

Create a helping platform that offers mentoring to encourage and inspire young girls to pursue jobs in various fields

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Team Members

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# Extending Usability

As we conducted a mini user research before working on the prompt we came to know that mentorship is a field that not only young girls feel requirement of.

As smita a 26 year old homemaker who is now searching for mentorship for being independent says, “Everyone considers problems of young people as the youth awareness extends but no one bothers to look about the gems hidden at home”.

We thought that including Women rather than young girls can extend the usability of our app as it is meant to reach to the edge user who is willing to use the same features of app.

# Project overview



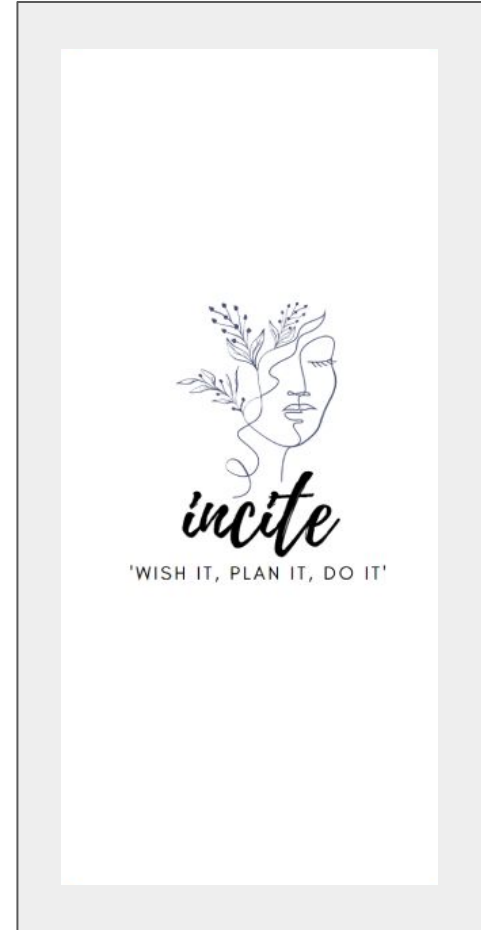
## The product:

Insite is an app for a women from age group 16 - 40. It is a platform for women to get mentorship on field of their interest. Young girls can get mentorship for their career paths and those who are willing to do job can get mentorship and guidance for the same.



## Project duration:

From 4-02-2023 ...



# Project overview



## The problem:

Many Young girls are unable to get good guidance about their career and end up being in wrong field.

Many women have lack of knowledge on the job opportunities and benefits in government job can't get proper benefits they deserve.



## The goal:

Incite is a platform where a women between age group 16-40 can get mentorship and the benefits they can get from government for their further studies and job opportunities.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



The user research findings highlight the need for a mentorship platform that provides young girls with access to resources, opportunities, and support to help them pursue careers in various fields. The platform should be designed to connect young girls with successful women in their desired fields and provide them with mentorship and guidance to help them reach their full potential.

The findings also highlight the importance of creating a supportive and inclusive community where young girls can connect with each other, share experiences, and provide support.

# User research: pain points

1

## Gender bias and stereotypes

Young girls often encounter gender bias and stereotypes that can discourage them from pursuing careers in certain fields or limit their potential for success.

2

## Lack of female role models

Young girls can benefit from having strong female role models in their desired fields. However, in many fields, there are few women who are visible and accessible, making it difficult for girls to find mentors and role models.

3

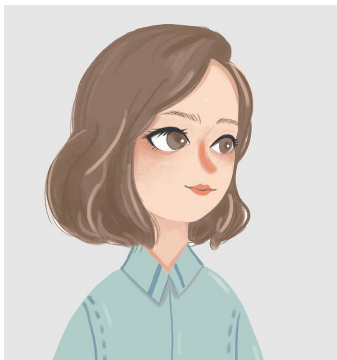
## Support

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

4

## Financial constraints

Financial constraints can limit access to resources and opportunities and create barriers to success.



## ***Aarya***

Age : 22

Education : College Graduate

Hometown : Jamnagar

Family : Lives with her Parents

Occupation : Looking for  
further studies

“I am not just a dreamer, I am a doer. With the right resources and guidance, I am determined to blaze my own trail and reach my full potential.”

### GOALS

- To gain access to resources and opportunities to build the skills and knowledge needed to succeed in her desired field
- To connect with successful women in her desired field and receive mentorship and guidance
- To overcome gender bias and stereotypes and reach her full potential

### FRUSTRATIONS

- Lack of access to resources and opportunities
- Lack of female role models in certain fields
- Limited exposure to different fields

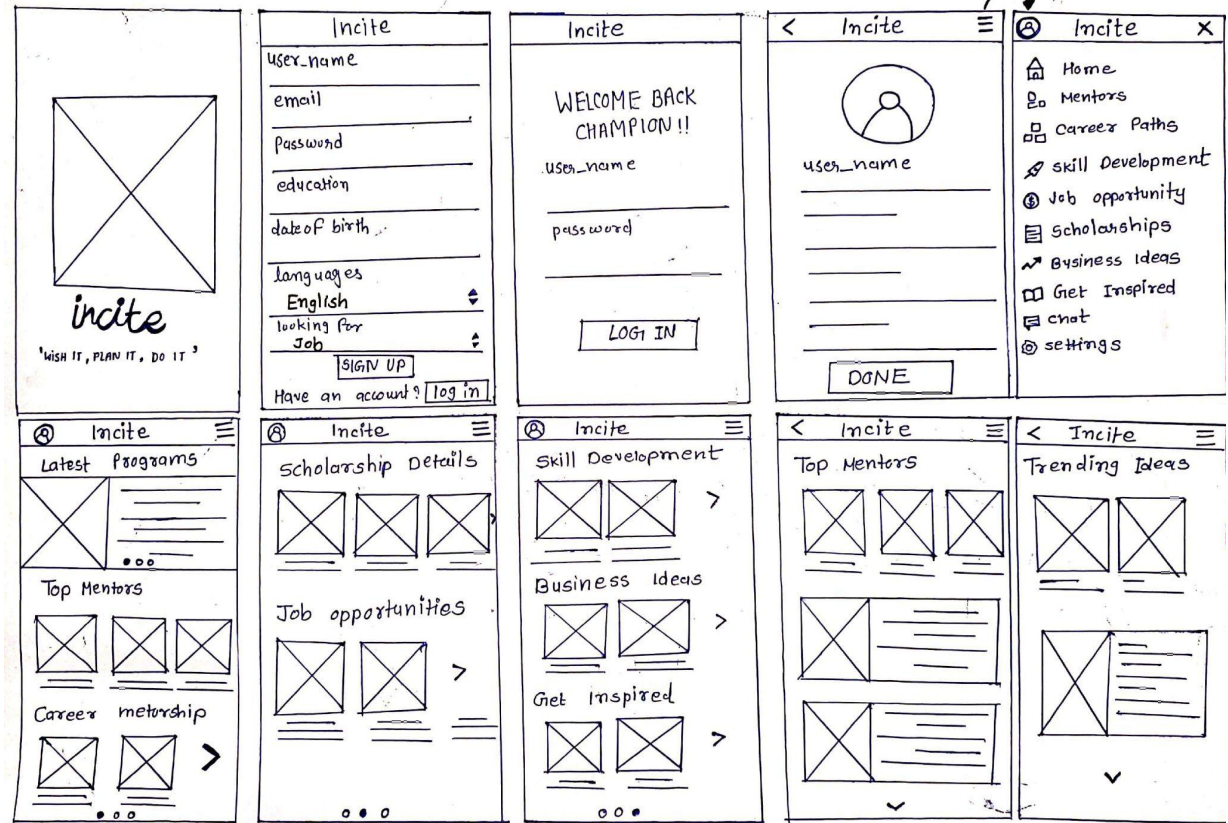
Aarya wants all of the details about her profession to be clear, but she is so confused by the variety of areas and career pathways that she may pick from that she now needs all of the information. She also wants a mentor to help her choose the best job path for a prosperous future.



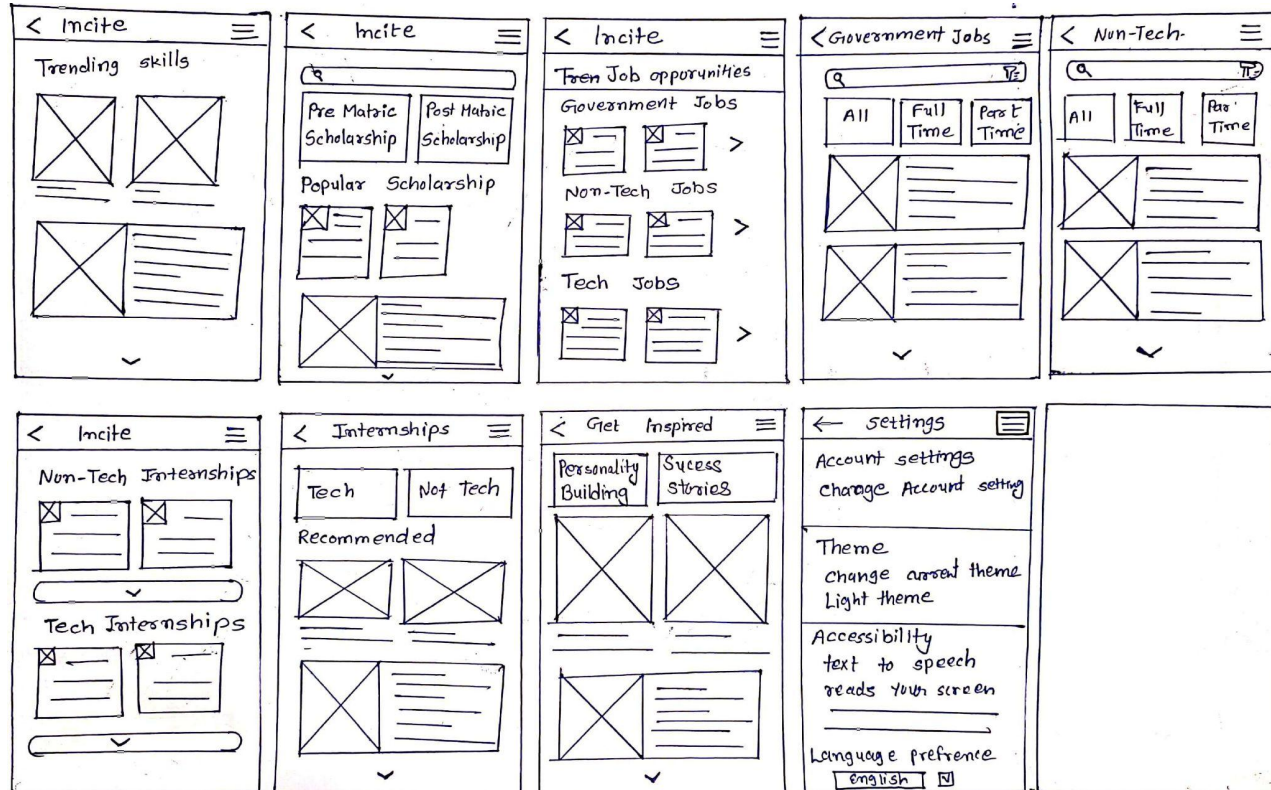
# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes



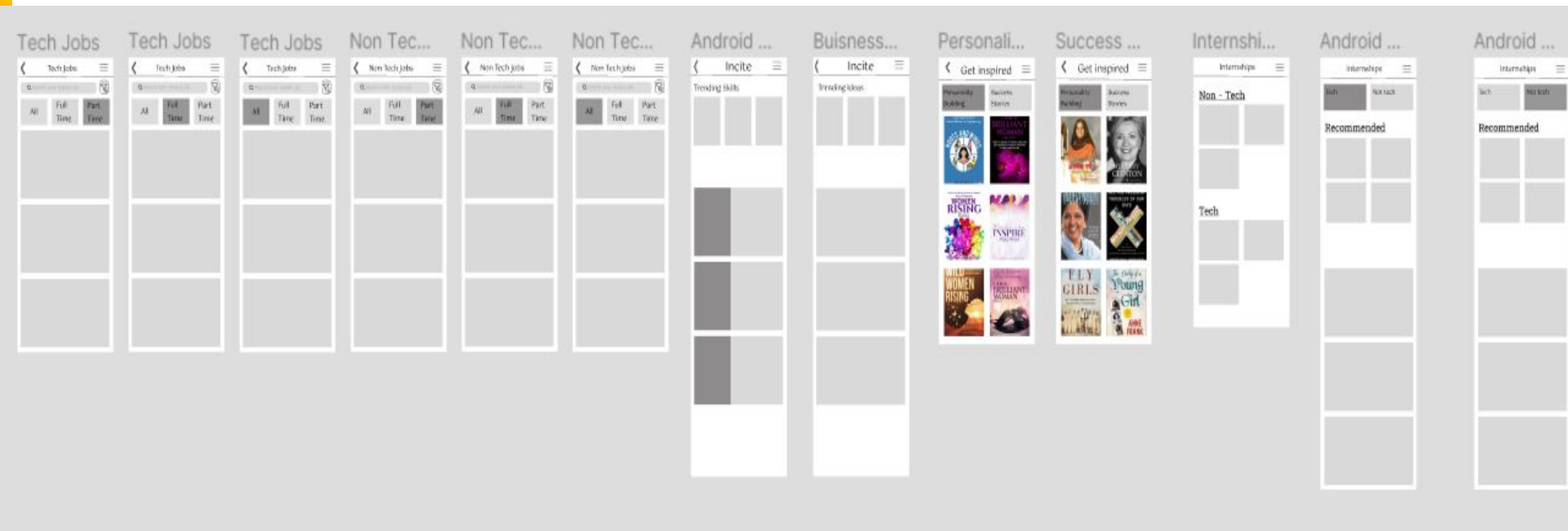
# Paper wireframes



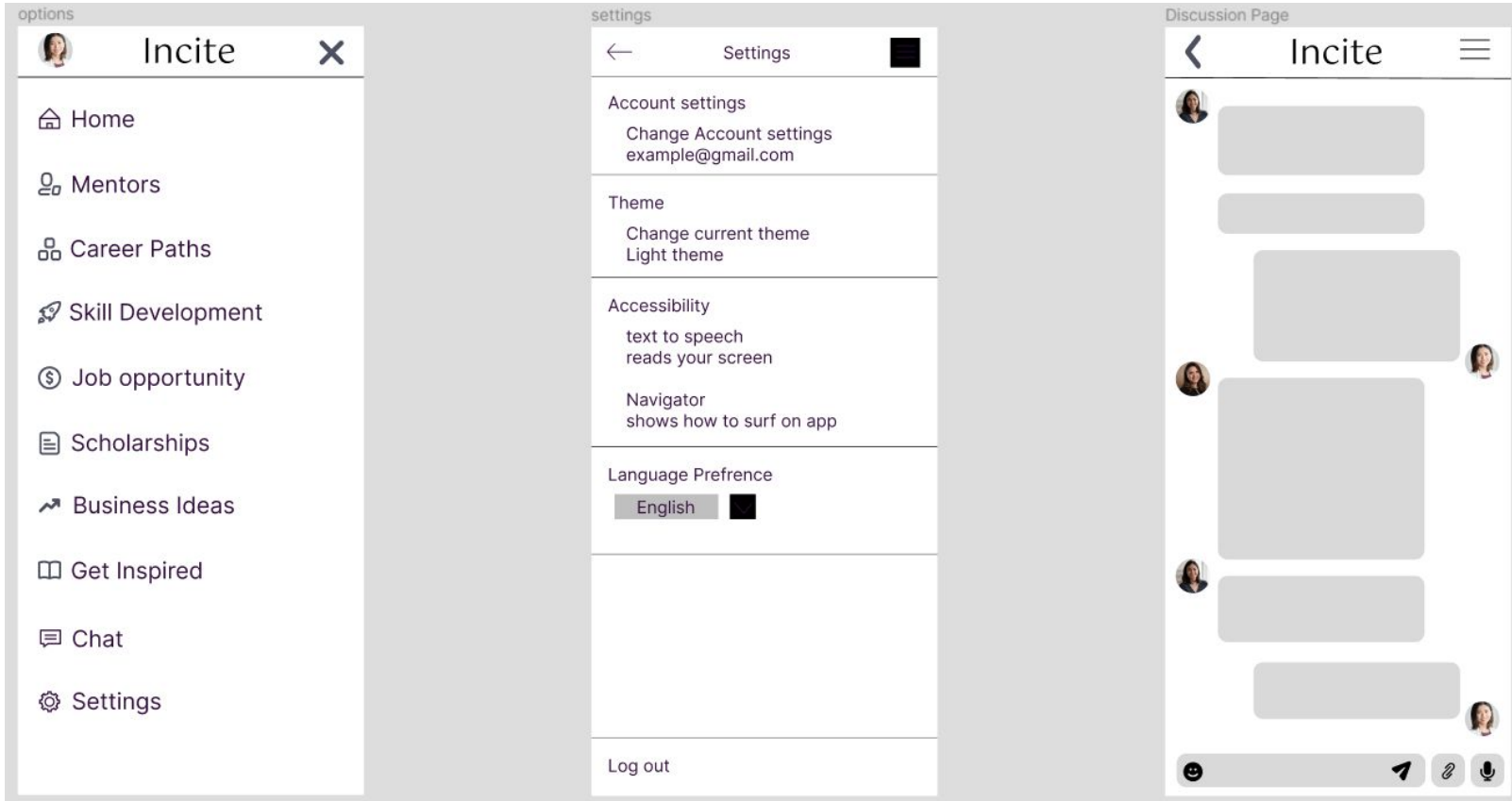
# Digital wireframes



# Digital wireframes



# Digital wireframes



# Usability study: findings

## Round 1 findings

- 1 Financial constraints
- 2 Support
- 3 Lack of female role models

## Round 2 findings

- 1 Lack of Direct chat with the mentors
- 2 Speech technology

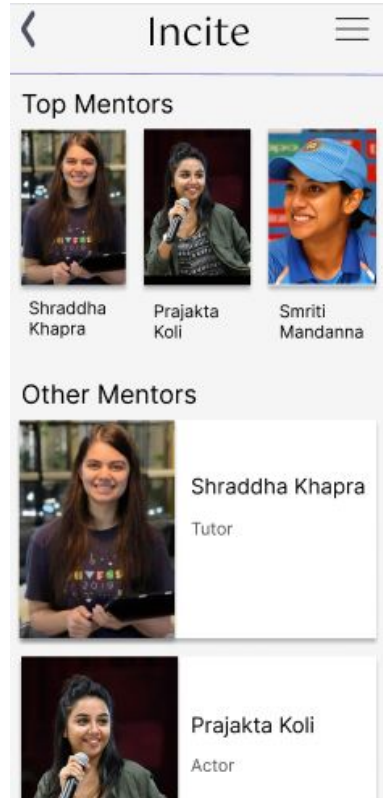
## Refining the design

- Mockups
- Accessibility
- High-fidelity prototype

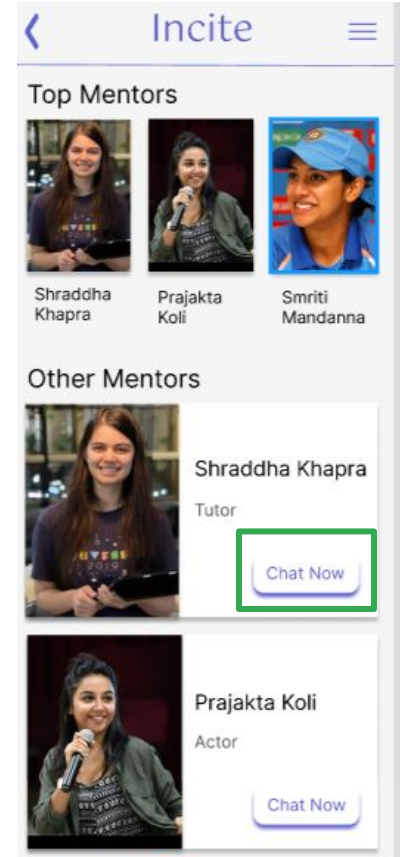


# Mockups

Before usability study



After usability study



# Mockups

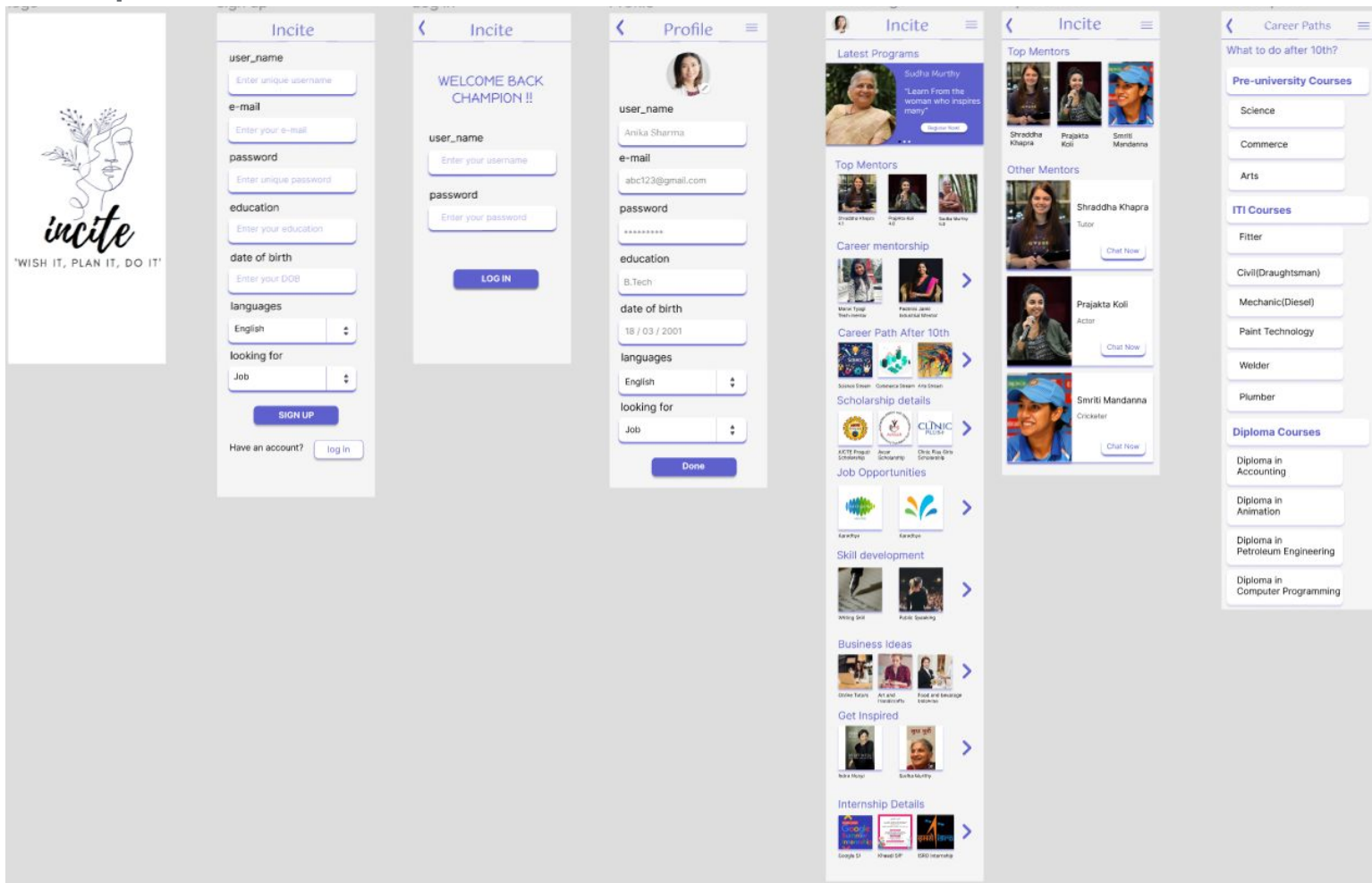
Before usability study



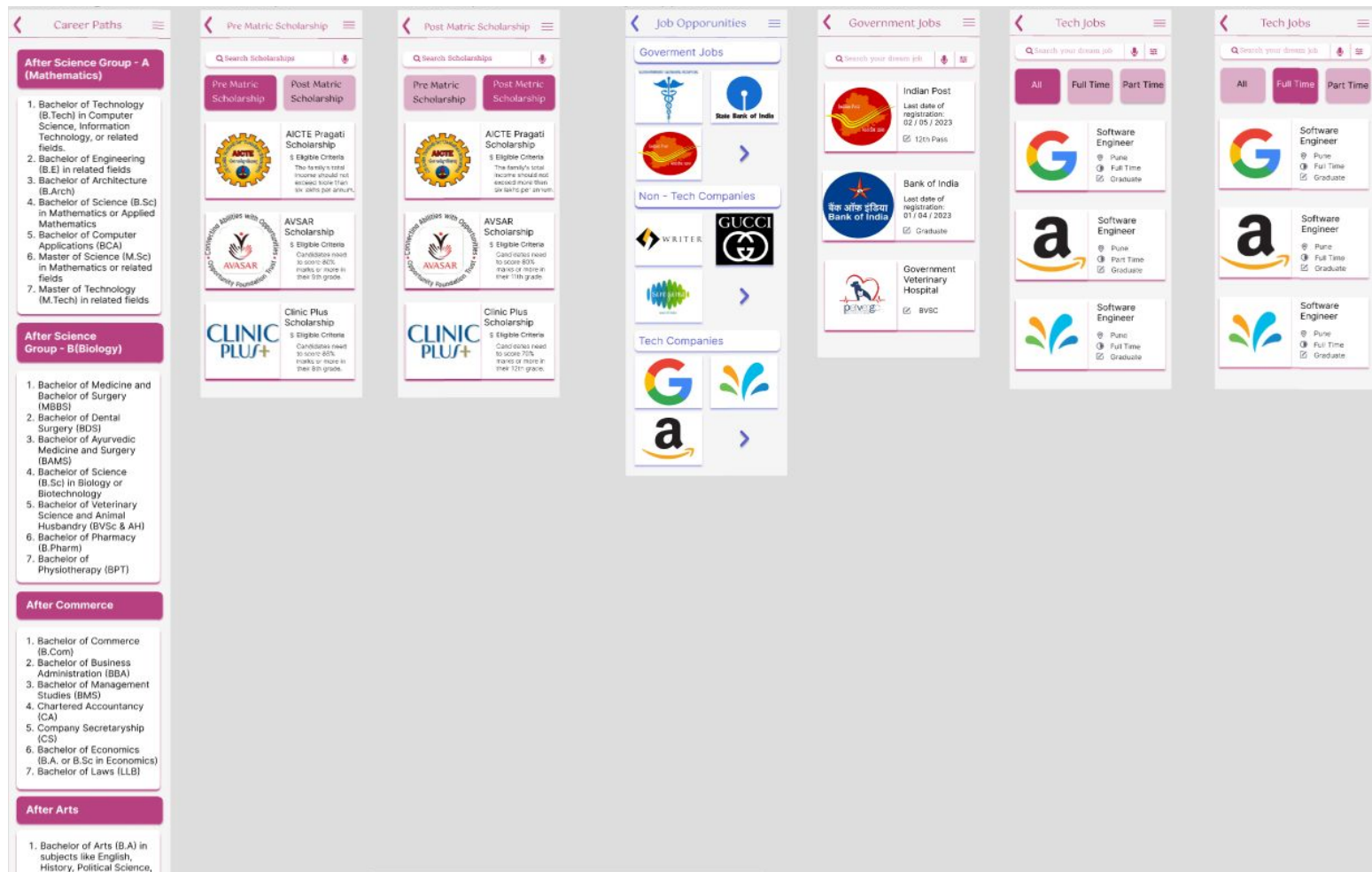
After usability study



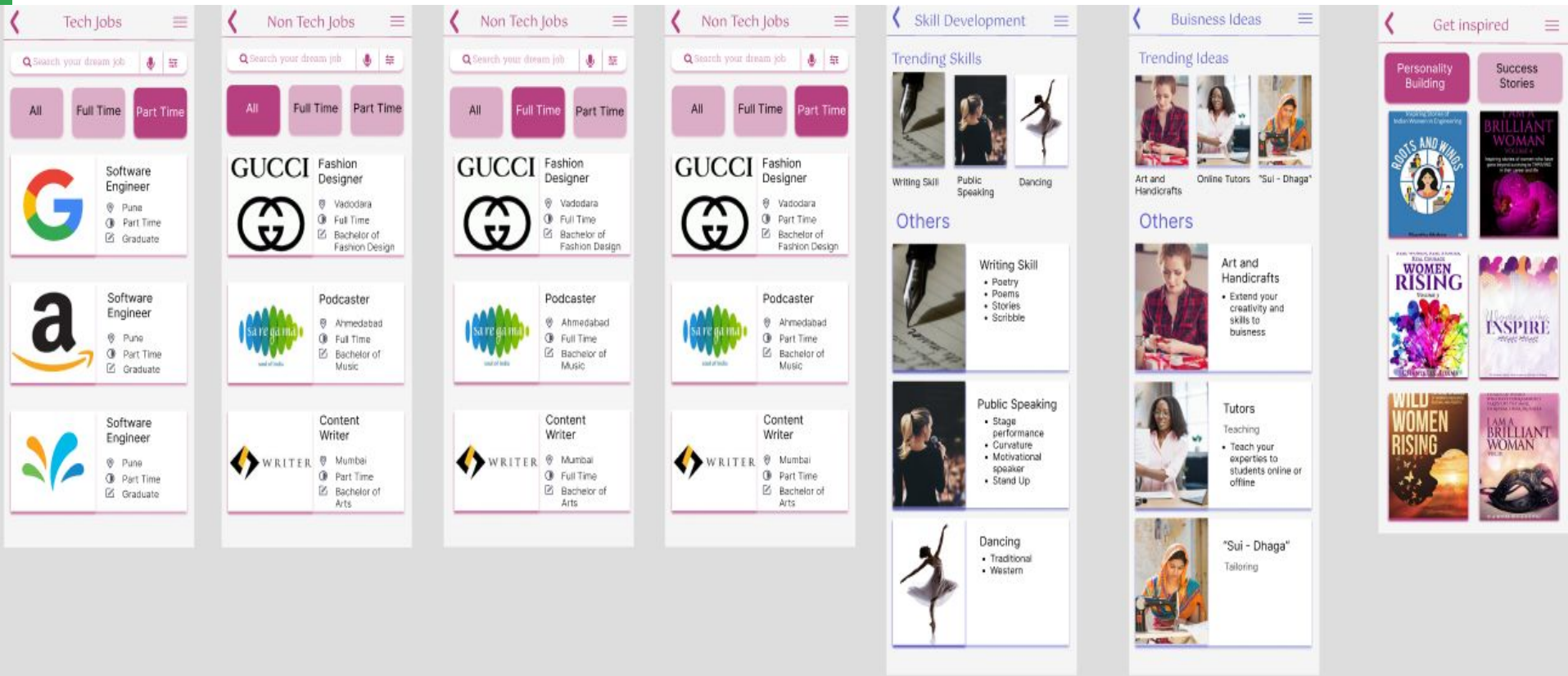
# Mockups



# Mockups



# Mockups



1





# Accessibility considerations

1

## Languages

- Incite now includes many other indian local languages

2

## Speech Technology

- Incite now includes assistive technology like TTS and Speech commands

3

## Invert Colour

- Incite now includes invert colors like switching from light color to dark colors