

Individual Reflections:
My learnings and advice for next years' BFOP students
Course: Business Processes and Organization

I accept that my name is visible when this report is put on LearnIt for next years BFOP
Students: No.

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Chapter 1

Applied Theory

Forklar: Hvorfor valgte vi det givne værktøj? Hvordan hjalp det os?

Business Model Canvas BMC
initial anchoring.

Interviews was the primary MUST technique in our group, conducted at *Aasted ApS* in the employees respective department. The interviews were all conducted in the in-depth phase to understand work processes, task, work functions, and issues regarding these. This gave us concrete experience with ¹ interviewees work practices, IT usage and technological options (the knowledge areas D-F). Initiation, in-line. All points covered.

Diagnostic Maps was used to identify issues, their cause, and their consequence, we produced Diagnostic Maps for all interviews conducted in the Service department immediately after the interview. At the end of the in-depth phase the mapping was then used to relate problems to our ideas for solutions. This constituted useful argumentation for the relevance of our proposed visions with the steering committee, effectively enforcing the MUST principle anchoring visions².

Observations complimented our interviews, observations were used to gain a first-hand experience of work practices, effectively avoiding the *say-do problem*³. A *passive observation*⁴ was explicitly coordinated with the observed employees to avoid *thinking-aloud*⁵ behaviour, which would hinder the detection of any *say-do problems*. The observation was represented in a workflow diagram for easier, more visual overview, than a summary - the proposed representation tool. Say-do avoided. Thinking aloud, kvante

Presentation of Solutions Vital feedback.

Review?

¹Bibtex PID p. 200

²Bibtex PID p. 212

³PID p. 246

⁴Bib-tex PID p. 210

⁵Bib-tex PID p. 210

Chapter 2

Future Reflections

Missing Workshop In the future I would like to make sure, that a workshop was conducted. Unfortunately, even though we had the workshop prepared, the company declined. A *analysis-oriented workshop*¹, would have allowed us to reach a common understanding of work practices and issues related to this hereby ensuring a coherent vision through genuine user participation.

As we only conducted individual interviews, we lack this triangulation of information. A relevant activity at this workshop would be to make a joint diagnostic map in cooperation with the employees.

¹Bibtex PID, p. 211

Chapter 3

Advice for next years' BFOP-students

Company Contact is of undeniable importance. Good coordination ensures a productive cooperation resulting a better analysis of the chosen company.

There is a good chance that the company will be very limited timewise. Therefore, following these three tips will ensure the best utilization of their time and fewer cancellations:

- *Contact Person* - agreeing on a designated contact person within the company will result in faster response time.
- *Plan Early* - arrange meetings and activities as soon as possible and with as few restrictions as possible. This allows the company to plan the activity into their schedule instead of yours.
- *WIIFM*¹ - Remember to have clear, consice, and good arguments for their participation in the given activity, allowing them to easily understand their gain.

The prioritization of the company is vital for the project as the company ultimately defines your business case. Insights, data, and feedback from the company should is the cornerstone of a good business case.

¹Abbreviation for 'What is in it for me?'

Bibliography

Appendices

Appendix A

Intermediate