

# PROCRASTINATORS

Non-genuine Adobe software users who do not convert to Adobe genuine products when prompted by Adobe through in-app notification cards and informational landing page experiences. Even when threatened with eventual software disablement, this audience segment procrastinate software replacement even after a number of prompts.

## Time

*I don't have time to take care of this now.*

I have old files that won't work on the new version (or at least I don't know and I don't have time to figure it out)

I don't want the new legit version because that means I have to learn new things and I have too many other things to do right now/don't want to.

I'm too stressed out right now to figure this out.

Too lazy, I won't lose this copy for a while so I'll just do it later. (low priority)

## Money

*I can't afford genuine software*

I'm a student, but not of an official university / I'm studying on my own. Why can't I get the student price?

I don't want to sign up for a whole year, what's all that about penalties? The month-to-month is too expensive.

It's too much money compared to how much I make in a month (EU countries specifically I know this is a problem - median wage in Germany is much higher than in Hungary or Czech Republic for example)\*.

I barely use it, just once in a while so I don't want to pay for it, and a 1 month trial doesn't make sense, that just stresses me out - maybe I won't use it during that month.

If the full price is so much, even if they're giving me a discount right now, I'll eventually have to pay for it full price. I don't want to do that.

I don't want to pay - what are other open source programs. Oh but then I'd have to learn it, and I already know how to use this one. :-/ Stuck. Deal with it later.

I'm just going to keep using this version until they take it away, I'll just find something else because it's too expensive.

## Mistrust

*I don't believe they have my back*

Adobe is being so pushy!

I don't like being threatened.

I'm being phished. It's not actually Adobe sending me these messages, but someone trying to steal money from me.

F\*ck corporate America, they are a big company, if I pay them, it won't make any difference at all. They're just greedy a\*holes

I've had a bad experience with adobe in the past, so I don't care to pay for it. Let them take it away if they want, I'm just angry.

I don't want to give them my payment information!

I think they are tracking me, and I don't like that.

What is a subscription?

I can't read full sentences, just some words enough to get my by in the software. I don't know what this message is.

## Confusion

*I don't understand why/how this happened*

What does illegitimate even mean?

I can't read english, or whatever language the message is written in.

## Frustration

*I don't know what to do.*

I don't have a bank card or credit card to pay with, or paypal. I only have cash/gold/silver/beer/I barter to get most my stuff.

I have an old computer. I don't know if the legit version would work.

I don't know how much it costs, why are there so many bells and whistles. It's confusing.\*\*

## Disbelief

*That is not right*

I think it's fun to go around the rules, it's fun to see what I can get away with.

I don't want to give it up, it's free. What if I use it offline and don't upgrade?

Why would I pay for this if I can keep using it for free?

I have a legit version! this is bullsh\*t! I won't give them my money again!

I don't like subscriptions, it's like paying rent, which I already have to do and make sure I have enough money every month.

I have access to legit software on my work computer, this is just a version on my personal one. If my company pays for a license, I shouldn't have to.

I'm too young to pay for it. Someone gave me my computer with this software on it. I don't have an adult I can trust/ trusts me to figure it out for me.

I'm really bad at technology, I'm afraid of screwing up/getting in trouble.

I would get laughed at if someone finds out I'm paying for the software (cultural norms)

\*[https://en.wikipedia.org/wiki/List\\_of\\_European\\_countries\\_by\\_average\\_wage](https://en.wikipedia.org/wiki/List_of_European_countries_by_average_wage)

\*\*<https://blog.dailylogochallenge.com/adobe-cost/>