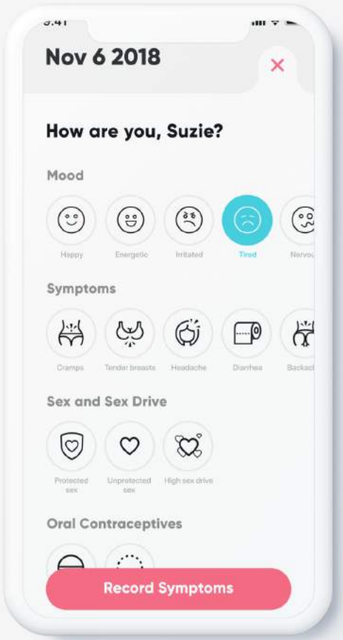
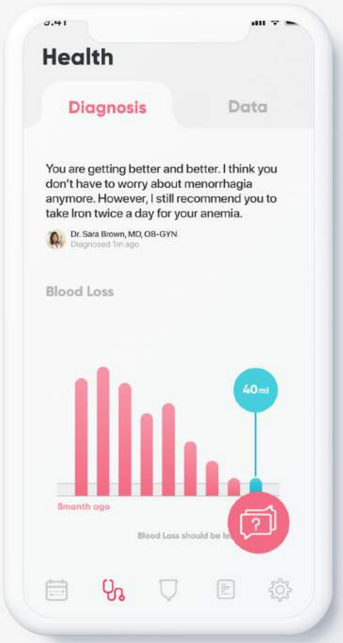
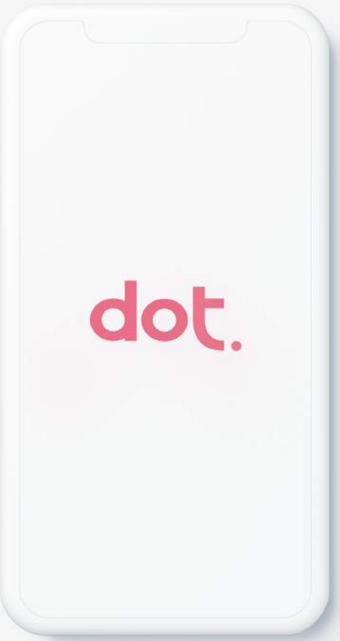
dot.

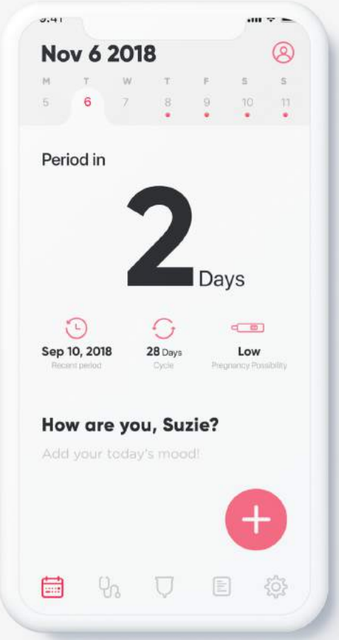
9:41
Cups
Dot1
Dot2
52%
Cup
18:42:32
Case
19:21:02
Recent Sterilzation
8hrs ago

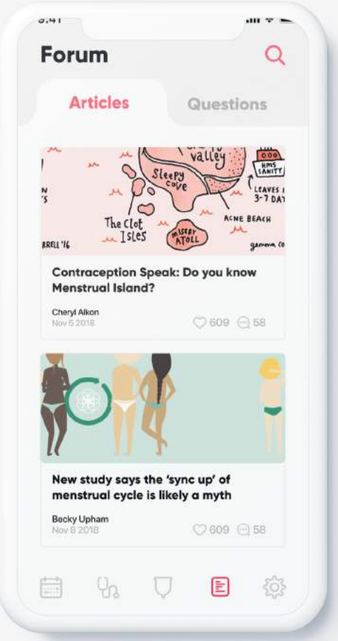

Nov 6 2018
How are you, Suzie?
Mood
Happy
Energetic
Irritated
Tired
Symptoms
Cramps
Tender breasts
Headache
Diarrhea
Sex and Sex Drive
Protected sex
Unprotected sex
High sex drive
Oral Contraceptives
Record Symptoms


Health
Diagnosis
Data
You are getting better and better. I think you don't have to worry about menorrhagia anymore. However, I still recommend you to take Iron twice a day for your anemia.
Dr. Sara Brown, MD, OB-GYN
Diagnosed 1m ago
Blood Loss
40ml
8month ago

Cups
Dot1
Dot2
52%
Cup
18:42:32
Case
19:21:02
Recent Sterilization
8hrs ago


dot.


Nov 6 2018
M T W T F S S
5 6 7 8 9 10 11
Period in
2 Days
Sep 10, 2018
Recent period
28 Days
Cycle
Low
Pregnancy Possibility
How are you, Suzie?
Add your today's mood!


Forum
Articles
Questions
Contraception Speak: Do you know Menstrual Island?
Cheryl Alkon
Nov 5 2018
609
58
New study says the 'sync up' of menstrual cycle is likely a myth
Becky Upham
Nov 6 2018
609
58

Style guide

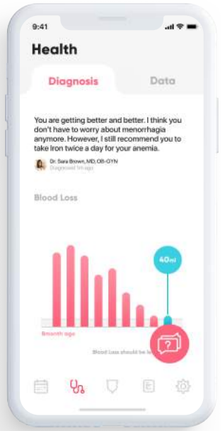
Logo

dot.

dot.

dot. dot.

Color



1 Primary
2 Primary Variant
3 Secondary
4 SecondaryVariant

5 Background
6 Surface
7 On Primary
8 On Secondary

9 10 On Background & Surface

Typography

ABCDEFGHIJKLMN OPQRSTUVWXYZ zbcdefghijlmn opqrstuvwxyz 0123456789

Gilroy - ExtraBold

ABCDEFGHIJKLMN OPQRSTUVWXYZ zbcdefghijlmn opqrstuvwxyz 0123456789

Gilroy - Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ zbcdefghijlmn opqrstuvwxyz 0123456789

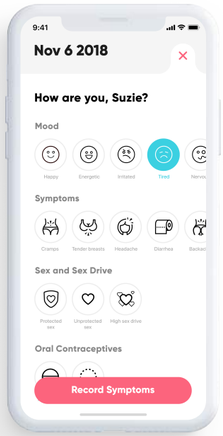
Gilroy - Medium

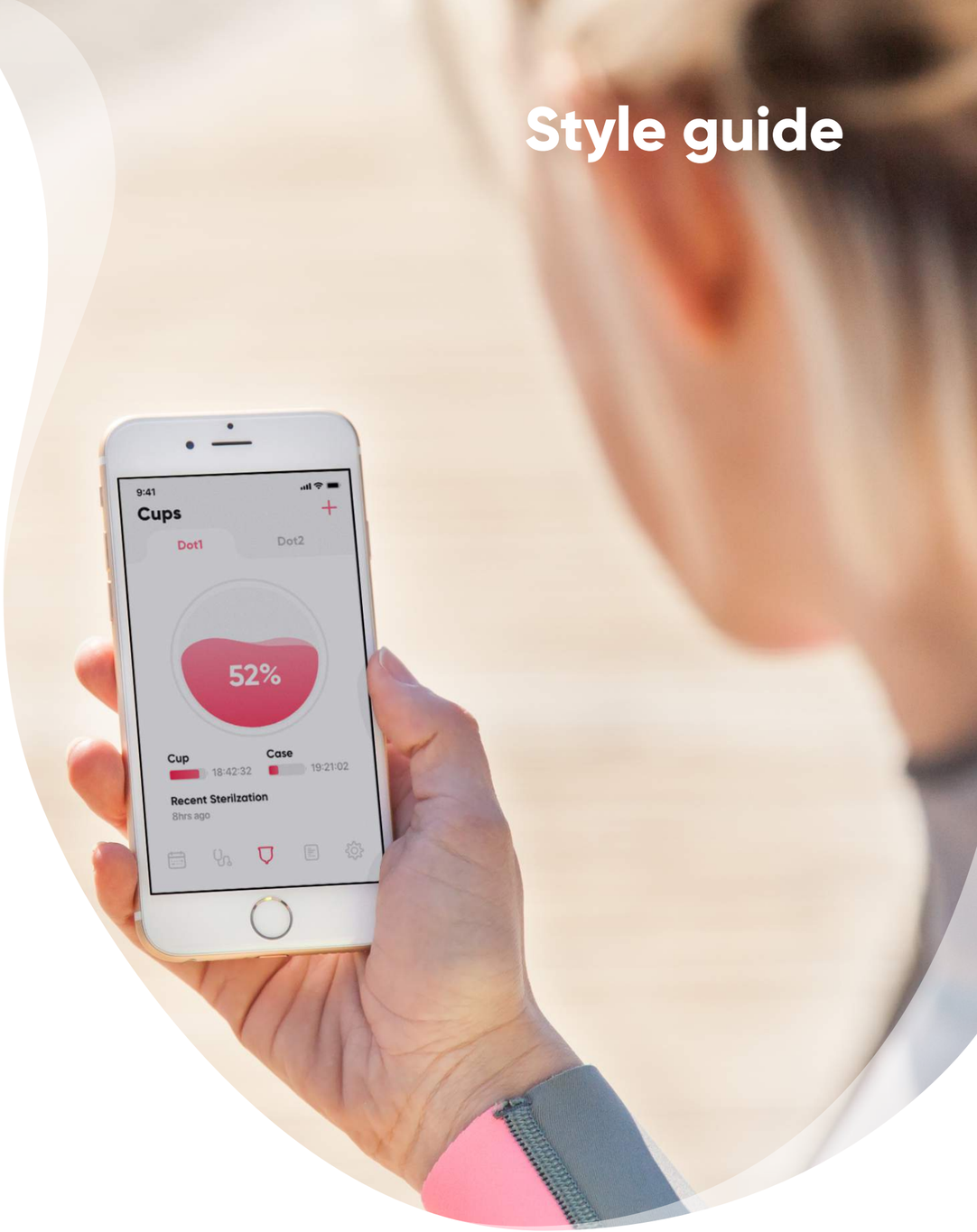
ABCDEFGHIJKLMN OPQRSTUVWXYZ zbcdefghijlmn opqrstuvwxyz 0123456789

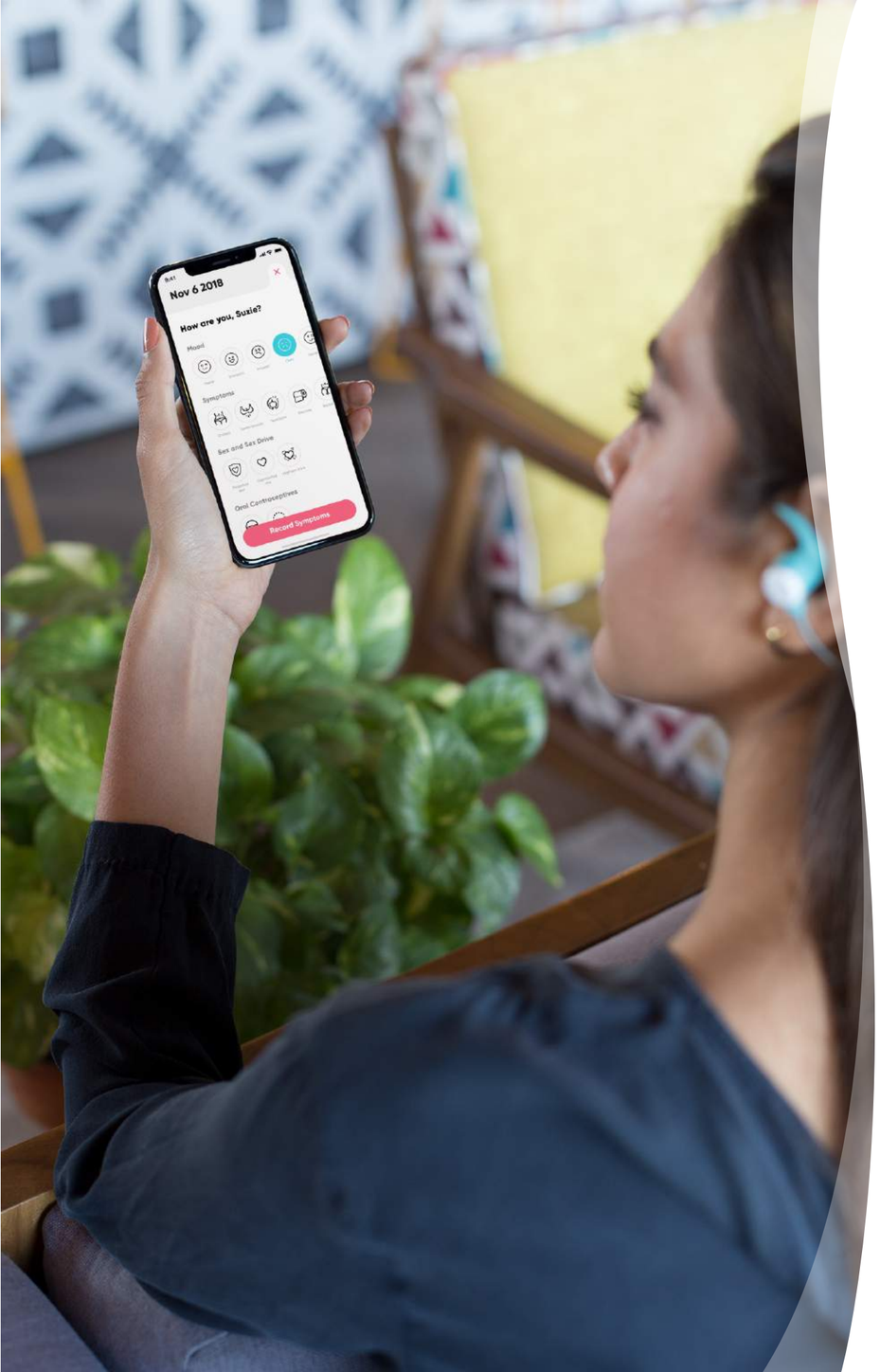
SF pro display - Medium

Category	Typeface	Weight	Size(Points)	Leading(Points)
H1	Gilroy	Extra-Bold	30	34
H2	Gilroy	Extra-Bold	24	28
H3	Gilroy	Bold	22	26
H4	Gilroy	Bold	18	22
H5	Gilroy	Bold	18	22
H6	Gilroy	Medium	16	19
Body 1	San Francisco	Medium	16	19
Body 2	Gilroy	Medium	16	19
Callout	San Francisco	Medium	16	19
Caption 1	San Francisco	Medium	11	14
Caption 2	San Francisco	Medium	10	13

Icongraphy







Mission Statement

The product that would check women's health status by analyzing their menstrual blood during period

Target Users

Premenopausal women who need eco-friendly and cost-effective menstrual products.

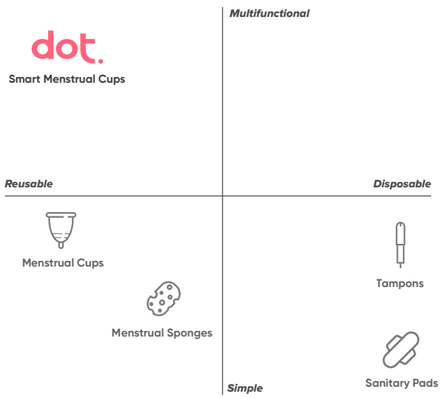
Early adopters

Women who have irregular cycle and amount of menstrual blood.
Women who had an experience with the Menstrual cup.
People dissatisfied with the certain aspects of menstrual cup, but overall satisfied

Positioning Statement

For women especially who has irregular period cycle and amounnt of blood, Smart menstrual cup is a menstrual cup can check the cycle by measuring the quantity of the blood, and give notification to prevent unexpected cycle and leakage, unlike existing menstrual cup.

Positioning Matrix:



Design Criteria

Proactive

Prevent the blood leackage of unexpected period, and other diseases.

Connected

Collect your health status in realtime at the connected device.

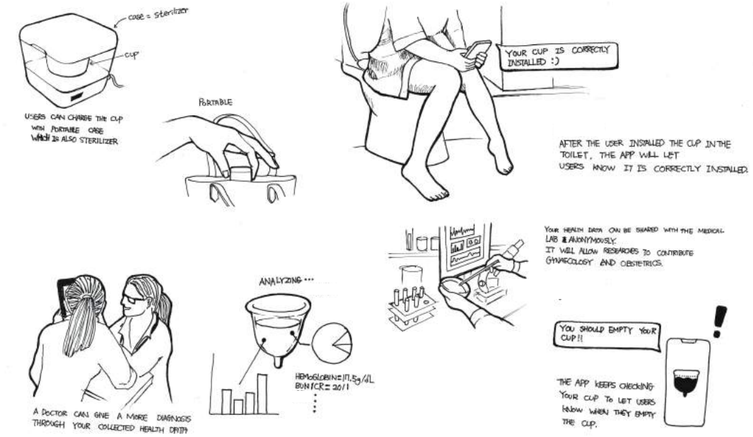
Chemical free

Use the harmless material to your body.

Eco-freindly

Reuse the cup over 5~8 years.

Touch Point



SWOT

S W

- Cost effective in long term.
- Have more functions
- Can visually check when users have to empty the cup
- It is more hygienic than sanitary pad, tampon or any other existing tools

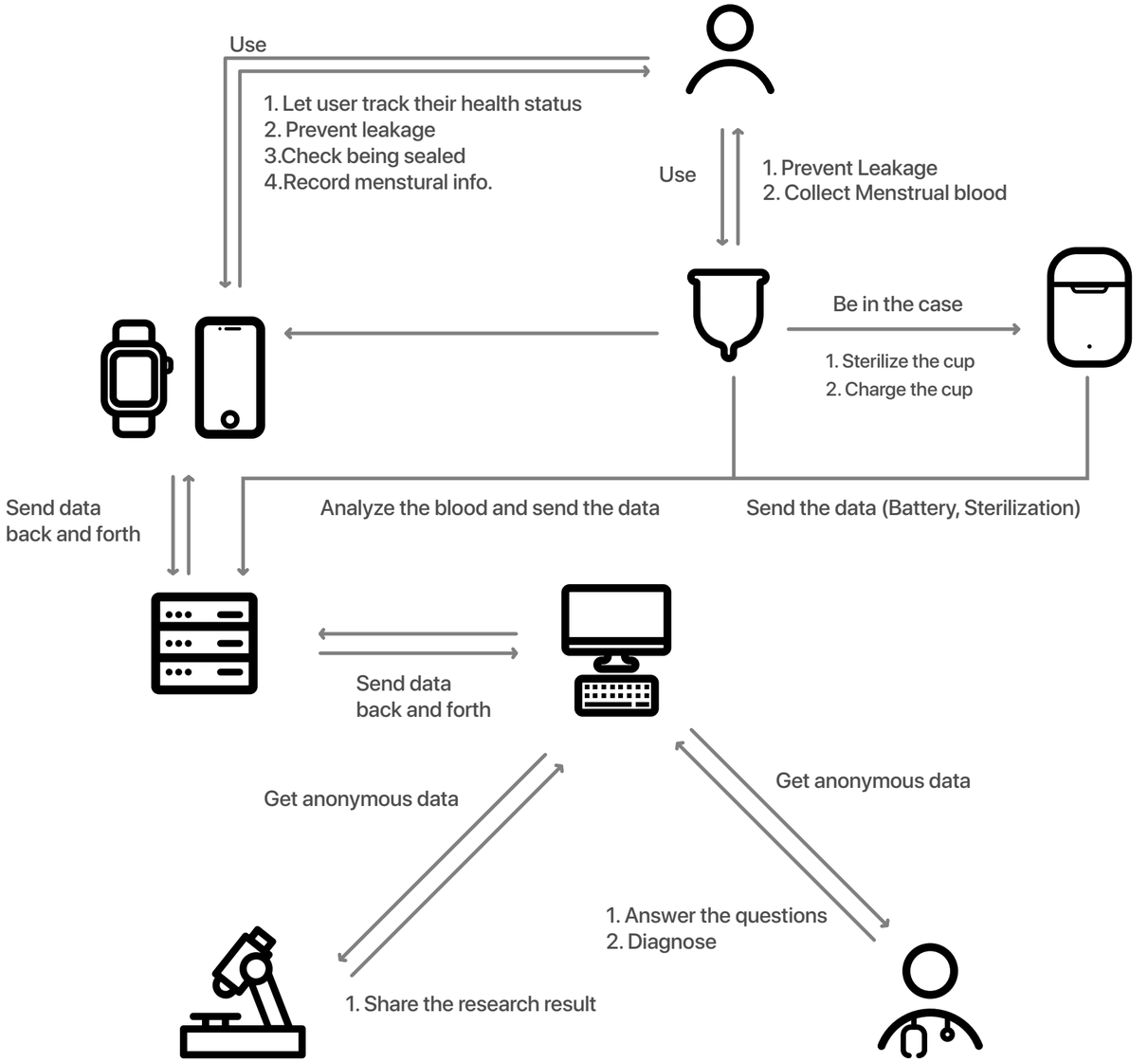
- People are afraid of putting artificial stuffs in their body.
- In short term, Sanitary pad and tampon are more affordable.
- It is hard to replace in the public space.

O T

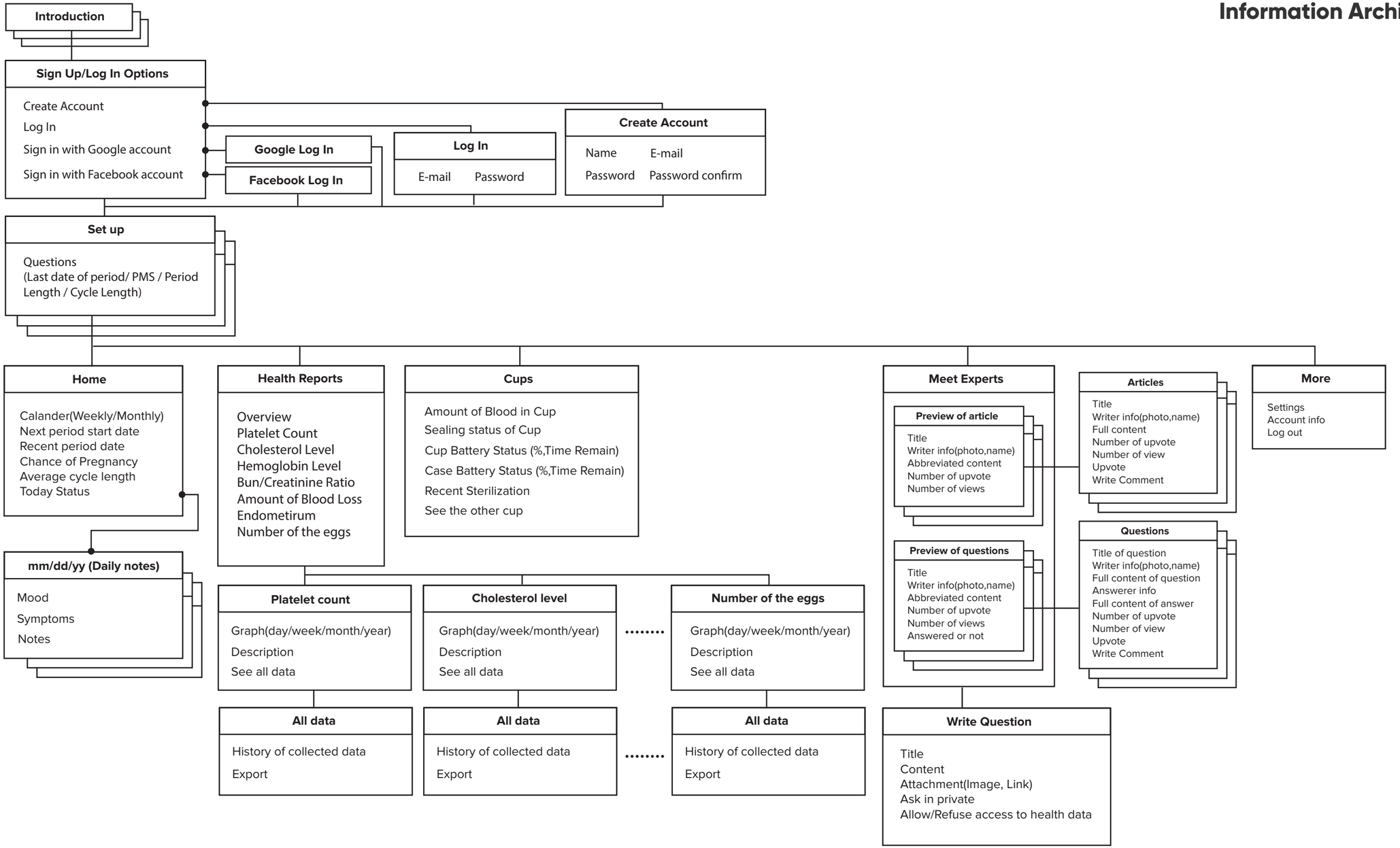
- There is no better equipped competitor yet.
- There is more needs in women health product

- Lack of environment or facilities to use menstrual cup.
- Concept of menstrual cup is not popular.

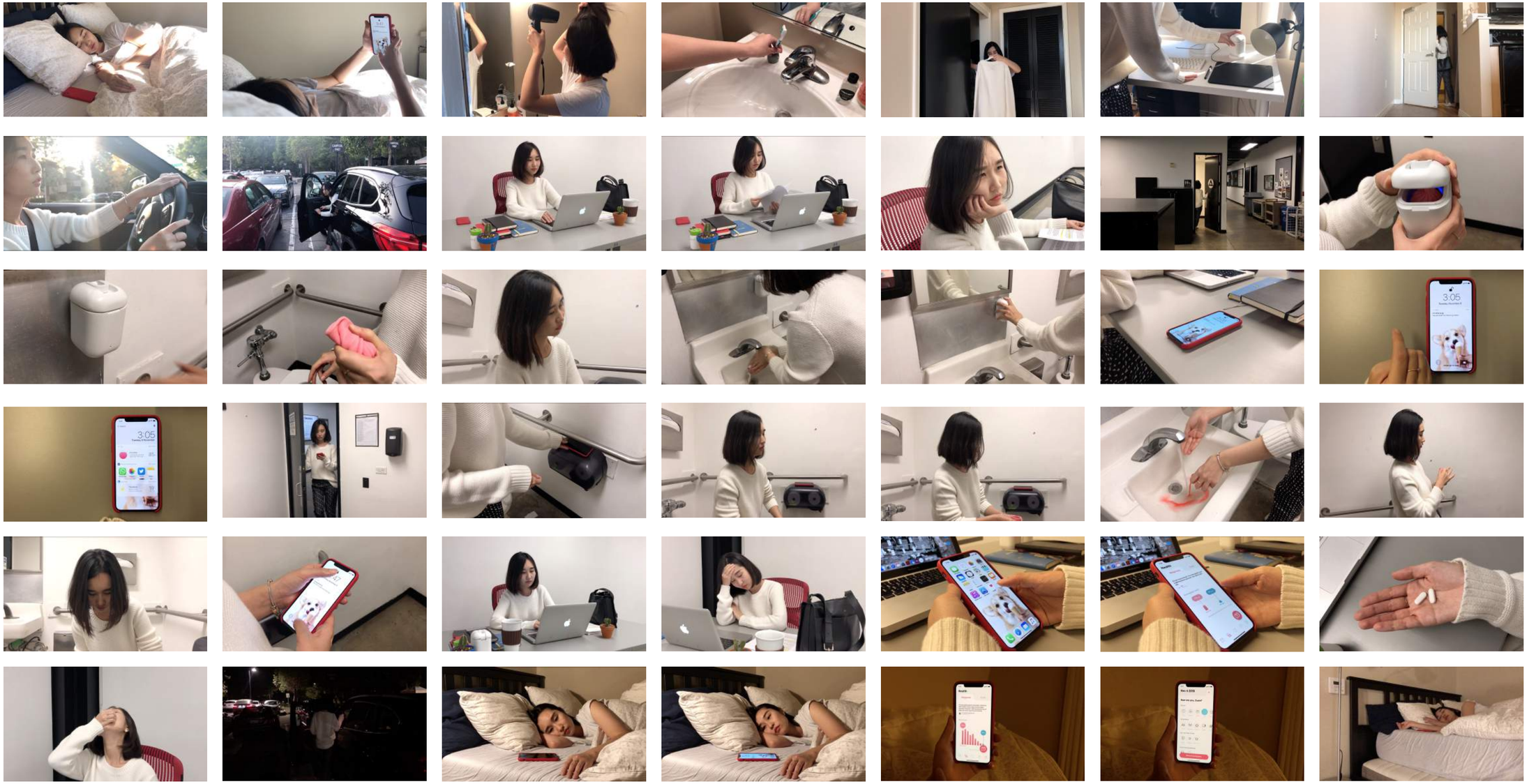
Ecosystem


Use
1. Let user track their health status
2. Prevent leakage
3.Check being sealed
4.Record menstural info.
Use
1. Prevent Leakage
2. Collect Menstrual blood
Be in the case
1. Sterilize the cup
2. Charge the cup
Send data
back and forth
Analyze the blood and send the data
Send the data (Battery, Sterilization)
Send data
back and forth
Get anonymous data
Get anonymous data
1. Answer the questions
2. Diagnose
1. Share the research result

Information Architecture



User Scenario

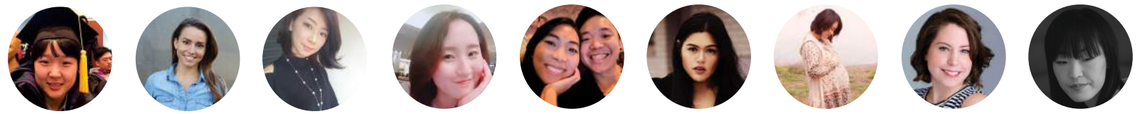


Competitive Landscape

	Advantage	Disadvantage
Sanitary pads	- Cost effective in short term - Easy to use, Easy to throw away	- Bad ventilation / texture issue - Prone to bacterial growth and other infections - No transparency about chemicals. - Activities are limitied
Menstrual cups	- It deceases mentrual pain - More eco-friendly - Cost efficient in long term - Liquid Silicon (no infection and bacterial growth) - Can check the menstrual blood - No limitation of activities	- Hard to use for begginer - Some people are afraid of put artificial things in their body. - Hard to install and remove - Hard to know which model is appropriate before using it. - Hard to replace in public place
Menstrual sponges	- Good to contatin heavy flow - Can use 6~12 month	- Easily be messy when replace it - Some people are afraid of put artificial things in their body. - Hard to replace in public place
Tampons	- Cost effective in short term - Easy to use, Easy to throw away - No limitation of activities	- Toxic shock syndromee - Some people are afraid of put artificial things in their body. - Usually have to use with pads to prevent leackage

Research

Summary of interviews



What goals would they want to achieve with your system?

1. Do not worry about leakage.
2. They want to predict the start date of menstruation to prepare Menstruation cup.
3. They want to figure out menstruation cycle and record it.
4. They want to check their health status

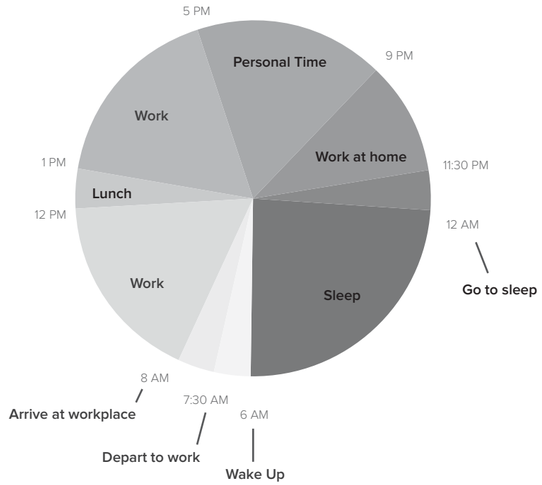
What is their current scenario in achieving those goals now?

1. They layer a few clothes, and prepare Sanitary pad when they think period is going to start.
2. Someone who do not have regular period just follow their gut to predict the period.
3. Some of them manually record their cycle, and the amount of their blood.

What are the pain points?

1. Fear of leakage
2. Anxiety from unpredictable start of period
3. Forget to record their cycle, and the amount of their blood
4. Hard to meet the specialist of period.

What is a typical day for users?



What are Unique?

1. Woman who have irregular period predict their period through their instinct
2. They have different types of cramps.
3. How they start to use Menstruation cup was different.

What are Consistent?

1. Fear of leackage.
2. Do not know the reason of cramps.
3. They tried to meet specialist because of cramps or another reasons.
4. During menstruation, the amount of activity decreases.
5. Fear of put machine in their body.
6. They struggle or are struggling inserting and removing Menstruation cup.

Behavior & Posture Study

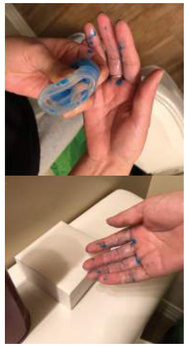
Location: Toilet(Private and Public)

Women need things to carry when they go to toilet to insert or empty the cup (phone, watter bottle,case, wet tissue etc.)

Both hands are used one is for holding a cup and the other is for supporting insert.

- She can not touch phone right after installation.
- Give feed back with out any haptic interaction.

Individuals have different ways to insert.



While they empty the cup, both hands easily getting messy

Hard to touch other things

They have to touch blood while they empty the cup

Wash their body or hands after they installed.

- In public toilet, They carry wet tissues to clean their body
- Have to give feedback before this point.

They uses microwave to sterilize the cup after menstruation.

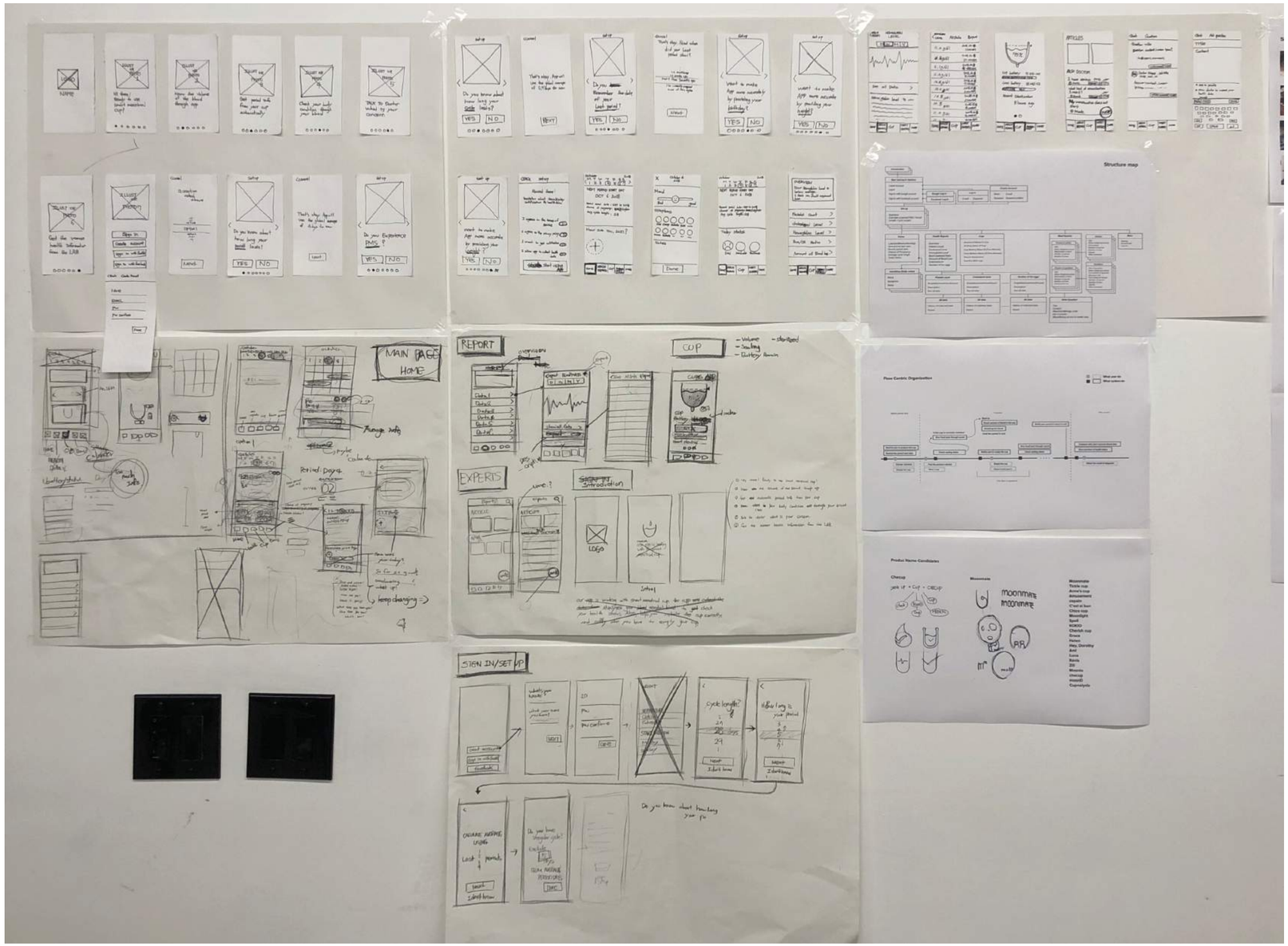
- Users might not want to touch the blood directly
- They might not want to touch the phone while they empty the cup.
- They might want to find a way to sterilize more often and convenient

Women usually wash their cup and hands with the water bottle or wet tissue

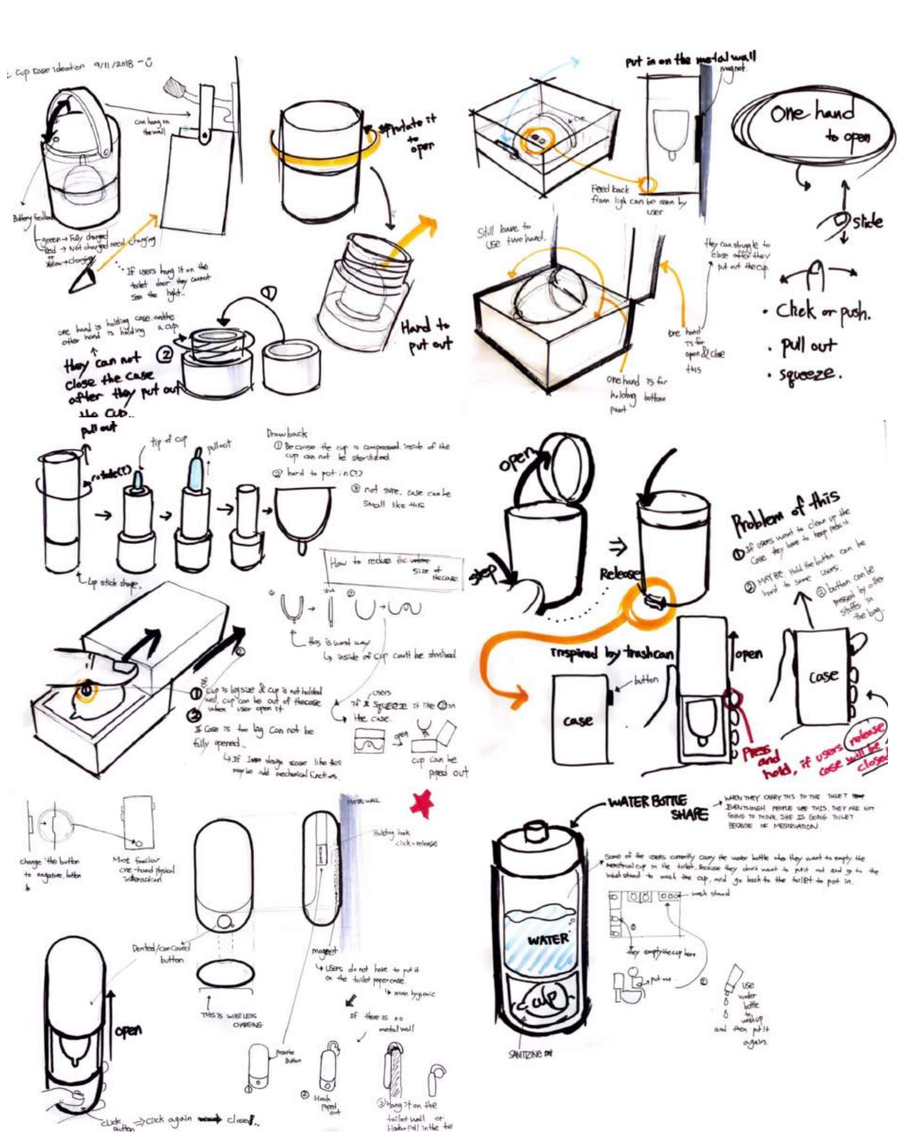
- Even the water bottle and wet tissue getting messy
- Do not want to touch the phone with dirty hands

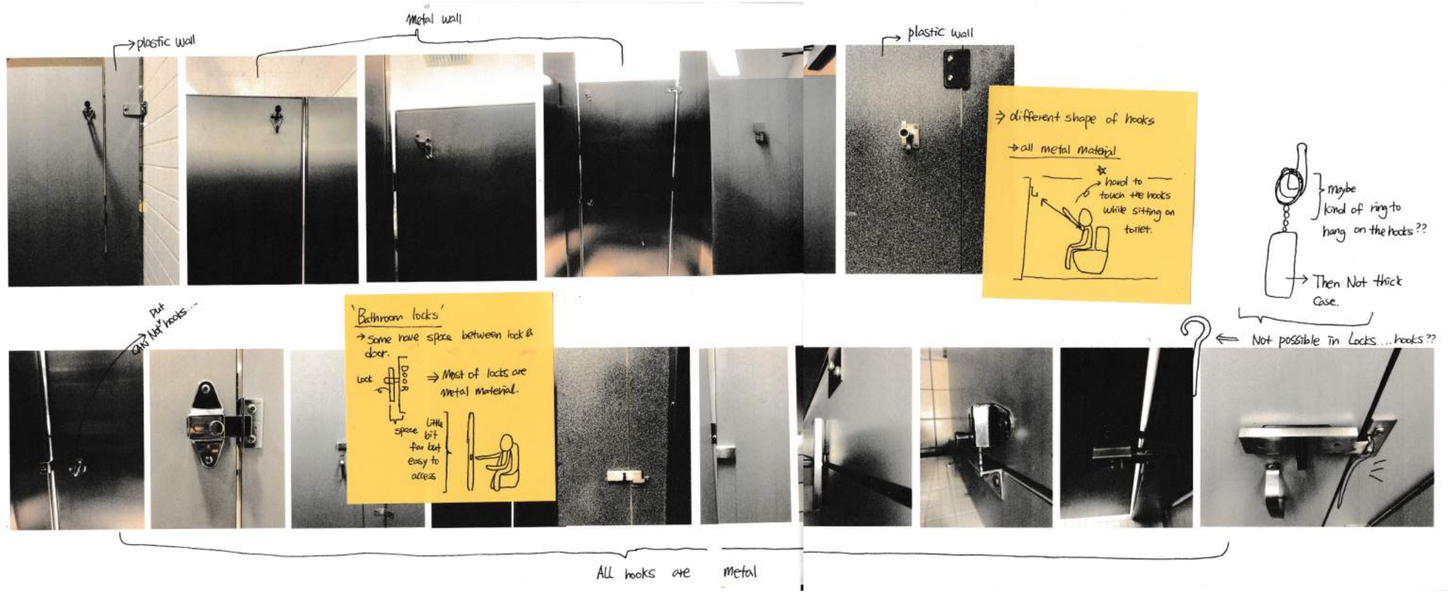
It is hard to wash their cup in public toilet; however, they usually wash it in the sink

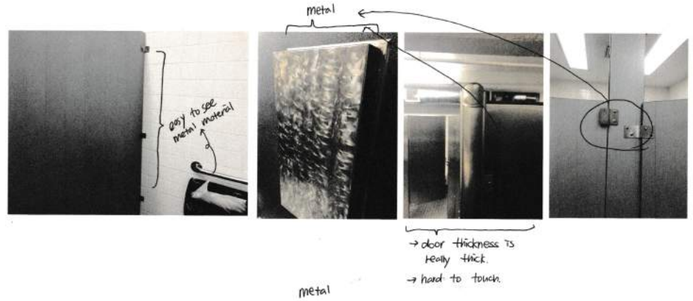
Low-fi Wireframes

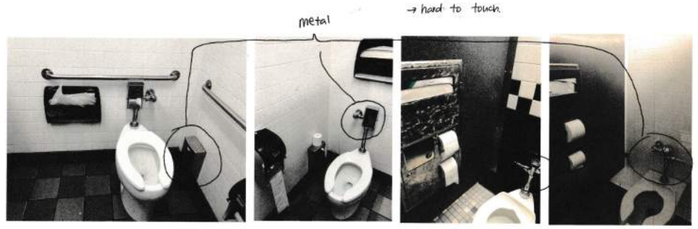


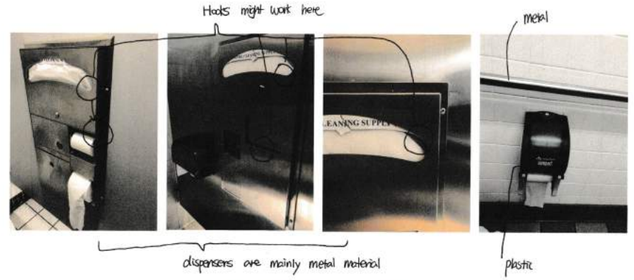
Product Ideation & Environment study

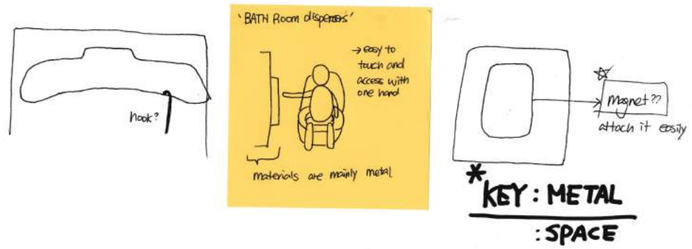


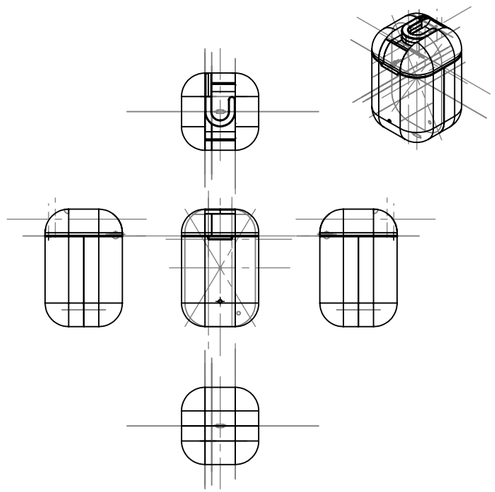












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		DIMENSIONS ARE IN INCHES TOLERANCES: FRACTIONAL ± ANGULAR: MACH ± BEND ± TWO PLACE DECIMAL ± THREE PLACE DECIMAL ±	DRAWN		
			CHECKED		
			ENG APPR.		
			MFG APPR.		
		INTERPRET GEOMETRIC TOLERANCING PER:	Q.A.		
		MATERIAL	COMMENTS:		
NEXT ASSY	USED ON	FINISH			
APPLICATION		DO NOT SCALE DRAWING			

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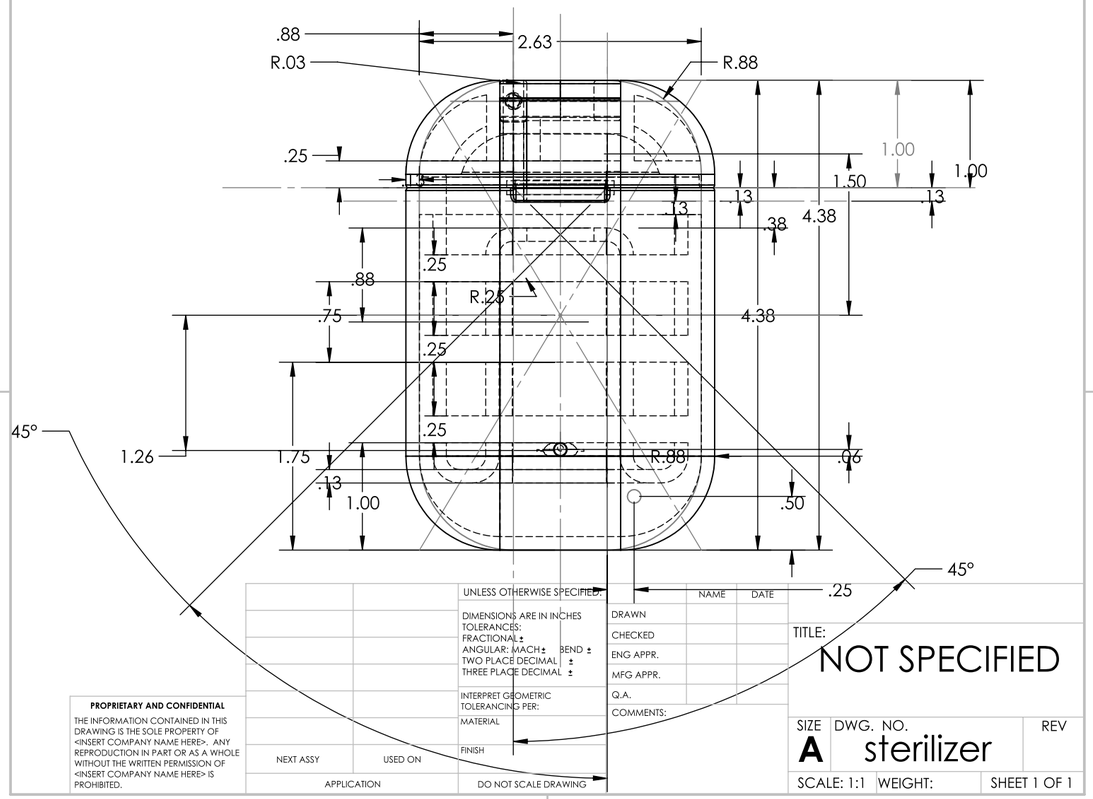
TITLE:

NOT SPECIFIED

SIZE	DWG. NO.	REV
A	sterilizer	
SCALE: 1:4	WEIGHT:	SHEET 1 OF 1



		UNLESS OTHERWISE SPECIFIED:		NAME	DATE
		DIMENSIONS ARE IN INCHES TOLERANCES: FRACTIONAL ± ANGULAR: MACH ± BEND ± TWO PLACE DECIMAL ± THREE PLACE DECIMAL ±	DRAWN		
			CHECKED		
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		MATERIAL	COMMENTS:		
NEXT ASSY	USED ON	FINISH			
APPLICATION		DO NOT SCALE DRAWING			

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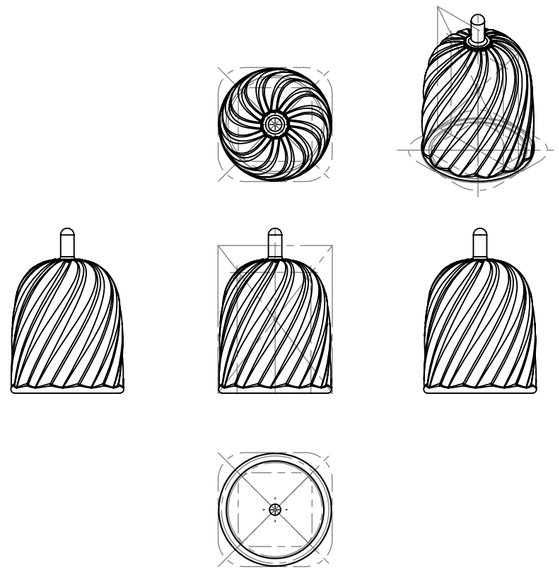
TITLE:

NOT SPECIFIED

SIZE	DWG. NO.	REV
A	sterilizer	
SCALE: 1:1	WEIGHT:	SHEET 1 OF 1



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			CHECKED		
			ENG APPR.		
			MFG APPR.		
		INTERPRET GEOMETRIC TOLERANCING PER:	Q.A.		
		MATERIAL	COMMENTS:		
NEXT ASSY	USED ON	FINISH			
APPLICATION		DO NOT SCALE DRAWING			

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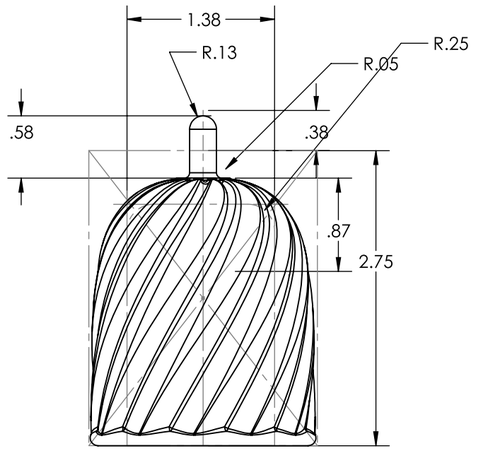
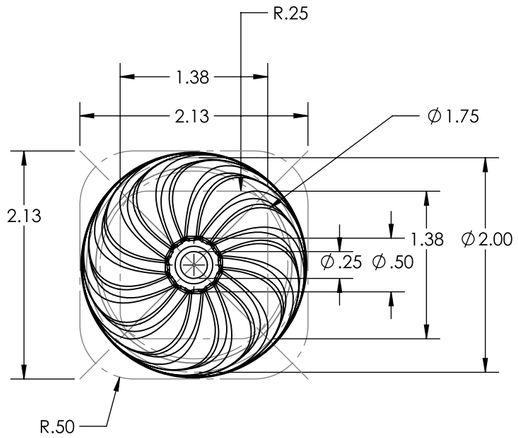
TITLE:

SIZE	DWG. NO.	REV
A	CUP	
SCALE: 1:2	WEIGHT:	SHEET 1 OF 1





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			CHECKED		
			ENG APPR.		
			MFG APPR.		
		INTERPRET GEOMETRIC TOLERANCING PER:	Q.A.		
		MATERIAL	COMMENTS:		
NEXT ASSY	USED ON	FINISH			
APPLICATION		DO NOT SCALE DRAWING			

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TITLE:

SIZE	DWG. NO.	REV
A	CUP	
SCALE: 1:1	WEIGHT:	SHEET 1 OF 1