Personas

- Constructing Personas
- Created Personas
- Persona Definitions

Constructing Personas

Identifying User Types:

1. People who gather the requirements:
    a. This group involves all stakeholders who work to gather the necessary information to normalise the data. This includes:
        - Identifying data to be ingested
        - Working with internal teams to identify the value that can be derived from the raw data
    b. This group is expected to be good communicators, and have the following characteristics:
        i. Facilitator
        ii. Meticulous
        iii. Extrovert
    c. This group has to be able to communicate with different teams and clients to identify normalisation and extraction requirements regarding the data
2. People who normalise the data:
    a. This group involves all the stakeholders who work to normalise the data and extract value from it. This includes:
        i. Working with ETL tools to ingest data and set normalisation pipelines
        ii. Use regular expressions on the end systems to created named groups using regular expressions
    b. This group is expected to be capable with technology, and may be domain experts in their technology
    c. This group has the following characteristics:
        i. Efficient
        ii. Pragmatic
        iii. Analytical
        iv. Curious
3. People who use the data:
    a. This group involves all the stakeholders who use the normalised data as end-users of the system.
    b. The people in this group have the following characteristics:
        i. Ingenuity
        ii. Focus
        iii. Opportunistic
        iv. Questioning
    c. This group also includes the integration and tuning engineers who ensure the data flows smoothly from the initial device to the end user.

Mapping Users to Behaviours:

1. People who gather requirements:
    a. Business Analyst
2. People who normalise the data:
    a. Data Scientist
    b. Data Engineer
3. People who use the data:
    a. Security Analyst
    b. External Customers
    c. Integrations and Tuning Engineers

Created Personas

Angela Schmidt - Data Scientist

Analytical | Curious | Self-aware

Goals
- To not be stressed at work
- To identify patterns or outliers in data to raise to security teams
- Build models to help detect patterns and outliers for Telstra and clients

Frustrations
- Having to do data wrangling work
- When dirty data gets in the way of her analysis
- When asked to do work outside of her job scope

Bio
Angela is an experienced Data Scientist who has been with Telstra for over 5 years. She enjoys work that challenges her and enjoys a mix of critical thinking, technical application and solving business problems.

She has 3 kids at home and so does not like to be stressed at work and would prefer to come home with a clear head. She prefers to use and analyse data rather than collecting and cleaning it.

"I strive to solve business problems using data and analytics."

Age: 38
Work: Data Scientist
Family: Married with kids.
Location: Melbourne, VIC
Character: Analytical

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation
- Salary
- Fear
- Growth
- Technical Expertise
- Social

Tools Used
elastic

CLOUDERA

sas

python

splunk>

Emily Wang - Data Engineer

Pragmatic   Driven   Efficient   Intelligent

Goals

- Learn new data tools to understand how they work
- Create a tool using what they have learned that enables new analysis
- Help others learn how to use these tools

Frustrations

- Finds work that does not get her thinking analytically dull, and simple repetitive tasks tedious
- Dirty data can take hours to clean
- Additional security requirements makes solutions more complicated

Bio

Emily is a Data Engineer at Telstra. She graduated from Monash University with a degree in Data Science and has worked as a Data Analyst and Junior Data Engineer before joining Telstra in 2019. In her spare time she has been investigating data tools to see what functions they offer and how they measure up to others. Emily's main goal is to use this understanding to create her own tool that is able to do something new.

She is a perfectionist and enjoys work that is intellectually stimulating. She is in charge of numerous ETL processes across multiple areas and tries to streamline the tasks she has to do as much as possible.

"Can this be streamlined?"

Age: 28
Work: Data Engineer
Family: Single
Location: Melbourne, VIC
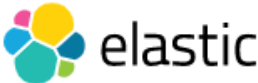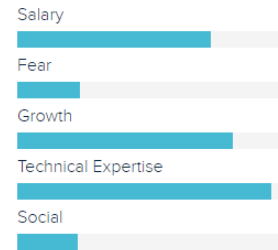**Character:** Perfectionist

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Motivation

Salary

Fear

Growth

Technical Expertise

Social

Tools Used

elastic

CLOUDERA

splunk>

Edward Chow - Security Analyst

"Prevention is better than cure."

Age: 36
Work: Security Analyst
Family: Single
Location: Melbourne, VIC
Character: Meticulous

Personality

Introvert		Extrovert

Thinking		Feeling

Sensing		Intuition

Judging		Perceiving
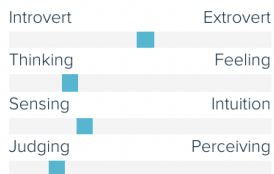
Meticulous   Ingenuity   Focused

Goals

- Detect any potential threats or vulnerabilities.
- Fix a security issue.
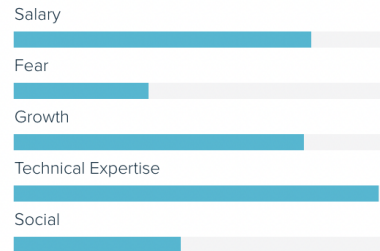- Up to date to industry trend and technology.

Frustrations

- Move between different tools and dashboards.
- Limited resource and time.
- Data cannot be import into the analysis platform directly.
- Miss out crucial information leads to a security problem.

Bio

Edward Chow works as a security analyst in Telstra. He obtains his Bachelor's degree in computer science and MSE in cybersecurity from Monash University. Before joining Telstra in 2014, he worked in Optus performing analysis on logs to help detect alerting gaps. He always keeps himself updated on the newest technology and remains one step ahead of the attackers.

Motivation

Salary

Fear

Growth

Technical Expertise

Social

Tools Used

CLOUDERA   elastic

splunk>

Shehryar Khan - Integrations Engineer

Analytical   Innovative   Problem-Solver

"The fewer moving parts, the better"

Age: 35
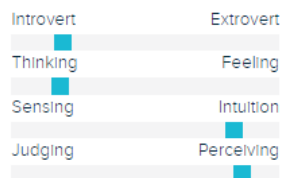**Work:** Integration Engineer
Family: Married with kids
Location: Melbourne, Australia
Character: Innovative

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Connect systems across Telstra
- Ensure seamless flow of data
- Fix pain points by creating innovative data pipelines

Frustrations

- Systems are hard to integrate
- Data constantly changes formats
- Communication barriers between various teams

Bio

Shehryar Khan is a Lead Integrations Engineer, who has been at Telstra for over 10 years. He is a very analytical and technical person, who enjoys solving problems at scale.

Currently, Shehryar works to build integrations and data pipelines across some of the largest enterprise data systems across Telstra. He enjoys the challenge, but is frustrated by data that constantly changes from the requirements he is given to design with, which forces him to constantly have to monitor and rework the implementations.

Motivation

Challenge

Innovation

Learning

Performance

Growth
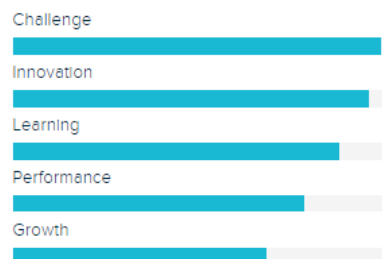
Brands & Influencers

Persona Definitions

People who normalise the data

- Data scientist
- Data engineer
- Business analyst

People who use the normalised data

- Security analyst
- External customers
- Integration and tuning engineers

Xtensio Fields

- Most fields are self explanatory, and can use the already provided fields
- Added fields
    - Tools Used: Splunk, Elastic, Cloudera, etc.
    - Replaced Power with Technical Expertise (under Motivation)

Logo References

Angela Schmidt - Data Scientist

Details

Quote: I strive to have a great work-life balance.

Age: 38
Work: Data Scientist

Family: Married with children
Location: Melbourne, VIC
Character: Analytical

Goals

- To not be stressed at work
- To identify patterns or outliers in data to raise to security teams
- Build models to help detect patterns and outliers for Tesltra and clients

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- When dirty data gets in the way of her analysis
- When asked to do work outside of her job scope

Tools Used

- SAS
- Python
- Splunk
- Elastic
- Cloudera

Bio

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She has 3 kids at home and so does not like to be stressed at work and would prefer to come home with a clear head. She prefers to use and analyse data rather than collecting and cleaning it.

Emily Wang - Data Engineer

Details

Quote: Can this be streamlined?

Age: 28
Work: Data Engineer
Family: Single
Location: Melbourne, VIC
Character: Perfectionist

Goals

- Learn new data tools to understand how they work
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- Help others learn how to use these tools

Frustrations

- Finds work that does not get her thinking analytically dull, and simple repetitive tasks tedious
- Dirty data can take hours to clean
- Additional security requirements makes solutions more complicated

Tools Used

- Splunk
- Elastic
- Cloudera

Bio

Emily is a Data Engineer at Telstra. She graduated from Monash University with a degree in Data Science and has worked as a Data Analyst and Junior Data Engineer before joining Telstra in 2019. In her spare time she has been investigating data tools to see what functions they offer and how they measure up to others. Emily's main goal is to use this understanding to create her own tool that is able to do something new.

She is a perfectionist and enjoys work that is intellectually stimulating. She is in charge of numerous ETL processes across multiple areas and tries to streamline the tasks she has to do as much as possible.

Edward Chow - Security Analyst

Quote: Prevention is better than cure.

Age: 40
Work: Security Analyst
Family: Single
Location: Melbourne, VIC

Character: Meticulous

Goals

- Detect any potential threats or vulnerabilities.
- Fix a security issue.
- Up to date to industry trend and technology.

Frustrations

- Move between different tools and dashboards.
- Limited resource and time.
- Data cannot be import into the analysis platform directly.
- Miss out crucial information leads to a security problem.

Tools Used

- Elastic
- Splunk
- Cloudera

Bio

Edward Chow works as a security analyst in Telstra. He obtains his Bachelor's degree in computer science and MSE in cybersecurity from Monash University. Before joining Telstra in 2014, he worked in Optus performing analysis on logs to help detect alerting gaps. He always keeps himself updated on the newest technology and remains one step ahead of the attackers.

Shehryar Khan - Integration & Tuning Team

Quote: "The fewer the moving parts, the better"

Age: 35
Work: Integration Engineer
Family: Married with kids
Location: Melbourne, Australia
Character: Innovative

Goals

- Connect systems across Telstra
- Ensure seamless flow of data
- Fix pain points by creating innovative data pipelines

Frustrations

- Systems are hard to integrate
- Data constantly changes formats
- Communication barriers between various teams

Tools Used

- Kafka
- Elastic
  Splunk

Bio

Shehryar Khan is a Lead Integrations Engineer, who has been at Telstra for over 10 years. He is a very analytical and technical person, who enjoys solving problems at scale.

Currently, Shehryar works to build integrations and data pipelines across some of the largest enterprise data systems across Telstra. He enjoys the challenge, but is frustrated by data that constantly changes from the requirements he is given to design with, which forces him to constantly have to monitor and rework the implementations.

Removed Personas

Robert Kearney - External Customer

Quote: Nothing is more expensive than a missed opportunity

Age: 35
Work: VicRoad Lead Technician
Family: Married
Location: Melbourne, Victoria
Character: Opportunistic

Goals

- To find a third party company who can process the metadata from their new Gatso T-series speed cameras
- To determine the real lifespan of their cameras, and how likely faults are to occur

Frustrations

- There is too much data for VicRoads to handle, as Microsoft Access is not equipped to deal with their data

Tools Used

- Gatso T-series
- Microsoft Access

Bio

Robert is the lead technician for VicRoads, having worked there for the last 5 years, and is the one responsible for linking the new Gatso T-series speed cameras into their network of devices. He is married to his wife Zuzanna Eaton, and has two children with a third on the way.

Robert has managed to get to where he is by being very skilled at seeing opportunities and knowing when to take them. With the influx of new devices into VicRoad's system, Robert knows the current system would not be able to handle the data, and is looking for ways to offload that process to someone else who can.

Jack Whitman - Business Analyst

Quote: "No matter how much you want it to be a technical problem, it's a people problem"

Age: 28

Work: Business Analyst
Family: Single
Location: Melbourne, Victoria
Character: Facilitator

Goals

- Identify client requirements for data
- Learn context around data to be ingested
- Identify key fields to be extracted

Frustrations

- Non-technical clients do not always understand data
- Clients sometimes miss key fields in data
- Engineers find it difficult to implement requirements

Tools Used

- Confluence
- Jira

Bio

Jack is a Business Analyst at Telstra. He graduated with a degree in business management and joined Telstra as a graduate. He is a people person and hence has been assigned to Telstra projects dealing with clients. He has learnt how to operate and facilitate various Telstra projects with their clients.

Currently, Jack works with the Telstra data science teams, to help them gather requirements from external clients and internal teams looking to use their data analytics toolset. Jack has experience doing requirements elicitation and is excellent at facilitating and communicating with clients to extract detailed and clear requirements.