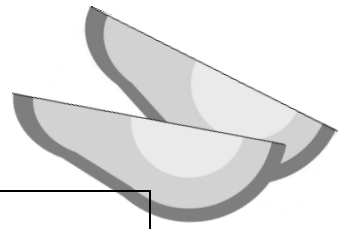
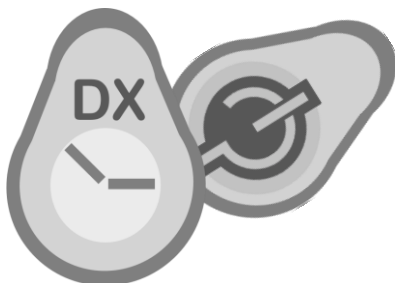
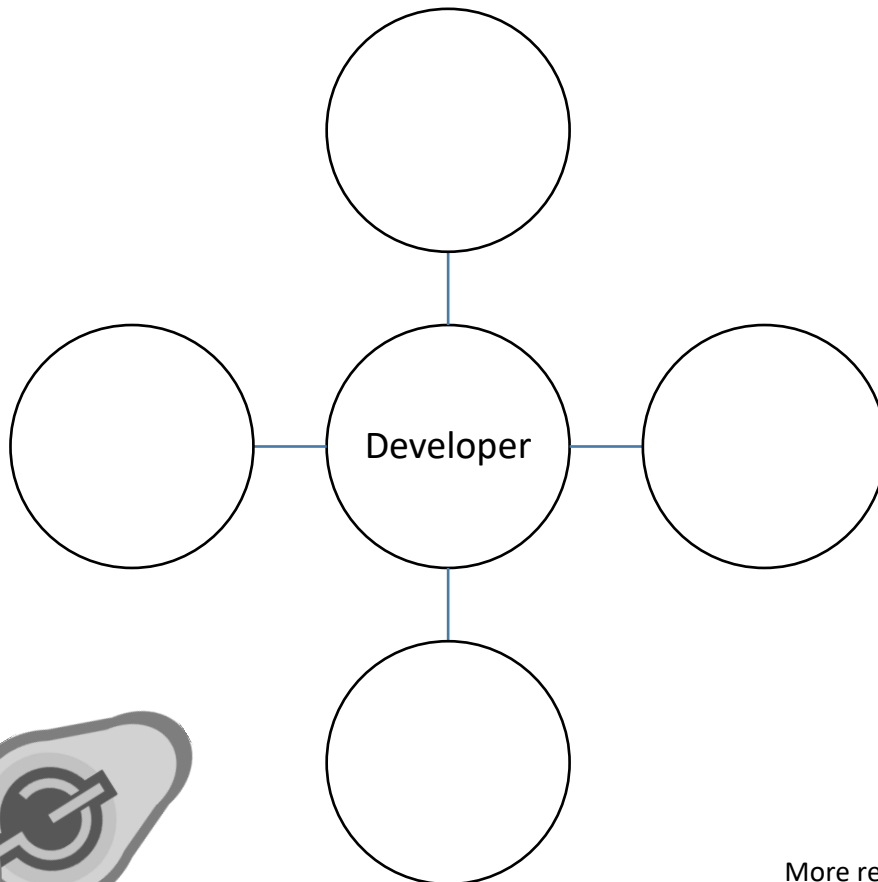


# Developer Persona Template

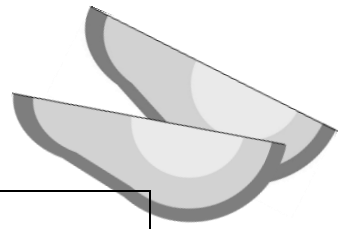



<b>Name:</b> _____ Developer	<b>Demographics</b>
<b>Behaviors</b>	<b>Needs / Goals</b>

## DX Allies in Your Network




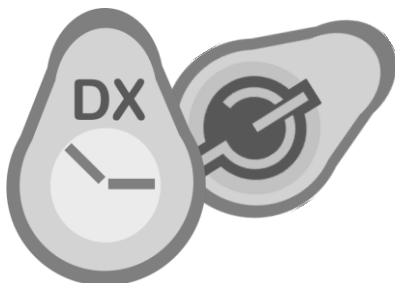
## Sample Developer Persona



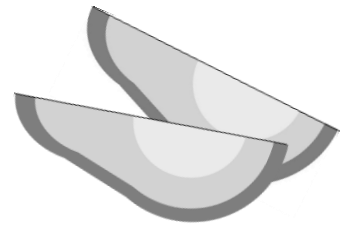
<p><b>Name:</b> Debbie Developer</p> 	<p><b>Demographics</b>          Individual contributor developer          Feels excitement &amp; frustration          Likes learning innovative technology          Dislikes bug fixing          “Ship it!”</p>
<p><b>Behaviors</b>          Write code          Pull request review          Collaboration across shared codebases          System administration</p>	<p><b>Needs / Goals</b>          Enabled with what they need to move quickly          Increase our development velocity          Easier integration</p>

## Sample Product Persona

<p><b>Name:</b> Pat Product</p> 	<p><b>Demographics</b>          Feels curiosity &amp; determination          Likes solving problems          Dislikes being blocked during implementation          May be called business analyst?          “Show me the data!”</p>
<p><b>Behaviors</b>          Prioritize work          Describe business value          Explore the market          Understand the user          Advocate for change          Speaks the language of the business</p>	<p><b>Needs / Goals</b>          Ship the right product to customers          Deliver value with better outcomes          Solution needs to match problem</p>



# Communication Plan



## 1. Define the purpose of your message

Who is your audience?

What information do you need to communicate? About a particular work item?

Why do you need to communicate this information?

## 2. Consider potential barriers

Potential barriers based on your partner's job/team role?

How would your communication be different to a different job/team role?

Possible misinterpretation?

## 3. Deliver your message

How are you going to deliver this message?

What are you going to include?

## 4. Check for understanding

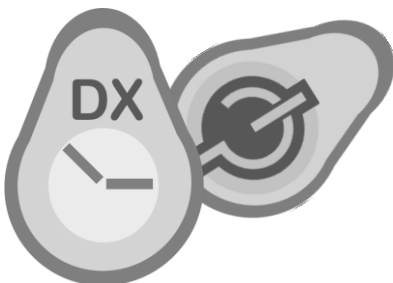
Get feedback & walk through partner's understanding

Tune message

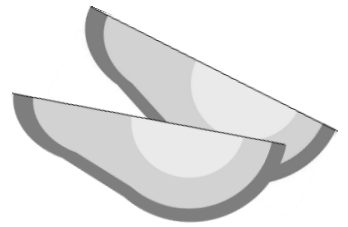
Deliver message again

Adapted from Belinda & JT's Why QA & Dev need each other and how to cultivate this culture where you work

<https://www.meetup.com/Ministry-of-Testing-Atlanta/events/257885275/>



# How to Talk to Product Managers



## Making Your Business Case

As a Developer user

My biggest problem is \_\_\_\_\_ (Pain Point)

and I want to \_\_\_\_\_ about it (Proposed Solution)

The value of doing this is \_\_\_\_\_ (Why)

This helps us accomplish our goals by \_\_\_\_\_  
(Outcomes)

Words I'll use to make my case are \_\_\_\_\_ (Common Language)

What are some key words that get a product manager's attention?

- risk
- problem (statement)
- value
- outcomes
- alignment
- flow / delivery
- feature
- capability
- metrics
- blockers
- solution (statement)

Instead of X, substitute Y

Developer Speak	Product Manager Speak

