BUSINESS ANALYSIS FOUNDATION

Lecture 3 – Requirement Elicitation

CONTENT

HAI LÚA

01 General BA Process

02 Requirement Elicitation

03 Elicitation techniques

04 1st meeting preparation

05 Final project introduction

06 Homework

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Business Analysis Process in General

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PROCESS TO MAKE A DIGITAL PRODUCT

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Business/ Product

1 Idea → Deep-dive → Describe → Review & Approval

2 Requirement → Business Analysis → Logic Analysis → System Analysis → UI/UX

- Product Specialist
- Product Manager
- Head of Product/ Product Director

Product

Outsource /Inhouse

- IT Business Analyst
- System Analyst
- UI/UX
- Product Owner
- Tech Lead

(1): Business/ Product side

Hybrid

(2): IT/ Tech side

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BUSINESS/ PRODUCT SIDE

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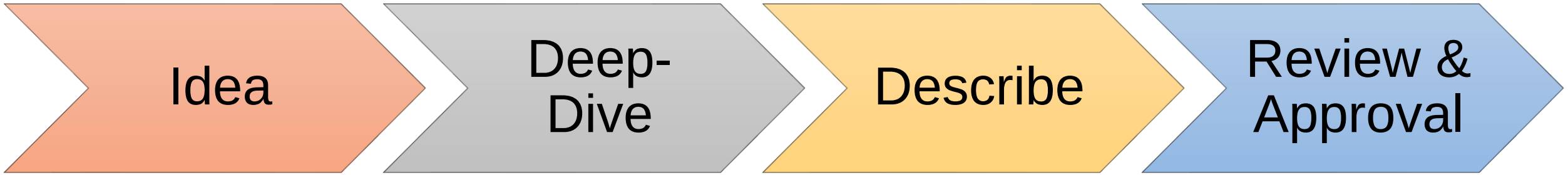

- Innovation
- Manager level's ideas
- Business development requirements
- Strategy
- Partnership

- Market research
- Hypothesis testing
- Data Analytics
- Value identification
- Product operation
- User behavior

- BRD

- Presentation
- Review
- Approval

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IT/TECH SIDE

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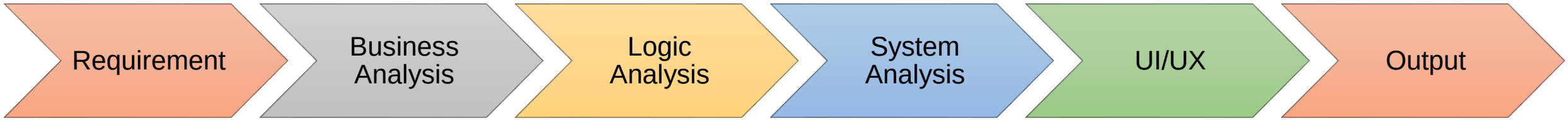

- Request from business/ product side.
- Requirement Elicitation
- Output documents from business/product side

- User Story
- Business Process
- Non-functional requirement related to business/ product

- Review Analysis

- Use Case
- Workflow
- System integration
- System State
- Non-functional requirement related to system

- GUI
- Content
- User Experience

- SRS (System Requirement Document)
- Development stage
- Testing stage (Testcase)
- Deploy/ Implement/ Go-live

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VERY IMPORTANT

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REQUIREMENT

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Requirement represents the “Need”

Requirements focus on understanding what kind of value could be delivered if a requirement is fulfilled

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WHAT IS REQ. ELICITATION

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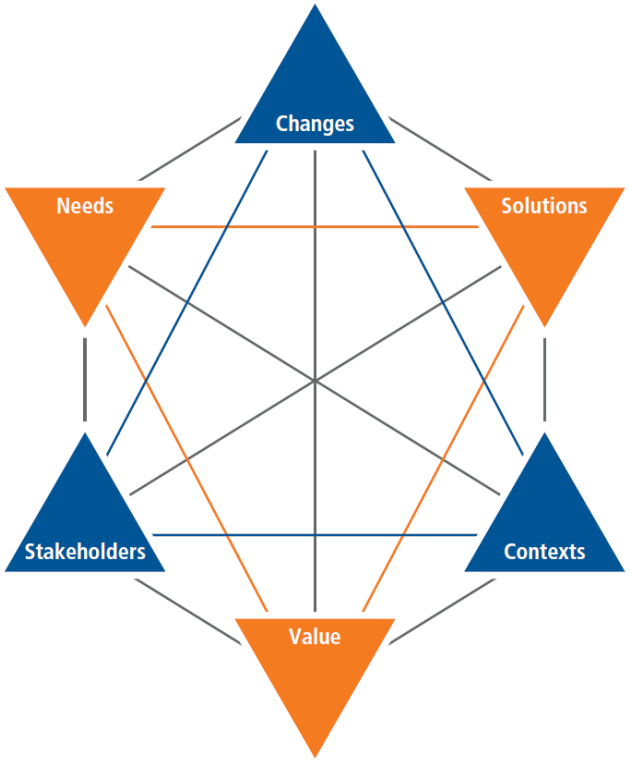
Finding problems, opportunities, ideas

Create consensus

Generate solutions



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MAIN ELEMENTS OF REQUIREMENT

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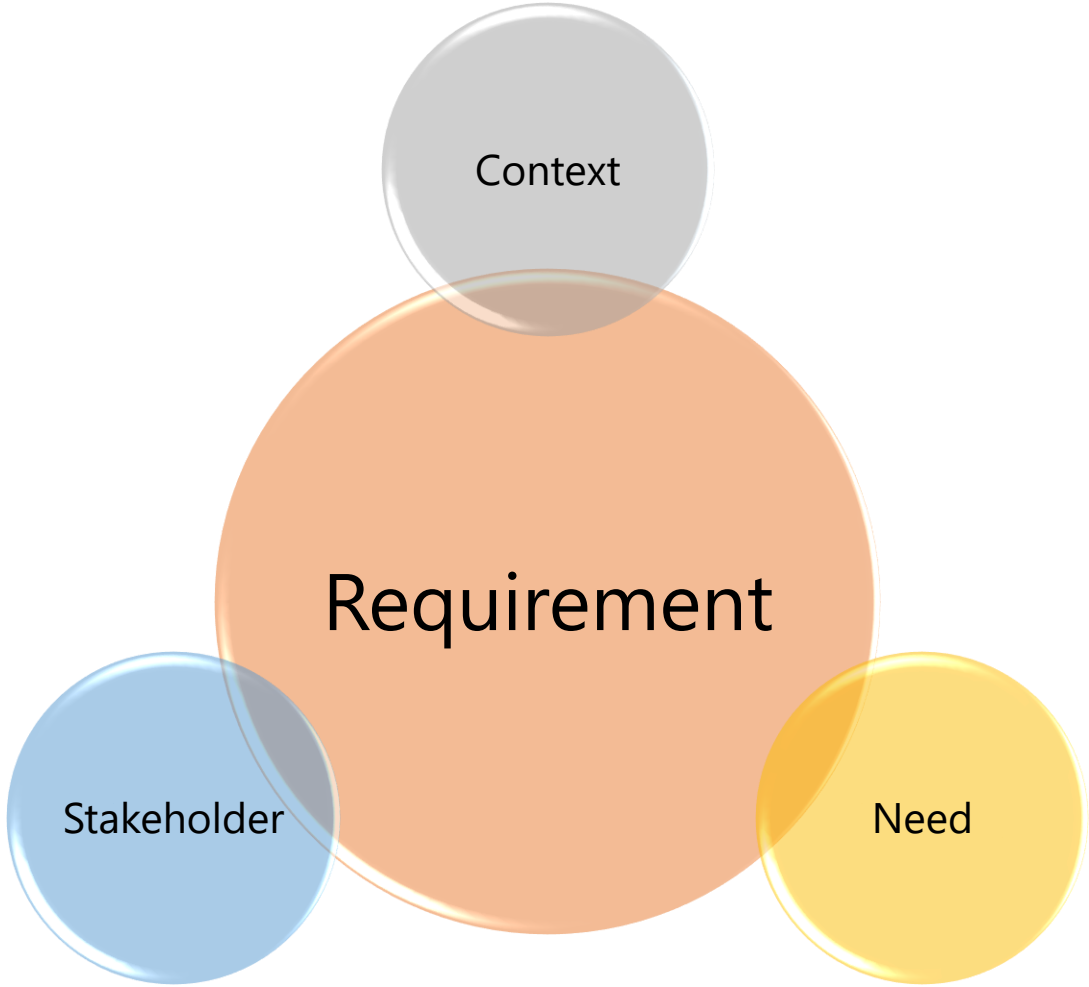

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MAKE GOOD REQUIREMENT

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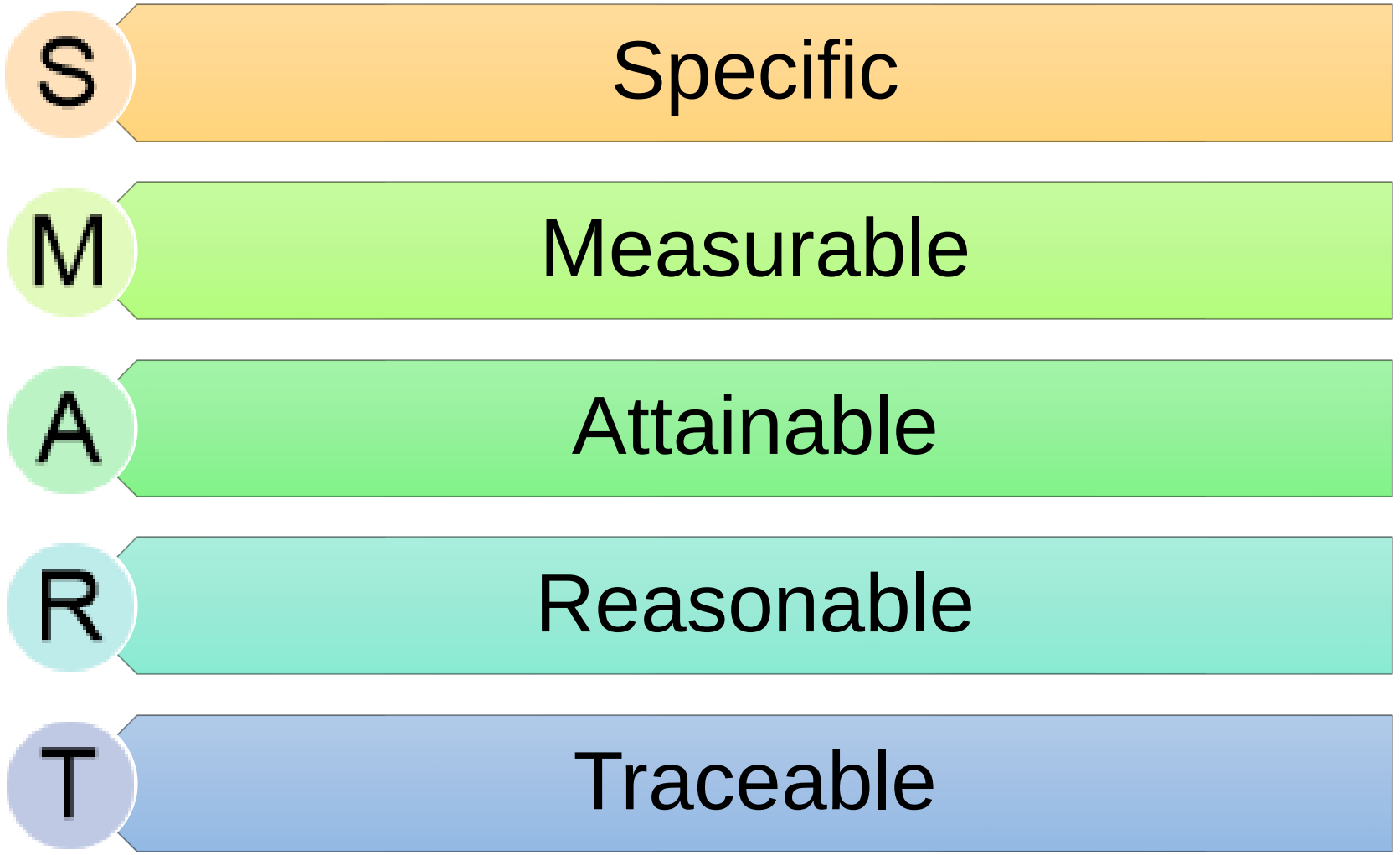

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ELICITATION TECHNIQUES

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INTERVIEW

- Face to face
- Job shadowing
- Customer site visit

DOCUMENT REVIEW

- Requirement Document (BRD/URD)
- Internal Documents (Business Process, Decision, Instruction …)
- Law

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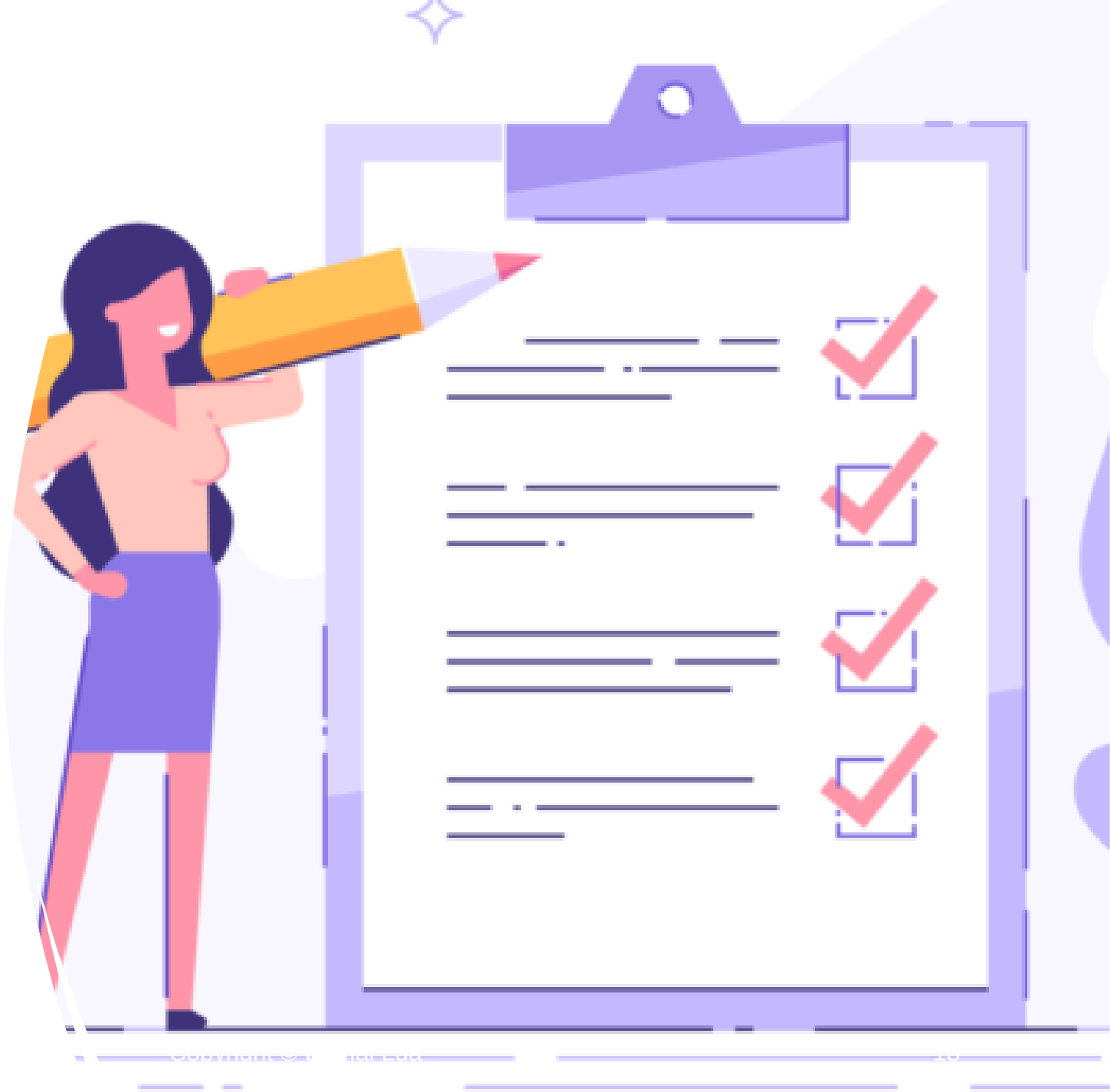
SURVEY

- Open-end questions
- Closed-end questions



OBSERVATION

- Naturalistic
- Participant
- Structured

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ANALYZING INTERFACE

- Customer Feedback/Complain
- Customer review meeting
- Development team review meeting

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1st MEETING TASKS

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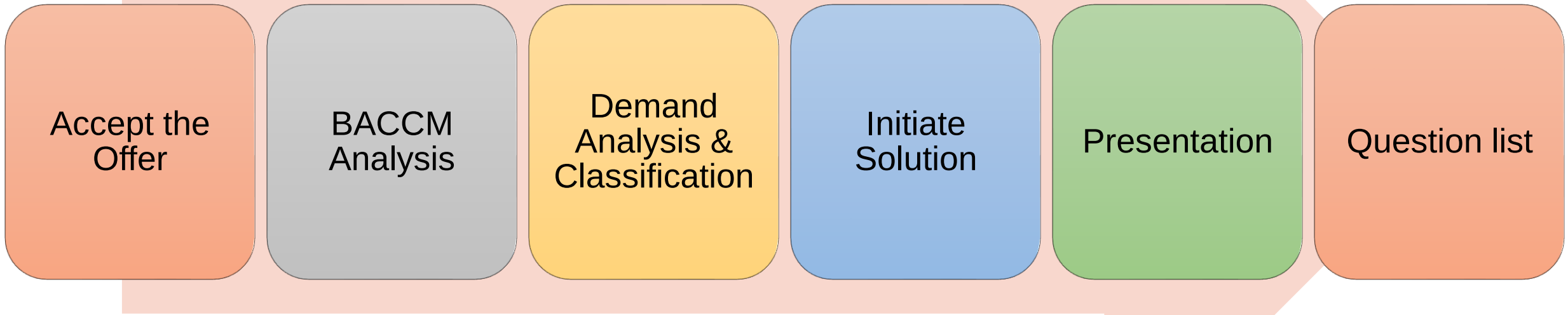

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BACCM Analysis

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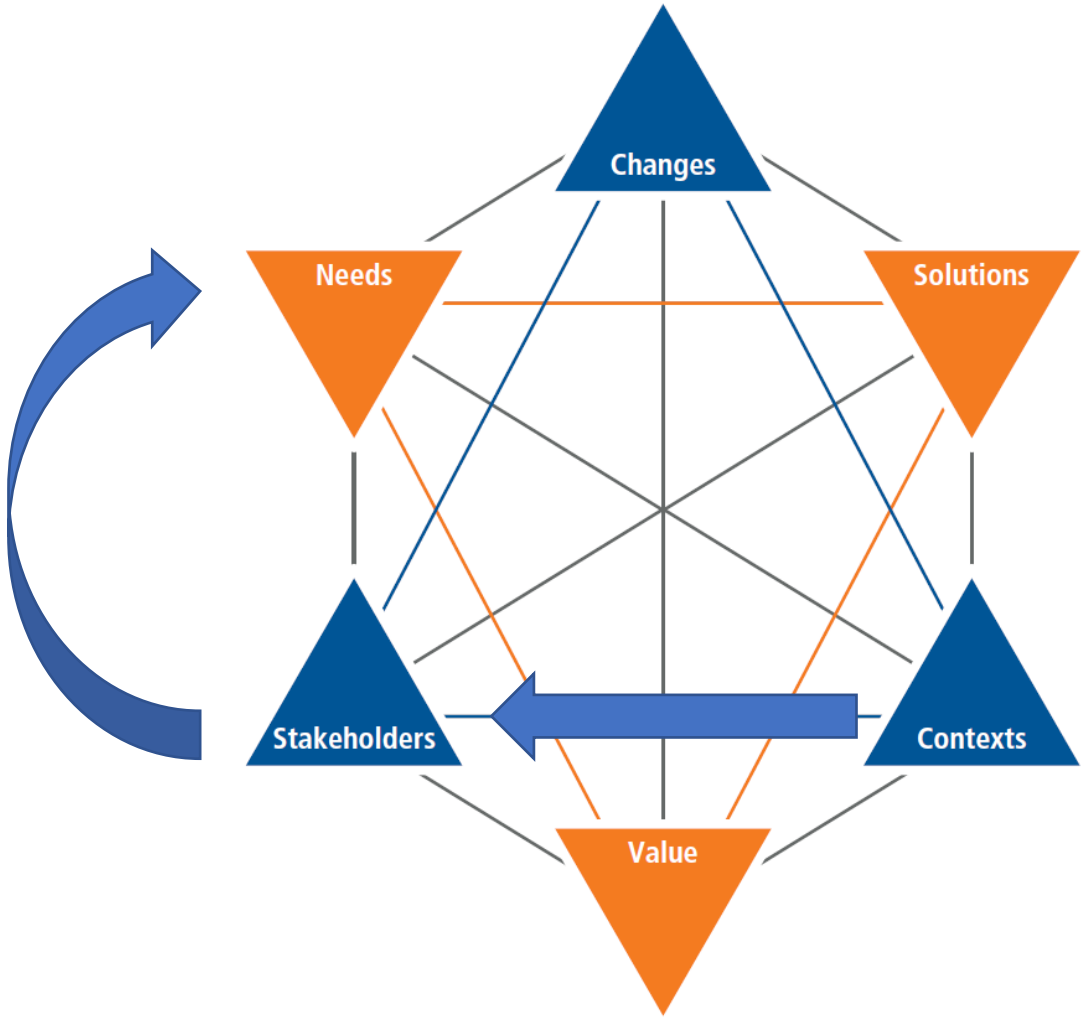

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DEMAND ANALYSIS & CLASSIFICATION

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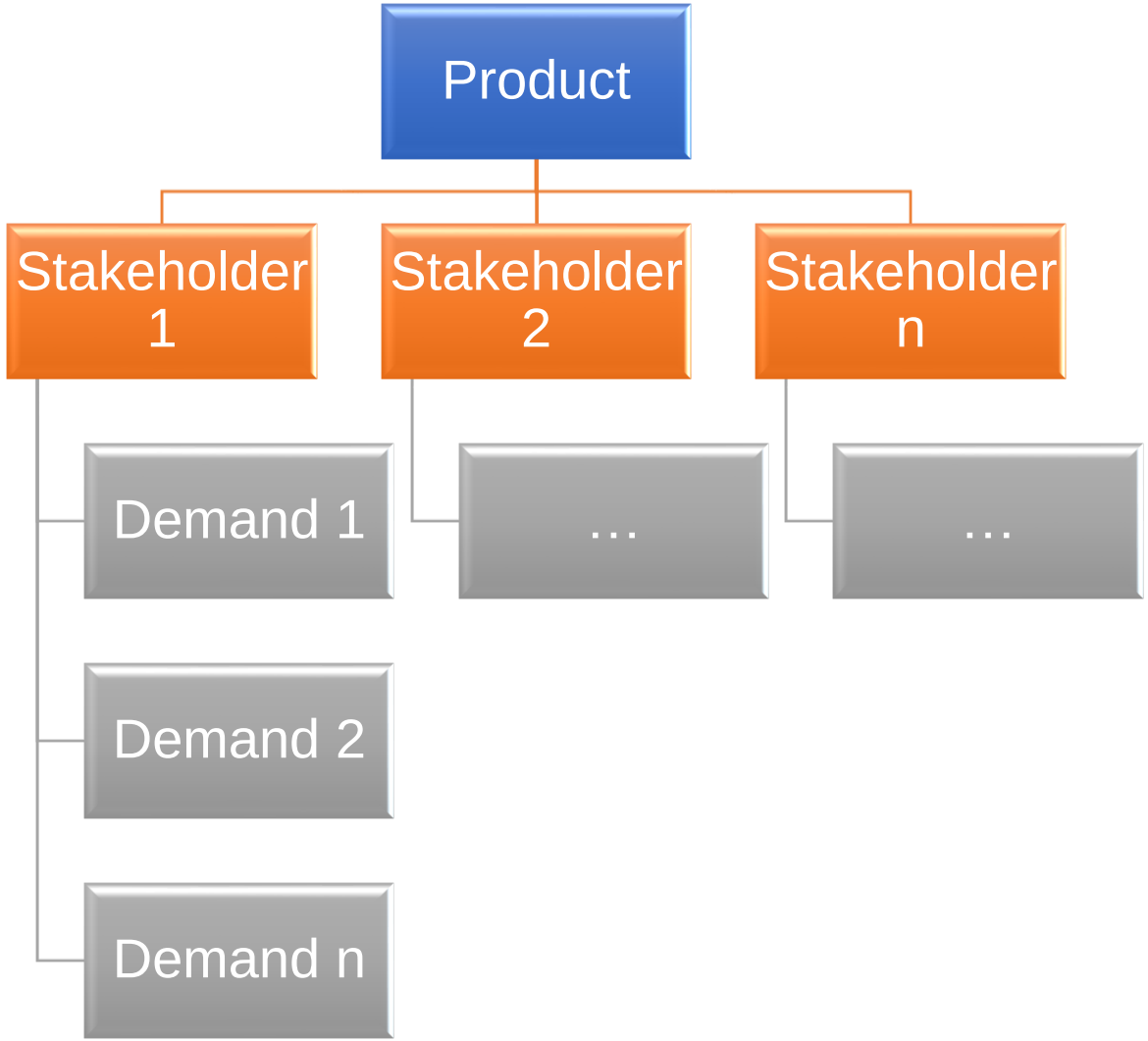

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INITIATE SOLUTION

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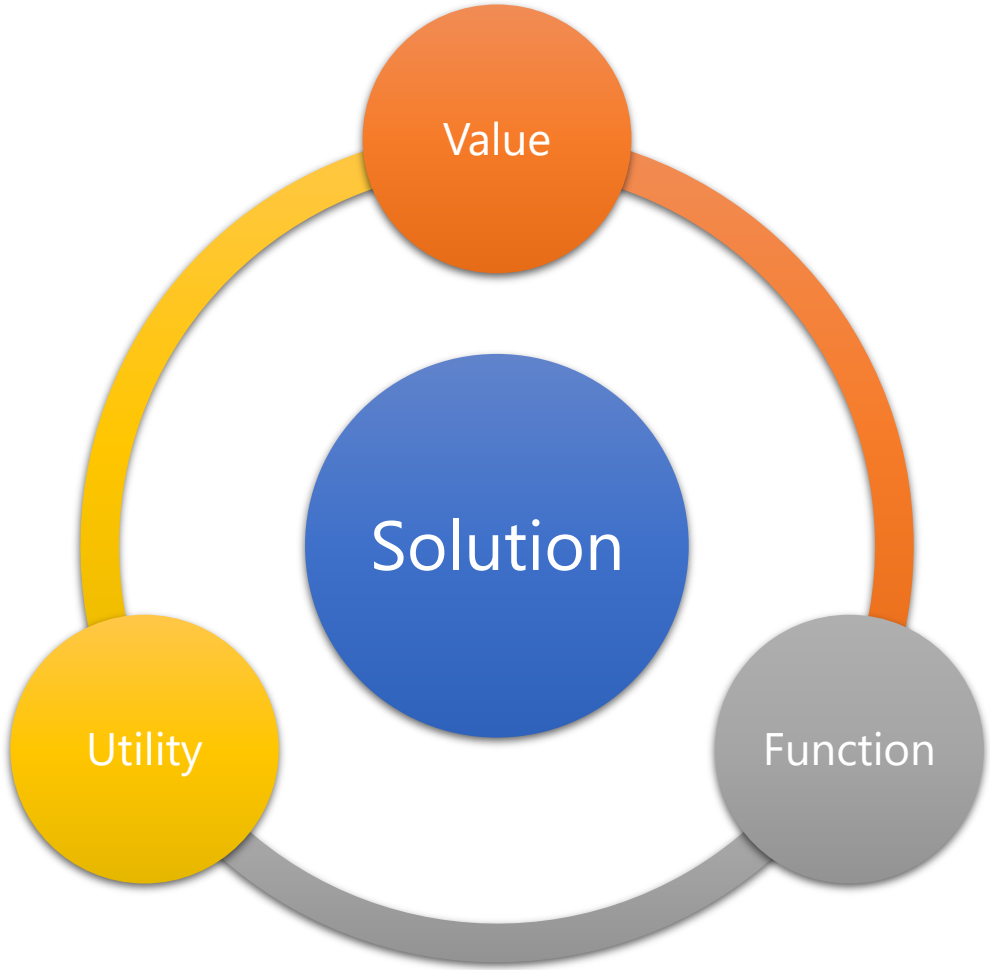

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PRESENTATION

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- Company introduction
- Brief customer review
- Need analysis & Problem Statement
- Proposed solution(s)
- Proposed benefit(s)
- Q&A

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Q&A

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1. Related core demands, core structure of product
2. Utility, User Experience
3. Content
4. Operation
5. Contract
6. Resources

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PROJECT INTRODUCTION

- **Trainer:** CEO of HL software company and want to develop a software to manage the documents, the document flows in daily operation. The software will be used for internal purpose and may be launched for commercial purpose.

- **Student:** As a BA, you are required to develop a system to satisfy the need of CEO.

e-office

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TODAY HOMEWORK

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Before the 1st meeting, you need to prepare the **presentation and questions** for the requirement elicitation & collection tasks. The homework for today:

- Initial analysis
- Propose the solution for the CEO of HL Software Company
- Prepare the presentation content for the 1st meeting
- Prepare the questions to collect stakeholders' information.

Notes:

- *No questions about the company, the requirements are allowed in this homework*
- *Work in group, **not individual***
- *Submit your work to the FB messenger.*

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THANK YOU !

Any Questions ?

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