Summary Report

## MIS4100 - IS Projects

Zach Chaudier

Henry Basala

Ambarish Rao

[Nikolai Prosjanykov Gonzalez](mailto:ngonzale@mtu.edu)

Hanna Hiltunen

Renae Redinger

[Patrick Schubert](mailto:pmschube@mtu.edu)

[Ryan Miller](mailto:rysmille@mtu.edu)

Sarah Gilbreath

Zack Stone

Jordan Craven

Professor Jeff Wall

April 20, 2024

# **Executive Summary**

* **Problem domain statement**

The current climate for menstrual/testosterone tracking software is very much split into two different app categories and very rarely are contained in the same product. What we found when researching these types of products is that they are very rarely at a holistic perspective regarding the information provided by the apps. Because of this a lot of the apps do not provide quality information that accurately predicts what is actually going on within cycles.

* **Product Description**

Our product is a menstrual cycle/ testosterone cycle tracking app with a variety of features to ensure valuable information is provided to the user. Additional features include sleep tracking, food tracking, hydration tracking, as well as notifications for activities that may affect cycles like sports team updates. On the backend, we are using Solid Pods in order to ensure data security given the type of data being collected.

* **Intro to Existing Competitors**

App: Flo Period & Pregnancy Tracker

* Upon introduction, this app asks a large amount of questions to the user to ensure quality data. Questions range from period start days to arguably invasive sexual questions. After getting through the initial questioning it provides the user with a lot of information regarding hormones and menstrual cycle effects on the body. The app includes lots of graphics which adds character but can be argued to be a bit confusing because of the clutter. The amount of information provided can seem overwhelming as well as a setup time which is a bit excessive.

App: Stardust

* This app asks a quite limited amount of introductory questions to gain information on the user. Because of this, the app relies more on alternative types of information. For example, it ties the menstrual cycle to moon cycles and spends a lot of screen space on information that is not particular to a given user. The app also uses vernacular that is very particular to the subject at hand which is actually quite informative and a fun way to educate the user.

App: Lively:

* This is the first competing app that includes a dietary feature similar to ours. However, upon setting up a profile, it does not prompt enough user questions to have ample data for accurate cycle tracking. Using this app you can implement and track a variety of diets, and adjust them based on different cycle phases. The app did have some issues like entering irregular cycle dates as well as having a dull user interface which caused the information laid out to be difficult to read.

App: Cycles

* This app is definitely the best among the competitors we were able to find. Upon setup, it prompts the user to choose “Period Tracker”, “Partner Tracker”, or “Trying to Conceive”. Doing this allows an entirely different stakeholder group to find value in this product in the “Partner Tracker” feature. The app also includes mood tracking and a color ring to visualize phases in the menstrual cycle which is also included in our app.
* **Reasoning as to why the product is competitive:**

Our product compared to competitors has a large amount of features centered completely around the value the core information of the app provides. This means the majority of our additional differentiating features are aimed at providing higher-quality cycle tracking data. Upon our initial research, we also benchmarked a variety of similar apps and decided which features/UI decisions we liked and did not which shaped the building of our product. Along with enhancing cycle tracking data quality this also allows for a larger quantity of other information to be provided to the user. A good example of this from the app is notifications pertaining to macronutrients consumed in recent meals and the effect that can have on testosterone.

**Stakeholders**

Our priority stakeholders are those interested in tracking their menstrual cycle or testosterone cycle depending on the gender assigned at birth. Stakeholders also include people interested in tracking sleep, hydration, caloric/macronutrients, and general mood. Having such a wide array of stakeholders allows our product to create value for anybody interested in learning more about themselves. Because of this, it is expected that many of our users will interact with this app quite differently; for example, we could have a woman just tracking the beginning and end points of menstruation while another woman uses the app to fix the effect her diet has on her cycle.

## **Design Element Considerations for Stakeholders**

When considering our stakeholders we decided it was best to allow for as much feature-focused user interaction as possible. This allows the user to use the app just for what they need out of it. The biggest consideration here is not providing information if there is not enough data. For example, a man is using the app to track his testosterone levels throughout the day, but is obviously not interested in menstrual cycle tracking; therefore after entering his gender, the app will not present him with further information regarding menstrual cycles. The app also provides different visual aids to view data, such as the calendar screen and the cycle home screen. Depending on the user these two screens can both be used often or not. Solid Pods were also a major consideration for this app given the nature of the data about the users which is being used. Solid Pods allow for secure data and a level of confidence the user can have in the product.

### **Course Project Management**

The organization from this course was agile management based on a set hierarchy. The class had one project manager and decided to split into two distinct teams. Both teams assigned a SCRUM Master and a product manager as well. This way the teams had one person responsible for keeping tasks organized while another was making key decisions on the product. Management had regular meetings before class, and teams met on a need-based approach.

## **Retro on Course Project Management**

The management on this project ran very smoothly. Both groups had great communication and by the end of the project many people were working across teams in order to finish deliverables for the ending sprints. Students were proactive at finding tasks that needed completing and able to take care of them in a timely manner. During instances of not accomplishing tasks at the date of deliverables being due, it was clearly communicated to the project manager and other individuals that needed to be informed. The teams are happy with the outcome of this project and eachother as well, as their were no major issues that came to light.

## **Future Roadmap**

For future students picking up this project a majority of the remaining work will be on the back end. We have a lot of database work that is yet to be done, especially because this is a solid pods based product. The User Interface will also need to be built out to use on computers as well, as well as all additional code this entails.

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