The State of Agile Analysis 2019
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Why The Research?

THE STATE OF
AGILE ANALYSIS
2019

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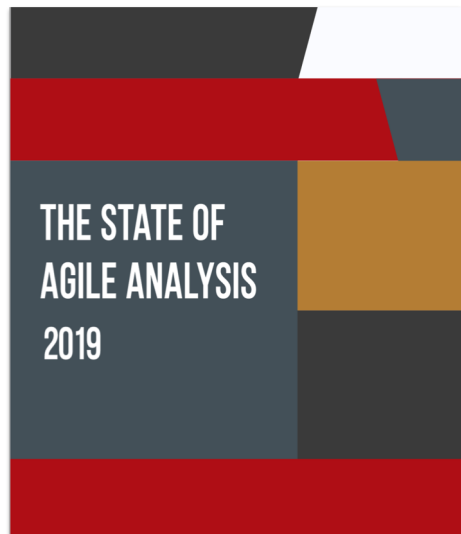# Our Initial Research Questions

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Data Approach

THE STATE OF
AGILE ANALYSIS
2019

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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

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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

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So, what did we find about analysis?

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

Hang on BAs!

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

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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.

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

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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**

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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

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The Analysis Techniques are most used by agile teams are:

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

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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?
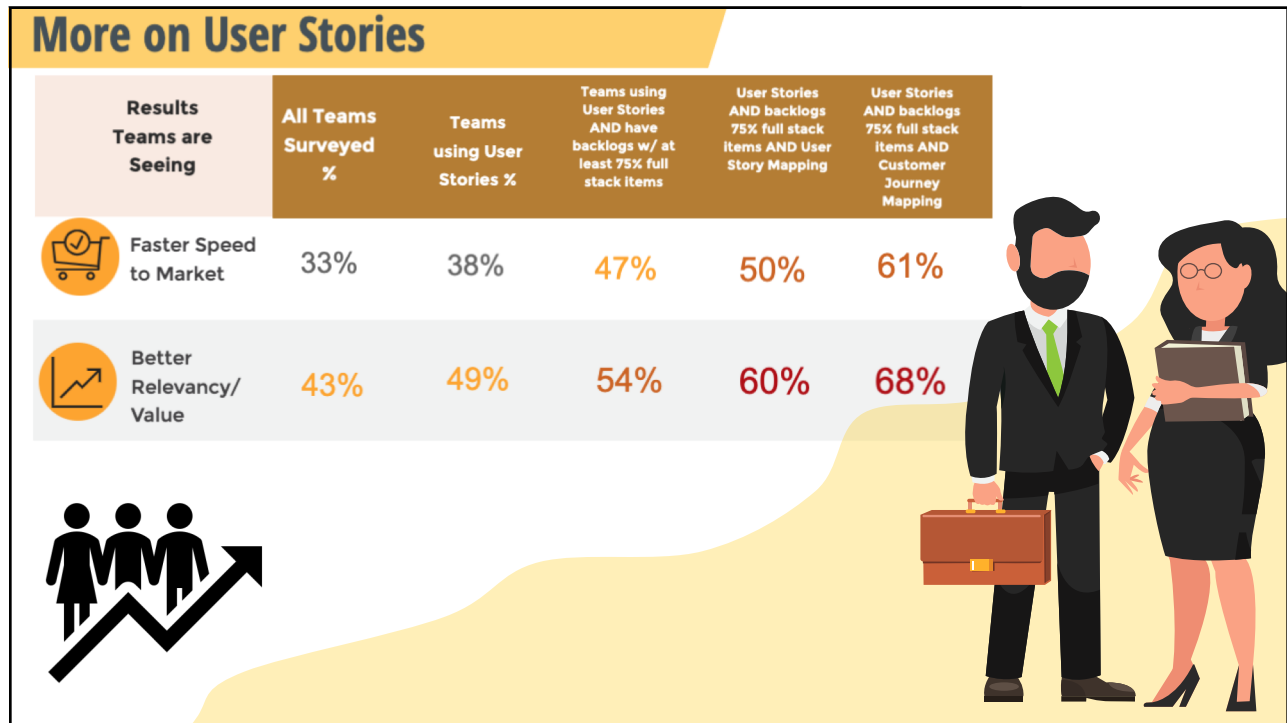
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So, are we saying User Stories are out?

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.

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More on User Stories

Results Teams are Seeing	All Teams Surveyed %	Teams using User Stories %	Teams using User Stories AND have backlogs w/ at least 75% full stack items	User Stories AND backlogs 75% full stack items AND User Story Mapping	User Stories AND backlogs 75% full stack items AND Customer Journey Mapping	
Faster Speed to Market	33%	38%	47%	50%	61%	
Better Relevancy/ Value	43%	49%	54%	60%	68%	

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Other Key Things Successful Teams are Doing:

- Product Vision
- Product Roadmap
- Customer Aligned Outcome Metrics

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