

The logo features a dark purple speech bubble with three white dots inside, set against a light purple circular background. To the right of the speech bubble, the words "Talk Taboo" are written in a large, bold, dark purple sans-serif font.

Talk Taboo

Alejandra Ott UX Designer

Vidushi Bissa Product Designer

Nadia Ford Developer

Disha Setlur Product Manager

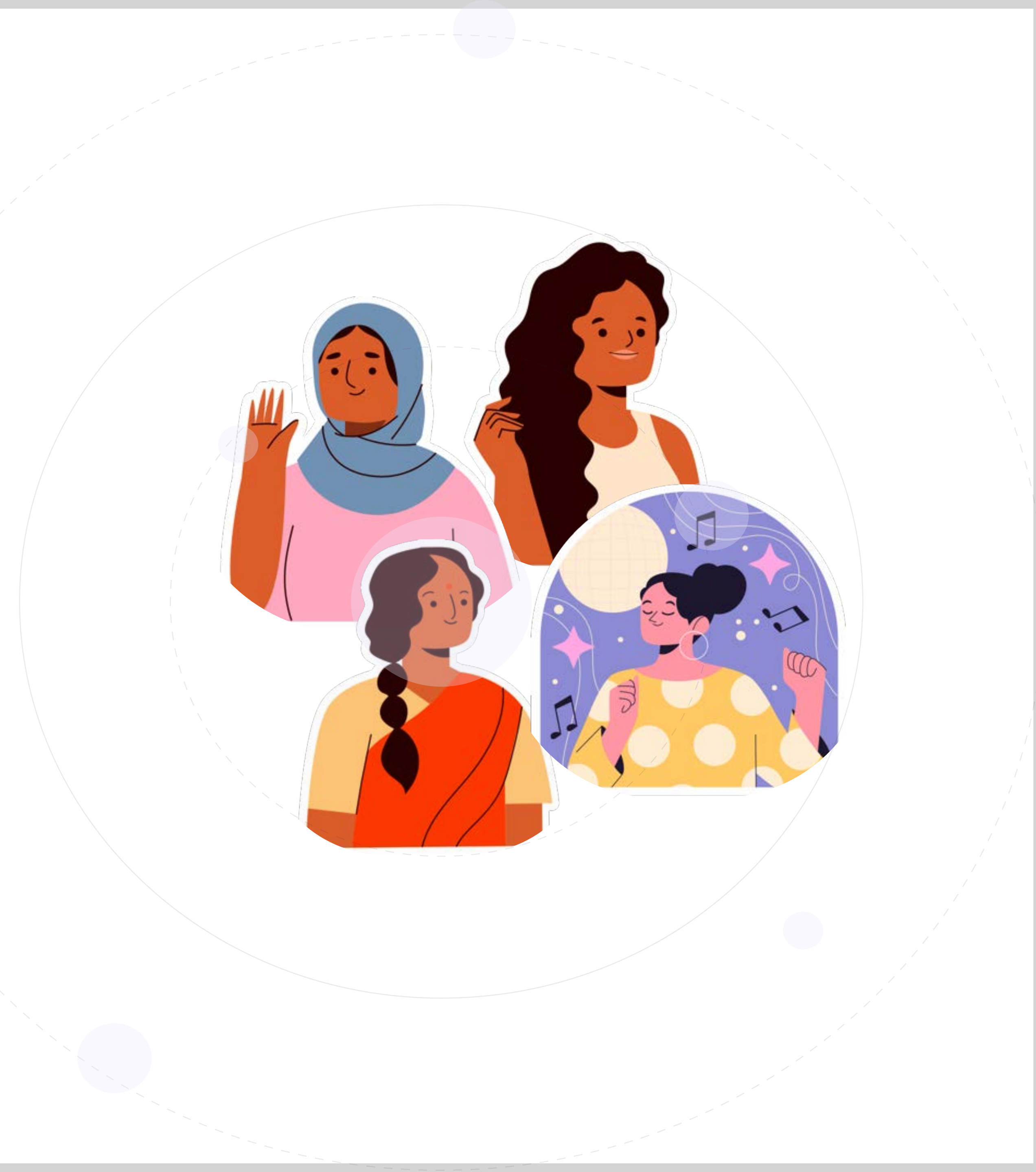
Problem Overview

Many women,* especially women of color, struggle finding trustworthy resources on sexual and reproductive health (SRH) reflective of their experiences. Finding medical professionals with whom they can openly discuss their concerns and needs on the topic often proves difficult as well.

Be it because of stigmatized questions and curiosities, overwhelm with starting research, or a lack of representation in the medical field, compounding factors are impeding women from learning about and accurately addressing their bodies' needs around SRH.

The providing women of color a relevant and safe space in which reliable resources and community are readily available is essential in empowering them in a crucial part of their health journey.

* We acknowledge there are persons who have female sexual reproductive organs but do not identify as a woman, and vice versa. This platform is meant for you too. To avoid redundancy, we will use "woman" as the term meant for the majority of the population who has female sexual reproductive organs and identify as "woman".



Competitive Analysis

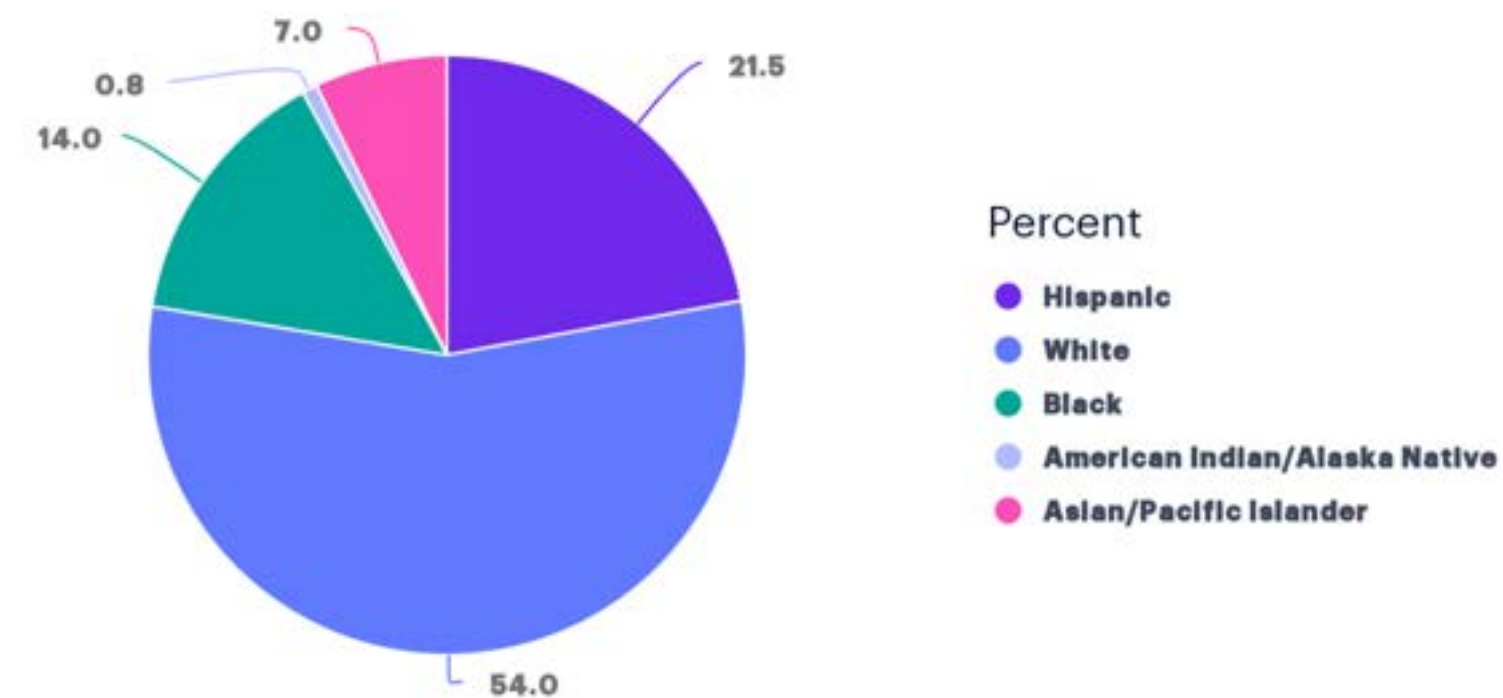
- **TAM** of women in the USA is 169.87m.
- **SAM** of women 18 and above belonging to the BIPOC community is 69.13m
- **SOM** of Hispanic, Asian, and Black women is at 29.38m

Existing solutions in the market offer features such as fertility and ovulation tracking, pregnancy monitoring, and community support where users can share experiences, and seek advice from those on similar journeys. These platforms also provide personalized content, including educational materials on fertility and parenting.

However, there is a distinct gap as these communities do not address important topics concerning myths and stigmas surrounding SRH. Additionally, these communities do not facilitate culturally sensitive discussions

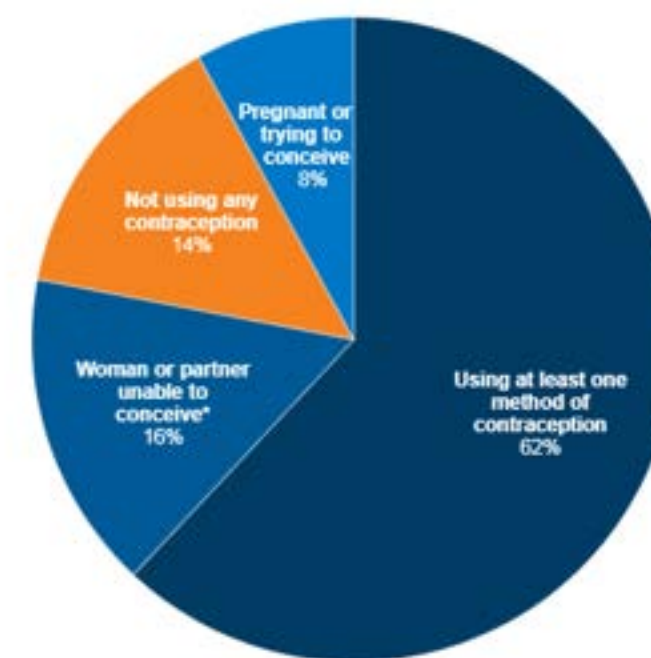
POPULATION OF WOMEN 15-44 YEARS BY RACE/ETHNICITY

United States, 2021



© 2024 March of Dimes. All rights reserved.

One in seven sexually active women report that they are not using contraception



NOTE: Among women ages 15-49 who report having sex with a male in the past 12 months. *Women who answered "yes" to the question "Do you or your sexual partner have any medical conditions that make it impossible for you to ever get pregnant, or not?"

SOURCE: KFF Women's Health Survey 2020 • PNG

KFF

Current Competitors



Natural Cycles



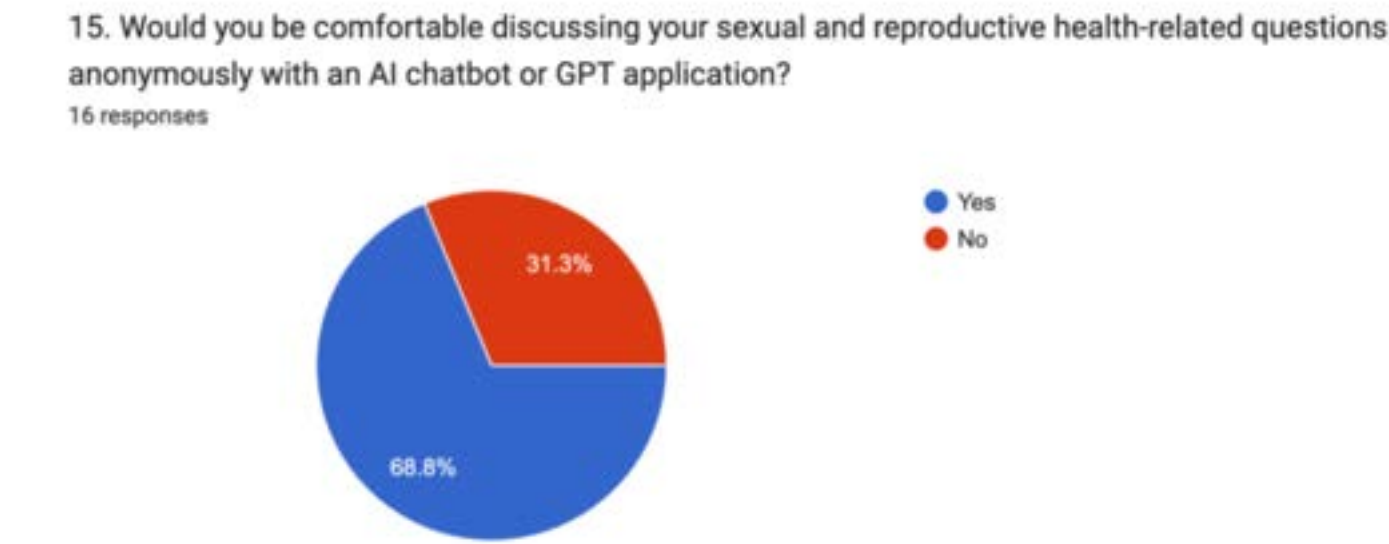
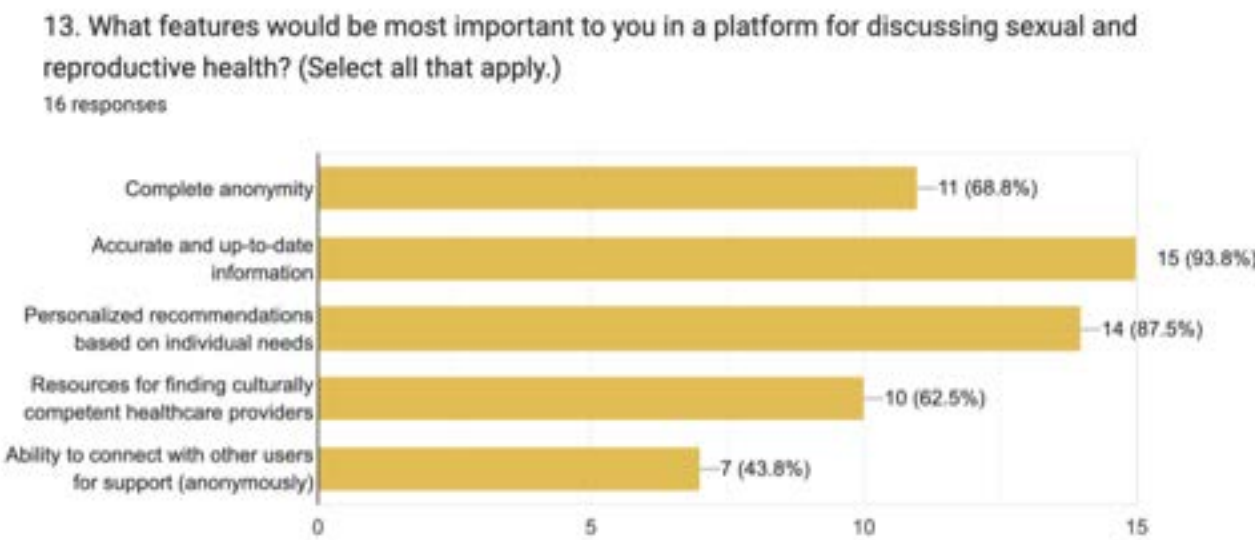
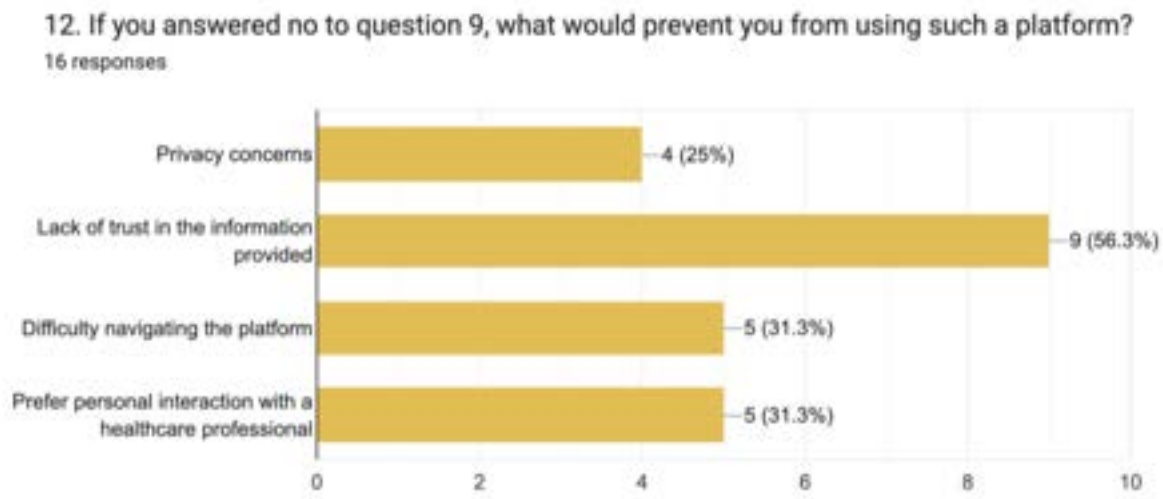
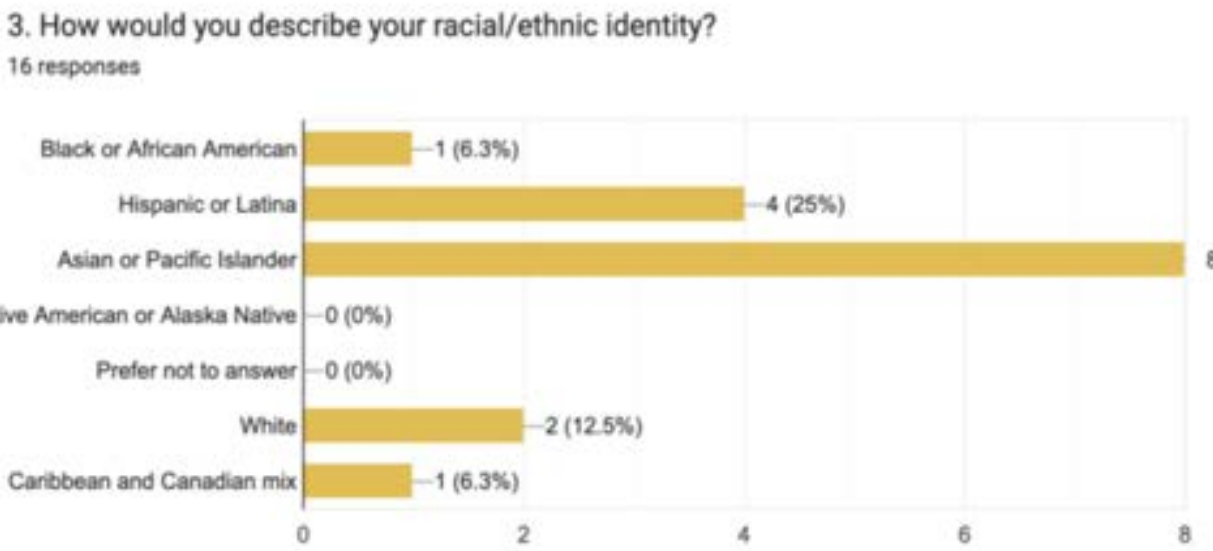
Ovia



Flo

Solution Ideation

Our project aims to solve this by creating a single hub for trustworthy information on contraception, making it easier for women to learn and feel empowered. We also want to build a supportive community where women can connect, share experiences, and discuss topics that are often stigmatized. Our goal is to empower women with knowledge, provide a safe space for conversations, and normalize discussions about contraception



User Survey Results

User Personas

Our goal is to help women of color aged 18 and above with contraception-related challenges. Based on 16 participants in our survey, we've found that the majority are Hispanic and Asian women, followed by African Black women, who face the most significant need for a solution to address these issues related to sexual and reproductive health.



“Our world wasn't really designed with women in mind, especially women of color. So it's challenging to find any health information online that is reliable, useful AND tailored to me and my experience.”

Age	34
Pronouns	she/her
Language	English, Spanish
Occupation	Graphic Designer
Location	San Diego, CA

Meet Issa Acevedo

Issa's grandmother moved to the U.S. from Puerto Plata, the Dominican Republic in pursuit of more opportunities. Raised by a family that places value on education, Issa takes great pride in her cultural heritage, and is passionate about social justice and women's rights. She wants to empower fellow women in their sexual and reproductive health. She is looking for platforms with this kind of information that are reflective of her experience as a woman of color. Issa is an avid reader and enjoys improv comedy.

Core Needs

- Reliable resources from trusted BIPOC medical professionals or allies addressing issues in BIPOC communities regarding women's sexual and reproductive health.
- Learn more about the impacts of different types of birth control.

Pain Points

- Most apps available do not provide in-depth resources on birth control and contraception, and if they do, the sources are questionable or are an extra feature to pay for on the app.
- Political topics concerning women's reproductive rights are not featured anywhere and accurate, up-to-date information can be overwhelming to find online.

User Personas



Meet Mira Mehta

Mira is a first-generation Indian-American woman pursuing a Master's degree in Journalism. She was born in the United States to immigrant parents who moved from Gujarat, India. Growing up in a culturally rich household, Mira was shaped by the traditions and values of her Indian heritage as well as the American way of life. She is currently in a relationship with her first serious boyfriend. She would like to use hormonal methods of birth control but is unsure where to begin to find the right one for her. Mira is shy, curious, and a full-time working student.

Core Needs

- Learn more about hormonal methods of birth control and safe-sex.
- Clear, comprehensive and consolidated information on a safe platform.
- Community in which her experience as a first-generation Indian-American woman is reflected.

Pain Points

- Researching online can be intimidating and time-consuming
- Maintaining anonymity and flexibility while wanting to connect with a community she can relate to.

“Most of us don't really talk to our parents about sex... To this day, I find it hard to talk about, but I still have so many questions! It's overwhelming to sift through all the information out there.”

Age **25**
Pronouns **she/her**
Language **English, Urdu, Hindi**
Occupation **Student**
Location **New York City, NY**



Meet Jasmine Carter

Jasmine Carter is an African American woman born and raised in Philadelphia, PA who recently graduated with a Masters degree in Communications. After graduation, she secured a coveted position at a well-established corporate firm in Washington, D.C. Jasmine is ambitious, career-oriented, and eager to make her mark in the marketing world. She enjoys the vibrant city life, appreciates its rich culture and history, and is excited about the opportunities for personal and professional growth.

Core Needs

- Seeks reliable sources valuing professional and peer advice focused on Black women's wellness.
- Attending events on women's health that offer safe spaces for discussions on contraceptives and reproductive health.

Pain Points

- The stigma surrounding contraceptives and reproductive health, coupled with misinformation, can make it difficult to discuss these topics openly and make confident decisions.
- Finding a balance between professional healthcare advice, she also seeks the reliability of peer experiences, especially from other Black women.

“It's crucial in this time in history to find spaces where we can openly discuss reproductive health, feel seen and supported.”

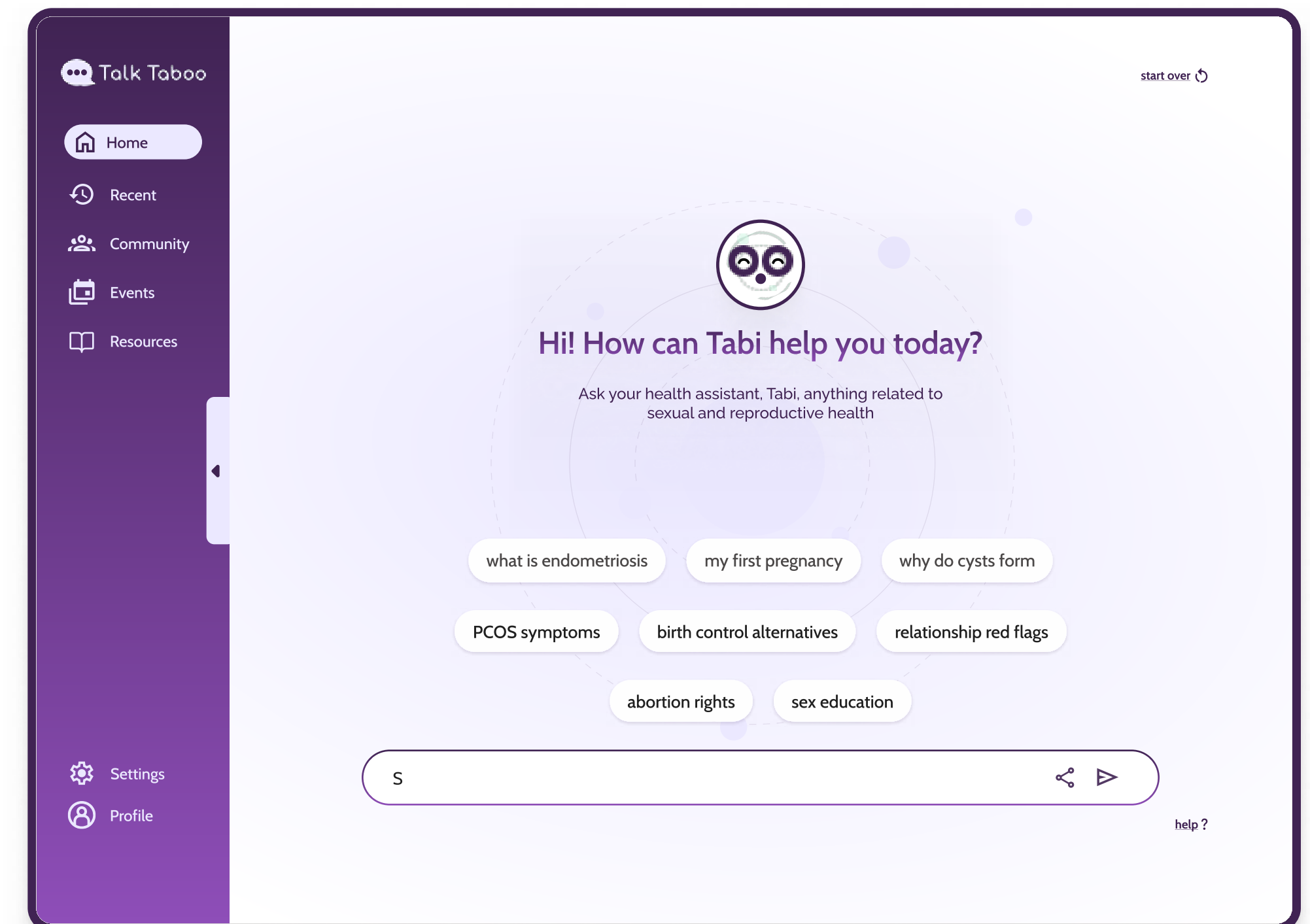
Age **26**
Pronouns **she/her**
Language **English**
Occupation **Marketing Analyst**
Location **Washington, D.C.**

Primary Feature

The custom Chatbot *Tabi* helps our users in the smartest way possible by providing answers to all kinds of questions related to Sexual and Reproductive Health (SRH) using Artificial Intelligence.

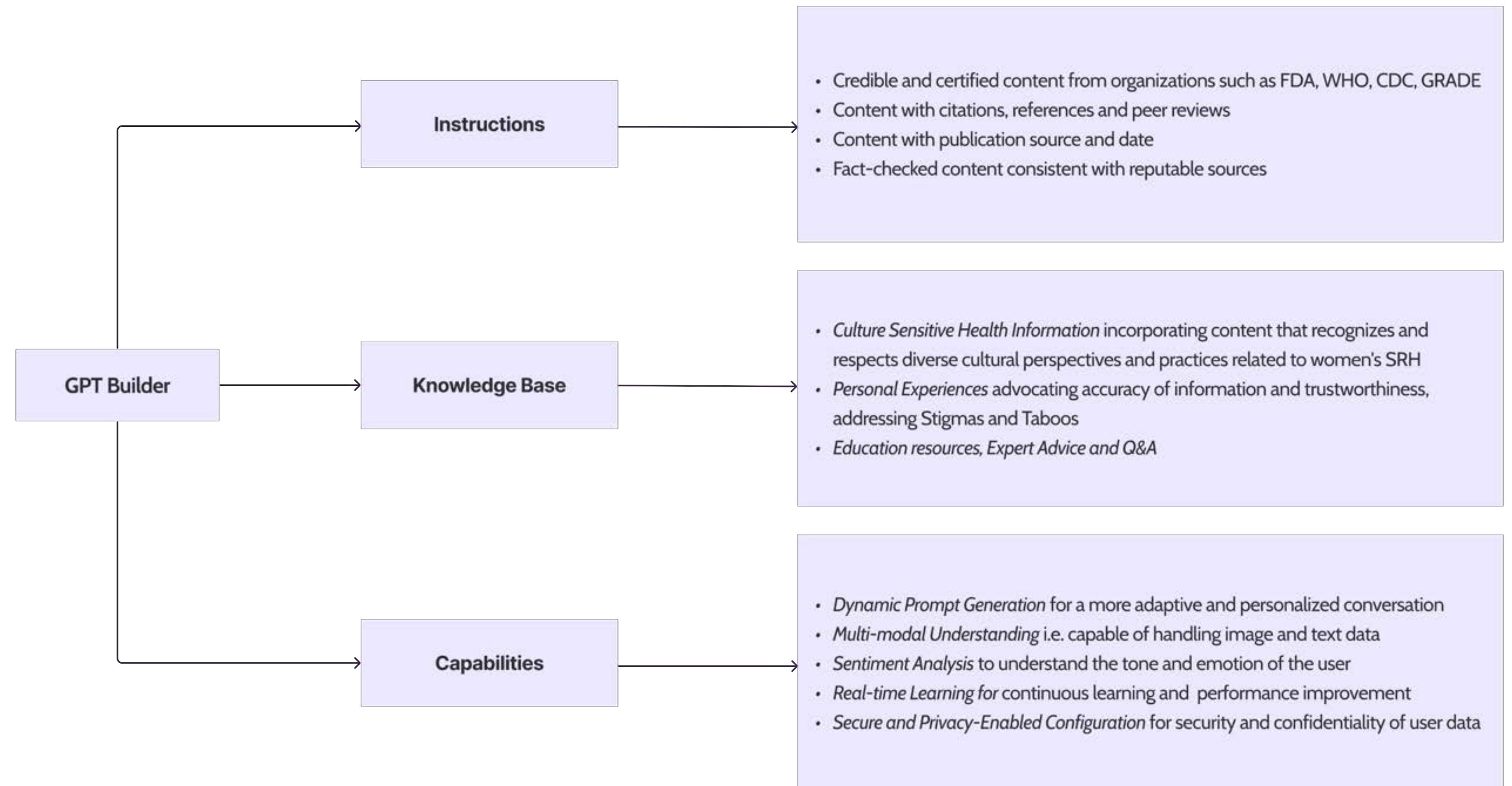
The aim of the feature is to serve as a central search hub for questions related to SRH, to enable our users spend less time searching and more time learning and empowering themselves with the knowledge and information that they are seeking.

Tabi prompts users with phrases and keywords to help the user get started. The prompts improve dynamically thereby populating more accurate suggestions and responses for the user. The improvised search feature enhances accessibility of information.



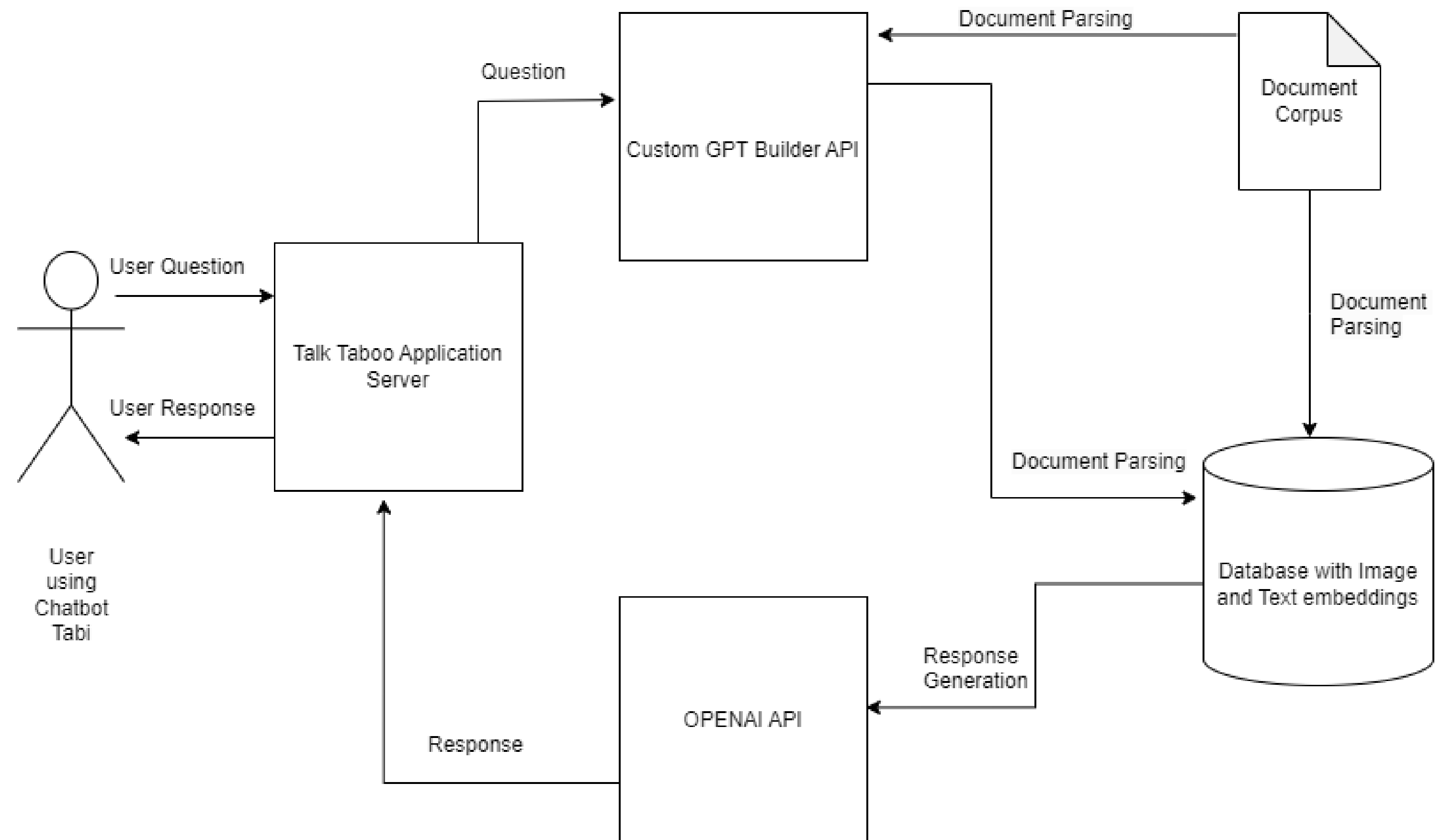
Why is *Tabi* so robust?

Tabi uses OpenAI's GPT-4 Turbo, and a custom GPT builder. The GPT builder is configured with custom instructions for legitimacy of information, a personalized knowledge base for cultural diversity, and specialized AI capabilities for improving user experience. The document corpus

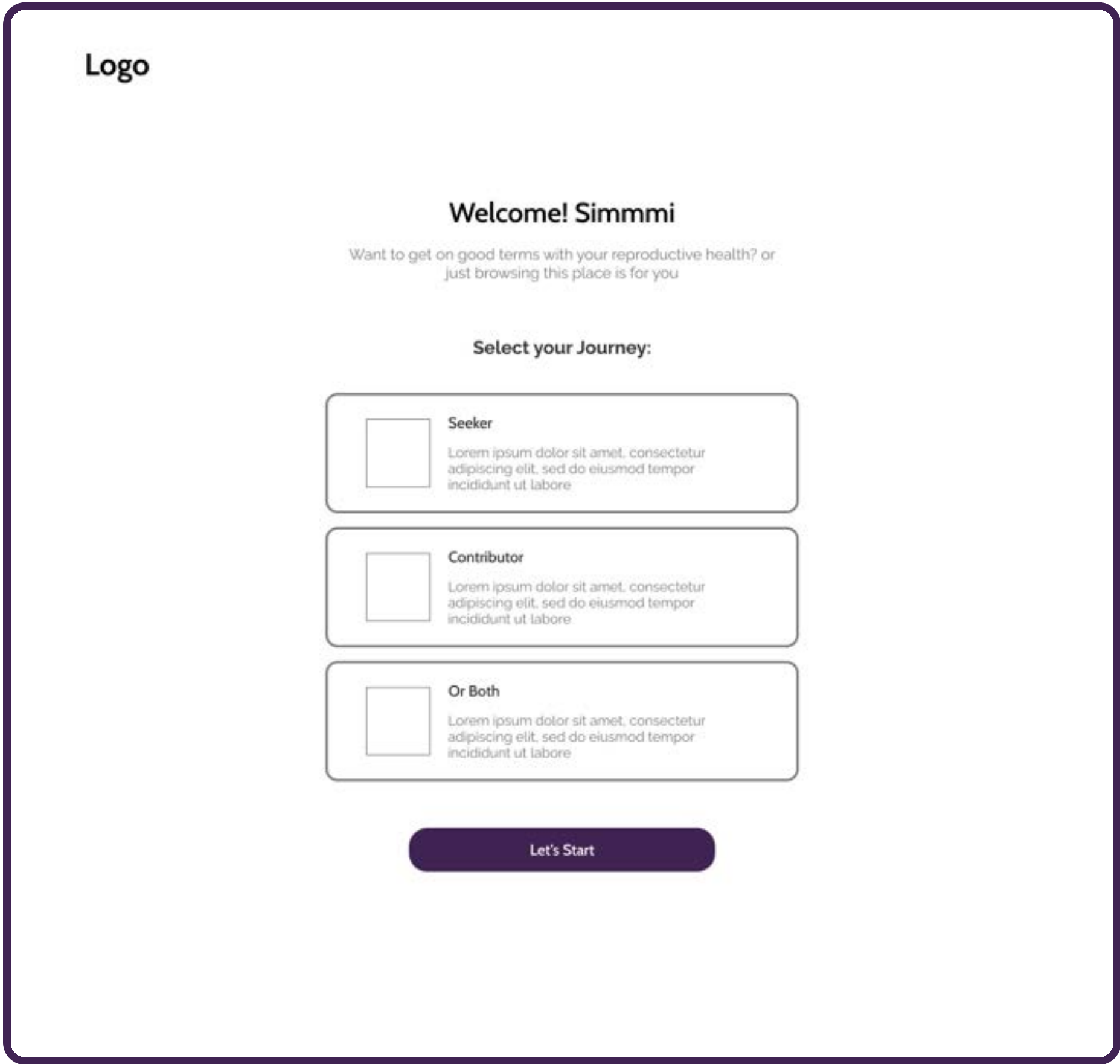


User Flow

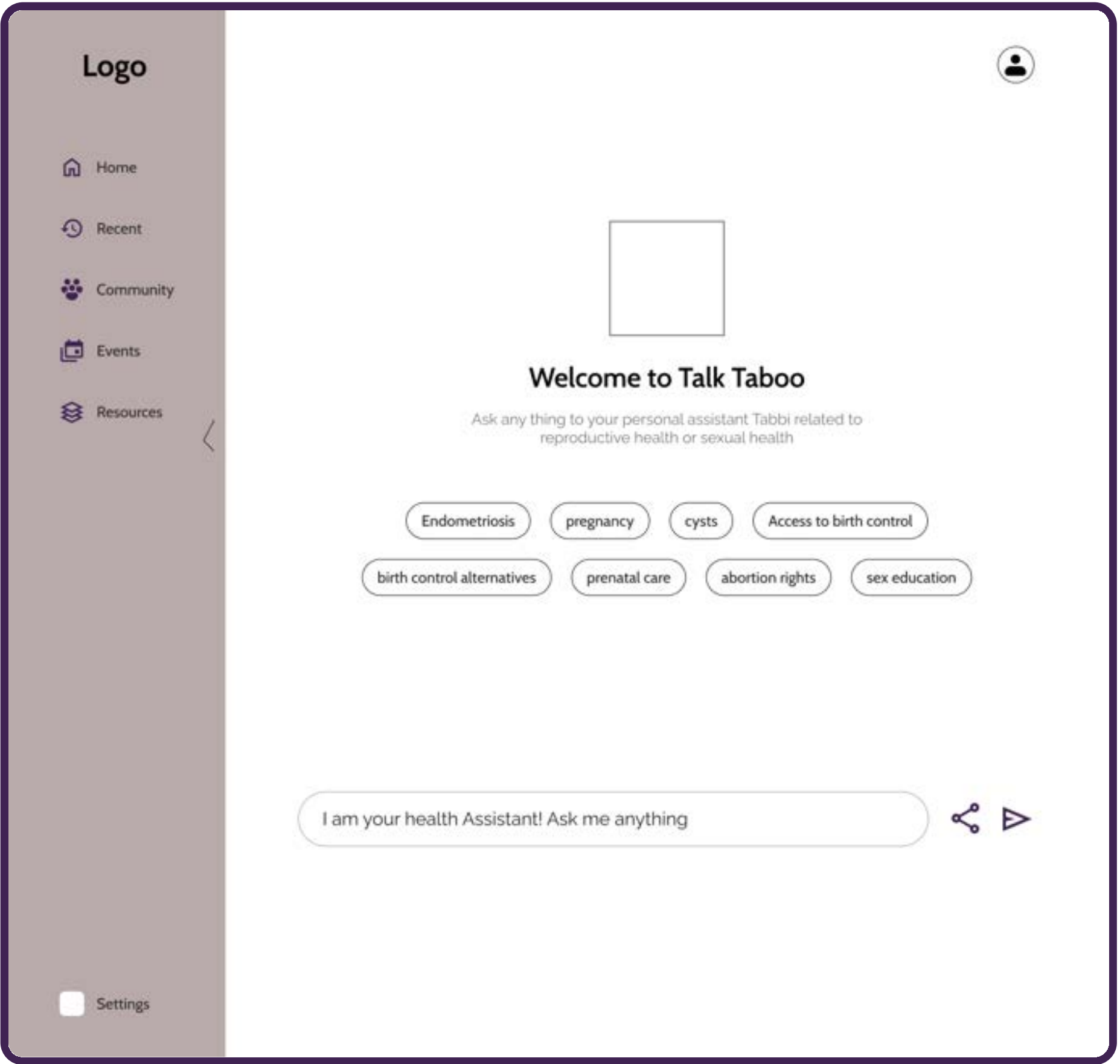
The GPT Builder captures user inputs and dynamically helps update its Knowledge Base, thereby learning new information. The back-end database consists of data embedding. The database is structured for efficient data retrieval ensuring quick access during user queries. The GPT Builder employs advanced Natural Language Processing (NLP) algorithms and by adapting to user needs, the system provides contextually relevant results, enhancing overall user experience.



Initial Wireframes

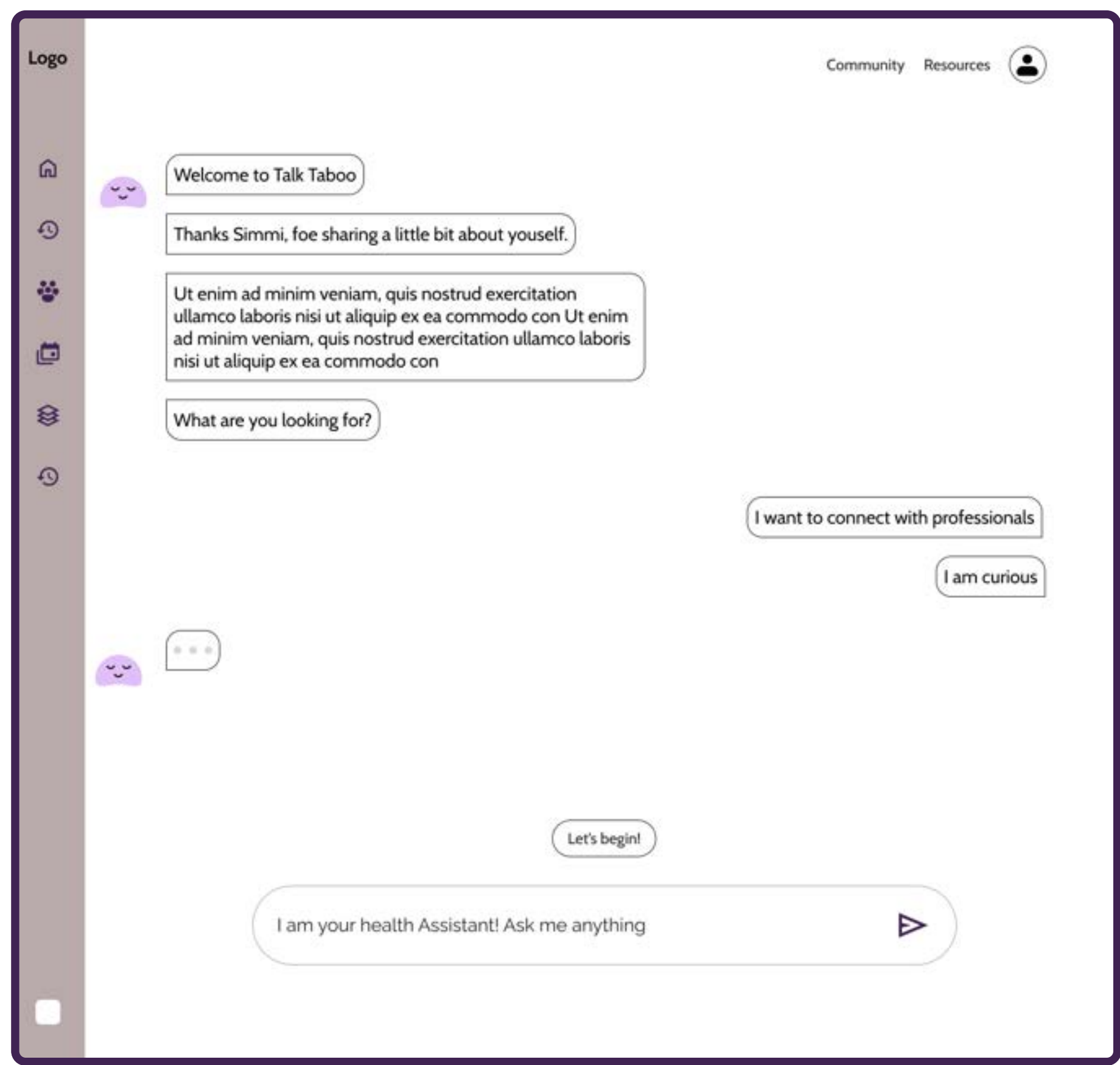


Customizability is key and users have the chance to help Tabi tailor their experience from the start.

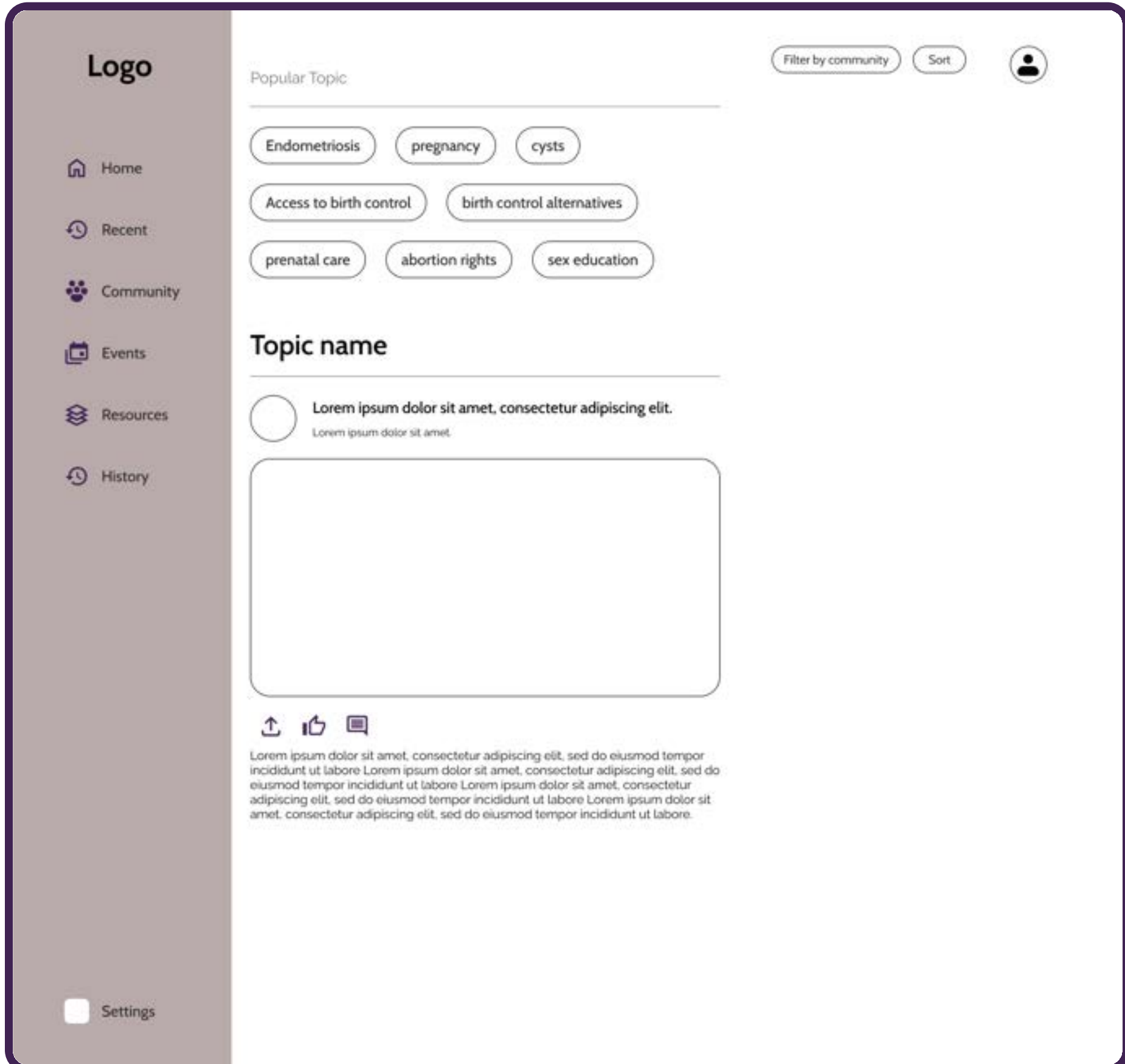


Our primary feature is our Chabox Tabi.

Initial Wireframes

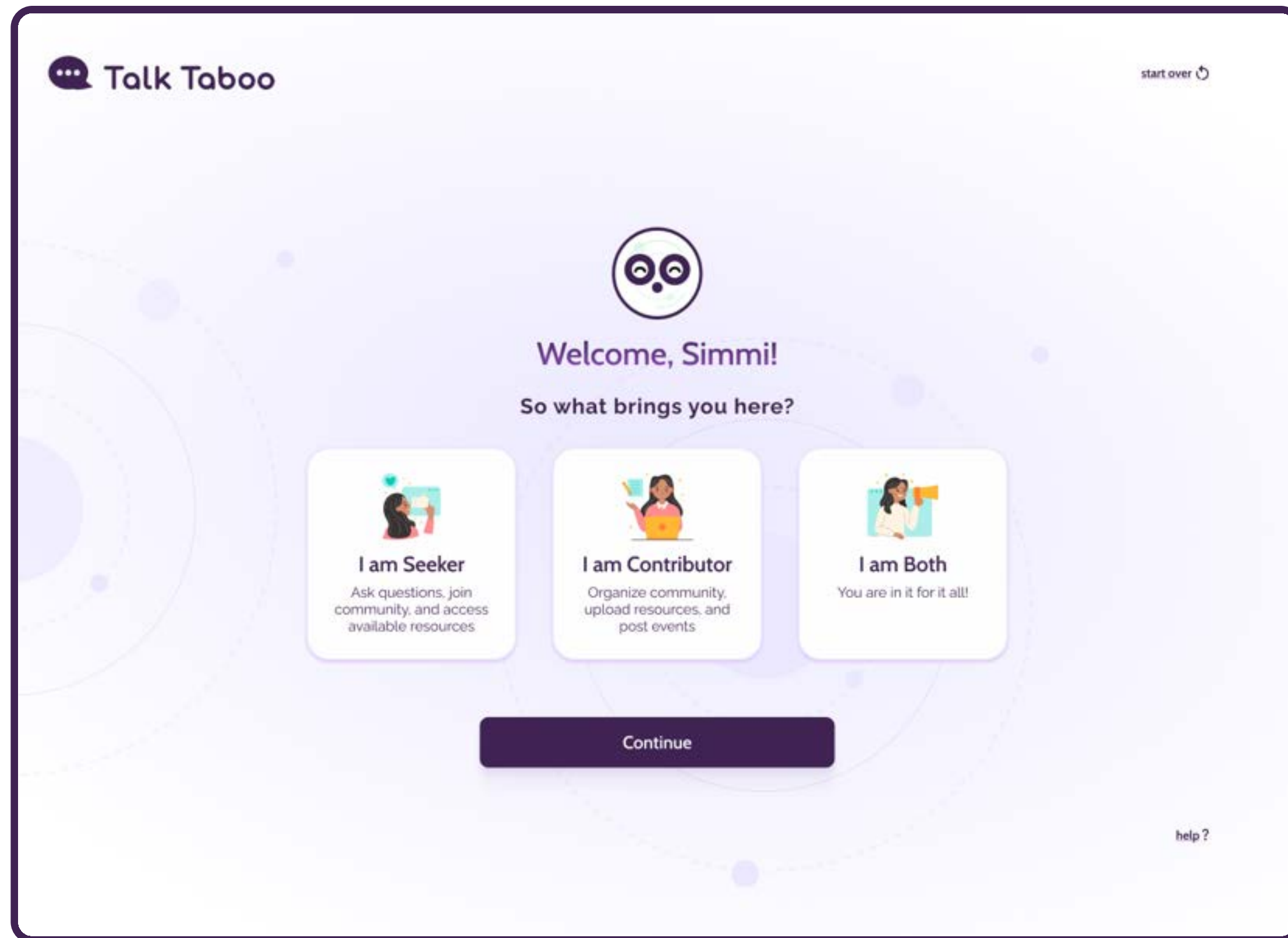


The chatbox and dialogue itself was important for us to map out in the early stages. We wanted to give users a familiar chatbox experience with a twist.

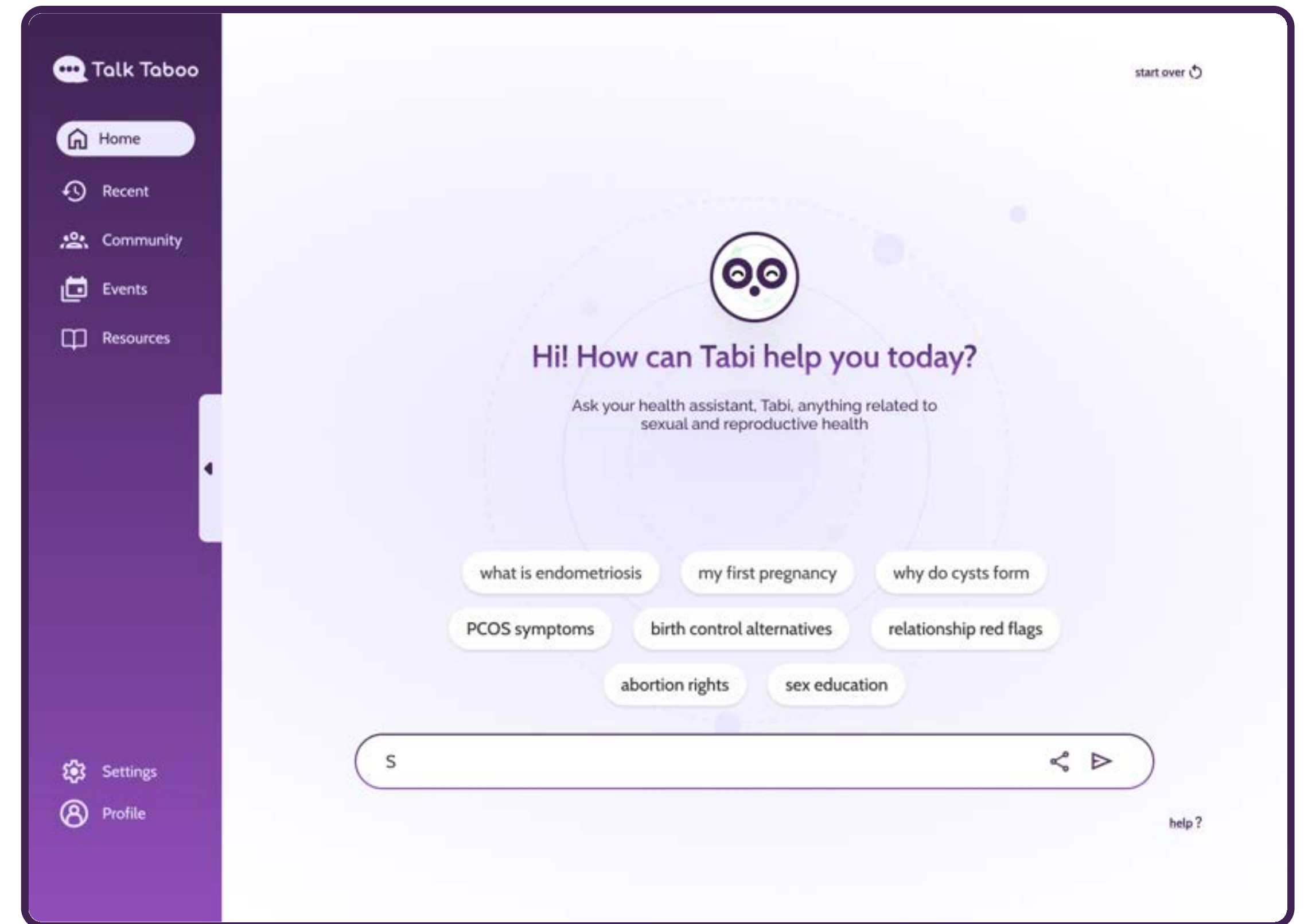


Our secondary feature is our resource hub, a library of relevant, expert and various resources to meet our users' needs.

Final Designs

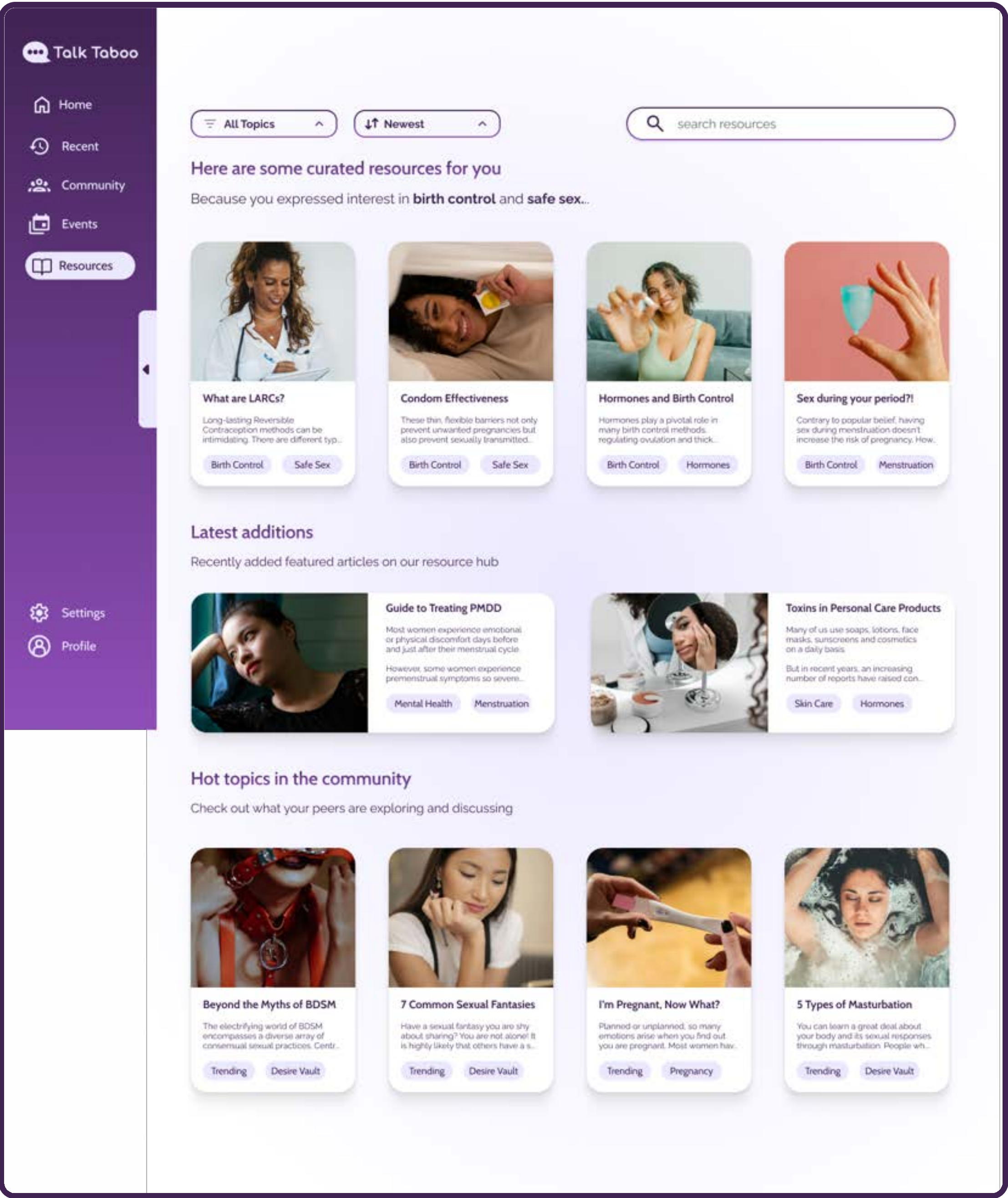
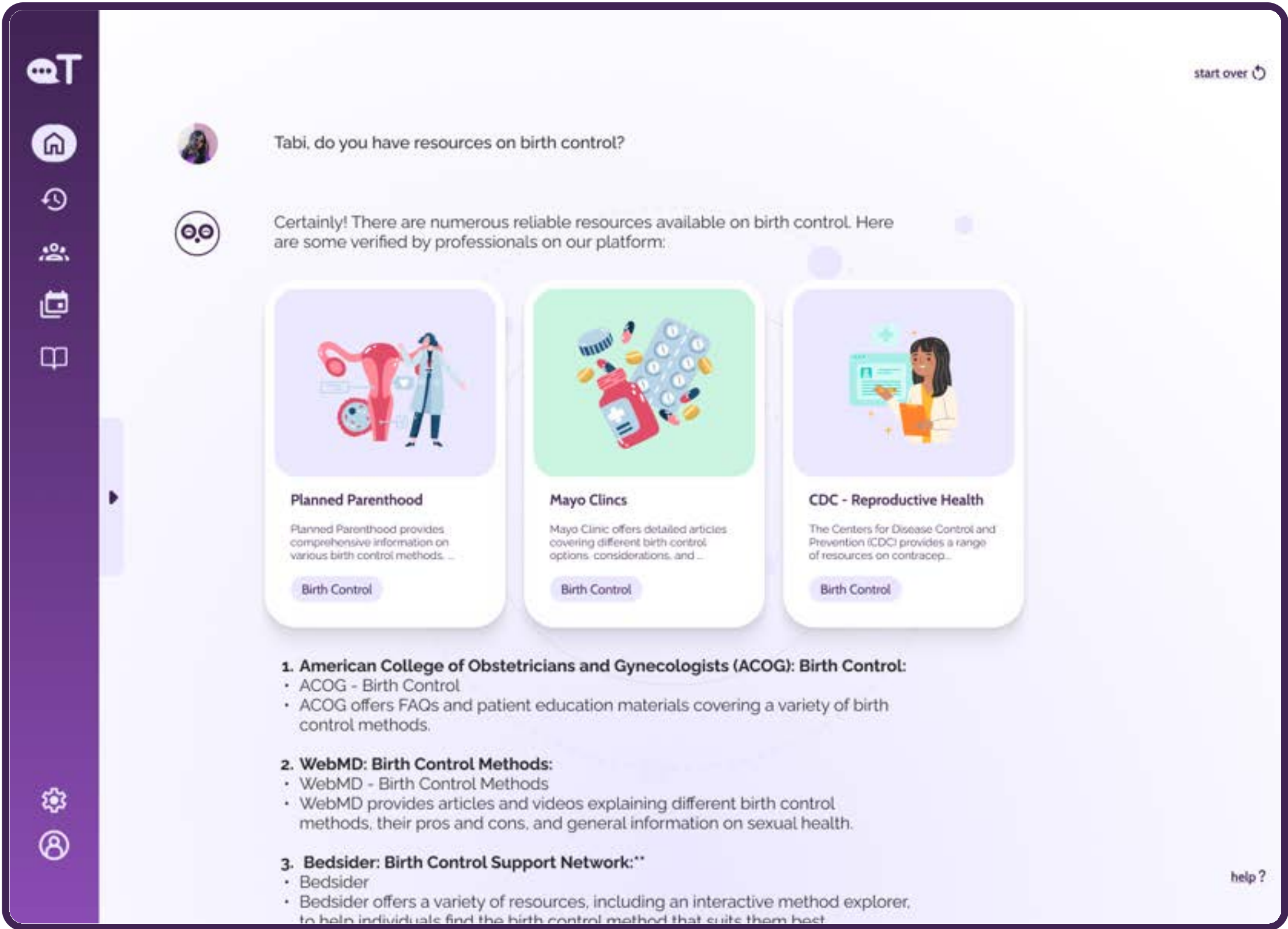


Our platform came to life once we established our style guide. We wanted to evoke an open, communal safe space.

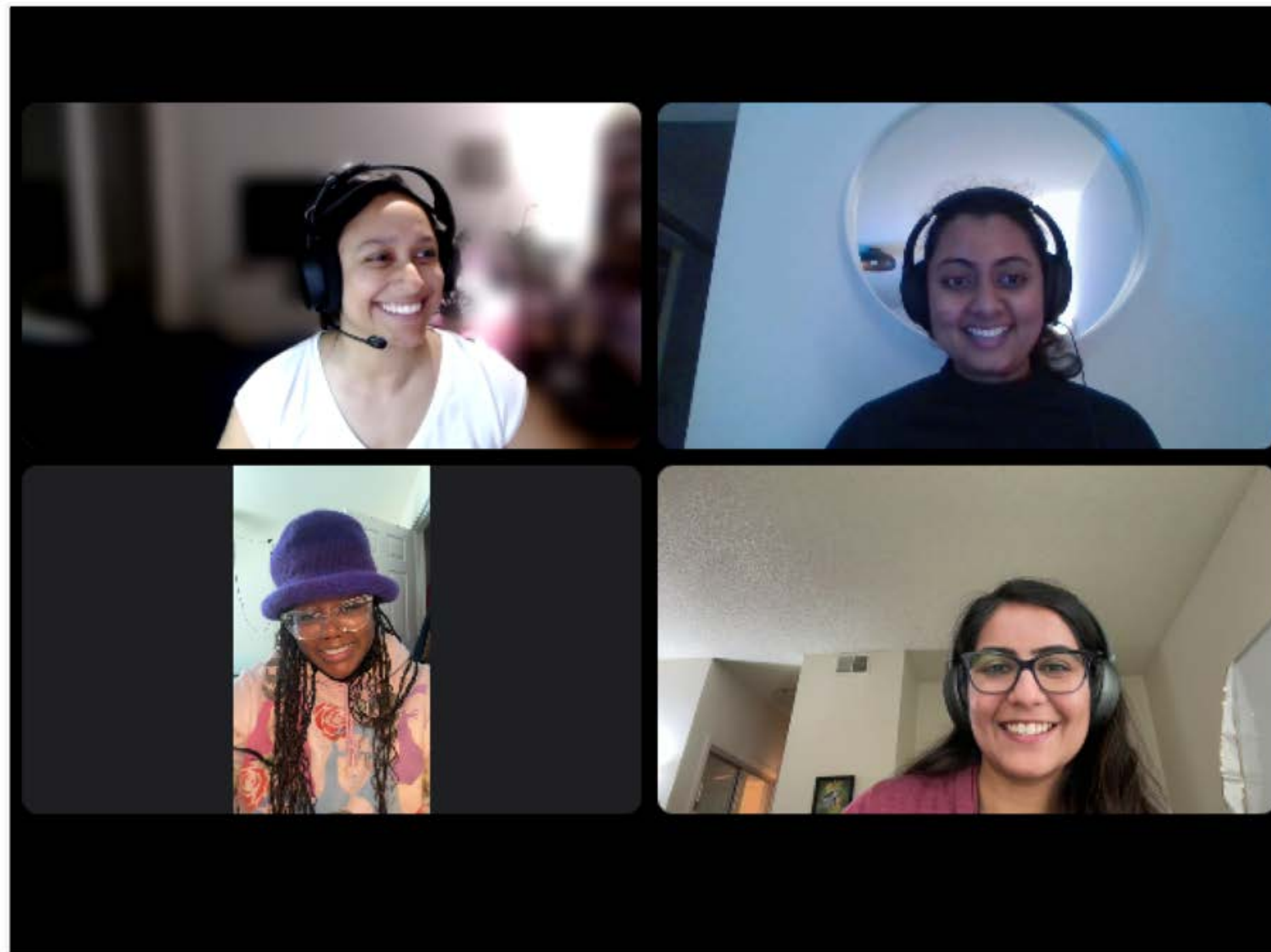


It was essential for us to create a character that looked and felt safe (even cute!). Given the nature of the stigmatized or challenging topics that might be explored here, it was important to design a friendly looking AI.

Final Designs



Another one of our standouts is featuring relevant links as cards with annotated information our users will read about once they click on the card. We also created a side menu that can be expanded or compressed as needed for our users.



Our Story

The four of us virtually met during the Buildathon and instantly clicked! We bonded over shared experiences as women, discovered common passions, and united in envisioning a powerful outcome for women. Working on this Hackathon was an absolute blast!

P.S : We absolutely nailed working on 3 different time zones!

Signing off (Clockwise from top left)

Alejandra UX Designer

Disha Product Manager

Vidushi Product Designer

Nadia Developer