



STEMblazers

May 2025

A screenshot of a laptop displaying the STEMblazers website. The website has a dark background with a large image of two girls in a lab setting. One girl is looking through a microscope, and the other is working at a bench. The STEMblazers logo is in the top left corner. The main heading is "We Inspire Girls in STEM". Below it is a descriptive paragraph about the organization's mission. A "Donate" button is visible in the top right corner of the website's header area.

Meet the team, define UX
research, and project overview

Introduction

Improve Usability

Understand Audience Needs

Website Audit

Appendix

Who we are?



Lauren Kemperman
M.S. CTD
UX Researcher /
Lead Communicator



Shraddha Shinde
M.S. CTD
UX Researcher



Saharnaz Hadavandkhani
M.S. CTD
UX Researcher/
UX Designer



Harrison Smith
M.S. CTD
UX Researcher



John Lettang
M.S. CTD
UX Researcher

What is UX research?

- 1 UX research actively investigates and reveals how real people interact with a product or service.
- 2 Specifically for STEMblazers, we are uncovering how students, teachers, and volunteers navigate and experience the STEMblazers website.
- 3 Through this active process, we pinpoint concrete opportunities to make the STEMblazers online experience easier, faster, and more effective in guiding stakeholders toward meaningful action, assisting STEMblazers in their mission of reaching 1-million girls.

Company Background

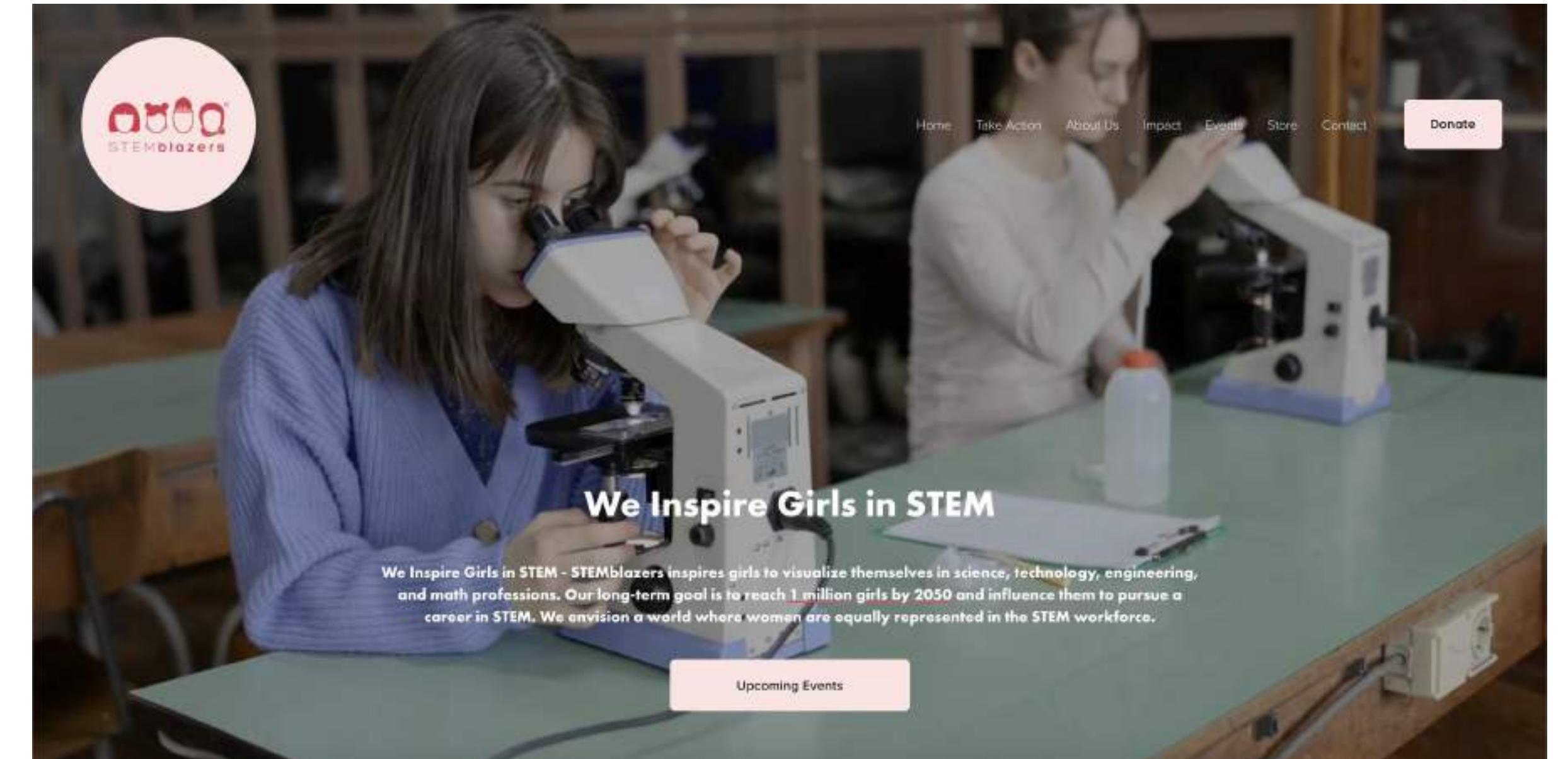


STEMblazers: Inspiring Future Women in STEM

STEMblazers is a Colorado nonprofit dedicated to increasing middle and high school girls' interest and involvement in STEM fields.

Their website offers functionality such as:

- Chapter information
- Program and event details
- Volunteer & sponsorship options
- Donation portal
- Impact stories
- Contact & social media



Target Audiences

Students

Middle / high school age students who are curious about a STEM focused extracurricular program

Parents

Parents of middle / high school aged students interested in increasing their daughters' awareness and involvement in STEM activities prior to college

Teachers

Teachers at schools that are interested in getting a STEMblazers chapter at their school

Donors & Partners

Corporations interested in sponsoring events or charitable giving

Volunteers

Adults interested in leading a chapter a local school, serving as a guest speaker, serving as job shadow host or mentor

Similar Organizations

Girls Who Code

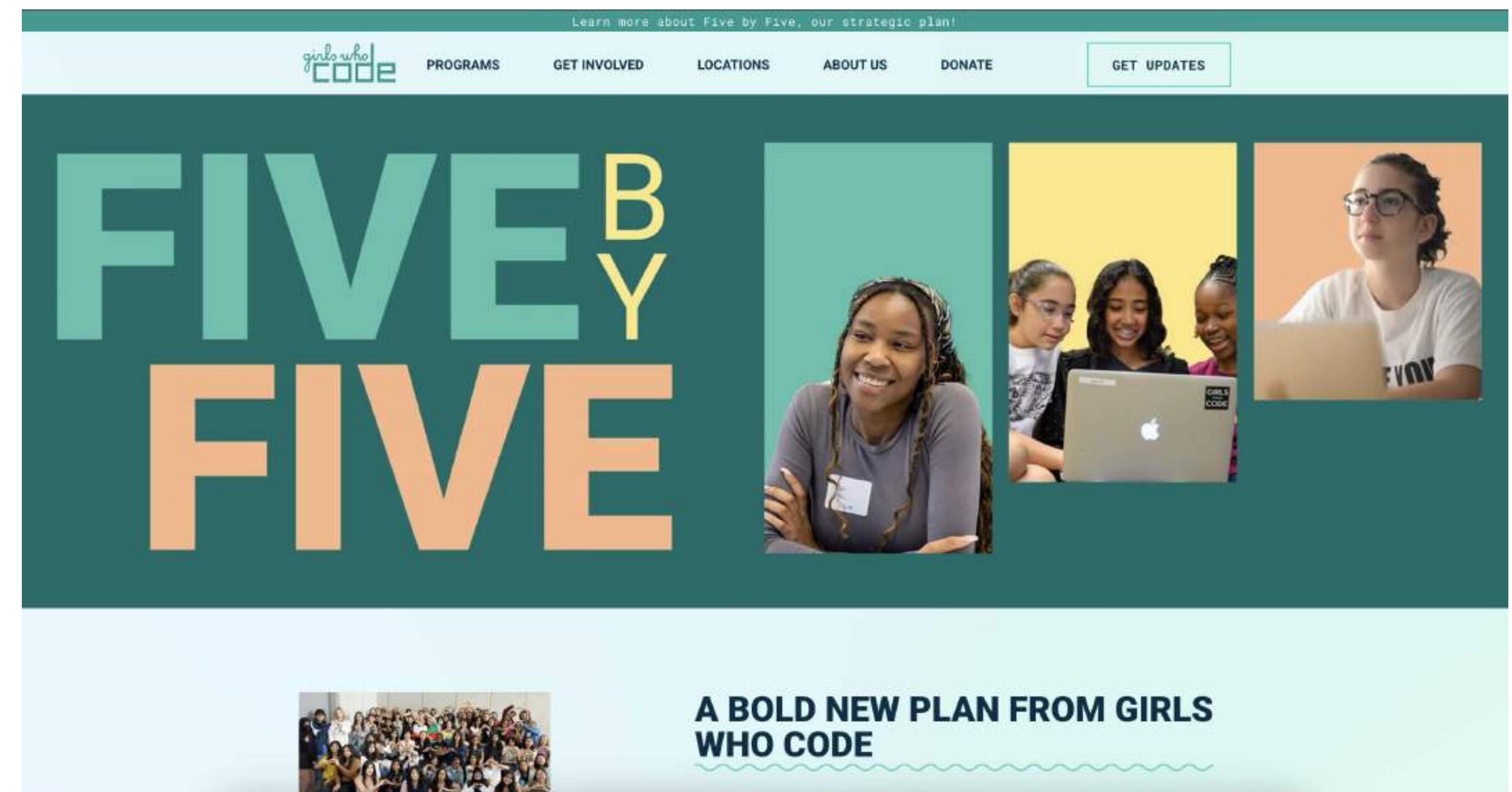
Mission: To close the gender gap in technology.

Founded: 2012

Functionality: Provides coding clubs (3rd–12th grade), summer programs, college support, curriculum resources, and alumni network.

Why Girls Who Code?

- Shared goal: Closing the gender gap in tech
- Focus: STEM education for girls
- Both are nonprofit organizations



Research Challenges

① User Interviews

The primary target audience is students, but we were unable to interview anyone under the age of 18.

② Similar nonprofit

Competitor websites have similar functions, but lack directly comparable step-by-step user journeys for all of STEMblazers' key stakeholders.

Identify strengths and pain points by observing interactions with the STEMBlazers website

Introduction

Improve Usability

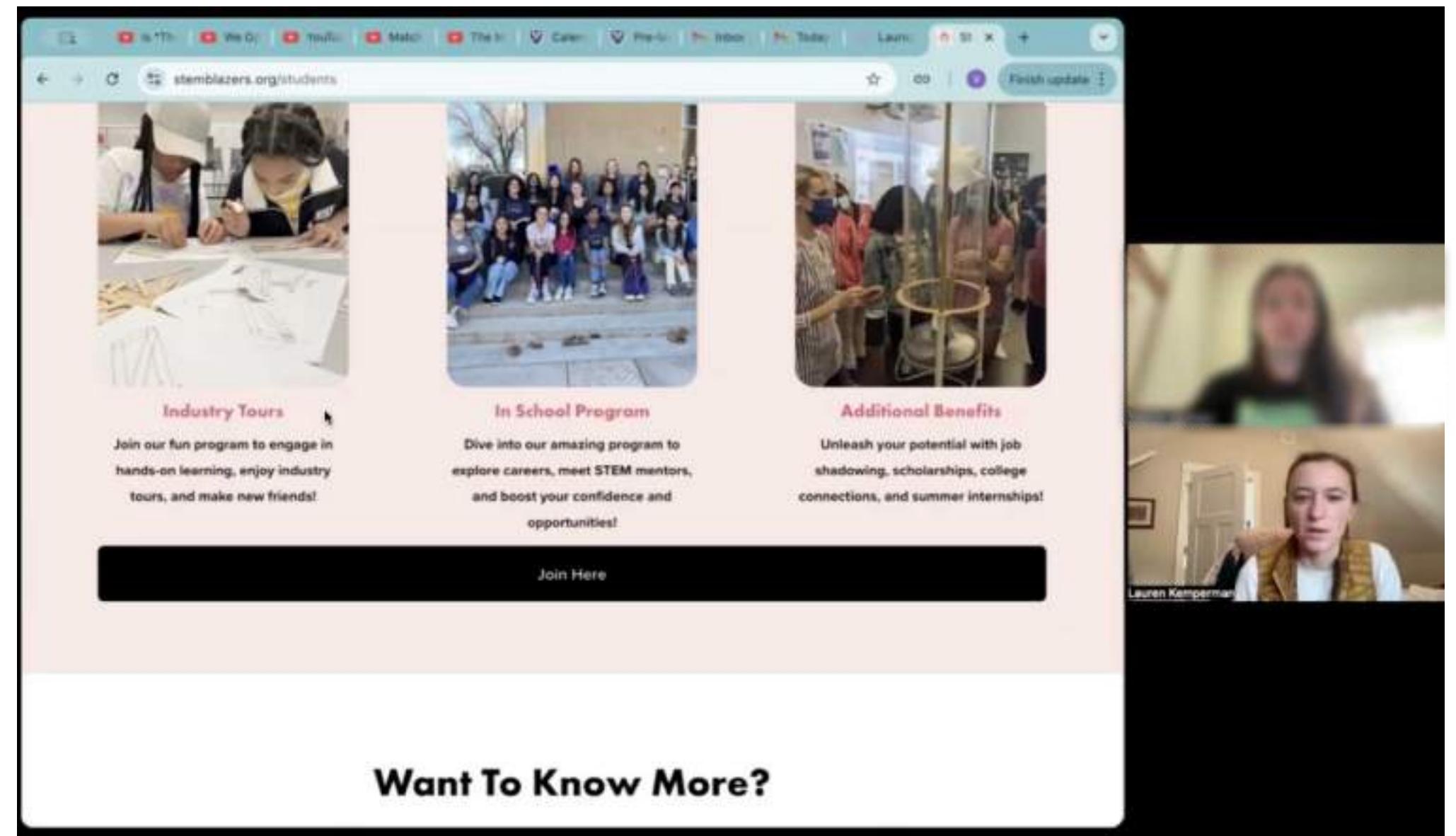
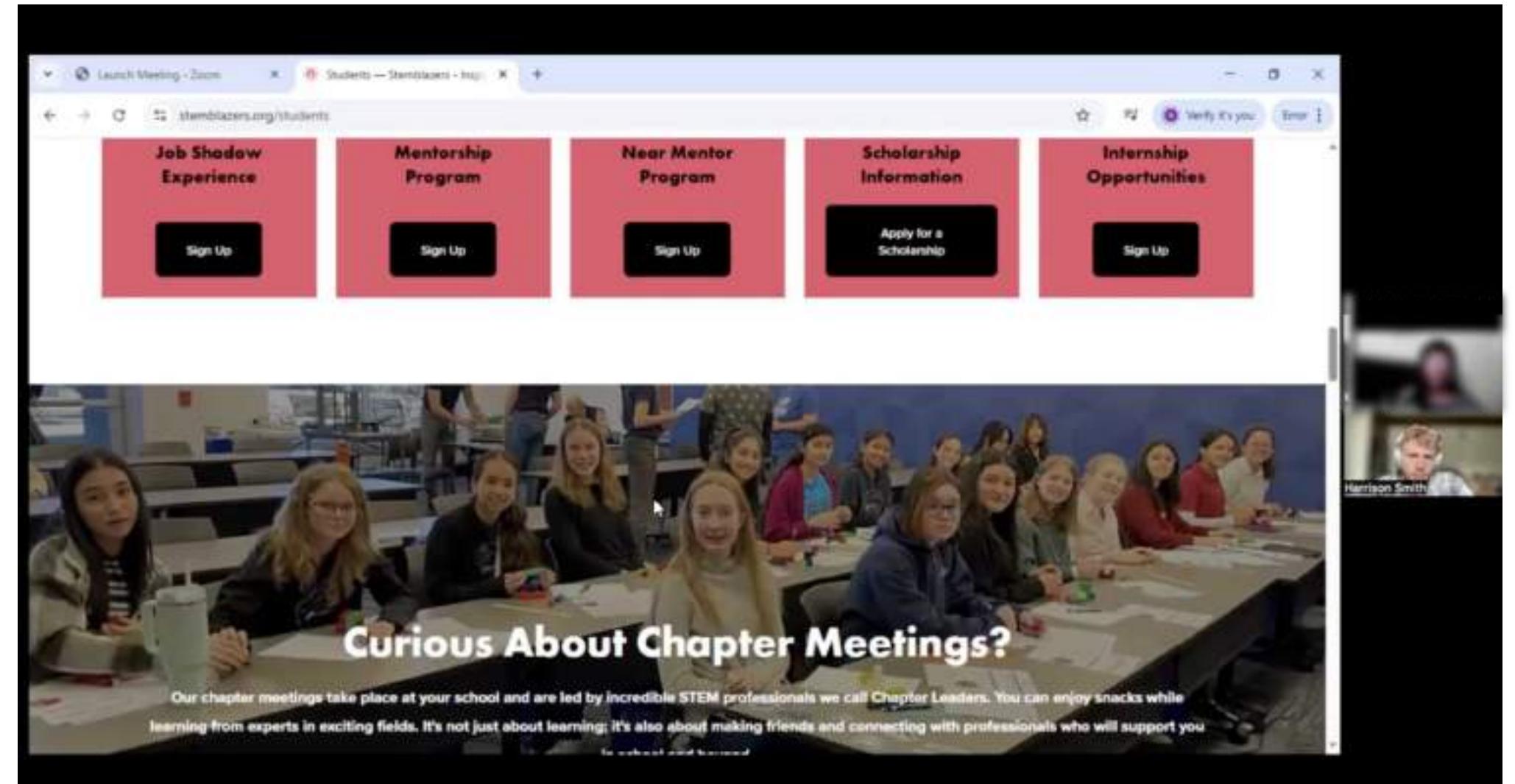
Understand Audience Needs

Website Audit

Appendix

Remote Interviews

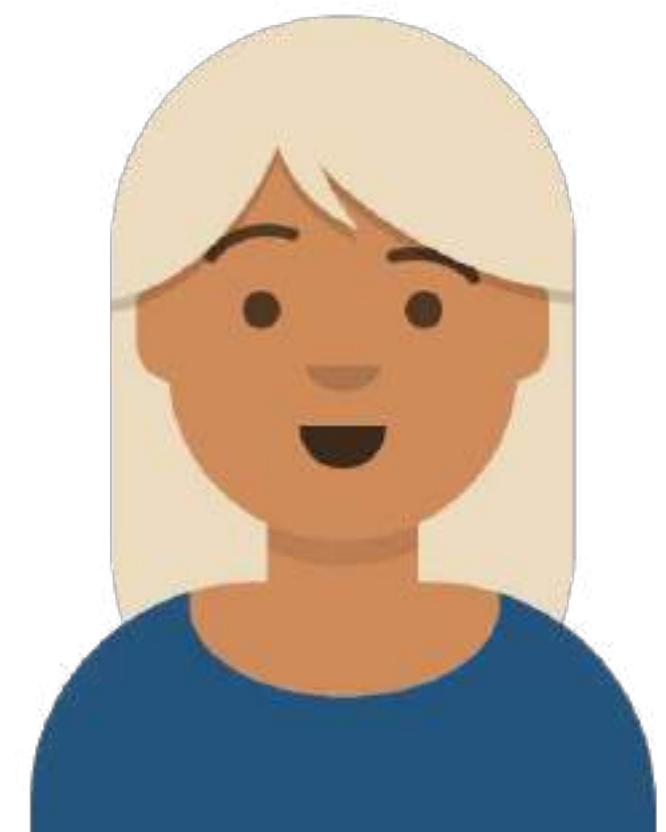
- **Goal :** Investigate the current site's usability through 30 minute, semi-guided remote interviews
- Interviewed 5 STEM-interested girls about their first impressions and thoughts on the STEMblazers site and organization



The Users (Students)



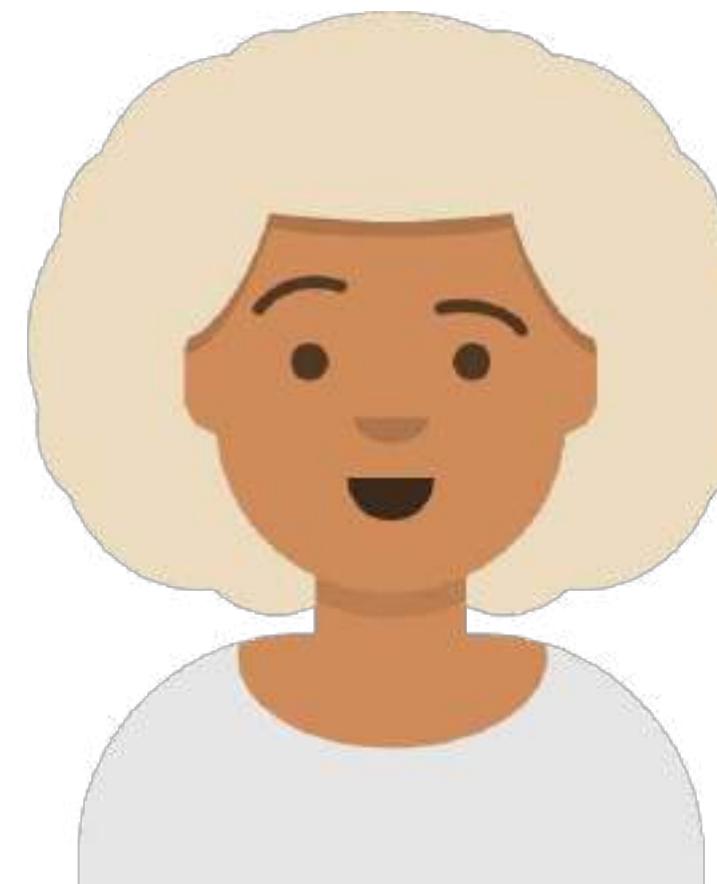
Karly
High School Senior
Age: 18
Germantown, Ohio



Sam
College Sophomore
Age: 18
Atlanta, Georgia



Vicky
College Sophomore
Age: 19
Atlanta, Georgia



Margot
College Freshman
Age: 19
Atlanta, Georgia



Emily
College Sophomore
Age: 19
Gainseville, Florida

Interview Plan

- 1 **Explore the website
and give initial
thoughts**
- 2 **Discover how to get
involved through
the site**
- 3 **Register for a new
or existing school
program**

Interview Plan

1

**Explore the website
and give initial
thoughts**

2

**Discover how to get
involved through
the site**

3

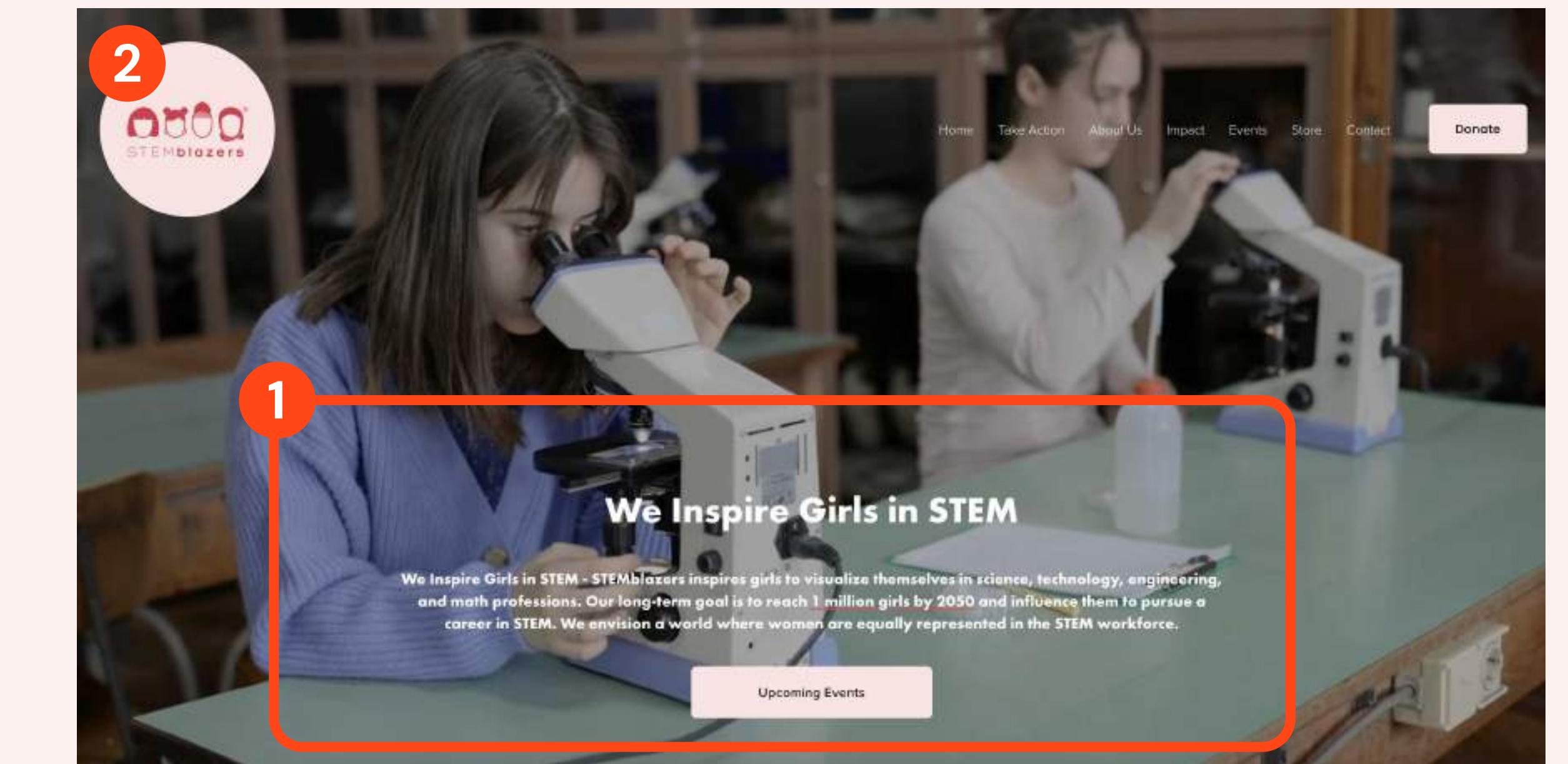
**Register for a new
or existing school
program**

1 Explore the website and give initial thoughts

Successes:

Users easily grasped STEMblazers purpose and target audience due to:

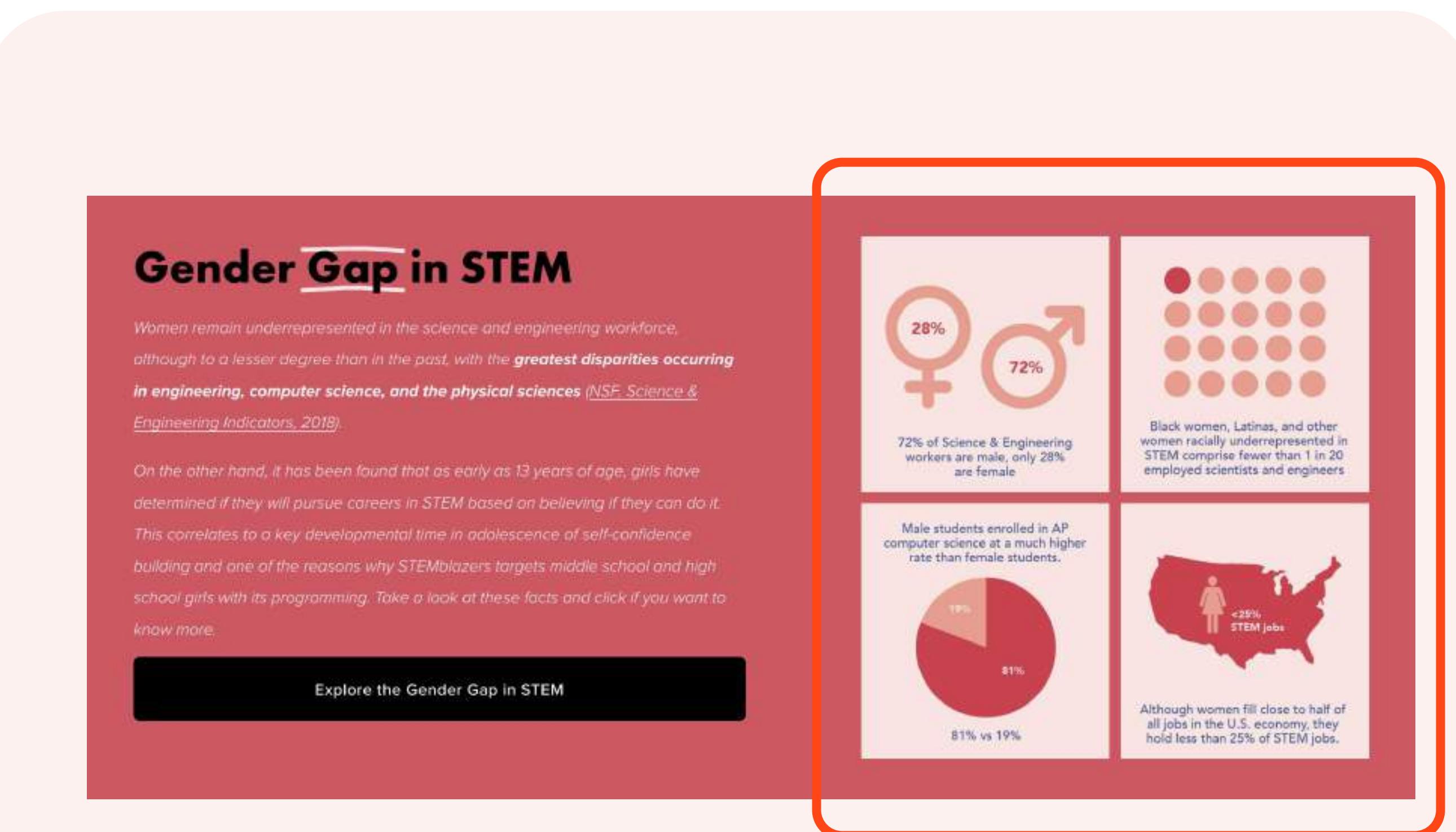
1. A clear mission statement
2. The visual identity (photos of girls, the logo, & pink hues).



Explore the website and give initial thoughts

Successes:

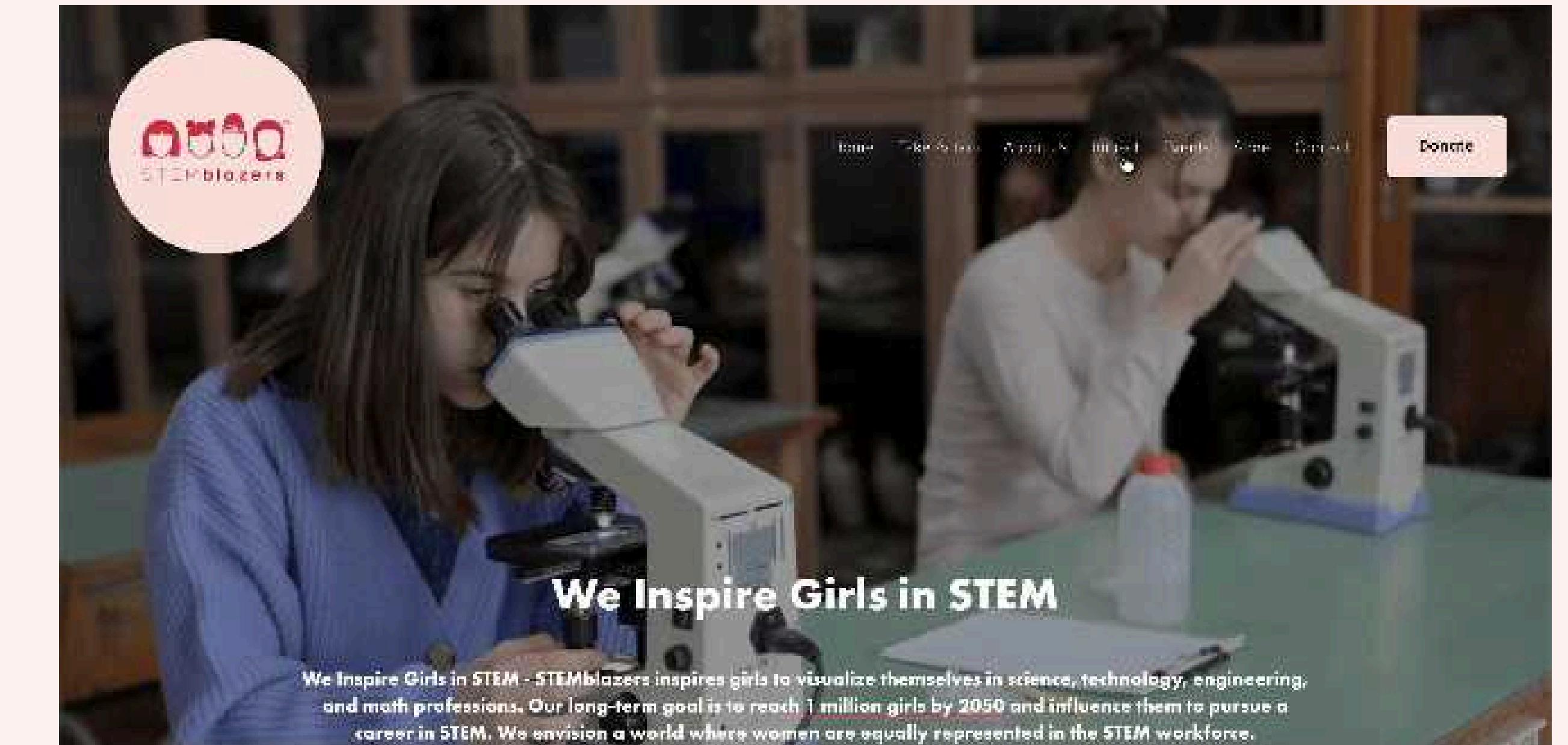
Statistics-driven mission generated empathy with the users by visually quantifying the problem for anyone to understand.



Explore the website and give initial thoughts

Successes:

Participants connected with the testimonial videos because they saw **relatable students** and **could imagine themselves** being part of the organization.



1 Explore the website and give initial thoughts

Insights:

While exploring the landing page, some users did not understand what STEMblazers does or could provide them.

The screenshot shows the homepage of the STEMblazers website. At the top left is a circular logo with the text "STEMblazers". The main visual is a photograph of two young girls in a lab setting, one looking through a microscope. Below the photo is the tagline "We Inspire Girls in STEM". A descriptive paragraph explains the organization's mission: "We Inspire Girls in STEM - STEMblazers inspires girls to visualize themselves in science, technology, engineering, and math professions. Our long-term goal is to reach 1 million girls by 2050 and influence them to pursue a career in STEM. We envision a world where women are equally represented in the STEM workforce." At the bottom right of the page is a button labeled "Upcoming Events".

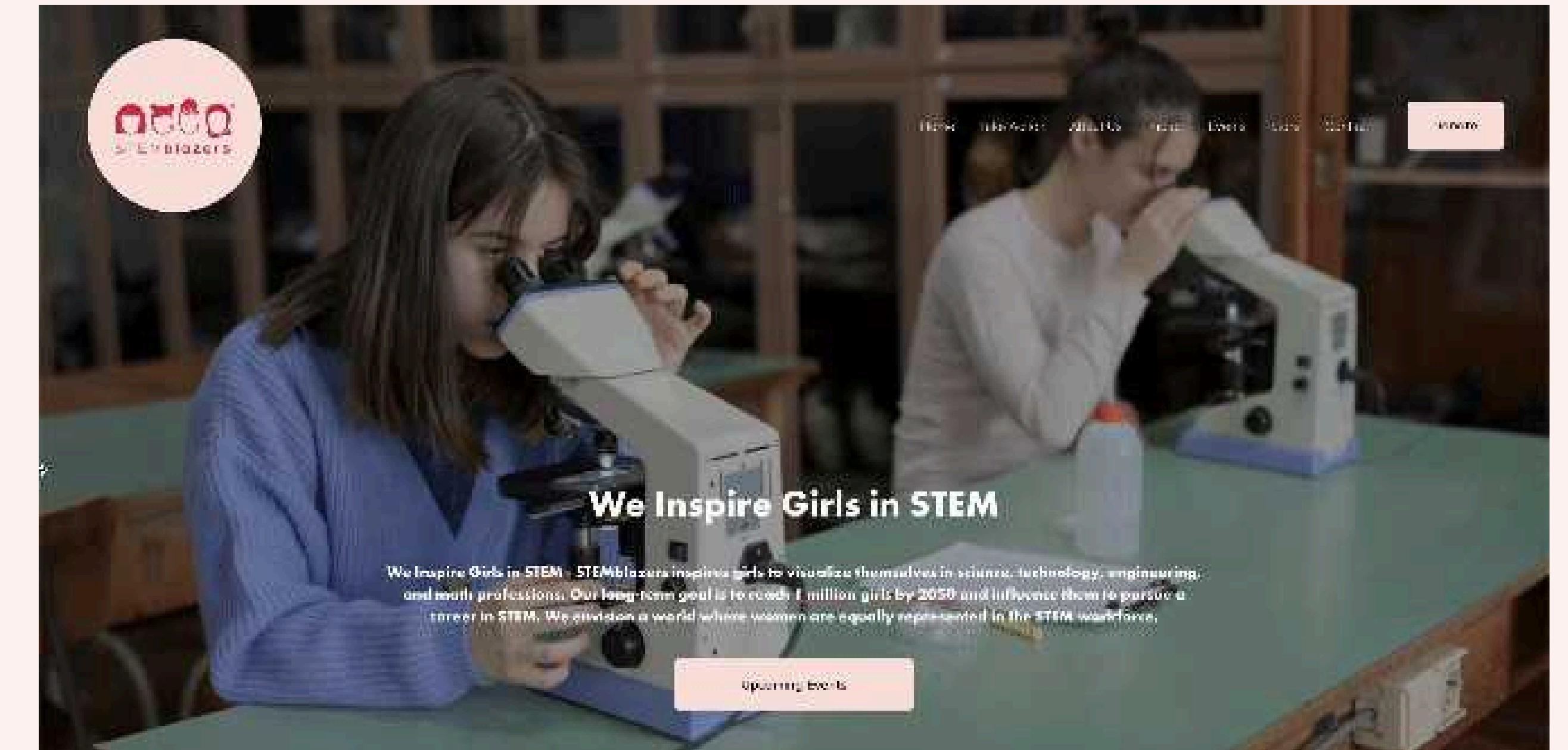
Explore the website and give initial thoughts

“I think based off this it's just explaining women in STEM, I don't really know...

K - high school senior

“They are just trying to encourage girls to be in STEM related things by, I guess, putting on events?

S - college freshman

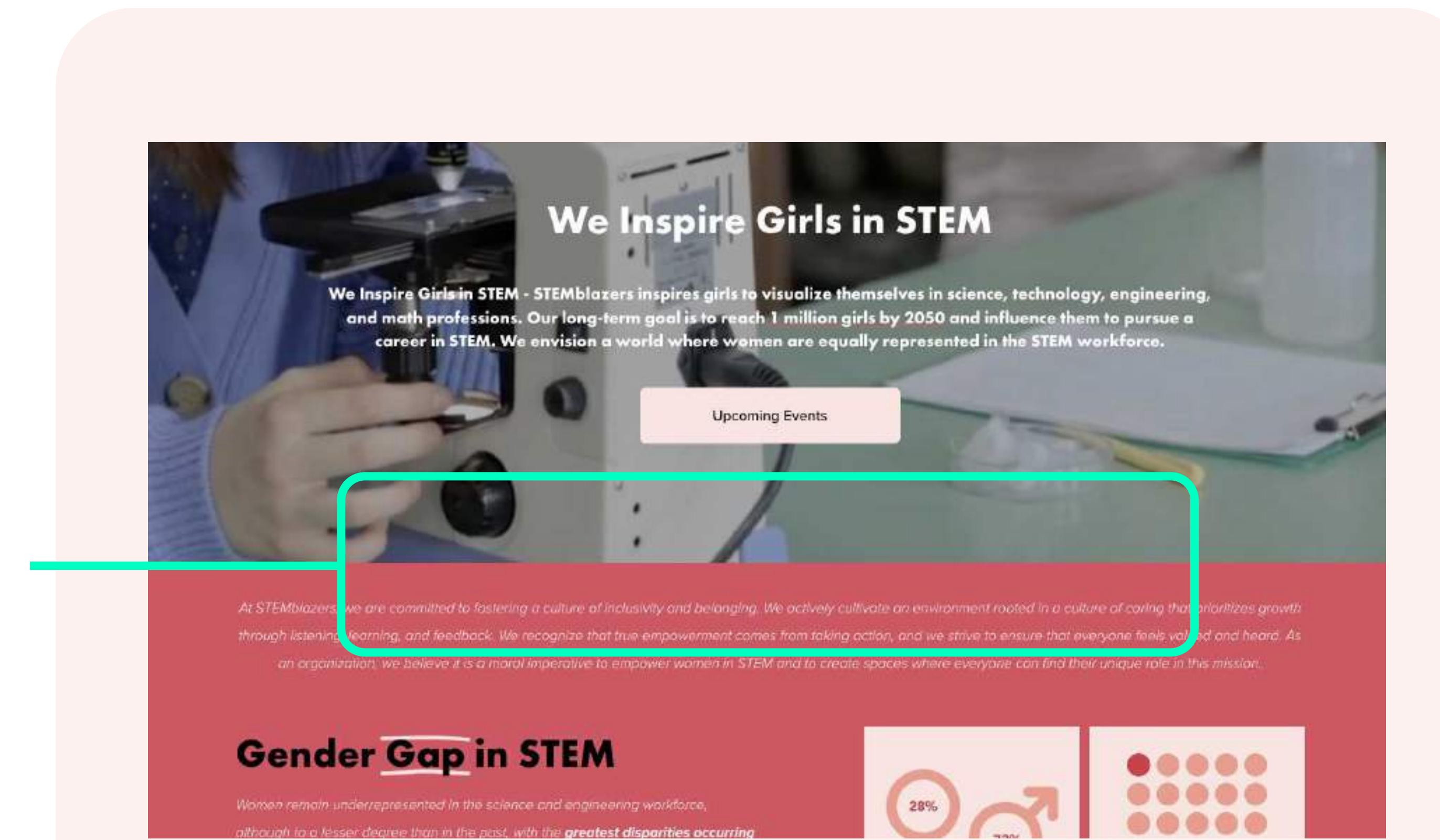


Explore the website and give initial thoughts

Areas for Opportunity:

State more clearly what the organization provides on the home page for students and schools

- Example: Give specific details about after-school chapters, or the ways to get involved.



Interview Plan

1

Explore the website
and give initial
thoughts

2

**Discover how to get
involved through
the site**

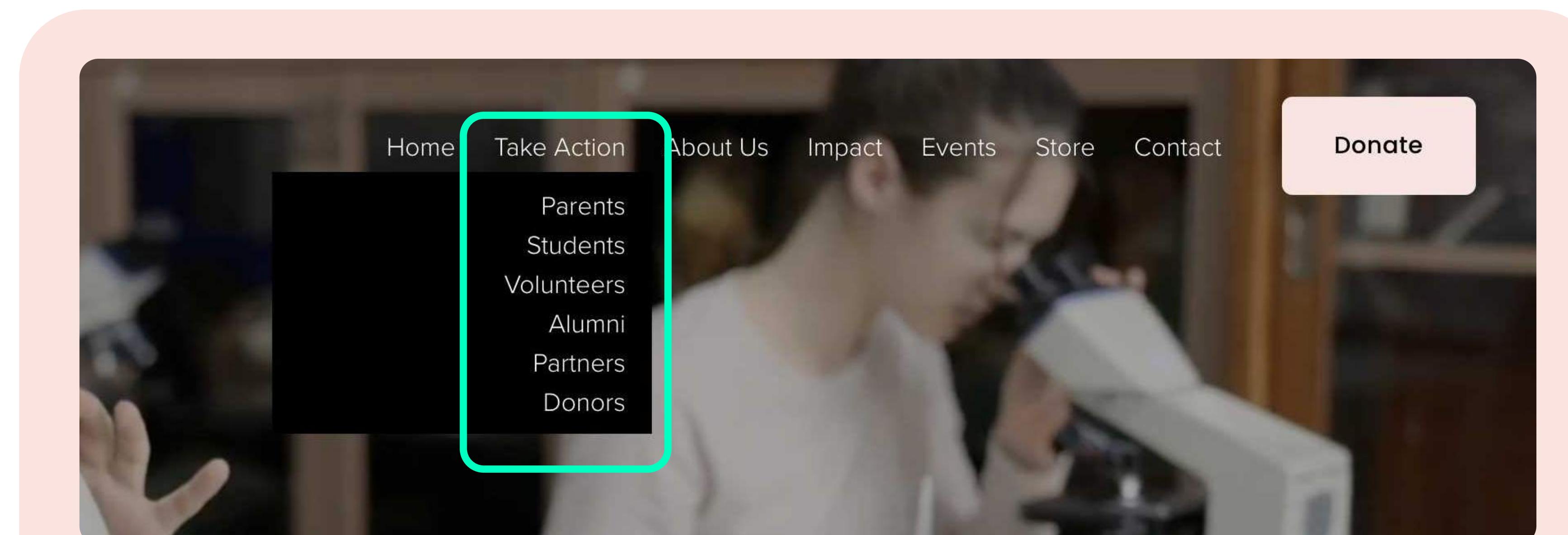
3

Register for a new
or existing school
program

Discover How to Get Involved

Successes:

Clear “take action” options helped users quickly understand how to get involved.



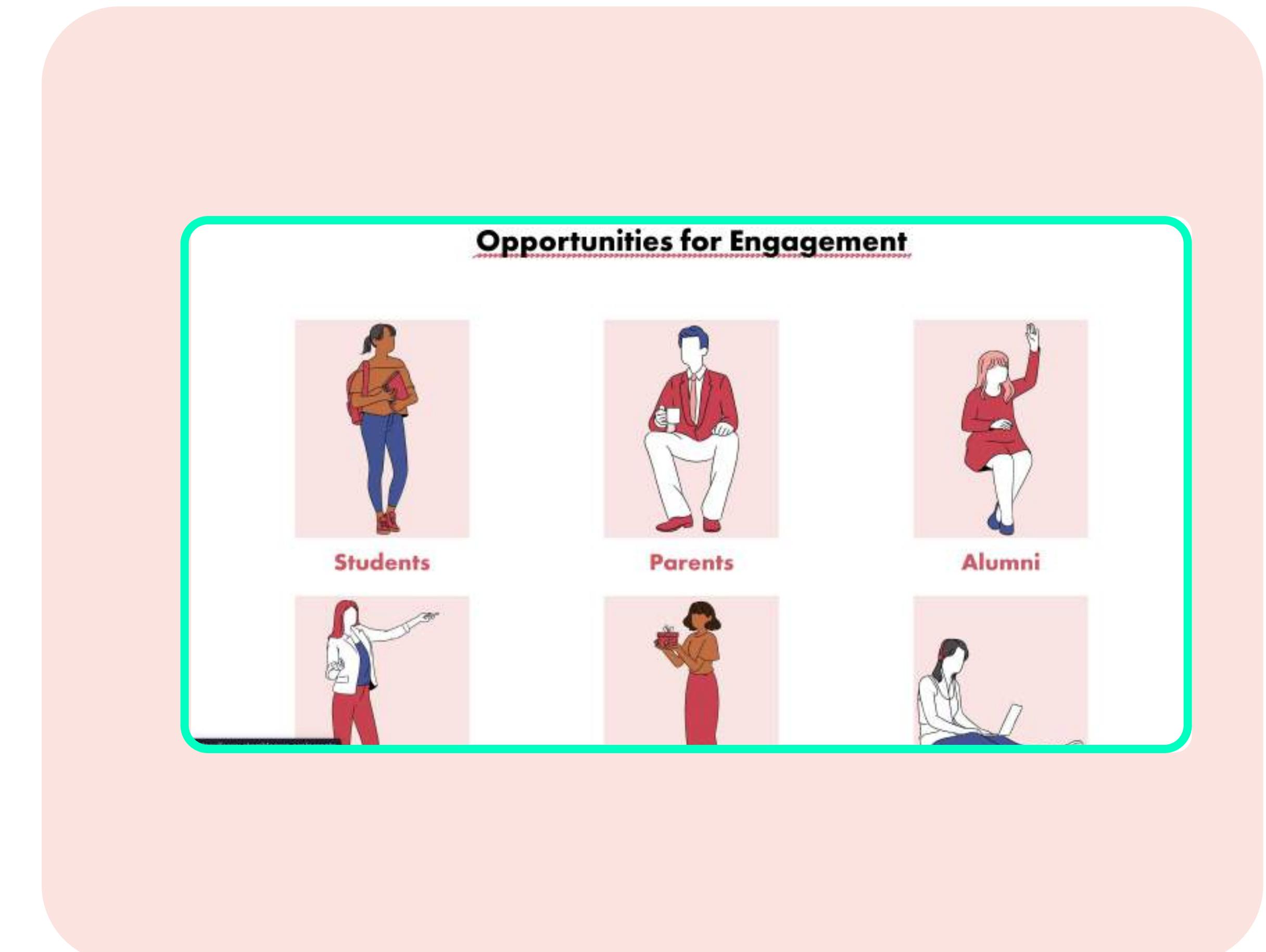
Discover How to Get Involved

Successes:

Users also responded positively to how easy it was to find their school or contact STEMblazers, which could **encourage meaningful participation**.

“ it was really interesting and cool that the organization doesn't just focus on students. Since I'm in college [...] I like that I could still make an impact by volunteering.

E- college sophomore



Discover How to Get Involved

Insights:

Users encountered **inconsistent access to key information**, leading to **confusion and frustration**.

(One user did not expect to be redirected to a google drive for volunteer info)

“It’s a little overwhelming to have all of this, and they look kind of similar...it takes you to a drive instead of just having things embedded.

M - college freshman

The image illustrates a user interface design issue where a user was redirected from a landing page to a Google Drive folder for volunteer information. The landing page features three main sections: 'Get Involved' (volunteering), 'Ways to Engage' (events), and 'Informational Session' (informational events). Each section includes a small photo and a brief description. Below the sections are three buttons: 'Learn More', 'Explore', and 'Sign Up'. The 'Explore' button is highlighted with a red circle and a downward arrow points to a screenshot of a Google Drive folder titled 'Website Volunteer Folde...'. This folder contains several PDF files related to volunteer opportunities, such as 'Summary - Volunteer', '2024 STEMblazers one...', 'Chapter Leader.pdf', 'Guest Speaker.pdf', 'Industry Tour.pdf', 'Job Shadow.pdf', and 'Host an Industry Tour'. The entire landing page area is highlighted with a large pink oval.

Discover How to Get Involved

Insights:

Hesitant to reach out via “contact us” when their school wasn’t listed, revealing a **disconnect between how students expect to get involved** and how STEMblazers expects them to initiate contact.

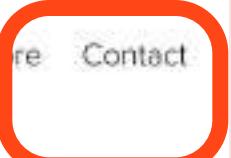
Don't See Your School?

Contact Us about how to bring STEMblazers to your school.

Contact Us



[Home](#) [Take Action](#) [About Us](#) [Impact](#) [Events](#) [Store](#) [Contact](#)



Discover How to Get Involved

Areas for opportunity:

Include school & teachers in new school registration to increase student confidence and support so that they are more likely to become involved.

- *Example: Give students a shareable PDF or link to share with their teacher.*

Contact your school about STEMblazers

Name:	Full Name
Email:	you@example.com
Message:	Comments

Discover How to Get Involved

Areas for opportunity:

Translate the information on the existing PDFs natively on the website to make the information easier to access, search, and interact with and reduce friction for users.

The screenshot shows the 'Host an Industry Tour' page on the STEMblazers website. The page features a header with the STEMblazers logo and a sub-header 'Host an Industry Tour'. Below this, there is a section titled 'Impact' which describes the purpose of hosting an industry tour. The 'Impact' section is highlighted with a red background and white text. To the right of the 'Impact' section, there are three call-to-action buttons: 'Get Involved', 'Ways to Engage', and 'Information Session'. The 'Get Involved' button is highlighted with a red box. Below these buttons, there are three small images: one showing people working on a construction site, one showing two women standing outdoors, and one showing three women standing in an office. At the bottom of the page, there are three buttons: 'Learn More', 'Explore', and 'Sign Up'.

Interview Plan

1

Explore the website
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thoughts

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Discover how to get
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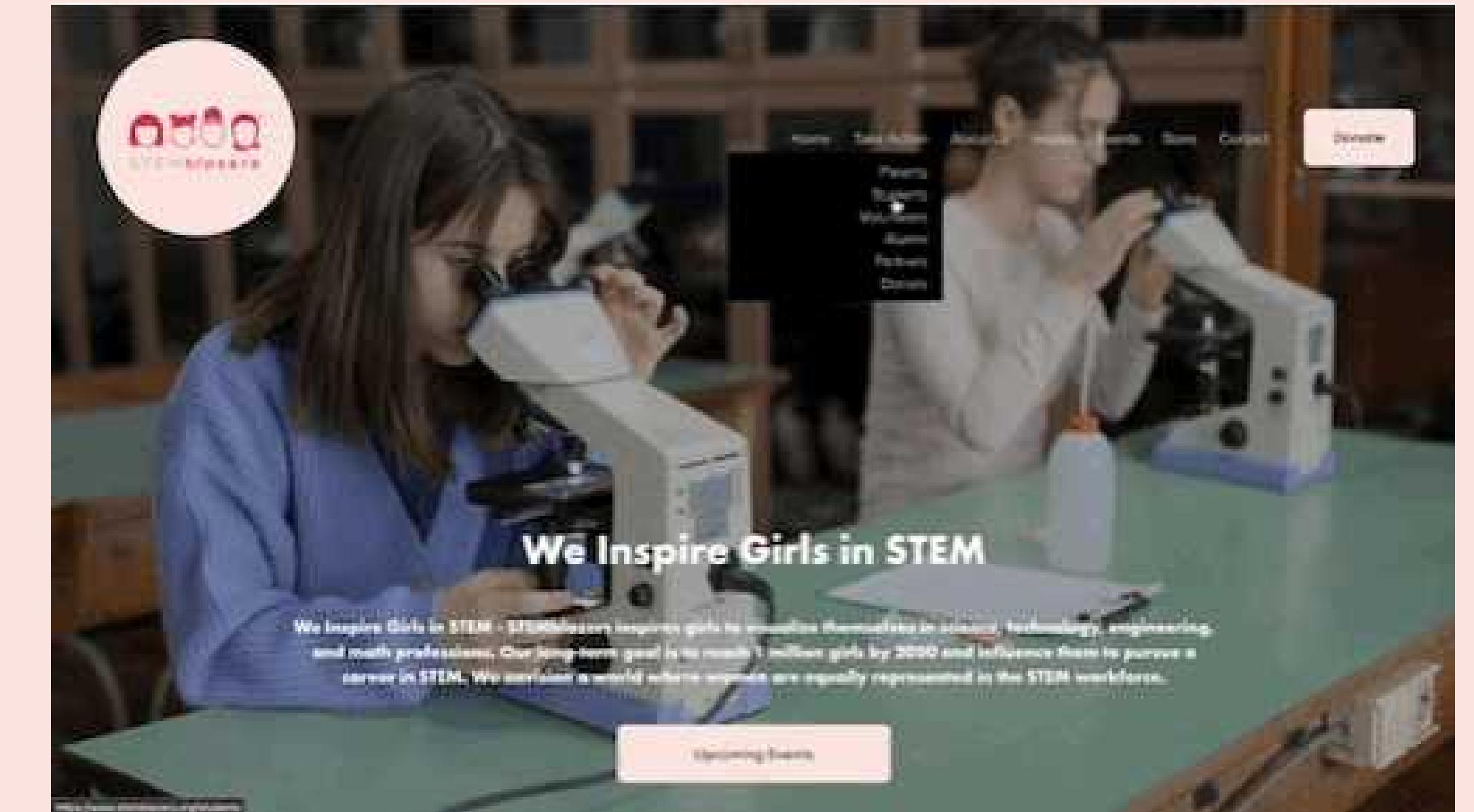
**Register for a new
or existing school
program**

Register for a new or existing school program

Successes:

Users intuitively found the “students” page and looked there for trying to sign up for a chapter

- Having “students” under the take action section of the navigation bar and also as an “opportunity for engagement” led to a successful user journey



Register for a new or existing school program

Successes:

Schools that had a program description showed transparency for what to expect from the STEMblazers program and at what cost

“It gives you a good view of what you could be doing”

K - college freshman

Sky View Academy '24-'25

\$150.00

PROGRAM DESCRIPTION

Chapter is open to students from 8th through 12th grade.*Registration **FEE is \$150** to participate in this program for the entire school year. This chapter is limited to 35 students. Membership Includes:

1. 2 Chapter meetings per month
2. Guest speakers; professional women working in STEM industries
3. Interactive hands-on activities
4. Professional mentoring
5. Industry Tours around the Denver Metro area
6. Job shadow experiences

Register for a new or existing school program

Insights:

Users reported that the chapter registration form was broken and couldn't be completed.

“ Oh, there's nothing on the form, so I guess, like I can't even like write my school name, or anything like that.

M - college freshman



Register for a new or existing school program

Insights:

- Inconsistent chapter registration experiences caused frustration for some users
 - Forms hosted in-site had lots of helpful information while forms on google forms did not have any of that information

“Oh shoot, I wasn’t expecting a google doc out of it”

K - college freshman



Register for a new or existing school program

Insights:

Some users were confused by the registration fee, student capacity details, and quantity section in the program description

“Does it mean \$150 for 35 students? ...the quantity, does it go up to 35?”

k - college freshman

PROGRAM DESCRIPTION

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3. Interactive hands-on activities
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5. Industry Tours around the Denver Metro area
6. Job shadow experiences

*If you would like to apply for a scholarship to cover your registration fee, please e-mail info@stemblazers.org for an application form.

Quantity:

Register

Register for a new or existing school program

Areas for Opportunity:

Audit existing google form links to ensure accuracy and functionality

- The “New Chapter” form was the only one our researchers found that was entirely broken

New Chapter (website form)

piepak3@gmail.com [Switch account](#)

Not shared  Draft saved

Untitled Question

Option 1 

[Submit](#) [Clear form](#)

DSST: College View High School
2024-2025

Please fill out this form to register for STI blazers at College View High School for the 2024-2025 School Year.

piepak3@gmail.com [Switch account](#)

Not shared 

* Indicates required question

Student First Name *
 Your answer

Student Last Name *
 Your answer

Student ID Number *
 Your answer

Register for a new or existing school program

Areas for Opportunity:

- Adjust program description for clarity around payment, chapter limit, and registration
- STEMblazer chapter overviews should connect with their school's website in order to build verifiability and trust

This STEMblazers chapter is open to students from 8th through 12th grade [enrolled at Sky View Academy](#).

***Registration FEE is \$150 per student** to participate in this program the entire school year. This chapter is limited to 35 students.

-suggested additions

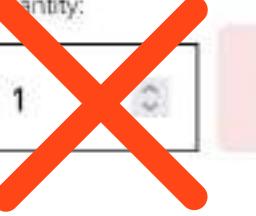
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*If you would like to apply for a scholarship to cover your registration fee, please e-mail info@stemblazers.org for an application form.

Quantity:

1 

[Register](#)

Register for a new or existing school program

Areas for Opportunity:

STEMblazer Chapter Description should link with their respective school's website in order to build verifiability and trust



Register > Sky View Academy '24-'25



STEMblazers is Now Open for Registration: 8th - 12 graders

Registration for STEMblazers is now open to students in grades 8-12. In Douglas County, this unique opportunity is only available at our campus. Join students, teachers, and professionals who work in the STEM industry for afternoon meetings centered on career exploration, preparation for college and careers, and engineering challenges. Register here at [STEMblazers!](#)

SkyView Academy

Register for a new or existing school program

Areas for Opportunity:

- Formalize and standardize the registration process to be consistent for each STEMblazers chapter
 - Users trusted the form embedded on the website more than the google form
- We recommend separating information sign up form and e-commerce payment platform for a more seamless online experience

The image contains two side-by-side screenshots of web-based registration forms.

The top screenshot is titled "STEMblazers - Inspiring Women to Work in STEM Fields". It shows a payment platform interface. On the left, there are fields for "Your Email" (prestip@gmail.com) and "Delivery" (USPS). On the right, there is an "Order Summary" section showing a single item: "Huntington HS 2024" with a price of \$30.00. The summary also includes "Order ID: 1234567890" and "Order Date: 2024-05-26 10:00 AM". Below the summary, there are sections for "Additional Information" (Student Name, Parent Name, Child Name, Previous Name, First Name, Last Name, User Name, House/Estate) and a "Comments" field.

The bottom screenshot is titled "DSST: College View High School 2024-2025". It shows a sign-up form. At the top, there is a decorative graphic of a brain with red and blue lines. Below the title, there is a note: "Please fill out this form to register for STEMblazers at College View High School for the 2024-2025 School Year." There is a link "prestip@gmail.com" and a checkbox "Not shared". Below this, there are fields for "Student First Name" (First answer) and "Student Last Name" (Last answer), both with placeholder text "First answer" and "Last answer".

Explore how different user groups (students, teachers, parents, donors) experience the website.

Introduction

Improve Usability

Understand Audience Needs

Website Audit

Appendix

Understanding Audience Needs



Teachers



Parents



Corporate
Sponsors

Teacher User Journey

Their Goals:

We expect teachers want a simple way to connect students to STEM opportunities and start local chapters easily.





Competitive Teardown: Teachers

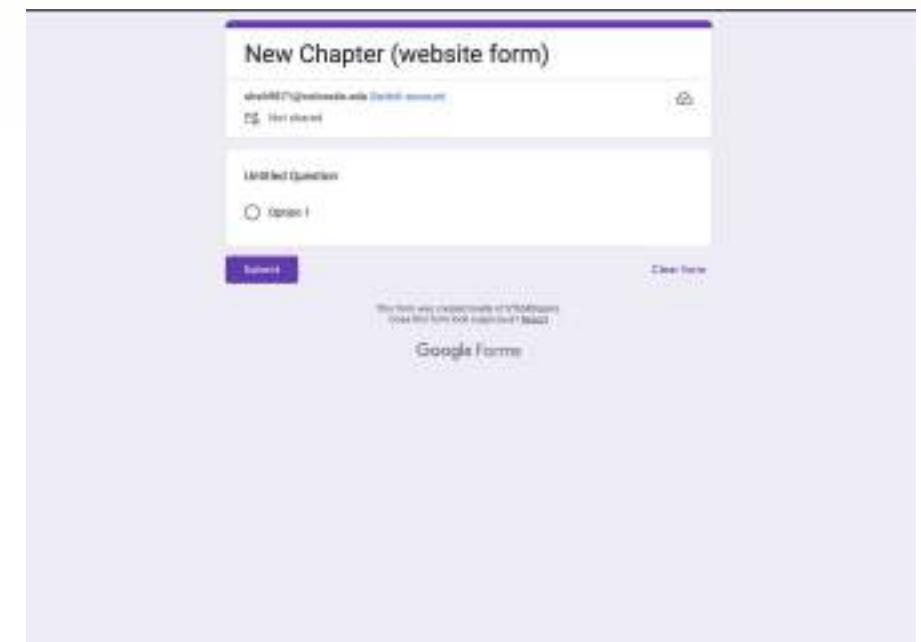
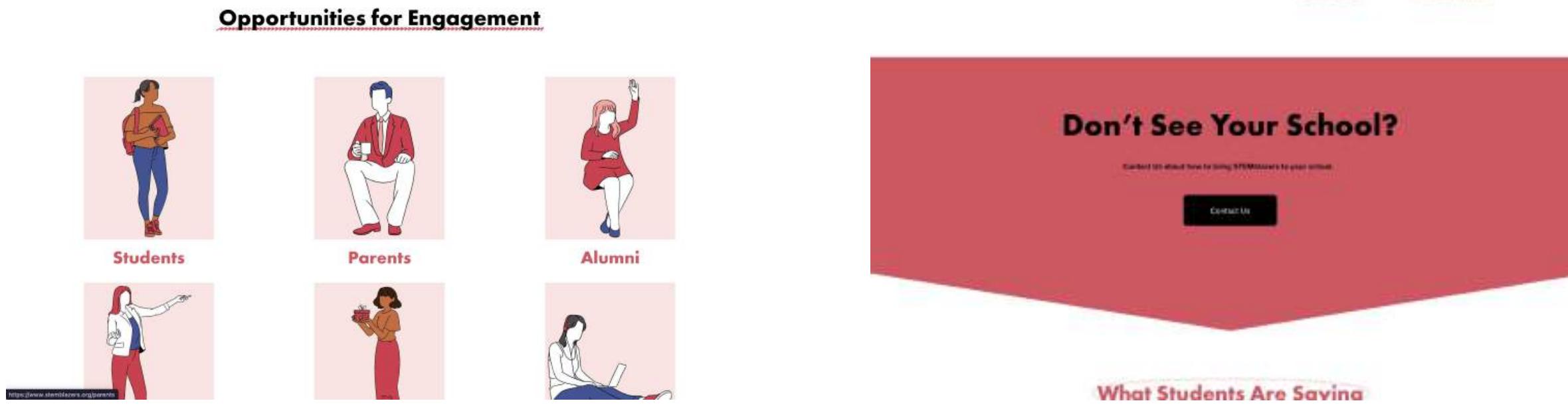
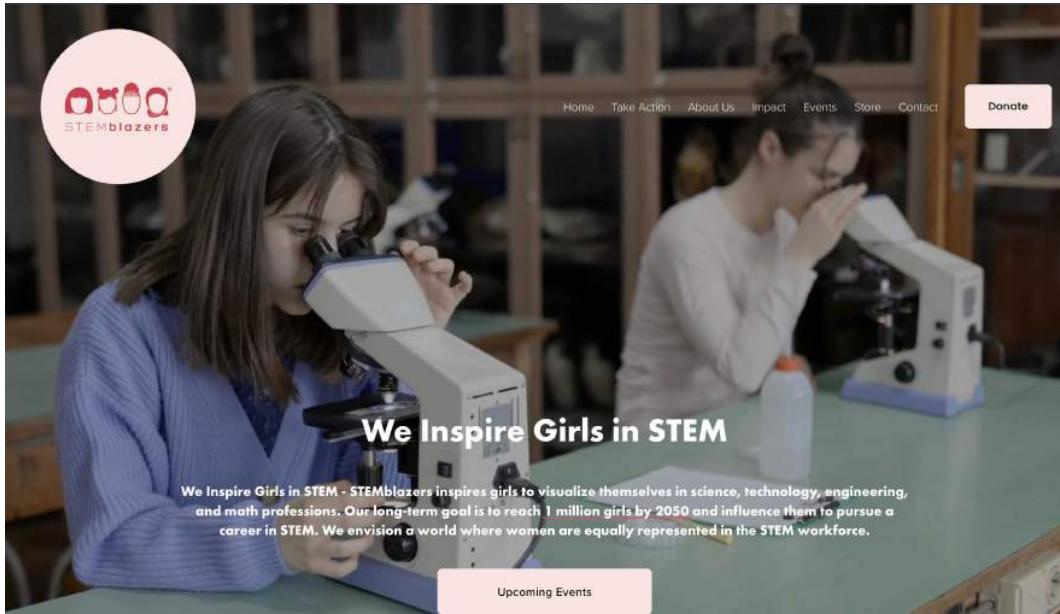
No actual path for teachers

Existing Strengths:

- Clear path for Volunteers
- Shows multiple ways to get involved as volunteers

Areas for Opportunity:

- Add a clear way for teachers to register schools.
- Include a "Teacher" link under "Take Action" on the homepage.

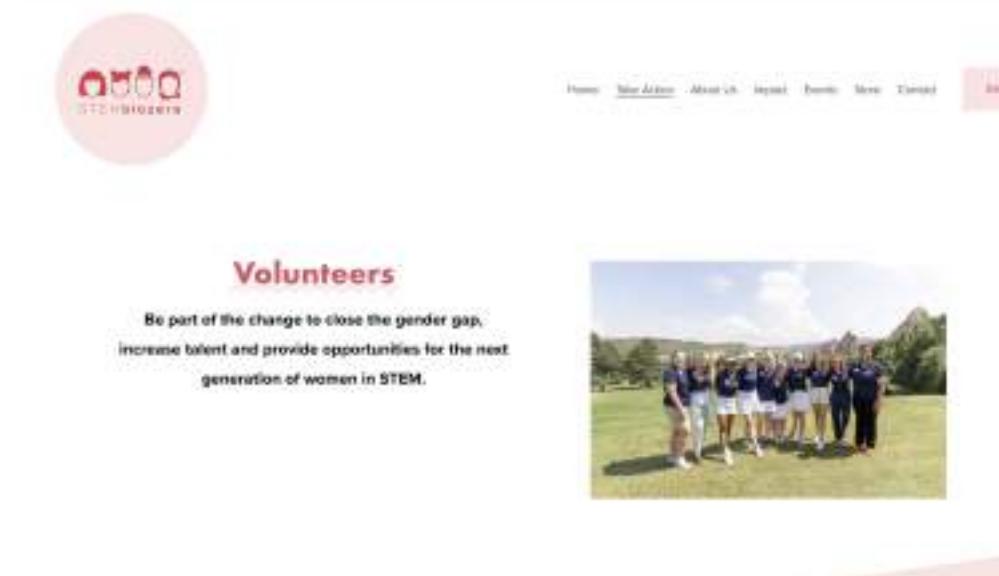


Home

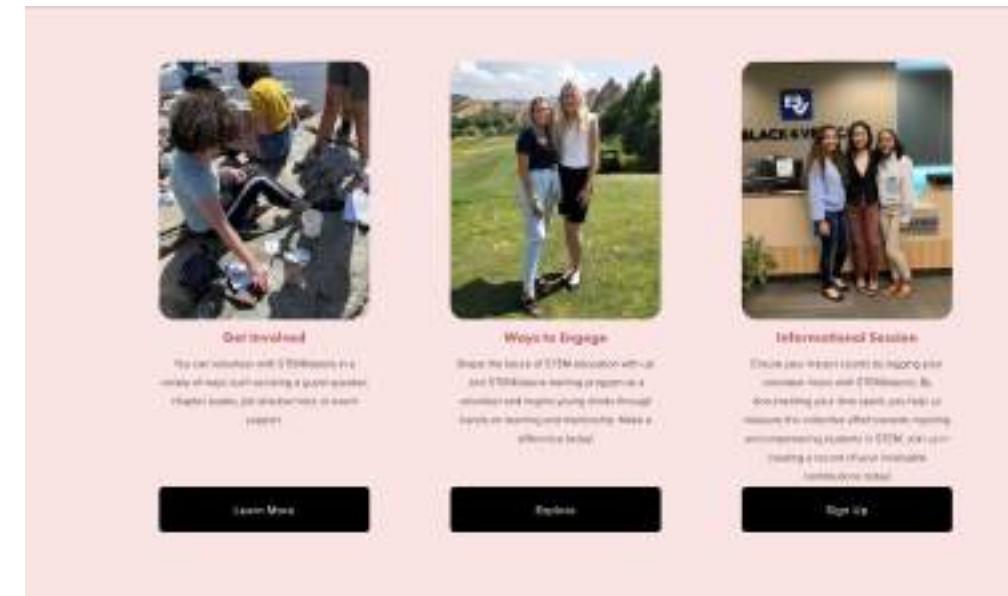
Opportunities for Engagement

Go to Students page & scroll down

Contact form



Or join as a volunteer



Different ways to get involved



Scroll down, Become part of community

Parents User Journey

Their Goals:

- Explore opportunities for their children
- Partner with their employers to offer mentorship and sponsorship for STEMblazers programs





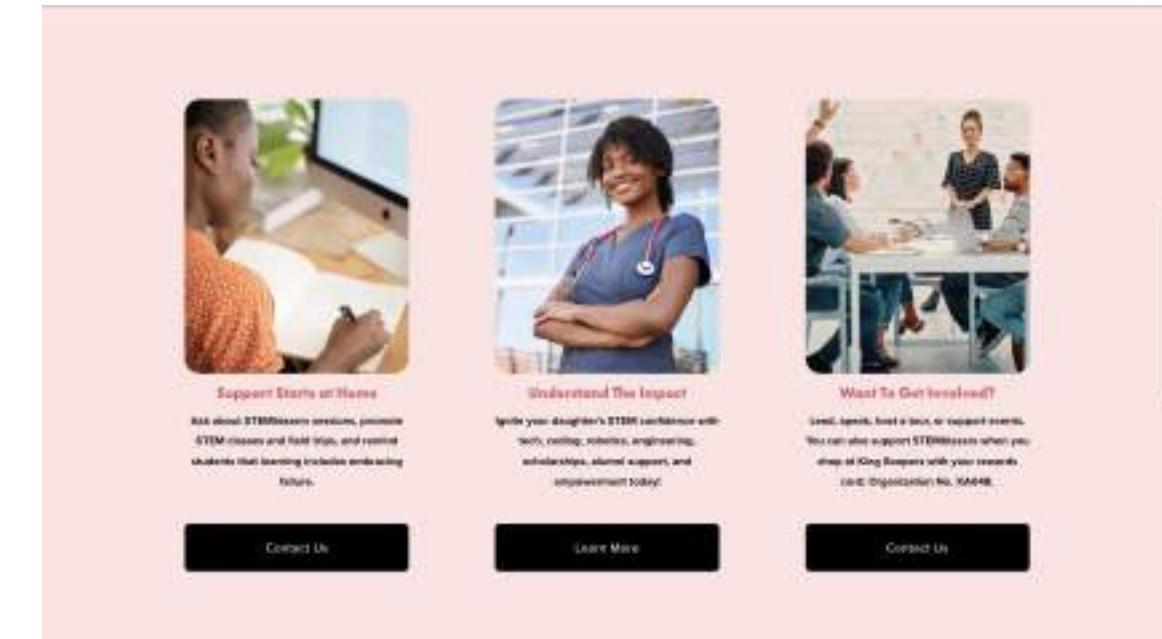
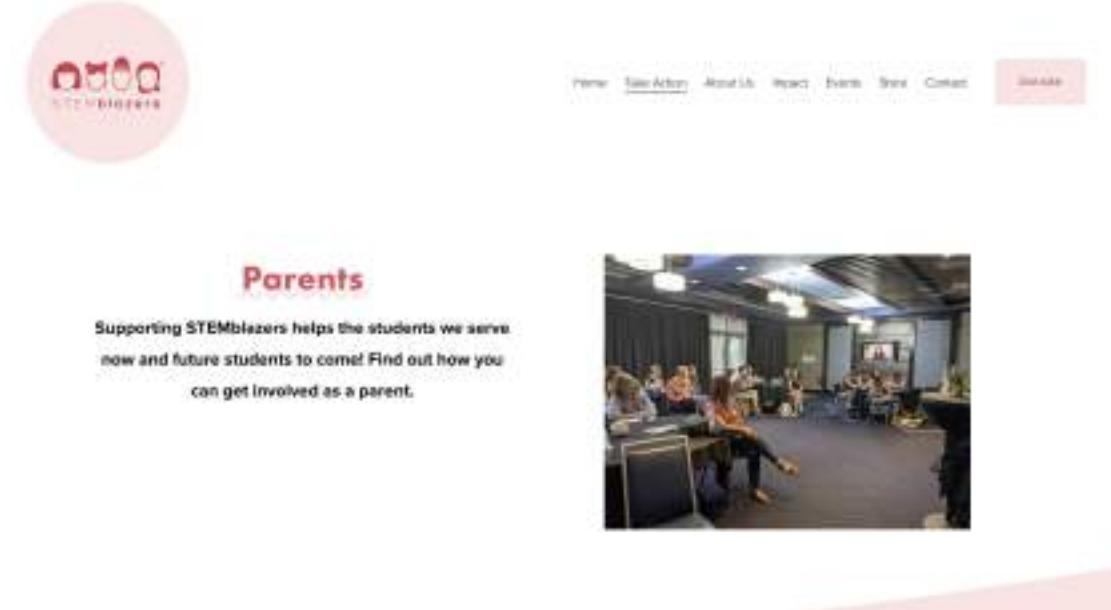
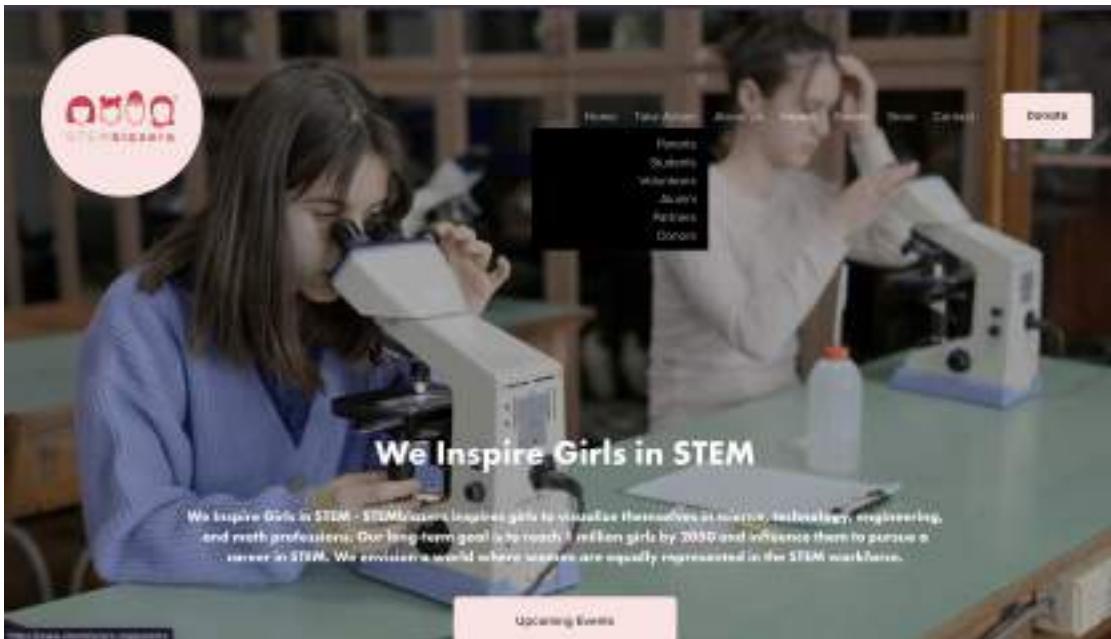
Competitive Teardown: Parents

Existing Strengths:

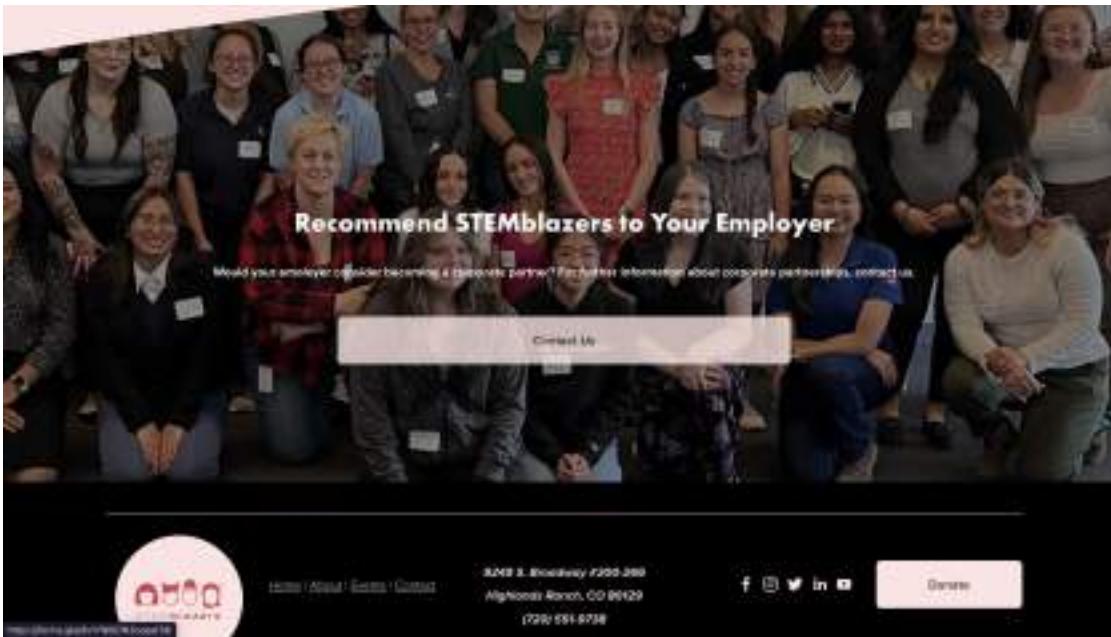
- Targeted resources for parents
- Clear engagement paths

Areas for Opportunity:

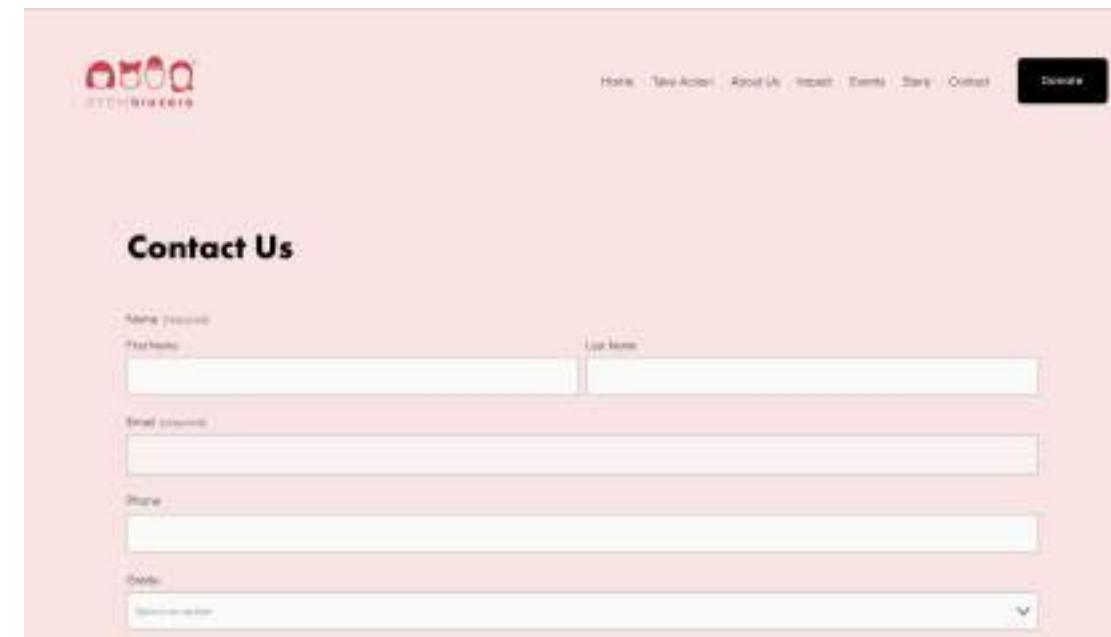
- Inconsistent experiences for forms
- Lack of details about opportunities



Take action: parent resources



Call to action: get involved



Opportunities for parents

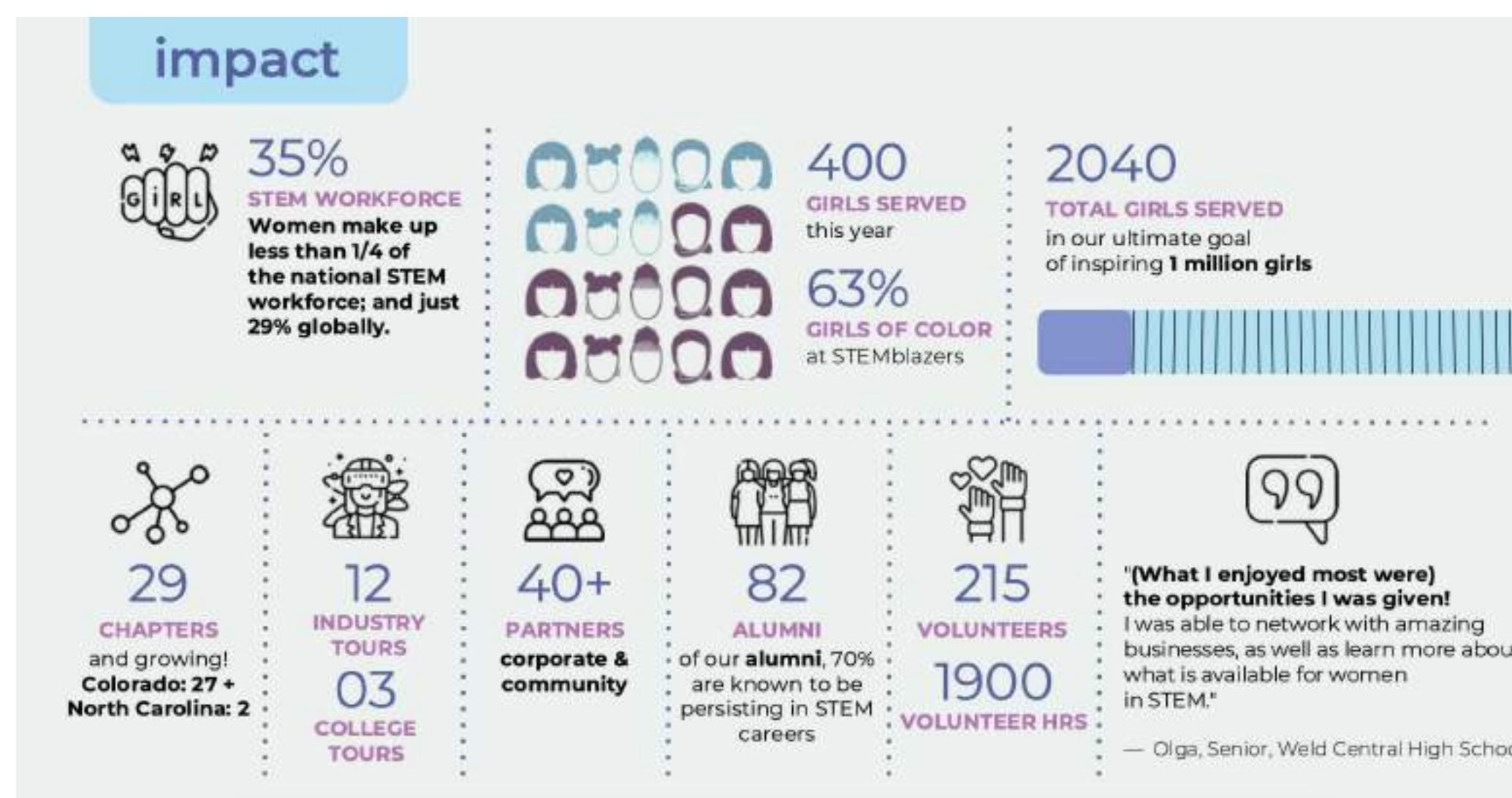
Employer partnerships

Contact form

Donors & Partners User Journey

Their Goals:

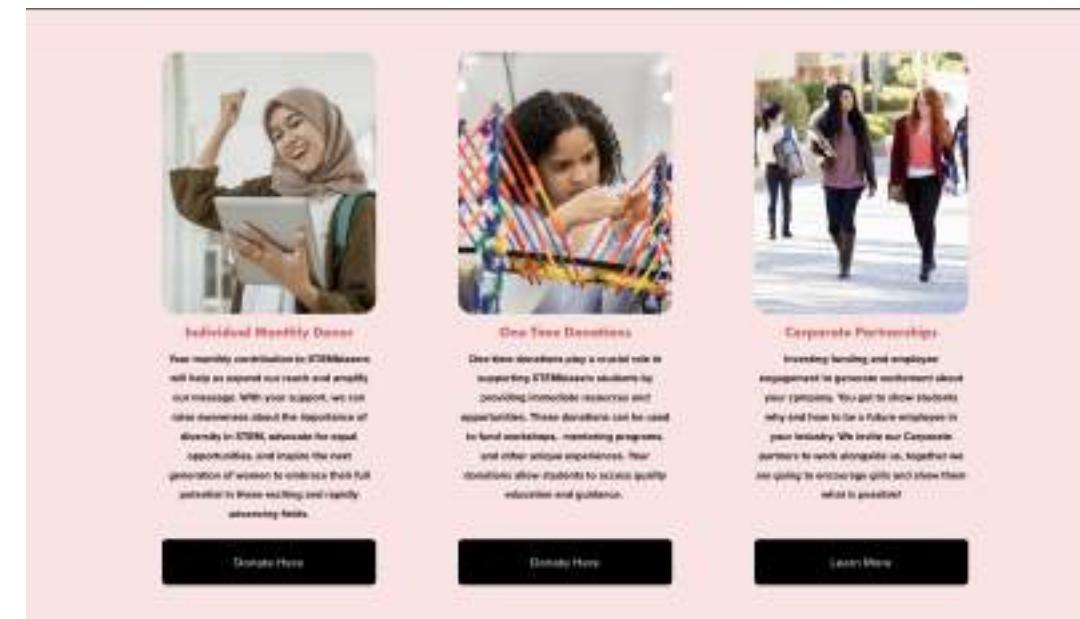
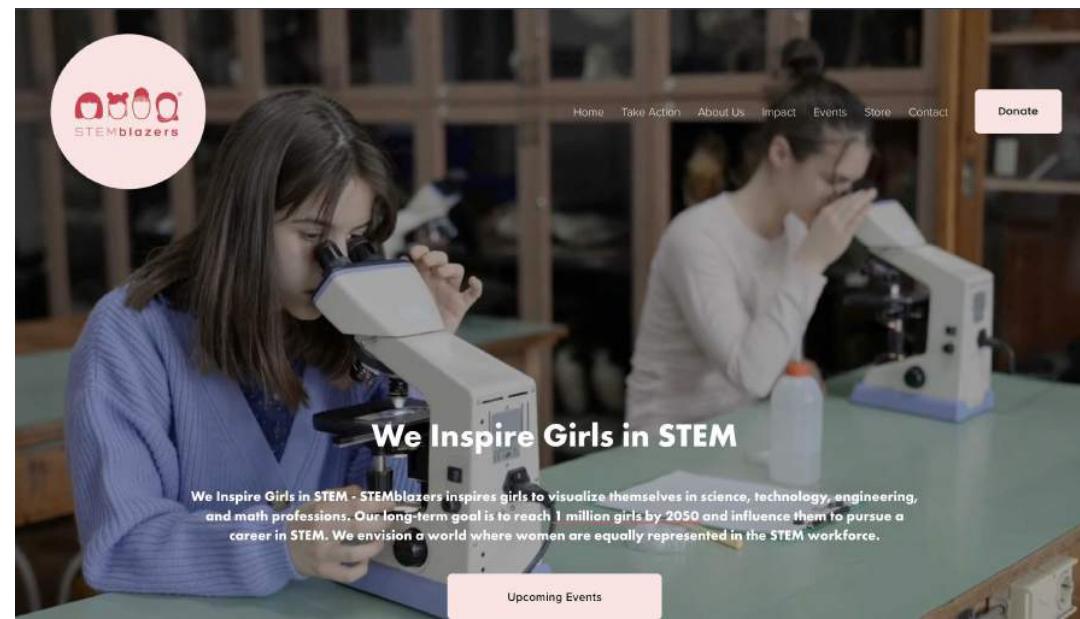
We expect donors and partners to seek clear impact from their support—through funding or sponsorship—so these pages should showcase benefits, success stories, recognition, and simple ways to get involved.





Donors

Competitive Teardown: Donors & Partners



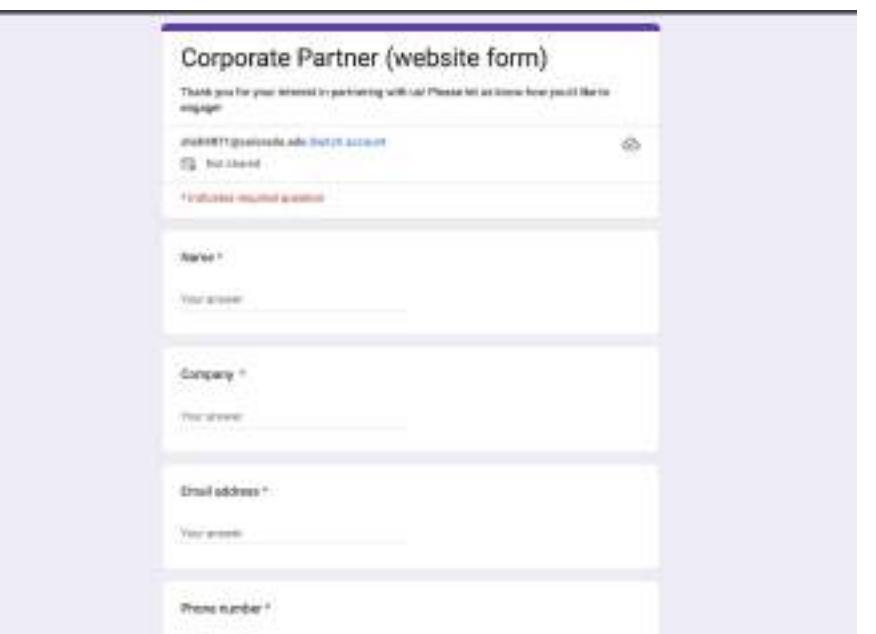
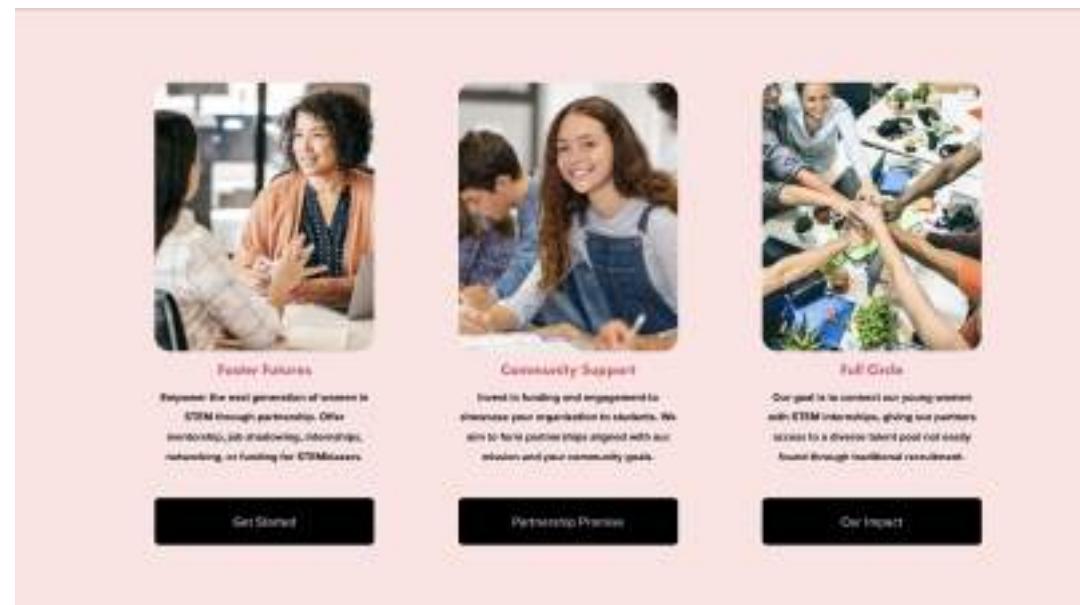
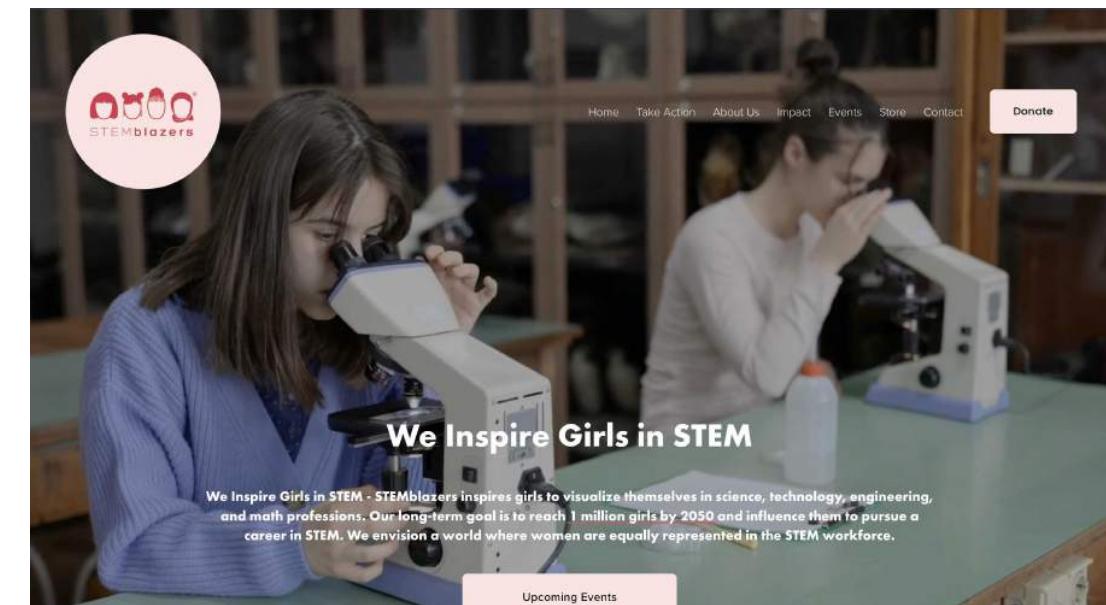
Home

Selecting the role

Exploring Donation Options

Making a Donation

Partners



Home

Selecting the role

Exploring Options

Contact Form

Existing Strengths:

- Clear donation and partnership opportunities
- website includes partner and donor testimonials

Areas for Opportunity:

- Adding transparent impact data

Key issues observed during the audit, including details about its links, logos, and some of the processes observed during the review.

Introduction

Improve Usability

Understand Audience Needs

Website Audit

Appendix

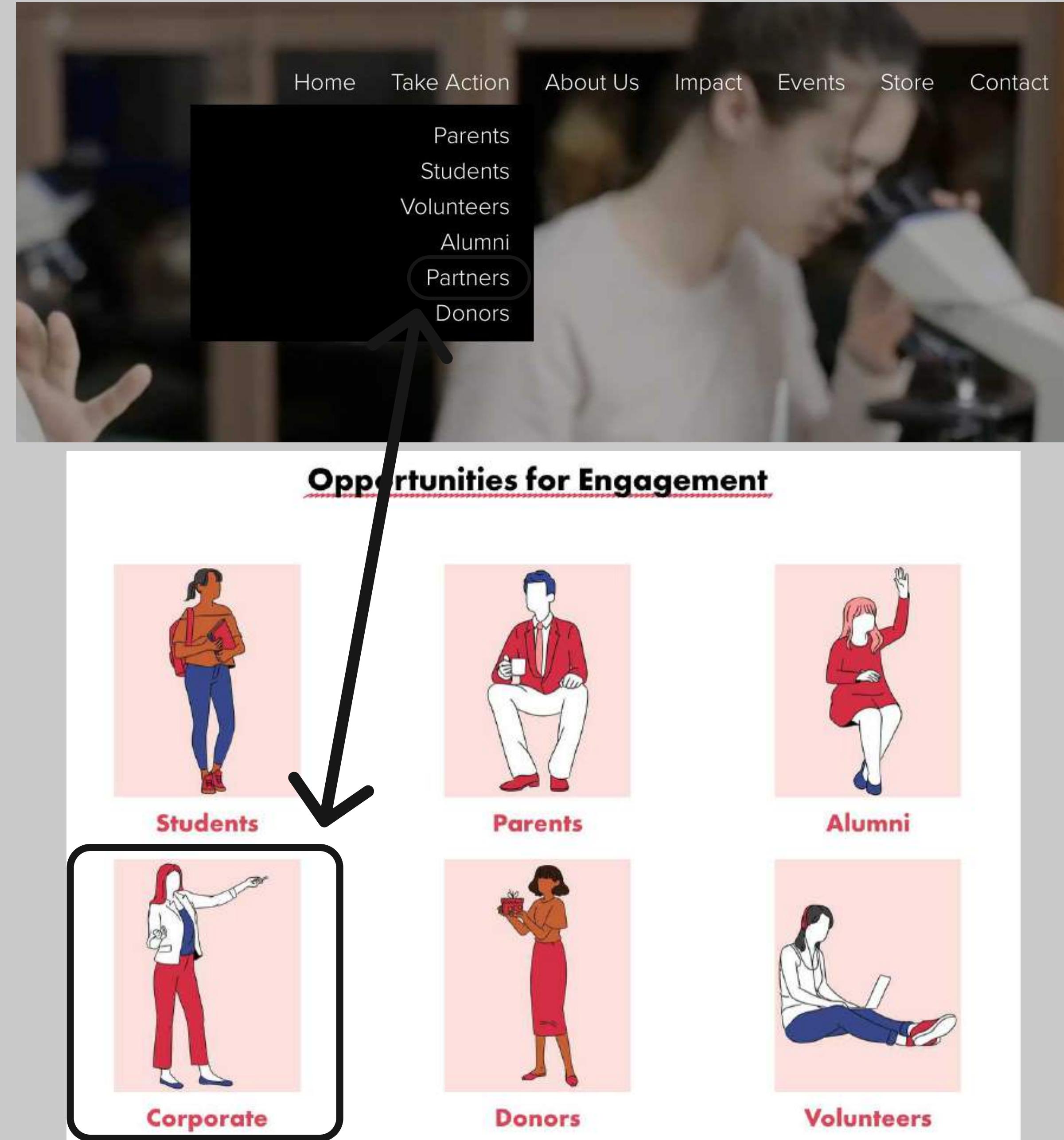
01

Website URL changes to “bison-sapphire-yspe” when clicking the “home” button at any point and this change remains consistent throughout the rest of their visit on the site. This makes the website lose credibility and seem fake or untrustworthy.



02

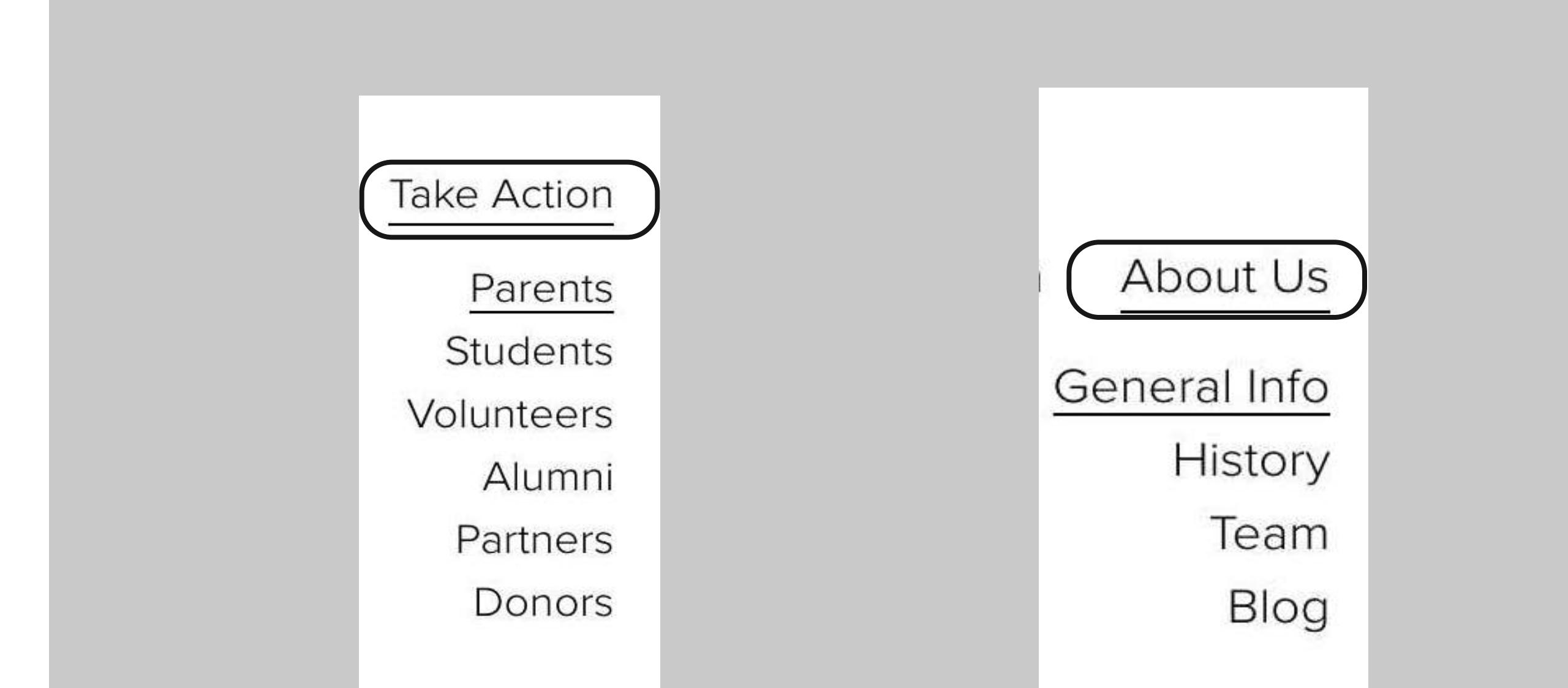
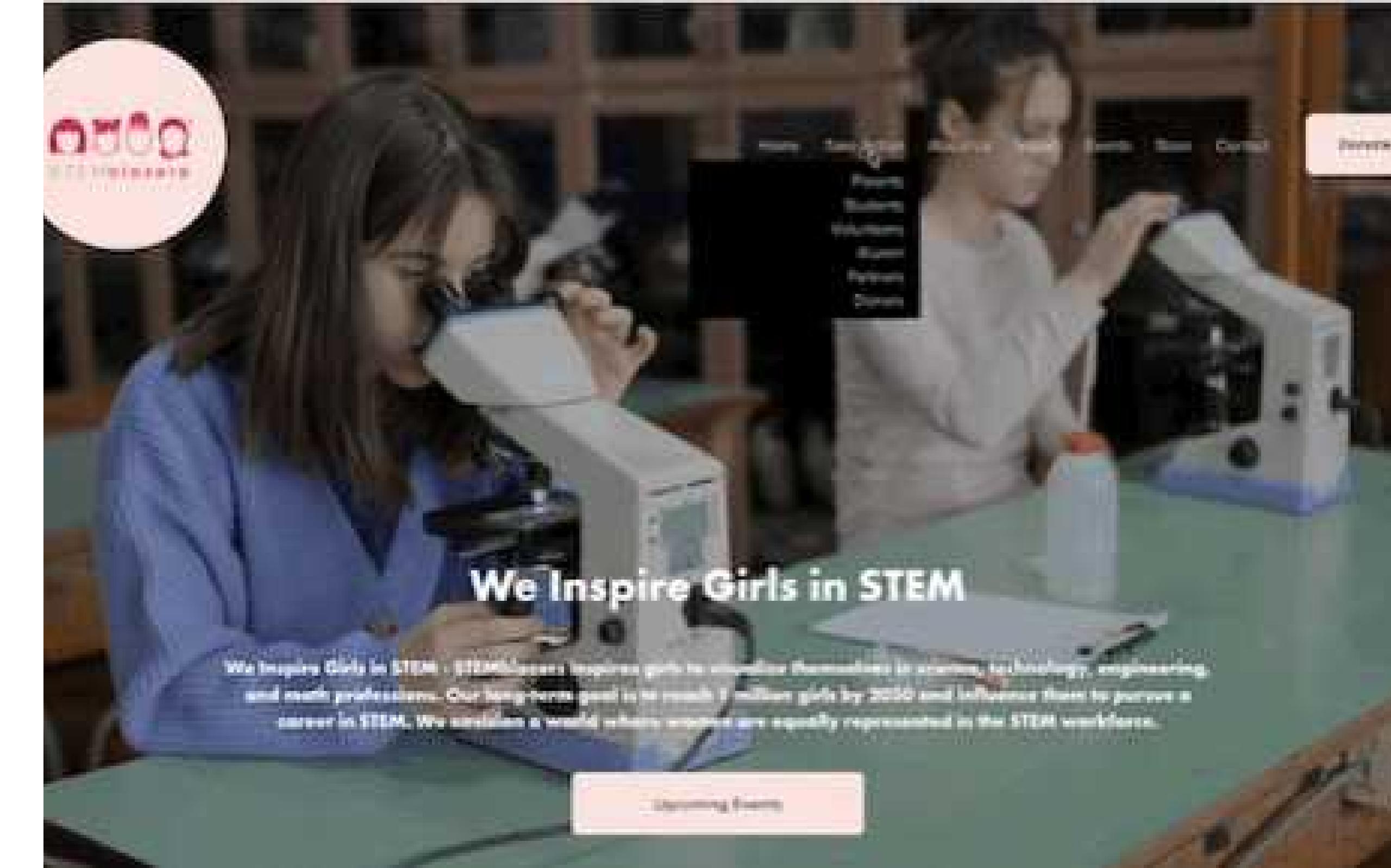
List of engagement options is different on the home page and on the “take action” sub menu - namely “Corporate” and “Partners” both lead to the “Partners” page.



03

Users cannot currently click on the “Take Action” or the “About Us” sections at the top of the navigation bar. In typical website flows these go to general pages that will unpack the drop down menu options

- Home > Opportunities for Engagement
- About Us > General Info



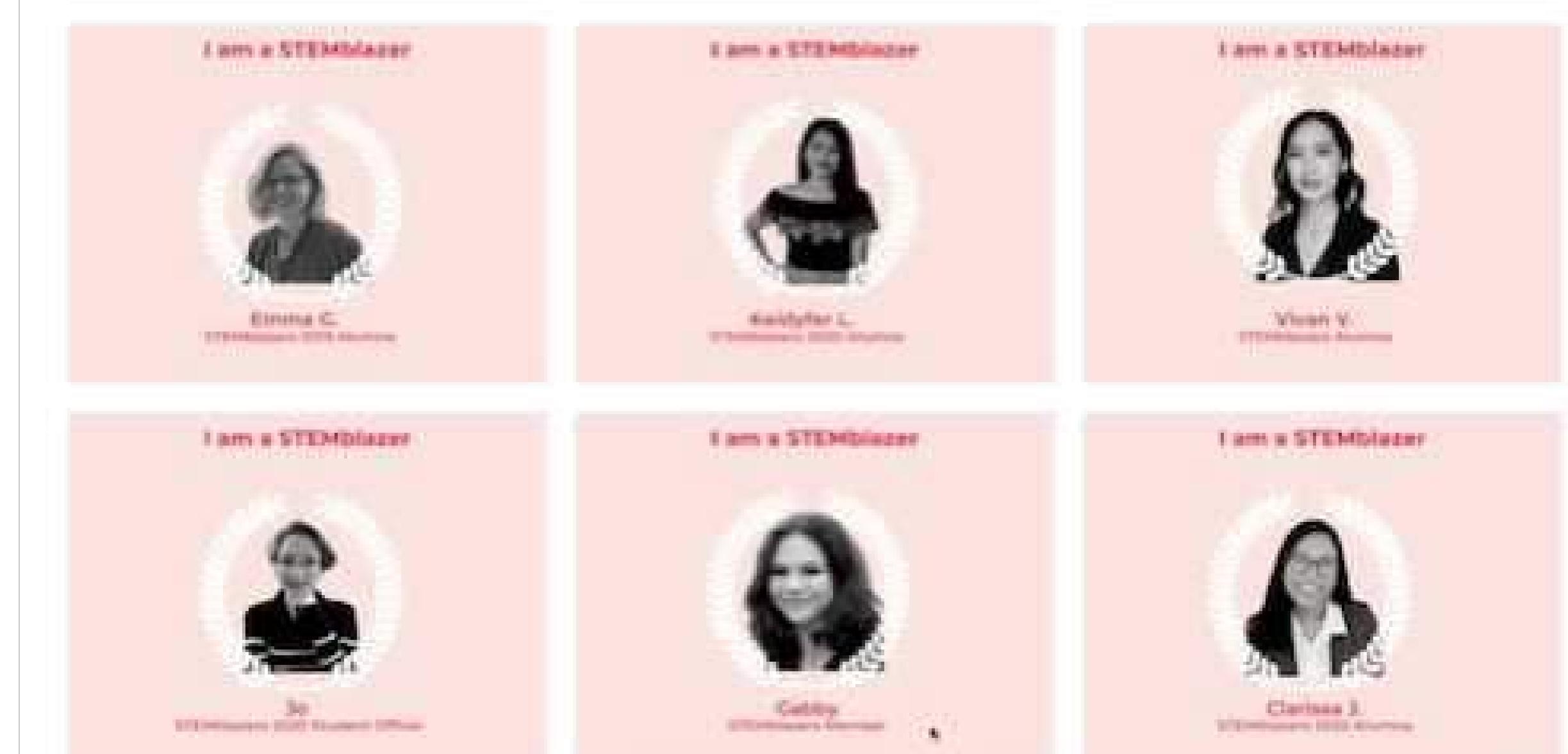
04

The STEMblazers logo on donations page does not match the shape or color palette for the rest of the brand. This leads to a branding mismatch for a critical stakeholder.



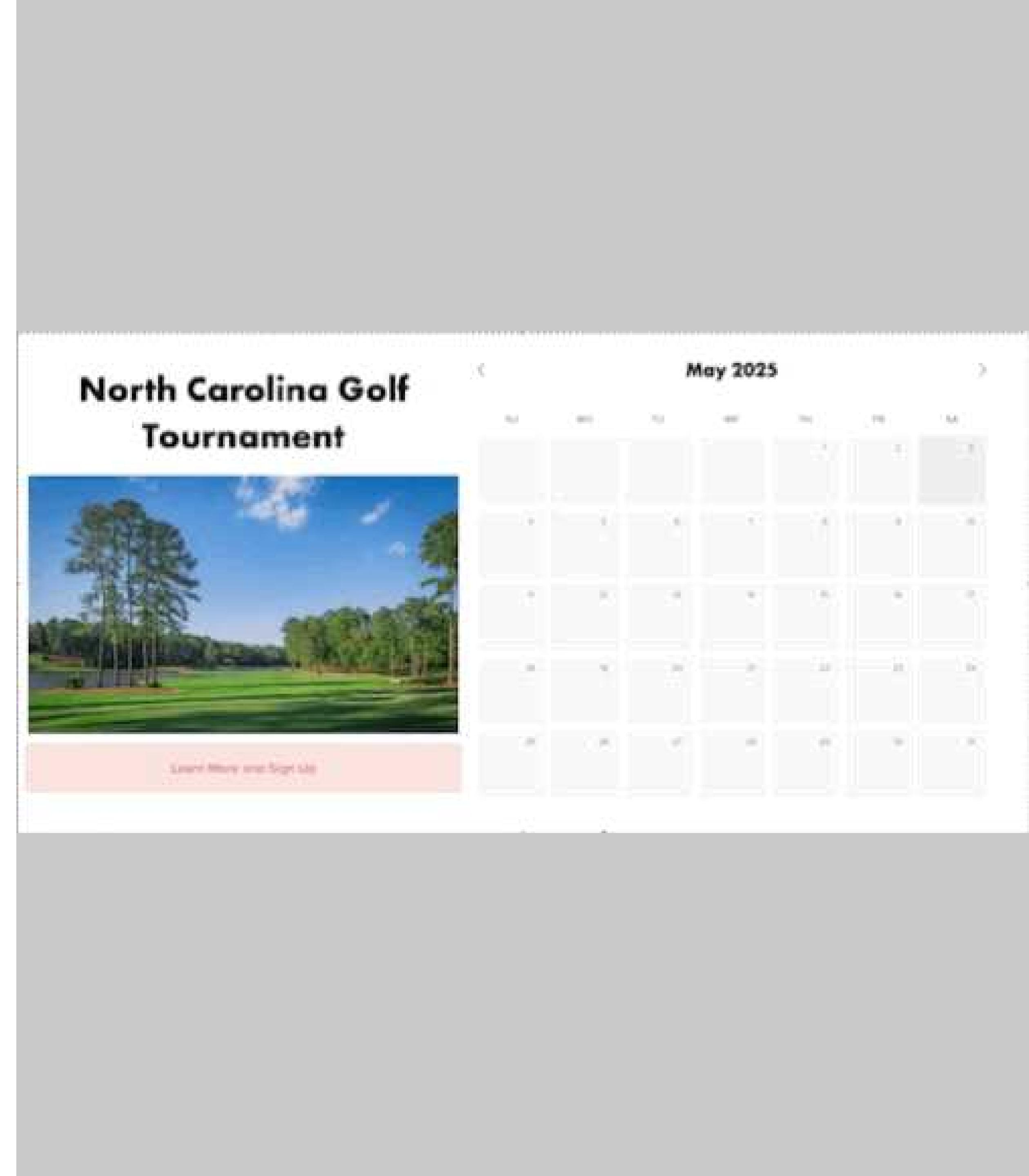
05

Alumni testimonials link to YouTube, which is okay, but the videos could be embedded into the website for a more professional and wholistic look.



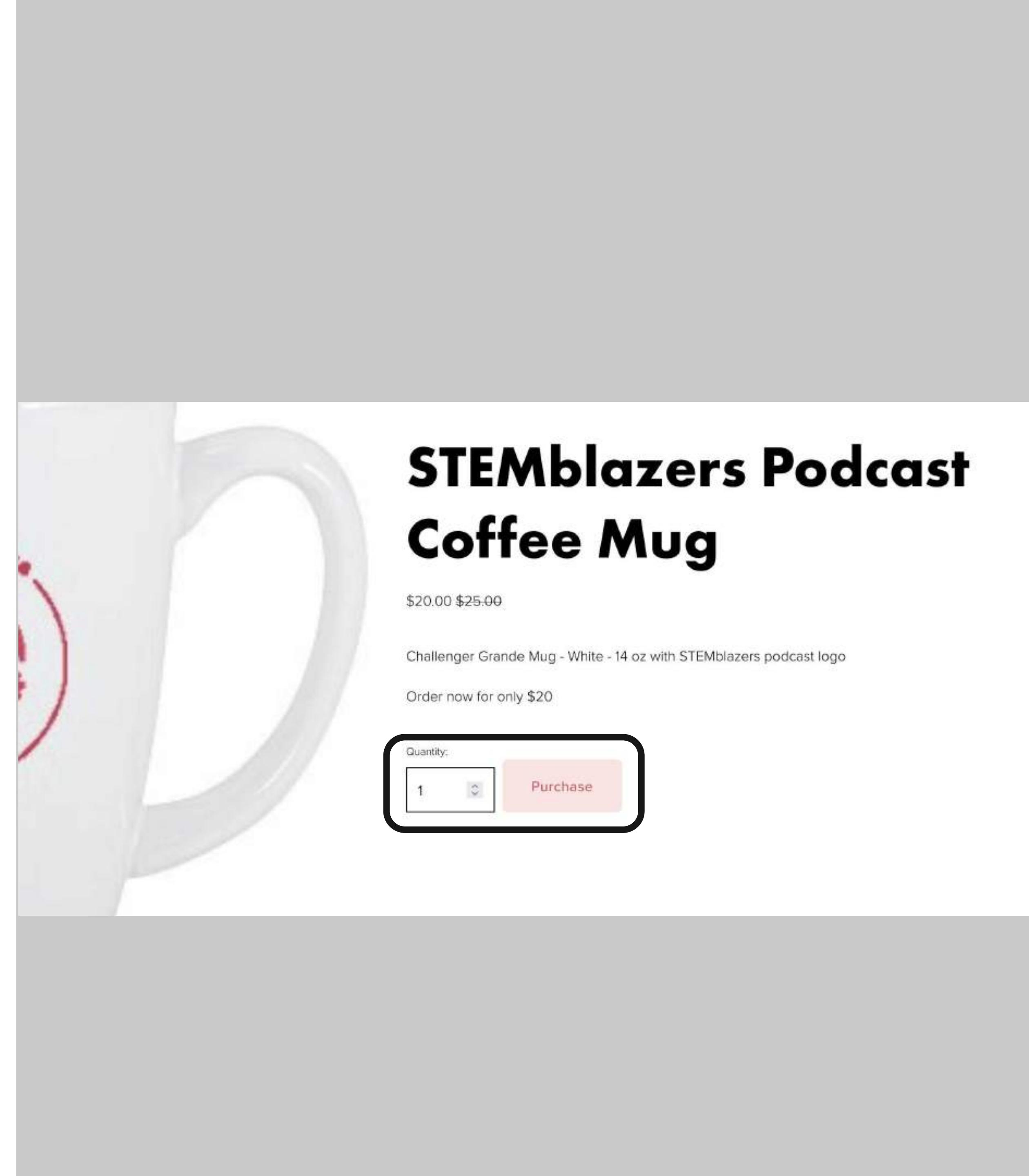
06

The schedule looks awesome, but with only one event in the whole calendar, it seems under utilized and may be an easy way to slim the website down.



07

In the STEMblazers store, the items say “purchase” instead of “add to cart,” which is a confusing and atypical practice.



08

The checkout page does not include an intuitive way to navigate back to the main site. We recommend using the STEMblazers logo or include the navigation bar to help users navigate back to the main site.

The screenshot shows a checkout page for "STEMblazers - Inspiring Women to Work in STEM Fields". The page has a header with the website's name. Below it, there are several sections: "Your Email" (with fields for email address and newsletter sign-up), "Delivery" (a placeholder box), and "Additional Information" (another placeholder box). To the right is the "Order Summary" section, which lists a "STEMblazers Podcast Coffee Mug" at \$20.00, quantity 1, with a "Remove" link. It also includes fields for a "Gift or Discount Code" and an "APPLY" button. At the bottom, it shows the "Subtotal" (\$20.00), "Tax" (\$0.00), and "Total" (\$20.00). A "SECURE SSL CHECKOUT" button with a shield icon is at the bottom right.

Order Summary	
STEMblazers Podcast Coffee Mug	\$20.00
Qty	1
Remove	
GIFT OR DISCOUNT CODE	
Gift or Discount Code	<input type="text"/>
APPLY	
Subtotal	\$20.00
Tax	\$0.00
Total	\$20.00

009

There is not a way to physically
acquire any item that you purchase
from the store page to our knowledge

Delivery

DELIVERY OPTIONS

Shipping unavailable for entered address

Store Pickup

FREE

Bypass delivery address

Pickup info ▾

CONTINUE

Your Email

EDIT

piepak3@gmail.com

Delivery

DELIVERY OPTIONS

Shipping unavailable for entered address

Store Pickup

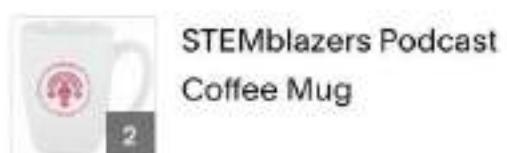
FREE

Bypass delivery address

Pickup info ▾

CONTINUE

Order Summary



\$40.00
\$20.00 each

Qty 2

[Remove](#)

GIFT OR DISCOUNT CODE

Gift or Discount Code

[APPLY](#)

Subtotal

\$40.00

Tax

\$0.00

Total

\$40.00

SECURE SSL CHECKOUT

10

All store items must have the full chapter form be filled out before purchase.

Additional Information

Student Name*
First name
Last name
Preferred Name
First name
Last name
Student Email*
Student Cell Number*
This is to text you reminders about upcoming events!
000 000 0000
Grade*
Select
Anticipated Graduation Year*
Please type the 4 digit year you anticipate graduating high school
Birth Date*
Ethnic Background*
 American Indian or Alaska Native
 Asian
 Black or African American
 Hispanic or Latino
 Native Hawaiian or Other Pacific Islander
 White
 Other
 I prefer not to answer
Gender Identity*
Select
Parent/Guardian Name*
First name
Last name
Parent/Guardian Email*
Parent/Guardian Cell Number*
We will use this in case of emergency.

Order Summary

	STEMblazers Podcast Coffee Mug	\$20.00
Qty	1	Remove
GIFT OR DISCOUNT CODE		
Gift or Discount Code		APPLY
Subtotal	\$20.00	
Tax	\$0.00	
Total	\$20.00	

 SECURE SSL CHECKOUT

11

The color combination #DD4F62 (pinkish red) and #FFFFFF (white) has a very low contrast ratio, making it difficult to read for many users and not accessible according to WCAG standards. Consider using a darker shade or alternative color to improve legibility.

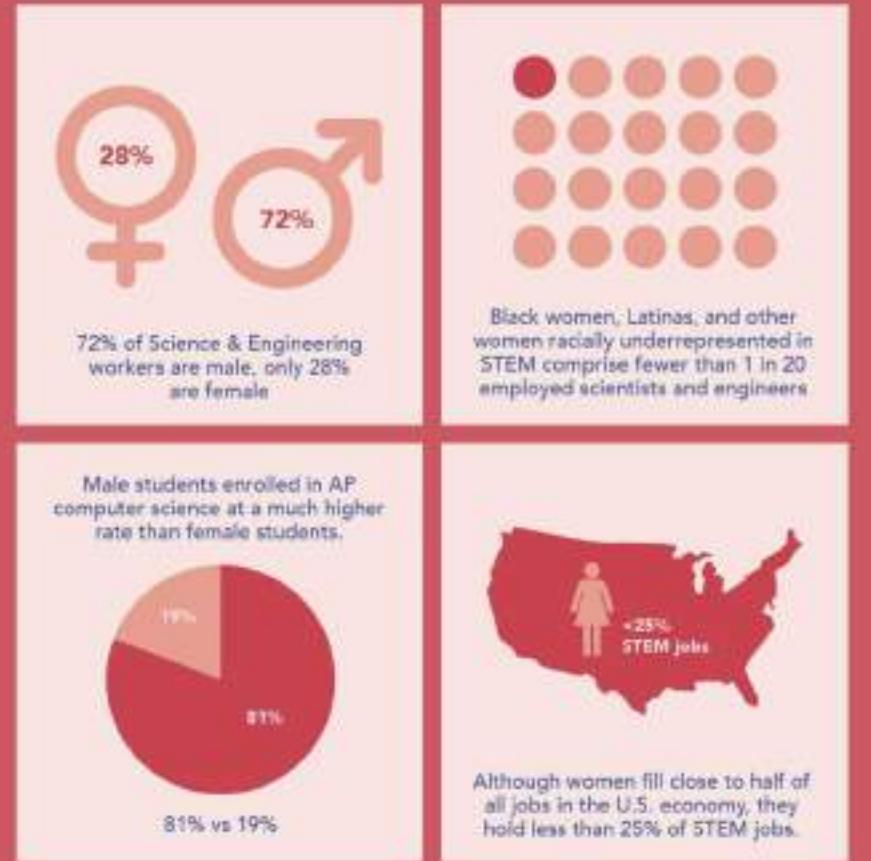
At STEMblazers, we are committed to fostering a culture of inclusivity and belonging. We actively cultivate an environment rooted in a culture of caring that prioritizes growth through listening, learning, and feedback. We recognize that true empowerment comes from taking action, and we strive to ensure that everyone feels valued and heard. As an organization, we believe it is a moral imperative to empower women in STEM and to create spaces where everyone can find their unique role in this mission.

Gender Gap in STEM

Women remain underrepresented in the science and engineering workforce, although to a lesser degree than in the past, with the greatest disparities occurring in engineering, computer science, and the physical sciences (NSF Science & Engineering Indicators, 2018).

On the other hand, it has been found that as early as 13 years of age, girls have determined if they will pursue careers in STEM based on believing if they can do it. This correlates to a key developmental time in adolescence of self-confidence building and one of the reasons why STEMblazers targets middle school and high school girls with its programming. Take a look at these facts and click if you want to know more.

[Explore the Gender Gap in STEM](#)



Key Takeaways

Key areas for opportunity

- ① On the home page make clear what you provide to students (ie. after school programs, mentorship).
- ② Add additional pathways for stakeholders such as teachers and parents to help start chapters.
- ③ Stronger consistency between different form experiences for all stakeholders.

Thank you!

APPENDIX BEYOND HERE

Critical user journeys for STEMblazers students, as well as for Girls Who Code users such as teachers, donors, partners, and students.

Introduction

Improve Usability

Understand Audience Needs

Website Audit

Appendix

Appendix

Benchmark
best practices

Similar Organization User Journeys

- **Goal :** Analyzed different stakeholder experiences on STEMBlazers website & compared it to Girls Who Code.
- Compares students, teachers, parents, and donors user experiences with a similar nonprofit organization.



VS



Similar Organizations

1

Girls Who Code

Mission: To close the gender gap in technology.

Founded: 2012

Functionality: Provides coding clubs (3rd–12th grade), summer programs, college support, curriculum resources, and alumni network.

2

Techbridge Girls

Mission: To empower girls of color (ages 7–17) through coding and tech education.

Founded: 2011

Functionality: Offers workshops, hackathons, and tech events focused on coding, robotics, and app design.

3

Black Girls CODE

Mission: To re-engineer STEM education for girls from marginalized communities.

Founded: 2000

Functionality: Delivers after-school STEM programs, educator training, and culturally relevant curriculum for underrepresented girls.



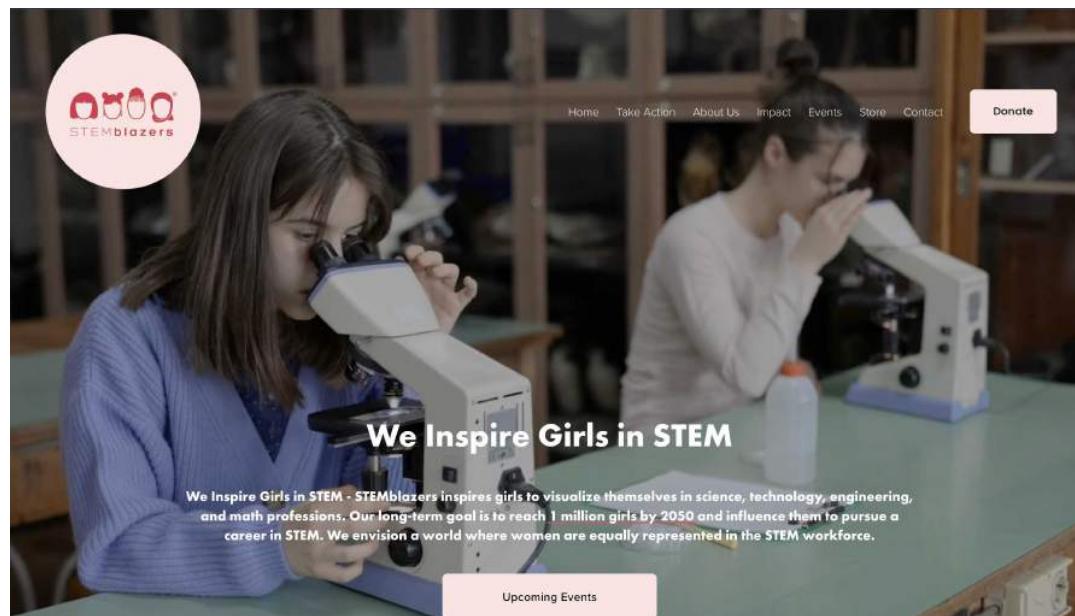
Competitive Teardown: Students

Existing Strengths:

- Clear path for registration
- Shows multiple ways to get involved
- Consistent color scheme

Areas for Opportunity:

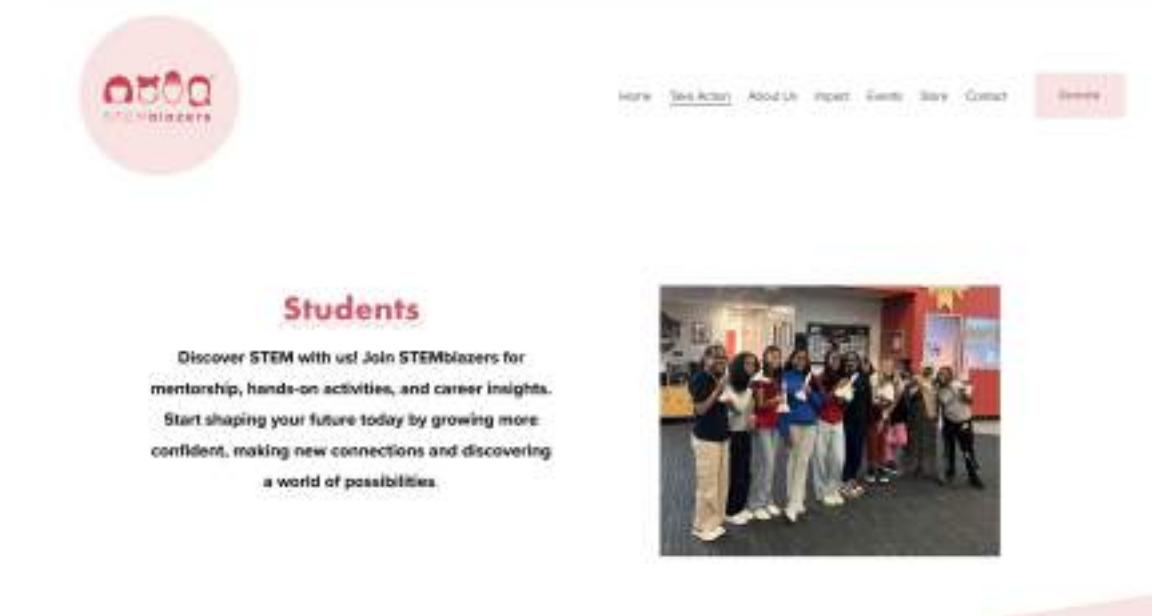
- Communicate to students what STEMblazers provides earlier
- Make clear it is a school program



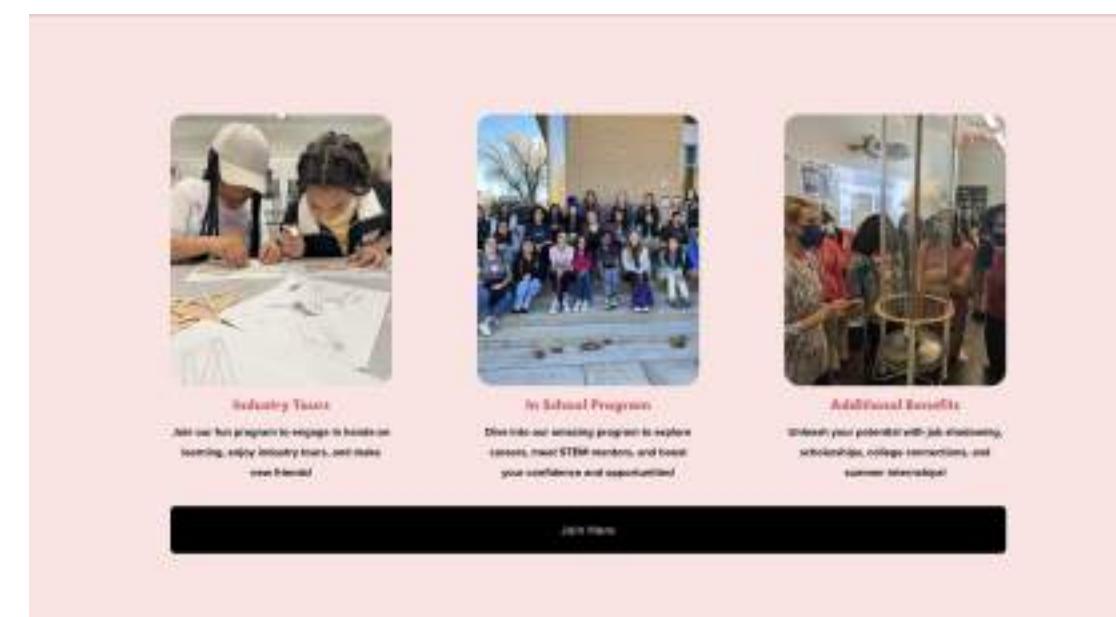
Home



Student Engagement



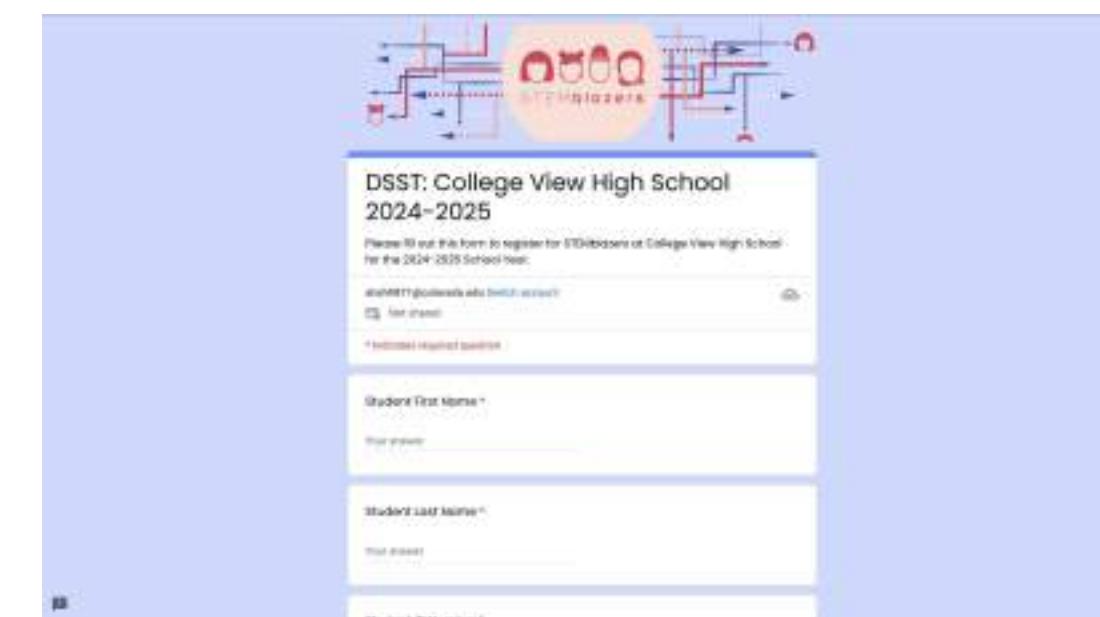
Students page



Scroll to "Join Here"



Find my school



Register on separate Google Form



Competitive Teardown: Students

Existing Strengths:

- Clearly advertises the programs & features they offer
- Stats build rapport & trust
- Focused UX for adults, not students

Areas for Opportunity:

- No user experience for students who want to get involved
- Need to give students info on how to get a teacher / adult to register for org

The home page features a large banner with the text "FIVE BY FIVE" in large, bold letters. Below the banner, there's a section titled "A BOLD NEW PLAN FROM GIRLS WHO CODE". The navigation bar at the top includes links for PROGRAMS, GET INVOLVED, LOCATIONS, ABOUT US, DONATE, and a "GET UPDATES" button.

Home

This page is titled "GIRLS NEED YOUR SUPPORT". It contains four main sections: "START A CLUB", "FUNDRAISE", "PARTNER", and "CAMPAIGN". Each section includes a brief description and a "Learn More" link. The navigation bar at the top is identical to the home page.

Nav > "Get Involved"

The "PROGRAMS" page features a large banner with the text "GIRLS ARE THE FUTURE OF TECH". Below the banner, there are three main program categories: "CLUBS PROGRAM", "COLLEGE & CAREER", and "CHAMBER PROGRAMS". The navigation bar at the top is identical to the other pages.

Nav > "Programs"

The "PROGRAMS" > "CLUBS PROGRAM" page features a banner with the text "BUILDING SISTERHOOD & MAKING AN IMPACT". Below the banner, there's a section titled "WHAT'S A CLUB?". The navigation bar at the top is identical to the other pages.

"Programs" > Sub-Nav > "Club
Programs"

The "LOCATIONS" > "Colorado" page shows a map of the state with blue dots representing club locations. A sidebar on the left lists specific clubs like "Palmer Ridge High School", "Lewis-Palmer High School", and "Midland Elementary School". The navigation bar at the top is identical to the other pages.

"Locations" > Colorado

The "APPLY TO START A CLUB" page features a sign-up form with fields for "Where are you from?", "Country", "Where is your date of birth?", and "Email address". There are also "Log in" and "Sign up" buttons. The navigation bar at the top is identical to the other pages.

Apply to start a club (not for students)



Competitive Teardown: Teachers

Existing Strengths:

- Visually appealing

Areas for Opportunity:

- No user experience for Teachers
- It could have more clear path

The screenshot shows the Girls Who Code homepage. At the top, there's a navigation bar with links for Programs, Get Involved, Locations, About Us, Donate, and Get Updates. Below the navigation is a large green banner with the text "FIVE BY FIVE" in large, bold letters. To the right of the text are three small images: a girl smiling, two girls looking at a laptop, and a girl in a white t-shirt. Below the banner, the text "A BOLD NEW PLAN FROM GIRLS WHO CODE" is displayed. At the bottom of the page, there's a call-to-action button labeled "GET INVOLVED".

Home

The screenshot shows the "Get Involved" section of the Girls Who Code website. The title "GIRLS NEED YOUR SUPPORT" is at the top. Below it, there are four main categories: "START A CLUB", "FUNDRAISE", "PARTNER", and "CAMPAIGN". Each category has a brief description and a "Learn More" link. The "START A CLUB" section mentions "After-school clubs for 3rd-12th grade girls to explore coding in a fun & friendly environment" and "1-2 hours per week after school or weekends during school year".

Nav > "Get Involved" > Start a club

The screenshot shows the "NOT TECHNICAL? NOT A PROBLEM." section of the Girls Who Code website. It highlights that anyone can start a club with no coding experience needed. It lists three main resources: "CURRICULUM", "TRAINING & SUPPORT", and "RECRUITMENT RESOURCES". Each resource has a brief description and a "Learn More" link.

Start a club

The screenshot shows the "GIRLS WHO CODE HQ" sign-up page. It features fields for "Where are you from?", "When is your date of birth?", and "I am a/n". There are also "Log in" and "Sign up" buttons. A note at the bottom states: "This website uses cookies to ensure you get the best experience on our site. Learn More" with a "READ IT" button.

Signing up

The screenshot shows the "READY TO GET INVOLVED?" sign-up page. It asks users to stay up-to-date with campaigns by signing up for emails. It includes fields for "I am a/n" (Adult or Student), "email address" (with a note about age restrictions), and a "SIGN UP" button.

Nav > "Get Involved" > Campaign



Competitive Teardown: Donors & Partners

Donors

A screenshot of the Girls Who Code website's home page. The top navigation bar includes links for Programs, GET INVOLVED, LOCATIONS, ALUMNI, DONATE, and GET UPDATES. Below the navigation is a large banner with the word "FIVE" in large orange letters, followed by "A BOLD NEW PLAN FROM GIRLS WHO CODE". The banner features a photo of a girl smiling and working on a laptop.

Home > Navigating to ways to support Opportunities

A screenshot of the "WAYS TO GIVE" section of the Girls Who Code website. It shows four main options: "MAKE A GIFT ONLINE", "DONATE CRYPTOCURRENCY", "FUNDRAISE WITH FRIENDS, FAMILY AND COLLEAGUES", and "BE A CORPORATE PARTNER". Each option has a small icon and a "Learn More" link.

Exploring Ways to Support

A screenshot of the "Read more about our impact" section of the Girls Who Code website. It displays three key statistics: "670,000 GIRLS, WOMEN AND NONBINARY INDIVIDUALS CODING", "50% HUSS", and "7X THE U.S. AVERAGE". Below the statistics, there is text about the global reach of Girls Who Code programs and their impact on historically underrepresented groups.

Seeking Detailed Information

A screenshot of the "Thank you for supporting girls, young women, and non-binary students everywhere by donating to Girls Who Code!" section of the Girls Who Code website. It features a donation form with fields for amount (\$300, \$100, \$50, \$25, \$10, \$5, \$1, \$0.50, \$0.25, \$0.10, \$0.05, \$0.01), frequency (One-time, Monthly), and checkboxes for "Would like my donation to be tax-deductible?", "Would like my employer to match?", and "Would like my donation to be anonymous".

Making a Donation

Partners

A screenshot of the Girls Who Code website's home page, identical to the one above but positioned under the "Partners" category.

Home > Navigating to partnership Opportunities

A screenshot of the "CORPORATE AND PHILANTHROPIC PARTNERSHIPS" section of the Girls Who Code website. It features a large banner with the text "LET'S WORK TOGETHER!". Below the banner, there is a paragraph about the importance of corporate and foundation partners in closing the gender gap in tech jobs, and a "Contact Us" link with an email address.

Contact

A screenshot of the "OUR PARTNERS" section of the Girls Who Code website. It lists partners in two categories: "\$1M+" and "\$500K-\$999K". The "\$1M+" category includes Apollo Opportunity Foundation, Bank of America, Craig Newmark Philanthropies, IBM, Logitech, MetLife and MetLife Foundation, Oak Foundation, SAP Global Foundation, RTX, Synchrony, and AT&T. The "\$500K-\$999K" category includes Accenture, AT&T, Deloitte Foundation, LSEG Foundation, Karen S. Looff-El Sayed, and Morgan Stanley.

Get to know about existing partners

Existing Strengths:

- Annual report access: Shows the impact and outcomes of donations

Areas for Opportunity:

- several donation methods