

Specsion User Persona Definitions and Empathy Maps

User Persona 1: Product Owner (PO) - "The Visionary Planner"

Profile

- **Age:** 30-45 years
- **Occupation:** Product Owner at a medium or large tech company
- **Experience:** 7-15 years of experience in product management, focusing on agile practices, backlog prioritization, and stakeholder management. Highly skilled in creating roadmap strategies, aligning cross-functional teams, and emphasizing value delivery.

Empathy Map

1. Thinking & Feeling

- **Thinks** about how to effectively align development teams with business objectives and maximize the value delivered in each iteration.
- **Feels** pressure to ensure that all stakeholders—from developers to executives—are aligned and that the product roadmap reflects the best possible prioritization.
 - **Assumptions/Justifications:** Often overwhelmed by the need to balance strategic priorities with technical feasibility.

2. Seeing

- **Sees** disconnected tools that do not provide a unified understanding of user needs and project context.
- **Sees** isolated information across different departments, causing misalignment and bottlenecks.
 - **Assumptions/Justifications:** Many PO tools do not integrate seamlessly, resulting in a lack of end-to-end visibility.

3. Hearing

- **Hears** feedback from stakeholders about shifting priorities, roadblocks, and the need for better alignment.
- **Hears** developers voicing concerns about dependencies and incomplete requirements.

- **Assumptions/Justifications:** Direct interactions with stakeholders and development teams highlight persistent communication challenges.

4. Saying & Doing

- **Says** that the team needs to "focus on the highest value items" and "find better ways to align." Advocates agile principles such as incremental delivery and responsiveness.
- **Does** frequent backlog reprioritizations, collaborates in workshops, and consults with stakeholders to maximize value.
 - **Assumptions/Justifications:** The PO role requires constant reassessment to align goals across teams and adjust plans based on feedback.

Pain Points/Challenges

- Lack of unified, visual tools to provide a holistic view of user stories and their interdependencies.
- Difficulty with roadmaps that do not dynamically synchronize with evolving requirements.

Primary Goal/Motivation

- To gain a clear understanding of user needs while ensuring smooth prioritization of the product roadmap in alignment with business value and user impact.

Core Essence

"A visionary planner seeking a unified approach to transform user needs into strategic value while ensuring effective collaboration across the team."

User Persona 2: Agile Team Member (ATM) - "The Aligned Contributor"

Profile

- **Age:** 25-35 years
- **Occupation:** Developer, UX Designer, or QA Engineer in an agile environment
- **Experience:** 3-8 years of experience working in agile software development teams, comfortable with sprints, collaborative workflows, and iterative design and testing.

Empathy Map

1. Thinking & Feeling

- **Thinks** about how to contribute effectively during the sprint, avoiding bottlenecks and dependencies that might block progress.
- **Feels** motivated when seeing the impact of their work on users and frustrated when a lack of context causes communication failures or rework.
 - **Assumptions/Justifications:** Agile team members often mention the need for clarity in requirements and inter-team dependencies.

2. Seeing

- **Sees** isolated user stories in backlog tools, often lacking proper context or connection to the bigger picture.
- **Sees** multiple tasks requiring dependency management, causing anxiety about timely delivery.
 - **Assumptions/Justifications:** Most tools do not adequately visualize story interdependencies, leaving members unsure of the impact of their work.

3. Hearing

- **Hears** concerns from other team members about missing information, unclear requirements, and dependencies that block development.
- **Hears** requests from the PO for progress updates and adaptation to shifting priorities.
 - **Assumptions/Justifications:** Team members frequently interact during stand-ups and rely on effective communication for their work.

4. Saying & Doing

- **Says** "we need to understand dependencies better" and "how does this story impact the overall user experience?"
- **Does** detailed story reviews, conducts testing, and communicates blockers with the PO or Scrum Master.
 - **Assumptions/Justifications:** The need for communication and alignment is essential for agile team members to deliver incremental value.

Pain Points/Challenges

- Lack of visibility into how their work impacts user needs and aligns with broader business goals.
- Challenges in understanding story interdependencies and managing blockers effectively.

Primary Goal/Motivation

- To have clear visibility into the context of each task, understand dependencies, and contribute effectively to incremental delivery without blockers.

Core Essence

"An aligned contributor striving to deliver incremental value efficiently while having a clear understanding of their impact on the user and the broader project context."

User Persona 3: Project Stakeholder - "The Strategic Overseer"

Profile

- **Age:** 40-55 years
- **Occupation:** Department Head, VP of Product, or Senior Stakeholder in the organization
- **Experience:** 15+ years in strategic roles, with deep knowledge of the product, market landscape, and high-level business objectives.

Empathy Map

1. Thinking & Feeling

- **Thinks** about strategic objectives and how product development aligns with organizational goals, ROI, and market competition.
- **Feels** anxious when delivery does not align with the company's strategic direction or when there is a lack of transparency.
 - **Assumptions/Justifications:** Strategic roles focus on long-term planning and measuring ROI while ensuring alignment with market demands.

2. Seeing

- **Sees** product development efforts without a clear, visual understanding of how those efforts align with market opportunities or user needs.
- **Sees** competing priorities within different departments, making alignment complex.
 - **Assumptions/Justifications:** Lack of integrated tools often causes gaps in visibility at the strategic level.

3. Hearing

- **Hears** updates from product owners that sometimes lack actionable insights into the business impact of feature prioritization.
- **Hears** concerns from the board or executives about how well the product supports the company's growth objectives.
 - **Assumptions/Justifications:** Stakeholders rely on high-level reporting and insights from product owners and teams.

4. Saying & Doing

- **Says** "we need a clear understanding of the business value this feature delivers" and "how does this align with our strategic priorities?"
- **Does** strategic assessments, attends sprint reviews, and monitors key performance indicators (KPIs).
 - **Assumptions/Justifications:** Stakeholders need transparency on what teams are building and how that work contributes to the company's success.

Pain Points/Challenges

- Difficulty understanding the connection between specific user stories and strategic business goals.
- Limited transparency into how product decisions are contributing to market competitiveness.

Primary Goal/Motivation

- To gain a clear, strategic overview of product direction, ensure alignment with the company's objectives, and maximize the return on investment (ROI).

Core Essence

"A strategic overseer focused on aligning product initiatives with high-level organizational goals to drive growth and maintain market competitiveness.