



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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Exploring the Potential of ChatGPT in Business Analysis

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Agenda

No	Topic
1	Introduction
2	What is AI
3	Group activity overview
4	Group activity 1 – business process mapping
5	Break
6	Group activity 2 – user story mapping
7	Group activity 3 – writing user stories
8	Closing thoughts



Introduction

Introduction



Background

Significant and too many years experience in Business Analysis



Workshop purpose

Collaborate with fellow Business Analysts on how to use ChatGPT using an actual case study



Perception of BA role

Limited awareness of the BA role and the value we add to organisations and projects, especially in the context of Agile.

Workshop Objectives

1

Evaluate ChatGPT performing BA techniques

2

Compare human vs ChatGPT performance

3

Ethical implications of using AI

4

Impact of AI on the future of Business analysts



What is Artificial Intelligence

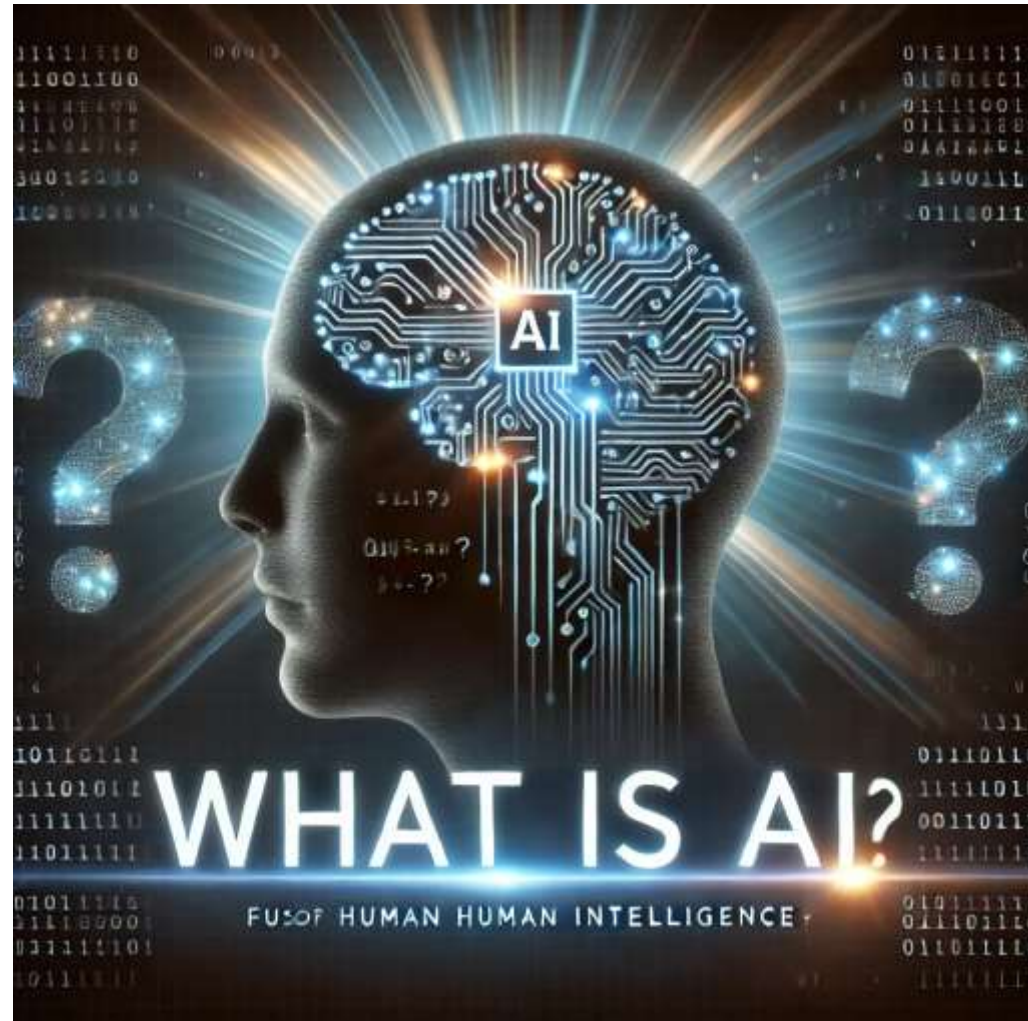
A disclaimer

I am no AI expert!!



What is AI

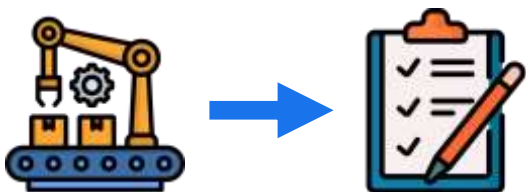
- Making computers and machines think and act like humans
- Concept of AI has been around since 1956
- Required computer power to evolve
- AI improves through data exposure and algorithms.
- Algorithms enhance task accuracy over time.



Types of AI

Artificial Narrow Intelligence

- Weak AI



- Examples



Artificial General Intelligence

- Strong AI



- No true AGI systems exists

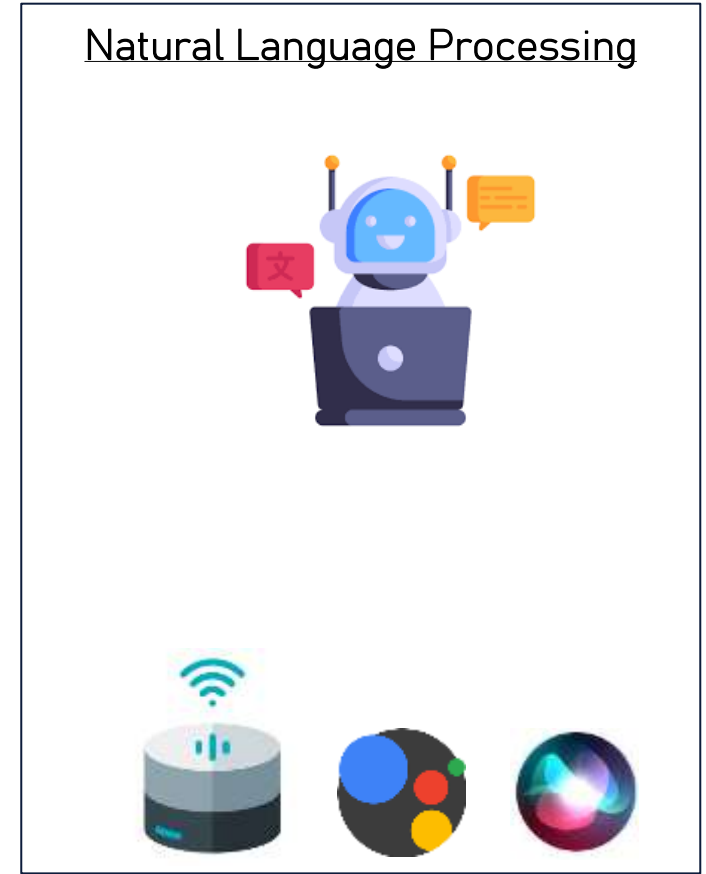
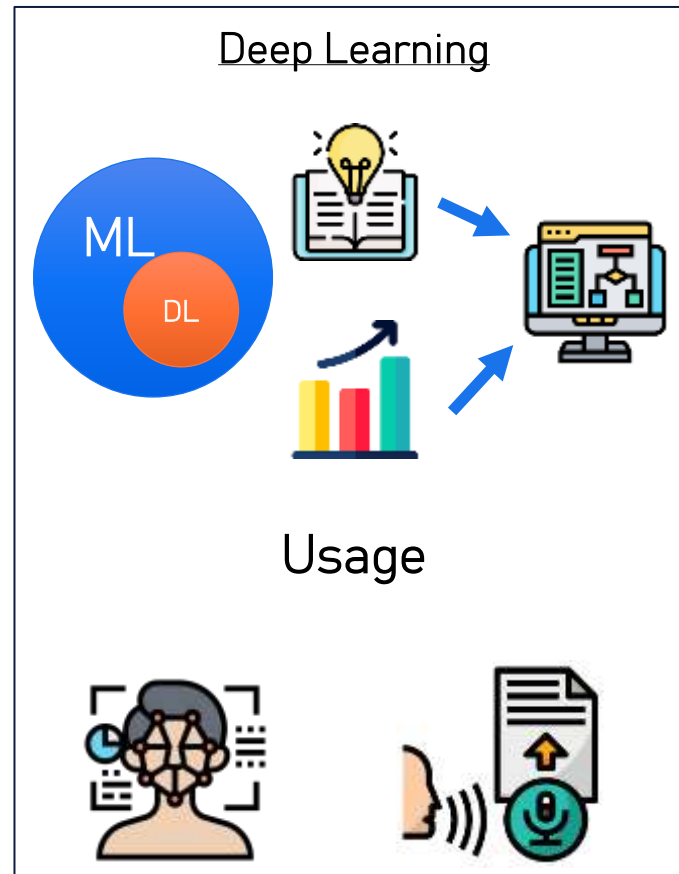
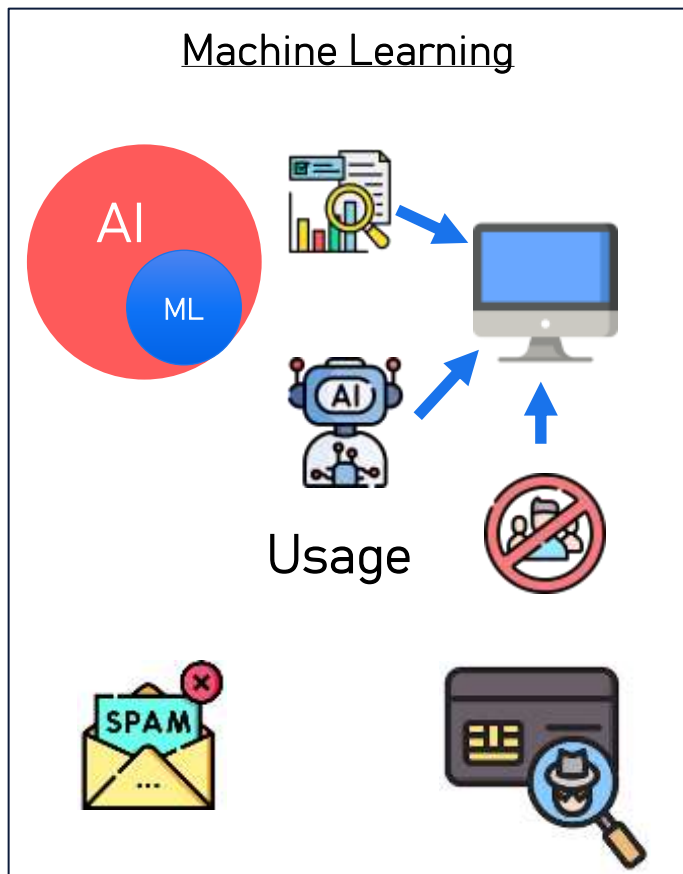


Artificial Super Intelligence

- Superpass human intelligence



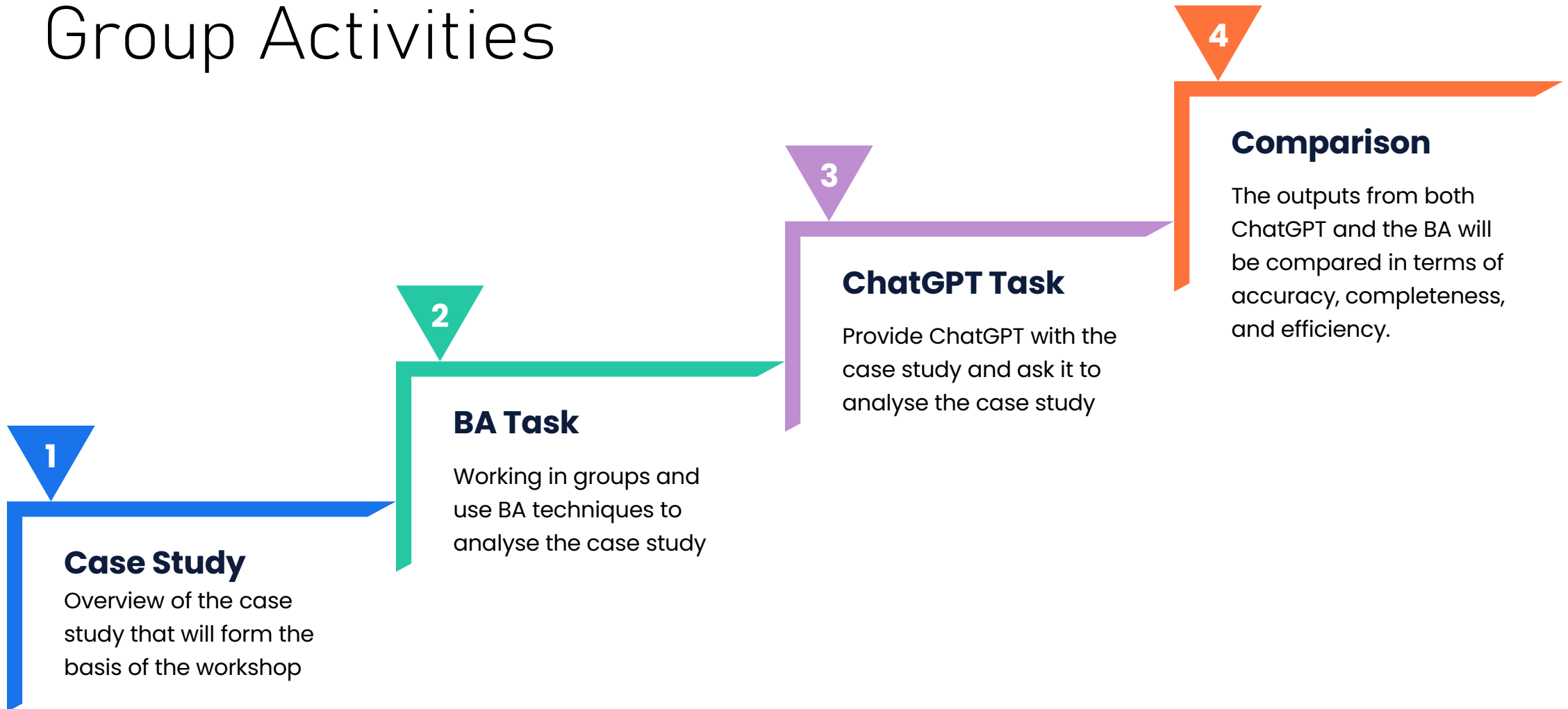
Breakdown of Artificial Narrow Intelligence





Group Activity Overview

Group Activities





Case Study

- Acme Ltd is responsible for maintaining, operating and improving the UK's motorways.
- Infrastructure companies work with Acme Ltd to carry out their construction projects on the motorways.
- Acme Ltd wants to pilot a new initiative that allows community groups and charities to advertise their social value opportunities (SVO) to help support its social values corporate objective.
- Acme Ltd will require all contracted infrastructure companies to undertake a set number of SVO so that they can demonstrate how they have engaged with and supported the local community in areas where they have carried out construction work.



Case Study

- SVO are programmes that support local communities by building compost bins, litter picking or offering work opportunities for ex-convicts.
- Each SVO will be measured using a social value impact score, the metric and calculation mechanism is yet to be finalised.
- Kamal has been assigned as a Business Analyst to implement a Digital platform to match infrastructure companies to prospective SVO.
- The Project Sponsor explained to Kamal how he wanted the E2E process to work



Case Study

Task 1

- Charities and community group create their social value opportunities with the following details:
 - Town
 - Postcode
 - SVO details
 - SVO impact
 - Skill requirements
 - Will individuals be seeking volunteering opportunities?

Task 2

- Infrastructure companies are searching for social value opportunities

Task 3

- Measure the SVO impact score for each infrastructure company.



Group Exercise 1

Business Process Modelling

How well does ChatGPT design a business process?

01

Group Exercise

Analyse the case study and use business process modelling to create a set or level 1 and 2 (optional) process maps

02

ChatGPT Demonstration

The case study will be input into ChatGPT and it'll be asked to produce a set of level 1 and 2 process maps

03

Comparison & Discussion

Compare the output from tasks 1 & 2





Group Exercise 2

User Story Mapping

How well does ChatGPT design a business process?

01

Group Exercise

Building on the business process map created in Activity 1, let's delve into user story mapping. Collaboratively break down the process into epics, themes, features, and user stories

02

ChatGPT Demonstration

We will ask ChatGPT to conduct a user story mapping exercise.

03

Comparison & Discussion

Compare the output from tasks 1 & 2





Group Exercise 3

User Story Creation

How well does ChatGPT design a business process?

01

Group Exercise

Work together to create a refined set of user stories, and associated acceptance criteria, based on the epics, themes, and features identified."

02

ChatGPT Demonstration

We will ask ChatGPT to conduct a user story mapping exercise.

03

Comparison & Discussion

Compare the output from tasks 1 & 2





Closing Thoughts

Workshop Objectives

1

Evaluate ChatGPT performing BA techniques

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Impact of AI on the future of Business analysts

Will ChatGPT
replace Business
Analysis?



Will ChatGPT replace Business Analysis?

It won't replace but it could
sideline us!





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