

ENGINEERS ARE PEOPLE TOO: BRINGING MICROCOPY TO COMPLEX SOFTWARE

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ABOUT PTC



6,000+ employees



2,150+ employees in R&D



Major R&D:
U.S and Israel



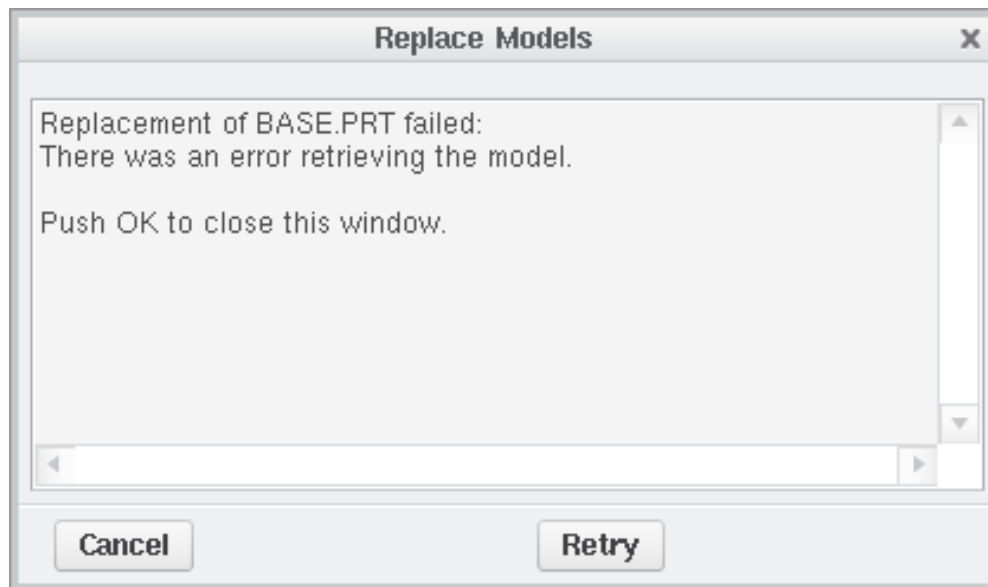
28,000+ active customers



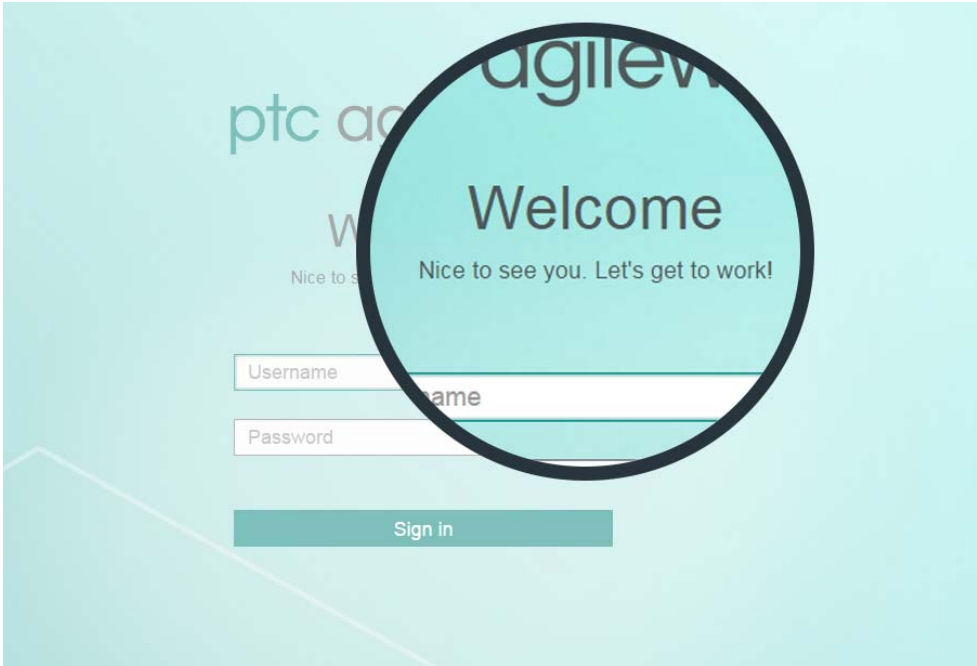
2,000,000+ total active Seats



WHAT IT USED TO BE



ABOUT AGILE AND AGILEWORX



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Some stories are still open.

You can close the sprint after you mark these stories Done or Canceled:

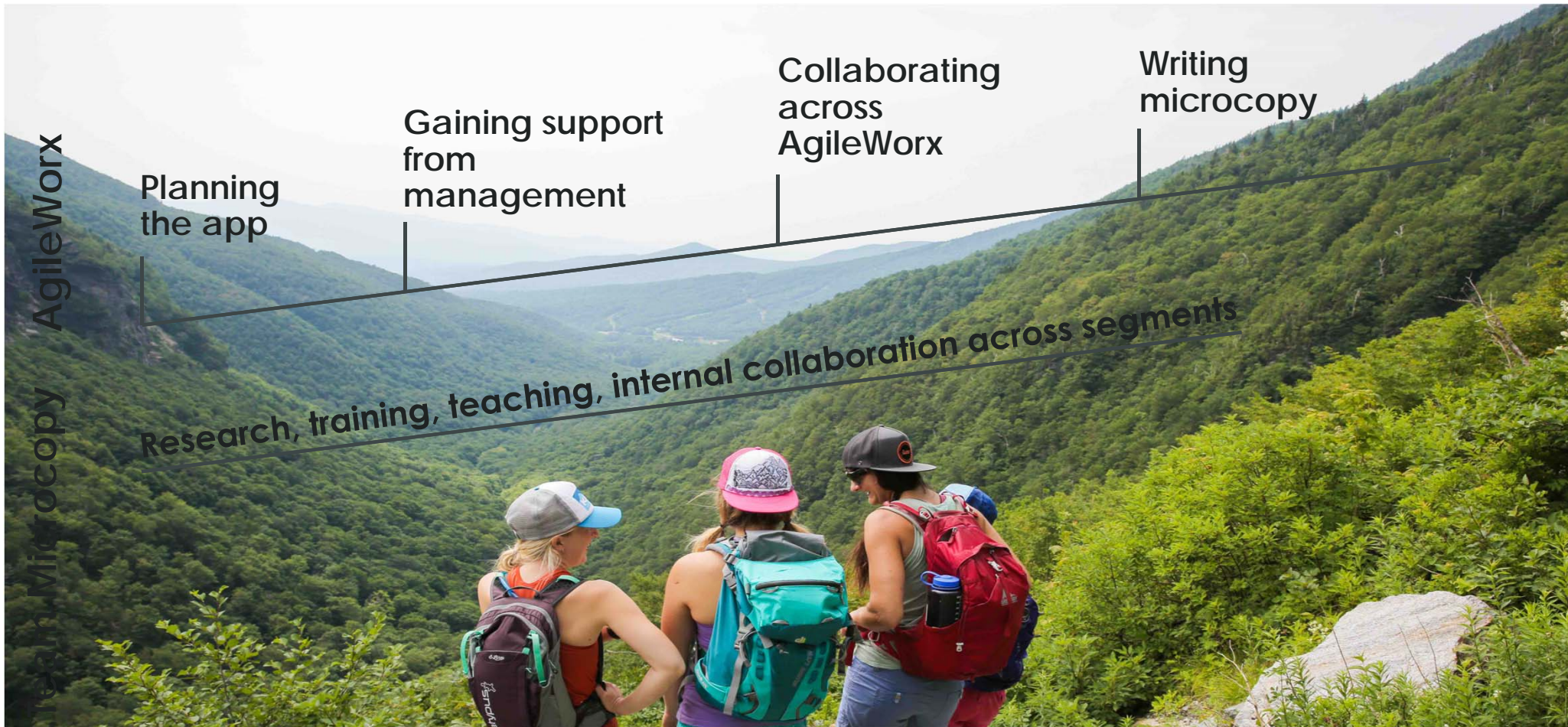
OK

All your stories are closed

You've just earned yourself a cup of coffee!
All your stories for this sprint are closed

OK

OUR JOURNEY



HAPPY ENDINGS



Plans for organizational change

SVP of Design

Copywriters and UX writers

Microcopy mindset for new products

Improvement of existing products

Starting now, microcopy is a consideration in the development process. Even the most complicated products will start “speaking microcopy”

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SECRETS TO WIN HEARTS & MINDS

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- **Be Prepared.** Know your target audience. Figure out what the roadblocks will be and come prepared with **research** to counter arguments and answer questions
- **Educate.** Spread the word so people are hearing about it from **all directions**
- **Team up.** Work in **parallel** to cover different aspects of the effort
- **Persevere.** Some people won't be convinced the first time they hear it. Sometimes people have to hear or see the presentation **more than once**
- **Offer resources.** People who are interested will want to read more

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QUESTIONS?



ptc