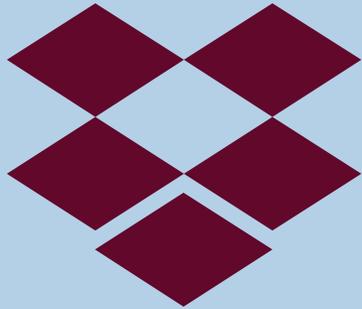


**Technologies for today's
user: When "good enough"
isn't enough**



Bryan Mann

Principal, Technology Vertical
Dropbox







SAMSUNG

6% 1:41 PM

SEARCH A-Z EDIT

AT&T Google Samsung Amazon Kindle Amazon

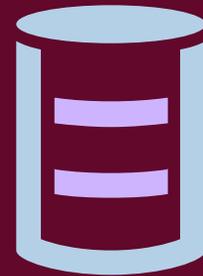
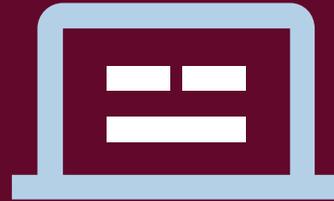
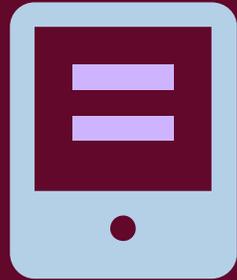
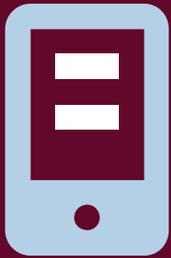
AT&T FamilyMap Setup & Transfer AT&T Smart Wi-Fi Calculator Calendar

Camera Chrome Clock Contacts DriveMode

Email Facebook Galaxy Apps Gallery Games

Hancom Office 2014 Instagram Internet Lookout Maps

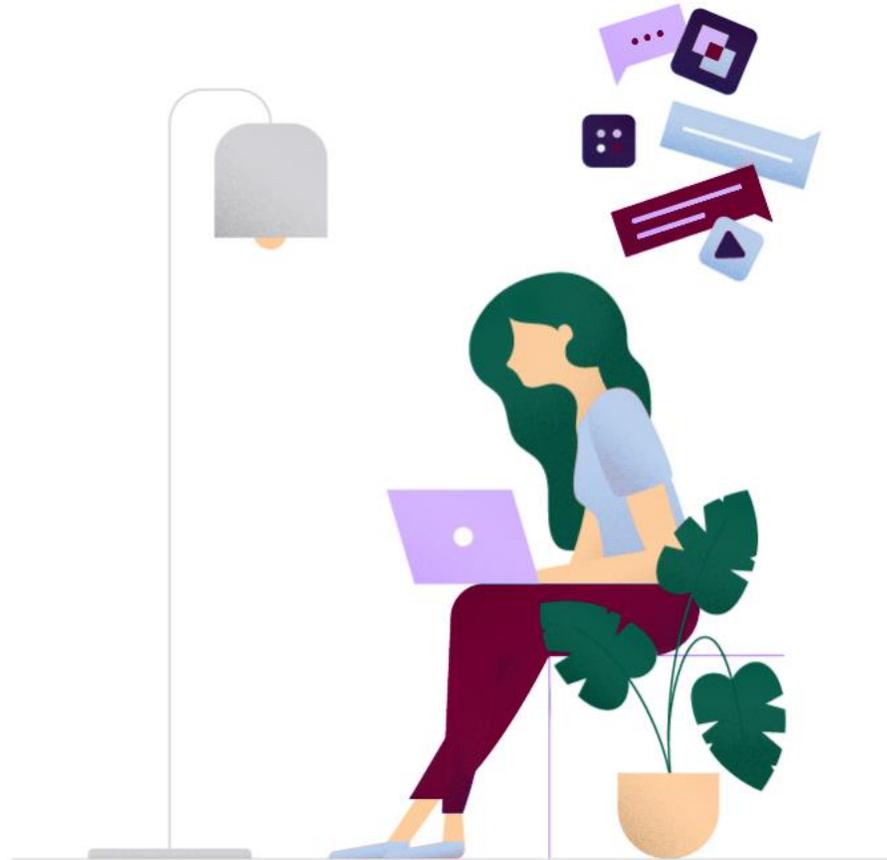
Data is sprawling



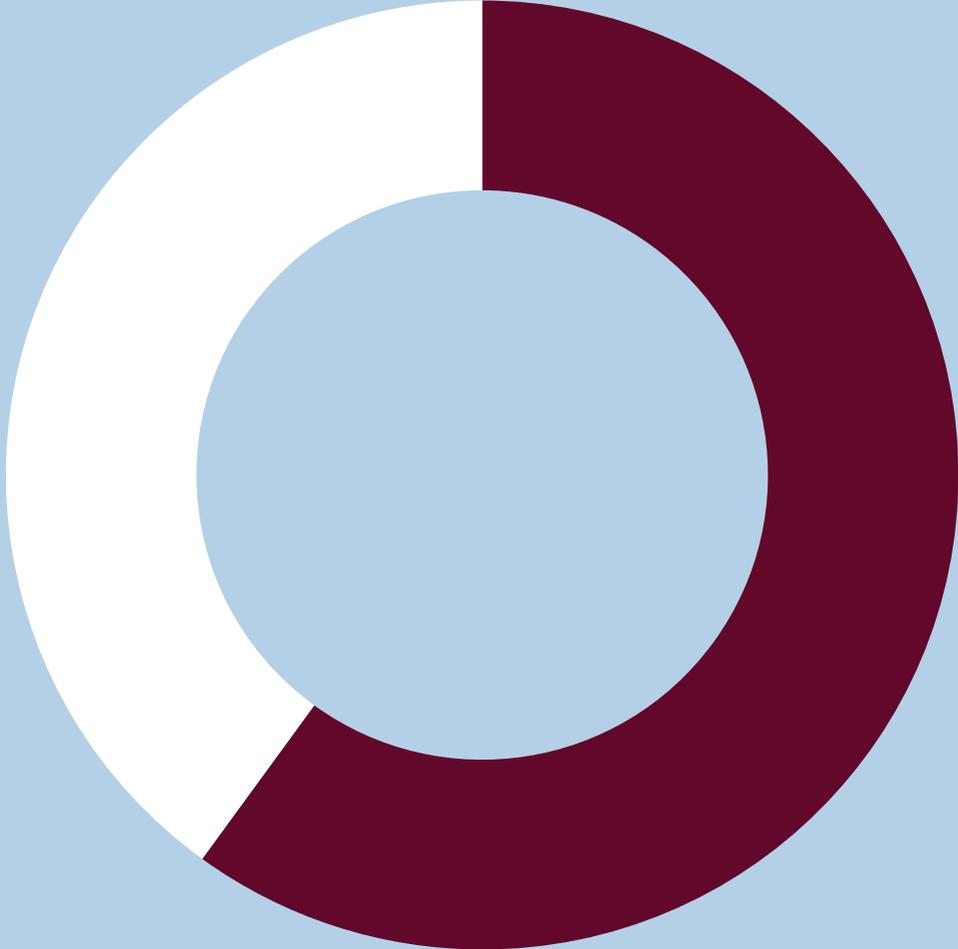
Why are users creating shadow IT?



**We make
assumptions
about how
people work**

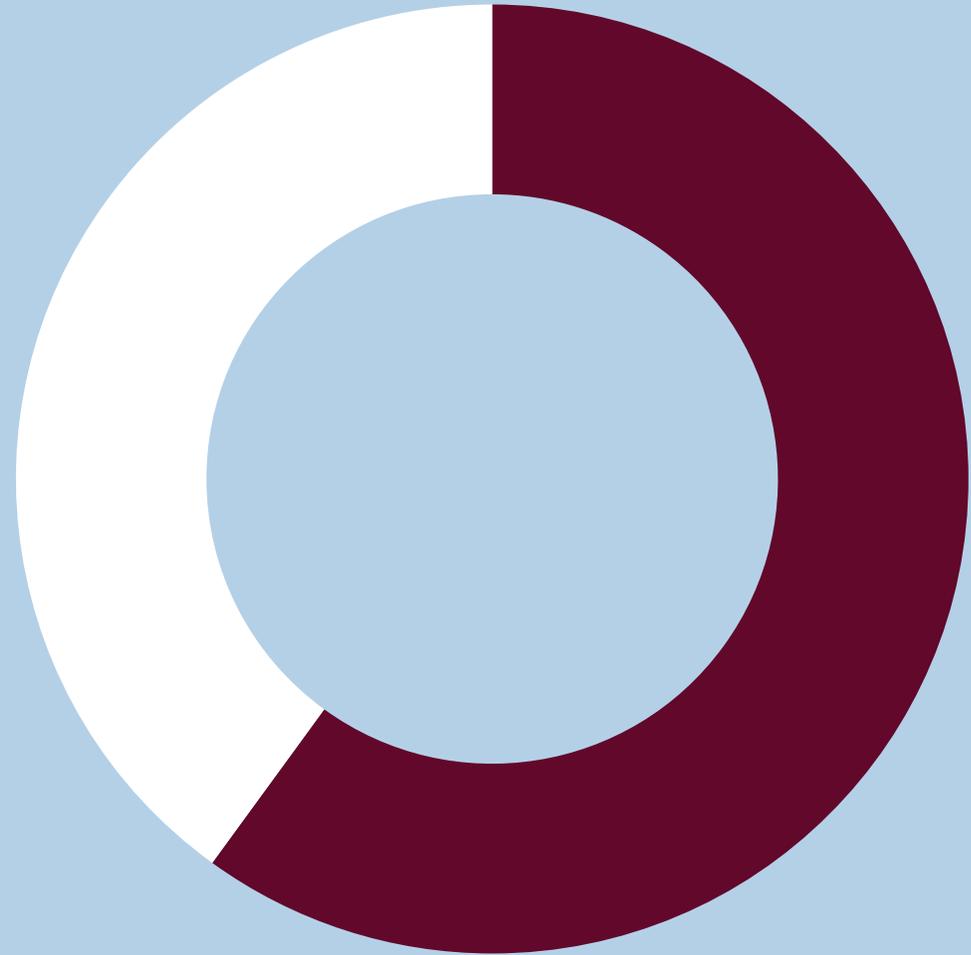


**Work
about
work**



60%

**What is
your “work
about
work?”**



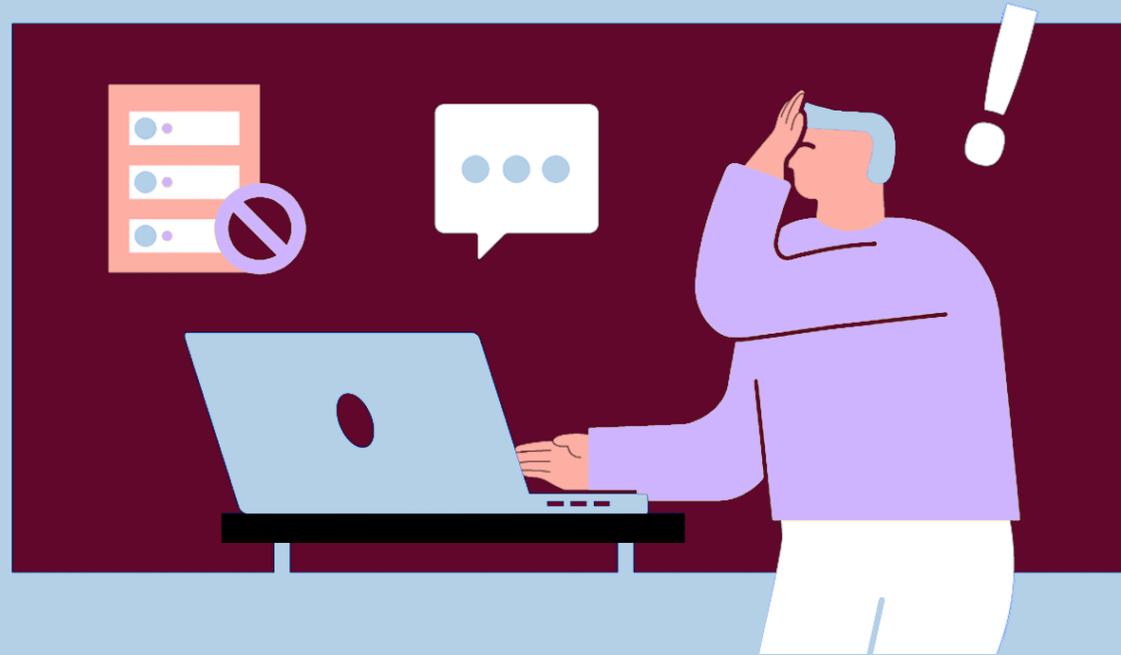
60%







**We choose “good
enough” solutions**



**“Good enough”
solutions cost more in
the long-term**



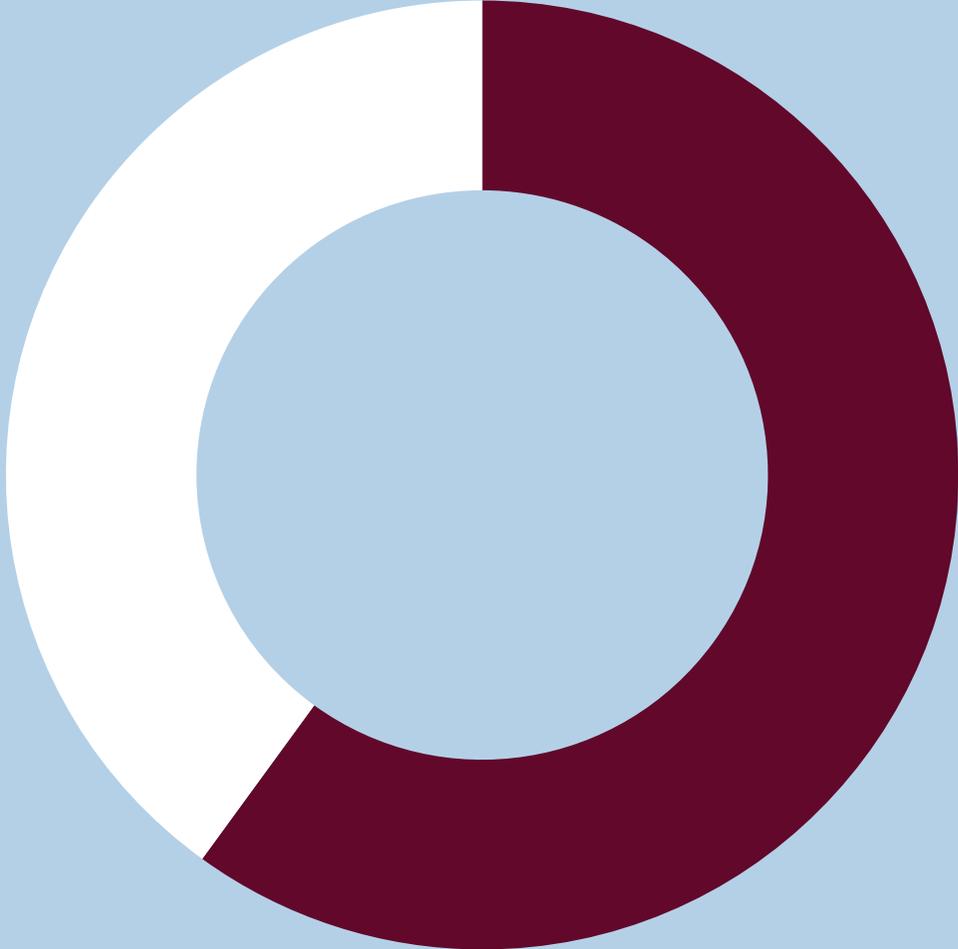
**Today's tools are
built for end-users**



**Unleashing the world's
innovative energy by
designing a more
enlightened way of
working**



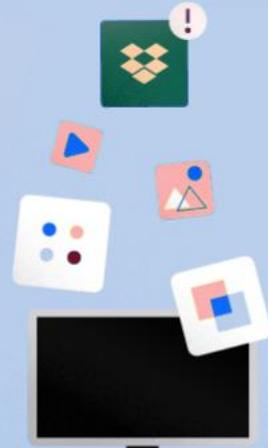
**Work
about
work**



60%

**Get to know
your users**







NET WT
1.5 OZ (42g)

MILK CHOCOLATE
Reese's

2 PEANUT BUTTER CUPS

220
CALORIES
PER PACK



Perfectly Popable & Resealable

MILK CHOCOLATE
Reese's

PEANUT BUTTER CUPS

minis

Unwrapped Mini Cups

actual

NET WT 8 OZ (226 g)

**We should hire
products to do a job**

Recap

Listen to your users

Uncover the jobs to be done

Make the right decision the first time - don't settle for
“good enough”

Q&A



Thank you!

8/10/2018

Bryan Mann

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