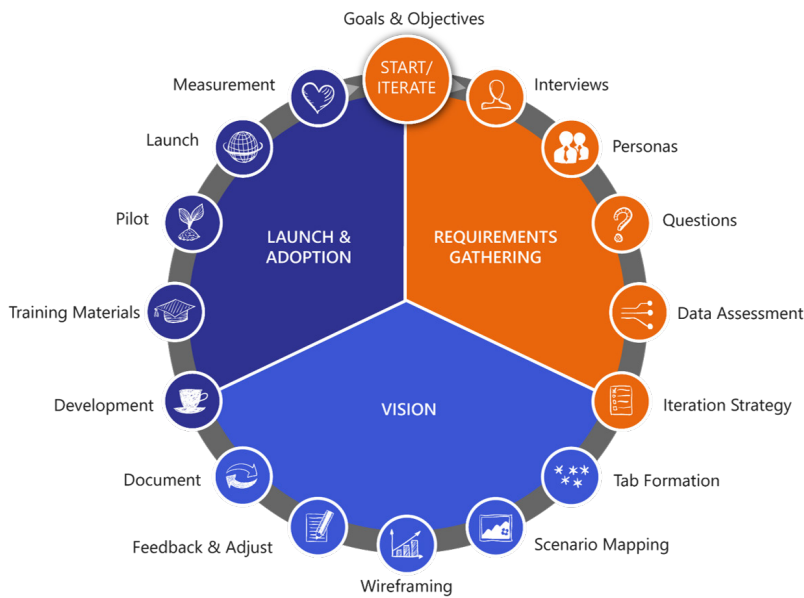


ACCELERATE INSIGHT

The goal of Business Intelligence is to solve business problems.

The key to learning what insights are needed to solve those problems is a process called requirements gathering.

We've created a check list, based on Phase 1 of our Dashboard Design Process.



Requirements gathering checklist

- ☐ **Interviews**
- ☐ **Identify players**
Identify essential people whose input will determine the success of the project. Stakeholders and end users will shape the analytics assets based on business needs. IT and data teams will weigh in on data quality and technical requirements.
- ☐ **Conduct Interviews**
Interview stakeholders to understand business goals, including objectives and challenges. End user interviews focus on current challenges and the specifics on how analytics will increase efficiency
- ☐ **Develop personas**
Consolidate the interview information into distinct user personas. Each persona represents a group of people with similar roles.
- ☐ **Questions**
- ☐ **Identify questions by persona**
Using the goals and challenges, brainstorm questions that each persona would ask that analytics could help answer.
- ☐ **Scenario Mapping**
Scenario mapping is the process of discussing then mapping how each user persona question would be answered with new business intelligence tools.
- ☐ **Group questions**
Group questions by theme to develop the tabs on your dashboard.
- ☐ **Data assessment**
Check whether your existing data can support your goals. Only use reliable data on the first iteration of your dashboard. To build data culture your end user needs to have confidence in your data.
- ☐ **Iteration Strategy**
Create a strategy to build future versions of your dashboard. Improve data quality and velocity to answer additional questions in later versions.