Comp2151 Lab Exercise 2: Personas and User Stories

Your group has been hired by a small Canadian city to build an online **Library Management System (LMS).** You have decided to follow the Agile (SCRUM) methodology for this project. Some members of your team have collected the initial requirements (detailed below). In order to elicit these requirements your team will now create:

- **Two personas (one for a patron and another for library staff member)**
- **Three (3) user stories for each persona.**

Please use the attached templates or any other Scrum templates found on the Internet for creating Personas and User Stories. **Please create a MS Word document (or pdf) with the Personas and User stories and upload it through the Lab2 Submission-Link before the deadline.**

Initial Requirements for Library Management System:

ABC Library is located in a small Canadian city and the management has decided to develop an online system to manage their business functions. The Library collection consists Books, CD's, and DVD's and multiple copies are kept for popular items.

Library patrons may borrow up to ten items from the library. Each item is loaned for a fixed duration (Books and CDs for 14 days and DVD's for 7days) and late returns may incur fines. Each patron may borrow multiple items at a time (item limit would be dependent upon the membership type). Library items are categorized under international library cataloguing standards. The system also needs to store information about library staff.

Templates for Persona and User Stories:

What is a persona and why is it importal

Personas are used to:

- understand your target audience through understanding their mindset and their environment;
- help build features that will be used by the user;
- help identify common problems being faced by the user;
- understand user driven/external systems;
- keep the focus of requirements;
- help to give the context of the system;
- understand the objectives of the system better;
- identify user motivations, expectations and goals responsible for driving online behaviours, and
- help internal development teams to focus on their users.

User **Persona**

PSYCHOGRAPHICS

Attitude: Ready to try new things, even though he's not a geek

Values: He believes that technology empowers his life and simplicity is the best way to tackle a complicated subject

Fears: He will not be able to use a tech product at its full capacity. Also he's not comfortable with analytics and numbers

DEMOGRAPHICS

Name: Samuel
Gender: Male
Age: 40
Location: Upper East Side, NYC
Occupation: Sr. Executive
Income: $70,000
Computing experience: Fine, mobile app savvy
Web behavior patterns: Music, Travel, Photography sites and Social networks

NEED/GOAL

Need: A service that will help him backup his data without him being worried about the nitty-gritty details.

Goal: Helping a non-techie to backup his data, automatically and manually, sans a complicated process

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The Greenhorn	The Casual User	The Texter	The Business User	The Power User	The Hacker
JOHN	EMILY	AKIKO	STEPHAN	ROBERTO	RICKY

Profile

- **John:** Probably the single biggest segment of mobile users. Want simple: turn on their mobile, dial a number and talk to their intended party. Don't care about anything other than the mobile being able to be used as a phone, and possibly contacts.

- **Emily:** Take advantage of most phones features, but not all. Use the phone to make calls, use the contacts, send text messages, and take pictures. Their mobile is always with them.

- **Akiko:** Texting is far more popular than calling. Will send and receive thousands of text messages per month. Rarely use their phones for calling. Want a clean texting interface with the fastest possible input.

- **Stephan:** Wants a phone that is simple, but functions as an integrated smart device. Want to read email and call back the sender with the least amount of effort. Needs "Popular" mail server integration, including Blackberry and Exchange.

- **Roberto:** Will use almost all of the built-in functionality. Will also extend their phones functionality with additional software. Will flip through every menu options and changing settings.

- **Ricky:** Care more about customization. Want to make changes to every aspect of the phone. Belong to mailing lists and forums about hacking the phone. Contribute to the open source community.

Scenario

- **John:** I didn't get my first phone until 2001. My daughter bought it for me. I didn't feel it was necessary but since then, I have it with me all the time and use it more than my home phone.

- **Emily:** My phone has to look cool. I personalize it with decals, charms, and ring tones. I talk on it everywhere, so my phone style is everything. Of course, it has to work too. I usually talk on the phone, but recently started taking pictures and recording video. My phone is my favorite accessory.

- **Akiko:** I prefer texting than calling because it's more fun and creative. My friends and I probably text each other around 40 times a day. We'll even text to order food. It's far more interesting and less intrusive. I don't have to worry about

- **Stephan:** My mobi is my life. Without it my business would suffer. I take conference calls while driving down the M25. If someone text me, I need to ring them without taking my eyes off the road. And since I use my mobi everywhere, it needs to

- **Roberto:** I'm addicted to new toys. I get the latest gadgets as soon as they arrive on the market. I upgrade my phone every 6 months. I guess you can say this is almost a sport for me. Or an addiction? I just love to explore the latest and how it can make life fun.

- **Ricky:** As soon as I found out about an open source phone, I jumped on it. I created two apps for the phone and am working on the texting solution. I probably should spend more time at my day job, but this is far more fun. Of course, I use my phone for calls and texting too.

Personas

Persona

Managing Director: Jenny Polson

Jenny inherited the Debt Chasers business from her father in 1980. Business has been steady over the last few years, but now things seem to be going a bit awry. She is concerned that at the current rate her pension fund will be seriously impacted if the business does not turn around soon. She is also concerned about the 40 people that she employs – what will happen to them if the business goes under.

She has spoken to the bank manager – and if she can prove that there is a financial case for investment they would be happy to extend her a line of credit. Her calculations prove to her that to make the business profitable she needs to cut costs by 20%.

User Stories

A simple, easily readable description of a specific user need.

As a (persona/role) I want to do (what), so I can benefit (how).

As a botanic garden worker I want **to order extra soil**.

Original model popularized by Mike Cohn, Screenshot: ScrumDesk

Typical Story Format

Story Title - Actor Action Context

As a .. <user who requires this feature>

I want .. <do something>

So that... <user goal/business justification>

An example

Authorize loans

As a Bank Branch Manager

I want to be able to authorize loans to a higher financial limit than Bank Tellers

So that I can minimize financial risk and allow for high value loans at the same time

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