

**SEPG North America 2011 Personas**

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| 1. Amy    | Appraisal Team Member/Lead Appraiser  | <p>"I'm supposed to be on our company's appraisal team, but the appraisal is months away. I've been to the three-day CMMI class and I know we're supposed to get appraisal training, but I want to get a head start on what evidence to expect, how to evaluate it, and how to help our organization know whether or not we have the right evidence."</p> <p>"I'm hoping to share and learn appraisal techniques that are still compliant with the MDD, that meet my mantra of 'show me your data,' but are more amenable to the need to be fiscally and environmentally responsible and also more collaborative."</p>  |
| 2. Cecil  | CIO/Management/Sponsor  | <p>"I would like my teams to create flawless software so they can spend more time innovating and less time in defect removal. And I don't like the drama of software releases. I want smooth releases that are of high quality and on time."</p> <p>"I've made reaching CMMI level X a priority for my organization. I believe it will give us a competitive advantage both from an internal rate of return and cost-lowering perspective as well as from the clout of having the rating."</p>  |
| 3. Howard | High Maturity Practices Implementer/Statistician/Six Sigma                    | <p>"Our organization is working toward process optimization with CMMI high maturity practices. I'm looking for examples and other practical advice from the SEI and from others who have done it already."</p> <p>"What am I going to be doing to help our organization get to high maturity? When do I get involved? What guidance should I provide to my company?"</p> <p>"I'd like to see what the SEI is doing to help Six Sigma and other SEI products work better together. I can see the relationship between CMMI maturity levels 4 and 5 to Six Sigma, but are they completely interchangeable?"</p>   |
| 4. Ian    | In-House SME/Specialist (QA, CM, Metrics, Requirements, Training, Testing...) | <p>"I hate being thought of as the 'process police.' How do I make it so that my role adds value, isn't just about compliance, and minimizes the audit effort while maximizes the impact/benefit of the outcome of doing the audits?"</p> <p>"People keep saying that poorly understood requirements are the most common reason for project failure. What can I do to improve the requirements I develop? It seems like a communication issue; how can I fix that?"</p> <p>"Context, relevance, and unobtrusiveness are my keywords for this job. I'm keen on learning new and interesting measures that can get to the heart of our work with less complicated and time-consuming mechanisms. I always ask myself, what decision is this metric helping us make?"</p> <p>"I want to make it nearly impossible for the wrong product to get</p> |

		<p>shipped. I want clear identification of what everything is, where it is, what it belongs to, etc. And, I want it totally stealth."</p> <p>"People keep saying that poorly understood requirements are the most common reason for project failure. What can I do to improve the requirements I develop? It seems like a communication issue; how can I fix that?"</p>
5. Mali	Multi-Model/Other Frameworks	<p>"We're not just a development shop, how do we use the appropriate processes across CMMI models?"</p> <p>"How do we implement a multi-mode, framework, standard approach (i.e. CMMI and Agile, CMMI and ISO, CMMI and Malcolm Baldrige, CMMI and People CMM)?"</p> <p>"What are the benefits and lessons learned from combining maturity models, frameworks, and standard approaches? What synergies exist between models, frameworks, and standard approaches?"</p> <p>"We follow agile development practices, and now we've got to implement CMMI. Help!"</p> <p>"I'd like to better understand TSP practices so I can coach my team mates and help us to be more autonomous."</p>
6. Nelson	Newbie	<p>"I've been asked to learn what the SEI has to offer us for process stuff. We've heard a lot about CMMI, but we're not sure what it is and whether it's the right thing for us. How do CMMI and other SEI products compare to other 'quality standards' out there?"</p>
7. Pablo	Process Consultant/SEPG Lead/Jack-of-all-trades	<p>"I make a living helping organizations put together and execute process improvement efforts. I'm looking for ideas on how to be more effective. I'm also looking to network and make some contacts and, better yet, leads."</p> <p>"I work in a place where I'm expected to make process happen. I know better. I can't make it happen without proper support and sponsorship. Help!"</p> <p>"I've been involved with process stuff for a long time and I'd really like to learn some new things, validate my ideas, and hear from the 'masters' in the field."</p> <p>"I've been in process improvement for nearly 30 years. Remember 'quality circles?' I've seen and learned a lot and am hoping SEI's stuff can help bring it to life."</p>
8. Silvia	Service Manage/Lead/Team Member	<p>"It's not easy running a service and trying to get it to run better at the same time. That's what I'm expected to do while trying to keep customers happy, staff motivated, and the company in positive revenue. I could really use some ideas for making it possible for our service organization to be self-correcting. I'm also wondering about the concept of a 'project' in a services organization."</p>
9. Tran	Team Lead/Project Lead	<p>"I really need to dive into the technical practices of process improvement so I can coach my team in the best way to get things done."</p> <p>"What process improvement practices are available to specifically</p>

help me manage projects?"