

Craft Your Persona

Choose a name *(a descriptive name)*

Add an image *(a conversation starter)*

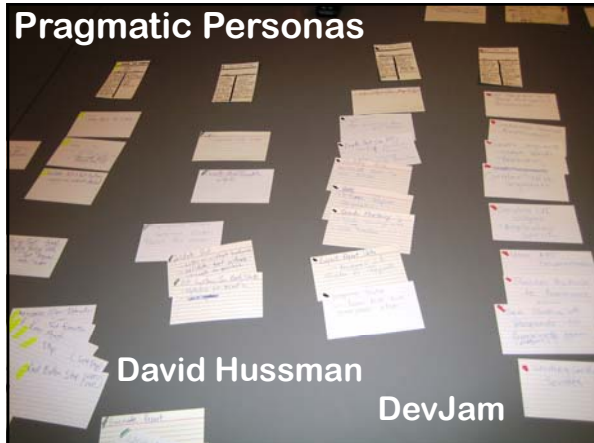
Add a description
(your working self)

-
-
-
-
-

Value to co-workers
(what skills you provide)

-
-
-
-
-

Pragmatic Personas



Questions?

Please!

A Quick Confession

I am not a persona expert
and I don't want to be one

I am a pragmatic practitioner
and I am proud of it

© 2008-2009 DevJam - All rights

Sharing Our Stories

© 2008-2009 DevJam - All rights

Making Connections

What Do Developer's Dig?

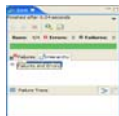


Overview Screenshots Download Documentation Wiki Comments Base/Utilities Source



© 2008-2009 DevJam - All rights

Developer's Dig Tools!



© 2008-2009 DevJam - All rights

"We don't have a vision"
"I don't get the big picture"
"Why is this valuable?"
"I think the users will ..."

© 2008-2009 DevJam - All rights



Are People Telling Stories?

“As a _____ I need to _____ so that _____”

user action value

© 2008-2009 DevJam - All rights

Pragmatic Personas

(stickiness in action)

MICHIGAN
 Michele the Trust Assistant
 - data entry for credit trust account
 - overflow effen

New Jersey
 Natly the Officer
 - makes sales with the custom (phone) info

LONG BEACH
 Frank the Lead of the Accounts
 - validation of new account's - create account open completion

Dave the Trust center Manager
 - ?

Simple - Ugly - Valuable
 © 2008-2009 DevJam - All rights

Visible - Meaningful - Useful

© 2008-2009 DevJam - All rights

Let's Create a Product

A new point of sale

10 local stores

Application runs only on registers

Registers are new, running Tomcat & MySQL

Another system provides item price & description

© 2008-2009 DevJam - All rights

Creating Living Personas

© 2008-2009 DevJam - All rights

Pragmatic Persona Template

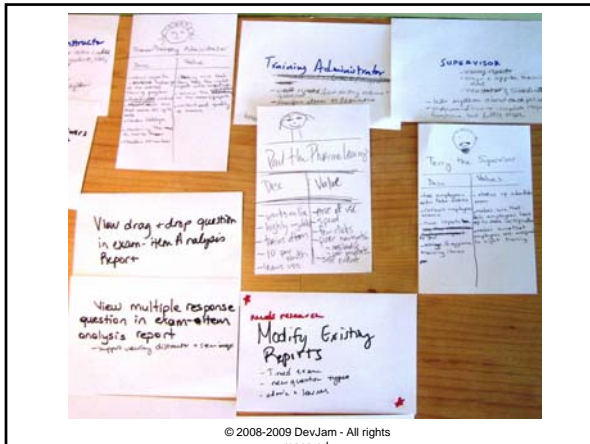
Choose a name *(a descriptive name)*

Add an image *(a conversation starter)*

Add a description <i>(who is this person)</i>	Value from product <i>(what the product offers)</i>
-	-
-	-
-	-
-	-
-	-

© 2008-2009 DevJam - All rights

**User Centered
User Stories**



Anatomy of a User Story

The What	Story
- User Needs and Wants	
The Completion Measures	Tests
- Customer Satisfaction / Business Value	
The How	Tasks
- Design and Coding Work	
The Estimates	Time
- Consensus of Time to Complete Tasks	

© 2008-2009 DevJam - All rights

Example Story

(5 words or less in the title)

Title: Add Item To Sale

- For each purchase, the cashier needs to add one or more items to a sale.

Tests:

- Show that one or more items can be added to a sale with no items.
- Show that more than one items can be added to a sale with existing items
- Ensure that trying to add an invalid sku returns an error, and does not add the item to the sale.

© 2008-2009 DevJam - All rights

POS Stories

© 2008-2009 DevJam - All rights

Fixing a Broken Practice

“As a _____ I need to _____ so that _____”
persona **story title** **story test**

As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____
As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____
As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____
As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____	As a _____ I need to _____ so that _____

Do You See a Refactoring?

An Alternative Refactoring

“As a _____ I need to _____ so that _____”
persona **story title** **story test**

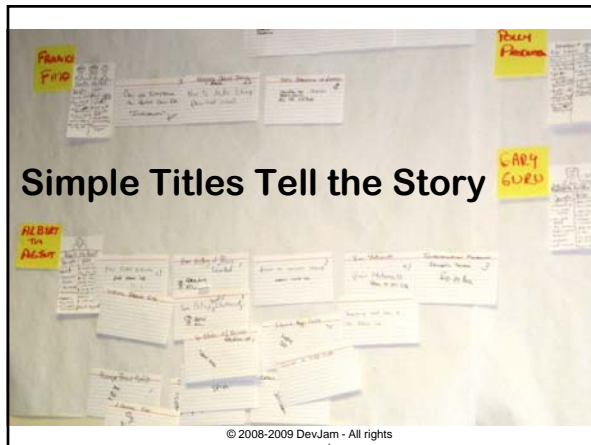


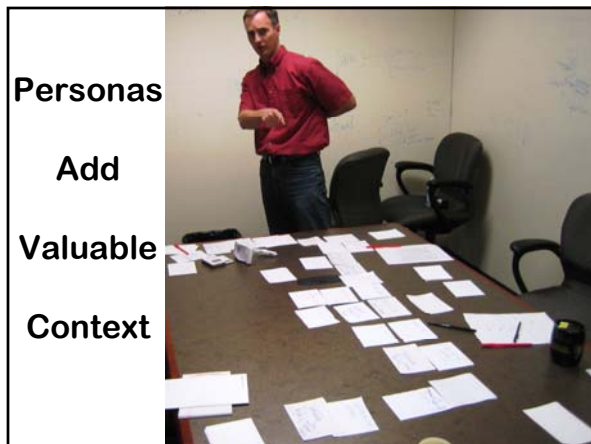
© 2008-2009 DevJam - All rights

First Steps

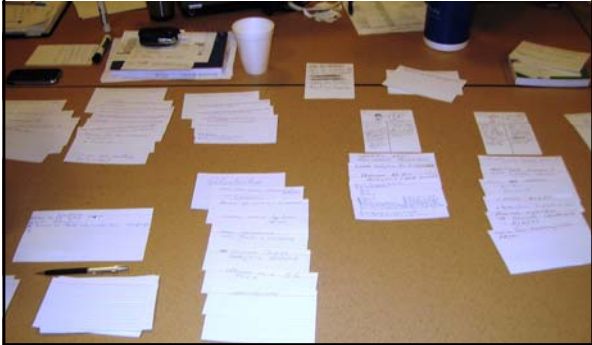
- ✓ Name high level activities for persona
(“what do you do at work?”) - **themes**
- ✓ Walk a day in the life for each activity
(“tell me that story”) - **user story**
- ✓ Back up and retell her story
(“are there any variations?”)

© 2008-2009 DevJam - All rights





User Centered, User Stories



Persona Driven Story Writing

© 2008-2009 DevJam - All rights

What are your stories?

Activities (*a few - course grained*)

Story Titles (*stickiness - 5 words or less*)

A Few Sentences (*conversation starters*)

Story Tests (*focus on value*)

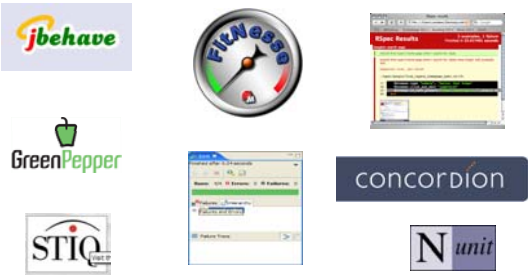
“As I need to so that .”
 persona story title story test

© 2008-2009 DevJam - All rights

Personas, Tests and Tools

(tests ensure persona value)

Developer's have testing tools...



... personas add valuable context

Test Driven With Personas

- ✓ Create personas
- ✓ Create user stories with personas by walking a day in the life of a persona
- ✓ Pairs create stories tests using examples for the persona(s)
- ✓ Value is delivered one story test at a time

Example Story Tests

Story: Add Item To Sale

Story Tests:

- Show that one or more items can be added to a sale with no items.
- Show that more than one items can be added to a sale with existing items
- Ensure that trying to add an invalid sku returns an error, and does not add the item to the sale.
- Others?

© 2008-2009 DevJam - All rights

Add Acceptance Tests:

Add Item to Sale with Keyboard

Calculate Sales Tax

Show Total for Sale

Process Payment

Print Receipt

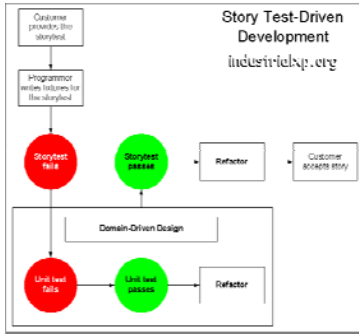
© 2008-2009 DevJam - All rights

Story Test Driven

- ✓ Create personas
- ✓ Create user stories with personas by walking a day in the life of a persona
- ✓ Pairs create stories tests using examples for the persona(s)

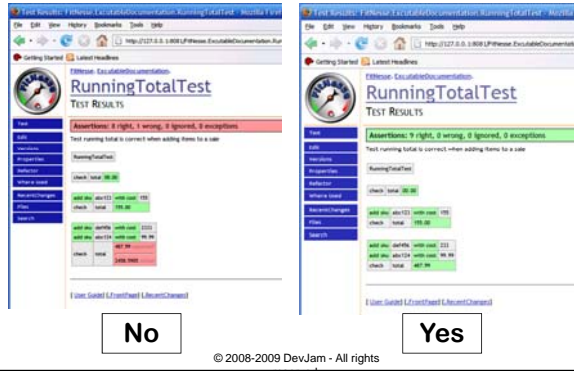
✓ Value is delivered one story test at a time

SDD IXP Style



© 2008-2009 DevJam - All rights

Visible - Readable



© 2008-2009 DevJam - All rights

**Connecting
Personas
and
Developers
(and others)**

Missing The Pragmatic Mark

~~Pragmatic~~

Too Long

~~Pragmatic~~

Too Detail

Not Interesting (funny)

Not accessible/ present

~~Pragmatic~~

~~Pragmatic~~

© 2008-2009 DevJam - All rights

Visible Personas Live Longer ...



... and Stick Better!

Questions?

DevJam

david.hussman@devjam.com

www.devjam.com

Go Forth and Personify!

© 2008-2009 DevJam - All rights
