

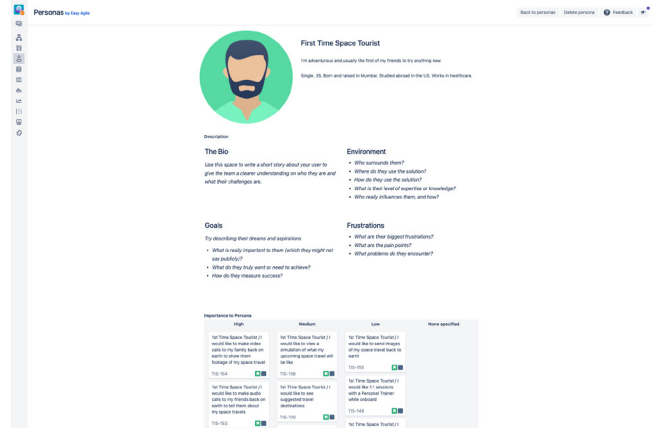
EASY AGILE PERSONAS



[SANDBOX DEMO](#) [WATCH](#) [TRY FOR FREE](#)

Keep the customer at the center of it all with Easy Agile Personas. Watch the on-demand demo [here!](#)

Try it for free today!



Stay focused on the needs and goals of your customers with Easy Agile Personas.

Create and store personas natively in Jira and keep the customer at the center of your team's work.

Aligning your team with stakeholder needs has never been easier.

Easy Agile Personas facilitates a holistic view of the customer by providing:



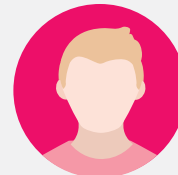
Personas stored alongside an Agile project



A Persona custom field linking Jira issues to a Persona



A visualisation of the issues important to a Persona



Platinum Marketplace Partner

EASY AGILE PERSONAS



Personas



Communicate Customer Personas

Ensure the agile team and internal stakeholders are aligned 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 level of importance and persona on each user story.

Order the Backlog by Customer Value

Order the backlog by the level of importance a persona places on a given user story, so the team focuses their attention on delivering the most valuable functionality first.

Try it for free today!

Visit us online for agile resources, product demonstrations, and to try Easy Agile Personas for a 30 day free trial.



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E hello@easyagile.com

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