

Idea:

The Bitness Project is a creative DIY toolkit for women and girls to learn about their intimate health, including pelvic, reproductive, and sexual wellbeing.

3 User types: young rural girl, young urban girl, young digitally savvy app store user

Rural and Urban youth experience map:



Typical Youth User: Rural area

Name: Zenaida

Age: 12-16

Occupation: Student

Key Characteristics: She lives in a rural area with limited resources; she's school-leaving age (12 years old in Cape Verde).

1. THE USER

Zenaida has recently become sexually active. She has never heard about contraception nor does she understand the risks associated with unprotected sex or is aware of sexual pleasure.

2. AWARENESS

One day at her school a health worker comes in and hands out flyers to students. The local community health center is running a workshop on sexual and reproductive health.

3. TAKING NOTICE

Zenaida decides to go, after all she's been wanting to know what she can do to prevent pregnancy (her 14 year old sister just had a baby).

4. SEEKING SUPPORT

In the session, she meets other women and girls of varied ages. The health worker welcomes them and gives them each a toolkit. This will anchor the conversation: discussions will continue within the group while they all engage in stitching the piece of clothing included in the toolkit – a piece of underwear.

5. ADDING KNOWLEDGE

While stitching, women and girls share their stories, knowledge, and, guided by the health worker and interactive toolkit materials, address misconceptions and learn about their bodies.

6. CONSIDERING INFORMED ACTION

Zenaida returns home with the brand new piece of underwear she stitched, and an experience to keep, share, and think about. She shows the interactive booklet to her boyfriend and tries to talk to him about what she had learned about forms of contraception and, while resistant, he's also intrigued.

7. ZENaida TAKES CONTROL

The following month, Zenaida goes back to the community health center and books an appointment: she decided to opt in on contraception and wants to know her options.

Typical Youth User: Urban area

Name: Jordana

Age: 12-15

Occupation: Student

Key Characteristics: She lives in an urban area with limited resources; she's school-leaving age.

1. THE USER

Jordana has recently become sexually active. She has limited knowledge or misconceptions about contraception and the risks associated with unprotected sex and sexual pleasure. She has internet access either at home or school or both.

2. AWARENESS

One day at her school a health worker comes in and hands out flyers to students. The local community health center is running a workshop on sexual and reproductive health. She may also discover about the workshop through word of mouth or online.

3. TAKING NOTICE

Jordana decides to go, after all she's been wanting to know what she can do to prevent pregnancy (her 15 year old sister just had a baby). She has tried to find some information online but it was too overwhelming or not informative.

4. SEEKING SUPPORT

In the session, she meets other women and girls of varied ages. The health worker welcomes them and gives them each a toolkit. This will anchor the conversation: discussions will continue within the group while they all engage in stitching the piece of clothing included in the toolkit – a piece of underwear.

5. ADDING KNOWLEDGE

While stitching, women and girls share their stories, knowledge, and, guided by the health worker and interactive toolkit materials, address misconceptions and learn about their bodies. After the workshop she receives information about the resource site where she can get more information and learn about the available health professionals.

6. CONSIDERING INFORMED ACTION

Jordana returns home with the brand new piece of underwear she stitched, and an experience to keep, share, and think about. She shows the interactive booklet and website to her boyfriend and tries to talk to him about what she had learned about forms of contraception and, while resistant, he's also intrigued.

7. JORDANA TAKES CONTROL

The following month, Jordana either goes back to the community health center and books an appointment or goes back to the site to find health professionals: she decided to opt in on contraception and wants to know her options.

Typical Youth User: savvy global app store user

Name: Joana

Age: 12 +

Occupation: Student

Key Characteristics: digitally savvy, access to tablets/phones

1. THE USER

Joana wants to learn more for personal reasons or for educational projects.

2. AWARENESS

Finds AR app on the app store.

3. TAKING NOTICE

Decides that it will be a fun way to learn about anatomy/SRH.

4. ADDING KNOWLEDGE

Learns about the subject in a fun and interactive way.

5. JOANA TAKES CONTROL

Adds to her knowledge about SRH, makes more informed healthcare and relationship choices.