

other.

“a menstrual cup for anyone  
with a uterus”

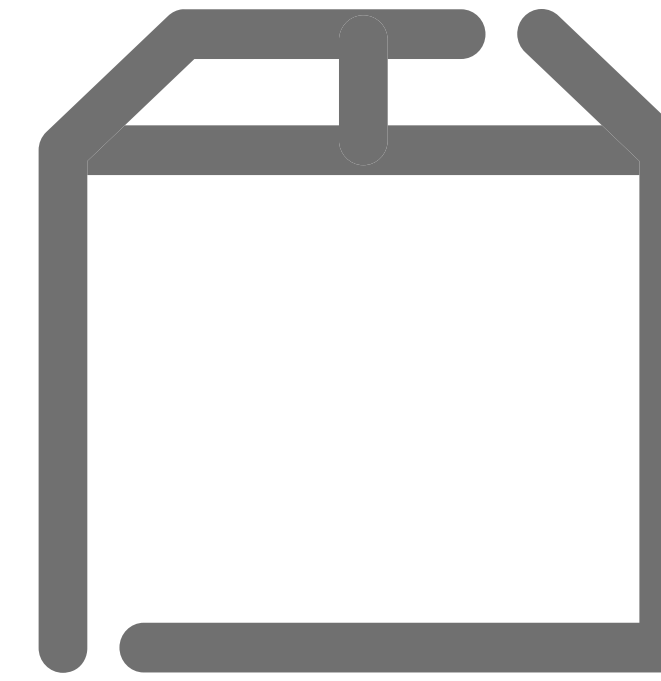
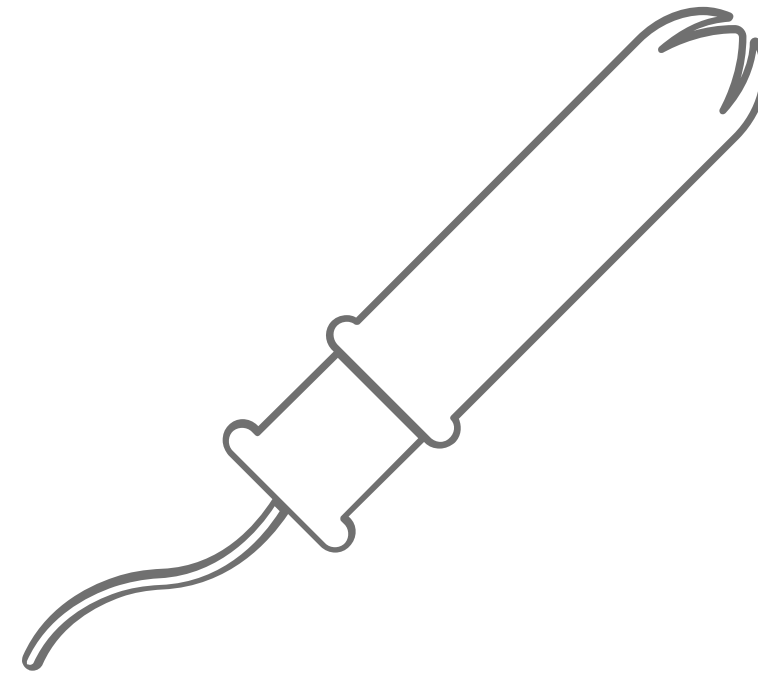
individual project





## How can menstrual products be gender inclusive?

Menstrual products are usually referred to as “feminine care” items. This alienates anyone who menstruates that does not identify as being a woman. As long as someone has a uterus, they have the ability to menstruate. How can menstrual products be improved to include every gender that menstruates?



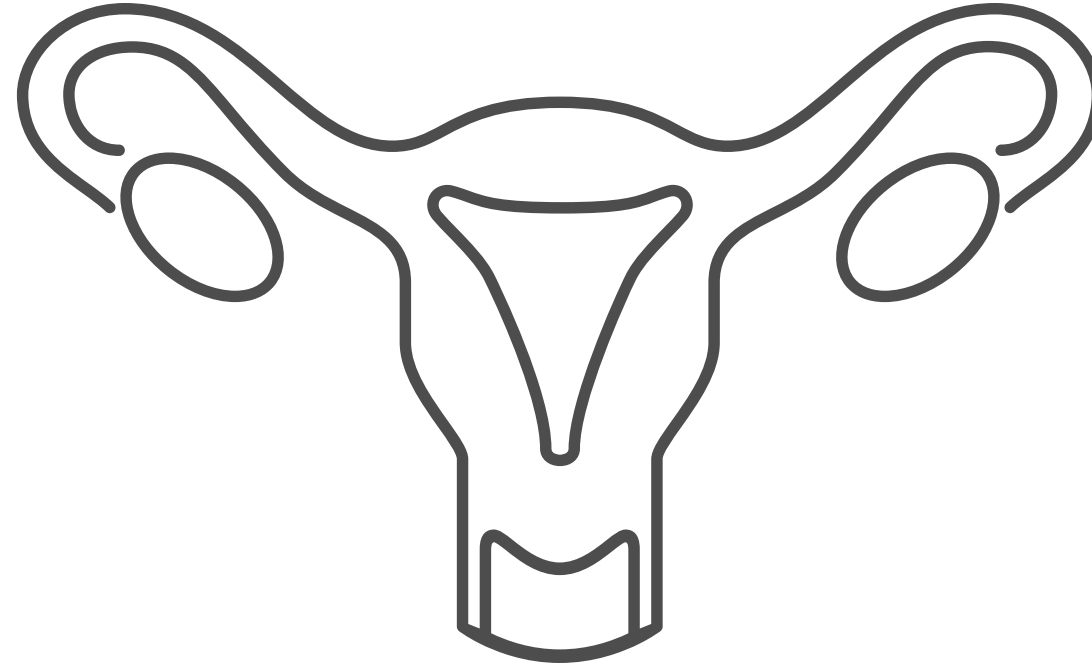
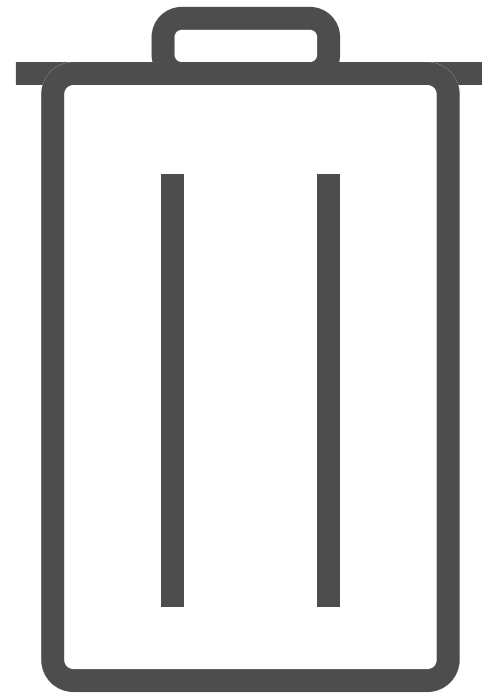
As long as someone has a uterus and ovaries, and is not taking hormones to suppress menstruation, **every gender can menstruate**. This includes trans-men, people who are agender, gender queer, gender fluid, or anyone who does not associate with the binary gender system.

Menstruation can be an **extremely distressing experience** that causes **gender dysphoria** for those who do not identify as a woman. While they might live as a different gender the rest of the month, they must **confront the fact that they biologically are female** when they menstruate.

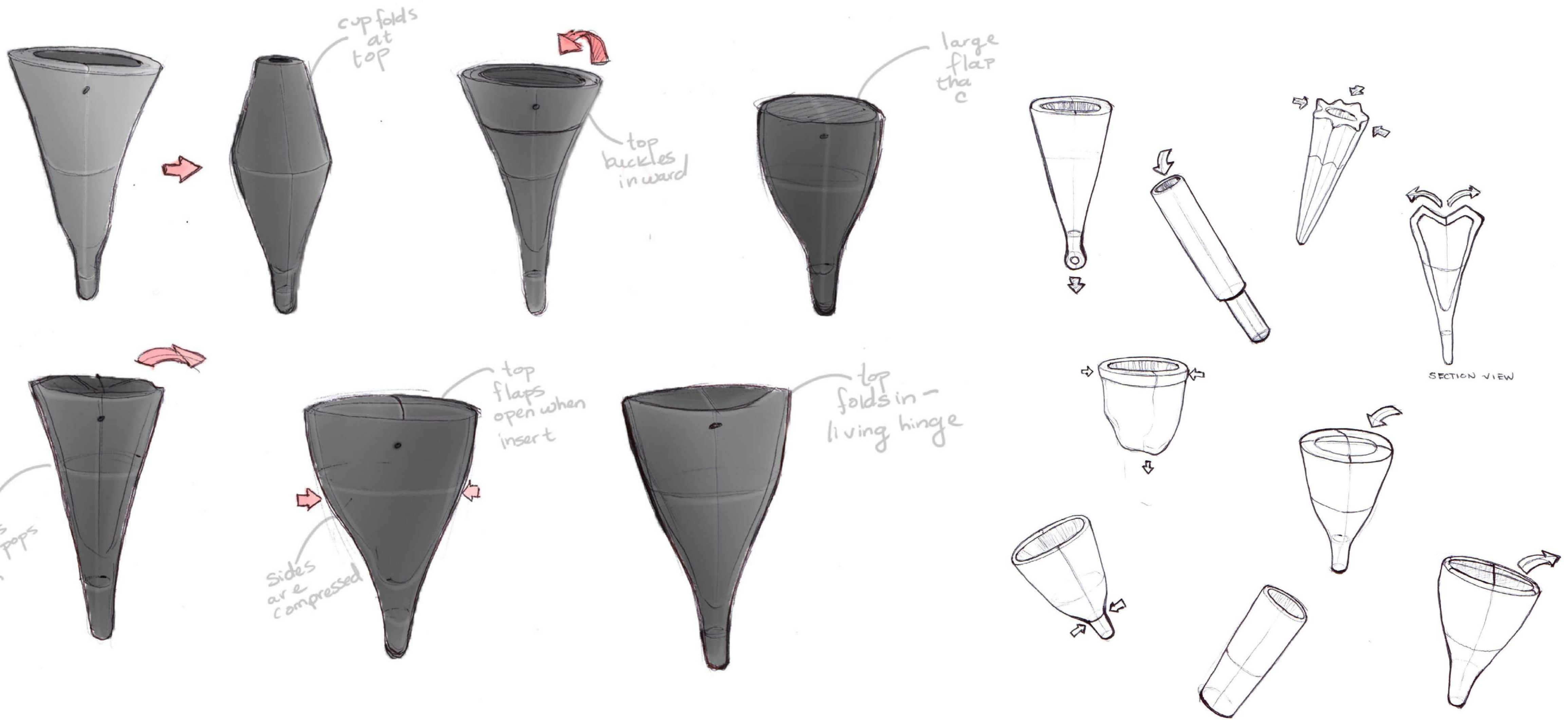


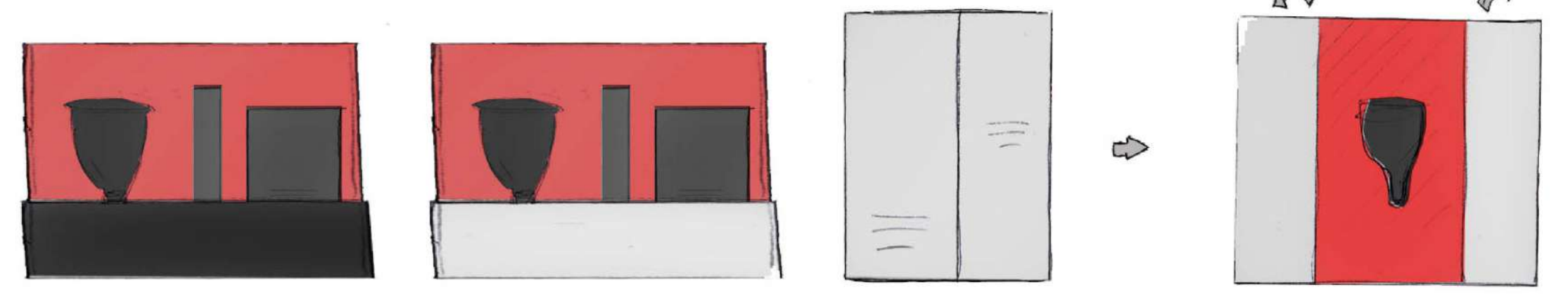
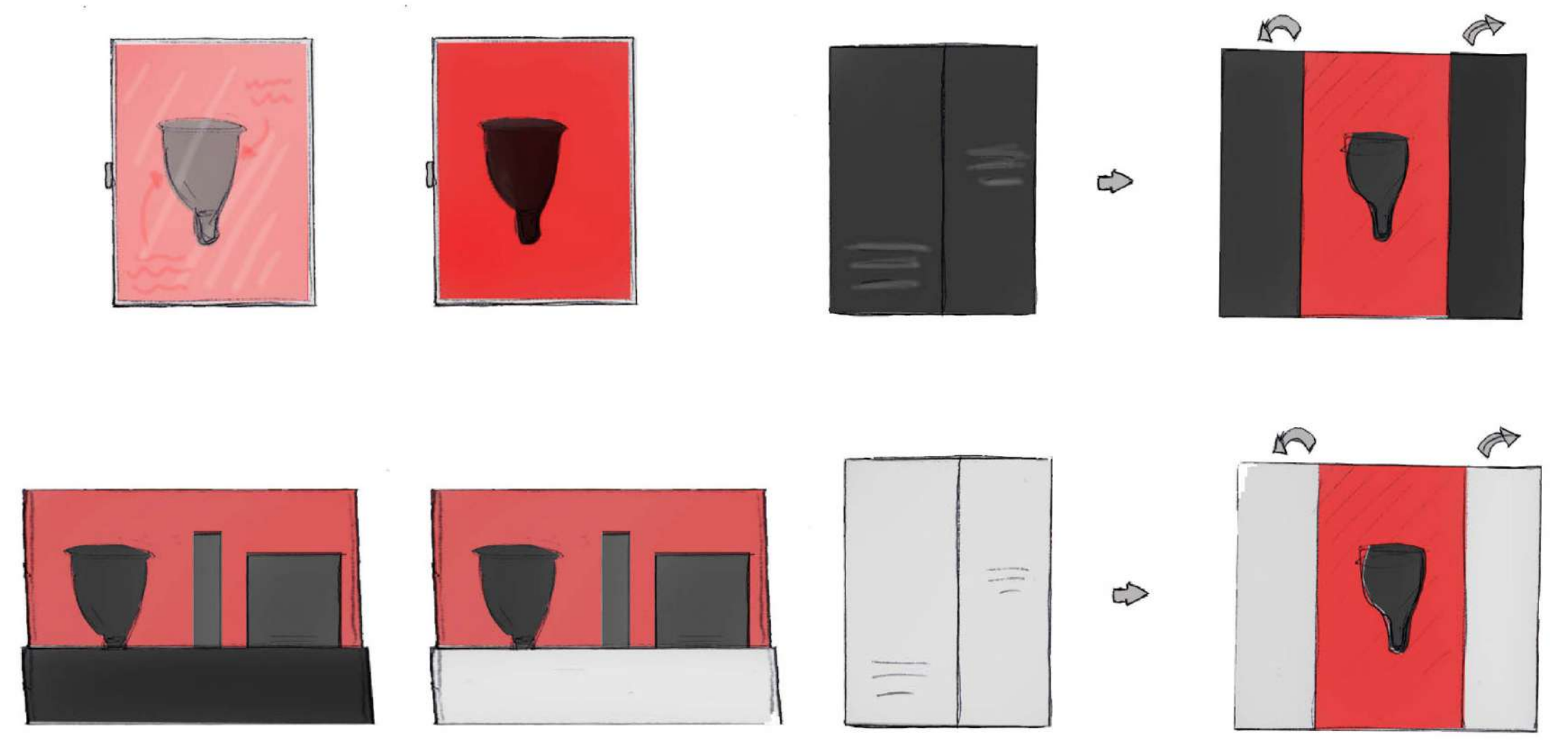
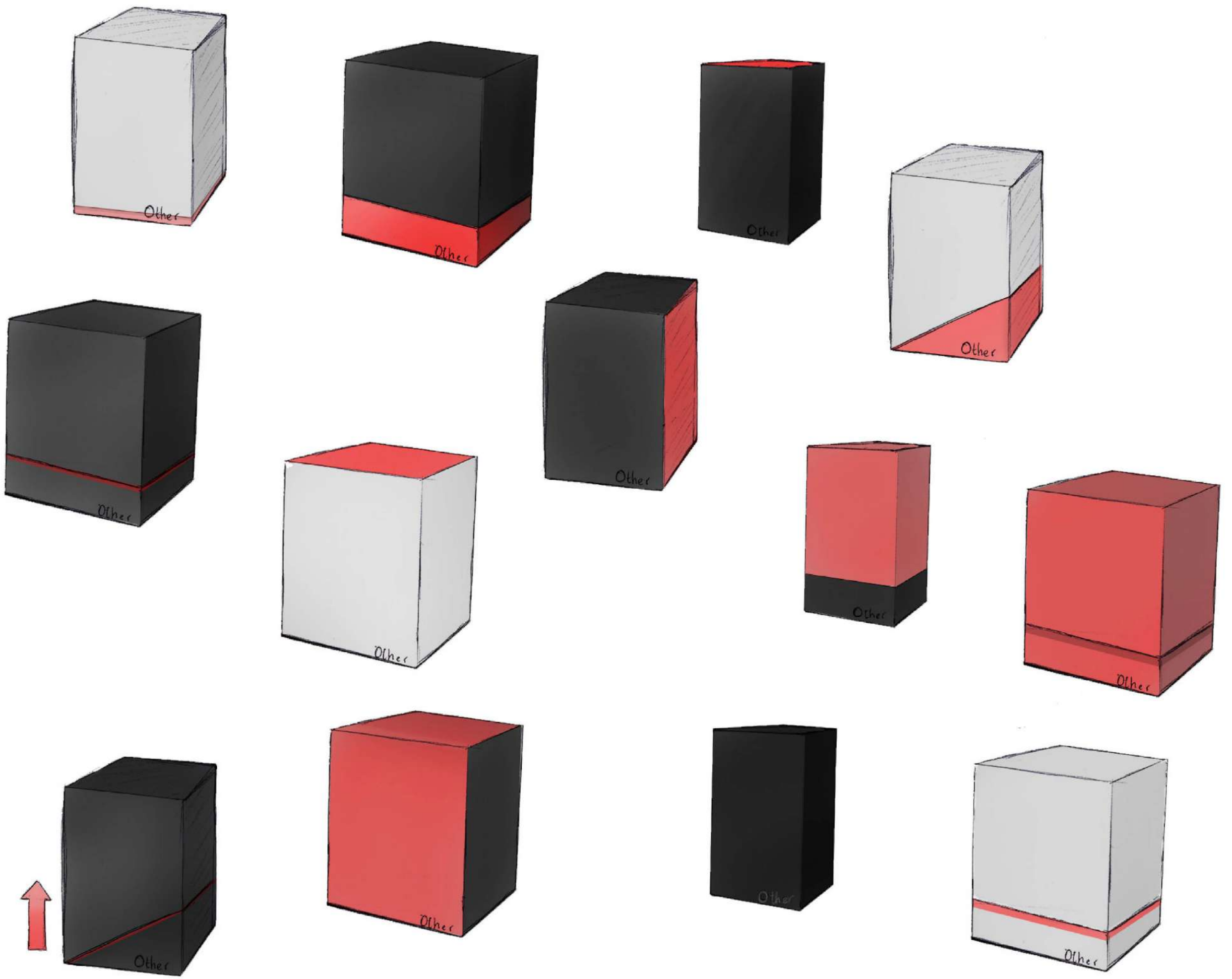
After interviewing numerous people, I found that menstruating was an extremely distressing experience for many. On top of that, the trans-men I interviewed told horror stories of avoiding changing tampons in public, waiting in the bathroom until no one was there to change a pad or tampon, and some avoided using public restrooms entirely. In addition, the packaging and branding of readily available menstrual products were overly feminine normative and not discrete.

**After hearing these stories, I decided that I wanted to create a menstrual product that did not assume gender and was an overall less distressing experience for everyone.**



When I began concept development, I wanted to address three specific problems: the disposable packaging being very loud and inconvenient, the branding and packaging being extremely feminine normative and non-discrete, and how evident blood is on used menstrual products. I wanted to create a full experience that was unlike anything else available. I specifically focused on menstrual cups because they are a safer alternative to toxic fiber based products.







## Branding and Packaging Inspiration

For the packaging and branding, I was inspired by the **aesthetic and emotion** of the packaging for **high end electronics and gender neutral skincare**. High end electronics have a very subdued and luxurious packaging, while gender neutral skincare have very stylish but inherently gender neutral branding. In my branding and packaging, I was creating an entirely new menstrual experience: **one that you did not have to dread or hide.**



# other.

## Branding

When developing brand identity, I decided the brand imagery would need to be inherently gender neutral and friendly. I selected **Ududo Soft** as the font because it was neither masculine or feminine, and it had a friendly feel. Ududo Soft is **friendly** rather than being **aggressive, strong, flirty, or curvy, which are inherently gendered**. I chose to use a medium weight, which seems neither too masculine (heavy weight) or feminine (light weight). The colors chosen were black, white, and blood red as an accent color. The red “period” at the end of “Other” is a **playful hint** at the function of the product without being too overt.



It was important to me that the menstrual cups has a way of closing once removed. I wanted the process to not require complicated insertion.

I tested 8 different versions of the menstrual cup. Each mold had four parts. The main forms incorporated folding in order to close off.

I cast dozens of menstrual cups for testing. I experimented with cure time, durometer of the silicone, and different removal and sealing methods. The measurements of the menstrual cups were based on human factors for vaginal measurements and guidelines from existing menstrual cups.



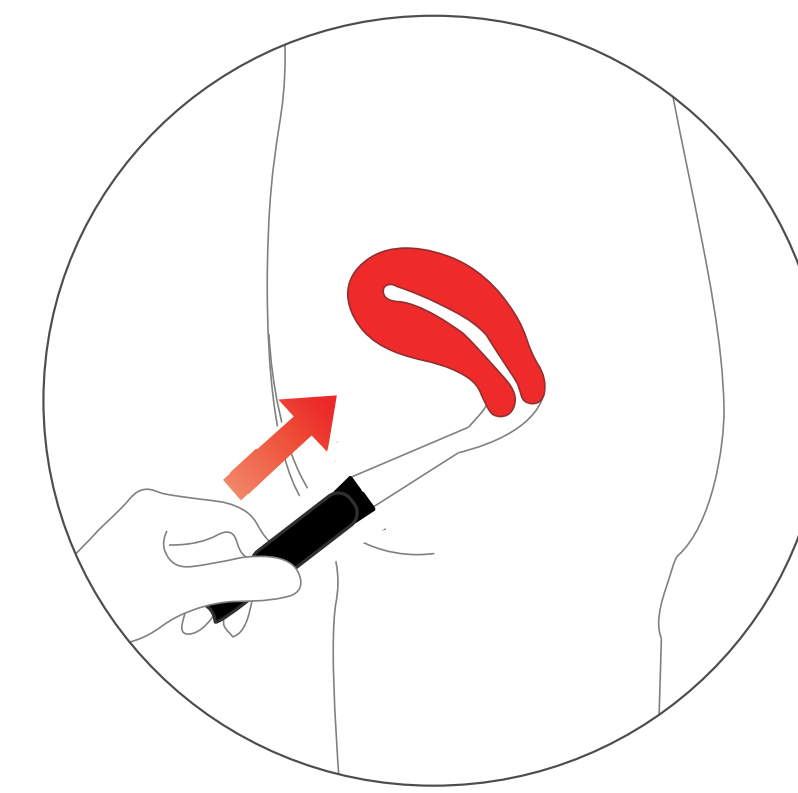
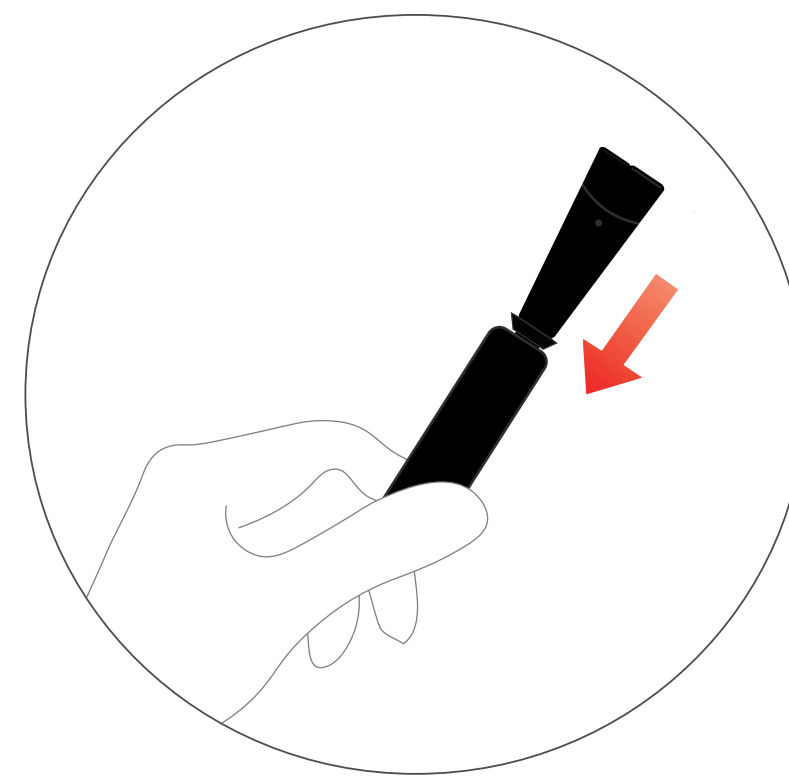
## Other

Other is a menstrual product that does not assume gender identity of the person using it. The Other Cup is designed to minimize the interaction with menstrual fluid, both physically and visually. The Other Cup comes in a two cup pack.

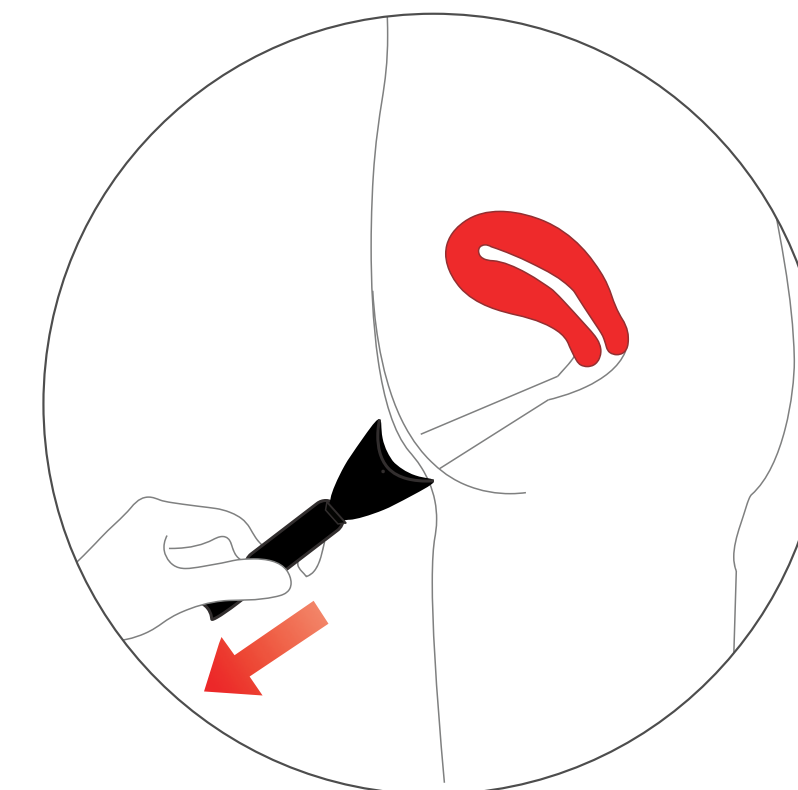
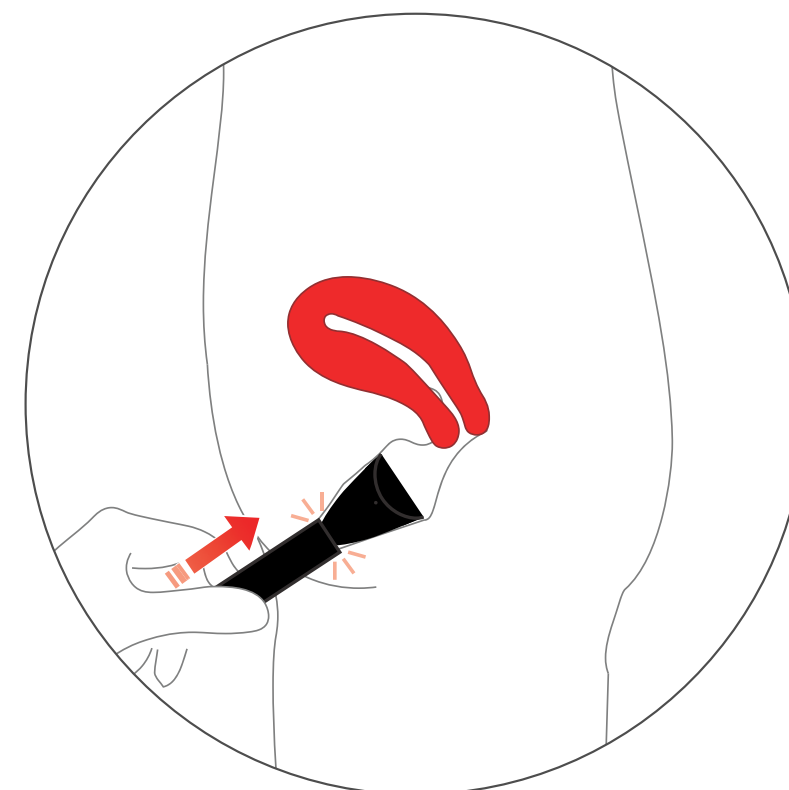
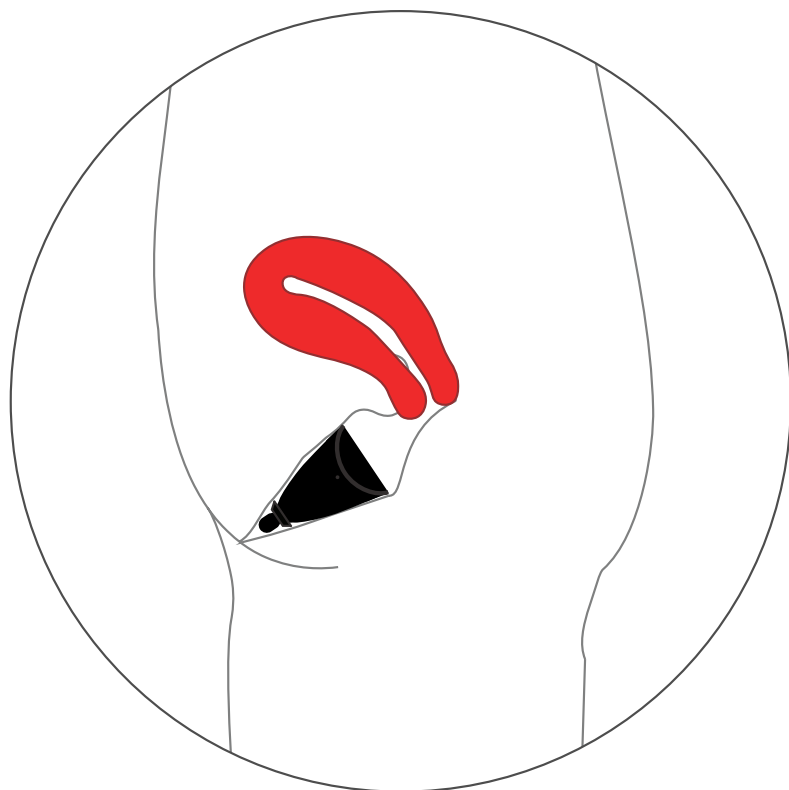
The Other Cup is inserted with an applicator, then opens to collect menstrual fluid once inserted, after twelve hours the cup is removed with the same reusable silicone applicator, and a new clean cup is inserted.



other.



The menstrual cup is rolled up, inserted into the applicator, and the applicator is inserted into the vagina. The plunger on the applicator is pressed, and the cup stays inserted in the vagina for up to 12 hours.

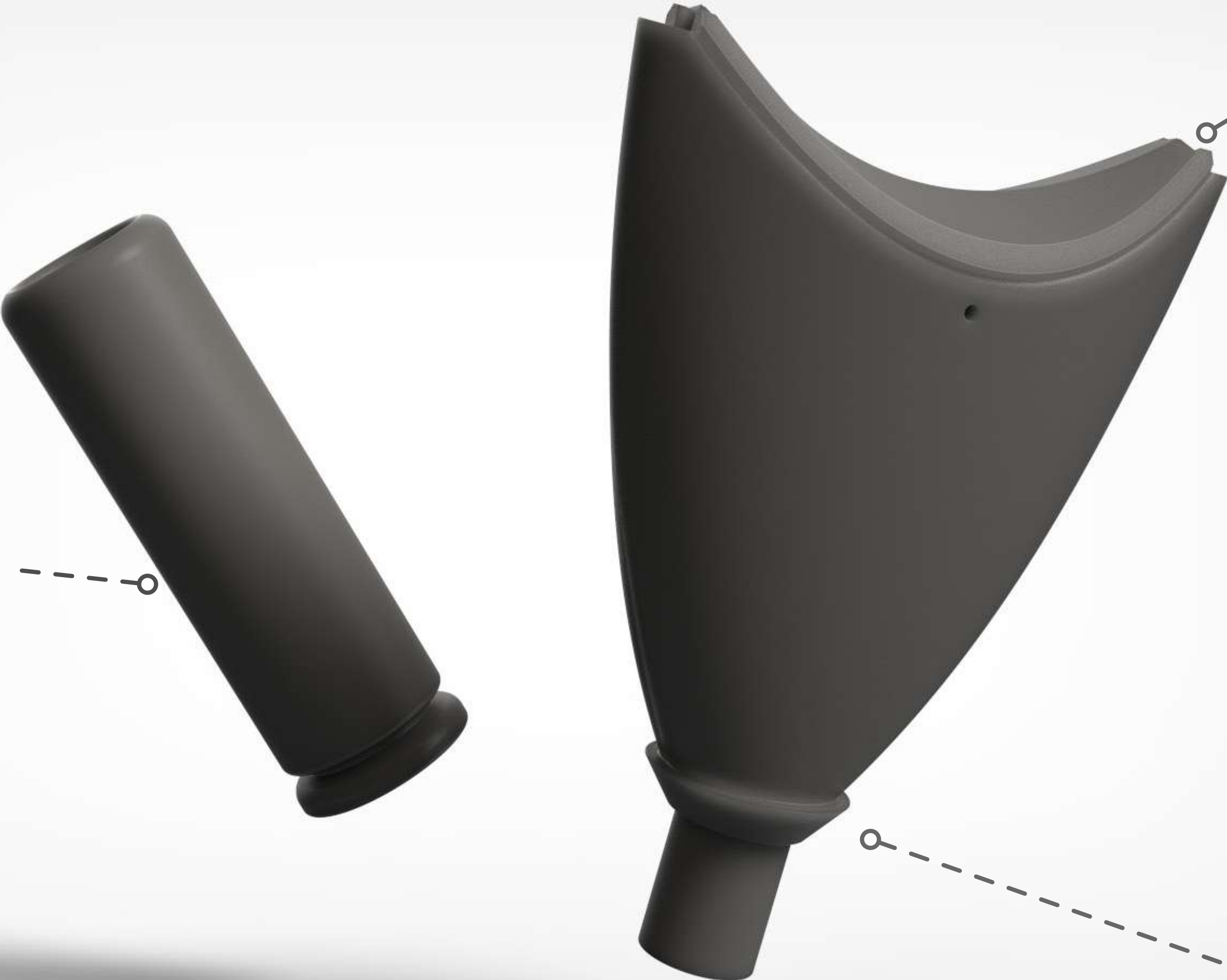


The top of the applicator is inserted into the vagina and pressed against the rib on the stem. The applicator snaps onto the cup, and the cup can be removed. The dirty cup and applicator are placed in disposable packaging and a fresh cup is inserted.

# Final Form

## Applicator:

Applicator prevents the need for manual insertion and interaction with genitalia.



## Self Closing Top:

The top of the menstrual cup closes upon removal to avoid spilling and visual confrontation of blood.

## Ribbed Stem:

Rib on stem allows for applicator to attach for easy removal.

## Other External Packaging

Most menstrual products have very bright, loud, and colorful packaging. The packaging is designed to be subtle, with a **playful invitation** to open the box.

There are **no descriptions on the box**, so someone could place this in their cart at a store without recognition. The packaging is also subtle enough to store on a bathroom counter when the cup is not in use.



## Other Internal Packaging

While the external packaging is very subdued, the internal plays on the color “**blood red.**” When you open the box, the red is revealed, which will be the last time you see “blood red” ever again.

The disposable packaging functions as a carrying case for the clean cup, and it is the disposable packaging for the blood. The cup and applicator are then deposited into **hemostatic packaging** that absorbs the menstrual fluid as you go about your day. The cup can be rinsed later at your convenience at home.



other.

