EmpowHer Initiatives Mobile Application Designer

By: Somya Babar

Tools: Figma, Google Docs and Slack

Duration: 4 Months

Design for a Woman-in-Industry Networking App

Overview	Goals
This app is a networking platform designed to empower and connect women across various industries. It provides a safe, supportive space for women to build meaningful professional relationships, share knowledge, and grow together. Users can connect with each other and seek or offer mentorship. Whether you're looking to expand your network, find guidance, or support others in their career journeys, this application serves as a platform for women to uplift and inspire each other.	The goal of this platform is to create a safe, welcoming, and woman-friendly space where women across industries can connect and feel a strong sense of community. Whether it's through mentorship, collaboration, or simply sharing experiences, the platform aims to create meaningful interactions that leave women feeling empowered, understood, and less alone in their careers.
Role UI Designer and Software Development Engineer	**Scope** 4 months duration – 1 month designing and 3 months in App Development

Design Process – Gathering Requirements

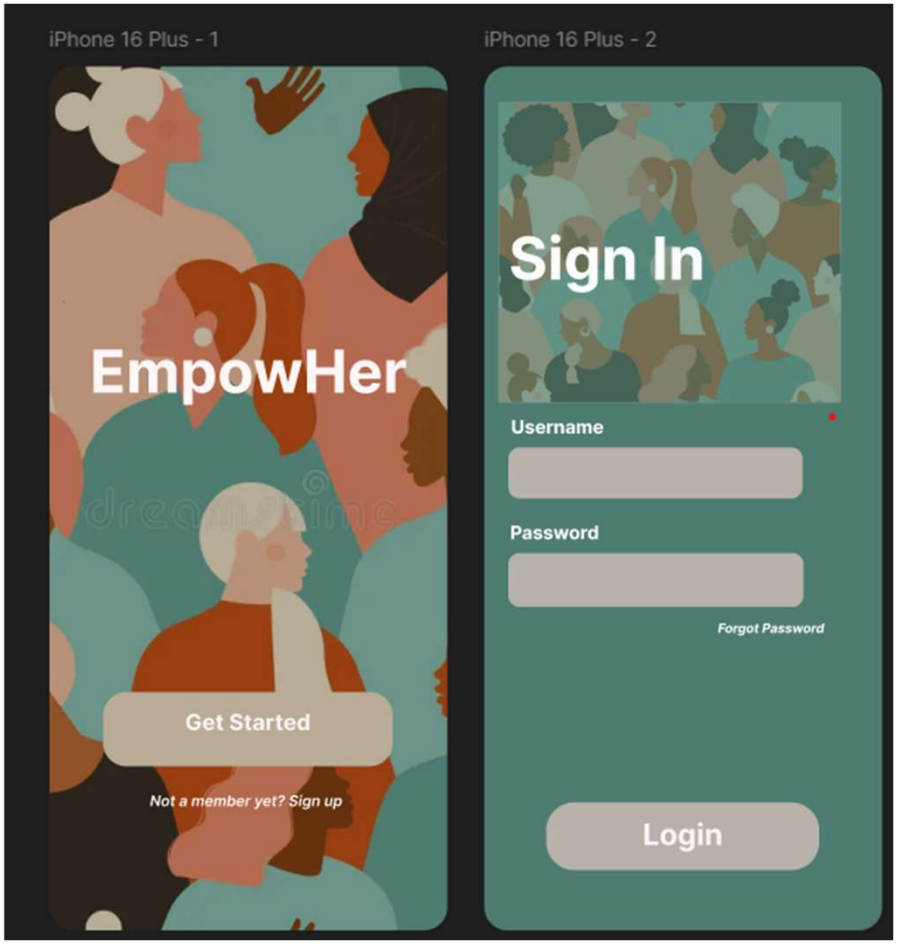
- **User Requirements:** As part of the development process, I conducted a user survey with women studying with me at university to better understand their needs and expectations from a networking app. The feedback highlighted a strong desire for genuine connection, easy access to mentorship opportunities, and a supportive space that feels safe and inclusive.
- **Business Requirements:** In parallel, the contractor outlined specific business requirements such as that the application must be a female-only space to ensure safety and relevance, app should stand out from platforms like LinkedIn (engaging instead of corporate) and include features that drive consistent engagement and growth for women-in-the-industry.
- **Design Outcome:** User requirements and business needs entailed that the app should be visually appealing, engaging platform that feels welcoming and not dull or corporate like typical networking apps. The app should allow the users to chat directly with mentors, receive meaningful guidance as mentees, and stay motivated through interactive networking challenges. The overall experience should be vibrant, user-friendly, and designed to encourage connections.

Problem

- Need a user authentication system so that users can sign up and create their accounts and login with their personalized account.

Solution

- Sign up using a username and password, once a user is logged in their specific connections are listed, and their name is displayed on the top corner.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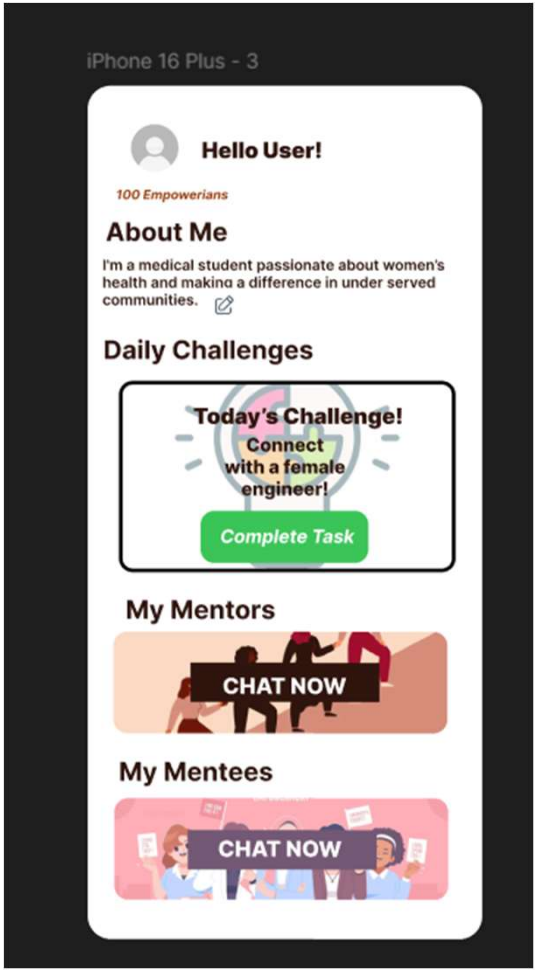
iPhone 16 Plus - 3
Hello User!
100 Empowerians
About Me
I'm a medical student passionate about women's health and making a difference in under served communities.
Daily Challenges
Today's Challenge!
Connect with a female engineer!
Complete Task
My Mentors
CHAT NOW
My Mentees
CHAT NOW

Problem

- On many networking platforms, women are often approached inappropriately, facing questions about their relationship status rather than their career ambitions. This not only creates discomfort but also undermines the purpose of professional networking. As a result, many women feel isolated, unsupported, and disconnected from meaningful industry guidance.

Solution

- Create a platform where women can sign up to become mentors and choose the specific fields or industries, they want to offer guidance in whether it's tech, finance, entrepreneurship, design, or any other area. Mentors will be able to view who their mentees are and communicate directly through a secure, built-in chat feature. Mentees will be able to view who their mentors are and communicate with them.

iPhone 16 Plus - 4

← Mentors

Isabelle Conklin

Sussana Fisher

Coraline Jones

Emily May

Nancy Drew

Become a Mentor

iPhone 16 Plus - 5

← Emily May

Message here 2:00pm

Message here 2:00pm

Message here 2:00pm

Message here 2:00pm

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Message here 2:00pm

Message

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← Become a Mentor!

Chose your mentee

What would you like to specialize in ?

Industry Advice

Educational Advice

Submit

iPhone 16 Plus - 7

← Mentees

Isabelle Conklin

Sussana Fisher

Coraline Jones

Emily May

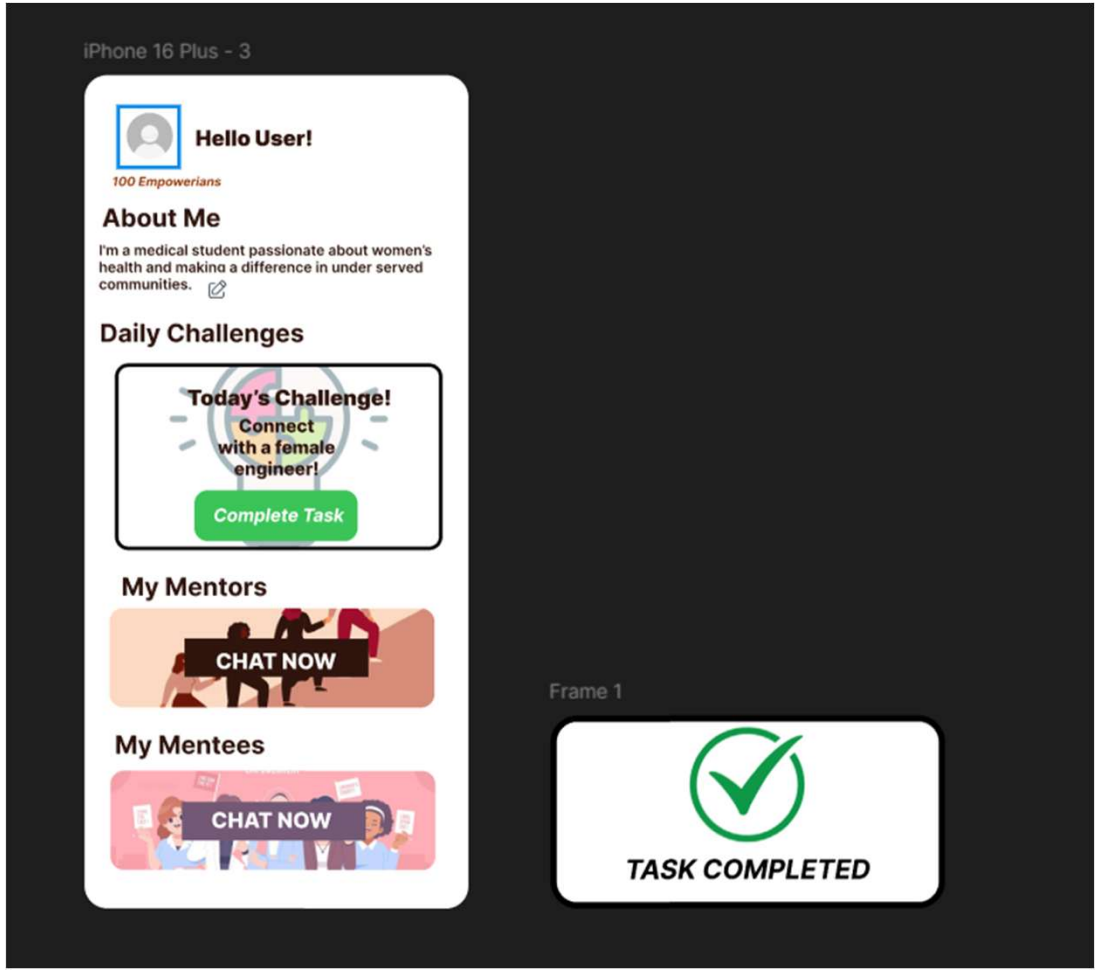
Nancy Drew

Problem

- Often, people become passive on networking platforms, hesitant or busy to actively connect with others. This leads to users missing out on the true value of networking.

Solution

- To address this, the platform will include daily challenges designed to encourage ongoing engagement. Each day, users will receive a new task, whether it’s connecting with someone in a different industry, starting a conversation, attending a virtual event, or signing up to become a mentor or mentee. The daily challenge will be in a colourful box on the main page with a bright green button to make a person motivated.


iPhone 16 Plus - 3
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Complete Task
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My Mentees
CHAT NOW
Frame 1
TASK COMPLETED

Final Design Link

https://www.figma.com/design/rXo6WjsuINXvylHOVYaBXI/EmpowHer-Initatives-App?node-id=0-1&p=f&t=2FEkldWVRpRbYigu-0