

# Agile Meets Design Thinking

Peer-Reviewed Assignment - Bilal Drndo

# What are You doing?

## Overview

For this assignment, you'll be developing:

1. Project description
2. Brainstormed list of personas
3. Real-life examples of your top persona
4. Problem scenarios, alternatives, and value proposition trios

## Part 1: Positioning Statement

For [corporate professionals who are Non-native English speakers] who [want to improve their Business English skills], the [Linguy] is an [online software product] that [uses AI to detect their English proficiency level and helps them improve their speaking and writing skills, grammar and enrich their vocabulary]. Unlike [other online products and mobile apps], our product [custom tailors a special program for each specific user based on their English proficiency level by actively monitoring their Online Meeting calls].

## Part 2: Brainstorm Personas

1: Free Form Personas List- More is More Here!	2: List in Priority Order	3: Notes (Optional)
Ally the Business Development Manager Ivan the Marketing Manager Ubaid the Operations Manager Leila the PR Manager and Representative Marcus the Sales Representative Dimitri the IT Manager Mahra the Project Manager Tilla the Senior Product Manager Rene the Salesperson	Rene the Salesperson Marcus the Sales Representative Ivan the Marketing Manager Leila the PR Manager and Representative Ally the Business Development Manager Ubaid the Operations Manager Tilla the Senior Product Manager Mahra the Project Manager Dimitri the IT Manager	Since we have the most 'Rene's' and 'Marcus's' working at the company and they are our primary interface to the customer, we think we have the most upside there.

## Part 3: Make Your Persona Testable & Actionable with a Screener

The reason for screening this persona is to know if this persona is involved in the sales department of a company?

Persona	Screening Question	Threshold
Rene the Salesperson	How many sales calls did you make today?	> 30 sales calls

## Part 4: Develop Problem Scenario, Alternatives, Proposition Trios

Drafting PS/JTB for Rene the Salesperson

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
No tools that can determine Rene's true English proficiency level and can tailor a custom language improvement program that will enhance his grammar, expand his vocabulary, and improve his accent and pronunciation..	Rene is currently enrolled in a couple of online courses on Improvement of Business English as well as does in person tutorials with his personal English tutor. He also uses a couple of language improvement mobile apps.	Our product will determine the exact user's English level by monitoring and transcribing their speech during Online Meetings on Zoom or/and Google and then create a custom language improvement plan using AI based on the data that is collected during the meetings.
Rene spends a lot of time and money on the online program, his personal English tutor and mobile apps.	Current alternatives are expensive for Rene since he is using three different methods/tools to improve his English skills.	Our product will be more affordable than current alternatives.

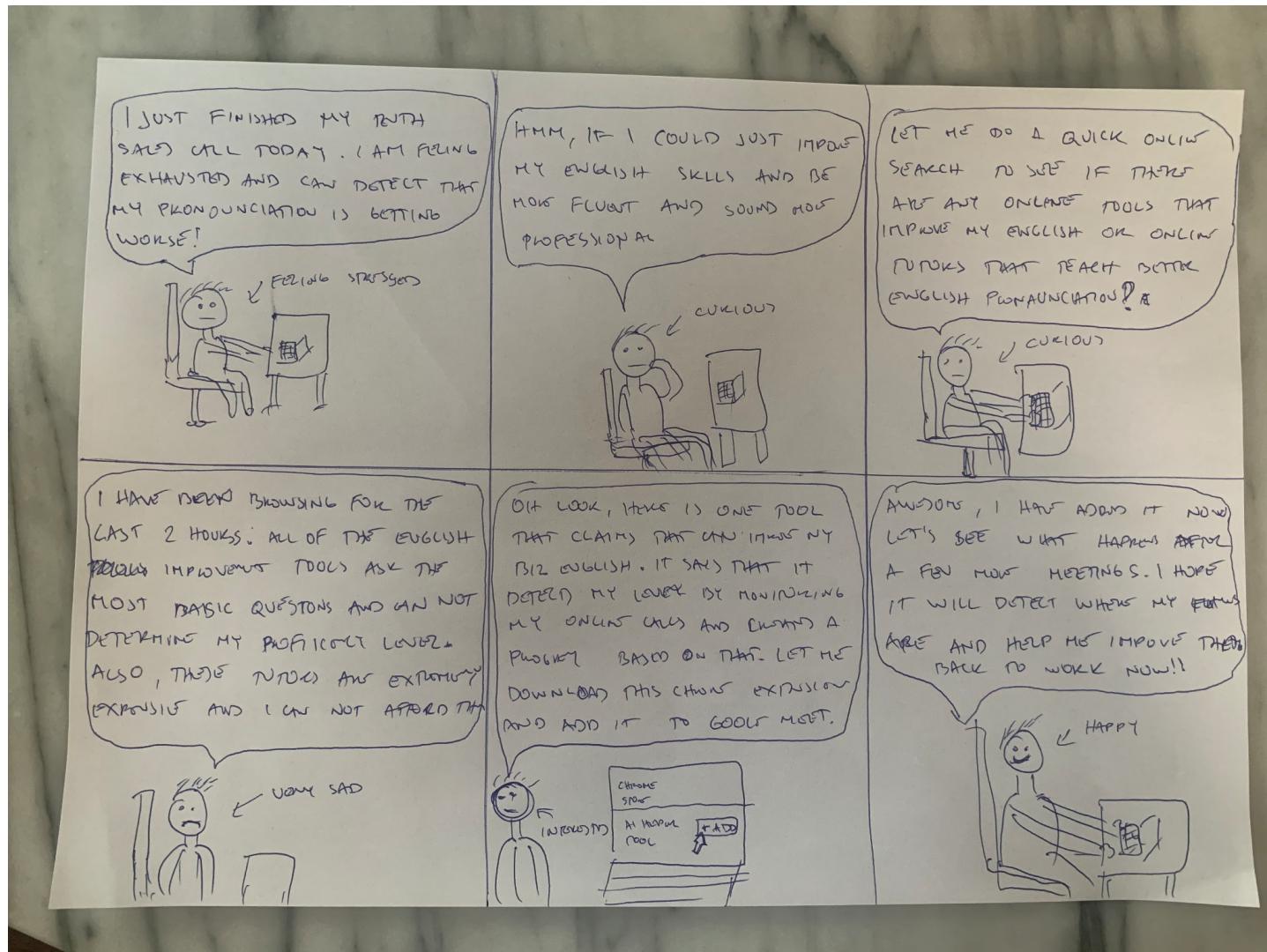
## Part 5: Design a Solution for Your PS/JTBD with User Stories

### Epic User Stories

Epic1 - As Rene the 'Salesman', I want to improve my Business English language skills so that I can be perceived by my clients as a more educated, qualified and professional Salesperson, close more clients, and increase my commission.

Epic 2 - As Rene the 'Salesman', I want to have insight into the current progress that I am making by having the ability to view and explore relevant analytics, so that I can see on which areas/aspects of my language I need to pay more attention as well as be more motivated to continue my improvement journey.

## Storyboard for Epic 1



## Child Stories for Epic 1

Child Stories	General Notes & Analytics
<p>As Rene the 'Salesman', I want to have an option to select when and how many times per week I want to use the software to improve my English skills. So that I can learn at my own pace and not feel overwhelmed with the program.</p>	<ul style="list-style-type: none"> <li>- Adding this feature will make sure that users can select how often (daily, weekly, monthly...) and for how long (5, 10, 15, 30 mins...) want to use the software.</li> <li>- Also it will give us data that can be leveraged in order to send Push Notifications to users to remind them to open the software and use it.</li> </ul>
<p>As Rene the 'Salesman', I want to have an option to see all of the grammatical mistakes that I have made during my online calls. So that I have an option to incorporate them into my language improvement program.</p>	<ul style="list-style-type: none"> <li>- Adding this feature will allow the user to see when and where they made mistakes while speaking to others.</li> <li>- It will allow us to extract the 'incorrect' speech patterns and feed them into our AI model data so that it could output a custom improvement program.</li> </ul> <p><b>Analytics:</b></p> <ul style="list-style-type: none"> <li>- Incorrect speech pattern - how many grammatically incorrect words were spoken per one sentence or more specifically one cluster of words</li> </ul>
<p>As Rene the 'Salesman', I want to have an ability to chat with my language improvement model like I can chat with Chat GPT-3 and/or select predetermined options for certain aspects of language improvement (Grammar, Vocabulary, Accent Improvement...). So that I can tailor the program model to prioritize what I feel like is most important to me for a specific timespan.</p>	<ul style="list-style-type: none"> <li>- Adding this feature will make sure that users can interact with their custom language improvement AI model and tell it what type of improvement they want to make.</li> <li>- If users don't want to explicitly tell the language improvement AI what aspect of their language they want to improve by typing it into the chat prompt, it will present them with several options with examples that users can read and select to add or remove from their improvement program.</li> </ul>