Intent Stories

Overview

Intent stories capture the underlying motivations, goals, and behaviors of users interacting with the Acrux platform. Unlike user stories that focus on features, intent stories describe what users are trying to accomplish and why, helping guide design and product decisions.

Intent Categories

1. Goal Achievement Intents

2. Communication & Collaboration Intents

3. Monitoring & Assessment Intents

4. Problem-Solving Intents

5. Team Management Intents

6. Personal Productivity Intents

1. Goal Achievement Intents

Intent 1.1: Set Clear Direction

User Persona: Admin, Team Lead
Core Intent: Establish clear, measurable objectives for the team

What the user wants to do:
- Define strategic goals for the quarter or project
- Break down high-level goals into measurable key results
- Set realistic target dates and milestones
- Communicate priorities to the team

Why this matters:
- Without clear objectives, teams work inefficiently
- Measurable goals create accountability
- Target dates drive urgency and focus
- Shared understanding aligns team efforts

Expected Outcome:
- Well-defined objectives with specific metrics
- Team members understand what success looks like
- Everyone aligned on priorities and timelines

Emotional State:
- Feeling: Purposeful, organized

- Pain point: Frustration with unclear or shifting goals
- Motivation: Want to give team direction and focus

Success Indicators:
- Objective created with multiple metrics
- Target date set
- Team members assigned
- Objective visible on team dashboards

Intent 1.2: Track Progress Transparently

User Persona: Admin, Team Member
Core Intent: Monitor how close we are to achieving goals

What the user wants to do:
- See current progress vs target for each objective
- Update metric values as work progresses
- Understand if we're on track, ahead, or behind
- Share progress with stakeholders

Why this matters:
- Progress visibility keeps everyone accountable
- Early detection of delays allows course correction
- Celebrating milestones maintains motivation
- Transparency builds trust

Expected Outcome:
- Real-time progress percentages displayed
- Metrics updated regularly
- Team members aware of current status
- Stakeholders informed without constant meetings

Emotional State:
- Feeling: Informed, empowered
- Pain point: Uncertainty about where we stand
- Motivation: Stay on track and avoid surprises

Success Indicators:
- Metrics updated at least weekly
- Progress bar accurately reflects status
- Team members check dashboard regularly
- Decisions made based on current data

Intent 1.3: Celebrate Achievements

User Persona: Admin, Team Member
Core Intent: Recognize when milestones and objectives are completed

What the user wants to do:
- Mark objectives as completed when 100% achieved

- Review what the team accomplished
- Share success stories
- Learn from successful projects

Why this matters:
- Recognition boosts morale and motivation
- Celebrating wins reinforces positive behaviors
- Team feels valued and appreciated
- Successes inform future strategies

Expected Outcome:
- Completed objectives clearly marked
- Team acknowledged for their efforts
- Lessons learned documented
- Momentum carried to next objectives

Emotional State:
- Feeling: Proud, accomplished, energized
- Pain point: Hard work goes unnoticed
- Motivation: Feel valued and maintain momentum

Success Indicators:
- Objectives marked complete when targets met
- Activity feed shows completions
- Team discussions reference completed work
- New objectives build on past successes

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2. Communication & Collaboration Intents

Intent 2.1: Share Honest Feedback

User Persona: Team Member
Core Intent: Provide candid input on objective progress and team dynamics

What the user wants to do:
- Express how I really feel about the project
- Share concerns without fear of judgment
- Highlight issues before they become major problems
- Contribute my perspective to improve outcomes

Why this matters:
- Leaders need ground truth to make informed decisions
- Silent concerns often signal larger issues
- Diverse perspectives improve decision-making
- Early problem identification prevents crises

Expected Outcome:
- Honest pulse checks submitted regularly
- Blockers reported when identified
- Admin receives actionable feedback
- Team culture values openness

Emotional State:
- Feeling: Cautiously optimistic, wanting to help
- Pain point: Fear of speaking up, being blamed, or retaliation
- Motivation: Want project to succeed, feel heard

Success Indicators:
- Anonymous pulse checks submitted freely
- Variety in sentiment ratings (not all positive)
- Blockers reported proactively
- Feedback acted upon by leadership

Intent 2.2: Stay Informed About Team Progress

User Persona: Admin, Team Member
Core Intent: Know what's happening across objectives without micromanaging

What the user wants to do:
- Get quick updates on multiple objectives
- See recent activity at a glance
- Understand what teammates are working on
- Spot trends and patterns

Why this matters:
- Staying informed prevents surprises
- Awareness enables better collaboration
- Context helps with daily prioritization
- Reduced need for status meetings

Expected Outcome:
- Dashboard provides comprehensive overview
- Recent activity feed shows latest updates
- Notifications highlight important changes
- Less time spent in status meetings

Emotional State:
- Feeling: Connected, in the loop
- Pain point: Out of touch, blindsided by issues
- Motivation: Stay aligned with team

Success Indicators:
- Dashboard checked daily
- Activity feed reviewed regularly
- Fewer "I didn't know that" moments
- Proactive responses to updates

Intent 2.3: Request Feedback When Needed

User Persona: Admin
Core Intent: Gather team input at strategic moments

What the user wants to do:
- Ask for pulse checks at key milestones
- Get temperature check before major decisions
- Ensure everyone has a voice
- Collect data to guide strategy

Why this matters:
- Timely feedback informs better decisions
- Regular check-ins prevent disconnects
- Team feels involved in decision-making
- Data-driven leadership reduces guesswork

Expected Outcome:
- Pulse requests sent at critical junctures
- Team members respond promptly
- Feedback influences decisions
- Team knows their input matters

Emotional State:
- Feeling: Collaborative, inclusive
- Pain point: Making decisions in a vacuum
- Motivation: Lead with team's best interests

Success Indicators:
- Pulse requests sent strategically
- High response rate from team
- Decisions reference pulse data
- Team engagement increases

Intent 2.4: Understand Team Morale

User Persona: Admin
Core Intent: Gauge how the team is feeling emotionally and mentally

What the user wants to do:
- See if team is stressed, confident, or struggling
- Identify morale trends over time
- Recognize when intervention is needed
- Support team mental health and well-being

Why this matters:
- Low morale predicts burnout and attrition
- Happy teams are more productive
- Early intervention prevents escalation
- Shows team you care about them as people

Expected Outcome:
- Pulse sentiment data reveals team mood
- Patterns identified (improving vs declining)
- Conversations initiated when morale dips
- Team feels supported and valued

Emotional State:

- Feeling: Caring, responsible
- Pain point: Unaware of team struggles until too late
- Motivation: Create healthy work environment

Success Indicators:

- Regular pulse checks submitted
- Sentiment trends analyzed
- 1-on-1 conversations prompted by data
- Morale improves after interventions

3. Monitoring & Assessment Intents

Intent 3.1: Assess Objective Health

User Persona: Admin
Core Intent: Quickly identify which objectives need attention

What the user wants to do:

- See at-a-glance which objectives are healthy vs at-risk
- Prioritize where to focus my time and resources
- Understand root causes of health issues
- Take corrective action before it's too late

Why this matters:

- Limited time requires smart prioritization
- Small issues become big problems if ignored
- Proactive management prevents failures
- Data-driven decisions are more effective

Expected Outcome:

- Health scores provide clear signals
- At-risk objectives get immediate attention
- Resources allocated to struggling areas
- More objectives succeed

Emotional State:

- Feeling: Alert, proactive
- Pain point: Reactive firefighting mode
- Motivation: Prevent failures, optimize outcomes

Success Indicators:

- Health scores checked regularly
- At-risk objectives investigated promptly
- Interventions improve health scores
- Fewer objectives fail

Intent 3.2: Identify Trends and Patterns

User Persona: Admin
Core Intent: Understand what's working and what's not across objectives

What the user wants to do:
- Compare health scores across objectives
- See which objectives consistently struggle
- Identify common blockers
- Learn from successful objectives

Why this matters:
- Patterns reveal systemic issues
- Learning from successes scales what works
- Common blockers indicate organizational problems
- Data-driven insights improve future planning

Expected Outcome:
- Trends identified through data analysis
- Best practices documented
- Organizational issues surfaced
- Continuous improvement culture

Emotional State:
- Feeling: Analytical, strategic
- Pain point: Repeating same mistakes
- Motivation: Improve systematically

Success Indicators:
- Regular reviews of objective data
- Patterns identified and documented
- Organization-wide improvements made
- Success rate increases over time

Intent 3.3: Make Data-Driven Decisions

User Persona: Admin
Core Intent: Base decisions on objective data rather than gut feeling

What the user wants to do:
- Review pulse check data before decisions
- Consider team confidence levels
- Factor in blocker severity
- Justify decisions with evidence

Why this matters:
- Data reduces bias and emotion
- Evidence-based decisions are more credible
- Team trusts transparent decision-making
- Better outcomes through informed choices

Expected Outcome:
- Decisions backed by Acrux data
- Team understands reasoning
- Higher quality decisions
- Increased team buy-in

Emotional State:
- Feeling: Confident, rational
- Pain point: Guessing or relying on politics
- Motivation: Lead effectively

Success Indicators:
- Data reviewed before major decisions
- Decisions reference Acrux metrics
- Team accepts decisions more readily
- Better outcomes

4. Problem-Solving Intents

Intent 4.1: Surface Hidden Issues

User Persona: Team Member
Core Intent: Bring obstacles to light before they derail the project

What the user wants to do:
- Report blockers as soon as I encounter them
- Describe the issue clearly
- Indicate severity level
- Get help resolving the problem

Why this matters:
- Hidden issues fester and grow
- Early detection enables early resolution
- Team can't help if they don't know
- Transparency prevents finger-pointing later

Expected Outcome:
- Blockers reported promptly
- Problems visible to team and leadership
- Resources mobilized to resolve issues
- Obstacles cleared faster

Emotional State:
- Feeling: Frustrated but hopeful
- Pain point: Stuck, need help
- Motivation: Remove obstacle and move forward

Success Indicators:
- Blockers reported same day identified
- Clear descriptions of issues

- Appropriate severity levels assigned
- Problems resolved within reasonable time

Intent 4.2: Resolve Blockers Efficiently

User Persona: Admin
Core Intent: Quickly address obstacles preventing progress

What the user wants to do:
- See all open blockers at a glance
- Prioritize critical blockers first
- Mobilize resources to resolve issues
- Track resolution progress

Why this matters:
- Blockers halt progress and waste time
- Unresolved blockers frustrate team
- Fast resolution maintains momentum
- Team sees leadership addressing concerns

Expected Outcome:
- Blockers reviewed regularly
- Critical issues escalated immediately
- Resources allocated to resolve problems
- Blockers marked resolved quickly

Emotional State:
- Feeling: Solution-oriented, responsive
- Pain point: Team stuck, losing time
- Motivation: Unblock team, maintain progress

Success Indicators:
- Blockers reviewed daily
- Critical blockers have action plans within 24 hours
- Average time to resolution decreases
- Fewer blockers escalate

Intent 4.3: Learn from Challenges

User Persona: Admin, Team Member
Core Intent: Prevent similar blockers in the future

What the user wants to do:
- Review resolved blockers
- Identify root causes
- Document lessons learned
- Implement preventative measures

Why this matters:
- Recurring issues indicate systemic problems

- Prevention is better than cure
- Learning culture improves over time
- Team avoids repeated mistakes

Expected Outcome:
- Blocker patterns identified
- Root causes addressed
- Processes improved
- Fewer similar blockers in future

Emotional State:
- Feeling: Reflective, improvement-minded
- Pain point: Same problems keep happening
- Motivation: Build better systems

Success Indicators:
- Resolved blockers reviewed in retrospectives
- Preventative actions taken
- Similar blocker frequency decreases
- Team reports fewer repeated issues

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5. Team Management Intents

Intent 5.1: Build a Strong Team

User Persona: Admin
Core Intent: Assemble the right people with the right skills

What the user wants to do:
- Invite qualified team members
- Assign appropriate roles and permissions
- Ensure everyone has access they need
- Create collaborative environment

Why this matters:
- Right team is foundation of success
- Clear roles prevent confusion
- Access enables productivity
- Good team culture drives performance

Expected Outcome:
- Team members invited and onboarded smoothly
- Roles assigned appropriately
- Everyone has necessary access
- Team works collaboratively

Emotional State:
- Feeling: Building, optimistic
- Pain point: Wrong people or unclear roles
- Motivation: Set team up for success

Success Indicators:
- Invitations sent and accepted quickly
- Roles assigned based on expertise
- New members productive within days
- Team satisfaction high

Intent 5.2: Delegate Effectively

User Persona: Admin
Core Intent: Assign work to team members based on skills and capacity

What the user wants to do:
- Assign objectives to right team members
- Balance workload across team
- Empower others to own outcomes
- Track who's responsible for what

Why this matters:
- Delegation scales leadership
- Ownership drives accountability
- Balanced workload prevents burnout
- Team develops new skills

Expected Outcome:
- Objectives have clear owners
- Work distributed fairly
- Team members empowered
- Admin has time for strategic work

Emotional State:
- Feeling: Trusting, strategic
- Pain point: Bottleneck, everything on me
- Motivation: Scale impact, develop team

Success Indicators:
- All objectives have assigned owners
- Workload distribution is balanced
- Team members take ownership
- Admin time freed for high-value work

Intent 5.3: Support Team Development

User Persona: Admin
Core Intent: Help team members grow and succeed

What the user wants to do:
- Understand where team members struggle
- Provide guidance and resources
- Recognize achievements
- Support career growth

Why this matters:
- People want to grow and improve
- Supported employees are engaged employees
- Development reduces attrition
- Strong team achieves more

Expected Outcome:
- Team members receive coaching
- Resources provided when needed
- Growth opportunities identified
- Team skills improve over time

Emotional State:
- Feeling: Supportive, invested
- Pain point: Team not reaching potential
- Motivation: Help people succeed

Success Indicators:
- Regular 1-on-1s held
- Team members report feeling supported
- Skills improve over time
- Retention rates high

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6. Personal Productivity Intents

Intent 6.1: Stay Organized

User Persona: Team Member
Core Intent: Keep track of my assigned objectives and tasks

What the user wants to do:
- See all my assigned objectives in one place
- Know what's due soon
- Understand my priorities
- Track my own progress

Why this matters:
- Organization reduces stress
- Clear priorities drive focus
- Knowing deadlines prevents late work
- Personal progress tracking motivates

Expected Outcome:
- Dashboard shows my objectives clearly
- Priorities understood
- Work completed on time
- Feel in control of workload

Emotional State:
- Feeling: Organized, focused

- Pain point: Scattered, overwhelmed
- Motivation: Do good work, meet deadlines

Success Indicators:
- Dashboard checked at least daily
- Tasks prioritized appropriately
- Deadlines met consistently
- Self-reported stress decreases

Intent 6.2: Contribute Meaningfully

User Persona: Team Member
Core Intent: Make valuable contributions to team objectives

What the user wants to do:
- Understand how my work fits into bigger picture
- Update progress as I complete work
- Identify and report blockers
- Help team succeed

Why this matters:
- Meaningful work increases engagement
- Understanding context improves quality
- Contributions make me feel valued
- Team success is personal success

Expected Outcome:
- Connected work to objectives
- Progress updated regularly
- Issues reported proactively
- Team appreciates my contributions

Emotional State:
- Feeling: Valued, engaged
- Pain point: Don't see impact of my work
- Motivation: Be valuable team member

Success Indicators:
- Metrics updated regularly
- Pulse checks submitted consistently
- Blockers reported when encountered
- Positive feedback from team

Intent 6.3: Advocate for Myself

User Persona: Team Member
Core Intent: Communicate when I need support or resources

What the user wants to do:
- Report blockers that prevent my progress

- Request help when stuck
- Communicate capacity constraints
- Advocate for necessary resources

Why this matters:
- Can't succeed without right support
- Leaders can't help if they don't know
- Speaking up prevents failure
- Self-advocacy builds confidence

Expected Outcome:
- Blockers reported and addressed
- Support provided when needed
- Resources allocated appropriately
- Able to complete assigned work

Emotional State:
- Feeling: Empowered, hopeful
- Pain point: Stuck without help, set up to fail
- Motivation: Get what I need to succeed

Success Indicators:
- Blockers reported as soon as identified
- Support requests answered promptly
- Resources provided when needed
- Work completed successfully

Intent Mapping to Features

Goal Achievement → Objectives Module

- Create/edit objectives
- Define metrics and targets
- Track progress
- Mark objectives complete

Communication → Pulse Checks & Activity Feed

- Submit pulse checks (anonymous option)
- View aggregated sentiment
- Send pulse requests
- Recent activity feed

Monitoring → Health Scores & Dashboard

- Auto-calculated health scores
- Color-coded indicators
- Summary statistics
- Objective filters and sorting

Problem-Solving → Blockers Module

- Report blockers
- Severity levels
- Status tracking (open/in-progress/resolved)
- Anonymous reporting

Team Management → Team Module

- Invite team members
- Assign roles
- Manage access
- Assign to objectives

Personal Productivity → Dashboard & Objectives List

- Personalized dashboard
- Assigned objectives view
- Progress tracking
- Priority management

Intent-Driven Design Principles

1. Transparency First

All intents reveal a desire for clarity and visibility
- Make data visible and accessible
- Real-time updates
- Clear status indicators
- No hidden information

2. Safety to Share

Intents related to feedback emphasize psychological safety
- Anonymous submission options
- No punishment for honest feedback
- Leaders act on input
- Trust built through actions

3. Actionable Insights

Users want data that drives decisions
- Health scores guide prioritization
- Pulse checks inform strategy
- Blockers trigger interventions
- Metrics show what matters

4. Empowerment Not Micromanagement

Intents balance autonomy with accountability
- Team members own outcomes
- Admins provide support, not control

- Self-reporting encouraged
- Trust built through transparency

5. Continuous Improvement

All intents point toward getting better
- Learn from past objectives
- Identify patterns
- Iterate processes
- Celebrate progress

Intent Priorities

Critical Intents (Must Support Well)

1. Set Clear Direction (1.1)
2. Track Progress Transparently (1.2)
3. Share Honest Feedback (2.1)
4. Assess Objective Health (3.1)
5. Surface Hidden Issues (4.1)
6. Stay Organized (6.1)

Important Intents (Should Support)

1. Stay Informed About Team Progress (2.2)
2. Understand Team Morale (2.4)
3. Resolve Blockers Efficiently (4.2)
4. Delegate Effectively (5.2)
5. Contribute Meaningfully (6.2)

Nice-to-Have Intents (Future Enhancements)

1. Celebrate Achievements (1.3)
2. Identify Trends and Patterns (3.2)
3. Learn from Challenges (4.3)
4. Support Team Development (5.3)

Measuring Intent Fulfillment

Metrics to Track

- **Goal Achievement:**
- % of objectives completed on time
- Average progress rate

- **Communication:**
- Pulse check submission rate
- Response rate to pulse requests

- Sentiment trend over time

- **Monitoring:**

- Dashboard engagement (daily active users)
- Average time to identify at-risk objectives

- **Problem-Solving:**

- Blocker reporting rate
- Average time to resolution
- Repeat blocker frequency

- **Team Management:**

- Invitation acceptance rate
- Team member satisfaction

- **Personal Productivity:**

- User engagement rate
- Self-reported productivity/satisfaction

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