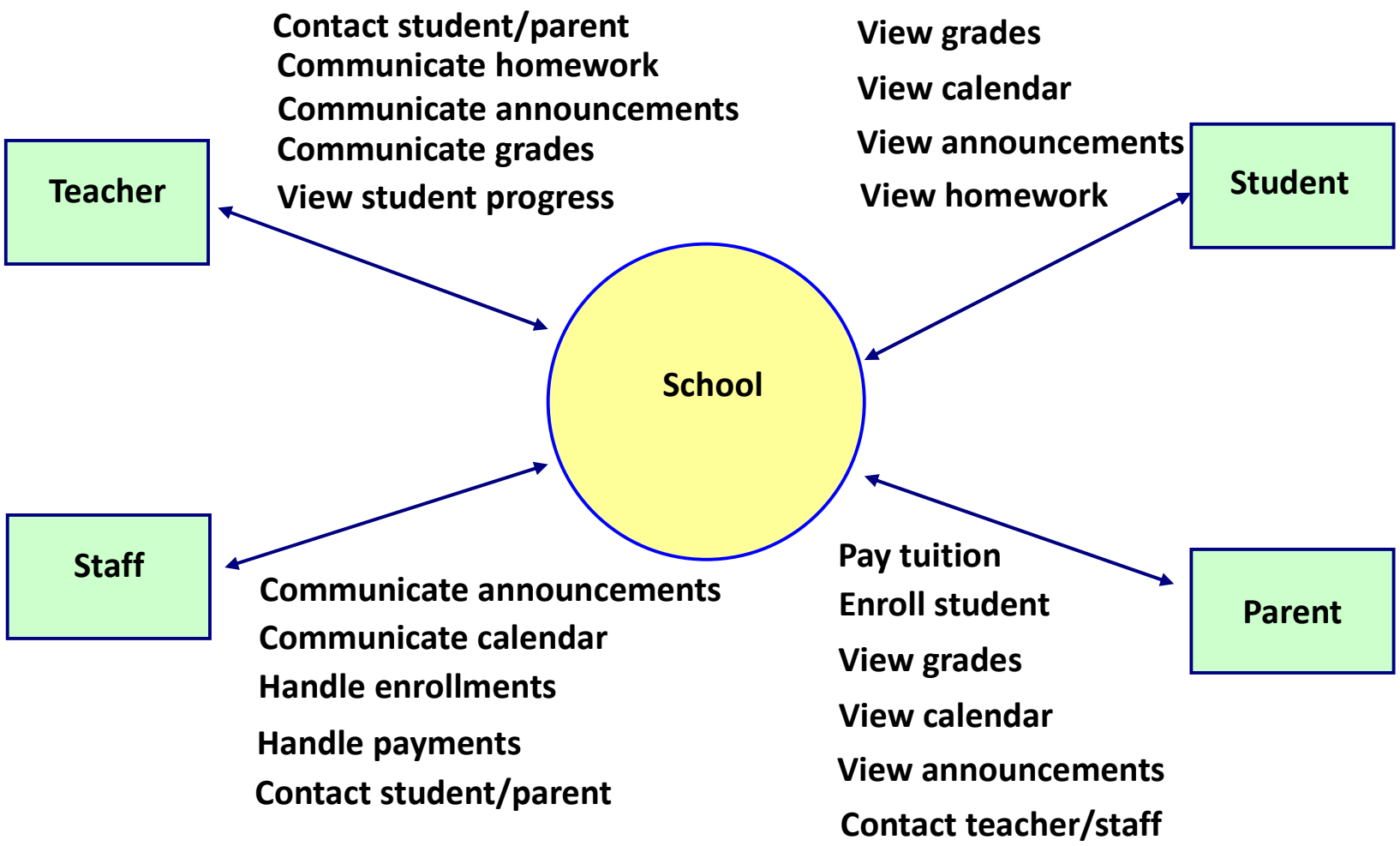
Example case: school



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UNDERSTAND USERS BETTER: PERSONAS

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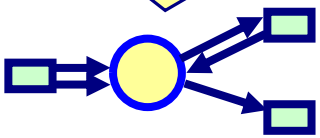
Agile requirements

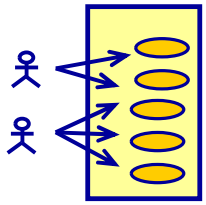
Understand the big picture



Context diagram

Personas

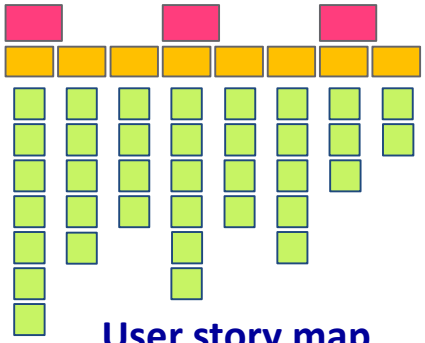
Identify the users



Use case diagram

Understand the goals of the users

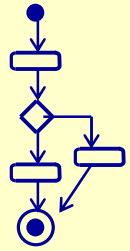
Find and understand the user stories



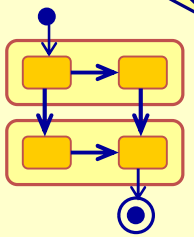
User story map

- Split user stories
- Write acceptance criteria

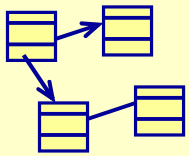
Communicate user stories



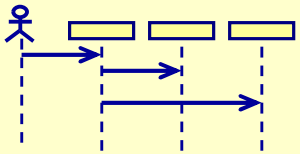
activity diagram



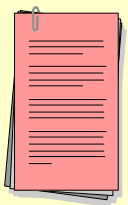
state machine diagram



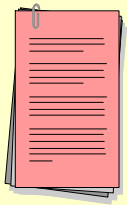
class diagram



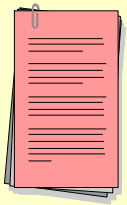
sequence diagram



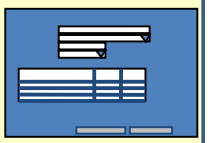
business rules



Non-Functional requirements



user scenario's



UI screens

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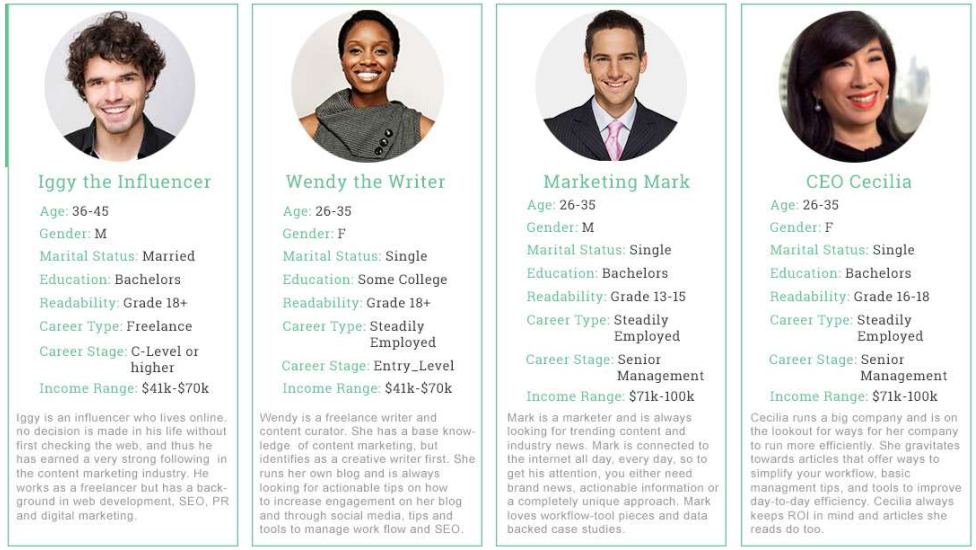
Personas

- Personas expand roles to give them a name, a face and a description
- Personas help you to better understand the users of a system
- Personas help you to discover requirements



Iggy the Influencer

Age: 36-45
Gender: M
Marital Status: Married
Education: Bachelors
Readability: Grade 18+
Career Type: Freelance
Career Stage: C-Level or higher
Income Range: $41k-$70k

Iggy is an influencer who lives online, no decision is made in his life without first checking the web, and thus he has earned a very strong following in the content marketing industry. He works as a freelancer but has a background in web development, SEO, PR and digital marketing.

Wendy the Writer

Age: 26-35
Gender: F
Marital Status: Single
Education: Some College
Readability: Grade 18+
Career Type: Steadily Employed
Career Stage: Entry_Level
Income Range: $41k-$70k

Wendy is a freelance writer and content curator. She has a base knowledge of content marketing, but identifies as a creative writer first. She runs her own blog and is always looking for actionable tips on how to increase engagement on her blog and through social media, tips and tools to manage work flow and SEO.

Marketing Mark

Age: 26-35
Gender: M
Marital Status: Single
Education: Bachelors
Readability: Grade 13-15
Career Type: Steadily Employed
Career Stage: Senior Management
Income Range: $71k-100k

Mark is a marketer and is always looking for trending content and industry news. Mark is connected to the internet all day, every day, so to get his attention, you either need brand news, actionable information or a completely unique approach. Mark loves workflow-tool pieces and data backed case studies.

CEO Cecilia

Age: 26-35
Gender: F
Marital Status: Single
Education: Bachelors
Readability: Grade 16-18
Career Type: Steadily Employed
Career Stage: Senior Management
Income Range: $71k-100k

Cecilia runs a big company and is on the lookout for ways for her company to run more efficiently. She gravitates towards articles that offer ways to simplify your workflow, basic managment tips, and tools to improve day-to-day efficiency. Cecilia always keeps ROI in mind and articles she reads do too.

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User and persona’s

- Customer
  - Experienced book reader
  - Novice book reader
  - Gift buyer
  - Professional book buyer (librarian, schools, etc)
- Salesperson
  - Local salesperson
  - Regional salesperson
  - New business salesperson
  - Account growth salesperson
  - Sales manager
  - Sales assistant

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Personas example

PERSONAS

Name	Jack Smith	Jane Rogers	James Bond	David Watkins
Age	Young-30	Young-30	Young-33	Senior-55
Industry	IT	Marketing	Banking	Medical
Personality	Extroverted	Introverted	Extroverted?	Introverted?
Technology Use	Technical enthusiast	Technical minimalist	Technical enthusiast	Technical minimalist
Meeting Goals – 1	Capture essentials	Systematic Pattern	Capture essentials	Systematic pattern
Meeting Goals – 2	Brainstorm	Contribute and make status reports	Present Solutions	Coordinate and make status reports
Needs	Store on-going sketches	Attend multiple connected meetings	Get information from Missed Meetings	Effective meeting facilitating and note-taking
Preferred Notes Format	Whiteboard notes	Audio notes	Consolidated Notes w/ Handouts & Slides	All types of notes
Note Sharing?	YES	YES	YES	YES
Other Desires	Search Audio Notes	Playback of Audio Notes for Context	Enhanced Teleconferencing	Custom Configuration of Software