



MIS 3506

# Digital Design and Innovation Studio

5: UNDERSTANDING WORK  
PROCESSES

Amy Lavin

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

# Schedule:

Team Scope: Today

Exam 1: Tues 10/4

Extra Credit 1 – Due 10/6

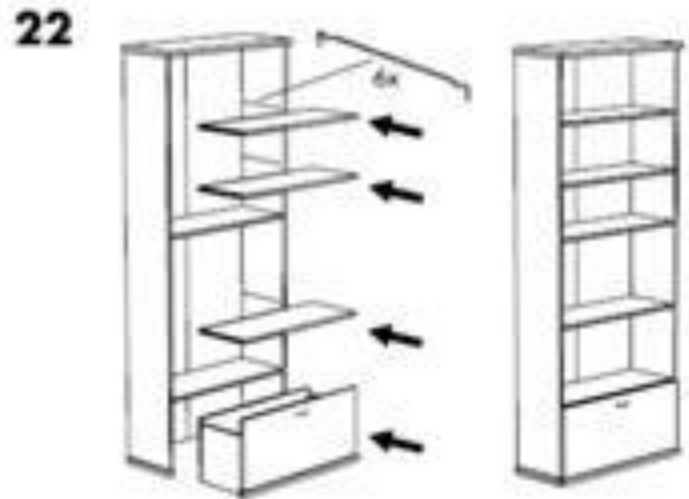
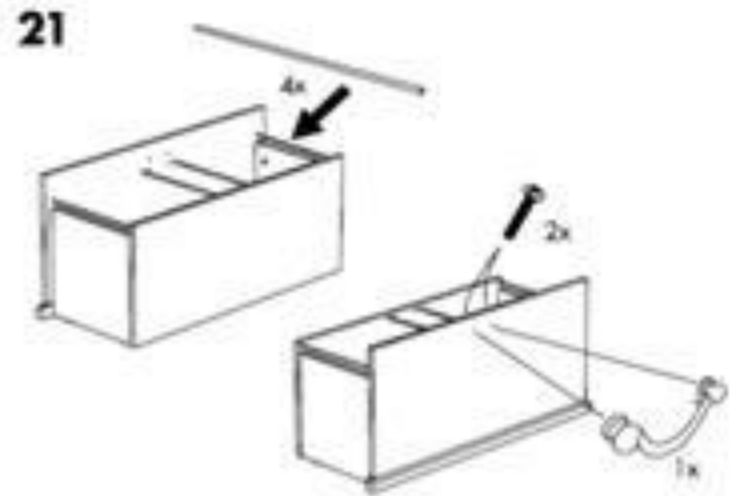
# **Exam #1**

Chapters 1-4 and  
Chapter 6 up to page 228.  
No Process Diagramming

# Process **DIAGRAMMING**

Understanding **HOW**  
people do their work

Think VISUALLY



assembly process: **IKEA**

# Workflow Diagrams

- How would you describe a process you routinely use to a friend who wanted to do the same thing?
- Is it easier to use words or draw a picture of the steps you take?
- What would some uses of this approach be?





# Workflow Diagrams

- One of a Business Analyst's key tools, especially for analyzing the as-is situation
- Great way to begin to understand process you are dealing with at high level
- Different levels of workflow can be used to explain the process to different audiences
- Can document Standard Operating Procedures (SOP's)
- Revising the flow to facilitate improvements is standard design technique

# Workflow Diagrams



- What would we want to include in a workflow diagram?
- There are many different types of workflow diagrams, we will focus on one.
  - **Swim Lane Flowcharting**
  - ANSI Flowcharting
  - UML Activity Diagrams
  - SIPOC
  - Etc.

Think: Actors [who]  
Actions [what]  
Decisions  
Sequence [when]  
Space [where]  
RELATIONSHIPS

# Swim Lane Process Mapping

1. Name the process - subject+verb+object
1. What's the business event that initiates the process?
1. What's the outcome of the process?

# Swim Lane Process Mapping

1. Name the process - subject+verb+object

Warehouse Receives Materials

1. What's the business event that initiates the process?

Receive Materials

1. What's the outcome of the process?

Materials are Stored

# Swim Lane Workflow Exercise

- With your teammates,
- Take 5 minutes to imagine the steps a warehouse goes through when it receives material from its suppliers
- Sketch it out if you can
- Be ready to share your ideas

# Swim Lane Process Mapping

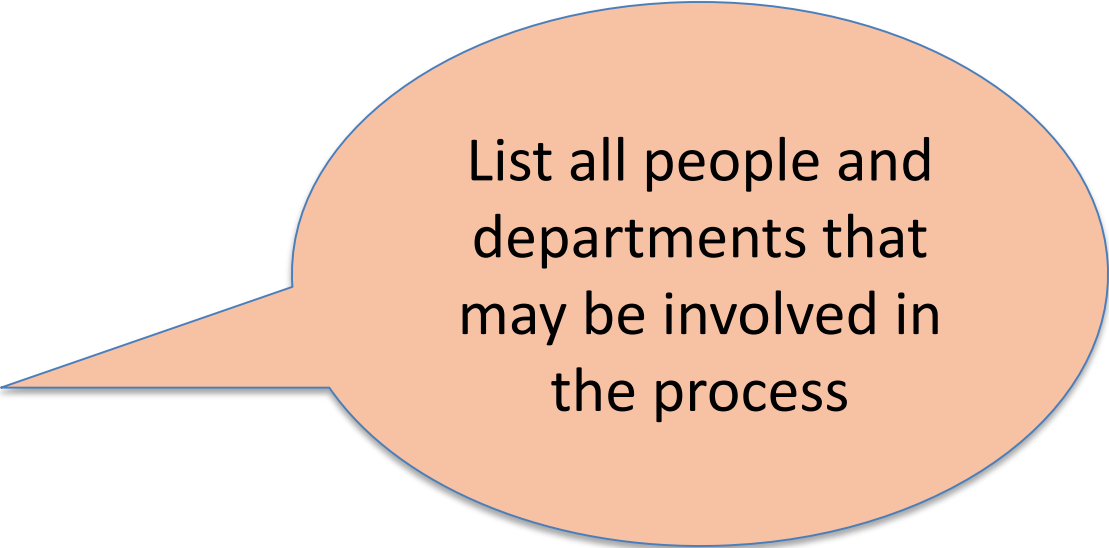
Receiving  
Dock

Receiving  
Clerk

Forklift  
Driver

Warehouse  
Foreman

Data  
Processing



List all people and  
departments that  
may be involved in  
the process

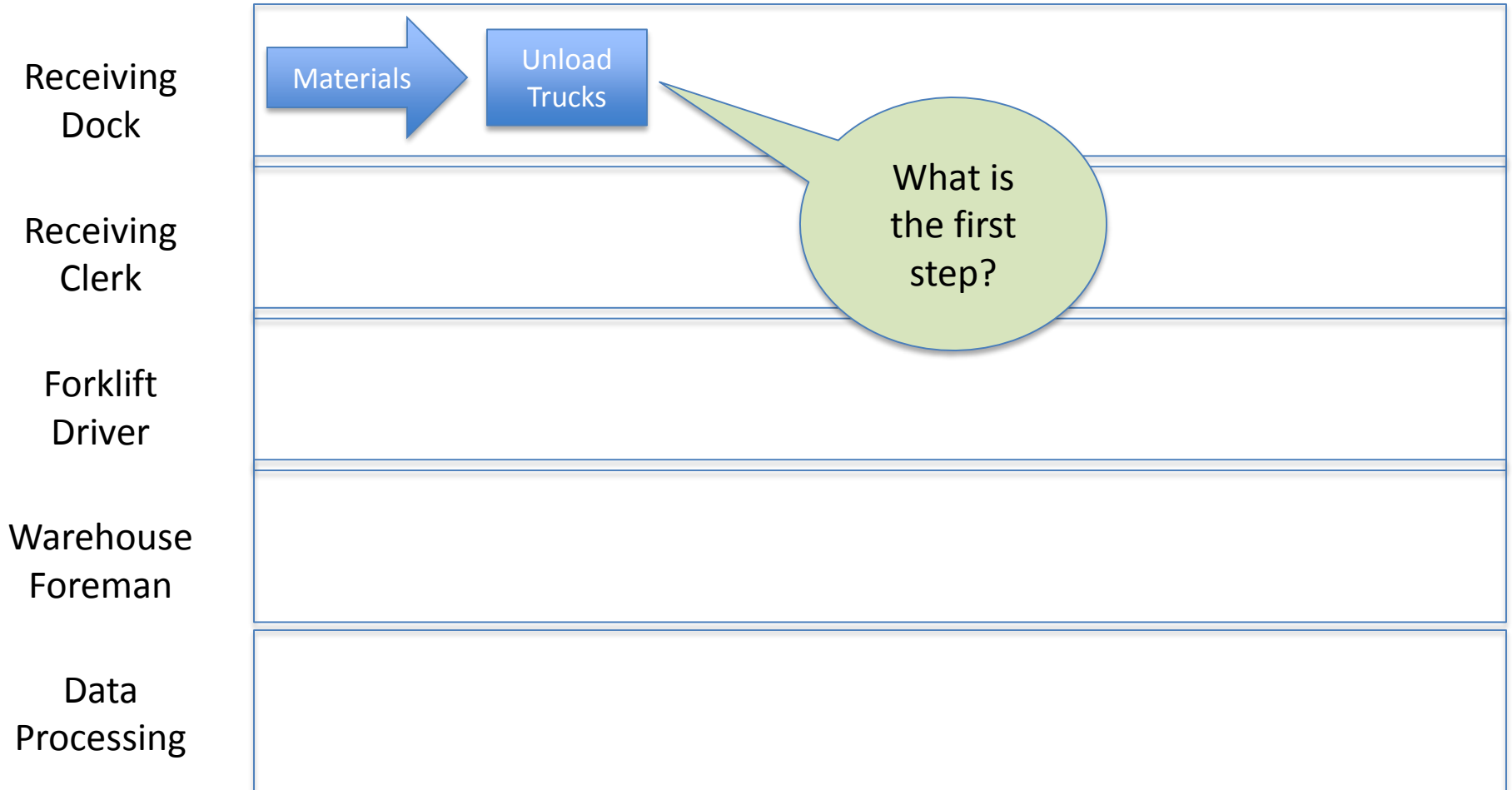
# Swim Lane Process Mapping



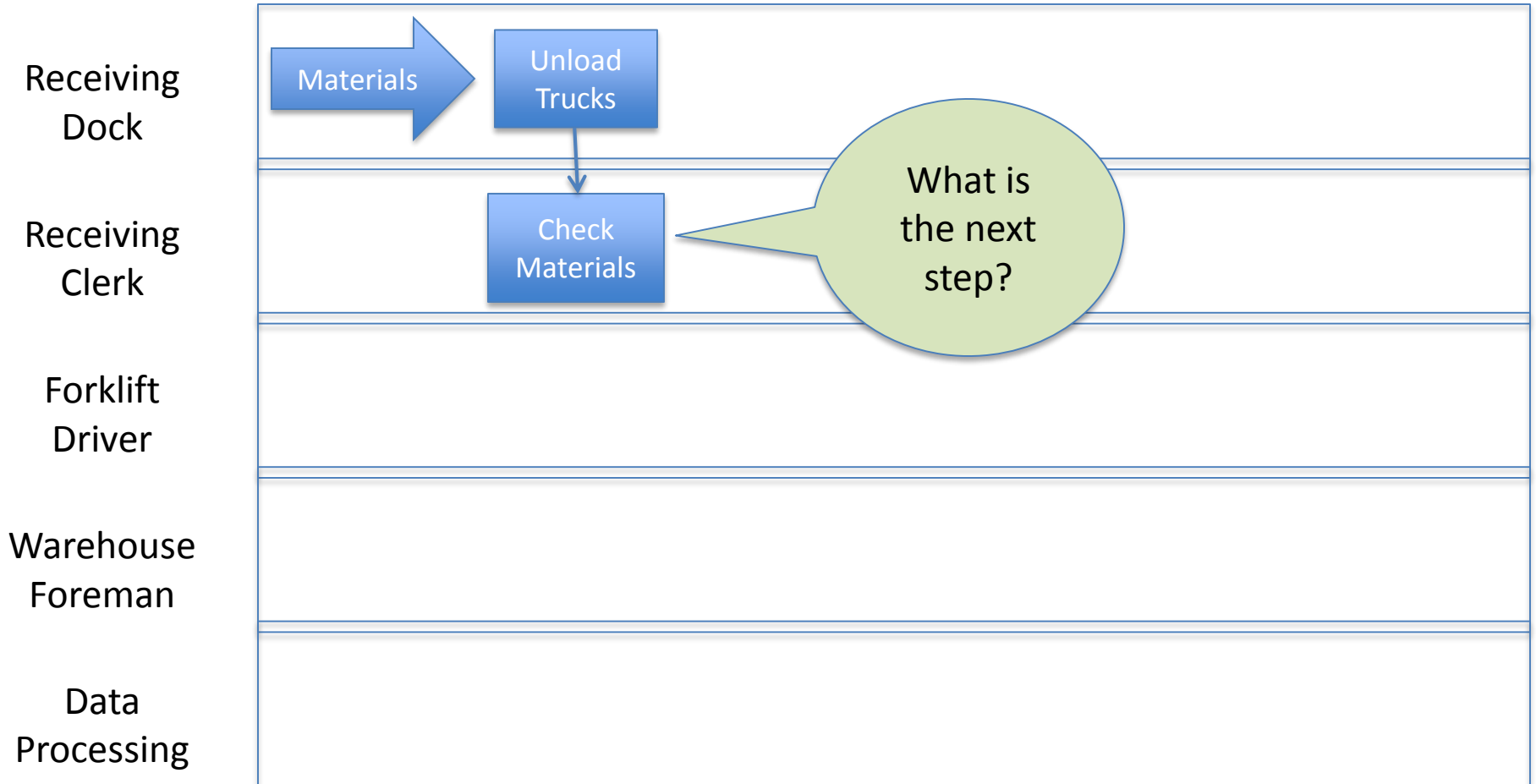
Draw a lane next to each person



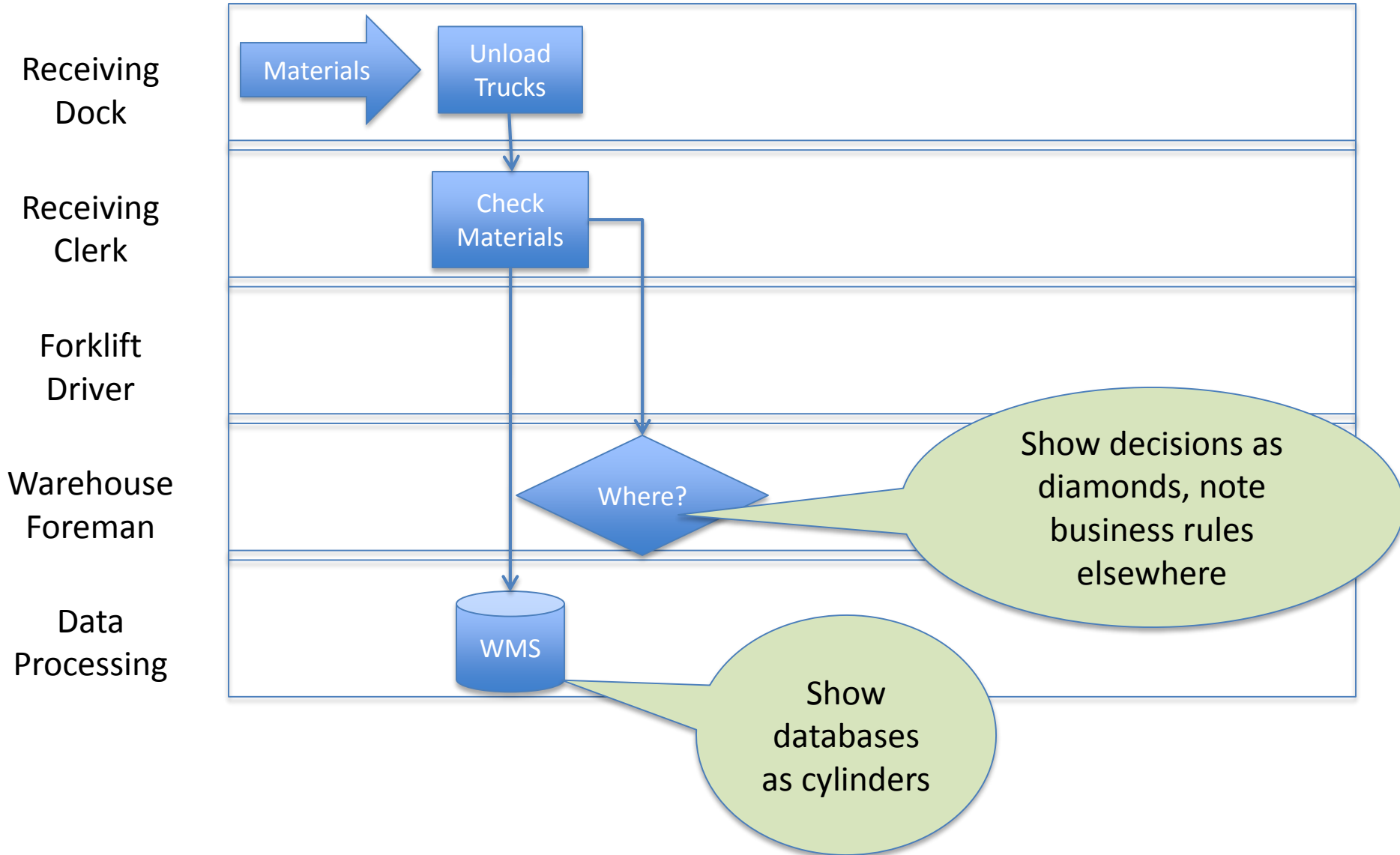
# Swim Lane Process Mapping



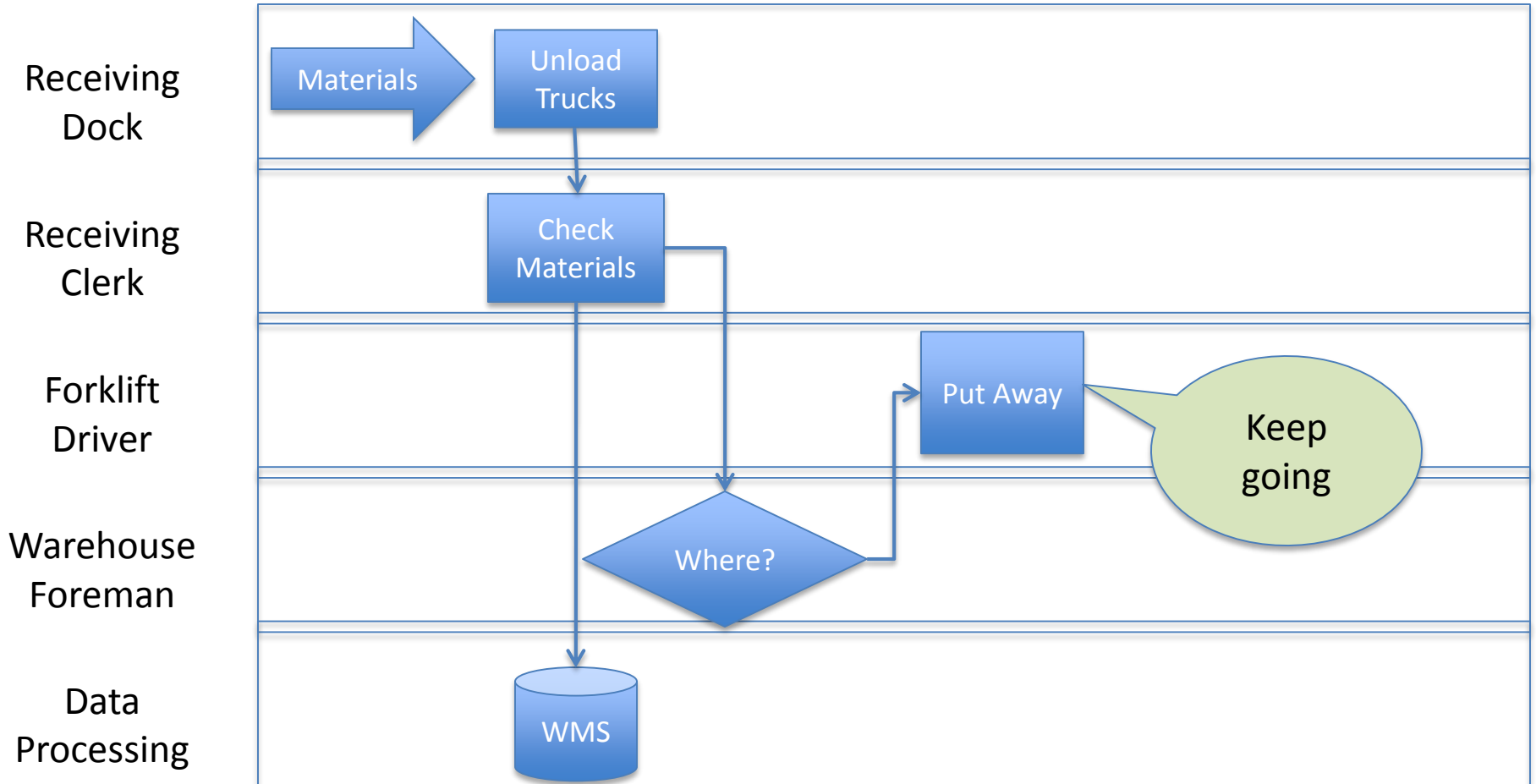
# Swim Lane Process Mapping



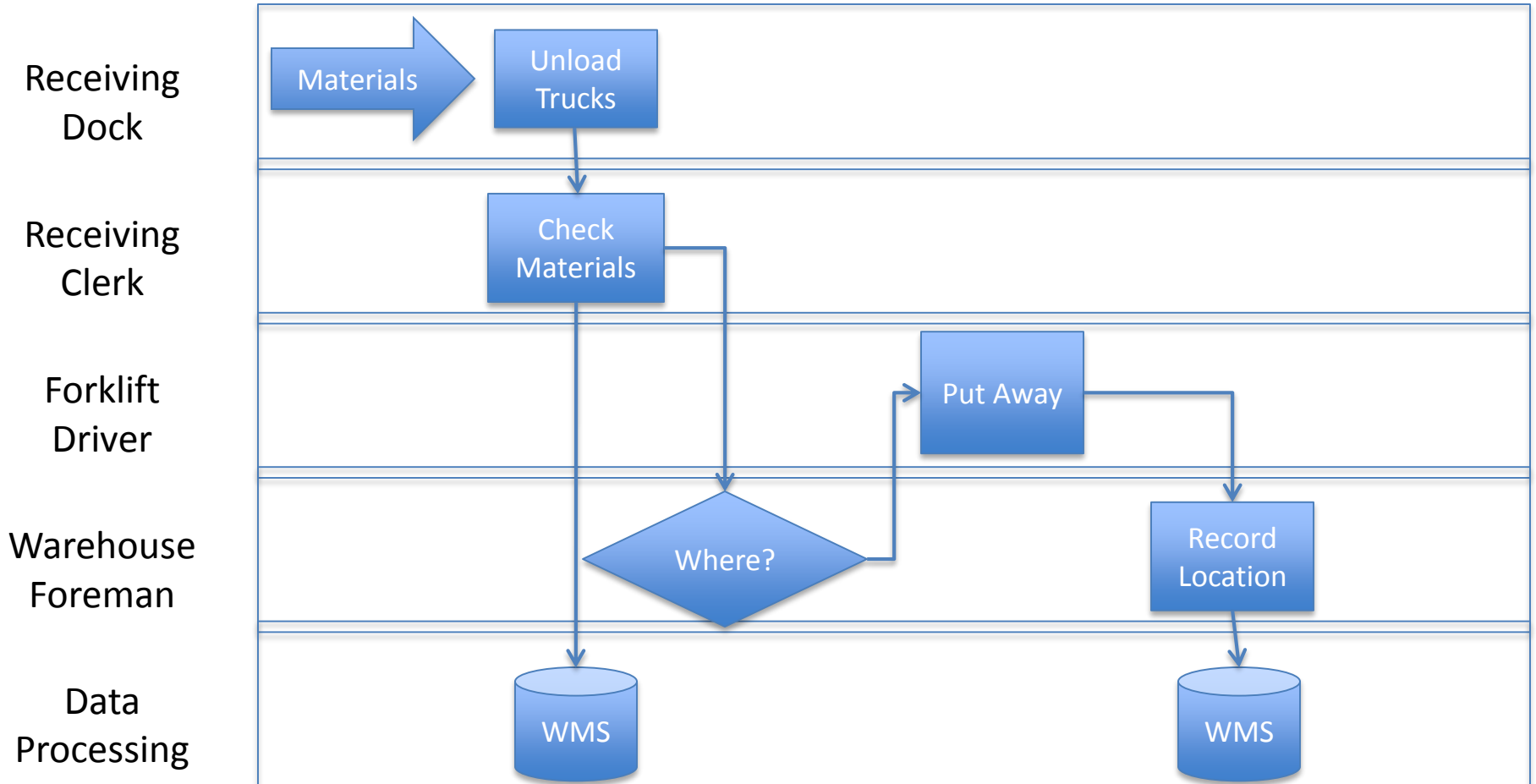
# Swim Lane Process Mapping



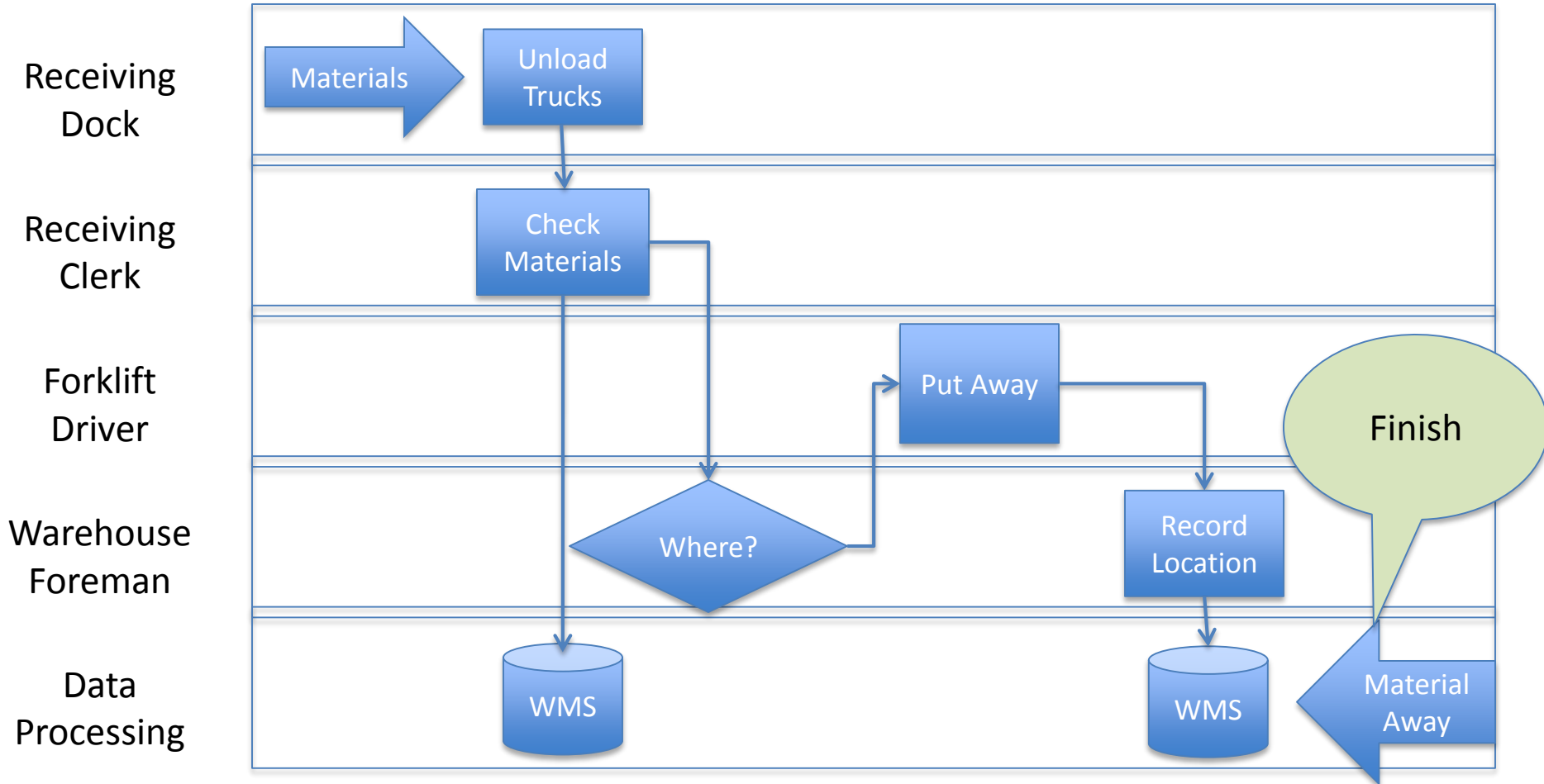
# Swim Lane Process Mapping



# Swim Lane Process Mapping



# Swim Lane Process Mapping



# Exercise: Work as a team to draw the sales process described in the sales order case

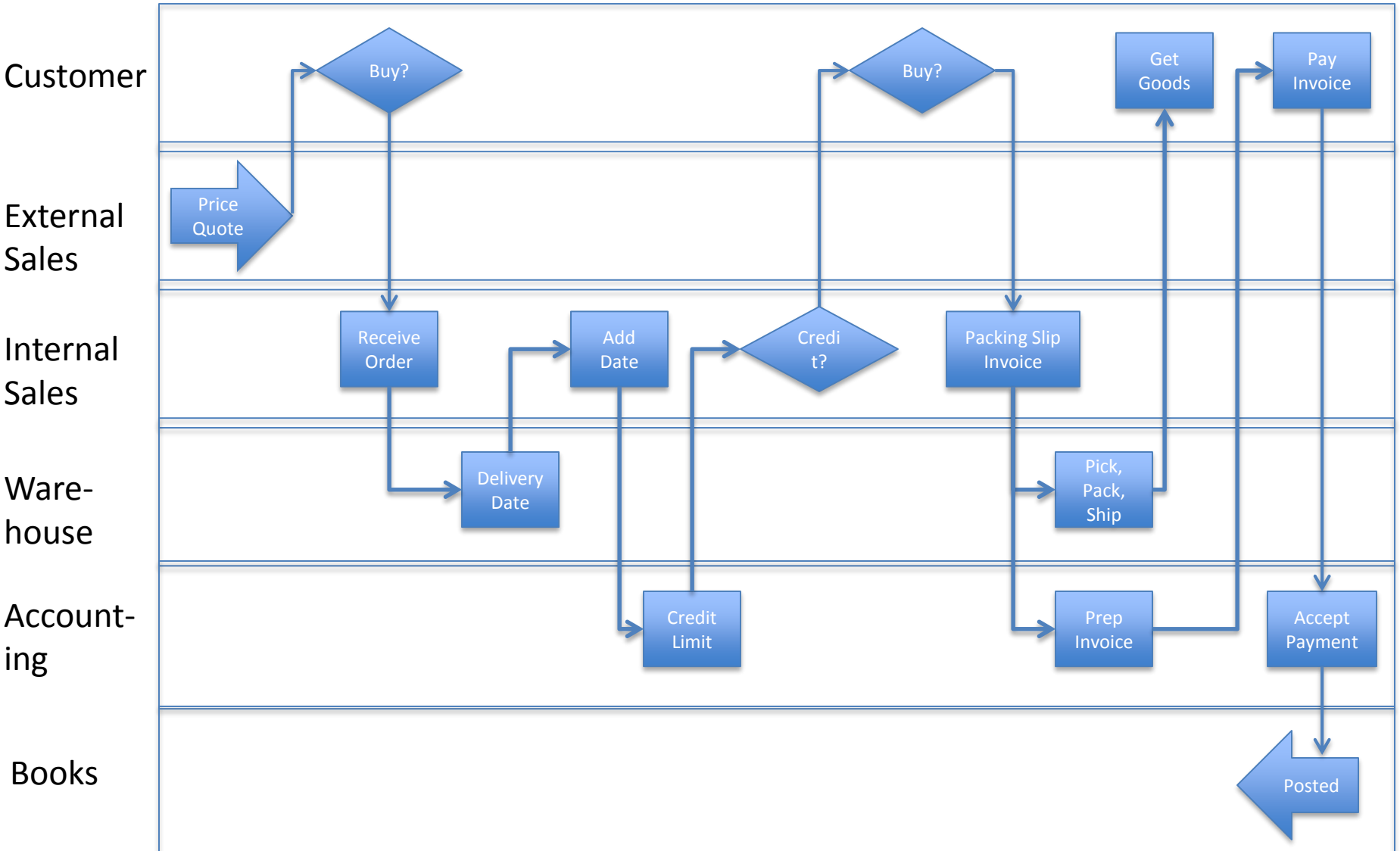
- Actors – Who are all of the people/departments involved?
- Actions – What are the steps they perform in the process?
- Sequence – Map the process in sequence using the swim lane method.

Case  
Review:

1. How did it go?
2. What confused you?
3. What does your diagram look like?



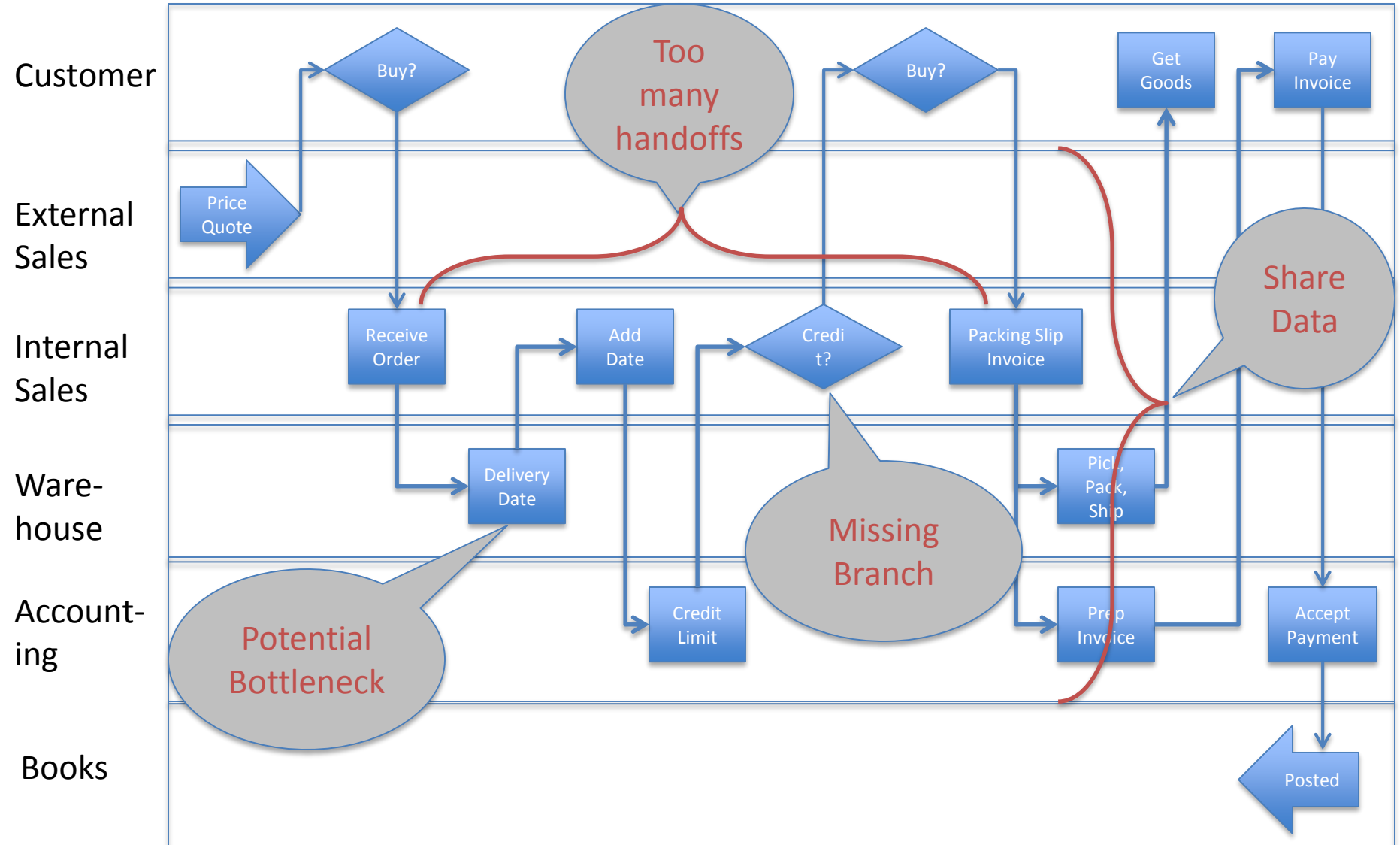
# Sales Order Swim Lane



# Case Review:

1. How did it go?
2. What confused you?
3. What does your diagram look like?
4. What follow-up questions do you have?
5. What problems or opportunities should you be looking for?

# Sales Order Swim Lane



# Swim Lane Evaluation

1. How well does the work product highlight the client's problem?
2. How completely does it cover the client's situation?
3. Does it accurately reflect what the client is doing?
4. Is it an appropriate tool for the client's situation?

# Extra Credit 1: Due Thurs 10/6

Using the case as a starting point, create a prototype in Justinmind of an online sales order form. Include check-out in the process. Make sure to include all of the DATA needed to complete the transaction.

A sample will be emailed to you.