

# Women & SmartTech

What women think about smart gadgets and devices?

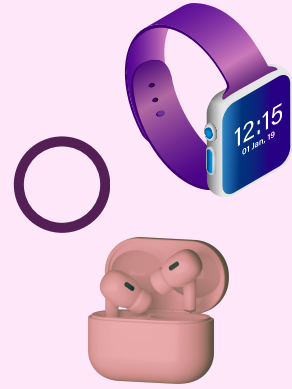


## Smartphone relatability with women on the rise

**78%** of the females feel they can relate more with the new designs, colours and form factors (specifically Flip phones). They feel these smartphones are made keeping women in mind.

## Colours and women centric functions enhance the value of wearables for women

**37%** of the women find smart rings emerging as promising wearable they would like to explore. **53%** females aren't happy with large dials of smartwatches. **41%** women prefer coloured earbuds instead of black or white.

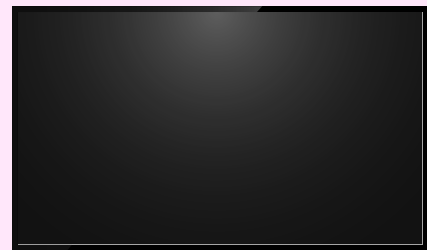


## Laptops are boring for women and lack anything specific appealing them

**72%** of the females don't find anything interesting in Laptops and find them a unisex gadget. They expect Laptop makers to bring in more women centric Laptops for professionals and students.

## Women rarely find Smart TVs as smart

An overwhelming **89%** of the women do not find Smart TV an appealing device. At the same time, **72%** women find them complicated to operate.



## The adoption of smart features in home appliances is negligible

A mere **4%** of the females are using any of the smart / connectivity feature of smart home appliances like ovens, washing machines, refrigerators, etc. **78%** of the women are unsure if their appliances and gadgets are smart or have any connectivity feature.