Transforming Business Analysis - A Service Journey
Friday 19th & 25th November 2021
(Strawman Service Definition for Exercise 2)

Consolidated Group Discussion Outputs
(Defining a BA Service)

"What is your service proposition in a requirements definition and managment?
- How do you define it?
- How do you make it meaningful so that it can be understood by others?

Service Name: Requirement Definition and Management

Who are the beneficiaries?

Business owners | Product Owners/ Managers | End Users | Solution Architects | Developers | Subject Matter Experts
Customers | Suppliers | Partners | Enterprise Architects | BAs
Business unit managers | Project Managers | Service managers | Legal and compliance | Sponsors | Testers

What are the performance expectations? (CSFs & KPIs)

(CSFs): High quality requirements | Continuous improvement of requirements standards | Customer satisfaction | Highly skilled, engaged and empathetic BAs | Feedback and validation of requirements | Requirements in alignment with strategic priorities

(KPIs): % requirements that are testable/ traceable | # projects delayed due to RE service delivery | # of requirements defects | % of requirements aligned with standard | # of professionally trained and competent BAs | % of requirements not aligned to business case outcomes | # of updates to requirements standard per year | % of customers that state the RE service as highly performing within a feedback survey | % of requirements peer reviewed | % of requirements delivered in line with Service Level Agreement (SLA) | # of change requests/queries against requirements | Tangible outcomes i.e. service widely applied to change initiatives | % of BAs working in alignment with requirements standard

What outcomes are expected?

Accurate & precise requirements | Clear and common understanding of the value of requirements | Requirements that solve the business problem | Requirements aligned with the business case | Timely delivery | Brand protection/ enhancement | Regulatory compliance
Business benefits | Deeper understanding of service proposition | Enablement of business decisions | Strategic alignment/ clear scope and agreement on priorities | Increased confidence in requirements, solutions and services | Improved user and customer experience | Minimum Viable Product (MVP)

What outputs are expected?

User stories | Use Cases | Data Model | Process Model | Glossary | Acceptance criteria
Business Rules | Personas | Wireframes | Prototypes | Approved requirements | Product Backlog
Business Requirements Document (BRD) | Sprint plans | Context diagrams | Aproved requirements | Task plans | Resource tracing
Functional/ NFRs | Acceptance criteria | Benefits dependency network | Rich picture | Prioritised requirements

How will you convey this service to others?

Through active communication of the work | Through describing the service value proposition | Easy to understand presentations - tech and business | Web page/ intranet | Podcast | Change catalogue
Brochure | Phased comms strategy | Published ToR | Project/ programme boards | Networking lunch and learn | Roadshow with case studies

How will you support understanding of this service by others?

Introduction to BA services intranet page | Internal presentations | Short introductory video | Explain offering at all stages | Give examples/ lessons learned
Find internal champions in your service/area/dept | Manage expectations - what we don't do | Give the bigger picture/portfolio view | share good news/ achievements