FemInnovateX: Shaping Tomorrow's Tech

A. M.

Project overview

The product:

At FemInnovateX, we believe in a future where every girl has the opportunity to shape tomorrow's technology. Our mission is to bridge the gender gap in STEM (Science, Technology, Engineering, and Mathematics) and empower girls to become confident innovators in the world of AI and futuristic tech.

Project duration:

September 2023 – October 2023

Google

Project overview

The problem:

Lila is a tech-savvy high school student in an underrepresented area

who needs a platform to fuel her curiosity, connect with peers in STEM, and bridge the resource gap

because she has a thirst for knowledge and big aspirations but does not feel empowered to shape her own future in the world of technology and innovation by her schools' limited resources alone.

The goal:

Inspire girls to pursue careers in STEM and AI by providing engaging and comprehensive learning resources. Foster a strong global community of aspiring female innovators who support and mentor each other. Equip girls with the skills and knowledge they need to become leaders in the world of technology and science.

Project overview

My role:

CEO

Lead UX/UI Designer

Responsibilities:

- User research
- Wireframing
- Prototyping
- Pitching

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

Our user research highlights a strong demand for the 'FemInnovateX: Shaping Tomorrow's Tech' mobile app among high school girls interested in STEM and AI education. Respondents expressed the need for accessible STEM resources and female mentorship, particularly in underrepresented areas with limited funding for STEM subjects. The app's mission to empower girls in STEM received a highly positive response, emphasizing its potential to bridge the resource gap and provide a sense of community. Users are enthusiastic about the prospect of engaging with the app's interactive free STEM courses and mentorship resources, validating its role in shaping the future of young girls in technology and innovation.

User research: pain points

1

Pain point

Many users face restricted access to quality STEM education, hindering their career aspirations in technology and innovation.

2

Pain point

Young girls with a passion for STEM often lack a supportive community of like-minded peers and mentors.

3

Pain point

Gender disparities and biases in STEM fields can affect confidence and opportunities, creating hurdles to success.

4

Pain point

The scarcity of accessible STEM mentors leaves many aspiring girls without guidance and support for their STEM journey.

"I dream of a world where technology knows no gender, and I can't wait to be part of shaping the future."

Age: 16
Education: High School Student
Hometown: Greenville, MS
Family: Parents + 2 younger siblings
Occupation: Babysitter

Goals:

1.) She wants a convenient and free way to learn useful programming languages like Python.

2.) She would like to meet with like-minded teens her age to discuss STEM opportunities.

Frustrations:

1.) Lack of resources for students to learn essential programming languages, and new AI technologies.

2.) Lack of mentorship opportunities and female representation in STEM.

Lila, a 16-year-old, older sister and babysitter from Greenville, MS, is extremely bright and interested in a career in STEM. However, her school lacks the funding to invest in STEM extracurriculars, and coding classes for students. She also finds it challenging to meet other girls who share her passion for AI. She wants a way to connect with like-minded girls, have access to free STEM resources, and discover mentorship opportunities from top females in STEM fields.

Persona: Lila

Goal: Access to free high-quality STEM and AI educational resources, connect with a likeminded community, and empowering female mentorship.

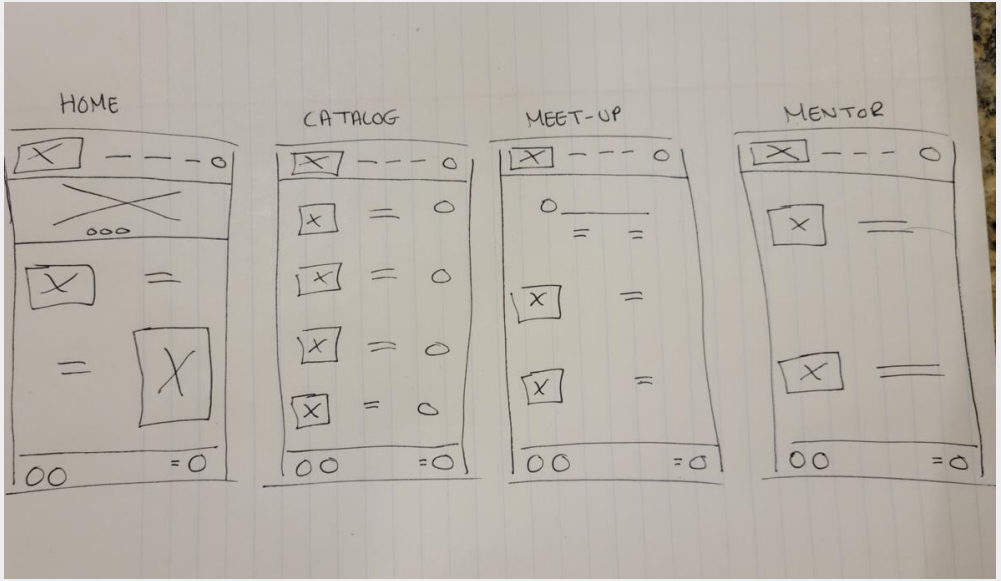
ACTION	Get app	Create Profile	Register for Courses	Sign-up for Meet-ups	Connect with Mentor
TASK LIST	Tasks A. Search app store B. Download app C. Open app	Tasks A. Click profile icon B. Enter in required information C. Verify email and ID	Tasks A. Open Catalog tab B. Browse courses C. Click free registration button	Tasks A. Click meet-up tab B. Filter calendar by location and availability C. Register for meet-up D. Verify ID	Tasks A. Click mentor tab B. View mentor profiles C. Write mentor of choice
FEELING ADJECTIVE	Curiosity searching for app Nervous downloading app Intrigue viewing app features	Excitement setting up new account Nervous entering in information over the web Relief when everything is verified	Excitement viewing all the courses available Indecisiveness deciding which ones to sign up for Relief the classes are free	Excitement viewing meet-up options Indecisiveness deciding when you can meet-up Gratitude there is a meet-up near you to sign-up for Relief the verification process was simple	Excitement mentorship opportunity Relief the message successfully sent Anticipation to see what they will respond
IMPROVEMENT OPPORTUNITIES	Connect with Alexa, or other voice activated assistant to make searching app store easier.	App utilizes screen magnifiers or screen readers, to be more accessible.	Important information in text that stands out against background for better visibility.	Facial identification, and valid ID required to register for meet-ups to prevent predators.	Notifications when mentors have written you back. User can adjust notification settings to fit their preference.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

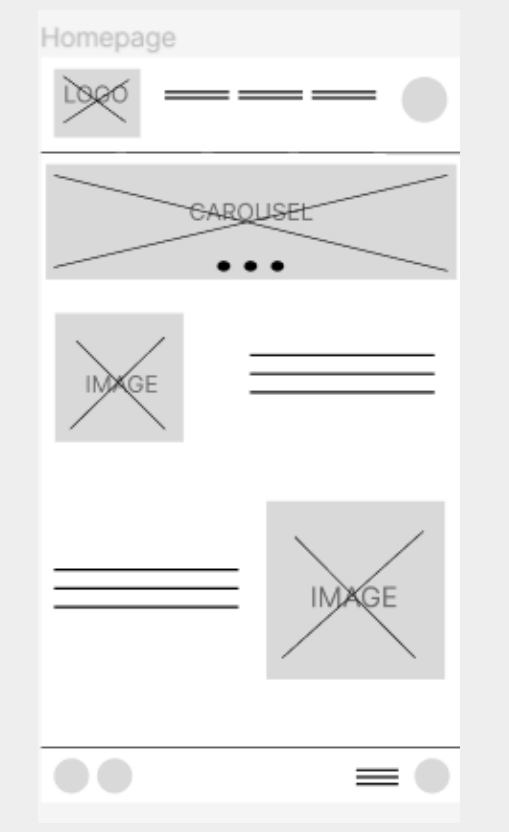
Paper wireframes

Goal: To create a basic outline of the FemInnovateX app's features and functions for the Homepage, Catalog page, Meet-up page, and Mentor page.



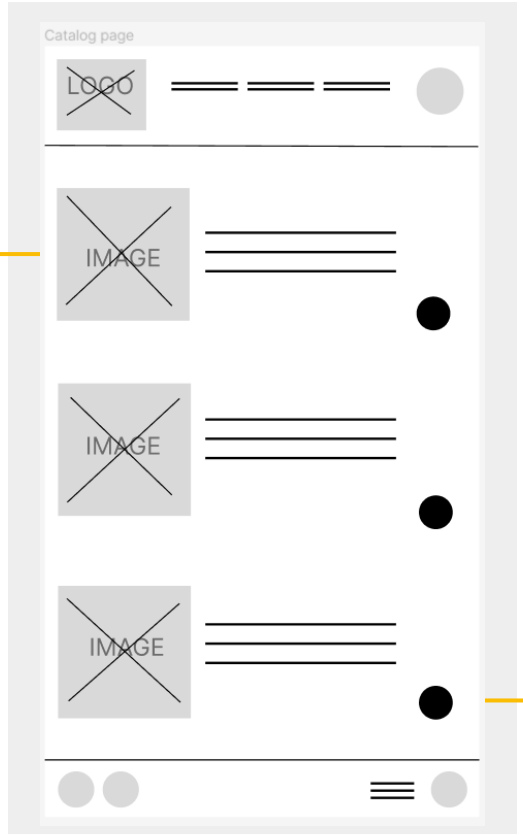
Digital wireframes

Goal: To create a more detailed wireframe that showcases functions and features for the homepage better.



Digital wireframes

Goal: To create a more detailed wireframe that showcases functions and features for the catalog page better.



Helps users visualize course topic and code.

Allows users to add course to their basket.

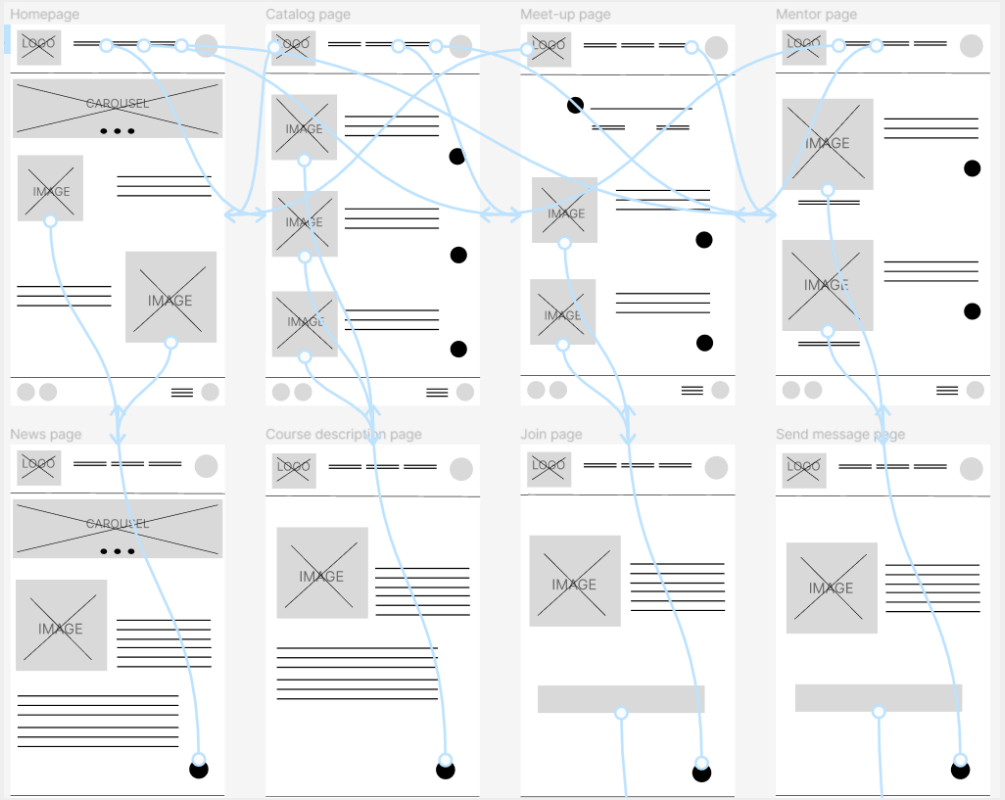
Low-fidelity prototype

Link:

https://www.figma.com/file/LJm8w4mYl0jKxCIfEajzDL/Digital-Wireframes?type=design&node-id=0%3A1&mode=design&t=gTyT4sNVCp9gfxGT-1

Description:

Interactive functions and features in the FemInnovateX mobile app.



Usability study: findings

Round 1 findings

Users were frustrated by the lack of a filters on the catalog page. It took too long to scroll through all the courses offered on the catalog page and users would love interest in the product.

Round 2 findings

Users would like a confirmation page to know for certain that their message was sent and have the option to set up notification settings, so they know if the mentor has responded.

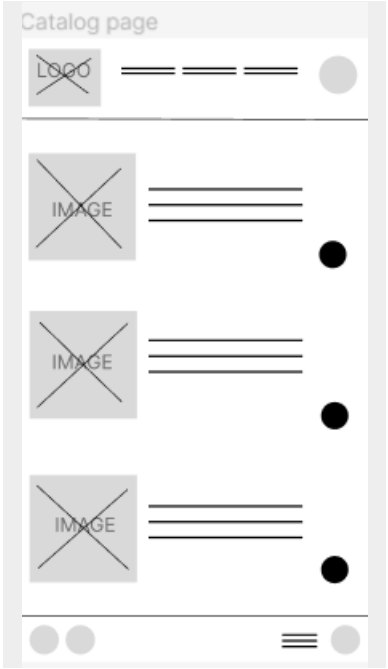
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

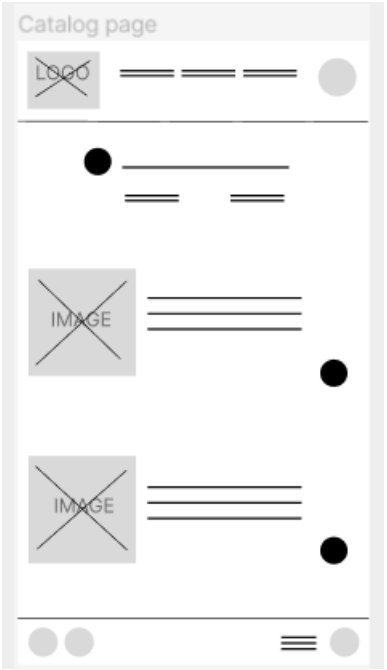
Mockups

Before the usability study users were frustrated by the lack of a filter button on the catalog page.

Before usability study



After usability study

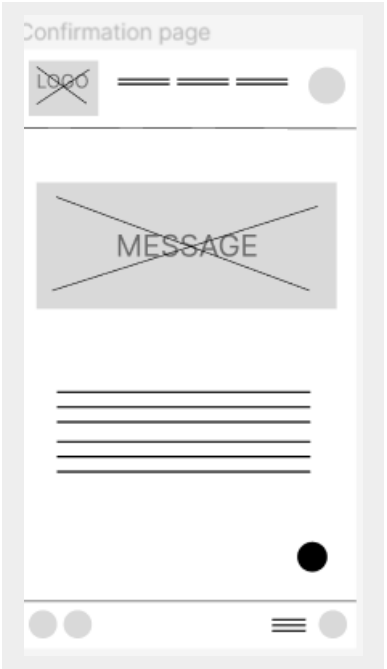


Mockups

Before the usability study users mentioned they would like an additional confirmation page to know for certain that their message was sent.

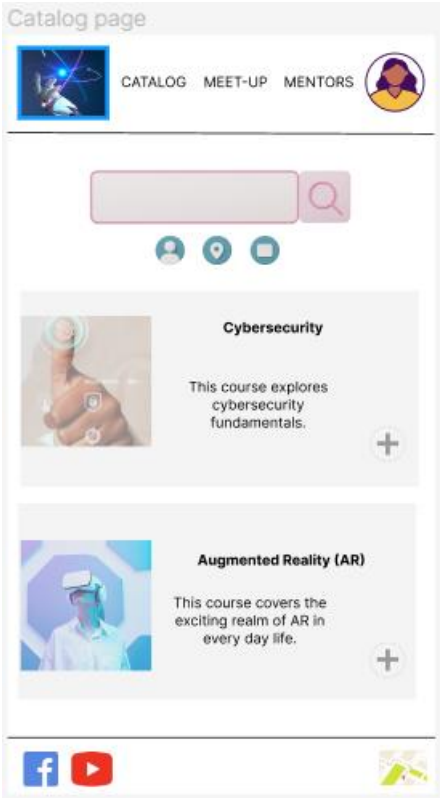
Before usability study

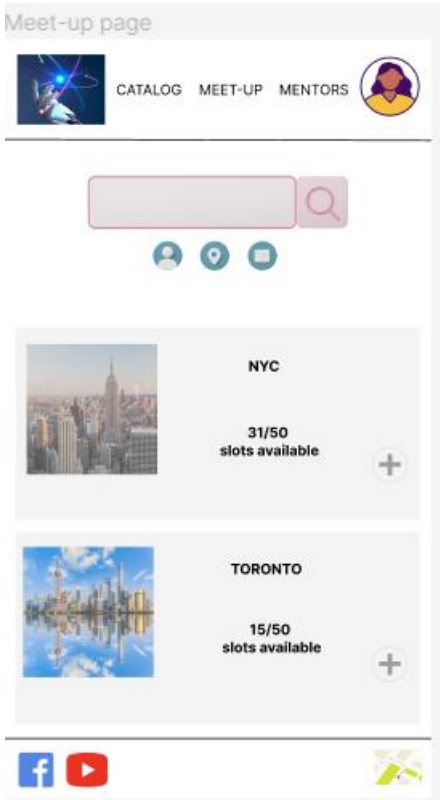
After usability study

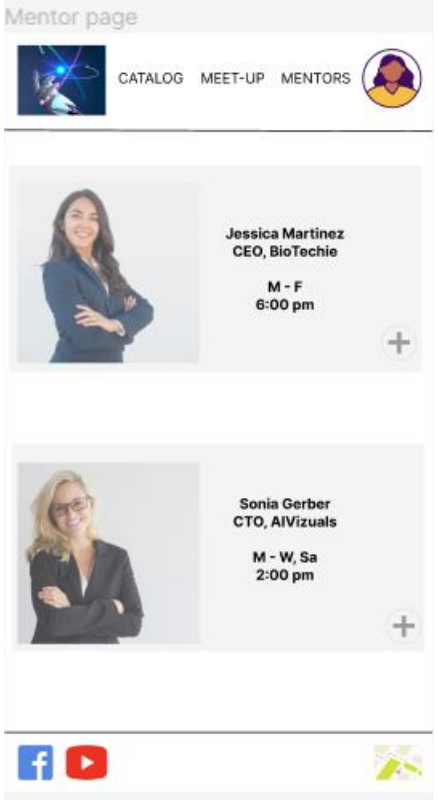


Mockups


Homepage
CATALOG MEET-UP MENTORS
5G technology is a next-generation wireless communication standard that promises significantly faster data speeds, lower latency, and greater network reliability.
Robotics and AI are advancing hand in hand. Robotics with AI capabilities are increasingly being used in various industries, from manufacturing to healthcare to logistics.


Catalog page
CATALOG MEET-UP MENTORS
Cybersecurity
This course explores cybersecurity fundamentals.
Augmented Reality (AR)
This course covers the exciting realm of AR in every day life.

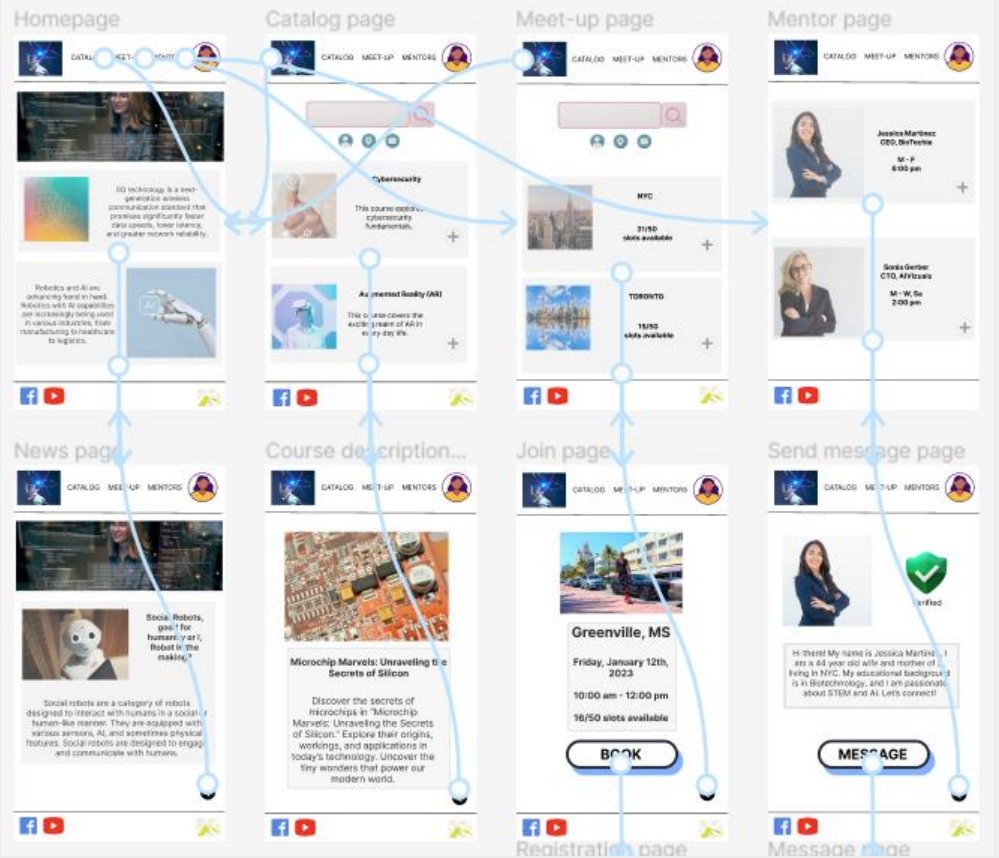

Meet-up page
CATALOG MEET-UP MENTORS
NYC
31/50
slots available
TORONTO
15/50
slots available


Mentor page
CATALOG MEET-UP MENTORS
Jessica Martinez
CEO, BioTechie
M - F
6:00 pm
Sonia Gerber
CTO, AIVizuals
M - W, Sa
2:00 pm

High-fidelity prototype

Link:

https://www.figma.com/file/RWkTMuhQ4Sz0llrALLMqa0/High-Fidelity?type=design&node-id=0%3A1&mode=design&t=wTrrvhUFx8wCeLj8-1



Accessibility considerations

1

Ensure that the app is compatible with screen readers like VoiceOver (iOS) and TalkBack (Android). This means providing meaningful labels and descriptions for all user interface elements, including buttons, images, and text fields. It's crucial that users with visual impairments can navigate the app, understand product descriptions, and make purchases easily through speech output.

2

Provide options for users to adjust text size, color contrast, and font settings within the app. Some users may have low vision or color blindness, so offering customizable settings can help them read content and interact with the app more comfortably. This includes the ability to increase font size, change color themes, or enable high contrast modes.

3

Ensure that users can navigate the app and perform essential functions using both touch gestures and keyboard input. Some users may have mobility impairments that prevent them from using touch screens. Make sure all features are accessible via keyboard shortcuts and ensure that interactive elements are large enough to be easily tapped or selected by users with limited dexterity.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

FemInnovateX empowers young girls, like Lila, by providing accessible STEM education and fostering connections within a supportive network, bridging the gender gap in technology and shaping a brighter future for the next generation of innovators.

What I learned:

During the development of 'FemInnovateX,' I learned that there's an immense and underserved appetite among young girls, particularly in underrepresented regions, for high-quality STEM education and a supportive community. This journey highlighted the significance of accessible resources and mentorship in empowering these aspiring female innovators. Moreover, it reinforced the importance of inclusive technology to bridge the gender gap in STEM and pave the way for a brighter, more equitable future in technology and innovation.

Next steps

1

Proceed to the development phase, transforming the app design into a functional product. Conduct rigorous testing to ensure it functions smoothly and is user-friendly. This step involves coding, debugging, and refining the app's features.

2

Begin outreach efforts to connect with schools, organizations, and communities in underrepresented areas to promote the app. Establish partnerships with local educational institutions and nonprofits to enhance its reach and effectiveness.

3

Launch the app to a limited user group for early feedback and make necessary adjustments based on their input. This iterative process helps fine-tune the app's features, content, and user experience, ensuring it meets the needs of its target audience.

Let’s connect!

Thank you for taking the time to review the FemInnovateX mobile app UX design. I hope you found it informative, valuable, and inspiring. If you have any comments, questions, or concerns, please feel free to reach out. You can contact me at (561) 628-3137 or via email at alisonmazzarella@gmail.com. Have a fantastic day!

Thank you!