

Product Description: The product's goal is to promote diversity within STEM fields by providing a way for women of all backgrounds to find resources, community, and visibility

Purpose Statement:

- The purpose of this brand is to fuel women's impact in STEM

User Personas:

Primary:

Diana Sue

- Works in computer sciences
- 32 year old woman
- Wants to collaborate with other women in computer science, has many ideas that don't often get seen by co-workers

Secondary:

John Montgomery

- Works with Diana Sue
- Believes her work ethic is great, and wants to see her ideas be finalized

Top 5 functions:

- Create online forums to encourage discussions with each other
- Offer scholarships/internship programs to help young women pursuing STEM degrees
- Host networking events to bring together like-minded women and inspire collaboration between them
- Support and inspire women (professionals and students) in their STEM journey
- Promote diversity within STEM fields

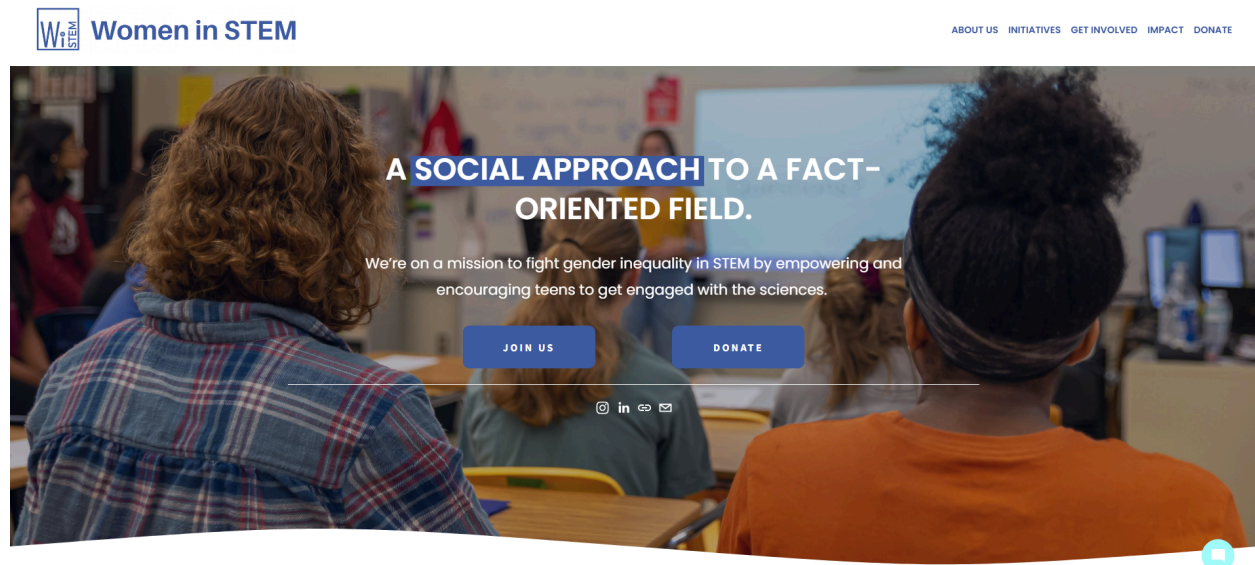
Measures of Success:

- Create online forums to encourage discussions with each other
 - Online forums allow users to reply to each other quickly
- Offer scholarships/internship programs to help young women pursuing STEM degrees
 - With information provided by users, they can be redirected to current scholarships and internship programs running
- Host networking events to bring together like-minded women and inspire collaboration between them
 - Networking events would be open to all users
 - Users can make connections between users with similar interests
- Support and inspire women (professionals and students) in their STEM journey

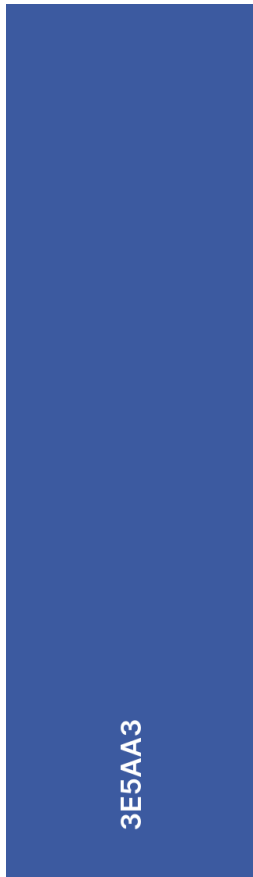
- Offer the positives in getting into STEM, and easy ways in starting the journey
- Promote diversity within STEM fields
 - Assures users that the website is for all individuals and STEM should be for everyone

Competitor's Visual Audit:

Competitor Site:



Color Palette:



FFFFFF



SITE COLOR PALETTE

coolors

Typefaces:

Poppins, "Source Sans Pro", sans-serif

Type Hierarchy:

Generic: 40.3732px

Poppins, sans-serif

Strong: 18.5656px Poppins, sans-serif

Link: 16px Source Sans Pro

Paragraph: 16px Poppins, sans-serif

Link: 14.7172px Poppins, sans-serif

Media: Link, pictures, buttons, textbox, graphics objects