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# User Personas

## Process -

1. Team brainstorm session to discuss relevant descriptions and templates for user personas
2. Brainstorm 4 user personas content during [2021-04-01](#) team meeting
3. Created a draft [Persona Content](#) page with details of all user personas
4. Team members picked up a user persona and then implemented it in [xtensio](#)

# Data Engineer

## Haley Ramos



"Shaping disorderly data into a structured and normalised form allows valuable insights to be extracted."

Age: 40

Work: Data Engineer

Domain: Data parsing and export

### Bio

Haley started at Telstra young and now works in a data engineer role. Over the course of her time at Telstra, she's developed a strong understanding of Telstra's analytics systems and common log fields and formats. With her experience, she's able to effectively identify mappings for log files and design parsers/analytics configs to convert data to a normalised form. While she's good at her work, she finds identifying mappings tedious and is frustrated by how time consuming it can be. Due to her technical skills and strong domain knowledge, Haley often provides guidance to colleagues on normalisation processes,

### Goals

- Cut down time spent configuring and validating mappings.
- Reduce human error by adding a higher degree of automation to normalisation workflows
- Find a way to give interns and inexperienced colleagues greater agency to action normalisation tasks.

### Frustrations

- Going through the log documentation of systems can be time consuming, and often documentation is lacking.
- Logs constantly changing - a good deal of manual effort is required to keep configs and parsers up to date.
- High level of system knowledge required makes it difficult to trust interns and less experienced colleagues to correctly update ECS configs and mappings.

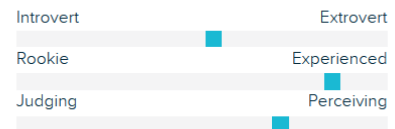
### Traits

Efficient

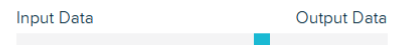
Diligent

Technical

### Personality



### Normalisation



### Challenges

- Data must be prepared for export to multiple platforms, each with their own information models.
- Parsers must be able to convert varied log data into a single, correctly normalised form.
- High variance in workload - sometimes multiple vendors push changes to log formats within the same period, resulting in a large backlog of parser/config changes that need to be actioned.

# Data Wrangler

## Rudy Milnes



"Taking normalization requirements and bringing them to life to then see the benefit, gives me pride."

**Age:** 48

**Work:** Data Wrangler

**Domain:** Data pre-processing

### Bio

Working at Telstra for 3 years as a data wrangler, he enjoys the challenge of mapping and transforming data to increase business value. Currently at work, he is frustrated when there are gaps in the requirements for normalization and finds updating existing processes time consuming.

### Goals

- Provide efficient mappings of normalized data
- Ensure that the normalised data is suitable for analytics

### Frustrations

- Normalization requirements are non-existent or vague
- Changes in raw data format are oftentimes undocumented
- Under-utilization of output normalized data
- Updating existing processes is time consuming

### Traits

Critical thinker

Good eye for detail

### Personality



### Normalisation



### Challenges

- Unclear and inconsistent processes for normalization
- Manually preparing the data for analysis is labor intensive

# Ingestion Engineer

## Shirley Aguilar



*"Cohesively merging Telstra's subsystems as a whole provides huge benefits"*

**Age:** 45  
**Work:** Ingestion Engineer  
**Domain:** Data ingestion and tuning

### Bio

Working at Telstra for 20 years, she takes pride in her work. Her primary responsibility is to analyse, prepare, implement and verify the configuration and integration of networks and/or systems at Telstra. Her career has always been difficult due to constantly changing technologies and rapid development. From these challenges, she has gained a variety of knowledge of many different systems but is frustrated with her lack of ability to share this with other people.

### Goals

- Reduce effort in documenting new subsystems
- Determine integration requirements and integrate new subsystems

### Frustrations

- Continual requests for system documentation.
- Maintaining ingestion pipelines
- Procuring and updating internal documentation
- Work seems unproductive due to lack of normalisation.

### Traits

Rational

Hardworking

### Personality

Introvert	asada	Extrovert
Amateur		Experienced
Judging		Perceiving

### Normalisation

Input data		Output data

### Challenges

- Providing accurate documentation and mapping configurations.
- Maintaining documents as systems upgrade.

# Security Analyst

## George Schneider



"Being certain that the system is secure is my number one priority"

**Age:** 35

**Work:** Security Analyst

**Domain:** Security and Data Analytics

### Bio

Working at Telstra for 10 years as a Security Analyst, he has a deep passion for security analysis and this is his dream job. All his friends from outside of work call him 'hacker man'. His interest in cybersecurity cultivated at an early age, he found the aspect of not only knowing a system in-depth intriguing but also felt a desire to understand its vulnerabilities.

### Goals

- Ensure that the Telstra network is secure
- Have the ability to apply a variety of security analytic techniques to the data
- Be able to extract useful information from the data
- Have new data be analysed immediately when it's available

### Frustrations

- Receiving useless data for security analysis
- Low confidence in the security of Telstra
- New data is not always readily available for analysis

### Traits

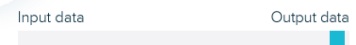
Punctilious

Curious

### Personality



### Normalisation



### Challenges

- Being accountable for security
- Detecting anomalies in the data