

MIS 3506

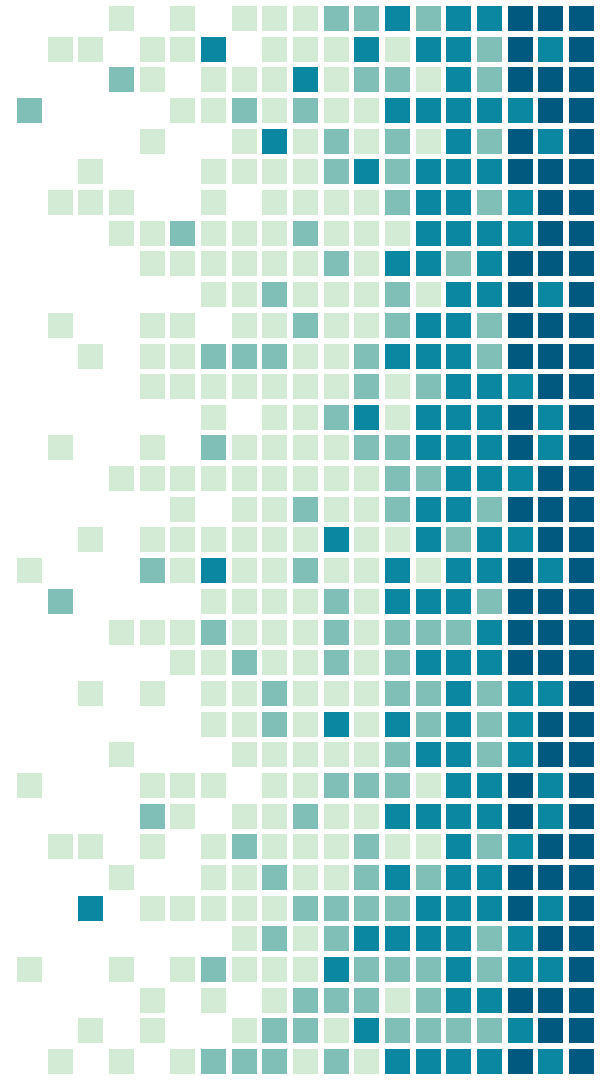
Digital Design & Innovation Studio

2.1: Understanding Project Work & the People Involved

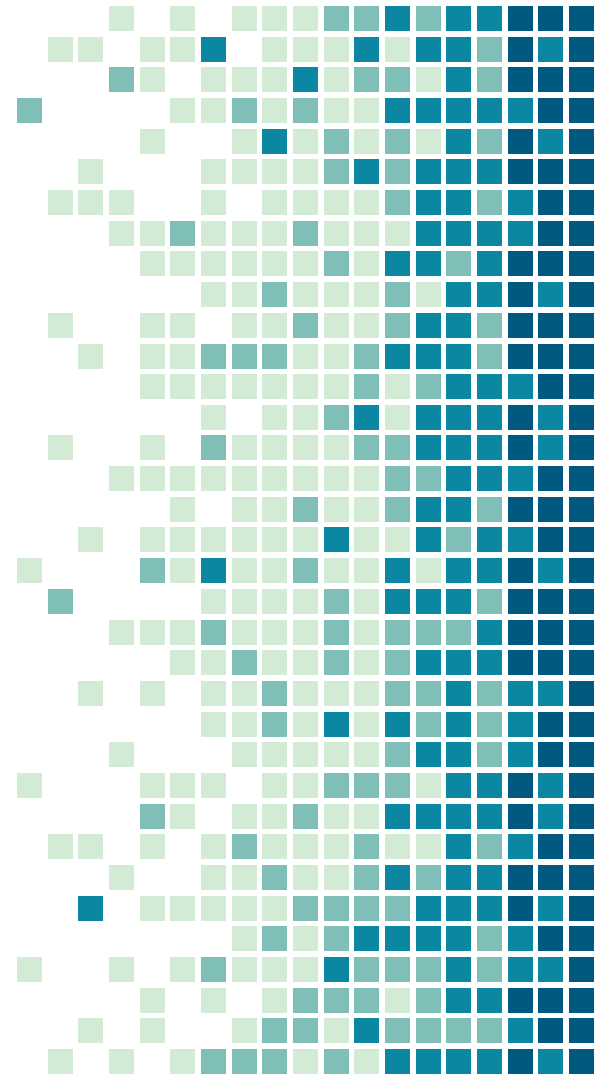
Amy Lavin/ Steve Sclarow



PROJECT WORK



As IS



Design Thinking: Problem Seeking

Core Questions

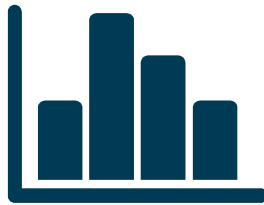
1. Establish Goals (Qualitative)

What do we want
to achieve and...
why?



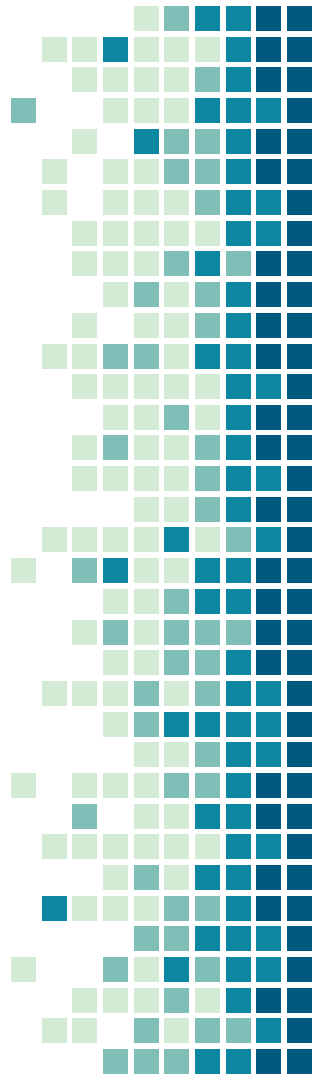
2. Collect & Analyze Facts (Quantitative)

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?

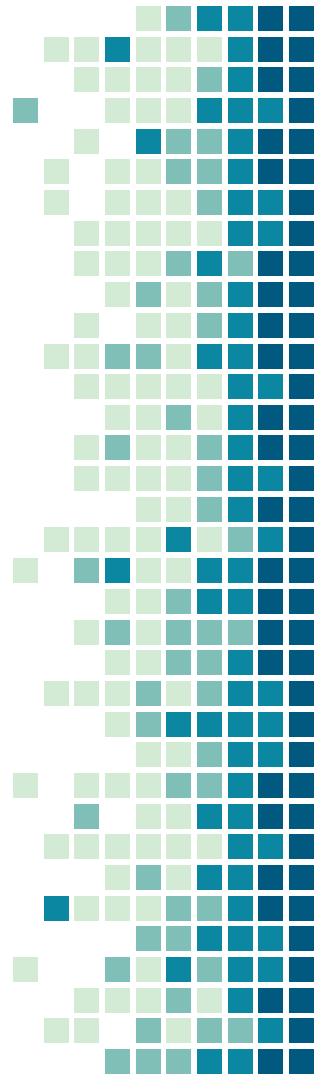
Distinguish needs from wants.



5. State the Problem (Qualitative)

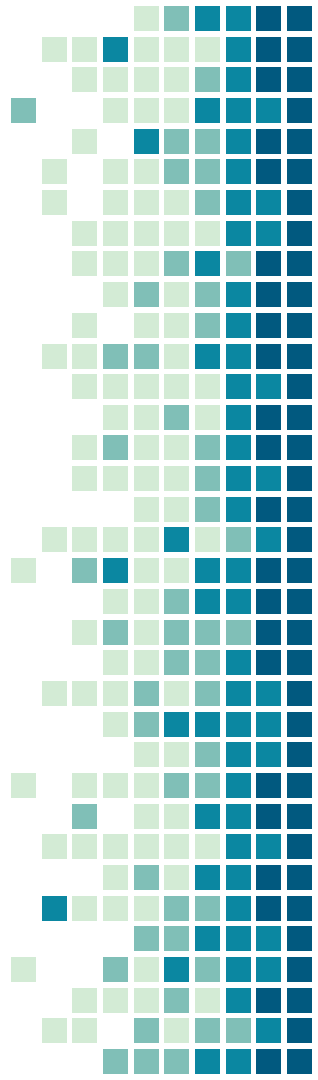
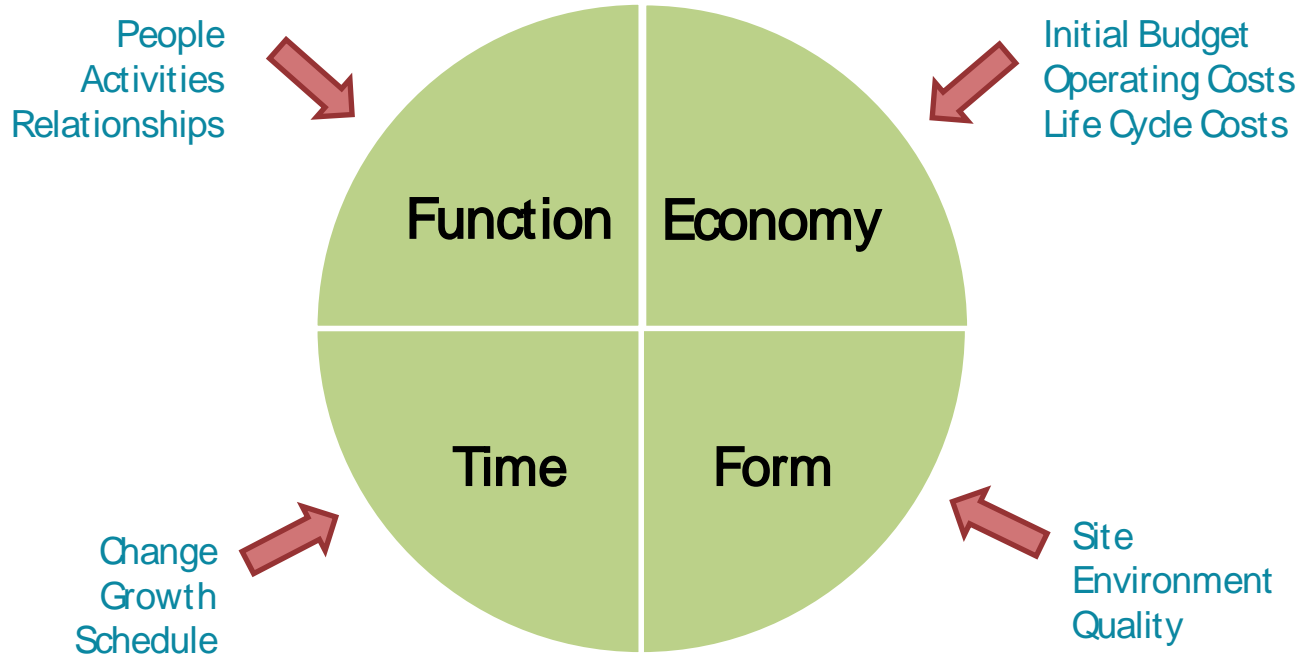
What are the significant conditions & general directions our concepts should take?

Consider the components of the *whole problem* when formulating problem statements.



Studio Concepts: The Whole Problem

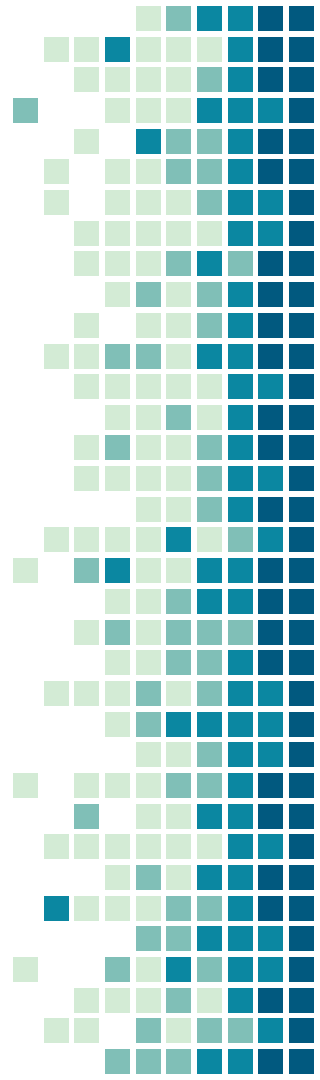
4 Considerations





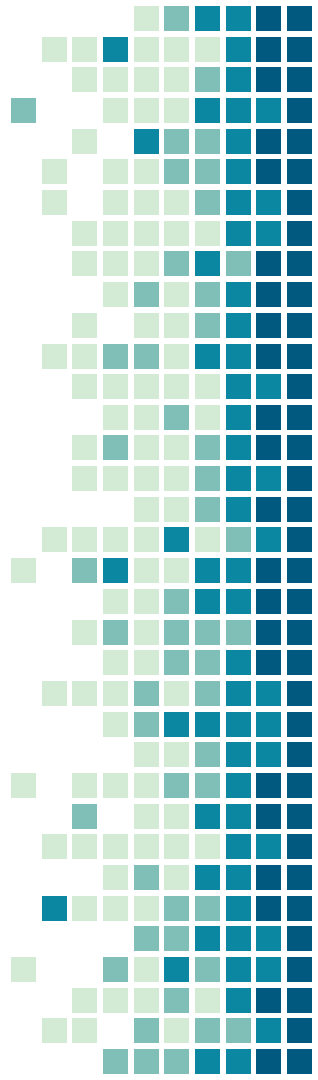
What is a
requirement?

How would you
document one?

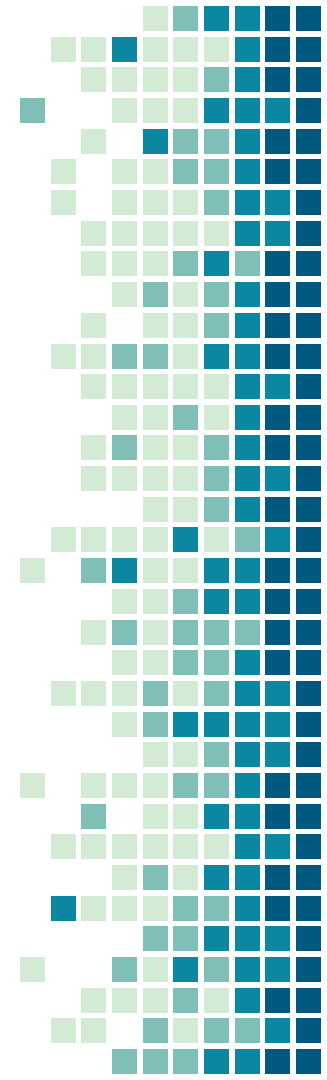
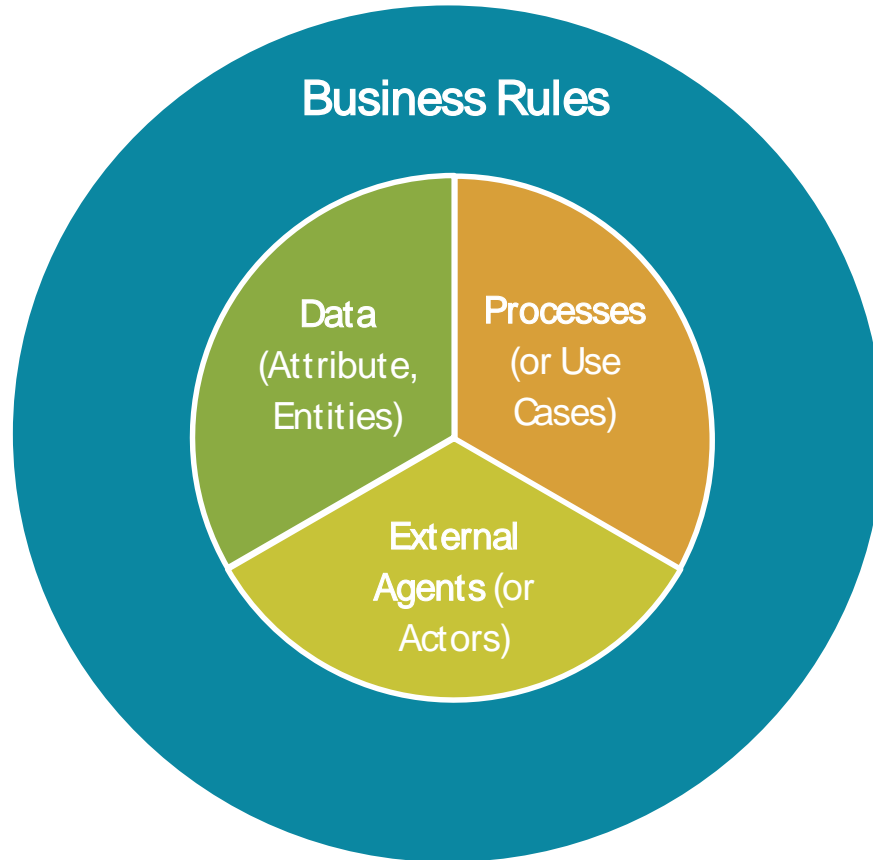


What is the best way to document a requirement?

- 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



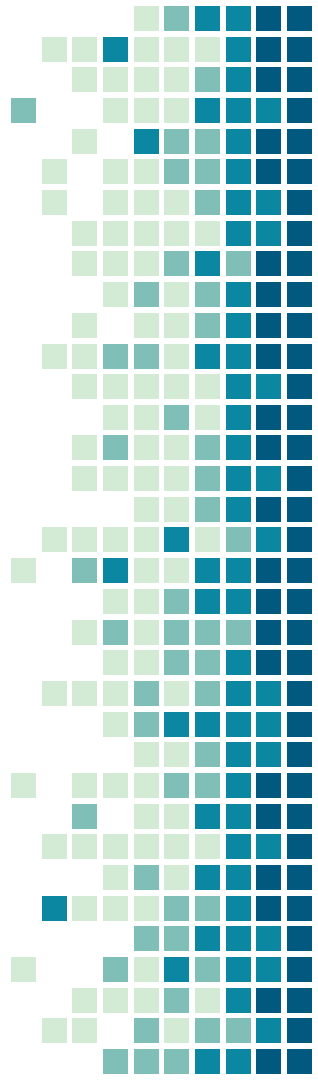
EXERCISE

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

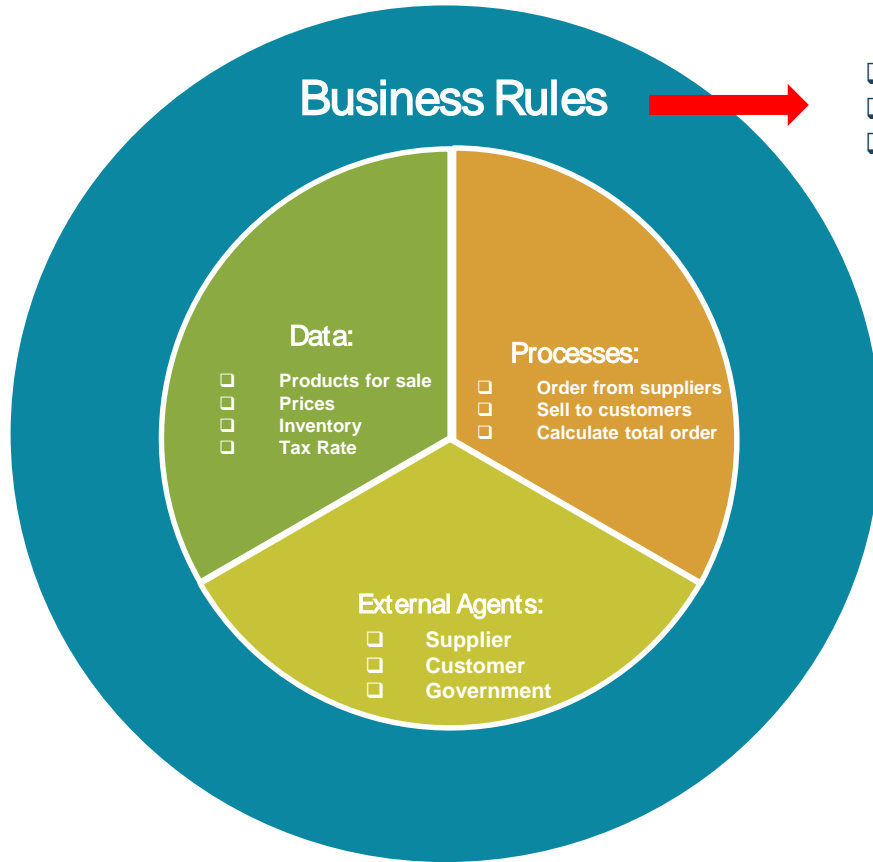
- External Agents
- Processes
- Data
- Business Rules



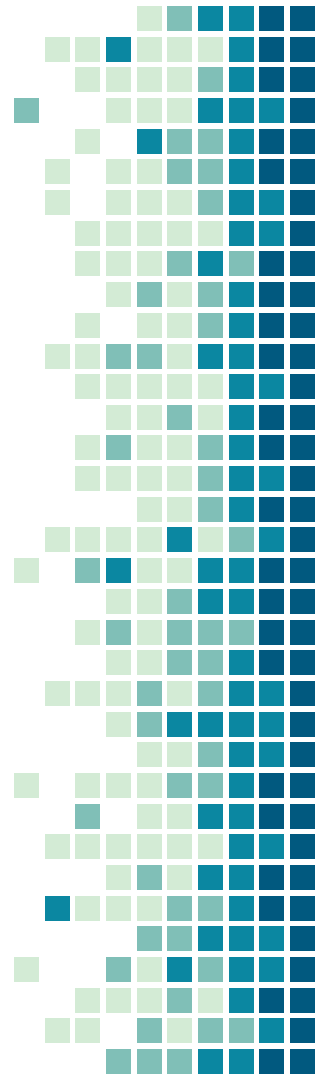
Give examples of each and how they relate to each other.



Grocery Store Example



- Limited shelf space for inventory
- Tax rate requirement due to government
- Perishable goods shelf life limitations





PROJECT vs. OPERATIONS

What is a
project?

What differentiates a
project from
operational work
activities?

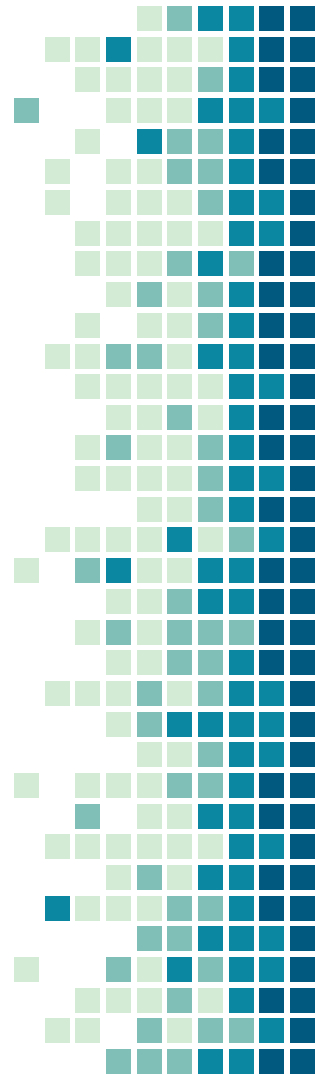




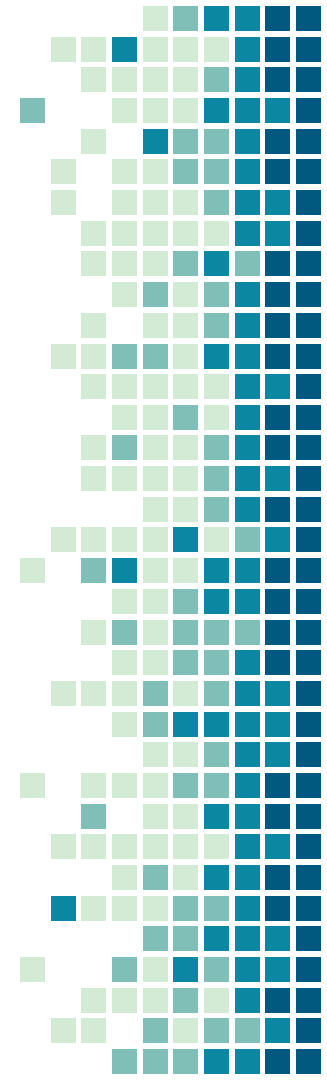
What is a
product?

What is a
solution?

What is a
deliverable?



PEOPLE + roles



DESIGN INQUIRY / Five Questions to Answer:

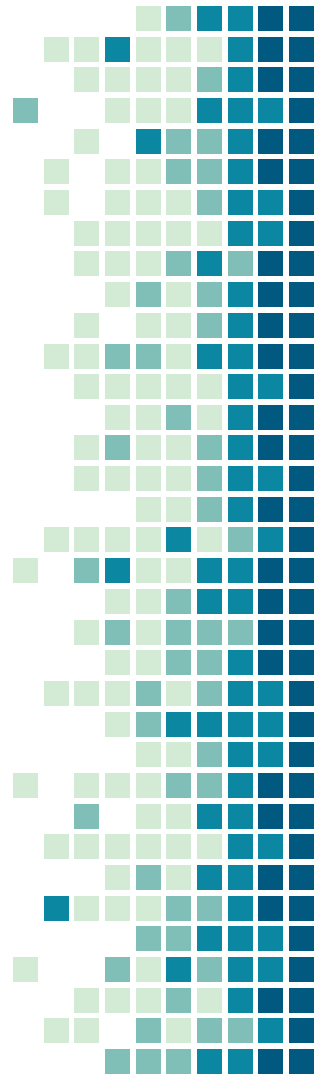
1. **What** inspired you (good or bad)?
2. **Who** are the affected stakeholders?
3. What are their **unmet needs** & why are they important?
4. What is your **solution**?
5. What **resources** do you need to create and sustain your solution?



Who are the affected stakeholders?

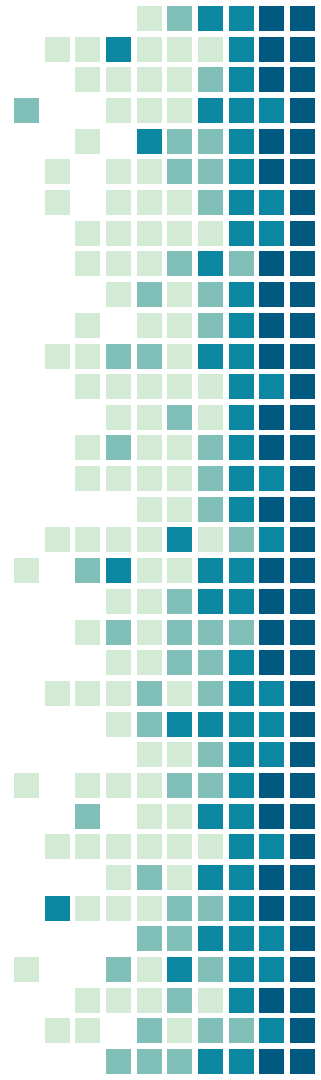
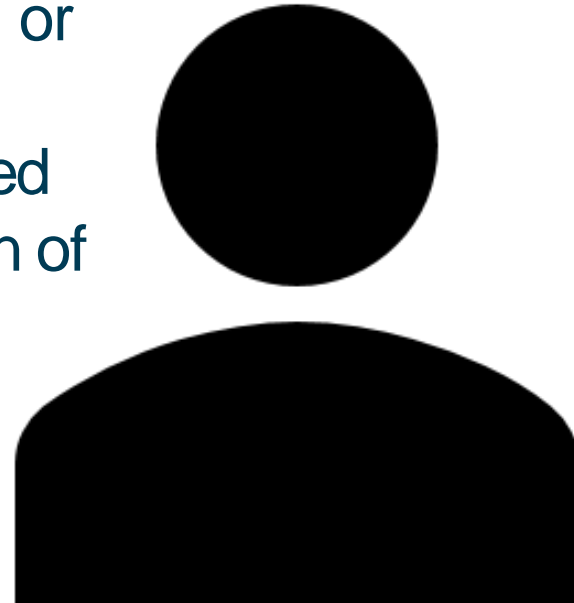
or...

Who are the people who have something to gain or lose because of your project?



What is a stakeholder?

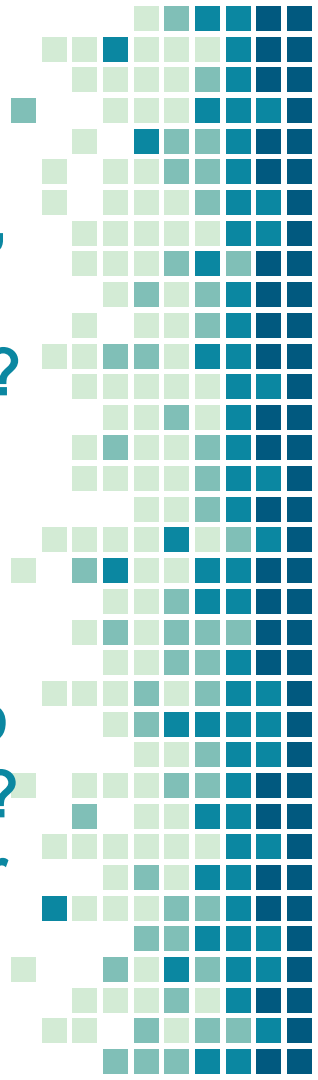
“Persons and organizations actively involved in the project or whose interests may be positively or negatively affected by the execution or completion of the project.”



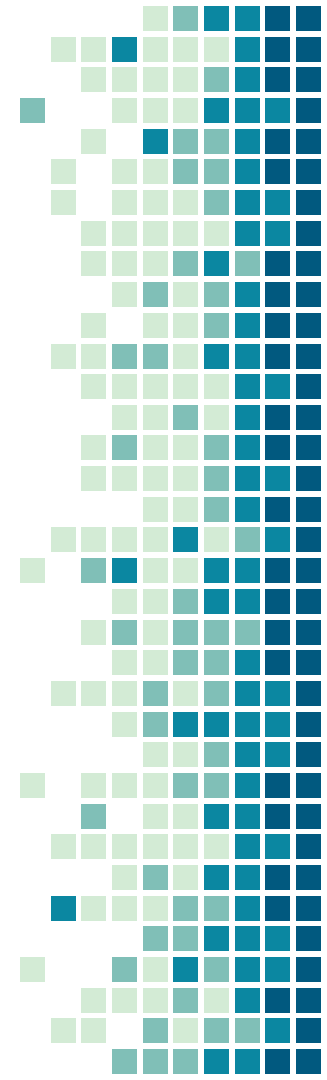


As a business analyst (BA),
how many of these
stakeholders work for you?

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 **ROLES**

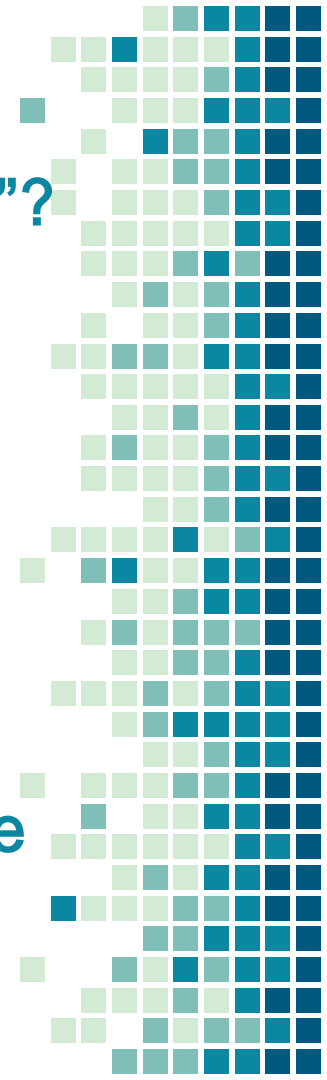




What is a “Project Sponsor”?

What are the project sponsor’s roles & responsibilities?

How do you communicate with the sponsor?

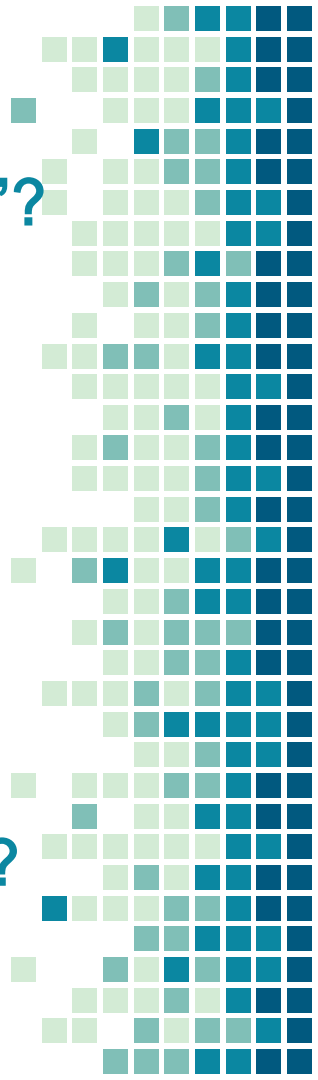




What is a “Project Manager”?

What are the project manager’s roles & responsibilities?

Can the BA also be the PM?





What is a “Subject Matter Expert”?

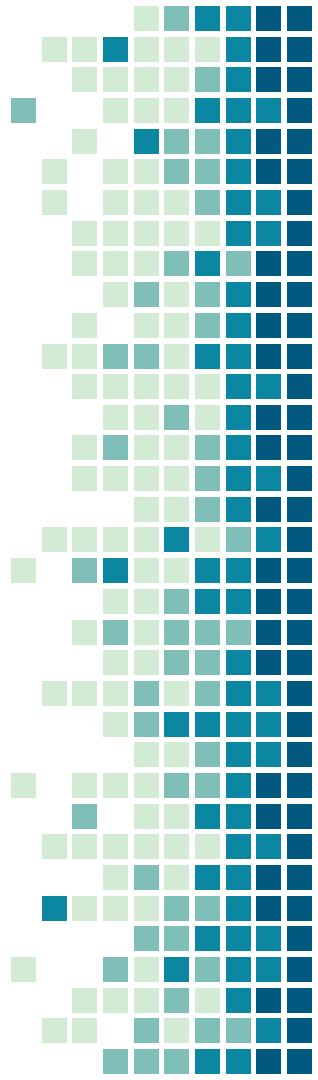
What makes an SME an expert?

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



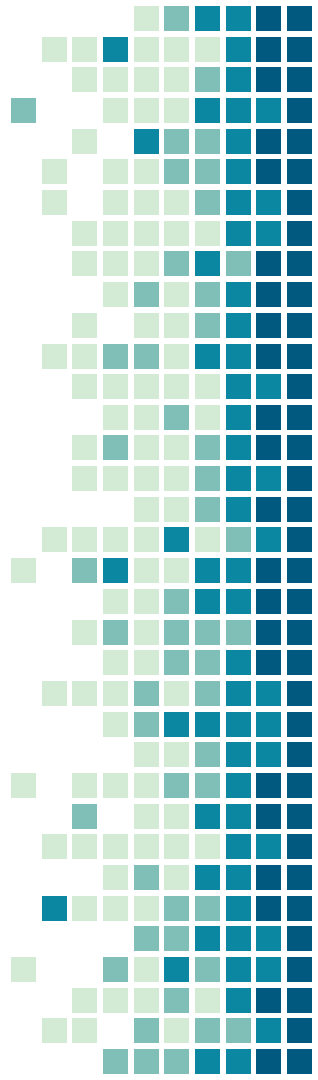
Other Technical Roles

- IT Architect
- IT Developer
- Data Administrator/ Architect/ Analyst



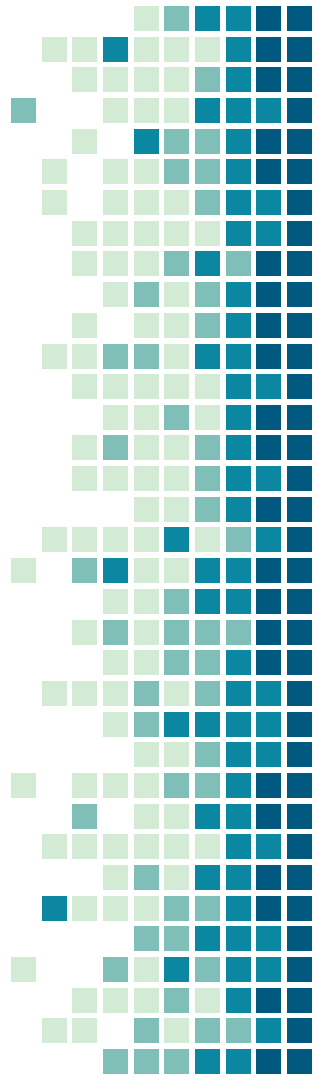
Who is important to the **PROJECT**?

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!



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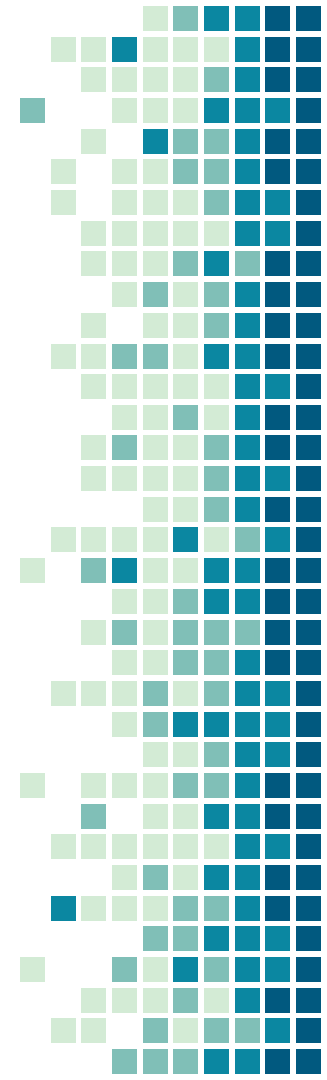
Digital Design & Innovation Studio

2.2: Understanding Project Work & the People Involved

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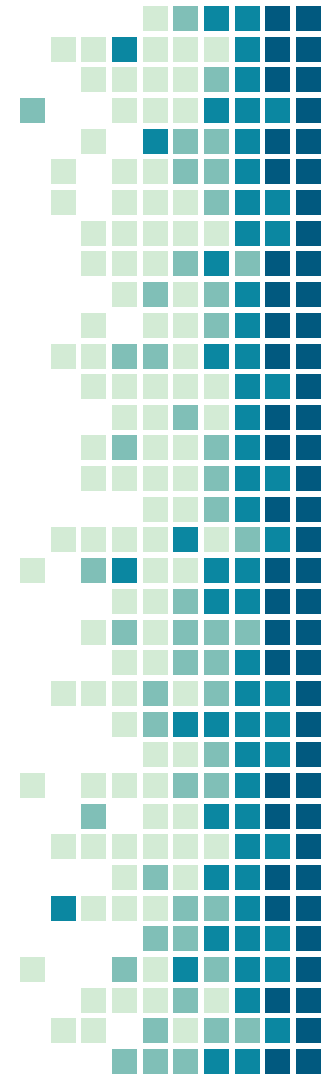


PLEASE BE **READY TO MOVE TO A**
SEAT WITH YOUR TEAM



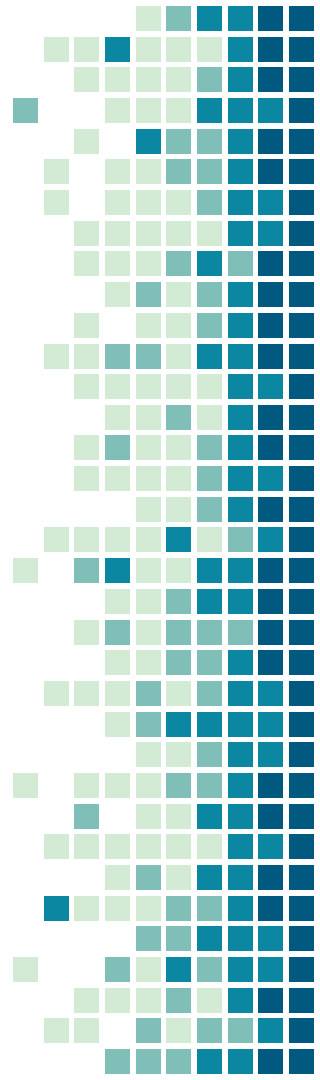
Exercise:

Warehouse Stakeholder Case



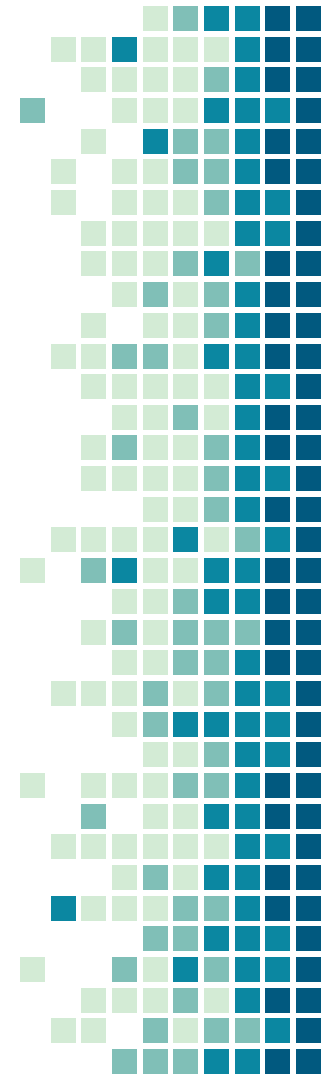
Read the case, work with your team

- 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?



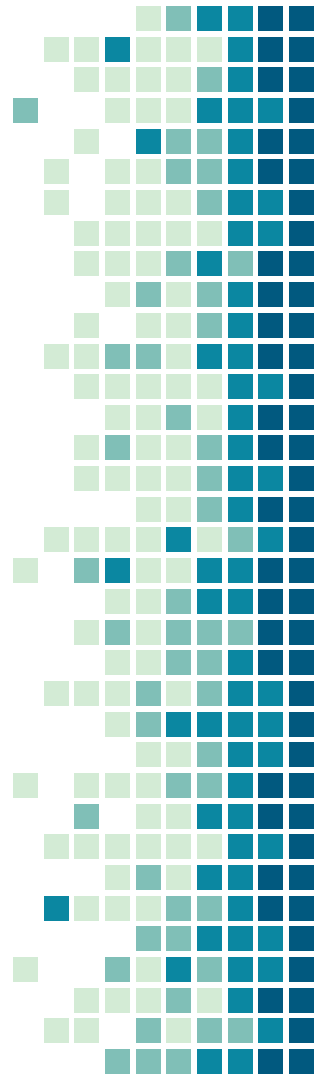
Consider:

Who are your stakeholders?



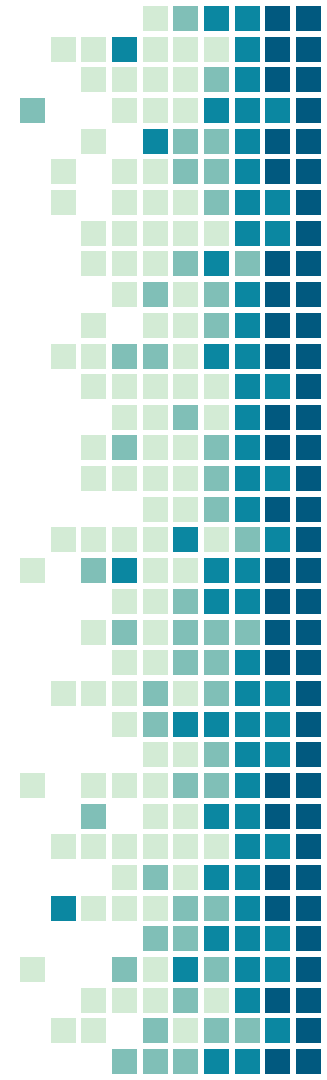
Ask yourself:

**Are they the stakeholders for
YOUR project?**



Common Stakeholder Mistakes

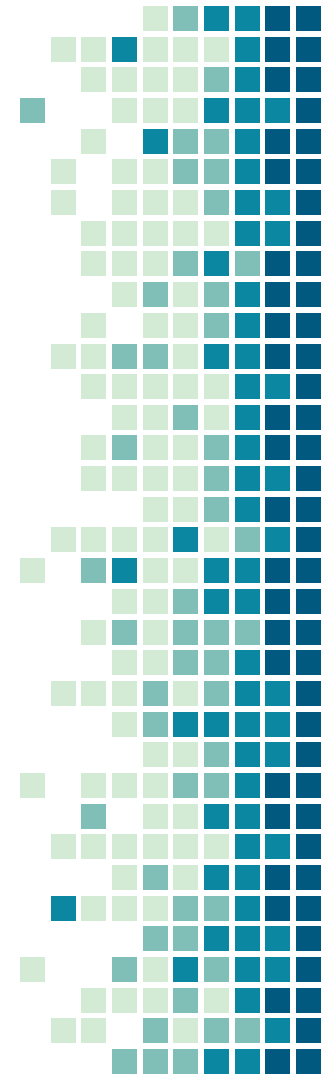
- Company stakeholders are not likely to be project stakeholders (closeness to the project).
- *Roles* are as likely stakeholders as *individuals*, but often forgotten.
- SME's probably are stakeholders if they are assigned to the project from the organization. **You can be both!**
- Lower level roles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



Stakeholder Analysis: **TEMPLATE**

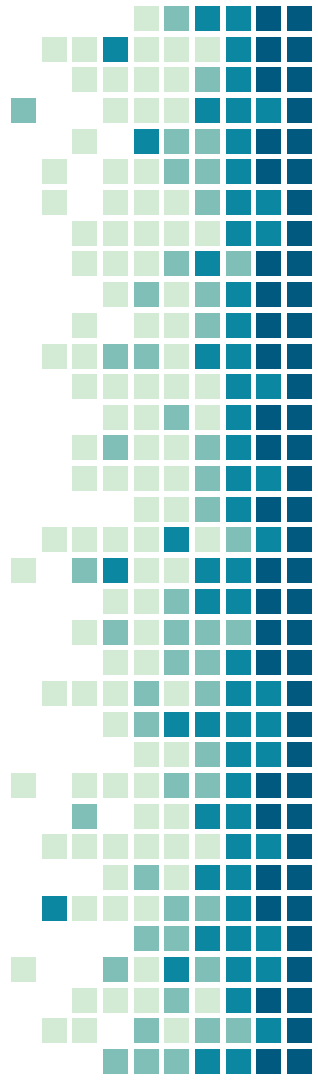
A	B	C	D	E	F	G

See pages 62-63 in Memory Jogger!

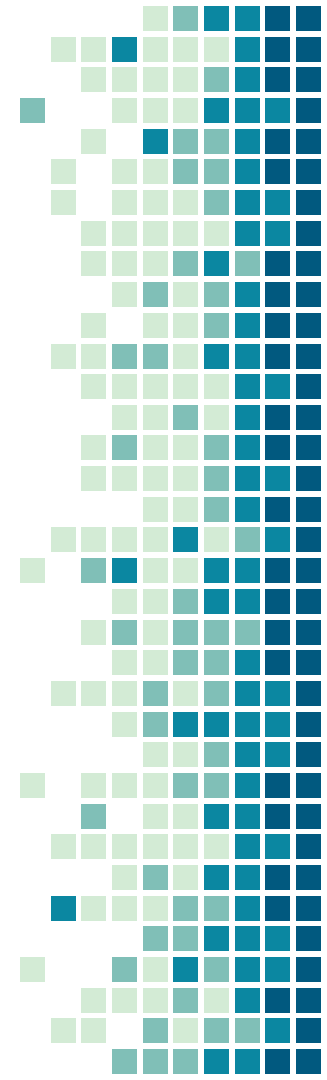


SCHEDULE

- New dates & times to be added...
- Interview schedule and final presentation dates are now posted on our course site.

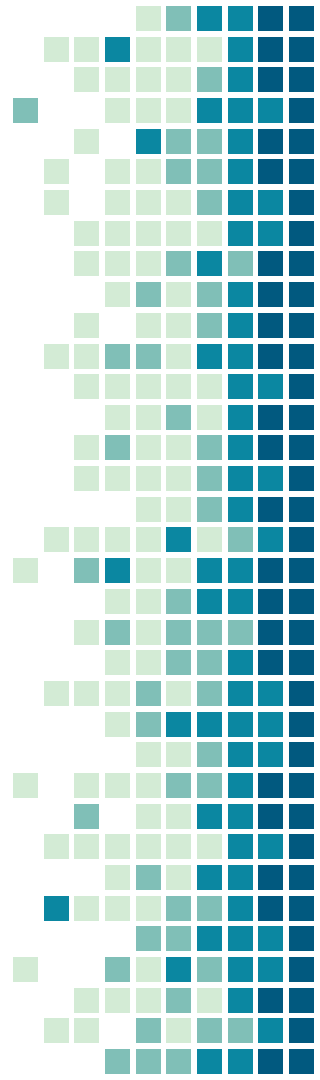


Your **PROJECT**



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

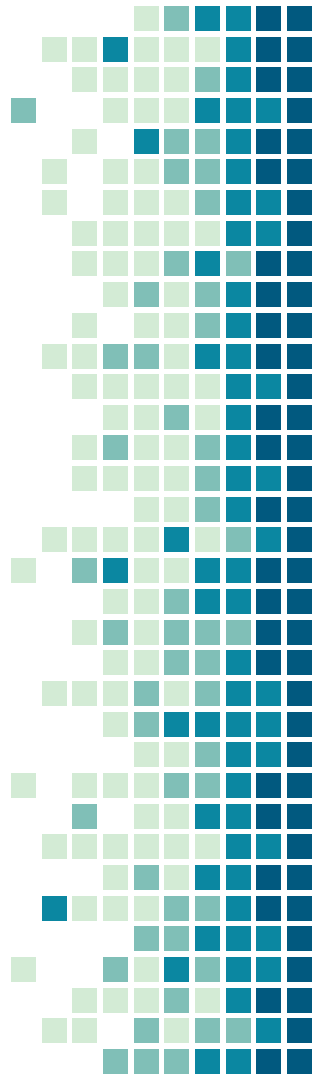
Marie Curie
Benjamin Franklin
Steve Jobs
Ellen Ochoa

PROBLEM #2

Leonardo Da Vinci
Indira Gandhi
Hedy Lamarr
Ayn Rand

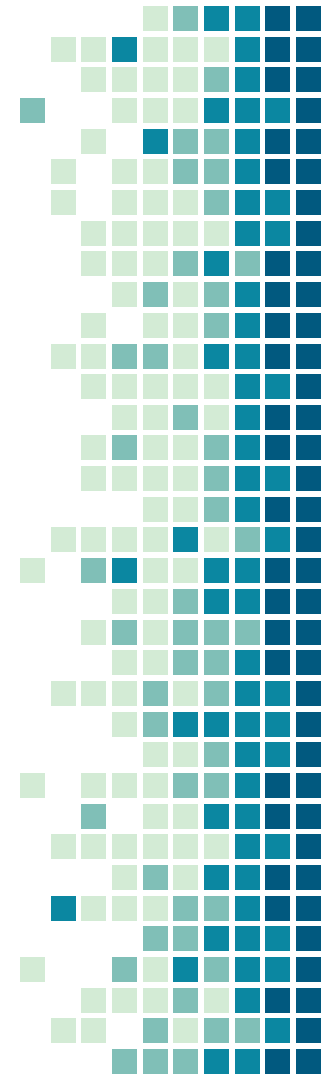
PROBLEM #3

Thomas Edison
Bill Gates
Golda Meir
Nikola Tesla



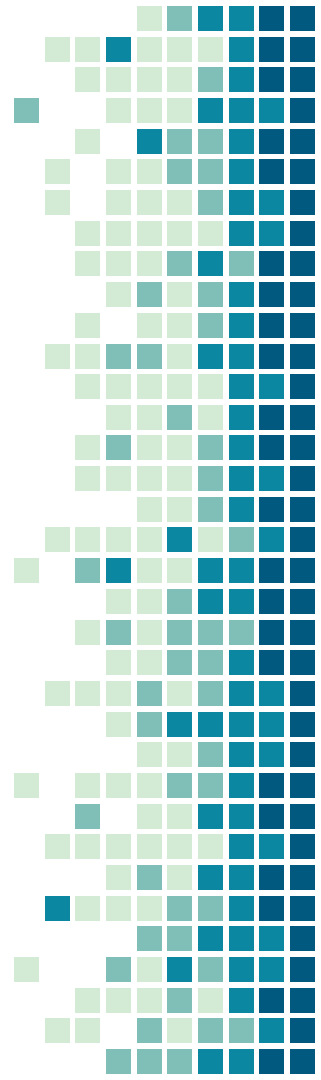
Interview # 1

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



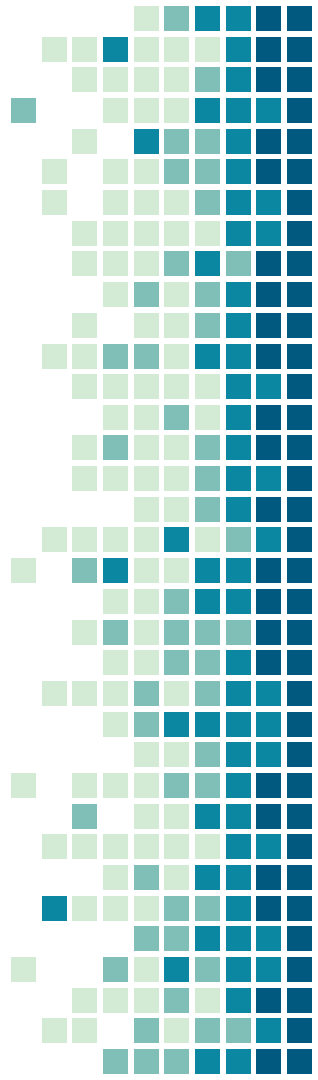


What do you want
to learn from
them?



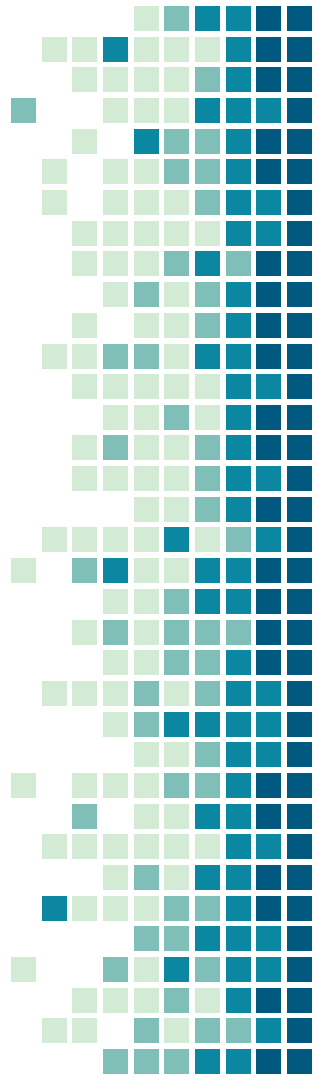
Questions should be:

- 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 Jbe?

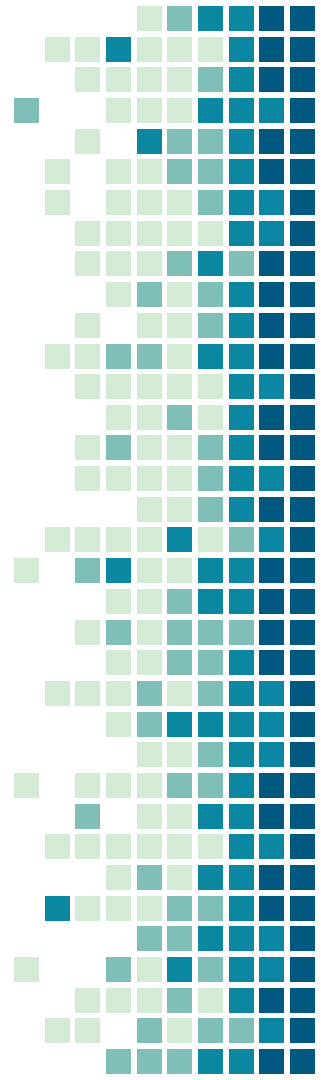




Who is **TAPP**
Network and what
do they do?

What challenges are
they facing?

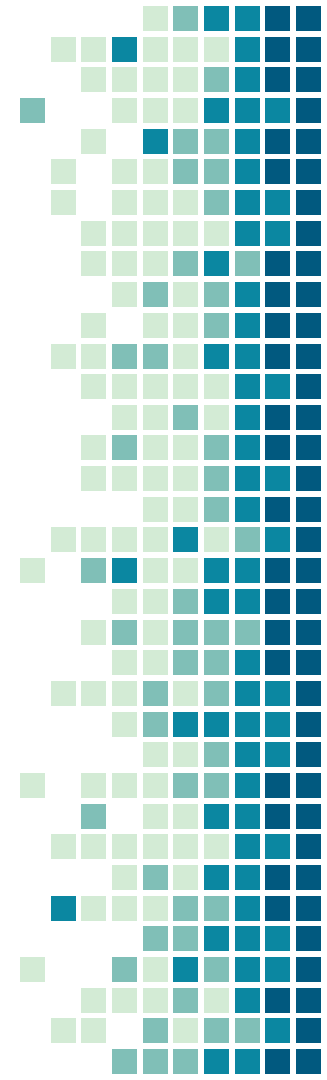
What is the essential
problem and how
will you approach
solving it?



Interview # 1

- **Kyle Barkins** - *Co-Founder and lead Technology*
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- ***dress appropriately
- ***arrive early
- ***come prepared



As a team—

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

