female interaction
research based innovation
v. Klaus Schroeder, design-people
Klaus Schroeder
Strategy director, CEO & partner
Female Interaction project responsible
We transform user insights and expert knowledge into inspiring interaction and product design, creating valuable user experiences.

We are leading in design for the emerging female market.
Implementing Female Interaction
Female Interaction - research based innovation
female interaction

3 years

1.000.000 Euro

10.000 working hours

1500 women
Female interaction research - project team
Female interaction world wide

Female User Exploration
Research Relations
Web Panel Survey
FI Concept Web Feedback
Why bother about women?

They don’t have a clue about technology anyway
Female Interaction background

ETHICS

BUSINESS
The future of the world economy lies increasingly in female hands.
By 2028, women will control nearly three-quarters (72 percent) of consumer spending worldwide.

Boston Consulting Group
Based on a survey of 12,000 women in 22 countries
Taking action on female empowerment

UN guidelines for gender responsive technology

Growing influence of women = people megatrend
Women buy...
products made by men
Only 14% of US women think that computing and mobile tech products are designed to be appealing to them as women

IDC survey, 2005
Gender differences in relation to technology
Behavioural differences
Summarizing the research findings on gender traits

Detail approach (meaning in it self)
- Exploring features in technology
- Technology as a toy

Individual
- Action based regulations of emotions
- Material success
- Toys can be public
- Violent, competitive, exciting and somewhat dangerous in children’s play

Holistic approach (making sense through coherence)
- Focus on main functionality in technology
- Technology as a social tool

Communion
- Social oriented regulation of emotions
- Balance and relations in the career
- Toys are private
- Physical attractiveness, nurturing, and domestic skill in children’s play
Gender is a continuum

Gender is a continuum encompassing many facets of womanliness. The position on the scale is dependent on biologically predisposition. Gender is not black and white - different degrees of female and male. Female and male are not categorical distinctive. It is therefore not possible to sharply divide men and women.
Tech developers

Systematic, detailed focus and abstracted from context
Female Interaction principles

6 Real life benefits
Women see technology as a means to gain benefits that enrich and simplify their lives and enhance their abilities to pursue their interests. They care less about the technology itself - technology to them is a social tool and not a toy. Female Interaction principles help you create products and services that meet women’s needs. Technology is not meaningful in itself and technical terms do not appeal to her. Tech-talk needs to be translated into explaining the benefits the product offers her. When buying a new camera she is not looking for 10.1 megapixel but a camera that takes pictures good enough to print or can fit into her handbag. It is also important to avoid exposure of the technical system when it comes to the interaction with the product - it does not appeal to women and makes the product rather technical to operate.

2 Female life cycle
Consider where in the female life cycle your female customers are. Women go through all stages - and they don’t have consistent needs throughout their lives. Besides age, there are other things to be taken into account with regards to women, such as the fact that women are engaged. Regardless women are not only twice different than the usual, they also have different life and career stages. Being pregnant is one thing, being a parent is yet another... and again her perspectives change - over and over again.

8 Holistic versus detail
Women tend to differ when it comes to technology. Technology is not meaningful in itself and technical terms do not appeal to her. Tech-talk needs to be translated into explaining the benefits the product offers her. When buying a new camera she is not looking for 10.1 megapixel but a camera that takes pictures good enough to print or can fit into her handbag. It is also important to avoid exposure of the technical system when it comes to the interaction with the product - it does not appeal to women and makes the product rather technical to operate.

10 Women trust recommendations
Women ask around their network and social relations for advice and suggestions when they are looking for new electronics - and they actually trust and use the recommendations they get from others in their decision-making process.

Translate tech-features
Technology is a means to an end and technical terms need to be translated into explaining the benefits the product offers her.

Female Interaction Strategy  |  2012  |  design-people.dk
Social values

Women tend to orient towards communion rather than being individualistic. They focus on social relations, communication and coherence - and they are more emotionally aware and expressive than men. To make products and services more successful for women the social values have to be clearly defined, and products and services must adapt to a rich emotional communication.

Women tend to use social network services more than men, and differently - e.g. they tend to have more Facebook friends and tag more images.
Motivation matters
– gender differences in motivations

Men and women have the same qualifications for technical performance, but may not perform equally because women lack the motivation. A lot of technology is designed with men in mind not offering women the benefits they seek. What seems obvious or straightforward for one person (i.e. a male engineer) might not seem as obvious to another (i.e. a female user).

In other words, although men and women share equal abilities to operate tech products it does not mean we are equally motivated to engage ourselves in technology.

“Only 1% of women thought consumer electronics manufacturers had them in mind when developing products.”

Real life benefits

Women see technology as a means to gain benefits that enrich and simplify their lives and enhance their abilities to pursue interests.
Technology is not meaningful in itself and technical terms do not appeal to her. **Tech-talk needs to be translated into explaining the benefits the product offers her.** When buying a new camera she is not looking for 10.1 megapixel but a camera that takes pictures good enough to print or can fit into her handbag. It is also important to avoid exposure of the technical system when it comes to the interaction with the product - it does not appeal to women and makes the product rather technical to operate.
Female life cycle

Consider where in the female life cycle your female customers are.
Women go through all stages – and they don't have consistent needs throughout their lives.
Tech toy

Social benefits
### Gender design landscape
Design exposes gender values and focus

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<th>Feature exposing toy</th>
<th>Simplicity &amp; lifestyle accessory</th>
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<td>Mobile phones</td>
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<td>Vacuum cleaners</td>
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<td>Razor machines (Depilators)</td>
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Gender symbols indicate male (♂) and female (♀) design trends.
User experience dimensions

In order to address the female target group the following parameters all have to be directed towards the woman:
Three case products

**Jabra JX2**  
Bluetooth headset

**Beosound 5**  
Digital music for the home

**Danfoss link**  
Central, wireless indoor climate control
GN netcom
Case story

JX10 Bluetooth Headset

Wireless and Hands-free Communication
Female tech profiles
Indoor climate control system - Danfoss

**Organiser**
“Technology as a tool”
Benefit oriented
Systematic
*Tech-love*

Age: 40-60

**Young Communicator**
“Network and communication oriented”
Community
Individualism
*Communication*

Age: 18-25

**Aesthetic Aware**
“Seeks identity through aesthetics”
Tech accepting
*Aesthetics*

Age: 25-40

**Traditionalist**
“Technology scepticism”
Administration
*Technology scepticism*

Age: 40-60

32% 29% 30% 24% 17%
User exploration - *direct use of case product*

What did we learn about the users

- **Opportunity to get in touch more often**
- **Hands free at home – multitasking**
- **Complicated and difficult start-up**
- **Pairing is difficult**
- **You look like you’re talking to yourself**
- **Wrong image**
- **Business look – personal performance**
- **Simply doesn’t look and feel right**
User exploration - *Basic values & emotional aspects*

What did we learn about the users

**Respect is a key issue**
- Mobile phone on table
- Headset in ear

**Presence & availability**
- Respect for situations and people
- Available for incoming calls

**Care for situations**
- Not disturbing situations
- Importance of call \(\leq\) importance of situation

**Politeness**
- Feel rude when rejecting a call - especially with children
- What does the rejected hear?
- -> Politely refusing to take a call

**Wireless and hands-free communication**
Key innovation potentials

Wireless & Handsfree communication - GN Netcom

- Easy access
- Tangible and aesthetic interaction
- Music and communication
- More private less business
- Present and available
- Discreet but visible
- Respect
- Look right

Young Communicator

Organizer
Later Julia looks at the pamphlet from her daughter’s new kindergarten. She adds the kindergarten to her phone book and Call Filter.

The next day Julia has a meeting at the office and before entering she activates the Call Filter and puts on the headset.

During the meeting a teacher from the kindergarten calls Julia - her daughter is sick.

The headset makes a subtle buzz sound - incoming call. Julia gently squeezes the base and the kindergarten teacher receives a message “Please hang on - I’ll be right there”.

A colleague passes by but when he sees that Julia is occupied he does not disturb her.

Julia talks to her sister on the phone while preparing a snack. She is wearing the LIWO headset.

Julia hangs up a second to help her daughter.

Then she uses the recall button to get back to her sister.

She finds the right moment to leave the meeting room, and answers the call.
GN Netcom case
Balanced communication

Headset for hands free communication
Base and earphone connected through a wire
App for filtering incoming calls
GN Netcom case

Balanced communication
Balance family and work

Phone off the table

Only in ear when in use

Easy to operate

GN Netcom case
Balanced communication
Headset for handsfree communication & music
2 Earphones - stereo
Fabric ribbon
Impact
How do women respond...

840 respondents: 1/3 men - 2/3 women
7 Countries: Denmark, USA, Germany, Japan, Poland, Italy and Brazil

Scenario based concept test - web survey
International web panel feedback

How do women respond...

The new headsets changed women's idea of what a headset can offer them at the same time the new headsets still appeal to men.
Company witnesses

“We asked design-people to carry out a female interaction analysis on the Nokia N8 smartphone applications. The analysis methods provided us with new insights and inspired us to intensify the effort of improving our interaction design and female user experience.”

Senior Manager Ole Vilster, Concepting - Nokia

“Advanced tech industries have been missing out on potential female costumers for years. If it takes loosing 5 males to gain 50 female costumers, it’s still a good trade off.”

Lyle Clark, Concept development - Bo & Bo

“The exterior shouldn’t be the only attraction as it won’t give women a better understanding of our products. We have to adjust or even design something completely new to meet women where they are.”

Kathrine Steen Urup - Product designer - Netcom
Female Interaction
Process & toolbox
From a male bias in tech industries ...
... to a female user experience driven strategy
Female interaction approach

Benefit and experience driven female innovation

Performance and market driven innovation
Female Interaction process and method tools

- Value based
- Holistic approach
- Scenario based
- Interpersonal relations
- Focus on emotions
- Benefit oriented
- Focus on motivation
Female Interaction toolbox

Guidebook

Principles

Methods
From user understanding to female driven user experience - and product concepts

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<td><strong>Overall framing of user- and concept focus</strong></td>
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<td><strong>Scenario driven interaction- and product design</strong></td>
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Female Interaction methods
“Tak”
The gender factors
Depending on biology, cultural and situational norms the woman’s mind set will vary.
Female Interaction project plan