She-Hub Product Requirement Document

Background and Context

Women's health is often ignored across the world and multiple socio-economic barriers add to the complexity of this issue. This trend is most common in LMICs, specifically the rural and economically improvised communities. In India currently, women face numerous health issues, which ultimately affect the aggregate economy's output. Addressing the gender, class or ethnic disparities that exist in healthcare and improving the health outcomes can contribute to economic gain through the creation of quality human capital and increased levels of savings and investment.

Thus, in order to ensure that India as a community stays healthy (and thinking of scale--communities of the world stay healthy) it is imperative to focus on women's health as a whole--ensure that women have the agency and avenue to take charge of their own health.

Objectives

We have noticed often that women depend on bodily cues and oral narratives in this target audience when it comes to their health. While this practice is most common and preferred among women, with the increase in smartphone penetration, the way women access information has also seen a tremendous transformation. Instead of fuelling the pandemic of misinformation, we intend to leverage the access to smartphone and channelise the way in which women approach their health needs

Scope

We propose building and deployment of the *She-Hub* (or *Aaro-She* name yet TBD)--a comprehensive platform dedicated for women addressing some of the pressing issues that are barriers to this vision. We intend to ensure that women have:
- Easy access to verified and timely information in their fingertips
- A community of like minded individuals to gain support from
- A platform track their menstrual, ovulation and menopausal cycles with ease & in a langauge they comprehend
- Reach out for help and report abuse of any kind
- Explore a dedicated marketplace
- Earn rewards and stay engaged through their journey to good health

Key modules and functionalities include:

1. Registration, Login and Home page
- We intend to keep the registration page as simple as possible, Anyone with a basic smartphone will be able to register for the application. When liked to Aaro--any woman user will see this option by default
- Login will be based on phone number and password. Again, once liked to Aaro--any woman user will see this option by default (envisioning it to be an option in the side menu bar)
- An easy to navigate home page to organize all the multiple functionalities available within She-Hub so that users are not overwhelmed
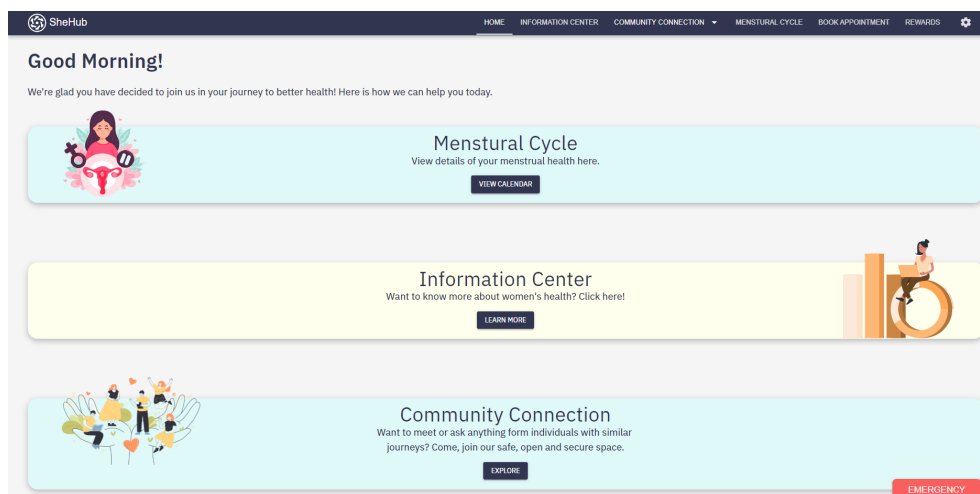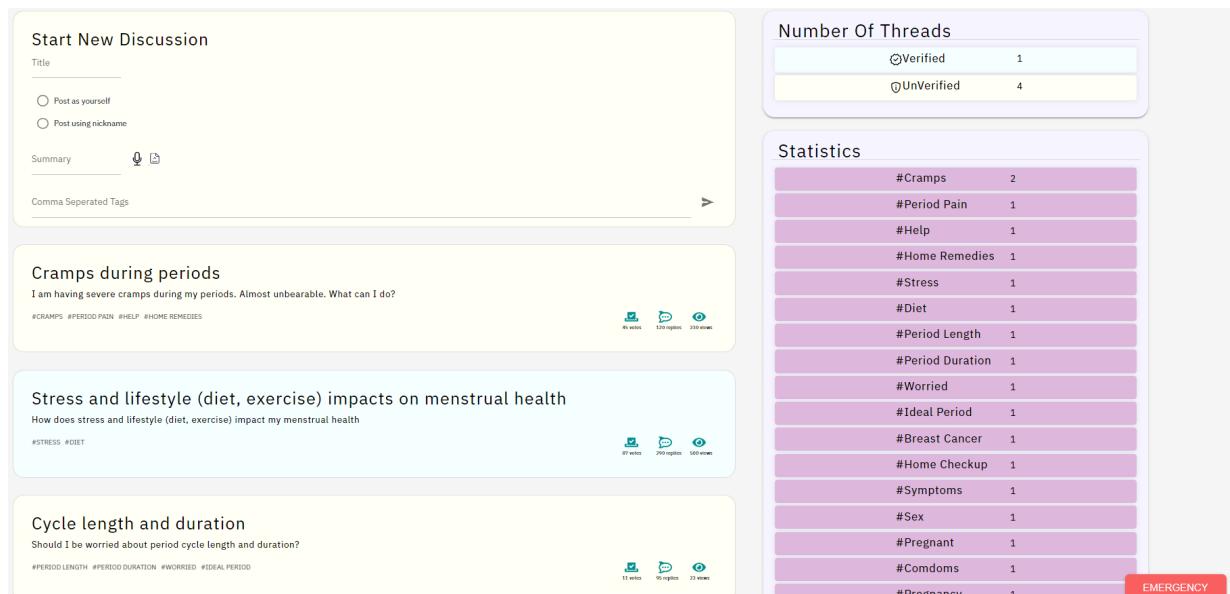
2. Information Center

- As mentioned, we would like to ensure that women have access to validated and verified information about everything related to their health within one comprehensive platform in a language they are comfortable with
- The information center is designed in a way that also leads women to the source of the information that is published such that policies and health recommendations by the authorities are made easily accessible to them
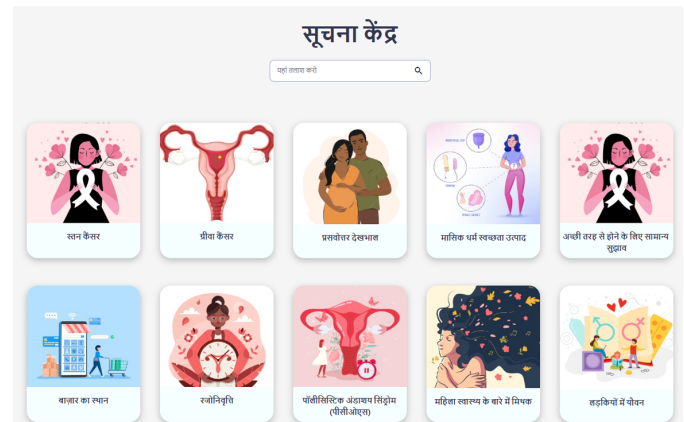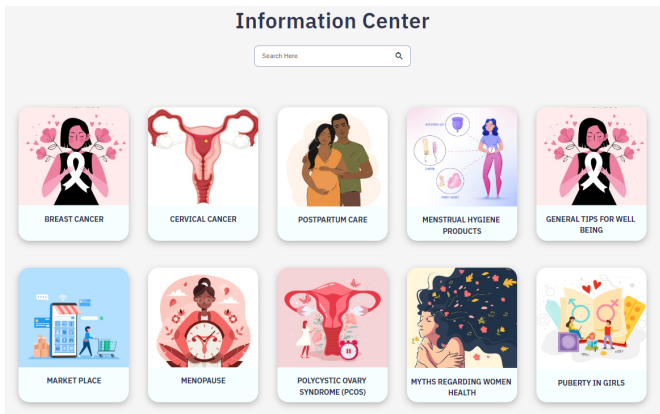
3. Community Connection

- Women often feel alone and unsupported through the journey of womanhood--in order to address this issue we intend to build a one stop community support module that can help make women feel safe and comfortable enough to reach out for help. Some key features about this module are:
  - i. Discussion boards
    - Ability to join an existing discussion
    - Ability to start a new discussion
    - Ability to record voice messages (for women who cannot type)
    - Ability for a health professional to verify posts
    - Statistics on posts and most popular discussion topics

      ii.   Meetups
- Individuals can join existing meet ups within their city
- These are also filtered by host type--health professions, authorities and users
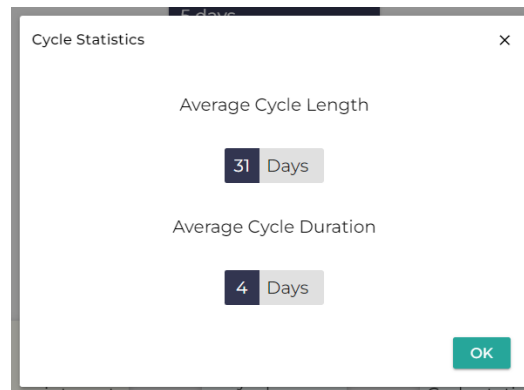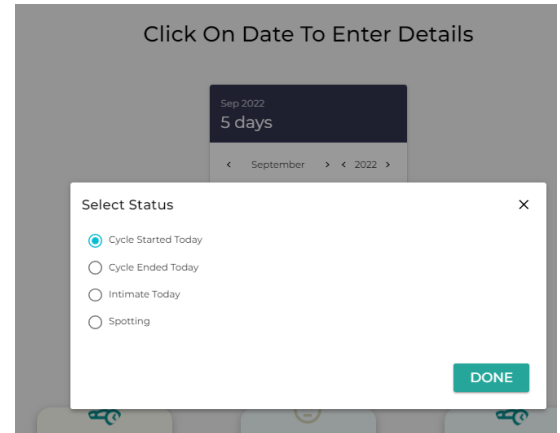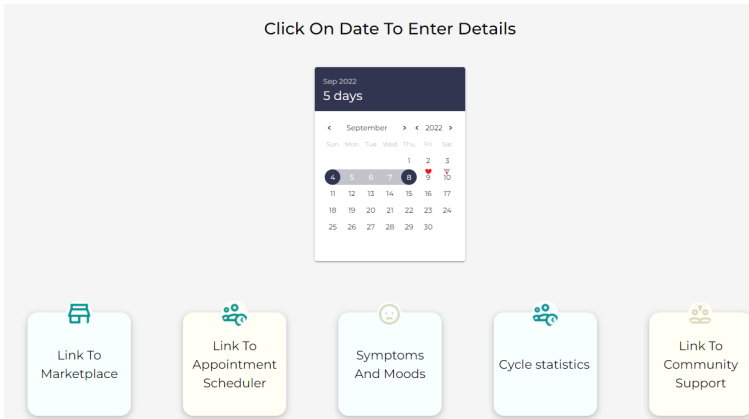- Ability to easily navigate to meetup location
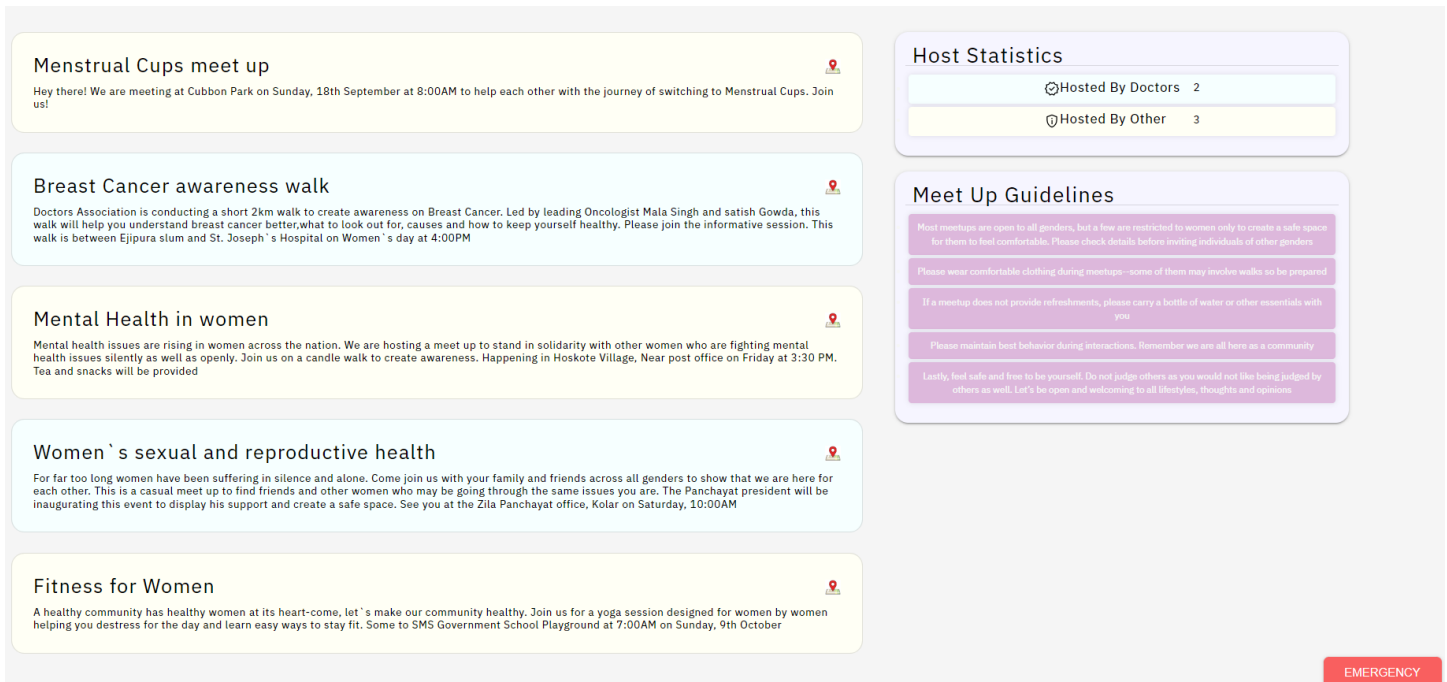
      iii.   Public chat
- To chat with other users who are currently online
- Women can chat and reply instantly like any other messaging application and seek immediate feedback or help with any issue that they are facing.

4. Menstrual Cycle Tracker

- This tracker allows women to track their menstrual health
- This data driven information will help women plan their journey into various sub journeys as a woman and keep track of their menstrual health in a scientific manner instead of depending solely on bodily cues

      i.   Ability to track cycles

      ii.   Data on average days between cycles

      iii.   Data on average duration of cycle

      iv.   Prediction of upcoming cucules to help planning other aspects such as travel, work etc

      v.   Ability to capture moods and other symptoms and view them as a log for future reference

      vi.   Link to community support, marketplace (to purchase menstrual hygiene products), appointment booking and community support

      vii.   Ability to log days of intimacy with additional notes that can help support family planning

      viii.   Ability to log spotting on non-menstrual days that can help address other health conditions
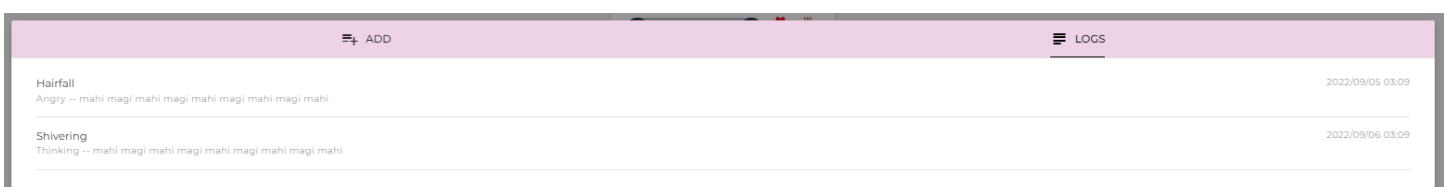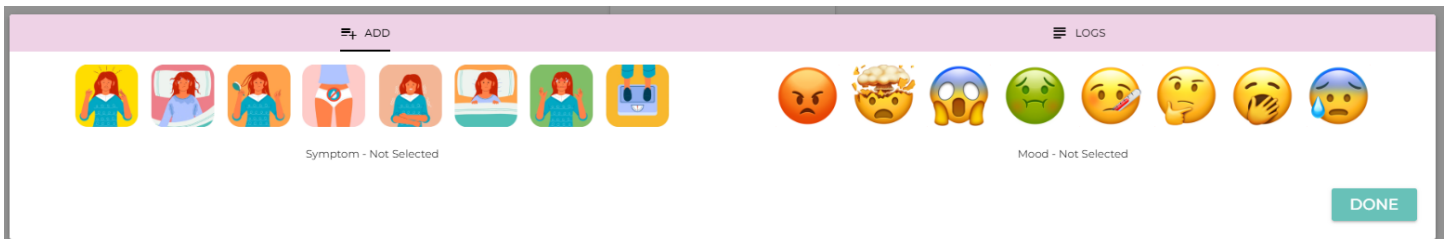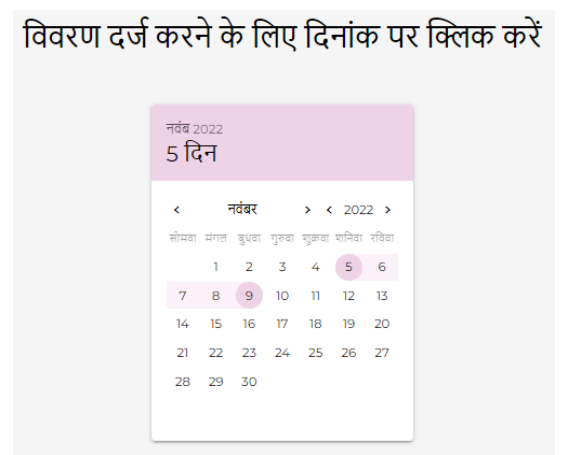
Quintet Mavericks: Vision and PRD for She-Hub -- Comprehensive app for women health and wellbeing

Click On Date To Enter Details

Sep 2022
5 days

September > < 2022 >
Sun Mon Tue Wed Thu Fri Sat
1   2   3
4   5   6   7   8   9   10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30

Link To Marketplace

Link To Appointment Scheduler

Symptoms And Moods

Cycle statistics

Link To Community Support

Click On Date To Enter Details

Sep 2022
5 days

September > < 2022 >

Select Status   ✕
◉ Cycle Started Today
○ Cycle Ended Today
○ Intimate Today
○ Spotting

DONE

Cycle Statistics   ✕

Average Cycle Length

31 Days

Average Cycle Duration

4 Days

OK

विवरण दर्ज करने के लिए दिनांक पर क्लिक करें

सितंब 2022
5 दिन

सितंबर > < 2022 >
सोमवा मंगल बुधवा गुरुवा शुक्रवा शनिवा रविवा
1   2   3   4
5   6   7   8   9   10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30

Language
Hindi
English
Hindi

विवरण दर्ज करने के लिए दिनांक पर क्लिक करें

नवंब 2022
5 दिन

नवंबर > < 2022 >
सोमवा मंगल बुधवा गुरुवा शुक्रवा शनिवा रविवा
1   2   3   4   5   6
7   8   9   10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30

≡+ ADD   ≡ LOGS

Symptom - Not Selected   Mood - Not Selected

DONE

≡+ ADD   ≡ LOGS

Hairfall   2022/09/05 03:09
Angry -- mahi magi mahi magi mahi magi mahi magi mahi

Shivering   2022/09/06 03:09
Thinking -- mahi magi mahi magi mahi magi mahi magi mahi

5. Book Appointment

- Anytime a woman thinks there is something amiss in her health or would like to get checked--this should allow her to reach out for professional help within the app itself
- The vision is to integrate with a database of registered users in their vicinity for them to choose from--be it a gynecologist, oncologist, mental health professional, general physician, or any other health professional

6. Rewards

- We often see that women get easily disengaged during non-menstrual or intimate days
- As an incentive to stay engaged we envision a rewards module which nudges women to stay engaged by partaking in discussions, attending meetups etc
- The rewards will be in the form of points collection that can be redeemed for menstrual hygiene products, cosmetics and any other product in the marketplace
- Tie ups with companies or organizations that provide these is the first option as they will have a wide usebase for their products (through the marketplace)

Congratulations! You are now eligible to get a FREE Sample of Tampons. Click here to order now!

Congratulations! You have earned **100** Reward Points

Reedeem Points

| 50	80	100	200
Discount of 30% on Full Body Checkup	Free Wet Wipes	Free 1 cosmetic product	Free Menstural Cup

EMERGENCY

7. SOS and report Abuse

- We intent to build a comprehensive platform that also allows women to report abuse and reach out for immediate help
- Women will be able to register or select default emergency contact options. These can be:
    i.   Contacts from their contacts list
    ii.   Manually entered contacts
    iii.   Police/authorities
- When triggered, women will be able to place a call at the click of a button their default emergency contact or the cops

EMERGENCY

7

Calling default Emergency Contact. If you have clicked by mistake, press Cancel. Press Continue to call.

आपातकालीन

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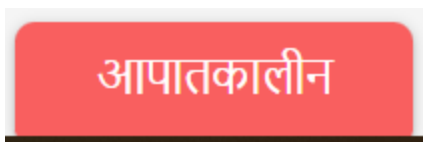
डिफ़ॉल्ट आपातकालीन संपर्क कॉल करना। यदि आपने गलती से क्लिक किया है, तो रद्द करें। प्रेस को कॉल करना जारी रखें।

CONTINUE   CANCEL

Build plan

- We used Quasar (Custom components/CSS) plugin on top Vue3 JS (Core frontend framework) to create a single page application (SPA)
- Used Pinia as state management (To persist data from one page jump to another)
- Vite is the bundler we used for minimal and fast processing
- Used vue-i18n for internationalization
- Deployed the SPA using Firebase

Timelines and project plan

Detailed and phase wise timelines are available here: 📅 She-Hub_Timeline

How to track success

- Initially we will measure success by the number of downloads and users from paid pilots.
- As a part of the implementation plan we will also develop and deploy a user experience matrix to gain early feedback and revisions
- We will also integrate key module pages with matomo to understand behavior
- Tags, statistics and verification of posts will also allow us gain insights into elements within individual pages that are most widely used and accessed

Data Storage and Use

- Following field are bits of information that we will collect and store in our secure servers with prior user consent
  - Name
  - Phone Number
  - Language preference
  - Emergency contact number
  - Period days
  - Intimate days
  - Spotting days
  - Moods and symptoms
  - Comments and discussion participation
  - User behavior and navigation pattern within platform
  - height , weight, BMI and other medical conditions (Phase-II)

Future features

- Integration with other app features such as appointment bookings and reminders
- Inclusion of other ailments or medical conditions such as mental health
- App focusing on SRH for men and third gender
- Other language support
- Account settings and profile sharing
- Verification of information and source
- Ability to record voice messages (for women who cannot type)
- Ability for a health professional to verify posts
- Filter by host type (for meetups--being hosted by a doctor or an authority or by a user)
- Chat with other users who are online
- Send voice recordings and images (think through security element)
- Ability to share menstrual calendar securely with family, friend or partner
- Register a default emergency contact
- Editing default emergency contact
- Ideation of rewards
- Building the functionality of rewards
- Ovulation and menopause tracker

Code

Code available here: https://gitlab.com/charuEW/she-hub/