



WORRY- FREE PERIOD

Chan Sze Ching Esther
(1155161782)

Problem background

Period pain

Period pain is a common problem many females facing in Hong Kong. According to the research done by YouGov (2017), 76% of women mentioned they encountered the period pain.



At work

Among those women who suffered from the the pain issue and **have worked**, 93% expressed it brought affect to their ability to work

(YouGov, 2017)



Teenager


60 to 90 % of adolescents experienced the period pain. It becomes a usual cause of school absences or limitations in daily activities.

(Chan et al.,2009)

Main concerns and needs (1)

Main concerns from our target persona: women who suffers from period pain

JOURNEY MAP

Emotional status of persona  Mandy	a hard-working lady		suffering from menstrual pain every month	resistant to Panadol	Have limit time to exercise	desire for a healthy lifestyle to improve the pain issue	Worry about if there's any unusual symptom appeared
Context	Period is about to come		On period			Period ends	
What task is Mandy trying to do	To search menstrual information and get ready for the period	Purchase the period products 1	To find pain relief solution 2	To record the period condition, do research about the period condition	Seek help from doctor and have treatment such as acupuncture if the discomfort can't be eased	To check if there's any abnormal symptoms	May need to find specialist to have a body check and get the contact details of clinic
Artifact	Google Search	Online shop/supermarket/convenience store	Surf the Internet to find useful suggestions, YouTube video	Smartphone and Apps 3	Doctor and record of period condition	Apps and google search the medical knowledge e.g. color of menses	Google search the specialist list, phone call/online appointment

Need to spend time on searching for the **best price** of period products before purchasing items

Main concerns and needs (1)



Google

經期產品格價

×



<https://www.weekendhk.com> › 購物優惠 ▾

kiri月經防漏內褲抗菌 + 吸濕排汗 - 新假期

2021年9月8日 — 85折預購價為\$488 (原價\$576)。月經防漏內褲舒適可靠，可用作可循環再用的護墊或後備保護。每條內褲最多可容納50毫升 (...

<https://www.weekendhk.com> › 生活 ▾

【唔試唔知係法寶】美國環保月經內褲THINX 防漏測試流量不 ...

2017年11月19日 — 香港女士對於新產品仍心大心細的時候，歐美女性早已再走前一步。美國品牌THINX於2014年成立，其中一位創辦人Antonia，小時候曾因月經外漏遭男同學嘲笑， ...

<https://www.watsons.com.hk> › 個人護理, 女士私密護理 ▾

衛生巾及衛生褲, 女士私密護理 - 屈臣氏

選購屬於你的衛生巾及衛生褲產品盡在屈臣氏網店，全場超過10000款健與美產品選擇。超過160間門市滿\$50免費店取。買滿\$399免運直送到家，最快4小時送達。

<https://www.orientalsunday.hk> › 生活 ▾

女士注意！月經期間8大迷思與禁忌 - 東方新地

2018年5月25日 — 其實，行經期間有不少禁忌，但現代女性往往輕視，導致出現經期不順、... 消委會的格價網最近列出23款牙膏的價錢，有2款的差幅居然達100%，價錢平1倍 ...

From the interview, we found most of them spend more money on period-related products compared to those lady who don't have such pain issue. It is because not only will they purchase the sanitary napkin, but also others byproducts.

However, there is no price comparison information about the products available on the Internet. They feel troublesome to find and compare the price on their own by visiting different stores or search online shop one by one.

Average cost

Top 3 common period-related purchased products:

1. Sanitary napkins
2. Hot pack
3. Hot drink powders



Average spending amount

~HKD150-300



Average spending amount

~HKD100-150




Monthly spending
amount ~250-350

Main concerns and needs (2)

Main concerns from our target persona: women who suffers from period pain

JOURNEY MAP

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Pain relief information on the Internet is fragmented and abundant. It is time-consuming to search for related solution with different keywords.

Most of them are resistant to taking Panadol and prefer a natural treatment to relieve pain.

Main concerns and needs (3)

Main concerns from our target persona: women who suffers from period pain

JOURNEY MAP


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Concern a lot for the *period condition* and usually will keep track of it to see if there is any unusual symptom occurred

Main concerns and needs (4)

Main concerns from our target persona: women who suffers from period pain

JOURNEY MAP

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They are worrying about the problem of frequent period pain. Specialist consultation may be needed if there is an unusual symptom appeared

Competitors

Hostile competition in the market:

There are a number of doctor referral websites with function of booking or comments to be found on the Internet by simply searching doctor list or doctor recommendation. Thus, the doctors' information will not be the area covered on our website at current stage.

FindDoc 搜尋醫生 全新 抗疫必睇 健康學堂 醫療資源 FindDoc Club

登入 香港 (繁體中文)

網上預約醫生

姓名、地址或服務...

婦產科

地區

2021-11-29 ~ 2021-12-12

醫生性別 清空

☐ 男性

☐ 女性

找到 291 個醫生

登入後方可查看診金收費及會員福利，查看醫健資訊公開指引了解更多。

王予婷醫生
婦產科醫生
中環 | 登入查看收費

網上預約

查看醫生檔案

玉英華醫生
婦產科醫生
銅鑼灣

網上預約

查看醫生檔案

See Doctor 睇醫生 有病便睇 睇醫生

Globalization Partners Global Expansion War Stories

專科醫生 疾病病徵 專醫報告 醫務信箱 專題研習 民意探討 健康專區 醫院診所

註冊專科醫生/分類

普通科門診

腎醫

兒科

婦產科

牙醫

耳鼻喉科

皮膚及性病科

家庭醫學

眼科

骨科

婦產科醫生名單 (全港)

專科分類 顯示地區 排序

何永超醫生 [婦產科]
Dr HO WING CHIU, CLEMENT
太子大廈
推介 2 文章 1 讚好 47
#不育 #雪卵 #人工受孕

李福謙醫生 [婦產科]
Dr LI FUK HIM, DOMINIC
德輔道中
推介 2 讚好 40
#強生 #關注HPV

Foucus areas

STORY MAP



As pain issue and price comparison of period-related products are the main problems our persona are stressing on. With a limited resoucrs, we will mainly focus on the stage of shopping and on period

Problem statement

How might we help women who are suffering from period pain to acquire helpful natural pain relief solution, keep track of their period status, and save their time on doing research about the product promotion so that they can enjoy a worry free period experience and have a better budget planning on period-related products?



Requirements

Function Specifications



Pre-login section

- The website should provide **diverse natural pain relief solutions** for users' reference by collecting different new passages on the Internet
- The website should allow users to **subscript the most updated passages** through providing email addresses

→ *To encourage people visiting our website via subscription for maintaining traffic and increase impression*

- The website should invite more period-related products sellers to be our **business partners** to share updated discount information with us

→ *To try reduce the business resources on data scraping and gain opportunity of advertising*



Function Specifications

Member services after login

- The website should allow users to register and login for **building their period status** record
- The website should display **most updated discount promotion** of period products with monthly subscription fee charged
- The website should be able to direct user to different online shopping platforms for **further purchasing activities**



Content requirements

1. Natural pain relief solutions

Mainly focus on accupoint treatment and dietary therapy as these two methods are the most popular ways to ease the pain as interviewees suggested

Sources of data:

- Relative famous females health informative website (e.g. EDH.tw / top1health)
- Online newspaper or magazine article (e.g. HKET / Sundaymore / Cosmopolitan)
- YouTube videos

Limitation:

The information will definitely be less unique and creative. However, interviewees are happy to see a consolidated informative website, they expect the websites can be updated frequently, with providing new and concise articles from different websites for them to read conveniently

Content requirements

2. Period status record

To record major parameters of period status i.e., what are the content users can save in the record. The records can be a useful material for doctor to perform an initial diagnosis if they seek for specialist consultation.

Soucrs of reference:

- Medical knowledge journal
- Current period tracker apps
- The usual period status condition interviewees jot down before
- Interview professional e.g. Dietitian/doctor (send invite at later stage)

Content requirements

3. Product discount information

According to the previous interviewees and usability test, it is the topic they are most interested in and willing to pay for it. To search and sort the discount information on different online shopping platforms.

Sources of data:

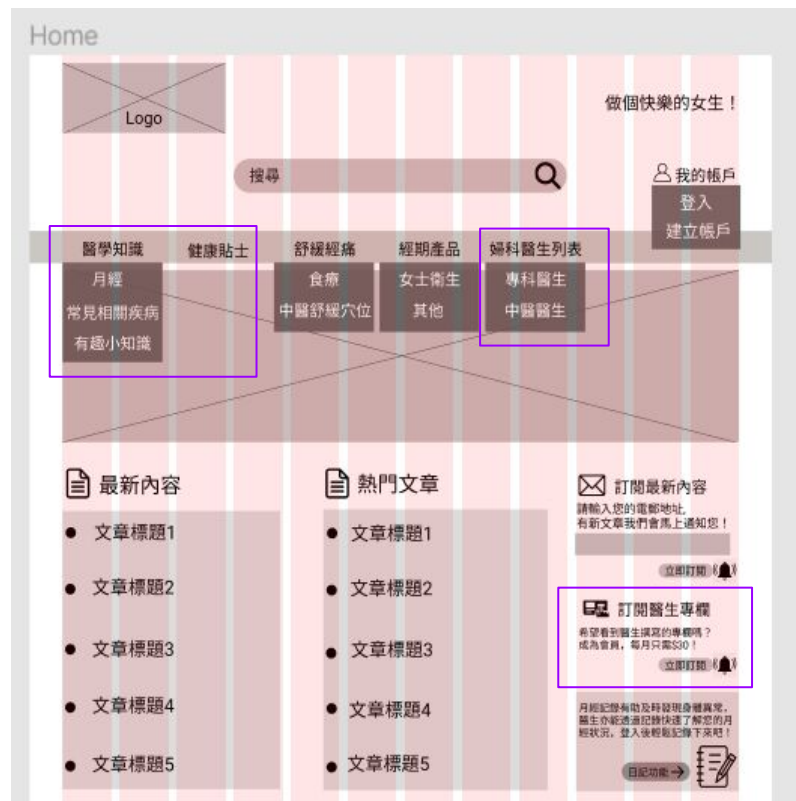
- Watson / Mannings/ Bonjourhk
- HKTVmall / Ztore
- Supermarket
- IG / Facebook shop

Design

Preliminary idea of website structure

A initial prototype was designed to outline the website structure based on the first open card sorting completed by intereweess. Addition useful information like medical knowledge, others daily life health tips as well as doctor list will not be included on our website at this stage.

Also, from the usability test, we found the doctors special features article is not attractive to users becuase there are so many recourse access on the Internet. In terms of their negative attitude, it has been removed from the webstite design.



Brand positioning and updated open card

After having the usability test, worry-free period target to be a comprehensive informative website for specifically providing **pain relief** and **period products discount details**, while the product discount information will be a selling point of our website. The navigation design and information architecture of our website are in reference to the result of updated open card sorting completed by interviewees again.

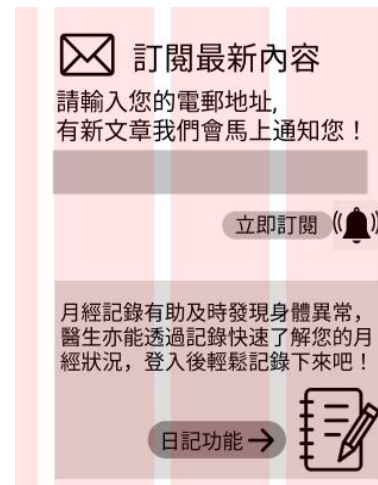


Home page

Many participants in the usability test were confused about what kind of the normal membership benefits they can enjoy given the related information are fragmented on Hong oage. They have to spend time to look around to search for the details of member benefits and scroll the page again and again. We discovered the biggest reason is that the text in desrptive box is too length and easier to be overlooked.

The layout in the current website are much more simplify by using:

- Fixed position diary logo to introduce the period record function
- Whole content block section to clearly state the latest passage subscription email service



Register page update proposal



用戶名稱

密碼

登入

(current version)

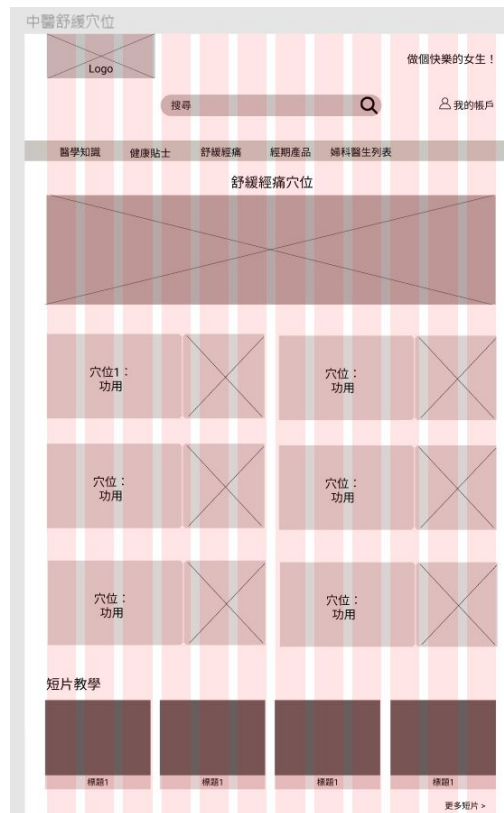
The current version doesn't provide a clear membership plan information. Participants are happy to see if there is a clear table illustrating all the member privilege details for easy reference like below (Fig1). It is also an essential part to refine in the coming future in the register page. So they can quickly distinguish the free membership and fee-based member benefits.

FREE	BUSINESS
\$0 / month	\$19 / month
Aida dere	Aida dere
Nec feugiat nisl	Nec feugiat nisl
Nulla at volutpat dola	Nulla at volutpat dola
Pharetra massa	Pharetra massa
Massa ultricies mi	Massa ultricies mi
Buy Now	Buy Now

(Example Fig1)

Pain relief acupoint page

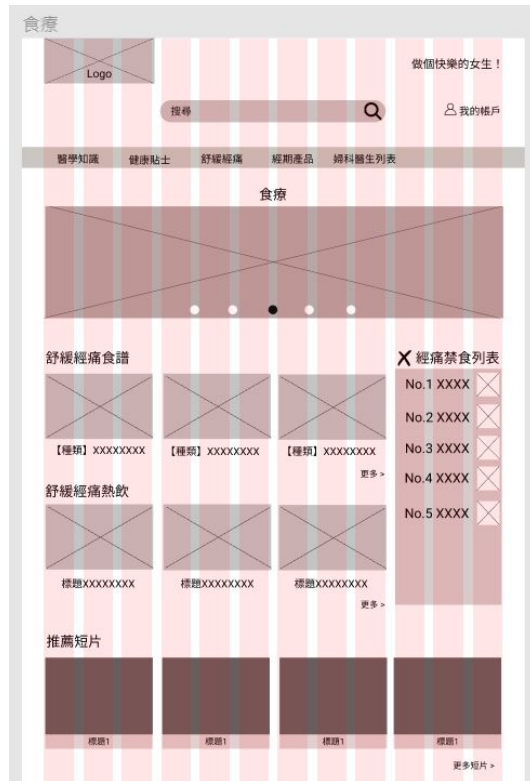
Participants prefer a landing page with a clear article title instead of reading a descriptive box only presenting the usage and effect, so they can efficiently get the mainpoint of the articles and click to the page they are interested in to solve the pain issue with detail medical knowledge.



(current version)

Dietary therapy pages

Participants reminded us that actually there will be quite a lot of forbidden food during the time suffering period pain. The table would be too long to show in mobile version as well. It is suggested to incorporate these information in a related passage instead



For users' convenience, the dietary therapy pages are divided to two separatetopic page to find food and drinks more easily



(current version)

Period status record page

Participants mentioned that some of the records details is less useful such as mood or body temperature. The item that they are usually won't record were removed. Color and blood volume are most important

過往日記

內容1
(標題：月經日期)

月經狀況記錄

月經日期：

流量：

顏色：

體重：

體溫：

腰痛：

腹瀉：

心情：

月經絞痛：

胸部自檢：

記錄其他狀況：

提交

關於我們

免責聲明

私隱政策

聯絡我們

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(current version)

Period status record page upgrade proposal

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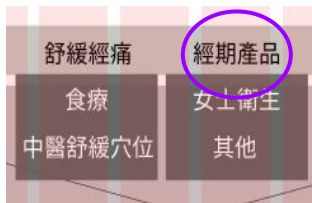
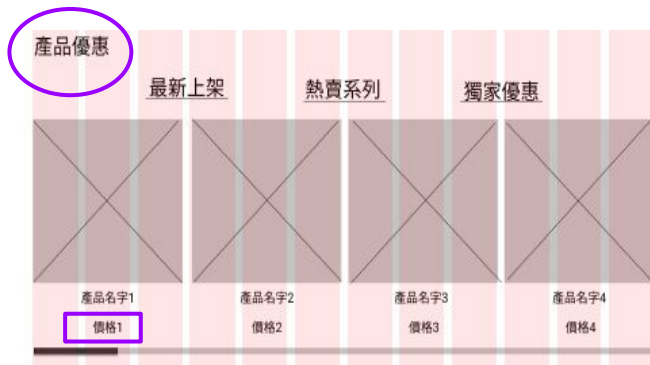


There's undoubtedly a large room for further improvement on the interaction design:

1. To revamp the page with keyboard-less entry function to allow users input the more different records in visual scale or pre-determined option, and hence they don't need to type in every time
2. The whole design would be more considerate of users if there's a follow-up action about providing related recommended articles according to the record she left on this page
3. Provide a PDF document function for users to save or print it in case of need for the body checking

Period product discount page

- The discount column on the home page and period product shown in the navigation bar is confusing to the participants due to the unidentical expression. A more precise name is required
- Meanwhile, people were expected to see the original price in the discount column section



(current version)

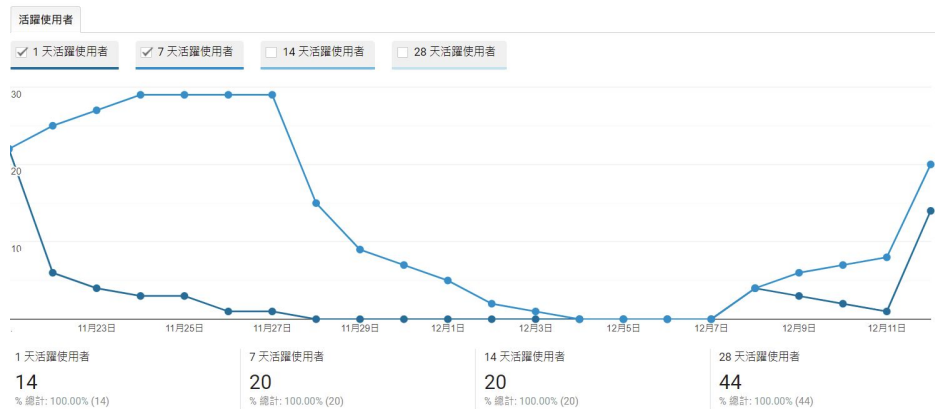


Evaluation / Test

Overall performance

From 11 Nov to 13 Dec, there were total 44 users, who are mainly from Hong Kong and using the browser of Safari (63.6%) / Chrome (29.6%), visited the WorryFree Period website. It seems people are using mobile to access the website more as we found the screen resolution are all belongs to mobile size. The responsive webiste design becomes more important. In addition of the desktop version, a smooth and user-friendly experience in mobile version is the things to be improved.

Besides, 28.1% (16) are the returning users. We can see the both 1 and 7 days active users are declining a week later on 27 Nov and the visit inceased again on 8 Dec as I shared the webiste with friends again. This inforamtion might not be helpful at this stage becuae the website is not published, but actually it is an important indicator to review if the website content drive a substnabile traffic.



Most popular webpage

跳出率

36.08%



網頁	網頁瀏覽量	% 網頁瀏覽量
1. /	468	40.77%
2. /product	166	14.46%
3. /login	104	9.06%
4. /member	92	8.01%
5. /register	87	7.58%
6. /acupoint	60	5.23%
7. /businesscop	58	5.05%
8. /diet	20	1.74%
9. /drink	19	1.66%
10. /profile	13	1.13%


- The bounce rate of 36.08% is fair compared to the average bounce rate benchmark (47%).
- Product page is the most frequently visited webpage apart from the home page. In other words, users usually head to the product page when they were login. This behavior also matched with what we had found in the usability test. Product discount is the captivating infoamtion efficiently grab their attention.
- For the pain relief pages, acupoint solution for immidiately solve the pain issue is relatively attractive than dietary therapy (diet/drink)

Tag manager


Total 5 event-based tags are add for tracking:

1. CTA button “Subscribe Now” (Event name: Register for membership)
2. Email subscription button at footer (Event name: Subscribe to articles)
3. Login button (Event name: Login)
4. Register button (Event name: Register)
5. Product page (Event name: Click to product page)


GA - Click product page

Google Analytics (分析) : 通用  click product page
Analytics (分析)


GA - Email register

Google Analytics (分析) : 通用  Articles sub
Analytics (分析)

GA - Login

Google Analytics (分析) : 通用  Login
Analytics (分析)

GA - Product register

Google Analytics (分析) : 通用  Product sub
Analytics (分析)

GA - Register

Google Analytics (分析) : 通用  Register
Analytics (分析)

Performance of tags

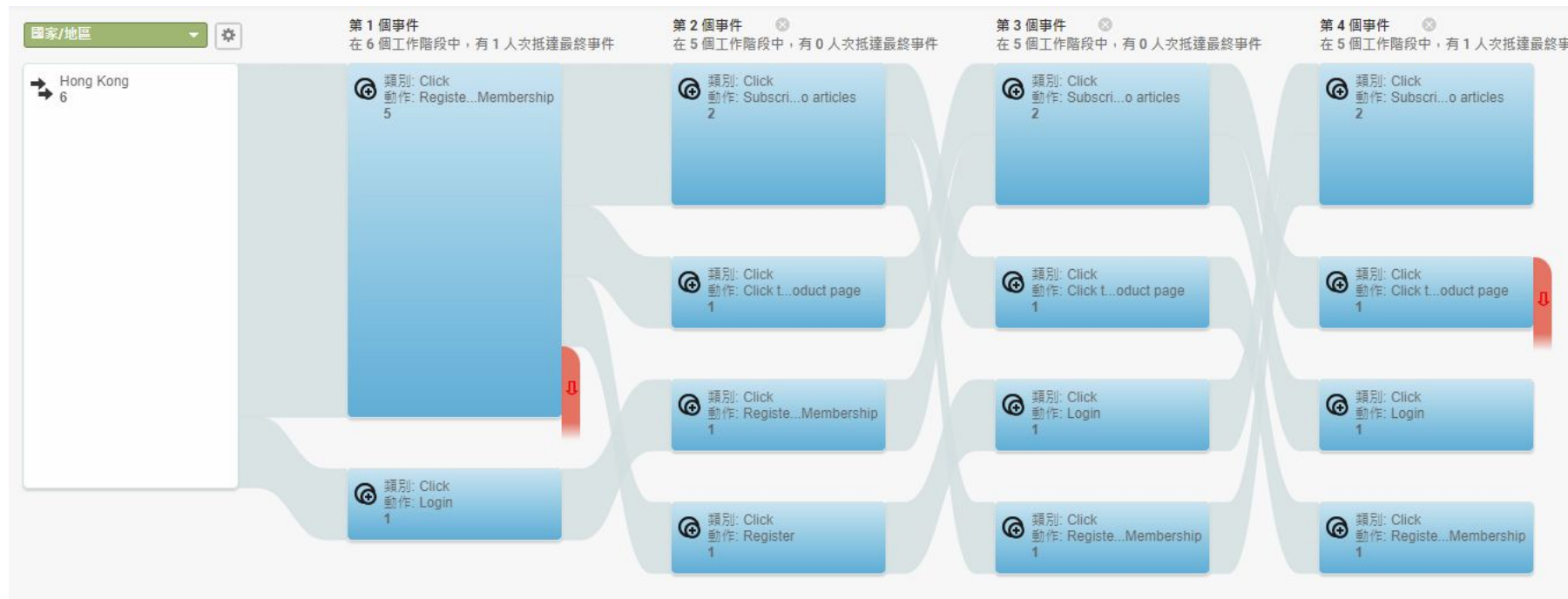
事件動作	事件總數	% 事件總數
1. Register for Membership	15	<div><div></div></div> 36.59%
2. Subscribe to articles	9	<div><div></div></div> 21.95%
3. Click to product page	8	<div><div></div></div> 19.51%
4. Login	8	<div><div></div></div> 19.51%
5. Register	1	<div><div></div></div> 2.44%

Out of total 41 events, the product subscription CTA button gained the highest click rate. However, compared to the total number of visitors (44), the subscription amount is not outstanding enough. It might be caused by the design issue or pricing strategy. We have to conduct a new usability test and A/B testing for further improvement.

The article subscription clicking button is also in a low rate. Again a next round of usability test and A/B testing is needed to see if it is because users are simply not interested in it or to place at the footer is not effective to reach users.

Regarding the login and register button, they are newly added within 2 days. The result are less accurate. A longer testing period is expected for evaluation in the future.

The flow of event-based activities



The flow of event-based activities

- More users registered via product subscription CTA button instead of directly go to sign up and login.
- Users who first click on the product subscription CTA button, more users usually subscribed to the latest articles afterwards and finally head to the product page.

→ *Users subscribed to product information also show interest to the latest articles subscription*

- For those people clicked on the login and register first on the home page, they are less interested in the product discount information and will rather scroll down to the footer to subscribe the latest articles.

→ *Should keep track of the number of latest articles subscription to validate if it is a useful feature to users*



經期產品格價

每月只需**港幣\$12** 即可獲取更多優惠資訊

立即訂閱

A/B test – product discount subscription

Original version

經期產品格價

每月只需**港幣\$8** 即可獲取更多優惠資訊

立即訂閱

全部 衛生巾 女士潔膚液 其他

VS

Version B

經期產品格價

每月只需**港幣\$12** 即可獲取更多優惠資訊

立即訂閱

全部 衛生巾 女士潔膚液 其他

As the period-related product discount information is the key selling point to our website, the **product discount subscription section on home page** was chosen for testing starting from 21 Nov. According to the usability test, the comparison of discount is the thing they would like to know the most and willing to pay for the discount with an average budget of around **\$10-15**. The purpose of the test is to investigate which of the subscription fee amount they are more likely to accept. In light of the products average cost at around \$30 and participants' expected charging fee from \$10-15, we set the subscription fee as **\$8** and **\$12** for the test.

A/B test Result

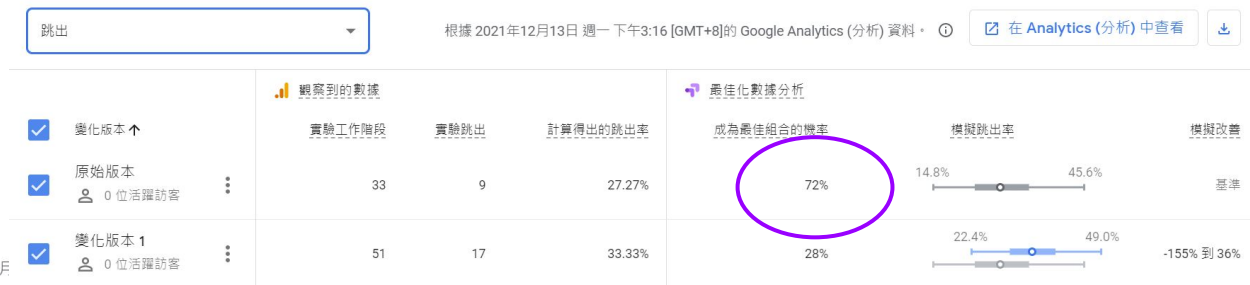


Three objectives are established:

- Duration
- Registration page
- Bounce rate

For the Duration, the performance of Version B is better. The result pointed out that the anticipated conversion rate and best composition rate with the new variant is much much higher than original version. However, the relationship between new variant and website duration is not strong enough to reflect if higher subscription fee is the reason to encourage part of the users stay on the page longer

A/B test Result



As the CTA will direct users to sign up for account to enjoy the membership benefit, we should focus on the another 2 objectives, which is registration page and bounce rate. It seems the original version is more appealing to users with a higher conversation rate and better composition rate. The bounce rate is also lower than Version B. It is possible a higher subscription fee at \$12 will becomes one of the reasons that users leave the page so soon.

Future testing action

- The testing period is too short to provide a valid outcome. Although the current result revealed that users are more favour with the lower subscription fee on original veriosn website. There is a need to carry a more sophisticated testing with larger sample base or **A/B/C test** to find a accurate pricing range.
- Besides, there is another content posistioning problem awaiting for an A/B test. According to the usability test, some participants suggested the product column should be placed in a higher porition before the popular and recommended article sections on the home page. Thus, we should condect another test by **reshuffling the product discount sections to the top of the website** to study whether a higher position on the layout will contribte to a better subscription rate.

Future testing action

- During the usability test interview, most of the users are willing to leave their information on the platform and agree this record is helpful if they are going to visit doctor. The period record could be one of the useful resources for future business direction, like to have a partnership with clinic of linking record to their system for doctors' reference and have further corporation of providing online doctor consultancy service
- Therefore, the **tag tracking for period status record** is also required to look into the frequency of the use of this feature and examine if it is a useful feature for most of the users in the future and be an business assets for sustainable business development

Appendix

3rd Bootstrap template

Template Name: Vlava

Template URL:

<https://bootstrapmade.com/vlava-free-bootstrap-one-page-template/>

Author: BootstrapMade.com

License: <https://bootstrapmade.com/license/>

Figma prototypes

Desktop version:

[https://www.figma.com/file/WkSZTGeil2TfpH6vctevjl/Assignment-8-\(Desktop\)?node-id=0%3A1](https://www.figma.com/file/WkSZTGeil2TfpH6vctevjl/Assignment-8-(Desktop)?node-id=0%3A1)

Mobile version:

[https://www.figma.com/file/Tg4cUt9OezYFPEdsaMzfbz/Assignment-8-\(Mobile\)?node-id=0%3A1](https://www.figma.com/file/Tg4cUt9OezYFPEdsaMzfbz/Assignment-8-(Mobile)?node-id=0%3A1)

Reference

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