Dashboard / … / Old Stuff

III - Personas

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Buyer Persona: CEO

Title	CEO / President of small to medium business
	CEO / President of Elavon MSP partner
Role in Decision Making	Ultimate decision maker Typically sole decision maker May have investors I need to answer to
Personal Background	Gender: predominantly male Age: 45-65? Education: BS minimum, advanced degree common Often has industry background, knows payments business/lingo intimately High degree of business + technical savvy; very passionate
Priority Issues/Concerns	Achieving revenue goals KTLO (keep the lights on) Running the business; payments is an ancillary element of my larger service offering Time to market for my new solutions Other?
My expectations for a developer portal	Reports that help me clearly respond to my customer's unique data requirements, whether it's a single merchant location, or the hierarchy summary reports 1-2 levels up Transparent pricing – clarity on interchange, hardware, etc Other?
Key metrics on which I'm evaluated	Company profitability
Go to resources I rely on for information	
Business Descriptors	Highly vertically specialized small staff, 10 or fewer Non-exclusive relationship with Elavon (and other acquirers)

Buyer Persona: Project Manager

Title	Project Manager
Role in Decision Making	Not a key decision maker; typically engaged post purchase Typically engaged during the project definition stage The smaller the company, the larger the influence Can articulate concerns and stop a project once underway
Personal Background	Gender: 50-50 male/female balance Age: 30-55? Education: BS minimum, often technical background, PMP certification common Commonly start in analytics or certification role
Priority Issues/Concerns	Spec-ing out time and scope of project quickly and accurately Need transparency into how entire project is going Other?
My expectations for a developer portal	Ease of integration Easy to track, along with progress in context of larger projects (ie, their POS system or other) A dashboard that can be segmented into smaller sub-projects Integration to Microsoft Project could be a big win Dashboard that can consolidate multiple data points into a collective status update Other?
Key metrics on which I'm evaluated	Project is completed on time Project is delivered on / under budget
Go to resources I rely on for information	Industry vertical publications
Business Descriptors	IT management (in smaller companies) Accounting and IT are my key stakeholders

Buyer Persona: Development Manager/IT Manager

Title	Development manager IT Manager
Role in Decision Making	Heavy influencer The smaller the company, the larger the influence

Personal Background	Age: 30-55? Education: BS minimum, often technical background
Priority Issues/Concerns	All card brands / versatility Security (1 of ?) Reporting capabilities Project progression/workflow Keeping staff trained and current
My expectations for a developer portal	Easily searchable code samples Ability to run test transactions I know what your competitors do, how do you compare? Other?
Key metrics on which I'm evaluated	Time to develop/deliver Post implementation management expenses
Go to resources I rely on for information	Peers Trade Publications Senior Developers
Reports to	CTO CEO President?

Buyer Persona: Developer

Title	Lead developer
Role in Decision Making	Not typically an influencer The smaller the company, the larger the influence
Personal Background	Age: 25-50? Education: BS minimum, often technical background
Priority Issues/Concerns	Ease of experience
My expectations for a developer portal	Easily searchable code samples Ability to run test transactions
Key metrics on which I'm evaluated	
Go to resources I rely on for information	Mobile technology
Reports to	Developer Manager IT Manager

Buyer Persona: Certification Analyst

Title	QA
Role in Decision Making	Not typically an influencer The smaller the company, the larger the influence Responsible for delivering or stopping project due to overall quality
Personal Background	Age: 25-50? Education: BS minimum, often technical background
Priority Issues/Concerns	When will this hit my desk? How time consuming is it? Other?
My expectations for a developer portal	Easily searchable code samples Ability to run test transactions Minor user of Dev Portal, but SIGNIFICANT user of Test & Certification environment Other?
Key metrics on which I'm evaluated	Time to run and analyze scripts # of defects make it to field (based on complexity of system)
Go to resources I rely on for information	Developer Host (Acquirer) PA-DSS compliance
Reports to	Developer Manager IT Manager

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