Agile Meets Design Thinking

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What am I 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 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: Make Your Persona Testable & Actionable with a Screener

Assignment Body

We will start with Daniel, as he is the focal point of the Me Salva software. In addition, although Lucia also uses the software to view NGOs in need of help, NGO owners really need this solution. In addition, he can also give us relevant information about how his and his organization's routine is, in addition to giving us tips on how the software could be more useful and accessible to him.

Persona	Screening Question	Threshold
Daniel the NGO Owner	How often did you contact a potential investor for financial assistance in the past month?	About 5 times

Part 4: Develop Problem Scenario, Alternatives, Proposition Trios

Assignment

Fill in the table below with your problem scenarios, their current alternatives, and your value proposition.

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
Daniel needs some online means to show the current situation of his NGO, which is experiencing financial difficulties	He is asking for help from relatives, friends and employees through social networks and emails	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.	He is making a series of loans at his bank and borrowing money (as stated above)	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.	He's talking about his situation in Telegram and Facebook groups	The Me Salva software algorithm will be responsible for ranking the NGOs most in need and putting them in evidence for investors.

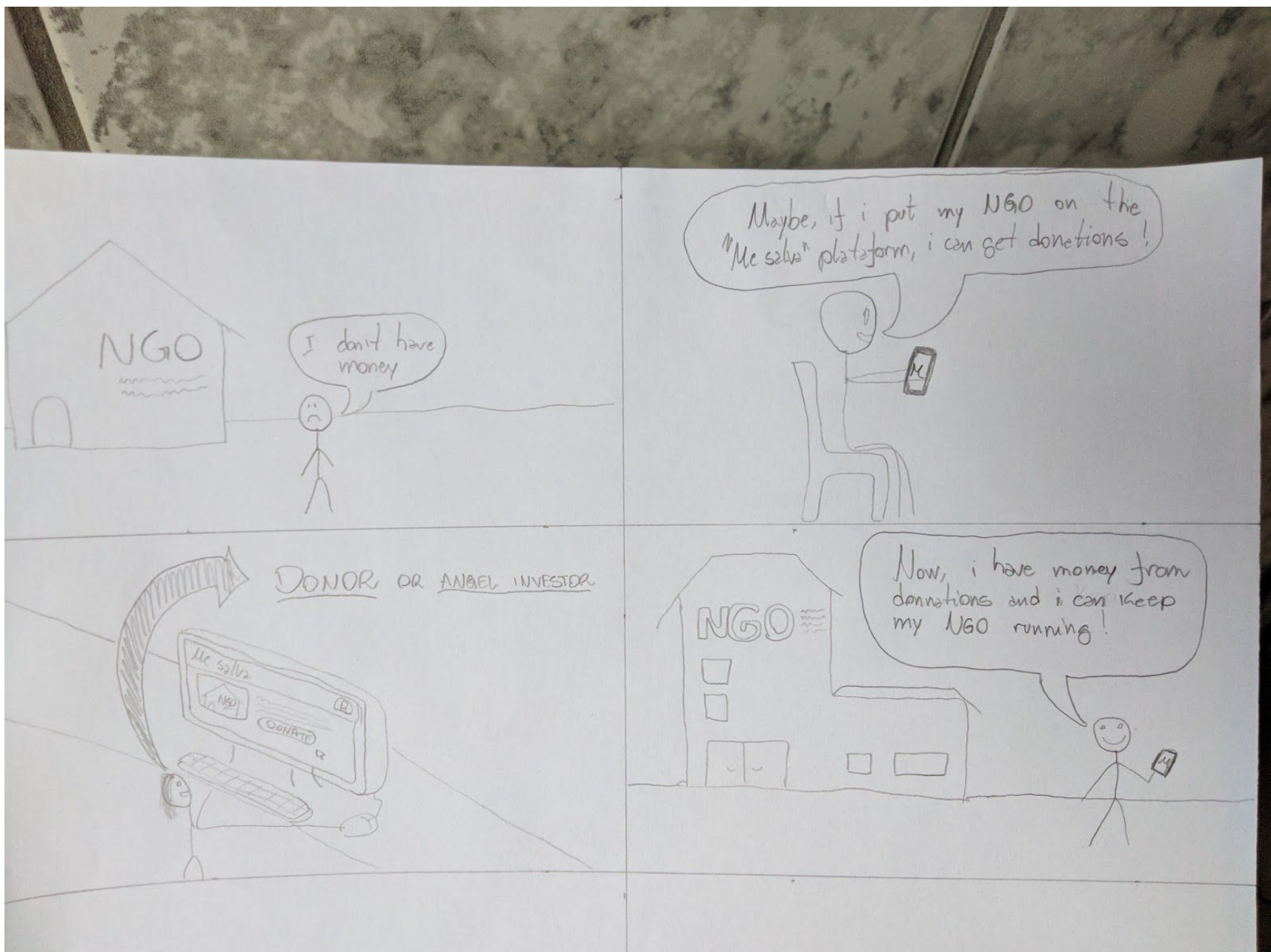# Part 5: Design a Solution for Your PS/JTBD with User Stories

Assignment

Epic User Stories

As a Daniel the NGO Owner, I want to put her on some online platform, so that I can get visibility into my financial risk situation and get support from investors, supporters and donors.

Epic 1- Detail (Storyboard & Child Stories)

Storyboard for Epic 1

Child Stories for Epic 1

Child Stories	General Notes & Analytics
Lucia the angel investor wanted to see the NGOs that best suit their causes	In how many categories could we divide the different NGOs on the platform? Metrics: Analyze the similarities between the most sought after NGOs Analyze the most searched words on the platform
Daniel the NGO Owner wanted to receive his donation money through a digital bank	How often do NGO owners withdraw their money from the platform? How often do donors make new donations? What payment methods are preferred by NGO owners and donors? Metrics: Analyze the most costly means of payment Analyze which means of payment take the longest Analyze the most used payment methods