Template for Lab: Persona Development

Use this template to develop a persona based on a given scenario. An example of a persona has also been shared below the template.

Section	Details
Persona Name	Provide a name that represents the persona, making it relatable and easy to reference. Jeremy Harris
Role	Specify the persona's role within the organization, such as Product Owner, Project Manager, or Business Analyst. Manufacturing department manager
Experience	Outline the persona's years of experience and relevant background, including any specific expertise or methodologies they follow. Over 15 years of experience in manufacturing management
Key Drivers	Describe what motivates the persona, such as delivering value, solving problems, collaboration, or personal and professional goals. Streamline operations, reduce costs, and maintain high-quality standards. He is also committed to improving employee satisfaction and effectively addressing internal complaints.
Key Skills	List the critical skills that enable the persona to succeed in their role, including both technical and interpersonal abilities. Strong leadership and team management
Primary Stakeholders	Identify the key individuals or groups the persona interacts with regularly, such as team members, leadership, or external partners. Production teams, inventory and logistics staff, and senior leadership, vendors and suppliers
Role Overview	Provide a high-level summary of the persona's role, including their primary purpose and contribution to the organization. Modernizing inventory systems
Key Tasks	Enumerate the main responsibilities the persona undertakes to fulfill their role, focusing on daily activities and strategic efforts.
Goals	Outline the persona's short-term and long-term objectives, linking them to measurable outcomes or broader organizational priorities.

Challenges	Highlight obstacles the persona faces in their role, including internal barriers, external pressures, or conflicting priorities. Managing resistance to change, navigating budget constraints, balance cross-departmental alignment

Example of the persona:

Priya

Section	Details
Persona Name	Priya
Role	Product owner
Experience	3–7 years, strong knowledge of Agile methodologies and product development
Key Drivers	Delivering value to customers, fostering collaboration, and bridging business and technical needs
Key Skills	• Backlog management and prioritization • Stakeholder engagement and requirement gathering • Communication of product vision and goals • Problem-solving and adaptability
Primary Stakeholders	• Scrum masters • Development teams • Product managers • Business analysts • External stakeholders (e.g., customers, end-users)
Role Overview	Acts as the voice of the customer within the development team, ensuring maximum value delivery aligned with business priorities.
Key Tasks	• Manage and refine the product backlog • Define user stories and acceptance criteria • Facilitate sprint ceremonies (planning, reviews, retrospectives) • Monitor progress and adapt plans based on feedback • Ensure alignment with product vision and strategy
Goals	• Deliver the right product at the right time to maximize value • Maintain stakeholder transparency and alignment

	• Balance short-term delivery and long-term strategy • Foster team focus and motivation
Challenges	• Balancing conflicting priorities • Managing scope creep • Communicating effectively between technical and business teams • Making tough trade-offs and ensuring value delivery • Adapting to shifting priorities during iterative cycles