

# 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, MarkkinointiAkademia, NordCloud, Onsight, Pixels, Reaktor, Siili, Sininen Meteoriiitti, Silverskin, Seravo, Sofigate, Solita, Tieto, Unfair, Unity, UnSeen, Valu, Vincit, Zeeland



**Communication.**

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



**Dynamic business solutions.**

**KOODARIKUISKAAJA**

**@elisaliisa**

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



**Super comfortable and easy to use.**

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



**Does anybody have any  
questions?**



**So now what?**

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

A woman with long blonde hair is sitting on a grey carpeted floor, looking down at a light-colored dog sitting next to her. The dog is looking up at her. The scene is overlaid with a teal tint. The text 'Thank you!' is centered in the middle of the image, and 'Elisa Heikura / koodarikuiskaaja.fi' is centered below it. In the bottom left corner, 'KODARIKUISKAAJA' is written in white, and in the bottom right corner, '@elisaliisa' is written in white.

**Thank you!**

**Elisa Heikura / [koodarikuiskaaja.fi](http://koodarikuiskaaja.fi)**