

# 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.

### How to use the Model?

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

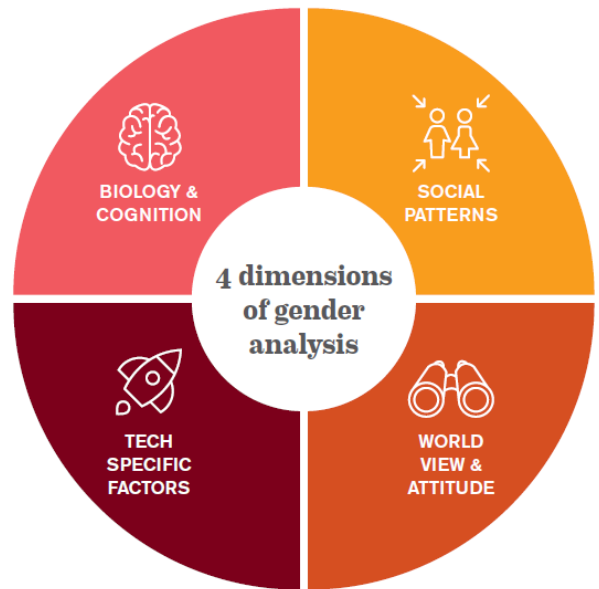
**CONSIDER** the gender aspects during your user exploration and persona definition

**INNOVATE** and ideate based on the identified aspects

**EVALUATE** your product according to the identified aspects and innovation vectors

**PLAN** your product accordingly

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



**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**