



# AGB1211 – DESIGN THINKING

**Department of Artificial Intelligence and Data Science**  
**Academic Year: 2024 – 2025 (Odd Semester)**

<b>Year</b>	<b>: II</b>
<b>Semester</b>	<b>: III</b>
<b>Section</b>	<b>: “A”</b>
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# Title of the Project

# BRING GENDER EQUALITY IN WORKPLACE



# Problem Identification

- **Pay Gap:** Women are often paid less than men for the same job.
- **Stereotypes:** Traditional ideas about gender can unfairly judge women's skills and leadership.
- **Lack of Policies:** Many workplaces don't have enough rules for fair pay, or parental leave.
- **Mental Health:** Discrimination and feeling undervalued can cause stress and burnout.
- **Work-Life Balance:** Women often handle more caregiving, limiting



# Objective

- The objective of the **Gender Equality in the Workplace** project is to promote an inclusive and diverse work environment by eliminating gender disparities, ensuring equal opportunities, and creating supportive policies. It aims to raise awareness of gender bias, implement equitable practices such as equal pay and balanced leadership, and monitor progress through measurable goals. The project seeks to foster a culture of inclusivity where individuals of all genders have equal chances to succeed

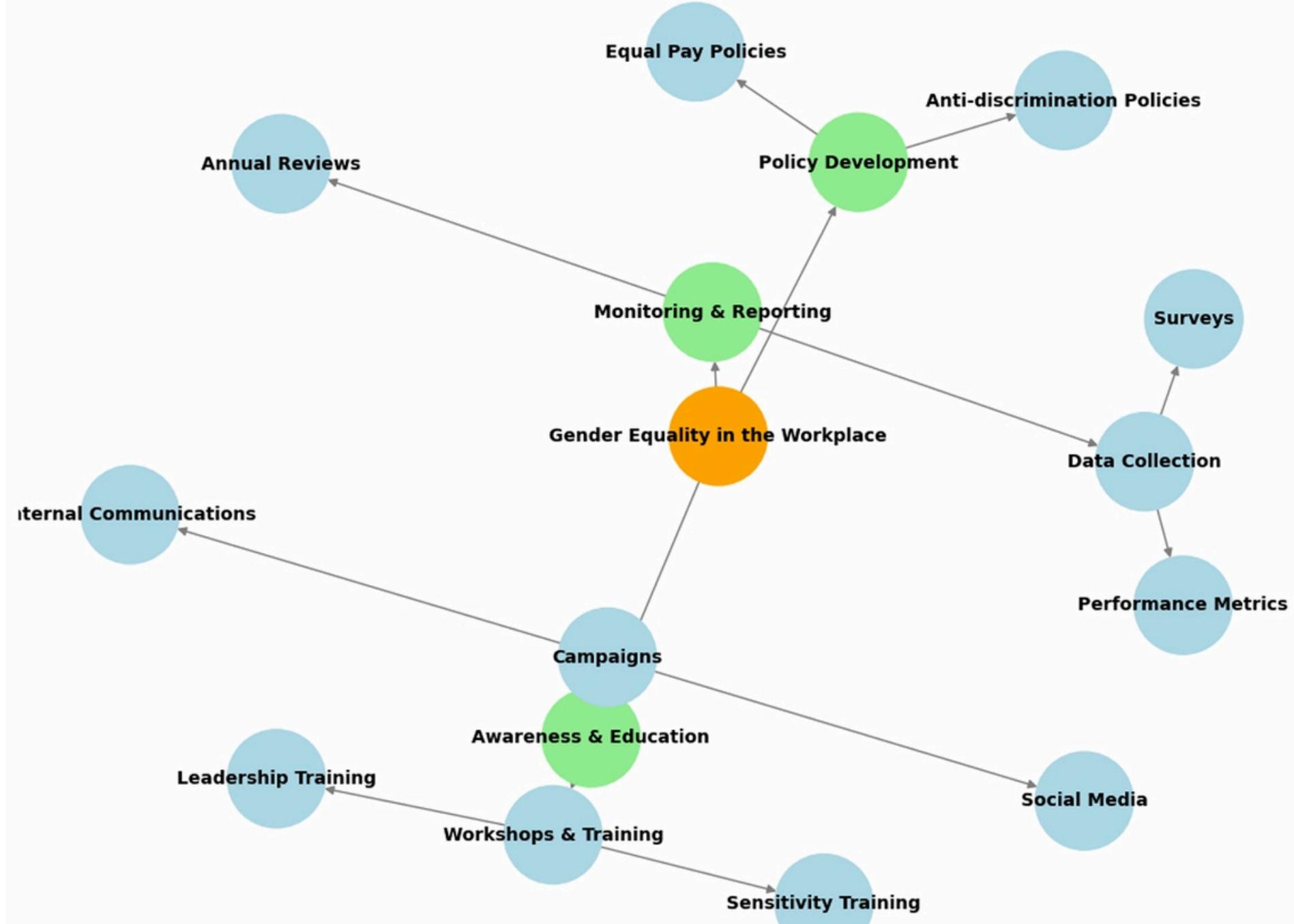


# BrainStorming

- Gender Equality
- Diversity and Inclusion
- Pay Equity
- Implicit Bias
- Workplace Culture
- Representation
- Leadership Diversity
- Unconscious Bias Training
- Parental Leave Policies
- Flexible Work Arrangements
- Mentorship Programs
- Career Advancement
- Employee Advocacy
- Inclusive Policies
- Work-Life Balance
- Gender Stereotypes
- Transparency
- Equal Opportunity
- Intersectionality
- Retention Strategies



# Mind Map





# Primary Research

**Primary research** involves collecting firsthand feedback. You can conduct **surveys** to understand people's experiences with gender equality and interest in using an app. **Interviews** with experts help gather deeper insights into how an app could address issues like gender-based violence. **Focus groups** allow you to discuss app features with users, while **user testing** provides feedback on app design and functionality.



# Secondary Research

**Secondary research** involves reviewing existing data. Reports from **UN Women** or the **World Economic Forum** offer insights on global gender equality issues. **Research articles** help understand gender challenges and solutions, and analyzing **existing apps** reveals what works or is missing. **Legal frameworks** ensure the app follows gender equality laws, and **market research** shows the demand for such an app.



# Proposed Work

- **Empathize:** Gather employee insights through surveys and interviews to understand gender-related challenges.
- **Define:** Identify key issues like pay gaps, bias, or lack of representation.
- **Ideate:** Brainstorm solutions such as bias training, mentorship programs, and flexible policies.
- **Prototype:** Test small-scale initiatives like pilot mentorships, transparent pay scales, or diversity workshops.
- **Test and Refine:** Implement and refine solutions based on employee feedback.
- **Measure Progress:** Track metrics like representation, pay equity, and employee satisfaction to ensure accountability.



# List of Modules

- Understanding gender equality
- Identifying and addressing gender bias
- Building an inclusive work environment
- Addressing the gender pay gap
- Measuring progress and accountability



# Module 1 Description



## **UNDERSTANDING GENDER EQUALITY:**

- Objective: Learn why gender equality is important in the workplace.
- Topics: Benefits for productivity, innovation, and employee retention.
- Outcome: Gain an understanding of the importance of gender equality for organizations and society.



# Module 2 Description

## **IDENTIFYING AND ADDRESSING GENDER BIAS:**

- Objective: Recognize and combat unconscious gender bias.
- Topics: Bias in hiring, performance evaluations, and promotions.
- Outcome: Learn strategies to identify and reduce bias in workplace process.



## **BUILDING AN INCLUSIVE WORK ENVIRONMENT:**

- Objective: Create a workplace that supports all genders.
- Topics: Gender-neutral policies, leadership roles, and promoting inclusivity.
- Outcome: Learn how to build a culture of inclusivity with supportive policies and systems.



# Module 4 Description



## **ADDRESSING THE GENDER PAY GAP AND CAREER ADVANCEMENT:**

- Objective: Close the gender pay gap and create equal career growth opportunities.
- Topics: Pay audits, transparent salary structures, and career development.
- Outcome: Learn strategies to ensure equal pay and promote career advancement for all genders.



# Module 5 Description

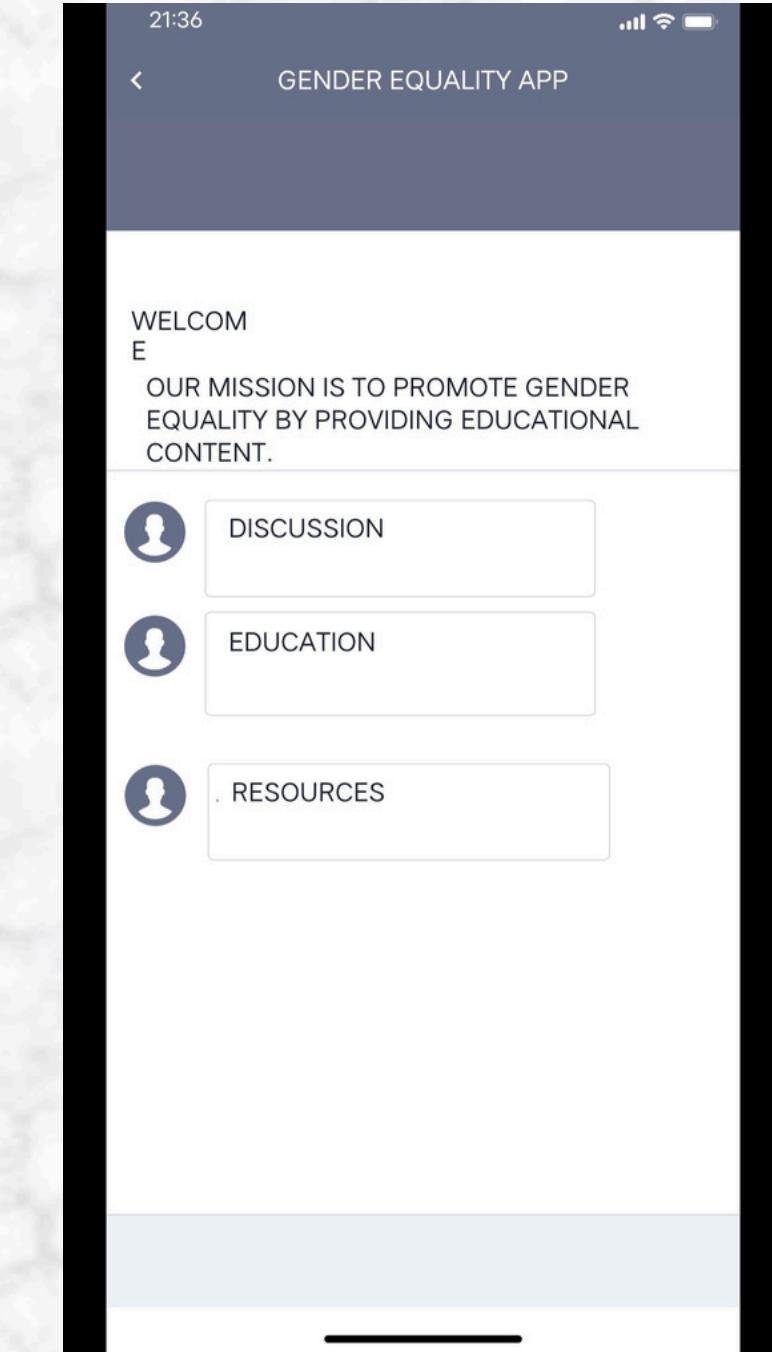
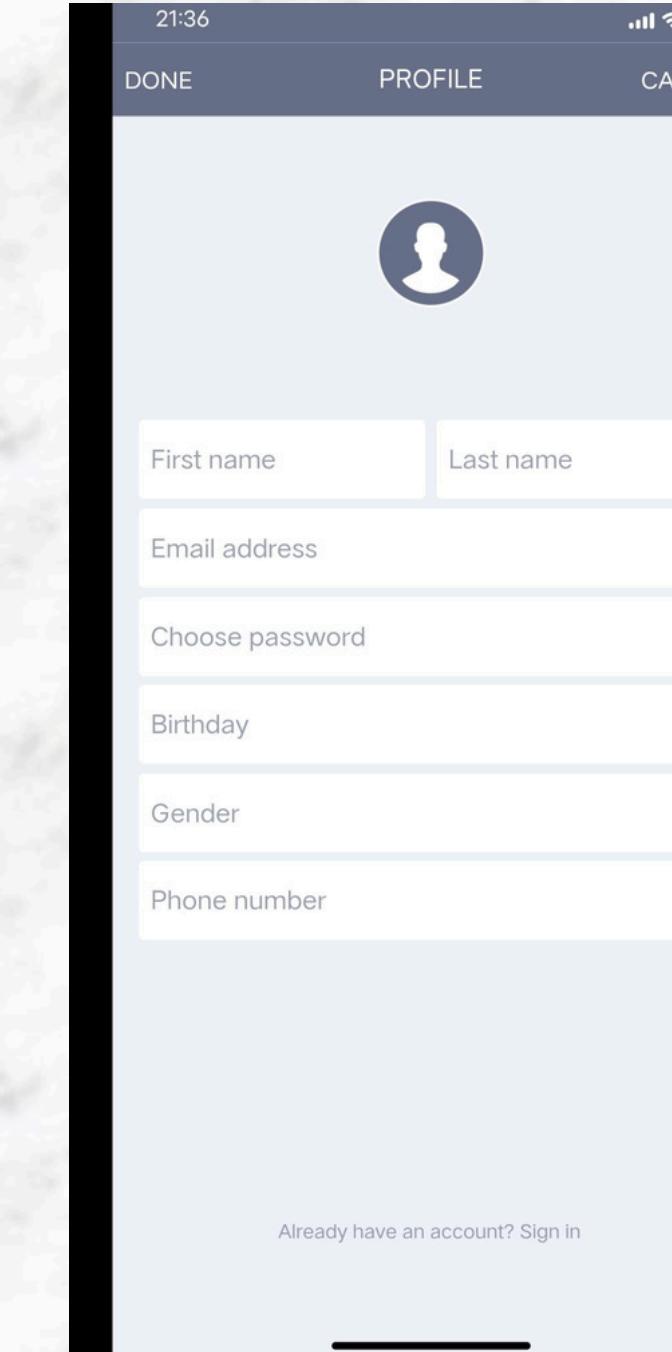
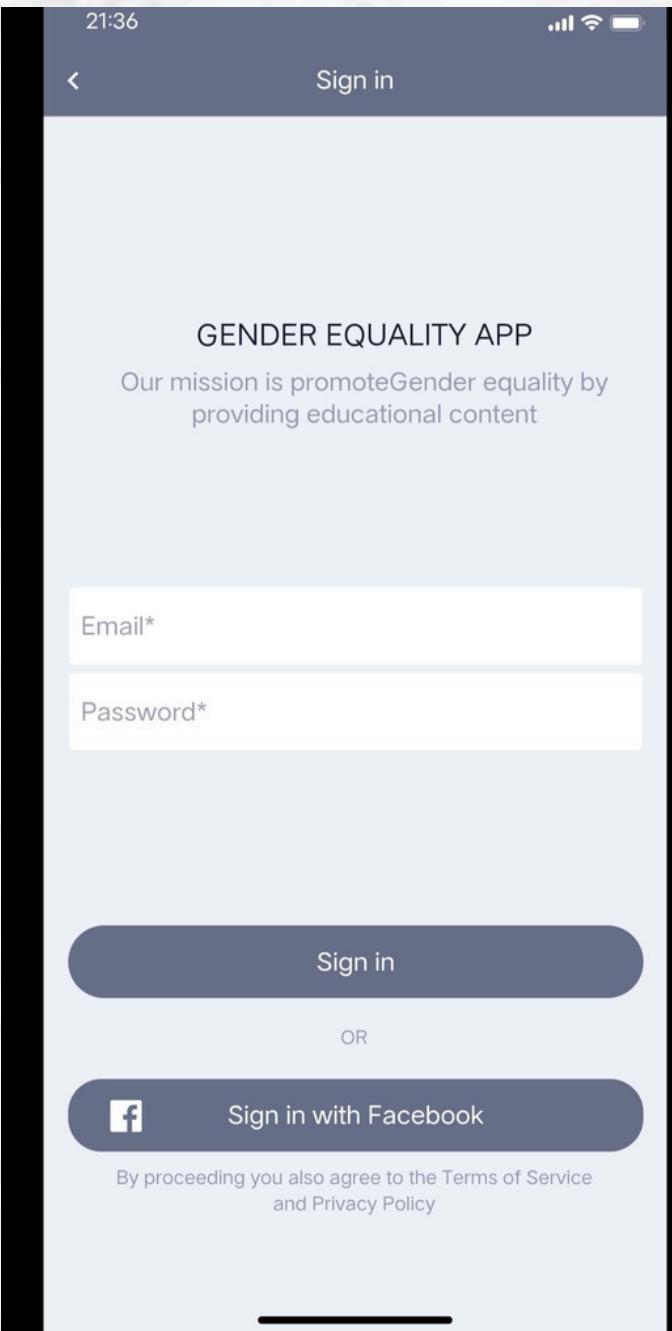
## **MEASURING PROGRESS AND ACCOUNTABILITY :**

- Objective: Track gender equality progress and ensure accountability.
- Topics: Key performance indicators (KPIs), feedback loops, and leadership roles in accountability.
- Outcome: Learn how to measure and report progress on gender equality goals.



# Results

- screenshots





# Conclusion

- A gender equality app for the workplace can help address important issues like pay equality, harassment, and career growth. It can offer tools for tracking salaries, reporting harassment, and providing resources for mentorship and training. The app can also promote workplace inclusivity by offering features like policy sharing, diversity tracking, and real-time feedback. By focusing on privacy and user engagement, the app can support both employees and organizations in creating a more equal and inclusive work environment.



# Thank You

## ANY QUERIES???