



# Female Interaction research project

Women's buying power is rising around the world as a consequence of better access to education. The strategy and innovation approach developed in the Female Interaction research project responds to the trend of global female empowerment. It is applying gender know-how to create better user experiences and business perspectives for companies in sectors as diverse as consumer electronics, finance and healthcare.



“By 2028  
women will control nearly three  
quarters (72%) of consumer  
spending worldwide”

—  
*Boston Consulting Group*

## Research Goals

- Map out gender preferences in relation to technology products.
- Use this research to establish guidelines and methods that will help companies, designers and marketers (a) develop innovative products and services that address women and (b) market them so they appeal to female values and preferences.
- Develop showcases demonstrating how these innovation methods can create more meaningful and attractive offerings for both female and male users and give companies a competitive edge.

## Participants

- Initiator and project lead: design-people, Denmark
- Aarhus and Aalborg University researchers with backgrounds in interaction design psychology, pervasive computing and user-centered design
- Market analysis experts and product development experts from three Danish technology companies, **Bang & Olufsen, Danfoss and GN Netcom/Jabra**
- Advisory board: experts from companies, universities and industry associations, including **Fraunhofer Institut**, Germany and Internationales Design Zentrum Berlin
- 75 active contributors
- 1500+ women from three continents surveyed on attitudes, views and evaluation of product and user-experience concepts

## Time & money

- 3 years (2009–2012)
- 10,000+ hours
- Budget: €1 million
- Financed by participating companies and the Danish Business Authority

## Business Impact

2012–present

Consultancy projects for international companies including Kenwood, Logitech, Nokia, Phonak and Vertu.

Presentations and showcases at international conferences, including Danish Design Center, Front End Innovation, Marcus Evans Design Summit and the Women Buy Conference.

## Knowledge Impact

2010

Presentation of results to the UN Women program. Contributions to UN guidelines for female-responsive product design in developing countries.

2011

Nine research papers, plus workshops and academic presentations

2012

TED talk in Amsterdam on the Female Interaction project and industry impact

2012–2016

Participation in GenderSTE, an EU network of gender and innovation experts from 40 countries convened to share and disseminate gender know-how as a prerequisite for excellence in research and innovation.

## Publications

- A Guidebook to a Female Interaction Strategy, a 70-page practical guide to female-responsive innovation and marketing, presenting project findings and new concepts for tech product innovation based on women's preferences and values
- A Collection of Value- and User-Centered Female Interaction Methods, developed and tested with specialists from the 3 participating companies – a series of 58 method cards with concrete suggestions for implementing the strategy Danish Business Authority.



Please visit [www.femaleinteraction.com](http://www.femaleinteraction.com) to order/download the guidebook



## Key Findings

1. Most companies have a limited understanding of female values and preferences in their business sector.
2. To attract more female customers, a company should make sure that its products and services:
  - contain a meaningful benefit story telling the potential customer how they will improve her everyday life
  - can be used quickly and intuitively in the midst of social interactions
  - make her look and feel right in social situations.
  - It has proven effective to test concepts, products and communication with women on the above criteria
3. Women are not a homogeneous group – but they do share common values. To avoid stereotyping, effective segmentation is needed.
4. Products and services designed with a female benchmark tend to be attractive to men too.