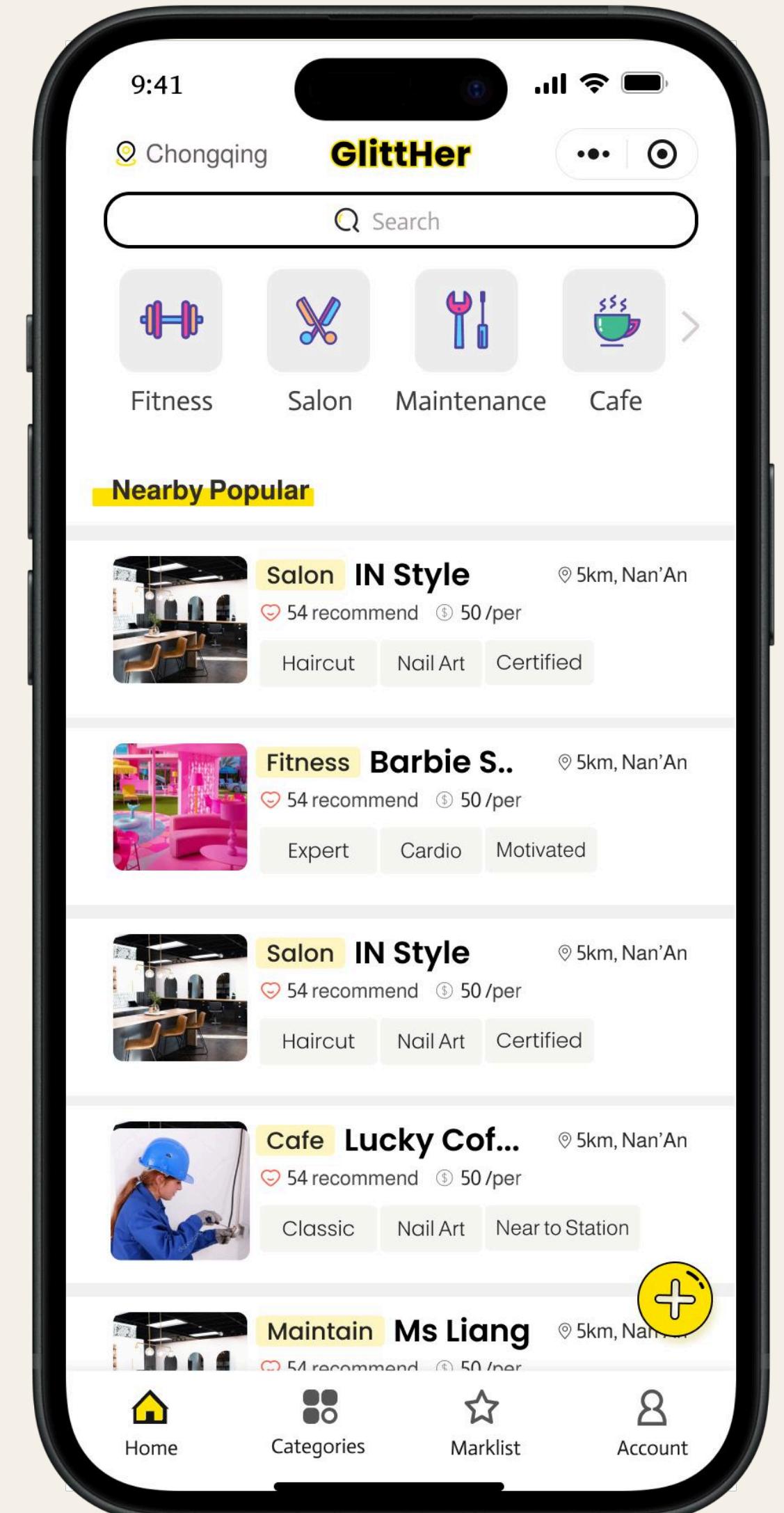
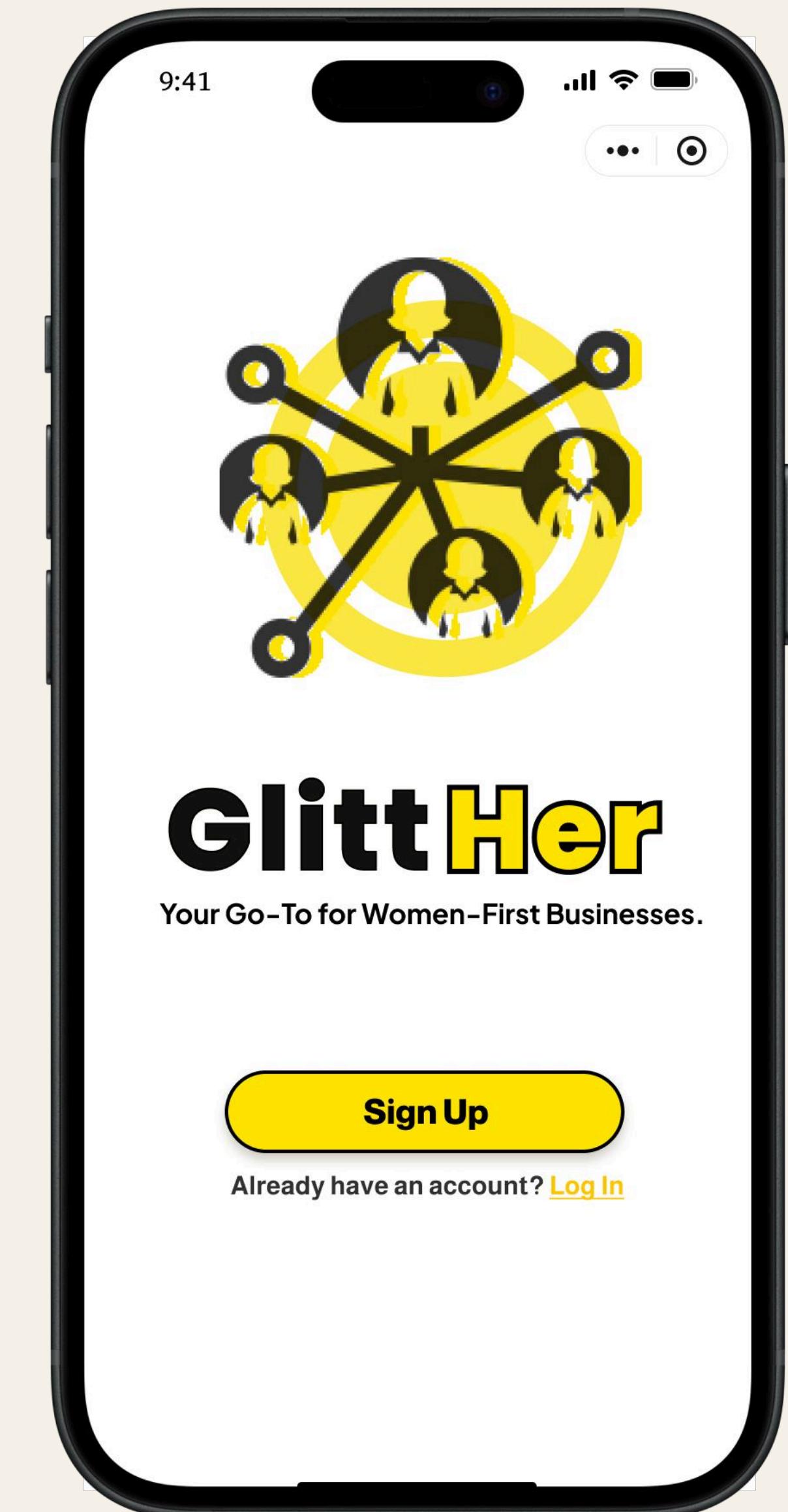


GlittHer

Your go-to app for finding businesses that prioritize women's comfort and care.

Shiyu (Daria) Xiang
Product Designer
Course Project for Interaction Design



Agenda:

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User Research

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About GlittHer

GOAL

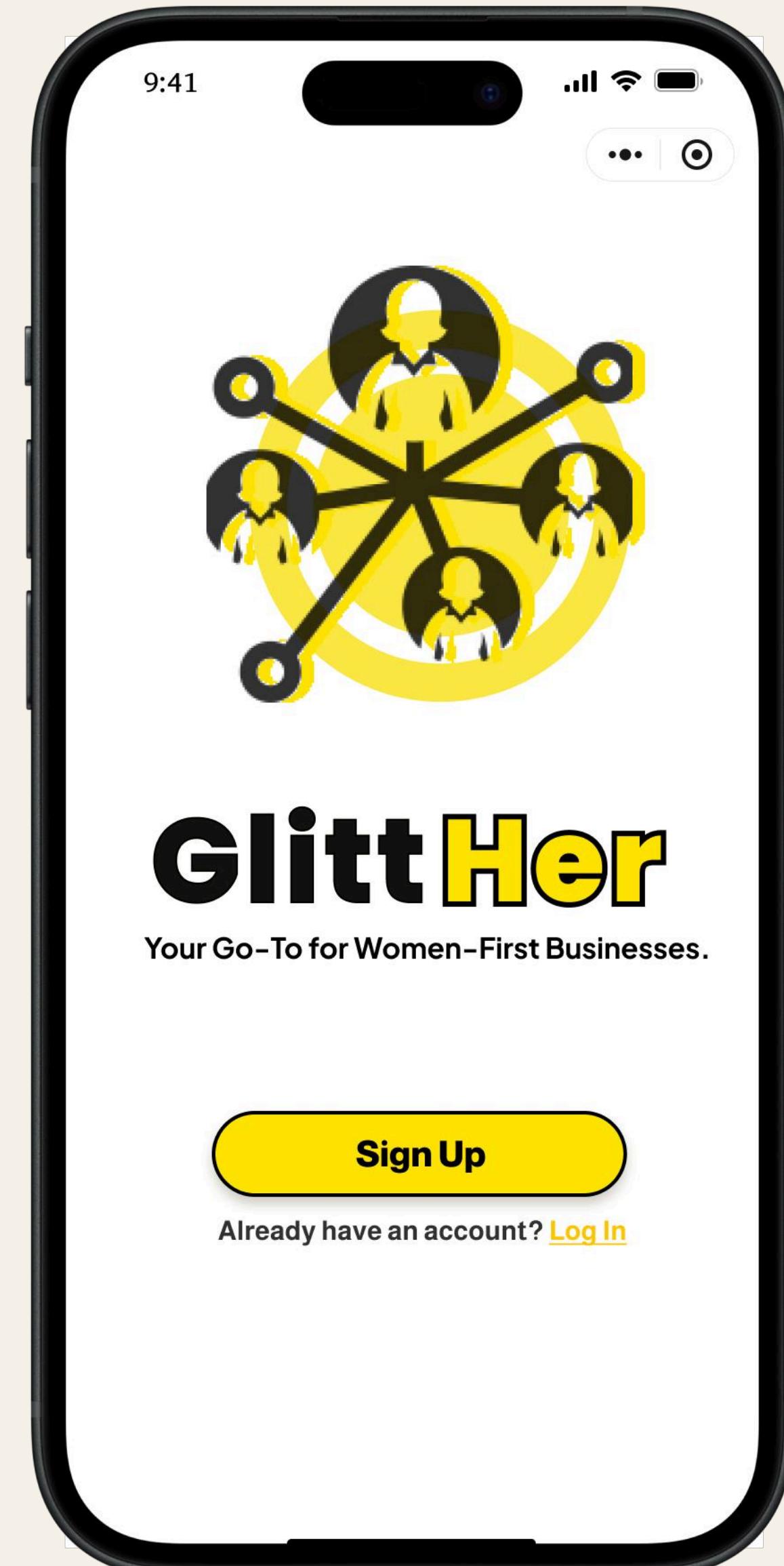
GlittHer is the go-to app connecting **female consumers** with businesses prioritizing women's comfort. It's also a platform empowering **female entrepreneurs and workers** to reach their audience and grow.

INSPIRATION

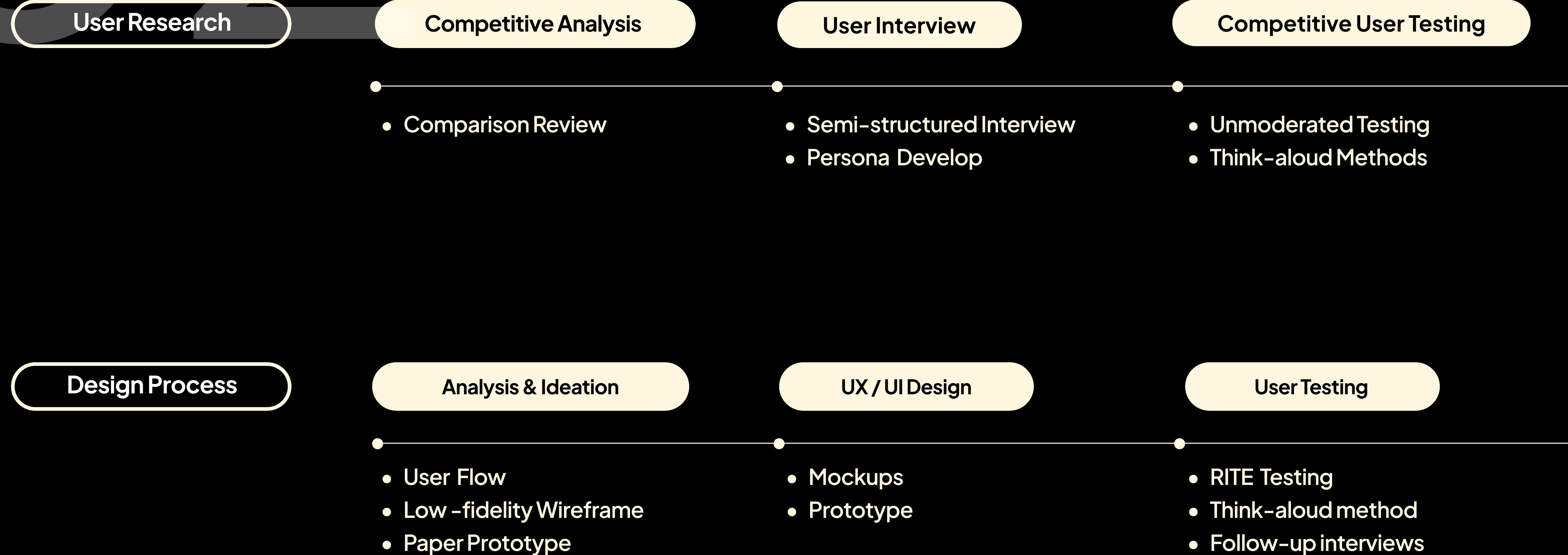
Inspired by **HerMap**, a non-profit, user-driven initiative that began as a shared online document listing female-friendly businesses.

VALUE

Driven by insights from "*Invisible Women*"(Criado-Perez), GlittHer combats the exclusion and invisibility females face due to systems designed around male perspectives.



Design Roadmap



User Research

- Competitive Analysis
- User Interview
- Competitive User Testing
- MVP Features

Competitive Reviews

Validated User Need

The need for female-friendly services is validated by a launched feature on Yelp and 200+ real reviews from HerMap.

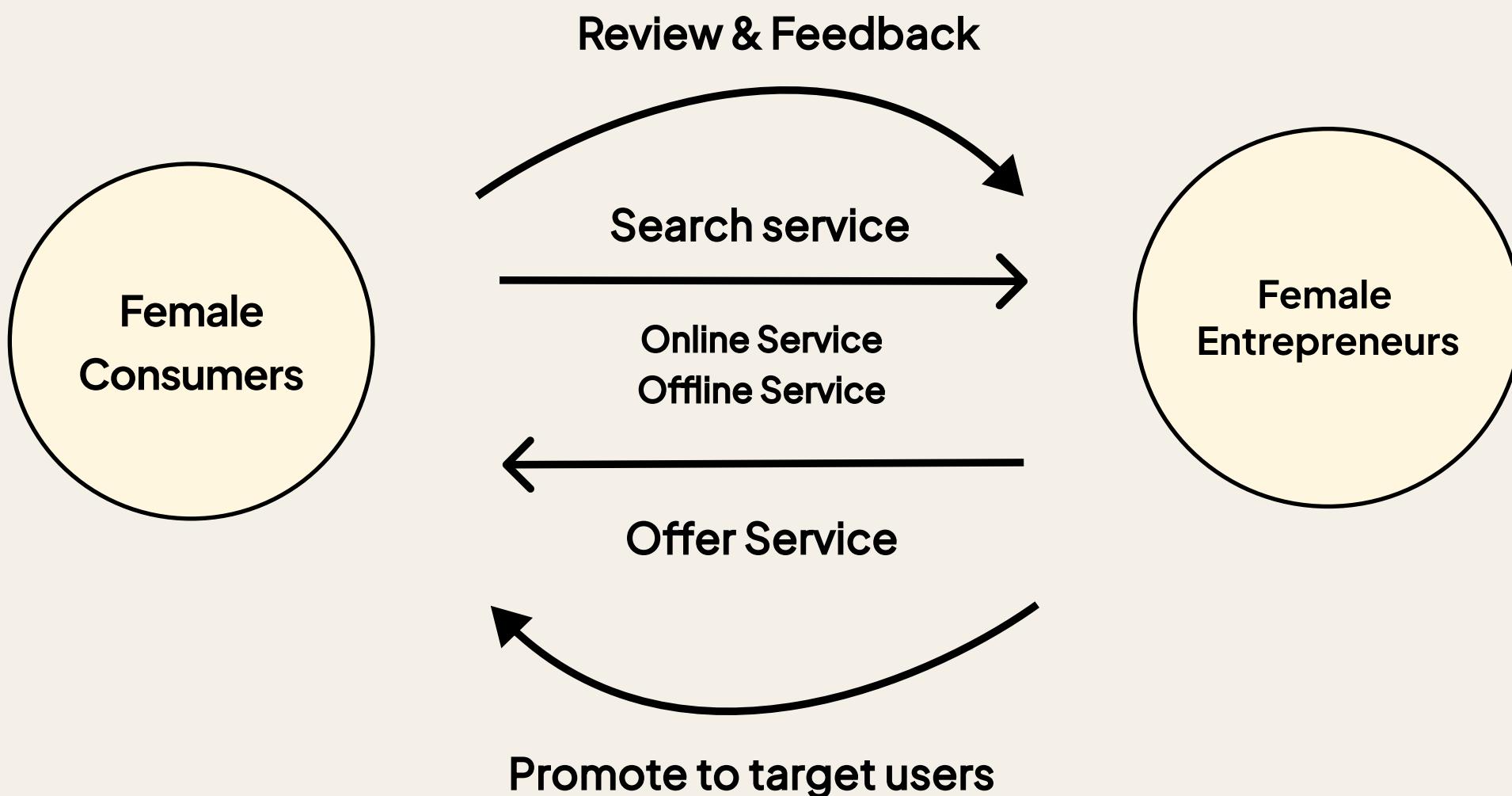
Unmet Market Gap

Existing products lack a systematic solution (Yelp), a standardized UX (HerMap), or a female-focused approach (HerTown).

Competitors	Introduction	Pro	Con
 HER MAP	An online Excel sheet that compiles female-friendly services and spaces.	<ul style="list-style-type: none">• Addresses the unmet service-searching needs of female users, filling gaps left by current products.• Delivered via WeChat, making it easy to access and share.	<ul style="list-style-type: none">• Privacy risks associated with public online documents.• The user experience is hindered by the awkward interaction with an online Excel sheet and poorly formatted, difficult-to-read information.
 HERTOWN	A female-only social media platform to share daily life, thoughts, learn about feminism, and support one another.	<ul style="list-style-type: none">• Well-designed features and an intuitive user experience.	<ul style="list-style-type: none">• Lacks in-depth content, with discussions primarily focused on concepts rather than practical experience sharing and support.
 YELP WOMEN-OWNED TAG	Add a "Women-owned" tag to businesses.	<ul style="list-style-type: none">• Increase the representation of women entrepreneurs.• A highly influential platform with a robust user base, ensuring effective reach to the target audience.	<ul style="list-style-type: none">• A standalone feature rather than an integrated system, offering limited potential for providing meaningful support.

User Interview

1 - Define Target Users



2 - Interview with potential users

- **Sample from female community**
3 female consumers
3 female business owners
- **Semi-structured Interview**
Focus on user needs and preferences, explore design challenges and potential solutions.
- **Persona & User Story**
Synthesized the research data to develop personas, providing a foundation for the design process.

Persona 1 - Offline Consumer



Daisy Dai

- Female | 28yrs
- Designer in big company
- Live in Shanghai

Work Out & Gym

Offline Service



31-year-old graphic designer working in a major city. Daisy has a demanding, busy job, but prioritizes regular exercise for her physical and mental well-being.



- Maintain a consistent workout schedule.
- Find a safe, respectful, and female-friendly gym environment.
- Work with a female personal trainer.



- Often finds a lack of female personal trainers at local gyms.
- Perceives most gyms as male-dominated and unwelcoming.
- Has experienced discomfort due to unwanted attention and male gazes.

Persona 2 - Online Consumer



Sunny Wong

- Female | 28yrs
- Freelancer Artist
- Live in a small city

Psychotherapy

Online Service



28-year-old woman from central China, diagnosed with bipolar disorder and anxiety during graduate school. Currently taking time to recover and build a sustainable support system.



- Receive consistent, empathetic mental health support from female professionals.
- Build a personalized care system that respects her boundaries and preferences.
- Access mental health services that feel safe, non-judgmental, and culturally sensitive.



- Struggles to find qualified in-person female mental health professionals.
- Past negative experiences with male psychiatrists cause discomfort and mistrust.
- Lacks transparent information about therapist specializations and gender.

Persona 3 - Entrepreneur



Mel Liu

- Female | 26yrs
- Florist Entrepreneur
- Live in Medium-sized city

Entrepreneur

Offline Service



26-year-old florist entrepreneur in a medium-sized city. Founded local flower shop a year ago; seeks city-wide expansion.



- Expand customer reach and order volume city-wide.
- Get direct customer feedback to improve service.
- Connect with fellow florists/female entrepreneurs to share scaling strategies.



- High marketing costs for city-wide promotion.
- Difficulty getting direct customer feedback through large platforms.
- Limited peer connection opportunities; social media engagement is low.

Competitive User Testing

“Competitors’ sites are the second-best prototypes.”

Unmoderated Testing + Think-aloud Methods

- What are your initial impressions of this website?
- What do you like about the product/solution?
- What do you wish that this product/solution was better at?

💎 “It’s a valuable resource.”

🌟 “I appreciate it includes businesses I might not find through general search.”

😱 “It’s not very mobile-friendly, I had to use my laptop to access it.”

嘡 “The format is really clunky. I wish there were better ways to filter and sort the information.”

Q19	A	B	C	D	E	F	G	H	I	J	K
be careful: This table collects and recommends female migrant workers through co creation of documents. It is believed that many girls prefer to cooperate with female workers in certain situations, such as situations that require physical contact, in their daily lives and work. "Her map" is a thinking that focuses on crowd differentiation and refinement of public services, which can improve the efficiency of public services, make our lives more convenient, comfortable, and beautiful.											
1 I also hope to support the employment of female workers through concrete consumption and actions, providing them with real help instead of just shouting slogan. Thank you to every grandma who participated in the co construction!											
The workers listed here are all female. Once it is confirmed that the information provided is inaccurate, it will be immediately deleted!!!! Say it again, recently I have noticed that many people are very shameless. They even write about female laborers, but still pretend to be women. Do they think they can pretend to be women just because they are short? Whenever a man goes out to meet a disaster, he will live a life of poverty and destitution.											
2 Note: South China here includes Guangdong Province, Guangxi Zhuang Autonomous Region, Hainan Province, Hong Kong Special Administrative Region, and Macao Special Administrative Region.	3	Provide information and contact the initiator of 'Her Map': doraemonforever@sina.com Tong Tong	4	career	Province/City	City/District	specific address	specific information (not recommended to provide phone or email to avoid information leakage)	Recommended reason	Remarks (Other Information)	
5	Breast doctor	Guangdong	Futian District, Shenzhen	Surgical Department Department of Guangzhou University of Traditional Chinese Medicine Shenzhen Hospital	Zhao Ruiqin	The only female general practitioner	This one is real!	Refer to the template for filling in			
27	Business English Speaking Coach	Guangdong	Nanshan, Shenzhen	Near on the Guangdong Sea in Nanshan District, Shenzhen	orangy	1882958****	Support WeChat online practice	To prevent information leakage, if you want to know the phone number, you can contact Tong Tong. She is usually busy with work and has no time to use WeChat phone number. If you add her on WeChat, please note what she says in message. To prevent information leakage, if you want to know the phone number, you can contact Tong Tong			
28	Technology and Art in the Gaming Industry	Guangdong	Nanshan, Shenzhen	Near Nanshan Kexing in Shenzhen	Jump and jump	1852023****	Can accept inquiries related to the gaming industry/learn about graphic technology rendering knowledge together				
29	Driving practice assistant	Guangdong	Tengpin Driving School Training Companion	Tengpin Driving School Training	Lin Kangling	Dianping is searchable	The only female coach in the accompanying training				
30	Audio dubbing editing	Guangdong	Shenzhen	Based in Shenzhen, they can also deliver their works online	Female visually impaired individuals covered by the Shenzhen Blind Association	Those who find people through blind association can directly contact Tong Tong	Worked with visually impaired workers. Audio recording, they also edit audio, the quality is very high, and the fees are relatively low compared to the market price of professional studios. Women with disabilities are in a more difficult situation than healthy women. You can seek their cooperation and provide them with assistance. We provide more income	The previous cooperation was that audio products within 5 minutes cost 100 yuan. For other products, the prices may vary depending on the difficulty of demand.	Provide case samples later		
31	dermatologist	Guangdong	Shenzhen	Bao'an District	Bao'an People's Hospital	Hu Nan		A very patient female doctor. Suggested hanging on the front account			

Screenshot of HerMap (Translated)

MVP Features

Competitive analysis and user research revealed key pain points, guiding the feature selection for the Minimum Viable Product (MVP).

Pain Points

Need for a Safe, Female-Focused Space

Frustration with Unclear and hard-to-read Information

Desire for Authentic Feedback (Beyond Ratings)

Concern Over Data Security

Features

Identity Verification

Clear & Intuitive Interface

Qualitative Reviews & Insightful Tagging

Dedicated Confidentiality Features

4 Design Process

- Analysis & Ideation
- UX / UI Design
- User Testing

Analysis & Ideation: Informed by User Research

- **Pain Points to Solutions**

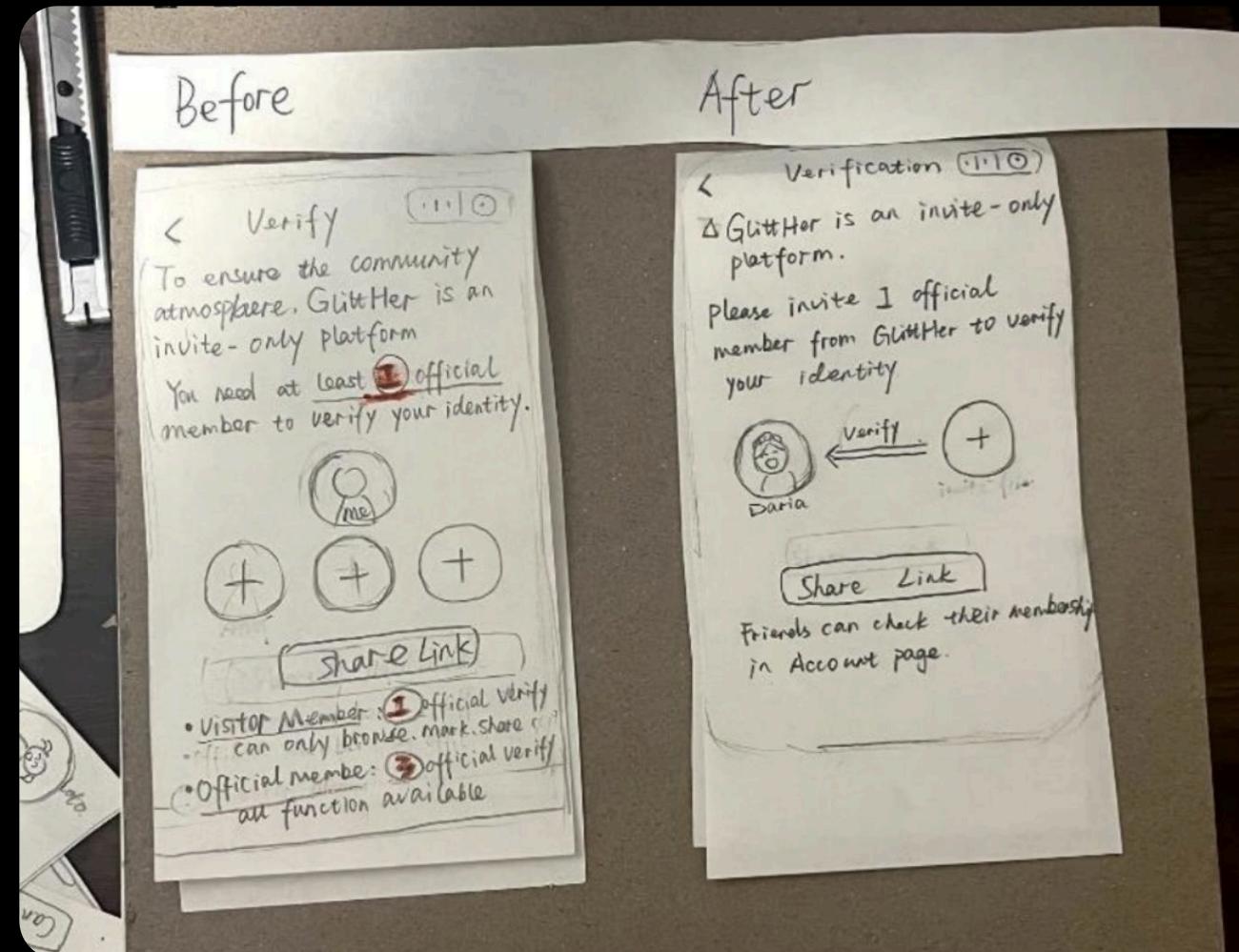
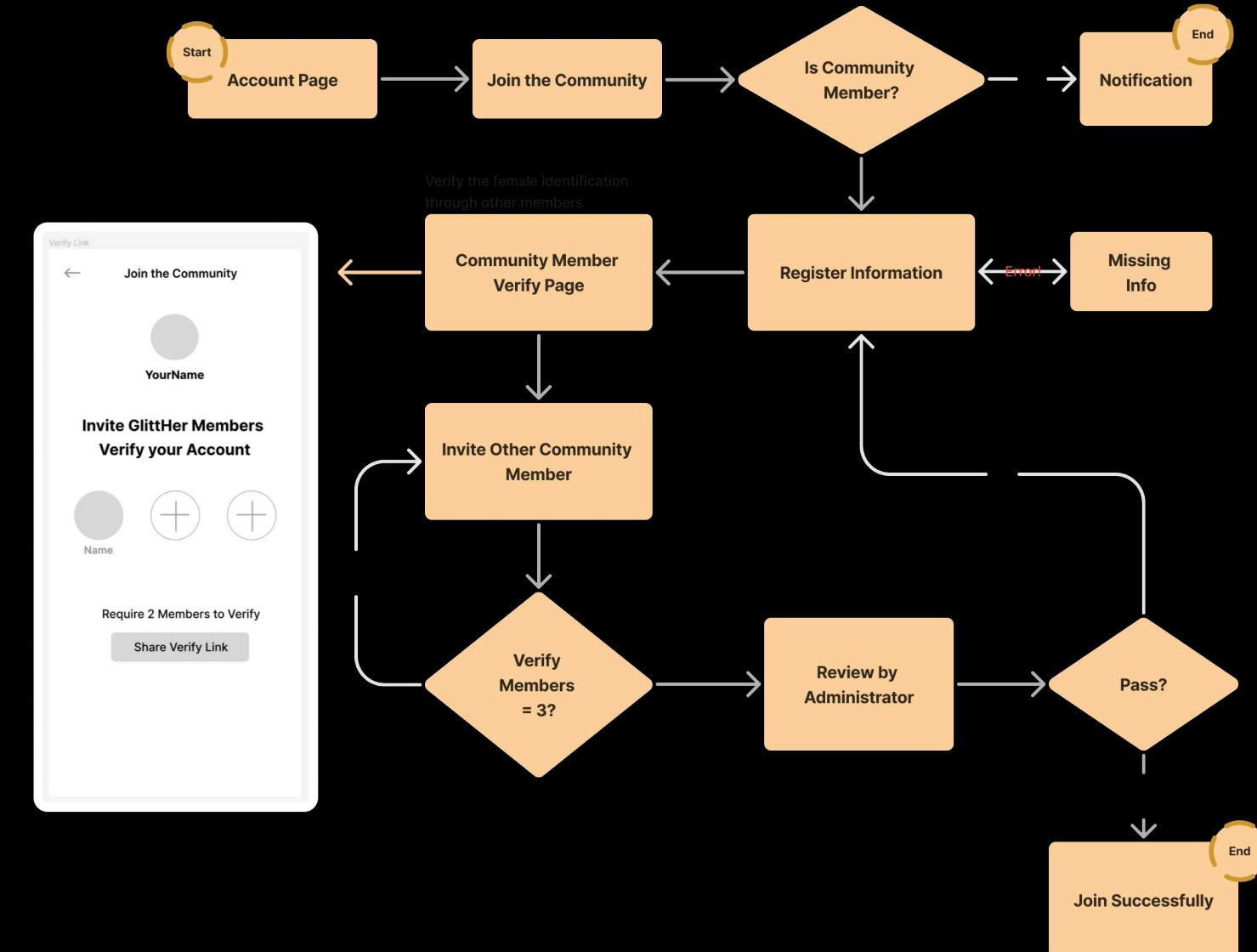
Translated user needs into actionable design features.

- **Visualizing the Experience**

Created user flows, paper prototypes, and wireframes to map the design.

- **Testing and Refining Quickly**

Employed rapid user testing for fast feedback and iterative improvements.



- **Ideating Identity Verification:
Wireframes, User Flow, Paper Prototype.**

UX/UI Design: Visualizing the Solution

- **From Ideas to Visuals**

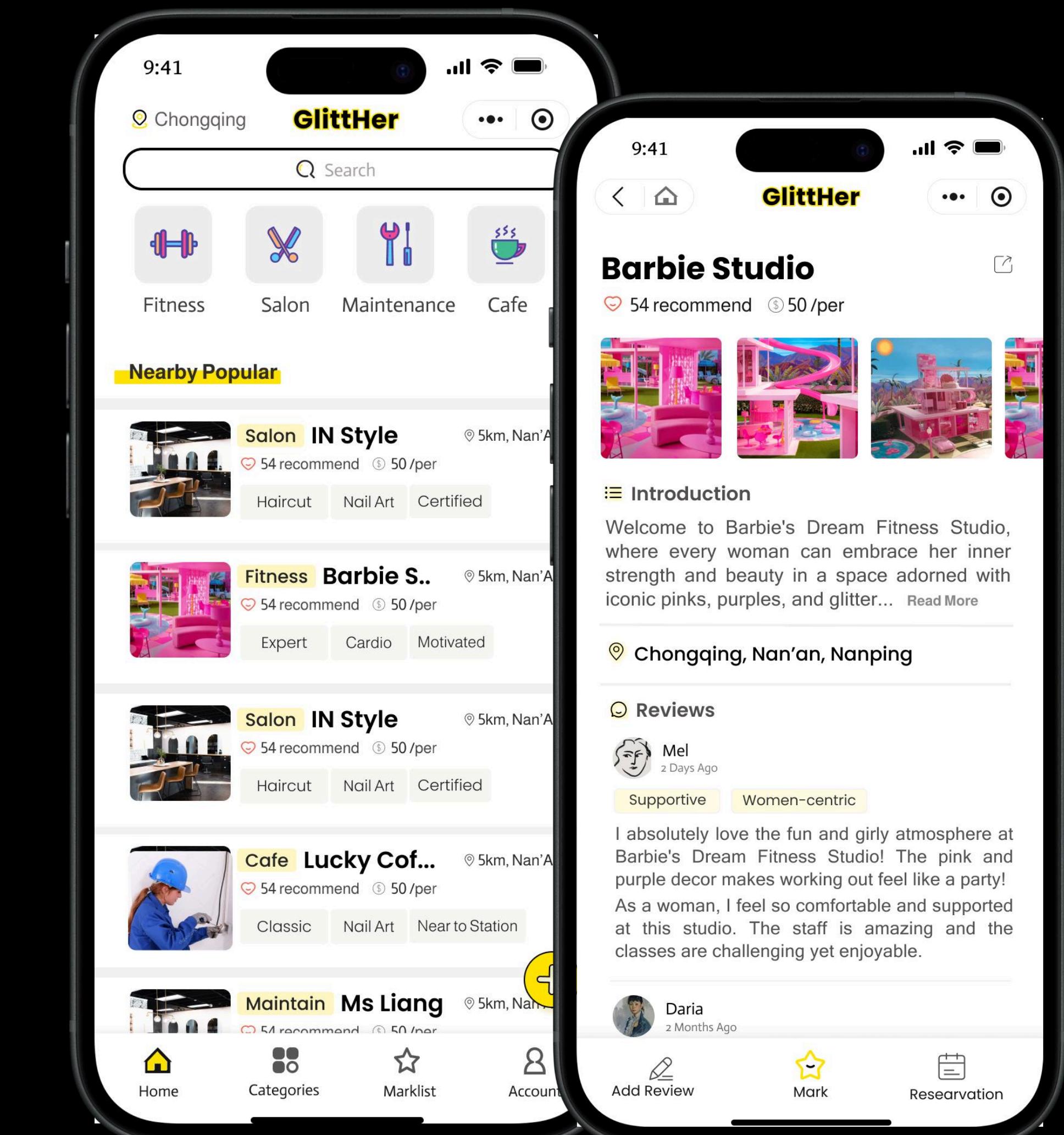
Designed UI mockups, grounding the experience in tangible form.

- **Testing-Driven Mockups**

Two rounds of testing led to focused refinements.

- **Value-Driven Visual Style**

Implemented a consistent visual style reflecting the core values.

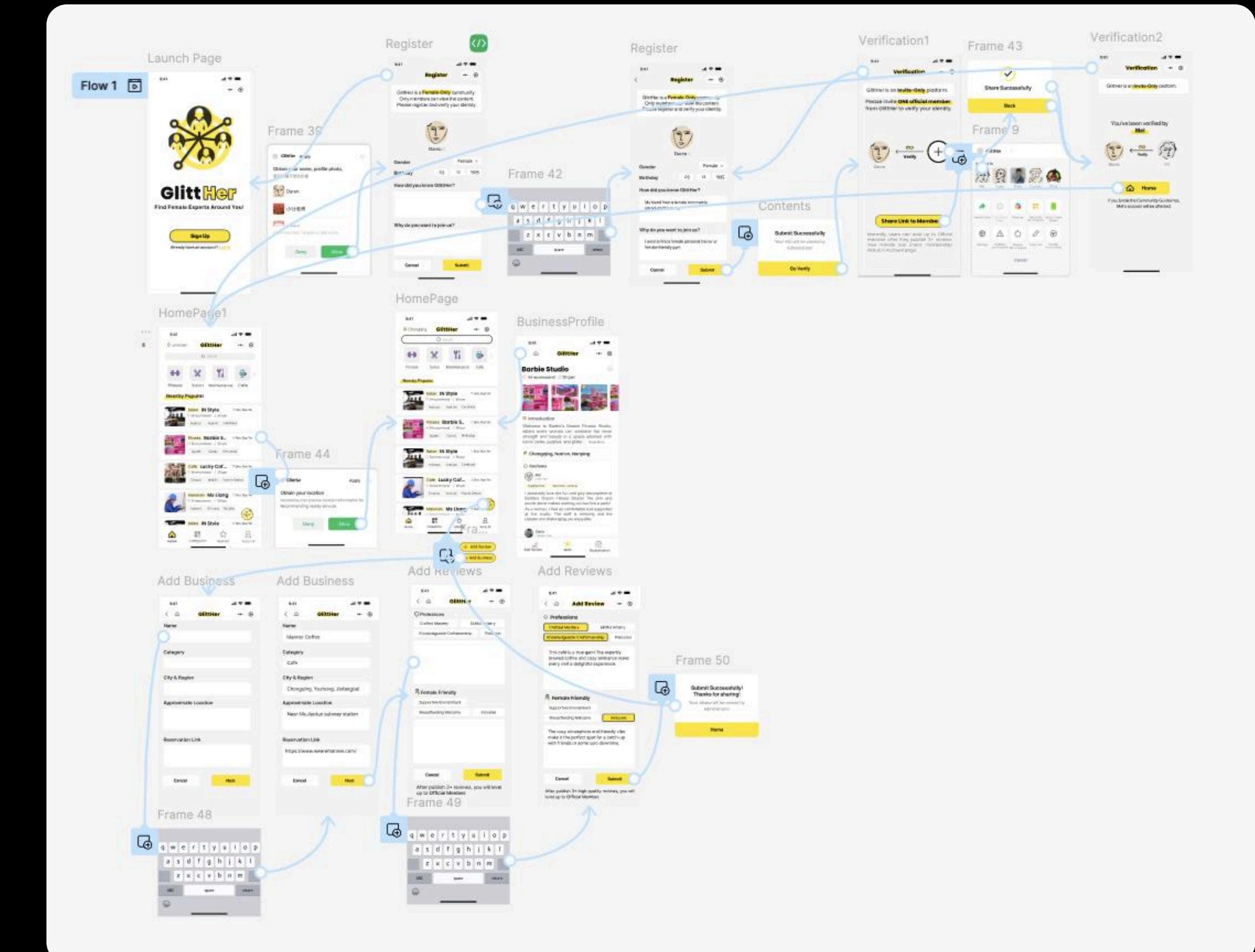


User Testing: Prototype Iteration

Building on early testing (paper/wireframe focused on solutions), prototype testing emphasizes UI, visual design, and interaction experience.

Methodologies:

- RITE Testing (Rapid Iterative Testing and Evaluation)
- Think-aloud Protocol
- Follow-up Interviews



Design Proposal



Highlight Features

Identity Verification

To maintain a safe and exclusive community, new members need to be verified by existing official users.

Clear & Intuitive UI

The design ensures ease of use with a supportive look and feel, and tags that highlight what women care about.

Authentic Reviews

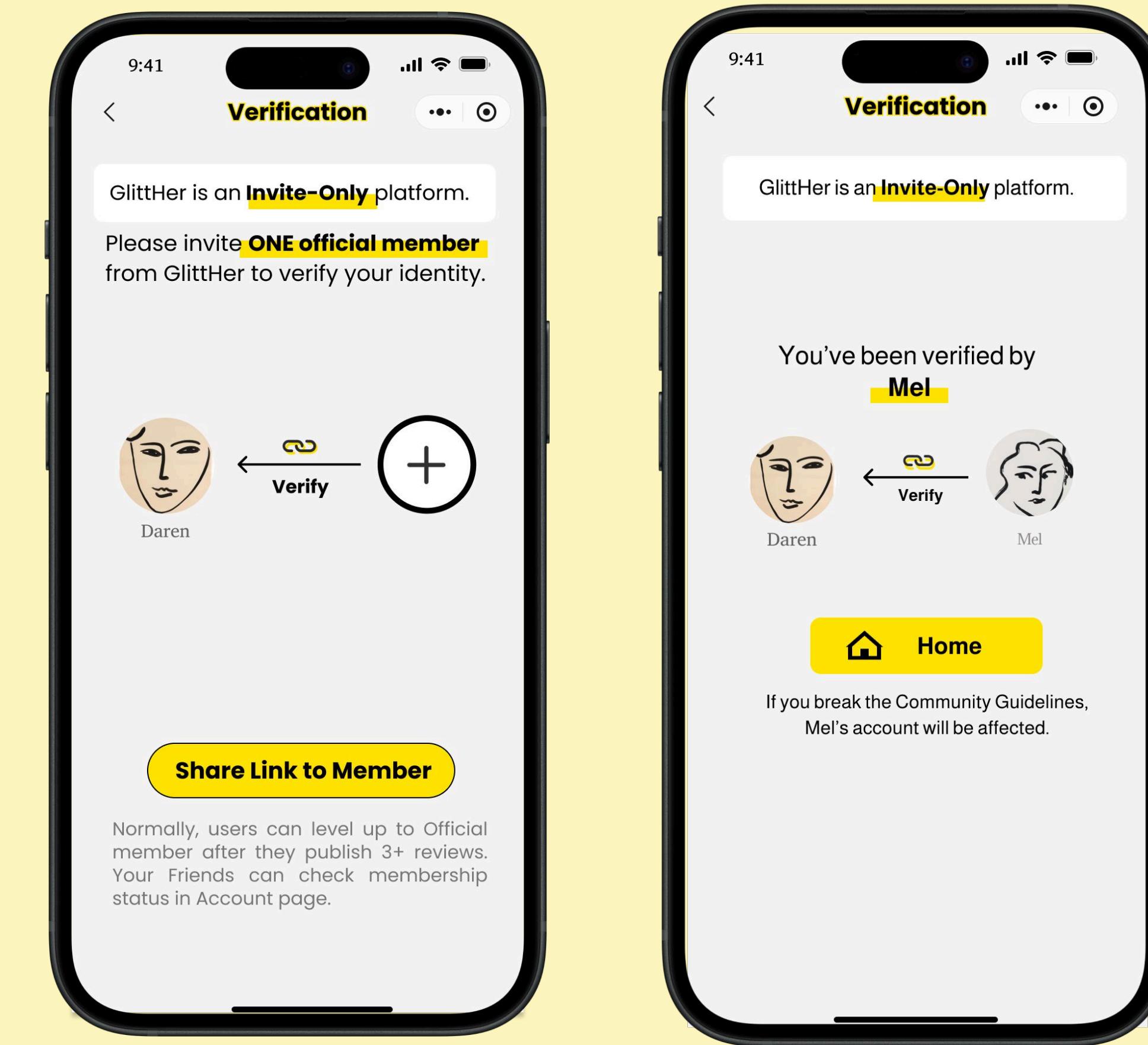
Oversimplified number ratings have been replaced with detailed text and image reviews, so users get real, genuine feedback.

Confidential Protection

User data is kept safe by providing reliable info on GlittHer and linking out to secure, well-known platforms for purchases.

Design Proposal 01

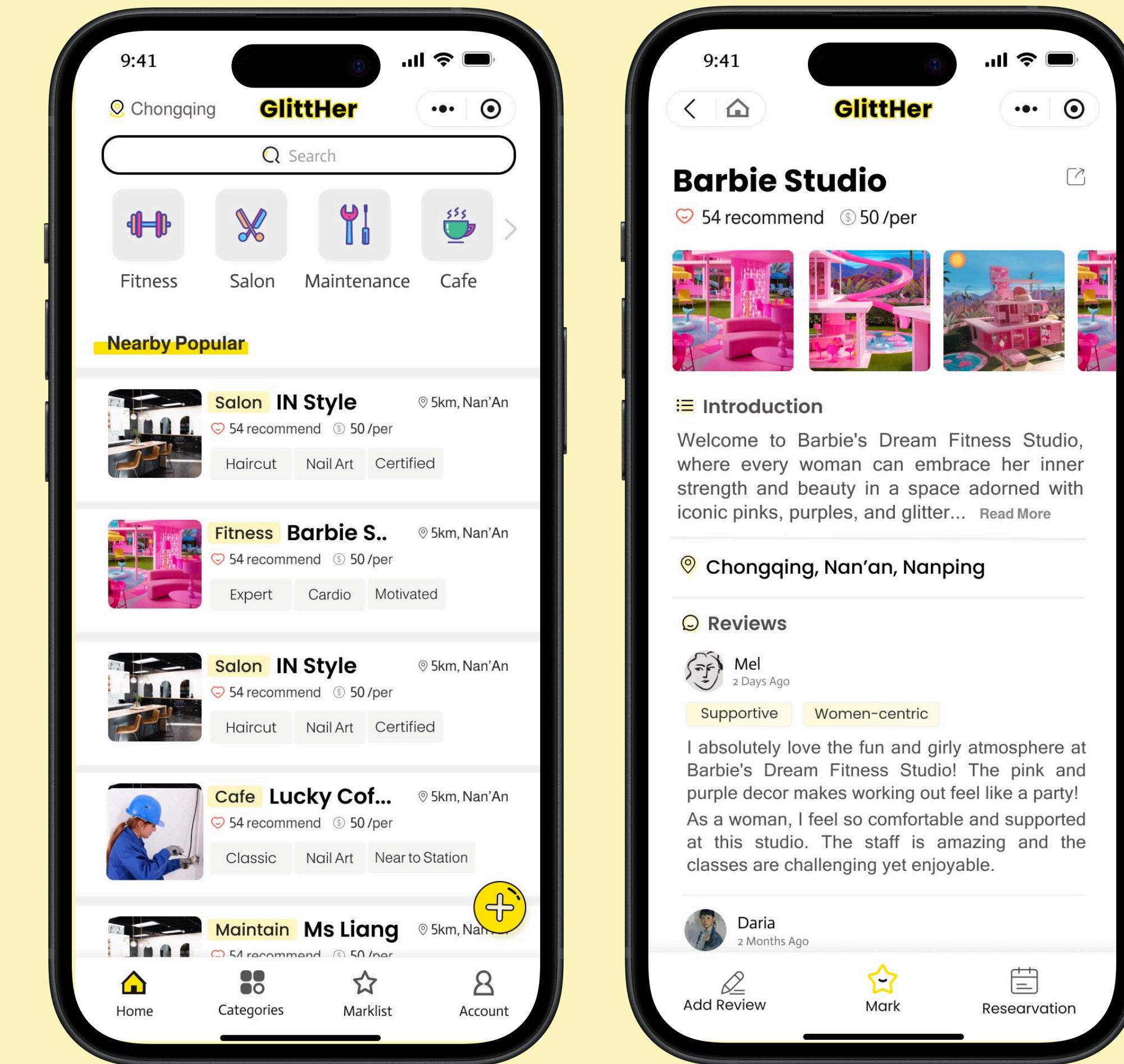
Identity Verification



New members are verified by existing official users to maintain a safe and exclusive community. This practical and cost-effective approach, compared to biological scans, also fosters accountability through linked accounts.

Design Proposal 02

UI System Clear & Intuitive



Observing the overwhelming nature of the competitive product – a dense online Excel, I used structured UI identifies essential information featuring female-friendly tags, improves readability.

Design Proposal 03

Authentic Review System

The image displays two side-by-side screenshots of a mobile application interface for adding a review. Both screens show the same basic layout: a header with the text "Add Review" in yellow, a back arrow, a home icon, and three dots; a section for "Professions" or "Female Friendly" tags with several options (some highlighted in yellow); a central text area containing a review text; and a "Female Friendly" section with similar tags. The bottom of each screen features a "Cancel" button, a yellow "Submit" button, and a message about leveling up after publishing reviews.

9:41 Add Review

Professions

Crafted Mastery Skillful Artistry

Knowledgeable Craftsmanship Precision

This café is a true gem! The expertly brewed coffee and cozy ambiance make every visit a delightful experience.

Female Friendly

Supportive Environment Breastfeeding Welcome Inclusive

The cozy atmosphere and friendly vibe make it the perfect spot for a catch-up with friends or some solo downtime.

Add Photos Share your experience visually

Cancel Submit

After publish 3+ high quality reviews, you will level up to Official Member.

9:41 Add Review

Female Friendly

Supportive Environment Breastfeeding Welcome Inclusive

The cozy atmosphere and friendly vibe make it the perfect spot for a catch-up with friends or some solo downtime.

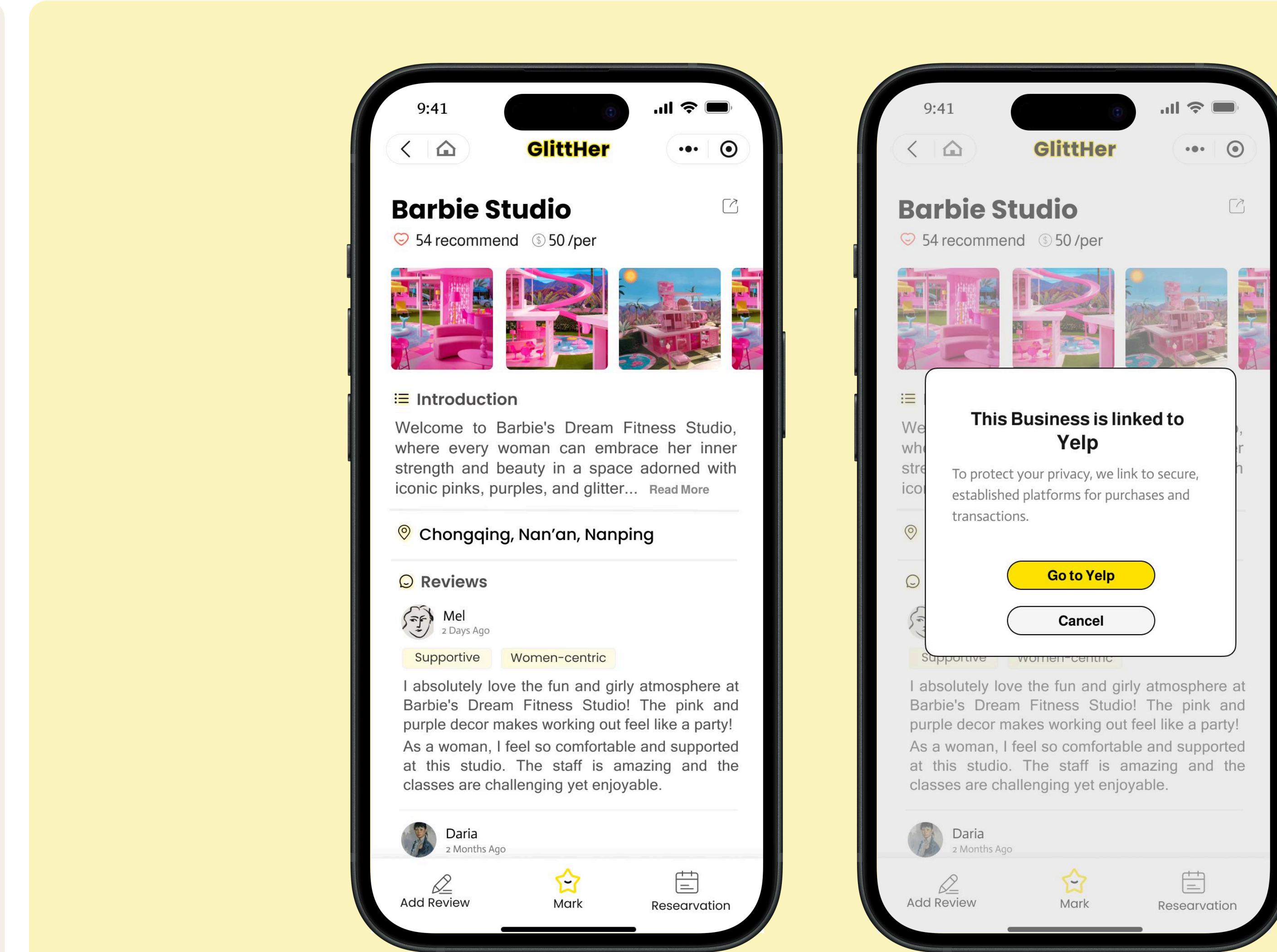
Cancel Submit

After publish 3+ high quality reviews, you will level up to Official Member.

Removing simple ratings, GlittHer encourages authentic review through detailed textual and image reviews, complemented by convenient predefined tags.

Design Proposal 04

Proactive Confidentiality



Linking out to secure, well-known platforms for purchases. reduces the risk of data leakage.

Takeaways

What Worked Well

- **Data-Driven & Targeted:** I spotted opportunities through competitor analysis, using user data to find unmet needs. I also combined user interviews with this analysis to really nail down what the pain points were.
- **Agile Testing & Iteration:** I used RITE throughout, setting specific goals for each testing phase, which let me get feedback quickly and optimize the design as I went.

What I Would Do Differently

- **User Focus Over Templates:** Initially, I leaned too much on traditional patterns, neglecting user needs. I course-corrected after feedback and focused on pain points and product goals.
- **Informed Pattern Use:** I learned it's important not to just blindly follow established patterns. You've got to really put the user first and use those patterns thoughtfully to create solutions that actually meet their needs and achieve the product's goals.

Thank you!

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