

bloom

IIT Institute of Design Eva M. Althaus



At this very moment, **500 million women and girls don't have the things they need to manage their periods safely, hygienically, and free from embarrassment**, according to WASH United Nations, an NGO that focuses on menstrual hygiene and human rights. (1)

# Menstruation is a reproductive right that has significant implications on multiple fronts of our world today.

## Health

Poor menstrual hygiene, can pose **serious health risks, like reproductive and urinary tract infections which can result in future infertility and birth complications.** Neglecting to wash hands after changing menstrual products can spread infections, such as hepatitis B and thrush. (2)

## Gender Equality

Cisgendered public bathrooms, the design and marketing of menstrual products, and the failure of the healthcare sector to be trans inclusive, menstruation as cis-female phenomena are reinscribed. **In other words, trans menstruators are being othered as their existence challenges prevalent perceptions of menstruation.** (6)

## Safety

**Gendered form of economic violence specifically tied to menstrual cycles.** (...) occurs when **funds used to purchase menstrual solutions are withheld by a patriarch, partner or parent, or when these individuals lack understanding of why menstrual products should be considered essential.** (5)

Culture

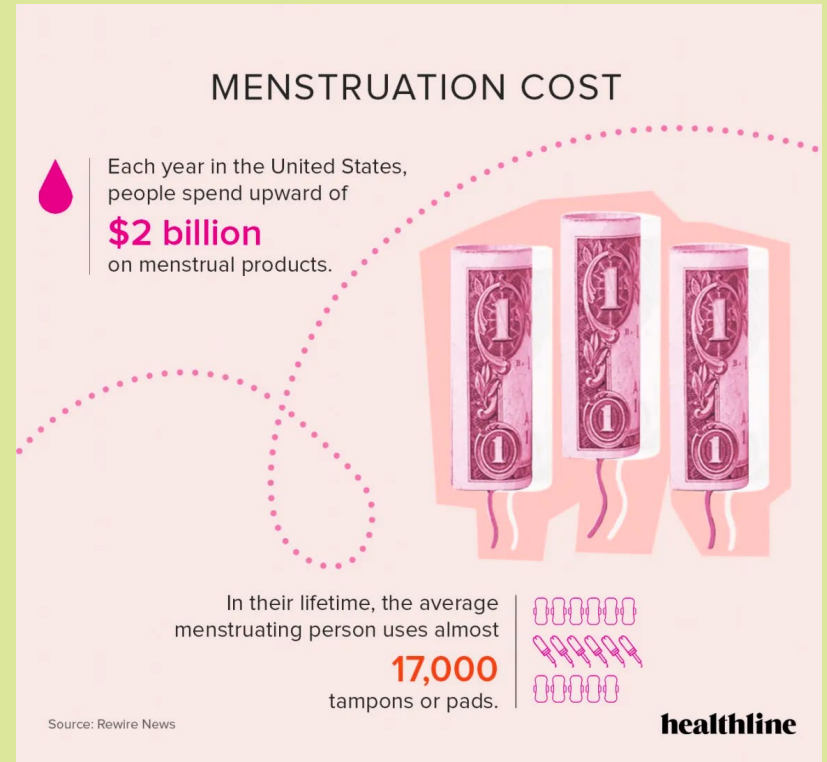
Education

Environment

Economy

Equity

In the US, the upfront cost is cheapest for pads, followed by tampons – though the prices for these products increased by almost 10% in the last year. Reusable period cups and period panties are more expensive to start. Cups begin to offer cost savings by around a year. (8)



## Deep Listening Interviews

**Problem statement:** Understanding inequalities and emotions throughout the market cycle of menstrual period products.

There is this mentality of "this is personal stuff" keep it to yourself

"Menstruation is a full journey from buying, using and disposing."

"The emotional part of being on your period is very draining. **You don't understand your emotional processes... your period makes your emotions more intense.**"

The cheapest options are bad. I'm **ANGRY, we should all have the option to have quality products and more comfortable.**

*Menstruation Shopping Emotions:*

**SHAME  
ANGUISH  
DISCOMFORT  
EMBARRASSMENT  
SUFFERING  
GUILT  
GREED  
DRAINING  
UNFORGIVENESS**

**INCONVENIENCE  
FEAR  
PAIN  
ANGER  
DIRTY  
MISUNDERSTOOD  
DISGUST  
CONDEMNED**



Money Quote:

**“Shopping for period products should be an experience that feels as neutral as buying hand soap.”**



*Solutioning:*

**How might we enhance the experience of shopping for period products to make it feel as neutral as buying hand soap?**

**How might we evolve the way consumers shop for period products in support of greater equity and justice?**







# bloom

Evolve how consumers shop for menstruation products by increasing their **knowledge**, **accessibility**, and **connection** in support of greater **equity and justice**.

# Defining potential features

**SOS Button**  
ask for help in purchasing period products in case you don't have access to money (limited to three asks)

**Support Period Justice**  
Option to donate 50 cents ( free products for girls / menstruators in lower income communities) from purchase to positively support the fight for period poverty

**Home page**  
Customized feed with product recommendations, learning content and community updates..  
Search for products and learning topics

**Calendar**  
Personalized product recommendations for your needs + explore community updates .

**Grow**  
Learn and grow with the bloom community



**SOS Alerts**  
Help other menstruators when they need it by pitching in for them in case of emergency

**Pick Up Code**  
Online payment releases scan code for pickup at closest bloom vending machine.

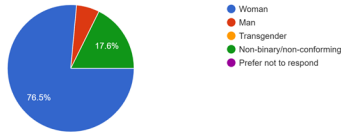
**User Profile**  
Customize your learning interests, take an optional questionnaire to understand what suits your body best. Save your learning .

**Shopping Bag**  
Add items for purchase, proceed to payment and checkout. \*

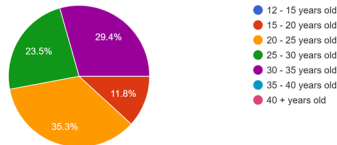
*Shop for lower price generic menstruation brands with high quality guarantee at bloom.\**

# KANO model results

What gender do you identify with?  
17 responses



What is your age range?  
17 responses



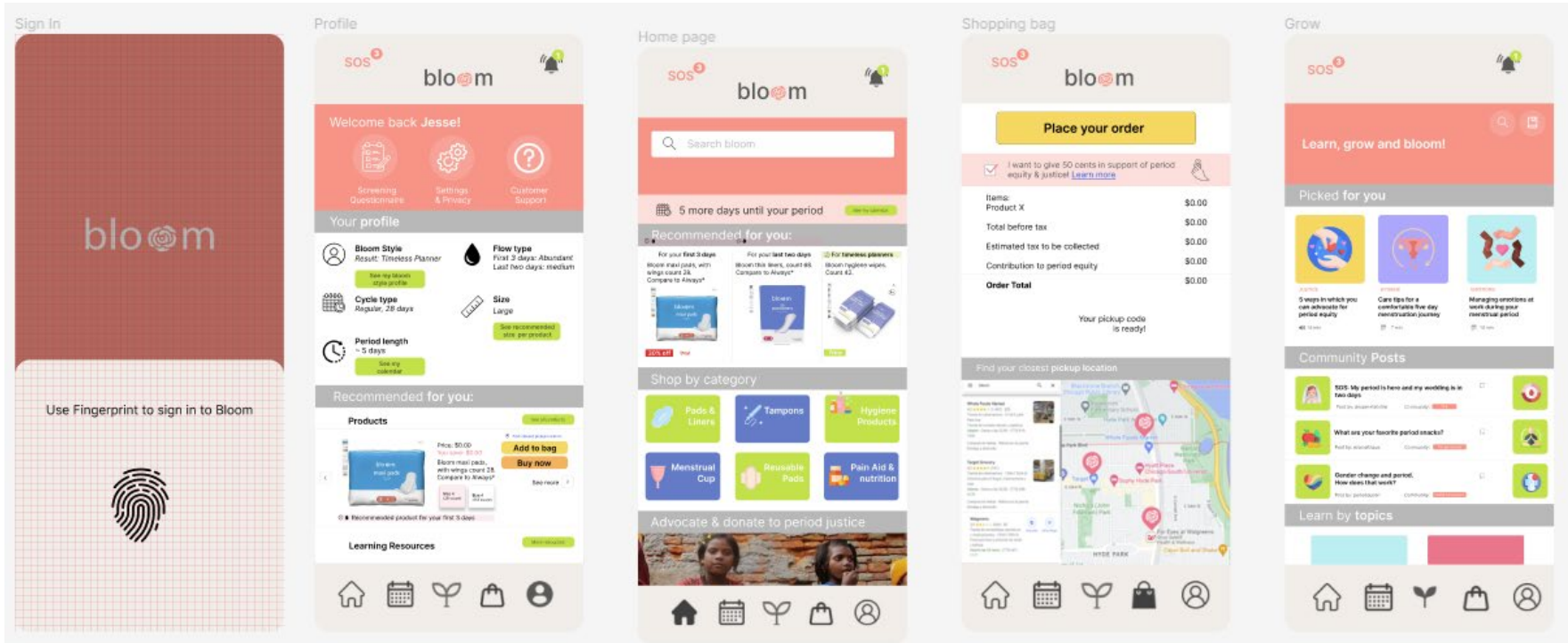
Feature	Continuous Analysis			Category
	Dysfunctional (X)	Functional (Y)	Importance (Z)	
F1	1.71	2.35	8.00	A
F2	0.88	2.29	8.00	A
F3	0.35	1.71	8.00	I
F4	1.35	3.06	8.00	A
F5	0.88	2.24	8.00	A
F6	1.00	2.31	8.00	A
F7	0.47	1.18	8.00	I
F8	0.41	1.59	8.00	I
F9	0.82	2.41	8.00	A
F10	1.25	2.13	8.00	A
F11	2.24	2.00	8.00	M

M	P	Discrete Analysis				Total	Category
		A	I	R	Q		
11.76%	11.76%	35.29%	41.18%	0.00%	0.00%	100.00%	I
0.00%	5.88%	35.29%	52.94%	5.88%	0.00%	100.00%	I
0.00%	5.88%	41.18%	47.06%	5.88%	0.00%	100.00%	I
0.00%	5.88%	64.71%	29.41%	0.00%	0.00%	100.00%	A
17.65%	0.00%	41.18%	41.18%	0.00%	0.00%	100.00%	I
5.88%	0.00%	52.94%	35.29%	0.00%	5.88%	100.00%	A
5.88%	0.00%	23.53%	70.59%	0.00%	0.00%	100.00%	I
0.00%	0.00%	41.18%	58.82%	0.00%	0.00%	100.00%	I
0.00%	0.00%	52.94%	47.06%	0.00%	0.00%	100.00%	A
5.88%	5.88%	35.29%	47.06%	0.00%	5.88%	100.00%	I
29.41%	17.65%	5.88%	47.06%	0.00%	0.00%	100.00%	I

## Attractive features

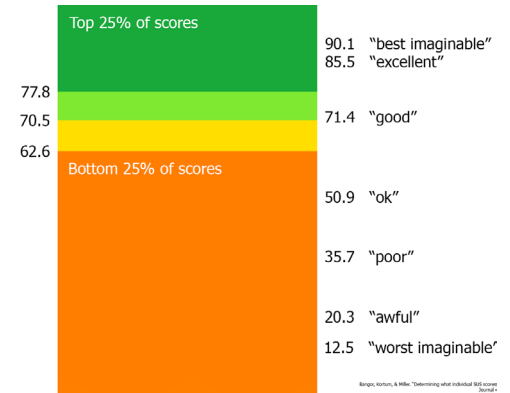
- F1 Access to a personalized menstruation profile (learn about your type of flow, comfort, materials to look for, things to avoid. etc.)
- F2 Recommendations of menstruation products that can suit your body and needs best
- F4 High quality and safe menstrual products at a lower price than "famous / named brands"
- F5 Access to simplified and reliable information about menstruation, sexuality, hygiene and emotions in one app.
- F6 SOS button to ask for help in purchasing period products in case you don't have access to money (limited to three asks).  
F9 Option/ability to donate 50 cents ( free products for girls / menstruators in lower income communities) from purchase to positively support the fight for period poverty
- F10 Simplified package for menstrual period products with clear instructions and labeling that helps the user understand what suits their body best

# Concept prototyping



# Testing Results | SUS Analysis (8 participants)

SUS Calculation											
	I think that I would like to use this system frequently	I found the system unnecessarily complex	I thought the system was easy to use	I think that I would need the support of a technical person to be able to use this system	I found the various functions in this system were well integrated	I thought there was too much inconsistency in this system	I would imagine that most people would learn to use this system very quickly	I found the system very cumbersome to use	I felt very confident using the system	I needed to learn a lot of things before I could get going with this system	
Participant	q1	q2	q3	q4	q5	q6	q7	q8	q9	q10	SUS Score
p1	4	3	3	2	4	5	2	3	2	4	45.0
p2	4	1	5	1	4	1	5	1	5	1	95.0
p3	4	3	4	2	3	2	3	2	3	2	65.0
p4	4	2	5	1	4	1	4	4	4	2	77.5
p5	4	1	4	1	4	1	4	1	4	1	87.5
p6	5	1	5	1	5	1	5	1	5	1	100.0
p7	4	2	4	3	4	2	3	1	4	1	75.0
p8	3	5	3	2	5	1	3	3	4	3	60.0
											75.6



**Bloom SUS score: good-excellent**

Full survey: [https://docs.google.com/forms/d/e/1FAIpQLScvCwWMie7UfLDOI0OpY19v\\_T84Q6O\\_RiuN3pQkFz6yT6KKIq/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScvCwWMie7UfLDOI0OpY19v_T84Q6O_RiuN3pQkFz6yT6KKIq/viewform?usp=sf_link)

*User Testing Feedback:*

**'Love that you have pick up and same day approaches in like a vending machine style. LOVE THAT. "**

**SOS part and emergency pick up. I really like that idea !**



**"I would definitely, I would donate A DOLLAR, 50 cents or a dollar so that people can just go on a vending machine and get their stuff for free. ABSOLUTELY."**

**"I would definitely use this app if it was available to me. I do like that everything is in one place. "**

## User Testing Feedback:

*'How easy would it be and how stress free is that you don't have to looking up and down stores spending all this unnecessary money. OR you can go somewhere that is convenient and safe and able to DISCREETLY get your item.'*



# So far...

September - December 2022

## Validation of hypothesis

- ✓ Secondary Research
- ✓ Deep Listening Interviews
- ✓ Defining Problem statement

## Testing concept

- ✓ Defining possible solution & features
- ✓ Conduct KANO analysis
- ✓ Develop Wireframe - low fidelity prototype
- ✓ Test System Usability Score test with 8 users
- ✓ User Testing - Concept / features validation

## Key takeaways

- The evidence collected reflects there is a big gap in designing for a better menstruation shopping experience and a big opportunity to work towards greater period equity and justice.
- The KANO model showed that most of the ideas were perceived as attractive by the users. Moving forward there is an opportunity to test for more “performance” features.
- The concept testing and SUS demonstrated a great user satisfaction with the overall prototype and gave light to additional user expectations and new possibilities.



# Next Steps

*December 2022 - February 2023*

## **Join Kaplan Accelerator + Develop business model**

- Identify accelerator path w. Maryam Saleh and Nik Rokop
- Create founders team - Eva (business strategy & UX) , Person 2 (Software Developer) and Person 3 (user interface and visual designer)
- Define a business model (vision, Route to market, suppliers, delivery channels, stakeholders, partners, indicators and metrics etc.)
- Define branding + engagement strategy

*March - May 2023*

## **Plan and build prototype + MVP Roadmap**

- Build and test a working prototype
- Define MVP test strategy & Roadmap (purpose, timeframe, milestones, customer test market, team, organization and partnerships, processes, tech & UX, value proposition)

*June - IIT Innovation Day*

## **Obtain Seed Capital + Develop and Test MVP**

- Create a pitch narrative and gather feedback from mentors
- Create list and research of potential investors to pitch (understand their interests and what they value)
- Prepare to participate on Innovation Day Fall 2023 + Obtain Funding
- Launch MVP and achieve a product market fit

A photograph of a woman and two children, overlaid with a semi-transparent green filter. The woman is on the right, smiling and resting her head on her hand. Two children are on the left, also smiling. The background is slightly blurred, showing an outdoor setting.

# Thank you!

# appendix

# A. Secondary Research

# Menstruation is a reproductive right that has significant implications on multiple fronts of our world today. (1/2)

## Equity

At this very moment, 500 million women and girls don't have the things they need to manage their periods safely, hygienically, and free from embarrassment, according to WASH United, an NGO that focuses on menstrual hygiene and human rights. [\(1\)](#)

## Health

Poor menstrual hygiene, can pose serious health risks, like reproductive and urinary tract infections which can result in future infertility and birth complications. Neglecting to wash hands after changing menstrual products can spread infections, such as hepatitis B and thrush. [\(2\)](#)

## Education

The World Bank exposes that the resulting lack of information about menstruation leads to unhygienic and unhealthy menstrual practices and creates misconceptions and negative attitudes, which motivate, among others, shaming, bullying, and even gender-based violence. [\(2\)](#)

## Environment

While in a landfill, disposable pads are estimated to take 500 to 800 years to break down, and materials such as plastic never truly biodegrade. This is of major concern given that each menstruator will use and dispose of between 5000 and 15 000 pads and tampons in their lifetime. [\(3\)](#)

# Menstruation is a reproductive right that has significant implications on multiple fronts of our world today. (2/2)

## Economy

Research from Plan International UK reveals that three in 10 girls and women aged 14-21 have had issues either affording or accessing feminine hygiene products during the COVID-19 lockdown, and that over 54% of them have resorted to toilet paper as an alternative. Cultural stigmas around periods also exacerbates these trends. [\(4\)](#)

## Gender Equality

In the contexts of menstrual activism , cisgendered public bathrooms, the design and marketing of menstrual products, and the failure of the healthcare sector to be trans inclusive, menstruation as cis-female phenomena are reinscribed. In other words, trans menstruators are being Othered as their existence challenges prevalent perceptions of menstruation. [\(6\)](#)

## Safety

Global economic stressors trickle down to impact menstruating individuals, as poverty and unemployment place women and girls at risk for a gendered form of economic violence specifically tied to menstrual cycles. This occurs when funds used to purchase menstrual solutions are withheld by a patriarch, partner or parent, or when these individuals lack understanding of why menstrual products should be considered essential. [\(5\)](#)

## Culture

Research from UNFPA finds that menstruation taboos can keep women and girls from touching water or cooking, attending religious ceremonies, or engaging in community activities. These taboos reinforce gender-based discrimination, perpetuating the idea the menstruating women and girls are unclean. [\(7\)](#)

# Menstrual Products in the world

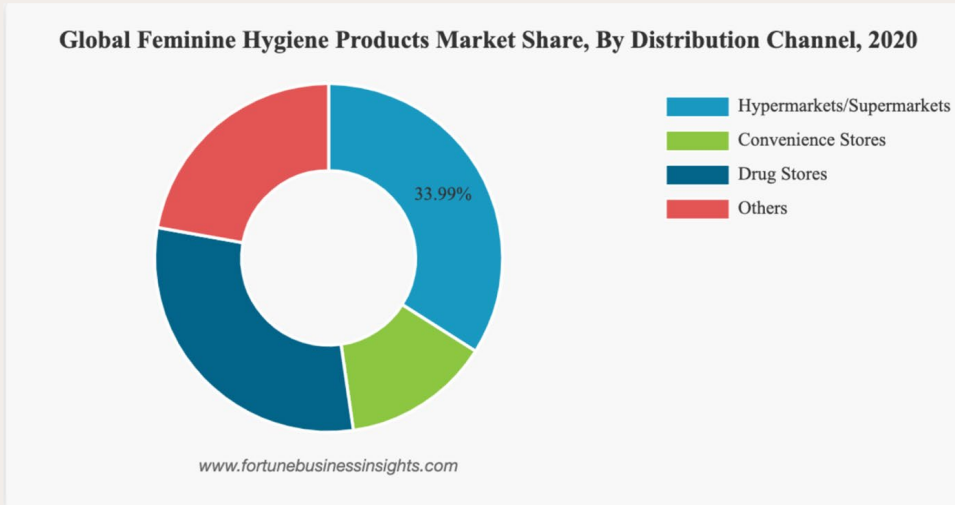
## What products are being bought?

According to the Obygn publication 'Menstruation: Environmental impact and need for global health equity', **The most commonly used menstrual product worldwide is the disposable menstrual pad** [\(3\)](#)



# Menstrual Products in the world

Where are they bought?



How much do period products cost?

Product	Cost per year	Cost per item	Cost over four years
Disposable pads	\$40 (assuming people use 20 pads per cycle)		\$160
Disposable tampons	\$60 (assuming people use 20 tampons per cycle)		\$240
Reusable period cup		\$20 to \$40 per cup, adding up to \$60 to \$120 (assuming people buy three cups to rotate)	\$60 to \$120 (more if a cup doesn't last the full four years)
Reusable period panty		\$10 to \$35 per panty	Not clear, because number of panties needed and how long they last depend on how you choose to use them.

Source: [Feminine Hygiene Products Market Share | Global Forecast 2028 \(fortunebusinessinsights.com\)](https://www.fortunebusinessinsights.com)

Source: [How to choose period products - Harvard Health](https://www.health.harvard.edu)



# Period products health risks

## Toxic Chemicals in Pads & Tampons



**Undisclosed fragrance chemicals**  
linked to skin irritation & other long-term health problems

**Pesticide residues**  
linked to cancer

**Dioxins & furans**  
linked to cancer, hormone disruption and reproductive toxicity

MADE WITH SAFE INGREDIENTS  
**MADE SAFE**  
WWW.MADESAFE.ORG

The other risk of some period products is **toxic shock syndrome** (TSS), a life-threatening illness related to a toxin made by certain bacteria. **TSS occurs in roughly 1 in 100,000 menstruating people** in the US. Reports of TSS with period cup use are even more rare. It is mostly linked with high-absorbency tampon use.

Source: [How to choose period products - Harvard Health](#)

# References

- (1) OHCHR - Removing shame and stigma from menstruation  
<https://www.ohchr.org/en/stories/2022/07/removing-shame-and-stigma-menstruation>
- (1) World Bank - Menstrual Health and Hygiene  
[Menstrual Health and Hygiene \(worldbank.org\)](https://www.worldbank.org/en/topic/health/external/menstrual-health-and-hygiene)
- (1) Menstruation: Environmental impact and need for global health equity, Megan E. Harrison  
<https://obgyn.onlinelibrary.wiley.com/doi/full/10.1002/ijgo.14311#:~:text=In%20terms%20of%20the%20raw,largely%20end%20up%20in%20landfills.&text=Disposable%20pads%20and%20tampons%20are,and%20plastics%20such%20as%20polyester.>
- (1) Plan International UK.org 1 in 10 girls have been unable to afford sanitary wear  
<https://plan-uk.org/media-centre/1-in-10-girls-have-been-unable-to-afford-sanitary-wear-survey-finds>
- (1) Days for Girls International: Building bridges to end Gender based Violence: How prevention and menstrual Equity go hand in hand  
<https://www.daysforgirls.org/blog/building-bridges-to-end-gender-based-violence-how-prevention-and-menstrual-equity-go-hand-in-hand/#:~:text=Traditionally%2C%20menstruation%20is%20rarely%20recognized,violece%20towards%20women%20and%20girls.>
- (1) The Handbook of Critical Menstruation Studies, Degendering Menstruation. Klara Rydström.  
<https://www.ncbi.nlm.nih.gov/books/NBK565621/>
- (1) UNFPA.org : Period shame, misinformation linked to serious human rights concerns  
<https://www.unfpa.org/news/period-shame-misinformation-linked-serious-human-rights-concerns>

## B. Deep Listening Interviews

# Deep listening interviews

*Prompt: Tell me about your life experience dealing with menstruation and shopping for menstrual products.*

	User 1	User 2	User 3
Sex	Female	Female	Female
Identifying gender	Cis Woman	Cis Woman	Cis Woman
Age Range	20-25	25-30	25-30
Nationality	Mexican	Malaysian	Mexican
Based in...	Monterrey, Mx	Chicago, USA	Oslo, Norway
Occupation	Feminist Psychologist	Design Student	Industrial Designer

# Deep Listening Interviews

**Problem statement:** Understanding inequalities and emotions throughout the market cycle of menstrual period products.

"Shopping for period products should be an experience that feels as neutral as buying hand soap."

"We need workshops to understand the period better."

"Menstruation is a full journey from buying, using and disposing."

There is this mentality of "this is personal stuff" keep it to yourself

The cheapest options are bad. I'm ANGRY, **we should all have the option to have quality products and more comfortable.**

"The emotional part of being on your period is very draining. **You don't understand your emotional processes... your period makes your emotions more intense.**"

I am not in favor of missing out on experiences because of my menstrual period.

"Schools should invest in better trash cans."

"As a feminist psychologist I have speeches from women about loving my body and my menstruation, but **I don't think I love it on those days of the month**"

Menstruation shopping emotions:

USER 1

# SHAME  
# ANGUISH  
# DISCOMFORT  
# EMBARRASMENT  
# SUFFERING  
# GUILT  
# GREED  
# DRAINED  
# UNFORGIVEN  
# INCONVENIENCE  
# FEAR  
# PAIN  
# MISUNDERSTOOD  
# DIRTY  
# ANGER  
# DISGUST  
# CONDEMNED

USER 2

# SHAME  
# DISCOMFORT  
# EMBARRASMENT  
# FEAR  
# PAIN  
# MISUNDERSTOOD  
# DIRTY  
# DISGUST

USER 3

# SHAME  
# ANGUISH  
# DISCOMFORT  
# EMBARRASMENT  
# SUFFERING  
# DRAINED  
# UNFORGIVEN  
# FEAR  
# PAIN  
# MISUNDERSTOOD  
# DIRTY  
# ANGER  
# DISGUST

# Powerful ideas

The work culture doesn't forgive you, you still have to go to work...  
The culture doesn't consider what happens to us women. You must give everything and be functional

I feel guilty. 'How to love this process that hurts and is uncomfortable'

There is this mentality of "this is personal stuff" keep it to yourself

"As a feminist psychologist I have speeches from women about loving my body and my menstruation, but I don't think I love it on those days of the month"

# Money Quotes

"Shopping for period products should be an experience that feels as neutral as buying hand soap."

"Schools should invest in better trash cans."

"The emotional part of being on your period is very draining. You don't understand your emotional processes... your period makes your emotions more intense."

"Menstruation is a full journey from buying, using and disposing."

"We need workshops to understand the period better."

The cheapest options are bad. I'm ANGRY, we should all have the option to have quality products and more comfortable.

I am not in favor of missing out on experiences because of my menstrual period.

# C. Concept Ideation



# Understanding Assumptions & Risks

#	Assumptions	Risks (1 Low - 3 High)	Confidence (1 Low - 3 High)	Effort (1 Low - 3 High)
1	Users don't understand exactly what menstruation products they need for their body	3	2	2
2	Users prefer buying their products at the grocery store vs. online because they need them immediately	3	1	2
3	Decision making for what products to buy can be long and embarrassing	2	3	1
4	Women (don't) know how to use all the menstrual products	3	3	3
5	Users buy their own menstruation products vs. other people buying them for them.	1	2	1
6	Users don't like the color packaging that brings attention to them	2	1	3
7	Users don't care much about the brand but they care about the quality	2	2	2
8	Most women are willing to help other women during a "period emergency" even if she was a stranger	1	3	2
9	The majority of users dealing with menstruation have access to a smartphone	1	3	3
10	Women are willing to test products new products that are better for the environment	1	2	2
11	Menstruation process can feel like a lonely journey for most women	2	3	3
12	Women's discomfort with their period products can impact their productivity	2	2	2
13	Users need more than one kind of product for their menstruation period	2	3	2
14	Users want to have a calendar to track their menstrual period cycle	3	1	1

# Defining Potential Features (1 / 2)

## App:

1. **Screening Questionnaire** designed to analyze the user's needs
2. **Results:** Your period profile (type of flow, comfort, materials to look for, things to avoid)
3. **Recommendations** What suits your body ? (products to purchase)
4. **Purchase products** directly on the app and get QR code
5. **I GOT YOU! program - Donate 50 cents** *Optional\** to support period equity (granting free products to low income communities)

## Order Fulfillment

1. **Pick Up same day at special vending machines** on grocery store by scanning QR code

The promise:  
Menstruation shopping as  
natural as your period.

## Defining Potential Features (2 / 2)

App:

**7. Educational Resources:** Bite sized, simplified and reliable information related to menstruation, sexuality, hygiene and emotions.

**8. Community Support:** Ask other menstruators on open forums

**9. Emergency Pitch:** Are you somewhere and don't have the money to get your products?. Each user gets three asks for SOS support. The community supporters can respond and pitch in to sponsor for you and rescue you. *We help each other out!*

The promise:  
Menstruation shopping as  
natural as your period.

1

## Search & Selection



Personalized product recommendations for your needs.

**Lower price generic brand(s) with high quality guarantee.**

2

## Payment



Online payment releases scan code for pickup.

4

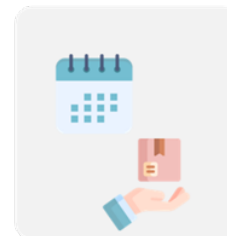
## Pick-up



Same day, express pickup at vending machine with scan code.

5

## Use



Simplified packaging with easy-to-understand instructions.

Period tracking calendar with recommendations on when to use products according to your cycle.

6

## Advocacy & Growth



Access to simplified and reliable information about menstruation, sexuality, hygiene and emotions in one app

3

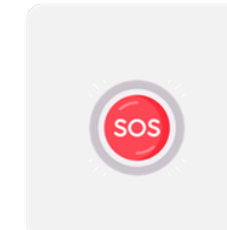
## Optional Donation



Option/ability to donate 50 cents ( free products for girls / menstruators in lower income communities) from purchase to positively support the fight for period poverty

7

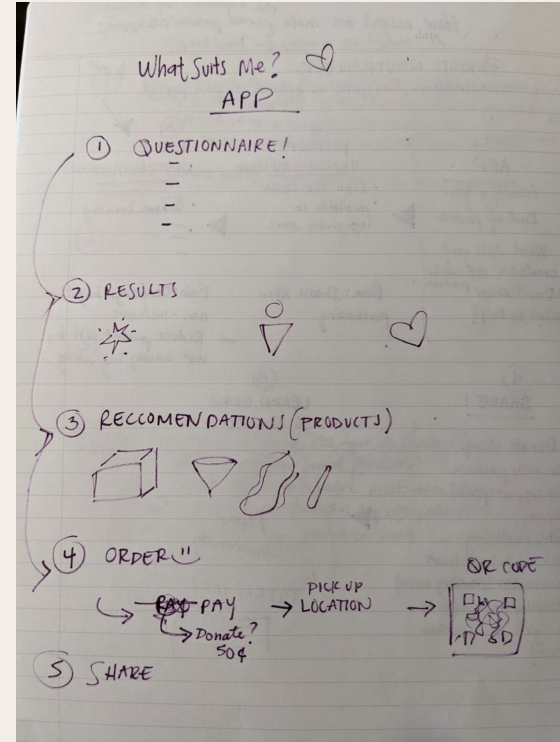
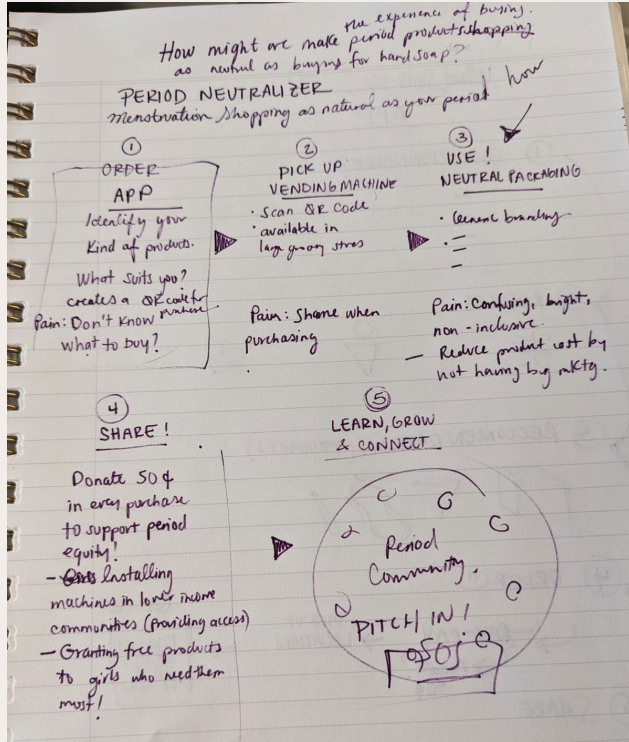
## SOS button



SOS button to ask for help in purchasing period products in case you don't have access to money (limited to three asks)

Help other menstruators when they need it by pitching in for them in case of emergency

# Defining Potential Features



## D. User testing



## Target audience

The demographics breakdown that you have set up for this specific test. Please note that if the test has been edited, these may not be completely accurate.

## Contributors using computers

Age	18 - 45 years old
Household income	Any
Gender	Female
Employment status	Any
Industry	Any
Company size	Any
Job role	Any
Job level	Any
Countries	Any
Web expertise	Any
Operating system	Any
Web browsers	Chrome
Social networks	Any
Children	Any
Last test	Any

## Screener

1. What is your age range?
  - 18-25 years old [Accept]
  - 25-30 years old [Accept]
  - 30 - 35 years old [Accept]
  - 40 -45 years old [Accept]
  - 45-50 years old [Reject]
2. Are you a menstruator? (are you a female sex person who has a menstrual period cycle)?
  - Yes [Accept]
  - No [Reject]



## Test plan

All the tasks and questions from your test.

## Introduction

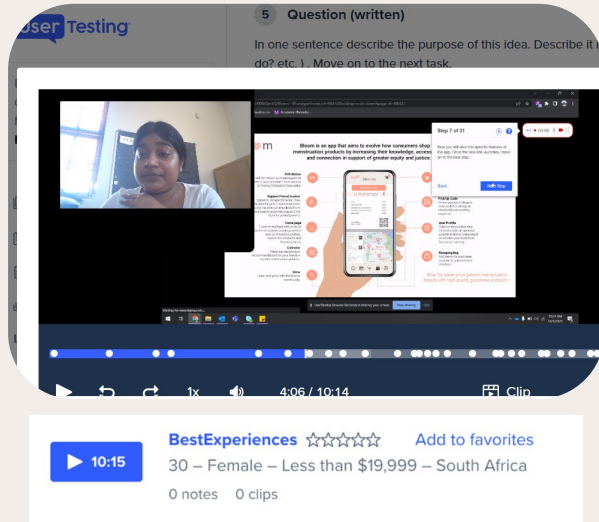
Please consider the following scenario and instructions: Scenario \* Imagine you are having your period soon. \* You need to get your menstruation products today \* You don't have time to wait for shipping your preferred products \* The stores near you offer very expensive options and no guarantee they will be the right ones for you. \* You receive a message of your best friend telling you to check out this website. Instructions You will be giving feedback on an idea that is under development (rough draft) . Remember to think out loud. Don't pretend to be someone else; we care about your needs and thoughts.

## Tasks

1. Read all the tasks out loud and remember to share your thoughts as you perform each task.
2. Describe in your experience how does it feel to shop for menstruation products? [Written response]
3. You will be reviewing an idea that is under consideration and asked to answer some question and provide feedback.
4. Launch URL: <https://www.figma.com/proto/7vuffMuLbiysA25fpj6DCU/Bloom-Value-Prop?node-id=1%3A2&scaling=contain&page-id=0%3A1>  
You will be shown an image. Take as much time as you need to understand the concept. Please share your reactions and initial thoughts out loud. Move on to the next task when you are done.
5. In one sentence describe the purpose of this idea. Describe it in your own words, not using language from the page you see. (What is it? What does it do? etc. ) . Move on to the next task. [Written response]
6. How valuable is this idea to you? Explain your answer. [5-point Rating scale: Not at all valuable to Very valuable]
7. Launch URL: <https://www.figma.com/proto/XCAU3klLifsUBc4XXhQm3Q/Bloom---Prototype?node-id=4%3A2&scaling=scale-down&page-id=0%3A1>  
Now you will dive into specific features of the app. Once the new link launches, move on to the next step.
8. Start with screen 1. Describe out loud what you are seeing.
9. Describe how you might benefit from using this. What will it help you do? [Verbal response]
10. Click to screen 2
11. Describe your initial impression of this screen. Which parts of this screen peek your curiosity?  
[Verbal response]
12. How useful would you find having your personal menstruation profile? [5-point Rating scale: Not at all useful to Very useful]

13. How useful would you find getting recommendations of products that suit your body and needs? [5-point Rating scale: Not at all useful to Very useful]
14. How likely would you be to complete a brief screening questionnaire about your menstruation habits and needs to complete your personalized profile and customized recommendations? [5-point Rating scale: Not at all likely to Very likely]
15. Click to screen 3
16. Describe your initial impressions of this screen? Which parts of this screen peek your curiosity? [Verbal response]
17. How useful would you find being able to shop lower price generic products with high quality guaranteed? [5-point Rating scale: Not at all useful to Very useful]
18. How helpful would you find having access to resources on how support period equity and justice? [5-point Rating scale: Not at all helpful to Very helpful]
19. Click to screen 4
20. Describe your initial impressions of this screen? Which parts of this screen peek your curiosity? [Verbal response]
21. How useful would you find being able to pick up your products on the same day of purchase at a close vending machine by using a pickup scan code? [5-point Rating scale: Not at all useful to Very useful]
22. How likely would you be to donate 50 cents in support of period equity and justice when shopping for menstruation products ? [5-point Rating scale: Not at all likely to Very likely]
23. Click to the last screen (5)
24. Describe your initial impressions of this screen? Which parts of this screen peek your curiosity? [Verbal response]
25. How useful would you find having access to simplified and reliable information about menstruation, sexuality, hygiene and emotions in one app? [5-point Rating scale: Not at all useful to Very useful]
26. How useful would you find being able to connect to a learning and support community about menstruation, sexuality, hygiene and emotions etc. in one app? [5-point Rating scale: Not at all useful to Very useful]
27. Take a few seconds to pause and reflect on the concept as a whole and all the features presented during this test.
28. Which part of the idea is the **\*\*most\*\*** compelling to you? [Verbal response]
29. Write 1-3 words that summarize your previous answer in the box below. Which part is **\*\*most\*\*** compelling? [Written response]
30. Which part of the idea is the **\*\*least\*\*** compelling to you? [Verbal response]
31. Write 1-3 words that summarize your previous answer in the box below. Which part is **\*\*least\*\*** compelling? [Written response]

# USER TEST 1



I think for me if I had an app like this I'd probably use it more to assist others, because of the country where I live in where menstruation products are scarce in some communities.

I like having a calendar  
The recommended products for you, I've never seen that in an app which is nice.

I've never seen a period app where you can advocate and donate. .

Generic products- It's fine.. But I feel like you can shop the generic products at your shop or online..

A vending machine, would be very helpful, especially if you're assisting somebody else. Yeah, I've never seen something like that before.

I would definitely use this app if it was available to me. I do like that everything is in one place. I think definitely you brought elements into ONE APP, whereas before everybody has a period app but it stops there. There is nothing about products, there's nothing about donate to community.

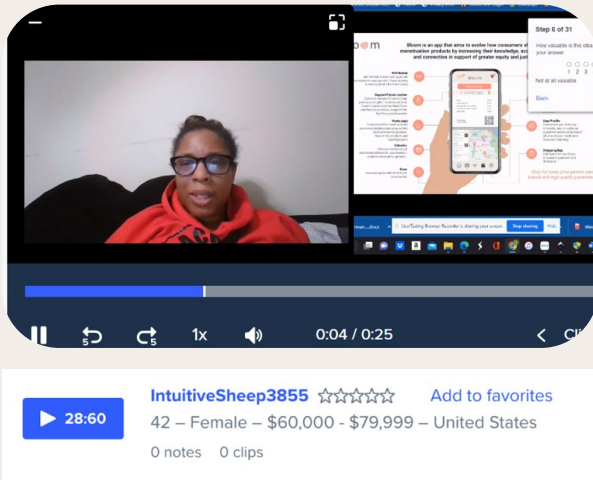
I would like the donate option.

I think the learning resources are helpful .

I think it would be hard for an app to compete with google or reddit but if it works it would be great.

I think the idea that is most compelling to me is the fact that I can donate, I can buy for somebody else and then they can pick up or I can donate directly. That's the thing that peaks my interest the most.

## USER TEST 2 (1/2)



I think for me if I had an app like this I'd probably use it more to assist others, because of the country where I live in where menstruation products are scarce in some communities.

Sign in: I think it keeps it secure so only you can access the information. So that someone else can't just pick up your phone and enter the app.

The part that would peek my curiosity is "the style", the "bloom style"

I think it would be useful, I kind of have developed what my style is, but something out there might be better. But trying something new, takes time. And I will definitely welcome something to assist me with that.

Yeah I would do it. (Complete a screening questionnaire)

I love the idea of donating. Periods are not a choice, people have them and they should not have to choose between eating or having shelter and being able to take care of a need that is definitely basically should be covered.

I'm old school and I don't like to have an app that tracks my period.

The recommendation for products is interesting

I love that they have generic products with high quality. I love that because, let's be honest. This stuff is expensive and especially if you have a house full of women like I do. We spend a lot of money on this stuff.

It seems very simple, it tells me exactly where to go, it tells me how much I have to pay.

Love that you have pick up and same day approaches in like a vending machine style. LOVE THAT.

How easy would it be and how stress free is that you don't have to looking up and down stores spending all this unnecessary money. OR you can go somewhere that is convenient and safe and able to DISCREETLY get your item.

## USER TEST 2 (2/2)

I would definitely, I would donate A DOLLAR, 50 cents or a dollar so that people can just go on a vending machine and get their stuff for free. ABSOLUTELY.

I'm fortunate enough to be able to pay for my own products but if I weren't, I would like something like this so I wouldn't have to be embarrassed during my menstrual cycle.

Education piece. LOVE THIS. Women don't often have these conversations. They give you the base but not the sexual health, hygiene and emotions.

Learning community is great, normalizing things like this so girls don't feel embarrassed or ashamed during this time of their lives.

I think this is a GREAT app I think the education, the resources, the awareness is great. I think it's a great product.

You can get access to products quickly, the same day.

You might be out of town, you might need something like this as an emergency situation. You may be down, money might be low, everything.

You might be down or money may be low and with all this inflation, everything is expensive so someone who may have been able to afford something may be in a position where they can't right now. And just to be able to have that support is invaluable. An app like this could help close some of those gaps.

The part that is most compelling is the opportunity to buy products that are still high quality, but they're generic so you're not paying for the name, you're paying for the product.

And I love the idea of giving to people who are less fortunate and really need these products.

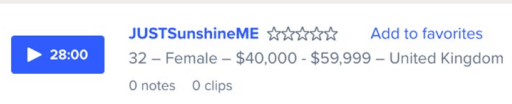
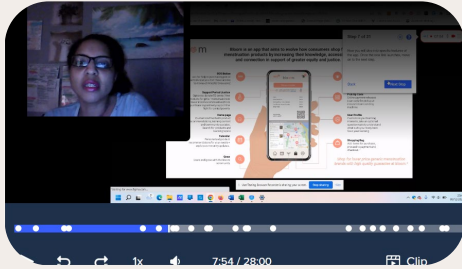
Again, having menstrual cycle is not a choice, specially when you are a young lady.

The only thing that I found least compelling is, the calendar/period tracker with women's rights being so fragile... and people trying to villainize women and their rights. I just don't like the keeping track of your period in the app.

I think this is a great app and resource, I would have no problem to donating to the cause, I'm a woman with a menstrual cycle, with two daughters and nieces, and just to know that this is available. And the education piece is invaluable

Great concept with just a few minor tweaks I think it would be amazing!

## USER TEST 3



I really like it is like a community based app that understand the problem within the feminine menstruation world. It looks like it's multipurpose, multi dynamic, looks out for people who has poverty issues and centering around the menstruation.

I really like the SOS button in terms of being able to access period product in case the money is low, especially with cost of living being quite high in this country and in this continent at the moment and across the globe really.

I really like the concept that is all encompassing. I like the calendar, I like the community aspect.

Pick up code is more like a QR code. I see nothing wrong with that.

I think they're trying to make the app secure, and not have anybody hack your account but I just don't like this concept of ID lock (fingerprint). That would be a nono for me and wouldn't be interested on it if that was the only way to access with fingerprint.

Pick up with QR code: I think that's the norm now a days you pick up your items and return them with a QR code, I don't think it's a novelty anymore, it's a standard expectation. I think it would be useful, but it would be an expectation.

I'm not sure if I would donate, there would need to be a more descriptive action: Help people who have poverty can't afford menstruation products.

I would like to see reviews under the products

SOS part... emergency pick up.. I really like that idea.

Helping people who needs access to menstruation products.  
Sign in - NO biometrics  
Option to do password

I don't want to do a screening questionnaire but I need more

Add clothing too\*\*

Notification for period countdown

I would like to see some "interesting facts section"

Free trial \*\*

Some of the community posts may not be as relevant.