

Tech Professionals

- Approximately 60% of our user base
- IT Manager title is used by 20.5% of our users
- Software engineer is used by 13.4% of our users

Beginner – Chad, 23



Lone IT guy at a small company who wears many hats, beginning his tech career.

Value Prop: A thirst for knowledge and experience.

Needs more experience & to add to resume

Looking for ways to continue his learning

Senior – Zack, 31



Tech entrepreneur looking to build the next big thing.

Value Prop: Get help when you need it. Stay relevant.

Looking to network with industry connections

A constant knowledge seeker

Manager – Ben, 38



IT manager for a medium size team that helps keep the company connected.

Value Prop: Get help and training support for your team.

Always putting out fires around the office

Can't find solutions fast enough

Business Owner – Austin, 52



Owner of tech company with experience owning previous businesses.

Value Prop: Take your staff to the next level.

Ambitious & driven by money

Needs to keep his employees educated

Expert

- 18% of our users are here to help others by answering questions, creating courses, and publishing articles
- 26% of our users have a Microsoft tech certification

The Comfortable Expert – Russ, 55



Expert in a comfortable job, near the end of his career and enjoys helping others.

Value Prop: Help others to keep your skills sharp. Challenge yourself.

Enjoys helping others, not driven by money

Is sought out for info & experience on aging tech

The Insecure Expert – Patrick, 29



Young expert looking to always prove himself to peers in the tech world.

Value Prop: Prove yourself. Expand knowledgebase.

Always answers/critiques even when not asked

Looking for validation

Site Volunteers

- Responsibilities include mediating disputes, educating users of tools, handling spam and editing of our article system and content
- There are 80-100 Site Volunteers at one time

Moderators – Bob, 40



Long time Experts Exchange fan who loves to help keep the site clean & organized.

Value Prop: Help keep EE running. Mission statement.

Loves EE, feels a sense of ownership

Earns his keep so he doesn't pay for subscription

Non-Tech Professionals

- Approximately 40% of our user base
- 34.6% of users are here for help (asking questions & Live)
- 47% of users are here for learning (browsing solutions, taking courses)

One and Done – Joey, 35



Non-supervisor operations assistant seeking solutions quickly in many forums.

Value Prop: Find solutions to your problem, fast.

Not looking to sign up or be part of community

Frustrated when he can't find an answer quickly

Freelancer – Anne, 30



Design freelancer, that picks up contract work through local agency.

Value Prop: Solve problems easily.

English is a second language

Prefers clear answers, frustrated when not simple

Small Business Owner – George, 57



Small business owner with no IT Department, in desperate need of tech solutions.

Value Prop: Support your team. Fill your IT needs. Do it yourself.

EE is a one stop shop for all things tech

He has limited human resources

Knowledge Seekers

- 2.7% users identify themselves as students
- ≈23% user education ranges from self taught to some college
- 36.8% users have 5 yrs or less of professional experience in their field

Student – Max, 23



Community college student in CS looking for career work experience.

Value Prop: Help support your education.

Looking to earn programming certification

Can't find tech job because he has no experience

Vendors

- 42% of users have purchasing decision influence
- 15% have final purchasing decision making power
- 58% of users are Early Adopters of new technology

Brand Evangelist – Rebecca, 36



Tech vendor looking to speak for her brand through community interaction.

Value Prop: Connect people with your brand.

Works around the clock

Looking to advertise

Lead Shark – Terri, 27



Lead gatherer for company, focused on finding ways to get leads quickly.

Value Prop: Outreach to tech professionals.

Not interested in networking

Needs to get as many leads as possible



Tech Professionals

Description

Users that work in IT or similar industry. These users are here to both get help and to offer help. They come with a variety of titles with IT Manager being one of our largest titles used across all site users. We have a range from tech professionals early in their careers to senior people.

Highlights/Themes

- Approximately 60% of our user base
- IT Manager title is used by 20.5% of our users
- Software Engineer is used by 13.4% of our users

Information gathered from 2016 Annual Member Survey



Chad, 23

Lone IT guy at a small company who wears many hats, just beginning his tech career.

Demographics

- IT guy, beginning his IT career
- Degree in engineering
- Has a girlfriend

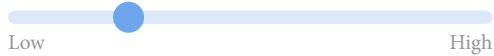
Behaviors

- Frequents Google for most of his answers
- Proud of his education and career choice
- Wants to be a big part of the company he works for
- Loves to learn
- Is impressed with the internet's shared knowledge

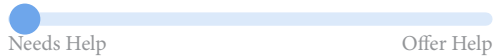
Pain Points, Needs and Goals

- Needs more experience
- Looking for ways to continue his learning
- Feels a lack of confidence because he is under-experienced
- Trying to build more reputation
- Looking to add to his resume

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Professional, Casual

Value Proposition:
A thirst for knowledge and experience.

Product Interest:
Gigs (freelance), Live, Community, Courses, Careers, Content Consumption (Articles, Videos)

Buying Habits:
Looking for free. Focused on courses.

Media/Device Habits:
Desktop/Tablet/Laptop
Snapchat, Twitter, LinkedIn

Inbound/Visiting Frequency:
Frequents EE a couple times a week.
Member Type: Free



Zack, 31

Tech entrepreneur looking to build the next big thing.

Demographics

- Tech entrepreneur
- Degree in Computer Information Systems
- Married with baby on the way

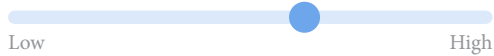
Behaviors

- Thinks he can do it all
- He is confident that he can learn anything needed
- A constant knowledge seeker
- Loves to video game

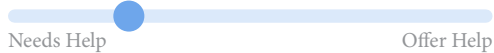
Pain Points, Needs and Goals

- He's limited on time because of his busy life
- Although confident in his skills he is beginning to consider finding others to help him
- Strapped for cash as he experiments with different ideas
- His end goal is to build an app that users will use daily
- Networking with industry connections

Looking to network?



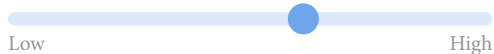
Needs Help - Offering Help



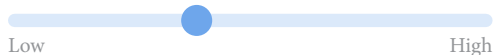
Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Professional, Family, Networking

Media/Device Habits:
Mobile (consumption)/Desktop
LinkedIn, Twitter

Value Proposition:
Get help when you need it.
Stay relevant.

Inbound/Visiting Frequency:
Sign Up
Visits weekly
Member Type: Free

Product Interest:
Community, Courses, Content,
Live (for Help)

Buying Habits:
Hesitant



Ben, 38

IT manager for a medium size team that helps keep the company connected.

Demographics

- IT manager
- Bachelors Degree in Mechanical Engineering
- Has technical certifications
- Married with 3 kids

Behaviors

- Constantly researching new techniques and software efficiency tricks
- Always putting out fires around the office
- Looks for quick solutions
- Tracks metrics of his team to monitor their work

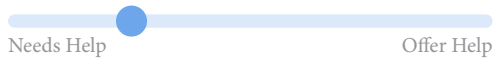
Pain Points, Needs and Goals

- Can't find solutions fast enough
- Spends too much time on emergencies
- Wants access to vendors (What product is the best?)
- Working with old technology (Hard to find solutions for)

Looking to network?



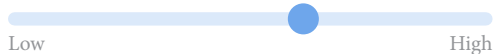
Needs Help - Offering Help



Looking to Learn?



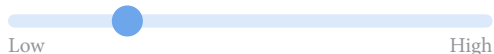
Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:

Inspirational, Professional, Family

Value Proposition:

Get help and training support for your team.

Product Interest:

Community, Courses, Gigs (posting), Live (asking)

Buying Habits:

Department Budget

Media/Device Habits:

Mobile (email consumption)
Desktop
LinkedIn

Inbound/Visiting Frequency:

Sign up
Monthly
Member Type: Premium paid for by company



Austin, 52

Owner of tech company with experience owning previous businesses.

Demographics

- CEO, Owner
- MBA
- Married with 3 kids

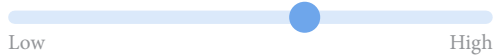
Behaviors

- Ambitious
- Has owned several businesses
- Driven by money
- He believes things can always be done faster

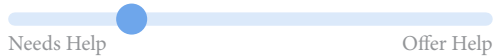
Pain Points, Needs and Goals

- Needs to keep his employees educated
- Wants to keep company up to date
- Does not want to waste money
- Looking to support staff on a tight budget
- Interested in outsourcing projects
- Visits tech sites for trends/research

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Inspirational, Professional

Value Proposition:
Take your staff to the next level.

Product Interest:
All products (for staff), Team Accounts

Buying Habits:
Willing to spend if he sees value

Media/Device Habits:
Mobile/Desktop
LinkedIn
Forbes

Inbound/Visiting Frequency:
Sign Up
Hopes his staff is visiting daily
Member Type: BA account



Non-Tech Professionals

Description

The non-tech professionals represent the rest of our user base at whopping approximate 40%. It's an important note because that is a large percentage that may not be as tech savy as the majority. These users are predominately here to receive help.

Highlights/Themes

- Approximately 40% of our user base
- 34.6% of users are here to receive help (asking questions and Live)
- 47% of users are here for learning (browsing solutions, taking courses)

Information gathered from 2016 Annual Member Survey



Joey, 35

Non-supervisor operations assistant seeking solutions as quick as possible in as many forums as possible.

Demographics

- Operations assistant at winery
- College degree in Philosophy, minor in Horticulture
- Married with kids
- PMI certified

Behaviors

- Looking for quick answers
- Uses basic office programs (Excel, Word)
- Has some knowledge but not an expert
- Likes to spend time with family and friends
- Not looking to sign up or be part of community
- Only sees Experts Exchange as a Q and A site

Pain Points, Needs and Goals

- He is frustrated when he can't find an answer quickly.
- He is not tech savy so he sometimes needs handholding with answers
- Delayed deadlines at work ruin his day
- Live interests him because of potentially quick solution

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Casual

Media/Device Habits:
Desktop
Facebook, Twitter, Yelp Reviews

Value Proposition:
Find solutions to your problem, fast.

Inbound/Visiting Frequency:
Google SERP (**37% of users**)
Member Type: Free

Product Interest:
Live, Community, Q&A

Buying Habits:
Willing to spend if he can find answers quickly.



Anne, 30

Design freelancer, that picks up contract work through local agency.

Demographics

- Has no formal educational degree but has certifications
- Single
- She lives outside of the US
- English is a second language

Behaviors

- Not tech savy but comfortable navigating design software and the internet
- Interested in learning how to make her software and day more efficient
- Doesn't frequent EE unless she has an issue
- Looking for new client opportunities

Pain Points, Needs and Goals

- She is frustrated by having to run outdated software
- Prefers clear answers, frustrated when they are not simple
- She likes step by step instruction in a visual form
- She likes chat programs
- Her main objective is to speed up her work process

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Professional, Casual

Value Proposition:
Solve problems easily

Product Interest:
Gigs (offering), Live (asking),
Community, Courses, Q&A

Buying Habits:
Willing to spend money for good
help but has limited money.

Media/Device Habits:
Desktop
Facebook, LinkedIn, Twitter
Pinterest, Instagram, Dribbble

Inbound/Visiting Frequency:
Google SERP
When she has a problem
Member Type: Free

Additional info:
8.2% users associate there
employment status with
Freelancer/Contractor



George, 57

Small business owner with no IT Department, in desperate need of tech solutions.

Demographics

- Small business owner
- AA General Education

Behaviors

- Believes that networking with experts and others will help him find solutions
- Believes that connections on the site can help him learn a bit about tech that he can apply to his business
- Looks at EE as a one stop shop for all things tech
- Fast learner and appreciative

Pain Points, Needs and Goals

- He has limited human resources
- Needs help in a variety of topics
- He feels scattered with all his responsibilities
- Interested in finding people for freelance or hiring
- Open to recommendations, suggested courses, etc.

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Professional, Casual, Layman, Inspirational

Value Proposition:
Support your team.
Fill your IT needs.
Do it yourself.

Product Interest:
Gigs (posting), Live, Community, Q&A

Buying Habits:
Must see the value to spend.

Media/Device Habits:
Mobile/Desktop
LinkedIn
Facebook (posting about kids)

Inbound/Visiting Frequency:
Google SERP
Sign up
Word of mouth
Member Type: Premium



Knowledge Seekers

Description

The knowledge seekers are here for extended time to learn from pre-existing solutions, articles and courses. The primary user here is the student although users beginning their tech careers could cross into this persona category (*See Chad of the Tech-Professionals*).

Highlights/Themes

- 2.7% users identify themselves as students
- Approximately 23% of our users have a range of education from self taught to some college
- 36.8% of our users have less than 5 years of professional experience in their specific field

Information gathered from 2016 Annual Member Survey



Max, 23

Community college student in computer science looking for career work experience.

Demographics

- No career work experience
- Software engineer student at a community college
- Part-time job as a restaurant server
- Very little income

Behaviors

- Loves to learn about coding
- Looking to earn programming certification
- Wishes to have more time for leisure
- Answers basic questions that he's confident answering
- Wants to get out of school quickly
- Uses sandbox environments to test out coding

Pain Points, Needs and Goals

- Seeks online courses on programming
- Trying to teach himself coding
- Needs help on his homework
- Wants a cheap education with value
- Can't find a tech job because he has no experience

Looking to network?



Needs Help - Offering Help



Looking to Learn?



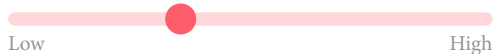
Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:

Casual, Millennial

Value Proposition:

Help support your education.

Product Interest:

Courses, Community, Content (Articles and Videos)

Buying Habits:

Thrifty
Shares financial responsibility with room mates.

Media/Device Habits:

Mobile/Desktop/laptop
Facebook, Twitter, Reddit, Amazon
Quick to use the internet

Inbound/Visiting Frequency:

Google SERP
Regular sign up
Member Type: Free



Expert

Description

Arguably our most important user as they help to answer the questions and educate our users that are seeking knowledge. Typically a more vocal group, this group is passionate about tech, helping others and making sure answers are accurate.

Highlights/Themes

- 18% of our users are here to help others by answering questions, creating courses, and publishing articles
- 26% of our users have a Microsoft tech certification

Information gathered from 2016 Annual Member Survey



Russ, 55

An expert in a comfortable job, near the end of his career and enjoys helping others.

Demographics

- DBA for the City of Los Angeles
- Degree in Mathematics
- Nearing retirement

Behaviors

- Set in his ways
- Enjoys helping others
- Not driven by money
- Comfortable in life
- Seeks accuracy

Pain Points, Needs and Goals

- Supports aging technologies
- Is sought out for information and his experience in aging technologies
- Sees problems to solve as a challenge
- Looking for satisfaction

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Proving experience

Value Proposition:
Help others to keep your skills sharp.
Challenge yourself.

Product Interest:
Live, Community, Articles (creation)

Buying Habits:
Living comfortably in tech.

Media/Device Habits:
Desktop
LinkedIn

Inbound/Visiting Frequency:
Regular Visitor
Everyday
Member Type: Earned access

Additional info:
• 13% users have between 20 and 30 years experience.
• 9% have over 30 years experience.



Patrick, 29

Young expert looking to always prove himself to peers in the tech world.

Demographics

- Associates degree
- Largely self taught
- Still waiting for his next promotion

Behaviors

- Always has an answer or critique even when not asked
- Tries too hard to please
- Defensive
- Constantly learning with no way to prove it

Pain Points, Needs and Goals

- Can't prove that he really knows what he's talking about
- Looking for validation
- Constantly trying to prove himself to colleagues
- Can't afford to go back to school to further career

Looking to network?



Needs Help - Offering Help



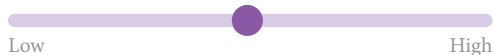
Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Casual

Value Proposition:
Prove yourself.
Expand knowledgebase.

Product Interest:
Gigs, Live, Community, Courses

Buying Habits:
Not looking to spend but is more loose with money.

Media/Device Habits:
Desktop/laptop/mobile
LinkedIn, Twitter, Facebook, Reddit

Inbound/Visiting Frequency:
Sign up
Daily visitor
Member Type: Earned access



Vendors

Description

The vendor persona is our newest user persona as we ramped up VPS in 2016. These users have very close connection and relationships with EE Sales team. They look to speak for their brands as well as generate leads.

Highlights/Themes

- 42% of users have purchasing decision influence
- 15% have final purchasing decision-making power
- 58% of users are Early Adopters of new technology

Information gathered from 2016 Annual Member Survey



Rebecca, 36

Tech vendor looking to speak for her brand through community interaction.

Demographics

- Brand representative
- Degree in marketing
- Non-technical

Behaviors

- Works around the clock
- Pressures herself to always have fresh content
- Believes her products are game changers

Pain Points, Needs and Goals

- Searching for tech users for outreach to advocate for product
- Looking to advertise
- Wants the ability to defend her products
- Involved in several communitites, doesn't want to spend too much
- Focused on educating first, hard sell later
- She wants to get help, but technically is challenged

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:

Casual yet professional

Value Proposition:

Connect people with your brand

Product Interest:

Community, Articles (creation),
Company Page, VPS Suite

Buying Habits:

Willing to spend for leads

Media/Device Habits:

Mobile/Desktop
Facebook, Twitter, LinkedIn

Inbound/Visiting Frequency:

Marketo lead capture
Sold by sales
Member Type: Vendor



Terri, 27

Lead gatherer for company, focused on looking to find ways to get leads as quick as possible.

Demographics

- Lead gatherer
- Degree in marketing
- Gets paid percentage commission and salary

Behaviors

- Not interested in networking
- Prone to a hard sale
- Tries out many different communities for results
- Deadline and goal driven

Pain Points, Needs and Goals

- Needs to get as many leads as possible
- Uses emails and promos to drive leads
- Needs to be able to read campaign results easily
- Looking for quicker/faster/more leads

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Professional, to-the-point, Social

Value Proposition:
Outreach to tech pros

Product Interest:
Community, VPS suite, Company Page

Buying Habits:
Willing to spend for leads

Media/Device Habits:
Desktop/Laptop
LinkedIn

Inbound/Visiting Frequency:
Marketo lead capture
Sign up by sales
Member Type: Vendor

Additional info:
Seen at trade shows



Site Volunteers

Description

The Site Volunteers are here to help keep Experts Exchange functioning daily. Responsibilities include mediating disputes, educating users of tools, handling spam and editing of our article system and content. They are very passionate about Experts Exchange.

Highlights/Themes

- There are 80-100 Site Volunteers at one time



Bob, 40

Long time Experts Exchange fan who loves to help keep the site clean and organized.

Demographics

- Established career in tech
- Computer science degree
- Has a full-time job

Behaviors

- Loves Experts Exchange, feels a sense of ownership
- Visits Experts Exchange Daily and been a regular for 10 years
- Loves to volunteer and be part of clean up
- Strongly connects with EE Mission statement
- Sometimes feels conflicted with the Corp team

Pain Points, Needs and Goals

- Wants to help make the community better
- Wants to earn his keep so he doesn't have to pay for subscription
- Has written his own admin tools to help with moderation
- Committed to the site leadership
- Frustrated by long lasting bugs and tools breaking
- Wants to be appreciated/valued
- Challenged to keep up with content
- Gets frustrated dealing with disputes

Looking to network?



Needs Help - Offering Help



Looking to Learn?



Willingness to be marketed to?



Visual?



Here to make money?



Marketing Information

Marketing theme:
Inspirational, Professional yet Casual

Value Proposition:
Help keep EE running.
Mission statement.

Product Interest:
Community, Content, Q and A

Buying Habits:
Not looking to spend
Works to get access

Media/Device Habits:
Desktop/laptop
Facebook, Social Media

Inbound/Visiting Frequency:
Comp Access
Daily
Member Earned access

Additional Info:
Weekly interaction
Extended part of EE team
Good to get their input