
CS147

Assignment 4

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The Team



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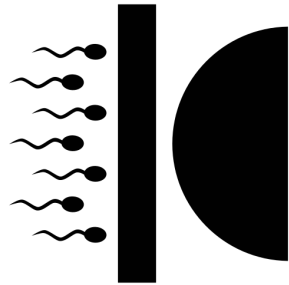
Introducing IUDIY

- **IUDIY = DIY + Contraception Method**

The name captures our mission of engineering personalized contraception.

- **Value Proposition**

Find contraception that is right for you, and minimize the side effects of contraception.



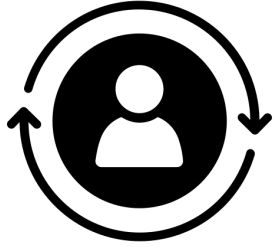
Problem Overview

Primary User

Menstruators who are seeking to better understand their period symptoms and treatment options.

Problem Tackling

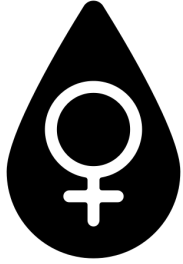
The same treatments are often offered to menstruators with very different symptoms, preferences, and needs → menstruators need to be their own period expert and advocate.



Proposed Solution

1. User fills out a *previous medical history* questionnaire and medication *preferences* form.
 2. User gets a first prescription of contraception, based on an algorithm.
 3. User continuously tracks their symptoms to identify symptoms/side-effects and change the prescription as needed.
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Market Research



Similar product 1

Agyn

- *'The Birth Control Test'*: (requires taking a blood sample)
 - a. DNA and hormone analysis
 - b. Clinically accurate, medically actionable results
 - c. Personalized birth control recommendations
 - d. Access to nearly 200 highly effective birth control options
 - e. Contraceptive counseling visit (video-based)
 - f. At-home collection materials
 - Cost: \$369
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Product Review 1

What's Has/Has Not Worked?

Extremely expensive and insurance is not accepted.

Only accessible in the USA, excluding NY, and NJ.

Allows biology to dictate medication.

Uniqueness of Our Solution:

Our concept has no geographic boundaries.

Implications of Our Solution:

Greater inclusivity of women irrespective of location.



Similar product 2

Ro

- *'Modern Fertility Birth Control'*:
 - a. Connect with a provider to find out which prescription birth control pill is right for you.
 - b. No consultation free and no insurance required.
 - c. Ongoing care, plus virtual recommendation to pair with a pill that meets your preferences.
 - Cost: \$19 per month.
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Product Review 2

What's Has/Has Not Worked?

Only considers pills, excludes IUDs, patches etc.

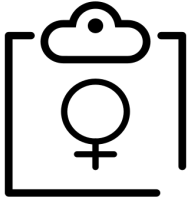
Includes Emergency Contraception with first shipment.

Uniqueness of Our Solution:

We consider other methods of contraception such as IUDs.

Implications of Our Solution:

Greater contraceptive fit as we consider more options.



Similar product 3

Alpha

- *'Alpha for Birth Control':*
 1. Describe your symptoms online
 2. Connect with a Medical Provider
 3. Get Whole- Person Care
 - Birth control options start @ \$15 a month and you are able to choose your preferred pharmacy.
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Product Review 3

What's Has/Has Not Worked?

Provides a diversity of options for contraception.

Cost is a large factor in determining what prescription is offered.

Uniqueness of Our Solution:

All our medications will be at the same price.

Implications of Our Solution:

Allow for the right birth control without replacing care providers.



Similar product 4

Nurx

- *'Get Birth Control Online with Free Delivery':*
 - Answer a few health questions on online intake form and get a medical consult
 - Receive a birth control recommendation
 - Online pharmacy fills the prescription and delivers a 3 month supply
 - **Cost:** \$25 medical consult + birth control price as per insurance (often free)
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Product Review 4

What's Has/Has Not Worked?

Medical consult is helpful but not super comprehensive

Pricing is very reasonable, very accessible birth control

Delivery is convenient

Uniqueness of Our Solution:

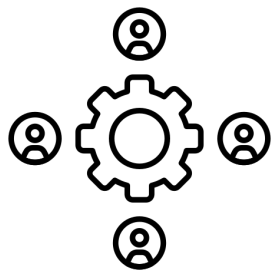
More comprehensive medical screen + additional symptom tracker

Implications of Our Solution:

Really hone in on the perfect birth control solution for patients

based on a really comprehensive screening

Values in Design



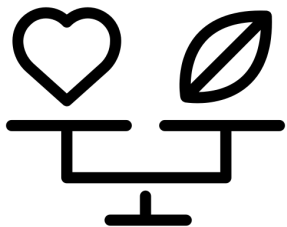
Stakeholders

Direct

- Pharmacists
- Healthcare Providers
- Menstruators

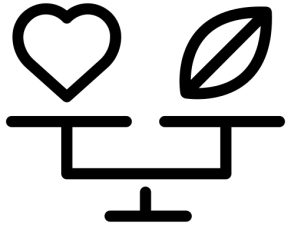
Indirect

- Insurance Companies
 - Medical Clinics
 - Algorithm Developer
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Ethical Implications

- ***Recommending treatment options as non-medical experts.***
 - We seek to enhance the patient-doctor relation, not replace it.
 - Our advice is not a diagnosis or prescription, but a question to ask the doctor.
 - There are patients whose cases are so complex that it can act as a starting point for a patient-doctor conversation rather than replace it fully.
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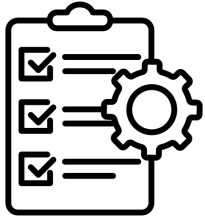


Ethical Implications

- ***Care = a function of cost.***
 - Access becomes a function of whether you can afford the prescription that is best for you.
 - Some insurance plans only cover certain brands of pills or generic versions.
 - Certain demographics will be excluded as paying for prescription becomes a barrier to choosing the correct version for you.
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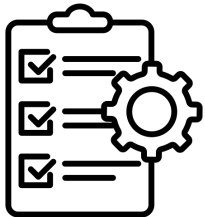
Tasks



Task 1

Simple

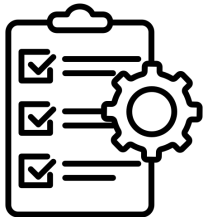
Users recording their
menstrual health
symptoms
daily/regularly on and
off their period



Task 2

Moderate

Users providing their
health
background/family
health history plus
preferences



Task 3

Complex

Users find their perfect
contraception
prescription with
minimal side effects
based on their history
and preferences.

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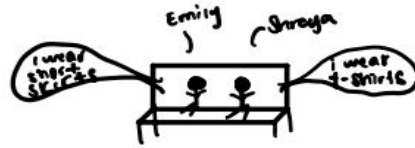
Video

SCENE 1



SCENE 2

taylor swift lyrics



SCENE 3

taylor swift lyrics

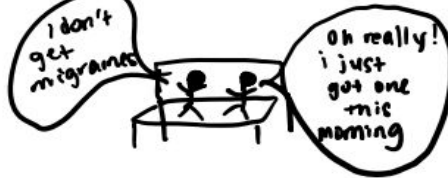


SCENE 4

*transition to period talk



SCENE 5



SCENE 6

point out birth control in the same



Why are we both on Yaz for birth control?

SCENE 7



But I'm using this app to get new birth control recommendations

SCENE 8



SCENE 9





Appendix

YouTube link for video

- <https://youtu.be/Orh9Ayh46yl>

