

F E M 4 S T E M

Make women* envision themselves in
the tech world.



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TEAM

CANSU DEMIR
BSC IN COMPUTER
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MSC IN
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BSC IN MEDIA TECHNOLOGY
& DESIGN



67.150 €

67.150 €

AVERAGE
SALARY OF A
FEMALE IT-
PROJECT
MANAGER.



31%

31%

OF
EMPLOYEES
IN IT ARE
WOMEN* (AT)

5 / 1

5 / 1

MEN / WOMEN
RATIO IN
ENGINEERING

**HOW CAN
WE FIX
THIS
PROBLEM?**



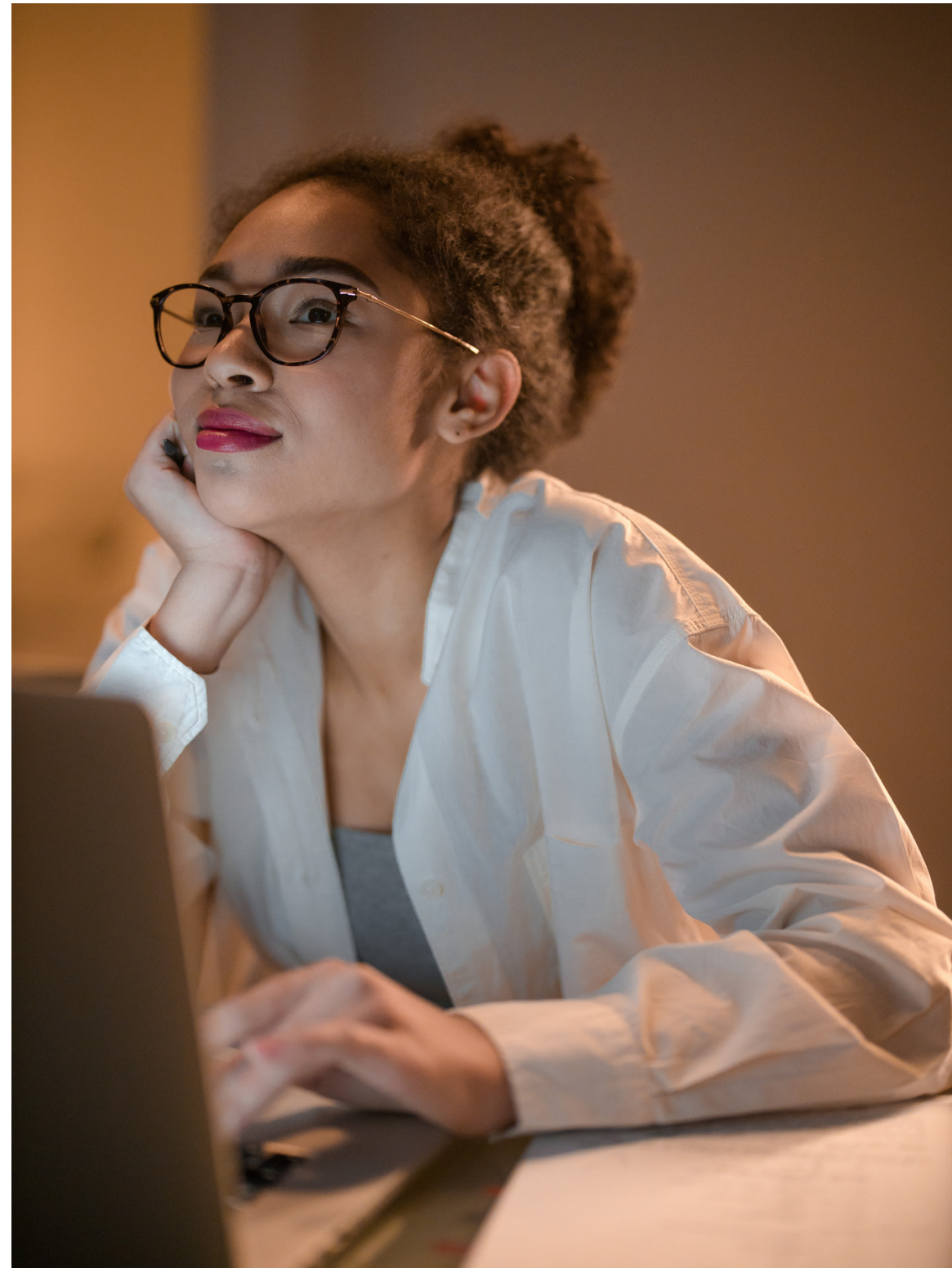
**WE NEED TO
COUNTER THE
SOCIAL BELIEF THAT
TECH IS NOT FOR
WOMEN***

A lot of women* are not confident of their capabilities when it comes to tech.

With our project we want to give women* the possibility to envision themselves in tech and to provide rolemodels that could potentially inspire them.

**WE NOT ONLY WANT THEM TO
BECOME PART OF THE TECH
WORLD, BUT TO FEEL
WELCOMED AND INCLUDED IN
THE TECH WORLD.**

OUR
TARGET
GROUP



WOMEN* WHO ARE NOT TOO
FAMILIAR WITH TECHNOLOGY

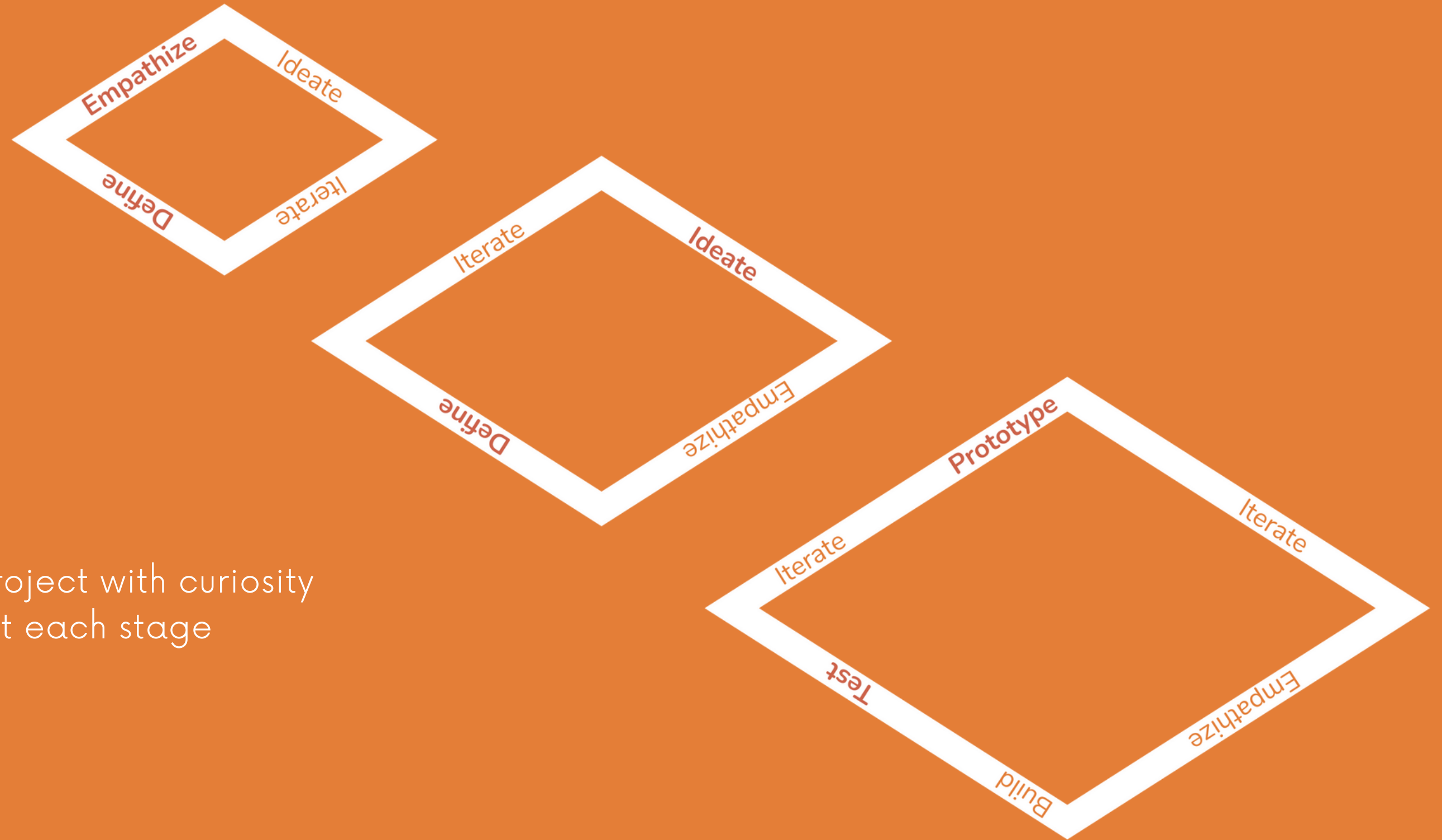
YOUNG FEMALE ADULTS

WOMEN* WHO WOULD
CONSIDER TO CHANGE THEIR
CAREER PATH

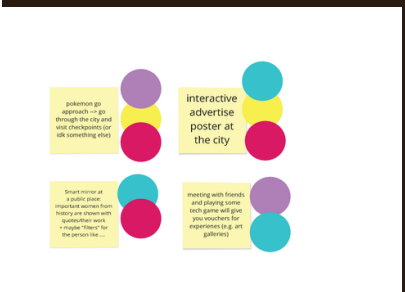
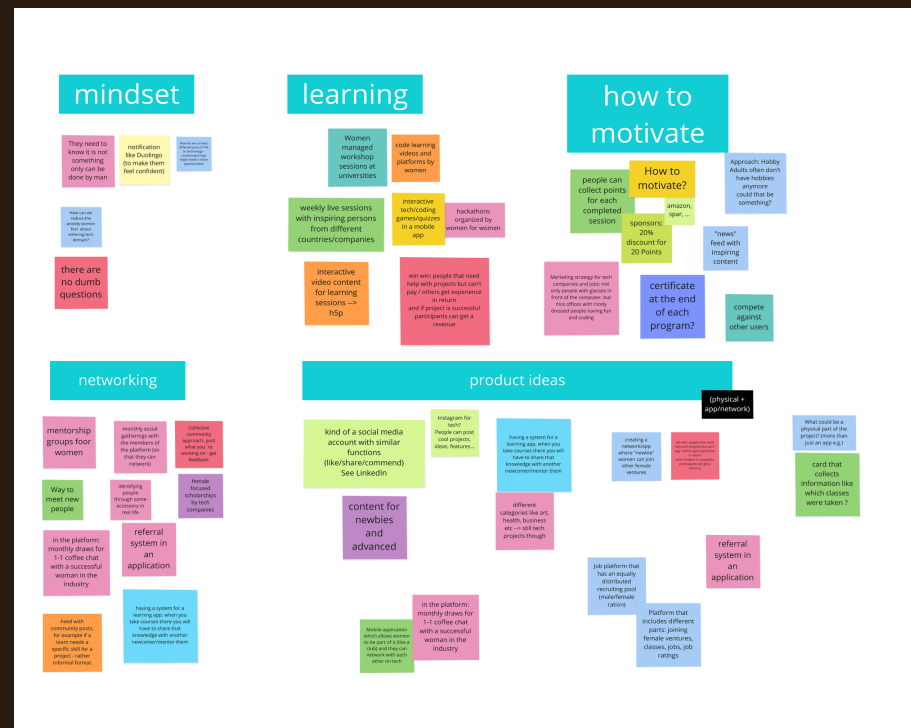
... BUT ALSO THE PUBLIC TO
RAISE AWARENESS.

THE PROCESS

We approached the project with curiosity
to learn and improve at each stage



BRAINSTORMING

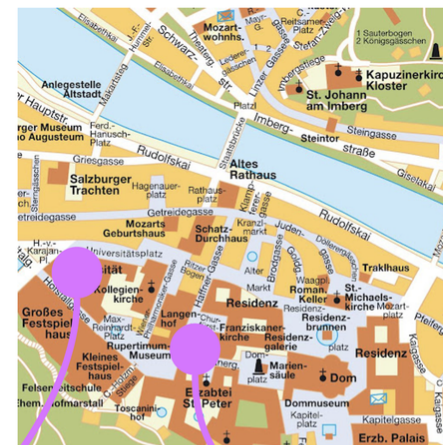


FIRST CONCEPT

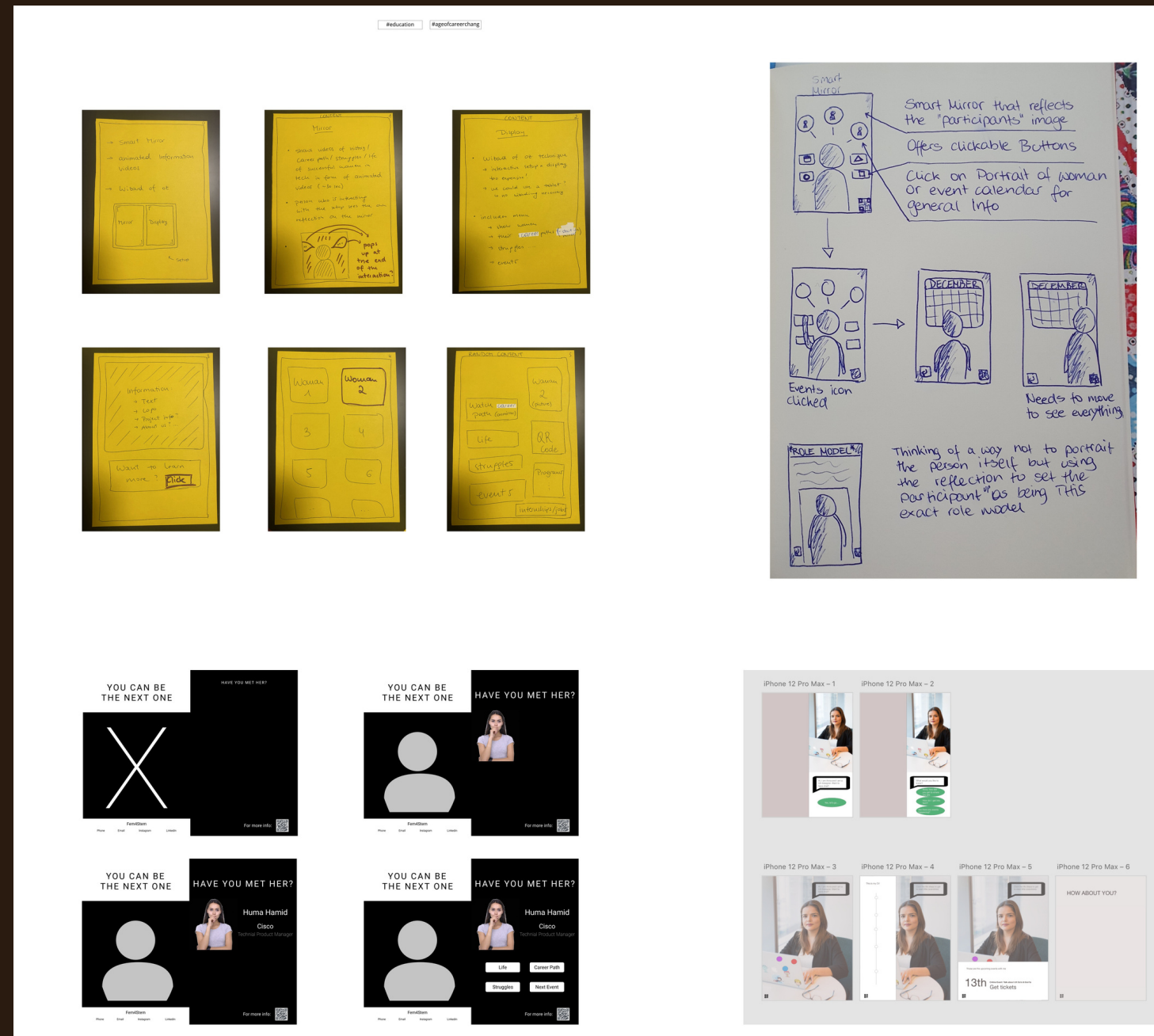
How might we make women* feel welcomed & included in tech industry?

Goal: Make women* feel welcomed and included in tech industry

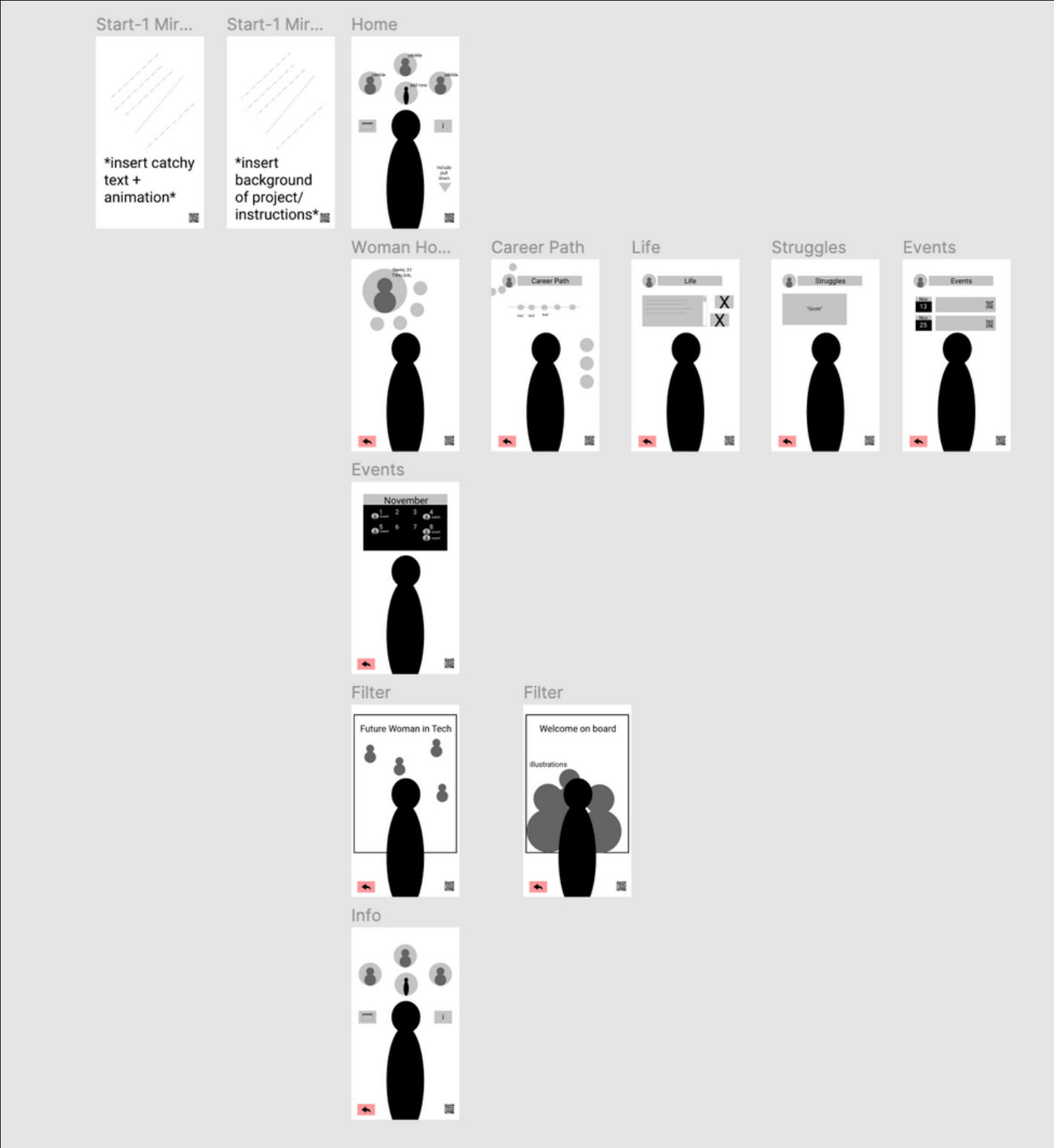
Context: Interactive posters/mirrors around the city where you learn about women* in tech (+potentially an app that shows you the different locations of the posters)



SKETCHES



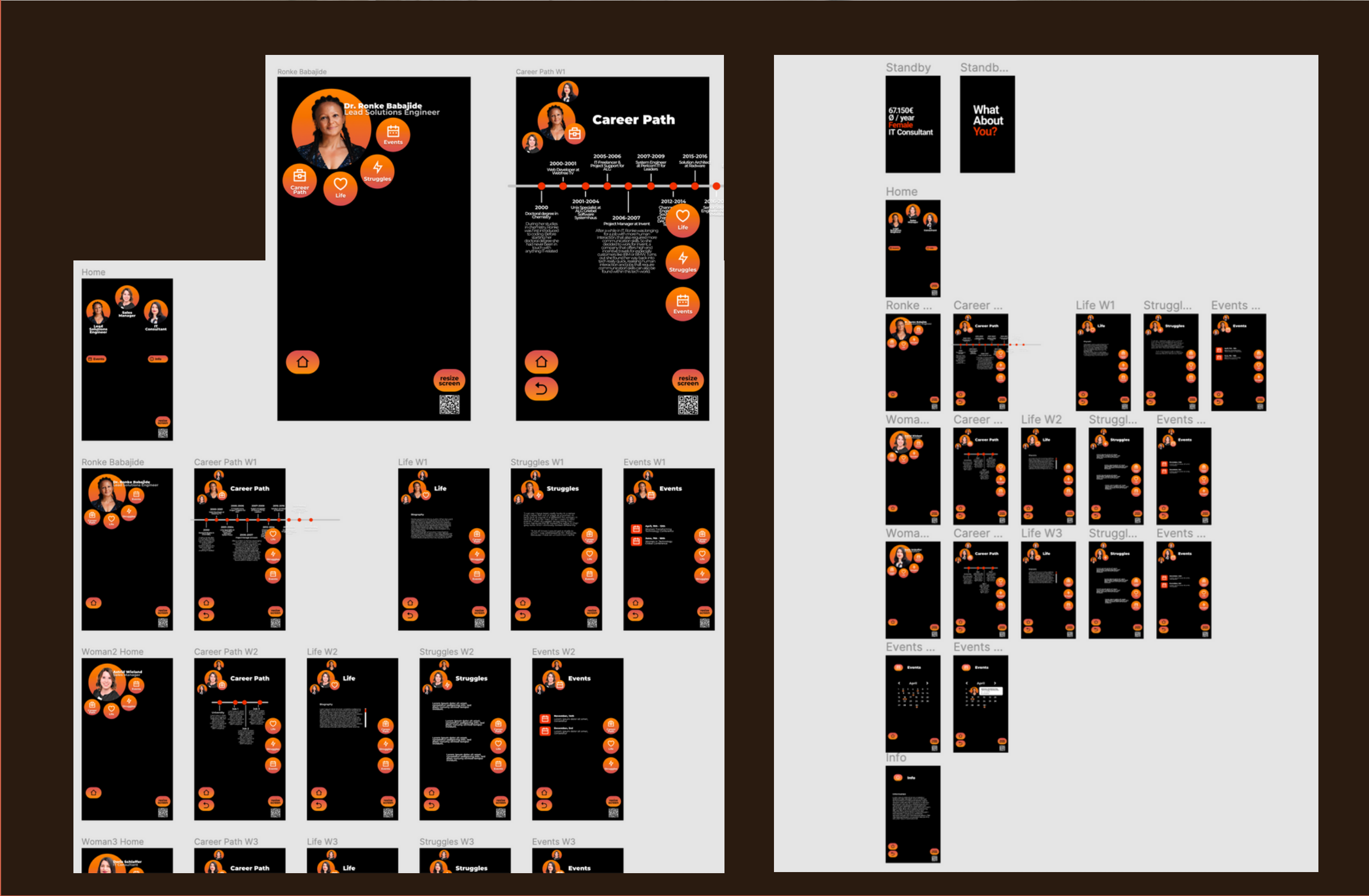
LO-FI PROTOTYPE



**INTERVIEW
DR. RONKE
BABAJIDE**



HI-FI PROTOTYPE



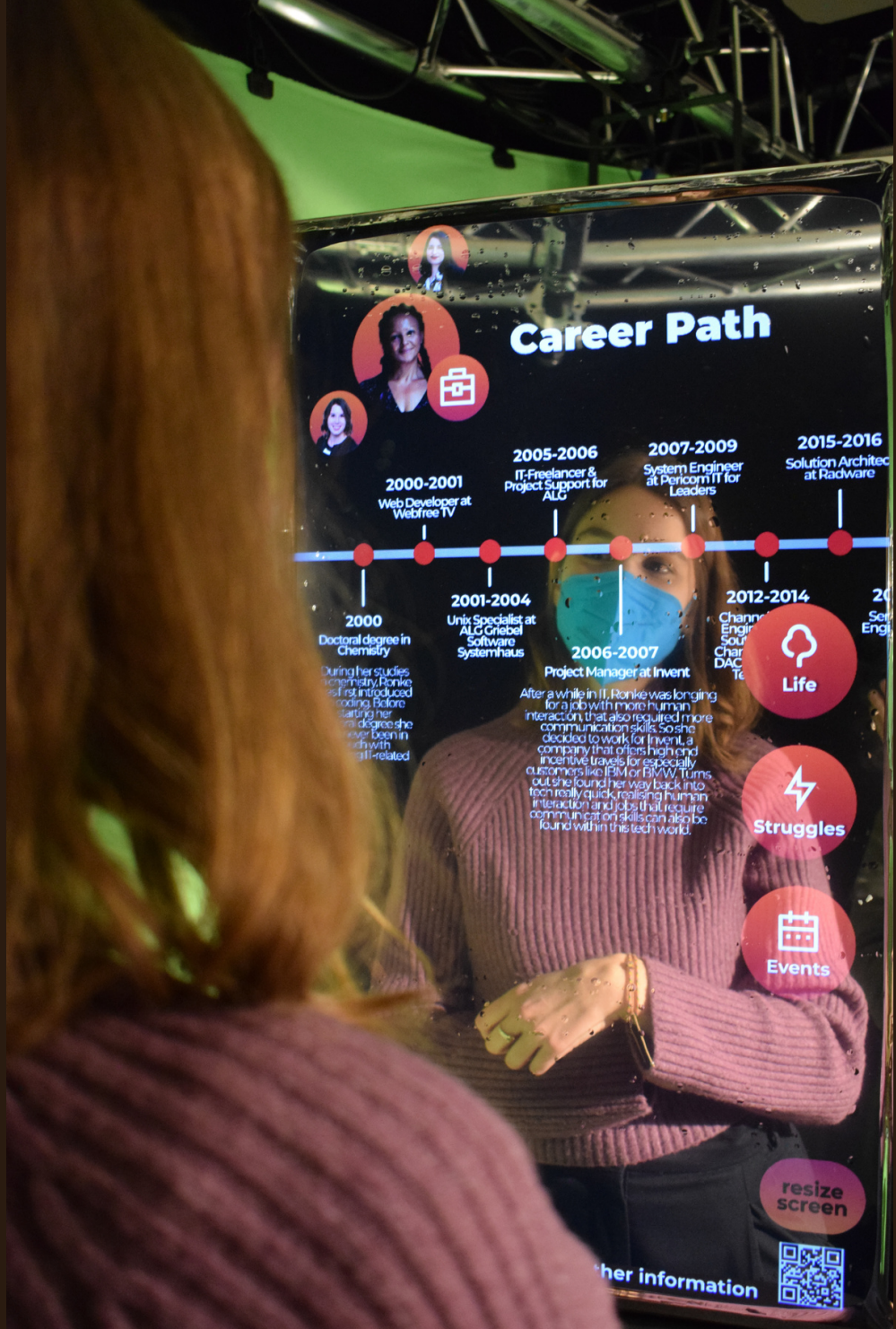
USER INTERVIEWS

The image shows a user interface for a career path visualization, presented in a Figma design tool. The main screen features a central timeline titled "Career Path" with the following entries:

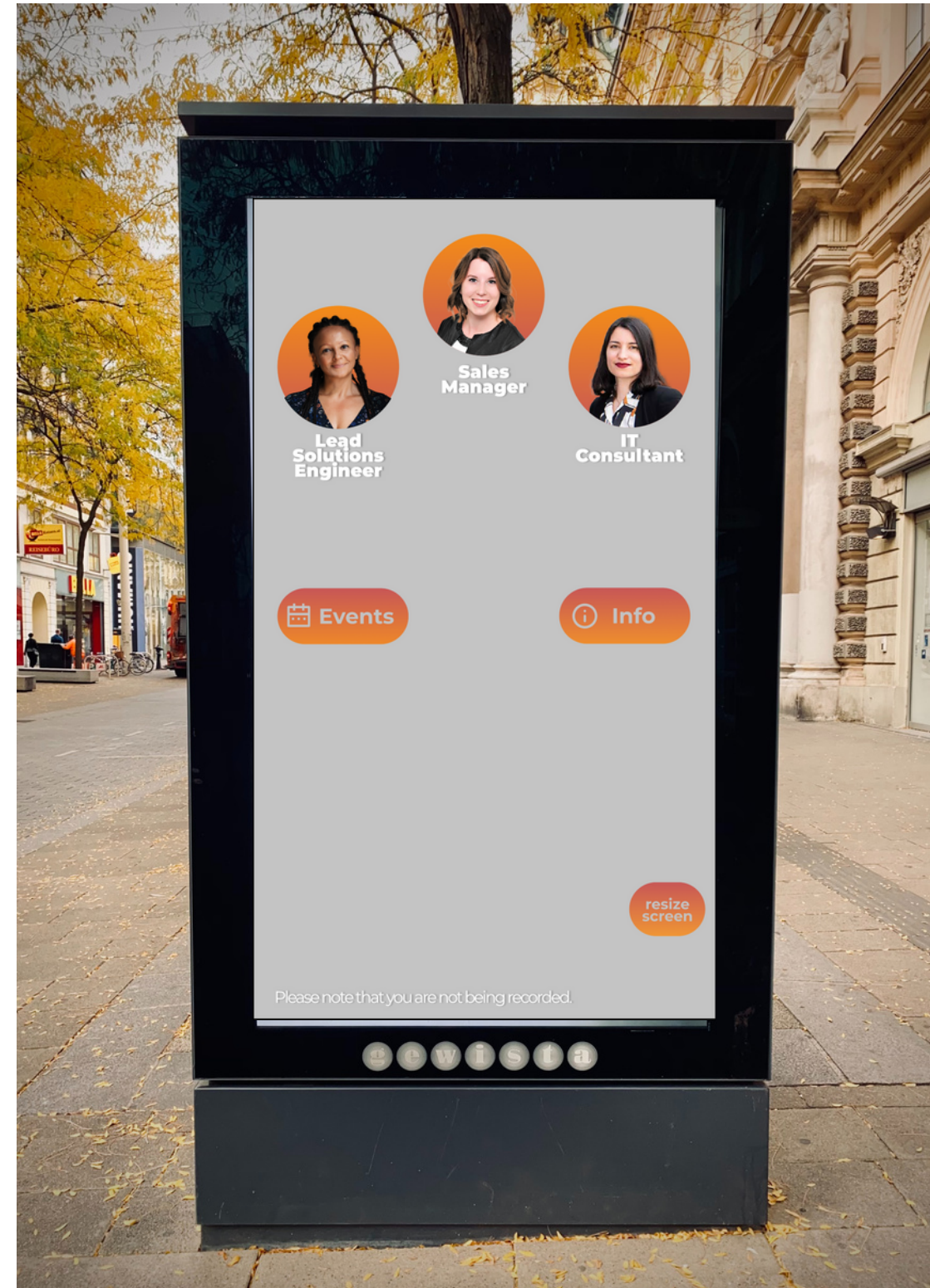
- 2000: Degree in Computer Science
- 2000-2001: Web Developer at WebTV
- 2001-2004: Senior System Administrator
- 2005-2006: Senior Project Support for IBM
- 2006-2007: Project Manager at IBM
- 2007-2009: Senior Engineer at IBM
- 2012-2014: Senior Engineer at IBM
- 2015-2016: Senior Engineer at IBM

The interface includes a sidebar with icons for "Life", "Struggles", and "Events", and a bottom navigation bar with a "Home" icon, a "resize screen" button, and a QR code. A secondary screen on the right displays an "Events" calendar for April, with dates 1 through 30. The design tool interface shows the URL "figma.com" and the project name "Hi-Fi - 1 - Interaction Design Project". A video call window in the top right corner shows two participants.

PHYSICAL PROTOTYPE/ INTERACTION SHOOT



OUR CONCEPT



INTERACTIVE SMART MIRRORS
AROUND THE CITY

PROVIDES CONTEXT ON
SUCCESSFUL WOMEN* IN
TECH WHO CHANGED
CAREERS

INFO ON CAREER PATH, LIFE,
STRUGGLES AND UPCOMING
EVENTS

USER'S OWN POSSIBILITIES IN
TECH: MIRROR CONVEYS TO
THE USERS THAT THEY CAN
ACHIEVE IT TOO

THE INTERACTION



USER
INTERFACE

5/1
**Men/Women
In Engineering**

4

THANK
YOU.

DO YOU
HAVE ANY
QUESTIONS?