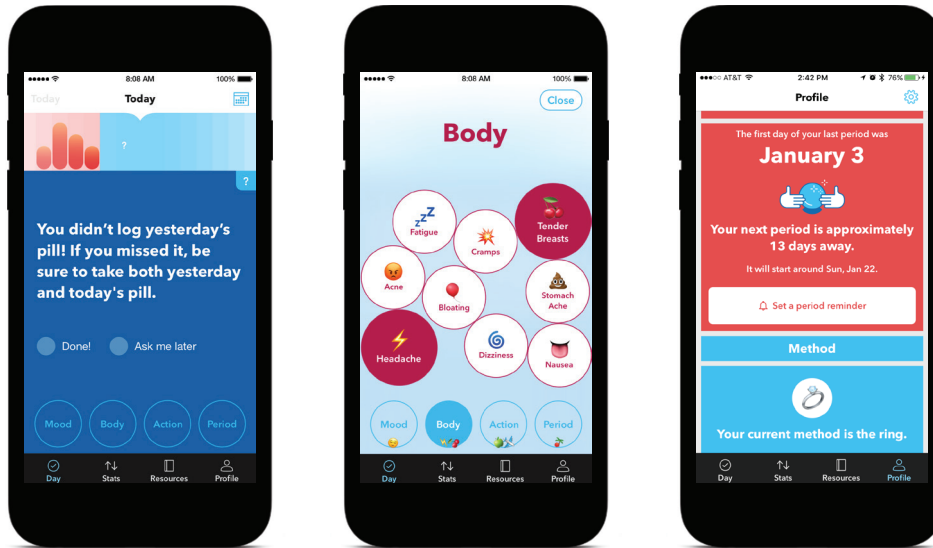


Spot On

Spot On™ is a birth control and period tracker powered by the Planned Parenthood Foundation of America with a fun, simple interface that allows users to quickly record their period, symptoms, moods, and activities. The app seeks to empower all people of reproductive age who care about their menstrual cycle, birth control, and sexual health.



THE NEED

Spot On™ was developed to provide reliable birth control and period tracking in an inclusive, non-gendered way, backed by Planned Parenthood's 100 year history of providing reliable and trusted reproductive health care, sex education, and information to millions of people worldwide.

NUANCE AND INSIGHT

Calculating a regular menstrual cycle and understanding the compliance rules around certain birth controls is extremely complicated and nuanced. Working closely with Planned Parenthood, Small Planet's diverse team became incredibly open about (and fluent in) reproductive health.

We built an app that enables users to easily track most birth control methods in use today, and record periods, events, moods, symptoms, and activities over time. Users get birth control reminders and notifications, as well as access to Planned Parenthood's invaluable insights, knowledge, and resources.

KEY FEATURES

- 1 Spot On™ helps users stay consistent with their birth control with gentle reminders + guidance, tips, and information about reproductive health — no matter what method of birth control.
- 2 The timeline ribbon gives the user quick and easy access to any point in the future and the past, and provides a quick, at-a-glance view of major events across the timeline.
- 3 The primary interface of the app is based on a single day view to encourage daily engagement.
- 4 The Health Diary interface is based on floating bubbles and emoji with physics that makes a mundane daily task fun.
- 5 For those who aren't practicing birth control, Spot On™ provides predictions that become more accurate over time.