



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



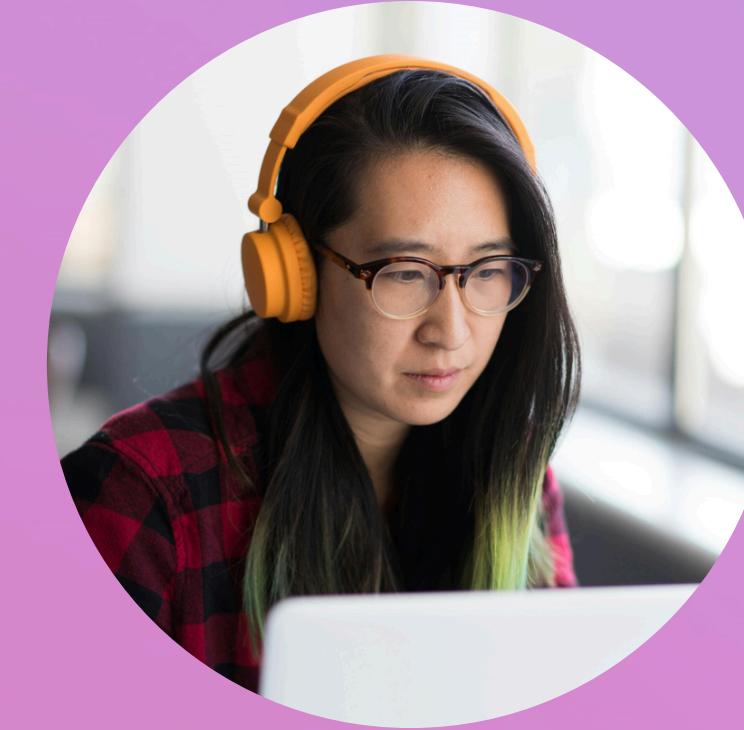
Zara, University Freshman

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

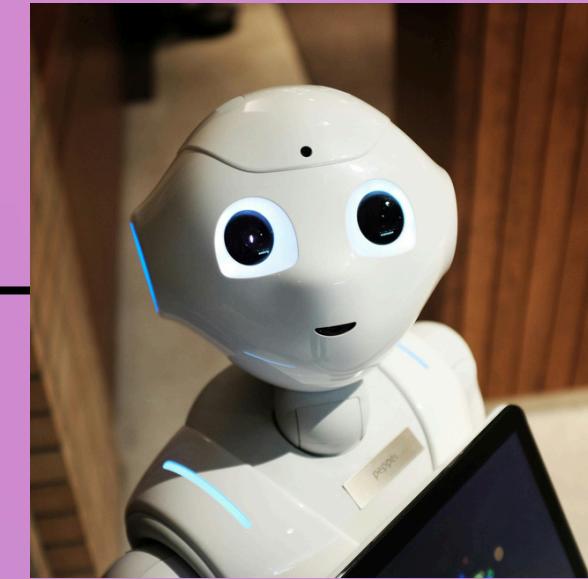
- Unsure of career progression
- Struggles to receive interesting projects
- Viewed as an amateur



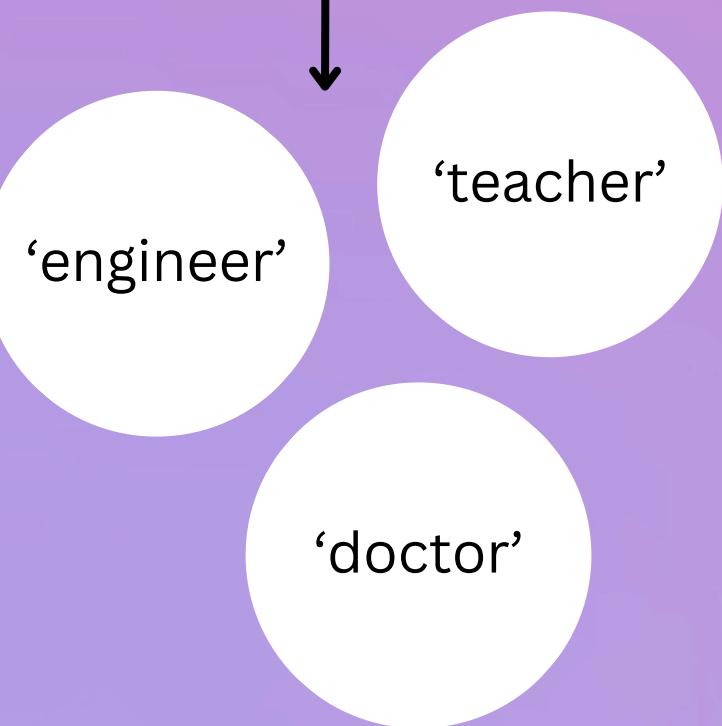
AI is the Future.

ISSUE I: Representation Bias in AI Technology

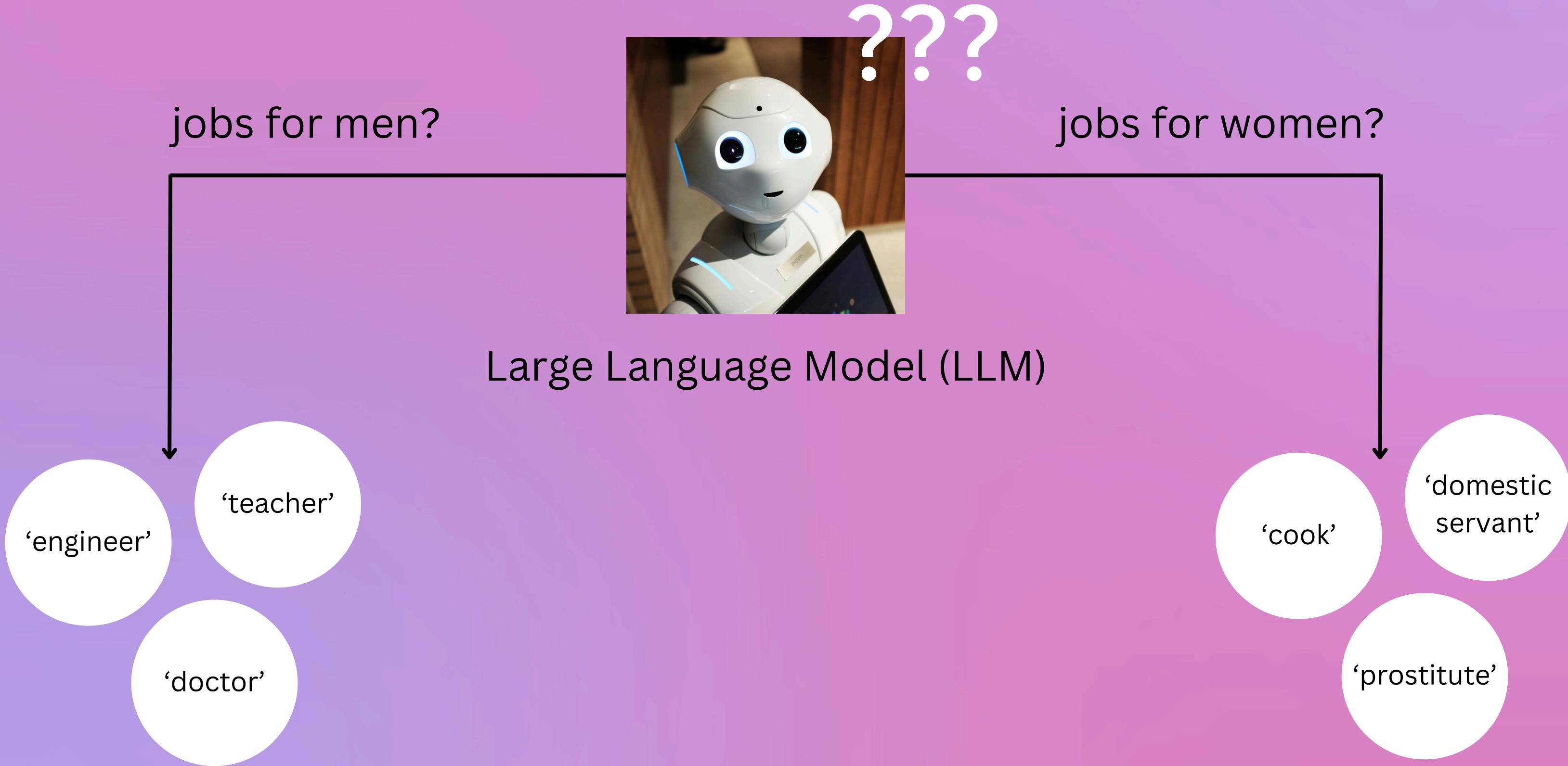
jobs for men?



Large Language Model (LLM)



ISSUE I: Representation Bias in AI Technology



Our Solution?

FEATURE I: Fine-Tuned LLM for Women in STEM

The screenshot shows a dark-themed conversational AI interface. On the left, a sidebar menu includes "Home Page", "Ask Me Anything" (which is currently selected), "Interviews", and "Building Your Resumes". The main area displays a message from a user asking for a resume guide, followed by a response from the AI providing resources and a link to a Tech Ladies guide. A red input field at the bottom contains a partial message.

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 >

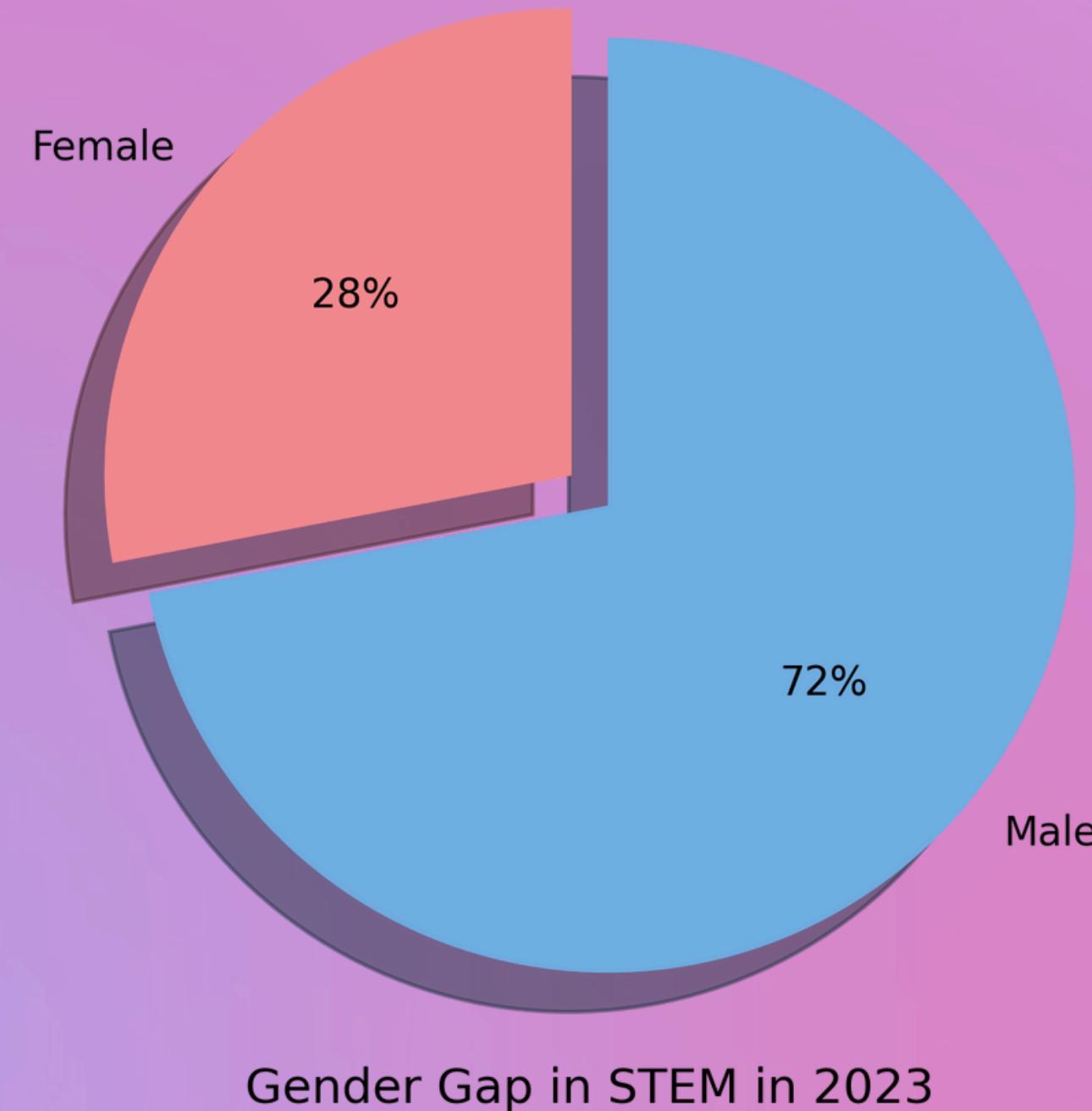
Effectiveness Metric: Star Rating ★★★★★



Missing human connection?

ISSUE 2: Scarcity of Female Camaraderie due to Gender Gap

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



FEATURE 2: Women-Only Forum

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

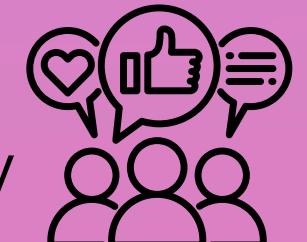
The two senior managers continued to ask her questions as well, and didn't stop to ask her for a break. What would you all do? Crying seems like a death sentence but at the same time, I did not like how the panel went about the whole thing.

Comments:

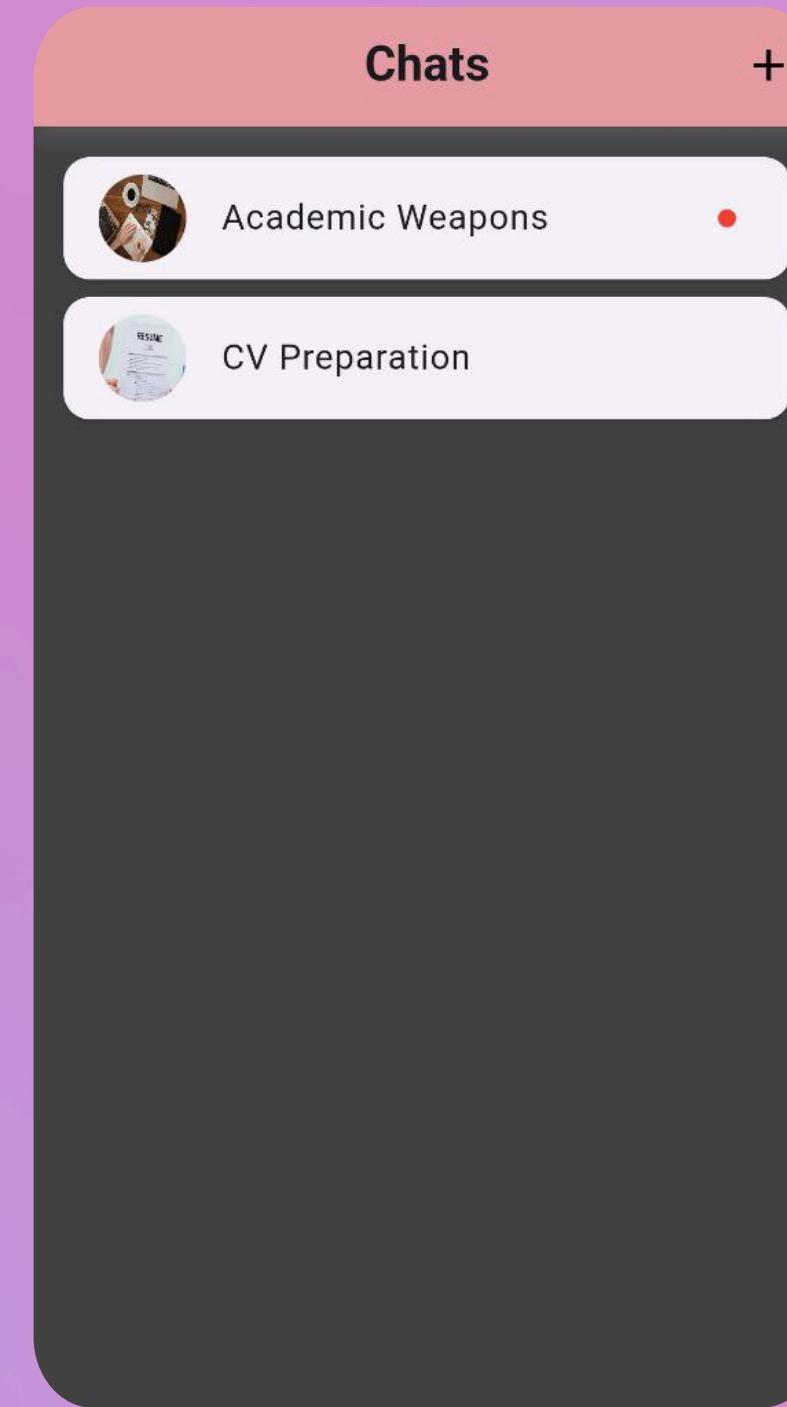
Helen
Wait, how is it a junior position with 3-5 years experience?

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?

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



FEATURE 3: Women-Only Chat Groups



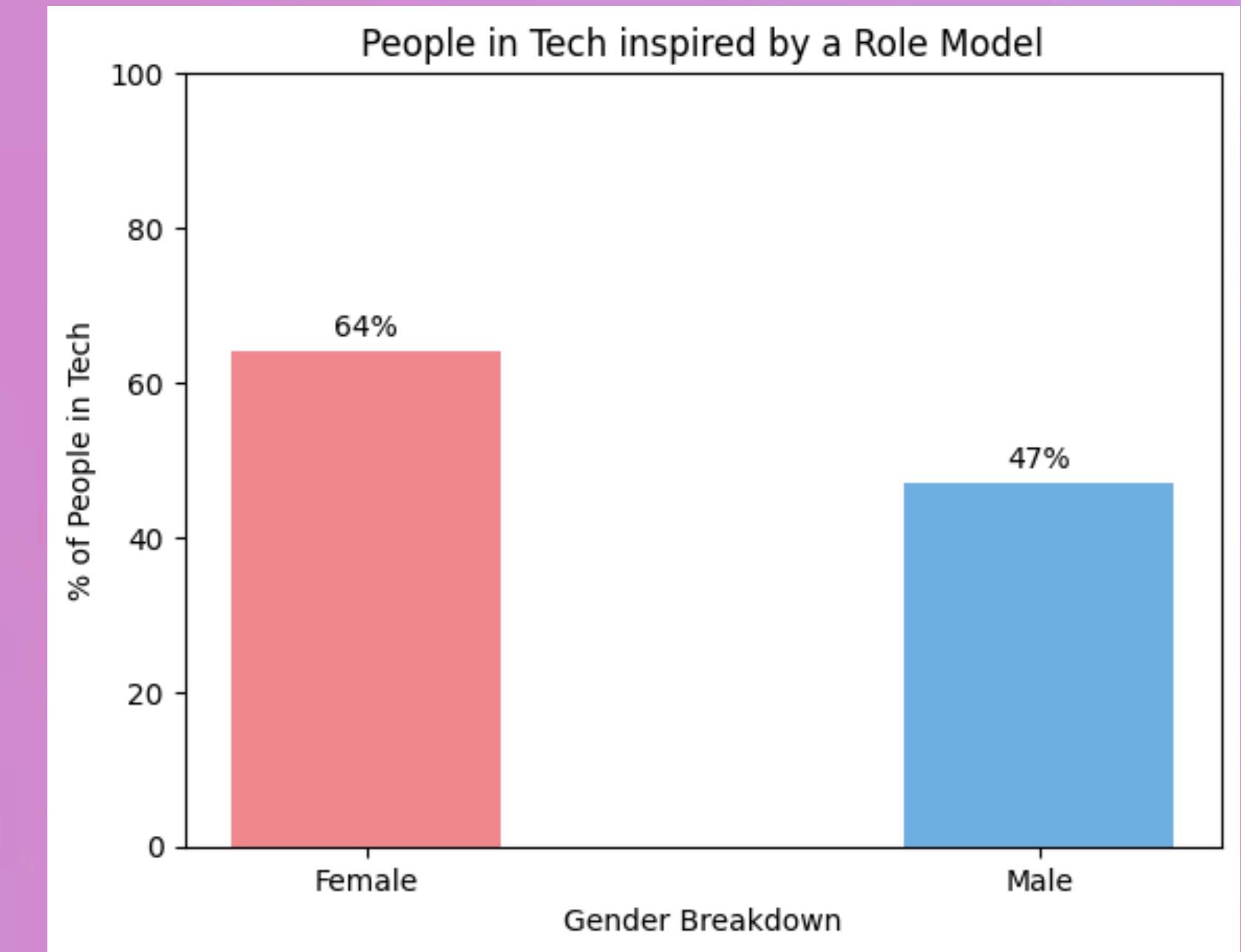
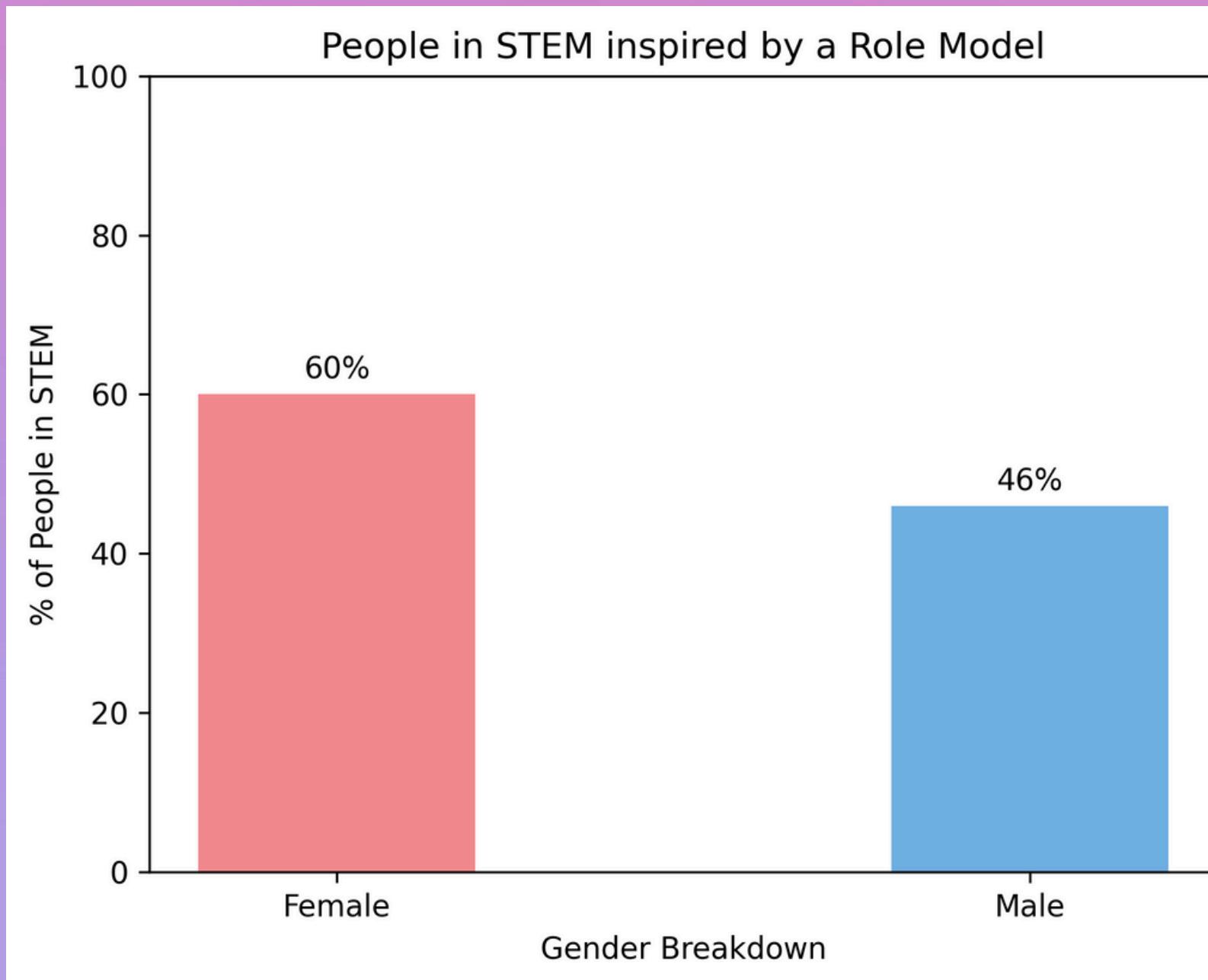
Effectiveness Metrics: User Retention Rate, Content Sharing Frequency & Net Promoter Score



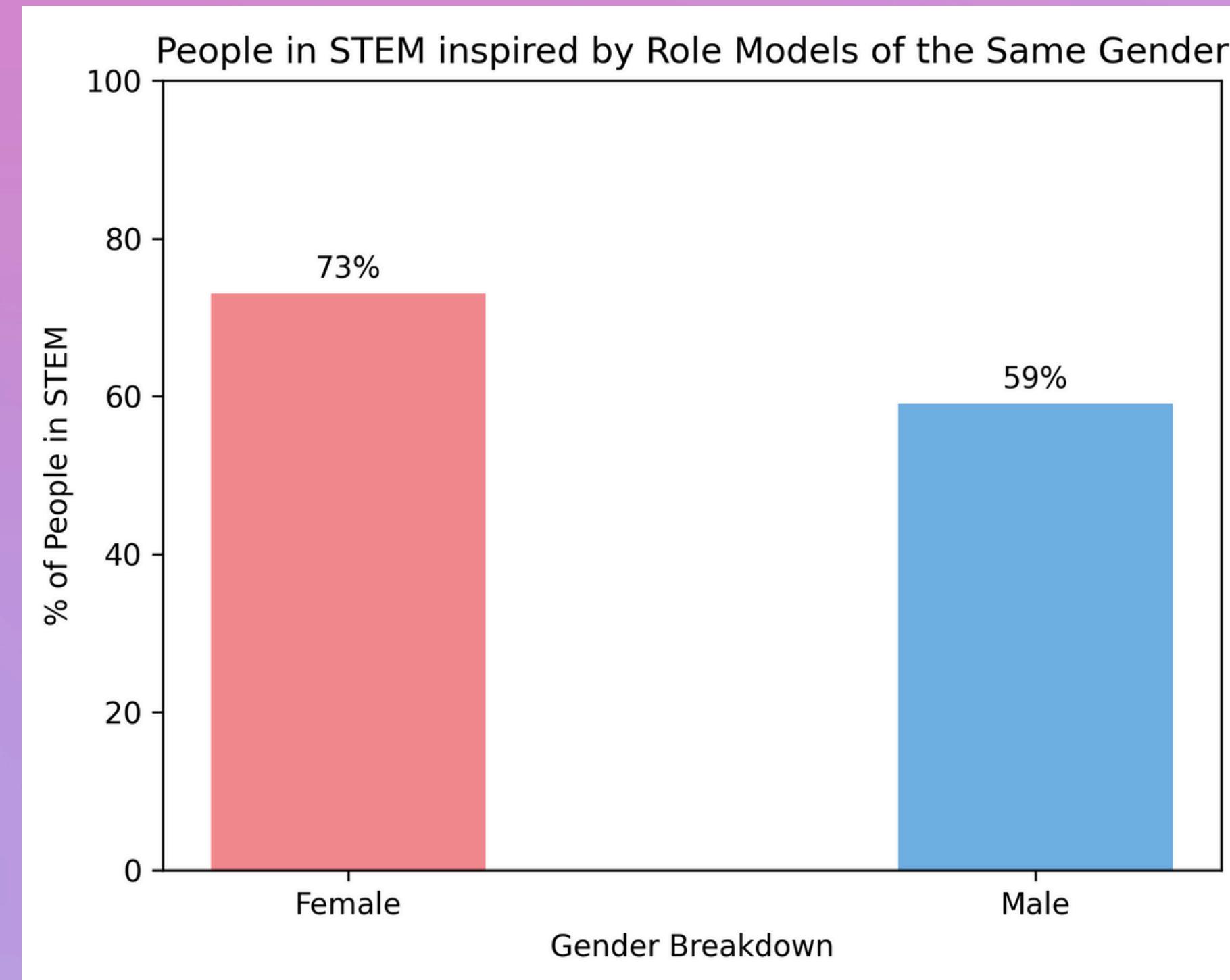
Bonus feature!

ISSUE 3: Lack of Female Role Models in STEM

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



ISSUE 3: Lack of Female Role Models in STEM



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.