# Techie Tina

Millennials like this are intense, private and creative. They are highly imaginative and intellectual, and are very rarely satisfied with anything less than a full and logical understanding of whatever they are involved with. They are rational and focus on the here and now. Others consider them inspirational and image-conscious, and appreciate them because they lead by example. They tend to initially hang back from new social situations and are very particular when it comes to who befriending new people. When they want something, they go after it.

**Age:** 28
**Location:** Urban
**Education:** Any
**Income:** Affluent
**Job:** Designer
**Role:** Buyer

**Needs:**
• Be accountable
• Be first
• Be me

**Nature:**
• Very independent
• Proactive

**Orientation:**
• Goal-oriented

**Decision-Making Process:**
• Speculative
• Forward-thinking
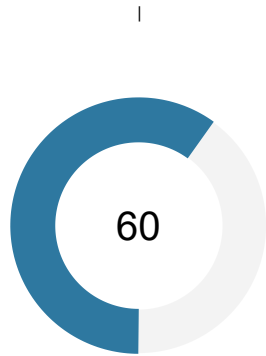• Relies on "sixth sense," "gut reactions" and hunches

**Group or Self?**
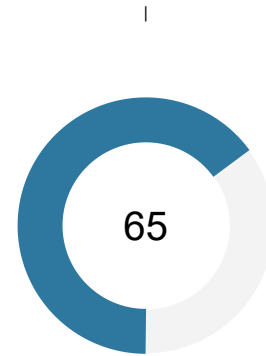• Self

**Is All About:**
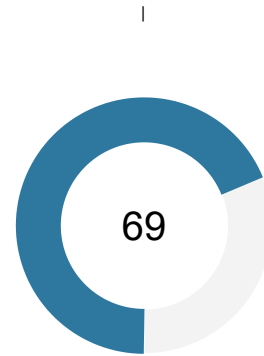• Improvement

**What is happening**

## Personality Traits & Characteristics

| 60 | 65 | 69 | 58 | 50 |
|---|---|---|---|---|
| Agreeableness | Openness | Impulse Control | Doing Vs. Thinking | Extroversion |
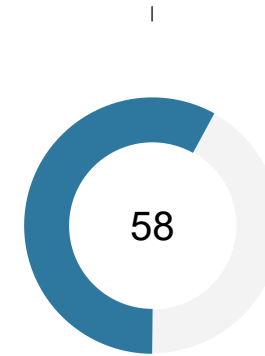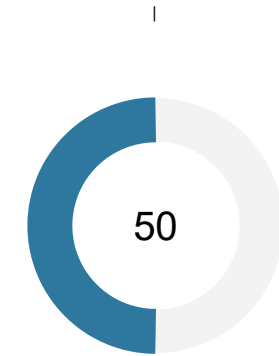
## Brands & Lifestyle Choices

amazon go · amazon alexa · COACH · Tom's OF MAINE · citibank · BLUE BOTTLE COFFEE

## More Or Less Likely Than Average To:



| | -50 | -25 | 0 | 25 | 50 |

Take Risks
Seek Variety
Want To Learn
Prize Experience
Follow The Crowd
Do What Everyone Else Is Doing
Be Down-To-Earth
Be Relatable
Be Well-Behaved
Be Emotional
Be Adaptable
Be Organized
Be Disciplined
Be Driven
Be A People-Pleaser
Be High-Maintenance
Take Care Of Health & Self
Enjoy Hugs, Handshakes And Pats On The Back
Be Resilient
Be Creative
Be Creative (Quantity of Ideas)
Be Creative (Quality of Ideas)
Everyday Creativity
All-around Creativity
Hands-on Creativity
Interpersonal Creativity
Math And Science Creativity

## User Summary:

• Users like this like to read information that is laid out in a clear, step-by-step way. They focus on details and logical order, and they don't need much background to understand what they're reading. They prefer websites or apps that are straightforward and organized, letting them go through content methodically. These users do well in places where they can deeply analyze text by themselves, even if the information is a bit abstract.

## Generational Considerations:

• More important to grab attention quickly

• Maximize graphical content

• Prioritize discovery over search

• Balance usability and accessibility with newness and novelty

• Links may be less effective

• Provide easy access to social feedback mechanisms (i.e. likes, shares, comments, questions, etc.)

• Provide customization options where possible

## Design Systems:

• Can be more distinct, independent

## Concrete Or Conceptual Framework?
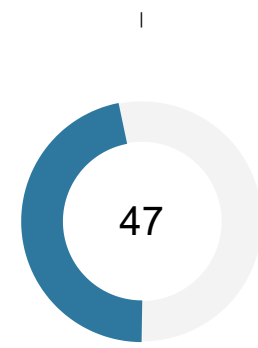
• Conceptual

## Foundational Theme:

• Simplicity/Clarity

**Interaction Style:**

• Passive

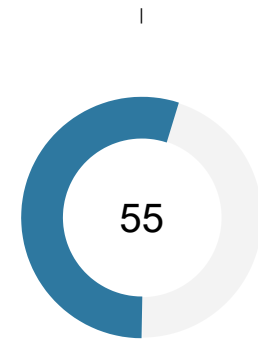• Watch & Learn

• Waits for Things To Happen
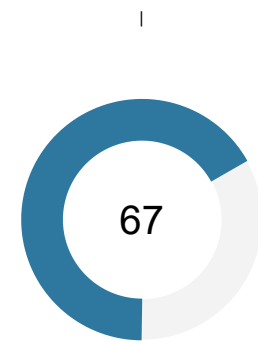
**Interactivity?**

• Less appealing

**UI Needs:**

47

Beauty/Aesthetics

55

Consistency

67

Clarity

**Site Map Structure:**

• Conceptual

**List Structure:**

• By relevance

**Display Query Results As:**

• Thumbnails

**Pop Ups?**

• Yes, timed after action

**Videos?**

• Timed (after initial information absorbed)

**Interactions & User Guides:**

• Prefers examples and instructions to exercises and tutorials
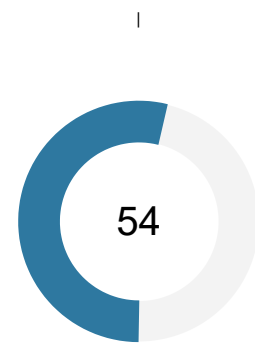
**Wants To Know:**

• What can I do?

**Key Behaviors:**

• Sees the parts that make up the whole as a collection of mini-experiences

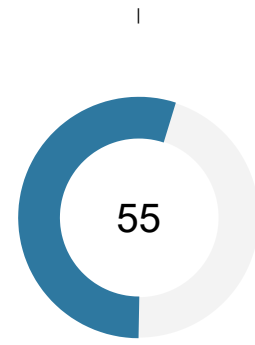• Looks at similarities & differences, focuses on literal meaning of text

**Self-Exploration?**

• More likely to explore

**UX Needs:**

54

User Control

55

Efficiency

**Learns Through:**

• Active experimentation

**Learns By:**

• Interpreting facts through the filter of intuition and personal experience

**Search Process:**

• Specific to general (bottom-up)

**Blind Spot:**

• Sees the trees, not the forest

**Feedback:**

• Moderate need

**Best Practices For Focus Groups:**

• Discuss desired state in a group

**Grouping (A,B or C):**

• A

**Likely To Participate?**

• Not immediately receptive

**Preferred Product Qualities & Capabilities:**

1. Innovation and Creativity

   *Products that offer new solutions or enhance creativity stand out in the market. Innovation drives user engagement by offering unique experiences or solving problems in novel ways.*

2. Support for Personal Growth

   *Products that facilitate learning, development, or the pursuit of passions cater to the user's desire for self-improvement. Supporting personal growth can turn a product into an essential part of the user's daily routine or long-term goals.*

3. Durability and Reliability

   *A product that users can depend on builds trust and loyalty. Durability ensures the product withstands everyday use, while reliability means it consistently performs as expected, enhancing user satisfaction.*

4. Flexibility and Adaptability

   *Products that can adjust to various user needs or contexts without compromising functionality appeal to a wider audience. This adaptability ensures the product remains relevant and useful as the user's lifestyle or preferences evolve.*

5. Authenticity and Morality

   *Users increasingly seek products from brands that demonstrate ethical practices and authenticity. Products that align with moral values and transparent operations build trust and positive brand perception.*

**Adoption Curve Tendency:**

• Early-adopter

## THINKS/FEELS

**Trusts:**

• Reason

**Seeks:**

• Knowledge

**Prizes:**

• Appearance/optics

## SAYS/DOES

**Actions Influenced By:**

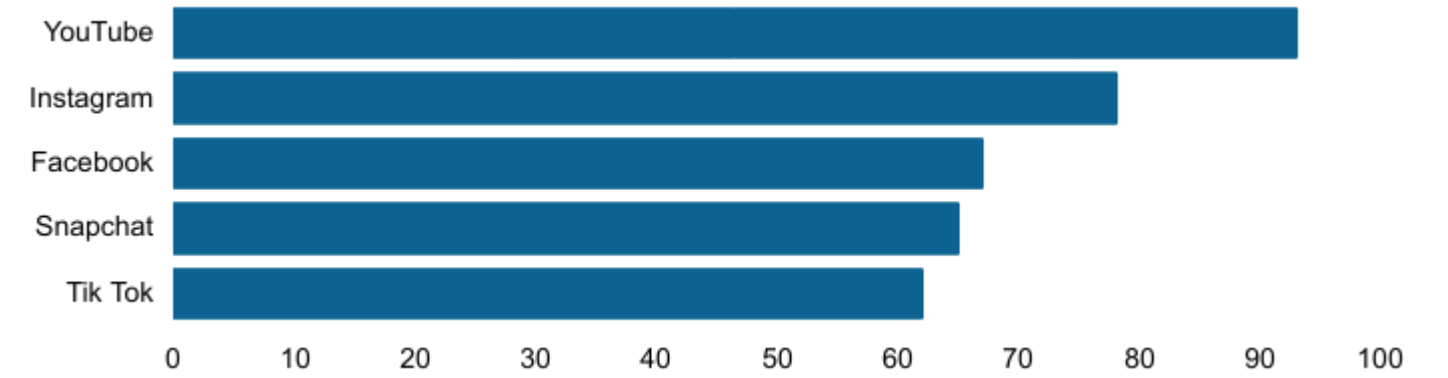• Big picture

• Imagined impact/outcome

**True North**

• Getting It Done

## INFORMATION SOURCES

| Source | Value |
|---|---|
| TV | ~42 |
| Radio | ~37 |
| Print | ~24 |
| Digital Devices | ~89 |

## SOCIAL MEDIA USAGE

| Platform | Value |
|---|---|
| YouTube | ~93 |
| Instagram | ~78 |
| Facebook | ~67 |
| Snapchat | ~65 |
| Tik Tok | ~62 |
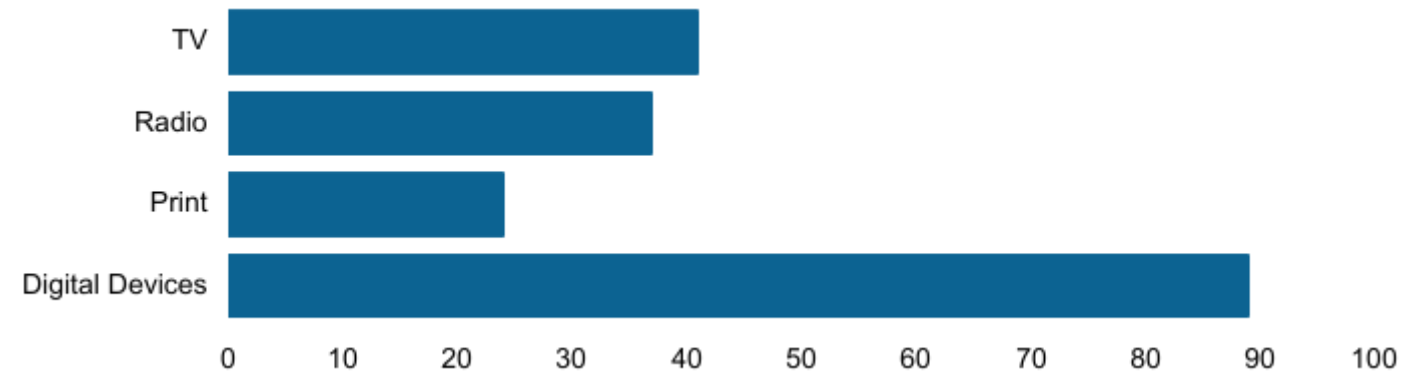
# Millennials: 1981 to 1996

**Snapshot:**

• "Book smart & savvy"

• "Fun first, hard work second"

**Generational Label:**

• Confident

**Familial Orientation:**

• Close to parents

**Attitude Towards Technology:**

• Digital natives

**Signature Product:**

• Tablet/smart phone

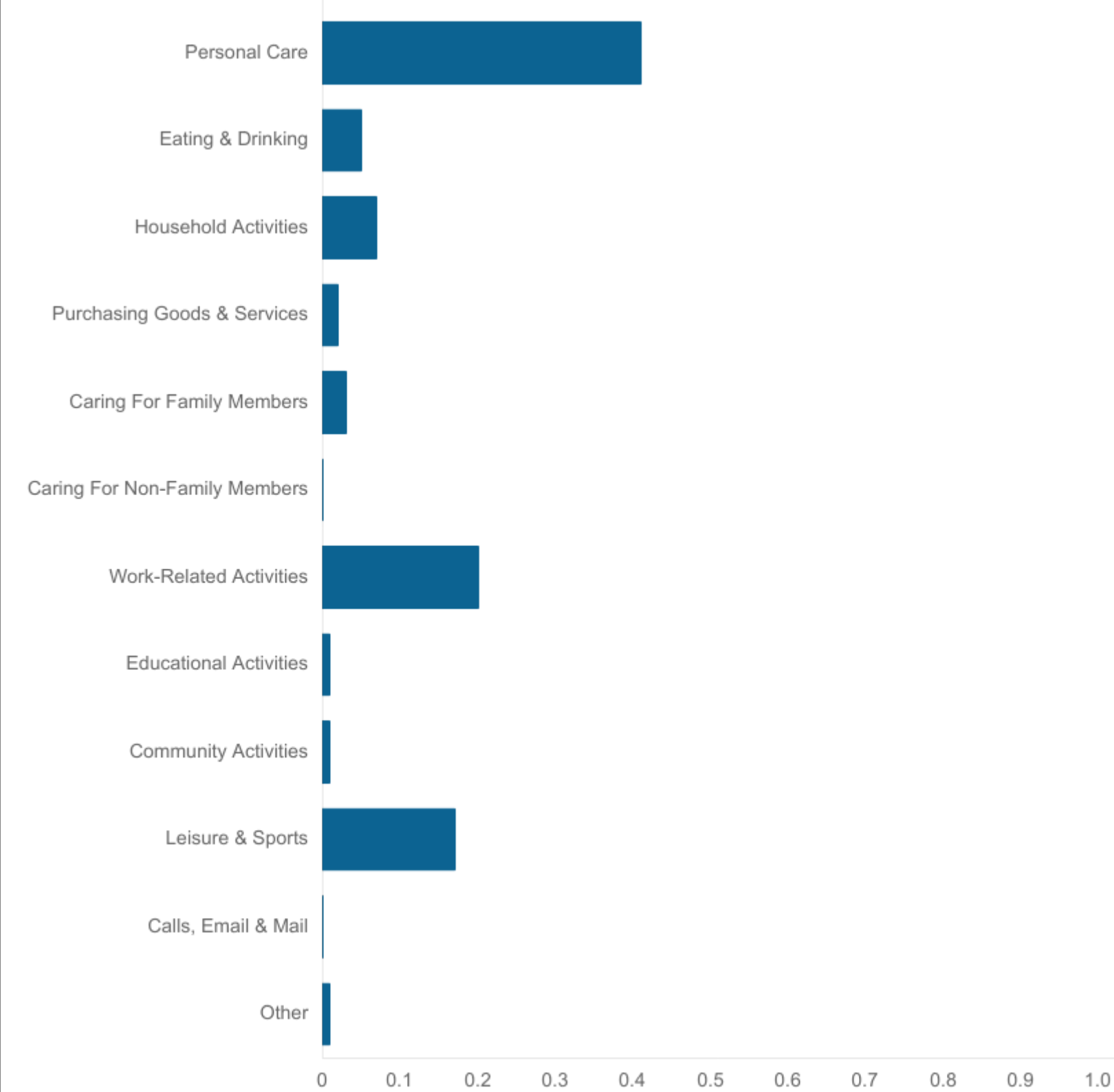**Communicates Via:**

• Text/social platform

**Aspiration:**

• Freedom and flexibility

**Childhood:**

★ American Girl

**Time Use:**



Source: Census Bureau

**Cohort:**

• 18 to 25

**# of Households:**

• 20,901,000

**Average Household Size:**

• 2.6