

IDENTIFYING REQUIREMENTS

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MY BACKGROUND

I am a Sr. Business Analyst at Servco Pacific Inc.

Led and managed the requirements process for complex projects

I have had leadership roles on both waterfall and agile projects.

I am also the Director of Programs and Professional Development for International Institute of Business Analysis (IIBA) Hawaii Chapter.



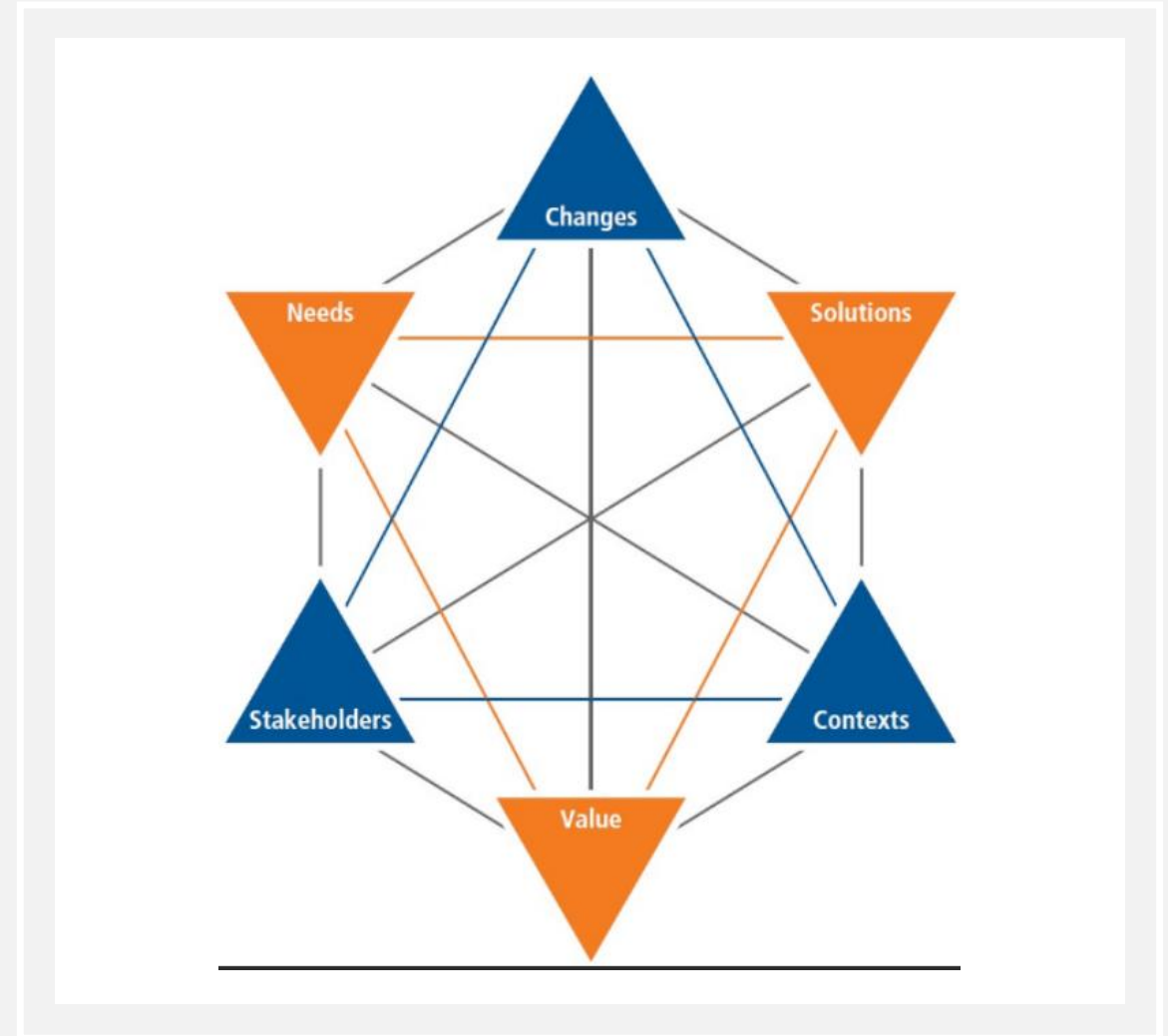
WHAT ARE REQUIREMENTS?

Definition of Need – A problem or opportunity to be addressed

Definition of Requirement – A usable representation of a need

Definition of Solution – A specific way of satisfying one or more needs in a context.

*IIBA BABOK V3



Business Analysis Core Concept Model*

UNDERSTANDING THE PROBLEM OR OPPORTUNITY

- Document Analysis
- Current State Process mapping
- Context Diagrams
- Offline and Online Research

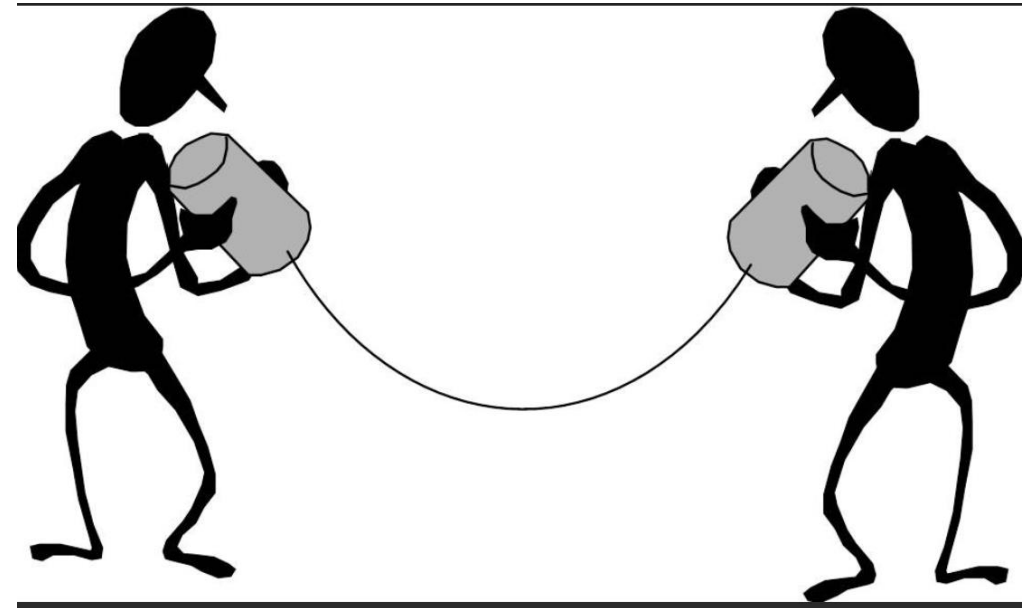


ACTIVE LISTENING

Here are five key techniques you can use to develop your active listening skills:

- Pay attention
- Show that you're listening
- Provide feedback
- Defer judgment
- Respond appropriately

<https://www.mindtools.com/CommSkill/ActiveListening.htm>



OPEN ENDED QUESTIONS

Open-ended questions require the respondent to elaborate on their points and can not be answered with a simple one word answer.

Open-ended questions help you understand your stakeholders perspective.

Open Ended Question Examples*

How will you use this feature?

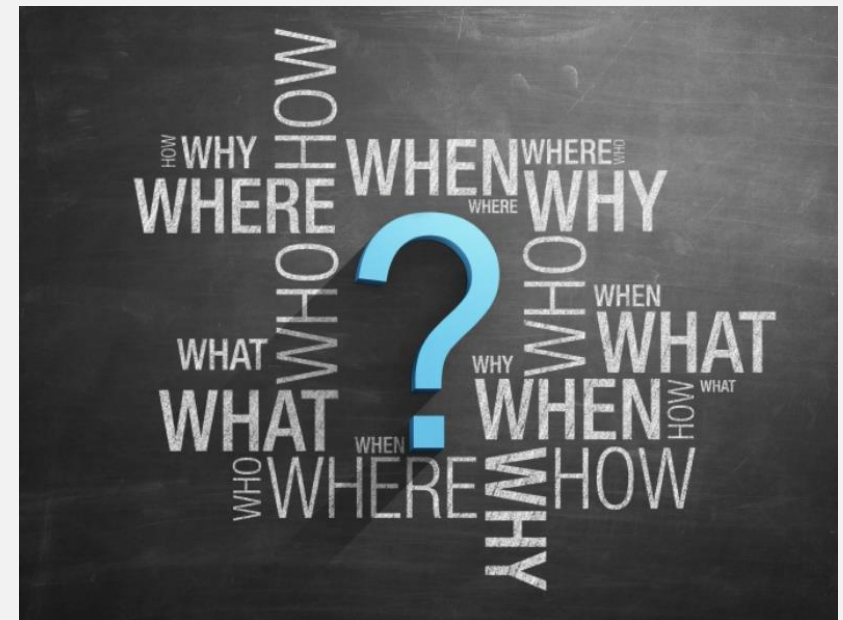
Where would the user access this feature?

When will this feature be used?

Who will use this feature?

What does this feature need to do?

Does this feature meet the business need and solve the problem we're trying to solve? (Why)



*<https://www.bridging-the-gap.com/what-questions-do-i-ask-during-requirements-elicitation/>

ADDITIONAL TECHNIQUES

- Workshop
- Interviews
- Use Cases
- Epics and User Stories
- Customer Journey Mapping
- Personas
- Prototyping



CONTEXT DIAGRAM EXAMPLE



















According to Wikipedia, a context diagram is “is the highest level view of a system ... showing a ... system as a whole and its inputs and outputs from/to external factors.”



CUSTOMER JOURNEY MAP EXAMPLE

A customer journey map visualizes the different stages of the customer's journey, mapping down all the touchpoints, activities, customer behaviors, goals as well as the glitches and obstacles of specific processes.

Online Shopping Customer Journey Map

Stages of Journey	Motivation	Searches for Websites		Browses the Site	Evaluates Products		Pay		
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.
Feelings									
Very Happy									
Overall Satisfied									
Unhappy									
Experiences	Excited to give a surprise to the friend.	<ul style="list-style-type: none"> Happy to see many options Confusing about how to choose. 	Annoyed at the useless info.	<ul style="list-style-type: none"> Happy with the informative shopping website. Not sure about how to find the best price. 	Surprise to see lots of discounts	Frustrated about reviews from other customers.	<ul style="list-style-type: none"> Pleased with usages & designs. Sad to see out of stock products. 	Frustrated to find only the Paypal payment option.	<ul style="list-style-type: none"> Satisfied with bank card payment. Feels unhappy to wait for a bit of long time.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices.	Faster website speed.



QUESTIONS?



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