

**mine** 

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CONDOMS YOU DO NOT WANT TO HIDE

School of Visual Arts  
MFA Products of Design  
2014

Rona Binay  
Willy Chan  
Mansi Gupta  
Emi Yasaka

**CORE 77 DESIGN AWARDS 2015**  
**CATEGORY: PACKAGING**

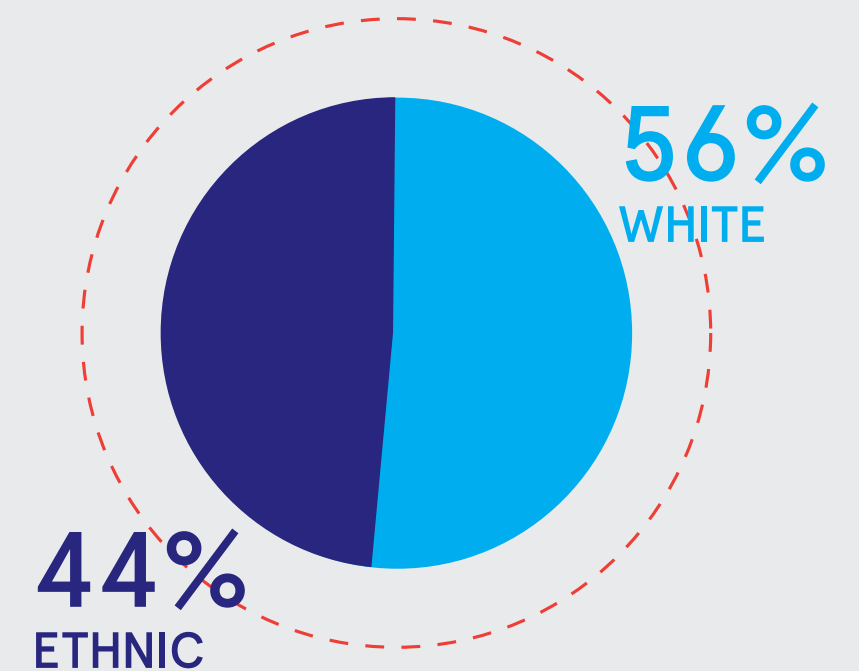
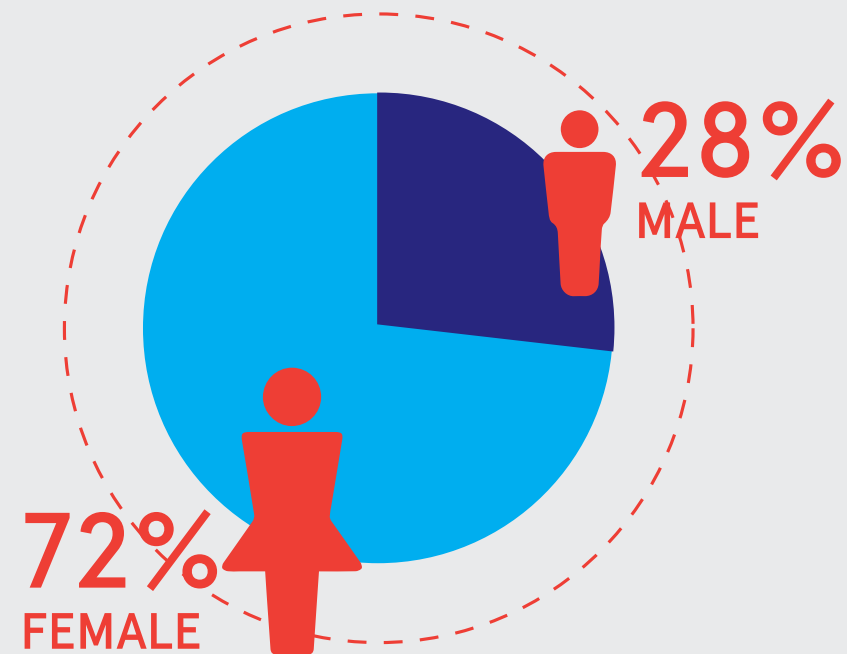
In collaboration with the CDC, the team worked on addressing behaviors that support gender inequities in sexual health. Healthy sexual behavior can be inhibited by stigma and/or double standards, and using design as a tool to intervene, MINE aimed to create a positive shift in women's sexual health.



Through a primary survey in which the team was able to collect 207 responses, some of our outstanding insights indicated that women are embarrassed to purchase condoms, and women perceive other women who carry condoms as promiscuous.

TOTAL RESPONSES

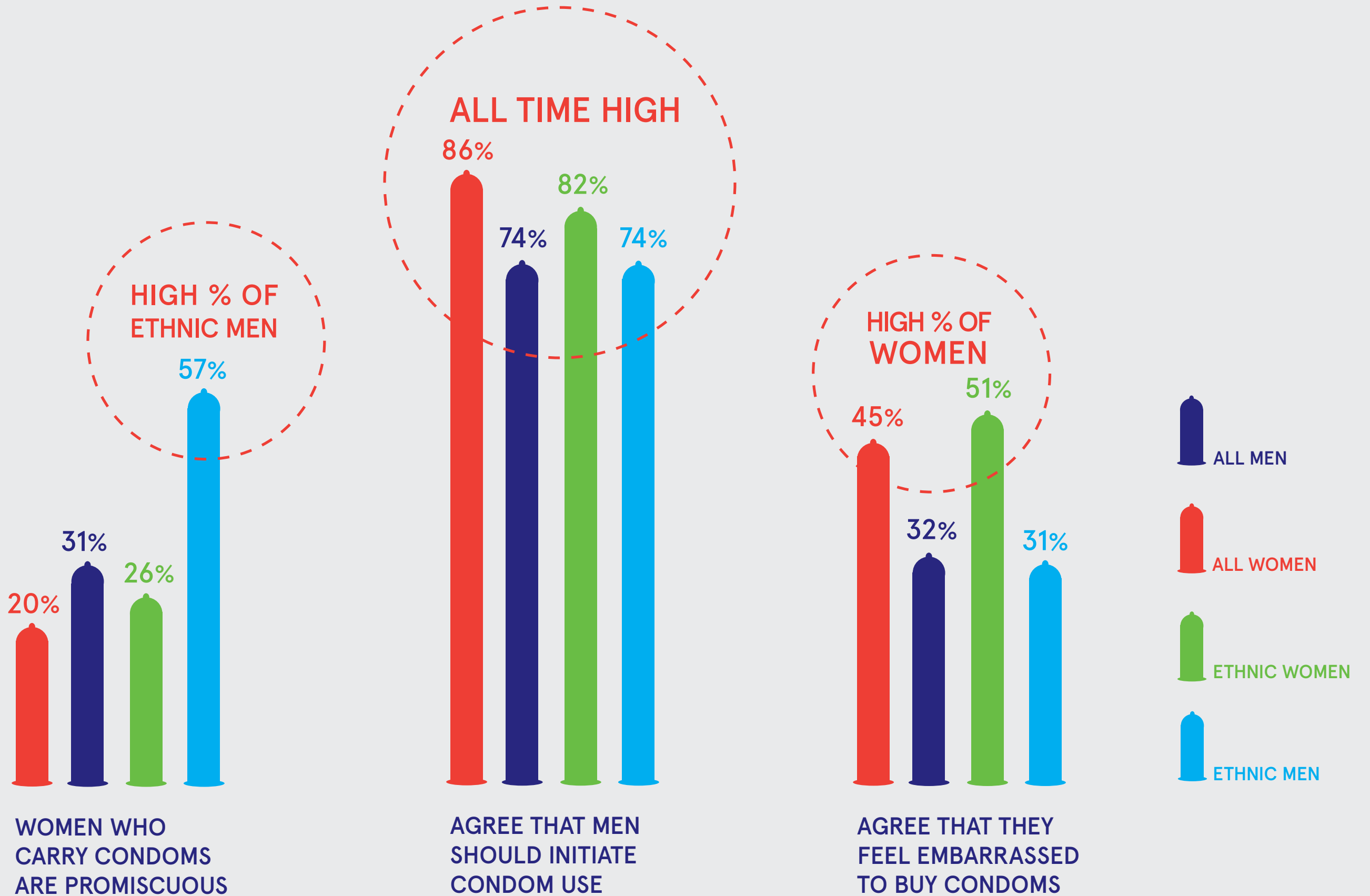
207



100%

50%

0%



60% of women agreed that other women who carry condoms are promiscuous. 77% of women agreed that they feel embarrassed to purchase condoms. When it is looked into why that might be, the team found a potential opportunity in condom packaging. Today, condom packaging is generic, masculine and boring;

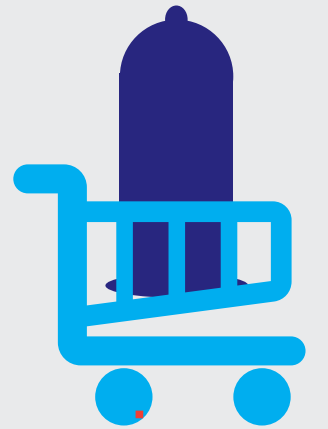
- How might we create a less embarrassing condom purchasing experience for women?

## What people said...



**"I think people might judge me (1) for having intercourse before marriage or (2) they might think I am promiscuous."**

**"Cashiers make judgments about people based on their purchases. A woman buying condoms elicits such judgment, which is often vocalized. It makes me pretty uncomfortable."**



***"Because I'm a woman I feel like I'm going to be labeled as a 'slut'."***

The team's work resulted in "MINE"—condoms you don't want to hide. MINE creates products that are gender-neutral, attempting to dilute gender stereotypes and shift the imagery of current condoms in the market.



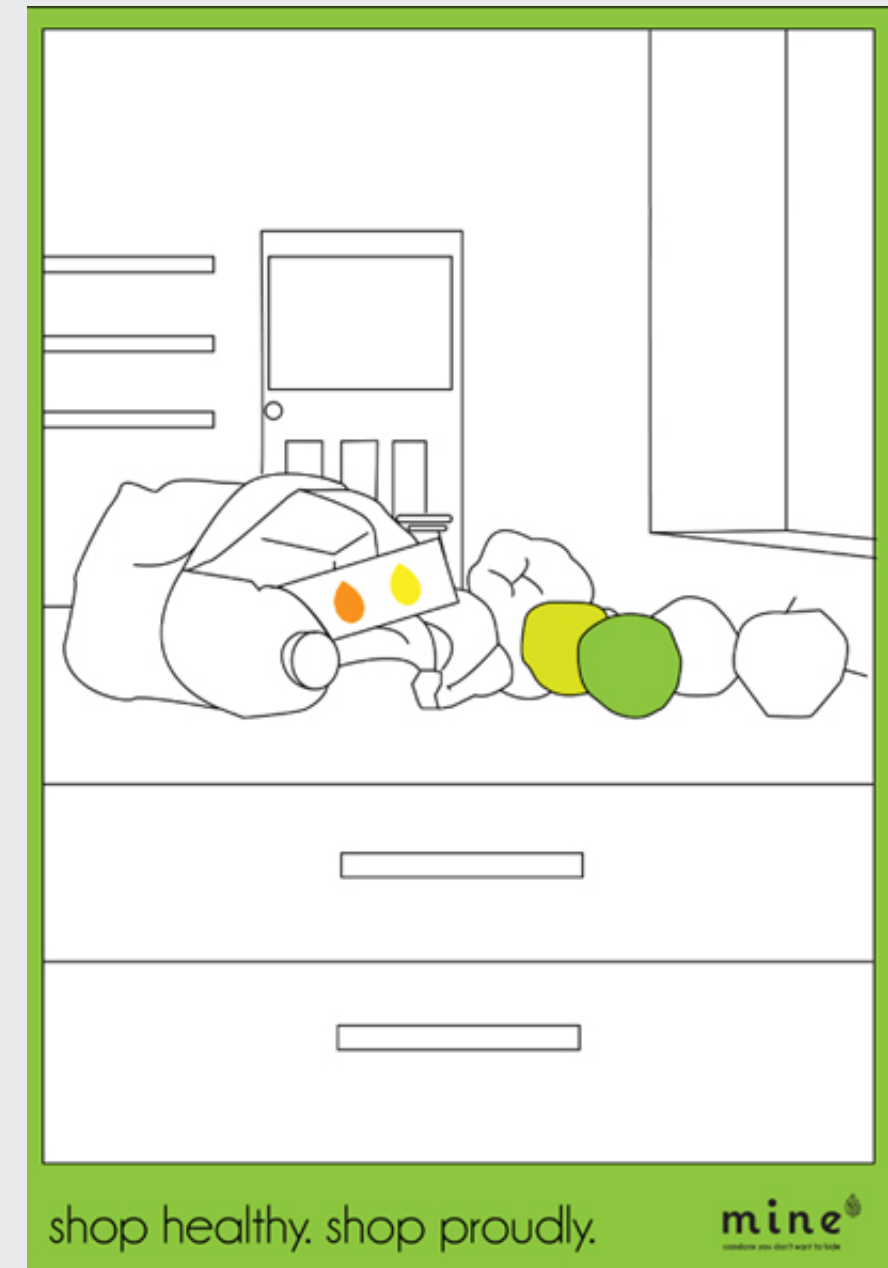
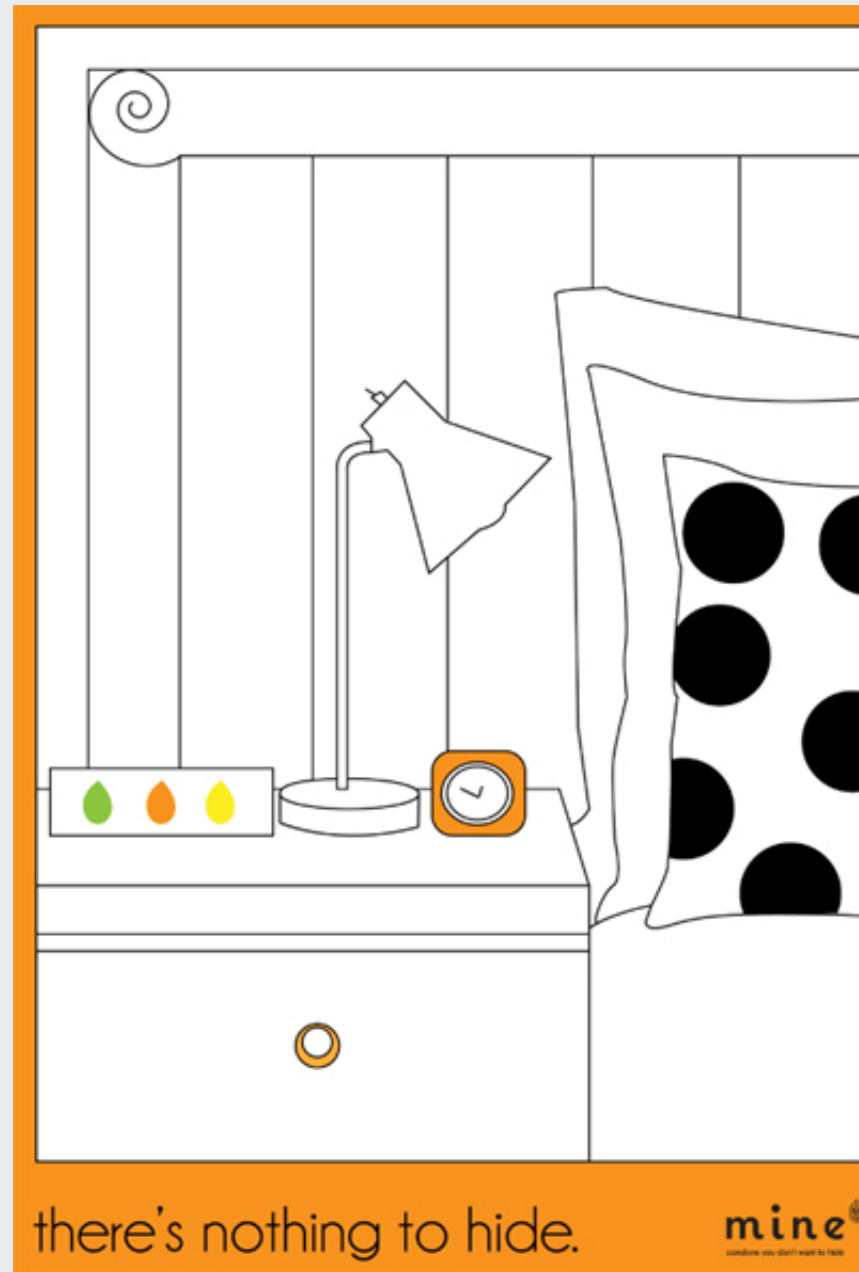




MINE products are packaged in a way that allow women to feel comfortable leaving them out on their bedside table, or in their grocery bags. The packaging is refillable, and reminds women to stock up when supply is low.



MINE is sold in stores, but also through online channels where a subscription model and a gifting experience are offered. Further, MINE would be available at other e-commerce channels popular with women such as Groupon, Soap.com, and Fab.com.



Additionally, MINE provides appropriate product pairings, such as selling condoms and tampons together, providing a combined caddy for the bathroom or home and further decreasing the embarrassment of in-store purchasing.



As an implementation strategy to the CDC, we suggested partnering with gynecologists around major cities to gather initial product feedback. As a next step, MINE could partner with existing condom and feminine hygiene companies to bring the product to mainstream markets.



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