

NAME


Lynda Kim

MARKET SIZE

35 %

TYPE

Buyer



Demographic

Female

26

years

US

Single

Lead Software Developer

Skills

Tech Savvy

0

25

50

75

100

Communication

0

25

50

75

100

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

Technology

Browsers

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Opera

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.

Channels

Motivations

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

Pain-points

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

Brands and influences

ATLASSIAN

slack

GitHub

Expectations

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

Needs

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

NAME


Roy Barrett

MARKET SIZE

50 %

TYPE

User



Demographic

Male

35

years

US

Married

Head of Customer Success

Medium Income

Skills

Tech Savvy

0

25

50

75

100

Leadership

0

25

50

75

100

Project Management

0

25

50

75

100

Goals

- Rethink user onboarding to increase CR by 15% in Q3
- Reduce churn by 20% by the end of the year
- Implement CS training
- Implement Customer Success Program for Enterprise clients

Technology

Browsers

Background

Roy started off as a Support Manager for an outsourcing company. After several years of working there, he has decided to move on and applied for a position of Support Team Lead for an IT product company. He has developed support processes and workflows, trained a team of 5 support operators and started to work on Customer Success Strategy for the Company. After completing five successful deals, he has proved the success of CS implementation for the Company.

Channels

Motivations


- Ability to manage and keep track of all customer related processes within one tool
- Be able to use the mobile version of the app to stay connected on the go
- Automated Reporting of team's KPIs

Pain-points

- Several user contact channels that are not integrated with each other that makes it hard to implement omni-channel support
- Need to manually proceed a lot of information
- No integration with a CRM and a Calendar

Needs

Roy needs to have an effective tool that will allow him to proactively track customer behavior in order to quickly come up with corresponding actions and adjust the strategy from their side to keep the customer.



NAME


Sean Hayes

MARKET SIZE

15 %

TYPE

Decision Maker



Demographic

Male

29

years

United Kingdom

Single

HR Director

Skills

Communication skills

0

25

50

75

100

Leadership

0

25

50

75

100

Time management

0

25

50

75

100

Goals

- To build a strong and recognizable HR brand
- To create an up to date database of candidates
- To improve employee onboarding process in a team

Technology

Browsers

Background

After obtaining his MBA at HBS, Sean used to successfully freelance as a Management consultant for several IT companies. After that, he was hired as an HR specialist and has successfully built his career to HR Director after rethinking HR processes and hiring several successful teams for big IT projects.

Channels

Motivations

- Finding the most suited candidate for a position
- Good reviews and feedback about the company on social media and HR resources
- Highly-motivated team of professionals

Pain-points

- No ability to keep records and CVs in a single tool
- No integration with a Calendar and a mail service

Brands and influences

LinkedIn

HR.com

Expectations

Sean expects to have a tool that could allow him to maintain and quickly update the candidates' database, exchange the emails and plan job interviews or other meetings, create tasks and assign responsible employees

Needs

Quick access to candidates database with an ability to send emails and add events to a calendar w/o switching the tools