
What is a “persona”?
Who it is?

An Agile persona is a **humanised version of your user.**

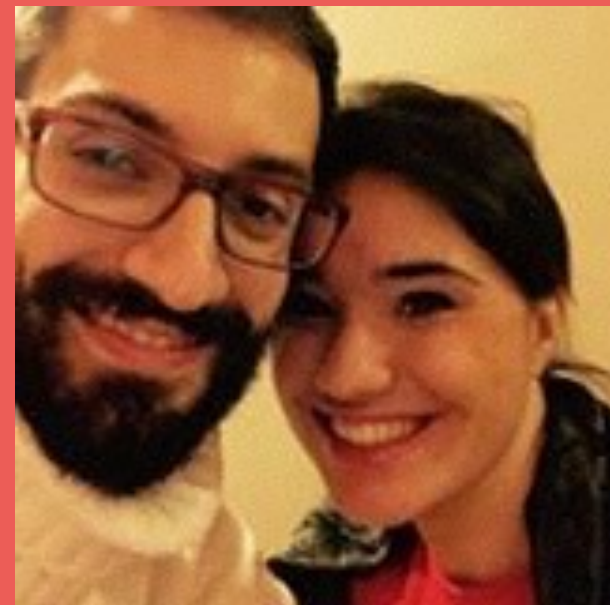
It must be:

- **Actionable**
- **Vivid**
- **Testable**

User:



Persona:



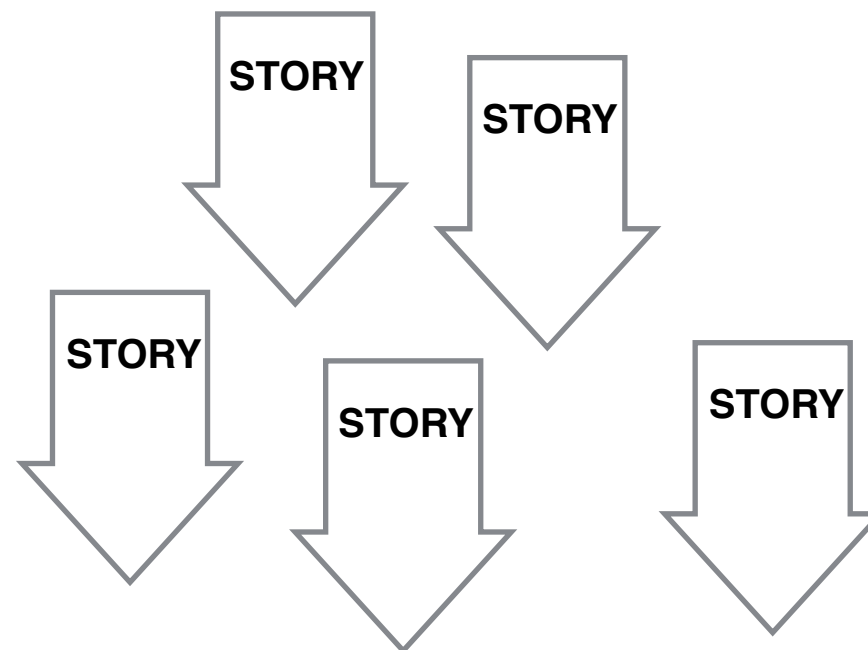
The persona is the protagonist of the
Agile User Story

- A** As a persona
 - B** I want to do something
 - C** so that I can derive a reward
-

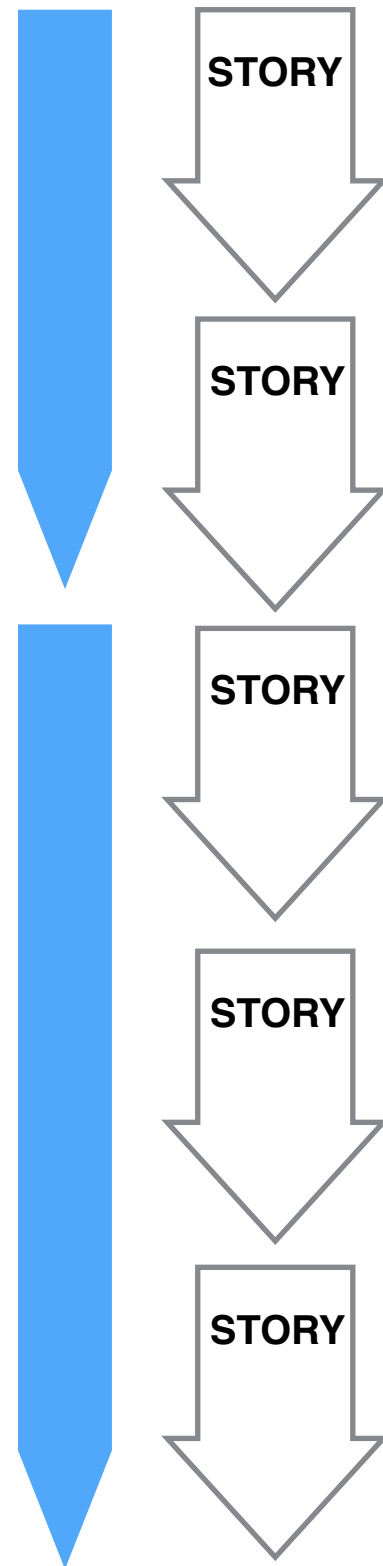
Example:

- A** As a social mom
 - B** I want to see if anyone liked my fb post
 - C** so that I can decide if I want to go back and
look at the post
-

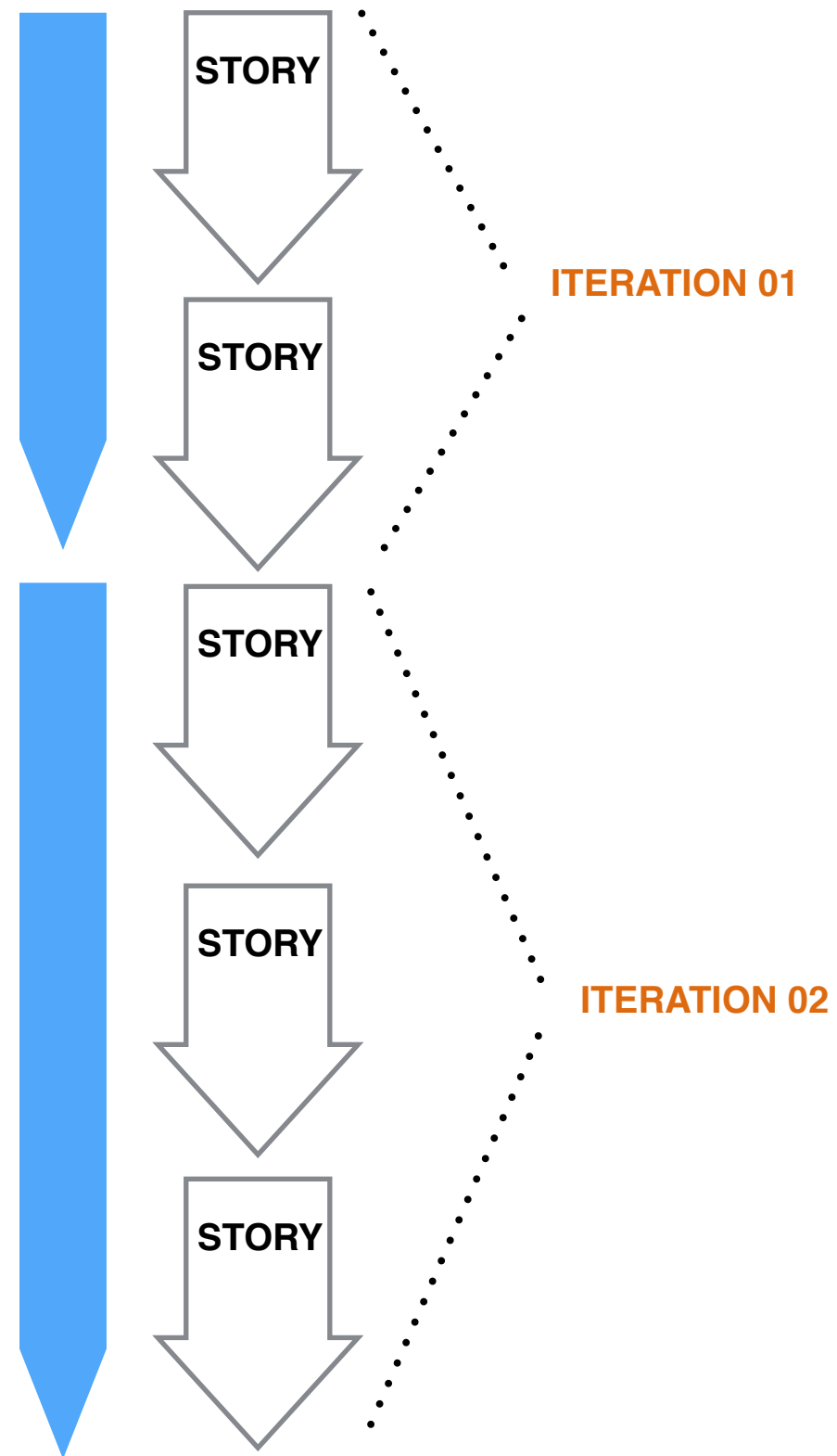
Once I have all my **stories** I organise them in **order of priority**

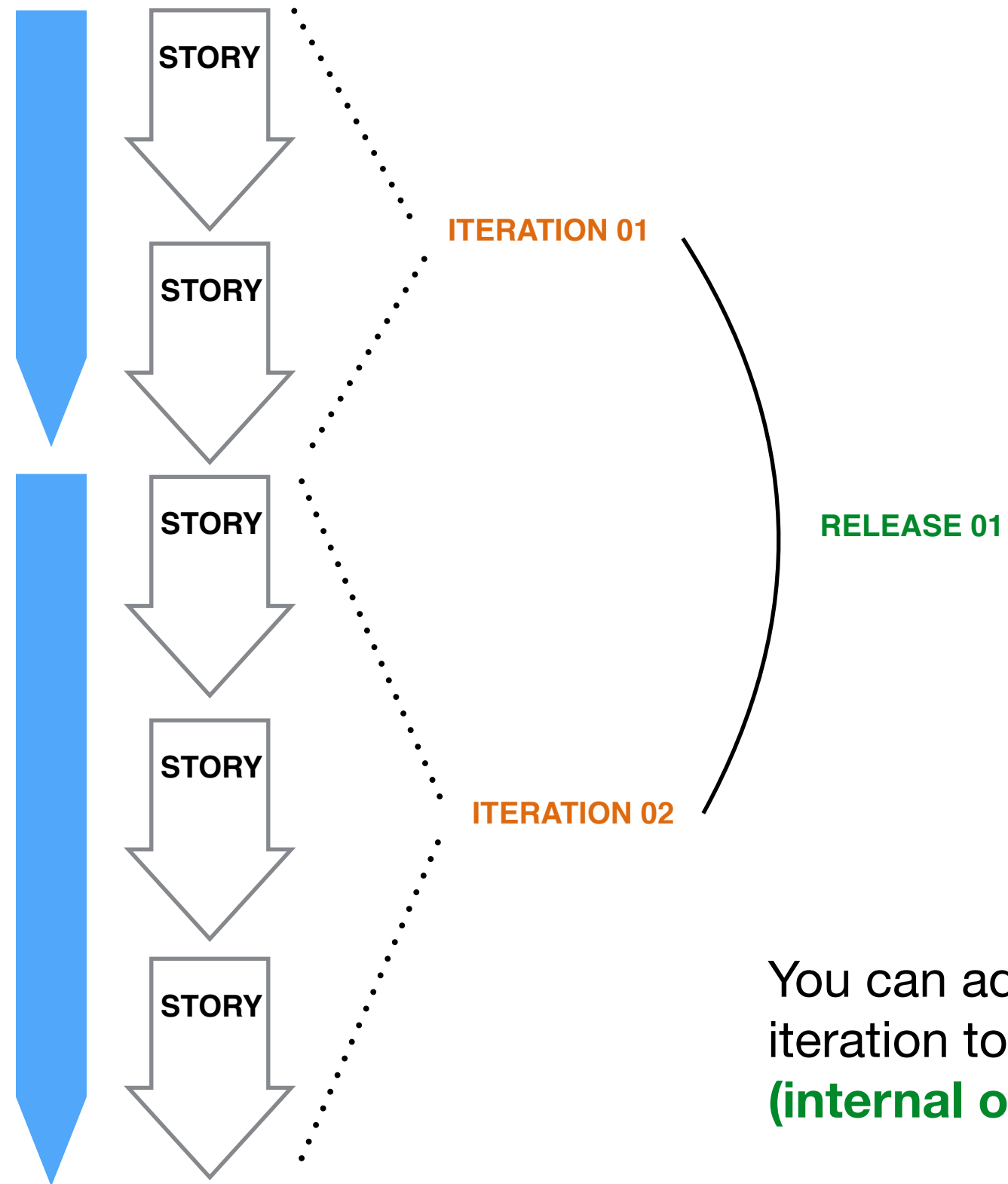


This is called **backlog**



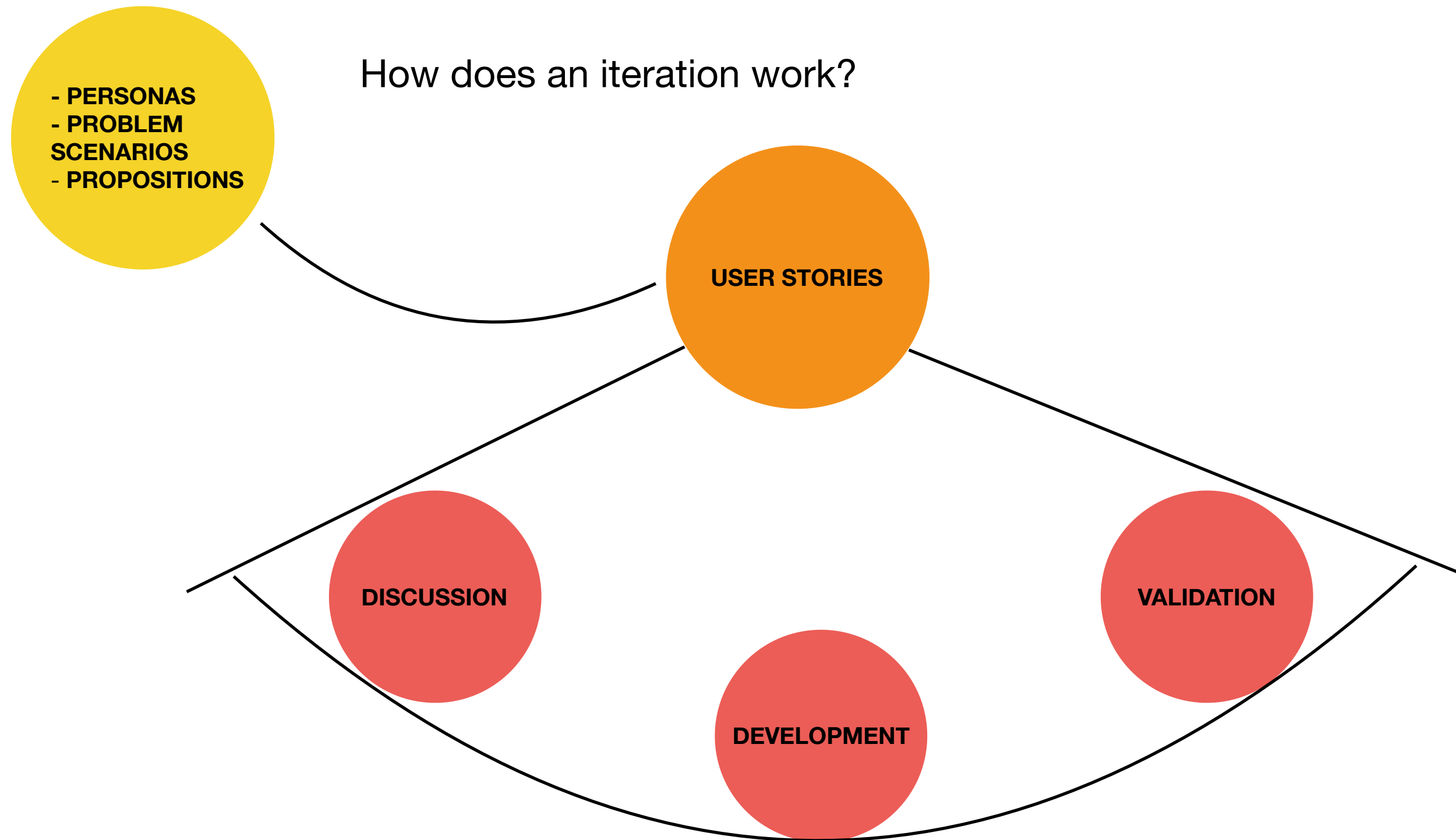
You organise the story looking at the **amount of work** you can do in a **iteration (1-4 weeks)**





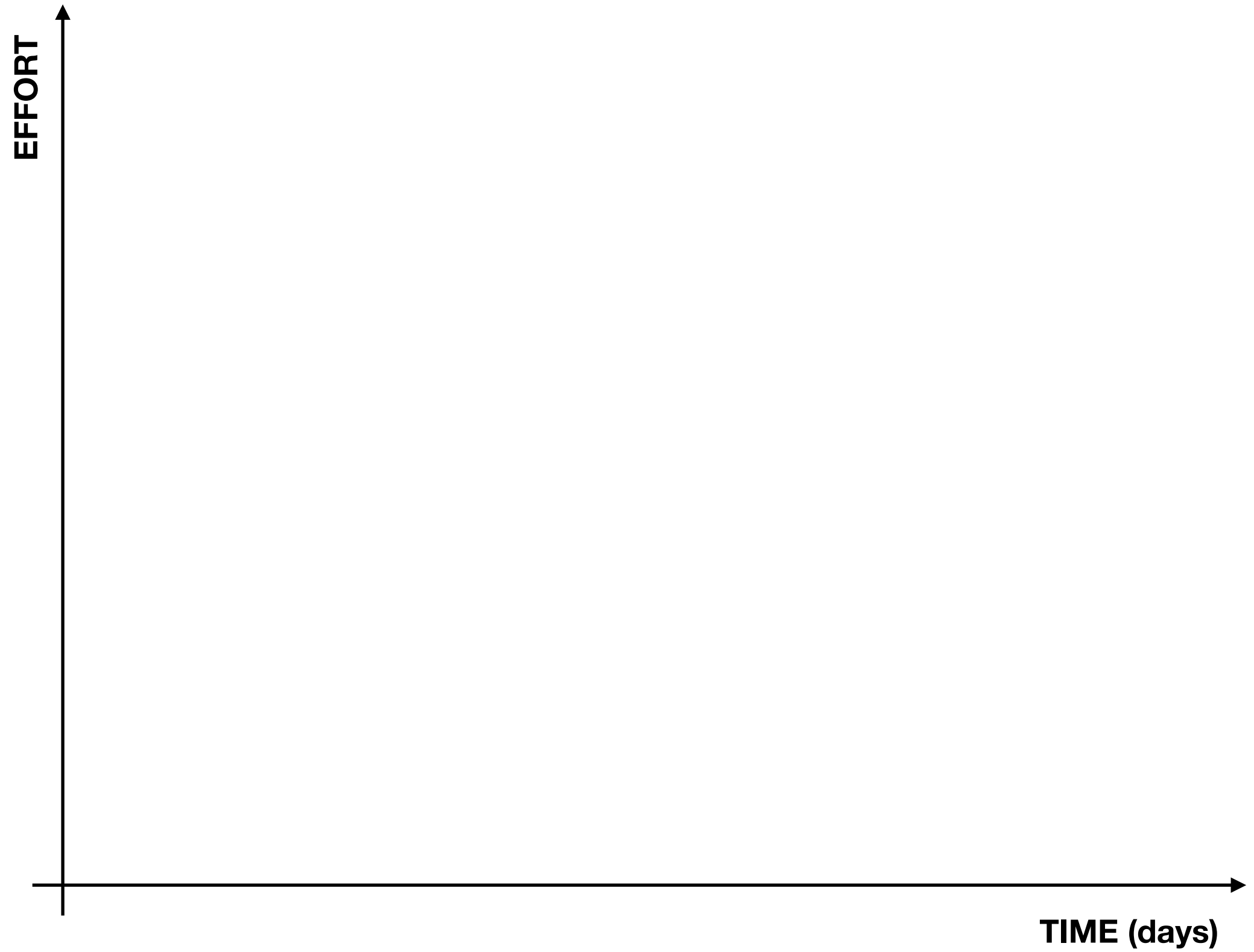
You can add more than 2
iteration to a **release**
(internal or external)

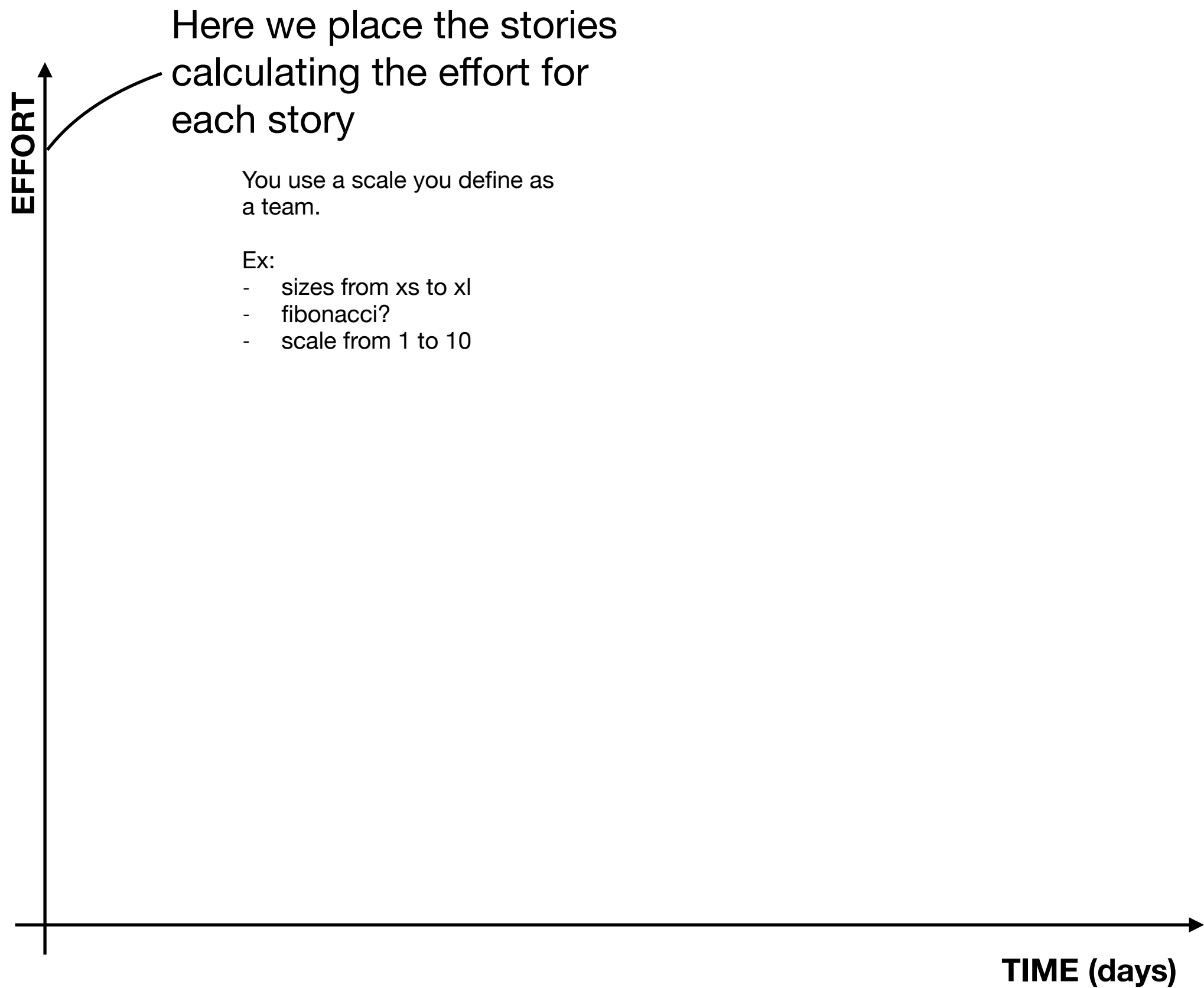
How does an iteration work?

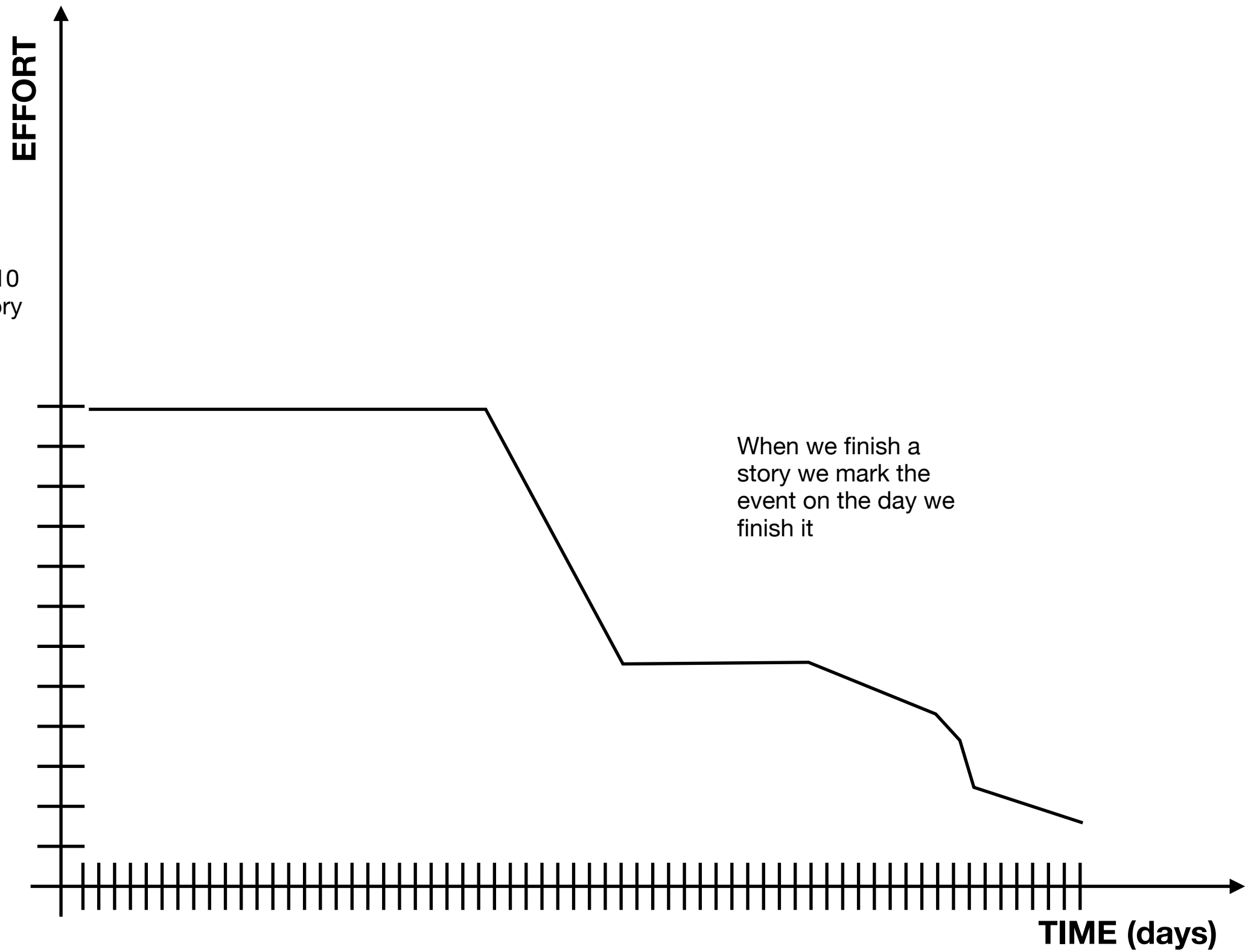


WBS + Gantt + Agile stories =

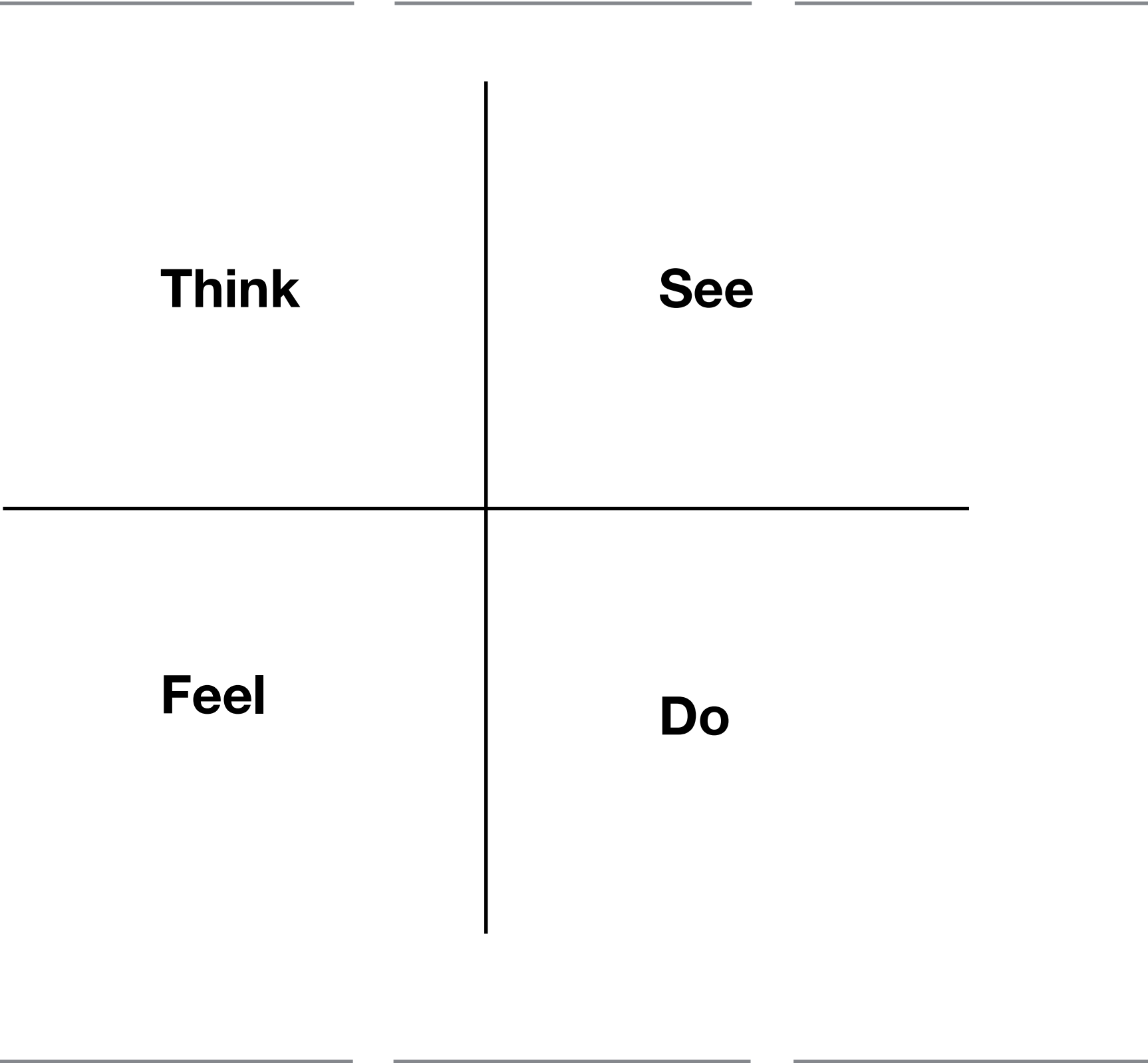
Burn down







How to identify a persona?



Persona: bad



Woman

Age 28-45

Has kids

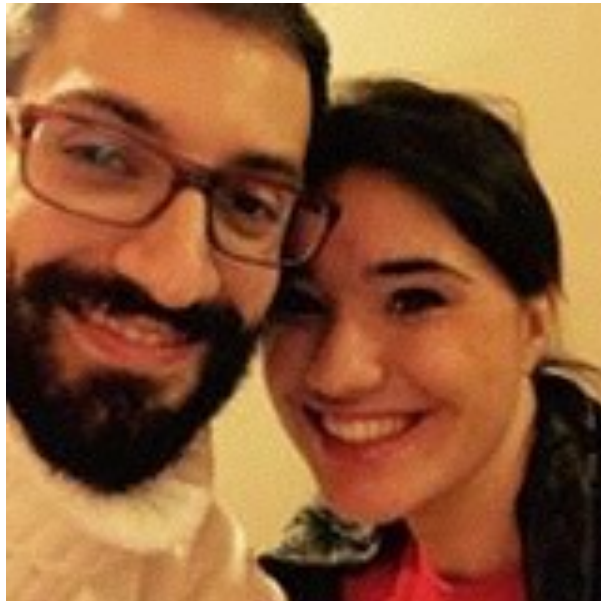
Socialise with other moms

Online with Facebook

86% said they like to be more organised

70% said they would use application that organise them

Persona: good



Elena

Age 32

Elena Comincioli is an Italian-born visual and interaction designer, working as Creative Director for the international design agency Granger Press. After her graduation in MA Design Studies at London's Central Saint Martins, in 2009 she established her own personal studio, developing a strong relationship with the Spanish brand Santa & Cole, for which she exhibited at Milan's Salone del Mobile and London Design Week.

In 2012, she co-designed the award-winning MA in Product Design at Milan's NABA, Italy's largest private creative academy. In 2013, she co-founded the London-based agency Granger Press, for which she has been curating several projects - both creative directions and digital products - in Italy, the UK, Russia, and China, collaborating with international brands including Pandora, Zanotta, Maserati, Four Seasons Hotel Beijing.

Since 2016 she is partner of Pico-Hub, innovative business solution company, founded by a team of executives from top managing roles in high performing global companies and industries.

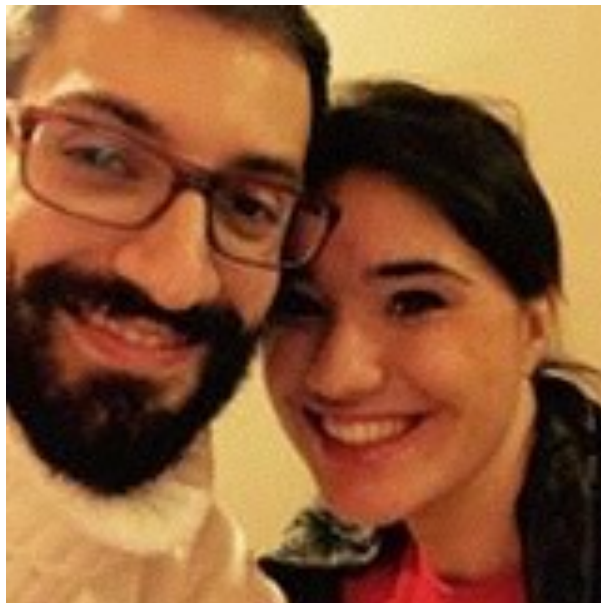
Persona: good

Real info

Elena

Age 32

**Narrative paragraph
describing the person,
this is vivid and
detailed**



**Real Picture
taken with
iPhone in
real life
situation**

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V _ vivid

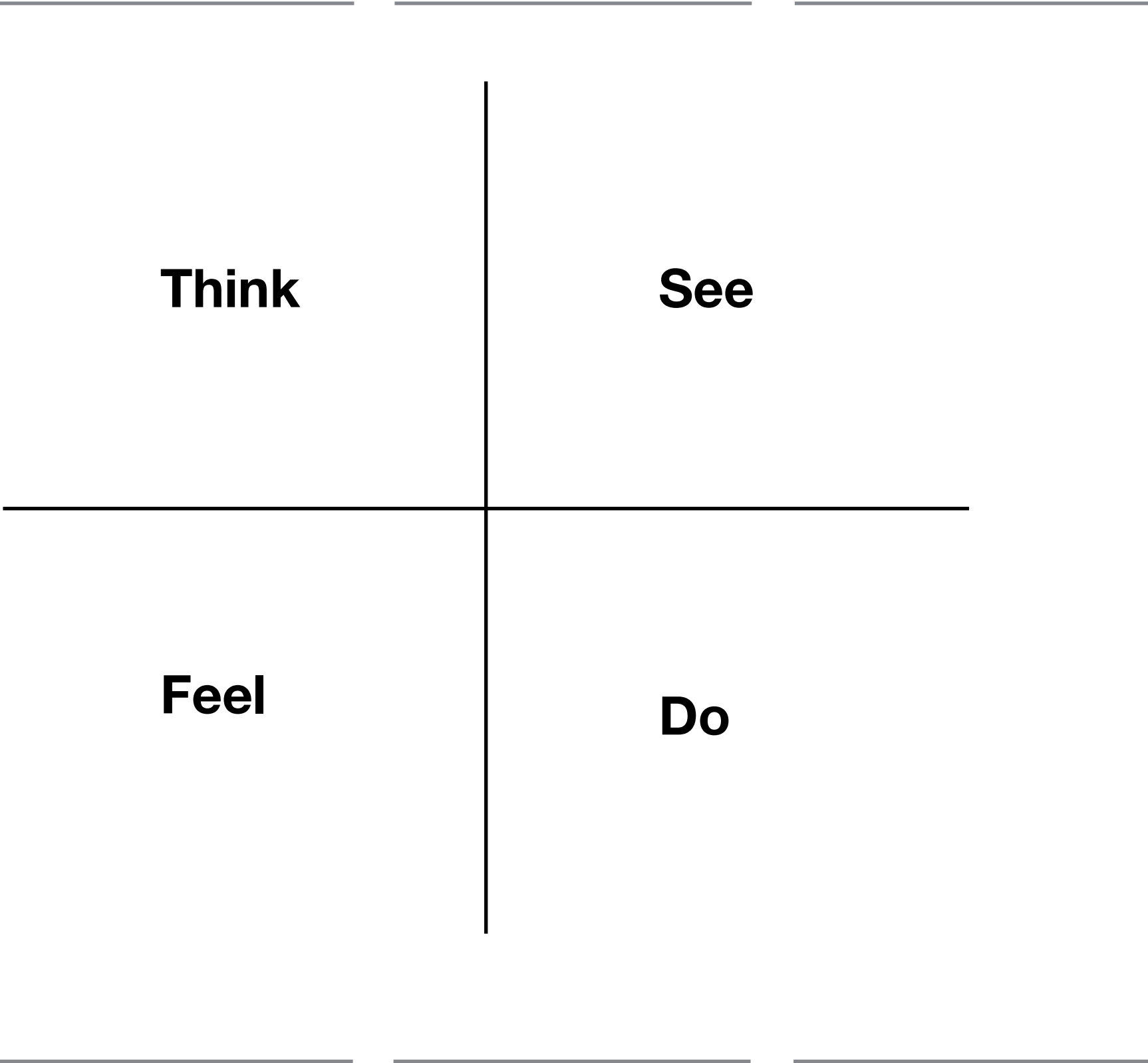
A _ actionable

R _ real

I _ identifiable

E _ exact

D _ detailed



Think

The cognitive part.

Often tension between how they would like things to be and how they are now.

See

The interaction that shape their thinking - media, peers, education, training, casual observation

Feels

The emotional driver. What emotions around are relevant activity? What trigger emotions? Results?

Does

The “actuals”. What trigger? How often? For how long? How much money?

To interview and go deep on users we can use different tools:

Field guide of HCD

Attention:

NEVER ask

“Do you like this feature?”

“Is this feature useful?”

Keep in mind the yellow walkman!!!

Today:

**Problem scenario sprint
(summary version of day 1)**

Work with your Agile team

	Time	Activity
Team	30 min	Project concepts and warm ups Write al the idea you have on personas on a lot of post-its Identify possible needs, problems, challenges
Team	20 min	Converge personas and Problem scenario (make a selection) vote and discuss
	10 min	Break
Team	10 min	Divide the team in “couple” and organise the personas (add more names if possible)
Alone	5 min	Name, photos
Alone	15 min	Draft personas, try to write what you know and what you don't know but you think that specific person can tell you
Team	10 min	Discuss what you wrote with the other members of the team

	Time	Activity
Team	40 min	Think - Feel - See- Do What tools from the “Field guide” can we use to investigate the personas?
Team	20 min	Discuss the outcome in the team
	10 min	Break
Team	20 min	Mock interviews

Agile everyday practise:

Daily stand-up

What did I accomplish yesterday?

What will I accomplish today?

What obstacles are impeding my progress?

The idea behind this is that Agile Teams are self organised. They decide who does what internally instead of having some input from the top.

Case study:

Spotify

Sunday filed activity:

Interview users.

For each person collect at list the following informations:

- Name
- Venue or channel where you met the person
- Top 5 learning
- Pictures of the person + picture of the context