


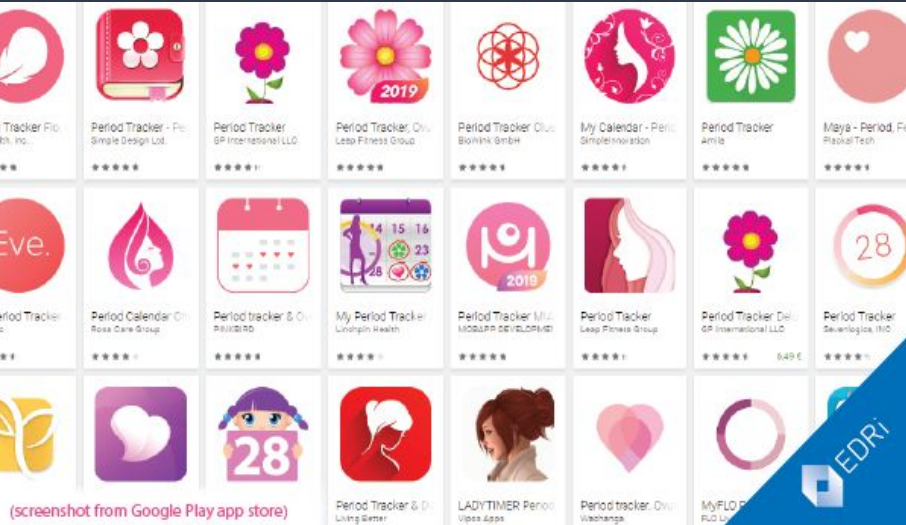
Project Proposal | Elements ABC

Period.

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Stansbury-Housden

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

Element A



What?

Apps and resources that are catered to menstrual health have been generalized to fit the target audience of adult women, as well as, not to the individual consumer.

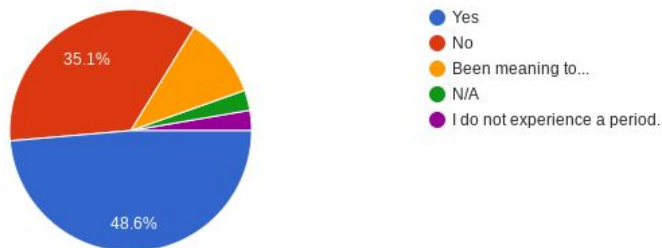
Why?

This has caused people with a menstrual cycle distrust the resources available that could help them. There is a lack of education available about the menstrual cycle causing panic and anxiety especially in younger and inexperienced people who experience a period (including transitioning and non-binary people).

Element A

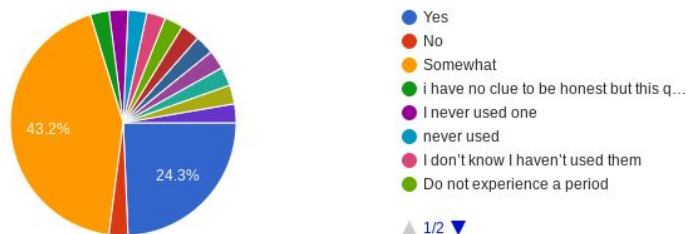
Have you used a menstrual tracker?

37 responses



Are these interfaces easy to navigate? (In your own opinion)

37 responses



Validation of Problem:

Experts and their credentials

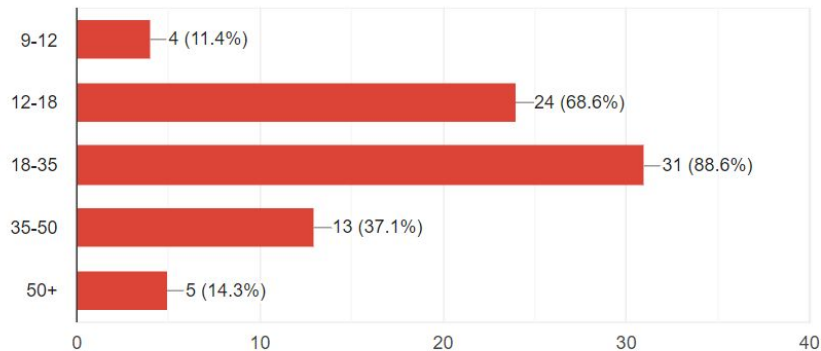
- **Shuli Lotan**, LCSW, PPSC Mental Health Counseling Coordinator
- **Carla Nuñez**, LCSW, PPSC, Community Schools Specialist (SAMOHI)

Market Research Survey

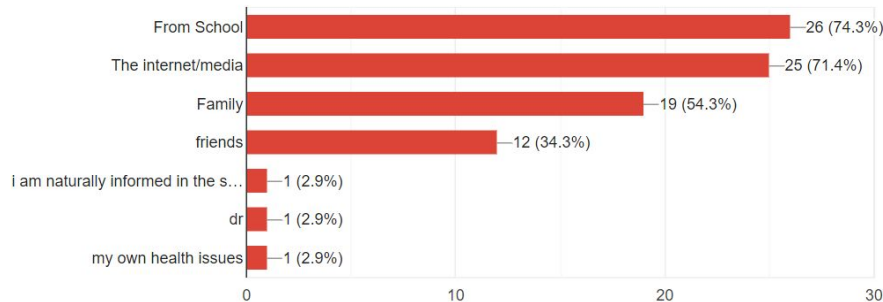
<https://forms.gle/gcQZtT6jcWQjEDSM7>

Element A– Survey Results

What age do you think these services are catered to?



In the past how did you learn about reproductive health?



- People believe that reproductive health apps are mostly catered to ages 18 and up
- Most people learned about reproductive health from school and the internet

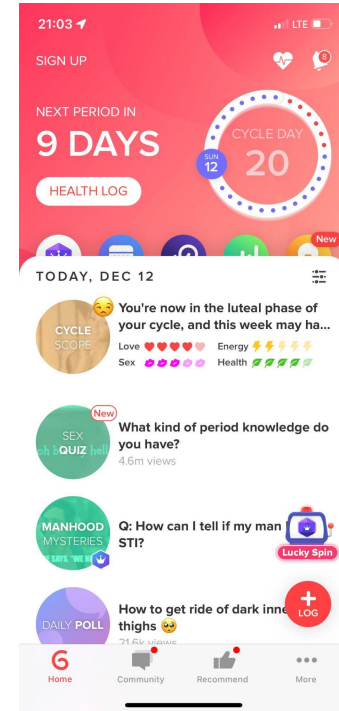
Element A



Pai, Aditi. "Planned Parenthood Launches Spot On, a Period Tracking, Birth Control." MobiHealthNews, 29 Mar. 2016, www.mobihealthnews.com/content/planned-parenthood-launches-spot-period-tracking-birth-control-app.
Thompson, Betsy. "The Best Period Tracking Apps for Young Girls." Protect Young Eyes, 6 Jan. 2021, protectyouneyes.com/the-best-period-tracking-apps-for-young-girls.

Period Apps not catered toward teens

- Flo
 - Has explicit community chat
 - Available for 12+
- Eve
 - Explicit Quizzes
 - Sex Tracker
 - 17+
- Clue
 - Community Chat
 - 12+
- Glow
 - Markets as fertility tracker
 - 12+



Element B: Documentation and Analysis of Prior Solution Attempts



How we found our information:

- We found information about existing products by searching the app store for reproductive health apps and by reading articles about apps.

What we learned:

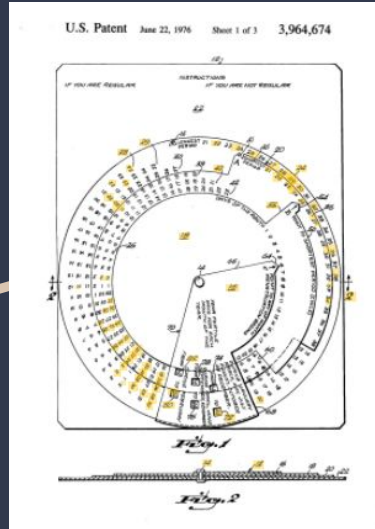
- Most of the apps are catered to adults, especially those who are trying to conceive.
- Many apps are technically free but require in app purchases in order to access all of the resources that they offer. The free versions usually only offer a cycle tracker
- There is a lack of resources that are made especially for pre-teens and teens

Element B: patents

Menstrual cycle calculator

Patent No. US3964674A

Date: 05-09-1975



Abstract: Manually operable calculator for predicting the fertile dates of a menstrual cycle

Pros:

- Easy to use

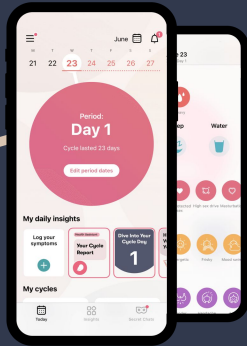
Cons:

- Can only track menstrual cycle
- Can not use data from previous cycles to create an accurate predictions

Element B: patents Flo Fem

Patent No. US87448108

Date: 9/11/2018



Abstract: Flo health is app that offers a variety of reproductive health related services, including a menstrual and fertility tracker, pregnancy tracker, articles, videos, and other educational resources

Pros:

- Easy to use
- Co-created with medical experts (reliable information)
- multipurpose

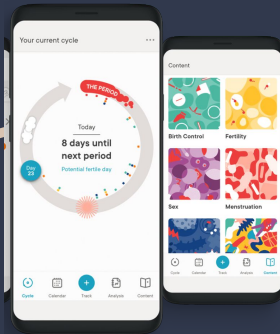
Cons:

- Requires in-app purchases
- mainly catered to adults
- privacy concerns

Element B: patents Clue health

Patent No. US79198547

Date: 10/17/2017



Abstract: Menstrual cycle tracker that is focused on ages 18+ with help on pregnancy, ovulation, and symptoms

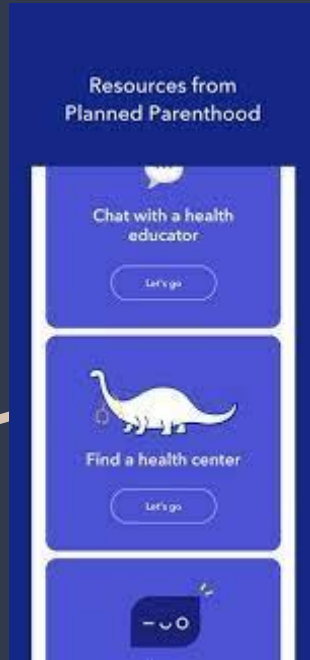
Pros:

- Frequent analysis reports
- a clear calendar
- complete overview

Cons:

- Not marketed towards teens
- Confusing interface
- In-app purchases

Element B: existing/competitive products



Spot on

Spot on is a period, birth control, and symptom tracking app that was created by planned parenthood.

Price: free

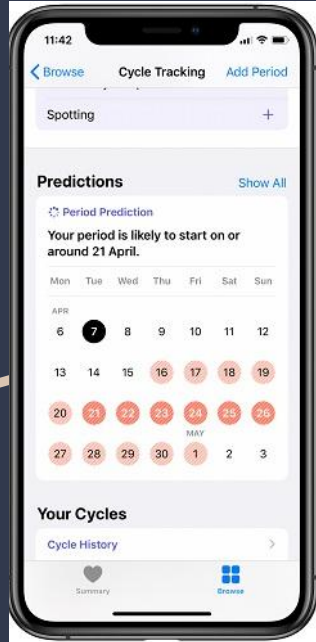
Pros:

- Free
- Gender neutral
- Reliable information
- Has an FAQ page

Cons:

- Not marketed specifically towards teens
- Frequently crashes

Element B: existing/competitive products



IOS health

Period tracker that comes preinstalled on IOS.

Price: free

Pros:

- Free and preinstalled on iOS
- Reliable information
- simple

Cons:

- Does not have any extra information
- Privacy concerns
- May be too simple

Element B: existing/competitive products



Tracker by GP apps

Health app to track ovulation, pregnancy, exercise and diet challenges

Price: free with in-app purchases

Pros:

- multi purpose
- work on exercise and diet with menstrual cycle in mind
- simple to use

Cons:

- Tries to force in app purchases
- Glitches and loses information
- Heavily focused on exercise

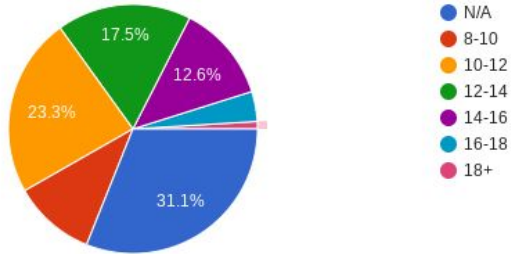
Element C

- The product must be able to
 - track menstruation
 - provide information and resources in a well organized and easy to navigate interface centered towards people with little knowledge of menstruation
- The cost should be free, unlike our competitors who have in-app purchases that upgrade their products that should be made available to anyone who needs those services
- Our app should be able to track and predict
 - When someone will experience their period
 - Allow user-input such as confirmation of when did the period occur in reality and typically how long their cycles are (if applicable)
- Alert the consumer what time to take their birthcontrol to better create a habit of remembering to take their medication.

Element C

What age did you get your period?

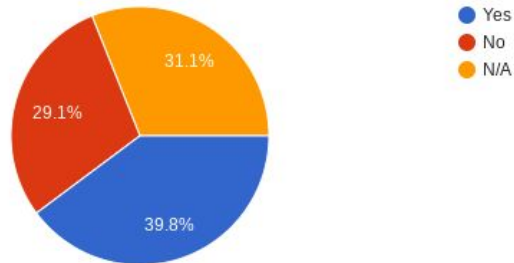
103 responses



Our primary stakeholders are people who experience menstrual cycles but more specifically, pre-teens and teens who have just started to experience their menstrual cycles.

Do you use a menstrual tacker?

103 responses



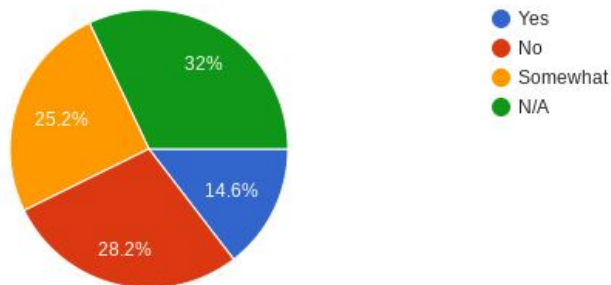
Element C

We sent out of survey to collect information through some guided questions and a free response section where people could put in any of their own concerns about these interfaces

<https://forms.gle/5btzetZcBer2bXAQ7>

(In your own opinion) Are these interfaces educational?

103 responses



Any complaints or annoyances about these interfaces?

12 responses

sometimes they charge extra money

I mean I just use the health app and it's really accurate for me so no complaints

They work for me

Not always accurate

Doesn't always alert me to take my pill

Kept asking for money

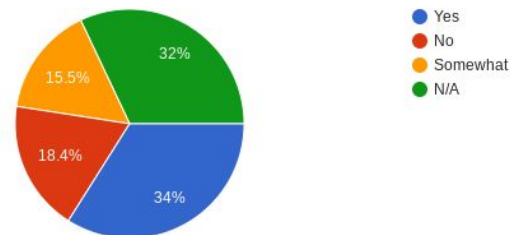
I tried it, it didn't work for me because my flow is irregular

Never helped me when I tried it

the insistence that it's "feminine" health when all genders get periods, the wanting me to buy flo plus

(In your own opinion) Do you find these trackers super "girly" or "feminine" i.e. pink, flowery, cutesy

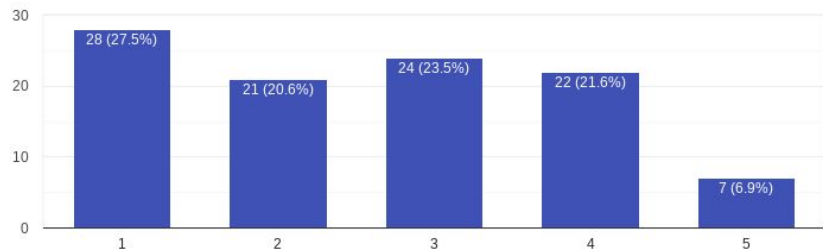
103 responses



Element C

Do you know or understand the information being given on those interfaces?

102 responses



sometimes they charge extra money

Doesn't always alert me to take my pill

Kept asking for money

Priorities:

- **Track and predict menstruation (and ovulation)**
- **Education**
- **Provide links and resources to helplines and (possible) contact with other services such as Planned Parenthood or Venice Family Clinic**
- **Create a neutral, safe, and non-gendered environment**
- **This product should be free and accessible to the many**

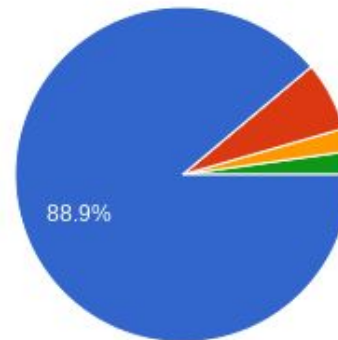
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8. Thompson, Betsy. “The Best Period Tracking Apps for Young Girls.” Protect Young Eyes, 6 Jan. 2021, protectyouneyes.com/the-best-period-tracking-apps-for-young-girls.

Works Cited

Thank you :)

Thank you have a good day :)

45 responses



- :)
- :(
- Hmm interesting.
- :(