



"We have to stop optimizing for programmers and start optimizing for users."

Jessica, 34

**Software Analyst,
Specifies Software**

**Employer
manufactures
medical devices**

Chicago, IL

A day at work for Jessica...

- Splits her time between programming, meetings and research solutions
- Wishes there was more time to interact with others
- Loves to dig into computer systems to figure out how to make them perform more efficiently

At home...

- Catches up on social media while making time for her family + friends

Influencers:

- Futurists such as Amy Webb, Michio Kaku, Ray Kurzweil
- Tech researchers like Gartner Group.
- Online reviews + recommendations
- IT friends at other companies

Online Favorites: Facebook, LinkedIn, Fast Company, Wired, TechCrunch

Buying Turnoffs:

- Oversells their solution.
- Won't make her job easier
- Seems too good to be true

Favorite Brands: Apple, NVIDIA, Honda, Google

Buying Goals:

Technological solution to a software or systems problem that actually solve problems and make work more efficient

Buying Triggers:

Makes her job easier.

She knows others found it does the job

She's convinced it will help her company

Buying Preference: Online for convenience, and minimal time dealing with a sales rep.