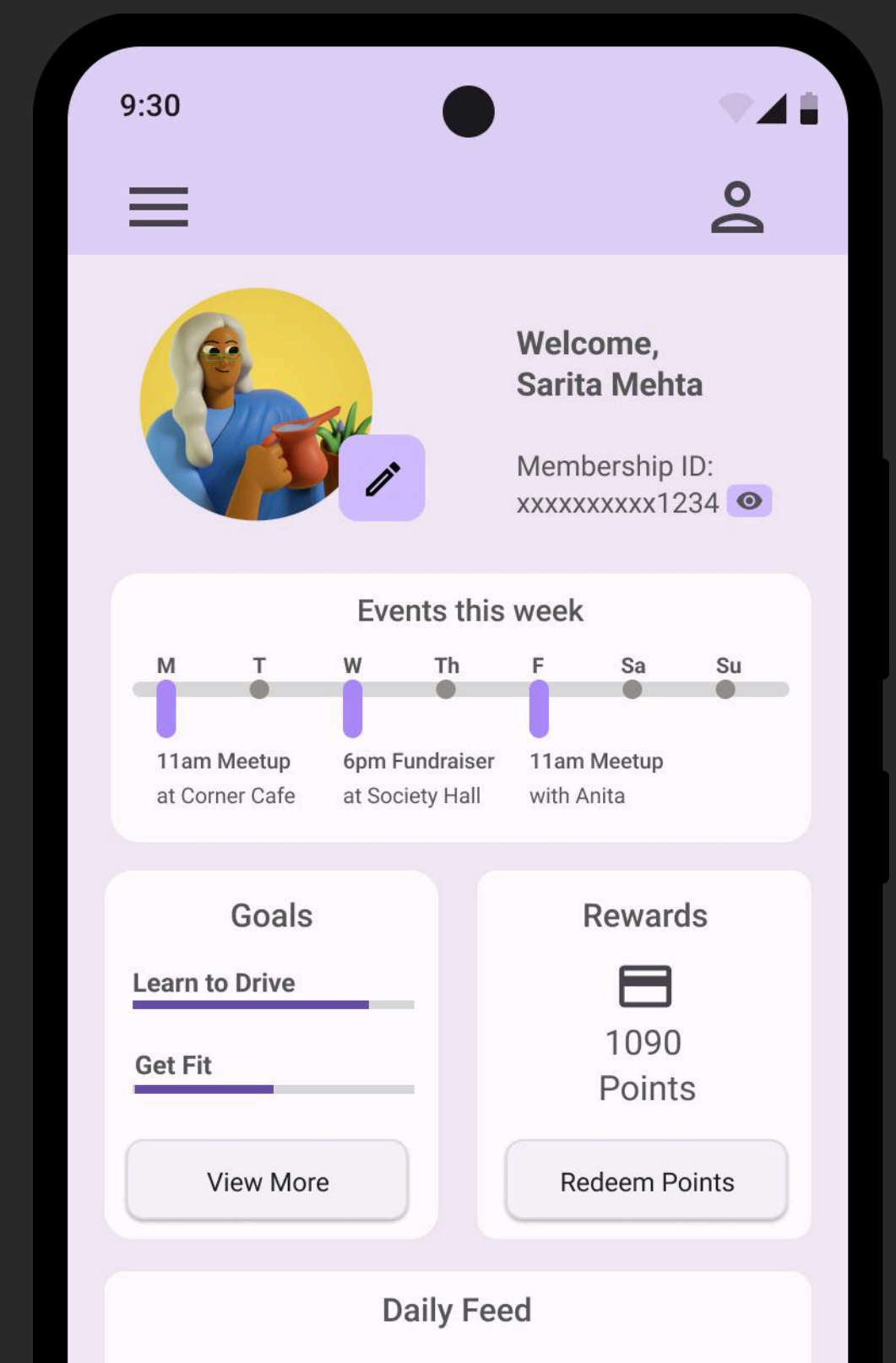# App for Equality

Duration: 2 months

The brief: Creating a system to reduce gender inequalities by enabling women to empower themselves.

Various research tools such as stakeholder interviews, mind–maps, causal maps were used to gather data on gender inequality, its causes, effects and effectiveness of current solutions. These insights were used to imagine an app–based grassroots systems design solution for Indian Tier 1 cities.

App for Equality

After research with various stakeholders, it was clear that
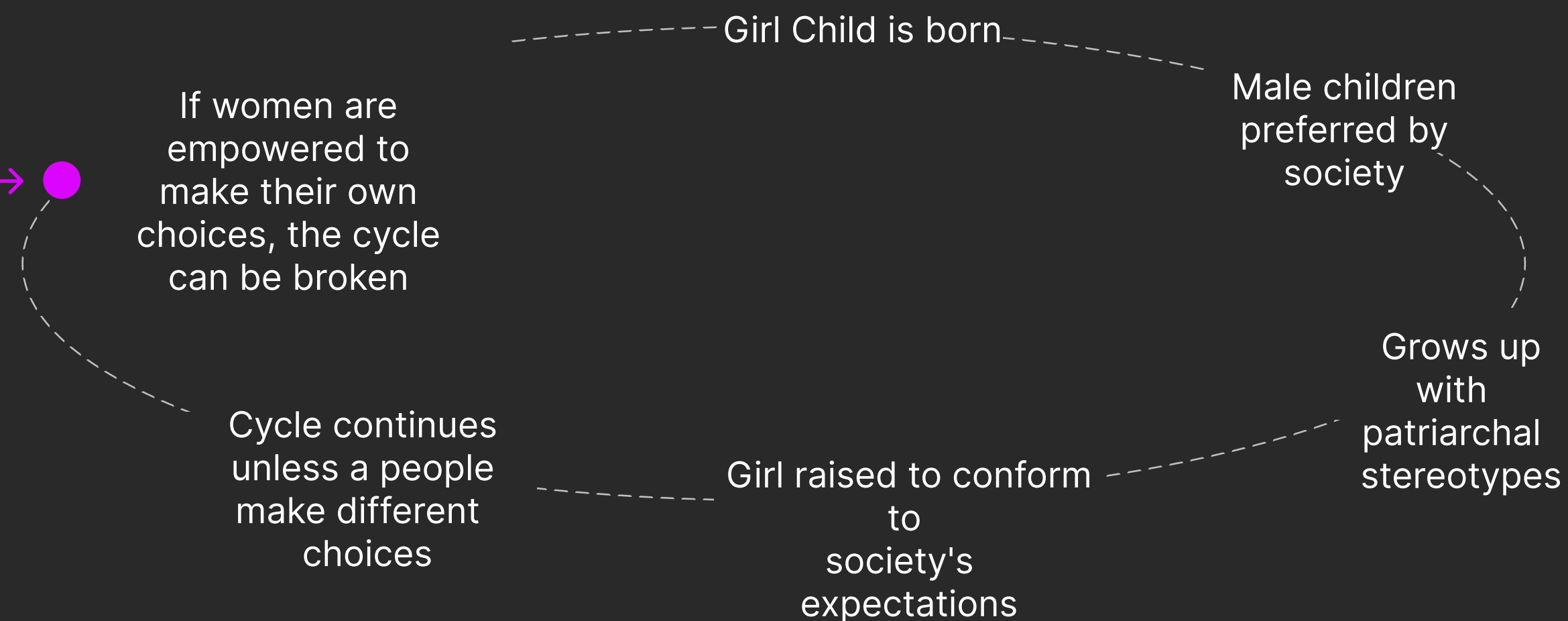**there can be no equality when the balance of power to make decisions is skewed.**
This means having the freedom, knowledge and resources to do what is best for them, and not giving in to societal pressures and expectations.
The governments has schemes including education, reservations for women. Many organizations are also working towards this from grassroots levels.
For this project, I conceptualized an intervention where a woman wants to change her life, but needs resources and infrastructure to make progress.

"there can be
no gender equality when
women
are not empowered to
make decisions for themselves".

Girl Child is born

Male children preferred by society

If women are empowered to make their own choices, the cycle can be broken

Grows up with patriarchal stereotypes

Cycle continues unless a people make different choices

Girl raised to conform to society's expectations

App for Equality

Anita is a **urban homemaker** with an empty nest who is great at baking.
She always wanted to set up her own cake business but was never given the opportunity as she was always busy looking after her family.
She never learnt how to drive, and must depend on her husband to drive her to her favourite baking supplies store.
She **now has the time and motivation** to set up her own cake-making studio. She lacks infrastructure and know-how to start her business.

Frustrations

Does not know **where to start** or how to **stay on track** with personal goals
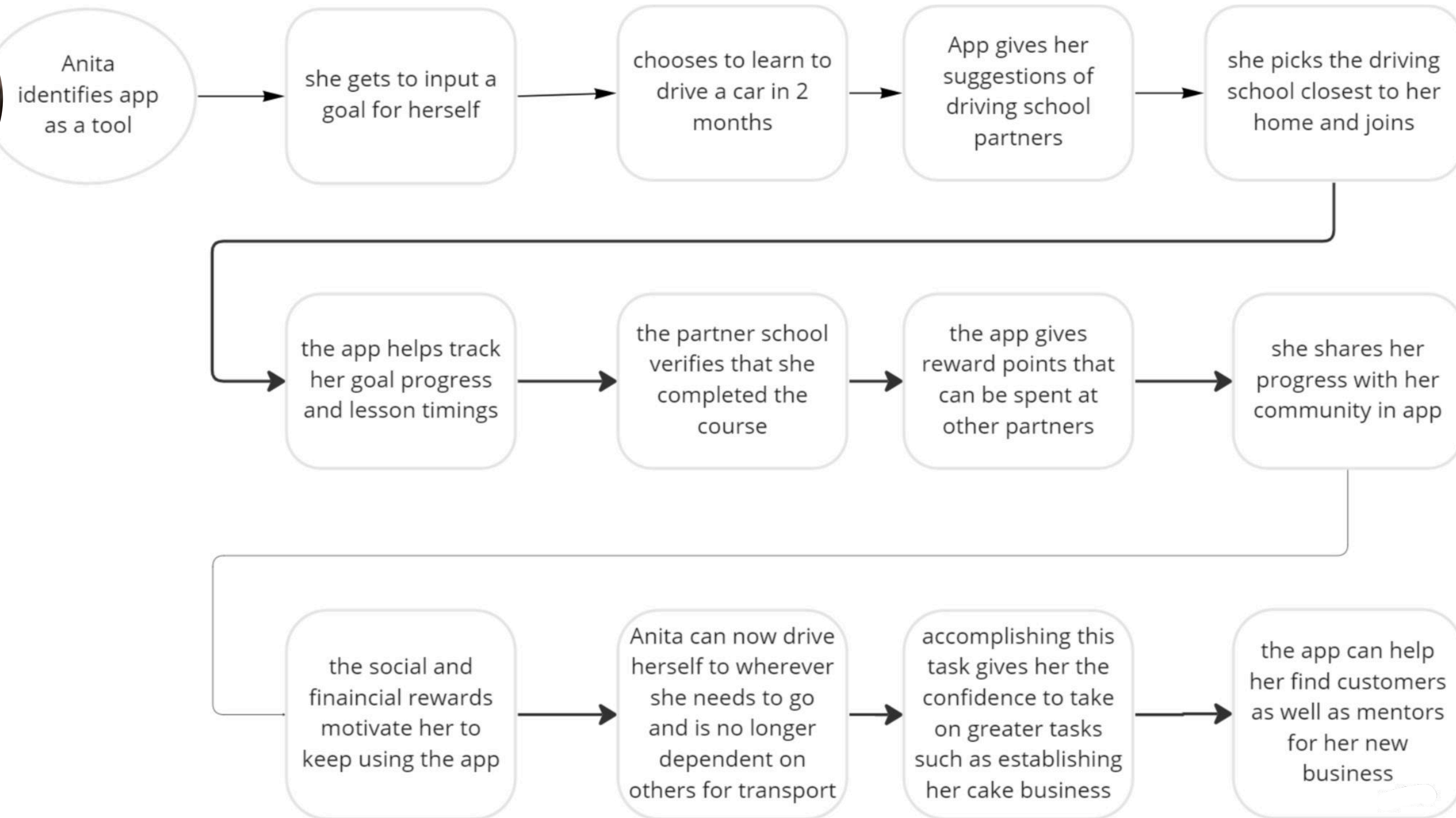Does not feel like her family **understands her** frustrations.

Goals

Wants to be more **independent**
Wants **help, resources** to help her achieve her dreams
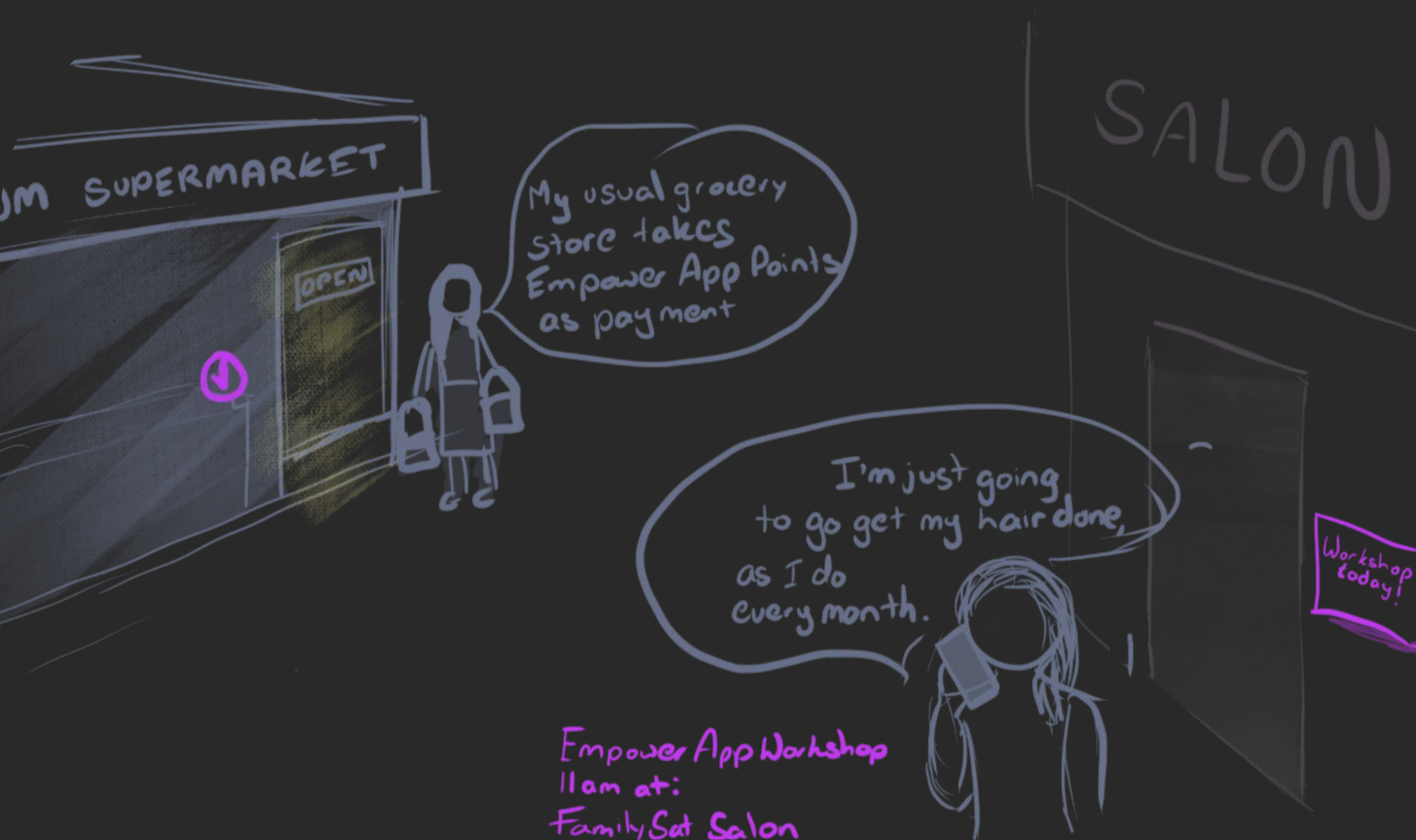
by Tanvi Kulkarni

App for Equality

Anita's User Journey map

Setting her first goal towards independence of learning how to drive though a partner driving school that she found on the Empower App

Anita identifies app as a tool →
she gets to input a goal for herself →
chooses to learn to drive a car in 2 months →
App gives her suggestions of driving school partners →
she picks the driving school closest to her home and joins

the app helps track her goal progress and lesson timings →
the partner school verifies that she completed the course →
the app gives reward points that can be spent at other partners →
she shares her progress with her community in app

the social and finaincial rewards motivate her to keep using the app →
Anita can now drive herself to wherever she needs to go and is no longer dependent on others for transport →
accomplishing this task gives her the confidence to take on greater tasks such as establishing her cake business →
the app can help her find customers as well as mentors for her new business
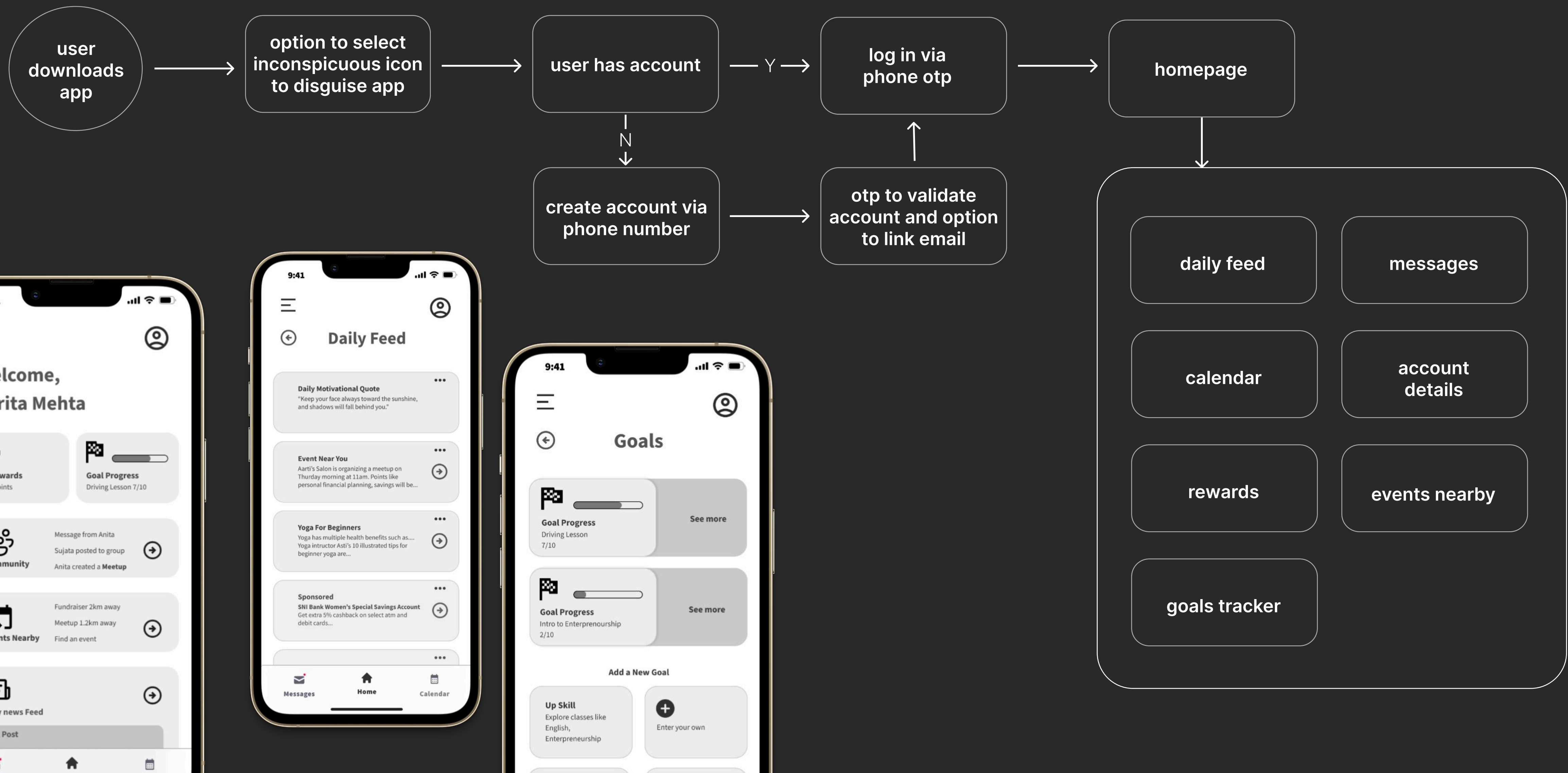
App for Equality
The System

The system will include tie-ups with businesses, organizations and individuals committed to gender equality and helping empower women.

This will support local businesses as well as provide safe spaces for users of Empower App.

Aadhaar based verification will be used to verify app partners and users for safety and trust. (Aadhaar is a 12 digit individual identification number which serves as proof of identity and proof of address for residents of India.)
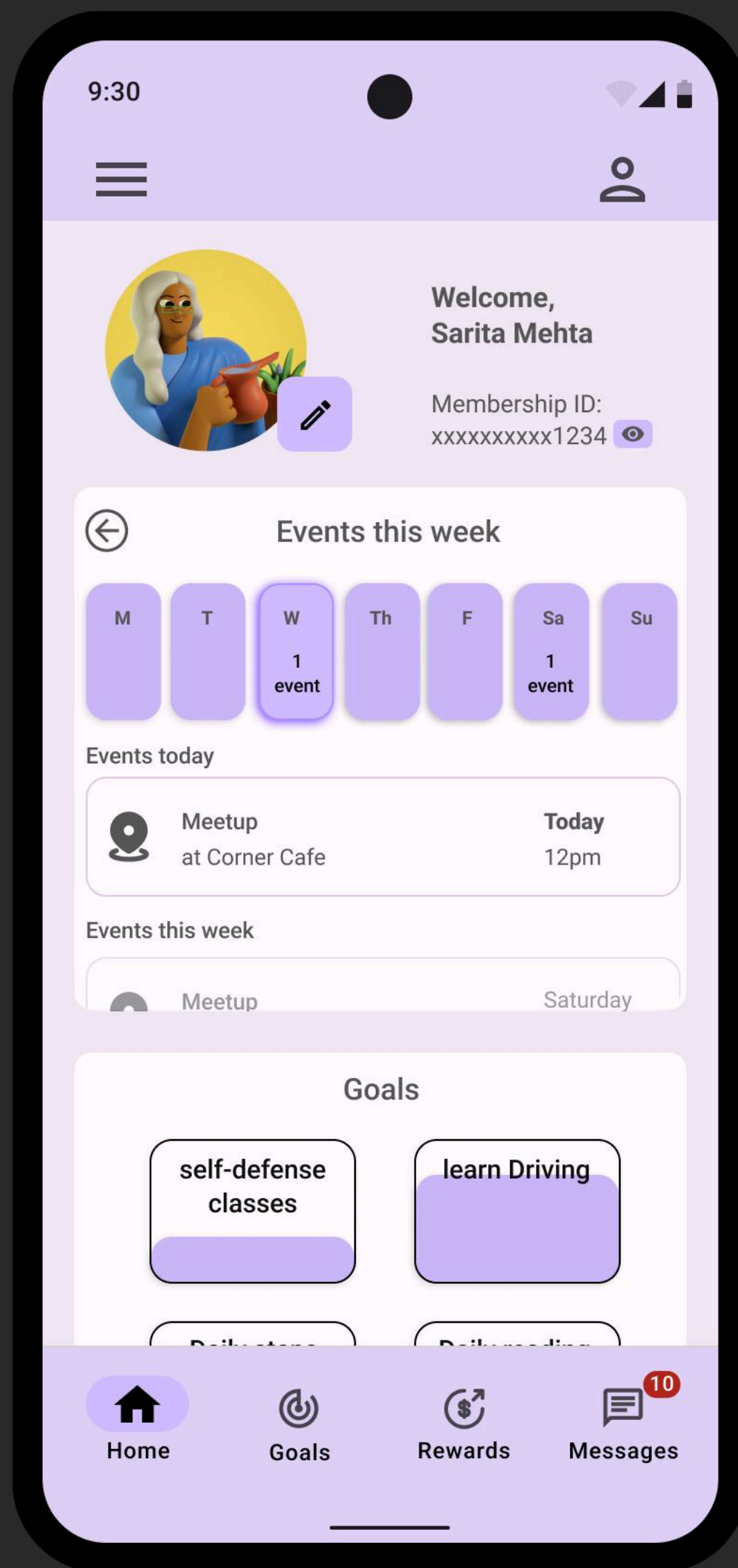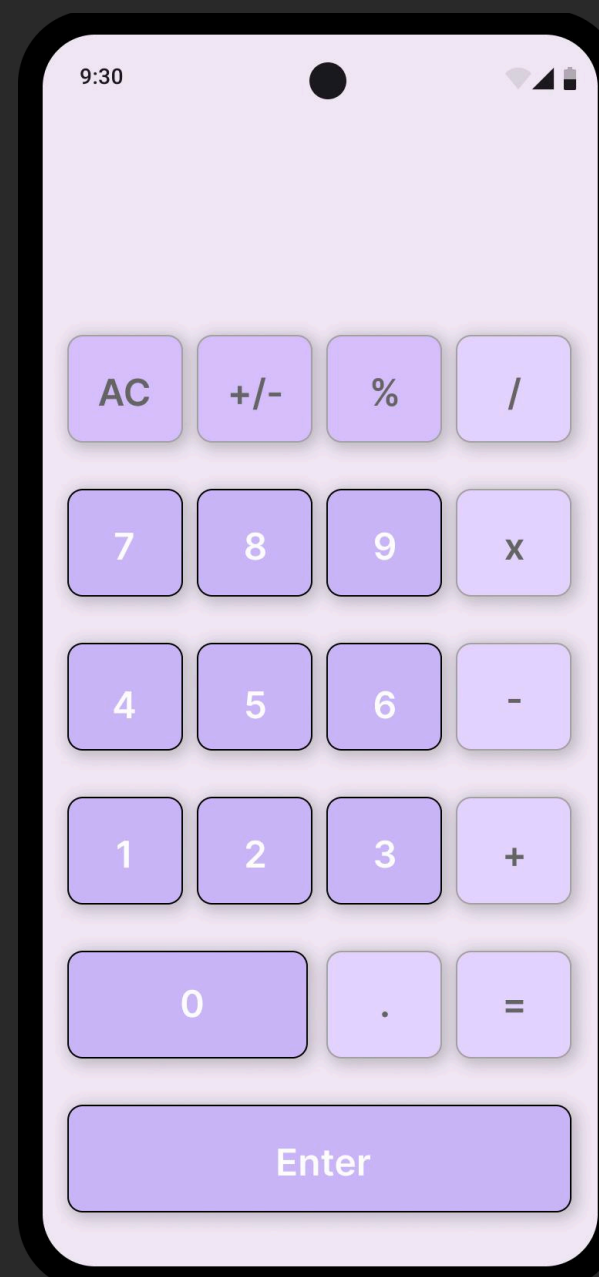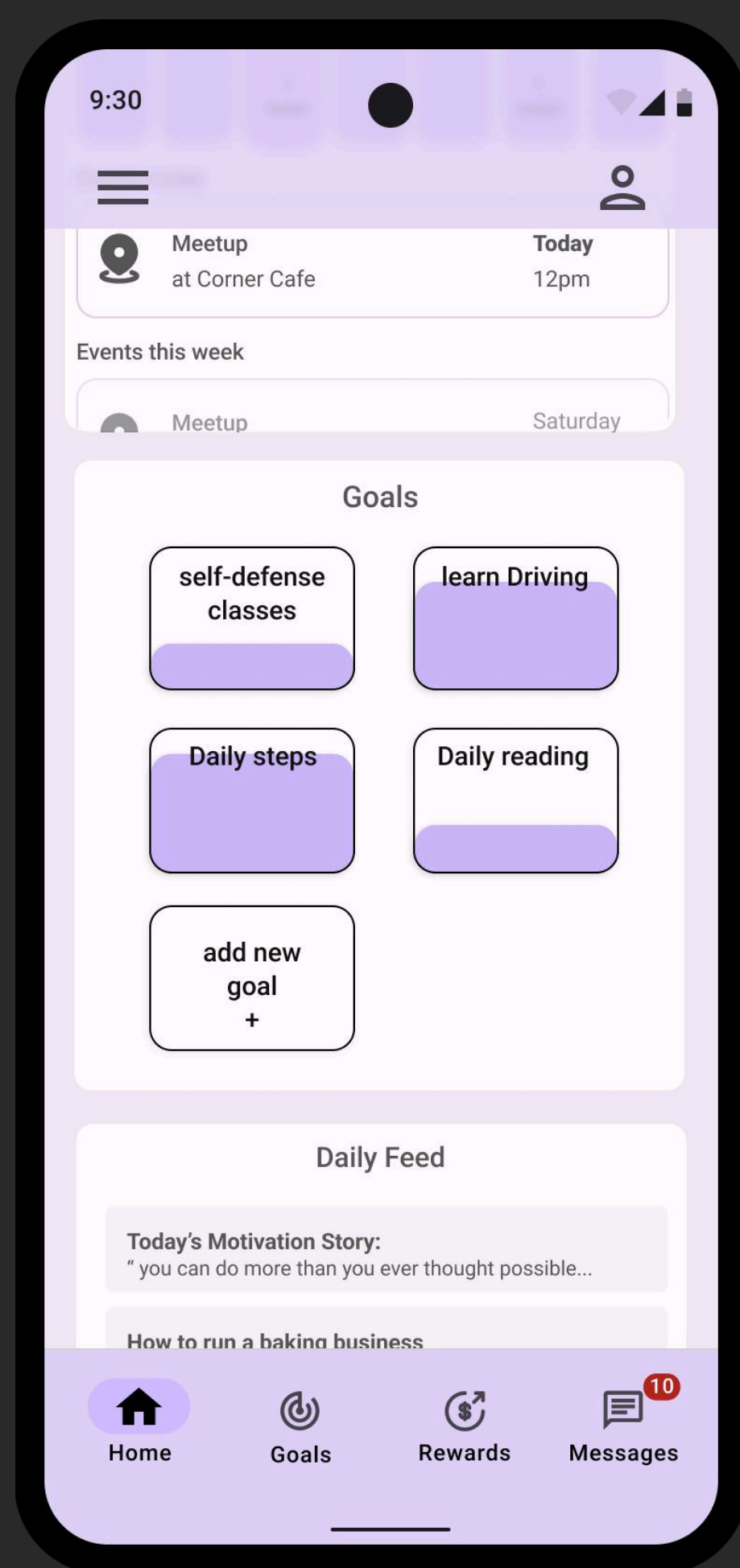
App for Equality
Process

user downloads app → option to select inconspicuous icon to disguise app → user has account — Y → log in via phone otp → homepage

user has account — N ↓ create account via phone number → otp to validate account and option to link email ↑ → log in via phone otp

homepage ↓

- daily feed
- messages
- calendar
- account details
- rewards
- events nearby
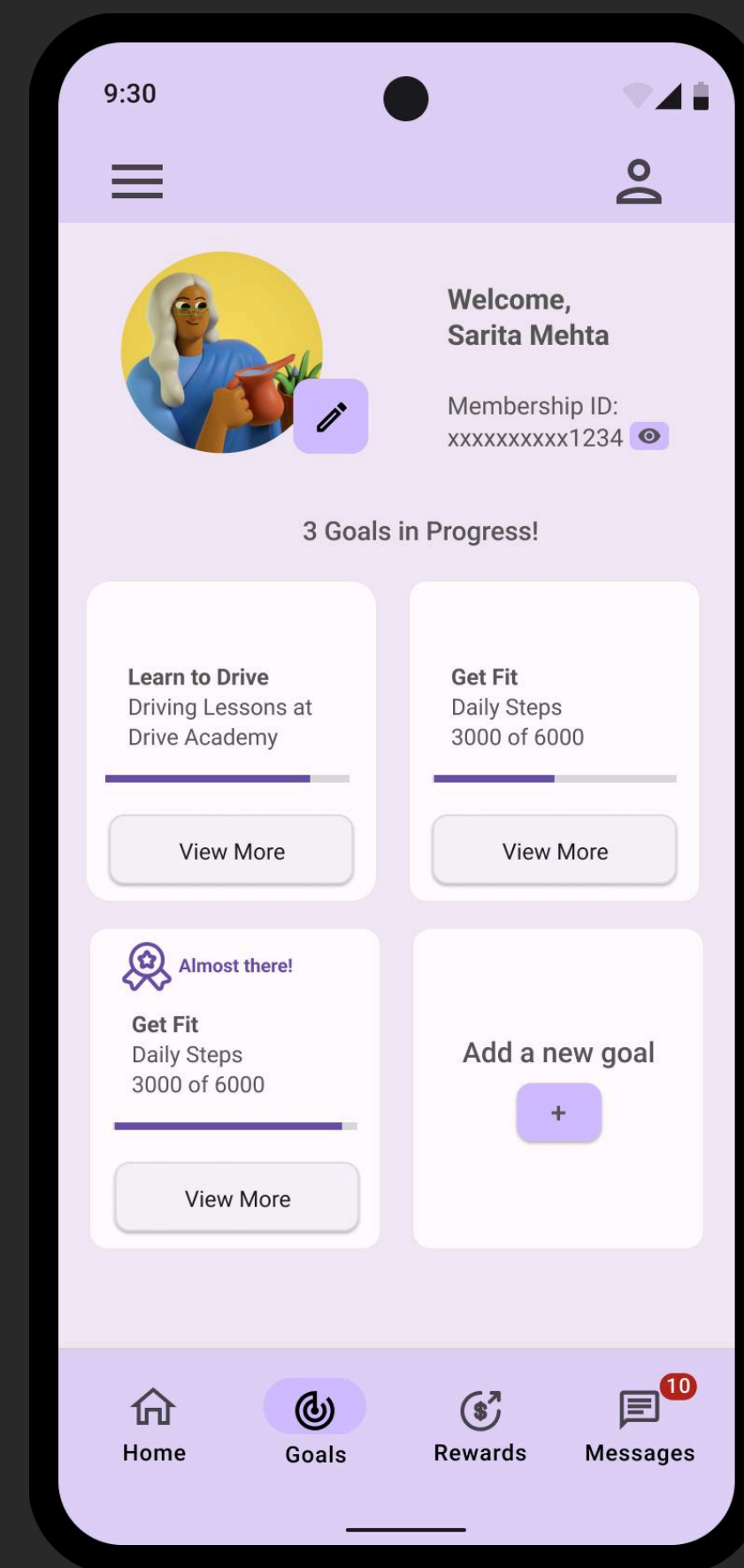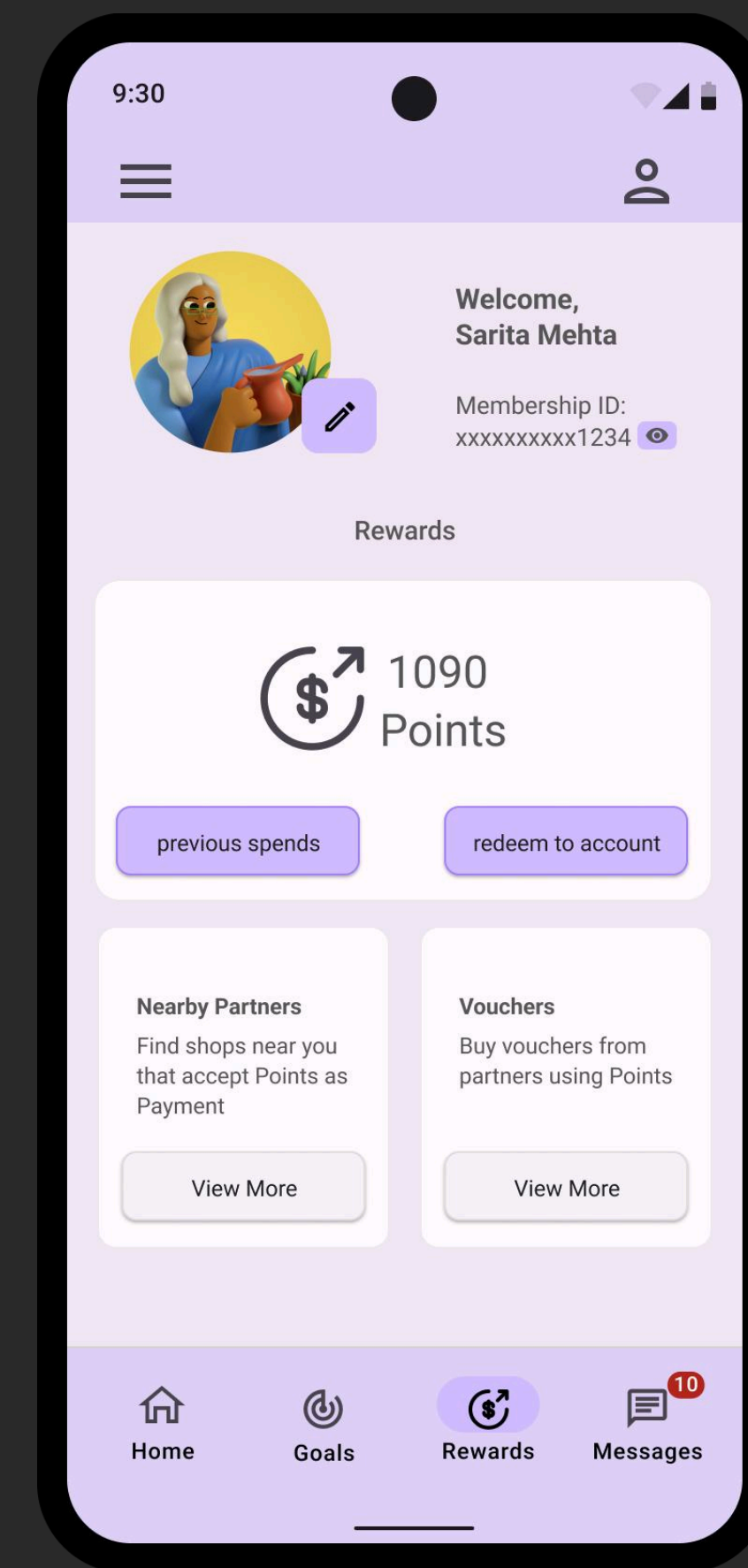- goals tracker

App for Equality

The app

Everything at-a-glance on home page

Can be disguised as a calculator till passcode is entered

Goal Setting and Tracking

Reward Points Tracking and nearby locations that accept points