

Usability Analysis role in the Business Analysis world

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What we will be covering today

- A bit about me
- What is Business Analysis (BA)?
- What are the benefits of usability analysis?
- UA & BA world combined
- Questions?

A bit about me

- Started out software tester of security infrastructure management software for nearly 3 years– Gallagher Group (New Zealand)
- Began the first 3 years of my career as a business analyst working for an online legal know-how web platform, Practical Law, where I was first introduced to user experience ethos (UK)
- Currently Business & Usability Analyst for internal technological and strategic solutions at leading global law firm, Linklaters.
Worked here for over 7 years. During this time I **certified in both HFI CUA and CXA Diplomas** which has enabled me to operate in this hybrid role for the last 4 years. The nature of the work at Linklaters comprises of:
 - Off the shelf implementation
 - Bespoke software
 - Variety of functions covered – unified communications, finance, HR, regulatory compliance solutions, marketing, operations activities and efficiency tools for legal activities



The battle to find common ground



UX/User-centric

Business objectives/Functional



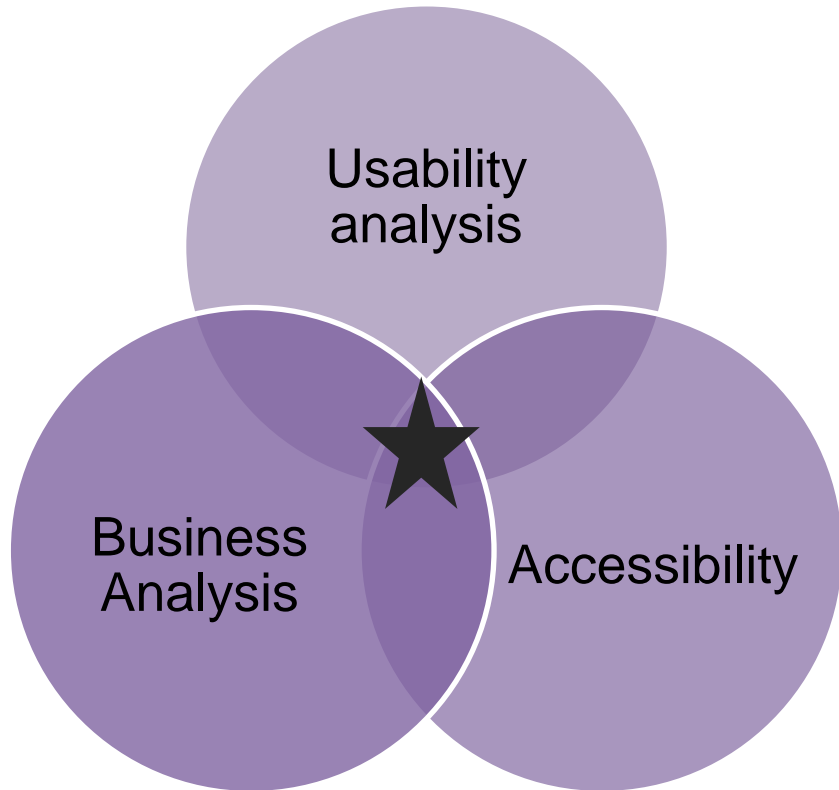
What is Business Analysis (BA)?

Role of a BA

- To understand the business change needs and assess the impact of those changes. This may involve:
 - ✓ Development of new or existing systems/solutions
 - ✓ Improving processes
 - ✓ Strategy planning
 - ✓ Organisational change
- More often than not the Analyst is the conduit between IT and the Business, facilitating and translating business requirements into a language understood, with no ambiguity, to the wider audience including the delivery & test team(s).

How our worlds collide

User experience – *n.* the overall experience and satisfaction a user has when using a product or service



Usability - The degree to which a system can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specific context of use. (ISO 9241 standard)

Web accessibility – the inclusive practice of removing barriers that prevent interaction with, or access to websites and apps by people with disabilities.

Business Analysis - An internal consultancy role that has the responsibility for investigating business systems and bridging the needs of the business with the use of IT

Accessibility legislation



Legislation:

- EU: Web accessibility directive (2016)
- UK: Equality act (2010)
- US: Americans with disabilities act (1990)



Web accessibility guidelines (WCAG 2.1)

- Perceivable
- Operable
- Understandable
- Robust

Key external considerations for defining requirements

Political

Economic

Social

Technological

Legal

Environmental



Benefits of usability analysis for your solutions – business perspective

Why usability analysis will benefit the end product

Having a faster, higher uptake and adoption of new features and tools

Time and cost savings with tasks completed more efficiently

Reduced training, support effort and therefore cost

Ensuring the interface is accessible by the all users

Reducing likelihood of physical issues such as RSI occurring

Having users returning time and time again

Question: What are the KPIs you would use to measure the ROI of these benefits?



UA & BA world combined

How we can fit together

Business Analysis
ensures that we have the
functionality and processes
we need in a solution to
help us perform tasks/do
our jobs

Usability Analysis looks
at the ability to use the
functionality in that solution
and the way(s) we need to
use it, to help us perform
tasks/do our jobs.

Know thy user

Learn about the users, their goals, tasks and contexts

Observation



- User environment
- User artefacts and set-up
- Insights into the unconscious actions users perform
- What key tasks do they need to perform and what information/actions are required to complete these tasks [BA]

(Contextual) Interviews



- Carefully constructed questions (not leading)
- Look for behaviours, drivers and blockers in their responses
- Understanding what the user consciously believes they need to do and what the pain points/problems are with the current solution. [BA]
- Understand what the key objectives/benefits and drivers are for the initiative [BA]

Focus groups/workshops



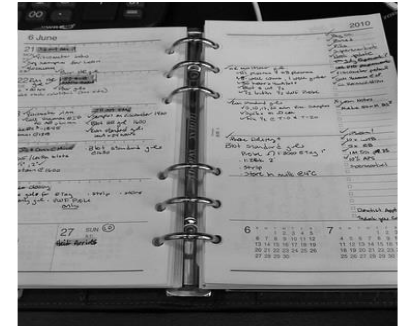
- Recruitment is key for both
- Both need to be carefully facilitated
- Preparation is key
- Workshops are a great way to elicit the majority of requirements in a short timescale. [BA]
- Helpful to resolve disagreements between stakeholders. [BA]

Surveys



- Quantitative rather than qualitative
- Consider the userbase and how you can effectively get the most accurate responses out of them when shaping your questions
- Purpose and desired outcome/dataset will have different perspectives for UA/BA though both are useful to each role [BA/UA]

Diary studies



- Users can complete on their own time
- Need regular prompting to ensure consistent contributions
- Apps which can support this

Know thy user artefacts


Document your findings

- Personas and storyboards
- Customer (user) journey maps
- Acceptance criteria



Freja, 26, Stockholm

Business Owner, Homeware products



About

"I manufacture home décor products, and ship them to independent retail stores across Scandinavia. The business is just me and my partner, so volume is low and margins are small. We try and make savings where we can as this has a big impact on our business."

Shipping experience

Monthly Domestic / International

"Shipping is such a small part of what we do, but it takes so much of our time, I'm never sure which method is best. I wish there was an easier way."

I normally use road freight because the shipping company collects the product from my office and delivers straight to my customers' door. It is usually the cheapest way and I really like that I can do it all online. The last thing I want to do is pick up the phone and try to talk to someone. I just don't have time for that.

I usually shop around for the cheapest price. But, if price differences are small, I'll choose a company I've had a good experience with. I don't mind paying a bit more for this."

Channel preference

Phone 10%
Email 20%
Website 70%

Needs

- ✓ I have a personal attachment to the products I make, so I want to see them picked up from my office by the driver and handled with care
- ✓ The shipping provider to recommend which product best suits my needs - they are the experts
- ✓ Exact pricing upfront
- ✓ To know when there might be a delay so I can inform my customers
- ✓ A quick and simple online process all in one place
- ✓ Someone to talk to instantly if I need help

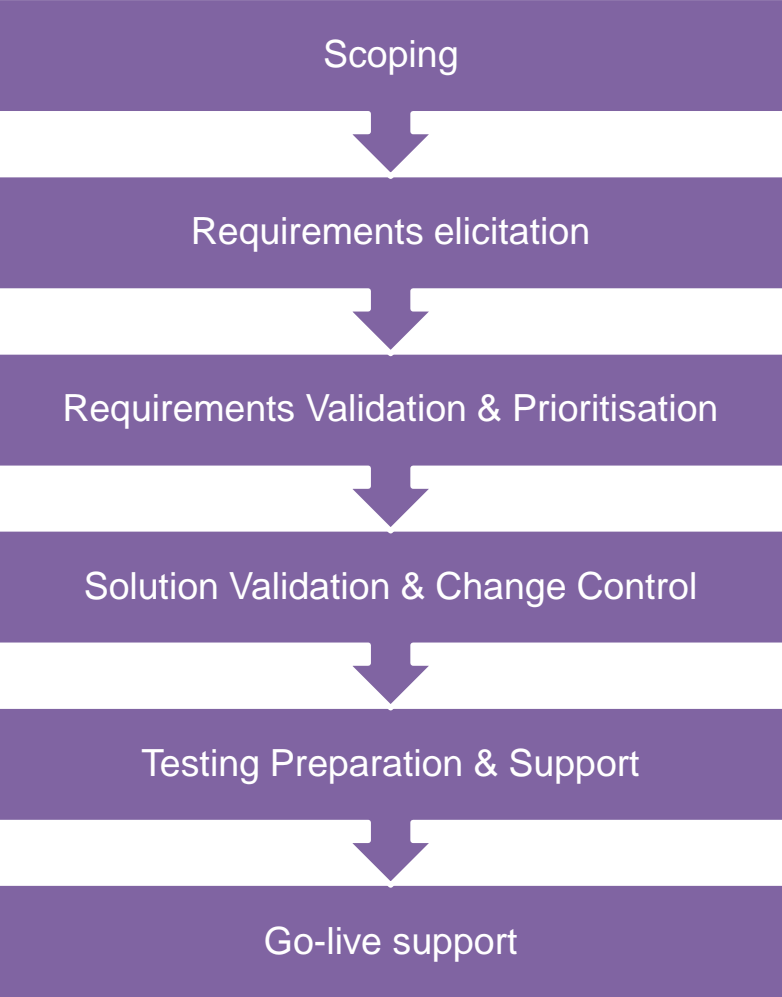
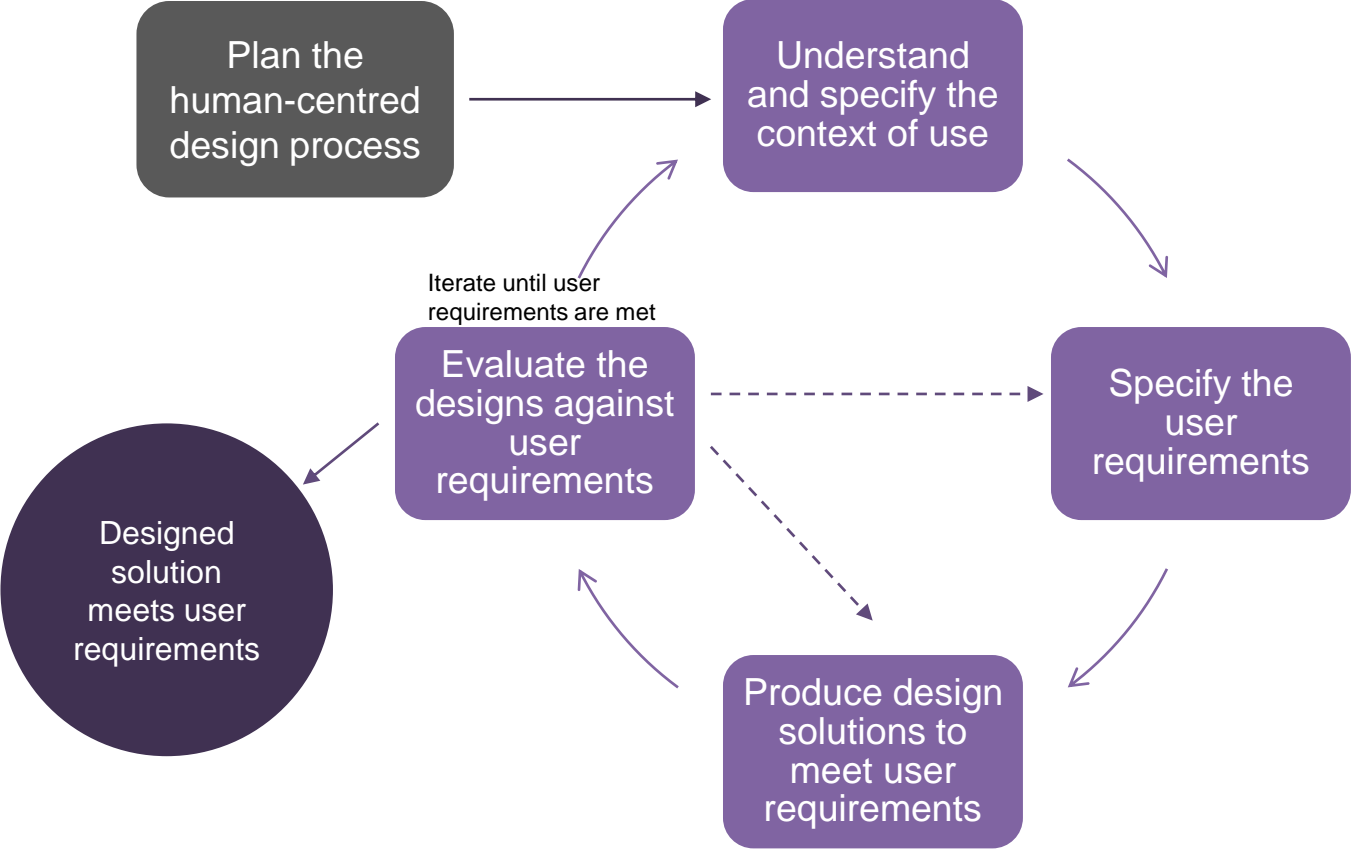
Pain points

- ✗ Wasting valuable time deciding which product is right for my shipment
- ✗ Feeling stupid when confronted with questions I cannot answer in the booking form
- ✗ Getting inaccurate price quotes because I've not entered the right details

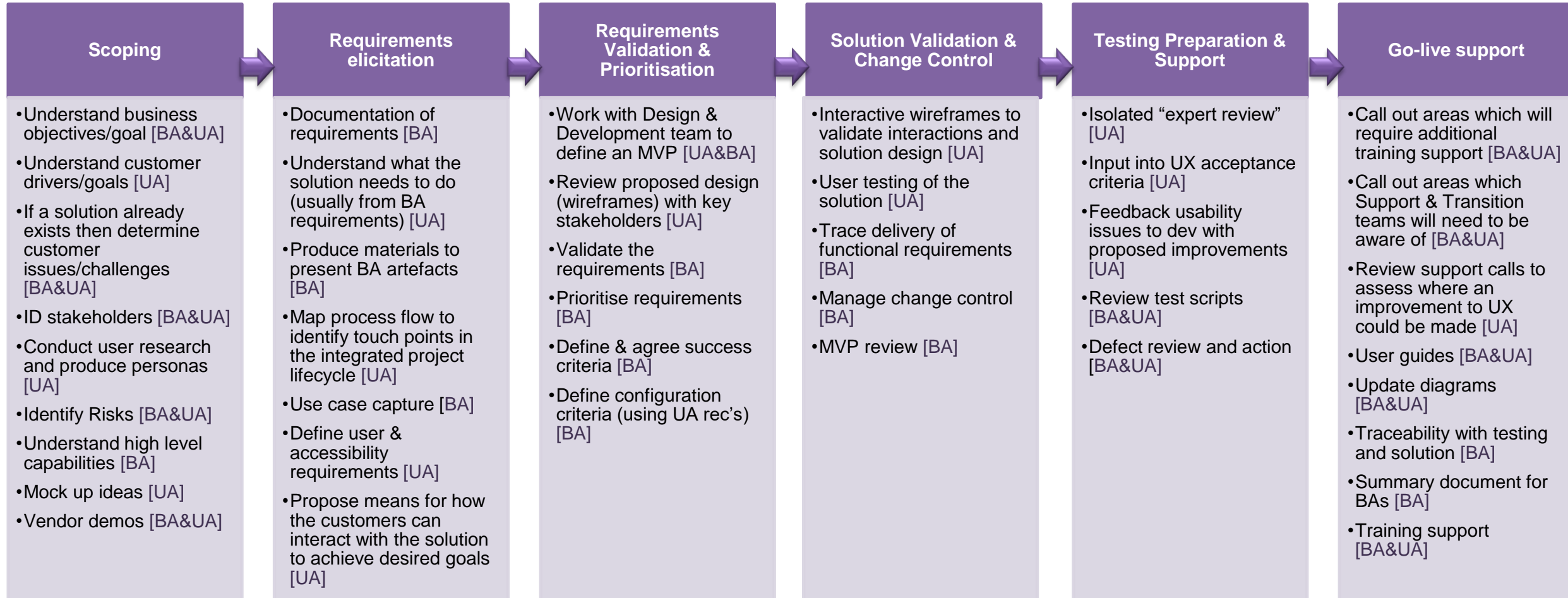
Wish list

- Live chat
- Exact price upfront
- Door-to-door service
- Simplified booking process

User centred design lifecycle vs. a standardised project lifecycle



Touch points in the project lifecycle



Usability considerations when eliciting functional & non-functional requirements

All the touch points

- ✓ How do users access the solution – are there any limitations based on device/environment/security for example?
- ✓ What does every interaction lead to the user seeing/having to do?
- ✓ How do they leave the solution?

The environment of the users

- ✓ Physical set up
- ✓ Office vs. open plan vs. on the move

Is the solution global?

- ✓ Consider cultural/linguistic challenges

Familiarity – helps with user adoption

- ✓ Does the solution repeat/reuse existing design principals?
- ✓ Are the users already familiar with icons/widgets/labels etc from other tools?

Accessibility

- ✓ Design needs to consider visual impairment
- ✓ Does the page scale with magnification tools?
- ✓ Can you use the solution without a mouse or keyboard – will solution interact with devices designed to replace mice and keyboards?
- ✓ Have the pages been constructed to work with audio tools?



Questions?

Thank you for your time.