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MISSION PROFILE For:

Business Analyst
Indianapolis, Indiana

I. COMPANY PROFILE:

www.humanizingtechnologies.com
www.lifepage.com

"Humanizing Technologies is a team of professional technologists dedicated to building world-class products that 'humanize technology'"

Humanizing Technologies was established to discover, develop and deliver the next great homepage experience. Most technology in today's marketplace is designed for no one in particular and doesn't meet the needs of any single individual. Millions of people are forced to adapt themselves to the same "top down" features and functions. Humanizing Technologies (HT) was formed to develop technology that is "user-centric" rather than "technology-centric".

HT recognized that people no longer wonder whether information is available on-line, but rather desire the ability to efficiently access, organize and manage it to enhance productivity in their business and/or personal lives. Thus was born LifePage ISP and LifePage Enterprise Edition (EE) products.

II. CULTURE:

True technologists just can't stop thinking about tomorrow. The future always looks bright; the question is who and what will help get us there? Even the grinding downturn

of the past three years has hardly dampened the enthusiasm among true entrepreneurs, technology executives and investors. At HT, that spirit is alive and well.

The technologists at HT are true software engineers both as individuals and as team members. Those team members, through vision and ingenuity, have enabled HT to develop a revolutionary product which enables internet users to manage and access information from their personal homepage.

The product itself was conceptualized, planned and developed in "stealth mode" to enable the company to launch with functional confidence and minimize viable competition. As the product is rolled out and embraced by the market, customers will drive future version upgrades which will require on-going team effort.

Despite the excitement of developing and launching this revolutionary product, the company recognizes that a healthy employee work/family-life balance is essential for long-term enthusiasm and success.

It is clear that a strong architectural plan with input from all team members along with detailed communications among the team and the engineering manager have created a vastly different, participative and delivery working environment. The continued commitment to creating "bleeding edge" technology and an atmosphere that embraces change are foundational characteristics of this poised technology company.

III. POSTION DEFINITION, SCOPE OF WORK TO BE PERFORMED AND QUALIFICATIONS:

Position Title: Business Analyst

Position Reports To: VP of Software Engineering

Position Manages: None

General Function: Collect, analyze, review, document, and communicate business needs and requirements. Proactively identify technology and/or operational opportunities that impact business strategies and performance. Clearly identify the business and customer requirements and be able to communicate and document them for the various organizational areas that rely on that information to define system requirements or organizational processes. Act as a liaison between the technical and business worlds. Work with business users and IT professionals as a business problem solver.

Primary Duties/Responsibilities: You will be a member of a talented team that will perform all tasks associated with the full system development life cycle. Activities will include:

- Provide the process, questions, and techniques to efficiently extract the information needed from the Business Users for successful application development projects
- Capture concept ideas from customers and product architect, and develop detailed product and business requirement specifications

- Define and document business rules
- Listen to users, analyze their requests, document the requests and then communicate these requests to the technical group in a way that the technical group can understand
- Use analytical skills to learn our business processes, document the data and process models and work with technical team to develop solutions to identified problem
- Use communication skills in order to work with end users in analyzing their requirements
- Work closely with business partners and customers to align HT's internal processes in such a way to produce quality products that meet business and individual needs through future product releases
- Create the project definition, summarizing all of the research gathered and defining the scope of the business solution. Work with development team to produce cost estimates

Education: BS degree in computer science, engineering, or business administration

Knowledge/Skills/Experience: Requires 5-7 years of experience functioning as an IT Manager, Project Manager, Systems and/or Business Analyst. Must be familiar with all business functions of a company. Should be comfortable interacting across internal teams and working with various personalities. Experience in a software development company is preferred.

Person has to have demonstrable experience in:

§ developing and writing Product Requirements documentation
§ developing and writing Business Requirements documentation
§ analyzing, engineering and documenting Business Processes

Technical environment surrounding product development consists of:

- J2EE
- Java Beans
- CMS
- CMP
- JAAS
- JNDI
- JBOSS
- Websphere
- Weblogic
- JSP
- Eclipse
- JBuilder
- Rational Rose
- Rational ClearCase
- Web Services
- XML
- DOM
- JDBC
- Oracle RDBMS
- OOP
- Linux
- Custom Tags

Also includes DHTML, Javascript, Microsoft IE Security, Microsoft IE, cross domain security and ideally VB Web Controls.

Professional Certifications (required): **NONE**

Successful Personality Traits:

- Self-Starter
- Patient

- Strong communicator
- Extremely Analytical
- Highly Motivated
- Attention to detail
- Visionary

- Strong listening skills
- Thorough in documentation
- Ability to state their opinion
- Personable
- Diplomatic

Immediate Performance Objectives:

- Learn product, its architecture and internal codes across all tiers
- Understand strategic product objectives
- Communicate with customers, technical team and sales & marketing team
- Write clear, unambiguous requirements documentation that technical group and business group can review and understand
- Develop user interface sketches

6 Month Performance Objectives:

- Define career goals while at HT and beyond with timeframes
- Define training plan and align with job responsibilities
- Complete tasks and product milestone to schedule
- Support team members of completion of project and ancillary tasks
- Define, document, and execute supporting processes as required

One Year Performance Objectives:

- To be established based on company and personal goals

II.   CANDIDATE CORRESPONDENCE TO THE MISSION PROFILE:

1. Describe the last two projects where you developed Product and/or Business requirements?
2. What method do you use to conduct your Business Process sessions?
3. What tools have you used to develop Process Flow diagrams?
4. What is your understanding of Web Services? Please describe your work done in this area.