Agile Software Requirements

Software Requirements Engineering – 40688

Computer Engineering department

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Chapter 7:

Stakeholders, User Personas, and User Experiences

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System and Project Stakeholders

A **system stakeholder** is anyone who

1) directly uses the system

2) works with the results of those who use the system

3) will be impacted by the deployment and operating of a system.

System and Project Stakeholders

A **project stakeholder** is anyone who

1) has a vested interest in the budget and schedule
2) has a vested interest in understanding how the product/system/solution is developed
3) will be involved in marketing, selling, installing, or maintaining the system.

- The product owner's primary job is to **merge these diverse stakeholder voices** into **a single prioritized backlog** for the team by *Facilitating*, *Leading* or *mixed.*

Levels of Stakeholder Involvement

1) They should be **kept informed**

2) They should be **consulted**

   marketing analysts, architects, and user-interface designers

3) They are **partners in development**

   business owners, other development teams, business or requirements analysts

4) They are **in control of outcomes**

   executives, release managers, business owners, and key customers

Project Stakeholders

1) Partner

2) Sales/marketing

3) Operations

4) Support

5) Sponsor

6) Development management

7) Security

System Stakeholders
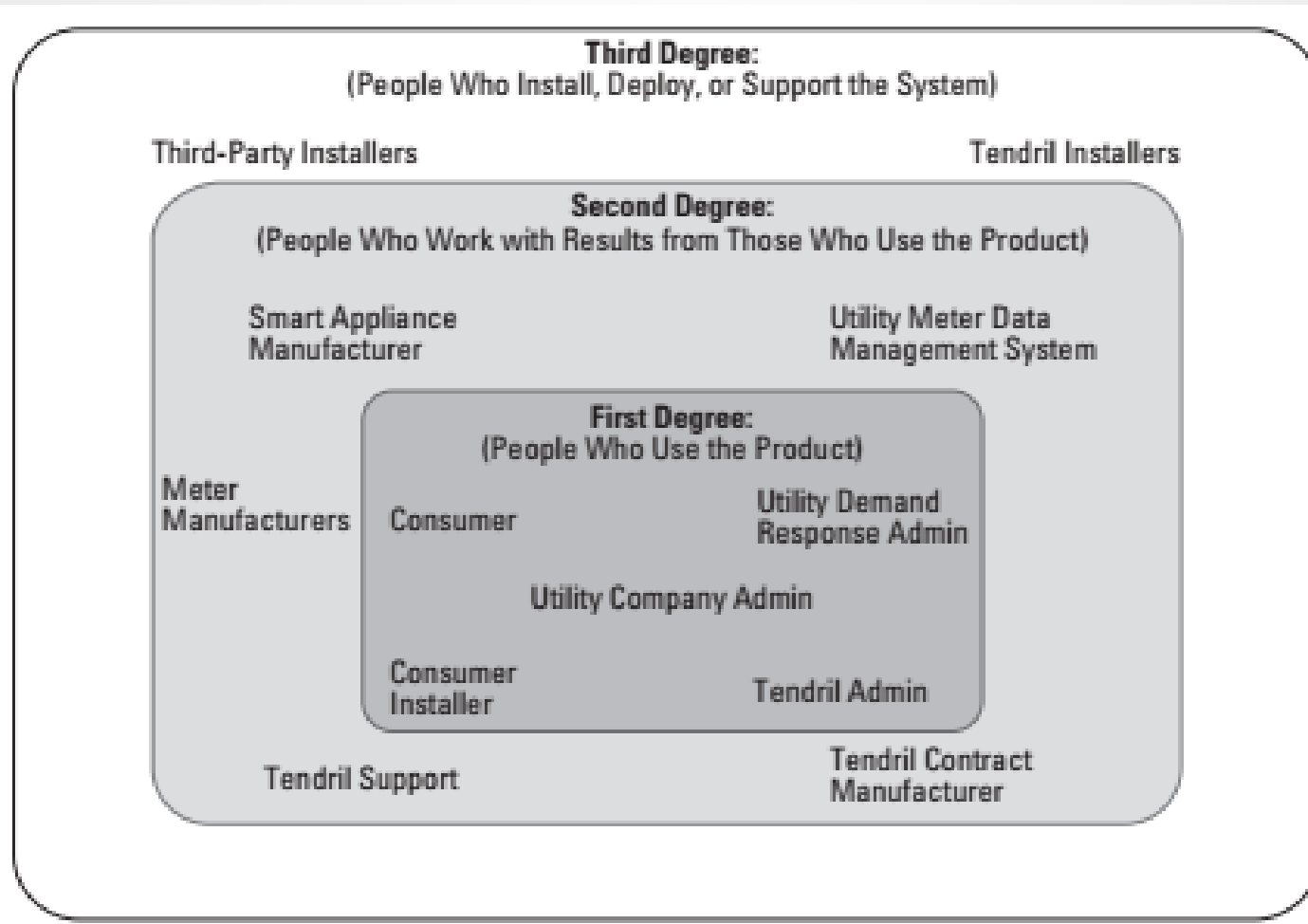
Primary and Secondary User Personas

- **Primary personas** represent users with specific needs that can be satisfied only with a user interface designed specifically for them.

- **Secondary personas** are people who also use the system but can use an interface that was designed for a primary personas.

Guidelines for personas

1) Don't "**make up**" personas out of thin air.

2) Develop a **specific**, **individual** persona.

3) Identify the persona's **goals**.

4) Design your system to **make it easy** for that **one person to use your system**.

5) **Secondary personas** are just that, secondary.

6) There **shouldn't be a large number** of personas.

The User Experience Problem

User experience (UX) design is further complicated when user experience testing is required.
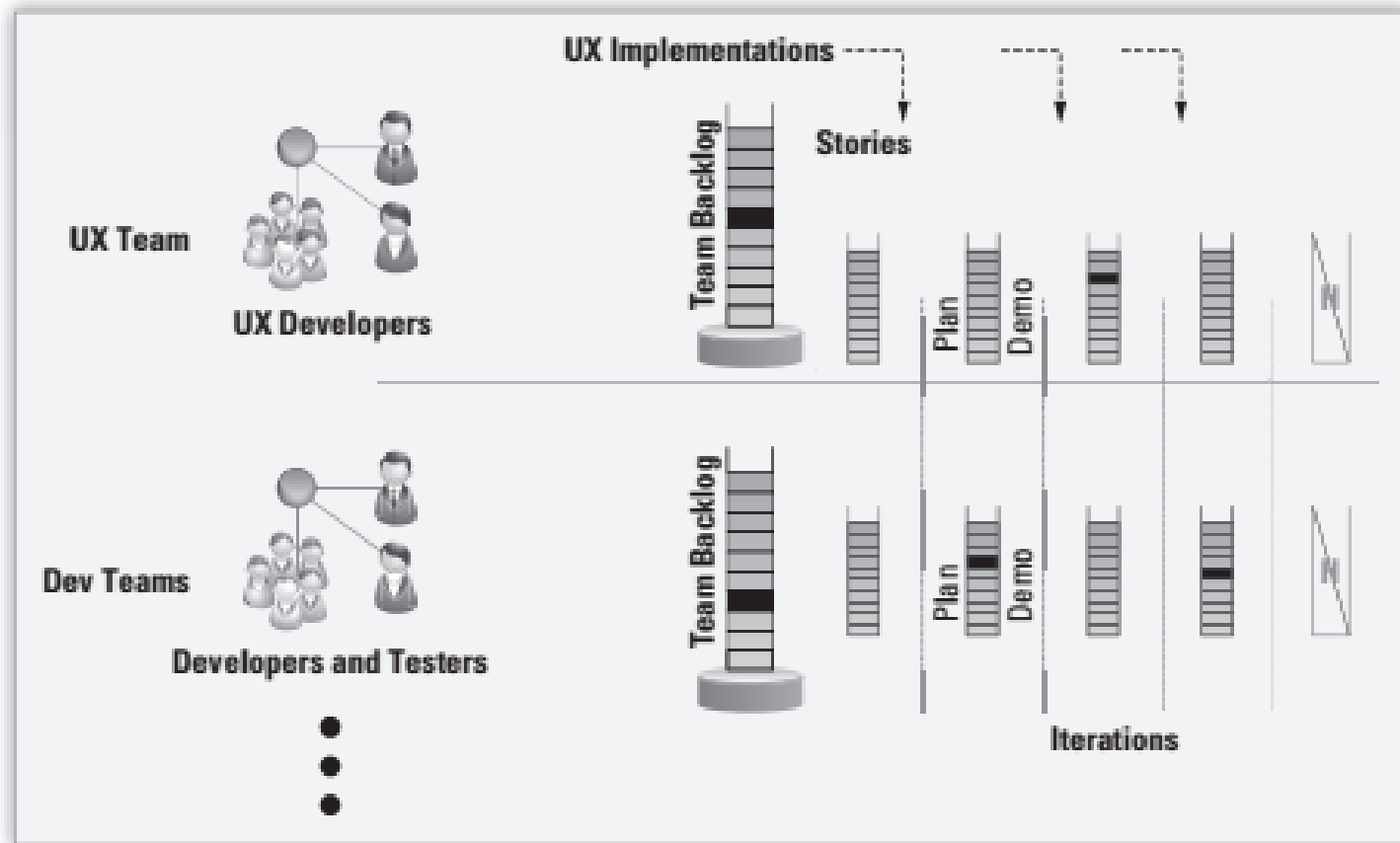
Centralized User Experience Development

1) Fully distributing UX development to the team can actually be quite problematic.

2) Users use different parts of the system for similar purposes.

3) Repairing this work is problematic too

4) To address this, some organizations create a central user interface design team

The User Experience Problem

Distributed, Governed User Experience Development Model

1) The central team becomes a bottleneck

2) In the "distributed but governed" model, there is a small, centralized UX design authority.

Centralized UX

Distributed UX