

# Principles of BA

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**Focus on the  
Product**

**Users Don't  
Have  
Requirements**

**Focus on  
Information,  
Not  
Individuals**

# **Principles of BA**

**First Define the  
Problem, then  
the Solution**

**Communicate,  
Cooperate,  
Collaborate**

# Focus on the Product

- A product is anything that is launched in market to solve a problem.
- A project is a temporary attempt to create a unique product or service.
- Focus on final product not on the project.

# Users Don't Have Requirements

- Users have information and idea of what they want.
- It is very important to find out requirement from this information.

# Focus on Information, Not Individuals

- A solution is never biased, it is just a solution.
- Always just focus on information.

# Communicate, Cooperate, Collaborate

- Never be a bottleneck of information.
- Always Learn, Teach and Spread the information.

# First Define the Problem, then the Solution

- Without finding a problem a solution can never be provided.
- Firstly ask questions and find out the problems and then design solution to solve those problems.