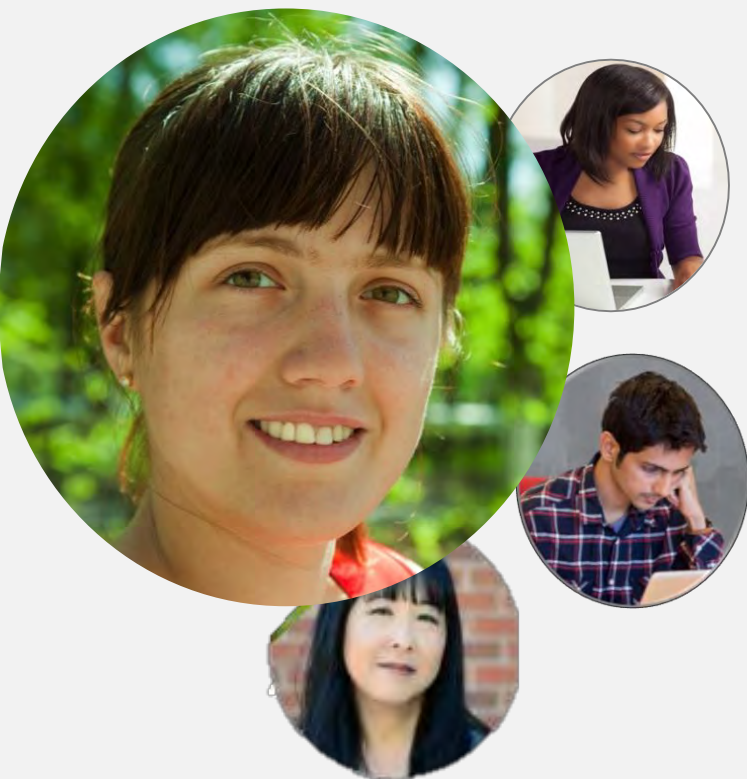


Abi (Abigail/Abishek)¹



Abi likes scanning all their emails first to get an overall picture before answering any of them.

- _____ years old
- Is a(n) _____
- Lives in _____

Background and Skills

The technologies at Abi's new employer are new to him/her. Abi likes Math and working with logic. She/He considers herself/himself a numbers person.

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.

*fill in blanks with pronouns(he/she/they)

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 technologies (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 technology.

¹Abi represents users with motivations/attitudes and information/learning styles similar to hers. For gender distribution data on users similar to and different from Abi, see <http://gendermag.org>