

Task II Defining the Scrum Process and Scrum Personas Potential Solution

Scenario 1

Name	Description	Goal/Need
Loraine	33 years old Works as an IT manager Lives alone but is very social and likes to travel frequently with friends Prefers to travel by air to destination and rent car onsite. Prefers upscale areas and will not rent a property without seeing a large number of photos Prefers warm climates because she lives in Seattle	Caters to upscale destinations in warm climates Visually oriented user, wants lots of photos Connects to sites that can book air travel and vehicle rental Groups of people can split the cost of the rental on the app

Scenario 2

Name	Description	Goal/Need
Greg	64 years old Works as a construction worker in New Jersey. He works long hours and is often exhausted leaving little desire to make significant effort to order medicine. He is an occasional pharmacy user and wants to be able to keep track of his medicine as it reaches its destination. Typically wants to be notified when his medicine is ready.	Robust tracking system Very few steps in the order process Lots of visual tools Large lettering with few words App should notify user when medicine is on the move and reaches its destination.

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Scenario 3

Name	Description	Goal/Need
Riley	28 years old Marketing professional Has an MBA Tech savvy Loves her poodle, Roxy, and wants a tag that represents how special she is. Lives in LA and is very socially outgoing and enjoys flare in her style.	Dog tags easily customizable and can be ordered and tracked. High volume orders can be handled through website.