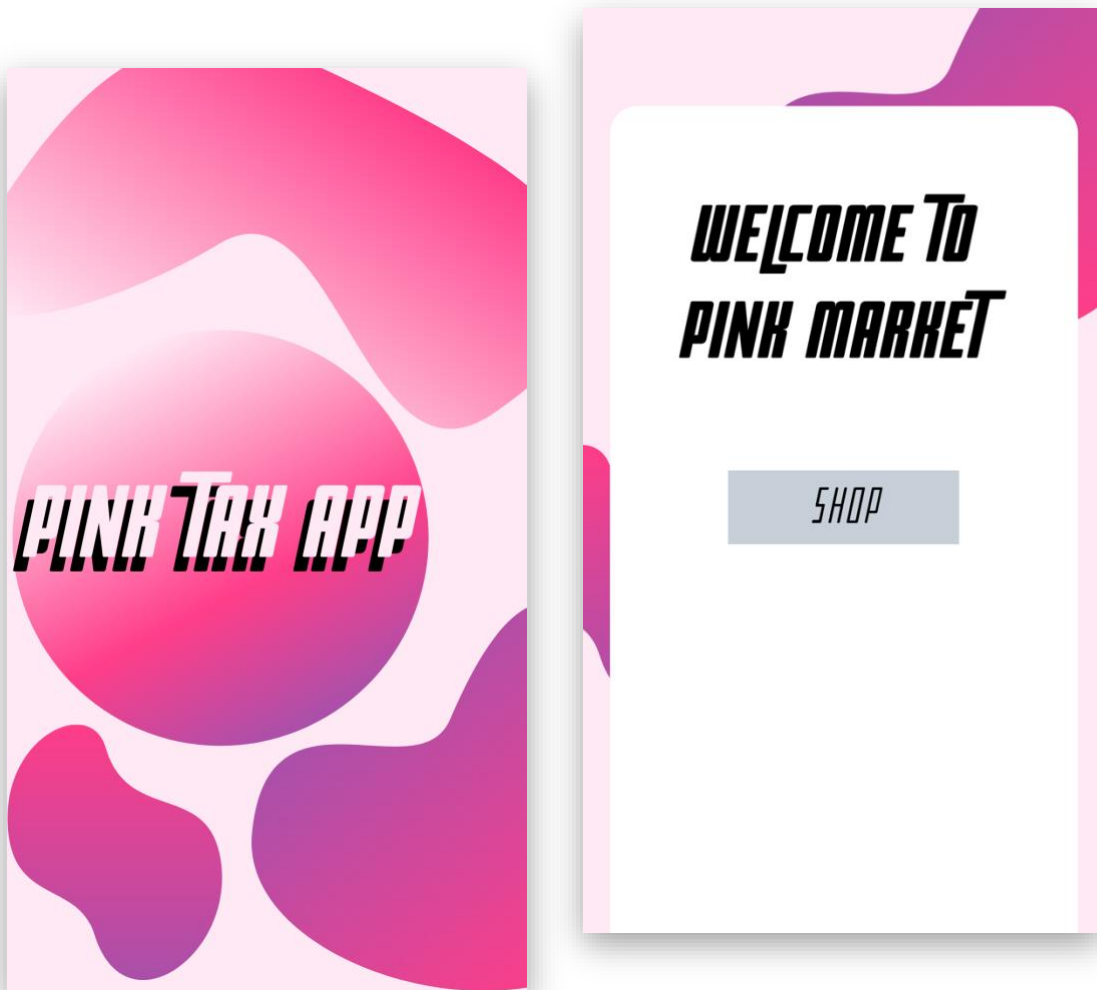


Pink Tax App

In the summer of 2018, I created a Java program that shows the pink tax that a user paid on a shopping trip. Pink tax is the difference in price between a product targeted for women compared to the men's version of the same product. This gender-based price discrimination also includes the tax that women pay for feminine hygiene products, like tampons. In my research, I discovered that only a staggering 13 states have made female hygiene products tax free, as well that in 2015, the New York City Department of Consumer Affairs found women's products cost more than a men's product of the same type 49% of the time. I compiled data from the NYC DCA report and the tax rates of all 50 states. The program "simulates" a shopping experience by allowing the user to pick items to add to their cart, checkout, and see the receipt for their purchases. This is an ongoing project.

The photos below are mockup images of what the mobile application pages would look like.



CATEGORIES



Clothing



Shoes



Bath and
Body



Toys



< BACK

BATH AND BODY



Add



Add



Add



Add



Add



Add



CART



Women's Degree 48H
Deodorant
Qt. 2



Levi's Cropped Denim
Jean
Qt. 1



Little Tikes Princess
Cozy Coupe Ride-On
Qt. 1

CHECKOUT



SHOP



CART

RECEIPT



Women's Degree 48H
Deodorant
Qt. 2

8.54



Men's Degree 48H
Deodorant
Qt. 2

4.98

↑ 3.56



Levi's 501 Women's
Cropped Denim Jean
Qt. 1

69.50



Levi's 501 Men's Original
Fit Denim Jean
Qt. 1

59.50

↑ 10.00



Little Tikes Princess Cozy
Coupe Ride-On
Qt. 1

48.98



SHOP



CART