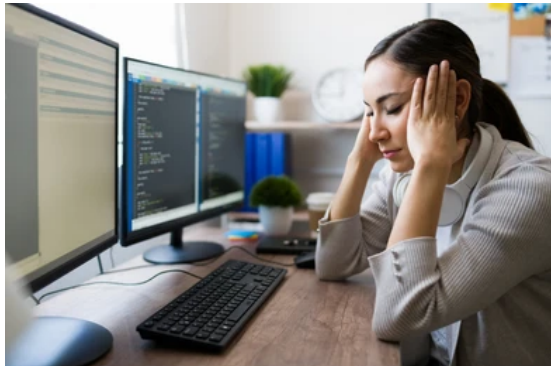


Sarah



Background:

Sarah is an intermediate-senior backend software engineer at AccMe, small-medium tech company. She is responsible for maintaining the databases and backend functionality of their multiple web applications. Recently, her CTO reached out to her to modernize and update their existing practices by switching to Terraform for configuring and deploying their cloud services. Sarah does not have Dev-Ops experience and her plate is already full, but she knows it is an important step in their company's

future. So she agrees and begins the arduous process of learning Terraform and trying to configure it for her company.

Demographics:

Gender: F

Location: Global, focus on tech in NA

Position: Intermediate-senior software developer / engineer

Frustrations	Motivations
Days already full with little room to add on more tasks	Staying current with technology keeps Dave employable and in-demand
Overwhelmed by options and complexity of modern DevOps options (linting, CI/CD, Terraform)	Learning and expanding his knowledge is always enjoyable and fulfilling
Afraid of messing up, letting down coworkers	Modernizing code base would make both his team and his company look more professional and modern

Technology:

- Cloud tech stack (AWS, GCP, Azure)
- Popular front & backend languages (eg. JavaScript/TypeScript/Node/React, Python/Django, etc.)
- Familiar and open to open-source technology (eg. NPM package manager)

DevEx: Sarah is unaware of DevXP. She spends the whole week watching tutorials and experimenting with configuration files. This forces her to push non-critical deadlines and she feels stressed falling behind in her work. By the end of the week she is able to upload a Terraform file to a test repository and experiments with different options on their AWS infrastructure. She now has a baseline configuration to use and explores different options that

Sarah

he might want for different deployments. However, now she begins to learn about all the different configurations in Terraform and is overwhelmed by all the options. It takes another week for Sarah to be confident she has selected the correct configurations for their website deployments. Sarah is now in the same place Dave was, but it has taken 10 times as long, costing her precious time and causing her company to incur unnecessary labour costs.