

# 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

