

# Persona Tools

## Persona Template (sample)

A persona is a detailed description of one specific fictional person who embodies multiple groups of people, such as customers, users, or a market segment. Inclusivity helps us to understand individuals in a collaborative setting and contextualizes their challenges. Personas help us empathize, produce better ideas, and question them.

### Problem statement:

There is a new QA protocol that all QA manufacturing technicians must follow.

### Problem Brief: (descriptive, who, what, when, where, how) (this is an oversimplified draft)

At the beginning of 2021, a new protocol is introduced into the QA process; however, the QA technician has not adopted the new protocol. We have seen an increase in product returns due to quality. We must ensure that QA technicians use the new QA process and protocols.

### Persona Characteristics:

Persona Group:	<i>[Enter Persona Group Name]</i> <b>QA Manufacturing Technicians</b>
Persona Characteristic	Description
Role	Performing routine inspections and audits using visual and dimensional checks of the finished goods produced during the shift
Job Title	Quality Assurance Technician, Manufacturing Technicians, Quality Control Associate, Quality Control Leader
Key Attributes	Frequently uses defined processes and protocols to complete their job. Has a minimum daily output requirement
Goals	Introduce new protocols and processes that have a direct impact on the QA process.
How Can We Serve	By creating a roadmap and employees with a yellow brick road on how to incorporate processes and protocols

# Blank Persona Template

**Problem statement: (one sentence)**

**Problem Brief:(descriptive, who, what, when, where, how) this is an oversimplified draft)**

**Persona Characteristics:**

<b>Persona Group:</b>	<i>[Enter Persona Group Name]</i>
<b>Persona Characteristic</b>	<b>Description</b>
Role(s)	
Job Title(s)	
Facebook	
Goals	
Challenges	

# User Stories (sample)

User stories are a core part of an iterative and incremental program. Providing a framework that focuses on the needs of the end-user boosts productivity, encourages collaboration, and boosts the overall quality of the product.

Once you create your personas, user stories are the next significant step to help you dive a bit deeper into the persona’s needs. The template is simple to use.

AS A... [type of user]	I WANT TO... [do something]	SO THAT...[for some benefit]
Student	I want to be able to learn relevant technical skills in a safe environment	I don't feel any risk or worry about breaking something that won't be able to be undone.
	I want clear instructions and an explanation of the problem I am trying to solve	I know exactly where to go and understand why certain services are required.
	I want to be able to complete a lab multiple times.	I can be comfortable enough with a skill that I will apply in relevant real-world situations.
Faculty Member	<b>I want a variety of lab options to include in my courses</b>	<b>My students aren't limited in the types of services they can interact with</b>
	<b>I want to be able to preview a lab.</b>	<b>I can make sure that the experience aligns with the skills my students need to learn.</b>
	<b>I want a variety of topics and skill levels for the labs</b>	<b>My students who wish to dive deeper have that option via more challenging exercises.</b>
Trusted Faculty Lead	I want to create relevant lab content that can be shared with other faculty implementing similar programs.	I can share better practices and establish a cohesive and consistent vision for working towards learning objectives
	I want to be able to submit labs in a reliable and intuitive manner	Unreasonable technical hurdles don't slow down the creation of content

# Blank User Story Template

AS A... [type of user]	I WANT TO... [do something]	SO THAT...[for some benefit]