Team 9
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Customer Profiles - Babs Burger Bonanza

Part #1: Comparison

Compare and contrast the personas that you individually identified. Create a table showing the commonalities and differences that you identified across the personas.

Character Types:	Similarities	Differences
End-User	- Identified similar roles/jobs - Similar Frustrations for Chefs	- Different goals for Chefs - Difference in details such as age, personality, education etc…
Influencer	- Identified similar roles/jobs - Similar goals and frustrations for Babs Fontina - Similar goals and frustrations for Investors as well	- Different age, personality, education, background etc…
Purchaser	No similarities	Only 1 person identified purchaser as Babs Fontina
Customer's Customer	Similar frustrations (bad customer service and miscommunication)	- Identified different roles/jobs - Different Goals for customer's customer - Different age group

Part #2: Critique

A good persona does not merely categorize stakeholders / users / customers by demographics, a good persona defines a customer segment with unique characteristics that

will drive the project. Further, a good persona will provide sufficient description that developers and related project personnel can empathize with individuals in manner to understand the goals, needs, and frustrations in connection with work to be performed within the system to help define, evaluate, and prioritize requirements and inform on subsequent design work.

Critique the personas that you developed. How can they be made better? What additional information might you need to obtain through research to further delineate these personas?

Our personas could be made better by having it so that it reflects real-world patterns, and not just based on their job positions or roles. We could achieve that by doing research on the person's job, demographic, and location. This way, we can portray their frustrations, responsibilities, and personalities effectively after understanding their positions better. To further delineate these personas, we could provide more background information on them so that we have more to work with when adding to their challenges, personalities, and responsibilities.

Part #3: Impact

Consider the impact of personas on software development efforts. How may the selection by the team in identifying and choosing personas impact not only the features and design of the product but also the software processes themselves?

Can selection of personas for a project cause conflict in the development effort? Explain.

In your debate on the above questions and aspects, you can consider both the potential personas you generated as well as the additional customer segments discussed in class.

Persona selection clearly has a significant impact on software design, features, and processes as software developers can get more insights from users' expectations and requirements towards the products. In addition, each persona would represent a specific group of customers, which help us to design a generic fit for all customer groups, as well as reflecting users' behaviors, attitudes, skill sets, motivation, goals, current frustrations to outline a list of features that would be helpful to all of our users. It is important to identify all the required software functionalities,

compatibility, context and settings before moving on to new phrases in the software processes. Without personas, software developers may not be able to identify all the necessary information and even cautions to develop a usable software product.

Selection of personas for a project can cause conflict in the development effort. Each persona represents a different customer segment, who may have different experiences, software usage, expectations and frustrations. In particular, a customer segment's requirement may be other customer segments' frustrations. Finding a way to empathize both customer segments and creating appropriate solutions may increase originally expected expenses and delay timeline. Furthermore, personas selection may include or identify components that go against the software development process or are impossible to build at the time.

Part #4: Project Definition using Lean Canvas

Choose persona(s) that you believe to the most important needs / problems that can define *custom* project / opportunity for new / improved software system. *Custom* is used here to denote an automated solution that will require new code developed over solutions accomplished by acquiring and configuring COTS and / or existing open-source system. Describe the *custom* project concept using a Lean Canvas (discussed in Sprint 1). Focus on identifying parts of the Lean Canvas:

- **Problem**

  What needs to be automated?
  - Keep track of input and output to avoid goods waste or running out of stock on items → better organization to maximize usage of goods and substance operation.
  - As an increase in food truck amounts, synchronizing payment methods, managing sales, employee hours and business financial elements can be hard.
  - Food Trucks maintenance, health permit, and business license. Everything must be up to date and not being expired.
  - Convenience for BBB's customers (venues, customers at food trucks locations, party host).

- **Solution**

  What will a new system include? Key functionality / user experience?
  - Track and identify low stock level (First in First out System)
  - POS system for food trucks, increase speed of service, provide accurate in time report on sales, …
  - Monitoring the food trucks quality, life cycle and to be prepared before issues arise. Alert when certificates or licenses expire.
  - Allow BBB's customers to make reservations with time and location, customize their food restrictions, and give feedback.
  - Keep and analyze customer feedback for improvement.
  - User friendly for senior employees and faster operations.

- **Customer Segments (aka Stakeholders)**

  Use same archetypes that you have previously defined

	Similar
End-User	● BBB's Employees ● Warehouse Worker ● BBB Customers
Purchaser	● CEO/BBB ● Manager
Influencer	● Stockholder/Investors ● BBB CEO
Customer's Customer	● BBB Customers ● Supplier ● Venue/Event Coordinators

- **Metrics**

  What measurements will determine success?
  - Productivity: Operations run more smoothly and lower the hassle time.
  - Return on Investment (ROI) Earned Value: Increase in sales
  - Customer Satisfaction: Have a higher return rate for customers and report of customers feedback come back positive.

- ○ Employee Satisfaction Score: Employees find the system helpful and support their work instead of speeding things up.
- **Unique Value Proposition**

  What advantages will a custom project yield over existing COTS solutions for the problem?
  - ○ Wider Coverage: Existing COTS solutions only provide a POS system or a Food rating system, our project will cover all aspects of modernizing Babs Business.
  - ○ Keeping to Core Business Model: The project will improve productivity and efficiency of the business without compromising its core, delivering food in a convenient manner via food trucks
  - ○ Integration with Current Employees: Other COTS solutions may be hard to adapt to older senior employees, however this project is meant to seamlessly work with employees so minimal onboarding is needed.
- **Unfair Advantage**

  How would this new / improved system give the organization an advantage over its competitors?
  - ○ Customer Feedback: By aggregating data about customer satisfaction the business knows what it can change and thus respond to negative feedback faster
  - ○ Customizability: Customers tailoring their reservations with food restrictions will provide flexibility to each customer, something that other businesses are not doing currently.
  - ○ Tracking: Keeping track of stock via the new system will ensure no customer is left out of stock on their delivery. This will allow the food trucks to operate with a perfect amount of stock for the given customers with updates, a technological integration most other businesses have not done or have not done efficiently.

Discuss rationale for the project opportunity -- why is this an important opportunity?

This project is an important opportunity as it is a way for our company to deliver a technological overhaul on Babs business. Given a successful delivery the project can not only meet the goals set out by Babs, but also add reputation to the company and show the power of technology in solving business problems in the food industry. By automating operation progress, we allow the

business to grow faster and with more reliability. An expansion of the business will also be push faster with less danger in management process.