Vibe coding: Empowering business analysts to bridge the technical gap

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Vibe coding is a branch of software engineering that focuses on the intent of the developer and not on how to write the code to accomplish the same. Instead of spending time writing lines of code, developers now describe the outcome they want and let the model translate those instructions into APIs, workflows, or executables. This shift enables traditional business analysts to go from intermediaries to actual creators, who can now spend time aligning stakeholder requirements and iterating with less friction. Vibe coding shortens development cycles, reduces workload, and helps build products faster.

One of the main challenges in software development is the gap between what a business requires and what developers can execute. Errors and delays arise from miscommunication and misunderstandings. Vibe coding addresses this by moving the focus from how to build something to what value it should deliver. This approach helps teams align faster and reduces cycles of debate.

What is vibe coding?

It is an AI-assisted method of coding that turns context into structured code such as APIs, scripts, workflows, and more. Generative models convert prompts into code and live feedback loops from humans help iterate and refine the output in real time. A developer could give a task such as “asking for an API which summarises the monthly sales by region” and the model would generate the queries, endpoints, and other components to solve this.

Vibe coding started out with low-code tools which made development accessible using visual components which were put together. Using large language models (LLMs), it interprets user instructions and generates code while providing features such as memory for context. By creating prompts that are general enough for coding tasks, it can be a practical solution for non-developers to help them create systems without having to learn the syntax of the language.

The process begins with intent, where the user expresses, in natural language, the task that they want to accomplish. The LLM then translates this task into integrations that are aligned to the required outcome. The user then reviews the output, adjusts the tasks with his/her observations, and enters prompts for the changes. Thereafter, the prototype is iteratively tested like this and deployed to a sandbox, or handed off to an engineering team for optimisation and security tasks.

How does it help business analysts?

Vibe coding enables business analysts to rapidly prototype their ideas, accelerating the transition from user story to demo. It also lets them improve communication with clients by showing them working applications, who can then use the same and provide suggestions.

Vibe coding helps analysts to learn patterns and understand code flow and interactions, enabling them to better grasp the nuances behind development. This enables business analysts to build better relationships with engineering teams and help ease the friction between the two. Instead of requirements being re-interpreted across multiple teams, business teams can generate and validate the code on the spot, allowing them to work on the prototype faster.

Benefits to organisations

The main advantage of learning vibe coding for business analysts is the increase in speed and collaboration between multiple teams. Prototypes that would earlier take days to create can now be completed in minutes, allowing teams to rapidly iterate and choose the required version. This also allows for early validation and saves developer time. Teams also get an environment where they get to test their own ideas quickly, allowing them to make decisions based on the prototypes.

Ethics and governance considerations

While prompting and generating prototypes may seem like easy tasks, it is essential to ensure that both prompts and the data generated follow privacy and regulatory constraints. Therefore, it is important to have governed workspaces to protect any personally identifiable information (PII) from becoming public. Moreover, the output should also be reviewed thoroughly, and the name of the reviewer should be documented as well. Monitoring logs, output, and related activities is very important—especially in models that inform decisions.

Challenges

Overreliance on AI with a poor technical understanding of code can lead to poor quality products. Without providing well-crafted prompts with clear instructions and plans, the quality of the software developed becomes inconsistent and unpredictable.

AI should be used to augment and not replace analytical and technical reasoning.

By 2030, most enterprises will embrace teams where a majority of the code is written by AI. AI systems will be able to complete the prompts provided by the users. The users will just act as supervisors (human-in-the-loop), while guaranteeing that the system uses best practices, performs compliance checks, and ensures optimisations.

Conclusion

Vibe coding is a transformative shift in how we look at software development. It redefines the idea of the software development lifecycle—from requirement gathering to prototyping. In addition to providing generated code, it empowers people, making technology more accessible—where every stakeholder has a voice in shaping the product.

As organisations continue to embrace vibe coding, investing in training analysts with vibe coding tools will be essential to unlocking their potential and increasing collaboration across teams.

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