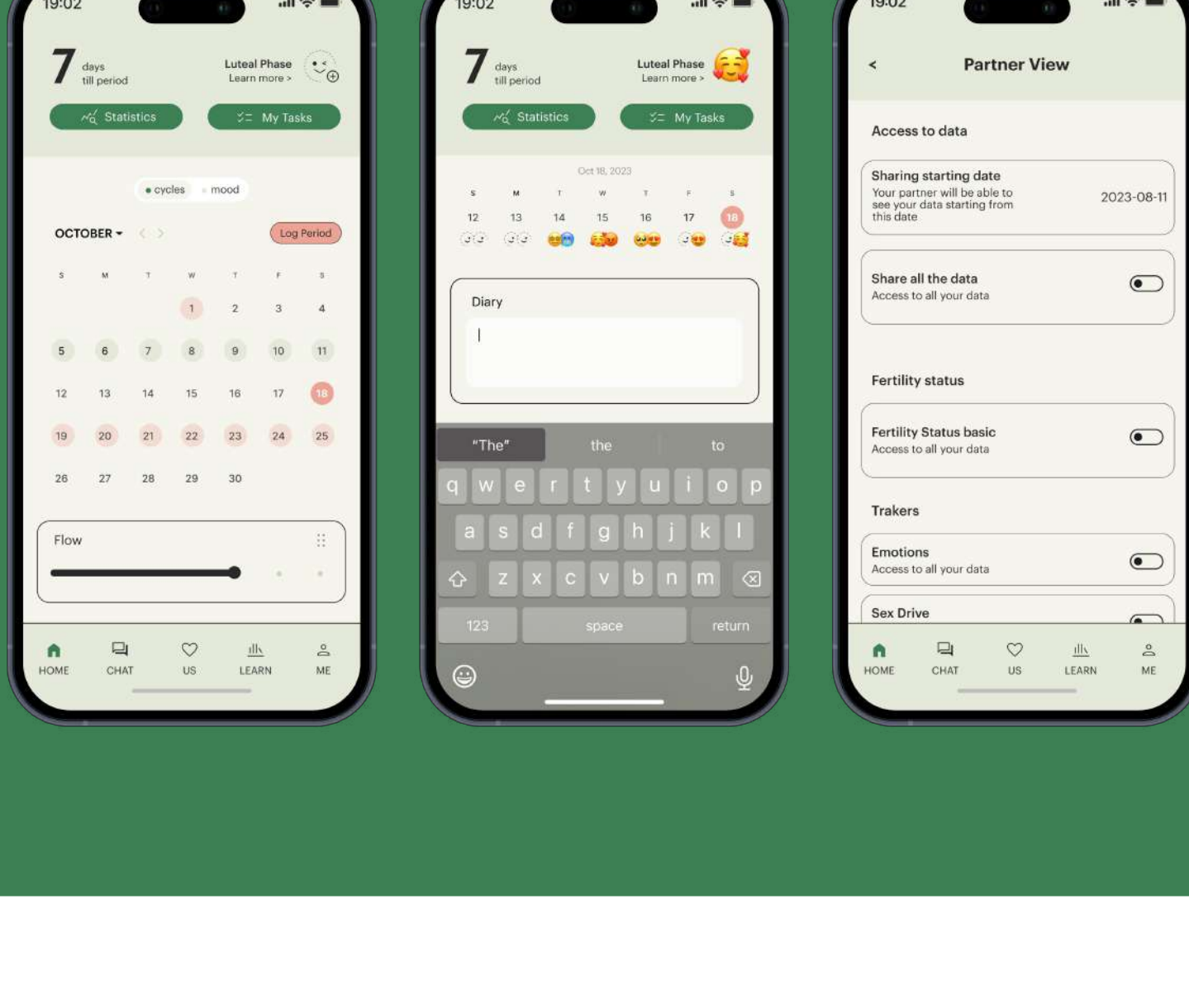


MyMonthly

Period tracking app
improving couples' communication,
building empathy



Mobile Application
End to End UX Design Process
UX Design
Co-Found

My Role	Timeline	Team	Skills
UX Designer Project Management Built Wireframe User Flow Key Concept Design	2023 Q2-Q4 7 months	3 Designers 2 Developers	Figma, FigJam, Miro Product Thinking Interaction Design Visual Design User Research

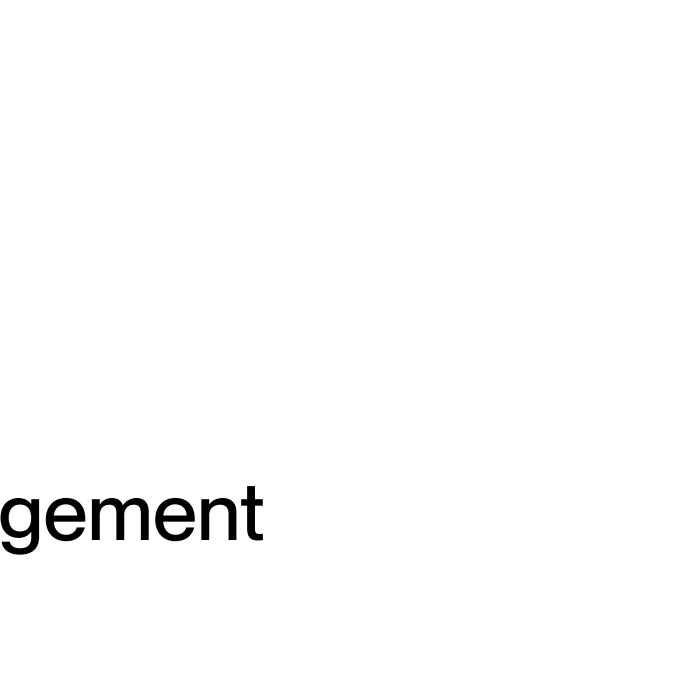
PROBLEM

Men don't know much about periods

On average, women will have 450 periods over their lifetime, which equals 3,500 days spent menstruating.

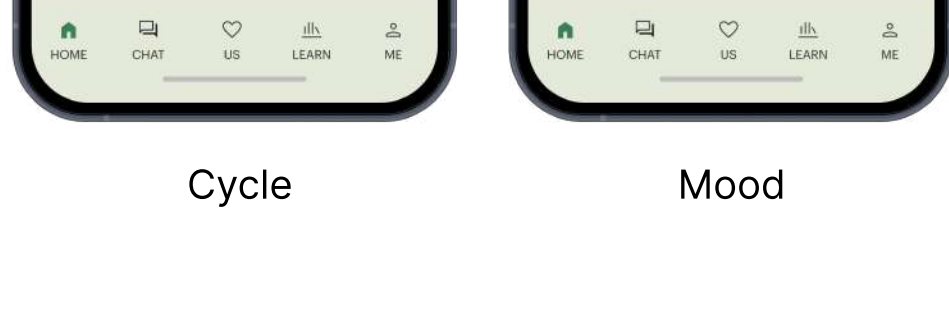
However, a 2021 survey of 1,091 US men found that many men don't know much about periods, including:

- 14% have never spoken with a woman about periods
- 25% believe you need to remove a tampon to urinate
- 11% believe women can't get pregnant while on their period
- 4% believe tampons and periods can get lost in the vagina



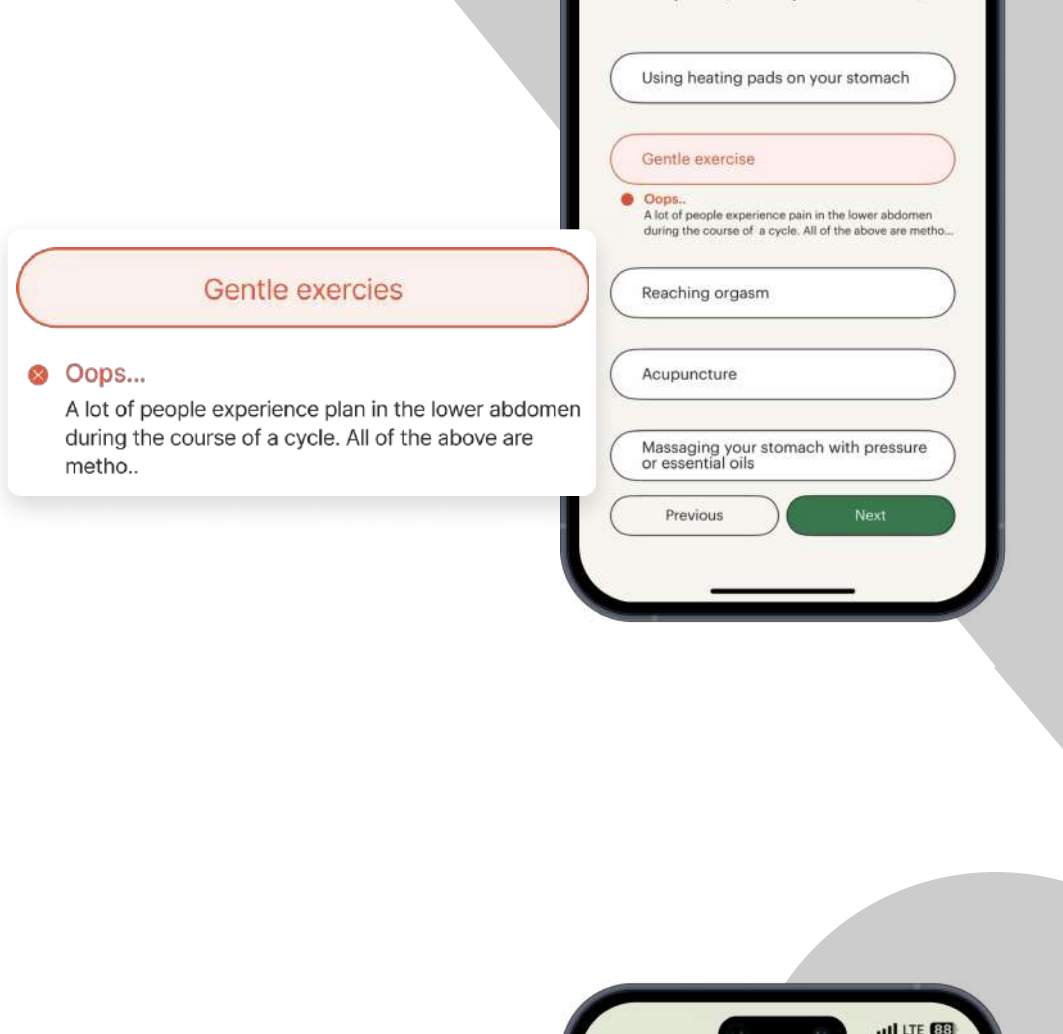
Calendar with Cycle and Mood

- Effortlessly switch between period cycle and mood diary with a single tap, boosting user engagement.
- Supports high visibility for both partners, induce better communication.



Take Quiz and Gain Cheat Sheets

- Knowledge questions and relationship questions provided.
- Unlock cheat sheets written by your partner after completing quizzes.
- Creating a natural learning experience and enhancing motivation.



Send Thank you Card + in-app purchase

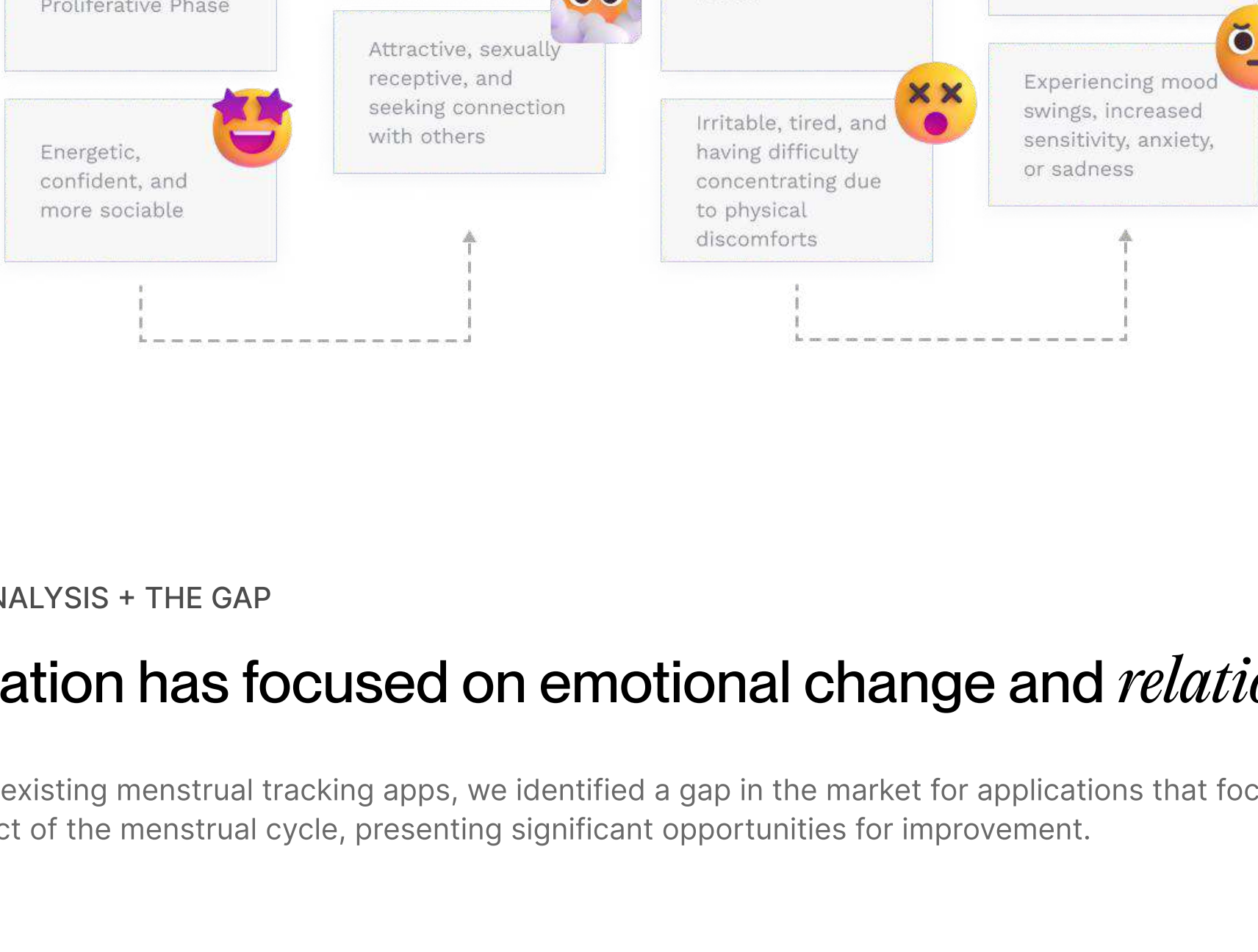
- Send Love Notes and Nudge partner help improve relationship dynamics.
- Love Notes are currently earned through quizzes, with potential for future in-app purchases.



WHITE PAPER RESEARCH

Hormonal changes have a significant impact on her mood

Beyond the menstrual period, a woman's reproductive cycle, averaging 28 days, significantly affects her emotions due to hormonal fluctuations. While often overlooked, understanding these hormonal shifts is crucial for healthy relationships.



COMPETITIVE ANALYSIS + THE GAP

No application has focused on emotional change and *relationship*

After analyzing 7 existing menstrual tracking apps, we identified a gap in the market for applications that focus on the relationship aspect of the menstrual cycle, presenting significant opportunities for improvement.



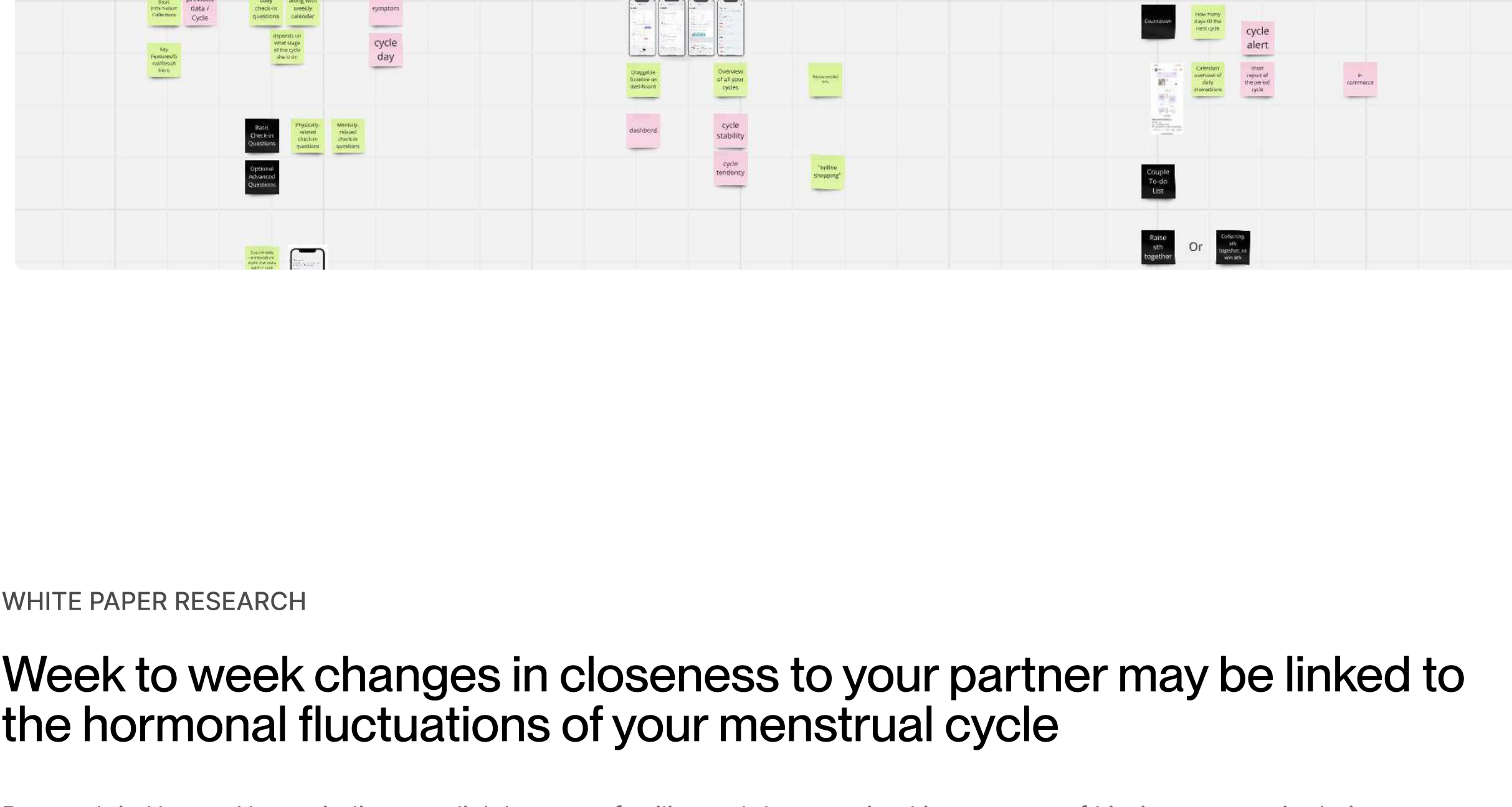
USER INTERVIEWS

Among my interviewees, sharing menstrual cycle information with partners correlated with *double* the reported relationship satisfaction

Our user research, informed by studies on the relationship between menstrual cycles, hormones, and couple dynamics, investigated the prevalence of menstrual cycle information sharing among couples. In our survey of 14 heterosexual couples in their 20s, only 10% shared this information, yet reported significantly higher relationship satisfaction. The vast majority (80%) expressed interest in sharing but lacked the knowledge of how to do so comfortably.

RESEARCH QUESTIONS:

- How openly do you and your partner discuss your menstrual cycle?
- If you do/don't discuss it openly, what are the reasons behind this?
- Does your partner notice changes in your mood or behavior that might be related to hormonal fluctuations throughout your menstrual cycle?
- If so or if not so, how well do they understand these changes and their connection to your cycle?
- What strategies do you currently use to manage PMS or navigate emotional challenges during your menstrual cycle?
- How do you share information about your menstrual cycle with your partner?
- What are your goals or reasons for sharing this information?

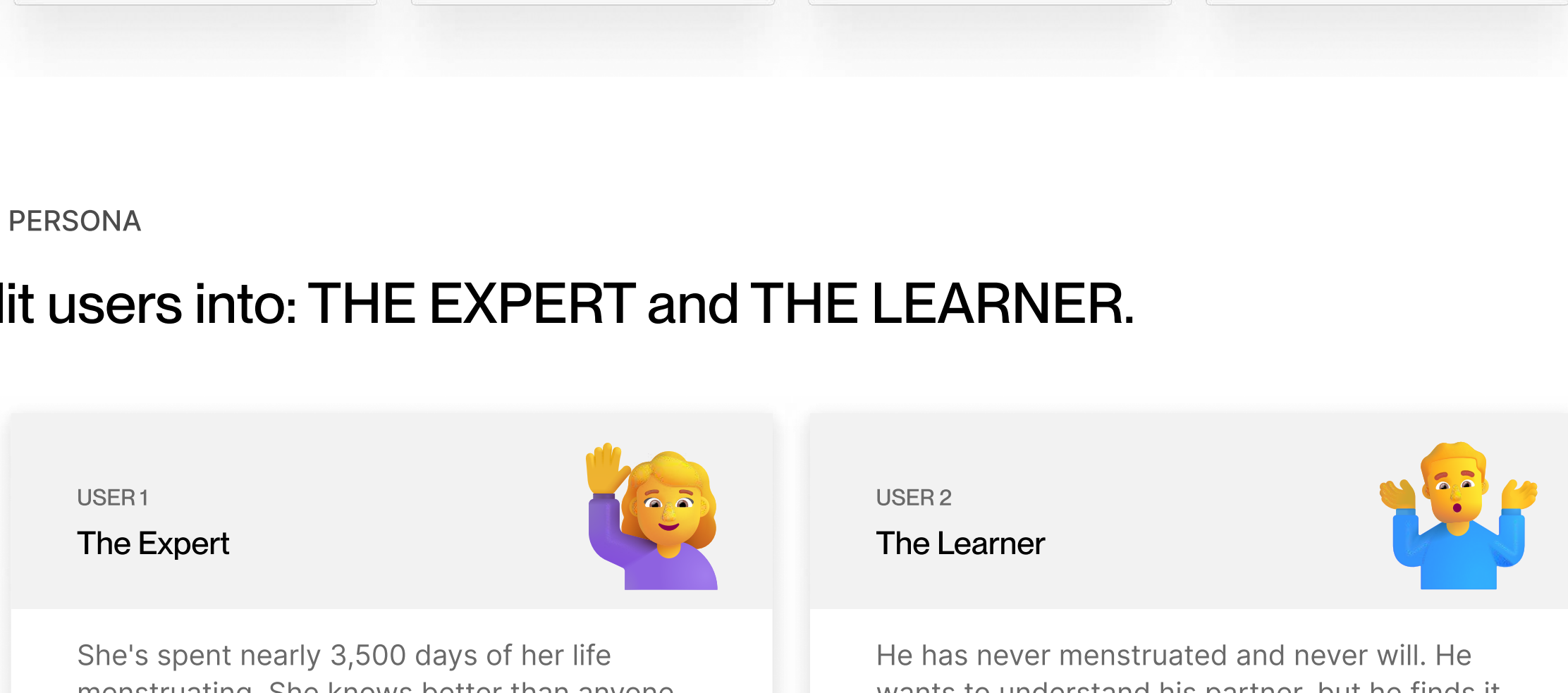


WHITE PAPER RESEARCH

Week to week changes in closeness to your partner may be linked to the hormonal fluctuations of your menstrual cycle

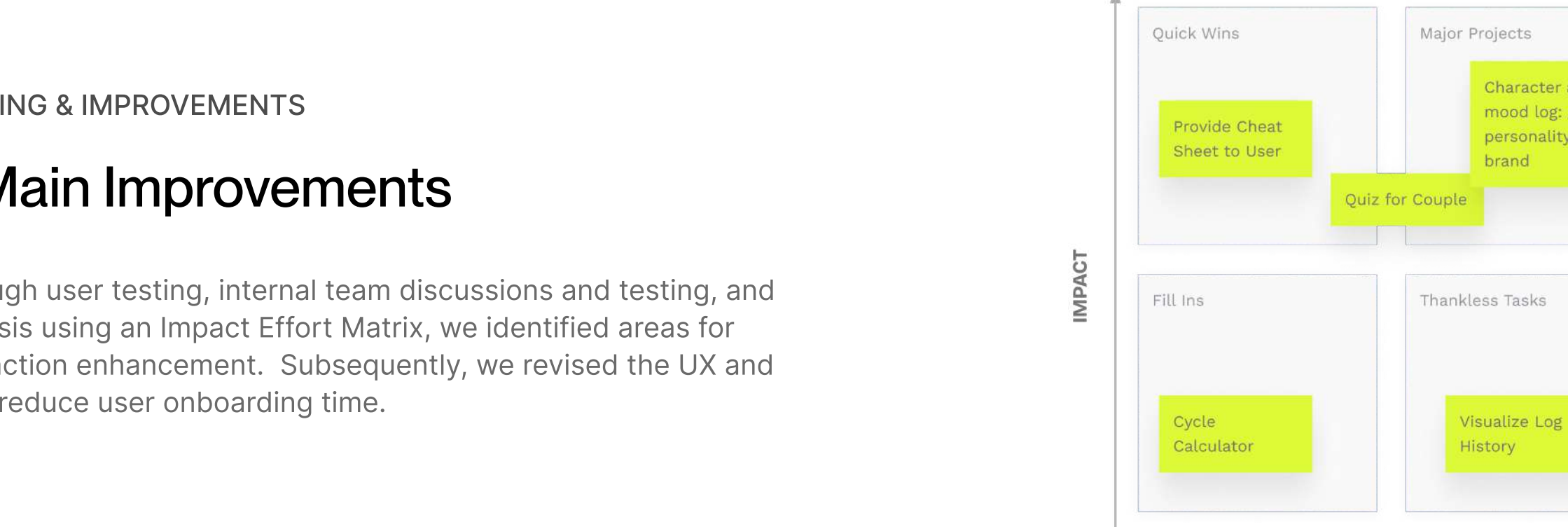
Research in Human Nature indicates a link between fertility and the perceived importance of kissing: women in their most fertile phase (follicular) rate kissing as more significant than those in the post-ovulation phase (luteal). Multiple research papers suggest that partners' knowledge and understanding of the menstrual cycle significantly impacts relationship stability and fosters deeper intimacy, extending beyond the simple consideration of fertility.

MAJOR THEMES OF APP



USER PERSONA

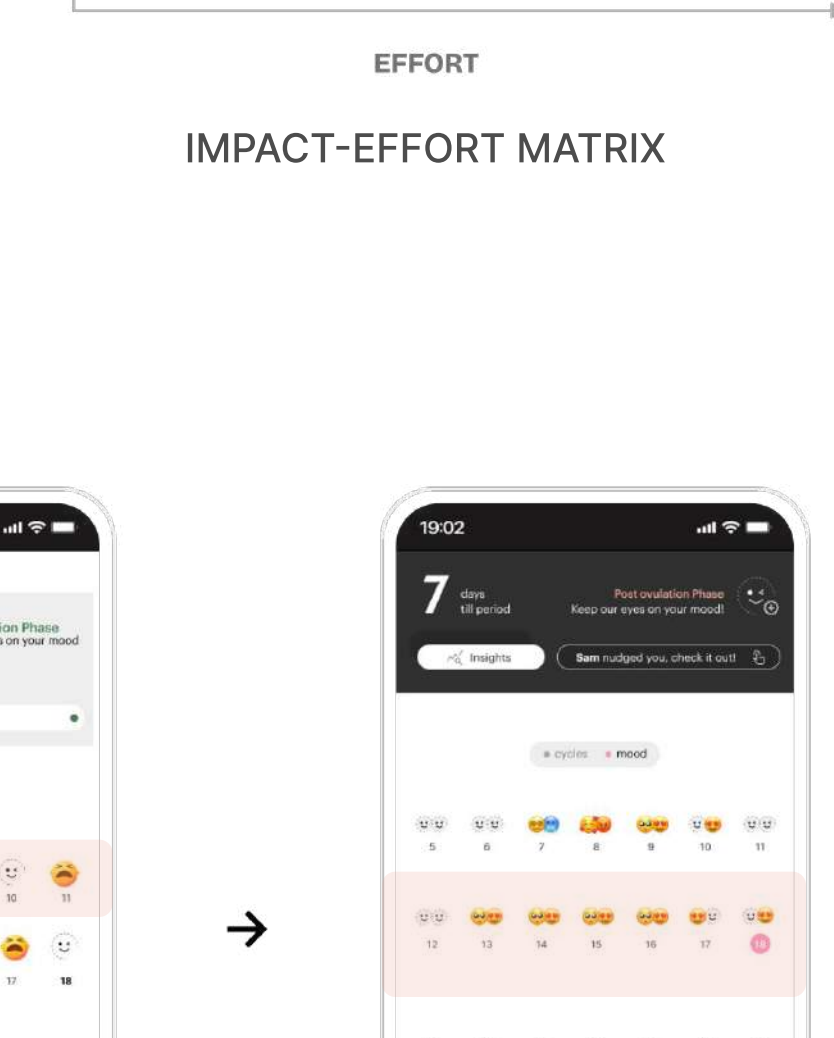
Split users into: THE EXPERT and THE LEARNER.



TESTING & IMPROVEMENTS

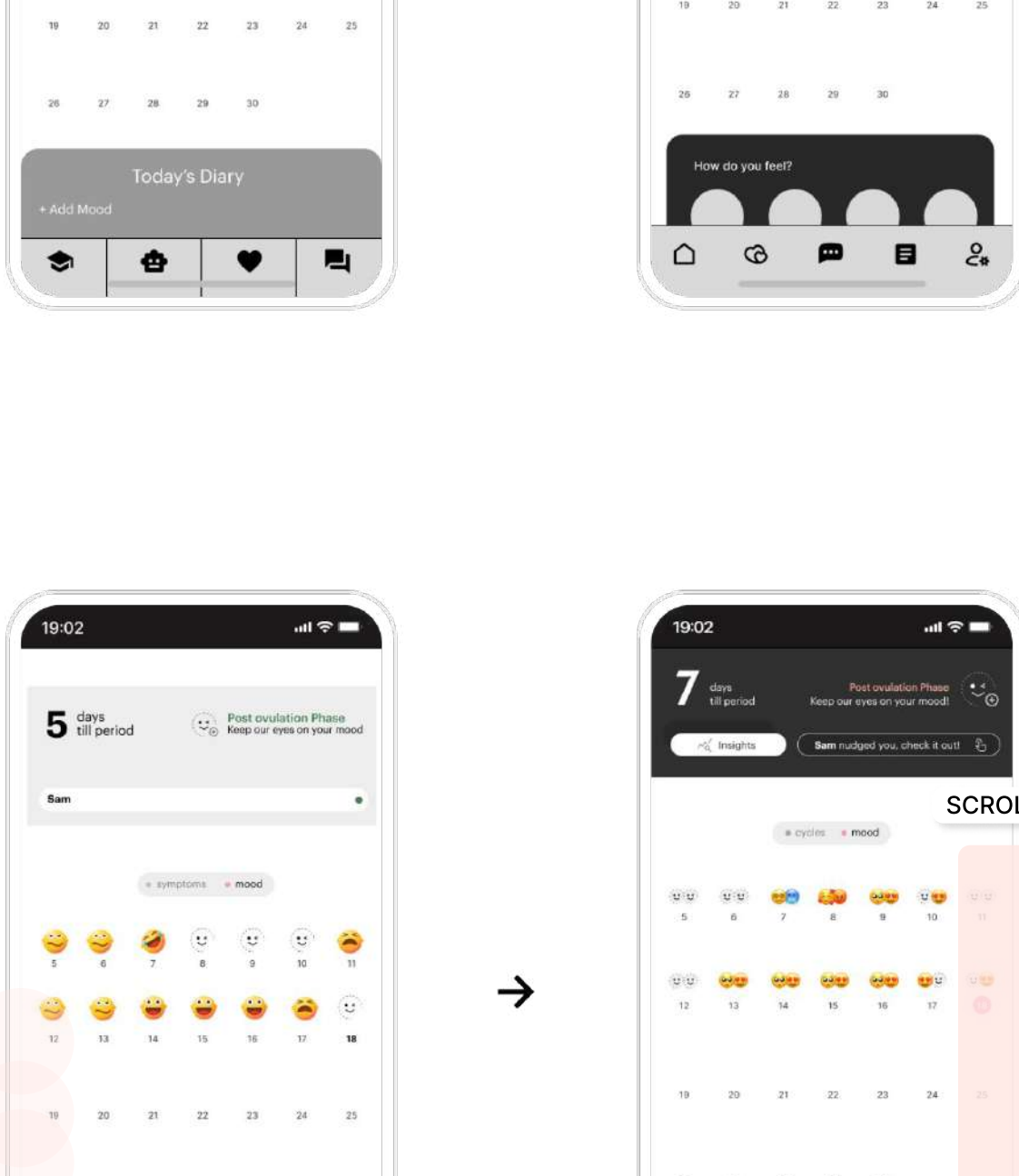
3 Main Improvements

Through user testing, internal team discussions and testing, and analysis using an Impact Effort Matrix, we identified areas for interaction enhancement. Subsequently, we revised the UX and UI to reduce user onboarding time.



1. Simultaneous viewing of both users' mood records

- A revised UI allowing simultaneous viewing of both users' mood records.
- Fulfilling user requests for a consolidated view.



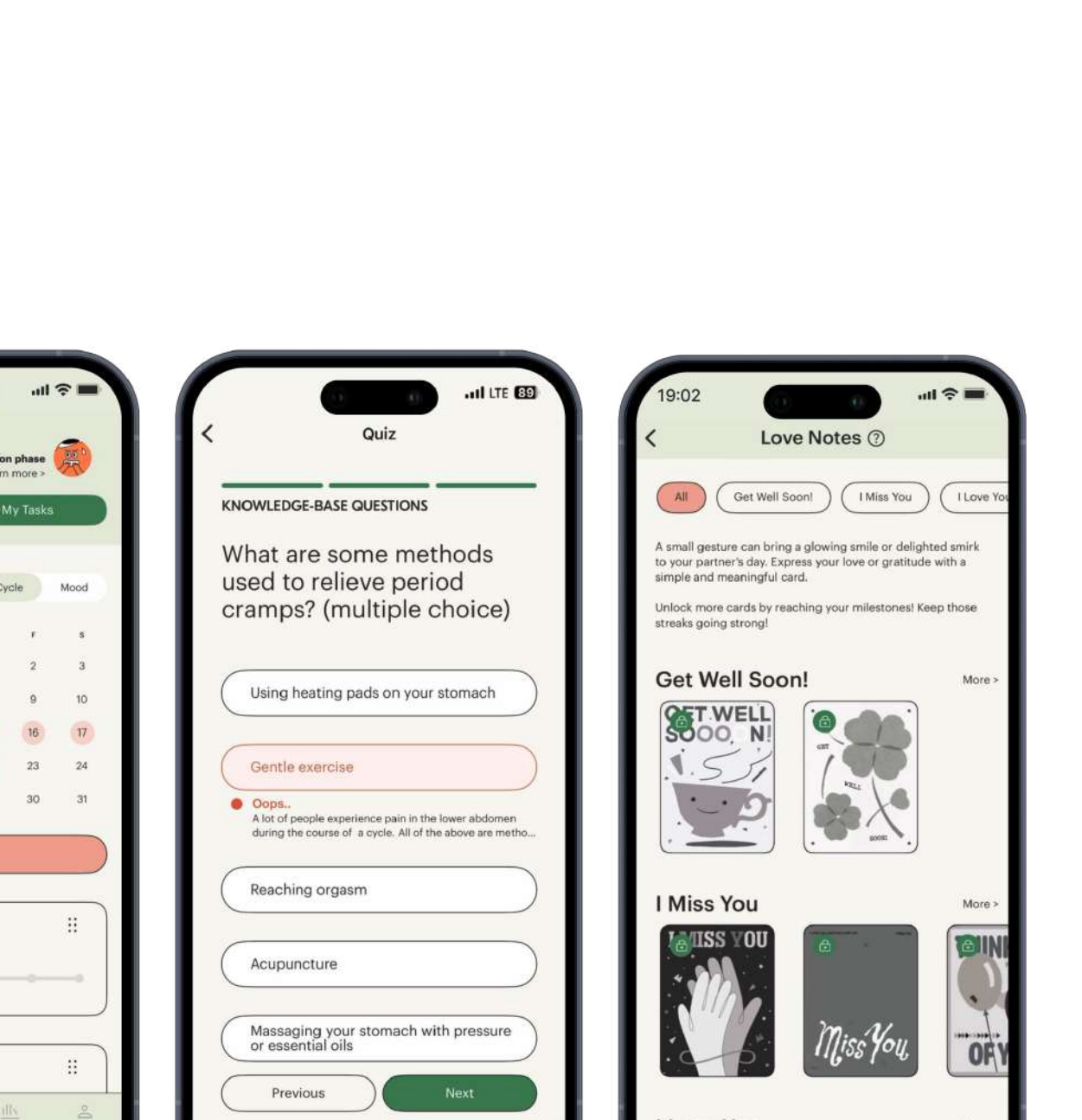
2. Improved interaction by replacing upward scrolling

- Found to be confusing and inconvenient for using upward scrolling for "Diary" feature.
- Change it to downward scrolling. Add mood record feature to the bottom as well, to enhance usability.

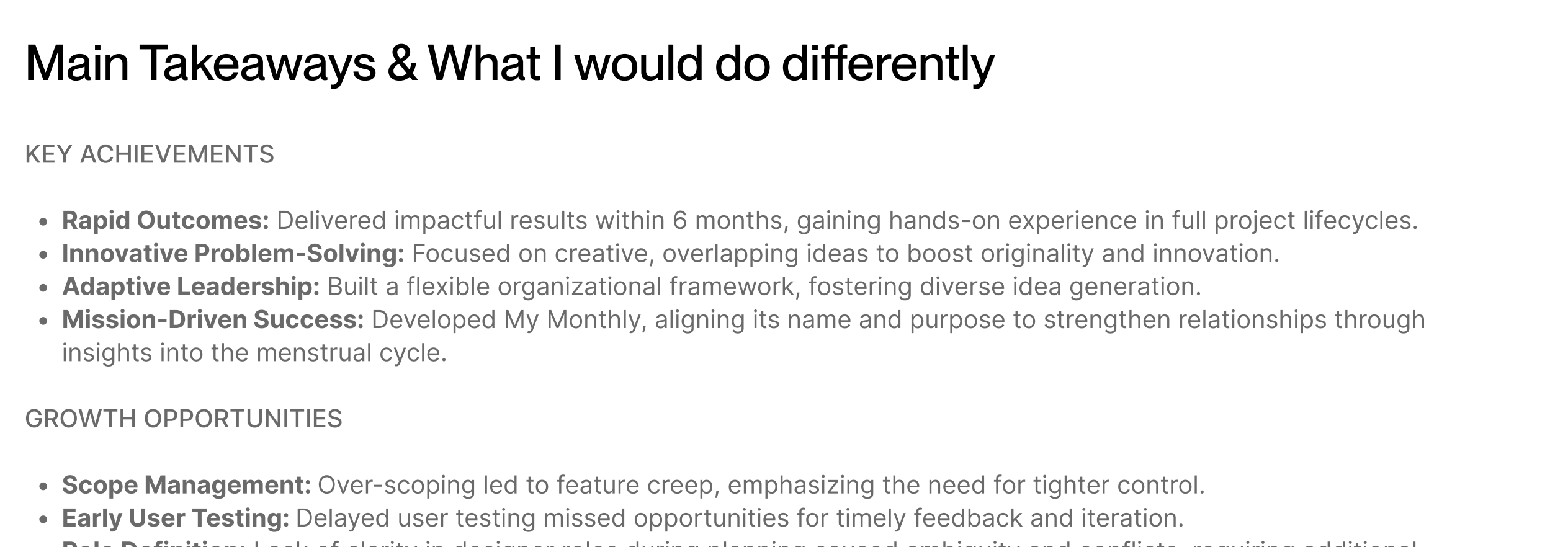


3. Update the UI for cycle tracking

- Predicted data now shown based on user input, with instant updates upon editing.
- Streamlined editing process: Date tap directly accesses editing, eliminating separate "Edit" and "Save" steps.
- 20% reduction in onboarding time.



The Final Designs



REFLECTION

Main Takeaways & What I would do differently

KEY ACHIEVEMENTS

- Rapid Outcomes:** Delivered impactful results within 6 months, gaining hands-on experience in full project lifecycles.
- Innovative Problem-Solving:** Focused on creative, overlapping ideas to boost originality and innovation.
- Adaptive Leadership:** Built a flexible organizational framework, fostering diverse idea generation.
- Mission-Driven Success:** Developed My Monthly, aligning its name and purpose to strengthen relationships through insights into the menstrual cycle.

GROWTH OPPORTUNITIES

- Scope Management:** Over-scoping led to feature creep, emphasizing the need for tighter control.
- Early User Testing:** Delayed user testing missed opportunities for timely feedback and iteration.
- Role Definition:** Lack of clarity in designer roles during planning caused ambiguity and conflicts, requiring additional resolution efforts.
- Task Prioritization:** Identified the importance of prioritizing work and leveraging team members' strengths more effectively.