

ROLE OF BUSINESS ANALYST(IT) IN AN AGILE ENVIRONMENT

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Abstract - An Agile Environment wants the Business Analyst who provide the communication between Technical and Business aspects of an organization, in order to establish and define end user stories as detailed as possible which ensures a product's success. Approach to requirements is not at traditional nowadays, however it does not completely suffice when the technical team starts reading and working on it. Breaking up of large tasks into several small tasks will enhance the productivity of the technical team. This research paper will provide all the trending tools, research pattern, methods and techniques which would make it easily manageable by a Business Analyst and transparent to technical team working on it. BA on Agile mode needs to provide a valuable solution for the business's growth and success. An Agile Environment wants the Business Analyst who provide the communication between Technical and Business aspects of an organization, in order to establish and define end user stories as detailed as possible which ensures a product's success. Approach to requirements is not at traditional nowadays, however it does not completely suffice when the technical team starts reading and working on it. Breaking up of large tasks into several small tasks will enhance the productivity of the technical team. This research paper will provide all the trending tools, research pattern, methods and techniques which would make it easily manageable by a Business Analyst and transparent to technical team working on it. BA on Agile mode needs to provide a valuable solution for the business's growth and success.

Key Words: Business Analyst, Agile, User Stories, Technical, Business Growth, Research pattern.

1. INTRODUCTION

Down the lane, demand for a Business Analyst will be high for any company, it may be a small company/startup, intermediate level, or even a large enterprise. According to recent study there were more than 1600 startup companies(technical) which was launched a year ago. For a startup company, choosing a Business Analyst is very essential. According to IBM's recent study, chances of startups failing within 5years is up to 90%. Various aspects come into picture in these cases such as inconsistent planning and development, time fractures caused due to delaying in delivery/development/follow-up's, drop in customer satisfaction etc. Choosing the right Business Analyst is very critical in such scenarios where he/she should know in and out of the existing/ongoing product. Having a highly technical background is not necessary but having basic technicality is must. Ability to think in a unique way, problem solving skills,

communicating with team members and stake holders carries a lot of weightage in their role. This not only shapes the future growth of the company and themselves but provides a better enhancement, modern touch and standing unique in the outside world/market

2. Body of Paper

Business Analyst acts like a bridge between business team and technical team. He/she ensures the product's success within the limited time span. For being a successful Business Analyst there are certainly principles/steps to be followed such as:

1. Planning phase:

This is the most crucial phase where a Business Analyst and a product owner brainstorm about various features, options, designs and visualize various aspects needed. Entire blueprint is drafted and handed over to the UI/UX department to start with the designs. A Business Analyst will be responsible for creating workflow diagrams. During these scenarios instead of using word/paint or any other tools, I would recommend to use draw.io tool. It's a free tool which is owned by Google. It includes many shapes, varieties of options and easily connectable to other nodes. Within the platform itself it be shared across the team rather than sharing via mail or by word.

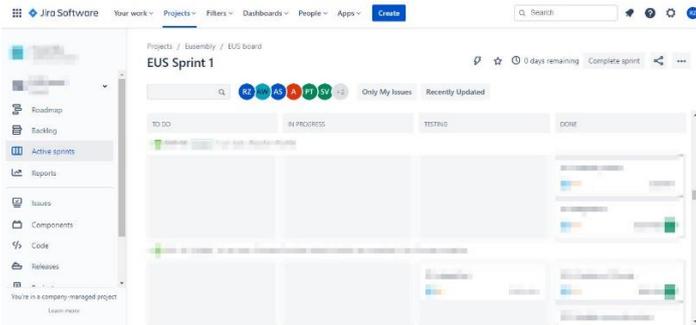
2. Requirement's phase:

Research on the required resources has to be done here considering all the aspects such as business meetings with service providers, cost analysis, implementation/feasibility discussion with the technical team. Business Analyst should be able to find suitable code blocks, API's, plugins needed for the development.

3. User stories:

Basically, a user story is something which a Business Analyst writes, which will be read by the technical team before they start with the development. A user story consists of detailed description about what and how it has to be developed.

Most widely used tool for user stories is “Atlassian Jira”.



This is how an actual user story on Jira Atlassian looks like. As you can see there are four different columns which says To-Do, In Progress, Testing and finally Done. Based on the status of the user story a Business Analyst ensures the task’s completion by the technical team within the allotted time. Each member in the technical team will be assigned with these Jira tasks. It reduces the work load and a huge task is split into several small task which reduces errors and risks during the development. Constantly following up for accomplishment is something a Business Analyst should consistently do.

4. Business Requirement Document (BRD):

BRD is a document which has to be solely prepared by a Business Analyst. A typical BRD document consists of:

- **Introduction:** This defines the purpose, intended audience, background of the project, business goals/objectives, benefits, assumptions and most importantly the work-flow diagram. This work-flow diagram is the exact way your product works. This diagram will be used most of the time by the technical team working on it for mapping various aspects.
- **Requirements Scope:** All the basic resources are stated here along with use cases originating from product and end user perspective.
- **Functional/Non-Functional requirements:** State all the actors involved. Actors are the people who use your application. Make a list of all the functionalities/features in your product and explain them briefly. This will help your technical team as well as the stake

holders who read your documentation. Do include the risks, natural & expected risks that may occur during and post development.

By the end of this phase, a Business Analyst would be having fair idea about the product and its way of working. This is crucial because, whenever there is some information needed, all the technical team, stakeholders, business team will question the Business Analyst itself as he/she were involved since the beginning. Business Analyst works closely with the product owner thus knows end to end about the product as well.

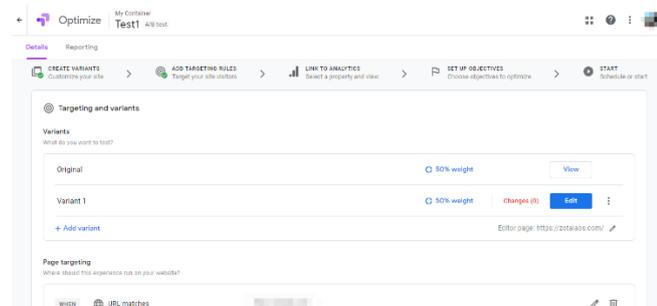
5. Testing Phase/Enhancement Tools:

Once the product is developed, testing phase should be immediately started.

- Perform feature testing.
- Test various functionalities and operations.
- If financial operations exist, then make detailed report on expenses.
- Document the entire testing phase and forward to the technical/business team if there are any errors or upgrades needed.
- Once the platform is live, capture live data when users start interacting with the website/app using AB Testing tools.

One of the important tests to be done are A/B testing, Multivariate testing etc. involving heatmaps.

In the recent years there has been few tools which are very effective and affordable such as “Google’s Optimize”, “Optimizely”, “Mocking Fish”. Choosing a tool solely depends upon size of the company, history of independency etc. Google Optimize is one of the best A/B testing tools.

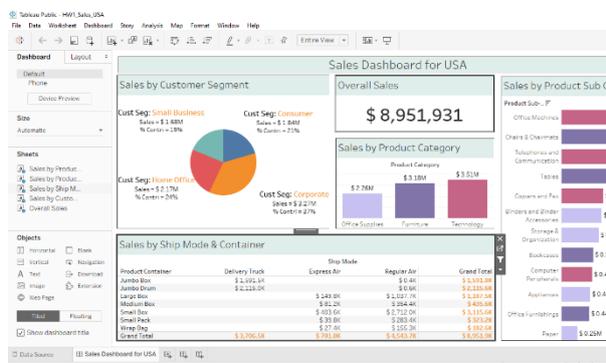


The main advantage of choosing Google’s Optimize is the option to integrate google analytics with optimize. This provides a better result to data driven organizations.

For heatmaps we can use Hotjar which provides site extensions which can be easily embedded.

Heatmaps are a technique to find out user's trails through your platform/website. This shows users most area of interest over the website. Based on the user's heatmap result we can find out which part of the platform was most used/viewed and improvise it. Meanwhile the least used and untouched ones can be updated and changed using designs.

"Tableau" is also one of the tools which play a major role in data visualization. This tool is very famous for providing leading business solutions, reports, visual charts, Tables etc., which works very efficiently in a data driven organization.



A parallel and yet close competition is given by Microsoft's Power Business Intelligence also known as Power BI.

6. Providing trendy, unique Ideas/Solutions for better UI/UX:

Once the product is error free and user's requirements are met, its time to enhance the website or an application with better designs respective to UI and UX. Here a Business Analyst, product owner and a designer will coordinate and work closely towards achieving a better looking, website/application. This will make your front end more attractive, user friendly, hassle-free, no unnecessary fields or something that increases the bounce rate.

3. CONCLUSIONS

I hereby conclude that, upon successful follow-ups on above mentioned steps, you will be able to successfully establish yourself as a professional Business Analyst. You will be having in-depth knowledge from the start of your project until you receive live data and provide enhanced business solutions to your organization. Thus, improvising both the organization and yourself.

ACKNOWLEDGEMENT

This research was carried out based on self-experience as a Business Analyst (IT) who works very closely with a product manager and with a dedicated technical team.

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