

SIT773 Software Requirements Analysis and Modelling

Pass Task 4.1: Developing personas and user stories

Overview

A persona provides a description of a purely fictional person, belonging to a specific user group of a system. Personas are used to help project developers and team members alike to understand how prospective users will use a system, how they see the system and what features they want from the system.

In Week 1, you were introduced to the Leckie's Choice (LC) case study. LC have several key user groups, including but not limited to the following:

- casual (non-account) customers
- commercial/contractor (account) customers
- sales staff
- store managers
- marketing manager
- business owners

LC's contractor customers, all of which are account holders, make up the majority of the business' customer base. They will use LC's up and coming internet ordering system regularly, as ordering online saves them time and the delivery of their orders will all be managed by the system. Furthermore, account holders are interested in targetted promotions offered by the system based on customer loyalty. Contractor customers would like to be able to track what they've ordered in the past by having the system provide them with an order history as well as having access to the internet ordering system on their mobiles phones for easy ordering on the go, as they're often out on the road.

LC's marketing manager wants to implement attractive promotions and customer loyalty programs to ensure customer retention and to attract new customers to the business.

For this task, you're required:

- To write a persona based on LC's contractor customer base.
- To write a user story based on one of the epics above, or come up with an epic of your own that relates to the LC case study.

Submission Details

Submit the following files to OnTrack:

- Your persona that represents on of LC's contractor customers.

- Your user story based on the defined epics.

Instructions

1. Review the articles that are related to this task, specifically articles 4.3, 4.4 and 4.5, which step through the process of writing a persona, a user story as well as offering examples.
2. You'll need to identify varying points of data to complete your persona, such as:
 - personal information, educational and professional background, computer skills and a photo - this helps to make it realistic
 - motivations for why the user group will use the system and their needs that they want the system to address
 - the goals that the user wants to achieve by using the system
 - user behaviour and attitude
 - environment of the user when they'll be using the system
3. You'll need to pick a user story described above or create your own, and write the selected user story.
4. Submit your work to OnTrack.