BUS5AP – Business Application of Analytics
Assignment 02: 'Kanban This' - Personas, User Stories and Acceptance Criteria
Assignment Type: Individual
Marks: 40%
Release Date: Wednesday, 06 September 2023
Due Date: Friday, 06 October 2023 23:55 (AEDT) – submission link on LMS

'Kanban This' - Personas, User Stories and Acceptance Criteria

NOMAD has accepted your business case and has asked you to commence the user-centric design and analysis starting with the creation of personas and user stories, drawing on the needs of an analytics platform. To ensure that you demonstrate a sound understanding of the user stories you must also build out acceptance criteria. You must present the outcomes of this stage to the management team at NOMAD using a Kanban board, where you may leverage MIRO as your tool of choice

Stakeholders:
1. NOMAD Investors
2. CEO
3. Chief Data Officer
4. Chief Marketing Officer
5. Head of Car Maintenance
6. Car Rental Customer – Wedding Hire
7. Car Rental Customer – Long Term Hire
8. Car Rental Customer – Short Term Hire
9. Insurance Companies (who insure NOMAD's customers and vehicles)
10. Banks (that loan NOMAD the money to purchase vehicle stock)

The tasks include, but are not limited to,
- Create 1 Persona and 2 User Stories for each stakeholder (i.e. 10 Personas and 20 User Stories). The "Organisation Profile" document contains the profiles of five stakeholders, you may use this as a guideline, in combination with external sources and common knowledge, to develop an understanding of all ten stakeholders.
- Develop 1 Acceptance Criterion for each User Story
- Create a free account on MIRO.
- Use MIRO to build out a Kanban board that materialises this exercise of creating Personas, User Stories and Acceptance Criterion.
- Rationalise the configuration/naming of columns on the board, as well as the categorisation of the cards on the board.
- Using the MIRO board (and MS PowerPoint if desired), you must present the findings and output of this phase to the NOMAD management team. This takes the form of a 10–15-minute video recording of the following. Briefly introduce Kanban and MIRO, followed by how the board is organised for this business case, and then the actual content, stakeholders, personas, user stories and their importance in relation to the analytics solution, and the acceptance criterion. Conclude with a summary of work completed thus far and next steps of the project.

Assignment Deliverables:
1. A 10-15 video recording as explicated above (step-by-step guide to Zoom screen recording here)
2. A shareable link to the MIRO board that you have created.
3. An optional two-page report that documents any other information that may support the assessment.

Criteria	Pass (P)	Credit (C)	Distinction (B)	High Distinction (A)
Personas and User Stories 25 marks	Minimal effort towards developing realistic, relevant and practical personas and user stories	Basic effort towards developing realistic, relevant and practical personas and user stories	Good effort towards developing realistic, relevant and practical personas and user stories	Excellent effort where personas and user stories are realistic, relevant, practical, as well as comprehensive and creative.
Acceptance Criterion 10 marks	Minimal acceptance criterion that aligns with stories	Basic acceptance criterion that aligns with stories	Good coverage of acceptance criterion that aligns with stories	Excellent acceptance criterion that aligns and validates stories
Structure and Presentation of the MIRO Board 5 marks	Minimal use of MIRO features, simple structure, and sparse presentation	Basic use of MIRO features, good structure and presentation	Relevant use of MIRO features, practical structure and presentation	Excellent use of MIRO features, an engaging structure and presentation with emphasis and synthesis of all content