

My Dream Product, No Matter How Wild

If I had everything it takes — the resources, the money, and the skills to create my dream product, what would it be?

Humans and wants are like 5 & 6, inseparable. At different points in our lives, there's always a need for something. And don't get confused, wants can easily become needs. As a young woman with no shortage of wants (my inner Economist is thriving now), I could think of dozens of ideas to make life, especially mine, easier.

But thanks to Axia Africa and my mentor, Ms. Blessing Adediwura, I've learned that a Product Manager's job isn't just about chasing what they want — it's about creating solutions for real people, always from the user's perspective. And so, this product, although not exactly "wild," and in fact one of those ideas that has crossed the line from being a want to a genuine need, would be for me what it could also be for thousands more.

So if you asked me to create my dream product, to choose just one from the many ideas constantly buzzing in my head, you might be surprised. It might even have you wondering, *"Of all the products...?"*

Well, here's my answer: a menstrual pad.

A menstrual pad specifically designed for women like me who deal with heavy flows, the kind that makes you side-eye every seat you stand up from. Trust me, it's not pretty, it's not comfortable, and it's not something most current products handle well.

Around the world, millions of women face period challenges that go far beyond cramps and cravings. Heavy periods, medically known as menorrhagia, affects at least 25% of menstruating women worldwide, according to the World Health Organization. Yet, most mainstream menstrual products are designed for average flows, leaving women like me to either change pads constantly, endure leaks, or resort to bulky protection that feels like sitting on a folded towel. The result? A constant compromise between absorbency and comfort.

For women like me with heavy flows, the struggle is real, and often invisible. I know this struggle firsthand. A “super” pad doesn’t always feel so super when you’re in the middle of a lecture, a meeting, or squeezed into public transport. And it’s not just about physical comfort, it’s about dignity, confidence, and the ability to move through life without that constant, nagging anxiety over leaks. Because with every leak comes the worry of being stained in public; the kind of quiet, sinking embarrassment that makes you want to disappear. Women skip school, avoid social events, or struggle to focus at work because they’re worried about leaks, a gap in the market that’s begging to be addressed.

That’s where my dream product comes in. I call it **FlowFree Ultra** [REDACTED]

While thinking about who I was designing this for, I imagined one particular woman — let’s call her Aisha. She’s 24, a young professional with an active lifestyle, often on the move, and dealing with heavy periods 3–4 days each month. She needs a pad that is comfortable, ultra-absorbent, discreet, and reliable enough to let her focus on her life, not her period.

FlowFree Ultra would be ultra-thin but three times more absorbent than leading pads. It would use smart moisture-lock technology to prevent leaks, breathable hypoallergenic materials to reduce irritation, and a subtle, non-irritating scent-neutralizing layer. For women seeking extra support, a premium version would include a discreet flow-tracking sensor — a small, reusable chip that syncs with a mobile app to monitor flow levels in real time, track cycle patterns, and even predict heavy days. This feature wouldn’t replace the pad’s primary purpose but would enhance it, turning FlowFree Ultra from a product into a personal health tool.

Picture this: it’s day two of your period, your heaviest day, but instead of fidgeting, checking your clothes every hour, or mentally mapping out every restroom in a 5-mile radius, you’re sitting comfortably, confident that FlowFree Ultra’s discreet protection has you covered. That’s the peace of mind I want for every woman like me.

My vision for FlowFree Ultra is simple: to give women their confidence back during their periods. Unlike generic pads that aim to be “one size fits all,” FlowFree Ultra focuses

entirely on the needs of heavy-flow users, without compromising comfort or style. The unique value proposition is [REDACTED] With FlowFree Ultra, women can go about their day without fear, distraction, or discomfort – whether they're in the boardroom, on the bus, or in bed with a good book.

Of course, even dream products need to start somewhere. My first version, the MVP, would focus on the core pad without the sensor, keeping costs reasonable while directly solving the biggest pain point: leakage and discomfort. Once women trust the brand, I'd introduce the premium smart version and expand into different absorbency levels and eco-friendly variants.

To launch FlowFree Ultra, I'd partner with gynecologists, clinics, and women's health NGOs to establish credibility. Social media campaigns with influencers and women's health advocates would spark conversations, while affordable trial packs in supermarkets, pharmacies, and online stores would make it easy for women to try. The campaign's theme – [REDACTED] would invite women to share how they've stayed active and confident during their periods, breaking the stigma around heavy flows.

But launch is only the beginning. For growth, I would introduce a subscription model for convenient monthly deliveries, expand into different absorbency levels and eco-friendly reusable variants, and collaborate with schools and community programs to provide pads to underserved communities, building not only impact but also lasting brand loyalty.

Success, for me, would be measured not just by sales, but by what customers say: fewer leakage incidents, higher confidence, and repeat purchases. Because at its heart, FlowFree Ultra is a promise of freedom.

The way I imagine it, FlowFree Ultra is the difference between dreading certain days of the month and moving through them with confidence. If I could bring FlowFree Ultra to life, it wouldn't just be my dream product, it would be a dream come true for millions of women who, like me, just want to live freely, even on their heaviest days.

Because some days demand more... and so do we.