NAME

Lynda Kim

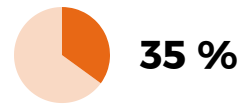**MARKET SIZE** 35 %

TYPE

Buyer

Background

Since her childhood, Linda was fond of programming. After obtaining a degree in Computer Science at Stanford, Linda started to work as a QA engineer, but has quickly switched her career to a developer. She likes trying new technologies and methods and has built a strong team of highly professional developers around her.
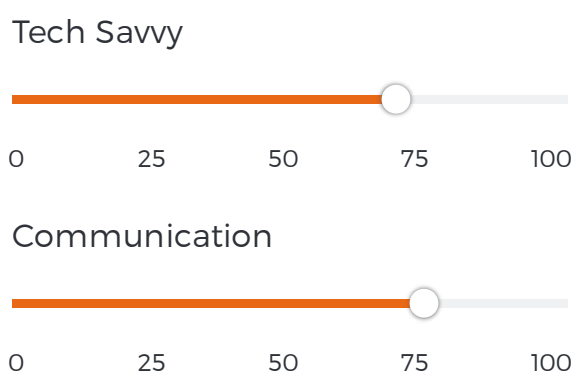
Goals

- Optimize the workflow and processes among Dev, QA and Support teams by the end of the year
- Integrate performance reviews into her team and set up 3-months goals for each team member

Demographic

⚥ Female   26   years

📍 US

Single

Lead Software Developer

Skills

Tech Savvy

| 0 | 25 | 50 | 75 | 100 |

Communication

| 0 | 25 | 50 | 75 | 100 |

Motivations

- Automation of processes
- Slack Integration
- Clear and structured specs and mock-ups
- Ability to use the newest technologies

Channels

Pain-points

- No integration between a task tracker and git repository
- Workflow setup is too cumbersome

Needs

Quick access to her team's and her own tasks, documents and git repository.

Brands and influences

ATLASSIAN

slack

GitHub
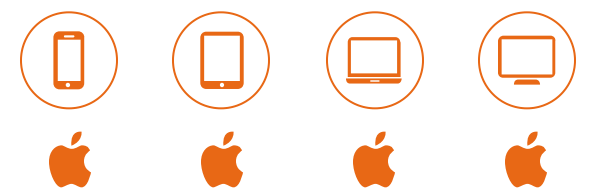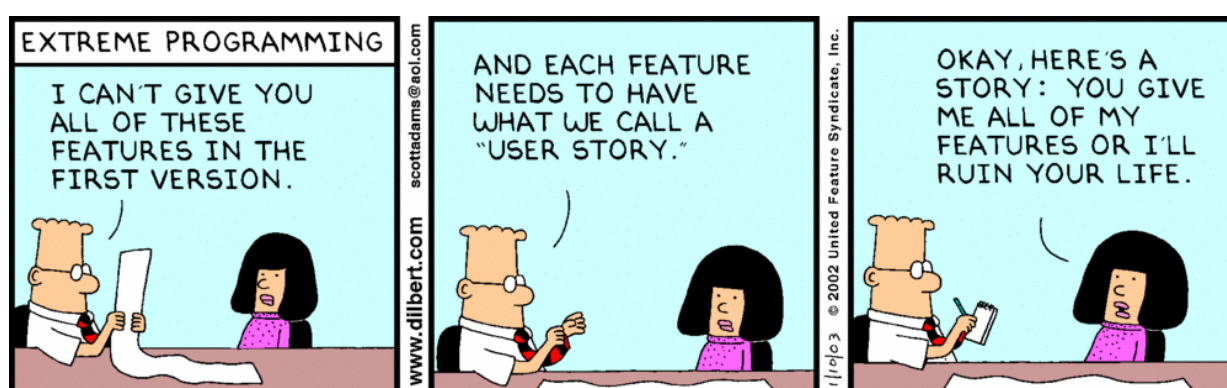
Browsers

Technology

Expectations

A single PM tool combining a task tracker and document storage, integrated with a git repository and a mail service.

Challenges

- Linda's most important challenge is to always keep track of never-ending changes in the specs and mock-ups. Since the documentation is stored in different tools, it's not that easy to notice when someone makes a change and quickly react to it.

EXTREME PROGRAMMING
I CAN'T GIVE YOU ALL OF THESE FEATURES IN THE FIRST VERSION.
AND EACH FEATURE NEEDS TO HAVE WHAT WE CALL A "USER STORY."
OKAY, HERE'S A STORY: YOU GIVE ME ALL OF MY FEATURES OR I'LL RUIN YOUR LIFE.

- Being a Lead of three dev teams working on three different projects, Linda is responsible for setting up the workflow that will respond to the needs and processes of each project.