

SQA Work Experience

IT Business Analyst Task

Section 1

Personal Details

Please include your details so that we know who has completed the task.

What is your name?

Please include your first and last name

What school do you attend?

Please include the full name of your school

Section 2

Business Analysis Case Study Scenarios

In this section you will see a case study scenario. Answer the questions where you play the role of the Business Analyst.

Helter Skelter Theme Parks

Welcome to Helter Skelter Theme Parks!

Helter Skelter Theme Parks was founded in 1965 by Mr Fun-Fair. Since then, the company has grown significantly, and it now has 30 theme park locations across the UK.

The business currently employs over 1000 staff on full-time, part-time, and seasonal contracts. There is also a strong management team - many of whom have worked for the company for years.

The company also employ specialist mechanics who are responsible for servicing the theme park rides.

The land that the theme parks reside on is owned by the Fun-Fair family and the business has recently

acquired hotels near to several its theme parks so that it can offer all-inclusive theme park breaks.

The business is doing really well, and the Fun-Fair family are keen to explore other markets, particularly in Europe and America.

As this is the first time, they have ventured outside the UK they have called in a Business Analyst (you!) to help them!

Let's get started!

Helter Skelter Theme Parks – How can a Business Analyst help?

As the Business Analyst in this scenario, you are about to go and meet the management team. However, you want to be clear on how you can help the organisation.

This first exercise requires you to do some research on the Internet to find out more about the role of a Business Analyst.

1. What does a Business Analyst do?

2. Now that you know a bit more about the Business Analyst role, can you say how they could help in this theme park scenario?

3. What task do you think you would be most interested in doing and why?

Section 3

Helter Skelter Theme Parks – Stakeholders

A stakeholder can be defined as a person / group of people that is interested in, influences or is affected by something. We have already spoken about a few stakeholders in this scenario - the Fun-Fair family, the staff, the specialist mechanics however, there are many more and, in this exercise, we will work on identifying them. Identifying and Managing Stakeholders, you will need to use the internet for this.

1. Using the Internet to help you, pull together a list of typical stakeholders.

2. Thinking about the company's potential expansion to Europe - what do you think the stakeholders will be thinking? *e.g how do you think the staff will feel, the customers etc?*

3. Why do you think it is important for the Business Analyst to think about stakeholders?

4. Do you think there will be any stakeholders that are unhappy about the company's proposed expansion into America or Europe?

Section 4

Helter Skelter Theme Parks – Gaps

When businesses are looking to do a new project, launch a new product or expand into a new market there will always be gaps between what they have at that moment and where they want to be.

The Business Analyst can help the organisation to identify their gaps and can help them to work out solutions for closing any gaps.

There are many different types of gaps. This exercise is all about recognising them and understanding where the gaps might be in our theme park scenario.

Listed below are some typical areas where there may be gaps.

Can you list what the gaps might be? Some examples have been given to help you.

- People? e.g. We will need staff to operate the new theme parks
- Buildings?
- Locations? e.g. We will need land to build our new theme parks on.
- Money?
- Equipment?
- Skills?
- Knowledge?
- Technology?
- Processes?
- Information?

Section 5

Helter Skelter Theme Parks - Business Need

From your gaps exercise you have identified that the business requires a website to support their expansion to new markets. As they don't currently have such a website, the business users are struggling to define their requirements for the website. To help them do this, you have decided to draw some paper prototypes of how various parts of the website may look. To help them do this, you have decided to draw some paper prototypes of how various parts of the website may look.

1. What factors do you think are important in creating webpage designs?

Section 6

Reflective Diary

Think back to what you read about the area and the tasks that you were asked to complete and then answer the following questions.

1. Would you want a job or a career as a Business Analyst?
If answered yes, explain why

2. Will you use what you have learned in this module in school?

3. Please use the space below to make a note of any other thoughts you have had about this particular business area.