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Bang & Olufsen woos the women

Women's buying power is steadily increasing and continually more women make the final decision when buying consumer goods such as consumer electronics. This phenomenon will influence the product development of the future and by participating in a three-year long research project Bang & Olufsen is in the lead when it comes to targeting female consumers.

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Women are continually dominating the buying power and thus making the buying decisions in the households – also when it comes to consumer electronics. And so there can be big business perspectives in products, which are appealing to women.

Bang & Olufsen is in the lead when it comes to considering women's preferences and approaches to technological products. Due to the participation in the three-year long design research project "Female Interaction" focusing on female interaction design for advanced electronic products, Bang & Olufsen is well under way in the development of innovative product concepts, which very much appeal to female consumers.

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It is Concept Developer Lyle Clarke, who has represented Bang & Olufsen in the design research project. His conclusion is clear: there are big perspectives in cracking the code to women's hearts and create products that they simply "must" have.

- If we succeed in making products, which balance things that appeal to men and things that appeal to women, we have very good chances of reaching our commercial goals. We would just as well like her to persuade him to buy Bang & Olufsen than the other way around, says Lyle Clarke.

The research project has – among other things – given the concept developers some very concrete tools to make something out of the genders' different approaches to technology. It does not only take a feminine product design – it is also necessary with new application concepts, functions, new interaction and new ways of communicating the product's benefits.

Good inspiration

The project group has on the basis of several hundred women's responses in user visits, telephone interviews and focus groups created a segmentation model with four different types of female technology users. Furthermore, the project group has redefined existing products and invented new concepts on the basis of the newly acquired knowledge about women's motivations and barriers in relation to electronics.

This has given really great inspiration to the development of the future products from Bang & Olufsen.

- This project is going to rub off on Bang & Olufsen's new products – there is no doubt about that. We are thinking in different directions when we are inventing new concepts. It is very important to women that electronic products are applicable in their everyday life. That is why we have become more focused on the actual values we create in the homes, states Lyle Clarke.

"Female Interaction" as an innovation strategy

On November 8, the results of the research project were presented at a conference at the Danish Design Center in Copenhagen. At the conference, Lyle Clarke reported on Bang & Olufsen's experiences in implementing "Female Interaction" as an innovation strategy.

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Bang & Olufsen was founded in Struer, Denmark, in 1925 by Peter Bang and Svend Olufsen, two innovative, young engineers devoted to high quality audio reproduction. Since then, the brand has become an icon of performance and design excellence through its long-standing craftsmanship tradition and the strongest possible commitment to high-tech research and development.

Still at the forefront of domestic technology, Bang & Olufsen has extended its comprehensive experience with integrated audio and video solutions for the home to other areas such as the hospitality and automotive industries in recent years. Consequently, its current product range epitomizes seamless media experiences in the home as well as in the car and on the move. For more information on Bang & Olufsen, please visit www.bang-olufsen.com.

Images are available free of charge from the **Bang & Olufsen media centre**: http://mediacenter.bang-olufsen.dk.

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