“The most common reason participants cited for discontinuing or switching methods of contraception was side effects (48.3%, 70/145)”

The Team

Shreya S.

User Researcher and Mobile Developer

Allie C.

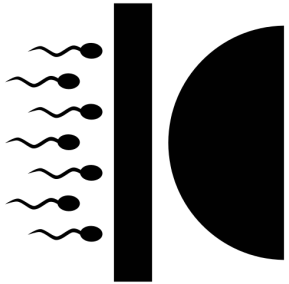
User Researcher and Mobile Developer

Emily B.

User Researcher and UX Designer

Eric M.

User Researcher and Mobile/Web Developer



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.

Solution Overview

***Preferences & Medical History* Questionnaire**

Understand a user based on their medical history and hormone preferences.

Select right contraception choice

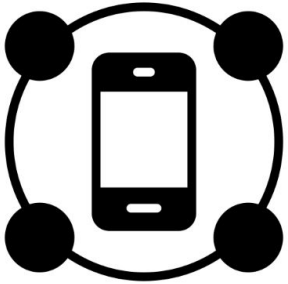
Find the **best contraception** for each woman.

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

Values in Design

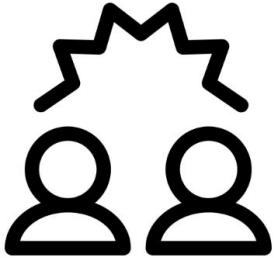
Values Encoded

- Medical Reliability: Provide individuals with effective and safe choices for family planning.
- Accessibility: Access to contraception should be available to all regardless of background, location or socioeconomic status.
- Privacy: Individuals should have the freedom to make their family planning decisions without judgement.
- Personalization: Contraceptive solutions should be tailored to meet each person's needs, preferences, and medical preferences.



Value Expression Through Design

- Medical Reliability: The check-in process ensures iterative approach to contraception to minimize side-effects.
- Accessibility through Location: Location-based services help users find nearby pharmacies to get contraceptives.
- Data Encryption: To ensure privacy protection, data minimization and encryption should be utilized.
- Personalized Contraception: After filling in your profile, every individual produces a contraceptive choice.



Value Tensions

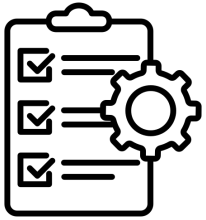
- *Privacy vs. Personalization*

  Minimize data collection, but also have enough data for perfect contraceptive fit.

- *Accessibility vs Personalization*

  Want to find the best contraceptive fit, but a less common contraceptive might not be accessible in all geographies.

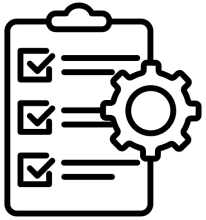
Tasks



Task 1

Simple

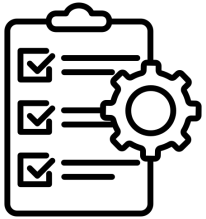
Please log your symptoms.



Task 2

Moderate

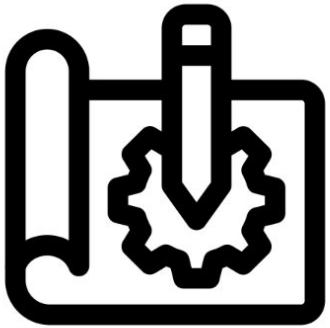
Find a pharmacy that carries your current prescription.



Task 3

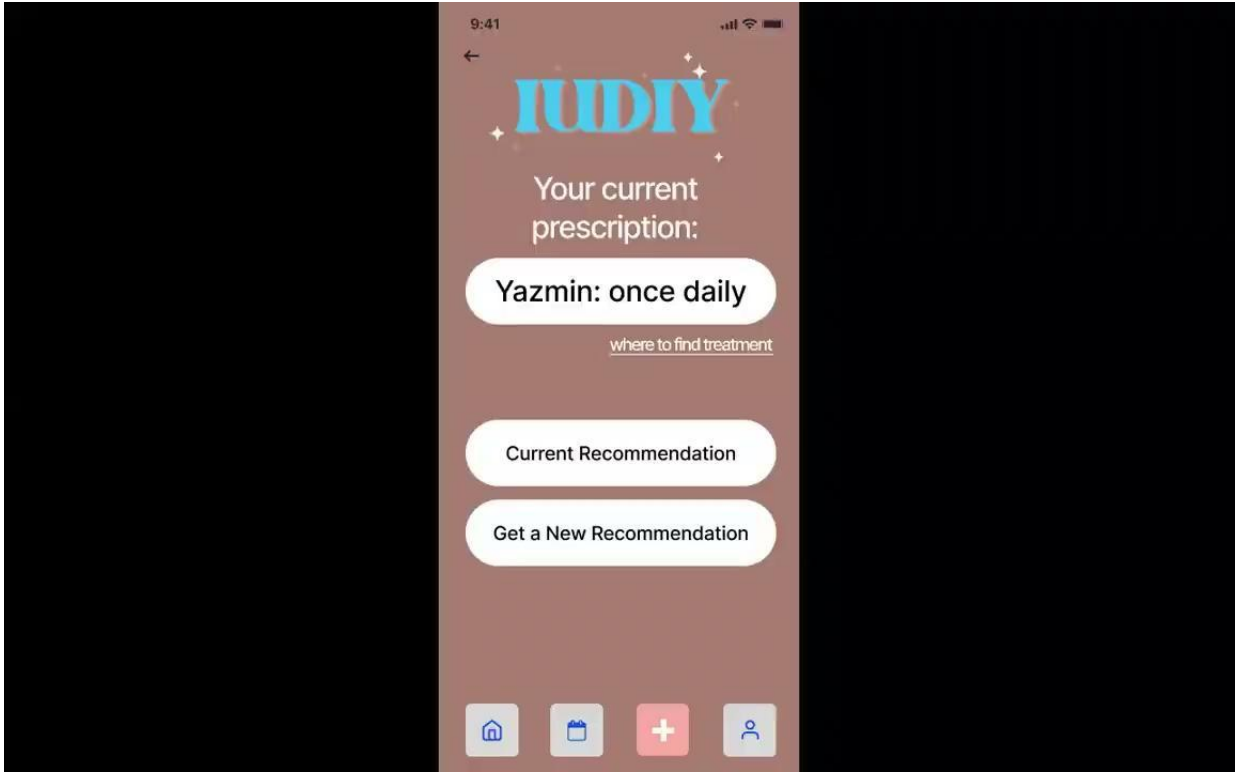
Complex

Change your current contraceptive recommendation.



Changes From the Lo-Fi Prototype

- The button to log symptoms is no longer called ‘check-in’ and is now ‘log symptoms’
- Words on the ‘prescriptions’ page are less wordy and more direct
- We specified that the location pins need to be clicked on the ‘find your pharmacy/treatment’ map
- Added back and submit buttons on all the pages
- Changed the size of buttons to emphasize importance


9:41
IUDIY
Your current prescription:
Yazmin: once daily
where to find treatment
Current Recommendation
Get a New Recommendation

Usability Goals & Key Measurements

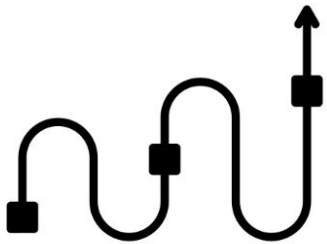
Usability Goals & Key Measurements

Key Measurements

- # of Clicks: Measure of intuitiveness and ease.
- # of Errors: Measure of user-friendliness.

Usability Goals

- *Complex* - clicks =< 4
- *Moderate* - clicks =< 3
- *Simple* - clicks =< 2



Progress towards Goals

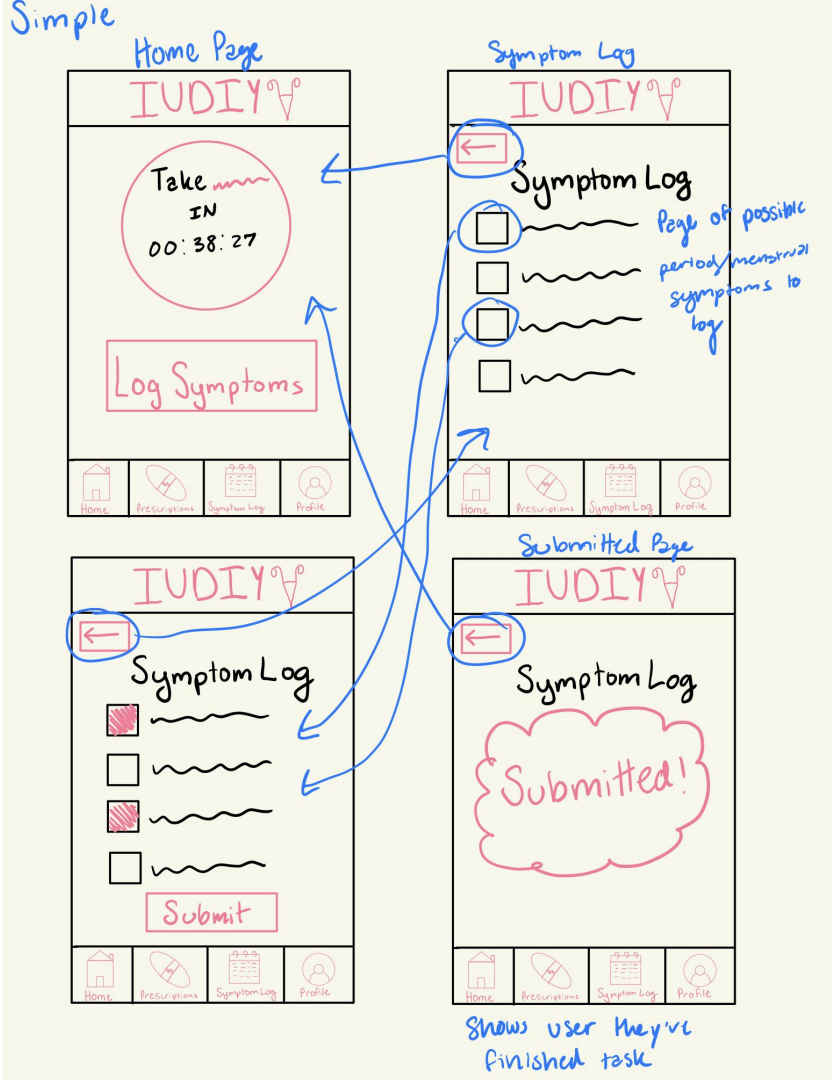
- Hitting Usability Goals

Task Flow	# Clicks
Simple	2
Moderate	3
Complex	3

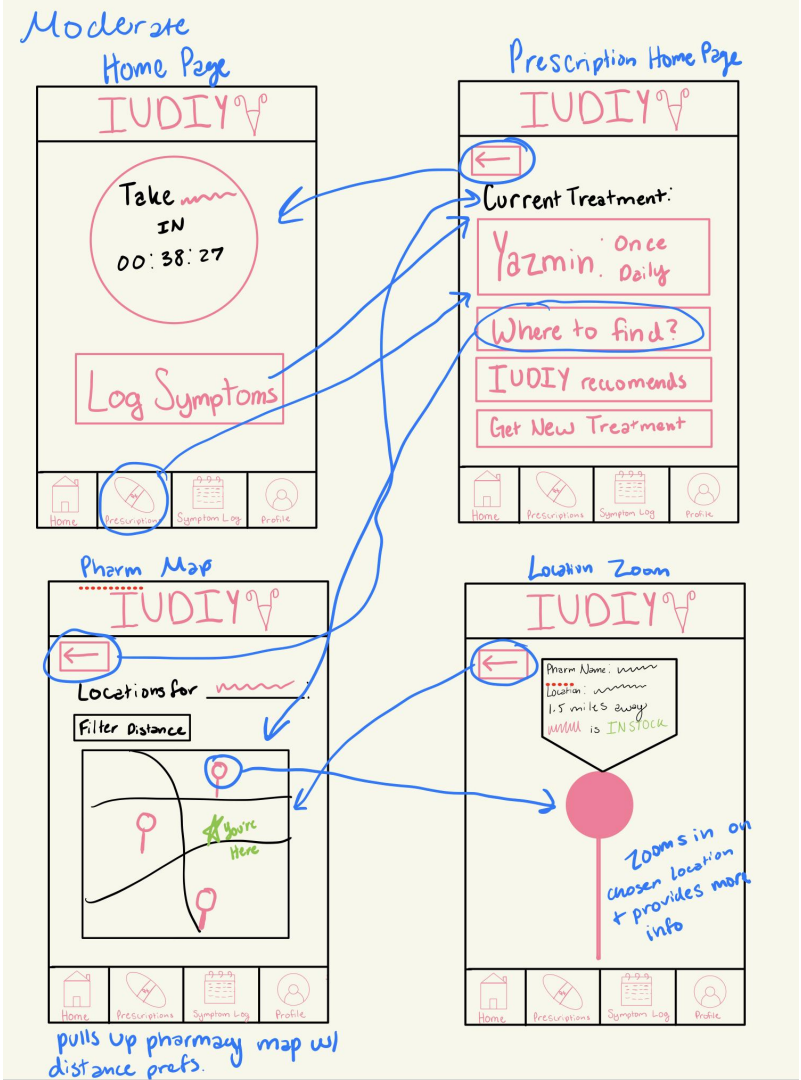
- All task flows meet usability goals.

Revised Interface Sketches

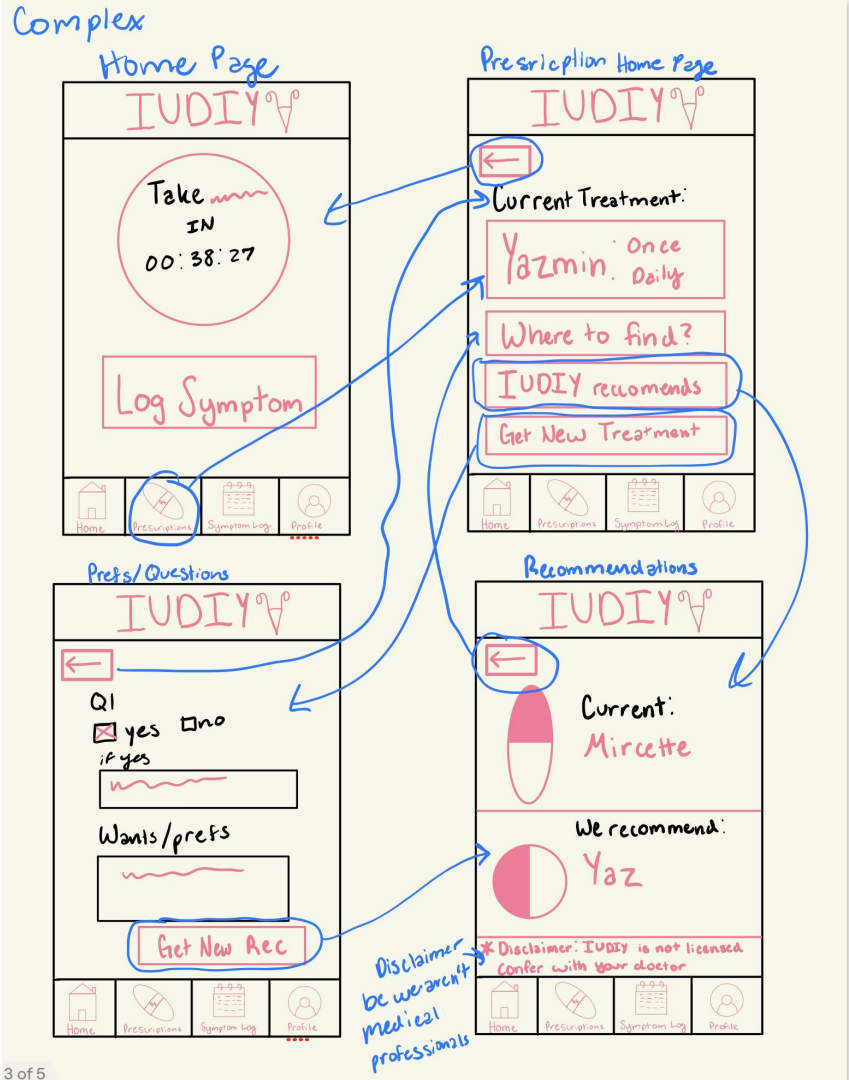
Updated Simple Task Sketch



Updated Moderate Task Sketch



Updated Complex Task Sketch



Major Interface Changes

- **Addition of Back Buttons:** It is now possible to navigate from home to every page and back.
- **Movement of Complex Task to Within Prescriptions:** The complex task of changing prescription used to be housed in the profile section, but now it makes more sense for the prescription tab.
- **Switch “Check-In” to “Log Symptoms”:** The check-in terminology was hard to understand so we have switched to “log symptoms”.

Changes v. Usability Goals

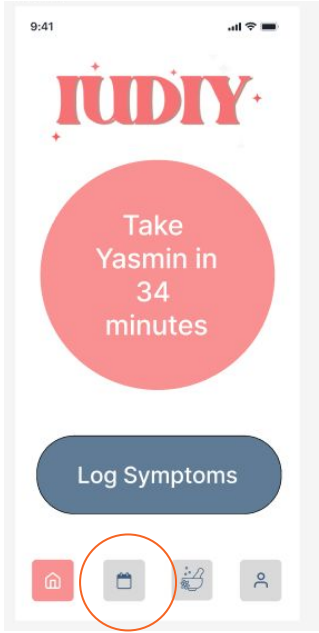
a. *Back buttons* will reduce the number of clicks as a mistaken click will no longer significantly increase the number of clicks.
b. *Complex task moved into prescriptions* which will increase intuitiveness.
c. *Switch up of Check-In to Log* will make it easier to understand what to do at that step, reducing mistaken clicks and increasing intuitiveness.

Feedback

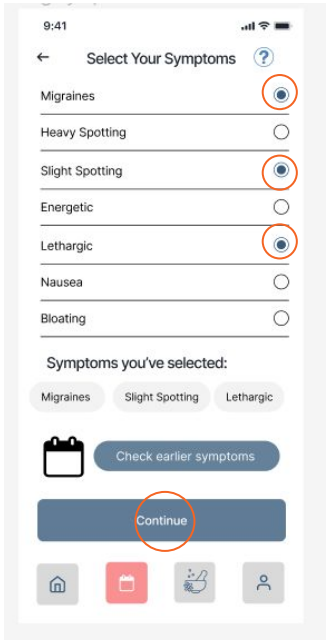
- Be color blind accessible: Light blue coloring on light brown is not color blind friendly.
- Create consistent clickable indicators: There are two types of clickable indicators (buttons vs underline), which is confusing.
- Generate consistent colors: The new recommendation page has new blue and pink colors, not consistent with rest of app.
- Optimize for easy navigation: Make sure back arrows are big enough. Ensure that it is clear which page you are on, using highlighting.

Medium-fi Task Flows

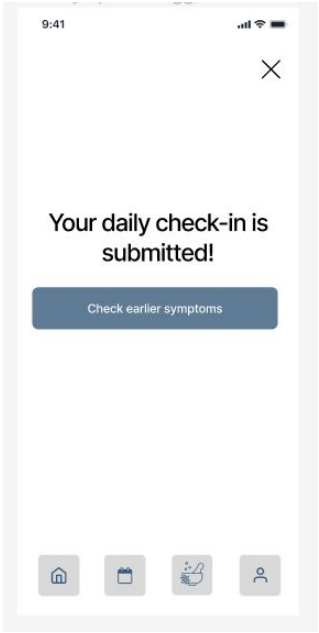
Simple: Log Your Symptoms



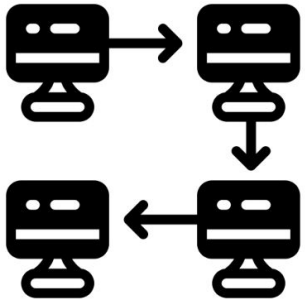
Click check-in icon.



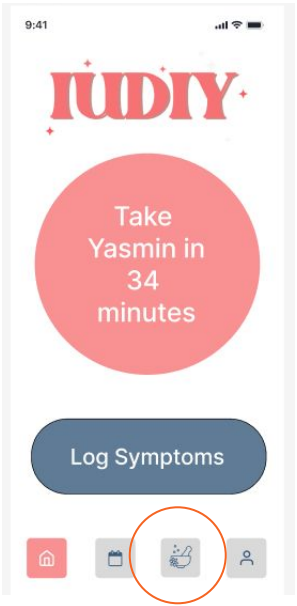
Add symptoms, and click continue.



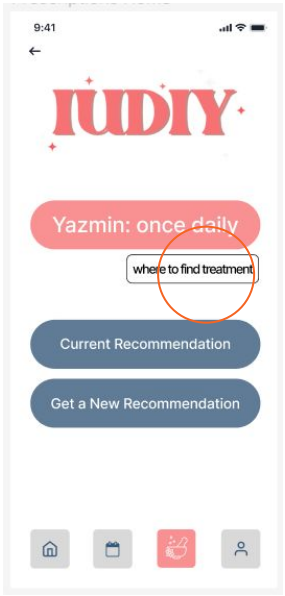
Symptoms experienced are then submitted.



Moderate: Find pharmacy that carries your prescription

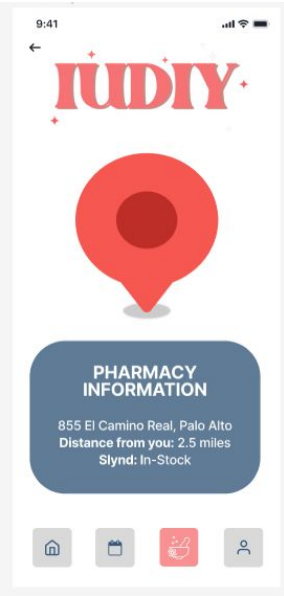


Click prescriptions button.

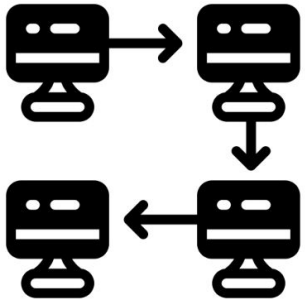


Click to see where to find treatment.

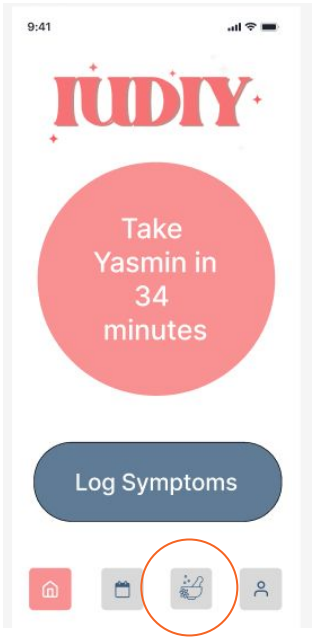
Click a specific pin.



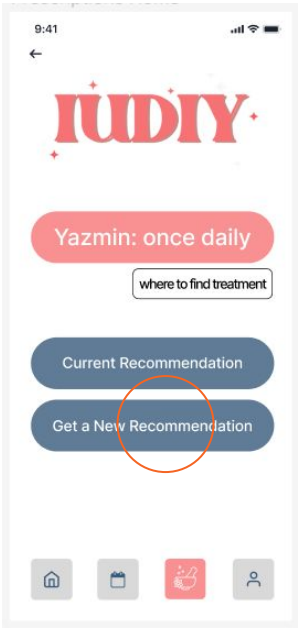
Review details of pharmacy.



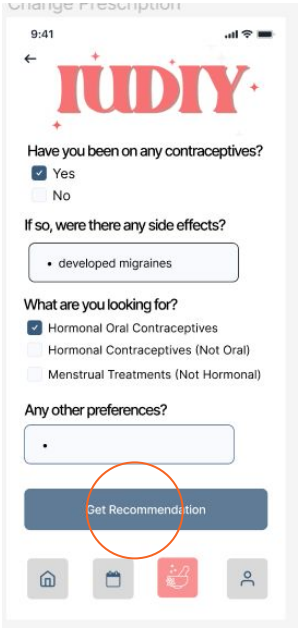
Complex Task Flow



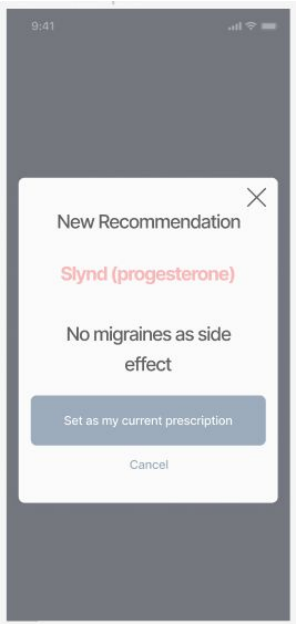
Click prescriptions button.



Click Get a New Recommendation.

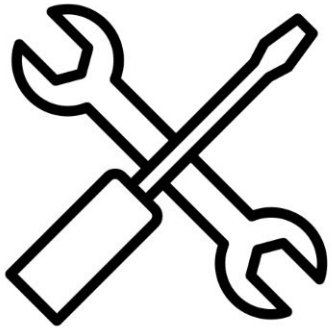


Add updates and click get Recommendation.



Review new recommendation.

Prototype Implementation



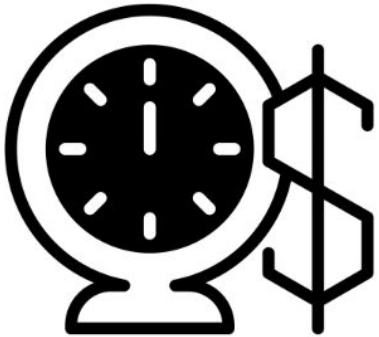
Figma Tool Review

Pros

- Figma supports a large and robust component library, which allowed for design consistency.
- Version control was also key to enable fast prototyping.

Cons

- Large design files degrade Figmas performance leading to slower response times.

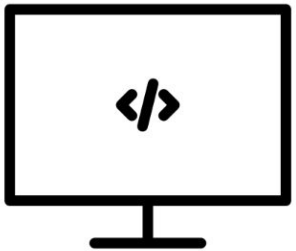


Limitations

Figma can only show *specific* task flows.

Missing task flows:

1. *How to fill out the initial profile.*
2. *How to sign up for the service.*
3. *How to change symptoms once daily symptoms have been logged.*



Hard-coded & Wizard-of-Oz Features

a. Certain Symptoms Logging:

   We had to hard-code one version of the symptoms that could be selected but a much larger range should be allowed.

b. Non-Personalized Recommendation:

   Only one recommendation is outputted but based on symptoms and preferences one should generate a personalized medication.

Appendix