

Can Designer's and Business Analyst's work together to 'ensure the customer's voice' is heard?

The Stand

To ensure things are fluid and everything is covered for the end user, designers and business analysts **both** need to be involved in all stages of the life cycle. Designers bring the different perspectives together while the business analyst is the voice of the business.

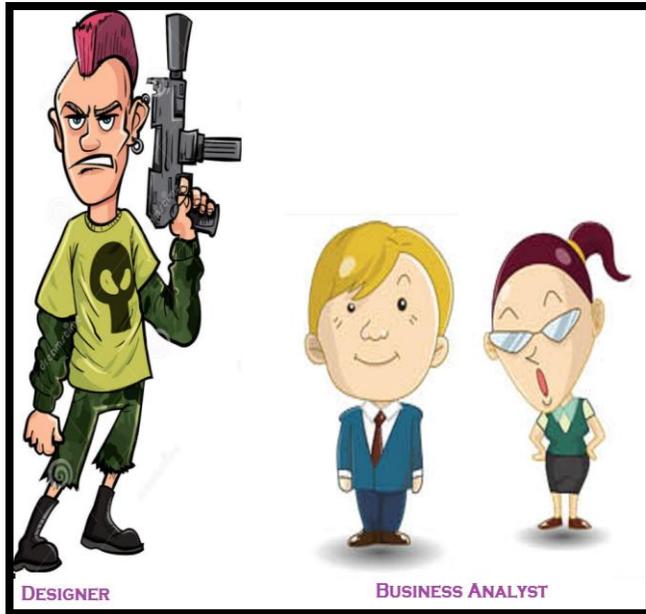
Discussion Points/Titbits

We have just had to restart a \$7 billion dollar project from scratch as the business analyst team were given the service design at a late stage. The business design team spoke directly to the customer to ensure their voice was heard, but it didn't work. When the requirements were gathered it was discovered that the design had to be redone and the project started from scratch. This time the project has both teams working together at the same time and co-located.

There are many types of end users to understand, we need both groups to ensure the customer voice is heard.

In some cases anyone can be a customer. E.g.: Everyone has a driver's licence. Our designers introduced persona's which was very effective. This helped our team get a vision on the nature of our customer.





Designers are a different type of personality – they are sexy looking and have shaved heads, pink hair and piecing's, then you look at the business analyst group gathered here today, we are just different types.

The skill set and approach are different but there is a lot of overlap in the two roles.

Each set of skills strengthen the other.

Designers can draw better than us they do a sexy picture on an A3 piece of paper to represent their design while the business analyst will have a 40 page document.

Executive boards love service designers they understand their pictures.

Executives have been sold on a designer's ideas but have lost millions because they didn't work.

Talking about customers in projects – the end users should be freed up from their daily work when a project starts. They can come in at the start while the designer is designing and the business analyst is defining the requirements. This would help the project team understand and meet the needs of the customer.

The business analyst records the amount of information and what data the customer wishes to record the designer determines how that information would be entered. E.g. We'll need 10 tabs which collapse down to record that amount of data.

Requirements can be a constraint on the design.

Designers need business analysts.

Disciplines

Designer

About experimentation – determining what works and what doesn't.

Researches latest trends.

Communicates with stakeholders.

Looks at the framework – what to use eg: what UI should look like.

Blue sky.

How are we doing this?

Finding a solution.

Customer journey, points of pain, points of design

Looks at conceptual.

Provides different views – more emotional.

Looks at pattern of usage.

What is the future likely to be – is it scalable – what's going to happen next.

Does cold calling about products and services.

Blueprint.

Business Analyst

Refines things so that they can be implemented by developers.

Does the modelling.

Liaison between users, stakeholders and developers.

Extracts the details.

Nuts and bolts.

Why are we doing this?

Solution agnostic.

Customer journey, points of pain, opportunities for improvement.

Understands the business.

Looks for gaps

Looks at what is required now and what is likely to happen in the future.

Business analysts and designers can work together but they don't always know where the line is and the roles overlap, though they shouldn't worry about territory. The roles are very similar and when they overlap it provides opportunities on both sides and they can become more effective and efficient.

The business analyst's role is changing and their job title is evolving. In a smaller shop a business analyst would be performing both roles. If the business analyst has the right level of skill they can jump into either role.

All job titles are changing and roles are evolving, ten years ago developers were talking directly to the customers to understand what they wanted. They now have two or three points of separation from the customer.

In New Zealand we can't always follow what is described by BABOK as a lot of the information comes from North America. This has a narrow view and doesn't work in New Zealand. New Zealand has to be more generalised. It comes down to determining who will write something up as we don't always have a pool of people or money to do everything. New Zealand has that number eight wire mentality to get things done.

The Conclusion



The designer is like the Architect with all the ideas and the customer notices the end result of their work while the business analyst is the builder working on the detail, ensuring the designer's vision is delivered and meets the customer's requirements. To ensure the voice of the customer is heard both should be involved throughout the course of a project.



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