**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.

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| **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**

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| **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 |