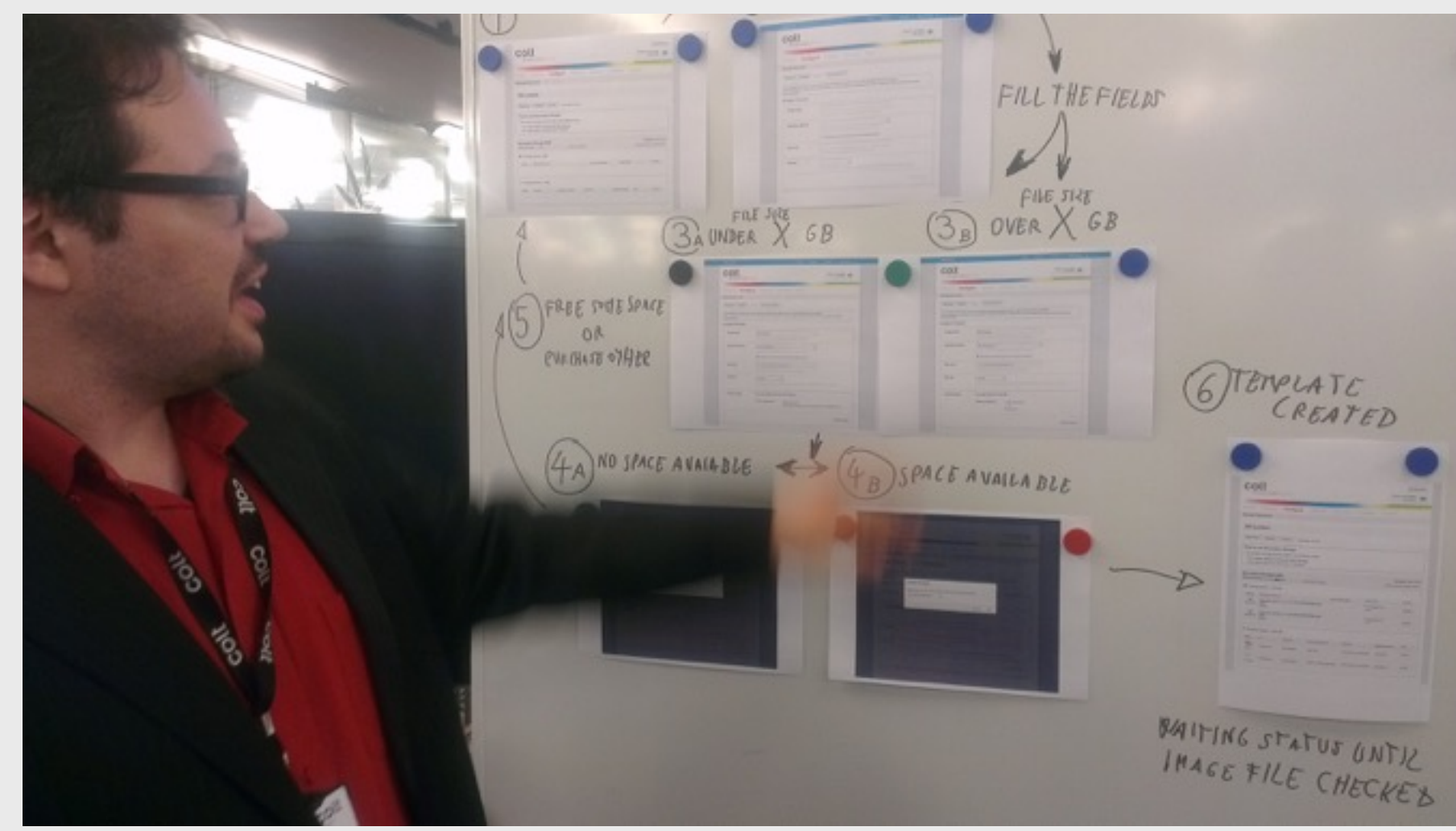
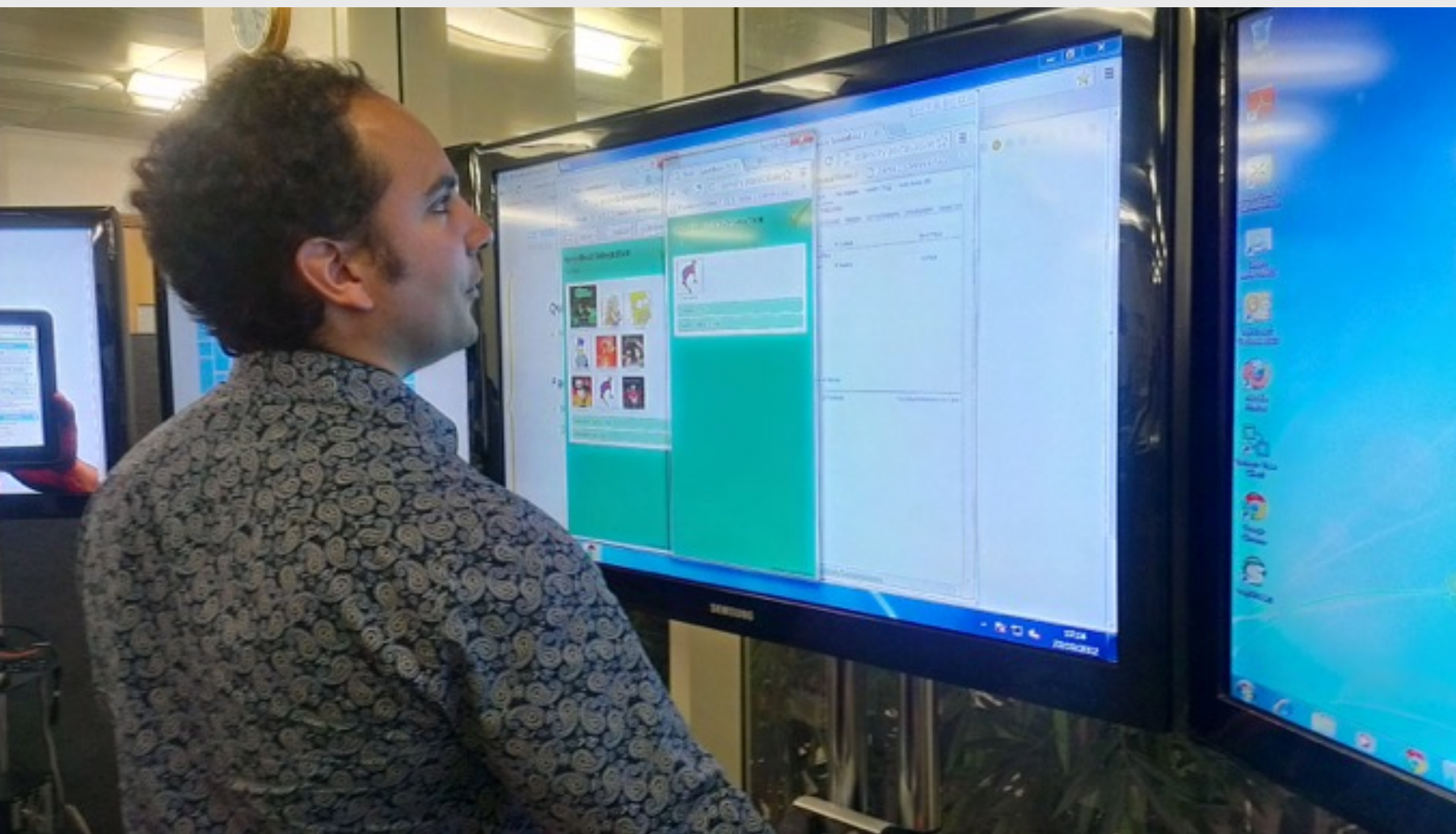


Persona Grata



SIMPLIFYING YOUR DELIVERY

The People



The Product



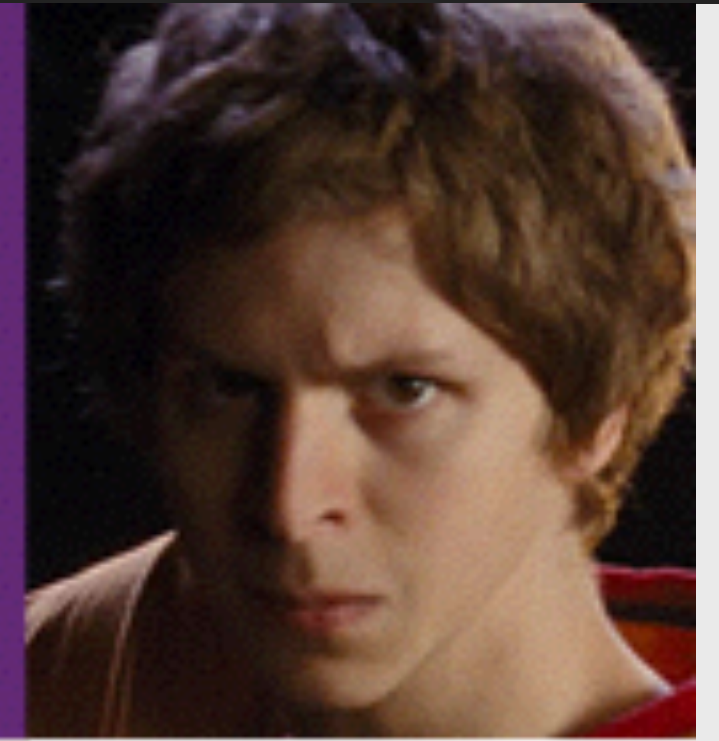
Colt rated as leader for IaaS offering by both IDC and Experton

We were working in a
very technical domain
and it was
CONFUSING!

“A persona is a user archetype you can use to help guide decisions about product, features, navigation, interactions and even visual design.”

WWW.COOPER.COM

Scott Pilgrim



“Stay Hungry, Stay Foolish!”

Personal information

Role: Rails Developer

Age: 27

Locaton: Liverpool, UK

Skills

Ruby

Fighting

Goals

Win over Ramona Flowers

colt
smarter / faster / further

EL DAP

DEAD ♦ OR ♦ A



12.000

REWA

The information delivery platform for European business

DRA

HE

colt
smarter / faster / further

JASON

DONT DEPLOY ON FRIDAY 13TH



colt
smarter / faster / further

W
DAY 13TH

HELL DAP

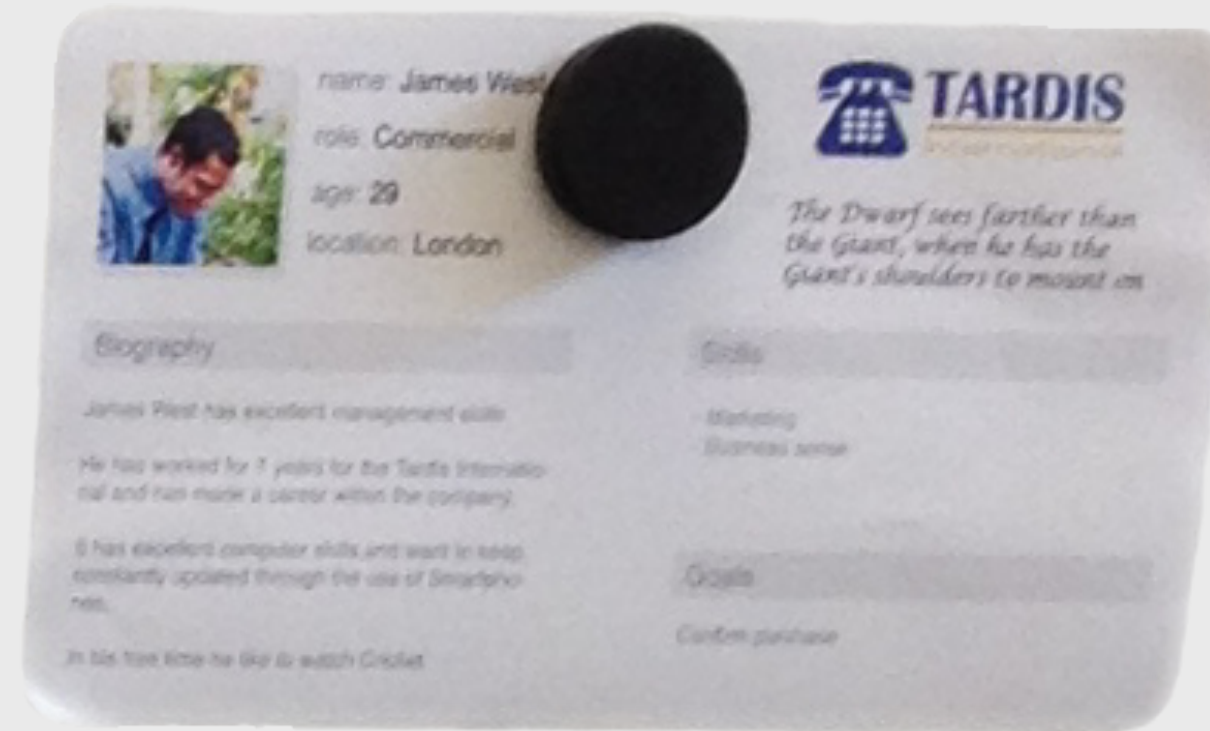


IT, OR DIE



JAMES

PROCURER



JESSICA

MANAGER



SCOTT

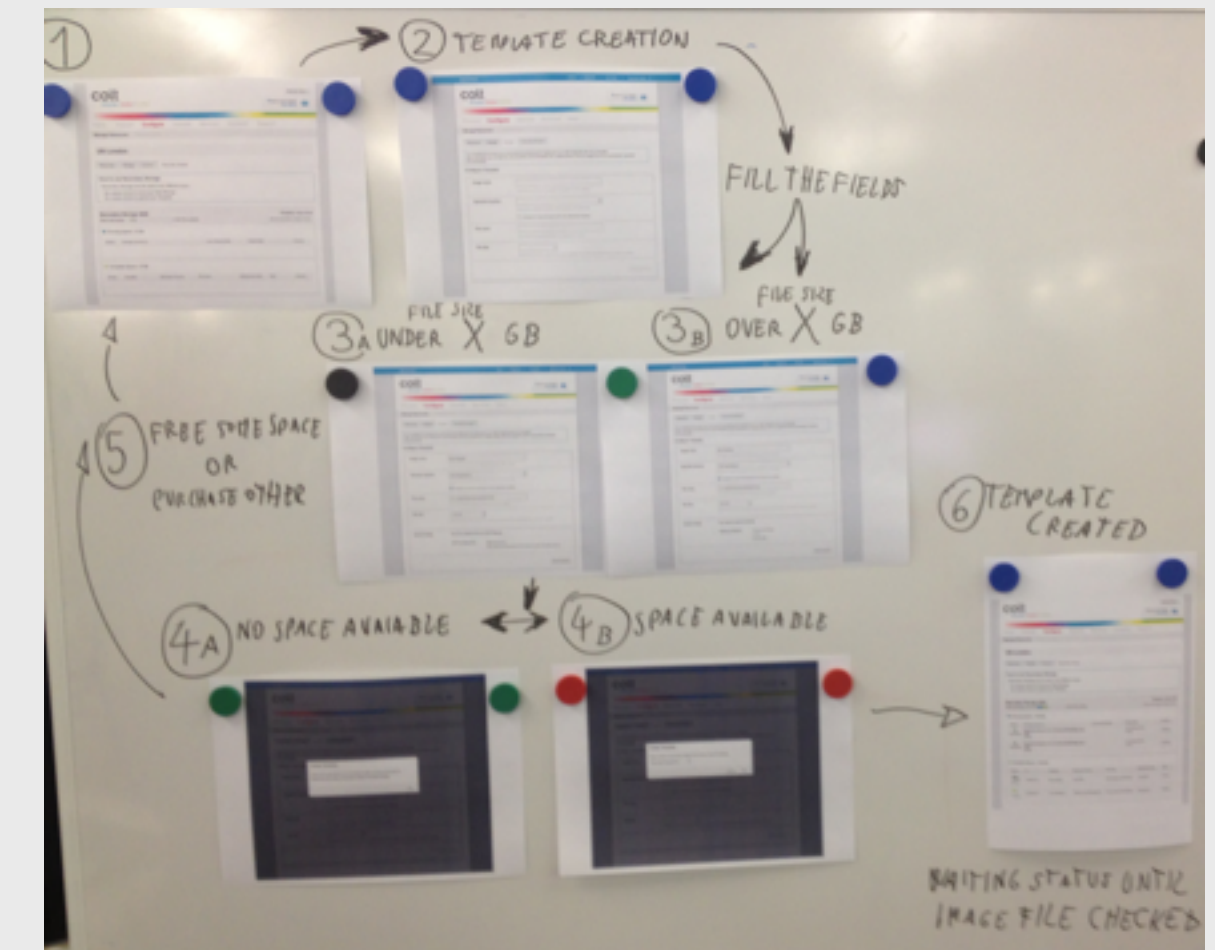
OPERATOR



JESSICA



USER JOURNEYS



PERSONA

SPECIFICATION

Feature: Jessica wants to manage assets. So that she is able to create machines and start using them.

Background:
Given James has bought a virtual machine
And James has bought a storage volume

Scenario: Creating and running a virtual machine
Given Jessica is on the Manage Resources page
When Jessica creates and runs the virtual machine
Then Jessica should see the status of the virtual machine changed to Pending

FEATURES

MANAGE VM

MANAGE STORAGE

TAGGED FOR JESSICA

STORIES

JESSICA VIEW VM

JESSICA CREATE VM

SCOTT VIEW VM

Feature: Jessica wants to manage assets. So that she is able to create machines and start using them.

Background:

Given James has bought a virtual machine

And James has bought a storage volume

Scenario: Creating and running a virtual machine

Given Jessica is on the Manage Resources page

When Jessica creates and runs the virtual machine

Then Jessica should see the status of the virtual machine changed to Pending

```
PERSONAS.each do |personal
```

```
  Given /^#{persona} is on the Manage Resources page$/ do
    persona.goto_page "assetList"
  end
```

```
  Given /^#{persona} has bought a (.*)$/ do |product_name|
    persona.purchase_asset PRODUCTS[product_name]
  end
```

```
  When /^#{persona} creates and runs the (.*)$/ do |product_name|
    persona.create_and_run_asset PRODUCTS[product_name]
  end
```

```
  Then /^#{persona} should see the status of the (.*) changed to (.*)$/ do |product_name, status|
    raise "Error: No virtual machine with status: #{status} " if persona.assets(status, PRODUCTS[product_name]).empty?
  end
```

```
Persona.new(
  :name => "James",
  :surname => "West",
  :company => "Tardis",
  :role => "Admin",
  :job => "lawyer",
  :language => "United Kingdom (English)"
),
Persona.new(
  :name => "Jessica",
  :surname => "Gordon",
  :company => "Int&Int",
  :role => "User",
  :job => "Project manager",
  :language => "United Kingdom (English)"
),
Persona.new(
  :name => "Jason",
  :surname => "El Dap",
  :company => "Int&Int",
  :role => "Admin",
  :job => "Project manager",
  :language => "United Kingdom (English)"
)
```

We thought we
were done



“YOU WILL DEPLOY TO STAGING”

Dev **And** Ops

Leon

Developer Operator



"I built all of this"

Personal information

Role: Developer

Age: 30

Locaton: London, UK

Skills

Personas

Ruby

Automated testing

Goals

To create awesome software

Chetan



"I know what I'm doing"

Personal information

Role: System Administrator

Age: 25

Locaton: London, UK

Skills

All things Unix

Problem solve under pressure

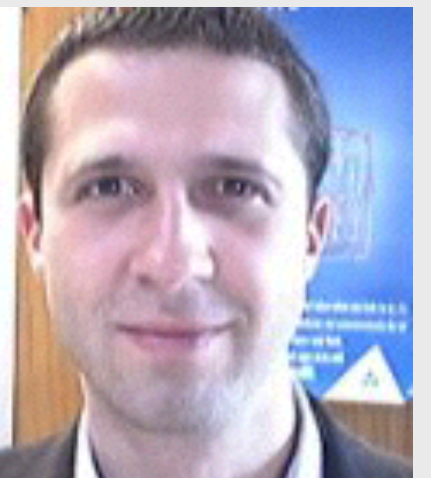
Goals

Ensure infrastructure is up and running

Deploy software and patches

Franck

Production Operator



"I have to fix everyones mistakes"

Personal information

Role: Support Engineer

Age: 32

Locaton: Barcelona, Spain

Skills

All things Unix

Troubleshooting system & network problems

Multi-lingual

Goals

Provide a single point of contact for Customers

Minimise the business impact of Incidents

Operations
“Baked-in”

Our Customers
were not using
many of our
Features

How can we switch this on?

The whiteboard contains several screenshots of a 'colt' web interface and handwritten annotations. The annotations are as follows:

- At the top right, an arrow points to the text "FILL THE FIELDS".
- Below that, two arrows point to "3A UNDER X GB" and "3B OVER X GB".
- On the left side, a note says "5 FREE SOME SPACE OR PURCHASE OTHER".
- At the bottom left, a note says "4A NO SPACE AVAILBLE" with a double-headed arrow pointing to "4B SPACE AVAILBLE".
- On the right side, a note says "6 TEMPLATE CREATED".
- At the bottom right, a note says "WAITING STATUS UNTIL IMAGE FILE CHECKED".

The screenshots show various stages of a file upload process, including error messages and status updates.

Remember
Guerrilla HCI?

We were missing
opportunities

Another “Learning Opportunity”



**RUBEN WANTED
COMPLEX
SOLUTIONS**

**MARK
DEMOED**

**JOHNNY
DESIGNED &
SOLD**

**STUART
CONFIGURED**

What's Next?