

## RACHEL GARCIA



**AGE** 21 YEARS

**SEX** FEMALE

**LANGUAGE** Spanish

**EDUCATION** Undergrad, CSE in Italy

**OCCUPATION** Student dev / UI/UX freelancer

**MARITAL STATUS** Dating

### Talents & Hobbies

Salsa & Bachata

UI / UX, Design

K-drama & K-pop

Cooking & Baking

### Biography

Rachel García is a creative and detail-oriented designer. A novice frontend programmer, her design journey began in high school with a project for a local bakery, and now she freelances, creating user-friendly interfaces for small businesses. Rachel's journal is her go-to for capturing ideas, sketching, planning, documenting her days, and turning concepts into app designs.

### Needs

- Centralized workspace to manage tasks, notes, design assets, timelines, and client feedback in one place; tools for sketching, note-taking, and trying out code snippets in HTML/CSS/JS for her designs
- Accessible resources for learning the latest design and front-end technology trends
- Reminders for personal time and self-care amidst her busy schedule

### Objectives

- Build a portfolio for design and frontend to showcase her skills to freelance clients.
- Reading and trying more state-of-the-art methods and technologies in UI/UX. Learning wordpress.
- Streamline Client Workflows efficiently with ways to log project details, timelines, and client feedback in one place.

### Personality

**Creative**

**Methodical**

**Sentimental**

**Thoughtful**

**Extroverted**

**Introverted**

### Goals

- Doing well in her tests, and managing the freelancing work
- Working on relevant projects for building a standout portfolio.
- Adapting to the culture and striking a balance between hobbies and relationship.
- Mastering UI/UX design and Wordpress.

### Frustrations

- Navigating academic stress with part-time gigs.
- Adapting to the Italian culture.
- Managing relationship expectations while finding time for her hobbies.
- Having to use 10 different apps like Figma, Trello, Medium, etc. for designing, planning, reading blogs and so on.

### Tech Exposure



## RAM KUMAR



**AGE** 27 YEARS

**SEX** MALE

**LANGUAGE** Telugu, Hindi, English

**EDUCATION** Master's in CSE

**OCCUPATION** Mid-level Software Developer

**MARITAL STATUS** Married

### Talents & Hobbies

Hiking  
Social Gatherings  
Camping with Family  
Watching and playing cricket

### Biography

Ram is married to his beloved wife and has 3 kids: 2 newborn twins. He is a mid-level software developer at Google. He works at Mountain View, and the commuting time to work is 2 hours daily. He takes his kids to school every morning and has to take them to soccer practice every Tuesday and Thursday.

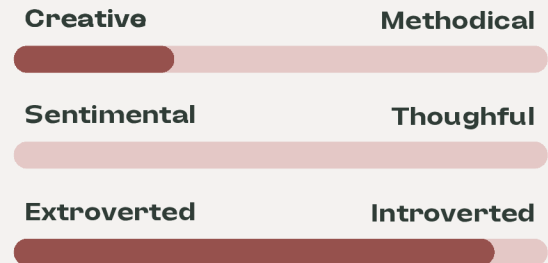
### Needs

Ram needs more time to spend with his family. So, he needs to have a tool to streamline the documentation of what he worked on every week or day. And he should be able to work on this when taking the CALTRAIN. He needs a developer journal tool to integrate with the dev stack and his scheduling tools.

### Objectives

- Get a promotion within 6 months.
- Better document his work so that he can mitigate the waste of time in communication
- Doesn't want to miss family activities like his son's soccer games.

### Personality



### Goals

Ram wants to spend more time with his family. He also needs more money to raise his family since the twins just born. So he needs to achieve greater success in his work.

### Frustrations

Ram spends too much time documenting his work and communicating with his colleagues. The time taken there should contribute more to his work; the market lacks a tool to streamline his daily work. He has not had enough time with his family and his newborn twins.

**Tech Exposure**

Low Med High

## MARK WILLIAMS



AGE 23

SEX Male

LANGUAGE English

EDUCATION UCSD, Bachelors

OCCUPATION Software Engineer

MARITAL STATUS Dating

### Talents & Hobbies

Lawn tennis  
Cooking  
Reading spiritual books  
Binging Netflix

### Biography

Mark is a recent graduate from UC San Diego with a Bachelors in Computer Engineering. His hometown is San Diego, CA however he just moved to Seattle, WA to start his new job at Amazon as a software engineer.

He is currently in a long distance dating relationship with someone back in San Diego where it started 3 months ago. Mark also loves to take on tech projects to learn and enhance his skills.

### Needs

Being a fresh graduate right into the industry he sees the contrast between the academic curriculum and industry approach. At his job he is exposed to a multitude of new people and skills. Having a software tool will help in keeping industry level technology updates, track progress and help in collab better with other professionals.

### Objectives

Mark aims to make new friends at work and his new city. He aims to learn new technologies to be more effective at work. He wants to continue his talents and hobbies despite his busy schedule.

### Personality

Creative Methodical



Sentimental Thoughtful



Extroverted Introverted



### Goals

- He wants to learn new technologies and become a competitive software engineer in the coming years.
- Help network with new people in Seattle.
- Maintain his long distance relationship.

### Frustrations

Starting a new job in a new city has been overwhelming. There's a lot of new skills to learn at work and there's a lot of people to meet. However he is an introvert and finds it hard to make friends.

### Tech Exposure



## EMMA



AGE 35

SEX Female

LANGUAGE English

EDUCATION MBA

OCCUPATION Tech Lead

MARITAL STATUS Single

### Talents & Hobbies

Gaming  
Team Management  
Camping  
communication across team

### Biography

Software team lead at a growing tech startup where she oversees a team of talented developers working to bring our core product to life. With over ten years of experience in software development and team management, she has seen both the structure of large enterprises and the dynamic environment of startups. Emma finds great satisfaction in leading teams through complex projects.

### Needs

As a software team lead at a fast-paced startup, Emma needs tools to manage her team efficiently, track progress, and adapt to changing requirements. She requires systems for real-time communication, agile workflows, and issue tracking. Visual tools to monitor progress and secure access to sensitive information are essential.

### Objectives

Emma's objective is to efficiently manage her software team in the startup, ensuring clear documentation and tracking of tasks and project goals. She aims to use a tool to capture insights, challenges, and solutions while fostering continuous learning.

### Personality

Creative

Methodical

Sentimental

Thoughtful

Extroverted

Introverted

### Goals

- Ensure Team Efficiency
- Optimize Development Processes
- Support Team Member Growth
- Manage Fast-Paced Iterations
- Improve Team Scalability
- Efficient ways to interview with new candidate for team

### Frustrations

- Lack of Structured Review and Issue Logging
- Fragmented Information, Hard to Oversee
- Pressure from Rapidly Changing Requirements

### Tech Exposure

