

How can IT improve womens situation?



- Information on relevant topics
- Communicate, interact with others
- Study at flexible times
- Work from home
- Telepresence

Important - usability

- To make this happen it is necessary that IT solutions are adapted to the needs, abilities and limitations of user groups
- Usability is probably a key concept
- Now to a short discussion on usability

Usability



- Different definitions
- Acceptance!
- Easy to use
- Adapted to the user
- The task
- And the situation
- "Quality in use"

Usability-more

- Acceptance – be meaningful for the user
- Easy to use – otherwise ...
- Efficient – solve the task quickly
- Flexible – can be used for many tasks
- Easy to remember
- Low error rate – few catastrophic errors

Usability testing

- A number of methods
- Achievement measures, time, effort, number of errors
- Subjective measures – interviews, ratings, think aloud protocols, questionnaires,
- Video recordings

Equipment for usability testing



- LTU Design lab
- A facility for testing of different products
- Laboratory based
- Modern equipment
- Flexible
- Established 2007

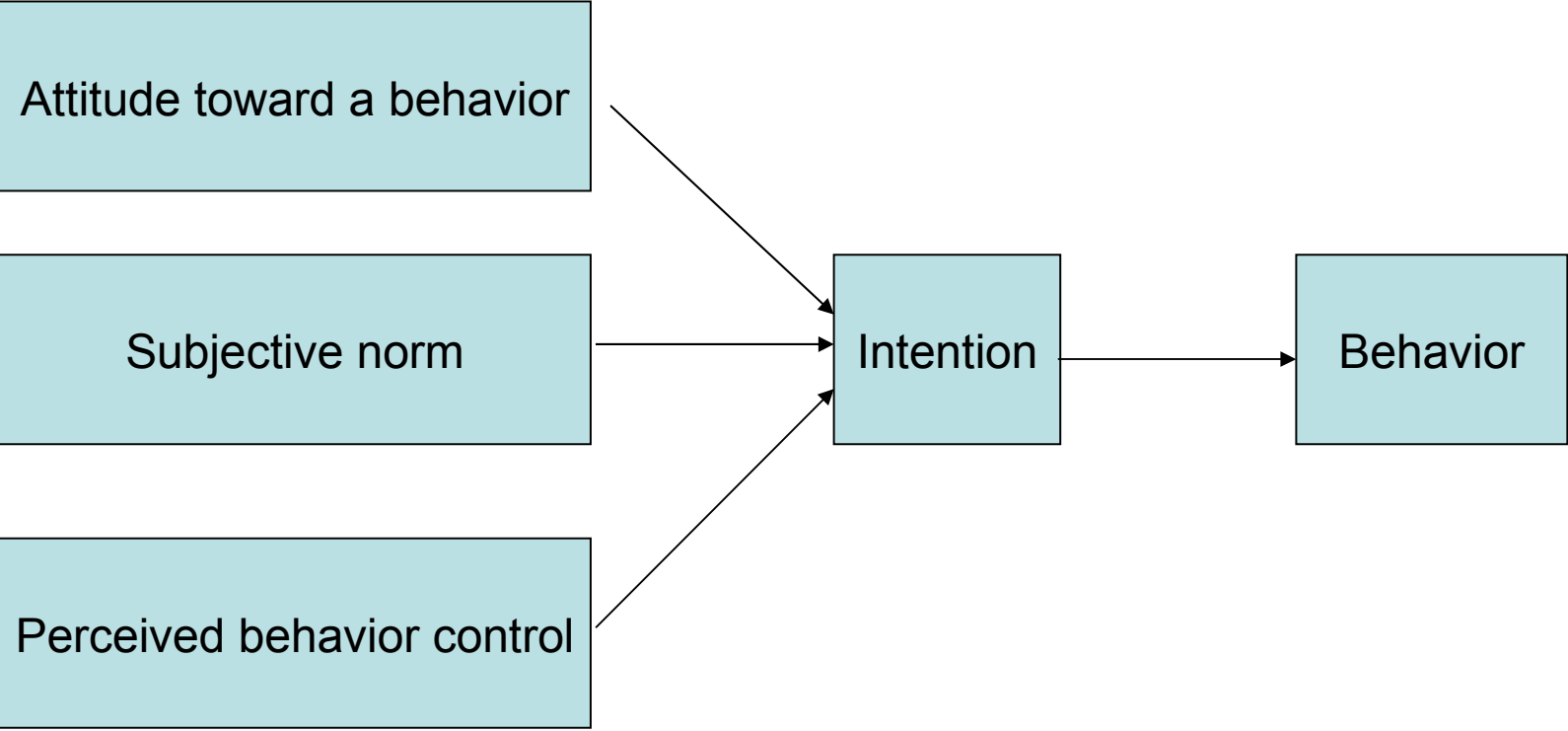
Acceptance of or attitudes toward...



- Attitudes and behavior?
- Opinion polls?
- Not a perfect correlation!
- Why?
- Other factors may interfere

Attitude?

- A positive, negative or mixed reaction to an object, person or idea
- Can be measured in different ways
- Self reports – often a single question
- Attitude scales – many questions
- Observation of behavior
- Physiological measures, EMG, EEG



Implications from the model

- The influence of others – the reference group – is important
- Perceived behavior control – am I capable of using this function?
- Highlights the importance of usability

Gender aspects on usability



- Design and gender
- Many products are designed from a male perspective
- Some exceptions can be found
- Volvos YCC car
- Designed by women for women

Volvo YCC car as an example

- Started with an analysis of activities performed by man and women
- Shopping, transportation of children
- Design the car to support these activities
- As a rule fine, but ...

To improve womens situation?

- What is the problem?
- How can the problem be solved?
- Is an ICT function the answer?
- Technology might be the answer, but what is the question?

Some possible answers?



- Information on relevant topics
- Communicate, interact with others
- Study at flexible times
- Work from home
- Telepresence
- Help, medical advice..

One example

- Healthcare in a patients home
- Contact with a specialist located elsewhere
- Who can see the patient and guide the health care workers search



Inspiration from the SNC project

- Get information
- Communicate
- Study
- Work
- Help
- Even if you happen to live outside a big city

Field tests SNC

- Test of technology has started
- Next step?
- Adapt technology to the intended users needs, abilities, limitations
- Test again and modify