

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.

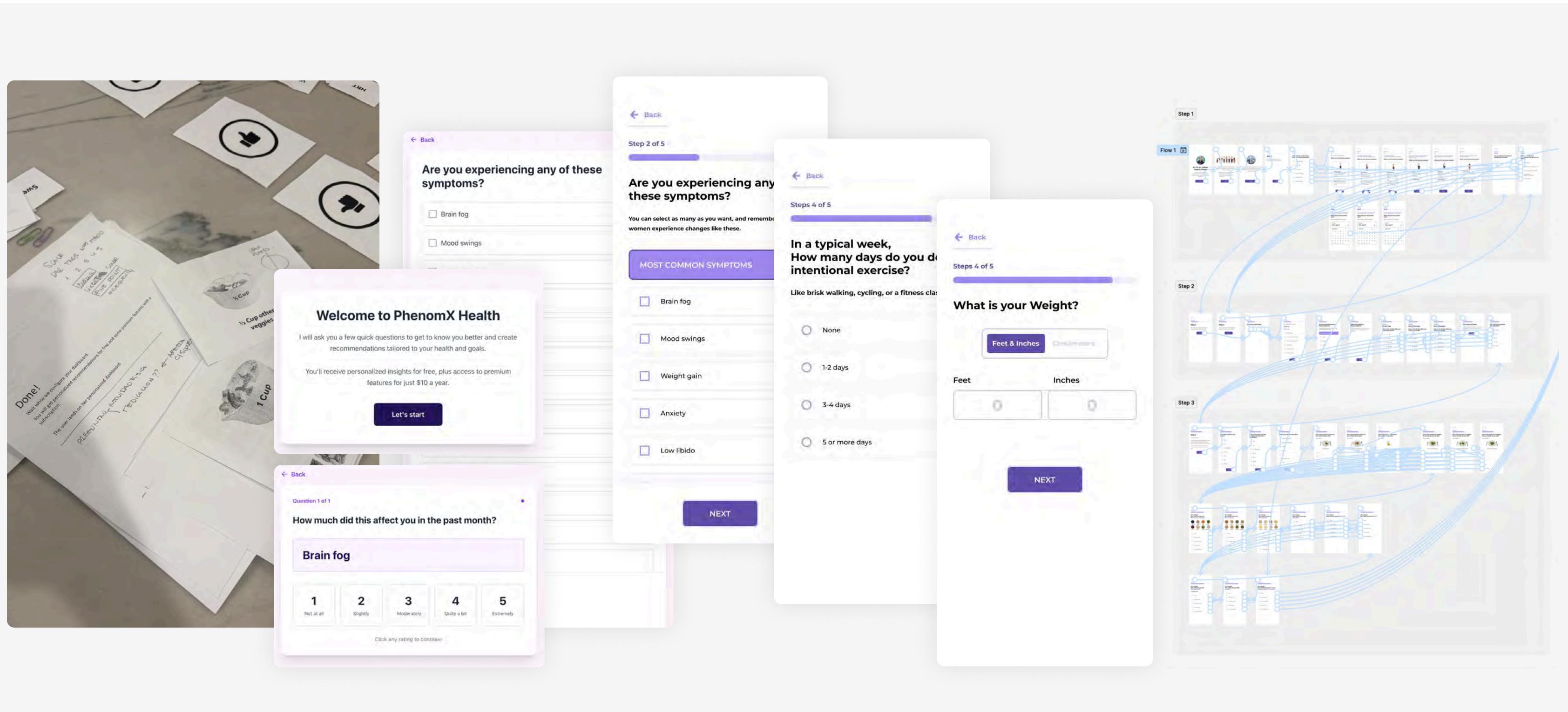
NEXT

# Summary

Redesigning the PhenomX Health app to make data collection:

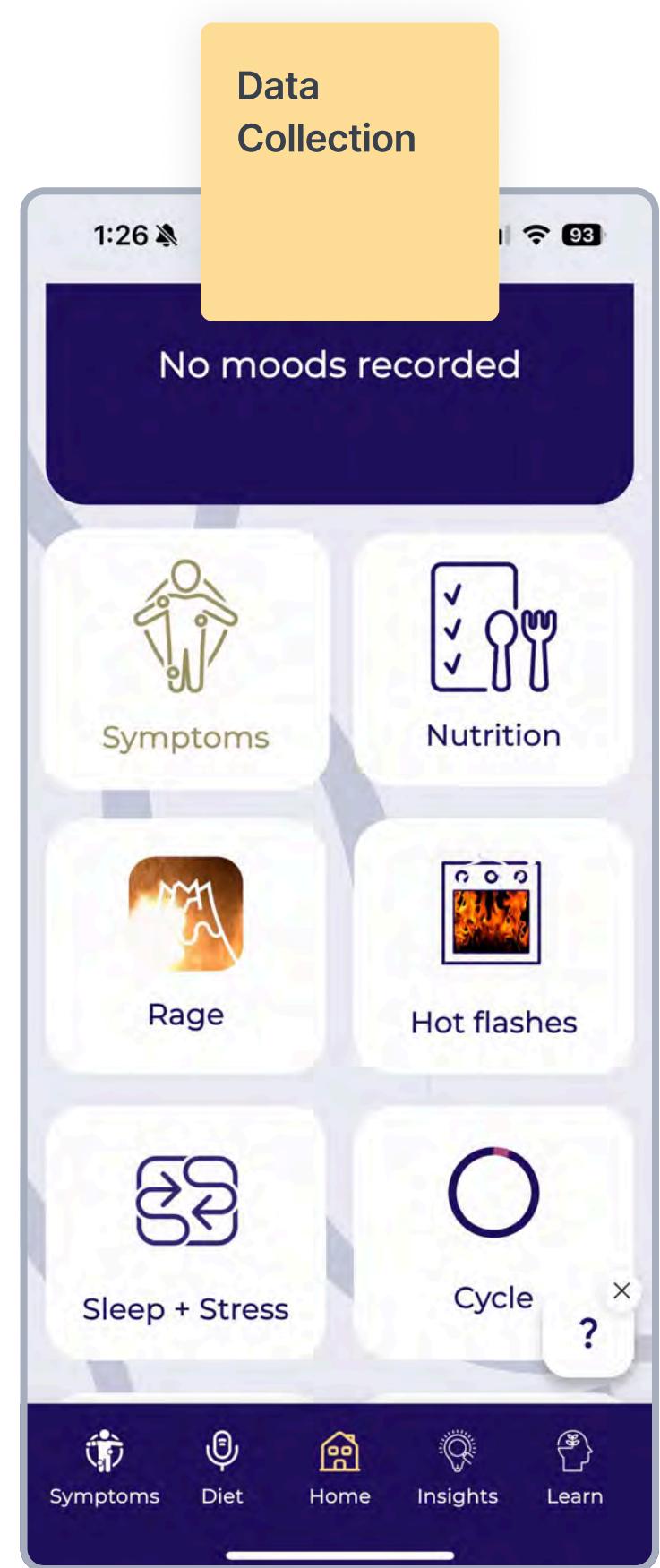
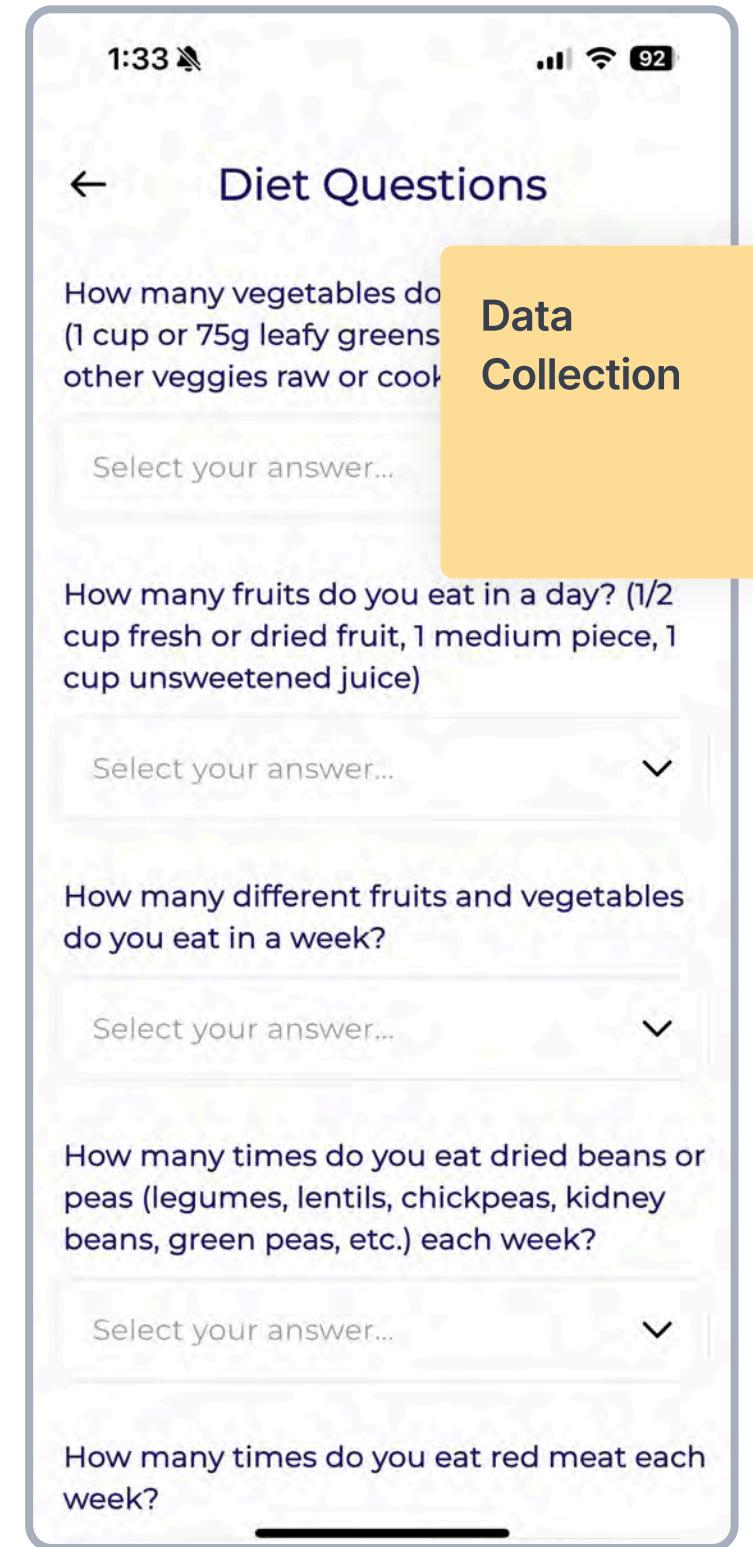
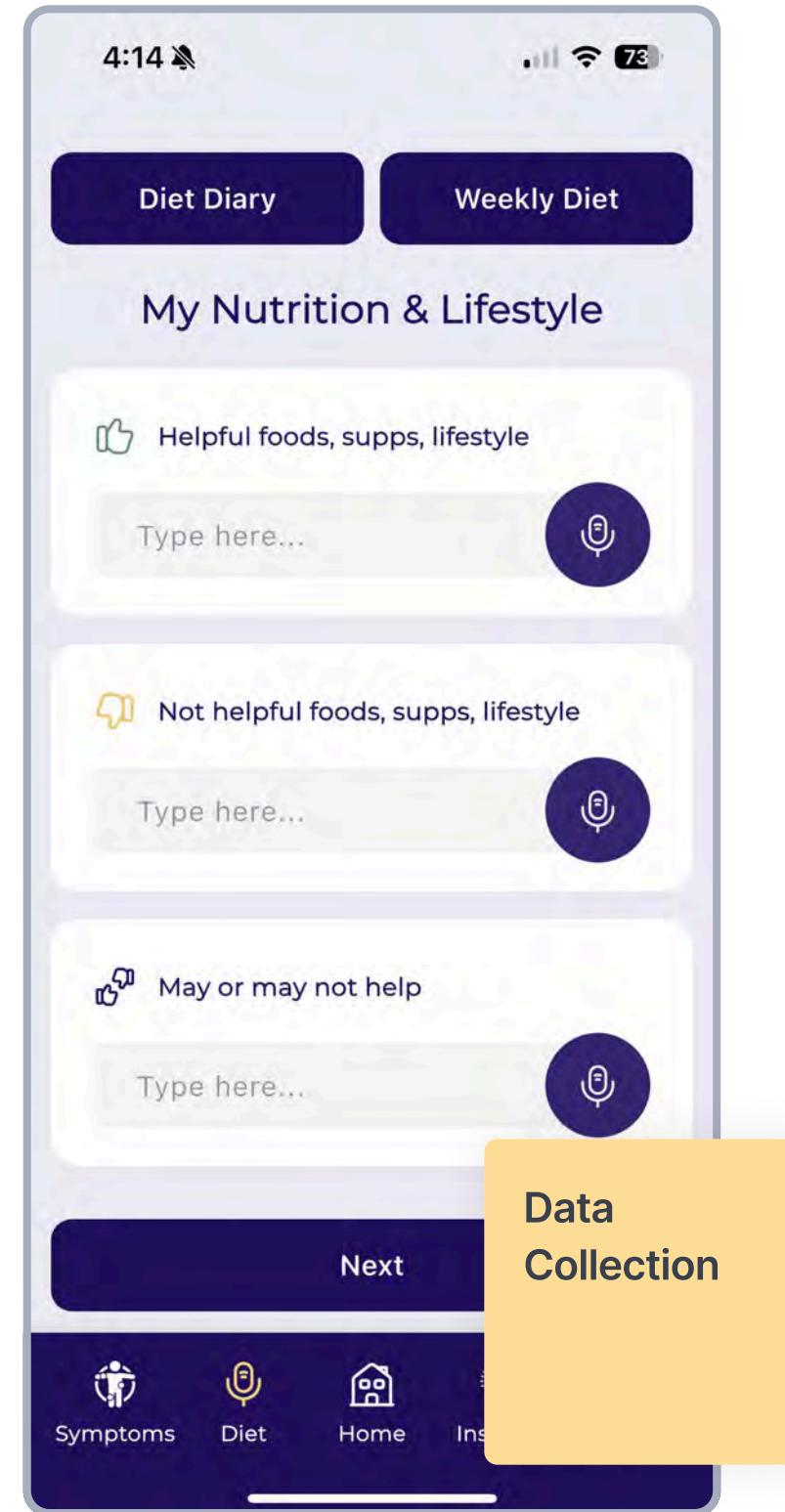
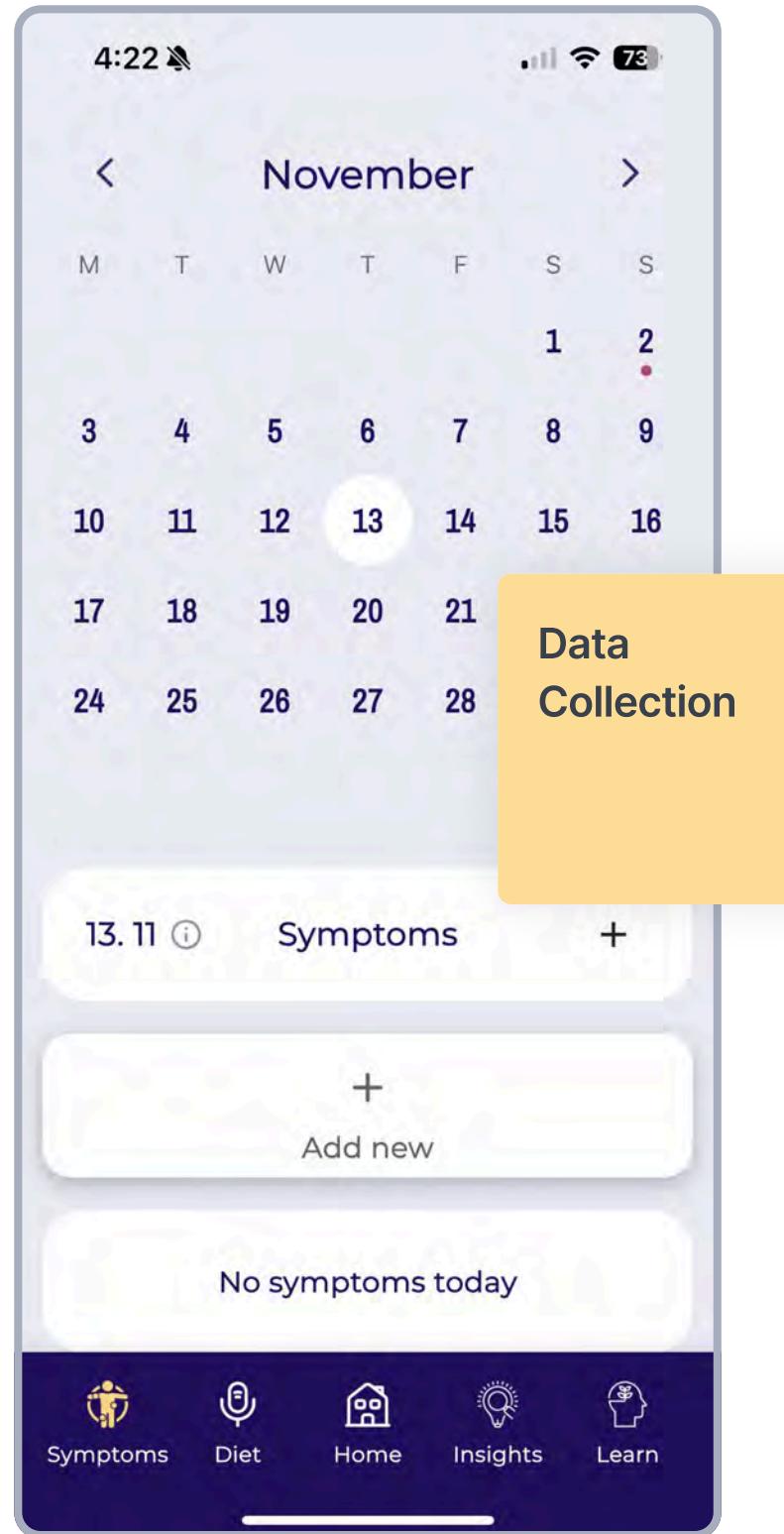
- ✓ Quick
- ✓ Simple
- ✓ Engaging

“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.

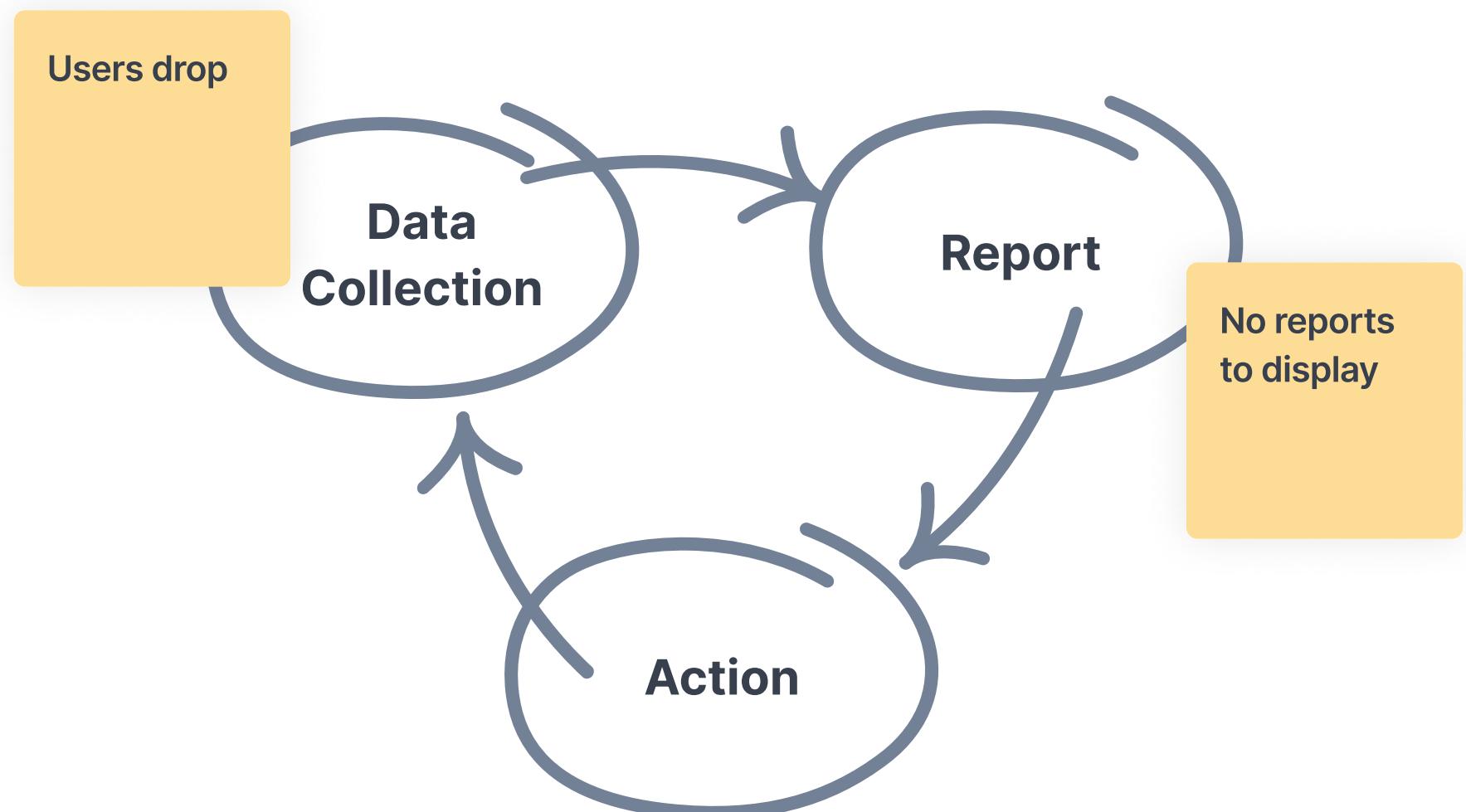


# The Current Loop

**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.

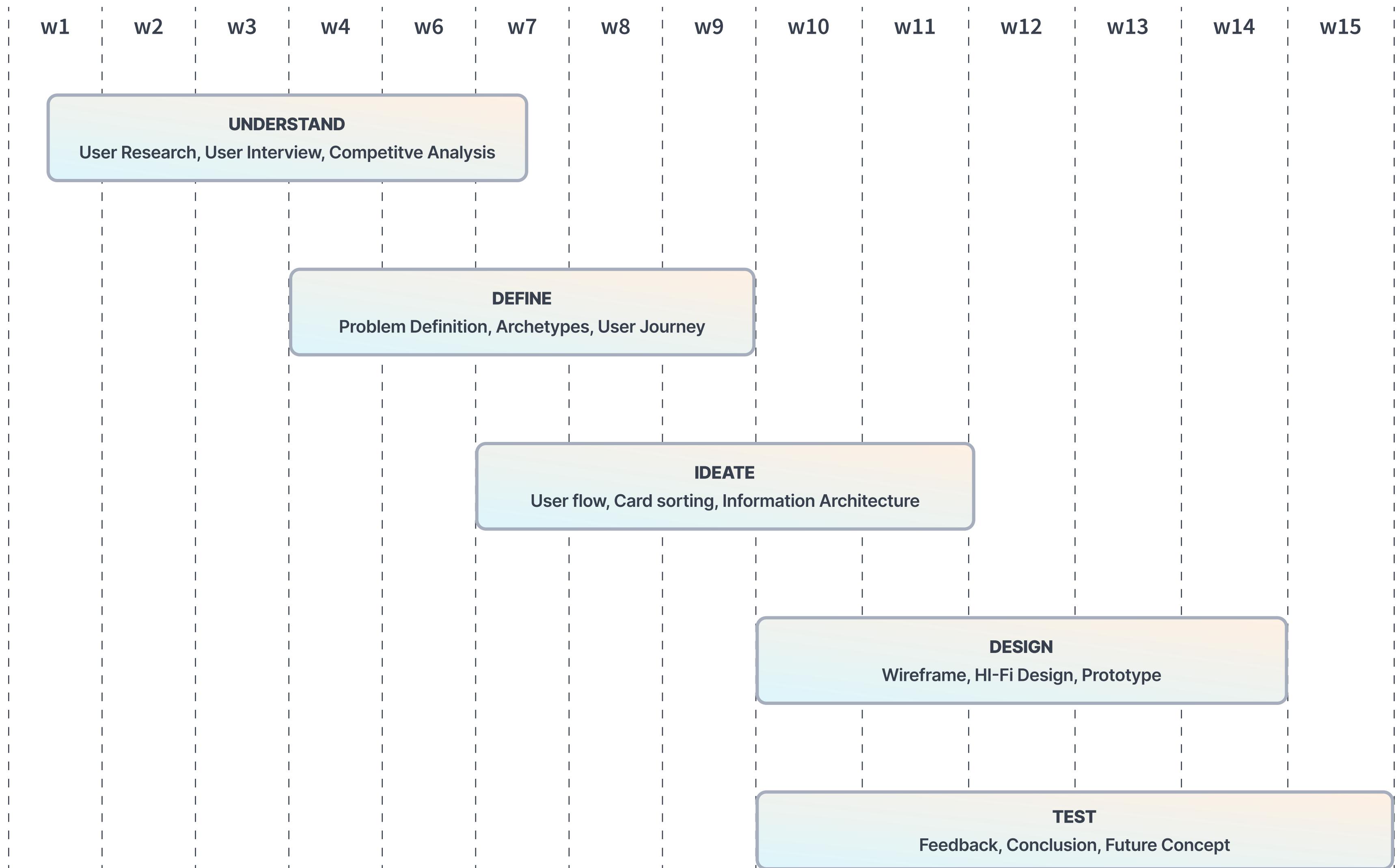
- ✓ Simplify data collection
- ✓ Show immediate value
- ✓ Meet user needs
- ✓ Meet product goals

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



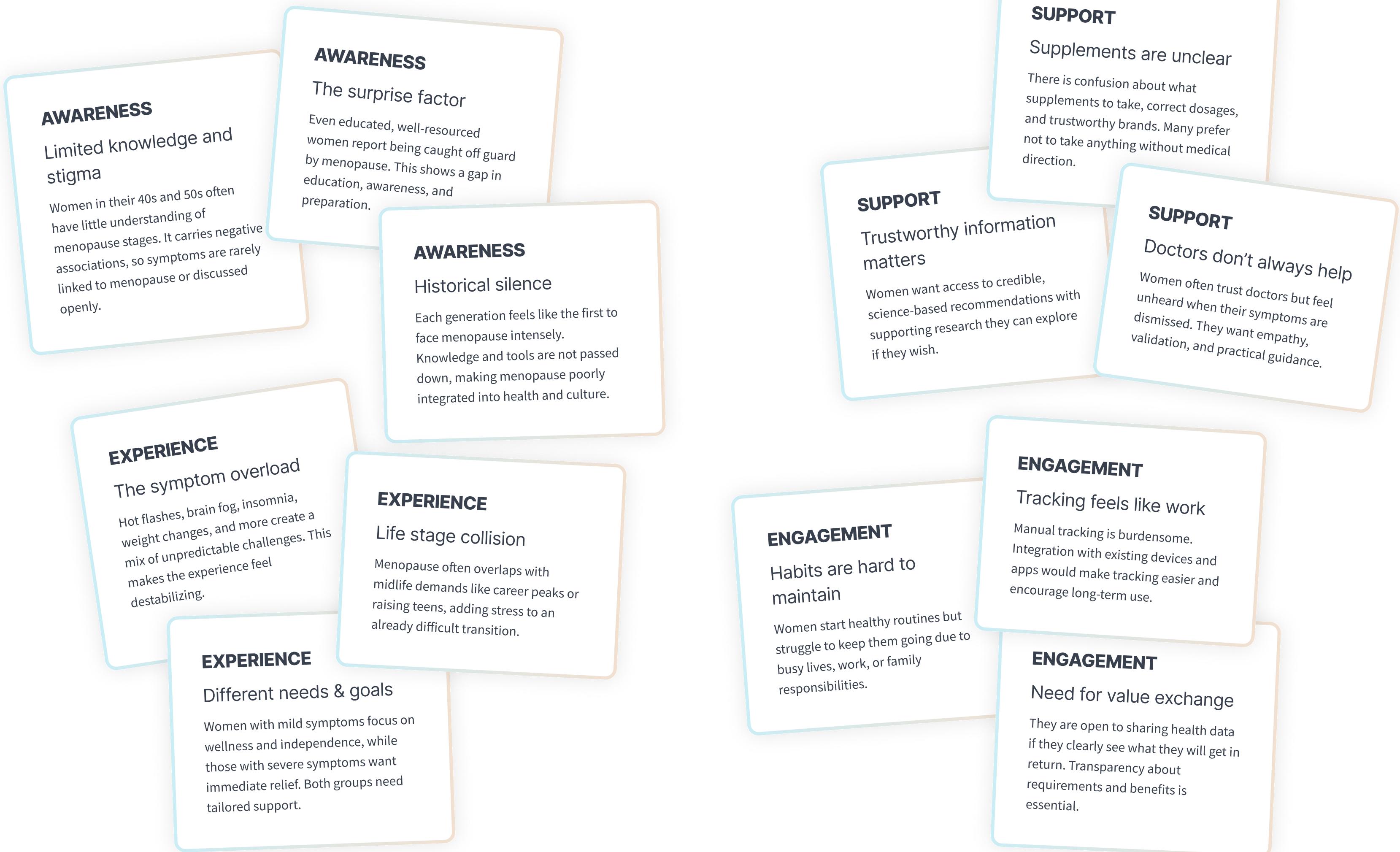
UNDERSTAND

# User Research & Competitive Analysis

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# 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

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# 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

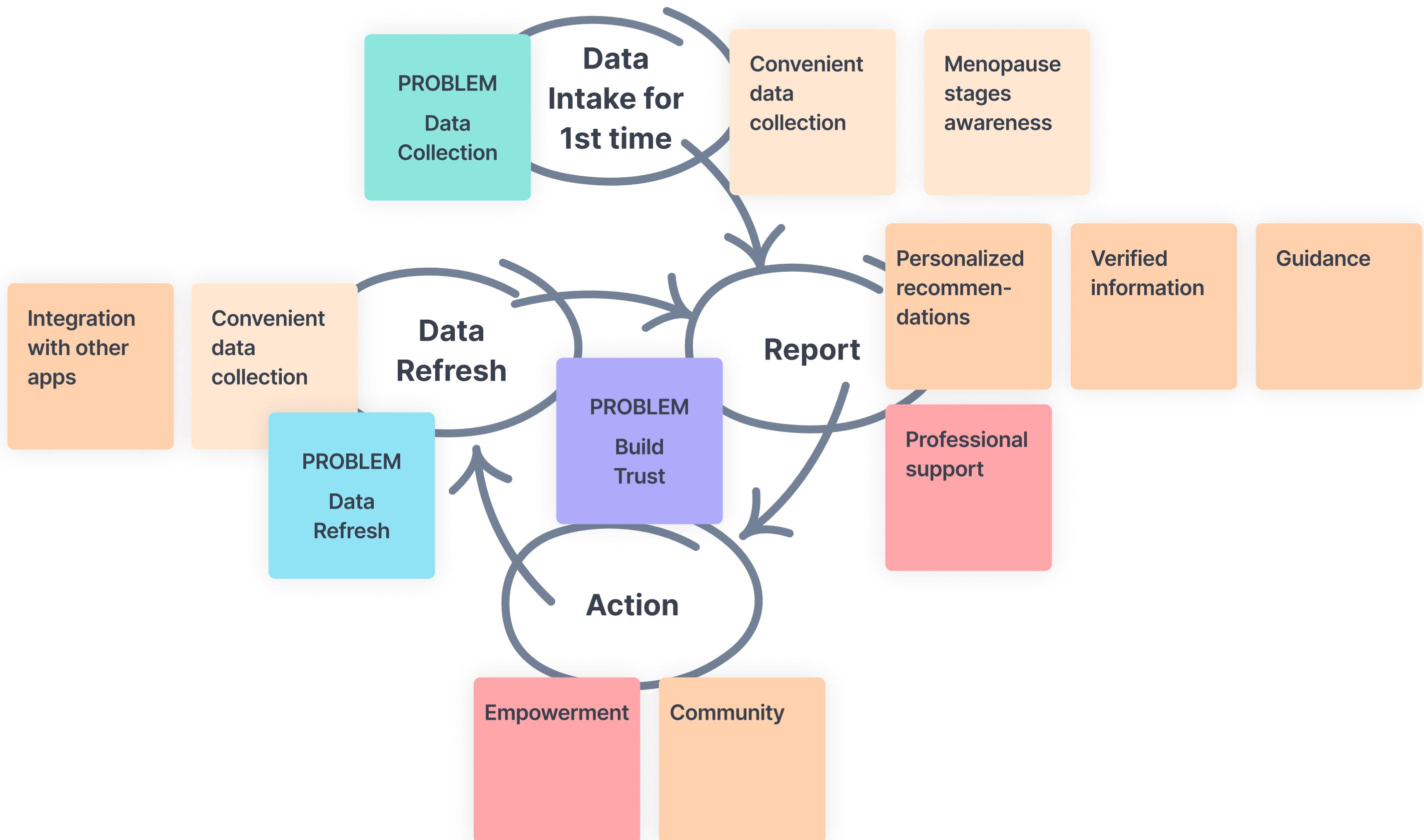
|           | Menopause stage awareness   | Motivator      | Emotional State                   | Lacks                  | Behaviours                | Barriers                              | Product Value                     |
|-----------|---|----------------|-----------------------------------|------------------------|---------------------------|---------------------------------------|-----------------------------------|
| Achiever  | <br>Little information | Wellness       | Curious, optimistic and proactive | Time                   | Takes action              | If data tracking is time-consuming    | Convenient data collection        |
| Struggler | <br>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<br/>Data Collection</div> | <div style="border: 1px solid #e0e0e0; padding: 10px; border-radius: 10px; width: fit-content; background-color: #fff; margin-bottom: 20px;">Onboarding Intake Form</div> | <ul style="list-style-type: none"><li>• The app relies on data provided by the user to work.</li><li>• Women need an easy way to provide their information.</li><li>• An engaging <b>Onboarding Intake Form</b> gathers the data for the first time.</li><li>• So users sees their personalized recommendations in a <b>Dynamic Dashboard</b>.</li></ul> |
| <div style="background-color: #e0e0ff; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">PROBLEM<br/>Build Trust</div>     | <div style="border: 1px solid #e0e0e0; padding: 10px; border-radius: 10px; width: fit-content; background-color: #fff; margin-bottom: 20px;">Human tone</div>             | <ul style="list-style-type: none"><li>• Women need awareness about menopause stages</li><li>• Women need to trust in the app and that the information provided is verified.</li><li>• Women need professional support and guidance</li><li>• Women need to feel empowered and a community to rely on</li></ul>   |
| <div style="background-color: #d1f2eb; padding: 10px; border-radius: 10px; width: fit-content; margin-bottom: 20px;">PROBLEM<br/>Data Refresh</div>    | <div style="border: 1px solid #e0e0e0; padding: 10px; border-radius: 10px; width: fit-content; background-color: #fff; margin-bottom: 20px;">Dynamic Dashboard</div>      | <ul style="list-style-type: none"><li>• The app needs data refresh to adjust and update recommendations.</li><li>• Women need an easy way to refresh their information.</li><li>• The <b>Dynamic Dashboard</b> will prompt refreshing the data weekly.</li><li>• Woman need a way to stay consistent</li></ul>   |

IDEATE

# A New Onboarding Intake Form

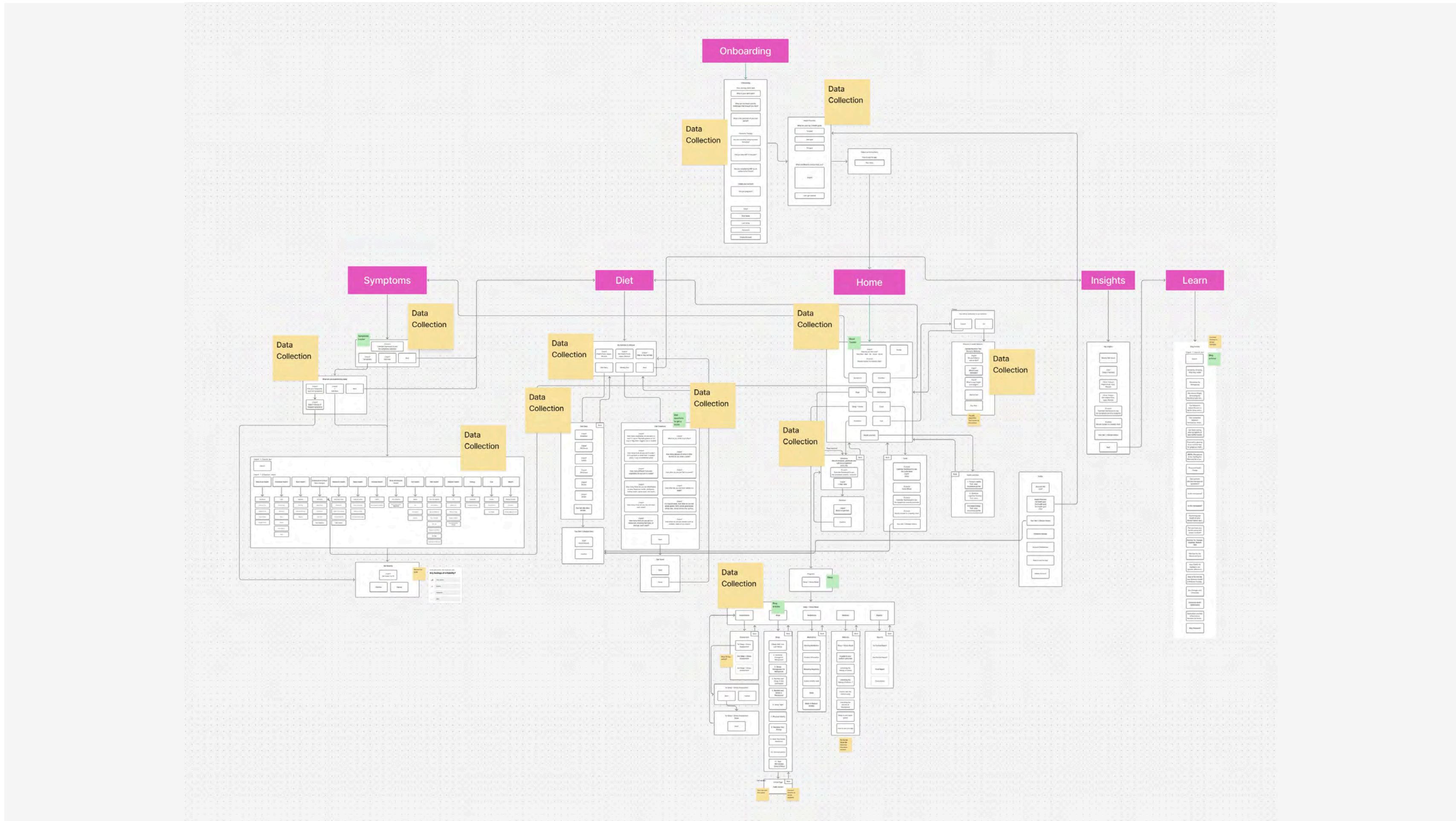
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Data  
Collection

Build  
Trust

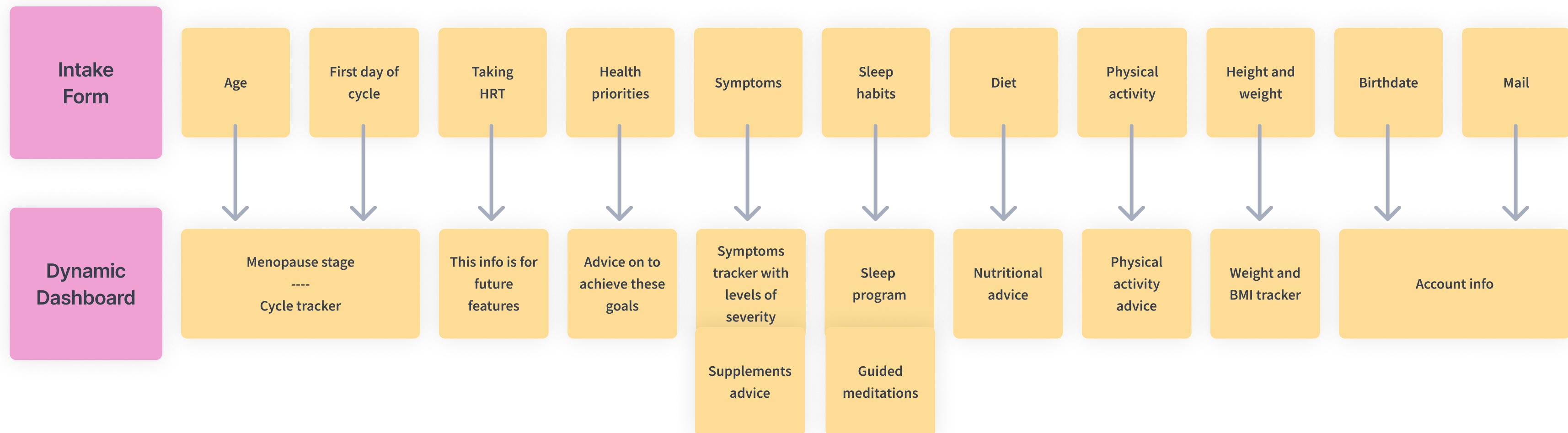
# Current App Screen Flow

Mapping current touchpoints where data is being collected:



# Intake Form Mapping

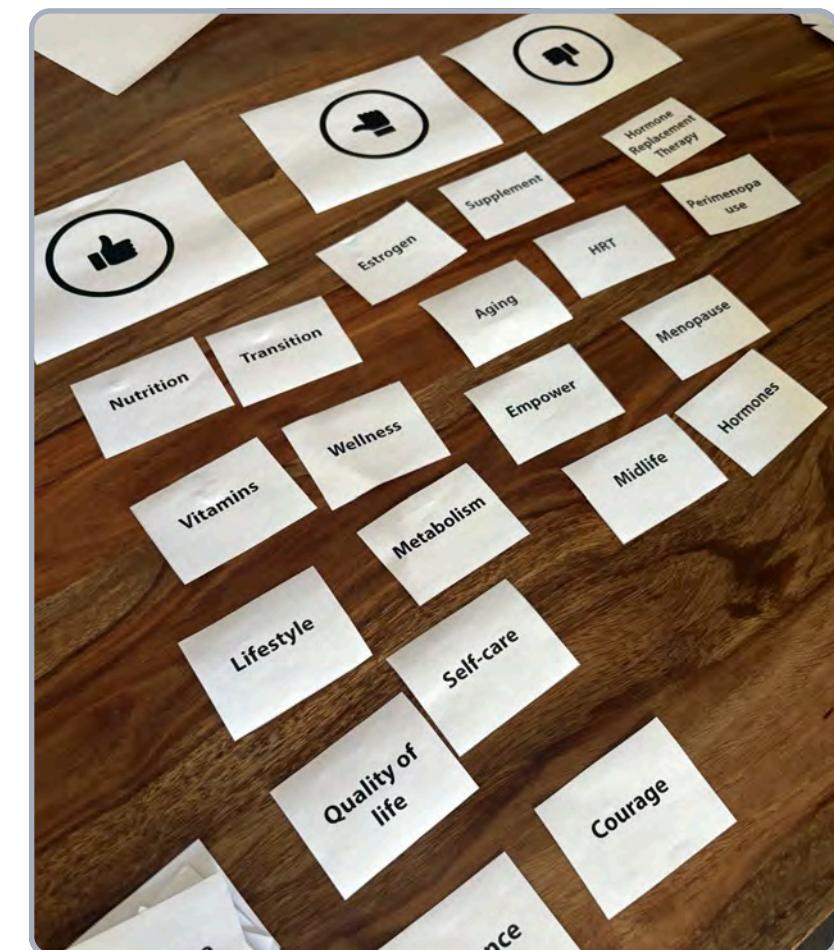
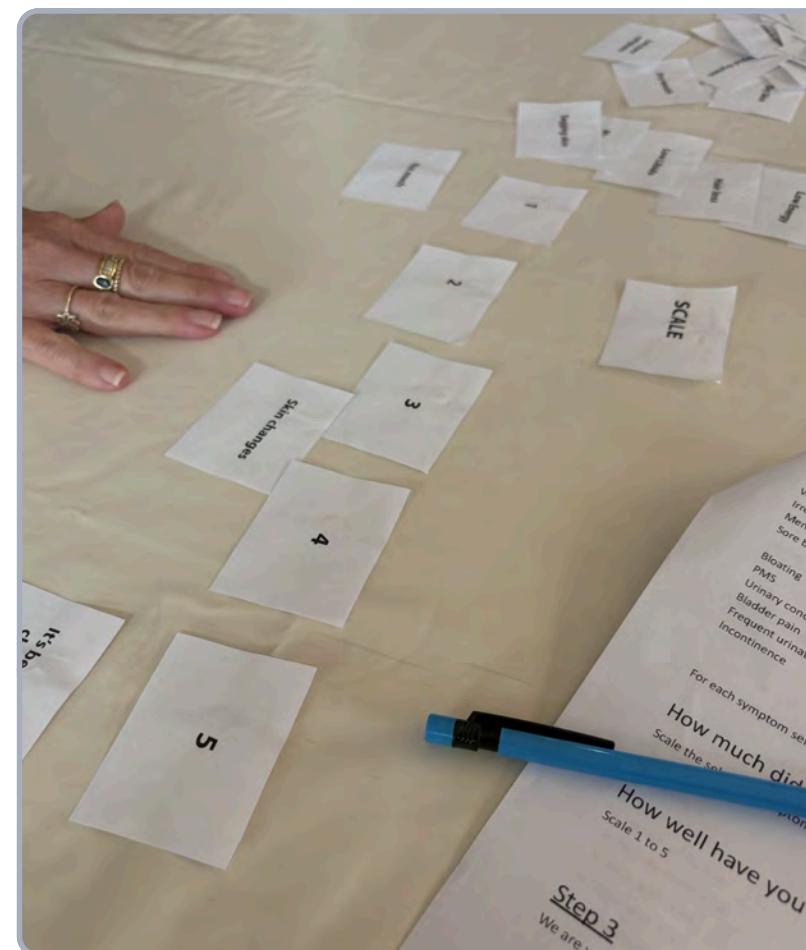
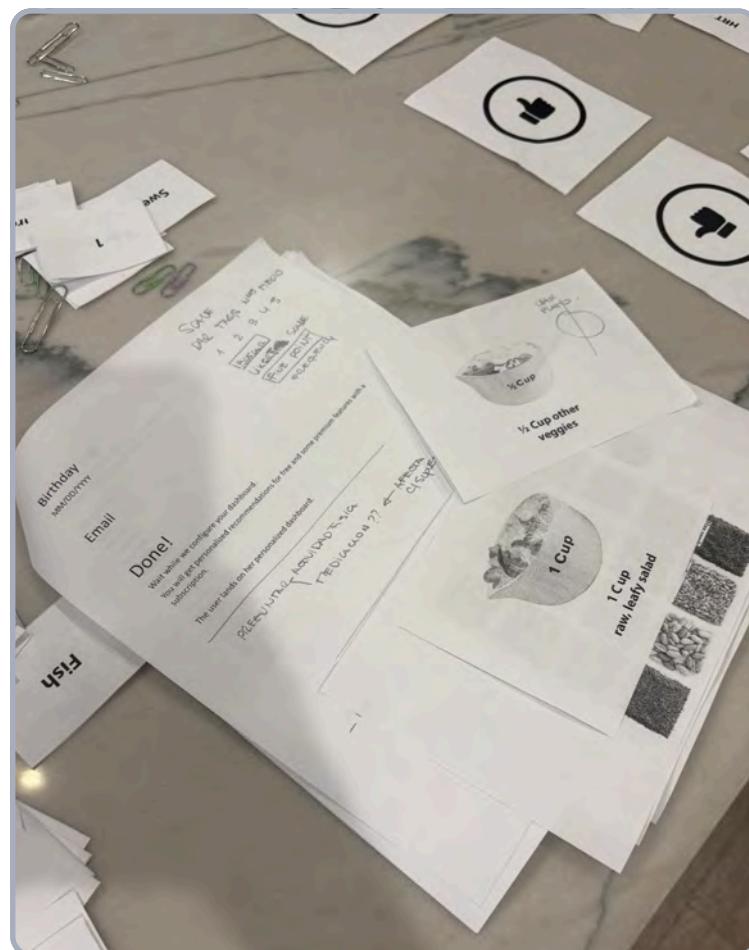
What questions do I need to ask during the onboarding to capture the data required for the dashboard?



# 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 at different times in their life.  
**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 Chicken?  
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 Fish?  
0  
1 to 2  
3 to 4  
5 to 6  
7 or more

**Screen 23**  
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 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 Red Meat?  
0  
1 to 2  
3 to 4  
5 to 6  
7 or more

**Screen 26**  
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 27**  
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 28**  
On average, how many glasses a week do you drink Alcohol?  
0  
1 to 2  
3 to 4  
5 to 6  
7 or more

**Screen 29**  
On average, last month  
How often do you exercise?  
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**  
Thinking about your daily routine.  
Which of these best describes how you spend most of your day?  
Mostly sitting  
Mostly standing or moving

**Screen 32**  
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 33**  
In a typical week,  
How often do you do strength training  
Infographic placeholder with the text: Like lifting weights, using resistance bands, bodyweight exercises like squats or push-ups

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

|        |  |   |   |                                |
|--------|--|---|---|--------------------------------|
| Step 3 | Screen 17<br>Open Screen                                     | We are what we eat.<br>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<br>Diet assessment                                 | What kind of diet do you follow?<br>1. Vegan<br>2. Vegetarian<br>3. Lacto-ovo-vegetarian<br>4. Flexitarian<br>5. Low Carb<br>6. Keto<br>7. Paleo<br>8. Low Fat<br>9. Diabetic meal plan<br>10. Other<br>11. No specific Diet                    | N/A                                     | Checkbox widget<br>Next button |
|        | Screen 19<br>Allergies assessment                            | Select if you have any food allergies.<br>1. Milk - Milk products<br>2. Peanuts<br>3. Tree nuts<br>4. Eggs<br>5. Fish<br>6. Wheat<br>7. Shellfish<br>8. Soy<br>9. 10. None  | N/A                                     | Checkbox widget<br>Next button |
|        | Screen 20<br>Liquid intake                                   | What do you drink most often?<br>1. Milk (regular or diet)<br>2. Caffeinated coffee or tea<br>3. Decaffeinated coffee or tea<br>4. Water<br>5. Fruit juice<br>6. Soda<br>7. Water   | N/A                                     | Checkbox widget<br>Next button |
|        | Screen 21<br>Daily fruit intake                              | How many portions of fruit do you usually eat per day?<br>• 0<br>• 1<br>• 2<br>• 3-4<br>• 4 or more   | Fruit portion references                | Radio Buttons                  |
|        | Screen 22<br>Daily Veggie intake                             | How many portions of vegetables do you usually eat per day?<br>• 0<br>• 1<br>• 2<br>• 3-4<br>• 4 or more  | Veggie portion references               | Radio Buttons                  |
| Step 3 | Screen 23<br>Weekly frequency<br>Beans, Peas, Legumes intake | In a typical week, how many times do you eat Beans, Peas, Legumes?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more  | Beans, Peas, Legumes reference          | Radio Buttons                  |
|        | Screen 24<br>Weekly frequency<br>Nuts or Seeds intake        | In a typical week, how many times do you eat Nuts or Seeds?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more   | Nuts and Seeds reference                | Radio Buttons                  |
|        | Screen 25<br>Weekly frequency<br>Whole Grains intake         | In a typical week, how many times do you eat Whole Grains?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more  | Whole Grains reference                  | Radio Buttons                  |
|        | Screen 26<br>Weekly frequency<br>Red Meat intake             | In a typical week, how many times do you eat Red Meat?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more  | N/A                                     | Radio Buttons                  |
|        | Screen 27<br>Weekly frequency<br>Chicken intake              | In a typical week, how many times do you eat Chicken?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more   | N/A                                     | Radio Buttons                  |
|        | Screen 28<br>Weekly frequency<br>Fish intake                 | In a typical week, how many times do you eat Fish?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more  | N/A                                     | Radio Buttons                  |
|        | Screen 29<br>Weekly frequency<br>Restaurant meal             | In a typical week, how many times do you eat at a restaurant?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more   | N/A                                     | Radio Buttons                  |
|        | Screen 30<br>Weekly frequency<br>Alcohol intake              | In a typical week, how many times do you drink alcohol?<br>• 0<br>• 1 to 2<br>• 3 to 4<br>• 5 to 6<br>• 7 or more   | N/A                                     | Radio Buttons                  |
|        | Screen 31<br>Average frequency<br>Sweets intake              | On average, how often do you eat sweets, cookies, cakes, or ice cream?<br>1. Once a week<br>2. Every other day<br>3. Twice a week<br>4. Three times a week<br>5. 2 to 3 times a month<br>6. Daily   | N/A                                     | Radio Buttons                  |
| Step 4 | Screen 32<br>Open Screen                                     | Help me understand your activity habits.<br>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<br>Daily routine assessment                        | Thinking about your daily routine, what's the best describes how you spend most of your day?<br>1. Always sitting<br>2. Mostly standing or moving   | N/A                                     | Radio Buttons                  |
|        | Screen 34<br>Cardio exercise assessment                      | In a typical week, how many days do you spend in moderate exercise?<br>• None<br>• 1-2 days<br>• 3-4 days<br>• 5 or more days   | N/A                                     | Radio Buttons                  |
|        | Screen 35<br>Strength exercise assessment                    | In a typical week, how often do you do strength training?<br>• None<br>• 1-2 days<br>• 3-4 days<br>• 5 or more days   | N/A                                     | Radio Buttons                  |
|        | Screen 36<br>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<br>Height assessment                               | What is your height?<br>• 5' = inches<br>• cm   | N/A                                     | Input text<br>Next button      |
|        | Screen 38<br>Weight assessment                               | What is your weight?<br>• lbs<br>• kg   | N/A                                     | Input text<br>Next button      |
| Step 4 | Screen 39<br>Open Screen                                     | About me! Just enter your birthdate and email, and that will be it!   | N/A                                     | Next button                    |
|        | Screen 40<br>Birthdate collection                            | When is your Birthday?  | N/A                                     | MM/DD/YY input<br>Next button  |
|        | Screen 41<br>Email collection                                | What is your email?   | N/A                                     | Input text<br>Next button      |
|        | Screen 42<br>Done  | Done!<br>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 life stages | Input text<br>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<br>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<br>Personal details date collection | Nutritional advice<br>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<br>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 personalized goals, symptom selection, and nutritional tracking.

- Welcome to PhenomX Health:** A welcome screen with a message about creating tailored health recommendations and offers for premium features. Includes a "Let's start" button.
- Step 1: I want to...** A screen for selecting up to three goals from a list of 18 options, such as "Increase energy" or "Manage stress". It includes a "NEXT" button.
- Are you experiencing any of these symptoms?** A list of 18 symptoms with checkboxes, including "Brain fog", "Mood swings", and "Anxiety". It also shows a progress bar for "Steps 1 to 5".
- Step 3: How many portions of Fruit do you eat in a day?** A question about fruit consumption with a list of options (0, 1, 2, 3-4, 4 or more) and a note about portion sizes.
- Question 1 of 1: How much did this affect you in the past month?** A rating scale for "Brain fog" from 1 (Not at all) to 5 (Extremely). It includes a note to "Click any rating to continue".
- Step 3: Details (continued):** A continuation of the Step 3 screen, showing the same question and rating scale for "Brain fog".

# Prototyping With Vibe Coding

## Findings

The image displays four mobile device prototypes side-by-side, each showing a different screen from a user interface. Each screen includes a yellow callout box with a specific finding:

- Screen 1:** Shows a list of portion sizes (0, 1, 2, 3-4, 4 or more) with a placeholder note "[Animation placeholder] A medium-sized fruit - A ¼ plate with fruit - Unsweetened Juice". A yellow callout box says "Images will help picture food and portions".
- Screen 2:** Shows a list of frequency options (0, 1, 2, 3-4, 4 or more) with a placeholder note "[Infographic placeholder for beans, peas, legumes]". A yellow callout box says "Images will help picture food and portions".
- Screen 3:** Shows a rating scale from 1 to 5 with labels "Very poorly", "Poorly", "Fair", "Well", and "Very well". A yellow callout box says "Showing different scales is confusing".
- Screen 4:** Shows a rating scale from 1 to 5 with labels "Not at all", "Slightly", "Moderately", "Quite a bit", and "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".

**BEFORE:** The first prototype features a generic "Welcome to PhenomX Health" message and a placeholder for an "Avatar Image". It includes a "Let's start" button.

**AFTER:** The second prototype features a personalized message from "Hi, I'm Dr. Colleen" with a placeholder for an "Avatar Image". It includes a "Let's start" button.

A yellow callout box highlights the difference in tone: "Women feel confident when guidance comes from a real women". Another yellow callout box highlights the improved trust: "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: Date Input**  
Title: When is your birthday?  
Input: Date input field in DD/MM/YYYY format.  
Annotation: Date input DD/MM/YYYY format.
- Screen 2: Calendar**  
Title: When did your last period start?  
Text: Not sure? That's okay, you can select an estimate.  
Input: A calendar for November 2025, showing the 5th as the selected date.  
Annotation: Symptoms rank with status.
- Screen 3: Rating Scale**  
Title: Question 5 of 5  
Text: How much did this affect you in the past month?  
Input: A rating scale from 1 (Not at all) to 5 (Extremely) labeled "Fatigue".  
Annotation: Click any rating to continue.
- Screen 4: Weight Input**  
Title: What is your Weight?  
Input: A numeric input field set to 0, with tabs for Pounds (lbs) and Kilograms (kg).  
Annotation: None.
- Screen 5: Height Input**  
Title: What is your Height?  
Input: Two numeric input fields for Feet (0) and Inches (0), with tabs for Feet & Inches and Centimeters.  
Annotation: Multiple units for weight and height inputs.

# 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 just \$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

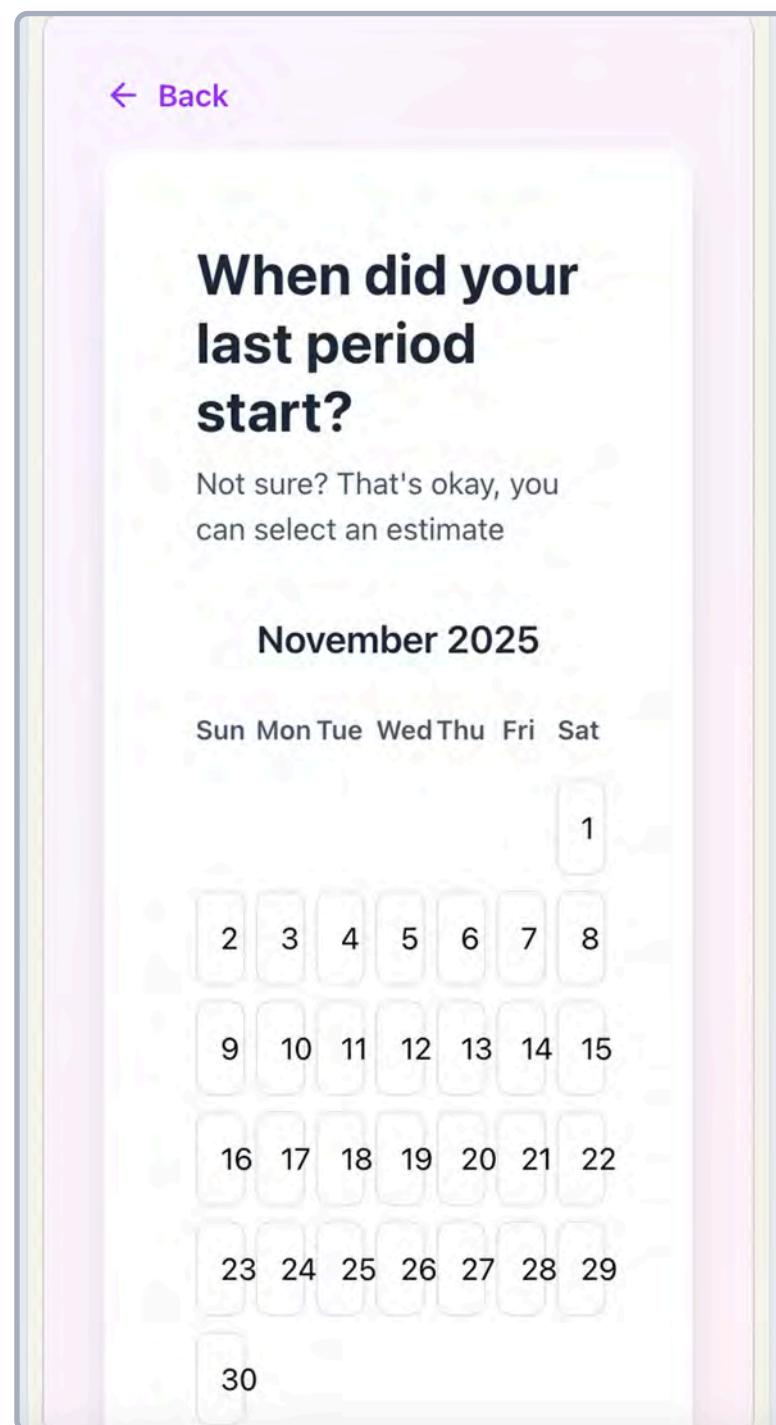
**When did your last period start?**

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

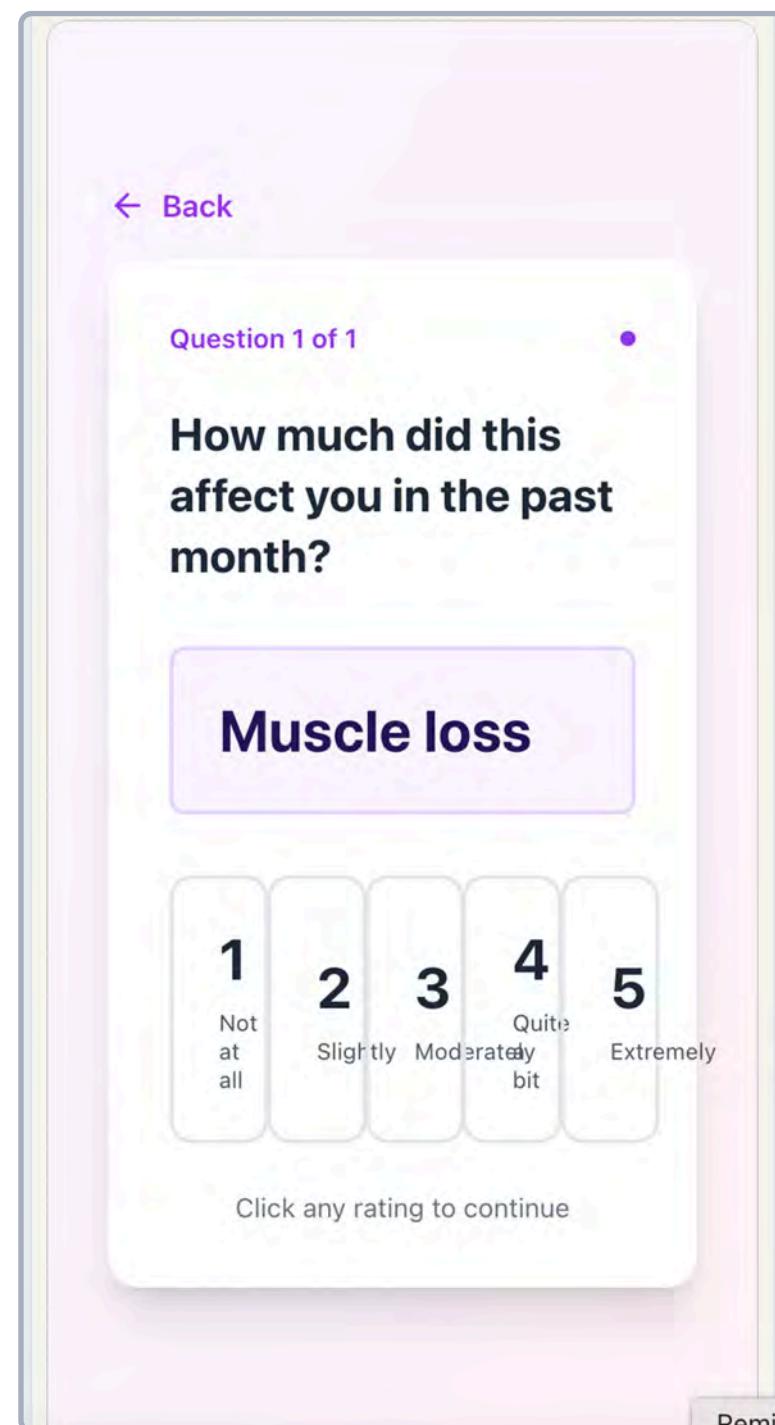
How much did this affect you in the past month?

**Muscle loss**

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

Click any rating to continue

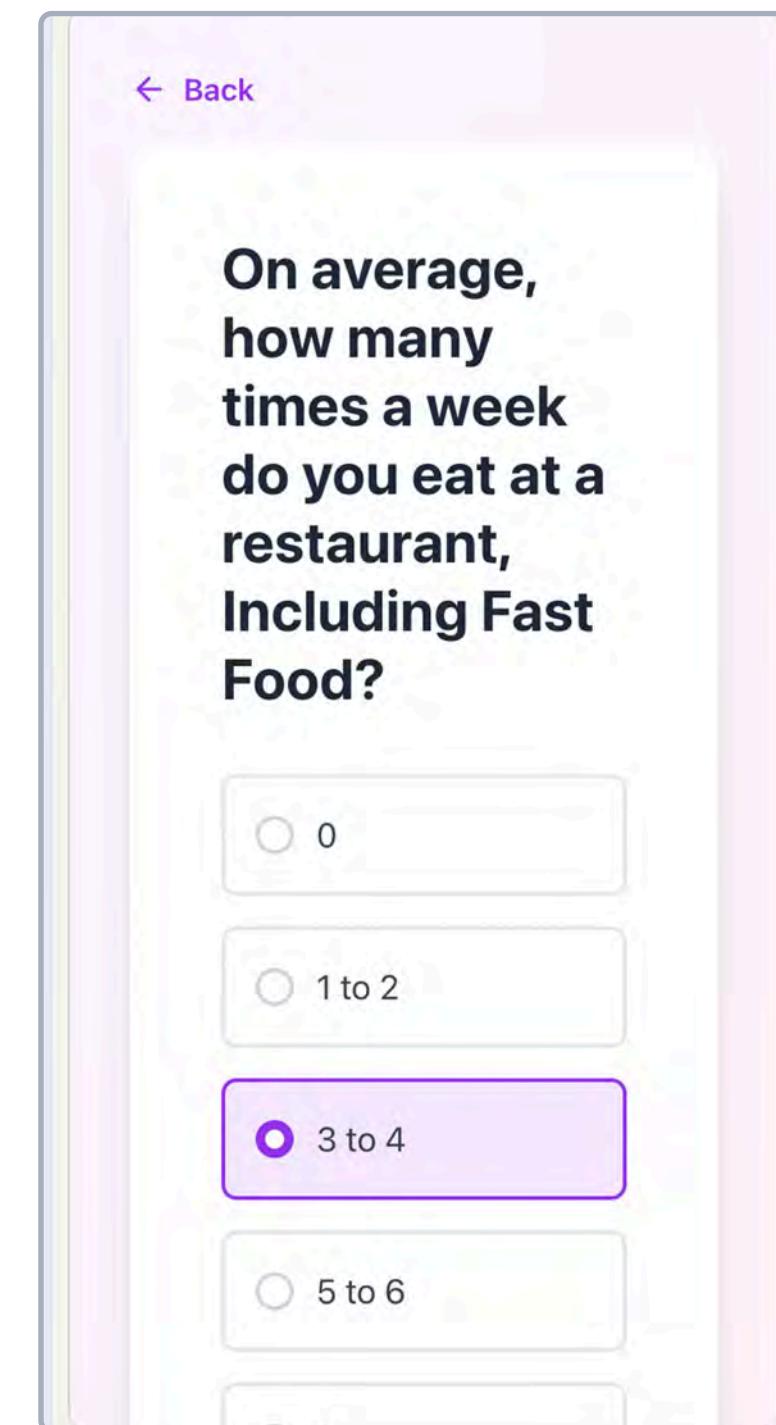
Remind



← Back

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

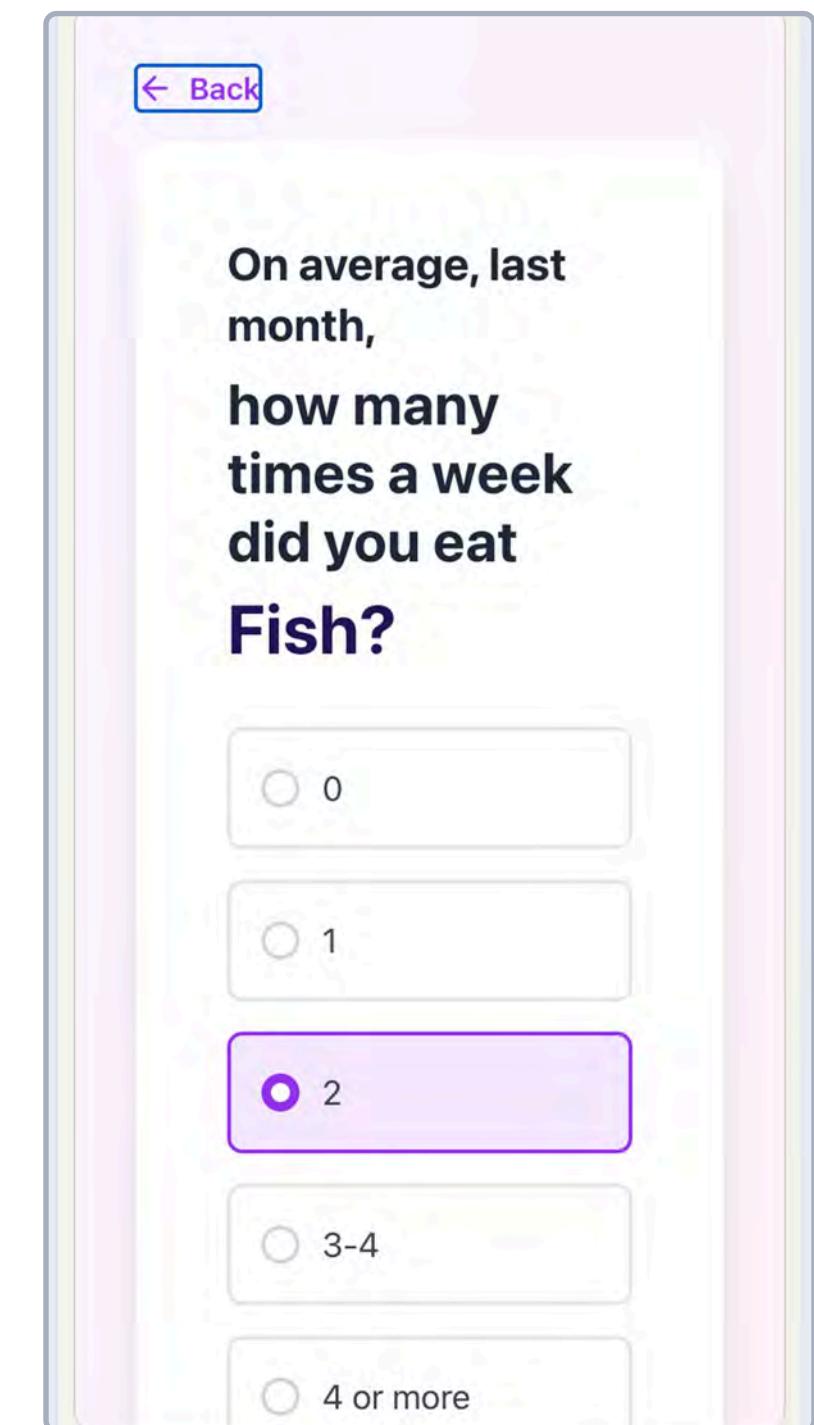
|   |
|---|
| <input type="radio"/> 0                 |
| <input type="radio"/> 1 to 2            |
| <input checked="" type="radio"/> 3 to 4 |
| <input type="radio"/> 5 to 6            |
| <input type="radio"/> 7 or more         |



← 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, 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 to fine-tune diet/lifestyle. 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, etc., 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 this.

MOST COMMON SYMPTOMS

Brain fog

Mood swings

Weight gain

Anxiety

Low libido

NEXT

Accordion widget for numerous options

This screen shows the user selected 'Brain Fog'. It asks how much it affected them in the past month, with a scale from 1 to 5. 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

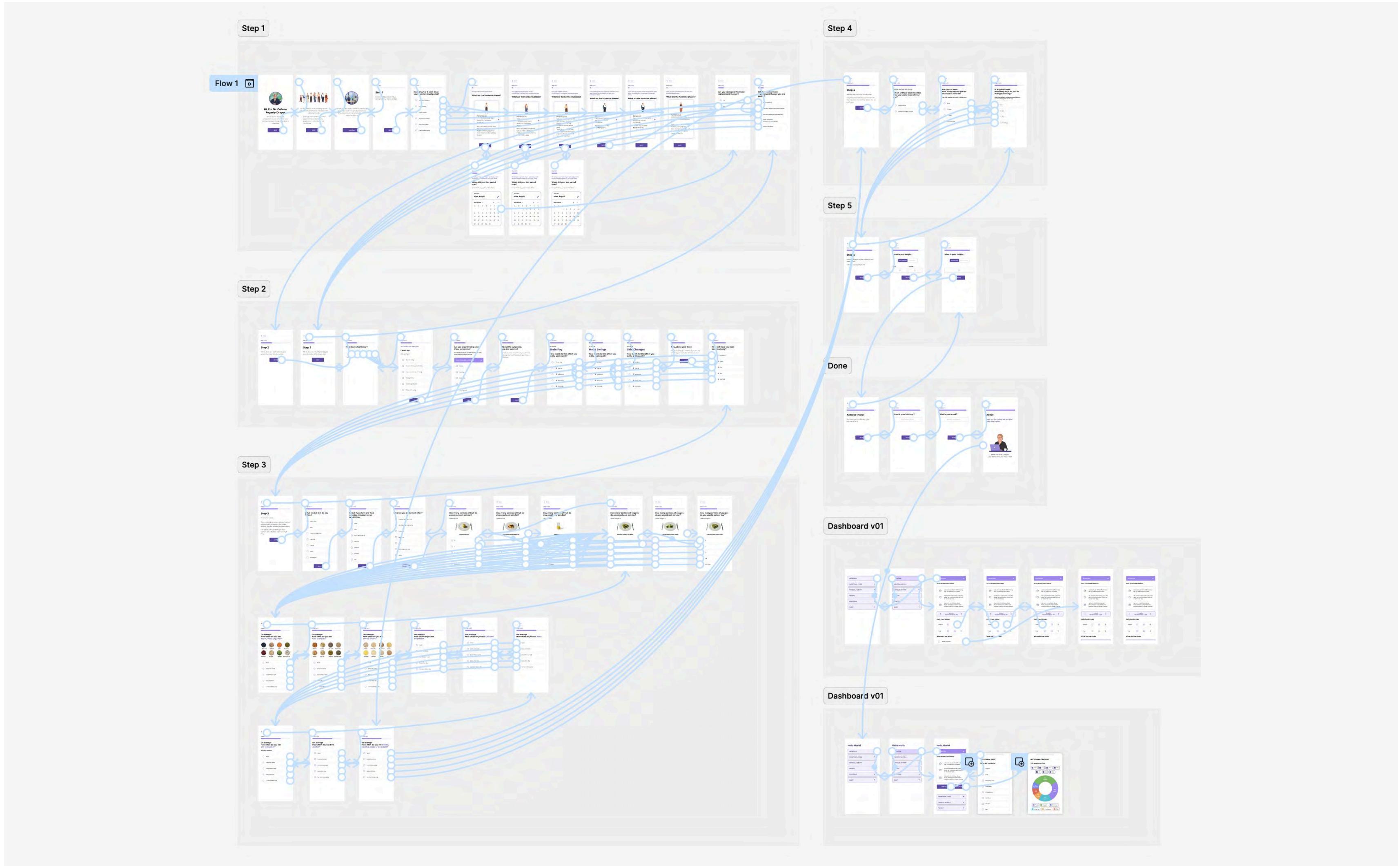
Data Collection

Data Collection

Build Trust

Build Trust

# Figma Prototype



DESIGN

# Dynamic Dashboard

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Data  
Refresh

# Dynamic Dashboard

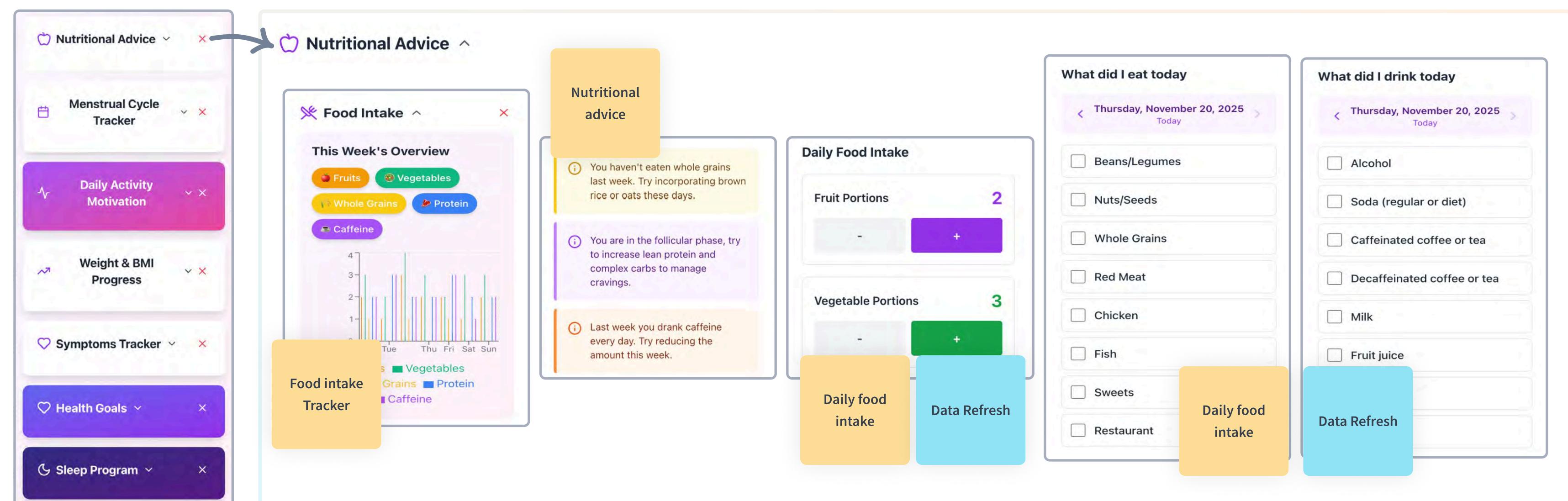
## Rapid Prototyping With Vibe Coding

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 screens from a Figma design, illustrating the Nutritional Advice module's user interface across different stages of interaction:

- Screen 1: Initial State**  
The screen shows a sidebar with "Hello Maria!" at the top. Below it are dropdown menus for "NUTRITION", "MENSTRUAL CYCLE", "PHYSICAL ACTIVITY", "WEIGHT", "SYMPTOMS", and "SLEEP". A yellow callout box highlights the "Accordion Modules" section under "MENSTRUAL CYCLE".
- Screen 2: Recommendations**  
The screen shows "Hello Maria!" at the top. A yellow callout box highlights the "Nutritional Advice" button in the top right corner. Below it is a section titled "Your recommendations" containing 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 cravings.At the bottom are buttons for "+ INPUT" and "TRACKING", and a yellow callout box highlights the "Button for new inputs" button.
- Screen 3: Nutritional Input**  
The screen shows "Hello Maria!" at the top. A yellow callout box highlights the "NUTRITIONAL INPUT" section. Below it is a section titled "What did I eat today" with a list of food categories:
  - Veggies
  - Fruit
  - Beans/Legumes
  - Nuts/Seeds
  - Whole Grains
  - Red Meat
  - Chicken
  - Fish
- Screen 4: Nutritional Input with Data**  
The screen shows "Hello Maria!" at the top. A yellow callout box highlights the "NUTRITIONAL INPUT" section. Below it is a section titled "What did I eat today" with a list of food categories. The first item, "Veggies", has a checked checkbox and a counter of "2". A yellow callout box highlights the "Easy input" button next to the counter.

# Nutritional Advice Module

## High Fidelity Screens In Figma

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

### Tracking

The figure displays three Figma screens illustrating the Nutritional Advice Module's tracking feature:

- Screen 1: Initial Tracking View**

Shows a sidebar with categories: NUTRITION, MENSTRUAL CYCLE, PHYSICAL ACTIVITY, WEIGHT, SYMPTOMS, and SLEEP. A purple header bar at the top says "Hello Maria!"
- Screen 2: Recommendations and Tracking Buttons**

Shows a purple header bar with "Hello Maria!". Below it, a section titled "Your recommendations" contains 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 cravings.A purple "INPUT" button and a yellow "TRACKING" button are at the bottom. The sidebar categories are the same as in Screen 1.
- Screen 3: Nutritional Tracking Overview**

Shows a purple header bar with "Hello Maria!". Below it, a section titled "NUTRITIONAL TRACKING" and "This week overview" shows a grid of days from Monday to Sunday, each with a checked checkbox. A large donut chart below shows the nutritional breakdown for the week:

| Category | Percentage |
|----------|------------|
| Veggie   | 35%        |
| Fruit    | 35%        |
| Legumes  | 15%        |
| Grains   | 5%         |
| Fish     | 5%         |
| Red Meat | 5%         |

At the bottom, there are colored boxes for tracking specific food groups: Fruit (purple), Veggies (green), Red Meat (blue), Legumes (cyan), Whole grain (orange), and Fish (red).

# 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

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# Reflection

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## 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

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## 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

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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!

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