



DivaFlo

Preparing women for every phase of their cycle

Final Presentation by Anna Zhou



User Research Snapshot



5 user interviews • College women (ages 19–20)

- **100%** experienced menstrual symptoms that disrupted their daily routine.
- **100%** tracked their menstrual cycle in some way, but only 20% consistently tracked symptoms.
- **80%** wanted proactive guidance or recommendations-not just period predictions.
- **80%** adjusted their diet, exercise, or wellness habits during their cycle.
- **60%** said they mostly "just dealt with" symptoms or relied primarily on rest.
- **60%** used AI or online search (ChatGPT/Google) for menstrual health advice.
- **100%** reported that busy schedules made it difficult to prepare for their cycle.

The customer

College-aged women with busy lifestyles and a desire to understand + take care of their bodies

The need

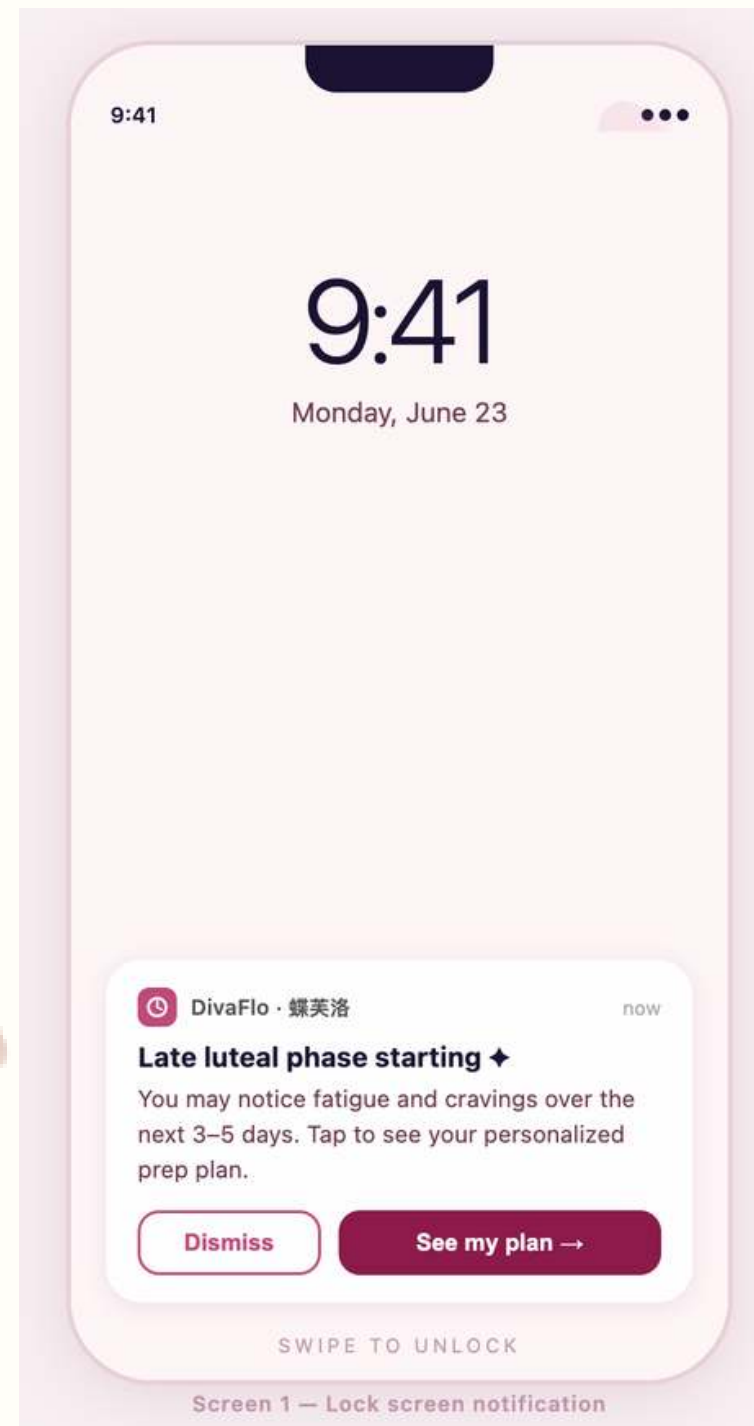
Most period tracking apps predict when your period starts, but don't help users prepare for the symptoms leading up to it

The solution

DivaFlo provides personalized nutrition, movement, symptom forecasting, and wellness recommendations based on each stage of the menstrual cycle

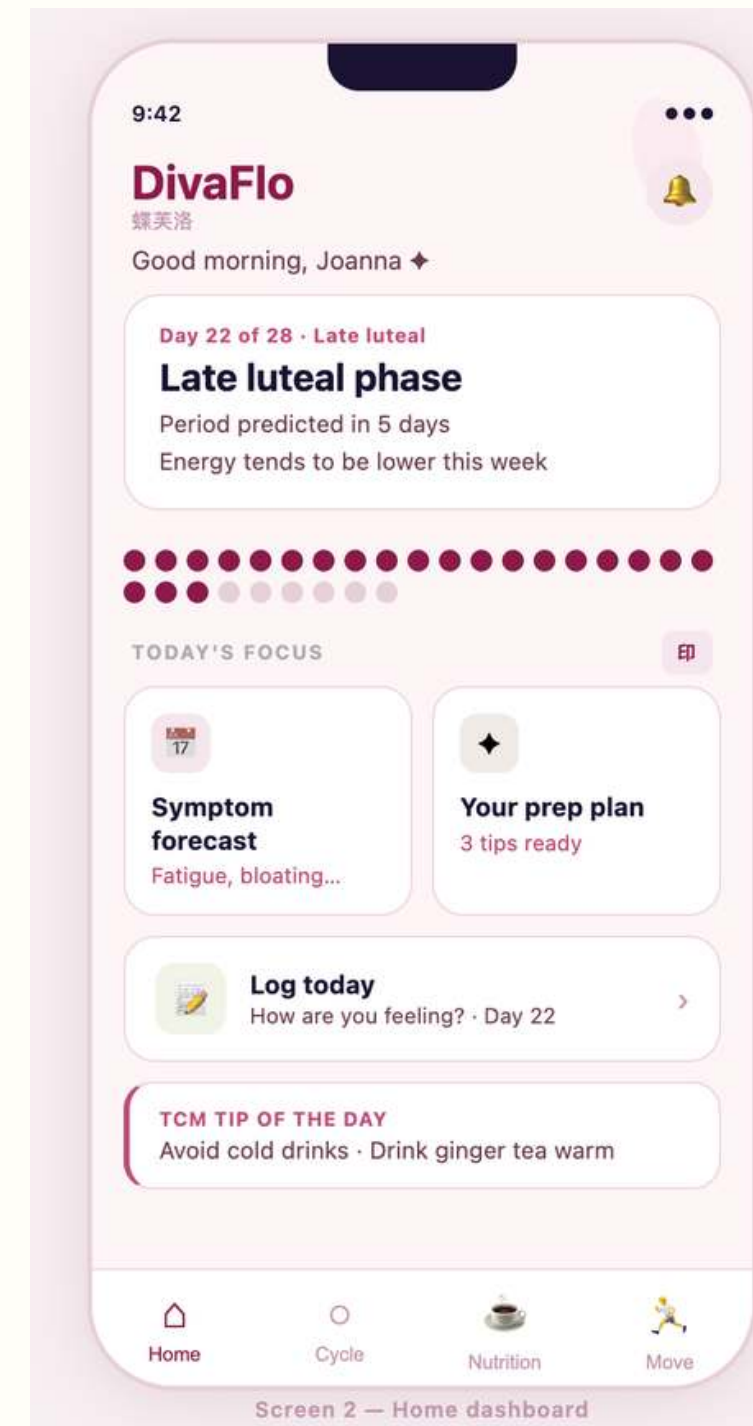
Screen 1- Notification

- Push notification showing current phase
- Overview of symptom forecast



Screen 2- Home Dashboard

- Gives user overview of current cycle
- Shows current phase, prediction of next period, today's focus
- Highlights action items e.g symptom forecast, personalized prep plan, symptom log, TCM wellness tips

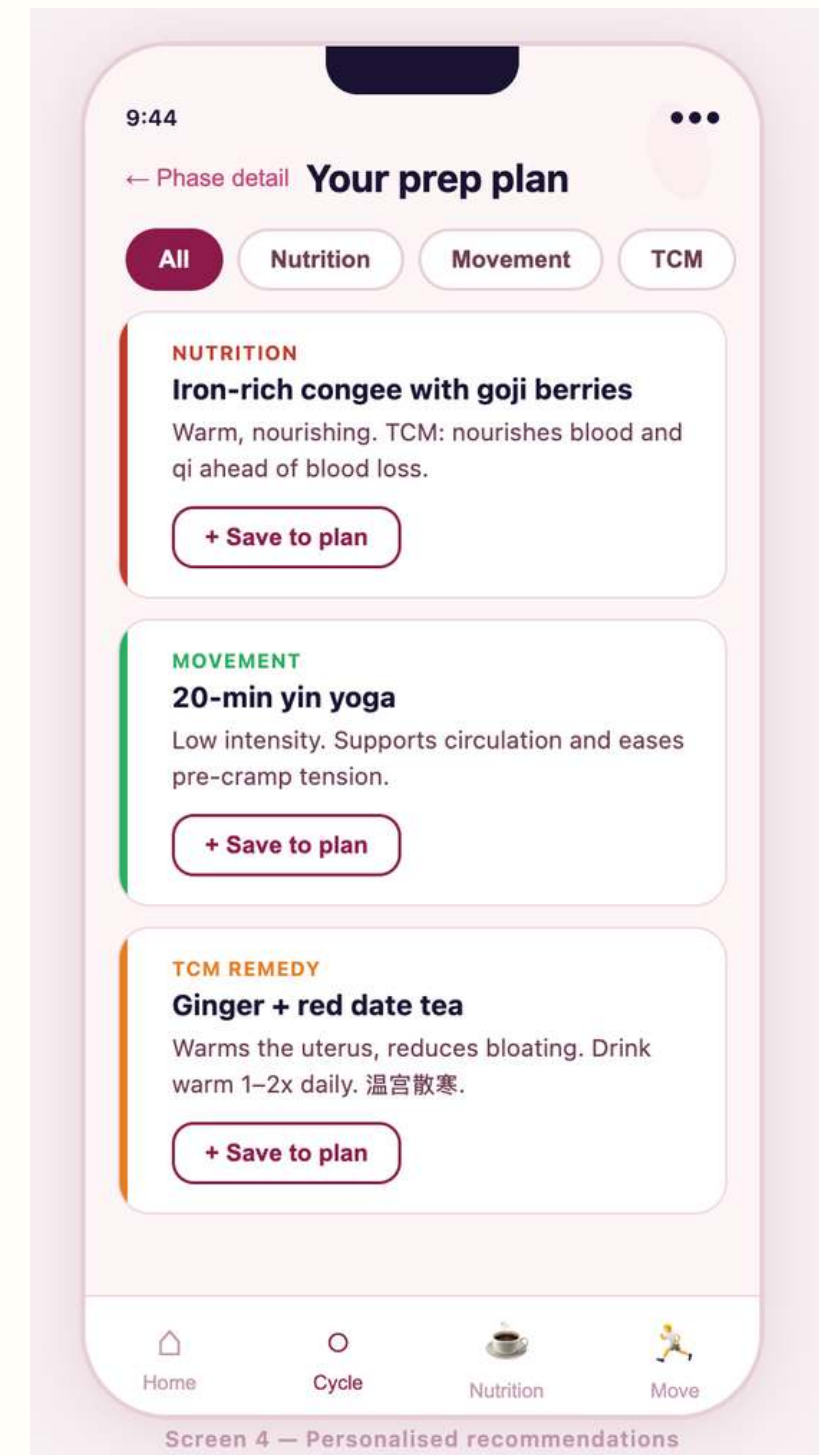
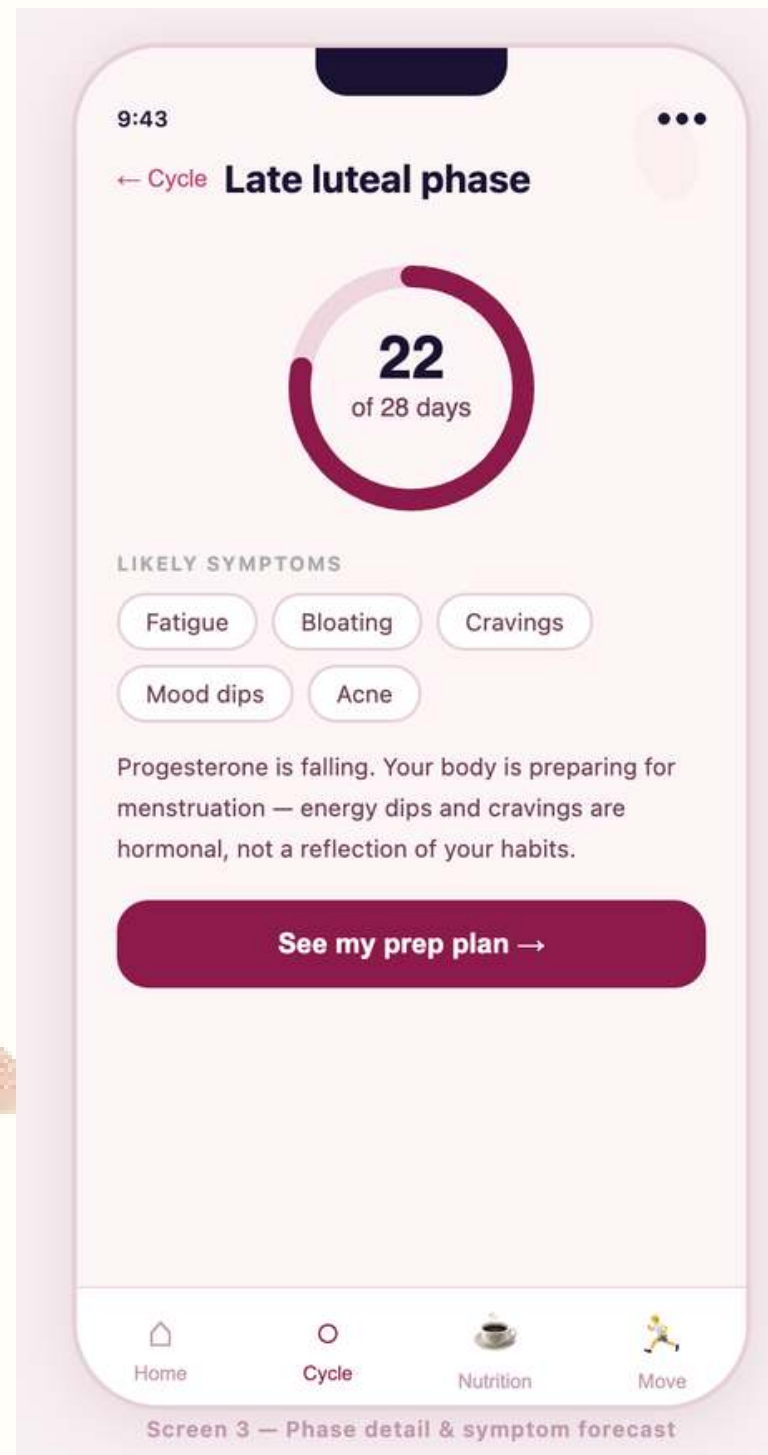




Screen 3- Phase Detail

Screen 4- Personalized Prep Plan

- Selection symptom forecast leads to detailed explanation of current phase
- Explanation of why symptoms occur
- Helps ensure better understanding of discomfort

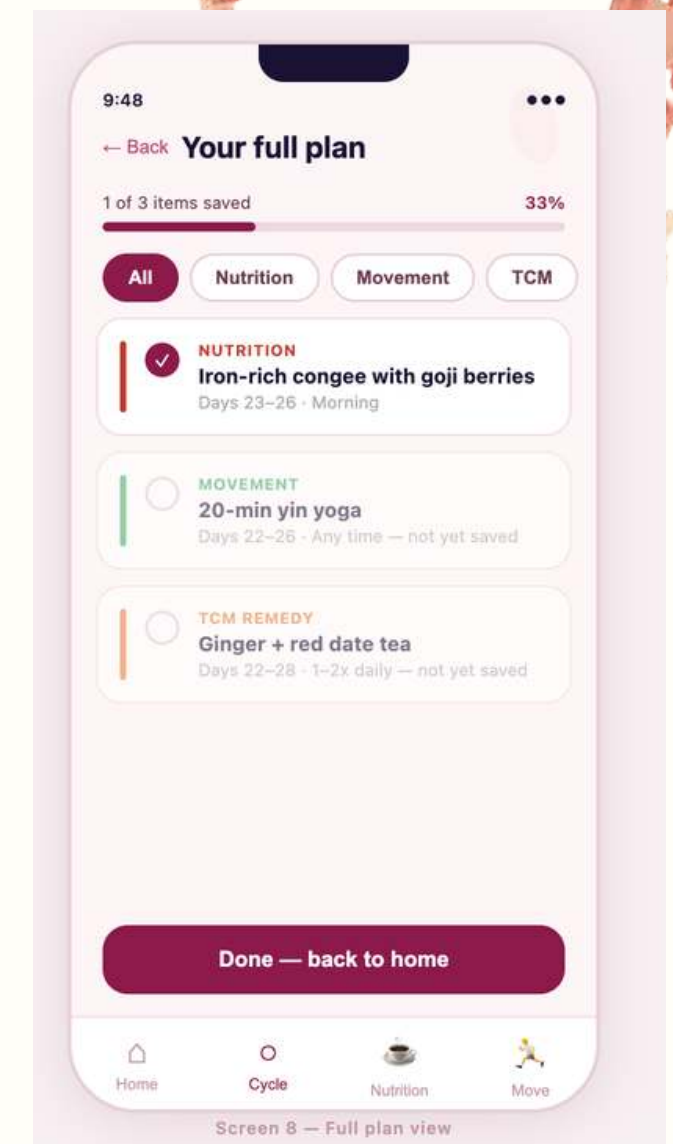
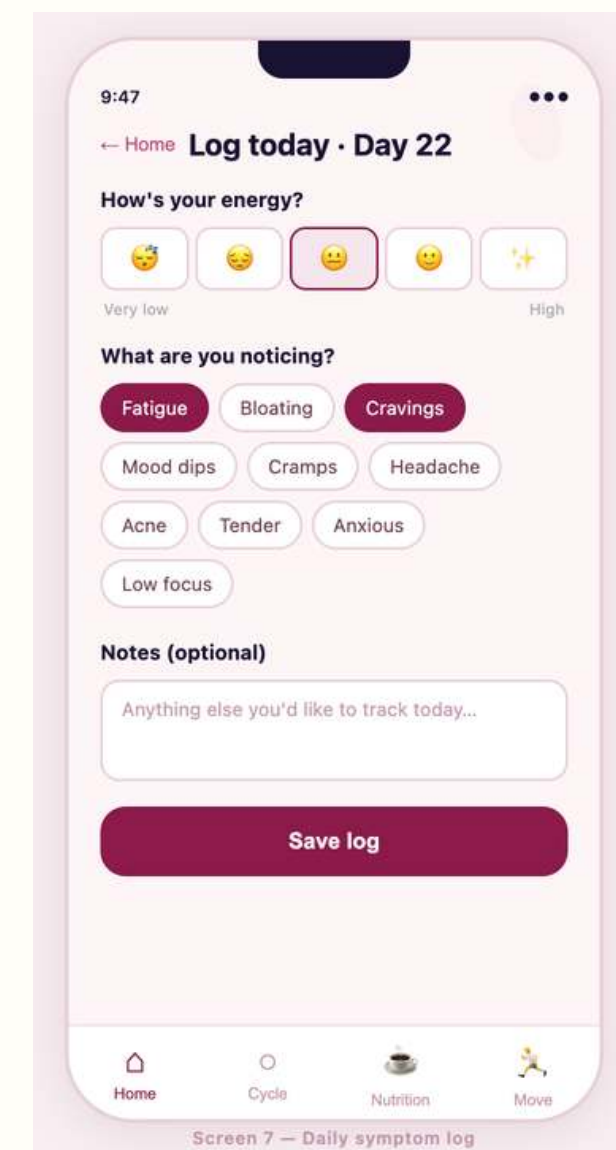
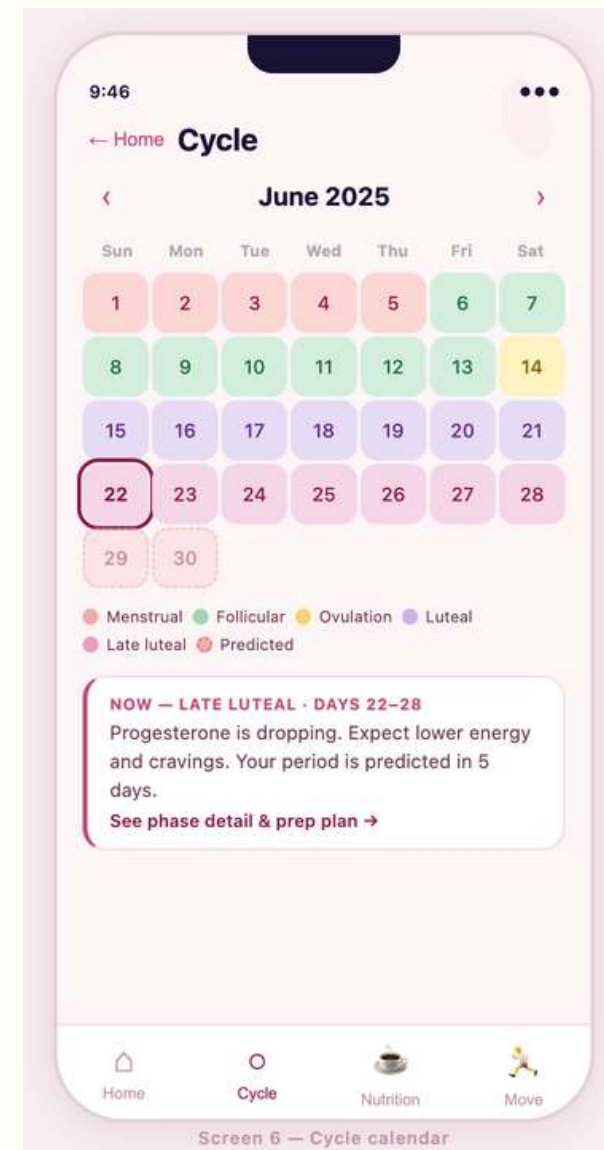
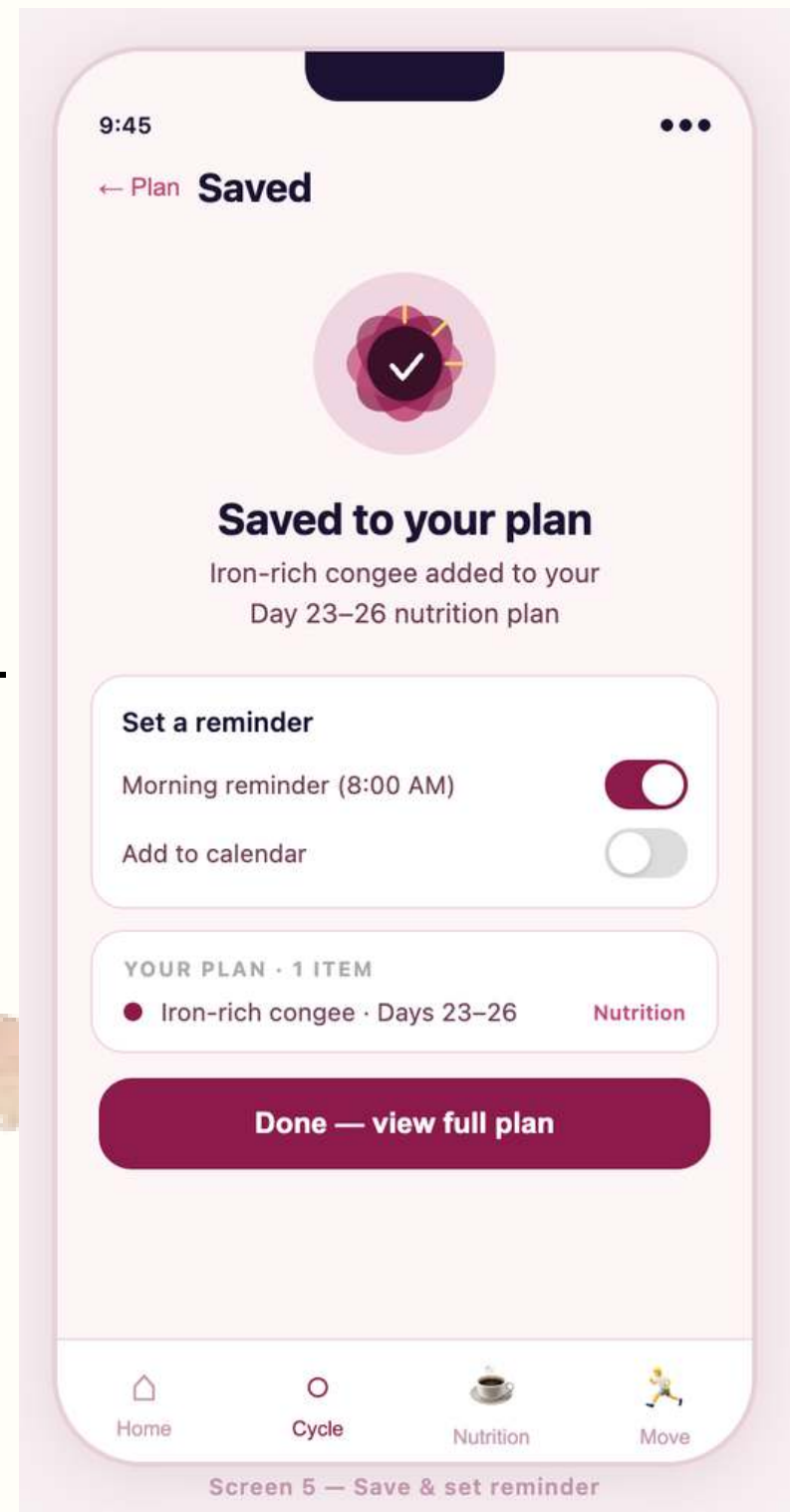


- Personalized recommendations- nutrition, movement, TCM
- Simple organization avoids being overwhelming,
- Users can choose which to save to plan

Screen 5- Save & Reminder

Screens 6-8 - Long-term Engagement

- Once a recommendation is saved, users receive confirmation
- Creates connection-receiving advice → following through



- Users can:
 - view full cycle calendar
 - Log symptoms and further personalize their prep plan
 - review saved recommendations
 - Helps track patterns over time



User Testing & Peer Feedback

What worked

- Users immediately understood the purpose.
- Navigation felt intuitive.
- Personalized recommendations were the favorite feature.
- Users preferred it over manually tracking in Notes.

Improvements to consider

- Make saved actions update immediately.
- Improve visibility of clickable cards.
- Add recipes and richer explanations.
- Expand symptom input options.
- Future AI assistant.



Conclusion

Key Takeaways:

- Design around user behavior, not assumptions
- Small usability details matter
- Iteration improves the experience

& Next Steps

Future improvements

- AI wellness assistant
- Dynamic symptom prediction
- More personalized recommendations
- Better visual feedback





Thank You
For Your time &
attention

DivaFlo, By Anna Zhou

