



# Tech-user navigator

*Segmentation with a gender perspective*

How do you achieve the best market fit for your company's future consumer tech products? design-people's Tech-User Navigator provides an excellent way to understand and connect with your target groups. 5 comprehensive user profiles covering attitudes, motivations, use- and buying patterns for a variety of tech products and online services.

Womenomics - the globally emerging female buying power is an important business driver. All over the world women get better education which translates into better jobs, higher income, larger buying power and larger influence on household buying decision as well as business- and public spendings.

Seen in this perspective it is mandatory to pay specific attention to female consumer preferences. This is what the Tech-user navigator does. It acknowledges gender differences in technology use and purchase. Thereby, it can help you to balance the mindset of the tech-savvy (often male) developers with the attitudes and preferences of 5 tech-consumer segments with a gender perspective - both in innovation and marketing. A joint focus on specific tech-user profiles creates a solid foundation for future growth of your business.

*A new segmentation toolkit to help you engage potential customers. Tap into Tech-user Navigator know-how by:*

...getting us to make a **customized presentation** for your team

...getting us to conduct a **innovation and/or communication workshop** for a specific product or concept

...acquiring a **license** for the use of the profiles in your company

## The research

- 3 markets; Scandinavia, Germany and France
- 1200 respondents; 600 women and 600 men
- Age 18-70
- Web-based interviews
- Data segmentation through cluster analysis revealing 5 distinctive tech-user profiles founded by attitudes towards technology
- Comprehensive visualization of data and guidelines in 5 gendered tech-user profiles (female/male)

...country specific tech-user profiles are available

*“The segments are both concrete and clearly defined, and they were thus easy to adapt to our product innovation and communication.... Both Germany and France are key markets for us, and they were included in the analysis. That gives us some very solid segments to work with.”*

—  
*Christian Holmershøj Eriksen,  
Market Prediction Analyst, VELUX Group*

## The challenge

- The challenge we posed for this research was to map out men and women's respective preferences in terms of communication, buying experience and daily use of technology. Not in black & white – but as a small range of statistically valid tech-user profiles, based on a quantitative survey of men and women in Scandinavia, Germany and France.

## Key findings

In relation to the previous Female Interaction study several new perspectives have intrigued the research team, among which:

- The idea that males and female do differ in many areas – but also share a certain number of points when it comes to attitudes towards technology. In this sense also that women seem to be the more radical; the Super users are even more militant in their enthusiasm about technology and the female Tech-timids are by far the most insecure and reluctant towards the digital evolution.
- The fact that demographics (in particular age) has very little meaning in the profile construct; the generational imprint on profiles that was once a paramount within customer segmentation has been diminished. A possible explanation is the technological progress over the past half decade (especially tablets and smart phones), meaning a democratisation in the access to and use of technology.
- The rise of a strong 'middle-group' of consumers; the Pragmatic (37%). It seems as if it is no longer a question of being pro or against technology – one can also adapt a 'laissez-faire' attitude in which tech-products have a minor importance compared to other everyday issues and are thus assigned a lower priority.

## Participants

- Developed by design-people
- Co-created with Gigaset, Danfoss, VELUX Group and Vifa

Gigaset Danfoss VELUX vifa



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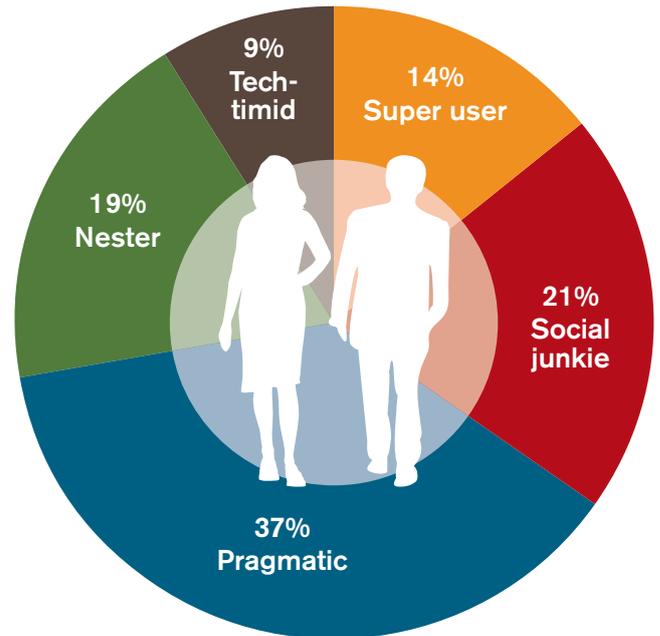


Chart - Distribution of the five profiles emerging from cluster analysis

### Use the tech-user profiles to...

1. Embrace female user preferences – and use them to drive innovation.
2. Understand who your customers are today – and who you might target tomorrow.
3. Balance male and female attitudes towards technology in your communications.
4. Take your segmentation, your qualitative user insights and your persona work to a higher level.
5. Align management, development and marketing teams on which segments to target – and how.