

# ISAAC SEVERSON

ISV Developer

## Overview

- 27 years old, Fremont, California
- BS or MS, Computer Science
- Has been at current employer <12 months

## Wants/Needs

- Enjoys new challenges; curious in nature
- APIs and example code, well documented
- "Code sandbox" or tutorials where it's easy to play around before messing with his product

## Frustrations

- Marketing fluff that gets in the way of what he really needs – code.
- Multiple projects with zero budgets; they are different directions
- ISVs are often working with "bleeding edge" technology, which means there are often few established developer communities.

*"Just show me example code,  
I'll figure it out."*



When it comes to programming, Isaac is about software. He doesn't really care about the hardware, but he doesn't want to waste his time looking at Linux solutions when he's working on Windows.

He wants clean code, API calls, and any documentation which will solve challenging problems. Frequently, this means he is scouring Q&A sites, blogs, forums, and Reddit to find what he is looking for. Unfortunately, the content on the web can be old and out of date, so he is frequently having to experiment to get his app working.

Isaac works with multiple partners, so he relies on good documentation, standards, and consistency for a good product.

*Where Isaac looks for code:*



GitHub



Stack Overflow



Medium



Reddit

## Common Starting Points

- ■ ■ ■ ■ 77% Free Trials
- ■ ■ ■ ■ 67% Asking Trusted Friends
- ■ ■ ■ ■ 64% Developer Communities

*"Always code as if the guy who ends up  
maintaining it will be a violent psychopath who  
knows where you live."*

- Rick Osbourne