Business Intelligence Module
Case Study: Roche Challenge

Draft 2

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Business Understanding

DigiMap is an internal Roche platform that enables its internal stakeholders and network affiliates across the globe to search for the right solutions at the right time with ease. The goal of the unified dashboard is to connect its users and solutions available across six therapeutics and diseases areas with visualization, filtering capabilities and advanced analytics. A table is formed to summarize the requirements based on the information provided from Roche representative and his presentation:

User (Target)	User Story	Requirements
PPOC	As a HCP, I want to stay updated with the information related to a patient's pain point on the unified dashboard so that I know how to treat my patient	**Mandatory** _Primary_ The user can find the right solution when insert the different criteria the user wants (most important is the disease journey) and then be able to connect with the right contact. The user should also be able to identify what solutions are best suited for adoption by other countries
PPOC	As a PPOC, I want to be able to listen to your (HCP) pain point so that I can bring it back to our medical team and have confidence to find a solution	
Medical Expert	As a medical expert, I want to be able to access DigiMap with a clean and easy-to-use interface from anywhere on any device so that I am not limited to using one device at one location	_Secondary_ Getting an overview over all solutions within the page (i.e., country, disease area, journey step)
Medical Expert	As a medical expert, I want to have consistent, good data quality from my search on existing solution to a pain point so that I can treat my patient well	_Functional specification_ Simple, easy-to-navigate: all disease area, rows within that area should be visualized in one single unified dashboard
Medical Expert	As a medical expert, I want to be able to share ready-to-use solution with an implementation plan	
PPOC	As a PPOC, I want to be able to introduce ready-to-use solution with the HCP	
Portfolio & Strategy manager	As a portfolio & strategy manager, I want to be able to find relevant disease information to support business portfolio planning	

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Analytical Questions

Target Population	Questions
PPOC / Medical Expert / Portfolio & Strategy manager	1. How many solutions are available in each therapeutic / disease?
	2. Which solutions (per disease are / per initiative status) are available / not available in which countries / regions?
	3. Which solutions are available in which languages?
	4. What solutions (per disease area) are available for which stages in the patient care pathway?

Roche Challenge
Group 5