RETHINKING MENSTRUAL TRACKING

GROUP 3

Angeline Jeyachandra
Beno Savarimuthu
Davina Wooley
Prathiksha Shetty

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OBJECTIVES

OBJECTIVES / GOALS

- Current menstrual tracking apps primarily focus on getting pregnant or avoiding pregnancy.
- We want to know if that is sufficient for the general female population like us.
- In this project, we explore the primary stakeholders of these applications and seek to improve their menstrual tracking experience.
- We focused our efforts on investigating menstrual tracking methods amongst those currently experiencing menstrual cycles and in their 20s.
- We propose our findings and some guidelines for a new menstrual tracking app

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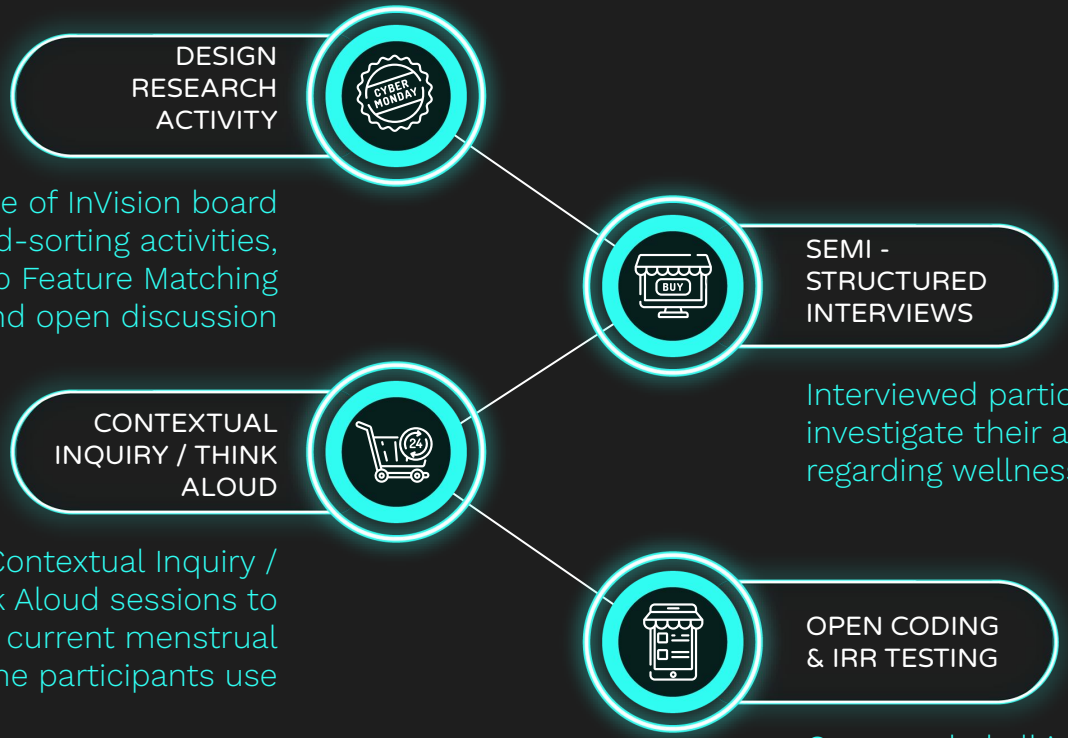
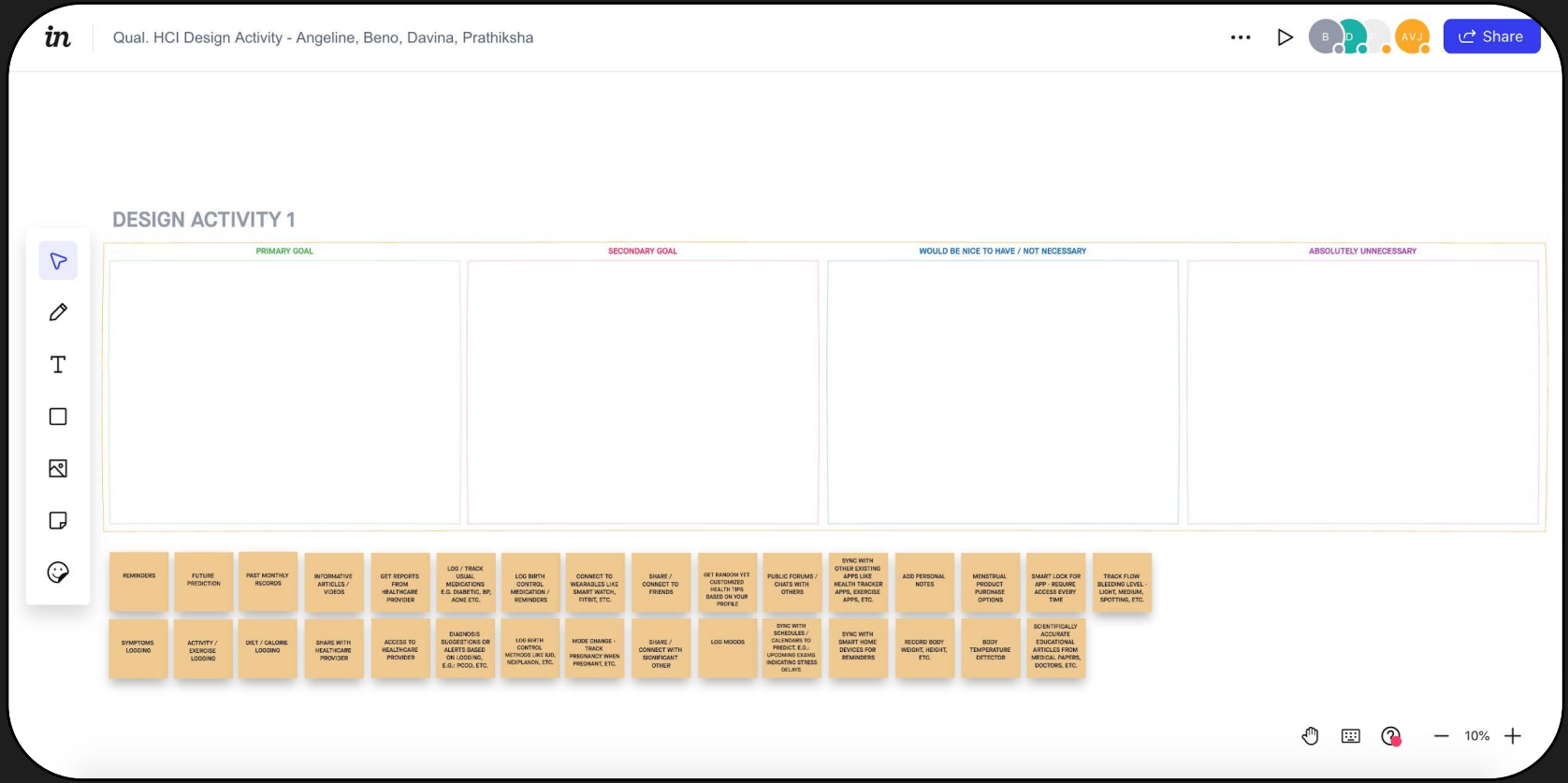
METHODS

METHODS USED



Design Research Activity 1

Research goal: Understand the user's priorities, thoughts and challenges of existing features based on popular Menstrual Tracking Apps.



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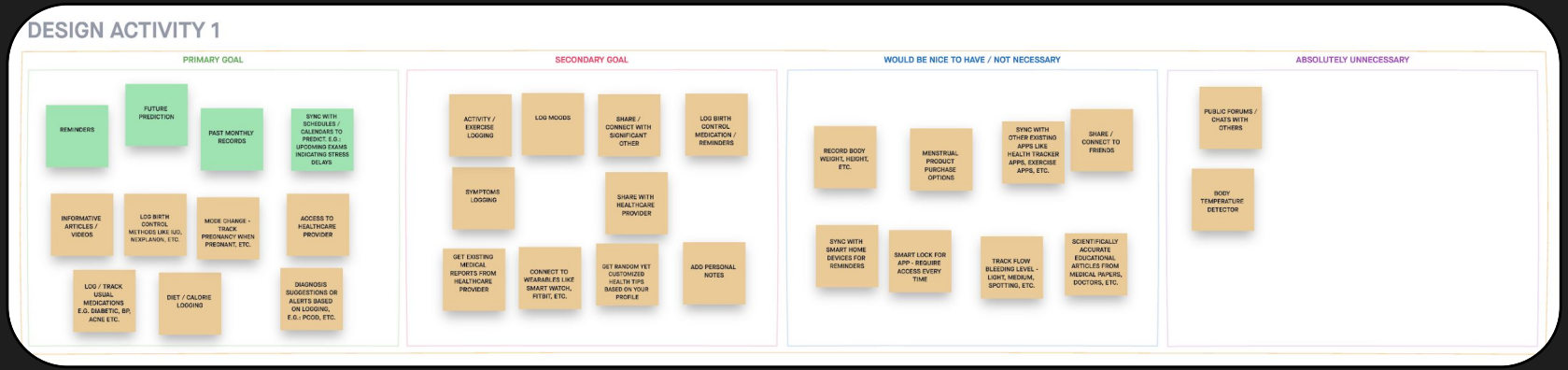
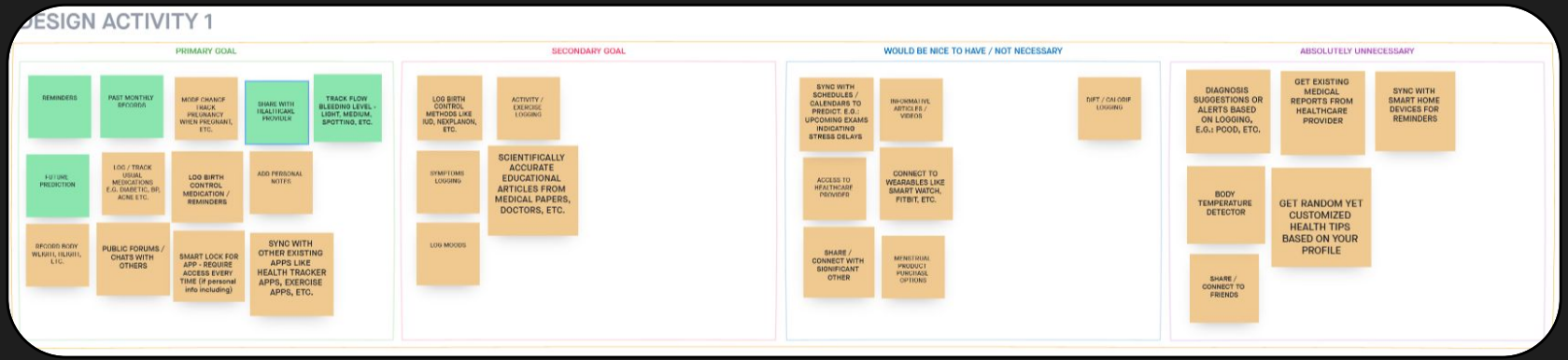
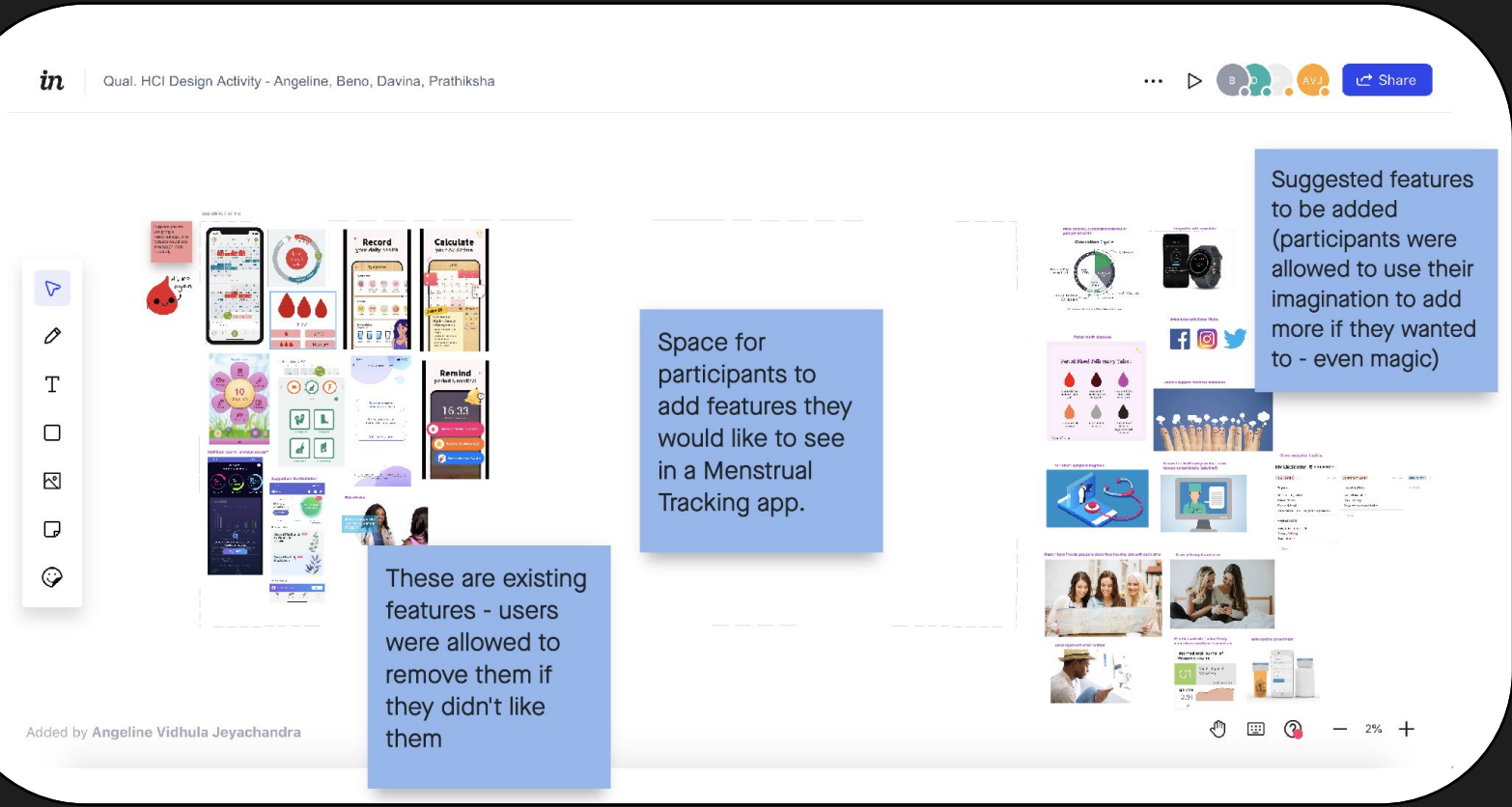




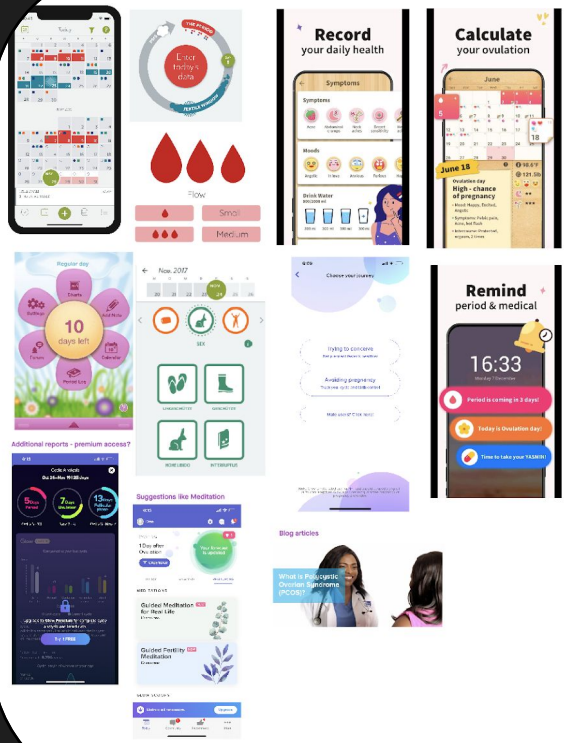
Design Research Activity 2

Research goal: Identifying user's personal needs / preferences in existing Menstrual Tracking Apps and identify new design ideas based on user preferences



Design Research Activity 2

Ideal App Feature Matching - Research goal: Identifying user's personal needs / preferences in existing Menstrual Tracking Apps and identify new design ideas based on user preferences



Product suggestion based on user data
- give suggestions for products available nearby / based on locations

Reviews on period products
- different brands
- different types of products

Mood detector - predict health based on the mood

- Extension of significant other tracking: allow them to buy you products like chocolates, etc. (appears only to the sign. other not the user)

Customized product - based on your symptoms. Adaptive to data fed to the app.

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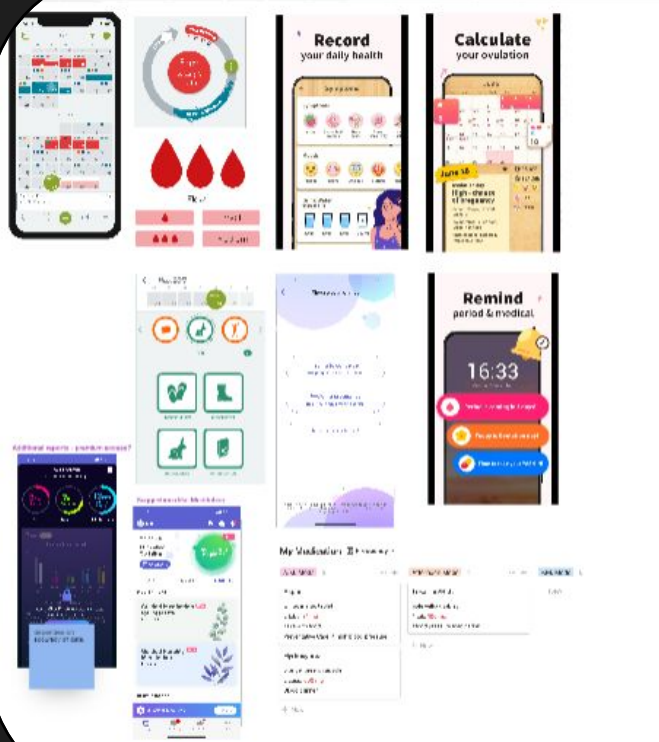

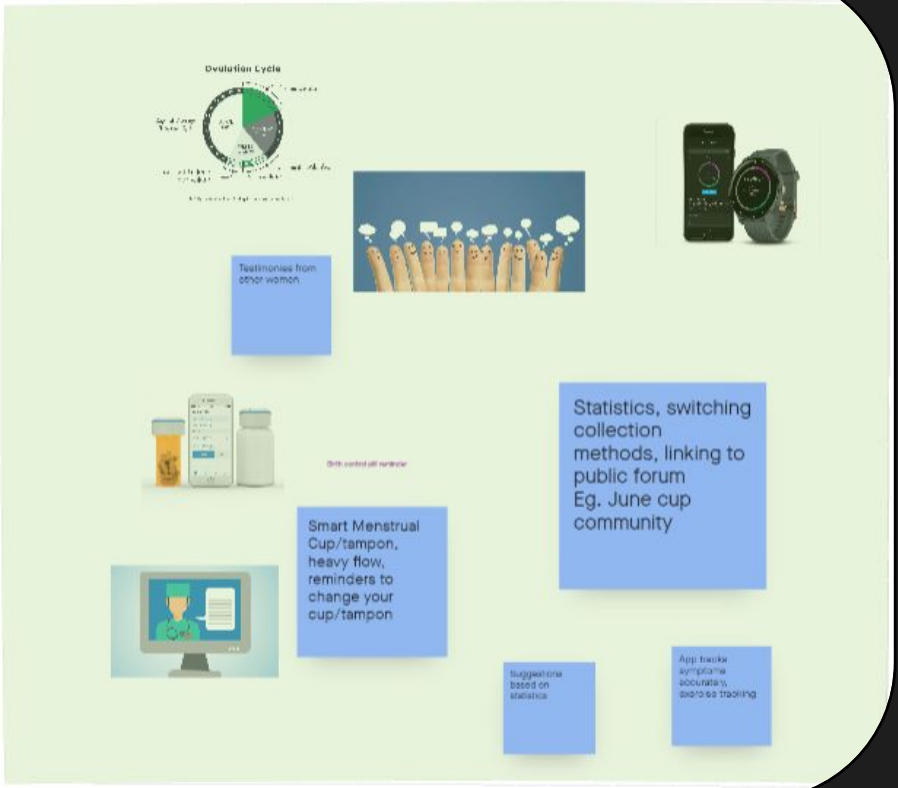

SEMI-STRUCTURED INTERVIEWS

- Talking about health and wellness is an extremely **personal** and **subjective** topic and can **vary highly** from person to person.
- The **semi-structured** interviews allowed people to **share** their **unique experiences**, and didn't tie them down to a strict interview protocol, allowing them to **candidly** share their thoughts and experiences.
- This allowed us to have more **personal experiences** to extrapolate design implications from, rather than numbers that don't have a face attributed to them.
- We conducted 4 such semi-structured interviews.

CONTEXTUAL INQUIRY / THINK ALOUD

- We conducted 3 Contextual Inquiry and 1 Think-Aloud sessions in total (1 per participant).

CONTEXTUAL INQUIRY

- Seeking to improve upon existing apps, the open-ended nature of contextual inquiries made it possible to reveal tacit knowledge and usage of existing apps.

- Since 3 of the participants already used tracking apps, it helped to gain insight by seeing how they used the existing functionalities.

- We collected such data about the usage of 3 popular apps namely **Clue**, **Flow** and **Period Tracker**.

CONTEXTUAL INQUIRY / THINK ALOUD

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THINK ALOUD

- Since Think Aloud protocols provide insights into what a user thinks about a design, this also helped us in our design implications as they would help us to redesign currently popular design of apps.

- We chose the popular **Clue** app for this purpose.

- The participant performed basic activities, and constantly remarked about the usability and design of the app, giving an insight of what features could be added / removed from existing popular apps.

OPEN-CODING & INTER-RATER RELIABILITY TESTING

- Coding qualitative data made it easy to find any common themes or patterns amongst our participants.
- We used Dedoose to assign codes to words and phrases in each of our 4 interviews.
- After coding in Dedoose, we used Inter-Rater reliability testing to ensure that the codes we assigned were trustworthy and agreeable by other researchers in the team as well.

03
FINDINGS

KEY FINDINGS

FINDING 1

Users want to **store** and **view** menstrual health-related information in a quick and efficient manner. E.g., One-click symptom logging, future predictions displayed in clear charts/calendar

FINDING 2

Users stated that logging **more information** about their health such as **logging exercise, diet**, **mood** etc is beneficial and relevant.

FINDING 3

Users confided that women-centered forums were beneficial and extremely useful. These forums **provide insights** abouts products and symptoms that they otherwise do not have had access to. **Inclusivity** is also important.

KEY FINDINGS

FINDING 4

Users are not looking for the application's algorithm to generate **automated health related diagnosis.**

FINDING 5

Users expressed that being able to easily **generate** and **access reliable information** is important. A one-stop shop for information is preferred.

FINDING 6

Users would also like to **connect** application to other smart devices and **share** data with **Health Care Professionals.**

DESIGN GUIDELINES
04

DESIGN GUIDELINES

QUICKER LOGGING

Though most users are happy with the current logging and accuracy of prediction, simpler logging without too many bells-and-whistles is preferred. A one-click logging with the ability to go back in later to add more details is beneficial.

CUSTOMIZING BASED ON USER

Though some apps offer a detailed list of symptoms to log, users would benefit from a feature to customize them or add their own. For example - Clue allows users to log their sleep but only provides three options. Features such as note-taking are popular. But currently, only text is possible. Voice notes can help users log symptoms quicker.

DESIGN GUIDELINES

USER-CENTERED FORUMS

Although current apps do offer some form of forums and information centers, they are still incomplete. Design could focus on women-centered forums which could provide insights abouts products and symptoms that they otherwise would not have easy access to. Allowing users to connect with others in a safe space can not only lead to discovery of new information but also help reduce stigma around menstrual health.

NO STEREOTYPICAL DESIGN

Conversations with the participants indicated that the appearance of the tracking apps, such as icon, color, title, etc., emphasize on stereotypically feminine design (pink color and flowers), and so design could move away into more professional, mature and sleek aesthetics.

DESIGN GUIDELINES

INFORMATION GUIDEBOOK

A reliable data bank with relevant health information will be beneficial. Users stated that Clue's information bank about the role various symptoms such as diet, fitness play in menstrual health is very useful. Often women google their symptoms and find unreliable and harmful information. A verified information bank from credible sources (that are cited) is useful

CONNECTIVITY TO OTHER DEVICES

There are many smart devices and applications that users use in their daily lives. Such as Smart Watches, Fitbit, or simple step trackers. Ability to connect and collect data from these devices and integrating them in with this app would be beneficial. Instead of asking users to manually fill details, the app could directly source it from other devices.

DESIGN GUIDELINES

SHARE INFORMATION

Users would benefit from the option to share their information with their doctors and healthcare professionals. The application can act as a logbook for their health over a long period of time and provide doctors with detailed information.
Users should also be given the opportunity to abstract and share information they are comfortable with. For example, menstrual calendar with partners and detailed symptoms to doctors.

PRODUCT SUGGESTIONS/EDUCATION

During the design activity, as a minor suggestion, the participants indicated that they would like reminders about changing / purchasing products like tampons, etc. They also added that they would like to know and understand more about the different products available for menstrual hygiene and their pros/cons, etc. So, a part of design could focus on the products around menstrual health as well.

THANKS!

Do you have any questions?

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