#### FEM 4 STEM

Make women\* envision themselves in the tech world.



CANSU DEMIR LUCA FRANTZMANN ZEYNEP KARAKAYA MARLENE STADLMANN T E A M

CANSU DEMIR BSC IN COMPUTER SCIENCE

LUCA FRANTZMANN MSC IN PSYCHOLOGY

ZEYNEP KARAKAYA MSC IN INTERNATIONAL MANAGEMENT







#### MARLENE STADLMANN BSC IN MEDIA TECHNOLOGY & DESIGN

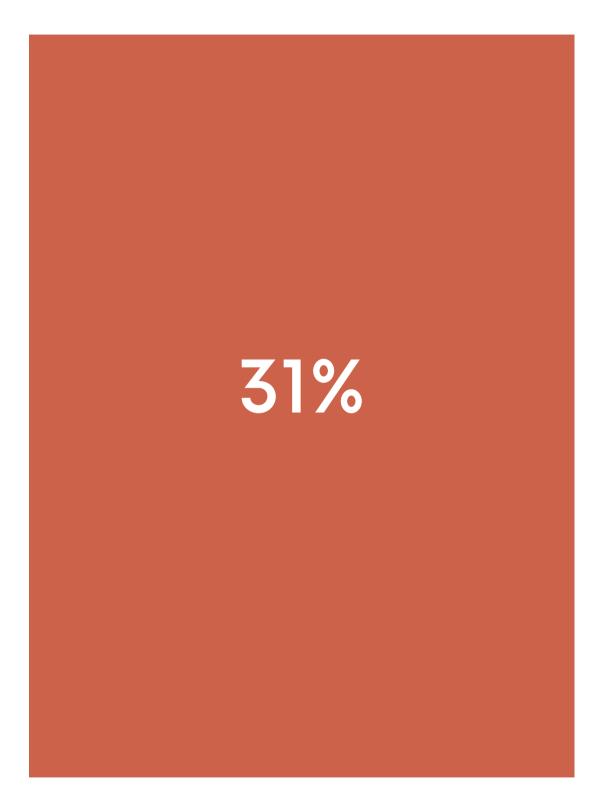




### 67.150 €

AVERAGE SALARY OF A FEMALE IT-PROJECT MANAGER.

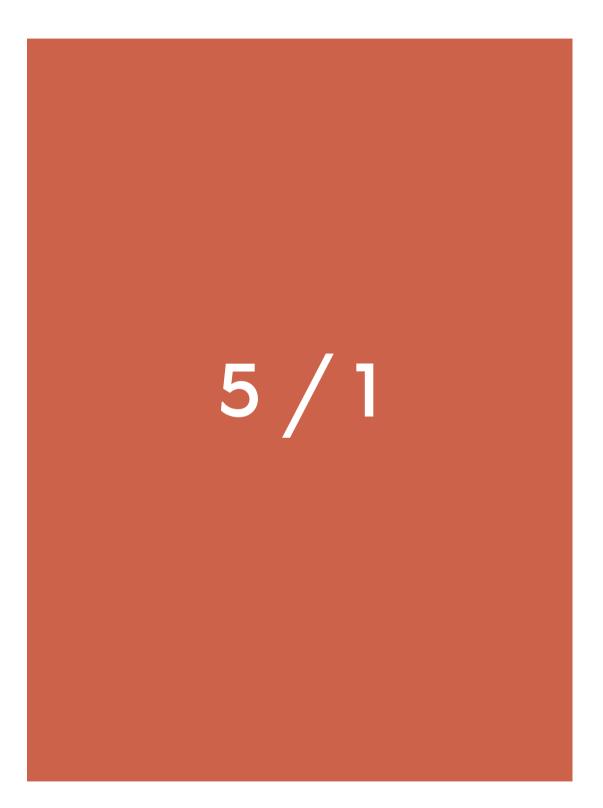
Gehalt.de , 2016



### 31%

### OF EMPLOYEES IN IT ARE WOMEN\* (AT)

WKO, 2020



# 5/1

## MEN / WOMEN RATIO IN ENGINEERING

TechJury, 2021

#### HOW CAN WE FIX THIS PROBLEM?

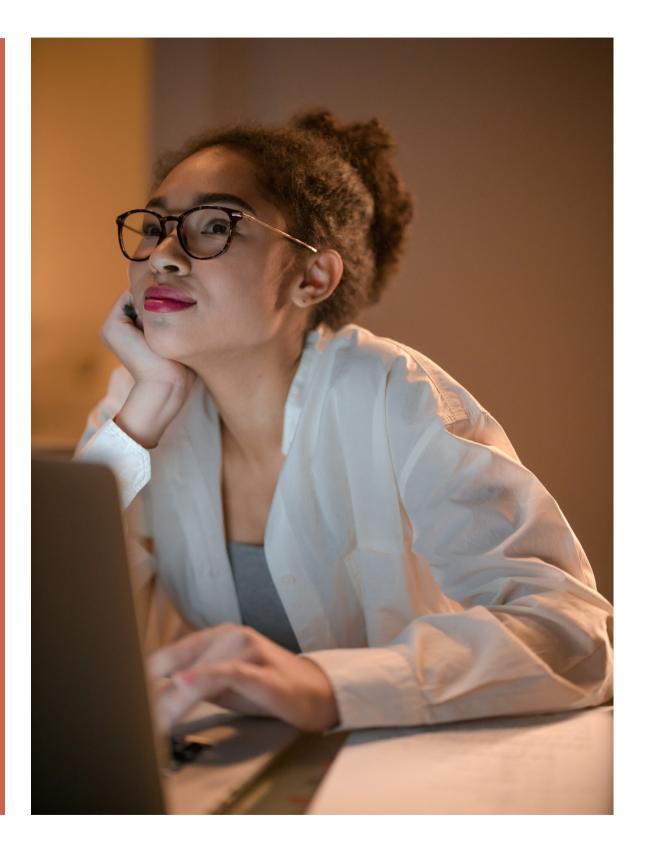


#### WE NEED TO COUNTER THE SOCIETAL BELIEF THAT TECH IS NOT FOR WOMEN\*

A lot of women<sup>\*</sup> are not confident of their capabilities when it comes to tech. With our project we want to give women<sup>\*</sup> 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.

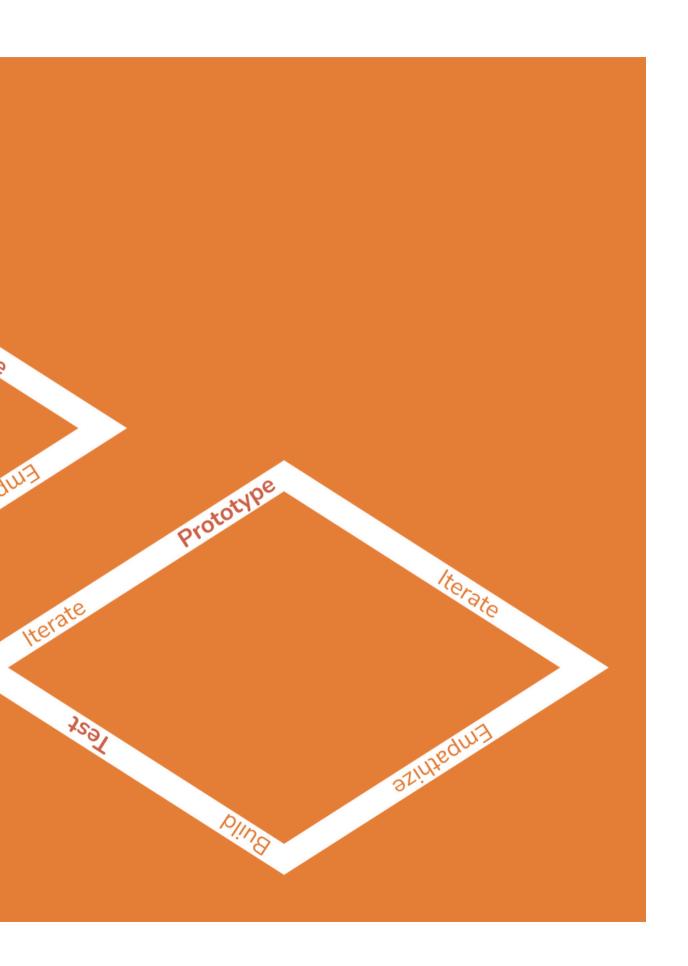
#### THE PROCESS

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

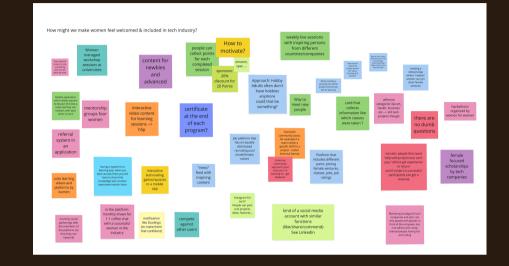
-mpathize

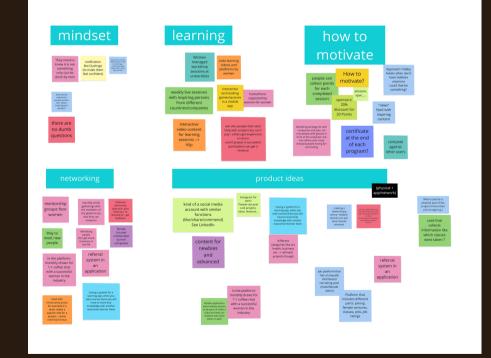
DULA

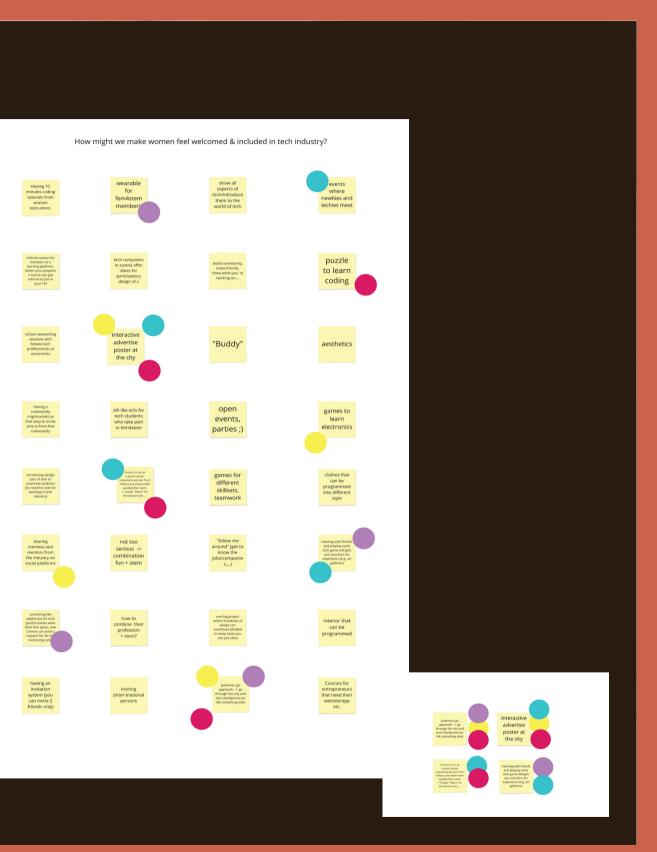
BULLE



#### BRAINSTORMING







#### INTERVIEWING

rise unit in second exclusion of an even	formation and a stranger of their work	wants to hear about failures and success	Interaction provings on time capacities	Promer who had success	Farm present to worker	mont to hear about they turk	Mone should be arctively.
Intensiveer: What would you expect on the encor? Intensivee: How they git there, what motivated then to do this juit, what they like about C?	Ethese women invented something cool or did something special, maybe you can have a gimpse atthese work	maybe there was a situation where someone said the couldn't do L yeah maybe like stories about their failures and how they overcome them and reached their goal.	Depends on my mood and on time. If I have the time, maybe I'll do it.	Need to be women you can relate to. Or History about people that don't fit into the namative (basically women most of the time).	to maybe you can ask the women a gurdson, maybe you can choose from a set of gurdson, or you can leave them a metsage.	Maybe how the got that idea and i think it's also very could be faten to starles where they tell you about them life and how many douchebag men they had to overcome	I would wanted it to look non. It should look modern and cool.
Candi#1  Source: Interview1.1	Cand#3 Source Interview L1	Cand #5 Source Interview L1	Cand#8 Bource Interview1.2	Card#7 Source.M2	Card #2 Source Interview L1	Cand #4 Source. Interview L1	Cand #12 Bounce Interview U
Wares role models, reasons why you can do	Expects facts on the porter	Anderine importance of women in tech	Marrier should not how the ad	Excercit to have a workshop in some way	Would report a title them	Standard why women are important in tech	inc.v
Something that inspires me, like a role model of a women in the tech industry. Resource why you can also do it.	Maybe facts and figures, shocking percentages aboutwarnen in tech. Something note and inopining. Bullet points, graphs, nationg semences and no videos.	Maybe information about ways to get into technology ways to get into this field and also why women should be more included in gas tread.	There is so much advertising around the city as I would probably not check it out	If there is a cool workshop going on or if there's a website or a cool app.	Iwould expect a slide show, in my head everything would be pink. Maybe a strong workan standing there. Maybe a short wideo.	Lwould expect to see why it is important to have worken/diversity in tech, but no statistics that make us look bad.	1) stories of women in tech 2) revents 3) Type on how to get into tech 4) game or challenge
Gerd#6 Bource M1	Canal # 5 Bounce M1	Gent#? Bounce Interview L2	Cand#11 Source Interview L3	Cand #13 Bource: Interview L3	Cand # 5 Source M2	Cand #6 Bource M2	Gerd #23 Bour of Interview (3
Weresting Surrounded by men	Interesting: career and benefit	Rating	The designal field small minure service	The analysis best fit is in the site series	Dente land of the test wind in test many	The second state of the second state second state.	The backworked in second section of a large
I wonder if the is probably surrounded by a lot of men and has to constantly proof herset.	Maybe how the potints to field and maybe how it benefits the world. I wonder if the it probably surrounded by a lot of men.	1) Tips on-how to get into sech 2) game or challenge 3) game of challenge 3) game of women in tech 4) event(s)	No. no. no. Because because of the security reasons, I don't find it secure. It could take my face ID and use it.	If it's kind of a digital board on the street that goes like information. I would stop and read but if it's kind of like, interesting device that Suddenly appears on the street, investight doe.	I think I can be interested, but and also, I think I can be state about my personal data because of the my face and some biomedical data about me with this microce, so Transit Sure II really use it.	d them a mypa linew, is a more detrog meeting, or d the leaded a log means throws, or literationaling means, the places that i multi-backet generation work, financial particular parameter means or mything meetid trans. Actually.	Leal be interested in seeing the startup concess, the startup f with woman founders
Cand #15  Source: Interview L3	Cand #14 Source: Interview L3	Cand #22 Bource Interview L2	Cand#15 Source Interview 21	Cand # 16 Source. Interniew 21	Card #35 Bource. Interview 22	Card#17 Source Interview 21	Cand # 18 Bouros interview 2
De especia la secon al an ibe seval minor	Denotes to one of constor of faces that news	Preferred ander	Bould not their poller/minor out	Tech-people are interniduting	Mirror implies information that relates to	Photo station	Would only notice it many people stand
i wilitheik K's, it would be an advertisement.	Like, there are things that you could find on the news very easily. I would low to see Fit was something different than on the news.	1. women insech startups. 2. women insech events 3. how to get in tech 4. successful women in tech. 5. game	Depends on my mood, but probably not.	Women are not necessarily intimidated by tech but by the people who are in there.	Something that relates hefers to me (because it is a mimor)	Photo station with important personalities (three history) information about them	Would probably not notice it from the detance, because there is to much going on Cely if many people stand around it if it is specifically about functional and then detailed about functional about the detailed about the detailed about the detailed about the detailed about t
Card#37 Source: Interview 22	Card #19 Source: Interview 21	Card # 21 Source Interview 21	Cand#4 Source M2	Card#8 Source M2	Card #5 Source. C1	Card#5 Source C2	Card#4 Bource C2
The availability childres are a smart mission	Preferred online	Demarts to have main info on the somen	Indeps of worken in lech	1			
Maybe I want to try some cluthes, on me. Actually XS my dream.	1. successful women in tech 2. women in tech events 3. game 4. how to get in tech	I will definitely want to see it's not like a page that I should strail or something, it should be most like elevator post, like a page should contain all the information in the device	Videos of Women in tech (History, current projects, awards etc.), Events, young girls building stuff to catch their attention too. Courses that are offered Ten, would internat with it				
Or di# 36 Bour or Interview 22	Card # 38 Bouron Interview 22	Cand # 20 Kounter Interview 21	Cand#6 Source C1				

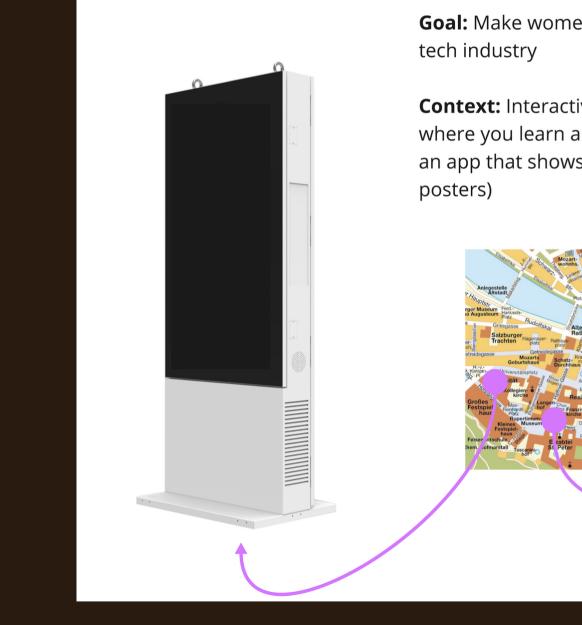
Wavill Argent Infa	reation or purchase link	Expediation of so	mething fun in the app	People testion	to get into tech	Ether gradients to say	awebuta Saw QR	March 10 test cards	at details on the page	Disease and a spect of	A cade dreds to servey	The population	risad an app Som or	De pould dans	and the app
probably the inv background info or maybe a pu	ention or maybe more mattion about the women chase link.	Maybe introduce that is maybe a 1 get people to get	nnets something new un atteigt or a fun part to Linto tech.	but I guess # I will know about univ workshops or ev	suid be it would be nice to ensity or schools or en scholarships.	would be nice. It also see the Link like, just to redu	I's website, i don't know, it will be nice, like I could adin or imitagram page, is my time as much as I can get what I need.	to see if they have instagram page.	because if I go block home swices I reach out for how	Survey probably		snatphoneas	oute I'm tryingto ute my single as possible met they're really, really to abore.	Tes, I would.	
Card#6	Bource: Interview L1	Card #9	Source: Interview 12	Card #19	Source: Internieve L3	Cand#25	Source interview 21	Card # 22	Source, interview 23	Card #23	Source. Interview 21	Card#34	Source Interview 21	Chrid # 42	Bource interview
Hestant about d	ownicading an app	Acc. Ways 10 540	port women in tech	Discourse that has	ts to shareable infographic	She would intered	all Peload	lite augents to he do	acted to a webaterhow Qut	Peo especiations a	A proparente evenia	Steborers, Tips, C	Privats .	Community sha	ing the same interests
Maybe I would d Depends on mo	ownicad the app. od and time	Maybe an app the support women in their products an	at showt you how to in sech, or how to find ad by if on them.			Yes, definitivity		So my expectation website about an supporting worm	n would be a init to get a organization which is sen in sech.		aut this organisation, gramme listing and	women (in sech)	tion about successful , webinars, tipt on how to cart personal stories, or for books etc.	covers allot of s	reat to have an app the hings like information, smunity sharing the tai
Car a #10	Source: Interview L2	Card #20	fource interview13	Card #16	Source Interview L3	Card#39	Source Interview 22	Card # 40	Source: Interview 22	Card #41	Source Interview 22	Cirit#8	fouror C2	Civit#9	four of C2
Share something	that raises awareness	Does not want to	download things	App for events		mould interact w	th the minut	therating with th	hort Mornation	App of Website		Rep throad core	ain exclusive information		is provide further
something that is you should it is a	ster avareness and that op for yourself.		ng things on my phone.	app that tells you for women in teo people who are r	the cool if there was an a shout upcoming events b, and that maybe is for not in tech.	public Current topic rel could be any typ		achieved something the because sho time to read the of the would not re-	only interact with the	You'Tube vides Co further informatio		exclusive and in Participant would ready unnecession	ily if there is really sportant information is delete the app if it is any and the can reach the tained therein also easily	Sps and sticks, i not at all into the altio a chat func- community	is Maybe also like this in how to start if you sh, where to start. Me tion that you create a
Card#17	Source: Interview L3	Cand #21	Source: Interview L3	Card #18	Source Interview L3	Cand#4	Source (1	Card#6	Source C2	Card #7	Source. C2	Card # 10	Source C2	Card#9	Source MI
histor which we	A four ton - 5 have upon	Ann directions of	white present value	And the set of	an app would be worth	Information abox	t can't their	CR code for sume	many or more information	Would not interior		No idea how to a	and Oil and	Wald then ou	and a la
Orfinitely would	ware to read it, but it hire the next step and stuch it.	My first thought, is always firms, value from that a into that app. If t gives me a nesso	abou downicading an app auth?. I want permanent app. Why would I go bolk here is an event agenda it in to go bolk in the app. If a tage bolk in the app. If	downloading I would be disapp Having a website download an app I go back to that	pointed by a website with the opportunity to o would be cool. If i realize website 3 times a week1 is an app and i would	I'm inspired nov	s what can I do now. Is or maybe a workshop, more information?	Would expect as appeared on the	unnary of what	No. I honestly new	er norschwith stuff like norested in the topic.	Wouldn't down	and the app because I or idea how to use a QR	Reph, more tile app. I guess I w orformation on poster, links, an	ly than downloading a suid just expect to ore what I we teen on the tolet, just a pacewhe pace for detailed
Gra#4	Source M1	Card #10	Source Mt	Card # 11	Source Mt	Card#7	Source M1	Card#8	Source Mt	Card #9	Source: M2	Car 2 # 12	Source M2	Cav1#13	Source M2
Redirection to a v	website/app	Presibility to save	the collected data during	Would not immed	lately download the app.	Website preferred		Expects Website or	r an App thors QR	Expects beginners of	ourse in App				
ADD Being redreided	notuing I can check a	during the intera	Re My data colected dion was saved on a view/save & somehow	the app Would prefer the Plans interested	eredreds me dredly to website in further information web ( on download the	Windd ynu appre to a website only Yes, defuidely	gate Kill a QR code takes	Probably a websit	te or App download.	Imean it could be a course or something					
unmediately is a website and dow interacted.	niced the app #7m														

	Difficult					(Not	)/interested in Te	ch			
	Technology is too complicated		Not interested in Tech					Incerested in Tech			
	An annument of the second seco	Amen 1 with a second of the se		No ready processor in cost of processor in the resonance and resonance and resonance and	A significant set of the set of t		Interpretation in specific moderner bind bind and a second second second second bind and a second second second second second second second second second second second second second second second second second second second sec	Executed for an earlier for     Executed for     Exe	Annulation general by Cancers           Bit is a low on a low on an all so that and a low on all		
Turn with interesting of a source of the sou	By the barge is to late to the SA but the second	Minimum kanna		Proger Stretterske answel pro- geren er Alexen Melle Strettgeregelt men og røde av ansets, hor pro- tos a overproken som offen. Erner 1000 (melle Stretters Erner 1000 (melle Stretters))	people that have inclue.     Cart 415 Source Intervenue L3     Meers Mail control thereinedge     Research inner maily had a control to the including     Research inner maily had a control to the including.     Research inner maily had a control to the including.     Research inner maily had a control to the including.     Research inner maily had a control to the including to the inner Mail     Research to technical     Research in technical     Research inner maily had a control to the including to the inner Mail     Research inner maily had a control to the inner Mail     Research inner maily had a control to the inner Mail     Research inner maily had a control to the inner Mail     Research inner maily had a control to the inner Mail		Arring Tech Moree Technique facing Techn		Likes working with tech as long as they are Participant studies law and economics (batheter) Is not exercising at all Likes using technologies but needs help a stable to read working as the respects of the long technologies to an even the		

Current (Pay watch See		formers	at how minterfacility
<form></form>			Bit specific states and states a
[nus losses] [nus losses] [nus [ousen] [	and providence."	(arra jaco atom) (arra jaco (	failt Joan W. Colfe Joan W.
	QR Code		
Specific work work work work work work work work		An oness Alust sendarge In appeld and, alubras - do alors & The sender is replaced and the three and the sendar is the three alubras - do alors - three alubras - do alors - - do alubras - do alors - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - do alubras - do alubras - - do alubras - - do a	ang
	Expectations of App Conte		
	In a close of imposed and a set of a close of the close o	Arrentment Arrentment Brit	Annue de la construir de la co
wh	In which field do you study or y are you currently not working i Are you interested in technology i	work? technology? n general?	
unward with a big of a data of a which is a wide of a data of a	Destinision test can be learned early 205. Recause how find feeling is that line, for people sina are attributed or oblicated in dega thread. Since test how they are many tested. Since test how they are the since test how the test how the test how the since test how the test how the test how the since test how the test how the test how the since test how the test how the test how the since test how the test how the test how the since test how the test how the test how the test how the since test how the test how test how the test how	In the descent in the provide in the second	No na sensaria de la conservaciona de la conservaciona de la conservación de la conservac
	Are you interested in technology Do you use many different tech	n general? iologies?	
Earl #2         Sources M1         Earl #0         Sources interview 11         Kand #4         Sources interview 71           Nor unes technology for an addres file         Four interview of derivinging technology (see the interview)         Sources interview file         Sources interview file	is not intervenide is getting into tech She in happy with her cannet job anea Doon not her ingestedwaten it comes to bechniciges + development	The stratighenes, gall of their and their stratighenes, gall of their and their say that the really addiced to don't the density is both original any of our generation, anyth a stration without the strategies.	An introducing for the next of RA. Free Care Parage (1995), the dependence of the second second second second second dependence of the second second second second second second dependence of the second
Have you tried Would you	to learn anything related to techr be interested to get to know mo What could help you to get into to	ology by yourself before? e about technology? chnology?	
Re-wars share both PLB index to larve ward.         December to how confide tech reserves.         Tech in only interesting if it's connecting to the state interesting in the state interesting in the state interesting in the state interesting in the state interesting interesting in the state interesting interesting in the state interesting interestinge interesting interesting interesting interesting intere	Perversion sch anjutionaes te Vesace För her industre barrorg För technology makes my life easier, yes, foran var and i sam be mere interetted in mere about 8.	bingestant Bergis samming Learn christilderen Bydeing and oresing and gesting it explained by someone, ming it and the some	And an extension were associated by search 1- segment.     The second seco

## FIRST CONCEPT

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

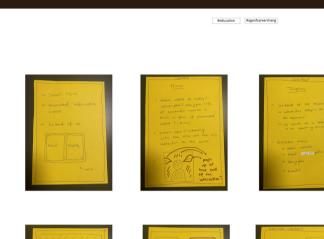


**Goal:** Make women\* feel welcomed and included in

**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



### SKETCHES









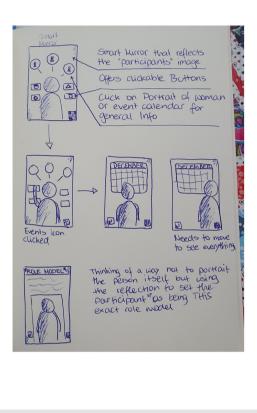






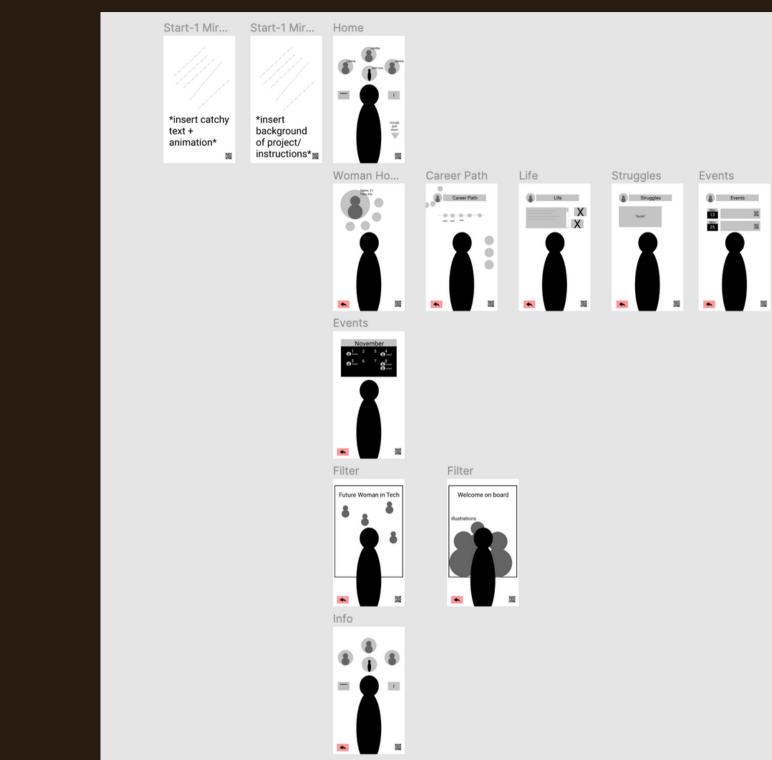




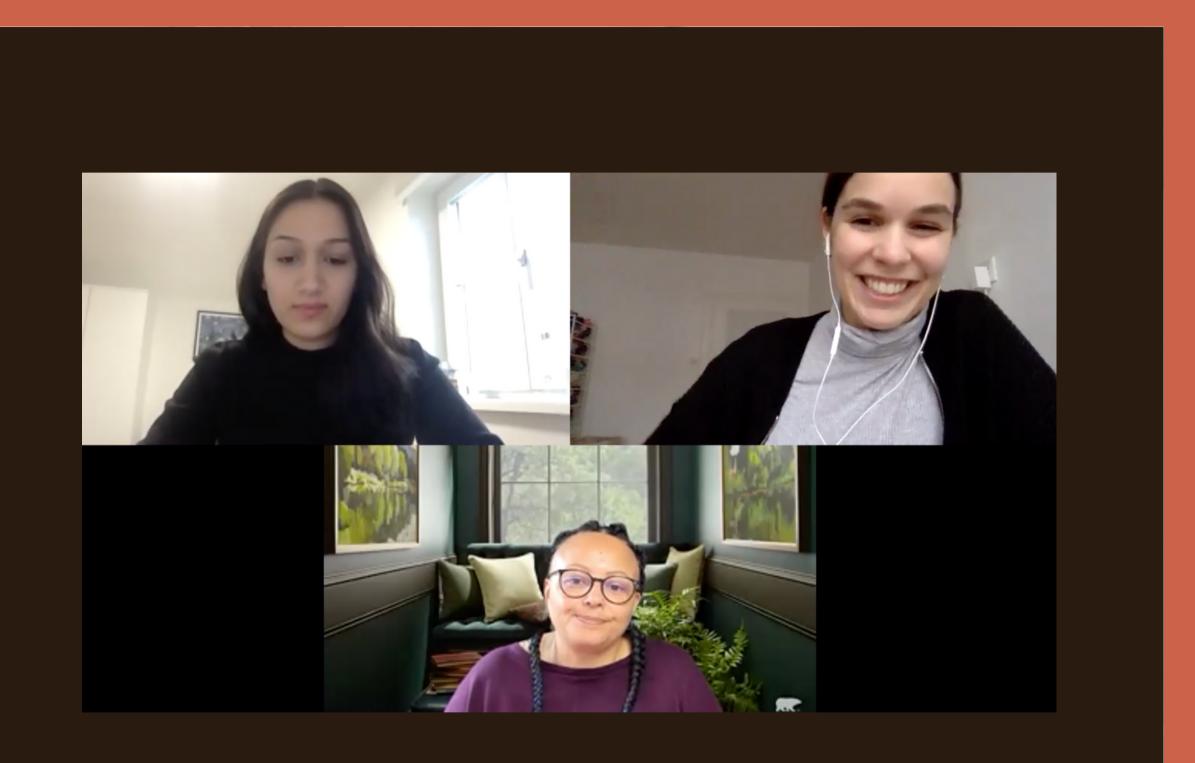




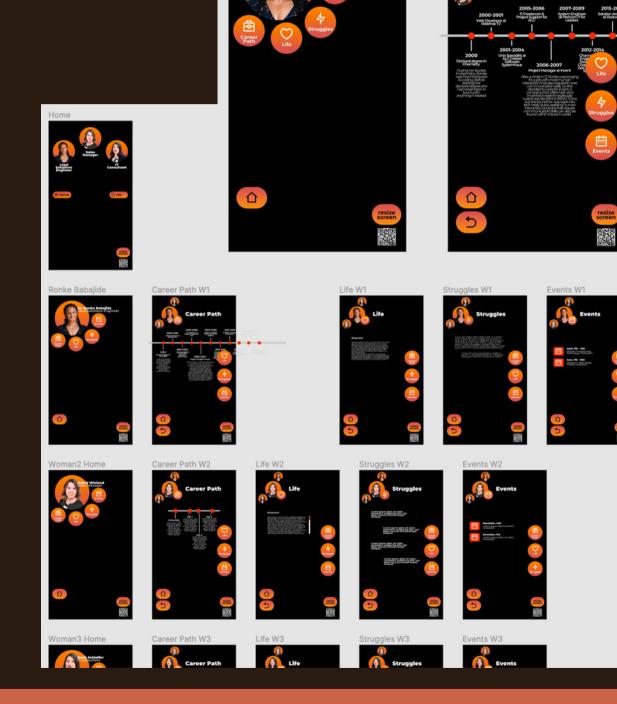
### LO-FI PROTOTYPE



#### INTERVIEW DR. RONKE BABAJIDE



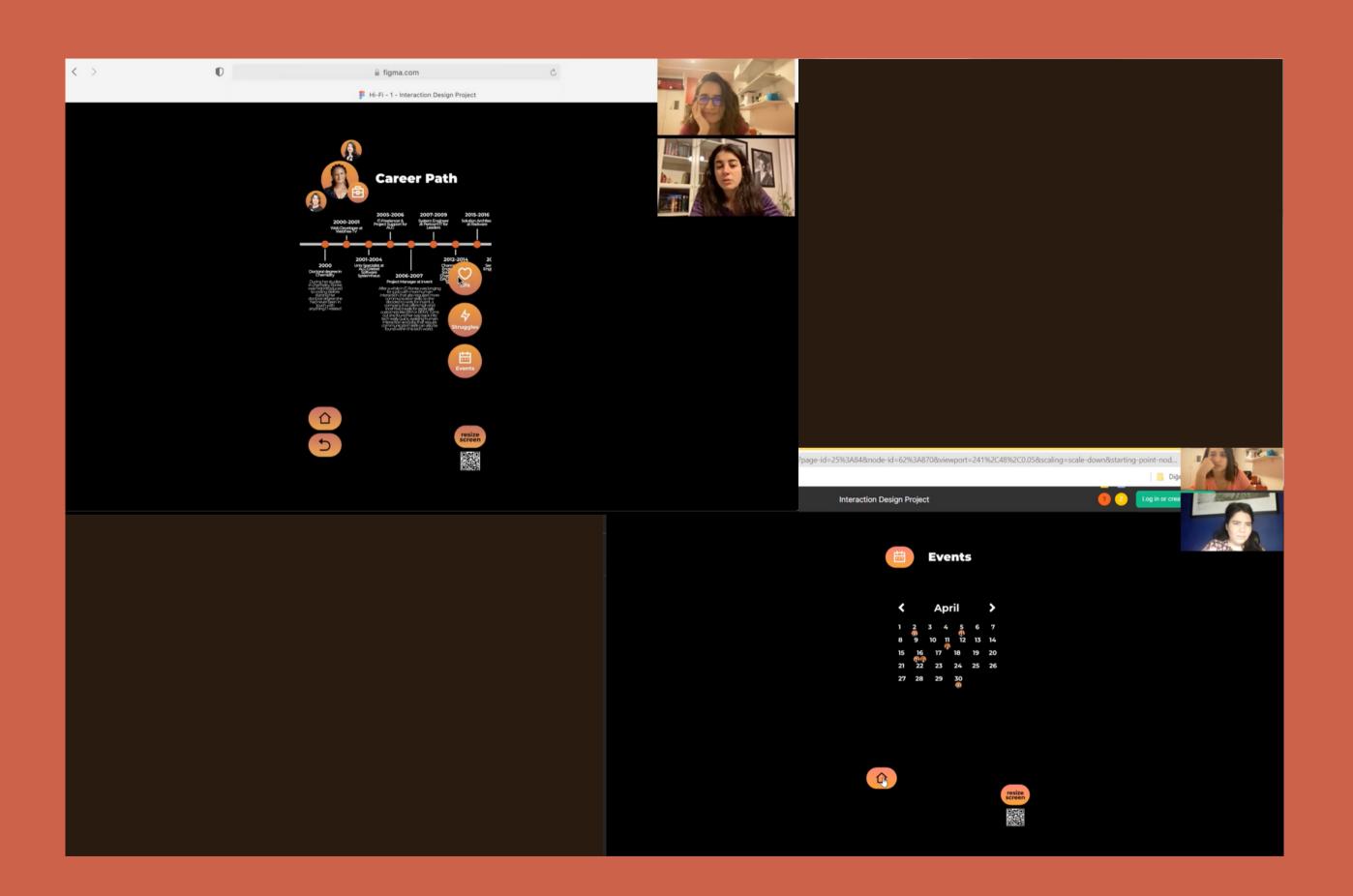
#### HI-FI PROTOTYPE



**Career Path** 



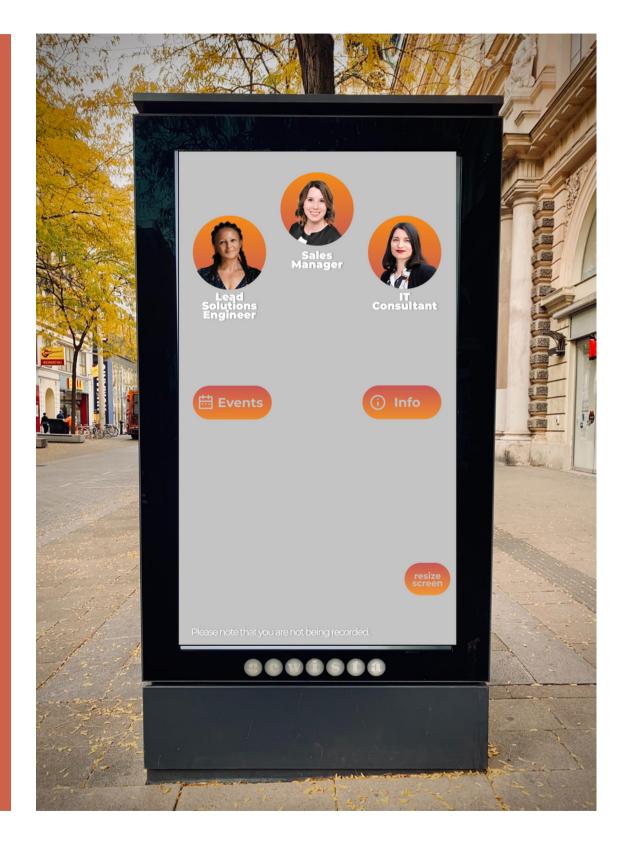
#### USER INTERVIEWS



#### 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



2

# THANK YOU.

DO YOU HAVE ANY QUESTIONS?