SWOT Analysis

The *SWOT Analysis* pattern creates elements and a SWOT Analysis diagram that contains Classes that model Strengths, Weaknesses, Opportunities and Threats. SWOT Analysis is a structured method used for planning and to evaluate these four important facets of an organization, project or business endeavor and can be used to model an organization (or one of its parts), product, place, industry, or a person.

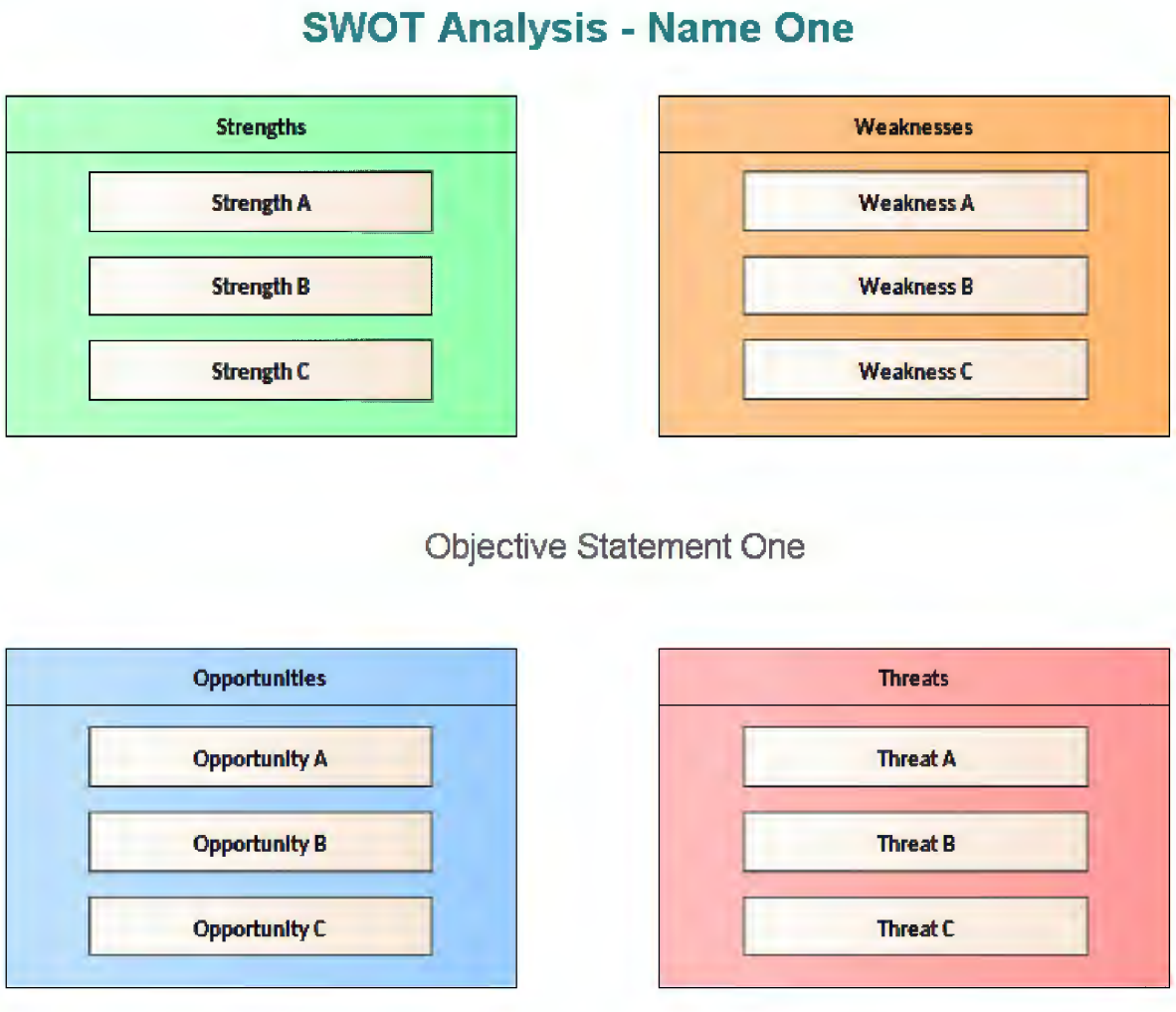

Figure 1. Shows a class diagram used to model Strengths, Weaknesses, Opportunities and Threats. Color has been used to make the diagram more compelling and appealing.

Discussion

The purpose is to allow a modeler to record the results of a SWOT analysis in a visually compelling way and to make the information available to a wide audience including business and Technical stakeholders. The Strengths, Weaknesses Opportunities and Threats are all modeled as separate elements and can be individually linked to up-process and down-process elements in the repository; thus creating powerful traceability between technical and business aspects of the initiative.

It is typically used early on in an initiative or at a strategic point when analysis of the organization, one of its divisions, a project or business endeavor is required. The items discovered can be linked to existing elements in a repository or these relationships can be added as the project evolves.

The following is a list of some things you may want to do when working with this pattern.

- Change the name of the diagram to the suit the initiative.
- Change the names of the Strengths to suit the initiative.
- Change the names of the Weaknesses to suit the initiative.
- Change the names of the Opportunities to suit the initiative.
- Change the names of the Threats to suit the initiative.

The following is a list of some of the next steps available when applying the pattern.

- Create documentation directly from the model using the Document Generator creating a document that contains a diagram and the elements it contains.
- Create Trace relationships between elements in the SWOT Analysis diagram and other elements in the model including up-process elements such as goals and drivers and down-process elements such as Processes, Use Cases, Requirements and Components.

Reference

The following help topics will assist you learn about how to work with this pattern.

SWOT Analysis

Swimlanes

Class

Element Appearance

Business Analysis Body of Knowledge (BABOK)

Traceability Tools

Documentation

The following are some of the tools that will be helpful when working with this pattern.

Document Generator

The Document Generator is a powerful facility in Enterprise Architect that allows a Database Engineer or other stakeholder to create high quality corporate or technical documentation directly from the model, suitable for internal or external audiences. For more details see the Documentation help topic or the more general topic on Model Publishing.

Element Discussions

The Element Discussion facility is a fully featured collaboration tool allowing modelers and model viewers and reviewers to communicate with each other directly inside the repository. Modelers using the full client or occasional viewers using WebEA can both post and reply to discussions and communicate and engage in chat. For more details see the Element Discussions help topic.

Specification View

The Specification View can be used as a way of working with any element type in a spreadsheet or word process view. It is particularly useful when there are a large number of elements as is typically the case when describing a system of any appreciable size. For more details see the Specification View help topic.

Relationship Matrix

The Relationship Matrix provides a spreadsheet like view of two groups of elements and the relationships that exist between them. It can be a used as a powerful analysis

mechanism to visually indicate how elements are related to each other and to discover which elements are missing relationships. For more details see the Relationship Matrix help topic.

Traceability Window

The Traceability Window automatically displays the relationships that exist between Use Cases and other model elements including up-process and down-process elements. The traceability tree view can be conveniently expanded to see deeper relationships and elements displayed in the window can be located in all diagrams in which they appear. For more details see the Traceability Window help topic.