

Business Context

A business context analysis is an examination of the current situation of an organisation or project with respect to it's environment. Most of the information you include will come from your [research](#). ← *link to research template*

The spec says your 'Business Context' should include information on the following:

- Common problems & risks
- Current uses of hardware & software in the industry
- Newly emerging technologies (*see research template*)
- Existing/potential solutions & how these meet different user needs
- Specific guidelines and regulations (*see research template*)

① ↓ *In your 'Business Context' you can also talk about some of these* ↓ ①

Customers	What are the customer's values/preferences/perceptions? (what's important to them?)
Industry	Industry trends such as new changes or new competitors entering the market
Competition	Examining of the organisation's strengths and weaknesses relative to their competitors
Products	Research into similar products/services currently on the market to identify a 'unique selling point'.
Methods	New designs, processes or techniques within the company that are changing the way things are done
Capabilities	Evaluating the organisation's/current system's capabilities and capability gaps/shortfalls
Markets	Market factors such as growth or declines in supply & demand
Demographic	Population trends and impact on things like markets (e.g cultural groups, socio-economic class)
Technology	Technological shifts that have occurred or are likely to occur
Politics	Political events and changes that may impact the organisations aims
Social	Social factors such as shifting values and customer expectations
Economic	Economic factors such as new business models that represent a threat or opportunity
Compliance & Regulations	Regulations or possible future regulations and what is required to achieve compliance with them
Organisational	Internal considerations such as the motivation of a team or internal politics
Risks	Identifying risks based on the current environment
Ethics	The ethical impact that the proposes system might have (environmental, equal opportunities etc.)