

## Dave



### Background:

Dave is an intermediate-senior backend software engineer at AccMe, small-medium tech company. Recently, his CTO reached out to him to modernize and update their existing practices by switching to Terraform for configuring and deploying their cloud services. **Dave has little to no Dev-Ops experience**, but he knows it is an important step in their company's future. So he agrees and begins the arduous process of learning Terraform and trying to configure it for his company.

### Demographics:

**Gender:** M

**Location:** Global, focus on tech in NA

**Position:** Intermediate-senior software developer / engineer

Frustrations	Motivations
Lacks free time to learn a new technology like Terraform	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 and causing problems, incorrectly configuring cloud services	Modernizing code base helps both the developers and the company

### 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:** Because Dave found DevXP, he was able to quickly connect it with his repository and now has a baseline configuration to use for his application. **DevXP's value proposition is to enable Dave to easily select the services he needs and to quickly deploy a stable, functioning Terraform configuration he can use immediately.** Rather than spending countless hours learning Terraform and tweaking a configuration file, he is ready to go in *minutes*.