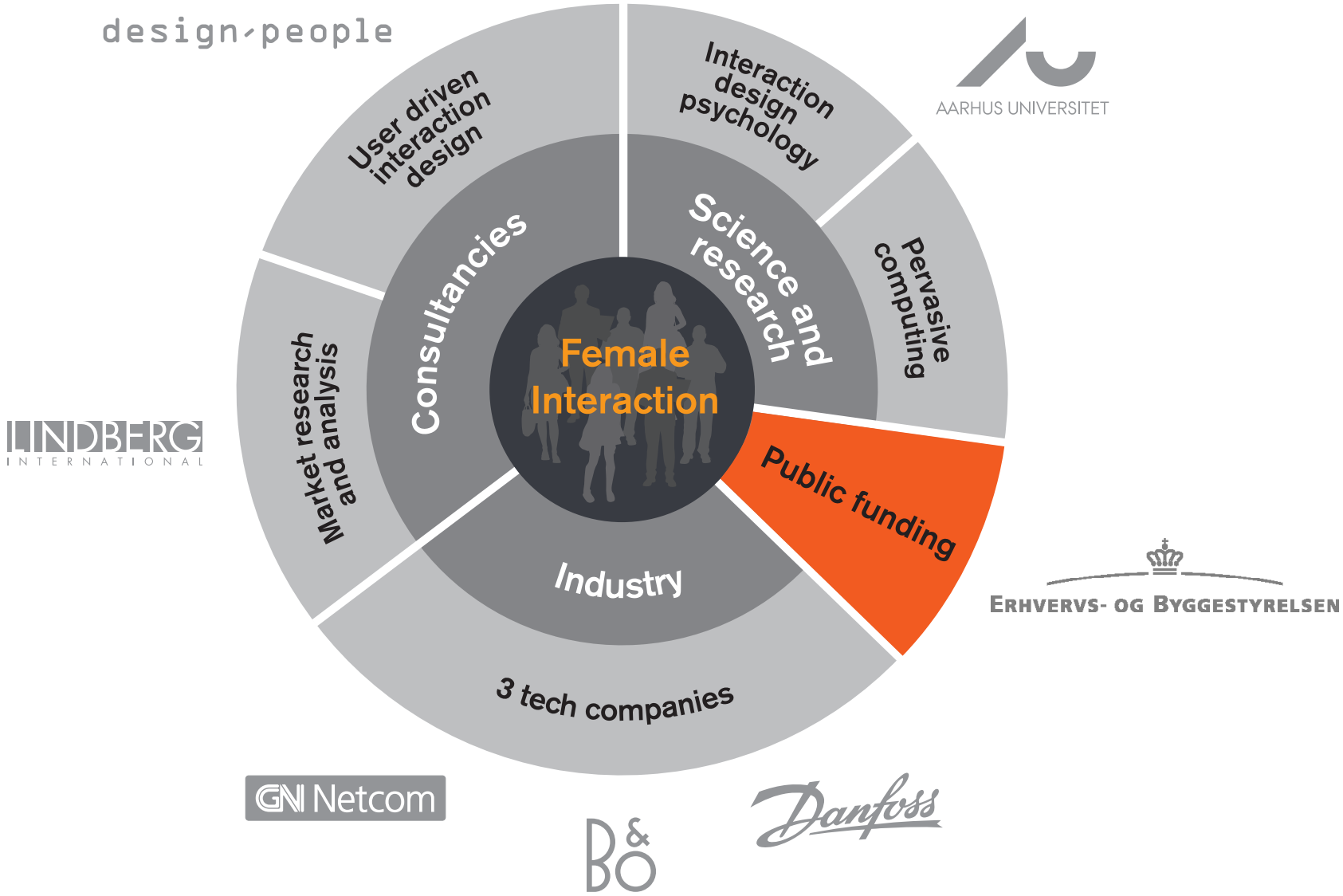
female interaction

research based innovation
by design-people

Klaus Schroeder
Strategy director, CEO & partner
Female Interaction project responsible
Stine Vilhelmsen
Senior user experience designer
Female Interaction project manager
design-people

Form follows interaction® - user driven interaction design

Female interaction research - project team



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

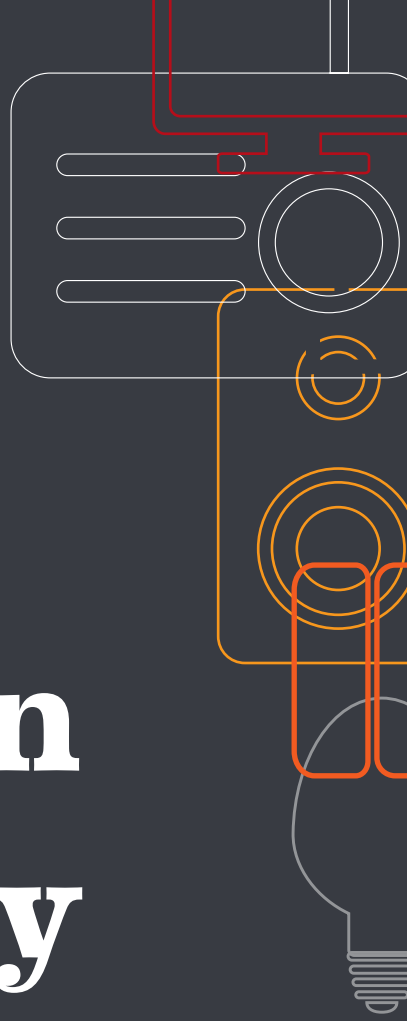
Women buy...

... 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

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)

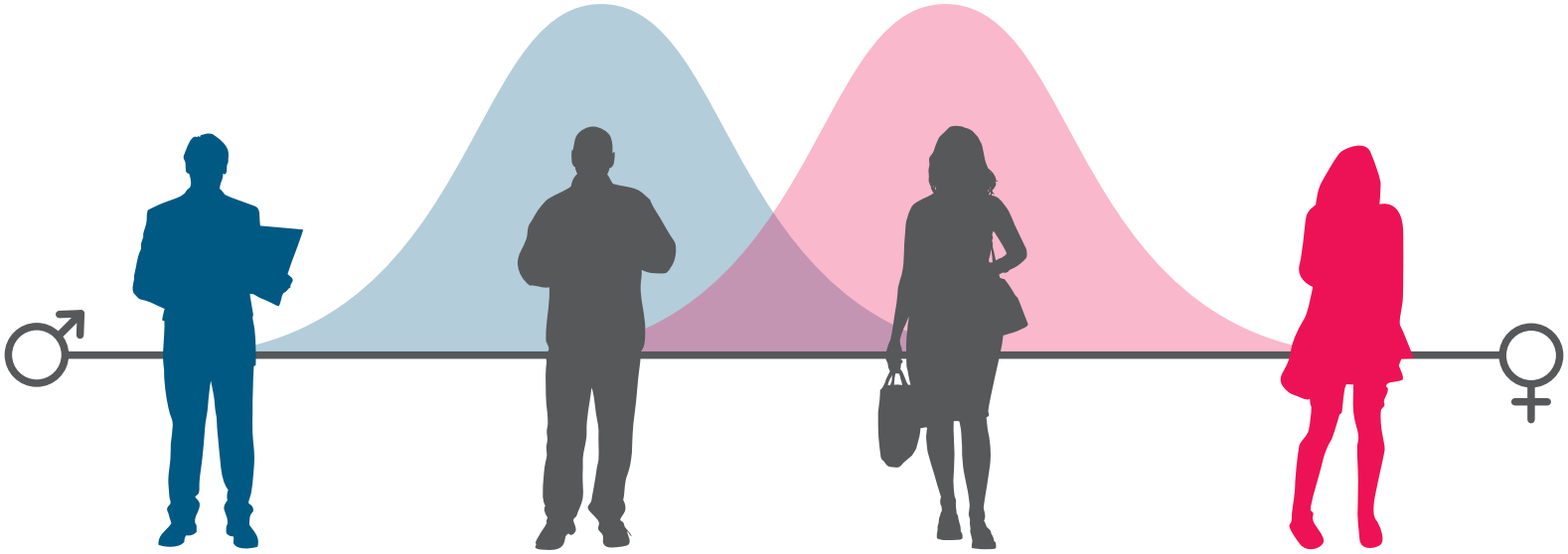
- Focus on **main functionality** in technology
- Technology as a **social tool**

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

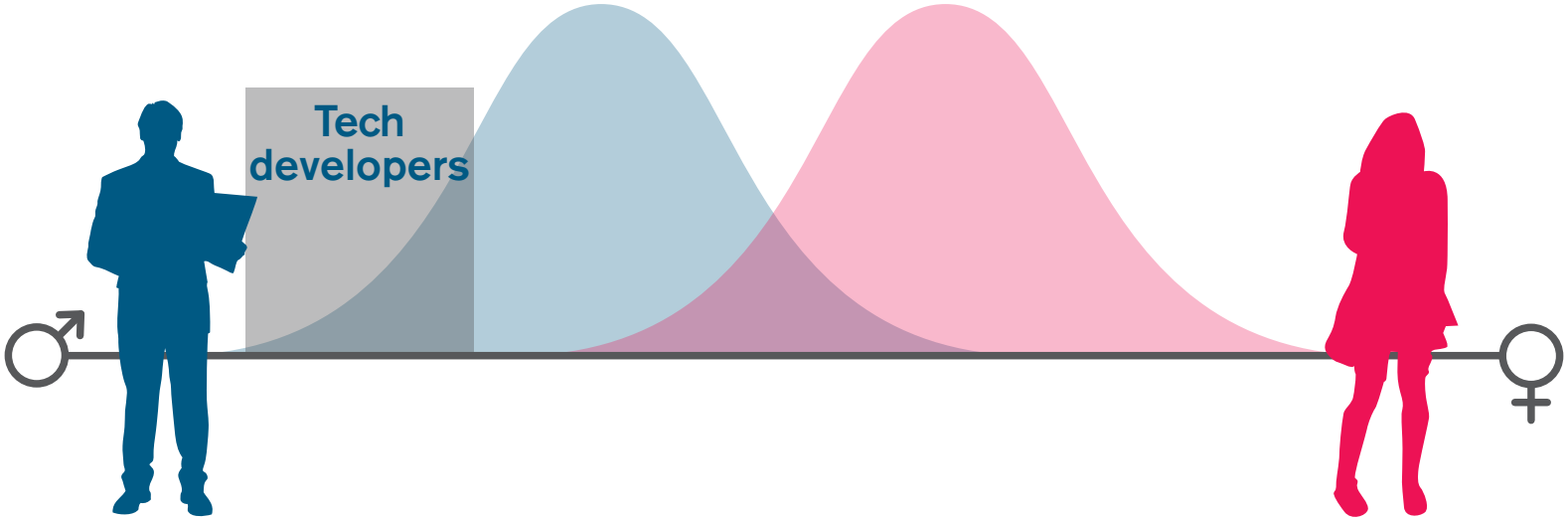
Gender is a continuum

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



Social values

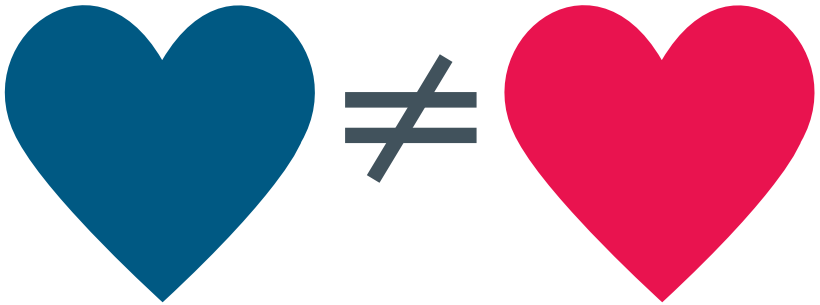
Women tend to orient towards communion rather than being individualistic. **They focus on social relations, communication and coherence - and they are more emotionally aware and expressive than men.** To make products and services more successful for women the social values have to be clearly defined,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

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

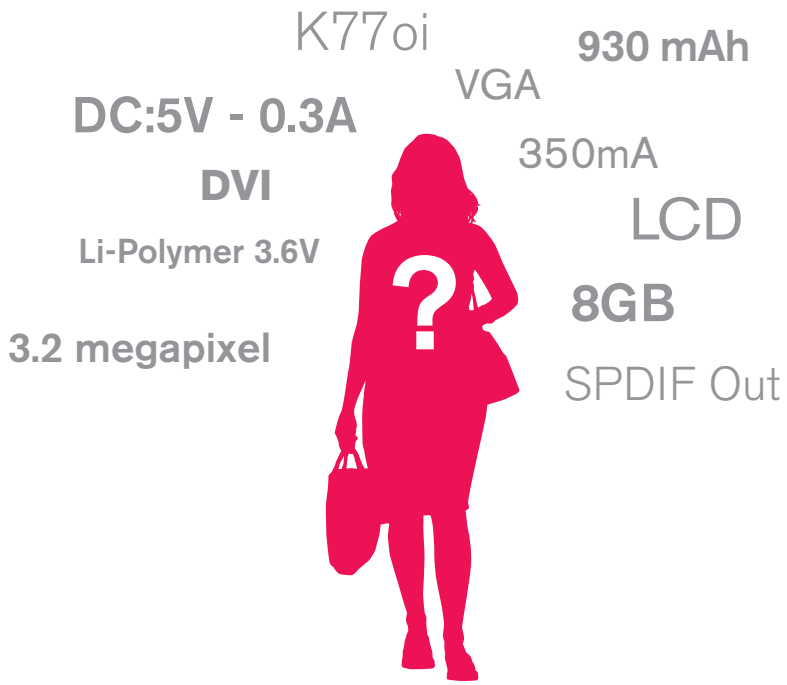
Men and women have the same qualifications for technical performance, but may not perform equally because women lack the motivation. A lot of technology is designed with men in mind not offering women the benefits they seek. What seems obvious or straightforward for one person (i.e. a male engineer)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



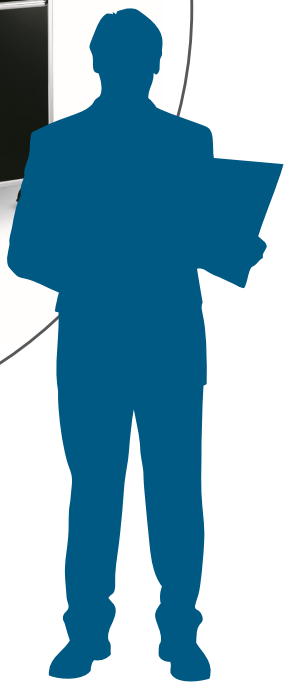
"Only 1% of women thought consumer electronics manufacturers had them in mind when developing products."

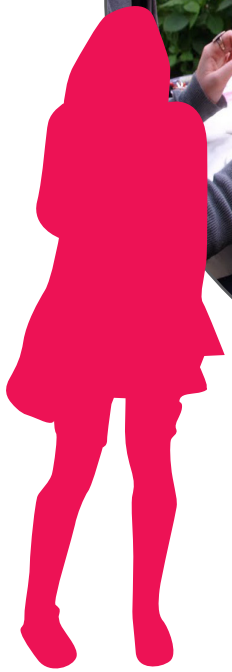
Consumer Electronics Association, CE.ORG 2004.



Translate tech-features

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.



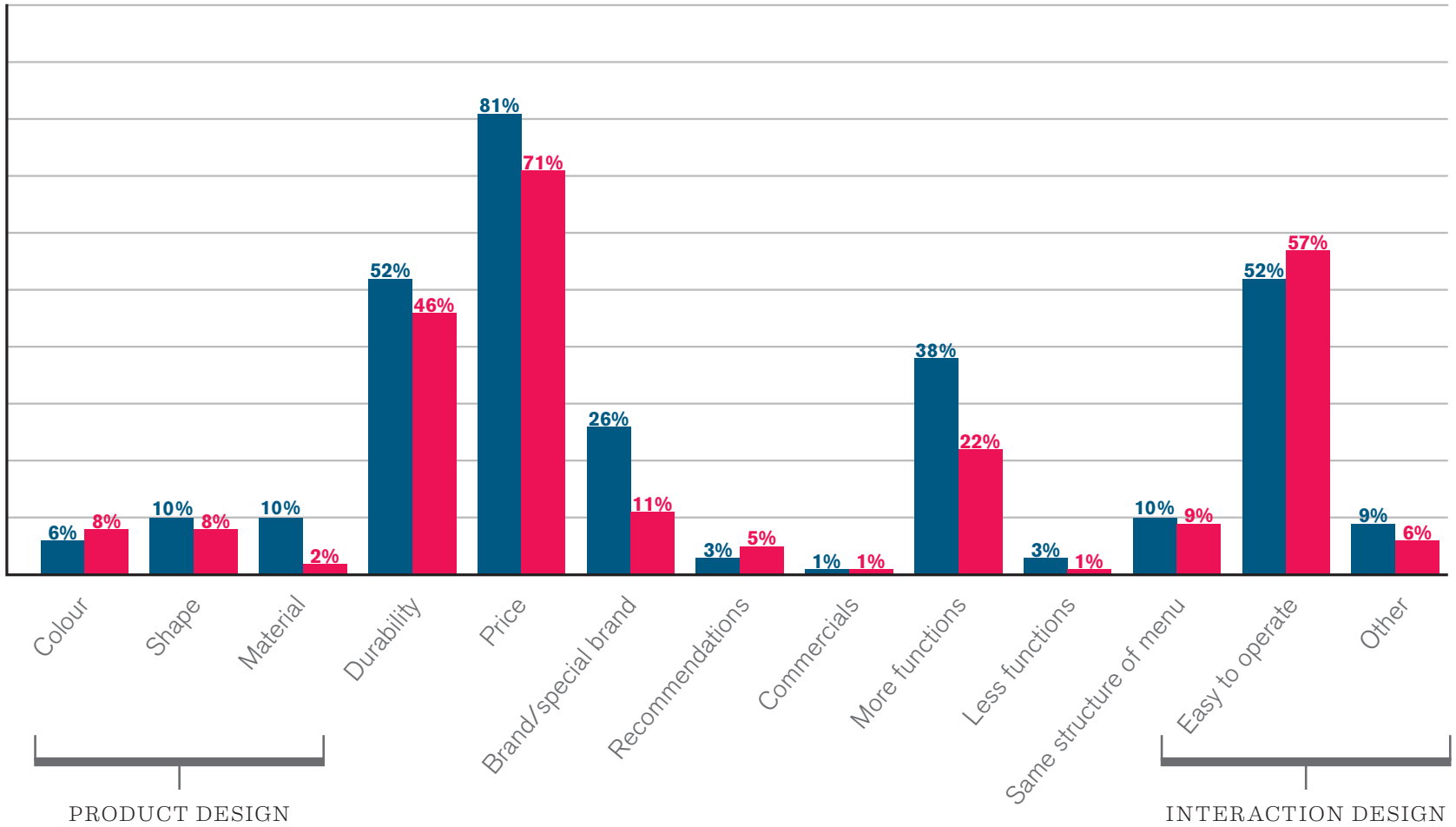


Tech toy

Social benefits

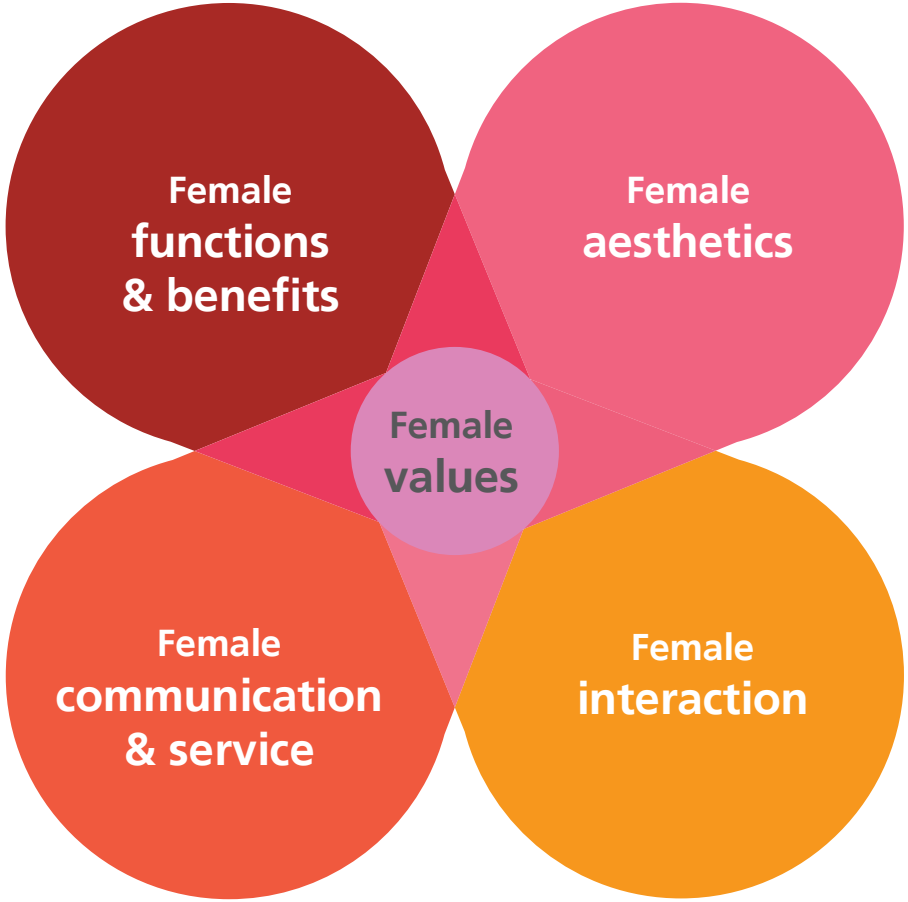
International female tech experience survey - *600 women (6 countries) and 300 men (3 countries)*

"What would be the most important factors if you were to buy another electronic device?"
(laptop, desktop, tv, mobile phone and microwave)



User experience dimensions

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



Danfoss
Case story

Female tech profiles

Indoor climate control system - Danfoss

Organiser

"Technology as a tool"

Benefit oriented

Systematic

Tech-love

Age: 40-60

Age: 18-25

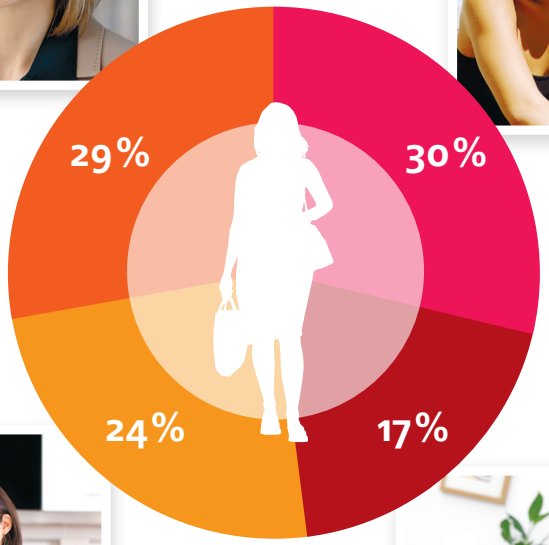
Young Communicator

"Network and communication oriented"

Community

Individualism

Communication



Aesthetic Aware

"Seeks identity through aesthetics"

Tech accepting

Aesthetics

Age: 25-40

Age: 40-60

Traditionalist

"Technology scepticism"

Administration

Technology scepticism

What did we learn about the users

Cares about economy & environment
Basics are right

Too technical
Many parts
Language, operation, display

Holistic climate perception
Thermal management is not air quality

Care for family and home
Wellbeing is her domain - gender roles
Health

Family involvement
Economy and environment

Danfoss case
Indoor climate control system

noi

Tech-data translation

Holistic climate approach

Caring for healthy home & family

Supporting her senses

Wellbeing is her domain

Danfoss case

Indoor climate control system

Danfoss case
Indoor climate control system

Danfoss case

Indoor climate control system

Karen is enjoying her day off with her children playing in the living room. She checks out the sensor - it indicates a good indoor climate.

Karen goes to the bedroom to pick up some papers.

She is feeling cold and notes that the sensor is not heating in the bedroom.

She puts on a cardigan and turns up the heat.

Karen goes back to the living room to read the paper while the children are playing.

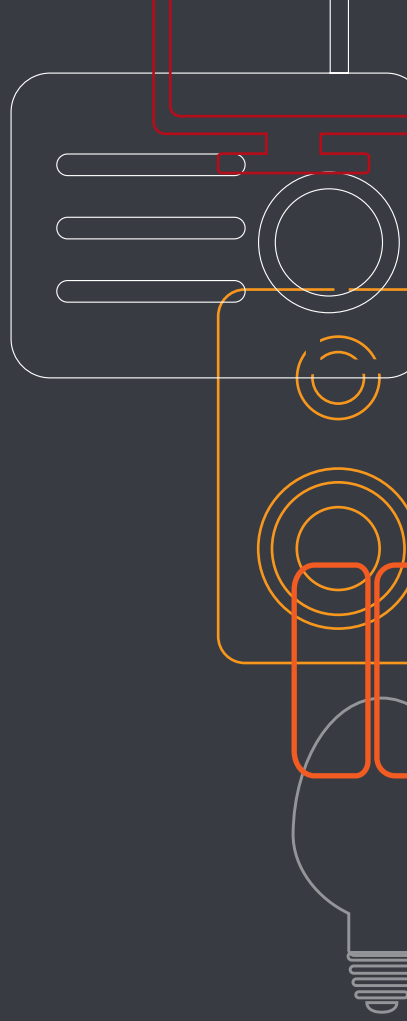
At a certain point she notices that the room feels close. She checks out the sensor - the air quality has worsened.

Karen opens the door to air the room and after a while the sensor registers that the air quality gets better. As an indication the pattern decreases.

When Karen checks her calender on the tablet the climate app has a new "message", Karen uses the situation to involve her son in the family's household.

They look at how much energy the family has saved and donated in the last months. This month they have spent more than usual.

Impact

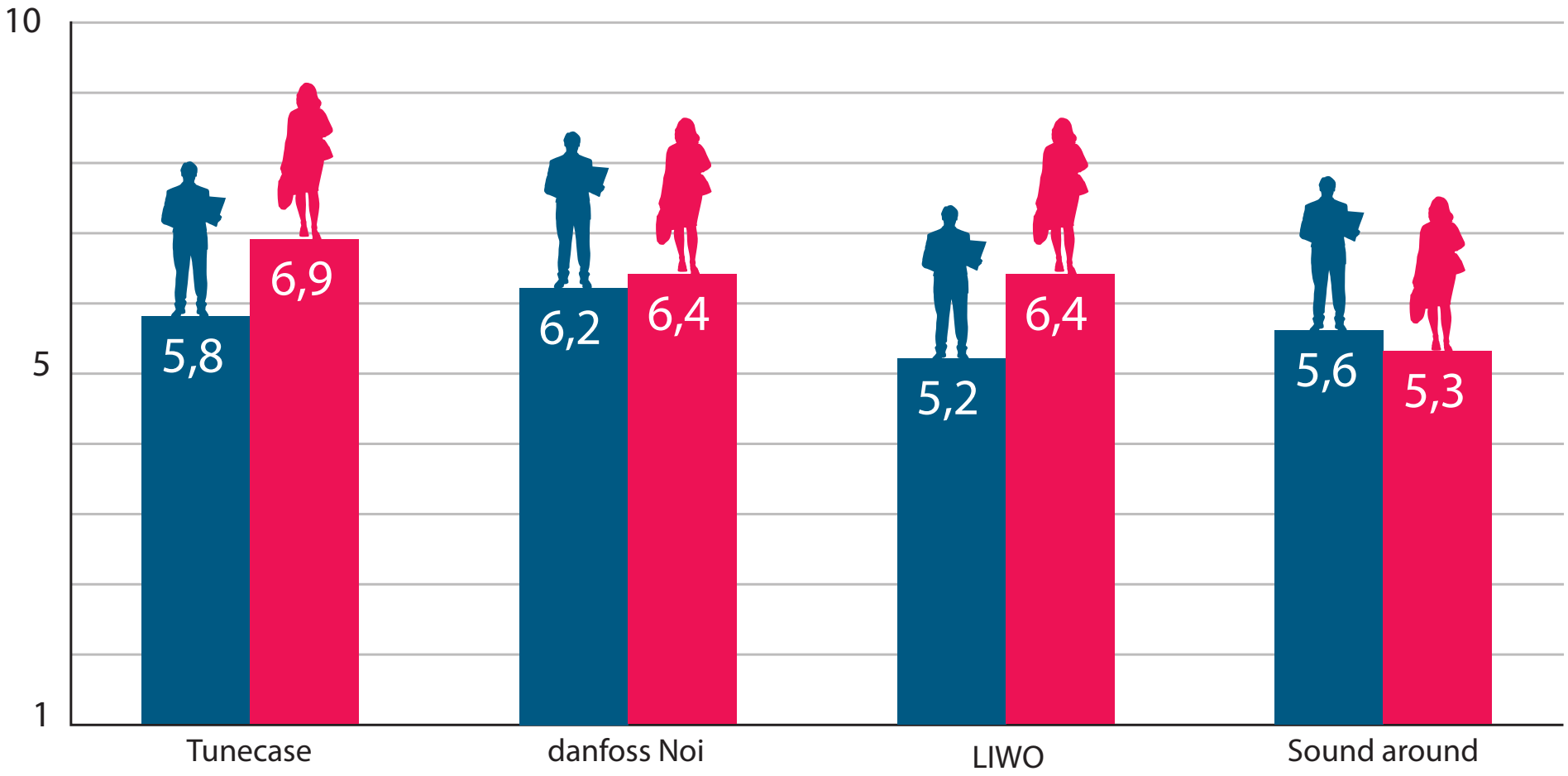


How do women and men respond...

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

Scenario based concept test - web survey

The presentation of the concepts have changed the opinion about the use of the product



Female Interaction Process & toolbox

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

Holistic female user experience analysis

Situation-driven ideation

User feedback & framing

User experience visualisation & testing

Overall framing of user- and concept focus

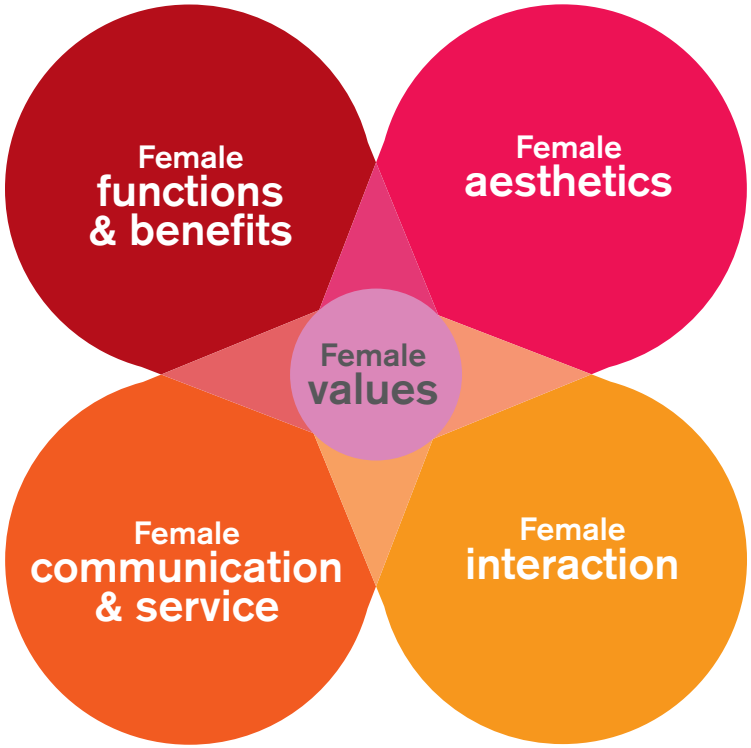
Framing - Innovation vectors & desired experiences

Theme and concept framing

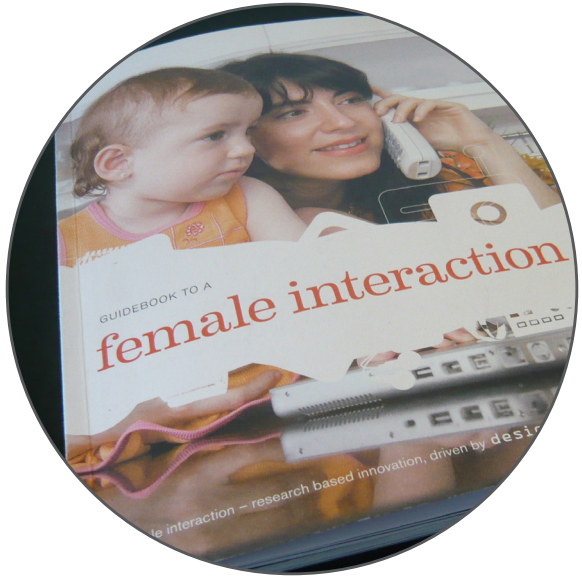
Scenario driven interaction- and product design

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

Female Interaction principles

1 Consider her body and ergonomics

When working with women don't forget the obvious: **Women are built differently to men, in physical appearance as well as internal.** Items proportioned for men and then scaled down to fit women don't necessarily fit.

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11 Easy to operate matters

When women buy new electronic devices, the fact that they are **easy to use and operate is a highly valued parameter** - contrary to what seems to be a common assumption; that women only look at aesthetical parameters in electronics. In fact women regard "ease of use" as of much higher importance than aesthetical parameters such as colour, shape and material.

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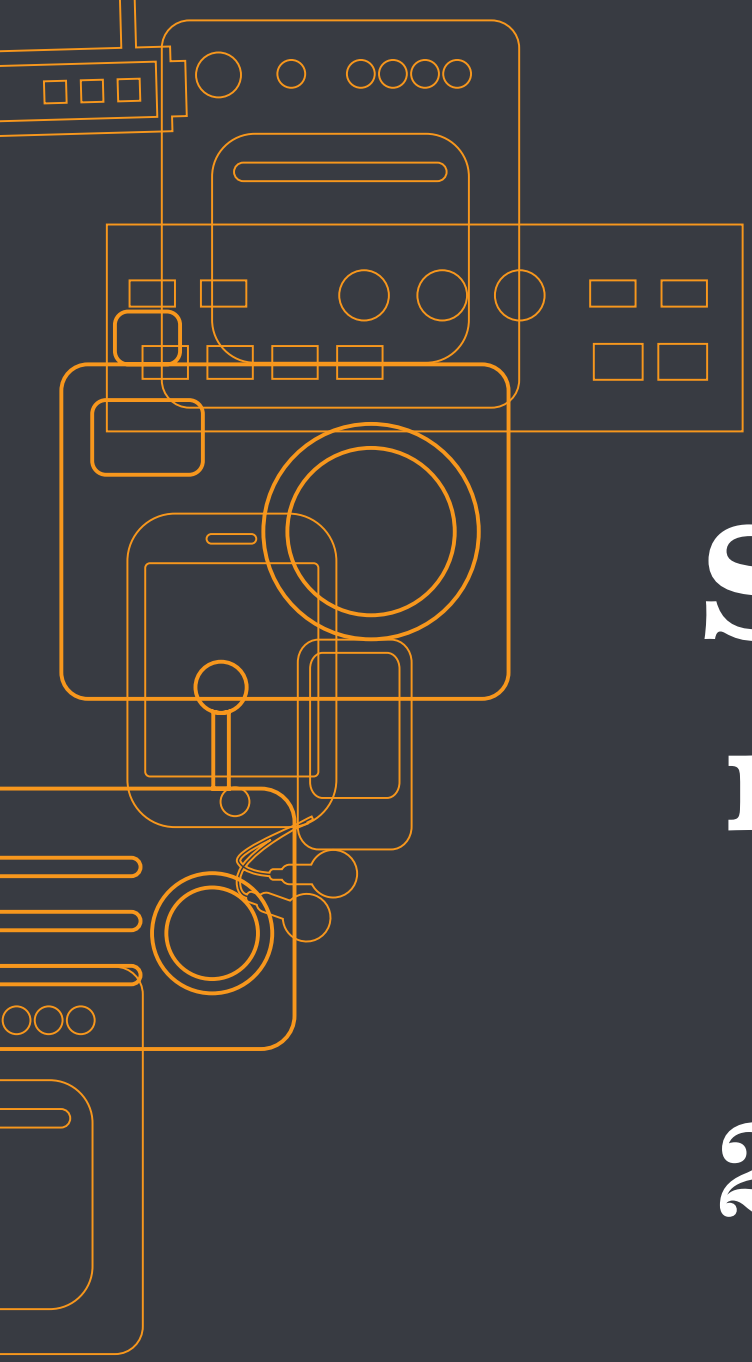
Female Interaction methods

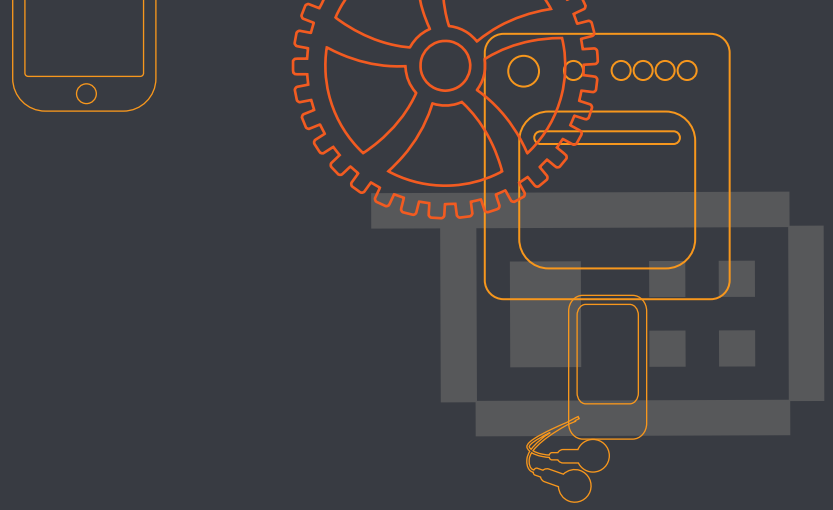
“The methods explored in Female Interaction have been eye-opening, and at Bang & Olufsen we now see ourselves working with values instead of actual products. Drawing up the user experience dimension, we are able to park aesthetics and discuss the product benefits without mixing them with appearance.”

**Concept developer,
Lyle Clarke,
Bang & Olufsen**

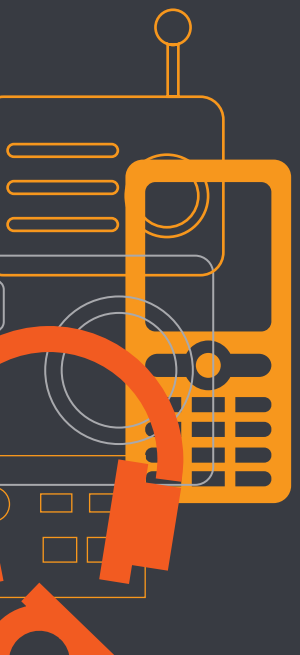


Sandwich & networking

20 minutter



Workshop



Opgaven

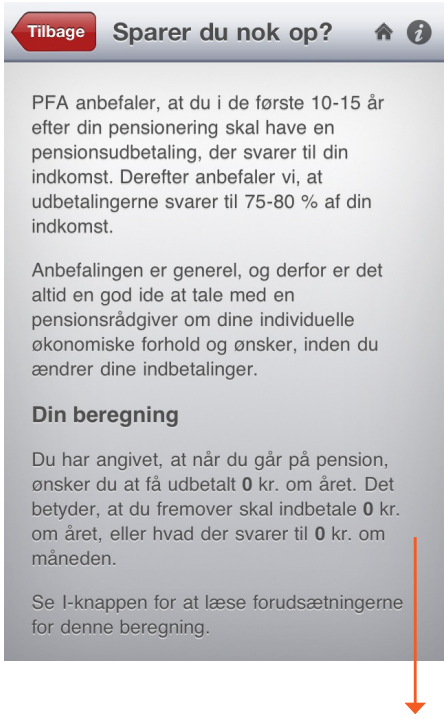
PFA Pension har lavet en pensions tjek app - den er gratis

Lad os i fællesskab kigge på den - igennem en kvindelig brugers øjne og vurdere styrker og svagheder - og til slut opsummere i en anbefaling til PFA pension omkring hvordan de kan forbedre appen for bedre at møde kvindens præferencer

Det er vigtigt at I forsøger at se app'en igennem den udleverede kvinde profil, den specifikke situation og Female Interaction kønsprincipperne som I er blevet præsenteret for.

PFA Pension - pensions tjek app

Sparer du nok op?

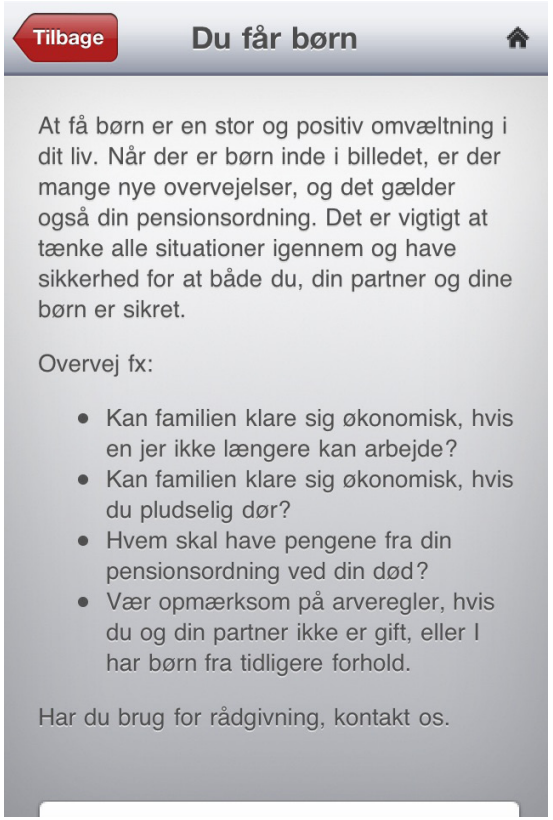


PFA Pension - pensions tjek app

Investeringsguide

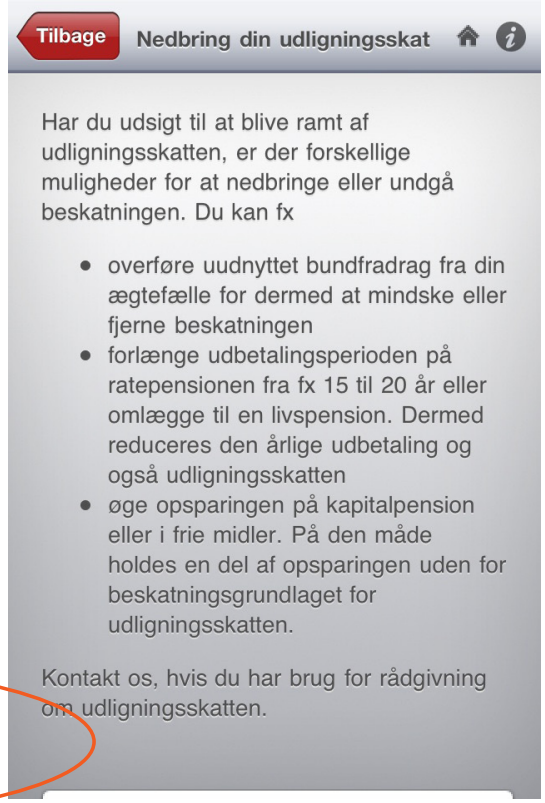
PFA Pension - pensions tjek app

Hvor er du i livet?



PFA Pension - pensions tjek app

Beregn din udligningsskat



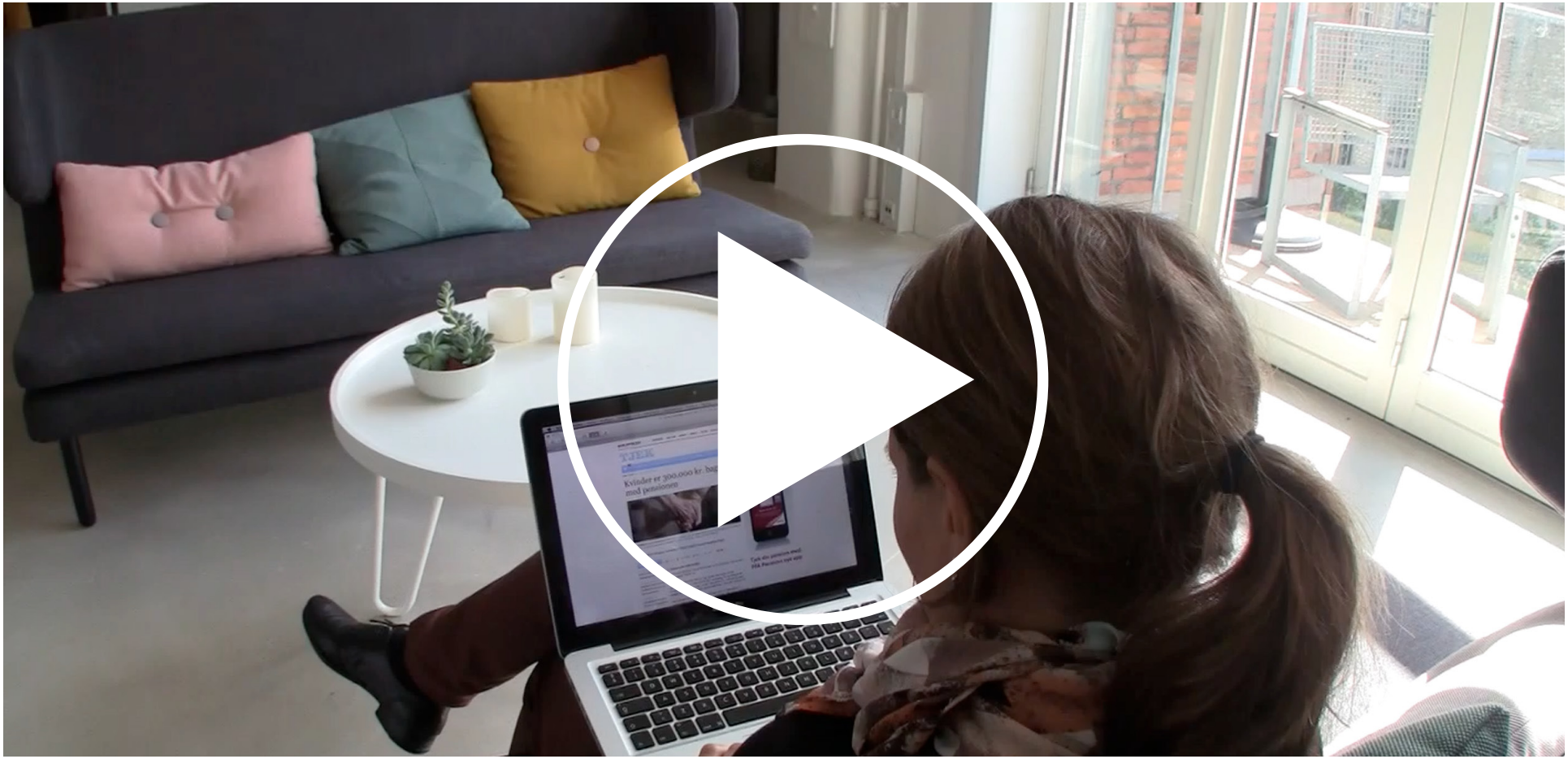
Spar op og spar i skat

Profil - 5 min

Maria, 34 år gammel

Maria bor i Århus med sin mand og 1 barn på 1 år.
Familien bor i en større lejlighed, men er på udkig efter et hus med en have. Helst ikke ret langt fra byen. Maria arbejder som projektleder. Hun er uddannet fra universitetet og har haft fast arbejde de sidste tre år.
Hun er en meget ansvarlig person, og kendt for at få jobbet gjort til deadline. Maria forsøger at holde sig i form gennem løbture og yoga. Maria er passioneret omkring sine venner og sociale fællesskaber og sit barn. Hun forsøger at holde sig opdateret om alt fra barnets udvikling, til legetøj der skal undgåes på grund af sundhedsrisici.

Profil - 5 min



www.femaleinteraction.com
design-people

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infinITs interessegruppe for Usability & interaktionsdesign og design-people inviterer til temadag om Female Interaction onsdag den 19. september i Århus

Læs mere:
http://www.infinit.dk/dk/nyheder_og_arrangementer/arrangementer/temadag_om_female_interaction.htm