UNIVERSITI MALAYSIA SARAWAK

FACULTY OF COGNITIVE SCIENCE AND HUMAN DEVELOPMENT

KMK 3323 HUMAN-COMPUTER INTERACTION

Phase 1: Ideation, Research, And Scoping (Task 1)

Title: Gamified Period Tracking App

Lecturer: Professor Madya Dr. Mohd Kamal Bin Othman (G02)

Date Of Submission: 31 October 2025

Interview Session Reels Video Link: https://youtu.be/le-UMh7CzOw

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1. Problem & Solution Definition

Problem:

Many users of period tracking applications face the challenge of inconsistent data logging, which reduces the accuracy of menstrual cycle predictions and limits the overall usefulness of the app. Most popular period tracking tools available today contain intrusive advertisements, hidden features behind paywalls, and potential privacy risks associated with the sharing of sensitive health data (Agarwal et al., 2021). University students and young adults who menstruate often prefer something private, accurate, and enjoyable to use. However, most existing apps do not encourage users to log their information consistently.

Why a digital solution:

Mobile phones are the most convenient way to track personal health, especially for students who use them every day. Digital period tracking apps allow users to record data anytime, receive reminders, and see patterns easily (Gambier-Ross et al., 2018). Research shows that menstrual tracking apps can help users understand their bodies better and support good reproductive health when they are easy to use and safe (Bucher et al., 2025).

Proposed solution:

We propose a Period Tracking App with Gamification, offering all essential features of current apps (cycle prediction, reminders, analytics) while improving them and introducing game-like elements such as streaks and rewards to encourage daily engagement. The app will also protect user privacy by allowing local data storage and clear security settings. This ensures that users feel safe while using the app.

How it solves the problem:

Gamification techniques are proven to increase engagement and adherence in health tracking contexts (Sardi et al., 2017). By rewarding users for recording their data every day, the app helps them build a habit of consistent tracking. This makes the cycle predicition more accurate and keeps users interested in their progress. The app will also include strong privacy settings and transparent data control to ensure comfort and trust among users.

2. User & Context Analysis

Primary Users:

The main users are female university students aged 18-30. They are familiar with apps like Clue, Flo, Apple Health, My Calendar Period Tracker and Eve by Glow. Most prefer simple, ad-free and private apps with accurate predictions. They want something easy to use, fast to log symptoms and visually clean. Some also like motivational features such as streaks or badges to keep them consistent.

Contexts of Use:

Users usually open the app before sleeping or early in the morning to record symptoms like cramps, mood or sleep. They also check predictions before travel or exams to plan. The app is often used in public or class settings, so it must look discreet and professional. Since students are usually busy or stressed, the app should allow quick interaction in 30 seconds.

Accessibility/Special Needs:

Users need privacy and comfort when using the app. The app name and icon should be discreet and data must stay secure and local. It should have large buttons, high contrast color and customizable reminders for flexible schedules. To keep users engaged, gamifications elements and a supportive tone are recommended.

3. Requirements Gathering

Our group conducted two data collection methods:

1. Semi-Structured Interviews (3 Participants):

   Findings from the interviews (see Appendix B) show that:
   - Accuracy and simplicity are the most desired features.
   - Gamification encourages engagement.
   - Privacy and offline data storage are important.
   - Ads reduce trust in health-related apps.

   - History and analytics data required to track period cycles.
   - Reminders make it easy to plan activities.

- Easy to navigate

2. Online Survey (40 Respondents):

- 88% want faster logging.

- 53% track irregularly.

- 78% appreciate reminders.

- 83% prefer private gamified rewards.

- 73% concerned about their privacy.

- 78% want discreet icons and privacy features.

- 93% expect the accuracy of the prediction.

Key Requirements:

- Fast and easy one-screen logging.

- Cycle predictions within ±2 days of accuracy.

- Gamified progress system (private streaks, badges).

- Ad-free and secure local storage.

- Customizable reminders.

- Easy to track period cycles for the past few months.

4. Competitive Analysis

We analyzed three apps: Clue, Flo, and Apple Health.

App	Strengths	Weaknesses	Design Opportunity
Clue	Accurate predictions, clean UI	Multi-step symptom entry	Simplify data entry flow
Flo	Strong analytics, articles	Ads and paywalls	Provide transparent, free analytics
Apple Health	Simple integration	Lacks personalization	Add gamified motivation

5. Core User Benefit (Design Thesis)

The important benefit of our app is to assist students in tracking their menstrual cycles regularly and safely through gamified motivation, efficient loggings, and data privacy, while completely free from ads and hidden costs. Compared to other similar apps, our app offers more features in terms of data privacy, accessibility, and users' engagement. Our app is designed to be privately secured and motivating, in contrast to other apps that generally depend on data privacy collecting, intrusive ads, or overly complex users' interfaces. This app aims to address the crucial needs of students who require secured private, comfortable, and easy-to-use digital spaces for managing their menstrual health. With gamified motivations, students are encouraged to use the app on a regular and comfortable basis so that this way helps students in building healthy habits. In addition, accessibility is the key feature as the interface supports fast logging for students with varying schedules and levels of technical familiarities. Even when users log in from different settings, the accessibility of internet with or without connection guarantee users' data privacy is protected and maintained at any time. Hence, this focus on privacy gamification, and consistent user engagement clearly differentiates our app from the existing solutions. It shows how can a user-centered design approach creates a well secured spaces, gamification motivations, and accessible app that ensures students to manage their menstrual health with confidence and comfortable.

Therefore, this project proposes a user-centered, gamified menstrual tracking app that prioritizes data privacy, accessibility, and motivation as its core design principles. The design aims to demonstrate how gamification and privacy-by-design approaches can work together to promote consistent engagement while ensuring the user's personal health information remains secure. By focusing on students' real needs and daily contexts, this project positions itself as a practical and ethical alternative to existing menstrual tracking solutions, contributing to a safer and more empowering digital experience for student users.

6. MVP Scope Document

Must-Have Features (MVP):

1. Accurate Cycle Prediction.

2. Fast Daily Logging Screen (≤30 sec).

3. Reminders & Notifications.

4. Privacy Mode (discreet icon & local data).

5. Simple Analytics Dashboard.

6. Gamification (badges, streaks, level system).

Should-Have Features:

1. Customizable symptom categories.

2. Integration with basic fitness data.

Future Features:

1. Wearable compatibility (Fitbit, Apple Health).

2. AI-based health insights.

7. Success Metrics (DRAFT)

1. Task Completion Rate (TCR): ≥90% of new users log a symptom successfully.

2. Logging Time: ≤30 seconds.

3. 7-Day Retention Rate: ≥60% users maintain daily streak.

4. Prediction Accuracy: ≤2 days difference.

5. Error Rate: ≤10% incorrect entries.

These metrics follow user experience testing standards (Nielsen, 2024).

References

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Gambier-Ross, K., McLernon, D. J., & Morgan, H. M. (2018). A mixed methods exploratory study of women's relationships with and uses of fertility tracking apps. *Digital Health*, *4*. https://doi.org/10.1177/2055207618785077

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Appendices

A) Consent Form

Consent Form (Page 1)

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CONSENT FORM

EXPLORING STUDENTS' PERSPECTIVES AND EXPERIENCES TO
IMPROVE PERIOD CYCLE TRACKER APPLICATION

Researchers:

- Abdul Aidil Azrie bin Abdul Rahman
- Dayang Nurrafiqah binti Awang Abdurahman
- Genyvine Meryence anak Gerald Mackenzie
- Muhammad Zaheed Imran bin Tanuja
- Nabihah binti Zainoldin @ Zainuddin
- Nurul Hassyikyn binti Mohamad
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Cognitive Science Program

Faculty of Cognitive Sciences & Human Development (FCSHD), Universiti Malaysia Sarawak (UNIMAS)

Supervisor:

Associate Professor Dr. Mohd Kamal bin Othman

Faculty of Cognitive Sciences & Human Development (FCSHD), UNIMAS

Purpose of the Study

This study aims to explore students' perspectives and user experiences with period cycle tracker applications. The goal is to understand how students use these apps, the features they find useful or confusing, and the challenges they face while tracking their menstrual cycles. The findings from this survey will help identify areas for improvement to make period cycle tracker applications more user-friendly and effective.

Procedure

You will be invited to participate in an interview that will take approximately 5–10 minutes to complete. The interview will include questions about your experience, opinions, and preferences when using period cycle tracker applications. Your participation is entirely voluntary, and you may choose to skip any question or stop participating at any time without penalty.

Confidentiality

All responses provided in this study will remain strictly confidential. No personally identifiable information will be collected or shared. The data gathered will be used solely for academic purposes related to this Human Computer Interaction (HCI) project. Only the researchers and the project supervisor will have access to the responses, which will be stored securely and reported in summary form without mentioning any individual participant.

Consent Form (Page 2)

Contact Information/Enquiries

Do not hesitate to contact us for any inquiries about the study. You may reach us via the following emails:

- Abdul Aidil Azrie bin Abdul Rahman - 86235@siswa.unimas.my
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- Nurul Hassyikyn binti Mohamad – 85370@siswa.unimas.my
- See Sze Pei – 85618@siswa.unimas.my

Please read and sign below if you agree to participate in this study. By signing this form, you acknowledge that you have read and understood the information and agree to participate voluntarily.

Participant's Name: GRACE ESTHER MUJAN MADANG

Signature: *Grace*   Date: 28/10/2025

Researcher's Name: NABIHAH BINTI ZAINOLDIN@ZAINUDDIN

Signature: Date: 28/10/2025

Consent Form (Page 3)

Contact Information/Enquiries

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Please read and sign below if you agree to participate in this study. By signing this form, you acknowledge that you have read and understood the information and agree to participate voluntarily.

Participant's Name: VAILERY KELING KATAN

Signature: *vael*   Date: 28/10/2025

Researcher's Name: NABIHAH BINTI ZAINOLDIN@ZAINUDDIN

Signature: Date: 28/10/25

Consent Form (Page 4)

Contact Information/Enquiries

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Please read and sign below if you agree to participate in this study. By signing this form, you acknowledge that you have read and understood the information and agree to participate voluntarily.

Participant's Name: NURU FARHANAH BINTI ABDULLAH

Signature: Date: 29/10/2025

Researcher's Name: DAYANG NURRAFIQAH BINTI AWANG ABDURAHMAN

Signature: Date: 29/10/2025

Interview Transcript

Interviewee A:

Interviewer: Hai Grace, saya Nabihah, Cognitive Science student. Tujuan saya interview kamu ni adalah untuk assignment untuk subject Human Computer Interaction group saya. Kami nak buat app period tracker so kami perlukan maklumat-maklumat dari kamu sebagai pengguna period app tracker. Saya teruskan dengan soalan yang pertama, app apa yang kamu guna sekarang dan berapa lama dah kamu guna app tu?

Interviewee: Saya guna app Apple Health sebab dia terus sync dengan saya punya iPhone dan Apple Watch, lagik saya guna Flo.. *urmm* sebab dia ada bagi info kesihatan dan artikel komuniti lah. Saya guna duak tu jak.

Interviewer: Apa yang kamu tak suka *uhh* apa yang kamu tak puas hati dengan app tu?

Interviewee: Kalau Apple Health ni.. yang saya tak suka.. dia.. maksud saya.. dia.. saya bukan tak suka dia.. dia macam terlalu simple, lepas tu dia tak bagi penjelasan atau ramalan kitaran lah. So untuk yang Flo, dia ada benda tu.. tapi.. tapi dia asyik keluar iklan lah so macam quite *uhh*.. cerewet sikitlah macam tu..

Interviewer: Ooh.. bila biasanya kamu bukak app tu?

Interviewee: Ooh biasanya… saya akan bukak pagi, sebab saya nak tengok masa statistic kesihatan saya, sebab Apple Health ni kan dia terus gabungkan kita punya langkah, tidur dan kitaran-kitaran kita lah.

Interviewer: Sebagai pelajar, ada tak apa-apa yang ganggu penggunaan app ni?

Interviewee: *Uhh* kalau saya kan, kadang-kadang saya nak privasi.. sebab *urmm..* saya kongsi skrin kan kalau buat pembentangan tu biasanya kita akan kongsi skrin kan? So.. saya nak privasi lah dari benda tu…

Interviewer: ooh..

Interviewee: Iyaa…

Interviewer: Jadi apa yang buat kamu teruskan guna app tu?

Interviewee: *Uhh*.. kalau Apple Watch nii.. saya suka sebab semua data kesihatan saya disatukan, and senang saya nak tengok trend dan panjang kitaran tiap bulan.

Interviewer: Apa yang kamu nak.. *uhh*.. ubah atau buang features yang ada dalam app?

Interviewee: Kalau dari saya punya pendapat, Apple Watch ni dia ma-.. dia kena jelaskan corak tu supaya jadi lebih baikla. Macam Flo punya, kan perlu ada cycle insights kan.. saya rasa Flo tak patut kunci maklumat asas tu.

Interviewer: Ciri apa yang kamu harap ada dalam app tu?

Interviewee: Yang saya harapkan..*urmm*.. app ni dia perlu ada ramalan kitaran yang ada keyakinan macam Clue punya.. cycle confidence pun la.. and supaya saya senang plan bila nak travel.

Interviewer: Bagi kamu, aktiviti yang saya sebut ni perlu ada ke tidak dalam app tu? Yang pertama, ramalan kitaran haid.

Interviewee: wajib ada..

Interviewer: Log symptom harian?

Interviewee: Wajib ada jugak..

Interviewer: Sejarah kitaran haid?

Interviewee: *Urmm*.. wajib ada jugak..

Interviewer: Fertility window highlight?

Interviewee: *Urmm*.. bagus tu kalau ada..

Interviewer: Analisis dan report?

Interviewee: Wajib ada jugak..

Interviewer: Reminder?

Interviewee: Itu memang perlu ada.

Interviewer: Contraception tracking?

Interviewee: Perlu ada jugak.

Interviewer: Apa ciri yang paling penting perlu ada dalam app tu?

Interviewee: Err saya kan.. ciri yang paling penting tad itu adalah kita punya analisis kesihatan lah.. kalau kita ada benda tu, kita senang nak kasi tunjuk doctor dia punya laporan mingguan kitaran haid tu.

Interviewer: Kalau jangkaan ketepatan kamu?

Interviewee: *Urmm*.. dalam satu hari?

Interviewer: Apa pendapat kamu tentang app ni?

Interviewee: Err pada pendapat saya, kalau boleh app ni dia kena buat analisis macam Flo.. supaya data dia kekal privasi dalam telefon laa.. macam tu.. dia lebih selamat macam tu..

Interviewer: Okay itu sahaja soalan dari saya.. k terima kasih Grace..

Interviewee B:

Interviewer: Hai Vailery, saya Nabihah. Cognitive Science student. Tujuan saya interview kamu ni untuk selesaikan assignment group saya iaitu Human Computer Interaction. Kami nak buat app period tracker so kami perlukan maklumat maklumat dari kamu sebagai pengguna app. Saya mulakan dengan soalan pertama. App apa yang kamu gunakan sekarang dan dah berapa lama kamu guna app tu?

Interviewee: App yang saya guna sekarang ialah app Clue. Saya dan guna app Clue ni dalam lebih kurang duak tahun.. Dan saya jugak pernah cuba apps Flo, dalam masa 6 bulan, sebelum saya kembali kepada app Clue ni. Jadi, app Clue ni, dia nampak macam lebih saintifik, tapi saya suka sebab dia tak guna rekaan yang terlalu feminin.

Interviewer: Hmm.. apa yang paling kamu tak puas hati dengan app tu?

Interviewee: Untuk app Flo, kadang-kadang untuk kuncin maklumat penting untuk pengguna premium je.. Jadi saya buat.. Jadi app tu buat saya nda suka.. Jadi kalau Clue ni, dia memang tepat, tapi log simptom tu.. Urmm.. Lambat.. Tapi kena tekan banyak ikon laa untuk rekod sakit perut atau mood.

Interviewer: Bila biasanya kamu bukak app tu?

Interviewee: Selalunya saya bukak waktu malam sebelum saya tidur. Sebab, bila saya mula rasa sakit perut, saya akan... uhh.. Saya akan semak app tu untuk saya tau kalau saya nak dekat datang bulan.

Interviewer: Sebagai seorang pelajar, ada tak apa apa yang ganggu penggunaan app ni?

Interviewee: Sebagai seorang pelajar, saya rasa terganggu bila..musim peperiksaan sebab saya rasa stress dan..tu memang ganggu kitaran saya lah. Saya nak app yang boleh tanda waktu stress supaya ramalan boleh ikut perubahan tu.

Interviewer: Ciri apa yang ada dalam app tu yang buatkan kamu terus guna app tu?

Interviewee: Saya terus guna app tu ialah macam..ramalan Clue ni dia memang tepat, dan..kalendar dia pun bagus. Dia akan tunjuk hari subur dan haid dengan jelas. Log harian mood dan sakit pun..ada detail.

Interviewer: Apa yang kamu nak ubah dan buang daripada app tu?

Interviewee: Saya nak bagi log simptom tu lebih cepat, sebab Clue ni dia banyak tekan. Kalau boleh, saya nak tambah motivasi macam streak tracker.

Interviewer: Ciri apa yang kamu harap ada dalam app tu?

Interviewee C:

Interviewer: Hi Anim, thank you for considering joining me for this interview.

Interviewee: It's my pleasure!

Interviewer: First question is what app(s) do you currently use, and for how long?

Interviewee: I've been using My Calendar for about 3 years, and recently tried Eve by Glow

because it gives cycle insights and community discussions. But Eve feels too chat-focused for me.

Interviewer: What frustrates you most about your current app(s)?

Interviewee: My Calendar sometimes shows ads when I open it. I also wish it would help me

track lifestyle factors like sleep or stress. It tracks symptoms well, but it's not

motivating because I often forget to log unless reminded.

Interviewer: When do you usually open or use the app?

Interviewee: Before bed or when I feel pain. I log symptoms when I remember, but reminders

or rewards could help me be consistent.

Interviewer: As a student, any special needs or pressures that affect your usage?

Interviewee: My sleep schedule changes during assignments, so my cycle sometimes

becomes irregular. It'd be great if the app tracked lifestyle factors like sleep or study

stress.

Interviewer: What feature keeps you using your current app?

Interviewee: My Calendar's customizable reminders so that I can choose how many days before

to get notified. It helps me plan for classes or travel.

Interviewer: What would you improve or remove?

Interviewee: Remove ads in My Calendar. Also, add graphs that connect symptoms, stress,

and flow patterns, like Glow does.

Interviewer: What feature do you wish existed?

Interviewee: A mood and lifestyle tracker that rewards consistency. For example, badges

for logging sleep, mood, and symptoms regularly.

Interviewer: What is the most critical feature for you?

Interviewee: Reminders and streaks where consistency makes predictions better.

Interviewer: How about accuracy expectation?

Interviewee: Within 2 days. If it adapts based on logs.

Interviewer: What are your final thoughts about the app?

Interviewee: Add gamification and lifestyle insights so that would make me open the app daily.

Interviewer: Okay, thank you for your time, Anim.

Interviewee: You are welcome!

Google Form (responses from repondents)

Section A: Demograpics

Age

40 responses

- 20 or younger
- 21
- 22
- 23
- 24 or older

12.5%
10%
60%
12.5%
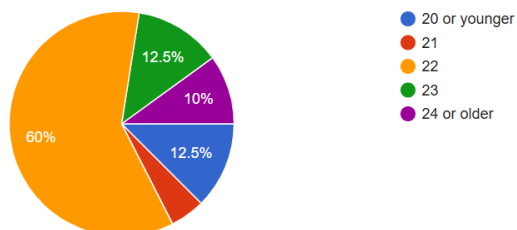
Do you currently use a period-tracking app?

40 responses

- Yes
- No

27.5%
72.5%
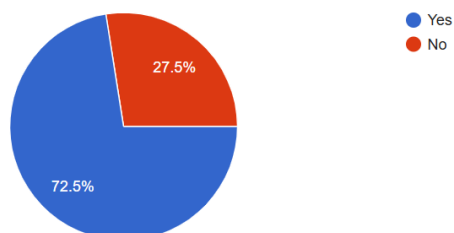
If yes, which app(s) do you use?

29 responses

Apple Health — 3 (10.3%)
Flo — 1 (3.4%)
— 2 (6.9%)
Health — 1 (3.4%)
— 2 (6.9%)
Meet You — 1 (3.4%), 1 (3.4%), 1 (3.4%), 1 (3.4%)
MeetYou
My calendar — 4 (13.8%), 3 (10.3%)
— 2 (6.9%)
P.C. — 1 (3.4%)
Period Tracker — 2 (6.9%), 2 (6.9%)
heat… — 1 (3.4%), 1 (3.4%)
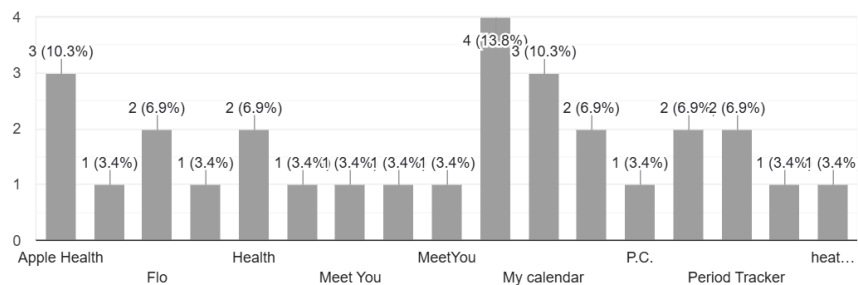
Section B: Current App Usage

How often do you open your period-tracking app?

40 responses

●	Daily
●	A few times a week
●	Weekly
●	Rarely
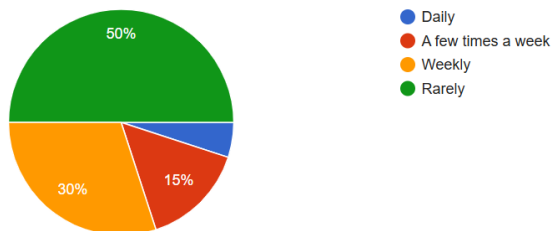
Copy chart

When do you usually log your symptoms?

40 responses

●	Morning
●	Evening
●	When symptoms occur
●	Rarely log
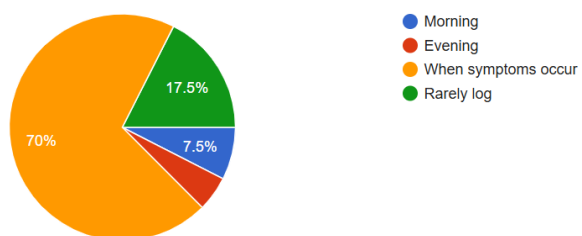
Copy chart

How accurate is your current app's cycle prediction?

40 responses

●	Very accurate (exact day)
●	Accurate (1-2 days)
●	Somewhat accurate (within 3-4 days)
●	Inaccurate
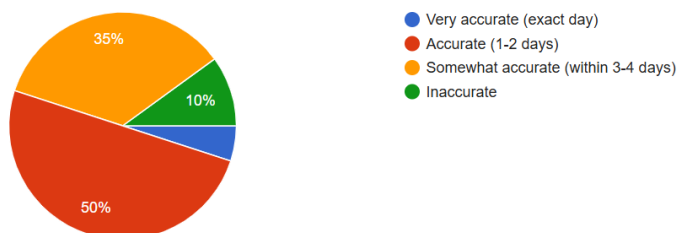
Copy chart

Do you use any reminder or notification features in your current app?

40 responses

- Yes
- No
- Sometimes

25%
35%
40%
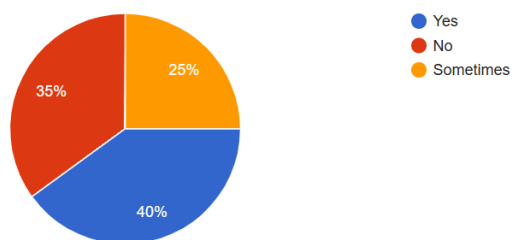
Copy chart

How motivating do you find your current app to log regularly?

40 responses

- Very motivating
- Somewhat motivating
- Neutral
- Not motivating

47.5%
10%
40%
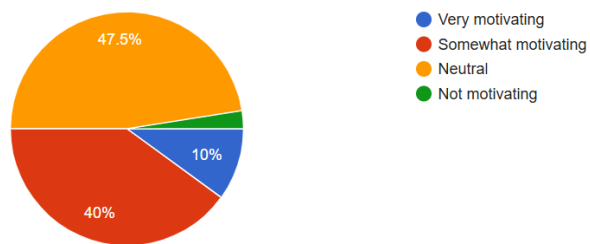
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Section C: Feature Importance

Accurate prediction of the next period.

40 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17.5%
55%
22.5%
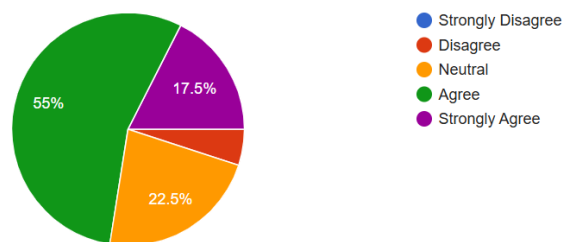
Copy chart

Fertility window prediction.

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

22.5%
55%
20%
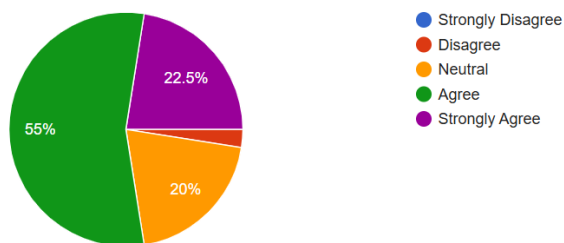
Exportable health or cycle reports for medical consultation.

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

30%
42.5%
25%
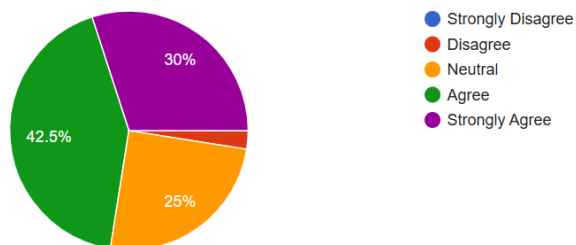
Customizable reminders and notifications (e.g.: pill, period start, symptom log).

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

27.5%
47.5%
25%
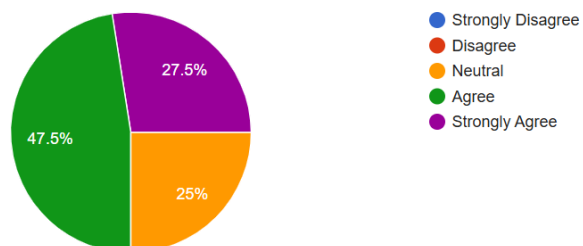
Contraception or medication tracking.

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

45%
22.5%
22.5%
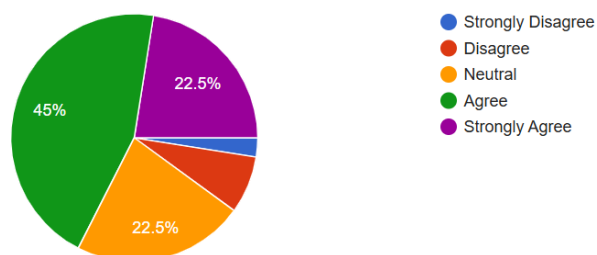
Personalized health insights and explainations.

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

30%
40%
30%
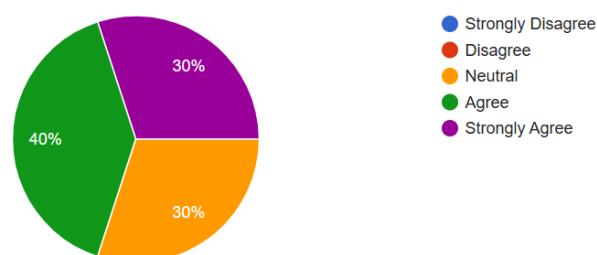
Privacy protection (e.g.: PIN lock, discreet app icon, hidden mode)

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

42.5%
30%
25%
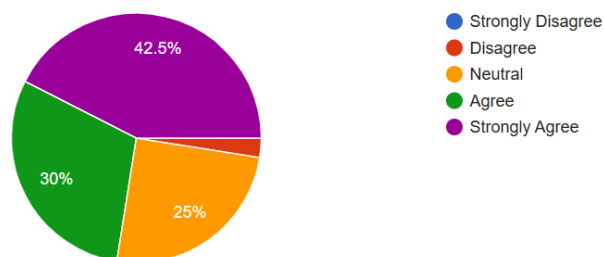
Section D: Gamifaction Preference

I would be more consistent if the app rewarded me with badges or achievements for daily logging. ☐ Copy chart

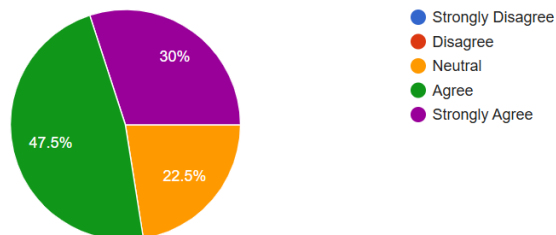40 responses

- ● Strongly Disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly Agree

37.5%
37.5%
22.5%
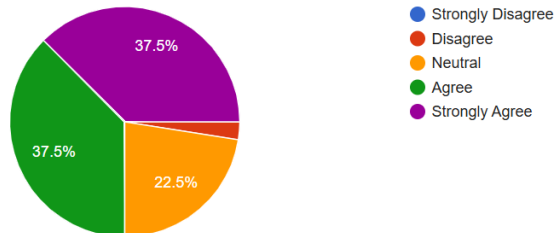
I would enjoy tracking streaks (e.g: number of consecutive days logged). ☐ Copy chart

40 responses

- ● Strongly Disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly Agree

30%
47.5%
22.5%

I would like earning points to unlock app themes or avatars. ☐ Copy chart

40 responses

- ● Strongly Disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly Agree

30%
42.5%
27.5%
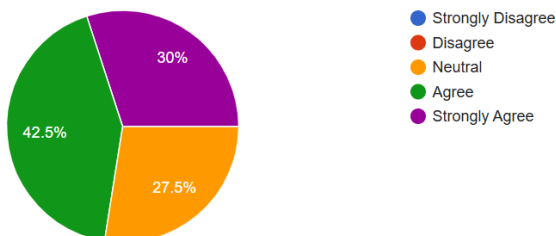
Gamifaction features should be optional and toggleable.

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

45%
22.5%
32.5%
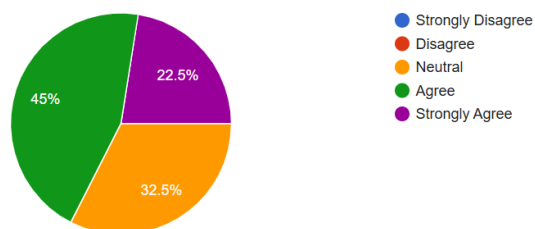
Gamifaction makes health tracking more fun and less stressful.

40 responses

Copy chart

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

35%
55%
10%
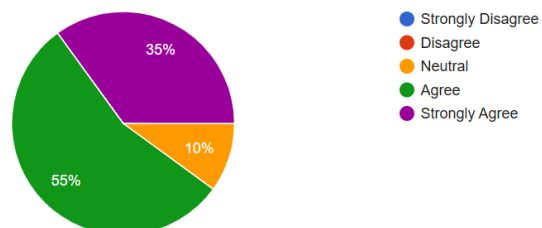
I prefer private, personal progress instead of competitive rankings.

40 responses

Copy chart

- Strongly Disagree
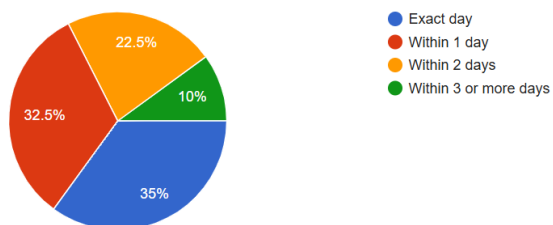- Disagree
- Neutral
- Agree
- Strongly Agree

32.5%
50%
17.5%
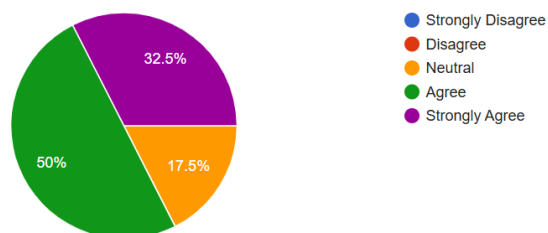
Section E: Accuracy Expectations and Behaviour

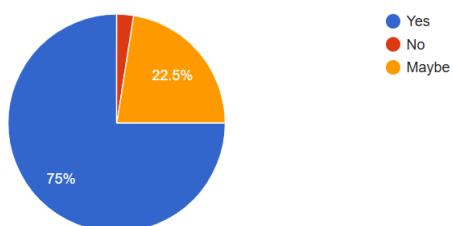How accurate would predictions need to be for you to trust the app completely?

40 responses

- Exact day
- Within 1 day
- Within 2 days
- Within 3 or more days

22.5%
32.5%
10%
35%

Would you enable reminders for period start or symptom logging?

40 responses

- Yes
- No
- Maybe

22.5%
75%

Would you enable gamifaction features in the app?

40 responses

- Yes
- No
- Maybe

12.5%
20%
67.5%

How concerned are you about privacy when using period tracking apps?

40 responses

Copy chart

20 (50%)

10 (25%)

8 (20%)

2 (5%)

0 (0%)

1 2 3 4 5

Would you share anonymised data to improve app predictions?

40 responses

Copy chart

- Yes
- No
- Maybe

42.5%

32.5%

25%
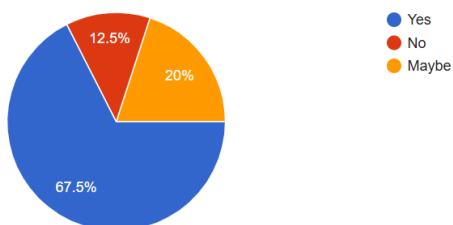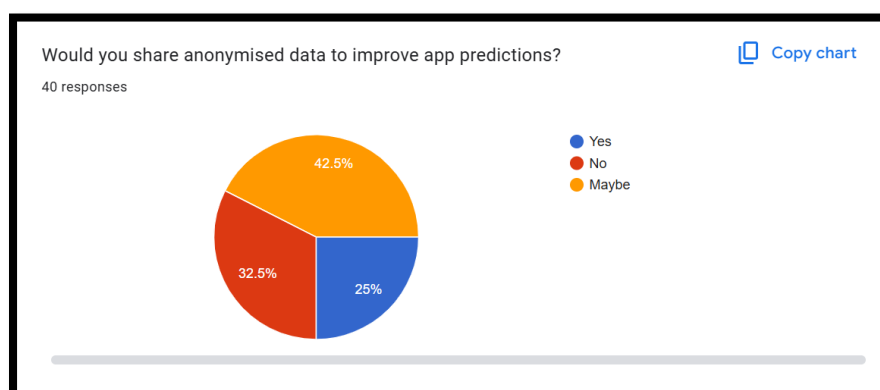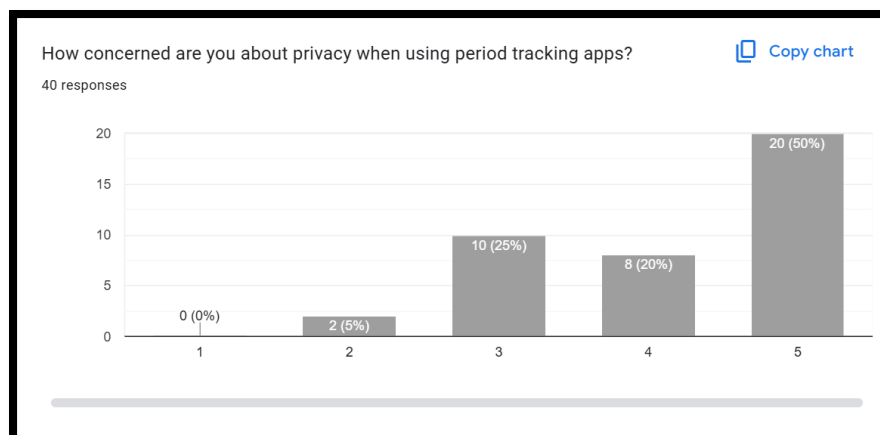
Section F: Open Ended Questions

What do you find most frustrating about existing period tracking apps?

40 responses

Simptom

The date is inaccurate.

the size of apps too big

Accuracy of predictions.

Potential of misinterpretation

Sometimes the predictions are inaccurate, and the app doesn't just adjust quickly when my cycle changes. Some apps also have too many ads or require payment to unlock useful features.

sometimes the tracking is not accurate

When i have to click one by one for each date

Too many ads, too many pop ups for premium and difficult to navigate

ads

rarely give me the exact notification when i had my first day period

app feels boring

Not really fun apps

Sometimes the predictions are inaccurate and there are too many ads or paid features to access important tools.

Too focused on pregnancy tracking, not overall.

Somehow not accurate

Prediction are often inaccurate

when the apps summarise that my late period would be something wrong with mu health

The prediction are not always accurate

complicated interface

too many ads and premium restriction

My latest tracking period missing

Not accurate prediction

sometimes it delayed my period prediction to 3 - 4 days

Monetisation & hidden costs

Too many ads

Sometimes too much advertisement while opening the apps.

nothing

Too many ads and confusing layouts.

i dont know how to use the other features

When apps not accessible when offline

Too many ads and confusing layouts.

i dont know how to use the other features

When apps not accessible when offline

Too focused on data, not feelings — They ask for symptoms but don't actually do much with them. Like one day, I logged my cramps.. now what?

Kadang-kadang ramalan tarikh tidak tepat kerana perubahan kitaran, dan ada terlalu banyak iklan yang mengganggu.

Unnecessary ads

app feels boring or repetitive

Not sure

What feature would make you switch to a new period tracking app?

40 responses

The accurate date for period app.

record heartbeat

Reliable and strong data privacy.

The customization of our information on app

I would switch if the app could give more personalized insights based on my symptoms and lifestyle. A simple, add free design with design with accurate reminders and privacy protection would also attract me.

Easier to use for tracking period

Ability to track basics (dates + symptoms)

colour

feature that can make user easily understand their period cycle

custom themes and mood icons

A feature that gives more accurate predictions and personalized health insights without needing a subscription.

Include emotional and lifestyle tracking too.

can log lots of details data during period phase

That are more accurate and give some early warning thorough notification that I am getting my period so that I can prepare early for my next period

What feature would make you switch to a new period tracking app?

40 responses

Smarter AI-based prediction using past data

reminder what to do during the period session

More accurate cycle predictions using my past data.

Simple and clean interface

cleaner and more minimalist design

more privacy

free access to access to all basic tracking tools

Nothing so far

have cute fonts and themes

Inclusivity & customisation

The avatar

i need more reminder so that forgetful person like me can remember to log my period cycle

Accurate predictions and simple, clean design.

easy to use and functional

Smart mood + symptom predictions — Not just tracking, but actually predicting when I might feel low energy, crave chocolate, or get moody based on my past data. Like a personal emotional weather forecast.

have cute fonts and themes

Inclusivity & customisation

The avatar

i need more reminder so that forgetful person like me can remember to log my period cycle

Accurate predictions and simple, clean design.

easy to use and functional

Smart mood + symptom predictions — Not just tracking, but actually predicting when I might feel low energy, crave chocolate, or get moody based on my past data. Like a personal emotional weather forecast.

How could gamifaction make period tracking more interesting for you?
40 responses

Set start period

Tracking the period qualities

not interested

Personal Growth Themes Instead of Competition.

By giving reward or points

Gamification could make it fun by giving badges or small rewards for consistent logging, completing health challenges, or learning about menstrual health. It would motivate to track regularly.

Daily check-ins to get rewards

Gamification would make tracking more fun and motivating, like earning badges or unlocking cute themes for consistency

the design

intrinsic motivation

earn items to decorate my profile or dashboard

Its makes more fun

Adding small rewards, achievements, or daily challenges could make logging symptoms and tracking progress more fun and motivating.

Mood-based missions or relaxation quests.

get points and ranks for consistent use

Unlock new "levels" or visual themes as you learn more about your body or maintain good self-care habits.

achievement system for long-term tracking

Points for consistent logging that unlock useful tips

that make me learn more about period

Visual animations and avatars that change based on how I feel or my cycle phase.

level-up system for tracking habits

---

something that can remind me to remember or prepare for my period phase

daily check-in rewards or streak badges

More accurate

Not interested

maybe with adding something like collecting coins/points with its own benefit or maybe to unlock some advanced features

Meaningful Insights & Rewards for Reflection

The exact date of my period

---

calm mini games or self-care challenges

Earning badges or rewards for consistent tracking.

maybe i can do some quiz and get rewards if i win etc..

Mini-games or quizzes — Little short games about hormones, mood swings, or self-care — educational and fun.

Jika aplikasi mempunyai sistem ganjaran seperti lencana atau mata setiap kali saya mengemas kini data haid, ia akan menjadikan pengalaman lebih menyeronokkan dan mendorong saya untuk menjejaki dengan konsisten.

It makes me happy

Team Contribution

Name	Contribution
Abdul Aidil Azrie	- Group leader - Drafting idea for the app - Prepare questions for interview - Prepare questionnaire for online survey - Drafting report for Phase 1 - Take part in Success Metrics for report
Genyvine Meryence	- Group co-leader - Drafting idea for the app - Prepare questions for interview - User-Experience Reel editor - Take part in Competitive Analysis for report
Muhammad Zaheed Imran	- Active member - Suggesting the app for the assignment - Create Google Form for online survey - Create consent form for the interviewees - Take part in Problem & Solution Definition for report
Dayang Nurrafiqah	- Active member - Interviewing user - Create Google Form for online survey - Find 40 persons of target user among students - Generate interview transcript - Take part in Requirements Gathering for report
Nabihah	- Active member - Interviewing user - Take part in User & Context Analysis for report
See Sze Pei	- Active member - Take part in Core User Benefit Statement for report