

Category: **BA & MA Category**

Project: **MENSTRUPEDIA**

What was the challenge?

In 2021, I met Sejal, an India-based mechanical engineering student, who at the time was doing research on women menstruating in extreme conditions such as the military, rural areas and space. I asked her if she was willing to create something together on this topic. After sharing our experiences and reading her reports, I realized how limited knowledge about menstruation is not only in our countries but worldwide. The main question at that point was, what can I do with Sejal's help that would work cross-culturally and help increase knowledge about menstruation?

What was the solution?

The initial goal was to create an educational tool that could work in a variety of conditions and cultures, while also being easily accessible. Thinking about the broad spectrum of my target group, I decided to create a digital guide in .pdf format, which is based on illustrations.

What was the effect?

MENSTRUPEDIA is a free digital publication that explains in a simple way the basic concepts of menstruation. Thanks to its form of a wordless guide, it is universal and understandable to everyone, regardless of education, age, gender or nationality. The guide has been put through a series of tests for comprehensibility and inclusiveness on various user groups from different countries and cultures. On top of that, MENSTRUPEDIA's digital format allows the guide to be easily transmitted around the world to reach the largest possible audience.

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System of the guide

The entire guide is divided into two parts, the illustrated part and the text part. Within the pictorial section of the guide, there are additional subsections marked by different coloured pages.

Index page - Provides a more in-depth explanation of the topic in English and is directly related to the pages with illustrations.

Symptoms page - Related to the previous page, provides detailed information about the symptoms of a certain condition.

Step-by-Step page - A page containing instructional content on topics such as: How to use sanitary products?

Features of the guide

The guide's format, 28x14cm, makes 14:9 ratio, that balances needs of both 16:9 and 4:3, making the usage on different devices easier. It also allows it to be easily printed, fitting the DIN A4.

The numbers in the guide make it easier to navigate between the picture and index sections, while simultaneously helping to build a connection between vocabulary and illustrations for those who can't read.

The interactivity allows simple navigation through toolbar on the left and buttons on the bottom right. This makes it easier to jump between chapters and two sections of the guide, as well as allows the guide to be used on the touch screen devices.

Illustration System

In the pictorial part, the guide uses a system of colours and icons to help convey information within the illustrations.

Redness	Pain	zaq	Multiple choice
Discomfort in the area	Bad smell	Zoom	Attention/Important
Selection related to the action	Good	Neutral	Bad

Arrow System

The illustrations feature a system of arrows and pointers which effectively aid in the navigation and understanding of the various processes shown in the guide.

Rounded arrow - Used only on the regular pages; successive processes; things resulting from each other	Straight arrow - Action
Orange straight arrow - Action involving the use of hands, such as: pulling, wrapping, pushing	
Dotted line - Extension of a description; additional information; multiple choice; features of a given thing or condition;	Short arrow - Following steps in step-by-step instructions section
Dashed arrow - Changes or results in appearance or states	Circular arrow - Reuse or repetition

