**Brainstorming:**

Brainstorming: used to generate ideas for improvement opportunities.[[1]](#endnote-1)

Brainstorming is a useful tool to gather information and ideas from a project brief. It can also be used to decide on what elicitation techniques are most suitable to gather required information.

Our team has decided to use an initial brainstorming session to decide upon which techniques are best suited to gather the information needed. Brainstorming sessions will take place as the project further develops.

During our first brainstorming session we have decide upon:

1. Survey/Questionnaires
2. Prototype
3. Observations

The three elicitation techniques listed above and the brainstorming technique make up the four elicitation techniques required in the brief.

It should also be noted during our first brainstorming session, it was decided upon, that Mark Gaskin shall be Team lead on this project.

**Survey/Questionnaires:**

A questionnaire is a series of questions used for gathering information that is used to benefit a single individual. While more than one individual might complete the questionnaire, the responses are not aggregated for analysis.

A survey, on the other hand, is the process of gathering information for statistical analysis to benefit a group of individuals. The responses are aggregated to draw a conclusion.[[2]](#endnote-2)

As outlined in the above citation a survey or questionnaire is used to gather information. In our project we shall be taking advantage of a survey tool (A list of which given below).

A survey tool allows us to address a wider audience in a relatively short space of time. The information gathered from such surveys allow Stakeholders to readily view the state of affairs at a given time, the mood of a society at a given time and how a workplace is performing e.g. A HR Survey.

During our initial brainstorming session, the following guidelines for a survey were agreed upon:

1. Questions should be clear and concise.
2. Questions should follow a certain sequence.
3. Questions should be in the form of Multiple Choice or a Scale.

A list of possible hosts for our survey are listed here:

* Survey Monkey
* Typeform
* Google Forms
* Client Heartbeat
* Zoho Survey
* Survey Gizmo
* Survey Plane

A brainstorming session will be held to decide upon the actual questions to be asked.

**Observation:**

Observation or job shadowing involves looking at the actual work environment that the end user experiences every day. This technique is used when attempting to document an existing process or when a project’s goal is to improve a process. Observation is a great way to understand what the end user goes through in their job and can provide some instant requirements for how a process can be improved.[[3]](#endnote-3)

As the project is on the update of a website and student portal, we shall be using this technique in two ways.

1. We shall shadow a non-user of the website i.e. A person who has not visited the site previously. Our thoughts on this are:

* As this a college website, every year a new set of potential students will visit the website to view possible courses.
* We would be able to monitor behaviour closely and note how easy or difficult a task is to perform i.e. Where can I get Fees information?

1. We shall shadow a current student. Non -Students do not have access to the student portal. A number of tasks will be set (to be decided upon) for the user to perform, it will be noted how easy or difficult these tasks are to perform.

**Prototype:**

A prototype in accordance to the brief of this project i.e. A Web redesign, could consist of a wireframe, a non-functioning webpage or a rudimentary sketch. The idea behind a prototype is to give the stakeholders a visual representation of a concept. The prototype in our case will help visualise a possible new layout. The layout change or possible layout change will be generated upon the results of the above-mentioned elicitation techniques.

1. Guide to the business analysis body of knowledge. (2015). Toronto : Ontario: International Institute of Business Analysis. [↑](#endnote-ref-1)
2. SurveyGizmo. (2017). *Are You Using a Questionnaire or Survey to Collect Data?*. [online] Available at: https://www.surveygizmo.com/survey-blog/taking-the-question-out-of-questionnaires/ [Accessed 20 Oct. 2017]. [↑](#endnote-ref-2)
3. Pious, K. (2017). *Techniques for Eliciting Quality Requirements – Observation*. [online] Captech Consulting, Inc. Available at: https://www.captechconsulting.com/blogs/techniques-for-eliciting-quality-requirements--observation [Accessed 20 Oct. 2017]. [↑](#endnote-ref-3)