



How to steal Product Design phase
from enterprise. BA perspective

Inna Granishevskva

Who am I?

Inna Grnaishevskaya



Business Analysis & RM

8 years

Key techniques

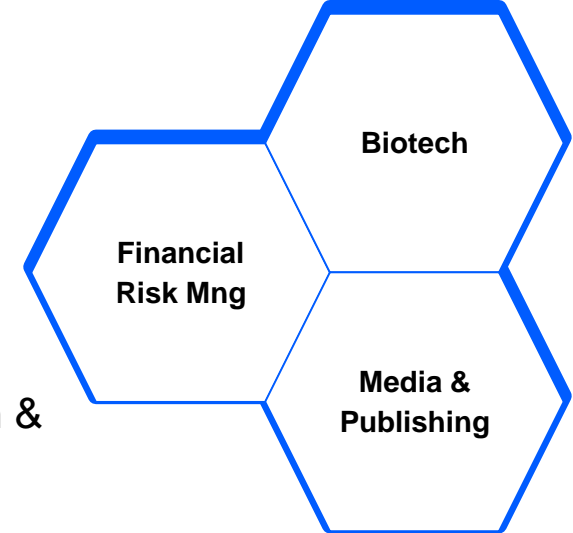
Gap Analysis, User stories

Use cases, 5 Why

Strengths

Communication & Facilitation

Big picture view,
Visioning, Research



4 projects so far

N proposals

Inside the business,
“Dirty” Scrum, Waterfall

Teams I’ve worked with

5-30

International Experience

Managing 70 ppl across Europe

2 years leaving abroad

Education

Security Systems

Interests

Product development

UX

SMART Business analysis

Psychology

Education



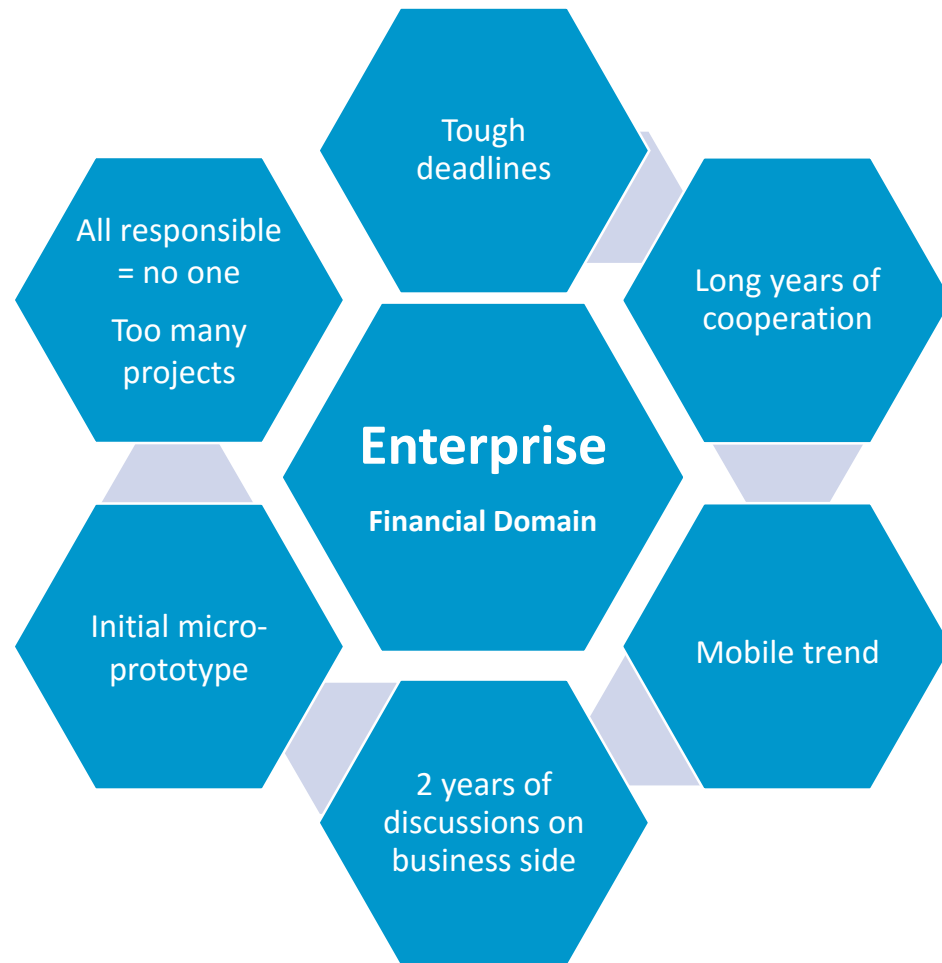
Enterprise & Outsource family



How to steal Product Design phase from Enterprise. BA perspective

by Inna Granishevskaya, ELEKS

There is always some context...



Extra Push



Sales onsite visit



New stakeholder engagement

Presentation of client & market apps analysis

Initial & unexpected requirement elicitation call

Results

Understanding of potential work volume

- key non-functional and integration constraints
- Business problem and scope for the lean start
- Identified key project process constraints
- Key deadline constraint

Engaged new business stream lead

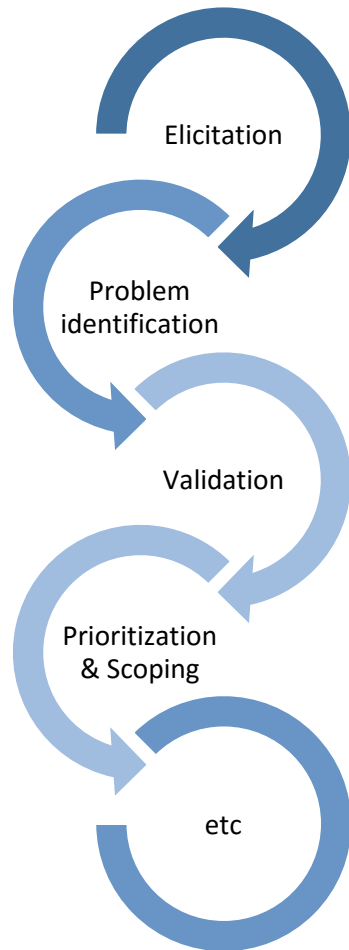
- Gained trust for ELEKS team
- Team going above expectations
- Got a “Go” for the support in product design initiatives

Proposal for the Product design phase done within 3 days

- Process problem statement
- Product problem statement
- Implementation plan

Possible **start of the product design phase in max 2 weeks** after proposal delivery

Discovery Visit plan

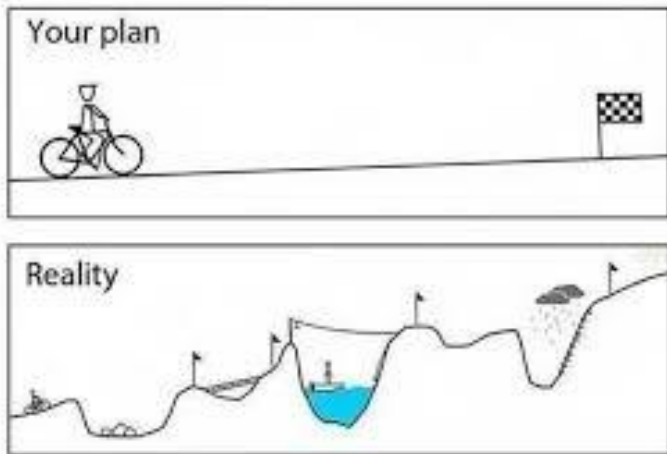


- Meetings with business stakeholders and project sponsors
- Project and Product acceptance & success criteria identification for variety of stakeholders
- Planned end-users' interview
- Documentation analysis
- Current systems and their modules overview
- As- is process building and gap analysis
- etc



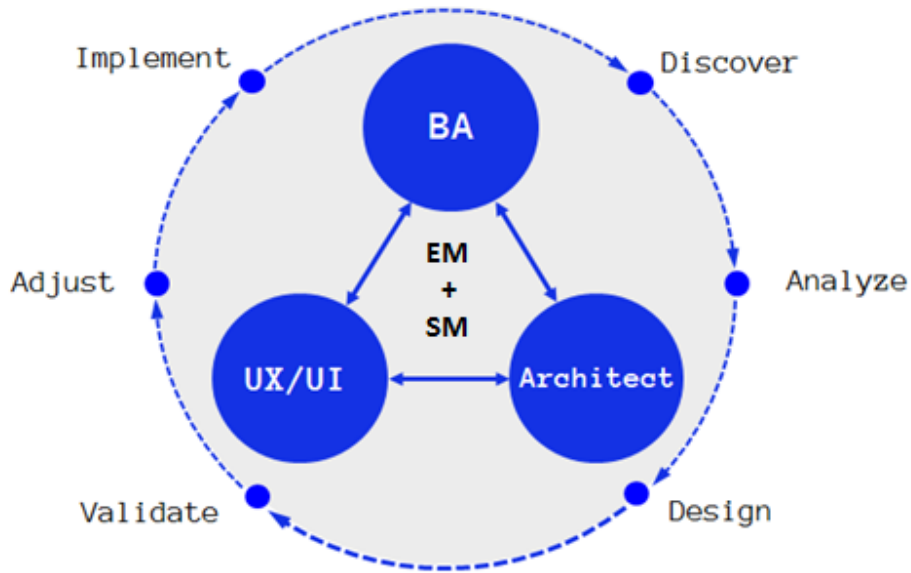
What could possibly go wrong? 😊

Reality



- 2 days before visit unexpected “expectations” email from customer team member
- Representatives of customer team not fully aware of what our task is
- Start of the meetings with “some” prototype testing with end-users
- Competition context between our and customer team representatives
- Probability to lose part of the team workload and responsibilities and not to deliver planned product design

Team in action



- Even though process was changed, we still went through the process
- Asked “right” questions
- Showed our expertise
- Found the “pain” of key project stakeholders
- Formed the vision of the product and suggested variety of development options
- Showed understanding of long and short term vision for the product and for the mobile stream
- Found the gaps in their “Product design approach”

Results

What

- Strengthened our position (roles, responsibilities)
- Build one team with the customer
- Got access to all needed information and stakeholders
- Almost finalized the architecture vision
- Got opportunity to work on long vision for this products stream

How

- Presented the analyzed vision of our product design approach and customer process gaps
- Significantly improved user testing approach and sessions
- Got “right” stakeholders on our side
- Were transparent in our actions
- Suggested the solution options already while being onsite
- Build product road map and product functional map for validation while being onsite



**KEEP
CALM
&
FOLLOW
THE RULES**



**I DONT FOLLOW
THE RULES, I LET
RULES FOLLOW ME.**