



By - Lynda Girvan (lynda.girvan@assistkd.com)

## 'Putting the BA into BAcKlog'



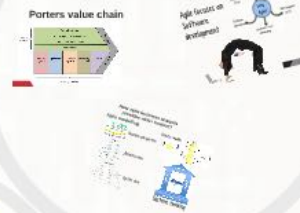
## Product Backlog

## Agile in the business context

## Applying agile techniques

Software processes don't kill projects, people do

## Agile in the business context



What is Agile?  
What is Agile Business Analysis?



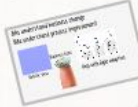
Interactions and individuals  
over  
processes and tools

"We're being agile because we're following SCRUM."



"we're agile  
because we do  
daily stand ups"

"We don't need documentation, we're being Agile"



BRs help put the BR into backlog because:



Have the time to apply and refine techniques.



Not just a



business



focus on Apple.



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# What is Agile Business Analysis?

- # What is Agile?
- Lightweight software development approach
  - Evolved in mid 90s as a reaction to failings of more heavyweight methods
  - Became popular following agile manifesto in Feb 2001
  - Now a set of principles and values

- Adopt and apply agile thinking & principles into their BA work

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- Provide 'just enough' detail
- Facilitate collaboration amongst stakeholders

'Right thing is done'

# What is Agile?



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# What is an Agile BA?



Someone who can:

- Adopt and apply agile thinking & principles into their BA work

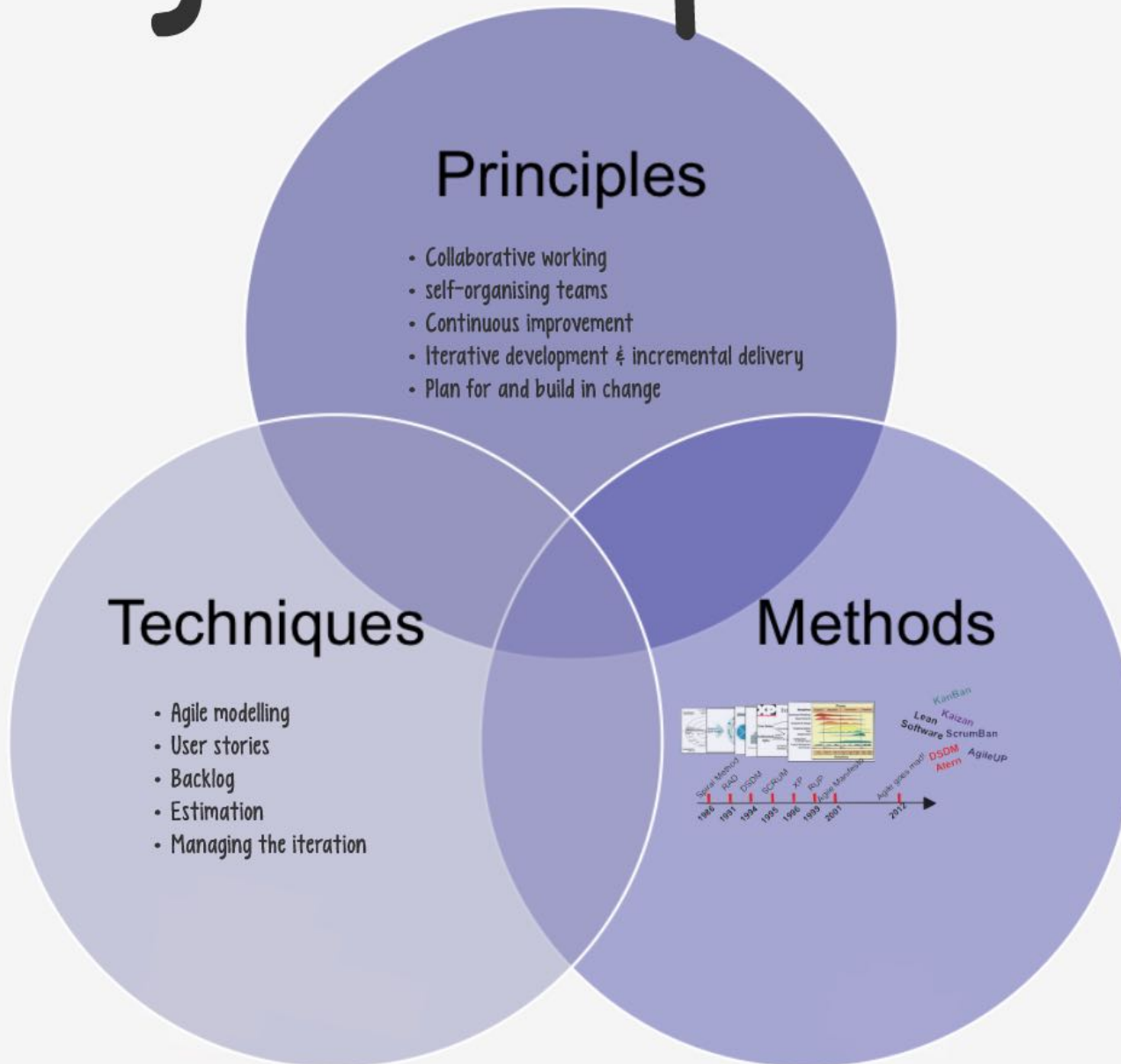


- Provide 'just enough' detail
- facilitate collaboration amongst stakeholders



'Right thing is done'  
and  
'Thing is done right'

# Agile Components



# Principles

- Collaborative working
- self-organising teams
- Continuous improvement
- Iterative development & incremental delivery
- Plan for and build in change



# Methods



Spiral Method  
RAD  
DSDM  
SCRUM  
XP  
RUP  
Agile Manifesto

1986  
1991  
1994  
1995  
1996  
1999  
2001

Agile goes mad!  
2012

KanBan  
Lean  
Software  
Kaizan  
ScrumBan  
DSDM  
Atern  
AgileUP

# Techniques

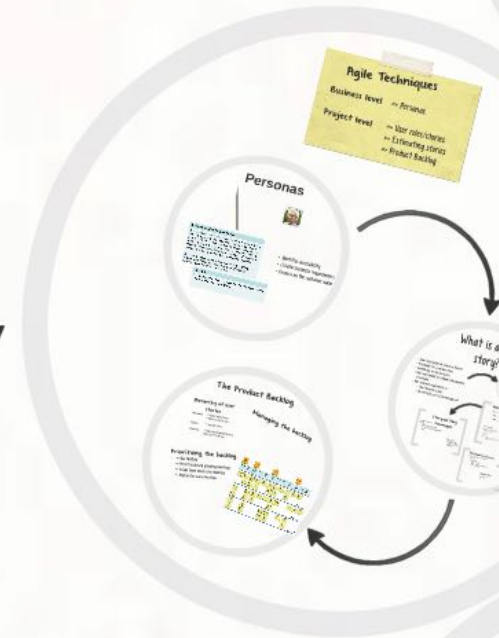
- Agile modelling
- User stories
- Backlog
- Estimation
- Managing the iteration

# Product Backlog

Agile in the  
business context

Applying agile  
techniques

Software  
processes don't  
kill projects,  
people do



"we're being  
because we're  
following SC

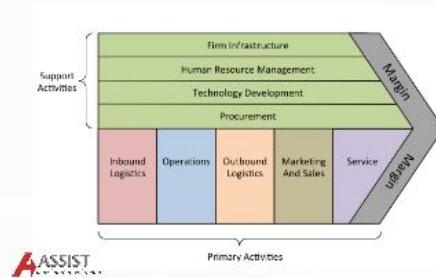
Backlog

Agile in the  
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# Agile in the business context

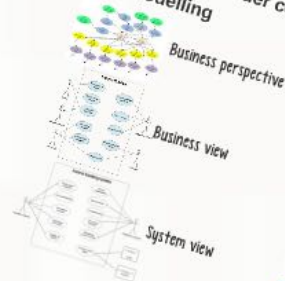
Porters value chain



Agile focuses on  
Software  
development



How agile business analysis  
provides wider context?  
Agile modelling



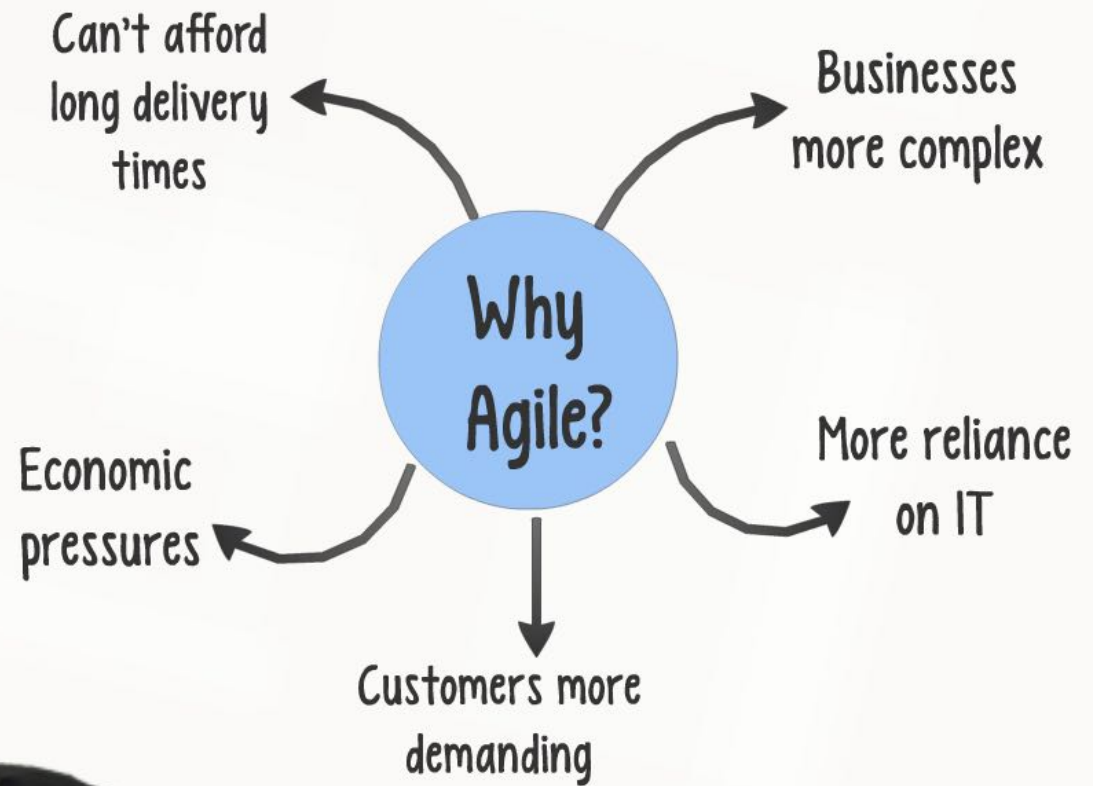
Process models



## Agile Techniques

- Business level => Personas
- Project level
  - => User roles/stories
  - => Estimating stories
  - => Product Backlog

# Agile focuses on Software development



# Agile manifesto says:

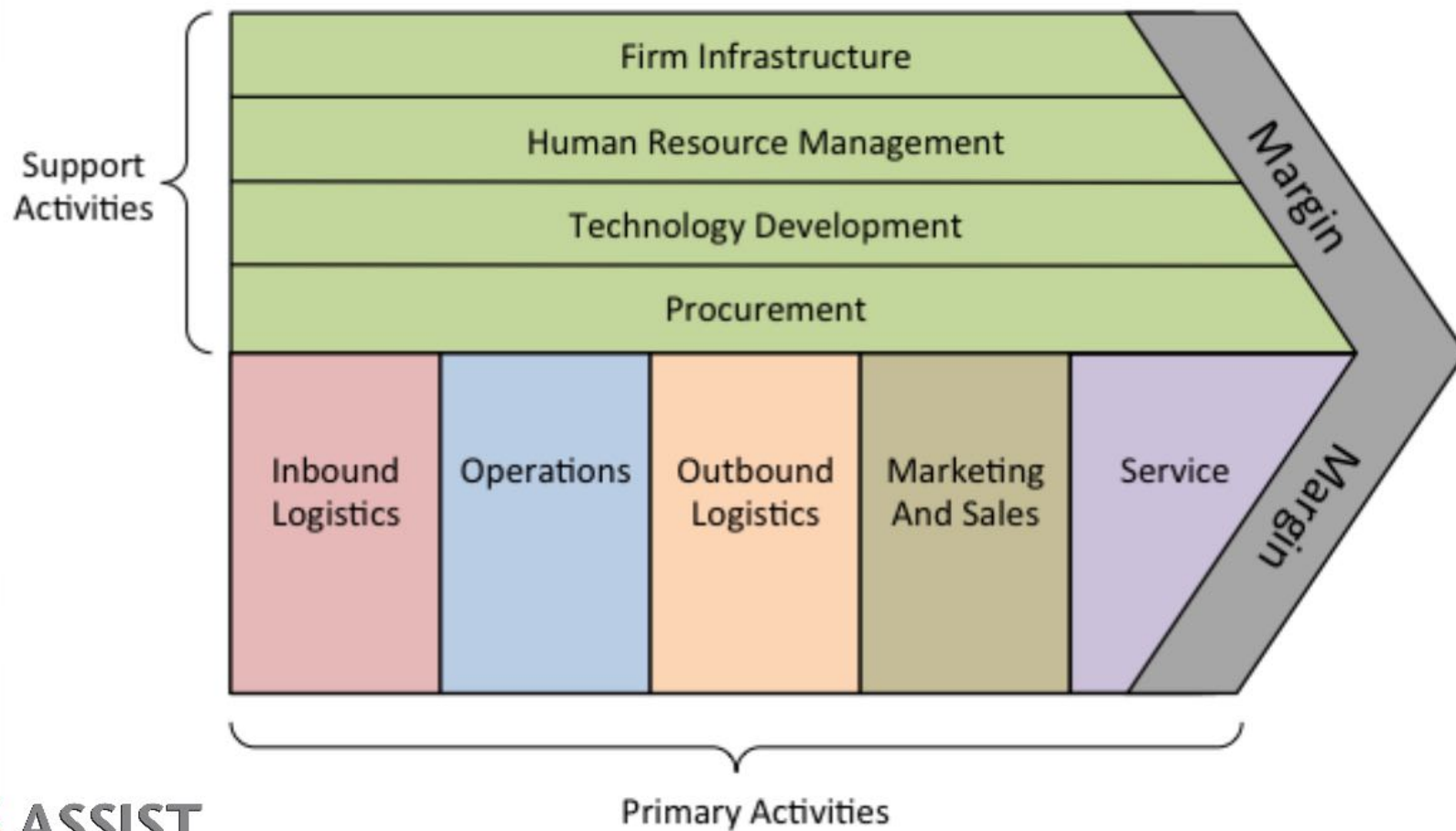
Individuals and interaction over processes and tools

Value to customer  
~~Working software~~ over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan

# Porters value chain





# How agile business analysis provides wider context?

## Agile modelling

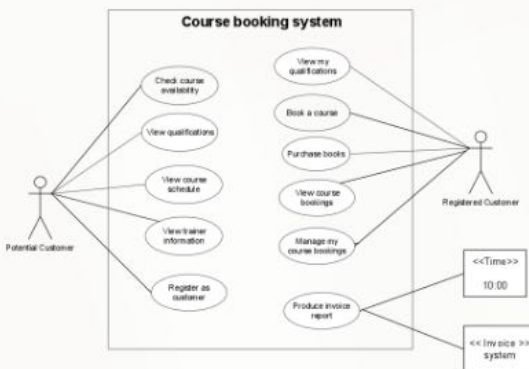
### Business perspective



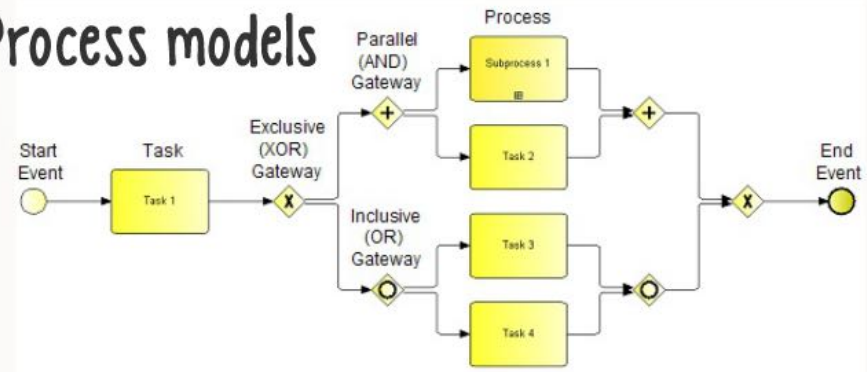
### Business view

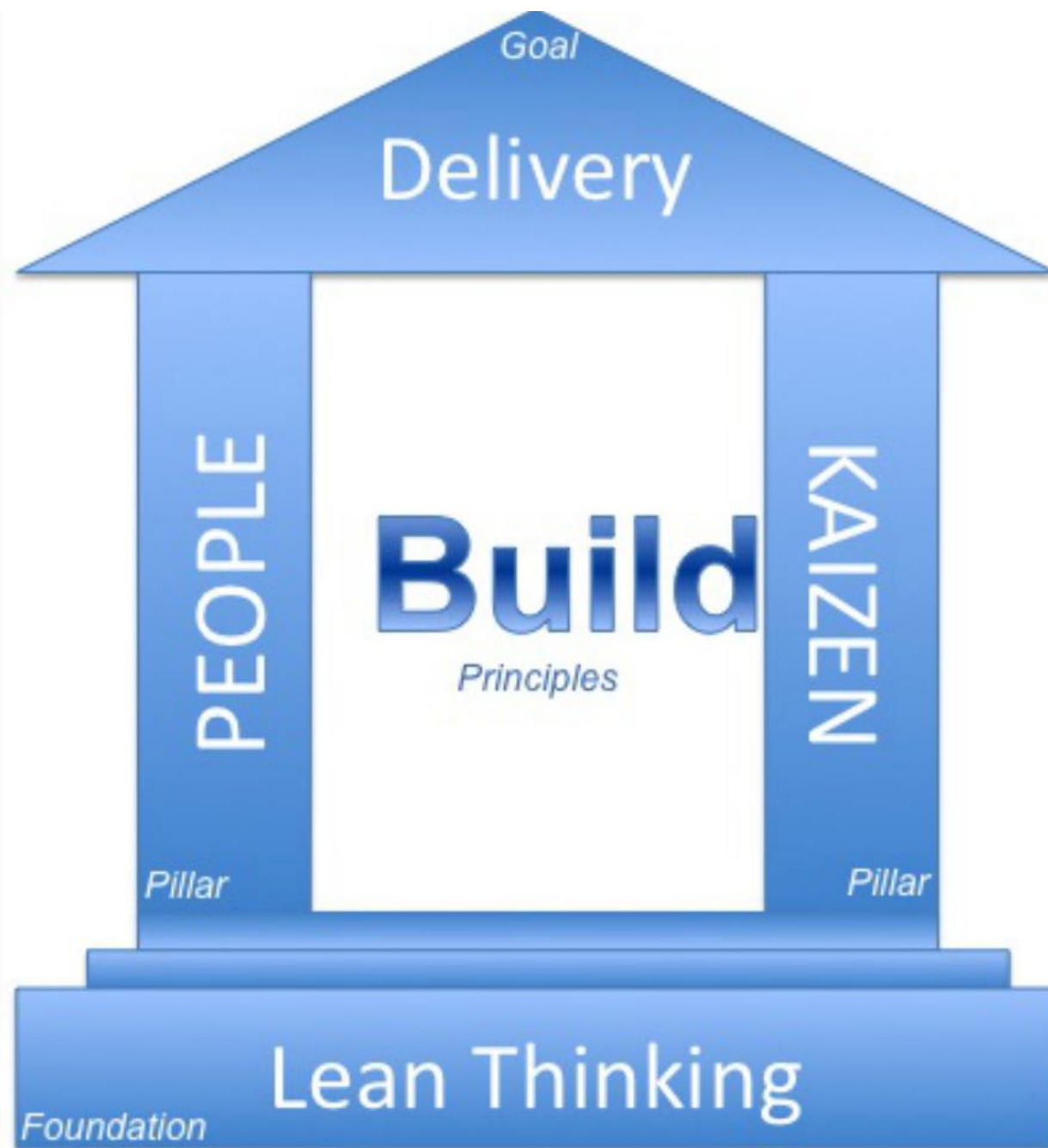


### System view



### Process models





# Systems thinking



**Applying agile  
techniques**

## Agile Techniques

Business level => Personas

Project level  
=> User roles/stories  
=> Estimating stories  
=> Product Backlog

### Personas



#### Scenario - Agile Learning Centre

Agile Learning Centre (ALC) is a new online learning platform for business professionals. It allows users to access a variety of courses, including business development, project management, and leadership training. ALC has been designed to be user-friendly and easy to use, with a focus on providing a high-quality learning experience.

#### Persona

John Doe, 35, Marketing Manager at ABC Company. He is a busy professional who needs to stay up-to-date on the latest marketing trends and techniques. He is looking for a platform that can provide him with relevant content and allow him to track his progress.

- Identifies accessibility
- Creates business requirements
- Focuses on the customer value

### What is a user story?

- Short description of a need or feature
- Placeholder for a conversation
- Written by or for end users
- Used to capture the requirements of software
- Not a formal requirement as:
  - Short, concise and
  - do not form part of formal sign-off

3C's

- Card
- Conversation
- Confirmation

User story format

As a [role]

I want to [feature]

so that I can [benefit]

Acceptance criteria

Priority

Created by

Created on

Updated on

Updated by

Updated on

Updated by

Updated on

Updated by

Updated on

Updated by

Updated on

Updated by

Updated on

Updated by

Updated on

Updated by

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### The Product Backlog

#### Hierarchy of user stories

- Vision
- Epics
- Features
- Stories

#### Managing the backlog

- Prioritise
- Refine
- Split
- Reorder

#### Prioritising the backlog

- Use MoSCoW
- Prioritise during planning meetings
- Split tasks into smaller tasks
- Reorder each iteration



Interactions and  
over



# Agile Techniques

**Business level**      => Personas

**Project level**      => User roles/stories  
=> Estimating stories  
=> Product Backlog

# Personas

## Persona – Charity shop worker

Beryl is retired and is a volunteer working in a charity shop 2 mornings a week. She sees the job as a way of getting out and meeting people. Her use of IT is minimal in that she uses a cash point machine but she doesn't have a computer at home. Beryl loves working in the shop but if new processes and IT get installed she may consider giving it up as she finds change stressful and can do without the bother at her age.



## Scenario – Agility Leisure Centre

Agility Leisure Centre (ALC) is a locally run leisure facility that has squash courts, badminton courts, a swimming pool and health complex as well as a fully equipped gym. It also offers lessons for local schools, a variety of fitness classes, clubs and children's parties. Some of the fitness classes are run by third parties who hire the facilities.

ALC has commissioned work for an on-line booking system to replace their manual process of making bookings over the phone or in person.

## The Task

In your groups identify 1-2 personas for the Agility Leisure centre on-line booking system.

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# Personas

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3C's

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- Short description of a need or feature
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- Written by, or for, end users
- Main instrument to influence development of software
- Not a formal requirement as:
  - Don't describe detail
  - do not form part of formal sign-off

# 3C's

- Card
- Confirmation
- Conversation



# User story format

As a ..... (role or actor) (who)

I want ..... (what capability or feature do they need)  
(What)

so that ..... (why is it of business value or benefit) (Why)

Book squash court

As a ALC member I want to bulk book recurring

Confirmations

Only ALC members and ALC staff can use this

# Book squash court

As a ALC member I want to bulk book recurring squash courts so that I don't waste my time making individual bookings

Priority - Should

Story points - 13

N.B ALC Manager says we must be able to provide a variety of recurrances (i.e. daily, weekly, monthly etc)

# Confirmations

---

Only ALC members and ALC staff can use this function

Any double bookings must be shown during bulk booking so that additional dates/courts can be selected or deselected.

# Story-writing techniques

- Identify 2-3 user roles
- For each:
  - Identify top level goal stories
  - decompose each user story into smaller stories

## The Task

You will be provided with a user role for the ALC scenario. In your groups, identify as many user stories for that role as you can within the 5 minute time box.



- Write for one user
- Write in active language
- Keep the user interface out
- Write closed stories; must have a meaningful end



# Story-writing technique

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# Estimating Stories

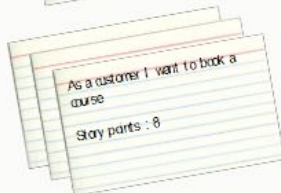
- Determines how many stories can be delivered in each iteration

## Methods of estimation

- Formal - from historical
- Expert - from experience and judgement
- Combination of above



= 37 story points on sprint backlog



= 24 story points completed

Team Velocity = 24 story points

## Planning Poker

- Hold a workshop
- Pick a story and discuss
- Each agile team member picks/writes estimate
- Estimates revealed together
- High and low estimates discussed
- Team settle on agreed estimate





# Estimating Stories

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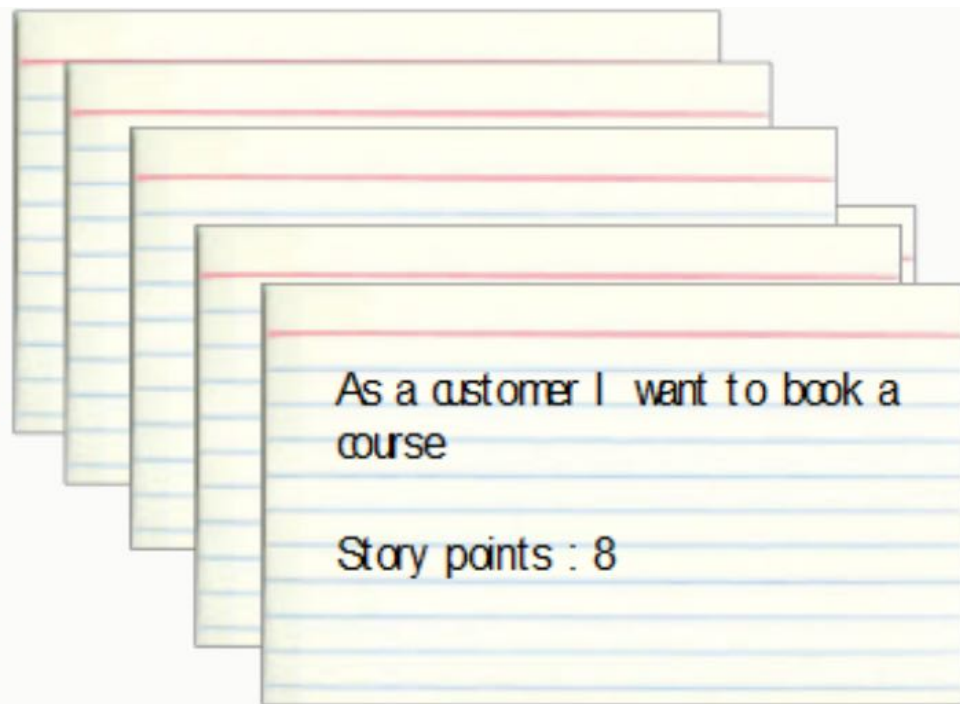
How many sweets  
are in this jar?



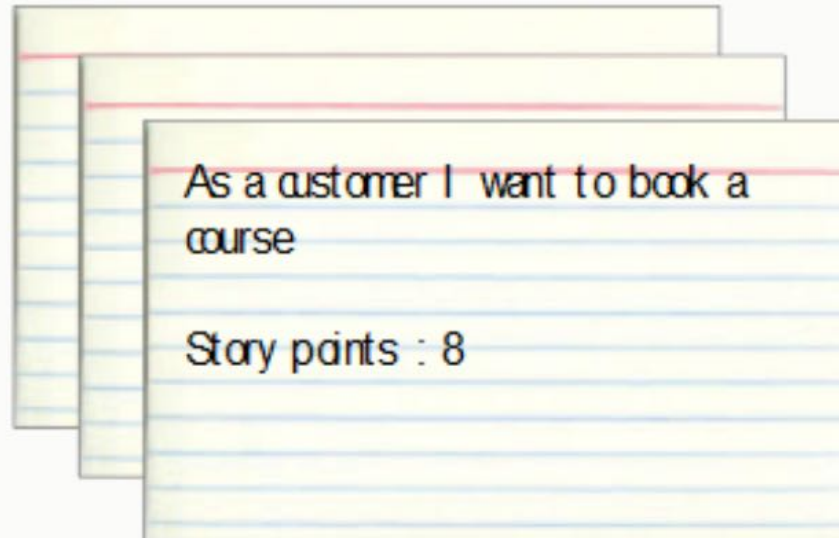
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**Team Velocity = 24 story points**



# The Product Backlog

hierarchy of user  
stories

- S => Group of related stories
- => Similar to needs or goals

Managing the b

Sprint



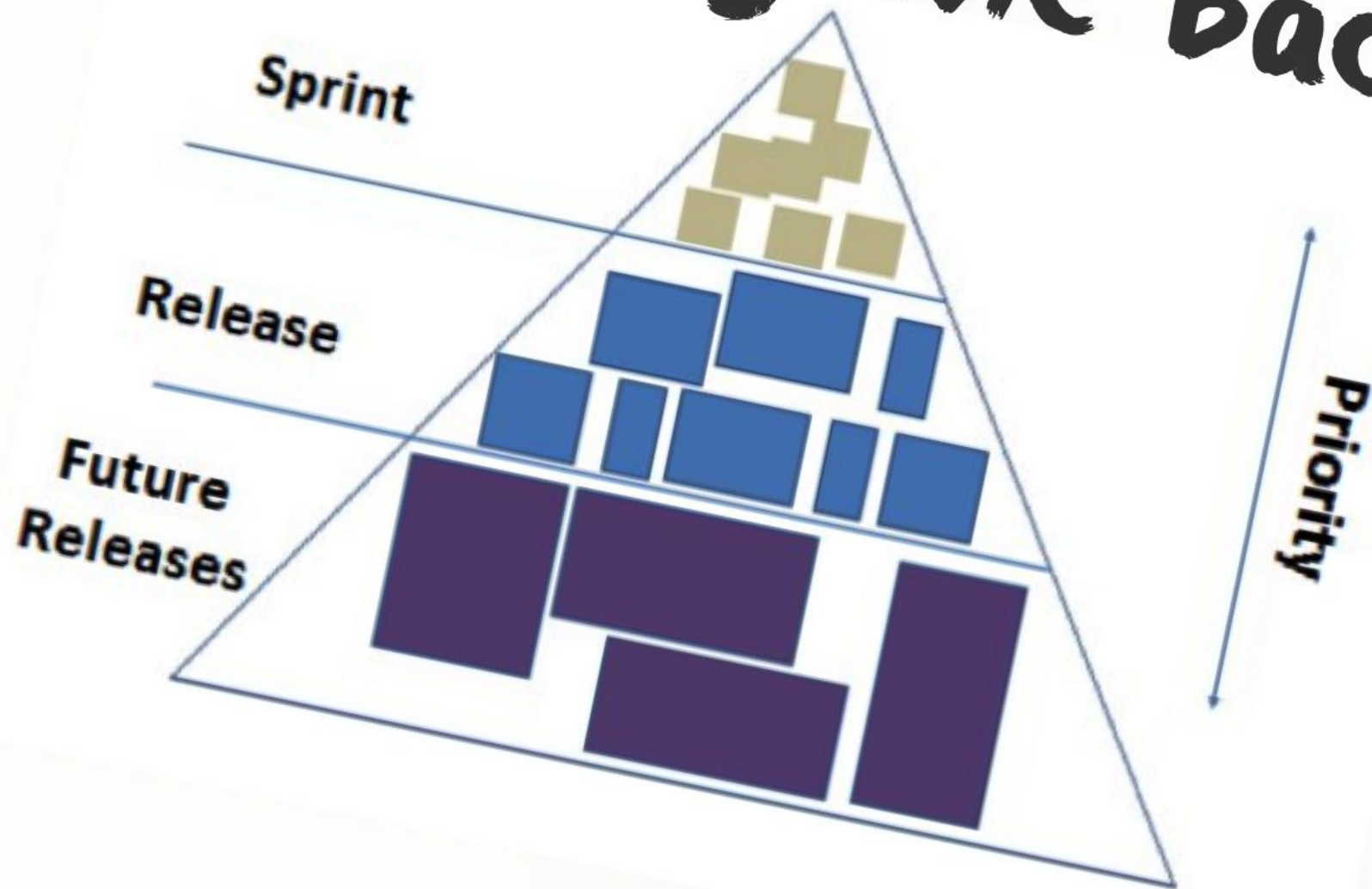
# hierarchy of user stories

**Themes**      => Group of related stories  
                    => Similar to needs or goals

**Epics**            => Large user story

**Stories**            => Way of describing functionality  
                          that is useful to the user

# Managing the backlog





Organize Email

Manage Email

Manage Calendar

Manage Contacts

Search Email

File Emails

Compose Email

Read Email

Delete Email

View Calendar

Create Appt

Update Appt

View Appt

Create Contact

Update Contact

Delete Contact

Search by Keyword

WIP

Move Emails

Create and send basic email

Done

Open basic email

Done

Delete email

View list of appts

Done

Create basic appt

Done

Update contents /location

View Appt

Done

Create basic contact

Done

Update contact info

WIP

Create sub folders

Done

Send RTF e-mail

Open RTF e-mail

View Monthly formats

WIP

Create RTF appt

Accept/Reject/Tentative

Release 1

Limit Search to one field

Send HTML e-mail

Open HTML e-mail

Empty Deleted Items

View Daily Format

Create HTML appt

Propose new time

Add address data

Update Address Info

Delete Contact

Limit Search to 1+ fields

Set email priority

Open Attachments

Mandatory/Optional

Release 2

Search attachments

Get address from contacts

View Weekly Formats

Get address from contacts

View Attachments

Import Contacts

Search sub folders

Send Attachments

Search Calendar

Add Attachments

Export Contacts

Release 3



# Prioritising the backlog

=> Use MoSCoW

=> Prioritise during planning meetings

=> Whole team need to be involved

=> Reprioritise each iteration

Limit  
Search  
to one  
field

Limit  
Search  
to 1+  
fields

Search  
att...



Software  
processes don't  
kill projects,  
people do

**Interactions and individuals**  
**over**  
**processes and tools**

"we're being agile because we're following SCRUM"

"we're agile because we do daily stand ups"

"We don't need documentation, we're being Agile"

BAs understand business change  
BAs understand process improvement  
Help with Agile adoption

NEWS

Why Agile development failed for Universal credit

Universal credit will mean decided on Agile as

- Colleague taking
- Contracting directly
- Performance strategy using
- Help understand the change needed to move to Agile

Technical glitches hit Universal credit system

at 11pm, Universal credit system

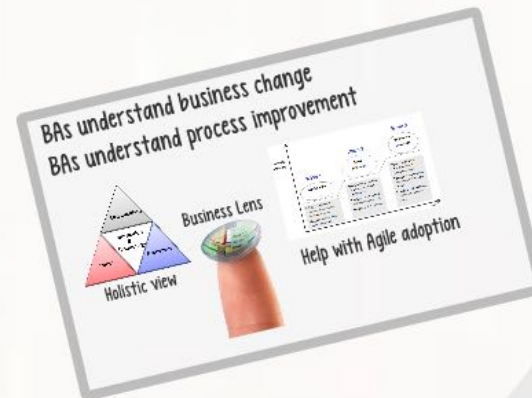
Business Lens

Holistic view



**"we're agile  
because we do  
daily stand ups"**

"We don't need documentation, we're being Agile"



# BAs bec

Have  
ref



# NEWS

## Why Agile development failed for universal credit

- Cabinet Office and DWP decided on Agile as waterfall failing
- Contracts already let (fixed price, fixed features)
- Procurement strategy wrong
- Didn't understand the change needed to move to Agile



## Technical Glitches hit Terminal 5 opening

- 34 flights cancelled
- Passenger check in suspended

Problems caused by:

- Lack of staff familiarisation
- Lack of staff training
- Baggage handling system not tested sufficiently





# NEWS



## Why Agile development failed for universal credit

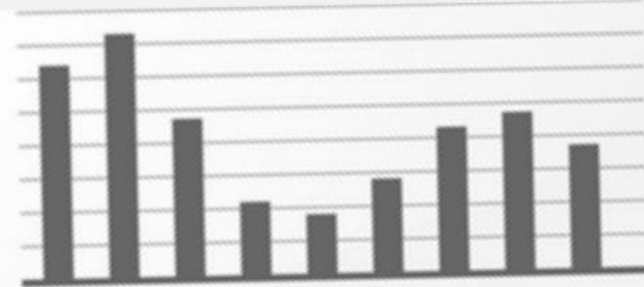
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## Universal credit

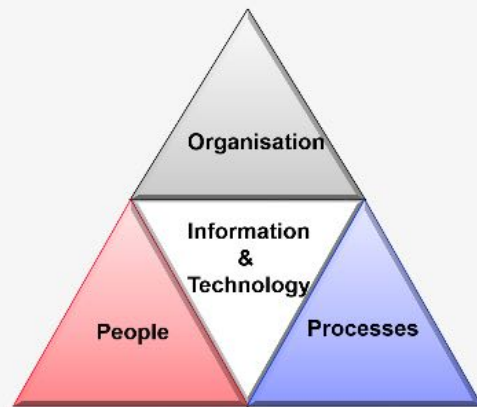
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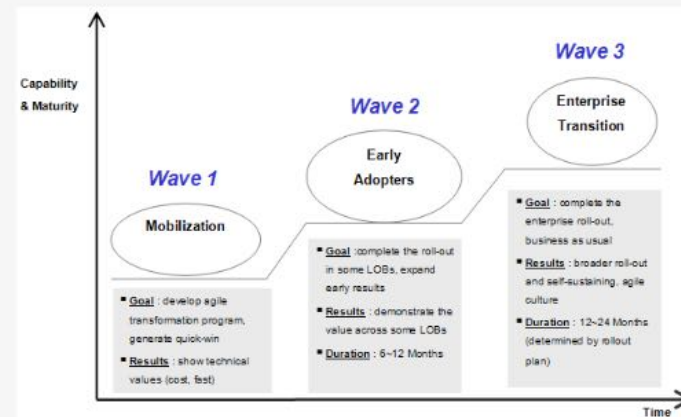
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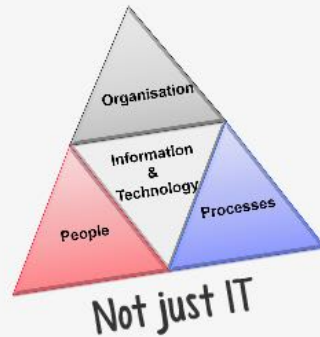
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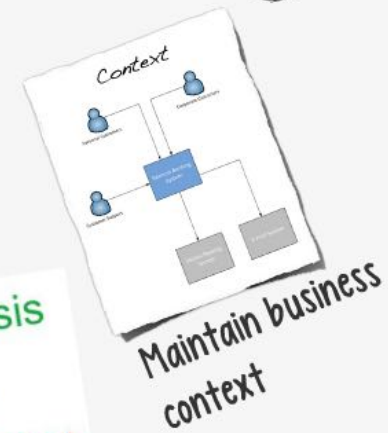


## Help with Agile adoption

# BAs help put the BA into backlog because:



Have the time to apply and  
refine techniques





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## 'Putting the BA into BAcKlog'



### Product Backlog

Agile in the business context

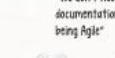
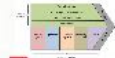
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#### Agile in the business context

Porter's value chain

Agile focuses on software development





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