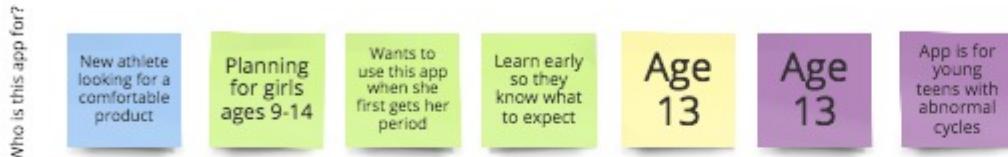


# TAMPON TOOLKIT DESIGN THINKING WORKSHOP

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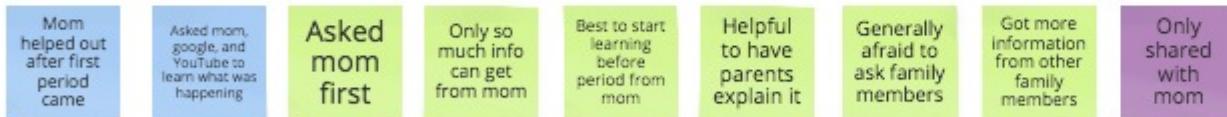
First Period  
Experiences &  
Perspectives



Thoughts on first period



Info sources



Tampon impressions



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## App Features

Period tracker	Calendar to predict when period will come	Reminders for when period is coming	Keep track of when period will come if it's regular	Need period tracking	Want to see period tracking on a calendar	Predict when your next cycle will start	Predict how heavy your cycle will be on certain days	User inputs the days that cycle is heavy/light to help predict	Capture age, cycle length, start date, then show a clock/calendar to track	Calendar tracks cycle	Want a predictor for period coming	Notifications for period coming
Tampon timer	Want timer on when to change tampon	Send reminders leading up to time to take it out	Send notification when time to take it out	Timer in app for keeping tampon in	Start timer in app when put tampon in	Keep track of when to change a tampon	Clock/timer shows how long tampon has been in	Set reminders to change tampons	Ask questions when you stop tampon timer (full, any activity, etc.) to predict	Notifications for tampon timer		
Quizzes / gamification	Want something like Trivia Crack with animated pad vs. tampon fight with statistics	Game practicing putting tampons in and a quiz	Want equation (quiz?) to see what you should be using that day	A quiz for should you wear a tampon or pad (what are you doing today, what size is it, how heavy?)	App suggests tampons or pads based on activities and flow	Want quizzes with different screens if they answer yes or no						
Live chat support	Live support 24/7 for her questions	Need 24/7 "ask me" support	Live chat with doctors	Talk to doctor without the doctor knowing who it is	Anonymous chat with professional	Wants someone to ask questions to						
Social	Want live polls by users	Post/share/ read stories about first period	Chat with people your age	Need comments	Need opinion availability							
Other	If leave home and on period, app reminds you to take stuff	Need searches										

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App Content

Tampon-specific	Discover the best way to feel comfortable using a tampon	Need info on the side effects and tell girls don't be afraid	Provide recommended brands or types of tampons	Do not need to include store location to buy tampons, but maybe what type of stores sell them	Need general information like when to use tampons	Want to know how long you should wear a tampon	Wants to know what things to be careful about	Need info on pros and cons of tampons	A pro is less worry about overflow vs pads	App should tell you to have products on you no matter what	Advice on what to do if you have no pads or tampons	Need info related to TSS	Is wearing them at night ok?	Needs helping tips	Let people know it hurts the first few times	Include daily tips at the bottom	Need to help girls feel more comfortable with the idea of tampons	"Change more often with exercise?"	Step by step diagram for how to use a tampon
<b>Facts &amp; statistics</b>																			
Personalization	Need tampon facts	Need TSS statistics and facts	Include statistics on periods and tampons	Include stats	Want to read opinions on tampons and pads	Need different info for athletes vs regular girls	Planning to give different "chunks" of information based on age	Want personalized guide to periods and tampons	Want to know the right medicine or helpful things for cramps	Need recommendation on tampon sizes	Ask if they are sexually active to give more personalized info								
<b>General period info</b>																			
How-to's for tampons	Show info about what's normal to measure people	Need to know what period is irregular at first (how long?)	Wants general info	Need period facts	Need to know how long periods last	Answers to common questions about their period	Info on adjusting to having to keep track of period	Need info on good foods to eat while on period	Need info on when it starts now what?	Need info on regular vs. irregular	Need info on how to get rid of bloodstains	Need info on mood changes	Need info on timing of period	Need info on period syncing	Need info on different period symptoms and severity of symptoms and how to combat them				
<b>Myths &amp; FAQs</b>																			
Do's and don'ts	Want do's and don'ts	Want to know what to do / not do regarding periods	Do's and don'ts (things to be careful about, what you shouldn't eat, etc.)	A list of do's and don'ts for during your period															
Tampons vs. pads	"Why is it better than a pad?"	Need to answer "why use it?"	Want to know the right time for tampons vs. pads	Wants advice on when to use tampon and pad	Pros of tampons over pads														
Website vs. app	Consider website instead because people are more likely to find this info	Website should hold the information	Use website for information and tips	Include testimonials on website															

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Other Considerations

Privacy  
Good because can learn in private  
Want a generic name and picture so people don't know what it is  
Nervous about others seeing it on your phone  
Password to get into the app  
Need privacy, can't be obvious that app is for periods  
Should be discrete  
Want app to be graphically unnoticeable on phone screen

Design  
Animated photos, not real photos  
Want design to be clean, visual, easy to find everything  
Need nice themes  
No flower decorations!  
Need color coding  
Need pictures and details  
Need easy access  
Should not have difficulty finding anything  
Want a customizable color scheme for app

Level of detail  
Answer targeted questions in short paragraphs so you don't have to search for answers  
Don't overwhelm people with information (make website for that)  
Should have minimal info in app for emergencies  
Important not to overwhelm them with information

Tone  
App should not focus on negative stuff, but still warn about dangers  
Have fun section names  
Should not make user feel uncomfortable

App name  
App name: Tampon Freedom  
App name: Personal Calendar, abbreviate to PC for app icon

Performance & discovery  
Should not have slow reaction times  
App is there when they need it  
Include lots of commonly searched keywords so website comes up early in search results  
Need ratings