# Who do we need?

## Core Project Team

Who’s on the content side?

Who’s on the process side?

The core process team consist of the process facilitator to lead, direct, and drive the process, and practitioners to support the model creation and produce artifacts. Almost certainly, this group will incude an experience designer and a developer.

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| Role | Responsibilities |
| Facilitator | Leads workshop sessions; facilitates discussions; keeps process on schedule. |
| Product owner | Serves as the ultimate decision maker from the business side; drives product direction; prioritizes work effort. |
| Experience designer | Maintains focus on customer experience; leads sketches, screens, wireframes; performs guerrilla testing; leads customer research activities, contextual inquiry, and so on. |
| Business analyst | Provides business and competitor insights; produces stories; ensures nonfunctionals are captured. |
| Visual designer | Defines creative direction and visual Identity |
| Developer(s) | Ensures that the direction pursued is feasible; estimates requirements and assumptions for how these are arrived at. |
| Project manager | Manages expectations; provides an umbrella to shield the team from unnecessary distractions; pulls together the plan |

## Senior Business Stakeholders

Who are they?

What Level of commitment is required?

By default, the senior stakeholders should be present at the kick-off for each week and at the showcase and retrospective which conclude the week. In addition, they are welcome to attend any of the remaining workshops and will, most likely, be called on to provide ad hoc input from time to time( to clarify direction, prioritise options, and so on)

## Subject matter experts

Who are they?

These are individuals with specific subject matter expertise relevant to some portions of the analysis and design but not all. For example, senior stakeholders are nearly always subject experts with respect to the business objectives and business case.

What Level of commitment is required?

In general, subject (point) experts can expect to attend one or two workshops as appropriate together with a level of offline ad hoc follow-up.

## Customers

Who are they?

What level of commitment is required?

Customers may be involved in different ways:

* Observed as they work or behave
* Interviewed as they work or behave
* Participatory in design workshops
* Customer testing

Get input early on, then test ideas and concepts as they become more concrete.

## The Spanners in the works

Who are they?

They are the legal people who tell you that your decision to let your community self-moderate will not fly in this organization, they are the global human factors department who want to review your research and refuse to buy into your fast and furious approach. Who else?

* Training
* Security and compliance
* Marketing
* Technical architecture
* Other project teams
* Facilities
* Agencies

What commitment is required?

It’s paramount to identify these individuals and communicate to them from the outset what you’re doing, how it differs from what they are used to, what they can expect from you, and what you can expect of them.