



# Easy Agile Personas



Platinum  
Marketplace Partner



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Easy Agile Personas for Jira enables Product teams to create and store customer Personas natively in Jira. By empathising with the customers' needs and goals, a team can understand and focus on their customers.

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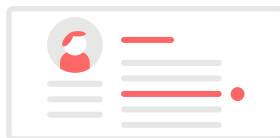
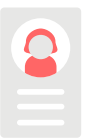
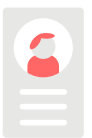
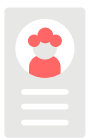
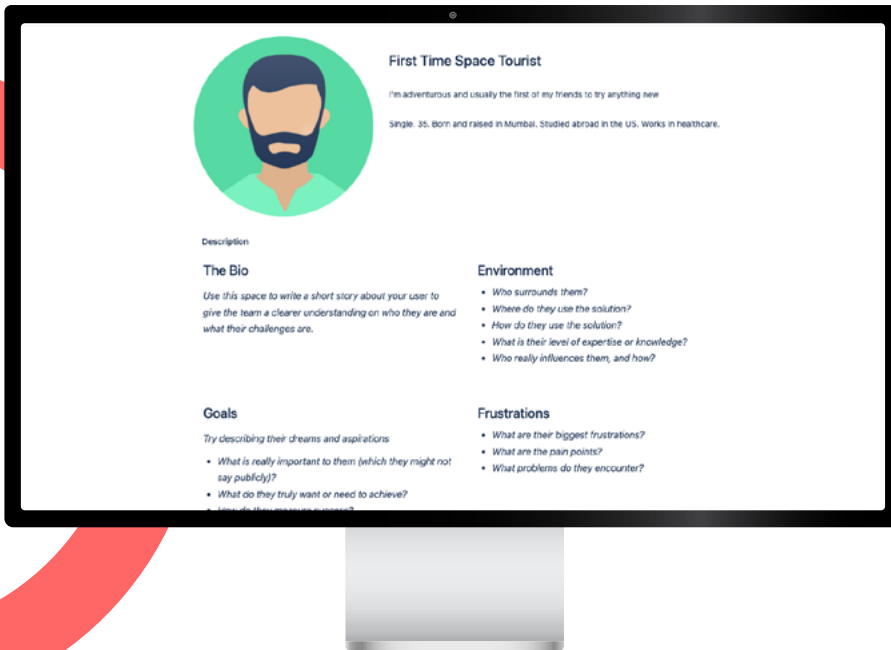
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### Communicate Customer Personas

Ensure team alignment around customer archetypes and desired functionality by capturing personas alongside the team agile board.

### Understand Customer Desires

Maintain a well groomed backlog by detailing the persona and level of importance on each user story.

### Order Backlog By Customer Value

Order the backlog by the level of importance a persona places on a given user story, so you deliver the most valuable functionality first.

### Customers using Easy Agile

