

Assignment #3

TOPIC: WORRY-FREE PERIOD
(MENSTRUAL PAIN)

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INTRODUCTION

I would like to create a website regarding the menstrual period. The reason I select this topic is the related information on the Internet is fragmented and abundant. As a lady who suffers from menstrual pain and curious about the medical knowledge, I usually have to spend some time and read several websites in order to acquire the information I really want when searching through Google. This is a common problem I discussed a lot with my friends. They also agree that although there are many useful recourses on the Internet for us to access, there is no comprehensive website providing all round information for our reference. We can do nothing but keep searching with different keywords such as pain relief, gynecological diseases, period products, to name but a few. After that, we even need to process many results popped up in the web browser ranging from forum, magazine articles, YouTube videos, medical websites to finally obtain what we need.

Therefore, I hope I can establish a website with covering various menstrual topics to facilitate the whole searching process. With this website, people no matter if you are a girl or boy can find the related medical knowledge, preparation items for the coming period, pain relief solutions more efficiently. As such, these information allow them to gain a clearer idea about what to do in every stage i.e. before period, during period, after period, and eventually lady can enjoy a worry-free period every month or any of you can help your girlfriend/family members/friends to have one as well😊

INTERVIEW QUESTION

1. What websites / information sources will you search when you/your partner/your family member is experiencing menstrual pain?
2. Can you show me the keywords you usually search on browsers?
3. Which kind of website results grab your attention so you will click on?

Website 1 - <https://www.sofy.com.tw/zh-tw/advice.html>

Website 2 - <https://www.hk.kotex.com/periods>

- 4.1 What do you think when you first see the above websites? (e.g. the color preference, feeling...)
 - 4.2 What kind of content are you interested in on this websites?
 - 4.3 Is the navigation bar clear enough to direct you to the dedicated page? (e.g. is it easy to find the info that you want to know)
 - 4.4 Does the design layout look good?
 - 4.5 Is every section on the webpage clear enough?
 - 4.6 Is this website helpful / the content is useful if you are experiencing menstrual pain?
 - 4.7 What else can be improved? Could you please provide some suggestions?
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5. Which website do you like better?
 6. What other information do you want to know if you are experiencing menstrual pain? (e.g. any other content can be added to the website?)

INTERVIEW FEEDBACK

Main concerns from interviewees
Hard to find a one single website for answering most of their problems
Want to know more about the tips about preventing menstrual pain
Focus on every stage of period i.e. before period / on period / after period
Better understand self period condition (經期狀況) by studying the professional medical knowledge in an easy way
Resistant to Panadol
Interested in healthy lifestyle and treatment e.g. Chinese medicine, dietetic therapy, exercise
How to take care girlfriends / girls who are at the stage of puberty

Website design tentative preference
An eye-catching headline instead of just using a simple statement
Use light/gentle color, but not girlish one to target both genders e.g. pastel colors
Not only emphasize medical knowledge, but to provide solutions is the most important
Simple layout and structure e.g. content in article should always be summarized and organized with sub-topic for audience to get the point
Can add some picture and video for explanation, especially for those professional knowledge
Search engine or categorized keywords to direct them to the right page quickly

PERSONA

Type 1: Girl suffers from menstrual pain (Zoom A,B)



Name: Mandy

Age: 26

Sex: Female

Education: Bachelor

Marital Status: Single

Industry: Marketing

Lifestyle: busying at work, limit time to exercise, relax with watching Korean dramas and cooking

Life issues: suffering from menstrual pain every month, want to achieve a healthy lifestyle to improve the pain issue rather than taking Panadol all the time.

Goals:

1. Spend time on searching pain relief information on the Internet
2. To start a healthy lifestyle
3. Learning the natural pain relief way such as knowledge of acupoint (中醫穴位), simple yoga exercise and dietetic therapy
4. Keep track of period condition and seek help if there is any unusual symptom appeared

Challenges:

1. Always forget the information she had read before
2. What to do if the discomfort is last for a long period

PERSONA

Type 2: Girls who would like to know more about the period related health information (Zoom C)



Name: Lily
Age: 22
Sex: Female
Education: Bachelor
Marital Status: Single
Industry: Student

Lifestyle: love exercise, go gym regularly, aware of the important of fitness

Life issues: don't have menstrual pain issue but care a lot about how to maintain a good health and prevent from getting gynecological diseases

Goals:

1. search the useful tips about what should be pay attention before and after period via Google
2. Observe the period condition and will search for related medical information.
3. Good dietary habit. Never drink cold drinks when period is about to come

Challenges:

1. Always forgot the information she had read before
2. Not sure if the information is accurate or not

PERSONA

Type 3: Partner who trying to take care of girlfriends (Zoom D)



Name: David
Age: 27
Sex: Male
Education: Bachelor
Status: In relationship
Industry: Engineer

Lifestyle: play PS5, watch Netflix, saving money for wedding

Life issue: girlfriend always suffers from menstrual pain but have no idea how to take care of her

Goals:

1. search pain relief information on the Internet and ease her pain effectively
2. Try to buy suitable period products for girlfriend in the supermarket or place order through online shop, like healthy drinks powder(經痛即沖養生飲品) and sanitary napkin for her convenient

Challenges:

1. Not sure what is the best way for relieving her pain
2. Buy the products in discount

PERSONA

Type 4: Parents (mother) who is taking care for girls at the stage of puberty (Zoom E)



Name: Kate
Age: 23
Sex: Female
Education: Bachelor
Marital Status: Married
Industry: Accountant

Lifestyle: do housework, preparing enjoyable activities for family days, provide the best education for kids

Life issue: daughter is about reaching the stage of puberty and need to know more about the menstrual knowledge

Goals:

1. Obtain sufficient menstrual information to transfer knowledge to daughter
2. Identify daughter's need and get ready for the first menstruation

Challenges:

1. Be alert to any abnormal symptom happened to daughter especially when precocity is common nowadays
2. How to teach and discuss with kids in a vivid and interesting way

JOURNEY MAP




Persona – Mandy

I choose Mandy for developing the journey map is because she represents a typical persona around us. Recent research indicated that over half of the respondents are suffering from menstrual pain and an abnormal menstrual pain can lead to some gynecological diseases.

Most of them are more concerning about their menstrual health condition and will spend time on learning related information in daily life. Their demand in the journey will be more specific to tell us what problem/content should be included on the website.

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	To find pain relief solution	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	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

PROBLEM STATEMENT

How might we help women who are suffering from menstrual pain to acquire related medical knowledge as well as helpful information in every stage of period so that they can have a better understanding of their own period condition and enjoy a worry-free period experience next time?

STORY MAP



OPEN CARD SORT

醫學
知識

健康
貼士

經痛舒
緩方法

經期相
關產品

醫生聯
絡資料

生理期
醫學簡
介

日常
保健

中醫經
痛舒緩
穴位

衛生巾
牌子

婦科專
科醫生
列表

女性生
理期相
關疾病

經期間
注意事
項

食療

經痛紓
緩貼

中醫婦
科醫生
列表

經期情
緒問題

經期
瑜伽

經痛即
沖養生
飲品

經期小知識
(坊間疑
問)

經期應
用程序
推薦

Positioning Map

menstrual
health
information



period products buying