

# Name

# Jaden

Male

35 yo

FAANG Employee

FAANG Company X

5+ years experience

Software Engineer

## Background

Jaden has been working at a FAANG company for the past five years. Having recently been promoted, he suddenly finds himself with enough certifiable experience that he's been put in charge of mentoring a new team member.

## Goals and Aspirations

Jaden's primary goal is to get through mentoring this new engineer without losing his mind. He doesn't want to set the guy up for failure, but he's also not used to having to check in on people on a continuous basis and give them advice.

## Interests and Hobbies

Hiking

Riding public transit

Reading

## Challenges and Pain Points

Jaden's main challenge is that he's a typically a quiet person and doesn't have much experience in the whole mentoring gig. He's not used to keeping track of other people's schedules even if he's good at keeping track of his own. So he needs way to keep track of both at the same time.

## Motivations and Values

Jaden is motivated by a desire to do well in the industry. He enjoys his job, so he wants to be good at it. He's also motivated by the possibility of getting a promotion, which is why he wants to do good at this mentoring thing.

## Solutions

- Calendar Sharability - so his mentee can send him details about their day and he can share it in kind.
- Reminders - having a reminder to check in on what the mentee needs occasionally.
- Link / Location Embedding - so he can meet up with his mentee and know exactly where everything is going.



# Tom

Male

22 yo

Bioinformatics Student

University

4th Year Student

Bioinformatics

## Background



## Goals and Aspirations

Tom's main aspiration is to graduate from university. However, that doesn't mean that he can leave the students who work on the project after him in the dark. So his primary goal is to record the work he does on each project so that the other students won't redo work that he's already finished.

## Interests and Hobbies

Basketball

Music

Running

## Challenges and Pain Points

The main challenge Tom is facing is in his organization. Working in different labs means that there are different levels of completion for each of them. So, the challenge that Tom has is keeping track of the progress for each of the different labs in such a way that it could be understood by others when he ends up graduating from college. He should be able to label what's completed, what's in progress and details regarding that specific progress, and be able to outline what needs to happen next.

## Motivations and Values

Through his degree in bioinformatics, Tom wants to do research on the pathology of diseases, and then develop algorithms in order to find cures. His main motivation is helping other people in a reasonably ethical way.

## Solutions

, "In Progress" or "Future".

organization across different labs. (Falls into Organization)

tasks to come.

or highlight his process for a future assignment/piece of work.

# Nelson

Male

22 yo

Hacker

Security Company X

7+ Years of Experience

Hacking

## Background

Nelson programs all day and all night to try and find new security exploits in software. He's likes to keep track of the sites that he's hacked and the progress that he's made on each.



## Goals and Aspirations

Nelson's main goal is to find the most security exploits within software.

## Interests and Hobbies

Maintaining Open Source

Playing League of Legends

## Challenges and Pain Points

Since all he does is code, Nelson does not want his screen to be too bright because it gets hard to program at night that way.

He also works on a lot of websites at the same time, so he also needs a way to easily organize the name of the website and the progress he's making on them.

He also wants to keep track of the number of hours he works.

## Motivations and Values

His main motivation is to find security exploits in software.

## Solutions

- Dark Mode - a feature that can be turned on and turned off so that the screen isn't too bright when he's coding at night.
- Organization - different tabs that can be labeled to be "Finished" , "In Progress" or "Future".
- Summary of Work - so he can write a short description about the tasks to come.
- Note-Taking - so he can track what exactly still needs to be done or highlight his process for a future assignment/piece of work.



# Dave

Male

20 yo

Computer Science Student

University

3rd Year Student

Computer  
Science

## Background

Dave is a computer science student at university. As such, over the course of his college education he's assigned numerous assignments and projects that can be used to try and get employment opportunities.



## Goals and Aspirations

Dave's main goal is to get his computer science degree and then eventually get a job at a good tech company / place that his degree can be put to good use. So, in order for this to happen he needs a way to build a portfolio of his projects.

## Interests and Hobbies

Canoeing

Fishing

## Challenges and Pain Points

The main challenge that Dave is encountering is formatting his portfolio. He has a lot of projects that he's worked on, so whatever he uses to set up the portfolio should be organized.  
He also wants it to be easily shared.

## Motivations and Values

His main motivation is getting employed.

## Solutions

- Organization - different tabs that can be labeled to be "Finished" , "In Progress" or "Future".
- Multi-Calendar / Journal Application - so there could be better organization across different projects. (Falls into Organization)
- Summary of Work - so he can write a short description about the projects
- Share-ability - so he can share the portfolio with employers that might want to hire him.

# George

Male

40 yo

Researcher

Research Facility X

10+ Years Experience

Cryptography

## Background

George is a cryptography researcher who is trying to build better and stronger systems on the internet. He's been researching this for about a decade now, and thus has a lot of projects which he has worked on and that he wants to keep track of.

## Goals and Aspirations

George's main goal is to help build better, stronger systems on the internet.

## Interests and Hobbies

Ice Sculpting

## Challenges and Pain Points

In order for George to accomplish what he wants to, he needs to be able to look back on his work in an efficient manner. If he needs information from a specific project C, then he should be able to find that project with minimal difficulty.

He should also be able to update his notes on a regular basis, so that the projects are kept up-to-date.

## Motivations and Values

His main motivation is to better the safety of the internet for other people.



## Solutions

- Organization - different tabs that can be labeled to be "Finished" , "In Progress" or "Future".
- Calendar Feature - so that he can keep track of what he does on a daily/weekly/monthly basis according to what he needs.
- Summary of Work - so he can write a short description about the research he's done.
- Notes Section - essentially for jot-down notes.

# Norma

Female

28 yo

Open-Source Contributor

Open-Source Community X

5+ Years Experience

Open-Source



## Background

Norma has been an open-source contributor for a while, and has worked on many projects since she began. With that in mind, she's very proud of her progress and wants a way to look back on that.

## Goals and Aspirations

Norma's main goal is to keep track of the projects she'd worked on so she can look back on them and see her progress as a programmer.

## Interests and Hobbies

Reading

Taking Care of Cats

## Challenges and Pain Points

In order for Norma to have a successful reflection on her progress as an open-source contributor, Norma needs to be able to look at the different features and bug fixes that she'd worked on.

## Motivations and Values

Her main motivation is self-reflection and looking back on her progress as a open-source contributor.

## Solutions

- Organization - different tabs that can be labeled to be "Bug Fixes" or "Features" etc.
- Calendar Feature - so she can see how long each project took
- Notes Section - essentially for jot-down notes and so she can have notes for each project.