

GOVERNED TEMPLATE RENDERING REFERENCE: PERSONA PROFILES DEFAULT V2 (DRAFT)

definition c5bee645...b118

PERSONA PROFILES · PROJECT ARTIFACT

SPECIRA

Persona Profiles: Dispatch Modernization

Meridian Field Services: instructional example, not project evidence

DRAFT · WATERMARK POLICY: DRAFT_ONLY

template persona_profiles v2 · pack: specira_default_delivery

elaborates the PRD roster; one persona_id namespace

§1 Primary Personas

mandatory

1 decision

1 evidence rule

validators: personas_resolve_to_prd_roster_by_id · claims_evidenced_or_provisional_marked · one_primary_persona_per_named_interface

Elaboration, not invention: the roster and primary designations come from the PRD by id. Every claim is cited or visibly marked provisional; the tier badge never overstates the method. Behavioral variables drive the profile; demographics get one line.

PER-001 Dana, dispatcher **qualitative tier**

roster: PRD target users^[1] evidence: 6 interviews, 3 hubs + 2 floor observations, June 2026

owner: D. Kaur review: Oct 2026 **primary for: dispatch board**

JOB TO BE DONE (INHERITED)

Assign the right technician fast enough that the customer stays on the line.

BEHAVIORAL VARIABLES

Dispatch volume: high (40 to 60 jobs a shift) · tool-switching tolerance: exhausted (three systems today) · trust in automation:

CONDITIONAL

(accepts suggestions she can verify, rejects black boxes), the variable behind the reasons requirement (FR-011^[3]). Demographics, one line: hub-based, day shifts.

CONTEXT OF USE: WHERE THE DESIGN CONSTRAINTS LIVE

Two monitors and a radio console. Interruptions every 2 to 4 minutes (calls, radio, walk-ups); the phone stays in the drawer on shift. Today's tools: legacy scheduler, radio, whiteboard,

paper log. Coordinates with technicians by radio, the operations manager on exceptions, intake on incomplete jobs.

VOICE: VERBATIM, ATTRIBUTED

"If I can't see why it picked him, I'm not sending him" (interview 3) · "Just tell me the position is old. Don't guess for me" (interview 2).

SCENARIO: THE TEST FLIGHT

7:05 a.m., Toronto hub: two crews short, a gas-leak priority call arrives. Dana has the caller on hold, the radio open, the legacy screen mid-refresh. She assigns in under a minute or loses the window.

PER-003

Marcus, technician

qualitative tier

evidence: 4 ride-alongs, June 2026 owner: D. Kaur review: Oct 2026

primary for: mobile day view

JOB TO BE DONE (INHERITED)

Know the next job and confirm it without stopping work.

BEHAVIORAL VARIABLES

Phone access: gloved, outdoors, one-handed between tasks · connectivity: intermittent (basements, rural edges) · interruption tolerance:

ZERO ON A LIVE GAS JOB

. These variables are why the day view is one-tap, one-column, offline-aware (offline-empty state^[5]).

CONTEXT OF USE

A mid-tier company phone, bright sunlight, work gloves. Today's tools: radio plus a paper day sheet.

SCENARIO: THE TEST FLIGHT

10:40 a.m., wrapping a meter swap: the phone buzzes once. Marcus reads the next job in the ten seconds while walking to the van, confirms with one gloved tap, and drives.

VOICE

"If it takes two hands, it waits until lunch" (ride-along 2).

PROVISIONAL CLAIM, MARKED

⚠ provisional "Marcus checks his phone between jobs, not during", inferred from two ride-alongs; validation planned in pilot week one (§4). Assumptions shared as assumptions, never blended into research.

DECISION · PRIMARY DESIGNATIONS

One primary per interface (Dana for the board, Marcus for the day view); inherited from the PRD, extended per interface here; enforced per screen by the screen inventory^[5].

§2 Secondary Personas & Exclusions

mandatory

2 decisions

1 evidence rule

validator: excluded_roles_named_with_reason

Persona	Tier	Accommodated (not optimized)	Distinguished from primary by
PER-002 Priya, operations manager	qualitative (interviews 7, 8)	Board read access, exception reviews	Cadence: weekly review versus minute-scale dispatch, with one bounded exception (below)

THE EXCEPTION THAT PROVES THE VARIABLE, AND HOW IT WAS FOUND

A split-crew escalation puts Priya on the clock for a *single* approval step, minutes wide, while two jobs wait (interviews 7, 8). That does not make her a dispatcher (the exception is rare and she owns one step, not the flow), so she stays secondary and stays a read-only layer on the dispatch journey. It does mean her stages genuinely diverge in that one scenario, which is why an approval journey exists for it and only it ([JM-08](#), [JM-09](#)^[7]). Her routine review keeps its weekly cadence and is not a journey at all; she enters it wherever she left off.

Recorded because a journey found it: mapping the escalation surfaced a duty two interviews had already described and this profile had flattened away. The profile owns the persona; the evidence for it can arrive from a sibling artifact.

Excluded with reason: warehouse staff (no dispatch interaction); field subcontractors (out of pilot scope, [PRD scope](#)^[1]).

§3 Pains, Goals & Success Signals

mandatory

1 decision

1 evidence rule

validators: pains_ranked_not_flat · pains_paired_with_goals_and_signals

Ranked, paired, cited: pain, resolving goal, carrying feature, observable signal. A flat uncited pain list is decoration.

#	Pain (evidence)	Resolving goal	Carried by	Signal it shrank
1	Juggling three systems mid-call (all six interviews)	One board carries the whole flow	the dispatch board ^[1]	Assignment completed without leaving one screen
2	No live technician positions (five of six interviews)	Trustworthy proximity	Position feed with staleness flags (degradation ^[3])	Proximity used in most assignments; override rate stable

#	Pain (evidence)	Resolving goal	Carried by	Signal it shrank
3	Defending assignment choices after the fact (three of six; the union context, constraints ^[2])	Recorded reasons	Reason codes and the override log (US-3 ^[4])	Disputes resolved from the log without escalation

DECISION · RANKING

The design serves pain 1 first; agreed with A. Reyes, July 8, 2026.

§4 Open Questions

mandatory 1 decision

Question	Owner	Answer by	Blocks
Validate the provisional phone-use claim for Marcus during pilot week one	D. Kaur	Oct 9, 2026	The day-view notification cadence only (mobile day view ^[3])

No question blocks a primary designation.

Refs References & Package Contents

In this export package

- package [1] Product Requirements Document: target users (the roster), scope ./prd-dispatch-modernization.docx
- package [2] Business Requirements Document: union constraints ./brd-dispatch-modernization.docx
- package [3] Functional spec: FR-011, degradation, mobile day view ./frd-recommendation-rules.docx

In the Specira workspace

- specira [4] Story set: US-3 override with reason code app.specira.ai/projects/dispatch-modernization/artifacts/user-stories
- specira [5] Screen inventory: per-screen primary persona (the enforcement point) app.specira.ai/projects/dispatch-modernization/artifacts/screen-inventory

specira [6] Discovery sessions 2 and 3: interviews and floor observations, June 2026
app.specira.ai/projects/dispatch-modernization/discovery/sessions

specira [7] Journey maps: JM-08/09, Priya's exception approval (the scenario where her stages diverge) app.specira.ai/projects/dispatch-modernization/artifacts/journey-maps

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