



Business Analysis Methodology Book (Paperback)

By Emrah Yayici

Emrah Yayici, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****. As a Quick Guide to Business Analysis, the book explains international techniques and tools such as: - User stories - Use cases - MVP (minimum viable product) - Requirements documents - User interface prototypes - Lean UX (user experience) design - Vision and scope documents - Business cases - Feasibility analysis - Personas and user profiles - Product backlogs - Usability tests - Value proposition that can be used in developing and releasing: - Software, - Business solutions, - Technological products, - Mobile applications, - E-businesses and, - Business processes within tight project deadlines by applying lean principles. A real life case study with sample project documents and diagrams is used to more practically explain these international tools, techniques, and lean principles to a broad range of practitioners, including: - Business analysts, systems analysts, developers and project managers - Entrepreneurs, product owners and product managers - Consultants, UX designers and marketing specialists - C-suite executives, investors and managers of companies of all sizes.



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