

# Team: Period.

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# Problem Space: Period Poverty and Accessibility



## Expensive

At 9 boxes of tampons per year: **\$61.11**  
At 7 boxes of pads per year: **\$59.43**

*Jezebel.com*



## Stressful

**57%** said they felt embarrassed because of an unexpected start  
**43%** felt anxious or stressed during their period

*University Star*

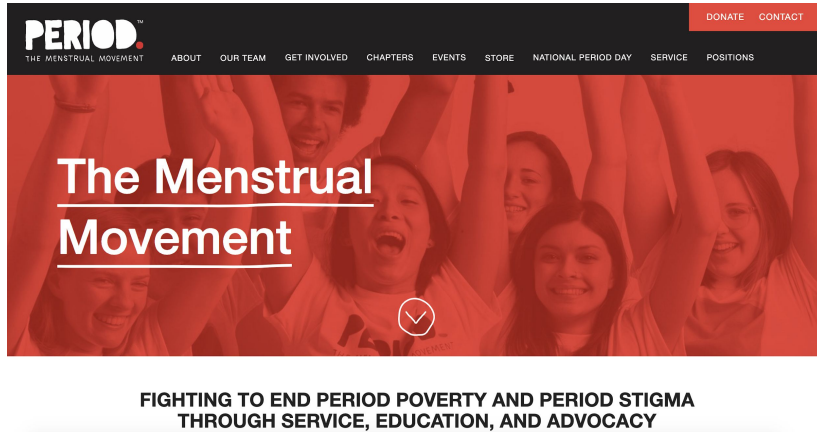


## Impact Education

**1 in 5** have missed school in the US due to a lack of access to products

*Always.com*

# Period @ Rice-BCM



“This organization's mission is to address gaps in access to menstrual care through the distribution of menstrual product packages to anyone in need, advocacy and education, and outreach to groups often overlooked by menstrual health advocates in the Houston area.”

**HCW increase accessibility of period products for menstruating people on Rice's campus?**

# Other Stakeholders

## Women's Resource Center

- Located in the RMC
- Provides free menstrual products

## Student Association

- Existing Solution
- Student Health Service Committee
- Free menstrual products in bathrooms

## SSI Food Pantry

- RMC Cloisters
- Food and hygiene products

# Seeking Stakeholder Insights

## Women's Resource Center

- Centrally located
- Well known
- *Pain Point:* Distributing products when closed

## Student Association

- Bathroom-focused
- *Pain Point:* “Not expected to be people’s only supply”

## SSI Food Pantry

- Targeted towards low-income students
- *Pain Point:* Users don't know about this resource

# Seeking User Insights



## Survey

- 140 responses
- ex. If you needed a period product but didn't have one on you, where would you go?



## Interviews

- 6 interviews
- 8 questions
- ex. Poor quality product vs. good quality product?



## User Insight: Finances

- **35%** of respondents do budget for buying menstrual products
- Financial concern not immediate for most students
- Think it is unfair to have to pay for products





## User Insight: Stigma

- **Don't** feel social stigma when taking a product during a situation of need
- **Do** feel hesitant to take multiple products at once for fear of depleting a common resource



## User Insight: Quality

- Strongly dislike cardboard applicators for tampons
- Strongly dislike thick and bulky pads
- Products often stocked in bathrooms are poorer quality

# User Personas

## Situational User

- Typically menstruates monthly and can usually predict when it will start, but not always
- Thinks products should be free, but **doesn't feel financially burdened** by purchasing products & doesn't budget for them
- Cares about product quality and **would rather buy themselves a higher quality product** then use a poor quality free product
- Will take one free product if in a situation of need, but **won't typically take multiple**

## The Hidden User

- Typically menstruates monthly and can usually predict when it will start, but not always
- Budgets for their menstrual products and **feels financially burdened**
- Cares about product quality and has a preference for higher quality products if they had a choice, but **will use lower quality free products as needed**
- Wishes they had **access** to as much free product as they needed

*Reframe*

**HCW facilitate access to a long-term supply of high quality menstrual products to those who need it on Rice's campus?**

# Measures of Success



## Short Term

- One stakeholder willing to implement solution
- Increase number of products taken from **1 to 3**



## Long Term

- Qualitative survey
- Similar to initial survey
- **Increased response** for taking multiple products

# Design Goals



Accessible for All  
Users



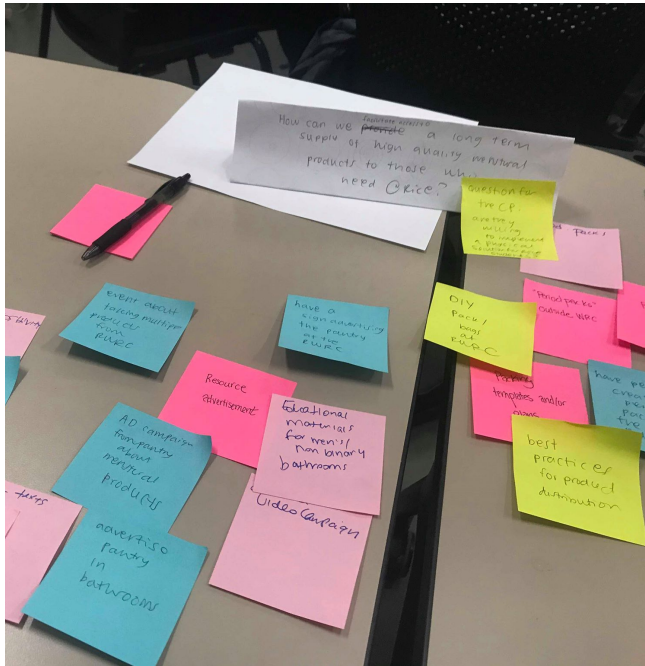
Intuitive



Non-Burdensome  
to Implement

# Ideate

## *Period Packs*



- Multiple, high quality products packaged together
- Erases stigma of taking more than one
- Convenient to carry
- Areas of Variation

# Areas of Variation

## Structure

- Pre-Made vs
- DIY Station where users can customize their packs
- Bring Back Bag

## Location

- Outside Rice Women's Resource Center
- Inside Bathroom Atrium in RMC
- Other?

## Stakeholders

- Period
- RWRC
- Other?



## *Seeking Feedback*

**Which variations of our solution seem most feasible to you? Most exciting?**