Team Personas
A new look at personas for the enterprise context

Julia Byron
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Which are your users?
Our users: Teams that build mobile apps

Mobile app developers

Backend developers

Testers

IT Manager

Architect

Product manager

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“Our users are not like this”

- Our team
Our users: Teams that build mobile apps
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- Frontend developers
- CTO
- Client’s developers
- Mobile app developers
- iOS developers
- Architect
Our users: Teams that build mobile apps

- Business manager
- IT Manager
- Architect
- App owners
- Mobile app developers
- Backend developers
- Testers
- Frontend developers
- Business analyst
- CTO
- CEO
- Client's developers
- iOS developers
- Architect
- Designers
- Project manager
- Testers
- Client
- iOS
- Backend developers
- Testers
“Our users are not like this”
- Our team

“This is exactly how dev teams work”
- Our team
Individual needs ➔ Team needs
Who’s had problems communicating research findings?
“I don’t have time to read this” - Our team
We were thinking like travel writers...
...We needed to think like tour guides

- Alice Clark
“It’s not about creating beautiful maps but the process of mapping.”
- Todd Wilkens
“I don’t have time to read this”  
- Our team

“Well Team Persona X cares about...”  
- Our team
Reading maps → Mapping together
Did your personas get ignored during the design process?
Many voices, different opinions

Users need to trust their data's secure with us

Users want security scanning

Users want security features

Users need secure data

User needs
1
2
3
4
5
“I used to be a developer. Don’t waste time with research.”

- Some very vocal members of our team
Many voices, different opinions

Design Principle: “In this release, our users must be able to do ____ by ____”
“I used to be a developer. Don’t waste time with research.”

- Some very vocal members of our team

“If we do that, we won’t meet the design principle”

- Some very vocal members of our team
User needs -> Measurable Principles
Team personas involve...

- understanding users' team dynamics
- mapping with colleagues
- using measurable principles
Team personas involve…

Key insight + Resulting implication
Team persona overview
Team persona overview

Representative team name

“Representative quote”
Team persona overview

Representative team name

“Representative quote”

Key members to focus on

- key insight + resulting implication
- key insight + resulting implication
- key insight + resulting implication
Team persona overview

Representative team name

“Representative quote”

Overview - who they are, common goals, motivations, struggles

Key members to focus on

- key insight + resulting implication
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Implications for your product team to consider
Team persona overview

Representative team name

“Representative quote”

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Overview - who they are, common goals, motivations, struggles

Implications for your product team to consider

Org map, key collaboration insights & resulting implications
Team persona journey map
Team persona journey map

Key members

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Team persona journey map
Team persona journey map

High level steps

Key members

Tasks, opinions and collaboration
Team persona journey map

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Tasks, opinions and collaboration

Implications for your product team to consider

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Steps for creating team personas

1. User Interviews
2. Synthesize into team maps
3. Combine team maps
4. Walk colleagues through data
5. Discuss
6. Come up with implications
7. Implications into measurable principles
8. Continuously validate against principles

understand user team dynamics
map with colleagues
use measurable principles
Steps for **creating team personas**

1. **User Interviews**

- **Interview target users & their whole teams**

- **Team Interview**
- **Individual Interviews**

- **Mobile app developers**
- **Backend developers**
- **IT Manager**
- **Architect**
- **Product manager**
- **Testers**
Steps for creating team personas

1. User Interviews

2. Synthesize into team maps
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Based on goals and team dynamics

Team Persona 1
Goal: Speed
Dynamic: Team members wear many hats

Team Persona 2
Goal: Catch up
Dynamic: Stretched resources

Team Persona 3
Goal: Security
Dynamic: Many roles, silos

Team Persona 4
Goal: Innovation
Dynamic: Efficient, experts
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Users are spending a lot of time setting up authentication

Simplify process of setting up authentication
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Users are spending a lot of time setting up authentication.

Simplify process of setting up authentication.

Users must be able to set up authentication for their mobile app in under 20 minutes without having to seek help.
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Lessons learned

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Base on goals and team dynamics, not company size and type

Team Persona 1
Goal: Speed
Dynamic: Team members wear many hats

Team Persona 2
Goal: Catch up
Dynamic: Stretched resources

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Goal: Security
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- Adequate discussion & documentation of new concepts

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- Does CI mean continuous integration?
- What’s the difference between continuous delivery & continuous integration?
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- Demonstrate analysis process if the team does not have background in research

Team Persona
A needs ______

So we need to do ______
And measure it through ______

Insight
Implication
Measurable Principle
Lessons learned

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If we get rid of that, users won’t be able to set up in under 20 minutes
Lessons learned

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Repetition - Focus every evaluation around principle

If we get rid of that, users won’t be able to set up in under 20 minutes
What is the goal of your team?

Flow for all team members working together, and knowing what others did.

Lead can see the status
“Our users are not like this”

“These charts are overwhelming”

“I used to be a developer. Don’t waste time with research.”
“Our users are not like this”

“This is exactly how dev teams work”

“Our users are not like this”

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#teampersonas @juliazeebee @omkar_c

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