Reading Research Paper

Name	
Status	
Student ID	

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/9bf1d3aa-8246-44a3-bcb9-58c886a185e2/W2-ICSE_NIER.pdf

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/ea4509fd-09c5-4555-8bac-fb5f97796432/W2-JISE_201805_03.pdf

Summary

Business to Business software dev company should look out for the interest of customers and satisfy their needs, that includes the future customers and not limited to the current customer.

Retrospective based on Data-Driven Persona Significance help developers to plan future releases. It allowed them to reflect the correspondence between target users aligned with their requirements

- Identify the implicit target users and end-users' personas to help developers to understand the current planning

- Indicate the dev implicit priorities of personas and help dev to plan future releases

Implementation of data-driven anti-persona with RED2PS

ReD2PS is a retrospective method with data-driven personas to consider both customers and end-users

often misses the improvement due to reluctant towards change in service

solution - collect quantitative data from previous works (Data-driven requirement engineering)

A persona is a fictional character developed to understand users' requirements [13]. It has
some attributes like a real person (e.g., name, gender, job, characteristic, goal for its service, etc.).

- issues when personas are used in actual dev as it doesnt put in real world practice that consider the business pov and customers'

- personas do not develop (account for variable changes)

- ID3P: Iterative data-driven development of personas

  - to detect the user's change rapidly and evaluate strategies

    ⬜ Feasibility and suitability of goals (e.g., scope, magnitude, time frame, etc.)
    ⬜ Validity of the relationships between goals and strategies
    ⬜ Effectiveness and sufficiency of strategies
    ⬜ Validity of assumptions

  - to create personas that reflect actual users in a service

  - Iterative evaluations and revisions of personas to determine whether they are suitable
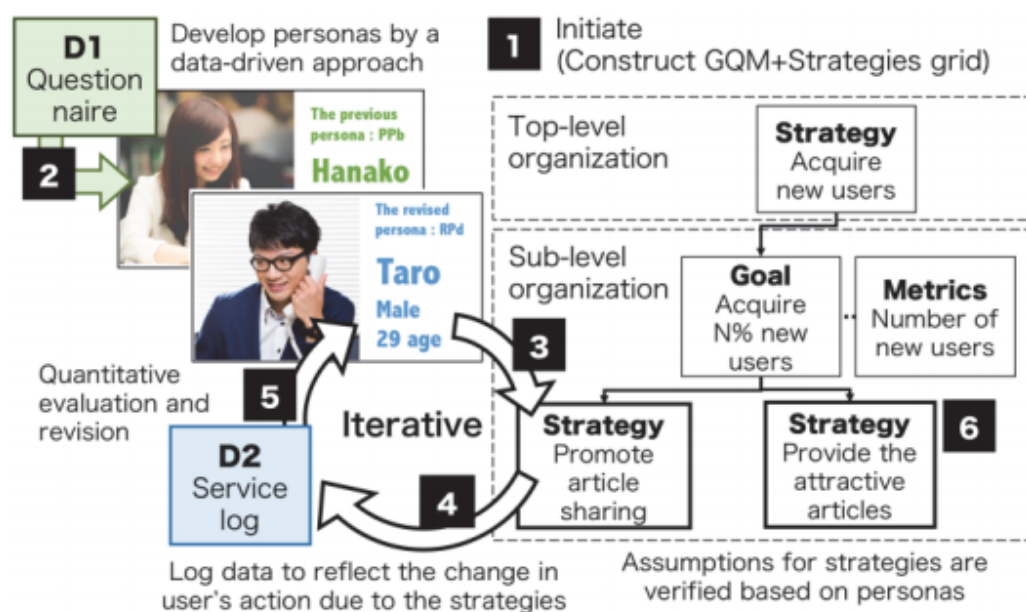   for current users

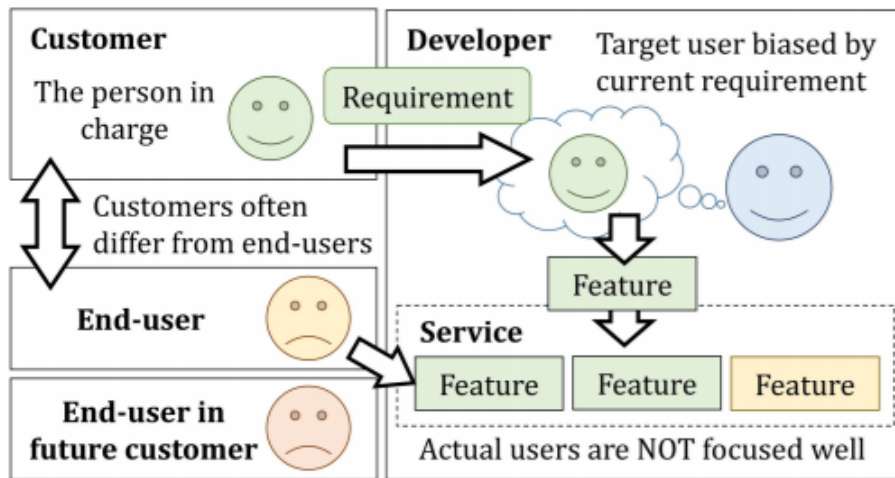

Fig. 1. Overview of an iteration in ID3P.

Figure 1 : Issues with a B-to-B software development

Explanation of flow chart

- dev satisfy current customer requirement
- difficult to satisfy actual end-user requirements when only considering the requirements of current customers
  - often differ from actual
- prevent B-to-B company to achieve their goal

Approach to the problem

- Understand the requirements of end-users
- work backwards (end-user povs)
- identify the target users in each release (in order to adapt to changes at all cost)
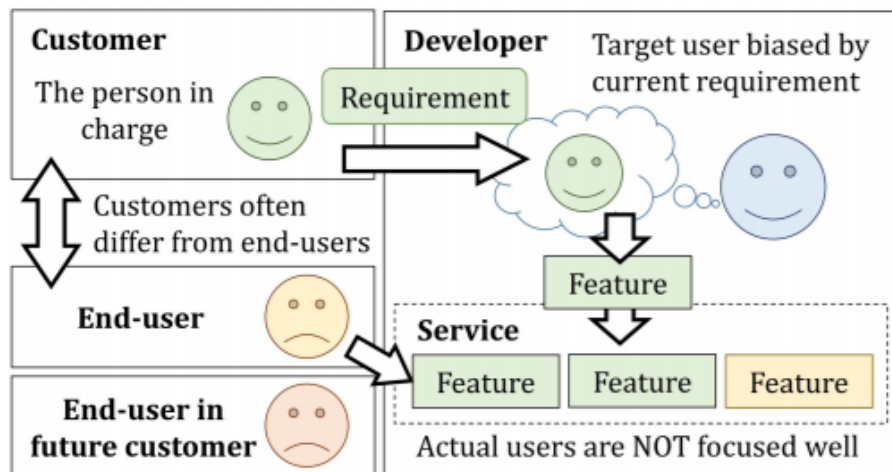- investigate the case study

Figure 1 : Issues with a B-to-B software development