Blooming

Team Blossom

Our Team

Fardouse
Full Stack Development

Jamilah
Full Stack Development

Nawal
UX Designer

Seble
UX Researcher

Fardowsa
UX Designer and Product Manager

Problem Context

66% of female students (aged 15–19) **lack accurate knowledge** about reproductive health

Contributing factors:

- **cultural taboos**
- **lack of education**
- **limited access to health resources**

Problem Statement

How might **women & young girls whose culture have a stigma** around female reproductive health **acquire knowledge about their health** so that they can **maintain their well-being?**

Key Insights

Content not inclusive

Reproductive content excludes younger audiences

a lot of general reproductive content is geared toward adults

Heavy cultural biases

Cultural biases and norms lead to biased perspectives on female health

Cultural attitudes lead to biased opinions/views of female reproductive health

Family is key influence

Family has a large influence on how girls view their health and bodies

Most of the users' perspective regarding female health seems to be highly influenced by their parents or relatives.

Stigma stops learning

Stigma hinders access to reproductive information

Stigma significantly hinders access to certain female health information

Who will use Blooming?

Jessica

13, second-generation Vietnamese immigrant, raised by her father.

Limited knowledge about puberty & periods, nervous about asking questions.

Struggling to find age-appropriate resources, needs information on hygiene products for her imminent first period.

User Testing & Validation

Concept and assumptions you tested
- Enhance usability
- Asses the use of colors on the page
- Functionality of quiz feature

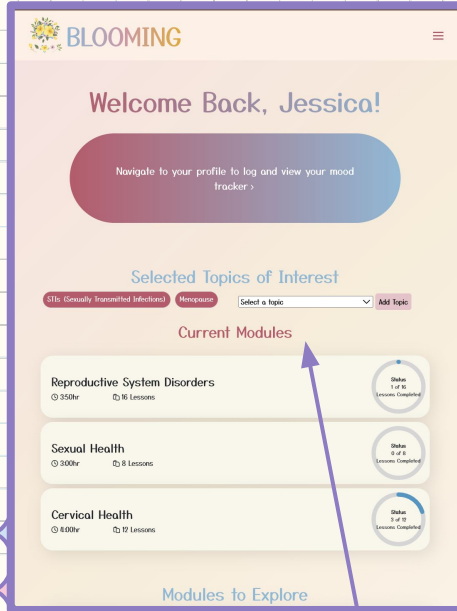## Lessons learned and insights from testing
- Abrupt quiz, (add color and spacing)
- Need of more images on site

Design direction derived from validation
- Over all page is good, need to improve
- A very nice and useful app to educate others

User Profile and Dashboard

User Stats

Mood tracker

Module to explore based on interest

Articles based on interest

BLOOMING

Welcome Back, Jessica!

Navigate to your profile to log and view your mood tracker ›

Selected Topics of Interest

STIs (Sexually Transmitted Infections) Menopause Select a topic ▾ Add Topic

Current Modules

Reproductive System Disorders
🕐 3.50hr   📖 16 Lessons
Status
1 of 16
Lessons Completed

Sexual Health
🕐 3.00hr   📖 8 Lessons
Status
0 of 8
Lessons Completed

Cervical Health
🕐 4.00hr   📖 12 Lessons
Status
3 of 12
Lessons Completed

Modules to Explore

Selected Topics of Interest

STIs (Sexually Transmitted Infections) Menopause Select a topic ▾ Add Topic

Current Modules

Reproductive System Disorders
🕐 3.50hr   📖 16 Lessons
Status
1 of 16
Lessons Completed

Sexual Health
🕐 3.00hr   📖 8 Lessons
Status
0 of 8
Lessons Completed

Cervical Health
🕐 4.00hr   📖 12 Lessons
Status
3 of 12
Lessons Completed

Modules to Explore

Menopause
🕐 5.00hr   📖 18 Lessons
Status
0 of 18
Lessons Completed

Recommended Articles

STI Prevention
Posted by: CDC.gov

Menopause
Posted by: Mayo Clinic

BLOOMING

Overview
Welcome back, Jessica! Your progress is really great so far. Keep it up!

Your Quiz Stats
67% AVERAGE SCORE higher than 80% of users! Nice Job!

Your Reflections Stats
Edit or view posts

Topics of Interest
Select a topic ▾ Add Topic

Topics of Disinterest
Select a topic ▾ Add Topic

How are you feeling?
😄 🙂 😐 😔 😢
View tracker

What has affected your mood most recently?
Work School Sleep Weather Art
News Finances Hormones Food
Friends Health Hobbies

Jessica Hoang

Private Account   NO

By selecting this, your discussion posts and comments will automatically be anonymous.

Learning Modules

Menstrual Cycle

This module is a comprehensive overview of the menstrual cycle, empowering you to better understand your body and menstrual health.

This module contains 5 parts.

The information contained in this module comes from these websites:

John Hopkins Medicine
Cleveland Clinic
Better Health
Centers for Disease Control and Prevention (CDC)
Unicef
U.S. Department of Health & Human Services' Office on Women's Health
Very Well Fit

Visit these resources to learn more about this topic!

Go Back   Start

Share Your Thoughts!

Talk about your own experiences here! Let's build a community where we can become comfortable talking about these topics!

What's a tip you have for dealing with period pain?

Write your answer here!

View Reflections ›

What was your first period experience like?

Write your answer here!

View Reflections ›

Module Preview

Module Source

Module Reflections

Module Topics

BLOOMING

Learn with Blooming!
Start our educational modules today!

LEARNING MODULES

Menstrual Cycle

This module is a comprehensive overview of the menstrual cycle, empowering you to better understand your body and menstrual health.

Start Module

Module Quizzes

Question tracker

Contraception

1 out of 5

Which of the following are the most effective birth control methods?

IUDs

Female condom

Combined oral contraceptives ("the pill")

Previous   Next

multiple choice
question example
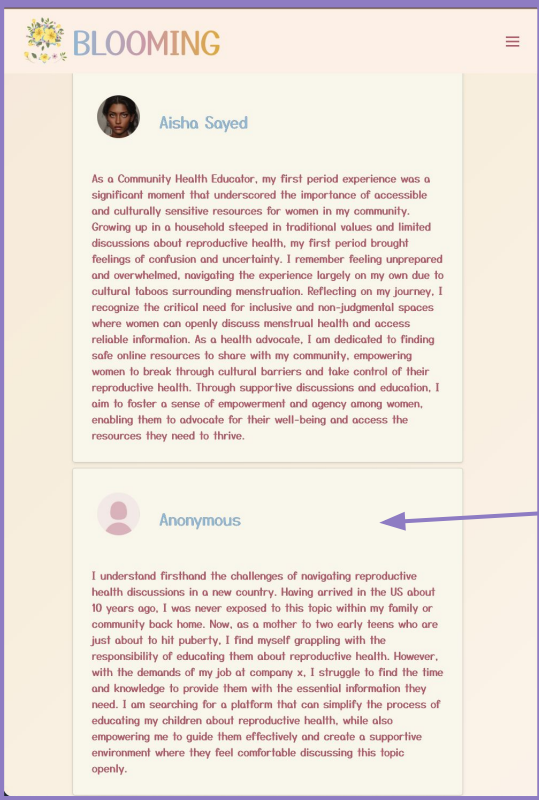
Quiz Topics

🌸 BLOOMING   ≡

MODULE QUIZZES

Test your knowledge here!

Menstrual Cycle

This quiz will test you on your knowledge of your menstrual health, how to maintain hygiene and more.

Start

Contraception

This quiz will test your knowledge of contraception methods and birth control.

Start

Sexually Transmitted Infections/Diseases

This quiz will test you on your knowledge of Sexually Transmitted Infections (STIs) and Diseases (STDs)

Start

Module Reflections
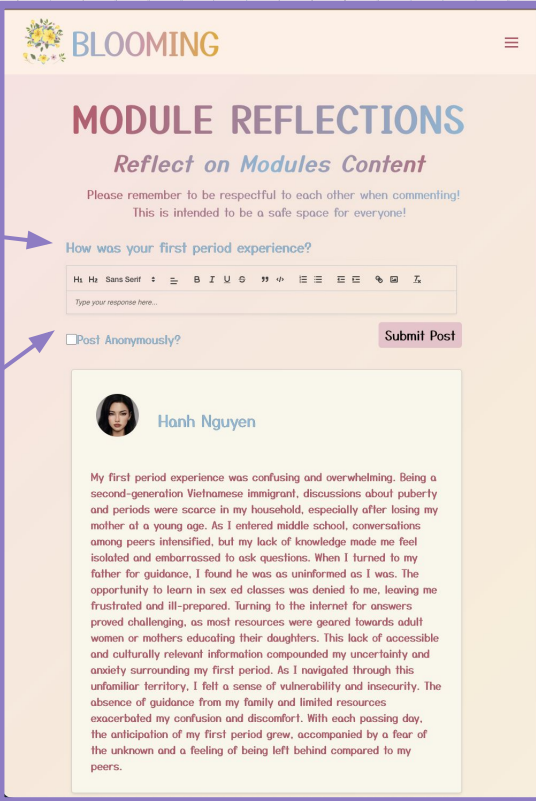
BLOOMING

Aisha Sayed

As a Community Health Educator, my first period experience was a significant moment that underscored the importance of accessible and culturally sensitive resources for women in my community. Growing up in a household steeped in traditional values and limited discussions about reproductive health, my first period brought feelings of confusion and uncertainty. I remember feeling unprepared and overwhelmed, navigating the experience largely on my own due to cultural taboos surrounding menstruation. Reflecting on my journey, I recognize the critical need for inclusive and non-judgmental spaces where women can openly discuss menstrual health and access reliable information. As a health advocate, I am dedicated to finding safe online resources to share with my community, empowering women to break through cultural barriers and take control of their reproductive health. Through supportive discussions and education, I aim to foster a sense of empowerment and agency among women, enabling them to advocate for their well-being and access the resources they need to thrive.

Anonymous

I understand firsthand the challenges of navigating reproductive health discussions in a new country. Having arrived in the US about 10 years ago, I was never exposed to this topic within my family or community back home. Now, as a mother to two early teens who are just about to hit puberty, I find myself grappling with the responsibility of educating them about reproductive health. However, with the demands of my job at company x, I struggle to find the time and knowledge to provide them with the essential information they need. I am searching for a platform that can simplify the process of educating my children about reproductive health, while also empowering me to guide them effectively and create a supportive environment where they feel comfortable discussing this topic openly.

Reflection topic

Anonymized reflections

BLOOMING

MODULE REFLECTIONS

Reflect on Modules Content

Please remember to be respectful to each other when commenting!
This is intended to be a safe space for everyone!

How was your first period experience?

H₁ H₂ Sans Serif ÷ B I U S " </> ⊟ ⊟ ⊟ ⊟ ⊘ ⊠ Tₓ
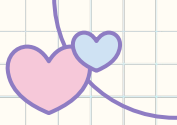
Type your response here...

☐ Post Anonymously?   Submit Post

Hanh Nguyen

My first period experience was confusing and overwhelming. Being a second-generation Vietnamese immigrant, discussions about puberty and periods were scarce in my household, especially after losing my mother at a young age. As I entered middle school, conversations among peers intensified, but my lack of knowledge made me feel isolated and embarrassed to ask questions. When I turned to my father for guidance, I found he was as uninformed as I was. The opportunity to learn in sex ed classes was denied to me, leaving me frustrated and ill-prepared. Turning to the internet for answers proved challenging, as most resources were geared towards adult women or mothers educating their daughters. This lack of accessible and culturally relevant information compounded my uncertainty and anxiety surrounding my first period. As I navigated through this unfamiliar territory, I felt a sense of vulnerability and insecurity. The absence of guidance from my family and limited resources exacerbated my confusion and discomfort. With each passing day, the anticipation of my first period grew, accompanied by a fear of the unknown and a feeling of being left behind compared to my peers.
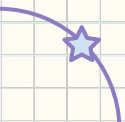
Demo video

Ethical considerations

Values going into the project
- Provide a reliable resource for girls and women to learn about reproductive health
- Empower people to discuss it in their communities or families

Ethical concerns
- Misinformation or incomplete information in the modules, articles, and quizzes
- Misinformation or harmful language posted on the reflection pages

Blooming is now an open-source project!

Thank You!