

UI/UX

IXD801

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PROBLEM STATEMENT IDENTIFIED

Problem Statement Identified

"The prevailing lack of comprehensive menstrual education fosters persistent stigma and widespread embarrassment. This underscores the pressing need to reshape societal attitudes, encourage open conversations, and enhance awareness. By rectifying these issues, we can effectively destigmatize menstruation and create an environment that promotes informed discussions, empowers individuals, and ensures their overall well-being."



OBJECTIVE

GENERAL OBJECTIVE

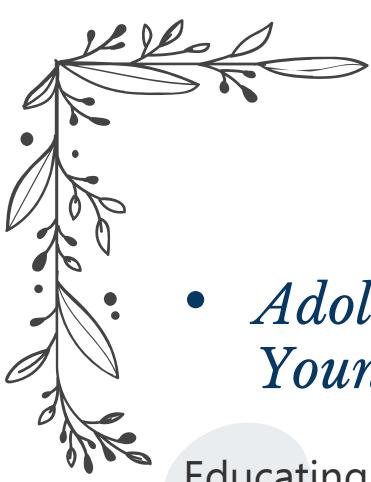
To evaluate menstruation and its associated issues involving a comprehensive exploration of various aspects of menstruation, including physiological processes, emotional and physical impacts, cultural influences, and societal perceptions, and to identify ways in which we can promote comprehensive period health education while tackling stigma, misconceptions, and providing practical tools for users.

SPECIFIC OBJECTIVES

- To evaluate physiological processes related to menstruation, including hormonal cycles.
- To identify emotional and physical impacts of menstruation on individuals.
- To determine the influence of cultural norms on menstrual experiences.
- To relate societal perceptions and attitudes toward menstruation.
- To determine the influence of cultural factors on how menstruation is perceived and managed.
- To identify existing stigma and misconceptions associated with menstruation.
- To evaluate the effectiveness of current period health education efforts.
- To gather insights on preferred methods of promoting comprehensive period health education.
- To identify strategies for promoting comprehensive period health education.
- To evaluate and address stigma and misconceptions surrounding menstruation.
- To provide practical tools and resources for improved menstrual health management.



TARGET *AUDIENCE*



Target Audience

- *Adolescents and Young Adults:*

Educating those entering puberty about the changes their bodies will undergo. Addressing their questions and concerns regarding menstrual health.

- *Underserved, Marginalized Communities:*

Targeting communities with limited access to accurate information and resources. Addressing specific cultural sensitivities and barriers to education.

- *Women of Reproductive Age:*

Providing information on menstrual cycles, fertility, contraception, and managing menstrual symptoms. Offering tools for tracking cycles and promoting overall menstrual health.

- *Healthcare Professionals:*

Leveraging online platforms to reach a broad audience with educational content. Engaging with users seeking information and sharing experiences.

- *Parents and Caregivers:*

Equipping parents with the knowledge to discuss menstruation with their children. Offering resources for supporting adolescents during this transition.

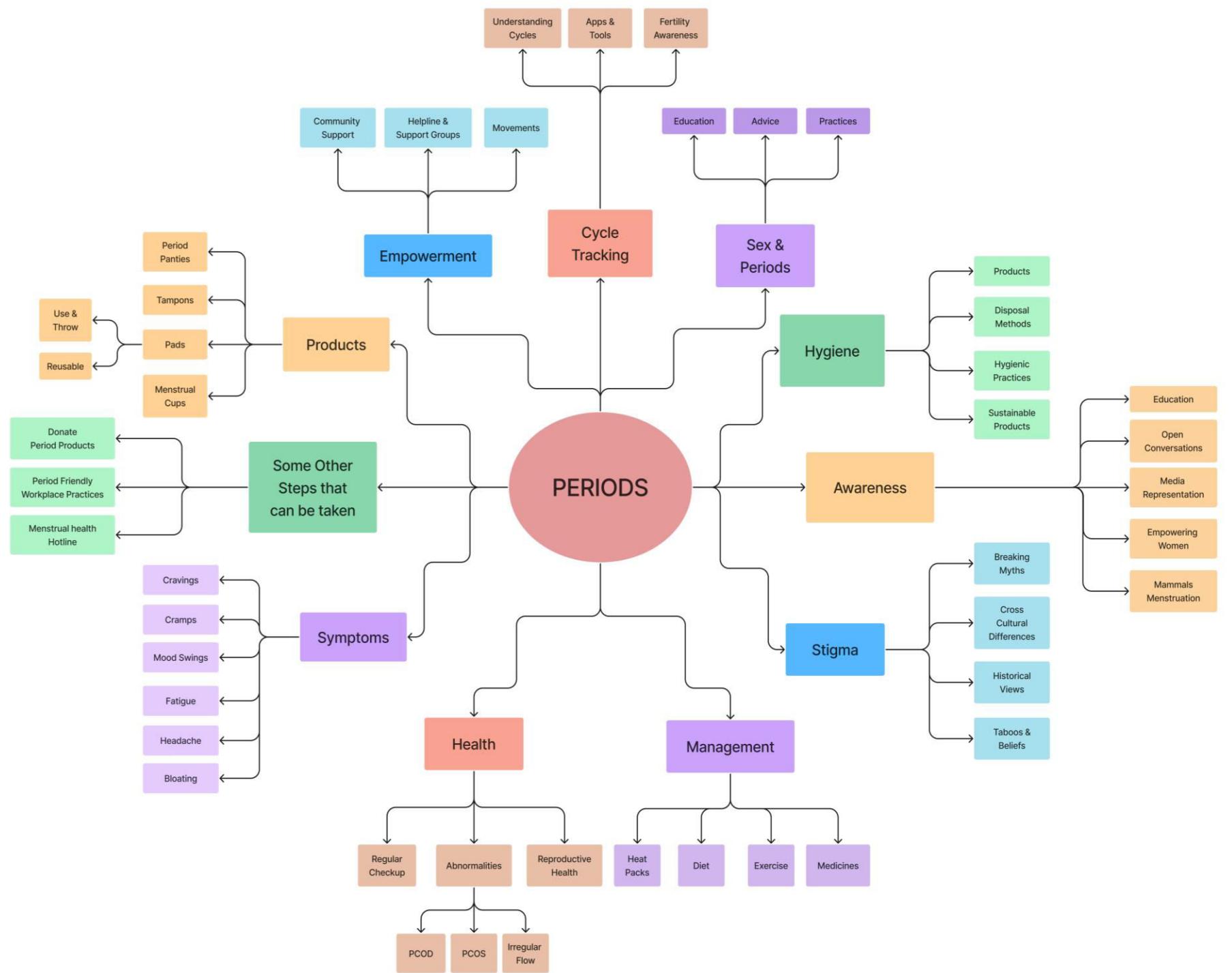
- *Online Users and Social Media Consumers:*

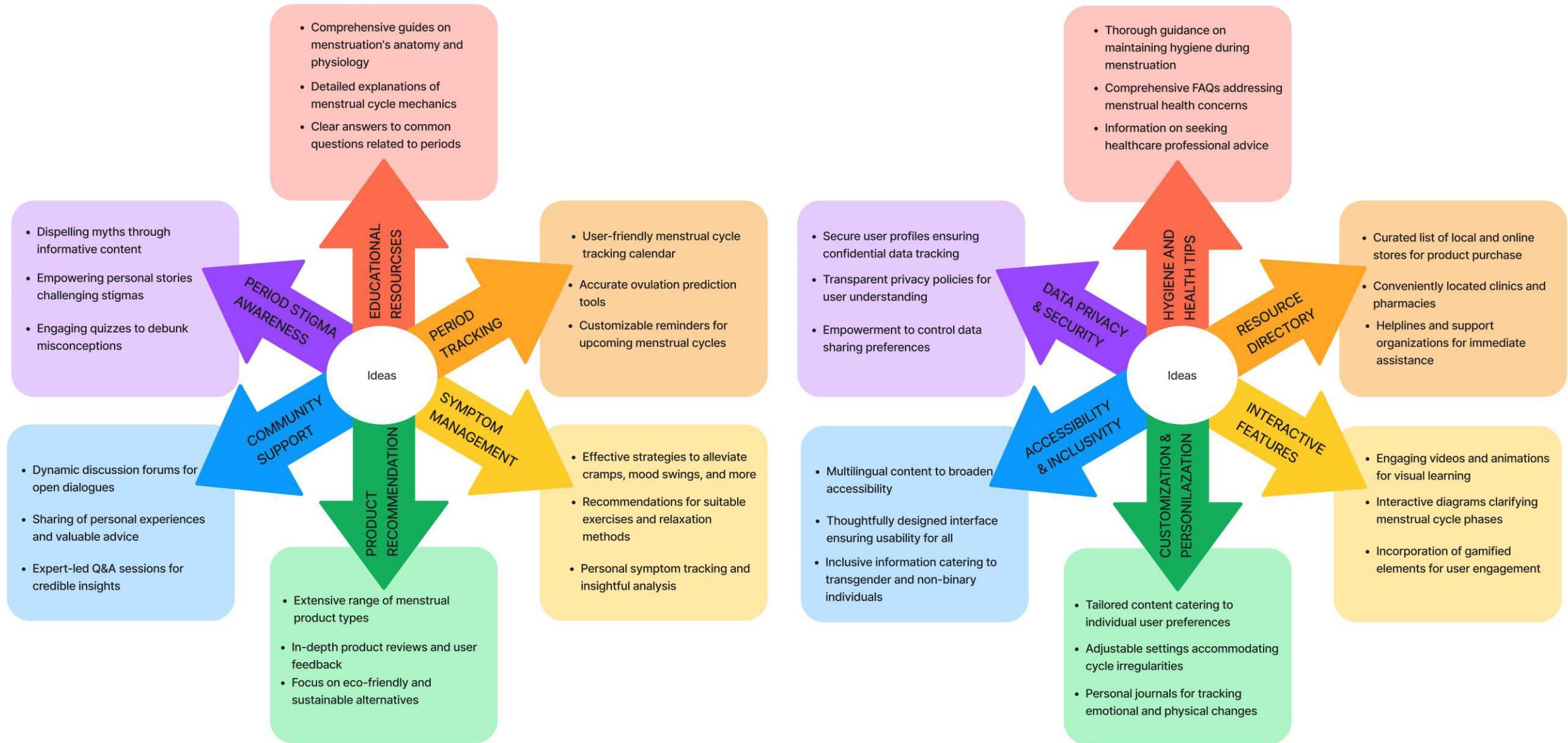
Providing reliable resources for healthcare practitioners to enhance patient education. Collaborating with medical experts to ensure accurate content.





BRAINSTORMING & MIND-MAPPING







CASE STUDY



CASE STUDY 1

“A Comparative Study on Menstrual Hygiene Among Urban and Rural Adolescent Girls of West Bengal”

This case study examines menstrual hygiene perceptions and practices among adolescent girls in rural and urban areas of West Bengal, India. The study found that only 37.52% of girls were aware of menstruation before their first period. Hygiene practices varied: 36% of urban girls used homemade sanitary pads, compared to 54.88% in rural areas. Adequate genital hygiene was practiced by 47.63% of urban and 37.96% of rural girls. The study emphasizes the need for education to improve hygiene practices and challenge societal taboos.

Link:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4311354/#:~:text=31.27%25%20of%20urban%20girls%20and,in%20urban%20and%20rural%20area.>





CASE STUDY 2

'Menstrual blood is bad and should be cleaned': A qualitative case study on traditional menstrual practices and contextual factors in the rural communities of far-western Nepal

In this qualitative case study conducted in the rural communities of far-western Nepal, the focus is on traditional menstrual practices and the surrounding contextual factors. The study explores the perception that menstrual blood is considered impure and needs to be cleaned. The researchers investigate various aspects of this belief, shedding light on the cultural, social, and environmental influences that contribute to such practices.

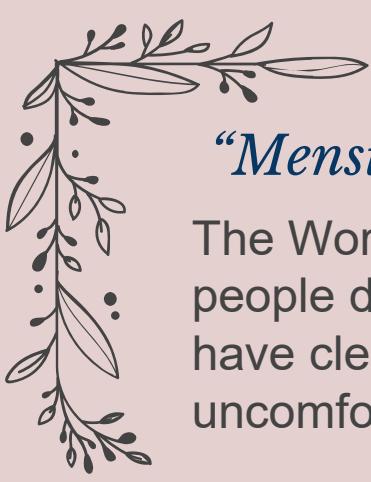
The study aims to understand why menstrual blood is perceived negatively and how these perceptions shape the practices of women in the studied communities. The researchers delve into the cultural norms, beliefs, and values that underlie the view of menstrual blood as "bad" or impure. This perspective leads to specific behaviors, such as segregating women during menstruation and applying cleaning rituals.

Contextual factors play a significant role in shaping these practices. The researchers analyze the social dynamics, economic conditions, and access to resources in these rural areas. They also explore the influence of education and awareness on menstrual health, as well as the role of traditional healers and community leaders in reinforcing these practices.

Overall, the study sheds light on the complex interplay between cultural beliefs, social norms, and environmental conditions in shaping traditional menstrual practices in far-western Nepal. It highlights the need for a holistic understanding of these practices and the importance of culturally sensitive interventions to promote better menstrual health and hygiene in these communities.



Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6537045/>



CASE STUDY 3

“Menstrual Health and Hygiene”

The World Bank's article talks about problems with periods and cleanliness in countries where people don't have a lot of money. Many girls and women there struggle because they don't have clean water, good toilets, or affordable things for their periods. This makes them sick and uncomfortable, and they might miss school. They also feel embarrassed because of this.

Girls missing school because of periods is a big problem. When they're not at school, they can't learn properly. This keeps them from doing well in their studies. This happens because they don't have good places to take care of themselves during their periods.

The article says that we need to solve these problems in a big way. It's not just about dealing with periods, but also making sure there are clean places to go to the bathroom and get clean water. Governments, groups that help people, and businesses should work together to fix these things. They should also teach girls about periods, make sure they know what to do, and make things like pads or tampons affordable and easy to get.

To end, the World Bank wants everyone to understand that dealing with periods well is really important. It's about making sure girls and women are treated fairly, stay healthy, and have the same chances as boys and men. When we all work together to fix these problems, things can get better for everyone.



Link: <https://www.worldbank.org/en/topic/water/brief/menstrual-health-and-hygiene>



Menstruation Health, Stigma, Misconceptions, and Lack of Education

Introduction

Menstruation is a natural and essential bodily process that half of the world's population experiences. Despite its universality, menstruation is surrounded by stigma, misconceptions, and a lack of education and awareness, which can lead to significant health issues for individuals experiencing it. This case study delves into the multifaceted aspects of menstruation, highlighting the health concerns related to it, the stigma associated with menstruation, common misconceptions, and the urgent need for improved education and awareness.

Health Issues Related to Menstruation:

- **Menstrual Hygiene Management (MHM):** Improper management of menstrual hygiene can lead to various health issues, including infections such as bacterial vaginosis, urinary tract infections, and fungal infections. Lack of access to clean sanitary products and proper facilities for changing and disposing of them exacerbates these problems.
- **Heavy Menstrual Bleeding:** Some individuals experience heavy menstrual bleeding (menorrhagia), which can lead to anemia due to excessive blood loss. Anemia can cause fatigue, weakness, and other health complications.
- **Dysmenorrhea:** Painful menstruation (dysmenorrhea) is common but often dismissed. Severe cramps can significantly impact a person's quality of life, leading to absenteeism from school or work.



Stigma Around Menstruation:

- **Cultural Taboos:** Many cultures view menstruation as impure or dirty, leading to exclusion from religious practices, social gatherings, and even family interactions. Such beliefs perpetuate shame and secrecy around menstruation.
- **Gender Inequality:** Stigma surrounding menstruation reinforces gender inequalities by treating menstruating individuals as inferior or less capable during their periods. This affects opportunities for education, work, and personal development.

Misconceptions about Menstruation:

- **Myth of Impurity:** The notion that menstruation is impure or contaminating persists in various cultures. This misconception reinforces stigma and negatively impacts mental health and self-esteem.
- **Menstrual Blood Myths:** Misunderstandings about menstrual blood being "bad" blood or indicating illness are common. Menstrual blood is a natural process of shedding the uterine lining and is not indicative of illness.



Lack of Education and Awareness:

- **Limited Sexual Education:** Many education systems fail to provide comprehensive sexual education, leaving students unprepared to understand menstrual health, leading to confusion and fear.
- **Global Disparities:** In many parts of the world, access to menstrual health education, hygienic products, and proper sanitation facilities is lacking, perpetuating health risks and reinforcing gender inequalities.

Recommendations:

- **Comprehensive Menstrual Health Education:** Implement age-appropriate and evidence-based menstrual health education in schools to destigmatize menstruation, address misconceptions, and promote proper menstrual hygiene.
- **Access to Menstrual Products:** Ensure that all individuals have access to affordable and quality menstrual products. This includes providing products in schools, workplaces, and public spaces.
- **Community Engagement:** Engage communities, religious leaders, and influencers in open conversations about menstruation to challenge cultural taboos and stereotypes.
- **Policy Changes:** Governments should prioritize menstrual health by creating policies that promote access to products, facilities, and education. This includes ensuring that menstrual health is included in school curricula, infusing menstrual health into public health policies, and addressing the social and economic barriers that prevent women and girls from accessing these basic necessities.



Conclusion:

Menstruation-related health issues, stigma, misconceptions, and lack of education are interconnected challenges that must be addressed collectively. By promoting accurate education, challenging stigma, and improving access to hygienic products and facilities, societies can create an environment where menstruating individuals can experience their menstrual cycles without shame, and with good health and dignity.



COMPETITIVE *ANALYSIS*

Feature	Flo	Clue	Clover	Period Tracker & Ovulation Pro	My Calendar
Design	4/5	4/5	3/5	4/5	4/5
Images	4/5	3/5	2/5	4/5	4/5
Search results	4/5	4/5	2/5	4/5	4/5
Filters	4/5	4/5	2/5	4/5	4/5
Sorting	4/5	4/5	2/5	4/5	4/5
Search results	4/5	4/5	2/5	4/5	4/5
	4/5	4/5	2/5	4/5	4/5
	4/5	4/5	2/5	4/5	4/5
Reviews	4.7/5 (App Store)	4.8/5 (App Store)	4.6/5 (App Store)	4.7/5 (App Store)	4.8/5 (App Store)
Load time and response	4/5	4/5	3/5	4/5	4/5
Privacy	4/5	4/5	3/5	4/5	4/5
Community	4/5	4/5	2/5	3/5	3/5

Feature	Avni	Menstrual Hygiene Day	Sirona	Hey Girls
Design	Modern and colorful	Simple and straightforward	Minimalist and elegant	Fun and playful
Content	Comprehensive and informative	Educational and interactive	Fact-checked and up-to-date	Personal and relatable
Community	Active and supportive	Large and growing	Small but close-knit	Welcoming and inclusive
Resources	Provides a variety of resources, such as articles, videos, and quizzes	Offers a toolkit for schools and communities	Provides access to medical professionals	Offers a range of products and services
Privacy	Respects user privacy	Adheres to GDPR standards	Collects only necessary data	Transparent about data collection and use
Accessibility	Accessible to people with disabilities	Optimized for mobile devices	Accessible in multiple languages	Accessible to people of all ages
Pricing	Free	Free	Paid subscription	Free
Shipping	Free shipping on orders over \$50	Shipping costs vary	Shipping costs vary	Free shipping on orders over \$50
Payment methods	Accepts credit cards, PayPal, and other major payment methods	Accepts credit cards and PayPal	Accepts credit cards and PayPal	Accepts credit cards and PayPal



SURVEYS



Section 1 of 3

"Breaking the Silence: Menstruation Experiences and Taboos"

The enduring problem surrounding menstruation and periods encompasses multifaceted dimensions. It begins with the deeply entrenched societal taboos and misinformation that shroud this natural biological process, hindering open discourse and understanding. Moreover, the inadequate education about menstruation perpetuates these misconceptions and limits access to proper menstrual management, hygiene, and products. This confluence of issues not only perpetuates gender disparities but also endangers the health and dignity of those affected. Addressing this problem necessitates a comprehensive approach that not only destigmatizes menstruation but also ensures universal access to quality menstrual products and hygiene practices, empowering individuals with the knowledge and resources needed to manage their periods with confidence and dignity.

Name *

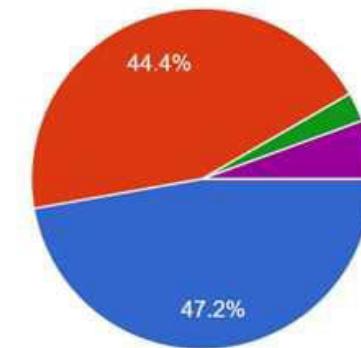
Short-answer text

Email-Id *

Short-answer text

Please enter your age

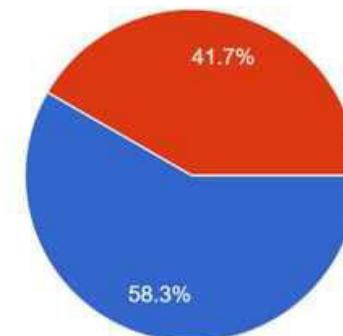
36 responses



- 15-20
- 21-25
- 26-30
- 31-40
- 41+

Gender

36 responses

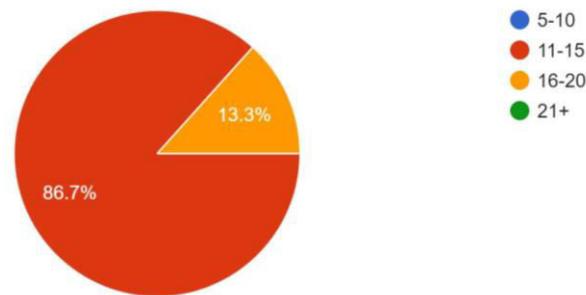


- Male
- Female

RESPONSES FROM FEMALES

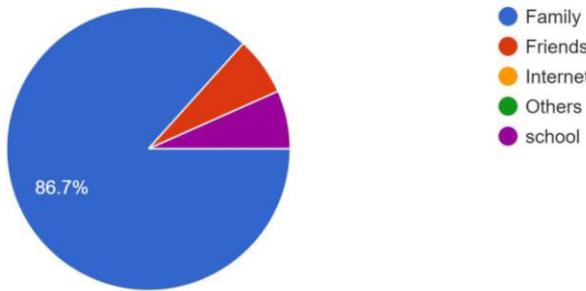
At what age did you got to know about periods?

15 responses



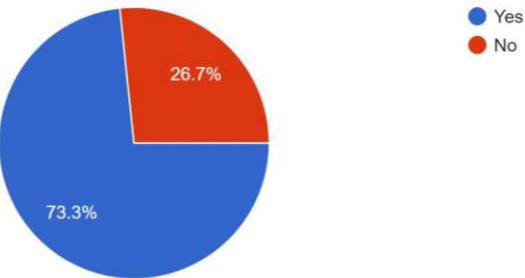
How were you initially introduced to the topic of menstruation?

15 responses



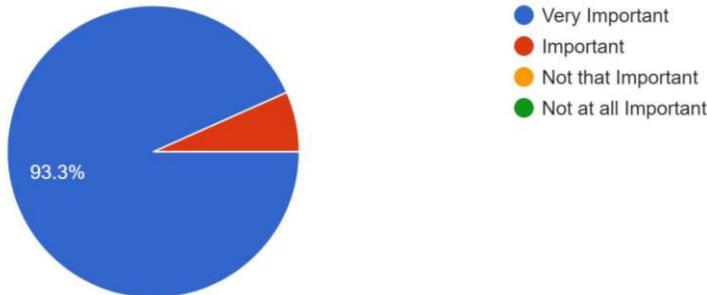
Were you aware about periods and menstruation when you first got them?

15 responses



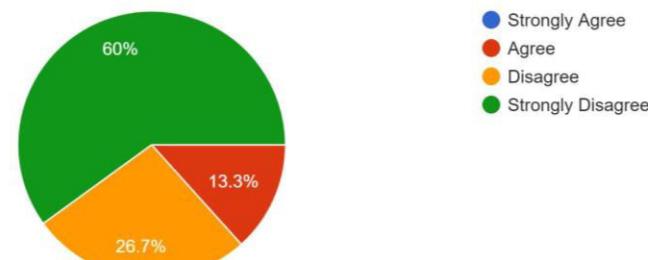
How important do you think it is to educate people regarding periods and menstruation?

15 responses



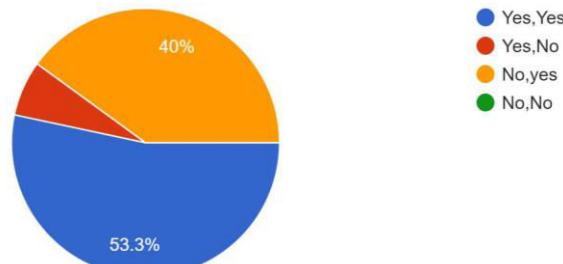
Is it necessary for individuals of only the female gender to be educated about menstruation and related matters?

15 responses



Have you ever experienced or observed bullying or discrimination against someone during their menstruation? Do you believe that comprehensive s...ould help prevent such occurrences in the future?

15 responses



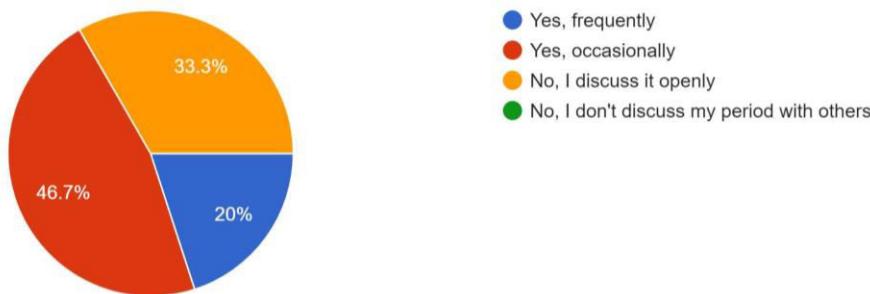
When it comes to discussing periods with your friends or family, do you:

15 responses



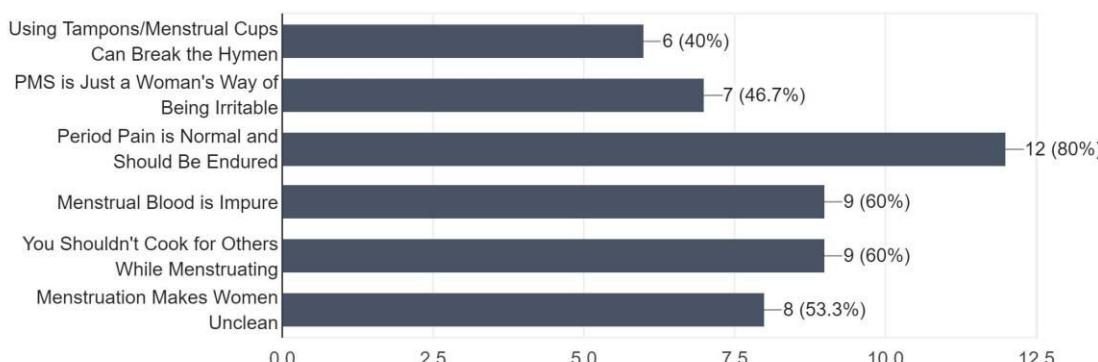
Have you ever avoided mentioning your period to friends or family because you thought it might make them uncomfortable?

15 responses



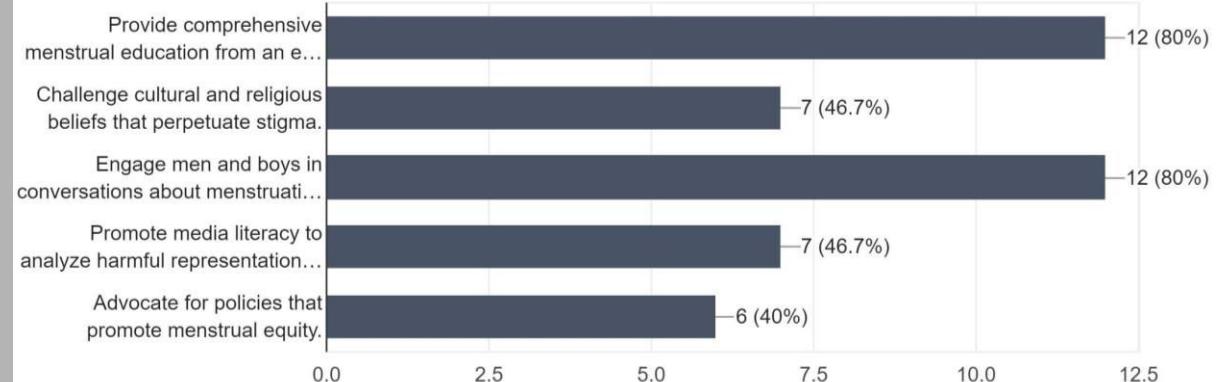
What are some myths about periods? (you can choose multiple)

15 responses



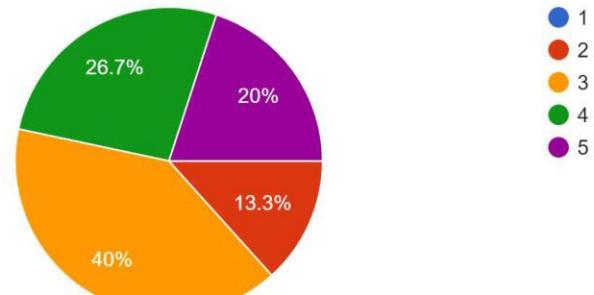
How can we break the Stigma or Taboo around Menstruation? (you can choose multiple)

15 responses



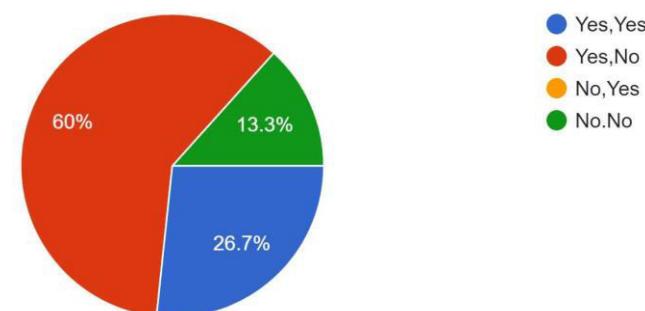
How painful or troublesome is your period on a scale of 1-5 (1 being the least bad)?

15 responses



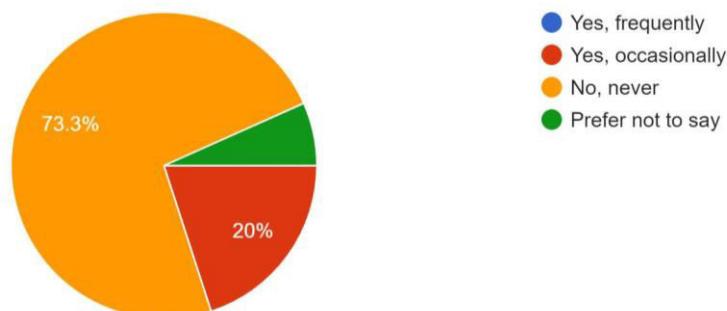
Do you know about PCOD,PCOS? If yes, Have you ever been diagnosed with any of them?

15 responses



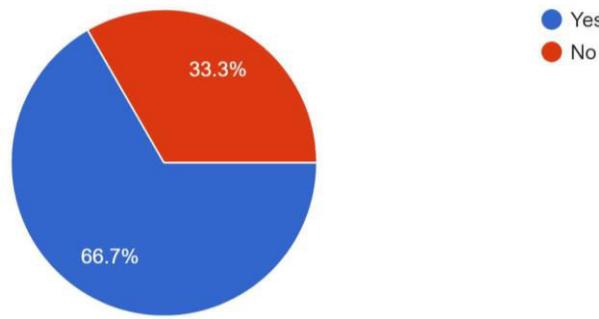
Have you ever faced challenges in accessing menstrual hygiene products due to financial constraints?

15 responses



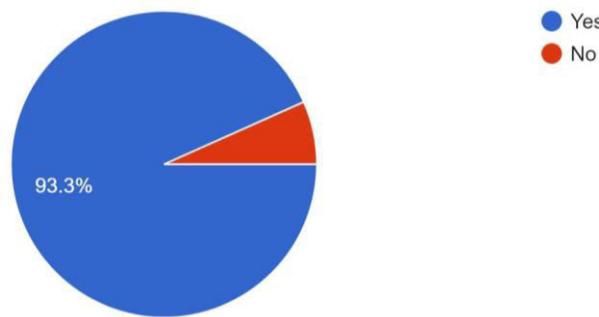
Is it challenging for you to determine what to eat, which exercises to do, which products to use, or whom to consult regarding periods?

15 responses



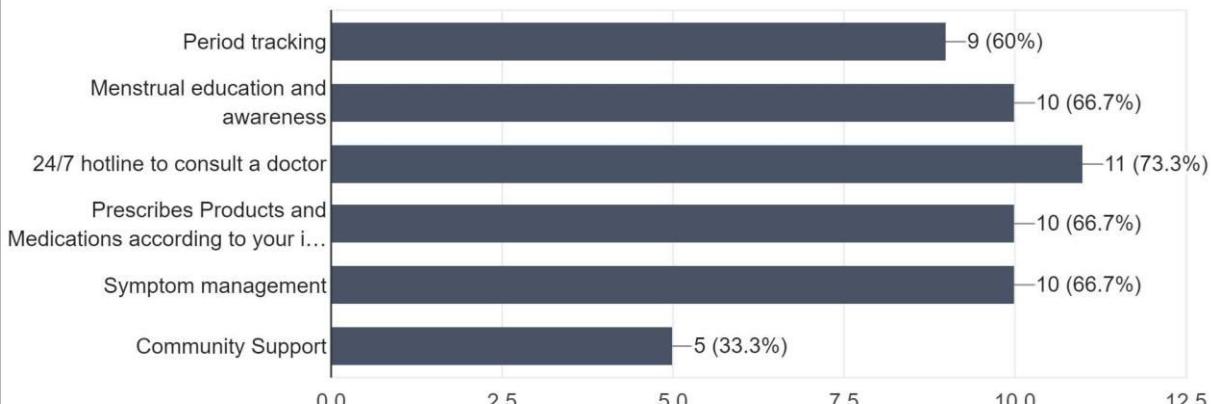
Would you like a single, centralized solution like an app or website that addresses all of these issues?

15 responses



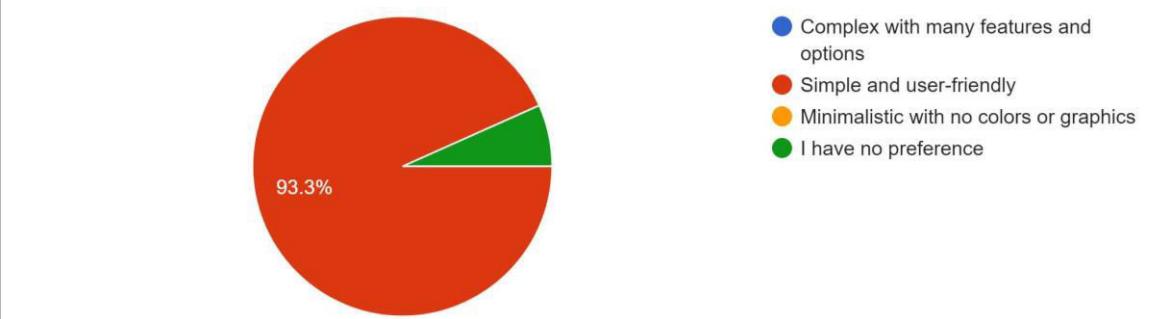
What features would you like that website or app to have?

15 responses



Which type of app design do you prefer for a period tracking app?

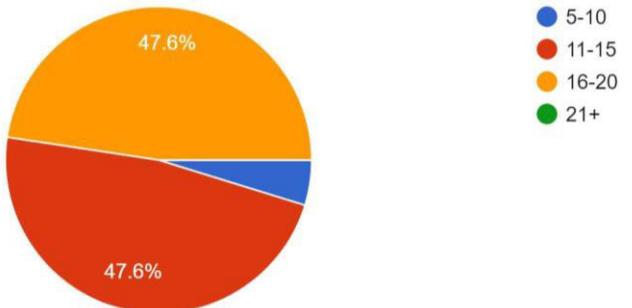
15 responses



RESPONSES FROM MALES

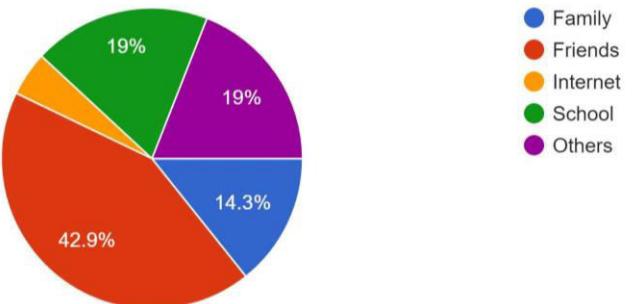
At what age did you got to know about periods?

21 responses



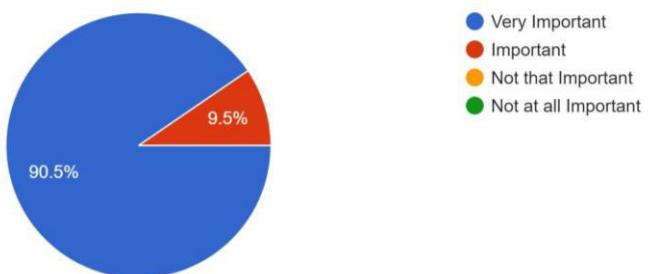
How were you initially introduced to the topic of menstruation?

21 responses



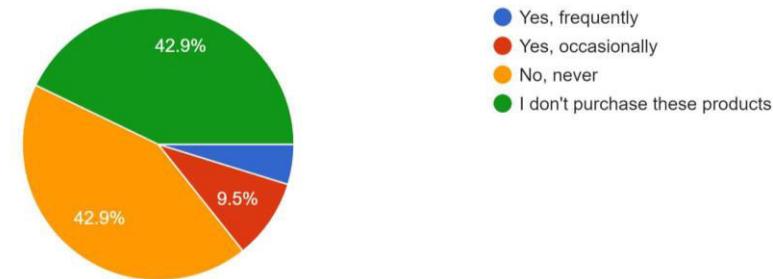
How important do you think it is to educate people regarding periods and menstruation?

21 responses



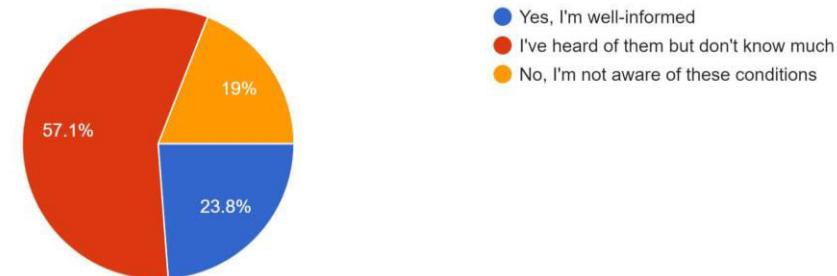
Have you ever felt embarrassed or ashamed to purchase menstrual hygiene products (e.g., pads, tampons) in public?

21 responses



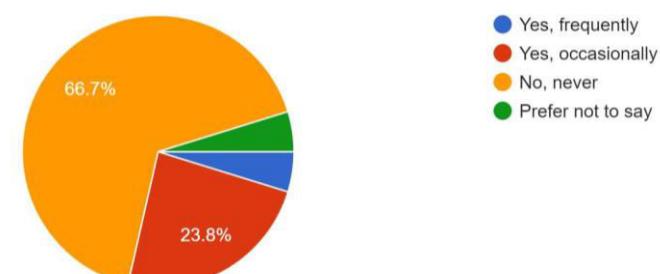
Are you aware of common menstrual disorders or health issues that can affect women during their periods (e.g., PCOS, endometriosis)?

21 responses



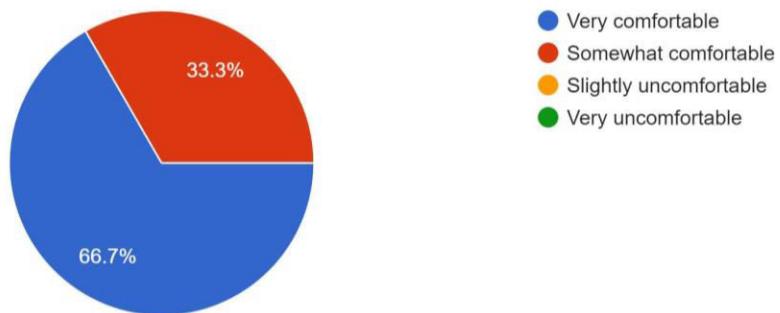
Have you ever witnessed bullying or teasing related to menstruation or female hygiene?

21 responses



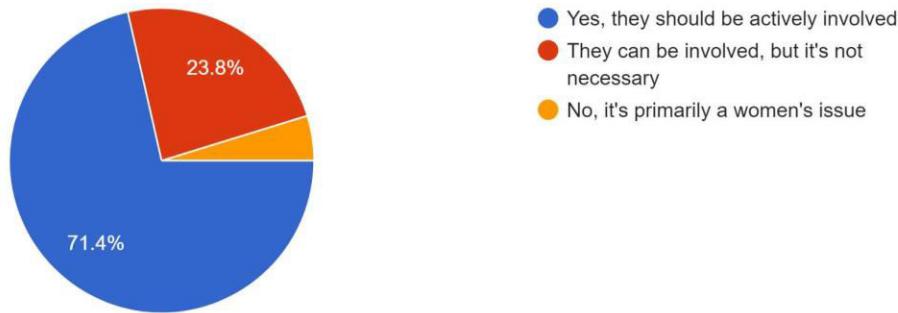
Would you feel comfortable discussing menstruation with your children or future children?

21 responses



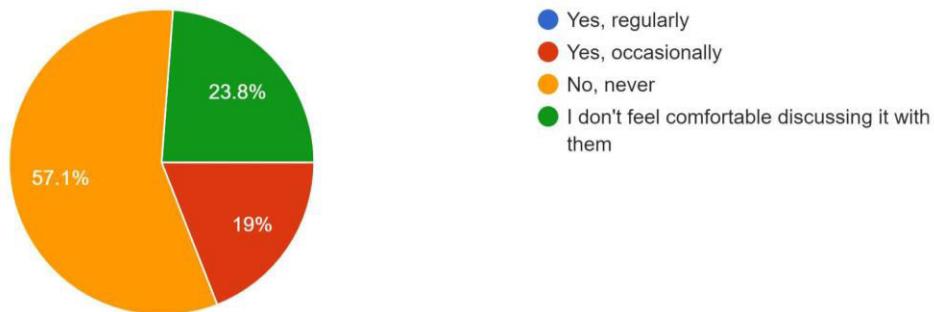
Do you think men should be actively involved in discussions and initiatives related to menstrual health and hygiene?

21 responses



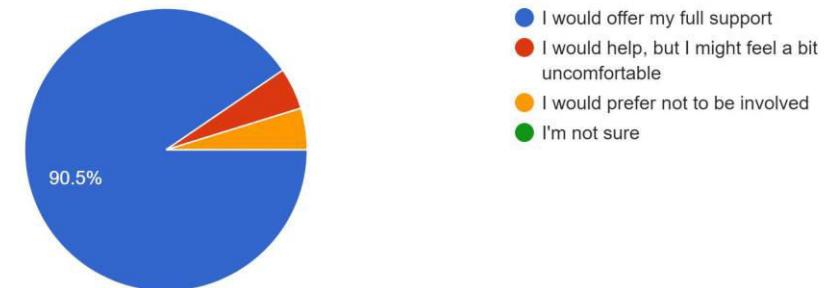
Have you ever discussed menstruation and female hygiene with your male family members?

21 responses



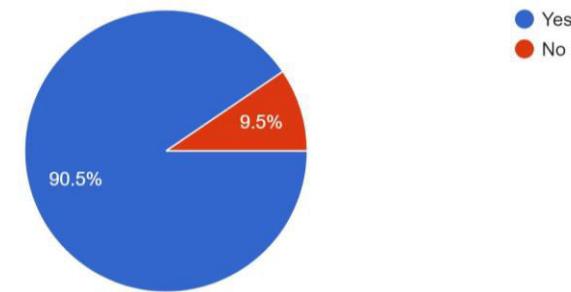
How would you react if a female friend or family member needed your support or assistance during her period?

21 responses



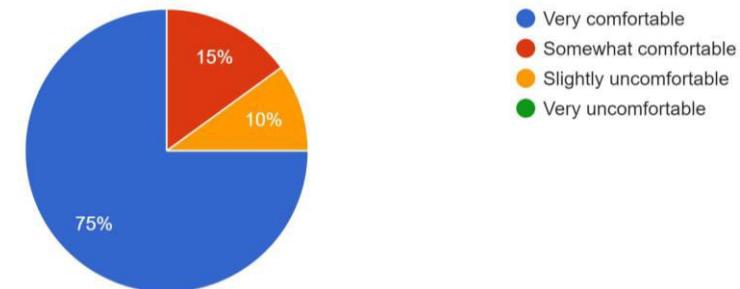
Would you like a single, centralized solution like an app or website that addresses all of these issues?

21 responses



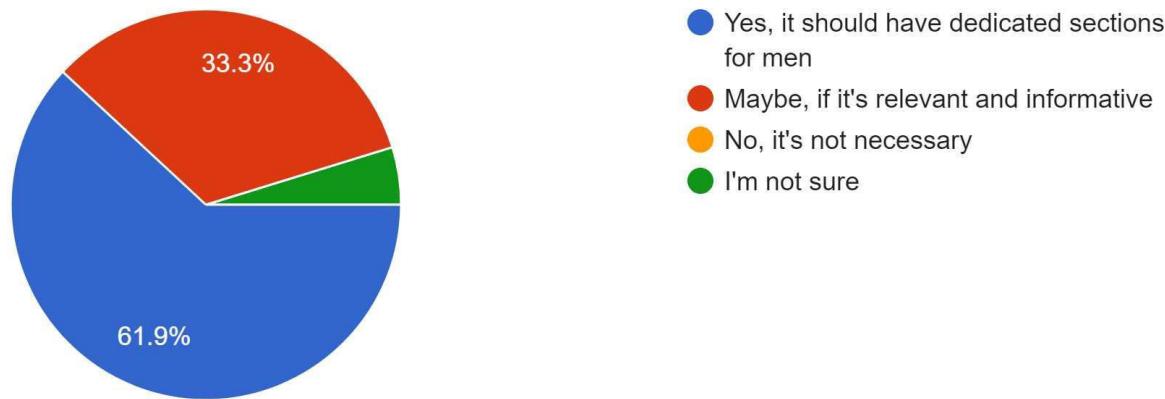
How comfortable are you using digital platforms (websites/apps) to access information about sensitive topics like menstruation?

20 responses



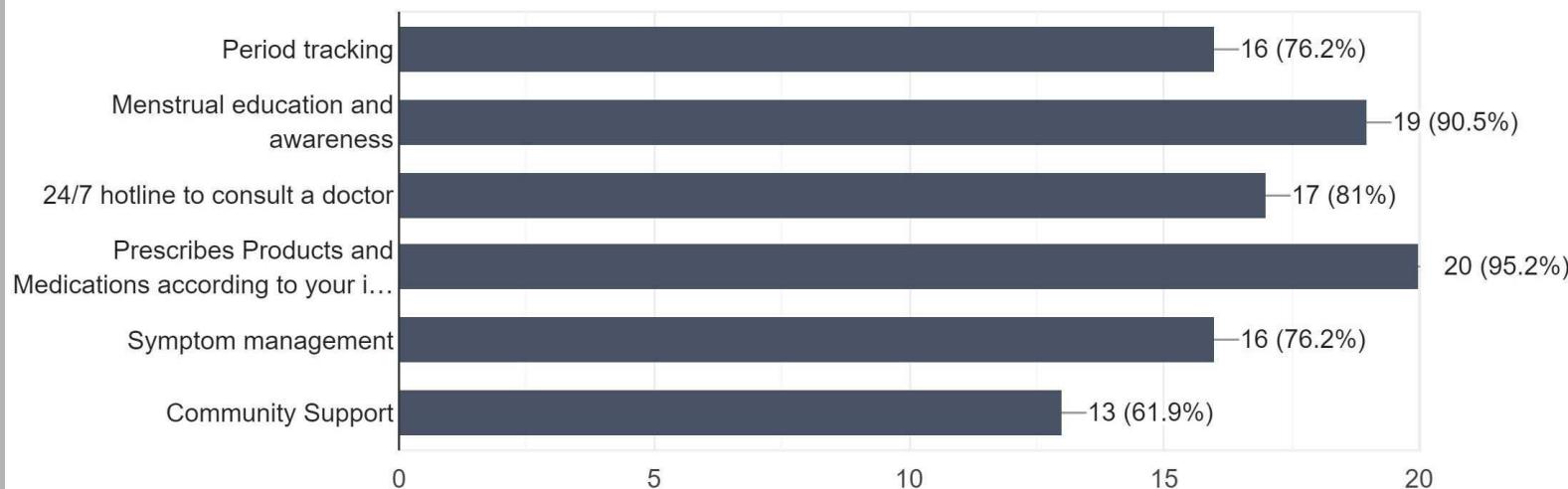
Do you think such a website or app should include sections specifically designed for men to better understand menstruation and support women?

21 responses



What features would you like that website or app to have?

21 responses





INTERVIEWS

INTERVIEWS



SHAMMI DI

MY HOUSEHELP



GUDDI

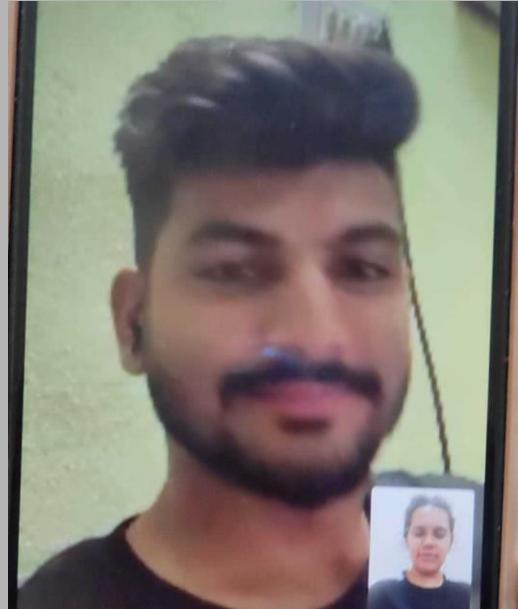
MY HOUSEHELP'S
YOUNGER SISTER

INTERVIEWS



DIPALI DINIYA

STUDENT AT LOVELY
PROFESSIONAL
UNIVERSITY
PERSUING B.ARCH



JAYDEV DER

STUDENT AT LOVELY
PROFESSIONAL
UNIVERSITY
PERSUING B.ARCH



PREETAM DAS

STUDENT AT LOVELY
PROFESSIONAL
UNIVERSITY AND
PERSUING B.TECH



INTERVIEWS

Questions about the interviewees' and their experiences

- What is your age range?
- What is your line of work?
- Are you married or single?
- Do you have any children?
- What are your hobbies and interests?
- What are your short-term and long-term goals?
- What are some of the things that frustrate you in your life?
- What are you passionate about?
- Have you ever experienced period poverty? If so, how did it affect you?
- Have you ever felt ashamed or embarrassed to talk about menstruation? If so, why?
- What are some of the ways that you have learned about menstruation?
- What are some of the challenges that you face in managing your period?
- What are some of the resources that you have found helpful in managing your period?

Questions about menstruation

- Do you think menstruation is a taboo topic? Why or why not?
- What are some of the challenges that women face in accessing menstrual hygiene products?
- Have you ever heard of the term "period poverty"? What does it mean to you?
- Do you think schools should provide menstrual hygiene products to students?
- What are some of the ways that we can break the taboo around menstruation?
- What are some of the myths and misconceptions about menstruation that you have heard?
- How do you think the media portrays menstruation?
- Do you think there is enough education about menstruation in schools?

Question regarding its solutions

What are some of the ways that we

- can make menstrual hygiene products more affordable?
- can challenge the stigma around menstruation
- can empower girls and women to talk about menstruation?
- can support organizations that are working to break the taboo around menstruation?
- can make our workplaces more inclusive of people who menstruate?
- can make our healthcare systems more responsive to the needs of people who menstruate?
- can make our families more understanding of menstruation?



USER *PERSONA*

Preetam Das



AGE

20

EDUCATION

BTech(CSE)

STATUS

Unmarried

OCCUPATION

Student

LOCATION

Orrisa

TECH LITERATE

High

“I hope that women within our society would feel more comfortable discussing the taboos and challenges surrounding menstruation and feminine hygiene.

Personality

Introvert Thinker

Bio

Preetam is currently residing in Phagwara, Punjab, pursuing his bachelor's degree in Computer Science and Engineering. He strives for a healthier lifestyle, while also diligently advancing in his career. Simultaneously, he holds the position of CEO at one of the most esteemed organizations within his college.

Core needs

- Actively participate in conversations to eradicate taboos.
- Learn more about menstruation and related issues.
- Understanding women's challenges and experience.

Frustrations

- Lack of sources to learn about menstruation.
- Individuals evading conversations and failing to recognize the challenges faced by women.
- Individuals perceiving women who are menstruating as impure or dirty.

Brands



Rating Of Interview



Platform



Website Mobile App

Shammi Didi



AGE

35

EDUCATION

10th Pass

STATUS

Married, Mother of 3

OCCUPATION

Househelp

LOCATION

Bihar

TECH LITERATE

Low

“ As a mother to three wonderful daughters, I find immense joy in witnessing the progress and evolution in dismantling these taboos and stigmas surrounding this sensitive topic!

Personality

Extrovert Cheerful

Bio

Shammi resides in Phagwara, Punjab, working full-time as a housemaid. She lives with her three daughters and works tirelessly to provide for them. She's a tea lover and thoroughly enjoys conversing with people. Her cheerful personality brightens up the mood of those around her.

Core needs

- Adequate access to menstrual hygiene products.
- Supportive environment that acknowledges and accommodates menstrual needs.
- Proper information about periods in her own language.

Frustrations

- Extremely expensive healthcare.
- People unwilling to consider menstruation as something significant.
- Individuals perceiving women who are menstruating as impure or dirty.

Brands



Rating Of Interview



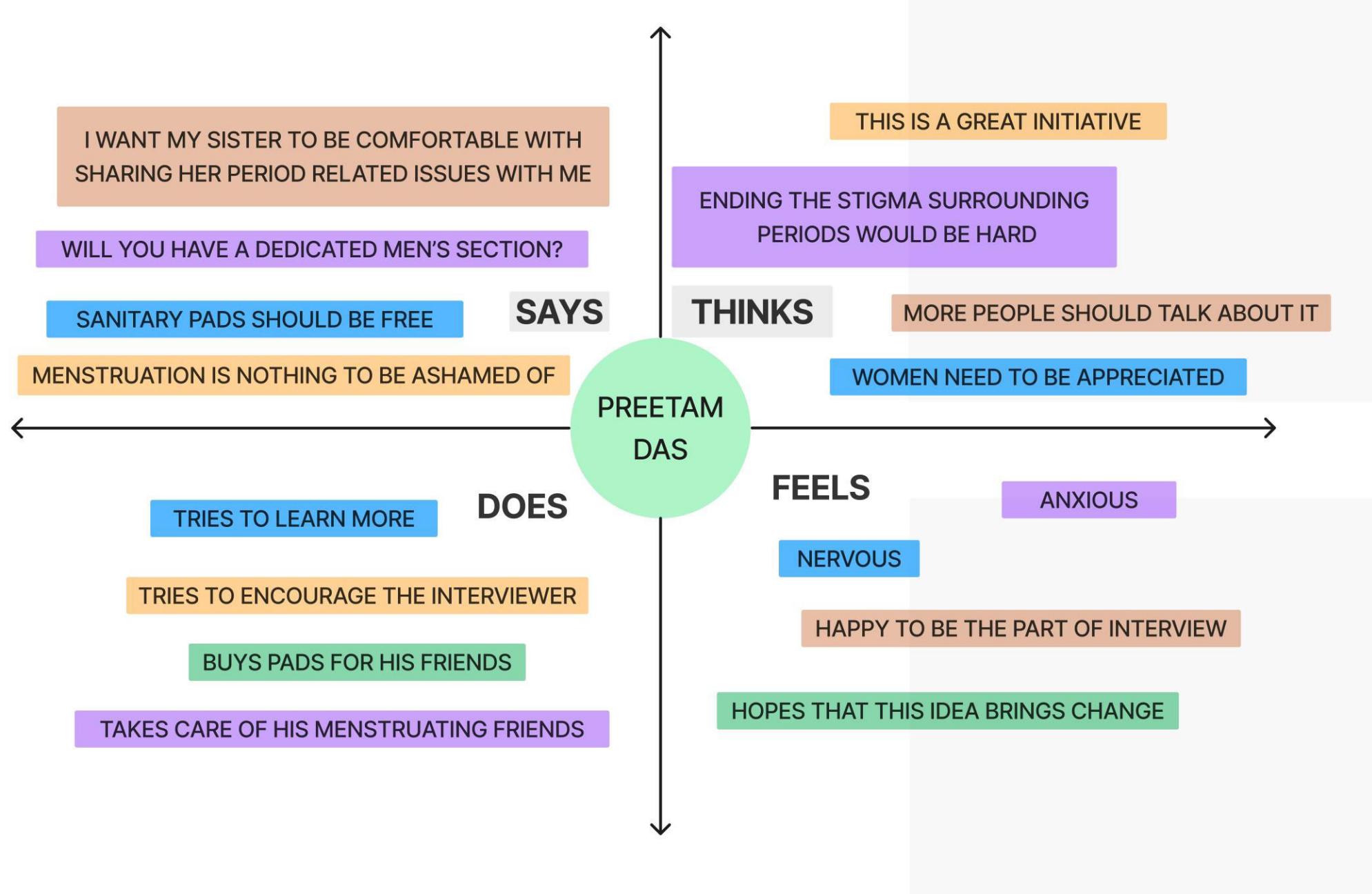
Platform

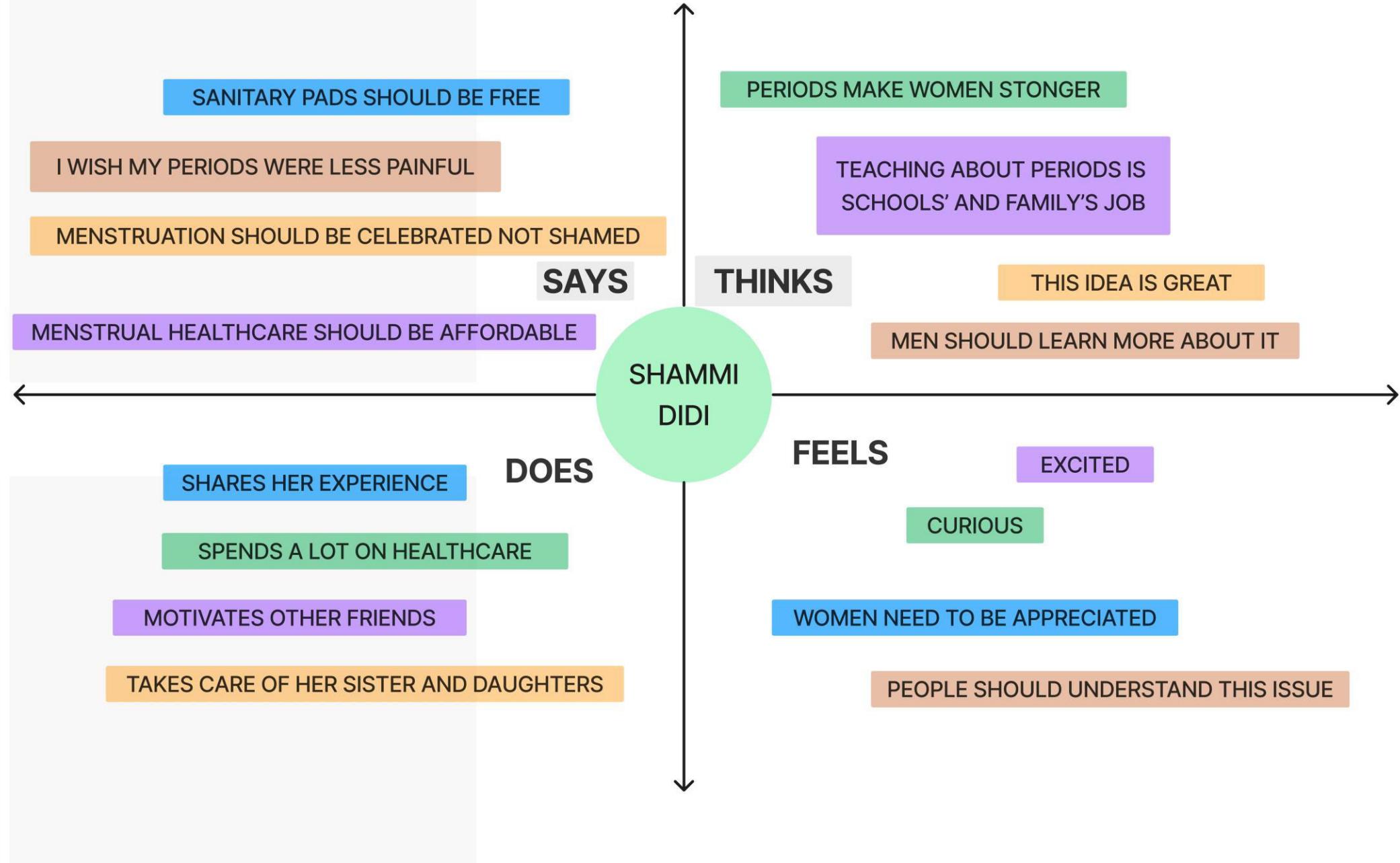


Website
Mobile App



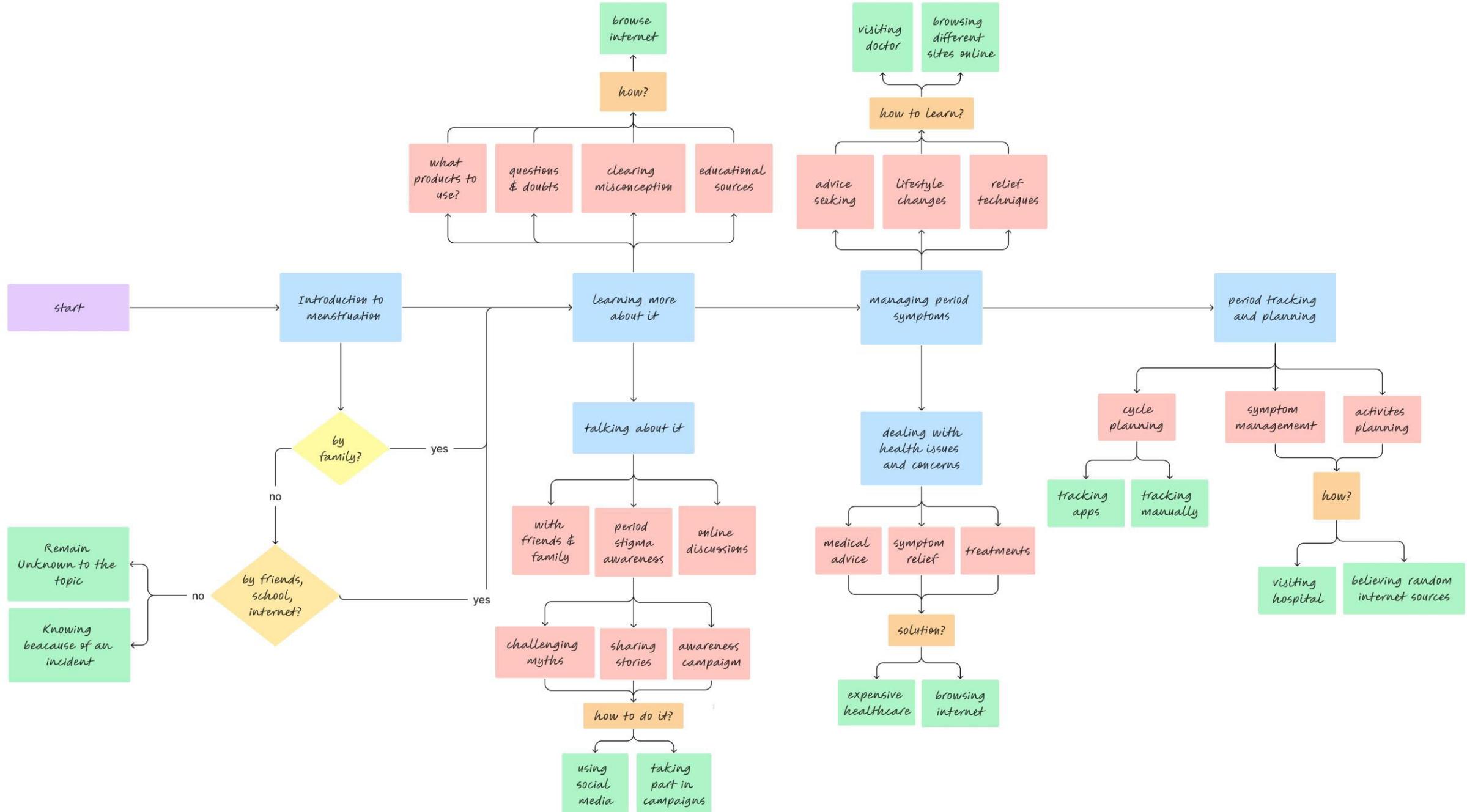
EMPATHY MAPPING







CURRENT USER FLOW





INSIGHTS

FINDINGS

1. I want a dedicated section for men to understand menstruation better

-Preetam Das

2. I want a easier way of learning. I find English really hard.

-Guddi

3. I wish menstrual healthcare was not that expensive.

-Shammi Di

4. Differing from typical apps, I aim to monitor the menstrual cycles of several individuals, enabling me to support and care for my mother, sisters, and girlfriend collectively.

-Jaydev Der

5. I want a one-stop solution for all my period issues – from tracking my cycles to determining what to eat, which products to use, and what lifestyle changes to make according to my health. Instead of searching for solutions on different apps or websites, I'd like everything in one place.

-Dipali Diniya

INSIGHTS

Rather than segregating sections based on gender, we will implement informative tags on content, videos, and information accessible to everyone, promoting better understanding for all while catering specifically to men's needs.

I intend to incorporate a wide range of language options to ensure its accessibility to diverse communities, allowing people from various backgrounds to use it comfortably.

Connect compassionate gynecologists interested in contributing to a greater cause by providing toll-free consultation numbers, offering an affordable and convenient alternative to expensive hospital visits.

Create a unique feature allowing users to track multiple menstrual cycles, fostering inclusive support for family members and loved ones within the app.

Develop an integrated app that combines cycle tracking, personalized dietary recommendations, product suggestions, and health-oriented lifestyle adjustments, streamlining all period-related needs in one accessible platform. (which itself is our main objective)



REDEFINE DESIGN BRIEF



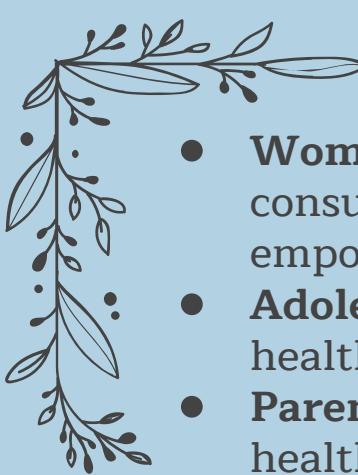
OVERVIEW

We are embarking on the creation of a revolutionary menstrual health app that aims to provide an all-encompassing solution to various period-related concerns. By addressing findings from user insights and combining them with our main objective, we are developing a user-centric app that promotes understanding, accessibility, affordability, inclusivity, and convenience for users of all backgrounds.

OBJECTIVE

Our primary objective is to create an inclusive and informative menstrual health app that tackles the multifaceted aspects of menstruation. By conducting a comprehensive exploration of physiological, emotional, cultural, and societal influences, we aim to revolutionize period health education. This app will combat stigma, rectify misconceptions, and empower users with practical resources for informed menstrual health management.





TARGET AUDIENCE

- **Women of Reproductive Age:** Providing comprehensive menstrual education, health consultancy, diet and exercise guidance, product recommendations, and multi-cycle tracking to empower holistic menstrual well-being.
 - **Adolescents and Young Adults:** Offering education about menstruation, emotional support, health advice, and cycle tracking for healthy transitions into adulthood.
 - **Parents and Caregivers:** Equipping them to educate their children about menstruation, offering health insights, and promoting a nurturing environment.
 - **Health Enthusiasts:** Providing menstrual cycle-aware exercise and diet recommendations to align fitness routines with hormonal fluctuation.
 - **Fertility Planning Individuals:** Offering precise cycle tracking, fertility insights, and guidance for family planning.
 - **Menstrual Health Seekers:** Catering to those with menstrual issues through educational content, health consultancy, and personalized solutions.
 - **Busy Professionals:** Providing a convenient platform for tracking cycles, accessing health advice, and managing menstrual health in their demanding schedules.
 - **Menstrual Product Users:** Recommending suitable products based on individual preferences and cycle phases for optimal comfort and hygiene.
 - **Women with PCOD/PCOS etc:** Providing tailored advice and support for managing menstrual health alongside chronic health issues.
 - **Community Support Groups:** Facilitating a space for individuals to share experiences, seek advice, and learn from each other.
 - **Women in Pre- and Post-Menopause:** Educating about the changes in menstrual patterns during these life stages and offering health recommendations.
 - **Multilingual Communities:** Bridging gaps with content in diverse languages.
 - **Underserved and Marginalized Communities:** Combating stigma through accessible education.
- 



FEATURES *LIST*



Features List

- *Educational Content about Menstruation*

Access informative articles and resources covering various aspects of menstruation. From menstrual health basics to in-depth information on conditions, the app provides a comprehensive educational hub for users seeking knowledge about their reproductive health.

- *Tracking Cycles*

Effortlessly log and monitor menstrual cycles, including start and end dates, flow intensity, symptoms, and moods. Predict future cycles, providing users with personalized insights based on historical data.

- *Free health advice/ Doctor consultation*

Connect with healthcare professionals for personalized health advice or consultations via chat or call. Obtain expert guidance on menstrual health concerns and receive support from the convenience of your mobile device, promoting user well-being.

- *FAQs*

Quickly find answers to common questions about the app's features, usage, and menstrual health. The FAQ section serves as a user-friendly resource, providing clarity and addressing queries efficiently.

- *Community Support*

Engage in a supportive community where users share experiences, stories, and advice. Participate in forums, find encouragement from others facing similar challenges, and build connections within a caring environment focused on menstrual health.

- *Donate*

The app facilitates easy and secure donations, empowering users to contribute to menstrual health initiatives. Whether supporting awareness, research, or accessibility, users can make a meaningful impact through a streamlined donation process.



SCENERIO BUILDING



Scenerio 1:

A user suffers with PCOS and is not sure how to deal with it.

Solution 1:

Detailed information on variety of period related issues. 24-7 Health Consult available.

Scenerio 2:

A user finds it difficult to track periods of his mother, sister and girlfriend at the same time.

Solution 2:

Allowing users to track multiple period cycles from a single account, Notifying user with every small detail

Scenerio 3:

A user wants to learn more about periods to help and understand his sister better.

Solution 3:

Blogs, where user can learn about experiences for different people, Dedicated section to educate people on menstruation.





SPECIFICATIONS

Name: Flowie

Target User Group

- Females of reproductive age.
- People of all ages who want to learn about menstruation.
- People who find healthcare really expensive and want free consultation.
- People planning to track their period cycle.

Market:

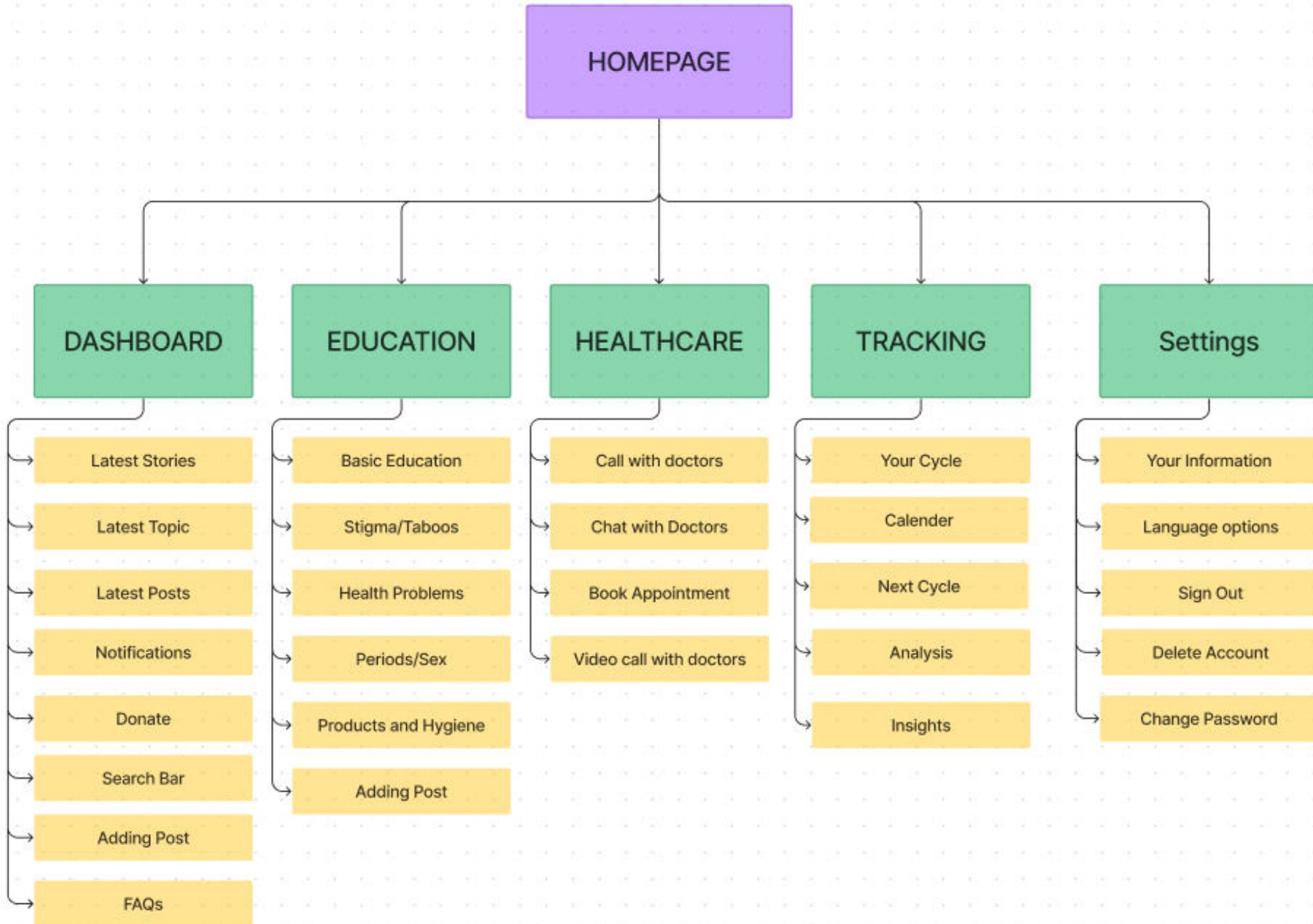
The market for this app is diverse, targeting individuals of menstruating age and those interested in menstrual health.

It appeals to users seeking a comprehensive solution for cycle tracking, educational resources, and community support.

With a growing global focus on women's health, the app caters to a broad demographic, including those with irregular cycles, specific health conditions, or simply looking for a supportive platform. It can attract users interested in proactive menstrual health management, making it relevant in both developed and developing regions where menstrual health awareness is on the rise. Additionally, the app could appeal to healthcare professionals seeking to engage with patients in a digital space. The market potential lies not only in addressing common period-related concerns but also in fostering a community-driven approach to menstrual well-being.



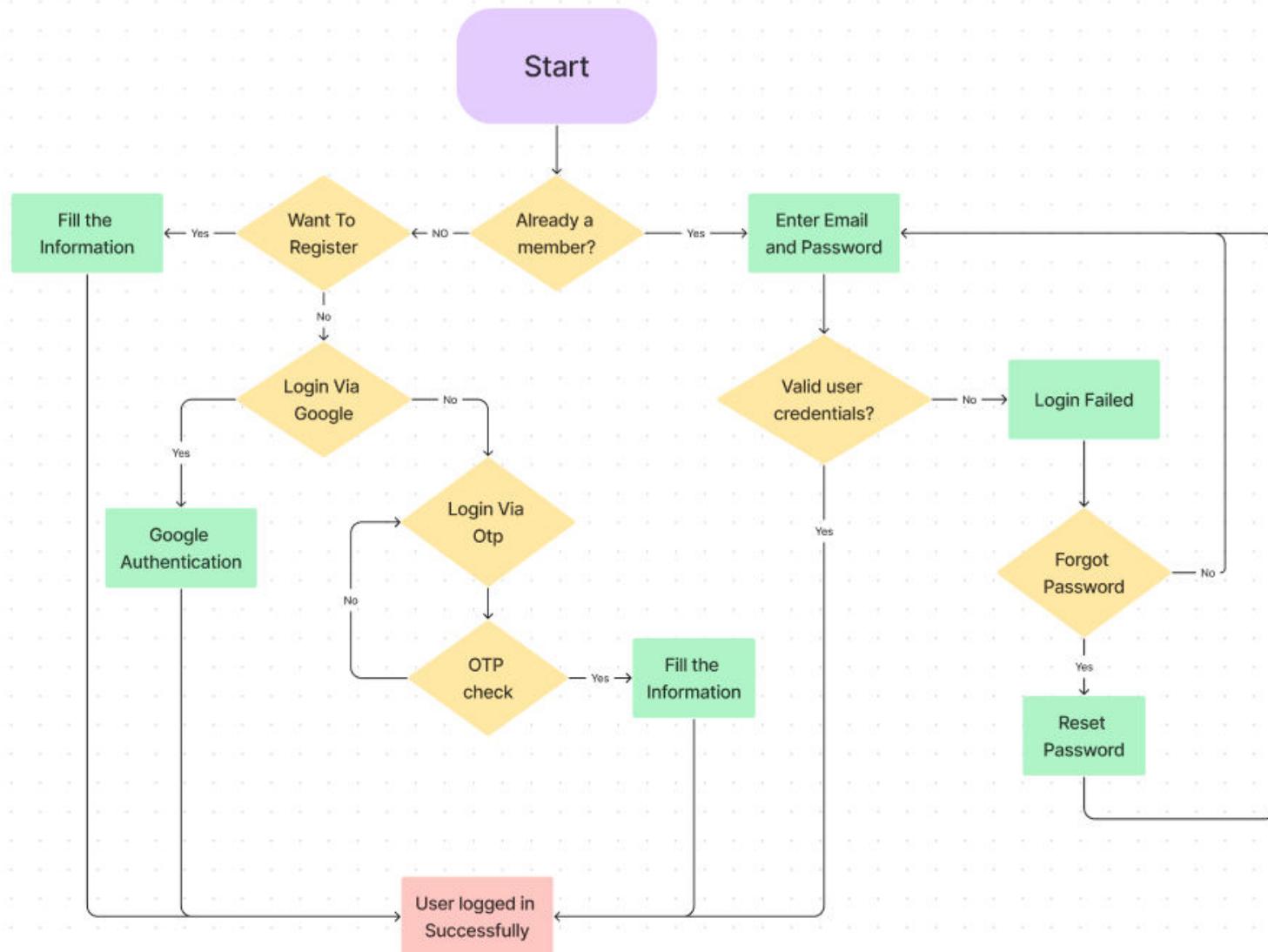
INFORMATION ARCHITECTURE



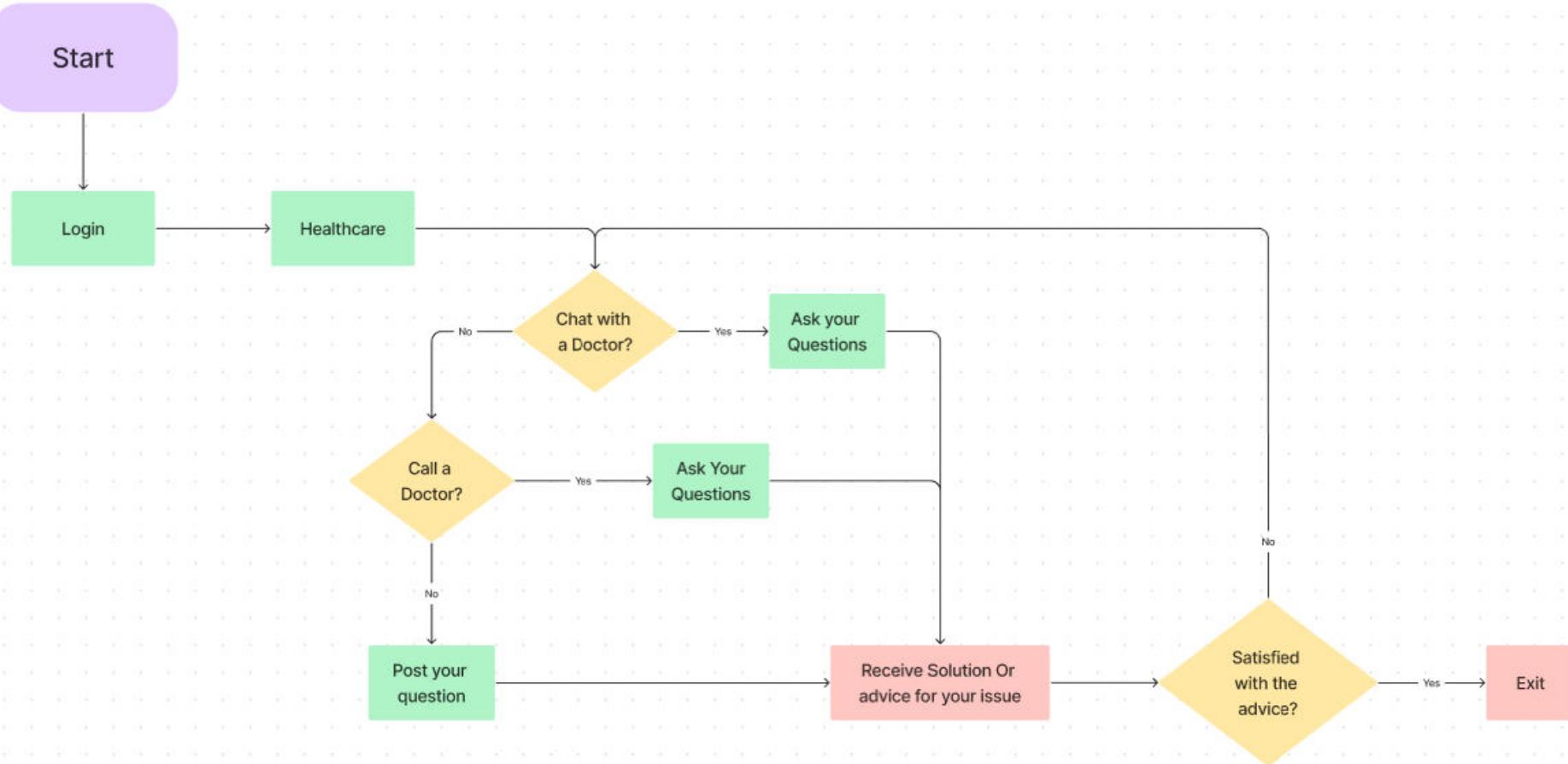


NEW USER FLOW

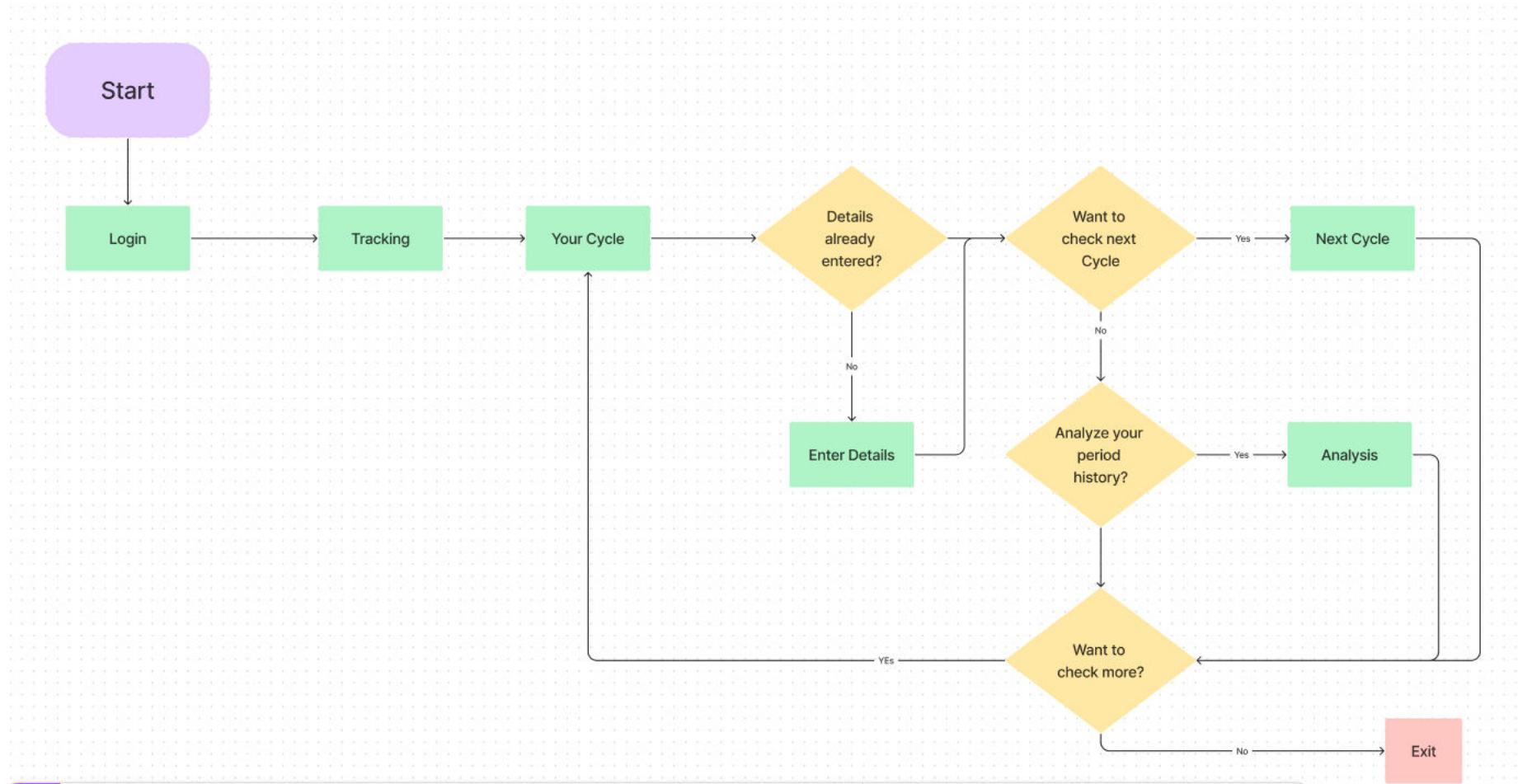
Login/Sign-up User Flow



Health Consulting User Flow



Period Tracking User Flow





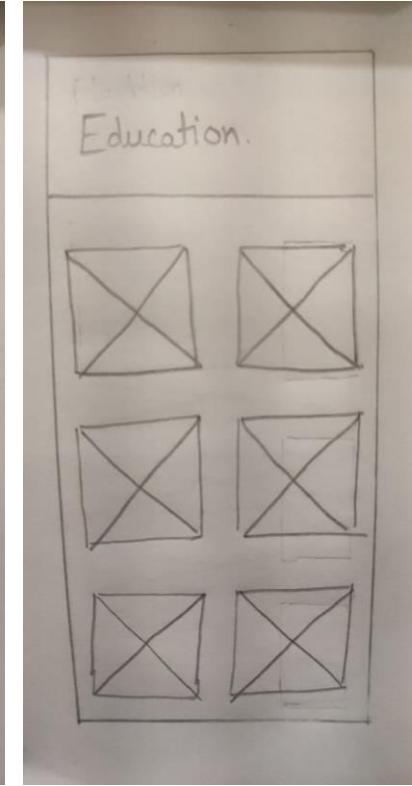
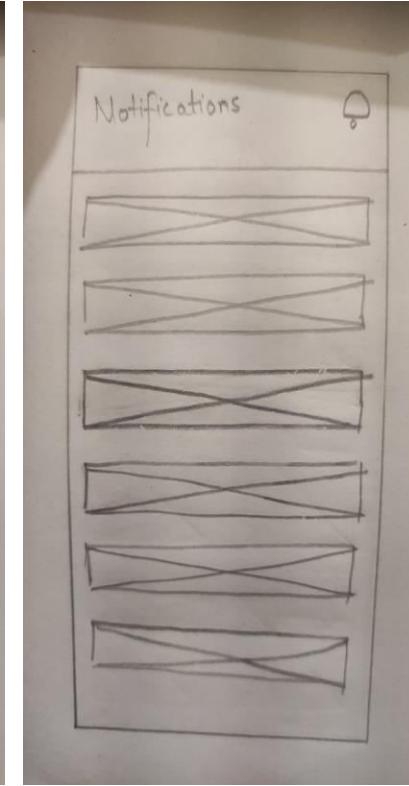
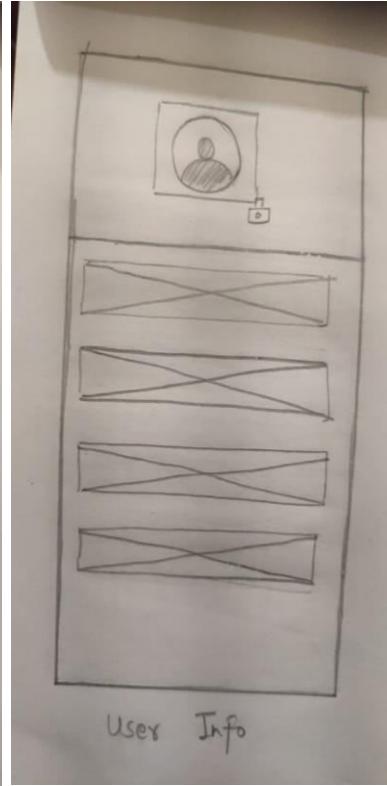
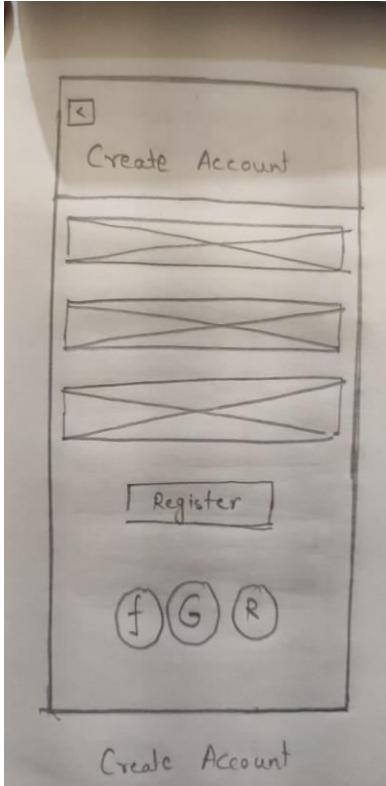
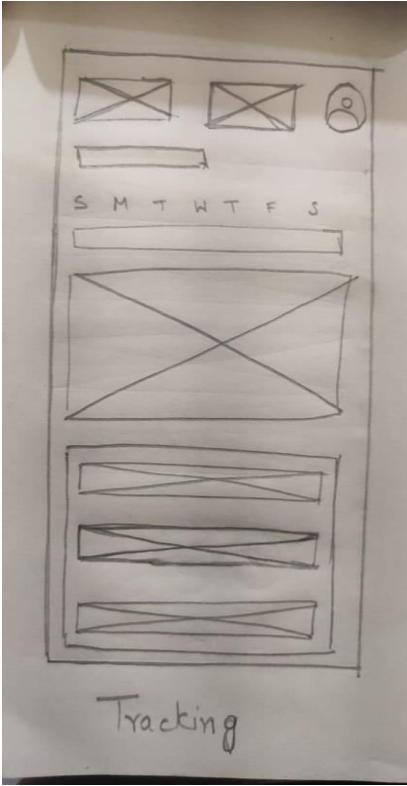
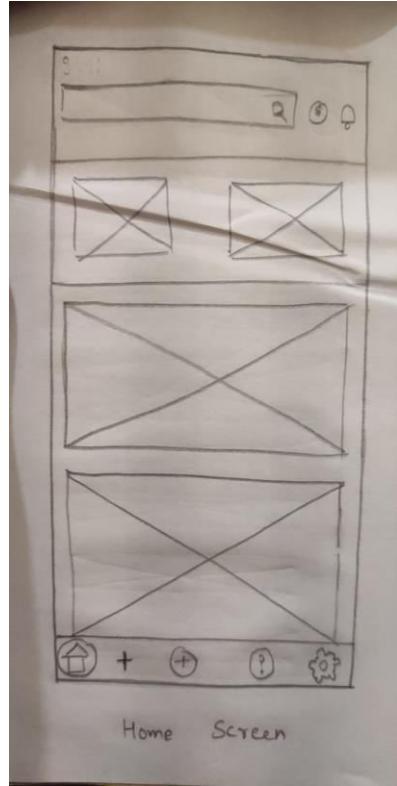
Business Canvas Model

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> • Health professionals • Investors • NGO's • Institutions • Communities 	<ul style="list-style-type: none"> • Tracking multiple cycles • Posting content • Free health consultation • Learning about menstruation • Sharing personal experiences 	<ul style="list-style-type: none"> • Menstruating Women • Free medical Advice • Custom recommendations <p>• For Health Professionals:</p> <ul style="list-style-type: none"> Using their knowledge to help people Earning from their work <p>• For Women and Men :</p> <ul style="list-style-type: none"> To learn about periods To track many cycles 	<ul style="list-style-type: none"> • User friendly app interface • Free health consultations regarding periods • Multiple cycle tracking • Sharing personal experience 	<ul style="list-style-type: none"> • Women of reproductive age • People trying to learn about menstruation • Women facing period related health issues • Health professionals willing to help and educate people about menstruation • People who want to track their or their loved ones period cycle
	Key Resources		Channels	
	<ul style="list-style-type: none"> • Technology Platform • Content by health professionals • People's personal experience 		<ul style="list-style-type: none"> • Mobile App • Ads on Social Media like instagram • Ad posters outside OBGYN clinics 	

Cost Structures	Revenue Streams
<ul style="list-style-type: none"> • Material fees • Health professional expense • Marketing expense • Technical Maintenance 	<ul style="list-style-type: none"> • Government funds • Donations • Grant • Ads

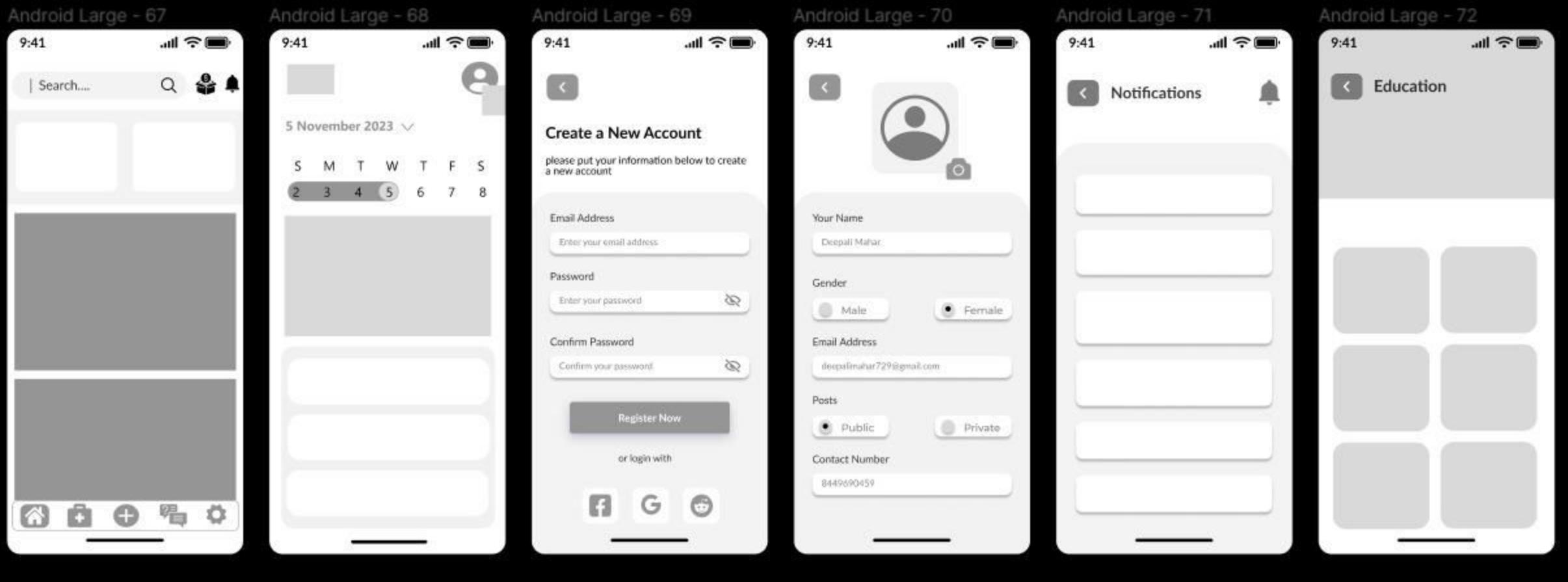


Low Fidelity Wireframes





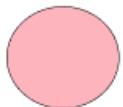
High Fidelity Wireframes





Style Guide

Color Palette



#FEB4BD



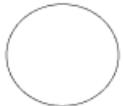
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#F4F3F3



#FFFFFF



#4DB323



#7B7B7B

Typography

Bold

Heading 1**Heading 2****Heading 3****Heading 4****Heading 5****Heading 6**

Body

Caption

Small

Tiny

Regular

Heading 1**Heading 2****Heading 3****Heading 4****Heading 5****Heading 6**

Body

Caption

Small

Tiny

Thin

Heading 1**Heading 2****Heading 3****Heading 4****Heading 5****Heading 6**

Body

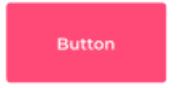
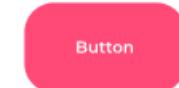
Caption

Small

Tiny

Font Used : Lato

Buttons



Iconography





Final UI Screens

1. starting screen

9:41

FLOWIE
Know your flow, know yourself.



2. intro screen 1

9:41

Next >



Track your cycles and know your body

skip

3. intro screen 2

9:41

< Previous Next >



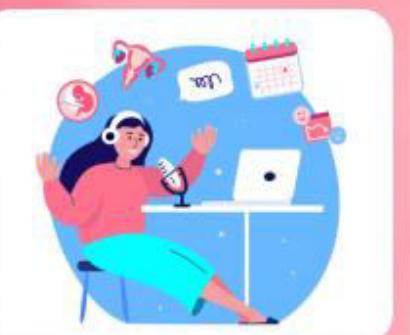
Learn more about menstruation and related issues

skip

4. intro screen 3

9:41

< Previous Next >



Get free health advice, consultation, and answers to all your period-related questions

skip

5. intro screen 4

9:41

< Previous



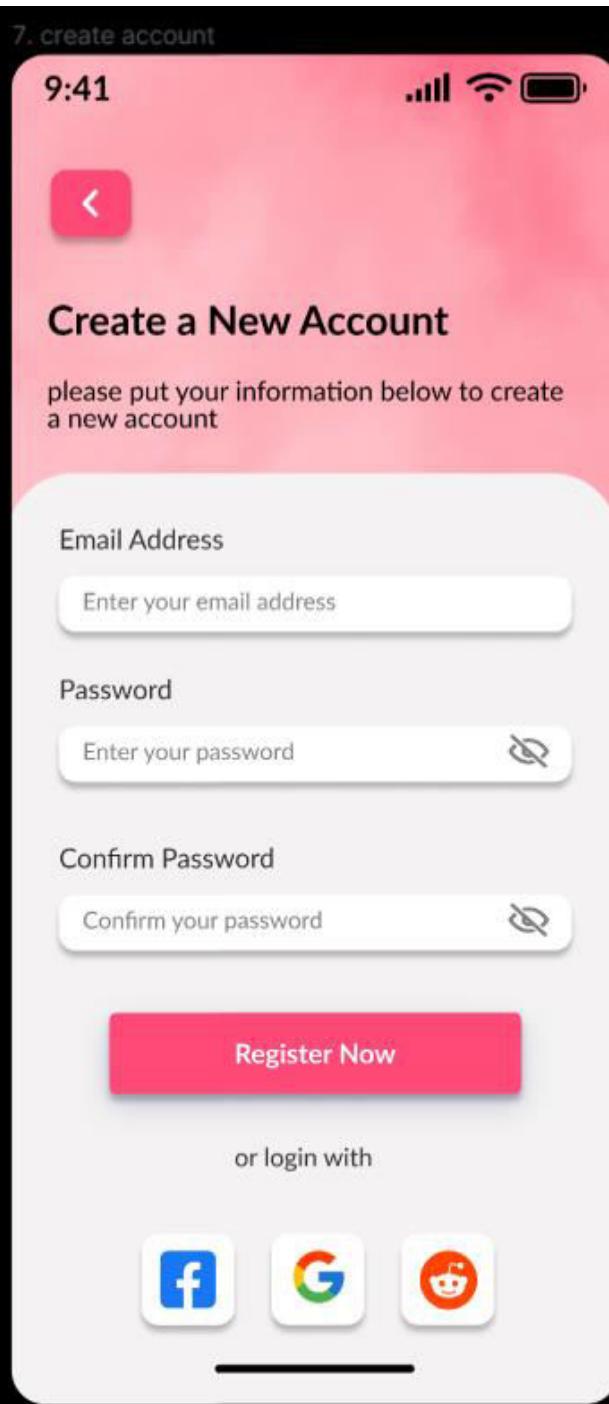
Periods are not a taboo, love yourself and share your thoughts and experiences with the world

Continue

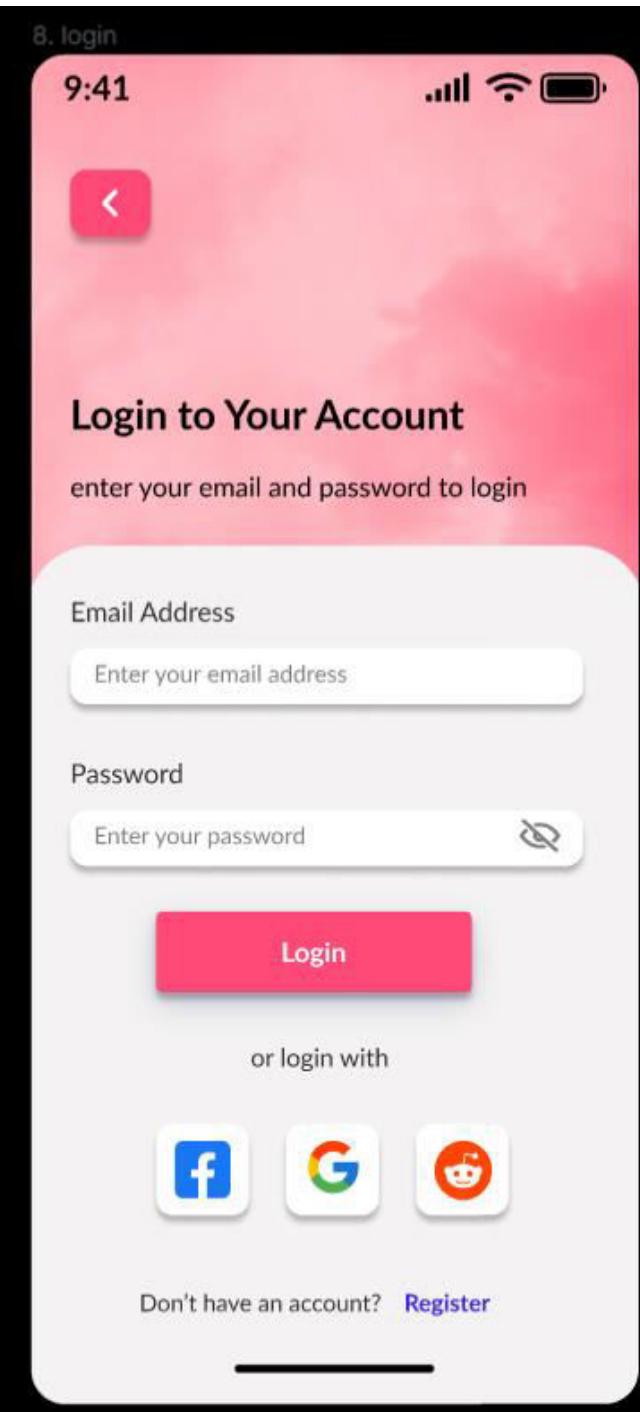
6. intro screen 5



7. create account



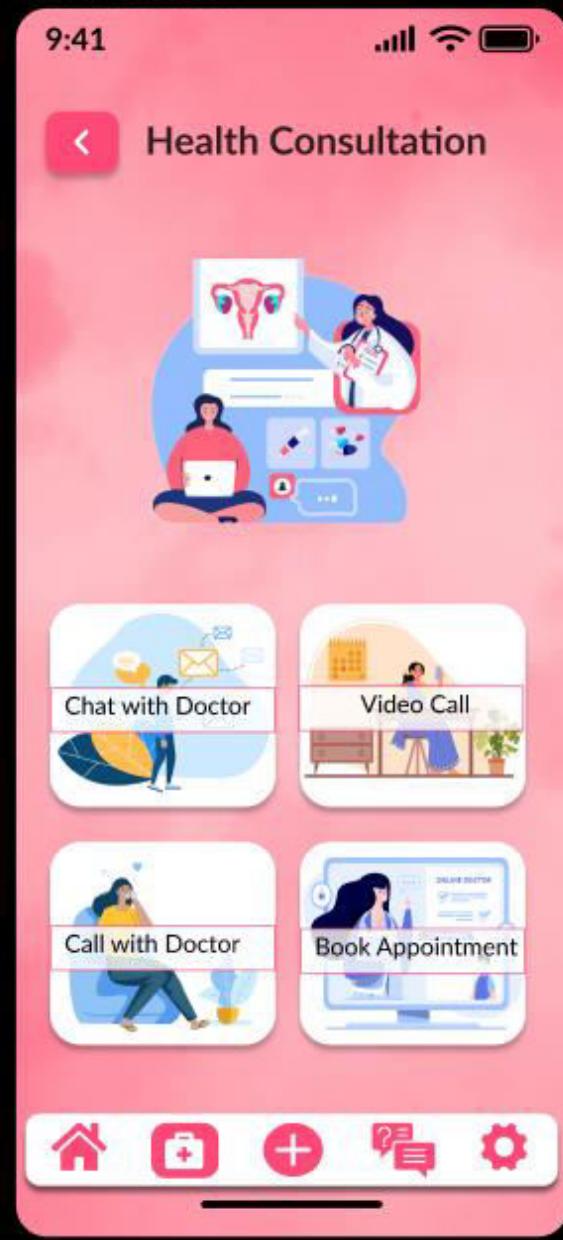
8. login



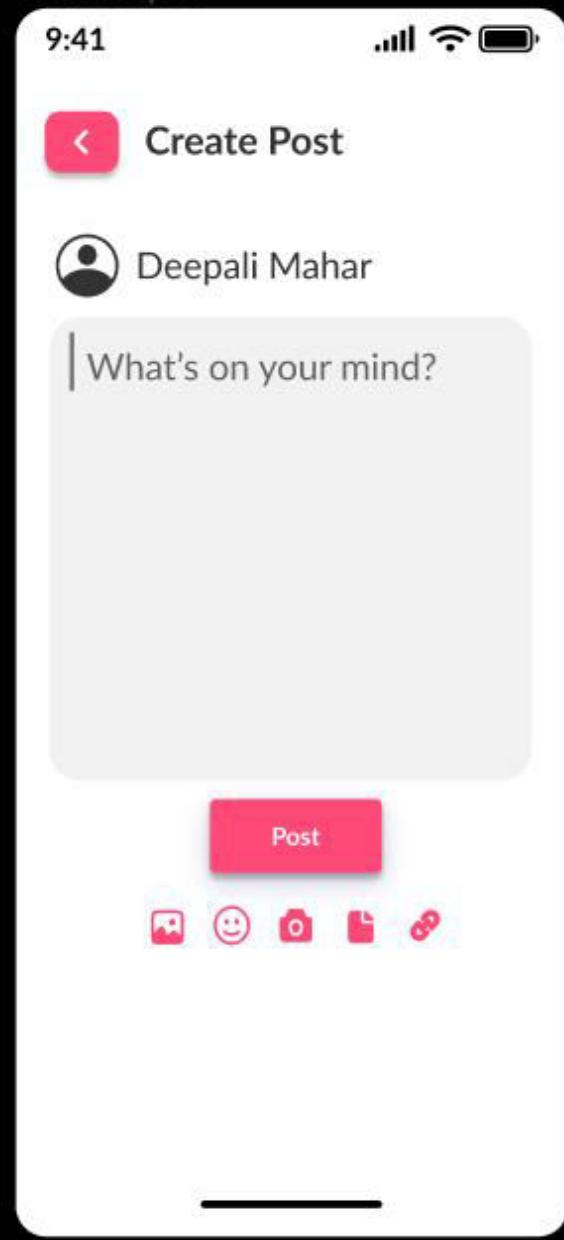
9. home screen



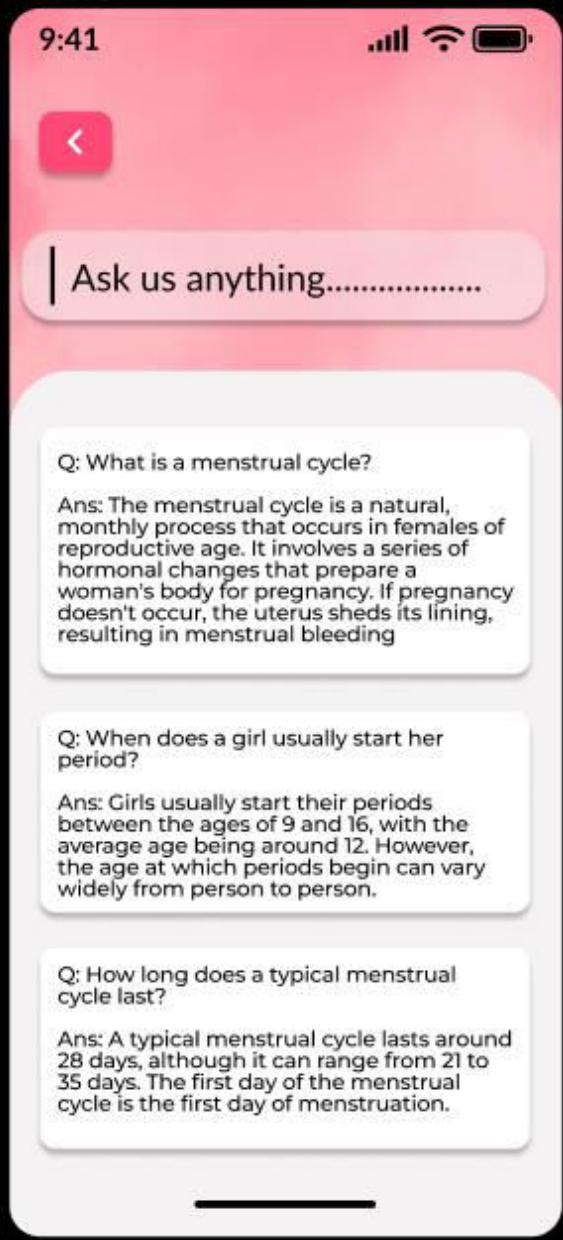
10. health screen

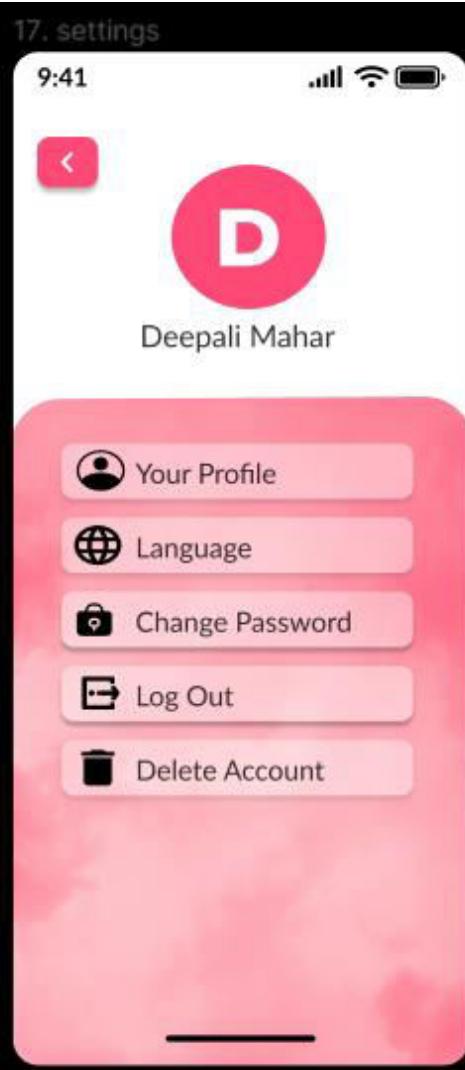
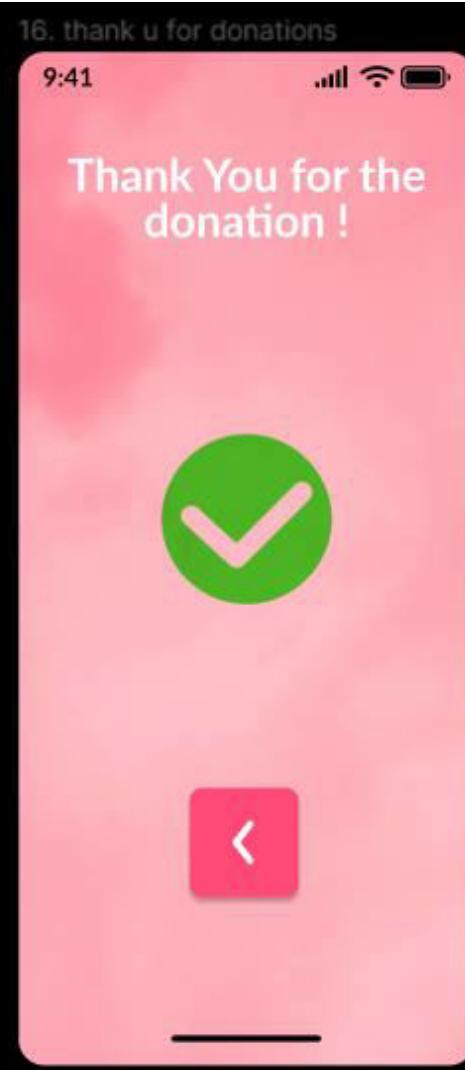
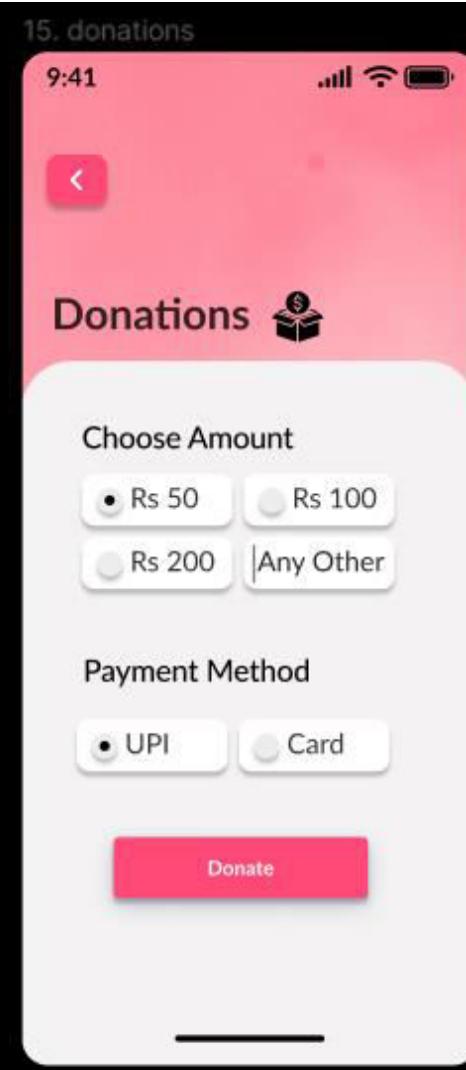
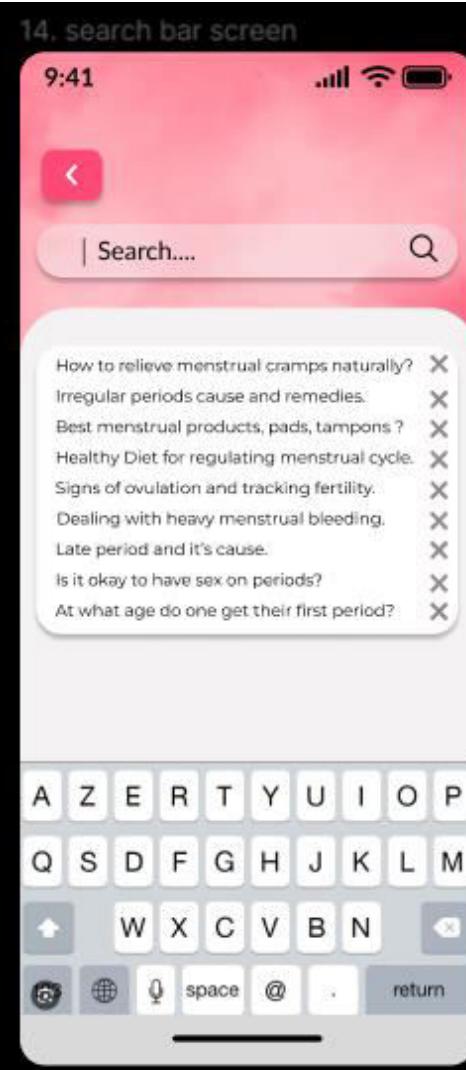
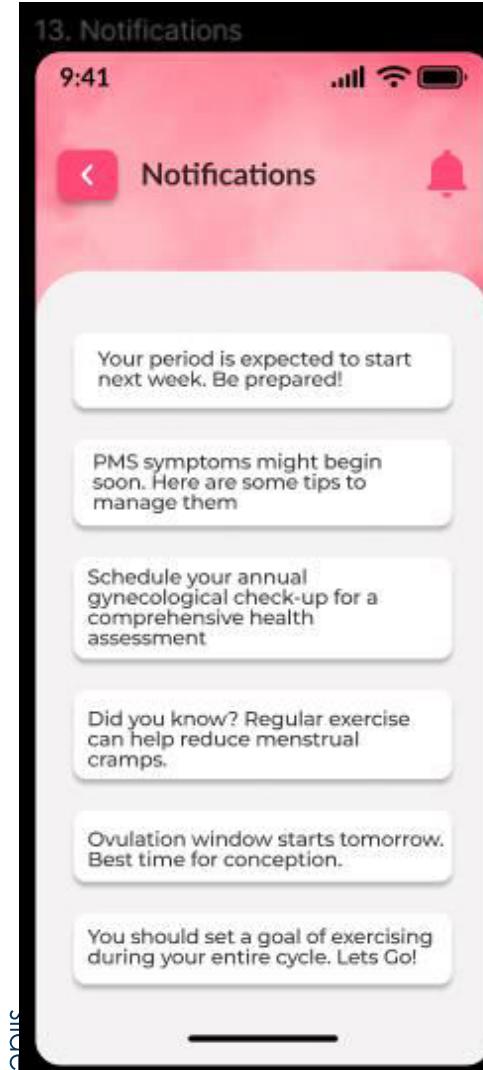


11. create post



12. FAQs

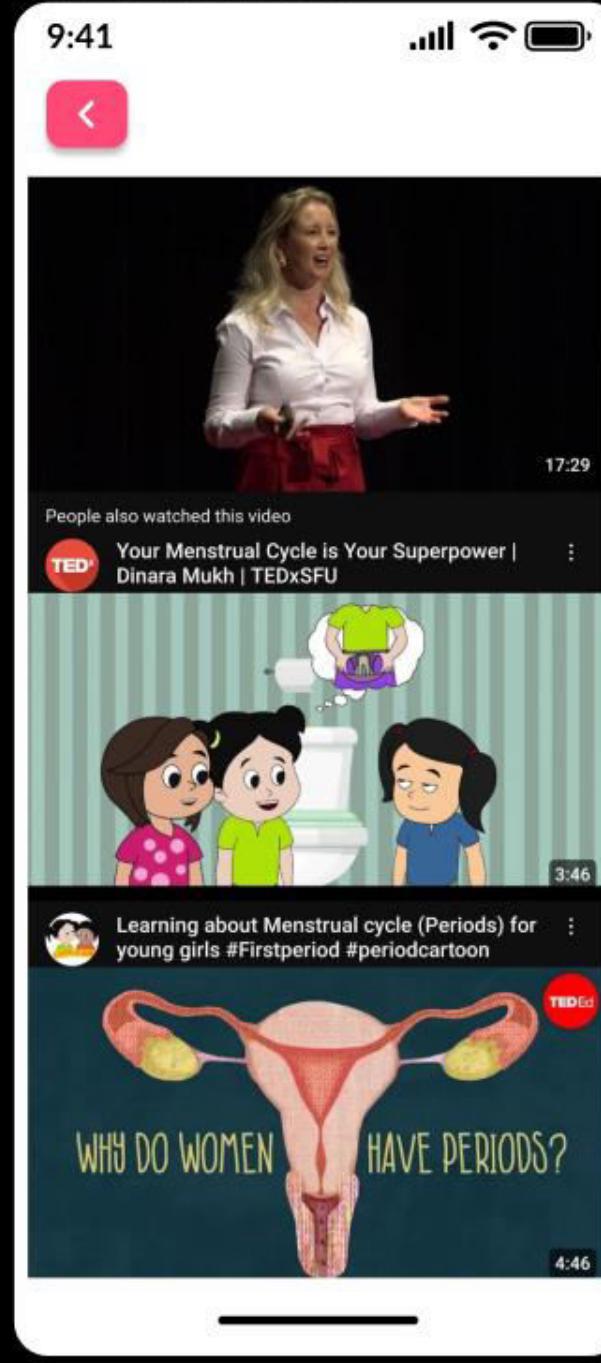




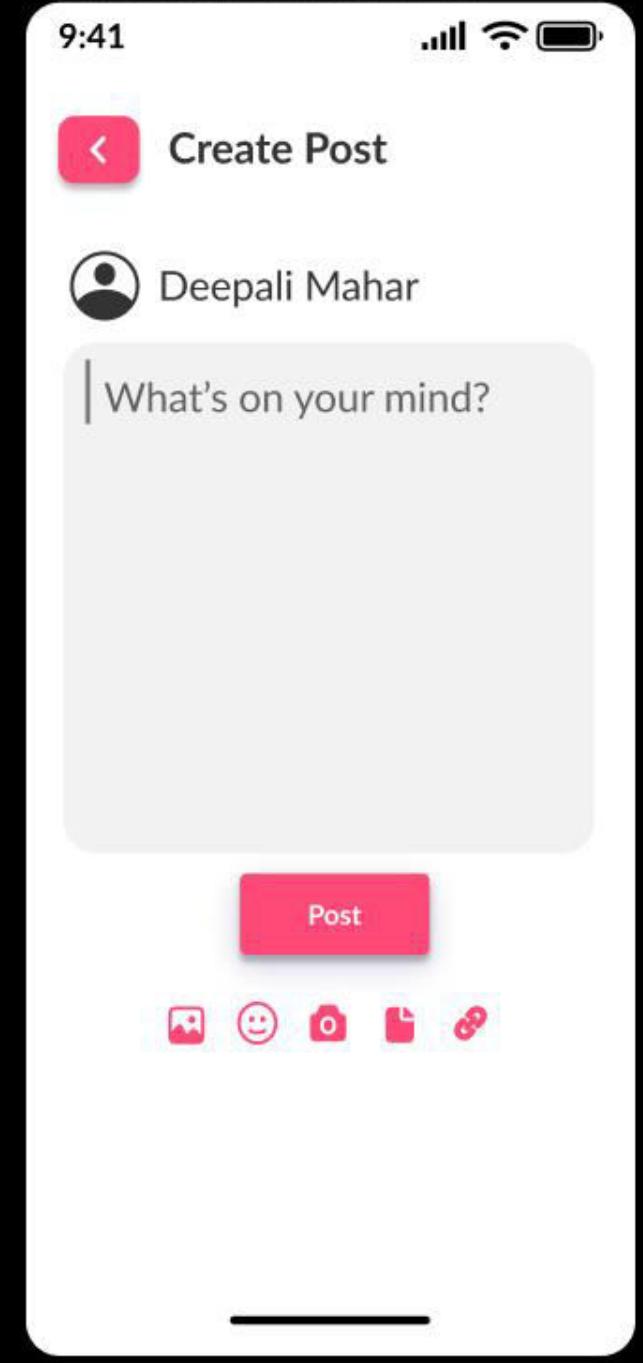
18. education screen



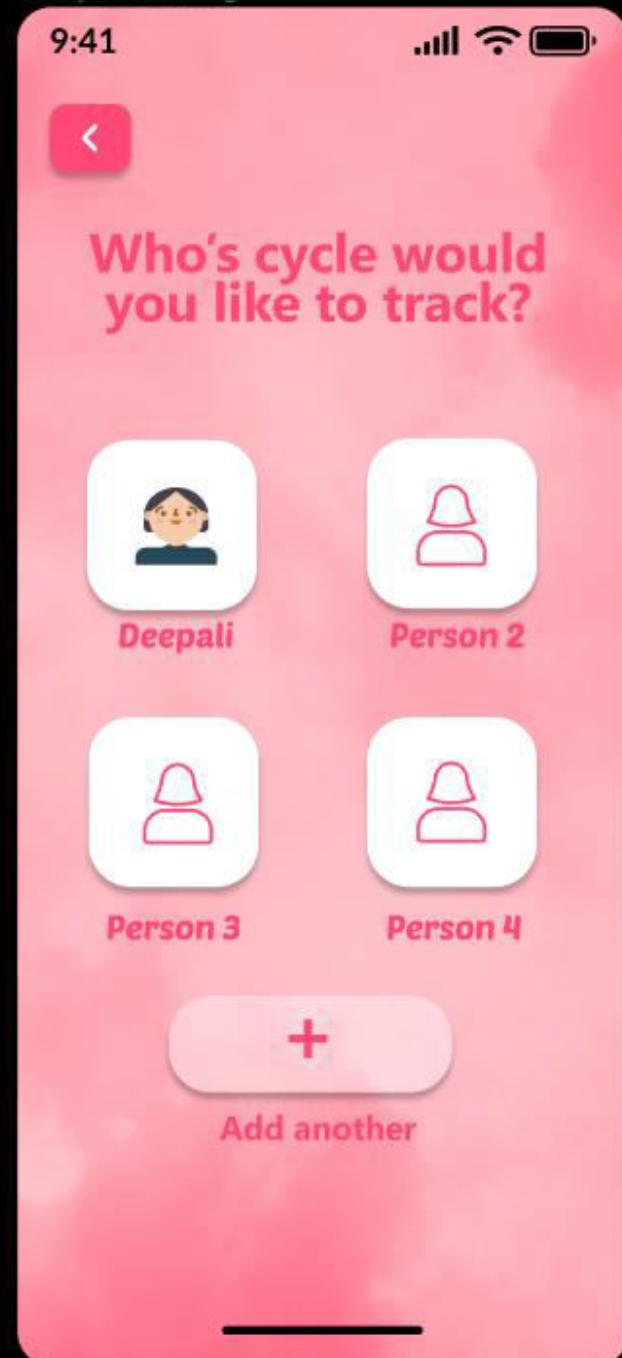
19. opened education screen



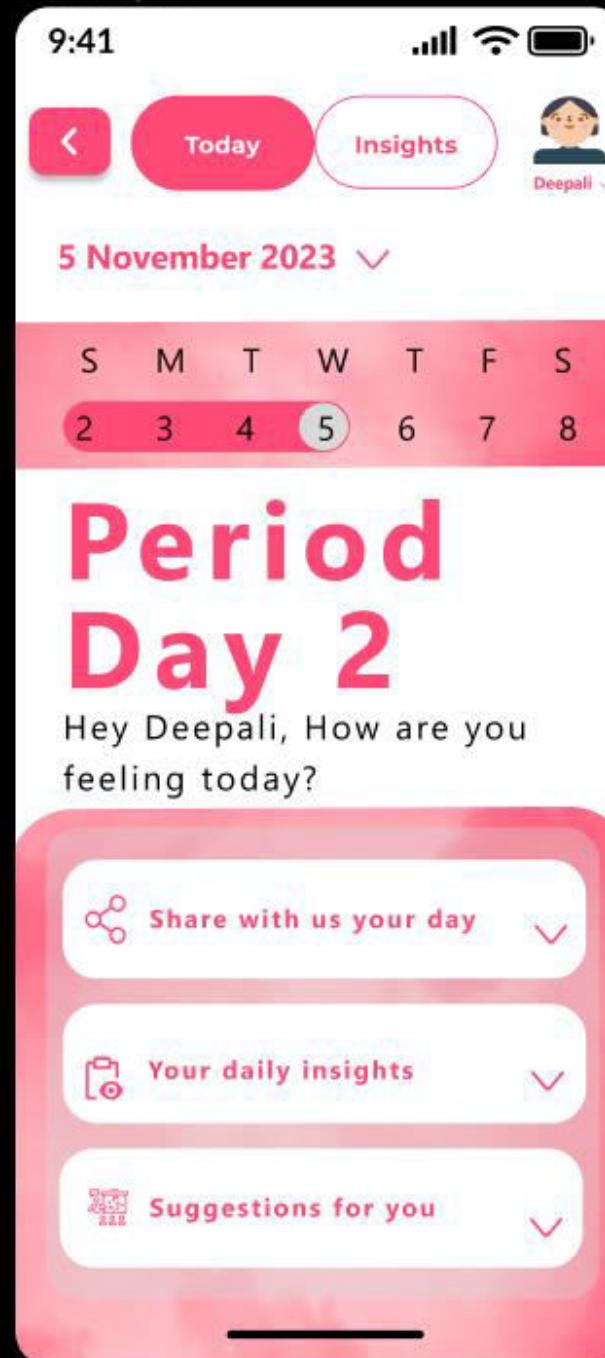
20. create post for education section



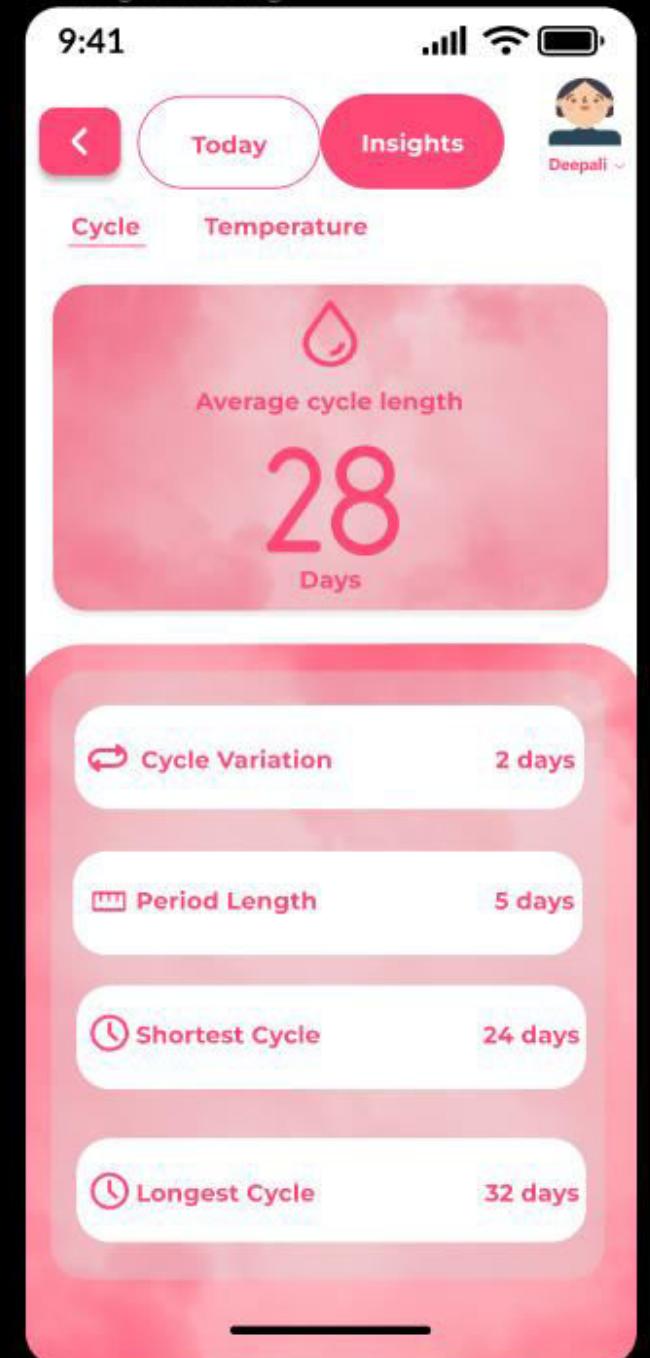
21. cycle tracking



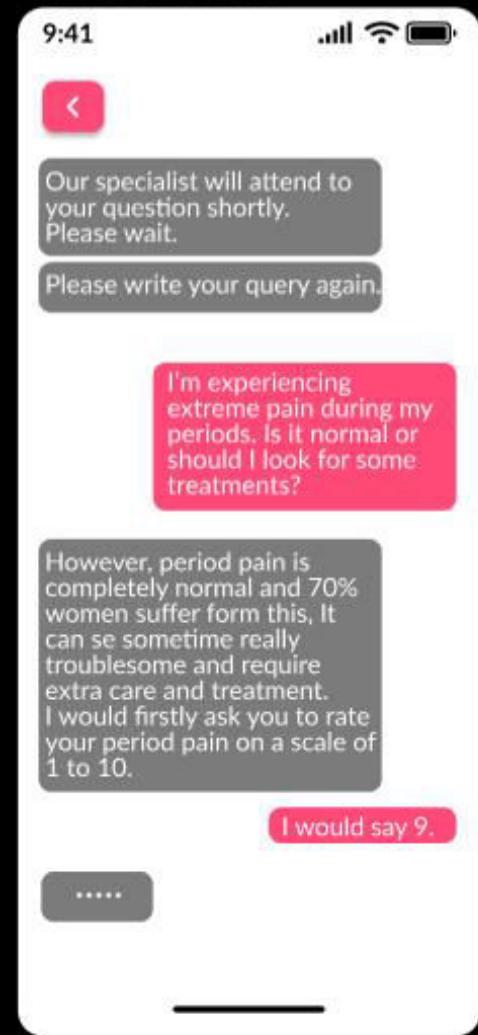
22. track part



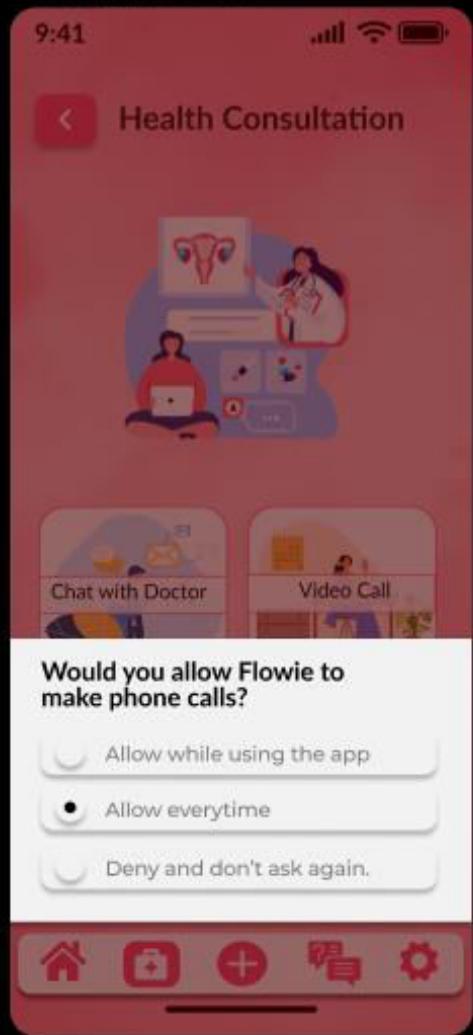
23. insights tracking



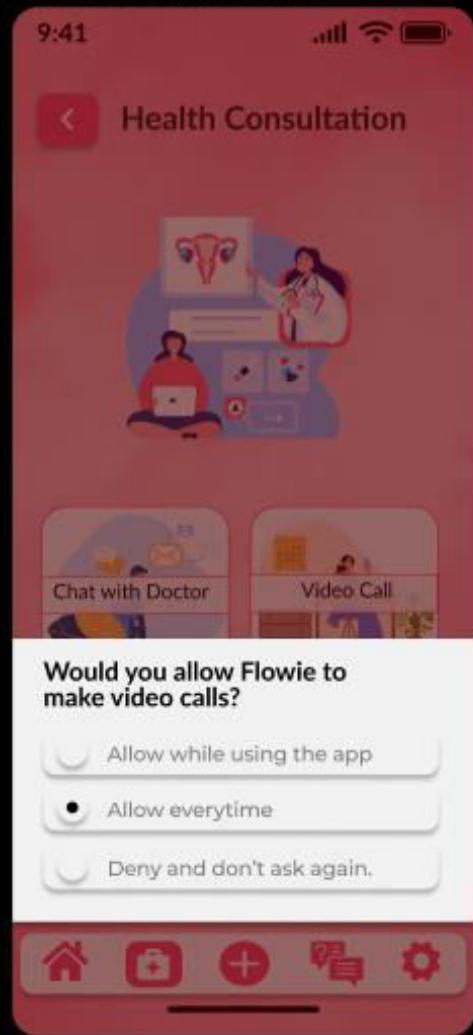
24. chat with doctor



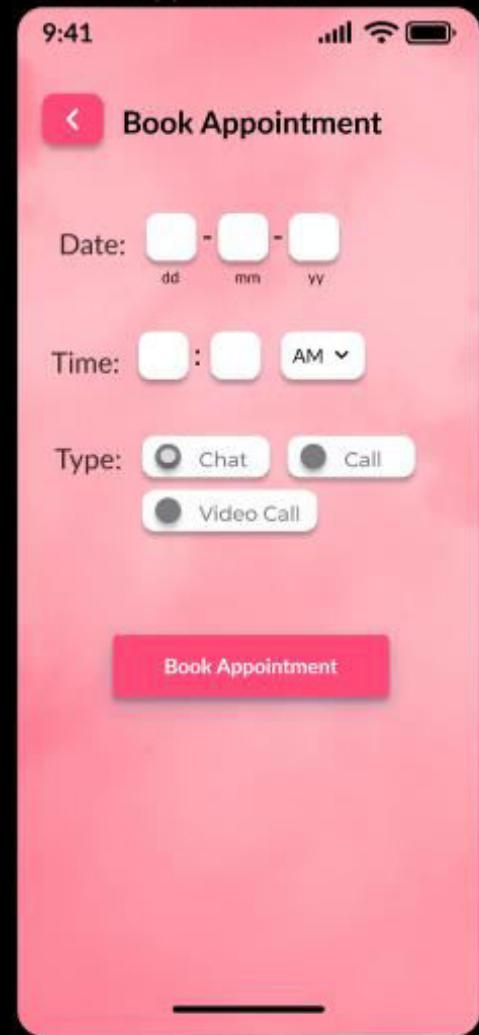
25. call with doctor



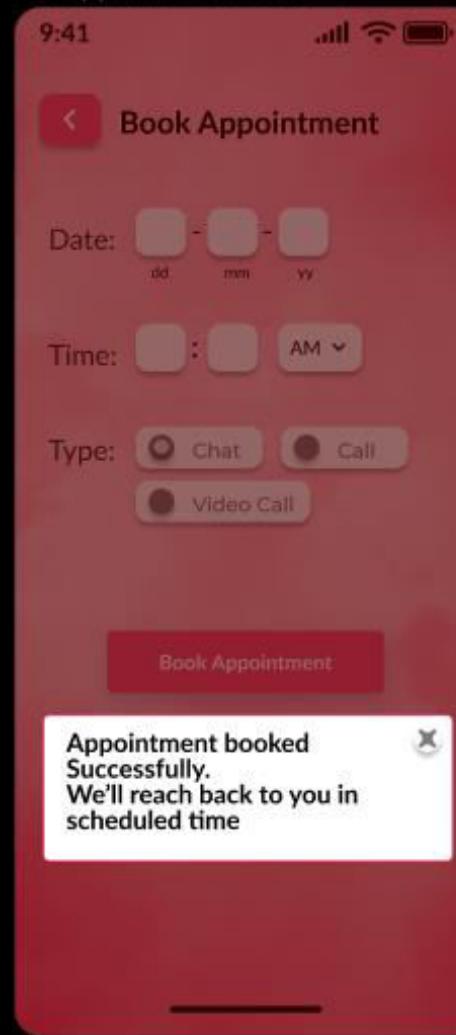
26. consult with doctor

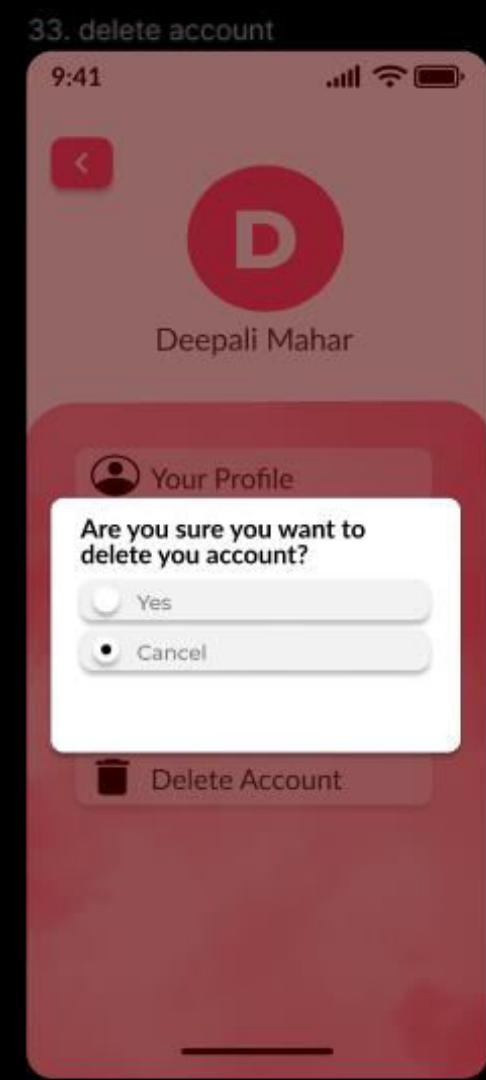
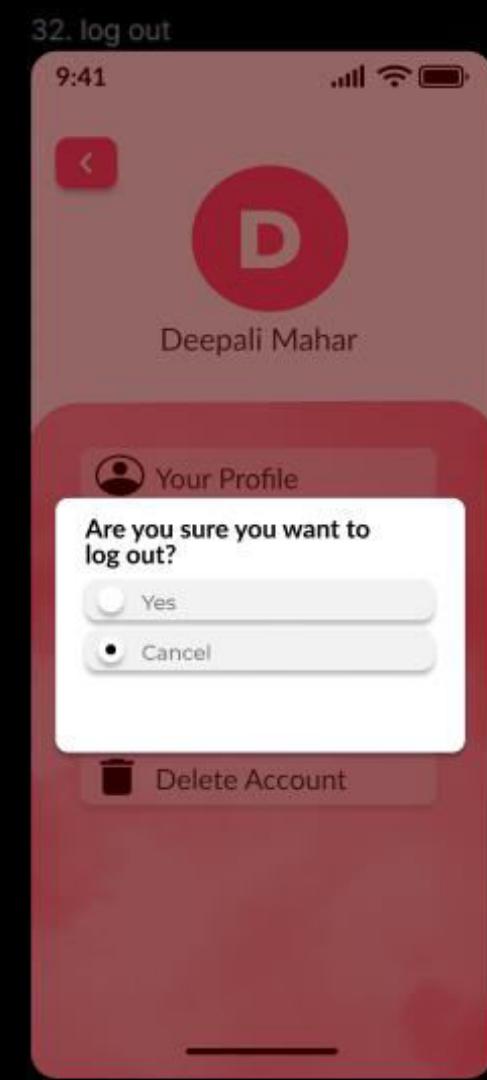
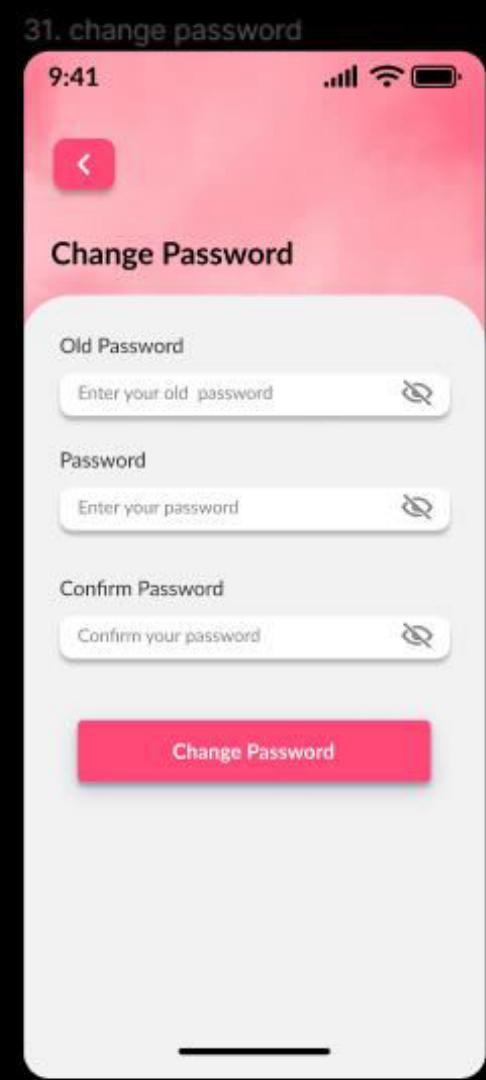
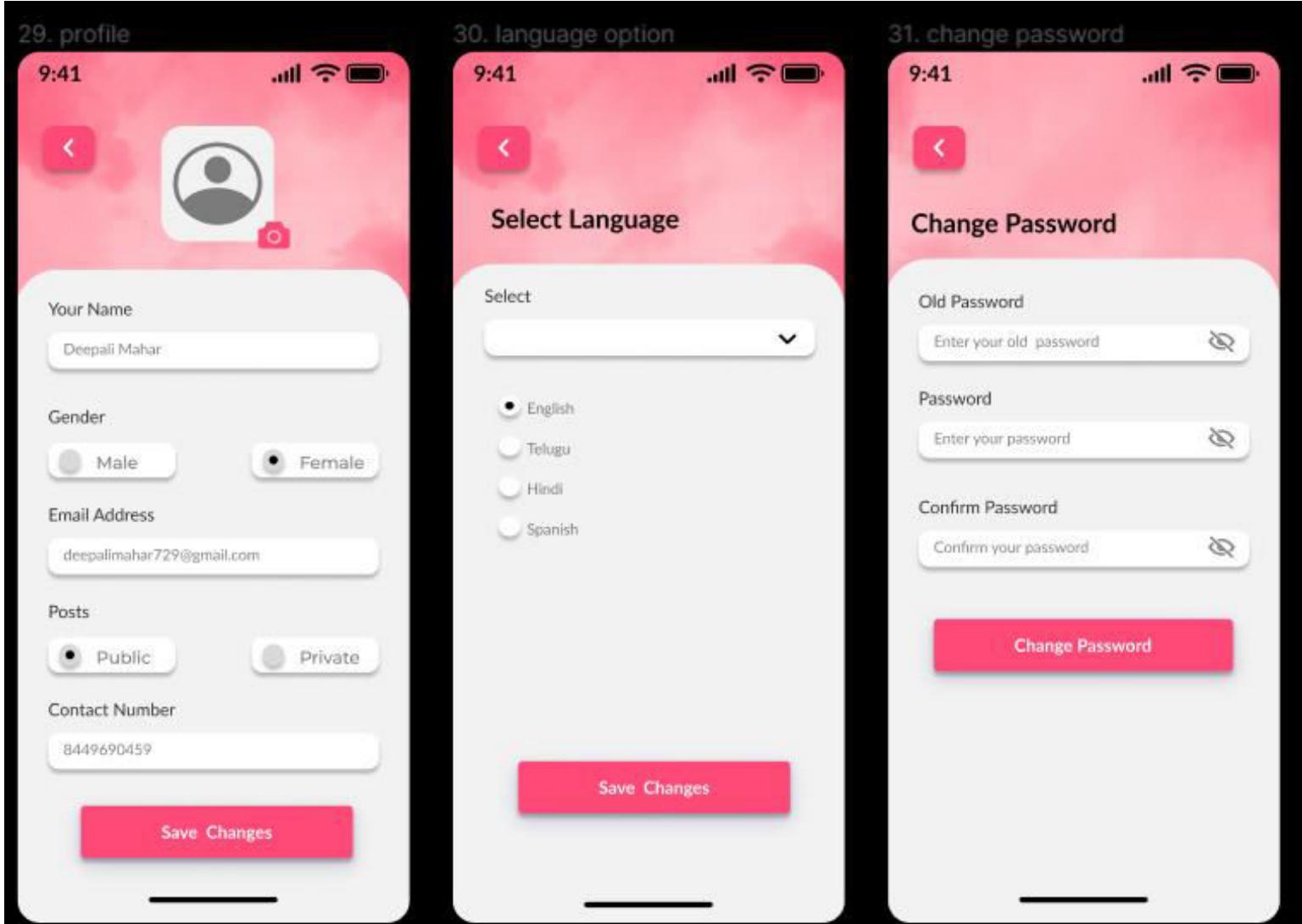


27. book appointment



28. appointment booked







Figma Link

Deepali's figma project

(Link to the figma file)

Thank you!