

CYCLE

for every body's phases

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Competitive Analysis: Apple Health

UX

1. Has information other than periods, feels like its integrated into the rest of your health

2. Has the ability to turn off fertility predictions, but only if you've disclosed that you're on birth control

3. Gives the option to track other health related items, such as body temperature and sexual activity.

4. Allows users to decide whether or not they want predictions for when the next period will occur, some people have irregular ones and would be frustrated by this feature, other people need it.

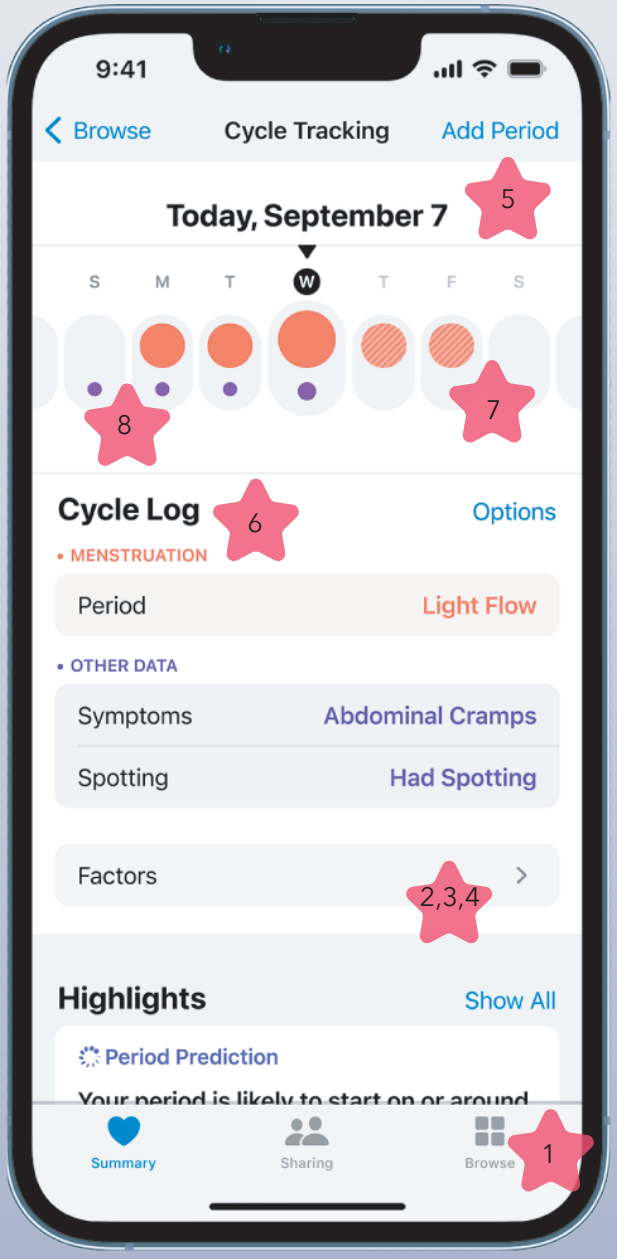
UI

5. Minimal color palette, the white text on a dark background is easy to ready.

6. Articles use brighter colors to be eye-catching.

7. Cycle history has an interesting layout, I believe that it would be better off with a full map instead of having to scroll through days.

8. Color differentiation between different health concerns so its easy to tell when something has happened.



Competitive Analysis: Flo

UX

1. Users are upset by a number of features being moved to the premium plan, especially when information can be easily googled.

2. Chat feature prompts you to get premium for more information, which is frustrating for users.

3. Most important information is bold and inside the circle on the main page for ease of access.

4. Navigation at the bottom of the screen creates an ease of use since its tappable.

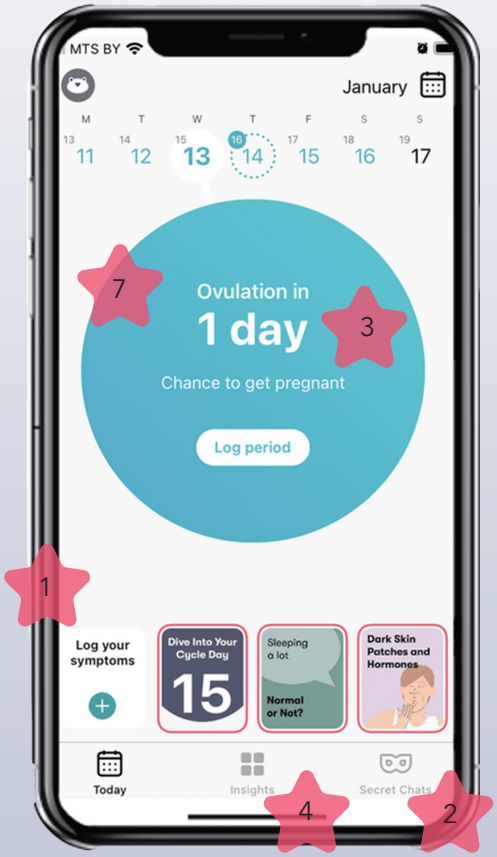
UI

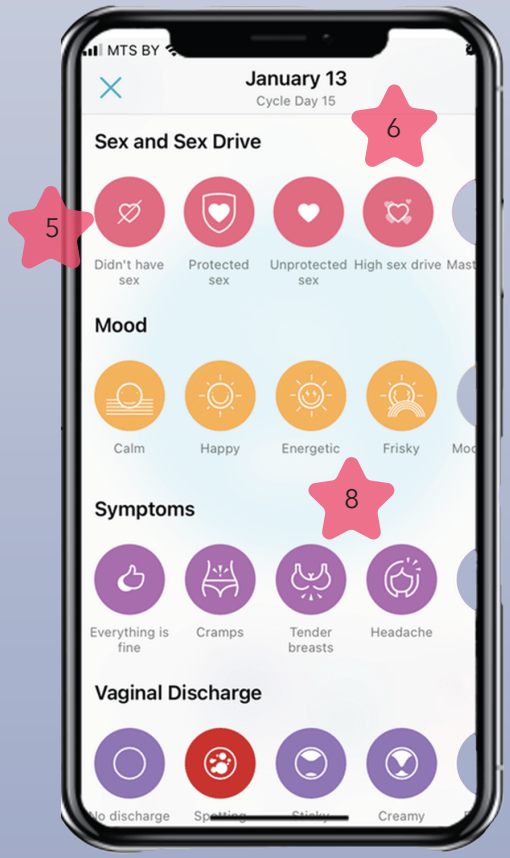
5. Icons are paired with words so that users aren't confused.

6. Sans serif font and good color contrast so that text is easy to read and comprehend.

7. Slight gradient in the main colors adds visual interest without being too distracting to the content of the app.

8. Color coordinated factors creates a sense of cohesion and better organization.





Competitive Analysis: Clue

UX

1. Icons are paid with text for more clarity.

2. The forecast feature is a unique way to track symptoms and gather more specific information.

3. The calendar is very small and kept to the top of the screen, making it harder to read.

4. The use of cloud imagery and forecasts gives a unique feeling to the user, making periods feel like a natural phenomenon.

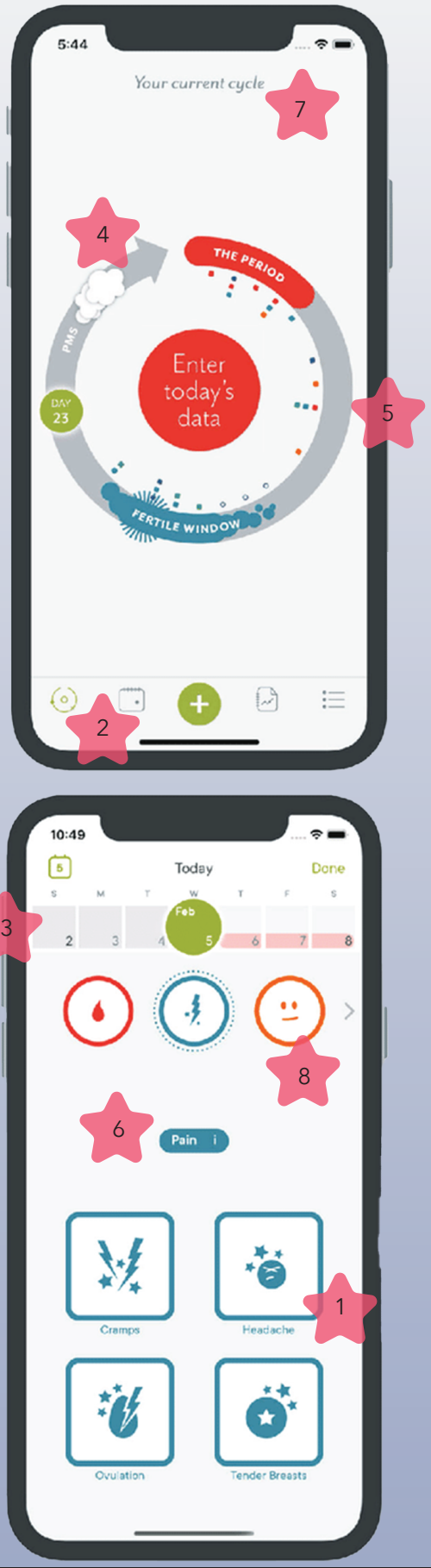
UI

5. The use of colorful dots helps to differentiate different symptoms.

6. Not overly gendered color palette, may make users more comfortable.

7. Italics and bold text used to differentiate titles from body copy.

8. Simple and minimal graphics, makes it easy to follow.



Competitive Analysis: Stardust

UX

1. Very unique concept that I've never seen in another app, sets the whole experience apart.

2. Defining periods as a part of nature has been described as empowering and complementary.

3. According to user reviews, the app is simply not very effective at tracking periods and sometimes gets information wrong

4. Sometimes actual health information is bogged down by the more esoteric information. Technically a lifestyle app, not a health one.

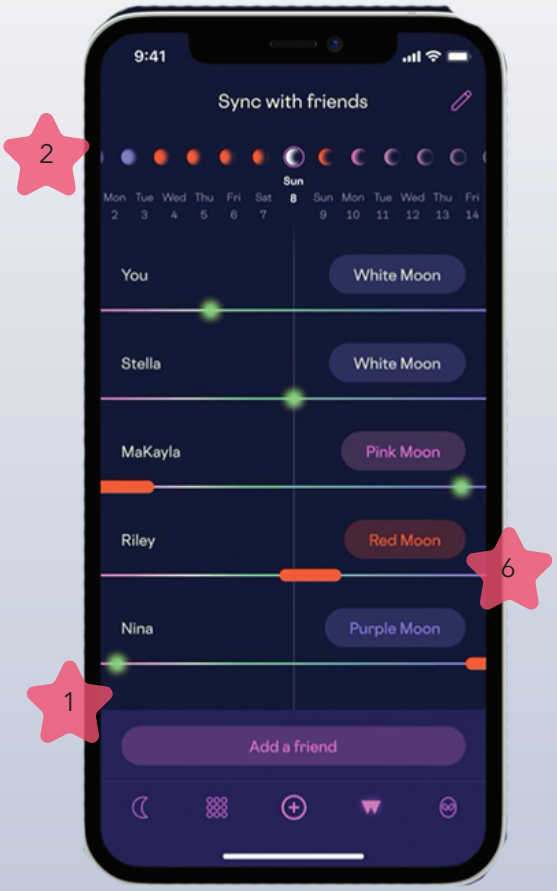
UI

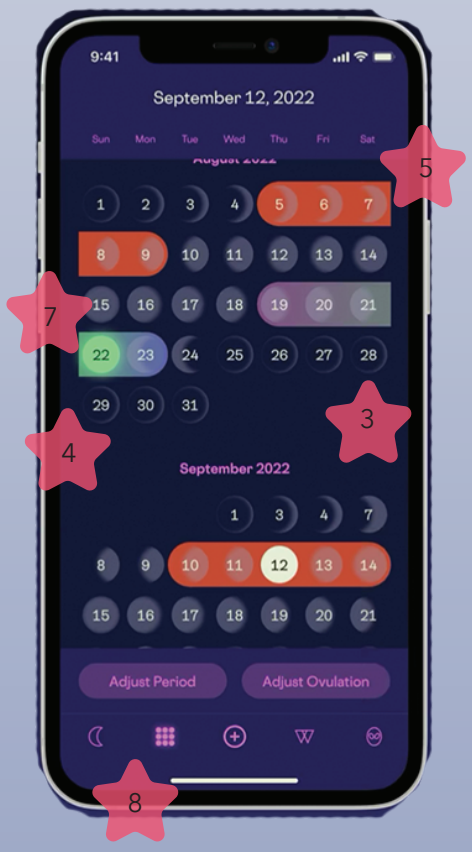
5. Very aesthetically pleasing UI interface, good use of warm and cool tones

6. The use of a list format is simple and beautiful, a good way to show the social page.

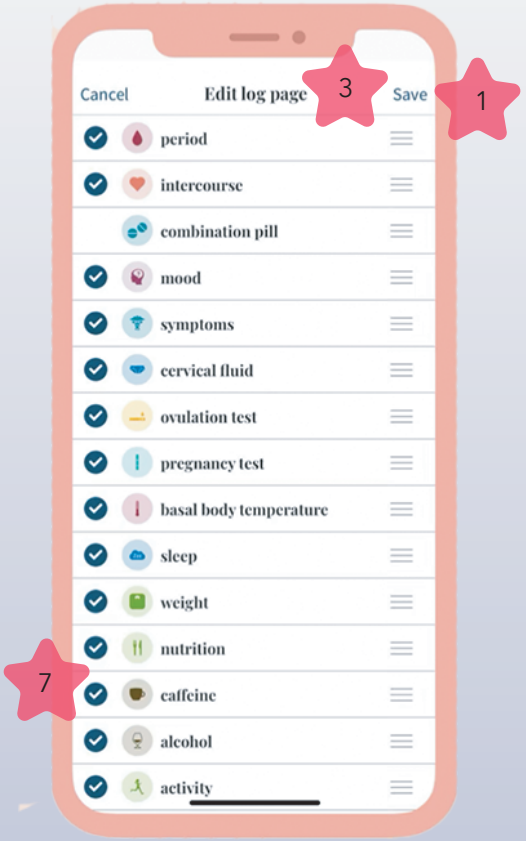
7. Calendar layout has good use of color contrast to show tracking easily.

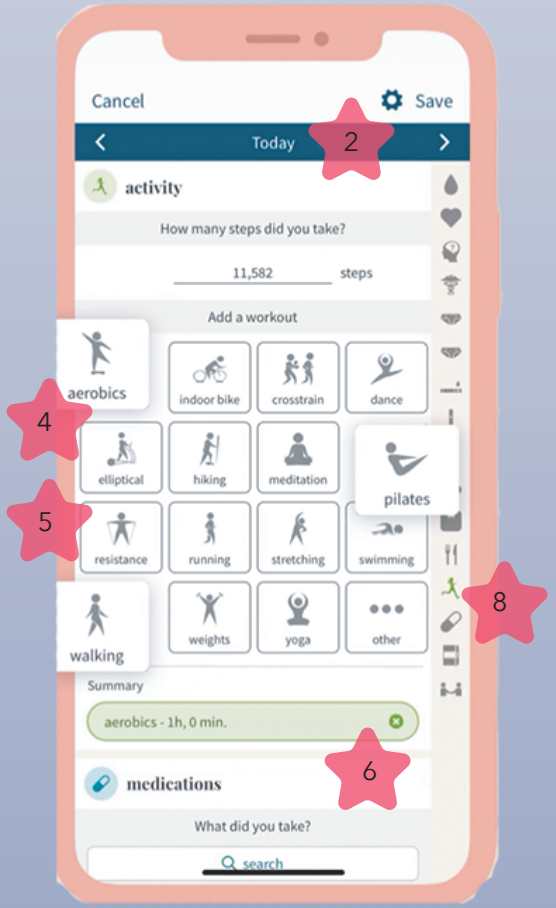
8. Slight glow effect of the navigation bar for the tab you're on adds visual interest





Competitive Analysis: Ovia Fertility





UX

1. Not sensitive enough UX-one user had a miscarriage and had to log it as a period.

2. If you're trying to get pregnant, the daily fertility score is helpful. If not, it's not something you can opt out of, and that might be frustrating.

3. UX feels crowded, there's a lot of information on one page.

4. Allows users to track other aspects of health for a more well rounded experience.

UI

5. The font is a serif font, can feel decorative, works well for headings bot not as much in body text.

6. Color is simple, with a minimal palette.

7. The list page uses images and icons to help the user differentiate the various categories.

8. The activity page is very crowded, not enough negative space throughout this app.

Final Thoughts on Competitors

Each period-tracking app I've analyzed has components that I want to integrate into my new app. The apps all feature a calendar, both on the main page of the app and on its own unique page. This is an obvious inclusion, but that doesn't make it any less important. I want to make sure that my calendar is easy to access and comprehend. The apps also include, to varying degrees of complexity, the ability to track other menstrual health related things. This is important to make sure that the app is well rounded, and something that was a common desire in user surveys. I want to make sure that my new app has the ability to keep track of birth control, symptoms, etc. The use of minimal color palettes is also very well done across the apps

However, there are things that I would like to change when creating a new app. Some apps were subscription based users were frustrated about the lack of readily available answers, especially users who had used the app for many years. This is a frustrating model that I don't want to replicate. Additionally, many users were frustrated by the lack of security, considering the personal nature of the apps. I want to focus on transparency and safety. There's a lack of personalization across the apps, which is an important function I want to implement to give users more autonomy over the app.

Analysis Matrix

	Calender Section	Main Page w/ Period Day	Hormone Tracker	Social Aspect	Customizable UI	Fertility Information
Apple Health	x					x
Clue	x	x				x
Flo	x	x				x
Stardust	x	x	x	x	x	
Ovia	x	x		x		x

	Ability to Opt-Out of Fertility Info	Additional Information and Articles	AR Component	Symptom Tracker	Additional Health Trackers (exercise, alchol, etc)	Ability to log previous cycles prior to app download
Apple Health		x		x	x	x
Clue		x		x	x	
Flo		x		x	x	
Stardust		x		x		
Ovia		x		x	x	

Golden Thread

1. Taylor wakes up in the morning having gotten their period.

2. After getting out of bed, they then get their phone out, **unlocking** it with a passcode, which gives them all access to the Cycles app.

3. Taylor quickly presses on the calendar screen and taps on the "**log new period**" icon.

4. The app has a small pop up with several options, including logging the **present date** and the period as **light/medium/heavy.**

5. After logging their period, Taylor scrolls down to **log their current symptoms.**

6. The app presents many potential symptoms, and Taylor **selects** lower back pain and moodiness.

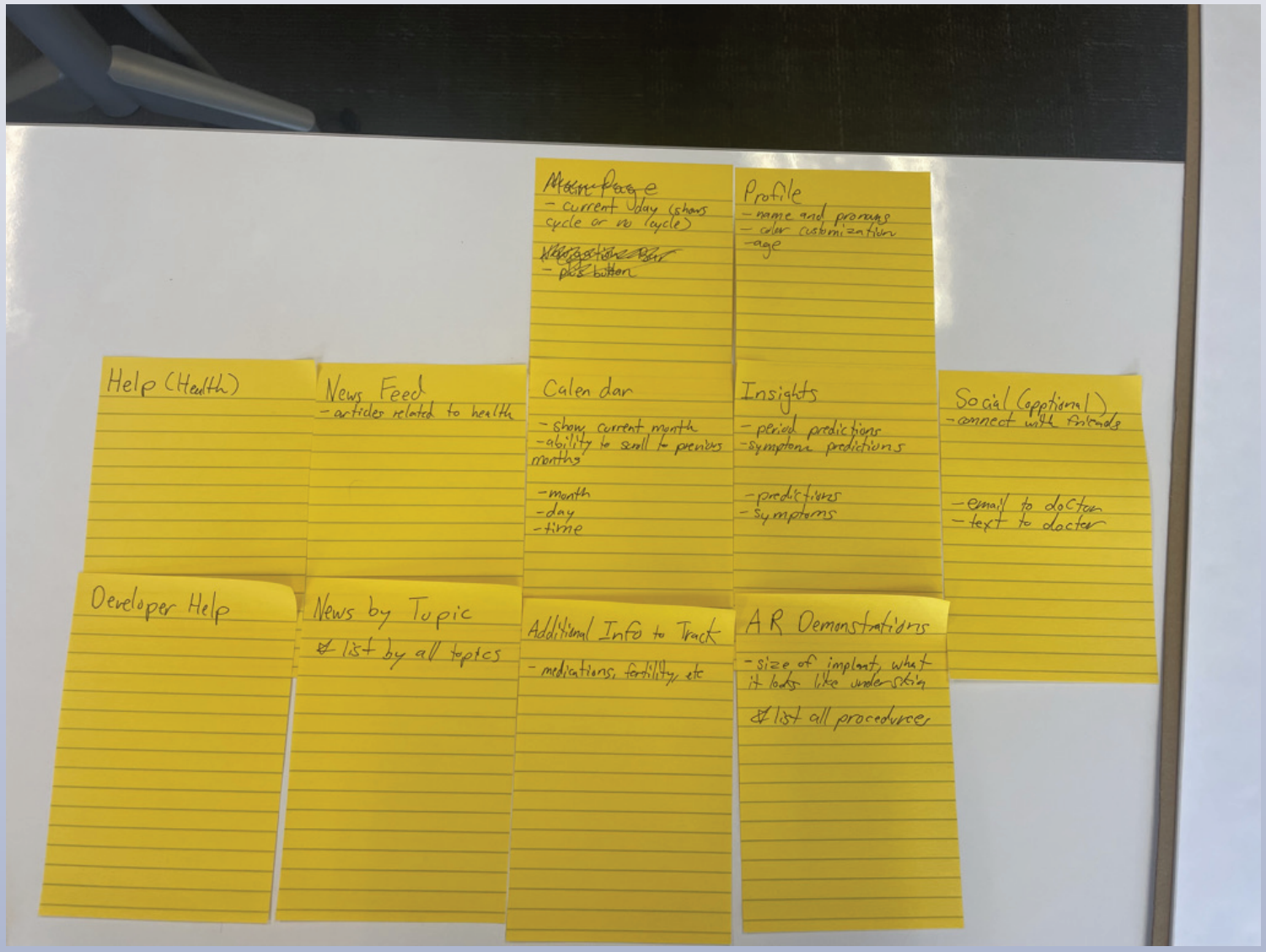
7. Taylor taps back to the full calendar to **observe the tracking** and finds that they are on schedule for the month based on previous period data.

8. Taylor **reviews** the app's predictions. Based on previous cycles, the app explains that their period should last for the next five days.

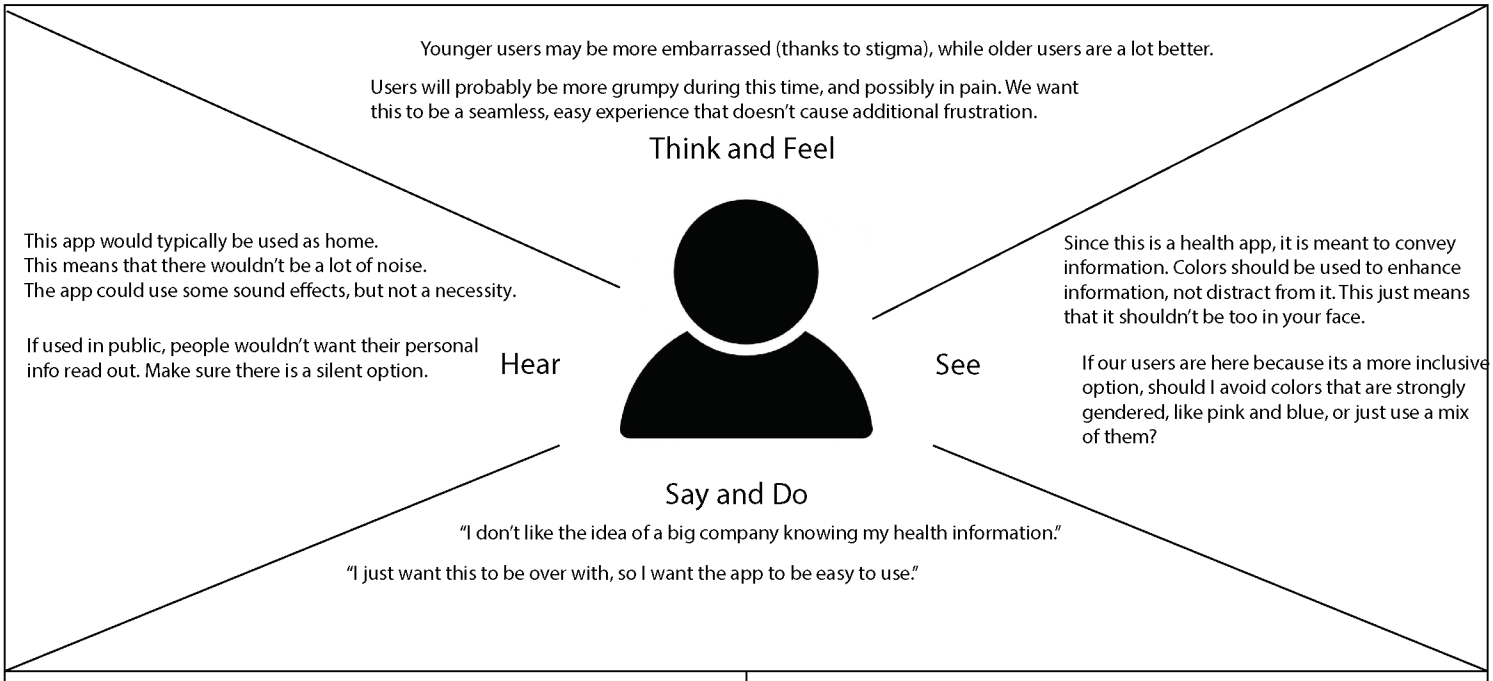
9. They check the app's feed to see if there are any new articles to read related to health and wellness. One article titled "Top Ten Ways to Deal With Period Pain" catches their eye, and they **plan to read it** after work.

10. Taylor closes the app and gets ready for the rest of the day.

Information Architecture



Empathy Map



Pain

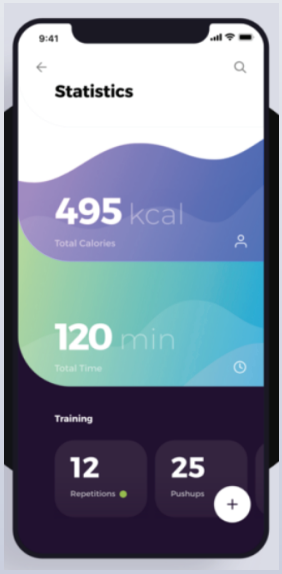
I don't know the biggest frustrations. I need to interview people.

I know one of the biggest problems is a lack of privacy.

Gain

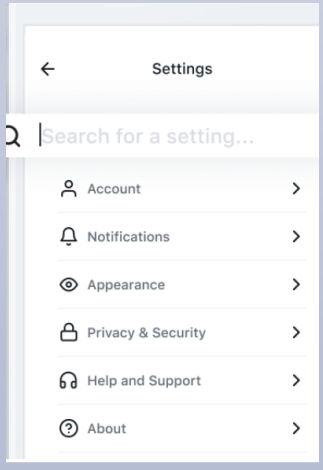
Hopefully this will create a more private, personalized, and easy experience.

Design Patterns



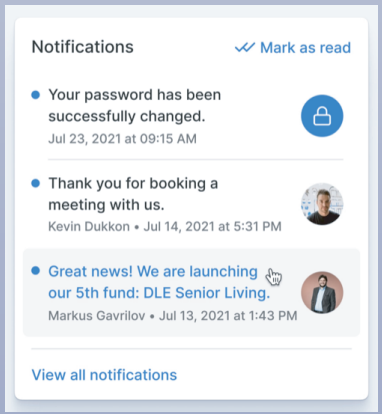
Entering Data

This app is dedicated to tracking health, so entering data is important. When possible, offer choices instead of requiring text entry. Be clear about the data you need for transparency and security.



Settings

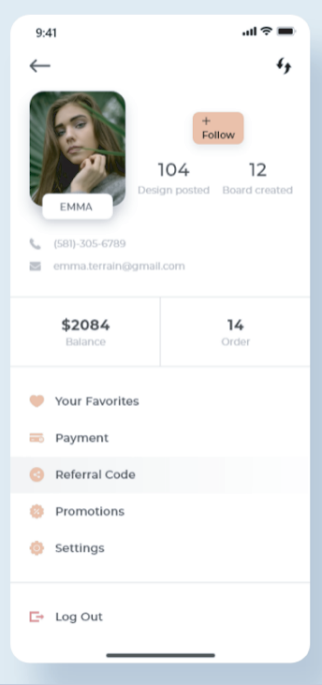
Customization is an important part of this app. Users want settings that customize the experience to fit their needs. It's important to make your in-app settings easy to find, but not too prominent.



Notifications

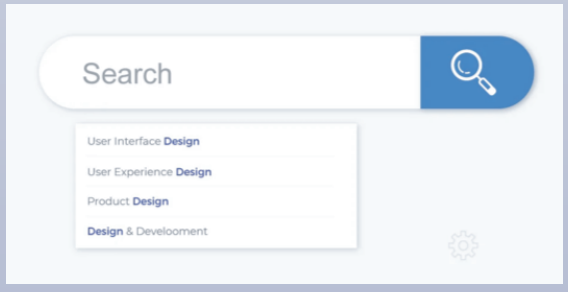
Notifications are important for a tracking app. Information people might appreciate knowing about when it arrives is an active system. Delivery scheduling lets people choose whether to receive notification alerts immediately or in a summary that's delivered at times they choose.

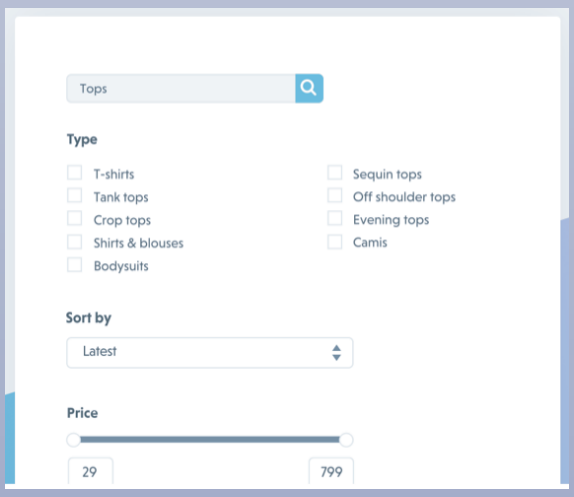
Design Patterns



Profiles

Profiles are used to store information, create a greater sense of personalization, and store information.





Search Feature

To search for content within an app, people generally expect to use a search bar. When it makes sense, you can personalize the search experience by using what you know about how people interact with your app. Make your app's content searchable.



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for every body's phases

User Interviews

1. Do you currently use an app to track your period?

a. No, I don't right now.
b. No, not now.
c. I do not.
d. When I first started my period I downloaded a few tracking apps. I slowly phased them all out though, as they progressively made me uncomfortable for various reasons (data tracking, non inclusive language, etc).
e. No I do not.

2. Do you use other health/wellness apps? Which ones? If you do, what do you like about them / hate about them?

a. No, except for my FitBit which counts my steps. I like that it gives me alerts for when I need to walk around.
b. I hate health apps because I feel like they aren't helpful. I don't use any period apps due to the fact that I am on the pill and that helps me keep track.
c. I have a self care app. It's not very personal, it just feels like doing this and you'll feel better.
d. I don't use any other health or wellness apps because I get nervous about my data being shared to Apple. However, when I used the Fitbit app for a while I appreciated the extensiveness of their reports.
e. No, I generally don't like them.

3. Give a rough estimate how much time you spend on health apps per week.

a. No time at all.
b. Like literally never.
c. Fifteen to twenty minutes.
d. Next to zero unless you count Pokémon Go as a health app.
e. None at all.

4. Do you like personal customization in an app (such as color palettes)? Why or why not?

a. Yes, it just makes the app a little more engaging.
b. Yes! My vibes feel so much better when I can change colors and things to feel in control of my own life, even though it's as small as a color or profile pic.
c. Yes I do, it makes it feel more mine.
d. I think personal customization is so important to any applications! Having the ability to customize gives the user the feeling of autonomy and makes the utilization of the app more personal. I think that's why Tumblr's custom blog system appealed to so many people.
e. Yes! It makes it just a generally nicer experience for me.

User Interviews Cont.

5. How important is privacy when you choose to use an app?

a. It's important.
b. So important! That's mainly why I don't use any apps for my period!
c. Very important, I don't like those hackers following me.
d. Privacy is incredibly important. The algorithm is a devil contraption, and I'd rather live outside of it as much as humanly possible.
e. Its very important!

6. Do you prefer a digital calendar or a physical calendar when it comes to tracking periods?

a. I don't use any calendar.
b. That's a hard choice, probably digital cause I can get notifications and reminders.
c. Honestly, I do prefer my physical one.
d. I started using a physical calendar because having full and total control over my tracking was better for my physical and mental health. You don't have to deal with weird, invasive statements about how ripe you are for pregnancy. A digital app would be so much more convenient though.
e. I prefer digital, its easier.

7. Does your current app provide you with information that you find irrelevant (ex. Information about when you're most fertile when you aren't currently planning on getting pregnant)?

a. No, I don't use any apps.
b. In the past when I did use apps yes (pause) and then the articles and resources I was always interested in I needed to pay for a premium account to read them.
c. I don't use any so I don't know!
d. Yes, there are a lot of assumptions made in period tracking apps about who I am and what my intentions are. This I wouldn't mind though, if the language wasn't always so repulsive.
e. I don't have one so I don't know.

8. Is gender inclusive language something you look for when choosing to use an app? If yes, why?

a. Sure! It could make people feel more comfortable using the app.
b. Personally I don't only because I am fortunate/unfortunate enough to identify as the app's cookie cutter person, but I can understand why people would be looking for that kind of inclusivity.
c. Yes! It makes me feel more comfortable, it makes me feel more confident in myself and with other people, especially knowing people with lots of different pronouns.
d. Yes - I think when an app prioritizes gender inclusivity, it shows where their gender-based beliefs lay. I don't want to utilize an app that talks to me based on their ideas of what a menstruating person looks like. It is also NOT that difficult to be gender inclusive.
e. Yes! I hate being referred to with certain pronouns, so inclusive language is something I actively seek out.

User Interviews Cont.

9. What kind of design style do you find visually appealing (minimalist vs lots of colors, organic shapes vs geometric shapes, etc)?

a. Minimalist, but with color.
b. Honestly I'm a minimalist, but I think you could do something with like design options kind of like the color palettes where you can work in all kinds of patterns and designs
c. Prefer bright colors and geometric shapes, but I can like anything.
d. The best app designs are the minimalistic but colorful ones. Not too much overwhelming information, easy on the eyes, still interesting to look at.
e. I prefer minimalist.

10. Would you be interested in a period tracking app offering other information related to menstrual health? If so, what would you like to see?

a. Not really, just because I don't use an app.
b. One-thousand percent yes! I wouldn't mind since information that isn't necessarily menstrual related but just vaginal/body health…such as discharge info, self breast examination steps, and various other similar things. Oh, and stuff about like how to know if you should get tested for an sti or std, like symptoms and OMG I don't know how easy it would be but maybe a live chat with a gyno or a professional to get catered results that are more specific to your needs. And maybe if not a live chat but an email form thing to get contacted by a professional at a later time. And basically other sex ed articles because as a woman I am always learning more about my body and I feel like most the time it's things that I should have learned when i was younger
c. I would like to see something that lets me know where I can plug in information, and tips on how to deal with something called POTS that I have, different things like that.
d. I think it would be interesting to have a period tracking app offer a forum where people can communally discuss the health that comes with having a vagina. Also I want to be able to look at my friends cycles because it would be a really funny bonding activity.
e. Yes, but I don't really know what else is related to menstrual health.

11. How familiar are you with AR (augmented reality apps)? Scale 1-5.

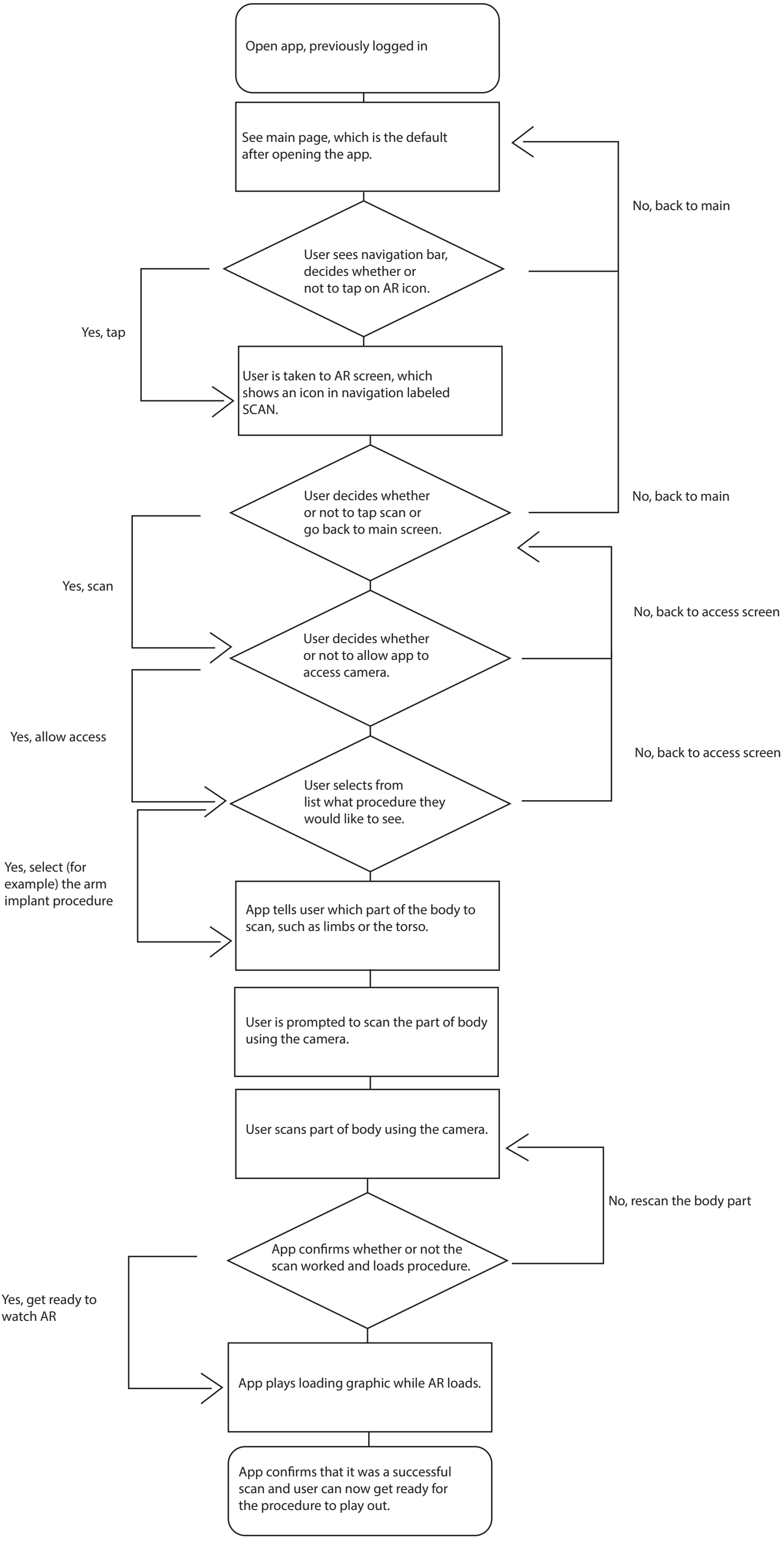
a. I'm about 3, I use Pokemon Go.
b. Definitely a 1 because I don't even know what that is!
c. Probably a 3.
d. 3 - I've played some AR games. You would be hard-pressed to find anybody that uses technology and hasn't experienced AR at least once.
e. Probably 1.

User Interview Insights

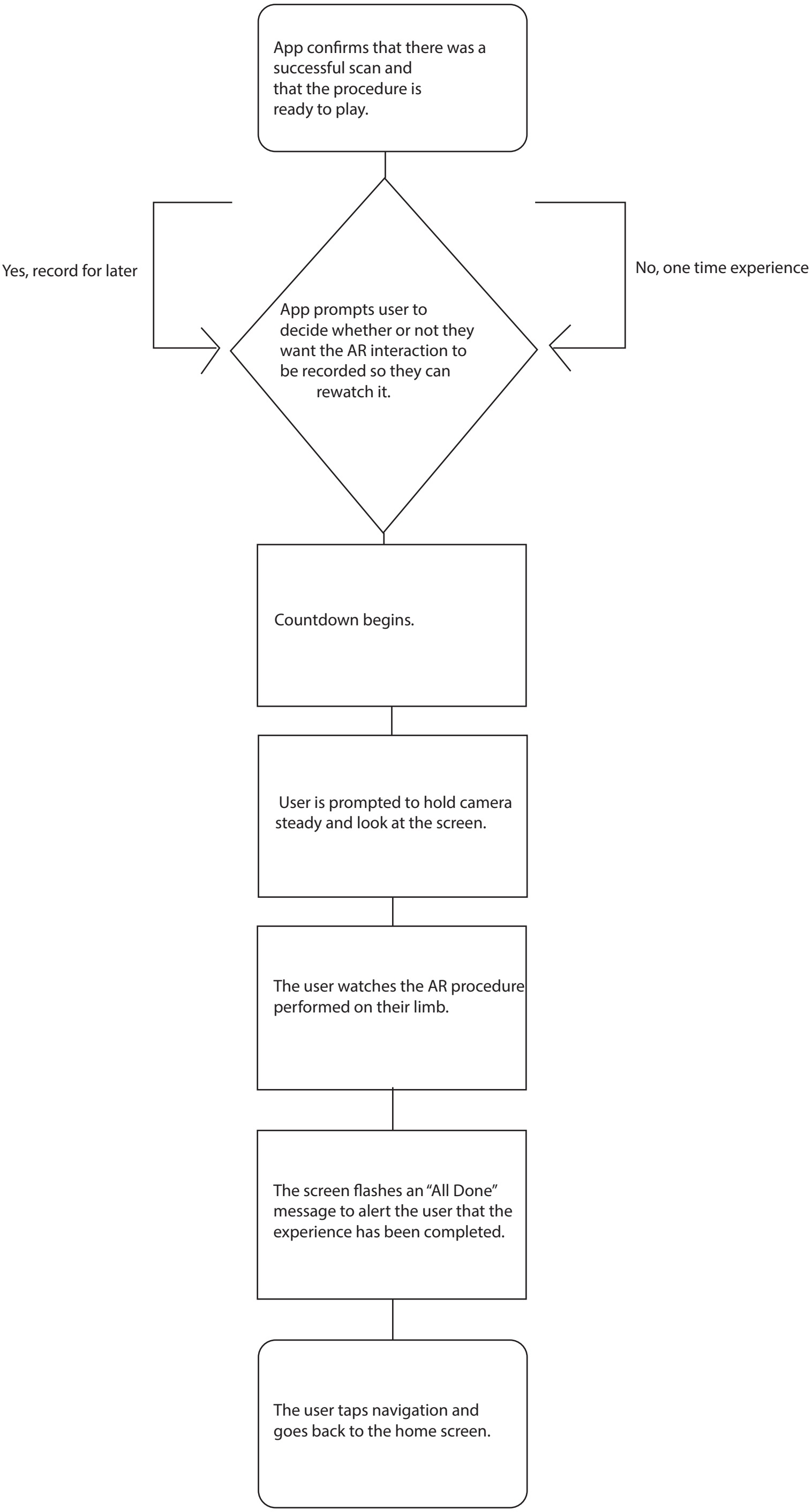
Key Takeaways

Every potential user I've interviewed has a very different perception, but there are a few overarching similarities. Some people didn't use period tracker apps at all because they didn't like their personal information being shared, and one person privately told me that it made their gender dysmorphia worse. Users want personalization, even if its as simple as a few color choices, because it lets them have more control. Users want to know that their information will be kept private, and they also want access to information that is timely and accurate. Users I interviewed wanted digital apps because its more convenient, but were afraid of a lack of security. Most of all, users want bodily autonomy and control.

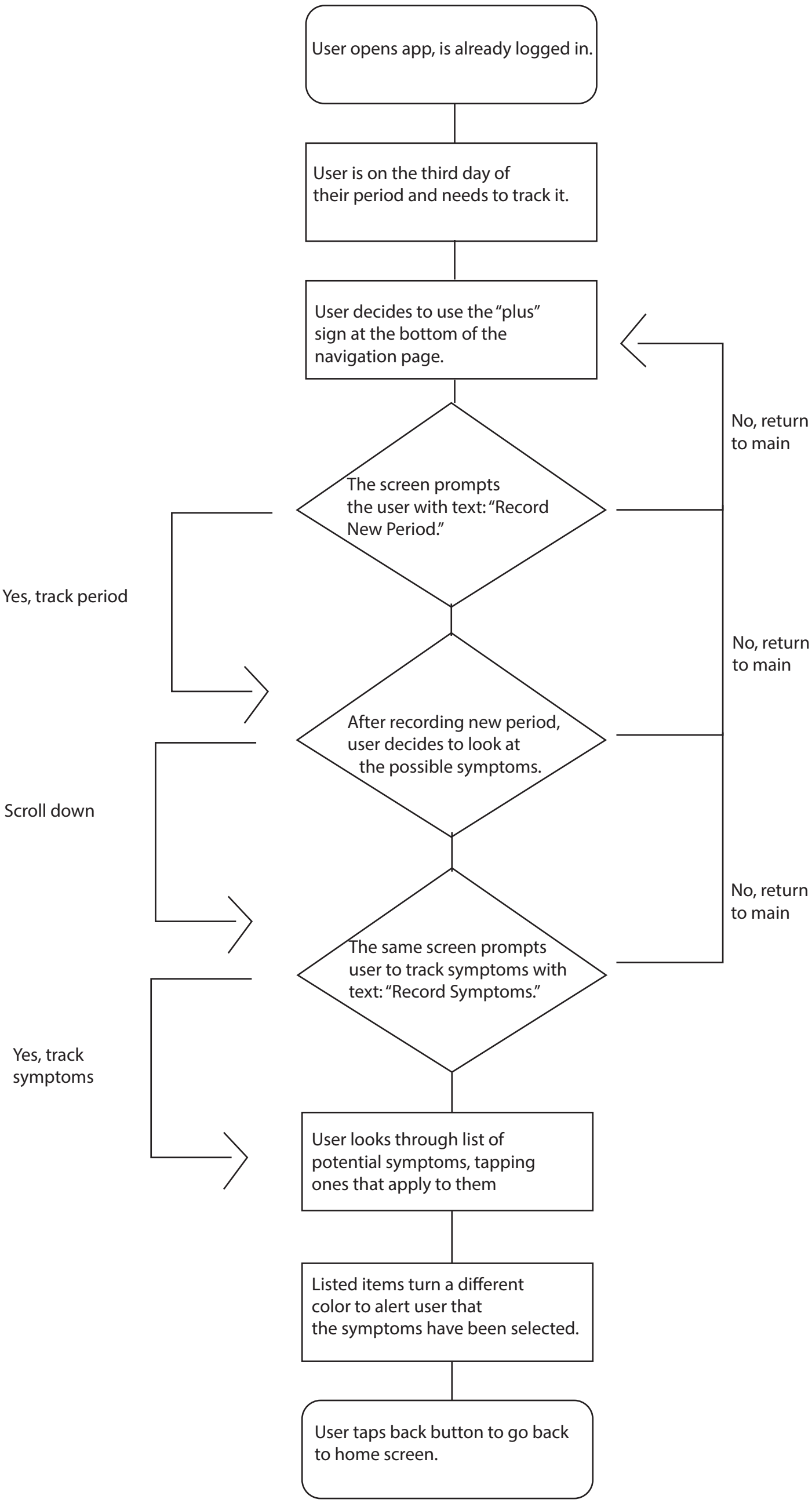
Task 1: Select AR To Scan Body



Task 2: Use AR To Understand Procedure

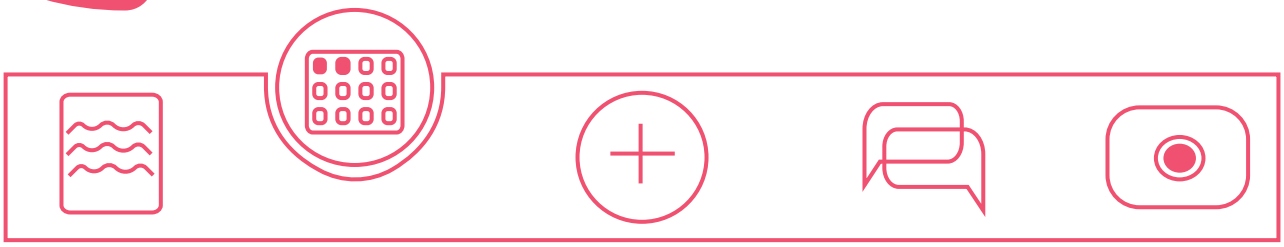


Task 3: Use App To Log Period Through Navigation Button



CYCLES

"for every body's phases"



bottom navigation bar



top calendar bar

newsfeed

home

calendar

log/add

social

send

profile

AR scan

Heading 1 - Ligurino Bold

Heading 2 - Ligurino Regular

Heading 3 – Sofia Extra Light

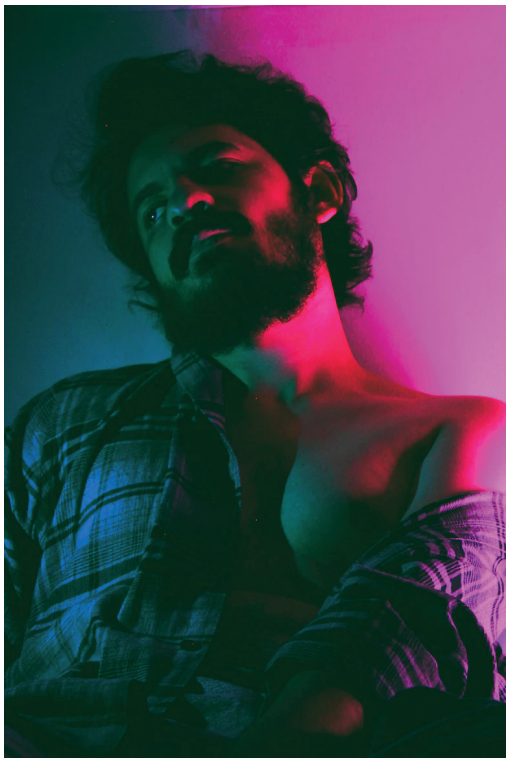
Body Copy – Sofia Pro Regular

Body Copy - Report School Regular

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#f05370	#bfb6ae	#f2f2f3	#595a5a
#566273	#efb91c	#69788c	#dad9d9







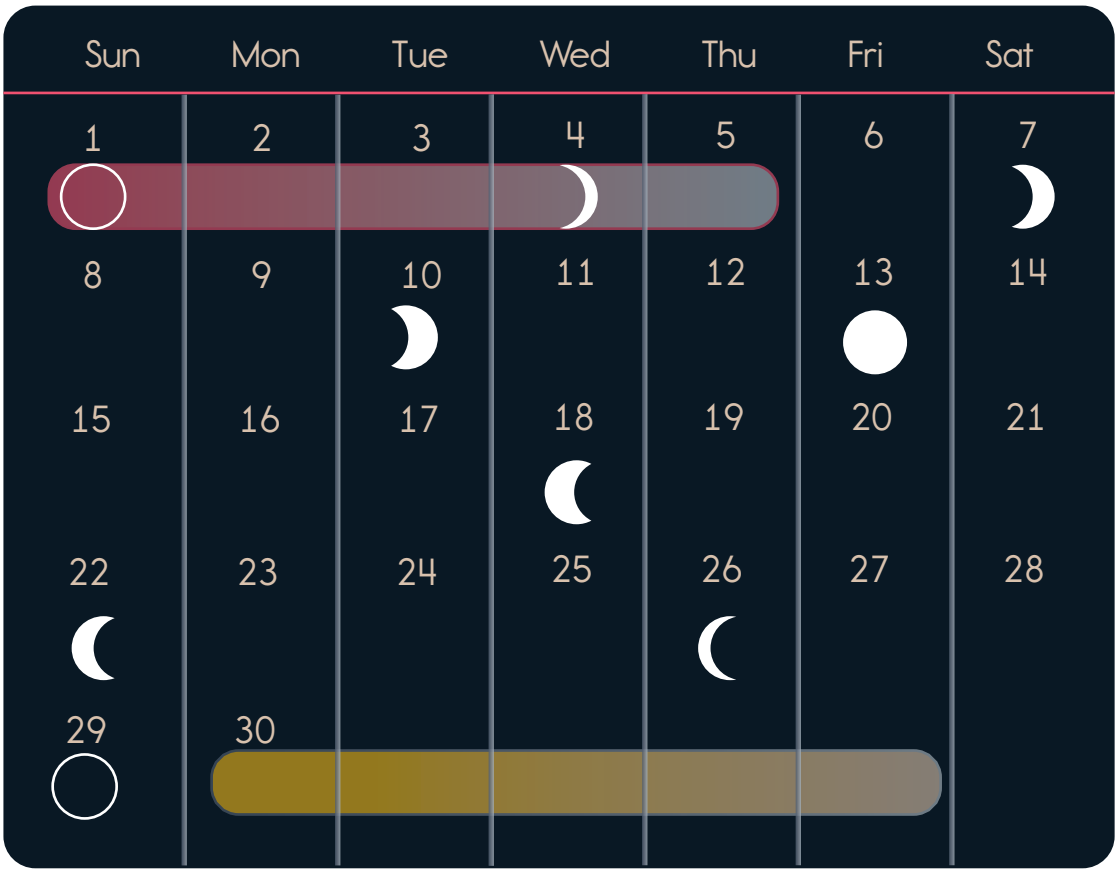




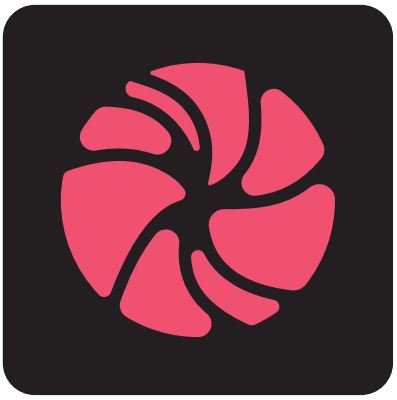
photographic elements



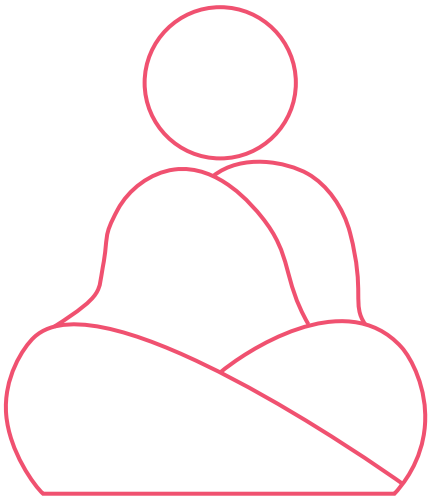
textures and patterns



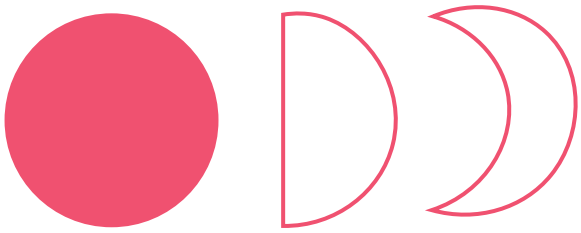
calendar application

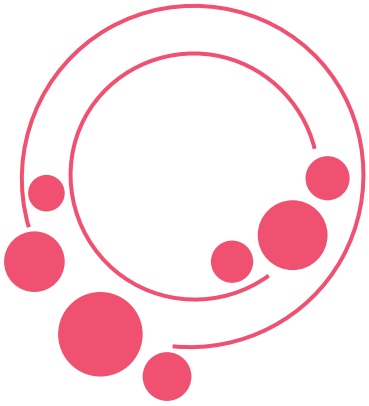














illustrative elements