





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

CONTEXT

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... 💙 Jira changed all my life, I think that deserve a lil lifetime souvenir 🇬🇧

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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
them.

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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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**Early
signals
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our data.**

Cloud migrations

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

QUOTE FROM YCOMBINATOR NEWS MAILING LIST

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 still 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 separates 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 team-effectiveness

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 where 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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OUTCOME

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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