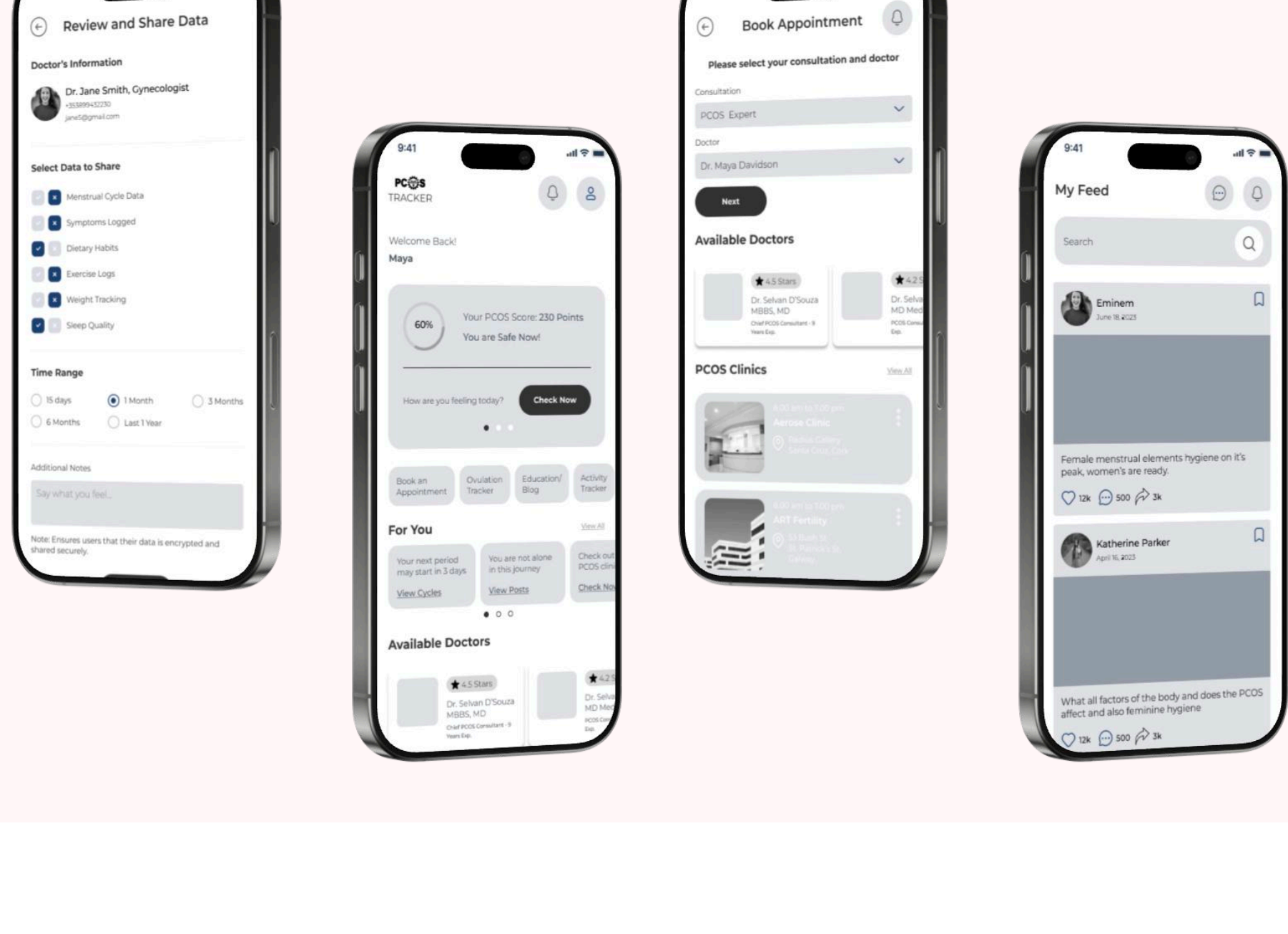


PCOS Tracker

A User-Centered Exploration To Address Menstrual Health Gaps For Women With PCOS/PCOD, Particularly Study-Abroad Students, Through Tailored Technological Solutions.



OVERVIEW

As an international student managing PCOS abroad, I struggled to find effective menstrual health support. This personal experience, coupled with research showing significant gaps in menstrual health technologies, inspired this thesis project.

ROLE & DURATION

Product Designer | Masters Thesis Project – University of Limerick
User Research, Interaction, Prototyping & testing

Sep 2023

The Problem

Despite the growing use of digital health tools, most period tracking apps focus on fertility, overlooking broader health issues like PCOS and the unique needs of women studying abroad. These gaps lead to missed opportunities for comprehensive menstrual health support.

Target Audience

The primary audience includes women aged 18–35 studying or living abroad, particularly those managing conditions like PCOS/PCOD.

“60% Of Study-Abroad Women Reported A Lack Of Adequate Menstrual Health Support”

CHALLENGES

A. Gaps in Existing Technologies:

- Lack of comprehensive symptom tracking for conditions like PCOS.
- Limited educational content tailored to managing menstrual health beyond fertility.
- Privacy concerns with paywalls restricting access to core features.

B. Unique Barriers for Study-Abroad Women:

- Limited access to healthcare and medications.
- Cultural stigma around discussing menstruation in host countries.
- Stress and lifestyle changes exacerbating symptoms.

RESEARCH PROCESS

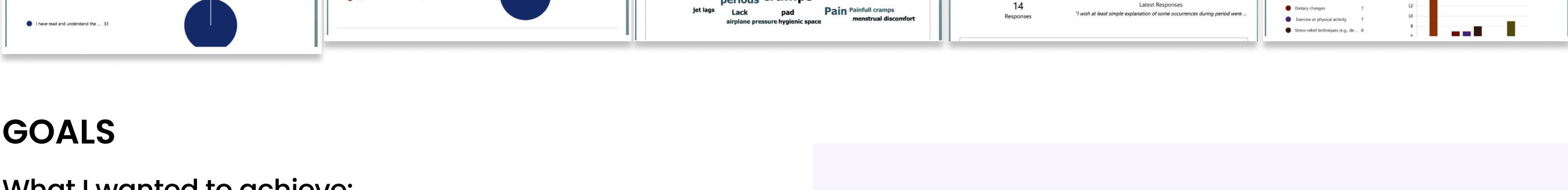
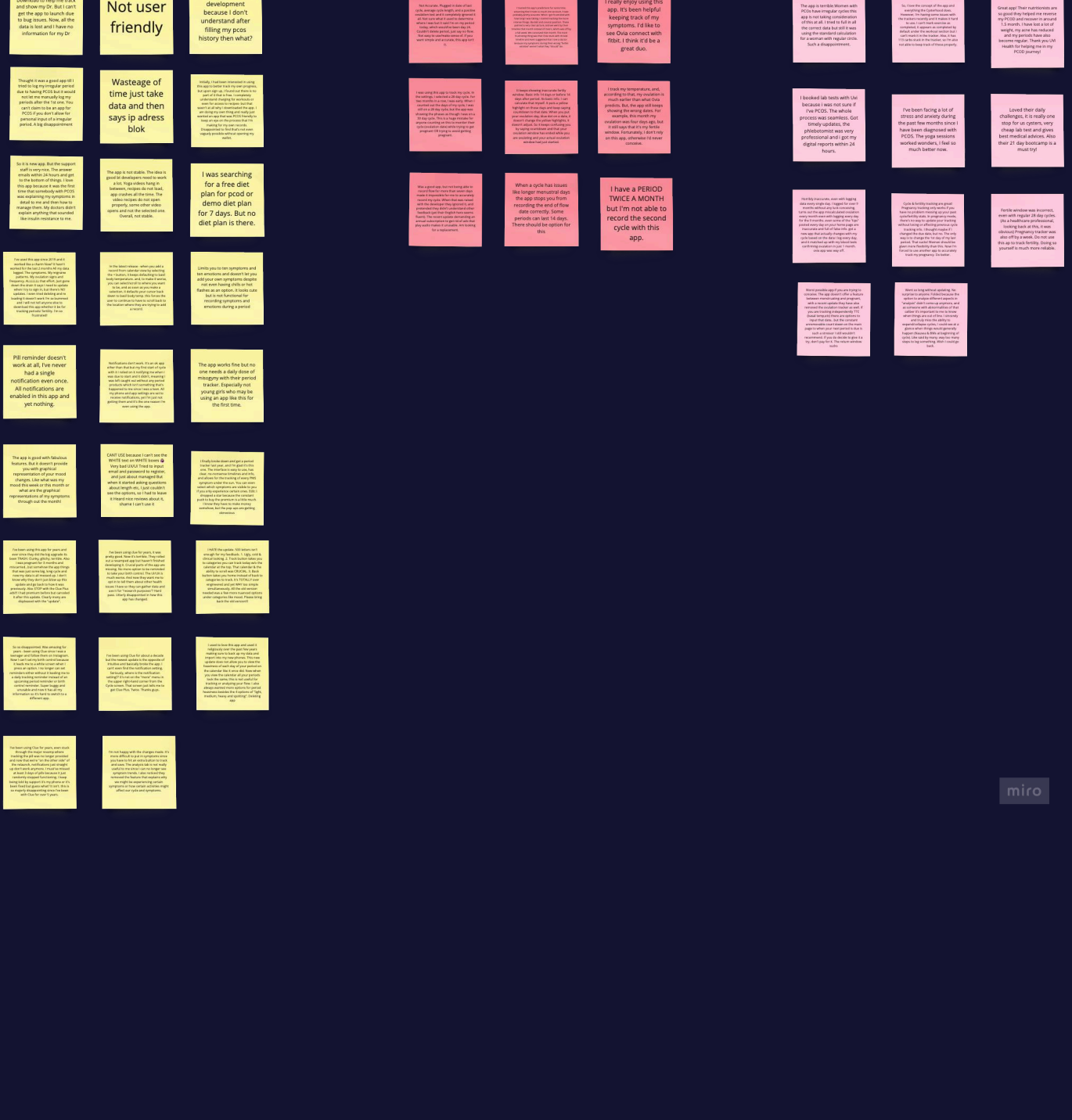
A. Methods Used:

- Competitive Analysis:**
 - Evaluated 5+ apps for usability, features, and reliability.
 - Metrics: features for PCOS, user reviews, scientific validity, and data privacy.
- Thematic Analysis of User Reviews:**
 - Analyzed 60+ reviews from app stores to identify recurring pain points.
- Anonymous Online Surveys:**
 - Conducted with 33 women (aged 18–35, study-abroad demographic).
 - Goal: Understand needs, app usage, and satisfaction levels.
- Literature Review:**
 - Referenced WHO, HSE guidelines on PCOS management, and existing menstrual health studies.

B. Insights Gathered:

- From App Reviews:**
 - Apps prioritize monetization over support.
 - Irregular cycles associated with PCOS aren't accounted for accurately.
 - Poor privacy policies deter trust.
- From Surveys:**
 - Mental health support and holistic tracking are crucial.
 - Lack of reliable menstrual health resources abroad.

Names of apps	Release last update	Android App	Nb download	Star ratings	Feature 1	Feature 2	Feature 3	Feature 4	Evidence based information?
My Calendar	Feb 29,2024	Android 6.0 and up	10,000,000 +	4.9	Period Tracker, Calculator and Calendar	Daily Period log with detailed tracking	Always have up-to-date info with tracker	Period tracker with absence mode	No (based on the data you upload)
Clue Period Tracker & Calendar	Feb 29,2024	Android 8.0 and up	50,000,000 +	4.2	Period & Menstrual Cycle Tracker	Ovulation Calculator & Fertility Tracker	Pregnancy Tracker Week by Week	Menopausal Health Tracker	No (based on the data you upload)
Maya: Period Pregnancy	Feb 18,2024	Android 5.0 & Up	5,000,000 +	4.7	Cycle and Health Tracking	Fertility Prediction	Pregnancy Tracking	Community for Women	Yes, articles based on WHO, HSE
PCOS Tracker	Aug 28, 2023	Android 5.0 & Up	10,000+	2.7	Daily/Monthly PCOS Symptoms Tracking	PMS Tracking	Insights via Graphs & Charts	References & Links Section- News, Research updates	PCOS experts & patient advocates via ChatTalk
PCOS Menstru	Feb 7, 2024	Android 6.0 and Up	5,000+	4.1	Personal Fitness & Coach	PCOS for Employees	Fitness Trackers	-	Yes
Ask PCOS	Dec 9, 2021	4.4 and up	1,000+	-	a self-diagnostic quiz	easy to understand information on PCOS	symptoms tracker	personal dashboard	question prompt list to assist user when talking to health professionals



GOALS

What I wanted to achieve:

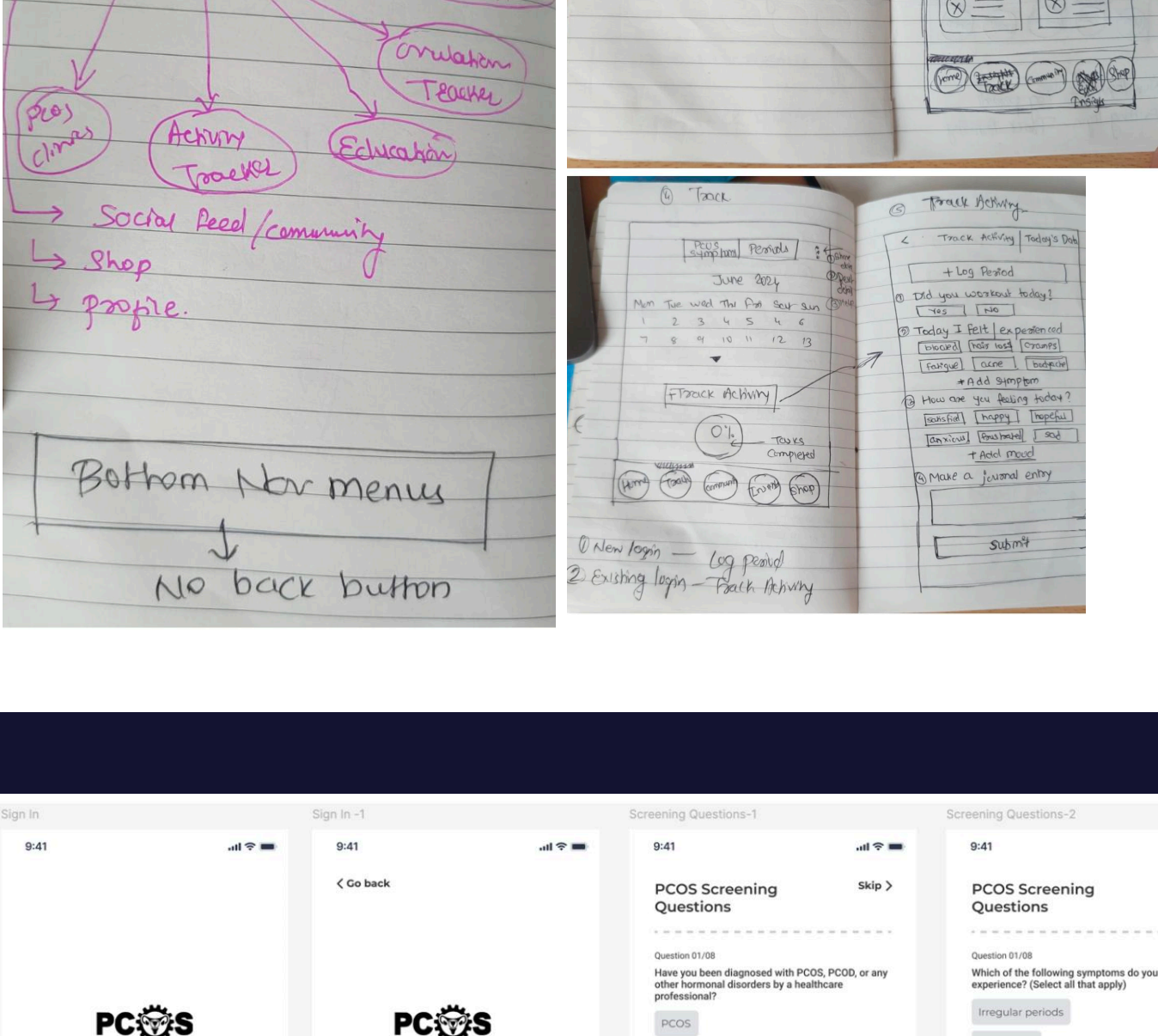
- Design a platform that addresses PCOS-specific challenges.
- Include evidence-based resources to educate users on menstrual health.
- Ensure user data privacy with transparent practices.
- Create a solution accessible to study-abroad women, regardless of cultural barriers.

The Goal Was To Bridge The Gap Between Technology And Menstrual Health Support, Focusing On Personalization, Privacy, And Community.

IDEATION AND DESIGN

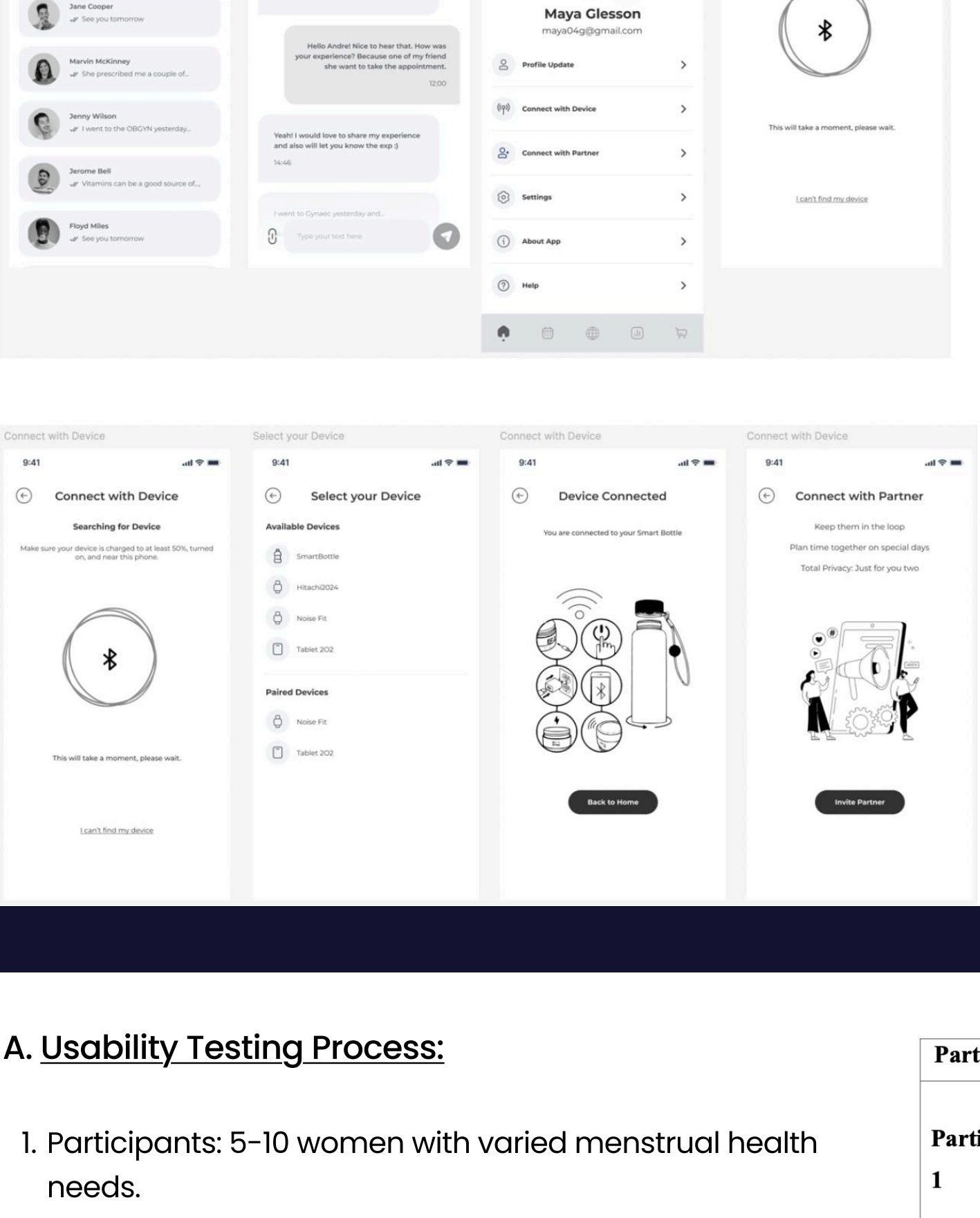
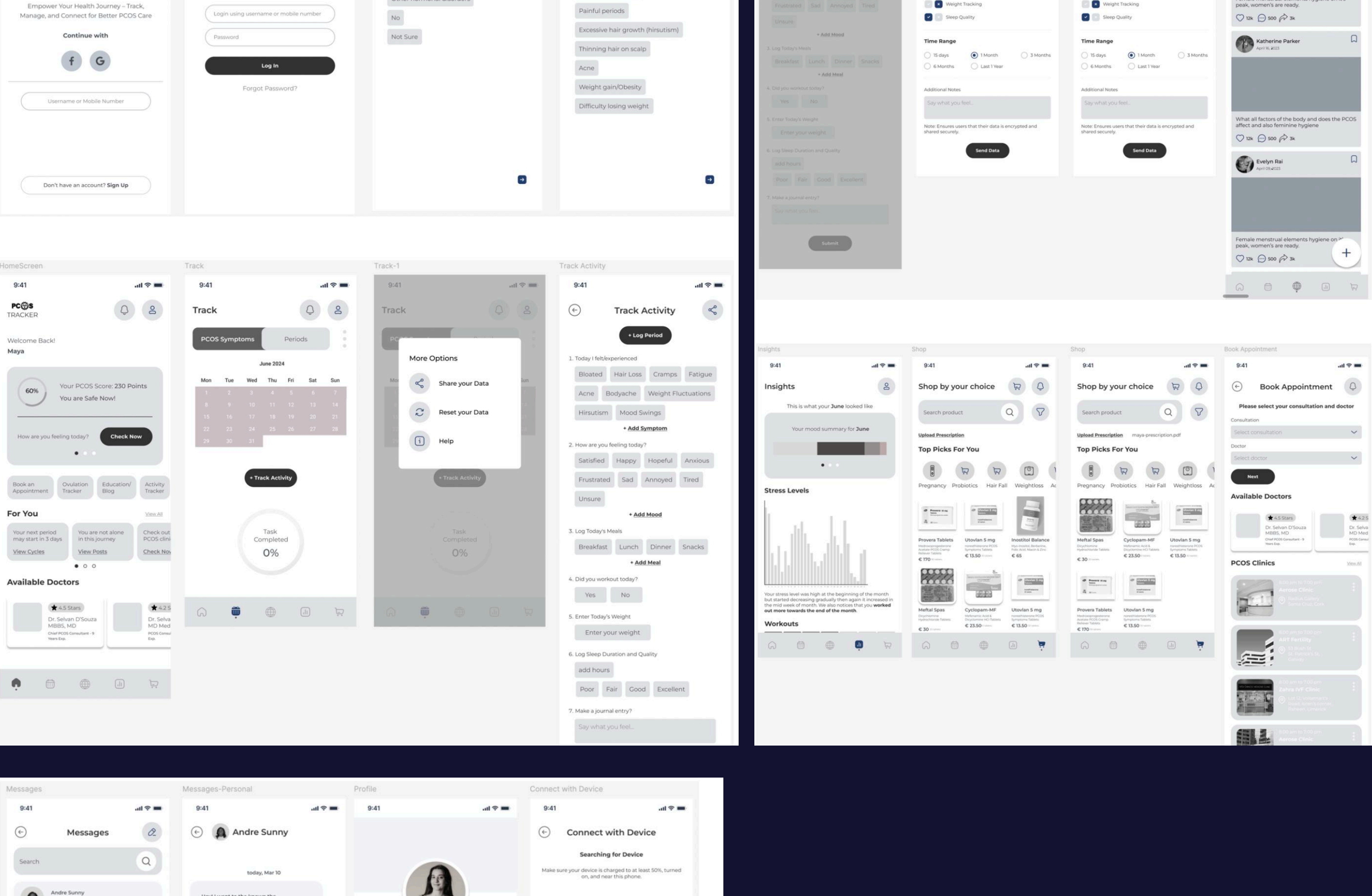
A. Early Brainstorming & Paper Sketches:

- Process:** Explored essential features like tracking irregular cycles, educational articles, and mental health support.
- User Feedback:** Early users requested clean interfaces, flexibility in symptom tracking, and culturally sensitive design.



B. Mid-Fidelity Designs:

- Transitioned to digital wireframes with user flows focusing on:
 - Symptom tracking tailored to PCOS.
 - Health insights powered by research.
 - Community forums for shared experiences.
- Key Features:**
 - Symptom Tracker:** Daily logs with visual graphs for irregular cycles.
 - Health Insights:** Tailored tips for PCOS management based on logged data.
 - Community Forum:** Safe space to discuss menstrual health anonymously.
 - Appointment Booking:** Find local clinics and book virtual consultations.



A. Usability Testing Process:

- Participants: 5–10 women with varied menstrual health needs.
- Method: Tested mid-fidelity designs via Figma.
- Key Observations:**
 - Positive: Users loved the symptom tracking and community forums.
 - Negative: Navigation needed simplification.

B. Iterations:

- Simplified navigation.
- Improved visual aids for irregular cycle tracking.

Participant	Feedback Summary	Key Observations
Participant 1	- Good UI and ease of use. - Confusion with blue marks. - Need for detailed hormonal dysfunction questions.	- Interaction design needs clarity. - Add more comprehensive tracking questions.
Participant 2	- Outstanding design. - Hover button feature appreciated. - Clear vision of the app's potential.	- Positive feedback on design. - Usability enhancements recognized.
Participant 3	- Homepage options greyed out. - Issues with multiple selections. - Navigation flow problems.	- Prototype limitations noted. - Ensure all interactive elements are functional.
Participant 4	- Appointment booking and data sharing feature praised. - Unique and useful feature.	- Focus on seamless integration of booking and data sharing.
Participant 5	- Different questions for non-PCOS users needed. - Allow multiple symptom selections. - Good navigation flow.	- Tailor questions to user groups. - Enhance multiple selection capabilities.