



01 GynCare

User research | Interaction design
Industrial design | Game design

Project brief:
This app offers **long-term gynecological health support** with personalized AI insights, friendly care, and interactive education

2023.10 - 2024.1
Individual project



BACKGROUND RESEARCH

A **woman's** life is quite extraordinary. They often spend their childhood carefree. Typically, around the age of 13, they experience their first **menstruation**, which continues until menopause, lasting about **35 years**. I am very concerned about women's **gynecological health** during this period.

It is well known that a significant number of women in **China** are relatively **conservative**: they rarely take the initiative to learn about gynecological diseases and even feel ashamed about having such illnesses. Based on my experience with these diseases, I chose to explore the phenomenon of gynecological diseases in China.



"It has been like this for about a year, but I don't think I have a heavy flow." Huahua mentioned this on social media. But she was eventually diagnosed with endometrial adenocarcinoma.
A major reason for this situation is her lack of relevant knowledge. In fact, she is not the only woman who does not understand her own body.



"I started having sex life in my teens, and at the age of 23, I was diagnosed with advanced cervical cancer. The tumor was so large that it invaded the rectum and eventually, I gave up treatment." Zhang regret not taking safety precautions.



"I endured the discomfort for a long time before finally going to the hospital, where I was diagnosed with advanced cervical cancer." Zhu didn't seek medical attention in time, which ultimately led to such severe consequences.

Body unawareness

More than 60% of girls **cannot correctly calculate** the number of days in their menstrual cycle. **>60%**
Nearly 50% of girls are **unclear about the bodily changes** that occur after their first menstruation. **50%**

Women and girls's infection

Incidence rate



The incidence rate of common gynecological diseases among Chinese women is around 85%.

Education



In a test, 63% of Chinese women did not have sufficient understanding of gynecological knowledge.

Lifestyle



Over 70% of Chinese women with reproductive tract infections are sexually active.

Health utilization



40.15% of adult women have never had a routine gynecological exam.

Unsafe sex



43% of young people fail to take **safety measures** every time they have sex.

only 16.2% of girls can **decide to use contraception** on their own.



44% of young people do not know that condoms can effectively prevent gynecological diseases

Access barriers

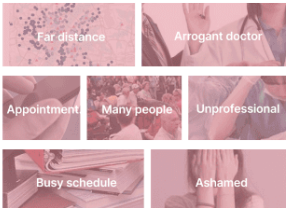
Data

42% of Chinese women **do not go to the hospital** after discovering gynecological symptoms.

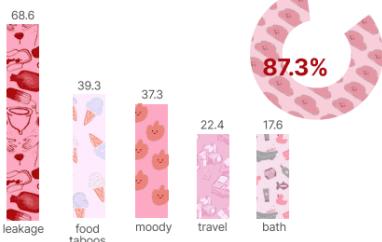
Among them, **52%** of people choose to **self-medicate** with oral or topical medications to alleviate symptoms.

Among the patients, **65%** of women were **eventually diagnosed** with gynecological diseases.

Causes



Menstrual troubles



An online survey found that over **2/3 girls** worry that period leakage is an inconvenient issue. Over **4/5 of girls** feel embarrassed about period leakage.

Conclusion

The state of women's gynecological health is concerning. The main contributing factors are a lack of gynecological and sexual knowledge, as well as barriers between patients and healthcare facilities. Additionally, we have most girls have experienced concerns about menstrual leakage.

USER INTERVIEW

Sample questions

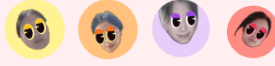
- What is your biggest frustration when seeking medical care?
- What do you think are the challenges during your menstrual period?
- How much do you know about gynecological diseases?



Some answers

Products selection

- "It's so stuffy in the summer, and wearing a sanitary pad makes that area swell up."
- "Sometimes I don't know what kind of sanitary pad to choose."



Public education

- "I don't know much about sexually transmitted diseases, except that I'm aware of how HIV is transmitted."
- "I feel that sex education in China starts too late and covers too little. I've barely had any exposure to sexual health education."
- "Even though sex education is being actively promoted, there are still issues with how it's being taught, which leads to resistance from parents."

Period troubles

- "Because my flow is quite heavy, I often experience leakage at school during the day and at night while sleeping, which is really frustrating."
- "When there's leakage, I have to wash my pants and bedsheets, which really annoys me."



Hospital visit

- "If I go to the hospital, I usually take a picture of the medicine I've taken to show the doctor in advance."
- "When I went to the hospital for a gynecological exam, the equipment there was really intimidating, and the doctors were very disrespectful."
- "When seeking medical treatment, I worry about issues of privacy and feeling embarrassed."
- "Taking a cab to the hospital is expensive, and the hospital is always crowded with staff who have poor attitudes."
- "Last year, my periods started becoming irregular, but I didn't think much of it at the time and just assumed it was because of staying up late. It wasn't until a few days ago that I found out it was PCOS."

Conclusion

The research mentioned above partly indicates that Chinese women have relatively weak awareness of gynecological health, and that hospitals often feel inconvenient and unfriendly to them. Therefore, I want to design an app focusing on prevention, examination, and medical consultation to promote women's gynecological health.

PERSONAS

01

AGE
16

GRADE LEVEL
11 th

SCHOOL
Beijing International High School



Mei Liu

Bio

Raised in a conservative family, Mei Liu is a science major in a high school, whose emphasis is heavily on academics, with no sex education classes.

Opportunities

- Gain sex education
- A friendly discussion environment
- When menstrual blood leakage occurs, there is an emergency plan
- Learn to correctly choose and use menstrual products

Pain Points

- Lack of sex education
- Feels embarrassed about periods
- Busy with studies, no time
- How to choose and use menstrual products

"I have to wash my sheet and pants because of period leakage."



I get very nervous every time I go to the hospital.

Bio

Na Li is a student in a Chinese college, which is located in the suburbs, far away from hospital she has started her **sexual life** and has been paying considerable attention to sexual health.

Pain Points

- The hospital is far, crowded, and hard to schedule appointments.
- Sometimes the doctor's attitude is poor
- No concept of blood volume, leading to leakage
- No awareness of regular check-ups.

Opportunities

- A easy, convenient, and private examination
- Understands blood volume and reminds you to change menstrual products timely
- Services for gynecological health



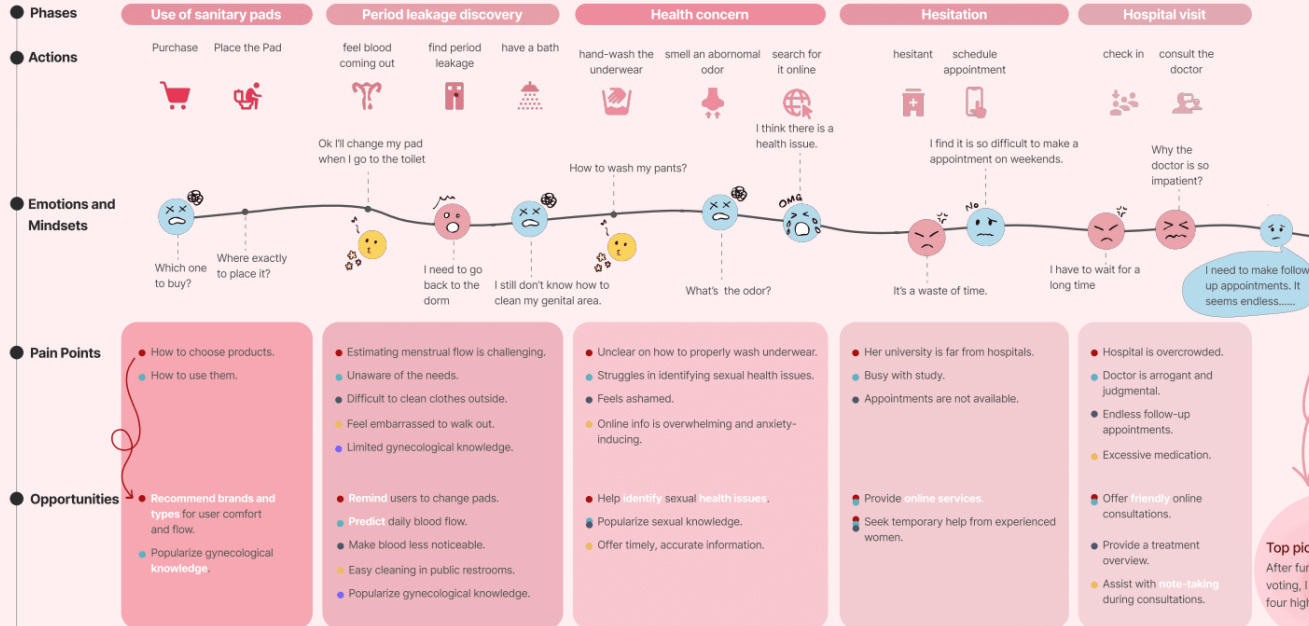
AGE
21

MAJOR
Computer Science

SCHOOL
Shanghai Jiao Tong University

Na Li

JOURNEY MAP



BRAINSTORM

Combining opportunities and research, I brainstormed several potential directions from different angles



	Innovativeness	Feasibility	Practicability	Economic	Convenience	Total Score
Medical service	4	4	4	5	5	22
Gamification knowledge	5	4	4	5	4	22
Innovative tracker	5	4	3	5	5	22
Gynecological products	4	3	4	5	4	20
Discussions	3	3	3	5	4	18
Package design	5	4	2	4	2	17
Make the blood less visible	5	1	3	2	3	14
Immersive experience	4	3	3	2	2	13

Top picks

After further analysis and voting, I selected these four highest-scoring ideas.

Unselected

Conclusion

After voting, classifying and evaluating the options, I ultimately identified the most feasible solutions that are most convenient for users, and can also help alleviate the discomfort caused by menstrual leakage to some extent.

COMPETITORS ANALYSIS

● Features

Features/APP	Flo	Eve	Clue	MeetYou	GinaKunt
Tracking & Prediction	✓	✓	✓	✓	✓
Knowledge popularization	✓	✓	✓	✓	✓
User incentive					✓
Health analysis	✓	✓	✓	✓	✓
Shopping mall		✓		✓	✓
Online consultations					✓

Some features are common among all competitors, so I chose the most popular competitors and analyzed their strengths and weaknesses

● Pros & Cons

● Clue

Pros

- Highest rated
- Comprehensive analysis
- Period category is well-organized
- Many good illustrations

Cons

- The blood volume tracking is not user-friendly
- Sexual education is not interesting enough
- No warn of potential diseases

● Flo

Pros

- More than one form of knowledge popularization
- Many good illustrations
- A health assistant with automated responses

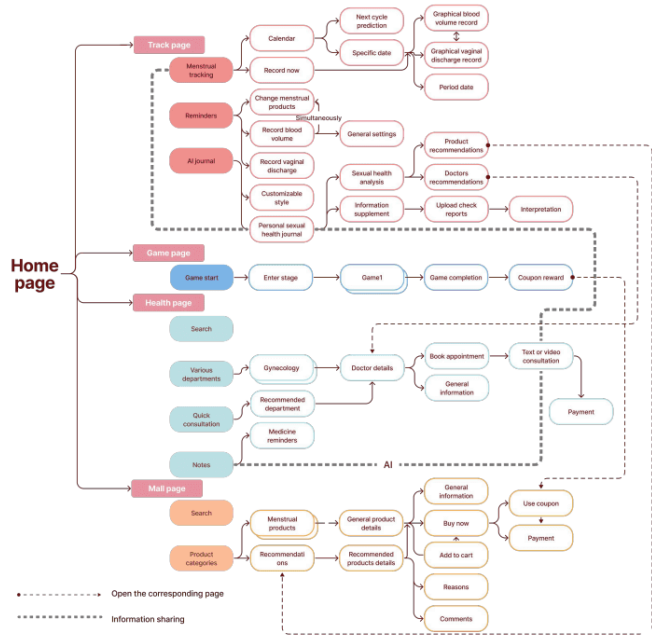
Cons

- No blood flow recording
- The vaginal discharge tracking is not user-friendly
- No warn of potential diseases

● Conclusion

Upon completing the competitor analysis, I decided to incorporate their strengths and address their weaknesses in the design of my app.

INFORMATION ARCHITECTURE



STORYBOARD

After clarifying the app's features and information architecture, I also imagined and sketched scenes of users interacting with my app.

● Period track

A teenage girl sit in a classroom when she felt the period blood coming out

After class, the girl felt very tired, so she took a nap.

The girl noticed an odor while washing her underwear

The girl consulted the AI when the AI took notes during the consultation.

● Health support

Her phone vibrated, reminding her to change her sanitary pad and record her menstrual blood volume.

She went to the restroom.

She is recording the menstrual blood volume.

The AI extracted the medication information from the notes and reminded her to take her medicine on time according to the notes.

● Recommendation

The girl didn't know which type of menstrual product to use tonight to avoid blood leaking onto the sheets

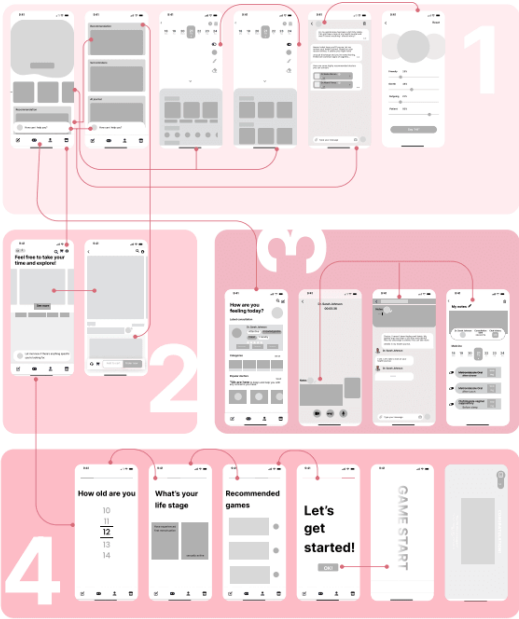
She found she had the recommended product

● Education

Once, the girl played a game about sexually transmitted diseases and learned about their dangers

She achieved a good result in the sexual knowledge test.

WIREFRAMES



● Feedback

XianYun: Using game coupons is unclear.

Han: Mixed functional arrangement

Han: The AI assistant box looks like a search box.

Ying: If AI summaries edited

Han: I didn't expect to set reminders manually.

Ying: This section feels unrelated to the notes

Ying: "Recent doctors" lacks convenience and priority.

XianYun: The note icon is unclear.

Han: This page lacks friendliness.

● Refined design

Add coupon icon, improve page clarity with a background, and redesign the chatbox to prevent confusion

Change the icon for clarity, prioritize recent consultations for easier access, keywords and ratings for quick reviews

Add an edit icon near the note, narrow distance to show relevance

● Conclusion

After completing the low-fidelity prototype, I conducted a user test, observed their behavior, and identified UI issues. Based on this, I revised the design. Next, I will finalize the design.

MOODBOARD

Blood

Self-care

Health

Logo design

The "GynCare" logo combines a heart, a menstrual cup, and a leaf to symbolize care and natural health for women's gynecological care.

GynCare

DESIGN DISPALY

2 AI-Driven Support

Customizable AI Interactions
It lets users customize the style and tone of AI interactions, like a friendly tone.

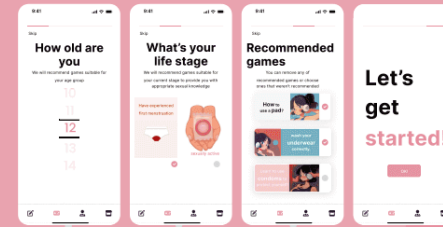
Proactive health monitoring
AI analyzes past data to create a health journal and track potential issues.

User convenience
Automatically sets tracking values based on historical data.

Doctor rating
Doctor rankings are based on consultation experience like friendliness that patients value.

Product Recommendations

The AI recommends the best products and provides details, like sanitary pads to prevent leakage.



Game sample



Maintaining clean underwear is crucial for gynecological health, so we designed a mini-game that teaches game characters how to properly wash their underwear, which is suitable for most girls.

Play, Learn, Empower

Character sketches



Comprehensive range
The app offers a variety of menstrual products to meet different user needs.

Private tracking
Simple strokes to actively track variations in blood flow and vaginal discharge, protecting the privacy.

Enhanced discharge understanding
It makes it easier to track vaginal discharge patterns with simple, clear texture stickers.

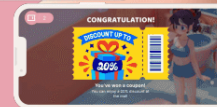
Sense Every Change

AI in consultations
Recommends doctors based on user feedback and creates consultation notes with key details, plus treatment reminders.

Interactive games
Features characters in various scenarios that mirror real-life gynecological health challenges.

User incentives
Users earn coupons from educational games, redeemable in your online mall.

Tailored learning
Recommends gynecological education games based on the user's age and stage of life for relevant content.



FUTURE OPPORTUNITIES

Adding partner support:

The partner feature allows partners to better understand each other's physical changes, which can help strengthen the relationship. Users can choose the types of information they wish to share with their partner.

Creative product design:

We will focus on the issue of menstrual stigma and gradually design some creative products. On the left is an attempt we made.

Better privacy protection:

- Notify users when the app shares data with external parties, protecting their right to know
- Inform users about the encryption methods used by the app, such as end-to-end encryption.
- Allow users to decide what content in their health logs can be sent to doctors.
- Allow users to delete the analysis content of their health logs.

A lot of work has been completed on this project, but there is still more to explore and improve...



Product design

Pain points
If sanitary pads are used incorrectly, menstrual blood can easily leak. When women are out, menstrual blood can sometimes leak, especially on the first day of their period. Most women find this embarrassing and troublesome.

What we did
Therefore, my team and I designed a product that makes it easy to clean blood stains in public restrooms. The product's appearance is inspired by sex toys—it's simple, clean, and easy to carry. The size and functional features are ergonomically designed, and we hope to sell it in the app's mall.



Place a tissue under the clothes

Press and hold the power button to turn on the device

Start cleaning

Long press to turn off after cleaning

Slide to refill the cleaning solution tank

After use, you can pack it into a bag for easy carrying

Blood leakage