UXOPS STUDIO · DISCOVERY PHASE

The people the platform serves.

Three personas carry the design of UXOps Studio: the executive who buys it, the director who champions it and lives in it, and the operations lead who keeps it trustworthy. Every feature in the requirements traces back to one of them.



Diane Calloway, 52
VP of Product Design · The Buyer



Marcus Webb, 43
UX Director · The Champion



Maya Thompson, 36
Design Operations Lead · The Operator

PERSONA 1 · THE BUYER

Diane Calloway, 52

Vice President of Product Design · 38-person design org, B2B software

> *"I do not need another dashboard. I need to walk into a leadership meeting and show, with evidence, what my team delivered and what it changed."*

CONTEXT

Mid-size B2B software company, about 900 people. Diane reports to the CPO, sits in quarterly business reviews, and is measured like any business function: output, delivery record, and influence on product decisions.

GOALS

- Show leadership design output and impact with evidence, not anecdotes
- Catch delivery risk early, while a project can still be rescued
- Make the case for headcount and budget from real numbers

FRUSTRATIONS

- Status is archaeology: one simple question takes days of digging
- Research disappears after one presentation and gets re-run a year later
- Risk surfaces late, usually from a partner, not her own org

USES MOST

- Analytics and Insights, before every leadership meeting
- Project Vault, filtered by status and health for quarterly reviews
- Research Repository, citing prior findings in new briefs

WATCH OUT

- Adoption is the whole ballgame: if designers route around it, it is an expensive empty room
- Activity analytics must never read as surveillance of individuals

SUCCESS LOOKS LIKE

Her quarterly review assembles in an afternoon from live data. She answers "what is design working on" in the meeting, in under a minute, and a duplicated study gets caught before it is commissioned.



Diane Calloway
Vice President of Product Design · 38-person design org, B2B software

PERSONA 2 · THE CHAMPION

Marcus Webb, 43

UX Director · 9 designers and 2 researchers, one product area

> *“My week is scattered across six tools and four chat threads. I want one place where I can see my team's work, the research behind it, and what needs my eyes today.”*

CONTEXT

Software company of about 1,200 people. Marcus still reviews work hands on, runs critiques, approves designs before engineering, and answers for delivery across eight to ten concurrent projects.

GOALS

- One trusted view of every project: phase, owner, and health
- Reviews with feedback that stays attached to the work
- Research as a working input, not a one-time presentation

FRUSTRATIONS

- Feedback evaporates into chat threads and call recordings
- His researchers repeat studies because findings are unfindable
- Status meetings eat the hours meant for reviews and coaching

USES MOST

- Project Vault, his morning home base, filtered to his team
- Team Collaboration: comments in context and the daily changes view
- Research Repository: search before approving any new study

WATCH OUT

- Contributor cost decides everything: ten minutes of admin a day and the team quietly quits
- AI tagging is welcome only while a human accepts or rejects every suggestion

SUCCESS LOOKS LIKE

Monday starts with one view of his whole team and nothing to chase. A researcher answers a question with a link to an existing finding, and his report to the VP takes minutes.



Marcus Webb
UX Director · 9 designers and 2 researchers, one product area

PERSONA 3 · THE OPERATOR

Maya Thompson, 36

Design Operations Lead, with Research Operations · team of one, becoming two

> *"I am the person everyone calls when they cannot find something. My job is to make sure the answer exists, is tagged properly, and takes thirty seconds to find."*

CONTEXT

Technology company of about 1,500 people, design org of 60. Maya runs intake, tooling, standards, and the research repository, and thinks in taxonomies and governance because she has watched tools decay into junk drawers.

GOALS

- A repository the whole org uses, where findings stay findable for years
- One tagging and naming standard, enforced by the system, not by her
- Manual ops chores replaced with rules that run themselves

FRUSTRATIONS

- The repository is a graveyard of untagged decks and folders
- Standards live in her head and are enforced one chat message at a time
- She is a single point of failure: on her leave, intake stalls

USES MOST

- Research Repository: owns the taxonomy and reviews AI tag suggestions
- Design System Tools: versions, and the outdated-usage queue
- Workflow Automation: builds the rules, reads the run log weekly

WATCH OUT

- Taxonomy governance: if the tool invents its own labels, it creates her cleanup project
- Data portability is a deciding factor: she will test the export (PL-5) before recommending adoption

SUCCESS LOOKS LIKE

A designer gets a linked, tagged answer in under a minute without messaging her, and the repository survives her vacation because the system, not Maya, holds the standards.



Maya Thompson
Design Operations Lead, with Research Operations · team of one, becoming two