

Where: Berlin - Germany

What: Website

Category: Wellness

Why: Final Project - TechLabs
Summer Semester 2022

When: May 2022 - Jul 2022

Who: Omar Brato and Sneha
Ghag - WD Track // Andi
Rosés - UX Track

Team Mentor: Soma Hargitai





The idea

E-VA, is a comprehensive women's wellness desktop App with features such as period tracking, mood tracking, and a health library. E-va's focus is to enable women to become increasingly aware of their health and wellness to empower them by using the data to correctly calculate their menstrual cycle. Through an interactive calendar, women can analyze their data, compare them monthly, and can identify certain patterns to detect any change that may serve as an alert for them to see a doctor.

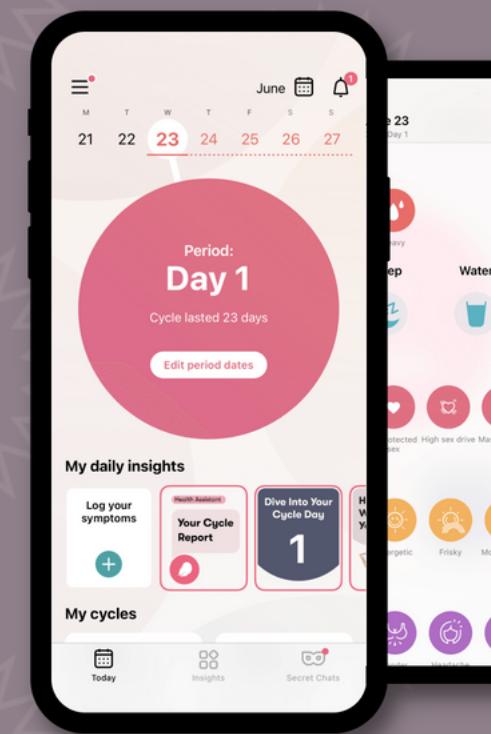


The problem

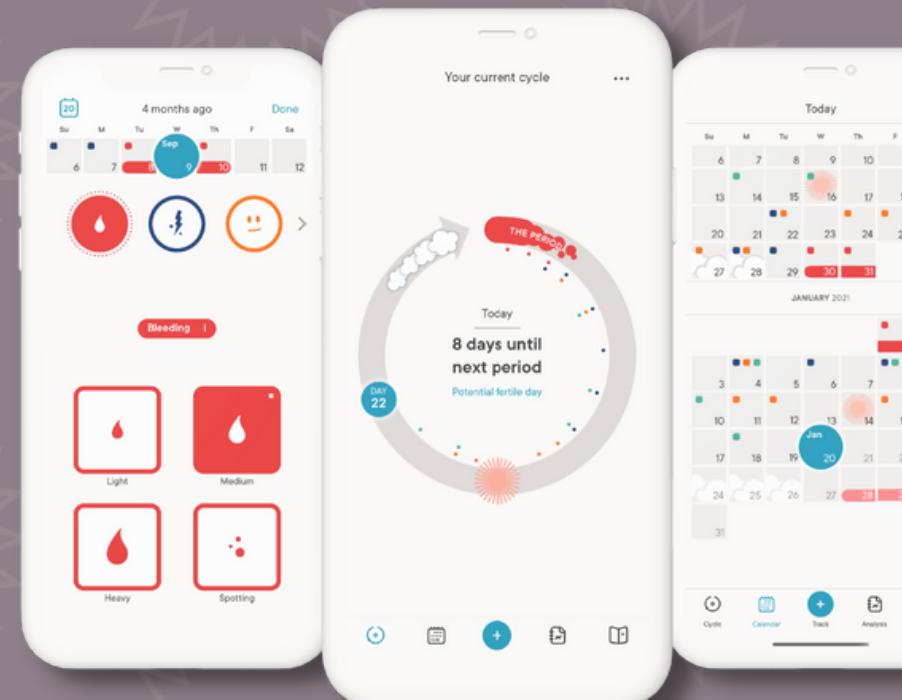
Currently there are many online platforms where a woman can track the status of her personal and intimate health, but many only cover one isolated aspect of the topic and others require the payment of extra fees for the release of exclusive content. The central idea of this project would be to create a single platform capable of covering most of the aspects related to a woman's health, so that she becomes increasingly aware of how her own body works.

Competitive analysis

Flo app



Ovia app



Flo helps to monitor your menstruation, ovulation, cycle, fertility, or pregnancy. As a one-stop solution for all things female health and well-being.

CONS :

- Does not alert the user if emergency contraception should be considered (eg, if you've indicated that you don't want to get pregnant, and then log that you had unprotected sex during your fertile period).
- The majority of special features (including predictions and written content) are only available to Premium users.
- No option to sync to your partner's device.

Ovia helps you track the menstrual cycle, ovulation cycle, and fertility. Based on the data you feed regarding your cycle start date, end date, PMS, mood swings, etc, this app will automatically set reminders on your period dates and help determine patterns in your symptoms.

CONS :

- Like the Flo app, Ovia also ends up demanding a fee for its users to have access to more complete content.
- The app was recently accused of making its users' information available to third parties. There were cases of bosses who had access to their employees' data.

Market Research

According to a survey conducted by [McKinsey and Company](#) in **April 2021**, it was clear that consumers care deeply about wellness and that their interest is growing.

The survey was conducted with 7500 consumers in six countries:

- **79% said they believe that wellness is important.**
- **42% consider it a top priority.**

The global wellness market has been estimated to be over US\$1.5 trillion, with annual growth of 5% to 10%. A rise in both consumer interest and purchasing power presents tremendous opportunities for companies, particularly as spending on personal wellness rebounds after stagnating or even declining during the COVID-19 crisis.

How do consumers define wellness?

- Better health.
- Better fitness.
- Better nutrition.
- Better appearance.
- Better sleep.
- Better mindfulness.



User Research



Interviews

Competitive
analysis

Market
Research

User
Personas
+
Scenarios

Empathy
Map

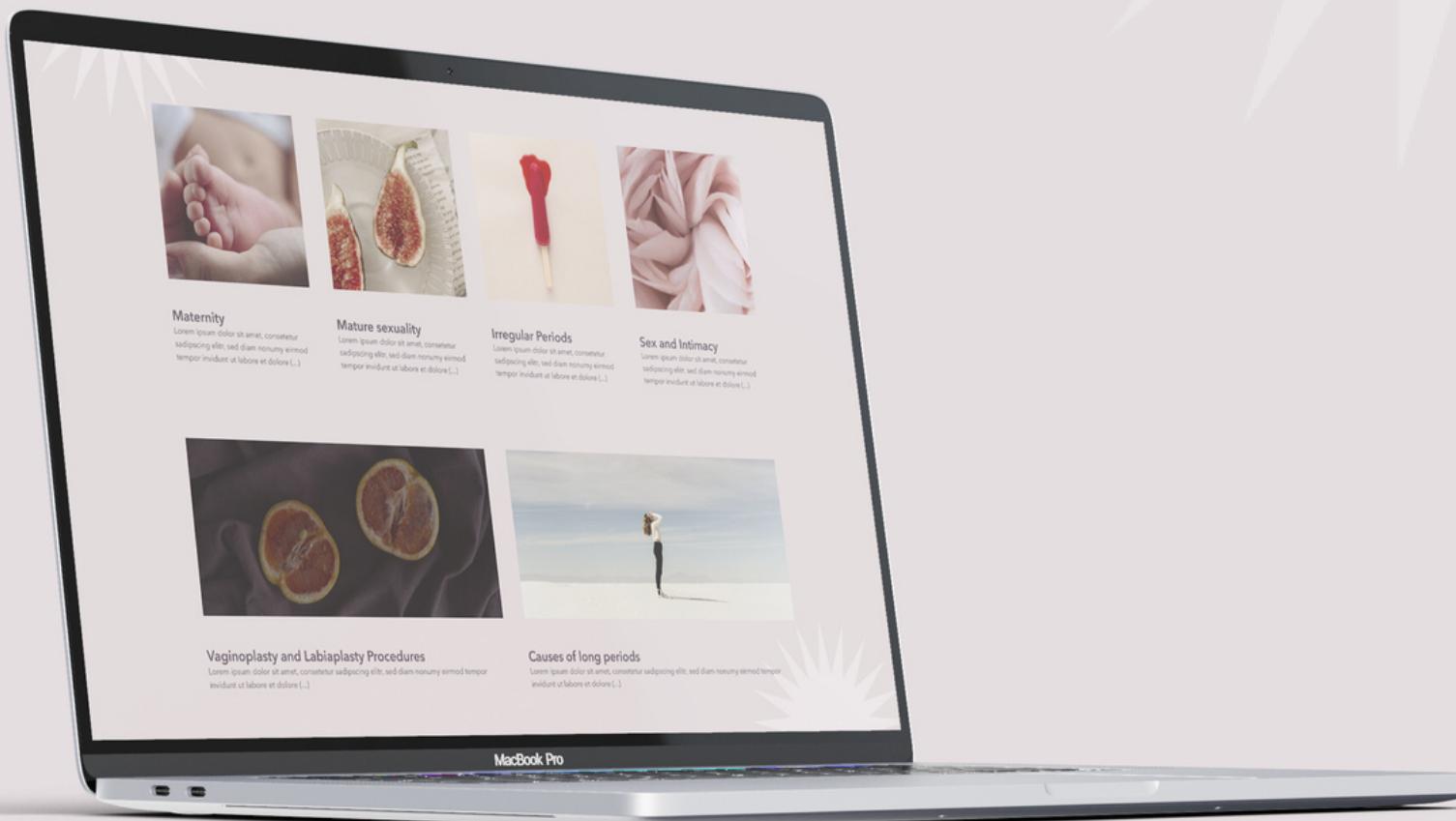
Journey
Map

Wireframes

UI -
Design

Prototype

User Research



The UX process began with Market Research, a Competitive Analysis, and the development of a questionnaire for subsequent interviews. From the interview, it was possible to define the profile of potential users and create personas, scenarios, empathy maps, and journey maps.

It was verified that there are a priori two main groups of women who could be interested in the E-va Web app:

- Women who would like to inform themselves more effectively about topics related to women's health and who would like to more actively analyze their own menstrual cycle in order to identify possible patterns that can be influenced by daily habits such as exercise and sexual activity.
- Women who are seeking to become pregnant and are looking for a platform that can help them both pre-pregnancy and during pregnancy.

User Research

From this user-centered research, it was possible to answer questions such as:

Who our users are?

The audience of our platform is basically made up of women who are concerned about their wellness and are looking for one more tool to have more precise control of various aspects related to their health. They also seek access to more information that can alert them if something in their body is not working as expected.

Why will people visit us?

Because they can find for free on our platform very complete contents that can directly impact their health as a whole. It is an attractive, easy-to-navigate desktop app that provides personalized material and very intuitive tracking.

What should our website accomplish?

The platform's main goal is to help and encourage women to be more body conscious and to take good care of their health

User Personas and Scenarios



Anna

Age: 21 years old.

Location: Berlin - Germany.

Education: Architecture student.

Job: Internship in an Architecture Office.

Family: Single, lives in a WG with two friends..

Goals:

- Pay more attention to her health.
- Understand better how her menstrual cycle works and the impacts it has on her routine.
- Receive an alert from the platform if something is not quite normal.

Frustrations:

- Difficulty in getting organized.
- Sometimes she feels she can't clearly identify PMS symptoms.
- She still doesn't know the average length of her menstrual cycle.

Motivations:

- Platform with accessible language and intuitive use.
- Quick way to control important aspects of health.
- Feeling of accomplishment.
- Change of habits in a guided and simplified way.

Bio/Scenario: Despite her busy routine Anna would like to pay more attention to her body. As she finds it difficult to adjust the time between her daily activities and her visits to the doctor, she knows that she often ends up neglecting her health. She thinks that using a platform like e-va would help her to pay more attention to possible changes in her health that really suggest a visit to a specialist.

User Personas and Scenarios



Maria

Age: 35 years old.

Location: Santiago - Chile.

Education: Graduated in Journalism.

Job: Freelancer (works from home).

Family: In a relationship.

Goals:

- Get pregnant soon.
- Get the symptoms of PCOS under control.
- Be more active.

Frustrations:

- Feels very indisposed and unmotivated during PMS.
- Despite regular visits to the doctor still suffers from some symptoms of PCOS.
- She believes that she doesn't pay enough attention to her health as a whole.

Motivations:

- Plan to get pregnant.
- Acquisition of new habits that may contribute to the control of PCOS symptoms.
- External incentive in order to have a more active and healthy life.

Bio/Scenario: Maria in most cases pays close attention to her menstrual cycle. She has PCOS and at the moment she is planning to get pregnant, she knows the importance of visiting the doctor regularly and paying special attention to her body and the signs it gives. She feels the symptoms of PMS and her biggest complaint is the indisposition she feels. Maria works from home, has some flexibility in her schedule, and believes that a platform like e-va, where she could keep track not only of her ovulation health but also her routine of physical and sexual activities, could positively stimulate her to seek even more her wellness and prioritize her health, this, in her opinion, is a very important factor for someone who seeks to get pregnant or treat PCOS.

Empathy Map (Anna)

SAYS

- I can't tell exactly how many days my cycle lasts.
- I don't know exactly how to calculate my fertile period.
- I feel like I don't pay enough attention to my body.
- I don't have time to go to the doctor every time I have any doubts about my body, I would like to have more awareness about it.

THINKS

- I should be more careful with my health.
- I should understand better how my body works.
- I am interested in the topic but I don't know where to look for reliable information.
- I don't know how I can start recording the particularities of my menstrual cycle.



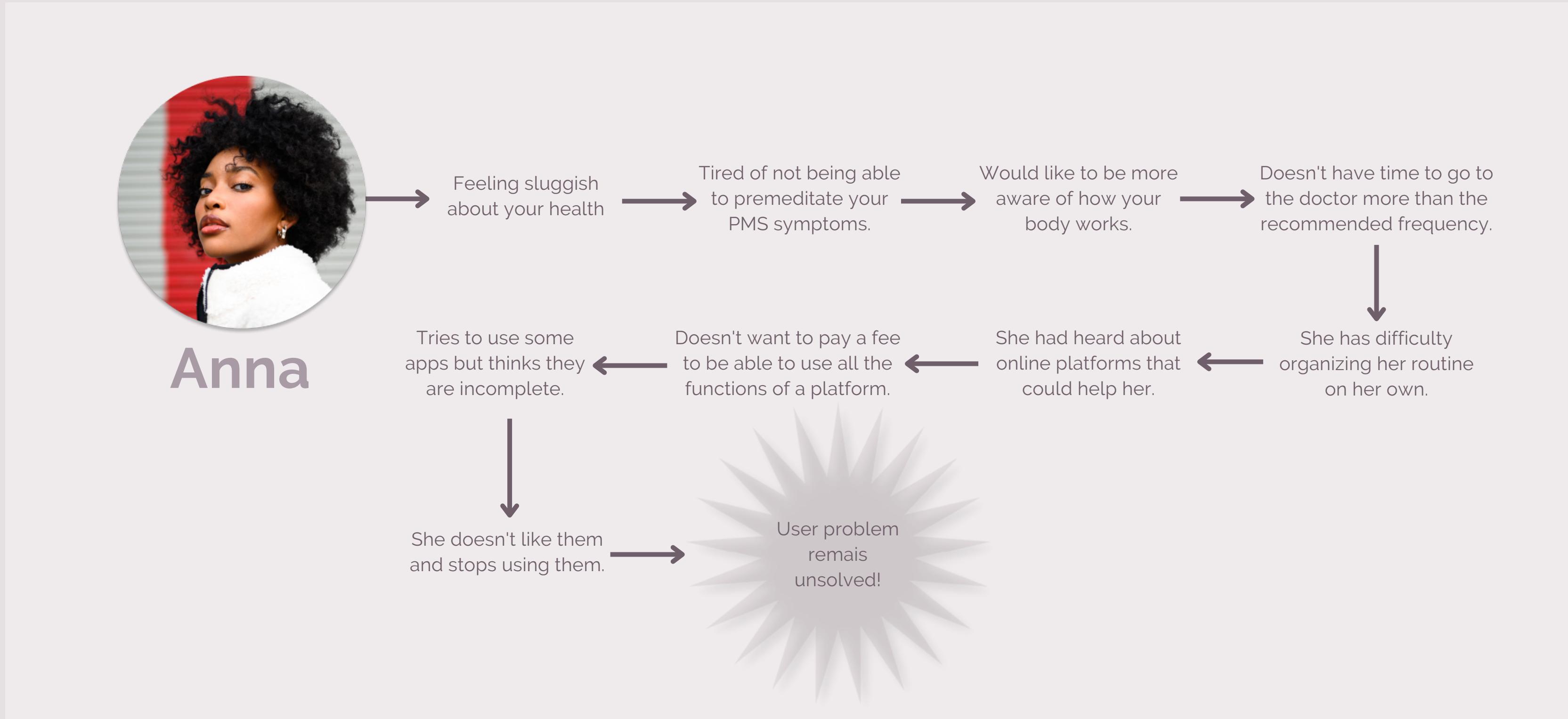
DOES

- She talks to her friends who tell her that there are many online platforms that can help her in this matter.
- She looks for a single site/platform where she can have better control of her cycle routine and at the same time have access to information.

FEELS

- She is frustrated in her search for not finding a platform that contains everything she is looking for.
- She is disappointed and demotivated to realize that most of the apps charge a fee for the user to have access to more complete contents.

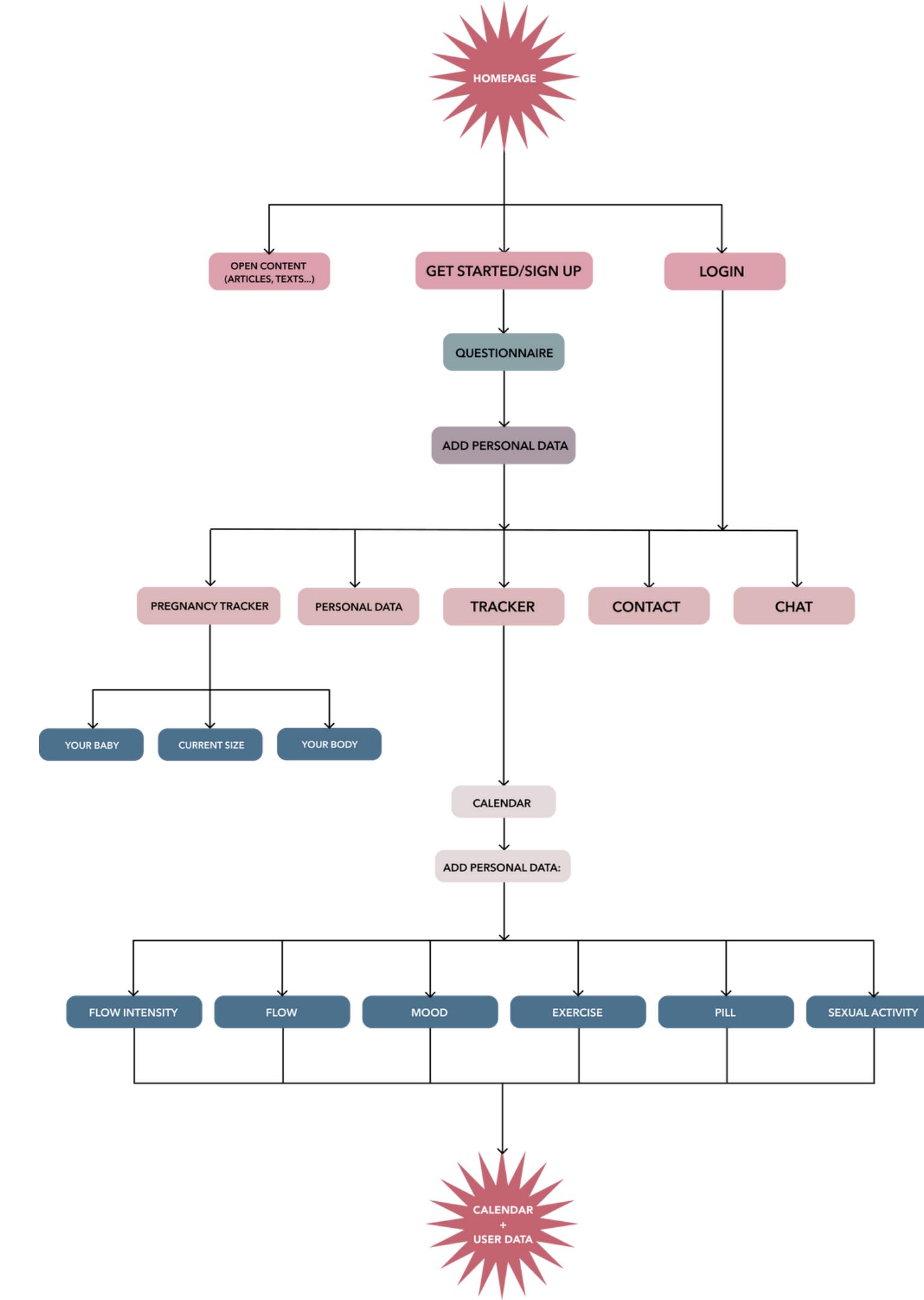
Journey Map (before E-va)



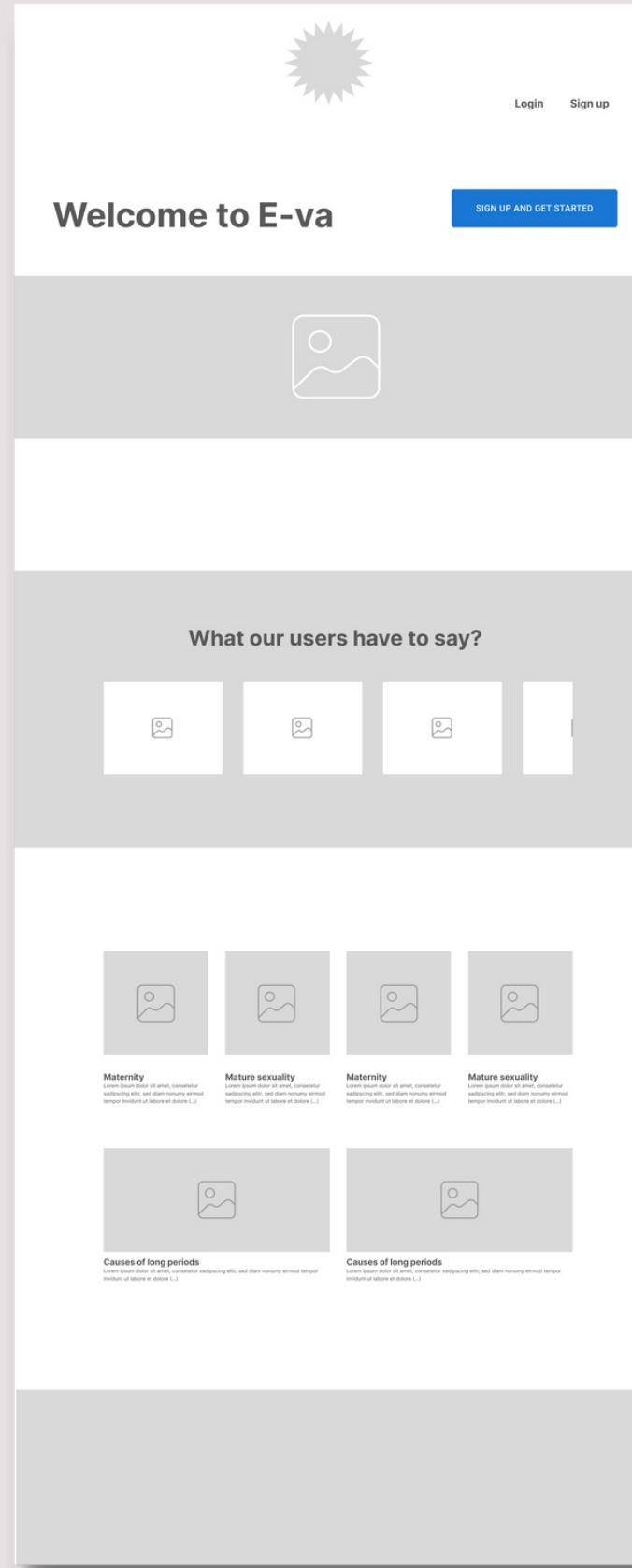
Journey Map (after E-va)



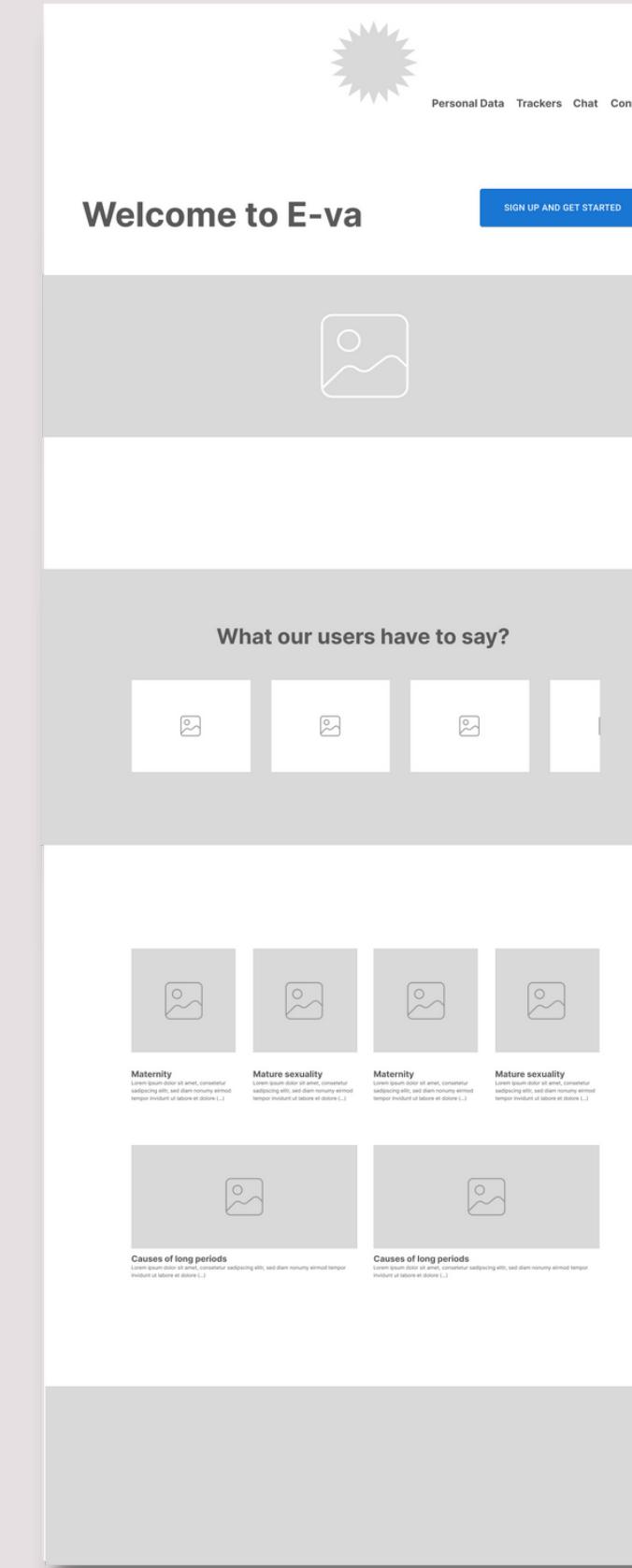
Information Architecture



Wireframes



Initial page (before and after login)



Initial page (before and after login)

This wireframe shows a 'Personal Data' modal. It includes a 'Hello' greeting with a user profile icon, a 'Personal Data' section with input fields for First Name, Last Name, Age, E-mail, Country, Date of birth, Height, and Weight, and a 'Preferences' section with two dropdown menus labeled 'Yes' and 'No'.

Personal data

This wireframe shows a 'Login' screen. It features a large user profile icon, input fields for 'Username or email' and 'Password', a 'Forgot your password?' link, a note about instructions, and a 'LOGIN' button.

Login

This wireframe shows a 'Question' screen. It displays a question: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.' with three response options: 'Yes', 'No', and 'I prefer not to answer'. A 'NEXT' button is located at the bottom.

Questionnaire template

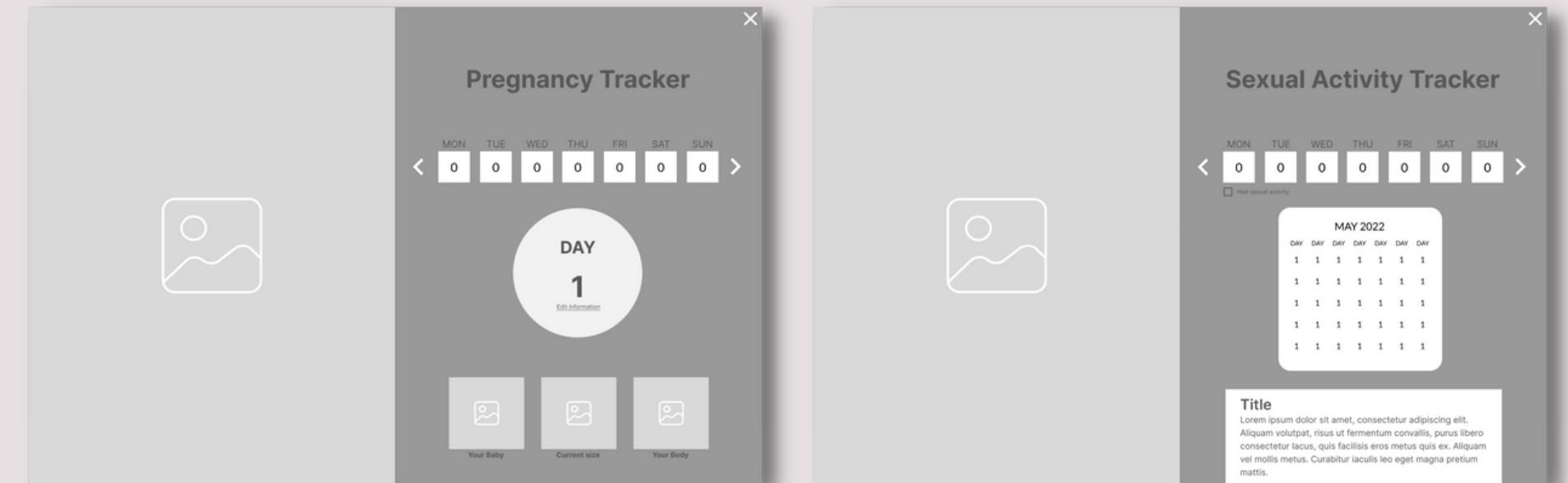
This wireframe shows a 'Trackers access' screen. It lists several trackers: 'PERIOD TRACKER', 'PREGNANCY TRACKER', 'MOOD TRACKER', 'EXERCISE TRACKER', 'SEXUAL ACTIVITY TRACKER', and 'PILL TRACKER'.

Trackers access

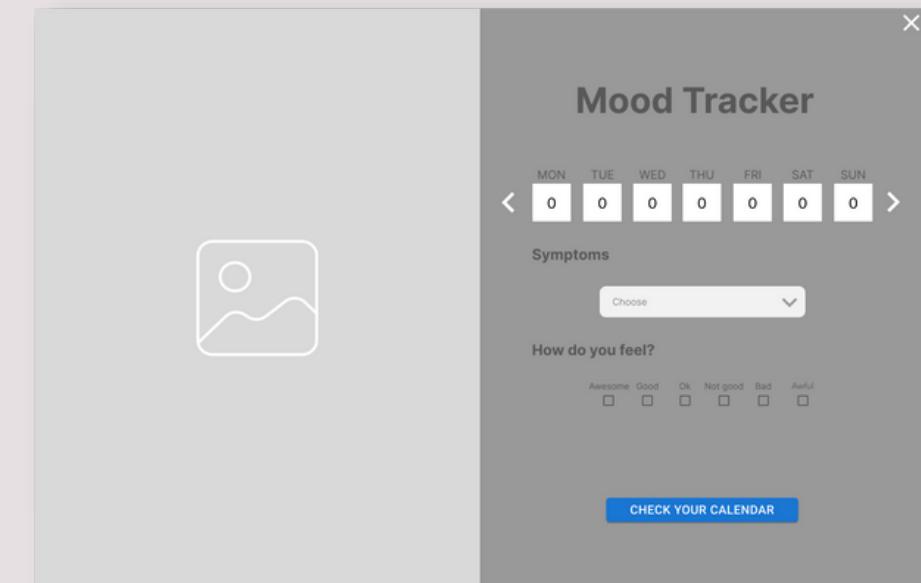
Wireframes

After the wireframes and a primary study of the website's interactions, we did a quick test that indicated some points to be improved.

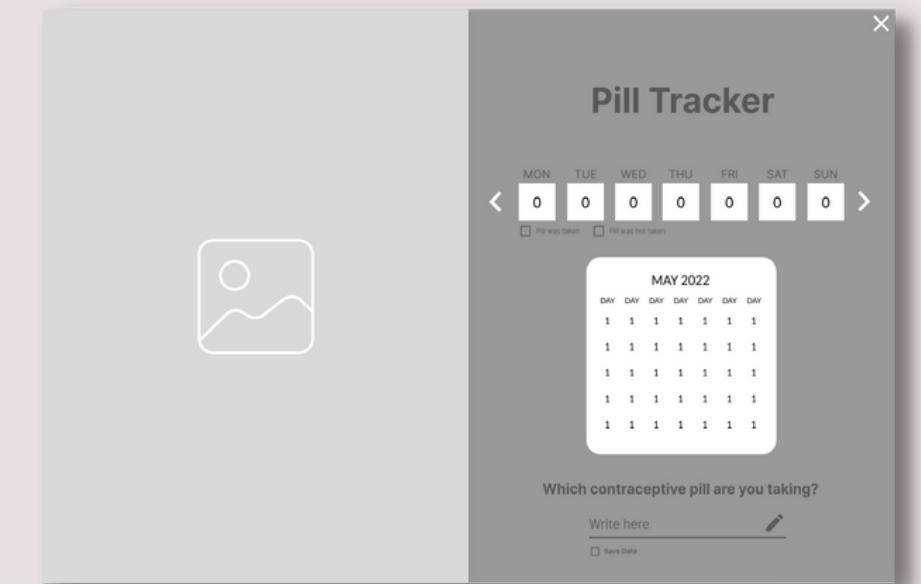
The most significant change was regarding the Trackers. At first, they would be independent, each parameter would have its own calendar so that the user could track its status monthly. Each parameter by itself would still demand some more information from the user, for example, The Mood Tracker would ask how the user was feeling, and what symptom was afflicting her that day, and the Exercise Tracker would ask the user what kind of exercise she had performed and the length of it, and so on. It was found that this model was not very efficient because it could cause irritation or frustration to the user by the fact that she had to answer many questions in order to view her statistics. In this case, it would be more interesting if the information could be provided in a more dynamic, fast, and intuitive way. Another issue to be considered was that the separate trackers do not give a unified view to the user, she cannot compare her data at once in an easy way. A solution adopted to improve this issue was to design a new Tracker version where all the information and parameters were measured and could be analyzed by the user in only one interactive calendar and the data to be provided would be done through emojis which would make the experience lighter and would not mentally overload the user.



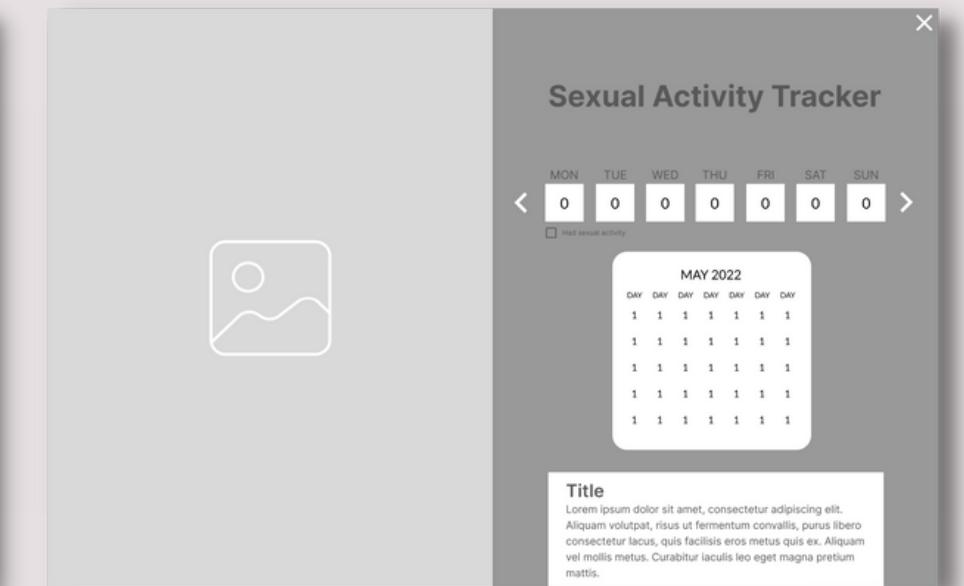
Pregnancy tracker



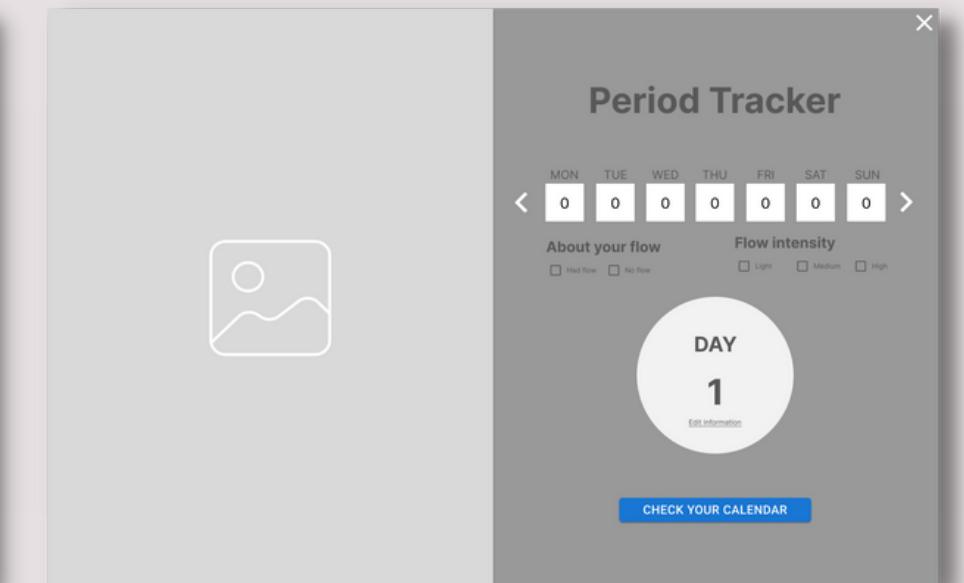
Mood tracker



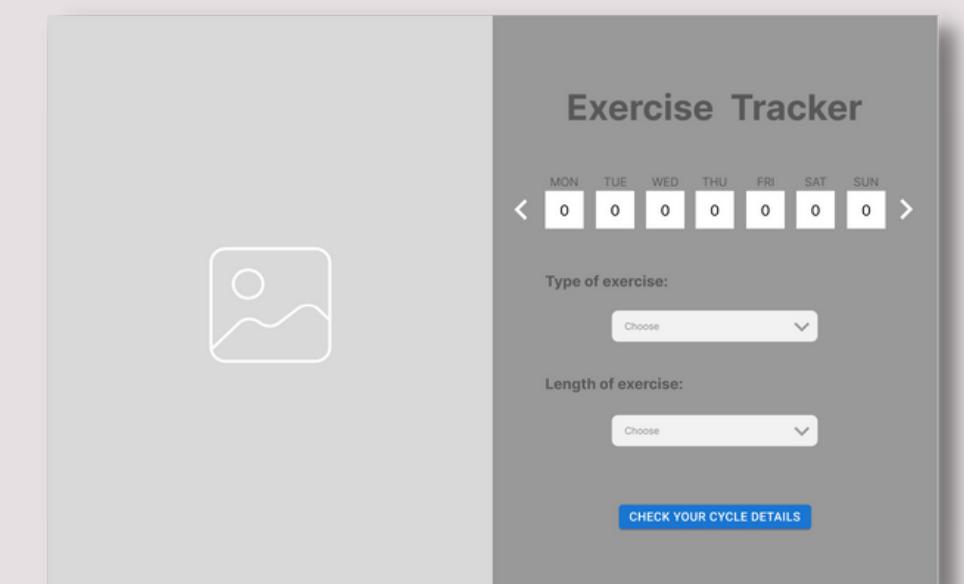
Pill tracker



Sexual Activity tracker



Period tracker



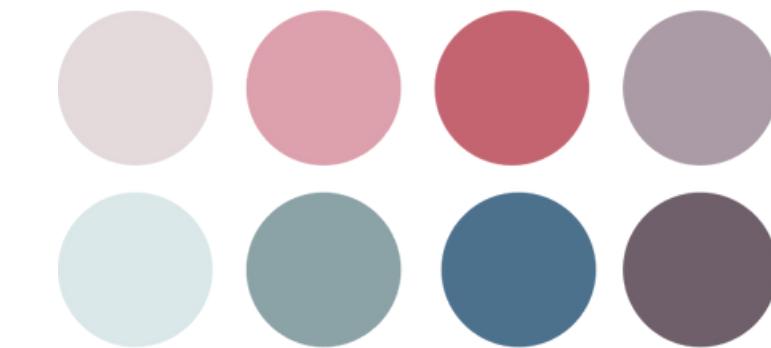
Exercise tracker

UI Design

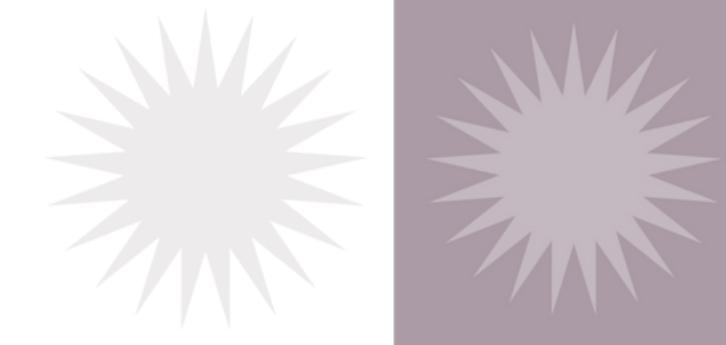
- This design was inspired by a paper planner, almost as if the app acted as a user's notebook/diary.
- The color palette was inspired by a photographic board, the tones are alternating from more delicate and neutral colors to stronger colors.
- In the design of the Logo, it was thought to use the shape of a multi-pointed star. This element not only appears in the logo but also as an element of consistency permeating the pages.
- The fonts used are delicate and clear in order to be easily identified and highly legible.



Colors



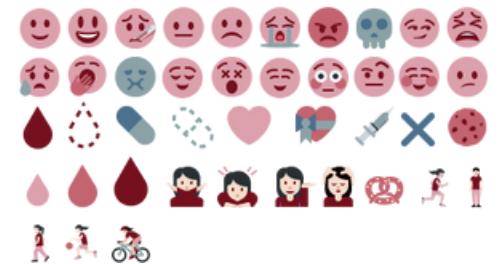
Elements/Consistency



Typeform

Avenir Next
Regular, Medium, Demi Bold
AaBbCcDdEeFfGg

Emojis



UI Design

Welcome to e-va!
We want to make sure that you understand even more about your own body and don't lose track of it.

Sign up and get started!

What our users have to say?

"Love everything about this platform! I love the tracking options, the metrics, the data reports, and the projections! Super helpful and amazing." (Emma Schmidt)

"I love that I don't have to dig through ads to use the platform :) I've only used it for 1 cycle and so far it's been a good experience." (Luisa Santos)

"It has great fluidity and options between life changes and I find that the information provided is well sourced and cited. I feel very comfortable and confident using this app." (Ingrid Müller)

Maternity
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tempor incididunt ut labore et dolore...

Mature sexuality
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tempor incididunt ut labore et dolore...

Irregular Periods
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Sex and Intimacy
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Vaginoplasty and Labiaplasty Procedures
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Causes of long periods
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tempor incididunt ut labore et dolore...

e-va
Women's Wellness

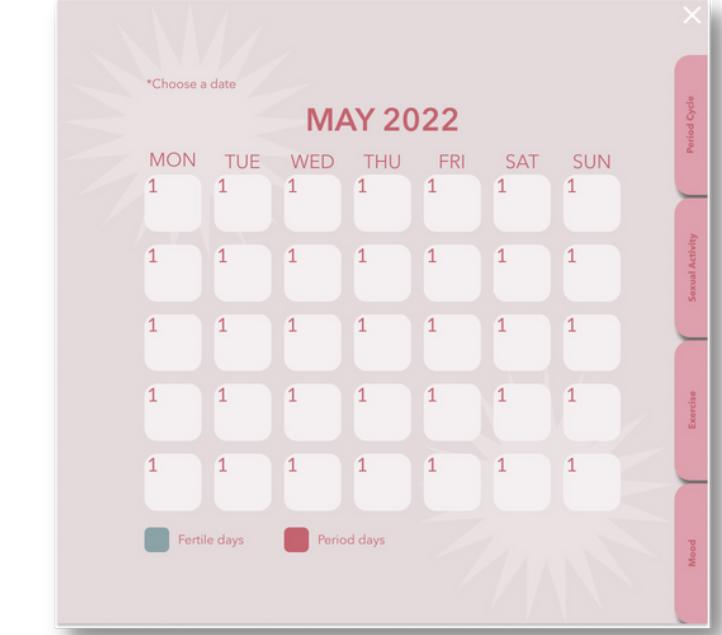
Product
Help Center
Privacy Policy
Terms of Use

Company
About Us
Careers
Contact Us
Press Center

Content
Health Library
Editorial Process
and Standards

Social Media
[in](#) [tw](#) [ig](#) [fb](#)

Homepage



Calendar

Flow intensity: Low Medium High

Flow: Low High

Mood: Excited Happy Okay Sick Sad Crying Angry

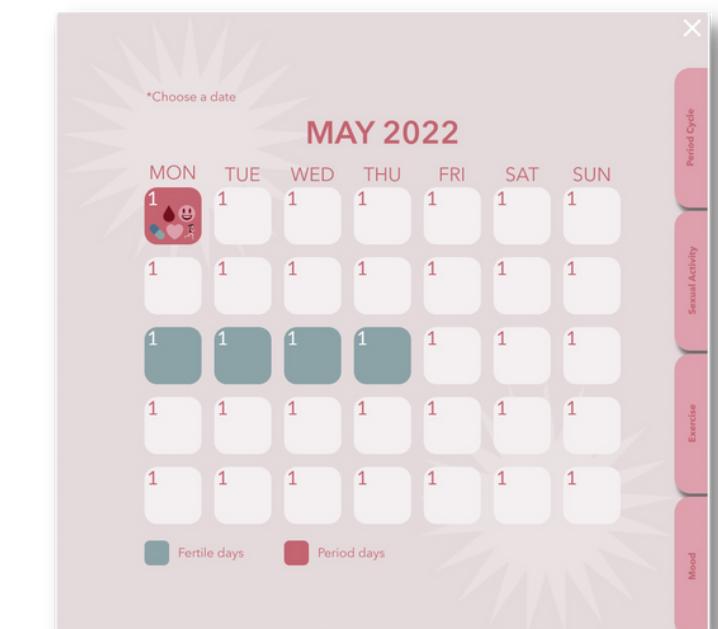
Exercise: Exercise No exercise

Pill: Pill No Pill

Sexual Activity: Unprotected Protected

Done

Parameters



Calendar with user data

Login

Login **Password** Remember data [Forgot your password?](#)

Login or **Sign in**

Login Page

Hello Anna!

Choose a file

Personal Data and Preferences

Change your Questionnaire Answers

Change Password

Rate our Platform

Contact Us

Personal Data Menu

Hello Anna!

Personal Data

Edit Information

First Name **Last Name** **Age** **E-mail** **Country** **Date of Birth** **Height** **Weight**

Choose a file

Personal Data and Preferences

Change your Questionnaire Answers

Change Password

Rate our Platform

Contact Us

Preferences

Do you want to receive notifications from E-va per e-mail? **Yes**

Do you want to receive notifications from E-va per e-mail? **Yes**

Edit Personal Data

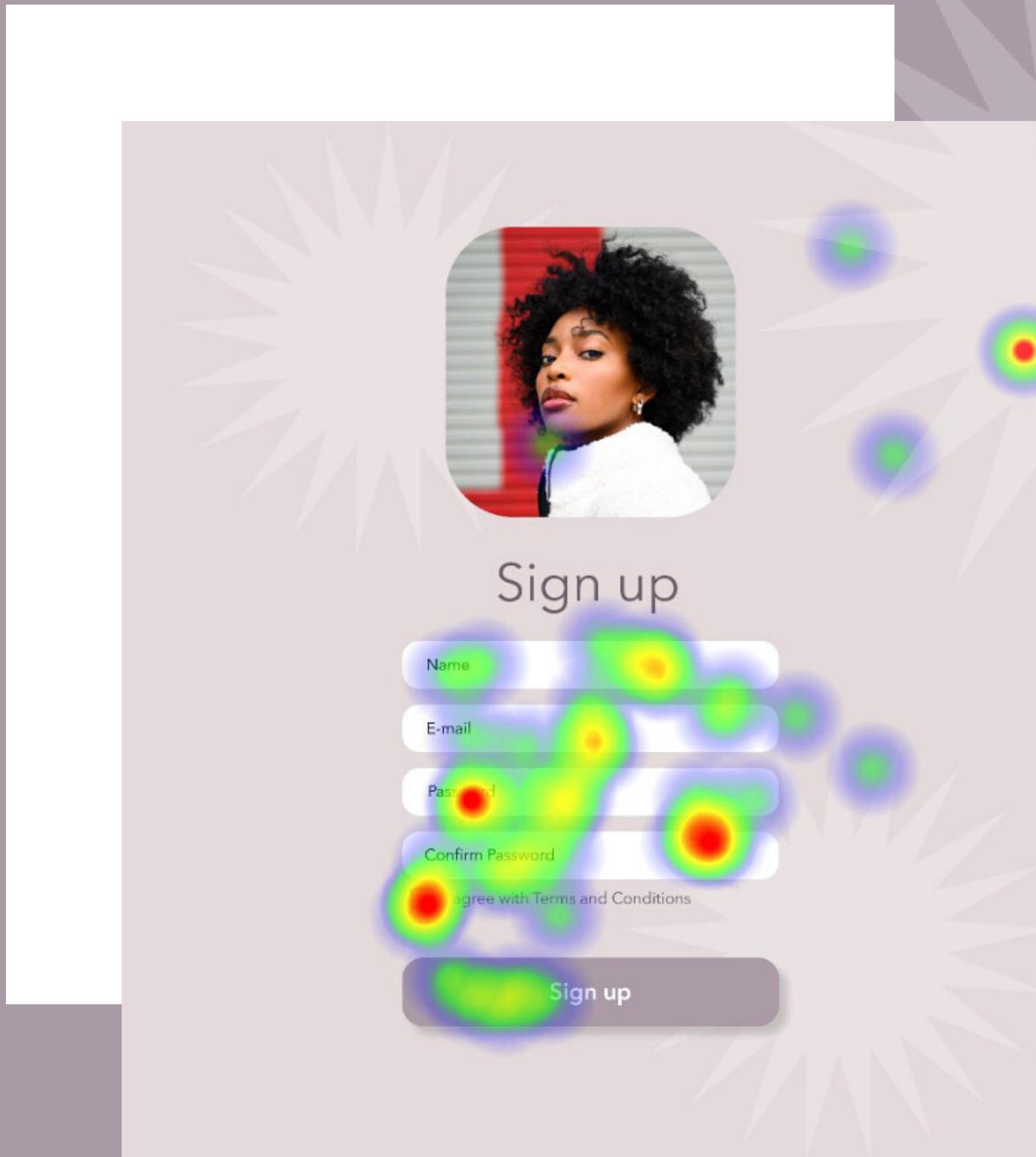
User Testing

A User Test was conducted with 7 potential users (women in the 18-40 age range) with this number we expected to be able to uncover the most common issues and learn how our designs perform.

In this case, the main task to be performed by each was:

- Access the main page of the E-va webapp.
- Create an account.
- Answer the questionnaire.
- And access the tracker/calendar (E-va's main feature).

The online platform Maze was used to perform this user research step.



User Testing

Based on the data collected from this research, some failures in the project were verified, mainly regarding the clarity with which the platform was directing its user to execute a task in a correct and easy way.

The main problem was that at the end of the questionnaire, after a "Thank you" screen the user was guided to the Homepage and there she should intuitively access the hamburger menu that is at the top of the page and from there access the tracker. This transition was not very clear, which caused most users to give up completing the task. The solution adopted was to include 2 buttons at the end of the questionnaire: one with the phrase "Go to Tracker" and another with the phrase "Go back to Homepage".

We have not yet had time to conduct new user tests after this update. This should happen in the future.

Another problem detected from the user test analysis was that in some questions in the questionnaire the user apparently got a little confused and could not clearly identify how the question should be answered.

In this case, clearer instructions were added through more friendly and easy to interpret phrases in order to guide the user on how to answer a specific question.



Conclusion

Being part of a project with so many details like this considering our inexperience was quite challenging, especially since I was in charge of the UX part by myself.

I was able to learn from my mistakes, and now coming to the end of this stage I consider that my work still has many flaws that should be corrected in the future, but the simple fact of being able to identify them and have an idea of which way to go to correct them makes me sure that I'm on the right track.



The image shows a computer monitor displaying the e-va woman wellness website. The website has a pink and white color scheme. The main landing page features a welcome message: "Welcome to e-va! We want to make sure that you understand even more about your own body and don't lose track of it." Below the message is a "Sign up and get started!" button. A banner at the bottom of the page shows images of a flower, a woman's face, and a peach. To the right of the monitor, there is a vertical sidebar. At the top of the sidebar is a calendar for May 2022. Below the calendar, there is a section titled "PERSONAL D TRACKER". Further down the sidebar are buttons for "Sexual Activity", "Exercise", and "Mood". On the far right of the sidebar, there are "Log out" and "Period Cycle" buttons.