ATLASSIAN



Getting Savvy

Refreshing a long-standing customer archetype



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Agenda



Role of archetypes



Why champions matter



Shifting to the Savvy
Operator

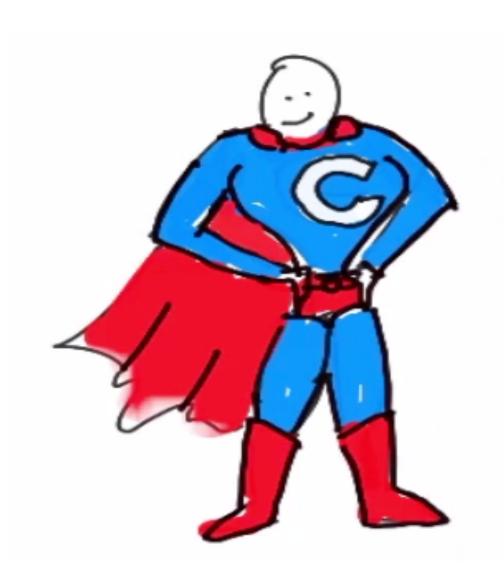


Takeaways

When done well, archetypes help teams empathize with customers, understand their problems, and design solutions that meet user needs.

BUT WHAT HAPPENS TO THESE REPRESENTATIONS OVER TIME?

The Champion



Referent



People

Attended events, and left feedback on our issue tracker.

Product role



Admin

Had administrative privileges in our tools.

How do people show up as champions?

Self-taught

Agile adherent and evangelist

Attends Atlassian Events

In-house expert/SME

Loyal to brand and products

Shares knowledge

Configures the tool to suit the team

Technical expert (developer)

An extreme example...



CEO | Atlassian Certified Expert /
Community Leader

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Some of you might think I'm crazy... and actually I am..! Life is much more fun with a bit of crazyness! I have Atlassian in my life and in my heart since almost 13 years now... Iira changed all my life, I think that deserve a lil lifetime souvenir

#atlassian #jira #pastandfuture #forlife #souvenir #forpurists #dedication #engagement #lilcrazyness #fresh #tattoo #fun



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Champions were important because...

Atlassian had no sales team

Customers needed to drive implementation with limited support.

Customers adopted the tool at the team level

Bottoms-up adoption challenged the existing enterprise sales model.

The tools needed an owner and ongoing support

Teams gleaned more value from the tool when they had an experienced admin to support

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Our teams built marketing and product strategy to engage the champion archetype...

Things were changing

On-premises apps replaced by SaaS

Loss of control and ownership

Tech and business coming together

Getting the tech to deliver business outcomes is the new goal

What happens to champions in a cloud world?

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What happens to champions in a cloud world?

Early signals appeared in our data.

Cloud migrations

Longitudial, diary study of cloud migration. Competitor migrations

Efforts to improve ease of use and learnability

The user experience of a configurable tool will depend to a significant extent on the configuration

Top Tasks and 360 feedback prioritization

"Configuration"

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"Configuration"



It's easy to shoot yourself in the foot, but a savvy operator [of Jira] can't be beat

What are the qualities of 'savviness'

Motivated to drive cultural and process transformation at their organisation

Experienced - knows what not to do

Focused on outcomes



A master but not necessarily a 'fan' of specific tools

Configures the tool for scale/growth

Supports but doesn't 'own' the tool

Explains the value to teams and leaders

USERS WHOM WE CALL SAVVY OPERATORS ARE INSPIRING.

THEY DEMANDED OUR ATTENTION

What we're learning

Admins are <u>still</u> needed in a Cloud world

Tools need guardians to shape them to the needs of the team continually.

Tasks outside the product matter too

Soft-skills, communication and engaging with a wide range of folks is part of the Savvy Operator skillset.

Connecting to business outcomes seperates champions and SOs

Champions

Savvy Operators

Focused on back-end systems and customization

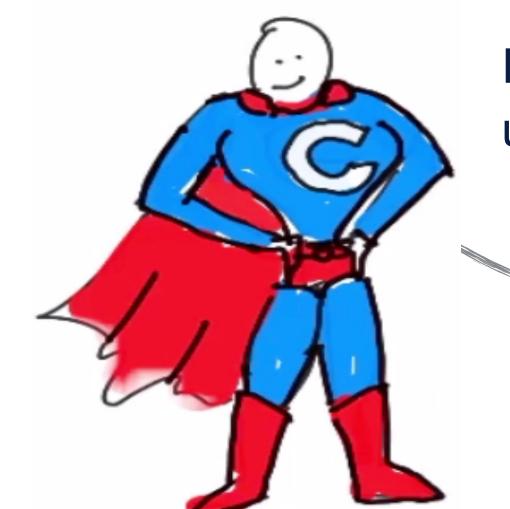
Advocate for the tools they know and love

Performance and uptime important

Advocate for teameffectiveness

Communicate with leadership

Connect tech to strategy





Next steps

Use qual and quant data to understand SOs

Build out the profile of these users.

Identify moments that matter

Establishing key points were SOs intervene to set up the tools for success.

Shift to Savvy Outcomes

Working with data science to understand the product outcomes SOs drive and sharing learning with more users.

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Working with data scientist to understand the product outcomes SOs drive and sharing learning with more users.

We evolved the champion into a data-driven behavioral archetype backed by credible mixed-methods research.

Refreshing the narrative as a team

We situate the SO within the existing understanding of the champion.

Assert continuity and strategic breaks

Guide strategy with confidence

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Takeaways



Language matters



Listen to signals across your data sets



Refresh and evolve your archetypes



Questions?



Thank you



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