MIS 3506
Digital Design & Innovation Studio

2.1: Understanding Project Work & the People Involved
Amy Lavin/ Steve Sclarow
As Is
Design Thinking: **Problem Seeking**

**Core Questions**

1. **Establish Goals**  
   (Qualitative)  
   What do we want to achieve and... why?

2. **Collect & Analyze Facts**  
   (Quantitative)  
   What is this all about?

3. **Uncover & Test Concepts**  
   (Qualitative)  
   How do we achieve the goals?
Design Thinking: Problem Seeking

Core Questions

4. Determine Needs (Quantitative)
   What are the cost, scope, quality and time constraints?
   Distinguish needs from wants.

5. State the Problem (Qualitative)
   What are the significant conditions & general directions our concepts should take?
   Consider the components of the whole problem when formulating problem statements.
Studio Concepts: The Whole Problem

4 Considerations

- People
- Activities
- Relationships
- Change
- Growth
- Schedule

- Function
- Economy
- Time
- Form

- Initial Budget
- Operating Costs
- Life Cycle Costs
- Site
- Environment
- Quality
What is a requirement?

How would you document one?
What is the best way to document a requirement?

a) A sentence (“The system shall…”)
b) A structured sentence (As in a business rule)
c) A structured text template
d) A table or spreadsheet (List of Stakeholders)
e) A diagram (Workflow)
f) A model (ERD)
g) A prototype or simulation
h) A graph
Core Requirement Components

Business Rules

- Data (Attribute, Entities)
- Processes (or Use Cases)
- External Agents (or Actors)
EXERCISE

As a team, discuss and identify the Core Requirements for a Grocery Store:

- External Agents
- Processes
- Data
- Business Rules

Give examples of each and how they relate to each other.
Grocery Store Example

- Processes:
  - Order from suppliers
  - Sell to customers
  - Calculate total order

- External Agents:
  - Supplier
  - Customer
  - Government

- Data:
  - Products for sale
  - Prices
  - Inventory
  - Tax Rate

- Business Rules:
  - Limited shelf space for inventory
  - Tax rate requirement due to government
  - Perishable goods shelf life limitations
What is a project?

What differentiates a project from operational work activities?
What is a product?

What is a solution?

What is a deliverable?
PEOPLE + roles
DESIGN INQUIRY / Five Questions to Answer:

1. **What** inspired you (good or bad)?
2. **Who** are the affected stakeholders?
3. **What** are their unmet **needs** & why are they important?
4. **What** is your **solution**?
5. **What** **resources** do you need to create and sustain your solution?
Who are the affected stakeholders?

or...

Who are the people who have something to gain or lose because of your project?
What is a **stakeholder**?

“Persons and organizations actively involved in the project or whose interests may be positively or negatively affected by the execution or completion of the project.”
As a business analyst (BA), how many of these stakeholders work for you?

If they don’t work for you, how do you get them to do what you need them to do? After all, they all have their regular jobs to do.
Project RCLES
What is a “Project Sponsor”? 

What are the project sponsor’s roles & responsibilities? 

How do you communicate with the sponsor?
What is a “Project Manager”?

What are the project manager’s roles & responsibilities?

Can the BA also be the PM?
What is a “Subject Matter Expert”?

What makes an SME an expert?

Is the manager of a department always an expert on what goes on in their department?
Other Technical Roles

- IT Architect
- IT Developer
- Data Administrator/Architect/Analyst
Who is important to the **PROJECT**?

Understand your stakeholders— including their motives, personal biases, expertise, and experiences!
For Class 2

- Print/Read the Warehouse Stakeholder Case (located on the class blog).
- Bring a copy and your notes to class!
2.2: Understanding Project Work & the People Involved

Amy Lavin/ Steve Sclarow
PLEASE BE READY TO MOVE TO A SEAT WITH YOUR TEAM
Exercise:
Warehouse Stakeholder Case
Read the case, work with your team

- Review your notes.
- Identify who are the stakeholders, subject matter experts, etc.
- Identify all the stakeholders associated with this project and explain why you think they are a stakeholder.
- Identify all the subject matter experts associated with this project and explain why you think they are SME’s.
- What further questions would you ask each stakeholder and SME?
Consider:

Who are your stakeholders?
Ask yourself:
Are they the stakeholders for YOUR project?
Common Stakeholder Mistakes

- Company stakeholders are not likely to be project stakeholders (closeness to the project).
- *Roles* are as likely stakeholders as *individuals*, but often forgotten.
- SME’s probably are stakeholders if they are assigned to the project from the organization. You can be both!
- Lower level roles in the organization are often missed.
- Groups that interact with the organization are often missed.
Stakeholder Analysis: TEMPLATE

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
</table>

See pages 62-63 in Memory Jogger!
New dates & times to be added...
Interview schedule and final presentation dates are now posted on our course site.
Your PROJECT
Project Client:

TAPP Network
We will be working with TAPP Network to create the digital tools needed to serve their prospective and current clients.

Each team will focus on a distinct need determined by the client as detailed in the Project Document.

**PROBLEM #1**
Marie Curie
Benjamin Franklin
Steve Jobs
Ellen Ochoa

**PROBLEM #2**
Leonardo Da Vinci
Indira Gandhi
Hedy Lamarr
Ayn Rand

**PROBLEM #3**
Thomas Edison
Bill Gates
Golda Meir
Nikola Tesla
Interview #1

- **Kyle Barkins** - Co-Founder and lead Technology
- Wednesday, January 31
- 10 - 11:20 AM
- Alter A603
What do you want to learn from them?
Questions should be:

- Appropriate for the person being interviewed
- Broad topics to start
- Start general, then more specific
- Open-ended
- Prepared with follow-up questions
As a team—

What are your questions for Joe?
Who is TAPP Network and what do they do?

What challenges are they facing?

What is the essential problem and how will you approach solving it?
Interview # 1

- Kyle Barkins - Co-Founder and lead Technology
- Wednesday, January 31
- 10 - 11:20 AM
- Alter A603

- ***dress appropriately
- ***arrive early
- ***come prepared
As a team—

Next week come to Class 1 prepared with 10 questions (written down) in priority order!