PRIVATE WAREHOUSE

Product Design

User Experience Design

The project is a test bin designed to address the shame of gynaecological examinations for Chinese girls.

Using community hospitals as a point of contact, when women need a gynaecological examination they can go to the testing barn for a self-help examination, ensuring patient privacy, safety and hygiene.



Background

Reshaping the way women participate in medical care and how medical care providers provide them with tailor -made services. Women suffering from gynecological diseases are common.

However, gynecological diseases are stigmatized, which causes gynecological diseases to bring a sense of shame to women, leading women to avoid physical problems, and feel anxiety, nervous, fear, and helpless in the process of seeing a doctor. So I will design a product tailored for women for women.



According to **the World Health Organization survey:**

At present, the prevalence of global women's gynecological diseases is **as high as 93%;**

20 women die in gynecological diseases per minute; and each year is still in the year The speed of **8 % is increasing.**

In China, 7 of every 10 women have the danger of gynecological diseases.

Women's probability of gynecological diseases is extremely high.



70.1%
More than



200,000 people died in gynecological diseases, and gynecological diseases showed a low age trend **20 years old**



Research Report on Reproductive Health Studies in Chinese Nursery Age

42.5% **Method of treatment when sickness**
42.5%of women choose to refuse to seek medical treatment

39.3% **Method of treatment when sickness**
The proportion of self -care for self -care is 39.3%

19.4% **Method of treatment when sickness**
19.4% of those who choose not to deal with

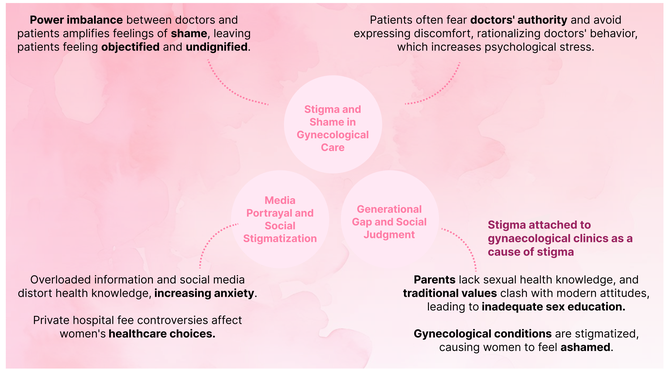


18-35 Year olds

There are many women who have gynecological diseases at 18-35 years old

Status/ Problems

The construction of sickness and shame: generative pathways of self-stigma and public stigma.



Interview



Question：

- **Q1** How can obstetrics and gynecology care be improved?
- **Q2** Is the gynecological examination rate high among minors?
- **Q3** Do patients rely on online information for self-diagnosis, and what impact does this have on their health?

Conclusion: To improve obstetrics and gynecology care, enhance access and education for minors, and mitigate the risks of online self-diagnosis, which often leads to misinformation and poor health outcomes. Additionally, **ensuring adequate psychological** and **emotional support for patients facing gynecological** or **obstetric issues is essential** for comprehensive care. These measures will lead to better patient outcomes and overall healthcare quality.

Interview

Conversation



I felt awkward and shy during examinations, especially those involving private parts. Some gynecological procedures, such as pelvic exams or swabs, may cause discomfort or mild pain.

Personal experience



Disrespectful, impatient, or poor communication from the doctor can make patients feel slighted or misunderstood. Unfamiliarity with the procedure can heighten anxiety, especially for first-timers.

Social and cultural impact



Long waiting times in an uncomfortable environment can increase restlessness and anxiety. Worry about being judged as "unclean" is especially common among unmarried or young women.

Expectations and improvements

Painpoints/Needs

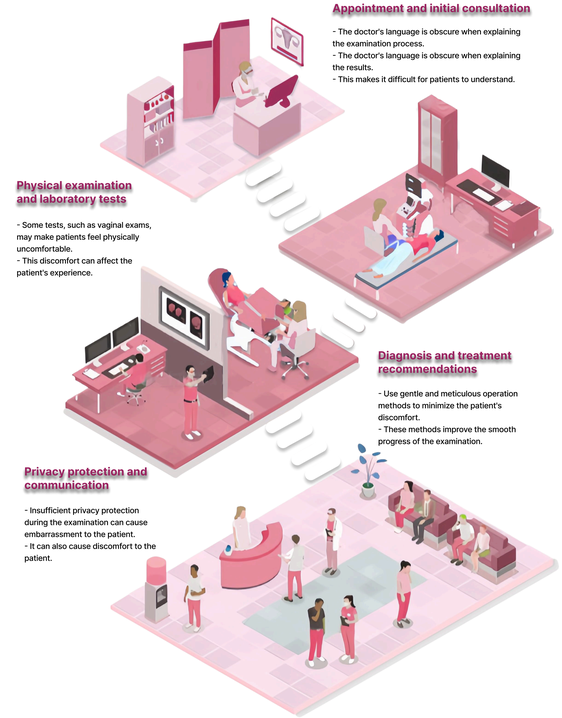
Cultural Sensitivity: Addressing societal biases and respecting preferences for female doctors improve patient experiences. Offering **culturally sensitive care boosts willingness** to seek gynecological exams.

Reducing Anxiety: Clear explanations, **minimal wait times**, and **comfortable environments reduce anxiety**, especially for first-timers. This encourages more women to **undergo necessary exams.**

Comfort and Respect: Patients need **respectful**, **patient**, and **communicative doctors**. Disrespectful interactions make patients feel slighted and discourage care-seeking, highlighting the necessity for **compassionate communication training** for healthcare providers.

Comfort with Disclosure: Many women feel uncomfortable discussing personal or sexual history. Ensuring a **non-judgmental**, **supportive environment** can help **ease this discomfort** and **encourage openness** during gynecological exams.

Examination process for existing gynecological diseases



How might way

Confidential Care

How can traditional family parents be empowered?

What can be done to ensure access to a healthy environment?

What educational materials remove the stigma of gynaecological disorders?

Traditional parents, whose children are afraid to tell them what is really going on, resulting in the child not being able to tell the truth in an effective time frame.

- Confidential health care services
- Education and awareness
- Support resources
- Telemedicine platforms
- Legal literacy

'Use technology and education to eliminate traditional attitudes so that minors are no longer ashamed of gynaecology.'

Increased societal hostility towards women and lack of access to sex education leads to women taking responsibility and lack of fair treatment when it comes to sexual relations.

- Education and Awareness
- Public awareness campaigns
- accessible healthcare services
- Empowerment plans
- Support networks

'Promoting women's health and eliminating stigma through comprehensive education, public campaigns and policy change,'

Fear of gynaecological hospitals after reading negative news about gynaecologists on the Internet.

- Seek a trusted health care provider
- Find a supportive environment
- Consider telemedicine
- Stay informed

'By choosing a trusted healthcare provider, finding a setting, considering telemedicine, and keeping gynaecological health informed.

Promote understanding of the importance of sexual health among traditional families and minors through information and education, and provide access to confidential medical services, telemedicine, educational awareness, support resources and policy changes.

This is an auxiliary product app. You can use the product by making an appointment on the app, and after using the product, you can check the results and usage status on the app.

This is a product for self-detection of gynecological diseases or the prevention of gynecological diseases. It is set up in some community hospitals with small traffic and strong privacy. It is completely considered from the perspective of women.

PDF PRINT

Persona



"I'm not going to tell my parents that I'm going to the hospital for a gynaecological check-up, especially not my mum, who might suspect I'm having an indiscretion"

About

- LI Yue
- 16,Live with parents
- Senior high school student

Pain Points

- Family communication barriers
- Social prejudice pressure
- Lack of medical trust
- Lack of security

Psychological characteristics

- Concerned about being seen as "unclean".
- Avoid hospital visits, prefer self-test methods or products online.

Behavioral characteristics

- Hide illness and avoid hospital visits due to social prejudice.
- Seek self-test methods or products online.



"Carrying a disease infected by her ex-boyfriend but denied, she suffers physical and mental pain alone, unable to talk about it due to social prejudice."

About

- Wei Qi
- 20,Sharing with classmates
- University student

Pain Points

- social prejudice pressure
- lack of emotional support
- communication barriers
- bear the pressure alone

Psychological characteristics

- Sensitive to gynecologist disrespect and online influence.
- Ashamed of gynecological exams, fearing judgment.

Behavioral characteristics

- Ashamed during school exams but admire brave classmates.
- Prefer self-exams due to internet influence.
- Delay medical attention, fearing rude doctors.



"Internet reports of gynaecologists disrespecting women led me to distrust hospitals, preferring to self-examine and find solutions online."

About

- Liu Man
- 25,Live independently
- Newbie to the job

Pain Points

- Sensitivity to physician behavior
- Check for shame
- Self-examination tendency
- Delay in seeking medical attention

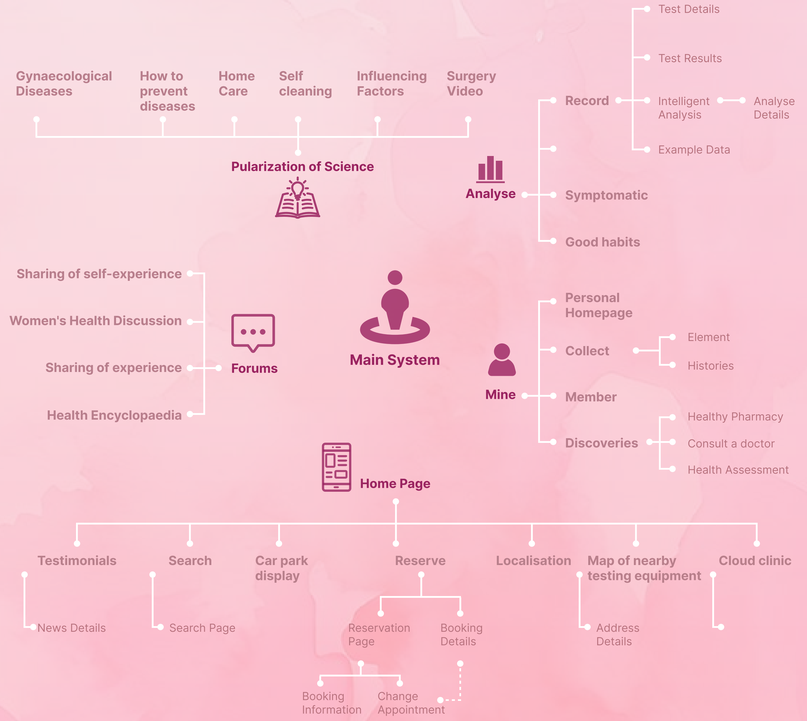
Psychological characteristics

- Sensitivity to social biases, especially biases against disease.
- Feeling alone and helpless, especially when faced with a lack of support.

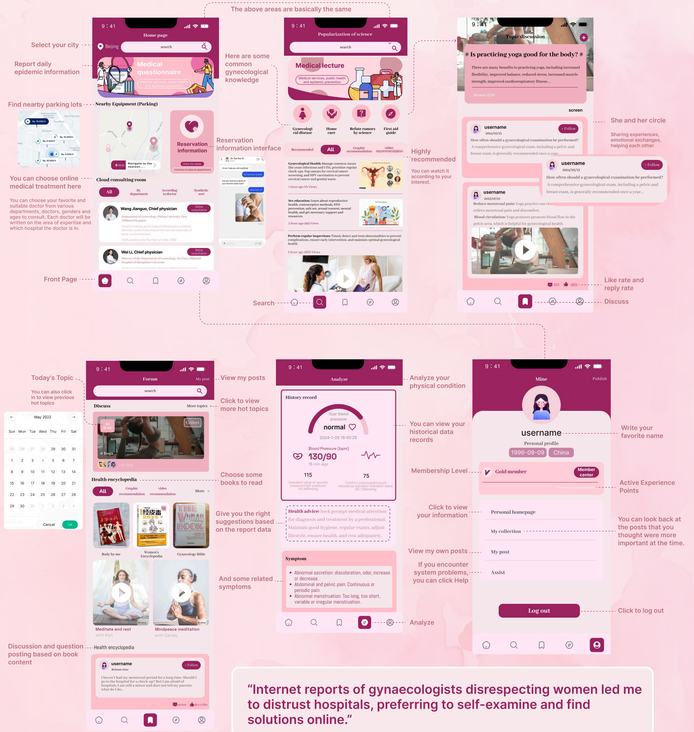
Behavioral characteristics

- Afraid to tell family or friends, fearing judgment.
- Choose to deal with illness alone without seeking help.

Information architecture

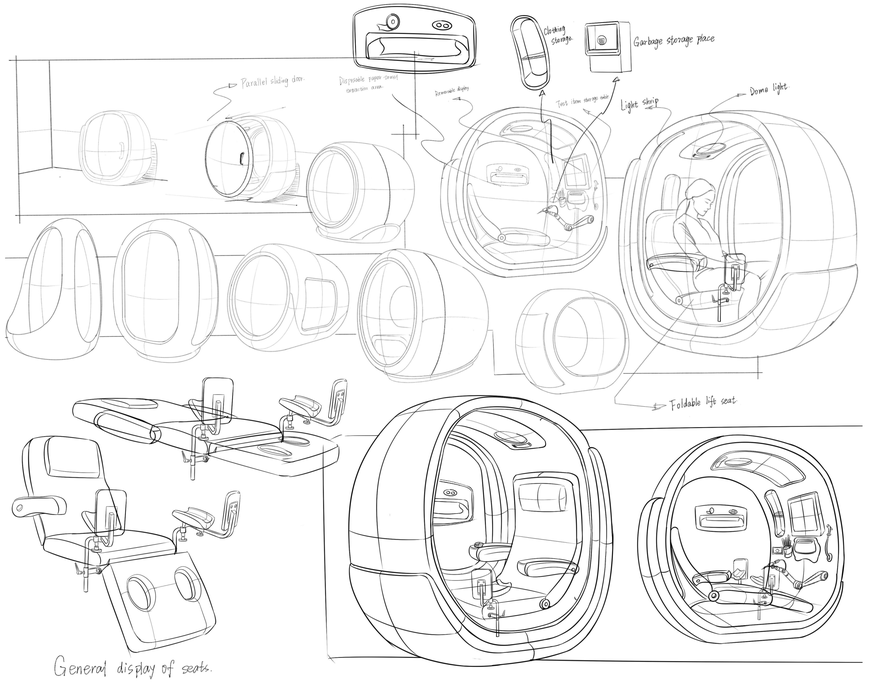


High- quality

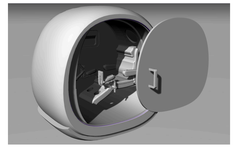


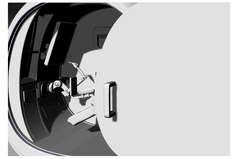
"Internet reports of gynaecologists disrespecting women led me to distrust hospitals, preferring to self-examine and find solutions online."

Product sketch

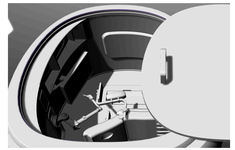


Process Description







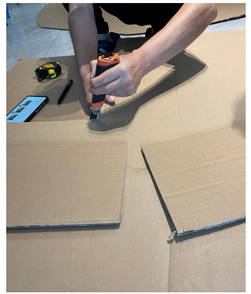






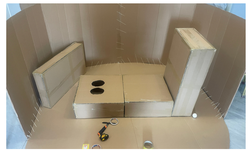












Cardboard panels were cut and assembled into a curved structure, reinforced with internal supports, and enhanced with functional details like interactive features for stability and usability.

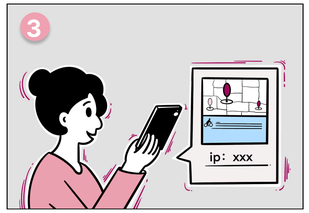
Storyboard



A girl noticed a persistent discomfort in her abdomen while she was at home.



Too shy to visit the hospital, I found a community hospital online with a self-examination gynecological machine.



Click and download the relevant app to find the nearest machine and make an appointment.



At the appointment time, find the device and conduct a self-test according to the instructions.



After completing the test, go home and wait for the report, which will be generated in the app and sent to you.



Finally, the app will prescribe the right medicine based on the report results.

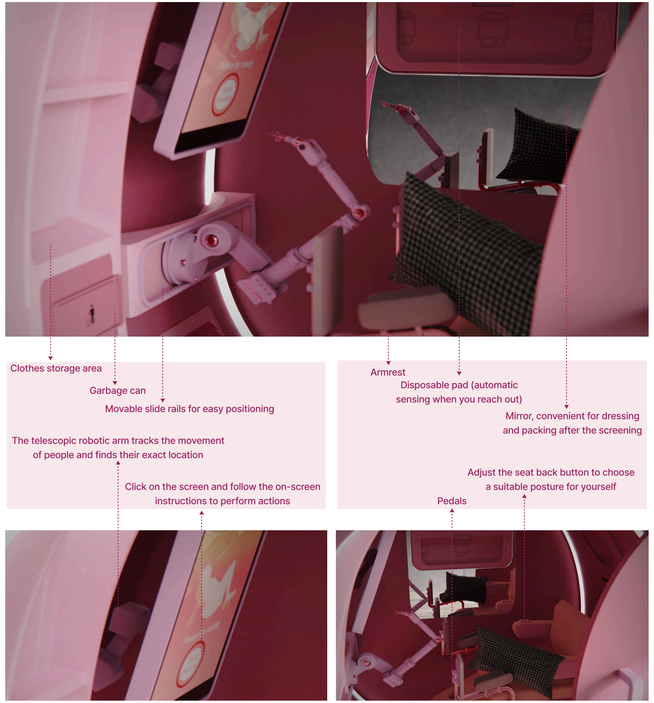
Modeling



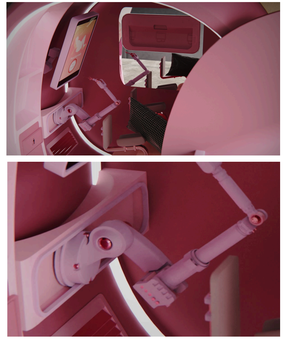
This product is mostly placed in community hospitals or clinics. First, the customer flow is not very large and privacy is very strong. Second, it is convenient for medical staff to clean and disinfect.

This product is based on female patients and focuses on the issue of female gynecological examinations. The self-service method can well meet the emotional needs of users and provide a more portable and comfortable experience, thereby reducing the risk of gynecological diseases.

Whether in terms of the expression of the usage scenario or the semantics of the product shape, this product embodies a warm, friendly and familiar experience, thereby reducing the fear brought by cold medical equipment. The product has a comfortable color scheme, proper human-machine considerations, and a natural interaction method.



You can also use voice control throughout the process, which is very private.



Reflection

This product has indeed helped most women solve their needs and greatly reduced the probability of gynecological diseases.

Based on this, we can observe what inconvenient medical scenarios there are in life. In addition to female users, are there other special users who have a worse medical experience?

We can think from multiple aspects such as disease types, user groups, and doctors' perspectives to discover more design points.