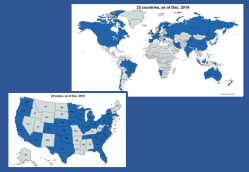


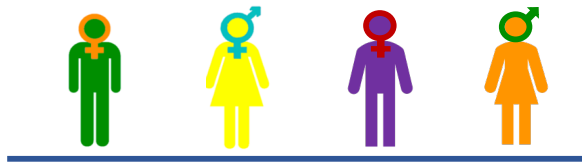
The GenderMag Method

To Find and Fix Gender-Inclusiveness “Bugs” in Software



Recent updates by: Margaret Burnett, Anita Sarma, Claudia Hilderbrand, Lara Letaw, Jillian Emard, Zoe Steine-Hanson, Chris Mendez, Christopher Perdriau

Individual differences in ways people use software often cluster by gender – especially when problem solving, such as working with visualizations, figuring out budgets, or debugging. However, many software features are inadvertently designed to support only problem-solving styles favored mainly by one gender: men.



The GenderMag method helps software developers & usability professionals find and fix software features with such gender-inclusiveness “bugs”.

How the GenderMag Method Works

- At the GenderMag method’s core are five problem-solving facets that matter to software’s gender-inclusiveness:
 - a user’s motivations for using the software,
 - their information processing style,
 - their computer self-efficacy,
 - their attitude towards risk, &
 - their ways of learning new technology.



Abi



Tim

The GenderMag method brings these facets to life with 3 personas (Abi, Tim, and Pat), and sets the personas and facets into a simple, systematic process (the GenderMag Cognitive Walkthrough).

- Software developers and usability professionals can download the GenderMag “kit” to follow the process. They can then fix the issues they find to remove barriers that may disproportionately affect one gender.

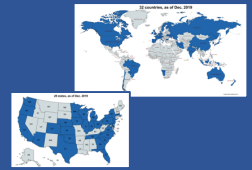


Pat

Data: 17 software teams using GenderMag teams found gender biases in 12%-100% of their software (average 32%). More data: <http://gendermag.org/>

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A GenderMag Evaluation Looks Like This:

