



MIS 3506

Digital Design and Innovation Studio

1: INTRODUCTION

Amy Lavin

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

WELCOME BACK

Amy Lavin

amyl@temple.edu

Speakman 209g

Office: 215-204-3196

Office hours:

M11-12, 1-2, T11-12 or By Appt

Derek Gibbs

tuf66103@temple.edu

Lab hours: TBD

course overview

This course is **required**

This course is demanding

There is a lot of work

Grading will be tough

Assume about

10% A's

25% D's & F's

This course is **DIFFERENT**

This course is a **STUDIO**

course objectives

Primary Course Objectives

- Prepare you for the role of a modern Business Analyst
- Make you a thought leader
- Combine the strengths of Business Process Analysis with Design Inquiry to create Innovative Solutions

BA + Design Inquiry = **Innovative
Solutions**

Course Objectives: BA

- **Analyze** a business process and specify requirements for improving that process
- **Apply** information gathering techniques to elicit requirements which will be used to compose business and technical requirements.
- **Recommend** information systems solutions to improve or transform business processes.
- **Make** “as is” vs “to be” analyses, justify proposed process information systems solutions.
- **Implement** and negotiate changes to requirements.
- **Encourage** independent and CRITICAL THINKING

Course Objectives: DESIGN

- **Understand** the shift from Quantitative to Qualitative thought
- **Learn** methods of User Centered / Ethnographic research
- **Learn** collaborative working methods
- **Learn** iterative working methods / experimentation
- **Think** and communicate visually
- **Provide** effective evaluation and CONSTRUCTIVE CRITICISM

Text Books

- Carkenord, Barbara A., **Seven Steps to Mastering Business Analysis**, J. Ross Publishing, 2009, ISBN 978-1-60427-007-5.
- Ellen Gottesdiener, The Software Requirements Memory Jogger, 2005, ISBN1-57681-060-7

We will use both books every week. Buy them!

Grading

Item	Percentage
Exam 1	25%
Exam 2	25%
Exam 3	25%
Team Project	25%

Exams (25% each)

- 3 exams
 - ALL are 60 minutes long
 - Multiple choice
 - Cover all readings and materials/techniques covered in class
 - Exam #3 during finals
 - covers readings from last 1/3 but all skills
 - Graded 0-100%
 - Combined exams = 75% final grade

Team Project (25%)

- For a real client, **MS-Digital Innovation in Marketing Program**
- Analysis of existing situation and proposal of a solution
- Produce a working prototype using Justinmind
- Accompanying documentation
- Team presentation
- Exercises and Assignments will help build your final submission
- Completeness and consistency are critical
- Team projects will receive a numeric grade from 0-100
- Personal project grades based +/- 10 points on your performance and peer evaluations

WE EXPECT YOUR TEAM TO
MEET **1-2X** PER WEEK

Project **MANAGERS**

MIS 3535

Assignments

- All assignments are based on the project case and contribute towards its completion
- Listed in the syllabus by week due. Due on date indicated.
- Due at the beginning of class on paper.
Bring your work electronically also!
- Several students each week will be randomly selected to present their work for review

Team Project Review Sessions

- 3 consecutive weeks during 2nd half of semester
- Teams present to other teams and review each other's work
- **GOAL IS TO PRACTICE ANALYTICAL SKILLS AND LEARN TO PROVIDE CONSTRUCTIVE FEEDBACK**
- Quality of your reviews will impact the quality of your final project proposal
- Take these very seriously. You often learn more by critiquing another's work than you do from receiving criticism.
- Based on architectural review format



http://3.bp.blogspot.com/_oJiC4AmR4UU/S4FIHotJBJI/AAAAAAAAAhk/F2SumCCPquk/s640/2420328820_d4e152ae6e_o.jpg

Extra Credit

- 3 opportunities to earn extra credit points during the semester.
- Students are required to produce a prototype in Justinmind for each of the following class exercises:
 - Warehouse Scenario Prototype
 - Night Owl Data Prototype
 - Gas Company Prototype
- Students who submit prototypes that are **complete AND well done** will earn 1 point on their FINAL grade for each. (Maximum of 3 points total)

Classes

- **Bring your assignments**
 - Due at the START of class
 - Paper and ELECTRONIC_formats
 - Random people will present their work
- **Come prepared to discuss and participate**
 - Classes will discuss and elaborate on readings, not review them
- **Class contributions**
 - Say your name before you share
 - You will be called upon to share your work
 - You will be asked questions
 - Lack of preparation will affect your grade
- **Classroom Etiquette**
 - **BE PRESENT**
 - Be on time
 - Cell phones off
 - Private discussions outside
 - Bring your computer but use it for class

We may have to make
adjustments

Schedule for Fall 2016

Course Blog

<https://community.mis.temple.edu/mis3506digitaldesignfall2016>

How do I get an A?

1. Read the material before class
2. Come prepared to ask questions/discuss
3. Put effort into doing your assignments and team critiques
4. Take in-class exercises seriously
5. Study hard for the tests
6. Produce a great project solution and prototype
7. Impress me with the quality of your work
8. **TIMELINESS and ATTENDANCE**

Five Top Reasons to Drop

- You hate working on a **team**
- You really don't want a work **intensive** course at this point of your college career
- You like technology but could care less about applying it to **real world** problems
- You did poorly in 2501 and 2502 and you don't want to be an **MIS major**
- You never could do the **word problems** in high school algebra



MIS 3506

Digital Design and Innovation Studio

1: INTRODUCTION

Amy Lavin

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

Let's get to **WORK**

What is **Business Analysis**?

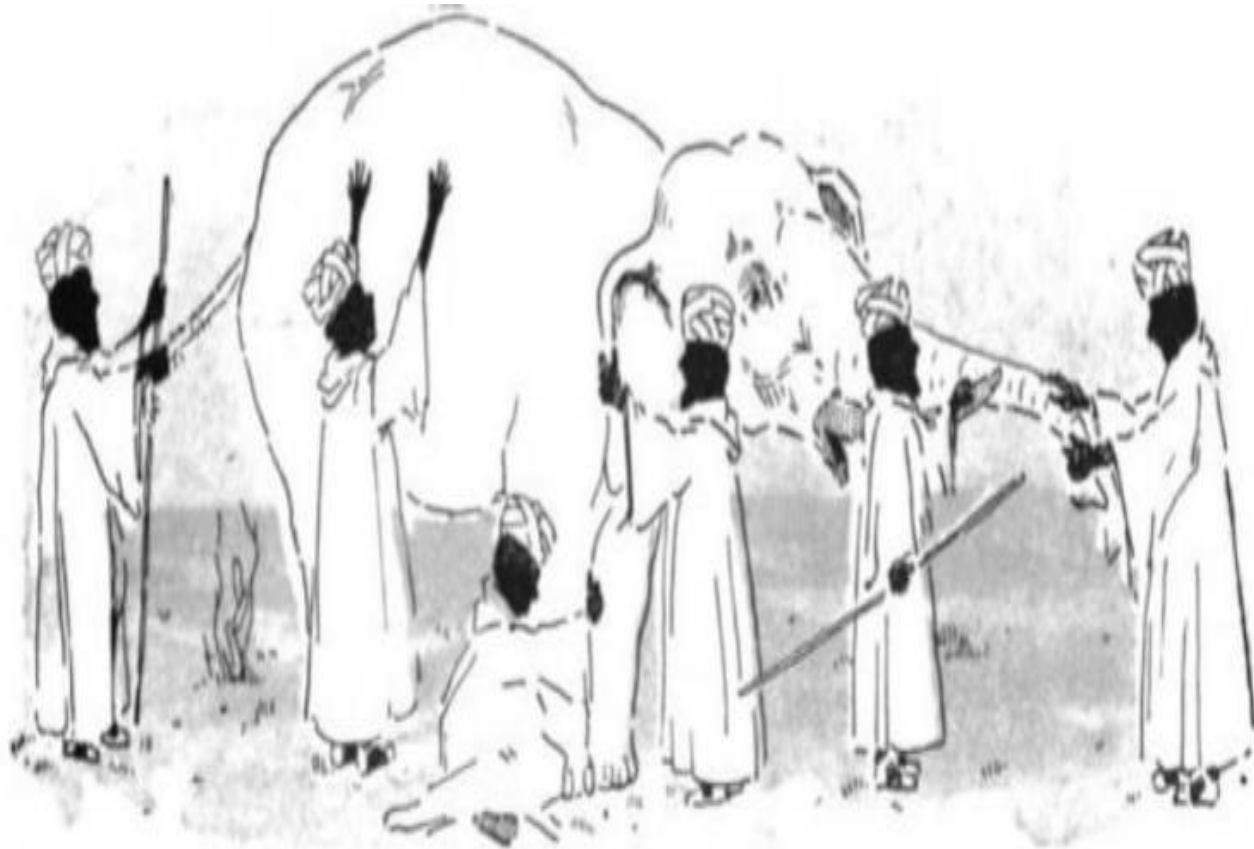
Who is the modern
Business Analyst?

What is Business Analysis?

“The set of tasks and techniques used to work as a liaison among stakeholders in order to understand the structure, policies, and operations of an organization and recommend solutions that enable the organization to achieve its goals”

- The International Institute of Business Analysis (IIBA)

What is Business Analysis?



Business Analysis Involves...

- **Identification** of business problems and opportunities
- **Elicitation** of needs and constraints from stakeholders
- **Analysis** of stakeholder needs to define requirements for a solution
- **Assessment** and validation of potential and actual solutions
- **Management** of the “product” or requirements scope

“BAs with an IT background are very **analytical** individuals”

- B. Carkenord from Seven Steps to Mastering Business Analysis, p 8.

“As a DESIGNER, I am much better at **synthesis** than analysis”

- Bill Moggridge from Designing Interactions, p 725.

analysis the separating of any material or abstract entity into its constituent elements (opposed to synthesis)

synthesis: the combining of the constituent elements of separate material or abstract entities into a single or unified entity (opposed to analysis)

- From <http://dictionary.reference.com/>

analysis: PULLS IT APART

synthesis: PUTS IT TOGETHER

Business analysis and Design
provide a balanced approach

What are the traits of the most successful business analysts?



Why would anyone want to be a BA?

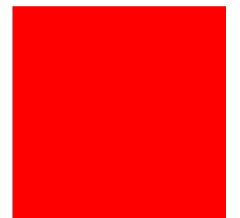
- You like technology, but not so much that you want to do it all the time.
- You like solving problems
- You like working with people and understanding their needs and concerns
- You get bored easily doing the same thing over and over
- Inefficiency and lack of effectiveness annoy you

And...

Business Analyst Career Path

Title	Experience	Tasks
Junior Business Analyst	0-2 years; may have business experience or IT development experience	Elicit and document requirements for small, well-defined projects, often changes to existing systems. Ideally works with a BA mentor \$55-60,000
Business Analyst	2-5 years	Elicit, analyze, and document requirements for medium to large projects. Works with the project manager to scope new projects \$77,000+
Lead or Senior Business Analyst	5-10 years	Elicit, analyze, and document requirements for large, complex, mission-critical projects. Supervises/mentors junior Bas. Works with the business to initiate and define new projects. \$89,000+
Business Consultant/Client Relationship Manager	10+ years	Assist the business with strategic planning, business case development, and new product implementations. Helps to identify projects. Sets up and manages a business analyst center of excellence Average salaries from Indeed.com

- Where do business analysts come from, IT or a business unit?
- Which is better?
- Who do business analysts work for, IT or a business unit?



Introductions

Who am I?

The Two Minute Presentation

- Short and concise summary
- Two minutes is just right
- Situational
 - Biographical background for recruiters
 - Personal & project background when meeting subject matter experts
 - Project summary for leadership (elevator speech)
- Write it out if you want
- Practice it in front of a mirror

Who are **YOU**?

2 Minute Presentation Exercise

- Sit with your team
- Take 5 minutes to prepare your 2 minute biography
- Cover key points (situational)
 - Where are you from?
 - Any background information you might want to include
 - What brought you to Temple?
 - What made you want to major or minor in MIS?
 - What are you looking to do when you graduate?
 - What are your other strengths and interests?
 - **What 1 word profile describes who you are?**
- Each team member presents their 2 minute biographies

Congratulations!
You are now a team.

END