



InVision DSM Stakeholder Personas

Determining the use cases surrounding Costco's Design System

2019

User Experience (UX)

Kathy Lampert

UX Manager

Melynda Nguyen

UX Designer

Feng Tien

UX Designer

Section

Definitions { All of the following sections in each persona is in reference to how that archetype functions on a daily basis, how they utilize UX deliverables and how the Design System can be utilized from their point of view. }

A Day in the Life

This sections gives an overview and a bit of background information about who our persona is and what they need to balance or consider in their daily work life.

Goals

This section covers what the persona needs to achieve from an occupational point of view (and sometimes how the UX team and their deliverables are involved)

Frustrations

This section covers daily persona frustrations where the UX team may be able to derive action items from that can be included in the design system

Motivations

This section covers the driving factors our personas feel is necessary behind the use of our design system

Brittney Goodwin (Britt the BA)

DEMOGRAPHICS

Age: 41

Occupation: Business Analyst



"I need to know when to involve the UX team by understanding what UI components are affected by my stories"

A DAY IN THE LIFE

Brittney begins her work mornings early to avoid the crowd of questions from project stakeholders walking by her desk. Oftentimes, she is working on 8-10 active Service Pack stories and up to 4-7 projects at a time where she needs to elicit requirements, prepare user stories, demos, meetings, daily stand-ups and analysis of issues or feature requests while balancing effective communication between project teams. Due to the nature of her job, she often feels like the bottle neck as she is constantly trying to find the answers to everyone's questions while meeting various release dates and overlapping system changes.

GOALS

- Provide accurate vision and direction between business demands and IT production
- Understand business requirements to define and communicate the acceptance criteria in a way for every project team to comprehend
- Prioritize features around deadlines while identifying risks and issues

FRUSTRATIONS

- Many moving targets/priorities with unclear communication between stakeholders
- Does not always know which UI components may cause a global change or what components have been updated (which change business logic/user interactions)
- Difficulty discussing risks/concerns to Business without displaying visuals/user journeys

MOTIVATIONS

- New employees can more quickly pick up/transfer projects by understanding the existing components of the Costco website
- Business can reference component templates which can speed up development while reducing redundant questions
- Gives BA's a bargaining chip as to what is feasible and reduce one-off designs

Quinton Wallace

(Quinton the QA)

DEMOGRAPHICS

Age: 49

Occupation: Quality Assurance
Analyst



*"I don't test pixels, what
are your design
components meant to
do?"*

A DAY IN THE LIFE

Quinton is often seen with his noise-cancelling headphones on as he pushes through the testing efforts for the upcoming release. At any given time, the QA team can be actively working on 10 different projects and on average, the QA team as a whole completes anywhere from 6-9 projects per scheduled release. The daily tasks in Quinton's day-to-day includes understanding requirements, creating test cases and labs, regression testing, communicating issues with stakeholders and co-leading the QA team on the projects he is working on.

GOALS

- Define clear requirements that are testable based off of project team deliverables
- Create regression test suites for quick defect turnaround and
- Understand systems and their goals while constantly asking questions to drive projects to completion and identify edge cases

FRUSTRATIONS

- Scope creep - a small business logic change can require the team to retest all their efforts (backend/frontend changes)
- Incomplete, outdated, wrong or inadequate acceptance criteria means QA team may often be the ones defining what the tests will be for the output of Dev and UX deliverables
- Large UX file deliverables can get confusing to identify test cases from since they are targeted for developers

MOTIVATIONS

- Knowledge of the latest updates can deter re-testing efforts
- Wants to know information before anything gets developed (to hold others accountable according to the AC/design specifications) as currently QA/Dev can go back and forth on unclear requirements
- Information on standardized verbiage, states and updates can be directly referenced and linked to all test cases to accelerate testing

Danni Pheng

(Danni the eComm Designer)

DEMOGRAPHICS

Age: 34

Occupation: Graphic/Visual Designer



"Designing marketing materials means staying ahead--how do we gain more insight into where our styles are headed?"

A DAY IN THE LIFE

When Danni first joined her team, there was no clear direction as she was put onto projects. Due to time constraints, she has learned to create her own processes to speed up deliverables for projects, however there is no time to create alignment on standardized processes with her whole team as everyone is already staying late to complete deliverables on time. A day in Danni's shoes involves designing, developing coded ads, webpages or marketing campaigns, creating content for the Costco App and setting up templates.

GOALS

- Develop marketing campaigns within strict timelines
- Design and develop design assets defined by sales/business/IT teams and adhere to Costco's styles where possible
- Work with internal stakeholders and 3rd party vendors to develop landing pages

FRUSTRATIONS

- Never enough time (especially to develop creatively) which creates unwillingness to evolve
- A lot of unused styles from eComm code base that designers have to comb through yet are still unable to find the same classes/styles to use (so inserting more custom stylesheets for every project)
- Unique UX designs may seem like a small change, but if they do not follow a template we currently utilize, we have to comb through a lot of the custom code to create the change

MOTIVATIONS

- Design system can act as point of reference/templates for entire team as everyone has their own separate process right now (this would also be useful for newbies joining)
- Drive for the same code base so that all components are the same across designs (global css/guidelines)
- Less time spent combing a code repository with outdated styles
- An email distribution or section on site for updates is necessary as graphic/visual designers have a quick turnaround time where they need to enact the latest updates

Dylan Benson

(Dylan the Dev)

DEMOGRAPHICS

Age: 33

Occupation: Developer



“Less noise in design deliverables can help speed up my development with the information that matters or is reusable”

A DAY IN THE LIFE

Dylan’s schedule often includes stand-ups and meetings to discuss code logic and the way his projects can be affected by business and technical requirements. He is often frustrated as the meetings also fail to be as fruitful as needed since there are technical limitations and feasibility concerns that need to be addressed but are often unknown or dismissed by other stakeholders. Dylan can often be found heads down, staring intently at his screen and feels disruptions to his concentration can be decreased if he did not need to reference so many different tools and files at any given time when developing a feature.

GOALS

- Implement/develop features according to prioritized backlog while meeting release dates
- Fix bugs
- Unit test code

FRUSTRATIONS

- Meetings do not always include the necessary parties involved to answer questions immediately which can create gaps in other teams deliverables for Devs to utilize
- Tends to need a lot of clarification on UX team deliverables (user journeys/flows that are not accounted for based on technical limitations)
- Stakeholders not understanding the technical aspects of implementation

MOTIVATIONS

- Increased communication in changes to deliverables/components
- More code reference snippets so that less time is spent combing through the production code base and all of a components reference points
- Ability to follow standard conventions and current trends if components are more modular

Troy Lowe

(Troy the (Development) Team Lead)

DEMOGRAPHICS

Age: 29

Occupation: Team/Site Lead



“Projects need more communication between design, development and the underlying business processes”

A DAY IN THE LIFE

Troy works long hours as he is in charge of communicating with offshore teams, troubleshooting production issues and coordinating BA, UX, Dev, QA and general Information Systems group resources for project or Service Pack related items. A day in Troy's shoes includes creating scripts to more quickly identify production issues and testing efforts for his teams changes. He is also a point of contact when enforcing web practice standards, ADA compliance along with designing custom implementations of website content.

GOALS

- Ensure all production changes are functioning correctly once they go live
- Design custom implementations of website content while trying to adhere to standard styles
- Troubleshoot points of friction for live processes
- Ensure all concerns are addressed in a timely manner and communicated to related counterparts

FRUSTRATIONS

- No open communication with eComm development team when creating code for business content means they may be doing duplicate work if code already exists but not communicated to business
 - Custom coded pieces of content on the site are not communicated resulting in inconsistent code, patterns and design elements that the team needs to comb through as they start from scratch
- Changes to design deliverables are not communicated effectively as they are handed downstream

MOTIVATIONS

- More consistent communication of changes to design and Costco style standards to create more consistent web content
- Less reliance on specifications handed downstream from other Development teams that may not include the latest updates
- Design System can help drive more consistent team processes as it acts as point of reference for all stakeholders involved in creating web content

How is UX Doing?	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
When working on a project involving the UX team, I tend to need a lot of clarification on their designs	QA Designer	BA BA BA BA Designer TL	QA	TL/Dev	Dev
The level of communication varies between different UX Designers	Designer	BA Designer TL		BA BA Dev QA	TL/Dev
I always feel confident the UX team adheres to the requirements/acceptance criteria				BA BA BA BA Designer Dev TL	Designer QA TL/Dev
I always feel confident that the UX team's design specifications are correct		Dev	Designer QA TL/Dev	BA BA BA BA Designer TL	
I rely on the UX team's deliverables to help me complete my work			Designer Designer TL BA	BA BA Dev	BA QA QA TL/Dev

So, what do they want in a Design System?

A **Design System** is the single source of truth which groups all the elements that will allow a team to design, realize and develop a product

The following listed action items are not requirements but gaps that our personas have identified and ideas that have come up to possibly resolve them

We want a Design System that...

Includes more consistent communication on updated components and style changes (or increased visibility into UX efforts)

Promotes consistent site content

Defines standards/Create universal language

Action Items

- Communication Plan
 - Section for “Updates” or UX posts
 - Email to a distribution list regarding updates to components, general style guide etc.
 - [wiki to link projects/most recent design components]
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- Reusable Code Snippets
 - UI component specifications
 - Guidelines
 - Branding
 - Spacing
 - Typography
 - Verbiage
 - Grids
 - Link to guides for other areas of company (marketing, graphic design style guides, etc.)
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- Component naming conventions for ease of code reference and hand-off

Includes Universal UX Deliverables

- Specifications for components usable by different personas (i.e. QA referencing design deliverables for Dev gets easily confused)

Includes Language Translations

- Consistent verbiage with French, Spanish, etc. translations

Templates

- From code or design standpoint, standard templates for example Heroes, positioning of eSpots, etc.

Source of Truth

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Resources

- [Compiled Data](#)
- [DSM Personas Research Google Drive](#)