

Proto-Persona



Dora (Director)

Influencer who champions product and needs clean data

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

Evening review	Don't live physically near the team	Time factor (on-shore vs off-shore)	
Timely with their data to others	Easy to understand	Desire to have teams improve the metrics	Accurate Data
Accurate Data (setup correctly to ensure it)	Desire to have teams deliver against commitments	wants info in tool to be accurate and current	

BEHAVIOR & ACTION FACTORS

Off-shore timing factors	Establishing partnerships (become stakeholders)		
Need to push data to the system (data mapping, other updates)	Send information to others	Review reports and provide feedback to team or leadership	Stop notifications
guiding best practices for tool use, config, standards (self or proxy)	Understand how team aligns to organizational initiatives (such as agile transformation)	What does Tools and Analytics have of value, that I can use?	Stop billing or chargebacks
Getting access to Delivery Tools (for self and/or team members)	Learning how to use Delivery Tools	Learning how to use Delivery Analytics	

NEEDS & PAIN POINTS

need to learn or find consolidated view of info (for a number of services/tools)	monitor team's performance against outcomes	understand what info/data is available	understand license models and cost of the tool(s)
Where do I find info on other tools? Redirection	Who needs access, at what level, for which tool, and associated costs	What do I do to setup access (administrative)	understand what metrics / features are available
follow-up on anomalies in the data	How to request access to a tool (Aha, Rally, some data)	Needed information buried in a lot of other information (I don't need right now)	Where do I go to get what I need (information on a tool, how to gain access, gain access to data, etc.)
What tools/analytics does OTU Tools and Analytics own/manage	want/need to integrate with other tools	expectations vs reality when data is loaded	ensure item no longer appears in systems /reporting
What do we do about questions where we do not own the answer or the product/service?			

Journey

for



Dora (Director)

Behavior
Action

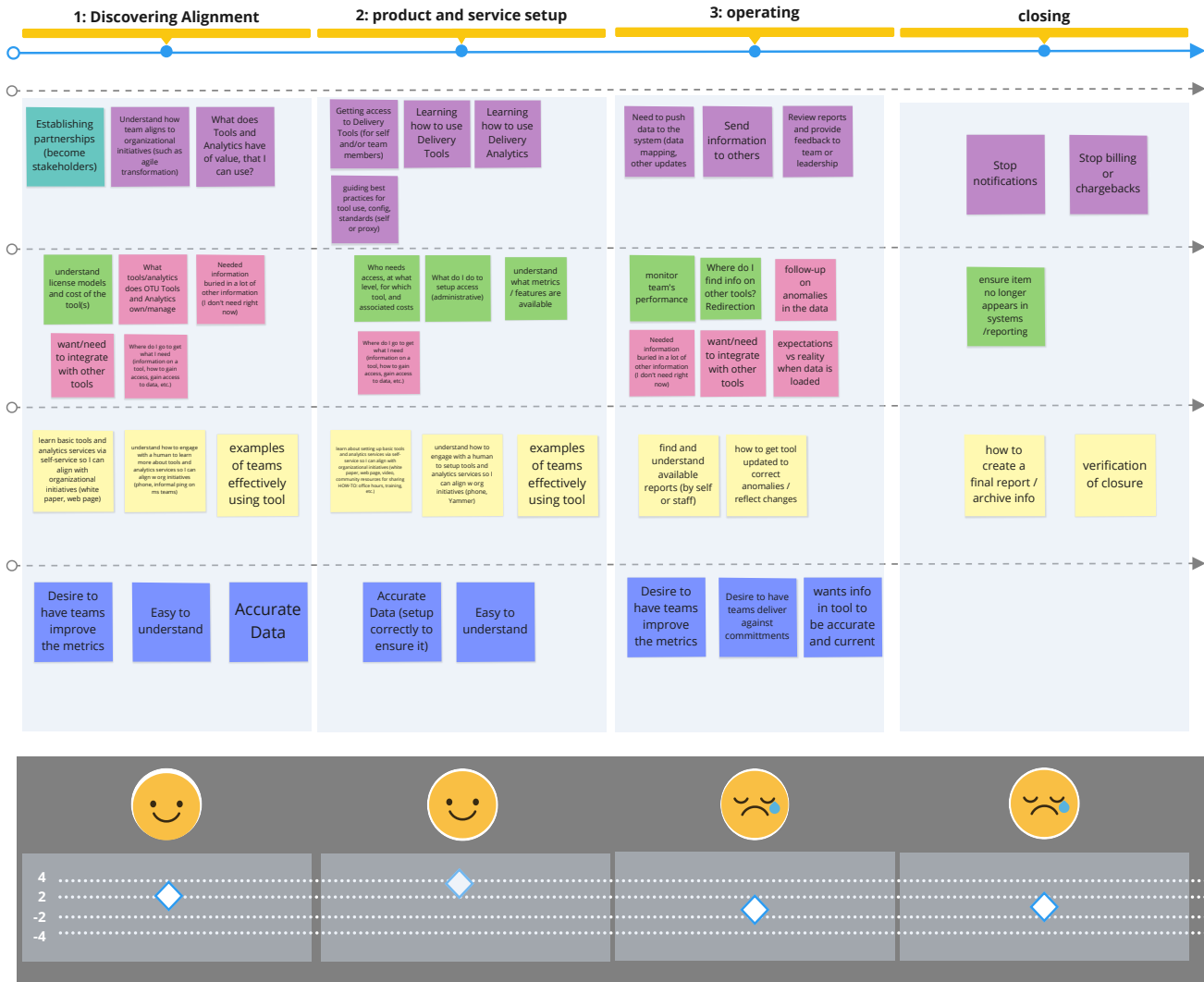
Needs
Pains

Touchpoints

Demographic
Psychological

Mood

Mood Scale



Proto-Persona



Devi (Agile Team)

Uses or connects to tool to track work / metrics

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

Does not co-locate with most of team	Works with folks in other time zones		
Impatient with admin work	Desire for self and team to improve	Desire to be rewarded for good work	Desire to work on the right things

BEHAVIOR & ACTION FACTORS

Attend daily standup	Mostly works core business hours	Attend scrum ceremonies	
Update tool to capture notes / update status	Review and understand backlog	Refine features & stories	Complete sprint work
Team member discontinues account			

NEEDS & PAIN POINTS

Get tool access	understand tool benefits and features	Get tool training	keep track of sprint work
build or access roadmap & backlog	update or review design notes	must learn assigned / selected tool(s)	Get tool support
Where do I find info on other tools? Redirection	Hard to find info when needed	stay informed on tool issues	stay informed on tool changes
being forced to use a new tool	understand how tools connect / relate to business processes (finance, product model)	I like using tools I already know	

Journey

for

Behavior
Action

Needs
Pains

Touchpoints

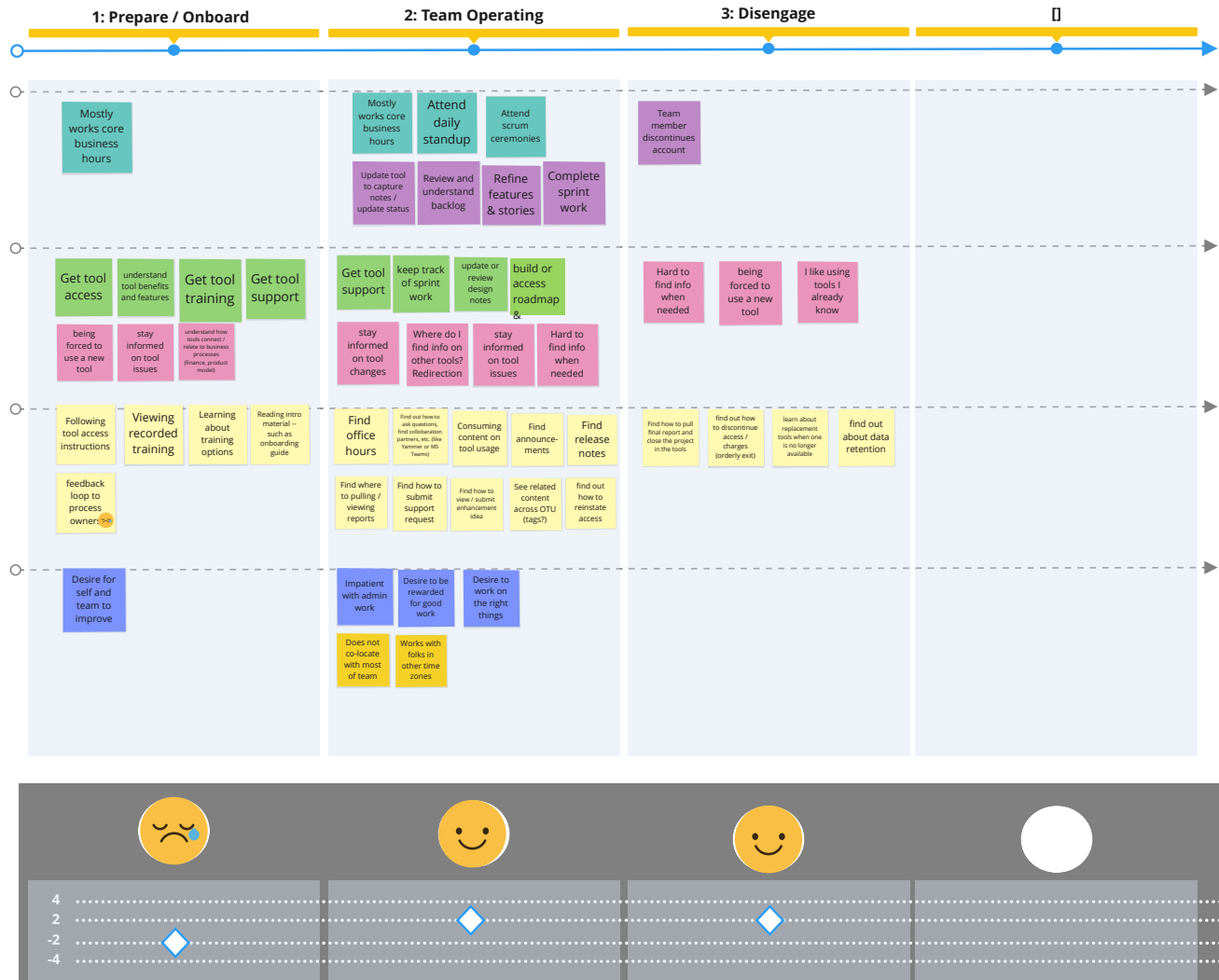
Demographic
Psychological

Mood

Mood Scale



Devi
Agile Team Member



Proto-Persona



Dat (Data Consumer/Provider)

Pulls/provides data from/to
tools and services

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

Likely from another dept or part of org	Works with folks in other time zones	technical	
expects data to be accurate	expects data to be current	values automation	

BEHAVIOR & ACTION FACTORS

may use Excel for data work			
Checks data daily	Uses API to pull / push data	Exports reports to get data	discontinue data processes (especially any using resources)

NEEDS & PAIN POINTS

Get data access	Get info on how to pull/push data	Understand data and data tables	join data to other data
incorporate data into dashboards or reports			
Where do I find info on other tools? Redirection	Hard to find info when needed	stay informed on tool / data issues	stay informed on data changes
not all tools supported	not all fields included	follow-up on data anomalies	

Journey

for



Behavior
Action

Dat

Data Consumer/Provider

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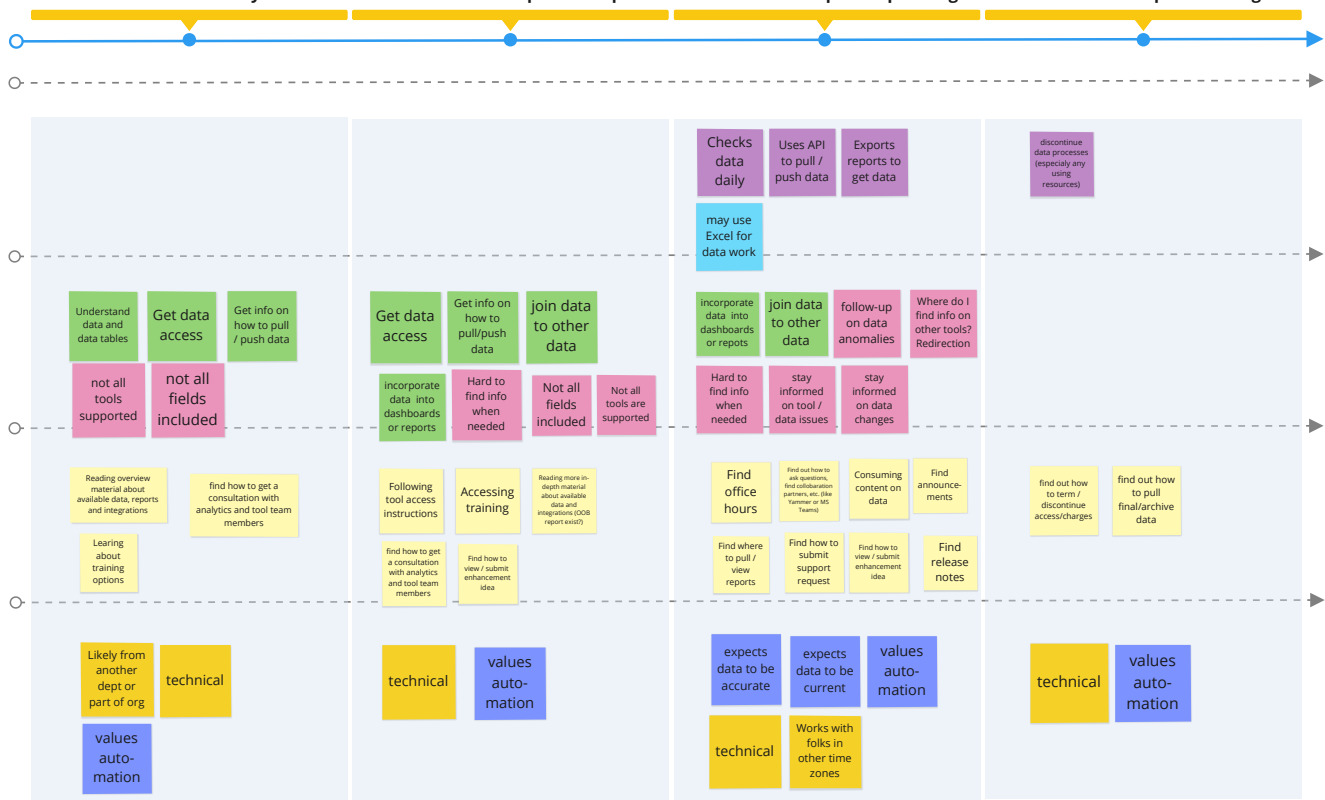
Mood Scale

1: Data Discovery

2: Data Consumption Setup

3: Data Consumption Operating

4: Data Consumption Closing



4

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