

DESCRIPTION

foot of new

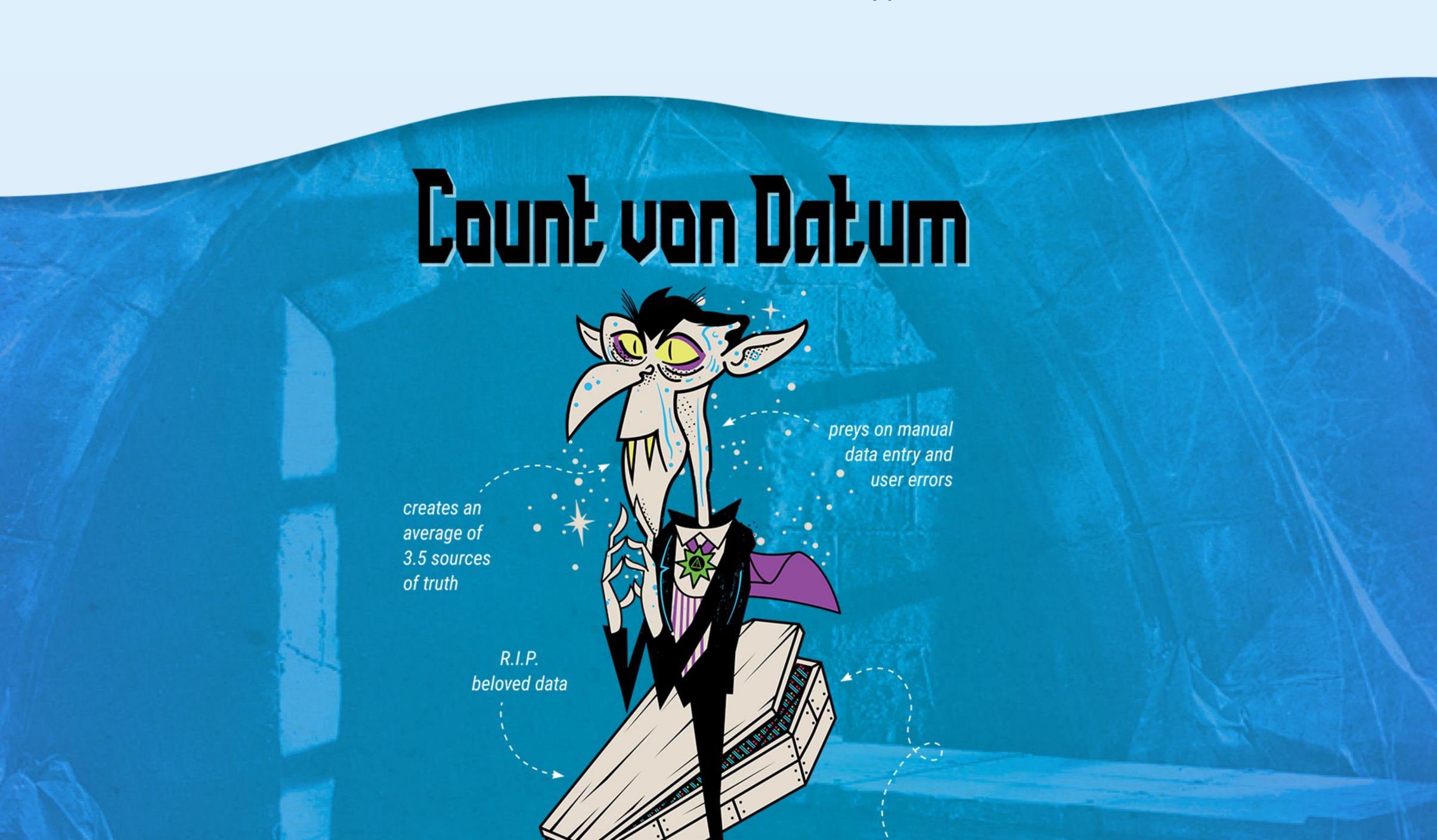
hire developer

A legacy system held together by a patchwork of code from dozens of developers over time. It thrives on inefficiency, redundancy, and ambiguity. **ACTIVITY FEARS**

Often found doing "we can make it work" enhancements.

Code reviews and

mobile apps.



out of your company. He loves watching you make

DESCRIPTION

misguided decisions based on questionable data. **FEARS ACTIVITY** Believes a vampire's diary Clean data warehouses is the same as a database. and robust business

This deceptive manipulator sucks the lifeblood (data)

intelligence tools.

dead servers



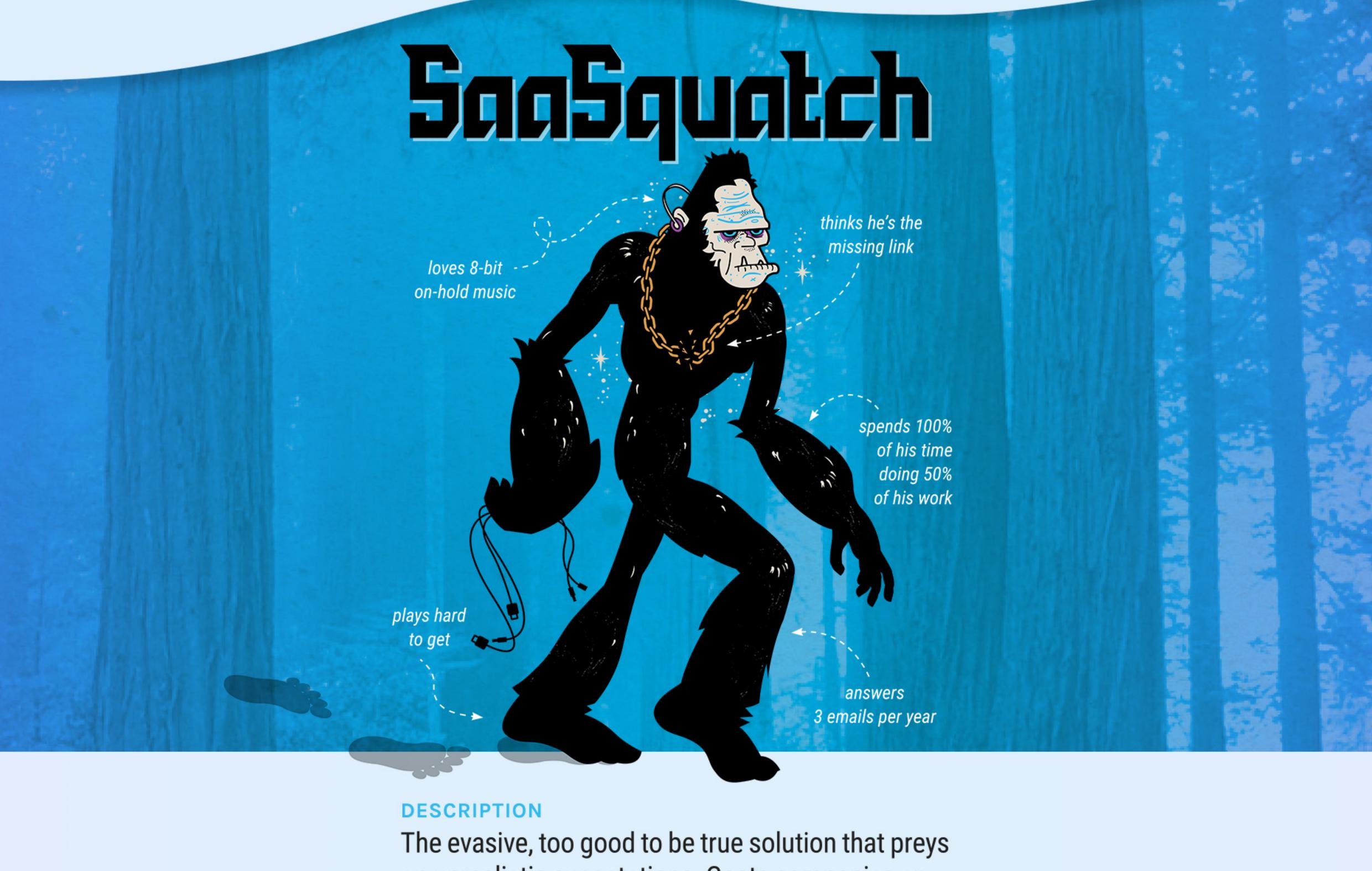
excessive clicks. Ugly interfaces are his specialty.

DESCRIPTION

ACTIVITY FEARS Uses Internet Explorer to print Intuitive navigation directions from MapQuest. and mobile-friendly design.

The gatekeeper of bewildering, confusing user

experience, he thrives on horizontal scrolling and



on unrealistic expectations. Costs companies an average of \$50k to chase. **ACTIVITY FEARS** Accountability, user

Known around the office for tutorials, and pants. always being out of office.

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