

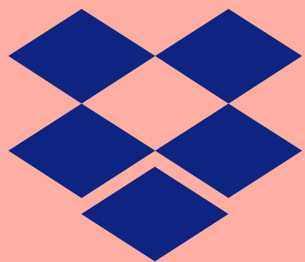


Technologies for today's user: When "good enough" isn't enough



Bryan Mann

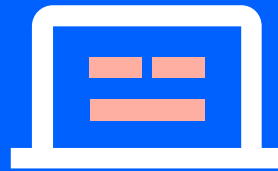
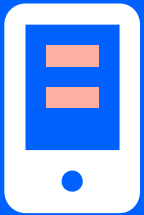
Principal, Technology Vertical
Dropbox







Data is sprawling



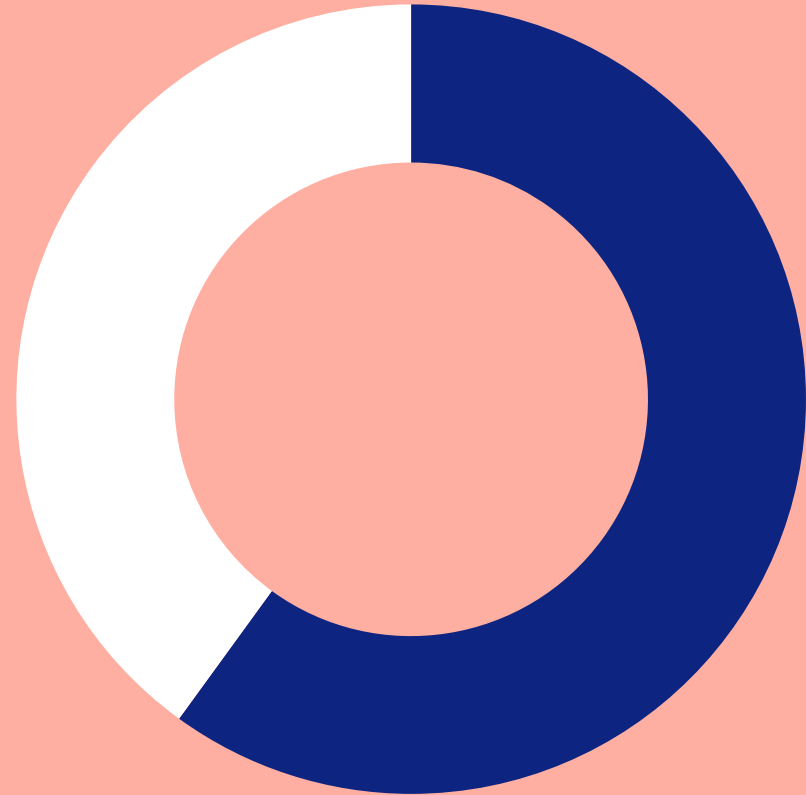
Why are users creating shadow IT?



**We make
assumptions
about how
people work**



**Work
about
work**



60%

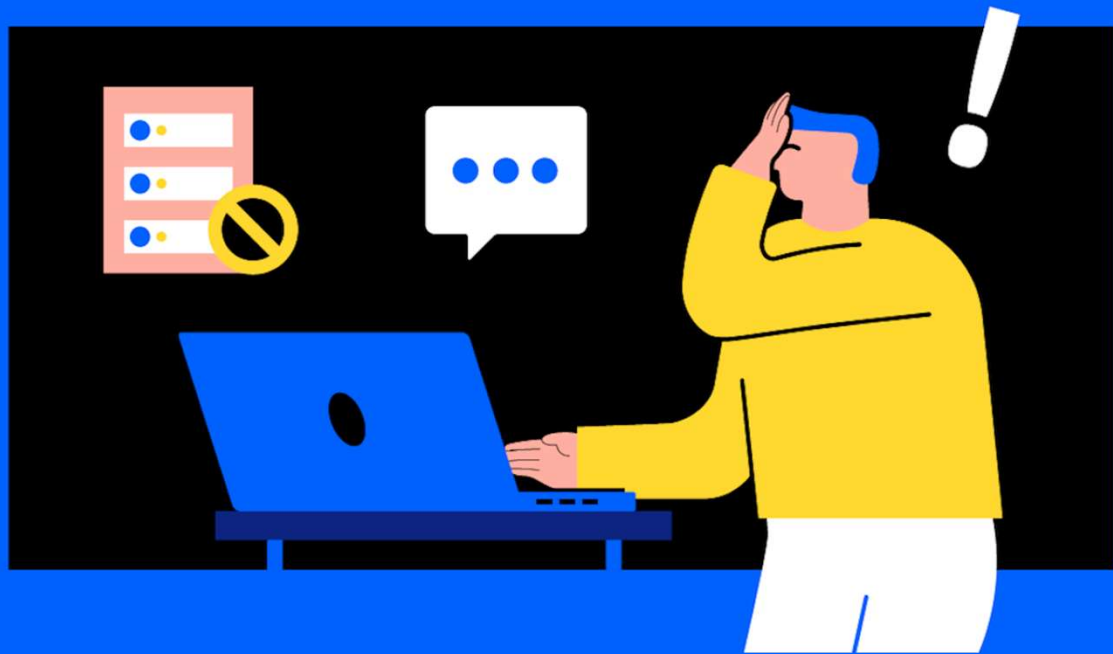








**We choose “good
enough” solutions**



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



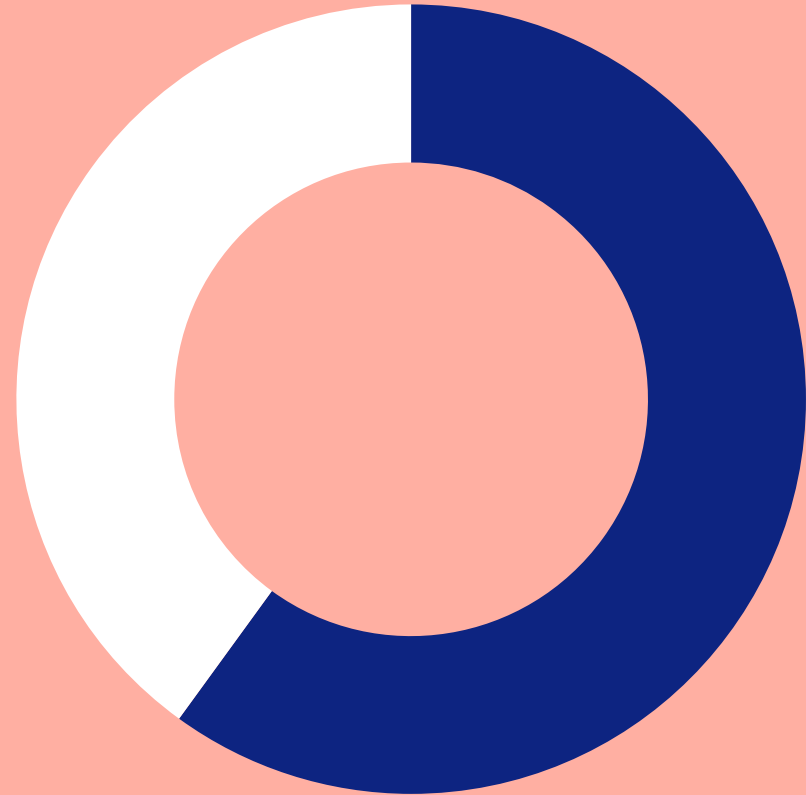
**Today's tools are
built for end-users**



**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

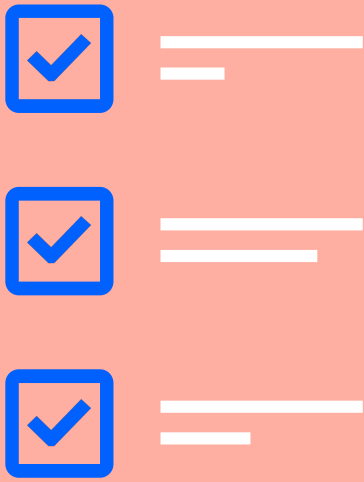
2 PEANUT BUTTER CUPS

220
CALORIES
PER PACK





**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!

3/14/2018

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Dropbox Business