



ALICE

"I want to be able to go about my day even when period issues arise"

- 19 years old
- College student
- Has irregular and unpredictable periods

ABOUT THE USER

Alice is a full-time college student who values both her academics and her health. Despite her efforts to stay prepared, her irregular menstrual cycle sometimes takes her by surprise. The lack of menstrual products in most campus restrooms often forces her to improvise, leaving her to go through her day uncomfortably without adequate supplies.

HABITS/BEHAVIORS

- Lives far away so stays on campus for most of the day
- Does not like to ask for products from others so will improvise instead
- Will use toilet paper as a pad when she does not have access to menstrual products

FRUSTRATIONS

- Disheartened when she needs menstrual products but the bathrooms of the building she's in don't have any
- Annoyed when there are products but do not have larger sizes of tampons or pads for her heavier periods
- Frustrated when there are supposed to be products provided but they are not stocked when she needs them

ABOUT THE USER

- Has a busy schedule
- Uses larger tampon sizes to deal with heavy flow
- Anxious
- Easily embarrassed

GOALS AND NEEDS

- To be comfortable
- Wants to save money
- To be able to focus in class when on her period
- Doesn't want to miss out on extracurriculars or classes due to period complications
- To have sufficient sized products to waste less time replacing smaller ones