

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

Team Name : Goldentrio

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 to 5-02-2023



'WISH IT, PLAN IT, DO IT'

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

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

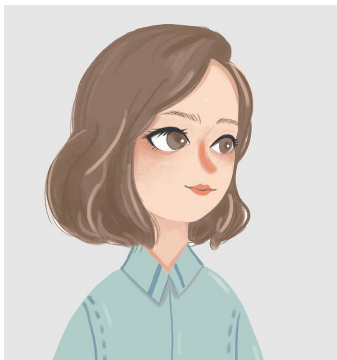
Support

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

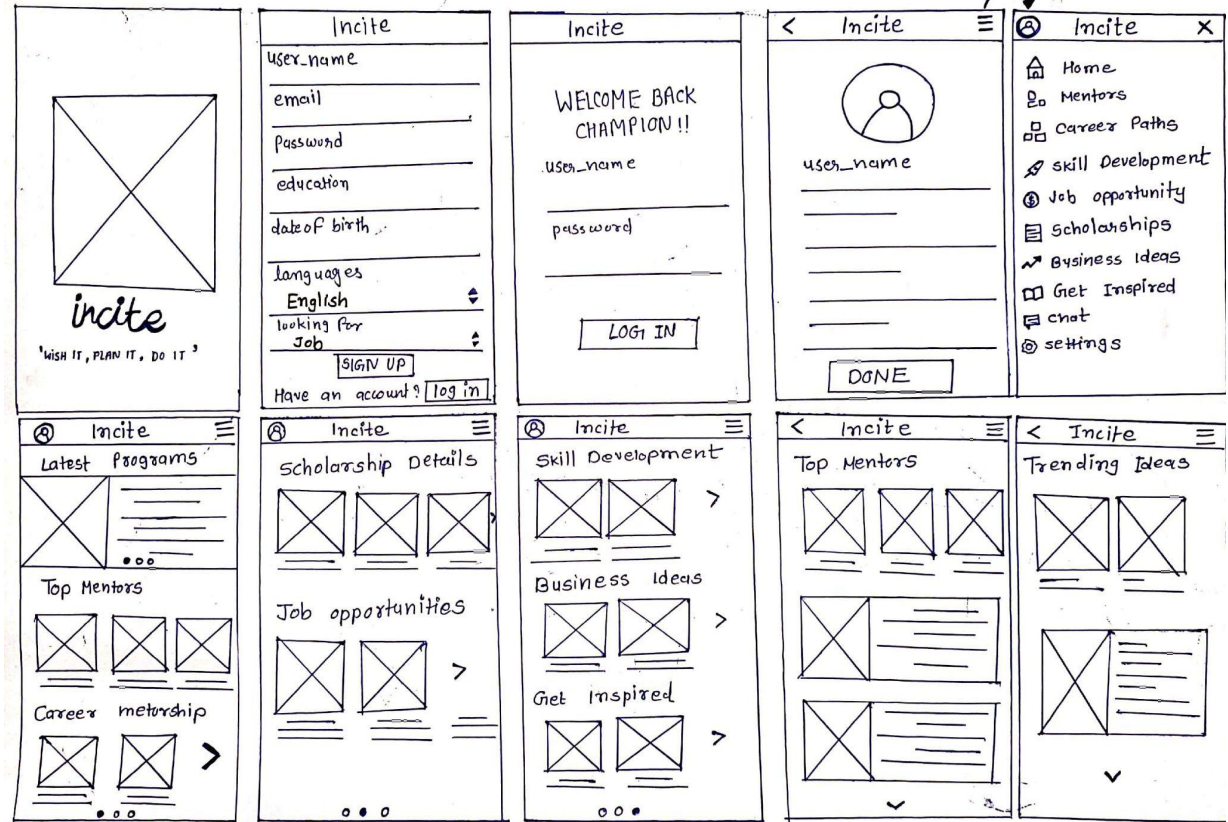
- Lack of access to resources and opportunities
- Lack of female role models in certain fields
- Limited exposure to different fields

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.

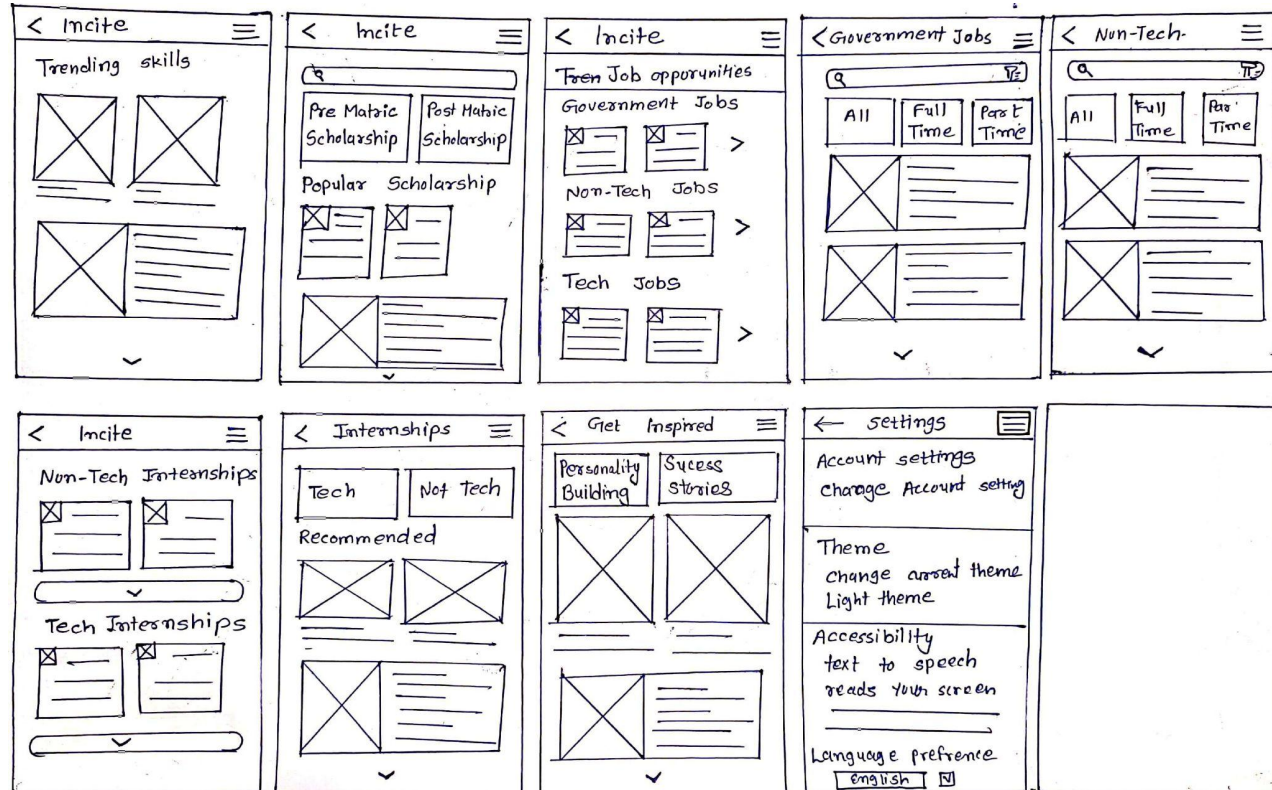
Starting the design

- Paper wireframes
- Digital wireframes
- Usability studies

Paper wireframes



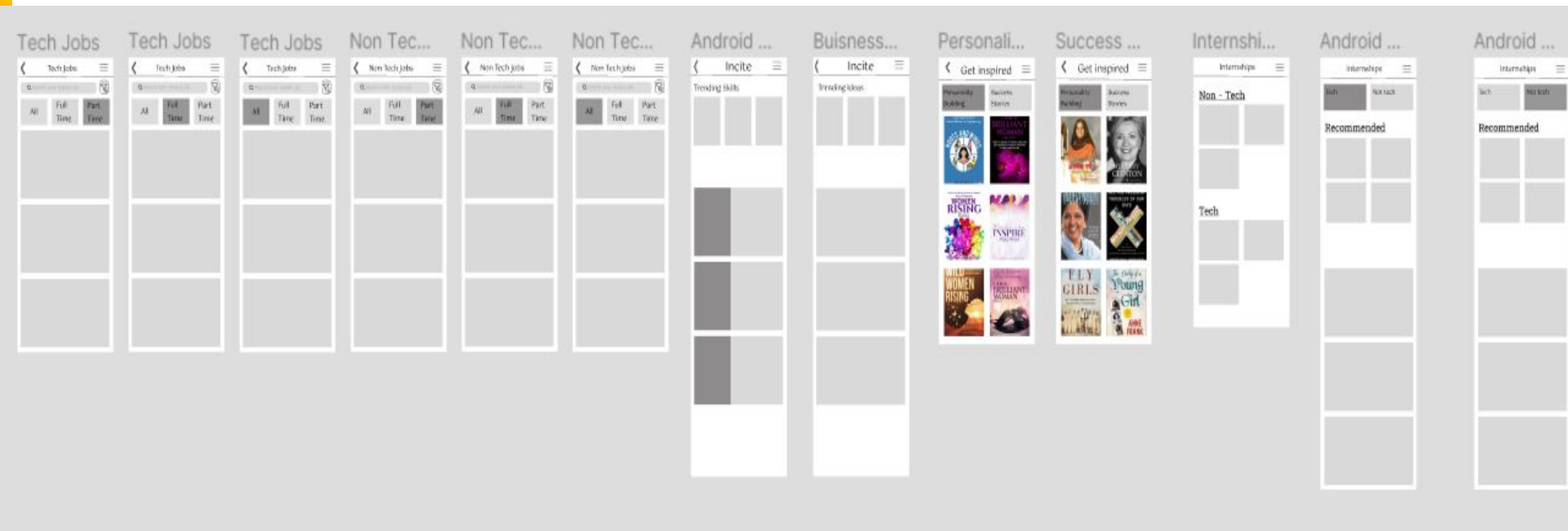
Paper wireframes



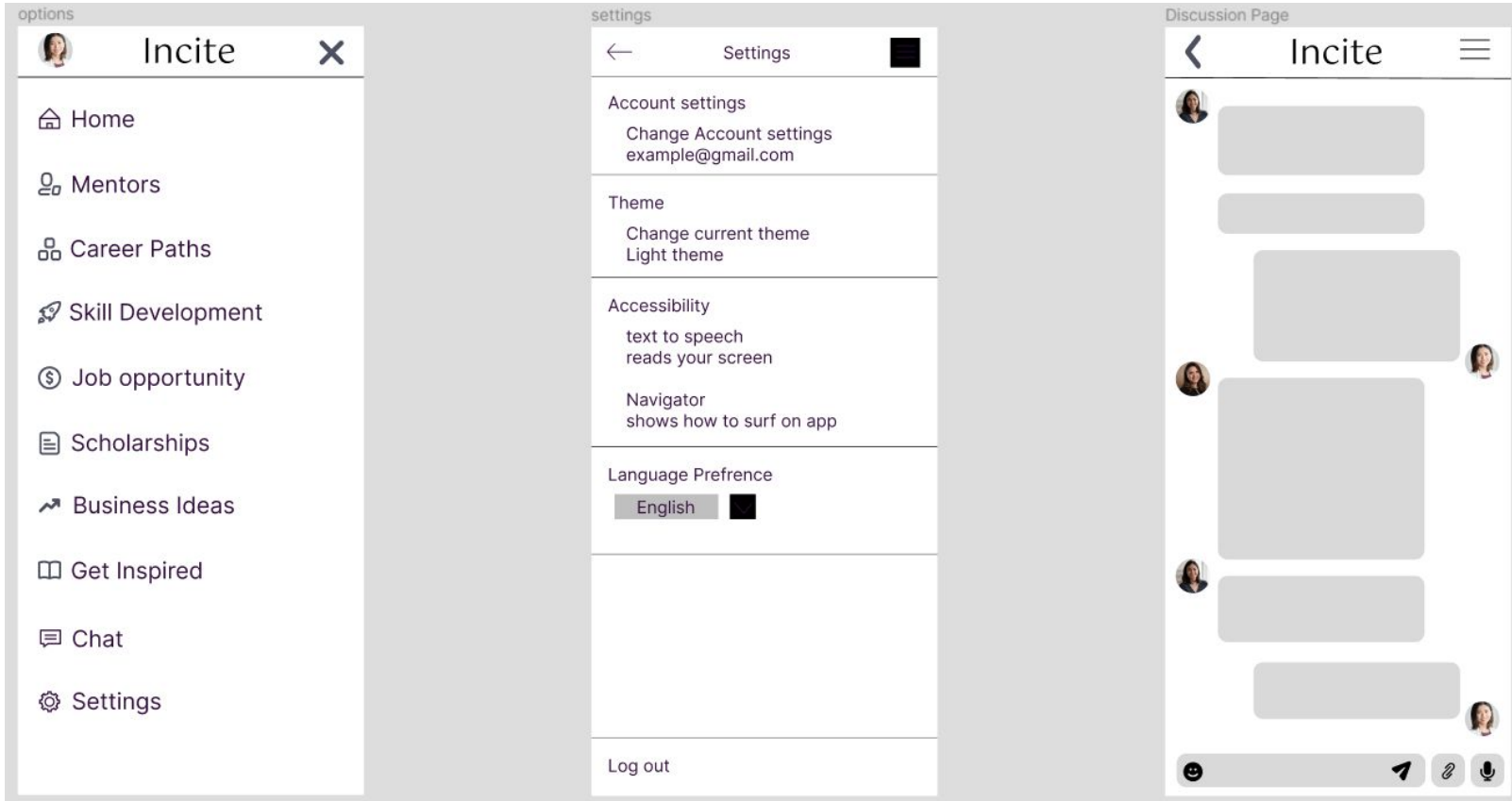
Digital wireframes



Digital wireframes



Digital wireframes



Usability study: findings

Round 1 findings

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

Round 2 findings

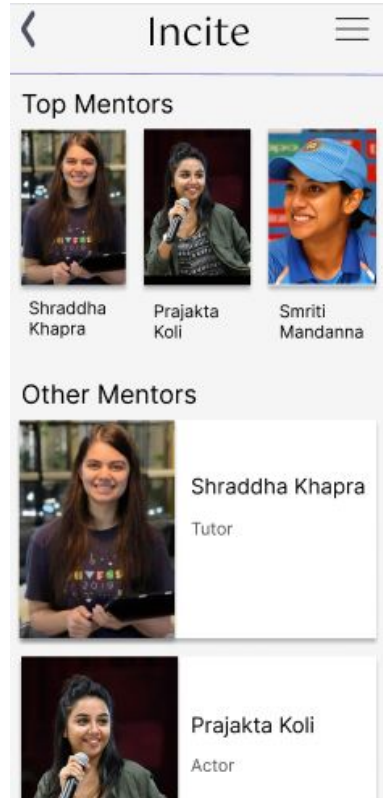
- 1 Lack of Direct chat with the mentors
- 2 Speech technology

Refining the design

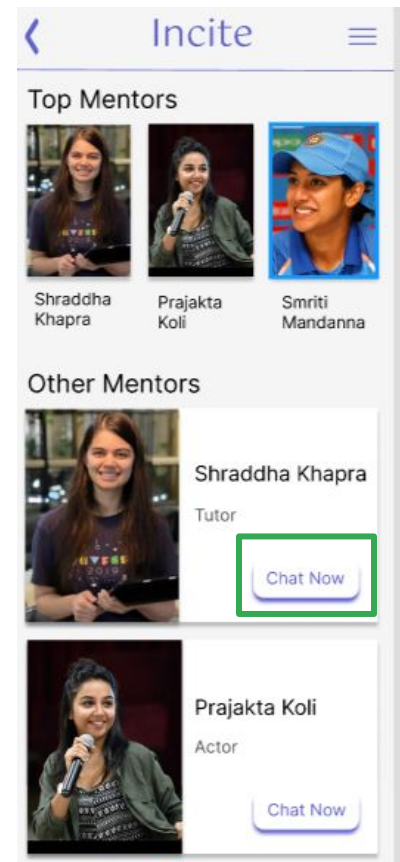
- Mockups
- Accessibility
- High-fidelity prototype

Mockups

Before usability study



After usability study



Mockups

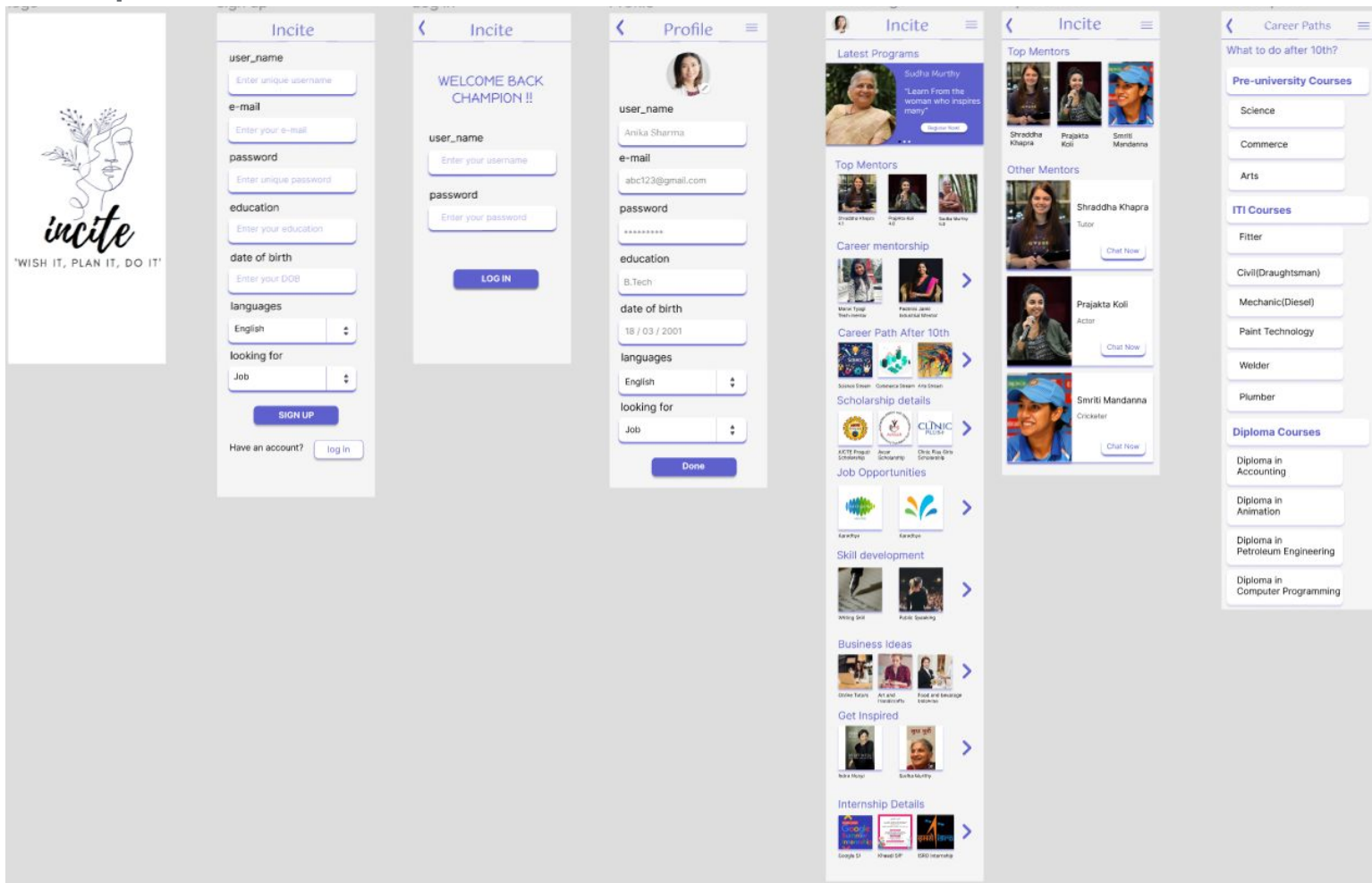
Before usability study



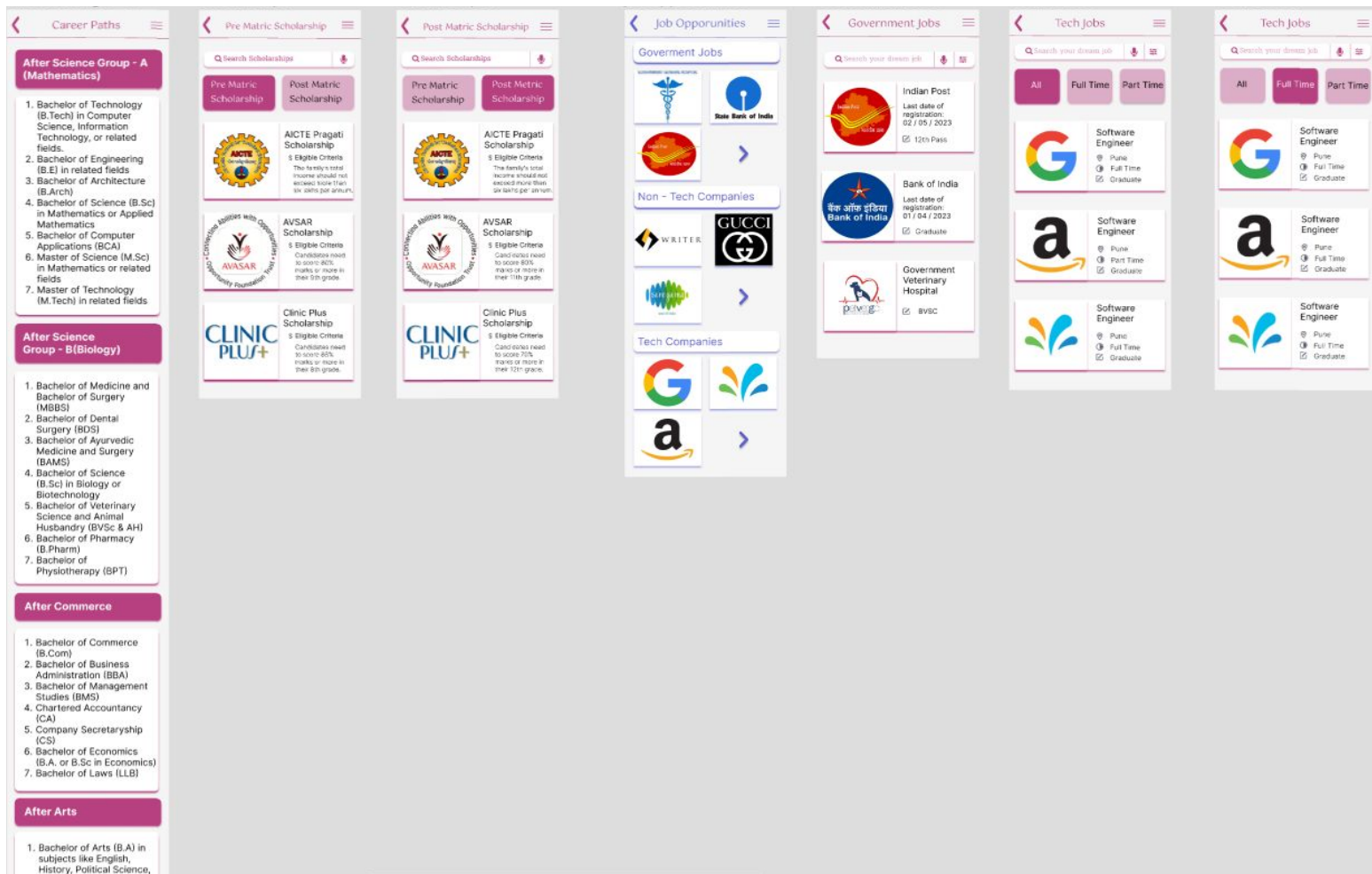
After usability study



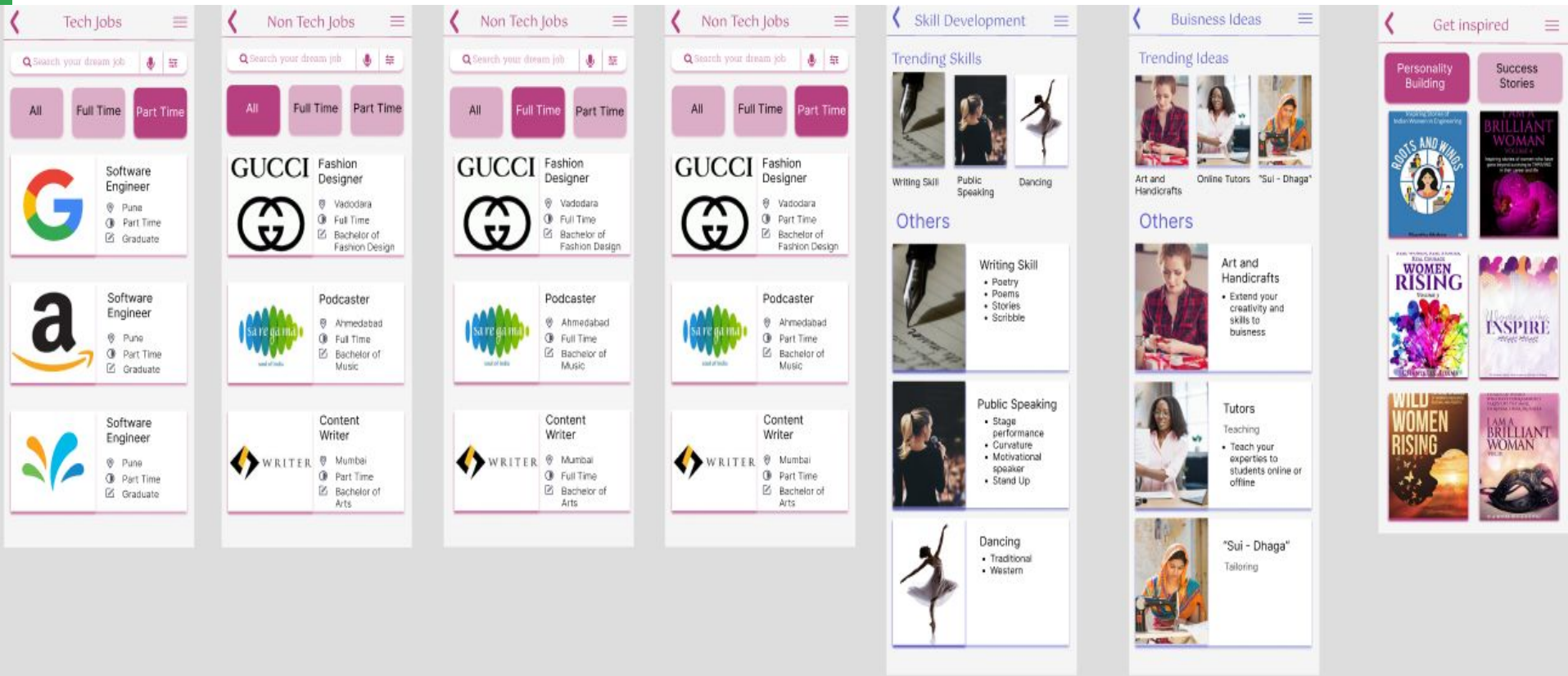
Mockups



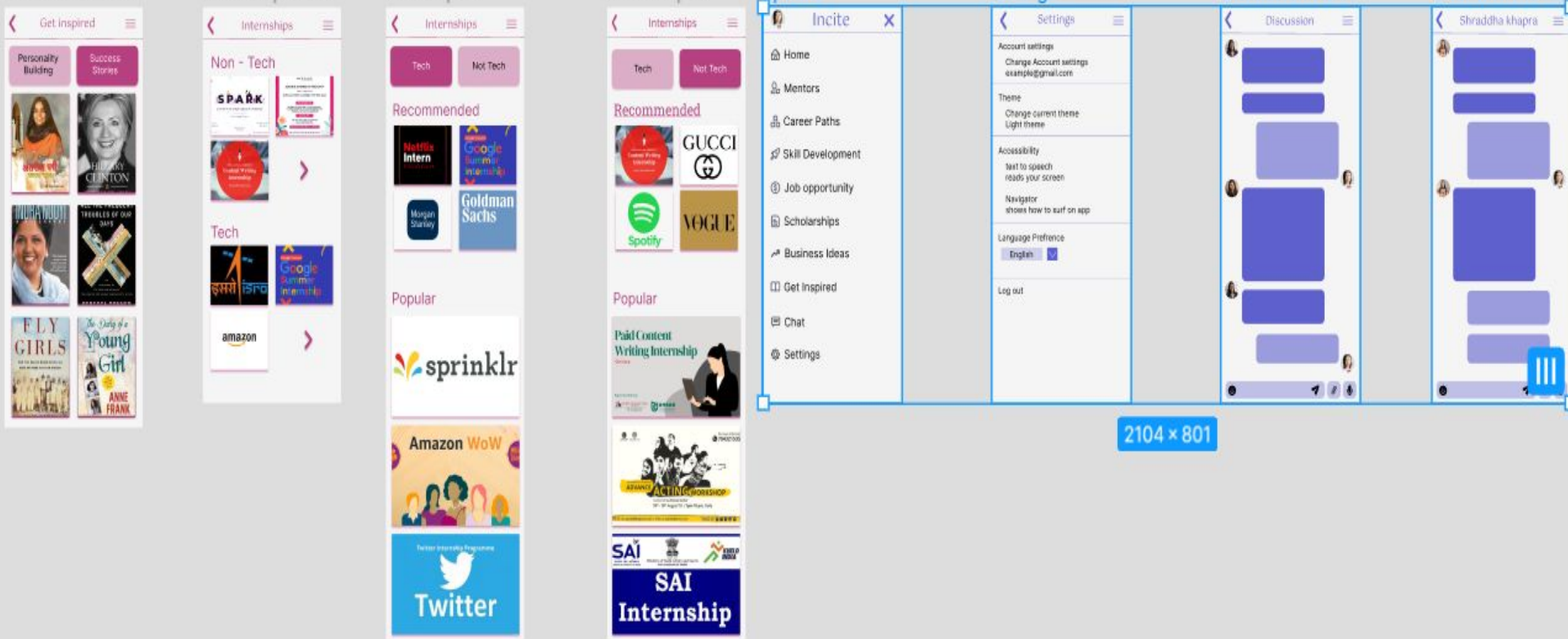
Mockups



Mockups



Mockups



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

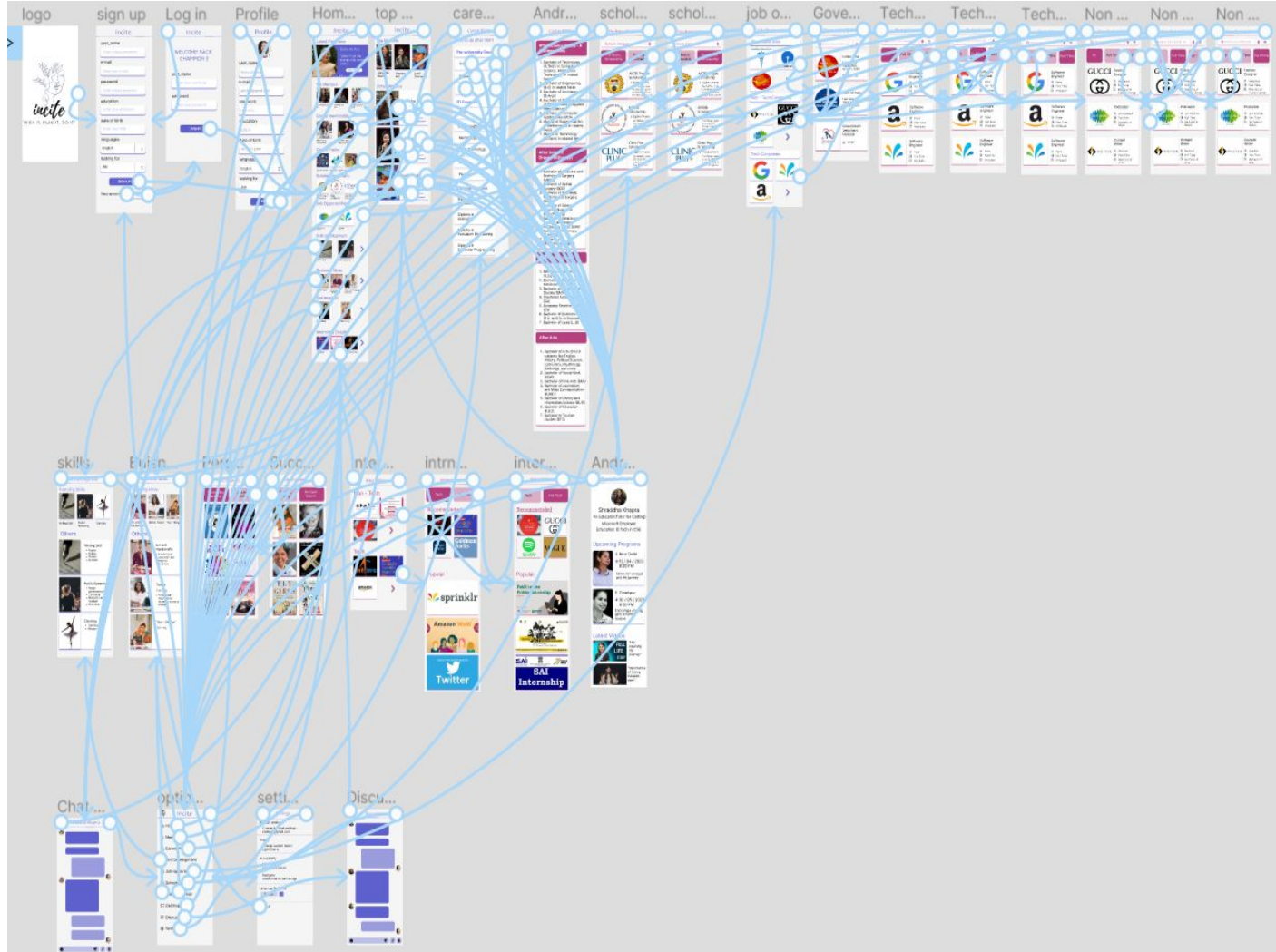
3

Invert Colour

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

High-fidelity prototype

<https://www.figma.com/proto/SW51VJPpTpHakgovVSInT3/application?node-id=3%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A2>



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"This is wonderful idea I will certainly use this app for my guidance when it's final version is out".

- Priya ("A school teacher who want to guide her students")

"This can change problems of many girls struggling to get inspiration for her career"

- A Colleague of ours



What We learned:

Time management : How to work in serious time constraints.

Understanding the target audience: Young girls and their specific needs and challenges must be carefully considered when developing the mentorship platform.

Importance of user research: User research is a crucial part of understanding the needs and pain points of young girls, which can inform the design and development of the platform.

Consideration of usability: Ensuring that the platform is user-friendly and easy to navigate is essential to its success, and usability studies can help to identify areas for improvement.

Next steps

1

A feature of personal counseling and personalized planner can be added.

2

Website of the same problem statement can be made.

3

As this is really needful solution, the real life solution for the same can be made.

Let's connect!



Jahnvee Patel : [Behance account](#)

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Dhruti Patel : [Behance account](#)