

# Women Rising

Trends, Impacts, Challenges

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# AGENDA

Objectives  
Users & Tasks  
Design Approach  
Initial Prototypes

01                    05  
02                    06  
03                    07  
04                    08

Usability Testing & Results  
Design Iterations  
Demonstration  
Conclusions

# OBJECTIVES

Disseminate status and trends of female leadership to broad range of stakeholders

Provide a comprehensive view of gender equality data published by institutions worldwide

Enable users to explore factors that are influencing progress

Reach a broad audience of stakeholders:  
policy influencers, business executives, students, the workforce

# USERS & TASKS

D&I

What is the composition of the global workforce with regards to gender and how has it changed over time?

What is the trend and what do the numbers look like when it comes to leadership positions?

Are there some regions that are doing distinctly better than the others? Have they done so historically?

What are some factors affecting these trends? How are countries performing on with respect to these factors?

Which business leaders and companies can we study to understand the trajectory of women successfully rising?

What direction could we take in terms of framing or positioning policies that would help gender parity?

SENIOR MANAGEMENT

HR

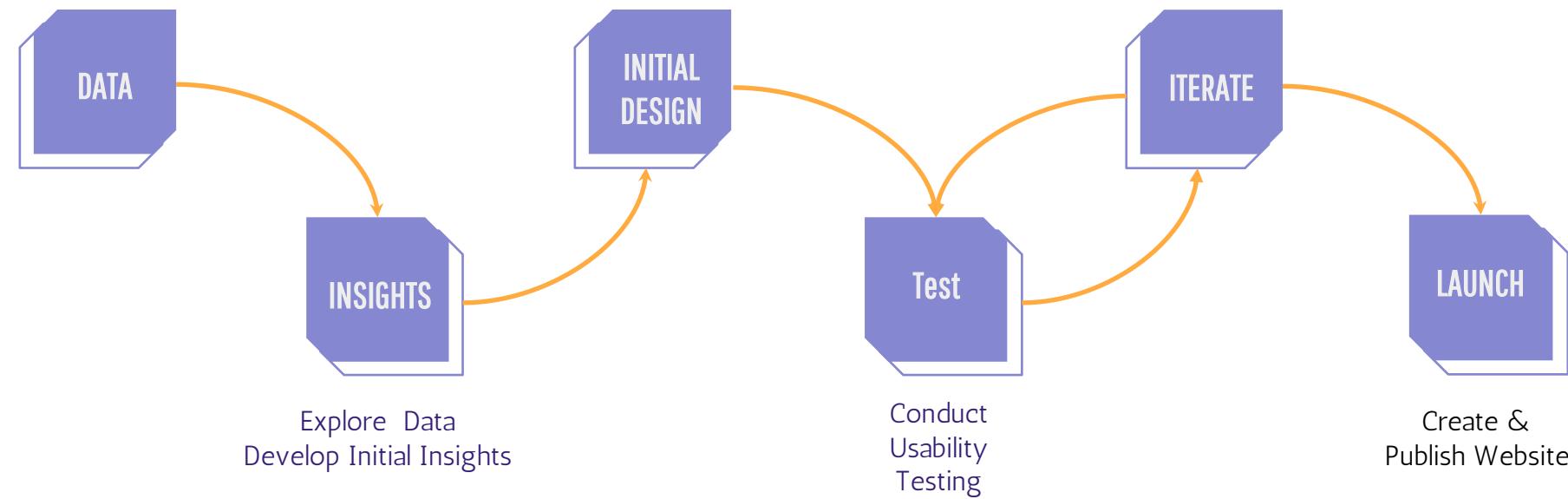
FUTURE

# DESIGN APPROACH

Identify Data Sources  
Extract Data

Prototype Visualizations &  
Website Layout

Iterate designs based on  
feedback from Usability Testing



# DATA



WORKPLACES  
THAT WORK  
FOR WOMEN



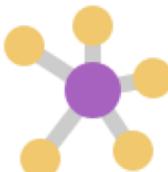
Australian Government



Workplace  
Gender Equality  
Agency



OECD  
BETTER POLICIES FOR BETTER LIVES



Create datasets

# INITIAL: INSIGHTS

## HISTORICAL TRENDS

- Women make up 45% of the full-time workforce yet comprise only 22% of the leadership
- Progress on board seats does not necessarily translate to increase in executive positions.

## GENDER GAP

- Gap between male and female employment
- Gap in wages and salaries across the globe
- The gap between female and male leadership is at least 20% and much higher in the C-Suite

## INFLUENCING FACTORS

- Positive relationship between childcare support and flexibility and more leaders
- Positive relationship between a greater work-life balance and more female leaders

## HOW TO HELP

- Promote more women leaders, as role models and as agents of change
- Put institutional programs in place for awareness, training and support
- Invest in programs that support women's needs

## WOMEN RISING (CEOS)

- Inspire and support young leaders
- Female successful leaders on display for exploration, possible user-based insights.

# TOOLS SELECTION



## TABLEAU

- Interactive filtering
  - Broad audience
  - Filter base on different areas of interest
  - Has to be easy to integrate into final tool (web)
    - D3
- 

## HOW



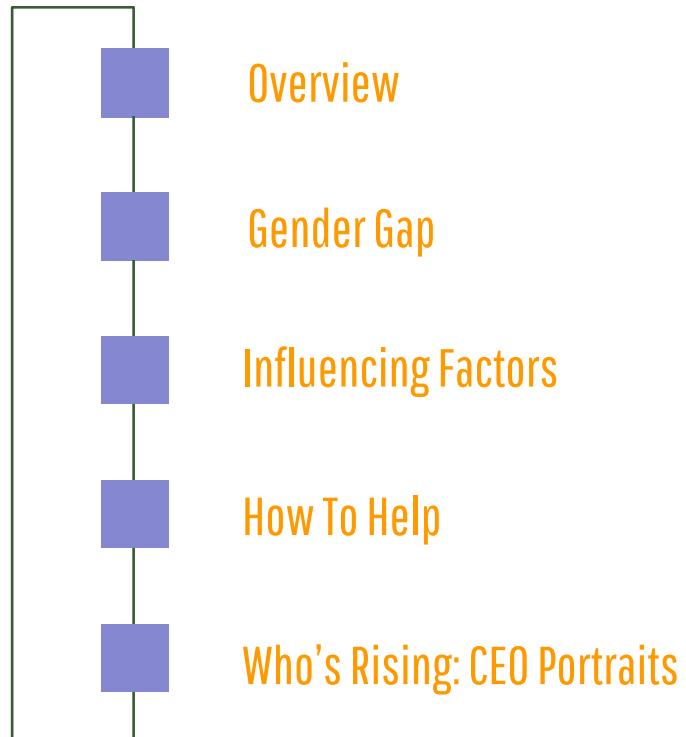
## WEBSITE

- Shareability
  - Easy to make changes
  - Collaborative
- 

## HOW



# INITIAL: WEBSITE LAYOUT



# USABILITY TESTING

## Participants

Head of School	HR Professional	Diversity & Inclusion Officer
Aspiring Student Professional	Senior Industry Executive	Startup Founder
Senior Technical Director	Global HR policy maker	Senior Technology Professional

## Method

- ❖ Pre-scheduled 1:1 Zoom Sessions
- ❖ 30 - 45 min
- ❖ Pre-determined task list covering each of the 5 sections
- ❖ Debriefing questions

## Metrics

- ❖ Ease of Use
- ❖ Task Completion Rate
- ❖ Completion Accuracy
- ❖ Page refresh and loading time
- ❖ Insights conveyed
- ❖ Impact / Engagement

Biggest challenges were measuring completion times and staying on topic and keeping to the time limit.



# USABILITY TESTING TASK FORMAT

**Type 1 Tasks:** Tasks that do not require interaction to gather insight

For example:

- Do you notice an upward or downward trend in the share of women in board positions?
- Is the employment rate of women in most countries above or below the average employment rate?
- Can you name countries with the widest gender gap in wages?

**Type 2 Tasks:** Tasks that require interacting with the visualizations to gain insight

For example:

- What percentage of the workforce in Spain are women?
- Can you estimate the range of wage gap in G7 countries?
- Can you find the CEO with the longest tenure?

**Task:** Does it appear to you that women in most countries hold more than 25% of leadership positions?

**Task Completion:** X

**Comment:** Was not able to decipher the color legend

**Possible Reason:** Visual was not intuitive. Color band values are incorrect.

# MOSCOW PRIORITIZATION

## MUST HAVE

- Add clear annotations and instructions
- Allow sort, highlight, and filtering
- Standardize language and color legends
- Clarify specific terms
- Ensure clear tool tip and add metrics

Examples:

- Influencing Factors: disable multiple trendlines
- How To Help: Visualizations, sharpen focus & purpose
- CEO: Add names and companies for CEOs
- CEO: Add tooltip with info, clearer metric readability

## COULD HAVE

- CEO: Normalize numbers for CEO Visualization
- Other: Hard policies effectiveness: Australian data
- Other: Improve color coding throughout

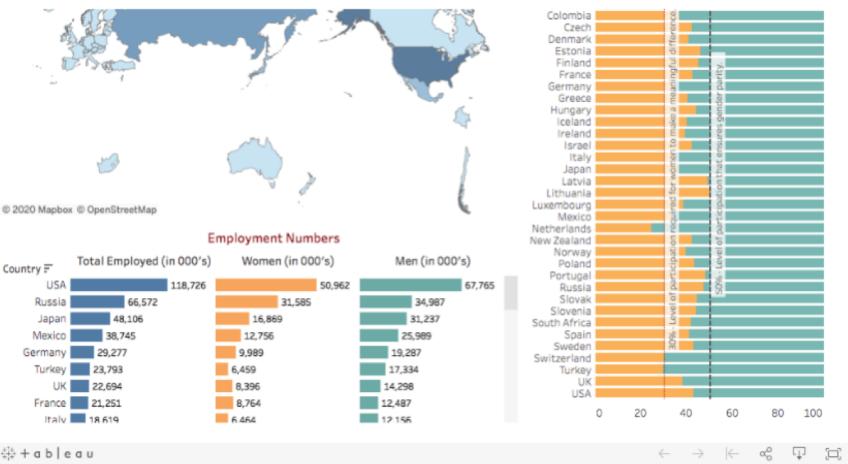
## SHOULD HAVE

- Gender Gap:: Waffle chart not prominent, not used: move to top, retitle images
- Influencing Factors: Axes labels only partially visible
- CEO: Include additional details in data - company info, revenue, #employees, tenure etc.
- CEO: second story board for actual insights

## WOULD HAVE OR WON'T DO

- Provide inferences on policy effectiveness
- Segment and visualize data by industry
- CEO chart: simplify for older crowd
- Other: No data on working dads in workforce for comparison!

# ITERATIONS: Changes & Improvements

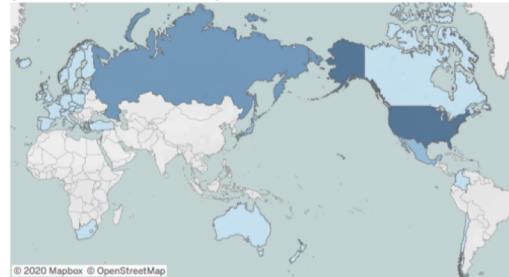


BEFORE



Women constitute more than a third of full time employment globally.

[Hover over countries of interest for details.]



Share of FT Employment

	% Women FT	% Men FT
Australia	30	70
Austria	10	90
Belgium	10	90
Canada	10	90
Chile	10	90
Colombia	10	90
Czech	10	90
Denmark	10	90
Estonia	10	90
Finland	10	90
France	10	90
Germany	10	90
Greece	10	90
Hungary	10	90
Iceland	10	90
Ireland	10	90
Israel	10	90
Italy	10	90
Japan	10	90
Latvia	10	90
Lithuania	10	90
Luxembourg	10	90
Mexico	10	90
Netherlands	10	90
New Zealand	10	90
Norway	10	90
Poland	10	90
Portugal	10	90
Russia	10	90
Slovak	10	90
Slovenia	10	90
South Africa	10	90
Spain	10	90
Sweden	10	90
Switzerland	10	90
Turkey	10	90
UK	10	90
USA	10	90

FT Employment Figures

[Hover and click next to the column names below to sort based on values]

	Total (in 000's)	Women (in 000's)	Men (in 000's)
USA	118,726	50,962	67,765
Russia	66,572	31,585	34,987
Japan	48,106	16,869	31,237
Mexico	38,745	12,756	25,989
Germany	29,277	9,989	19,287
France	21,251	8,764	12,487
UK	22,694	8,396	14,298

[1] [https://en.wikipedia.org/wiki/Critical\\_masse\\_\(sociodynamics\)](https://en.wikipedia.org/wiki/Critical_masse_(sociodynamics))

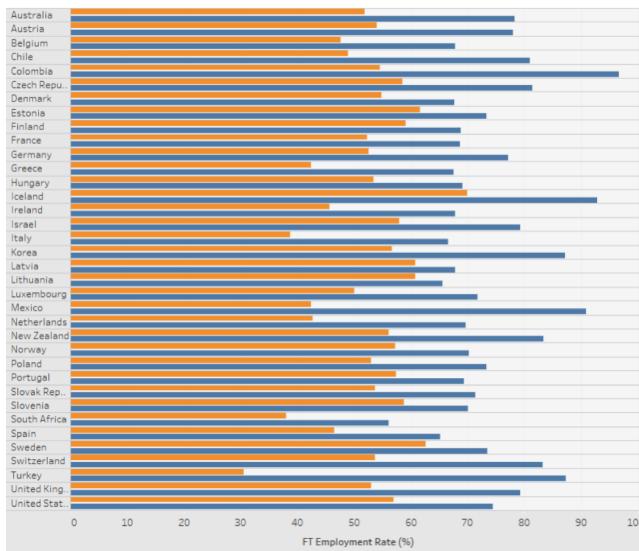


AFTER

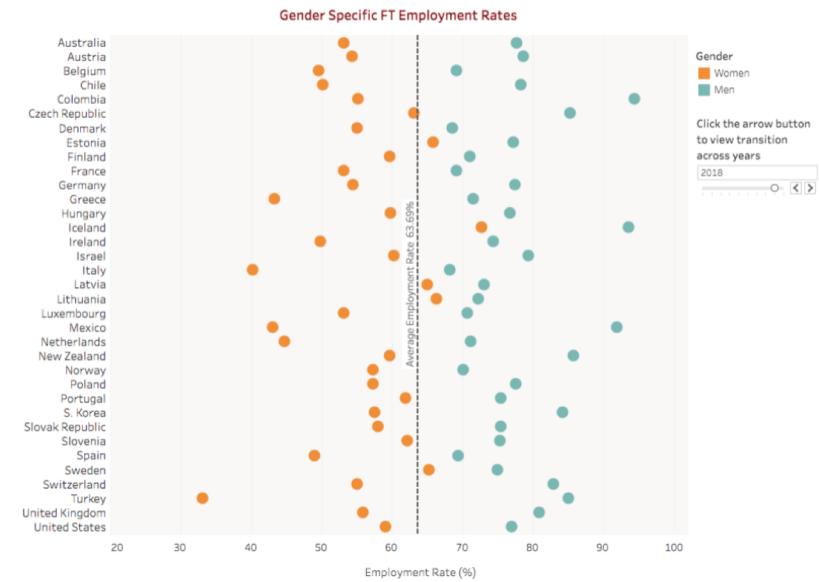
# ITERATIONS: Changes & Improvements

Men have a higher employment rate than women across the world.

Gender Gap in FT Employment Rate, 2011-2019



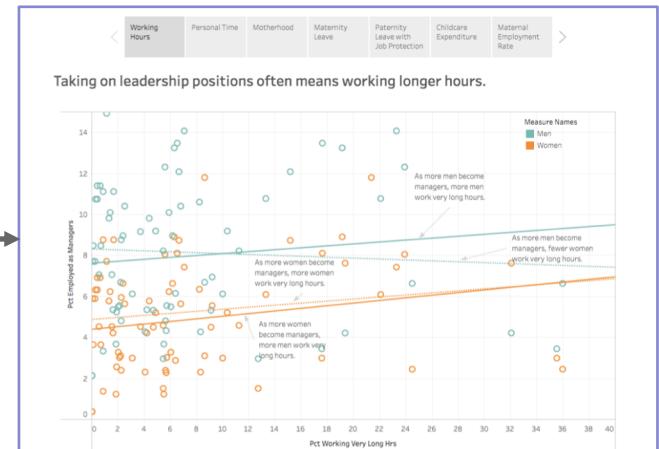
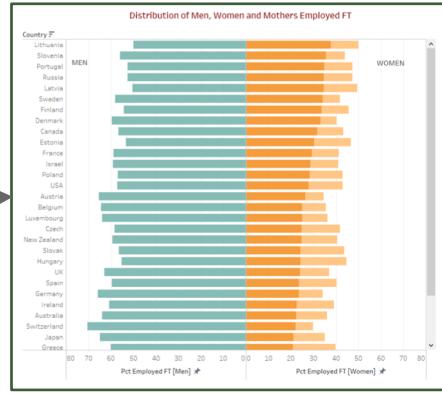
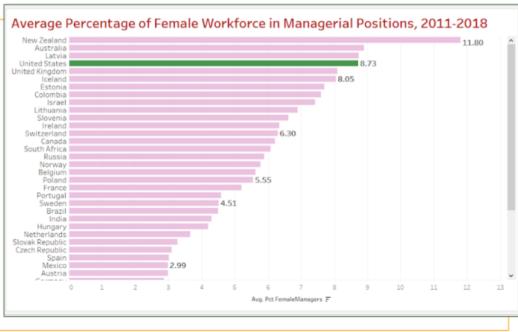
The employment rate of women is distinctly lower than that of men across the world.



BEFORE

AFTER

# ITERATIONS: Changes & Improvements



# ITERATIONS: Changes & Improvements

A lot more women leaders are needed to bridge the gap for achieving gender parity.

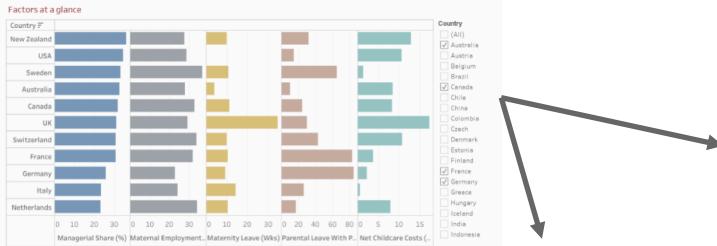


There's fewer women promoted to leadership positions for every 100 employed.

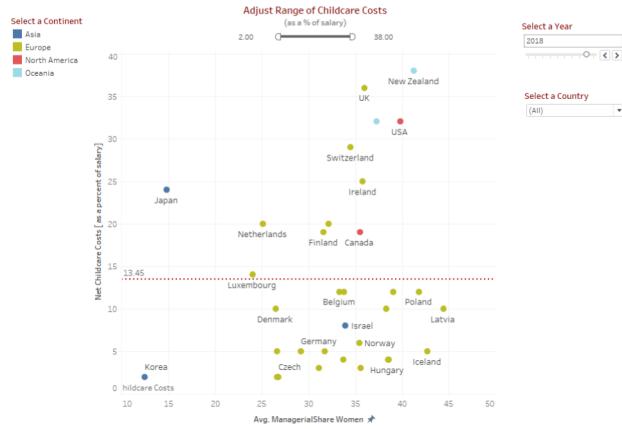


# ITERATIONS: Changes & Improvements

Focus on policies to retain women entering motherhood and re-employ women who have chosen to take a break.



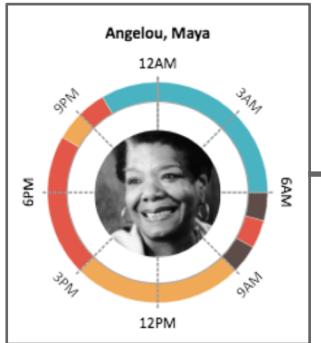
Countries that have managed to keep childcare costs under 15% of salaries exhibit a greater share of women in leadership roles.



Nations and companies must strive to ensure that share of business leadership is proportional to share of workforce participation.

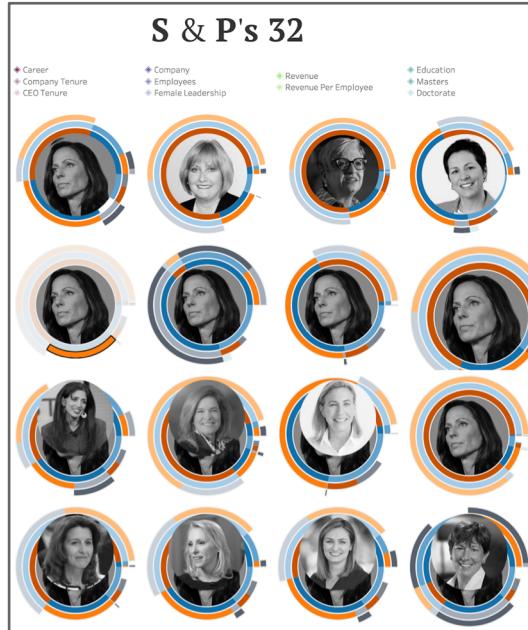


# ITERATIONS: Changes & Improvements



MICROSOFT [timeline storyteller](#)

- CEO/Age, Null, Null
- CEO/Age, Company Tenure, Null
- CEO/Age, Company Tenure, CEO Tenure
- Company Makeup, Null, Null
- Company Makeup, TotalEmployees, Null
- Company Makeup, TotalEmployees, PercentFemaleLeaders
- Company Revenue, Null, Null
- Company Revenue, RevPerEmployee, Null
- Company Revenue, RevPerEmployee, RevPerEmployee
- Education, Null, Null
- Education, Masters, Null



# DEMO

WOMEN RISING   [OVERVIEW](#)   [GENDER GAP](#)   [INFLUENCING FACTORS](#)   [HOW TO HELP](#)   [WHO'S RISING?](#)



## WOMEN RISING Status, Trends and Challenges

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— ♀ —

Women Rising seeks to disseminate facts and trends about women's ascendance to the upper echelon of business management. Our goal is to provide access to information that clearly communicates the magnitude and impact of female executive management across the globe. While headlines in the United States tout gains women have made progressing through the C-Suite, real female management representation still falls well below that of men. Women Rising presents the gender gaps around the globe both at present and historically. When women succeed we all succeed, both in business and as a community. The goal of this website is to highlight where the fundamental gaps lie and potential directions for narrowing the gender gap.

Women Rising On View:

1. Overview: Women Leading
2. The Gender Gap: status and trends
3. Influencing Factors: narrow the gap
4. How to Help: policy and programs
5. Successes On View: Meet the CEOs

# CONCLUSION

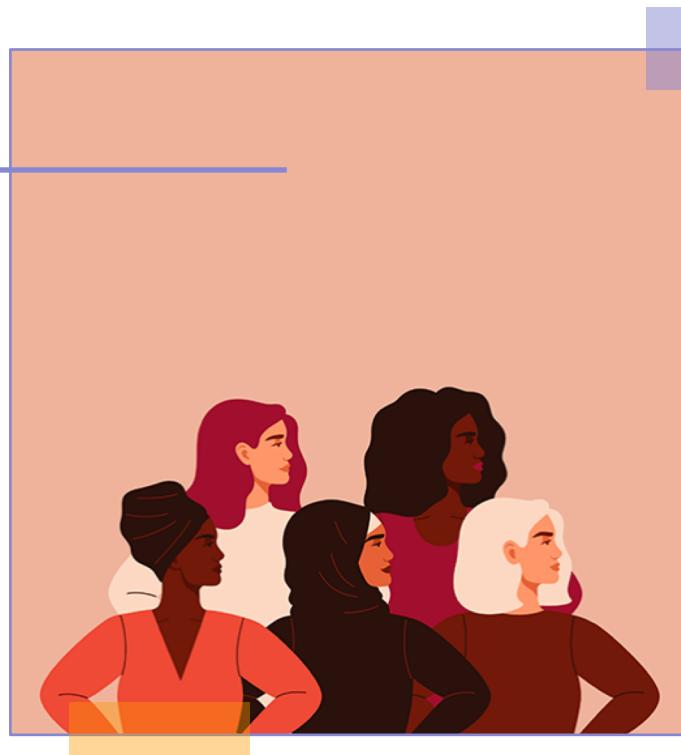
VIZ  
BUILDING

TABLEAU

Effective and got the  
point across

DATA

Good data is hard to  
find!



VIZ  
COMMUNICATING

USERS

Testing is important  
and necessary

IMPACT

Future iterations

# THANK YOU!

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