Defining Her Future
Conference Application

Conference Agenda

8:00 AM Check-In & Networking
Performing Arts Center (PAC)
Pick up your conference lanyard, get your name tag, and network.

9:30 AM Conference Introductions
Spanos Theatre
Opening remarks from WBB President Layna Hathaway, Conference Director Briana Bello, and OCOB Dean Dr. Damon Fleming.

9:50 AM Keynote Address
Spanos Theatre
Hear from Marti MacGibbon, a survivor of addiction, homelessness, human trafficking, and domestic violence.

10:40 AM Secondary Address
Spanos Theatre
Hear from Marge Mayfield, Co-Founder and Administrator of Coastal Kids Home Care.

11:20 AM Lunch
Outside the Pac
Free for all conference attendees. Enjoy a delicious sandwich, free headshots, therapy dogs, and

Michaela Stauber
Department of Graphic Communication
California Polytechnic State University, San Luis Obispo
December 2023
The Women and Business club hosts the Defining Her Future Conference every year in order to empower young women and aid in their professional development. The conference has many opportunities for students to connect with professionals and learn from inspiring women but it does not currently have an application to enrich the experience. An application with all current conference information would minimize waste, provide conference information and logistics, and allow participants to network.
Michaela is a Graphic Communication major with a User Experience/User Interface concentration at California Polytechnic State University. She is an ambitious student with an artistic eye and a love for incorporating creativity into all things from simple everyday activities, to complex problem-solving. Through major courses and internships, she has practiced user-centric design and looks forward to a career in user experience. Her career ambition is what inspired her to attend the Defining Her Future Conference in 2023 and ultimately take on this project.
The Women and Business club hosts the Defining Her Future Conference every year in order to empower young women and aid in their professional development. The conference has many opportunities for students to connect with professionals and learn from inspiring women but it does not currently have an application to enrich the experience. This means they pass out paper pamphlets with conference information that can be easy to lose and the information is not very accessible. The previous year’s (unpublished and unused) design only used the branding from that current year when there should be flexibility to update each year with different conference branding. An application with all current conference information would minimize waste, provide conference information and logistics, and allow participants to network.
This project proposes the design, development, and testing of a mobile application within six weeks by a single person. Due to other responsibilities and time constraints, this project will be afforded a limited amount of time to be worked on each week. The scope of the project is constrained to using Figma and learning Bravo Studio in order to develop an app.

1. Create an accessible mobile application.

2. Learn more about Bravo Studio and back-end design.

3. Learn more about accessibility guidelines.
Research

Through the background research of peer-reviewed articles, case studies, and discussions with past participants and current executives, I created user personas to help direct the direction of the application design.

Emily Walker

**Business Major - Finance**

![Image of Emily Walker]

**BIO**

Meet Emily Walker, a motivated and ambitious 1st-year student pursuing a degree in Business Finance. With a passion for numbers and a drive to excel in the world of finance, Emily is ready to embark on her academic journey. She has attended almost all of the WBI meetings this year and is looking for ways to grow her professional skills.

**OBJECTIVES**

1. Networking: Meet other business students.
2. Learning: To gain new insights, knowledge, and skills in their field through attending workshops, seminars, and keynote presentations.
3. Career Advancement: To explore opportunities for career growth, including seeking new job openings, promotions, or mentorship.

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Clare Jennings

**Business Major - Marketing**

![Image of Clare Jennings]

**BIO**

Clare Jennings is a business student who is concentrating in marketing. She brings boundless creativity to the world of marketing. With a mind constantly breezing with fresh ideas and a flair for artistic expression, she hopes to transform the marketing landscape with innovation and panache.

**OBJECTIVES**

1. Networking: To build and expand their professional network by connecting with other attendees, speakers, and industry professionals.
2. Learning: To gain new insights, knowledge, and skills in their field through attending workshops, seminars, and keynote presentations.
3. Career Advancement: To explore opportunities for career growth, including seeking new job openings, promotions, or mentorship.

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I am so excited to hear from business professionals!

**Emily Walker**

**AGE** 19
**MAJOR** Business Major
**STATUS** First Year
**HOMETOWN** Seattle, WA

**WANTS AND NEEDS**

- Resources to learn more about her desired field
- Learn more about the possibilities of her major
- Organization and promptness

**PAIN POINTS**

- Disorganization in schedules
- A busy class schedule -> she can’t make it to every event

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I can’t wait for the keynote speaker!

**Clare Jennings**

**AGE** 20
**MAJOR** Business Major
**STATUS** Third Year
**HOMETOWN** San Diego, CA

**WANTS AND NEEDS**

- An easy way to network
- A summer internship to develop her marketing skills
- A way to connect with other students on campus and join the Cal Poly community

**PAIN POINTS**

- Not able to view schedule
- Difficulty in finding LinkedIn pages of speakers
Timeline

EMPATHIZE/DEFINE
09/22 - 10/04

ANALYSIS
10/02 - 10/10

IDEATE
10/09 - 10/20

PROTOTYPE
10/18 - 11/09
EMPATHIZE/DEFINE

In this stage, I researched case studies, peer-review articles, and program tutorials in order to come up with a comprehensive approach to the application design. I also researched the previous conference and potential pain points that participants had.

ANALYSIS

From my research in the Empathize/Define stage, I compiled an analysis of the conference process and problems. Using this data I created personas and possible functions for the app.

IDEATE

In this stage I created branding inspired by the Women in Business website. I then created low-fi wireframes and workflow to understand how users will navigate the application.

PROTOTYPE

Finally, I utilized Figma, and Bravo studio in order to create a working prototype. I created a demo and survey to get feedback for future adjustments.
In my first step, I used the Women in Business website for inspiration and past conference experiences to create branding and user flow.

BRAND GUIDE & ANALYSIS
After creating low-fi wireframes (see above) I needed to transfer the design to Figma. This requires adding tags and containers into the frame labels. This allows for Bravo Studio to properly read and convert each frame to function properly.
Working in Bravo Studio presented many challenges as it is a new technology and I have not had extensive practice using it. For example, some interactions implemented into a Figma file does not smoothly transfer into Bravo. This lead to necessary alterations in the design.
EVENT SCHEDULE
Provide a detailed schedule of conference sessions, workshops, and networking events, allowing attendees to create a personalized agenda.

SPEAKER PROFILES
Include profiles of keynote speakers, presenters, and panelists, along with their bios, photos, and session details.

INTERACTIVE MAPS
Help attendees navigate the conference venue with interactive maps, floor plans, and location-based services.

QUESTION SUBMISSION
Facilitate interaction between attendees and presenters by providing a platform for asking questions ahead of time.

PUSH NOTIFICATIONS
Send timely announcements, updates, and reminders to attendees’ devices to keep them informed and engaged.

NETWORKING PROFILE
User-created profile with QR code to bring scanners to a LinkedIn profile or portfolio.

NOTES
A section to add notes to refer back to later.
USER SURVEY RESULTS
A user survey found:

88.2%  Found This App Useful

94.1%  Found The Visuals Appealing

88.3%  Thought This Looked Easy to Use

MOVING FORWARD
The survey results above are from students who are in the Women in Business Club and those who are not. There is also a mix of users who have attended the conference in the past and those who have not. Although the feedback seems overall positive, there were useful suggestions provided. I plan on implementing the following suggestions:

• Lunch Information
• More Color Differentiation
• Chat Feature
• Headers Above Speaker Groups

NEXT STEPS
• Troubleshooting is needed before publishing
• More testing/survey needed
Reflection

The process of delving into this project required a meticulous approach, demanding attention to detail and a commitment to trial and error. As I navigated this more in-depth research process, I realized the importance of patience and perseverance in application design.

Troubleshooting has emerged as a crucial step in the journey from idea to publication. The recognition that thorough problem-solving is indispensable before presenting findings to a wider audience has been a valuable lesson. Each challenge and piece of feedback encountered become an opportunity for improvement, and I am grateful for the process.

SPECIAL THANKS TO

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