

Personas



Rick Deckard

Role Senior Java Developer
Age 34

I've lost commitment
to my current job.
I really need
a change.

About

Interested in AWS, but unfortunately haven't learnt anything new lately.

Using Reddit a lot. Also got Facebook, but barely touching it.

Motivation

Wants to have some fun in work.

Goals

Find a new job.
Climb Mount Everest.

Pain points

Bored at work.

Behaviors

Technology expertise



Personality



Work engagement



Agile interest



Social media





Rachael Young

Role Front End Developer
Age 26

**I love what I'm doing
but I think we can
improve our project
organisation.**

About

Eager to learn new things.
Excited about every new NPM
package.

Shares her thoughts on Twitter
and Facebook.

Motivation

Wants to learn a bit more about
scrum.

Goals

Improve how her team works.

Pain points

Overwhelmed with number of
tasks.
Feels her work is
underappreciated.

Behaviors

Technology expertise



Personality



Work engagement



Agile interest



Social media





Edward Gaff

Role Scrum Master

Age 31

I don't understand why my developers are not fully engaged in the project.

About

Enthusiastic about Agile frameworks.

Don't use Facebook nor Twitter. Rather active on LinkedIn.

Motivation

Seeks methods for better control over developers and improving their attitude.

Goals

Get Professional Scrum Master and SAFe certificates.

Improve communication skills.

Pain points

Missed deadlines.

Behaviors

Technology expertise



Personality



Work engagement



Agile interest



Social media

