**Organization Size**

|  |  |  |  |
| --- | --- | --- | --- |
| **Size** | **Advantages** | **Disadvantages** | **Preference or**  **Rank or H/M/L** |
| Mid - Large (Established) | * More money for research, more chances * Job security * Easier to get new job * More structured training, clarity | * Hard to move up ranks * Voice might be ignored, impact not as palpable * Know less people in the company * More bureaucracy, less agile | * 1 |
| Small (relatively new) | * Creative * Know everyone * See improvement * More efficient without bureaucracy | * Overworked * Easily sold * Harder to get traction | * 4 |
| Start-up | * Creative freedom * Lots of growing * Stronger influence * Stock options * Energy, take a chance | * Not reliable * Scarce resources * Long hours * Company issues -> personal * Less or no benefits | * 3 |
| Entrepreneur | * Chance to “make it big” | * Take on all disadvantages on yourself | * 2 |
| Consultant | * “Advising” | * Risk of failure * Get pulled around for different tasks | * 5 |

**Industry – Top 3**

|  |  |  |
| --- | --- | --- |
| **Industry** | **Description** | **Why Appealing** |
| Entertainment | * Games * Music * TV | I personally like lots of forms of entertainment, so working in the industry and getting to understand the background action better is appealing |
| Travel | * Airplanes * Water Transportation * Trains/bullet trains * ***Space travel??*** | I want more insight into all the different places around the world, and why they’re popular for tourism |
| Food | * Cuisine * Heritage * Worldly cultures | Who doesn’t love food?  Food is such an integral part of everyday life, and can greatly improve people’s happiness if they have good food. |

**Roles**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Roles** | **Description** | **Examples** | **Qualifications** | **Interest** |
| Define it | Link between technical stuff and users, knows users well. Gives Requirements  Opportunities | Any job with “Analyst” title   * Systems analyst * Data analyst * Security analyst | * “People Skills” * Good listener * Organized * Patient * Ability to work under pressure * Detail-orientated * Good communicator * Analytical * Somewhat technical to know when to push back on users, but don’t need to do it yourself * Research user base (no assumptions) * Understanding business * Problem solving |  |
| Design it | Figure out the interface: “what does this look like” | * Usability Engineer * Human Factors * UI, UX * Computer Network Architects * Artists | * Creativity * Know your audience, do research * Spatial awareness * Ability to take criticism * Intuition * Adaptable * Problem solving * Decisive * Organization * Patience * Stylistic | * Yes |
| Build it | Knows how to code it, change it | * “Engineer, Developer” * Software Engineer * Applications Developer * Computer Programmer * Tester * Web Developer * Localization | * Strong programmer * Love learning new languages, nimble * Logical * Ability to stay calm with impossible deadlines * Working under pressure * Self-motivated but also interaction with group * Detail oriented * Learn from mistakes: “fail early, fail fast” * Comfortable with being uncomfortable * Understand new tech * Math skills * Independent work * Ability to prioritize * Tenacious | * Yes |
| Implement it | Bring technology into organization, support, documentation  “Partner to analyst” | * Document Writer * Training * Support * Help Desk * Localization | * Communication * Diplomatic: convince users that it’s best * Be able to tell people it’s their fault |  |
| Maintain it | Keeps everything running, fix problems before they become big, disaster recovery | * Recovery * Administrator/OPs | * Technical * Familiar with Cloud * Responsible * Reliable * Solve problems in a way that makes everyone look good |  |
| Sell it | Help analyst understand market, marketing, social network | * Product Manager * Marketer * Sales | * Communication * Charisma * Connections * Adaptability * Persuasiveness * Product Knowledge |  |
| Manage it | Defines features of product (analyst + design), good at corralling people | * Project Manager * Program Manager | * Leadership * Communication * All-angles person * Organized * Working under pressure * Protect engineers from interruption * Patience * Good at defusing conflict * Charisma; prove that you make their life better * Problem solving * Delegation * All responsibility, no authority * BS radar |  |