

**SUBJECT NAME: BUSINESS
ANALYSIS IIB
SUBJECT CODE: BANP202**

Mr PT Simelane

E-mail:

PhumlaniS1@dut.ac.za

GROUND RULES:

1. PLEASE ALL CELLPHONES OFF OR PUT THEM ON SILENT DURING LECTURES
2. DON'T BE LATE FOR CLASS
4. DON'T MAKE NOISE IN CLASS
6. TAKE NOTES AND ASK QUESTIONS

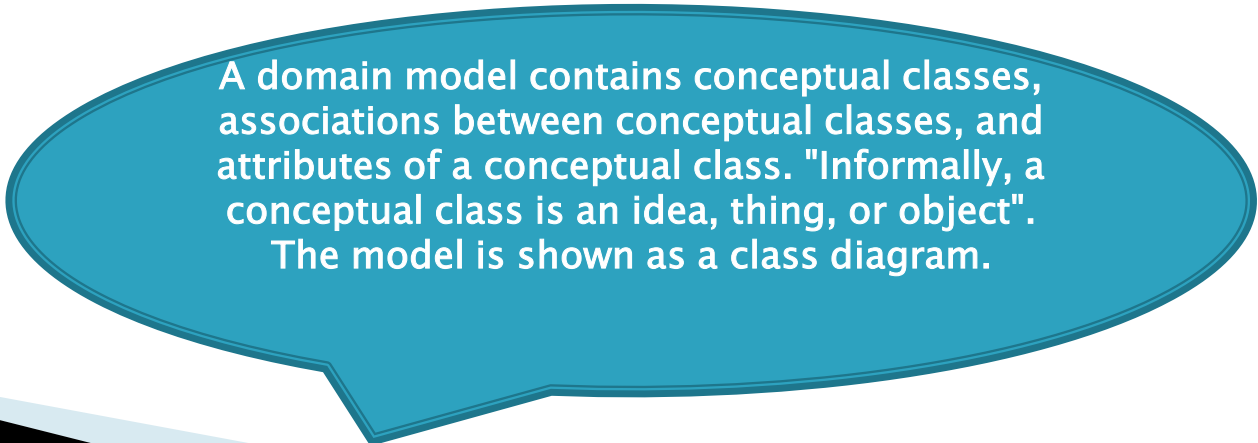
ABOUT BANP202

Aim/Purpose:

- To provide students with Business Analysis tools and methodologies to solve business related problems

Domain Modeling

- ▶ “Things” in the Problem Domain
 - Data entities
 - Domain classes
- ▶ The Domain Model Class Diagram
- ▶ The Entity–Relationship Diagram



A domain model contains conceptual classes, associations between conceptual classes, and attributes of a conceptual class. "Informally, a conceptual class is an idea, thing, or object". The model is shown as a class diagram.

Learning Objectives

- ▶ Explain how the concept of “things” in the problem domain also define requirements
- ▶ Identify and analyze data entities and domain classes needed in the system
- ▶ Read, interpret, and create an entity–relationship diagram
- ▶ Read, interpret, and create a domain model class diagram
- ▶ Understand the domain model class diagram for the RMO Consolidated Sales and Marketing System

Things in the Problem Domain

- ▶ Problem domain—the specific area (or domain) of the users' business need that is within the scope of the new system.
- ▶ “Things” are those items users work with when accomplishing tasks that need to be remembered
- ▶ Examples of “Things” are products, sales, shippers, customers, invoices, payments, etc.
- ▶ These “Things” are modeled as domain classes or data entities
- ▶ In this course, we will call them domain classes. In database class you call them data entities

Two Techniques for identifying things in the Problem Domain

▶ Brainstorming Technique

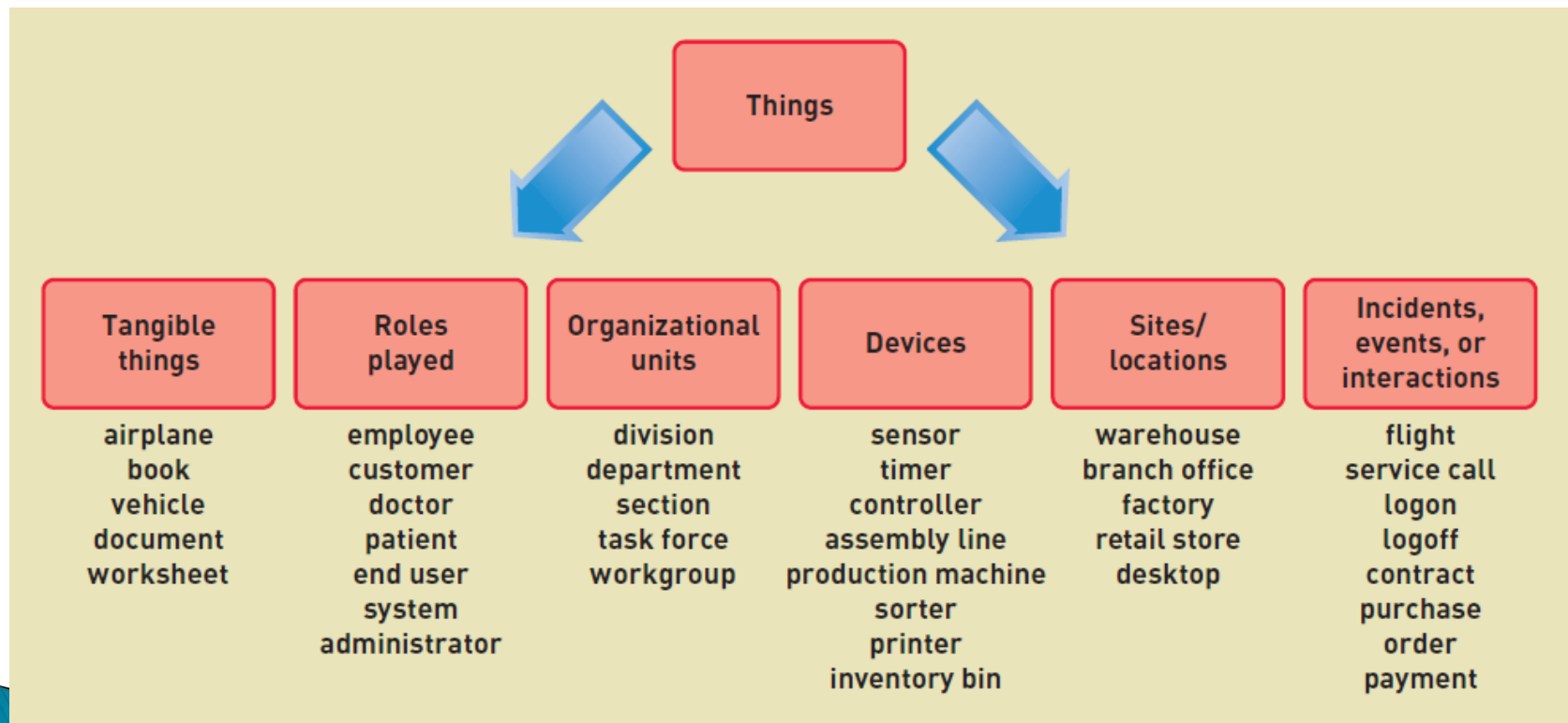
- Use a checklist of all of the usual types of things typically found and brainstorm to identify domain classes of each type

▶ Noun Technique

- Identify all of the nouns that come up when the system is described and determine if each is a domain class, an attribute, or not something we need to remember

Brainstorming Technique

- ▶ Are there any tangible things? Are there any organizational units? Sites/locations? Are there incidents or events that need to be recorded?



Brainstorming Technique:

Steps

1. Identify a user and a set of use cases
2. Brainstorm with the user to identify things involved when carrying out the use case—that is, things about which information should be captured by the system.
3. Use the types of things (categories) to systematically ask questions about potential things, such as the following: Are there any tangible things you store information about? Are there any locations involved? Are there roles played by people that you need to remember?
4. Continue to work with all types of users and stakeholders to expand the brainstorming list
5. Merge the results, eliminate any duplicates, and compile an initial list

The Noun Technique

- ▶ A technique to identify problem domain classes (things) by finding, classifying, and refining a list of nouns that come up in in discussions or documents
- ▶ Popular technique. Systematic.
- ▶ Does end up with long lists and many nouns that are not things that need to be stored by the system
- ▶ Difficulty identifying synonyms and things that are really attributes
- ▶ Good place to start when there are no users available to help brainstorm

Partial List of Nouns for RMO

With notes on
whether to include
as domain class

Identified noun	Notes on including noun as a thing to store
Accounting	We know who they are. No need to store it.
Back order	A special type of order? Or a value of order status? Research.
Back-order information	An output that can be produced from other information.
Bank	Only one of them. No need to store.
Catalog	Yes, need to recall them, for different seasons and years. Include.
Catalog activity reports	An output that can be produced from other information. Not stored.
Catalog details	Same as catalog? Or the same as product items in the catalog? Research.
Change request	An input resulting in remembering changes to an order.
Charge adjustment	An input resulting in a transaction.
Color	One piece of information about a product item.
Confirmation	An output produced from other information. Not stored.
Credit card information	Part of an order? Or part of customer information? Research.
Customer	Yes, a key thing with lots of details required. Include.
Customer account	Possibly required if an RMO payment plan is included. Research.
Fulfillment reports	An output produced from information about shipments. Not stored.
Inventory quantity	One piece of information about a product item. Research.
Management	We know who they are. No need to store.
Marketing	We know who they are. No need to store.
Merchandising	We know who they are. No need to store.

The Noun Technique: Steps

1. Using the use cases, actors, and other information about the system—including inputs and outputs—identify all nouns.
 - For the RMO CSMS, the nouns might include customer, product item, sale, confirmation, transaction, shipping, bank, change request, summary report, management, transaction report, accounting, back order, back order notification, return, return confirmation...
2. Using other information from existing systems, current procedures, and current reports or forms, add items or categories of information needed.
 - For the RMO CSMS, these might include price, size, color, style, season, inventory quantity, payment method, and shipping address.

The Noun Technique:

Steps (continued)

3. As this list of nouns builds, refine it. Ask these questions about each noun to help you decide whether you should include it:

- Is it a unique thing the system needs to know about?
- Is it inside the scope of the system I am working on?
- Does the system need to remember more than one of these items?

Ask these questions to decide to exclude it:

- Is it really a synonym for some other thing I have identified?
- Is it really just an output of the system produced from other information I have identified?
- Is it really just an input that results in recording some other information I have identified?

Ask these questions to research it:

- Is it likely to be a specific piece of information (attribute) about some other thing I have identified?
- Is it something I might need if assumptions change?

The Noun Technique:

Steps (continued)

4. Create a master list of all nouns identified and then note whether each one should be included, excluded, or researched further.
5. Review the list with users, stakeholders, and team members and then define the list of things in the problem domain.

Details about Domain Classes

- ▶ **Attribute**— describes one piece of information about each instance of the class
 - Customer has first name, last name, phone number
- ▶ **Identifier or key**
 - One attribute uniquely identifies an instance of the class. Required for data entities, optional for domain classes. Customer ID identifies a customer
- ▶ **Compound attribute**
 - Two or more attributes combined into one structure to simplify the model. (E.g., address rather than including number, street, city, state, zip separately). Sometimes an identifier or key is a compound attribute.

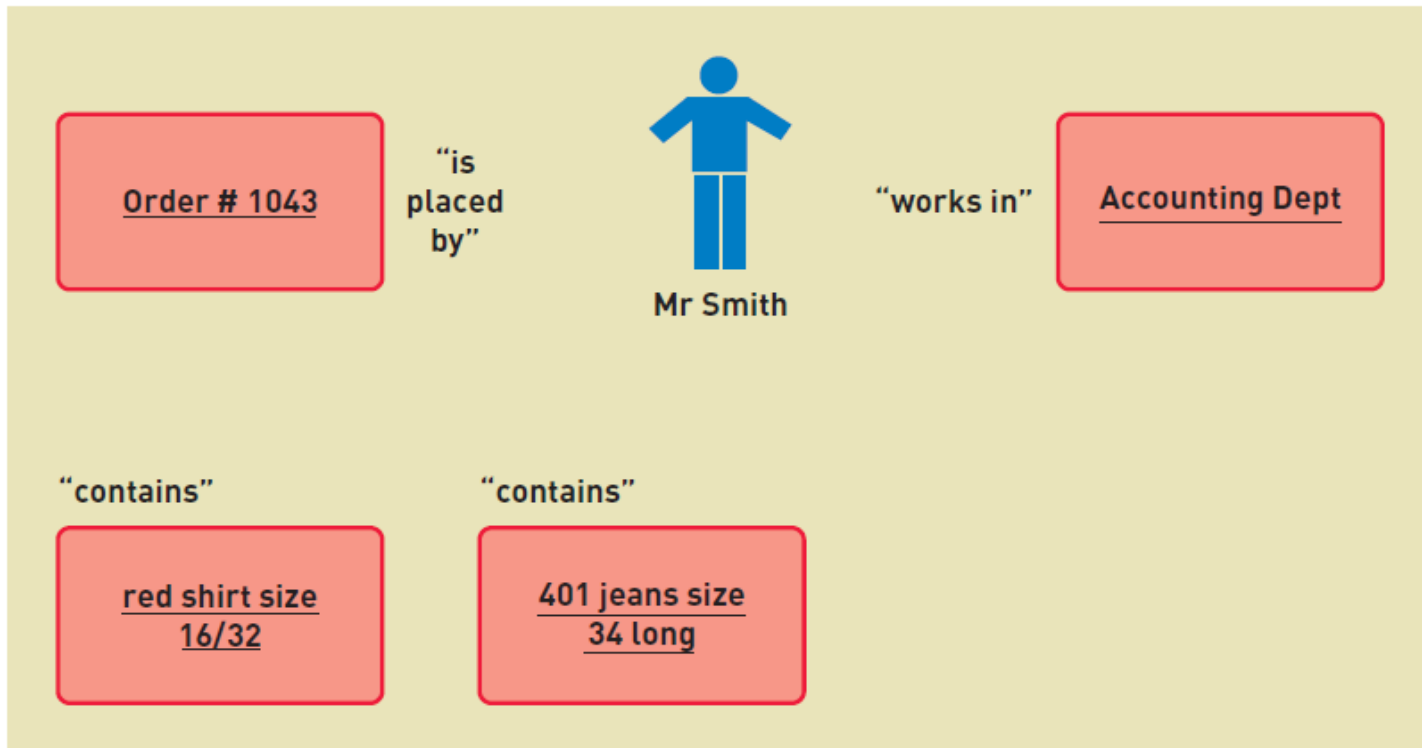
Attributes and Values

- **Class is a type of thing. Object is a specific instance of the class. Each instance has its own values for an attribute**

All customers have these attributes:	Each customer has a value for each attribute:		
Customer ID	101	102	103
First name	John	Mary	Bill
Last name	Smith	Jones	Casper
Home phone	555-9182	423-1298	874-1297
Work phone	555-3425	423-3419	874-8546

Associations Among Things

- ▶ Association— a naturally occurring relationship between classes (UML term)



Minimum and Maximum Multiplicity

- **Associations have minimum and maximum constraints**
 - minimum is zero, the association is optional
 - If minimum is at least one, the association is mandatory

Mr. Jones has placed no order yet,
but there might be many placed
over time.



multiplicity/cardinality
is zero or more—
optional relationship

A particular order is placed by Mr.
Smith. There can't be an order
without stating who the customer is.



multiplicity/cardinality
is one and only one—
mandatory relationship

An order contains at least one item,
but it could contain many items.



multiplicity/cardinality
is one or more—
mandatory relationship

Types of Associations

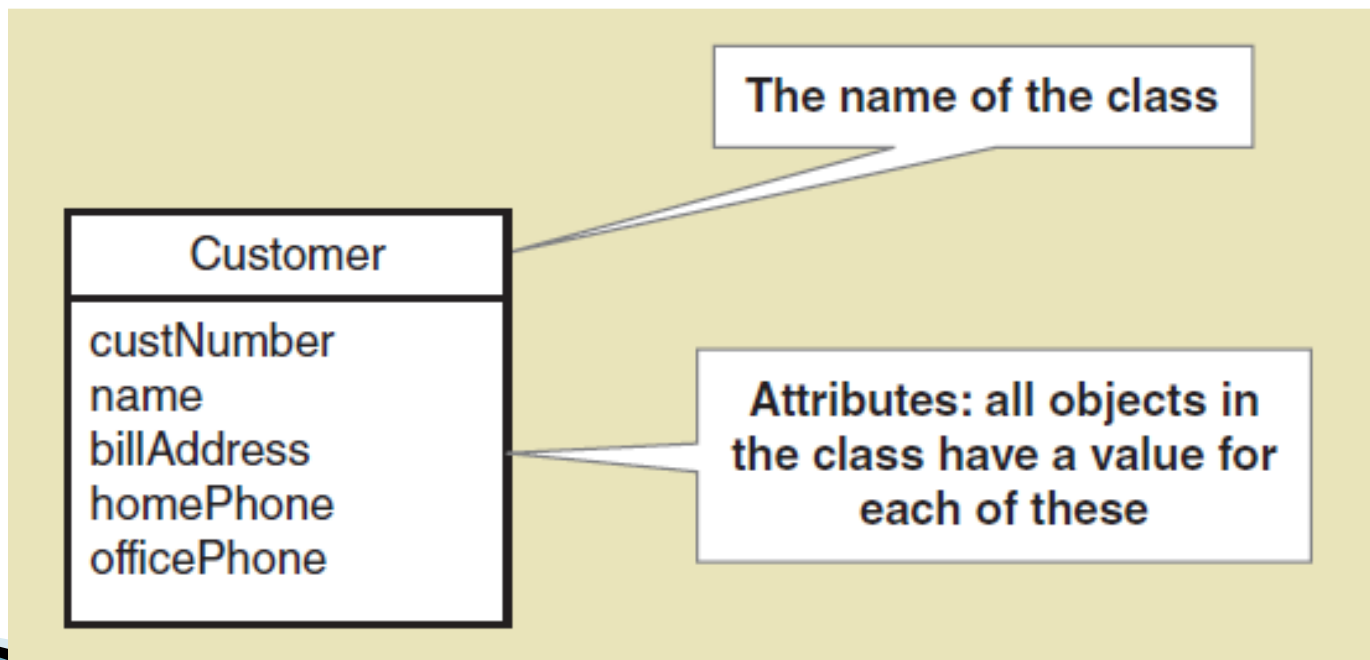
- **Binary Association**
 - Associations between exactly two different classes
 - Course Section includes Students
 - Members join Club
- **Unary Association (recursive)**
 - Associations between two instances of the same class
 - Person married to person
 - Part is made using parts
- **Ternary Association (three)**
- **N-ary Association (between n)**

The Domain Model Class Diagram

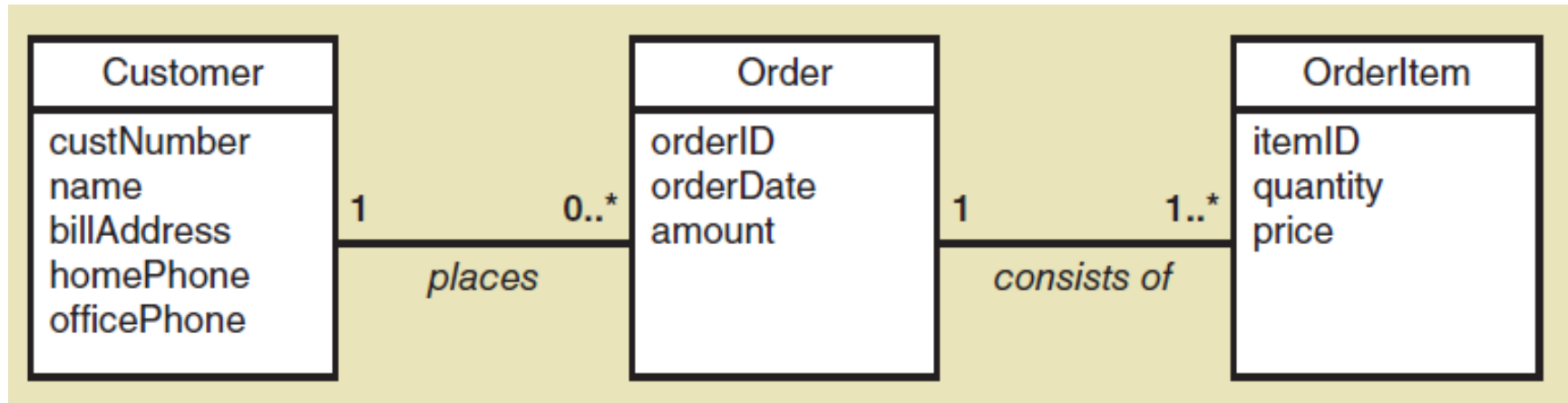
- **Class**
 - A category of classification used to describe a collection of objects
- **Domain Class**
 - Classes that describe objects in the problem domain
- **Class Diagram**
 - A UML diagram that shows classes with attributes and associations (plus methods if it models software classes)
- **Domain Model Class Diagram**
 - A class diagram that only includes classes from the problem domain, not software classes so no methods

Domain Class Notation

- Domain class has no methods
- Class name is always capitalized
- Attribute names are not capitalized and use camelback notation (words run together and second word is capitalized)

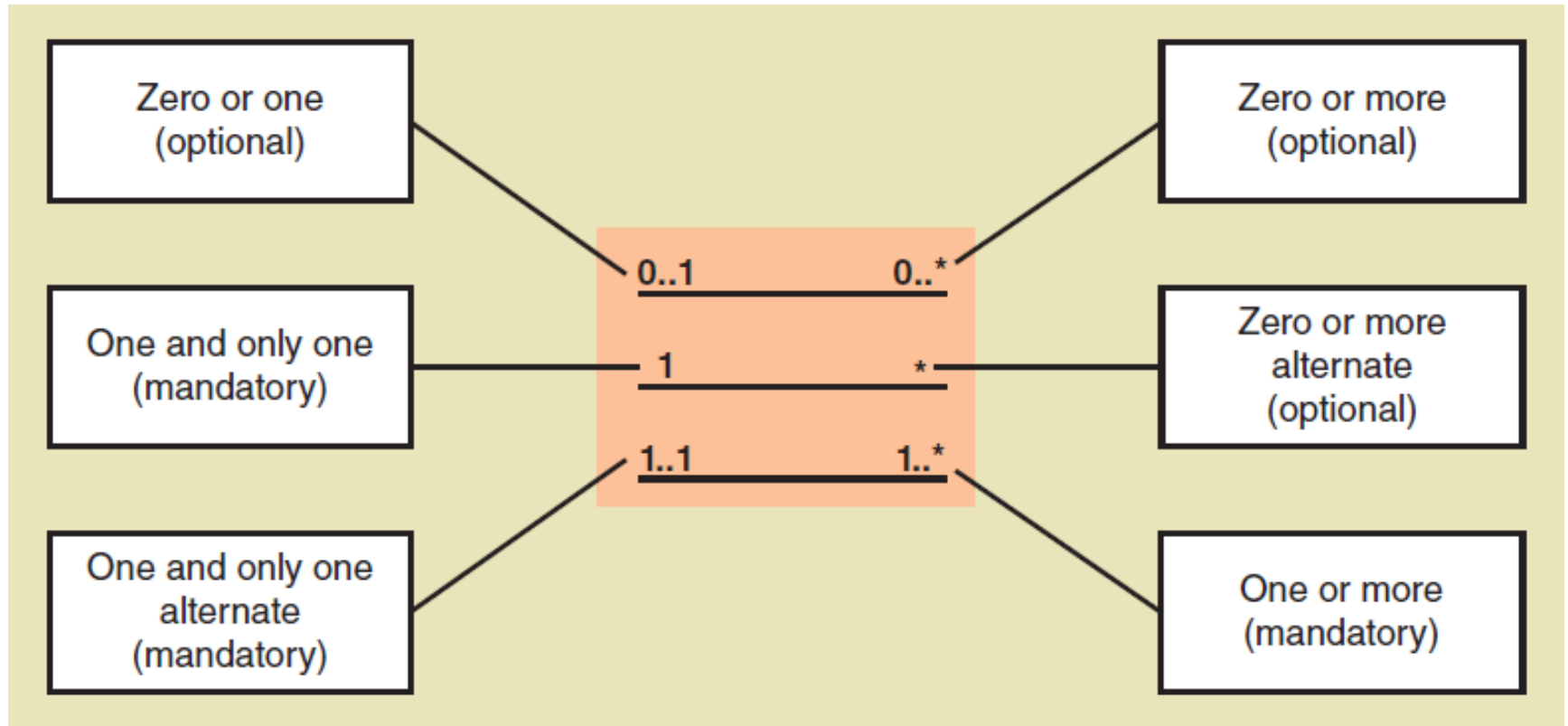


A Simple Domain Model Class Diagram

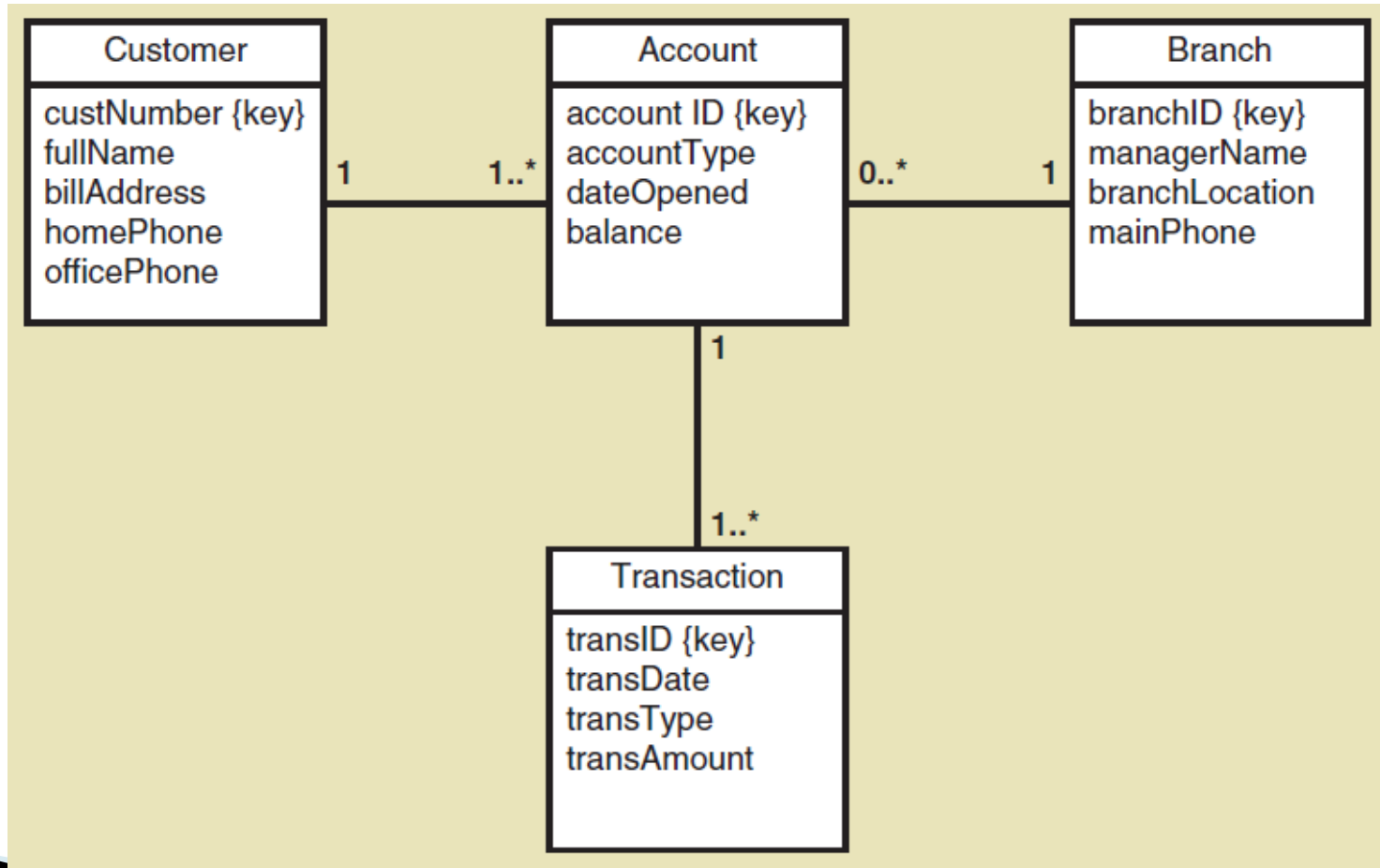


- **Note: This diagram matches the semantic net shown previously**
 - A customer places zero or more orders
 - An order is placed by exactly one customer
 - An order consists of one or more order items
 - An order item is part of exactly one order

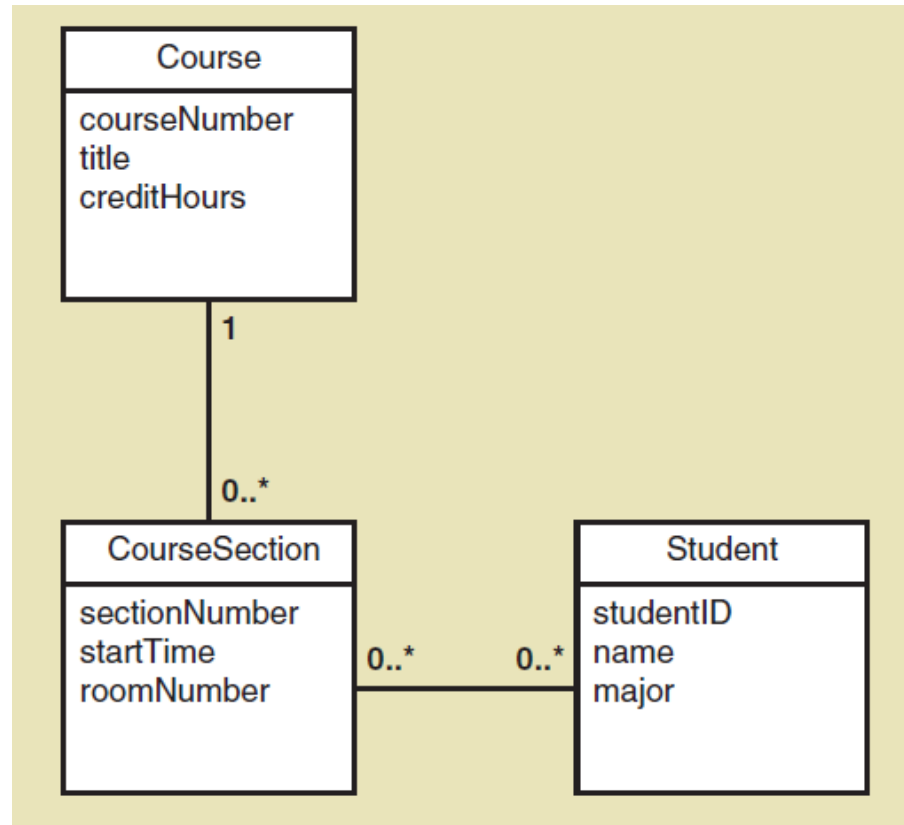
UML Notation for Multiplicity



Domain Model Class Diagram for a bank with many branches



Domain Model Class Diagram for course enrollment at a university

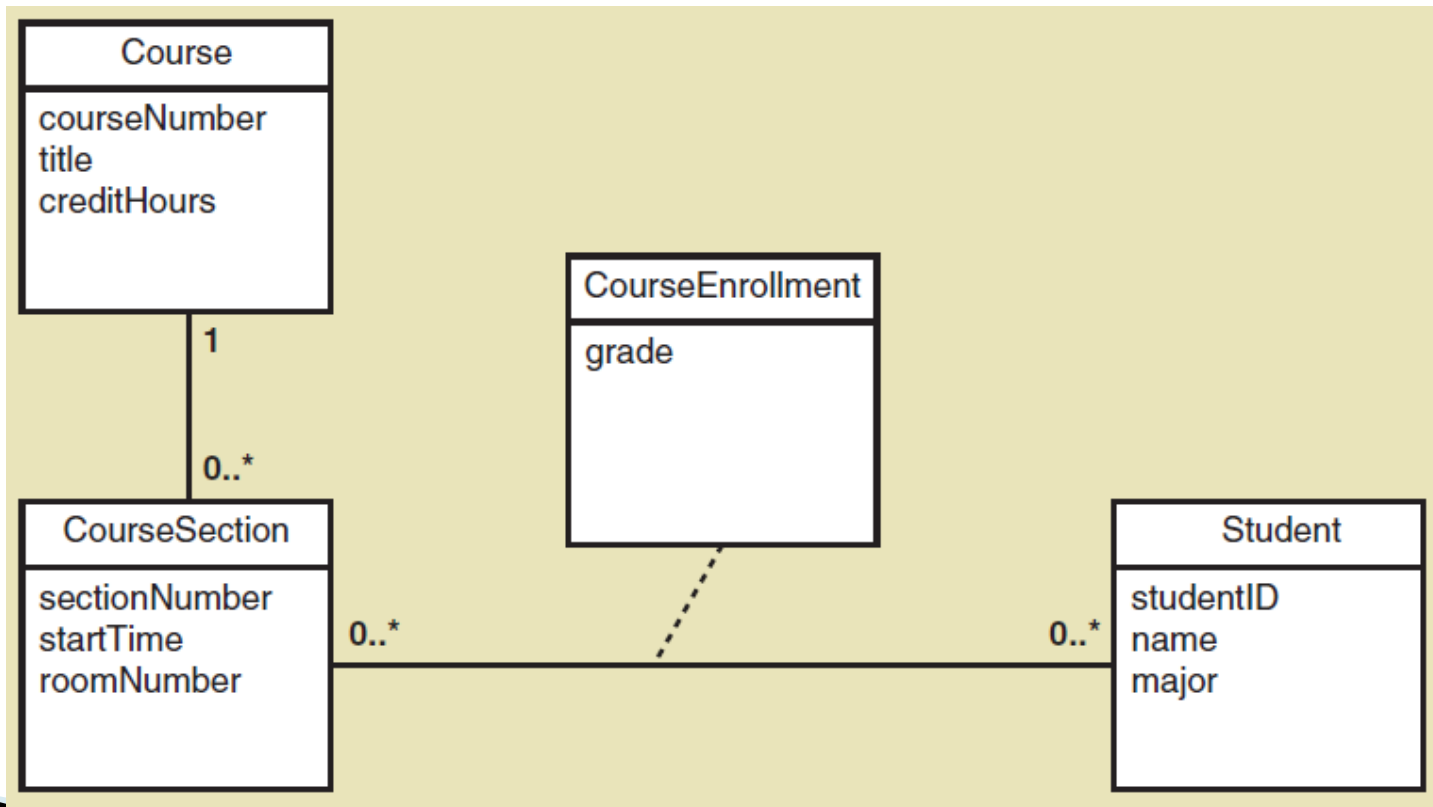


- **Where is each student's grade remembered in this model?**
 - **Each section has many grades and each grade is association with a student**
 - **Each student has many grades and each grade is association with a section**

Refined Course Enrollment Model

with an Association Class CourseEnrollment

- **Association class**— an association that is treated as a class in a many to many association because it has attributes that need to be remembered, such as grade



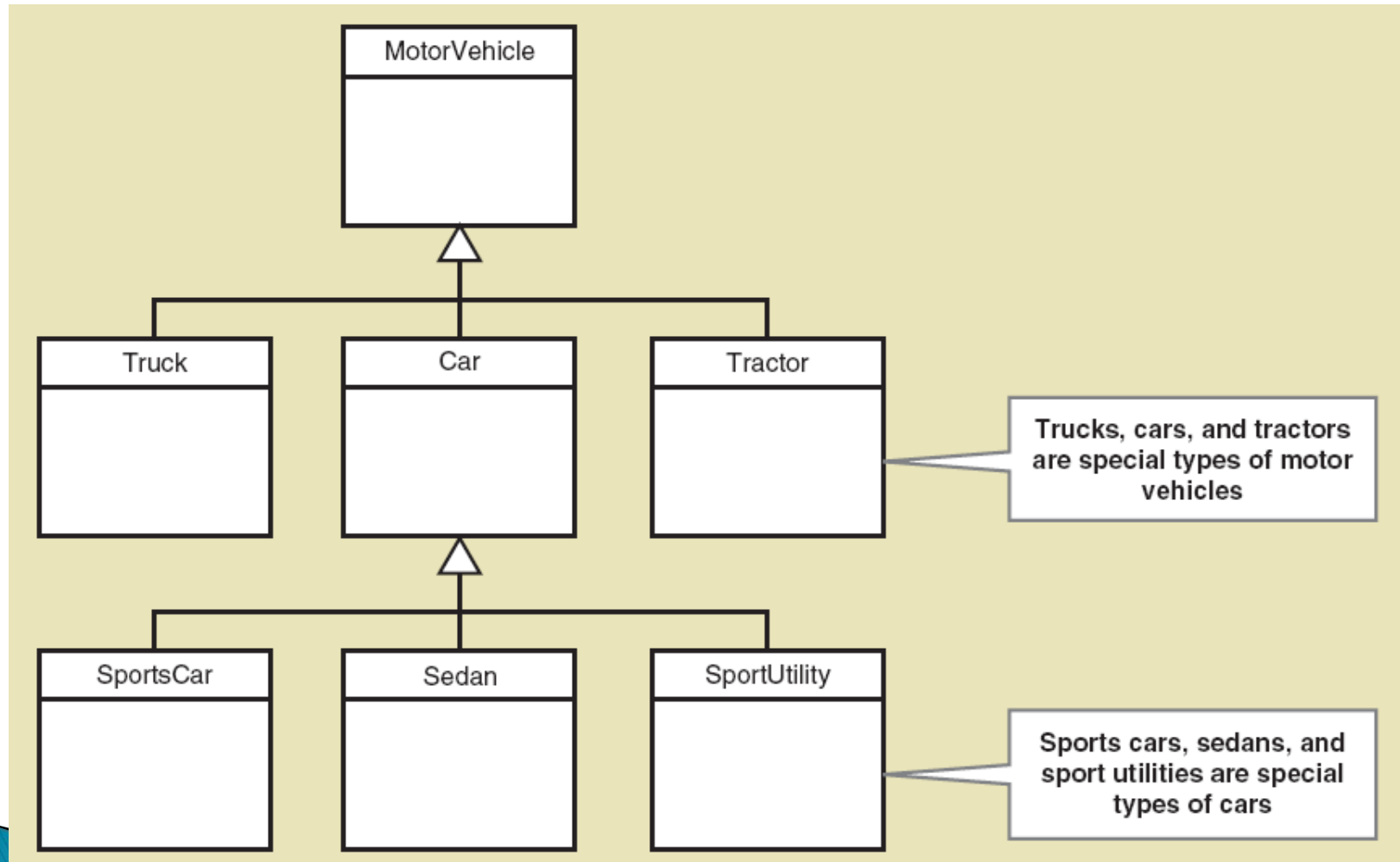
More Complex Issues about Classes:

Generalization/Specialization Relationships

- **Generalization/Specialization**
 - A hierarchical relationship where subordinate classes are special types of the superior classes. Often called an Inheritance Hierarchy
- **Superclass**
 - the superior or more general class in a generalization/specialization hierarchy
- **Subclass**
 - the subordinate or more specialized class in a generalization/specialization hierarchy
- **Inheritance**
 - the concept that subclasses classes inherit characteristics of the more general superclass

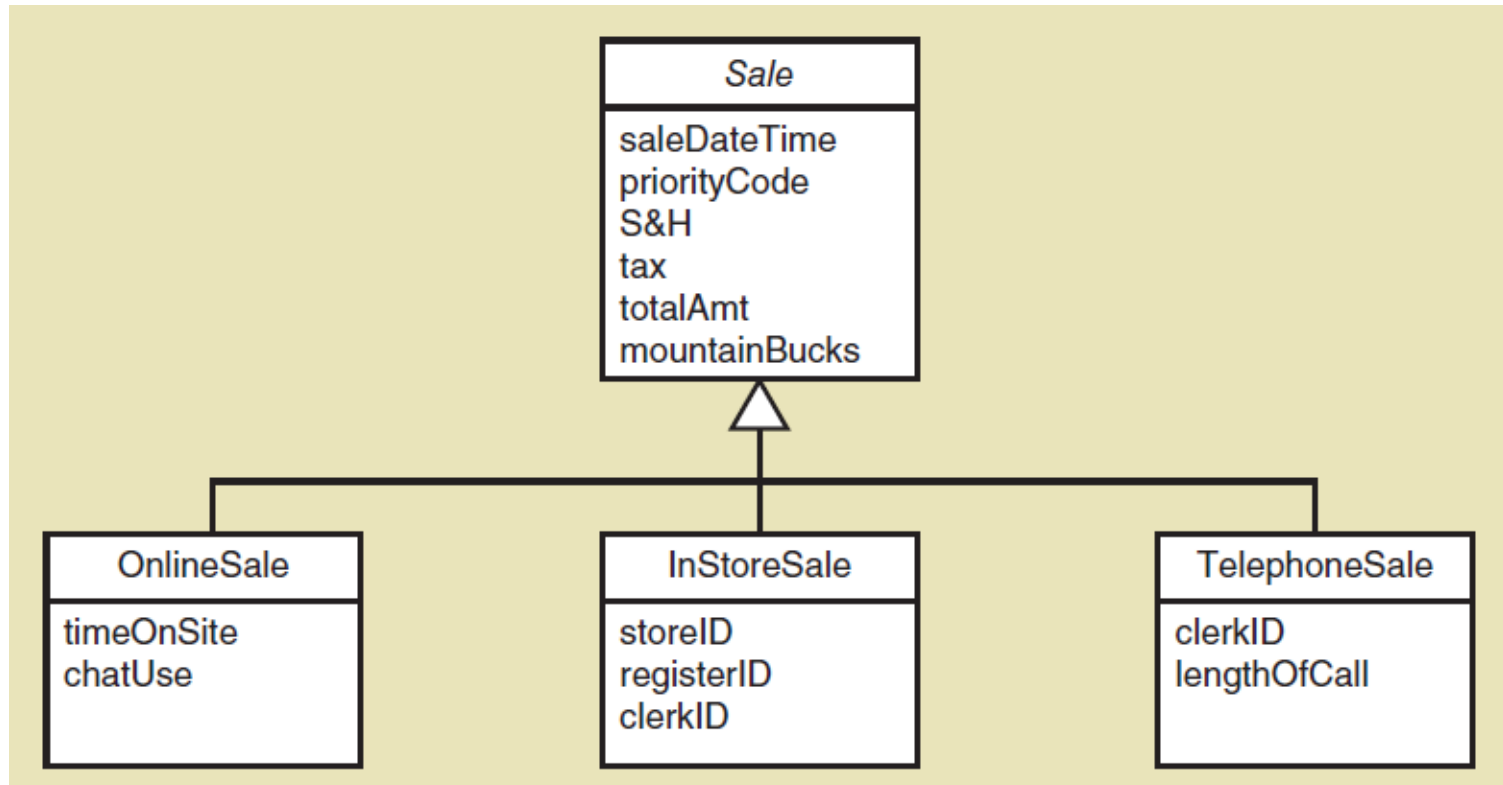
Generalization/Specialization

Inheritance



Generalization/Specialization

Inheritance for RMO Three Types of Sales

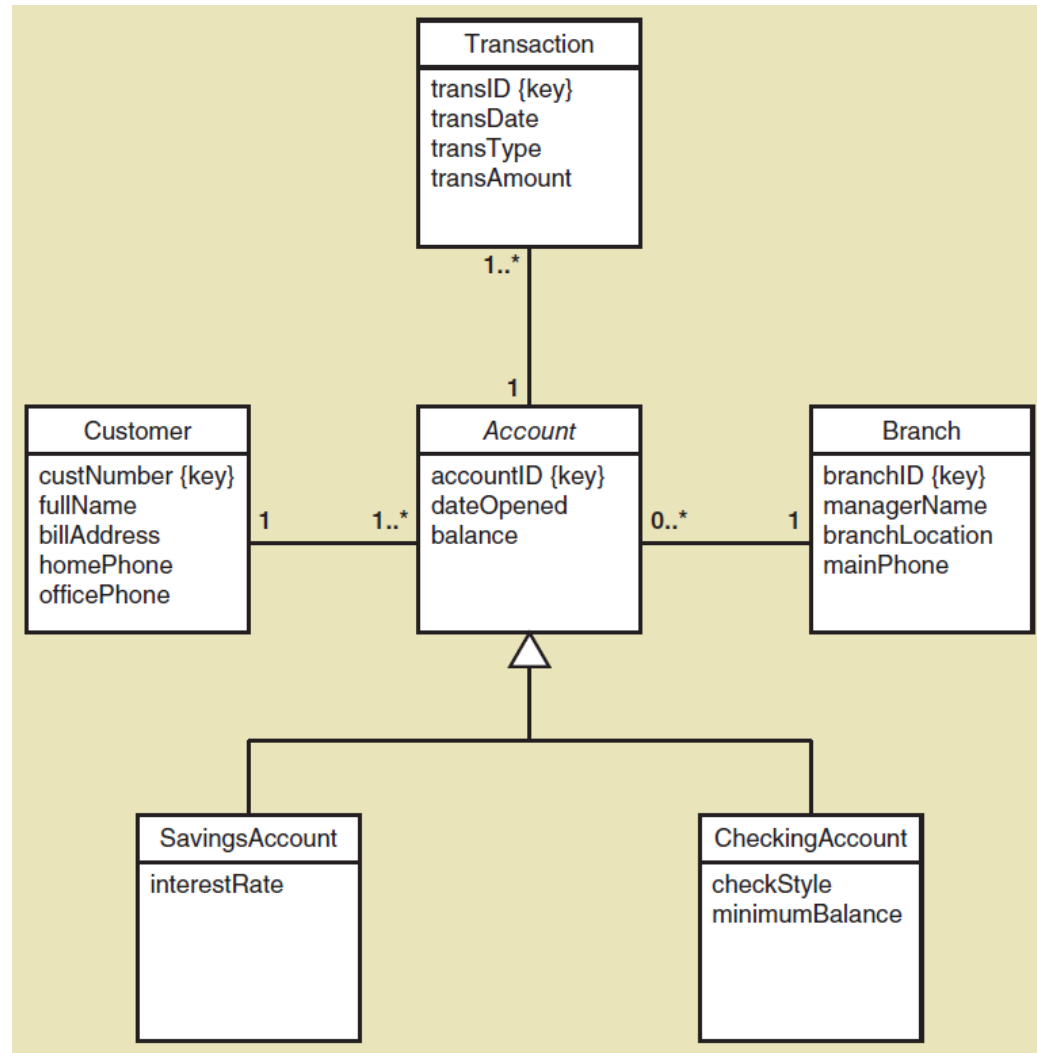


- **Abstract class**— a class that allow subclasses to inherit characteristics but never gets instantiated. In Italics (*Sale* above)
- **Concrete class**— a class that can have instances

Generalization/Specialization

Inheritance for the Bank with Special Types of Accounts

- A SavingsAccount has 4 attributes
- A CheckingAccount Has 5 attributes
- Note: the subclasses inherit the associations, too



More Complex Issues about Classes:

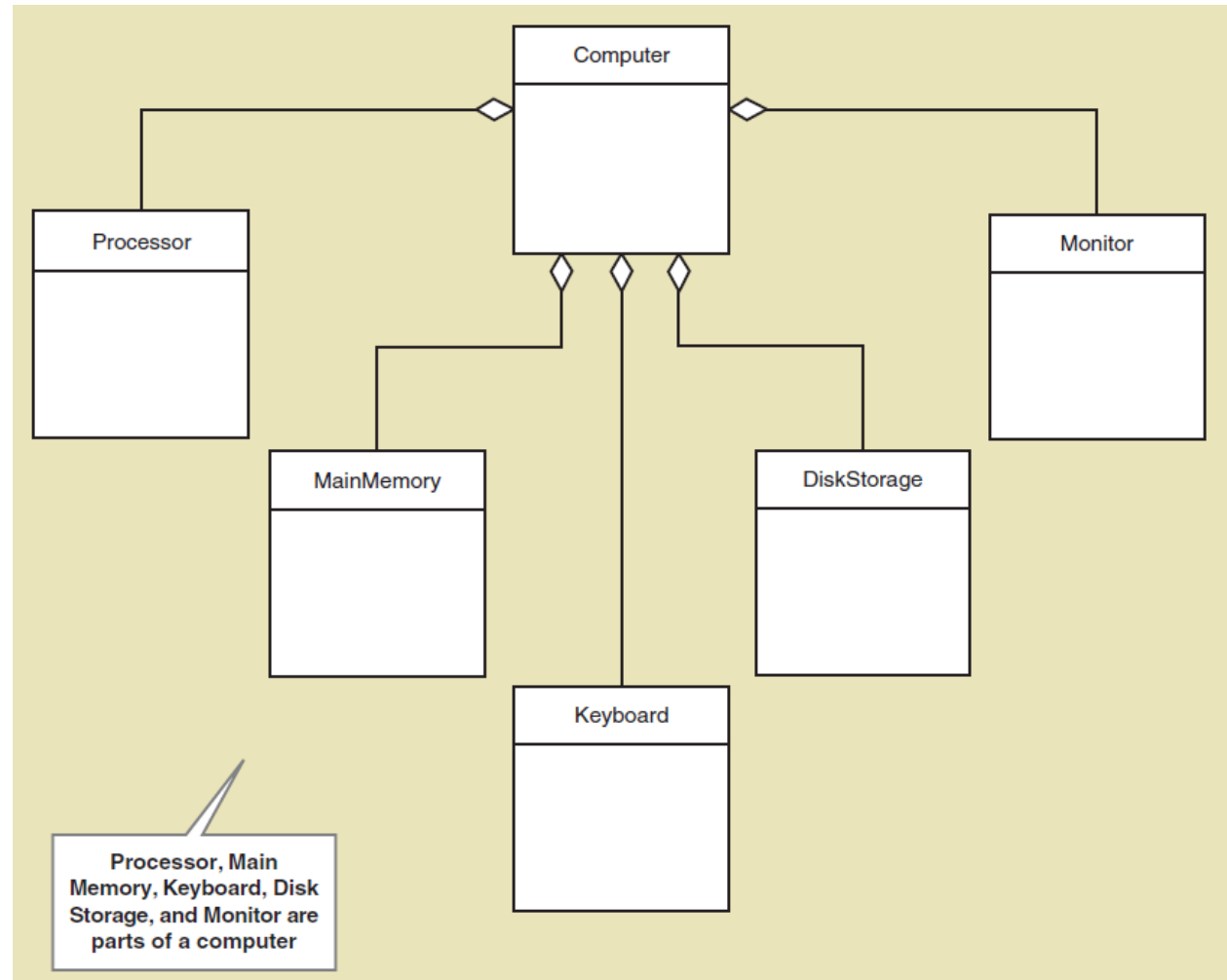
Whole Part Relationships

- **Whole-part relationship**— a relationship between classes where one class is part of or a component portion of another class
- **Aggregation**— a whole part relationship where the component part exists separately and can be removed and replaced (UML diamond symbol, next slide)
 - Computer has disk storage devices
 - Car has wheels
- **Composition**— a whole part relationship where the parts can no longer be removed (filled in diamond symbol)
 - Hand has fingers
 - Chip has circuits

Whole Part Relationships

Computer and its Parts

- **Note: this is composition, with diamond symbol.**
- **Whole part can have multiplicity symbols, too (not shown)**



More on UML Relationships

- **There are actually three types of *relationships* in class diagrams**
 - **Association Relationships**
 - These are associations discussed previously, just like ERD relationships
 - **Whole Part Relationships**
 - One class is a component or part of another class
 - **Generalizations/Specialization Relationships**
 - Inheritance
- **So, try not to confuse relationship with association**

RMO CSMS Project

Domain Model Class Diagrams

- **There are several ways to create the domain model class diagram for a project**
- **RMO CSMS has 27 domain classes overall**
- **Can create one domain model class diagram per subsystem for those working on a subsystem**
- **Can create one overall domain model class diagram to provide an overview of the whole system**
- **Usually in early iterations, an initial draft of the domain model class diagram is completed to guide development and kept up to date**

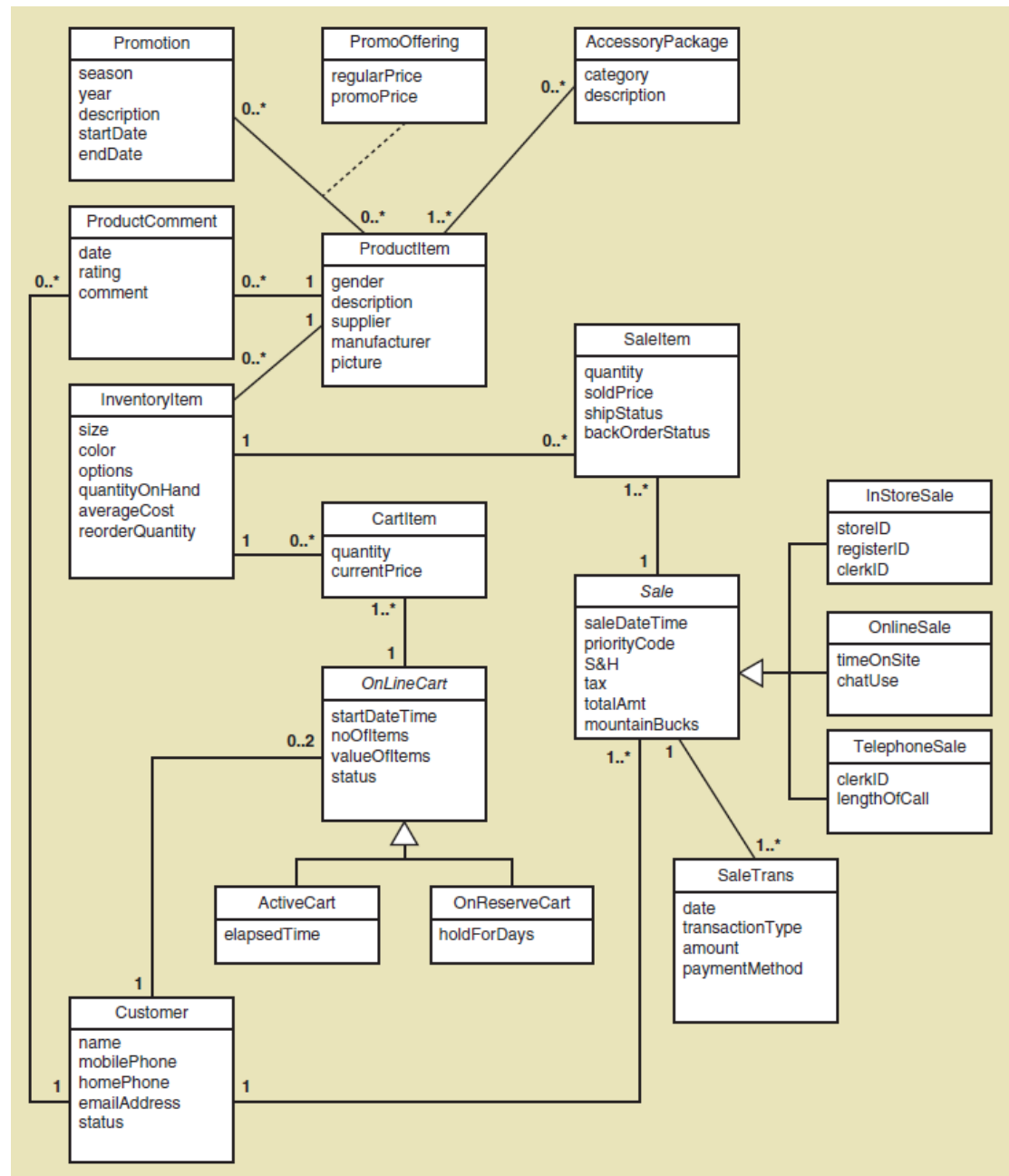
RMO CSMS Project

Domain Model Class Diagrams

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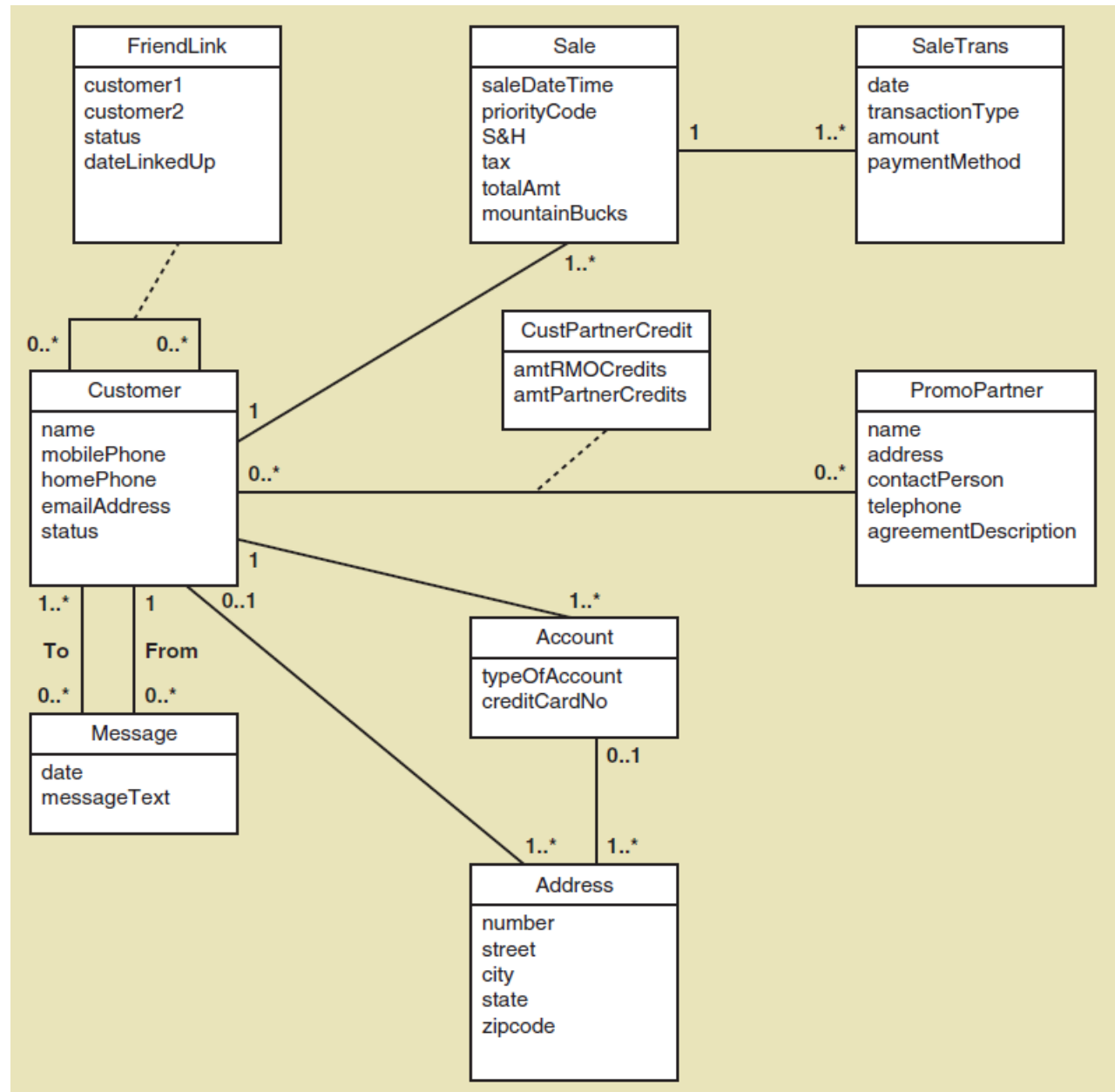
RMO CSMS Project

Sales Subsystem Domain Model Class Diagrams



RMO CSMS Project

Customer Account Subsystem Domain Model Class Diagram



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RMO CSMS Project

Domain Model Class Diagrams

- **Given the complete RMO CSMS Domain Model Class Diagram and Sales and Customer Account subsystem examples:**
 - Try completing the Order Fulfilment Subsystem Domain Model Class Diagram
 - Try Completing the Marketing Subsystem Domain Model Class Diagram
 - Try Completing the Reporting Subsystem Domain Model Class Diagram
- **Review the use cases from Chapter 3 and decide what classes and associations from the complete model are required for each subsystem**
 - Classes and associations might be duplicated in more than one subsystem model

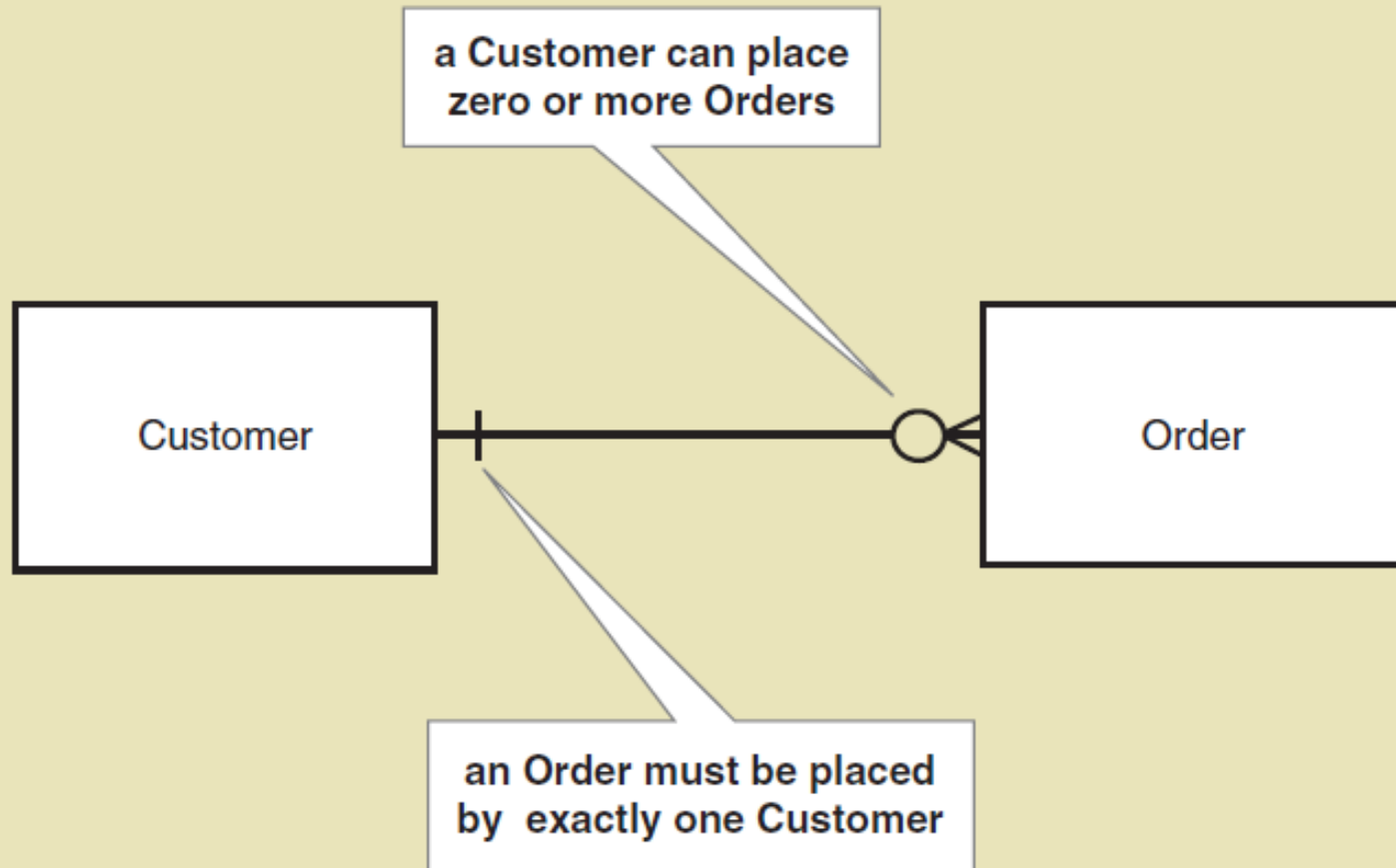
Entity–Relationship Diagrams

ERD

- **An ERD shows basically the same information as a domain model class diagram**
- **It is not a UML diagram, but it is widely used by data analysts in database management**
- **There really is no standard notation, but most developers use the entity and crows feet notation shown in this text**
- **An ERD is not good for showing generalization/specialization relationships and whole part relationships**

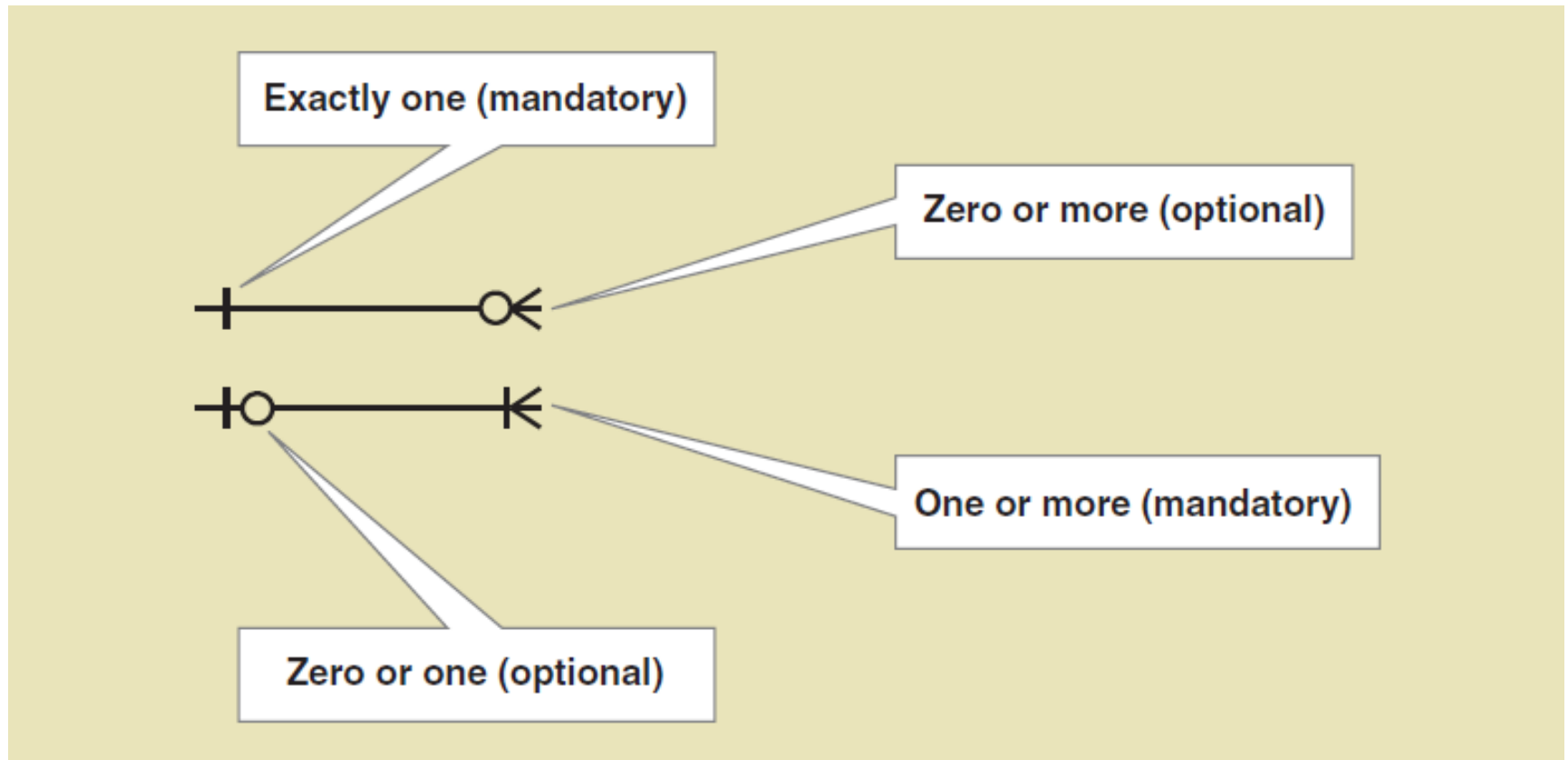
Example of ERD Notation

- A simple ERD without showing attributes

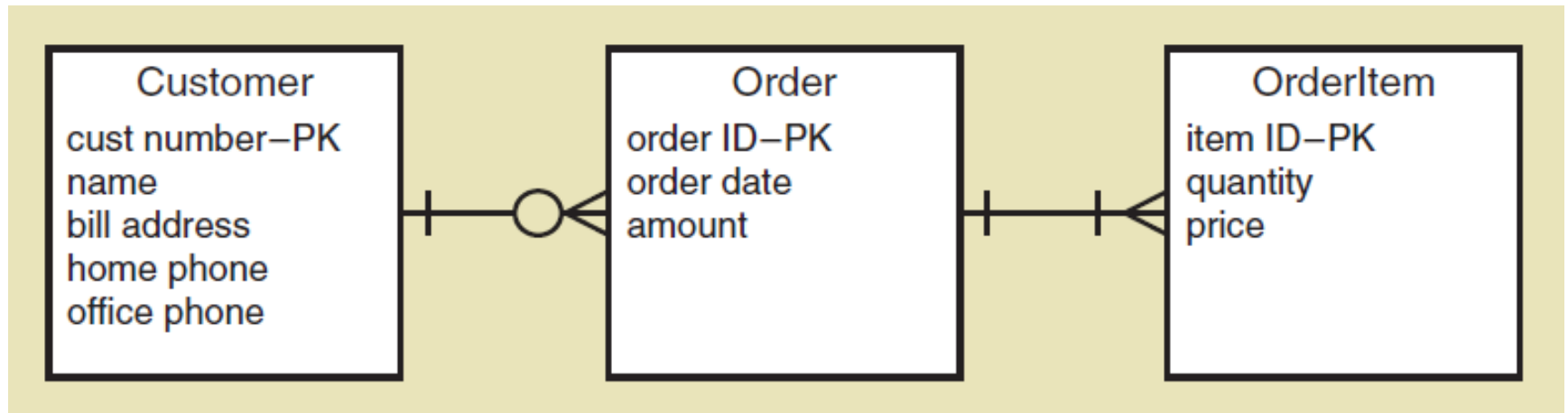


ERD Cardinality Symbols

often called the crows feet notation

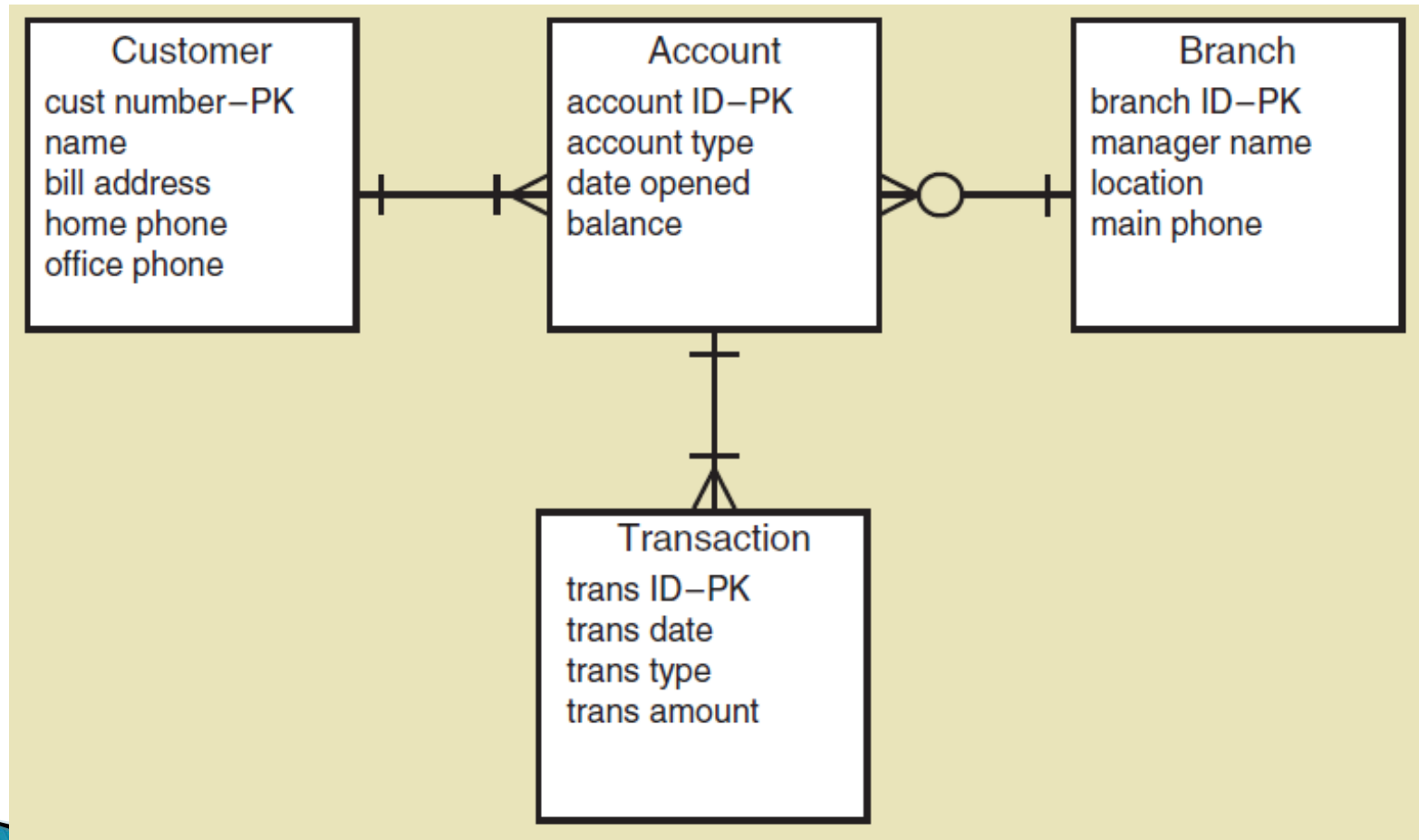


Expanded ERD with Attributes



- **Note:** This diagram matches the semantic net shown previously
- **Also matches a domain model class diagram shown previously**

An ERD for a Bank





Thank you...!

