

# Mobile Apps





# Overcoming the Challenge of Dysmenorrhea: The Beginning of Cyclif

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Adolescence is an important period in physical and psychological development, especially for women who start menstruating. However, the prevalence of dysmenorrhea in Indonesia reaches 64.25%, with 54.89% being primary dysmenorrhea and 9.36% secondary dysmenorrhea. Dysmenorrhea often interferes with daily activities such as studying, working, or family responsibilities. Despite this high number, public awareness and understanding of the symptoms, causes and management of dysmenorrhea is still low. Many women consider menstrual pain as normal, so they tend not to seek proper medical treatment.

Furthermore, while there are some popular health apps such as Halodoc and Flo, they do not provide specific features to address dysmenorrhea in depth. Cyclif comes as a solution to answer this need. The app is specifically designed to help women understand and manage dysmenorrhea conditions through diagnosis, analysis, and health reporting features that can be used for consultation with doctors. Cyclif aims to fill this void by offering a more personalized and data-driven approach to improve women's quality of life.

# Methodology used

## Design Thinking



### Empathize

- Observation
- Empathy Interview
- Affinity Diagram
- Empathy Map

### Define

- Point of View
- User Persona
- How Might We

### Ideate

- Brainstorming
- User Flow

### Prototype

- Low-fidelity Prototypes
- High-fidelity Prototypes

### Test

- Usability Testing



## ■ Observation

This process involved 10 respondents who had experienced dysmenorrhea, by observing the reproductive health application used by the respondents. Furthermore, recording information such as menstrual cycles, symptoms, and moods that have been inputted by respondents in the application.

## ■ Empathy Interview

Asked 10 respondents directly about the impact of dysmenorrhea on their daily lives and the coping strategies they use.

# User-facing problems

01

Lack of preparation when experiencing dysmenorrhea for the first time. Users feel confused, panicked and do not know how to cope with dysmenorrhea symptoms. Fear and anxiety arise due to sudden pain without preparation.

02

Menstrual cycle irregularities. Users face irregular menstrual cycles, including variable spacing between periods and amenorrhea for several months.

03

Fear of diagnosis and medication triggered the choice to self-manage dysmenorrhea. Users tend to self-manage dysmenorrhea due to fear of diagnosis and drug consumption, despite realizing the importance of consulting a doctor for optimal solutions.



**Elisia**

**Age:** 21 years old  
**Education:** Informatics engineering  
**City of origin:** Cilacap  
**Occupation:** UI Designer

*"Learn and keep trying."*

## Goals

- Can better manage dysmenorrhea through self-management methods.

## Frustrations

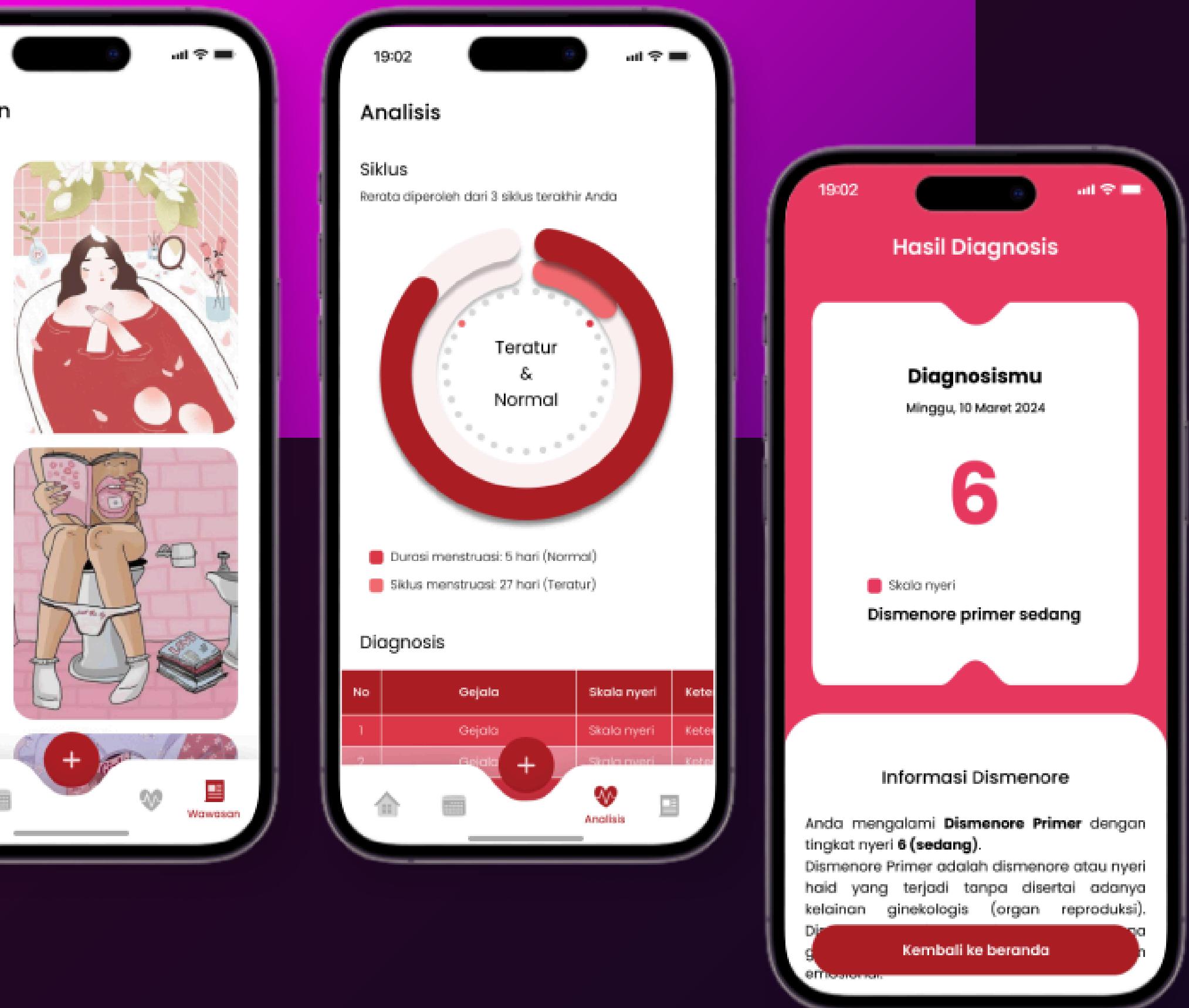
- Elisia often feels anxious and confused when facing dysmenorrhea.
- Difficulty maintaining a balanced menstrual cycle.

Elisia is a designer who regularly experiences dysmenorrhea. She works as a professional in the UI field and often experiences dysmenorrhea every month. Despite experiencing discomfort during menstruation, Elisia is reluctant to consult a doctor due to embarrassment and fear, and believes that dysmenorrhea is not a serious health issue.

Gambar User Persona



Insight	How Might We	
<p><b>Insight 1:</b> They feel anxious and confused when they first experience dysmenorrhea. It is important to provide a deep understanding so that they feel more prepared for this condition every month.</p>	<p>How can we help women understand and manage dysmenorrhea, so as to reduce their anxiety and confusion when experiencing it?</p>	<p>How can we help women better prepare for monthly dysmenorrhea?</p>
<p><b>Insight 2:</b> Awareness of the impact of stress and other factors on the menstrual cycle, and the need for better emotional management.</p>	<p>How can we develop solutions that help women with irregular menstrual cycles to keep their cycles balanced?</p>	<p>How can we help women to take better care of their menstrual health?</p>
<p><b>Insight 3:</b> They are reluctant to consult a doctor due to fear and the view that dysmenorrhea is not a serious health problem. They prefer to self-manage.</p>	<p>How can we develop a self-management method for dysmenorrhea at home?</p>	



# Cyclif's solution

- 01 Dysmenorrhea Diagnosis: users can fill in data on menstrual history, symptoms, and risk factors to get a diagnosis of the type of dysmenorrhea along with treatment recommendations.
- 02 Menstrual Analysis: provides in-depth information on menstrual cycles, duration, symptoms and downloadable health reports for medical consultation.
- 03 Ovi Chatbot: a virtual assistant ready to help answer health questions quickly and interactively.
- 04 Menstrual Calendar: helps track cycles, record menstrual details and understand health patterns with ease.

# Prototype

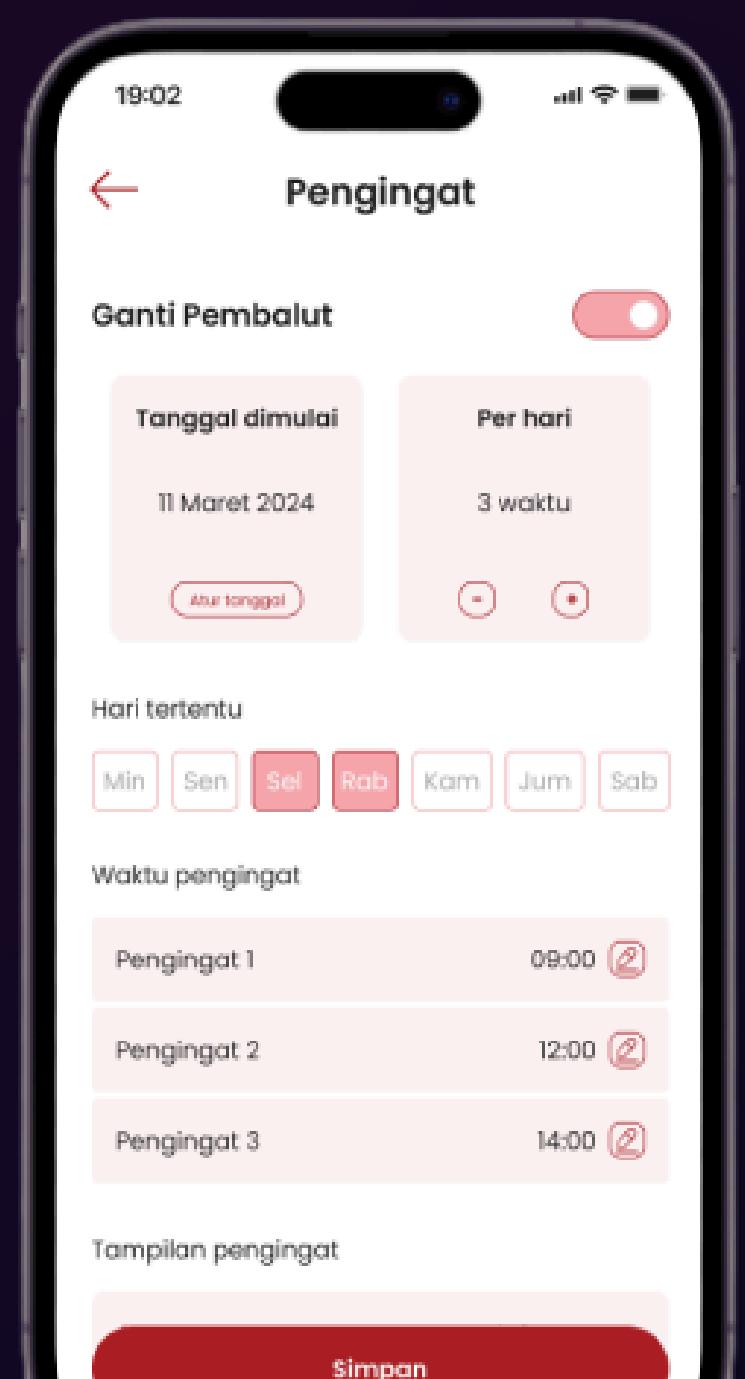
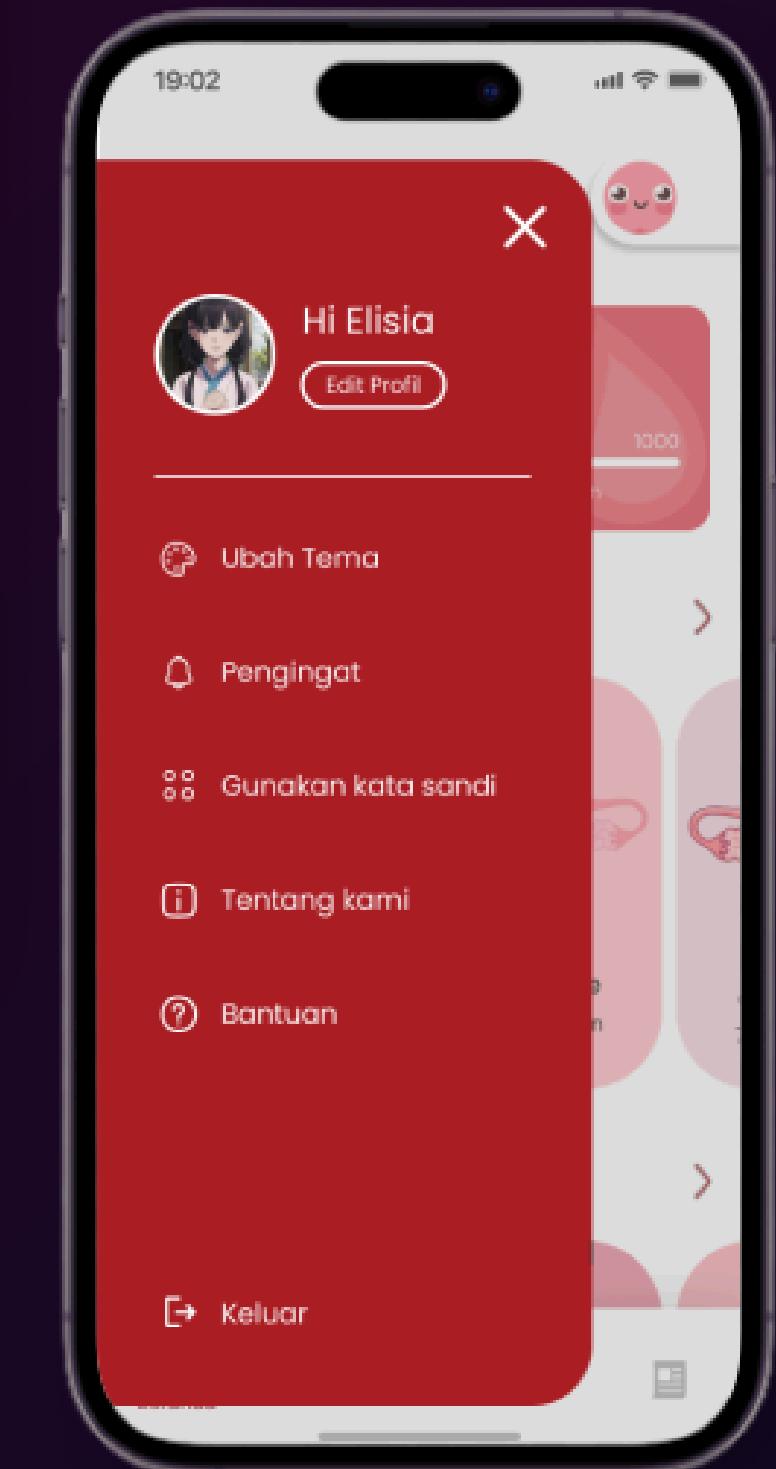
Prototype Cyclif is designed with a simple and interactive interface, making it easy for users to manage and understand their menstrual health.

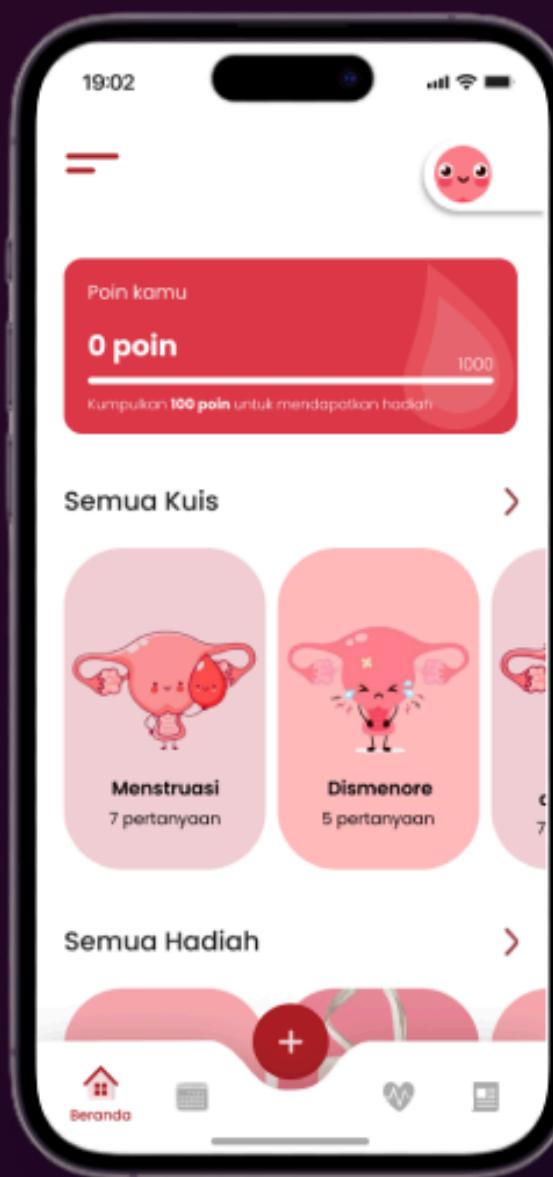
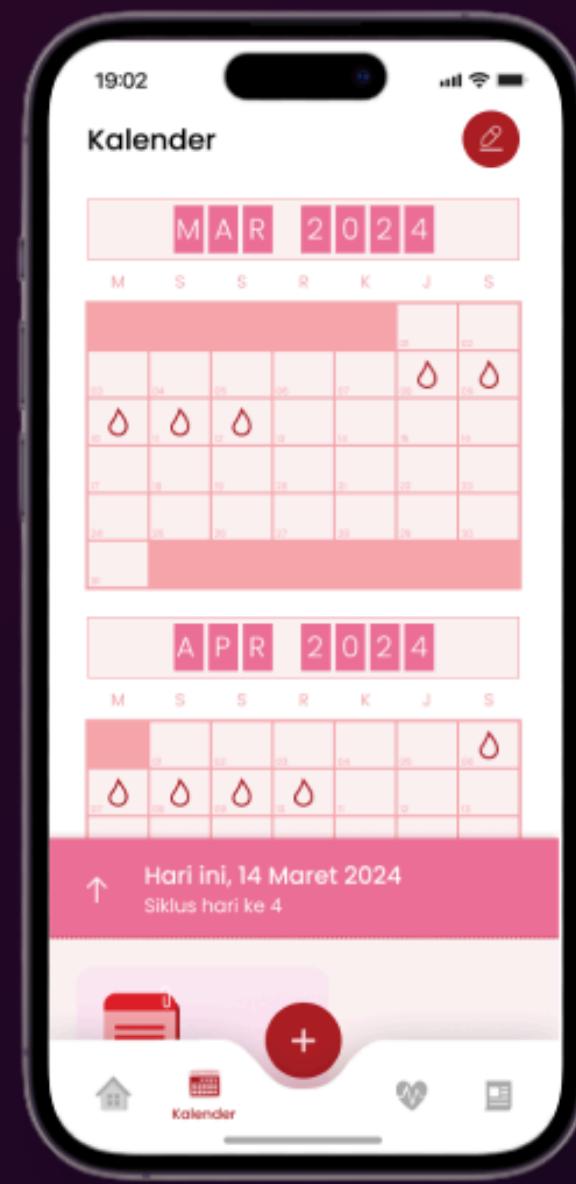
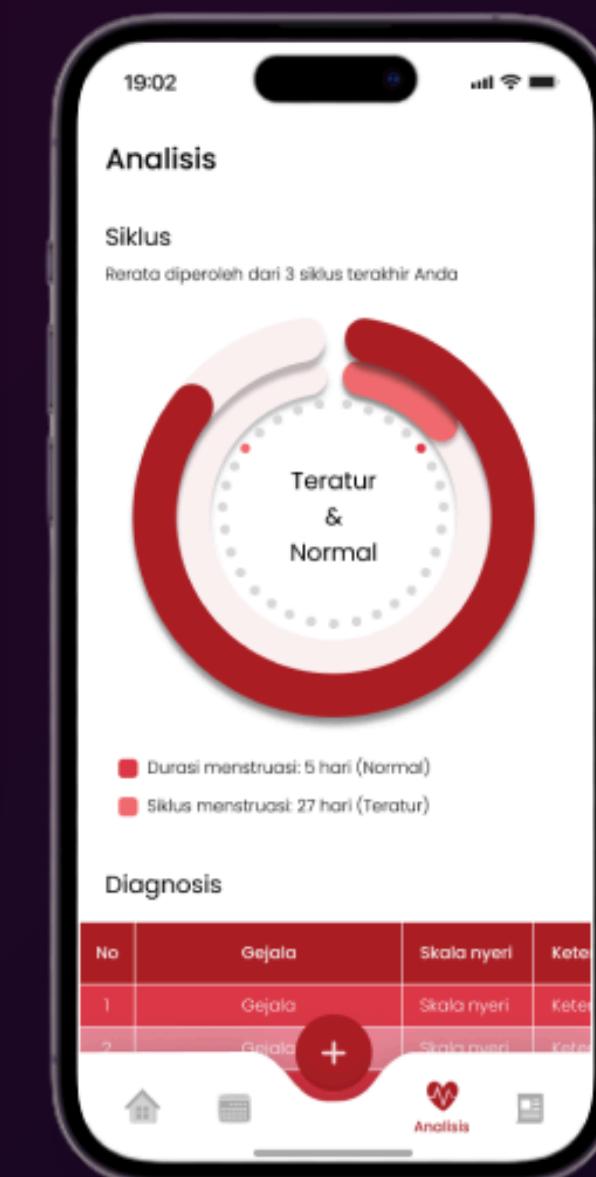
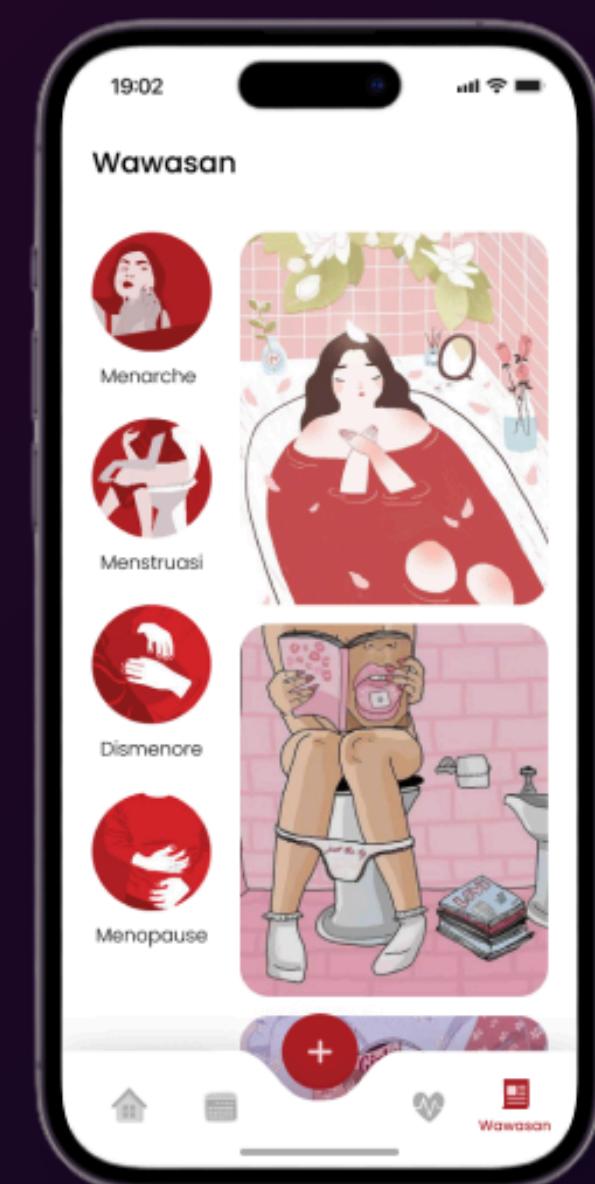
**01**

Cyclif features an easy-to-understand interface, helping users easily record and track their menstrual cycles, symptoms and other important information.

**02**

The app provides educational information related to menstrual health as well as consistent notifications to remind users of important activities, such as cycle logging or doctor consultation reminders.



**Portfolio 01**

**Portfolio 02**

**Portfolio 03**

**Portfolio 04**

**Portfolio 05**


# User Target

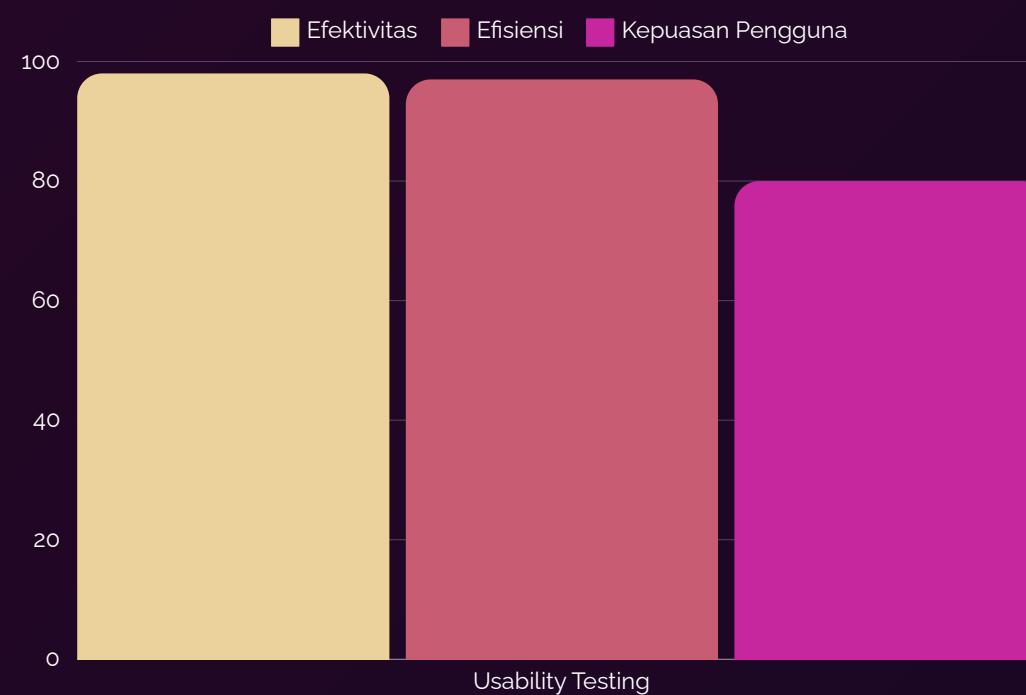
## Demographic Profile

Women aged 15-45 years who experience menstrual pain (dysmenorrhea)

## Psychographic Profile

Users who want to monitor their menstrual cycle regularly and get accurate pain management advice.

# Usability Testing



## Usability testing results:

- High effectiveness  
Completion Rate: 98%  
Most users successfully completed the task well.
- Efficiency is good  
Overall Relative Efficiency: 97%
- User satisfaction (SUS)  
Average Score: 79.5  
Grade Scale: A  
Adjective Rating: Good  
Acceptability: Acceptable  
NPS: Promoter

# Plans for future development



## ■ Integration of Wearable Devices

Connecting apps with wearable devices (such as smartwatches) to monitor users' physical activity and health in real-time.

## ■ Community Features

Add a community or forum feature to allow users to share their experiences and tips on dealing with menstrual pain.

## ■ Online Consultation

Integrate consultation services with medical professionals for further treatment if needed.



# Contact Me

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