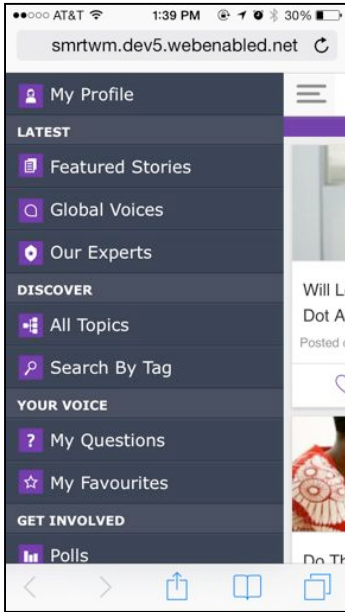




## Step-by-Step Guide

Below are “screen shots” from the SmartWoman Nigeria, and show the functionality and features of the app

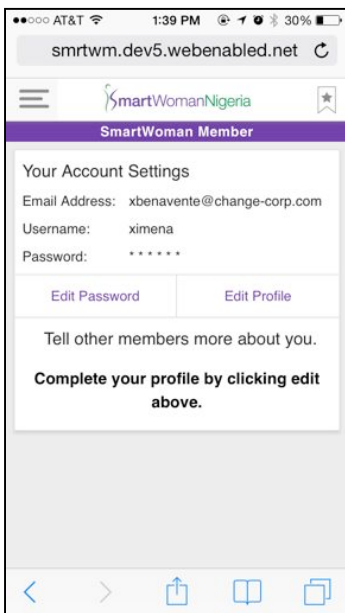
July 2014  
ChangeCorp, Inc.



## Navigation Bar

Shows the different sections that you can access through the app.

- **LATEST:** View articles published in the app as well as browsing of experts
- **DISCOVER:** Search different topics and keywords throughout the content
- **YOUR VOICE:** Ability to make questions and view your favorite articles
- **GET INVOLVED:** Participate in polls, surveys and pledge your support to other Nigerian organizations working towards the advancement of women



## LOG-IN

Click on “My Profile” icon to insert your username and password. The login information enables the ability to make comments, ask questions, review experts profiles, etc. Make sure you have done this step to test the functionality of the app.

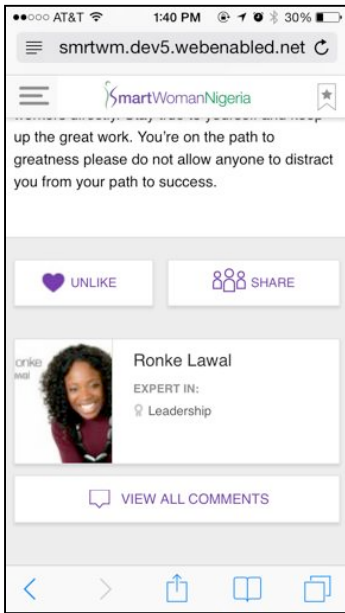


## Feature Article 1

Once in the featured stories panel you will be able to click in each article an access the story. The color bar in the top indicates the TOPIC of the article (Business, Leadership, Health, etc).

All Stories contain a TITLE, DATE, AUTHOR and BODY.

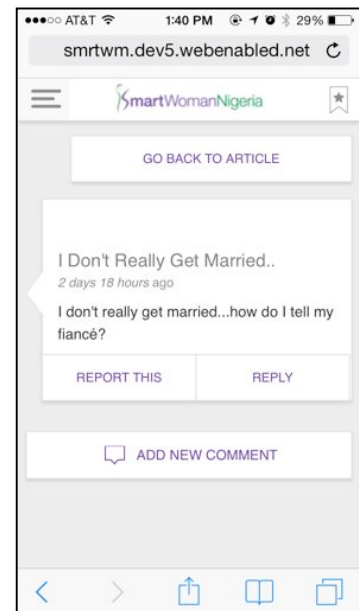
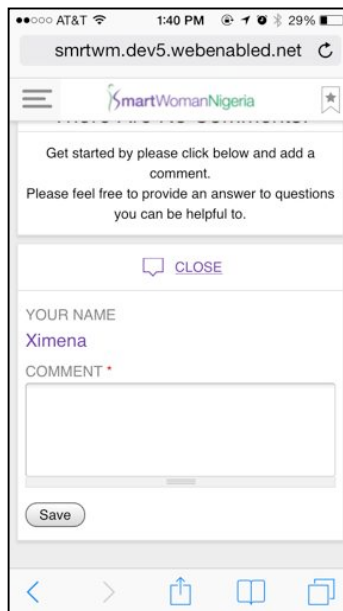
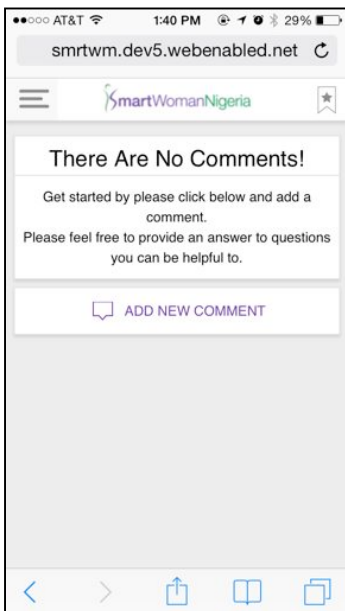
Scroll down to keep reading the story.



## Feature Article 2

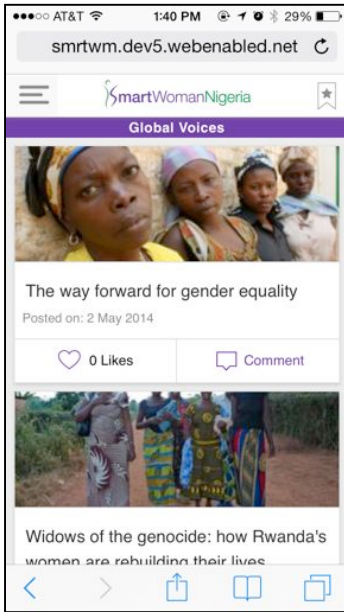
At the end of each article there are several options to explore more about the author of the story, to “Like” the article or “Share” through social media.

- LIKE: A full colored purple heart means that the user has liked the article and it will automatically be placed in “My Favourites”
- SHARE: Users can use this feature to share the article through FB, Twitter and LinkedIn
- EXPERT banner: Access to expert profile
- COMMENT: Click here to make comments and view all comments placed in an article.



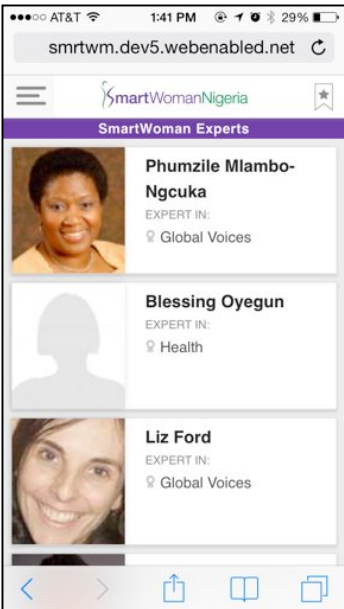
## Comments

Click on the “Make a Comment” or “View all Comments” button in an article to be able to leave one. The second image shows the form that will pop up after you click on “Add New Comments.” The third image shows a flow of different comments. The user has the ability to “reply” to a comment, or leave a new comment on the article itself. The “Report this” button allows users to flag the comment if it contains inappropriate language, or offensive language.



## Global Voices

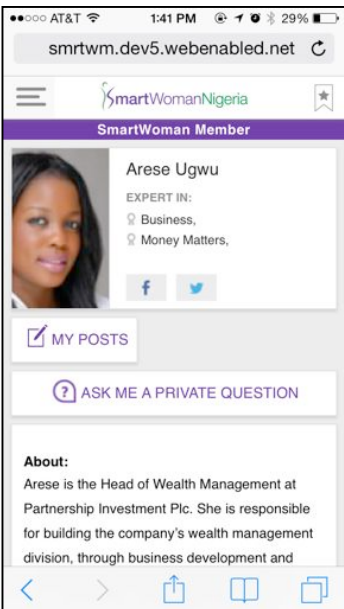
The Global Voices section shows women's issues around the globe. The goal of this section is to show that women's struggles, challenges and opportunities are similar everywhere. With these stories women can learn from other women in neighbor countries, neighbor continents and feel inspired. Global Voices reinforces the global interconnectivity of The SmartWoman Project worldwide.



## Experts

Regular contributors to the platform will have a personal profile in the SmartWoman Nigeria platform listed in the "Expert" icon in the navigation bar.

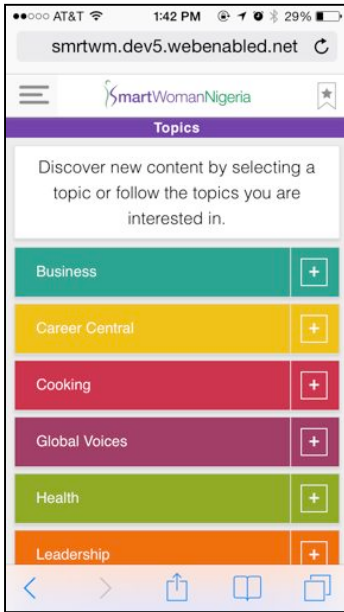
We will show each expert's picture (if they agree to have one up) and their field of expertise (Business, Global Voice, Entrepreneurship, etc).



## Expert Profile

When you click in the NAME of the expert you will be linked to their profile. The profile shows a short bio, social media links and other features

- **MY POSTS:** Here you view all the articles that the author has published in SmartWoman
- **ASK ME A PRIVATE QUESTION:** This allows the user to have a private conversation with the expert without other members having access to it.



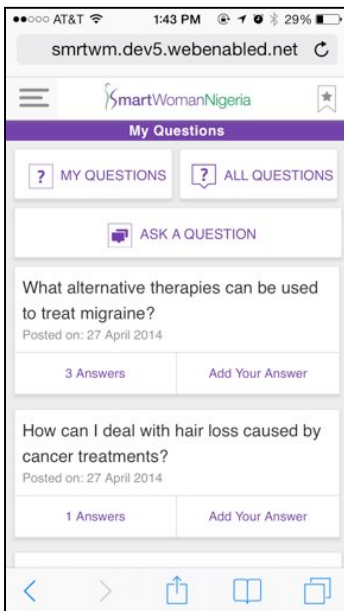
## All Topics

Under the DISCOVER section in the Navigation bar.

Users use this feature to choose the topics they like the most.

Every topic in the SmartWoman Nigeria app is color coded, and each article/question will show a color banner correspondent to their topic.

When a user clicks on the “+” sign, the topic is automatically added to “follow topics” (the bookmark icon at the top right corner). This feature eases access to the topics that the author prefers.

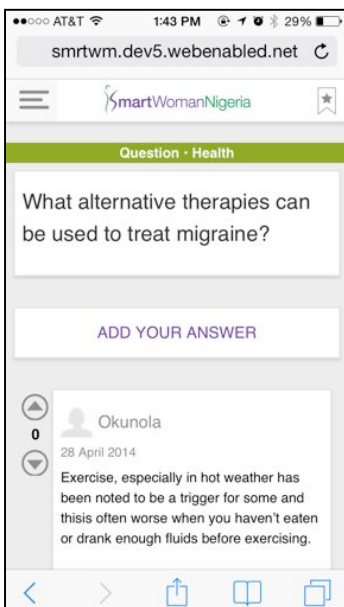


## My Questions

Located in the YOUR VOICE section in the Navigation bar.

This section shows the questions you post to all members of SmartWoman Nigeria. The app shows you how many answers your questions have. You can also reply back to the different users. Experts may answer your questions, but this area is designed for members to exchange conversations not related to the articles, but to other topics of interest.

- MY QUESTIONS: you can see your questions
- ALL QUESTIONS: shows you all questions from all members
- ASK A QUESTION: you write up a question

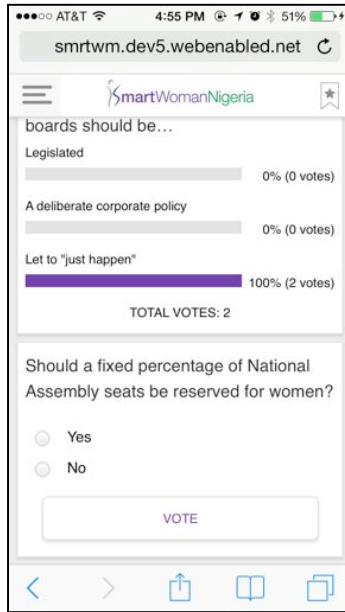
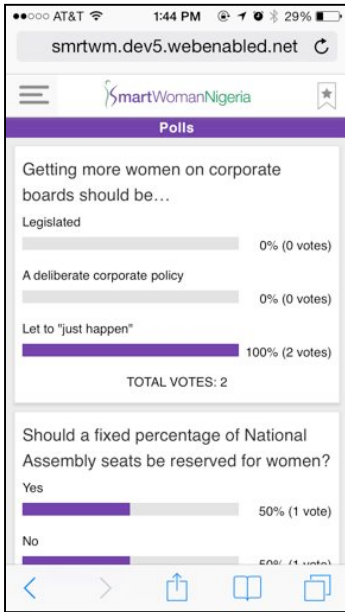


## Questions

Every question will be assigned to a specific general category that is color-coded as shown in the ALL TOPICS section. Users have the ability to choose the category of the question when they write it up.

The arrows allow users to push up and down certain answers that they consider are more relevant to the question.





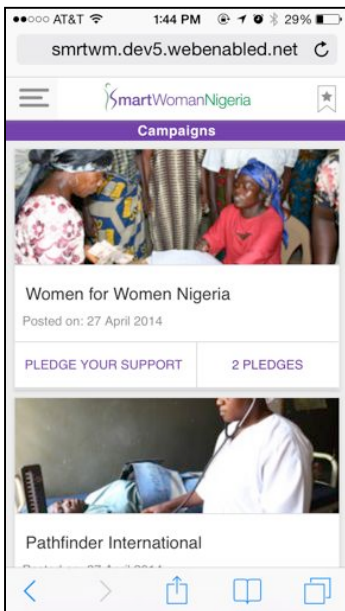
## Get Involved

Under the POLLS section in the Navigation bar.

User can participate in different polls and surveys that will be conducted through the platform.

The user will see the first screenshot with the results only after voting. If not she will see the polls as in the second image.

Click on the VOTE button to cast your opinion.

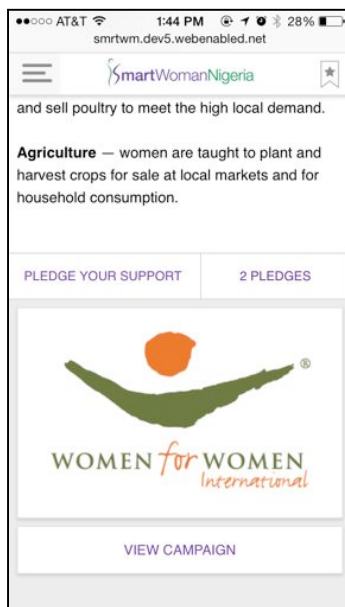


## Get Involved

Under the PARTICIPATE section in the Navigation bar.

This section shows different Nigerian organizations that are running programs/campaigns to empower women.

The idea is to showcase 3-5 different organizations/campaigns every month.



## Campaigns

After clicking one of the organizations, the user will access a brief description of the organization or campaign.

The user will have the ability to PLEDGE her support towards this mission or simply learn about this. The VIEW CAMPAIGN icon links the user to the organization's website.