



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Information Systems
DEPARTMENT	Applied Information Systems
CAMPUS(ES)	APB
MODULE NAME	Advanced Business Analysis
MODULE CODE	ABA11A1
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity June 2019

ASSESSMENT DATE	4 June 2019	SESSION	12:30 – 15:30
ASSESSOR(S)	Mr Nazeer Joseph		
MODERATOR(S)	Dr Caroline van den Berg		
DURATION	3 hours (180 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	4
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INFORMATION & INSTRUCTIONS:

- This is an open-book assessment.
 - Please answer all questions from Section A and all questions from Section B.
 - Question papers must be handed in.
 - Answer each question in a separate book.
 - Read the questions carefully and answer only what is required.
 - Number your answers clearly and correctly as per the question paper.
 - Structure your answers by using appropriate headings and sub-headings.
 - Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
 - The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment
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CASE STUDY – VidTech Business Intelligence Solution

In 2007, two UJ computer science majors, Morton Schmidt and Greg Jenko, started a video distribution platform which allowed on campus students to share and stream videos. The platform grew so fast that it required continuous development and upgrades to maintain stability. Schmidt and Jenko realised the platform's potential and after graduation in 2008 opened the startup VidTech, a streaming video platform for an entire nation. Multinational companies Vodacom, MTN and Multichoice all invested in the startup to enable a video streaming service not only for South Africa but for Africa and the world. The company continued to grow and in 2010 large production houses such as Disney, Warner Bros, Sony and multiple others, began to license content on the platform. The demand for high definition content became a necessity and the platform had to grow accordingly. VidTech also had to start catering for the mobile boom of tablets and smartphones after 2010. This required significant development and resources to ensure all users could access their content. VidTech listed on the JSE in 2012 and FTSE in 2014 to much fanfare and excitement. Morton Schmidt served as the CEO while Greg Jenko served as the COO. Fast forward to 2019 and VidTech is now the leading streaming service in Africa and competing with international competitors such as Netflix and Hulu.

In order to grow the VidTech platform, Morton and Greg look to employ business intelligence to better understand, develop, produce and market new content. They aim to develop the VidTech Business Intelligence (VTBI) solution using the agile philosophy through Scrum in particular. The VTBI solution will begin development in the second quarter of 2019 with a target fully operational date of June 2020. The solution will be developed in modules through the following phases:

- **Phase 1:** Data aggregation and interpretation of client content viewing preferences.
- **Phase 2:** Analyse aggregated data and generate natural language reports for content producers and procurers.
- **Phase 3:** Analyse and compare aggregated data to newly produced/procured content to develop new content marketing strategies.

No stringent timelines have been provided for the delivery of each phase. Rather, a fully operational date was set as multiple challenges and complexities are expected to emerge during the VTBI solution development lifecycle. Apart from the adoption of the agile philosophy to develop the VTBI solution, Morton and Greg plan to implement DevOps as well to smooth the deployment and continuous development of the VTBI solution. The overall aim is to improve the value add of VidTech from a business and consumer perspective.

QUESTION 1

[15 MARKS]

- 1.1 Identify the roles of **THREE** internal stakeholders and **TWO** external stakeholders during the development of the VTBI solution. (5)
- 1.2 Discuss the importance of the **THREE** internal stakeholders and **TWO** external stakeholder from **Question 1.1** in a **TABLE**. (2*5=10)

QUESTION 2

[10 MARKS]

- 2.1 Create user stories for the **THREE** internal stakeholders identified in **Question 1**. (3*2=6)
- 2.2 Create user stories for the **TWO** internal stakeholders identified in **Question 1**. (2*2=4)

QUESTION 3

[15 MARKS]

Create a memo to explain to Greg and Morton how the role of a BA is important in ensuring effective change management when implementing the VTBI project.

QUESTION 4

[4*3=12 MARKS]

Understanding the technical architecture of the VidTech platform is essential to integrating the VTBI solution. Discuss the technical architecture considerations in terms of the **STRUCTURE, INFRASTRUCTURE, TECHNICAL ENVIRONMENT** and **SYSTEM OPERATIONS** when developing and implementing the VTBI solution.

QUESTION 5

[15 MARKS]

Many project complexities are expected to emerge during the development and integration of the VTBI solution. Create and discuss a model which includes various project complexities that can influence the VTBI initiative.

QUESTION 6

[15 MARKS]

Adding value to the VidTech platform and business is the main aim of implementing the VTBI solution. Analyse the planning framework for adding value and debate the **FIVE** value adds in terms of the VTBI solution.

QUESTION 7

[10 MARKS]

As the VTBI project business analyst, you should be aware of the socio-technical aspect of requirements engineering. Argue why VidTech should apply the socio-technical model when embarking on the VTBI project. Place specific emphasis on the social activities of the model.

QUESTION 8

[8 MARKS]

Agile environments require social contract separate from organisational policies.

- 8.1 Define what a social contract in agile environment is. (1)
- 8.2 Create an agile social contract for the VTBI project. (7)