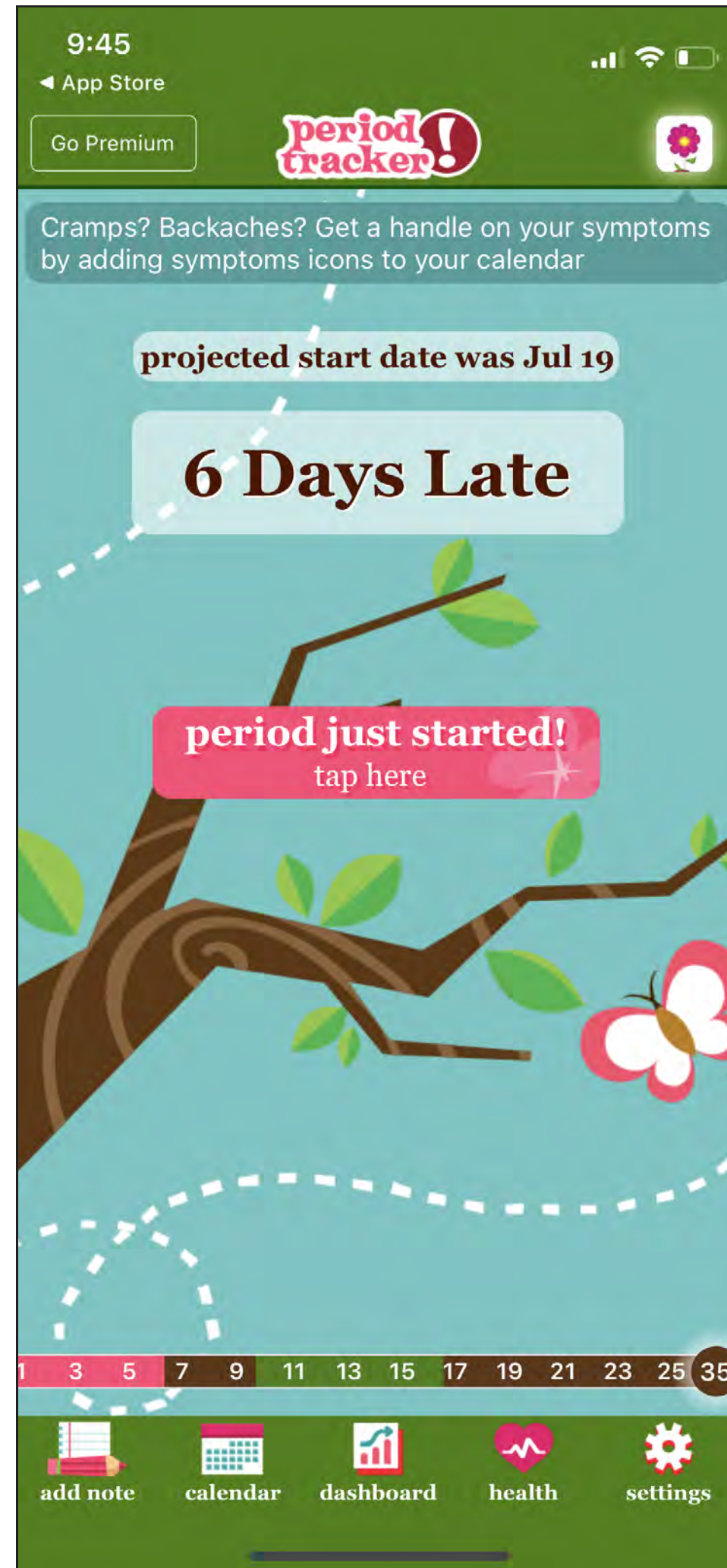


# *Periodt.*

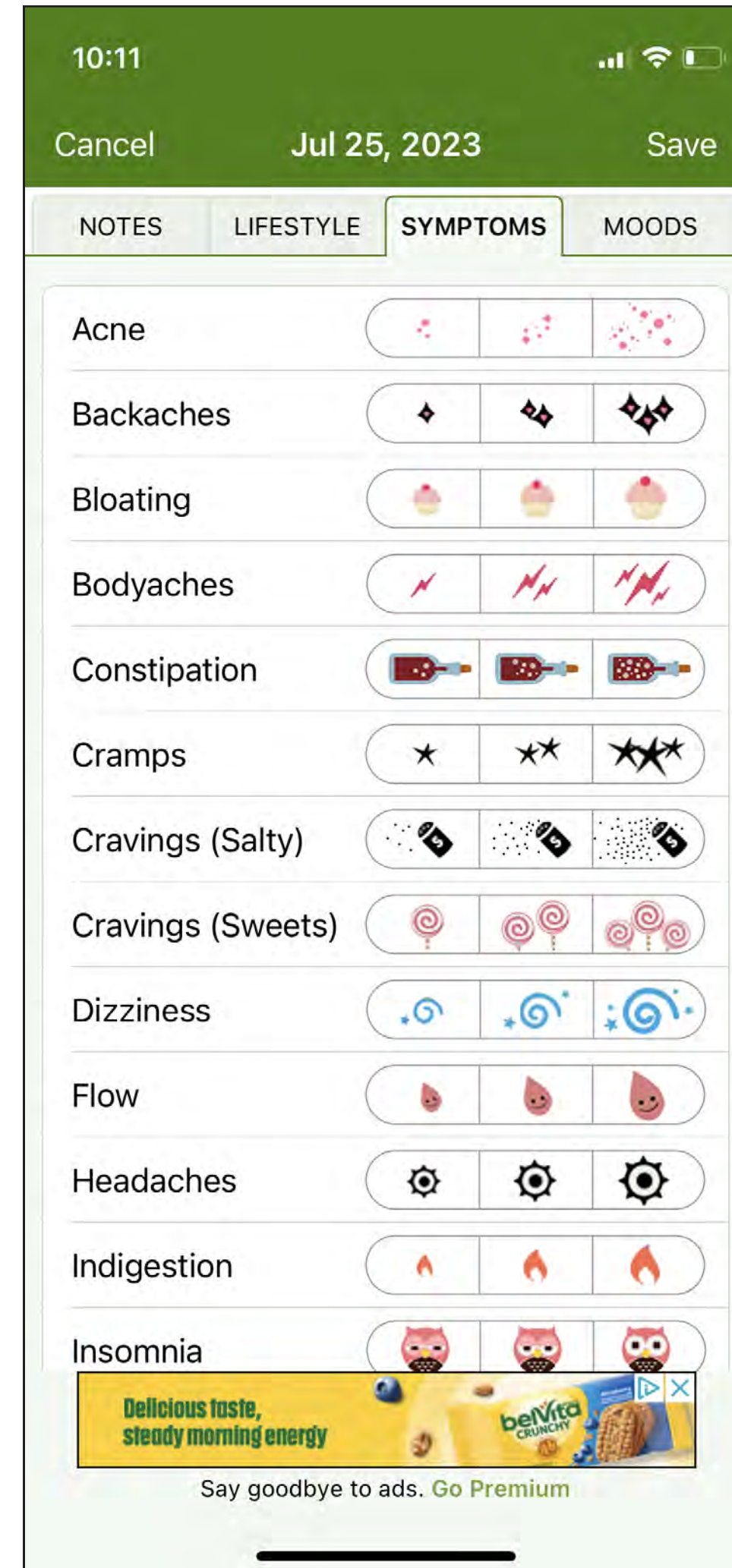
App Re-Design by *Zoe Buckendahl, Penelope Clark,  
Kiva LeFors, and Rafaela Schomburgk*



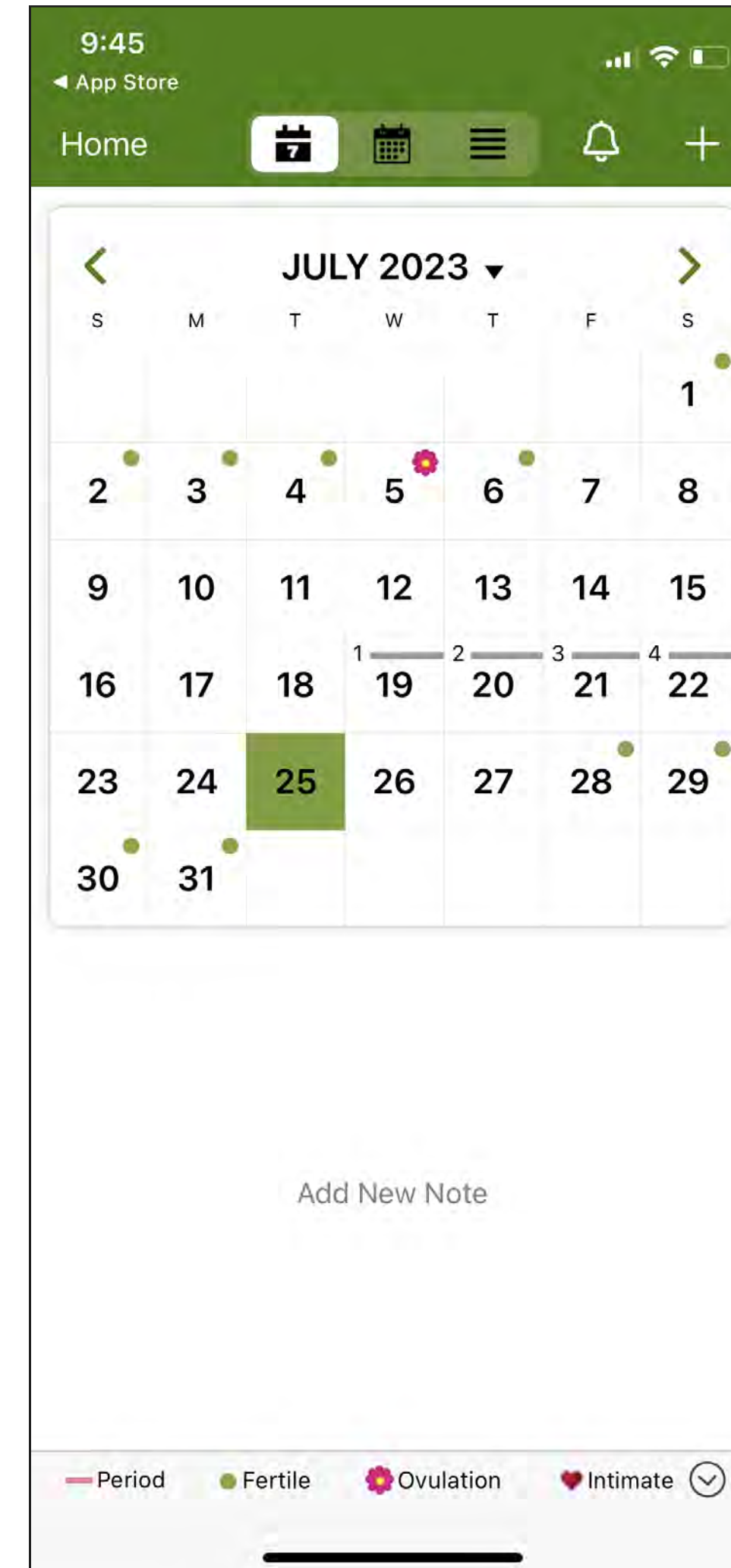
# Formally *The Period Tracker*



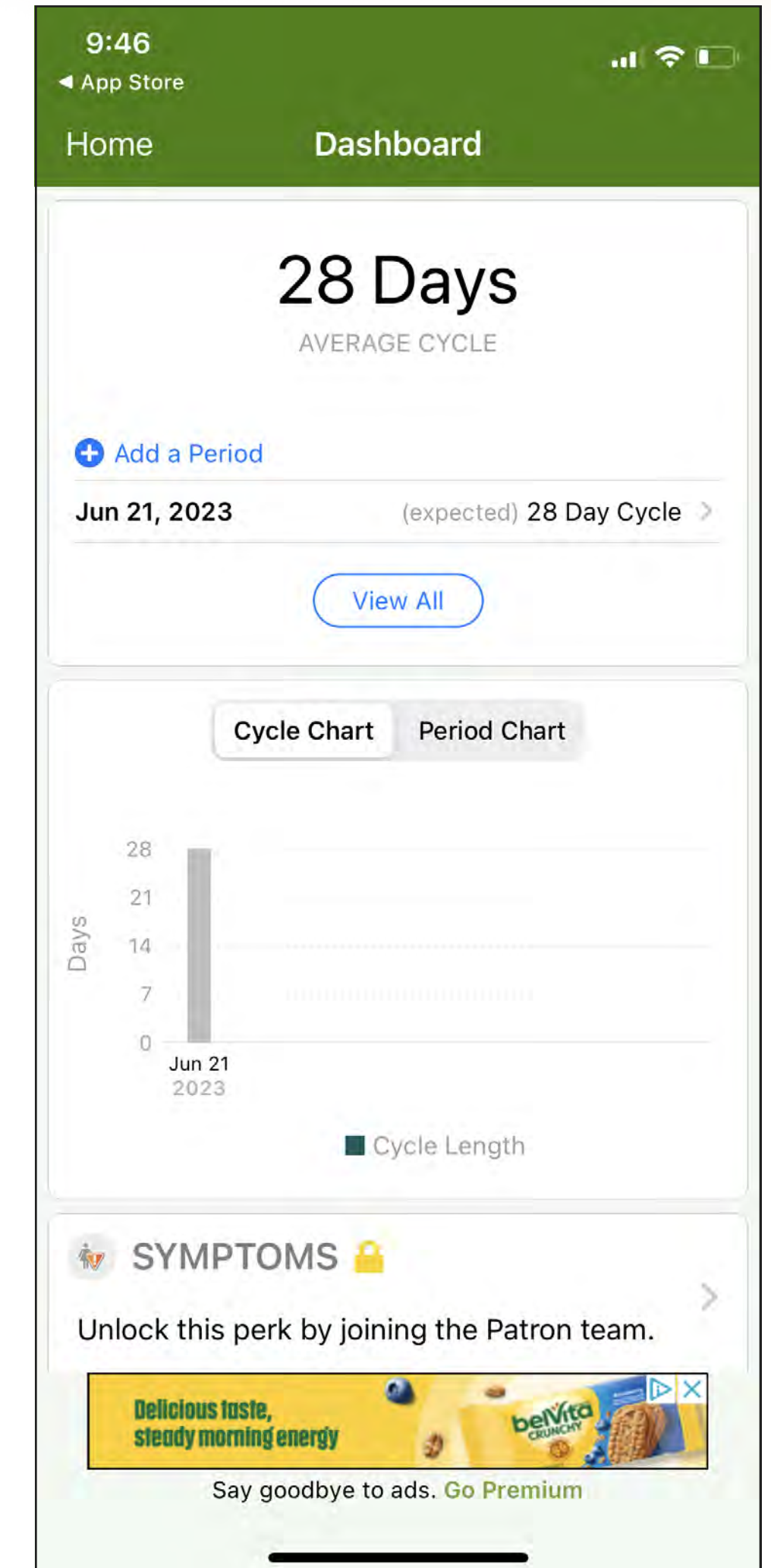
Homepage



Tracking Symptoms



Calendar



Dashboard



# About *Periodt.*

## What it is

- A period tracking app in tune to mental health
- Available for anyone with a period and looking for more organization in tracking their cycles

## What is used for

- Can use to track your periods (light, normal, heavy), your period symptoms, and a journal entry section
- After completing every cycle you receive an aura based on your data you put into the app (journal entry, moods, symptoms, flow, etc.)
- Place for someone who is learning about their period to learn more about their body
- A place to store data of your period and projected periods so you never miss a cycle

# Personas

## Leah Johnson



Leah is a 32 year old woman with Polycystic Ovary Syndrome.

### Goals:

- Find an app that will track her symptoms
- Give her basic information to discuss with a professional.
- Has to be user friendly and able to help with her mood.
- Identify patterns.

### Pain Points:

- Need to track specific/ abnormal symptoms.

## Sam Lee



Sam is a recently engaged women trying to conceive.

### Goals:

- Find an app that has an organized and user friendly calendar
- Learn about the different stages of her cycle. (her most fertile days)
- Document her pregnancy symptoms

### Pain Points:

- Has a genetic background of infertility
- Spends a lot of time working/very busy
- Lacks time management

## Molly Roberts



Molly wants to learn about birth control options to help regulate her cycles and prevent pregnancy.

### Goals:

- Find an app that is quick to archive her personal information
- Learn about birth control
- Prevent pregnancy
- Not too girly

### Pain Points:

- *Lack resources about birth control makes her anxious*
- *Very busy, not a lot of time to spend on her phone*
- *Isn't very girly, has a clean aesthetic*



# Persona Highlight

## Grace Lucas

Grace just entered 7th grade and got her first period while she was at school.

When she went to the nurse, she was confused as to what was happening. The nurse directed her to talk with her mother and informed her she received her first period. Scared, Grace talked with her mother and understood more of what was happening to her body. With having little knowledge and not being fully educated on the topic, she needs something to inform her about her period and be easy to use.



### Goals:

- learn more about her period
- something to keep track her period
- understand what is happening to her body
- an app that doesn't make it obvious that it's a period tracker

### Pain Points:

- embarrassed she got her first period
- not too organized
- is active in sports



# Objectives

## Design Goals

- Incentivizing the user with personalized Auras, inspired by Spotify's Yearly Recaps
- Removing the floral decorations
- Give users an ability to learn more about subjects related to a period
- Create an intuitive, simplified task flow

## New Features

- Journal feature
- Analytics to see past periods or projected periods, previous auras, journals, etc.
- Ability to track moods efficiently and archived journal entries
- Look into your period and symptoms
- Learn tab to get information about your cycle

## Reworking

- Making navigation easier
- Establish new Hierarchy system in the analysis
- Make icons more intuitive



# Design Process

Zoe

Kiva

Penelope

Rafa

Periodt.  
Periodt.

The collage features several key design elements:

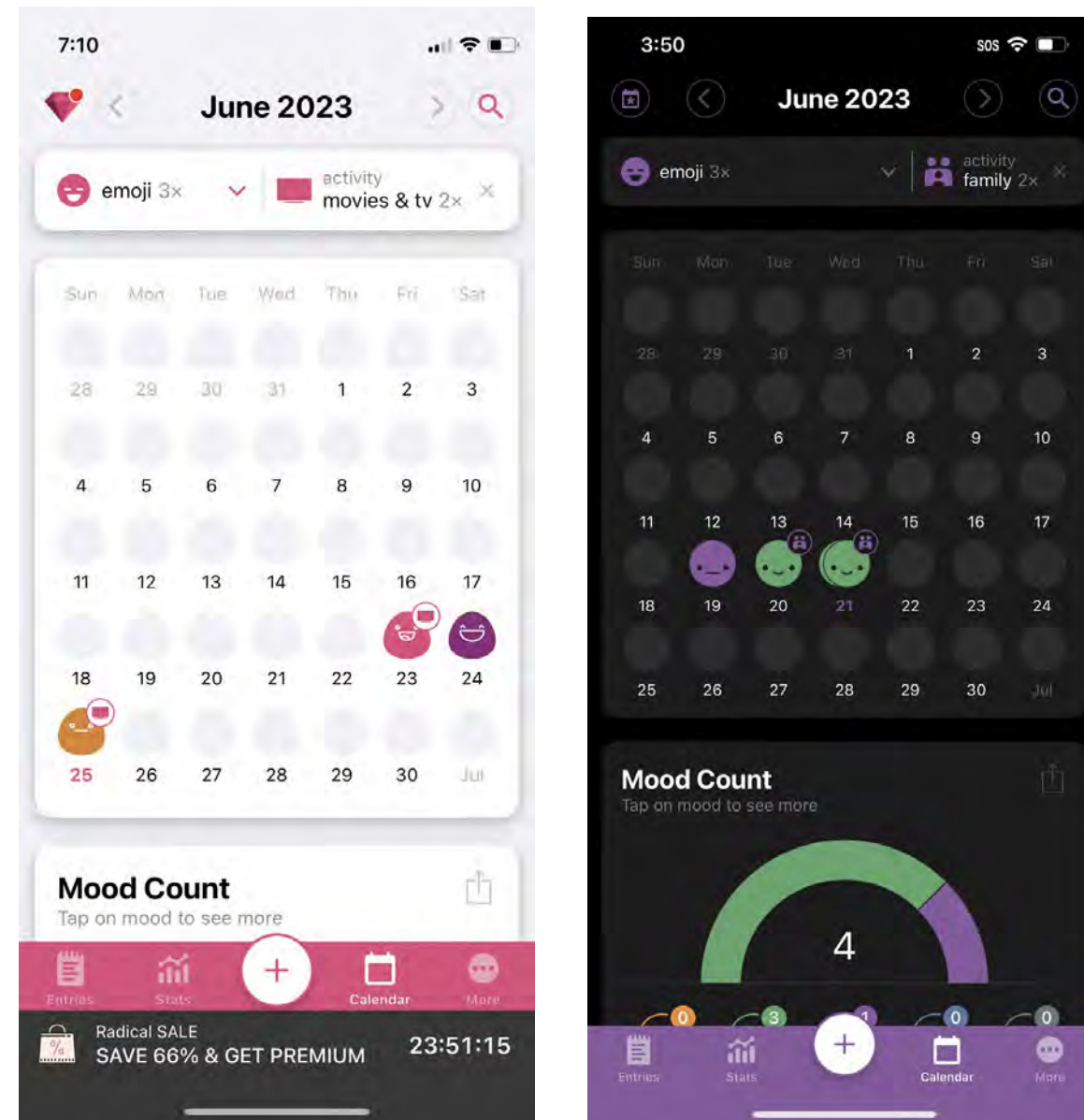
- Mood Boards:** A grid of colorful icons for categories like career, health, financial, family, relationship, friends, and personal growth. Another board includes a pink heart with a face and the text 'WASTED TIME DOES NOT EXIST'.
- App Mockups:** Multiple smartphone screens showing the app's interface, including a 'Hello, Kate!' greeting, a 'My progress' screen with a circular progress indicator, and a 'Moodrise' screen with 'Energy' and 'Confidence' metrics.
- Typography & Copywriting:** A 'TETRAD' section with text prompts like 'What should a new designer know about typography?'. A 'PERIODT.' logo in a box with the question 'How are you feeling today?'. A 'Dedafo Studio' portfolio page with the text 'This is my portfolio' and 'MINIMALISM IS MY RELIGION'.
- Visual Elements:** A grid of colorful squares, a 'Happy' bubble, a 'YOUR WINDOW'S BEST' poster, and a 'JULY IS EASIER' advertisement with a list of benefits like 'Ridiculously easy to install' and 'Kinder to the environment'.
- Design Principles:** A section with icons and labels for 'Primary Traits', 'Cognitive Functions', 'Attachment Styles', 'Love Attitudes', 'Values', 'Work styles', 'Basic Interests', and 'Conflict Styles'.
- Conceptual Diagrams:** A 'PILLAR' diagram with axes for WORK/SOLITUDE, DISCIPLINE/FREEDOM, and STILLNESS/MOVEMENT. A 'Use your purchasing power for positive change.' section with a list of ethical product attributes.



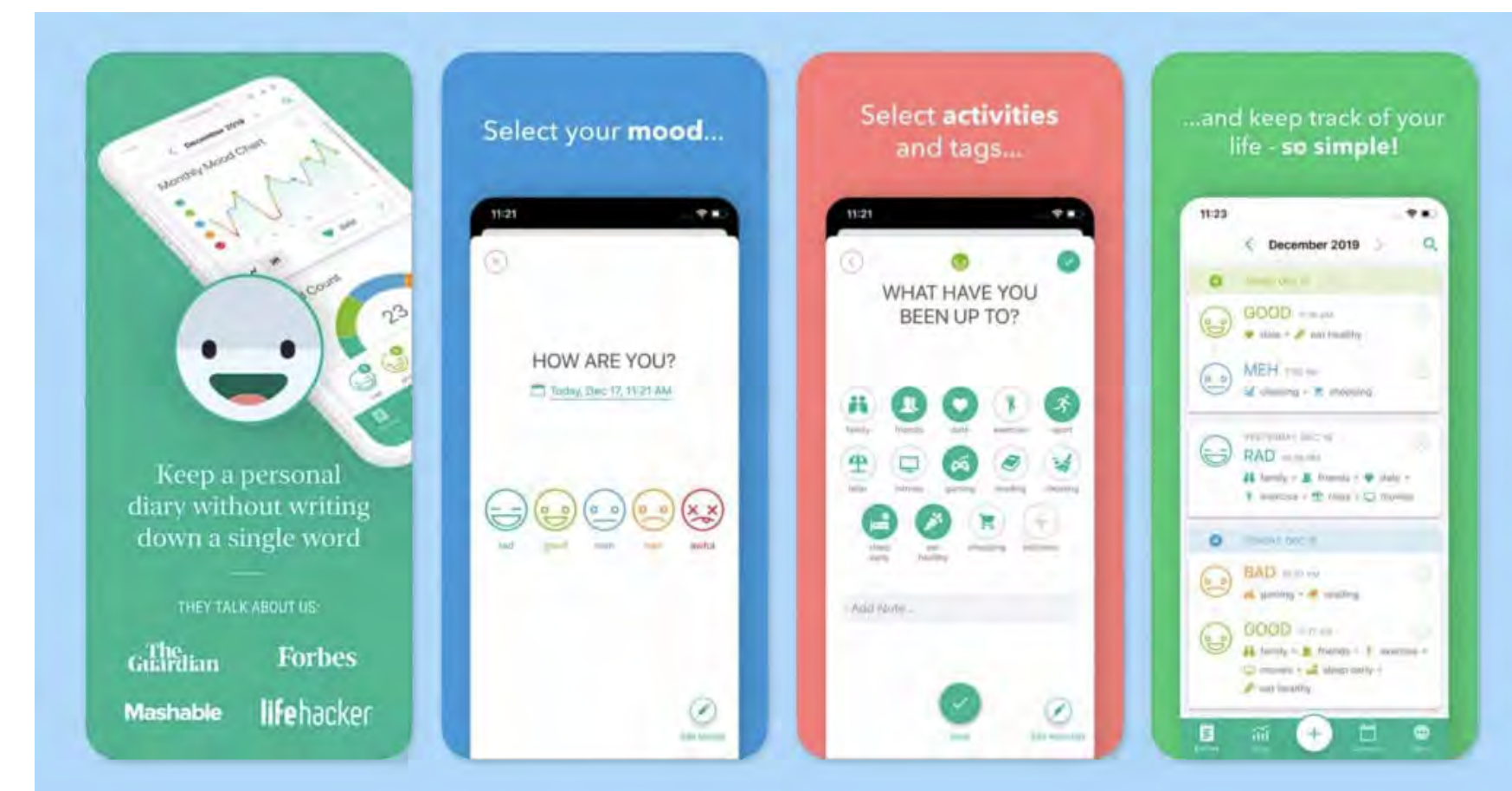
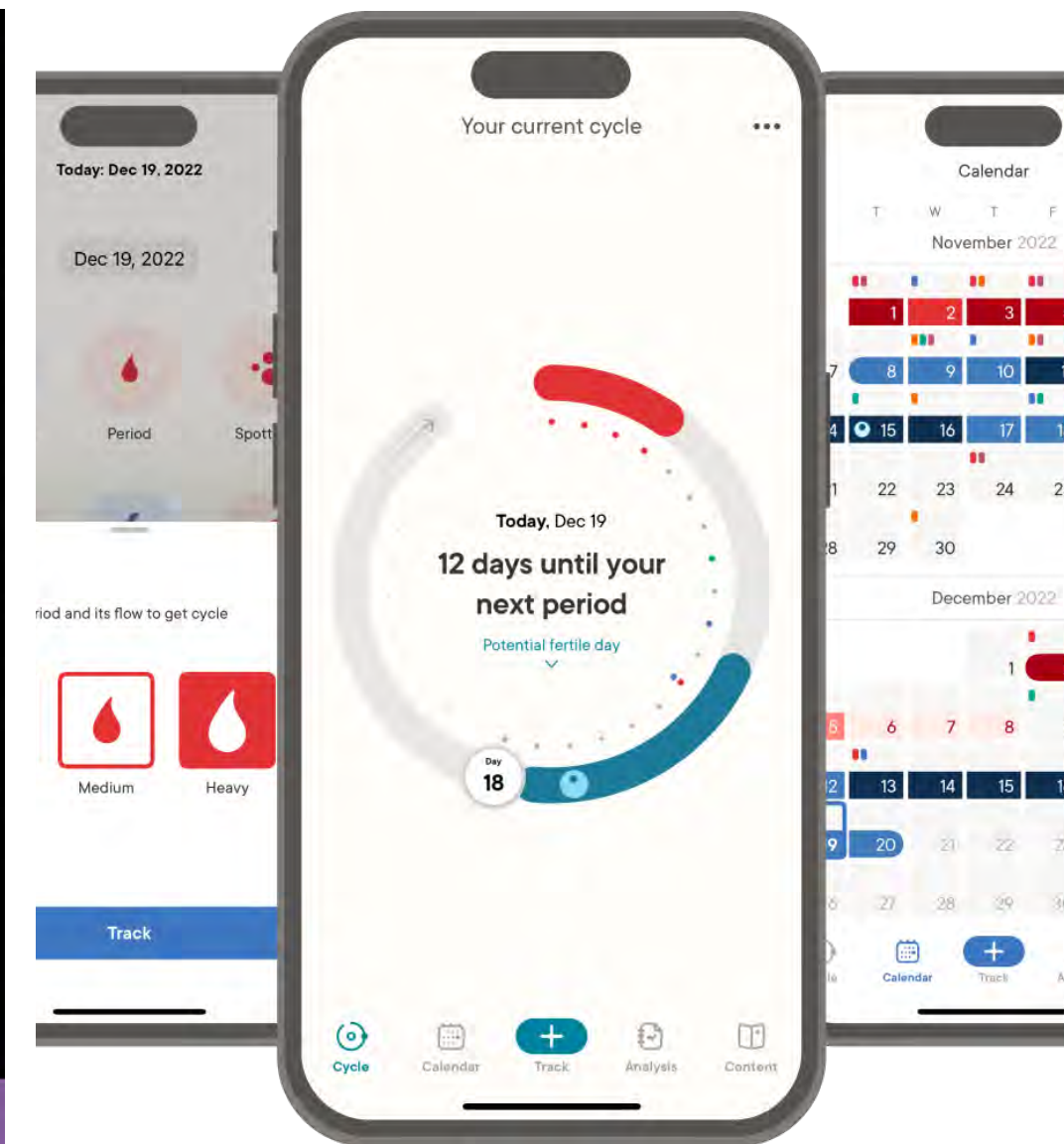


# Design Process: *Benchmarking*

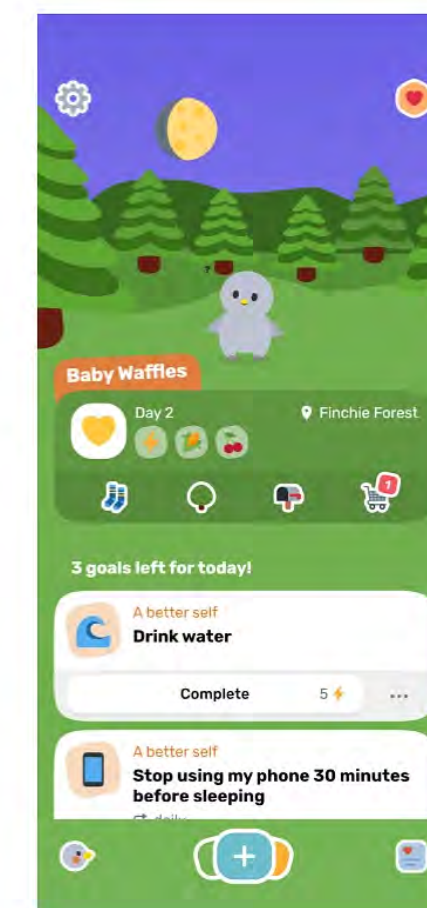
## Daylio



## Clue



## Finch

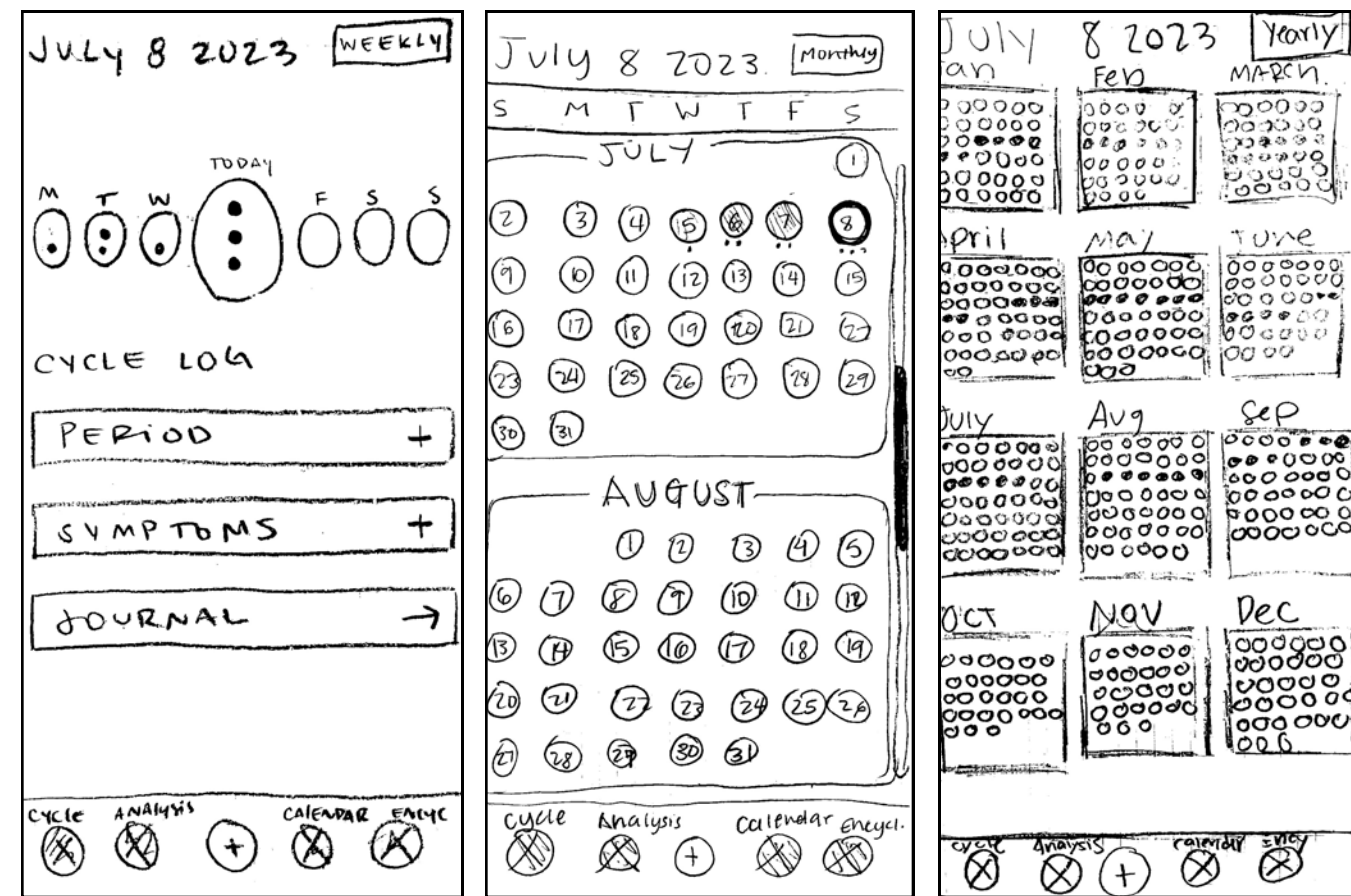


- Found the templates helpful and the customizations are effective
- Can basically make the app completely your own
- Homepage hierarchy can be too much at times
- Ability to connect with friends
- Thought the use of icons could be effective if used in the right way

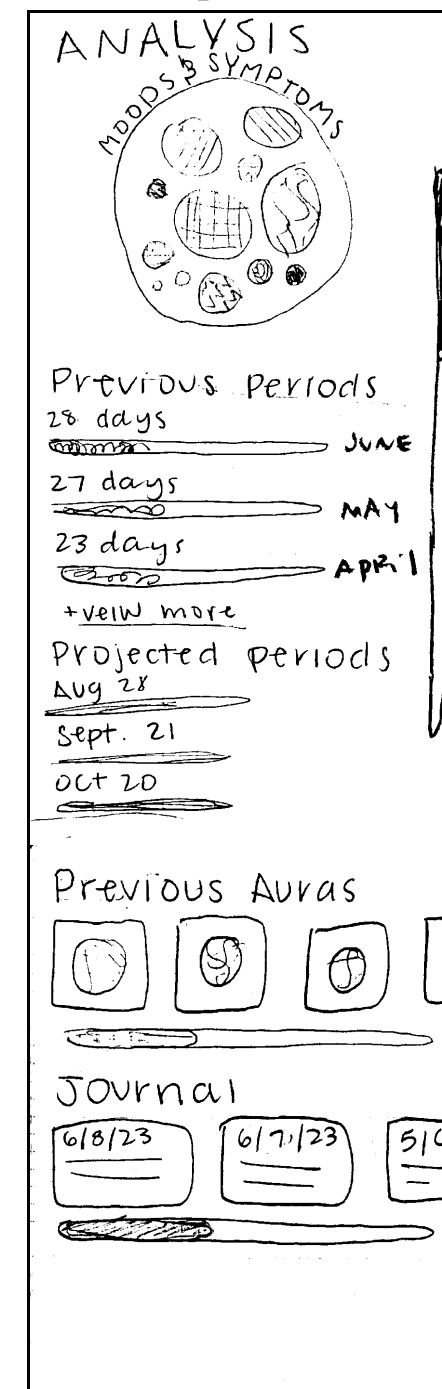


# Design Process: Paper Testing

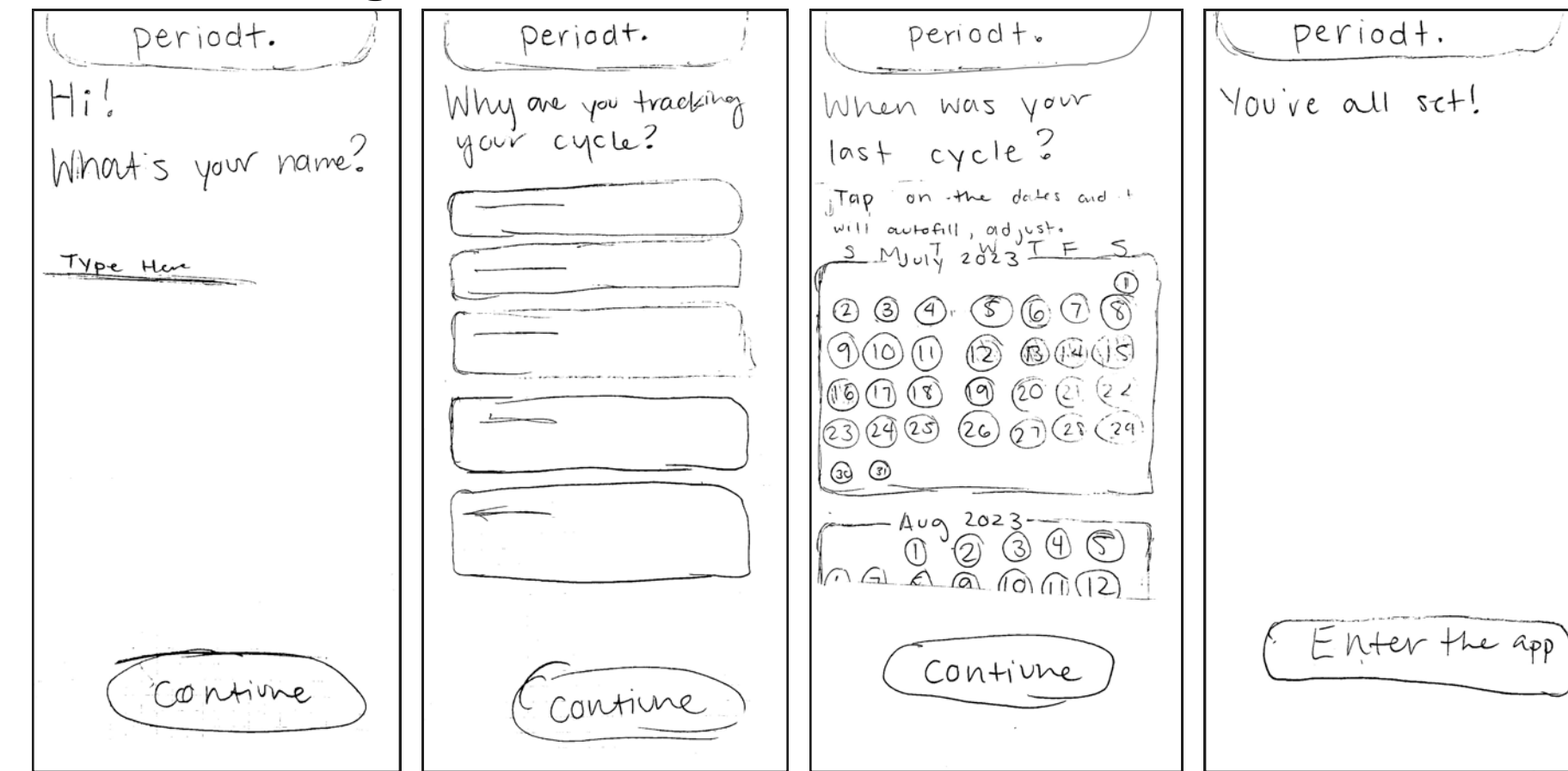
## Calendar



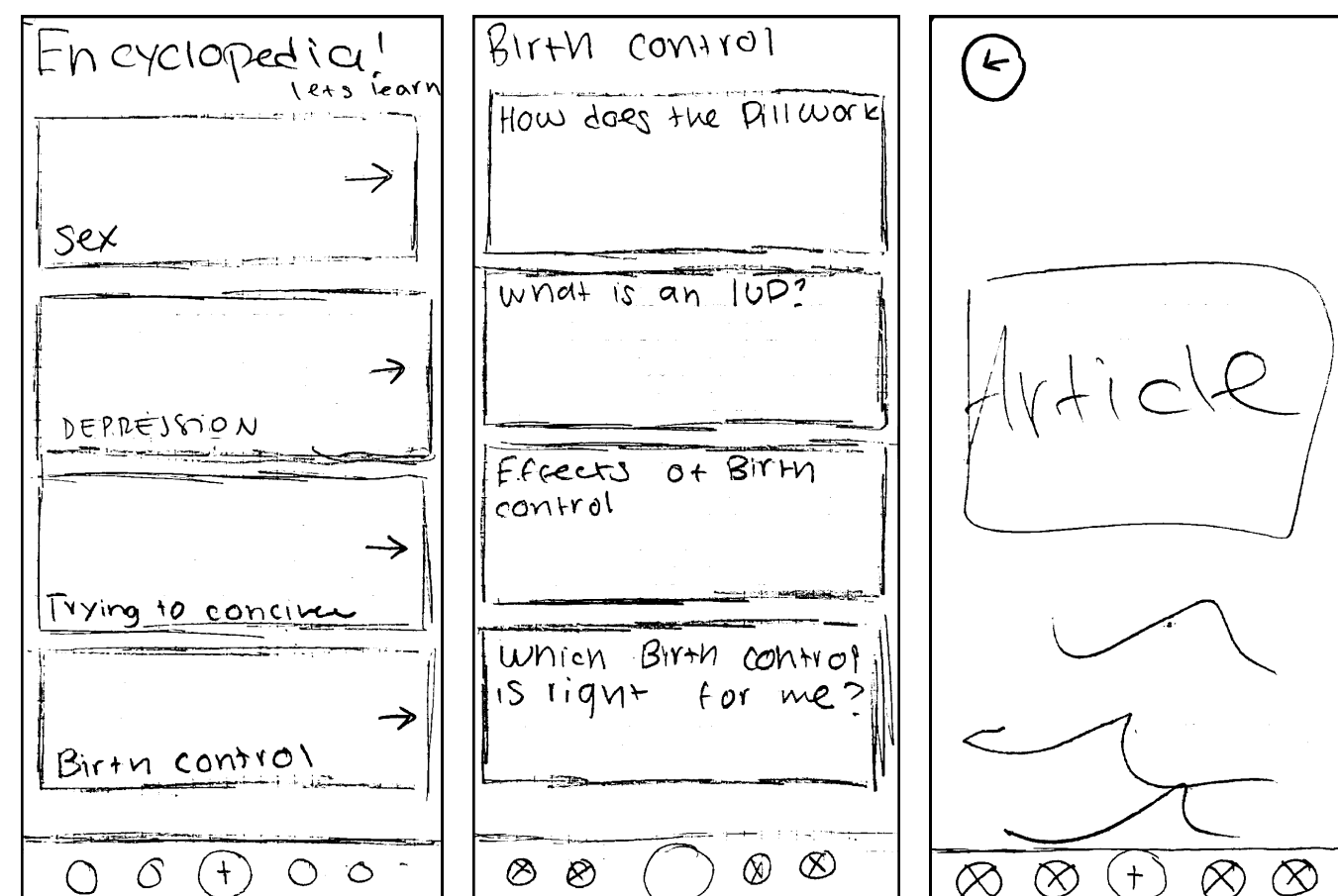
## Analysis



## Onboarding



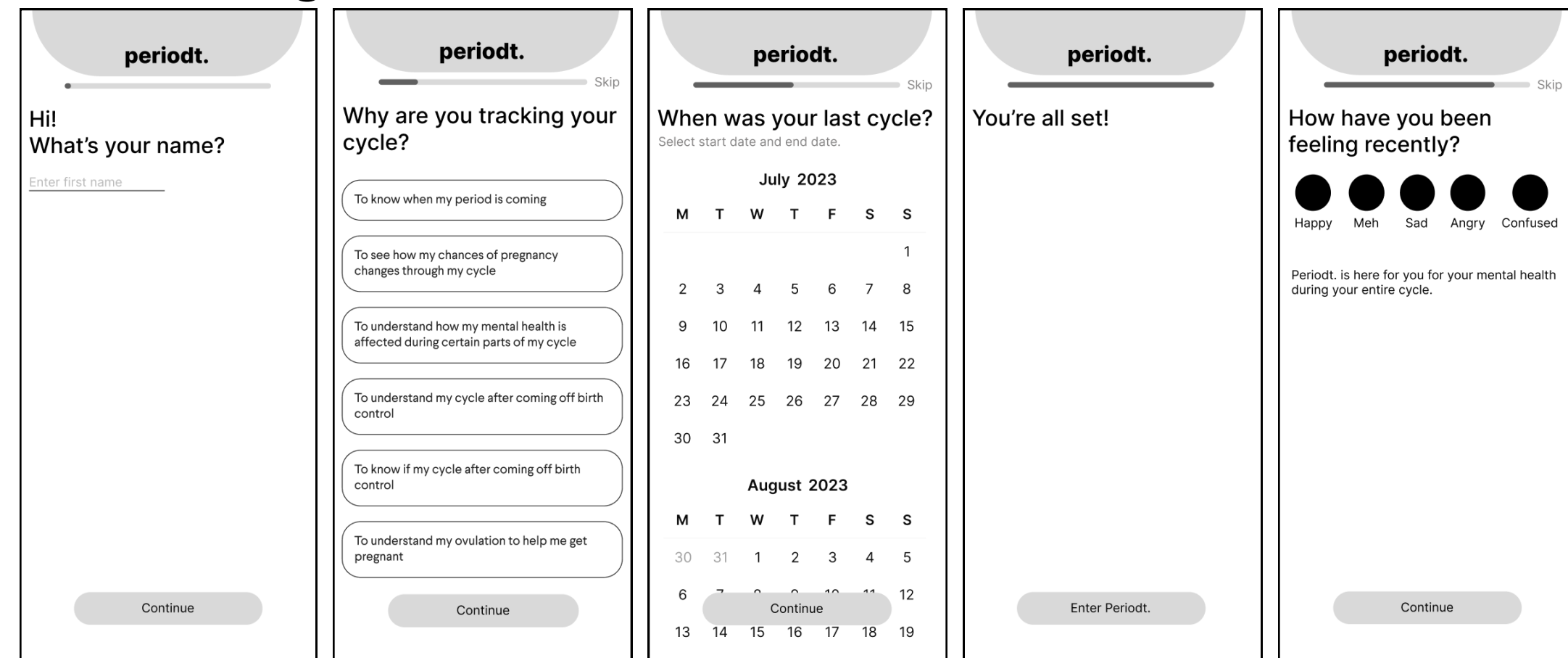
## Encyclopedia



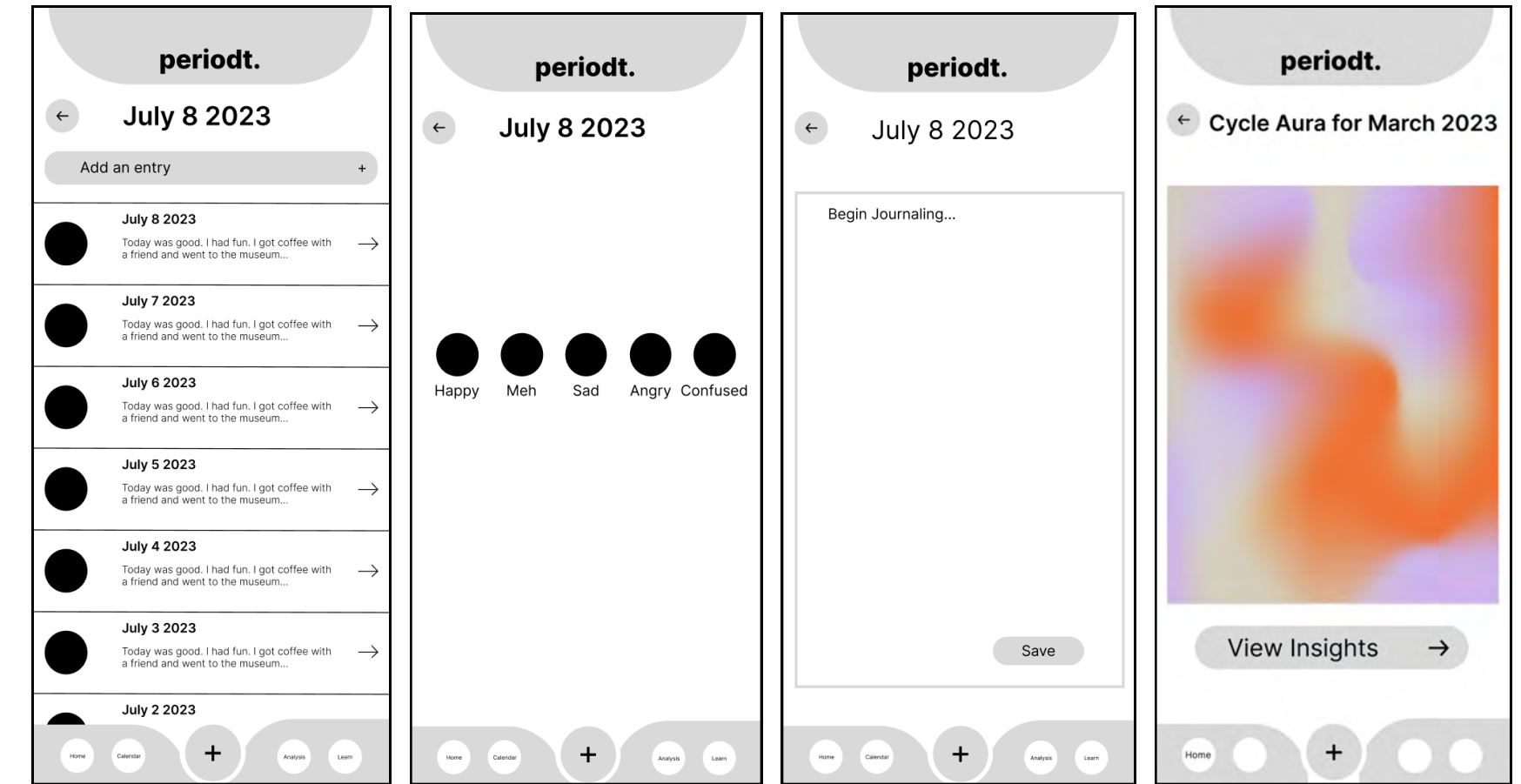


# Design Process: *B&W* Wire framing

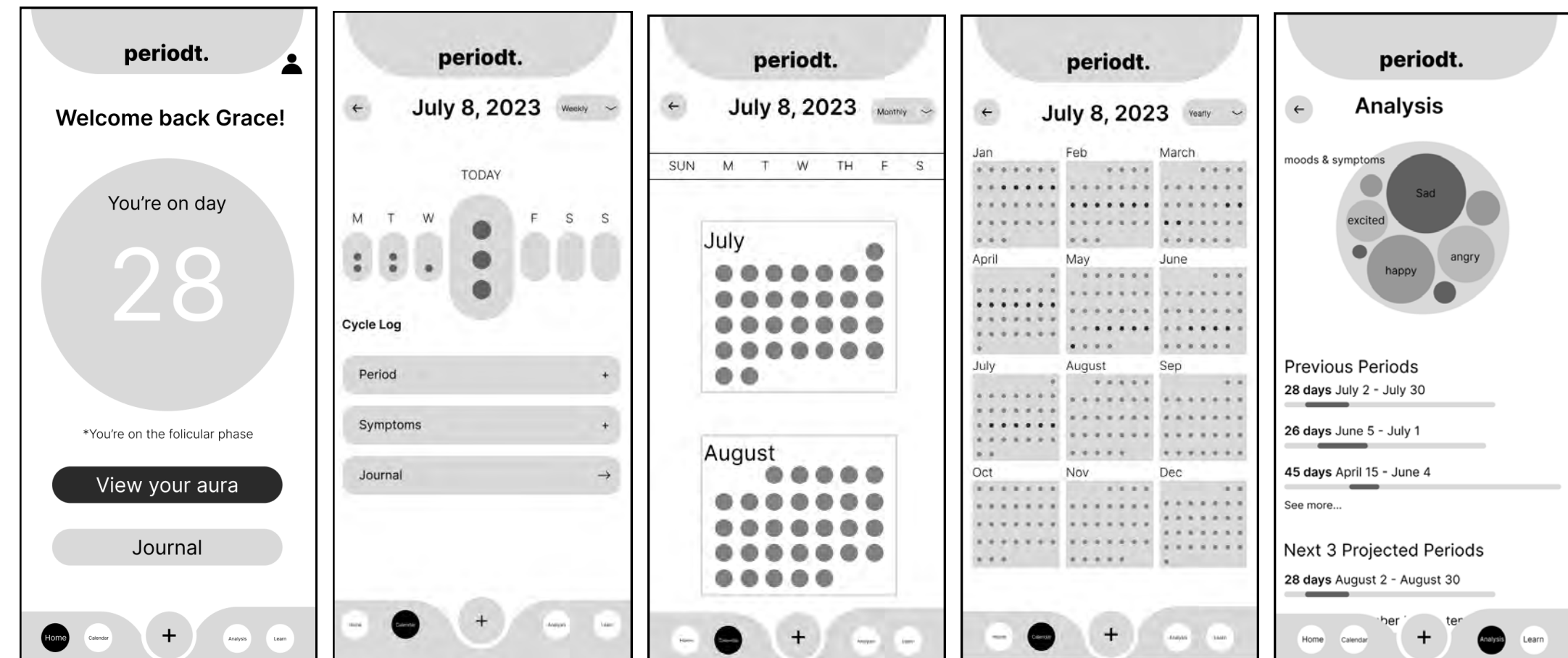
## Onboarding



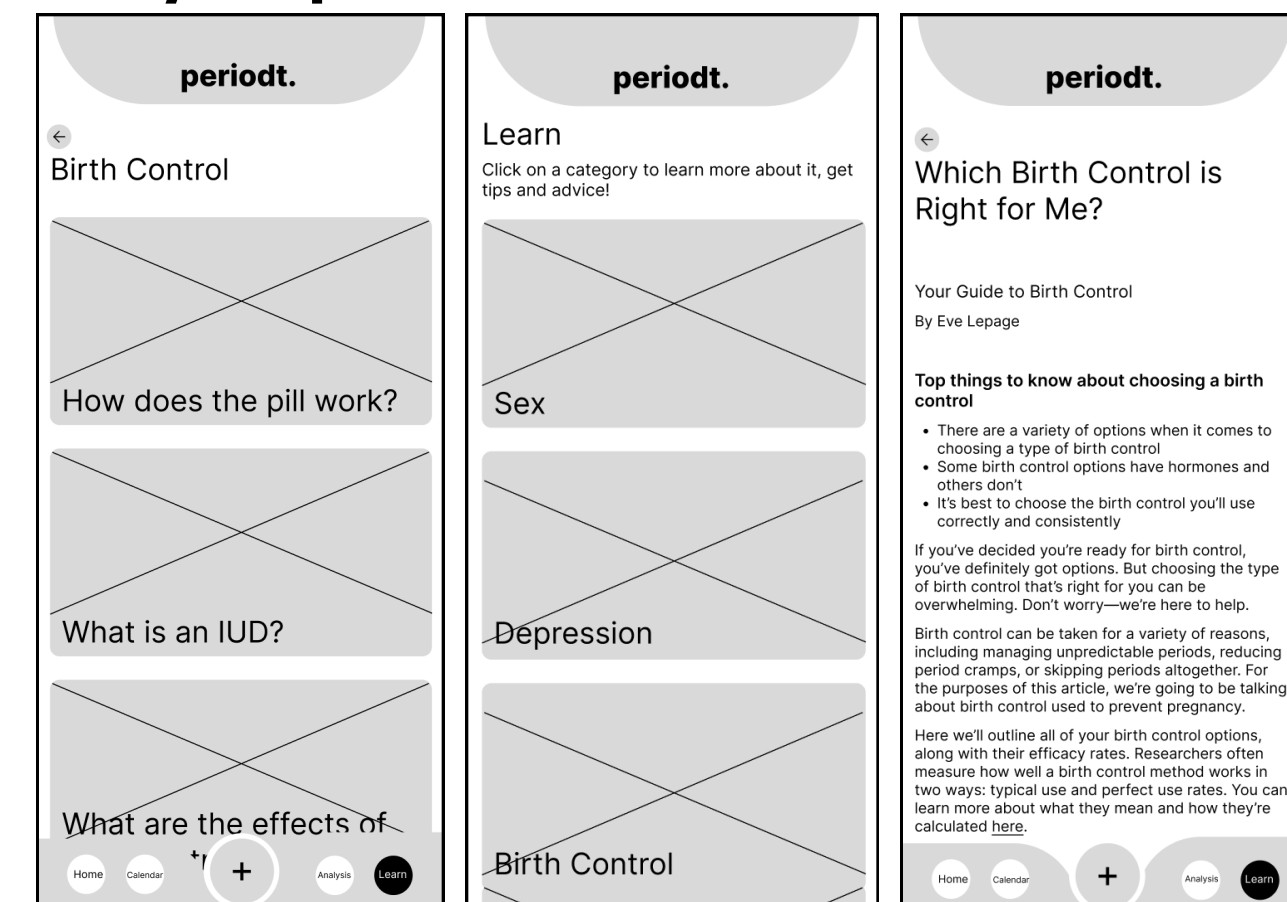
## Journal



## Homepage / Calendar / Analysis

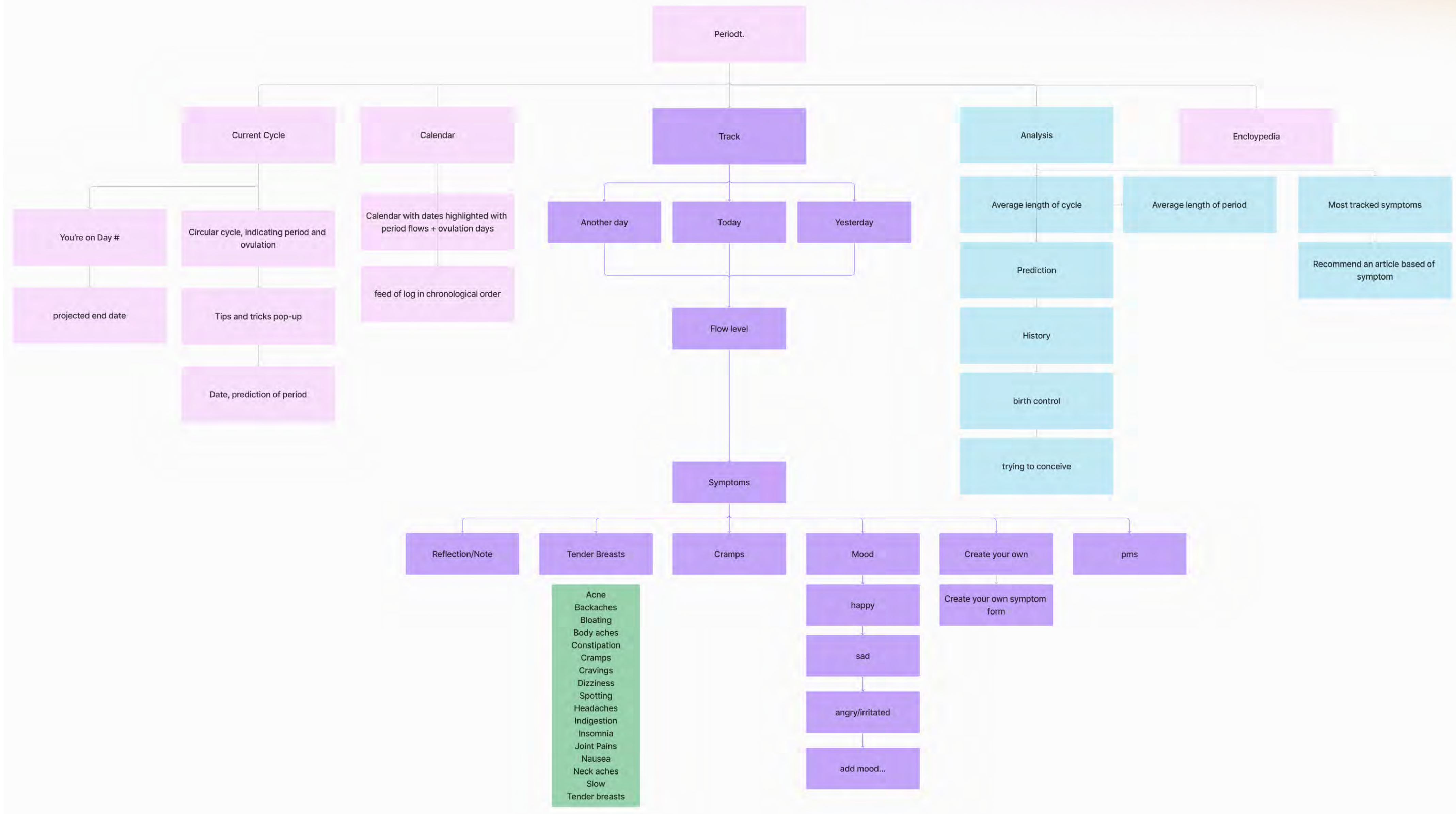


## Encyclopedia





# Design Process: *Information Architecture*





# Style Guide

## Color Scheme



## Type Hierarchy

### 30 pt Header

20 pt Journal entry text/secondary header/primary button

16 pt button text

14 pt body copy/smaller text/dashboard

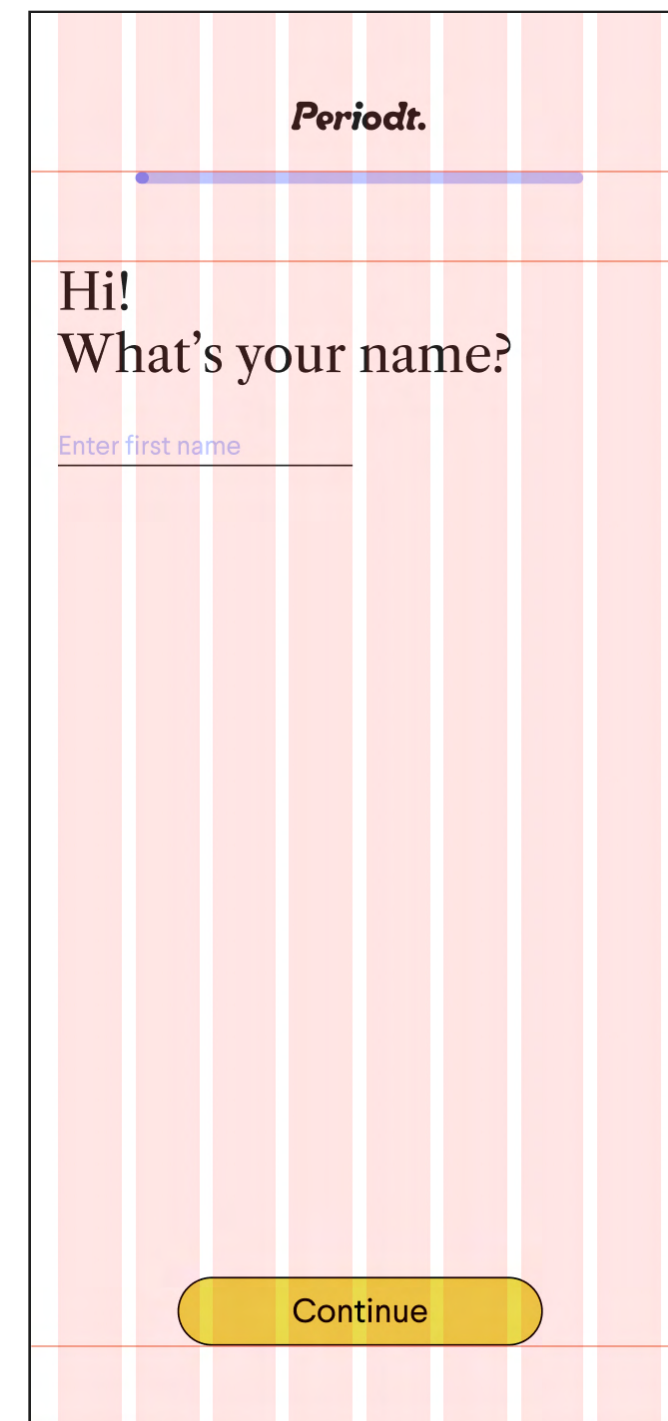
## Typefaces

### Display Logo - **Cosplay**

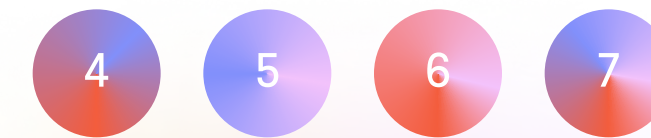
Headers - Libre Caslon

Body - Larsseit

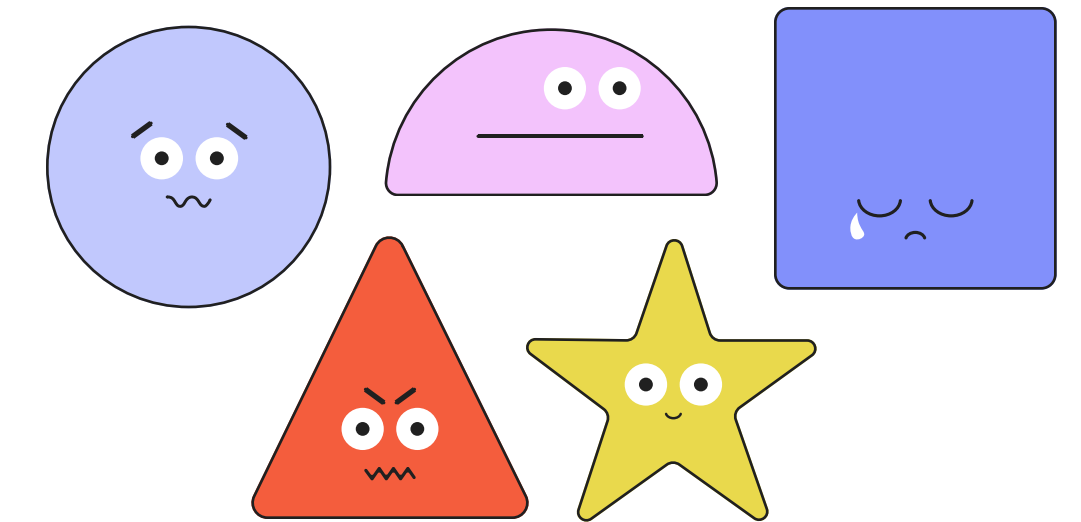
## Grid



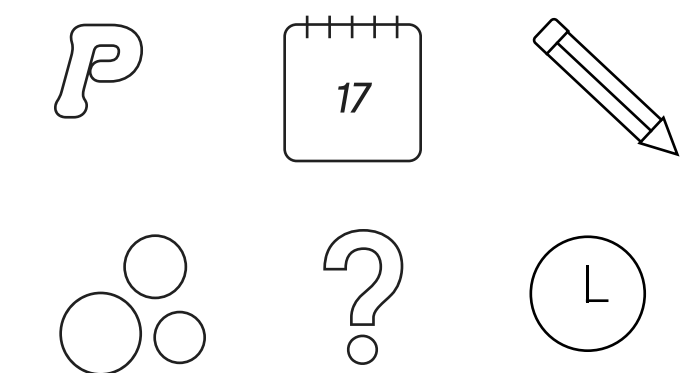
## Gradient



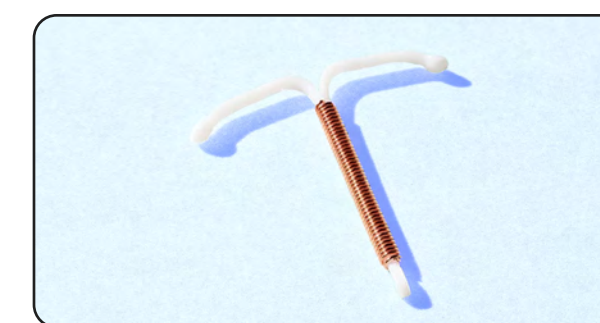
## Mood Expression



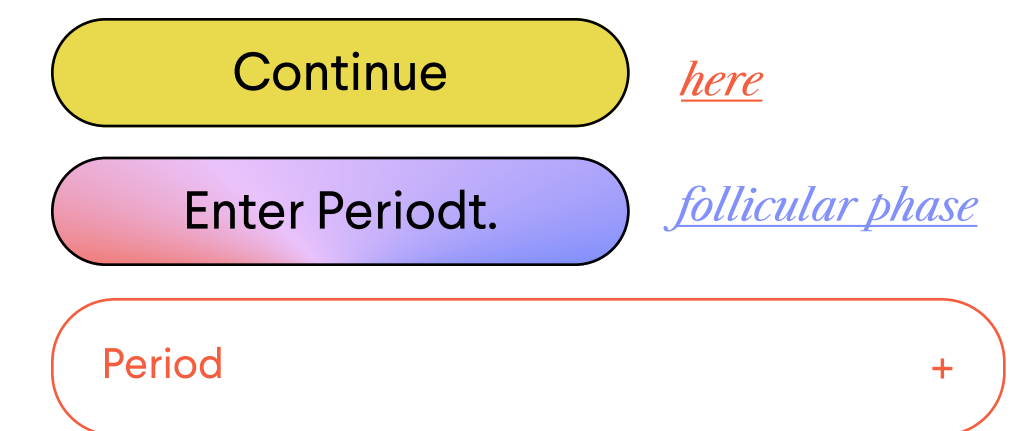
## Illustration Symbols



## Image treatment

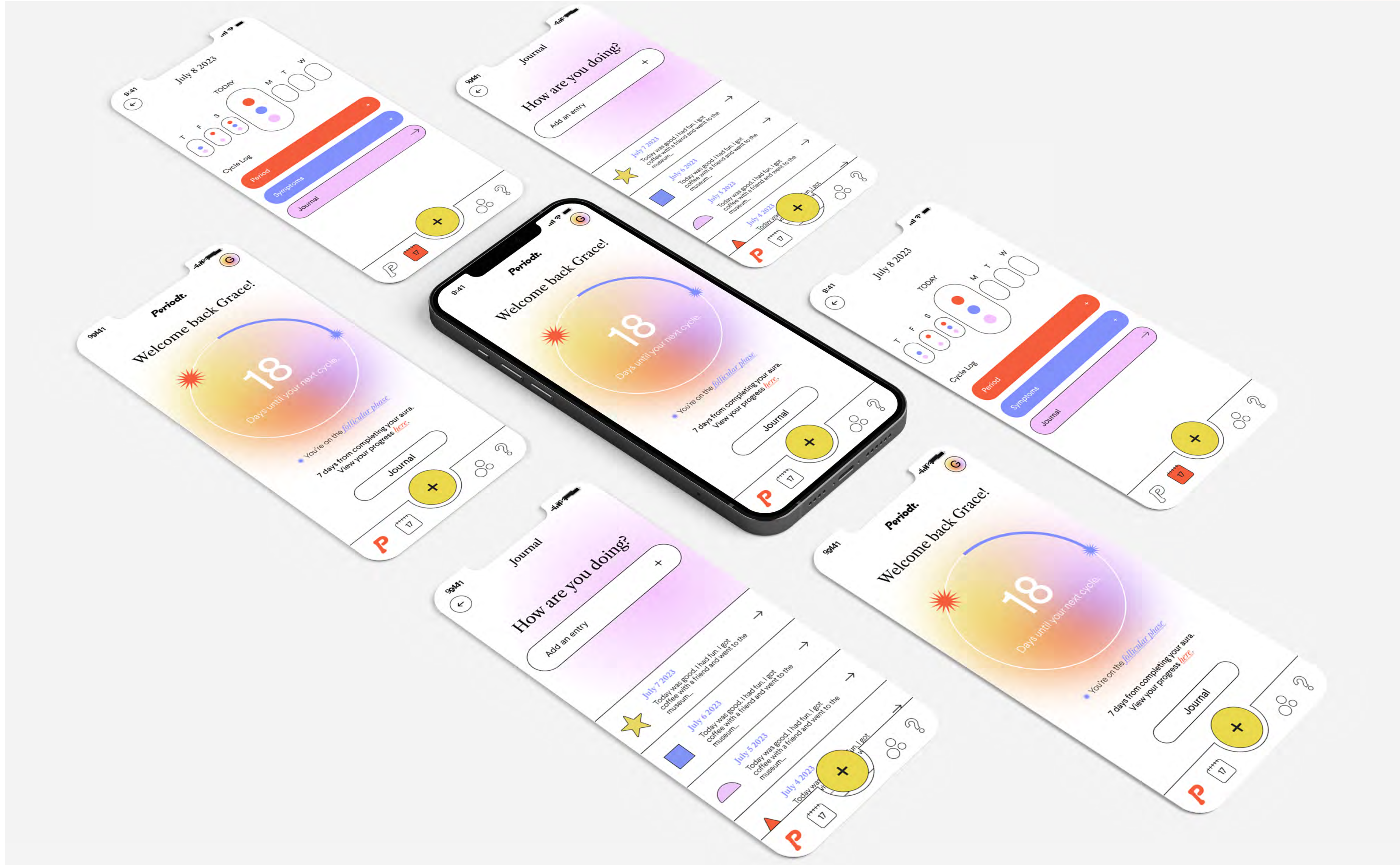


## Button Style





# Periodt. App Features





Thank you!



Scan to interact!

*Periodt.*