



Girl&Code is a mobile app that teaches young girls how to code for the web. Add courses and goals, complete lessons, participate in weekly challenges, and earn badges. With this mobile app, you can code anytime, anywhere.

RESEARCH

Research for creating the Girl&Code app began by reading various articles and studying existing organizations that help to get more women in the tech industry, allowing me to identify areas needing improvement. Data revealed that the biggest drop off for girls participating in computer science happened between the ages of 13-17, making high school girls the primary target for the app.



Only **0.4%** of high school girls choose computer science as a college major.

PERSONAS

Personas were created based off of the research and interviews I had with high school girls that expressed interest in learning how to code.



KRYSTAL JOHNSON (17)

- Very goal-oriented and enjoys seeing progress.
- Fears of losing motivation.
- Likes to be rewarded for hard work.



MAICA MENDEZ (18)

- Enjoys being challenged.
- Likes to learn at her own pace.
- Seeks a fun and interactive way of learning.



JASMINE TAYLOR (15)

- Easily intimidated when learning something new.
- Gets embarrassed after getting an answer wrong.
- Seeks a non-threatening learning experience.

EMPATHY MAP

To get a deeper understanding of the user and their needs, an empathy map was created in order to aid in making design decisions.

THINK

| | | | |
|--|---|--|--|
| I like to learn at my own pace | I don't know where to begin | My phone is more convenient for me | I like being productive |
| I don't have a lot of free time at home | I like learning through games | I like being rewarded for my work | |
| "I wish I can practice coding outside the house." | "I have free time right before and after school." | "It's more convenient carrying my phone than my laptop." | |
| "I don't want to be pressured to learn something." | "I like having goals." | "I work better on my own." | "I want to be challenged but not overwhelmed." |

FEEL

| | | | |
|---|--|-----------------------------------|---|
| I feel accomplished when I'm productive | I don't want to feel humiliated if I don't know an answer to something | I get excited learning new things | I feel bored if I'm not challenged |
| | Coding is overwhelming | I feel attached to my phone | I don't like feeling rushed to do something |
| | Likes learning in her free time | Enjoys problem solving | Usually studies on her own |
| Always challenges herself | Creates goals | Tries to be productive | Does things with patience |



SAY

DO

FEATURE PRIORITIZATION

After developing personas and creating an empathy map, I was able to identify the key features that were most beneficial to the user.

MUST

- Be able to select courses
- Lesson activities
- Challenges through games
- Friendly onboarding

SHOULD

- Be able to see progress
- Friendly for beginners
- Challenges refresh daily

COULD

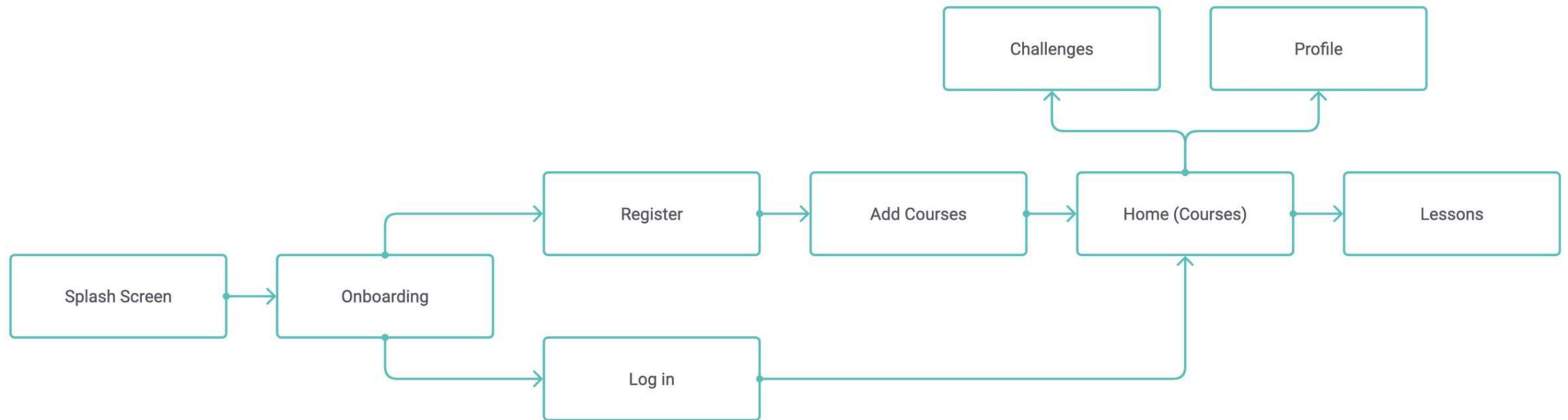
- Reward system
- Competitive games
- Set goals
- Multiple challenges

WON'T

- Get grades
- Be timed
- Penalties

USER FLOW MAP

Creating a user flow map helped me to better visualize the flow of the app before going into the prototyping and designing stage.



PAPER PROTOTYPES + USABILITY TESTING

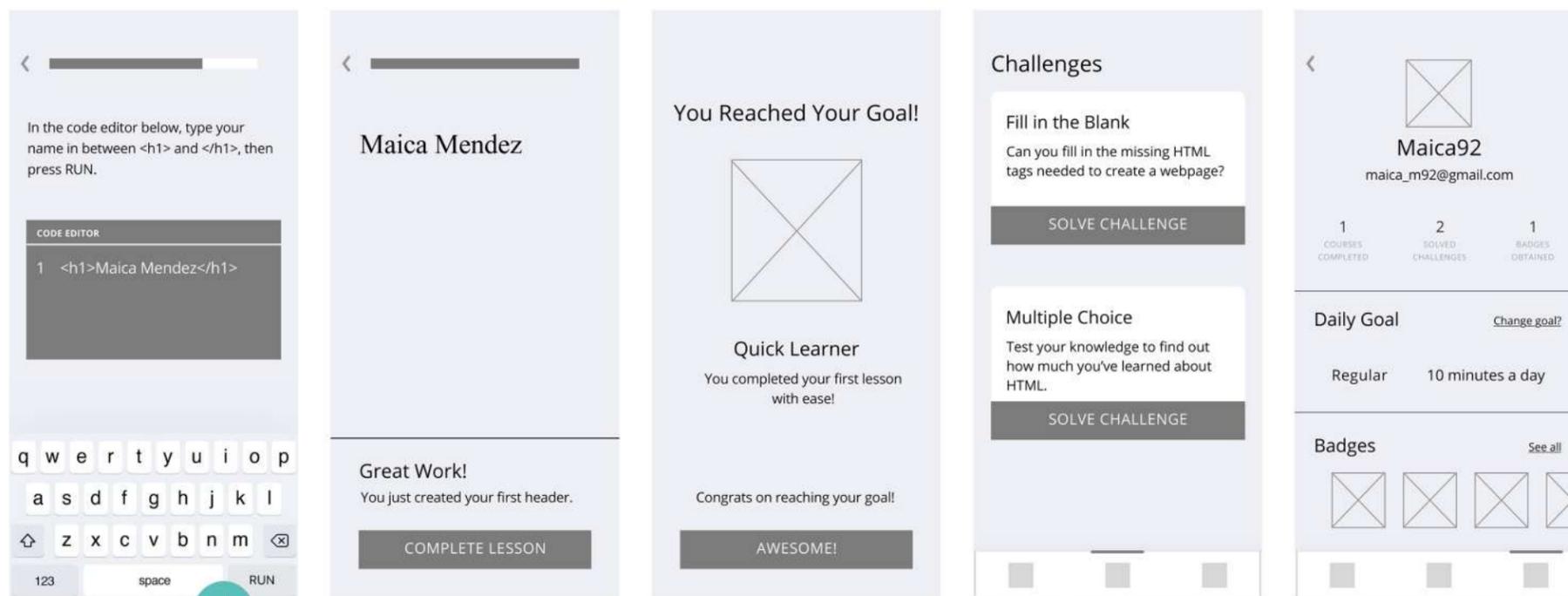
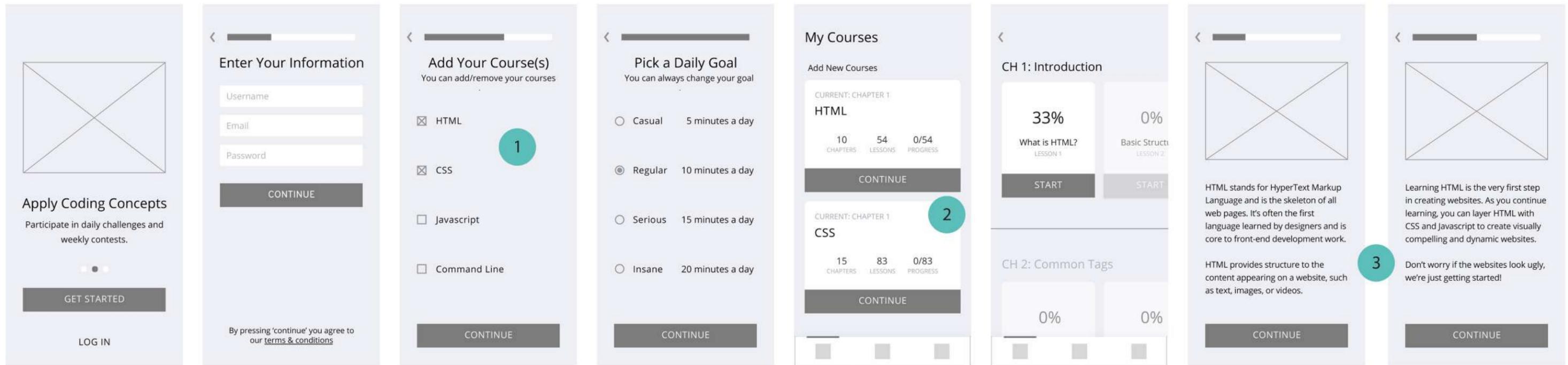
During the first round of usability testing, I discovered that additional screens and elements would need to be added to provide a smoother flow for the user.



- 1 add a progress bar
- 2 add goals
- 3 show chapter progress
- 4 show lesson progress
- 5 have rewards at the end
- 6 have a different variety of challenges

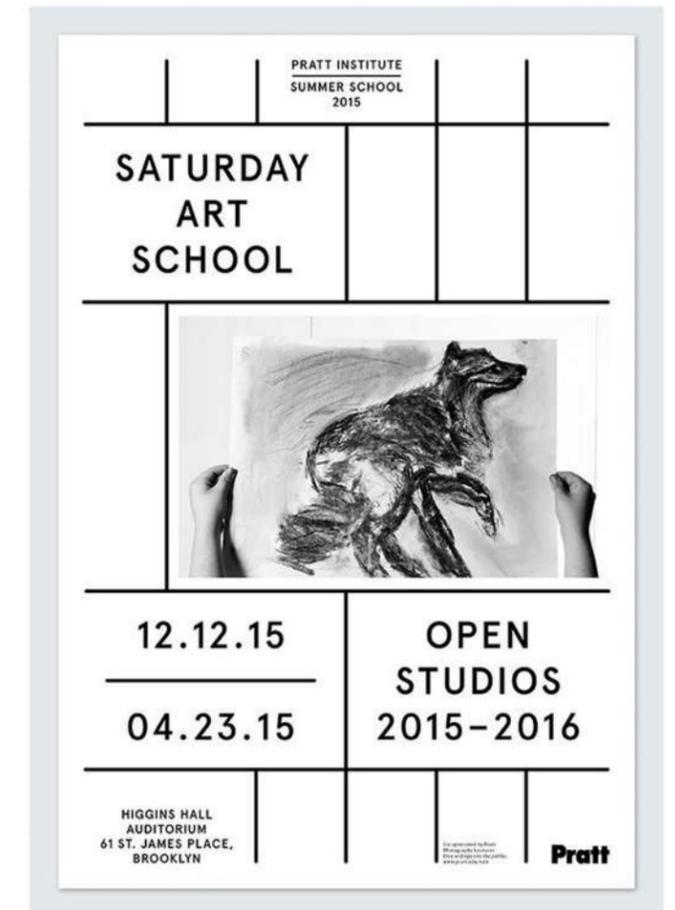
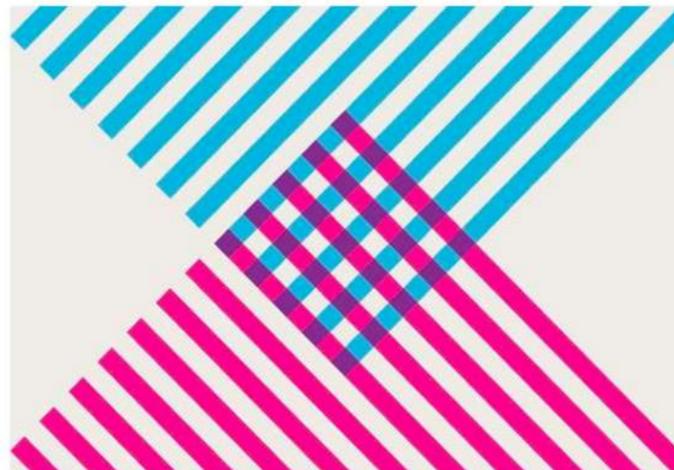
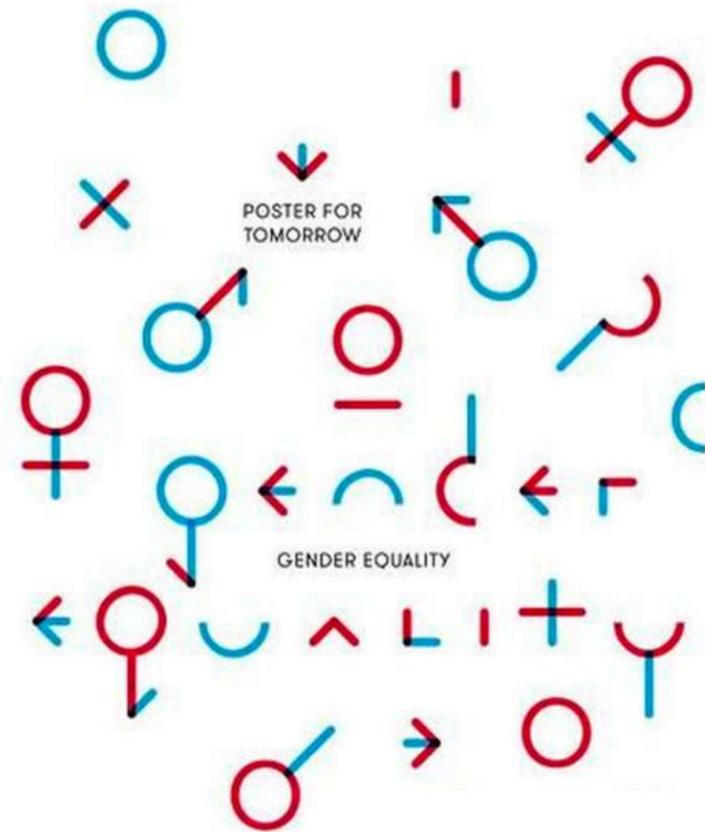
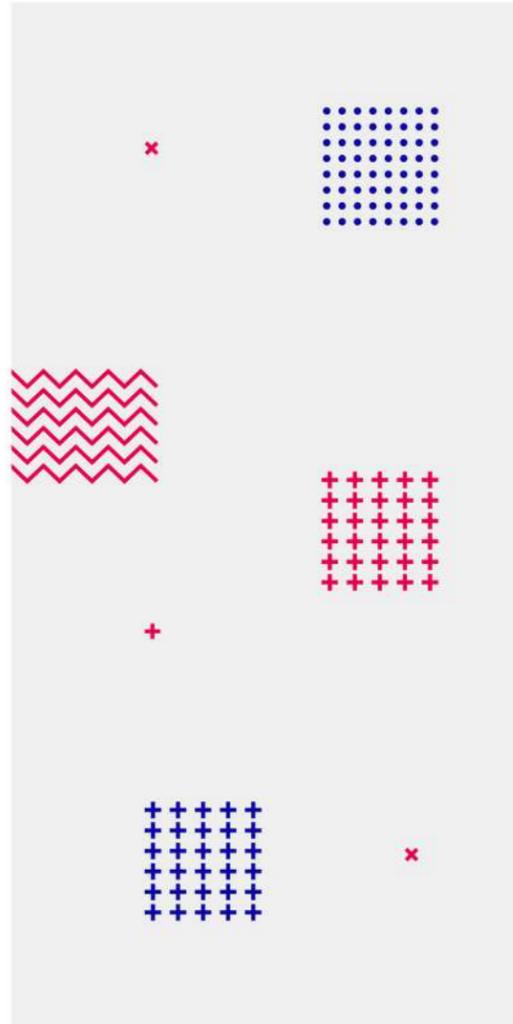
WIREFRAMES + USABILITY TESTING

Wireframes were created and then tested by various users to help solidify the userflow. I received valuable feedback from testers, discovering that I need stylize certain UI elements to create a better experience for the user.



- 1 have descriptions on courses
- 2 use percentage when showing progress
- 3 bold/highlight important text
- 4 make "run code" stand out more

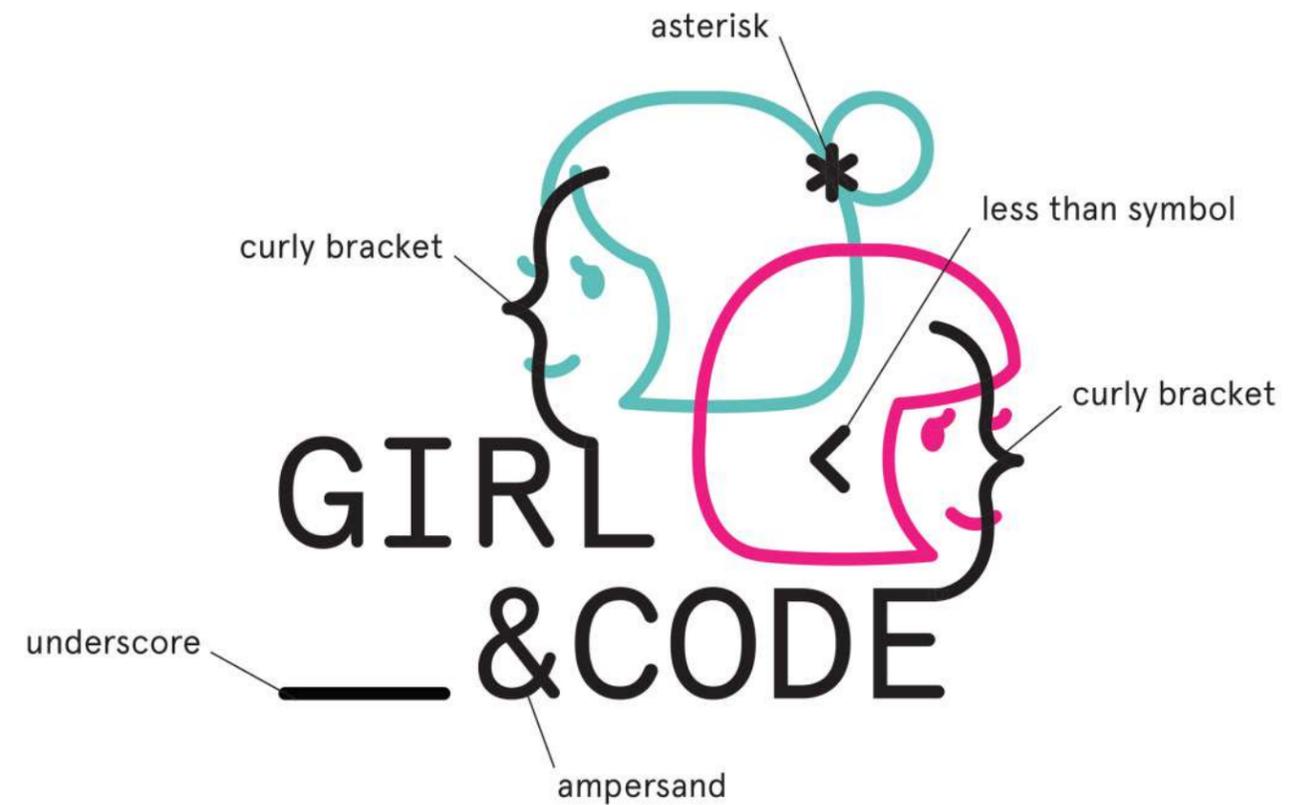
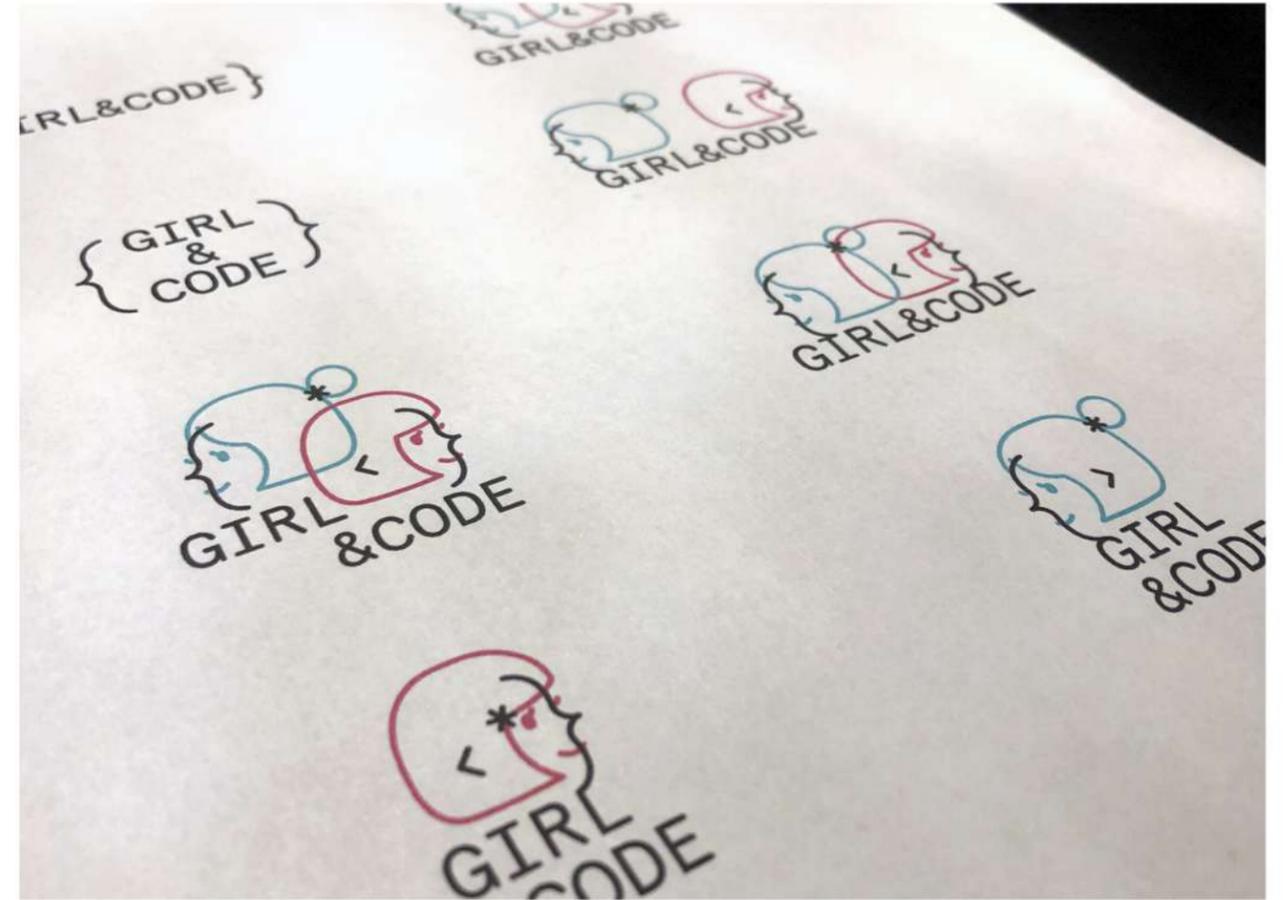
VISUAL RESEARCH



LOGO CONCEPT

The logo drew inspiration from various html entities and were playfully arranged in both the logomark and logotype.

The html entities in the logomark form two girls overlapping each other, representing the brand's mission of closing the gender gap in the tech field.



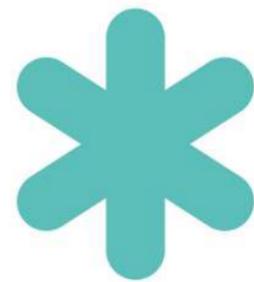
COLOR

A vibrant blue and pink were chosen as the primary brand colors for Girl&Code, symbolizing strength, confidence and energy – all of which reflect the brand and their target audience.

main

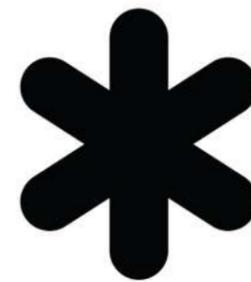


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#5ebdb9

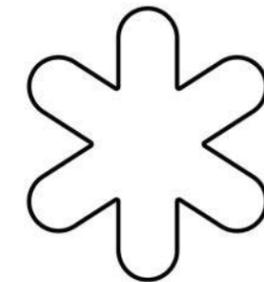
secondary



#000000



#d1d1cd



#ffffff

TYPOGRAPHY

Bryant is a rounded, geometric sans-serif typeface designed by Eric Olson. The rounded edges gives the brand a friendly and approachable vibe while still holding a slight, technical look.

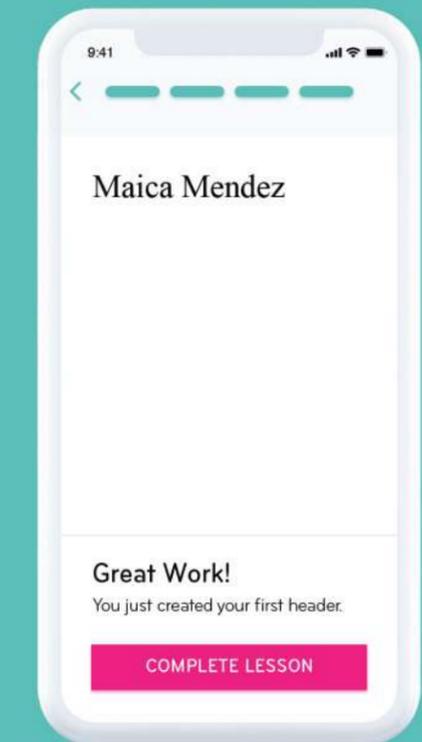
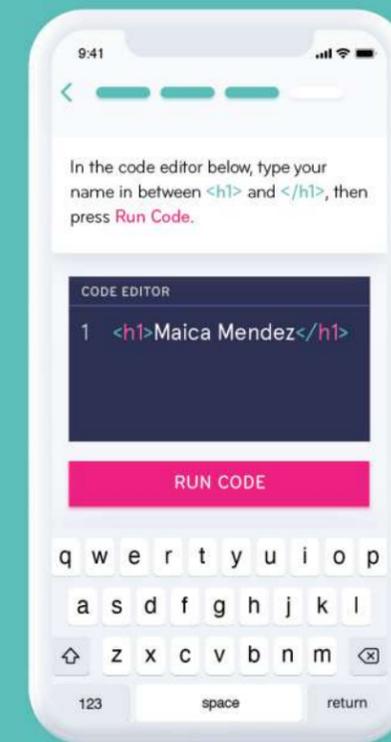
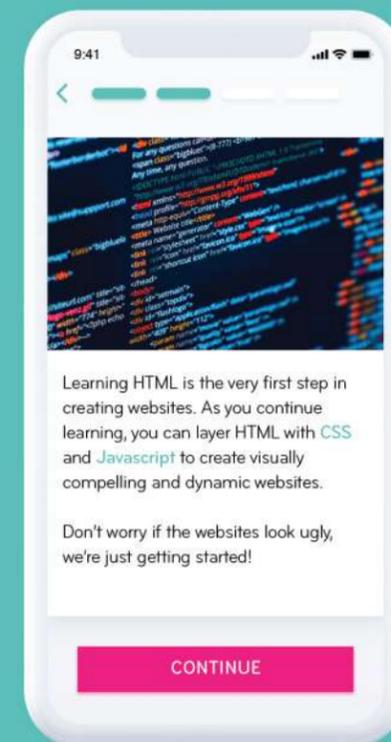
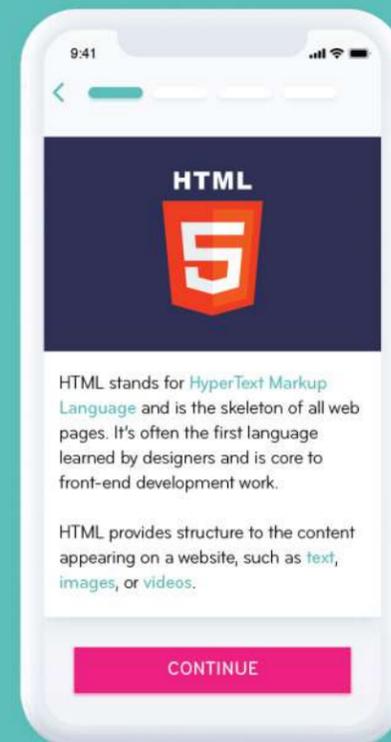
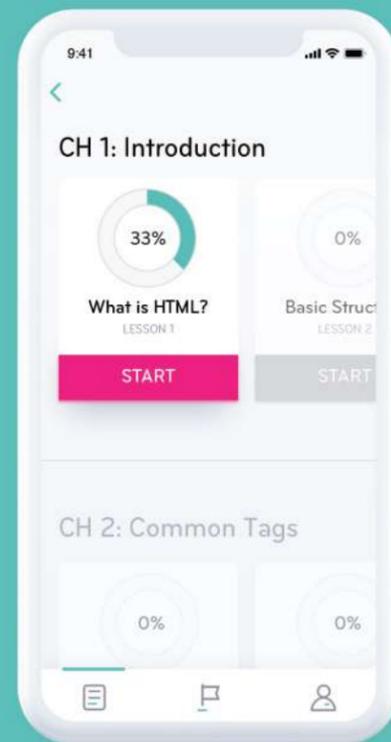
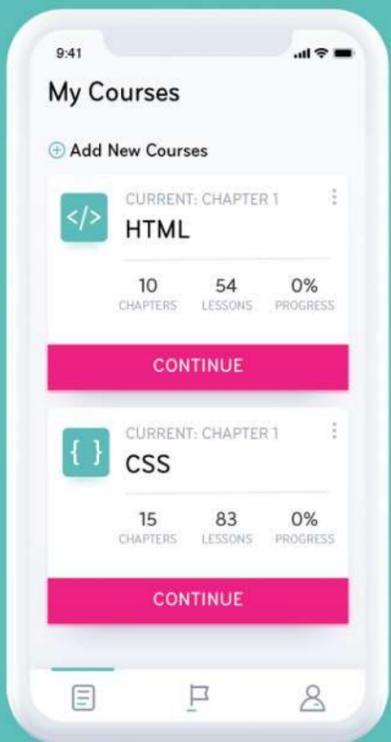
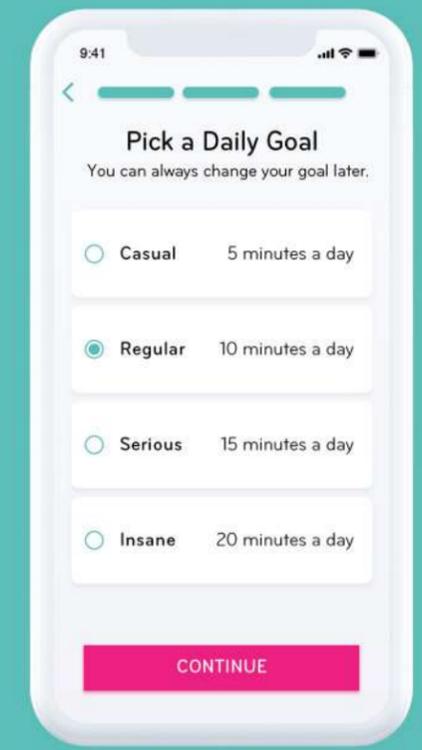
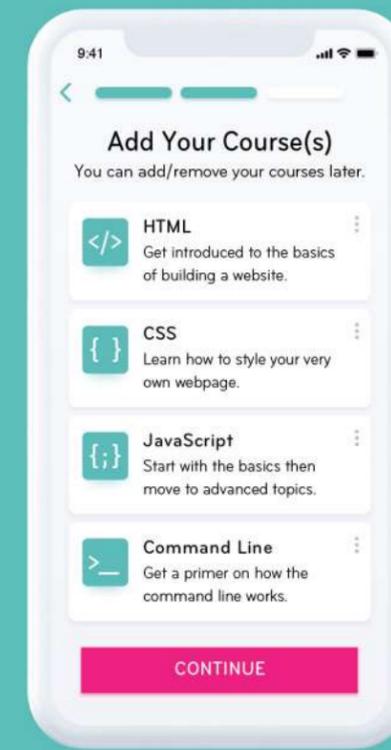
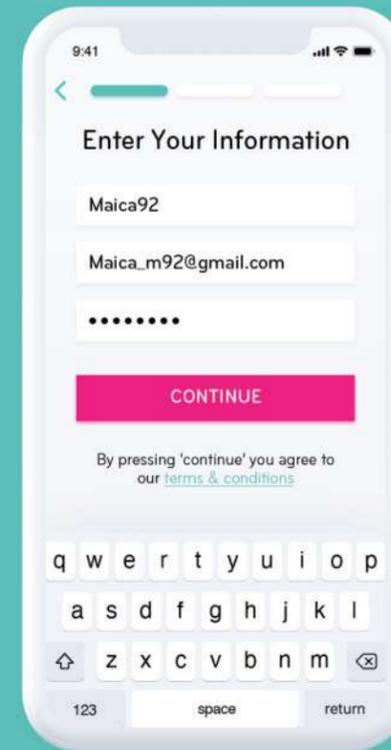
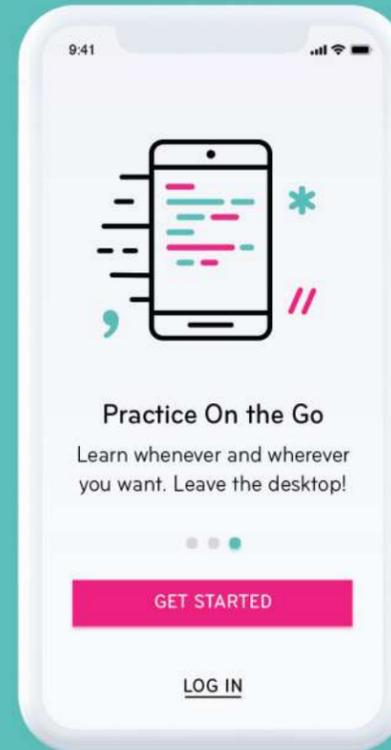
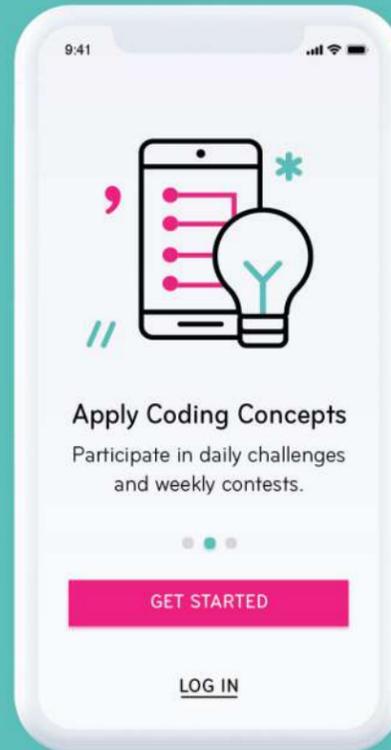
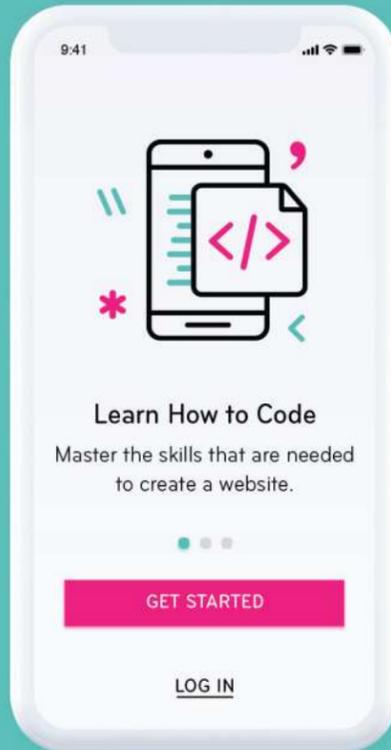
BRYANT BOLD CONDENSED

CODE LIKE A GIRL AND CLOSE THE GAP.

BRYANT MEDIUM CONDENSED

Our mission is to create a bright future for young girls wanting to design for the web and to close the gender gap in the tech field.

FINAL DESIGN



FINAL DESIGN

