Abi (Abigail/Abishek)

- _______ years old
- Employed as a(n) _______
- Lives in _______

Background and skills

Their software systems are new to Abi. "numbers person". Abi likes Math and knows how to think with numbers. Abi also enjoys working with numbers and logic.

Motivations and Attitudes

- **Motivations**: Abi uses technologies to accomplish _______ tasks. _______ learns new technologies if and when _______ needs to, but prefers to use methods _______ is already familiar and comfortable with, to keep _______ focus on the tasks _______ cares about.

- **Computer Self-Efficacy**: Abi has lower self confidence than _______ peers about doing unfamiliar computing tasks. If problems arise with _______ technology, _______ often blames _______ for these problems. This affects whether and how _______ will persevere with a task if technology problems have arisen.

- **Attitude toward Risk**: Abi’s life is a little complicated and _______ rarely has spare time. So _______ is risk averse about using unfamiliar technologies that might need _______ to spend extra time on them, even if the new features might be relevant. _______ instead performs tasks using familiar features, because they’re more predictable about what _______ will get from them and how much time they will take.

How Abi Works with Information and Learns:

- **Information Processing Style**: Abi tends towards a comprehensive information processing style when _______ needs to more information. So, instead of acting upon the first option that seems promising, _______ gathers information comprehensively to try to form a complete understanding of the problem before trying to solve it. Thus, _______ style is “burst-y”; first _______ reads a lot, then _______ acts on it in a batch of activity.

- **Learning: by Process vs. by Tinkering**: When learning new technology, Abi leans toward process-oriented learning, e.g., tutorials, step-by-step processes, wizards, online how-to videos, etc., _______ 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 _______ does tinker, it has positive effects on _______ understanding of the software.

---

1 For distribution data on users similar to and different from Abi, see [http://gendermag.org/](http://gendermag.org/) for customizable versions including customizable pronouns.