

Agile Meets Design Thinking

Instructions & Template for Peer-Reviewed Assignment

NOTE: Go to the 'File' menu and then use either 'Make a copy' or 'Download As' to make yourself an editable copy of this template.

What am I doing?

Overview

For this assignment, you'll be developing:

1. Project description
2. Brainstormed list of personas
3. Real-life examples of your top persona
4. Problem scenarios, alternatives, and value proposition trios

Instructions

Also, as you go through these, you may want to delete the **Intro Note** and **Instructions** sections in your copy. (In Google Docs, right-click (or two-finger click on Mac) and select 'Delete Table'.)

Part 1: Positioning Statement

Assignment

Introduce your the company whose product you're working on with the positioning statement structured as follows [fill in the brackets]:

For [organizations/people dealing with international clients] who [need to communicate with them without knowing the various languages], the [language translation app] is a [app] that [helps the organizations to communicate with the clients all over the world with knowing their language and without a middle man translating it]. Unlike [google translation it is more accurate], our product [is designed to be user friendly and efficient].

Part 2: Brainstorm Personas

Example

1: Free Form Personas List- More is More Here!	2: List in Priority Order	3: Notes
Danielle the Developer Ted the data analyst Gina the IT person Mina the marketing Sven the customer support Andrea the Accountant Sal the product manager Ingrid the designer Vicki the Quality Customer Service Analyst Orson the human resource	Sal the product manager Danielle the Developer Ted the data analyst Ingrid the designer Mina the marketing Andrea the Accountant Vicki the Quality Customer Service Analyst Orson the human resource Gina the IT person Sven the customer support	Since product manager is responsible for defining the release process and coordinating all of the activities required to bring the product to market. This involves bridging gaps between different functions within the company and aligning all of the teams involved namely marketing, sales, and customer support

Part 3: Make Your Persona Testable & Actionable with a Screener

Assignment Body

The 1st question is to know how many clients does mina have to talk to in a day and the 2nd question is how to know how does the meeting end, do they end on a good note does she convince the clients with meeting their expectations.

Persona	Screening Question	Threshold
Mina the marketing	How many clients do you talk to in a day?	3
	How many of the meetings end on good notes?	1

Part 4: Develop Problem Scenario, Alternatives, Proposition Trios

Assignment

Fill in the table below with your problem scenarios, their current alternatives, and your value proposition.

Problem Scenarios/Jobs-to-be-Done	Current Alternatives	Your Value Proposition
The app doesn't have space to download more than 10 languages Costs extra to download more languages	The clients either stop using the apps or just delete the languages and download other languages	Make sure that they dont have to delete languages to download more The cost should be covered in the beginning while buying the app
Need to attract more clients/organization	Calling every other organization	Make google ad or other alternatives online
[add as needed]	[add as needed]	[add as needed]

Part 5: Design a Solution for Your PS/JTBD with User Stories

Assignment

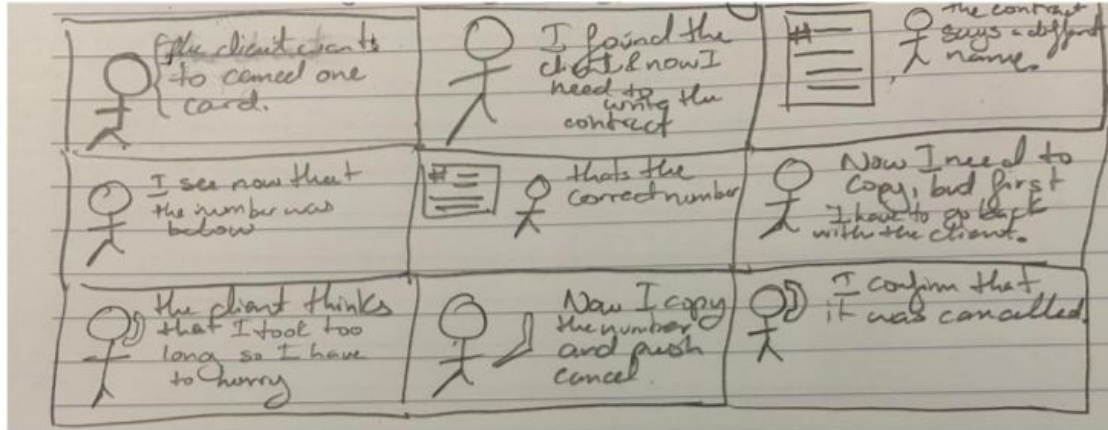
Epic User Stories

[Epic 1 "Mina the marketing wants to attract more clients/organizations "]

[Epic 2 "Sven the customer support want to deliver better service to the customers"]

Epic 1- Detail (Storyboard & Child Stories)

Storyboard for Epic 1



[place the storyboard you sketched for your epic here- a simple photo from your phone of a paper drawing is fine]

Mina the marketing wants to attract more clients/organizations

Child Stories for Epic 1

Child Stories	General Notes & Analytics
Attracting more clients	By putting up google ads
Improving the service of existing clients	Giving personal attention to big organizations
Making the product user friendly	Adding demo/tutorials and keeps the product updated with various rewards
[place your child stories for epic here]	[add analytical questions and (optionally) metrics]
[place your child stories for epic here]	[add analytical questions and (optionally) metrics]
[place your child stories for epic here]	[add analytical questions and (optionally) metrics]
[place your child stories for epic here]	[add analytical questions and (optionally) metrics]
[place your child stories for epic here]	[add analytical questions and (optionally) metrics]
[place your child stories for epic here]	[add analytical questions and (optionally) metrics]