

May 2023

## Femme Forward

The Femme Forward project trains and supports women from diverse backgrounds to kickstart either their digital careers or create new startups.

Deliverable 3.1

Femme Forward learning gateway platform

# About Femme Forward

## Project overview

Femme Forward - *Fast-tracking women into new tech careers and supporting successful female-led start-ups* - is a two-year transnational project funded under the Erasmus+ Programme.

Through an innovative and comprehensive training programme, women with various backgrounds will be empowered to either start a career in tech or employ their experience and knowledge to set up a tech start-up.

Femme Forward will identify, develop and pilot high-quality digital education content that will tackle the current gender gap in the digital economy, enabling at least 500 women to start on the track to tech employment or entrepreneurship.

Femme Forward will offer an easy-to-use and extensive repository of tested, high-quality educational materials, available in multiple languages, and on a multi-device compatible learning platform: [femmeforward.eu](https://femmeforward.eu)

## Project Partners

The Femme Forward consortium is composed of 14 partners led by SIMPLON.co bringing together key industry, technology and education stakeholders in Europe.

### Full partners

1. SIMPLON.CO (France)
2. TOP-IX (Italy)
3. ENGIM PIEMONTE (Italy)
4. Tech and Teach GmbH (Germany)
5. BeCode (Belgium)
6. Big Blue Data Academy (Greece)
7. CYPRUS COMPUTER SOCIETY (Cyprus)
8. Asociatia ETIC (Romania)
9. Le Techspace (Belgium)
10. HOCHSCHULE HANNOVER (Germany)

### Associated partners

1. AMAZON WEB SERVICES EMEA SARL
2. RANDSTAD NEDERLAND BV
3. FUJITSU SERVICES LTD
4. DIGITALEUROPE AISBL

## Subcontractors

1. Schuman SA

## Legal Disclaimer

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## Disclosure statement

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# Introduction

We are thrilled to introduce the website gateway platform concept for the Femme Forward project, which has been the result of a true collaboration between all consortium partners involved. Our team has worked closely with potential female users as well to ensure that this platform meets the needs and expectations of the target audience.

From the initial planning phase to the final launch, every step of the process has been informed by the insights and feedback of everyone. We have taken a user-centric approach, ensuring that the website is easy to navigate, visually appealing, and loaded with relevant and informative content.

We are proud to say that our website concept is the result of the hard work and dedication of a diverse group of individuals. Our team comprises experts in design, development, content creation, and marketing, all of whom have worked together to bring this project to life.

We believe that this learning gateway platform is a significant step forward in our mission to provide technical training to women across Europe. However, we recognize that there is always room for improvement, and we are committed to ongoing iteration and evolution.

Moving forward, we will continue to work closely with our stakeholders to gather feedback, analyze data, and identify areas for improvement. We are excited to see how our project evolves over time and look forward to sharing future updates with our community.

In closing, we would like to express our gratitude to everyone involved in the development of the learning gateway platform. We could not have done it without your support, and we are excited to continue collaborating with you in the future.

## Roles in the Work Package

As mentioned before, the learning gateway platform has been a collaborative effort between many consortium partners involved. Hochschule Hannover has been the task leader of Deliverable 3.1 and is in charge of leading the work. In particular, this means managing the completion of the task, obtaining feedback from various stakeholders involved, defining requirements, developing the learning gateway platform as well as performing quality assurance.

Next to Hochschule Hannover Simplon.co and Amazon Web Services have contributed to the project by providing first test users and development



capabilities. Lastly, the rest of the consortium acted as a valuable point of reference for feedback.

## Personas and Target Audience

When scoping the learning gateway platform the project team identified different persons that shall be targeted by the learning gateway platform.

### Persona 1: Women Interested in Learning More about the Project

This persona represents women who are generally interested in the project and want to learn more about the offering and how they can benefit from it. They are usually between 18 to 45 years old, and they are interested in expanding their knowledge and skills. They may have a background in a particular field or industry other than tech, or they may be looking to switch careers. Some of them may also stem from underrepresented communities such as refugees or obtaining a migrant background.

These women are typically not tech-savvy and but basically comfortable using online resources to learn. They are curious and open-minded, and they value high-quality educational content. They are also interested in networking and connecting with like-minded individuals in their industry.

### Persona 2: Women Interested in Applying for Tracks or Participating in Events

This persona represents women who are interested in applying for one of the two tracks offered by the Femme Forward project or participating in one of the many events offered by various members of the consortium and its network. They are also usually between 18 to 45 years old, and they have a rough idea of what they want to achieve professionally.

These women are highly motivated and curious, and they are looking for opportunities to enhance their skills and knowledge. They may have a background in a particular field or industry, or they may be looking to acquire new skills in a new area. They are also interested in networking and connecting with like-minded individuals in their industry.

They value flexibility and convenience and are looking for ways to balance their professional and personal commitments. They are also interested in learning about job opportunities and career advancement possibilities that may be available through the project and its network.

# Goals of the Gateway Platform

The website shall serve to fulfil various goals for the Femme Forward project and its consortium members:

The first goal is to serve as a one-stop destination for users to learn about the Femme Forward project's background and its project members. The website aims to provide detailed information on the project's mission, vision, and objectives. It should also give users an overview of the project's structure, funding, and the roles and responsibilities of each consortium member.

Another essential goal of the website is to help users identify various learning opportunities available through the project. The website should provide users with a detailed list of available learning tracks, courses, and training programs. Users should be able to filter and search for relevant opportunities based on their skill level, area of interest, and career goals.

The website should also provide users with access to high-quality learning content, including access to video lectures, interactive tutorials, quizzes, and case studies. Users should be able to consume learning content using a variety of devices and platforms.

Another significant goal of the website is to provide users with information on various events offered by the consortium and its network. Users should be able to browse through different events, such as workshops, seminars, and webinars, and register for them online. The website should also provide users with information on the event's schedule, location, and speakers.

The website should also be a source for the latest news and updates on the project and the consortium. Users should be able to access information on project milestones, new partnerships, and other developments. The website should also feature a blog section where members of the consortium can share their thoughts, experiences, and insights on various topics related to the project.

Finally, the website should provide users with an opportunity to connect on social media. Users should be able to follow the project on various social media platforms, including Facebook, Twitter, and LinkedIn. The website should also feature a social media feed where users can access and engage with the project's latest posts, updates, and announcements.

# Design

With the design of the website inclusivity and celebrating women from diverse backgrounds has been prioritized. To achieve this, the website's colour palette, typography, and imagery were carefully curated to reflect the vibrancy, diversity, and empowerment of women from different ethnicities, cultures, and backgrounds.

The website's visual identity has a fresh and innovative feel, with playful elements that are both welcoming and engaging. The use of bold colours and striking imagery is supposed to achieve this.

Typography was chosen by using fonts that are easily readable and visually appealing. The imagery used on the website features a diverse range of women in various settings and scenarios. This can include photographs, illustrations, and graphics that celebrate and empower women from all walks of life.

Overall, the design of the website should create an inclusive and welcoming environment for women from all backgrounds to come together, take part in the tracks and events offered by the Femme Forward project, share their stories, and celebrate their unique strengths and achievements.

# Analytics

User analytics is the process of collecting and analyzing data about the behavior and interactions of visitors to a website. It helps website owners to gain insight into the needs and preferences of their users and to make data-driven decisions about website design, content, and marketing strategies. By implementing user analytics on a website, website owners can track user demographics, behavior, and conversion rates, and use this information to optimize their website for maximum engagement and profitability.

Google Analytics is one of the most popular user analytics tools available, and it has been implemented in this website concept. Google Analytics provides a wealth of data about user behaviour, including demographic information, site usage, and conversion rates. By using Google Analytics to track user behavior, website owners can gain valuable insights into the needs and preferences of their users, and make data-driven decisions about how to improve their websites for maximum engagement and profitability.

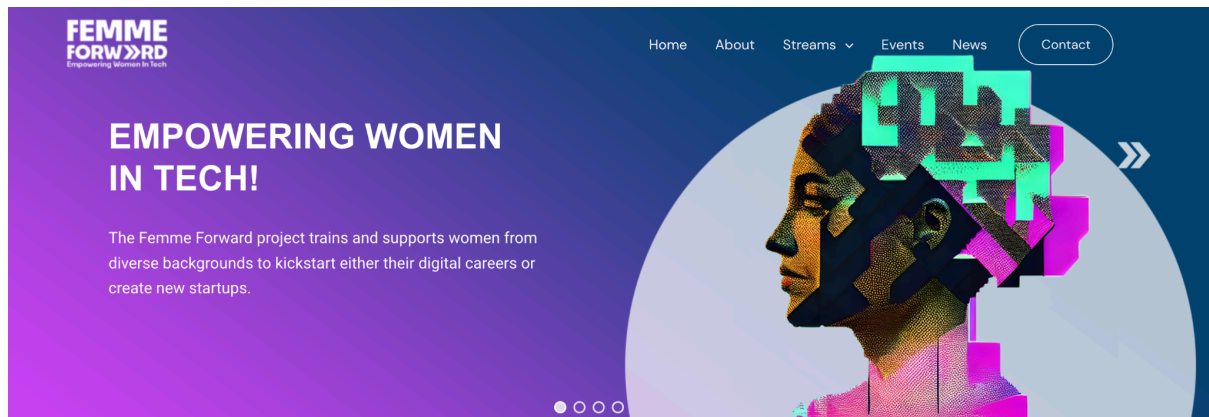
# Website overview

The following outlines the current state of the website showcasing the different pages and their use cases.

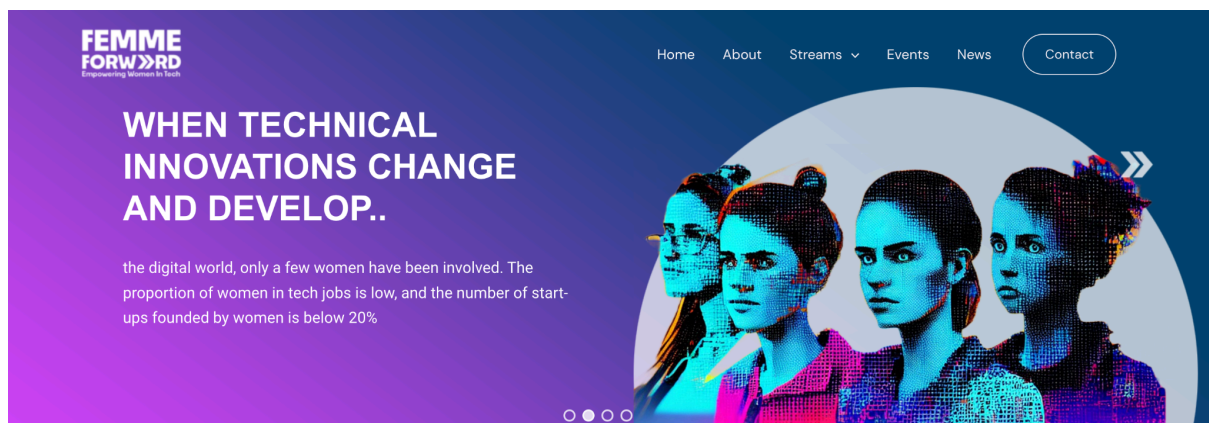
## Main Landing Page

Once a user lands on the website she is introduced to the project. To make sure the main aspects of the project are highlighted the experience showcases four different views that automatically change following a carousel-logic.

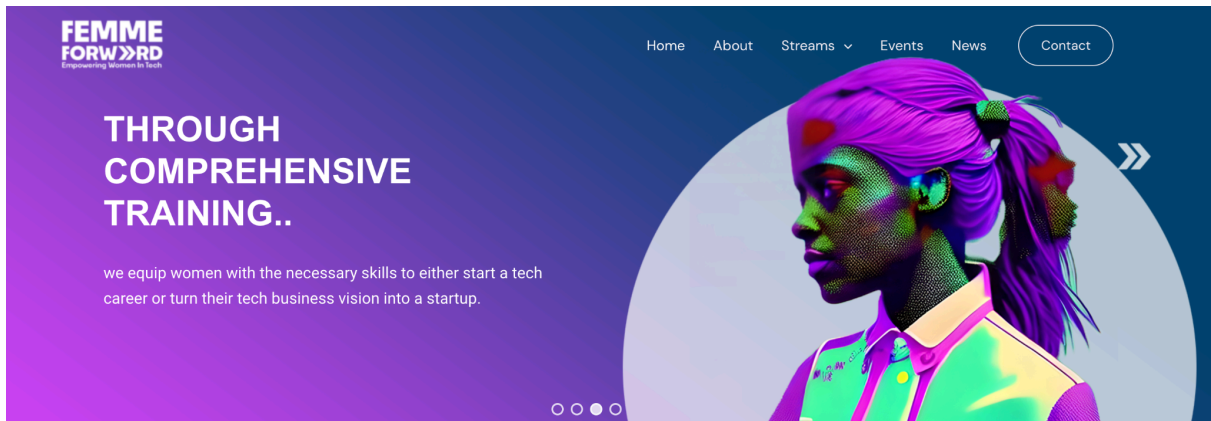
The first slide shows the essence of the Femme Forward project and explains what it is about.



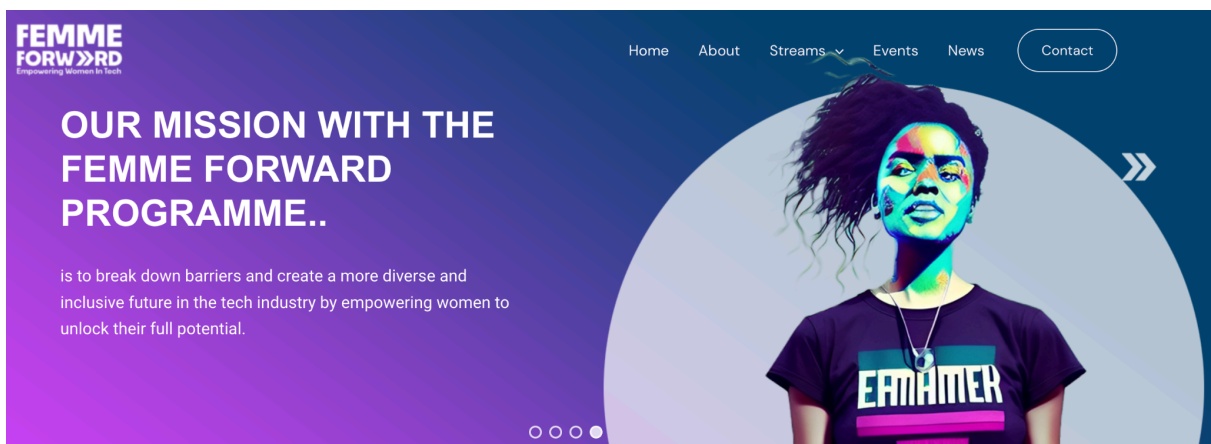
The second slide touches on the why and underscores the need for more women empowerment.



The third slide explains how the Femme Forward project wants to achieve more fair access and empowerment for women.



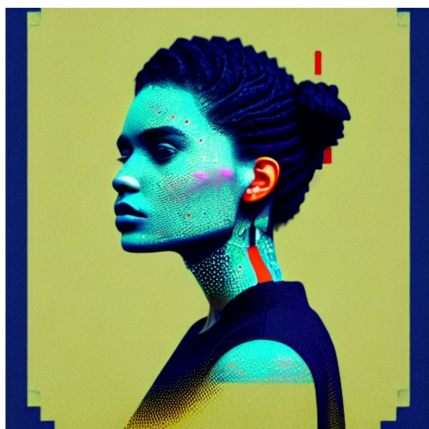
The fourth slide summarizes the “why” and emphasizes the project's mission.



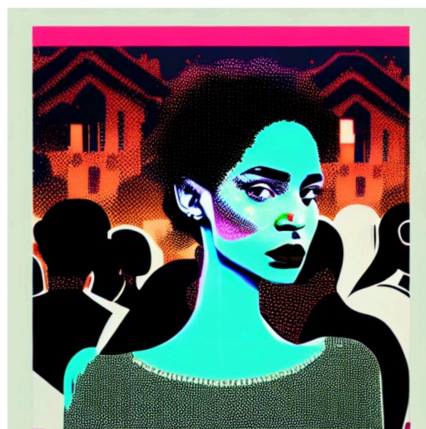
Scrolling down the landing page picks up on the two different tracks offered around the Femme Forward project, i.e. Future Startup Founders and Future Tech Careers. Therefore, the user is asked to choose from one of the two options in order to be able to further explore the details of the two tracks.

### I WANT TO...

...create my own startup



... kickstart my tech career



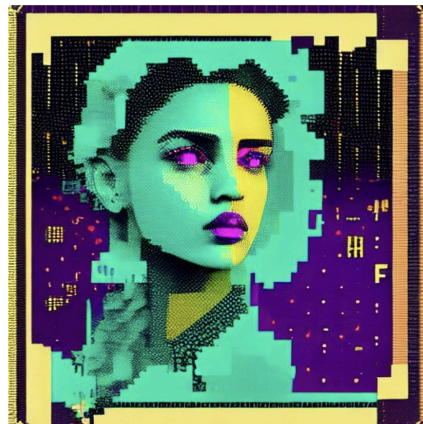
Next, two main supporting stakeholders are addressed who could be of great help down the project, are potential employers interested in hiring women or potential mentors who would like to support along the women's journey. Both audiences can reach out by opening a form to indicate their interest.

## **Support Femme-Forward**



I am an employer interested in hiring diverse talent

[Know More](#)



I want to become a mentor

[Know More](#)

Below a short glimpse of the partners present in the consortium is offered by showing their logos in a rolling carousel. Clicking on the "Know more" button sends the user to the About page where detailed information on each consortium partner can be found.

## **Partners**

Femme Forward is an EU-funded Erasmus+ project with a consortium of 15 partners from industry, technology and education from all over Europe. [Know more](#)

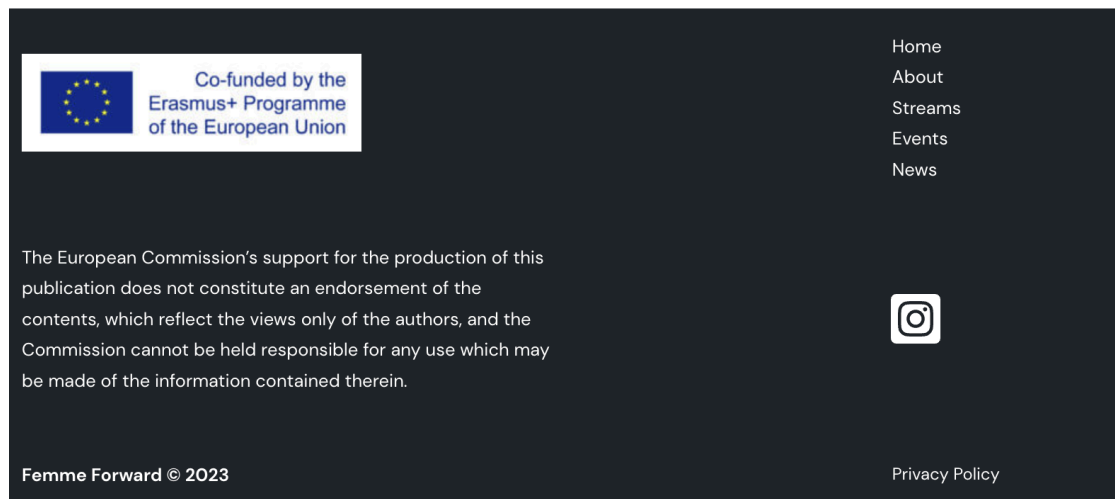


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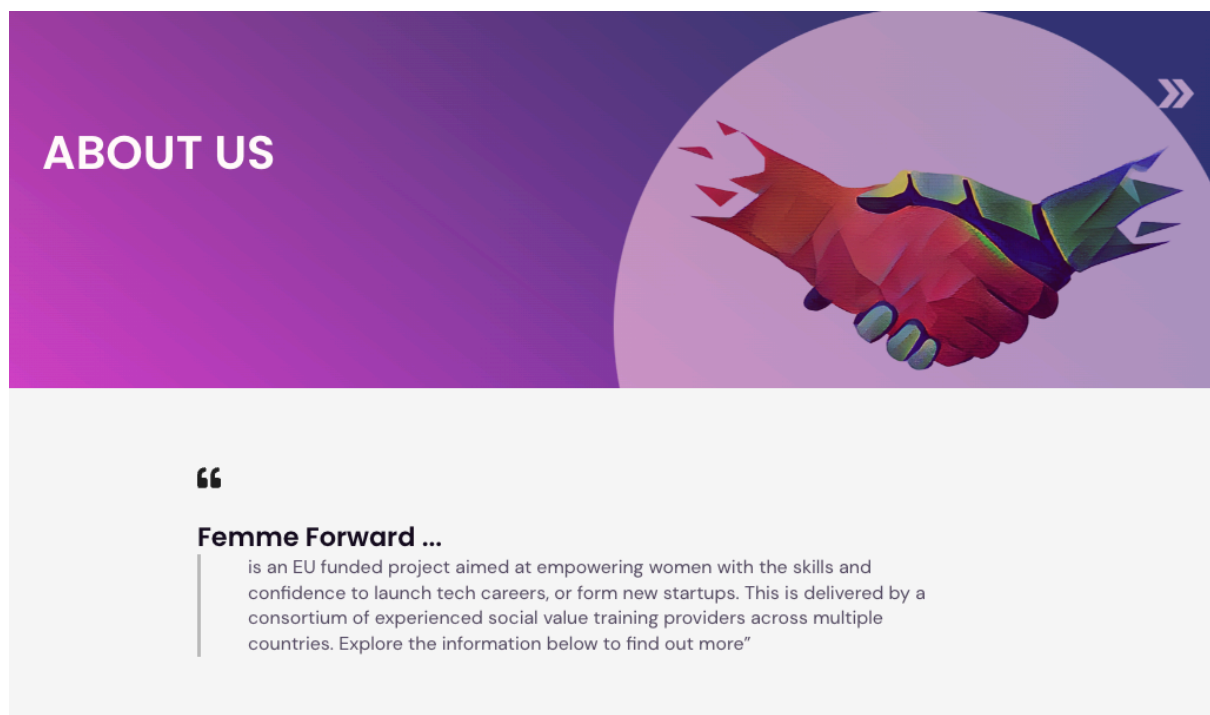
The footer of the main landing page entails references to the European Commission's form of support. Also, links to the Femme Forward project's Social Media page, the Privacy Policy and the website's other pages are offered.





## About

The purpose of the About page is to introduce the user to Femme Forward and describe who is behind the project. The first view starts with a high-level description of the project.



Scrolling a bit further down a group picture of the Femme Forward team follows, taken at the onsite consortium meeting in Milano at the beginning of March. The idea is users can attach actual faces to the project.

## FEMME FORWARD TEAM

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Afterwards, a grid is introduced where all consortium members are put forward in more detail with an introductory text. Clicking on the respective consortium member's logo brings the user to their website.

## PARTNERS

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### Training organisations



#### TOP-IX CONSORTIUM

TOP-IX (TORINO PIEMONTE Internet eXchange) is a non-profit consortium with the aim of creating and managing an Internet Exchange (IX) infrastructure for the exchange of Internet traffic in North-West Italy.



#### ENGIM PIEMONTE FOUNDATION

ENGIM (Ente Nazionale Giuseppini del Murialdo) is a foundation working at national and international level. ENGIM was set up to continue the activities organised for young people and workers in the second half of the 19th century.



#### Big Blue Data Academy

Big Blue Data Academy offers live online Data Science, Data Analytics, and Data Engineering Bootcamps, which can be completed part-time (24 weeks) or full-time (12 weeks) and bridge academia and industry.

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.CO





## Streams

The idea of the Streams section is to introduce users to the two main tracks offered by the Femme Forward project. Hovering over the Streams tab on the navigation bar, the two tracks – Start-up Founders and Future Tech Careers – appear and can be selected.

As the details of the delivery and the curriculum of both streams are currently being built, the Streams section introduces the user generally. This section will be updated with detailed information over time.

**The Future Start-up Founders programme empowers participants to bring a start-up from a venture to life by learning and applying key principles for innovation.**  
**The goal is to develop a marketable and investable product.**



### Women in Start-ups

Women are underrepresented in the tech industry, and this programme aims to help address that by providing training and support specifically for women.



### Programme Content

The program covers basic and advanced modules in essential technologies. Soft skills such as problem-solving, project management, and agile methodologies are covered. Personal and career planning and development are part of the program content.



### Delivery

The program emphasizes practical skills with projects involving SMEs/industry/social organizations and is delivered online with live sessions and recorded tutorials. It's available in multiple countries including France, Italy, Germany, Poland, Belgium, Greece, Cyprus, Romania, and Switzerland.

## Events

This section is meant to be the hub for all events offered by the consortium. Whether it is the delivery of training, a workshop, a conference or an inspirational keynote on both technical or leadership topics, the Events page will inform users where, when and what is happening.

The list of Events can be displayed both as a grid or a list view. The most important aspects of an event can already be inspected on the event tile itself. Clicking on an event object shows further information such as who the instructor/speaker is or where to sign up. The list of events is a growing artefact and will be updated continuously over time.

# EVENTS




We welcome you to complete a full programme i.e. start-up or tech career, or take part in individual sessions. Our content includes soft skills, leadership, practical start-up knowledge, in-depth technical training for non-technical people and CV and interview skills. We also have a number of broadcasts from inspirational women in tech, so be sure to look out for those too!

## Events



23 JUN



**Fujitsu Futures- Effective Communication**  
🕒 2023-06-23  
📍 Online Event  
Virtual

23 JUN

**Fujitsu Futures- Critical Thinking**  
🕒 2023-06-23 -  
📍 Online Event

23 AUG

**Fujitsu Futures- Emotional Intelligence**  
🕒 2023-08-23 -  
📍 Online Event

23 SEP

23 MAY

23 SEP

## News

The purpose of the News page is to publish all kinds of updates the Femme Forward consortium wants to communicate. As of the submission of this deliverable, the very first blog entries have been published and the consortium will release more communication going forward.

# NEWS



## FEMME FORWARD Market Analysis – March 2023

Lucas Ruengeler 2. May 2023 Uncategorized Comment (0)

FEMME FORWARD Market Analysis March 2023 19.1% of ICT specialists in Europe are women. Is it enough? ...

[Read More](#)



## FEMME FORWARD in Milan 7th–8th of April

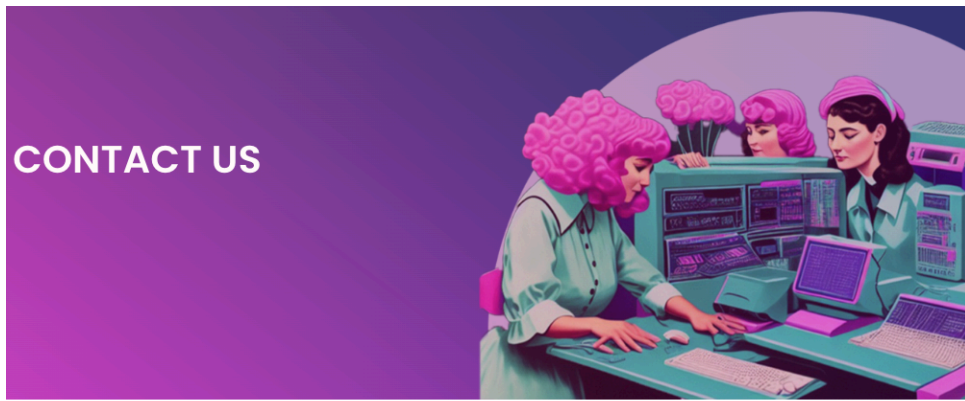
Lucas Ruengeler 2. May 2023 Uncategorized Comment (0)

FEMME FORWARD in Milan 7th–8th of April All together for the kick-off meeting, to start working off ...

[Read More](#)

## Contact

Lastly, a Contact form has been created so interested users or other stakeholders can reach out to the consortium for any questions.



### Let's Start a Conversation



Follow Us



Full name

Email\*

Subject\*

Message\*

## Future Development

Developing and iterating a website based on feedback from users and stakeholders can bring many benefits. Firstly, it can improve user experience and satisfaction by addressing their needs and concerns, leading to increased engagement and retention. Secondly, it can enhance the functionality and features of the website, making it more effective in achieving its goals. Thirdly, it can increase the credibility and reputation of the website, as users are more likely to trust and recommend a site that meets their needs and expectations. Additionally, gathering feedback from stakeholders such as business partners and employees can ensure that the website aligns with organizational goals and values. Overall, continuous iteration and improvement based on user and stakeholder feedback can lead to a better-performing website that meets the needs of all parties involved.

Further development of the platform is going to be done when the different curricula and training materials are finished and ready to upload. This space will allow potential new partners and training centres to find the necessary information about the Femme Forward training tracks: Future Tech Careers and Future Tech Founders.

Furthermore, links to a collaborative platform will be added in order to function as a type of forum where information can easily be found and shared.