



Institute for Women and Technology

***Don't Miss the Women!
You Will Miss the Future!***

**Gloria Montano
Director, Virtual Development Center
gmontano@iwt.org**



The Institute

Institute for Women and Technology

Changing the world for women and for technology

Our mission is

- **to increase the impact of women on all aspects of technology**
- **to increase the positive impact of technology on the lives of the world's women**
- **to help communities, industry, education and government benefit from these increases.**



Institute Programs

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www.iwt.org

Systems

1987 – online community
www.systems.org

Grace Hopper Celebration

1994 – technical conference
www.gracehopper.org

Senior Women's Summit

2000 – think tank
www.iwt.org/senior-women-summit.html

Virtual Development Center

1999 – collaborative network
www.iwt.org/vdc.html

Purdue University
Santa Clara University
Smith College
Texas A&M
University of Colorado
University of Arizona
University of California, Berkeley
University of Texas, El Paso
University of Washington

Virtual Development Center

Everyday women (non-technical)

VDC Conference

Innovation
Workshop

Need-based ideas

CompSci/Engineering Course

GRADE

Requirements

Design

Implement

Test

Business

Product
Presentations

Industry:
technical
women with
management
expertise

Other
disciplines:
women with
societal
expertise





VDC Results to Date

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- **Innovation Workshops** **18**
- **Attendees** **600+**
- **Ideas generated** **1200+**
- **Community groups involved** **30+**
- **Students involved** **300+**
- **Projects completed/in progress** **80+**
- **Impact areas:**
 - Community/non-technical
 - Academia/faculty
 - Students: technical and non-technical
 - Technology products



Innovation Workshop

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- **Objectives**

- **Actively involve underrepresented, non-technical communities with technologists**
 - **Seek to establish realistic perspective on technology and on who must be involved**
 - **Positive change to perspective on technology reported by 47% of all attendees, 66% of non-technical attendees, 40% of technical attendees**
- **Introduce alternative methods of teamwork based on the Thinking Environment™**
- **Generate need-based ideas for student projects**



Products

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- **Women make a difference on technology products**
 - **What we develop**
 - **How it performs**
- **For example, women tell us they need and want**
 - **Relief from everyday chores**
 - **Technology that does what they expect without extraneous options**
 - **One project, the ubiquitous vacuum cleaner...**



Vacuum Cleaner

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“Start-up companies have been trying unsuccessfully for years to interest consumers in expensive vacuum cleaner and lawnmower robots... Expect to pay thousands for any of these if they actually make it to market and don't buy one if you're in a hurry; they general take an hour or more per room.”

- robots.net



Vacuum: Traditional

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- **Robosweeper, Robo Vac, Dyson DC06, The CareBot, ...**

- **Features**

- **Fully automatic**
- **Color video camera w/zoom**
- **Voice synthesis and recognition**
- **Compass with +/- one degree accuracy**
- **50+ sensory devices**
- **Blue, green and red mood lights**
- **And many more...**

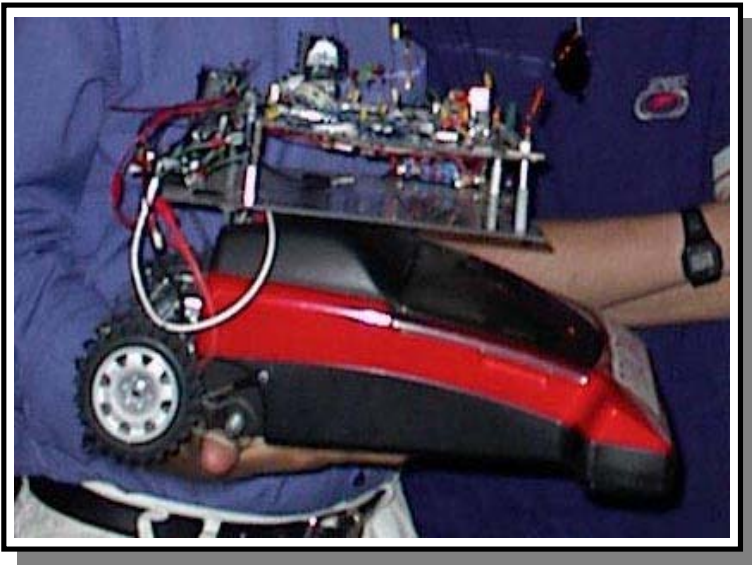


- **Important features for the Jetson's Rosie, but women want predictable efficiency...**



Vacuum: VDC approach

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Features:

- Semi-autonomous vacuum cleaner
- Equipped with a memory
 - + Consistent performance every time
 - + Remembers four rooms
- Operated via remote control
- Rugged



Awards:

"Best of Session"
Senior design conference
Santa Clara University

Team Members:

Gretchen Hellman
Helena Quixada
Saribel Daza

What's Available Now:

- Prototype functional on floor
- Enhance for carpet



Ideas

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- **Preliminary observations on 600+ ideas**
- **68% needs exist or are almost there**

