Inspired by women
Customer Experience Boost

CASE: Misfit Ray smart band
Workflow & tools

1. Frame
User profile definition based on the Tech-user Navigator*

2. Review
A simulated customer experience throughout the customer journey

3. Analysis
Female Interaction principles, Female Interaction research & gendered innovation consultancy projects

4. Recommendations
Recommendations to drive a Female customer experience elevation

* explained in appendix
Our review
A simulated customer experience throughout the customer journey
The Misfit Ray

About the Misfit Ray (from web page)

- Automatically tracks steps, distance, calories, and light and restful sleep
- Vibration alerts for call and text notifications, movement reminders, and alarms
- Smart button enabled to control connected household devices
- Swim-proof, anodized aluminum cylinder with multicolor LED progress display
- Non-charging, replaceable batteries last up to 4 months
Meet Charlotte
Fictional persona based on the Social junkie segment from the Tech-user Navigator

42 years old
Works as a lawyer
Married and has 2 children
Lives in a large house in Aarhus, Denmark
She values her family, friends and community.
It is important to her to maintain her health. She eats healthy and runs twice a week.

“It is important for me to maintain my health as I get older. I try to reach my daily 10,000 steps”
The real life context matters to her and she will focus on the whole main functionality and seeks coherence rather than details. Holistic versus detail

Women tend to use social network services more than men. Social values have to be clearly defined, and products and services more successful for women the social expressive than men. To make products and services as useful to them is a social tool and not a toy. Technology should matter in the situation – give technology to them is a social tool and not a toy. Care less about the technology itself - tech-care less about the technology itself - tech-enhance their abilities to pursue interests. They enhance their abilities to pursue interests. Benefits that enrich and simplify their lives and her situative needs and demands and to give her a specific atmosphere. It is important to know her benefits, help her solve a problem or create her benefits, help her solve a problem or create.

Real life benefits

Women ask around their network and social media relations, meaning that recommendations can be both encouraging and cautionary. Women share both good and bad experiences with others in the decision-making process.

Social values

Gender norms vary gender norms vary gender norms vary gender norms vary gender norms vary. Gender is expressed differently depending on the situational context - also when choosing and operating products. Our gender roles reflect social and behavioural norms that are regarded as socially appropriate for individuals of a specific sex within our culture. The motivation to interact with a product can depend on a woman’s gender role.

If the product conflicts with her identity – or her assumption of gender values, roles and domains – it could add a mental barrier to using the product and even cause her to reject it.

Female life cycle

Enacting gender roles

We are all, both men and women, enacting gender roles in our daily life – also when choosing and operating products. Our gender roles reflect social and behavioural norms that are regarded as socially appropriate for individuals of a specific sex within our culture. The motivation to interact with a product can depend on a woman’s gender role. If the product conflicts with her identity – or her assumption of gender values, roles and domains – it could add a mental barrier to using the product and even cause her to reject it.

Female Interaction research & gendered innovation consultancy projects

Our analysis

Utilizing Female Interaction principles, Female Interaction research & gendered innovation consultancy projects
Charlotte’s Misfit Ray journey

**Awareness**

**Need/goal**
- Finds a running program
- Sets goals for weekly exercise

**Shares wishes and goals**
- Talks to family about concerns of maintaining her health
- Talks to colleagues and friends about exercise goals and wearable products

**Product recommendation**
- Her friend recommends Misfit Ray and shares info about price, dealer etc.

**Online research (exploration)**
- Receives link from friend to online dealer of the Misfit Ray
- Google searches on “smart band”, “Fitness tracker”, etc.
- Compares products (design, brand, features, reviews, price, etc.)

**Online research (product choice validation)**
- Reads reviews of the Misfit Ray (misfit.com)
- Reads reviews from sources that she trusts
- Sets her mind on the Misfit Ray (suits her needs, is simple & discreet and has good design)

**Validation of purchase decision**
- Consults trusted colleagues about purchase decision
- Shows the Misfit Ray (on phone)
- Decides to purchase the Misfit Ray

**Webshop selection**
- Compares prices on PriceRunner.com
- Selects webshop with best offer (watcheszu.com)
- Checks webshop credibility (trustpilot.com)
- Assesses estimated delivery

**Pick-up and unboxing**
- Picks up package from post office
- Opens box to unveil content: user guide, smart band and tool
- Assembles with batteries

**Online purchase**
- Downloads app
- Pairs the app with the Misfit Ray
- Creates account in app
- Fills in personal info (body, sex, etc)

**Set-up**
- Downloads app
- Pairs the app with the Misfit Ray
- Creates account in app
- Fills in personal info (body, sex, etc)

**Daily use**
- Receives discrete notifications on Misfit Ray about activity
- Checks up on steps in app
- Receives notifications about messages and calls on Misfit Ray
- Many app features that she never uses (weight tracker, sleep tracker, social)
- Discovers that “sleeps tracking” means that she has to log it herself.

**Sharing of experience**
- Shares experience with friend
- A colleague asks her: “so how do you like your smart band?”

**Monthly read-out**
- Looks at activity level development over time

**Use**

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**Highlighted touch points**
- Hold her female experience elevation potentials
READS REVIEWS OF THE MISFIT RAY (MISFIT.COM)

Charlotte wants to read up on reviews on the Misfit Ray product page to validate that she has made the right by choice choosing the Misfit Ray.

**Reviews on product page**

The reviews on the web page makes the product seem promising (at a first glance).

**The reviews lack of authenticity**

The reviews lack authenticity, e.g. through not relatable and untraceable user aliases (Dr. LMT, Granny B, Boomba, water lower, etc).

This diminishes her trust in the reviews.
Principle no. 10

Women trust recommendations

Women ask around their network and social relations for advice and suggestions when they are looking for new electronics - and they actually trust and use the recommendations they get from others in their decision-making process. Women share both good and bad experiences with others, meaning that recommendations can be both encouraging and cautionary.

Our recommendation

PROVIDE HER WITH MORE TRUSTWORTHY AND RELATABLE REVIEWS ON YOUR WEBSITE
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How to do it:

1. Make the reviewers relatable and trustworthy through real names, occupation, link to social media, etc.
2. Prioritize reviews higher than e.g. product accessories and specifications on the web (higher placement).
3. Cooperate with real people and have them endorse the product.

Remember! Peers are equally as important as experts (or perhaps more).
PAIRS THE APP WITH THE MISFIT RAY

After unpacking her new tracker Charlotte downloads the Misfit app as written on the package. She begins to pair the app with her Misfit Ray. The app takes her through a mandatory step-by-step sign-up.

Guide to app functionality

A quick introduction to the app and what it can do for her helps her stay motivated and get the product connected.

A “man” fits all approach

The app seems well made but the look and feel of it is very sporty and masculine. Furthermore, many representations of people are male (masculine silhouettes).

E.g. When Charlotte wants to set her goal, she needs to identify with a male silhouette.


**Set-up – our recommendation**

**Principle no. 01**

**Consider her body and ergonomics**

When working with women don’t forget the obvious: Women are built differently to men, in physical appearance as well as internal. Items proportioned for men and then scaled down to fit women don’t necessarily fit.

Our recommendation

PROVIDE HER WITH VISUALS IN YOUR APP THAT REPRESENT HER PHYSIQUE
Set-up – a winning female experience

**PROVIDE HER WITH VISUALS IN YOUR APP THAT REPRESENT HER PHYSIQUE**

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**How to do it:**

Show her that Misfit take her physique into account. This will make it easier for her to relate to the app, thus making it more personal to her.

1. Make the icons and visuals resemble her physique
2. Alternatively, make the icons and visuals more gender neutral.
looks at development of activity level over time

Charlotte sits at home and wants to check how she has been progressing with her steps during the last month.

Daily summary as main screen
The main screen provides her with a summary of how close she is to reaching her target activity. The summary provides her a quick and easy way to see her activity status during the day.

Detailed overview of monthly activity
When she wants to see her activity progress over time she is shown a detailed overview of her activity (highlighting peaks and showing highs and lows). This makes it difficult for her to get a feeling of her progress over time.
Monthly read-out – our recommendation

Our recommendation

PROVIDE HER WITH A HOLISTIC OVERVIEW OF HER ACTIVITY OVER TIME

Principle no. 8

Holistic versus detail

Women have a holistic and context-sensitive approach to technology - the tech-detail is not relevant to her. She’s interested in the main functionality and seeks coherence rather than details. The real life context matters to her and she will focus on the whole experience rather than on details or a specific technology.
**Monthly read-out – a winning female experience**

**PROVIDE HER WITH A HOLISTIC OVERVIEW OF HER ACTIVITY OVER TIME**

*How to do it:*

1. Provide her with the possibility to trace her activity for a longer period than 1 month.
2. Provide her with the average activity level (over time) of the chosen period.
3. Give her the ability to set goals that embrace more than just the current day.
Customer experience impact and business potentials – *inspired by women*

**AWARENESS**
**Online research**
- Increased trust in product promise
- Increased likelihood of product purchase

**BUY**
**Set-up**
- Increased personal relation to app
- Increased likelihood of reuse
- Increased likelihood of recommendation to friends and family

**USE**
**Monthly read-out**
- More valued benefits
- Increased likelihood of reuse
- Increased likelihood of recommendation to friends and family
Taking action on your potentials

We hope you enjoyed the read of this piece that demonstrates how we identify opportunities to boost Customer Experience, *inspired by women*. Here, we used the Misfit Ray smart band as a case. This is a limited study - but hopefully you found some new and inspiring aspects of value to you.

At design-people, we have successfully supported our clients in increasing their revenues by providing a range of *Inspired by Women* services, carried out by our expert team.

Contact us to discover what you and your company can further achieve - and let’s create winning experiences together.

SERVICES, EXAMPLES:

1. *Diversity potentials study*
   Category analysis

2. *Inspired by women*
   Customer Experience Boost

3. *Inspired by women*
   Innovation & Design
“User experience and usability has been a primary focus in creating Danfoss Smartheating App. The female benchmark helped us minimize complexity while prioritizing everyday convenience.

With their extensive experience in this field, design-people has proved to be an excellent partner for our connectivity development.”

Jesper Vraa  
Project Manager, Danfoss Indoor Climate App Solutions
Why design-people?

design-people is an award winning Scandinavian innovation and design firm with an international outlook and a strong focus on customer experience.

We help companies explore and understand target group preferences in their business sectors. And with our skills in innovation, design and communication, we help them translate these insights into winning customer experiences.

As our work creates remarkable business results, we have been able to attract renowned clients like Danfoss, Nilfisk, Vifa, Kenwood, LG and Microsoft.

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

Whenever appropriate, we involve female users as a benchmark and inspiration to create innovative user experiences, attractive designs and effective communication. Women constitute fast growing buying power all over the world – but they are underrepresented in tech-development. This opens a window for growing our clients’ businesses by giving them a competitive edge in terms of women’s purchase decisions. Our research and experience in this field reveals that a female benchmark strategy leads to solutions that are attractive for the mainstream market.

Our diverse team of 15+ consists of market & user insight experts, experience innovators, product & digital designers as well as communication experts. Thus, we can offer you valuable assistance in delivering winning customer experiences in the growing digital economy.

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Our *Inspired by women* team

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Let’s create winning experiences!
APPENDIX

The story behind Charlotte

Profile segmentation and creation through the Tech-user Navigator
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!
The selected segment

Key male and female characteristics

- **The SUPER USER**
  - Unsettled
  - Urban
  - Tech lover
  - Brand oriented
  - Aesthetic aware
  - Male: 62%
  - Female: 38%

- **The SOCIAL JUNKIE**
  - Community
  - Sharing
  - Digital life
  - Mobile first
  - Male: 55%
  - Female: 45%

- **The PRAGMATIC**
  - Single (parent)
  - Routine driven
  - No nonsense
  - Tech comes 2nd
  - Male: 47%
  - Female: 53%

- **The NESTER**
  - Home maker
  - Low tech-confidence
  - Traditional
  - Advice seeker
  - Male: 44%
  - Female: 56%

- **The TECH-TIMID**
  - Living alone
  - Traditional
  - Digital novice
  - Help seeker
  - Male: 36%
  - Female: 64%
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.
Inspired by women principles

The principles refered to in our recommendations stem from design-people’s 3-year Female Interaction research project. The project was based on a collaboration between Aarhus University, Bang & Olufsen, GN Netcom, Lindberg International and design-people.

These principles, which build on contemporary scientific research within gender aspects, highlight gender differences in relation to technology. The condensed format make them a valuable input for innovation, evaluation and decision making processes.