Tim (Timothy/Timara) GenderMag Persona

- 28 years old
- Employed as a Data Analyst
- Lives in Melbourne, Australia

Tim is passionate about public transportation and is always on the lookout for new ways to streamline his commute. Knowing several routes from home to the office, he continually searches for methods to optimize his travel time. After discovering studies that suggest a link between musical aptitude and higher cognitive abilities, Tim was inspired to boost his own skills. He purchased a line-in electronic keyboard and now takes regular lessons with an instructor. Intrigued by the technical side of things, he's fascinated by the audio processing details involved in how his keyboard's signal interacts with his laptop. On nights when he skips formal practice, he turns to playing computer games with online friends—an activity he believes enhances his finger dexterity and ultimately helps him refine his keyboard-playing abilities. Tim starts work with answering emails one by one. Sometimes this backfires, if there is a second related message he hasn't read yet, but he doesn't mind sending a follow-up email.

Background and Skills

The technologies at Tim's new employer are new to him. Tim likes math and working with logic. He considers himself a numbers person. Tim is an experienced data analyst with five years at his current company, where he comfortably uses modern technologies to extract insights from datasets. His work involves analyzing data and then writing detailed reports that discuss emerging trends and provides strategic recommendations for overall business performance. Outside of work, Tim enjoys unwinding by listening to classical music and playing PC games—activities that not only relax him but also help sharpen his analytical skills.

Motivations and Attitudes

Motivations: Tim likes learning all the available functionality on all of his devices and computer systerms he uses, even when it may not be necessary to help his achieve his tasks. he sometimes finds himself exploring functions of one of his gadgets for so long that he loses sight of what he wanted to do with it to begin with.

Computer Self-Efficacy: Tim has high confidence in his abilities with technology, and thinks he's better than the average person at learning about new features. If he can't fix the problem, he blames it on the software vendor. It's not his fault if he can't get it to work.

Attitude toward Risk: Tim doesn't mind talking risks using features of technology. that haven't been proven to work. When he is presented with challenges because he has tried a new way that doesn't work, it doesn't changes his attitudes toward technology.

Attitude to Technology

Information Processing Style: Tim leans towards a selective information processing style or "depth first" approach. That is, he usually delves into the first promising option, pursues it, and if it doesn't work out he backs out and gathers a bit more information until he sees another option to try. Thus, his style is very incremental.

Learning: by Process vs. by Tinkering: Whenever Tim uses new technology, he tries to construct his own understanding of how the software works internally. He likes tinkering and exploring the menu items and functions of the software in order to build that understanding. Sometimes he plays with features too much, losing focus on what he set out to do originally, but this helps him gain better understanding of the software.

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