

Tim (Timara/Timothy)¹



- _____ years old
- Employed as a(n) _____ . Work starts with email, which he answers one at a time, as soon as he reads them. _____
- Lives in _____ , _____

Background and skills

_____ their software systems are new to him.

_____ . Tim says he's a "numbers person", _____ Tim likes Math and knows how to think with numbers. _____

_____ enjoys learning about software and using new technologies.

Motivations and Attitudes

- **Motivations:** Tim likes learning all the available functionality on all of _____ devices and computer systems _____ uses, even when it may not be necessary to help _____ achieve _____ tasks. _____ sometimes finds _____ exploring functions of one of _____ gadgets for so long that _____ loses sight of what _____ wanted to do with it to begin with.
- **Computer Self-Efficacy:** Tim has high confidence in _____ abilities with technology, and thinks _____'s better than the average person at learning about new features. If _____ can't fix the problem, _____ blames it on the software vendor; it's not his fault if _____ can't get it to work.
- **Attitude toward Risk:** Tim doesn't mind taking risks using features of technology that haven't been proven to work. When _____ is presented with challenges because _____ has tried a new way that doesn't work, it doesn't change _____ attitudes toward technology.

How Tim Works with Technology and Learns

- **Information Processing Style:** Tim leans towards a *selective information processing style* or "depth first" approach. That is, _____ usually dives into the first promising option, pursues it, and if it doesn't work out _____ backs out and gathers a bit more information until _____ sees another option to try. Thus, _____ style is very incremental.
- **Learning: by Process vs. by Tinkering:** Whenever Tim uses new technology, _____ tries to construct _____ own understanding of how the software works internally. _____ likes tinkering and exploring the menu items and functions of the software in order to build that understanding. Sometimes _____ plays with features too much, losing focus on what _____ set out to do originally, but this helps _____ gain better understanding of the software.

¹For distribution data on users similar to and different from Tim, see <http://gendermag.org/> for customizable versions including customizable pronouns.