



SisTech  
Space

# **How might we effectively provide career advice to entry-level women\* in STEM?**

*\*high school students, university students, fresh graduates & those with less than 2 years of work experience.*

# User Personas of our Target Market



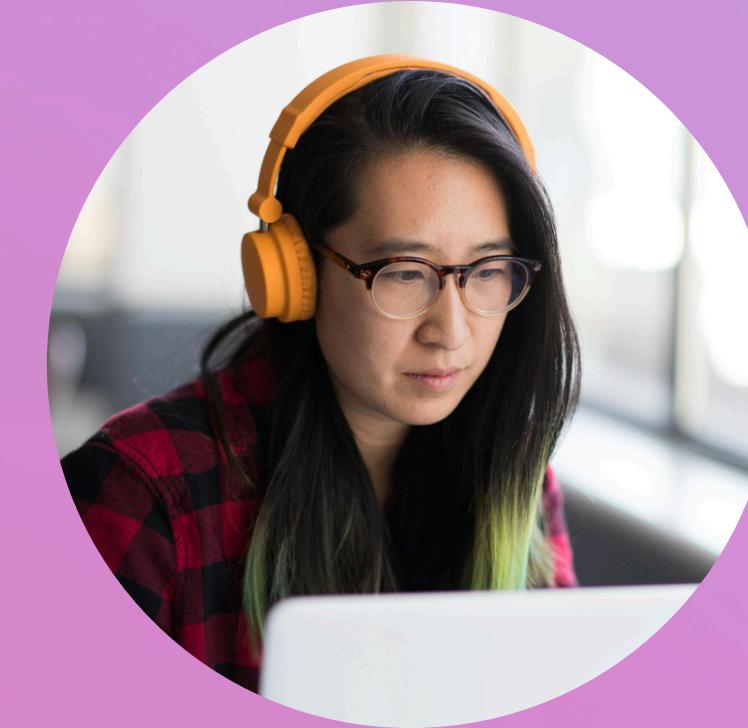
**Zara, University Freshman**

## GOAL

To pursue a career in STEM

## PAIN POINTS

- Undeclared major
- Looking for internships to explore her interests
- Lack of guidance



**Chloe, Junior Data Analyst**

## GOAL

Become a data scientist

## PAIN POINTS

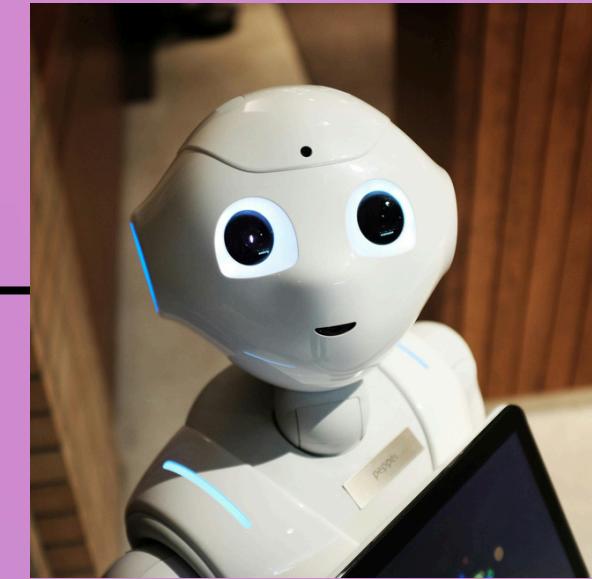
- Unsure of career progression
- Struggles to receive interesting projects
- Viewed as an amateur



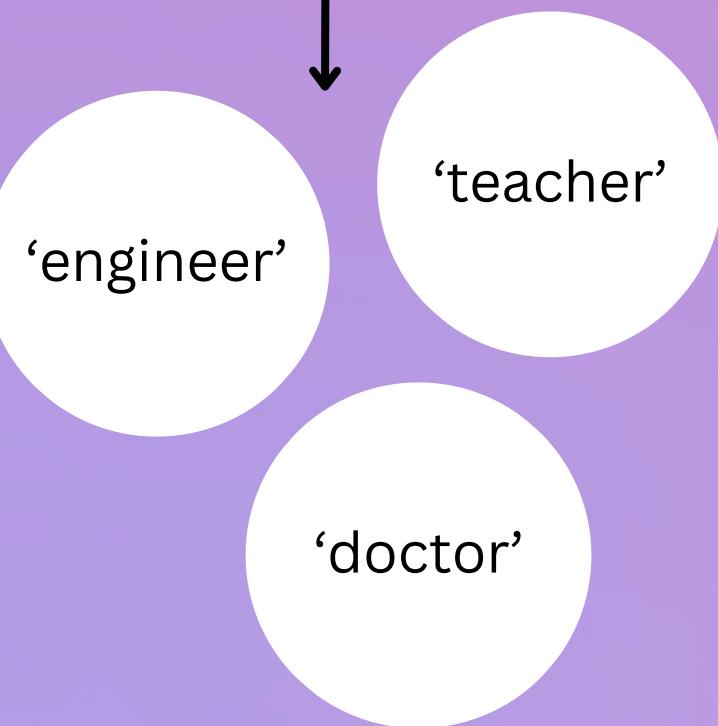
**AI is the Future.**

# ISSUE I: Representation Bias in AI Technology

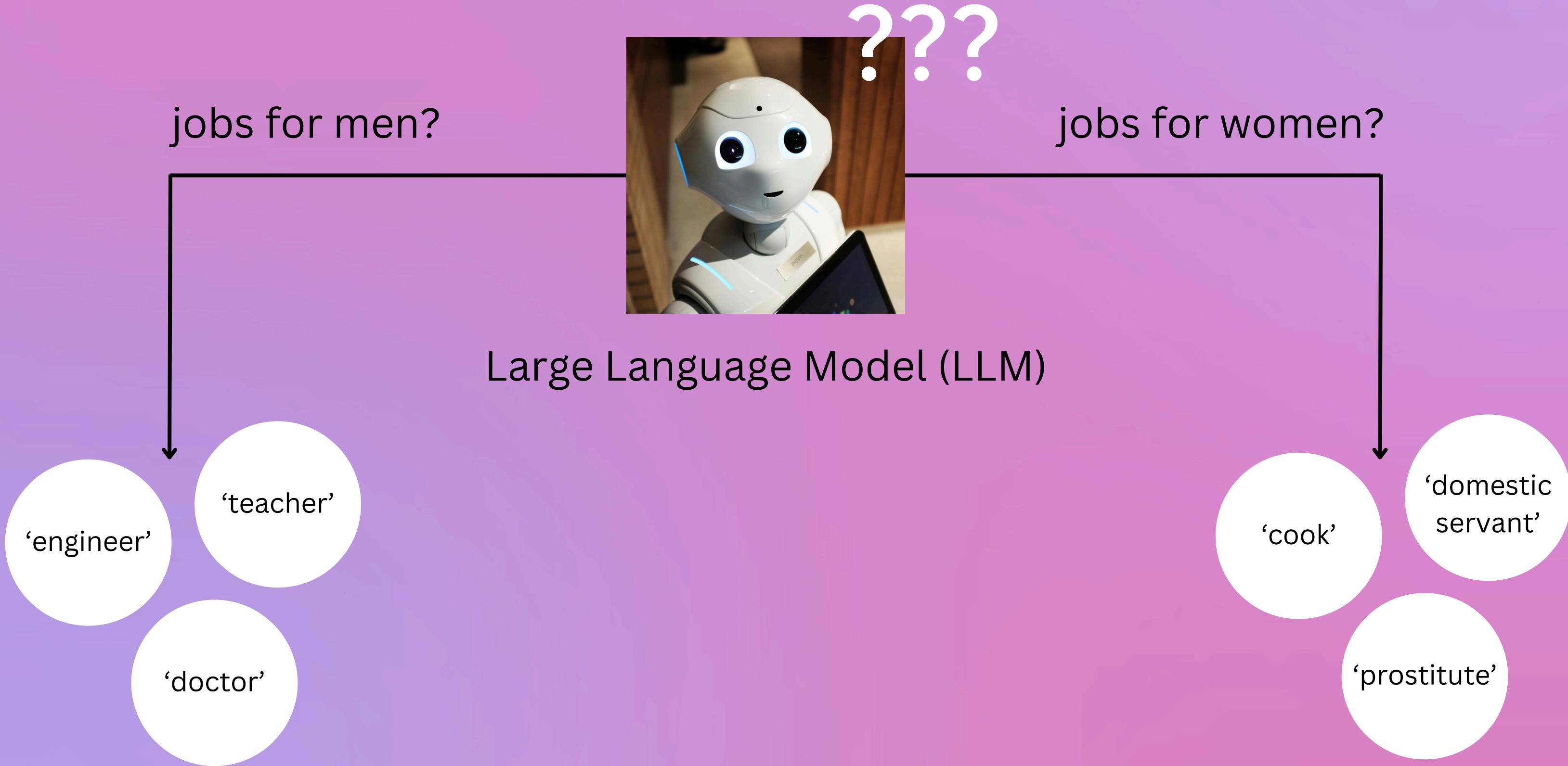
jobs for men?



Large Language Model (LLM)



# ISSUE I: Representation Bias in AI Technology



# Our Solution?

# FEATURE I: Fine-Tuned LLM for Women in Tech

The screenshot shows a dark-themed conversational AI interface. On the left, a sidebar menu includes "Home Page", "Ask Me Anything" (which is selected), "Interviews", and "Building Your Resumes". The main area has a "Deploy" button and a three-dot menu icon at the top right. A message from a user asks for a resume guide. The AI responds with a list of resources for crafting tech resumes specifically for women in the industry. The interface includes a red input field at the bottom.

for acing a big interview from a seasoned PM.

6. [Preparing for Interviews \(Part 1\) Technical \(Coding\)](#) | by Aarti Dalvi | Medium -  
Recommendations for preparing for technical interviews involving coding.

These resources should provide you with valuable insights and tips to prepare for technical interviews and excel in the tech industry.

Can you provide me a guide on how to write a resume?

Here are some resources for crafting a tech resume specifically tailored to women in the tech industry:

1. [Tech Ladies Guide to Resumes](#) - This guide by Tech Ladies offers valuable insights for creating an effective tech resume.

Can you give me the t >

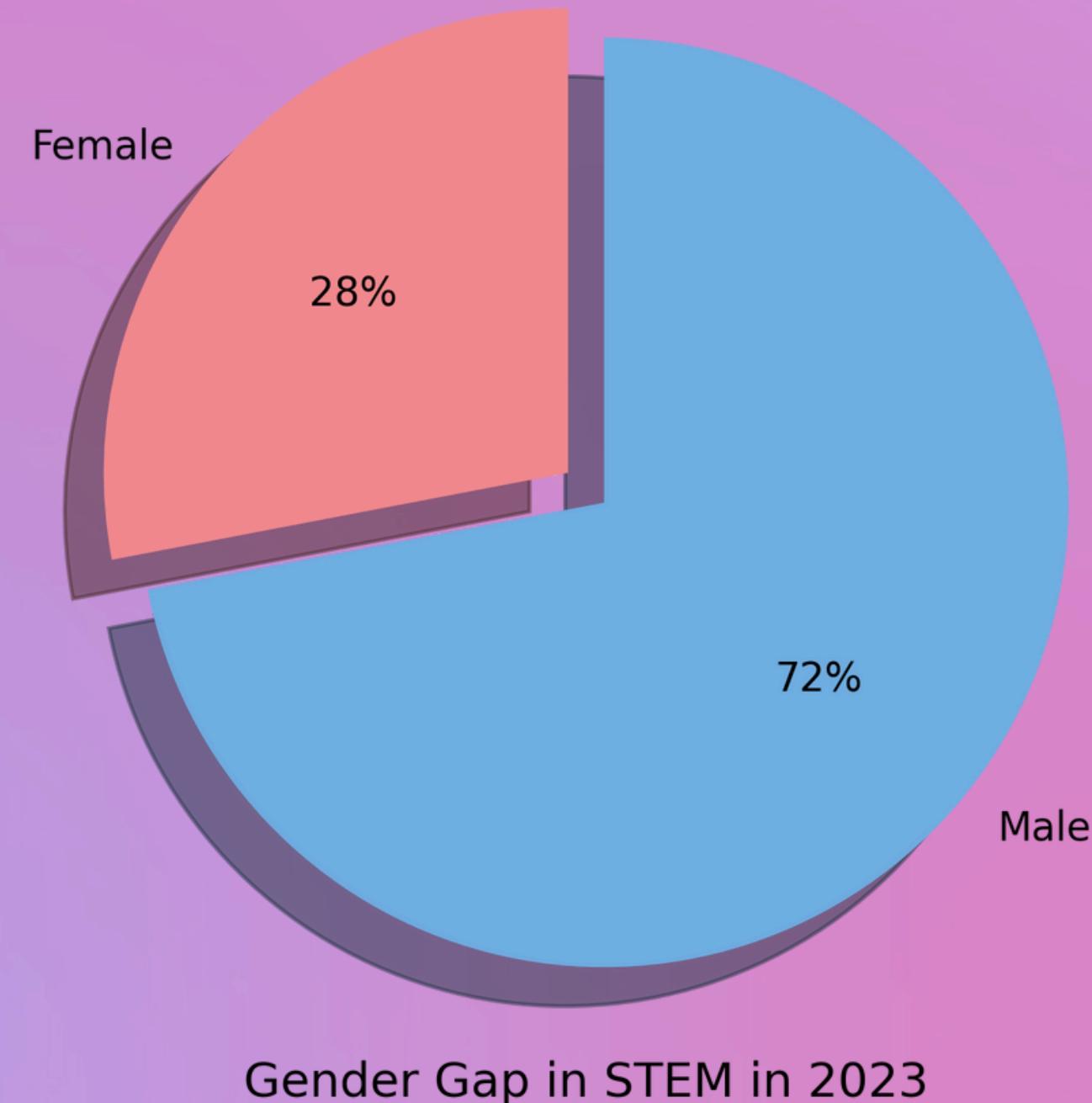
Effectiveness Metric: Star Rating ★★★★★



# **Missing human connection?**

# ISSUE 2: Scarcity of Female Camaraderie due to Gender Gap

Tech is still a **male-dominated** industry.



# FEATURE 2: Women-Only Forum

Community +

All Interview Resume Career\_Guidance

Candidate cried during interview--what would you do?  
Binary Interview

A potential candidate I'm interested in (for a junior analyst role, 3-5 years experience) went

Ladies, I'm hiring at Johnson & Johnson!  
Pecckies Resume

As a leader driving Johnson & Johnson's network software and automation initiatives,

Navigating tech as a shy woman  
sherrycherry0909 Career\_Guidance

I (28F) recently started a data science internship at a cool startup and feel very

Being pushier as a young grad

"I wouldn't put that on your work resume if you have no practical experience."

The two senior managers continued to ask her questions as well, and didn't stop to ask her for a break. What would you all do? Crying seems like a death sentence but at the same time, I did not like how the panel went about the whole thing.

Comments:

Helen

Wait, how is it a junior position with 3-5 years experience?

Becca

Go to HR about the interviewing. Do you work for the STASI? Was there a big, bright light to intimidate the candidate? Do you work with a whole bunch of soulless assholes with no social skills?

Message icon

Briefcase icon

Home icon

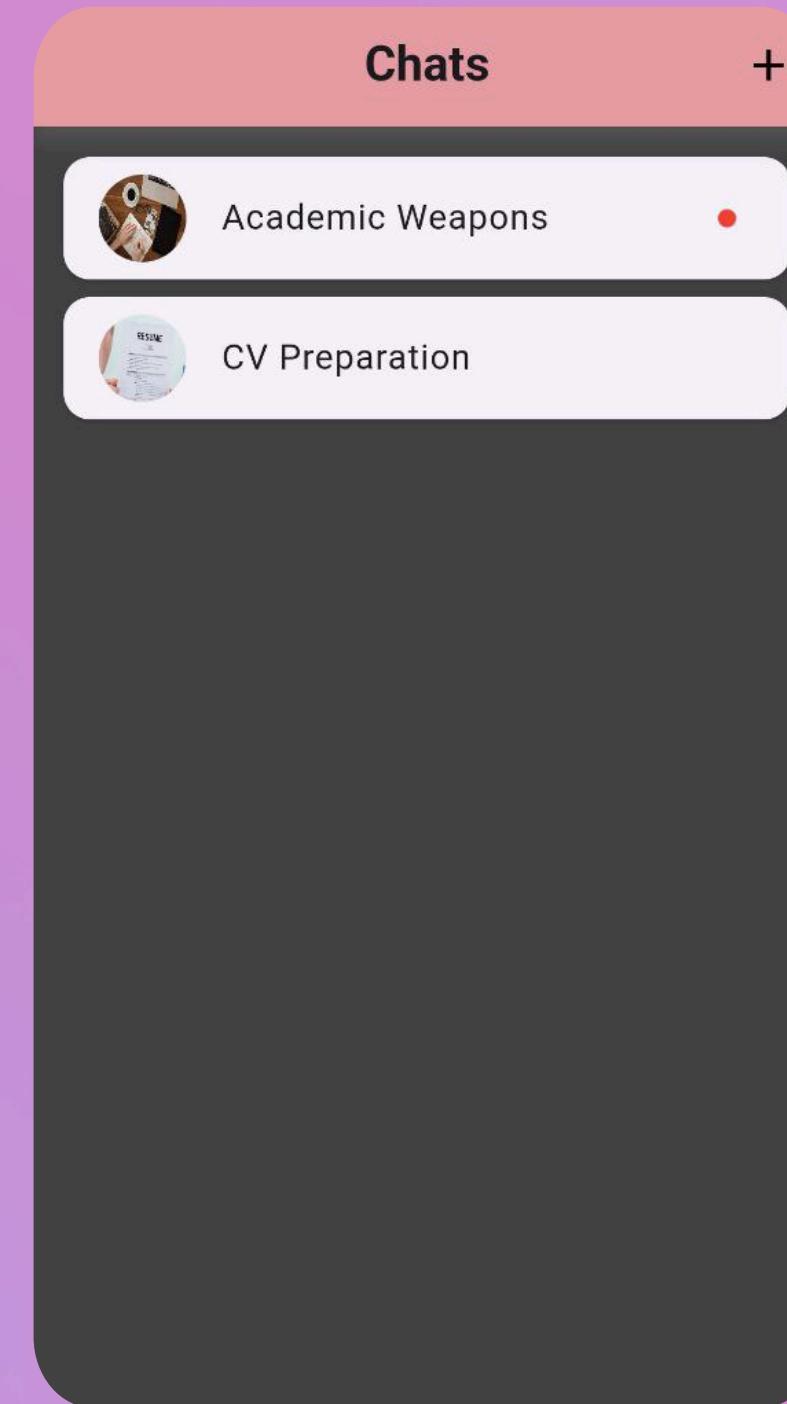
Video camera icon

User profile icon

**Effectiveness Metrics:** Diversity of Participation, Engagement Depth & Problem Resolution Efficiency



# FEATURE 3: Women-Only Chat Groups



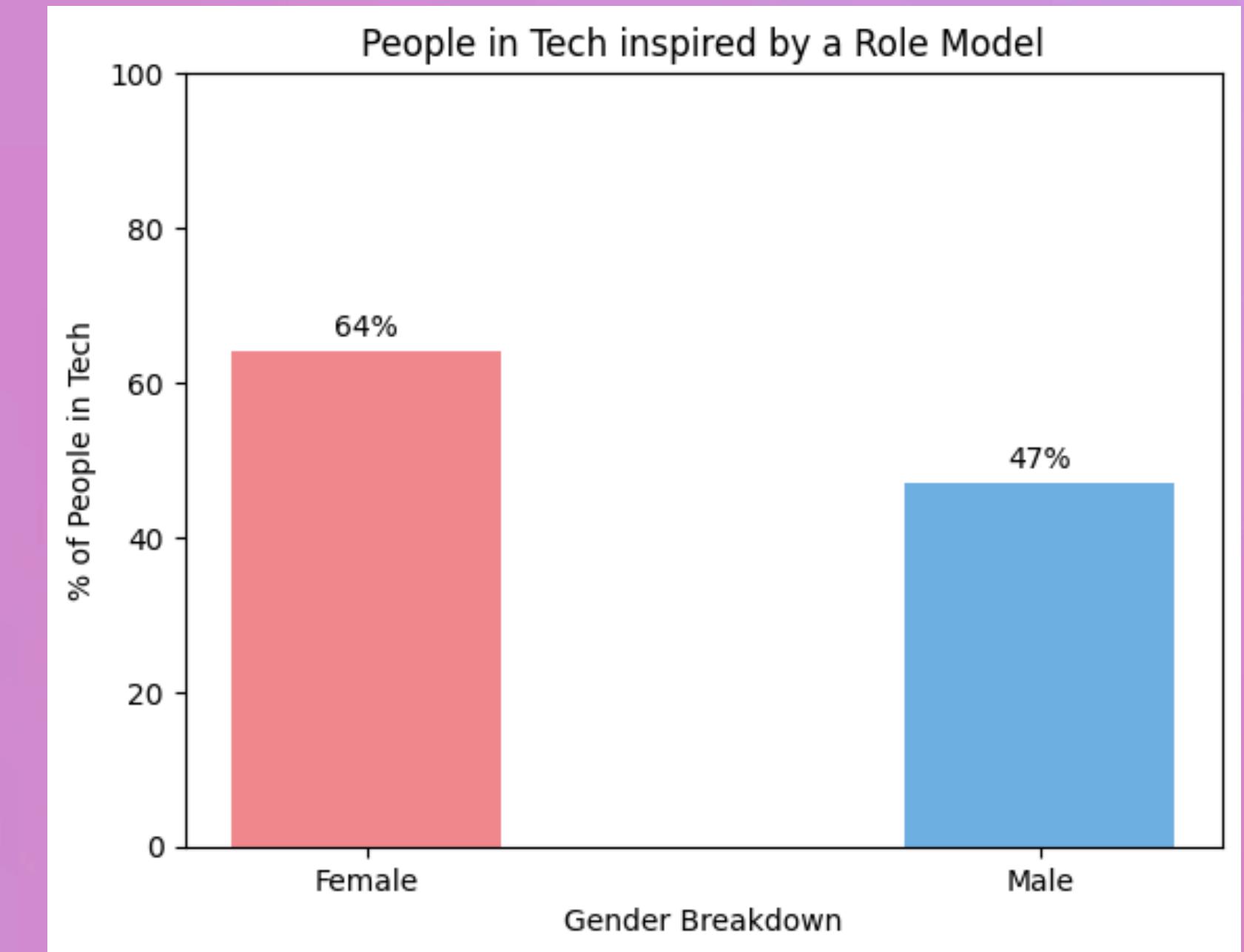
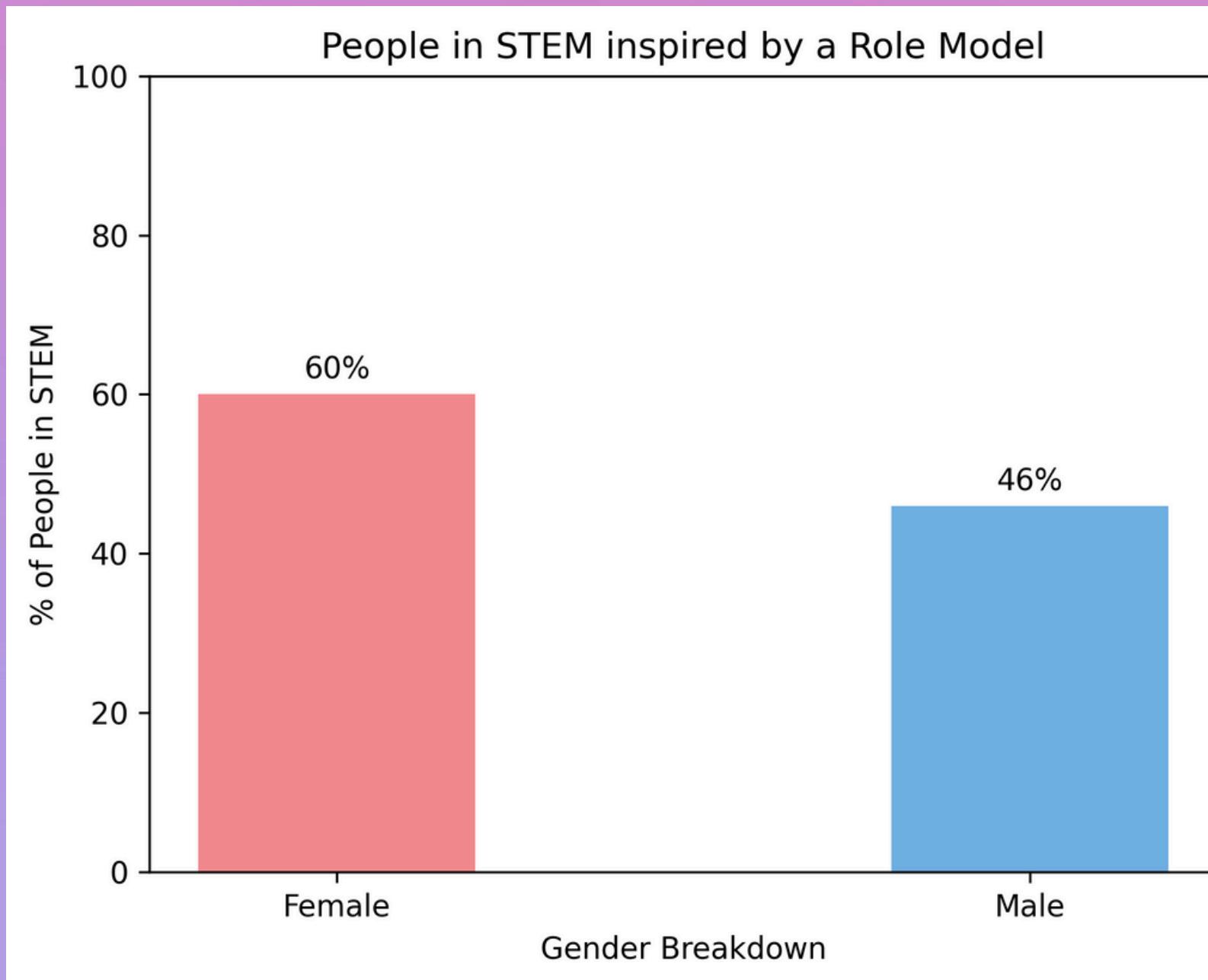
**Effectiveness Metrics:** User Retention Rate, Content Sharing Frequency & Net Promoter Score



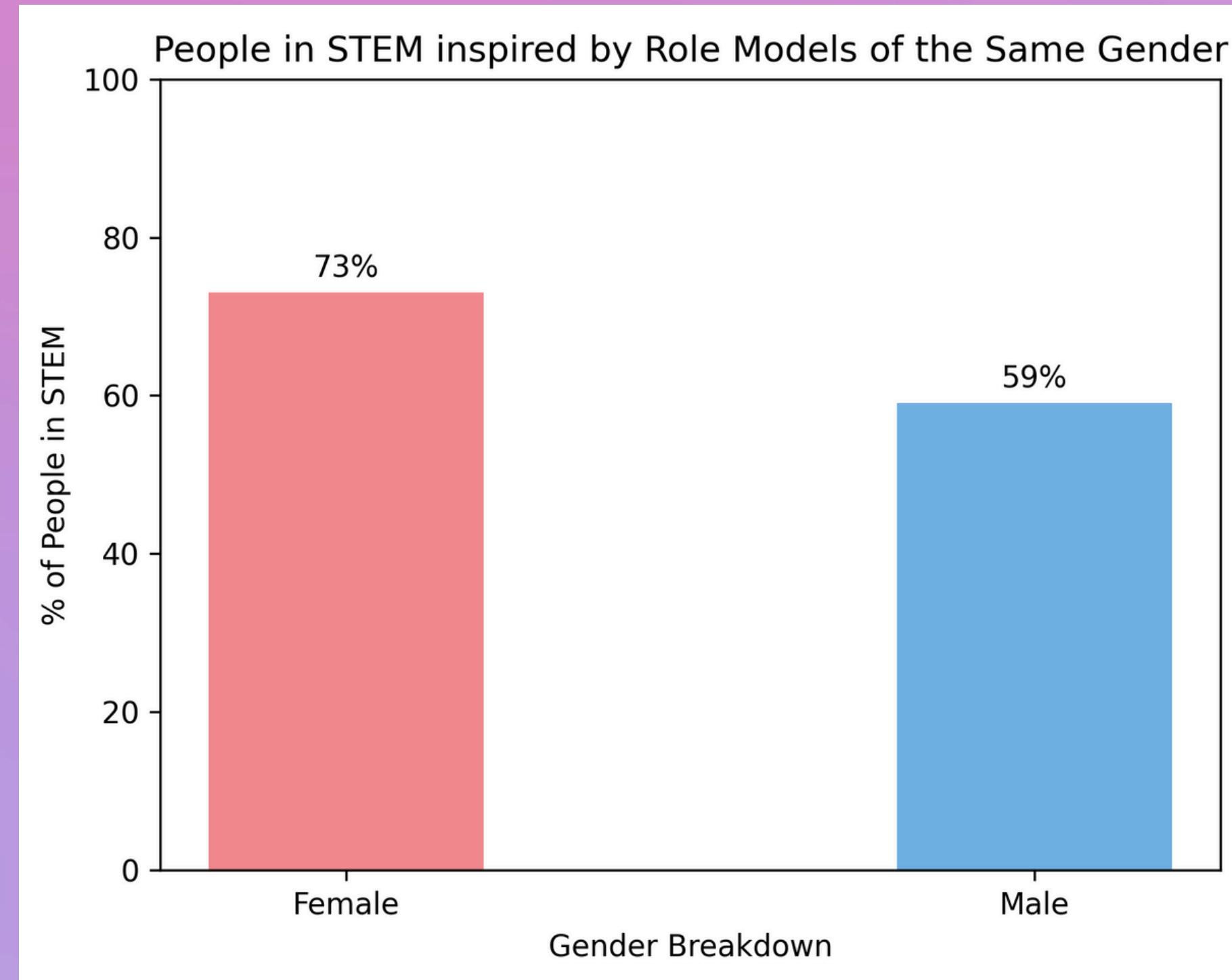
**Bonus feature!**

# ISSUE 3: Lack of Female Role Models in Tech

Female role models are **more important for women** than for men.



# ISSUE 3: Lack of Female Role Models in Tech



Source: ['Importance of female role models in STEM' released by CWJobs \(Author: Dr Sue Black OBE\)](#)

# FEATURE 4: ‘Woman of the Day’

SisTech Space

Welcome,  
Binary Blossoms!

Empowering Women, Empowering Technology



**WOTD: SUSAN WOJCICKI**  
Learn more about Susan Wojcicki,  
Youtube's CEO since 2014 and Google's

Latest community post

**Candidate cried during interview--  
what would you do?**  
A potential candidate I'm interested in (for a

Effectiveness Metric: Click-through Rate



*Merci.*