

User Research Report

Role 1: Project Sponsor

Description Users who interact with the system as Project Sponsor

Persona 1

Name: Mr. Arjun Singh

Age: 58

Occupation: Founder & Chairman of a Cultural Heritage Foundation

Location: Bhopal, Madhya Pradesh

Goals: To create a lasting digital legacy of Central Indian tribal cultures for future generations., To ensure the 'Tribal Storyteller' project is completed on time and within the allocated budget., To see measurable social impact and positive reception from both the general public and the tribal communities., To successfully leverage modern technology (AI) for a noble cause like cultural preservation.

- To create a lasting digital legacy of Central Indian tribal cultures for future generations.
- To ensure the 'Tribal Storyteller' project is completed on time and within the allocated budget.
- To see measurable social impact and positive reception from both the general public and the tribal communities.
- To successfully leverage modern technology (AI) for a noble cause like cultural preservation.

Key Characteristics

- Decisive and strategic thinker.
- Passionate about cultural heritage and social impact.
- Financially astute and results-oriented.
- Values clear, high-level communication and regular progress reports on key milestones.
- Forward-thinking and open to innovative technological solutions.

Pain Points

- Concerned about potential budget overruns, especially from unpredictable AI service costs.
- Worried that the AI-generated content might be culturally insensitive or inaccurate, causing reputational damage.
- Anxious about project delays that could impact funding cycles and the project's timely launch.
- Fears the platform might fail to engage users, leading to low adoption and a poor return on investment.

Empathy Map

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Thinking: This project could be a groundbreaking legacy for my foundation, but the risks are significant. What if the AI costs spiral out of control? The reputational damage from a single culturally insensitive image could be immense. I need to be certain that the team has a solid plan for both content review and user engagement. Is our timeline realistic?

Seeing: I'm looking at high-level project dashboards, budget forecasts, and milestone charts. I see the mockups for the platform and want to ensure they convey respect and authenticity. I'm reading reports on our progress and keeping an eye on the projected costs of the AI services.

Saying: What is the status of the Phase 2 deliverable? How are we mitigating the risk of culturally inappropriate AI-generated content? I need assurance that we are staying within budget. This project's success will be measured by its social impact and user adoption, not just its technical completion.

Doing: I am chairing the project steering committee meetings, reviewing and approving major project deliverables, and signing off on the budget for each phase. I am also leveraging my network to connect our team with cultural experts for content verification.

Hearing: I'm hearing updates from the project manager on our progress against the timeline. I'm listening to the development team's perspective on the technical challenges and dependencies on third-party APIs. I'm also hearing from financial advisors about managing operational costs post-launch.

Feeling: I feel a deep sense of passion and purpose, driven by the desire to preserve this vital cultural heritage. At the same time, I feel anxious about the financial risks and the responsibility of representing these communities accurately. I'm cautiously optimistic that we can create something truly meaningful.

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Role 2: End User

Description Users who interact with the system as End User

Persona 1

Name: Ananya Sharma

Age: 21

Occupation: University Student (Cultural Anthropology)

Location: New Delhi, India

Goals: To find authentic and accessible information for her university project on Central Indian tribal folklore., To experience stories in an engaging, immersive format beyond plain text., To understand the geographical context of different tribal communities and their traditions., To supplement academic research with rich, narrated cultural content.

- To find authentic and accessible information for her university project on Central Indian tribal folklore.
- To experience stories in an engaging, immersive format beyond plain text.
- To understand the geographical context of different tribal communities and their traditions.
- To supplement academic research with rich, narrated cultural content.

Key Characteristics

- Tech-savvy and comfortable using modern web applications.
- Curious and respectful towards diverse cultures and oral histories.
- Prefers multi-sensory learning experiences (audio and visual).
- Values authenticity and accurate cultural representation.

Pain Points

- Difficulty finding a centralized, reliable digital source for tribal folklore.
- Academic resources often lack the emotive, storytelling aspect of oral traditions.
- Struggles to visualize the geographical and cultural context from text-based sources alone.
- Information is often scattered across various inaccessible archives or academic papers.

Empathy Map

Thinking: I feel so frustrated with how hard it is to access these oral traditions. How can I possibly capture the essence of this culture from a PDF? I need something that feels more alive and authentic. This platform finally lets me experience the stories in a way that feels respectful and immersive. This will make my project so much

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better.

Seeing: I see countless browser tabs open with academic papers, scattered blog posts, and low-quality videos. The information is so dense and disconnected. Now, I see a beautiful, interactive map on my screen that visually represents the tribal regions, with images that bring the culture to life.

Saying: "Where can I find a reliable and engaging source for my project? I wish I could hear these stories, not just read dry translations. This is perfect! It's exactly what I needed to understand the context."

Doing: I'm spending hours sifting through search results, trying to piece together information for my university assignment. I'm clicking on different regions of the map, listening to the audio narrations, and watching the text highlight as the story unfolds. I'm taking notes that feel much richer than before.

Hearing: I hear my professor stressing the importance of authentic sources and cultural context. I can hear the clear, narrated voice telling a folk story, combined with subtle background music that sets the mood, which is so much more impactful than silence.

Feeling: I'm feeling overwhelmed and stressed about finding good material for my project. I'm worried my research will be dry. Now, I feel excited, relieved, and deeply engaged. I feel a real connection to the stories and a greater respect for the cultures I'm studying.

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Role 3: Content Administrator

Description Users who interact with the system as Content Administrator

Persona 1

Name: Prakash Sharma

Age: 45

Occupation: Cultural Curator & Researcher

Location: Bhopal, Madhya Pradesh

Goals: To accurately digitize and preserve the oral traditions of tribal communities before they are lost., To ensure the cultural representation on the platform is authentic, respectful, and correctly contextualized., To efficiently manage and expand the digital library of stories, songs, and legends., To leverage technology to make cultural heritage accessible to a wider audience, including students and researchers.

- To accurately digitize and preserve the oral traditions of tribal communities before they are lost.
- To ensure the cultural representation on the platform is authentic, respectful, and correctly contextualized.
- To efficiently manage and expand the digital library of stories, songs, and legends.
- To leverage technology to make cultural heritage accessible to a wider audience, including students and researchers.

Key Characteristics

- Deeply passionate about cultural preservation.
- Meticulous and detail-oriented, especially when verifying content authenticity.
- Comfortable with technology and using admin panels, but not a software developer.
- Has established connections with cultural institutions and tribal community leaders.
- Values efficiency and a streamlined workflow.

Pain Points

- Fears that authentic oral histories are disappearing with older generations.
- Worry that AI-generated content (voice, images) might be culturally inaccurate or inappropriate.
- Frustrated by clunky, time-consuming content management systems from past projects.
- Finding it difficult to source, verify, and transcribe large volumes of content manually.
- Concerned about the high workload involved in reviewing every piece of AI-generated content for quality and accuracy.

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Empathy Map

Thinking: I feel a huge weight of responsibility to ensure this digital preservation is authentic. I'm hopeful that the AI can reduce my manual workload, but I'm worried it might create culturally inappropriate content that I'll have to spend all my time fixing. Is the review workflow going to be efficient enough to handle hundreds of entries?

Seeing: I am looking at the business requirements document for the 'Tribal Storyteller' project. I see a detailed plan that relies heavily on AI for voice narration and image generation, and I'm focusing on the admin panel requirements and the risk assessment section which mentions my concerns about cultural inaccuracy.

Saying: This system has to be simple. How will the review and approval process for the AI content work? I need to be able to easily override or regenerate anything that isn't culturally appropriate. We must get this right to honor the communities we're representing.

Doing: I am carefully analyzing the functional requirements for the admin panel, comparing them to the frustrating systems I've used in the past. I'm making a mental checklist of the features I'll need to efficiently upload, verify, and manage a large library of cultural stories and songs.

Hearing: I hear the project's ambitious goals of preserving oral traditions and the reliance on technology to achieve them. I also hear the acknowledgment of risks, specifically the need for a 'mandatory human review and approval workflow,' which tells me my concerns are being taken seriously.

Feeling: I feel cautiously optimistic and a bit anxious. I'm excited about the potential to preserve disappearing traditions for future generations, but I'm also worried about the risk of misrepresentation by the AI. I feel a strong sense of duty to be the gatekeeper of authenticity for this project.

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Role 4: Developer

Description Users who interact with the system as Developer

Persona 1

Name: Prakash Sharma

Age: 29

Occupation: Senior Backend Developer

Location: Pune, Maharashtra

Goals: To build a scalable and efficient backend architecture that automates the content processing pipeline (TTS, image generation, text-sync)., To successfully integrate multiple third-party services, including mapping, authentication, and AI APIs, in a robust and cost-effective manner., To ensure the platform is secure, especially the user authentication system and the admin panel., To deliver a high-performance system where content pages load quickly and audio streaming is seamless.

- To build a scalable and efficient backend architecture that automates the content processing pipeline (TTS, image generation, text-sync).
- To successfully integrate multiple third-party services, including mapping, authentication, and AI APIs, in a robust and cost-effective manner.
- To ensure the platform is secure, especially the user authentication system and the admin panel.
- To deliver a high-performance system where content pages load quickly and audio streaming is seamless.

Key Characteristics

- Proficient in Node.js, NoSQL databases (like Firebase Firestore/MongoDB), and cloud platforms.
- Experienced in integrating third-party APIs.
- A logical problem-solver, focused on creating efficient, automated workflows.
- Detail-oriented, particularly concerning system performance and security.
- Collaborative and able to work closely with frontend developers to ensure smooth data flow and feature implementation.

Pain Points

- Managing and optimizing the costs associated with multiple, high-usage API calls (TTS, Image Generation, Maps).
- Ensuring low latency and perfect synchronization between the AI-generated audio and the text highlighting on

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the frontend.

- Handling potential errors, timeouts, or inconsistent outputs from the various AI services gracefully.
- Implementing a secure, multi-provider authentication system (OTP, Google, Apple) can be complex.
- Building a reliable asynchronous background process for content ingestion and AI generation that includes a manual admin approval step.

Empathy Map

Thinking: The biggest challenge is going to be optimizing the API costs and ensuring low latency. How do I build a reliable workflow that takes an uploaded text, sends it to multiple AI services, and then pauses for a human admin to approve it? I need to make this whole pipeline efficient and secure. This is a cool project, but the pressure to get the performance and synchronization right is high.

Seeing: I'm looking at the Business Requirements Document, focusing on the functional and non-functional requirements. I see API documentation for Google TTS, an image generation service, and Firebase Authentication open in my browser tabs. My code editor is open with a Node.js project, and I'm sketching out the NoSQL database schema on a whiteboard.

Saying: How can we cache the AI-generated audio and images to minimize API calls and keep costs down? I'll need to create a specific API endpoint for the frontend that delivers the story text with timestamps for the karaoke-style highlighting. We need to build a robust background job queue to handle the asynchronous content processing, especially with the manual approval step.

Doing: I am designing the backend architecture, focusing on a serverless approach for scalability. I'm writing code to integrate the Firebase Authentication SDK for the multi-provider login system. I am creating the data models for stories, songs, and users in our Firestore database. I am also researching the best way to process and store text-to-speech timing data to ensure perfect synchronization.

Hearing: I'm hearing the Project Manager emphasize the timeline for the AI integration milestone. The frontend developer is asking about the data structure for the content API. The Product Owner is reiterating the importance of fast page loads and seamless audio streaming. There's a lot of discussion about keeping operational costs within budget.

Feeling: I feel excited by the technical challenge of architecting this system and integrating the AI components. I'm also a bit anxious about managing the potential for high API costs and ensuring the text-audio

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synchronization is flawless, as it's a critical part of the user experience. I feel a strong sense of responsibility to make the backend secure and performant.

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Role 5: UI/UX Designer

Description Users who interact with the system as UI/UX Designer

Persona 1

Name: Ananya Sharma

Age: 29

Occupation: UI/UX Designer

Location: Bangalore, India

Goals: To design an intuitive, immersive, and culturally sensitive interface for the 'Tribal Storyteller' platform., To create a seamless user journey from map exploration to content consumption., To ensure the platform is accessible and engaging for a diverse audience, including researchers, students, and community members., To design a simple and efficient admin panel for non-technical content curators., To translate complex features like AI-powered narration and synchronized text into a clean and user-friendly visual experience.

- To design an intuitive, immersive, and culturally sensitive interface for the 'Tribal Storyteller' platform.
- To create a seamless user journey from map exploration to content consumption.
- To ensure the platform is accessible and engaging for a diverse audience, including researchers, students, and community members.
- To design a simple and efficient admin panel for non-technical content curators.
- To translate complex features like AI-powered narration and synchronized text into a clean and user-friendly visual experience.

Key Characteristics

- Empathetic and user-centered, with a strong interest in cultural preservation projects.
- Detail-oriented, focusing on creating a visually appealing and respectful design language.
- Highly collaborative, skilled at working with developers and content experts.
- Proficient in modern design tools like Figma for wireframing, prototyping, and creating high-fidelity mockups.
- Creative problem-solver, adept at balancing modern design principles with traditional aesthetics.

Pain Points

- Finding the right balance between a modern user interface and an authentic, culturally appropriate design without resorting to stereotypes.
- Designing for a wide range of user demographics with varying levels of digital literacy.

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- Ensuring the AI-generated visual content integrates smoothly and respectfully within the overall design.
- Sourcing authentic visual elements (patterns, icons, color palettes) that accurately represent the specific tribal cultures.
- Making the complex functionality of the interactive map and content pages feel simple and intuitive for the end-user.

Empathy Map

Thinking: I feel a great sense of responsibility to represent these cultures authentically and avoid stereotypes. How can I balance a modern, clean interface with the richness of traditional aesthetics? I'm concerned about the quality and cultural appropriateness of the AI-generated images; the design must allow for easy admin oversight. This project has real purpose, and I want to create an experience that feels both immersive and respectful.

Seeing: I see the detailed Business Requirements Document on my screen, specifically the functional requirements for the interactive map and the content page. I'm looking at my Figma canvas, where I've started creating mood boards with images of tribal art, patterns, and landscapes from Central India. I also see the project timeline, with my UI/UX design deliverables due on September 15th.

Saying: "How can I design the map interaction to be intuitive for someone who isn't tech-savvy? I need to make sure the karaoke-style text highlighting is accessible and not distracting. I'll propose a clean, minimalist design for the admin panel so the content curators can upload stories without any friction. Let's create a design system that uses authentic colors and motifs respectfully."

Doing: I am sketching user flows for the journey from the home page, through map exploration, to the final content page. I'm creating low-fidelity wireframes for the main screens in Figma. I am researching visual elements from Bhil and Gond art to inspire the platform's design language. I'm also preparing to build an interactive prototype to test the core navigation with potential users.

Hearing: I'm hearing the project manager emphasize the need to meet the Phase 1 deadline. I'm hearing developers discuss the technical specifications for the mapping API and the text-to-speech integration. I'm hearing feedback from a cultural consultant about the importance of using specific symbols and colors correctly. I'm hearing the project sponsor's vision for creating an engaging and educational platform.

Feeling: I'm feeling inspired and creatively challenged by the project's mission. I'm also feeling a bit of pressure to do justice to these rich cultural traditions. I'm anxious about sourcing authentic visual elements and ensuring

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the final design is sensitive and appropriate. Mostly, I'm excited to be part of a project that preserves and shares such important stories.

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Role 6: Project Manager

Description Users who interact with the system as Project Manager

Persona 1

Name: Priya Sharma

Age: 38

Occupation: Project Manager

Location: Pune, Maharashtra

Goals: Deliver the 'Tribal Storyteller' platform on schedule and within the allocated budget., Ensure seamless communication and alignment between the development team, content curators, and the project sponsor.,

Successfully mitigate project risks, particularly those related to AI service costs and cultural sensitivity., Achieve all key business objectives, including creating an engaging user experience and a scalable content library.

- Deliver the 'Tribal Storyteller' platform on schedule and within the allocated budget.
- Ensure seamless communication and alignment between the development team, content curators, and the project sponsor.
- Successfully mitigate project risks, particularly those related to AI service costs and cultural sensitivity.
- Achieve all key business objectives, including creating an engaging user experience and a scalable content library.

Key Characteristics

- Highly organized and detail-oriented, with a focus on meeting milestones.
- Excellent communicator, adept at managing stakeholder expectations.
- Proactive problem-solver, especially when dealing with technical and cultural challenges.
- Experienced in Agile project management methodologies.
- Culturally conscious and dedicated to the project's mission of preservation.

Pain Points

- Balancing the competing demands of scope, timeline, and budget, especially with unpredictable AI API costs.
- Managing dependencies on third-party services (APIs for maps, auth, AI) and potential integration issues.
- Ensuring the authenticity and respectful representation of cultural content, which can be subjective and requires careful validation.
- Potential delays in sourcing verified cultural content, which can create a bottleneck for the development team.

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Empathy Map

Thinking: "This project's mission is incredible, but the execution will be complex. That March 15th deadline is very tight given the AI integration and the need for a sensitive cultural review process. I'm worried about the content sourcing becoming a bottleneck. The budget for AI APIs could spiral if we don't manage it carefully. I need to make sure the team feels empowered, not overwhelmed. We have to get the cultural representation right; failure on that front is not an option."

Seeing: I'm looking at the 'Tribal Storyteller' Business Requirements Document on my monitor. I see the aggressive timeline with a go-live date of March 15th. My eyes are drawn to the 'Risk Assessment' section, particularly the high-impact risk of 'AI-generated content being culturally inaccurate.' I see a long list of dependencies on third-party APIs for maps, authentication, TTS, and image generation.

Saying: "Okay team, we need to break down this AI integration milestone. What are the specific tasks for connecting the TTS and image generation APIs? I need a clear plan for the human review workflow mentioned in the business rules. How can we mitigate the risk of high API costs? Let's explore caching strategies from day one. I'm scheduling a meeting with the content curators to align on their delivery schedule."

Doing: I'm creating a detailed project plan in our management software, breaking down the BRD's milestones into smaller tasks. I am highlighting the dependencies and risks to discuss in the upcoming kick-off meeting. I'm drafting an initial budget forecast, trying to estimate the variable costs associated with the AI services. I am sending a calendar invite to the project sponsor and lead developer to review the technical feasibility of the timeline.

Hearing: I'm hearing the project sponsor's voice from our last call, emphasizing the importance of the launch date. I'm anticipating hearing concerns from the development team about the number of API integrations and potential complexities. I can already hear the content curators explaining the time-consuming nature of verifying the authenticity of each story. In the background, there's the constant chime of email and Slack notifications.

Feeling: I'm feeling a mix of excitement for the project's positive impact and pressure from the tight constraints. I feel a strong sense of responsibility to ensure we represent the tribal cultures with the utmost respect. I'm determined to keep the project on track and proactively solve problems. I'm also feeling a bit anxious about managing the unpredictable costs and potential delays from our dependencies.

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Role 7: QA Engineer

Description Users who interact with the system as QA Engineer

Persona 1

Name: Priya Sharma

Age: 28

Occupation: QA Engineer

Location: Pune, Maharashtra

Goals: To ensure the 'Tribal Storyteller' platform is bug-free and meets all specified functional and non-functional requirements., To verify the accuracy, responsiveness, and cultural appropriateness of all features, especially the AI-generated content (voice, text sync, images)., To develop comprehensive test cases that cover all user stories, from the first-time visitor to the content administrator., To validate the platform's security, performance, and cross-browser compatibility before the go-live date.

- To ensure the 'Tribal Storyteller' platform is bug-free and meets all specified functional and non-functional requirements.
- To verify the accuracy, responsiveness, and cultural appropriateness of all features, especially the AI-generated content (voice, text sync, images).
- To develop comprehensive test cases that cover all user stories, from the first-time visitor to the content administrator.
- To validate the platform's security, performance, and cross-browser compatibility before the go-live date.

Key Characteristics

- Detail-oriented and methodical in her testing approach.
- Possesses strong analytical and problem-solving skills.
- An effective communicator who provides clear and concise bug reports to the development team.
- Proactive in identifying potential risks and edge cases, especially concerning the AI integrations.
- Proficient in both manual and automated testing methodologies.

Pain Points

- The unpredictability of AI-generated content can make it difficult to write consistent, automated tests.
- Ensuring the karaoke-style text highlighting is perfectly synchronized with the AI voice across different devices and network speeds.

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- Ambiguity in requirements can lead to missed test scenarios.
- Tight project deadlines put pressure on the thoroughness of regression testing for each milestone.
- Lacking the deep cultural context to definitively judge the appropriateness of some AI-generated images or voice tones, requiring reliance on content administrators for validation.

Empathy Map

Thinking: I'm thinking, 'How can I design a test to validate the cultural appropriateness of the AI content when I lack the deep cultural knowledge? I'll have to create a workflow with the content administrators.' I'm also thinking about edge cases: 'What happens if a user loses their internet connection mid-story?' and 'How do I build a reliable automated test for the AI image generator when its output is non-deterministic?' I'm constantly worried about the tight project deadlines and whether I'll have enough time for thorough regression testing.

Seeing: I see the 'Tribal Storyteller' Business Requirements Document on one screen and my test case management tool on another. I'm looking at JIRA tickets with bug reports, feature requests, and user stories. I see the application staging environment across multiple browsers—Chrome, Firefox, Safari—and on different devices to check responsiveness. I'm constantly seeing new builds deployed by the development team and scrutinizing the AI-generated images and text-audio synchronization for any visual or timing flaws.

Saying: I'm saying things like, 'I've logged a critical bug for the Mobile OTP flow; the text highlight is lagging behind the audio by about 500ms on slower connections.' In meetings, I ask, 'Can we get more specific acceptance criteria for the map's performance on mobile?' I tell the developers, 'The issue is reproducible on the staging server; I've attached the console logs and a screen recording to the ticket.' To the content manager, I say, 'Could you please review these AI-generated images for cultural accuracy?'

Doing: I am writing detailed test cases that cover every functional requirement, from user authentication to the admin content upload process. I'm executing manual tests, clicking through every user flow, and running automated regression scripts to check for new bugs. I'm documenting my findings with precise steps, screenshots, and data. I'm also performing cross-browser compatibility checks and basic performance tests to ensure page load times are within the 3-5 second target.

Hearing: I hear the project manager in our daily stand-up call emphasizing the deadline for the next milestone: 'We need to finish UAT by the end of the month.' I hear developers saying, 'The fix has been pushed to the dev branch, it's ready for you to retest.' I hear the AI narration repeatedly as I test the audio sync, listening for any

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glitches or unnatural pauses. I also hear feedback from early user testing, like, 'The map feels a little slow to load on my phone.'

Feeling: I feel a strong sense of responsibility to ensure this culturally significant platform is of high quality. I feel anxious about the unpredictability of the AI features and the risk of something inappropriate slipping through. It's frustrating when requirements are ambiguous, but I feel satisfied and proud when I find a critical bug before it goes live. I also feel a bit hesitant and reliant on others when it comes to validating the cultural aspects, as I know how important it is to get that right.

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Role 8: Product Owner

Description Users who interact with the system as Product Owner

Persona 1

Name: Priya Sharma

Age: 38

Occupation: Product Owner

Location: Pune, Maharashtra

Goals: Successfully launch the 'Tribal Storyteller' platform on time and within budget., Ensure the final product is a culturally sensitive and authentic representation of tribal heritage., Effectively prioritize features to deliver maximum value to both end-users and content administrators., Validate that all deliverables meet the acceptance criteria and business objectives outlined in the BRD.

- Successfully launch the 'Tribal Storyteller' platform on time and within budget.
- Ensure the final product is a culturally sensitive and authentic representation of tribal heritage.
- Effectively prioritize features to deliver maximum value to both end-users and content administrators.
- Validate that all deliverables meet the acceptance criteria and business objectives outlined in the BRD.

Key Characteristics

- Vision-driven and passionate about using technology for social and cultural impact.
- Detail-oriented, with a strong focus on documentation and requirement clarity.
- Excellent communicator, skilled at bridging the gap between technical teams, content experts, and executive sponsors.
- Pragmatic decision-maker, adept at managing scope and prioritizing tasks based on project goals.
- Tech-savvy, with a good understanding of AI technologies and their practical applications.

Pain Points

- Balancing the project's ambitious scope with a fixed timeline and budget.
- Mitigating the risk of AI-generated content being culturally inaccurate or inappropriate.
- Ensuring clear and consistent communication across a diverse team of stakeholders (sponsors, developers, cultural experts).
- Making difficult trade-off decisions when faced with technical limitations or resource constraints.
- Finding reliable metrics to measure the success and cultural impact of the platform post-launch.

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Empathy Map

Thinking: "I really hope the AI-generated voice and images do justice to these beautiful traditions. I'm worried about the risk of cultural misrepresentation; the human review process must be rock-solid. We're on a tight schedule for the AI integration phase, I need to make sure the team has everything they need. How will we accurately measure the platform's cultural impact after launch? I need to define those success metrics clearly."

Seeing: I see the detailed Business Requirements Document for 'Tribal Storyteller' on my screen, alongside project management software showing timelines and milestones. I'm looking at UI/UX wireframes from the design team, a backlog of user stories, and a constant stream of messages in our team's communication channels. I also see budget reports and risk assessment matrices.

Saying: "Does this feature align with our core business objective of cultural preservation? We need to prioritize the user stories for the next sprint based on user impact and technical feasibility. I need to confirm the acceptance criteria with the development team. Let's schedule a review with the cultural experts for the initial AI-generated content."

Doing: I am meticulously reviewing the BRD to ensure all requirements are clear and actionable. I'm prioritizing the product backlog, writing detailed user stories, and leading daily stand-ups and sprint planning meetings. I'm also preparing progress reports for the Project Sponsor and facilitating communication between the developers and content administrators.

Hearing: I'm hearing the development team raise concerns about the complexity of the text-audio synchronization. The project sponsor is asking for a progress update and reaffirming the go-live date. I'm also hearing valuable feedback from cultural consultants about the authenticity of the sourced content and the need for respectful representation.

Feeling: I feel a deep sense of responsibility and passion for this project's mission. I'm excited about using technology for such a meaningful purpose, but also anxious about the deadlines and potential risks. I feel stressed when balancing the scope with our resources, but also motivated to guide the team to create a truly impactful and culturally sensitive platform.

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