Nicholas Wong

# Advisor.

Building people, products and markets.

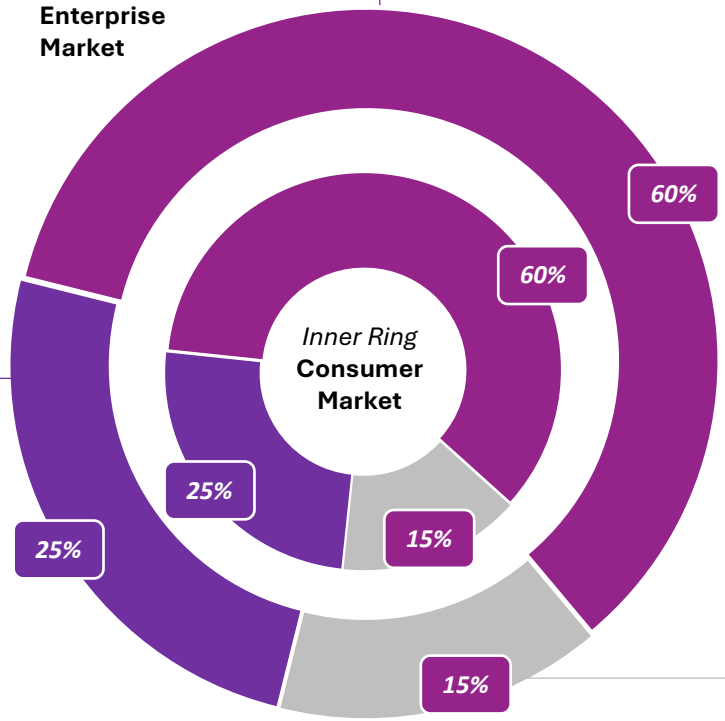
## User Stories

EXAMPLE PORTFOLIO

1 HOW I CAN HELP YOU

Identify and quantify 5-7 personas, dive into the top 3.

# Our Target Personas (Share).




**Y Learner**

Enterprise Market

The X Institution

Direct-to-Consumer

The Y teacher

**X Evangelist**

Enterprise Market

The X department

Direct-to-Consumer

The Y surveyor

**X Professional**

Enterprise Market

The X Service Centre

Direct-to-Consumer

The Y Professional

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2 HOW I CAN HELP YOU

Get specific on the user story and benefits.

# User Profiles, stories and benefits.

| | Targeted Personas | User Story | Benefits accrued |
|---|---|---|---|
| 1 X Evangelist | Enterprise Market: The X Department<br>Direct-to-Consumer: The Y Surveyor | User Story: "As a [X] when I assess [Y], I need a [Z] service that ensures [A] and [B] so that I can [C]." | [Time saving with] [Cost saving for] |
| 2 Y Learner | Enterprise Market: The X Institution<br>Direct-to-Consumer: The Y Teacher | User Story: "As an [X] when I or my students [Y], we require a [Z] service that is [A] thereby helping me [C] and drive [D]" | [Sales increase with] [Cost saving for] |
| 3 X Professional | Enterprise Market: The X Service Centre<br>Direct-to-Consumer: The Y Professional | User Story: "As a [X] when I [Y] with [Z], I need a [Z] that [A], [C] and does so [C] ensuring I save [D]." | [Quality increase with] [Time saving with] |

3 HOW I CAN HELP YOU

Build a set of governing product values reflecting jobs to be done.

# Our Product Values...

| Product Values | [X] Tools | [Y] Training | [Z] Monitoring |
|---|---|---|---|
| 1 | Performance measurement<br>Detailed [XYZ] | 3 Engaging progression<br>Gamified [XYZ] | 5 Near and long-term programs<br>Tailored [XYZ] |
| 2 | Real world application<br>Immersive [XYZ] | 4 Individual or enterprise<br>Self-directed [XYZ] | 6 Interface for coach / clinician<br>Detailed [XYZ] |