

# IUDIY

find your contraceptive fit

## problem

The **same treatments** are often offered to menstruators with very **different symptoms, preferences, and needs.**

## solution

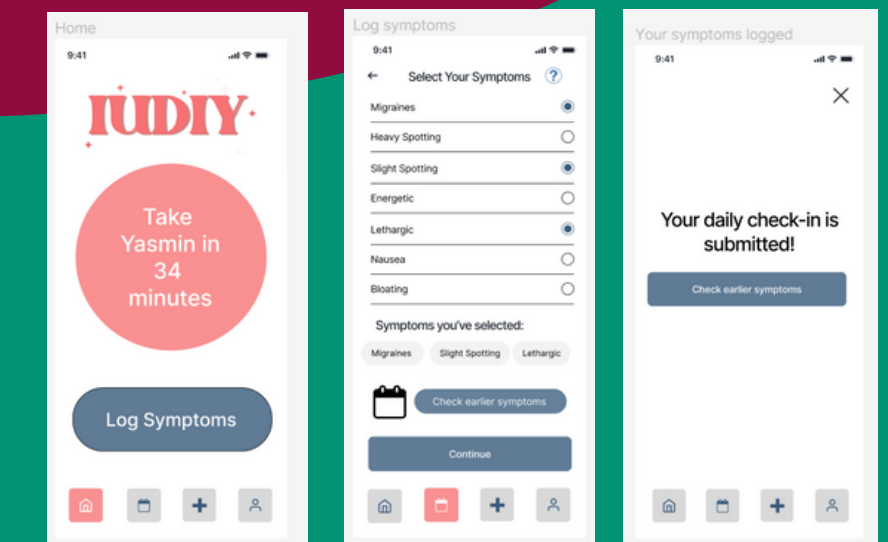
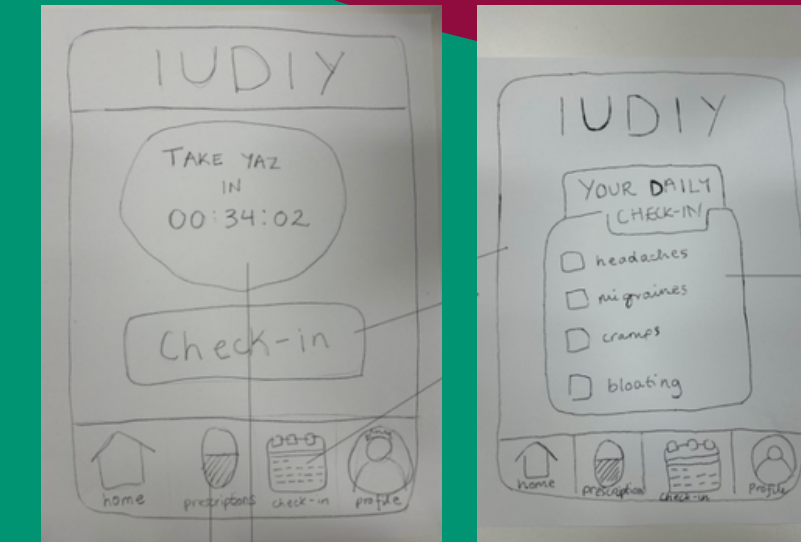
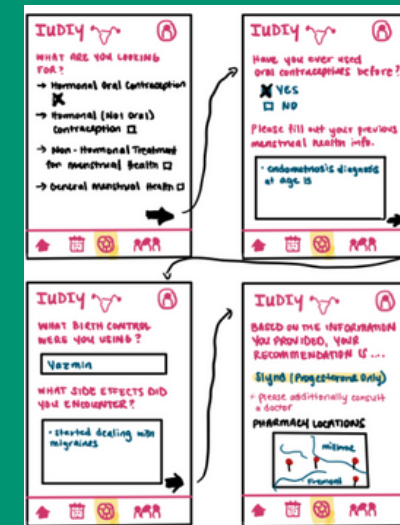
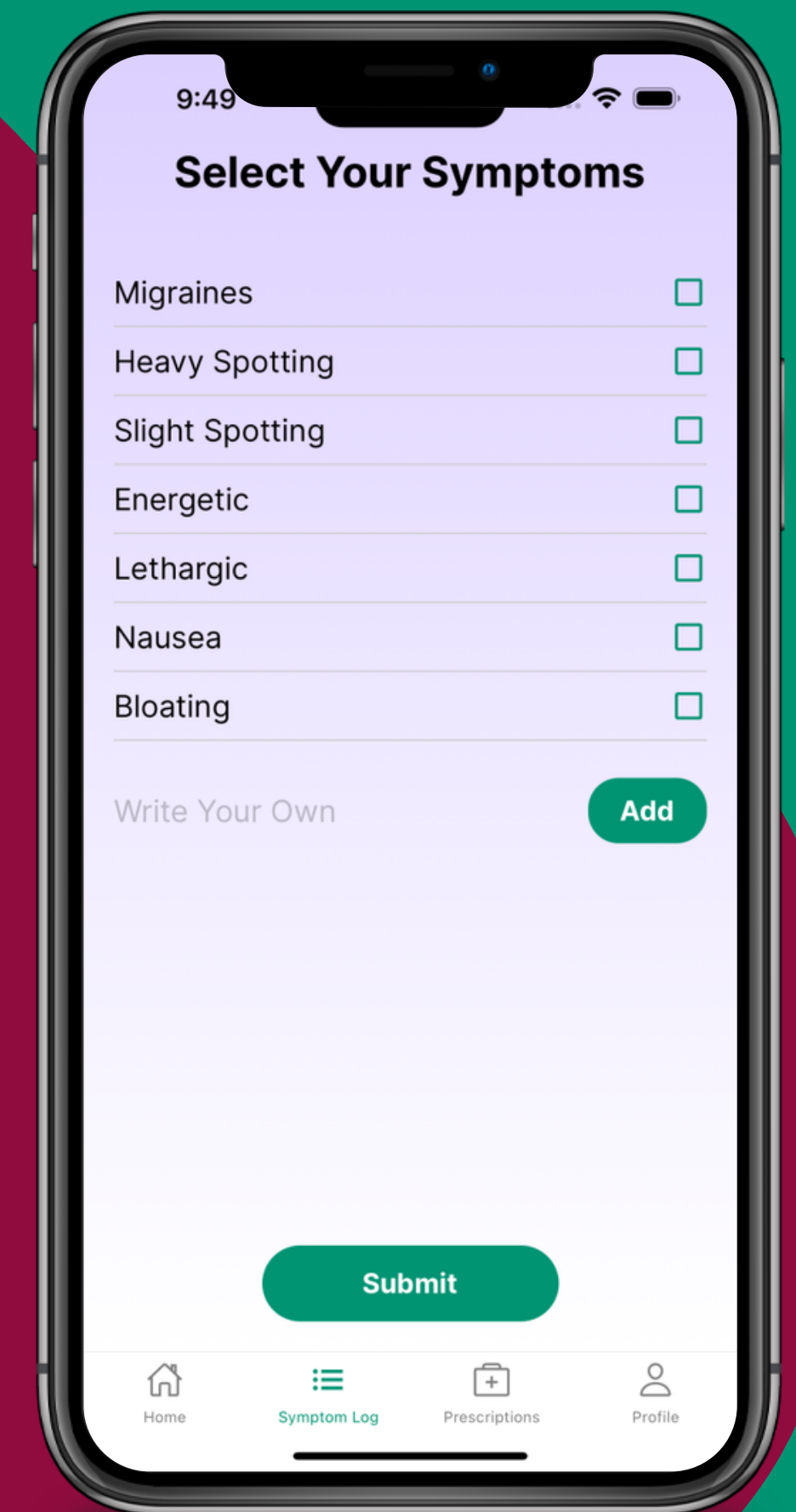
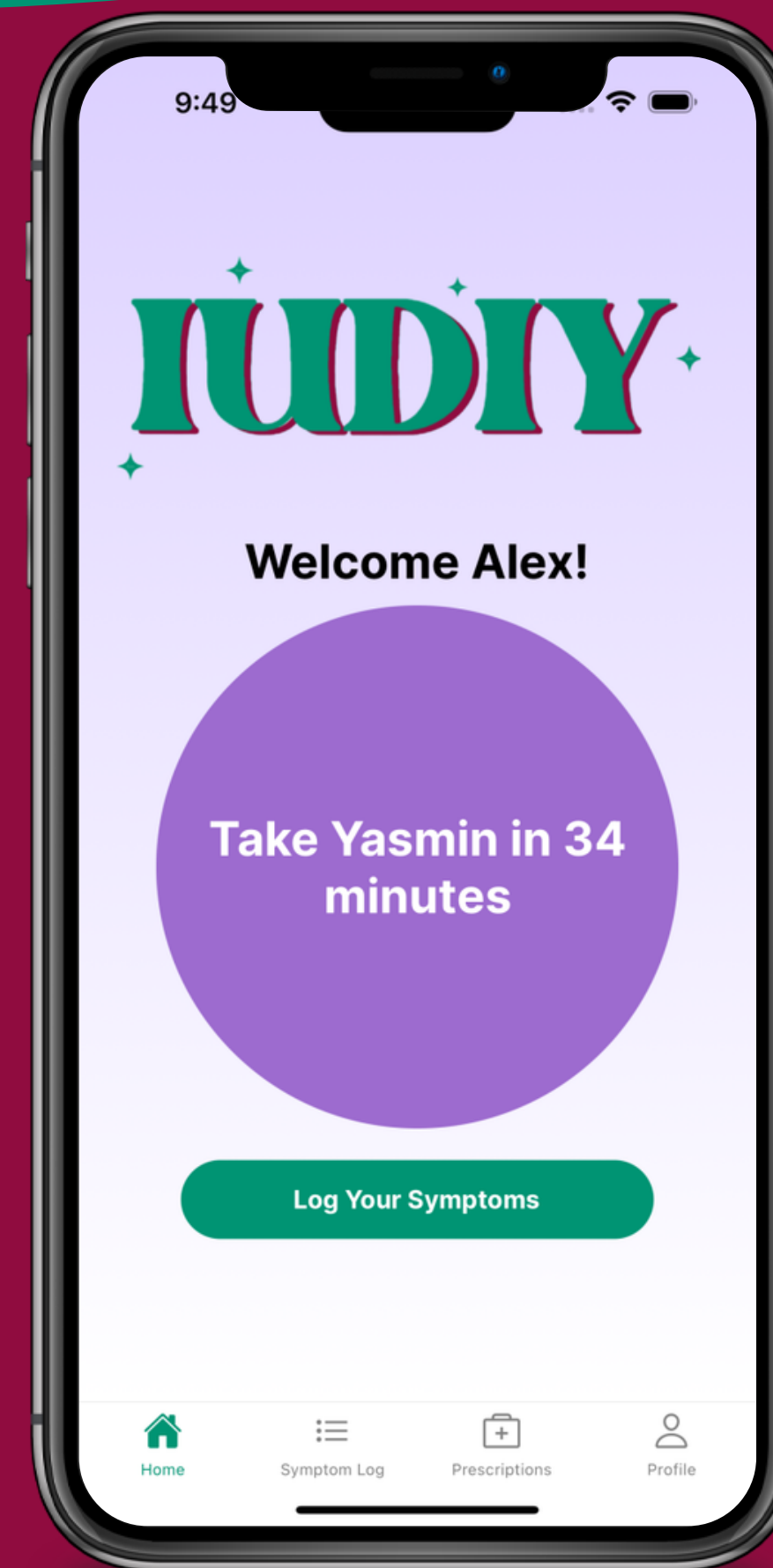
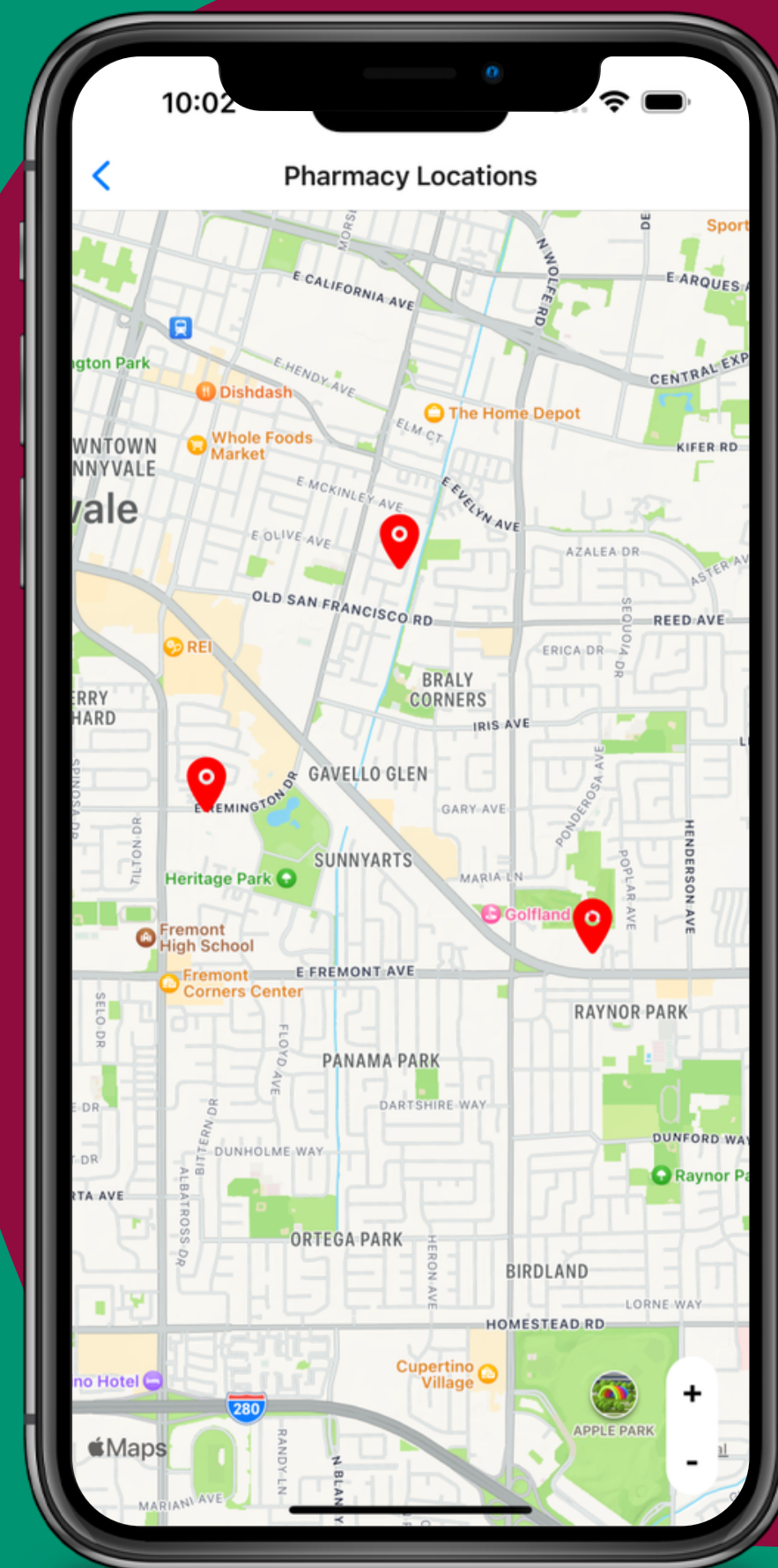
**Understand menstruators** based on their medical history and hormone preferences, and **find the contraceptive method** that is best for them.

find the right contraception

empower gyno conversations

minimize side effects

## design process



empathy-mapping

ideating

low-fi

medium-fi