

News monitored for: Mydala

My Mobile

SPOT LIGHT

MOBILE TECH: WHAT WOMEN WANT

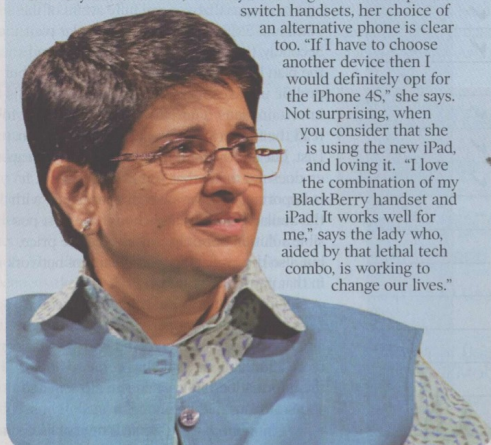
"What women want" is a question that has been plaguing men for years. While we do not claim to have found an answer to THAT query, we did manage to figure out what they are looking for in their mobiles & gadgets
Heena Jatav

There was a period when technology and gadgets were considered to be mainly male territory. Most devices were designed keeping men in mind, and the only concession that was made for the fairer sex was in terms of colours (anything that came in pink was supposed to be attractive to women, irrespective of design and features). However, that era is now past, and women today form an important part of the audience that is targeted by device manufacturers. Rare indeed is the marketing campaign that does not feature a lady or girl using the device advertised, be it the iconic iPhone, the BlackBerry range or the recently released Galaxy S III. Yes, women have finally claimed their place in the tech sun, and we talked to a number of them about the devices they used and why:

Kiran Bedi
social activist and retired IPS officer



She might be best known for being an exemplary police officer and social activist campaigning for a variety of causes, but Kiran Bedi is also clued in to the latest technology. "I am currently using BlackBerry's latest Bold model. The handset is very useful for me as it is easy for me to type fast on BB phones. For typing I think BlackBerry phones are unmatched. I surf the Net, preserve my pictures, instantly share them on SNSes, make my notes on it, watch videos, etc. So my phone is a very useful device," she says. Although she has no plans to switch handsets, her choice of an alternative phone is clear too. "If I have to choose another device then I would definitely opt for the iPhone 4S," she says. Not surprising, when you consider that she is using the new iPad, and loving it. "I love the combination of my BlackBerry handset and iPad. It works well for me," says the lady who, aided by that lethal tech combo, is working to change our lives."



Dr. Charu Malhotra

assistant professor (System-Analysis-Cum-Programming), Indian Institute of Public Administration, New Delhi



For Dr Malhotra, her phone is her life. To the extent that she thinks (entirely in jest, we reassure our readers) that while she can think of living without her husband, life without the device that carries her world in it is unthinkable. "For me, my mobile phone is my life because I have stored lot of information in my phone," she explains. "I access my mails and other information from the Internet through my mobile only. I also use Google maps extensively." She is currently using a Samsung Galaxy SII, but could consider a BlackBerry phone as an alternative. "My entire family is on BBM so I could join them there" is her rationale. And she is definitely planning on trying out a tablet in the coming days as it is such a buzz word in the tech world."



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Shahnaz Husain

entrepreneur, CEO of Shahnaz Herbals Inc.



She is known all over the world for her ability to make people look their best. So it is hardly surprising that Shahnaz Hussain uses a phone that looks stunning. "I am using the Vertu Signature Precious," she told us. "I access Internet on my phone to see what is happening around us." And no, she has no plans of switching to another. "I would not like to own any other handset. I love the one I have because I'm used to it," she points out. And yes, she is using a tablet too. "Even when I travel abroad, I carry it," she says. "I get to download apps on it, which makes it even more versatile."



Gul Panag

actor



When not setting the silver screen ablaze, Gul Panag can be seen playing around with her gadget collection. She has not only endorsed a number of leading tech products but also writes on technology for a number of publications on a regular basis. "I am using the iPhone," she says. "I do everything on the phone when I haven't put my laptop on. My photography, my writing and I publish about three to four pieces in a month on some websites and publications- all that happen from my smartphone. For me my handheld represent the ultimate convergence device." And which other handset would she like to use?



Although she does not name a brand, this lady clearly knows what she wants in terms of features. "I would like to have a phone with good camera as I am fond of photography. It should have motion sensors, a camera-shake control element, an inbuilt Excel app, and should be waterproof, shockproof, and should come with Gorilla Glass protection and good build quality," she lists out.

Dr Monika B. Nagpal

consultant Obs & Gynae at Lady Harding Medical College and Smt. Sucheta Kriplani Hospital, New Delhi

For Dr. Nagpal, her phone not only helps her stay connected to not just her family but also helps her cope with a busy work schedule at hospital - she uses her phone to make and edit her presentations. And of all the people we met, she was the only one using a phone and tablet hybrid. "I am using the Dell Streak which helps me a lot in my work as well as I edit my presentations on it, access mails and Facebook account anytime I want," she says. And



which phone would she consider as an alternative? "I would go with the iPhone as it offers a number of applications," she says. "It also has other good functionalities that could help me in my work." As for tablets, she is presently content with her large screened phone-tablet hybrid, although she might buy a "pure" tablet in the future.



Vani Tripathi

national secretary, BJP

Can those in politics be gadget freaks? Well, Vani Tripathi calls herself one - "I am a complete gizmo freak. Whenever new technology comes in I check it out," she confesses. As for her current handsets, "I am using the BlackBerry Bold 3 and the iPhone 4S," she told us. "For me, my phones are my workstation. I read newspapers on them; operate my Facebook and Twitter accounts, access e-mails and do much more." And she is definitely an "appy" person. Apps

matter a lot in a mobile phone. So a handset with lot of applications, better screen resolution for better reading and better storage capacity would be the one I'll opt for," she says, when we query her about what she would like in her next handset. She is a BB and Apple person in tablets too. "I am using the new iPad and also the BlackBerry Playbook," she says. "Because I travel a lot, my tablet helps me in my work."



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Alka Saxena

consulting editor, Zee News



Nokia C7

When it comes to buying any tech product, Alka believes in doing a good market research before her purchase. "I am using the Nokia C7," the television professional tells us. "I check my mails, record audios on it, use Skype and also I check weather conditions of different places. As I am very fond of clicking pictures, I take lots of pictures from my phone and also add effects to them. Earlier when I was using a touchscreen phone, I use to draw things on the mobile a lot as I love doodling."

And she knows what she wants from an alternative device. "I am fond of clicking photographs, so I would like to have phone with better camera megapixels, good screen resolution and which also has some good photo editing apps," she explains. "These days I am lured by the Samsung Galaxy SIII advertisement so I will do some market research about it, and then I may buy it." What about tablets? She is not too affected by the tablet wave. "I am not using any tablet because if I start using one, I need to carry additional weight in my bag," she says. "I think my laptop works well for me."



Rajni Singh

home maker



Nokia C2-03



She might be a homemaker, being there for her family around the clock, but Rajni cannot stay away from her handset for too long. "I am using the Nokia C2-03," she told us. "Apart from calling, I mostly prefer listening to songs on my mobile phone while working in the kitchen or while walking in a park. Listening to music while working relaxes me a lot." Would she consider switching from her current model?

"Since I am a big time music freak, I would like to have a mobile phone which has good audio quality," she says. And then adds, "I would like to switch to any smart looking touchscreen mobile." She is not using a tablet regularly although her children do. "I try my hand sometimes on their device which appears very interesting," she admits. A tablet might just be on the agenda for her, then. "

Hina Chandna

student, Delhi University



Nokia Lumia 800



Like many college students, Hina loves trying out the latest handsets that hit the market, and uses chat applications the most. "I am using the Nokia Lumia 800. I bought this phone to try out Window Phone," she says. "I use it for chat chatting with my friends via apps like WhatsApp. I stay online on Facebook most of the time through my phone only. I am a big time gaming freak so I also play online games too."

And she already knows which phones she would like as alternatives. "I would like the HTC One X or Samsung Galaxy SIII (only if my pocket permits) as these phones have got big screens and stylish build," she says, adding, "Also they will prove to be a good show off." When it comes to tablets, Hina is dejected that she did not get one from the university. "Students of Delhi University were supposed to get the 'Aakash' tablet," she told us. "I was so excited about it but it was all in vain. Now I really want to buy the Samsung Galaxy Tab for myself."

Anisha Singh

CEO-founder, mydala



Apple iPhone 4S

Anisha Singh is not just the head and founder of a famous e-commerce website. She is also an app freak. "I use the iPhone 4," she says. "I use as many apps as possible to make my life easier- my Kindle is synched to the app, I am also an aggressive user of iTunes so I have a lot of movies and some serials running in the US that I still follow through it." She is however thinking of switching to the HTC One series because she needs a demo phone. "Truthfully any phone would do as a demo phone but I like the features on HTC," she explains. Not surprisingly, she is using a tablet too. "I recently bought the iPad, which I had been resisting all this while because I like being able to switch off mentally and more gadgets won't allow me to do that," she confesses. "It was the same with the Kindle, but now it goes with me everywhere."



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