

#BASummitSA Resilience and Reinvention

# Showing up as a business analyst throughout the SDLC

Nojood Classen

# About me

- Bcom (Hons): Informatics From University of Pretoria
- Senior BA at Entelect
- Domains of experience:
  - IT governance
  - Cybersecurity
  - Banking and Insurance
  - Automotive Industry
- Passion for People: ADHD and Executive functioning coach



# Agenda



Introduction: Framing the BA role in the SDLC



Recognising the soft in software development



AI as a tool for Collaboration



Final Thoughts and Q&A



# SDLC Overview



REQUIREMENTS  
GATHERING



DESIGN



DEVELOPMENT



TESTING



DEPLOYMENT



MAINTENANCE



**Security is not a phase – it's a continuous consideration.**

DevSecOps

SSDLC

# The Business Analyst's Role in the SDLC



Bridge between business needs and technical execution



Advocate for user experience and business value



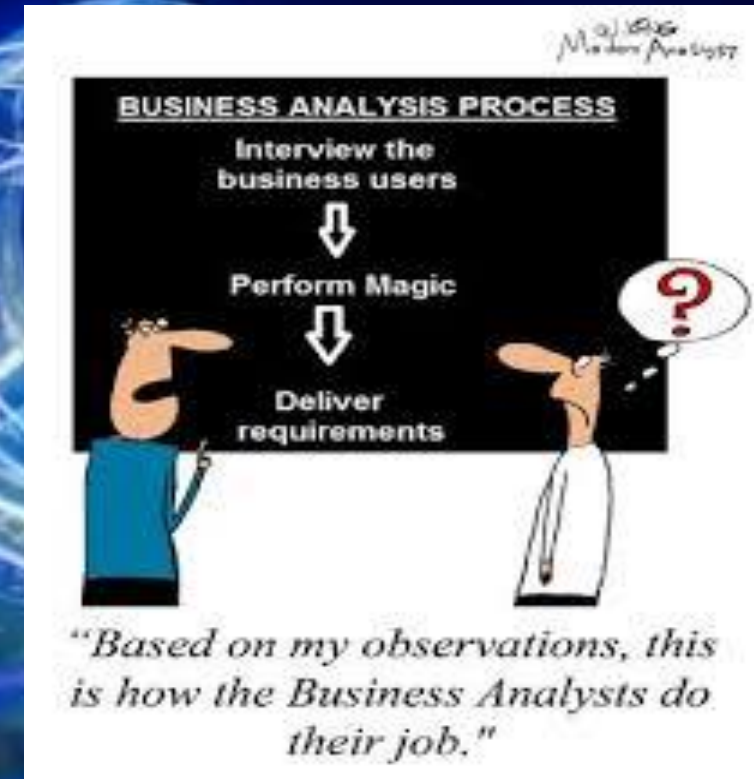
Ensure traceability from requirements to delivery



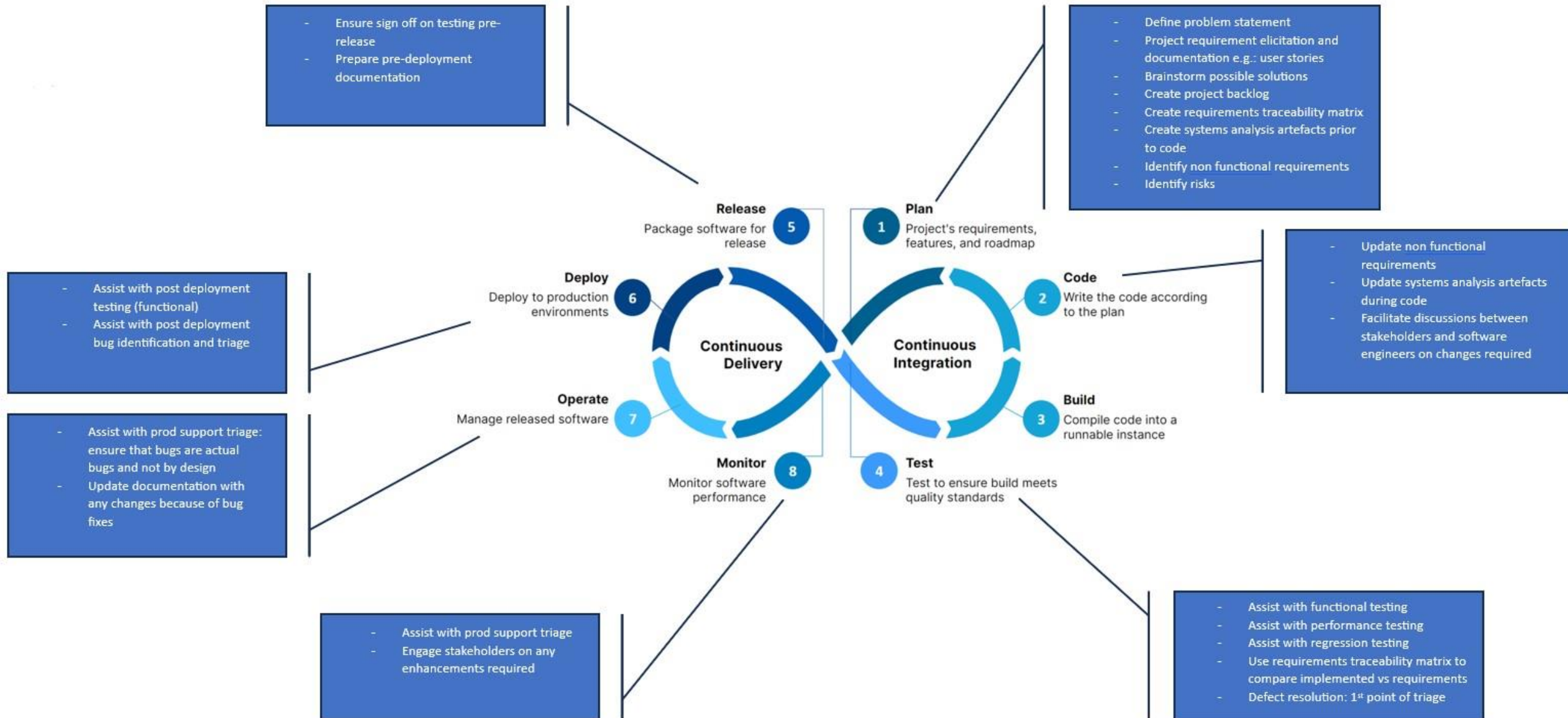
Embed security and compliance into analysis activities



Collaborate across cross-functional teams



# BA Activities Across SDLC



*If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.*

*Nelson Mandela*



# The “Soft” in Software Development – Interpersonal Skills



**Interpersonal skills help us build and maintain relationships – a currency that is required for effective collaboration**



# The “Soft” in Software Development – Self Management Skills



**TIME  
MANAGEMENT**



**ORGANISATION**



**ADAPTABILITY  
& FLEXIBILITY**



**WORK ETHIC**



**DEPENDABILITY  
& INTEGRITY**



**STRESS  
MANAGEMENT**



**PATIENCE**

**In managing yourself you build trust with yourself and others and promote accountability through example**

# The “Soft” in Software Development – Cognitive Skills



**PROBLEM  
SOLVING**



**CRITICAL  
THINKING**



**DECISION  
MAKING**



**ANALYTICAL  
THINKING**

**Cognitive and problem-solving skills effectively help to connect the dots**








LET ME TELL YOU A STORY...



the  
**FRESH**  
**BA**



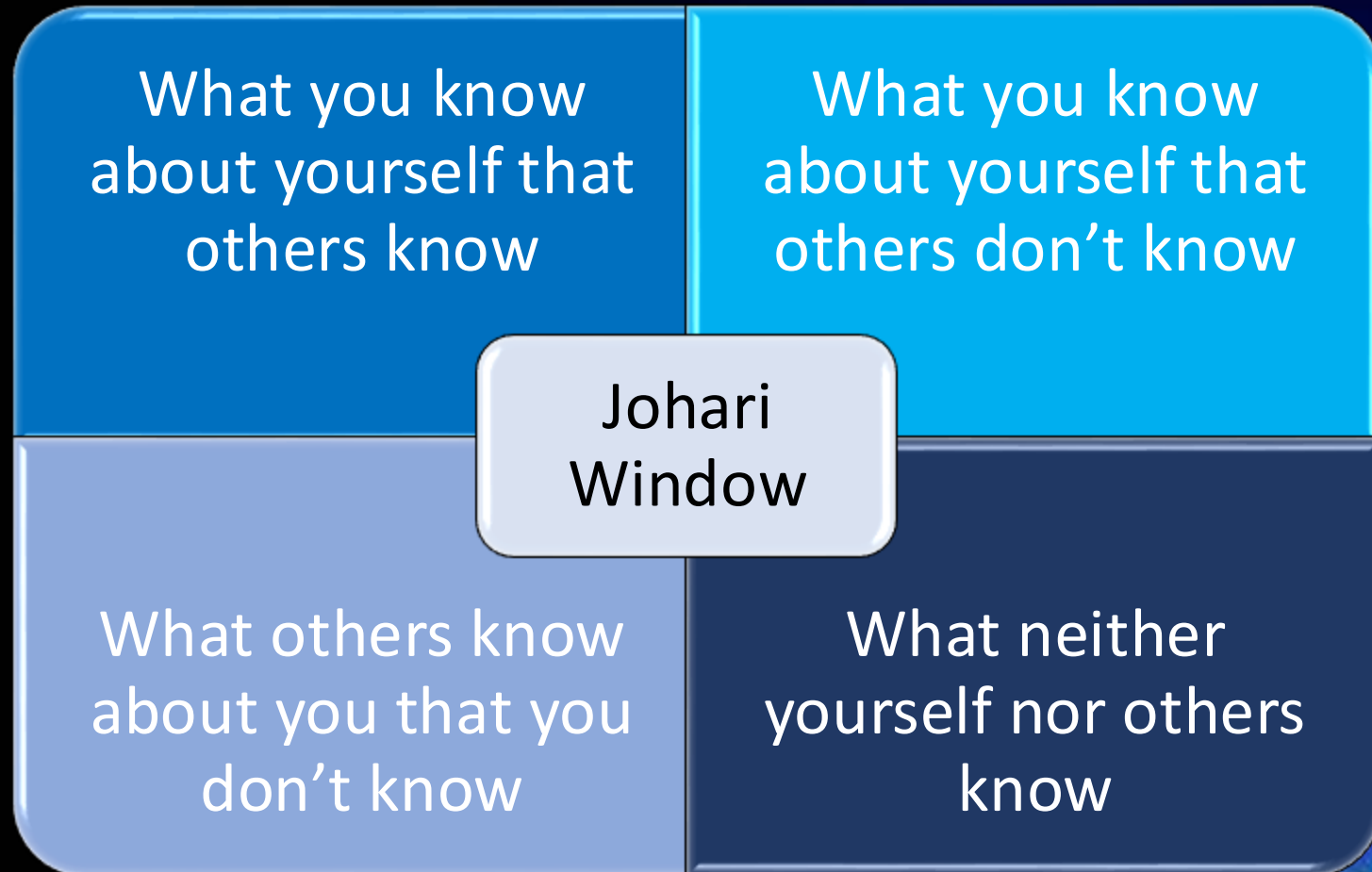
# Empathy as the foundation to engagement

Empathise	Define	Ideate	Prototype	Test
 <p><b>What it is:</b> Understanding your users and their needs from their perspective.</p> <p><b>How to do it:</b> Conduct user research to gather insights: interviews, observations, and surveys.</p>	 <p><b>What it is:</b> Synthesize the information from the empathy stage to clearly define the core problem or user need.</p> <p><b>How to do it:</b> Create a clear problem statement or design challenge from a user-centric viewpoint.</p>	 <p><b>What it is:</b> Generate a wide range of creative ideas and potential solutions.</p> <p><b>How to do it:</b> Use techniques like brainstorming and mind mapping to challenge assumptions and create as many ideas as possible.</p>	 <p><b>What it is:</b> Build tangible representations of your ideas to start creating solutions.</p> <p><b>How to do it:</b> Create rough sketches, physical models, or other forms to make your ideas concrete and ready for testing.</p>	 <p><b>What it is:</b> Test your prototypes with users to gather feedback.</p> <p><b>How to do it:</b> Share your prototypes with users to get their feedback and understand what works and what needs improvement.</p>





# The inside job



# AI as a tool for Collaboration



Understanding business concepts



Translate Technical Artifacts


# Understanding Business Concepts with AI

What's on the agenda today?

You are a business analyst about to go into a project kick off meeting about adding a new retirement annuity fund to a LISP provider's services. They require a website and have no digital platform to do this currently as they rely on face-to-face interaction between broker and client. Please provide a brief explanation of what a LISP provider does and how a retirement annuity can be added to their services. Suggest an approach to engaging with a project sponsor, project manager, operations team and product owner as well as questions I can ask each stakeholder in the meeting – indicating that you are empathic to what each of them may experience as a pain point

 Attach

 Search

 Study



# Understanding Business Concepts with AI

Here's a concise, professional briefing you could take into your **project kick-off meeting** as the **business analyst**, showing both understanding of the business and empathy for your stakeholders.

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## Context: What a LISP Provider Does

A **Linked Investment Service Provider (LISP)** offers investors access to a **range of investment products** (such as unit trusts, retirement funds, and tax-free investments) through a **single administrative platform**.

They act as an intermediary between:

- **Investors and financial advisers, and**
- **Underlying fund managers or insurers**

Their key value lies in **administration, reporting, compliance, and convenience** — aggregating multiple investment products and transactions in one place.





# Understanding Business Concepts with AI

## Adding a Retirement Annuity (RA) to Their Services

A **Retirement Annuity (RA)** is a long-term investment product allowing individuals to save for retirement in a tax-efficient way.

For a LISP provider to offer an RA:

1. **Product definition:** The RA fund must comply with **regulatory frameworks** (e.g. local pension or insurance regulations).
2. **Platform enablement:** The provider must create the **digital infrastructure** to support:
  - Client onboarding (KYC/FICA compliance)
  - Broker/adviser integration
  - Fund selection and contribution management
  - Reporting and statements
3. **Website & client portal:** A digital front-end where brokers and clients can interact securely — replacing or augmenting the current face-to-face model.
4. **Back-office integration:** Ensure alignment with administration, accounting, compliance, and existing fund management systems.



# Understanding Business Concepts with AI

## Stakeholder Engagement Approach

You'll want to **position yourself as a bridge** between business goals, technical implementation, and user needs — showing that you understand each stakeholder's pressures.

### 1. Project Sponsor (typically an executive or head of business)

**Empathy:** They care about ROI, strategic fit, and time-to-market. Likely anxious about cost, compliance, and reputation.

**Approach:** Be concise and outcome-focused. Show understanding of business value and risks.

**Questions:**

- What strategic goals does launching the RA help achieve?
- How do you define success for this project — customer growth, digital presence, or operational efficiency?
- What are your key concerns around budget, timelines, or market readiness?
- How will you measure the project's impact on the overall business strategy?



### 2. Project Manager

**Empathy:** Concerned about scope creep, dependencies, and stakeholder alignment.

**Approach:** Be clear about deliverables, requirements, and dependencies early on. Support them with well-defined business requirements and change control.

**Questions:**

- What's the current project timeline and key milestones?
- Are there any known risks or blockers from previous initiatives?
- How will we handle evolving requirements as we learn more about the digital platform needs?
- What's your preferred process for BA deliverables — user stories, process maps, BRD, etc.?

# Understanding Business Concepts with AI

- Improved domain knowledge prior to kick off meeting
- Talking points with stakeholders – focused on what each of them would be interested in
- Creating the foundation for a collaborative discussion
- Getting the most out of the engagement
- Reducing the likelihood to rehash the conversation






# Translate Technical Artifacts


## – Prompt Example

CHAT COPILOT EDITS + ↺ ... ×



### Ask Copilot

Copilot is powered by AI, so mistakes are possible. Review output carefully before use.

 or type # to attach context



@ to chat with extensions

Type / to use commands

[/fix the problems in my code](#)

[/tests add unit tests for my code](#)



[/explain how the selected code works](#)



 Untitled-3 Current file 

I want to analyse the "add pet" feature in this pet care application. Please help me identify:

1. The main files and components related to adding a pet.
2. The main functions or classes that handle this feature
3. Any models or data objects involved (
4. The flow of data: from UI/form submission to backend handling
5. Any API endpoints or external APIs used to add a pet
6. Any validations or business rules applied during the add pet process.

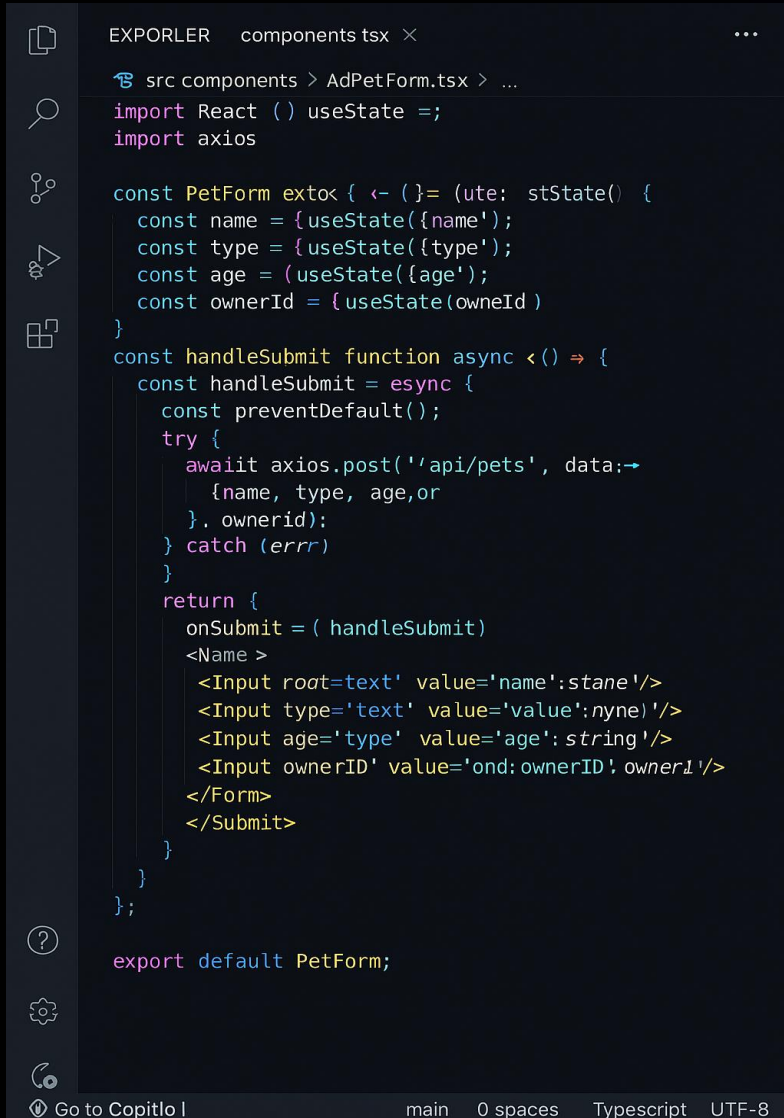
Show me code locations or references, and summarise what each part does

@  

GPT-4o  



# Translate Technical Artifacts – Response



```
EXPORLER  components tsx ×  
src components > AdPetForm.tsx > ...  
import React () useState =;  
import axios  
  
const PetForm extox { <- () = (ute: stState() {  
  const name = {useState({name!});  
  const type = {useState({type!});  
  const age = (useState({age!});  
  const ownerId = {useState(owneId )  
}  
const handleSubmit function async <() => {  
  const handleSubmit = esync {  
    const preventDefault();  
    try {  
      awaitt axios.post('/api/pets', data:→  
        {name, type, age,or  
      }, ownerId):  
    } catch (errorr)  
    }  
    return {  
      onSubmit = ( handleSubmit)  
      <Name >  
        <Input root=text' value='name':stane' />  
        <Input type='text' value='value':nyne' />  
        <Input age='type' value='age': string' />  
        <Input ownerId' value='ond: ownerId! ownerId' />  
      </Form>  
      </Submit>  
    }  
  }  
};  
  
export default PetForm;
```



I translated the code into natural language:

A component `PetForm` manages name, type, age, and ownerId states using the `useState` hook.

The `handleSubmit` function is asynchronous and it is used as the form's submission handler.

In this function, the function prevents the default form submission behavior by calling `preventDefault()`, a POST request to a `/api/pets` endpoint with the form data as an object in the `data` parameter.



Try again

Accept

# Translate Technical Artifacts – Value Realisation

- You know where the code is for a feature
- You know how the code works
- Great talking point with software engineer
- Can aid in creating systems analysis artifacts
- Enhances gap analysis





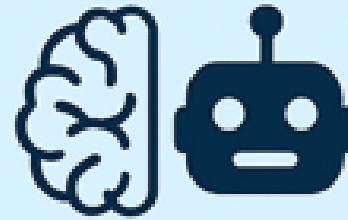
# Final thoughts



**CONNECTOR**  
Across Teams



**RELATIONSHIPS  
MATTER**



**AI SUPPORT**  
AI Support



**DYNAMIC DOCS**  
Dynamic Docs

# Thank you, Any Questions?

Contact:

- [Nojoodclassen@gmail.com](mailto:Nojoodclassen@gmail.com)
- [Analytically-speaking.com](http://Analytically-speaking.com)

