

2ND EUROPEAN BUSINESS ANALYSIS DAY

17 May 2019
FRANKFURT ON THE MAIN

GET YOUR TICKET

THE DIGITAL CHANGE –
EVERYTHING REMAINS
DIFFERENT

Your host: <https://masventa.de/>

Sources for more information: <https://www.ba-day.com/>

Save the date: Third European BA Day
May 14/15, 2020



Listened and co-written.

I am so excited to share my visual notes taken on the second European Business Analysis Day in Frankfurt am Main. This was awesome: great speakers, good location, fire-alarm in the middle of our conference, but what shall I say, it was a good opportunity to talk and to network.

After the event is before the event. I am looking forward to meeting you next year, May 14/15, 2020, same place.

Yours
Michaela Kühn, PMP, PMI-PBA

Welcome Speakers

Second

Business
Analysis
Day



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Fernando
Sánchez
Márquez

RAINER WENDT

HOWARD
PODESWA

CHRISTOPH
MEINEL

Jim Welkiens

Kevin Brennan

Wim Debreuck

Colin Hood

Sabine
Ostlender

LORENZ
GAREIS

NATI NAZAR

Dark
Hortink

CHRISTOPH SCHMIED

Mladen Stefanovic Polina Peresada

Kristina
Egorova

Danielis Serra

KIM NENA DUGGEN

NORMA
ACEVEDO

ANDREJ GUSTIN

Cornelius Cemens

Jörg Glunde

VICTORIA CUPET

BORIS GLOGER

Prof. Dr. Christoph Meinel

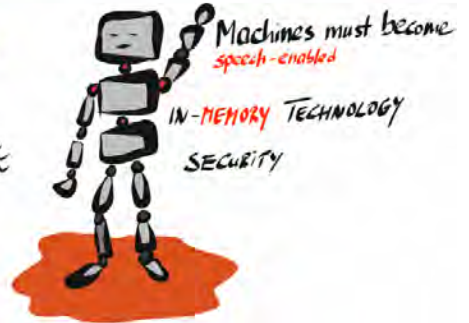
CHRISTOPH
MEINEL

Second



TRADITIONAL 
We follow a  

DIGITAL 
everything is connected
and communicating 



Machine
learning

DIGITAL CREATIVITY

- Start with destruction
- offer individual services & products
- you are able to develop everything

Advanced
Security
Analysis

- o BIG DATA
- o IN MEMORY DATA MANAGEMENT
- o  Computer



LESSONS LEARNED

- PROVIDE INFRASTRUCTURE
- PROVIDE LEARNING
- INVEST IN TECHNOLOGY

ANSWER:

- educate your children
- life long learning
- take lectures
- MOOC

DESIGN
THINKING

ENTREPRENEUR
THINKING

COOPERATION

Michaela-Kuehn.com

Colin Hood

Colin Hood



THE V-MODEL IS DEAD



WE SPLIT
COMPLEX
THINGS

REQUIREMENTS
are splitted
into
specific Requirements

WE CALL IT **SYSTEM**
REQUIREMENTS
=



SUB-SYSTEMS

- OWNER SHIP
- STATIC MODEL
- SUPPORTS ITERATION
- SUPPORTS AGILE DEVELOPMENT
- STATE OF THE ART

EACH
LEVEL IS
AFFECTED
BY THE
OTHER
LEVELS



We ask a lot
before we can
PROMISE
to the customer

IT NEEDS



CHINESE-WISPER
VS.
REAL COMMUNICATION

Per Release the
emphasis of effort
changes over time

graphical
ownership &
relationship between information

LONG LIVE THE V-MODEL

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Howard Podeswa

HOWARD
PODESWA

Second



Business
Analysis
Day

Planning

- you know what you want
- you spent time exercising
- it takes years until...



Agile

- inspect - adapt



NO
SUN
IS
NEEDED



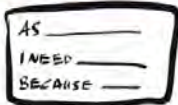
BUSINESS
ANALYST

REQUIREMENTS
NEED
VALUE
BENEFIT

RISK

COMPLIANCE

Agile RE issues



USER
ACCEPTANCE
CRITERIA
TEST

USER STORIES
FOCUS ON
SINGLE STORIES
AGILE TEAM

FOCUSES
ON THE
BIG PICTURE
BA



CUSTOMER
WANTS
EVERYTHING

DOR

Small

testable
actionable
estimable
Value is known
has been discussed recently

RULE!

BEFORE you touch any
process check...

ACCEPTANCE CRITERIA
SPECIFICATION BY EXAMPLE

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Jörg Glunde

Jörg Glunde

Second



We know everything about our product

Requirements
are the foundation

At least one person has a need or wish

REQUIREMENTS
- move through 10 different states
- has more than 30 attributes

REQUIREMENT HYBRID

I.N.V.E.S.T

As _____
I want _____
because _____

Modern Requirements
Come as
USER STORIES

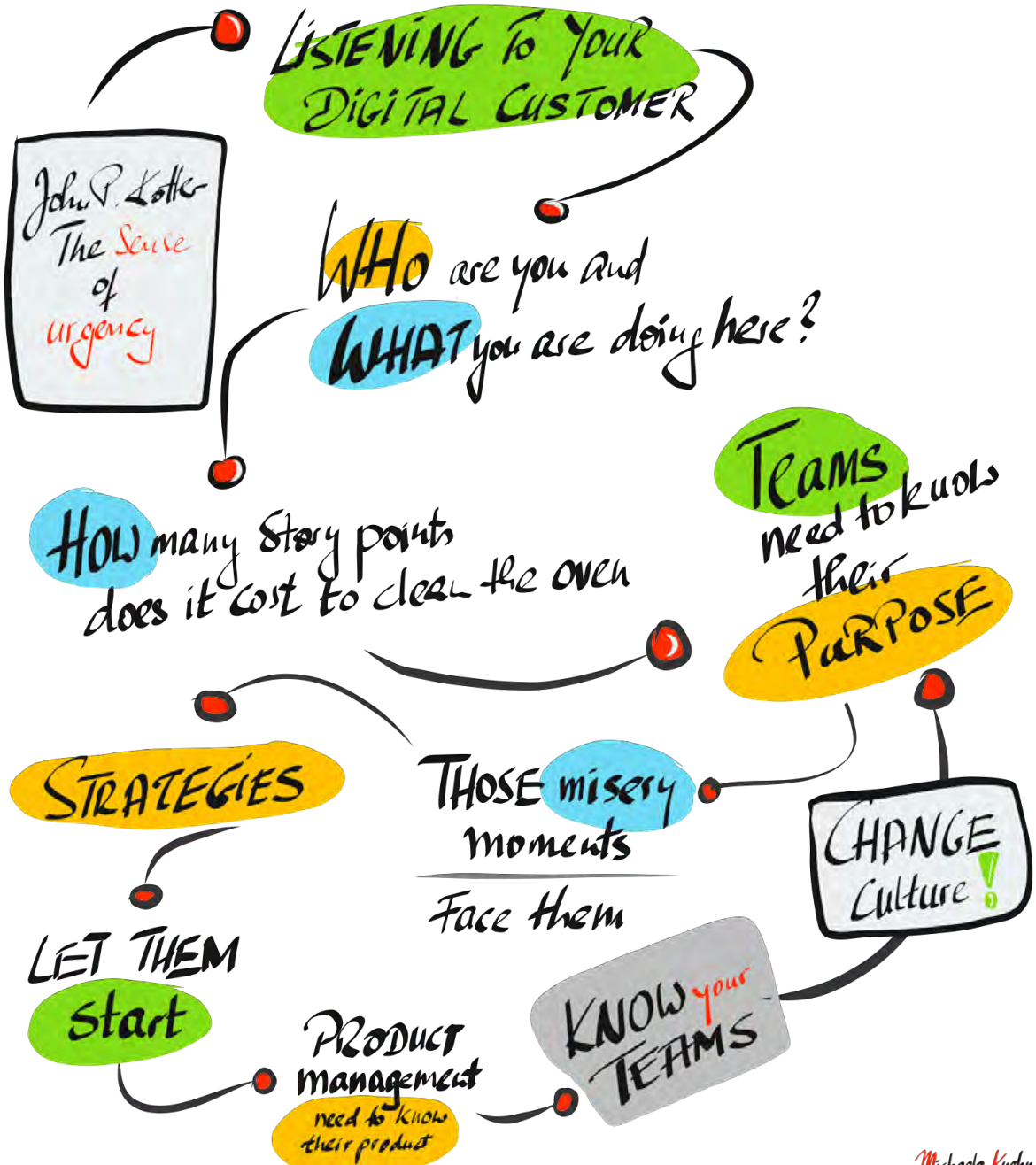
Customer wants to know HOW much... the machine needs every day



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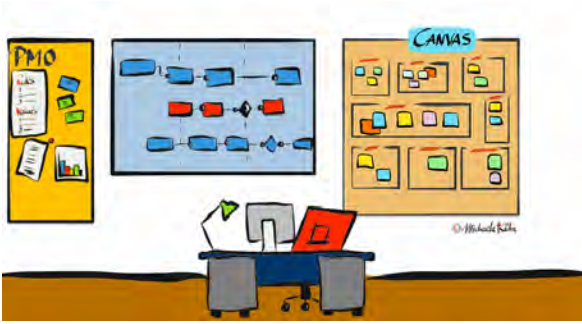
Fernando Sanches Marques

Fernando
Sánchez
Marques



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Let us network



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Meet me here:

- Classical courses on: questions about project management, business analysis in projects and requirements management
- Moderation of workshops
- Coaching and mentoring of groups and individuals (project manager, scrum masters or product owner)
- Conduct retrospectives and reviews, project audits and Kick-Offs
- Development of course concepts, learning paths and learning environments
- Graphic implementation of topics: BA Comic, Icon Databases, Illustrations

Tags:

[#agileBusinessAnalyse](#) [#visuellesProjektmanagement](#) [#kreativeBande](#)



My Shop:
handdrawn icons
www.rocketpics.shop



Michaelas App
I am experimenting
with an app that is
gradually being
created. I'm glad if
you stop by