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Agency + Business



Agile business analysis For Drupal agencies

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What's this session about?



The Business ecosystem around Drupal is changing. Best practice is emerging. Being a leader in the technology itself is no longer enough to differentiate your business from all the other digital agencies competing for a slice of the pie. We need to master the art and science of Business analysis to ensure we're delivering the best value for our clients.

Description

Business analysts seek to understand and articulate the real need for a project, and then explore available options. We often assume Drupal is the solution, even before we've really understood the needs we are addressing.

This interactive workshop will explore the core concepts of Business Analysis and apply them to the process of gathering requirements for Drupal based projects. Developing an understanding of the complex relationships between the context, stakeholders, needs, solutions, value, and change required for the project ahead is the key to delivering the right work, at the right time.



I want candy
by [Pankaj
Kaushal](#) on
Flickr



Three Things

I want candy
by [Pankaj
Kaushal](#) on
Flickr

The background of the entire image is a close-up, slightly blurred photograph of numerous colorful, round candies in shades of pink, purple, orange, yellow, and green. Overlaid on this background are three black arrow-shaped boxes pointing to the right, each containing white text.

5 Whys

6 Concepts

12 Principles

Hello!

Donna Benjamin

Project Lead and
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5

The Five Whys

Need to go to the hardware store?

Why?



1 buy
a drill

Why?



2 make
a hole

Why?



3 connect
a cable

Why?



4 link to
internet

Why?



5 solve
bad wifi

The Five Whys

Creative Commons Icons from the Noun Project

Drill by Andrejs Kirma Mouse Hole by Sergey Demushkin Cable by Amy Schwartz

Internet by Vectors Market Wifi by Baboon designs Not allowed by Adnen Kadri

Drill analogy diagram by Kattekrab - CC-BY-SA

IIBA Core Concept Model



The Agile Manifesto

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

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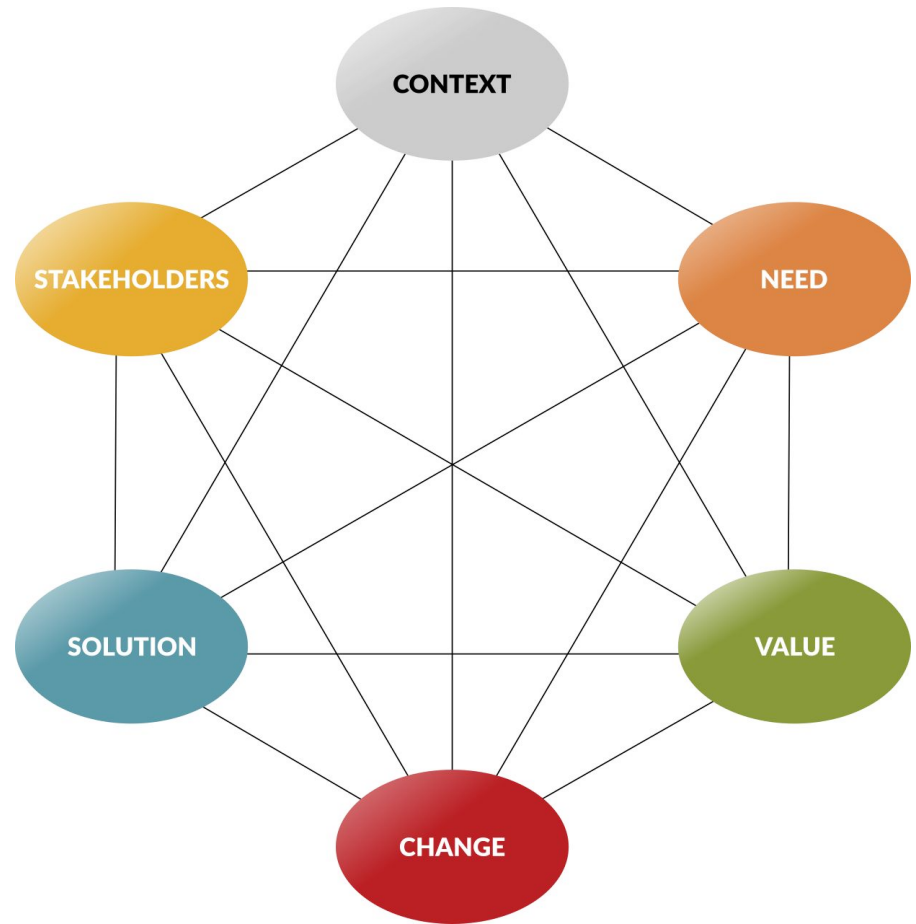
That is, while there is value in the items on the right, we value the items on the left more.

12 Principles of Agile

<http://agilemanifesto.org/principles.html>



IIBA Core Concept Model



How might we apply each of these six concepts to gathering requirements for Drupal projects?



context



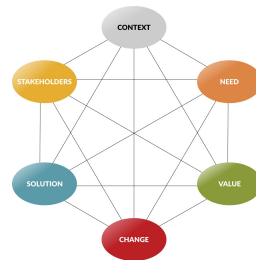
stakeholders



needs



solutions

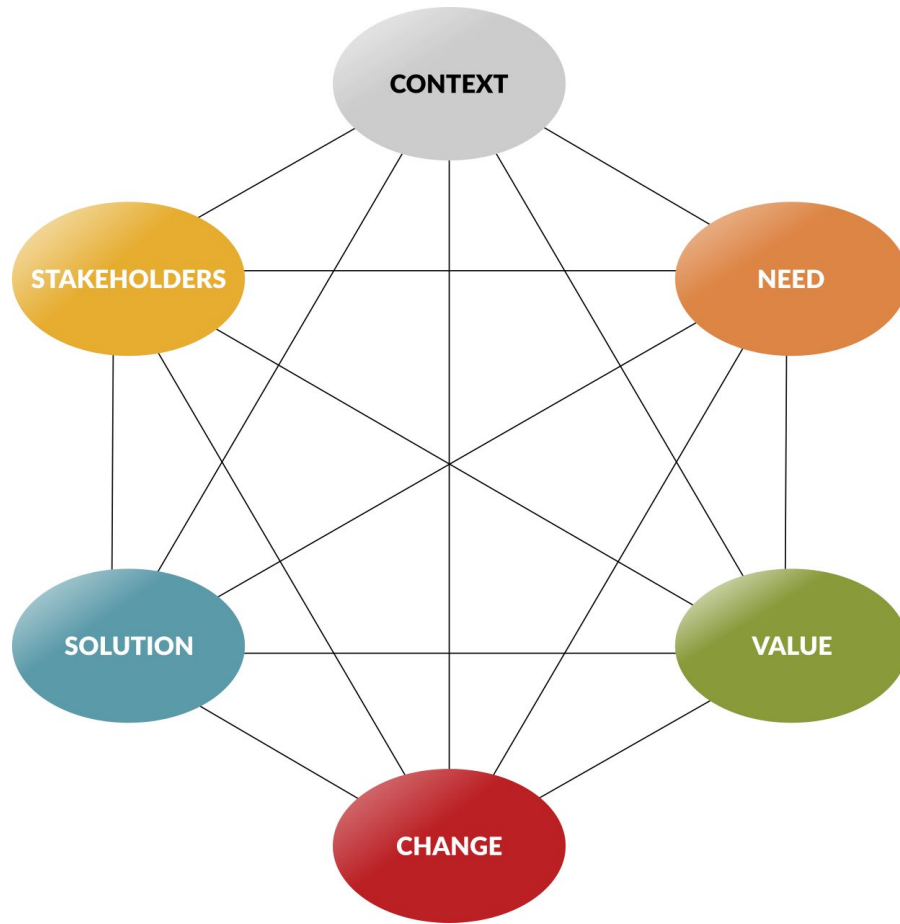


value



change





Report back

References

- IIBA - Core Concept Model
<http://www.iiba.org/ba-connect/2012/november/baccm-overview-core-concepts-business-analysis.aspx>
- Toyota and the 5 Whys
https://www.toyota-global.com/company/toyota_traditions/quality/mar_apr_2006.html
- Agile manifesto
<http://agilemanifesto.org/>
- 12 Principles of Agile
<https://medium.com/sv-blog/12-agile-principles-in-12-sprints-deep-dive-into-agile-manifesto-2eb020f32d4a>
- Agile Business Analysis
<http://agilemodeling.com/essays/businessAnalysts.htm>

Become a Drupal contributor Friday from 9am

- First timers workshop
- Mentored contribution
- General contribution