

# Delivering Value-Add Solutions: Why Requirements Matter

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# Welcome!

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- 7+ years business analysis experience
- Complex enterprise projects
- Product Owner/Scrum Master

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- IT Business Analyst Manager, HawaiiUSA Federal Credit Union
- 15+ years management
- Enterprise business and technical initiatives
- Project Manager/Lead Business Analyst/Agile Coach

# Agenda

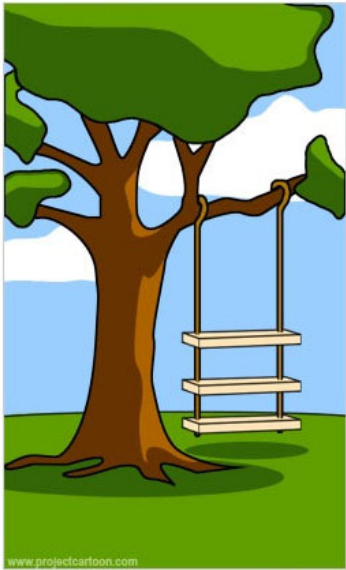
- I. What are Requirements?
- II. Adding Context: The Problem/Opportunity – “Challenge”
- III. A Requirements Approach
- IV. Requirements Planning
- V. Requirements Elicitation
- VI. Q&A

# What are Requirements?

- The “what”
- Usable representation of a need
- Focuses on understanding what kind of value could be delivered



(IIBA Business Analysis Body of Knowledge (BABOK) V3)  
(<https://www.theatrefolk.com/blog/whats-the-difference-between-want-and-need/>)



www.projectcartoon.com  
How the customer explained it



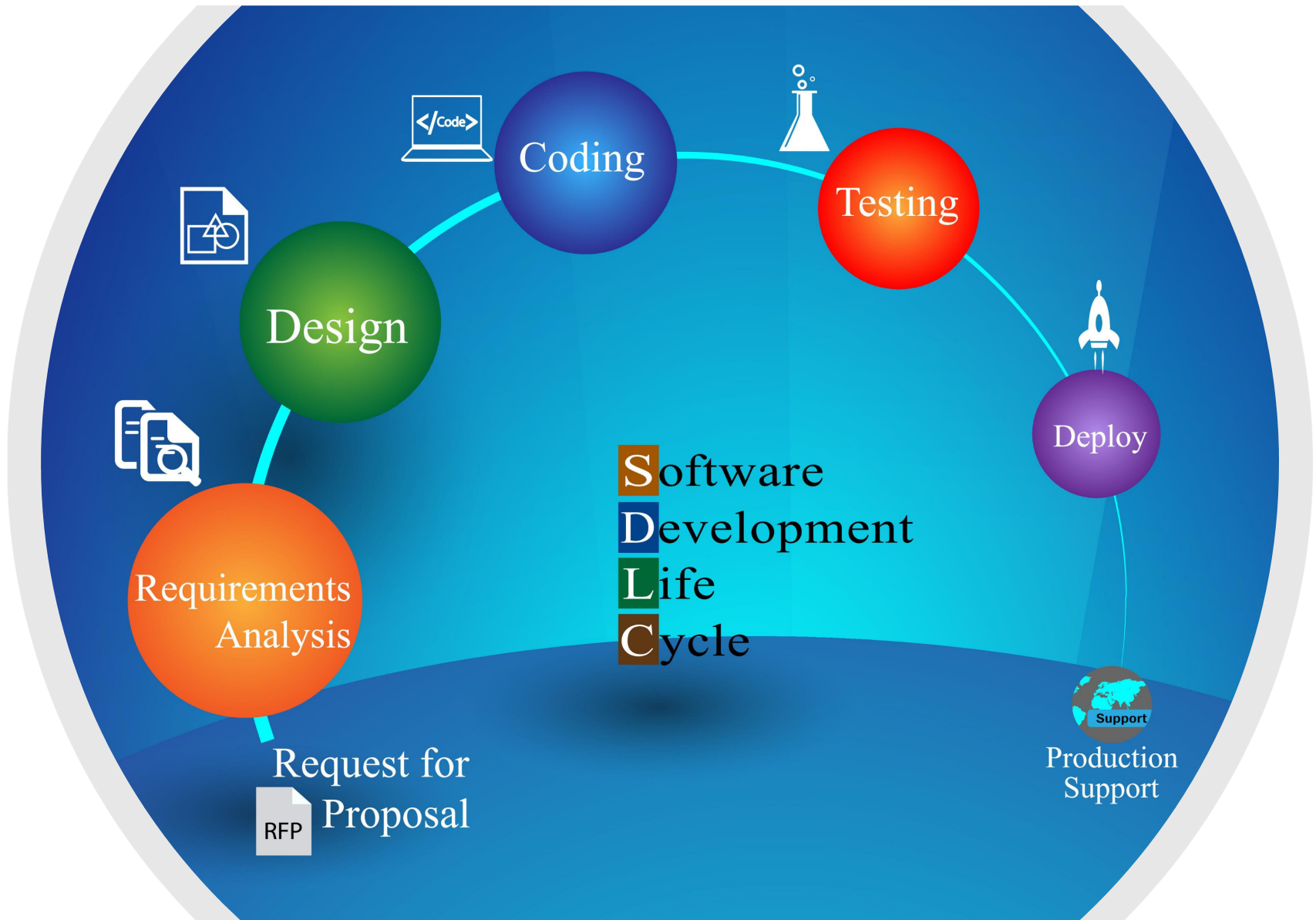
www.projectcartoon.com  
How the team designed it



www.projectcartoon.com  
What the customer really needed

# Why are Requirements Important?

(<https://www.susannemadsen.co.uk/blog/5-pitfalls-that-prevent-us-from-delivering-what-the-customer-really-needs>)



We have challenges  
with Technical  
Support...



The Problem/  
Opportunity:  
Challenge

*“We need a user-friendly solution  
to report issues to Technical  
Support.”*



# Requirements Framework

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Requirements  
Planning

Requirements  
Elicitation

Requirements  
Analysis

Requirements  
Life Cycle  
Management

Solution  
Evaluation

# Requirements Planning



What are the objectives?



Who are our customers and end-users?



Who is impacted?



Who impacts this effort?



Who will maintain this solution?



What systems and processes are impacted?

# The Challenge: Objectives and Success Criteria



## ***Improve technical support service delivery***

*First Call Resolution*

*Service Level Agreements*

*Customer Service Survey Results*



## ***Enhance customer experience***

*Availability*

*Touchpoints*

*Communication*

# Requirements Elicitation



- Identifying and defining the “What”
- Needs vs Wants
- *How do you envision the tool being used?*
- *Walk me through the expected employee (customer) experience*
- Include process and technical considerations!

# Tools and Techniques



SURVEY



INTERVIEWS



PROCESS MAPS



CUSTOMER  
JOURNEY MAPS



CONTEXT  
DIAGRAM



# Requirements Workshops

# Requirement Examples



The system shall be available  
24/7.

# Requirement Examples



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An employee must be able to report an issue.



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A Technical Support Analyst must be able to view reported issues.

# Requirement Examples



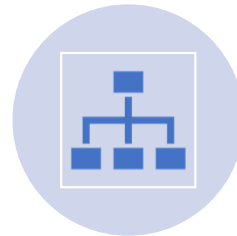
The system shall be available 24/7.



An employee must be able to report an issue.



A Technical Support Analyst must be able to view reported issues.



Management must be able to create reports.

The Problem/  
Opportunity:  
Challenge

*“We need a user-friendly solution  
to report issues to Technical  
Support.”*

## The Challenge: Defined and Refined

- *We need a solution that will allow our employees to report, view, manage, and track technical support issues and requests.*
- *Employees must be able to report issues and submit requests via phone, desktop, laptop, and mobile devices.*
- *The solution must be available 24/7.*
- *The solution must have reporting capabilities to track inventory, status, and assignments.*

Value is realized when we deliver a solution that meets our customers' needs and expectations.

Defining those needs accurately and thoroughly is critical!

Final Thoughts



Q&A



Good Luck and Thank You!