User Analysis Guidelines

Personas & User Stories

Persona profiles are a representation of a digital product's users. They are used to keep the user front and center throughout the design, development, and maintenance processes.

How to create a persona profile ?

1. Understand your product's users with research and statistics.
2. Examine your data for themes and patterns.
3. Distill those patterns into individual characters that embody your findings.
4. Bring the characters to life with biographical information and imagery.

User Stories & INVEST Methodology

User stories are short, simple descriptions of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system. They typically follow a simple template:

As a <type of user>, I want <some goal> so that <some reason>.

"INVEST" helps guarantee that user stories provide business value while being deliverable in a single iteration. Too many biographical details can get in the way, it's better to focus on behavior patterns and goals.

The user story must be :

- **Independent:** The user story should be self-contained so it doesn't depend on other stories.

- **Negotiable:** Avoid too much detail so user stories are flexible and can be altered.

- **Valuable:** User stories must deliver value to the end-user.

- **Estimable:** You should be able to estimate the resources needed for a user story.

- **Scalable:** Keep the user stories lightweight so they can be tasked and prioritized with a certain level of certainty.

- **Testable:** Explain the acceptance criteria so the team knows when a story is complete.