BUSINESS ANALYSIS APPROACH
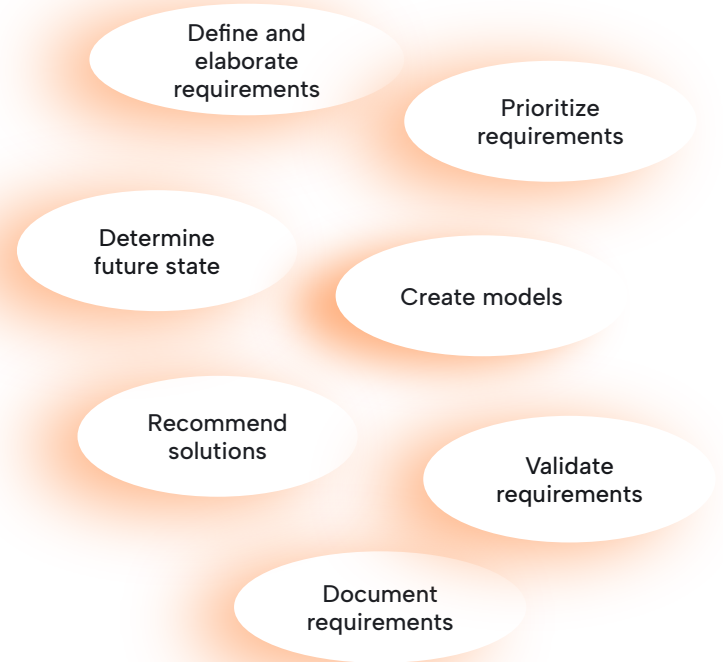
BUSINESS ANALYSIS ACTIVITIES

What's included:

- Defining business problems/opportunities, decomposing them and setting the goals to be achieved.

- Mapping business needs with the product concept

- Stakeholders definition and analysis

- Requirements elicitation and analysis

- Requirements validation to align with expected behaviour

- Prioritization of requirements and dividing product scope into releases

- Creating software requirements specification for the product

Benefits:

- Meeting business, stakeholders needs and expectations

- Delivering product functionality based on priorities

- Ensuring requirements traceability over the whole product functionality

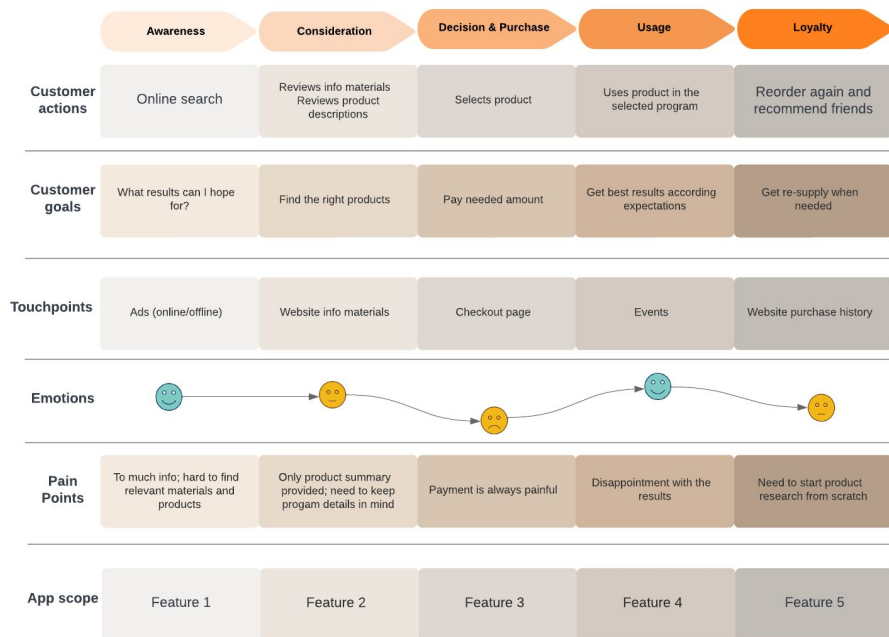- Providing background for future software development and enhancement

Define and elaborate requirements

Prioritize requirements

Determine future state

Create models

Recommend solutions

Validate requirements

Document requirements

BUSINESS ANALYSIS DELIVERABLES

- Product vision board

- Glossary

- Workflow diagrams

- Functional decomposition

- Non–functional requirements

- User stories package

Product Vision Board

👁	What is your purpose for creating the product? Which positive change should it bring about?		

🏆 **Target group**	♡ **Needs**	📦 **Product**	🎯 **Business goals**
Which market or market segment does the product address? Who are the target customers and users?	What problem does the product solve? Which benefit does it provide?	What product is it? What makes it stand out? Is it feasible to develop the product?	How is the product going to benefit the company? What are the business goals?

Customer Journey Map

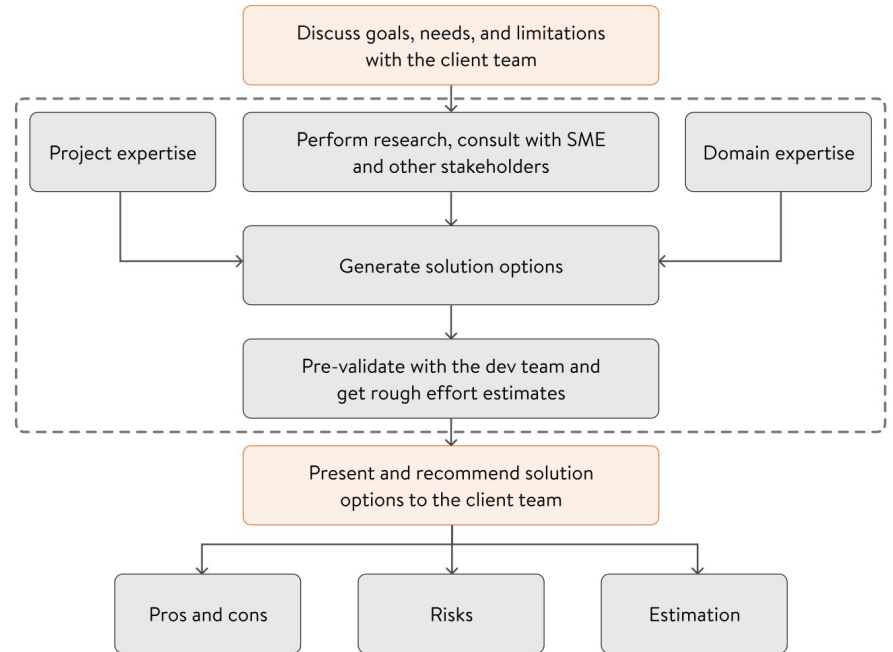|	Awareness	Consideration	Decision & Purchase	Usage	Loyalty
Customer actions	Online search	Reviews info materials Reviews product descriptions	Selects product	Uses product in the selected program	Reorder again and recommend friends
Customer goals	What results can I hope for?	Find the right products	Pay needed amount	Get best results according expectations	Get re-supply when needed
Touchpoints	Ads (online/offline)	Website info materials	Checkout page	Events	Website purchase history
Emotions					
Pain Points	To much info; hard to find relevant materials and products	Only product summary provided; need to keep progam details in mind	Payment is always painful	Disappointment with the results	Need to start product research from scratch
App scope	Feature 1	Feature 2	Feature 3	Feature 4	Feature 5

examples of the artefacts

RECOMMENDING SOLUTION

At Yalantis business analysis approach includes solution recommendation based on the following criteria:

- Product knowledge
- Industry background
- Domain expertise
- Relevant feasibility
- Cost and risk details

DOCUMENTING SOFTWARE REQUIREMENTS

Scope divided into Epics

Versions decomposition

User stories in particular version

DOCUMENTING SOFTWARE REQUIREMENTS

User story narrative ----→ As a user I want to restore password so that I will be able to access my account if I forgot my password

Projects / Test / TEST-4 / TEST-10

Attach | Create subtask | Link issue | Add Tempo to plan and track time | ...

Description

Scenario 1
User restores his password

- User has an option to restore password
- User needs to specify email for password restoring
- Email should correspond to validation rules
- User is notified that email for restoring has been sent to specified address

Scenarios and acceptance criteria

Scenario 2
User confirms restoring password

- User needs to follow the link sent to email to restore the password
- User needs to enter new password and confirm it
- Password should correspond to validation rules
- User is notified that password was successfully changed

Scenario 3
The link for password restoring has expired

- Link for password restoring is alive 24 hours
- Once link is expired user is redirected to the app and informed that link has been expired

Backlog ⌄

Assignee	Unassigned
Reporter	Serhii Zhuravel
Labels	None
Epic Link	Epic 1
Components	android
Sprint	None
Fix versions	v.1.0
Priority	↑ Medium
Automation	Rule executions
TestRail: Cases	Open TestRail: Cases
TestRail: Runs	Open TestRail: Runs

Epic, that user story belongs to

What version the user story is included in

Yalantis

THANK YOU

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