

**Problem/Opportunity:  
Using Business Analysis in  
Library Technology Projects**



**Code4Lib YEG 2019  
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# Outline

- What is business analysis?
- How is it useful for library technology projects?

**1.**

**What is business analysis?**



How the customer explained it



How the Project Leader understood it



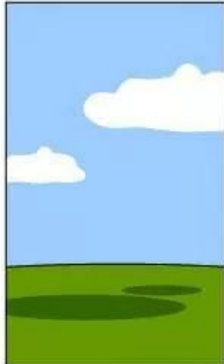
How the Analyst designed it



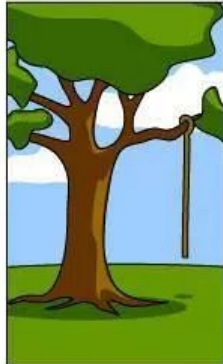
How the Programmer wrote it



How the Business Consultant described it



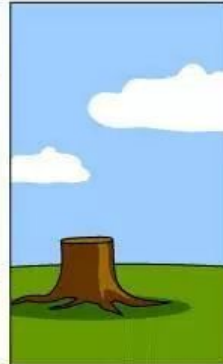
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed



*Business Analysis is the practice of **enabling change** in an organizational context, by **defining needs** and **recommending solutions** that deliver value to stakeholders*

-Business Analysis Body of Knowledge (BABOK)



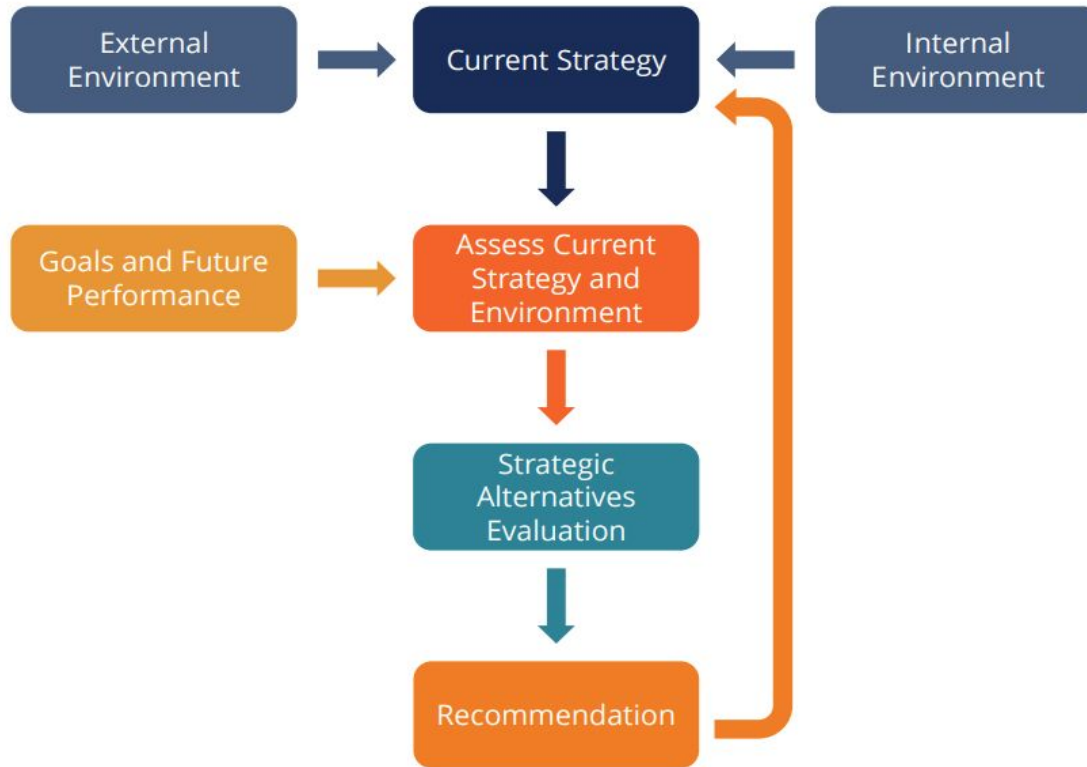
# Business Analysis in Brief...

- 4-frame model: people, processes, information, technology
- Distinct from project management, systems analysis, development/engineering, U/X etc. but overlaps with all
- Requires that problems/opportunities be clearly defined **before** a project starts
- Helps avoid “solution bias” and making assumptions
- Helps ensure that the *right* solutions are implemented for the organization, users, etc.

# Key Terms

- **Solution:** A specific way of satisfying one or more needs in a context
- **Design:** A usable representation of a solution
- **Need:** A problem or opportunity of strategic or tactical importance to be addressed
- **Requirement:** A usable representation of a need
- **Change:** The act of transformation in response to a need
- **Risk:** the effect of uncertainty on the value of a change, a solution, or the enterprise
- **Stakeholder:** A group or individual with a relationship to the change, the need, or the solution.

From BABOK Glossary: <https://www.iiba.org/standards-and-resources/glossary/>

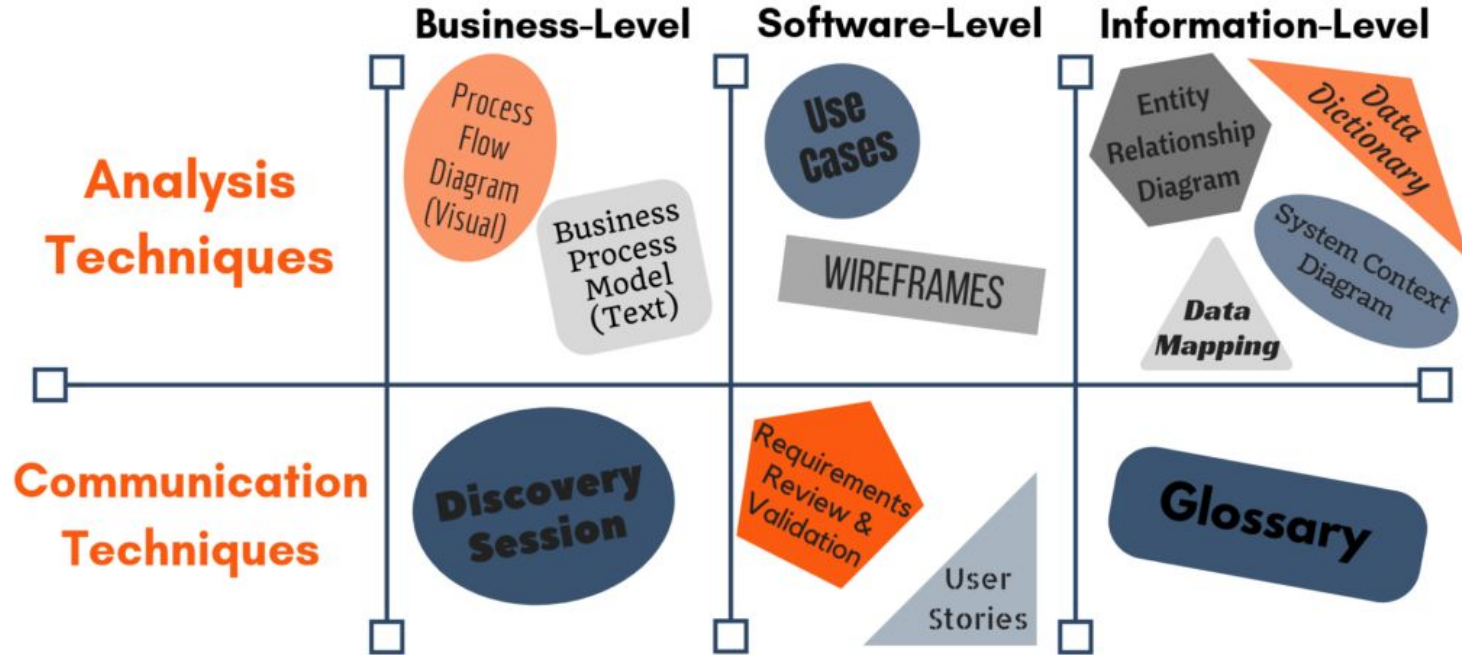


<https://corporatefinanceinstitute.com/resources/knowledge/strategy/strategic-analysis>





# The Business Analyst Blueprint®



<https://www.bridging-the-gap.com/business-analyst-skills-important/>

# Business Analysis vs. Project Management



- Complementary roles but some key differences...
- BA focus: *building* the solution. PM focus: *delivering* the project on budget, on time, etc. Ideally, projects would have both roles
- PM is more about the “project” whereas BA is more about the “product”
- BA can typically start much earlier (identifying needs, defining the problem/opportunity, planning, gathering requirements, designing prototypes, etc.)

**2.**

**How is business analysis useful  
in library technology work?**

**Help Ensure  
Everyone is on the  
Same Page**

**Avoid the Solution  
Bias Swamp!**

# **Consider Problems From All Angles**

# **Design Better Solutions**

# **Build for Sustainability**



**Help Ensure  
Changes Are  
Successful**

# **Focus on Strategic Outcomes**

# Business Analysis Education



UofA Faculty of Extension Business Analysis Program:

- Business and Strategy Analysis
- Requirements Elicitation and Management Analyzing People, Processes, and Information
- Communication Success Factors
- Solution Design, and Quality Assurance
- Solution Deployment and Evaluation
- Elective courses (choose one): Project Management Essentials  
Managing Organizational Change Business Analytics for  
Managers Leadership Fundamentals

# Thanks!



## **Any questions?**

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- Presentation template by SlidesCarnival
- Photographs by Unsplash