Inspired by women
Customer Experience Boost

CASE: Misfit Ray smart band

design·people

Let's create winning experiences

Workflow & tools

1. Frame

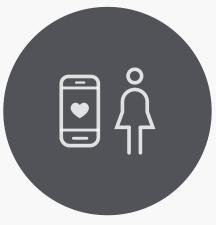User profile definition based on the Tech-user Navigator*

2. Review

A simulated customer experience throughout the customer journey

3. Analysis

Female Interaction principles, Female Interaction research & gendered innovation consultancy projects
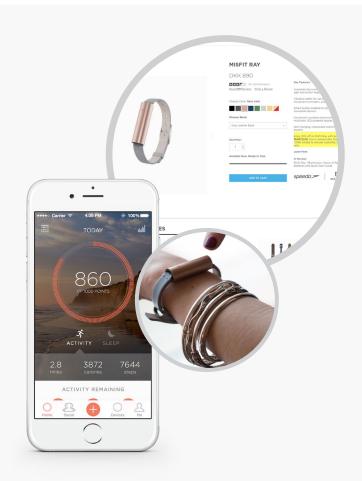

4. Recommendations

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"

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

BUY

Webshop selection

Compares prices on PriceRunner.com

Selects webshop with best offer (watcheszu.com)

Check web shop credibility (trustpilot.com)

Assess estimated delivery

Online purchase

She buys the Misfit Ray on watcheszu. com (cheap and reliable)

Pick-up and unboxing

Picks up package from post office

Opens box to unveil content: user guide smart band and tool

Assembles with batteries

Set-up

Downloads app

Pairs the app with the Misfit Ray

Creates account in app

Fills in personal info (body, sex, etc)

USE

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.

Monthly read-out

Looks at activity level development over time

Sharing of experience

Shares experience with friend

A colleague ask her: "so how do you like your smart band?"

Highlighted touch points hold hey female experience elevation potentials

Online research – *her experience*

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.
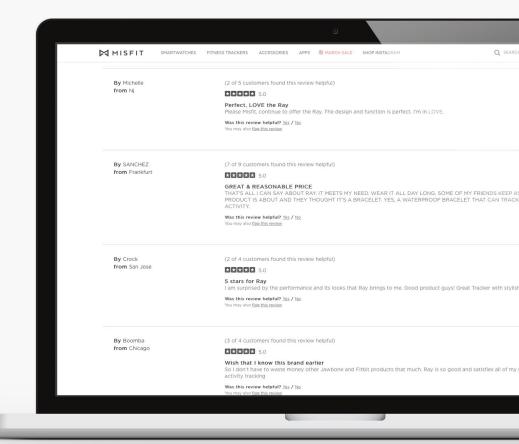
Reviews on product page

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.

MISFIT   SMARTWATCHES   FITNESS TRACKERS   ACCESSORIES   APPS   MARCH SALE   SHOP INSTAGRAM   SEARCH

By Michelle from Nj   (2 of 5 customers found this review helpful)   ★★★★★ 5.0
Perfect, LOVE the Ray
Please Misfit, continue to offer the Ray. The design and function is perfect. I'm in LOVE.
Was this review helpful? Yes / No
You may also flag this review

By SANCHEZ from Frankfurt   (7 of 9 customers found this review helpful)   ★★★★★ 5.0
GREAT & REASONABLE PRICE
THAT'S ALL I CAN SAY ABOUT RAY. IT MEETS MY NEED. WEAR IT ALL DAY LONG. SOME OF MY FRIENDS KEEP AS PRODUCT IS ABOUT AND THEY THOUGHT IT'S A BRACELET. YES, A WATERPROOF BRACELET THAT CAN TRACK ACTIVITY.
Was this review helpful? Yes / No
You may also flag this review

By Crock from San Jose   (2 of 4 customers found this review helpful)   ★★★★★ 5.0
5 stars for Ray
I am surprised by the performance and its looks that Ray brings to me. Good product guys! Great Tracker with stylish
Was this review helpful? Yes / No
You may also flag this review

By Boomba from Chicago   (3 of 4 customers found this review helpful)   ★★★★★ 5.0
Wish that I know this brand earlier
So I don't have to waste money other Jawbone and Fitbit products that much. Ray is so good and satisfies all of my activity tracking
Was this review helpful? Yes / No
You may also flag this review

Our recommendation

PROVIDE HER WITH MORE TRUSTWORTHY AND RELATABLE REVIEWS ON YOUR WEBSITE

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.
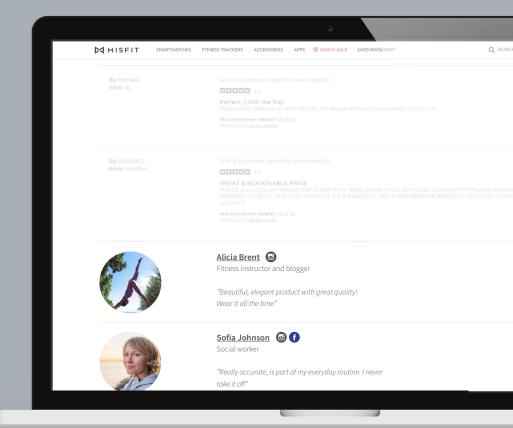
Online research – *a winning female experience*

PROVIDE HER WITH MORE TRUSTWORTHY AND RELA-TABLE REVIEWS ON YOUR WEBSITE

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).

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Was this review helpful? Yes / No
You may also flag this review

Alicia Brent
Fitness instructor and blogger

*"Beautiful, elegant product with great quality!
Wear it all the time"*

Sofia Johnson
Social worker

"Really accurate, is part of my everyday routine. I never take it off"

Set-up – *her experience*

Buy

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.
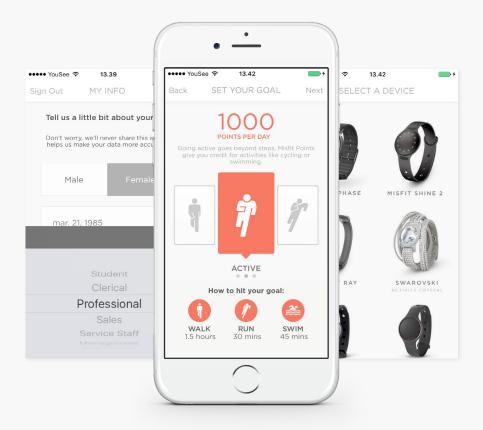
Guide to app functionality

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.

Our recommendation

PROVIDE HER WITH VISUALS IN YOUR APP THAT REPRESENT HER PHYSIQUE

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.

Set-up – *a winning female experience*

PROVIDE HER WITH VISUALS IN YOUR APP THAT REPRESENT HER PHYSIQUE

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.

Monthly read-out - *her experience*

Buy

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.
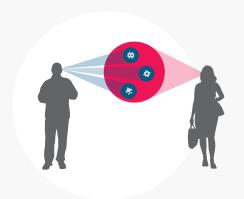
Detailed overview of monthly activity

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.

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.

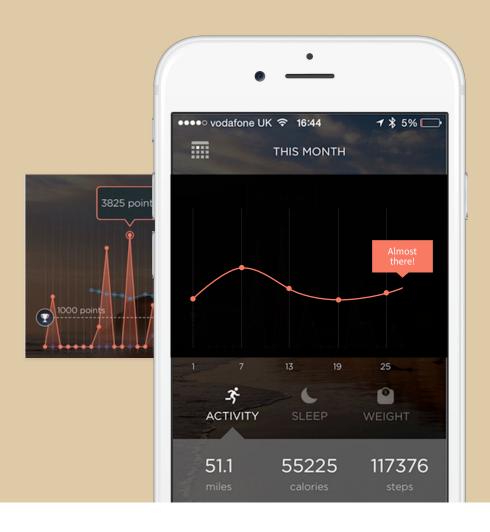## PROVIDE HER WITH A HOLISTIC OVERVIEW OF HER ACTIVITY OVER TIME

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.

3825 point

1000 points

vodafone UK   16:44   5%

THIS MONTH

Almost there!

1   7   13   19   25

ACTIVITY   SLEEP   WEIGHT

51.1   55225   117376
miles   calories   steps

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 to 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.
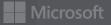
Contact

Klaus Schroeder

innovation director, partner / CEO
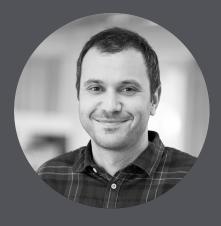design-people

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Our *Inspired by women* team

Klaus Schroeder
innovation director, partner / CEO

Stine Vilhelmsen
senior experience designer

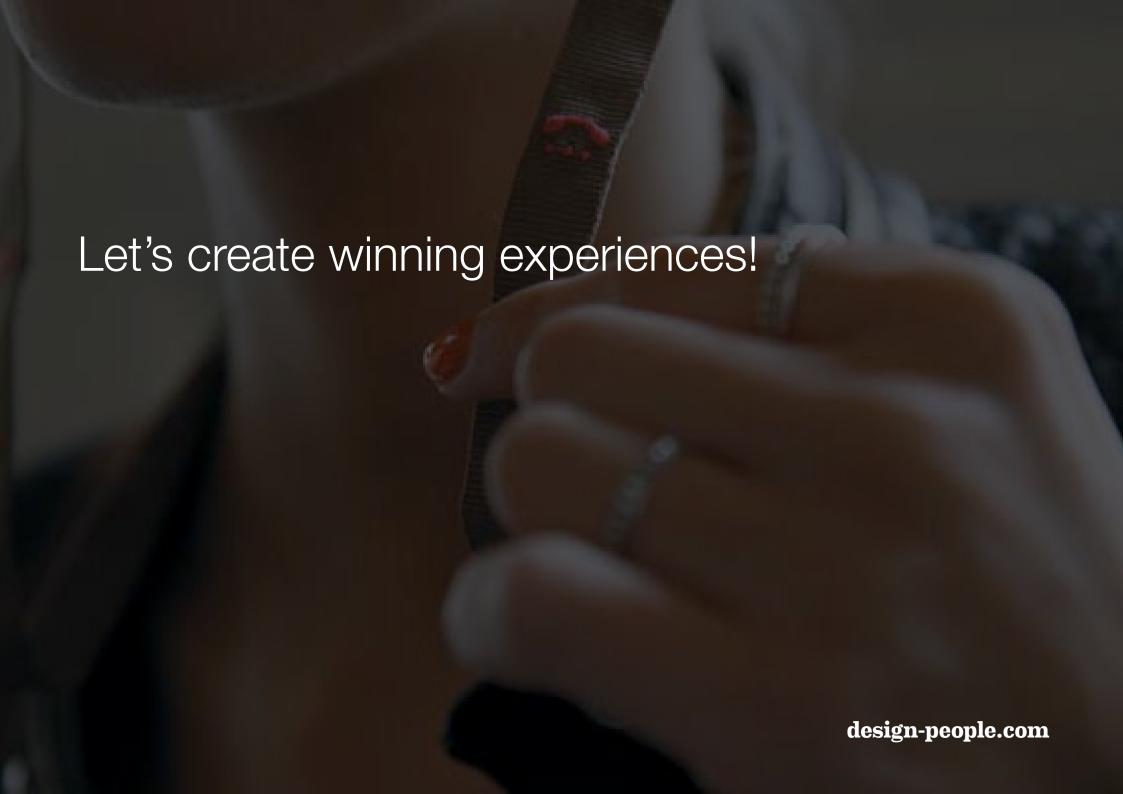**Adnan Oprasic**
senior interaction & product designer

Sara Andersson
design strategy & experience manager

Henrik Mathiassen
design & creative director, partner

Lotte Vinther
user insights & usability expert

Let's create winning experiences!

design-people.com

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
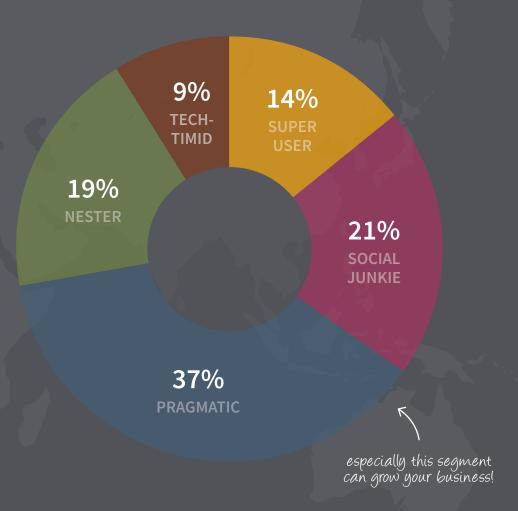- Co-created with Gigaset, Danfoss, VELUX Group & Vifa

Gigaset   **vifa**   **VELUX®**   **Danfoss**

9%
TECH-TIMID

14%
SUPER USER

21%
SOCIAL JUNKIE

37%
PRAGMATIC

19%
NESTER

especially this segment can grow your business!
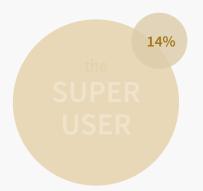
The selected segment

Key male and female characteristics

14%	21%	37%	19%	9%
the **SUPER USER**	the **SOCIAL JUNKIE**	the **PRAGMATIC**	the **NESTER**	the **TECH-TIMID**
Unsettled Urban Tech lover Brand oriented Aesthetic aware	Community Sharing Digital life Mobile first	Single (parent) Routine driven No nonsense Tech comes 2nd	Home maker Low tech-confidence Traditional Advice seeker	Living alone Traditional Digital novice Help seeker
♂ ♀ 62% 38%	♂ ♀ 55% 45%	♂ ♀ 47% 53%	♂ ♀ 44% 56%	♂ ♀ 36% 64%
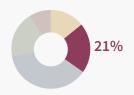
21%

The Social junkie

community
sharing
inspiration
mobile first
digital life

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.

Reach them with
community

Inspired by women principles

2 Female life cycle

Consider where in the female life cycle your female customers are.
Women go through all stages – and they don't have consistent needs throughout their lives. Besides age, there are other things to be taken into account with regards to women, such as the fact that women get pregnant. A pregnant woman not only looks different than she used to, she also thinks and feels different. Being pregnant is one thing, being a parent is yet another... once again her perspectives change – over and over again.

female interaction
research based innovation by design-people

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.

female interaction
research based innovation by design-people

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.