

FINAL
PRESENTATION

Luna

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AND EDUARDO ALFONSO

Team Members:



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Project Lead



Tang Tantivirun

Prototyping Lead



Eduardo Alfonso

Visual Lead

Agenda

Phase 01

The Problem

Phase 02

Concept
Development

Phase 03

The Solution

Phase 04

Voice Ai

Phase 05

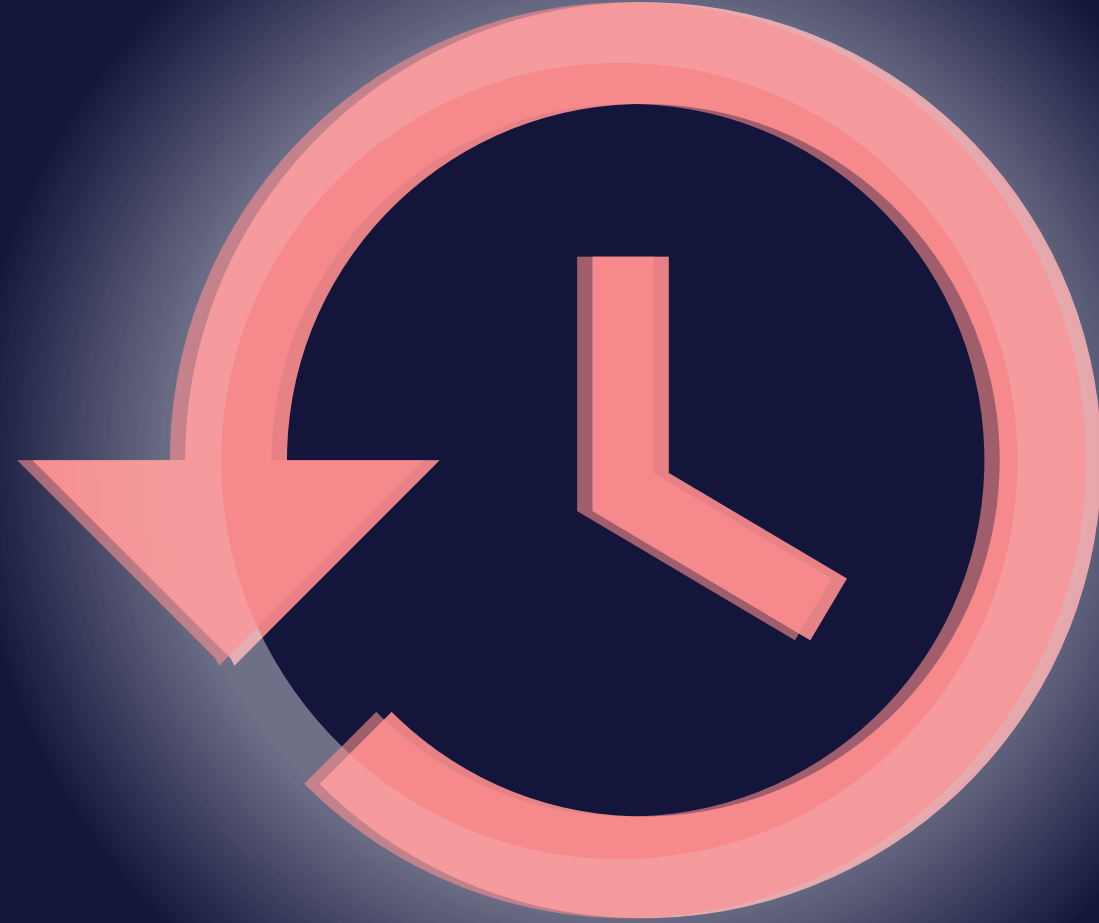
Luna App

Phase 06

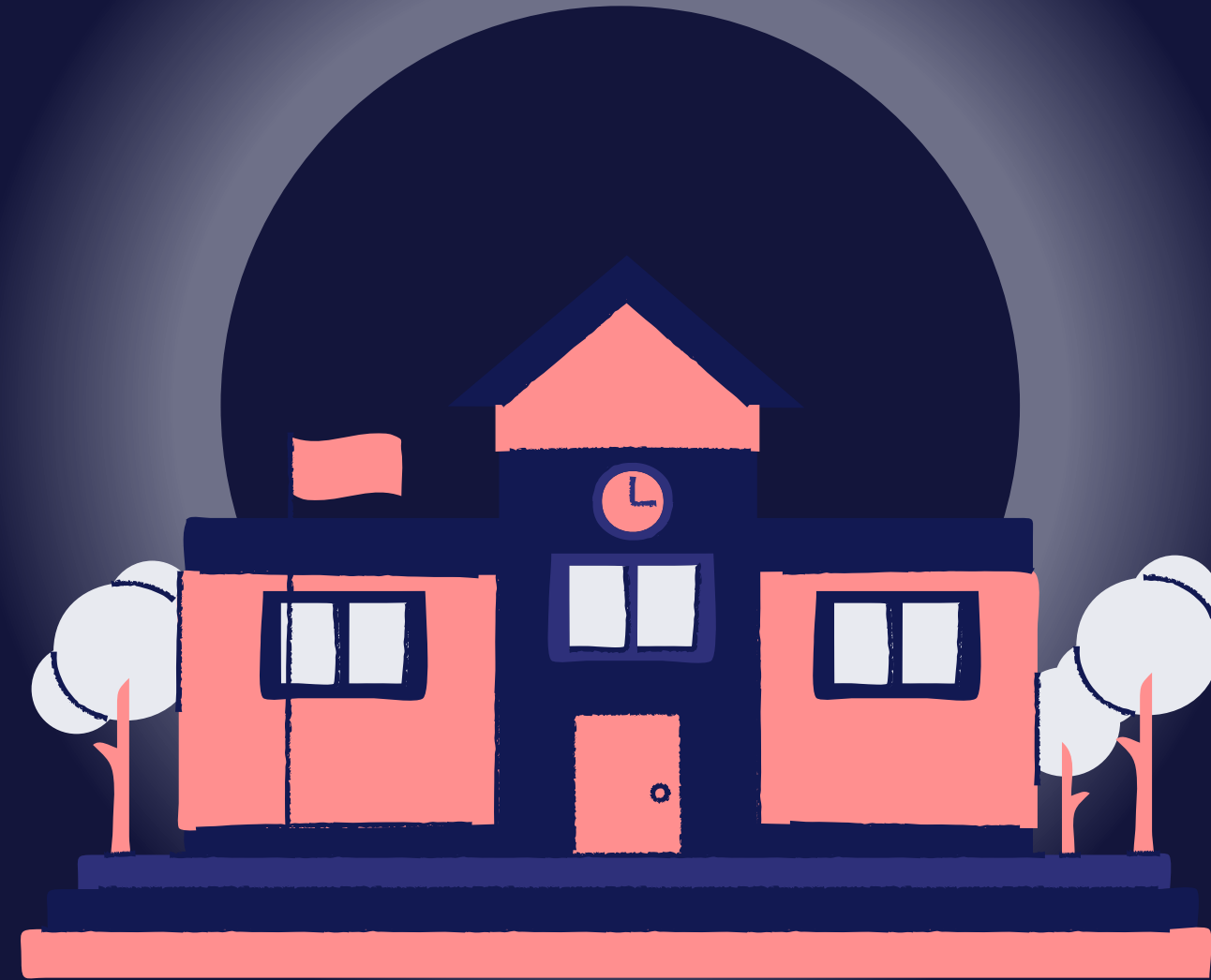
Prototypes

Phase 07

Branding



Rewind the Clock...



Middle School



The Awkward Phase.

The Trends...



The Feelings...

Embarrassment

Self-Conscious

Shame

Confusion

About

3,918,400,000

Women

About

3,918,400,000

**women experience these
feelings between the ages 9-15.**

Occurs when they get their...

First Period.

01

The

Problem

The Problem:

There is a **lack** of education and a **increase in judgement/shaming** in regards to the menstrual cycle.

1 in 7 girls

Didn't know what was happening
when they got their first period.

1 in 4 girls

felt unprepared for the
beginning of menstruation.

Opportunity Area:

A need to **increase education** and provide a **safe space** for young girls to **comfortably ask questions** about the changes happening to their body.

Target Audience:



Young females

Ages 11-14

Beginning menstrual cycles

Surveys:

102

Participants

"I did **not feel prepared** at all and I remember **freaking out** a lot"

"It was very **traumatic**. I was a school and had **no idea** what was happening."

Interviews:

5

Participants

"Don't act like it's not like it's going to happen, all women is going to have them but also give them **privacy** and their **space** and **patient**"

"I just wish someone had told me you're going to get it and have **educated** me about it"

In the Market...



Flo

- Period and ovulation symptom tracking
- Graph bar visual data of body reaction
- Pregnancy tracker
- Calendar



Clue

- Period and symptom tracking app
- Analyzes data collected and reports back
- Calendar
- Cycle bar



MyFlo

- Specialized in irregular cycles and starting menstration
- Analyzes data collected and report feedback
- Period predictions
- Gives period advice and remedies



Glow

- Allows you to track 40 different health signals
- Analyzes data collected and report feedback
- Daily log
- Gives advice on fertility treatment



Cycle Tracking

- Symptom log
- Period predictions
- Visual statistics
- Educational content
- Notifications
- Calendar

How might we help girls understand, and deal, with the changes their body is going through?



Gender: Female

Age: 11

Status: Student

Sofia

User Persona

Bio

Sofia is in 5th grade and is a curious young girl that is strong-minded. She is aware of the changes happening to her body and notices her friends also seeing changes in their own bodies. In her free time, Sofia enjoys going over to her friend's house and playing basketball on her school team. Her family is not the best at communication and as a result Sofia has questions that go unanswered.

Needs & Want

- Needs someone to discuss uncomfortable topics with and ask questions that may be difficult
- Needs someone to have honest conversations with that she also feels safe talking to
- Wants to learn more about the symptoms she is experiencing and why she is experiencing them
- Wants to know what her body is going through and is curious as to what is going to happen next

Pain Points

- Does not want to share what she is going through because she wants to show that she is independent
- Does not know how to identify her symptoms, and struggles to understand why symptoms are occurring
- Feels discouraged because her body is changing and that makes her feel uncomfortable

Key Traits

Curious

Self-Aware

Stubborn

Strong Minded

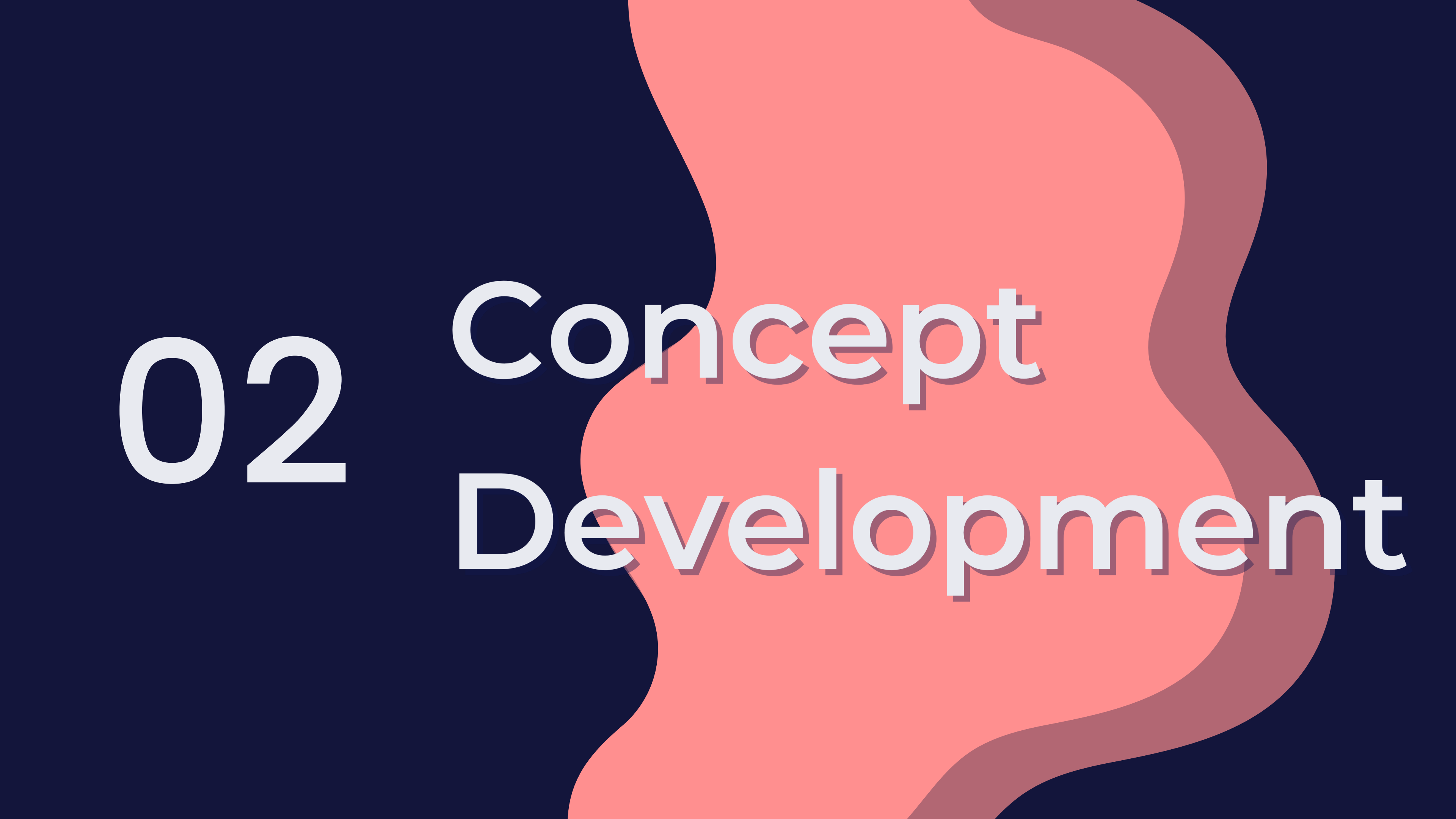
Self-Centered

Desires Respect

Impressionable

Daring

Seeks Independence



02 Concept Development

User Testing: Who We Talked To



Girls who have not
gotten their periods

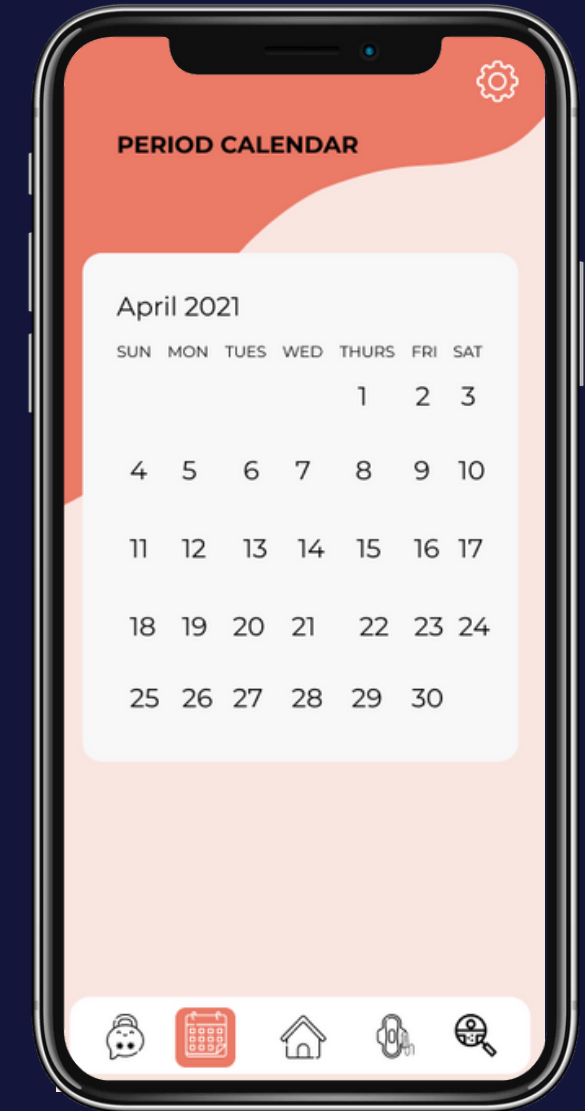
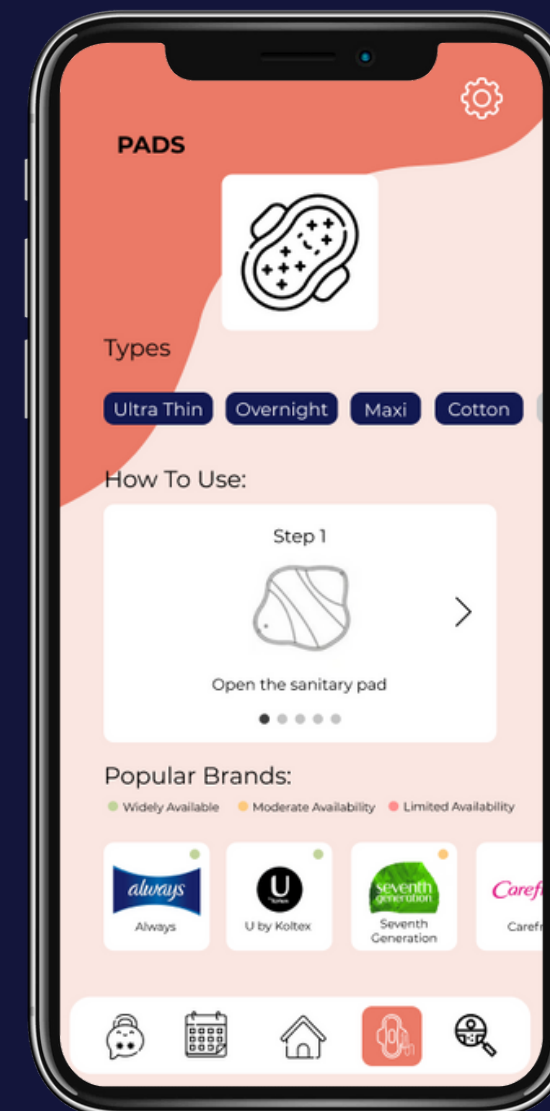
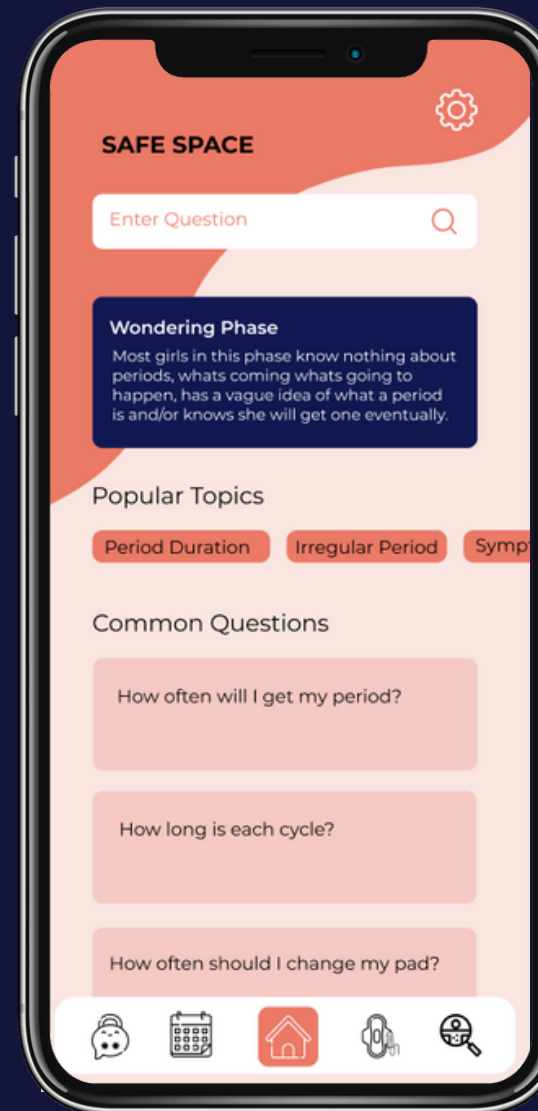


Older Sisters
Younger Sister



Mothers

Concept Development:



User Feedback:

Product

- Concerned about the **privacy for users**
- Users did not like the **moon texture**
- Confused by the **different sections lighting up**
- Want for **parental controls**

User Feedback:

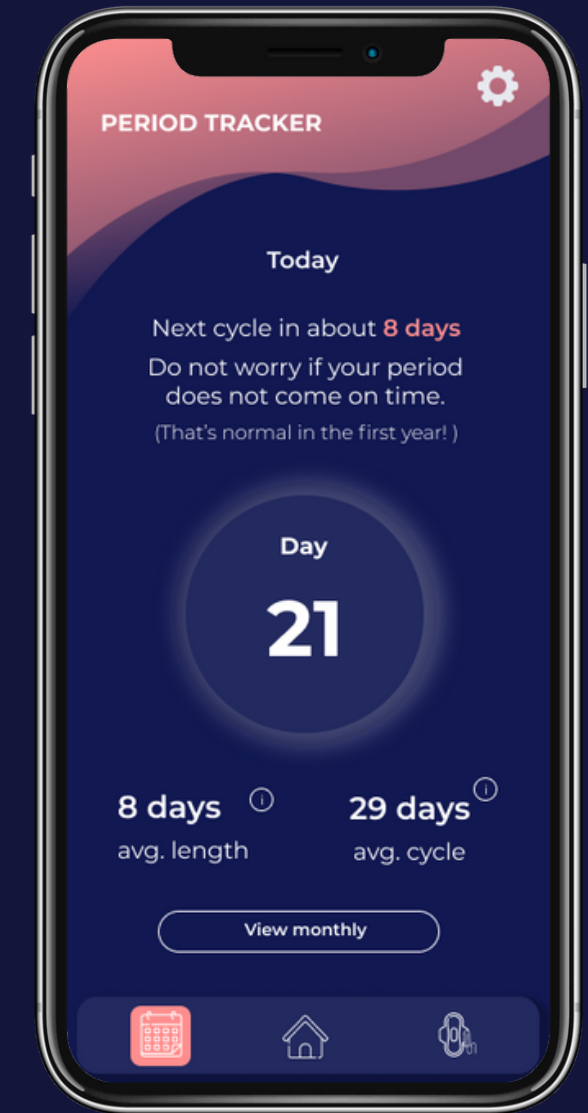
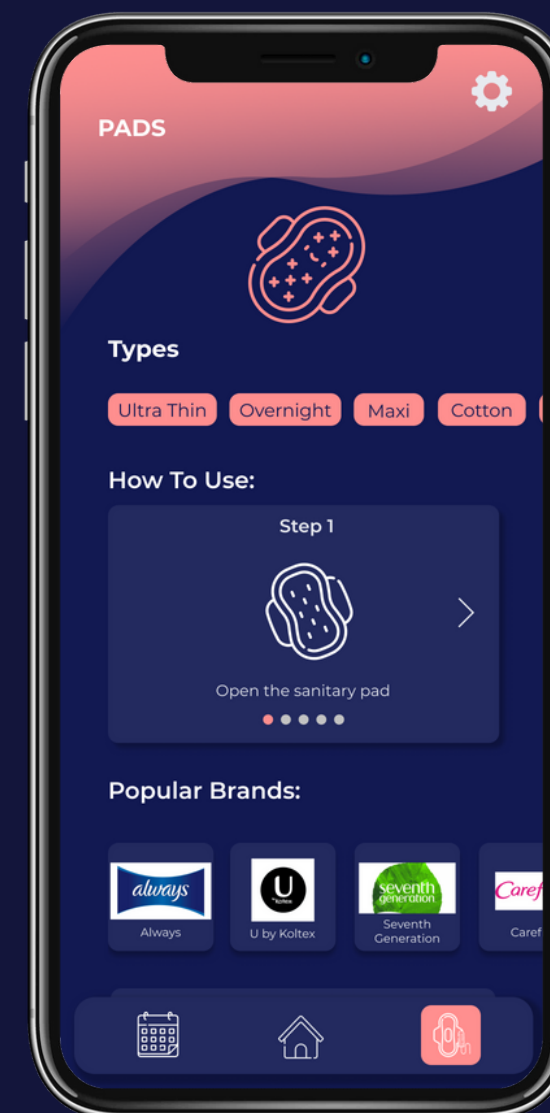
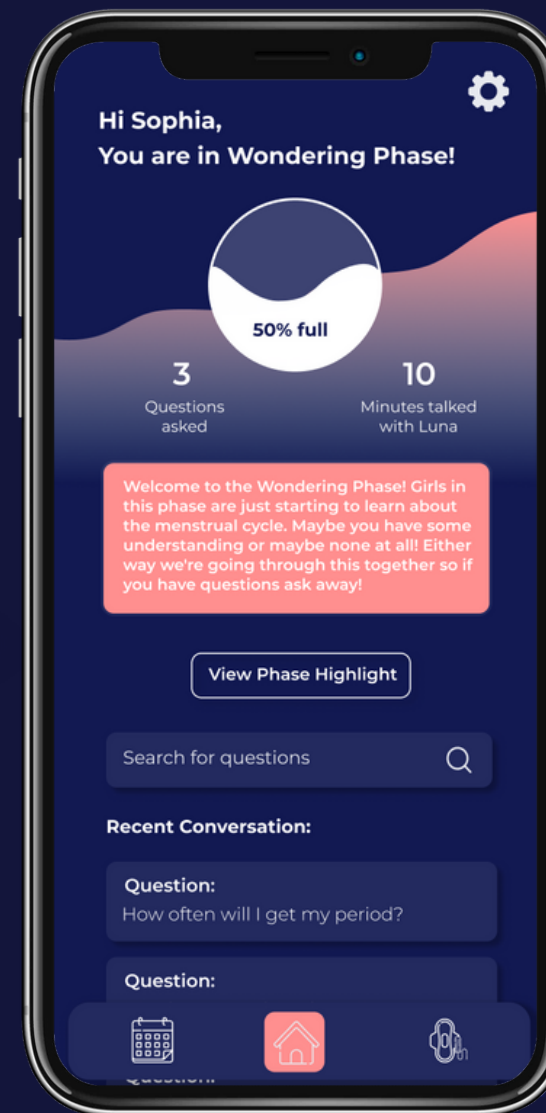
Product

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App

- Concern that period tracker **will not be irregularity friendly**, will be like all other period trackers
- Interfaces **feel a bit flat**

Concept Development:



User Feedback:

Product

- "I like the **modern, sleek, non intrusive**"
- Users felt it was **"comforting and trusting"**
- Issue with the **shape of button**
- Wanted **face in middle**



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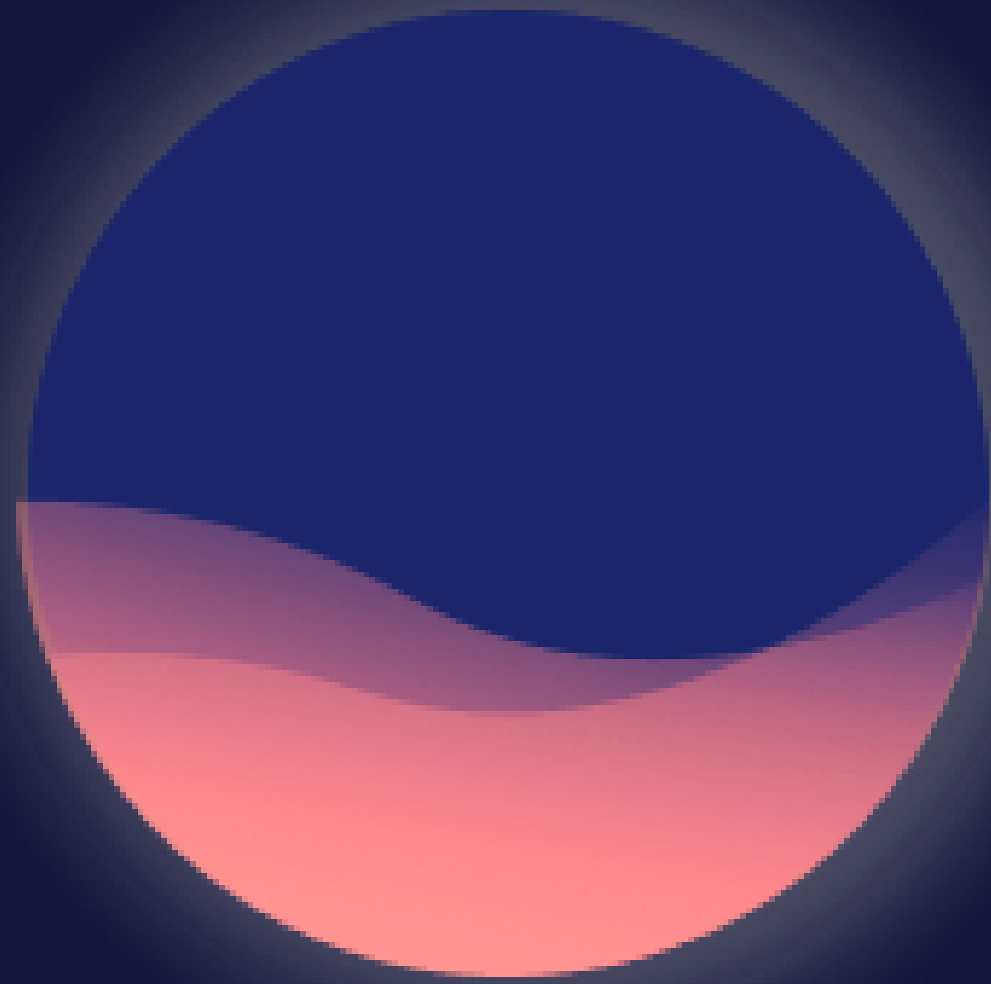
App

- Like how it's **more simplified**
- The interface looks **more interesting**
- Like the **phase highlight and seeing their progress**

03

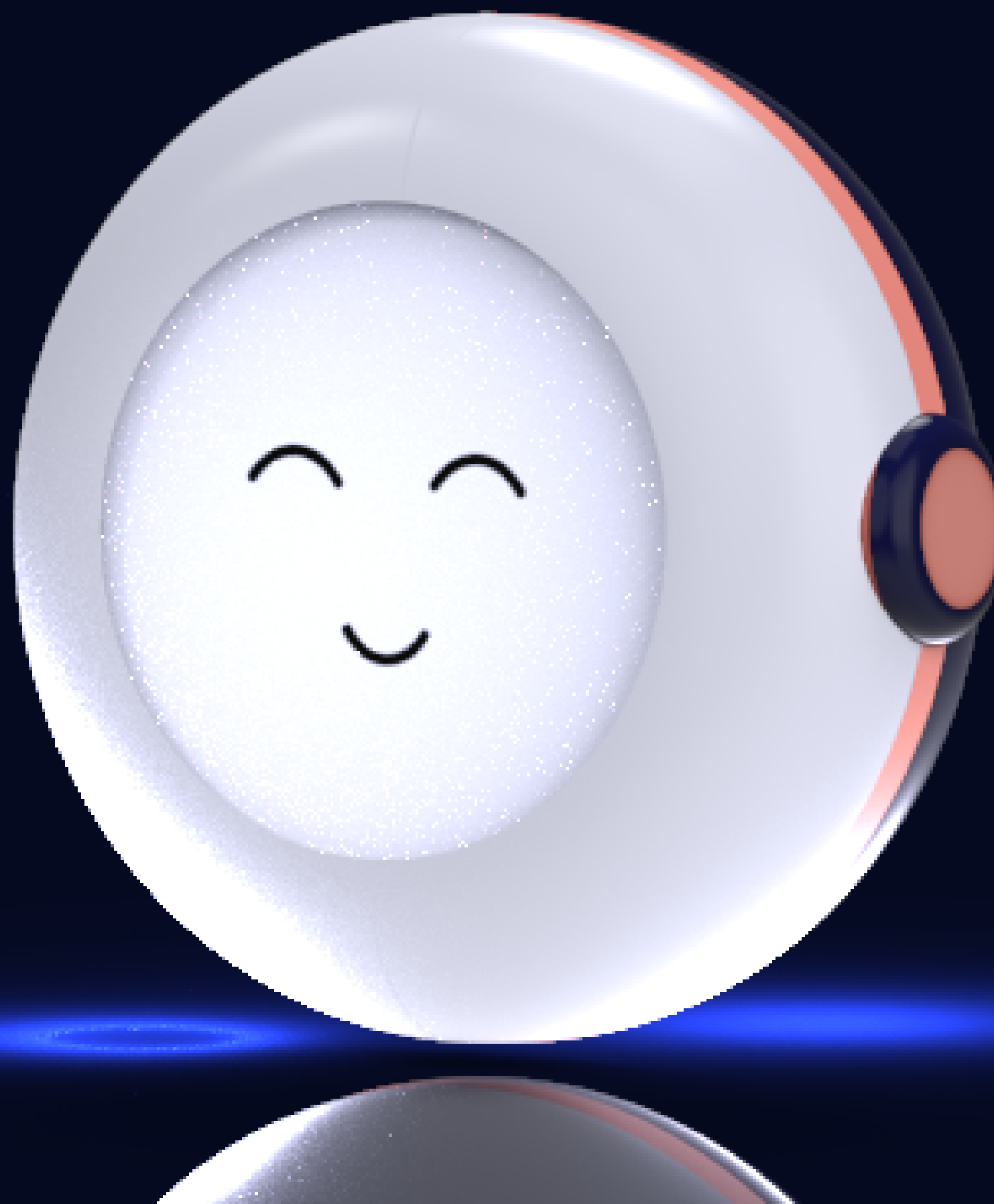
The

Solution




Luna

Hi! I'm Luna.



Luna is...

**A non-biased and non-judgmental
voice guide that walks young girls
through the beginning of the
menstrual cycle.**

A decorative graphic in the bottom right corner consisting of several overlapping, wavy, organic shapes in shades of light pink and peach, set against the dark blue background.

Luna aims to...

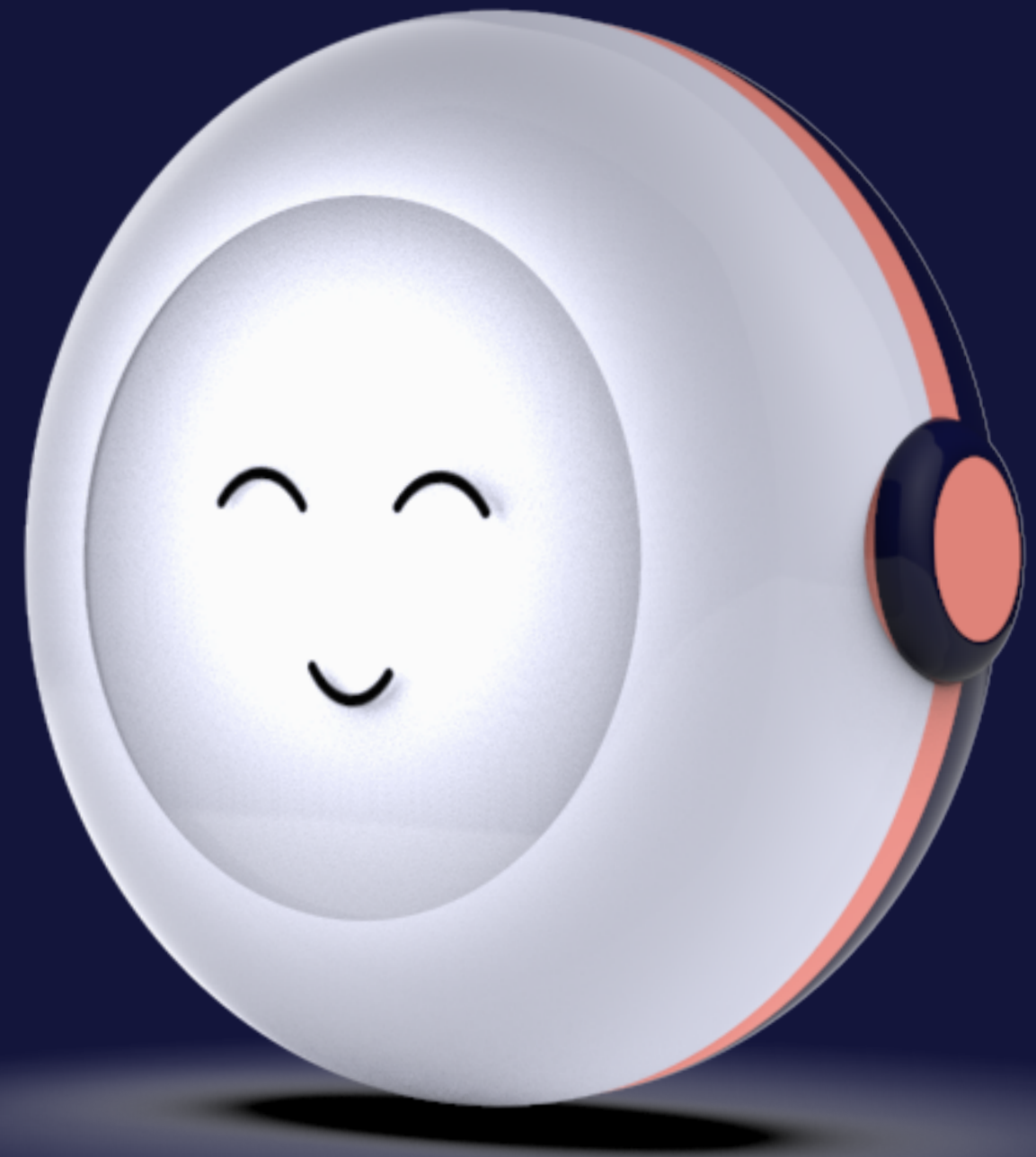
- help **educate**
- create a **calm environment**
- Provide **reassurance and help normalize**

What's
happening

Why it's
happening

How to
handle it

Luna is an Ecosystem...



How it Works...

- 1 Luna learns from questions and conversations with the user
- 2 The more engagement with Luna the more users learn from Luna and the more users progress through "Phases"
- 3 Information inputted into the app syncs with information from Luna

Luna's Phases...

**Wondering
Phase**



**Curiosity
Phase**



**Blooming
Phase**



**Embracing
Phase**



**Glowing
Phase**



Luna's Phases...



Wondering Phase

- New to the menstrual cycle
- Has many questions that need answers

Luna's Phases...



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Curiosity Phase

- Familiar with the menstrual cycle
- Curious and wants to know more

Luna's Phases...



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Blooming Phase

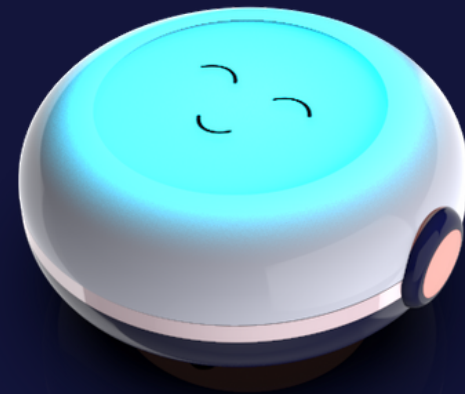
- User gets their period but may still have questions

Luna's Phases...



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Curiosity Phase

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Blooming Phase

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Embracing Phase

- Learning to feel comfortable with their period and the impact it has on daily life

Luna's Phases...



Wondering Phase

- New to the menstrual cycle
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Curiosity Phase

- Familiar with the menstrual cycle
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Blooming Phase

- User gets their period but may still have questions



Embracing Phase

- Learning to feel comfortable with their period and the impact it has on daily life



Glowing Phase

- Confident and well educated on the menstrual cycle
- They're glowing!

04 VOICE AI



Luna

Personality

Gender: Female

Age: 23

Status: Older Sister

Key traits:

Bio:

Luna is the cool older sister that is upbeat, loving, and always down to offer helpful advice for her younger sister. She is a very accepting individual who is intelligent and understanding. She has extensive personal experience with her own menstruation cycle and is an easy person to relate too. She exudes confidence, and is someone who is very easy to talk to and seek advice from. Ultimately she her open and approachable attitude, creates positive, non-chaotic environments for those around her.

Upbeat

Confident

Nonjudgmental

Calming

Freeflowing

Knowledgeable

Open

Accepting

Approachable

Luna Tone:

Extroverted

Warm

Calming

Youthful

Hey!
I'm Luna!

Hey.
I'm Luna.

Luna's Dialogue Topics:

1.

Symptom Identifier

- Types
- Solutions
- Normalization

2.

Menstrual Cycle

- The "why"
- Explanations of processes
 - Ovulation, Menstrual Cycle, Periods, Symptoms

3.

Feminine Products

- How to use
- What types
- Brands
- Where to purchase

4.

"Safe Space"

- Reassurance
- You are not alone

Example Dialouge:

User:

"Luna I'm nervous"

Luna:

"Hey Sofia
whats on your
mind?"

User:

"I am not sure
how to use a
tampon."

Luna:

"Tampons can be
confusing at first, but we
can work through this
together! A tampon
comes in a round device
with a little stick at the
bottom..."

User:

"How often
should I change
a tampon?"

Luna:

"Tampons should
be changed every
4 to 8 hours when
in doubt change it
its better to be
prepared."

05 Luna App

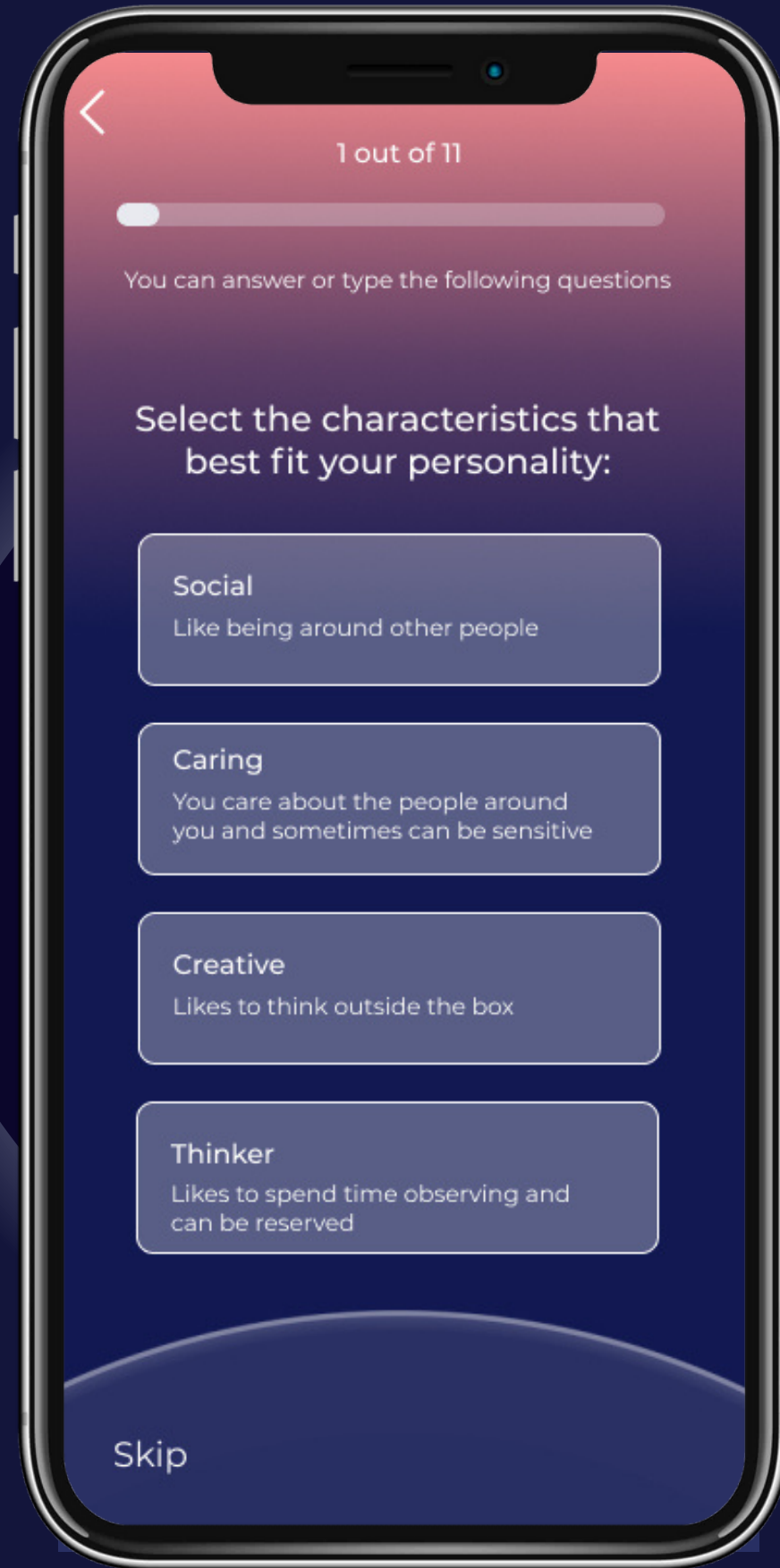


Luna

Sign In

Next

[No account? Create one](#)



1 out of 11



You can answer or type the following questions

Select the characteristics that best fit your personality:

Social

Like being around other people

Caring

You care about the people around you and sometimes can be sensitive

Creative

Likes to think outside the box

Thinker

Likes to spend time observing and can be reserved

Skip



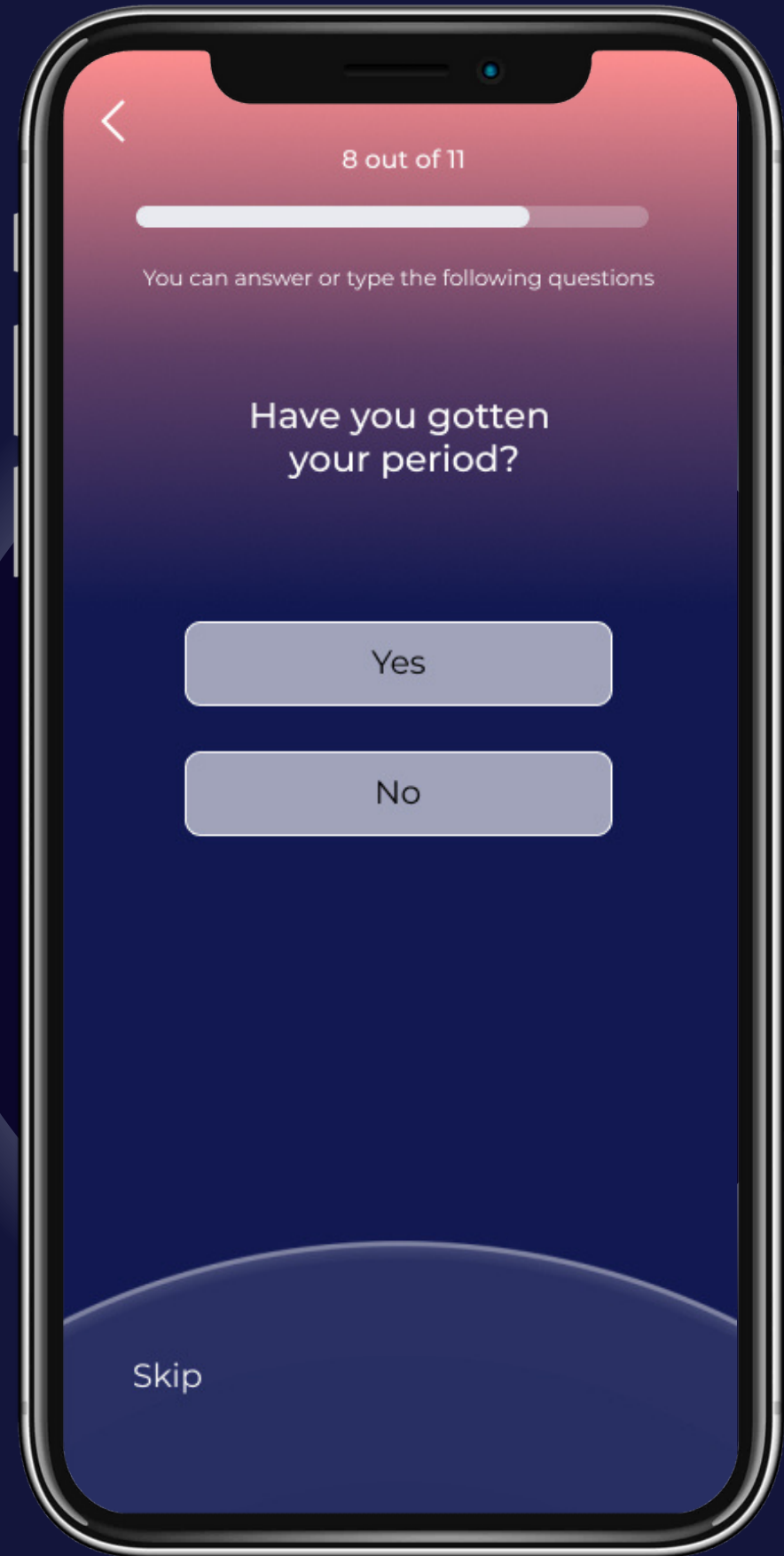
6 out of 11

You can answer or type the following questions

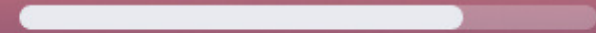
How old are you?

11 years old.

Skip



8 out of 11



You can answer or type the following questions

Have you gotten
your period?

Yes

No

Skip



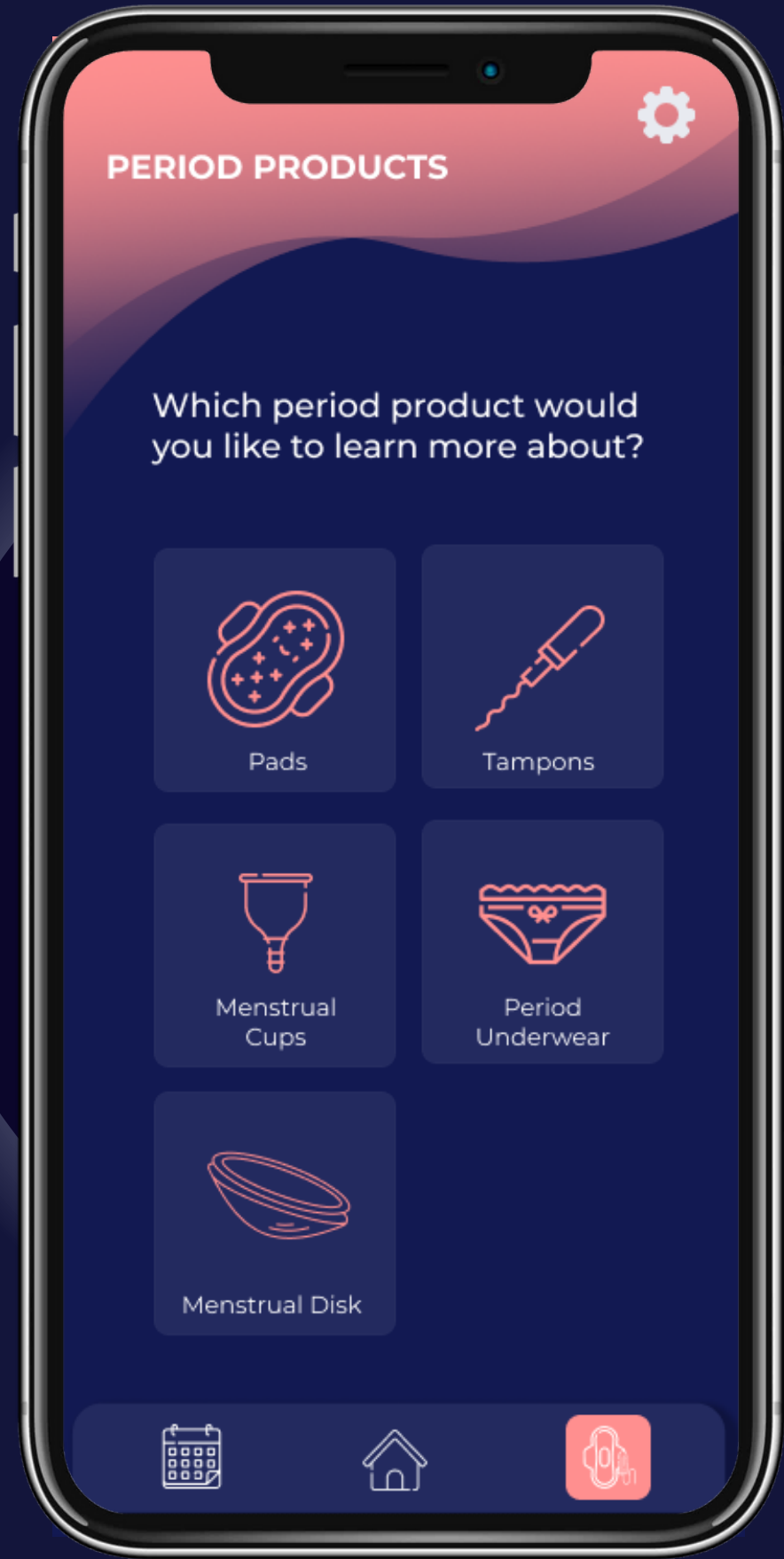
Based on your answer
you are in the...

Curiosity Phase



So you have a basic
understanding of what a
period is yeah? But you
still have some questions,
cue the curiosity!

Lets get started!



PERIOD PRODUCTS



Which period product would you like to learn more about?



Pads



Tampons



Menstrual
Cups

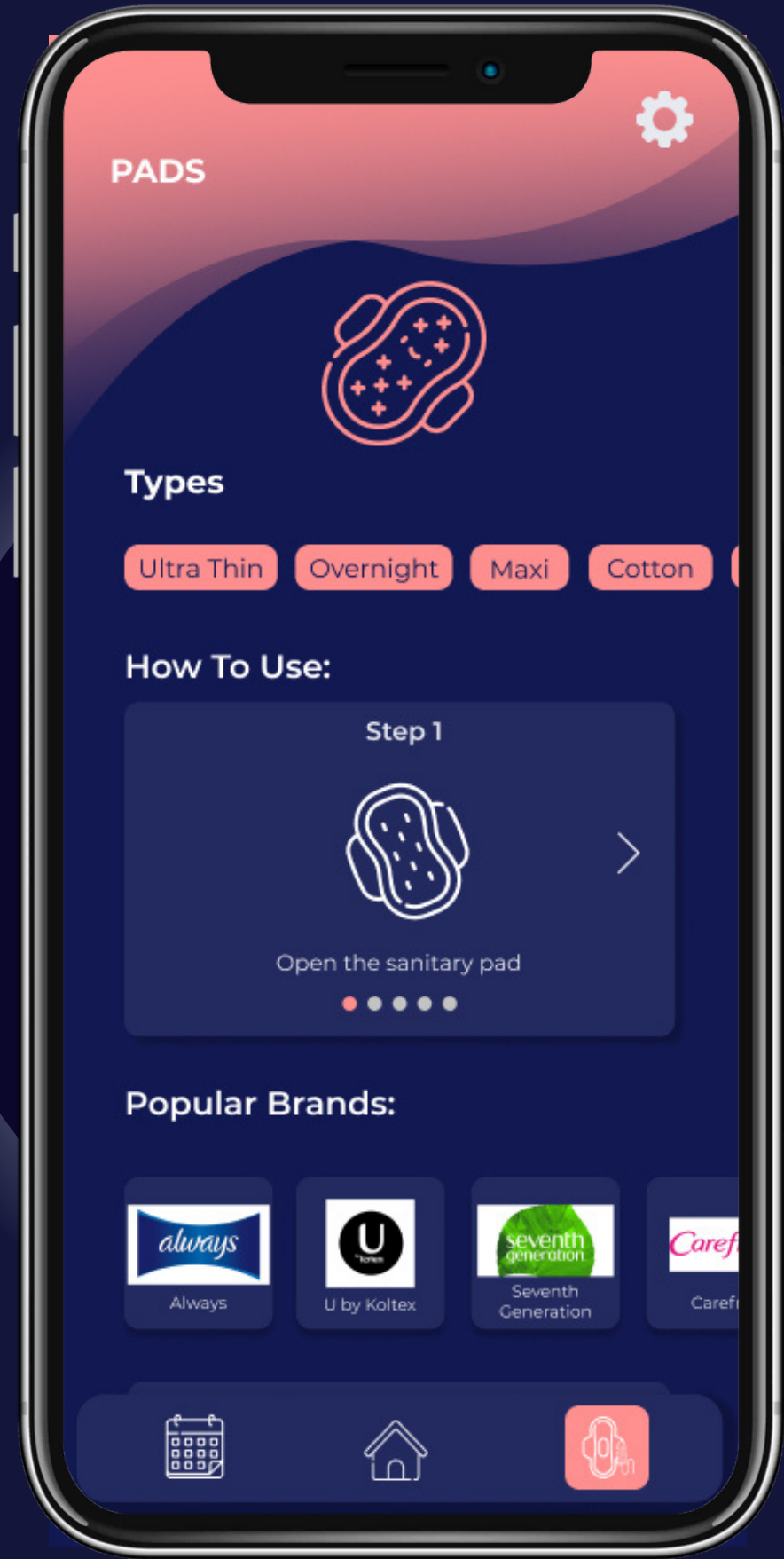


Period
Underwear



Menstrual Disk





PADS



Types

- Ultra Thin
- Overnight
- Maxi
- Cotton

How To Use:

Step 1



Open the sanitary pad



Popular Brands:



Always



U by Koltex



Seventh Generation



Carefree





PERIOD TRACKER



Today

Next cycle in about **8 days**
Do not worry if your period does not come on time.
(That's normal in the first year!)

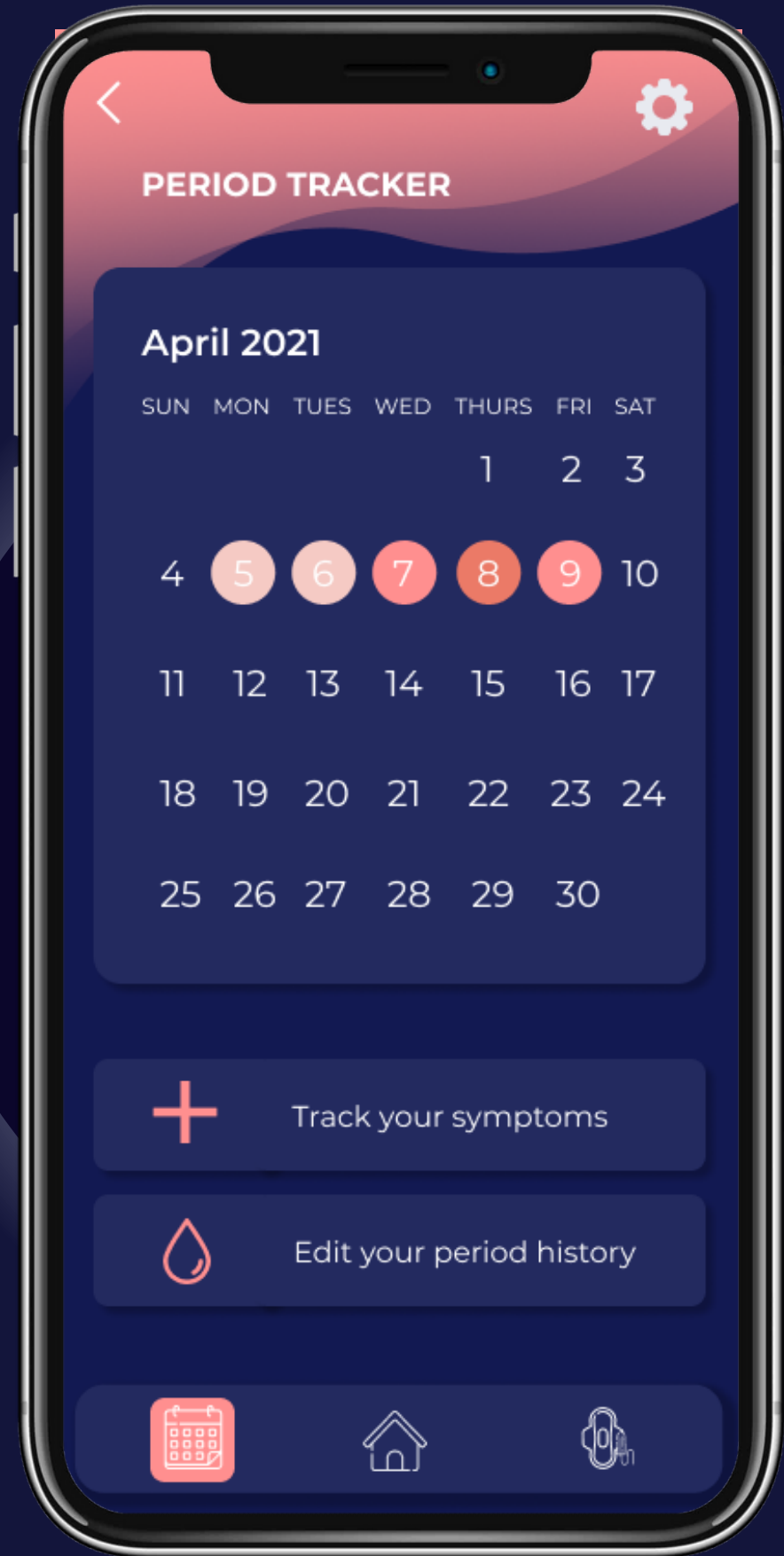
Day
21

8 days ⓘ
avg. length

29 days ⓘ
avg. cycle

View monthly





PERIOD TRACKER

April 2021

SUN MON TUES WED THURS FRI SAT

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



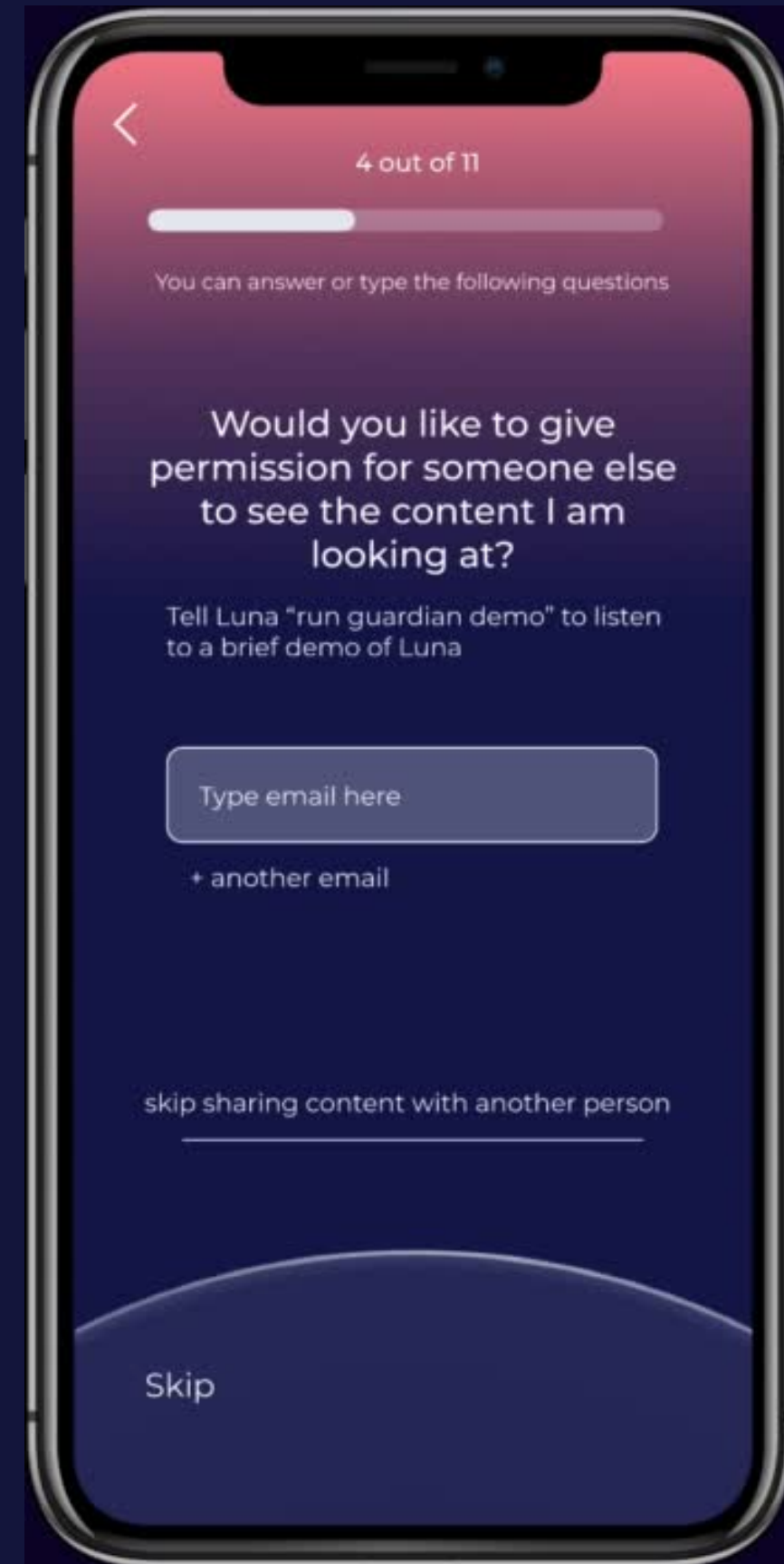
Track your symptoms



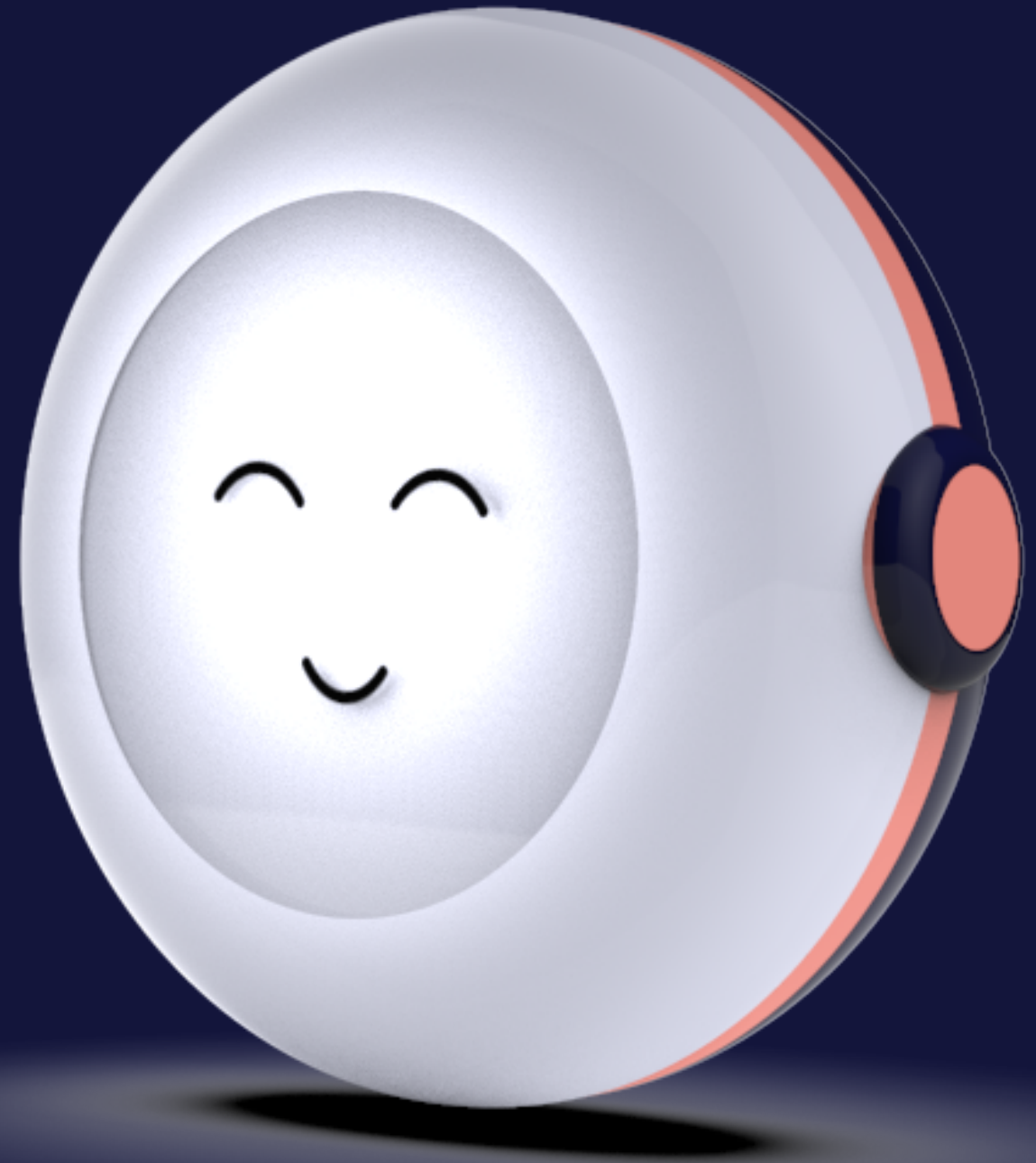
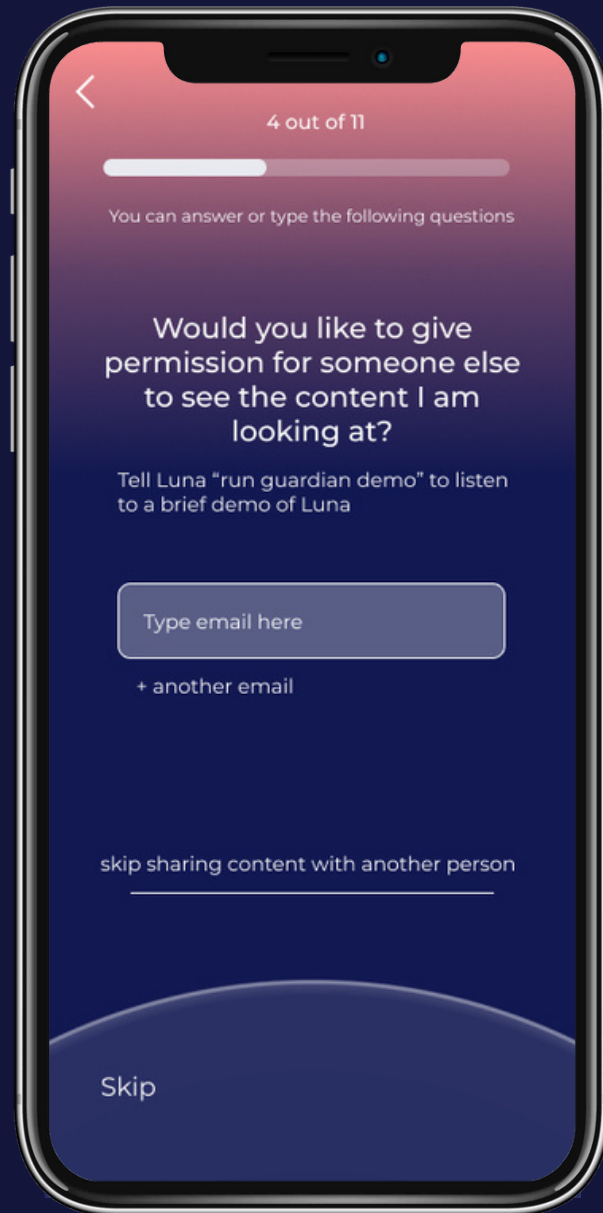
Edit your period history



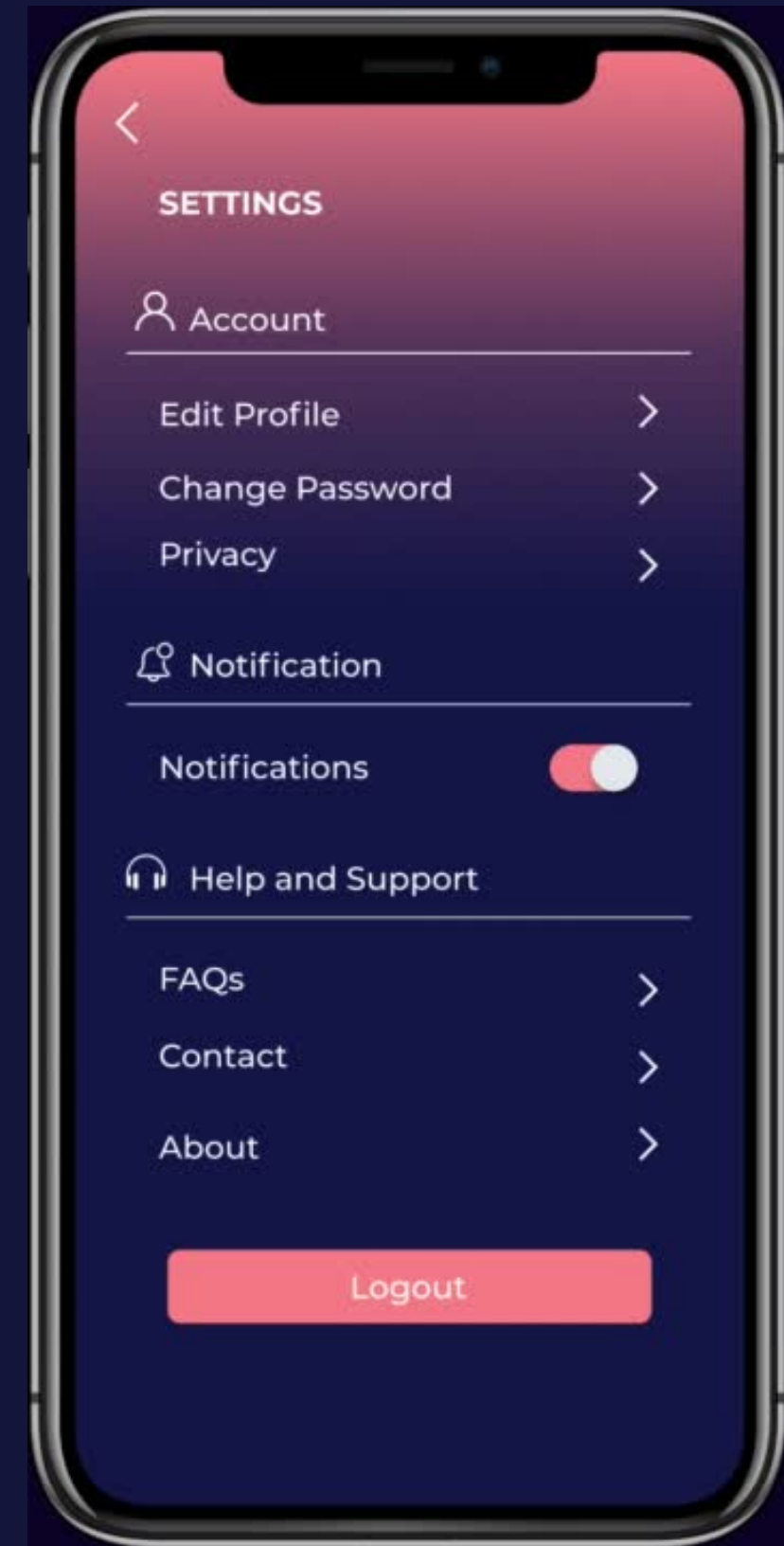
Onboarding: Parental Controls



Guardian Demo:



Privacy Settings:

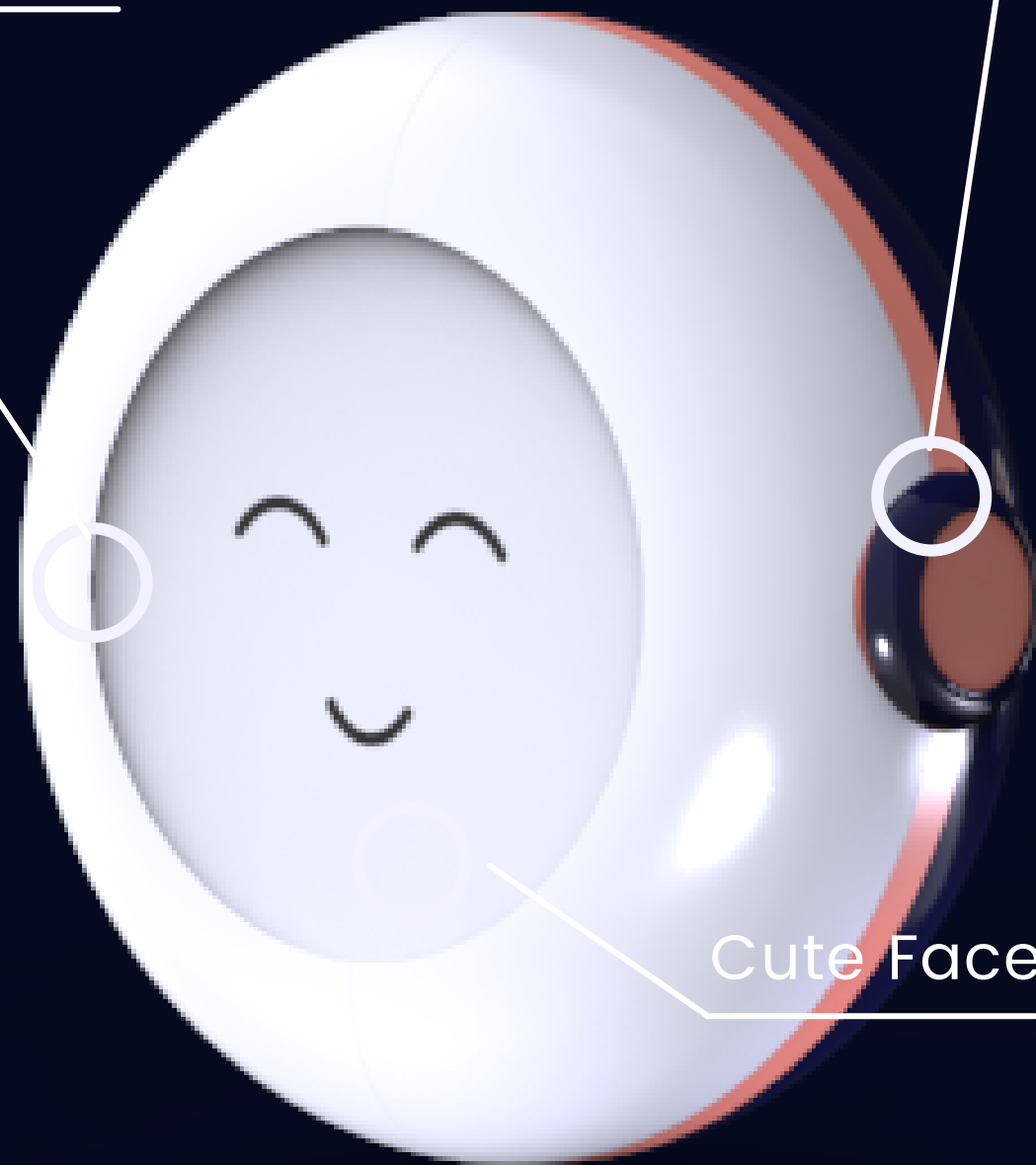


06 Prototypes

Color Changing
Light/Phase Indicator

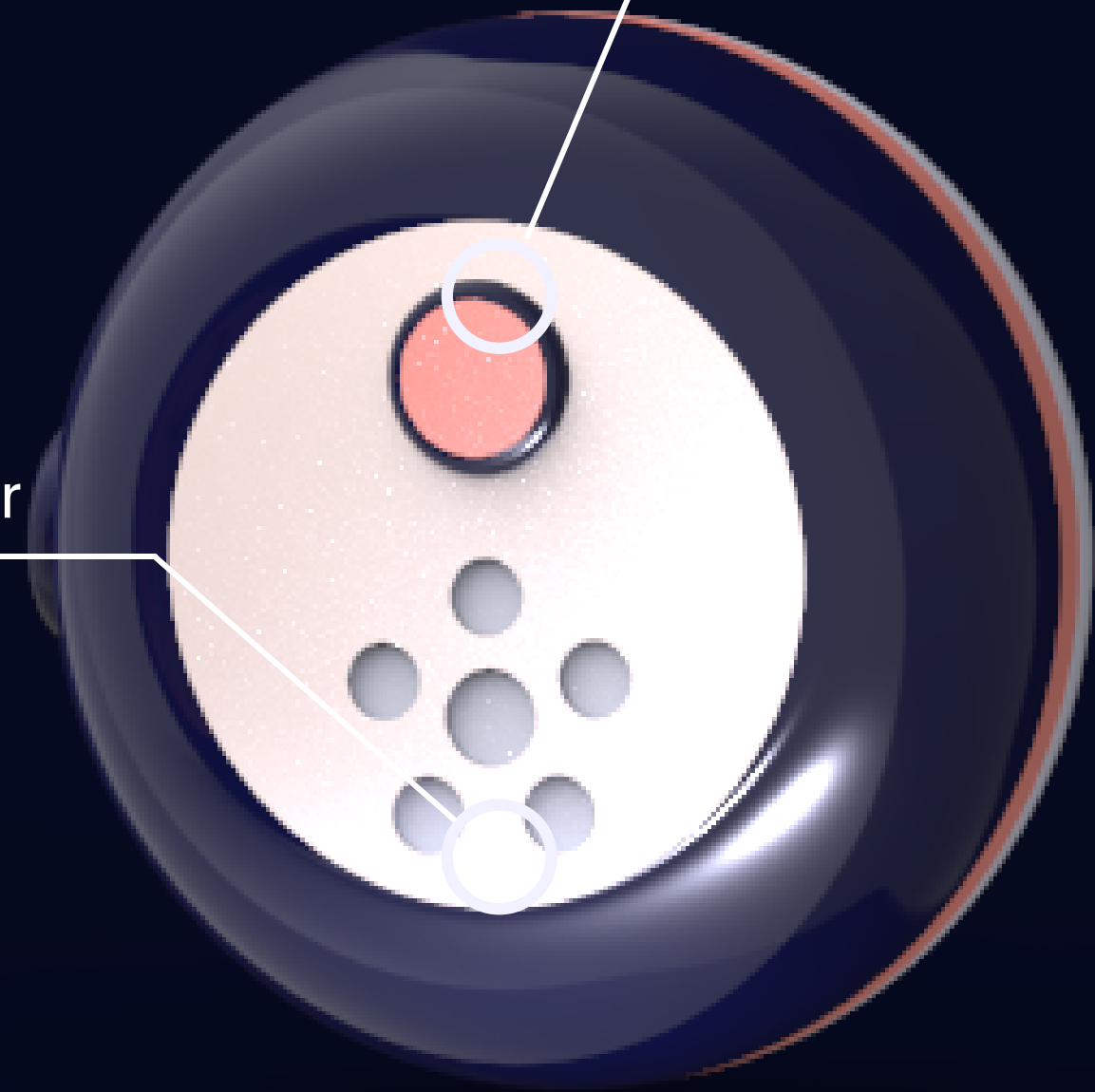
Side Button

Magnetic Connector



Cute Face

Speaker



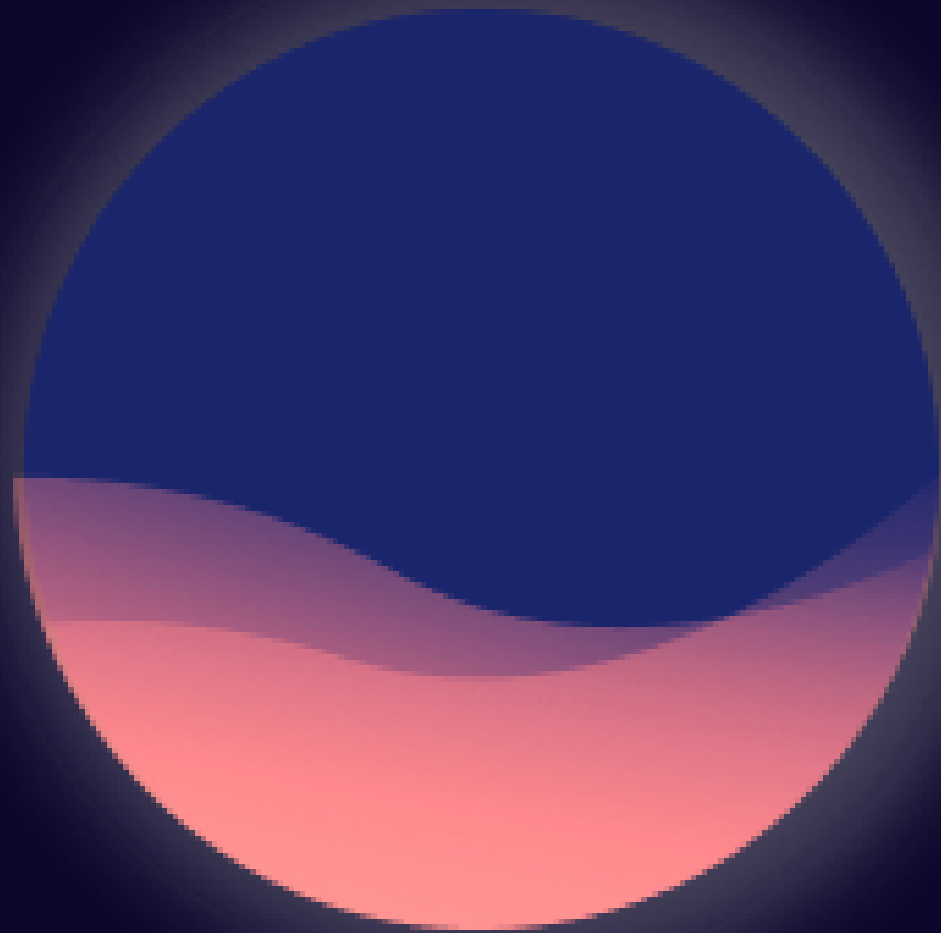






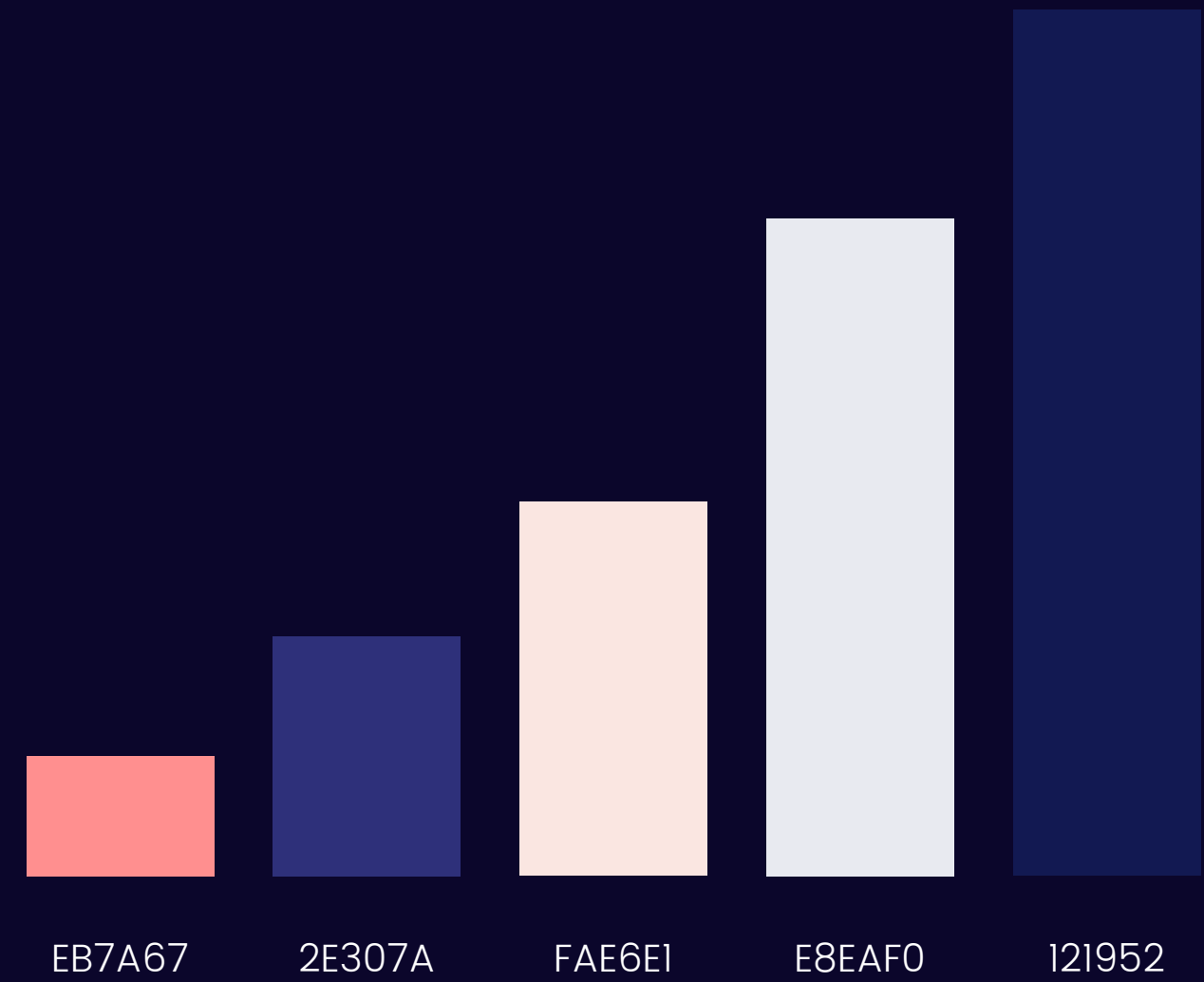
07 Branding

Logo:



Luna

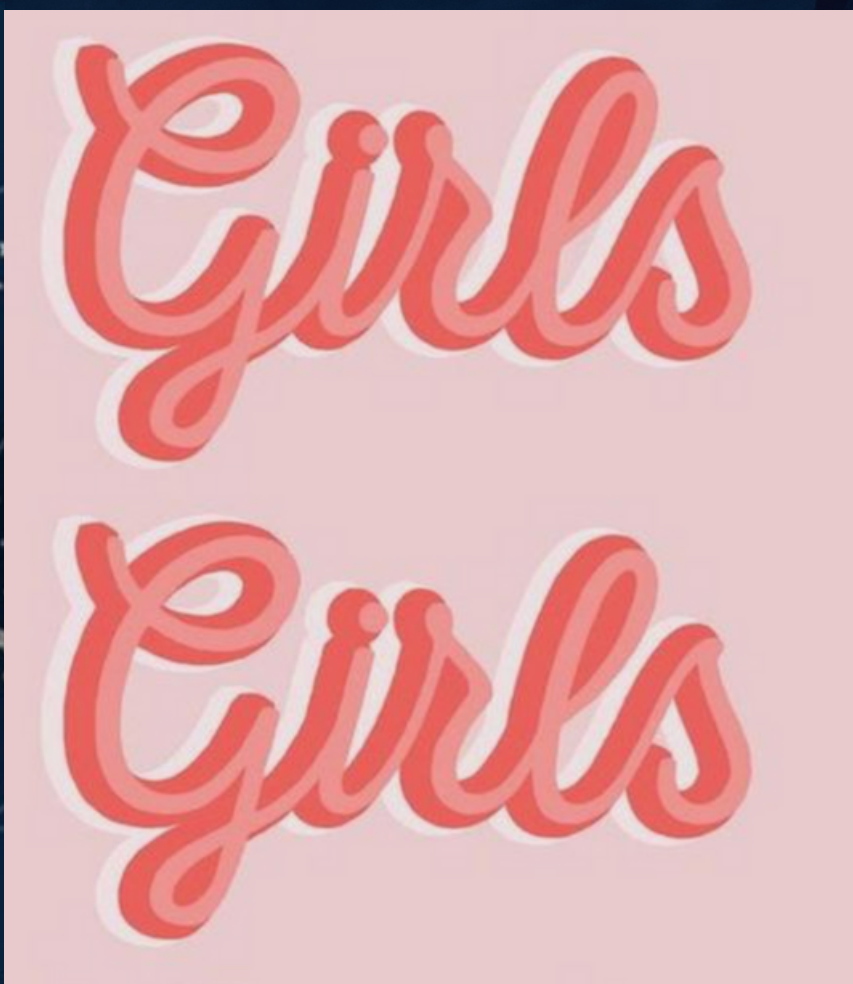
Color Scheme:



App Typeface:

Montserrat

Mood Board:



Wondering





Luna

Experience the Phases with Luna