The Gender Dimensions Model
A quick guide for gender analysis of tech products

Creating products that properly address women's preferences requires integration between commonly practiced product strategy, design and development methodologies on one hand and gender know-how on the other.

Our methodologies and practices are based on extensive research, practical experience and academic knowledge and we understand that gender know-how is a gradually acquired skill. Therefore, we created the **"Gender Dimensions Model"** to guide the gender analysis process, and help our customers identify gender aspects that might influence their users motivations, shed a light on the user's mindset, ignite innovative ideas and contribute to the success of their products.

The model highlights four - separate yet related - categories of gender analysis.

BIOLOGY & COGNITION

SOCIAL PATTERNS

4 dimensions of gender analysis

TECH SPECIFIC FACTORS

WORLD VIEW & ATTITUDE

How to use the Model?

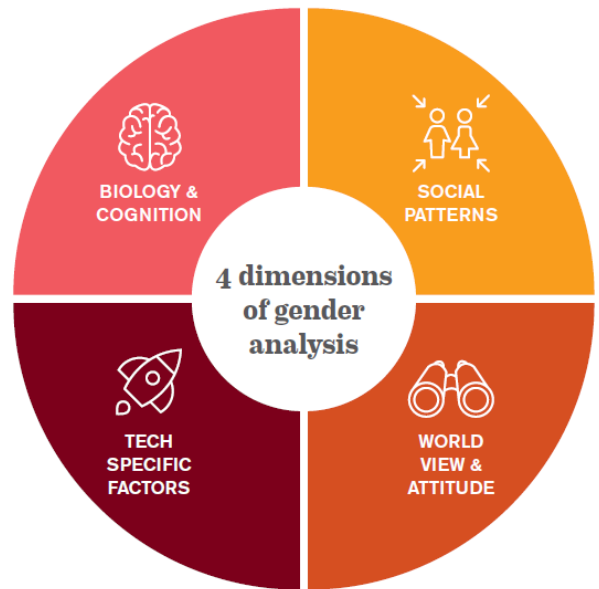**IDENTIFY gender aspect** relevant to your product for each dimension

CONSIDER the gender aspects during your user exploration and persona definition

INNOVATE and ideate based on the identified aspects

EVALUATE your product according to the identified aspects and innovation vectors

PLAN your product accordingly

Consider biological and cognitive differences between men and women

Identify gender roles, norms, stereotypes & hierarchies

Consider differences in day-to-day experiences

Consider the way men and women view the world, their self identity and attitudes

**Consider real life benefit
Ease of use, Computer self-efficacy, Learning styles & tinkering, Recommendations and Language choices**

Example: Identifying gender aspects for navigation apps

When we analyse a product from a gendered perspective, we consider the product domain – i.e IoT, transportation, health, etc – and the context, or day to day situations in which it would be used. Both of these considerations influence the gender aspects relevant for the product.

The following example refers to a navigation apps. These were some of the gender aspects we've identified:

Spatial cognition and way-finding strategies

Men and women alike use a combination of special perception and way finding strategies. Roughly these strategies can be classified into two groups:

- Orientation based – involve creation of a landscape mental map.
  For example: drive north, turn right in 300 meters, etc.

- Contextual & sematic based – creation of a mental map which is represented by a series of landmarks, preferably ones of contextual meaning.
  For example: Take the 3rd right or turn right after the post office.

As a group, women tend more to use contextual and sematic navigation, and tend to plan their route in advance.

Women as main care-giver and commute patterns

On average women do more of the care giving chores (children, elderlies) , which influence their commute needs, considerations and patterns.

Commute Patterns

Men a women as groups tend to commute differently.
Men on average work farther away from home and typically commute to work in the morning and back home in the evening. Women tend to work closer to home, and their commute patterns includes multiple stops on their way

Attitude towards driving

Research shows that women are less comfortable driving at night, in bad weather conditions and in unfamiliar roads. *The social science journal, 2005, 2007*

Holistic view on the whole journey

Women often consider their needs in a holistic way – taking into account all aspect. In this case, they often consider the whole journey and like to plan ahead all aspects of it from origin to destination, including parking, walking, weather conditions, wear, etc.

Computer efficacy, learning styles and tinkering

In general users differ in their computer efficacy levels and their preferred learning styles.

Research shows that although no differences were found in their performance levels, women tend to show a lower level of computer efficacy, they prefer to learn the software's logic as a whole, use discourse for learning, and are less likely to tinker.
Interviews with female users show that if a task is not easily understood, some of them would rather ask someone for help or find another way to avoid the task.