



Learning Lab Users

for development, marketing and fintech problem solvers



User Ecosystem



Jennifer
Entrepreneurial
Spirited Developer



Landon
Developing a new
finance era



Calvin
Data inspired
Digital Marketer



Ariel
The 'product champion' from
all aspects, dev & business

"I write
application
code"

"I set up
infrastructure
and servers"

"I research
good products
and services
for my team"

"I have to
balance
budget
constraints with
service needs"

"I monitor
app/server
performance"

"I drive
technology
strategy"

"I manage a
team that
uses these
types of
products"

"I make the
final business
decision on
whether we
purchase a
product or not"



JENNIFER

Entrepreneurial spirited developer

- Learning for the sake of building
- Learning Lab for Development: Blow past the marketing fluff, get to the code

CALVIN

Data inspired digital marketer

- Glancing at all the things until something grabs my attention
- Learning Lab for Marketing: Lead with value, then I'll invest time

LANDON

Developing a new finance era

- Outsmarting the worlds most powerful legacy systems
- Learning Lab for Fintech: Don't ask why, get to coding

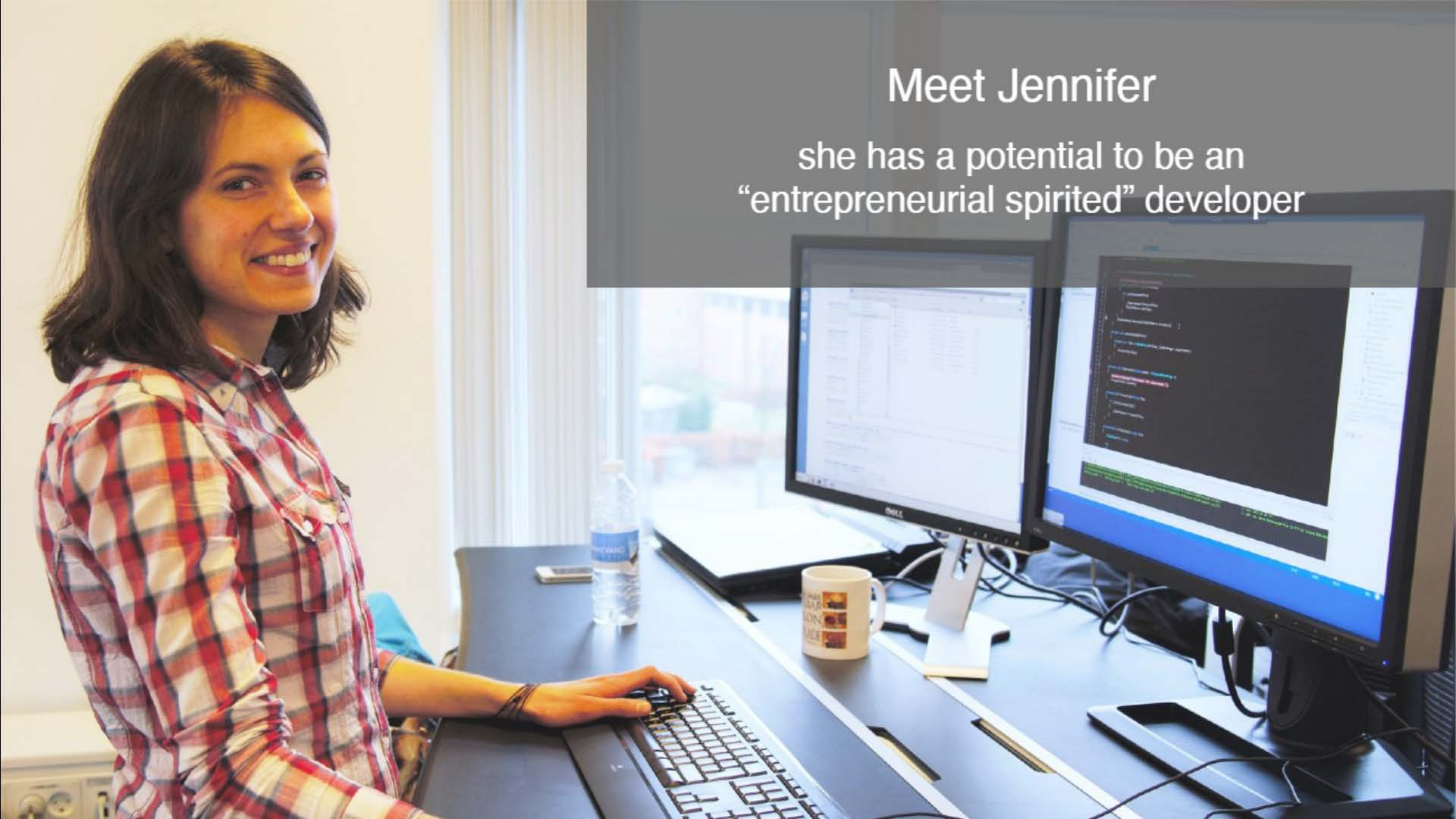
ARIEL

Champion of new finance processes

- Searching for learning in-between detailed Github and high level conferences
- Learning Lab for Fintech: Close the gap between programming & business

for developers

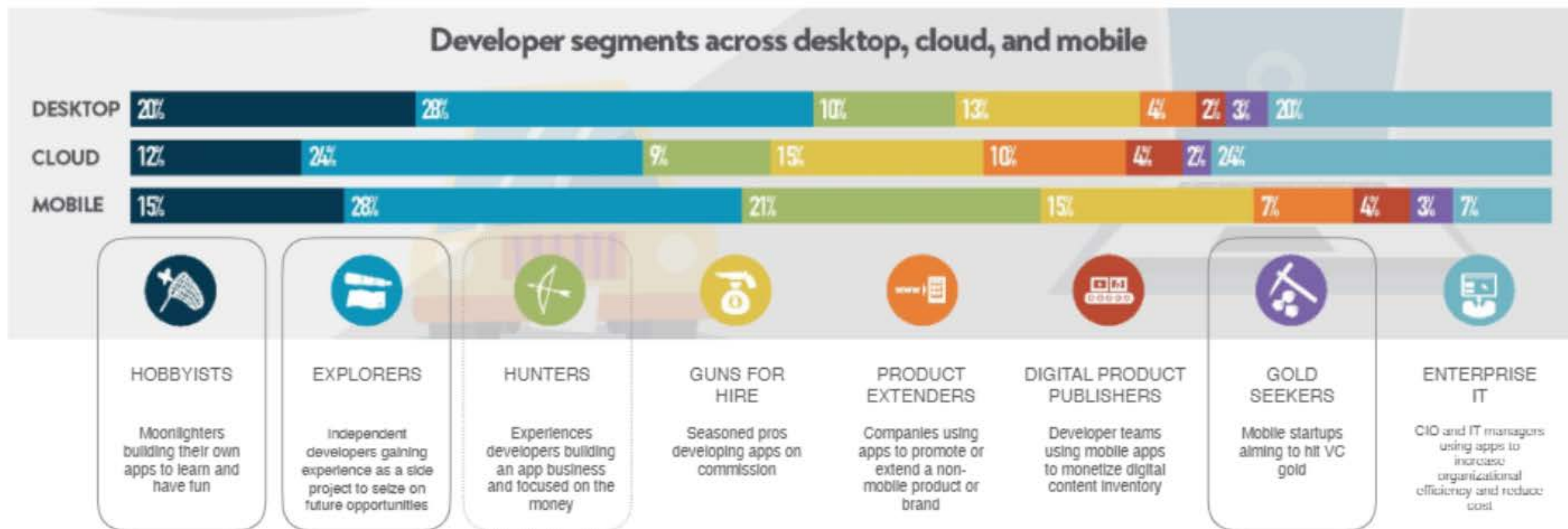




Meet Jennifer

she has a potential to be an
“entrepreneurial spirited” developer

Jennifer is representative of a larger set of developers



- Hobbyists, Explorers and Gold Seekers represent close to 50% of developers across Desktop, Cloud and Mobile building apps

*We aren't forgetting the rest of the developer types, they just aren't our current focus

Source: Vision mobile State of Developer Nation Q1 2016 based on survey of 21,000+ developers

Jennifer

28 years old

Developer with entrepreneurial spirit

- Selfish Value: always adding to my ego
 - “I get to out-smart my computer”
- Does: Influences others who are otherwise stuck
 - “tend to know how to turn over the rocks”
- Thinks: It’s never ending
 - “I’m always doing research to keep up on evolving or emerging information”
- Feels: Inspired by challenge
 - *“I don't like to jump from company to company, but I do consulting with companies which I really enjoy because theres always a new challenge and something new that somebody is trying to do”*



Jennifer's Learning Style

Take it and run with it

“It's really good to actually see someone go in and work on some of the advance techniques and then you can take those and lift them out of the tutorial and apply them to real life examples that you're working on for your job”

– Architect, Development advisor

Jennifer's Learning Pain Points

I still can't solve today's problems, today.

“Finding the specifics of something I want to learn. Most training is done at a high level.”

– Full Stack Developer

“There are gaps between tutorials and they are often just the very basic not going beyond just getting up and running.”

– Full Stack Developer



What attracts Jennifer?

Learning for the sake of building.

Finding the right solution quickly is the
predominant need in today's tech world.

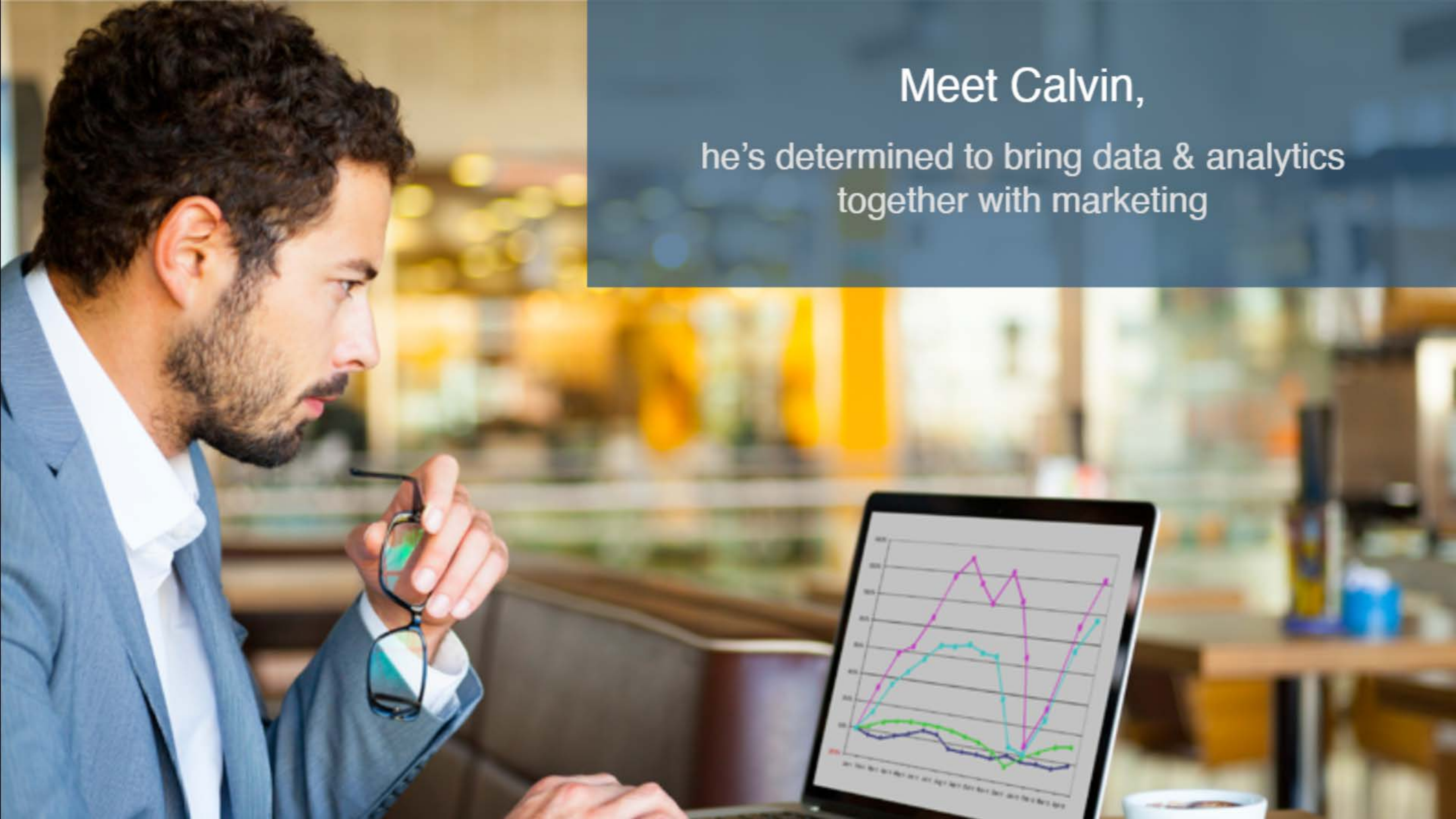


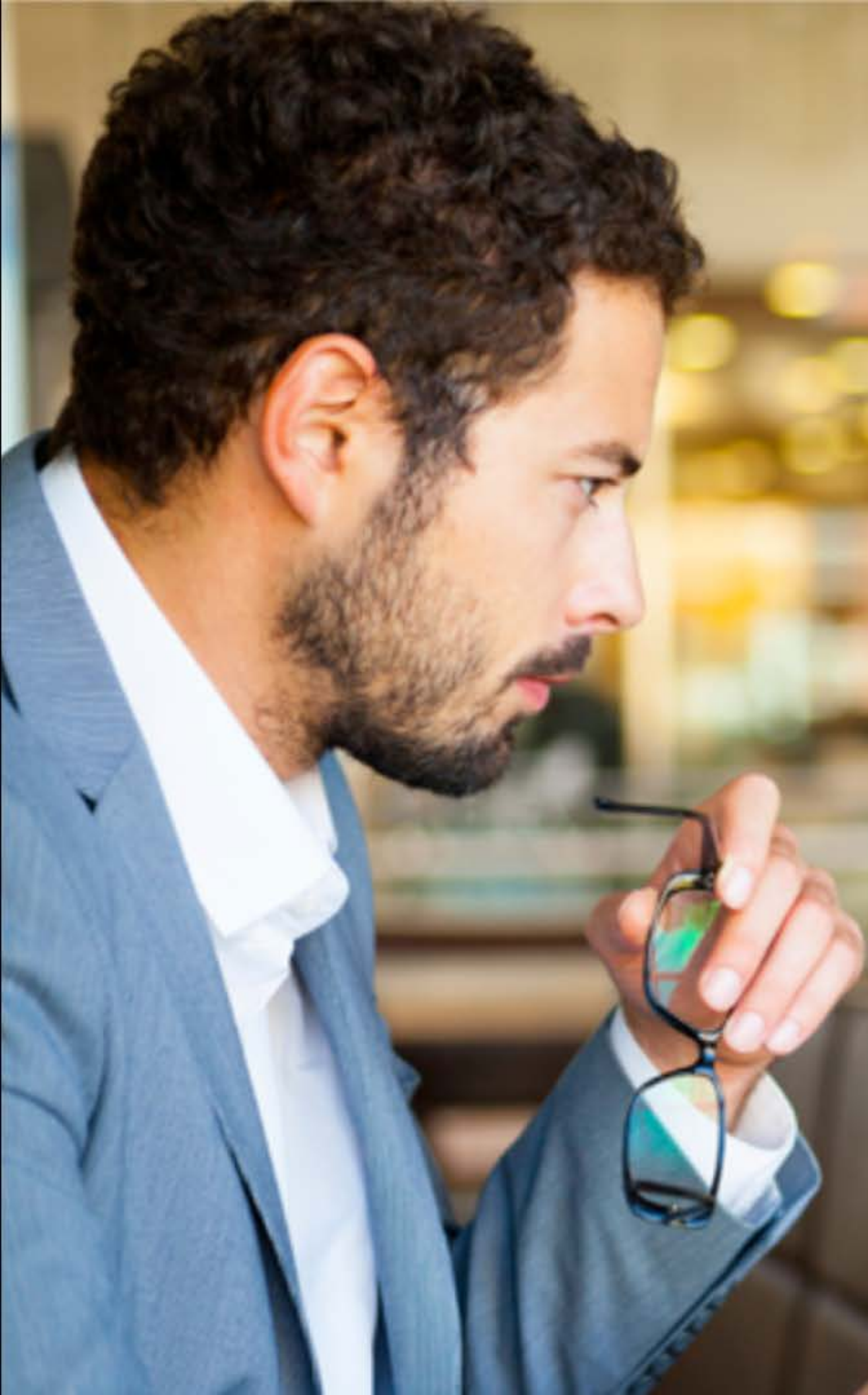
for marketers



Meet Calvin,

he's determined to bring data & analytics
together with marketing





Calvin

35 years old

Digital Marketer inspired by data/analytics

- Selfish Value: He doesn't want the tech people taking over another profession.
 - "...mind of a marketer"
- Does: He keeps his inbox constantly full of information.
 - "I probably get a couple hundred emails a week from different content sources"
- Thinks: He cares more about results/ROI than he does about the process/tool that gets him there
 - "People don't really care about technology. They only care about the benefit you get from it."
- Feels:
 - ""

Calvin's "As Is" Learning Style

"I glance at all the things until someone grabs my attention. I then read, or watch it until it loses my attention."

"Content has to be personalized, relevant, meaningful, and impactful."

– Ray Bherry, Marketing Director at Pollfish

"I can get lost in a lot of the news publication content. When I'm trying to find a realistic solution I'm just trying to find out the major stuff that is happening."

– Mack Burnet, ... at Digital Deepdish

Calvin & Learning Lab

Lead with value

Marketers will invest time and effort in learning as long as they can see from the start what they are getting out of it.

for fintech



Fintech users



Coder
Building the necessary
environment, structure,
algorithms, etc.



Tech Translator
Leading the development
in a new finance era



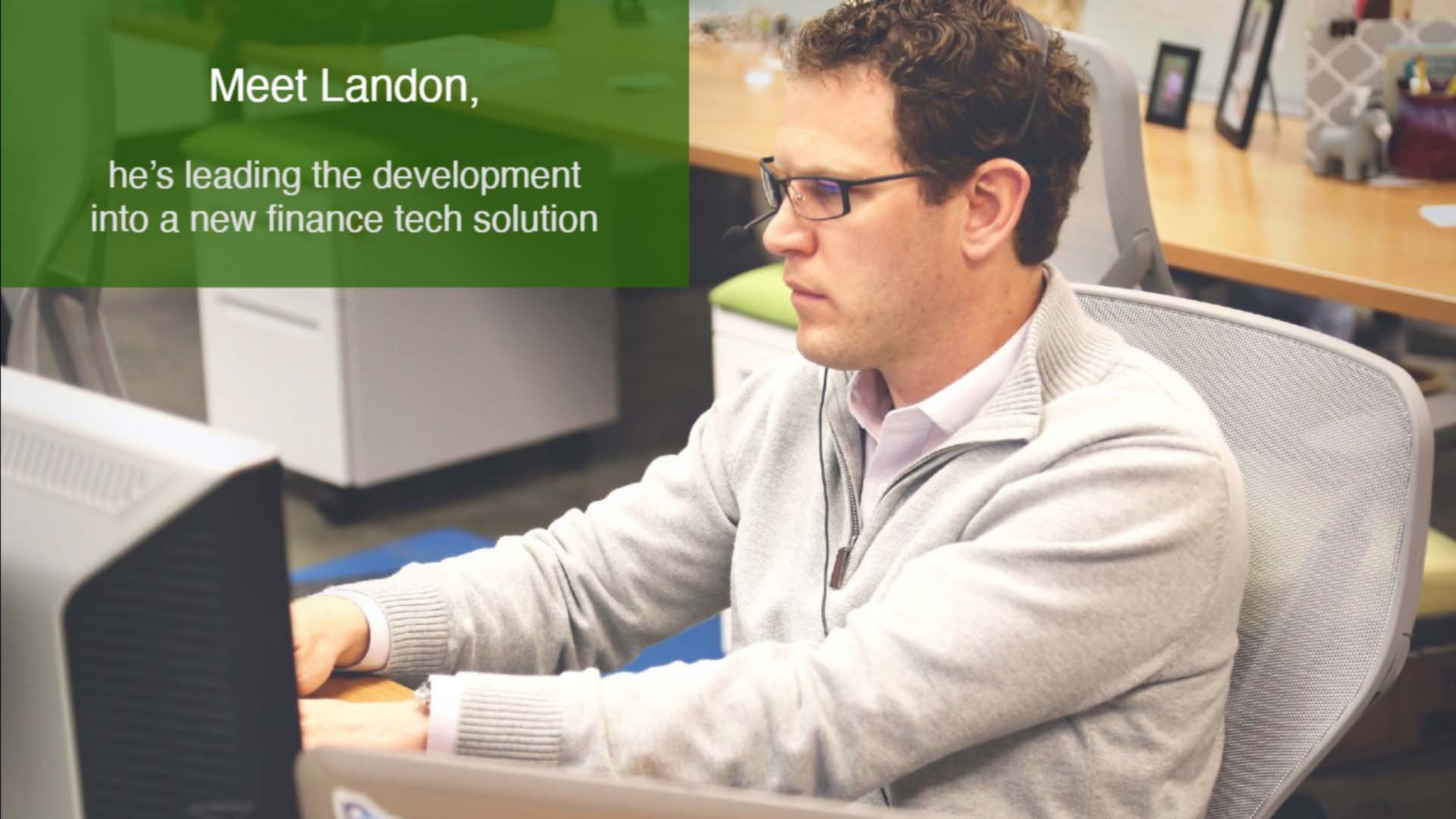
Product Champion
Pushing business wide
finance initiatives, from
inception to delivery

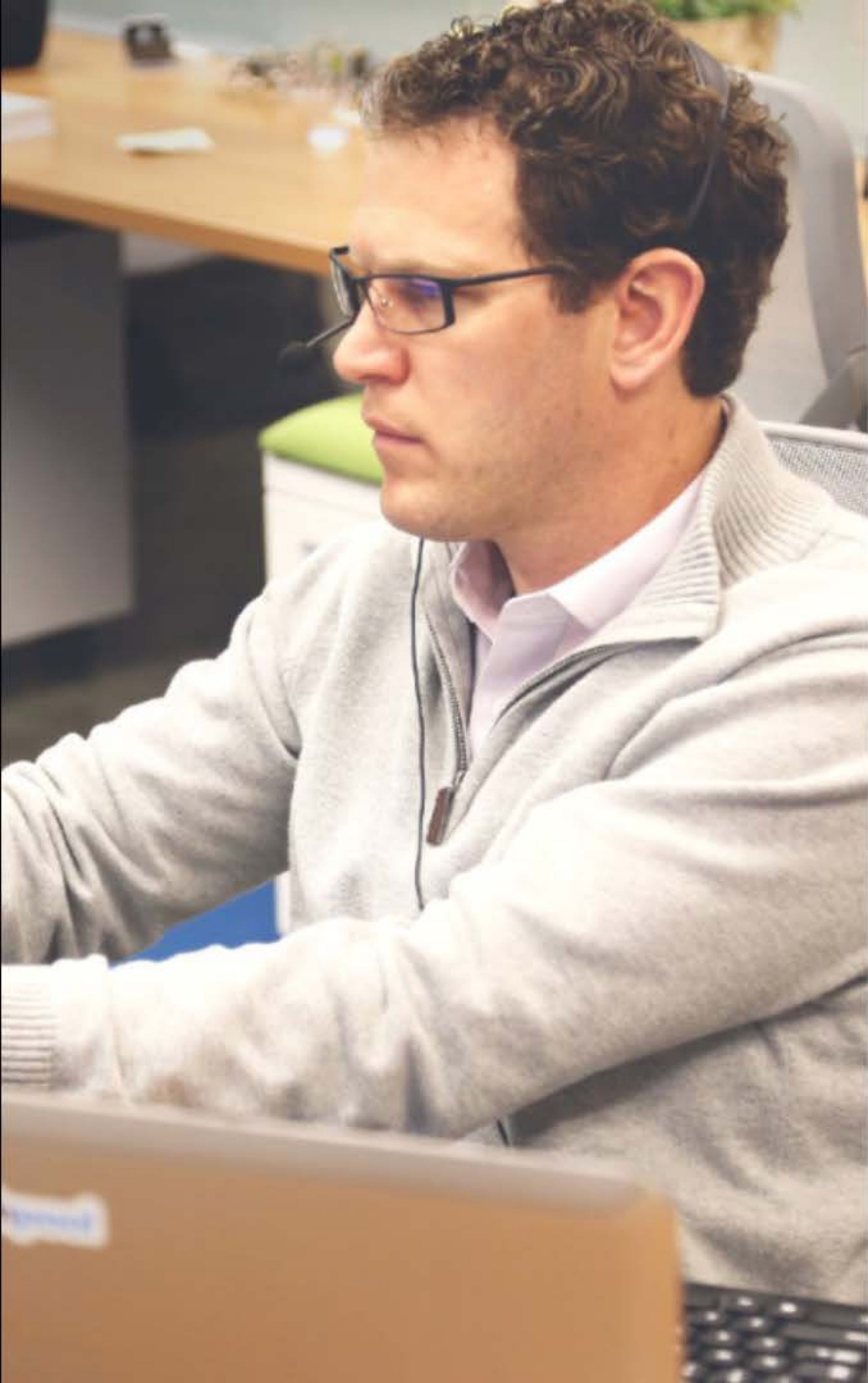


Business
Needs small, quick
updates on project to
report to exec

Meet Landon,

he's leading the development
into a new finance tech solution





Landon

48 years old

Developing a new finance era

- Selfish Value: Undermining the worlds most powerful legacy systems
 - “...”
- Does: Hunts for all certification programs around and works to complete them
 - “it’s not that difficult to get, if you’re good at learning and testing, it’s a couple weeks” - Charles Meier
- Thinks: understands benefit to using Blockchain rather than other processes
 - “the things that people are attracted to the blockchain are immutability, following the transaction, audibility, trust” - Cristina, Trading Screens
- Feels: Overly excited about where technology is headed
 - “Blockchain, big data and AI — I think those 3 are the marriage made in heaven moving forward because of the multitude of data that’s going to be produced” - Bob,

Landon's "As Is" Learning Style


XXX

"If it's MIT who issues the certificate, great! The course would be worth it the 2.300\$. But if the certificate is like the ones from edX, not as great. Everywhere, it says it's a MIT course "in collaboration with GetSmarter". But I'd like to confirm this thing about the certificate before paying the fees."

– Quora 'How do I know if this Finch course is for real or a fake'

"A professional in the financial services industry with solid capital markets experience and exposure to technology drivers in the industry."

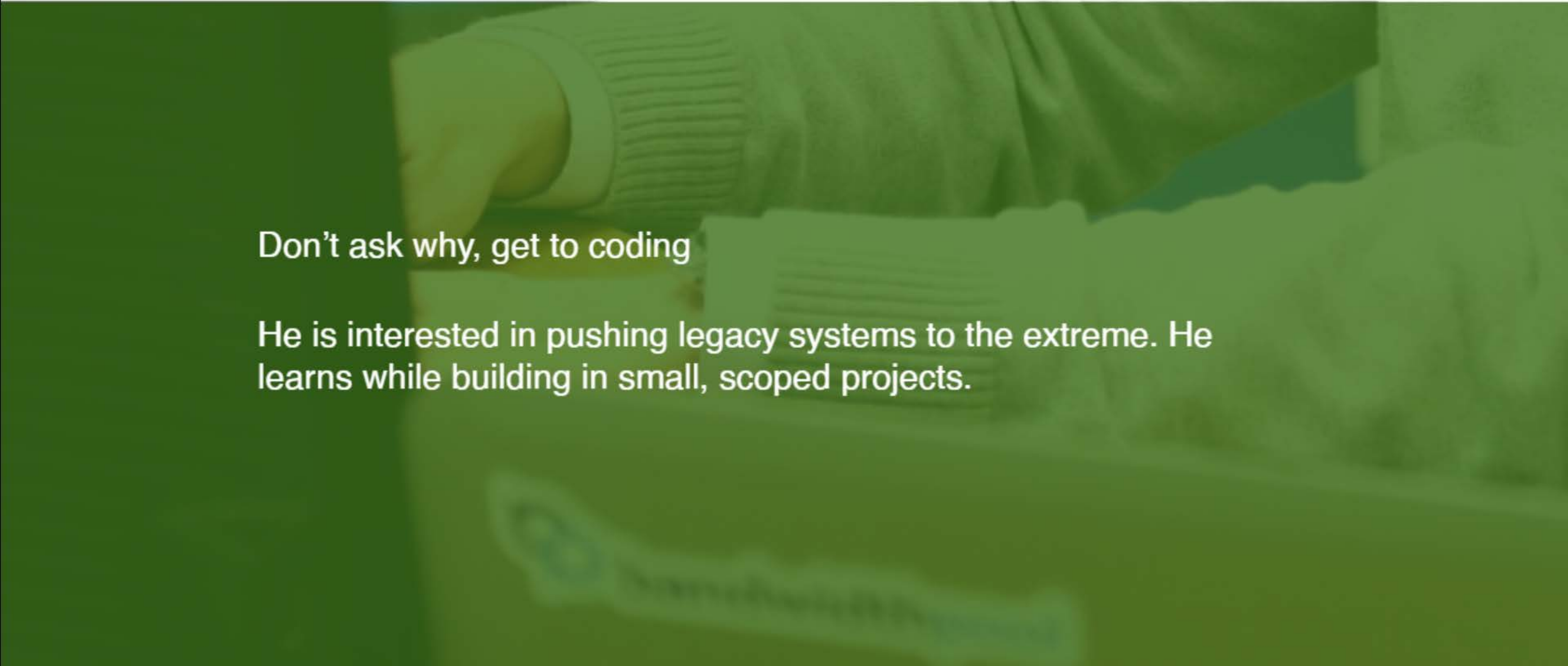
– Wallstreet Blockchain Alliance

A background image showing a person's hand pointing at a screen, overlaid with a green filter. The quote is centered in white text.

“I spend a lot of time teaching people about the potentials of blockchain and even more time unteaching people about the misconceptions of blockchain so that they feel comfortable about it.”

- Charles Meier, Citi Bank

Landon & Learning Lab



Don't ask why, get to coding

He is interested in pushing legacy systems to the extreme. He learns while building in small, scoped projects.

Meet Ariel,
Pushing business wide finance
initiatives, from inception to delivery





Ariel

45 years old

The 'product champion' from all aspects, dev & business

- Selfish Value: I can make a full strategic system that works whereas I'm skeptical of others who claim they can
 - "When I hear somebody say we're going to offer this awesome consumer thing it peaks my curiosity because I'm wondering how are you going to make the economics work?" - Linnea, Orchard Platform
- Does: Often discussing the stories of Fintech
 - "advocacy focused... I often call it bridging the gap between technology and capabilities and the reason behind it" - Ron, WSBA
- Thinks: These processes are clearly lacking in technology and someone has to initiate that
 - "I want to close that gap a little bit more (between programming and business)" - Charles Meier, Citi Bank
- Feels: shocked by lack of information in the Fintech world
 - *"we're in this weird world, where there's not that much out there"* - Charles Meier, Citi Bank

Ariel's Pain Points

Urgency for large Fintech changes like Blockchain is not clear yet

“events are great, but it’s really hard to make time for them in the workweek. [Prepping and going to an event] is a luxury of time and we don’t have that in this start up world.”

– Linnea, Operations, Orchard