

TAMPON TOOLKIT DESIGN THINKING WORKSHOP

Roxborough High School

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First Period Experiences & Perspectives

Who is this app for?

New athlete
looking for a
comfortable
product

Planning
for girls
ages 9-14

Wants to
use this app
when she
first gets her
period

Learn early
so they
know what
to expect

Age
13

Age
13

App is for
young
teens with
abnormal
cycles

Thoughts on first period

"Sharp pains,
someone
explained
what it was.
Put a pad on
and cried."

"Why is
my body
doing
that?"

Mom
only
provided
pads

"Thought
I was
broken"

Girls don't
know enough
about
becoming a
woman

Had heard
it was
painful
(cramping)

Wished there
was a guide
about why we
get a period
and why it's
painful

Learning
about
tampons and
periods helped
her feel more
in control

Helped to
know
what's
going on

Predicting
next cycle
is hard

Info sources

Mom
helped out
after first
period
came

Asked mom,
google, and
YouTube to
learn what was
happening

Asked
mom
first

Only so
much info
can get
from mom

Best to start
learning
before
period from
mom

Helpful
to have
parents
explain it

Generally
afraid to
ask family
members

Got more
information
from other
family
members

Only
shared
with
mom

Tampon impressions

Imagines
tampons to
be
uncomforta
ble

Didn't
know how
to use a
tampon the
first time

Tried to use
tampons
for sports,
tried alone
at first

Wish the
box was
more
detailed

Didn't
know what
tampons
were

Sometimes
bad first
experience
with
tampon

Scared to
use
tampons,
assumed
them unsafe

Had never
used tampons,
needed
tampons for
sports

"If you don't
know how to
use a tampon,
then don't use
one"

"Should I
lose my
virginity
for it?"

People have
heard about
dangers of
tampons, not
as much
positive

Biggest
problem is
figuring out
when to
change
tampon

Dislikes the
discomfort
with using
tampons

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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 time 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 locations 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

Facts & statistics

Need tampon facts

Need TSS statistics and facts

Include statistics on periods and tampons

Include stats

Personalization

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 usually above to give more personalized info

General period info

Show info about what's normal to reassure people

Need to know that period not be 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 different period symptoms and severity of symptoms and how to combat them

Need info on period syncing

How-to's for tampons

"Tampons are efficient, but I don't know if I'm using them right"

Need info on how to practice how to use it

Links to videos for how to use tampons

How to for practicing putting tampon in

How to practice putting tampons in

Need info on how to put tampons in (advice, maybe rough visual)

Myths & FAQs

Need truths and myths

Need a mythbusters section for tampons

FAQ section

Need questions and answers

Include FAQs

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 may not think of finding app to get 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					