

Abi (Abigail/Abishek) GenderMag Persona



- 19 years old
- Undergraduate Student
- Corvallis, Oregon

Abi has always liked music. While traveling to college in the morning, Abi listens to music from a wide variety of styles. Abi is comfortable using her smartphone for day-to-day tasks like messaging, social media, and checking email. However, she struggles with unfamiliar platforms and systems, especially those with too many steps or unclear labels. 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 just started a new part-time job where the digital systems are completely new to her. While she doesn't have a technical background, she enjoys logic and working with numbers. She prefers systems that are straightforward and give clear guidance. In her free time, Abi likes solving puzzles and listening to music, but she often hesitates to explore unfamiliar features without step-by-step instructions.

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>