

# Information Visualization & Data Analysis.

## Topic-Women's Work-Life Balance

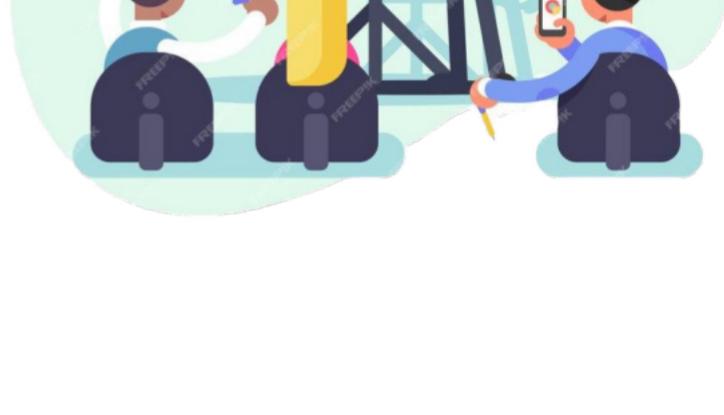
(Working women handling their personal or professional life)

Name-Harshali Duse

PRN-2022070041

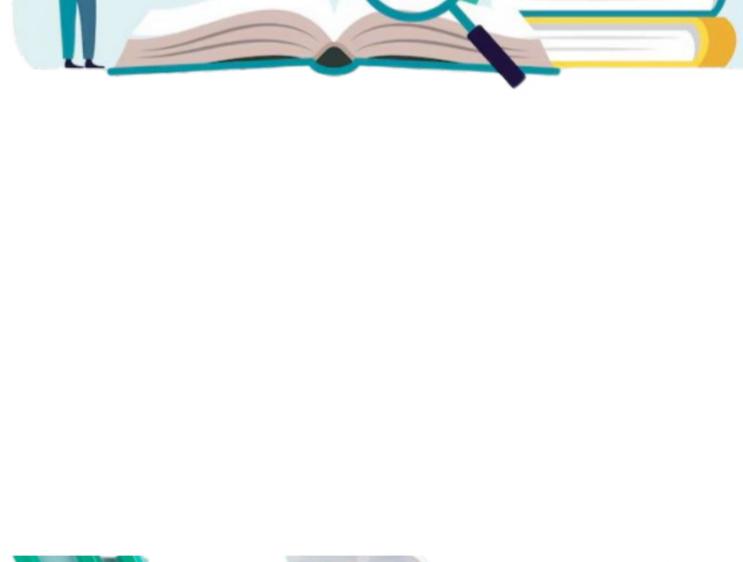
## Project Brief

The project aims to address the challenges faced by women in achieving a healthy work-life balance. Through a combination of secondary and primary research, the project will identify the key obstacles women encounter, understand their needs, and develop practical solutions. By providing insights and recommendations, the project seeks to empower women to thrive in both their professional and personal lives.



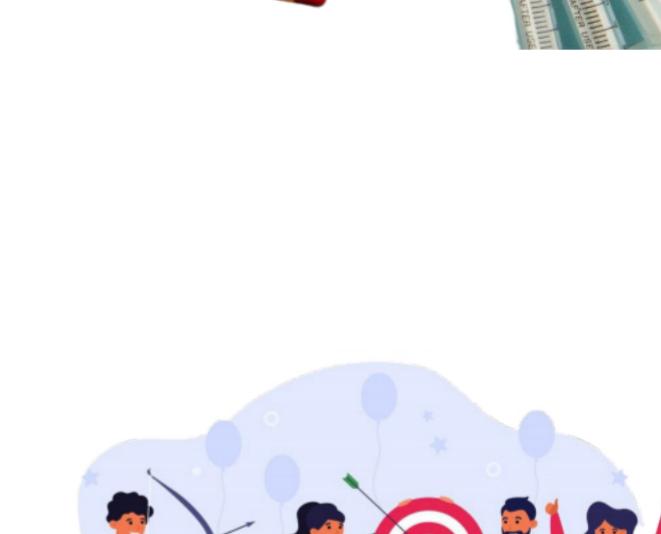
## Hypothesis

If organizations implement flexible work policies, provide resources for managing workload, and actively address societal norms around gender roles, then women are more likely to achieve a better work-life balance. This improvement in balance could lead to increased job satisfaction, better mental and physical health, and higher productivity in the workplace.



## Goals

Our app aims to provide a dedicated platform for women to manage stress, foster self-care, and cultivate healthier work-life balance. By offering features like a schedule planner, emotional outlet, valuable resources, and habit tracking, we aim to empower women and enhance their overall well-being.

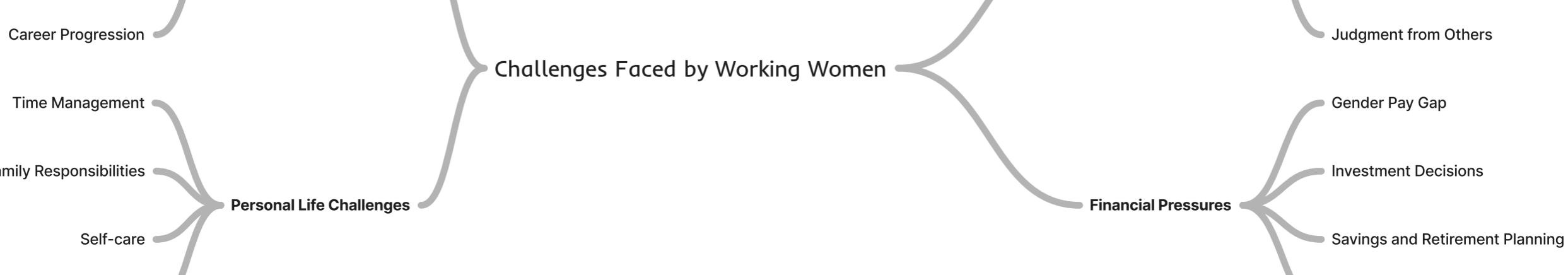


## Target Audience

Targets employed women between the ages of 18 and 35, encompassing those who are single or married, as well as those who already have a child.



## Challenges Faced by Working Women



# Secondary Research

## Work-life balance equation

Mental resources + emotional resources + physical resources (including your time) = achieving your personal goals & fulfilling your responsibilities

Based on secondary research from various reliable sources, there are several important observations related to work-life balance for women:

### Women's Dual Roles and Domestic Workload:

- Women have a higher percentage of time spent teaching children at home (39% vs 29% for men).
- The COVID-19 pandemic has increased stress and anxiety for women (57% vs 48% for men).
- Women bear the additional burden of caring for sick family members and domestic work.
- Social norms do not consider domestic work as valuable work.

### Work-Life Balance and Social Support:

- Working women with dual roles experience conflict in dividing time and energy between work and family.
- Social support has a positive relationship with work-life balance for married working women.
- Low social support increases the risk of negative impacts on physical and mental health.

### Technology and Its Impact:

- Constant connectivity and high work expectations can have a negative impact on employee mental health.
- Digital stress can occur due to the tension of always being connected, information overload, and the demand to respond quickly.
- Digital stress can reduce focus and productivity.

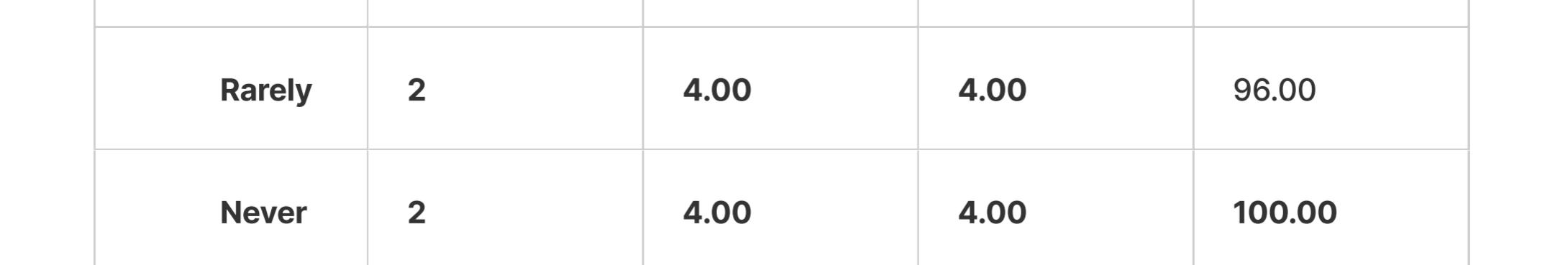
### Burnout and Me-Time:

- Burnout is caused by several factors, especially work fatigue.
- It is important to set aside time to relax and have me-time.

### Difficulties Balancing Career and Family:

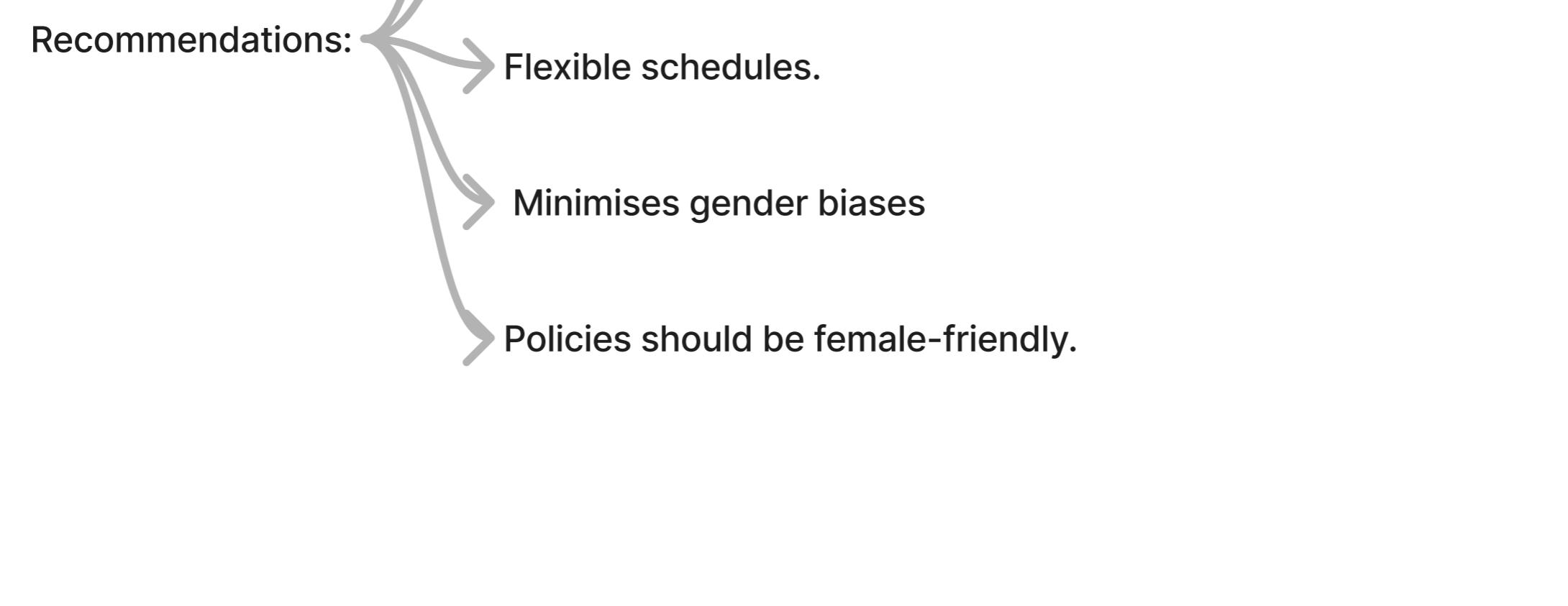
- Full-time working women often experience stress and guilt for not being able to give enough time to family and work.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Very Little	3	6.00	6.00	6.00
	2	4.00	4.00	10.00
	8	16.00	16.00	26.00
	16	2.00	2.00	58.00
Very much	21	42.00	42.00	100.00
Total	50	100	100	



Reasoning: The above table and diagram depicts that 6% of the respondents believe that their family member helps them very little in housekeeping and 42% of the respondents believe that their family member helps them very much in housekeeping.

	Frequency	Percentage	Valid percentage	Cumulative percentage
Very Unfavorable	4	08.00	8.00	8.00
	5	10.00	10.00	18.00
	7	14.00	14.00	32.00
Very Favorable	24	48.00	48.00	100.00
Total	50	100	100	



Reasoning: The above table and diagram depicts that 8% of the respondents believe that their family member behavior towards their work is very unfavorable and 48% of the respondents believe that their family member behavior towards their work is very favorable.

Table 3: Can you describe how your family members behavior towards your work?

	Frequency	Percentage	Valid percentage	Cumulative percentage
Very Unfavorable	4	08.00	8.00	8.00
	5	10.00	10.00	18.00
	7	14.00	14.00	32.00
Very Favorable	24	48.00	48.00	100.00
Total	50	100	100	



Reasoning: The above table and diagram depicts that 36% of the respondents say that they always have to do same thing, 50% of the respondents say sometimes, 4% of the respondent says rarely, and 4% of the respondents says they never have to do same things.

### Suggestions for an Indian Industry to Facilitate Work-Life Balance for female-

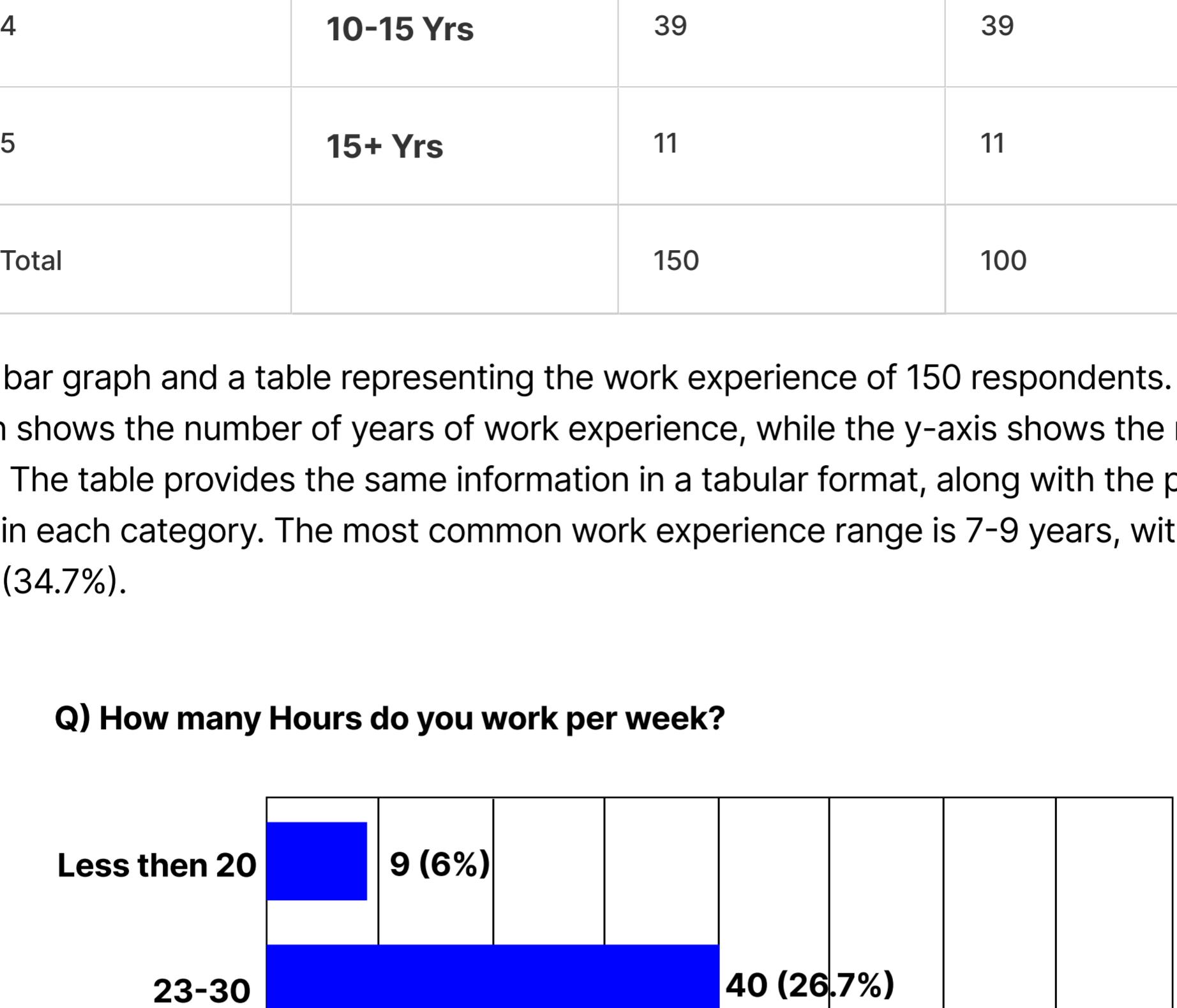
The report analysis and questionnaire feedback finding reveal the following-



# Primary Research

(Questionnaire & Survey)

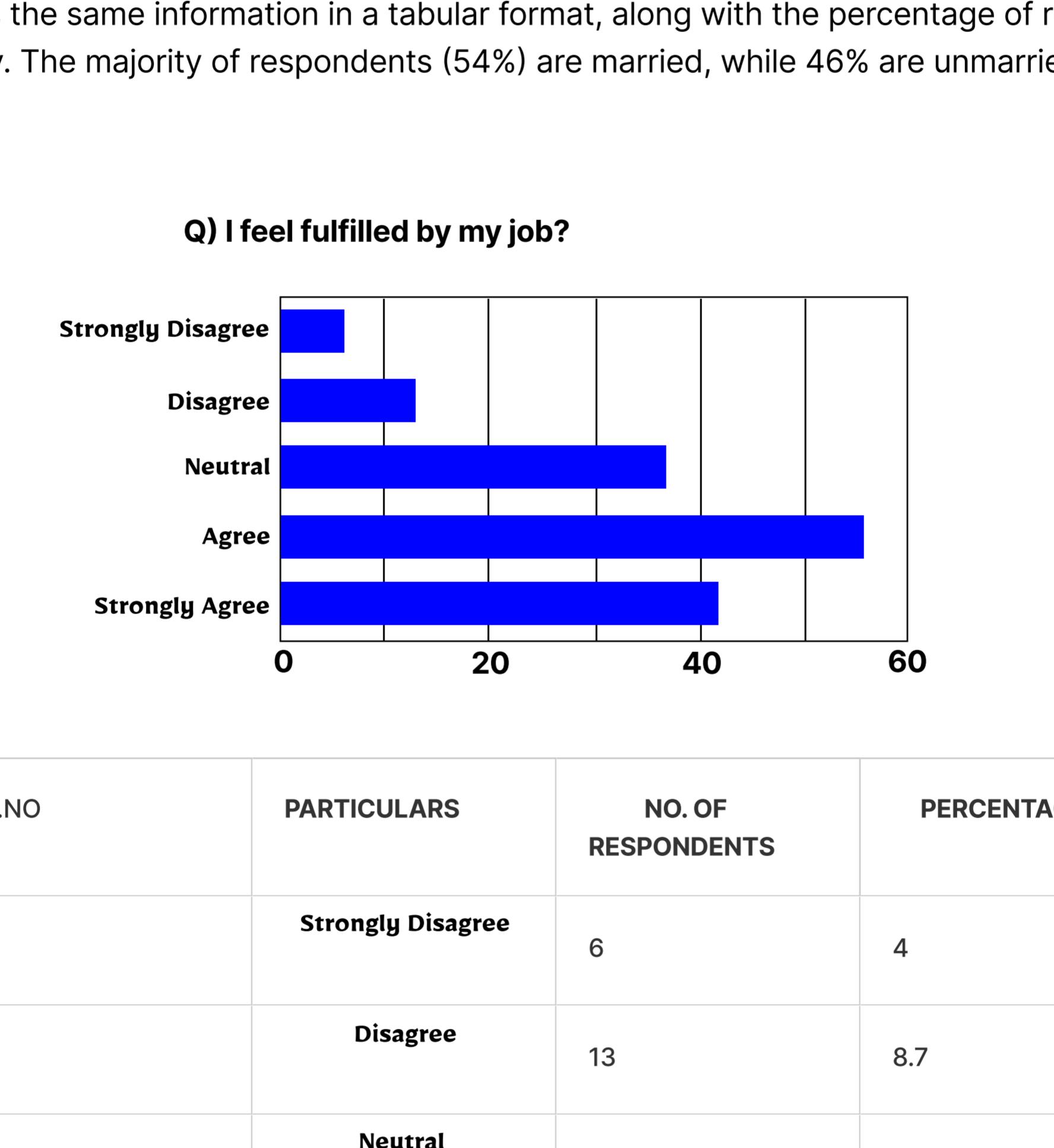
Q) How many years have you worked?



S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	1-3 Yrs	13	8.7
2	4-6 Yrs	35	23
3	7-9 Yrs	52	52
4	10-15 Yrs	39	39
5	15+ Yrs	11	11
Total		150	100

The shows a bar graph and a table representing the work experience of 150 respondents. The x-axis of the bar graph shows the number of years of work experience, while the y-axis shows the number of respondents. The table provides the same information in a tabular format, along with the percentage of respondents in each category. The most common work experience range is 7-9 years, with 52 respondents (34.7%).

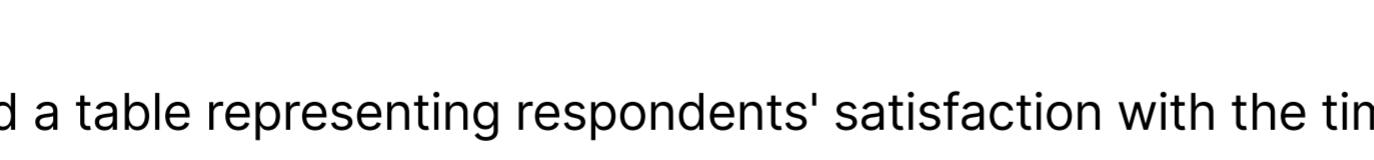
Q) How many Hours do you work per week?



S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Less than 20	9	6.7
2	20-30	40	23
3	31-40	66	52
4	41+	38	39

The shows a bar graph and a table representing the number of hours worked per week by 100 respondents. The x-axis of the bar graph shows the number of hours worked per week, while the y-axis shows the number of respondents. The table provides the same information in a tabular format, along with the percentage of respondents in each category. The most common work hours per week are 31-40 hours, with 64 respondents (64%).

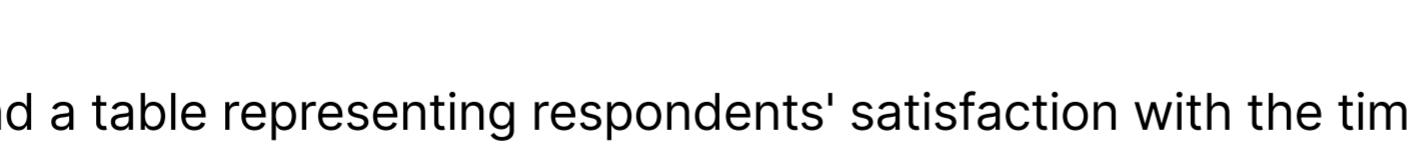
Q) Marital status?



S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Married	81	54
2	Unmarriid	69	46
Total		150	100

The shows a bar graph and a table representing the respondents' feelings about job fulfillment. The x-axis of the bar graph shows the level of agreement or disagreement with the statement "I feel fulfilled by my job," while the y-axis shows the number of respondents. The table provides the same information in a tabular format, along with the percentage of respondents in each category. The majority of respondents (37.3%) agree that they feel fulfilled by their job, followed by those who are neutral (24.7%).

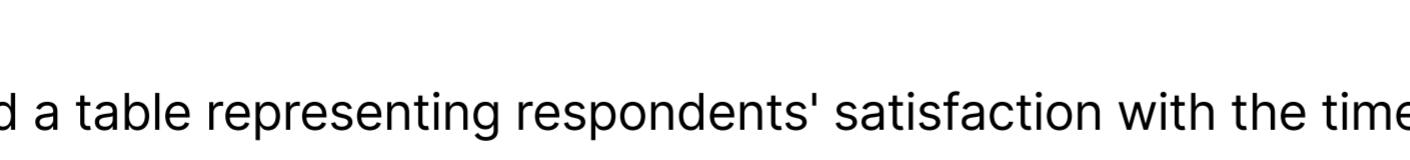
Q) I feel fulfilled by my job?



S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Disagree	6	4
2	Disagree	13	8.7
3	Neutral	37	24.7
4	Agree	56	37.3
5	Strongly Agree	42	28
Total		150	100

The bar graph and a table representing respondents' satisfaction with their family. The x-axis of the bar graph shows the level of agreement or disagreement with the statement "Satisfied with the time spent with family," while the y-axis shows the number of respondents. The table provides the same information in a tabular format, along with the percentage of respondents in each category. The majority of respondents (33.3%) disagree with the statement, followed by those who are neutral (47%).

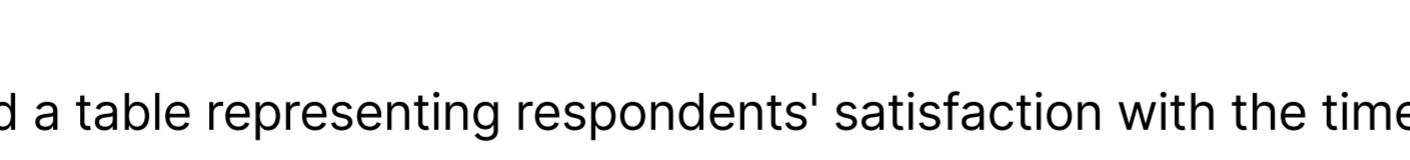
Q) Satisfied with the time spent with family?



S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Disagree	7	4.7
2	Disagree	50	33.3
3	Neutral	47	47
4	Agree	30	20
5	Strongly Agree	19	12
Total		150	100

The bar graph and a table representing respondents' feelings about being overwhelmed by the amount of things they need to do. The x-axis of the bar graph shows the level of agreement or disagreement with the statement "Overwhelmed by the amount of things i need to do?", while the y-axis shows the number of respondents. The table provides the same information in a tabular format, along with the percentage of respondents in each category. The majority of respondents (54%) agree that they feel overwhelmed, while 46% disagree.

Q) Overwhelmed by the amount of things i need to do?



S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Disagree	70	46
2	Agree	80	54
Total		150	100

# AFFINITY MAPPING

## Observation

- Emotional Support.
  - No In Laws Support.
  - Adjust themselves according to situation.
- Harshali Duse
- Needs to manage everything by themselves.
  - Mentally Strong.
- Harshali Duse

## Pain Point

Workload	Gender Gap	Burnout	Lack of Social Support
Double workload  Harshali Duse	Gender gap in the workplace  Harshali Duse	Stress and guilt due to the inability to give enough time to family  Harshali Duse	Not all women have adequate social support  Harshali Duse
Excessive working hours  Harshali Duse	Additional burden for women to care for family members while meeting work demands  Harshali Duse	Difficulty focusing between work and life, leading to decreased productivity  Harshali Duse	Women may experience internal conflict due to dividing their energy, time, and thoughts between work and family  Harshali Duse
Excessive work pressure leading to stress  Harshali Duse	Difficulty for women to advance in their careers  Harshali Duse	Tension from being constantly connected online, disturbed by the continuous flow of information  Harshali Duse	Low social support can lead to poor work-life balance for women, making them vulnerable to physical and psychological impacts due to responsibilities in both work and family domains. This can also hinder women's career advancement.  Harshali Duse
Decreased productivity due to fatigue  Harshali Duse			
Physical and mental exhaustion caused by excessive work pressure  Harshali Duse			
Increasing workload between formal and domestic work  Harshali Duse			

## Goals

## Findings

• Climb the corporate ladder  Harshali Duse	• Any family support  Harshali Duse	Needs to compromise while buying things.  Harshali Duse	Lashes out at family members.  Harshali Duse
• Be a positive role model for her children  Harshali Duse	• Achieve work-life balance  Harshali Duse	Managing mood and behaviour of child and family.  Harshali Duse	No Family Support.  Harshali Duse

## Needs

Supporting family members when partner is away.  
  
Harshali Duse

Need the in laws to look after child when away for work.  
  
Harshali Duse

Needs more financially strong so that they cannot compromise.  
  
Harshali Duse

Thinking about how to fulfill child's needs.  
  
Harshali Duse

Handles all the problems alone.  
  
Harshali Duse

Deals with relatives alone.  
  
Harshali Duse

Dipti Shinde

Age-Gender-Occupation-Location- 34 Female Working Yerawada Pune

PASSIONATE CONFIDENT

AMBITIOUS HARDWORKING

Adjusts herself with the situation.  
  
Harshali Duse

Handles all the problems alone.  
  
Harshali Duse

Deals with relatives alone.  
  
Harshali Duse

Unsure about whom to trust.  
  
Harshali Duse

Stressed  
  
Harshali Duse

Happy  
  
Harshali Duse

Needs to handle everything by herself.  
  
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Needs more time to spend with husband.  
  
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## Ideate Phase

### Solution Idea

How can we create a supportive work environment for career women to manage work hours efficiently, reduce stress, and cope with the double burden of work and family responsibilities?

- Provide an application tailored for women to create a daily planner.
- Include an activity break reminder feature to ensure that there is designated time for rest after intensive work periods.
- Develop a task management application enabling users to create task lists and set deadlines.
- Providing suitable applications for women to structure their schedules more effectively.

How can we create a professional platform for career-oriented women that serves to enhance skills and overcome career obstacles?

- Provide educational content in the form of articles, events, or webinars that focus on skill development, work-life balance (WLB), stress management, and mental health.
- Implement interactive features such as liking and commenting within a community-oriented platform.
- Establish an online platform allowing career-oriented women to share experiences, challenges, tips & tricks, and success stories in their professional journeys.

How can we optimize the flow of information for career-oriented women through digital interventions that enhance focus and mitigate the risk of burnout, ultimately improving work efficiency?

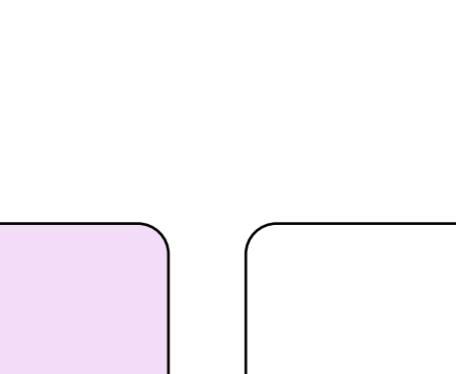
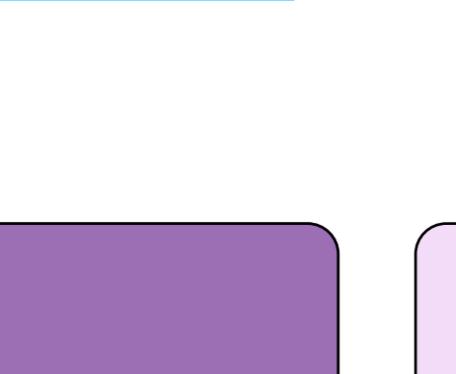
- Implementation of a “Do Not Disturb” feature on smart devices to automatically disable notifications during break times or when full concentration is required.
- Integration of a “Focus Mode” feature that disables or limits access to distracting applications or websites during specified periods.
- Customizable notifications to alert users about deadlines and important activities.
- Incorporation of a “Challenge” feature to promote timely sleep and wake routines.

How can we establish a digital support platform for career women to create a space for both physical and mental support, fostering a balance between work and personal life?

- Create an online platform for career-oriented women to share insights, job-related tips & tricks, and family-related advice.
- A Self-Care application providing tips, advice, and mental health support to assist users in self-care and overall well-being.
- Users can connect with friends and share messages with fellow users.
- Users can book preferred psychologists for personalized counseling needs.
- Mood feature for tracking and managing emotional well-being.

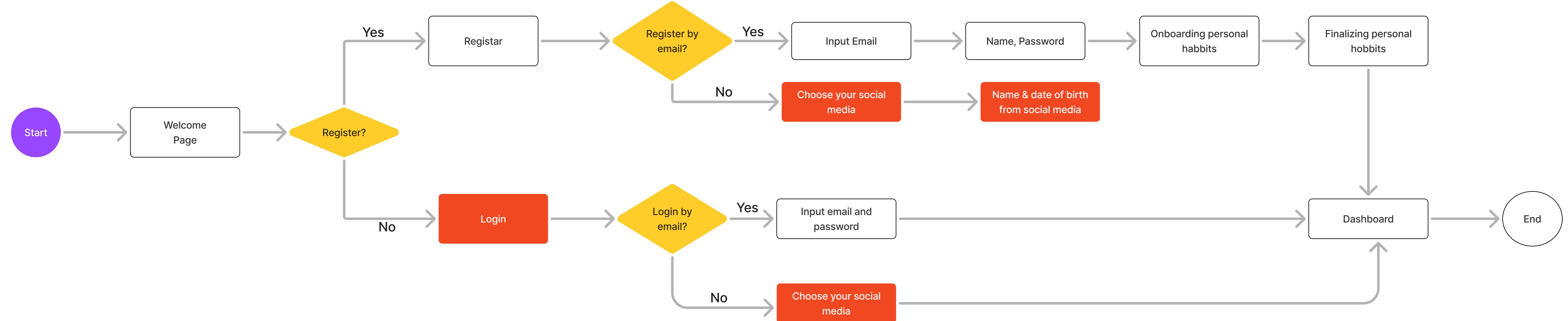
### Style Guide

#### Logo



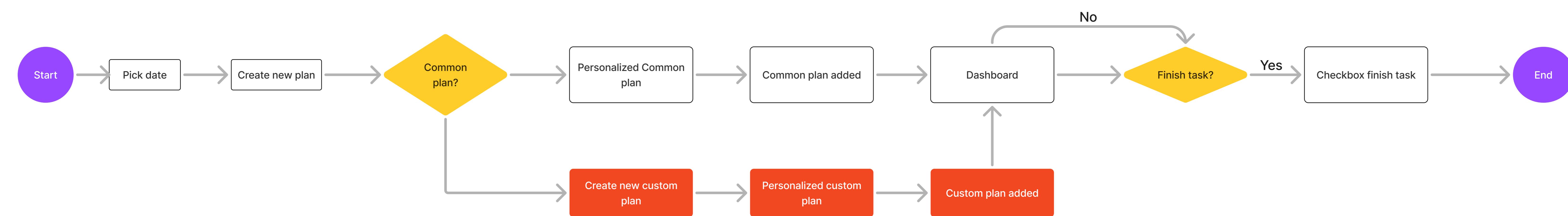
## User Flow

### Register, Login and Onboarding



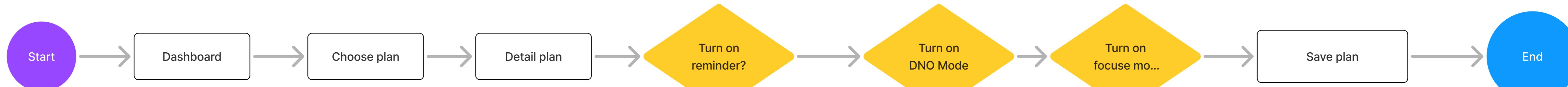
### Daily Planner

Users have registered and gone through the onboarding process



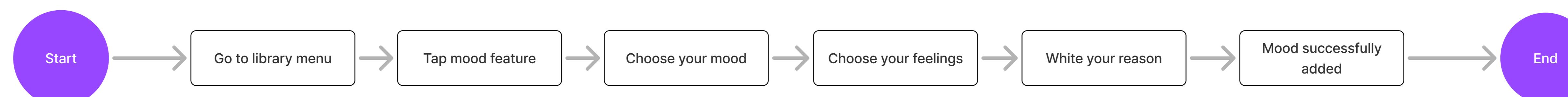
### Set Reminder, DND, and Focus Mode

The user is adding a task and is in edit mode



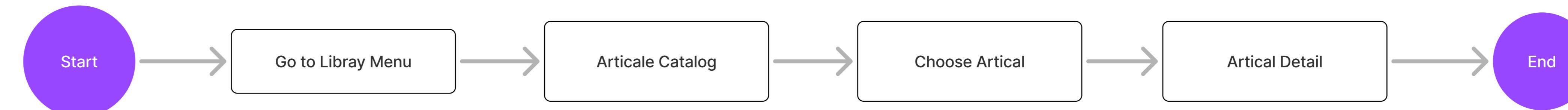
### Using the Mood Feature

User already has an account and is logged in



### Reading Articles

User already has an account and is logged in



# Wireframes

