



Rune Nørager at FEI in Berlin

By 2028, women will control 72% of consumer spending worldwide.

Source: Boston Consulting Group

Trend & business data



Acting-out a use scenario



MOVE by Danish Design Centre

Project manager:

design-people
Graven 24 b
DK-8000 Aarhus C
Denmark
tlf. +45-7022 6462
www.design-people.dk

www.femaleinteraction.com

Female Interaction findings exposed internationally

As the Female Interaction design research project gains more and more international attention, it's findings are increasingly exposed and discussed at international conferences and professional seminars. "This marks the natural next step for us," says Klaus Schroeder, project responsible and partner in design-people. "Increasing our in depth knowledge day by day we now find ourselves included in international communities dealing with gender and innovation."

- On March 4th interaction psychologist Rune Nørager lectured on Female Interaction as "A novel approach to user-driven innovation in business" at the Front End Innovation conference in Berlin. (<http://www.iirusa.com/feieurope/home.xml>)
- At the international TEI conference (<http://www.tei-conf.org/11/hm>) (for tangible, embedded and embodied interaction) held in January in Madeira, Portugal, research assistant Majken Kirkegaard Rasmussen from Marianne Graves' research team gave an introduction into "The ambiguity of shape-changing interfaces", drawing on experience from the reconceptualization of the Female Interaction case products.
- 17th/18th of March Klaus Schroeder participated in a Gendered Innovation expert meeting for the European Commission, also in Berlin. The assignment for the expert team was to review case studies that will later be released on a Gendered Innovation website driven by Stanford University. The cases meant for scientists and technology developers are to illustrate the innovation potential of a gendered approach within sectors like medicine, computing and engineering.

Refining Female Interaction case studies

At 2-day design camps the design team has been refining the new concepts further according to female user feedback. We use a scenario driven design process where designers test their ideas in quick act-out's simulating a female user experience. This process shows instantly how the female user could use and experience the new concept in her everyday life – a powerful design tool that gives instant proof of a concept. After this tuning process the matured concepts will receive international user feedback before being launched as case studies in the final stage of the project.

Female Interaction - a business case ?

Womenomics – the growing influence and economic power of women is a mega trend. But how much will our sales increase if we as a company succeed in making (more) attractive products for women? To inspire companies to make their own business cases the Female Interaction project team is working on a set of trend & business data, e.g. documenting why women will control 72 % of worldwide consumer spending in 2028.

In March we asked the participating companies "Is this the kind of data proof, that you need – along with our case studies - to make strategic decisions?" Their feedback helps us qualify our womenomics business data in order to inspire other businesses to address the female innovation potentials as a business case.

Coming up - lecture on womenomics and innovation

In May Klaus Schroeder will be lecturing on womenomics at the innovation seminar; "MOVE - Design Thinking for Business Innovation" held by Danish Design Centre for Danish companies aiming to strengthen their global competitive powers. Read more and sign up at www.ddc.dk/move