

Why don't they get me?

The inevitable challenges in
developer-muggle-developer communication



Elisa Heikura

@Elisaliisa / koodarikuiskaaja.fi

Accenture, Ambientia, Aucor, Bananas, BLC, CGI, Ceon, Dude, Elisa, Fourkind, Frozenbyte, Fujitsu, Futurice, Geniem, Giosg, Innofactor, MarkkinointiAkatemia, NordCloud, Onsight, Pixels, Reaktor, Siili, Sininen Meteoriitti, Silverskin, Seravo, Sofigate, Solita, Tieto, Unfair, Unity, UnSeen, Valu, Vincit, Zeeland



Communication.

**1. They don't understand
your words.**

The background of the slide features a large, dark-colored airplane wing and engine on the right side. The sky is filled with various shades of grey and white clouds, suggesting a overcast day. The overall composition is professional and suggests travel or business.

Dynamic business solutions.

**2. They don't understand
your values.**

A vintage-style armchair with a light-colored, textured fabric and wooden legs stands in a field of tall grass. In the background, there are rolling green hills under a cloudy sky.

**Super comfortable and easy to
use.**

**3. They don't understand
your personality.**

A photograph of a forest with tall, thin trees, likely birches, standing in a dense cluster. The branches are bare or sparsely leafed, and the ground appears to be covered in snow or a light-colored layer. The lighting is somewhat dim, suggesting an overcast day or a shaded area of the forest.

Does anybody have any
questions?



So now what?

- 1. Simplify.**
- 2. Ask more questions.**
- 3. Tell your side of the story.**

A photograph of a young woman with long brown hair, wearing a white textured sweater, sitting cross-legged on a carpeted floor. She is gently petting a small, light-colored Shiba Inu dog that is sitting next to her. The background shows a room with a glass door and some furniture.

Thank you!

Elisa Heikura / koodarikuiskaaja.fi