Personas (color coded)
4 cards

Executive

Titles: CEO, CMO, CFO, CTO, CRO, etc.

Business Leader

Titles: VP, Head of _____, Senior Director, etc.

Technical Leader

Titles: Director, Senior Manager

Practitioner

Titles: Senior Manager, Manager, Analyst

Jobs To Be Done
10 cards

As a company leader, I think "it's stupid" to wait for a monthly or even a weekly report on how my business is doing. Give me on-demand, access to that data **so I can check-in when it is most convenient and take quick action.**

Don't give my exec access to ALL THE DATA. They get distracted by irrelevant issues/data so please make sure they **don't blow up our schedules with unnecessary work**!

Help me look good and demonstrate proficiency/competency to my manager by reporting on my team's successes in digital transformation or experience delivery

I want you to give my execs an easy, programmatic channel for communicating with me **so they don't skirt around my process, or blow up my schedule**.

Help me create my **reports faster**, and make them **more beautiful, and more understandable** so I can **look good for my execs** with less work.

Make it easier for me to **discover and respond to large events** (e.g. did my site go down?)

Help me see how my team is using the Experience Cloud so that I can optimize, give training where needed, etc.

Help me contextualize performance through relevant comparisons

Help me archive insights so that I can mitigate risk of losing the data...

Help me quickly make sense of what's happening in my business by comparing me with my past performance and possibly benchmarking against my industry.

Pain Points
5 cards

I can't easily consume dynamic data from all the sources I want, on-demand, on the go.

It's hard to collect and analyze data because it's in so many different formats.

It's hard to tell good data stories because so much of my time is spent on data wrangling, and telling good stories can be hard.

I don't like having to go back to my analysts to dive deeper - the feedback loop is slow and I'd prefer to self-serve.

The sharing process is hard, it's not standardized, it requires a ton of touchpoints, applications, meetings, etc.

Testable Hypotheses

- [ ] Users will be interested in seeing how their data performs against other industry participants (anonymously)
- [ ] App users will prefer to have access to a list of available "report feeds" that they can easily opt into or out of tracking in their own app.
- [ ] The app will only be useful to execs and leaders if it includes all the data they care about - including non-Adobe data.
- [ ] Users will be disappointed if rich commenting features are not present.
- [ ] Users will be delighted if annotation of metrics is available.
- [ ] When sharing metrics/data, users will prefer to do so via device level sharing (e.g. traditional iOS sharing menu).
- [ ] App consumers will prefer to opt-in to monitoring collections of metrics, as opposed to individual metrics.
- [ ] Executive usage of the app will primarily be mobile.
- [ ] Practitioner usage of the app will primarily be from the desktop.
- [ ] If we use "Sensei" to auto-create written descriptions of data/metrics, that will make the process of creating reports much easier
- [ ] Data curators will like the ability to apply a data-viz or story telling template to their raw data (e.g. Lincoln).
- [ ] Curators will want to restyle their visualizations to match their company's branding/colors/etc.
- [ ] We can replace existing data curation and reporting workflows by providing customers with an app that is only incrementally better.
- [ ] An executive experience app that allows people to monitor what's happening in the experience cloud would be interesting to a much broader range of corporate participants (e.g. managers, sr. managers, finance people, etc.)
- [ ] Curation will take place (primarily) on a laptop, and consumption will take place (primarily) on a mobile device.
- [ ] Analysts will be the primary curators for the data that executives and other leaders consume