


# The GenderMag Kit

To Find Gender-Inclusiveness “Bugs” in Software

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Individual differences in ways people use software features often cluster by gender – especially when the software is for problem-solving, such as when understanding visualizations, figuring out budgets, or debugging. However, many software features are inadvertently designed to support only problem-solving styles favored mainly by males.

Tim

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.



Abby

- The GenderMag method brings these facets to life with 4 personas (Tim, Abby, and 2 Pat’s), and sets the personas and facets into a simple, systematic process (the GenderMag Cognitive Walkthrough). The method has been packaged up into “kit” form.
- Software developers and usability professionals can download the kit and follow the process to find gender-inclusiveness issues. They can then fix the issues they find one at a time to remove barriers that may disproportionately affect one gender.



Pat(rick)



Pat(ricia)

No background in gender difference research is needed to use GenderMag. Software teams who have used GenderMag have found that their software became more gender-inclusive and better liked by their users.

For more information about the GenderMag kit or to download your own go to: <http://gendermag.org/> or contact Margaret Burnett at [burnett@oregonstate.edu](mailto:burnett@oregonstate.edu)

And follow us on Facebook (The GenderMag Method) or Twitter (@GenderMag)