Design Thinking -
A Breakthrough in Business Analysis

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Disruptive forces are impacting industries across all aspects

- Inside the industry:
  - Subdued Economic Outlook
  - Expanded Regulation
  - Continued Consolidation

- Outside the industry:
  - Ongoing Industry Convergence
  - Emerging New Entrants
  - Customer Empowerment
  - Digitization

Structural Change
Five technology trends fueled by the *people first* principle and that are essential to business success in the digital economy.

Intelligent Automation  
Liquid Workforce  
Platform Economy  
Predictable Disruption  
Digital Trust
Business Analysis is at the core of the evolving “New World”

Business Analysts have an “Opportunity of a Lifetime” to propel themselves into the heart of the transformation in every industry

**BA as a Value Generator**
With critical thinking, BAs are well equipped to focus on structuring solutions, shape requirements and ensure high quality value delivery.

**BA as a Facilitator**
BAs need to develop a deep understanding of their eco-system and build networks that facilitate innovative solutions from outside the industry.

**BA as an Advisor**
A trusted advisor relationship is to be built on a reliable track record and ability to decipher new situations.
A “human-centered” approach to integrating people needs with business needs and technical possibilities.
1. BA as a Value Generator

- Requirement Elicitation
- Gap Analysis
- Solution shape
- Functional Documentation
- Solution Validation

Current techniques used – examples

- Requirement Workshops
- Stakeholder Interviews
- Decision Trees
- UML diagrams
High Impact Value Generation with Design Thinking

**Business Model Canvas**

**Business Benefits**

- Shared Understanding of Strategic Linkages
- Increased Speed and Agility
- Centered around Value Proposition
2. BA as an Advisor

- Market analysis
- Strategic Insights
- Customer Behavior
- Technology based differentiation
- Requirements

Current techniques used – Examples

- Market Surveys
- Analytical Models
- Business Process Mapping
- Industry Models & KPIs
High Impact Advisory with Design Thinking

Persona Creation

Interview for Empathy

Business Benefits

- Deep Understanding of User's Emotional Needs
- Deliver Unstated Needs
- High Adoption of Solution
High-impact Advisory with Design Thinking

Prototyping

Business Benefits

- Early Indication of what Works
- High Ownership of Solution
- Requirements Refined and Chiseled to real Needs
3. BA as an Facilitator

- Collate SME inputs
- Moderate discussions
- Generate consensus of requirements
- Bolt on adjacencies = Customer & Industries

Current techniques used – Examples

- Brainstorming
- Focus Groups
- SWOT Analysis
- Interviews
- Document Analysis
Clients procure IT services in a Bimodal context

Bimodal Refers to Two Modes of Working

Mode 1 Is Predictable
We “take the order” from our customers and deliver

Mode 2 Is Exploratory
We explore the possibilities hand-in-hand with our partners
How might we improve the traffic situation in Bengaluru?

Creative Reframing

Why-How laddering
High-impact Facilitation with Design Thinking

Customer Journey

Territory Mapping

Business Benefits

- Deep understanding of requirements
- Product / Service Quality uplift
- 360° View of Business
- High probability of Success

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