



UX and business analysis. The missing link in your software project

Whitepaper

@blisdigital

Unleash
the power of
technology



To make a top-notch software product you need more than just tech skills - because in order to know what to make, you first need get inside the head of the user. Find out what motivates the people who work with your software every day - what motivates or frustrates them? And, just as important, you need a clear vision of what you, as a software maker, want to achieve. And, you can't do that without business analysis, UX research and UX design.

We work closely with our customers to automate and digitize complex business processes. To this end, we build smart, mission-critical software. But in the end, a company is not about systems, but about the people who use them. They are the most important link in all critical business processes and they deserve the best digital support. These days, they also have to do increasingly more work with fewer and fewer colleagues. This is where efficient and error-free working can really make a difference. So, how can you make sure of that?

Exactly: **Business analysis, UX research and UX design.**

Business analyse

The Business Analyst ensures that everyone in the project understands what we want to accomplish with a software project. The Business Analyst translates your goals into concrete, verified requirements. Armed with that information, the team can make the right decisions about how to improve and optimise the software.

UX-research

User Experience Research is concerned with verifying assumptions, design testing, application design and usability. UX researchers observe and analyse user behaviour and the context in which that behaviour takes place. The data from UX research is essential input for UX design, as well as for Business Analysts and Developers. And UX research is not limited to the development phase. Even in the years after launch, monitoring UX, for instance via analytics, remains crucially important.

UX-design

A UX designer translates the goals, wishes and needs of users into an application design that works optimally for them. The UX designer is not only concerned with individual screens, but also looks at the big picture of a software product.

UXers focus on the experience of the user. The Business Analyst represents the client. It is essential to involve these two areas of expertise in all important decisions both before and during your project. Why? – It's the combined power of:

With UX expertise and strong business analysis you can...

Verify your assumptions and make your users happy. By continuously checking what your users need, you build things that are actually useful to them. You see opportunities that your competitors don't, because you have a much better understanding of your users' needs. You deliver higher quality for less budget, because you do not build things that are not used or that don't seem to work.

See opportunities that the competition doesn't see, because you have a much better insight into what is going on with your users.

Deliver higher quality for less budget, because you don't waste time building things that aren't used or that turn out not to work.

Keep it simple and usable. UXers look at the big picture: is everything still comprehensible and usable? In this way you keep complexity low and the user happy.

Make your software fit for now (and the future). The modern, digital way of working is demanding, and it changes every day. Your Business Analysts and UXers keep up with new developments and keep you and your developers on track.

Put people at the centre. Technology is always only a tool. The goal always lies beyond the technology: better customer relations, more satisfied users and a greater contribution to the mission of your organization.

Without UX expertise and strong Business analysis...

The translation from briefing to product becomes a game of “Broken Telephone” like you used to play in kindergarten. Every time you pass on information, content is lost and noise is added.

You lose sight of the big picture. Developers are busy working out the details - and they are good at that. But someone also has to keep an eye on the big picture. If you don't, you lose sight of the greater goal. You lose the connection with your market and end up building things no one wants.

You lose the alignment between your software and your business goals. What good is a growth strategy if your products don't keep up with it? What good is a business development plan if your users don't understand your product?

Are you being overtaken by the competition? If you don't satisfy your users, someone else will jump in. Or did you think you were the only ambitious software vendor in your market? To keep up, you need to continue developing not only your technology, but also your user experience.

Do you keep adding new features to existing apps, without looking at it as a whole? So, the functionality's delivered, right? Check. Job done! But this 'quantity without quality' thinking leads to complicated apps that are less usable. It ends up with users being able to work less and less efficiently and eventually becoming dissatisfied.

Not building software, but creating value

Together, UX research, UX design and Business Analysis together give you a central starting point for all your development and design - a shared view of what to do and what to build; a concrete elaboration of your vision and strategy.

Everyone who works on a digital product – from end user to developer – has their own idea of what the product should do. Knowledge of UX ensures that you can capture and integrate all those ideas.

By paying attention to UX throughout your project, you get everyone on the same page. Under the guidance of a good Business Analyst and UXer, it's finally possible to work in a truly multidisciplinary way. Together they support the Product Owner and bridge the gap between all the different perspectives in your project. This way, everyone gets to know each other better and can work together more effectively.

People from all disciplines learn to take a breather before getting down to work. Because UX and business analysis capture the overarching vision and make it tangible, you can easily test every idea and action against that vision: No more tunnel vision; no more monomaniacal focus on banging out features, but an overarching, reasoned vision of how we are going to help the user.

Peace and clarity reign, because everyone understands not only what needs to be done, but also why.

Unleash
the power of
technology

What we can bring you

Okay, nice story. But what does that mean in concrete terms? What can a UXer and a Business Analyst do for you that really helps you move forward?

Well, this for example:

We make sure the user understands the software, because the developer understands the user. In this way we bring users and developers closer together, changing Software from a technical system into a human-centred solution.

We keep asking questions. We provide all parties involved with a complete picture of the user's wishes and use this to chart a path to software that really works. We make abstract ideas concrete.

We write user stories. We work out the requested functionality until we understand in detail what it's all about - and we have the techniques and methods to do it properly. So, is it really necessary to think so deeply about these things?

Yes, it is. We represent the customer and the users, and we translate their wishes into a format that is usable for developers. This way we also help you ensure the optimal maintenance of your backlog.

We make everything tangible and visual, making it come alive for everyone. The flow of a user through an app? - We draw it out, with all the steps. The screen that the user sees? We show that to the team. This way everyone sees the impact of technical decisions.

We build a visual library, where everyone can see what the result should look like. By controlling this centrally, we can easily make adjustments. All visual elements of your software can be traced back to this design system. Developers no longer get a 'white sheet of paper', but a 'colour plate' with enough space for creativity, but enough structure for uniformity, user-friendliness and an intuitive user experience.

We link everything together logically. Never again will you build functionality that is not linked to a concrete user story.

We are involved from start to finish. You work iteratively, so you constantly need new analysis and user knowledge. We are there throughout the project helping you to continuously make things that make users happy.

We are your window on the world, providing a clear view of what's going on out there. What are the developments in cloud, flexible working, recruitment and UX? How are user needs changing in different target groups? This way, we ensure that problems won't catch up with you unexpectedly. We keep a close eye on what your competitors are doing and come up with new ideas.



Any cases? Yes, of course!

We help entrepreneurs escape bankruptcy by making [WHOA Systems](#) accessible and intuitive.

We supported Relyon by making a modern redesign of technical software with an outdated look. We validated this redesign not once, but twice with end users (both on desktop and mobile).

We gave [DIAS](#) a deluge of positive feedback from users.

We made it easy for [ALLSAFE](#) customers to access gates, alarm systems, locks and a real storage robot.

Thanks to our analytics and UX expertise, Nuon employees can quickly forward questions from friends and contacts to customer service.



Shall we come and help?

As you've probably figured out by now, we like to be the missing link between development and the world of the user.

We strengthen your software project with analysis and UX expertise. Or we do an analysis, a UX study or a design sprint with you - to make sure you know what your users want and what (if anything) your developers need to build.



We Are Bliss Digital!

Blis Digital helps companies to unleash the power of cloud technology on all aspects of an organization.

We realize technological solutions that deeply affect the core of the organization.

We create the technology that an entire business runs on. That requires trust. And we earn that trust by committing to long-term partnerships and mutual success with our customers and partners.

In specialised teams, we devise, build and manage digital solutions that enable our partners and clients to make the most of technological opportunities.

We are Blis Digital - Creatives, Tech Talents and Entrepreneurs.



Blis
digital

Want to know more? Check out
our website, blisdigital.com or
follow us on twitter [@blisdigital](https://twitter.com/blisdigital)



Unleash
the power of
technology