

# COULD THIS BE YOU?

TAKE  
OUR

## TECH TEAM TOUR

What exactly do people in tech companies do?  
Well, remember when Snapchat gave us Friend Emojis in 2015?  
Let's look at how their team might have made that happen!  
Do any of these people sound like you?

1

### PRODUCT MANAGER

"I listen to customers & plan how we are going to improve the app. Research showed users wanted a private option instead of the public Best Friends List. I made the decision with my team to make this change."

**I AM** creative, good at listening & explaining things & a team player

2

### PROJECT MANAGER

"Like a football manager, I plan what the team needs to do to make things happen - how long it will take & who works on it from start to finish. I ensure the team follows the plan so the Friend Emojis arrive on time!"

**I AM** a team player, good at organising & planning & a people person

3

### CODER

"Friend Emojis are coming to Snapchat, so I build those changes. Being a coder means writing instructions for the computer to make it do clever things... like having Friend Emojis appear right next to your friends!"

**I AM** patient, curious about how things work, good at fixing things & ask a lot of questions

4

### TESTER

"Any small mistake in the Coder's instructions and The Friend Emojis don't appear next to your friends! I find any little mistakes before Snapchat users do. This saves the company money & makes sure our customers are happy!"

**I AM** good at fixing things, curious and I'm good at spotting mistakes

5

### MARKETING

"How does everyone know about Snapchat? Because of me, the Marketing Manager! I plan & design messages and where to put them to get your attention & make you download the app!"

**I AM** curious, creative, inventive, good at listening and communicating

6

### CUSTOMER SUPPORT

"Did something go wrong? Do you need help or instructions? You might need to contact me at Customer Support to see if I can guide you through the problem. I can help you to install the app, to find out if something went wrong or to guide you through the changes."

**I AM** helpful, like to solve people's problems, good at listening & following instructions

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