

Introducing Happy Cycle: Empowering Women for a Healthier Menstrual Experience

Did you know that menstrual pain affects women's productivity for approximately two months every year? Happy Cycle, a groundbreaking FemTech solution, aims to change that. By leveraging the power of software, products, and services, Happy Cycle is revolutionizing women's health and overall wellness. With a focus on women aged 12-50, this comprehensive solution combines cutting-edge technologies like AI, ML, wearables, and sensors to address various female health issues, including preventive health and menstrual health.

The FemTech market is booming, with a current valuation of 21.7 billion and projected growth to reach 60.1 billion by 2027. Happy Cycle is at the forefront of this market, targeting common challenges faced by women, such as menstrual pain. By offering prescriptive solutions that consider individual internal and external factors, Happy Cycle empowers women to lead healthier, pain-free lives.

How does Happy Cycle achieve this? It's a combination of a multi-sensor device and a range of services. From hormonal sensing and health coaching to virtual care, pain intensity tracking, mood swing management, and personalized recommendations for diet, exercise, and stretching, Happy Cycle provides a holistic approach to menstrual health and well-being. By collaborating with healthcare professionals, including physicians, gynecologists, personal trainers, and physical therapists, Happy Cycle creates an optimal system for women's menstrual health.

The development of Happy Cycle followed a user-centric design approach, utilizing Human Factors Engineering (HFE) methods. Extensive user research, including surveys and interviews, provided valuable insights into women's experiences and preferences in managing their menstrual health. User personas and scenarios were crafted to capture diverse user needs and goals. Through iterative design and usability testing, Happy Cycle refined its solution based on user feedback, ensuring it meets the unique challenges faced by women.

The ultimate goal of Happy Cycle is to utilize sensor-enabled technology integrated with AI to detect and address menstrual health issues early on, improving management and overall quality of life for women. By combining technology, user-centered design, and collaboration with healthcare professionals, Happy Cycle offers an intuitive and effective solution that supports women in improving their menstrual health and overall well-being.