



GlittHer

**A Business Search Platform
For Chinese Female**

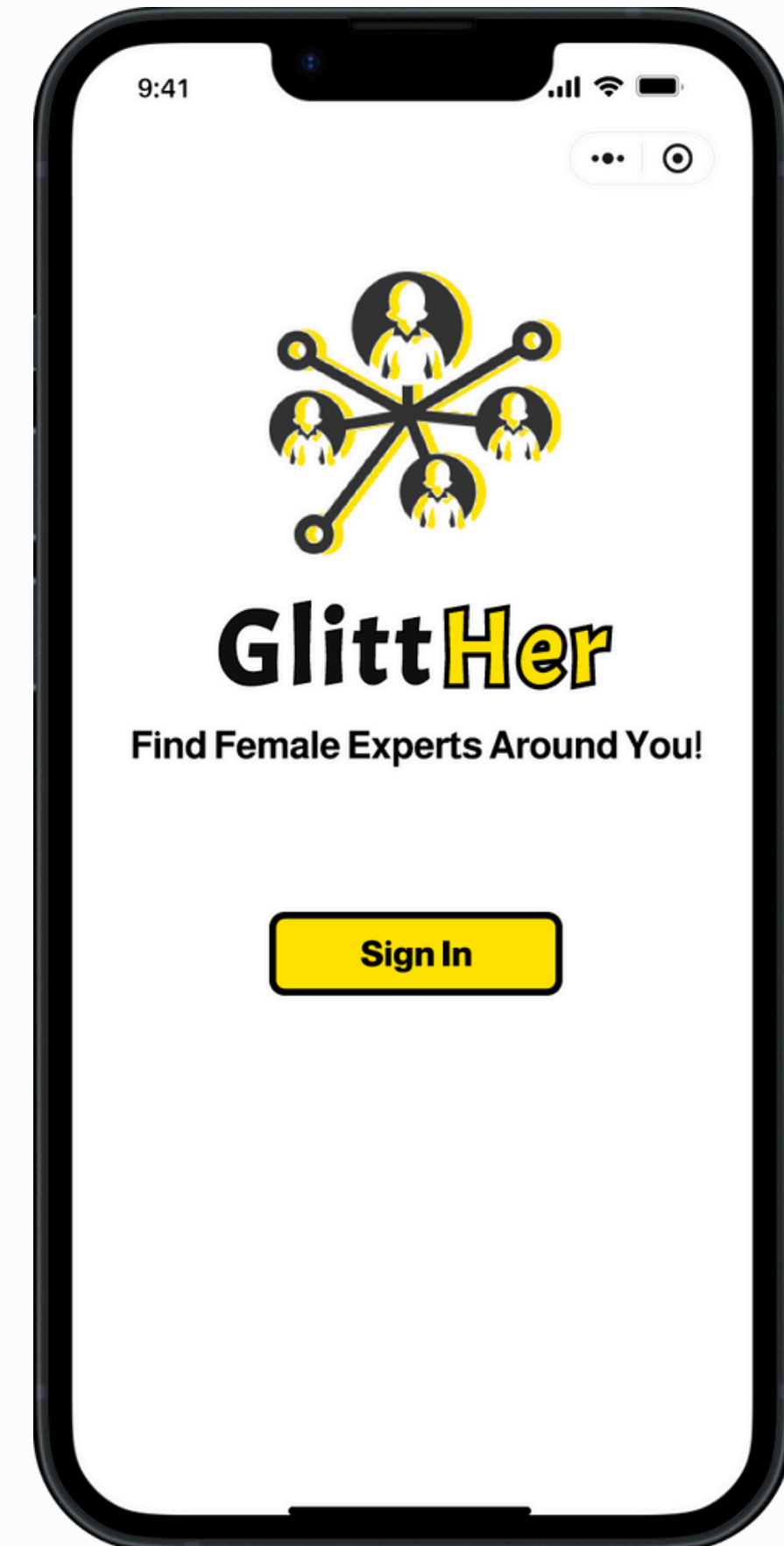
Daria Xiang
2024

GlittHer

WHAT A Yelp-like business search mobile platform for Chinese Females.

WHO Chinese females who need female service providers in some certain circumstances.

WHERE Anytime. Anywhere.
Use phone to search offline or online services.





WHY

Users' Needs Around Me:
Hard to find female practitioners


VISION

Female Customers

Find suitable services that make them feel safe, comfortable.

Female Practitioners

Help them promote their business and share their experiences.



Most gyms I went to, the man gaze makes me feel very uncomfortable, I want a **female-friendly** gyms.

And more **female personal trainer** I can choose from."

"I prefer female **psychological counselors and psychiatrists**, since they are more likely to understand my dilemma as a woman."



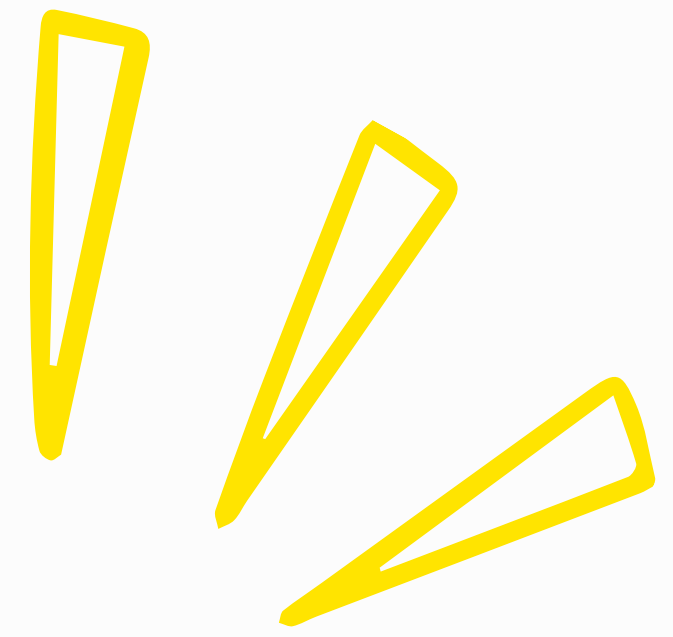
**Swipe
Down**

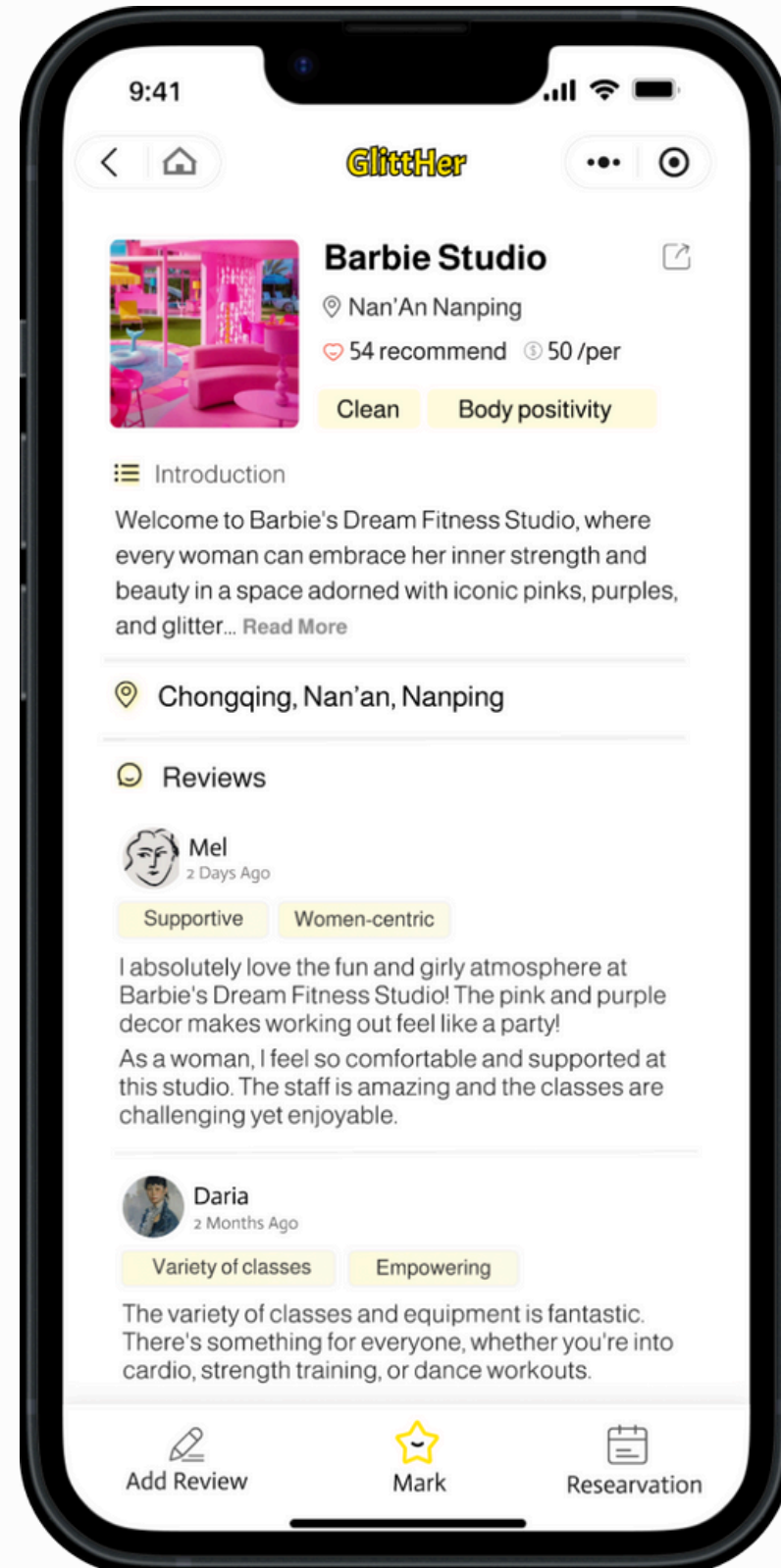
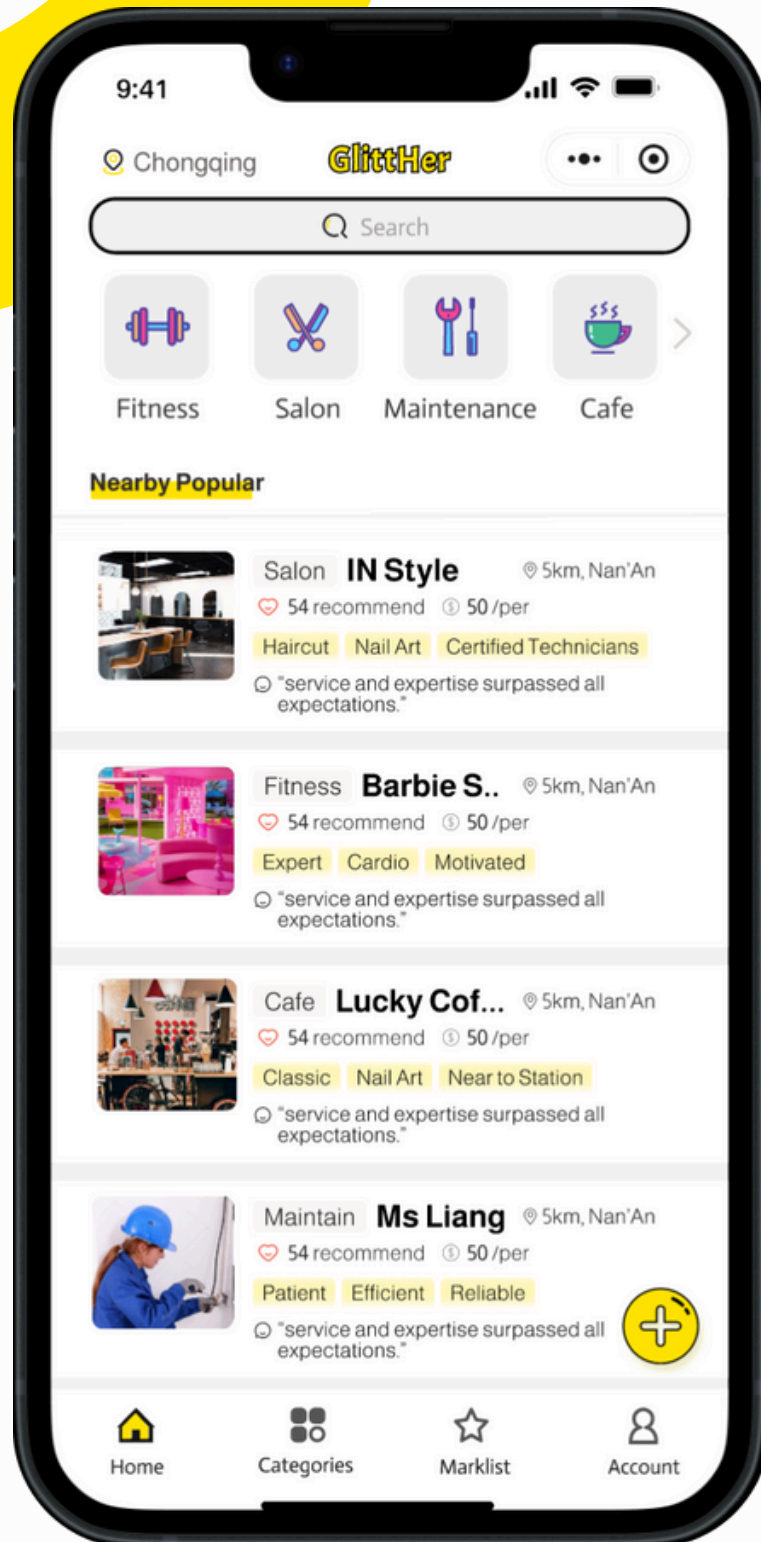


Platform

WeChat

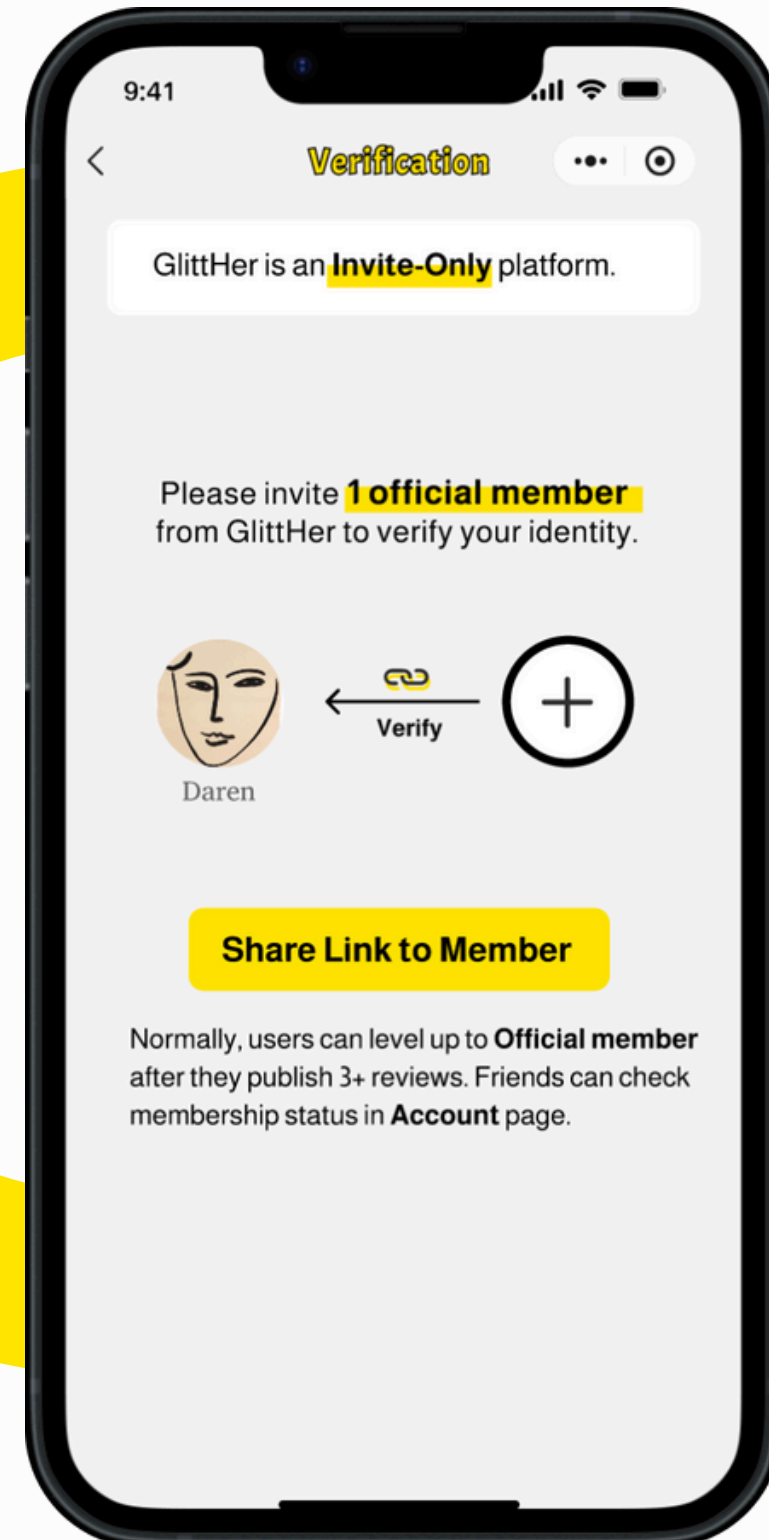
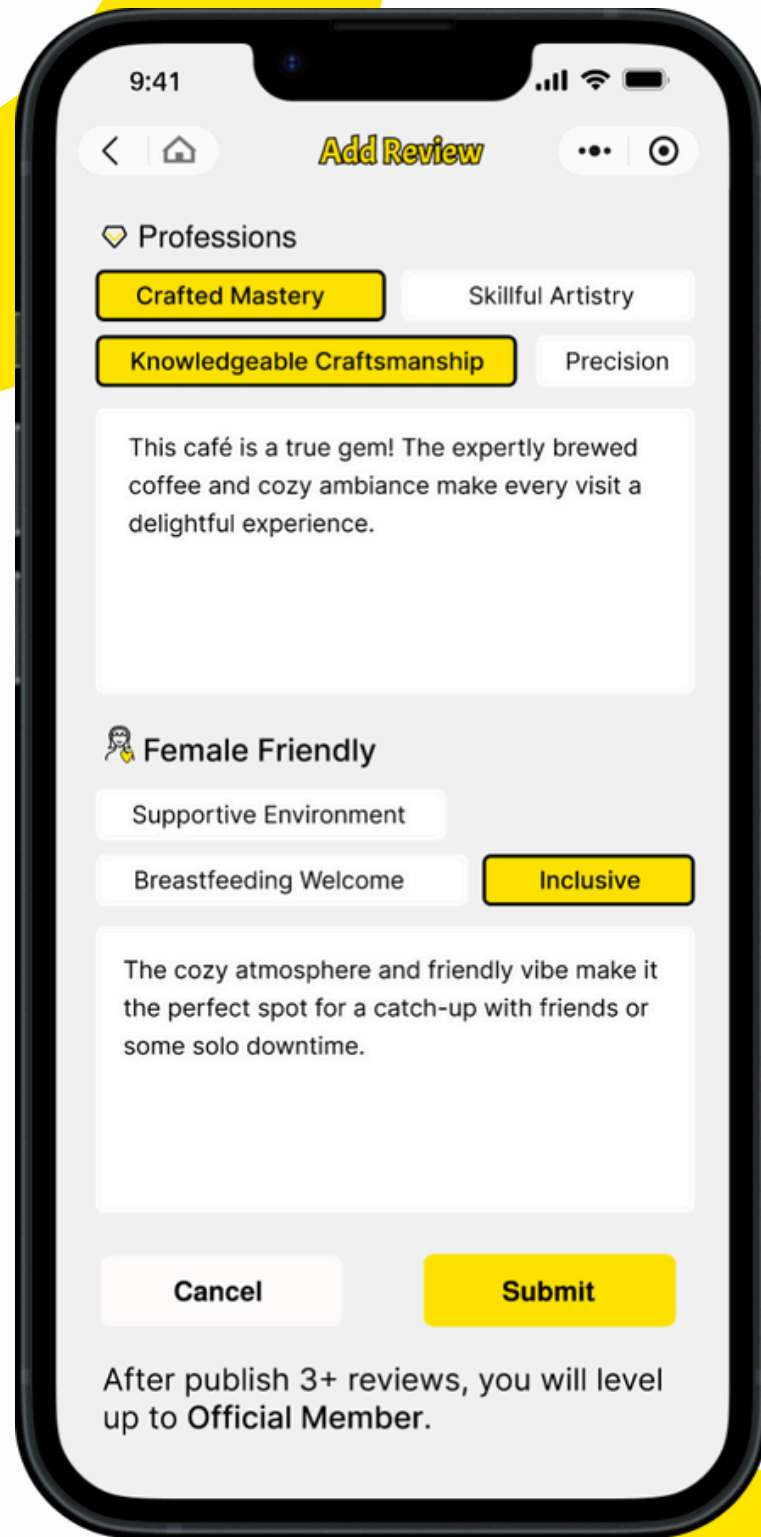
Mini Program





CORE FUNCTIONS

- Search for business
- View the business profile and reviews
- Write reviews, share experience



DESIGN PHILOSOPHY

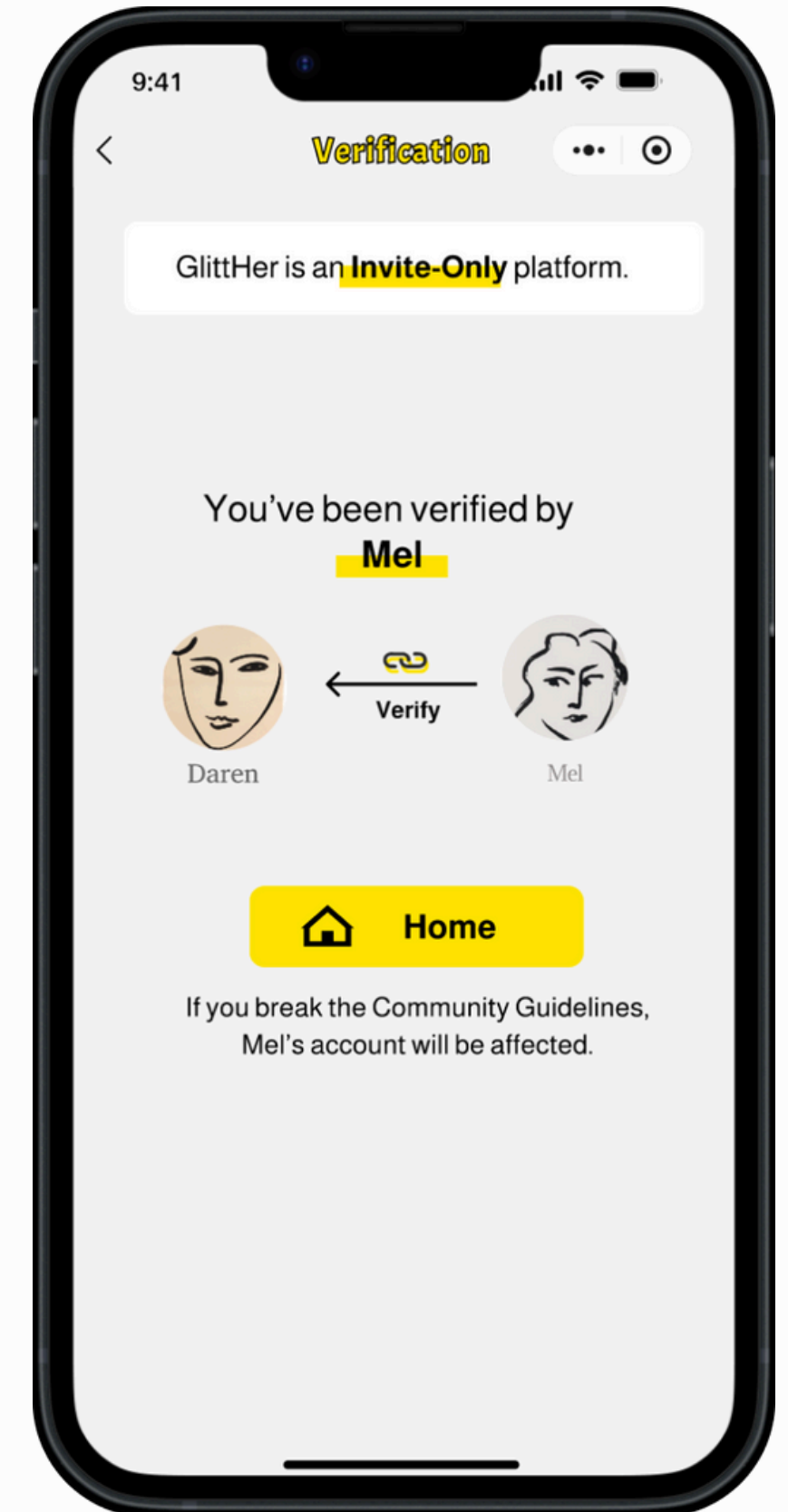
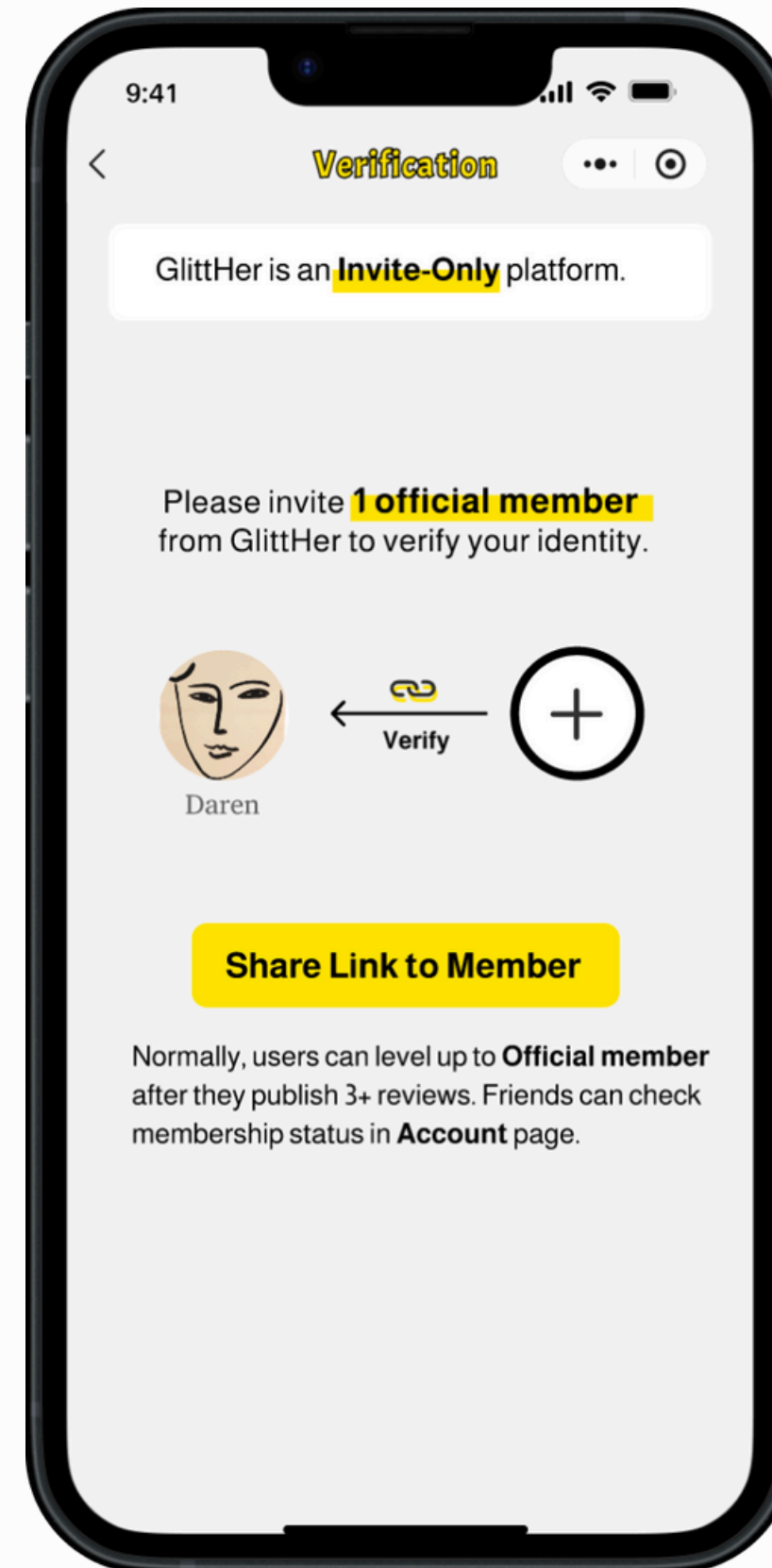
- **Female-Only**

- **Female-Friendly**

- **Connect to Community**

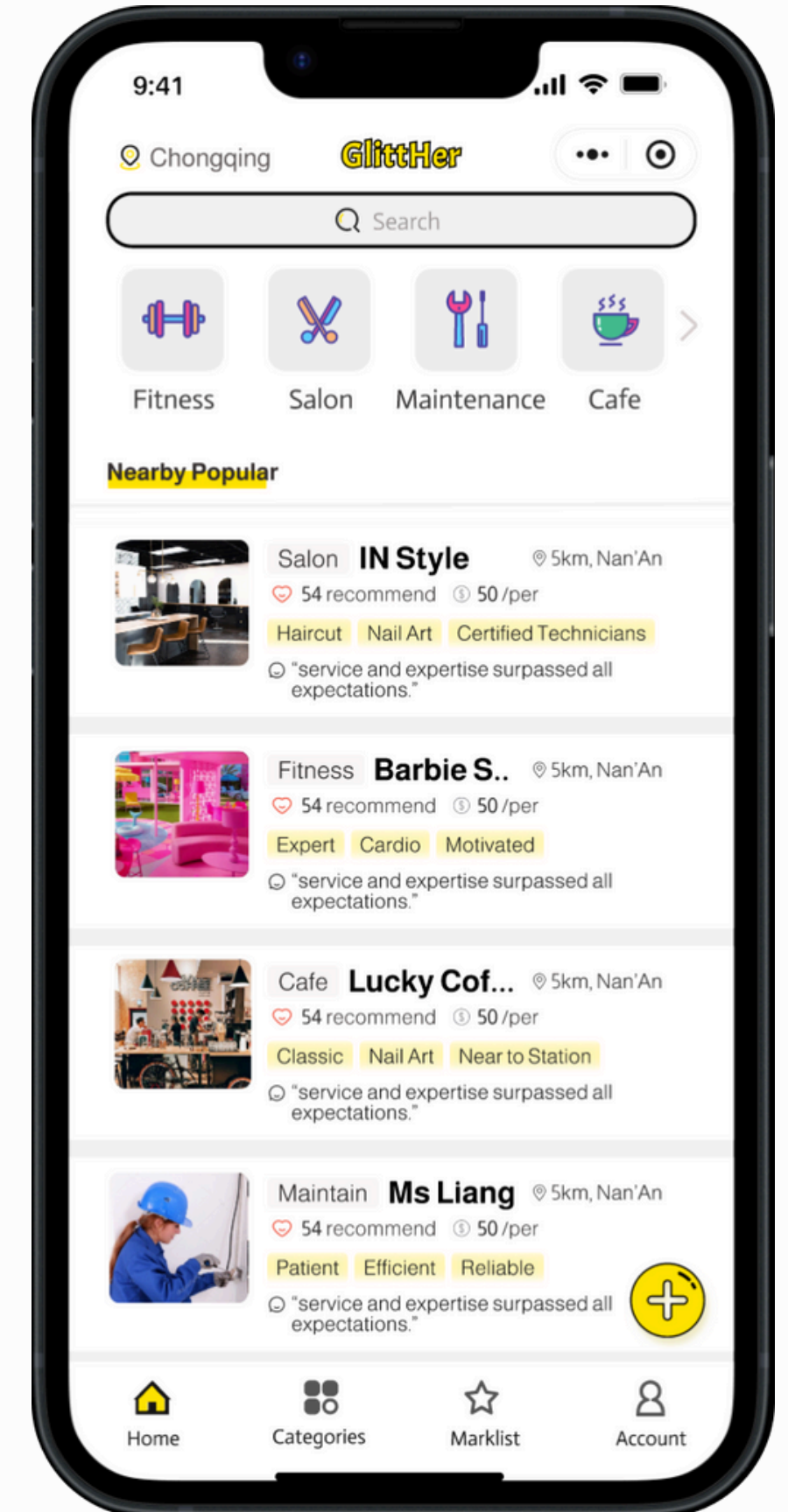
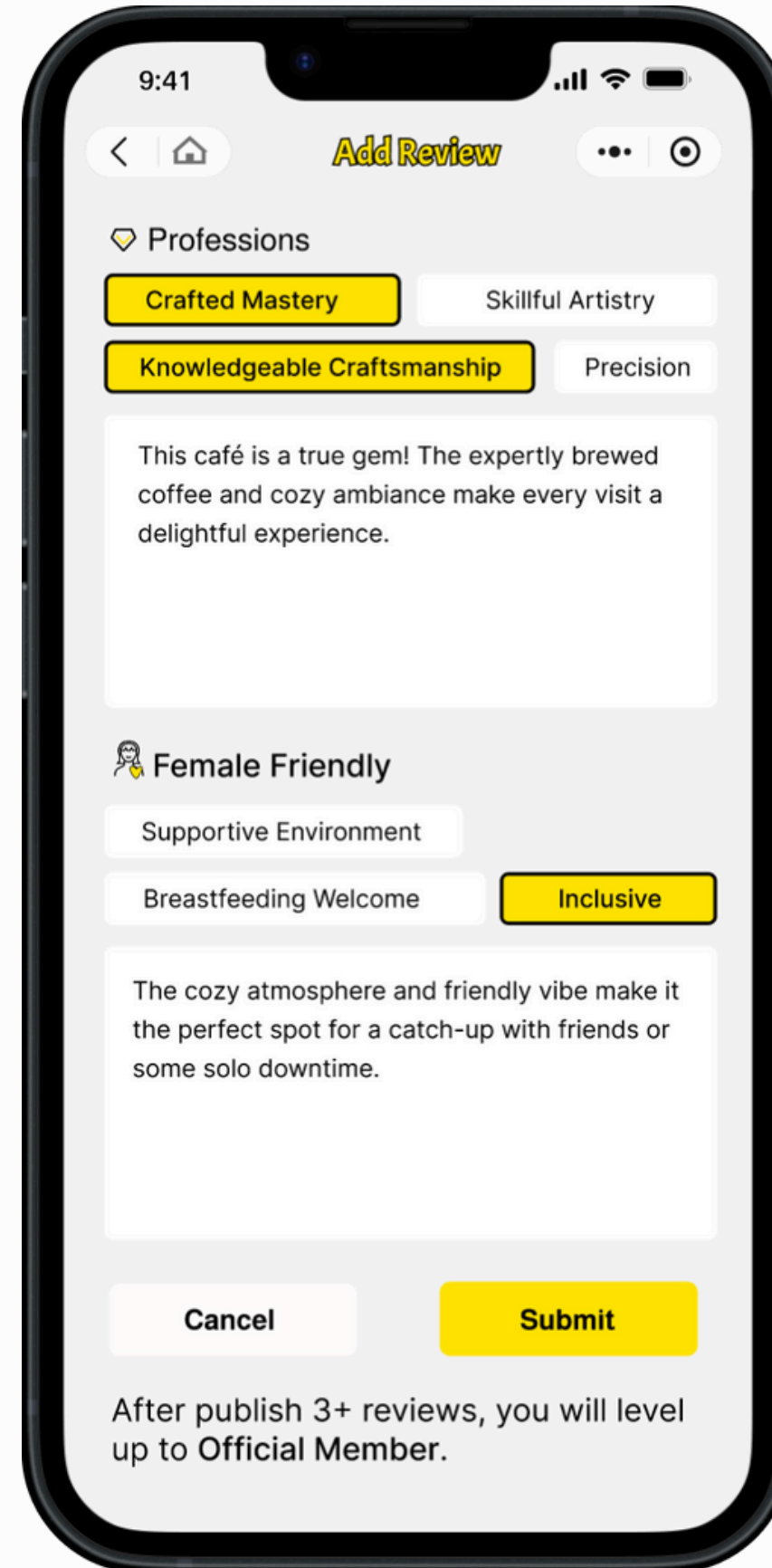
KEY FEATURES

Identity Verification



KEY FEATURES

Review on Female Friendly



Design Decisions



Friends Invite and Verify

Ensure community atmosphere
Low-cost and private



No Ratings Just Reviews

Avoid simplified content
Encourage share real experience



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Thank You !

