



GN Netcom case story

User exploration - *direct use of case product*

Wireless and handsfree communication - GN Netcom

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*

Wireless and handsfree communication - GN Netcom

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 >< 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
handsfree
communication**



Female tech profiles

Wireless and handsfree communication - GN Netcom



25-34 years

Aesthetics
"Seeks identity through technology"

Aesthetics
Tech-acc




facebook

msn Messenger

18-25 years

Young Communicator
"Networking and communication oriented"


Community
Individualism
Communication



40-60 years

Organizer
"Pursues benefits in technology"

Benefit oriented
Organization
Tech-love



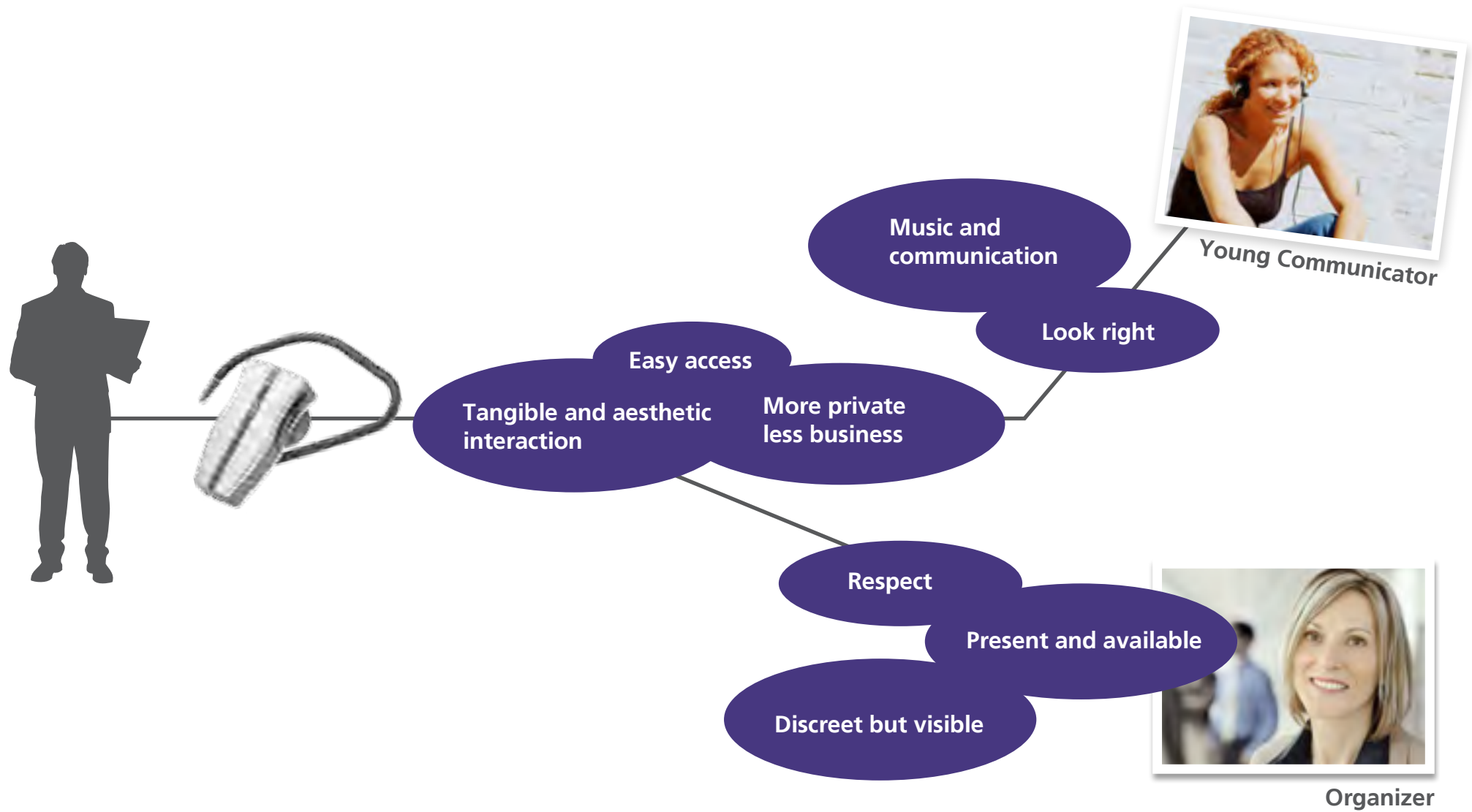
40-60 years

Traditionalist
"Technology scepticism"

Administration
Technology scepticism

Key innovation potentials

Wireless & Handsfree communication - GN Netcom



GN Netcom case
Balanced communication



Liwo

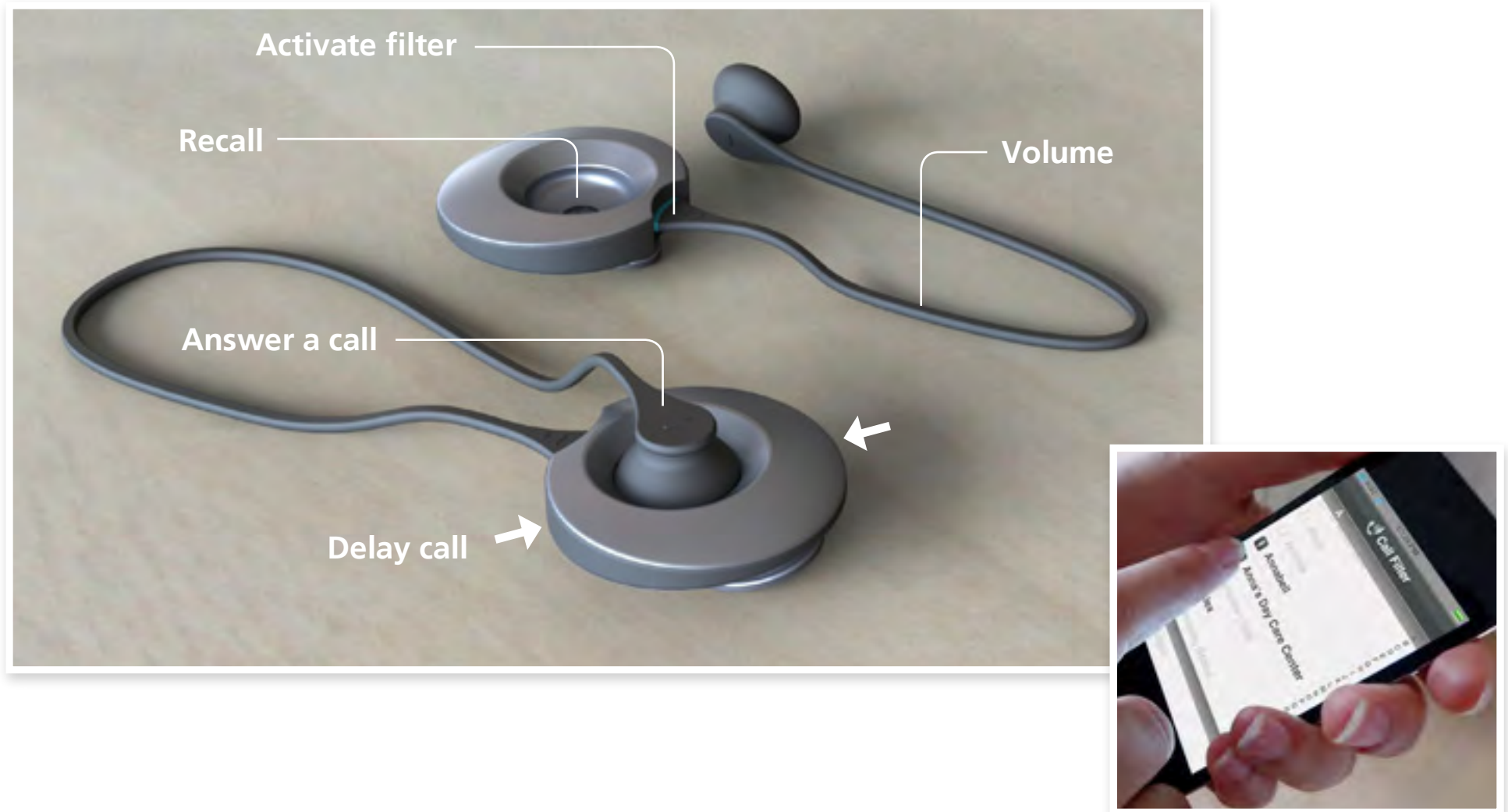
Headset for hands free communication

Base and earphone connected through a wire

App for filtering incoming calls

GN Netcom case

Balanced communication



GN Netcom case
Balanced communication



liwo

Balance family and work

Phone off the table

Only in ear when in use

Easy to operate

GN Netcom case

Music and Communication

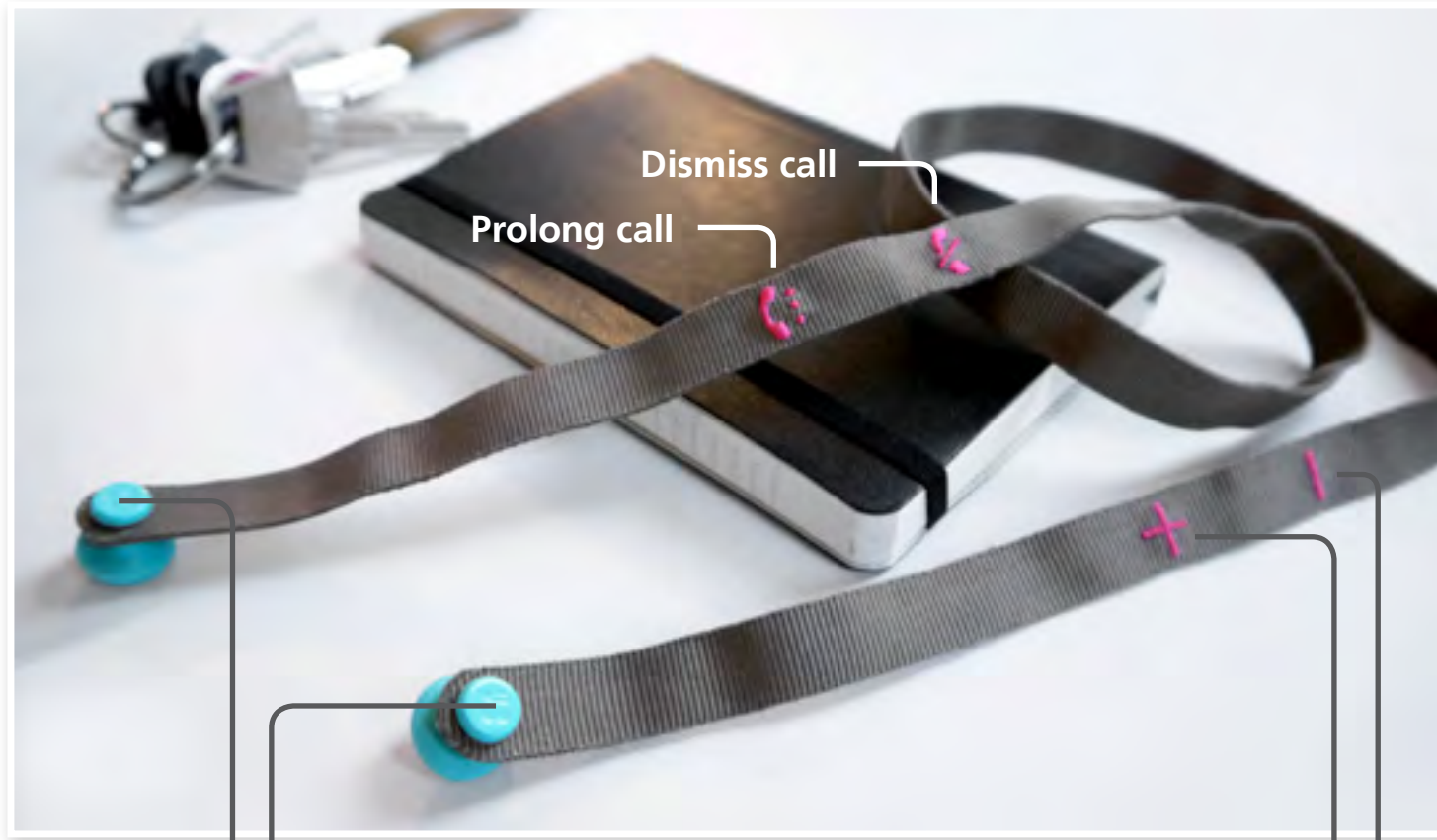
soundaround

Headset for handsfree communication & music

2 Earphones - stereo

Fabric ribbon

GN Netcom case
Music and Communication

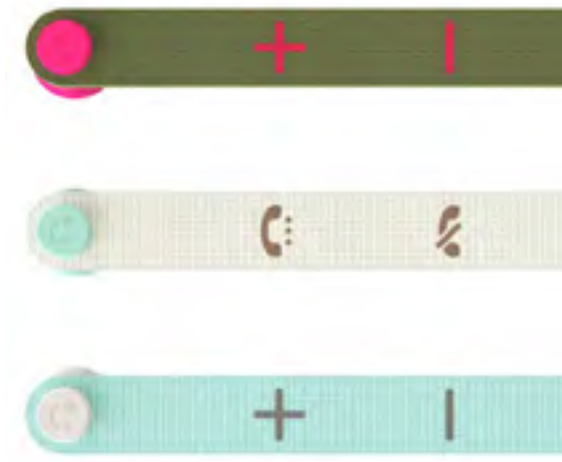


Dismiss call

Prolong call

Answer call
End call
Play/pause music

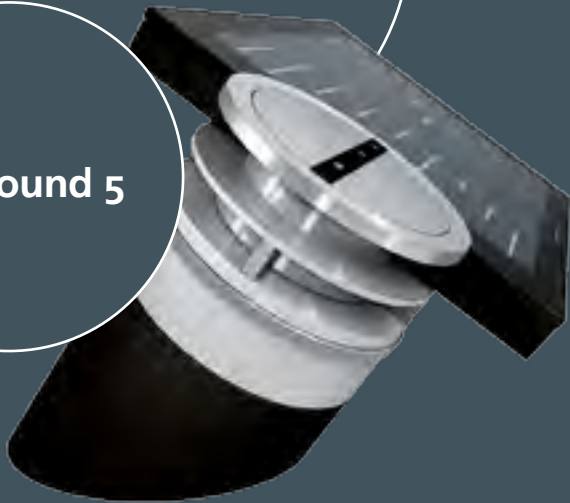
Volume



Bang & Olufsen Case story

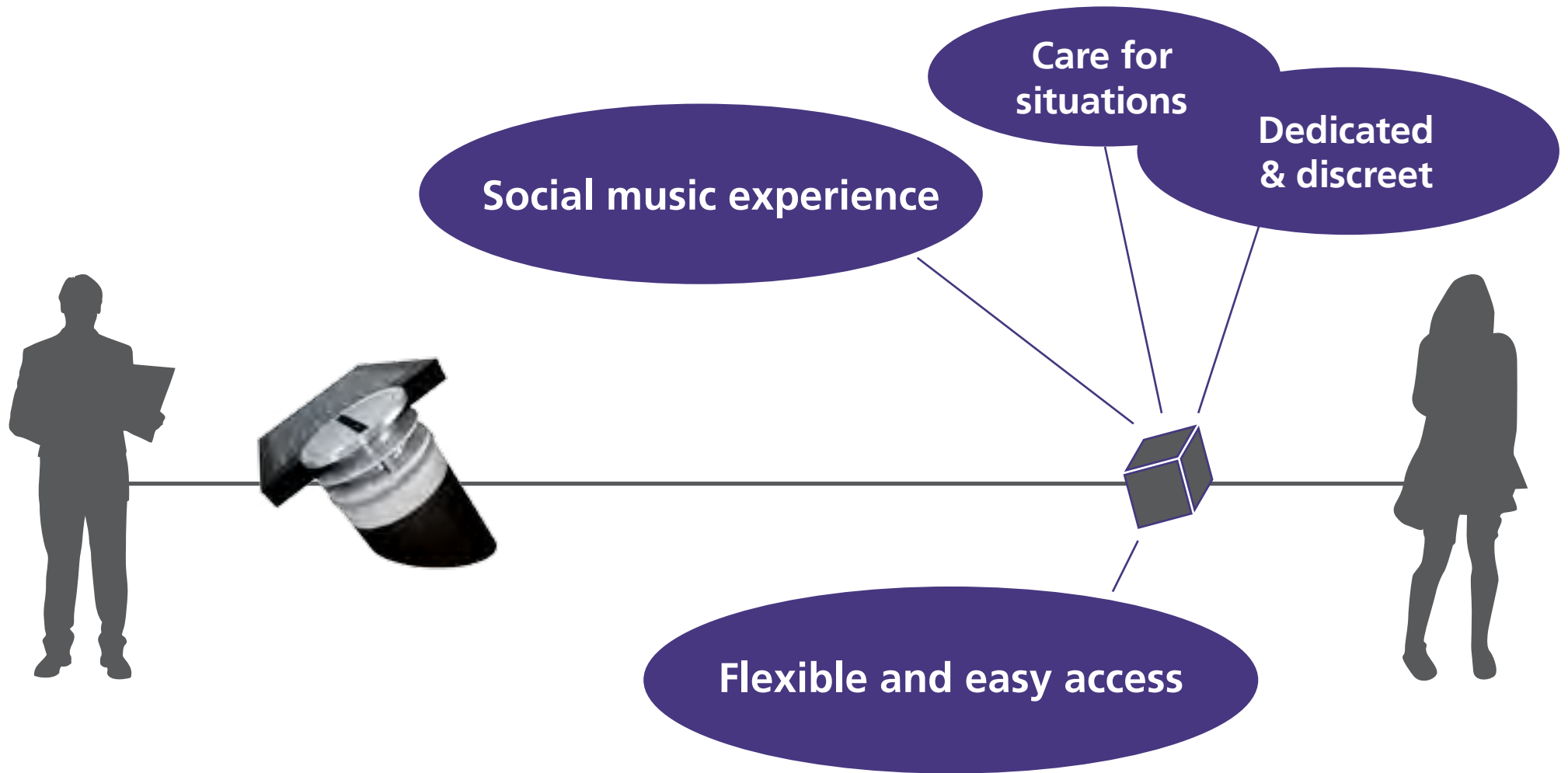
Music and media
in private homes

Beosound 5



Key innovation potentials

Music and media in private homes - Bang & Olufsen



Bang & Olufsen case
Social music experience



tunecase

Dedicated music system

Social music experience

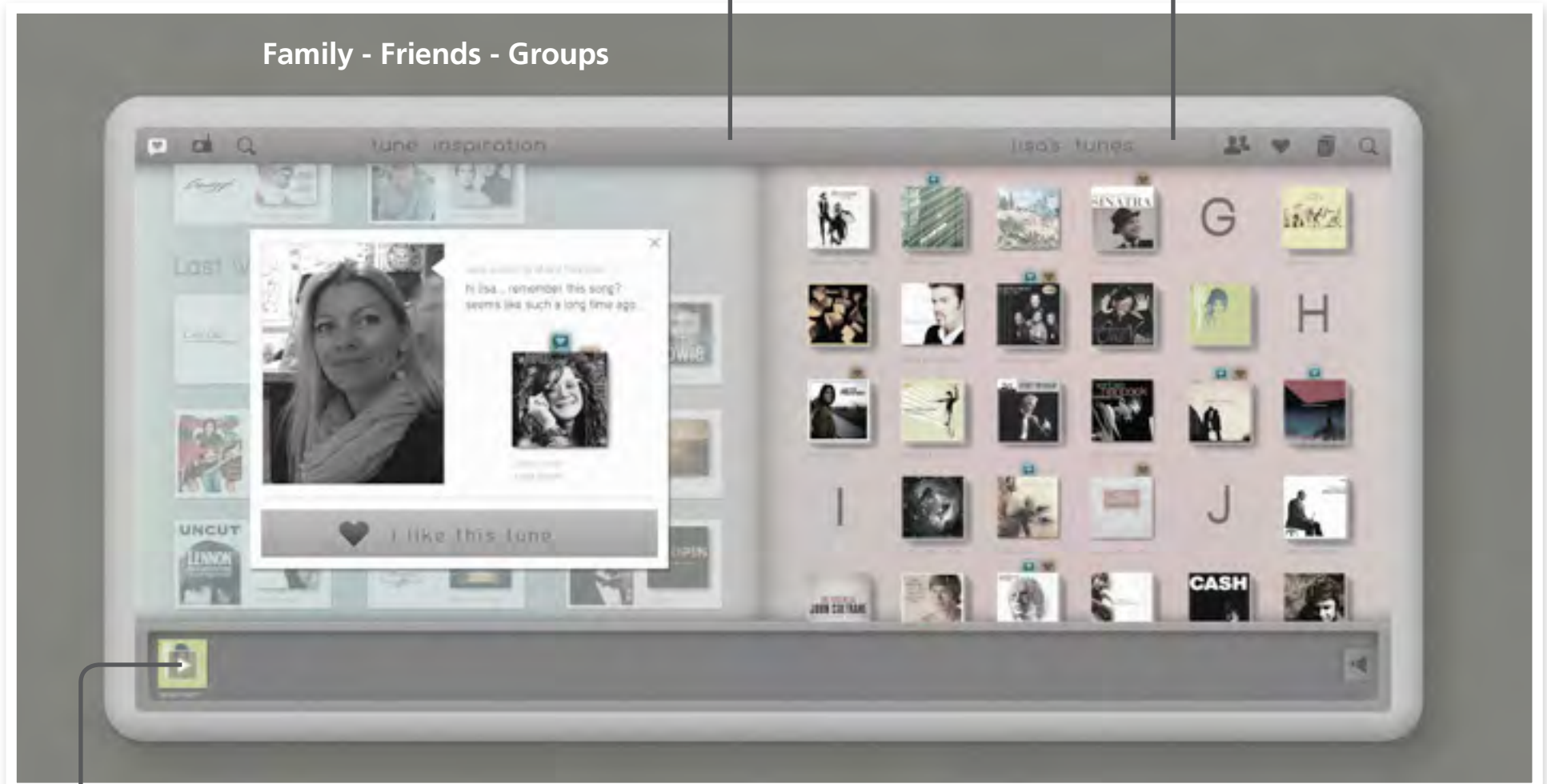
Seamless access to all music at home and on the go

Bang & Olufsen case
Social music experience

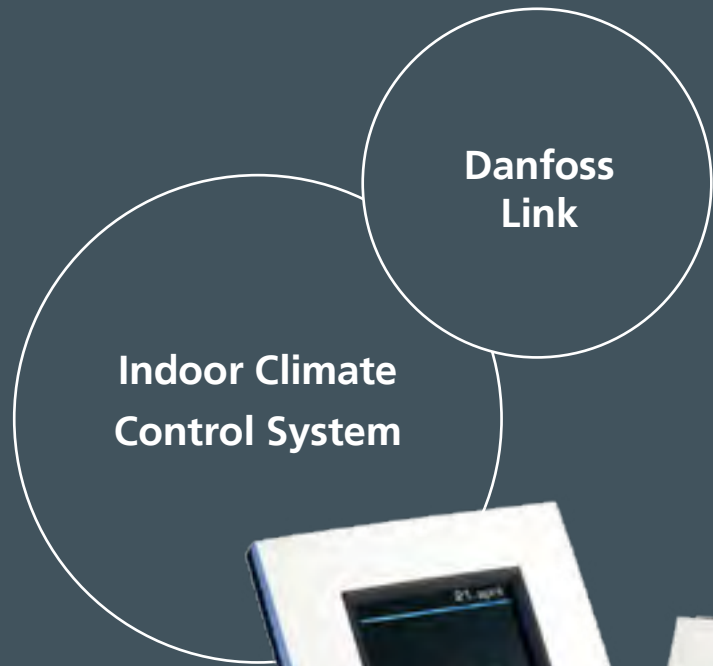
Inspirations

Her music

Family - Friends - Groups



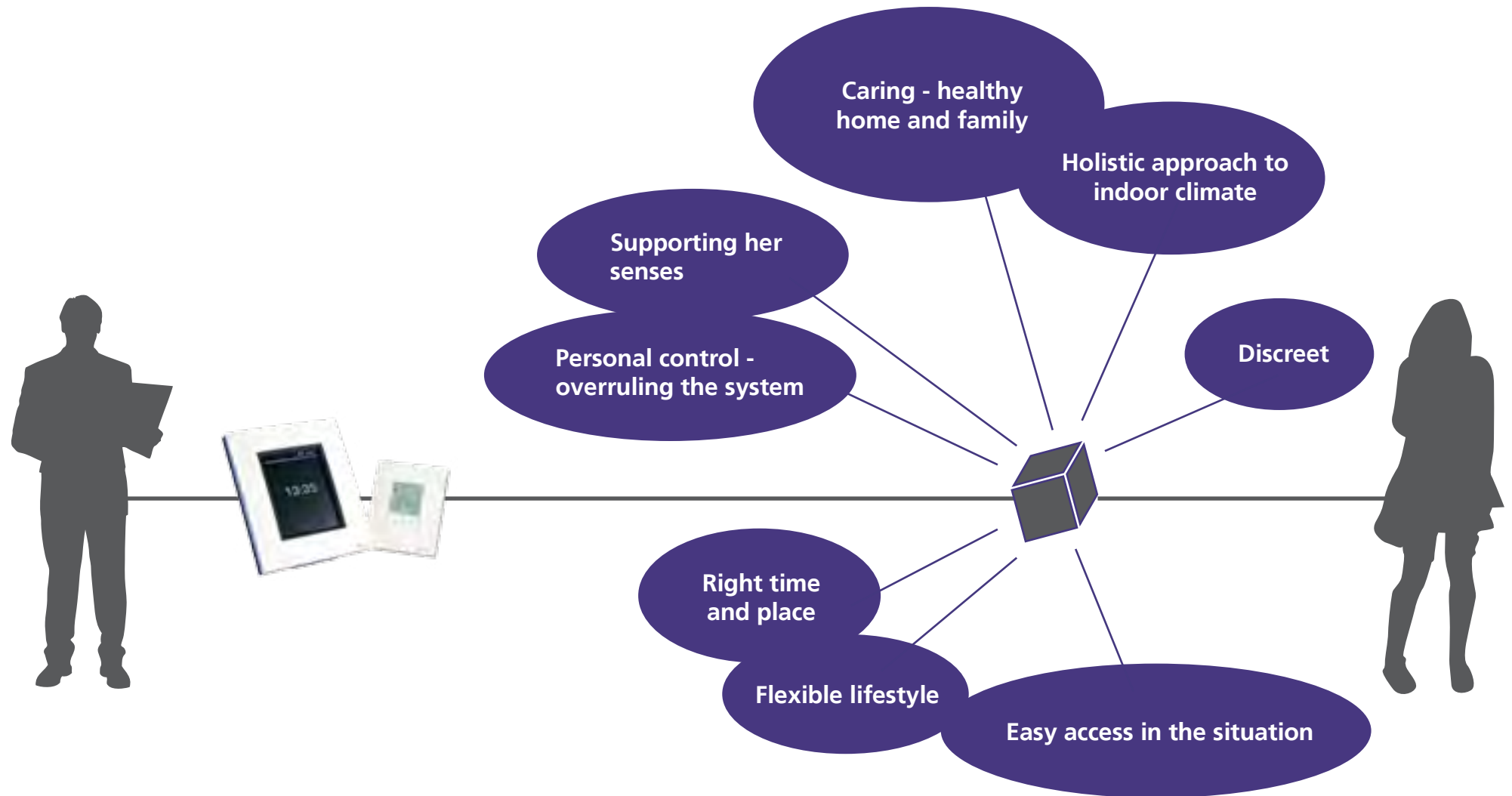
Player



Danfoss case story

Key innovation potentials

Indoor climate control in private homes - Danfoss



Danfoss case
Indoor climate control system



noi

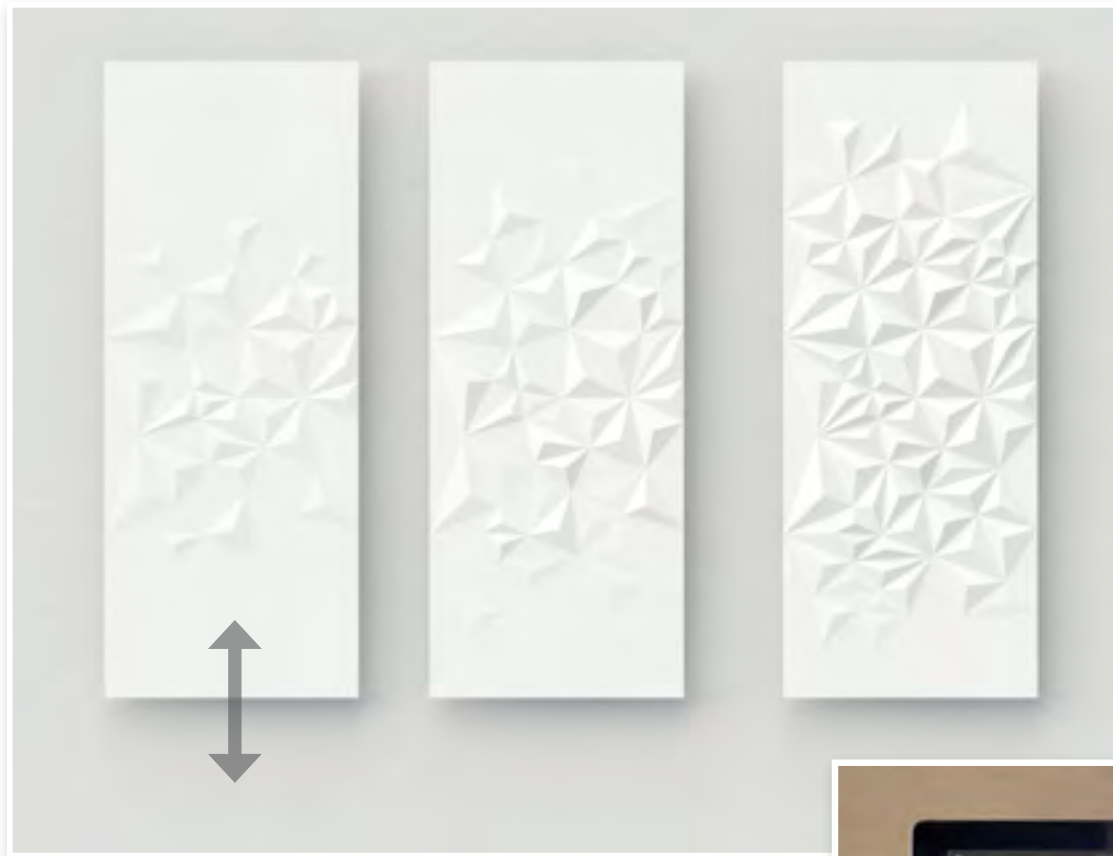
Indoor climate system

Healthy home and family

Supporting her senses

Danfoss case

Indoor climate control system



Adjust temperature

Sensor with aesthetical air quality indicator

Tablet App for climate system settings

Smartphone App for "away mode"



and men

How do women respond...

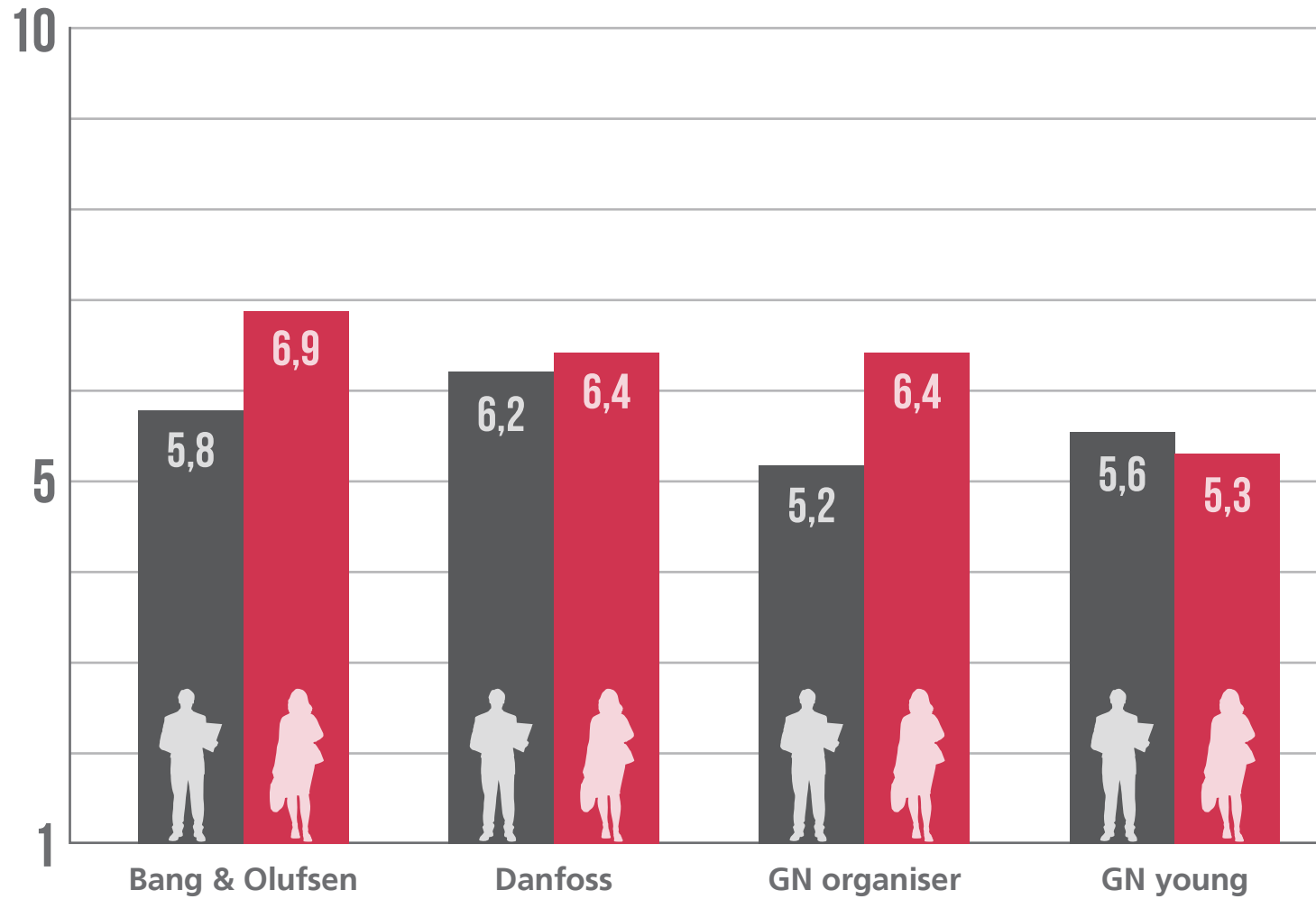
840 respondents: 1/3 men - 2/3 women

7 Countries: Denmark, USA, Germany, Japan, Poland, Italy and Brazil

Scenario based concept test - web survey



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





Bang & Olufsen concept:

Large female buying interest! She appreciates simplicity, discreetness, easy situative access and creating an atmosphere - he does too, but cares more for audio quality and tech insights.



GN Organiser concept:

Women like the concept most - but also men are positive. She appreciates discreetness, while he goes more for the convenience.



Danfoss concept:

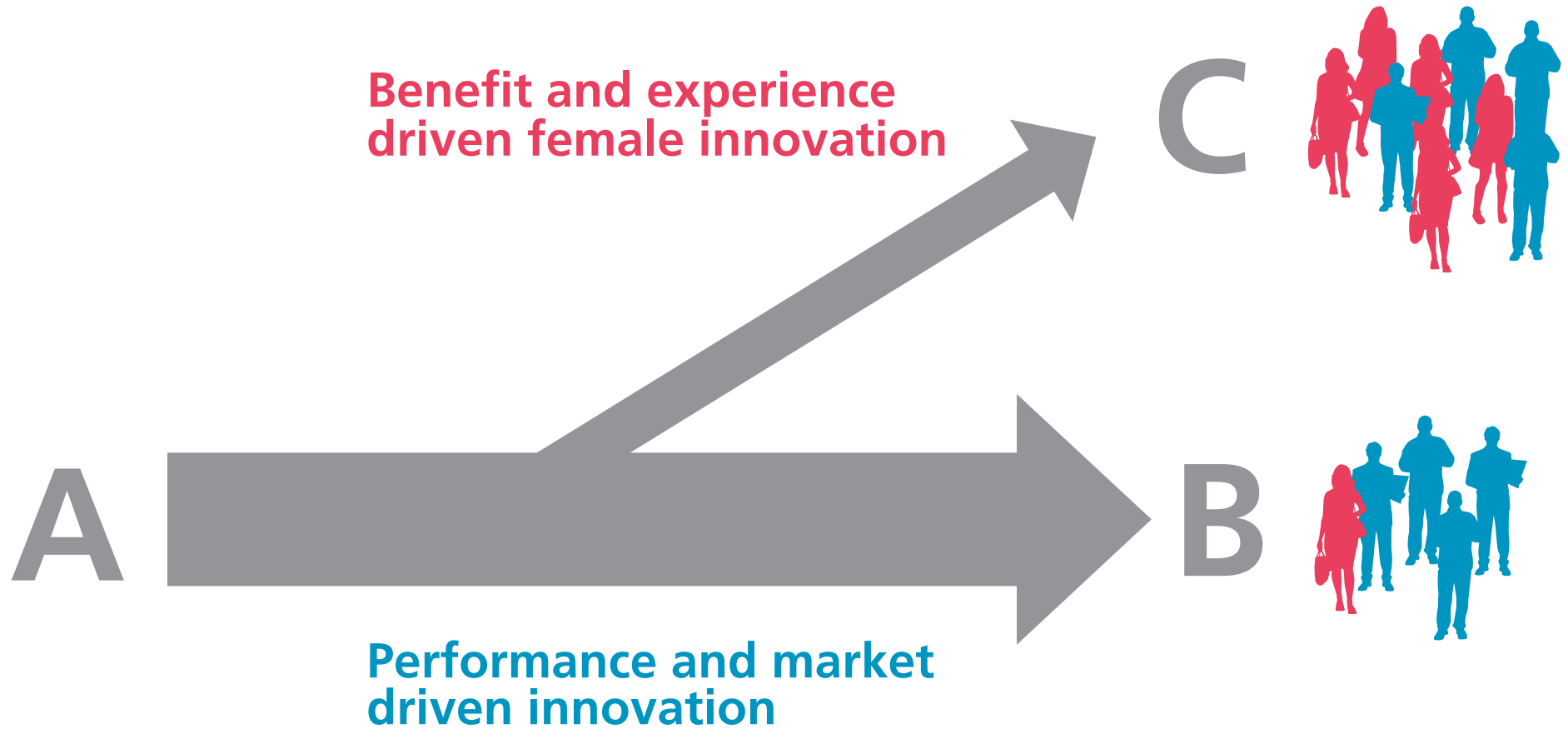
Positive overall concept rating by both men and women. She appreciates the "teach children about the environment scenario" - he does too, but a bit less. She likes the mobile app use concept - he does even more.



Female Interaction toolbox

- how to do it

Female interaction approach



Social values

Women orient towards the communion rather than being individualistic.

They are skilled in interpreting nonverbal emotional cues.

Products must adapt to a more rich emotional communication.



Situative gender norms

Gender is expressed differently depending on the situation so consider in which situations the product is used.



Real life benefits

Women see technology as a mean to gain benefits which can enrich her life.
Technology is a social tool, not a toy.

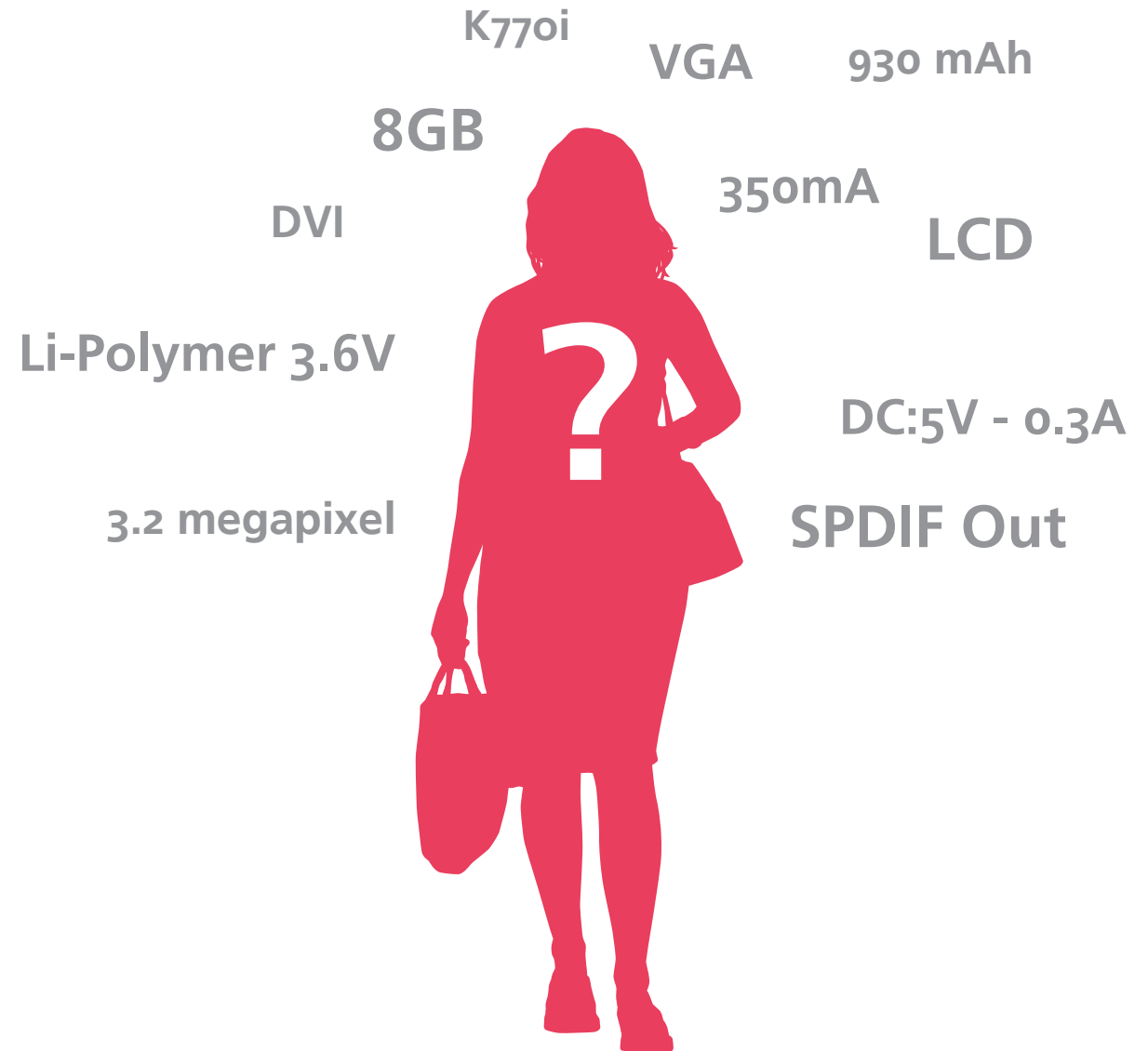


Female Interaction principles

Translate tech-features

Technology is not meaningful in itself and technical terms does not fancy her.

They need to be translated to explain which benefits the product can offer her.



Enacting gender roles

The ability to operate a product and the motivations for interaction with it can depend on the woman's gender role.

The product can conflict with her identity - or her assumption of gender values, roles and domains.




Female Interaction methods

framing & evaluation


FEMALE CONCEPT FEEDBACK GROUPS

GOAL
 Feedback, input and suggestions from the female target group. By doing female-only groups you eliminate the possible bias when male and females are put together to discuss technology. With no men around the thesis has been that women will feel freer to express themselves, to criticize and question the product and get the necessary time to understand, without male participants taking over the discussion.



EXECUTION

FI BENEFITS
 By presenting the product not only as a list of features but putting forward L W V E H Q H 2 W V W K H I H P D O H F R Q V X P H U V will be more likely to understand the product and to evaluate whether it is a G H Y L F H W K D W P L J K W 2 W Z L W K W K H L U F X U U H Q W life-situation. This way the producing companies will obtain a clearer and more honest reaction towards the product, including willingness to buy/to use. It also gives very valuable input on how to market and communicate the product to the female target group and gives you input and feedback on situative use aspects.



PREPARATION

research & exploration

FEMALE INTERACTION COMMUNICATION CHECK UP

GOAL
 Create an overview of the overall communication of a product/service. Raise one's con- V F L R X V Q H V V D E R X W Z K L F K Y D O X H V I H D W X U H V D Q G E H Q H language and pictures are used to address users. How lucid, attractive and consistent is the communication for the users? Serves also as a tool to assess whether the communication and product are in compli- ance. The overall picture may also help to make decisions about future communications.

FI BENEFITS
 The communication check up is a great way to be more conscious about the female target group and how your company, your services and products are communicated. The analysis shows if the looks of the materials match the design of the product and how well it tells the desired story. Shows if the communication material is inconsistent.

EXECUTION

Web

- ‡ "Mandlig" performance billedt - ikke noget, som kommunikerer "soft female values" om at være i kontakt med sine omgivelser og sit sociale netværk.
- ‡ Mange forskellige produkter - Hvordan og i hvilke situationer kan produkterne gøre en forskel? L K H Q G H V O L Y K Y L O N H E H Q H 2 W V N D Q G H J L Y H K H Q G H Er der forskel med hensyn til hvad de forskellige headsets kan gøre for hende - ud over at de ser forskellige ud?
- ‡ Jeg er attraktiv og tilstede - selv med headset på 2 Q W T R U V J S n D W L P J G H J n G H W L P D J H S U R E O H P som er en barriere for hende. Vi mangler dog at in J M R U W G H J U X Q G O J J H Q G H E H Q H 2 W V V R P K H D G - sætte giver hende, synlige og relevante.

Method example 1:
Value exploration - potential users



**Indoor climate
controlling in
private homes**

Potential users

- Value mapping
- Value fictions
- Value exploration workshops with potential users of each of the case products
- Desired experiences mapping
- Experience visualization

Values

**Desired
experience**

**Value
fictions**

Method example 3: Female-only concept feedback groups



Indendørs klima kontrol i private hjem

Koncept A

Beskrivelse

Koncept A er en klima kontrol løsning som giver dig mulighed for at "afsluse" og indstille klimadata i hele dit hjem. Systemet indsamler data om varme og luftkvalitet i hjemmet.

Klima systemet kan automatisk regulere varmen i huset f.eks om natten og når der ikke er nogen hjemme (pre-indstilling) Du kan spare penge og varme om miljøet. Systemet kan også fortælle dig når der trænger til at blive luftet ud.

Løsningen består af:

- 1) En sensor som placeres i hvert rum. På sensoren kan man skrue op og ned for temperaturen i det enkelte rum, man kan sætte huset i ferie tilstand (varmen skrues automatisk ned i hele huset) og man kan se om luftkvaliteten i rummet er god nok.
- 2) Et PC program hvorfra systemet guider én igennem opsætning af værmønstre og hvor man kan gå ind og holde øje med ens forbrug og husets "sundhed".
- 3) Et program til mobilen (app) som giver dig mulighed for f.eks at sætte varmen på lige inden man er på vej hjem fra ferie.



Klima sensor - åbner sig for at vise at luftfugtigheden er for høj



PC applikation

Lukket sensor - viser at huset igen er "sundt"

Hvilket problem...

Det nye koncept (B) eller det eksisterende (C)

Meget vigtigt **Ved ikke**

B **C**

Meget vigtigt **Ved ikke**

B **C**

Meget vigtigt **Ved ikke**

B **C**

Meget vigtigt **Ved ikke**

B **C**

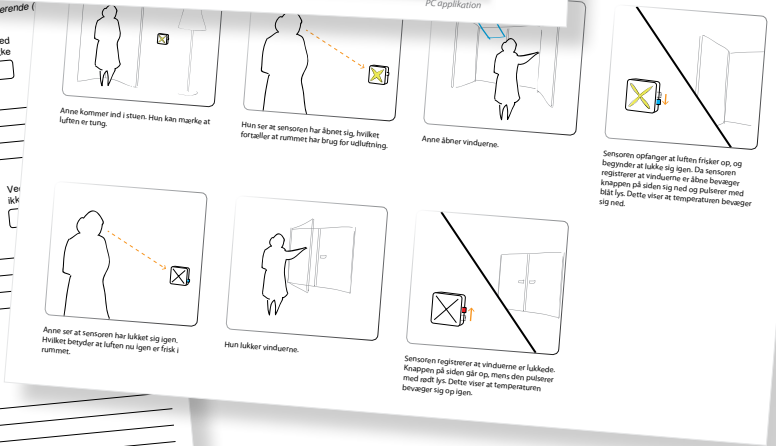
Meget vigtigt **Ved ikke**

B **C**

Meget vigtigt **Ved ikke**

B **C**

Meget vigtigt **Ved ikke**





The impact...

How do the companies respond?



BANG & OLUFSEN



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

B&O

“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

GNI Netcom



It can be done: Understanding female values and preferences can lead to innovative user experience design that makes technology more valuable for her - and for him.



She appreciates technology - if it:

- supports social values
- gives meaningful benefits
- offers simplicity and comprehensiveness
- respects her emotions
- makes her feel and look right
- gives her easy situative access



A holistic user driven innovation and design process makes you release the potentials.



Thanks...

For more information

www.femaleinteraction.com