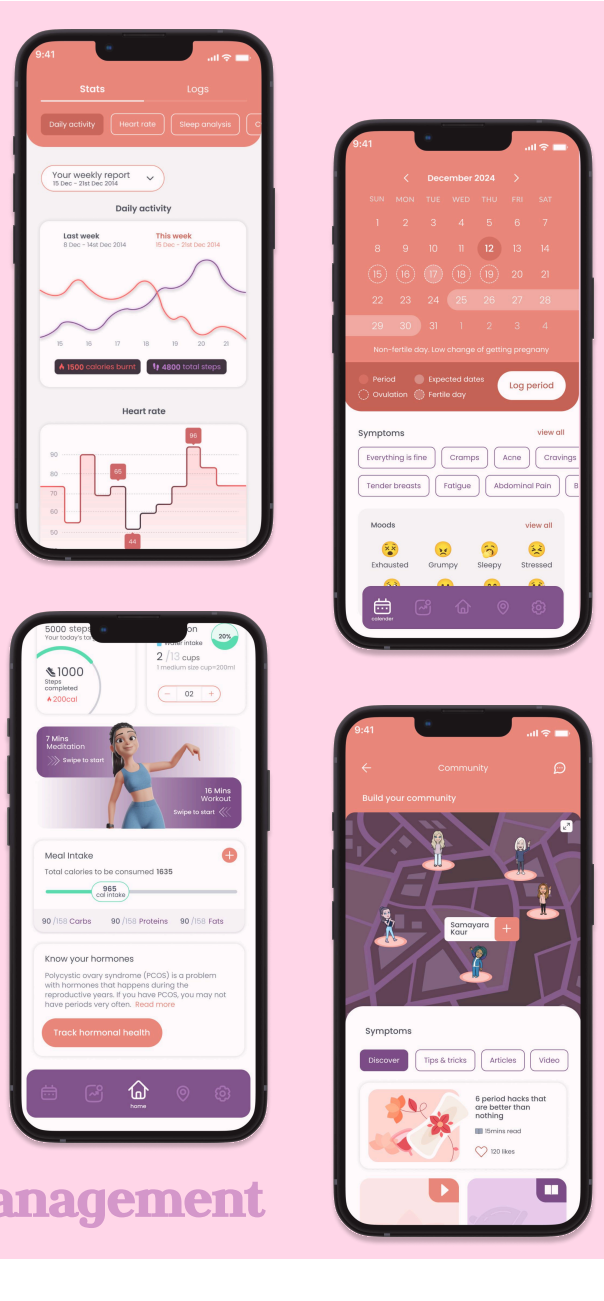
OVACARE

Track. Heal. Thrive.



PCOS Lifestyle Management

Ovacare is a dedicated app for women with PCOS, helping them track their lifestyle, health, and periods while providing personalized insights. It also motivates users to adopt and maintain a healthy lifestyle for better PCOS management.

WHAT is PCOS?

A hormonal disorder affecting women of reproductive age.

WHY does PCOS happen?

Due to hormonal imbalance which can be due to Genetics, lifestyle, and environmental factors contribute.

HOW does PCOS affect women?

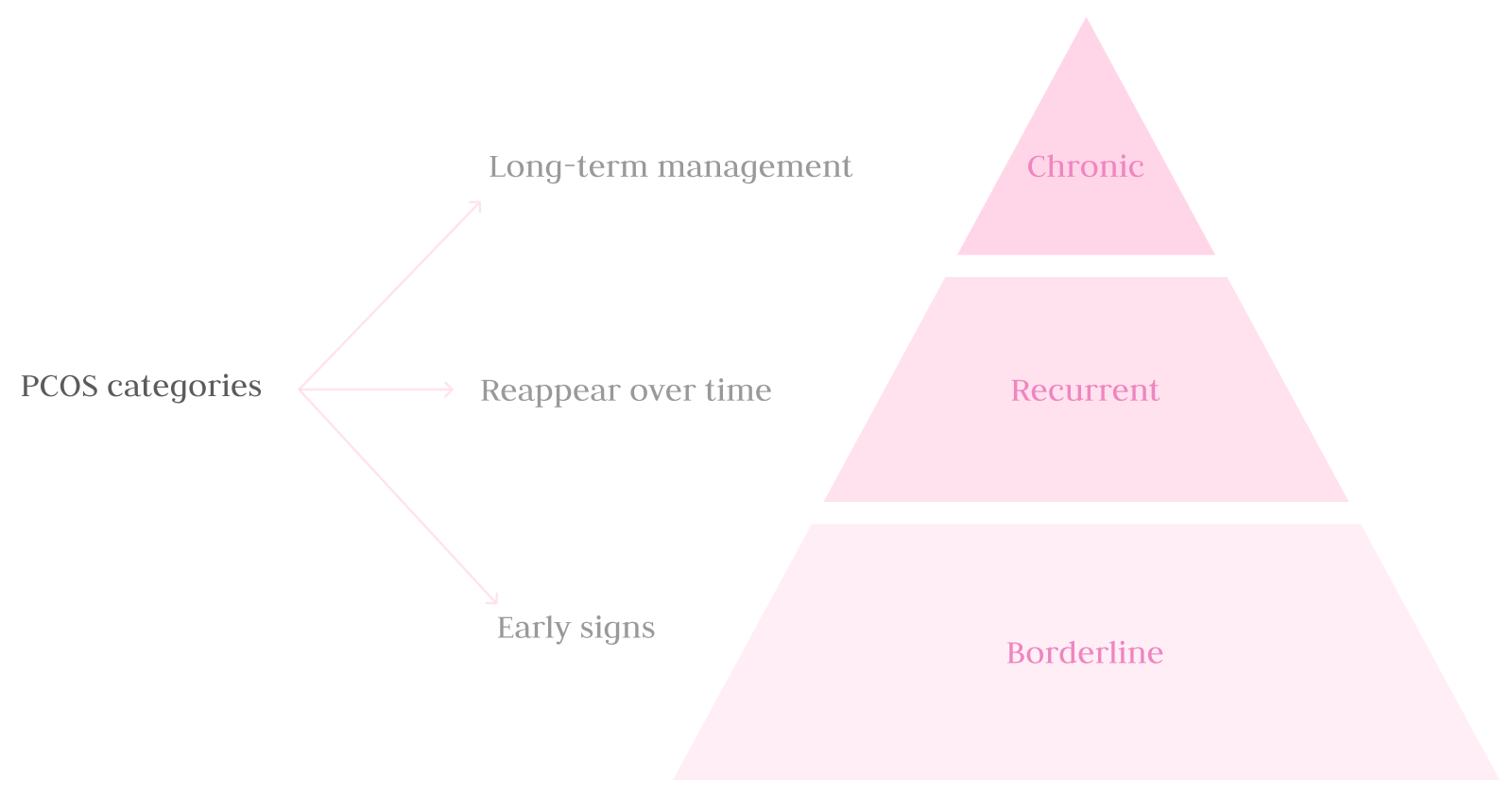
Impacts menstrual cycles, metabolism, and fertility. Also increases risk of diabetes, heart disease, and mental health issues.

WHO is affected by PCOS?

1 in 5 women in India is affected by PCOS. And 10 million women globally are diagnosed annually.

AIM of Project

This project aims to support all women, whether they have PCOS or not, by spreading awareness about its root causes. By educating women on lifestyle management, the goal is to empower them to take proactive steps in maintaining their health and preventing PCOS related complications.



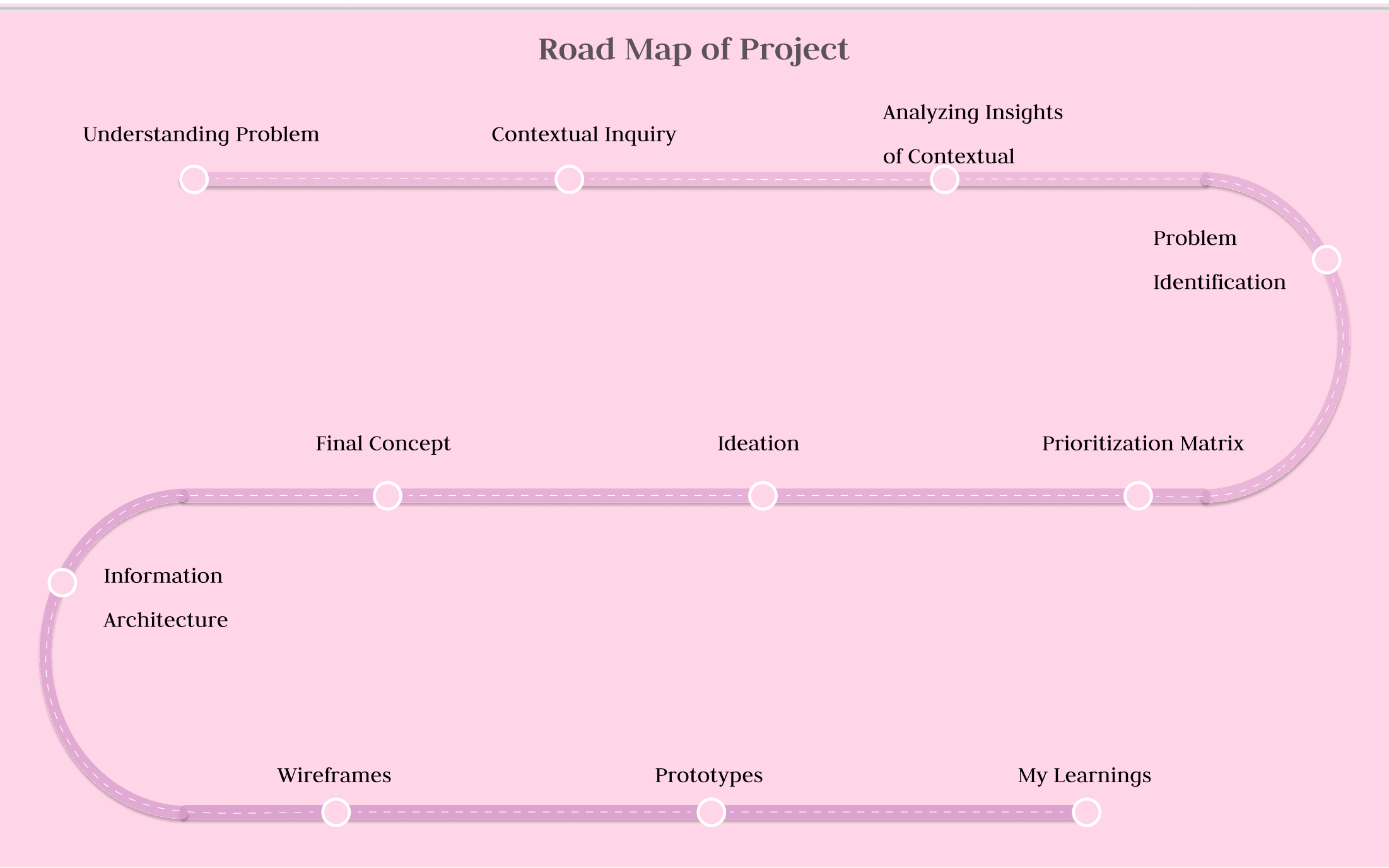
PCOS categories

Long-term management — Chronic

Reappear over time — Recurrent

Early signs — Borderline

Road Map of Project



Understanding Problem

Contextual Inquiry

Analyzing Insights of Contextual

Problem Identification

Prioritization Matrix

Ideation

Final Concept

Information Architecture

Wireframes

Prototypes

My Learnings

Why is PCOS a Problem?

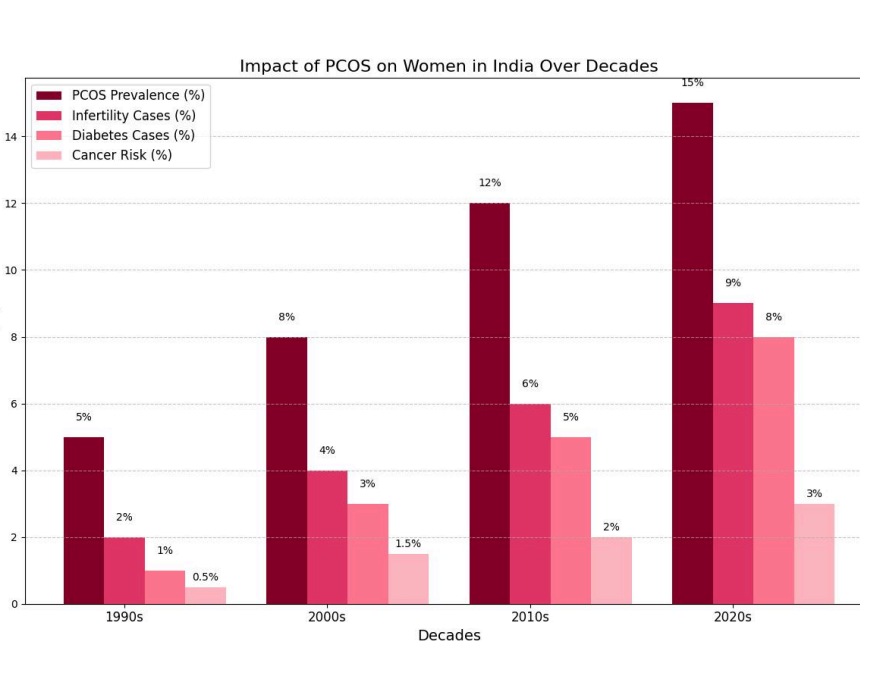
- High Prevalence
- Chronic Nature
- Delayed Diagnosis
- Impact on Quality of Life

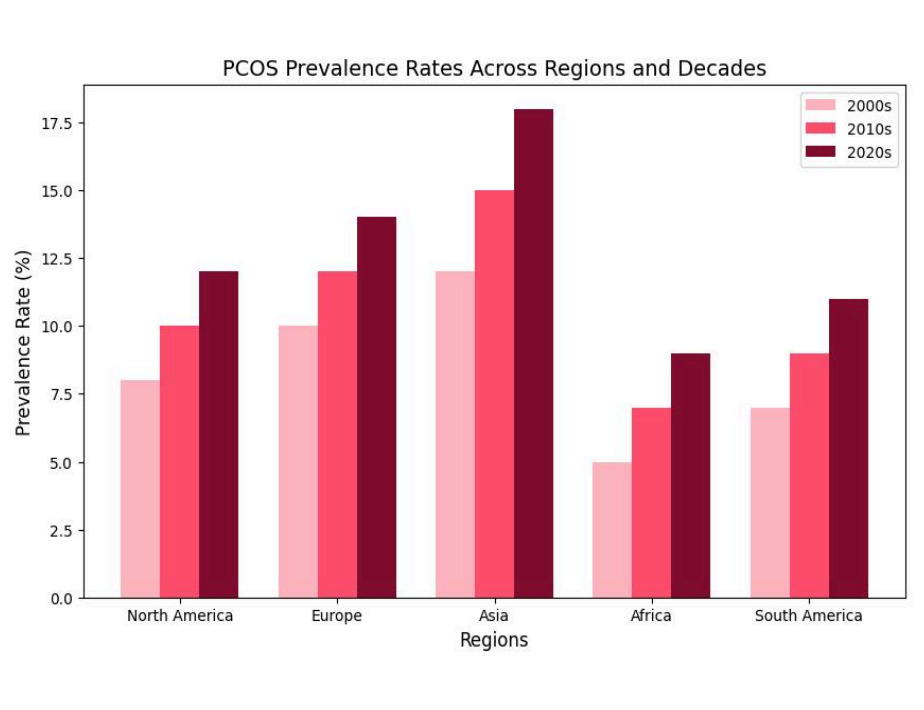
What are consequences of Untreated PCOS?

- Infertility
- Metabolic Disorders
- Cardiovascular Diseases
- Cancer Risk
- Mental Health Challenges

Why Overcoming PCOS is Necessary?

- Protecting Women's Health
- Improving Fertility
- Reducing Economic Burden
- Promoting Mental Well-being
- Ensuring Gender Equity





> “I've started noticing changes in my body, but I'm unsure if it's PCOS or just temporary fluctuations.”

Name: Suhani Parakh
Age: 21
Location: Pune, India
Occupation: College Student
Category: Borderline PCOS

Background & Lifestyle:
Suhani is a college student with a hectic schedule. She has recently noticed irregular periods, sudden weight gain, and mild acne. She is unsure if these are signs of PCOS and often searches for information online but feels overwhelmed by conflicting advice.

Pain Points:

- Uncertainty about whether she has PCOS
- Lack of proper guidance on early symptoms
- Wants to adopt a healthier lifestyle but struggles with consistency

> “Even after treatment, my symptoms keep coming back, making it difficult to maintain a stable routine.”

Name: Neha Kapoor
Age: 28
Location: Bangalore, India
Occupation: IT Professional
Category: Recurrent PCOS

Background & Lifestyle:
Neha was diagnosed with PCOS at 23 but managed it through medication and lifestyle changes. However, due to work stress and irregular eating habits, her symptoms have returned. She experiences frequent fatigue, mood swings, and difficulty in weight management.

Pain Points:

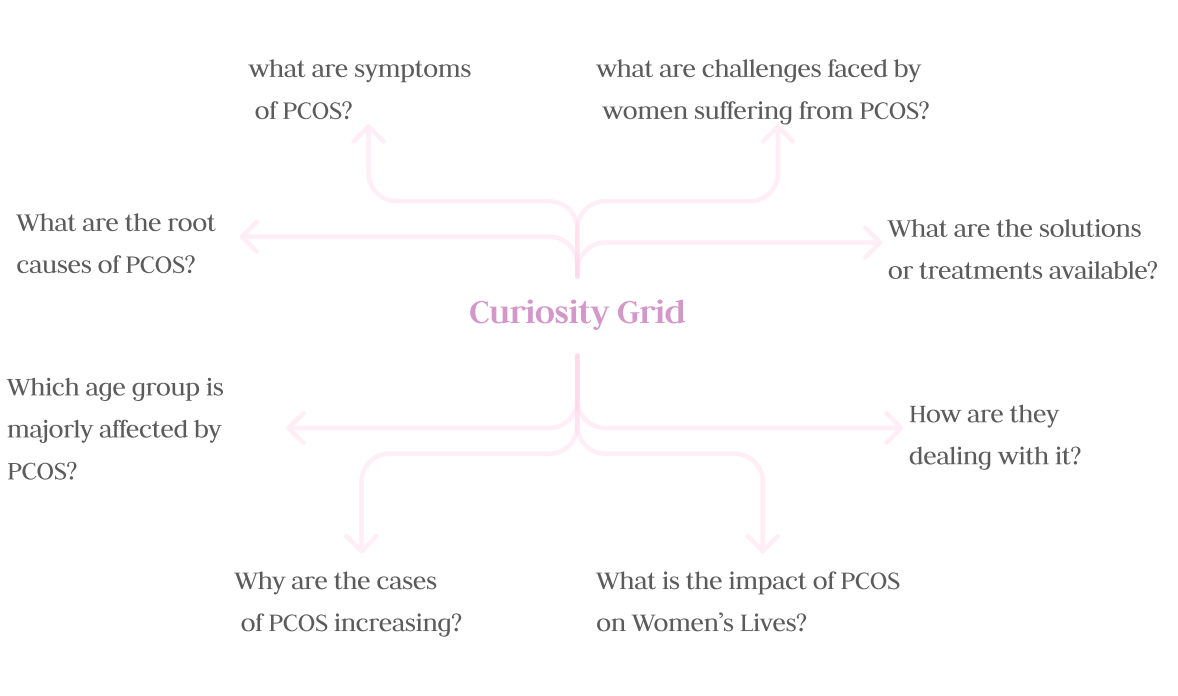
- Struggles to maintain a healthy lifestyle due to work pressure
- Frustrated with recurring symptoms
- Feels demotivated when treatments don't show quick results

Contextual Inquiry

The contextual inquiry involved interviews with 10 women and 3 gynecologists, providing in-depth insights into their experiences. Additionally, a survey with 30 women offered valuable data, helping to better understand the challenges faced in managing PCOS.

[Survey Questions for Women with PCOS](#)

[Survey Questions for Gynecologists](#)



Curiosity Grid

what are symptoms of PCOS?

what are challenges faced by women suffering from PCOS?

What are the root causes of PCOS?

What are the solutions or treatments available?

Which age group is majorly affected by PCOS?

How are they dealing with it?

Why are the cases of PCOS increasing?

What is the impact of PCOS on Women's Lives?

Insights of Contextual Inquiry

For more Insights - [Affinity Map](#)

One woman described lack of information can lead to fear, confusion, and anxiety. The women interviewed want to understand what's happening to their bodies and why certain treatments are recommended.

The interviews reveal that PCOS significantly impacts mental health. Women with PCOS express a need for emotional support alongside medical treatment. While family plays a vital role

A gynecologist diagnoses PCOS based on symptoms, a hormonal profile blood test, and a sonography

“I am worried obviously, Fertility is a concern because of PCOS”

Many women feel their concerns are dismissed or minimized by healthcare professionals. Doctors not taking the time to explain the diagnosis and treatment options.

Making and sustaining lifestyle changes is a major pain point. Women struggle with maintaining a healthy diet, exercising regularly, and getting enough sleep

Several interviewees expressed a strong preference for counseling and a holistic approach to PCOD/PCOS management.

Despite being prescribed medication, decided not to take it due to concerns about potential side effects. The sources also reveal an openness to exploring alternative therapies for PCOD/PCOS. One woman, successfully treated an ovarian cyst with homeopathic medicine

Busy schedules and demanding lifestyles. Limited control over food choices, especially in hostel settings. Lack of motivation and difficulty in making lasting changes.

Awareness of PCOS has increased, especially among younger women, thanks in part to social media platforms and influencers sharing information.

Access to healthcare and affordability of treatment are concerns. Consulting multiple specialists, such as dieticians and nutritionists, adds to the cost.

Cultural biases can hinder open discussion and treatment of PCOS. Families may discourage women from talking about their condition, especially with male family members. This lack of openness can prevent women from seeking timely medical help

Women diagnosed with PCOS, especially at a young age, express a strong need for clear and comprehensive information about the condition

Mentally feel exhausted across all of this but it's okay, it's become so hard to keep track of everything

The interviews suggest a shift in perspective towards accepting PCOD/PCOS as a part of life rather than a disease to be cured.

“People never saw me this heavy. Since childhood, I was very thin. So it is like, in a 6 to 7 months transition. So this is a very major thing. And it also, like, acts as a, you know, something that makes me sad. And I don't like, I, I'm, I'm not able to accept myself you know, after gaining weight”

Analyzing Insights With Help of Models

To gain a deeper understanding of the problem, models were used to analyze how women react and take action.

Flow Model Insights:

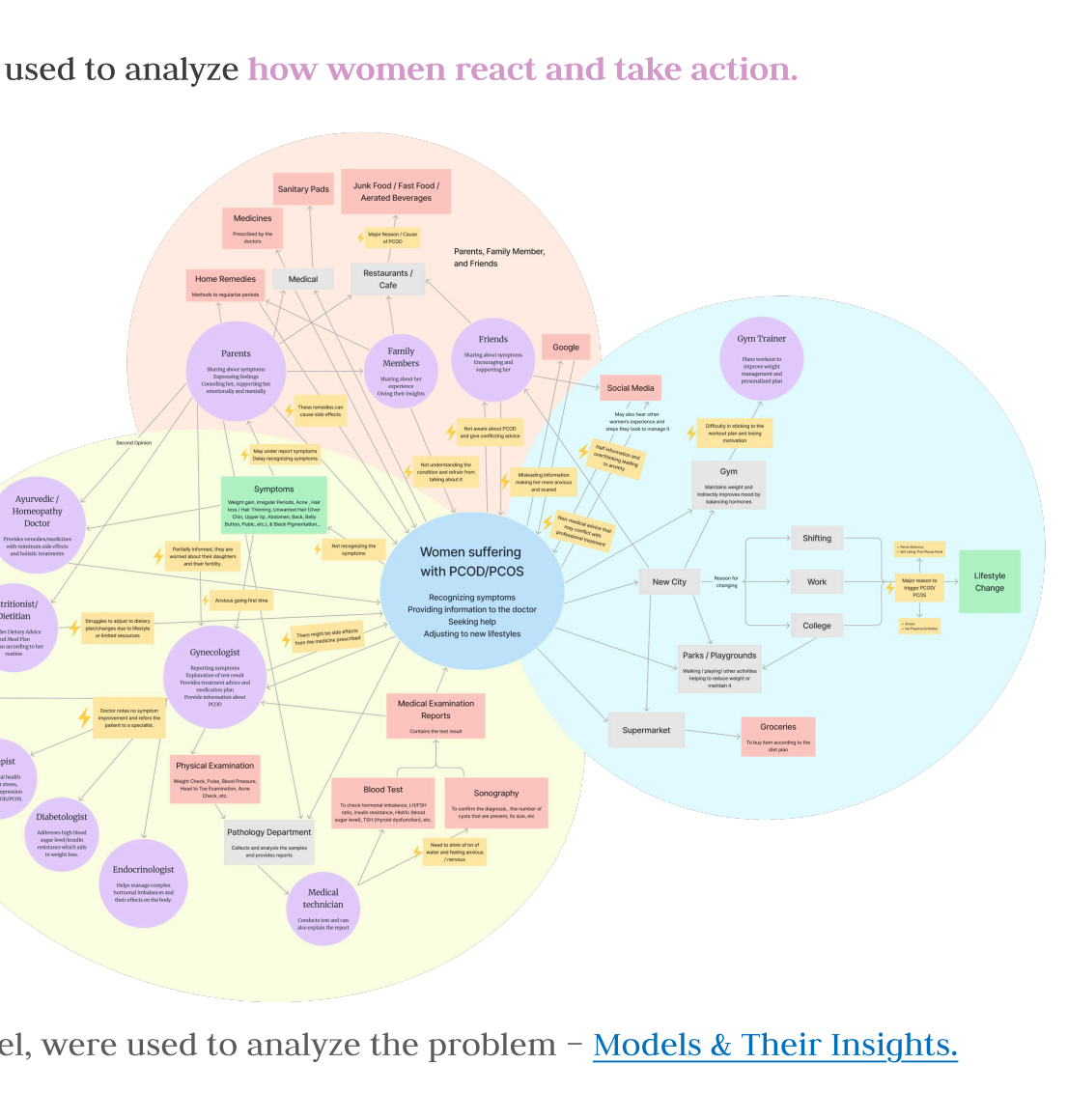
Delay recognizing symptoms

Struggles to adjust to dietary plan/changes due to lifestyle or limited resources

Misleading information making them more anxious and scared

Not understanding the condition and refrain from talking about it.

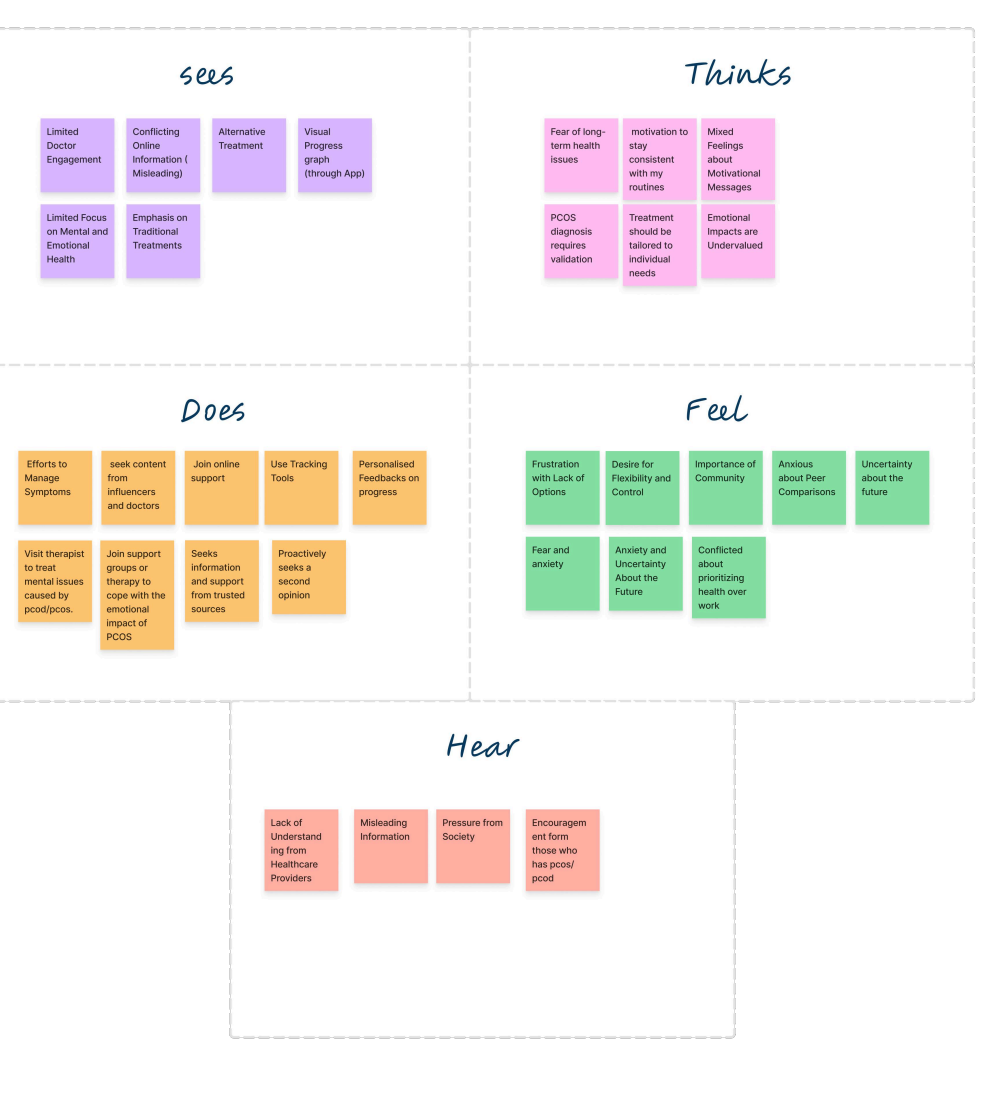
HomeSickness, Not Liking That Places Food, Stress, No Physical Activities


Women suffering with PCOD/PCOS
Therapist
Diabetologist
Endocrinologist
Medical technician
Physical Examination
Pathology Department
Blood Test
Sonography
Medical Examination Reports
Supermarket
Groceries

Additional models, such as the sequence model and cultural model, were used to analyze the problem – [Models & Their Insights.](#)

Empathy Mapping

Empathy mapping helped identify the emotions, needs, and challenges of women with PCOS, providing key insights for a user-centric solution.



Sees

Limited Doctor Engagement

Conflicting Online Information (Misleading)

Alternative Treatment

Visual Progress graph (through App)

Limited Focus on Mental and Emotional Health

Emphasis on Traditional Treatments

Thinks

Fear of long-term health issues

motivation to stay consistent with my routines

Mixed Feelings about Motivational Messages

PCOS diagnosis requires validation

Treatment should be tailored to individual needs

Emotional Impacts are Undervalued

Does

Efforts to Manage Symptoms

seek content from influencers and doctors

Join online support

Use Tracking Tools

Personalised Feedbacks on progress

Visit therapist to treat mental issues caused by pcod/pcos.

Join support groups or therapy to cope with the emotional impact of PCOS

Seeks information and support from trusted sources

Proactively seeks a second opinion

Feel

Frustration with Lack of Options

Desire for Flexibility and Control

Importance of Community

Anxious about Peer Comparisons

Uncertainty about the future

Fear and anxiety

Anxiety and Uncertainty About the Future

Conflicted about prioritizing health over work

Hear

Lack of Understanding from Healthcare Providers

Misleading Information

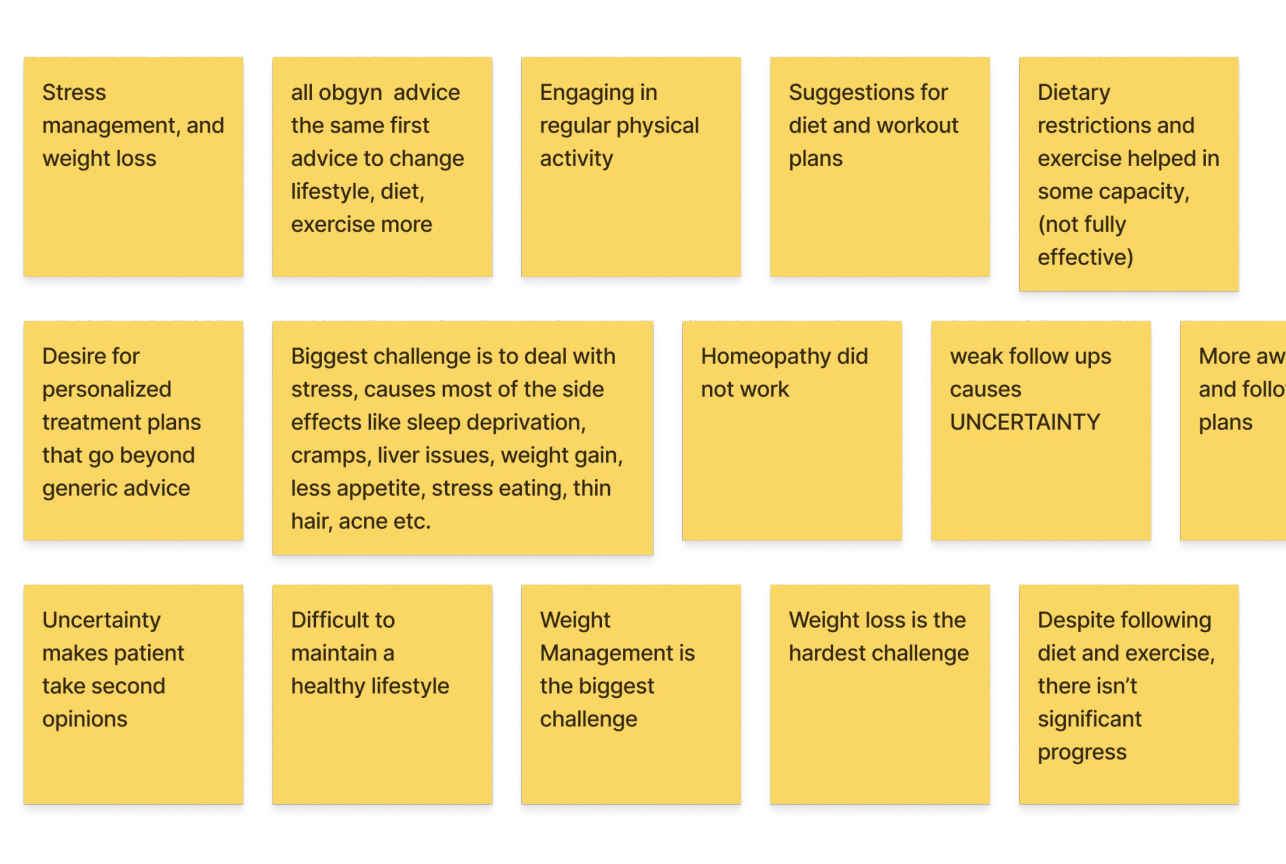
Pressure from Society

Encouragement form those who has pcos/ pcod

Brainstorming

Affinity Map → How Might We (HMW) → Feasibility Vs Critically Matrix → Design Brief → 5 Why Technique → Crazy 8 → Stakeholder Mapping

[Detailed Brainstorming Process](#)



Stress management, and weight loss

all obgyn advice the same first advice to change lifestyle, diet, exercise more

Engaging in regular physical activity

Suggestions for diet and workout plans

Dietary restrictions and exercise helped in some capacity, (not fully effective)

Desire for personalized treatment plans that go beyond generic advice

Biggest challenge is to deal with stress, causes most of the side effects like sleep deprivation, cramps, liver issues, weight gain, less appetite, stress eating, thin hair, acne etc.

Homeopathy did not work

weak follow ups causes UNCERTAINTY

More awareness and follow up plans

Uncertainty makes patient take second opinions

Difficult to maintain a healthy lifestyle

Weight Management is the biggest challenge

Weight loss is the hardest challenge

Despite following diet and exercise, there isn't significant progress

1

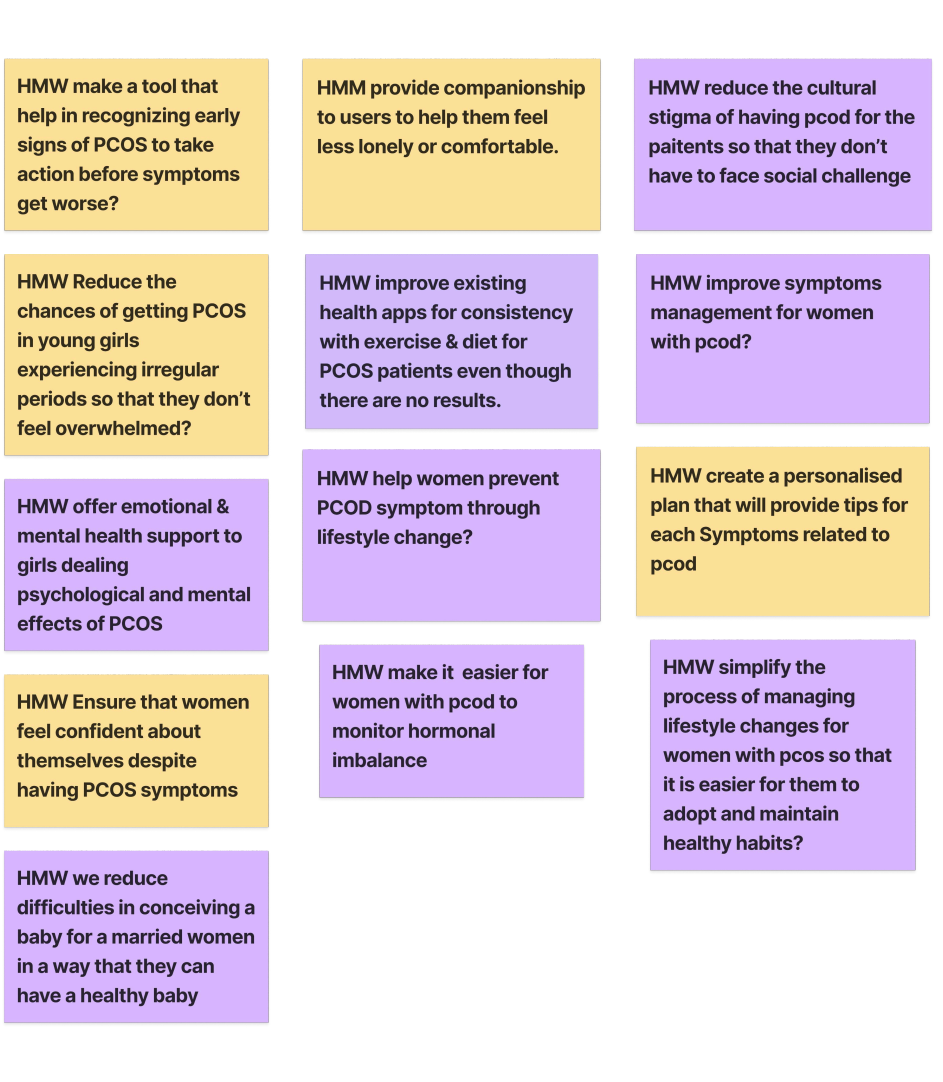
Affinity Map

Organized research insights into themes to identify key patterns and user pain points.

2

How Might We (HMW)

Framed problem statements into actionable design opportunities.



HMW make a tool that help in recognizing early signs of PCOS to take action before symptoms get worse?

HMW Reduce the chances of getting PCOS in young girls experiencing irregular periods so that they don't feel overwhelmed?

HMW offer emotional & mental health support to girls dealing psychological and mental effects of PCOS

HMW Ensure that women feel confident about themselves despite having PCOS symptoms

HMW we reduce difficulties in conceiving a baby for a married women in a way that they can have a healthy baby

HMM provide companionship to users to help them feel less lonely or comfortable.

HMW improve existing health apps for consistency with exercise & diet for PCOS patients even though there are no results.

HMW help women prevent PCOD symptom through lifestyle change?

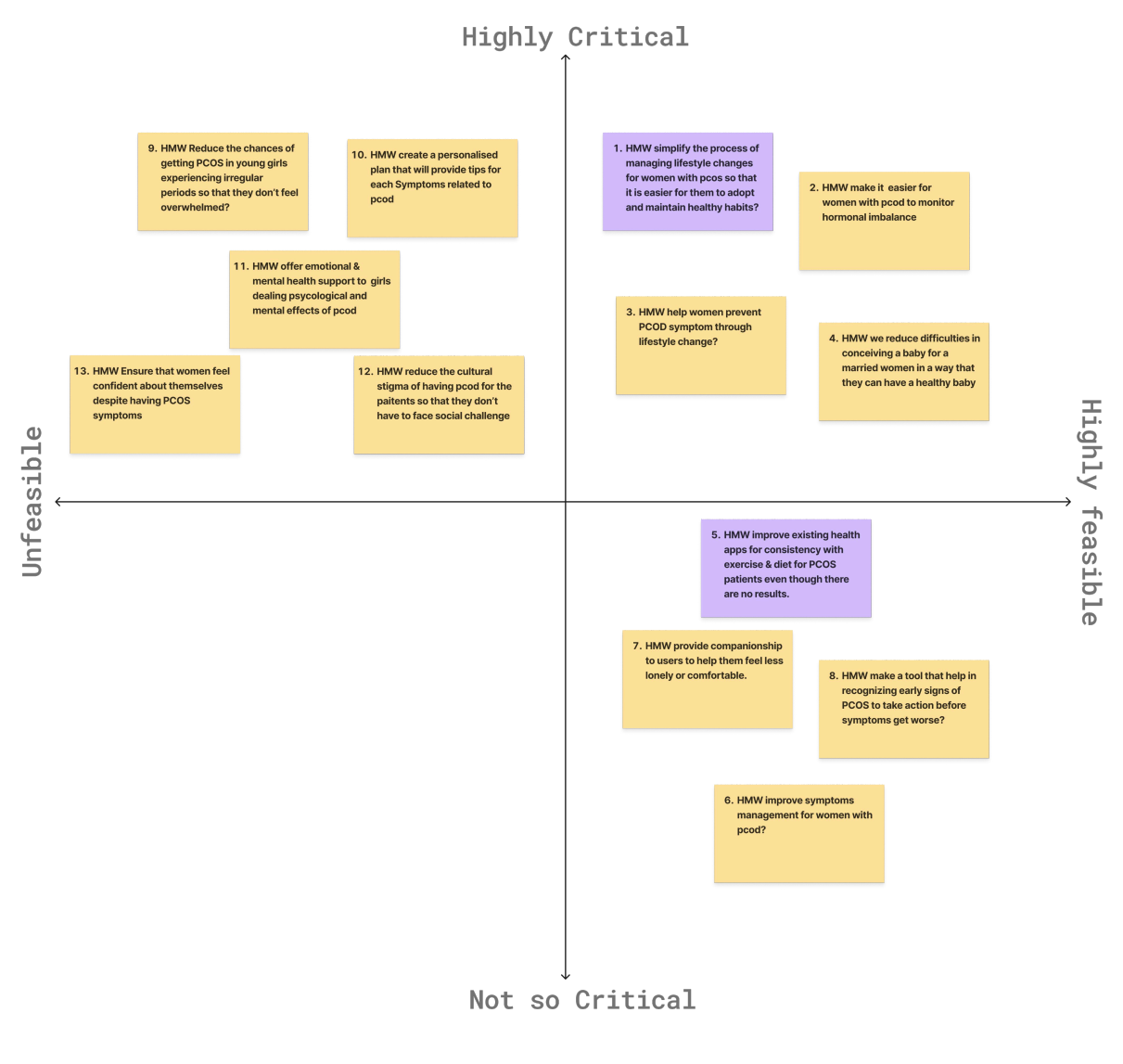
HMW make it easier for women with pcod to monitor hormonal imbalance

HMW reduce the cultural stigma of having pcod for the paitents so that they don't have to face social challenge

HMW improve symptoms management for women with pcod?

HMW create a personalised plan that will provide tips for each Symptoms related to pcod

HMW simplify the process of managing lifestyle changes for women with pcos so that it is easier for them to adopt and maintain healthy habits?


Highly Critical
Not so Critical
Unfeasible
Highly feasible

9. HMW Reduce the chances of getting PCOS in young girls experiencing irregular periods so that they don't feel overwhelmed?

10. HMW create a personalised plan that will provide tips for each Symptoms related to pcod

11. HMW offer emotional & mental health support to girls dealing psycological and mental effects of pcod

13. HMW Ensure that women feel confident about themselves despite having PCOS symptoms

12. HMW reduce the cultural stigma of having pcod for the paitents so that they don't have to face social challenge

1. HMW simplify the process of managing lifestyle changes for women with pcos so that it is easier for them to adopt and maintain healthy habits?

2. HMW make it easier for women with pcod to monitor hormonal imbalance

3. HMW help women prevent PCOD symptom through lifestyle change?

4. HMW we reduce difficulties in conceiving a baby for a married women in a way that they can have a healthy baby

5. HMW improve existing health apps for consistency with exercise & diet for PCOS patients even though there are no results.

7. HMW provide companionship to users to help them feel less lonely or comfortable.

8. HMW make a tool that help in recognizing early signs of PCOS to take action before symptoms get worse?

6. HMW improve symptoms management for women with pcod?

3

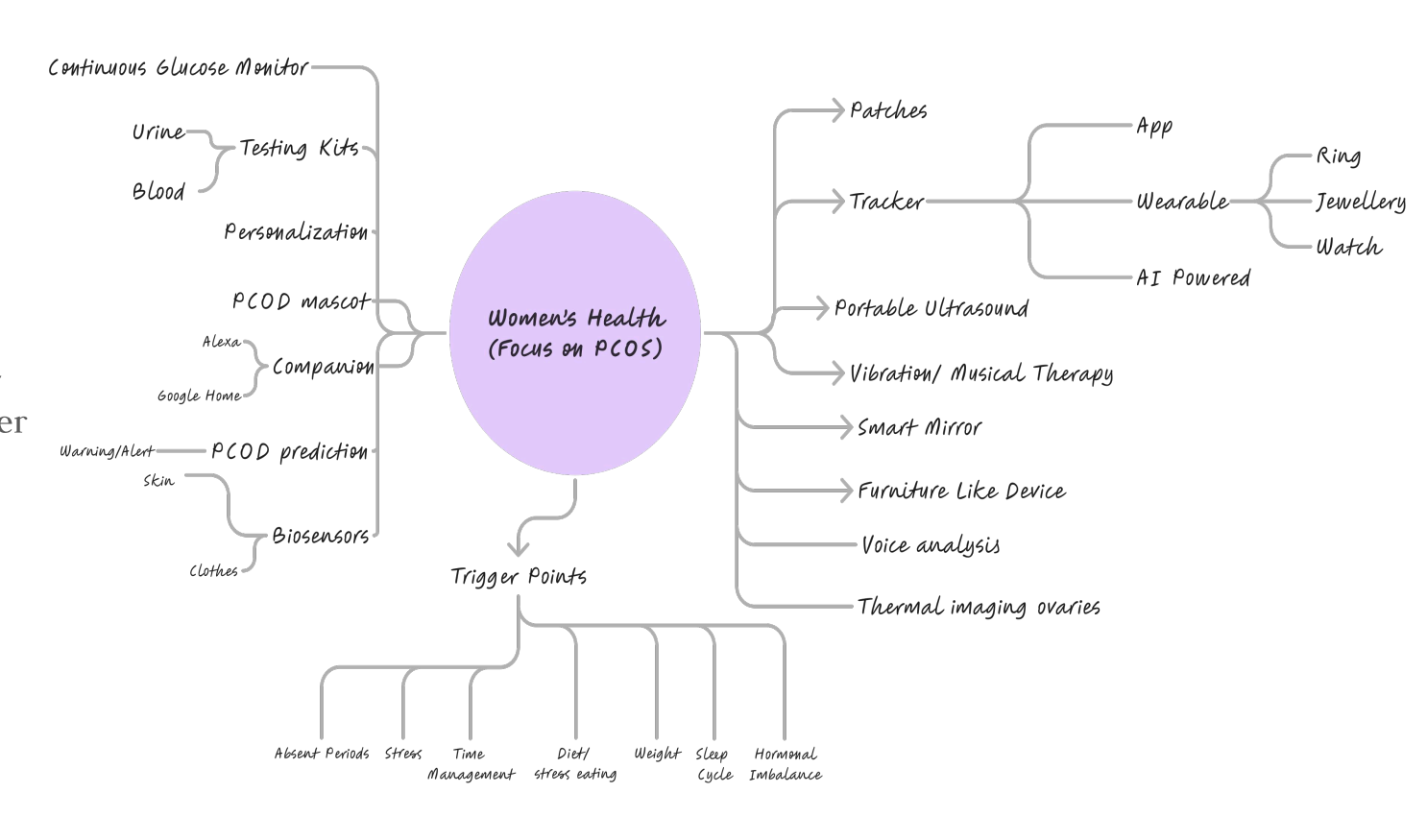
Feasibility vs. Criticality Matrix

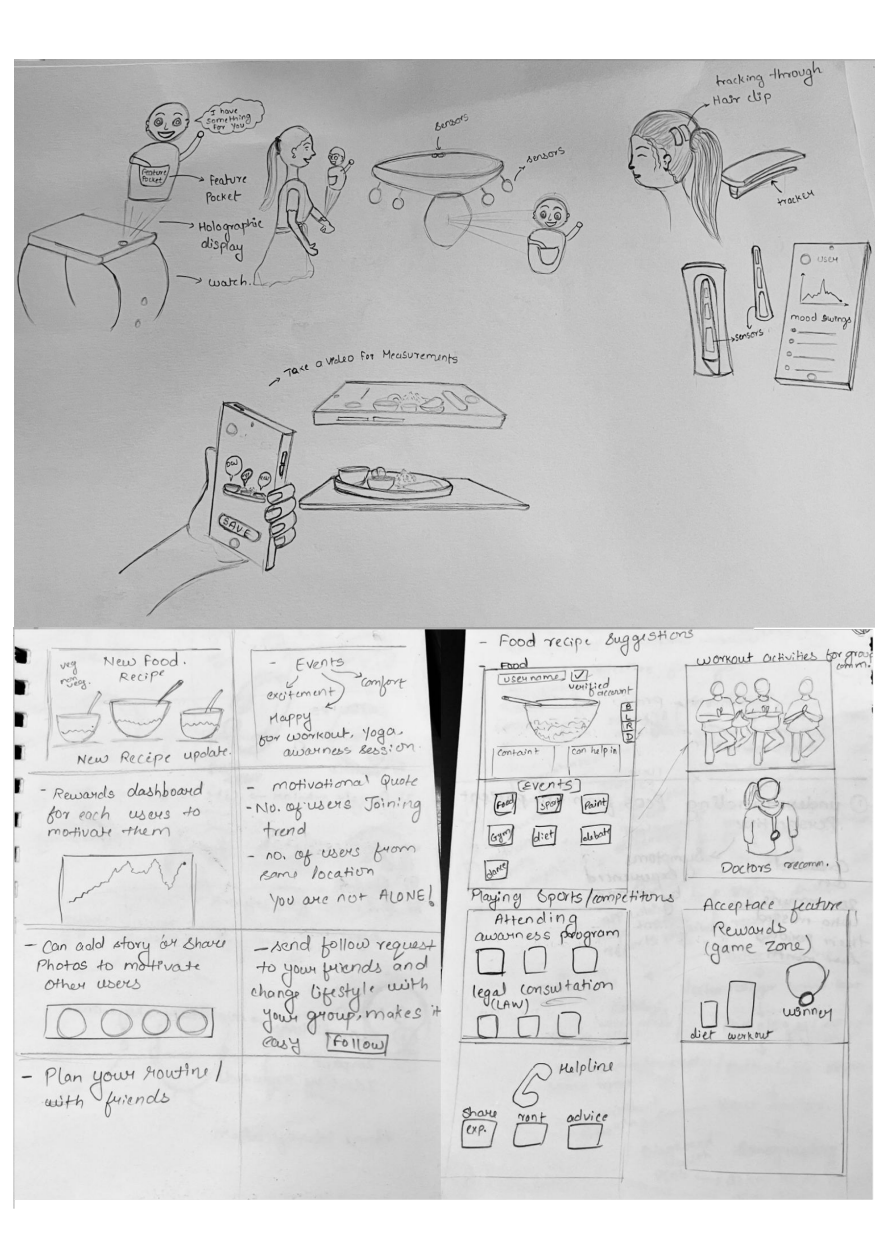
Evaluated ideas based on their impact and practicality for implementation.

4

Mind Map

Explored connections between different aspects of the problem to uncover deeper insights.


Women's Health (Focus on PCOS)
Continuous Glucose Monitor
Urine
Blood
Testing Kits
Personalization
PCOD mascot
Alexa
Google Home
Companion
Warning/Alert
PCOD prediction
Skin
Clothes
Biosensors
Patches
Tracker
App
Wearable
Ring
Jewellery
Watch
AI Powered
Portable Ultrasound
Vibration/ Musical Therapy
Smart Mirror
Furniture Like Device
Voice analysis
Thermal imaging ovaries
Trigger Points
Absent Periods
Stress
Time Management
Diet/ stress eating
Weight
Sleep Cycle
Hormonal Imbalance


tracking through Hair clip
Holographic display
watch
Take a video for Measurements
Food recipe suggestions
workout activities
Doctors recommendation
Playing sports/competitions
Attending awareness program
legal consultation (LAW)
Helpline
Acceptance feature
Rewards (game zone)
mood swings

5

Crazy 8

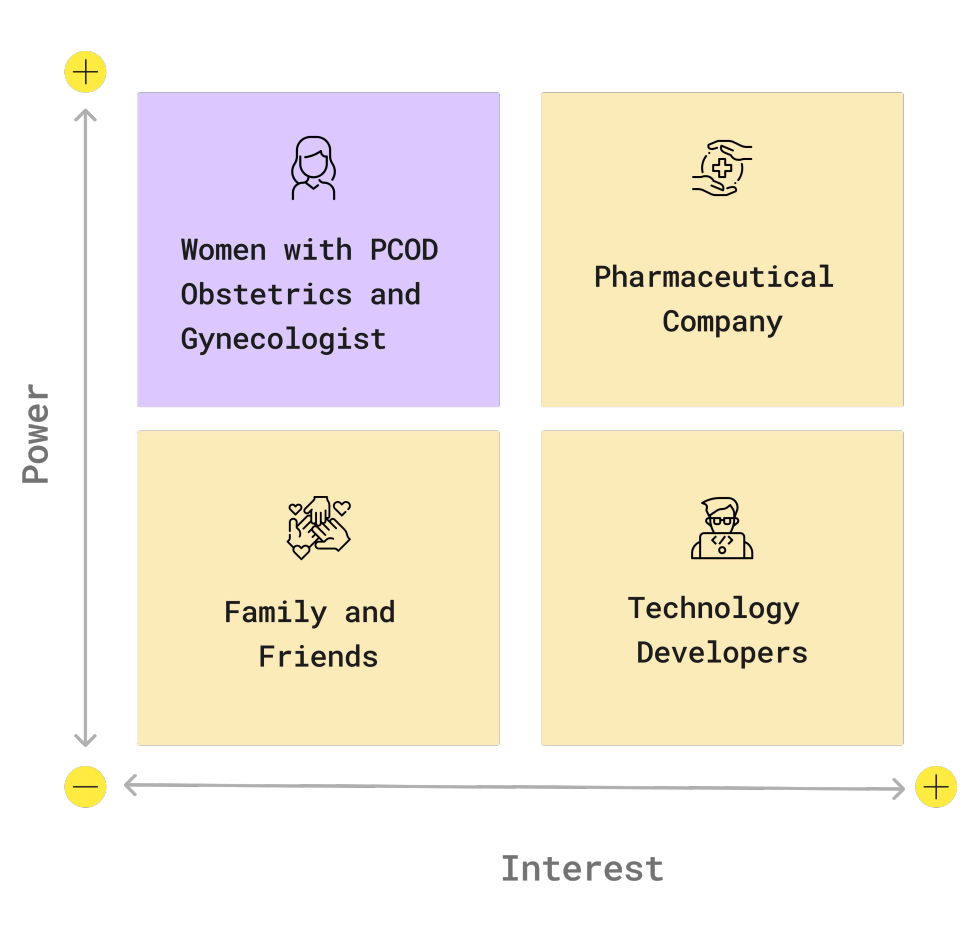
Generated rapid design ideas through an eight-minute brainstorming exercise.

6

5 Why Technique

Used iterative questioning to uncover root causes of user challenges.

1. Why do women with PCOD/PCOS struggle with recognizing early symptoms?
   - Because there are limited tools available that effectively track and monitor their symptoms.
2. Why are there limited tools available for tracking and monitoring symptoms?
   - Because existing solutions do not adequately address the specific needs and experiences of women with PCOD/PCOS.
3. Why do existing solutions fail to address these specific needs?
   - Because many apps and tools are designed without comprehensive input from users who have PCOD/PCOS, leading to a mismatch between features and user expectations.
4. Why is there insufficient input from users in designing these tools?
   - Because there is a lack of awareness among developers about the unique challenges faced by women with PCOD/PCOS, resulting in inadequate user research.
5. Why is there a lack of awareness among developers?
   - Because there is insufficient collaboration between healthcare professionals, patients, and technology developers in creating effective health management solutions.


Women with PCOD Obstetrics and Gynecologist
Pharmaceutical Company
Family and Friends
Technology Developers
Power
Interest

7

Stakeholder Mapping

Used a Power vs. Interest graph to identify key stakeholders and prioritize engagement based on their influence and interest.

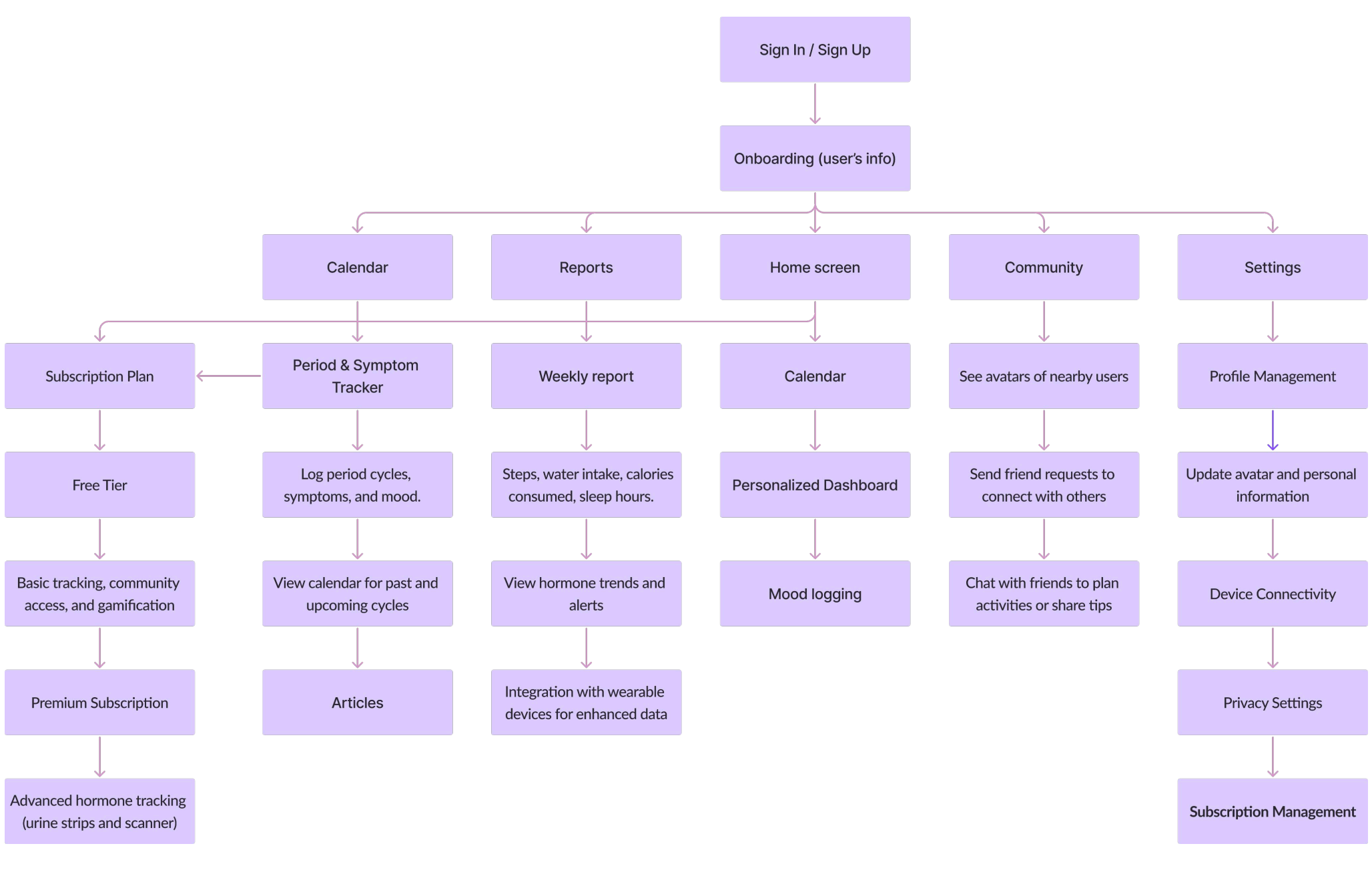
By applying techniques like Affinity Mapping, HMW, Feasibility vs. Criticality Matrix, and Mind Mapping, insights were organized and key issues identified. Rapid ideation through Crazy 8 and root cause analysis with 5 Why led to actionable concepts, while stakeholder mapping ensured alignment with project goals. These methods contributed to the development of effective solutions for women with PCOS.

Proposed Concepts

Designed for all women, offering a comprehensive solution to manage and maintain a healthy lifestyle. Whether it's women with PCOS or those seeking to track their period cycles and adopt healthier habits, the hybrid solution—a mobile app paired with an optional wearable device—caters to diverse needs.

The app provides personalized tracking for symptoms, period cycles, lifestyle metrics (exercise, sleep, and nutrition), and incorporates gamification to encourage consistency. A community-driven approach fosters connection through user maps, direct messaging, and shared goals, promoting motivation and emotional well-being.

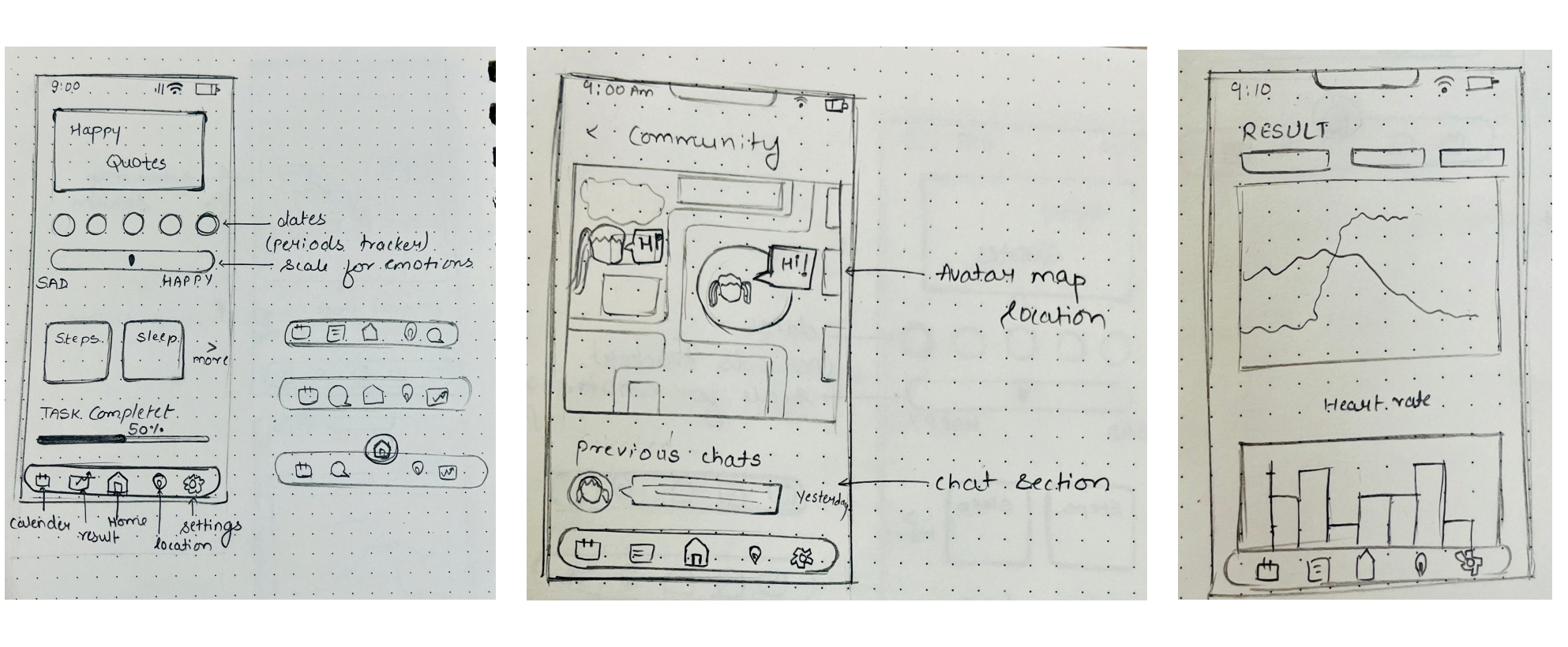
Information Architecture



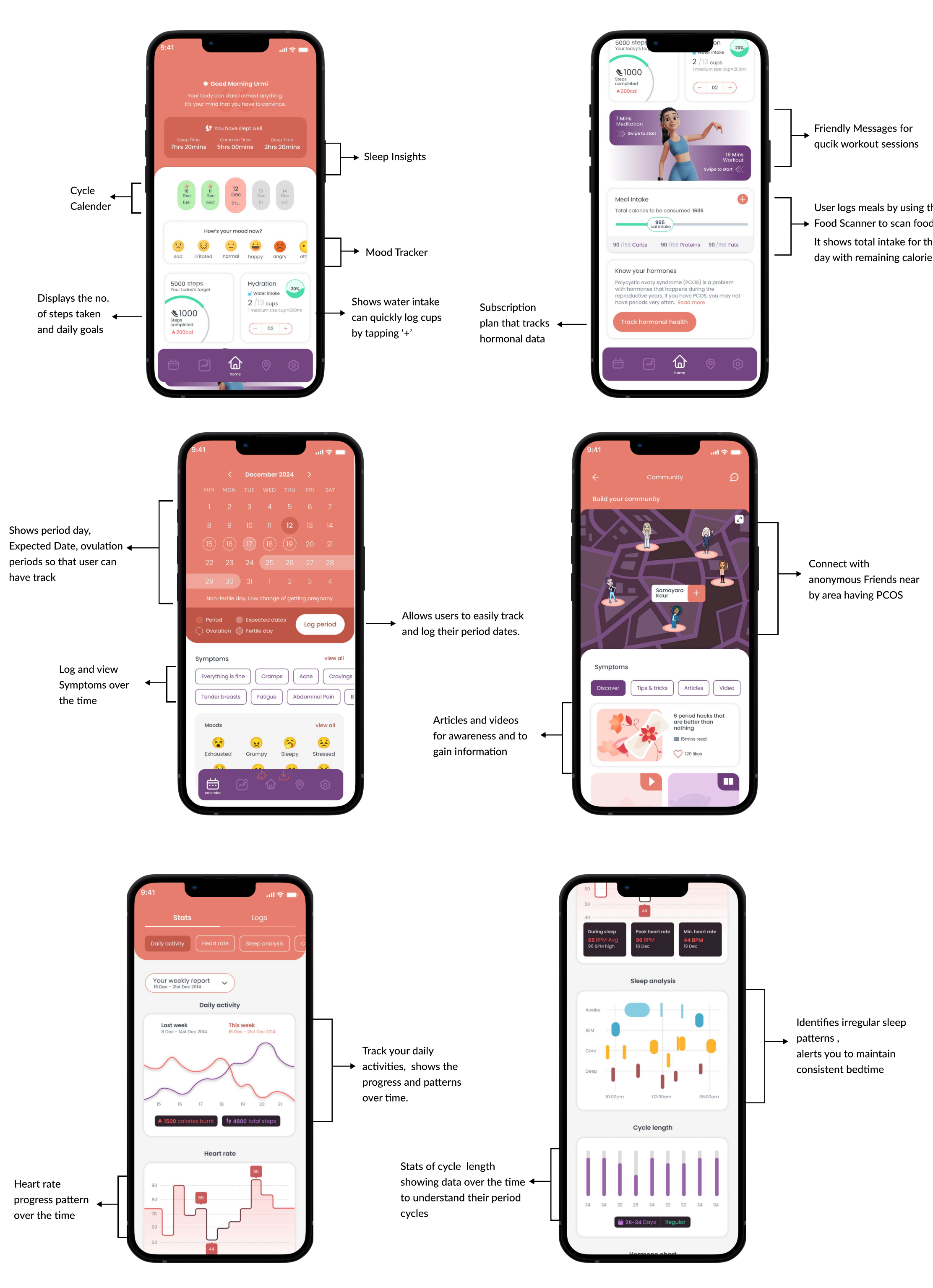
Sign In / Sign Up
Onboarding (user's info)

- Calendar
  - Period & Symptom Tracker
    - Log period cycles, symptoms, and mood.
    - View calendar for past and upcoming cycles
    - Articles
  - Subscription Plan
    - Free Tier
    - Basic tracking, community access, and gamification
    - Premium Subscription
    - Advanced hormone tracking (urine strips and scanner)
- Reports
  - Weekly report
    - Steps, water intake, calories consumed, sleep hours.
    - View hormone trends and alerts
    - Integration with wearable devices for enhanced data
- Home screen
  - Calendar
    - Personalized Dashboard
    - Mood logging
- Community
  - See avatars of nearby users
    - Send friend requests to connect with others
    - Chat with friends to plan activities or share tips
- Settings
  - Profile Management
    - Update avatar and personal information
    - Device Connectivity
    - Privacy Settings
    - Subscription Management

Wireframes


9:00
Happy Quotes
SAD
HAPPY
dates (periods tracker) scale for emotions
Steps
Sleep
more
TASK Completed 50%
calendar
report
Home
settings
location
9:00 Am
Community
HI!
Avatar map location
previous chats
Yesterday
chat section
9:10
RESULT
Heart rate

UI Screens


Cycle Calender
Sleep Insights
Mood Tracker
Displays the no. of steps taken and daily goals
Shows water intake can quickly log cups by tapping '+'
Friendly Messages for qucik workout sessions
User logs meals by using the Food Scanner to scan food
It shows total intake for the day with remaining calories
Subscription plan that tracks hormonal data
Shows period day, Expected Date, ovulation periods so that user can have track
Allows users to easily track and log their period dates.
Log and view Symptoms over the time
Connect with anonymous Friends near by area having PCOS
Articles and videos for awareness and to gain information
Track your daily activities, shows the progress and patterns over time.
Heart rate progress pattern over the time
Identifies irregular sleep patterns, alerts you to maintain consistent bedtime
Stats of cycle length showing data over the time to understand their period cycles

Contact Details

This portfolio showcases just a glimpse of my journey, but there's so much more to explore! I have deeper insights, untold stories, and valuable learnings from these projects that I'd love to share. Let's connect for meaningful discussions and exchange ideas that drive impactful design solutions.

[LinkedIn](#)

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