



Business Analysis & The Service Design Toolkit

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BUSINESS ANALYSIS
Fourth edition
Debra Paul and James Cadle



BUSINESS ANALYSIS TECHNIQUES

123 essential tools for success
Third edition

James Cadle, Debra Paul, Jonathan Hunsley,
Adrian Reed, David Beckham
and Paul Turner



HOW TO BECOME AN A4Q CERTIFIED SERVICE DESIGNER

3 MANDATORY MODULES



PLUS 1 ELECTIVE MODULE



SD A4Q Certified Service Designer



BA BREW
Assist Knowledge Development

- 1) What is Business Service Design?**
- 2) What tools are in the Business Service Design toolkit?**
- 3) What is the link between Business Service Design and Business Analysis?**

What is Business Service Design?

Customer Experience

Business Acumen



Systems thinking



Service thinking



Design thinking



Lean thinking

© Assist Knowledge Development

‘The holistic organization and configuration of people, processes and technology to define value propositions and deliver offerings made possible by the capabilities of digital technologies’

(Ross et al, Designed for Digital, 2019)

- Perspective / Worldview Analysis
- POPIT™
- Business System Diamond
- Business Model Canvas



Systems thinking



Service thinking

- Value Stream Analysis
- Value Proposition Analysis
- Customer Journey Map



Design thinking



Lean thinking

- Empathy Map
- Service Safari
- Prototyping
- Personas
- Assumption reversal

- SIPOC
- TIMWOODS
- PDCA/PDSA
- Quality Assurance & Control

Many other Business Service Design tools & techniques exist



Case Study Introduction

Business Analysis Manager Forum



- Established 2009
- Strong history of thought leadership in Business Analysis
- Networking opportunities, workshops and presentations for Business Analyst Managers & Senior Business Analysts
 - Face to face events pre pandemic
 - Virtual events during pandemic
- Actively develops industry standards and qualifications
 - Expert BA Award
 - Advanced International Diploma in Business Analysis
 - BA Apprenticeship

The case study is real. Any similarity to actual forums or actual events, is purely intentional



Exercise One

Complete the sentence

'The BAMF exists in order to...'

For the following

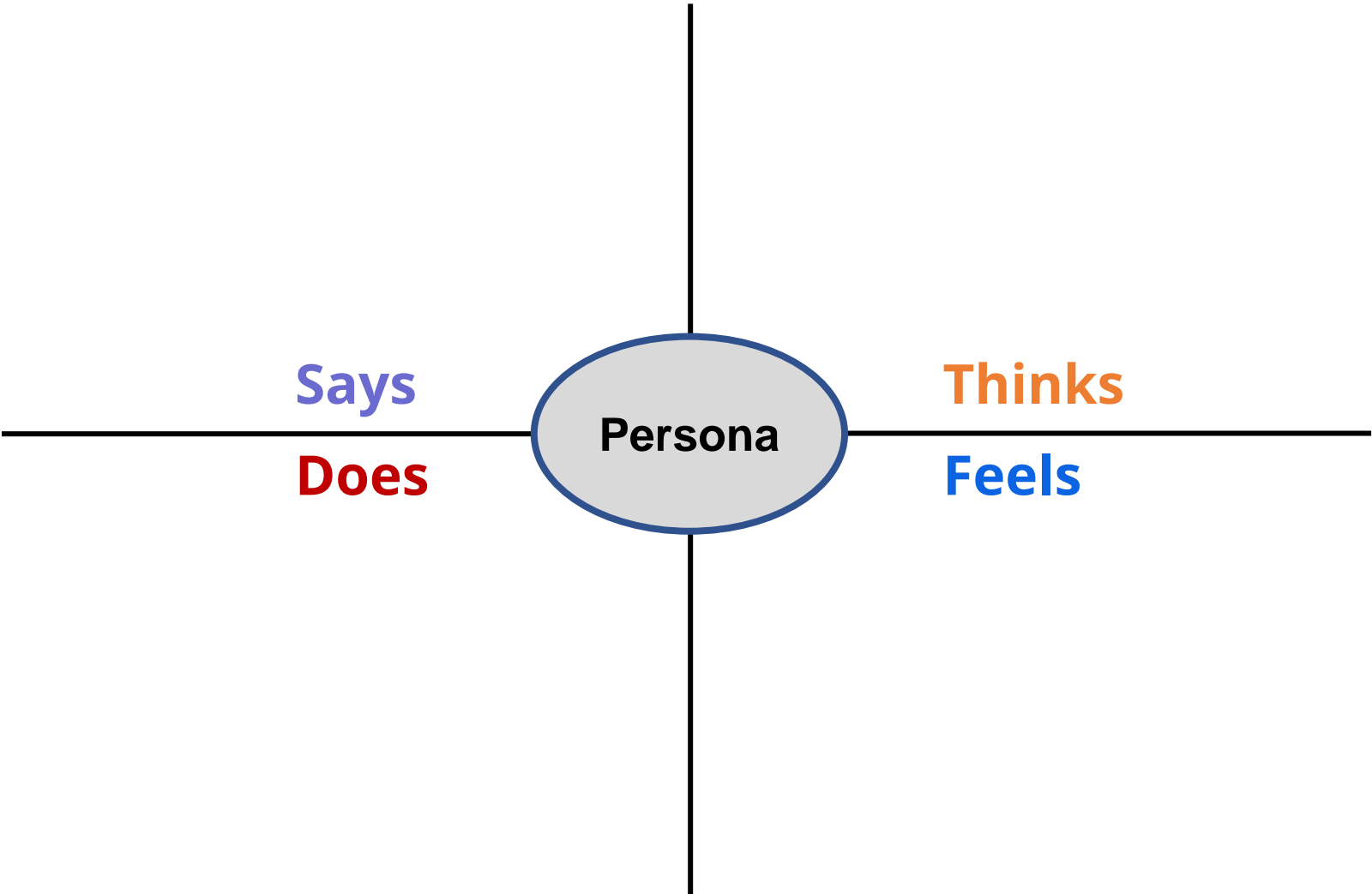
- Established BA Manager
- Senior BA Practitioner
- Business Architect
- New entrant to the BA profession
- Business change leader
- BA looking to develop their skills / qualifications
- Business Service Designer

Feel free to add other individuals/roles not listed

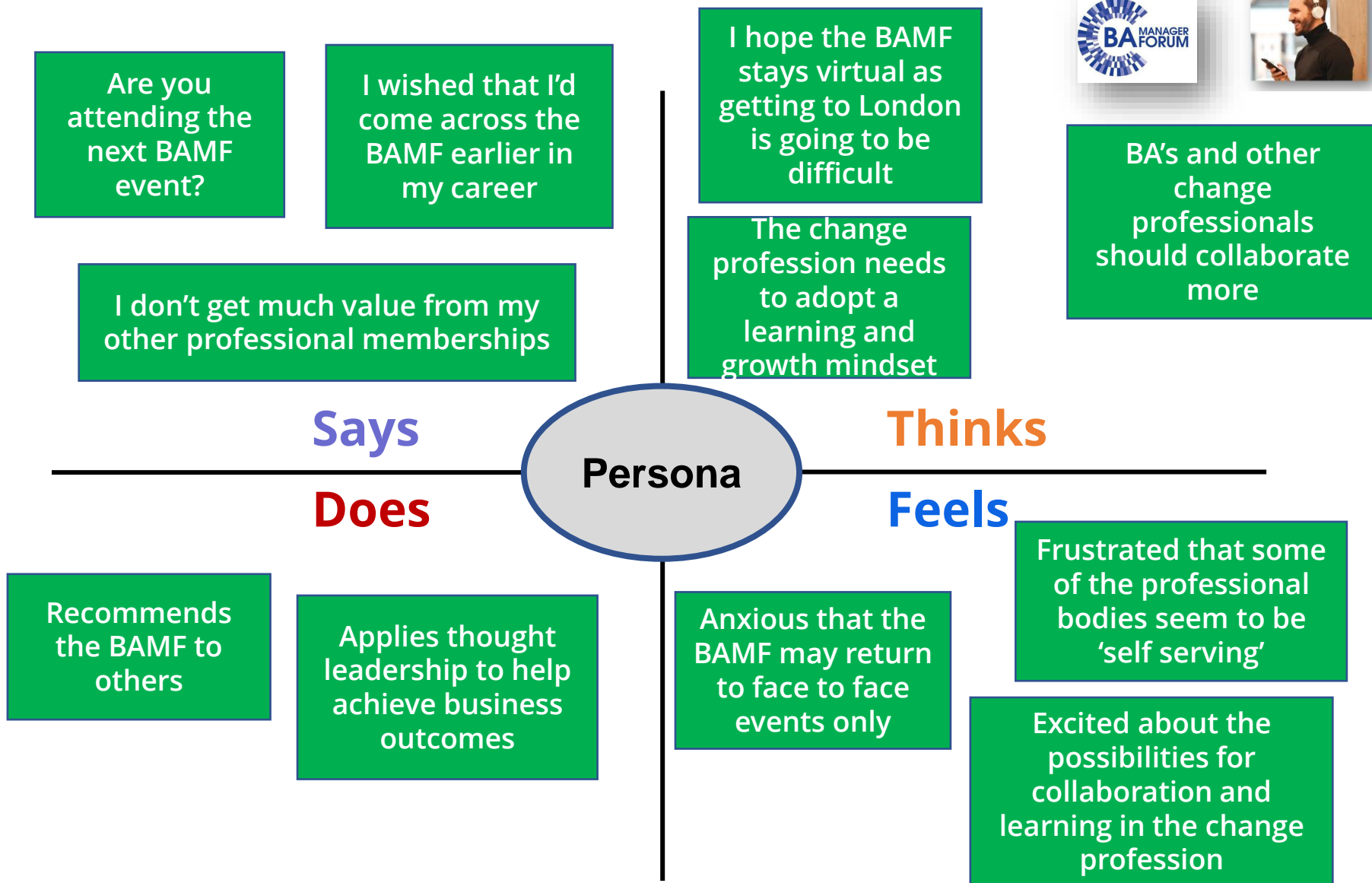
EXAMPLE PERSONAS



Name	Alex	Albert
Occupation	Business Analysis Manager	Senior Business Analyst
Age	38	42
Perspective	The BAMF exists to help me meet likeminded people and learn new ideas	The BAMF exists to increase knowledge sharing and collaboration within the change professions
BAMF History & Goals	<ul style="list-style-type: none"> Committed member both pre and post pandemic Main goals are networking and gaining access to thought leadership 	<ul style="list-style-type: none"> Joined during the pandemic Main goal is to engage in knowledge sharing. Also interested in collaborating with other change disciplines
Character Description	<ul style="list-style-type: none"> Vibrant and outgoing 	<ul style="list-style-type: none"> Entrepreneurial and energetic
Engagement Preference(s)	<ul style="list-style-type: none"> Blogs, podcasts Face to face & virtual events 	<ul style="list-style-type: none"> Virtual events Newsletters

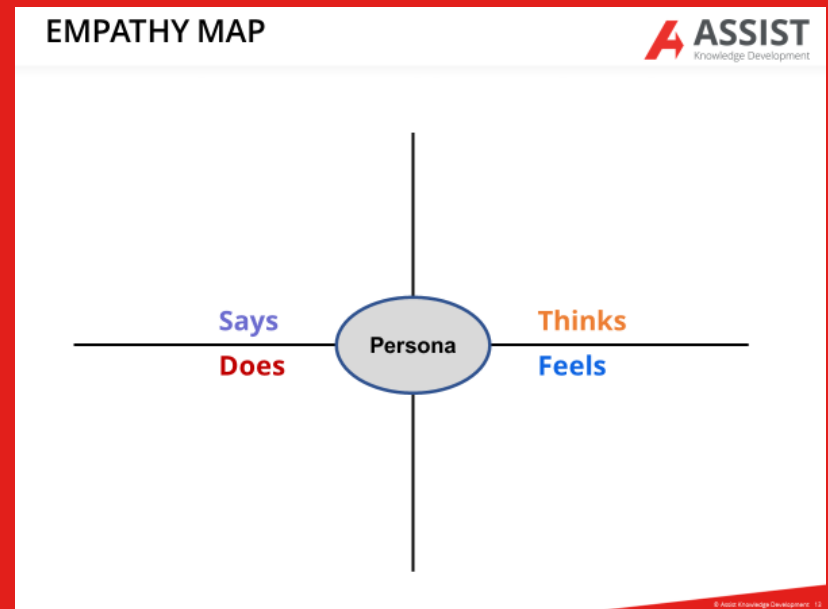


EXAMPLE EMPATHY MAP (ALBERT)

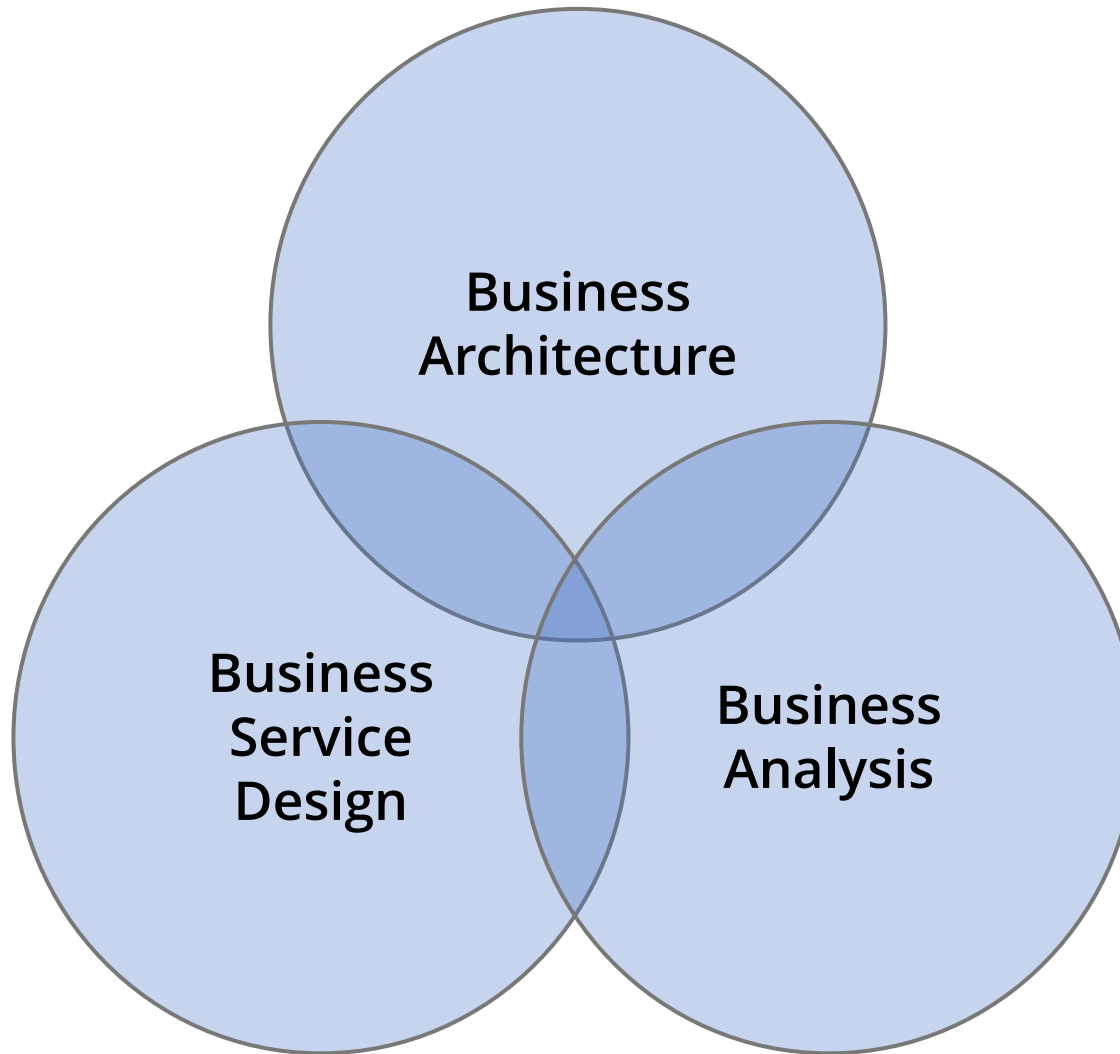


Exercise Two

Create an empathy map for an imaginary BAMF persona or for one of the perspectives identified earlier



What is the Link Between Business Service Design & Business Analysis?



WHY?

WHAT?

HOW?

WHEN?

WHO?

WHERE?



Source: Paul 2018, © Debra Paul

THANK YOU



thank
you



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