

# Pat: Developer

Spends most of their time working on custom automations in a combination of APEX, flows, and other tools.

Understands the various automation options and wants reliable and reproducible ways to test their work and resolve bugs.

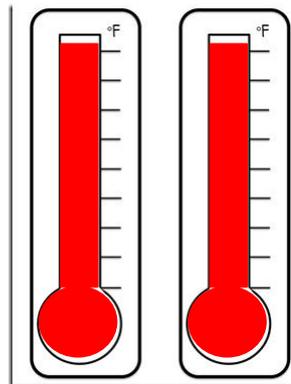
## Main Activities Include:

- Creating and testing automations in orgs.
- Testing updates and changes performed by colleagues.
- Deploy finished solutions into production.

## Skills

- Experience with command line tools.
- Understanding of standard code management practices.
- Experience with multiple program languages including APEX.

## Comfort/Experience



Sandbox

Data  
Import



## Pain Points:

- Keeping up with changes to tooling
- Generating the many needed configuration files (.gitignore, package.xml, Snowfakery.yml, etc.)
- Have time to fully test solutions.

# LaVonna: Consultant

Spends most of their time working in another organization's Salesforce including build outs and testing. Understands the schema of the organization

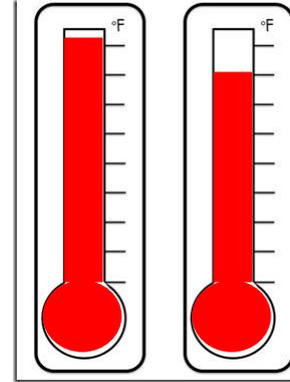
## Main Activities Include:

- Testing large datasets for edge cases
- Testing new features - making sure process run correctly
- Translating business requirements

## Skill Set:

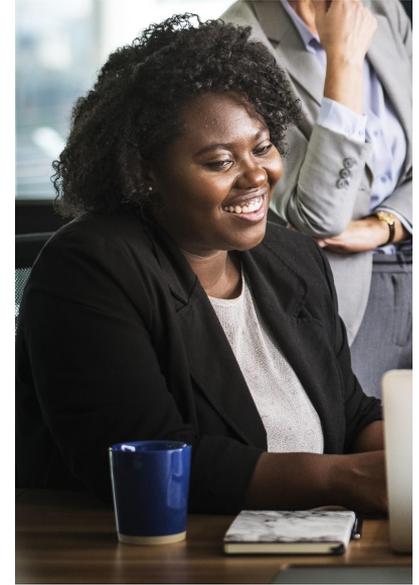
- Understands object relationships in the schema
- Understands how to import large amounts of data but finds it annoying to create that dataset
- Basic Click-Not Code understanding
- Creates and refreshes sandboxes on a regular basis.

## Comfort/Experience



Sandbox

Data  
Import



## Pain Points:

- Maintaining sample data sets.
- Tracking multiple concurrent projects.
- Getting clients engaged in effective testing.

# Valerie: Senior Admin

Works in their organization's Salesforce and spends most of their time supporting the growth of Salesforce. Understands the scheme of the organization and knows which objects they are using and how they relate to one another.

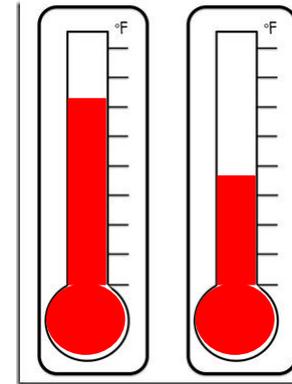
## Main Activities:

- Building New Features
- Testing new features - making sure process run correctly
- User Training
- Business Requirement Gathering

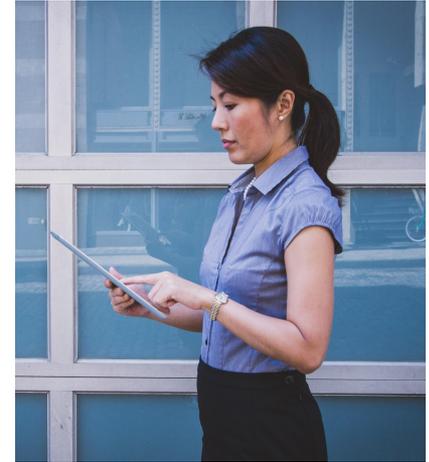
## Skill Set:

- Understands object relationships in the schema and what objects are in use
- Creates test data in Excel and imports into their sandbox for testing and training purposes.
- Understands and creates Sandboxes regularly, but tends to use too many (loses track of what's where) or too few (too many changes in one place for testing).

## Comfort/Experience



Sandbox      Data  
                    Import



## Pain Points:

- Finding reliable partners who understand, instead of proposing rebuilding, existing system configuration.
- Getting a large enough test data set for full validation.
- Lack of automated tests they can run themselves.

# Oliver: Junior Admin

Works in their organization's Salesforce and spends most of their time supporting the growth of Salesforce, however is still learning the organization and Salesforce full potential.

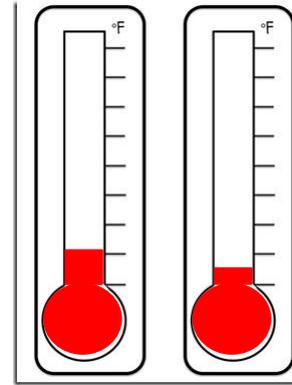
## Main Activities:

- Manage User Settings
- Create new records (but not fully understand how they are related to each other just that they are lookup fields)

## Skill Sets:

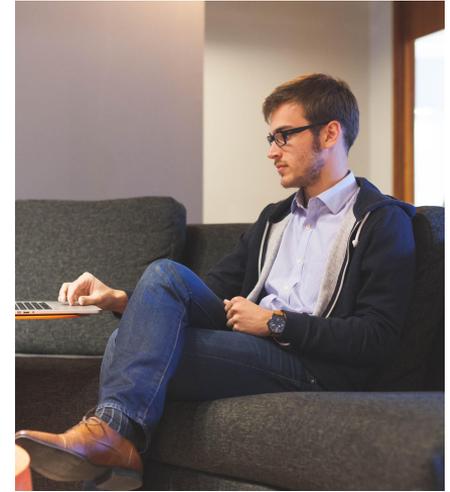
- Understands how to use Salesforce but still learning its potential
- Needs to use trailheads to learn about features not already in use
- Has read about sandboxes, but has only used sandboxes created by other people.

## Comfort/Experience



Sandbox

Data  
Import



## Pain Points

- Learning best-practices for Salesforce