

For [who] are we designing?

Digital Natives

These businesses are used innovating and adopting new technology. They have their own engineering teams and understand the role that technology plays in their growth.

Characteristics

- Mid to large businesses
- Quick to adopt
- In competitive landscapes

Customer examples

Shopee, Gojek, Zilingo, Glovo

Digital Immigrants

These businesses have been around for a while and have recently discovered the need to drastically innovate to keep up with the market.

Characteristics

- Mid to large businesses
- Slow to adopt, run on legacy systems
- Market leaders, but competition is catching up

Customer examples

Abbott, Banks, Lenovo

Connectivity Natives

These businesses have a big SMS or telco/connectivity use case and require specialist to handle their volume of traffic.

Characteristics

- Mid to large businesses
- Have procurement teams for SMS
- SMS drives an important conversion metric for them

Customer examples

Facebook, Google, WeChat, DBS

