Abby Jones[1]

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- 28 years old
- Employed as an Accountant
- Lives in Cardiff, Wales

Abby has always liked music. When she is on her way to work in the morning, she listens to music that spans a wide variety of styles. But when she arrives at work, she turns it off, and begins her day by scanning all her emails first to get an overall picture before answering any of them. (This extra pass takes time but seems worth it.) Some nights she exercises or stretches, and sometimes she likes to play computer puzzle games like Sudoku

Background and skills

Abby works as an accountant. She is comfortable with the technologies she uses regularly, but she just moved to this employer 1 week ago, and their software systems are new to her.

Abby says she's a "numbers person", but she has never taken any computer programming or IT systems classes. She likes Math and knows how to think with numbers She writes and edits spreadsheet formulas in her work.

In her free time, she also enjoys working with numbers and logic. She especially likes working out puzzles and puzzle games, either on paper or on the computer

Motivations and Attitudes

- ***Motivations***: Abby 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***: Abby has low confidence 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:*** Abby'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.

How Abby Works with Information and Learns:

- ***Information Processing Style:*** Abby tends towards a *comprehensive information processing style* when she needs to 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, Abby 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.

[1]Abby represents users with motivations/attitudes and information/learning styles similar to hers. For data on females and males similar to and different from Abby, see http://eusesconsortium.org/gender/gender.php

Pat (Patricia) Jones[1]

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- 43 years old
- Employed as an accountant
- Lives in Cardiff, Wales

Pat loves public transportation and knows at least three routes to get there from home. When she arrives at work, she scans all her emails first to get an overall picture before answering any of them. (This extra pass takes time but seems worth it.) Some evenings she plays computer puzzle games like Sudoku before bed.

Background knowledge and skills

Pat works as an accountant in consulting firm. She prefers to stay with the technologies for which she has already mastered the peculiarities. She just moved to this employer 1 week ago, and their software systems are new to her.

She describes herself as a "numbers person", but she is not a professional programmer and has never taken any computer programming or IT systems classes. Pat has a degree in accounting so she knows plenty of Math and knows how to think in terms of numbers.

In her free time, even though she's an accountant and deals with numbers all day at work, she likes working with numbers in her free time, too. She especially likes Sudoku and other computer games that involve puzzling.

Motivations and Attitudes

- ***Motivations***: Pat learns new technologies when she needs to, but she doesn't spend her free time exploring technology or exploring obscure functionality of programs and devices that she uses. She tends to use methods she is already familiar and comfortable with to achieve her goals.
- ***Computer Self-Efficacy***: Pat has medium computer self-efficacy about doing unfamiliar computing tasks. If problems arise with her technology, she will keep on trying to figure out how to achieve what she has set out to do for quite awhile; she doesn't give up right away when computers or technology present a challenge to her.
- ***Attitude toward Risk:*** Pat is busy and so she rarely has spare time. So Pat is risk averse and worries that she will spend time on them and not get any benefits from doing so. She prefers to perform tasks using familiar features, because they're more predictable about what she will get from them and how much time they'll take.

How Pat Works with Information and Learns

- ***Information Processing Style:*** Pat leans towards a *comprehensive information processing style* when she needs to gather information to problem-solve. So, instead of acting upon the first option that seems promising, she first 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. Tinkering***: When Pat sees a need to learn new technology, she does so by trying out new features or commands to see what they do and to understand how the software works. When she does this, she does so purposefully; that is, she reflects on each bit of feedback she gets along the way to understand how the feature might benefit her. Eventually, if she doesn't think it will get him closer to what he wants to achieve, she will revert back to ways that she already knows will work.

[1]Pat represents a fraction of female users with backgrounds similar to hers. For data on females (and males) similar to and different from Pat, see http://eusesconsortium.org/gender/gender.php

Pat (Patrick) Jones[1]

You can edit anything in blue print

- 43 years old
- Employed as an accountant
- Lives in Cardiff, Wales

Pat loves public transportation and knows at least three routes to get there from home. When he arrives at work, he scans all his emails first to get an overall picture before answering any of them. (This extra pass takes time but seems worth it.) Some evenings he plays computer puzzle games like Sudoku before bed.

Background knowledge and skills

Pat works as an accountant in a consulting firm. He prefers to stay with the technologies for which he has already mastered the peculiarities. He just moved to this employer 1 week ago, and their software systems are new to him.

He describes himself as a "numbers person", but he is not a professional programming and her never taken any computer programming or IT systems classes. Pat has a degree in accounting so he knows plenty of Math and knows how to think in terms of numbers.

In his free time, even though he's an accountant and deals with numbers all day at work, he likes working with numbers in his free time too. He especially likes Sudoku and other computer games that involve puzzling.

Motivations and Attitudes

- ***Motivations***: Pat learns new technologies when he needs to, but he doesn't spend his free time exploring technology or exploring obscure functionality of programs and devices that he uses. He tends to use methods he is already familiar and comfortable with to achieve his goals.
- ***Computer Self-Efficacy***: Pat has medium computer self-efficacy about doing unfamiliar computing tasks. If problems arise with his technology, he will keep on trying to figure out how to achieve what he has set out to do for quite awhile; he doesn't give up right away when computers or technology present a challenge to him.
- ***Attitude toward Risk:*** Pat is busy and so he rarely has spare time. So Pat is risk averse and worries that he will spend time on them and not get any benefits from doing so. He prefers to perform tasks using familiar features, because they're more predictable about what he will get from them and how much time they'll take.

How Pat Works with Information and Learns

- ***Information Processing Style:*** Pat leans towards a *comprehensive information processing style* when he needs to gather information to problem-solve. So, instead of acting upon the first option that seems promising, he first gathers information comprehensively to try to form a complete understanding of the problem before trying to solve it. Thus, his style is "burst-y"; first he reads a lot, then he acts on it in a batch of activity.
- ***Learning: by Process vs. Tinkering***: When Pat sees a need to learn new technology, he does so by trying out new features or commands to see what they do and to understand how the software works. When he does this, he does so purposefully; that is, he reflects on each bit of feedback he gets along the way to understand how the feature might benefit him. Eventually, if he doesn't think it will get him closer to what he wants to achieve, he will revert back to ways that he already knows will work.

[1]Pat represents a fraction of male users with backgrounds similar to his. For data on males (and females) similar to and different from Pat, see http://eusesconsortium.org/gender/gender.php

Tim (Timothy) Hopkins[1]

You can edit anything in blue print

- 28 years old
- Employed as an accountant
- Lives in Cardiff, Wales

Tim loves public transportation. He knows several routes to get there from home and he's always exploring ways to optimize his trip into the office. Work starts with email, which he answers one at a time, as soon as he reads them. (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.) Some nights he plays computer games with his online friends.

Background and skills

Tim works as an accountant. He just moved to this employer 1 week ago, and their software systems are new to him. For Tim, technology is a source of fun, and he is always on the lookout for new computer software. He likes to make sure he has the latest version of all the software with all the new features.

Tim says he's a "numbers person", but he has not taken any computer programming or IT classes. Tim likes Math and knows how to think in terms of numbers. He writes and edits spreadsheet formulas for his work.

He plays the latest video games, has the newest smart phone and a hybrid car. He downloads and installs the latest software, and experiments with its settings. He is comfortable and confident with technology and he enjoys learning about it and using new technologies.

Motivations and Attitudes

- ***Motivations***: Tim likes learning all the available functionality on all of his devices and computer systems he uses, even when it may not be necessary to help him 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 taking 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 change his 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, 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 a fraction of male users with backgrounds similar to his. For data on females (and males) similar to and different from Tim, see http://eusesconsortium.org/gender/gender.php