




Team Office of Community Engagement - User Persona Research (Staff Population)

Project Roles and Responsibilities

	Project Management Roles		Project Execution Roles	
 Name	 Role	Role Description	 Role	Role Description
Ryan McBride	Business Analyst ▾	<i>Defines needs and requirements based on client needs + feedback, tracks requirements from stakeholders, identifies pain points throughout the process, and proposes improvements</i>	User Res... ▾	<i>Defines research questions and objectives for interviews, selects appropriate research methods, analyzes the data from the interviews</i>
Nicholas Dossin	Quality Assurance Sp... ▾	Help highlight areas in the project process where the team can improve, and review each deliverable meets its requirements before moving to the next	Persona ... ▾	Learn and understand the behaviors and goals of the target user population, create or lead in creating detailed personas based on research data, and help interpret personas to better understand the system the target users are utilizing
Lauren Reyes	Client Communicatio... ▾	Oversees most communication between the client and the team-acts as the primary point of contact for all issues or questions from stakeholders. Also responsible for gathering feedback from clients and responds to any conflict with clients	Persona ... ▾	Learn and understand the behaviors and goals of the target user population, create or lead in creating detailed personas based on research data, and help interpret personas to better understand the system the

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				target users are utilizing
Abdullahi Abdullahi	Project Manager ▾	Responsible for project oversight, timeline management, and ensures all deadlines and requirements are met throughout each phase of the project	Content ... ▾	Takes detailed notes during research sessions, transcribes interview recordings, drafts research reports from data collected, assigns out tasks for team collaborative documents/reports

Reference for Roles:

Project Management Role	Project Management Role Description	Project Execution Role	Project Execution Role Description
Project Manager	Responsible for project oversight, timeline management, and ensures all deadlines and requirements are met throughout each phase of the project	User Researcher	Defines research questions and objectives for interviews, selects appropriate research methods, analyzes the data from the interviews
Client Communication Lead	Oversees most communication between the client and the team-acts as the primary point of contact for all issues or questions from	Recruiter & Moderator	Identifies and reaches out to potential interview participants, facilitates research sessions, conducts screenings to ensure participants are fit for

	stakeholders. Also responsible for gathering feedback from clients and responds to any conflict with clients		interviews
Business Analyst	Defines needs and requirements based on client needs + feedback, tracks requirements from stakeholders, identifies pain points throughout the process, and proposes improvements	Content Writer & Documentation Specialist	Takes detailed notes during research sessions, transcribes interview recordings, drafts research reports from data collected, assigns out tasks for team collaborative documents/reports
Quality Assurance Specialist	Help highlight areas in the project process where the team can improve, and review each deliverable meets its requirements before moving to the next	Persona Developer	Learn and understand the behaviors and goals of the target user population, create or lead in creating detailed personas based on research data, and help interpret personas to better understand the system the target users are utilizing