

Orcasound Personae Development Project Brief

Started on: 7/18/23

Last updated on: 7/19/23

Background

Describe what the project is about, what's its context and background.

Describe why it's being carried out. If it's a part of a wider customer journey, link it here.

Based on a usability study conducted in the spring of 2020, it was discovered that Orcasound users differed in the way they interacted with the website and listening web app. After discussions with Scott, a persona development study was conducted to explore if conceived user types were true.

3 main personae were discovered because of the persona discovery study:

1. [The New/Infrequent User](#)
2. [The Concerned Citizen Scientist](#)
3. [The Professional Marine Scientist](#)

However, the 2020 study was flawed, as the rigor was lacking in questions asked and not enough participants were interviewed. Also, additional personae and sub-personae are theorized to exist. Persona development is an ongoing process, as personas are always changing over time. A long term persona development project needs to be formed, pulling in data from specific persona studies as well as data from other research studies.

Objective

Describe what is the ideal future you want to have once this project is finished. What is the outcome you're looking to get out of this?

How does this fit into your team's and/or company's wider goals? (Link them here.)

What is the benefit for the business?

What is the benefit for the user?

- Objective 1
 - Update of existing personae
 1. [The New/Infrequent User](#)
 2. [The Concerned Citizen Scientist](#)
 3. [The Professional Marine Scientist](#)
- Objective 2
 - Ongoing research on existing personae
- Objective 3
 - Identification of additional personae and sub-personae via specific persona studies

Key results & Success criteria

How will you know the project was successful once it's finished?

Think KPIs, OKRs, UX metrics, benchmarks, company targets (whatever your company is using).

- Characterization of Orcasound personae with traditional UX persona document deliverables
- Persona document deliverables will be used by UX team members for design rationale

Target audience

Describe the target audience for this project.

You can link to your personas.

Target users of Orcasound persona document deliverables will be all Orcasound UX Team members, stakeholders, and cross-functional team members such as devs and others.

The team and stakeholder map

Define team roles and responsibilities.

List stakeholders and describe what level of involvement is needed/expected.

Who is the decision-maker (sign off)?

[Note: One way of doing this can be a RACI matrix]

Stakeholders:

- **Main Orcasound Stakeholder:** Can provide background on who, what, where, why, and how for project requirements, including technical limitations. Limited, as needed involvement. *Scott Veirs*
- **Principal UX Manager:** Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Main Orcasound Stakeholder. Involved as needed, is contacted before Main Orcasound Stakeholder, and directs project lead. Signs off on work when requested. *Brendan Thatcher*
- **Product Manager:** Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Main Orcasound Stakeholder. Involved as needed, is contacted before Main Orcasound Stakeholder, and directs project lead. Signs off on work when requested. Facilitates UX work to production in GitHub. *Brendan Thatcher*
- **UX Managers/Other UX, Dev, or Other Leadership:** Can provide background on who, what, where, why, and how for notification system, including technical limitations, but will refer to Principal UX Manager or Main Orcasound Stakeholder. May not be direct reports but can be as needed. *Various*

UX Team Members

- **Team Lead/Co Lead:** Schedules, leads, and sends reminders for weekly team stand up meetings. Can be an individual contributor (IC) as well. Writes or delegates the writing of user stories in Github when design is sent to production. Reports to Principal UX Manager.
- **UX Researchers (IC):** Plans, conducts, and reports on UX Research for project. Accesses Research Operations program to recruit participants for studies. Reports to Team Lead/Co Lead. *Various*
- **UX Designers (IC):** Designs based on user research as reported by UX Researchers. Reports to Team Lead/Co Lead. *Various*
- **Other UX Roles As Needed (IC):** Content Strategists, UX Writers, and any other UX-oriented roles who contribute their core competencies as needed. Reports to Team Lead/Co Lead. *Various*

Dev Team Members

- **Front End, Back End, Full Stack Devs:** Assigned issues by Team Lead/Co Lead or designate to develop design work. Uses established frameworks that meet the needs of technical specifications.

*** Note:** Any team member can transfer roles at any time. There is full support for exploring different roles for professional development. Please communicate role changes with teammates and leadership as needed.

Scope

What's in scope

Describe what definitely needs to be worked on and why.

Identifying and characterizing Orcasound personae via appropriate research.

What might be in scope

Often, there are those 'maybe areas and topics' — list them and describe conditions under which they could be included (e.g. if we have time, if we find out enough evidence in user research, etc.)

Identifying and characterizing personae for organizations affiliated with Orcasound via appropriate research.

What's not in scope

Describe what the design team should not challenge (e.g. hard technical constraints, change of CMS, major design overhauls during a platform migration project, etc.)

[Note: I use this one more as a guide to understand which topics will be hard to change, which things shall be taken as project constraints, and what the business values as a status quo. However, in practice, if you make some key discoveries which could significantly help the product and you have a really strong rationale for them, everything can be challenged.]

Identifying and characterizing personae for organizations not affiliated with Orcasound via appropriate research.

Dependencies

Are there any other teams, people, technology or anything else that the success of this project is dependent on? Describe them.

Access to Orcasound ReOps program.

Risks

List risks and caveats that need to be considered.

E.g. What are the risks to the success of this project? What would happen if we don't meet the deadline?

Persona development research that asserts incorrect attributes to personae.

Deliverables

List tangible artefacts that this project is expected to deliver.

Traditional persona document deliverables.

Ways of working**Communication**

What communication tools will you use and what for? (Email vs Slack vs JIRA vs Zoom, etc.)

Slack channel: [#ux-personae](#)

Shared data

Where is the project space/folder and all the materials relevant to the project? Does everyone have access? If not, who will make sure everyone has it?

- Project folder: [Orcasound Personae](#)
- GitHub Product Repo: <https://github.com/orcasound/product>
 - o GitHub project: <https://github.com/orgs/orcasound/projects/30>

Additional notes

If there is something else, specific to this project, state it here.

UX Project Resources: Link to GitHub wiki here