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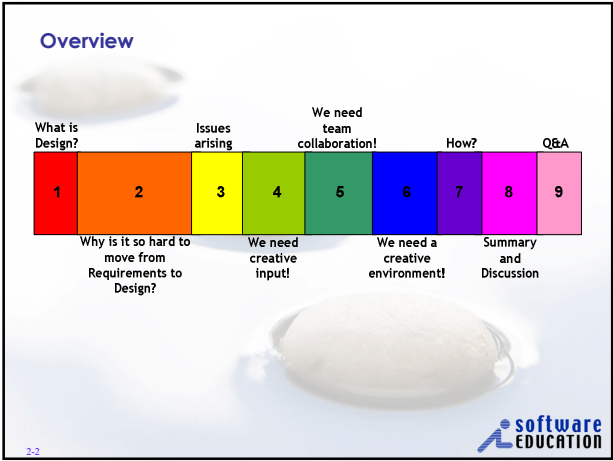
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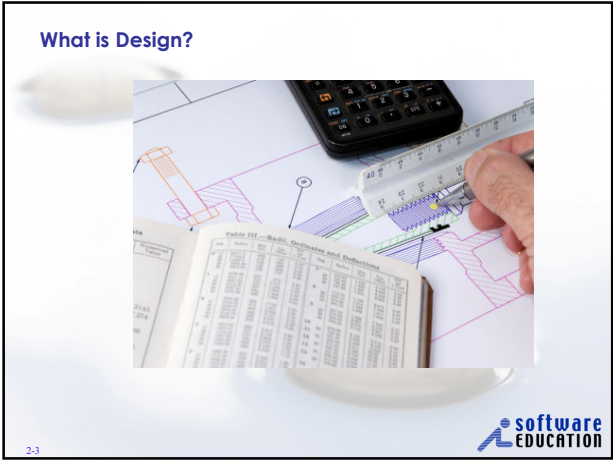
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**What is Design?**

- Design is conscience



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**What is Design?**

- Design is conscience
- Design keeps human concern at the centre



2.5



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**What is Design?**

- Design is conscience
- Design keeps human concern at the centre
- Design is a dialogue with materials



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**What is Design?**

- ✦ Design is conscience
- ✦ Design keeps human concern at the centre
- ✦ Design is a dialogue with materials
- ✦ **Design is creative and communication**



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**What is Design?**

- ✦ Design is conscience
- ✦ Design keeps human concern at the centre
- ✦ Design is a dialogue with materials
- ✦ Design is creative and communication
- ✦ **Design has a social consequence**



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**What is Design?**

- ✦ Design is conscience;
- ✦ Design keeps human concern at the centre;
- ✦ Design is a dialogue with materials;
- ✦ Design is creative and communication;
- ✦ Design has a social consequence;
- ✦ **Design is a social activity**



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**What is Design?**

- ⚡ Design is conscience
- ⚡ Design keeps human concern at the centre
- ⚡ Design is a dialogue with materials
- ⚡ Design is creative and communication
- ⚡ Design has a social consequence
- ⚡ Design is a social activity

» Terry Winograd, "Bringing Design to Software", Addison-Wesley, 1996



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**Why is it so hard to move from Requirements to Design?**

- ⚡ No clear definition of who should be doing interface design



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**Why is it so hard to move from Requirements to Design?**

- ⚡ No clear definition of who should be doing interface design
- ⚡ We are mainly working on enhancement projects



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**Why is it so hard to move from Requirements to Design?**

- ⚡ No clear definition of who should be doing interface design
- ⚡ We are mainly working on enhancement projects
- ⚡ The "What" versus "How" crusade

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**Why is it so hard to move from Requirements to Design?**

- ⚡ No clear definition of who should be doing interface design
- ⚡ We are mainly working on enhancement projects;
- ⚡ The "What" versus "How" crusade
- ⚡ Stakeholders tell you what to design

2-14



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**Why is it so hard to move from Requirements to Design?**

- ⚡ There are only a few methods in place that look at eliciting Non-Functional Requirements – thus, they are not the point of our focus!

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**Why is it so hard to move from Requirements to Design?**

- ⚡ There are only a few methods in place that look at eliciting Non-Functional Requirements – thus, they are not the point of our focus!
- ⚡ Existing Team set up in desperate need for creative input!



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**Most Business Analysts are not creative (or are we?)**

- ⚡ **Limited viewpoints:**
    - Scientists are narrowly focused on their own niche area, without the time (or interest?) to explore other areas in depth.
  - ⚡ **Business Analysis is rationale, structured, analytical. The best BAs are exceptionally good at working in this way.**
    - BA and methods go hand in hand.
- » and that is a good thing else we would never start or finish our work!



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**Why is it so hard to move from Requirements to Design?**

- ⚡ There are only a few methods in place that look at eliciting Non-Functional Requirements – thus, they are not the point of our focus!
- ⚡ Existing Team set up in desperate need for creative input!
- ⚡ **Lack of team collaboration!**



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### Why is it so hard to move from Requirements to Design?

- ⚡ There are only a few methods in place that look at eliciting Non-Functional Requirements – thus, they are not the point of our focus!
- ⚡ Existing Team set up in desperate need for creative input!
- ⚡ Lack of team collaboration!
- ⚡ Our work environment suffers from constipation – we are trying to squeeze out ideas but they are not coming!

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### What are we trying to bridge?

- ⚡ We are trying to focus on Non-Functional Requirements
- ⚡ ... with the input of a “designer”
- ⚡ ... and close collaboration with the remaining team
- ⚡ ... within a creative environment!
- ⚡ Nothing to bridge, no new methodology, just sensible interaction and input to generate ideas!

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### We need creative input!



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**We need to provide a creative environment!**

- ⚡ Don't expect paint and furniture to take the place of what is really required to nurture creativity.



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**No tick-box, no magic wand!**

- ⚡ Determine a set of base requirements
- ⚡ Let the Stakeholder propose their preferred design options
- ⚡ Within a creative workshop, throw alternative design ideas at them with a focus on those Non-Functional requirements – it will be a two-way stimulation
- ⚡ An exercise that runs next to your everyday analysis activities. You choose the right moment



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**Fill that gap!**



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...and isn't it refreshing to fall in sometimes!

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### Summary

What is Design?	Issues arising	We need team collaboration!		How?	Q&A			
1	2	3	4	5	6	7	8	9
Why is it so hard to move from Requirements to Design?		We need creative input!		We need a creative environment!		Summary and Discussion		

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2-26

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### Discussion

**⚡ How do we move from here?**

- Start with simplification (John Maeda)
- Start by questioning your current working practices
- No tick-box, no new method to funnel your thoughts
- Look at other specialists in other professions and see how you can approach a problem differently!

**⚡ What works for you?**

**⚡ Any Questions?**

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Thank you very much!

**Contact**

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- [www.softed.com](http://www.softed.com)
- 1800 145 152

**Effective Business Requirements Training**

- <http://www.softed.com/Courses>



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