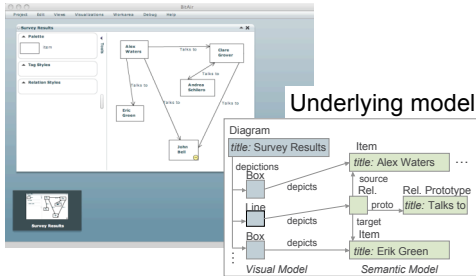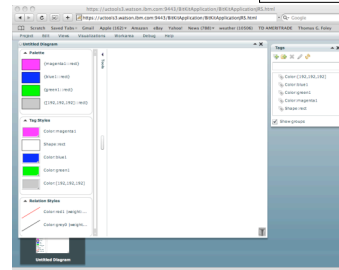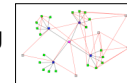# Business Insight Toolkit: Flexible Pre-Requirements Modeling

Harold Ossher, Rachel Bellamy, David Amid, Ateret Anaby-Tavor, Matthew Callery, Michael Desmond,
Jacqueline de Vries, Amit Fisher, Thomas Frauenhofer, Sophia Krasikov, Ian Simmonds, Calvin Swart
IBM T.J. Watson and Haifa Research Centers
{ossher,rachel}@us.ibm.com, {davida,atereta}@il.ibm.com
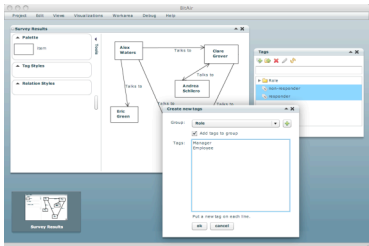
Creating content: like office tools

Underlying model

Tagging: structure emerges

Style mapping: associating visual appearance with model structure

Multiple views

BITKit

Flexible Modeling Tool

Importing pre-existing diagrams

Thought Frameworks
supporting model reuse

Guiding the user

Pre-Requirements Business Analysis

• Gathering information
• Organizing it to gain insight
• Envisioning alternative possible futures
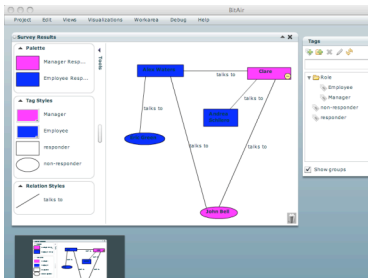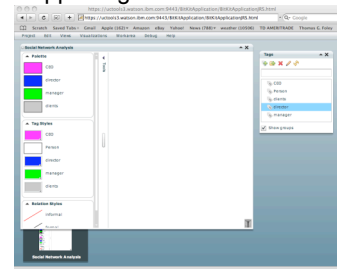• Presenting insights and recommendations

Office Tools are commonly used

• Have broad applicability
• Are easy to learn
• Presentation tools provide narrative structuring in the same medium as final presentation
• Don't constrain development order
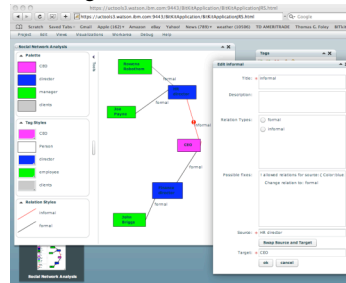• Provide multiple stylistic cues
• Provide just syntax
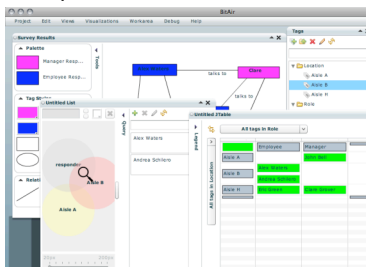
… but …

Modeling Tools have many advantages

• Support multiple views on the same model
• Facilitate consistency management across multiple views
• Provide domain-specific guidance
• Provide syntax, semantic model and semantic mapping

… so need …

The flexibility of office tools with the power of modeling tools