

Project n°8: Design for women

Proposed by: Logitech

Company description:

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. With our employees we foster an inclusive culture where they can bring their whole selves to work, fully contribute their skills and talents and be valued and supported. More than 35 years ago, Logitech started connecting people through computers, and now it's a multi-brand company designing products that bring people together through music, gaming, video and computing. Brands of Logitech include [Logitech](#), [Ultimate Ears](#), [Jaybird](#), [Blue Microphones](#), [ASTRO Gaming](#) and [Logitech G](#).

Project description:

How do we address the needs of female users in gaming, office productivity and professional creativity? How do we create awareness, how do engage them? This could be SW applications, enhancements of current devices or new products, services and business models.