



FINAL PRESENTATION

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Project Proposal

The Gender ratio in the various STEM fields is skewed.

- Women, in fact, account for only 33% of researchers, 22% of professionals working in artificial intelligence and 28% of engineering students across the world.
- In India however, there is a sense of equity with nearly 43% of STEM graduates being women, as opposed to other developed nations like the United States, Canada, and the UK, where there are fewer women – 34%, 31% and 38%, respectively – studying STEM at the tertiary level.
- As per the annual All India survey on Higher Education (AISHE) report, which indicates enrolment in undergraduate, Master and PhD-level programmes, the number of women in India who have opted for STEM courses has increased from 10,02,707 in 2017-18 to 10,56,095 in 2019-2020.
- Yet, the turnaround for women's participation in STEM-related jobs in the country currently hovers at around 14%.

Project Proposal

1

Understanding the reasons for the low participation of women in the STEM fields through an in-depth survey conducted with various women aspiring to be in STEM, already in STEM and those who have bidden adieu to it.

2

A controlled platform to allow women to inspire others and themselves towards a career in the STEM fields in a safe, easy to access, online environment.

Project Proposal

3

Encourage women to turn to blogs and videos on various STEM topics and experiences of other women in STEM to help build/further their own careers.

4

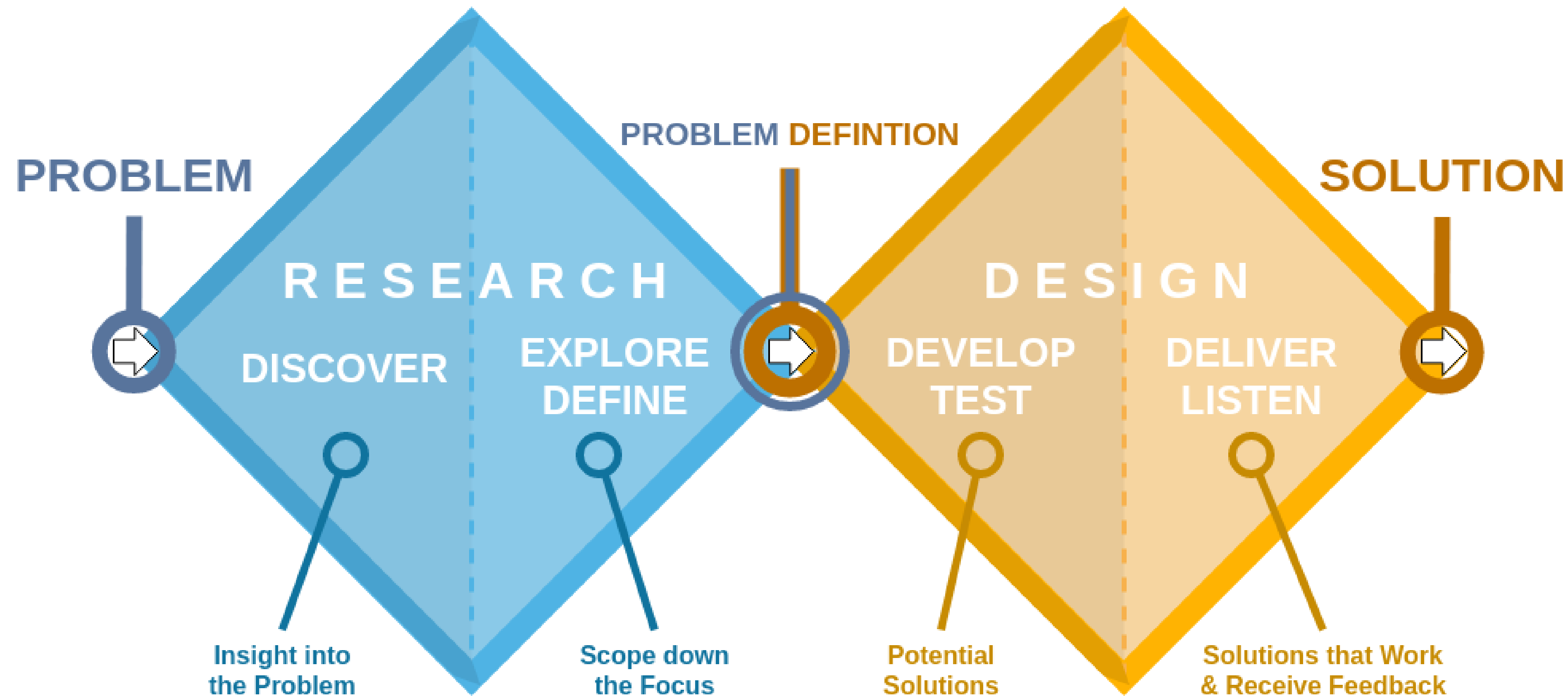
Provide an option to the users to connect and interact with others having similar interests or pursuing related fields.

1

DESIGN THE RIGHT THING

2

DESIGN THINGS RIGHT



Problem statement

Development of a controlled Social Networking platform for women to connect with other women aspiring to or already in the STEM fields



Work Done

1

Research

Conducted surveys to find out the causes and converged to a problem statement. Which features would potential users like to see in the app

- 1) In-person interviews
- 2) Structured Questionnaire

2

Prototyping

Worked on creating wireframes and user flows to visualize the design. Tried implementing many of the features suggested to us as part of our survey.

- Design sketches
- Figma

3

Testing

Got feedback from the participants in our survey to make improvements and also tested based on user scenarios.

Work Done

4

Updated Wireframe

Incorporated new features in the wireframe and improved/modified existing features, which were suggested in the first iteration of UI survey.

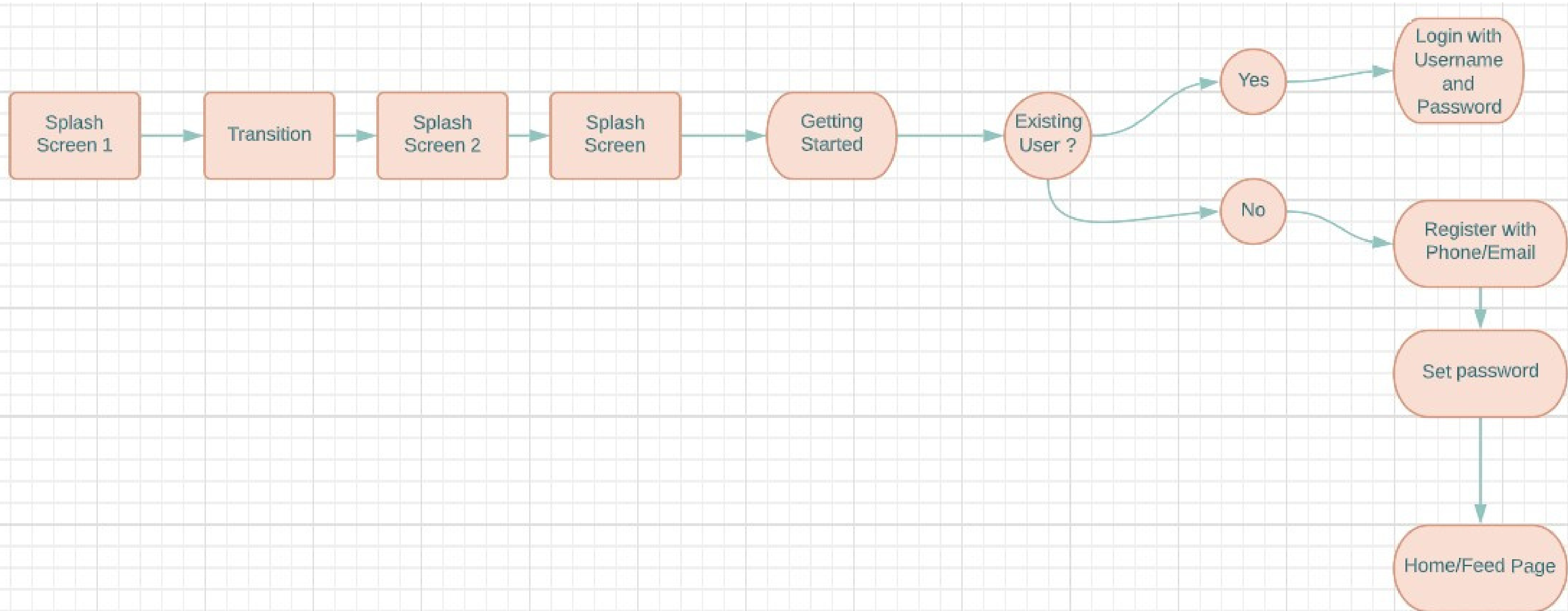
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End Delivery

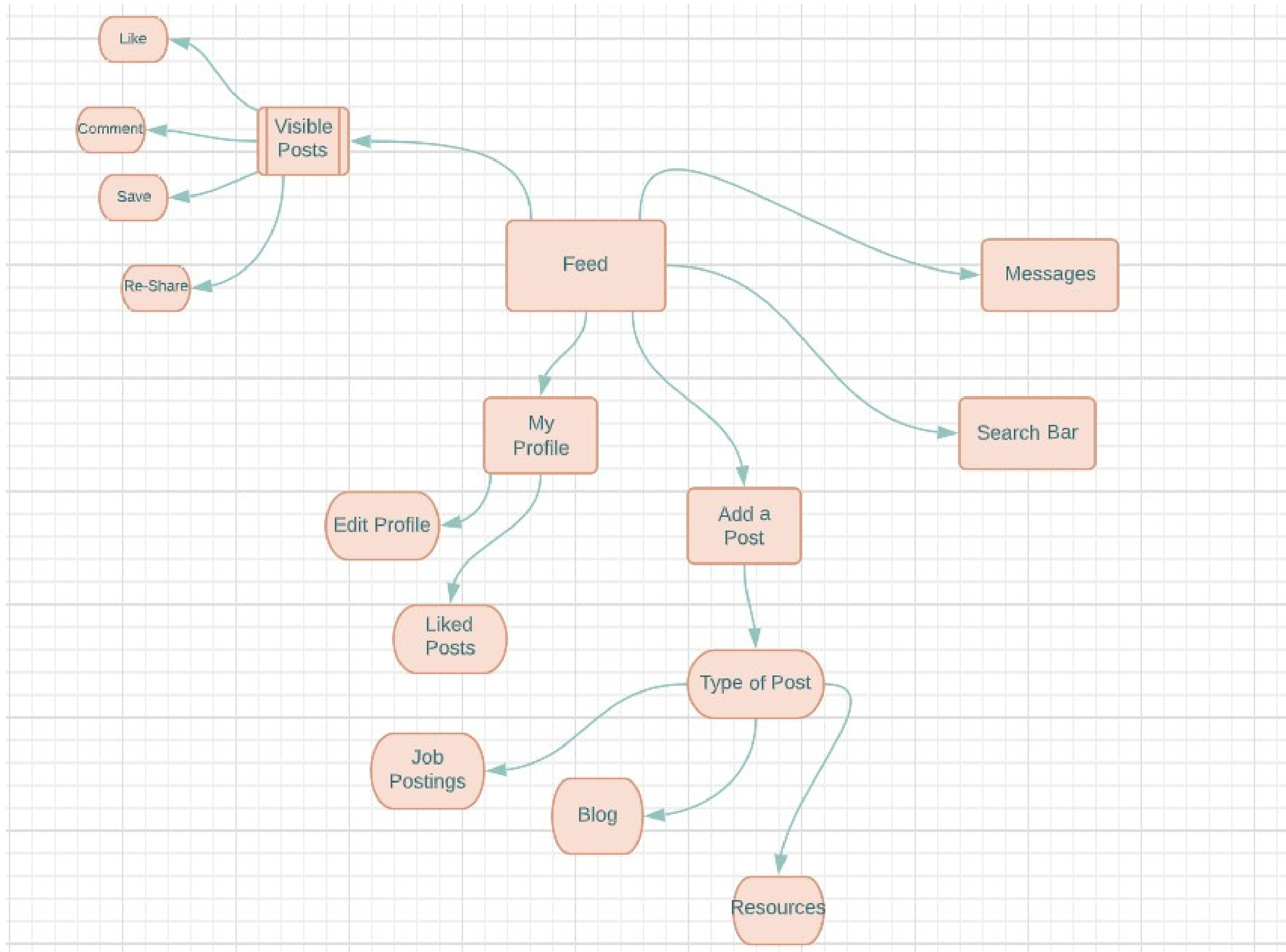
Get feedback from the participants in our survey to make improvements and also test based on user scenarios. Delivery of end prototype

Userflow

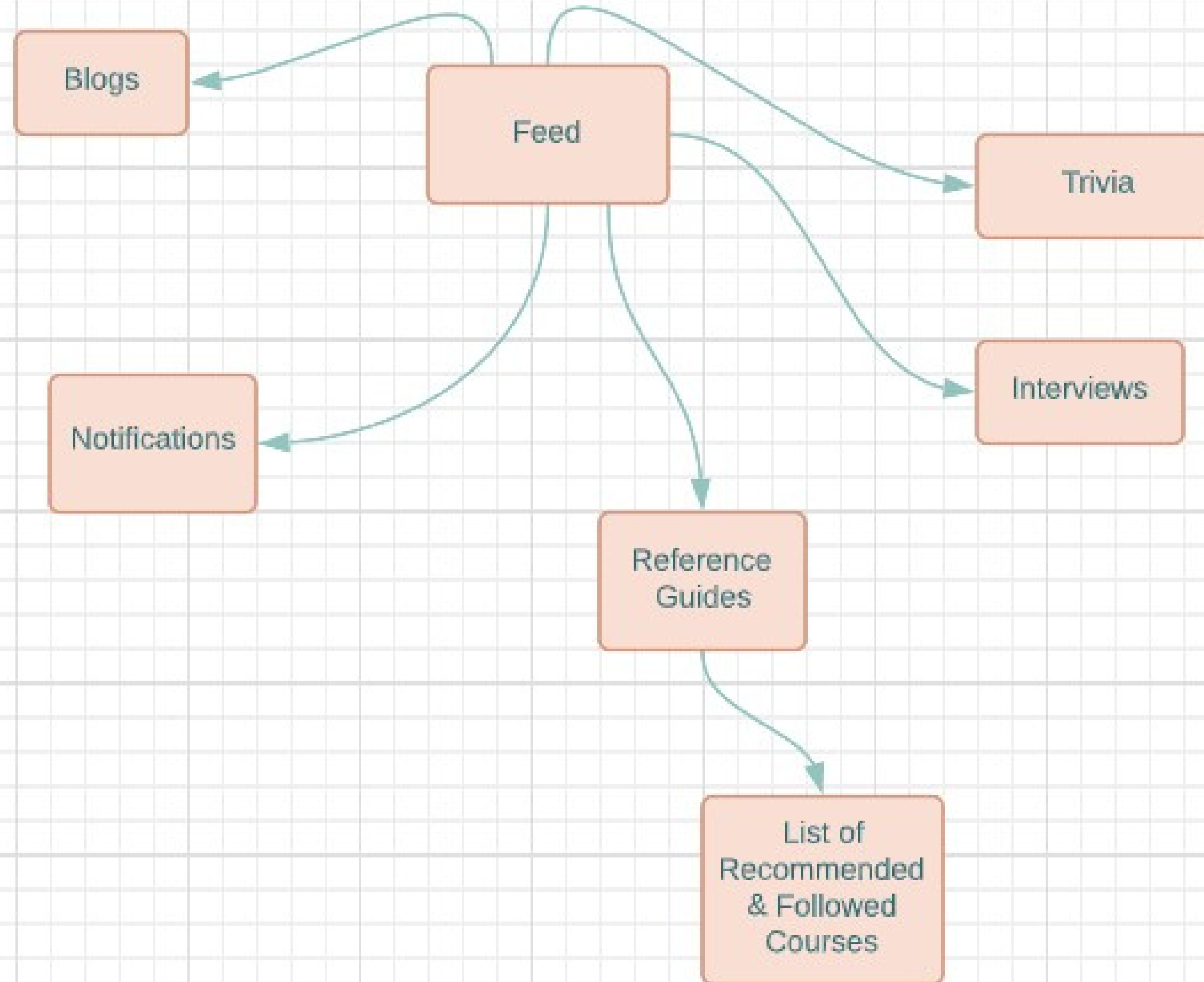
Getting Started



Navigating from the Home/Feed Page

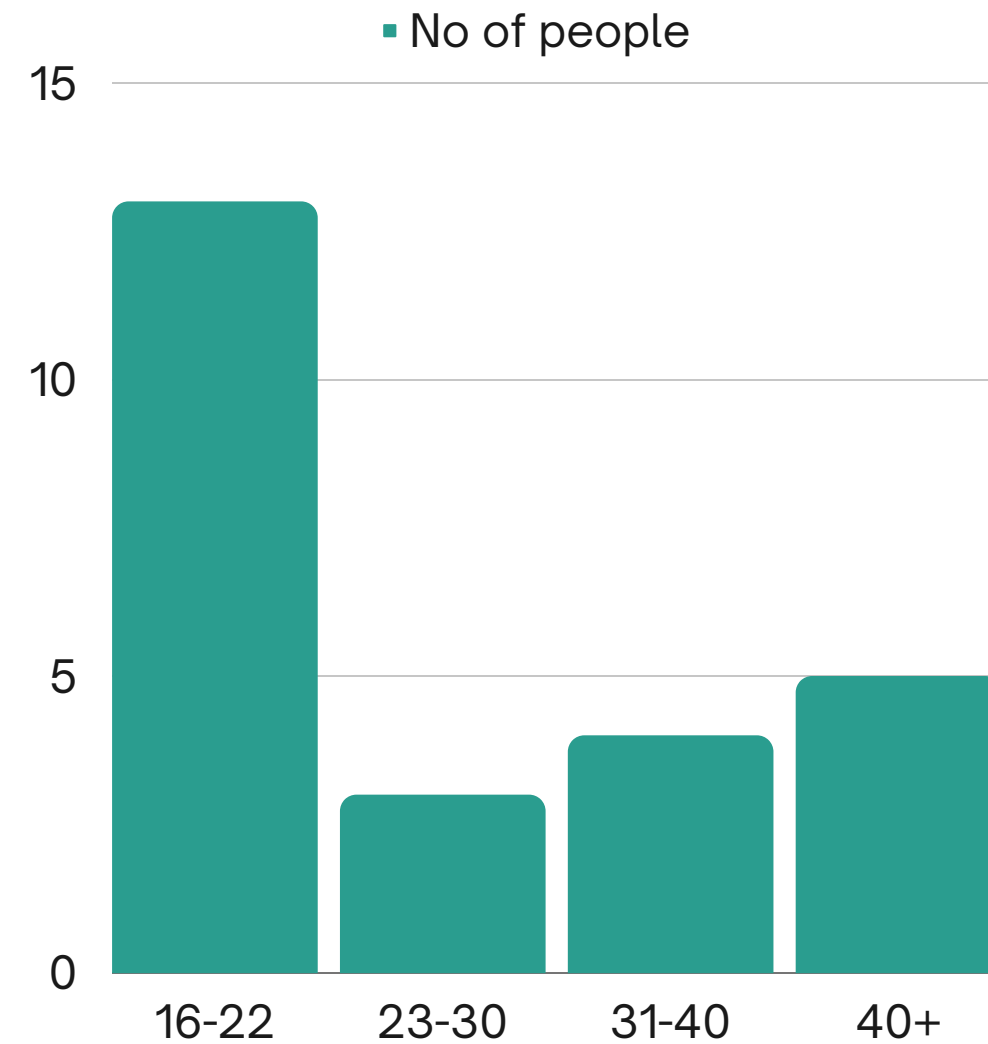


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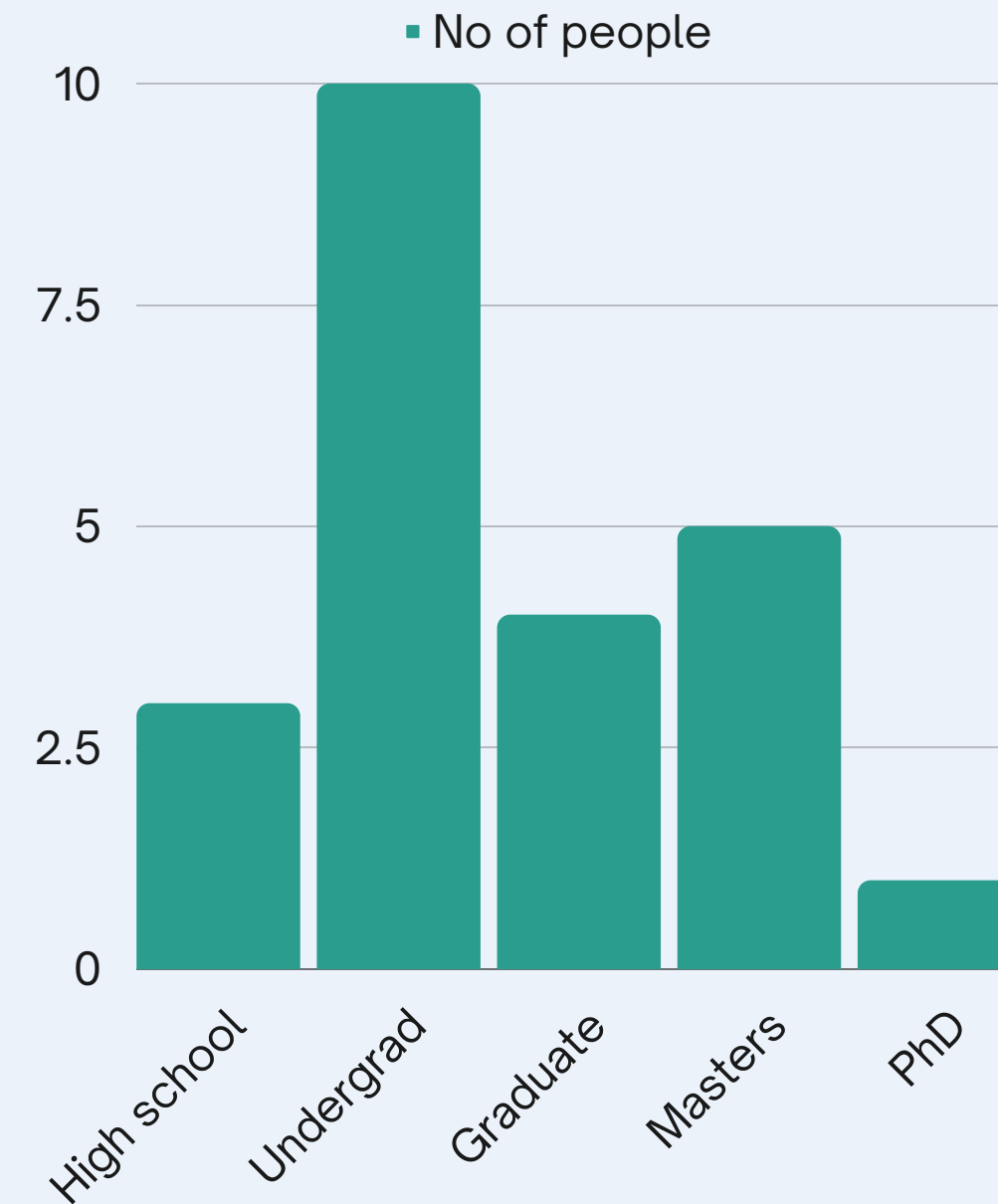


Feedback regarding App UI - Phase I

Age bracket

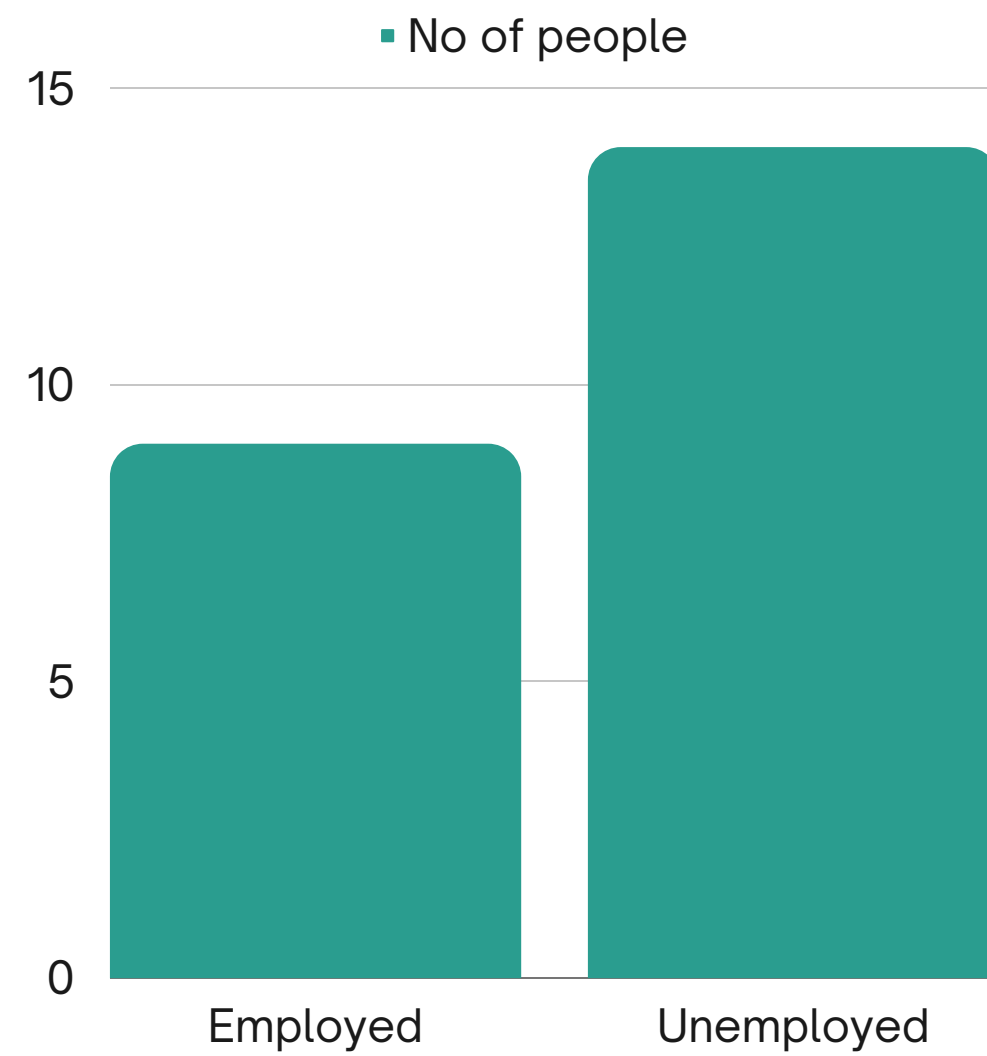


Education status

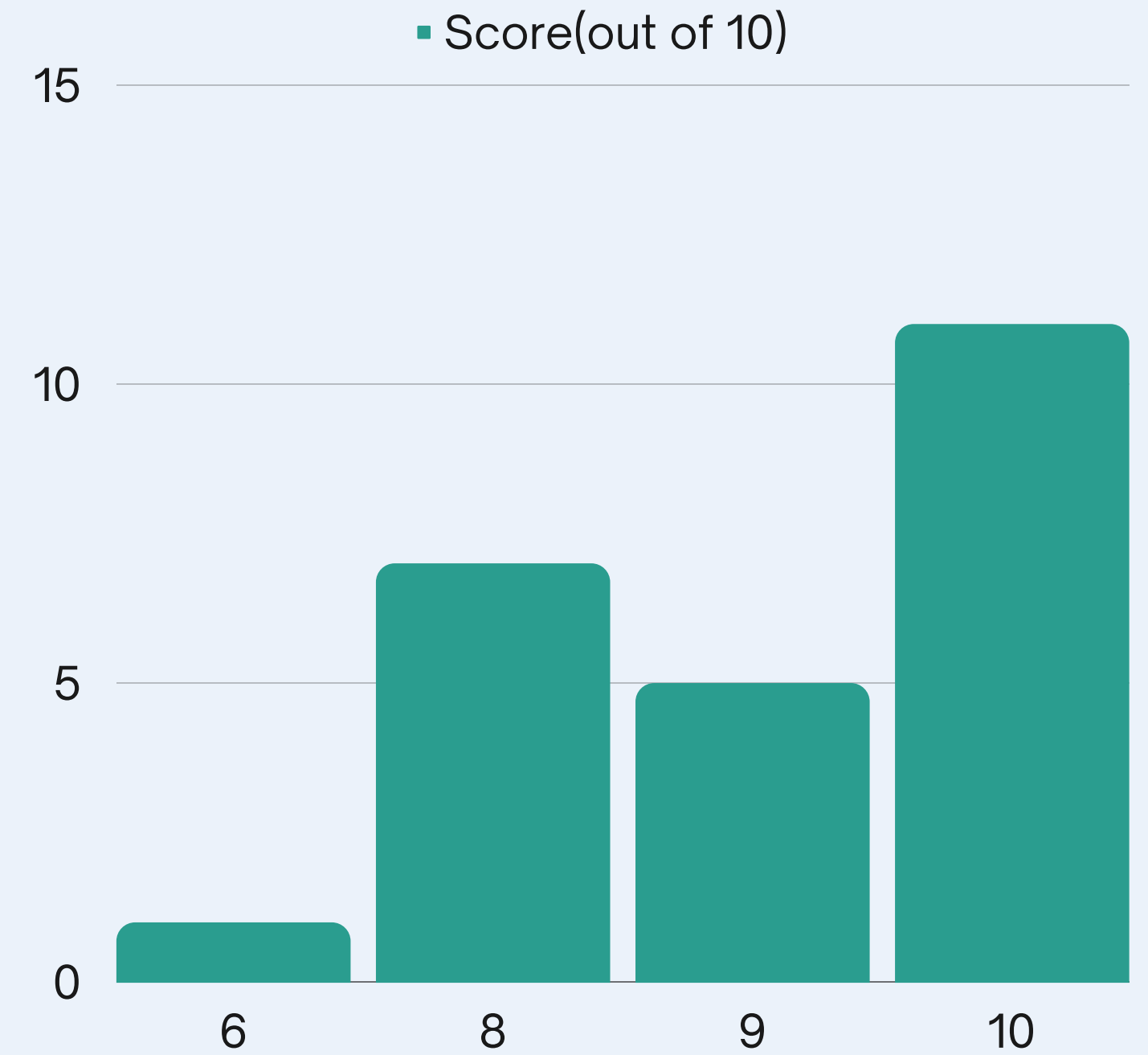


no.of respondents=23

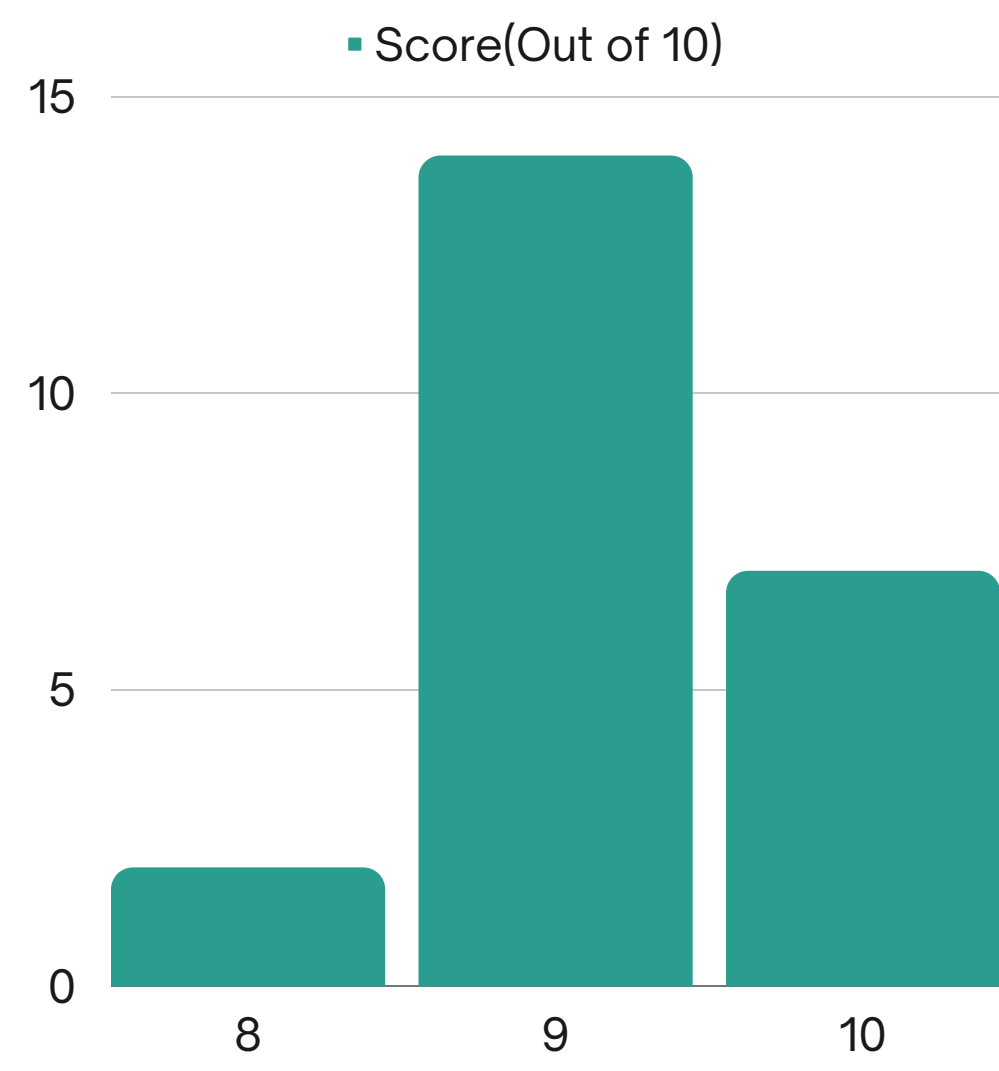
Employment Status



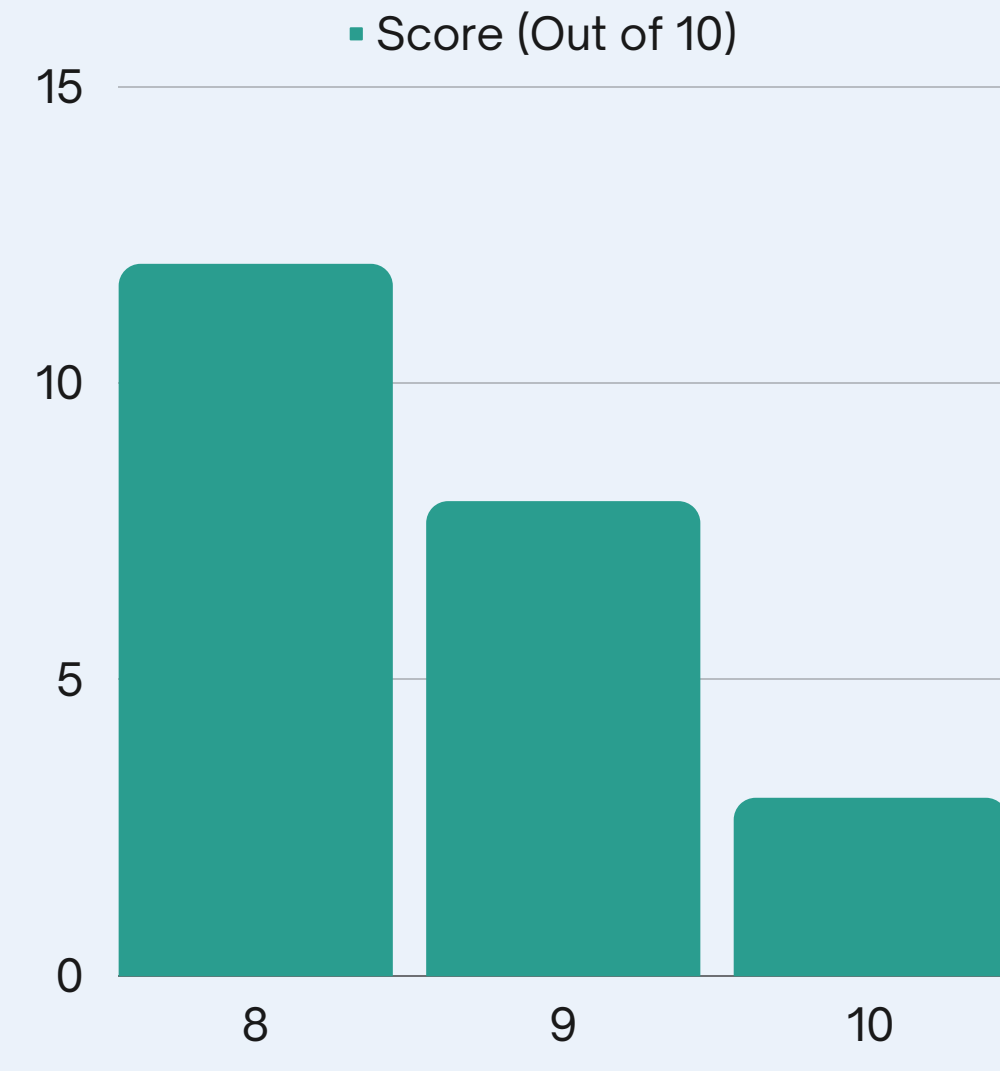
Icon understandability



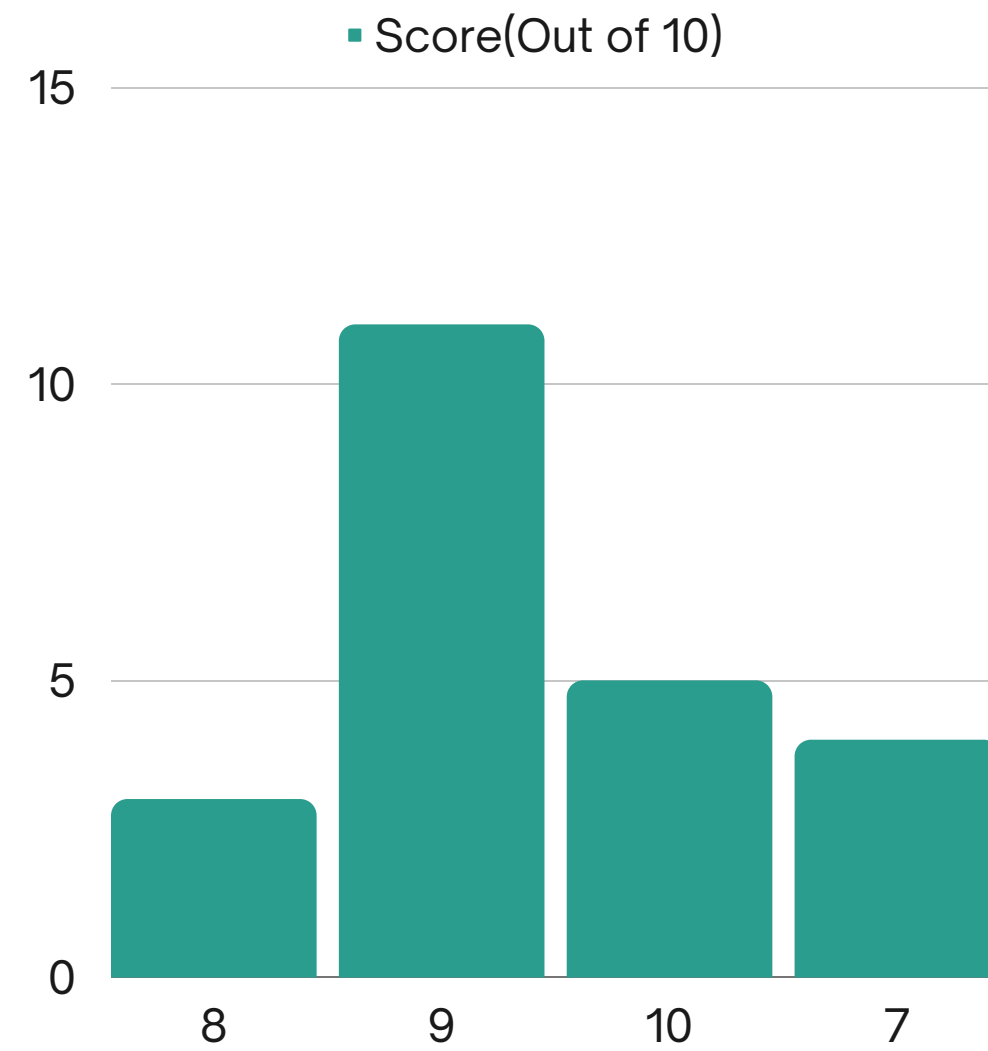
Terms understandability



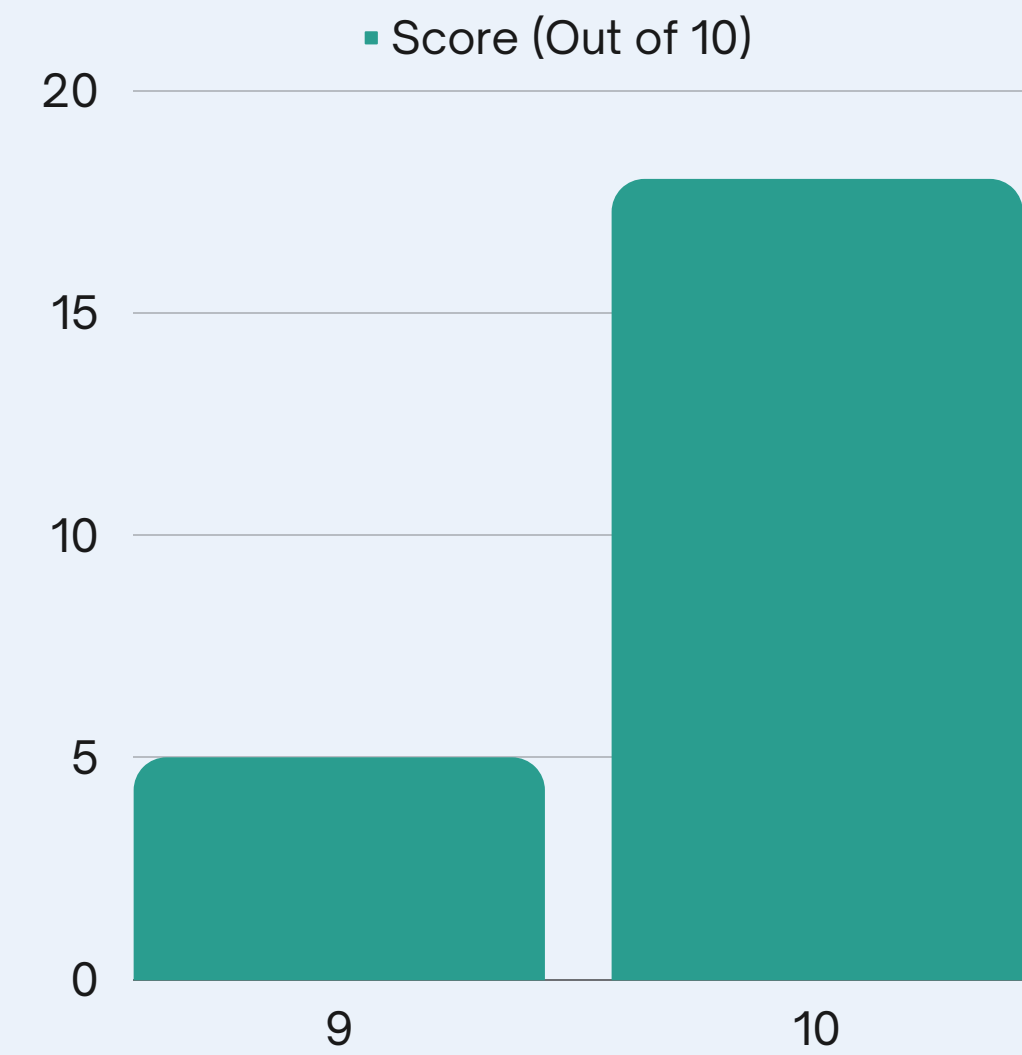
Organisation of info on screen



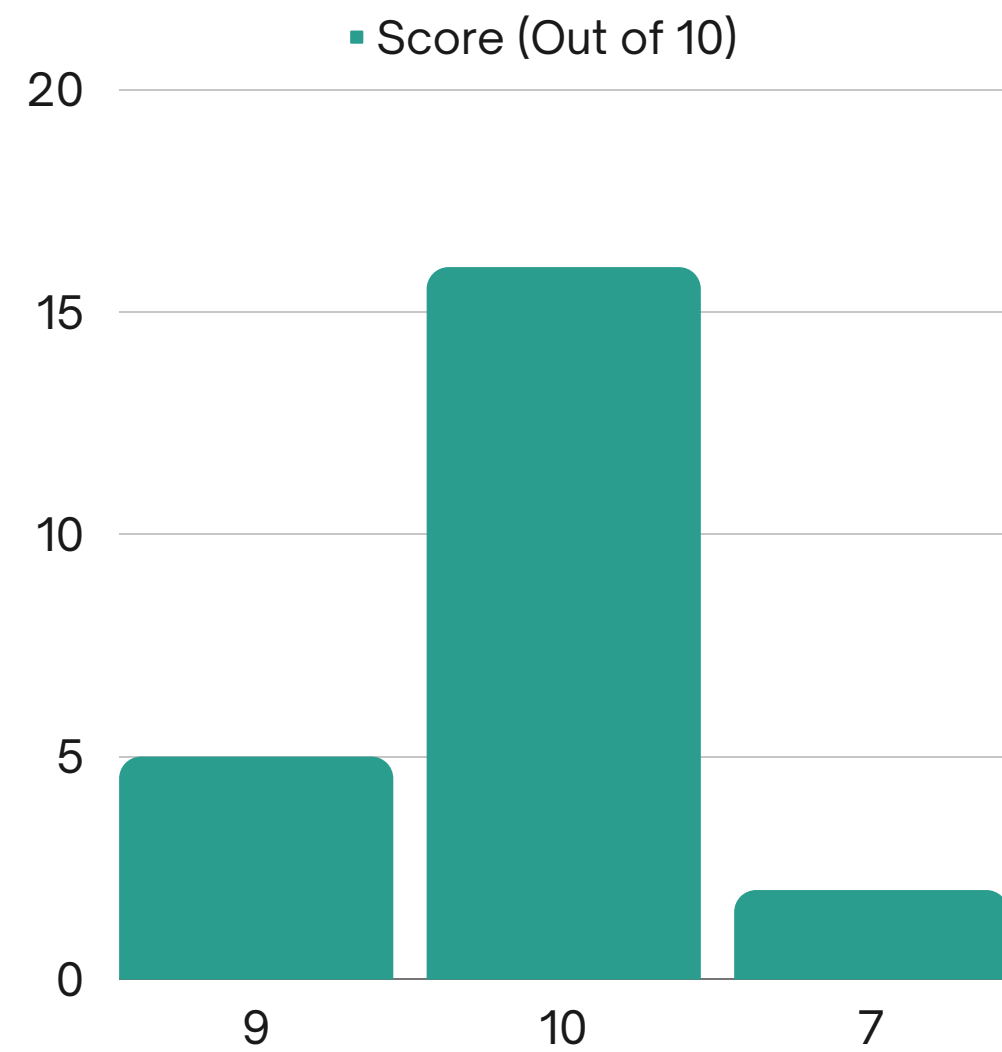
Ease of use



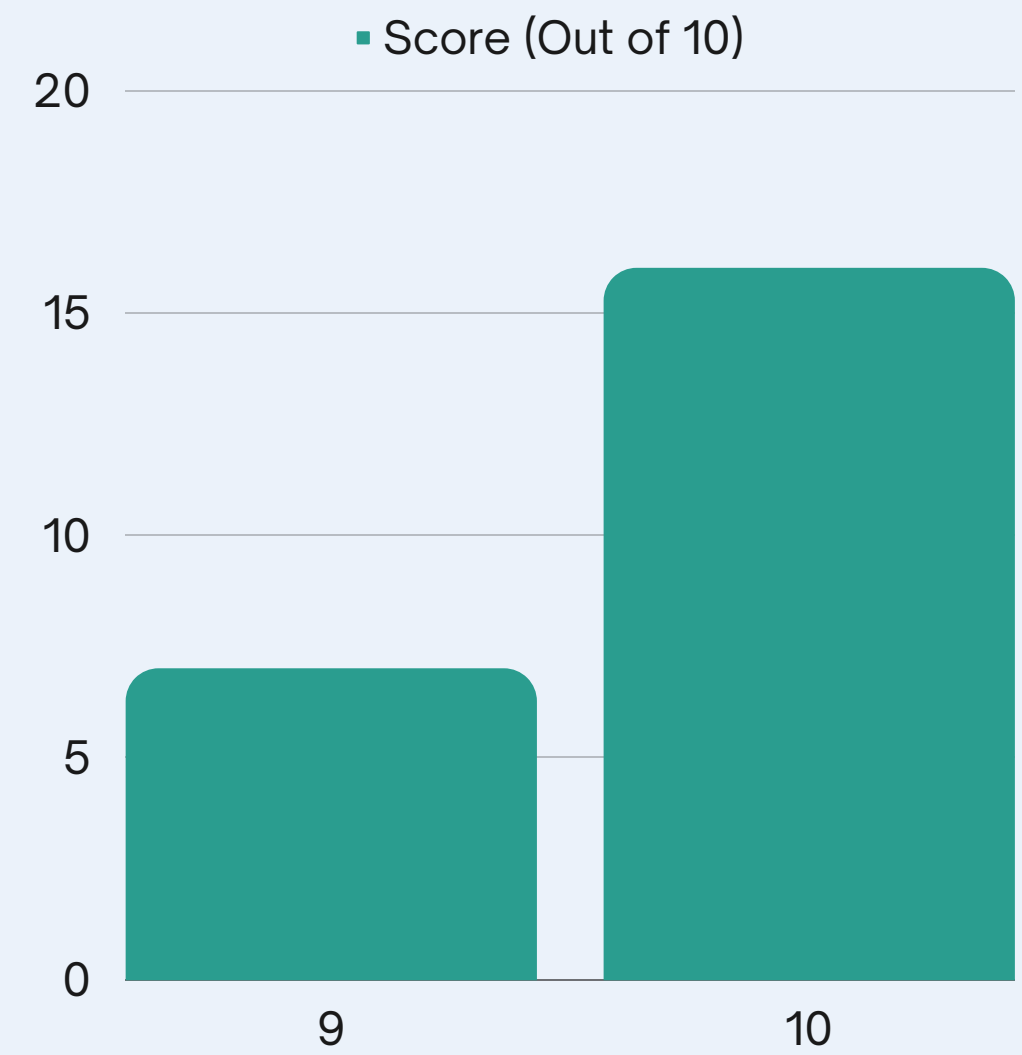
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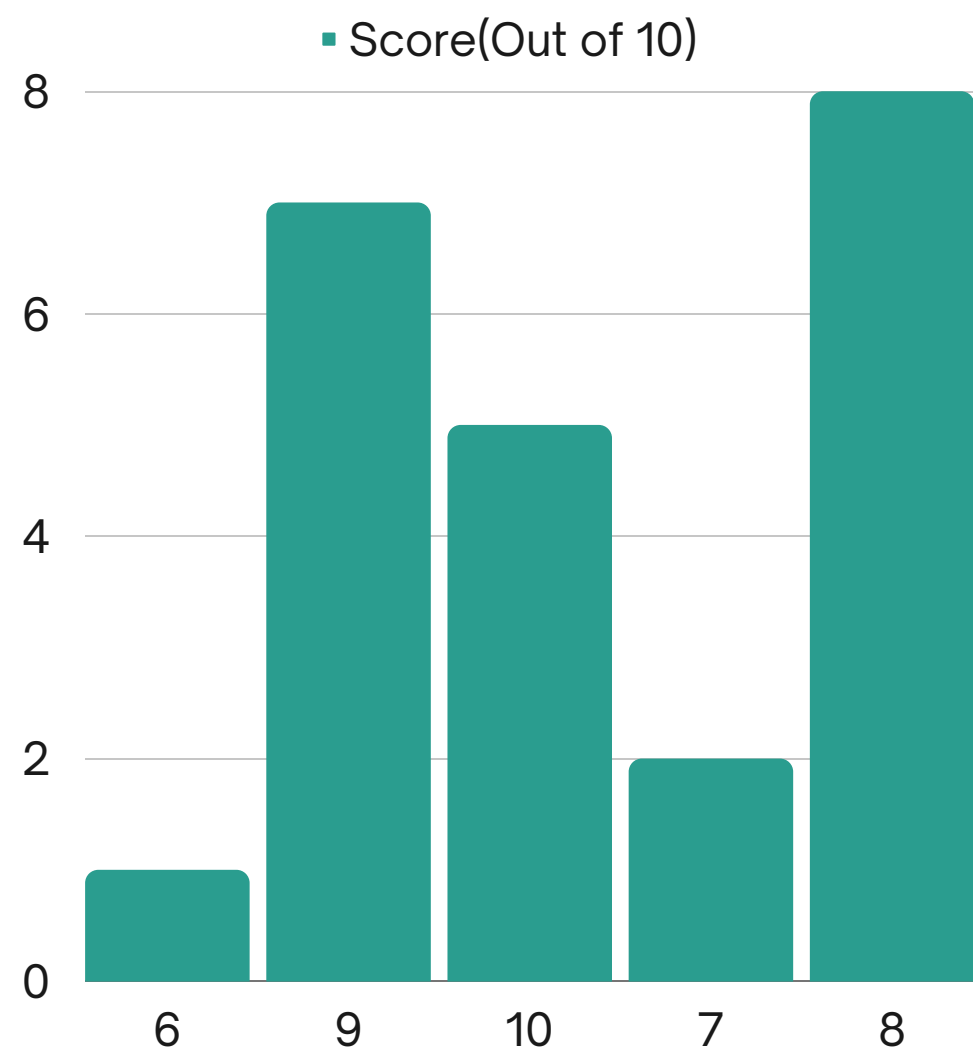
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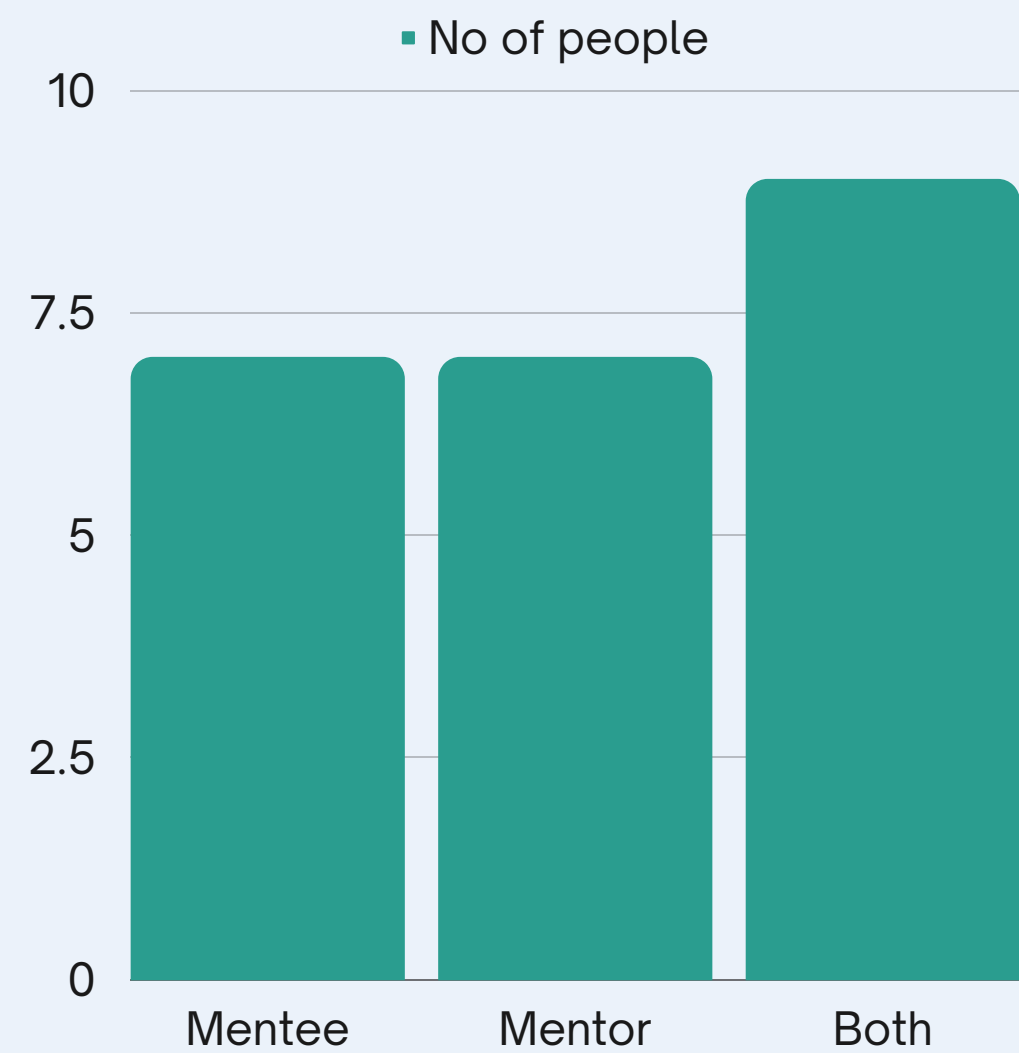
Color Schema



How likely are you to use the app?



Role you would like to take up?



Qualitative analysis of feedback

Changes suggested:

1. A more intuitive icon for resources
2. A more vibrant profile page
3. Subcategories of types of content (video, text, etc.)
within each category
4. Options restricted to one or two parts of the screen
5. A design more consistent with other social media
platforms

Qualitative analysis of feedback

Additions suggested:

1. Add an option to create an account with google/FB sign-in.
2. Enable the user to download resources for offline availability.
3. A job sub-category could be helpful.
4. Chat access restriction (public/private).
5. Q&A section

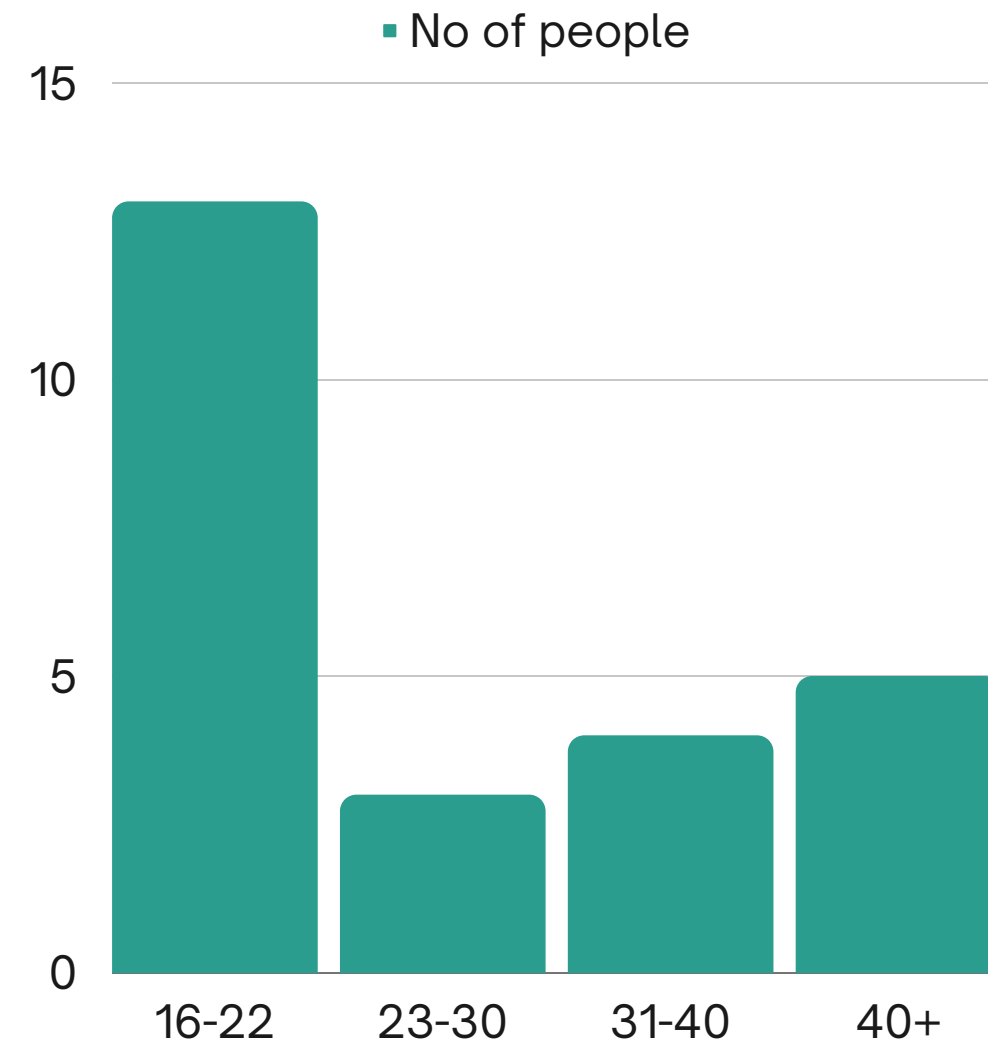
Prototype after incorporating feedback

- Added apple ID, Google, and Facebook login
- Simplified the Resources icon
- Added the Community Tab
- Edited the Profile page to be more vibrant
- Made the design more consistent with other social media apps/sites
- Added the Job Postings page
- Added the Q&A section

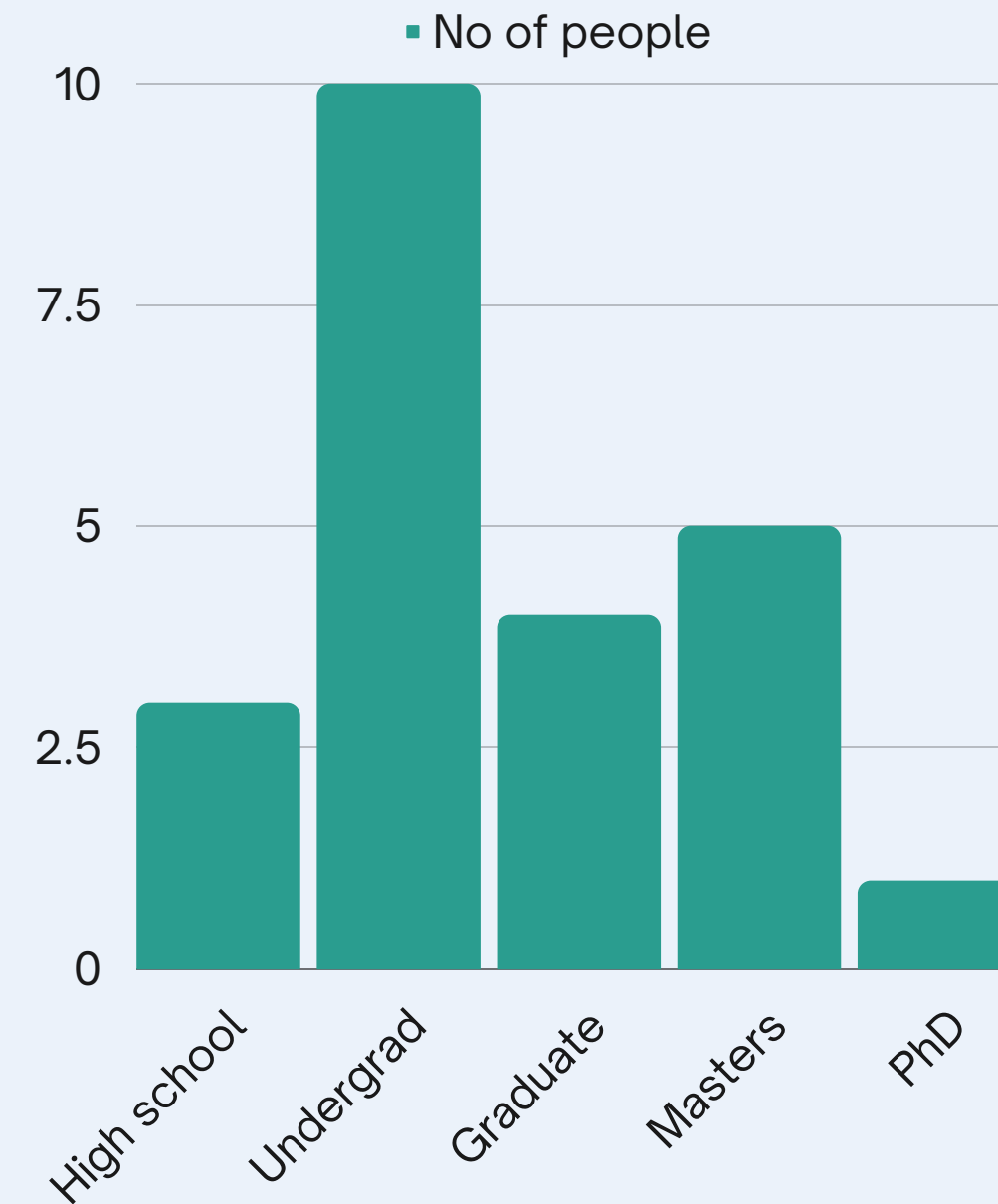
<https://www.figma.com/file/XbkzlRzFEYPKc5wB4lzaRO/Women-in-stem?node-id=0%3A1>

Feedback regarding App UI - Phase II

Age bracket

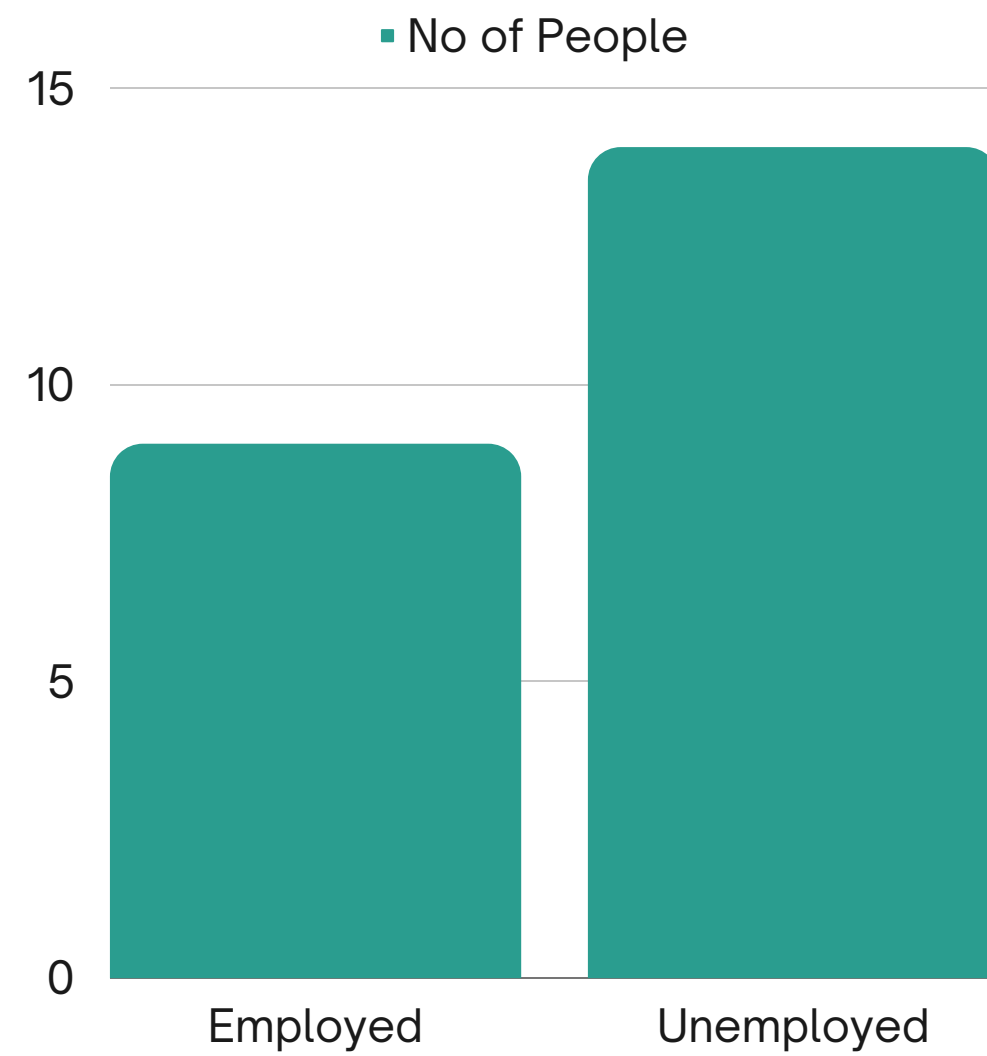


Education status

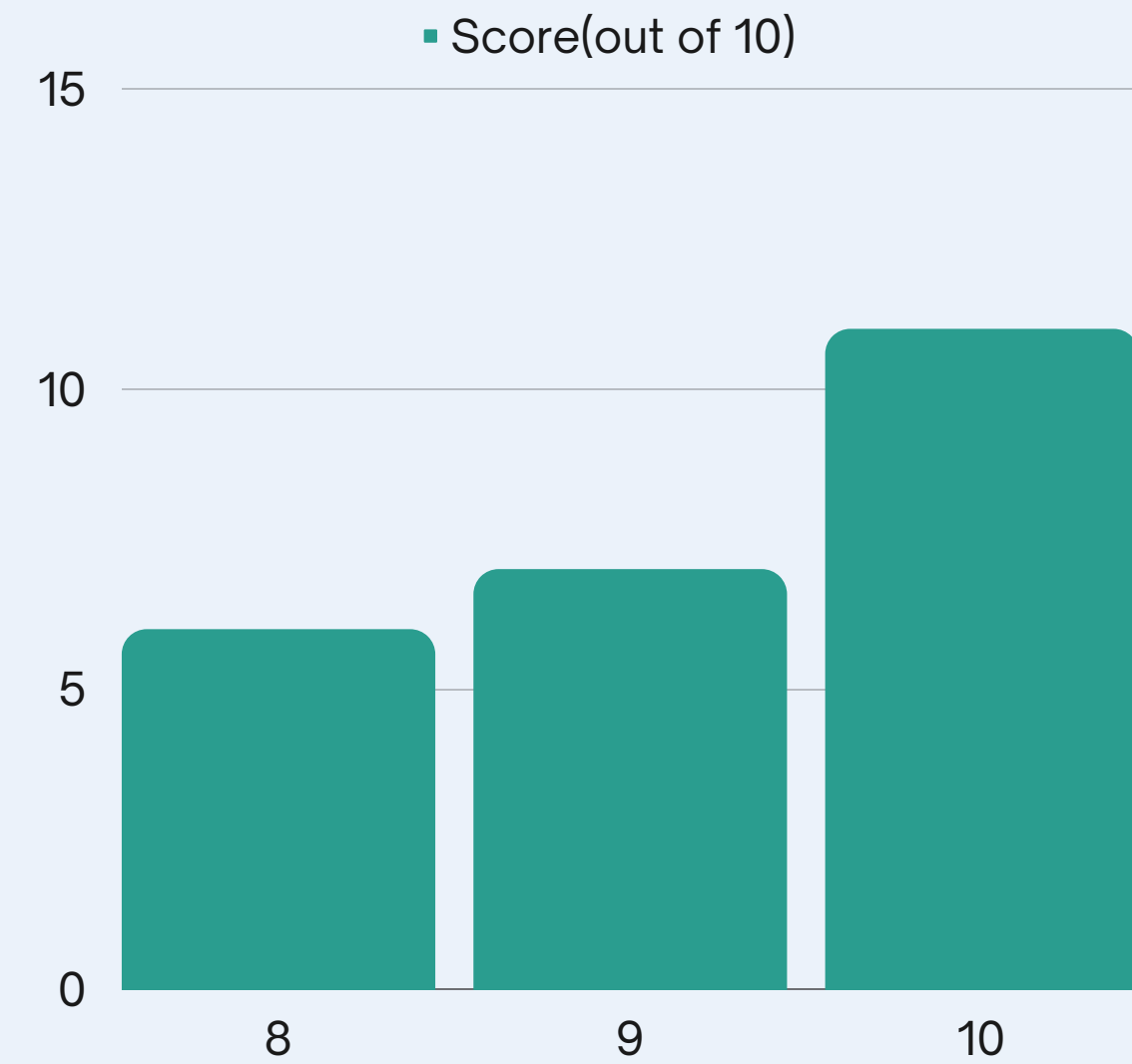


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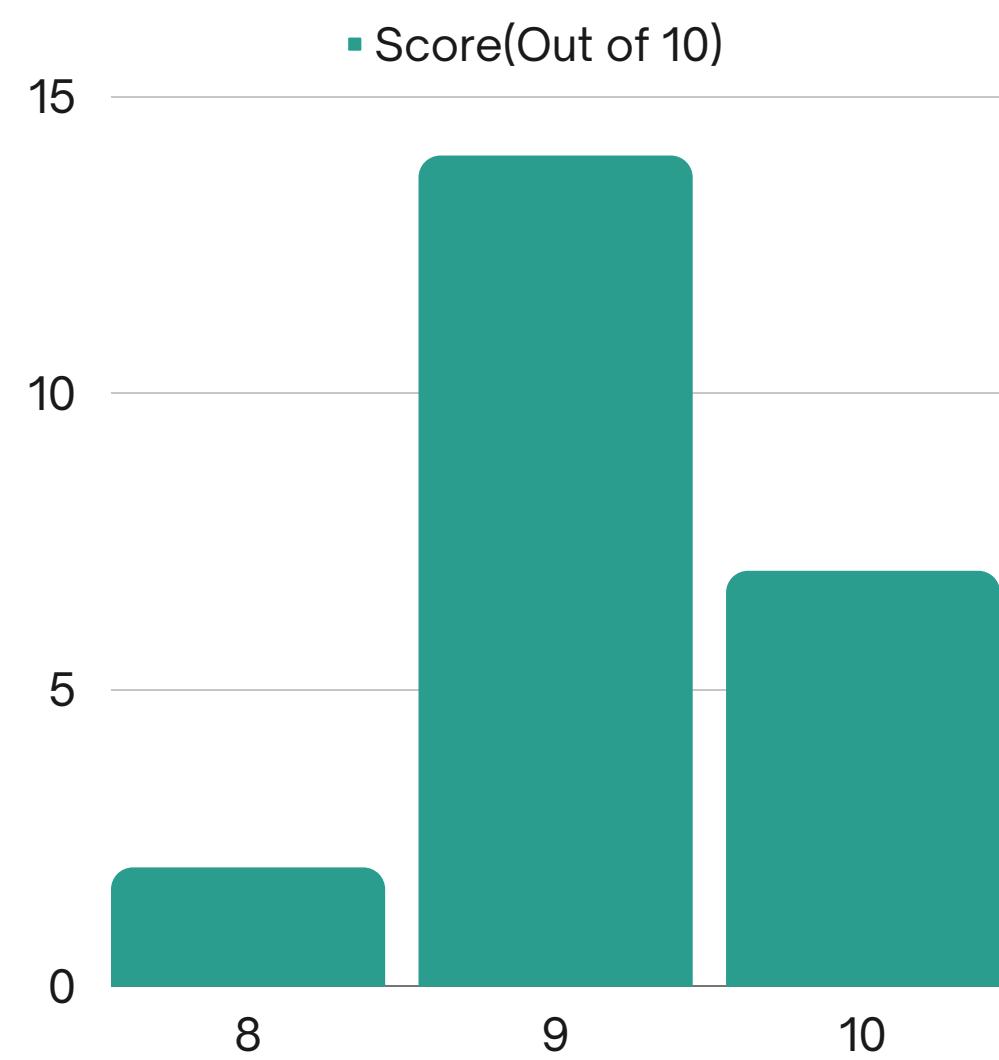
Employment Status



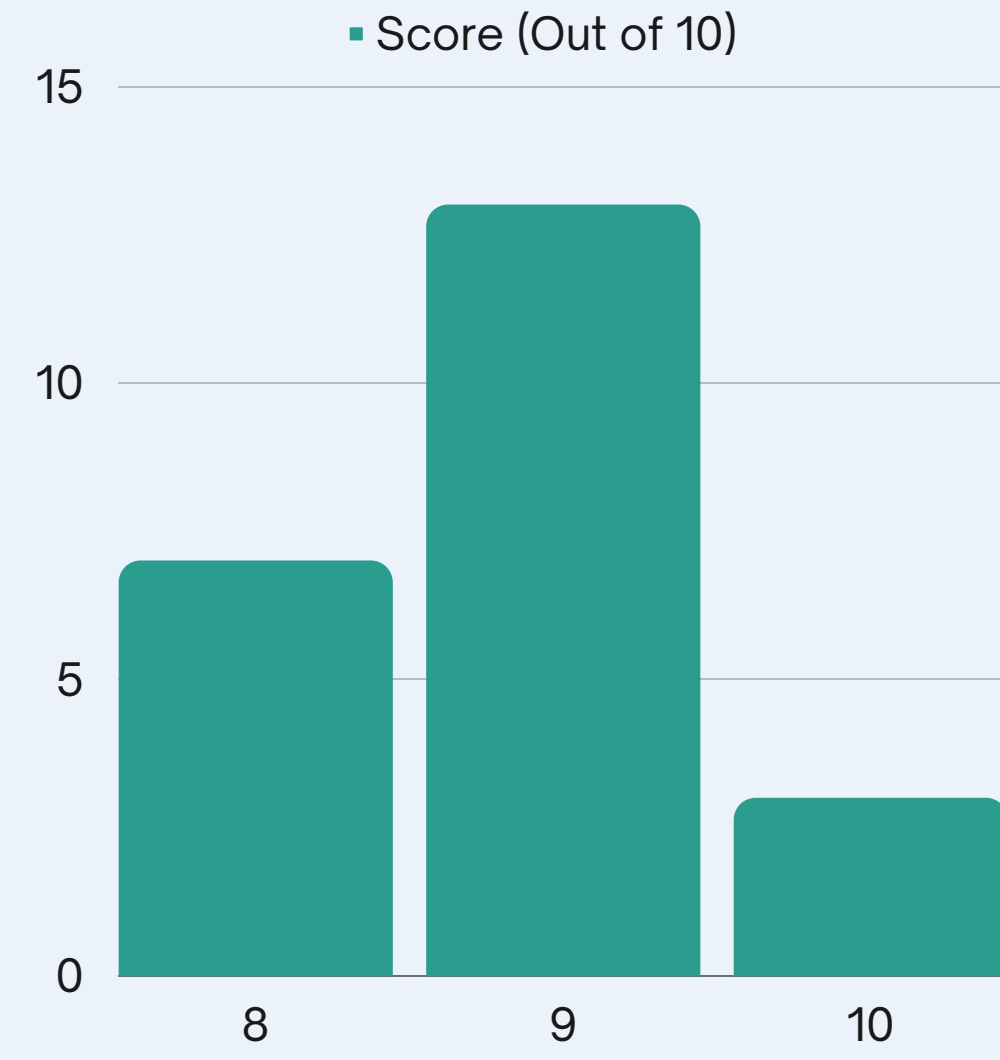
Icon understandability



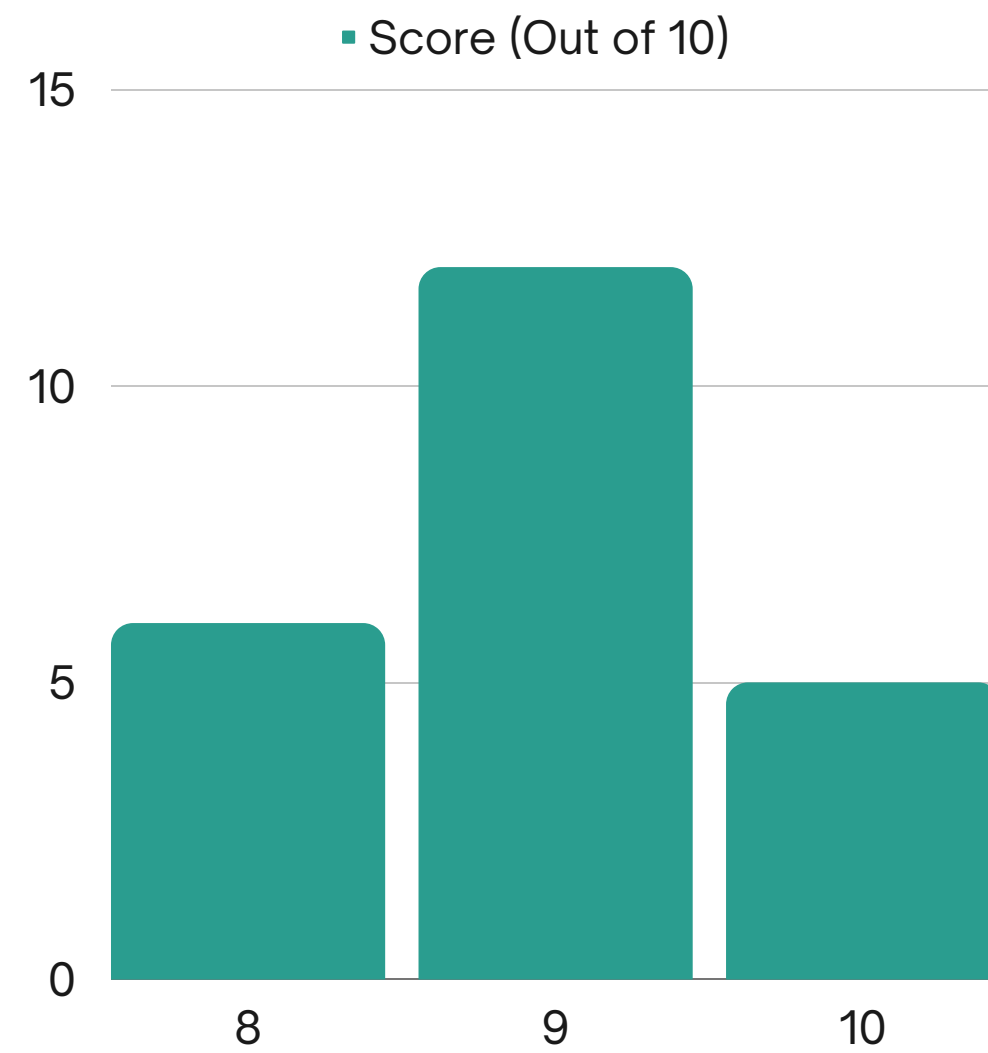
Terms understandability



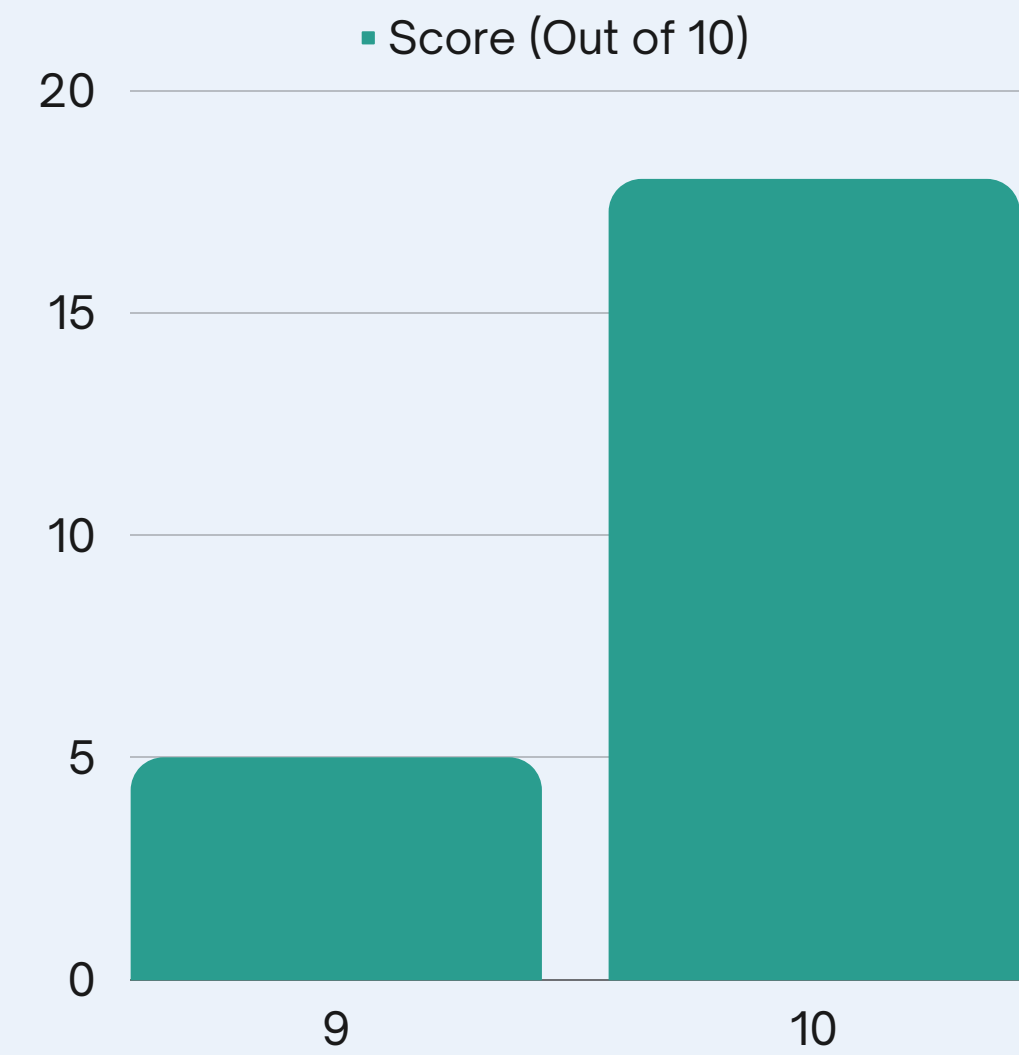
Organisation of info on screen



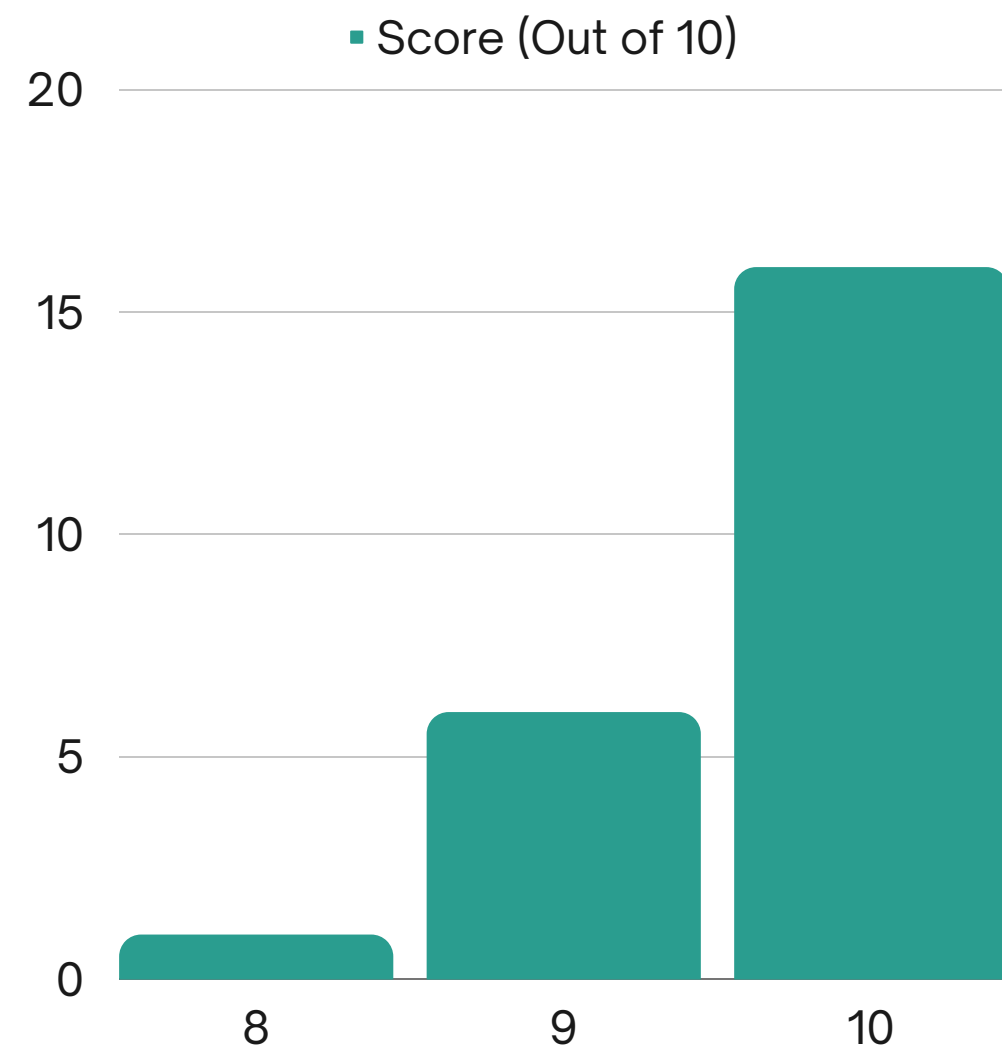
Ease of use



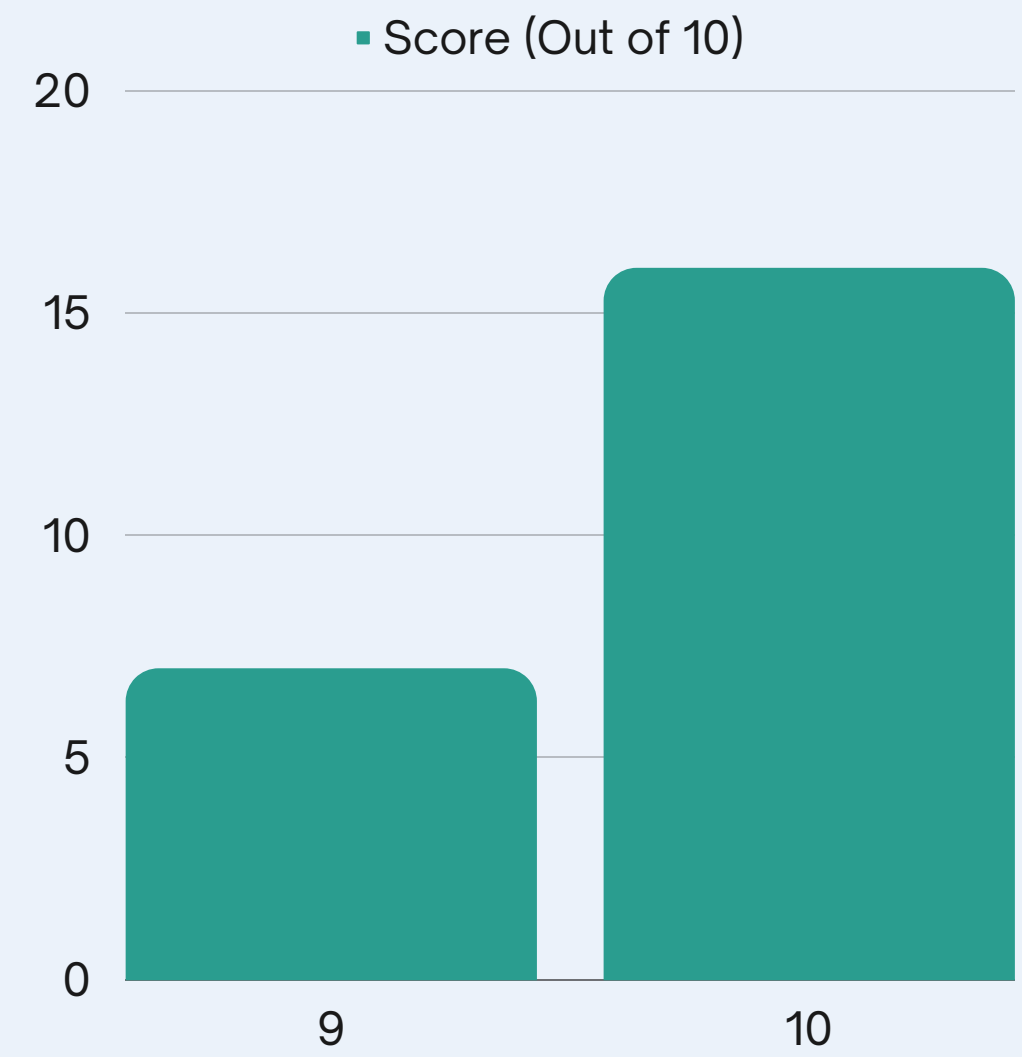
Font style



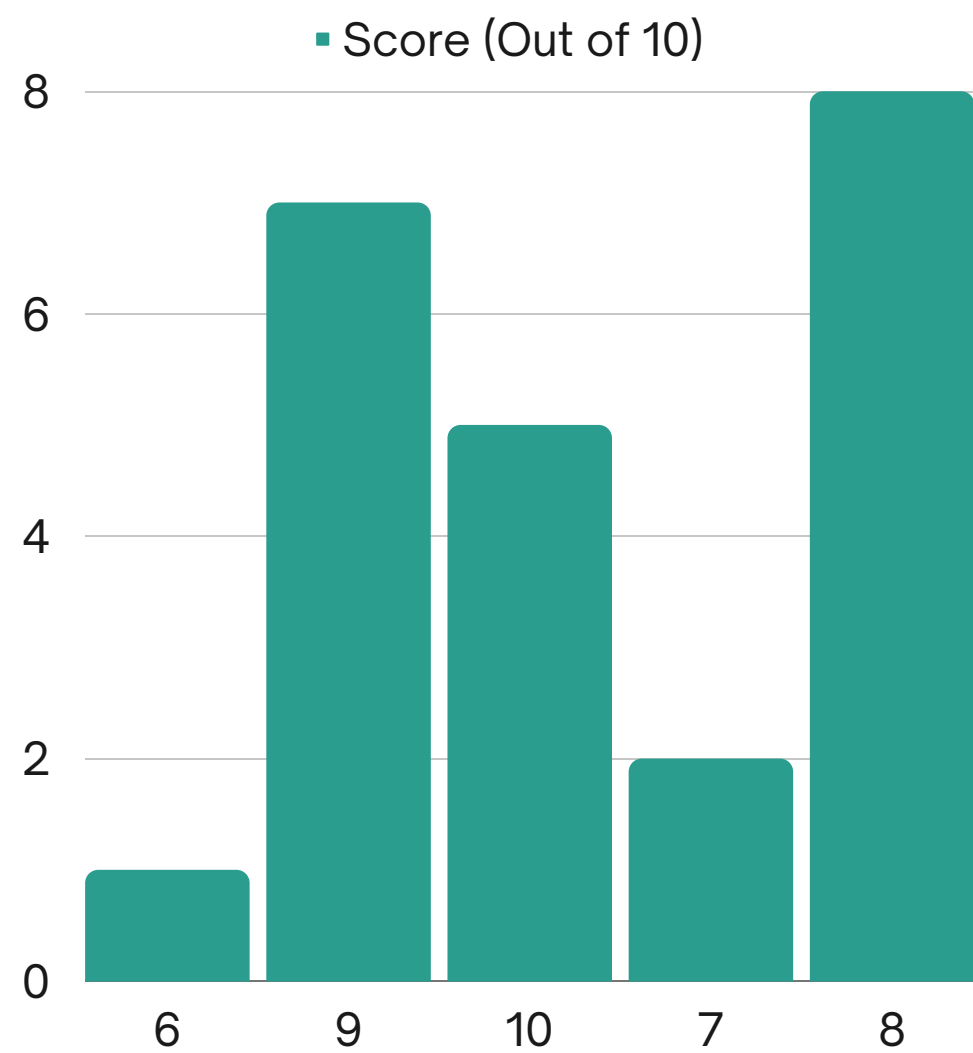
Font size



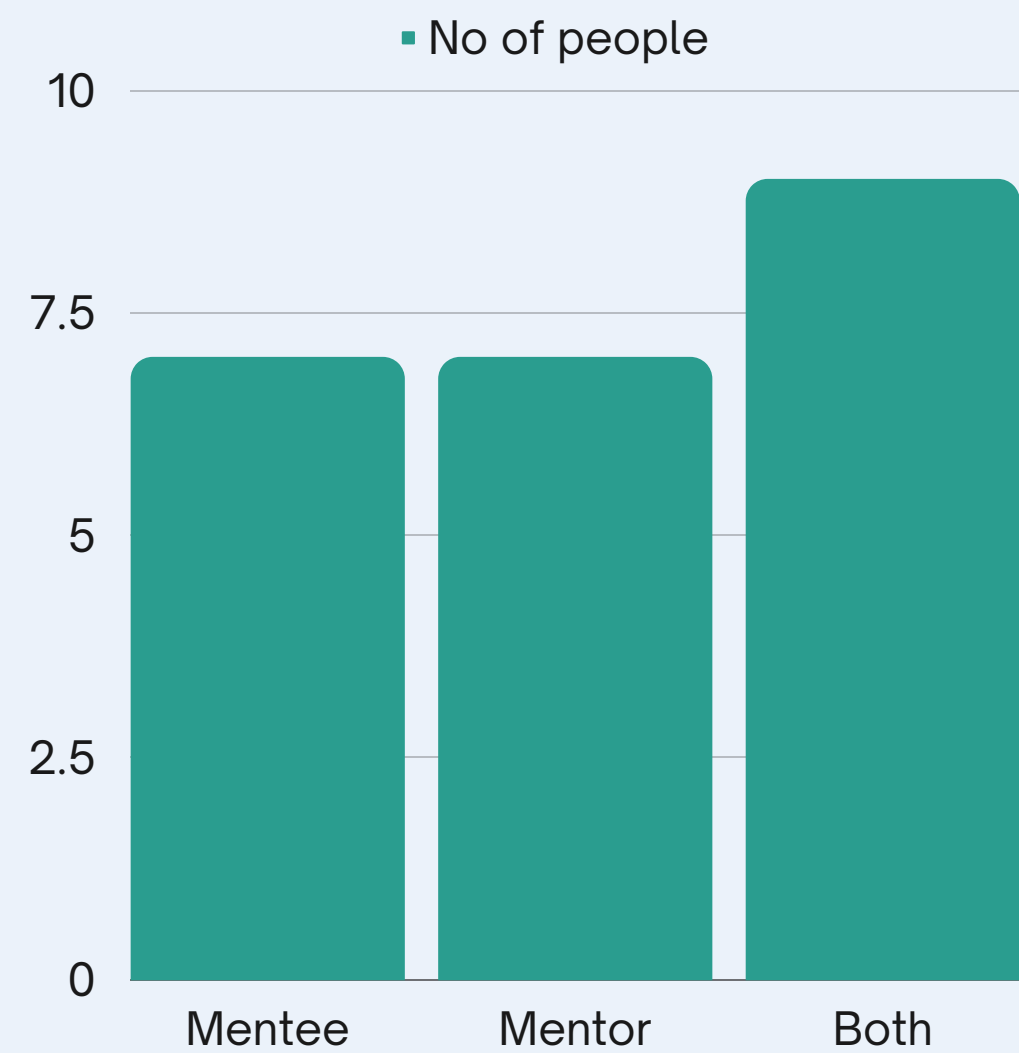
Color Schema



How likely are you to use the app?



Role you would like to take up?



Design outcomes

- **Discoverability** : Be it accessing resources, looking up trivias, checking inbox or changing profile information, the icons are visible irrespective of the page the users are viewing. This makes the features more discoverable, prevents users from getting lost, thus saving time.
- **Skeuomorphism** : The bell icon for notifications, home icon for the home page, a person icon for one's own profile and a people icon for the network are examples of skeuomorphism i.e. mapping the icons to real-world objects. This makes it intuitive for the users by creating mental models.

Design outcomes

- **Memorability:** None of the functionality requires a concrete sequence of steps to be remembered. This reduces the cognitive load on the users. It won't be hard to navigate even after not using the app for a significant time.
- **Error rates :** There is no scope for major catastrophic errors in the application. In case of minor mistakes like typos in the post or posting a wrong video, the edit/remove option is always there.
- **Satisfaction :** Apart from some specific suggestions, our respondents in the survey commented in general that the app UI looks pleasant.

Design outcomes

- **Learnability** : The UI has been designed keeping in mind the familiarity and consistency principles. Features like a network and notifications are available on most popular platforms, which makes it easier for the users to habituate to using this app. We have ensured consistency within the application in terms of formatting and labels.

In line with TOP UI DESIGNS OF 2023 : Based on the reviews of some experienced UI developers, we implemented the following elements predicted to flourish in 2023.

- 1. Rounded corner button
- 2. Inspirational quotes, aka daily statistics on the splash screen

Learning outcomes

- Exploration of the reasons for skewed gender ratio in the STEM fields.
- Previous attempts at abating the issue.
- Using the Double Diamond process to come up with a problem statement of our own.
- Prototyping under the Double Diamond system to understand user needs and wants.
- Iterative testing to ensure the meeting of requirements and proper implementation.
- Incentivizing mentors leads to better results.