Personas



Rick Deckard

Role Senior Java Developer **Age** 34

I've lost commitement 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.

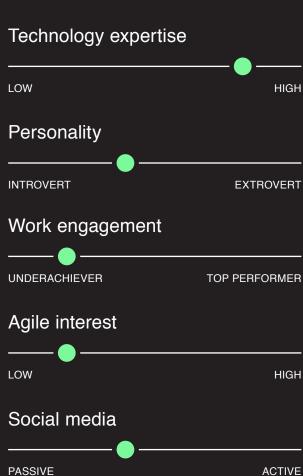
Goals

Find a new job. Climb Mount Everest.

Pain points

Bored at work.

Behaviors





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

Overhelmed with number of tasks.

Feels her work is underappreciated.

Behaviors

Technology expertise

Low HIGH

Personality

INTROVERT EXTROVERT

Work engagement

UNDERACHIEVER TOP PERFORMER

Agile interest

LOW HIGH

Social media

PASSIVE ACTIVE



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 LOW HIGH Personality **INTROVERT EXTROVERT** Work engagement **UNDERACHIEVER** TOP PERFORMER Agile interest LOW HIGH Social media **PASSIVE ACTIVE**