The Consultant

Name: Theo Salazar

Role: Systems Architect

Company: Software Speedups LLC

Company

Industry	Software Consultancy
Company size	Sole trader

Demographic information

Age	40
Gender	Male
Educational attainment	Bachelor's degree, several professional certifications
Yearly income	€110,000

Needs and motivations

Professional goals	Motivators
- Deliver effective advice to clients in a timely manner. - Attract a broader range of clients. - Stand out from the crowd, offer a unique selling point for his consultancy business	Theo has been running a software consultancy business for 2 years after a career spanning 2 decades during which he gained experience at all levels of the software development pipeline; from junior developer to technical director.
Challenges	**Sources of information**
- Customers want tailored advice but tailored advice requires context, which requires time - Companies never seem to have up-to-date documentation. I need methods of gathering my own information about their systems	- Whitepapers - Service provider blogs (AWS, Microsoft, Google, etc.) - Hacker News forums

The Educator

Name: Jodie Pittman

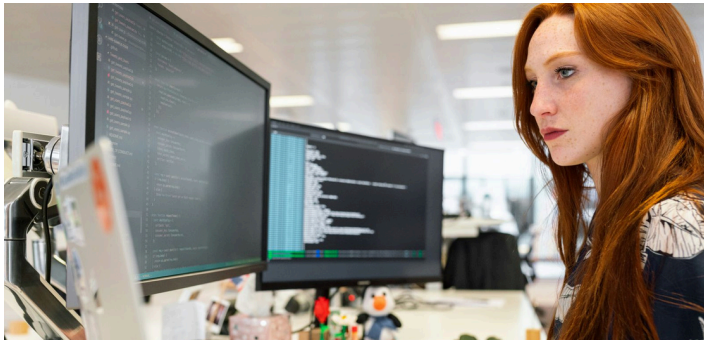Role: Lecturer in Computer Science

Company: Westward University

Company

Industry	Academia
Company size	Large university

Demographic information

Age	35
Gender	Female
Educational attainment	Master's degree (pursuing PhD)
Yearly income	€75,000

Needs and motivations

Professional goals	Motivators
- Find better ways to evaluate students & continuously refine her curricula - Be recognised as an outstanding educator	Jodies focuses on teaching the most in-demand technologies, hoping her students will make big contributions tot he field
Challenges	Sources of information
- Each semester I review a large number of student projects. It is very time-consuming and difficult to get up to speed with so many different codebases. - Time is at a premium. The academic calendar has strict deadlines which I cannot miss	- Academic papers - Peers & students - Computer science blogs & podcasts

The New Hire

Name: Kathelen Little

Role: Software Engineer

Company: Midcentury Ecom

Company

Industry	Ecommerce
Company size	Mid-sized business (30 employees)

Demographic information

Age	24
Gender	Female
Educational attainment	Bachelor's degree
Yearly income	€40,000

Needs and motivations

Professional goals	Motivators
• Gain experience & eventually move towards a more senior role • Become an important member of the team • Start contributing changes, improvements & fixes to MIdcentury Ecom's projects ASAP	Kathleen has just secured her first non-junior role at a new company. She has worked with senior developers and been impressed by the breadth and depth of their technical knowledge. She wants to get to their level
Challenges	**Sources of information**
• Midcentury Ecom has some huge systems. It's difficult to know where to even start. • I understand the tasks assigned to me, but not how they fit into the broader picture • Midcentury Ecom uses over 20 microservices. I'm constantly learning new projects from scratch	• Senior developers • Software development Youtubers • Social media (Reddit, Twitter)