

# AFRICA FGM RELIEF

Interaction Design & Visual Communication Design &  
Product Design& Service design

I emphasize women's rights to their bodies by designing a gentle product to alleviate sexual health issues and educate African children through education games on women's health that promote messages of body autonomy and safety in a fun and educational way. The project envisions a significant contribution to improving the lives of FGM survivors and creating an environment that values women's rights and sexual health.

Team Project: 2023.10 - 2023.11

My Role : Research, Product Design, Brochure Design



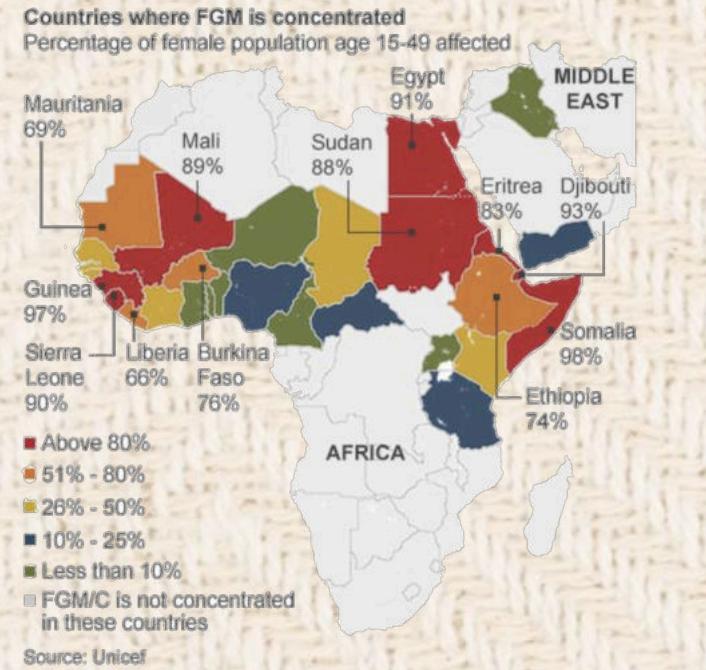
# Background

## WHAT IS FEMALE GENITAL MUTILATION?

Female genital mutilation (FGM) is all procedures that involve partial or total removal of the external female genitalia, or other injury to the female genital organs for **non-medical reasons**. The practice has **no health benefits** and is a violation of girls' and women's human rights.

## WHERE IS FGM PRACTICED?

FGM is predominately practiced in **sub-Saharan Africa** and the **Arab States**, but also in select countries in Asia, Eastern Europe and Latin America.



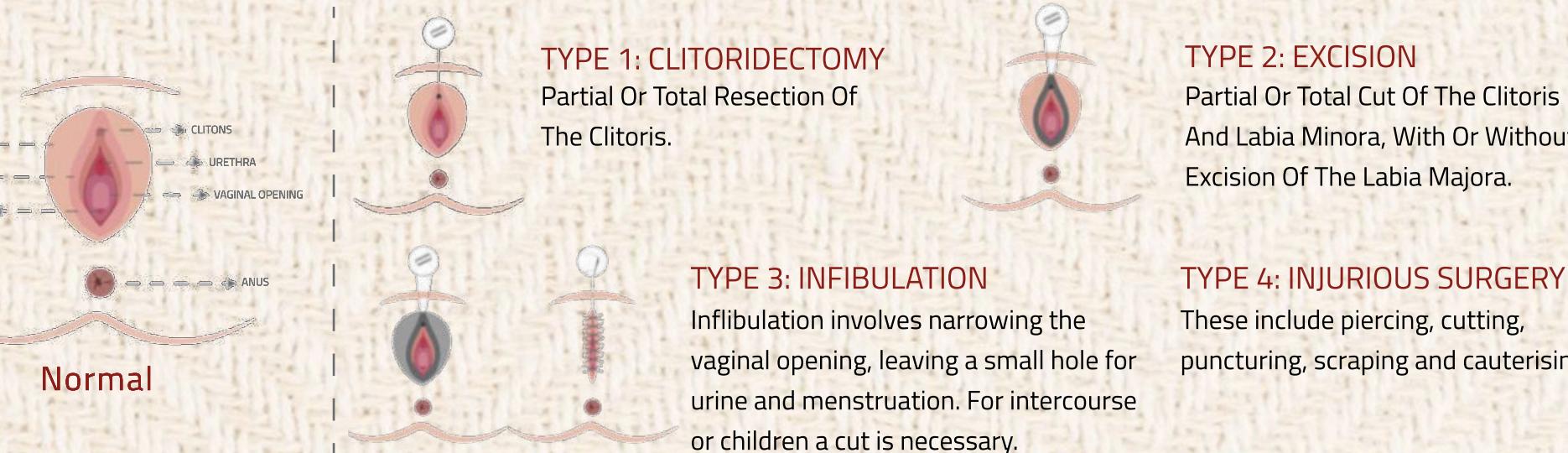
## WHY IS FGM PERFORMED?

- 1 Psychosexual reasons** — to control a woman's sexuality or to ensure virginity before marriage.
- 2 Social and cultural factors** — FGM is considered a rite of passage or initiation into womanhood.
- 3 Socio-economic** — FGM is a prerequisite to marriage and brings income to the bride's family.
- 4 Hygiene and aesthetics** — in some communities the female external genitalia are considered ugly or dirty.
- 5 Religious reasons** — although FGM is not promoted by any religion, it is seen as a way to justify the practice.



# Research

## FOUR TYPES OF FGM



## RISKS OF FGM

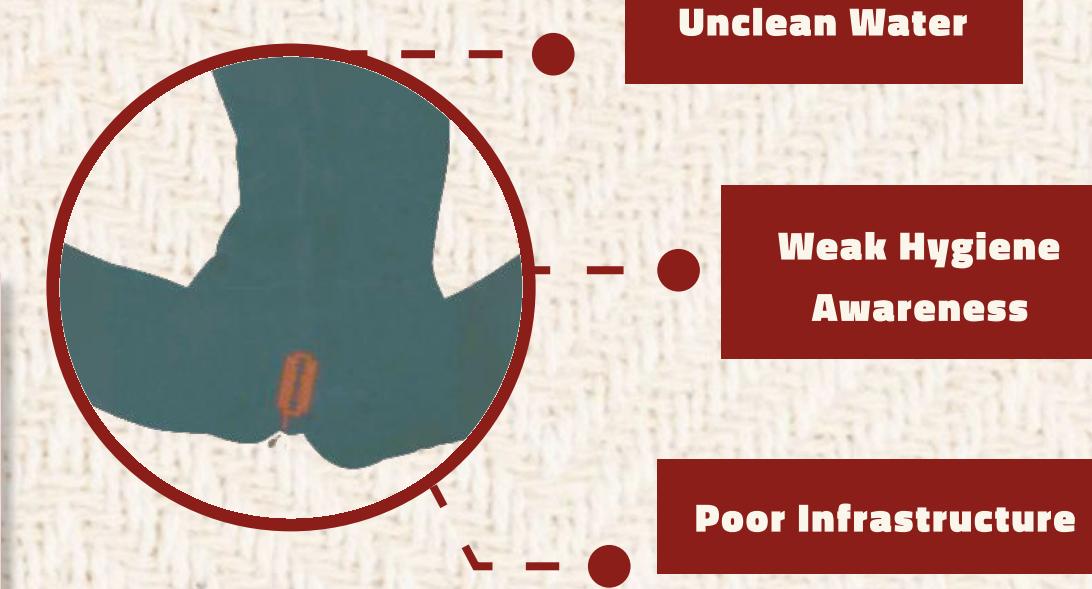
FGM has **no health benefits** but harms girls and women in many ways. By removing and damaging healthy and normal female genital tissue, it **interferes with the natural functions** of girls' and women's bodies.

### Short-Term Effects

- Excessive bleeding
- Genital tissue swelling
- HIV
- Urination problems
- Death

### Long-Term Effects

- Chronic infections
- Painful urination
- Menstrual problems
- Sexual health problems
- Childbirth complications



### Unclean Water

### Weak Hygiene Awareness

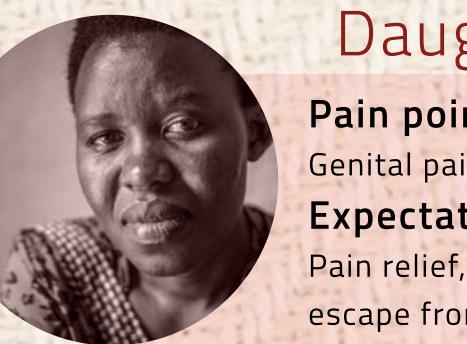
### Poor Infrastructure

# Persona



Mother(36)

**Pain points:**  
Genital pain, poor life  
**Expectations:**  
Peace for children, better life



Daughter(15)

**Pain points:**  
Genital pain, hard life  
**Expectations:**  
Pain relief, education, escape from the status

Anima has given birth to several children for her husband. She has also started **undergoing FGM on her own daughters** and then allows her husband to **marry them off to others**, in order to **earn a higher dowry to improve their lives**. She believes it's both her daughters' and her own responsibility and a tradition to uphold.

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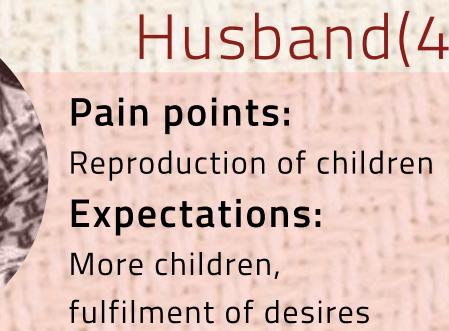
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Anima's life didn't improve after marriage. Her husband has **multiple wives**, just like her father, reflecting the patriarchal society. She has to **bear children for her husband**. But the pain from FGM has led to **gynecological problems**, and she also **can't experience sexual pleasure**.



Husband(43)

**Pain points:**  
Reproduction of children  
**Expectations:**  
More children, fulfilment of desires



Father(51)

**Pain points:**  
Poor life, labour  
**Expectations:**  
Supporting the family, inheriting tradition

Amina is an African girl who has **just undergone female genital mutilation**, a painful procedure that involves the removal of her clitoris and labia. She's aware of the **dangers ahead**, including cysts, infections, and infertility, and knows that some girls don't survive the process.

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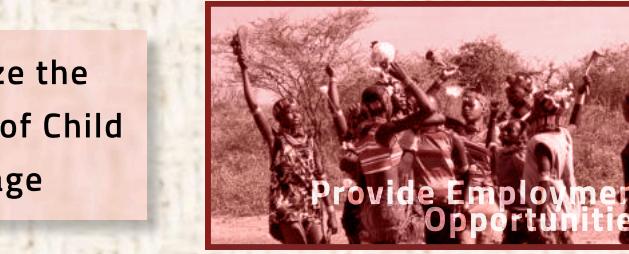
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**Design Goal:** Improve Quality of Life of African Women

Educate The Human Rights For Girls

Promote Equal Education

Emphasize the Constraints of Child Marriage



Provide Employment Opportunities

Minimize Chances Of FGM

Educate the Dangers of FGM

Seek Support From Elders and Cultural Leaders



Propose Alternative Rite Of Passage Without FGM

Raise Awareness of Sexual Health

Implement Sex Education in School for Girls and Boys



Design Educational Board Game

Improve Feminine Hygiene

Reduce Chances of Vaginal Problems

Assist the Cleaning of the Vagina

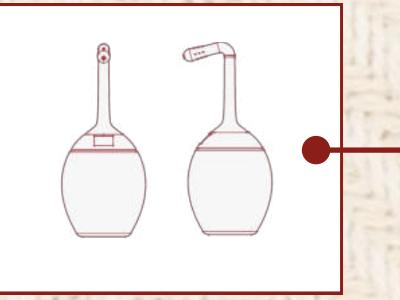


Help Draw Out Menstrual Remains due to FGM

# Offering Map

# Vaginal Care Device

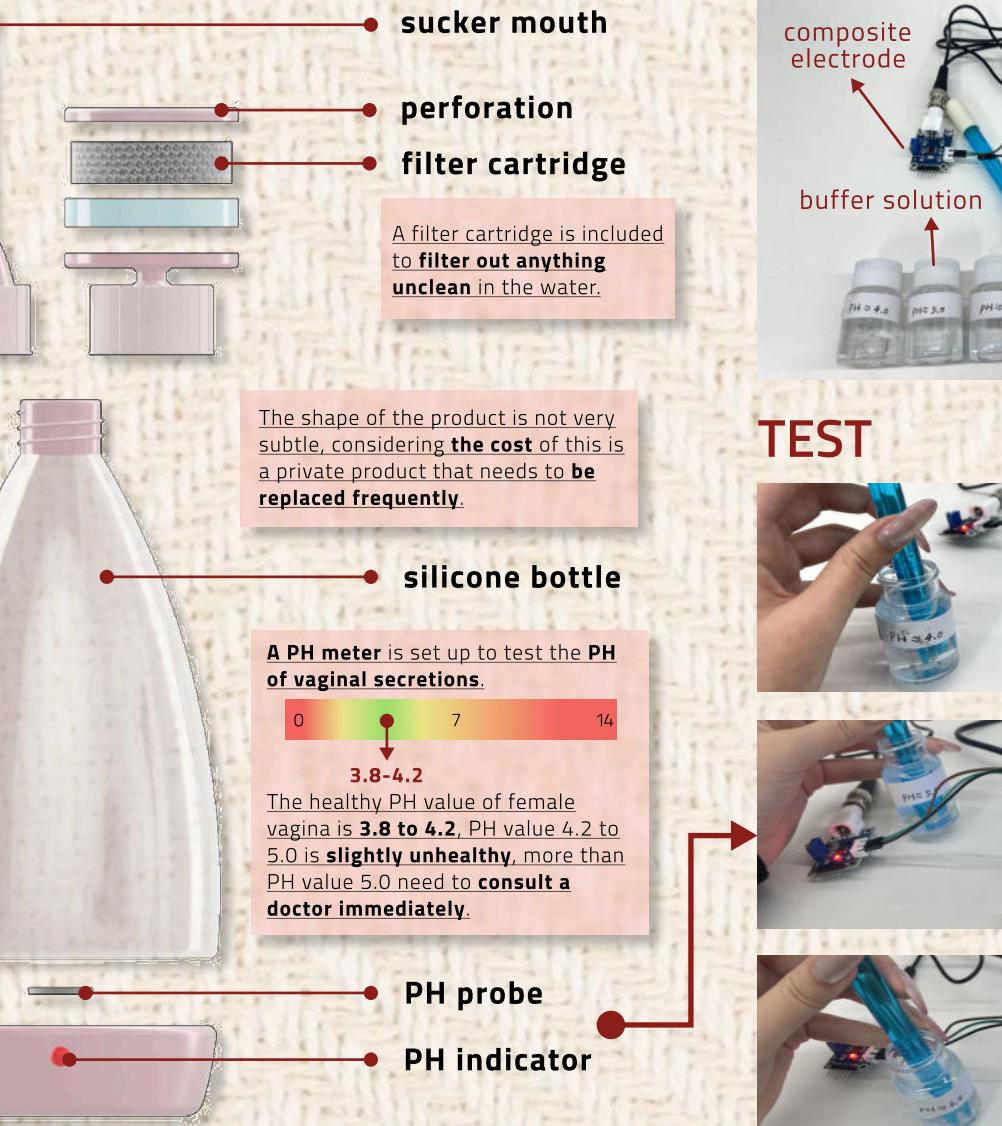
## SKETCH



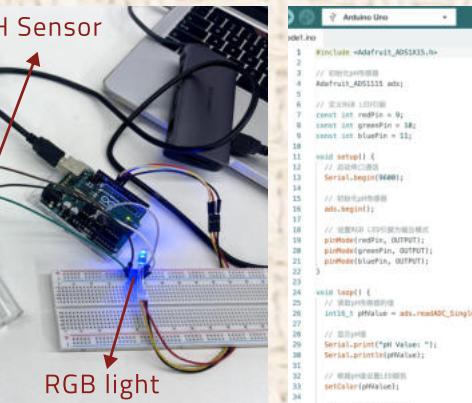
## MODEL MAKING



## STRUCTURE



## HARDWARE & CODING



## TEST



**PH 3.8-4.2**  
Light appears green

**PH 4.2-5.0**  
Light appears yellow

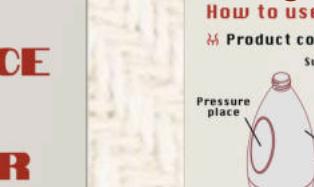
**PH Above 5.0**  
Light appears red

# How-to Brochure

## African Style Illustration

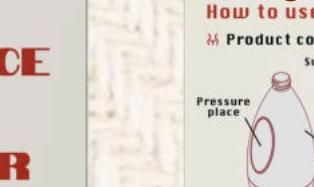
## Product Brief

**EMBRACE HER POWER**  
A Woman's Guide to Gynecological Issues



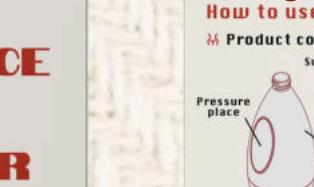
## Introduction I

**How to use the product**  
**Product composition**  
Pressure place  
Suction  
Sprayer  
Soft bottle body  
Filter element  
PH indicator light  
Urinary irrigation  
Secretion clearing  
Periodic inspection



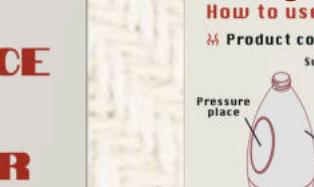
## Introduction II

**Suction function**  
1. Insert proper amount of water into the bottle  
2. Screw the sprayer onto the bottle  
3. Keep clean  
4. Repeat pressure spray wash utera



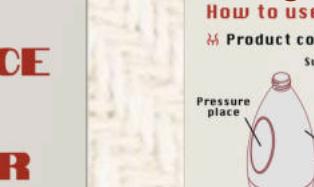
## Other Functions

**Cleaning function**  
1. Press firmly on the bottle and place the suction into the vagina  
2. Let go of the vaginal residue into the bottle  
3. Keep clean  
4. Repeat pressure spray wash utera



## Risks profile

**Various measures**  
What you need to learn about circumcision  
Health risks  
Chronic genital infections  
Urinary tract infections  
Vaginal problems  
Menstrual problems  
Excessive scar tissue (keloids)  
Sexual health problems  
Obstetric complications  
Criteria for health  
0 3.8-4.2 7 14  
What to do  
Urinary irrigation  
Secretion clearing  
Periodic inspection



## Vaginal pH range

**Introductions**  
Introduction I  
Introduction II

