ISYS90049
Digital Business Analysis

Week 4 Tutorial

Assignment 1

Fatemeh Ataei
Thursday

I have a question regarding the scope. In this assignment when we define the scope are we defining the scope of OUR analysis plan (e.g in this analysis plan we are only going to look at the 'abc' process for 3 departments because of time/resource constraints), or is it defining the scope of the solution we will IMPLENENT (e.g if we go ahead with this project we will implement this solution to only 3 departments because of time/resource constraints)?

← Reply 👍

Winn Chow
Thursday

Hi Fatemeh,

Very good question. The scope, activities, and complexity and risk are all about this analysis work, not the solution, as it is too early to talk about the solution. At this stage, we focus on assessing OFB's situation.

Winn

What is a Business Analysis?

- **Business analysis** is the work of **finding solutions** that address the **needs** for the purpose of **delivering value** to some entity.
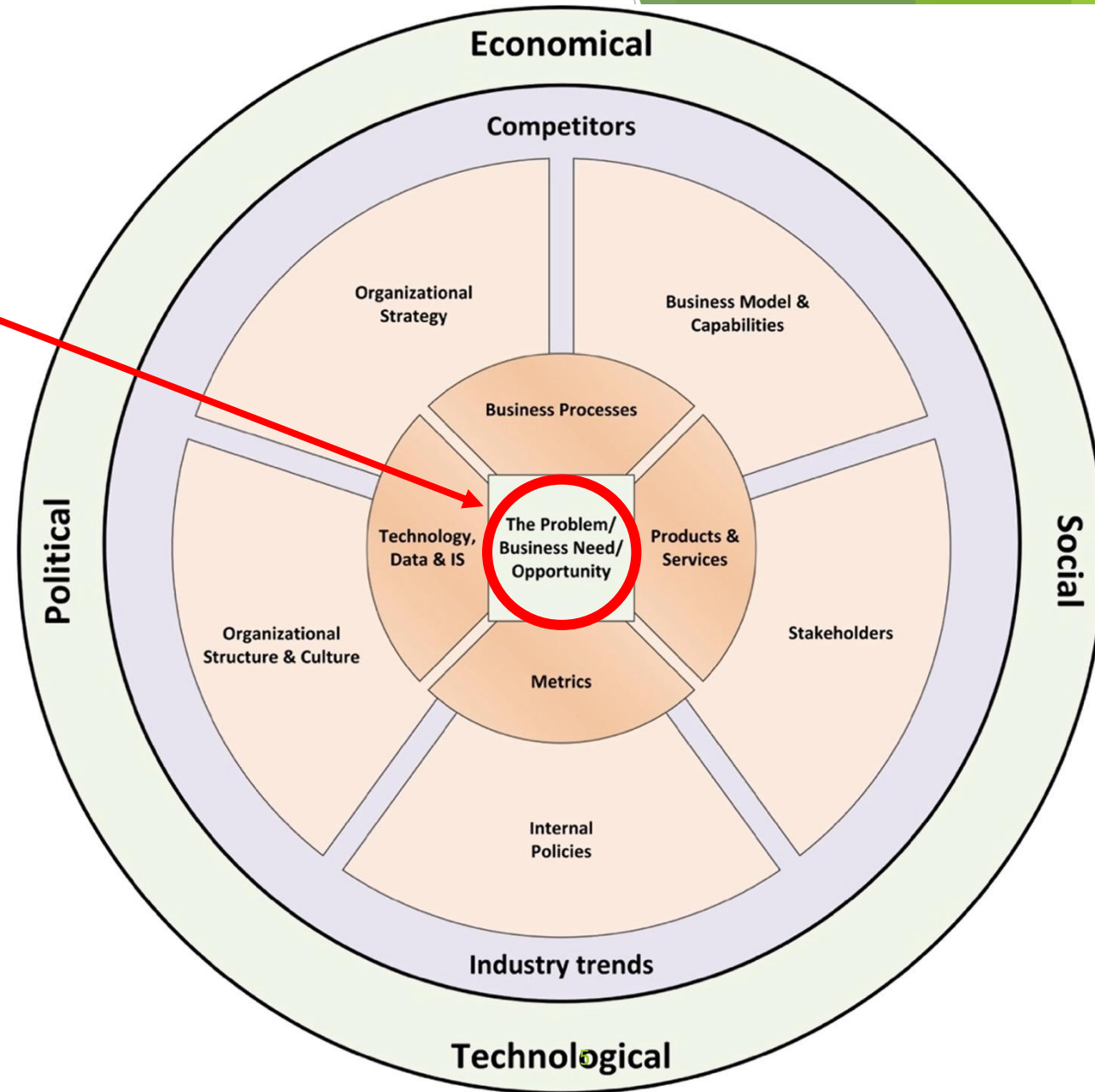
Business Analysis Process

Fig. 1.4 Business analysis process

The Business Context

- The **problem/need/opportunity** being analysed exists within the **context** of their environment influenced by **political, economic, social, technological influences and changes**.

- **PEST Analysis**

- **SWOT Analysis**

Source: Milani (2019)

Scenario

▶ You are a **small start-up company** that wants to create a **new social media platform** that will allow for **a more positive social experience online**.

Activity 1: PEST Analysis

▶ Before your start-up can begin working on building a platform, you need to understand what the **external environment** is like in the **social media** landscape. In a group (or individually if working remotely), think of some issues relating to each of the four areas included in a PEST analysis. Below are some hints to get you started.

▶ **Political:** How do **governments** view social media companies?

▶ **Economic:** Does the **economy** impact how social media is used (or vice-versa)?

▶ **Social:** How is social media connected with **society**?

▶ **Technological:** What **technology** is available to help create a positive social experience online?

PEST ANALYSIS

POLITICAL FACTOR
Political Factors measure the degree of political stability and government intervention in economy.

ECONOMIC FACTOR
Economic policies and factors have a great impact on businesses and their expansion.

SOCIAL FACTOR
Social factors have a great impact on the buying patterns a behaviors of a nation which is an important determinant for businesses.

TECHNOLOGICAL FACTOR
Technological aspect includes factors like level of R&D, automation, innovation and other related factors.

Activity 2: SWOT Analysis

▶ Now that you understand the external environment, it's time to connect that to the **internal capabilities** of your small start-up company. Continuing in a group (or individually if working remotely), think of some issues relating to each of the four areas included in a SWOT analysis. Below are some hints to get you started.

  ▶ **Strengths:** What are **some advantages in being a small start-up** creating a new social media platform?

  ▶ **Weaknesses:** What are **some disadvantages in being a small start-up** creating a new social media platform?

  ▶ **Opportunities:** Based on your **PEST findings**, what **new approaches** could your start-up take?

  ▶ **Threats:** Based on your PEST findings, what will be **a significant challenge** to launching a new social media platform?

Source: Milani (2019)
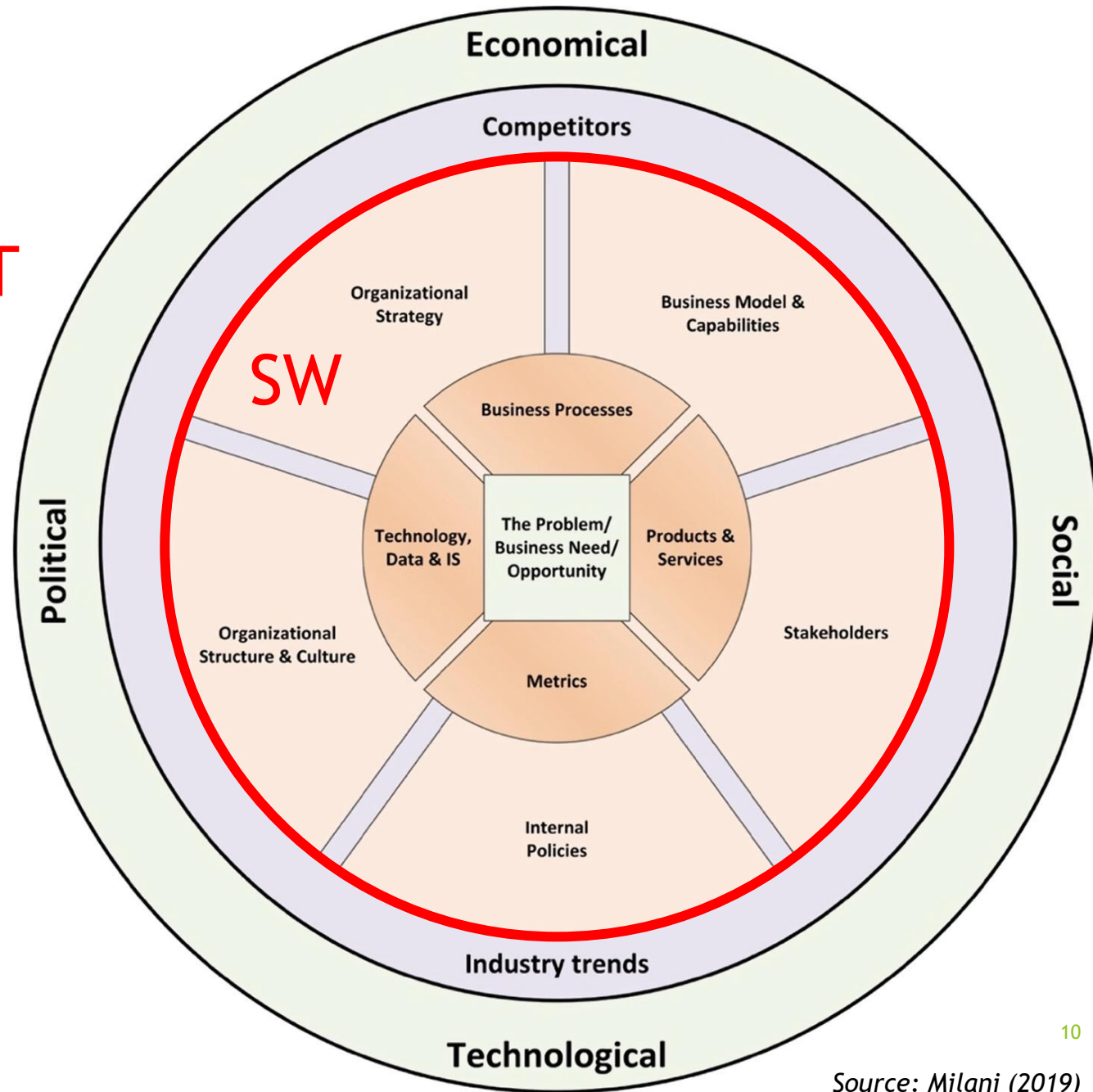
Extension task

- Based on what you discovered in the first two activities, develop a **strategy** to get this new social network off the ground.