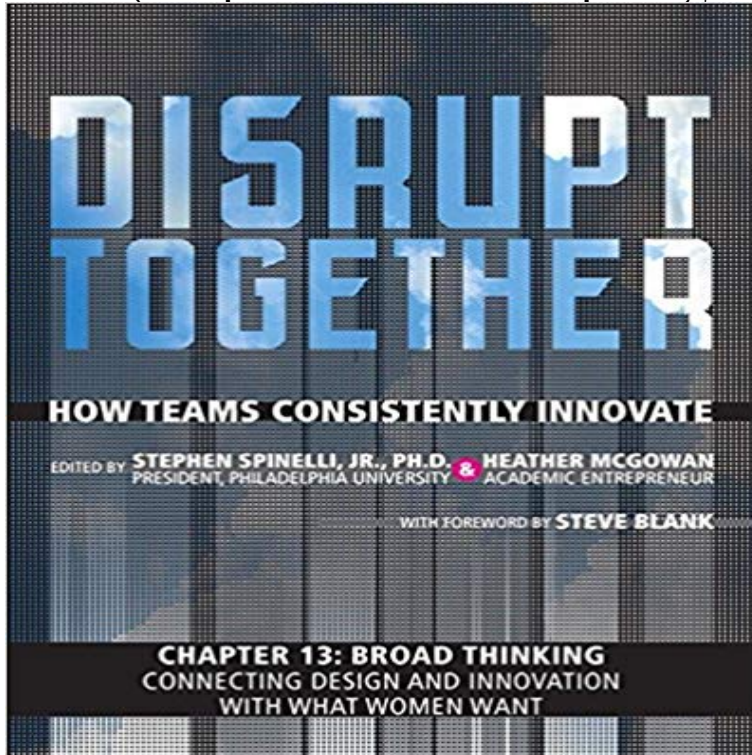


## Broad Thinking - Connecting Design and Innovation with What Women Want (Chapter 13 from Disrupt Together)



Women buy or influence 85% of all consumer purchases, control 73% of household spending, and make 69% of household health decisions. However, research consistently demonstrates that women are not satisfied with the product and service innovations offered to them. One possible reason: 85% of product designers and engineers are men. Whatever the reason, there is an immense opportunity for companies to create innovations that women will welcome. Now, learn how to do this, and integrate women's wants and needs into a complete innovation framework that works! Broad Thinking - Connecting Design and Innovation with What Women Want is part of Philadelphia University's breakthrough approach to innovation: one that links business, design and engineering, and delivers extraordinary results in both new and existing ventures. First, Dr. Stephen Spinelli and Heather McGowan introduce this Disrupt Together approach, explain its deep roots in design thinking, and show how it generates far more high-value ideas for innovation. Next, Yvonne Lin drills down to focus specifically on integrating the needs of women into your innovation processes. Lin shows how to go beyond pink and shrink its strategies that only insult woman customers. You'll learn how to craft innovations that address *we*, not *me*; pay attention to the whole experience, not just the product; deliver real-life benefits, not just theoretical benefits; create objects with human traits and more. By surfacing these issues, you're likely to create offerings that are more appealing to both women and men. Broad Thinking - Connecting Design and Innovation with What Women Want is one of 15 e-chapters addressing all facets of innovation, from design processes and team development to business models and value delivery. Each is crafted by a pioneering business innovator and they all integrate into today's most coherent,

realistic blueprint for innovation. For all entrepreneurs, executives, managers, strategists, and students who want to drive more value from innovation. Yvonne Lin is an expert at considering gender in developing compelling and functional solutions to complex design problems. A founding member of 4B and the Femme Den, she was named a Master of Design by Fast Company, and is inventor on 20+ patents. She has designed products and experiences for Nike, Johnson and Johnson, HP, American Express, LEGO, Pyrex, Nissan, and Under Armour. Formerly Associate Director at Smart Design, she holds BA degrees in both Visual Art and Engineering from Brown University.

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