

Design x Social Global Innovation Challenge

# My Body, My Rights, My Education

Designing for Crisis

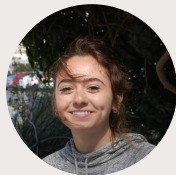
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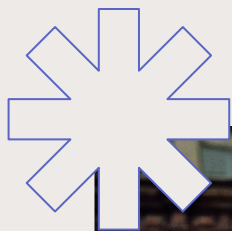


## Problem Identified

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Due to the recent overturn of Roe v Wade, abortion is no longer a nationwide protected right in the United States.





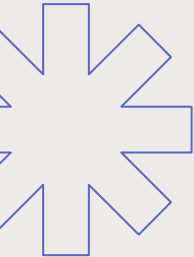

# Problem Statement

American citizens lack access to publically available education on reproductive health. At the **personal level**, individuals lack access to a healthcare information resources about reproductive decisions that could greatly impact their quality of life.

Although **increasing access to safe abortion** would provide an **immediate solution** to the effects of the recent abortion ban, **educating individuals extensively about reproductive health**, especially through **community-led efforts**, would provide **long term societal benefits** such as increasing financial stability, reducing unplanned pregnancies and STIs, and combatting social and racial disparities in health care accessibility.





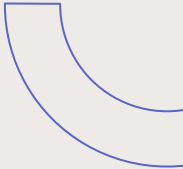
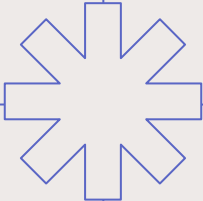


Women who are **denied requested abortions** are more likely to die or experience serious complications, more likely to experience poor physical health for years after the pregnancy, and more likely to stay with abusive partners and suffer anxiety and loss of self-esteem.

UCSF, 2020

Between 2015–2019, only **half of adolescents** reported receiving sex education that met the minimum standard articulated in Healthy People 2030.

Guttmacher Institute, 2022



As restrictions on abortion access increase, enabling young people to prevent unwanted pregnancies through **comprehensive sex education** will become even more important in preventing teen pregnancy and STIs.

Vox, 2022

Adolescents may use a variety of media sources to fill in gaps from sexuality education, and there is a growing interest among adolescents to access sexual health information **online that is written in language they can understand.**

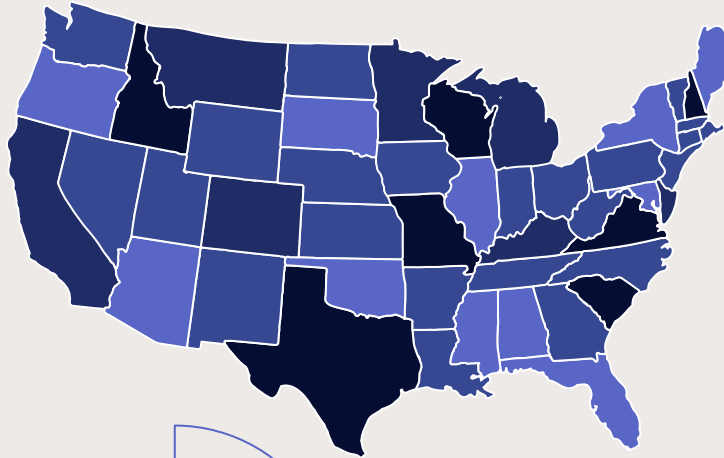
The American College of Obstetricians and Gynecologists, 2020





# Urgency/Importance

The sudden loss of abortion access in the United States has created a **state of crisis** in individual states and nationwide, leaving millions of women and families uncertain about the protections that are still in place, methods of seeking medical, financial, and legal assistance, and what a post-Roe future looks like for different circumstances.



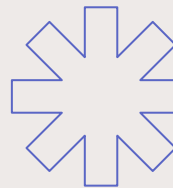
Not only is there a need for educational resources to combat these uncertainties, but there is also a greater need for general reproductive education for all American citizens, especially as the attack on abortion access opens doors to further restrictions to information access. Abortion is not only a female reproductive right but a **human right**, and restricted access disproportionately affects lower income households and minorities. Providing citizens with education tools to advocate for their bodies and their rights is essential in a world where health access is subject to the whims of the current political climate.





# User Persona: The Pregnant Student

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## PROFILE & DEMOGRAPHICS

**Name :** Danielle from Utah

**Job Title :** Community college student

**Gender:** Female

**Family and Social Setting:** Living with Parents

**Family Income:** \$65,000

**Education:** Associates in Poli Sci

## FEELINGS

**Worries:** Restricted access to birth control and reproductive options, Lack of options if birth control fails

**Influences:** Fear of what their parents think, Fears lack of privacy for reproductive health

## GOALS & VALUES

**Goals:** Finish undergrad college and go to law school, not interested in starting a family for 7+ years

**Values:** Transparency, Advocacy

**Motivations:** : Build a successful career

## PAIN POINTS

**Fears :** Lack of access to reproductive education or resources

**Frustrations :** Political tensions, Lack of political power

**Challenges :** Lives in a conservative state







# User Persona: The Unprepared Family



## PROFILE & DEMOGRAPHICS

**Name :** Marco (20) and Gloria (22) from Michigan

**Job Title :** High school diploma

**Occupations:** Full-time Janitor and Fast Food Employee

**Joint Income:** \$45,000

**Social Situation:** Married and currently renting a home

**Family and Social Setting:** Not ready to have a family

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## GOALS & VALUES

**Goals:** Marco is currently going back to school to get a college degree. They'd like to have a family one day, but now is not the time. They're saving to buy a house.

**Values:** Family

**Motivations:** Career advancement

## FEELINGS

**Worries:** “We want a family in the future, but now is not the time!”

“We won’t be able to afford a caretaker while we are working full-time.

**Influences:** Money


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## PAIN POINTS

**Fears:** Worries that they won’t be able to provide a good future for their child

**Frustrations:** They may have to travel out of the state to get one which is expensive when considering lodging, food, and transportation.

**Challenges:** In addition to paying off car payments and school loans, they also support international relatives.





# Research Insights

From 5 user interviews and 27 survey responses, we found out that...



Sex education in school settings is generally **not useful, informative, or interesting.**

The pregnancy process is **long, confusing, painful, and draining.**



People are interested in learning about reproductive health in **interactive and personal formats.**



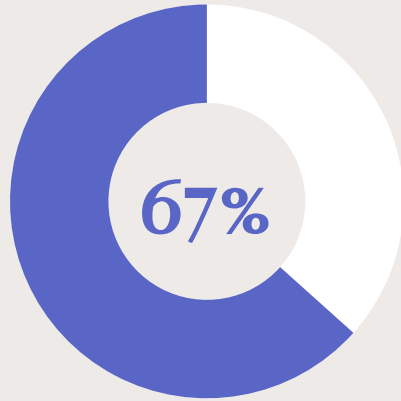
Major barriers to reproductive access included money/lack of insurance, the need to be discreet, and **lack of understanding of resources and first steps.**

People tend to get health information from their doctor and would prefer to listen to **credible sources.**



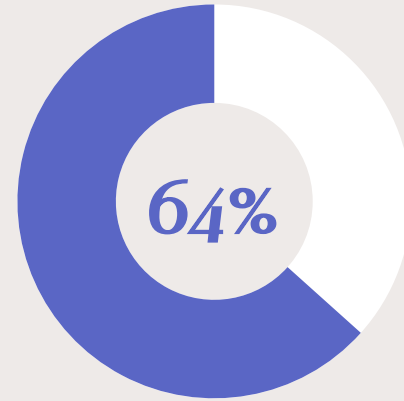
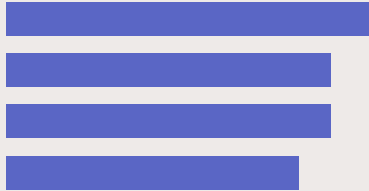


# Research Insights



Of participants would prefer to use a chat box instead of Zoom to talk to a medical professional/volunteer.

The topics that participants would most want to learn about are abortion legality, abortion process, pregnancy, STDs, and the menstrual cycle.



Of participants would prefer to learn more about reproductive health through a website rather than phone app.





# Alternative Solutions

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## Newsletter



This would have been a simple way to disseminate reproductive health information and resources and cover specific topics that subscribers would be interested in, but participants raised concerns about the lack of interactivity.

## Transportation Service



75% of participants were interested in a volunteer-led transportation service to take people home after abortion procedures. As a team we decided that although assisting with the abortion process was crucial and important, expanding our scope to cover multiple aspects of reproductive health would make a greater long term impact.





# User Needs

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"As a person that didn't receive the best reproductive health education when I was younger, I want an effective online resource so that I can make more informed decisions in the future."

"As a person who just found out that I am pregnant, I want someone or something to tell me the next step (+ the rest of the process) so that I feel less anxious."

"As a person who has very strict, religious parents, I want to be anonymous so that I don't get in trouble."

"As a person who doesn't have insurance, I want to compare my best options (price and quality-wise) so that my financial burden is mitigated."

"As a person who has been deceived by a health professional, I want full-transparency and the ability to back out so that I feel secure."

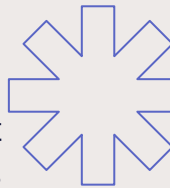
Modules to learn more about reproductive health + abortion access

Timeline overview of process, ability to chat with professionals and interact with peers in a community setting

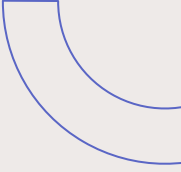
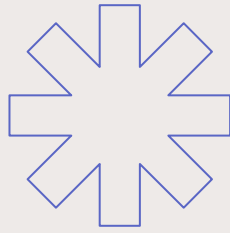
Onboarding and creating a profile will be optional

A service locator feature that allows users to compare prices for different abortion + health services

All medical professionals will be verified and required to make profiles



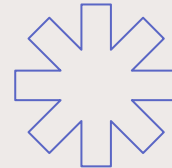
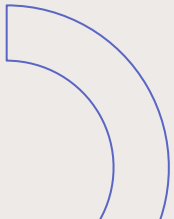





# Final Solution

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Introducing **MyChoice**, a comprehensive reproductive health and abortion information website that provides learning opportunities about the abortion process, service locating, access to professional advice, and an overall sense of **community, security, and interactivity.**









## How does solution address the problem identified?

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MyChoice addresses the problem of the general lack of comprehensive education and understanding of reproductive health and the process of getting an abortion in the United States, a situation that will only get worse as abortion restrictions increase.


Not only does this solution **fill in gaps of knowledge** that many identified users need, but it also **prioritizes** community, credibility, security, privacy, and interactivity, which are all qualities that potential users deemed important for our solution to include.



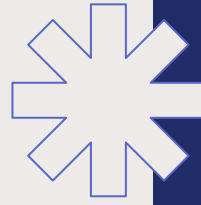
## How is the solution innovative?

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Many websites, apps, and social media platforms have touched upon individual aspects of our solution, but MyChoice is the first website to combine informational timelines, learning modules, service locating, community building, and professional help into an **all-in-one platform**. In addition, websites such as Planned Parenthood and Plan B are informative but can be impersonal and daunting for individuals to visit. Our solution **empathizes with the fear and uncertainty that individuals may face** and focuses on providing medically-accurate information but also a strong sense of community for individuals to build a long-lasting support network.

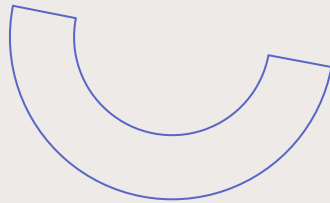




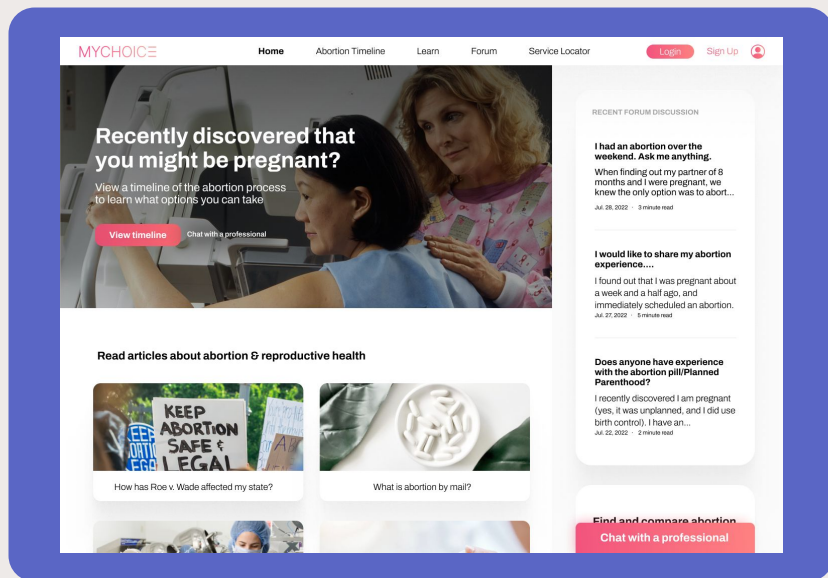


# User Experience of MyChoice

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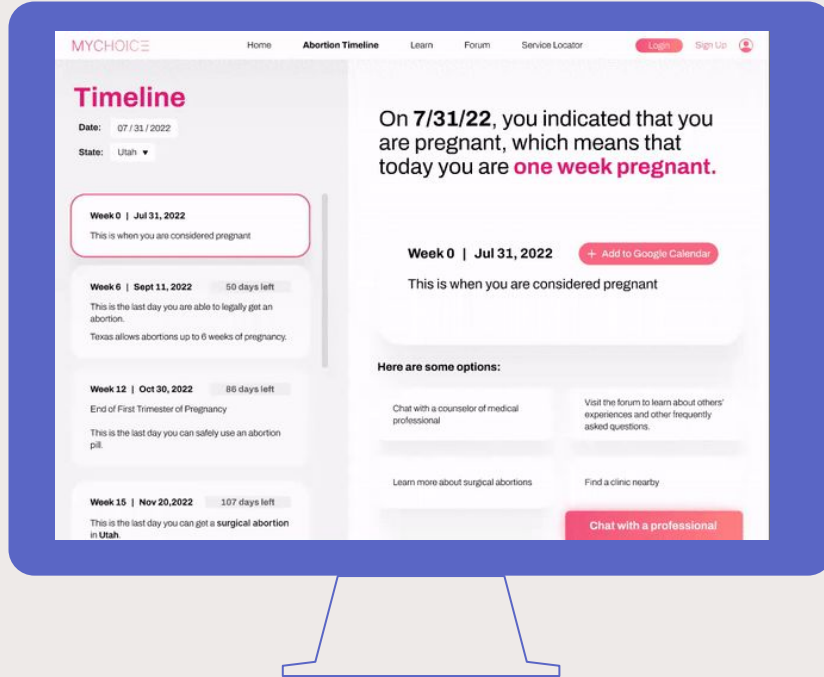




# Homepage

Landing page to get guided help through the timeline, access learning articles, see forum activity, and chat with a professional

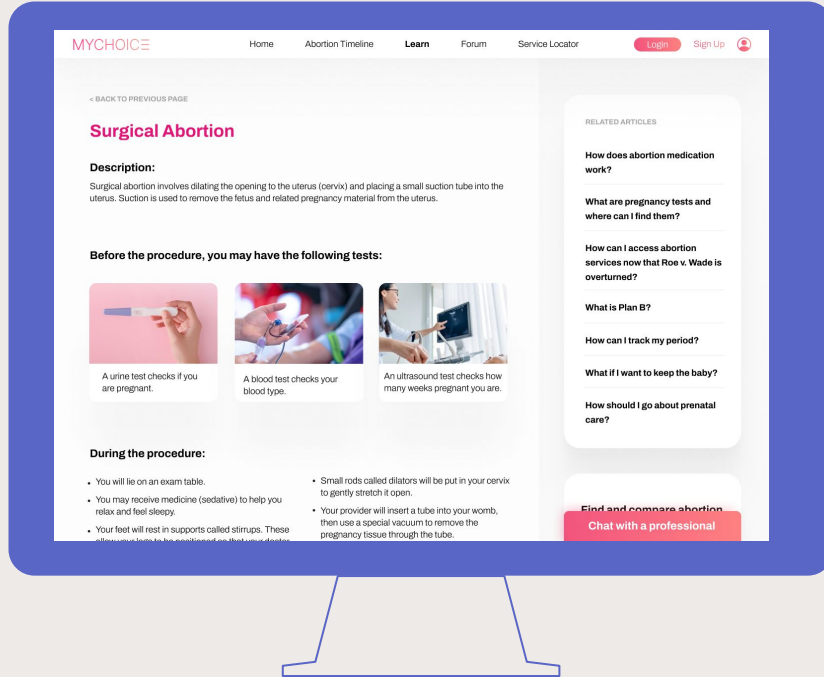




# Timeline

A guide for the pregnancy process with options for additional information and help during each milestone, based on optional personal information that the user inputs

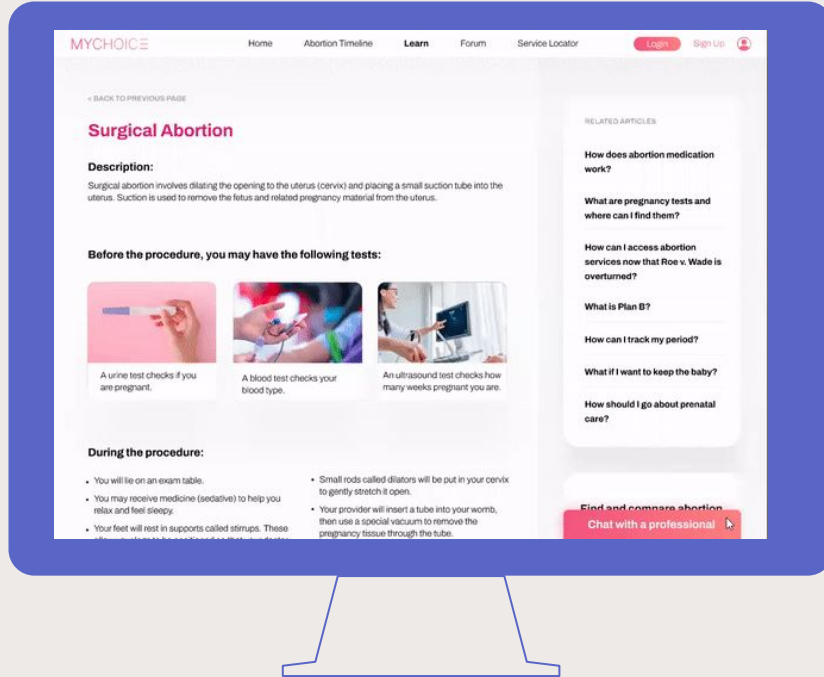




# Information Page

Articles to learn more about key terms  
and steps in the abortion and  
pregnancy process

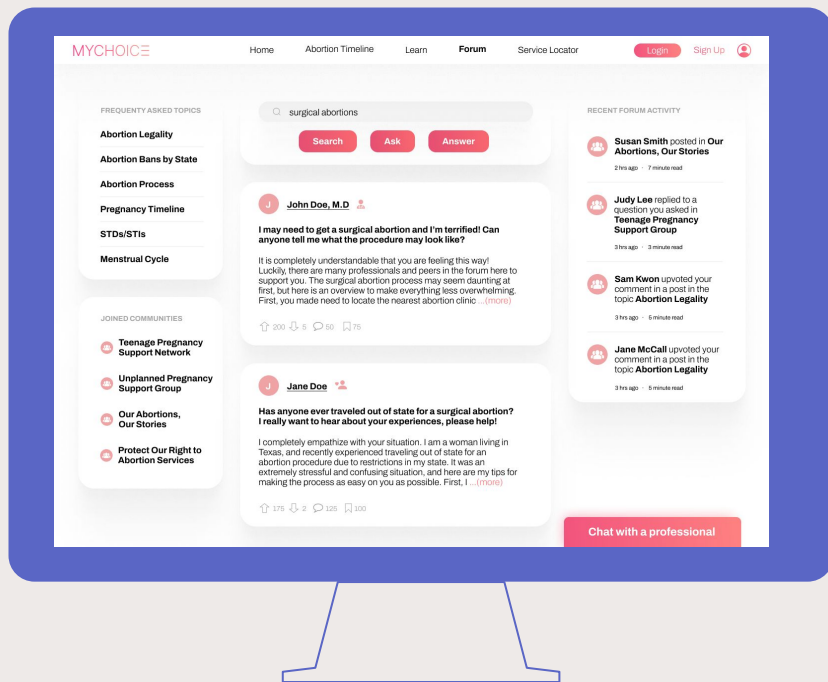




# Chatbox

A chatbot will assist users in getting access to a health care professional to address their needs

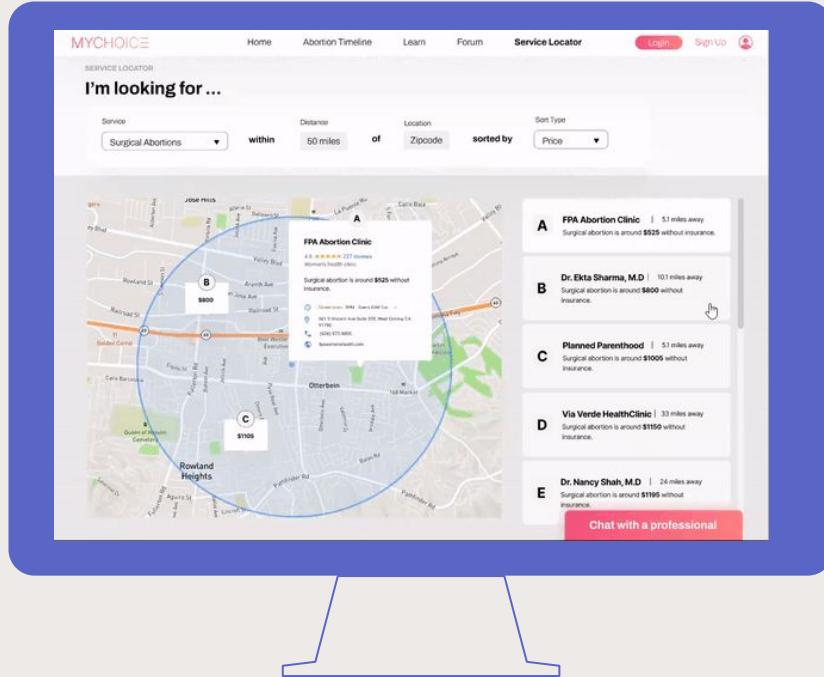




# Forum

A place to find others that have been in similar situations, share experiences, and build a community





# Service Locator

A map of various abortion services and clinics based on radius, location, and price



# Design Process

Empathize	Define	Ideate	Prototype
The recent overturn of Roe v. Wade has affected so many of us. We wanted to make sure our product was there to help and address the right problem.	With the help of our user research, we were able to define and organize the problems that needed to be addressed most.	Our defined problems lead to a series brainstorm of various features that would provide a potential solution to various users.	With our finalized features, we created a final product design that would allow for users to understand the problem and explore a solution right for them.

- Secondary Research
- User Interviews
- Survey

- Affinity Map
- Personas
- Storyboarding

- User Needs
- Feature Ideation
- Low-Fidelity Wireframes
- Site Wireflow

- Mid and Hi-Fidelity Wireframes
- Design System
- Animated Prototype



# Impact on society

MyChoice essentially provides all the information you need in one place. We understand that users going through an unwanted pregnancy commonly go through feelings of anxiety, confusion, and being overwhelmed. MyChoice offers varieties of support methods, including talking to mental health professionals, forums for community support, and educational pages with compiled and easy to read information.

We also understand that marginalized communities are affected most. MyChoice **promotes inclusivity** by creating accessible reproductive health education, and allowing users to view their options and choose what is most financially suitable.

Our platform thus **empowers users** to confidently make decisions through **education, community, resource, and support**.











# Sustainability

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Although granting immediate abortion access would provide an immediate solution to the problem, MyChoice provides sustainability by providing a **long term solution**. As of 2019, the United States ranks first among developed nations in rates of teenage pregnancy, abortion, and sexually transmitted infections and diseases.

Strengthening reproductive health education in the United States would decrease unsafe abortions through education on access, prevention, and reproductive needs.

MyChoice provides **universal access** to reproductive education and resources to counteract the disproportionate access due to the overturn of Roe v Wade.





# Practicality & Business Viability

## Implementation

MyChoice could be implemented through school sex education and health programs to **supplement learning with personal growth through our website**



## Practicality

MyChoice is practical since reproductive and sex education is **apart of everyone's development in life** and users can come to this platform when they are in need of help or just curious



## Business Viability

MyChoice has business viability as it has **both educational and user generated content** in the forum for user return value





# Reproductive Health Education is Important

As the recent abortion ban has taken the right of choice away from many individuals, MyChoice aims to help provide solutions and support in the stressful decision making that comes with pregnancies and reproductive health choices.

We want to make sure users are well **informed and aware** - we want to **give back the power taken away from them** by providing resources and education, through which they would confidently be able to make decisions.







Thank You