What is Business Analysis?

In layman’s terms, it is the discipline of exploring problems or opportunities to give better results. A business Analyst uses the techniques to get business needs and crafts them in a clear way and makes sure the solution that is delivered would be the desired outcome. A business analyst does business analysis to: determines business need, recommends solution, elicit/document and manages the project’s requirements, and makes sure there is a successful implementation of a product or service at the end. In terms of product and requirements, a business analyst joins the idea of getting the product requirements right with getting the right requirements.

Why Business Analysis is on-going activity?

As Dave Bieg, Program Manager at the PMI says, “business analysis begins before project initiation, and extends beyond project closure, to ensure that expected benefits are realized.” This is key since it highlights that business analysis is not a short-lived thing, but something that lasts and is necessary from before the project starts. Since product problems and opportunities are ongoing, there is a need for continuous analysis and assessment. Bottom line is that it is needed because business analysis is what explores new opportunities, investigates problems, and seeks innovation. This type of business analysis eliminates waste and gives a stellar solution, which is required to deliver a high valued product. Business analysis is what verifies that product is built and deployed properly and that the anticipated value is being met. It is an ongoing activity since there is a need for someone to stay alert to changes in market or conditions and to change plans accordingly.

What is a Business Case?

A business case includes determining the user, associating product to the organization’s strategy, getting to know their needs, and giving sound decisions and making sure the solutions meet the needs. To get a solid business case, it will be good to create/analyze models and include process models, date models, state diagrams and prototypes, to name a few. Also, a strong business case is dependent on a good problem statement that is supported with clear hypothesis for outcomes for testing expectations. A business case clearly states the benefits, risks, and ways to address them. Also, it is what is the foundation for all product delivery.

Who are Business Analyst partners?

The main three are the business, technology, and customers and they work together to discover and deliver a valued product. The customer interfaces with the product and chooses to buy it, and they value productivity and efficiency. The business partner values achieving their business case through increasing revenue. The technology partners want to build high quality products and have continuous delivery. They all look at the problem and come up with new and unique solutions, hence they are interdependent. Since they are partners, they apply their knowledge without regards to title and role. There are also product and project manager, business analysis, testing, user experience, quality assurance and development.

What are the 7 product dimensions?

Users (interact with the product), interface (product connects to users, systems, and devices), action (provides capabilities for users), data, control (product enforces constraints), environment (physical properties and technology platforms) and lastly quality attributes. The seven product dimensions have both functional and non- functional product needs and gives the partners a visual language to use in communicating about the product. It allows for a focused conversation.

What are the benefits of effective Business Analysis?

Achieving higher quality requirements through partner collaboration, building knowledge product community over different disciplines, saving money by getting the correct people and getting right resources for the work, and reducing most costly product development and building the right products.