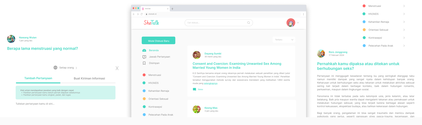
Perempuan Inovasi

SheTalk

Type: web app Year: 2023 Team: Dewi Sartika



About the Project ✨

Perempuan Inovasi is a joint initiative led by Markoding, Magnifique Indonesia and Yayasan Dian Sastrowardoyo. This program offers scholarships for digital skills training to women across Indonesia. With a mission to empower women in technology, Perempuan Inovasi provides a six-month mentoring experience. This mentorship is highly practical, involving real-world use cases to help participants apply their new skills. The program aims to bridge the gender gap in technology and equip women with the skills needed to succeed in the digital era.

We worked as a team consisting of Aufa Ikrimah, Dewi Sekar, Kusuma Wecitra, and Rahmawati Rahayu. Our solution was chosen as the 2nd best in the Perempuan Inovasi 2024 Fullstack Web Development program.

Role and Responsibilities 👩‍💻

Aufa Ikrimah

Team Leader, Lead Frontend Developer

- Led the team and making sure everyone works together smoothly.
- Oversaw frontend development, including coding and implementation of the user interface.
- Ensured all pages aligned with design guidelines and project requirements.

Kusuma Wecitra

UI/UX Designer, Backend Developer

- Designed all screens and the logo for SheTalk, ensuring a cohesive visual identity.
- Developed and maintained the backend infrastructure of the platform.
- Collaborated with the frontend team to integrate backend services seamlessly.

Dewi Sekar

Researcher, Designer, Frontend Developer

- Assisted in research activities, including user surveys and competitive analysis.
- Conducted research on color schemes and brand names to enhance the platform's visual appeal.
- Developed the dashboard interface, ensuring it was intuitive and met user needs.

Rahmawati Rahayu

Researcher, Frontend Developer

- Conducted research on user needs and industry trends related to sexual and reproductive health.
- Analyzed research data to inform the design and development process.
- Developed the landing page, ensuring it was engaging and user-friendly.

Overview 👀

SheTalk is an online platform focused on discussing sexual and reproductive health topics. Our mission is to create a safe space for women to share their stories, experiences, and opinions. We focus on community-driven insights, allowing users to exchange experiences and knowledge in a supportive environment.

Problem and Process ⏱️

Women face many challenges when talking about sexual and reproductive health. These include societal taboos and stigma, which make open discussion difficult. Many women don't have access to safe spaces where they can share their stories and get reliable information without fear of being judged or having their privacy invaded. The risk of personal information being exposed also makes them hesitant to engage in these important conversations.

Stigma and Taboos

Sexual and reproductive health issues often come with stigmas, making women feel uncomfortable or unsafe discussing them. This stigma makes it hard to get accurate information and support.

Lack of Safe Spaces

There aren't many platforms where women can talk about their sexual and reproductive health safely and without fear of judgment or privacy issues.

Isolation

Women dealing with sexual and reproductive health problems often feel alone. They need a supportive community where they can connect with others who have similar experiences.

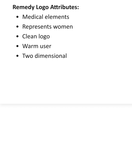
These barriers highlight the urgent need for platforms that provide a safe and supportive space for women to discuss and learn about sexual and reproductive health issues.

Research & Ideation → Planning & Strategy → Branding Design → Design & Prototyping → Development Solutions → Testing & Showcasing

To ensure our solution is effective and user-friendly, we've completed various stages of the development process. We began by identifying the problem and brainstorming solutions after thorough research. Next, we structured our approach and set clear goals, created wireframes, and finalized the UI designs. Following this, we developed the platform and refined the app based on real user feedback during the showcase phase.

Documention 📸

01 Noted Pain Poins During the Discussions



02 Created a Long Term Goal and Developed Questions

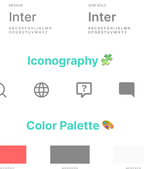
LONG TERM GOAL:
Steadily grow our user base and expand our influence in promoting sexual and reproductive health awareness among women, becoming a trusted platform recognised for fostering safe and supportive discussions.

QUESTIONS:
- Could we increase active user participation in discussions and sharing stories related to sexual and reproductive health?
- How can we ensure the security and privacy of users when sharing sensitive information?
- What steps can we take to reduce stigma related to sexual and reproductive health issues?

03 Met with Mentors

04 The Inspirations

05 The Sticky Decision



06 Showcasing

Branding Design 🎨

01 Brand Attributes

Remedy Logo Attributes:
- Medical elements
- Represents women
- Clean logo
- Warm user
- Two dimensional

02 Explorations

03 Final Logo

SheTalk

Design & Prototyping 🚀

Typography ✍🏻

MEDIUM Inter ABCDEFGHIJKLMN OPQRSTUVWXYZ

MEDIUM Inter ABCDEFGHIJKLMN OPQRSTUVWXYZ

SEMI BOLD Inter ABCDEFGHIJKLMN OPQRSTUVWXYZ

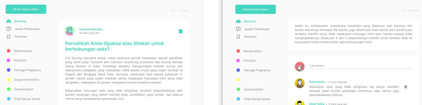
BOLD Inter ABCDEFGHIJKLMN OPQRSTUVWXYZ

Iconography 🍀

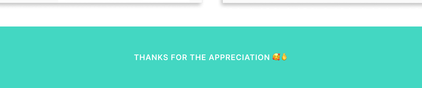
Color Palette 🎨

#4D2C72 #FF6D6D #8B8B8B #F4F4F4 #FFFFFF

Hi-Fi Wireframe 🏗️



Visual Design 🖥️



THANKS FOR THE APPRECIATION 🙏🙌