



Business Analysis Methodology Book

By Emrah Yayici

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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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Editorial Review

About the Author

Emrah Yayici contributes to IIBA® (International Institute of Business Analysis) as a chapter President. He is the author of the best-selling Business Analysis Methodology Book, Business Analyst's Mentor Book, and UX Design and Usability Mentor Book.

He is one of the managing partners of UXservices, BA-Works and Keytorc. He started his career as a technology and management consultant at Arthur Andersen and Accenture. Afterward he led global enterprise transformation projects at Beko-Grundig Electronics.

During his career he has managed multinational and cross-functional project teams in banking, insurance, telecommunications, media, consumer electronics, IT industries, and startups.

He also contributed to UXPA (User Experience Professionals Association) as a member and ISTQB® (International Software Testing Board) as a former international board member. He is now sharing his experience about business analysis, business development, entrepreneurship, product development, customer experience design, UX design, usability, and quality assurance by publishing articles and books, leading training sessions, and speaking at conferences.

Users Review

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Aaron Tyler:

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