Managing an Agile Team

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What am I doing?

Positioning Statement
Brainstorm Personas
Focal Questions

Part 1: Positioning Statement

For small NGO's who experiencing financial difficulties or situations of vulnerability, the Me Salva is a software that list for possible donors and angel investors the NGOs most in need of support. Unlike having to contact one investor at a time to ask for help, our product allows the owner of the NGO to put it on our platform and achieve much more visibility and, consequently, obtain financial support in a faster and simplified way.

Part 2: Brainstorm Personas

Instructions

1. Spend 5 minutes brainstorming as many personas as you can. Try to generate at least 5 personas related to your area of interest. All you need to write down is a descriptive name: [Made up Name] the [Job title or role].
2. After brainstorming, sort the personas in order of priority. For example, if you could only pitch your idea to one persona, which would it be? If it's an internal project, what user persona do you think you could help the most?
3. Finally, add a quick note on why you prioritized as you did.

Assignment Body

1: Free Form Personas List- More is More Here!	2: List in Priority Order	3: Notes (Optional)
Clara the software developer Daniel the NGO Owner Lucia the angel investor	Daniel the NGO Owner Lucia the angel investor Clara the software developer	

Daniel (the NGO Owner) has the highest priority because as the focus of the software is to help NGOs, without him (his organization), the solution/software would be of no use.

Immediately afterwards, Lucia's priority, as it is from her that the NGO wants to obtain visibility and help. Without Lucia, the NGO would not be able to obtain any kind of financial assistance, and therefore, it would not need to be on the software platform.

Clara has the lowest priority, as her role is only useful if (necessarily) Daniel and Lucia exist.

Part 3: Focal Questions

1. What's important to this business? Why? How is it measured with regard to customer/user behavior?

Basically, the most important persona for the software is the owner of the NGO, because he is the client that will bring movement to our software. That is, if his NGO is not on the platform, we were unable to convince even other NGOs to also register, as well as possible donors and investors, who would help NGOs through software.

The angel investor and donor also have a lot of priority in this system, as they also need to be reached by advertising the software. With that in mind, it is also necessary to create a good and comprehensive ad network.

With that in mind, it is important for the system to acquire features that increase its accessibility and the desire of an NGO owner to place it on the "Me Salva" software platform, which would thus gain more visibility for potential help. In addition, the business would also have to have a good source of marketing and advertising to attract potential donors and angel investors who sympathize with the cause of NGOs registered on the platform and want to help them financially.

Customer / user behavior would be measured according to quantitative and qualitative statistics regarding the ranking methods of the most needy NGOs, which types of advertising are most clicked on, which NGOs achieve a greater retention of donations, etc.

Storyboard:
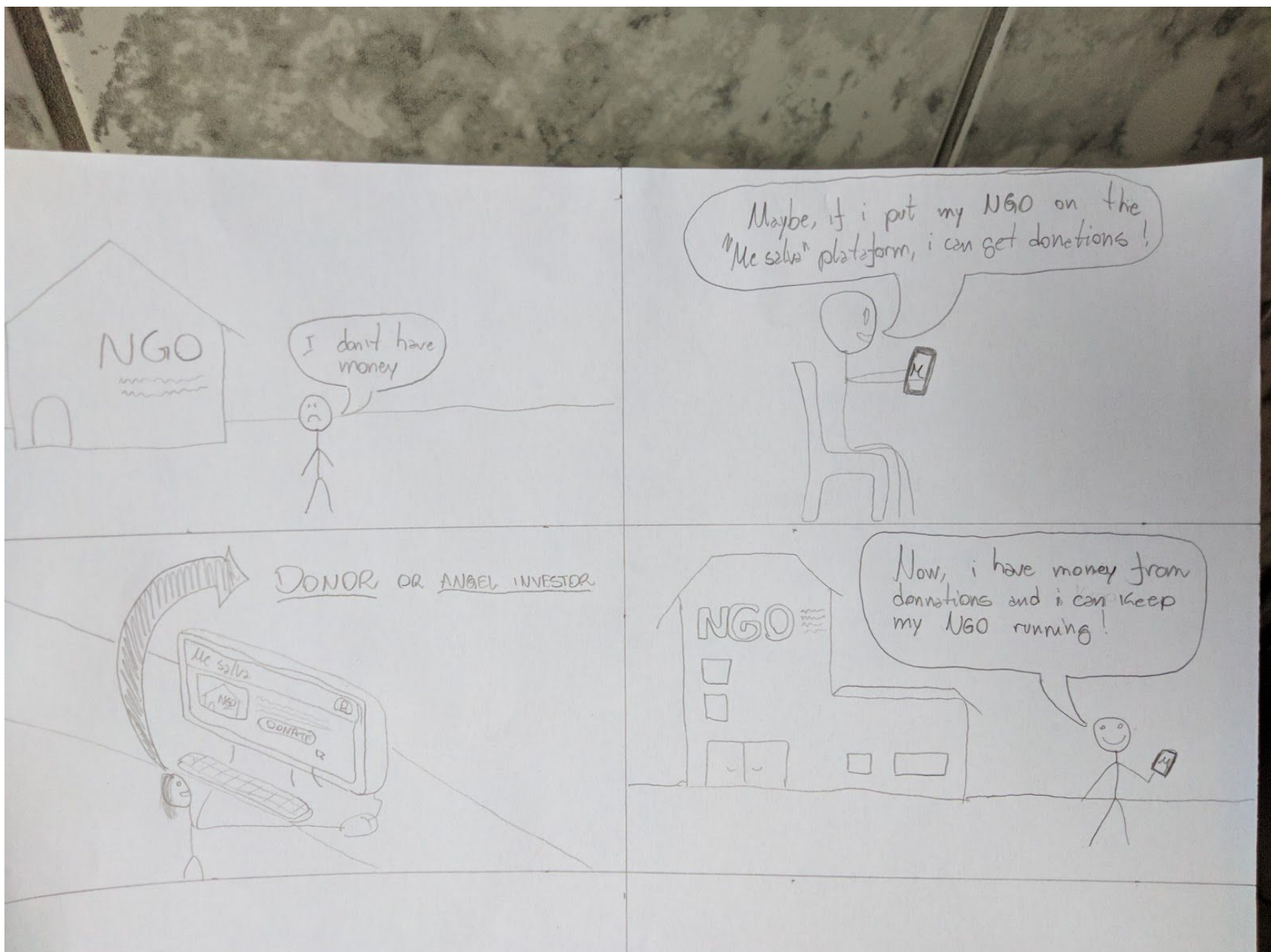
2. For which problem scenarios/jobs-to-be-done should we test new propositions?

Problem Scenarios/Jobs-to-be-Done	Your Value Proposition
Daniel needs some online means to show the current situation of his NGO, which is experiencing financial difficulties	Put all relevant information from Daniel's NGO on the Me Salva platform, as well as your contact information.
Daniel needs financial help to keep his NGO running. Any help of any value is already very valuable.	The software will enable him to securely raise money through online donations, and then transfer it to the NGO's bank account automatically.
Daniel's NGO needs to reach many people as it is at risk of bankruptcy.	The Me Salva software algorithm will be responsible for ranking the NGOs most in need and putting them in evidence for investors.

3. How will we define and measure success?

Problem Scenario/Job-to-be-Done	Measuring Success/Outcomes
Daniel needs some online means to show the current situation of his NGO, which is experiencing financial difficulties	Does the software add value to Daniel and his NGO? Is the software accessible and usable?
Daniel needs financial help to keep his NGO running. Any help of any value is already very valuable.	Did the NGO obtain any financial return? Are the means of payment for the software secure and accessible?
Daniel's NGO needs to reach many people as it is at risk of bankruptcy.	Did the NGO get more visibility after it was released? Is the software correctly classifying the most needy NGOs?