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# Our Initial Research Questions




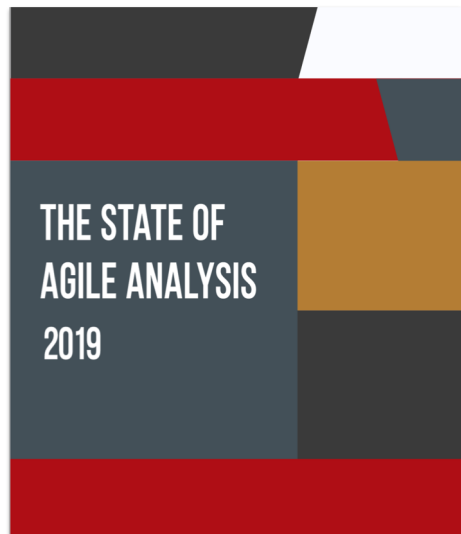
3

## Data Approach









THE STATE OF  
AGILE ANALYSIS  
2019

4

### Consistent with other Agile Surveys - **Successful** Agile Teams:



- Experience better results with customer relevancy
- More customer satisfaction
- Better quality products
- Faster speed of delivery
- Higher team morale

5

### Consistent with other Agile Surveys – **Teams reporting success** also report the following teaming factors more often than those not reporting success:

- Less WIP
- Face to Face (even when virtual)
- Co-location of team
- 100% dedicated team members
- Full stack backlog items
- Automated Testing



6

**So, what did we find about analysis?**



7

**Having a BA on the team is  
NOT making a difference  
in teams reporting  
success with Agile!**



**Hang on BAs!**

8

Having a BA that is **dedicated**  
**100% to the agile team** IS making a  
difference in teams reporting  
success with Agile!



9

**BAs partnering with the PO is  
working better than:**

- No PO, only a BA
- PO, no BA

**BA as a PO, also has strong  
results.**



10

**Teams with formally trained BAs and POs are reporting success more often.**



11

**The Analysis Activities most performed by BAs on Agile Teams are:**

- **Write User Stories**
- **Write Acceptance Criteria**
- **Talk to users about their goals and needs**
- **Write Requirements Specs**
- **Answer questions on the users behalf for the team**



12

## The Analysis Activities most performed by BAs with **teams reporting agile**

### **success:**

- Write Acceptance Criteria
- Facilitate MVP
- Define the user workflow
- Observe users & communicate user insights
- Define/measure/evaluate customer impact metrics



13

## The Analysis Techniques are most used by agile teams are:

- User Stories
- Acceptance Criteria
- Interviews
- Brainstorming
- Requirements Workshops



14

**The Analysis Techniques most used  
by teams **reporting agile success:****

- Hypothesis & Experiments
- Collaboration/Innovation Games
- Customer Journey Mapping
- User Story Mapping
- Brainstorming
- Business Model Canvas
- Acceptance Criteria

**Are BAs on these teams?**



15

**So, are we saying User Stories are out?**

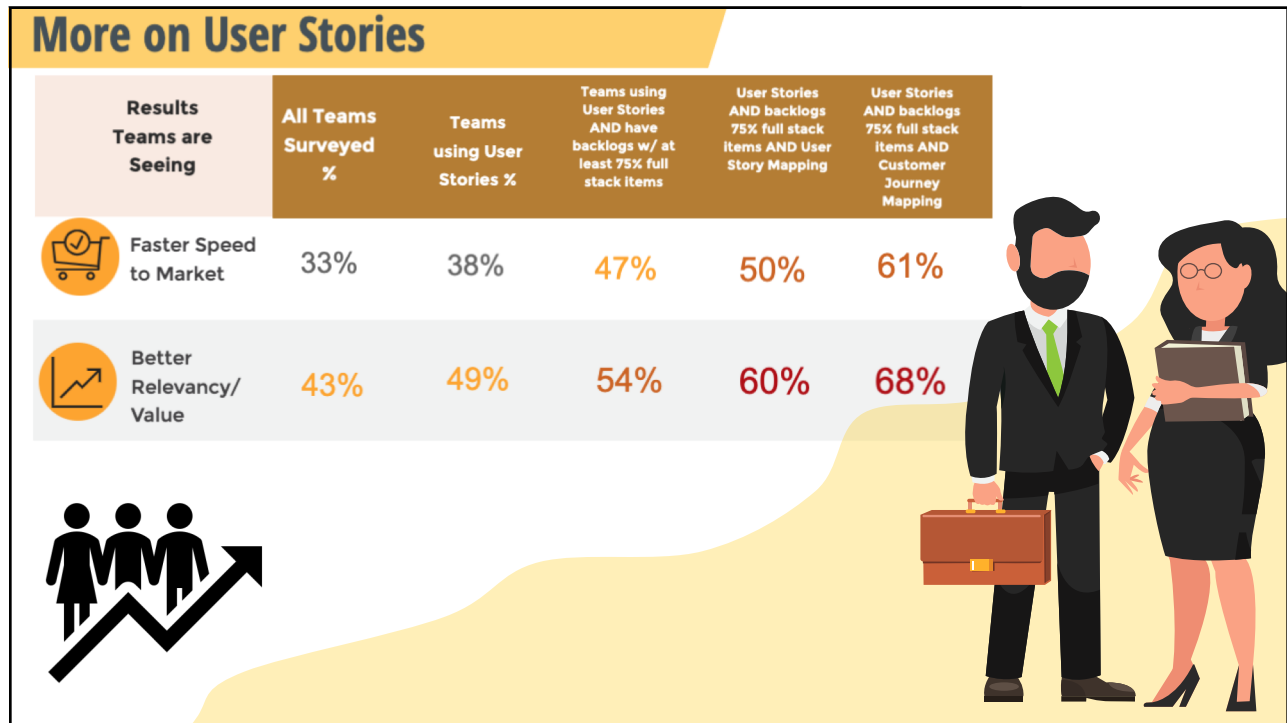
**No, they are often the base, that many are not doing correctly, causing numbers to shift to neutral.**

**When user stories are full stack, use context like story mapping or customer journey mapping, success elevates immensely.**



16





17



 **Other Key Things Successful Teams are Doing:**

- **Product Vision**
- **Product Roadmap**
- **Customer Aligned Outcome Metrics**

18

## THE STATE OF AGILE ANALYSIS 2019

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One thing that surprised me:

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Something I will focus on as an agile BA:

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A technique I need to learn:

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10

