

Coordinating Personas

Understanding the Worldwide
Customers



VEGACONSULTING

Coordinating Personas: Understanding the Worldwide Customers



Driving multiple simultaneous planning processes to inform development of a winning service.

THE CHALLENGE

Vega was asked to provide a senior project and program management expert to carry out work supporting the product planning of a major online business service. The client was in the beginning phases of improving the existing offering and requested support in coordinating the overall process as well as coordinating the deliverables and efficacy of numerous other vendors. Ultimately, the requested focus on this project was to assist in the:

- Creation of worldwide customer personas
- Determination of core user scenarios
- Determination of the optimal offer structures for the target business segments

THE PROCESS

Vega sent a seasoned project manager to coordinate with numerous vendors to create worldwide customer personas for the online service offering. The consultant helped establish the user scenarios that apply to both small businesses and associations and determine the optimal offer structures to serve those customers and scenarios. The consultant eventually assumed a more direct leadership role in the process and assisted in researching and brainstorming to support the vNext product plan – including driving a value proposition study.

VEGA DELIVERS

Vega's consultant drove the completion of the persona study support, analysis of Nielsen media consumption data, and summary of results compiled from a desktop tracker that tracked other application usage. In establishing the go forward value proposition, multiple scenarios were completed and prioritized. In recognition of the comprehensive value-add, the consultant was asked to extend the contract for an additional 6 months to assist in the continued project management of refining the research and evolving product planning process.

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