First Business Analysis Assignment

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Case Study:

You are a business analyst tasked with gathering requirements to enhance an existing gaming website. The primary objective is to enable gamers to communicate in real time while gaming in pairs.

Kindly mention just two tools and techniques you would use to elicit the requirements for this feature?

Explain why you consider these two tools and techniques most effective in this context.

Solution

Business Analysis Techniques are methods or approaches used by business analysts to analyze, understand, and solve business problems. Techniques are applied manually or supported by tools.

Business Analysis Tools are platforms used to facilitate business analysis tasks. They help in collecting, organizing, analyzing, and presenting data or information effectively. Tools provide functionalities to implement techniques or processes. Tools focus on how to perform tasks efficiently while Techniques focus on what approach or method to use for problem-solving.

In gathering requirements for enabling real-time communication between gamers in pairs on an existing gaming website, I would use the following two tools and techniques:

Business Analysis Techniques

1. **Interviews**: This process involves conducting one-on-one or group discussions with stakeholders to gather information about their needs, expectations, and concerns.

   Why it is effective: Conducting interviews with current users (gamers) helps gather qualitative insights directly from the target audience. This will allow me to understand their specific needs, preferences, and difficulties related to communication during gameplay. Gamers individual preferences differ from person to person regarding the type of communication they want (text, voice, or video) or any other feature, such as muting options or custom voice chat settings. Interviews with stakeholders provide direct feedback, making it easier to prioritize features that will enhance the user experience.

2. **Prototyping**: This technique involves developing a simplified version of the system or product to gather feedback from stakeholders and validate requirements.

Why it is effective: Prototyping allows the team to create an early version of the communication feature, which can be shared with a small group of users for feedback. This process helps ensure that the feature meets the actual needs of users by testing real-time communication in the context of the game. It also provides a visual representation of how the feature will function, allowing stakeholders to better understand and refine the requirements before development begins. Through this hands-on approach, we can adjust the design and functionality based on user reactions.

Business Analysis Tools

I decided to go with **SWOT** (Strengths, Weaknesses, Opportunities, Threats) analysis.

1. **SWOT** analysis can be effectively applied to assess the development of a real-time communication feature for gamers. Here's how it relates to the project of enhancing the gaming website:

1. Strengths:

Enhancing User Experience: The introduction of real-time communication (text, voice, or video) will improve user engagement and satisfaction. Gamers enjoy interacting with others, and a seamless communication system can make the gaming experience more immersive and enjoyable.

Competitive Advantage: Many gaming websites already offer basic forms of communication, but offering a more intuitive, responsive, and customized system could differentiate the platform from competitors.

Community Building: The feature can foster a stronger sense of community and collaboration among users, helping build loyalty to the platform.

2. Weaknesses:

Implementation Complexity: Developing a real-time communication feature may be technically challenging, requiring robust infrastructure to support low-latency, high-quality communication. This could increase development costs and timeline.

Moderation Challenges: Managing real-time conversations, especially in a multiplayer setting, can be difficult. There may be issues with inappropriate behavior or toxic communication, requiring the need for moderation tools.

Potential Overload: Users who prefer minimal distraction may feel overwhelmed by constant notifications or interruptions from the communication system.

3. Opportunities:

Market Expansion: Real-time communication could attract new players who prefer this feature, potentially expanding the user base and boosting website traffic. It also opens opportunities for collaborating with content creators (e.g., streamers) who rely on communication during gameplay.

Integration with Other Features: The communication tool can be integrated with other features, such as game voice commands, player matchmaking, or even live-streaming, creating an enhanced, interconnected gaming experience.

Monetization: If the platform offers premium or customizable communication features (e.g., advanced voice modulation, special emotes, etc.), this can lead to new revenue streams through subscriptions or microtransactions.

4. Threats:

Technical Failures: If the communication tool experiences bugs or delays, it could disrupt gameplay, negatively affecting user satisfaction and retention.

Privacy and Security Concerns: Real-time communication systems may introduce risks regarding user

data privacy or malicious actors who misuse the platform. Ensuring proper encryption and user safety measures will be crucial.

Market Competition: Other platforms, such as Discord or Steam, may already provide superior communication systems, making it challenging for the website to compete in terms of both quality and adoption.

By conducting a SWOT analysis, we can identify key factors that will influence the success of the real-time communication feature, allowing us to plan accordingly, leverage strengths, address weaknesses, seize opportunities, and mitigate potential threats. This analysis will guide both the design and the marketing strategy for the feature.

2. PESTLE analysis (Political, Economic, Social, Technological, Legal, Environmental) can also be applied to assess the external factors that may impact the development and implementation of the real-time communication feature for gamers. Here's how each of these factors could influence the project:

1. Political:

- **Government Regulations on Communication**: Depending on the region, there could be political pressures or regulations regarding online communication, especially if the platform allows for voice or video chats. For example, certain countries have strict

regulations on digital content, internet safety, or hate speech in online communication.

- **Data Protection Laws**: Governments may impose policies on data privacy, requiring the platform to comply with laws like GDPR (General Data Protection Regulation in Europe) to protect user data during communication.

2. Economic:

- **Cost of Implementation**: The development of a real-time communication system requires investment in technology, infrastructure, and staffing. Economic conditions, such as a downturn or budget constraints, could influence the ability to develop or maintain the feature.
- **Monetization**: In times of economic downturn, gamers may be less willing to spend on premium features. The platform may need to consider offering free-to-use communication tools with optional paid upgrades to maintain profitability and cater to users across different economic backgrounds.

3. Social:

- **Changing Gamer Expectations**: Social trends in gaming suggest that real-time communication is increasingly becoming a standard feature for most gamers, especially in multiplayer and

competitive gaming. Offering robust communication tools aligns with the evolving expectations of the gaming community.

- **Community Building**: The social aspect of gaming is critical, and enabling real-time communication will allow players to connect, form friendships, and build communities. Social norms and preferences may also dictate the design of communication tools (e.g., voice chat may be preferred in certain games, while text chat may be better in others).
- **Diversity and Inclusion**: The platform must ensure that communication features are inclusive and accessible for all players, including those with disabilities or non-native speakers. Offering language support, text-to-speech, and voice-to-text features could be beneficial.

4. Technological:

- **Infrastructure and Connectivity**: The development of a real-time communication feature requires robust technology infrastructure to ensure low-latency, high-quality communication. Advancements in technology, such as improved server networks, real-time streaming technologies, and faster internet connections, will positively impact the quality of the feature.
- **Integration with Existing Technologies**: The feature will need to integrate smoothly with the game's existing engine and the overall gaming ecosystem (e.g., compatibility with different gaming consoles, operating systems, and web browsers). Technological advancements in AI (e.g., for automatic speech recognition) or VR could also play a role in enhancing communication tools.

5. Legal:

- **Content Moderation**: Legal concerns around user-generated content, especially in real-time communication (e.g., hate speech, harassment), will require the platform to implement appropriate monitoring, moderation, and reporting systems to comply with laws around online safety and content regulation.
- **Copyright and Intellectual Property**: The platform must ensure that communication features do not infringe on third-party intellectual property, especially if there are features that involve game content (e.g., sharing media, clips, or game assets).
- **Privacy and Data Protection**: The platform will need to ensure that all communication tools comply with privacy laws such as GDPR, ensuring that user conversations and personal data are securely stored and handled. This could also include user consent for data collection and usage.

6. Environmental:

- **Energy Usage**: While less directly related, the environmental impact of running servers for real-time communication features could be a concern. Increased server usage and data storage may have an environmental footprint, so the platform may need to consider sustainability in its infrastructure, possibly opting for energy-efficient solutions or carbon offsets.
- **Hardware Lifecycle**: Technological advancements in communication tools may push gamers to upgrade their devices (e.g., better microphones, webcams). The platform could promote environmentally friendly practices, such as recycling old equipment or offering eco-friendly options.

By conducting a PESTLE analysis, the business can better understand the external factors that might influence the development and success of the real-time communication feature. This helps in anticipating potential challenges and ensuring that the feature aligns with broader trends, regulations, and user needs.

All of these techniques and tools are effective because they provide direct insights into user needs and allow for early validation of design choices, ensuring that the final feature is tailored to the gaming community's preferences.