Belle
for Business.

00271610T- AMANDA SHARPE

Question.

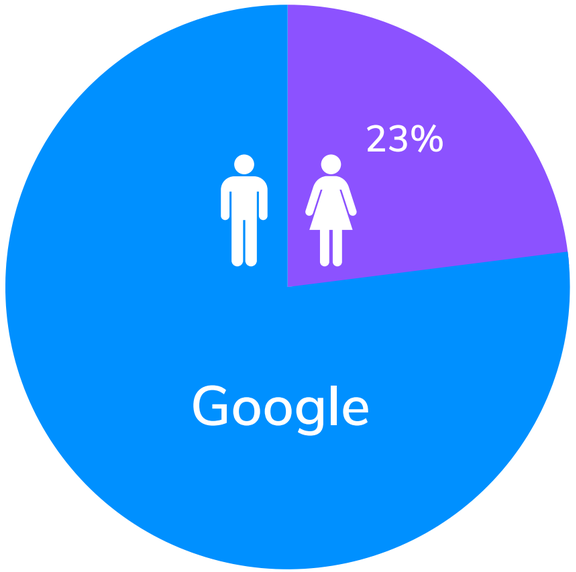
> Can the positive aspects of social media be constructed into a digital community that assists women in technology with their careers?

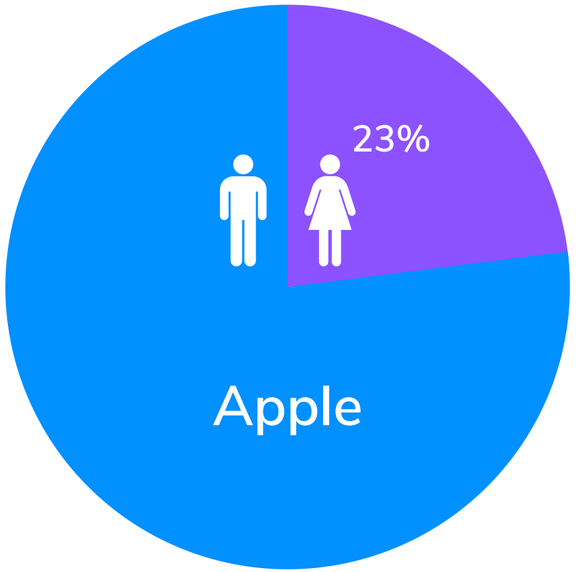
The Problem

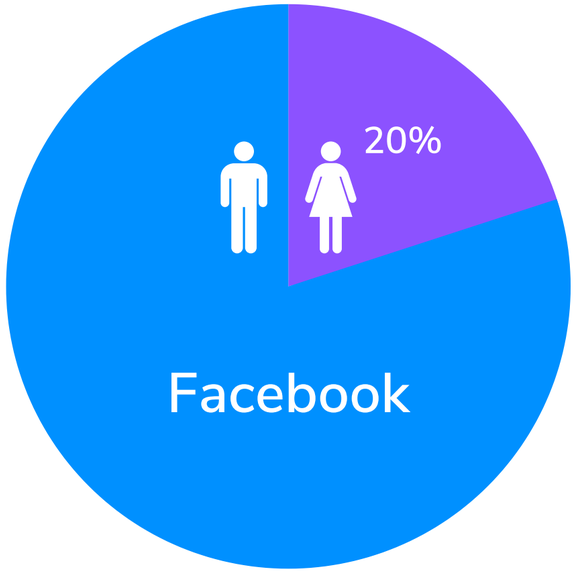
> In 2018, only 20% of all jobs in technology were held by women.

(Lynkova, 2020).

Figures from Top Tech Companies



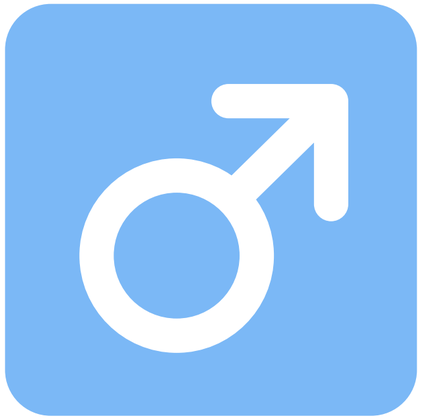




(Lynkova, 2020).

Only 3% venture capital goes to women - Sarah Moran

Identified Key Issues



Male
Domination

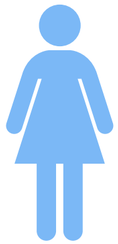
Sexual
Harassment

Salary
Differences

(Ismail, 2019).

https://twitter.com/AmberBenson/status/1279602753938042880

Future Female Focus

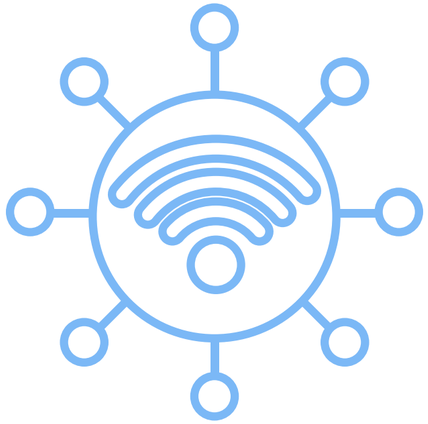


Companies need to create safe, supportive, diverse working environments for women.

(Harper, 2019).

	Career Development	Work shops	Coaching	Mentoring	Community	Entrepre-neurship	Specific Tech Training
WIT Women in Tech	✓	✓	✓	✓	✓		
Top Women Tech	✓				✓		
Women Who Tech / WOMEN STARTUP GRANTS PROGRAM			✓	✓	✓	✓	
GIRLGEEKACADEMY Girl Geek Academy	✓	✓		✓	✓	✓	✓

Digital Workplace Communities

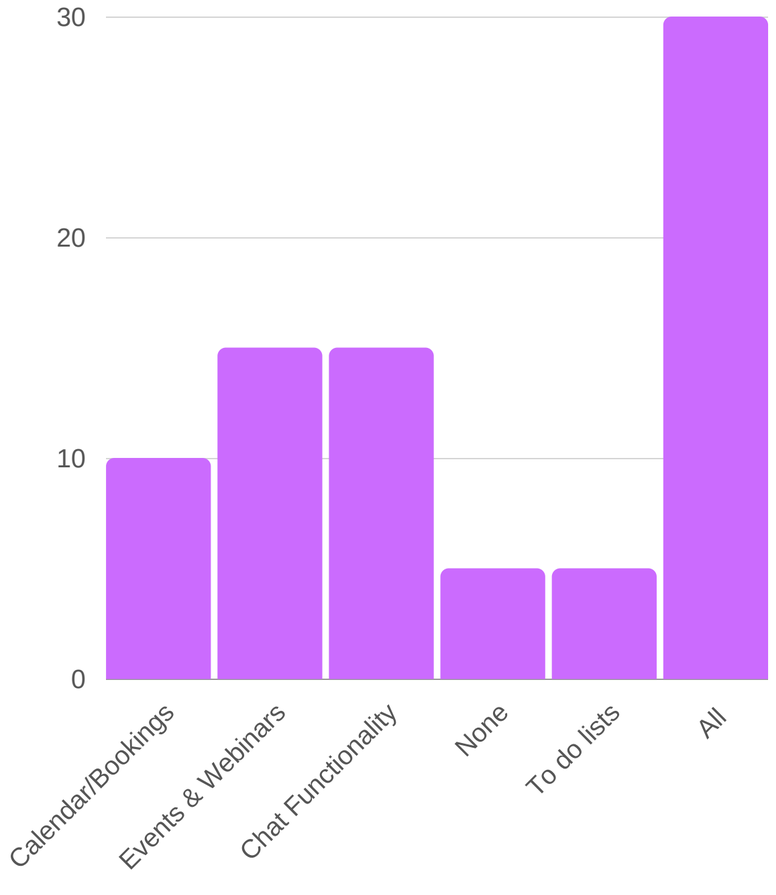


Technology industries are taking advantage of digital work spaces, especially for communication and teamwork purposes.

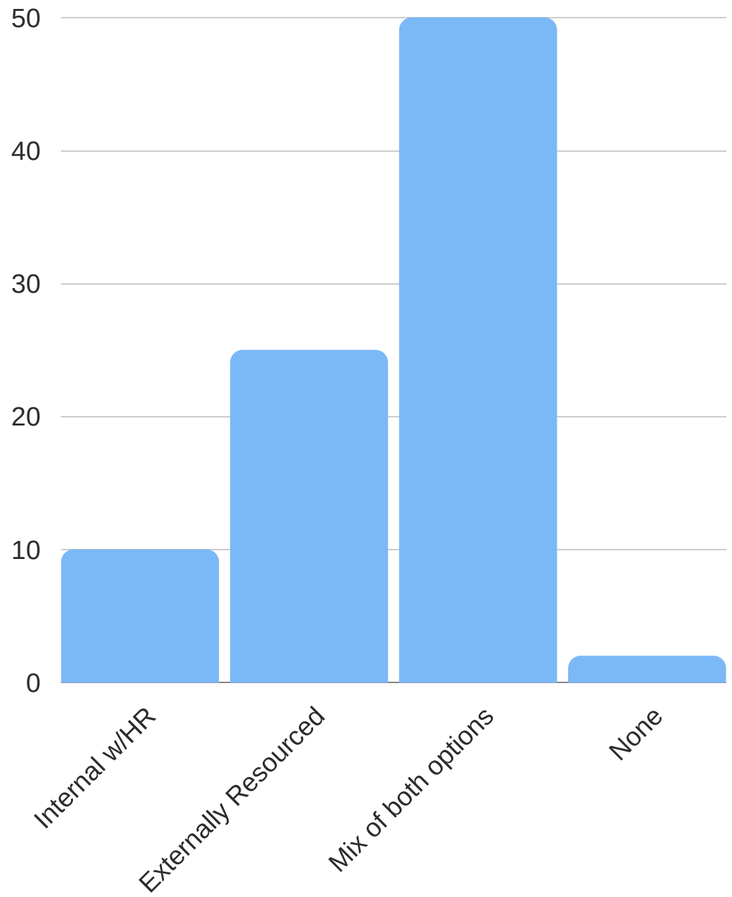
(Cascio, et al. 2016).

Software Tools	Service Providers	Solutions
Teamwork	Asana	- Making teamwork easier - Free version for upto 15 members
Video Conference	- ClickMeeting - MicrosoftTeams - Skype - Zoom	- Collaboration tools desktops, whiteboarding, in-app chat - Share screens, file sharing, audio conferencing
Chat-Based Comms	Slack	- Chatrooms, private chats and one-on-one chats - Hashtag categorisation

What features would you like to be included?



What type of HR/Support Resource to be available?



BASED ON 30 RESPONDENTS FROM SURVEYS WITH FEMALES AGES 18-45 (SEE APPENDIX)

Meet Laura

PROFILE

Female
Aged 29
From Brisbane
Lives in Sydney
Mobility Engineer

SOCIAL MEDIA

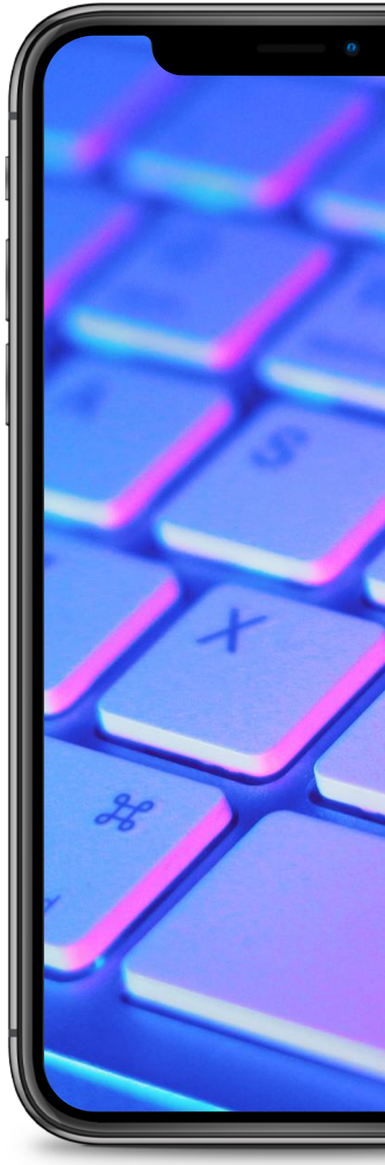
PAIN POINTS

- Remote working
- Other female colleagues working in other states in Australia
- Feels frustrated with male dominance within her team
- Feels sense of loneliness
- Wants to upskill and enhance career but struggling to locate resources/get funding from the business

NEEDS

- Support & Connectivity
- Communication with other women in her industry
- A secure place to reach out for help in the workplace
- Upskilling resources

PROPOSED SOLUTION



Introducing,

Belle
for Business.

An internal community for women working in technology companies to bond, connect, upskill and enhance their careers.

Industry insight: Ermi Aiasis

Senior UX/UI Designer / Mentor / Leader

> The concept could work if positioned as an internal forum community by focusing on strengthening the community through bonding, retention, communication and support.

> Creating a competitive USP could lay within the member benefits. What makes Belle different and why should I choose to use this platform?

> Partnering with courses for upskilling women working in tech roles.

DIRECT COMPETITORS

FEATURES/FUNCTIONALITIES

Chats

File Sharing

Audio/Video Conference

Calendar

SOCIAL MEDIA

FEATURES/FUNCTIONALITIES

Communication

Connectivity/ Followers

Timeline

Belle for Business

Calendar

Events

Internal Community

External Resources

Communication

Upskilling

FEATURES/FUNCTIONALITIES

OPPORTUNITIES/GAP IN THE MARKET

USP

- Internal community application for specific technology based businesses.
- Bonding and connective digital space for women to communicate and reach out.
- Upskilling opportunities through partnerships.

Belle.

BY DEFINITION

“ A beautiful girl or woman, especially the most beautiful at a particular event.

Notification sound.

Belle
for Business

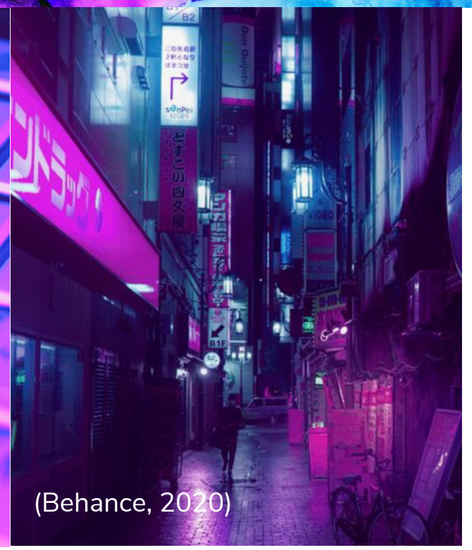
Taking the name Belle and adding business for the workplace concept to be clear.

INSPIRATION BOARD & COLOUR PALETTE

(Society6, 2020)

(Canva, 2020)

(Canva, 2020)


(Behance, 2020)

60 #4f29c9

#4653e6

30 #cb6bfe

#778dfb

10 #7bb8f6

AMANDA SHARPE

Previous Typography:

Belle.

Nunito Sans Black

New Concept Name:

Belle for Business.

Nunito Sans Black

Previous App/Logo Design

#9E6DF7

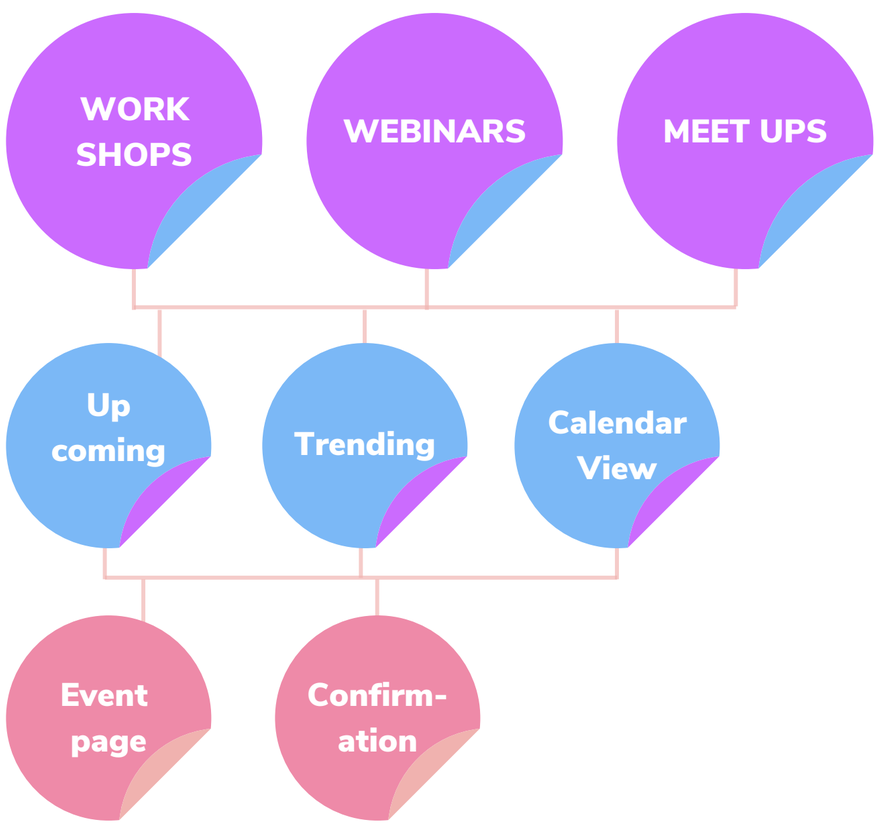
Nunito Sans Black

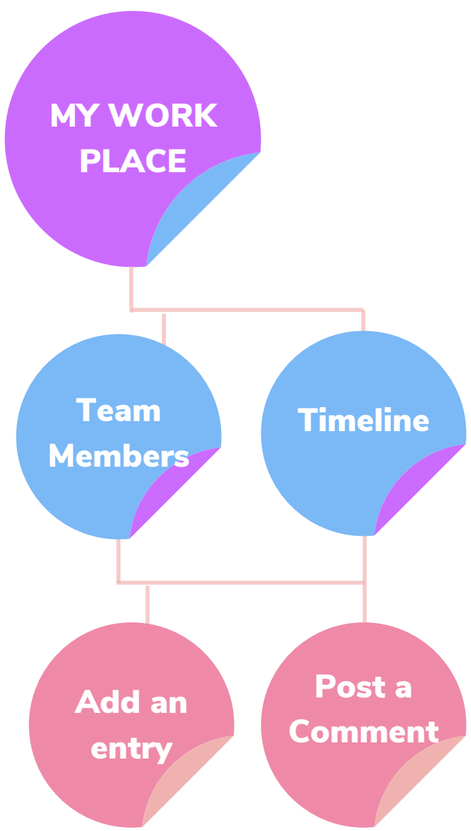
Developed App/Logo Design:

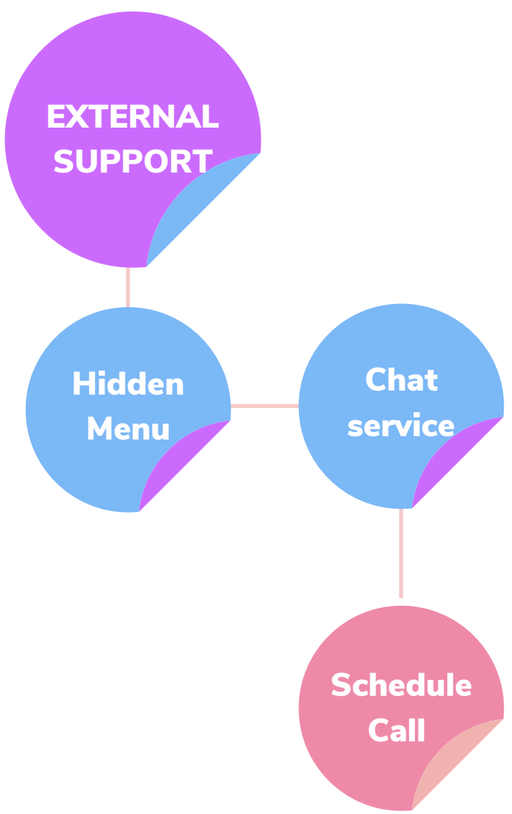
#4653E6

Nunito Sans Black

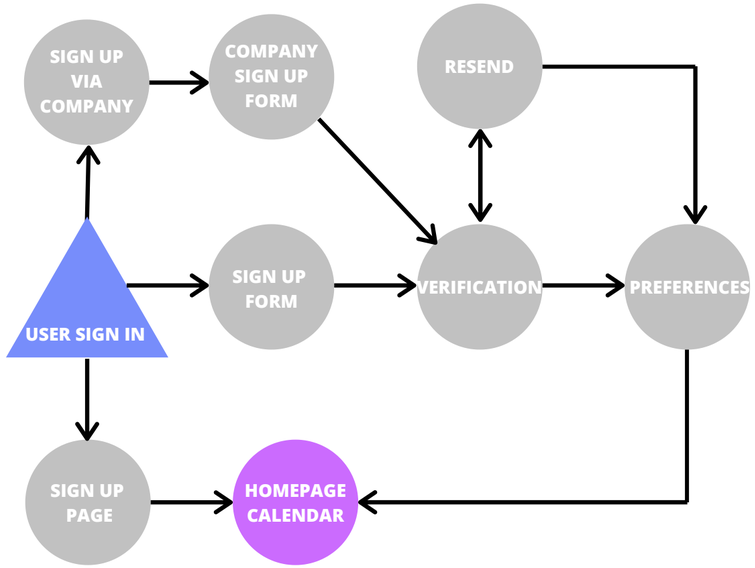
IA Visuals


WORK SHOPS
WEBINARS
MEET UPS
Up coming
Trending
Calendar View
Event page
Confirm-ation

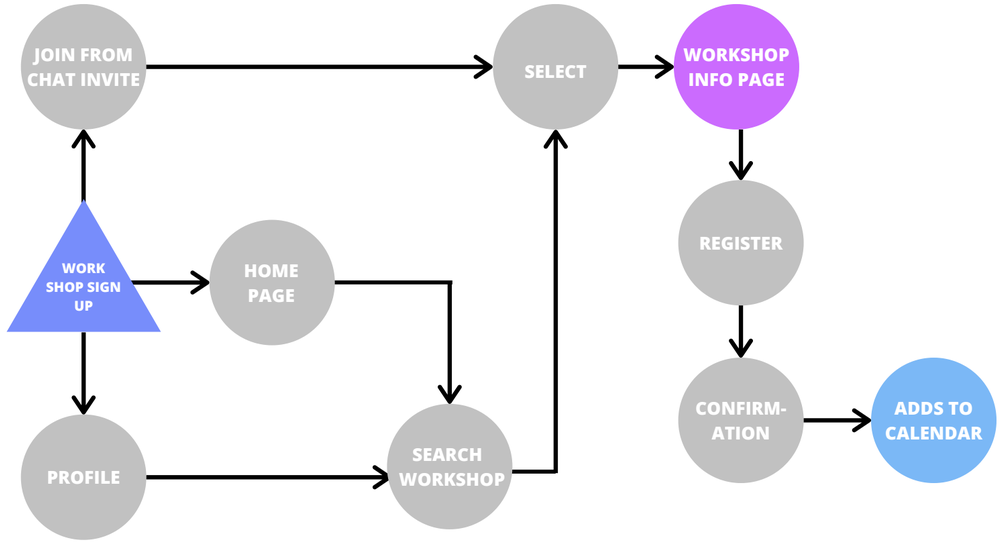

MY WORK PLACE
Team Members
Timeline
Add an entry
Post a Comment


EXTERNAL SUPPORT
Hidden Menu
Chat service
Schedule Call

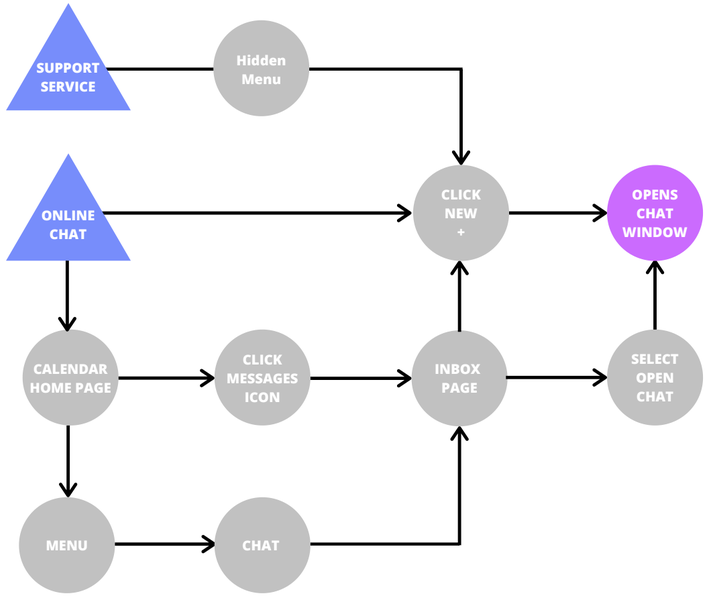
USER SIGN IN



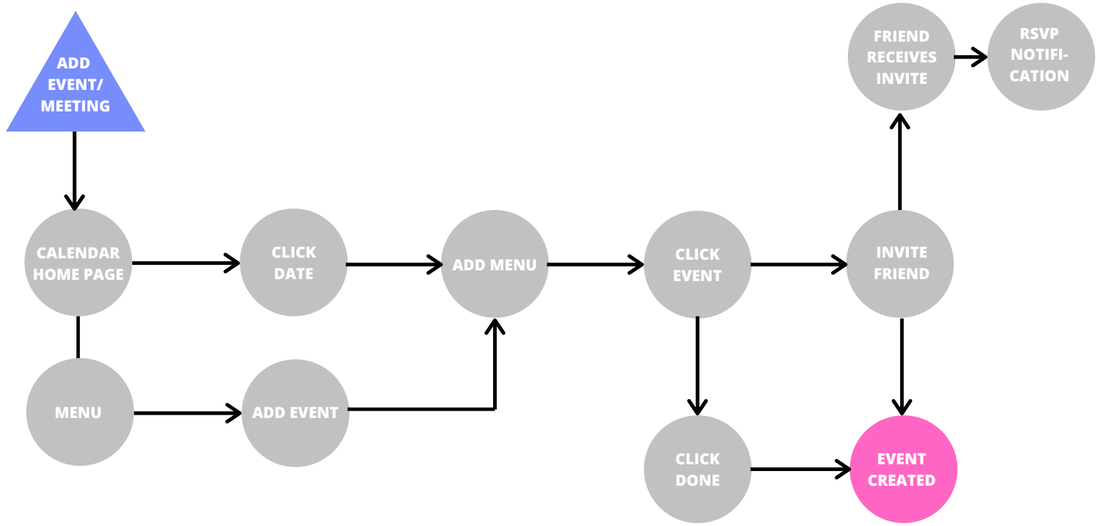
WORKSHOP SEARCH/SIGN UP



CHAT ONLINE - PERSONAL/SUPPORT



CREATE AN EVENT/MEETING



AMANDA SHARPE

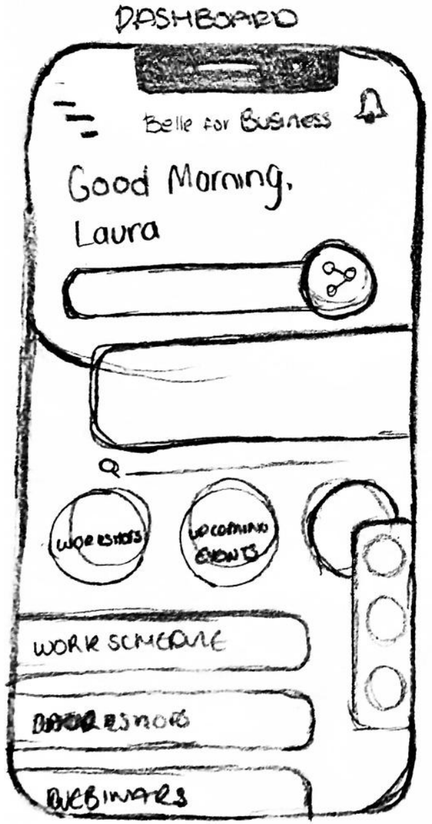
APP DESIGN - INITIAL PAPER SKETCHES

Reach out/share panel

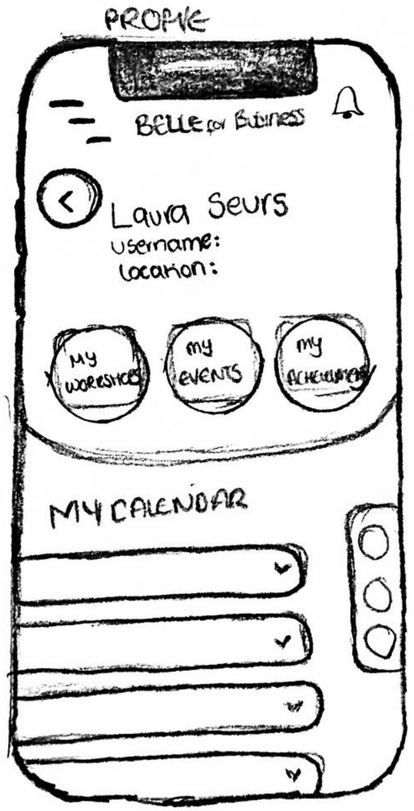
Whats on for today

Business Quicklinks

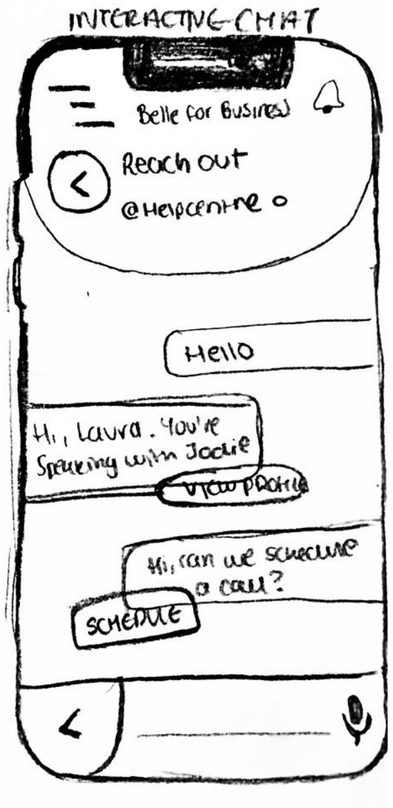
Category Calendar



Hidden quick links/chat panel



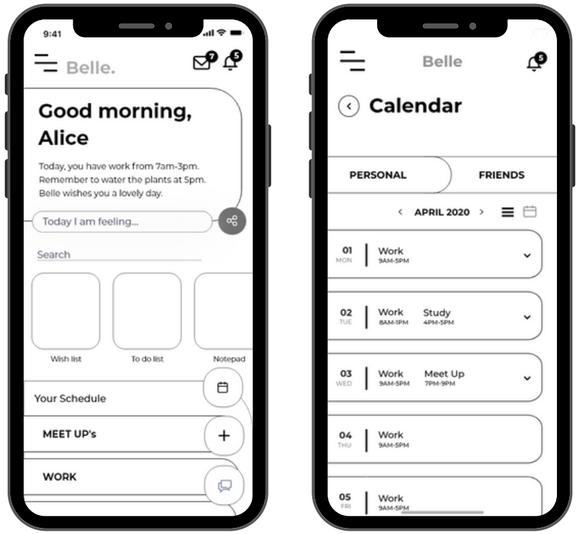
User Profile - Personal
Business Links & Calendar

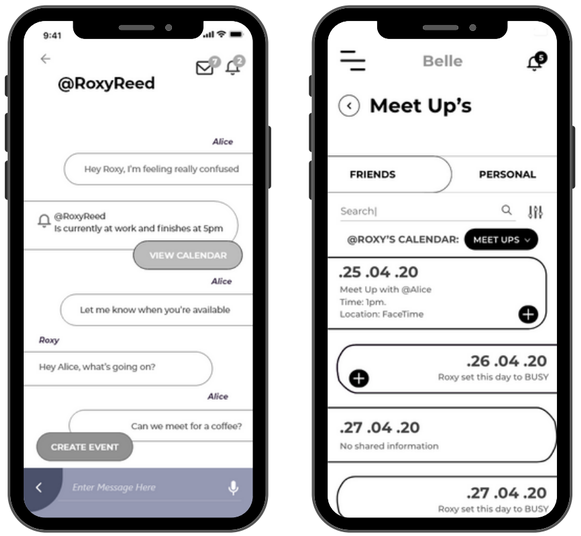


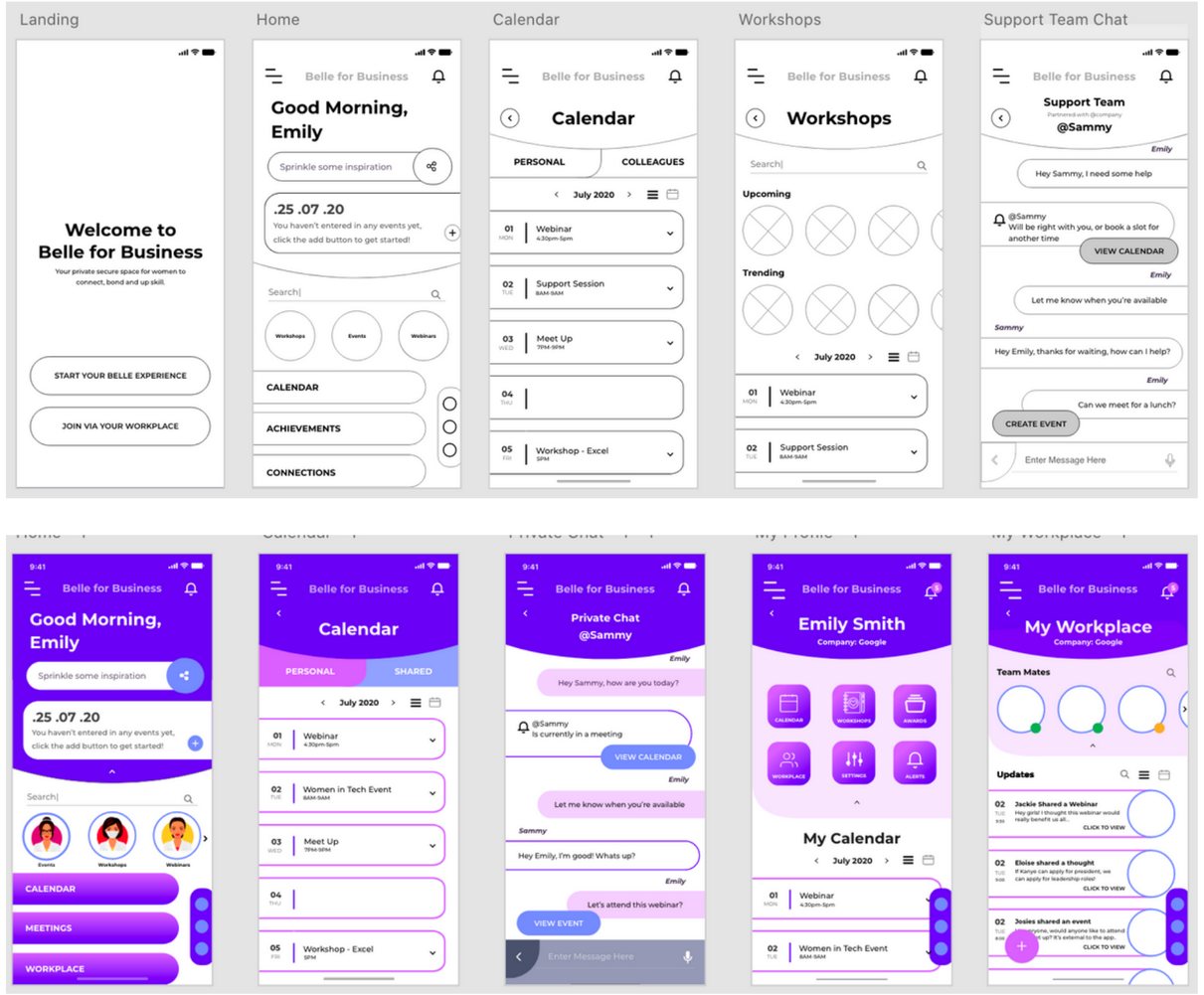
Interactive Chat with
External Support Function

APP DESIGN - LOW FIDELITY PROTOTYPE

BELLE PROTOTYPE







User Feedback

> I love the colours chosen and agree that the pictures make the app a bit more fun.

> I think that the layout is really effective and it's east to know where to find things, but I also saw Belle so had an idea.

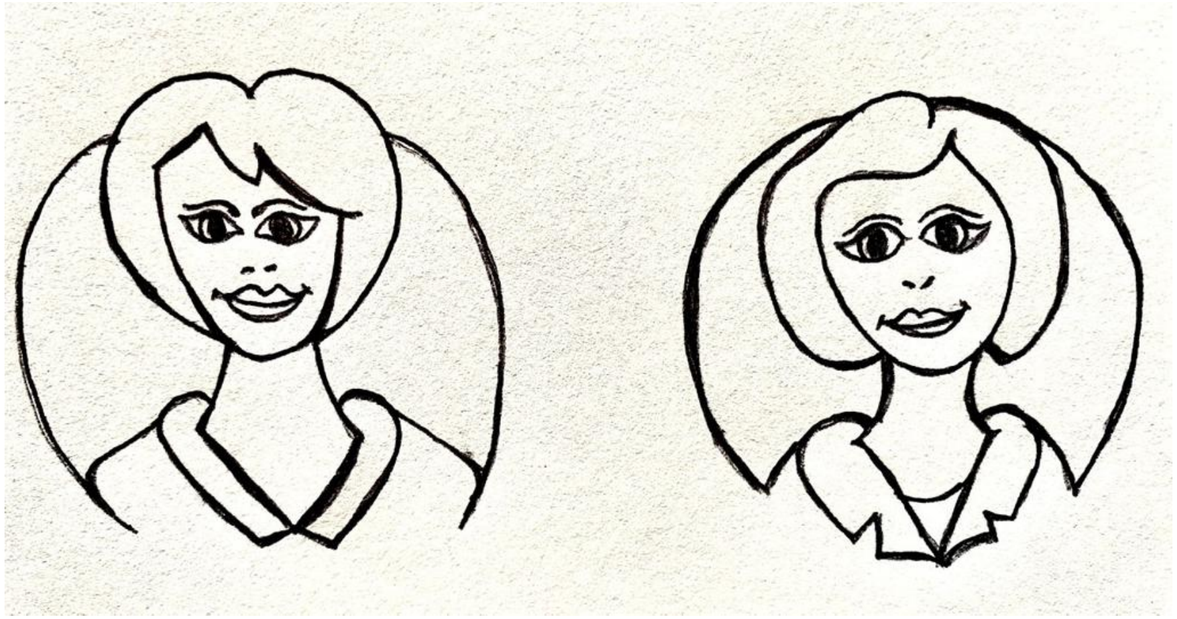
Future Feature

A supportive communication feature with external partnership to assist with aspects such as career assistance/guidance rather than HR connection

INSPIRATION

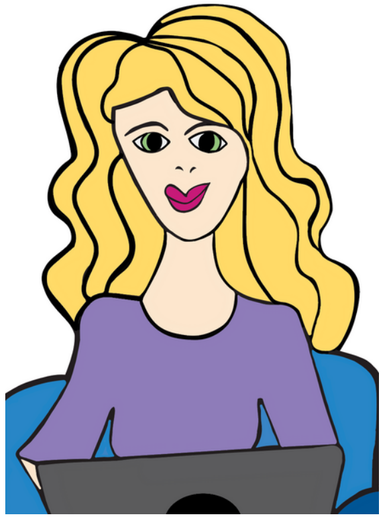
(iStock, 2020).

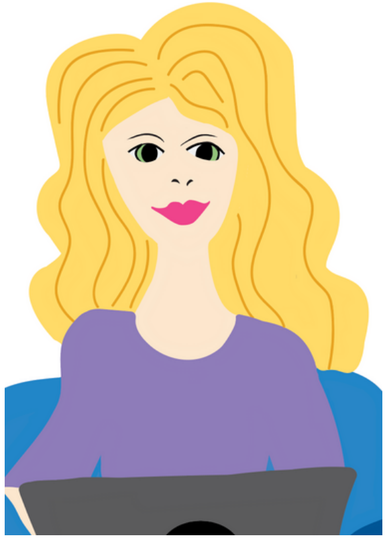
LANDING PAGE IMAGE



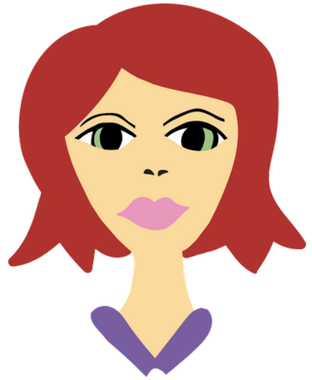
APP ICONS

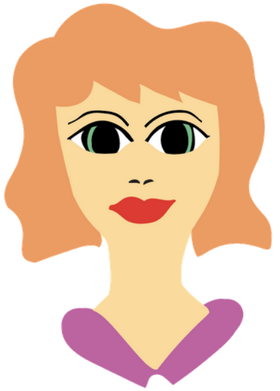
AMANDA SHARPE



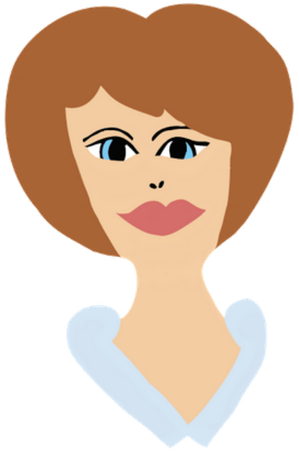


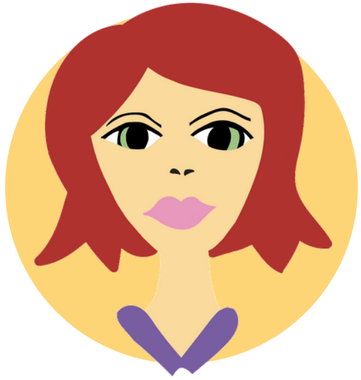
LANDING PAGE IMAGE

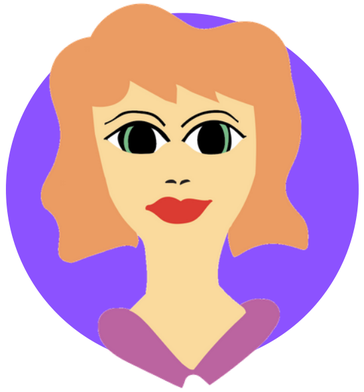




COMPLETE ICON SET







AMANDA SHARPE

Mentor: Daniel Williams

UX Lead Designer / Lecturer

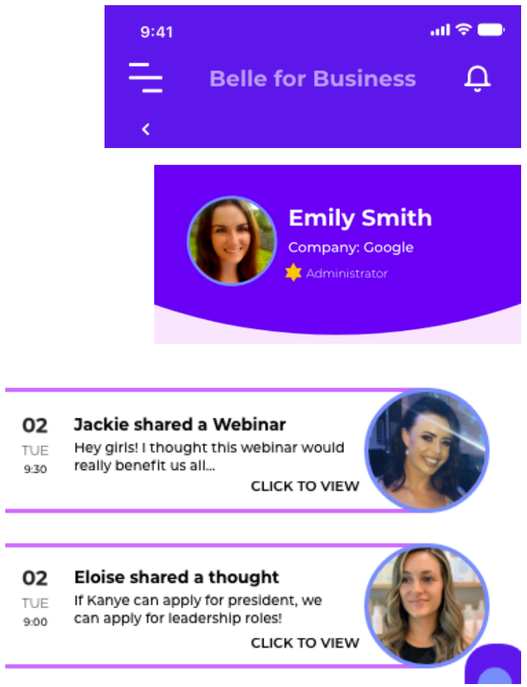
> Expanding scope beyond tech,

> How do you support leadership roles?

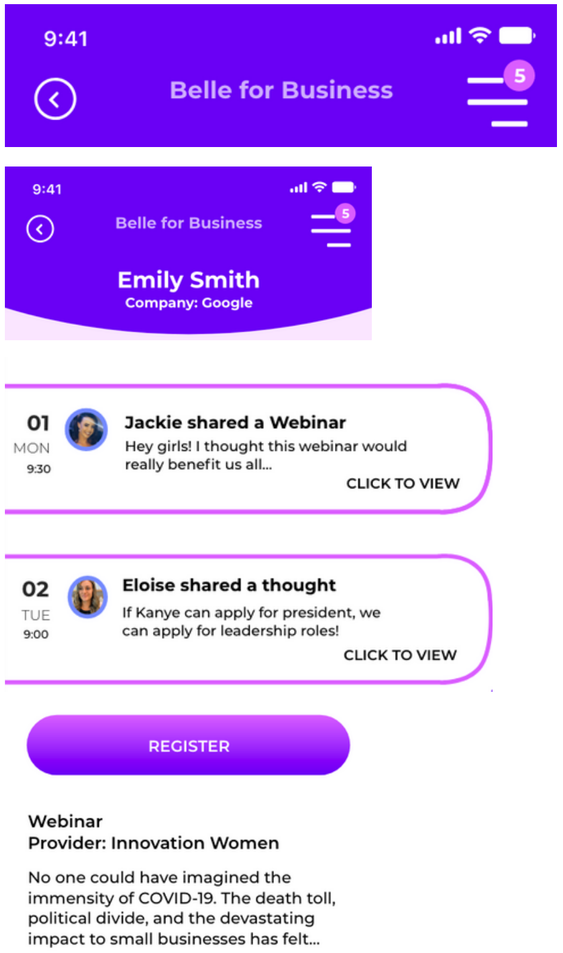
> External resources?

User Interface alterations to enhance the overall user experience..

Before



After - Examples



Description

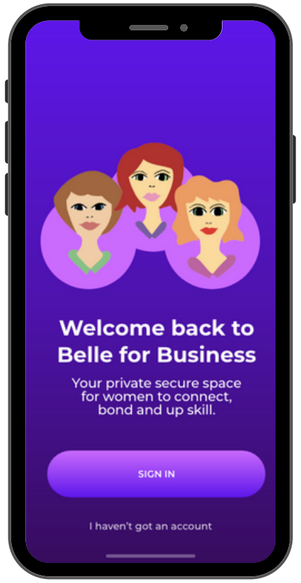
Top header navigation

Header title size and content

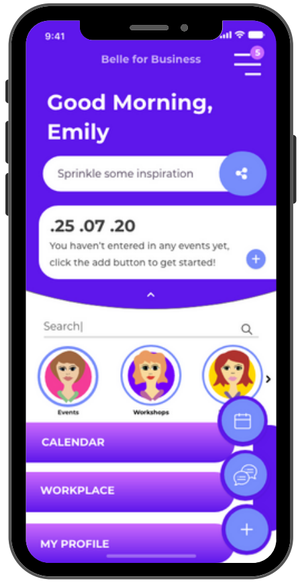
Layout change focusing on content rather than image

Removal of borders for visual clatify of content

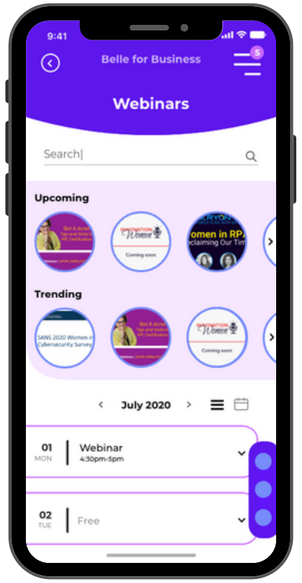
Low Fidelity Prototype



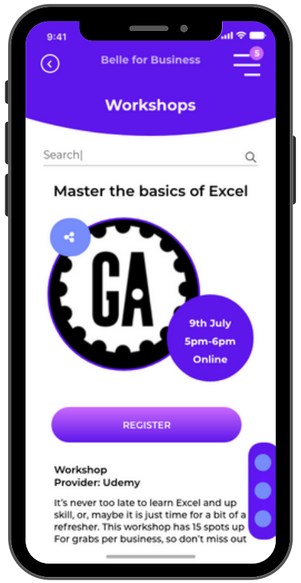
LANDING



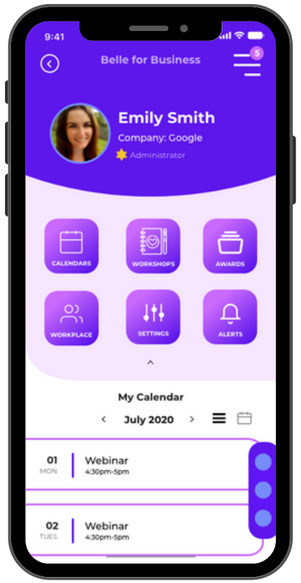
HOMEPAGE



WEBINAR

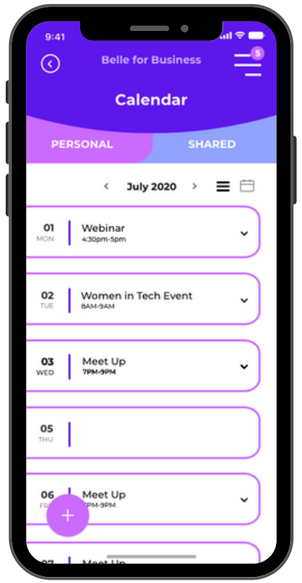


WORKSHOPS



PROFILE

CHAT



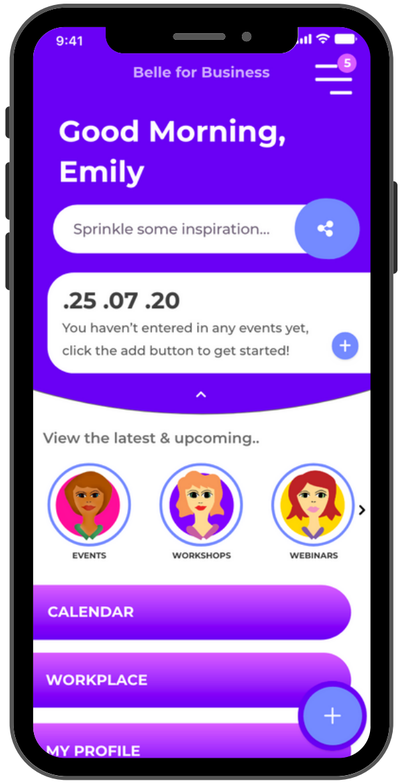
CALENDAR

6 Women.
6 Scenarios.
Online User Testing.

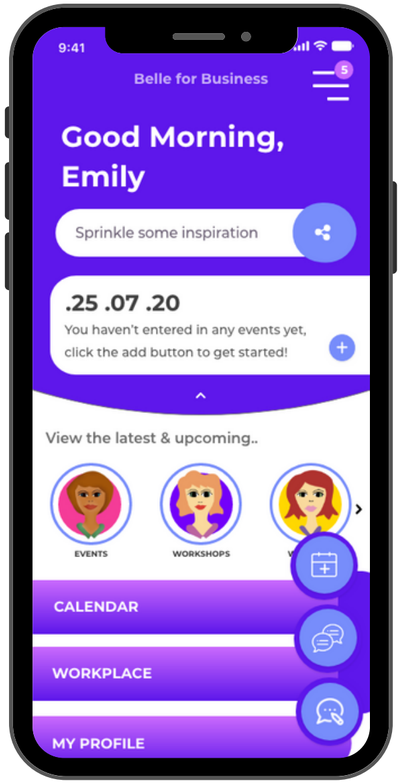
Key areas for improvements

- Upskilling icons
- My Workshops
- Messaging Portal
- Hidden Pop out Menu
- Confirmation messages
- Sharing
- Invite users

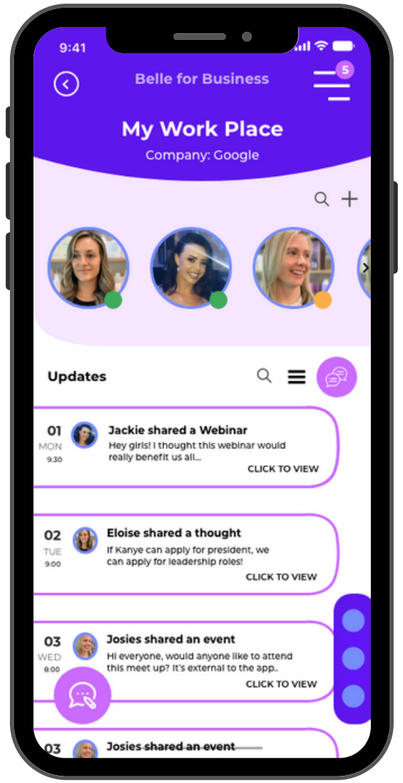
Alterations/Changes



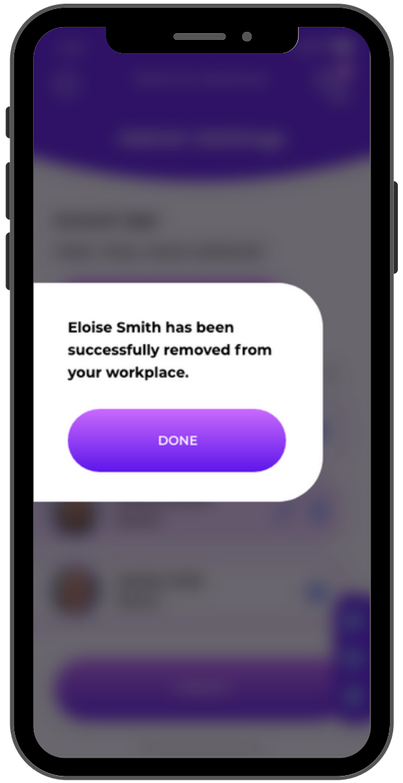
UPSKILLING



QUICK MENU



WORKPLACE MESSAGING



CONFIRMATIONS

FINAL PROTOTYPE LINK: https://invis.io/MNYA9HV4WBC

Mentor: Sarah Moran

CEO: Girl Geek Academy

> The majority of tech and social media are owned by men, so why can’t women have their own community that they control? Especially when it comes to their careers.

> Using design as a solution to create this concept is a resolution within itself.

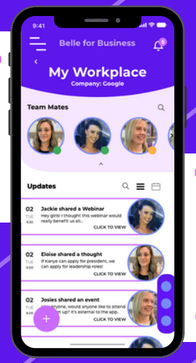
> The colour purple is genuinely used for women in tech, and the way it is used with the blue is very strong and bold.

> I am so excited that new designers and women entering the tech field are uncovering these gaps and giving it a crack at creating solutions.

Calling all Women in Tech

Meet Belle for Business

Your connective space



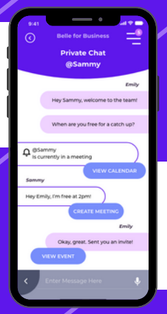
To bond, upskill & reach out

Learn through a variety of courses

Attend webinars & events.

Book Meetings

Safe and secure



Interactive messaging

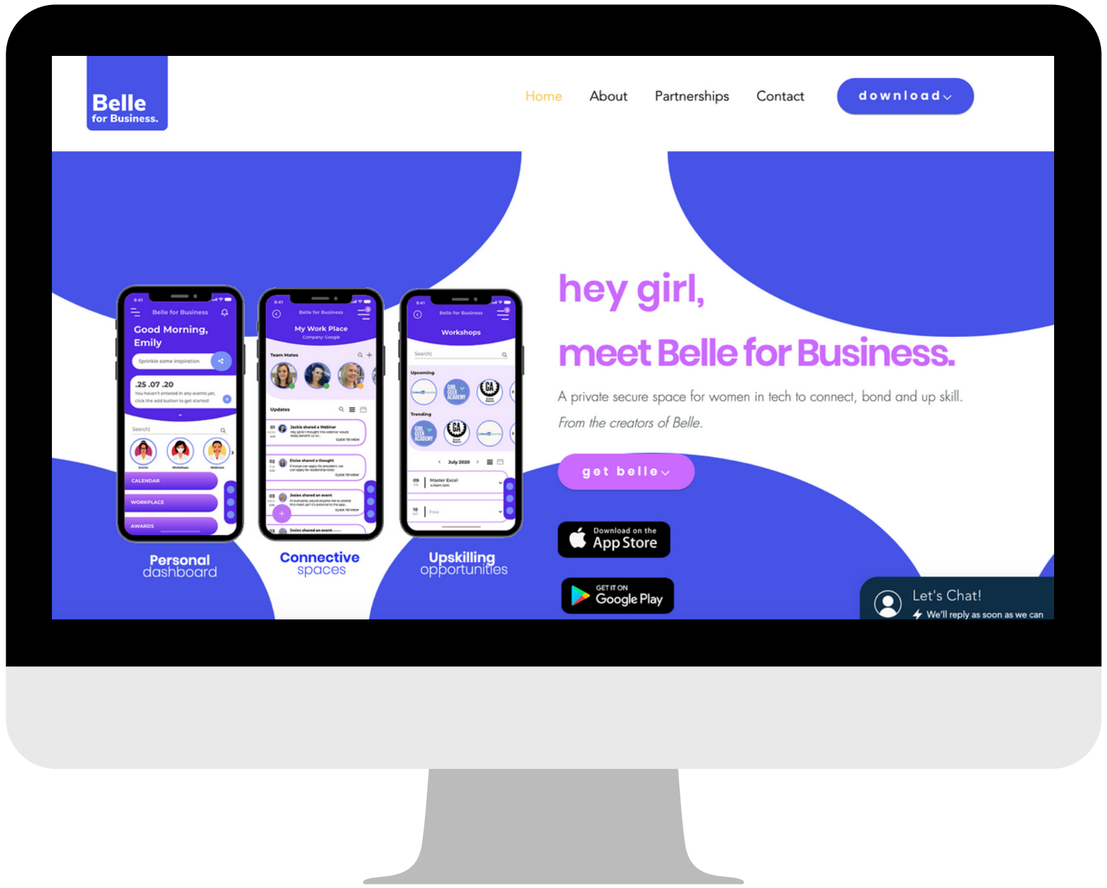
View Calendars

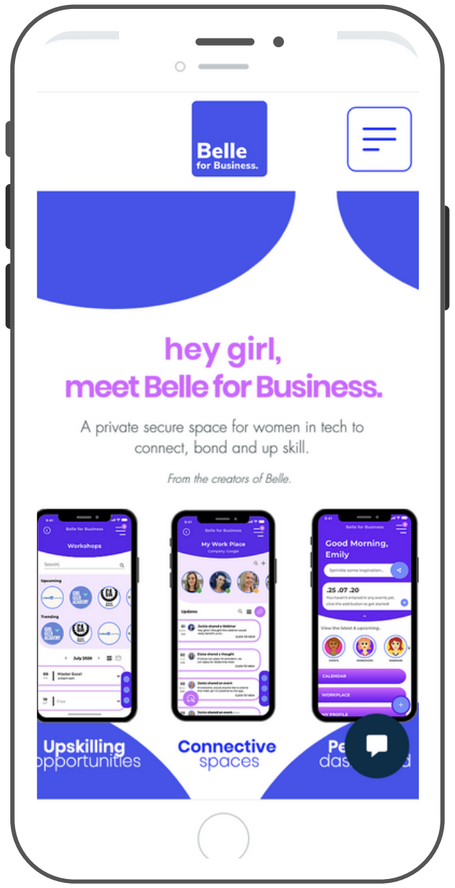
Designed by women, for women.

DOWNLOAD VIA THE APP STORE TODAY

AMANDA SHARPE

Website Landing Page





WEBSITE LINK: https://tinyurl.com/y5yze7ap

Example Partnerships

GENERALASSEMBLY.LY

LINKEDIN.COM/LEARNING

GIRLGEEKACADEMY.COM

Subscription

$0

Free Trial - 1 month

- Free events, workshops and webinars
- 2 payable basic workshops

$30

PER USER PER MONTH

Payable Account

- All payable resources including all beginner/intermediate & advanced

$50

PER USER PER MONTH

Future: Premium Account

- External support for workplace harassment
- External contract/negotiation assistance
- Mentorship resources

Version 1.0

Year 1

Total Income:

$45,000

Total Expenditure:

$36,404

Forecasted to be above break even point.

Proposed Government Funding

Funding for pre-revenue technology start-ups:
Minimum Viable Product NSW.
Maximum amount of $25,000 available.

Start-up Costs - (Year 1)

Income

Government Grant:

$25,000

Owner Investment:

$20,000

Expenditure

App Development:

$14,904

Freelance UI App Designer:

$4,000

Marketing & Website:

$7000

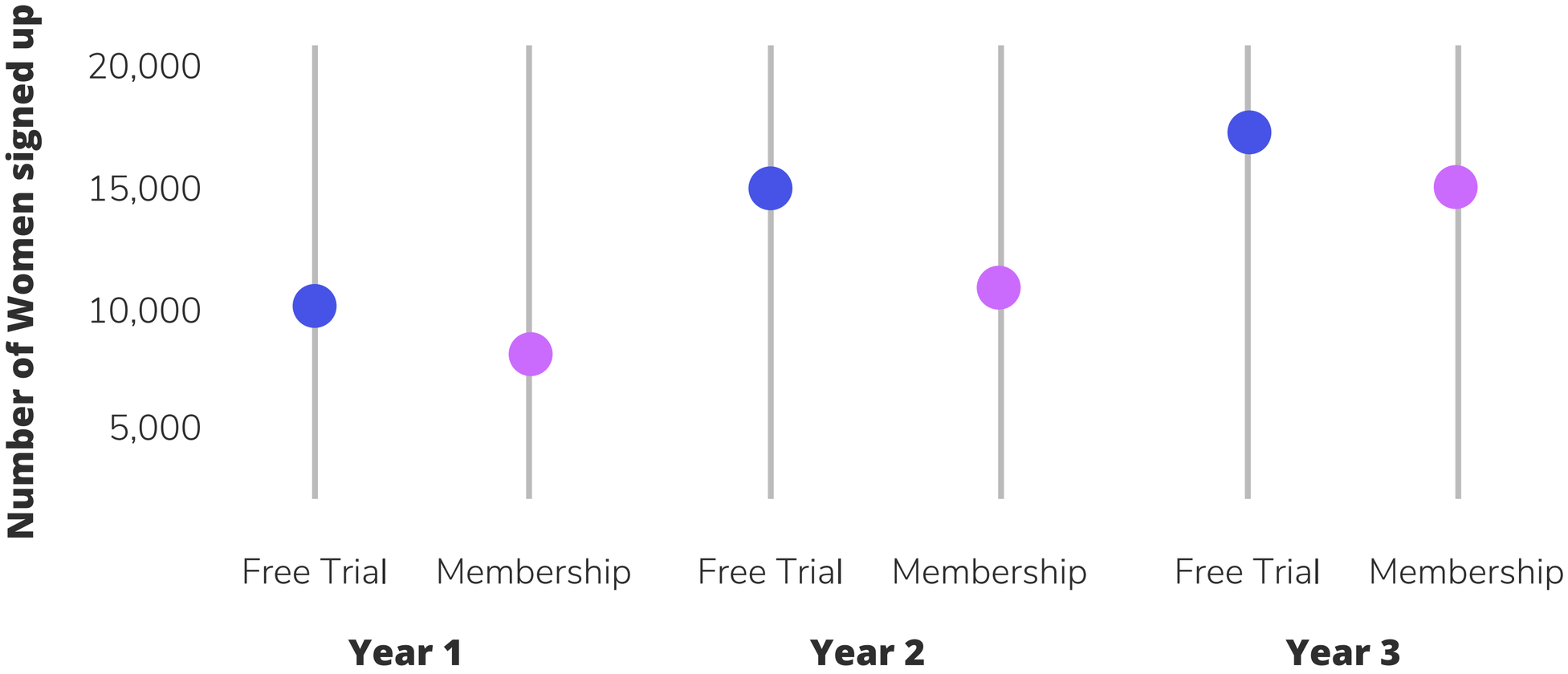
Owner Salary:

$10,000

Misc:

$3,000

Financial & Social Gains/Growth - Australia



Structural Design Approach

- Personal attributes and career practices.

- Agile approach with product backlog items from research to design phase.

- Importance of a structured approach when implementing a solution to a problem.

- Reflected on design structure to create an exceptional user experience.

The power of user testing & mentorship.

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