

Abi (Abigail/Abishek) GenderMag Persona



- 24 years old
- Employed as an Accountant
- Lives in Fox Valley, Saskatchewan

Abi has always liked music. While traveling to work in the morning, Abi listens to music from a wide variety of styles. Her interest in music has inspired her to learn how to play the piano. Some nights Abi practices on the piano or exercises, and sometimes likes to play computer puzzle games like Sudoku. Abi likes scanning all her emails first to get an overall picture before answering any of them.

Background and Skills

The technologies at Abi's new employer are new to her. Abi likes math and working with logic. She considers herself a numbers person. Abi works as an accountant and is comfortable with the technologies she uses regularly. Abi just moved to this employer 1 week ago, and their software systems are new to her. Abi writes and edits spreadsheet formulas for work. During her free time, Abi engages in various hobbies. In particular, Abi has recently started self-teaching herself piano with online resources. Abi also likes working out puzzles and puzzle games, either on paper or on the computer.

Motivations and Attitudes

Motivations: Abi uses technologies to accomplish her tasks. She learns new technologies if and when she needs to, but prefers to use methods she is already familiar and comfortable with, to keep her focus on the tasks she cares about.

Computer Self-Efficacy: Abi has lower self confidence than her peers about doing unfamiliar computing tasks. If problems arise with her technology, she often blames herself for these problems. This affects whether and how she will persevere with a task if technology problems have arisen.

Attitude toward Risk: Abi's life is a little complicated and she rarely has spare time. So she is risk averse about using unfamiliar technologies that might need her to spend extra time on them, even if the new features might be relevant. She instead performs tasks using familiar features, because they're more predictable about what she will get from them and how much time they will take.

Attitude to Technology

Information Processing Style: Abi tends towards a comprehensive information processing style when she needs to gather more information. So, instead of acting upon the first option that seems promising, she gathers information comprehensively to try to form a complete understanding of the problem before trying to solve it. Thus, her style is "burst-y"; first she reads a lot, then she acts on it in a batch of activity.

Learning: by Process vs. by Tinkering: When learning new technology, Abi leans toward process-oriented learning, e.g., tutorials, step-by-step processes, wizards, online how-to videos, etc. She doesn't particularly like learning by tinkering with software (i.e., just trying out new features or commands to see what they do), but when she does tinker, it has positive effects on her understanding of the software.

¹Abi represents users with motivations/attitudes and information/learning styles similar to theirs. For more information, see <http://gendermag.org/foundations.php>