

Hormone App POVS & HMW'S

Insights	Needs	POV	HMW
During the luteal phase, users with PMDD experience intense mood swings, depression, and fatigue that disrupt their work and social life. Current apps feel overwhelming or offer generic advice that doesn't help them manage.	They need a supportive, simple way to track symptoms and receive empathetic, actionable strategies tailored to their cycle.	Users with PMDD need gentle, personalized guidance so they can anticipate difficult days and feel supported without being discouraged by complex tracking.	• How might we design a flexible logging flow that accounts for missed days? • How might we provide coping strategies that feel validating and actionable? • How might we help users plan ahead for phases that are most challenging?
Some users have little to no knowledge about how their hormones affect mood, energy, or food cravings. They feel confused by conflicting online information and unsure where to start.	They need a clear, trustworthy way to learn the basics of their cycle and connect that knowledge to daily habits.	New users with little hormone awareness need simple, reliable education so they can build confidence in understanding their bodies without feeling overwhelmed by medical jargon or too much detail.	• How might we introduce cycle phases in a simple, approachable way? • How might we show beginners how symptoms, moods, and food connect to hormones?

			• How might we provide trustworthy guidance that feels supportive and easy to absorb?
Users are curious about how food choices impact their symptoms (e.g., bloating, cravings, low energy), but online information is inconsistent and hard to trust.	They need reliable, clear food guidance that connects directly to their hormonal phases and symptoms.	Health-conscious users need trustworthy, cycle-specific food insights so they can confidently make diet choices that support their body instead of relying on conflicting advice.	• How might we recommend foods that align with each cycle phase? • How might we help users see the connection between food and symptoms? • How might we simplify nutrition guidance so it feels approachable, not restrictive?

Users with mild PMS report that the week before their period brings the most noticeable symptoms, like bloating or irritability. They don't want heavy tracking, but they do want occasional guidance when symptoms arise.	They need a low-effort way to stay aware of their cycle and receive light support during their most symptomatic days.	Lily, a grad student with mild PMS, needs a simple, approachable way to stay cycle-aware so she can make small adjustments without feeling tied to daily logging.	• How might we design optional, quick logging that still delivers insights? • How might we provide cycle visuals that are simple but meaningful? • How might we deliver just-in-time tips when symptoms are most likely?
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