

NAME

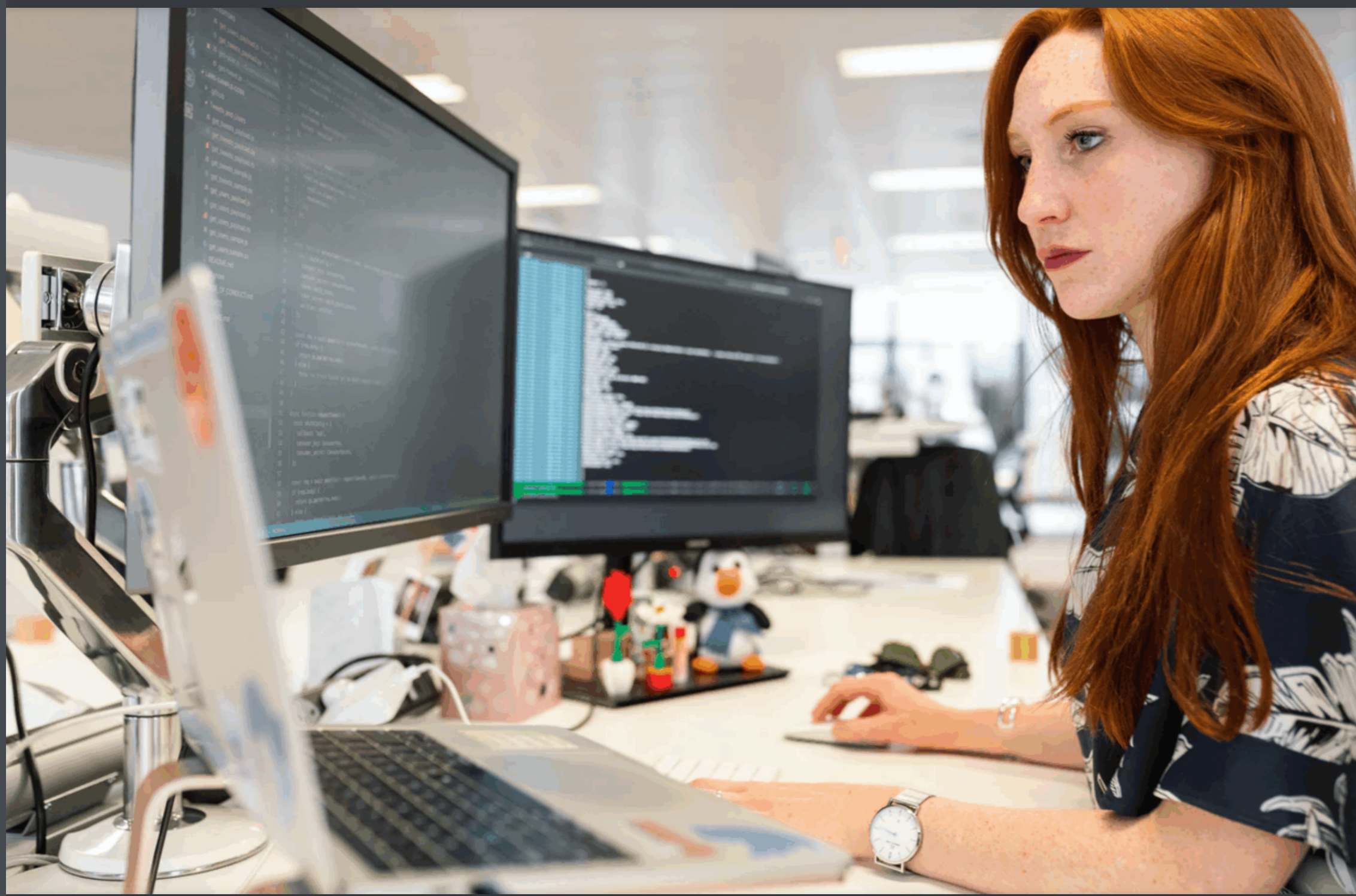
Linda Kim

MARKET SIZE



TYPE

Rational



Demographic

- Female 26 years
- United States
- Single
- Lead Software Developer
- 5+ years of experience

Background

Since her childhood, Linda loved 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.

Skills



Goals

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

Motivations

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

Frustrations

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

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.
- 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.

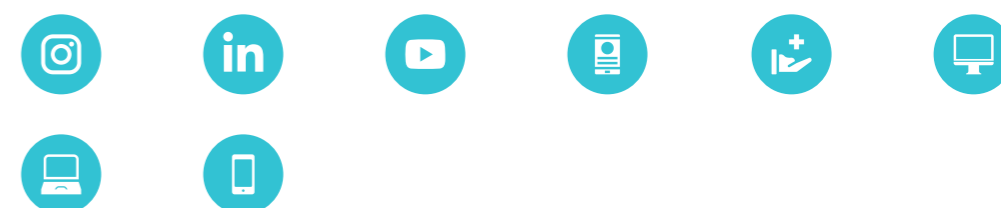
Needs

- Quick access to her team's and her own tasks, documents and git repository within a single solution.

Expectations

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

Channels



Technology



Brands and influences



Chart

