

DESIGN EQUALITY

Project Title: *ElevateHer*

A Gender-Inclusive Information and Innovation Platform for Women

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Chapter One: Introduction

1.1 Background

Over the past decades, women's participation in education, training, and innovation programs has increased globally and across Africa. More women are entering universities, technical programs, and entrepreneurship initiatives, demonstrating skills, creativity, and ambition on par with their male peers. Despite these advances, participation alone does not guarantee meaningful advancement. Many women remain underrepresented in leadership, decision-making, and economic ownership roles.

Persistent structural, social, and economic barriers limit the translation of skills and participation into influence and empowerment. Cultural norms and stereotypes often associate authority, technical expertise, and innovation with men, reinforcing exclusion. Practical constraints, such as limited access to transport, capital, formal financial services, and mentorship networks, further restrict women's ability to leverage opportunities. As a result, education and training often yield skills without sustainable pathways to leadership, innovation, or economic agency.

1.2 Problem Statement

Despite increased participation of women in education, training, and innovation programs, many women remain excluded from leadership, economic power, and decision-making spaces. A primary driver of this exclusion is not lack of capability, but lack of access to critical knowledge, information, and informal systems that enable long-term advancement. In many contexts, gaps in information are treated as individual shortcomings, becoming a convenient justification for excluding women from opportunities, resources, and authority.

Women are frequently expected to "already know" how to navigate professional systems - including career progression, financial decision-making, asset ownership, and leadership norms - even when they have historically been excluded from the spaces where such knowledge is shared. As a result, women are often disqualified from leadership roles, funding opportunities, or strategic conversations not because of inability, but because they lack exposure to insider knowledge, mentorship, and networks that men are more likely to access informally.

This exclusion is reinforced by persistent social and organizational biases. Implicit stereotypes here that associate leadership, technical expertise, and authority with men shape hiring, promotion, and project allocation practices. Women are less likely to be selected for high-visibility assignments, advanced leadership tracks, or innovation ownership roles, limiting their ability to build experience, confidence, and professional capital. The absence of mentorship and sponsorship further deepens this gap, leaving many women without guidance on how to advance or recover from early-career missteps.

Economic systems mirror these informational inequalities. Women face structural disadvantages in financial markets, including higher costs in consumer financing, discriminatory lending practices, and reduced access to credit and assets. In sectors such as auto ownership and housing, women are more likely to face unfavorable terms due to limited access to financial literacy, negotiation knowledge, and formal financial systems. In many African contexts, women's restricted access to transport, capital, and banking

services forces reliance on informal savings mechanisms, limiting mobility, investment capacity, and economic security.

Across education, innovation, finance, and governance, information asymmetry functions as a gatekeeping tool. Women may complete training programs or innovation challenges but exit without clear knowledge of post-program pathways, sector dynamics, funding options, or leadership opportunities. Without access to this critical knowledge, participation does not translate into power, ownership, or long-term impact.

Ultimately, women are excluded not only through overt discrimination, but through systematic denial of information, exposure, and social capital. Addressing gender inequality therefore requires more than increasing participation - it demands intentional efforts to close knowledge gaps, dismantle informal gatekeeping systems, and ensure women are equipped with the information, networks, and confidence needed to fully participate in and shape economic and social systems.

Chapter Two: Target Users and Use Cases

2.1 Primary Target Users

The primary target users of this initiative are women students, graduates, and early-career professionals who aspire to participate and lead within innovation, technology, and leadership ecosystems but are systematically disadvantaged by limited access to critical information, mentorship, and informal professional networks. While many possess the technical skills and motivation required to succeed, they are often excluded from advancement opportunities because they lack exposure to unwritten rules, informal pathways, and social capital that are assumed rather than taught.

This initiative also targets women innovators and aspiring entrepreneurs whose ability to transform ideas into viable ventures is constrained by information asymmetries around funding mechanisms, market access, regulatory requirements, and business growth. In many cases, exclusion from entrepreneurial success stems not from a lack of innovation capacity, but from denial of timely, accessible knowledge about how financial and institutional systems operate.

A further primary user group includes women transitioning from education, training programs, fellowships, or innovation challenges into the workforce or entrepreneurial spaces. Although participation rates may be high, many women encounter a significant post-program gap, exiting without clarity on next steps, leadership pathways, or economic opportunities. Without guidance during this transition, participation does not translate into long-term empowerment, income generation, or decision-making power.

2.2 Secondary Users and Stakeholders

Secondary users include women mentors, practitioners, and leaders who are willing to share experiential knowledge, demystify opaque systems, and support others navigating male-dominated or exclusionary environments. Through structured knowledge transfer, their lived experience becomes a resource for countering informal gatekeeping, isolation, and confidence erosion.

Educational institutions, innovation hubs, and civil society organizations also constitute key stakeholders. These institutions benefit from insights that help identify where information gaps and informal exclusion occur, enabling the design of more equitable programs, stronger accountability mechanisms, and improved retention and progression outcomes for women.

Researchers, advocates, and policymakers form an additional stakeholder group, using insights generated through the initiative to understand how information access, mentorship, and network inclusion shape women's participation and advancement. These insights support evidence-based policy formulation, gender-responsive programming, and long-term systems change.

2.3 Key Use Cases

In practice, the initiative supports women who have completed education, training, or innovation programs but lack clear, actionable guidance on employment pathways, funding opportunities, leadership tracks, or entrepreneurship options. By structuring access to relevant information and exposing post-program pathways, the platform helps women move from uncertainty to informed decision-making.

The initiative also serves women navigating complex or discriminatory financial systems by providing accessible guidance on credit, financing, and asset ownership. This support enables more informed financial decisions in contexts where formal systems are opaque or exclusionary.

By facilitating access to mentors, role models, and peer networks, the initiative addresses isolation and knowledge gaps in male-dominated fields. At an institutional level, it enables organizations to identify where women disengage due to lack of information, exposure, or support, and to implement targeted interventions that reduce gender gaps and improve equity outcomes.

To lower barriers to entry, the platform allows women to explore the Information Hub and Mentor directory as guests, requiring registration only when they choose to join the community or request direct mentorship.

Chapter Three: The Proposed Solution - ElevateHer Platform

3.1 Overview of the ElevateHer Concept

ElevateHer is a curated, gender-aware digital platform designed to address the systemic information gaps that prevent women from translating participation in education, training, and innovation programs into long-term leadership and economic outcomes. Rather than focusing solely on increasing participation, the

platform targets the structural barriers that arise after program completion, where lack of access to information, mentorship, and informal networks often leads to disengagement and stalled progress.

The platform centralizes access to actionable knowledge, mentorship connections, and clearly defined post-program pathways, equipping women with the information and social capital needed to navigate systems that are frequently opaque and exclusionary. By making implicit rules and pathways visible, ElevateHer supports informed decision-making and sustained engagement at critical transition points.

3.2 Core Platform Features

3.2.1 Centralized Information Hub

A core component of ElevateHer is its centralized information hub, which aggregates and contextualizes resources related to innovation opportunities, entrepreneurship support, financial tools, and career development. This hub replaces fragmented and informal knowledge-sharing with equitable access to reliable, up-to-date information that women can confidently act upon. Resources are curated to reflect sector-specific realities and common decision points faced by women after training or program participation.

3.2.2 Mentorship and Role Model Visibility

ElevateHer strengthens access to mentorship and role models by connecting users with women innovators, professionals, and leaders across diverse fields. Through these connections, users gain exposure to experiential knowledge and lived insights that are often inaccessible through formal channels. This visibility helps demystify leadership and innovation pathways, counter isolation in male-dominated environments, and reinforce confidence through representation and guidance.

3.2.3 Post-Program Pathway Mapping

To address the persistent post-program gap, ElevateHer provides structured pathway mapping that visually outlines potential next steps following degrees, training, fellowships, or innovation challenges. These pathways make progression routes explicit by clarifying available options, requirements, and timelines that are frequently hidden or informally communicated. This feature enables women to move from participation to purposeful action with greater clarity and direction. This process is driven by an automated Pathway Engine that cross-references a user's profile data with industry-specific milestones, funding cycles, and career requirements to generate a dynamic, personalized roadmap

3.2.4 Community Knowledge Sharing and Q&A

Community engagement is embedded through moderated peer discussion and question-and-answer spaces that allow women to learn from one another's experiences while accessing mentor-informed guidance. This collective knowledge exchange reduces stigma around asking questions, builds trust, and supports sustained participation beyond formal programs. By validating shared challenges and solutions, the platform fosters a sense of belonging and mutual support. Users can further contribute to this collective

wisdom by documenting and sharing their success stories, providing a qualitative narrative of how they overcame specific barriers.

3.2.5 Gender Gap Visualization Tools

ElevateHer incorporates gender gap visualization tools that surface disparities in participation, access, and outcomes across programs and sectors. These tools enable organizations, researchers, and policymakers to identify where women are excluded due to information asymmetry or systemic barriers. The data generated by the Pathway Engine regarding user progression and roadblocks serves as a primary data source for these visualizations, highlighting specific stages where systemic barriers persist. By transforming this granular data into actionable insight, the platform supports evidence-based decision-making and more responsive, gender-inclusive program and policy design.

3.3 Design Principles and Gender-Inclusive Approach

ElevateHer is intentionally designed to prioritize relevance, clarity, and context over volume or complexity. Rather than overwhelming users with unfiltered content, the platform curates information around real-world decisions such as entering the workforce, seeking funding, or launching a venture. This design approach acknowledges women's lived realities, time constraints, and the cumulative effects of exclusion from informal knowledge systems.

At its core, the platform adopts a gender-inclusive approach that recognizes information access as a form of power. By centering women's experiences, reducing reliance on informal gatekeeping, and amplifying peer and mentor knowledge, ElevateHer challenges belief systems and norms that limit women's visibility and authority. The result is a platform that not only supports individual advancement but also contributes to broader cultural and institutional change within innovation and leadership ecosystems.

Chapter Four: User Journey (Design Story)

4.1 User Experience Before ElevateHer

Before ElevateHer, women encountered exclusion at multiple points in their personal, professional, and economic lives due to fragmented, inaccessible, or informal information systems. Whether seeking career guidance, industry entry knowledge, financial advice, or post-training opportunities, women are often expected to already understand complex systems that were not designed to include them.

Women seeking general information, such as how to purchase property, access credit, negotiate financial products, enter specific industries, or plan long-term careers, are confronted with scattered online

resources, jargon-heavy advice, and guidance that assumes insider knowledge or male-oriented experiences. Reliable information is often locked behind informal networks, professional circles, or mentorship relationships that women are less likely to access. As a result, women are forced to rely on incomplete advice, trial-and-error learning, or informal sources that increase financial risk and reinforce insecurity.

For women who complete education, training, or innovation programs, these challenges persist. After program completion, many exit without clarity on next steps, leadership pathways, funding options, or sector dynamics. The absence of structured guidance transforms participation into a temporary experience rather than a pathway to long-term economic or decision-making power.

Across both groups, the outcome is similar: women lose momentum, confidence, and agency. Information gaps are internalized as personal inadequacy rather than recognized as systemic exclusion. Over time, this reinforces disengagement from leadership, asset ownership, innovation, and economic advancement.

4.2 User Experience With ElevateHer

With ElevateHer, women gain access to a structured, gender-aware information ecosystem that meets them wherever they are, whether exploring financial decisions, entering an industry, transitioning after training, or advancing into leadership and entrepreneurship.

Women begin by registering on the platform and identifying their interests, goals, and current context. This may include seeking guidance on financial literacy, property ownership, entrepreneurship, employment pathways, or leadership development. Rather than assuming prior knowledge or credentials, ElevateHer provides clear, contextualized information that explains systems, options, and trade-offs in accessible language.

The platform generates tailored pathways that align with the user's goals, offering step-by-step guidance across domains such as career development, financial decision-making, innovation participation, or business growth. By making implicit systems explicit, ElevateHer enables women to understand how opportunities function, what requirements exist, and how to progress confidently.

Mentorship and role model engagement further strengthens this experience. Women can connect with mentors who share lived insights on navigating financial systems, purchasing assets, advancing careers, or overcoming exclusion in male-dominated spaces. This access demystifies complex decisions and counters isolation with representation and trust.

Community spaces allow women to ask questions, share experiences, and learn collectively, reducing stigma around uncertainty and reinforcing confidence through shared knowledge. Importantly, women are no longer required to "already know" in order to participate, they are supported through informed learning and guided decision-making.

4.3 End-to-End User Journey Narrative

A woman seeks clarity whether on purchasing property, managing finances, entering an industry, or advancing her career. She registers on ElevateHer and defines her goals and current situation.

The platform provides curated, relevant information that explains systems clearly and highlights realistic options. Personalized pathways outline actionable next steps, while mentorship connections offer contextual guidance grounded in lived experience.

With access to reliable information, supportive networks, and visible role models, the woman makes informed decisions, applying for financing, pursuing employment opportunities, launching a venture, or planning long-term asset ownership with confidence.

As she progresses, she documents milestones and shares insights with the community, contributing to collective learning and generating qualitative evidence of systemic barriers and solutions. Her journey shifts from uncertainty and exclusion to informed participation and agency.

Through this process, ElevateHer transforms information from a gatekeeping mechanism into a tool for empowerment, supporting women not only after participation, but at every stage where access to knowledge determines opportunity.

Chapter Five: Impact Statement

5.1 Short-Term Impact

In the short term, ElevateHer addresses the immediate effects of prolonged exclusion from knowledge, networks, and decision-making spaces. By making career, financial, and leadership pathways explicit and accessible, the platform reduces uncertainty that is often misinterpreted as personal inadequacy. Women gain clarity on available options, requirements, and next steps, whether navigating industry entry, financial decisions, or post-program transitions.

Access to mentors, role models, and peer knowledge challenges internalized self-doubt and reinforces women's sense of legitimacy in spaces where authority and expertise have traditionally been male-coded. As informational barriers are lowered, women are better positioned to make informed decisions, engage confidently in professional and financial systems, and assert agency in environments that have historically relied on silence, exclusion, and informal gatekeeping to limit participation.

5.2 Long-Term Impact

Over the long term, sustained access to information, visibility, and social capital contributes to the erosion of belief systems that associate leadership, innovation, and economic authority primarily with men. As women increasingly translate participation into leadership roles, entrepreneurship, asset ownership, and decision-making power, they challenge the persistence of the "glass ceiling" that restricts advancement despite demonstrated competence.

These cumulative shifts normalize women's presence across innovation ecosystems, financial markets, and governance spaces. Increased representation disrupts implicit bias in hiring, promotion, and funding decisions, gradually reshaping expectations around who is seen as qualified, credible, and capable. In this way, ElevateHer supports not only individual advancement but also generational change in how leadership and expertise are perceived.

5.3 Ecosystem and Institutional Impact

At the ecosystem level, ElevateHer enables cultural and institutional change by transforming invisible inequities into visible, measurable patterns. By capturing data on access, progression, and outcomes, the platform exposes where belief-driven biases, information asymmetries, and informal exclusion persist across programs, sectors, and institutions.

These insights allow organizations, innovation hubs, and policymakers to move beyond surface-level participation metrics and confront the deeper norms and assumptions embedded in program design, evaluation, and resource allocation. By linking information access with representation and long-term outcomes, ElevateHer supports the development of gender-responsive policies, more equitable innovation ecosystems, and institutional practices that extend economic and social benefits to women and their communities.

Chapter Six: SDG ALIGNMENT

ElevateHer directly aligns with major United Nations Sustainable Development Goals:

6.1 SDG 5 - Gender Equality:

ElevateHer directly advances gender equality by addressing the systemic information and visibility gaps that limit women's progression into leadership, innovation, and economic decision-making roles. By making pathways explicit, amplifying women role models, and enabling access to mentorship and networks, the platform supports women's agency and challenges the norms and belief systems that underpin gender-based exclusion.

6.2 SDG 4 - Quality Education:

The platform extends the impact of formal education and training by supporting lifelong learning and practical application of skills beyond program completion. ElevateHer bridges the gap between participation and outcome by providing women with guidance, contextual knowledge, and post-training pathways that enable skills to translate into real-world leadership, innovation, and economic opportunities.

6.3 SDG 8 - Decent Work and Economic Growth:

ElevateHer contributes to inclusive economic growth by facilitating women's access to decent work,

entrepreneurship, and income-generating opportunities. Through improved access to information, financial guidance, and mentorship, the platform helps women navigate labor markets and economic systems that are often opaque or discriminatory, supporting more equitable participation in economic life.

6.4 SDG 9 - Industry, Innovation, and Infrastructure:

By strengthening women's participation in innovation ecosystems, ElevateHer promotes more inclusive and resilient technological and entrepreneurial environments. The platform supports gender-integrated innovation by ensuring women are not only participants in programs, but visible contributors and leaders in the development of new technologies, enterprises, and infrastructure.

Chapter Seven: Research Support and Data Highlights

7.1 Structural and Cultural Barriers to Women's Advancement

Extensive research demonstrates that women's progression into leadership, innovation, and decision-making roles is constrained by entrenched structural and cultural barriers rather than by lack of competence or ambition. Social norms and implicit biases continue to associate leadership, authority, and technical expertise with men, shaping institutional practices such as hiring, promotion, and allocation of high-impact assignments [1], [2]. These biases influence who is perceived as "ready" or "qualified," often disadvantageous to women even when their qualifications are comparable to those of their male counterparts.

Studies further show that women's exclusion is frequently mediated through informal systems rather than explicit discrimination. Access to mentorship, professional networks, and insider knowledge is often governed by unwritten rules and social relationships from which women are historically excluded [2]. In such environments, women may be evaluated as less confident or less capable, not because of actual skill gaps, but because they have had fewer opportunities to observe, practice, and internalize leadership norms. Research from African contexts similarly highlights how cultural expectations and institutional norms restrict women's participation in political and organizational leadership, reinforcing gendered power imbalances [3].

7.2 Economic Inequalities and Financial Exclusion

Economic literature consistently identifies gender-based disparities in access to financial systems, capital, and asset ownership. Women are more likely to face discriminatory pricing, higher financing costs, and unfavorable lending terms, often referred to as the "pink tax", which limit their ability to accumulate wealth and invest in long-term economic opportunities. These inequalities persist across both developed and low- and middle-income economies, reflecting systemic bias rather than isolated market failures.

In addition to formal discrimination, limited access to financial literacy and transparent information significantly exacerbates women's economic exclusion. Financial systems frequently assume prior exposure to complex products, contracts, and negotiation processes, knowledge that women are less likely to acquire through informal channels [6]. In African contexts, women's access to finance, land, and formal economic capital is further constrained by cultural norms, poverty, and unequal land ownership, pushing many to rely on informal savings mechanisms such as rotating savings and credit associations [4],[5]. While these community-based systems demonstrate women's resilience and collective knowledge sharing, they also highlight gaps in access to formal financial information and institutional support.

7.3 Information Asymmetry and Post-Program Gaps

A growing body of research identifies information asymmetry as a critical but under-addressed barrier to women's long-term advancement. Although women's participation in education, training, and innovation programs has increased, many women exit these programs without clear understanding of post-program pathways, funding mechanisms, leadership trajectories, or sector-specific dynamics [7]. Participation is often measured as an endpoint, while progression and outcomes receive far less attention.

This post-program gap reflects broader structural patterns in which women are expected to independently navigate complex professional and economic systems despite having limited access to mentorship, networks, and informal guidance [7], [8]. Research on women's participation in African research and innovation ecosystems highlights how lack of exposure to decision-making spaces and career navigation knowledge restricts long-term impact, even among highly educated women [8]. Information gaps thus function as a subtle but powerful form of gatekeeping, preventing women from converting participation into leadership, ownership, and sustained economic empowerment.

7.4 Relevance of Research Findings to ElevateHer

The research findings presented above directly inform the rationale and design of the ElevateHer platform. Evidence of structural and cultural barriers underscores the need for interventions that make implicit leadership norms, pathways, and expectations explicit rather than relying on informal knowledge transfer [1]-[3]. Findings on economic inequality and financial exclusion highlight the importance of accessible, contextualized financial information that enables women to make informed decisions regarding credit, asset ownership, and entrepreneurship [4]-[6].

Most critically, research on information asymmetry and post-program gaps validates ElevateHer's core premise: that access to timely, relevant, and actionable knowledge is essential for meaningful participation and advancement [7]-[9]. By centralizing information, facilitating mentorship, and making informal systems visible, ElevateHer addresses the mechanisms through which exclusion persists despite increased participation. Grounded in empirical evidence, the platform represents a structural response to the

systematic denial of information, exposure, and social capital that continues to limit women's leadership and economic outcomes.

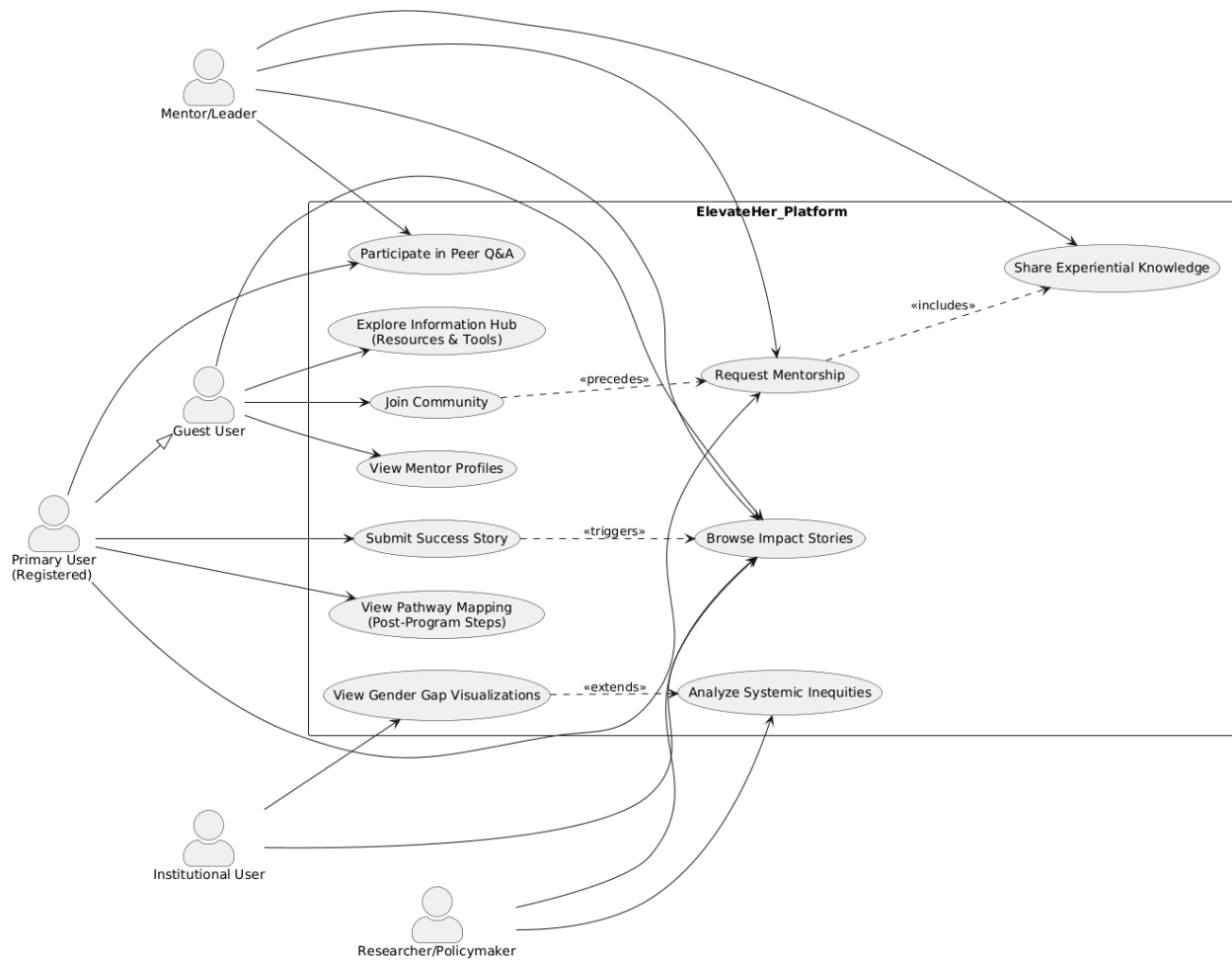
Chapter Eight: SYSTEM ARCHITECTURE & DIAGRAMS

This section outlines the technical logic of the ElevateHer platform, demonstrating how the software facilitates the transition from information seeker to empowered leader.

8.1 Use Case Diagram

The Use Case diagram illustrates the relationship between different user roles and the platform's functionalities. It specifically highlights the "Lazy Registration" model, which allows women to gain value from the platform before committing to a formal account.

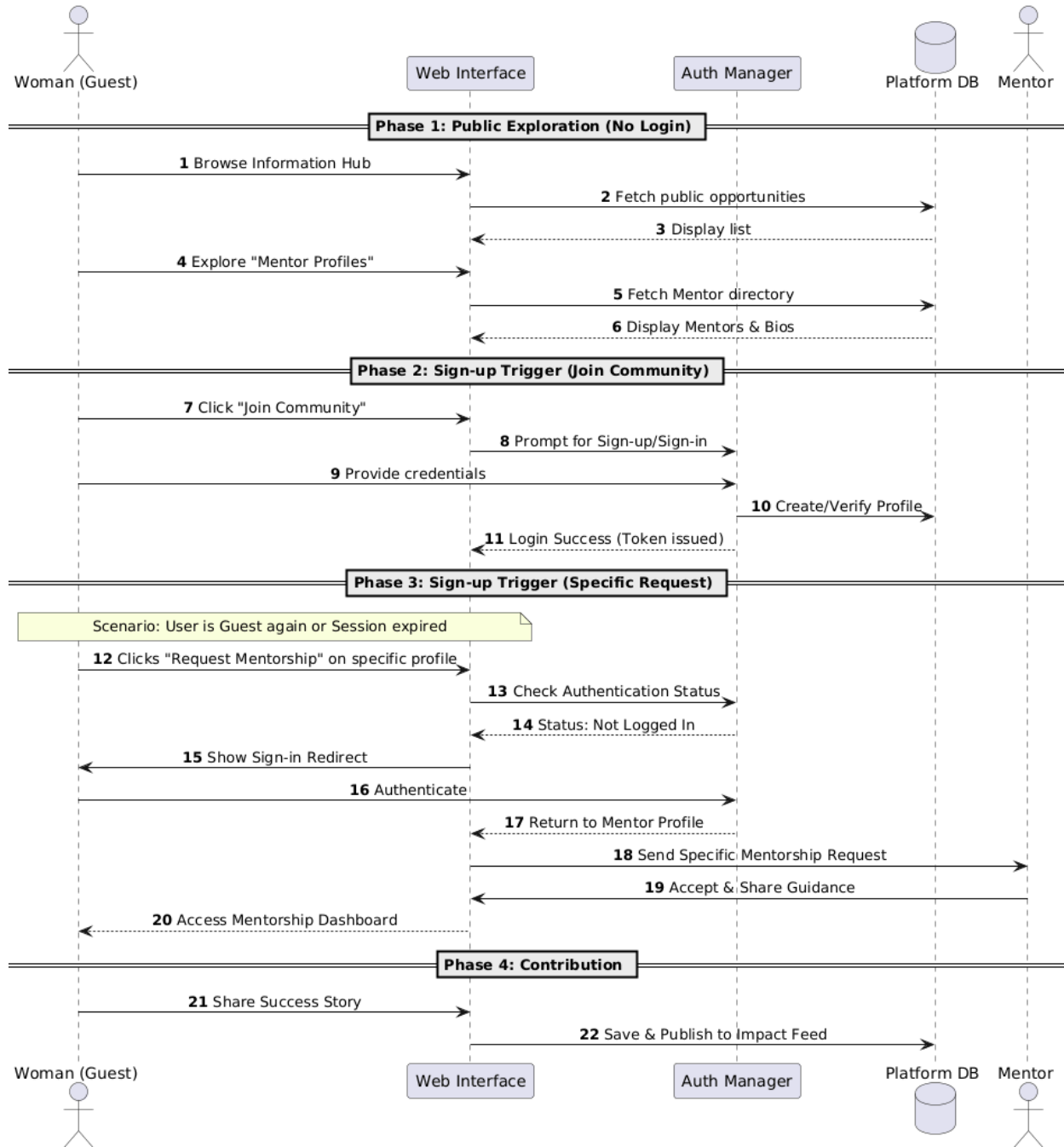
- **Guest Users:** Can freely explore the Information Hub, view Mentor Profiles, and read Success Stories. This addresses the "Information Asymmetry" problem by removing initial barriers to critical knowledge.
- **Primary Users (Registered):** Upon clicking "Join Community" or "Request Mentorship," users are prompted to register. This unlocks private features like Pathway Mapping, Peer Q&A, and direct mentor engagement.
- **Secondary Actors (Institutions/Stakeholders):** These roles interact with the Analytics Engine to view Gender Gap Visualizations, providing the data necessary for systemic policy change.



8.2 Sequence Diagram: The Journey from Discovery to Impact

The Sequence Diagram maps the chronological flow of a user's interaction, specifically how the platform handles the transition from a guest visitor to a successful community member.

1. **Exploration:** The user enters as a guest to browse opportunities and mentors.
2. **Conversion:** The system triggers an authentication prompt only when the user attempts a high-value action (e.g., requesting a mentor).
3. **Pathfinding:** Once logged in, the Pathway Engine processes the user's profile to generate a tailored roadmap, making "implicit" career steps explicit.
4. **Mentorship:** A direct communication loop is established between the User and the Mentor.
5. **The Impact Loop:** After achieving a milestone, the user documents their experience via the Stories Module, which feeds back into the public "Impact Feed" to inspire new guests.

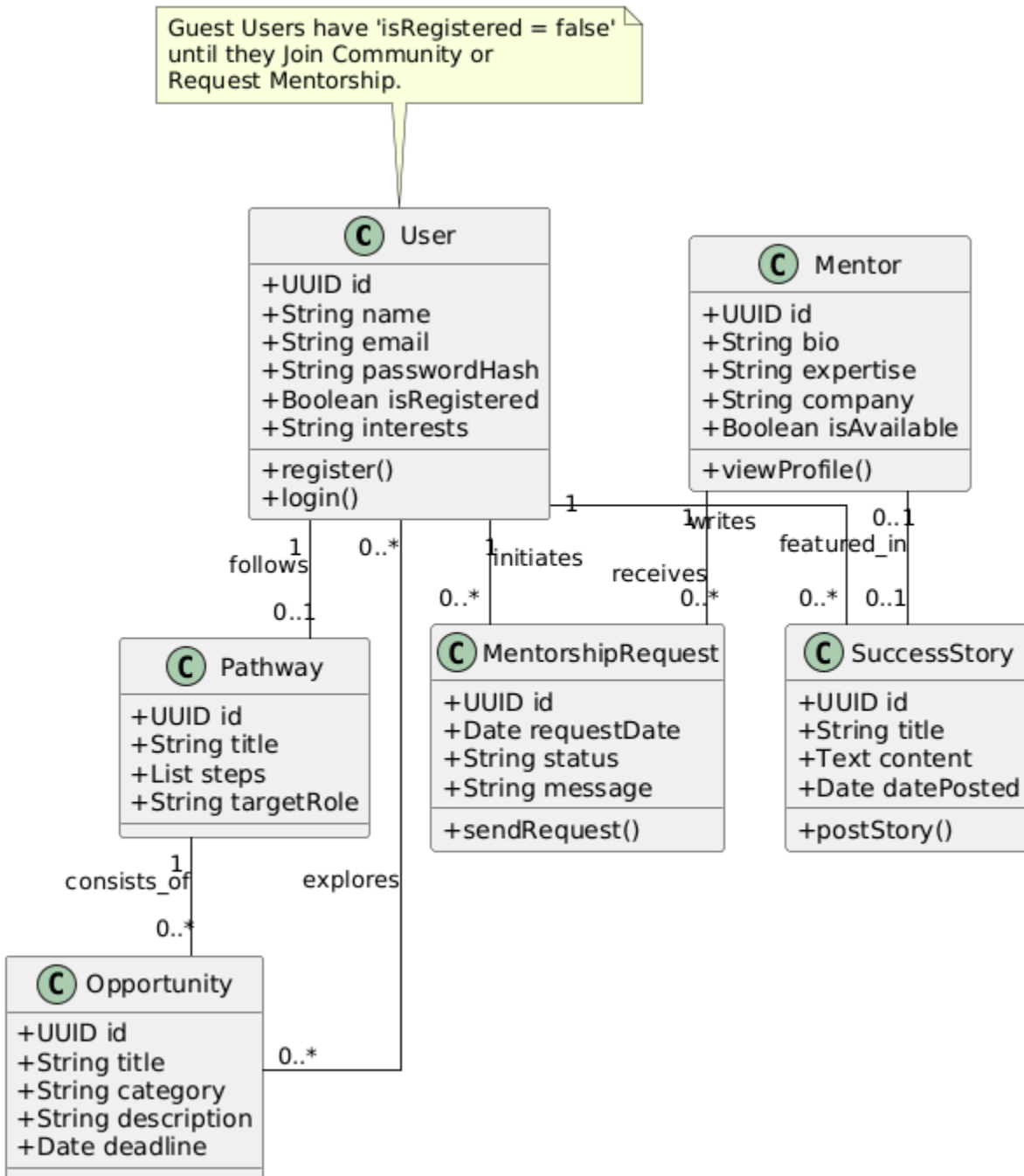


8.3 Class Diagram: Data Entities and Relationships

The Class Diagram defines the underlying structure of the ElevateHer database, ensuring that individual progress is trackable and measurable.

- **User & Session Logic:** Tracks whether a user is a guest or a registered member.
- **The Bridge (MentorshipRequest):** A dedicated entity that manages the connection, status, and feedback between users and mentors.

- **Success Stories:** These are linked to both the User (for personal branding) and the Mentor (to validate mentorship efficacy), creating a qualitative data set for researchers.
- **Pathways & Opportunities:** Opportunities are categorized and "bundled" into Pathways, transforming scattered data into a structured career or entrepreneurial journey.



Chapter Nine: Conclusion

9.1 Summary of the Design Equality Approach

ElevateHer responds to gender inequality not as an abstract social issue, but as a design challenge rooted in access, visibility, and information flow. While women's participation in education and innovation has increased, the data shows that participation does not automatically translate into leadership or economic ownership. The gap lies in the "informal systems", the unwritten rules, the hidden networks, and the opaque pathways that have historically favored men.

By centering design around women's lived realities, ElevateHer addresses information asymmetry as a form of structural exclusion. The platform transforms fragmented, male-dominated knowledge networks into accessible, structured, and gender-aware pathways. Through the integration of the Pathway Engine, curated mentorship, and the Success Stories module, the platform ensures that women are not merely present in innovation ecosystems, but are equipped to navigate, lead, and shape them.

9.2 Technical Synergy and Impact

The architecture of ElevateHer as outlined in the Use Case and Sequence diagrams, is intentionally designed to lower barriers. By adopting a "Lazy Registration" model, the platform respects the user's agency, providing immediate value through the Information Hub before requiring formal commitment. This mirrors the project's philosophy: information should not be a gatekeeping tool, but a catalyst.

The transition from a "Guest" browsing opportunities to a "Primary User" sharing a success story represents the platform's core mission: turning uncertainty into actionable confidence. Furthermore, by providing Gender Gap Visualizations for institutions, ElevateHer moves beyond individual support to provide the data necessary for dismantling systemic biases in hiring, funding, and promotion etc.

9.3 Vision for Scale and Sustainability

ElevateHer is designed as a scalable and modular ecosystem. Its framework can be adapted across diverse sectors, from STEM and tech-innovation to agriculture and financial services across Africa and beyond. As the community grows, the platform's database will become a rich repository of qualitative and quantitative insights, allowing policymakers to identify exactly where women disengage and how to intervene effectively.

In the long term, ElevateHer envisions a world where the "glass ceiling" is shattered not just by individual resilience, but by equitable system design. By making pathways visible and amplifying women's voices, the platform contributes to a new norm where women's leadership is expected, supported, and sustained. ElevateHer demonstrates that equality is not achieved by increasing numbers alone, but by ensuring that access to knowledge and opportunity is equitable by default.

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