Tech-user Navigator

Achieve the optimal market fit for your tech-product

Developed by design-people
Why segmentation with a Womenomics 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 segments covering attitudes, motivations, use- and buying patterns for a variety of tech products and online services, with emphasis on female and male preferences.

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 and male 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-savy (often male) developers with the attitudes and preferences of 5 tech-consumer segments with a gender perspective - both in innovation and marketing.

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

– Boston Consulting Group

A joint focus on specific tech-user profiles creates a solid foundation for future growth of your business.
The research behind the Tech-user Navigator

The research
- 3 markets; Scandinavia, Germany and France
- 1200 respondents; 600 women and 600 men
- Age range: 18-70
- Web-based interviews, 2015
- Data segmentation through cluster analysis revealing 5 distinctive tech-user segments founded by attitudes towards technology
- Comprehensive visualization of data and guidelines in 5 tech-user segments (not included in this free summary)

The contributors
- Developed by design-people
- Co-created with Gigaset, Danfoss, VELUX Group & Vifa

especially this segment can grow your business!
5 segments – your prospective customers

- **the SUPER USER**: Unsettled Urban Tech lover Brand oriented Aesthetic aware
  - Gender distribution: 62% male, 38% female

- **the SOCIAL JUNKIE**: Community Sharing Digital life Mobile first
  - Gender distribution: 55% male, 45% female

- **the PRAGMATIC**: Single (parent) Routine driven No nonsense Tech comes 2nd
  - Gender distribution: 47% male, 53% female

- **the NESTER**: Home maker Low tech-confidence Traditional Advice seeker
  - Gender distribution: 44% male, 56% female

- **the TECH-TIMID**: Living alone Traditional Digital novice Help seeker
  - Gender distribution: 36% male, 64% female
The Super user

The Super users have a **high interest in technology** - the newer the better and more is more. They love staying on top of the latest technology, both with regard to their personal tech-products and also when it comes to technological trends not (yet) relevant in their daily life (e.g. smart home products). They adore **exploring and configuring their tech-products** in order to obtain customized and up-to-date solutions and value technology that **match their identity** - brand and aesthetics.

Super users usually rent their home, live in larger cities and do not have children.
The male and female Super user

Key male and female characteristics

- Performance is king, aesthetics is queen
- Highly resourceful and enlightened buyer
- Compares specifications and features
- Always being up to date

- Technology is personal and should match her identity to perfection
- Brand (value) and aesthetics is paramount
- Uses technology to better her health

Performance is king

Self-expression through tech
The Social junkie

The Social junkies are focused on the social benefits obtained through technology. They own many different tech-products but focus more on the output and what they can use it for rather than on the technology behind. They are heavy users of social media and use multiple online services to stay connected to their friends and family and inspire their daily life through blogs.

The Social junkies usually own their own home.
The male and female Social junkie

Key male and female characteristics

- Extensive user of various online services
- Uses mobile and stationary platforms
- Mostly search for inspiration and information

Search and explore

- 55% Male

Share and connect

- 45% Female
- Extensive user of social media
- Main platform is mobile device
- Uses technology to maintain health
- Values aesthetics and brand
The Pragmatic

For the Pragmatic, technology products are 2nd priority. They are neither exited nor reluctant when it comes to technology – it is simply just not a priority. They also often experience that technology products have many redundant functions they don’t know the use of. Technology often makes matters more complicated then they have to be.

Note: The male and female Pragmatic differ in demographics. The female Pragmatic is usually working full time and has children living at home. The male Pragmatic is usually between 55-70 and do not have children living at home.
The male and female Pragmatic
Key male and female characteristics

Time is precious

- Doesn’t prioritize technology due to a lack of time
- Use technology to manage a busy family- and work life

Resistant to change

- Doesn’t prioritize technology due to a resistance to chance
- Interests and routines stays the same for years
- Doesn’t get affected by the ways of technology
The Nester

The Nesters are not particularly interested in technology in itself, but how they can use technology to improve their home. Keeping traditions is also very important to them and are thus quite hesitant when it comes to adapting new technology.

Furthermore, they have a low confidence in their own technical abilities and often seek advice from friends and family, from whom they also often receive their personal tech-products.
The male and female Nester
Key male and female characteristics

Insecure about tech
- Experiences problems with technology
- Insecure about use of technology
- Relies heavily on brand

Entertainment and fun
- Uses technology as entertainment
- Often receives the newest personal tech-products as gifts
The Tech-timid

The Tech-timid are reluctant when it comes to new technology. They think that the development of technology is going too fast and they easily feel overwhelmed, which is why sticking to traditions and what they know becomes even more important.

The Tech-timid do not usually have children living at home.
The male and female Tech-timid

Key male and female characteristics

- Slightly value the possibilities technology gives to keep in touch with family and friends
- Prefer meeting face to face

- Feels overwhelmed by technology
- Want to avoid failure
- Doesn’t know the purpose of most technology
- Values functions far more than design
Our consultancy can take you further – we can help you

This free summary provides a high-level description of the 5 Tech-user segments. To fully harness the impact of the Tech-user Navigator we provide an extended version of the segments covering attitudes, motivations, use- and buying patterns for a variety of tech products and online services, with complementary guidelines on how to innovate and communicate. The latter being the true strengths of the Tech-user Navigator.

We can help you by:

- Identifying which Tech-user segments you address today, and where your growth potentials are.
- Reviewing your offerings and communication from the perspective of your target segment(s) and develop actionable recommendations that elevate your sales.
- Elevating and innovating your offerings at a workshop with your team and/or in specific assignments for your team in terms of development and communication.

Book a free 20 min online introduction to the Tech-user segments on +45 70 22 64 62 or send an e-mail to kbh@design-people.com
“Today’s workshop confirmed that the Smart Home market from a consumer point of view is still non-transparent and hardly tangible. The Tech-user Navigator profiles can be helpful in this, as they are easy to understand and act on. I will definitely make use of them both to enrich and improve our marketing concepts and future product development.”

Alexandra Schöen
Senior Manager Consumer & Market Research, Gigaset
design-people is an ambitious Scandinavian innovation- and design firm with a strong focus on customer experience and business growth.

We are here to help you combine target group understanding with innovation and business development. With our innovation-, design and communication skills we translate deep insights into winning customer experiences and increased turnover.

Our team designs products, digital services, user guides, packaging and communication material – with your branded experience DNA.

As our work creates remarkable results, we have been able to attract renowned clients all over the world - like Danfoss, Nilfisk, Kenwood, LG and Microsoft.

Over the past last 10 years design-people’s clients have received more than 25 international innovation & design awards for outstanding designs and digital services. These recognitions go along with substantial progress in our clients’ sales and brand value.

Whenever appropriate we involve female users as a benchmark and inspiration for creating innovative user experiences that offer: meaningful benefits, ease-of-use, attractive design and effective communication. Women constitute fast growing buying power all over the world – but they are underrepresented in tech-development. This opens a door for growing our clients’ businesses by giving them a competitive edge in terms of women’s purchase decisions. An “inspired by women” benchmark leads to solutions that resonate with the mainstream market.

Our diverse team of 20+ consist of market- & user insight experts, experience innovators, product- & digital designers as well as communication experts. Let’s create winning customer experiences – to give you a cutting edge in the growing digital economy.

Let’s talk, contact

Klaus Schroeder
Strategy Director, CEO & Partner
design-people
ks@design-people.com
+45 70 22 64 62