

OVERVIEW

Designing For Women's Health

Case Study: quick and simple data collection.

[Link to Prototype](#)



Daiana Yurzola

Hi, I'm Dr. Colleen Fogarty Draper

Women in their 40s and 50s, and sometimes even earlier, often start noticing changes in energy, mood, sleep, or metabolism.

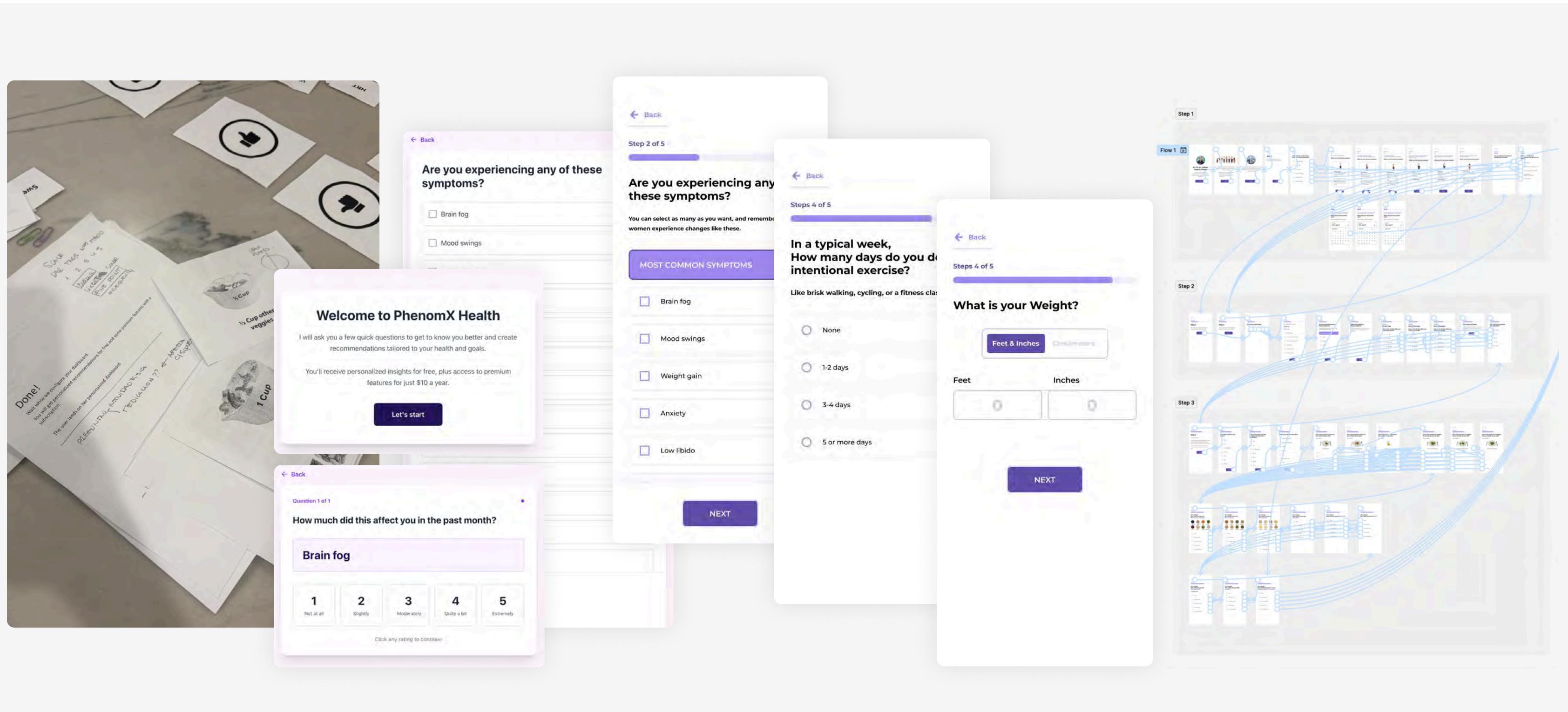
NEXT

Summary

Redesigning the PhenomX Health app to make data collection:

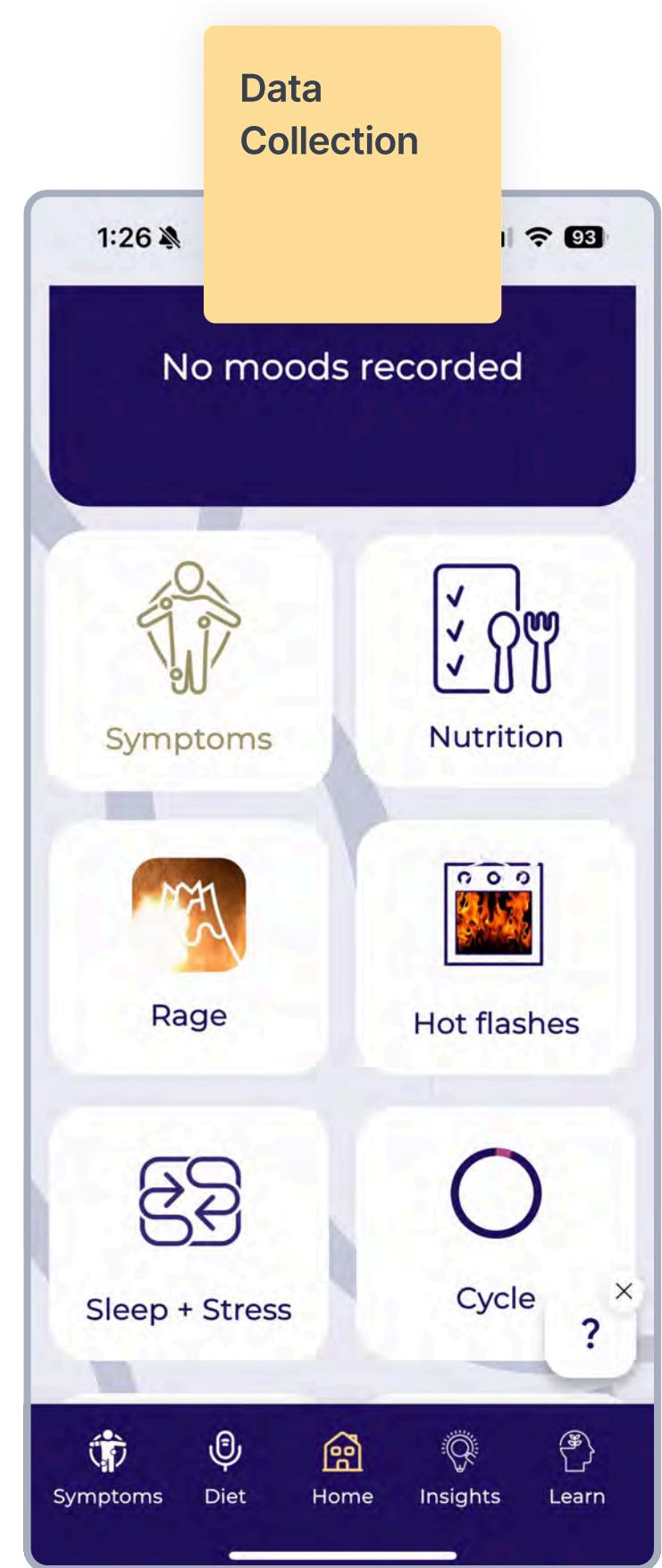
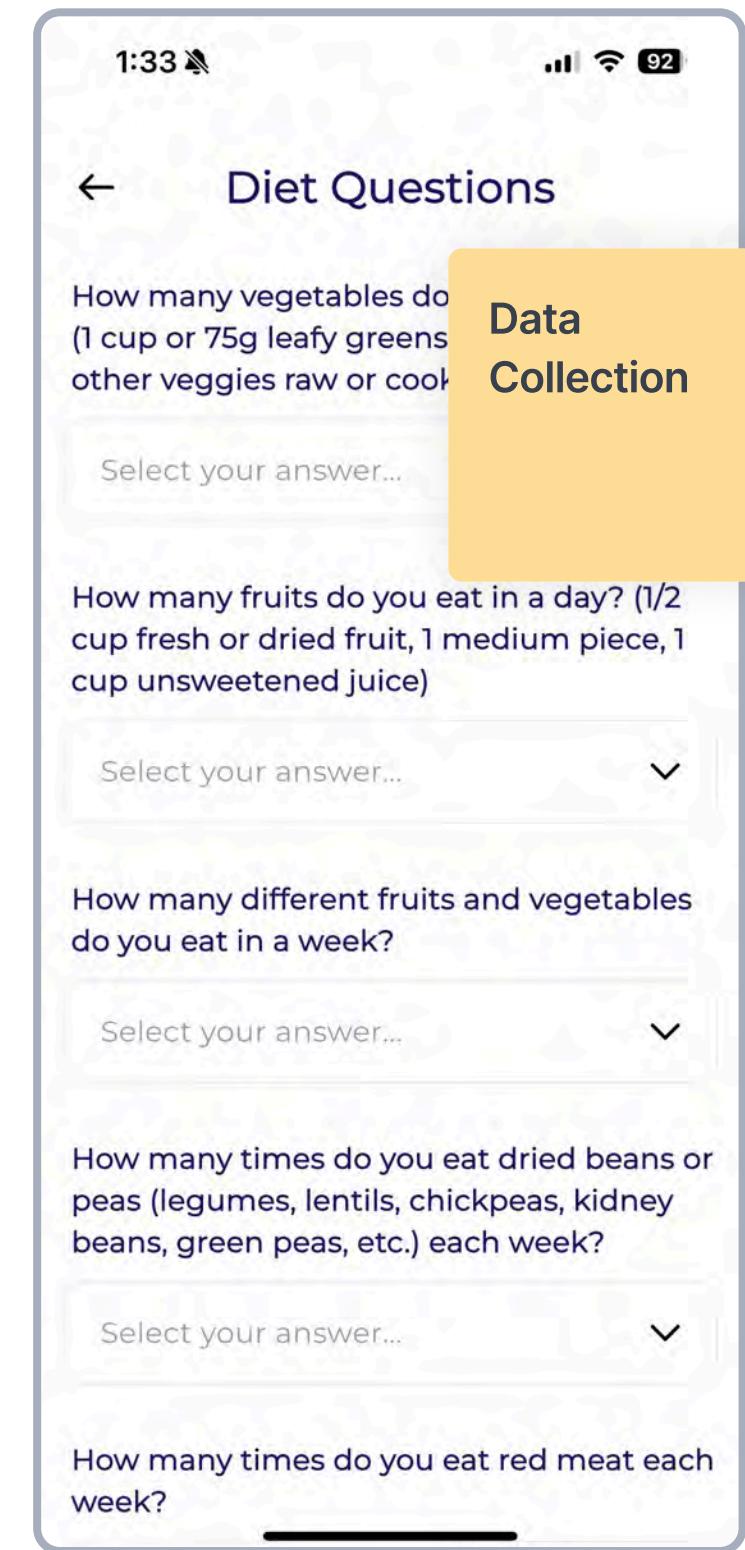
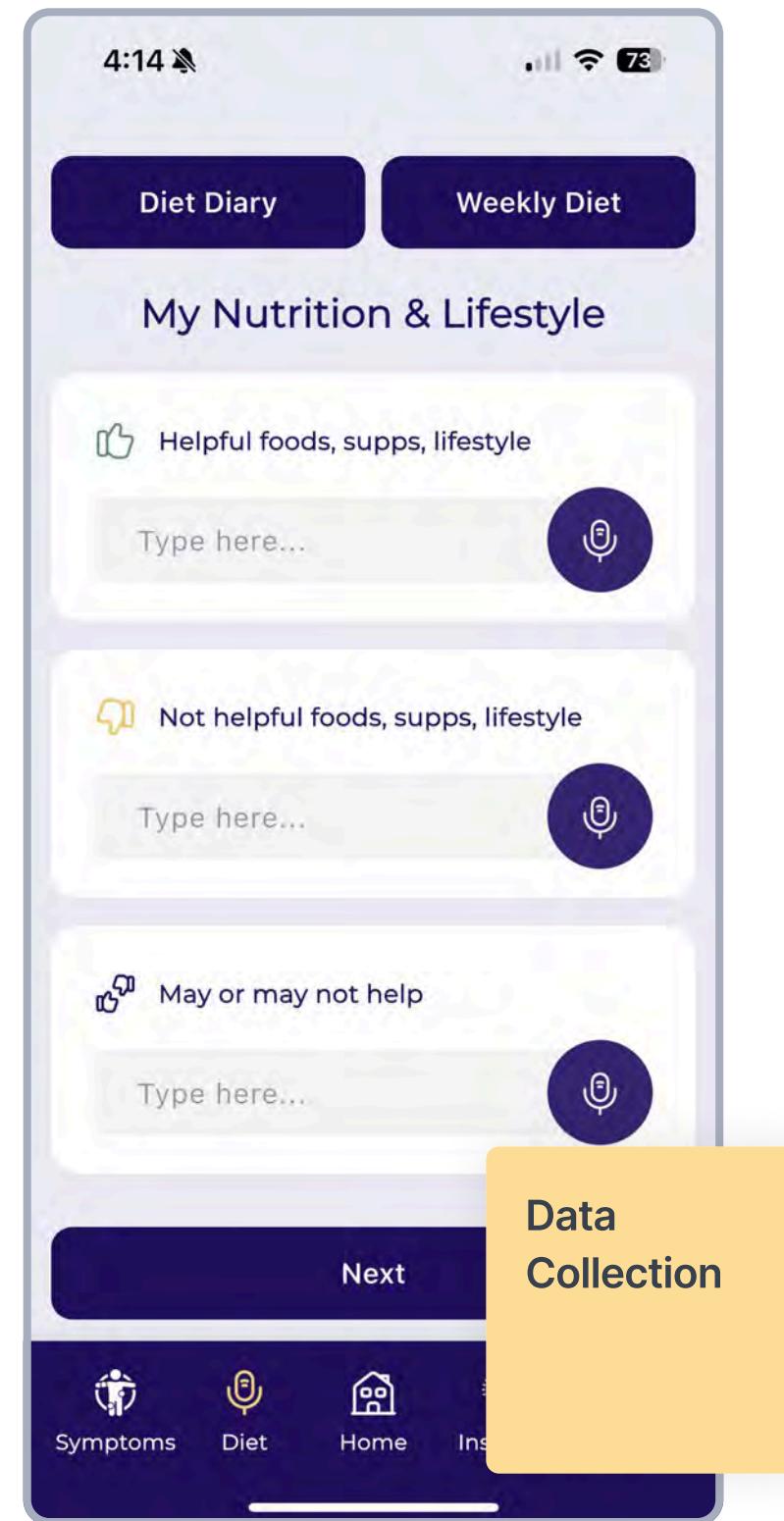
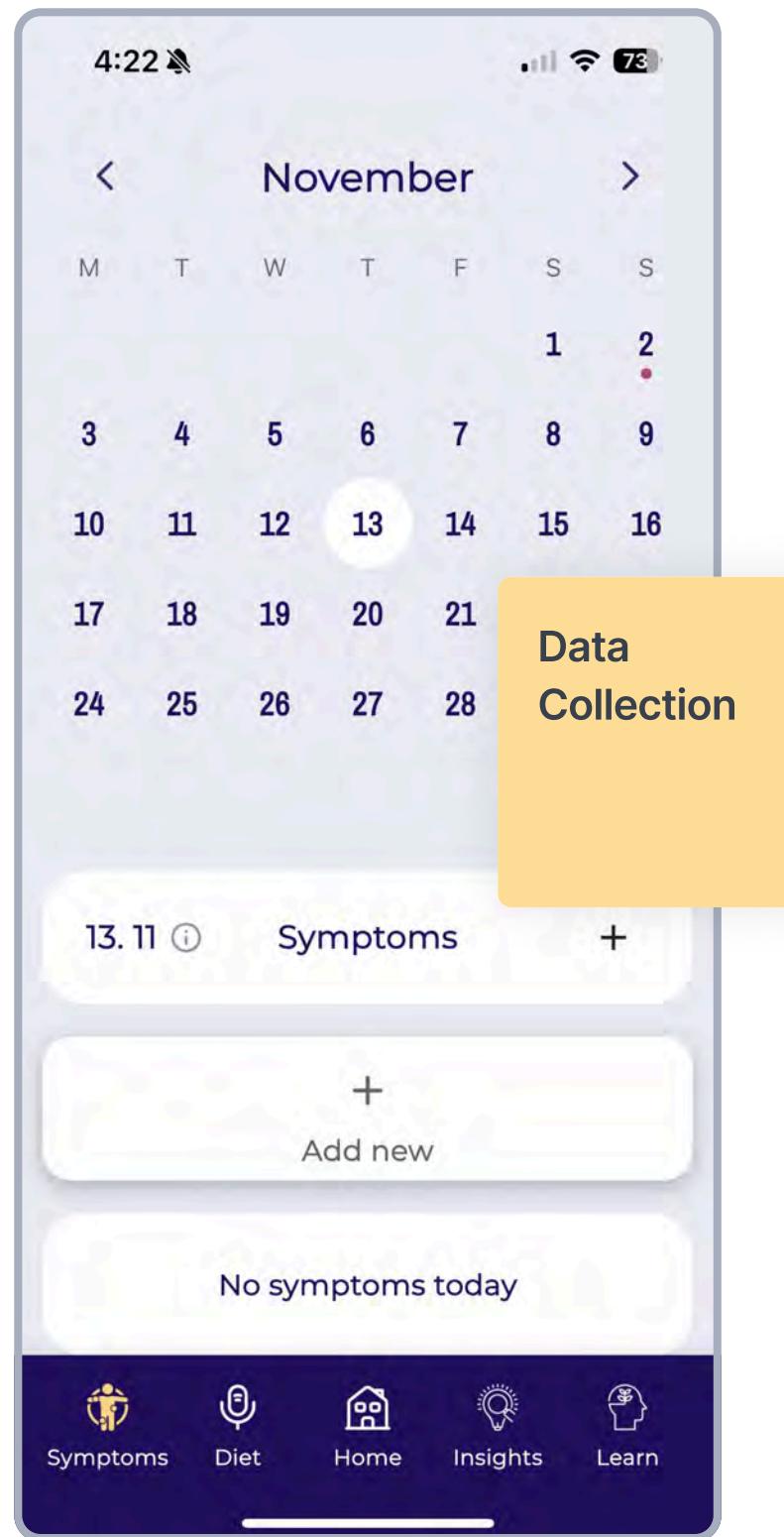
- ✓ Quick
- ✓ Simple
- ✓ Engaging

“Women need to feel motivated to share the information needed so the app can create personalized reports with health recommendations”



What Happens With The Current App?

PhenomX Health is an app that relies on data intake to provide personalized reports with nutrition, supplement, and lifestyle recommendations.

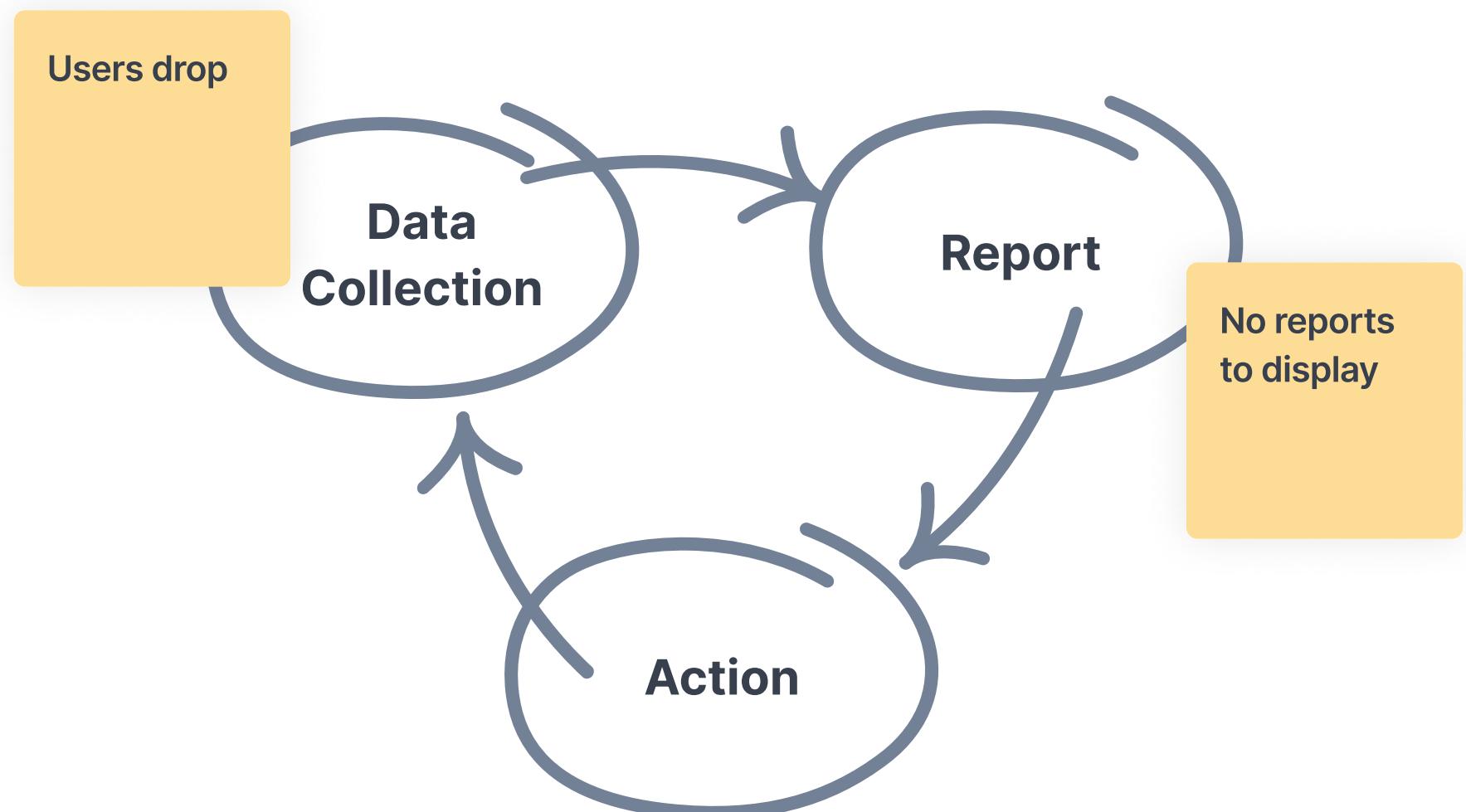


The Current Loop

The app relies on data collection to provide reports.

While the app aims to reduce symptoms and support health, women find it overwhelming and confusing, discouraging them from completing the process.

This prevents the app from collecting the data needed to run the personalized reports with health recommendations



What Will I Do?

Design an engaging onboarding intake form that gathers the essential data to provide personalized recommendations as soon as the user lands in the app.

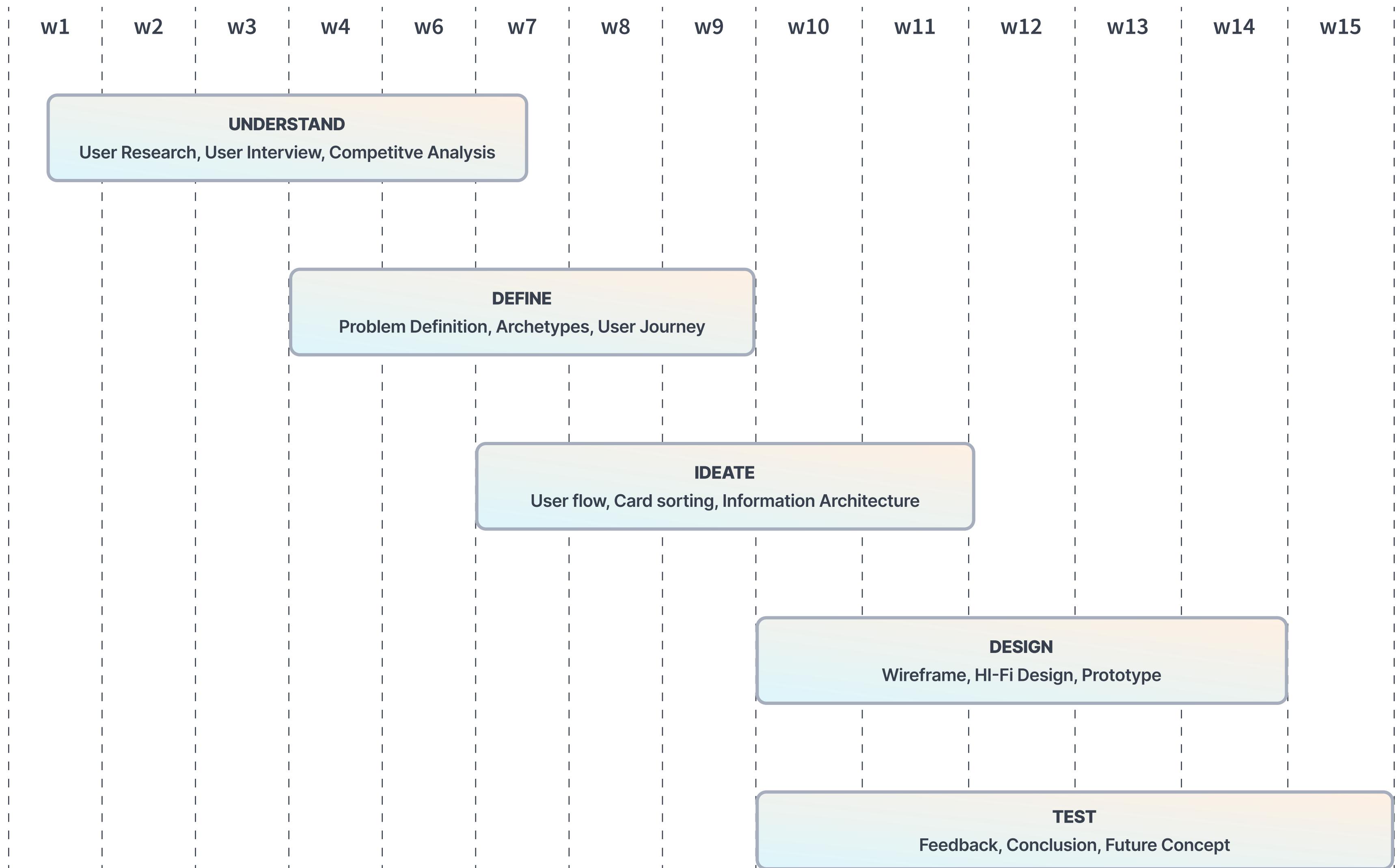
- ✓ Simplify data collection
- ✓ Show immediate value
- ✓ Meet user needs
- ✓ Meet product goals

This real-world project will include weekly meetings with Colleen, the PhenomX Health app founder to share progress, gather feedback and agree on next steps.

Constraints

This project has a limited timeframe and budget, so it must be developed in phases that can be implemented gradually.

Timeline

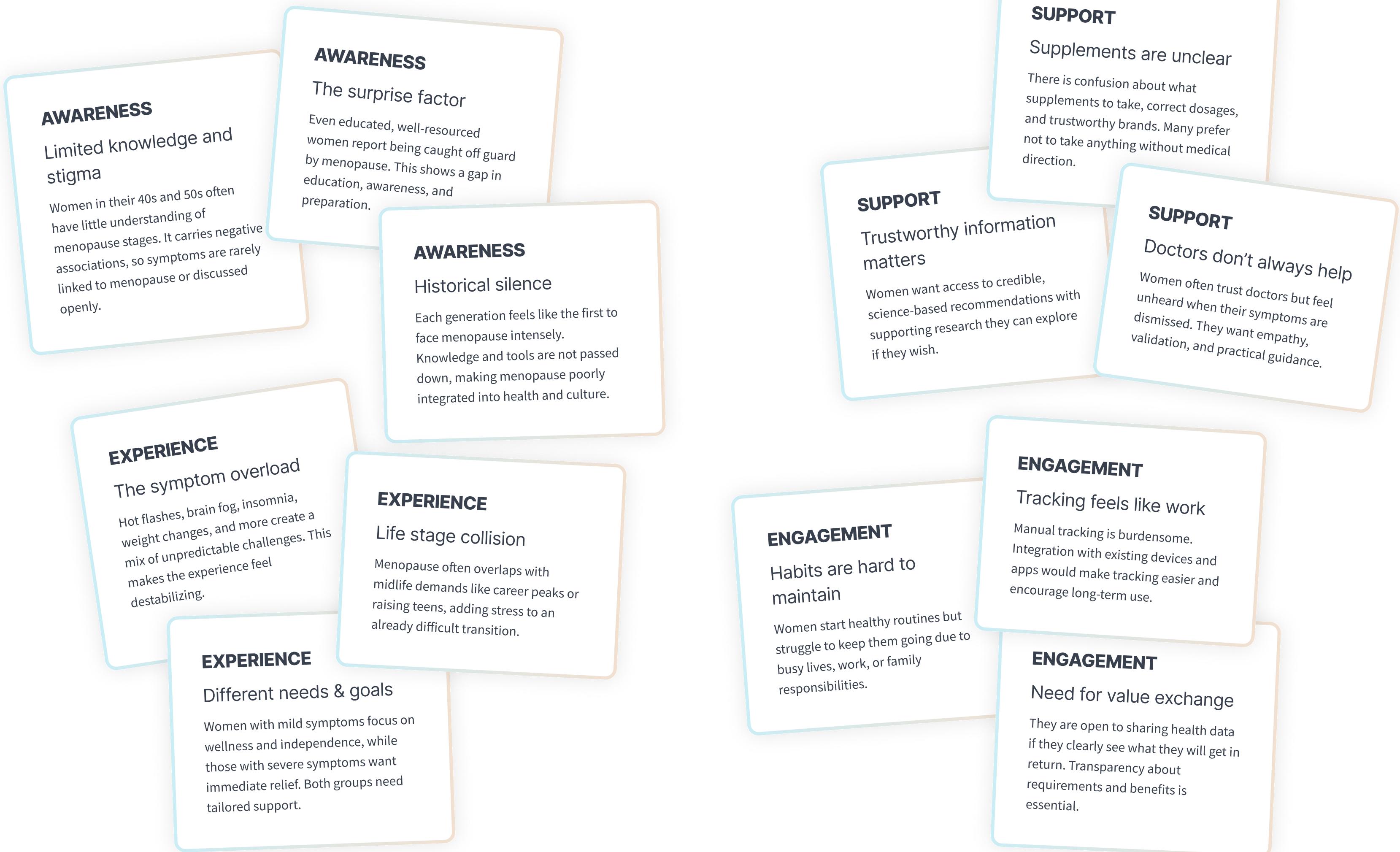


UNDERSTAND

User Research & Competitive Analysis

What I Learned From The Interviews

Learnings from interviewing 10 women professional women between ages 40–50:



Secondary Research

✓ Quiz funnels drive higher engagement

Flo and Zoe use web-based quizzes as entry points to their apps. By giving users tailored insights during the quiz and building trust with social proof and science-backed claims, they increase intent and conversion rates. This strategy highlights the value of engaging users upfront with personalized experiences before app onboarding.

SOURCE

<https://www.retention.blog/p/flo-is-an-amazing-success-story>

<https://uxdesign.cc/what-i-learned-from-leading-apps-about-signup-and-onboarding-f58921d69e30>

<https://medium.com/design-bootcamp/how-flo-and-zoe-use-a-web-to-app-to-boost-their-conversion-6f424171b1b7>

- ✓ Women are searching for health information online, but they don't necessarily trust what they find.
- ✓ Women are active health trackers, but they're not always using digital tools.

To encourage digital tracking across other metrics, digital solution providers should consider addressing barriers to tracking like clunky data entry, building capabilities around high-value indicators for women, and helping women turn data into useful insights.

SOURCE

<https://rockhealth.com/insights/women-in-focus-understanding-women-as-digital-health-consumers/>

DEFINE

Archetypes & Frameworks

Archetypes

The two extremes in the same range of experiencing symptoms



The Achiever

Opportunities for the product

- Integration with other apps to track health
- Seamless data collection

"I want to have a good quality of life."

Behaviors

- Focused on wellness
- Busy, with no time for tracking health
- Experiencing few or no symptoms
- Menopause is a distant future concern

Needs

- Trustworthy recommendations
- Quick access to health insights
- Low-effort health tracking tools



The Struggler

Opportunities for the product

- Professional support
- Track progress and highlight small wins

"Doctors say I am fine, but I don't feel fine."

Behaviors

- Dealing with persistent symptoms
- Seeks professional help
- Feels unheard
- Experiences frustration
- No hope

Needs

- Validation of their feelings
- Professional guidance
- Symptoms management
- A sense of progress and see improvement over time

Understanding Archetypes Behaviors

Women's behaviors during their menopause transition

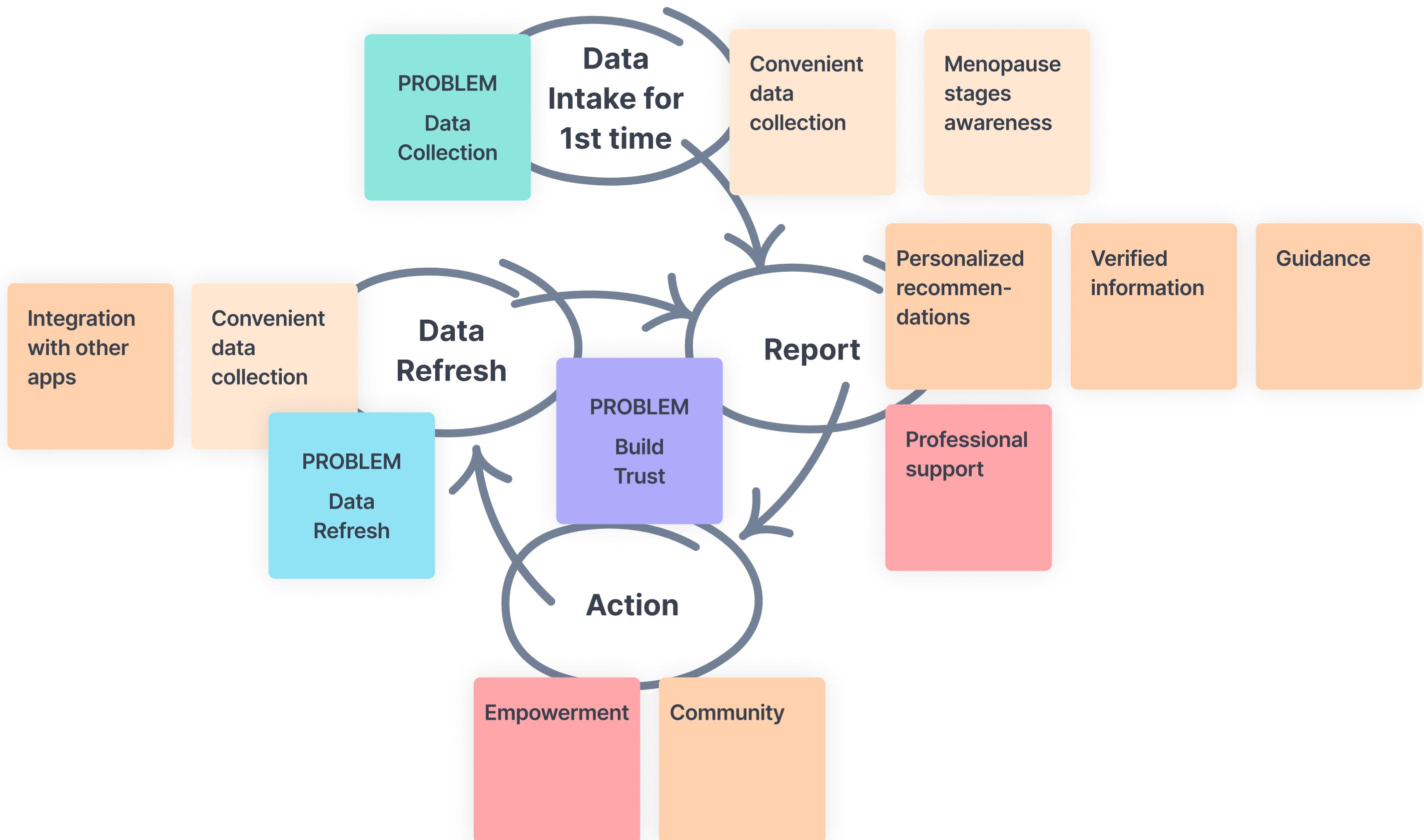
	Menopause stage awareness	Motivator	Emotional State	Lacks	Behaviours	Barriers	Product Value
Achiever	 Little information	Wellness	Curious, optimistic and proactive	Time	Takes action	If data tracking is time-consuming	Convenient data collection
Struggler	 Yes	Symptom relief	Frustrated, discouraged, unheard	Validation of feelings	Tries different solutions	If it is difficult to stay consistent	Professional support and guidance

Translating Behaviors Into A Framework

Women's NEEDS and GOALS during their menopause transition



The New Loop



What Does All This Mean?

This mean that I detected 3 Problems to be addressed:

- | | | |
|--|---|--|
| <div style="background-color: #d1f2eb; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">PROBLEM
Data Collection</div> | <div style="background-color: #fff; border: 1px solid #e0e0e0; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">Onboarding Intake Form</div> | <ul style="list-style-type: none">• The app relies on data provided by the user to work.• Women need an easy way to provide their information.• An engaging Onboarding Intake Form gathers the data for the first time.• So users sees their personalized recommendations in a Dynamic Dashboard. |
| <div style="background-color: #e0e0ff; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">PROBLEM
Build Trust</div> | <div style="background-color: #fff; border: 1px solid #e0e0e0; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">Human tone</div> | <ul style="list-style-type: none">• Women need awareness about menopause stages• Women need to trust in the app and that the information provided is verified.• Women need professional support and guidance• Women need to feel empowered and a community to rely on |
| <div style="background-color: #d1f2eb; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">PROBLEM
Data Refresh</div> | <div style="background-color: #fff; border: 1px solid #e0e0e0; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">Dynamic Dashboard</div> | <ul style="list-style-type: none">• The app needs data refresh to adjust and update recommendations.• Women need an easy way to refresh their information.• The Dynamic Dashboard will prompt refreshing the data weekly.• Woman need a way to stay consistent |

IDEATE

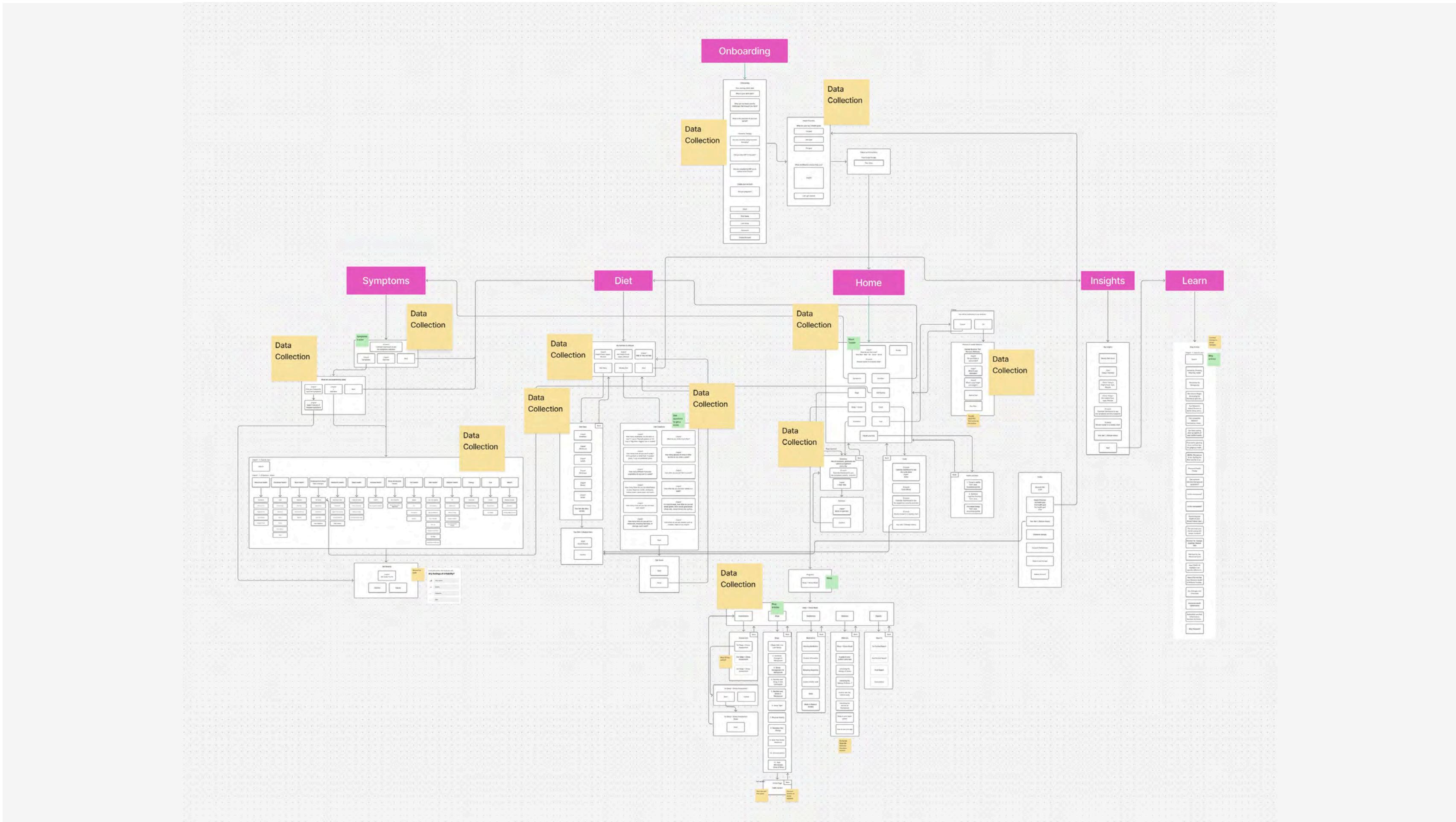
A New Onboarding Intake Form

Data
Collection

Build
Trust

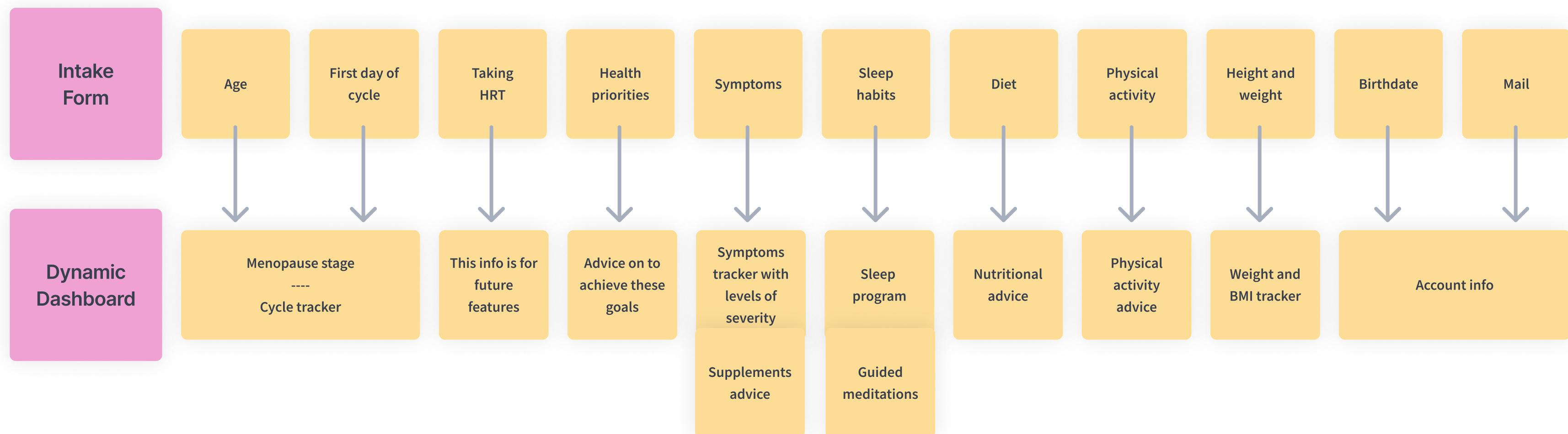
Current App Screen Flow

Mapping current touchpoints where data is being collected:



Intake Form Mapping

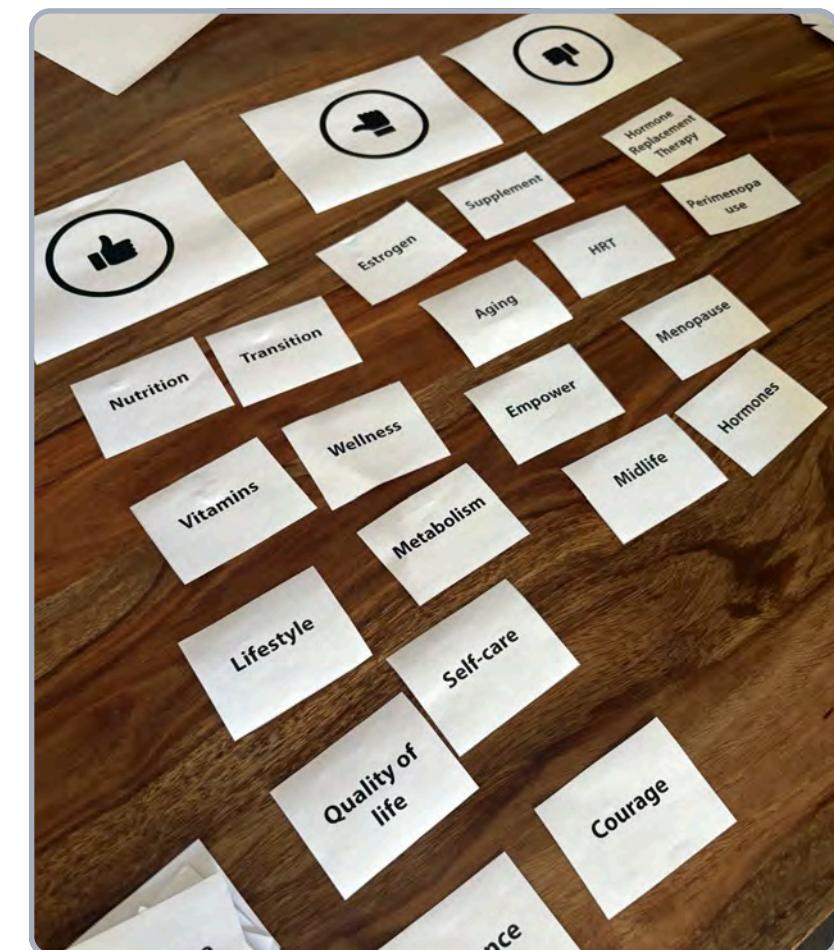
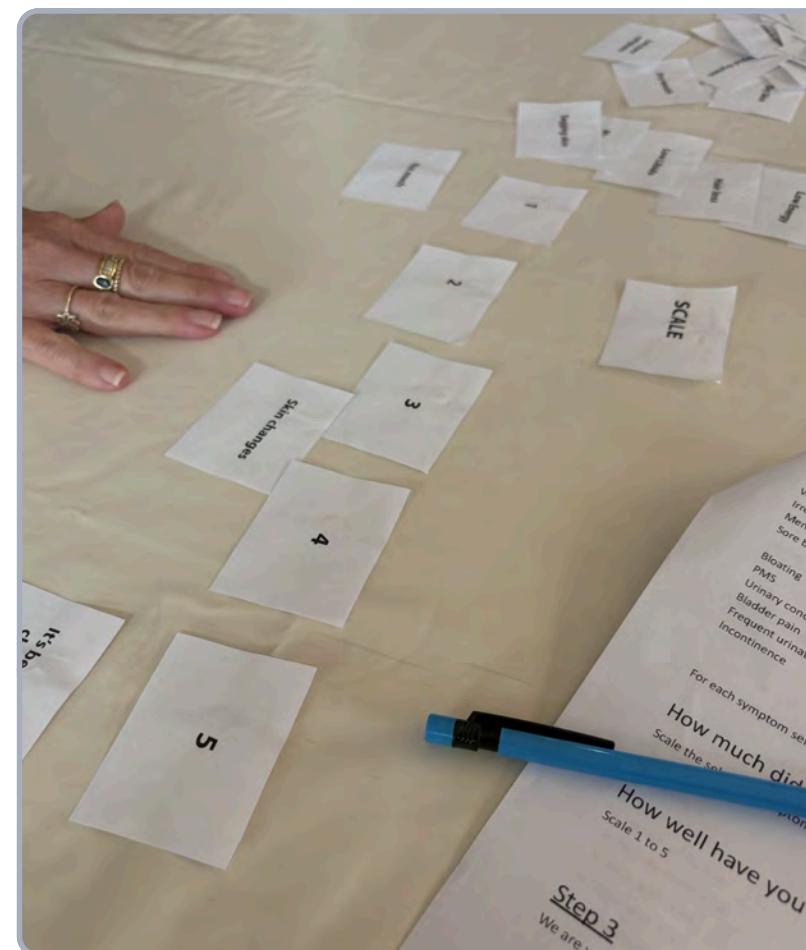
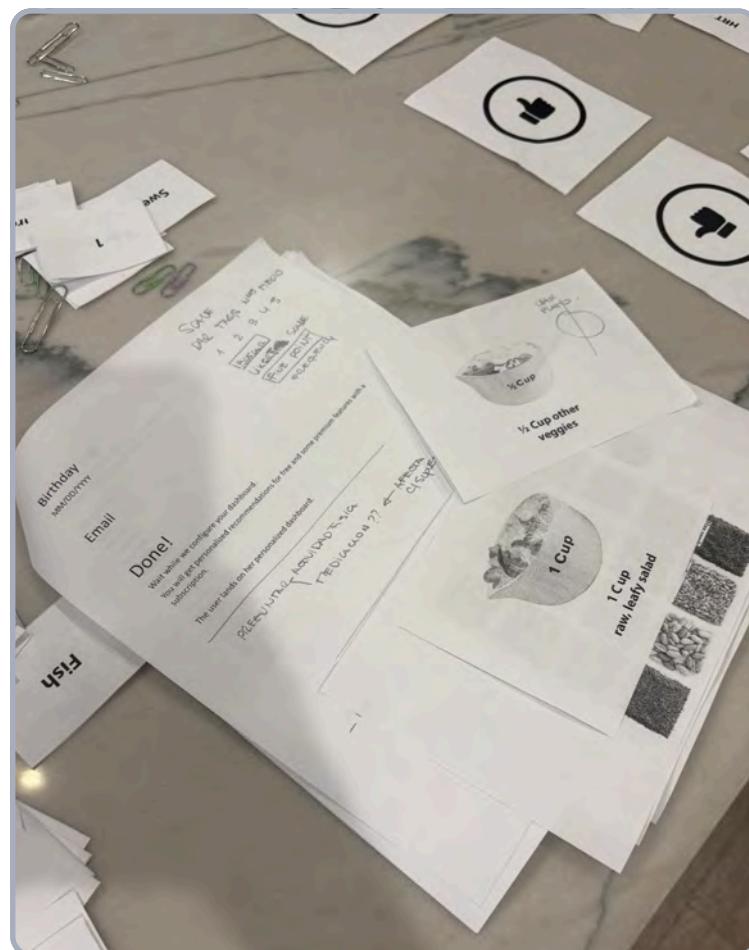
What questions do I need to ask during the onboarding to capture the data required for the dashboard?



Early User Testing

Interviews with card sorting to understand:

If the form is interesting enough to keep them engaged till the end without dropping



Learnings

- ✓ Women are open to provide information if the form is relevant
- ✓ Showing a real person behind the app will help build trust
- ✓ The questions need to be simple and easy to digest

Data Collection

Build Trust

Data Collection

Intake Form Questions

Dividing the form into 5 sections and adding informative screens to bring awareness.

The questions are grouped into 5 Steps to reduce cognitive load.

Screens highlighted in green mean that this screen is informative and is pause between questions

Most common symptoms were placed on top

Screens highlighted in Yellow mean that content was tested and edited

The scales were unified when possible

Screen 1
Hi, I'm Dr. Colleen Fogarty Draper.
Many women in their 40s and sometimes even earlier start noticing changes in energy, mood, or sleep. You're not alone!
I've made it my mission to help women understand these shifts and feel their best with personalized, science-backed guidance.
I'll ask a few quick questions to tailor recommendations just for you.
[Let's Start]

Screen 2
Step 1
Let's personalize your journey together.
You'll receive personalized insights for free, plus access to premium features for just \$10 a year.
NEXT

Screen 3
What year were you born?
4 numbers answer

Screen 4
Are your periods regular?
Yes
No
I am not sure
I don't currently get periods

Screen 5
When did your last period start?
Not sure? That's okay, you can select an estimate
Select date

Screen 6
Are you taking any hormone replacement therapy?
Yes
No

Screen 7
If Yes
What is the hormone replacement therapy you are taking?
Birth control pill
Hormone-releasing birth control device
I currently take hormone replacement therapy (HRT)
Other medication (related to chronic disease)
None of the above

Screen 8
Step 2
Tell me about your health priorities

Screen 9
I want to...
Select up to 3 goals
Increase energy
Improve memory and thinking
Improve emotional well-being
Manage stress
Optimize gut health
Reduce skin aging
Support carbohydrate metabolism
Support heart health
Support bone health
Control blood pressure
Prevent weight gain
Improve physical condition
Improve mobility
Manage menstrual health (this will not be shown to postmenopausal women)
I am not sure

Screen 10
Are you experiencing any of the following symptoms?
And remember... Many women experience some of these symptoms.
MOST COMMON SYMPTOMS
Brain fog
Mood swings
Weight gain
Anxiety
Low libido
Night sweats
Hot flashes
Fatigue
Joint pain
Heavy periods
Depression
Low energy
Panic attacks
Memory loss
Incontinence

Screen 11
For each symptom selected
How much did this affect you in the past month?
1 — Not at all
2 — Slightly
3 — Moderately
4 — Quite a bit
5 — Extremely

Screen 12
How well have you been sleeping lately?
Scale from 1 to 5
1 — Very poorly
2 — Poorly
3 — Fair
4 — Well
5 — Very well

Screen 13
Step 3
We are what we eat.
There is a strong connection between how you eat, your body's metabolism, your unique genetics, and your hormonal health and aging.
I will ask you a few questions about your nutrition. Stay with me! It won't take much
NEXT

Screen 14
What kind of diet do you follow?
Vegan
Vegetarian
Lacto non-vegetarian

Screen 15
Select if you have any food Allergies
Milk: Milk products
Peanuts
Tree nuts
Eggs
Sesame
Wheat
Shellfish
Fish
Soy
None of the above

Screen 16
What do you drink most often?
Soda (regular or diet)
Caffeinated coffee or tea
Decaffeinated coffee or tea
Milk or fruit juice
Herbal tea or water

Screen 17
The next questions are about what you eat in a day.

Screen 18
On average, last month
How many portions of Fruit do you eat in a day?
0
1
2
3-4
4 or more
1 Portion of fruit is: A medium-sized fruit: ½ Cup
Unsweetened juice

Screen 19
On average, last month
How many portions of Vegetables do you eat in a day?
0
1
2
3-4
4 or more
1 Portion of vegetables is: 75g leafy greens
½ cup or 38g other veggies, raw or cooked

Screen 20
On average, last month
How many times a week do you eat Red Meat?
0
1 to 2
3 to 4
5 to 6
7 or more

Screen 21
On average, last month
How many times a week do you eat Fish?
0
1 to 2
3 to 4
5 to 6
7 or more

Screen 22
On average, last month
How many times a week do you eat at a restaurant? Including fast food
0
1 to 2
3 to 4
5 to 6
7 or more

Screen 23
In a typical week,
How many days do you do intentional exercise?
Exercise that makes you breathe harder and your heart beat faster
Infographic placeholder with the text: Like brisk walking, cycling, or a fitness class
None
1-2 days
3-4 days
5 or more days

Screen 24
On average, last month
How many times a week do you eat Sweets, cookies, cakes, or ice cream?
0
1 or more times a day
Every other day
Twice a week
Once a week
2 to 3 times a month
Rarely

Screen 25
On average, last month
How many times a week do you eat Chicken?
0
1 to 2
3 to 4
5 to 6
7 or more

Screen 26
Thinking about your daily routine,
Which of these best describes how you spend most of your day?
Mostly sitting
Mostly standing or moving

Screen 27
In a typical week,
How many days do you do strength training
Infographic placeholder with the text: Like lifting weights, using resistance bands, bodyweight exercises like squats or push-ups
None
1-2 days
3-4 days
5 or more days

Screen 28
On average, how many glasses a week do you drink Alcohol?

Screen 29
On average, how often do you eat Sweets, cookies, cakes, or ice cream?
0
1 or more times a day
Every other day
Twice a week
Once a week
2 to 3 times a month
Rarely

Screen 30
Step 4
Help me understand your activity habits.
Everything is connected, so your answers will help me create the nutrition plan that is right just for you.

Screen 31
What makes it challenging to be physically active?
You can select as many as you want
Lack of time
Low energy/fatigue
Lack of motivation
I don't find it challenging to be physically active

Screen 32
What is your height?
Ft + Inches

Screen 33
What is your weight?
3 numbers

Screen 34
What makes it challenging to be physically active?
You can select as many as you want
Lack of time
Low energy/fatigue
Lack of motivation
I don't find it challenging to be physically active

Screen 35
Step 5
Height and weight are just one part of your health picture.
I will help you keep track of it.

Screen 36
What is your height?
Ft + Inches

Screen 37
What is your weight?
3 numbers

Screen 38
I just need the following information, and that will be it!

Screen 39
Birthday
MM/DD/YYYY

Screen 40
Email

Screen 41
Done!
Wait while I configure your dashboard.

Intake Form Architecture

Steps	Screen	Text	Visuals	Action
Intro	Screen 1 Welcome screen	Hi, I'm Dr. Colleen Fogarty-Drapier. Women in their 40s and 50s, and sometimes even earlier, often start noticing changes in energy, mood, sleep, or metabolism.	Image of women in different age stages Dr. Colleen Fogarty-Drapier profile picture	Next button
	Screen 2 Providing context	For decades my career as a fertility counselor underscored these questions and supported them with evidence: • science-backed nutritional guidance • supportive recommendations • longer tools for self-reflection and mindfulness.	Image of women in different age stages	Next button
	Screen 3 Anticipating what is next	I'll ask you a few questions to help you keep track of your health and provide you with personalized nutrition recommendations.	Image of women in different age stages Dr. Colleen Fogarty taking with women	Button: Let's Start!
Step 1	Screen 4 Open Screen	Every woman's journey is unique. Let's sort out your menstrual phase:	N/A	Next button
	Screen 5 Menstrual phase assessment	How long has it been since your last menstrual period? 1. Less than 2 months 2. 2 to 4 months 3. 6 to 11 months 4. 12 months to 2 years 5. More than 3 years	N/A	Radio Buttons
	Screen 6 Menstrual phases awareness	What are the hormone phases? Dynamic content : Learning more about the menstrual cycle phases: Menstruation, Follicular, Midcycle, Luteal, Menstruation, Proliferative.	Card sorting activity for different women associated with hormone phases	Next button
	Screen 7 Last period start date	Important content - If user still hasn't provided It'll help you keep track of your cycle and provide recommendations based on your cycle phase. When did your last period start? Not sure? That's okay, you can select an estimate Select date	Calendar with calendar month to select a date from	N/A
	Screen 8 Hormone replacement assessment	Are you taking any hormone replacement therapy? 1. Yes 2. No	N/A	Radio Buttons
	Screen 9 Hormone replacement assessment	Dynamic content - If user hasn't chosen replacement therapy What is the hormone replacement therapy you're taking? 1. Birth control pill 2. Hormone-releasing intrauterine device 3. Hormone-replacement therapy (HRT) 4. Other medication (related to chronic disease) 5. None of the above	N/A	Radio Buttons
	Screen 10 Open Screen	Tell me about your health priorities; your general mood, and how you sleep.	N/A	Next button
Step 2	Screen 11 Mood assessment	Let's also keep an eye on your mood. It's amazing how daily habits can affect how you feel. How do you feel today? 1. Very Rigid 2. Bad 3. Good 4. Great	N/A	Radio Buttons
	Screen 12 Goals selection	Let's prioritize your health goals - want to... Score them in 3 grads: • Increase energy • Improve mood and thinking • Improve emotional well-being • Optimize gut health • Reduce skin aging • Improve heart health • Support bone health • Control blood pressure • Prevent weight gain • Improve mental condition • Improve mobility • Manage menstrual health* • All of the above	N/A	Checkbox widget Next button
	Screen 13 Symptoms assessment	Are you experiencing any of these symptoms? Are you... Many women experience changes like these: MOST COMMON DIGESTIVE Brain fog Constipation Mood swings Gas Anxiety Diarrhea Joint pain Fatigue Night sweats Hot flashes Skin & Hair Joint pain Mood swings Skin changes Insomnia Depression Lightheadedness Pain attacks Memory loss	N/A	Checkbox selection by categories widget Next button
	Screen 14 Symptoms ranking	About the symptoms you just selected. It'll help you keep track of them so you can start noticing how small lifestyle changes make a difference.	N/A	Next button
Screen 14 - continuation Symptoms ranking	Dynamic content - This screen will display for every symptom selected or previous page: Symptom selected : 1. Not at all 2. Slightly 3. Moderately 4. Quite a bit 5. Extremely How much did this affect you in the past month?	N/A	Radio Buttons	
Screen 15 Sleep assessment cover	Now about your Sleep. It'll help you track your sleep too, so you can see what helps you rest better and wake up with more energy.	N/A	Next button	
Screen 16 Sleep assessment cover	How well have you been sleeping lately? 1. Very poorly 2. Poorly 3. Fair 4. Well 5. very well	N/A	Radio Buttons	

Intro Screens

- Learning about Colleen, the real person behind the app
- Learning about the app, mission and purpose

Step 1

- Hormonal phases assessment
- Hormonal phases awareness
- Hormone replacement assessment

Step 2

- Mood assessment
- Health goals selection
- Symptoms assessment
- Symptoms ranking
- Sleep assessment

Steps	Screen	Text	Visuals	Action
Step 3	Screen 17 Open Screen	We are what we eat. There's a strong connection between how you eat, your body's metabolism, your unique genetics, and your hormonal health and aging - tell me a few questions about your nutrition. Stay with me if you'll have much time.	N/A	Next button
	Screen 18 Diet assessment	What kind of diet do you follow? Dynamic content : Diet assessment	N/A	Checkbox widget Next button
	Screen 19 Allergies assessment	Select if you have any food allergies. 1. Milk - Milk products 2. Peanuts 3. Tree nuts 4. Eggs 5. Fish 6. Wheat 7. Shellfish 8. Soy 10. None	N/A	Checkbox widget Next button
	Screen 20 Liquid intake	What do you drink most often? Dynamic content : Liquid intake	N/A	Checkbox widget Next button
	Screen 21 Daily fruit intake	How many portions of fruit do you usually eat per day? Dynamic content : Fruit intake	Fruit portion references	Radio Buttons
	Screen 22 Daily Veggie intake	How many portions of vegetables do you usually eat per day? Dynamic content : Vegetable intake	Veggie portion references	Radio Buttons
	Screen 23 Weekly frequency Beans, Peas, Legumes intake	In a typical week, how many times do you eat Beans, Peas, Legumes? Dynamic content : Beans, Peas, Legumes intake	Beans, Peas, Legumes reference	Radio Buttons
	Screen 24 Weekly frequency Nuts or Seeds intake	In a typical week, how many times do you eat Nuts or Seeds? Dynamic content : Nuts or Seeds intake	Nuts and Seeds reference	Radio Buttons
	Screen 25 Weekly frequency Whole Grains intake	In a typical week, how many times do you eat Whole Grains? Dynamic content : Whole Grains intake	Whole Grains reference	Radio Buttons
	Screen 26 Weekly frequency Red Meat intake	In a typical week, how many times do you eat Red Meat? Dynamic content : Red Meat intake	Red Meat reference	Radio Buttons
Screen 27 Weekly frequency Chicken intake	In a typical week, how many times do you eat Chicken? Dynamic content : Chicken intake	Chicken reference	Radio Buttons	
Screen 28 Weekly frequency Fish intake	In a typical week, how many times do you eat Fish? Dynamic content : Fish intake	Fish reference	Radio Buttons	
Screen 29 Weekly frequency Restaurant meal	In a typical week, how many times do you eat at a restaurant? Dynamic content : Restaurant meal	Restaurant meal reference	Radio Buttons	
Screen 30 Weekly frequency Alcohol intake	In a typical week, how many times do you drink alcohol? Dynamic content : Alcohol intake	Alcohol intake reference	Radio Buttons	
Screen 31 Average frequency Sweets intake	On average, how often do you eat sweets, cookies, cakes, or ice cream? 1. Once a week 2. Every other day 3. Twice a week 4. Three to four times a week 5. Two to three times a month 6. Daily	Sweets intake reference	Radio Buttons	
Screen 32 Open Screen	Help me understand your activity habits. Even if you're not active, so our answers will help me collect the recommendations that are just for you.	N/A	Next button	
Screen 33 Daily routine assessment	Thinking about your daily routine, what's the best describes how you spend most of your day? 1. Sitting sitting 2. Standing standing 3. Moving moving	Daily routine reference	Radio Buttons	
Screen 34 Cardio exercise assessment	In a typical week, how many days do you spend cardio/exercise? Dynamic content : Cardio exercise assessment	Cardio exercise reference	Radio Buttons	
Screen 35 Strength exercise assessment	In a typical week, how often do you do strength training? Dynamic content : Strength exercise assessment	Strength exercise reference	Radio Buttons	
Screen 36 Open Screen	Height and weight are just one part of your health picture. It'll help you keep track of it.	N/A	Next button	
Screen 37 Height assessment	What is your height? • 0 to 5 ft • 5 ft + inches	Height assessment reference	Input text Next button	
Screen 38 Weight assessment	What is your weight? • lbs • kg	Weight assessment reference	Input text Next button	
Screen 39 Open Screen	About me! Just enter your birthdate and email, and that will be it.	N/A	Next button	
Screen 40 Birthdate collection	When is your Birthday?	MM/DD/YY input	Next button	
Screen 41 Email collection	What is your email?	Input text	Next button	
Screen 42 Done	Done! Thank you for trusting me with your health information. Please visit while I configure your dashboard to your unique needs.	Image of women in different age stages	Input text Next button	

Step 3

- Diet assessment
- Allergies assessment
- Nutritional intake

Step 4

- Physical activity assessment

Step 5

- Height and Weight assessment

Done

- Personal details collection

Service Blueprint

Phases	Intro to the Intake		Onboarding Intake Form					Land into the Dashboard	Refresh Info
Customer Actions	Learn about Dr. Collen	Learn about the app	Learn about hormonal stages		Fill out the form			Read the advice	Update food intake
Front of Stage Interactions	Presenting Dr. Collen What does Dr. Colleen does	Anticipating what's next	Step 1 Hormonal phase assessment and awareness	Step 2 Mood and Symptoms assessment	Step 3 Nutritional intake	Step 4 Physical activity assesment	Step 5 Height and Weight Assessment Personal details date collection	Nutritional advice Nutritional tracking	Nutritional input
Backstage Actions	Show the real person behind the app	Providing context to build trust	Present info depending on data input		Data collection			Show advice from a list	Data collection
Support Processes			Select one module from a list		Build a database			Algorithm connecting inputs with advice	Update the database
Evidence	Dr Colleen profile picture	Dr Colleen motto	Intro screen	Information cards about menopause stages	Intake Form Architecture			Callouts displaying advice Donut chart for tracking visualization	Checkboxes and selectors for input

DESIGN

Intake Form

Prototyping With Vibe Coding

Data
Collection

Build
Trust

Prototyping With Vibe Coding

Using Claude AI for rapid prototyping and user testing

The image displays a sequence of six wireframe prototypes for a mobile application, illustrating a user flow from initial welcome to specific health tracking.

- Welcome to PhenomX Health:** A welcome screen with a message about personalized insights and a "Let's start" button.
- Step 1:** A personalization screen titled "I want to..." with a list of 18 goals (checkboxes) including "Increase energy", "Improve memory and thinking", etc. It shows "0 of 3 goals selected".
- Are you experiencing any of these symptoms?**: A list of 18 symptoms (checkboxes) including "Brain fog", "Mood swings", "Weight gain", etc. It shows "0 symptoms selected".
- Step 3:** A nutrition tracking screen titled "How many portions of Fruit do you eat in a day?". It asks "1 Portion of Fruit is:" followed by a list of options (radio buttons) from 0 to 4 or more, with "0" selected. A note says "A medium-sized fruit • A ¼ plate with fruit • Unsweetened Juice".
- Question 1 of 1:** A rating scale for "Brain fog" from 1 (Not at all) to 5 (Extremely). It includes a note "Click any rating to continue".
- Step 1 to 5:** A summary screen titled "Step 3" with a progress bar showing "Steps 1 to 5". It includes a note "We are what we eat. There is a strong connection between how you eat, your metabolism, your unique genetics, and your hormones. I will ask you a few questions about your nutrition. Start taking care of yourself!" and a "NEXT" button.

Prototyping With Vibe Coding

Findings

The image displays four mobile device prototypes side-by-side, each showing a different user interface element with a yellow callout box highlighting a specific issue:

- Prototype 1:** A survey question "How many portions of Fruit do you eat in a day?". The interface includes a placeholder for an animation and a radio button list from 0 to 4 or more. A yellow callout box says "Images will help picture food and portions".
- Prototype 2:** A survey question "On average, last month, how many times a week did you eat Dried Beans, Peas, Legumes?". It includes a placeholder for an infographic and a radio button list from 0 to 4 or more. A yellow callout box says "Images will help picture food and portions". Another yellow callout box says "Showing different time frames is confusing".
- Prototype 3:** A rating scale titled "How well have you been sleeping lately?" with five options: 1 (Very poorly), 2 (Poorly), 3 (Fair), 4 (Well), and 5 (Very well). A yellow callout box says "Click any rating to continue". Another yellow callout box says "Showing different scales is confusing".
- Prototype 4:** A survey question "How much did this affect you in the past month?". The question is "Brain fog". It features a rating scale from 1 (Not at all) to 5 (Extremely). A yellow callout box says "Showing different scales is confusing".

Tone and Trust

The image shows a comparison between two versions of a user interface, labeled "BEFORE" and "AFTER", for a service called PhenomX Health.

BEFORE: The "Welcome to PhenomX Health" screen features a general welcome message and a "Let's start" button. Below it, a secondary screen also has a general welcome message and a "Let's start" button.

AFTER: The "Welcome to PhenomX Health" screen now introduces a specific individual, "Hi, I'm Dr. Colleen", with a personal bio and a "Let's start" button. The secondary screen also introduces a specific individual, "Hi, I am Dr. Colleen Fogarty Draper", with a personal bio and a "Let's start" button.

A yellow callout box on the "AFTER" side states: "Women feel confident when guidance comes from a real women". Another yellow callout box on the "AFTER" side states: "A personal, human tone builds more trust than a generic brand voice".

Prototyping With Vibe Coding

Widgets Exploration

The diagram illustrates a user flow through five screens of a mobile application, highlighting various input widgets:

- Screen 1: When is your birthday?** (Top Left)
 - A text input field with placeholder "DD/MM/YYYY".
 - An orange callout box labeled "Date input DD/MM/YYYY format".
- Screen 2: When did your last period start?** (Bottom Left)
 - A text input field with placeholder "DD/MM/YYYY".
 - A calendar for November 2025 showing the 5th as the selected date.
 - An orange callout box labeled "Symptoms rank with status".
- Screen 3: How much did this affect you in the past month?** (Bottom Left, nested)
 - A rating scale for "Fatigue" from 1 (Not at all) to 5 (Extremely).
 - An orange callout box labeled "Click any rating to continue".
- Screen 4: What is your Weight?** (Top Right)
 - A text input field with placeholder "0".
 - Two radio button options: "Pounds (lbs)" (selected) and "Kilograms (kg)".
 - An orange callout box labeled "Multiple units for weight and height inputs".
- Screen 5: What is your Height?** (Bottom Right)
 - A text input field with placeholder "0".
 - Two radio button options: "Feet & Inches" (selected) and "Centimeters".
 - An orange callout box labeled "Multiple units for weight and height inputs".

The screens are connected by arrows indicating a sequential flow from left to right. Each screen includes a back navigation button in the top-left corner.

Roadblocks With Vibe Coding

- ✓ Vibe Coding is an excellent tool for exploration and early prototyping, though it still requires multiple iterations to reach high-fidelity outputs and deeper customization.

Not able to upload / link images

The image displays four sequential screens from a mobile application, likely a nutrition tracking app, illustrating the lack of image upload or linking functionality.

- Screen 1:** A profile section featuring a placeholder "[Avatar Image]" with a yellow circle around it. Below it, the text "Hi, I am Dr. Colleen Fogarty Draper" is displayed. Subtext explains that women in their 40s often start noticing changes in energy, mood, sleep, or metabolism. It highlights the founder's dedication to personalized nutrition and science-backed solutions. It also mentions that users will receive personalized insights for free, plus access to premium features for \$10 a year. A "Let's start" button is at the bottom.
- Screen 2:** A question screen asking "How many portions of Fruit do you eat in a day?". It defines "1 Portion of Fruit is:" as "A medium-sized fruit • A ¼ plate with fruit • Unsweetened Juice". Below this, there is a list of options: 0, 1, 2, 3-4, and 4 or more. A note at the bottom says "Click any option to continue".
- Screen 3:** A question screen asking "On average, last month, How many portions of Vegetables do you eat in a day?". It defines "1 Portion of vegetables is:" as "A half plate of raw, leafy greens • A ¼ plate with other veggies, raw or cooked". Below this, there is a list of options: 0, 1, 2, 3-4, and 4 or more. A note at the bottom says "Click any option to continue".
- Screen 4:** A question screen asking "On average, last month, how many times a week did you eat Dried Beans, Peas, Legumes?". It has a note "[Infographic placeholder for beans, peas, legumes]" above a list of options: 0, 1, 2, 3-4, and 4 or more. A note at the bottom says "Click any option to continue".

Roadblocks With Vibe Coding

The layout were not optimized for mobile view

← Back

When did your last period start?

Not sure? That's okay, you can select an estimate

November 2025

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							

← Back

Question 1 of 1

How much did this affect you in the past month?

Muscle loss

1 Not at all	2 Slightly	3 Moderately bit	4 Quite bit	5 Extremely
--------------	------------	------------------	-------------	-------------

Click any rating to continue

Remind

← Back

On average, how many times a week do you eat at a restaurant, Including Fast Food?

<input type="radio"/> 0
<input type="radio"/> 1 to 2
<input checked="" type="radio"/> 3 to 4
<input type="radio"/> 5 to 6
<input type="radio"/> 7 or more

← Back

On average, last month, how many times a week did you eat Fish?

<input type="radio"/> 0
<input type="radio"/> 1
<input checked="" type="radio"/> 2
<input type="radio"/> 3-4
<input type="radio"/> 4 or more

Prototyping With Vibe Coding

Learnings

- ✓ Human tone builds more trust than a generic brand voice
- ✓ Scales need to be the same when possible
- ✓ Images help picture food and portions
- ✓ The questions need hierarchies for better readability

Build Trust

Data Collection

Data Collection

Data Collection

DESIGN

Intake Form

High Fidelity Screens With Figma

Data
Collection

Build
Trust

High Fidelity Screens In Figma

Adding images to the intro screens.



Showing
Colleen helps
build trust

**Hi, I'm Dr. Colleen
Fogarty Draper**

Women in their 40s and 50s,
and sometimes even earlier, often start
noticing changes in energy, mood, sleep, or
metabolism.

NEXT



I've dedicated my career to helping women
understand these transitions and support
their wellbeing through:

- science-backed nutritional guidance
- supplement recommendation
- simple tools for self-reflection and
mindfulness.

NEXT

Explain what
the app is
about



I'll ask you a few questions to help you keep
track of your health and provide you with
personalized nutrition recommendations.

**Anticipate
what to
expect**

Let's Start



Step 1 of 5

Status bar to
see the
progress

Step 1

Every woman's journey is unique.
Let's sort out your hormonal phase.

NEXT

High Fidelity Screens In Figma

Add cards with images, the calendar widget, icons, and a collapsible accordion for a quick symptoms selection.

This screen shows the user is in the pre-menopause phase. It features a large image of a woman standing, a title asking about hormone phases, and a callout for awareness about menopause phases. It also includes a section about premenopause and a note about starting diet/lifestyle habits. A 'NEXT' button is at the bottom.

Back

Step 1 of 5

You are in the pre-menopause phase.

What are the hormone phases?

Awareness about menopause phases

Premenopause
This means your body hasn't started the menopause journey yet.

This is the perfect time to start fine tuning your diet and lifestyle habits to prepare for what will come in the next 5 to 10 years.

NEXT

This screen asks when the last period started, showing a calendar for August 2025. It includes a note for users who don't have periods and a 'Select date' button. A callout provides context for cycle tracking.

Back

Step 1 of 5

I'll help you keep track of your cycle and provide recommendations based on your cycle phase.

When did your last period start?

Select date

Mon, Aug 17

Not sure? That's okay, you can select a date later.

This calendar won't display if the user doesn't have periods

August 2025

S	M	T	W	T	F	S
			1	2	3	4
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	31		

This screen asks if the user is experiencing symptoms, with a callout for an accordion widget. It lists common symptoms like brain fog, mood swings, and anxiety, each with a checkbox. A 'NEXT' button is at the bottom.

Back

Step 2 of 5

Are you experiencing any of these symptoms?

You can select as many as you want. Many women experience changes like these during menopause.

MOST COMMON SYMPTOMS

- Brain fog
- Mood swings
- Weight gain
- Anxiety
- Low libido

Accordion widget for numerous options

NEXT

This screen shows the user selected 'Brain Fog'. It asks how much it affected them in the past month, with a scale from 1 (Not at all) to 5 (Extremely). A callout notes users will rank symptoms on this screen. A 'NEXT' button is at the bottom.

Back

Steps 2 of 5

You selected:

Brain Fog

How much did this affect you in the past month?

1 Not at all

2 Slightly

3 Moderately

4 Quite a bit

5 Extremely

Users will rank the symptoms they selected on the previous screen

NEXT

High Fidelity Screens In Figma

Adding animations and image references to help users picture portions and food.

[Back](#)

Steps 3 of 5

How many portions of fruit do you usually eat per day?

1 portion of fruit is:



A medium-sized fruit.

0

1

2

3-4

4 or more

Animation that helps picture portions

[Back](#)

Steps 3 of 5

How many portions of veggies do you usually eat per day?

1 portion of veggies is:



A fist-sized serving of leafy greens

0

1

2

3-4

4 or more

Animation that helps picture portions

[Back](#)

Steps 3 of 5

In a typical week
How many times do you eat Beans, Peas, Legumes?



Black bean Chickpea Lentil Mug bean

Red bean Soy bean Split pea Black eyed pea

0

1 to 2

3 to 4

5 to 6

7 or more

Images to help picture the type of food

[Back](#)

Steps 3 of 5

In a typical week
How many times do you eat Nuts or Seeds?



Almond Cashew Chia seed Sesame seed

Peanut Pine nut Pistachio Pumpkin seed

0

1 to 2

3 to 4

5 to 6

7 or more

Images to help picture the type of food

High Fidelity Screens In Figma

Adding the height and weigh widget with different scales and a loading animation at the end of the form.

The image displays four high-fidelity screens from a Figma prototype, illustrating a user flow through a form:

- Screen 1: Exercise Frequency**

Steps 4 of 5

In a typical week, How many days do you do intentional exercise?

Like brisk walking, cycling, or a fitness class

Options: None, 1-2 days, 3-4 days, 5 or more days

Feedback: Examples to help picture the type of exercise
- Screen 2: Weight Input**

Steps 4 of 5

What is your Weight?

Feet & Inches (selected) | Centimeters

Feet: 0 | Inches: 0

Feedback: Different scales
- Screen 3: Progress Screen**

Steps 5 of 5

Almost there!

I just need your birth date and email, and that will be it!

NEXT

Progress screen
- Screen 4: Done Screen**

Done

Thank you for trusting me with your health information.

Animation that shows Colleen collecting all user data

Please wait while I configure your dashboard to your unique needs



User Testing Insights

BEFORE

Back

Step 1 of 5

How long has it been since your last menstrual period?

- Less than 2 months
- 2 to 6 months
- 6 to 11 months
- 12 months to 5 years
- More than 5 years

AFTER

Back

Step 1 of 5

How long has it been since your last menstrual period?

- Less than 2 months
- 2 to 6 months
- 6 to 11 months
- 12 months to 5 years
- More than 5 years
- I had a hysterectomy

Edge case I haven't considered before

User testing helps find edge cases.

User Testing Insights

BEFORE

Back

Steps 3 of 5

In a typical week
How many times do you eat
Beans, Peas, Legumes?

0

1 to 2

3 to 4

5 to 6

7 or more

AFTER

Back

Steps 3 of 5

Question framing updated

On average
How often do you eat
Beans, Peas, Legumes?

Never

Every two weeks

Frequency scale updated

2 to 3 times a week

Every other day

1 or more times a day

The food-frequency questions were still considered confusing.

After several wording iterations, a clearer phrasing was identified so that the questions could be answered without hesitation.

User Testing Insights

BEFORE

The screenshot shows a mobile application screen titled "Step 2 of 5". The main question is "Are you experiencing any of these symptoms?". Below it is a sub-instruction: "You can select as many as you want, and remember... Many women experience changes like these.". A button labeled "MOST COMMON SYMPTOMS" with a downward arrow is visible. A list of symptoms follows, each preceded by an unchecked blue square checkbox:

- Brain fog
- Mood swings
- Weight gain
- Anxiety
- Low libido

A large blue "NEXT" button is at the bottom.

AFTER

The screenshot shows the same mobile application screen as before, but with a different list of symptoms. The symptoms are now listed in alphabetical order: Anxiety, Brain fog, Depression, Fatigue, and Heavy periods. A yellow callout box with the text "Now in alphabetical order" is placed next to the "Depression" entry. The rest of the interface remains the same, including the "Step 2 of 5" title, the instruction about selecting symptoms, and the "NEXT" button at the bottom.

The symptoms were initially arranged with the most common ones placed at the top, but this order was found to be confusing. Arranging them alphabetically reduces friction.

High Fidelity Screens In Figma

Learnings

- ✓ User testing helps uncover edge cases
- ✓ Swiping screens from right to left reduces cognitive load
- ✓ Clear answer options are necessary to avoid friction
- ✓ Showing the menopause phases increases user awareness
- ✓ Showing Colleen at both the start and the end builds trust

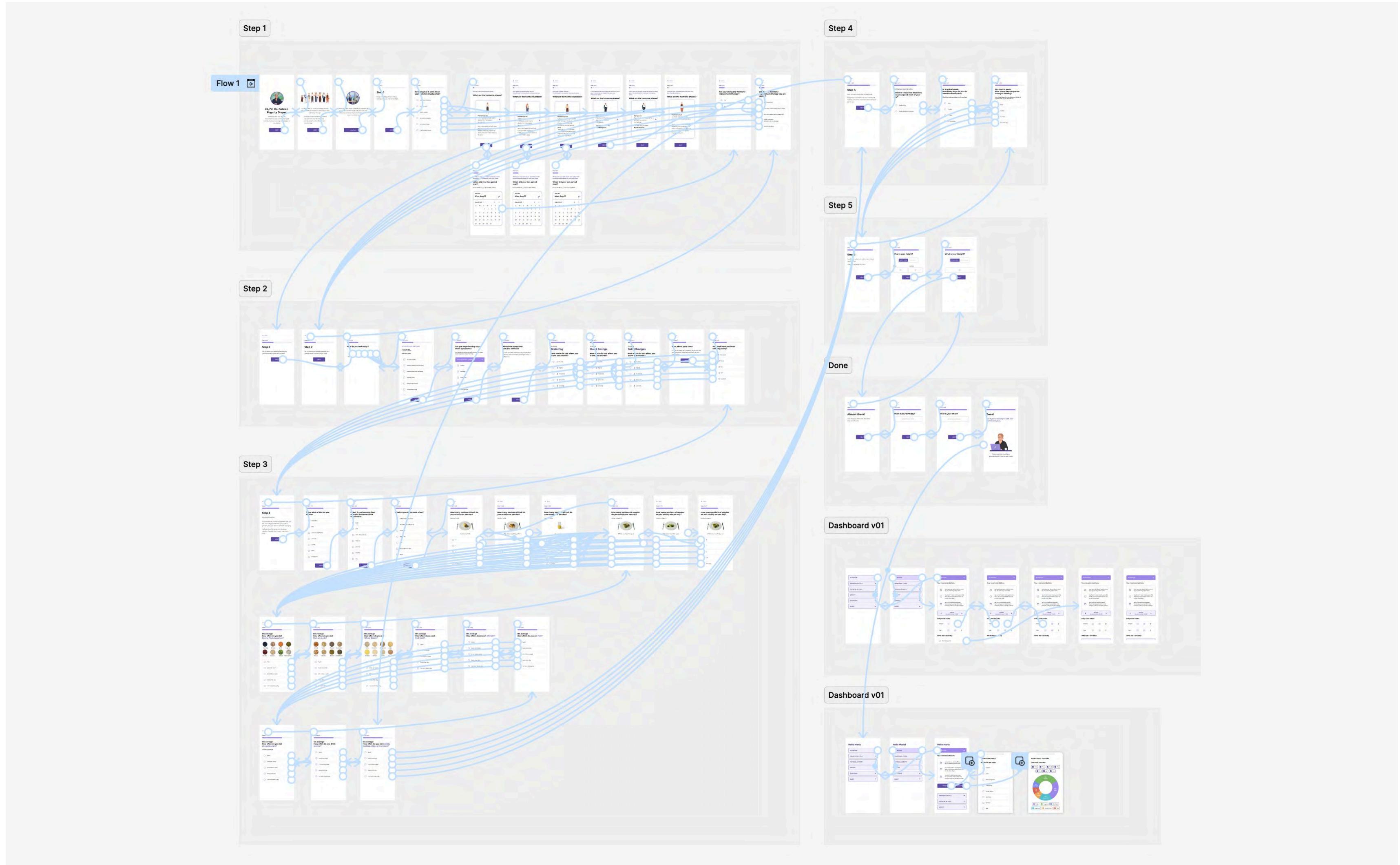
Data Collection

Data Collection

Build Trust

Build Trust

Figma Prototype



DESIGN

Dynamic Dashboard

Data
Refresh

Dynamic Dashboard

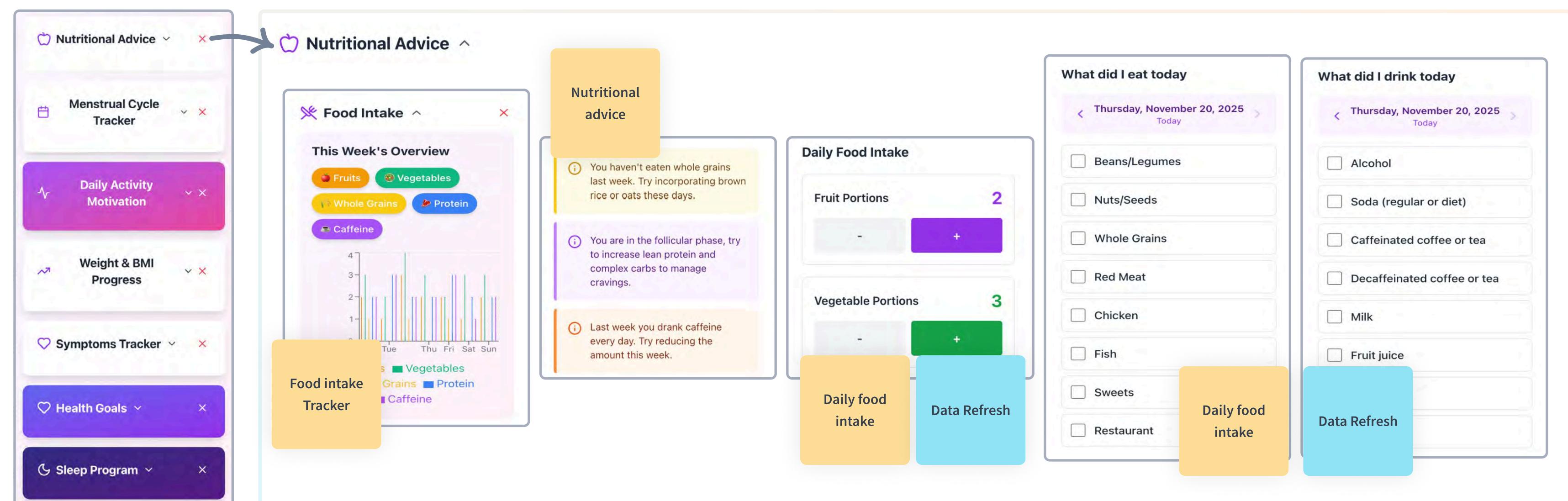
Rapid Prototyping With Vibe Coding

A quick visualization of the dashboard that users will land on once the Onboarding Intake Form is completed.

This dashboard will initially have the following modules:

- Menstrual Cycle Tracker
(if the user is still having periods)
- Daily Activity Tracker
- Weight & BMI Tracker
- Symptoms Tracker
- Health Goals
- Sleep Tracker
- Nutritional Advice

The module I will expand on will be the Nutritional Advice:



Nutritional Advice Module

High Fidelity Screens In Figma

The Nutritional Advice module will display the nutritional recommendations on top and then an input button for data refresh.

Inputs

The figure displays four high-fidelity Figma screens illustrating the Nutritional Advice Module. The screens show a progression from initial inputs to nutritional advice and finally to nutritional input tracking.

- Screen 1: Inputs**

Shows a sidebar with dropdown menus for NUTRITION, MENSTRUAL CYCLE, PHYSICAL ACTIVITY, WEIGHT, SYMPTOMS, and SLEEP. A yellow callout box labeled "Accordion Modules" points to the sidebar area.
- Screen 2: Nutritional Advice**

Shows a sidebar with dropdown menus for NUTRITION, MENSTRUAL CYCLE, PHYSICAL ACTIVITY, WEIGHT, SYMPTOMS, and SLEEP. A yellow callout box labeled "Button for new inputs" points to the sidebar area. The main content area displays "Your recommendations" with three items:
 - Last week you drank caffeine every day. Try reducing it this week
 - You haven't eaten whole grains this week. Try incorporating brown rice or oats these days
 - You are in the follicular phase. Try to increase lean protein and complex carbs to manage cravingsButtons for "+ INPUT" and "TRACKING" are at the bottom.
- Screen 3: Nutritional Input**

Shows a sidebar with dropdown menus for NUTRITION, MENSTRUAL CYCLE, PHYSICAL ACTIVITY, WEIGHT, SYMPTOMS, and SLEEP. The main content area displays "NUTRITIONAL INPUT" and "What did I eat today". A list of food categories with checkboxes:
 - Veggies
 - Fruit
 - Beans/Legumes
 - Nuts/Seeds
 - Whole Grains
 - Red Meat
 - Chicken
 - Fish
- Screen 4: Nutritional Input with Refresh**

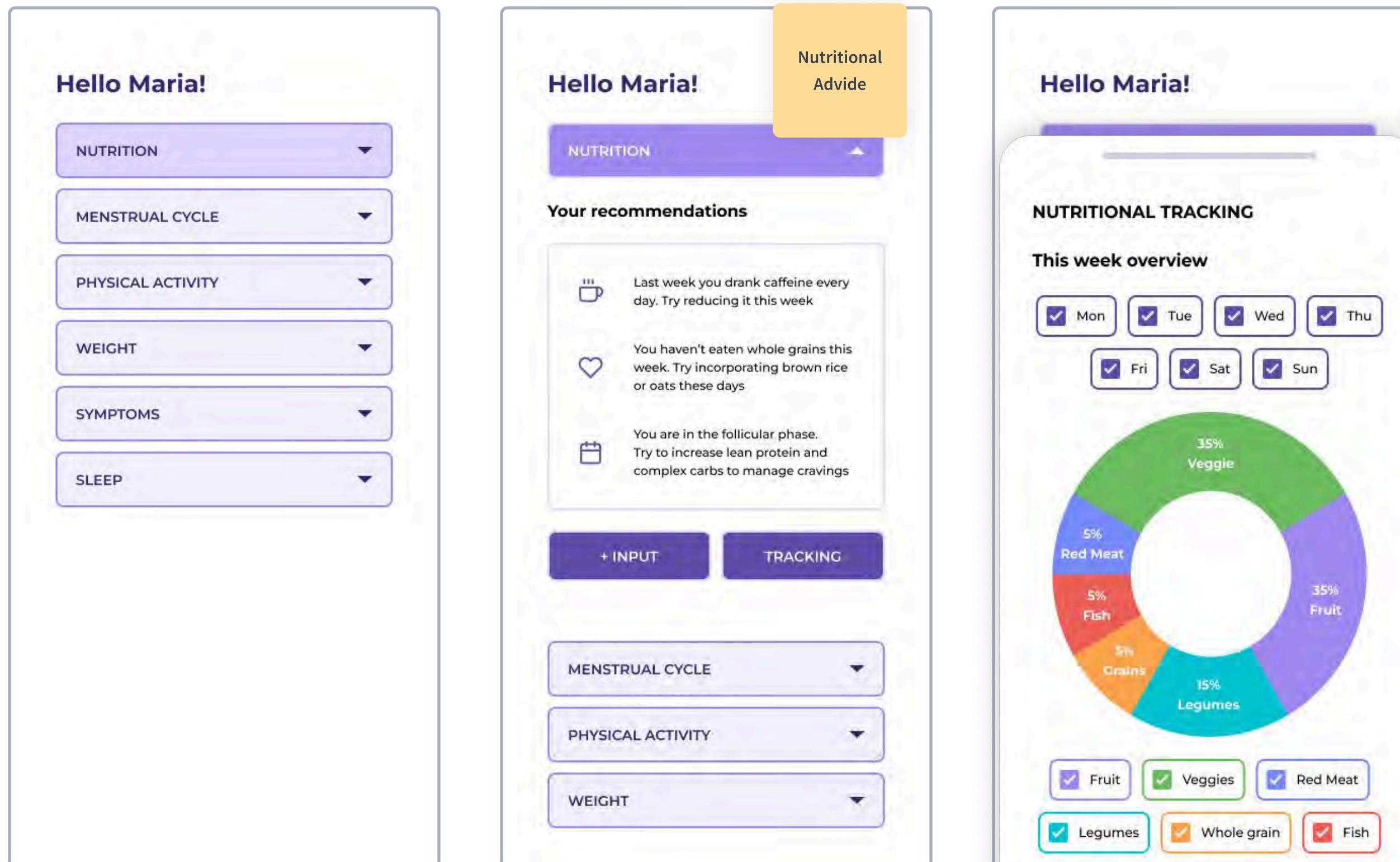
Shows a sidebar with dropdown menus for NUTRITION, MENSTRUAL CYCLE, PHYSICAL ACTIVITY, WEIGHT, SYMPTOMS, and SLEEP. The main content area displays "NUTRITIONAL INPUT" and "What did I eat today". A list of food categories with checkboxes, including a checked checkbox for "Veggies". A yellow callout box labeled "Easy input" points to the checked checkbox. Buttons for "+ INPUT" and "TRACKING" are at the bottom.

Nutritional Advice Module

High Fidelity Screens In Figma

Then It will have another button to track the weekly nutritional intake.

Tracking



Dynamic Dashboard

Learnings

This dashboard represents a large-scale effort, as it requires redesigning the entire app.

Due to time and budget constraints, I focused on the Nutritional Advice module for now, with the idea to address the data-refresh challenges and expand and refine the rest of the dashboard in future phases.

REFLECTION

Learnings, Conclusions & Next Steps

Reflection

The Why behind the project

Women after 40 often begin noticing changes in energy, mood, sleep, or metabolism that feel confusing or even frightening. Many don't realize these shifts may be connected to a menopause phase, and those who seek help often feel unheard by doctors. The symptoms women experience can be numerous and are often dismissed or overlooked due to limited awareness, limited research, and a historical gap in women's health. As a designer and as a woman, I wanted to work on something meaningful that supports them through this transition and guides them in a clear, accessible, and compassionate way.

The Onboarding Intake Form

This project will be developed in phases, and this was the first one. I designed a complete onboarding intake form that simplifies data collection to provide personalized recommendations. But the path wasn't straightforward. The initial questions were confusing, some scales were inconsistent, and food types and portions were hard to visualize. During testing, I saw how small details can create hesitation and frustration and lead users to drop off. Iterating on these moments helped shape a smoother, clearer, and more engaging experience.

User Testing

User testing showed that women were able to complete the form without dropping off. They stayed engaged and were willing to share information when the questions felt relevant. In products like this, trust is essential. Testing validated that a personal tone, and presenting a real woman behind the product, helps build that trust.

Next Steps

Vibe Coding

I began this project in Vibe Coding. It was a great tool for quick prototyping and early exploration, but I eventually needed more flexibility to fully customize the product. Midway through, I switched back to Figma to build the high-fidelity screens. Later on, I discovered that I could create and assign specific documentation for every interaction, giving me more control over the final result. As next steps, I'll continue exploring how to build fully finalized products with this tool.

The Dynamic Dashboard

After users complete the onboarding, they land on a dynamic dashboard that displays personalized recommendations through different modules. This dashboard is a larger, more complex project that requires additional time and resources. For this phase, I focused on the Nutritional Advice module. With more time, I will continue expanding the dashboard by designing the remaining modules and addressing the challenge of data refresh.

Conclusion

This project sparked a deeper interest and opened my eyes to a space where women have long been unseen and unheard. I now understand what it means to design with care, clarity, and purpose, and my mission is to contribute to an equitable future, addressing the trust gap and creating solutions that genuinely empower and support all women.

Thank You!
