

PERIOD



**I am UNTOUCHABLE !!**

**PCOD !**

**Itchy Rashes**

**OMG ! Not again**

**Vaginal Discharge ??**

**Stained !**

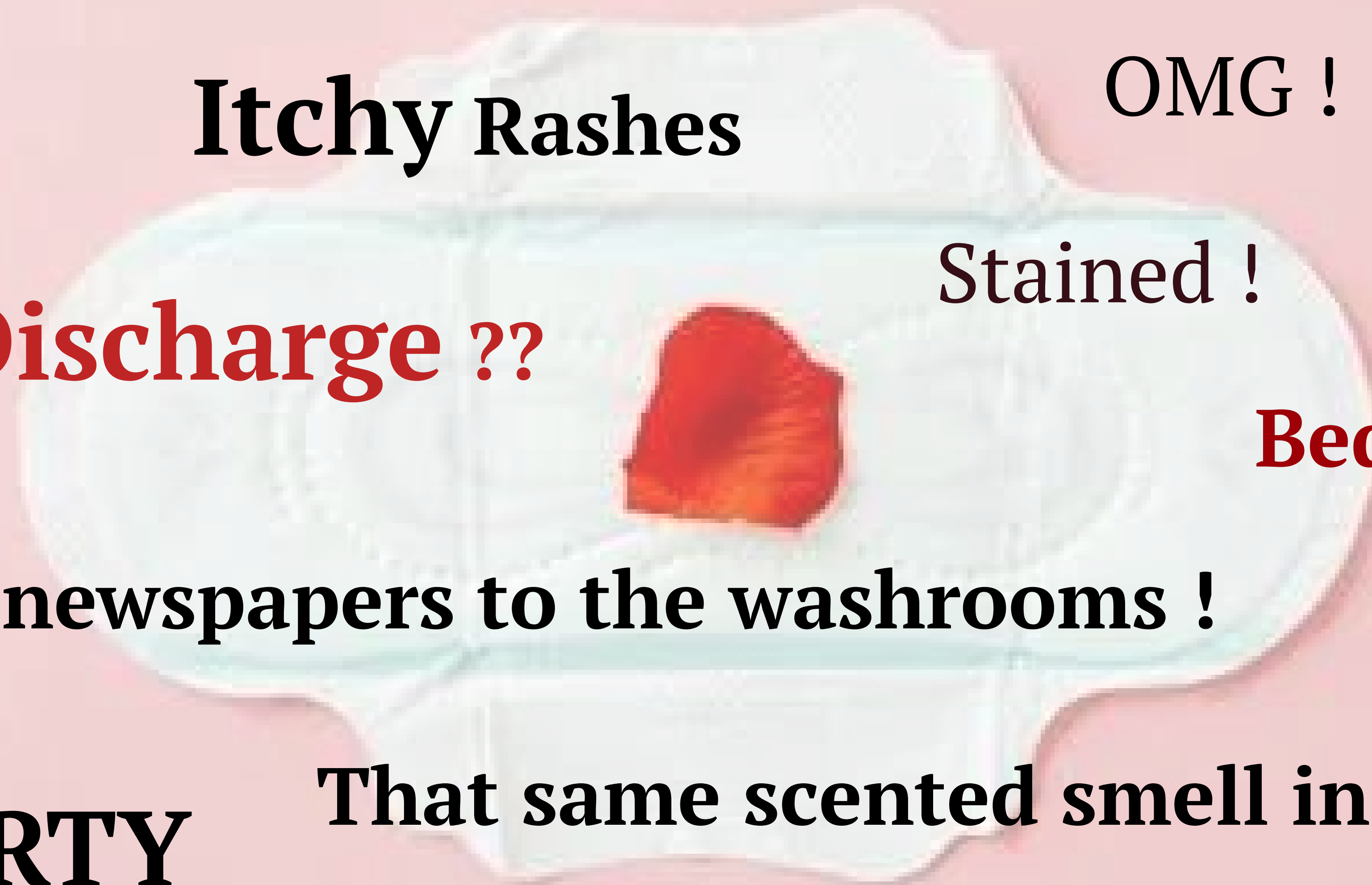
**Bedsheets**

**Taking newspapers to the washrooms !**

**I'm DIRTY**

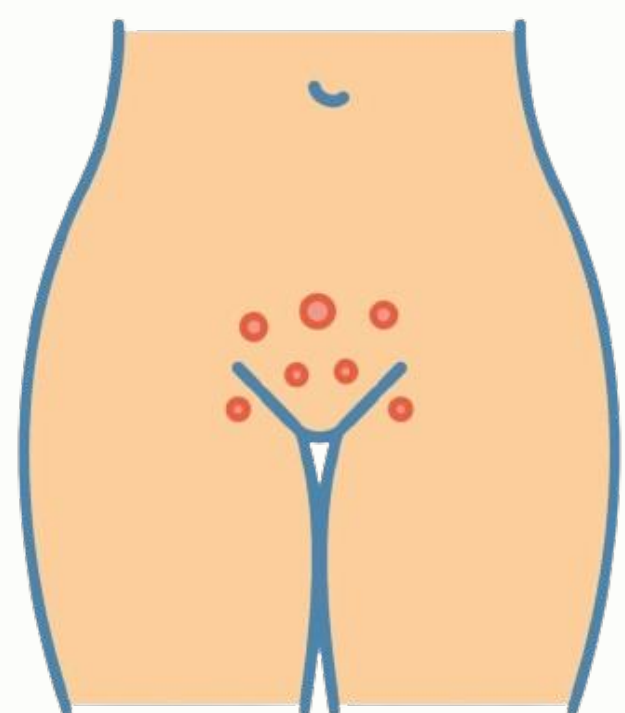
**That same scented smell in periods**

**Ugghh ! You smell so bad**





# STORY OF **GIRLS**



HI ! I am **PRANCHAL**  
I get **RASHES** in my periods



HI ! I am **SHREEYA**  
I feel **ITCHY** in my periods



HI ! I am **PRIYANSHI**  
Ugh! **STAINS** !! Not again !



HI ! I am **ANJALI**  
Ahh! It **SMELLS** so badd !



HI ! I am **YASHI**  
Discharge again !! SO **UNHYGIENIC**



# OVERVIEW

*As we all know, At some point or the other, every girl gets her periods and uses Sanitary pads . But has anyone even bothered about the problems they face after using bad choices of Sanitary Pads?? This project aims to develop a redesigned sanitary pad that addresses the common issues women experience with current available sanitary pads. These issues include discomfort caused by itching and rashes, unexpected leaks and staining, and concerns about the environmental impact of sanitary pads. By considering these problems, the project will explore new materials and designs to create a sanitary pad that is more effective, comfortable, and sustainable for menstrual hygiene.*



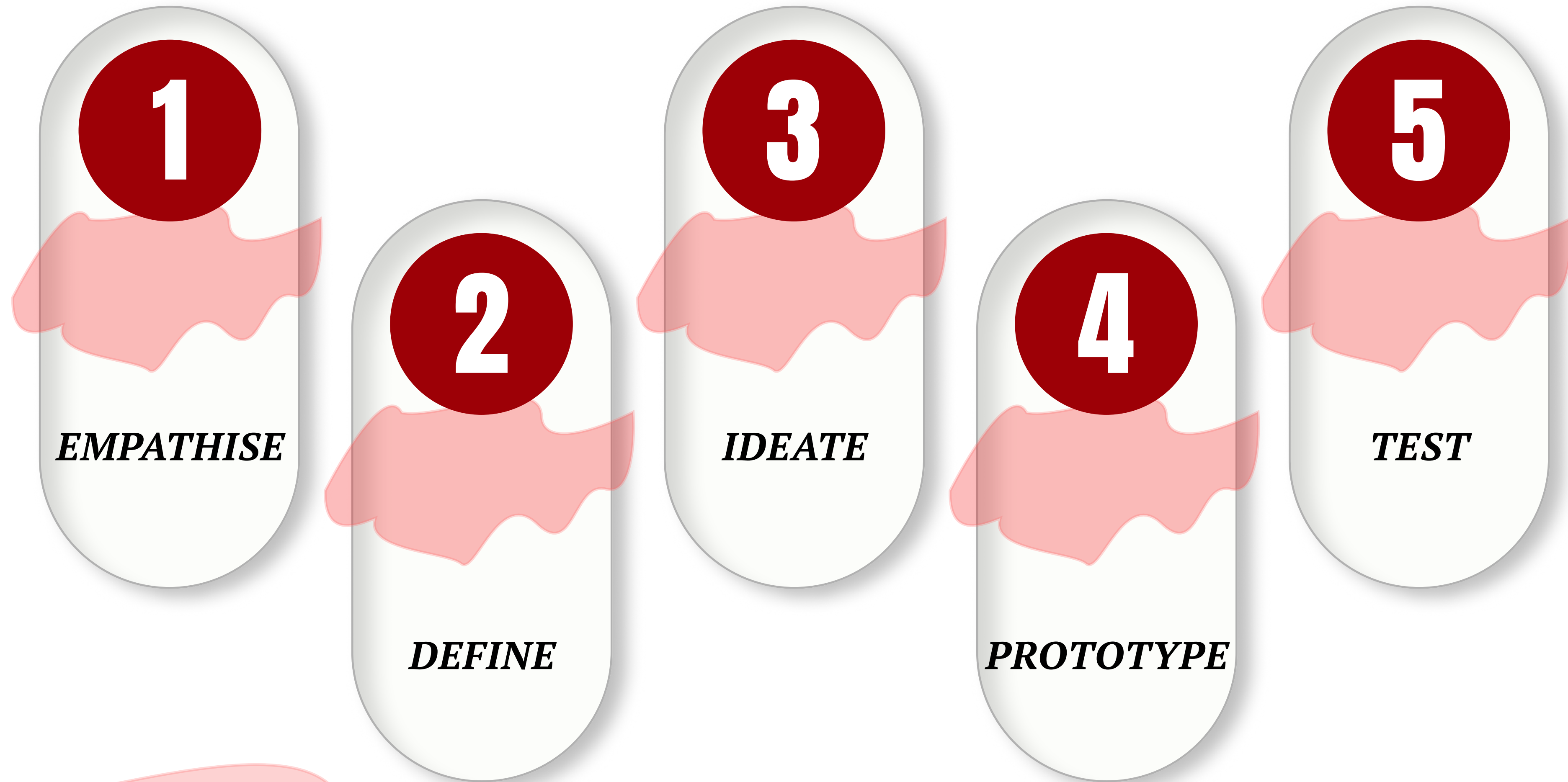
# GOAL

*This project aims to develop a new sanitary pad design that addresses the common problems women experience with current sanitary pads.*

*We will investigate issues such as itching, vaginal discharge, leaks, rashes, and pad sustainability. Through user research and analysis, we will identify the root causes of these concerns. By considering these factors, we will then redesign sanitary pads to enhance comfort, effectiveness, and user experience. The project will also explore the environmental impact of traditional pads and strive to create a more sustainable solution .*



# DESIGN **PROCESS**



# RESEARCH METHODOLOGY

*Research methodology refers to the systematic process researchers follow to design, conduct, analyze, and interpret their studies. It serves as the blueprint for the research, outlining the steps and procedures to ensure the study is valid, reliable, and contributes meaningfully to the existing knowledge.*

**Quantitative Research-** *Quantitative studies rely on numerical or measurable data i.e. The insights based on the no. of responses we've gotten from the survey. we've got 50 responses.*

**Qualitative Research-** *Qualitative studies rely on personal accounts or documents that illustrate in detail how people think or respond within society. we conducted 12-15 interviews to gather insights*

**Quantitative**

**Mixed**

**Qualitative**

*We have followed mixed research methodology.*





# SECONDARY RESEARCH



# SECONDARY RESEARCH

5

*RESEARCH PAPERS*

5+

*CASE STUDY*

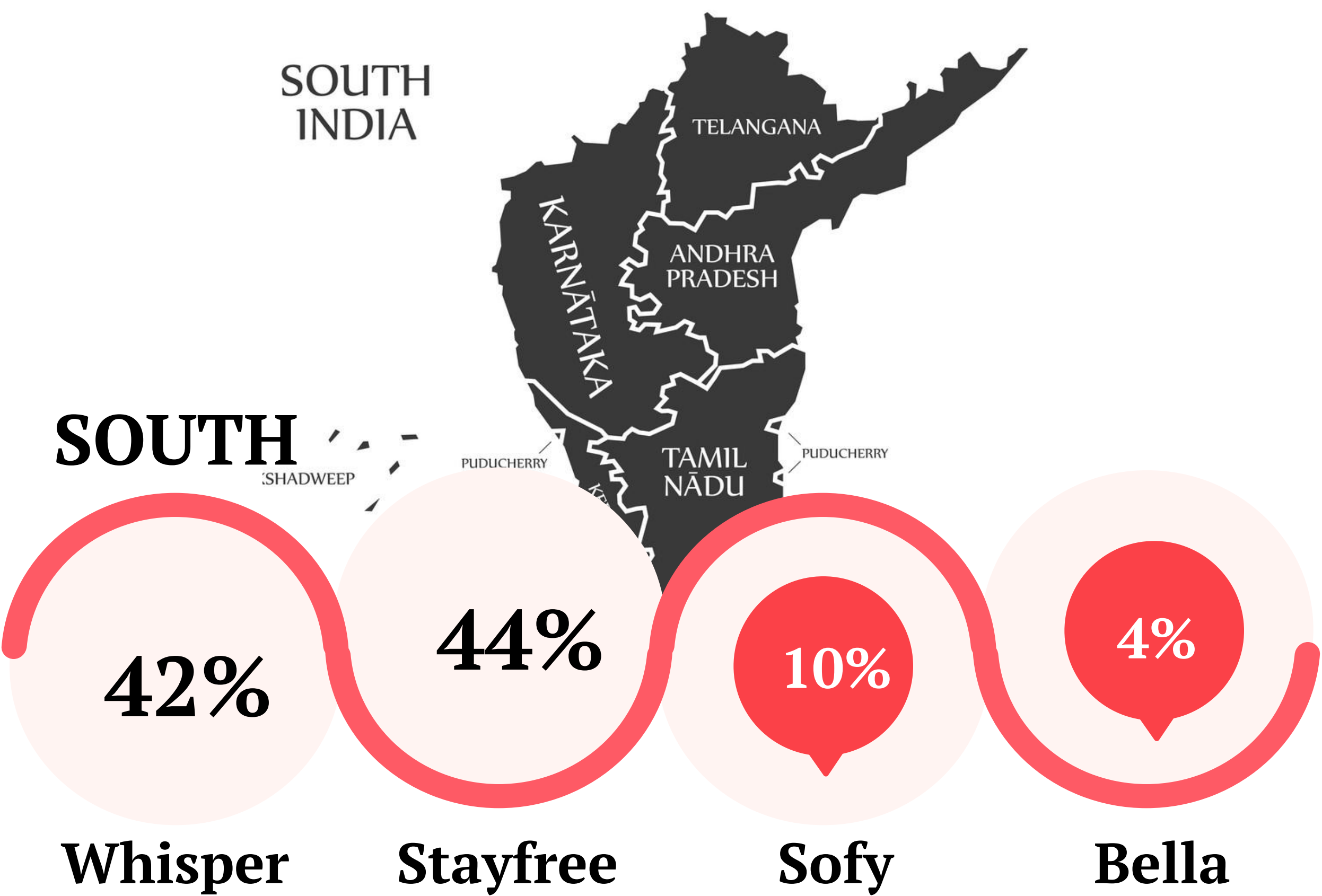
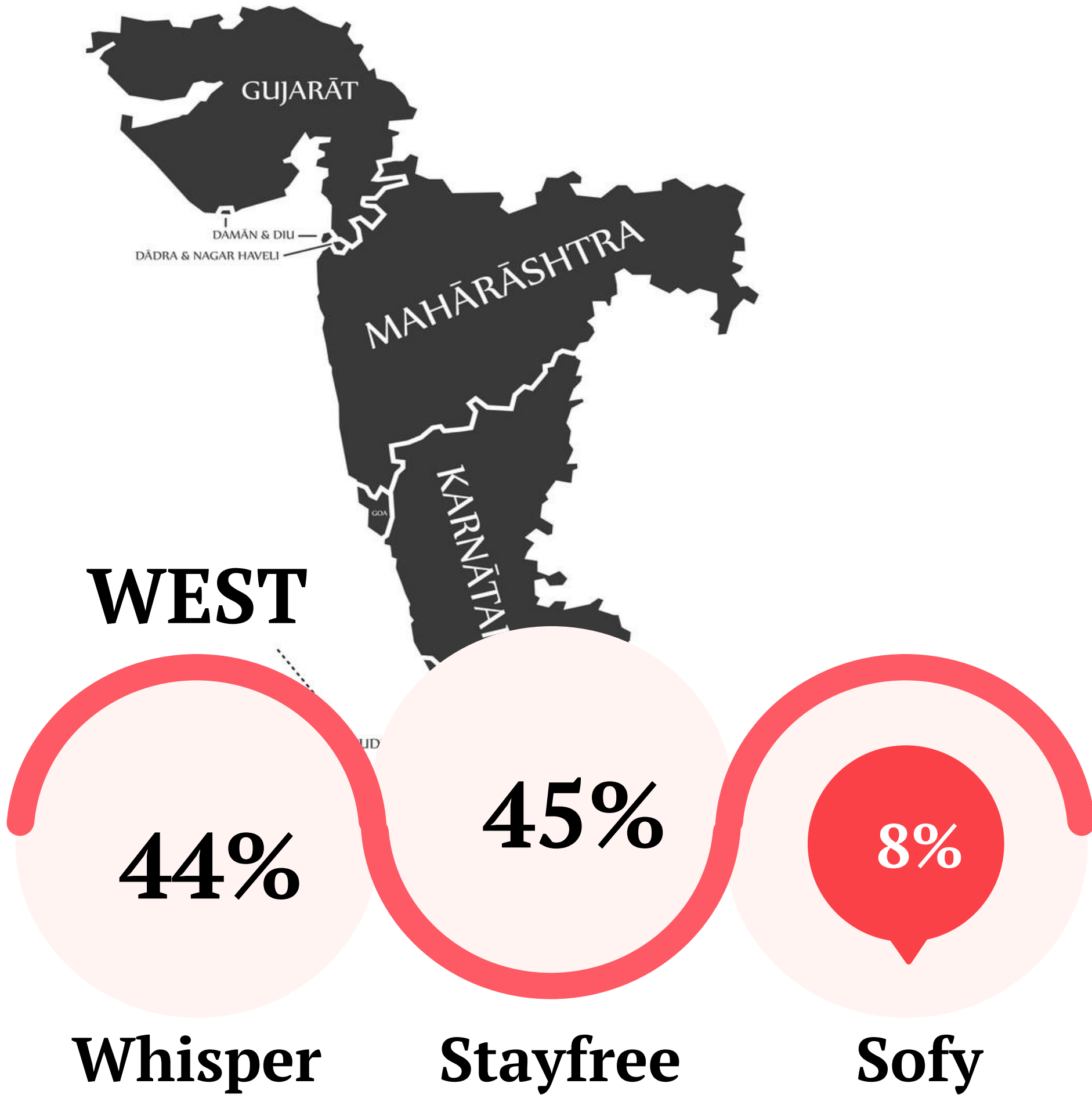
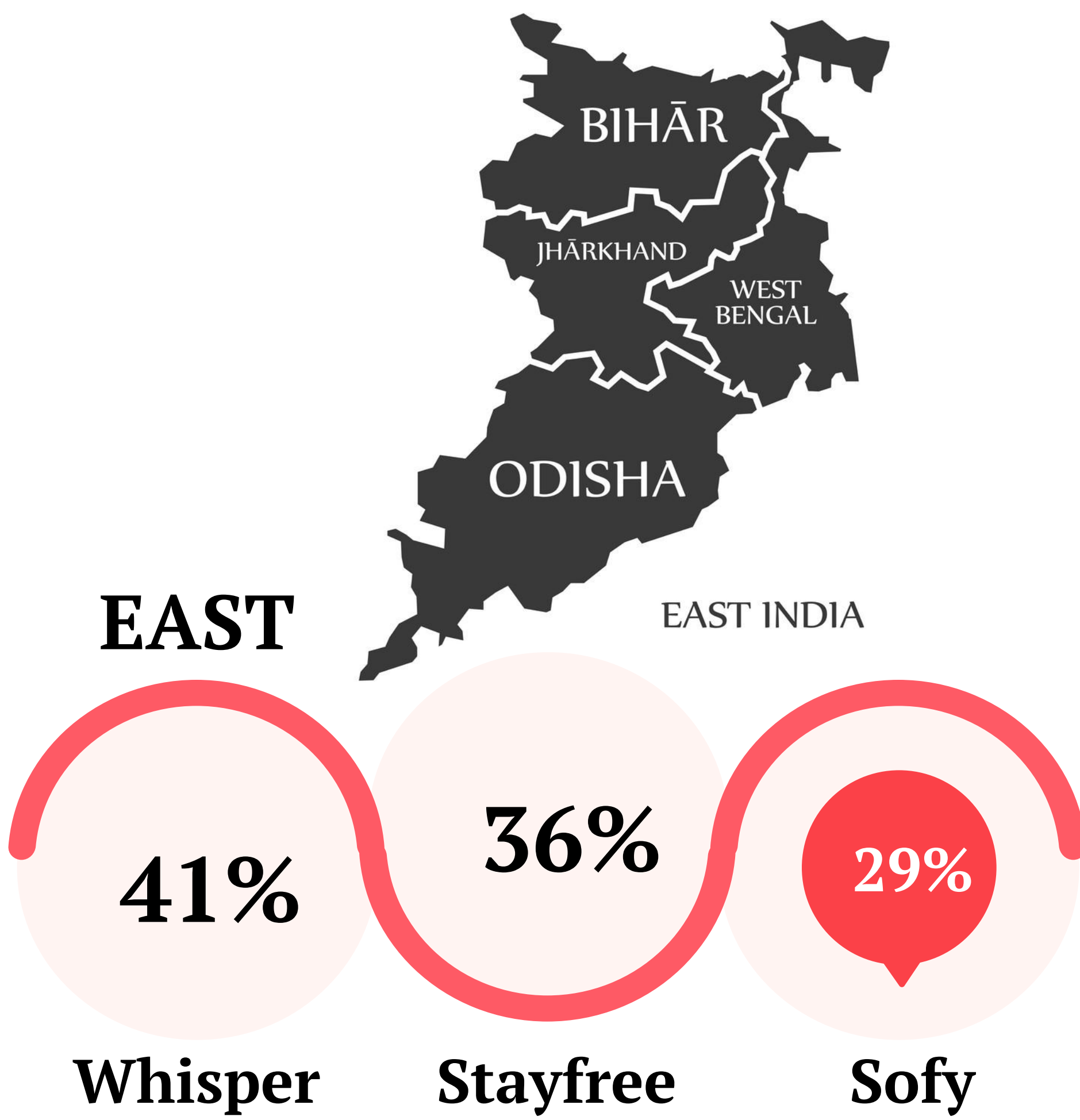
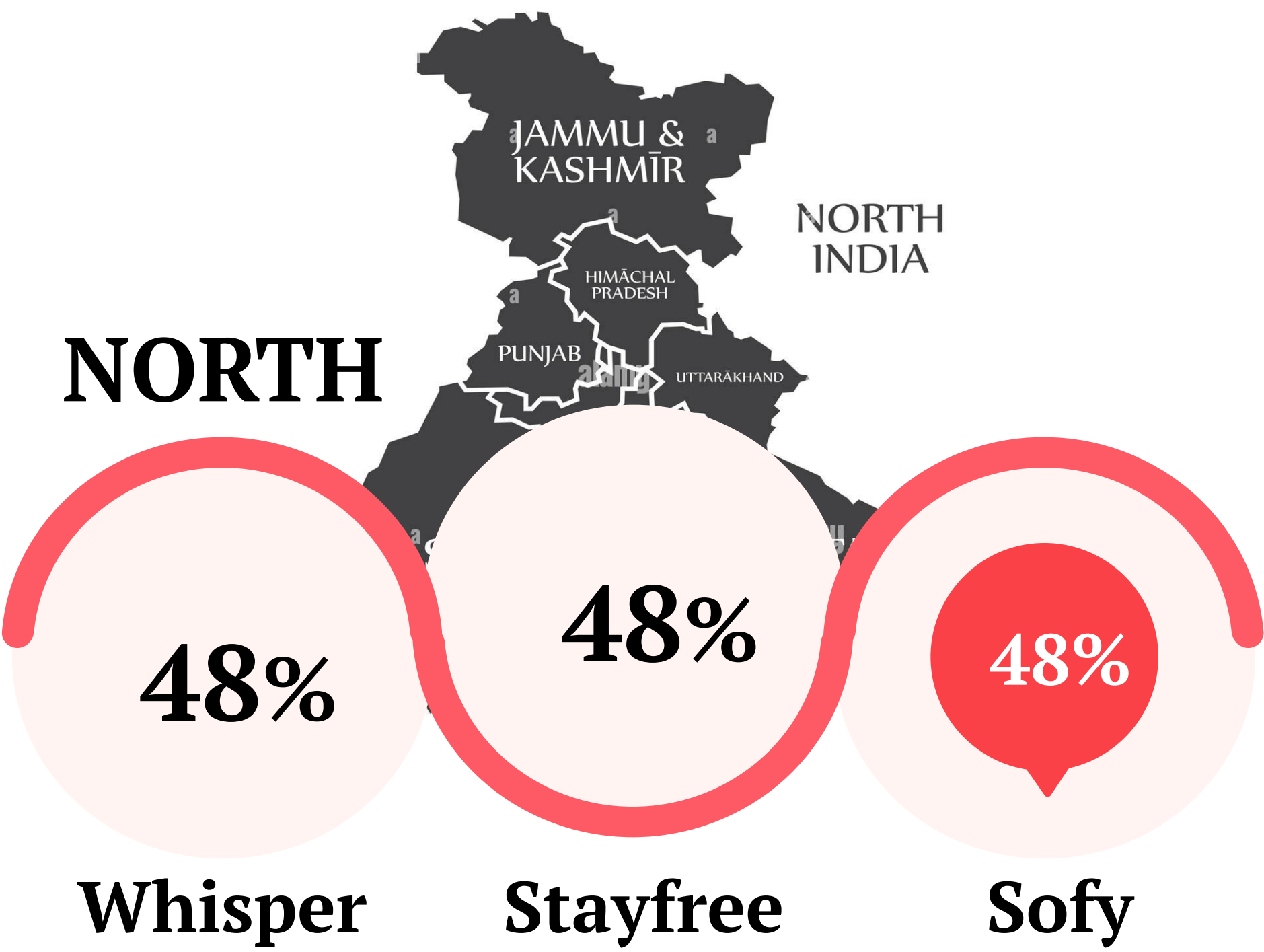
8+

*ARTICLES*



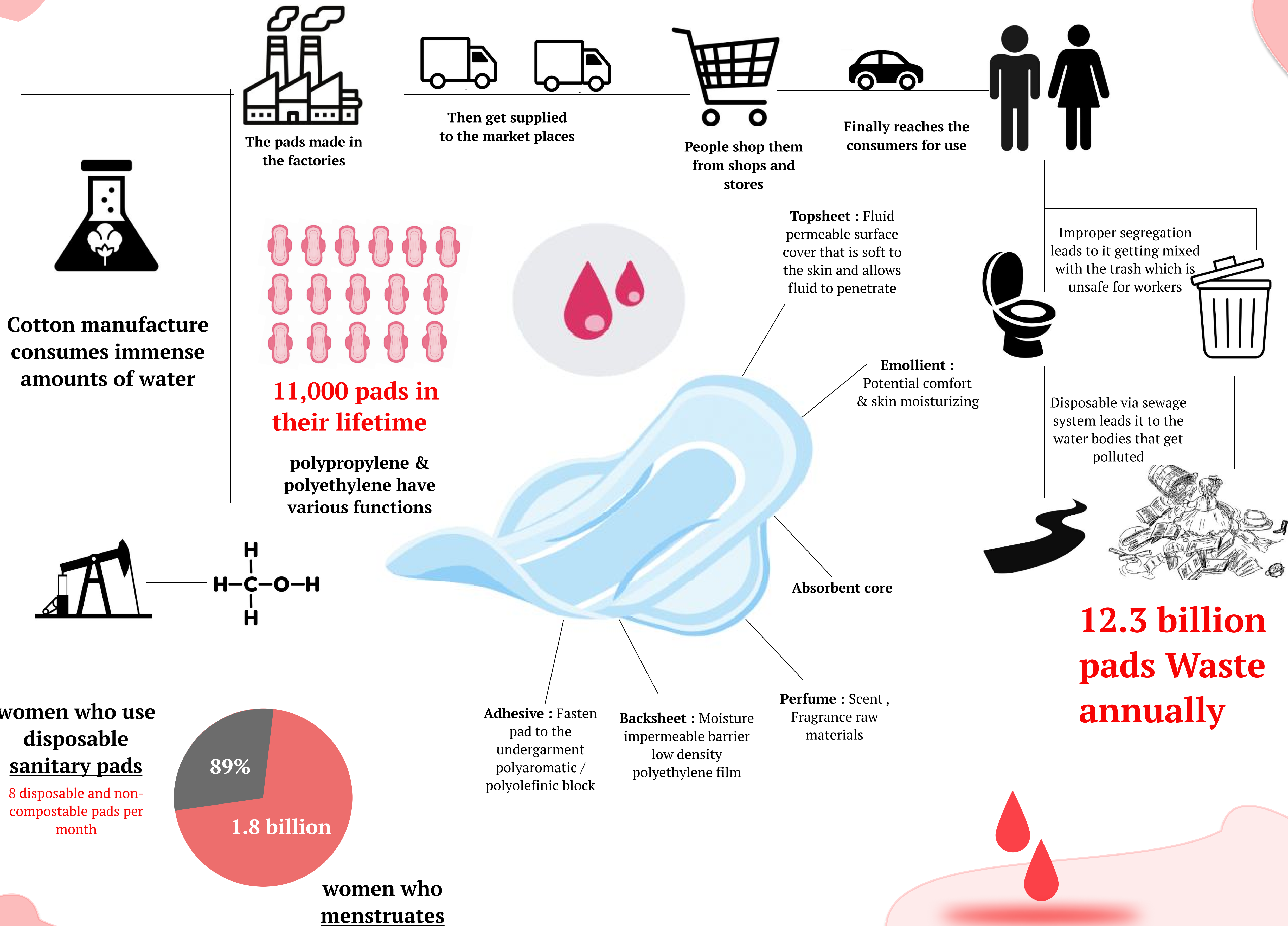


**Whisper & Stayfree** the pioneer **Sanitary Pads** brands in **India** have battled for market supremacy for decades



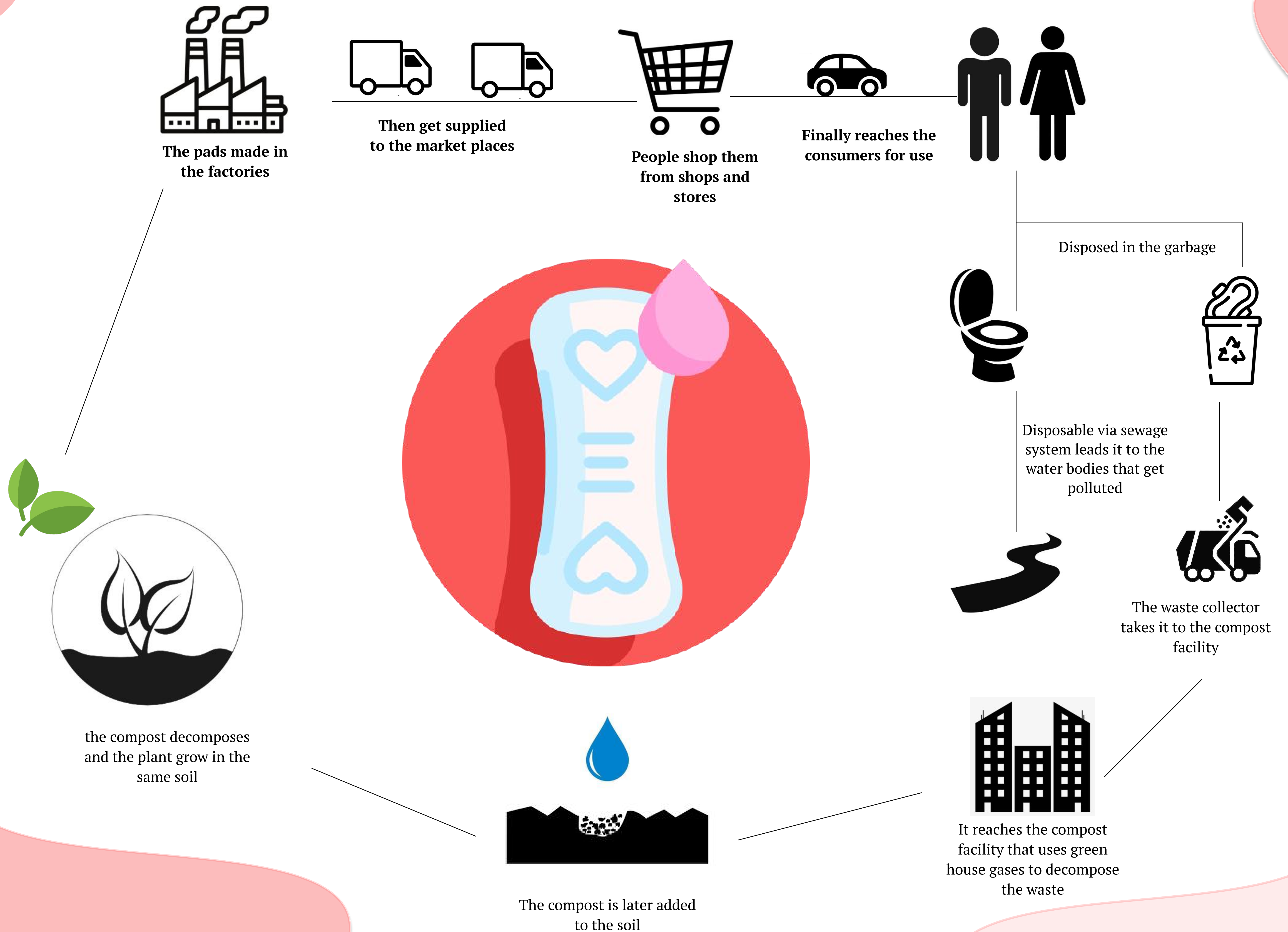


# NON-BIODEGRADABLE SANITARY PAD BIFURGATION

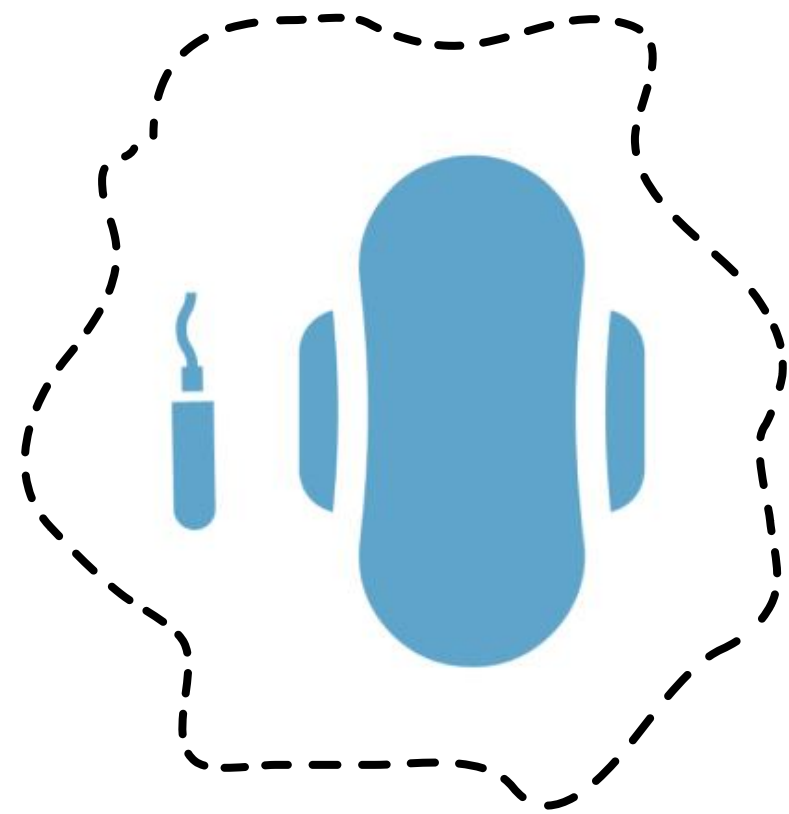




# BIODEGRADABLE SANITARY PAD BIFURCATION

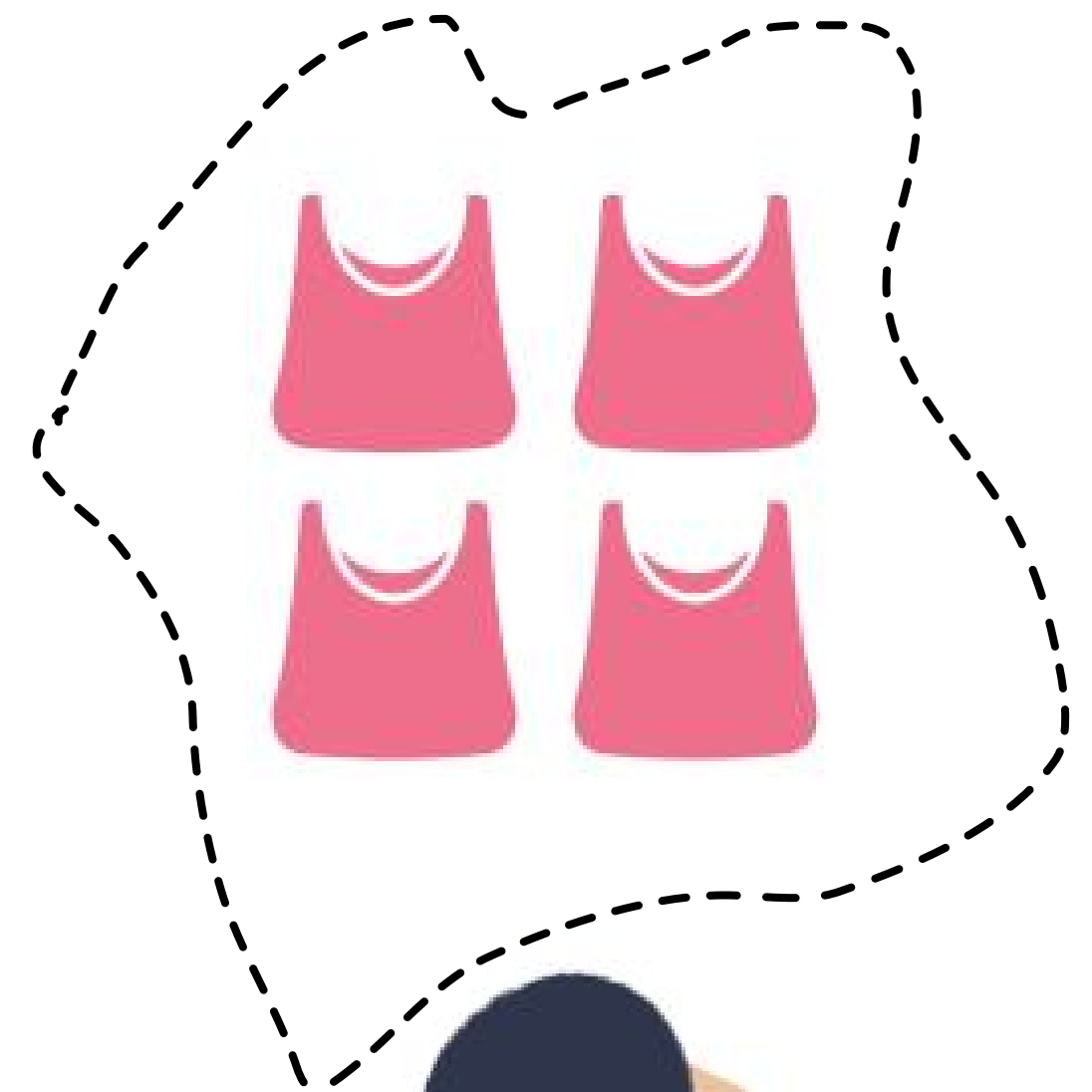


# SANITARY PADS (DISPOSAL)



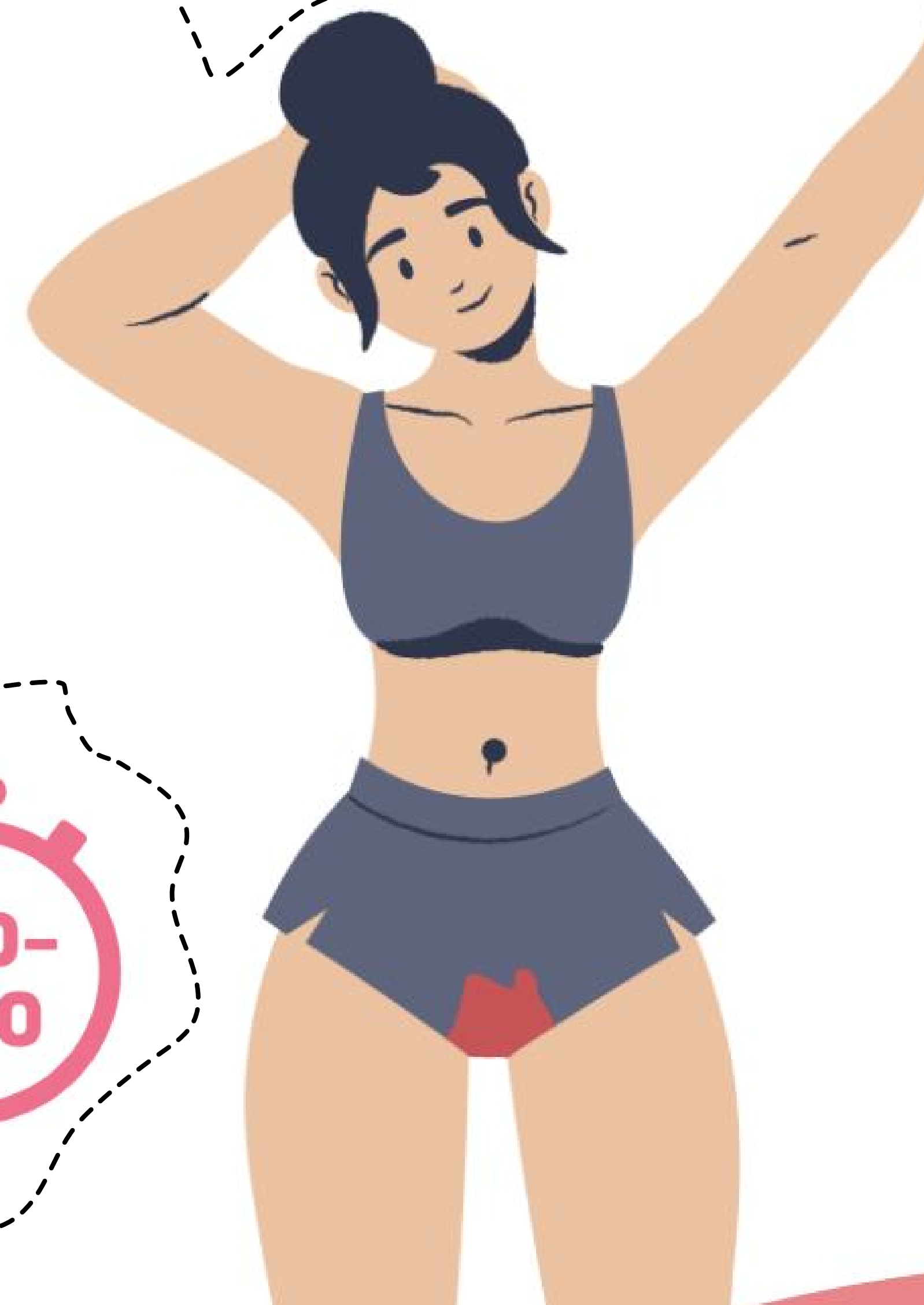
WOMEN IS LIFETIME USES  
11,00 MENSTRUAL PRODUCTS (APX)

EACH SANITARY PAD CONTAINS 90%  
PLASTIC = 2.4GM = 4 PLASTICS BAGS



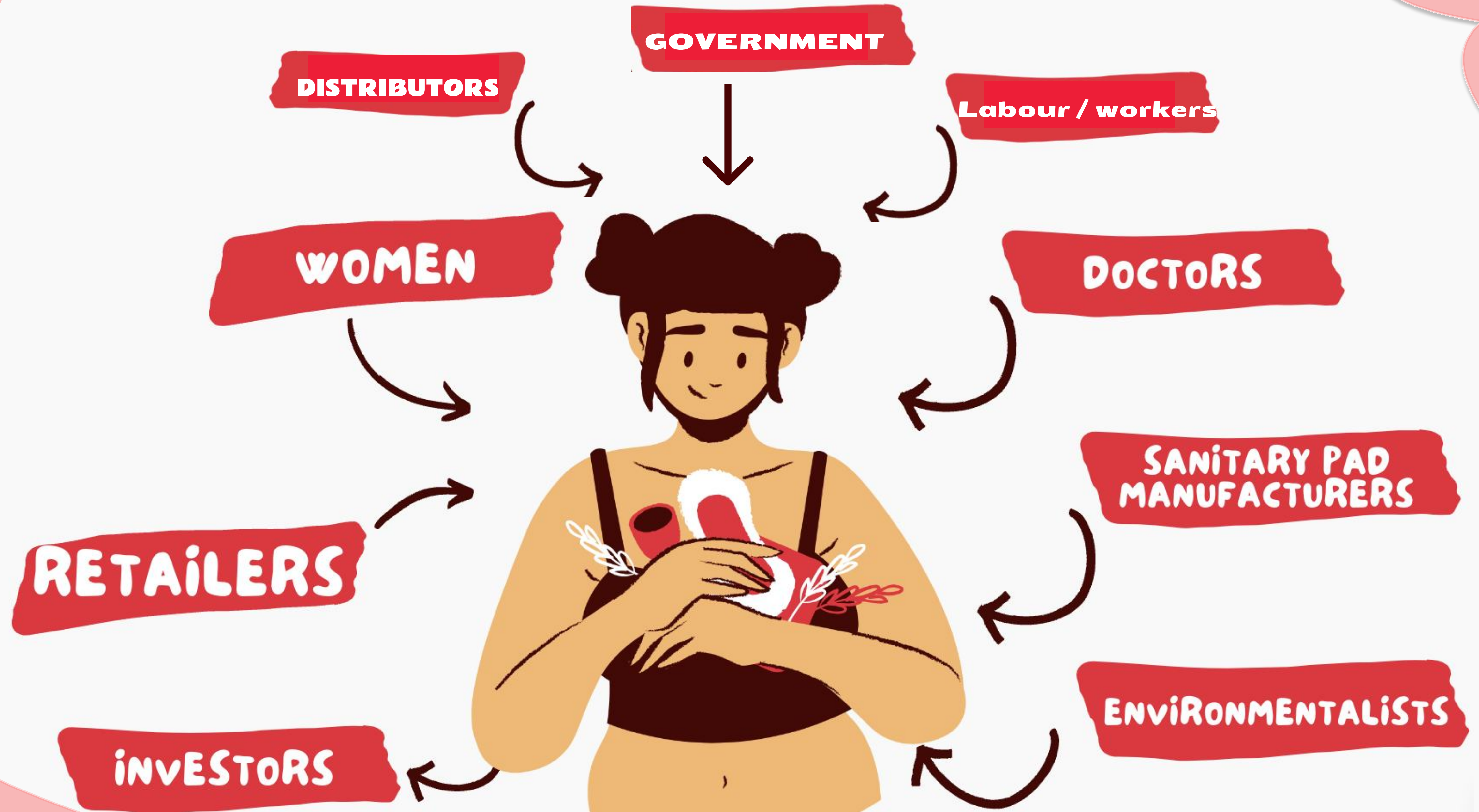
SANITARY WASTE ENDS UP  
IN LANDFILLS

A NON-ORGANIC PADS TAKE  
250-300 YEARS TO DECOMPOSE



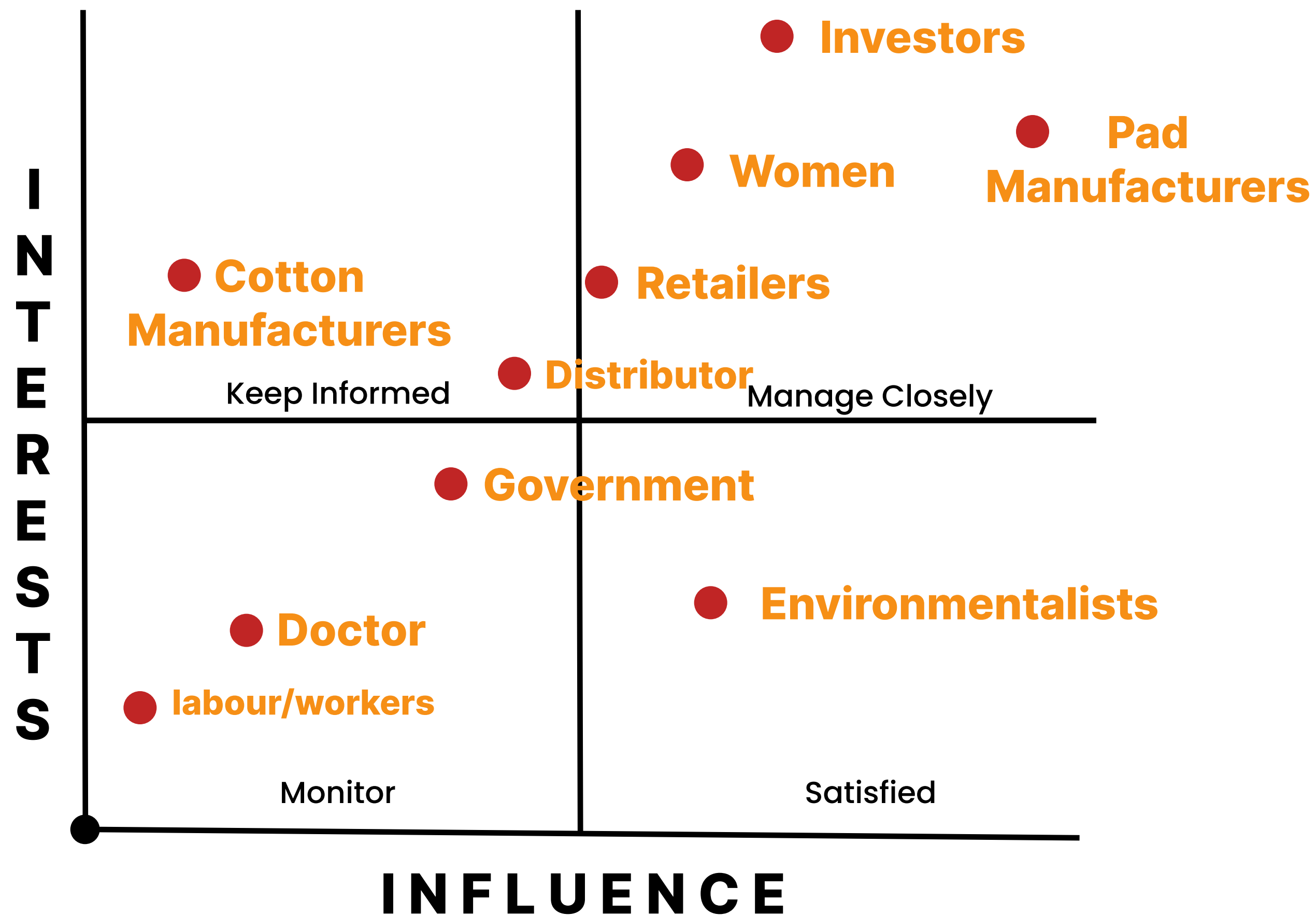


# STAKE HOLDERS





# STAKEHOLDER MAPPING



# COMPETITOR ANALYSIS

	 Best Features	 Best For	 Pricing	 Material	 Cons	
WHISPER	Wide variety of absorbencies and lengths for different needs.Popular and readily available brand.	Focus on comfort with soft and breathable materials.	Price point might be higher than some store brands.	Non-woven fabric (polypropylene/ polyester), superabsorbent polymers, plastic film	May not offer the most innovative features compared to some competitors.	
STAYFREE	Leakproof protection with LeakGuard technology. Targets active women with active lifestyles.	Offer pads with wings for added security.	Users might prioritize affordability and opt for value packs with larger quantities of pads	Material may not be as soft or breathable as some competitors.	Limited variety in terms of absorbency and length options.	
Sofy	Softness with luxurious materials, Leakproofness with innovative technology, Odor control for all-day freshness	Offer eco-friendly options, appealing to environmentally conscious consumers	Compared to established giants like Always or Whisper, Sofy might be slightly more affordable	Silky materials for comfort, Bamboo for a sustainable option	Limited availability compared to more established brands	
U BY KOTEX	Targets younger women with trendy designs and packaging.	Offers features like breathable cotton covers and flexible cores for comfort.	Users with subscription plans offering a lower price per pad when buying in bulk or at regular intervals.	Absorbency options might be limited compared to some established brands	May not have the same level of brand recognition as some competitors. .	
LIBRESSE	Focuses on organic cotton and natural materials for a more natural feel.Popular in Europe and gaining traction in other markets.	Offers pads with a body-conforming design for better fit.	Price point might be higher due to the focus on organic materials.	Libresse pads use polypropylene/ polyethylene for softness, plus absorbent pulp and polymers for leakage protection	Availability might be limited depending on location.	
NATRACARE	Made with 100% organic cotton for ultimate comfort and breathability.	Biodegradable and environmentally friendly option. Appeals to health-conscious consumers.	Price point tends to be higher due to organic materials.	Organic cotton & cellulose for softness, plus plant-based polymers for absorbency	Limited availability compared to mainstream brands. Absorbency options might be limited.	
ALWAYS	Ultra-thin pads with high absorbency for discretion and comfort. Popular brand known for reliability.	Offers pads with built-in odor control features.	Price point might be on the higher end.	Use materials like soft top sheets and advertise features like "comfort zones"	Some users might find the ultra-thin design to be less comfortable for heavy flow days.	

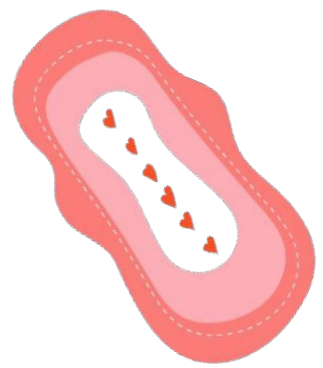




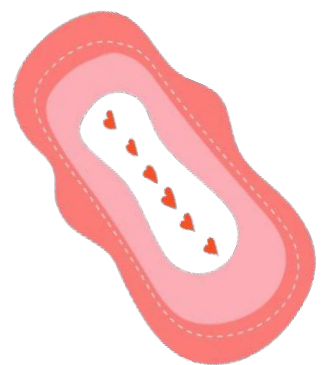
# PRIMARY RESEARCH

# UNDERSTANDING THE **USERS**

*User research was done on more than 50 potential target users from different colleges around the area and people living around the area. Conducting interviews is essential to gathering information, and throughout the years we've learned that the better you get at this, the more useful the information will be. Knowing how to structure our questions, how to listen, and how to be grateful is the key. We conducted two research methods:*



## **Survey**



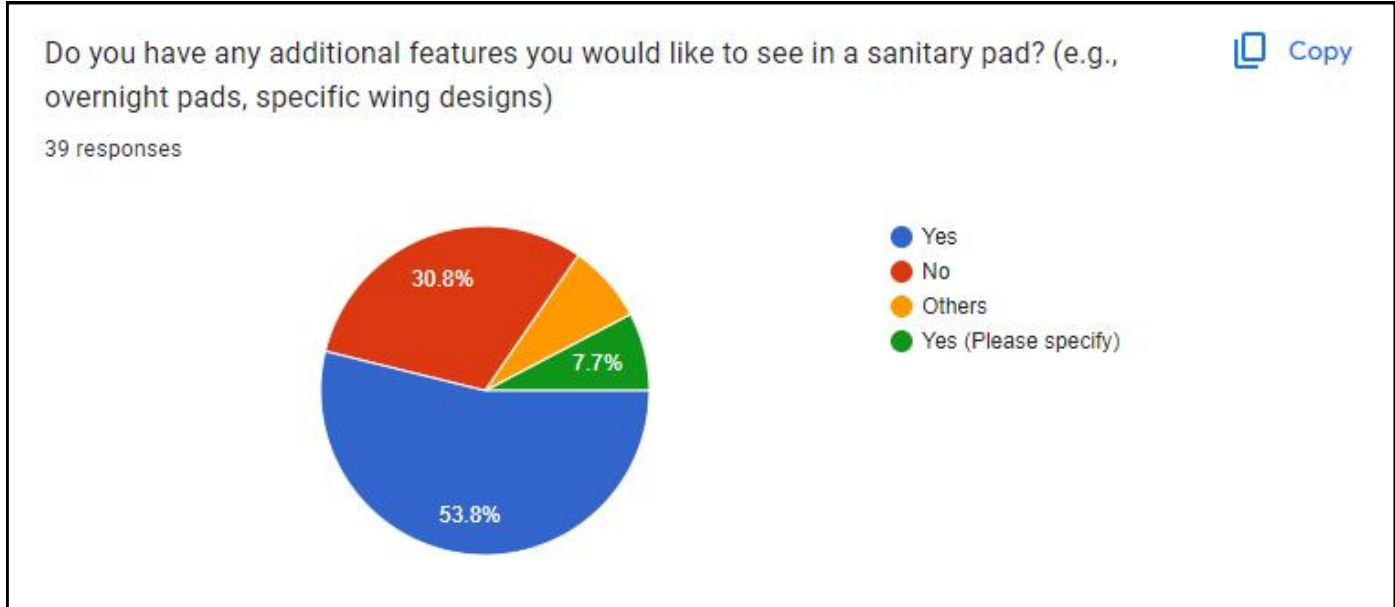
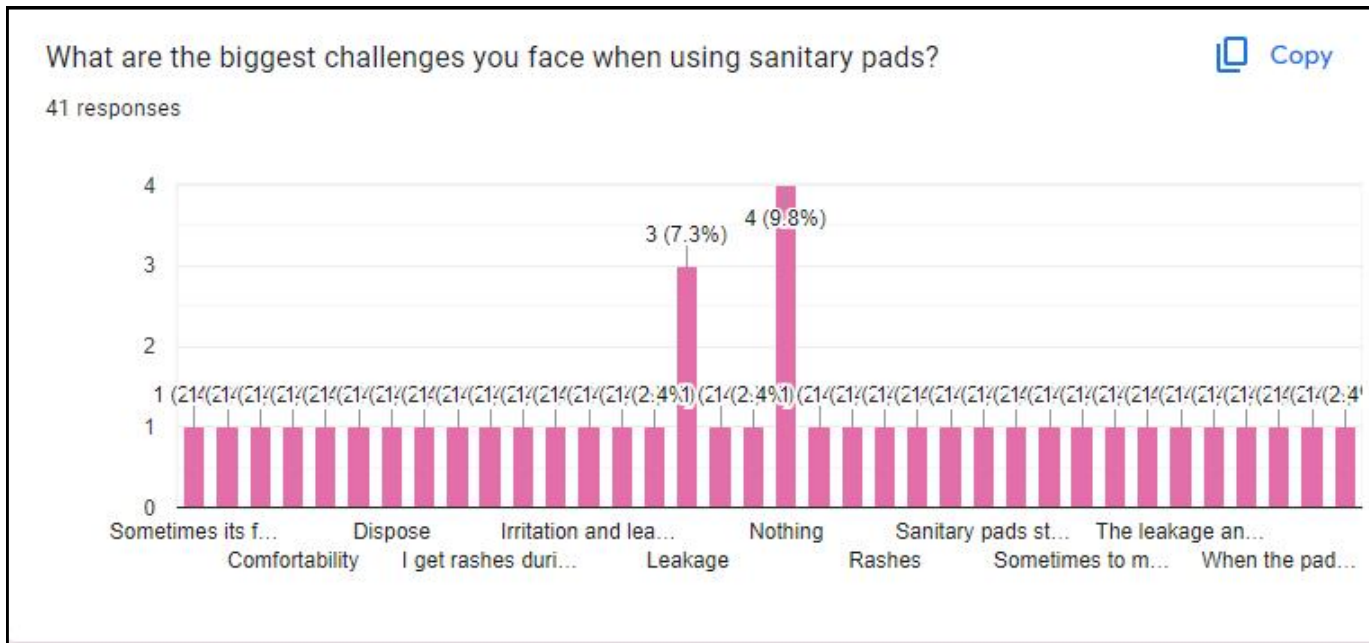
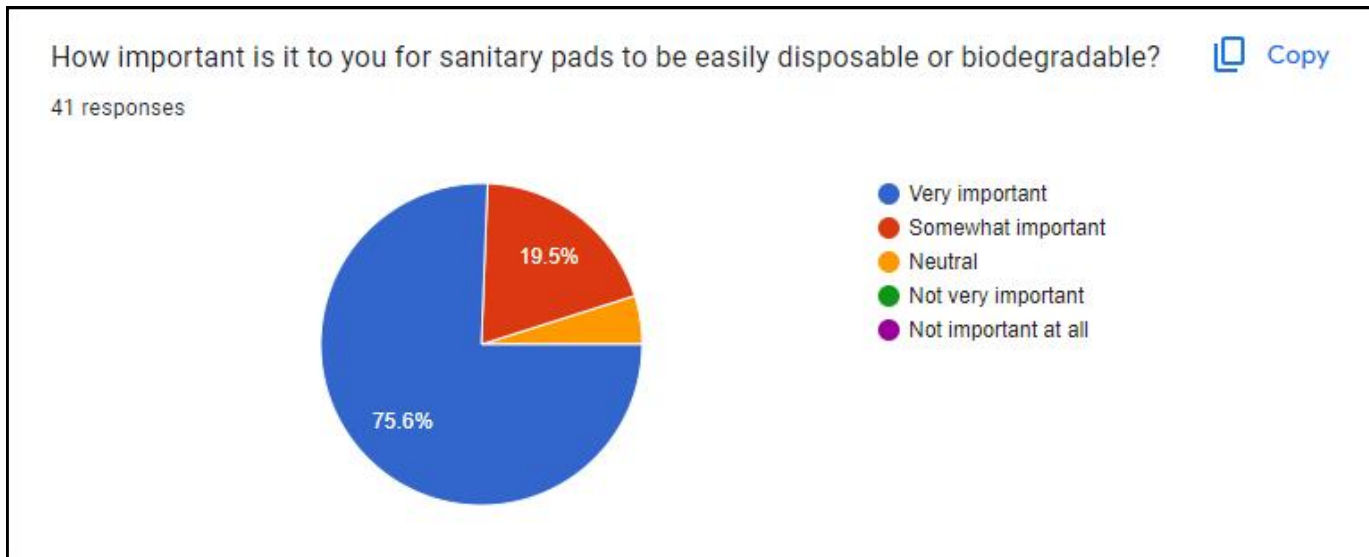
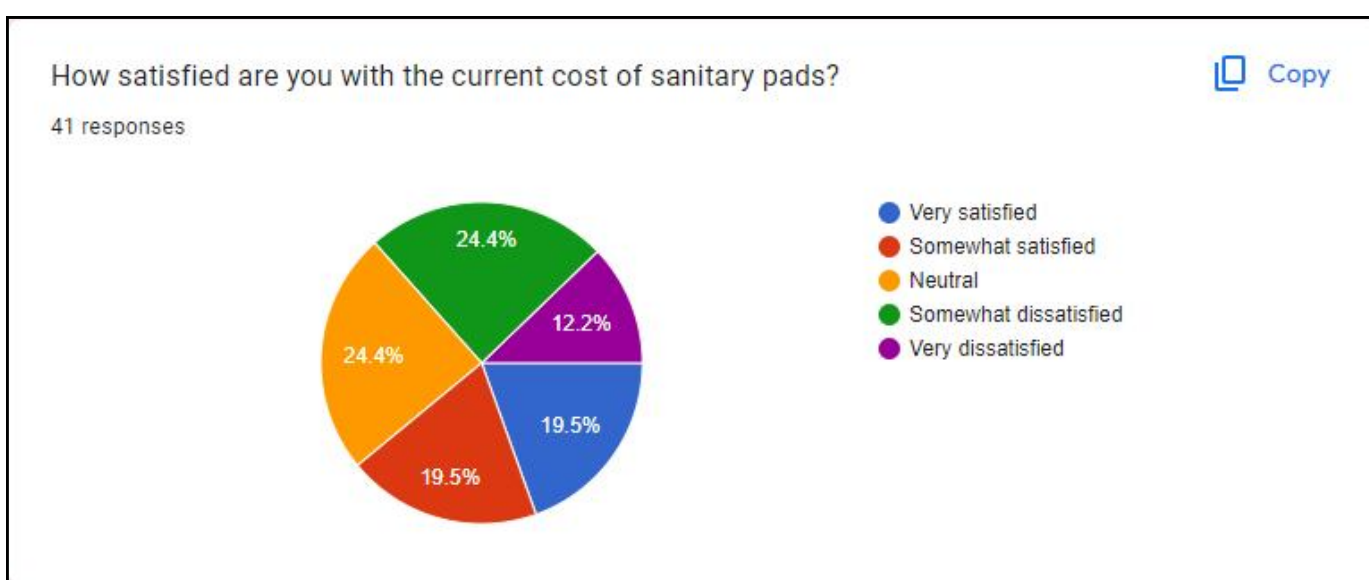
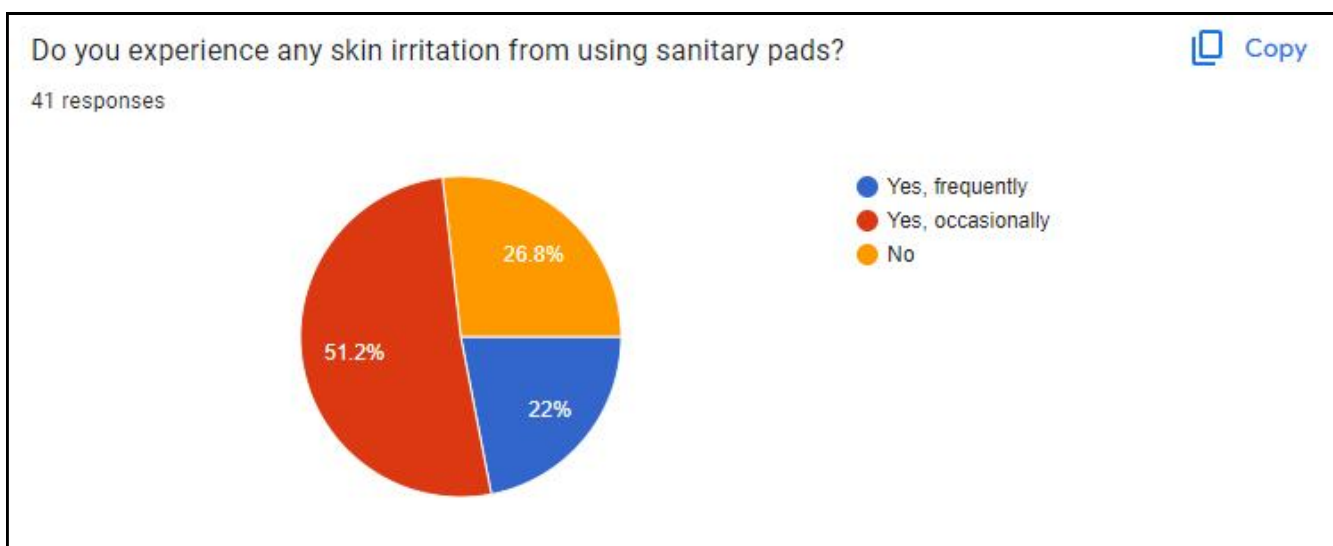
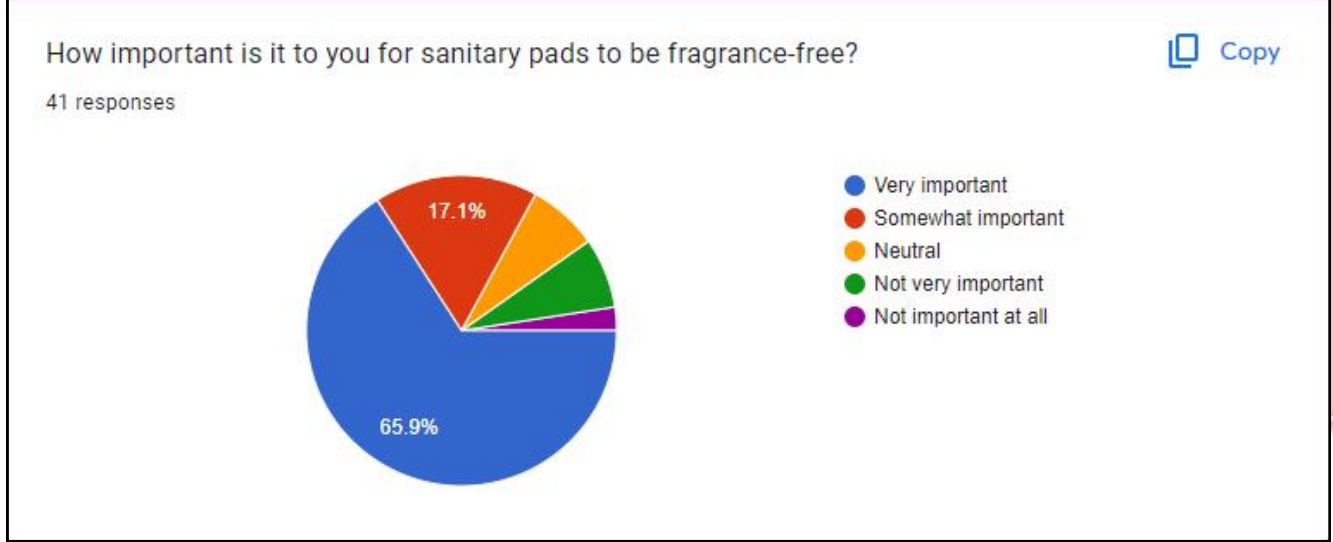
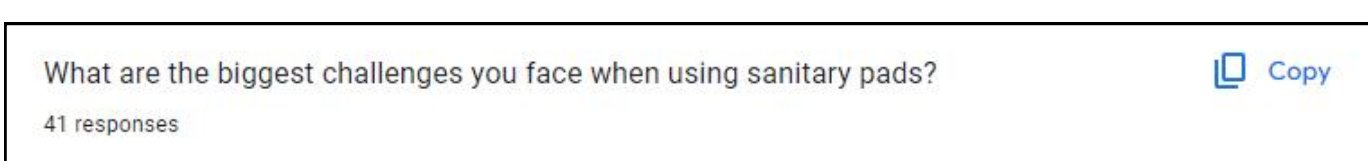
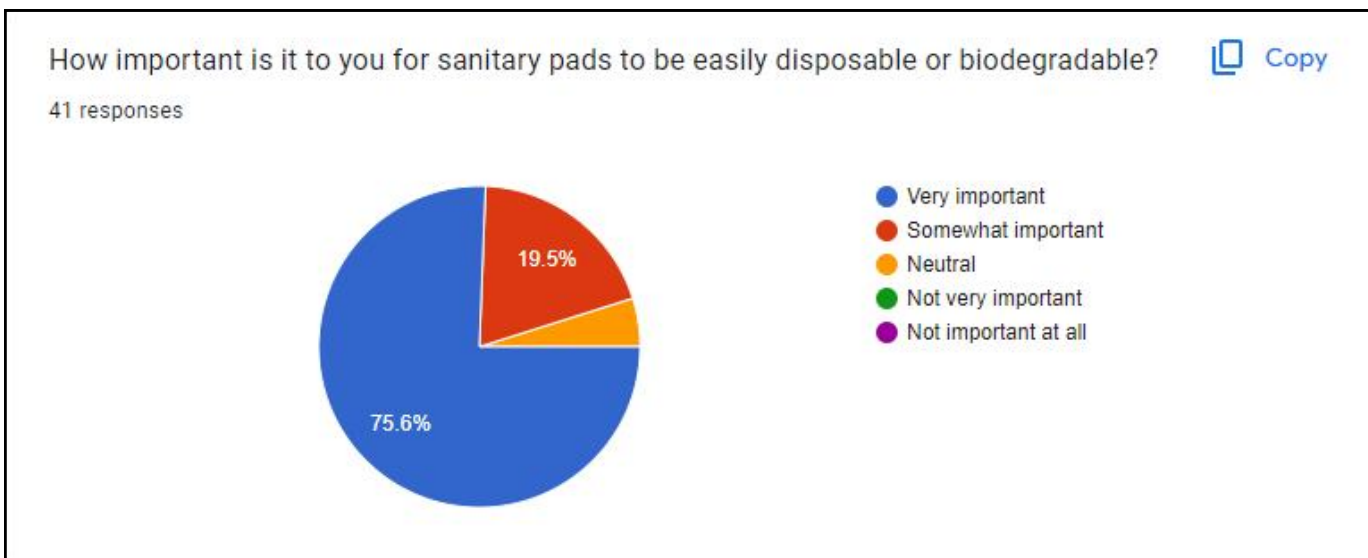
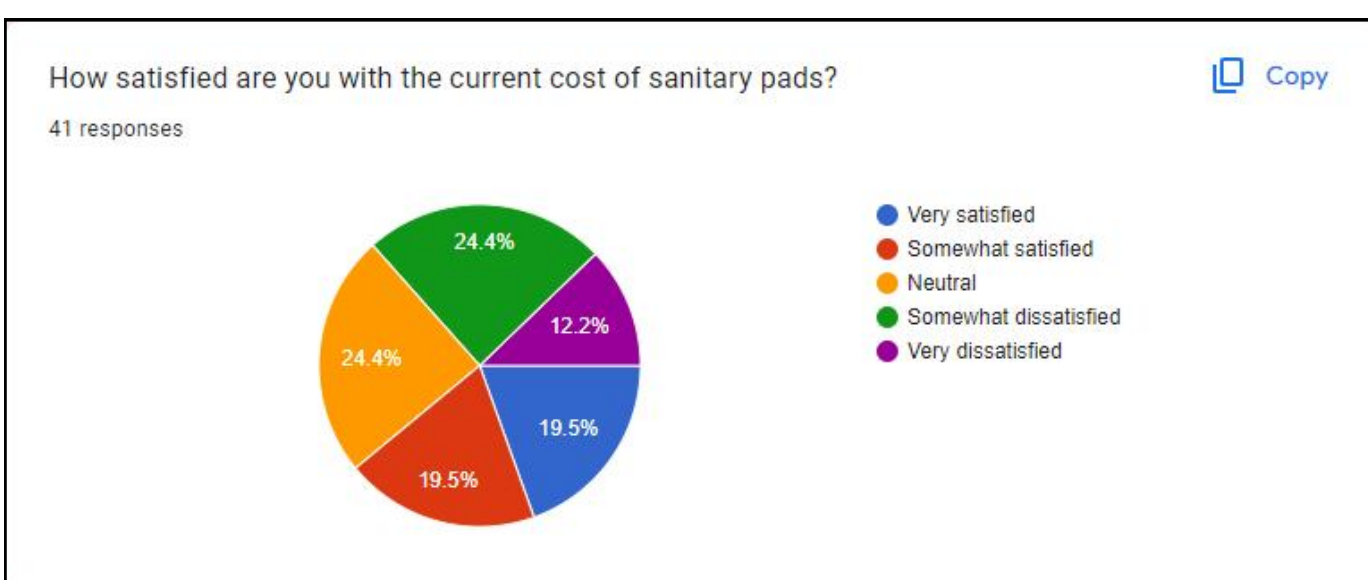
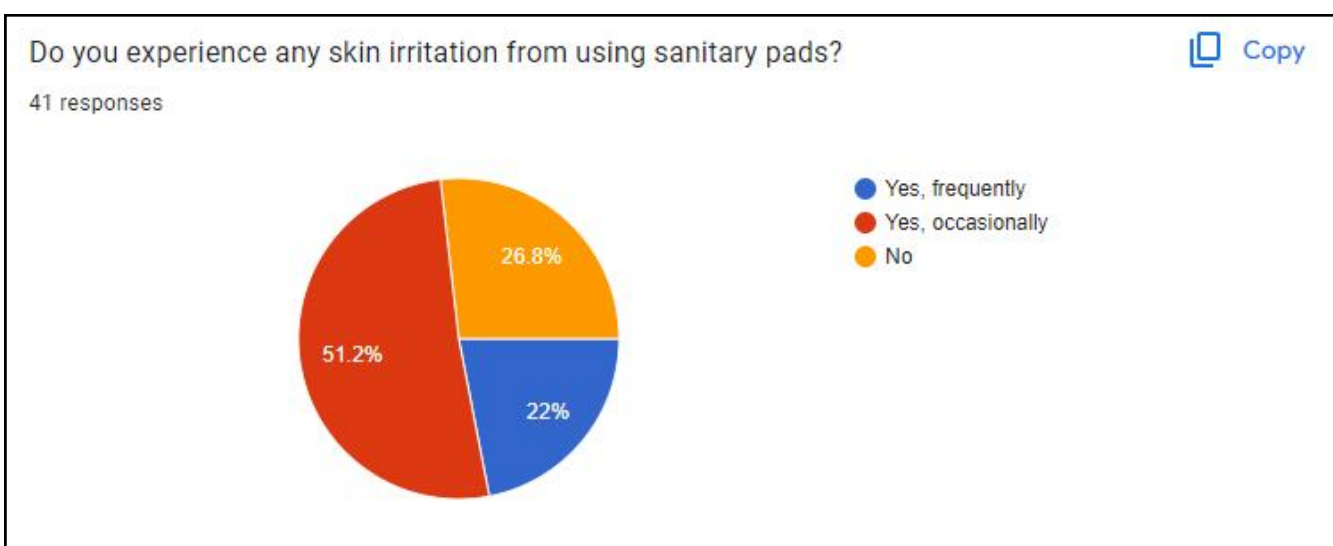
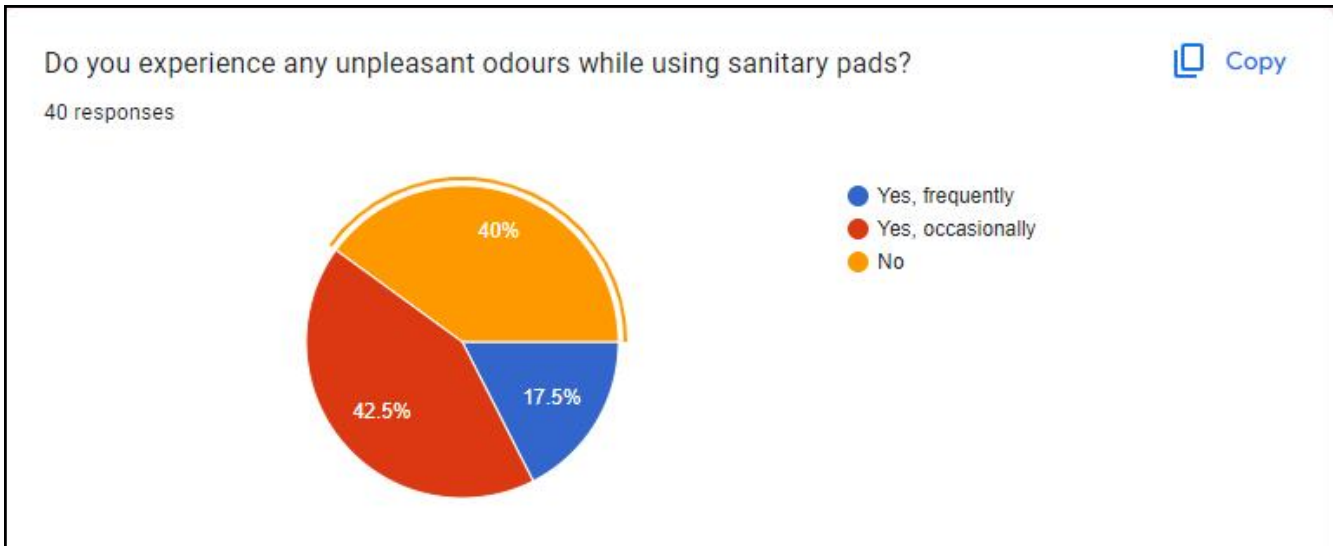
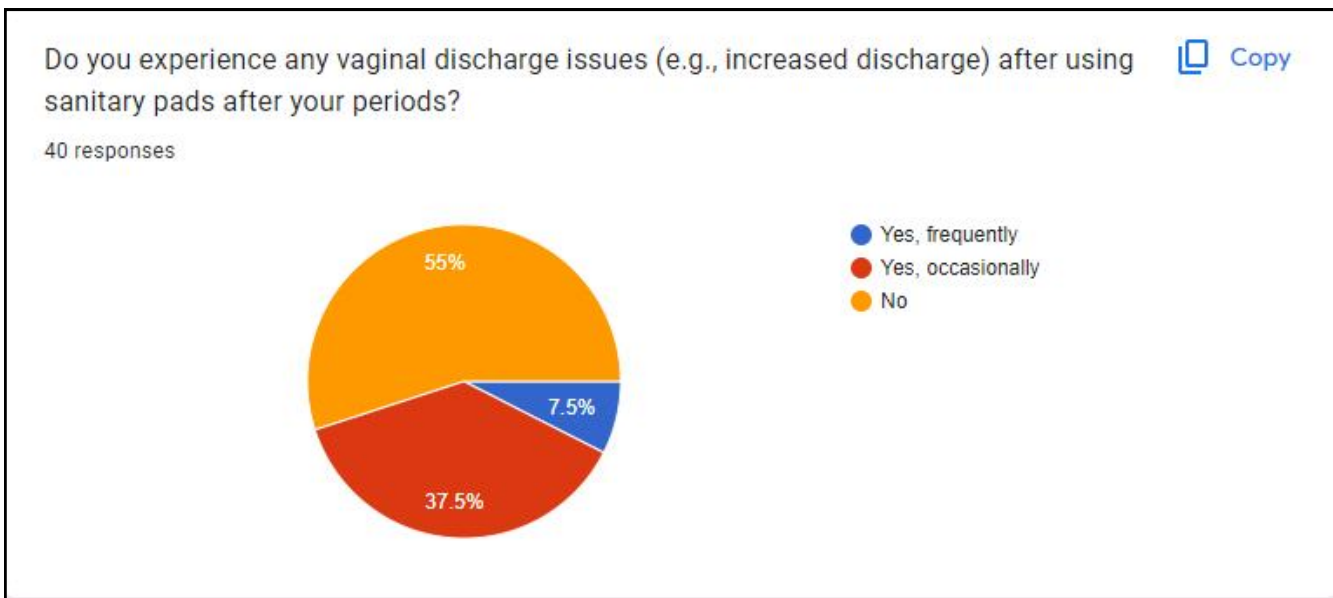
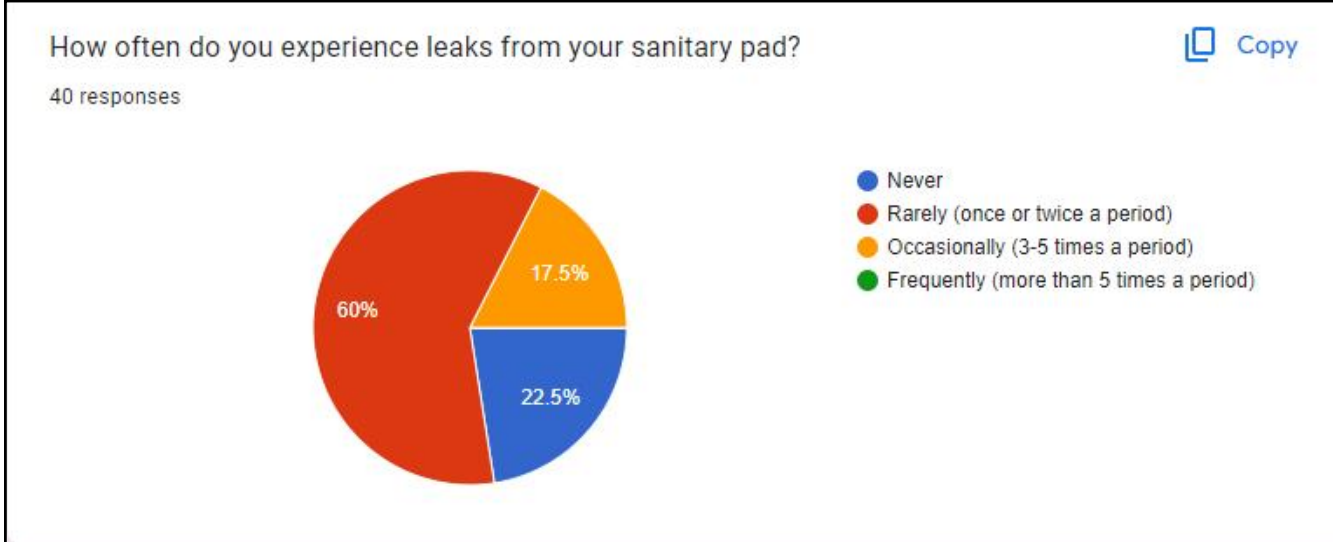
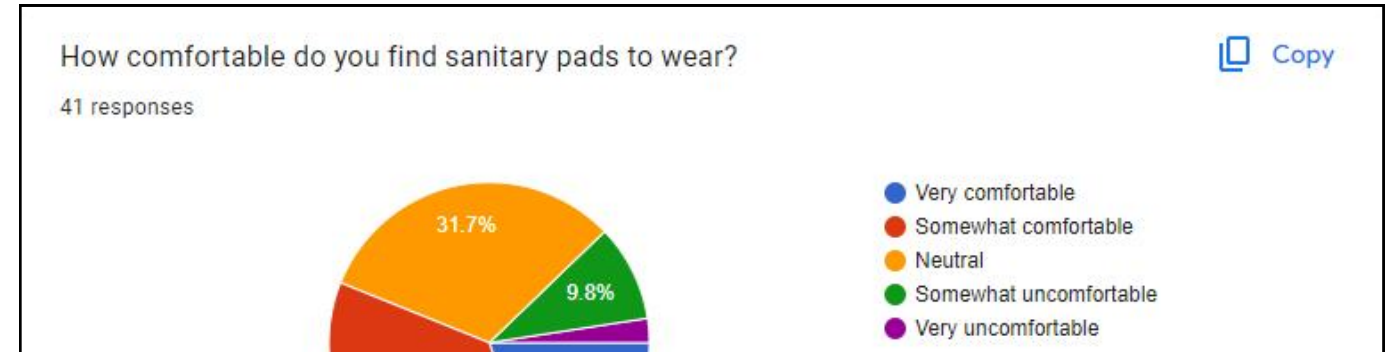
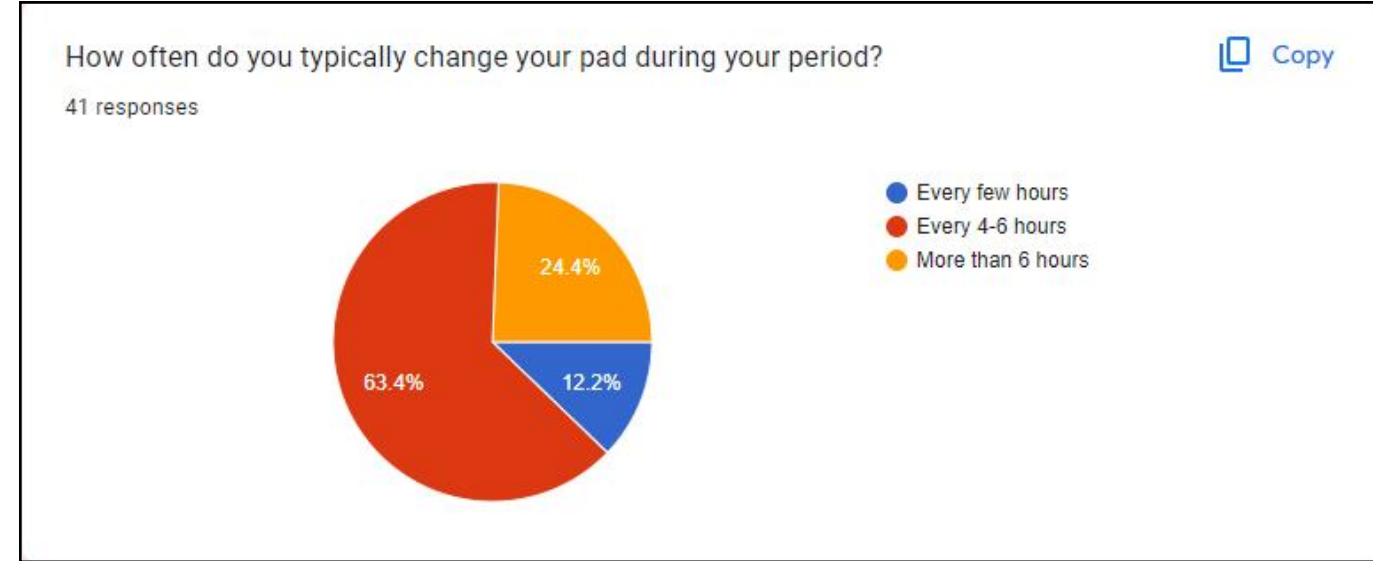
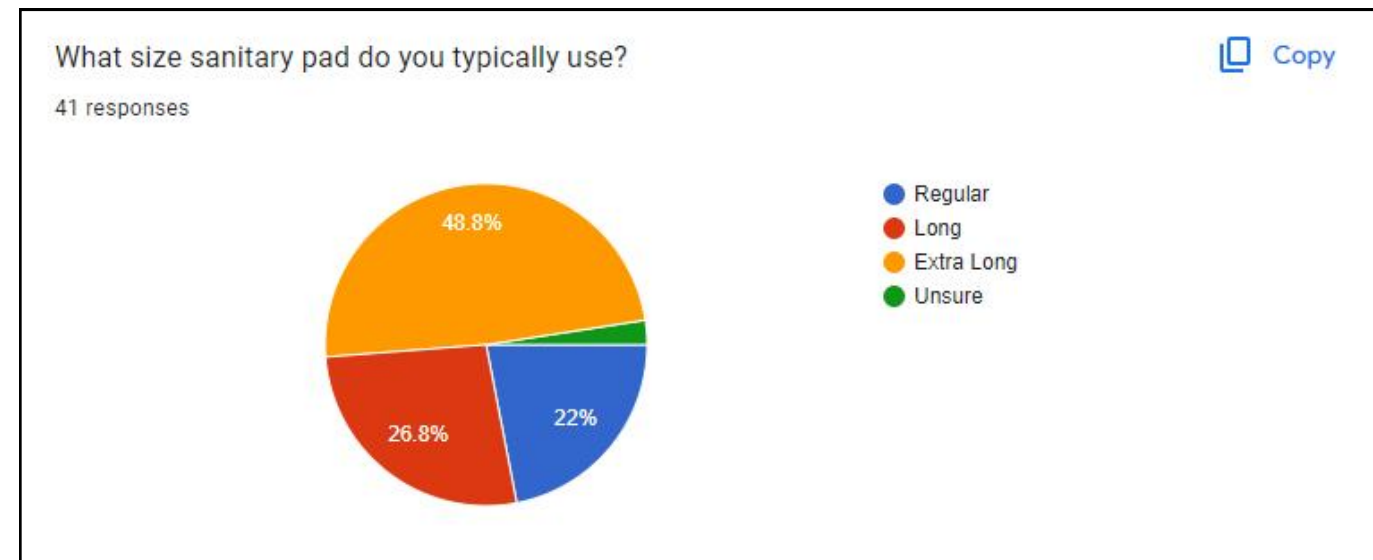
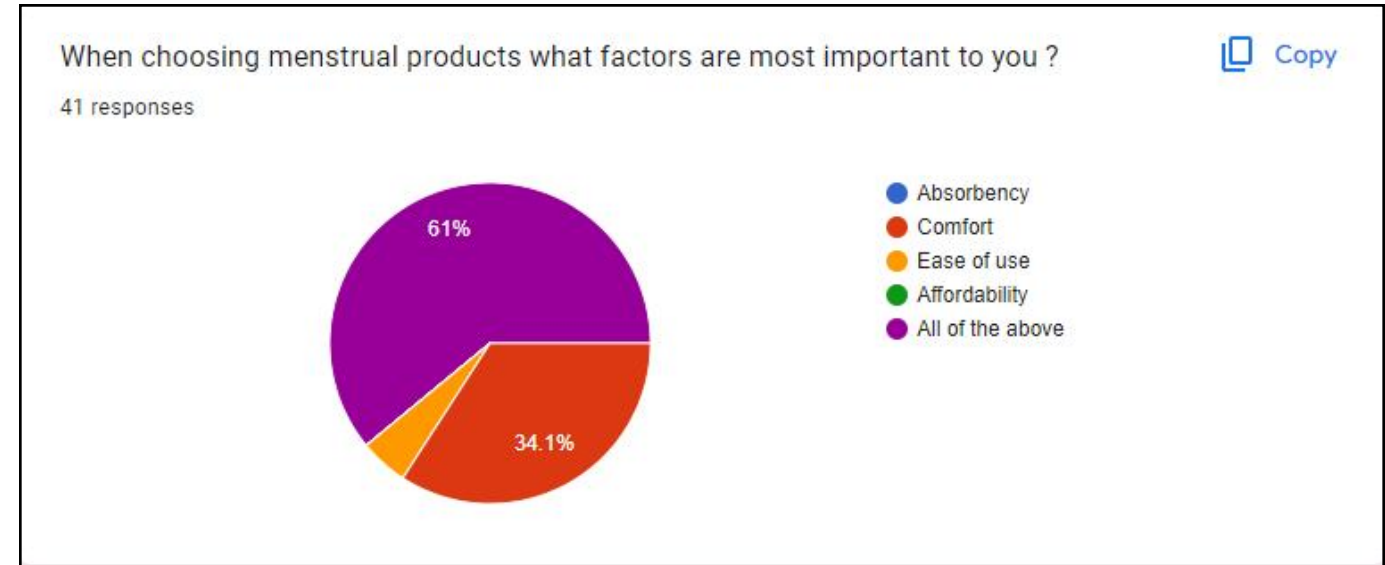
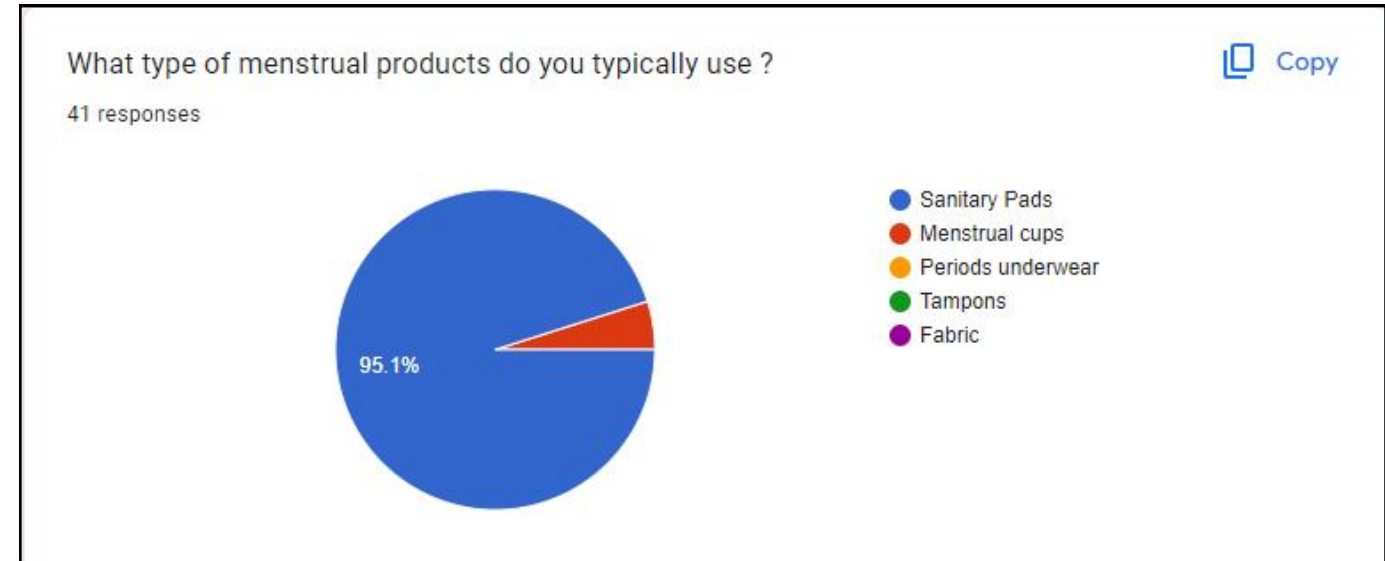
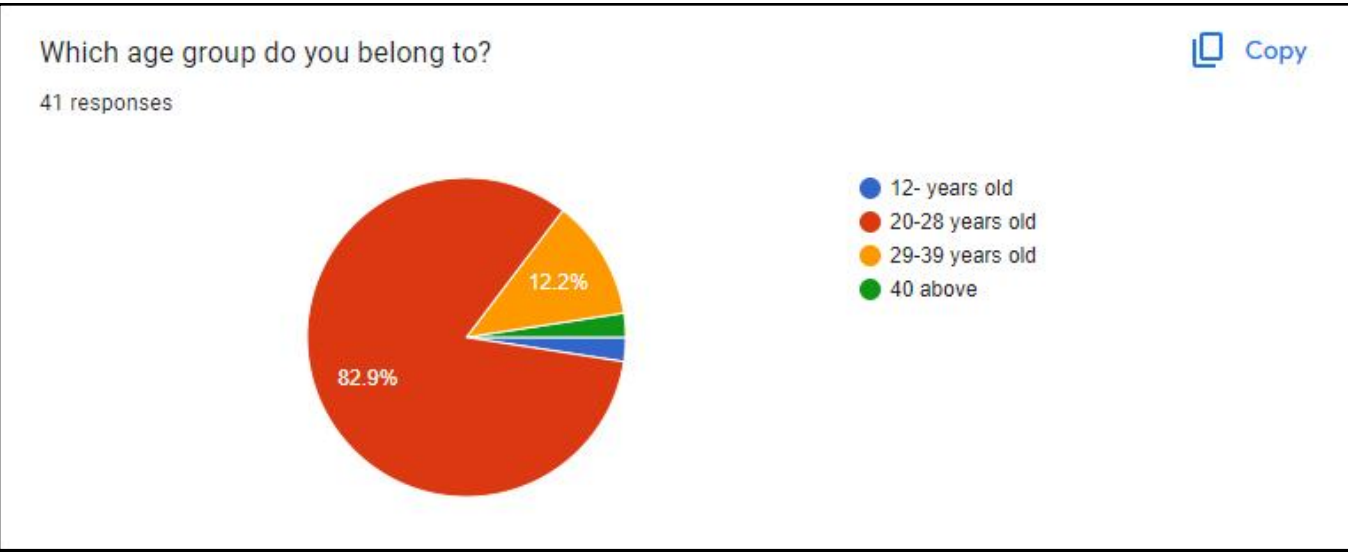
## **Interviews**





# SURVEY FORM

Sample Size- 40+



If yes, You can suggest any additional features you would like to see in the sanitary napkin

13 responses

Better stickers and no fragrance.

In sanitary pads there should be innovative design and should be light weighted, and most importantly in the pack of pads disposable plastic should be kept..

I don't know, you think

please add some additional support for side leakage and needs to be fragrance free

Pads should cover majority of panty of line properly

Easy to stick on the panties and not move a lot from its position, avoid leakage

Absorbency for more than 6 hours

Free from irritation



# Survey **Key Insights**

## *Top Priorities*

- Functionality & Convenience: Absorbency, Comfort, Ease of Use
- Affordability: Price sensitive age group
- Sustainability: Over 75% prefer biodegradable options

## *Challenges*

- Leakage: 40% experience occasional leaks (improved absorbency needed)
- Skin Irritation: Over half (51.2%) experience irritation (gentle materials needed)
- Discharge & Odor: 24.5% face these issues (specialized products needed)

## *Market Opportunity*

- Superior absorbency & leak protection
- Comfortable & breathable materials (reduce irritation)
- Easy to use & discreet design
- Competitive pricing with eco-friendly options
- Address discharge & odor concerns



## AGE GROUP - 16YRS - 18YRS



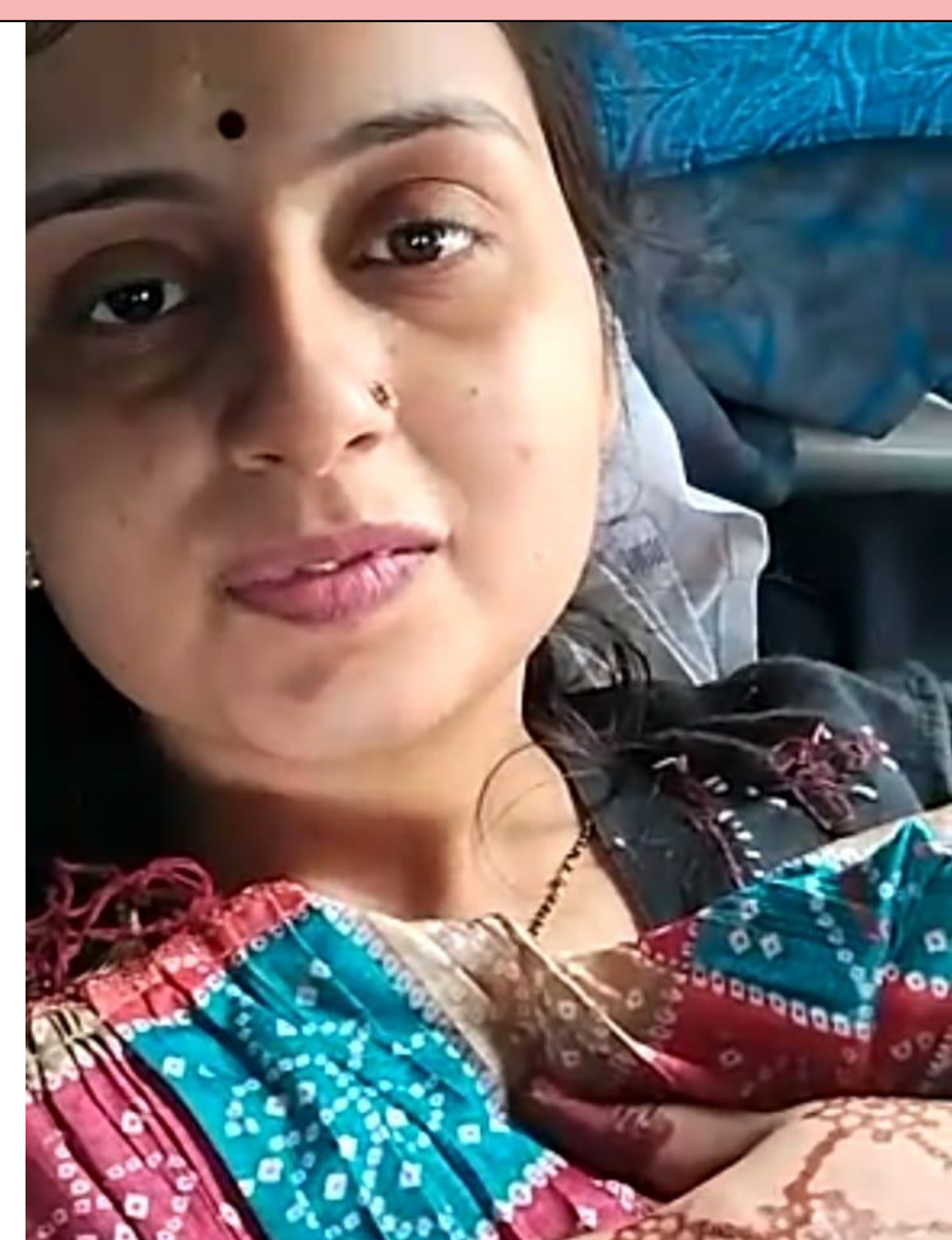
## AGE GROUP - 18YRS - 25YRS



## AGE GROUP - 25YRS - 30YRS



## AGE GROUP - 30YRS - 40YRS



## AGE GROUP - 40YRS - 50YRS





# Interview **Key Insights**

## *Purchase Drivers*

- Affordability: Price is a major factor influencing brand choice.
- Easy Availability: Consumers prioritize readily available brands at nearby stores.

## *Challenges*

- Limited Brand Exploration: Affordability and availability restrict trying new products.

## *Preferred Products*

- Sanitary Pads: Most commonly used menstrual product.
- Top Brands: Stayfree, Whisper, Sofy Side-Walls
- Whisper: Preferred for thinness and shape, but causes irritation.

## *Feature-driven Choices*

- Sofy Side-Walls: Broader structure, longer wings for better coverage and leakage prevention.
- Odor Control: Some brands (Whisper, Sofy) offer odor control features for user confidence.

# Primary Research **Insights**

## *Usage of Products*

From the interviews we could conclude the most used sanitary product while menstruating is a sanitary pad. Their preferred brands were Stay-free, whisper and sofya side-wall. mostly Whisper for its elongated shape and thinness but with a drawback that it's caused itching, irritation and rashes

## *Affordability / Accessibility*

The major factor for consumers to purchase these brands was their affordability and the easy access. One can find these in their nearest shops or medical stores. These help them to fulfil their urgent needs but also cuts them from trying out new brands available in the market

## *Strong Adhesive and Structure*

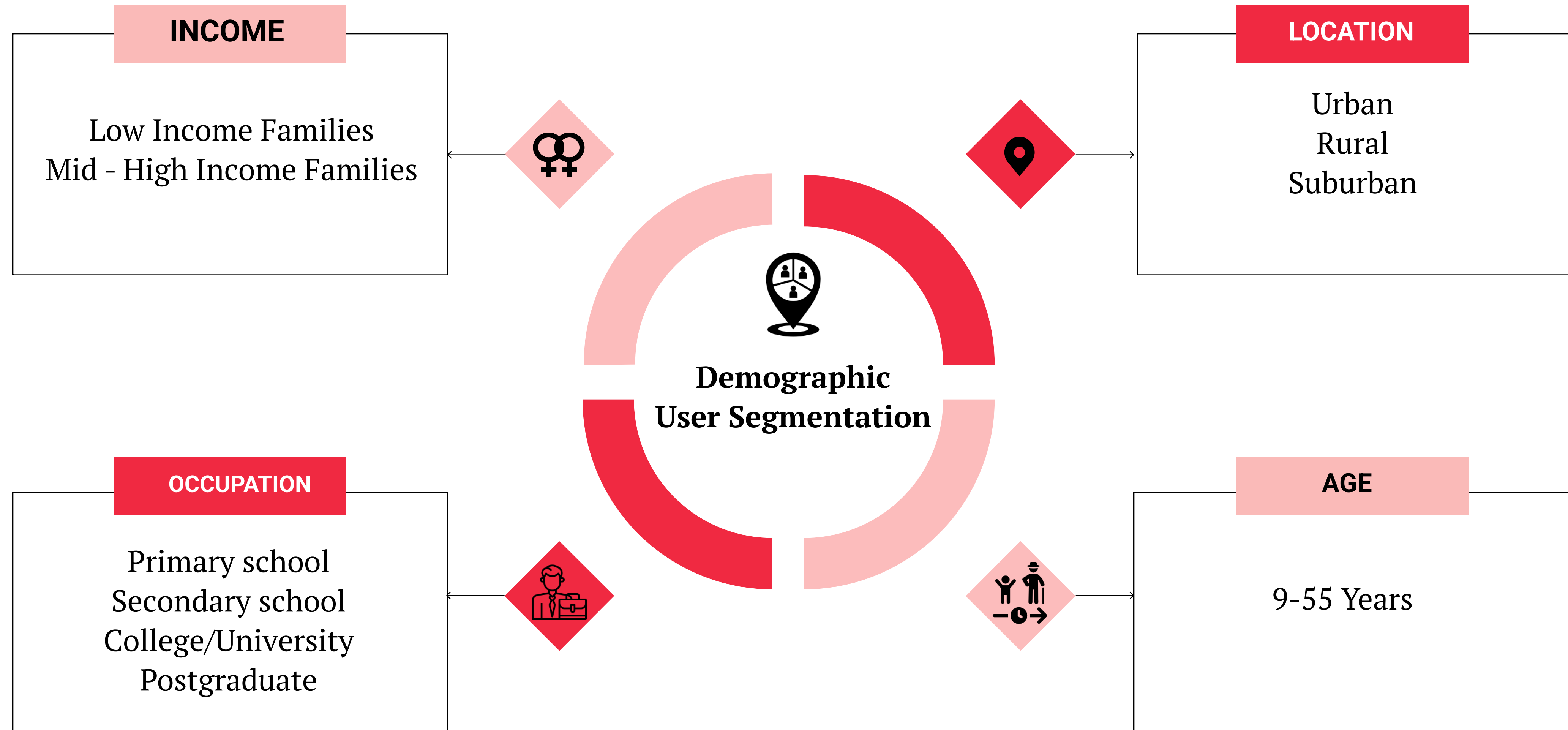
The Product they decide to get also depends on the key features provided by the brand. Consumers would buy the product that has their preferred features. For e.g.: The users of Sofya side-sidewalls have claimed that it has broader structure and longer side wings that prevents side leakage and discomfort and it sticks well because of the more adhesive

## *Absorbancy and Odour Control*

The few brands like whisper and sofya sidewalls have build in odour control features that prevents odours linked with menstruation from being noticed giving the user a peace of mind and confidence to step out without feeling conscious. This can be due to their high absorbancy levels.



# USER SEGMENTATION



# USER PERSONA



Name : Riya  
Age : 16  
Gender : Female  
Marital status : Single  
Occupation : Student  
Location : Delhi

## Bio

Miss Riya is a 16 year old Student. She has to take classes till late hour. During her menstruation time she feels uncomfortable and fear of leakage while using pads. She wants good quality of sanitary pads in affordable price range.

## Goals

- Good quality of sanitary pads so that less leakage problem.
- Reminders of carrying her sanitary pad
- Affordable sanitary pads.
- Availability of disposal of sanitary pads
- Wants to feel light while having pads
- suitable and comfortable pad size

## Personality

#Curios  
#Goal-oriented  
#Social Butterfly

- "I hate when my pad leaks, it's so embarrassing!"

## Pain Points

- High price of sanitary pads
- Disposal related issues
- Leakage issue
- heavy feels
- odour issues
- irritation
- Hesitation
- Forget her dates sometimes
- In case of emergency forcefully she needs to buy whole packet
- Weakness and skin problems like Pimples



Name : Maya  
Age : 32  
Gender : Female  
Marital status : Single  
Occupation : Teacher  
Location : Dehradun

## Bio

Maya is a busy professional who juggles a demanding job with an active social life. She values efficiency and convenience but also prioritizes her health and well-being. Maya enjoys staying active and spends her weekends hiking or practicing yoga. However, during her period, she often feels restricted and self-conscious due to the discomfort and anxiety caused by traditional pads.

## Goals

- Managing menstrual symptoms
- Self-care and relaxation
- Affordable sanitary pads.
- Comfort and Leak Protection
- Sanitary pads that are free from harmful chemicals.
- Biodegradable Pad.

## Personality

#Welcoming  
#With great knowledge  
#Kind Nature

- "I wish there were more affordable options for organic sanitary pads. Not everyone can afford the premium prices."

## Pain Points

- Irregularity
- Intensified Cramps
- Frustration and Lack of Control
- Leak Anxiety
- Limited Physical Activity
- irritation
- White discharge after using pads
- GST cost is very high



# EMPATHY MAPPING



## SAYS

- "I hate when my pad leaks, it's so embarrassing!"
- "This pad feels like it's moving all over the place."
- "I can still smell it even though I just changed it."
- "I'm worried about having to change my pad in a public bathroom."
- "There has to be a more comfortable way to deal with my period."
- "I'm worried about what chemicals are in these pads."
- "I can't wear this tight dress because of my pad."


## DOES

- Changes pads frequently throughout the day
- Carries extra pads in her purse or backpack
- Wears dark clothing to hide leaks
- Avoids certain activities during her period
- Doubles up on pads for extra protection
- Changes in a bathroom stall at school or work

## THINKS

- Worried about leaks and staining clothes
- Frustrated with bunching or discomfort of pad
- Feeling self-conscious about odor
- Anxious about changing pad in public places
- Wondering if there's a better solution
- Concerned about potential health risks of pads
- Discomfort during physical activity

## FEELS

- **Frustrated**  
The constant worry about leaks gives me low-grade anxiety all day.
  - **Uncomfortable**  
I feel so drained, like I could sleep for days.
  - **Anxious**  
The constant worry about leaks gives me low-grade anxiety all day.
- 

# PROBLEM STATEMENT

*Design a cost-effective, biodegradable sanitary napkin that offers superior absorption and comfort for women addressing both menstrual hygiene and environmental sustainability concerns.*





# POSSIBLE SOLUTIONS

## Banana Fiber & Wood Pulp

*Incorporate banana fiber or wood pulp into the pads to enhance biodegradability and ensure they remain ultra-soft.*

1

## Free Trials

*Offer free trials through campaigns to gather real-world feedback and improve the product based on user experience.*

2

## Use of Wildflower Seeds

*Introduce this seed mechanism to tackle odour without relying on artificial fragrances and it even has potential to work as a natural remedy for menstrual cramps.*

3

## Natural Plants

*Utilize plant-based materials like water hyacinth, bamboo, and jute fiber to manufacture pads that are both affordable and eco-friendly.*

4

## Biodegradable Polymers

*Implement biodegradable polymer mechanisms such as PHA or PFA to ensure the pads break down naturally after disposal, reducing environmental impact.*

5

## Seaweed-based Absorbent

*Utilize seaweed-derived material for the absorbent core of the sanitary napkins. Seaweed is renewable, biodegradable, and has natural anti-microbial properties*

6

## Innovative Packaging

*Exploring innovative packaging solutions such as compostable or edible wrappers made from materials like rice paper or starch-based films. This can help reducing packaging waste and can be additional eco-friendly element to the product.*

7

## Different Pad sizes

*Create packets of pads tailored to different days of periods , with heavy absorbent pads for the first and second days, and less absorbent core pads for the third and fourth days.*

8

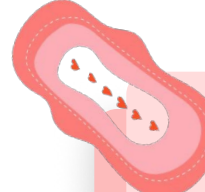
## Increase height at panty lines

*Increase the absorbency and height of pads specifically along the panty lines to provide additional protection and comfort during use.*

9



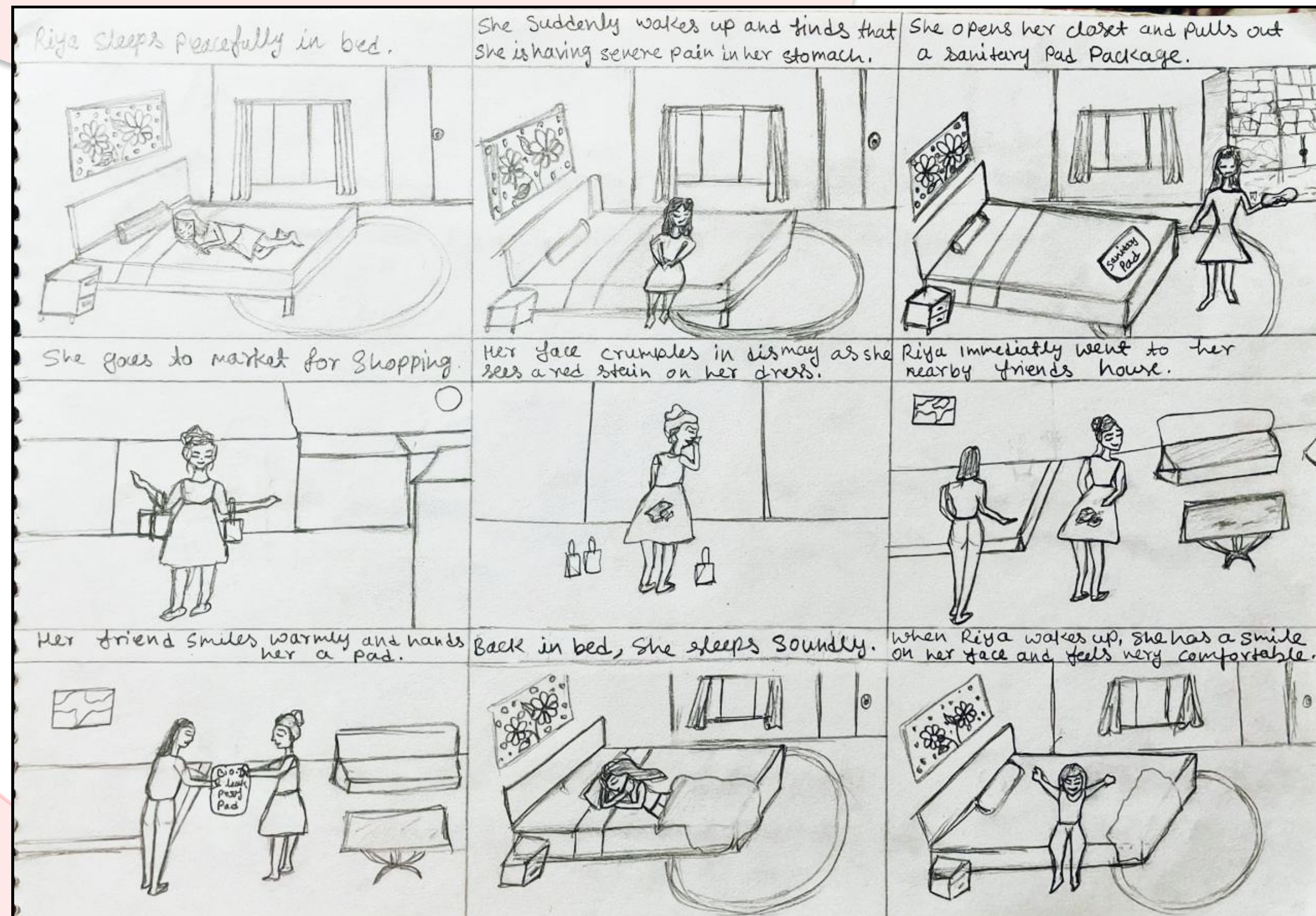
# SCENARIO



As Riya was peacefully asleep, she was suddenly jolted awake by a sharp pain in her stomach, signaling the arrival of her period. Quickly realizing the situation, she reached for her pad from the closet and hurriedly put it on. With errands to run, Riya headed to the market to pick up some home essentials. Midway through her shopping, she was horrified to discover a red stain spreading on her dress, causing her to panic. Amidst her distress, she spotted a menstrual campaign nearby and decided to investigate. There, she learned about a new pad brand offering free trials for real-time feedback. Eager to find a solution, she registered her name and received a pad. After changing into it, Riya felt an immediate sense of relaxation and comfort. The pad was ultra-soft on her skin and provided reliable leak protection for 4-5 hours. Additionally, learning that the pad was biodegradable resonated with Riya's eco-friendly values. Convinced by the exceptional performance, Riya decided to make this pad her go-to choice, ensuring comfort, reliability, and sustainability for her period needs.

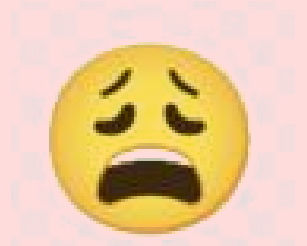






# STORY BOARD



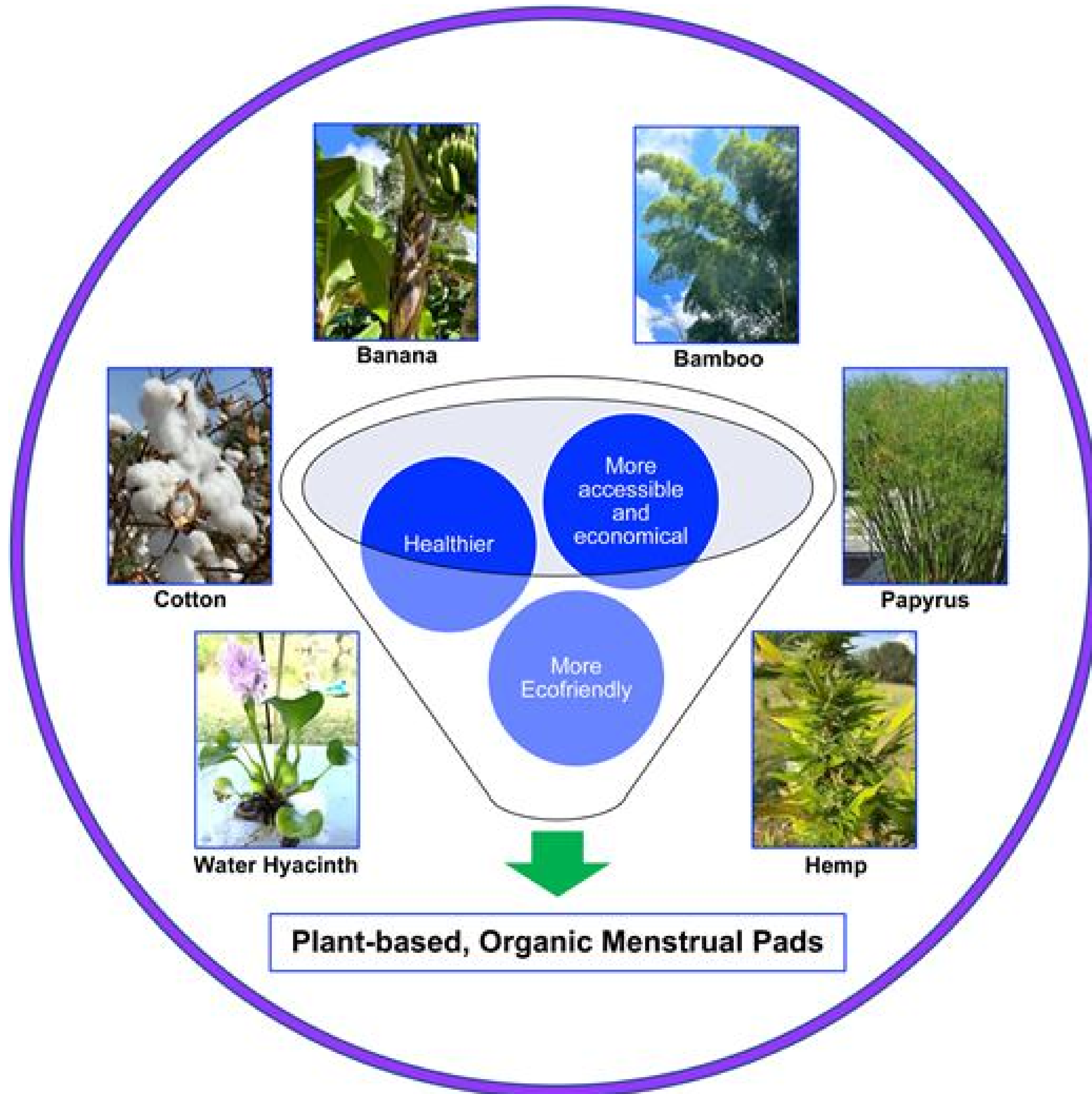


# JOURNEY DURING PERIOD

JOURNEY	Discover	Evaluation	Interaction	Post Interaction	Feedback
User Journey	<ul style="list-style-type: none"><li>Went to the mall and she sudden felt periods. where she discover the period campaign.</li></ul>	<p>In campaign she came to know about our Everbloom sanitary pad.</p>	<ul style="list-style-type: none"><li>she took a free trial pad and use it.</li></ul>	<ul style="list-style-type: none"><li>After using for a day, she felt more comfortable and soft than the pad she uses regularly</li></ul>	<ul style="list-style-type: none"><li>She bought another pack of pads and change their regular pads to our Everbloom and become a regular happy customer</li></ul>
Pain Points	<ul style="list-style-type: none"><li>Trust towards old pads</li><li>Emotional Impact</li><li>Privacy Concerns</li></ul>	<ul style="list-style-type: none"><li>Accessibility issues</li><li>Branch perception</li></ul>	<ul style="list-style-type: none"><li>Trial Experience</li><li>Availability</li></ul>	<ul style="list-style-type: none"><li>She gets stained after the long use and overnight use.</li></ul>	<ul style="list-style-type: none"><li>NA</li></ul>
Physical Touch Points	<ul style="list-style-type: none"><li>Mall, Cab. word of mouth</li></ul>	<ul style="list-style-type: none"><li>Campaign booth, Booklets, pads</li></ul>	<ul style="list-style-type: none"><li>Sanitary Pads</li></ul>	<ul style="list-style-type: none"><li>Delivery service, SMS, Calls</li></ul>	<ul style="list-style-type: none"><li>Walking, Share about the product in event.</li></ul>
Emotions	<div><p>Irritate</p></div>	<div><p>Curious</p></div>	<div><p>Relaxed</p></div>	<div><p>Happy and Confident</p></div>	<div><p>Excited</p></div>



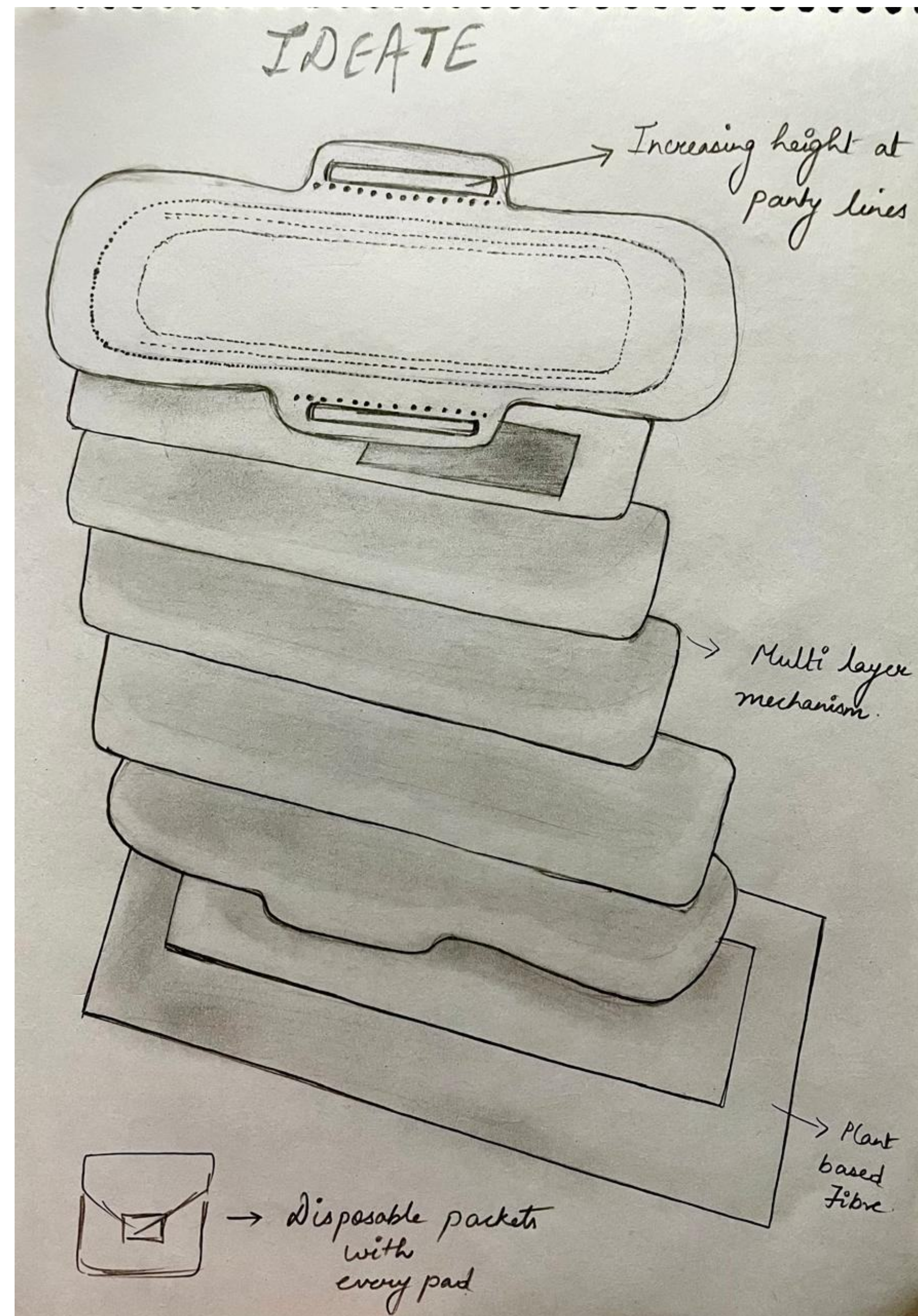
# Plant based Material



New Material Exploration		
Material	Features	Challenges
Sugarcane fibre	Biodegradable, absorbent	Processing for suitable texture and strength
Water hyacinth	Biodegradable, fast-growing, abundant	Processing for suitable texture and strength
Coconut coir	Absorbent, breathable, renewable	Requires processing for proper texture
Jute	Biodegradable, absorbent	Processing for softness and comfort
Rice Bran	Absorbent, biodegradable, renewable	Processing for texture and odor control
Wheat Fibre	Biodegradable, absorbent	Processing for suitable texture and strength
Ramie	Highly absorbent, strong fibers	Requires processing for softness
Hemp	Highly absorbent, durable, sustainable	Processing for softness and comfort
PHA	Biodegradable, derived from renewable sources	Production costs, scalability
Polylactic Acid (PLA)	Biodegradable, derived from renewable sources	Heat resistance, cost
Polyethylene Furanoate (PEF)	Biodegradable, potential for improved barrier properties	Scale-up, cost, compatibility
Polyhydroxyurethane (PHU)	Biodegradable, flexible, durable	Production challenges, scalability
Soysilk	Biodegradable, soft, hypoallergenic	Processing for suitable absorption
Lotus Stem	Biodegradable, absorbent	Limited availability, processing challenges

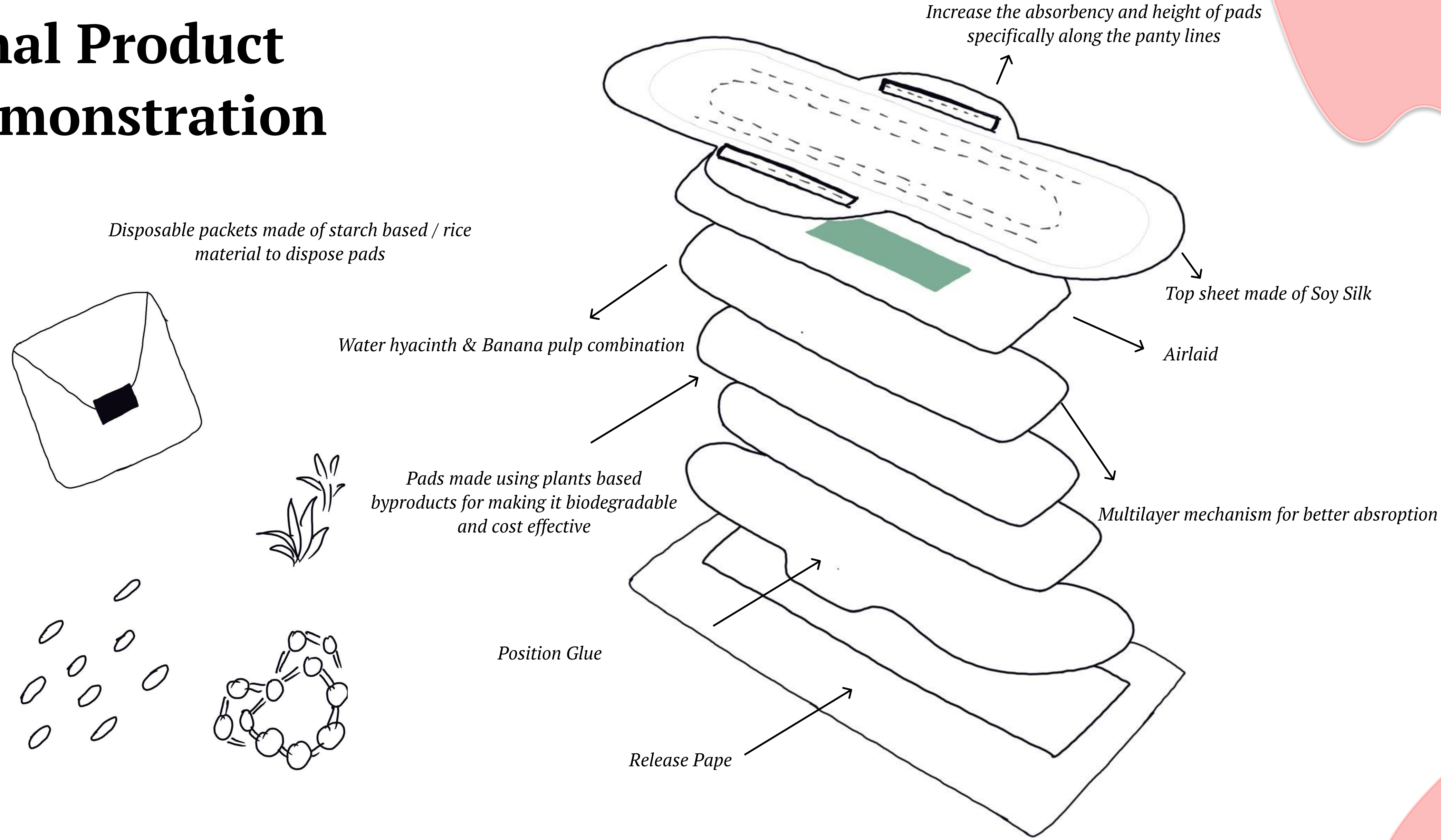


# SKETCH





# Final Product Demonstration





***Cost- effective***

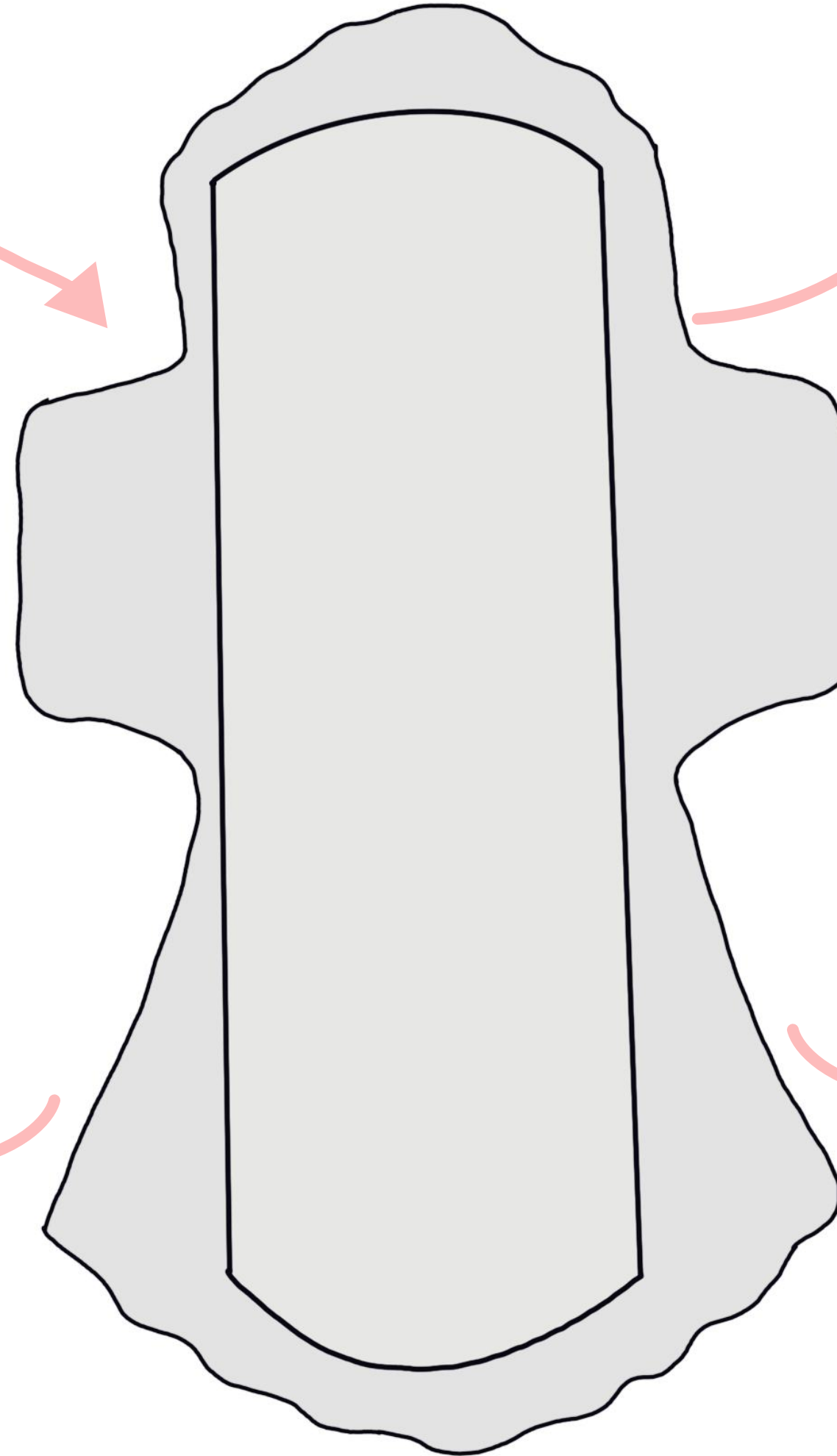
***Super soft  
topsheet made  
of soy silk for  
comfort***

***Sustainable for  
Environment***

***Ultra Thin with  
leak guard  
wings***

***Article  
perfume free***

***Toxin-paraben  
& chlorine free***

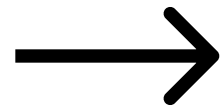




# Process of Making



**WATER  
HYACINTH**



**SOY  
SILK**



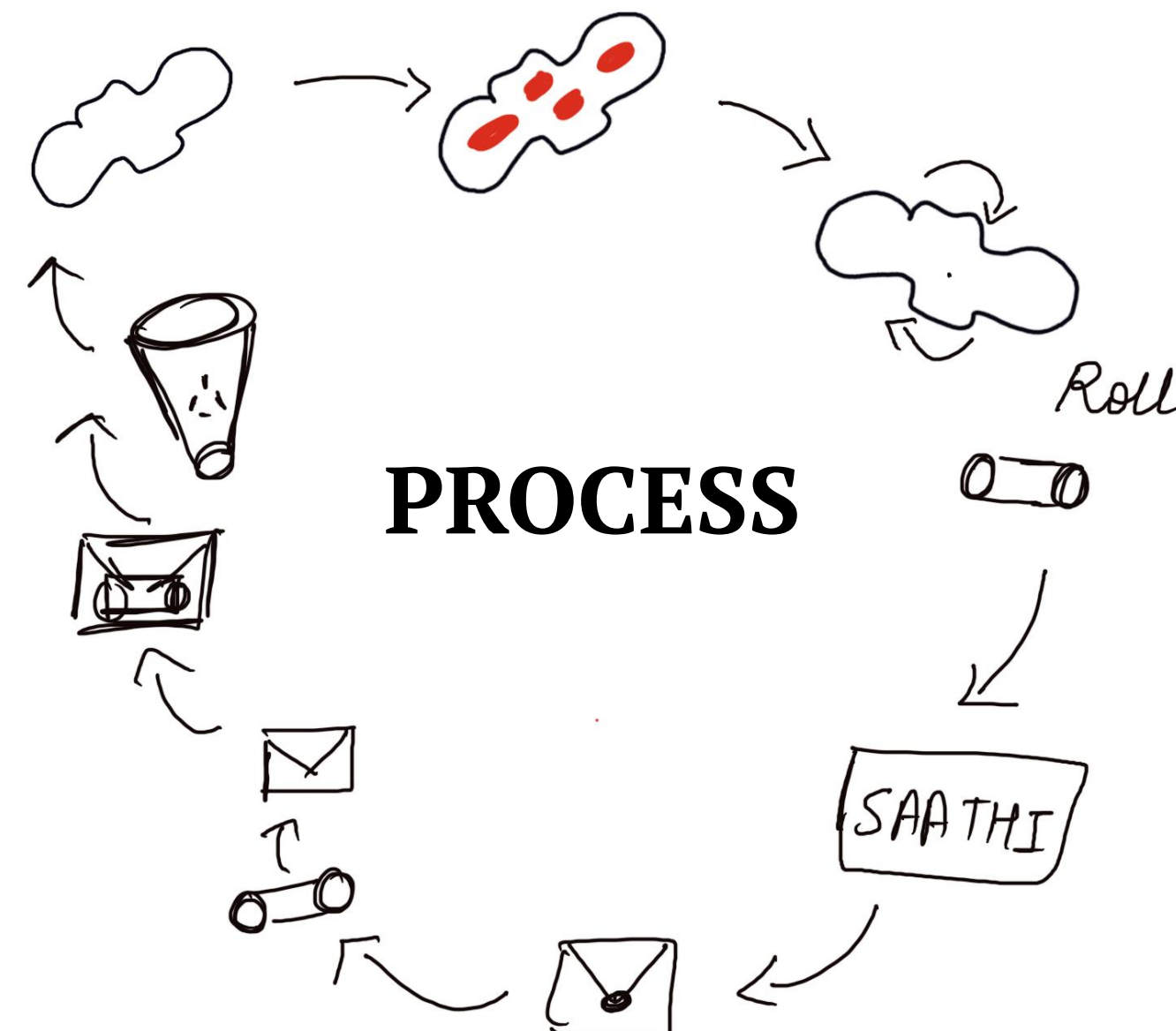
**Banana  
PULP**



**SANITARY  
PAD**

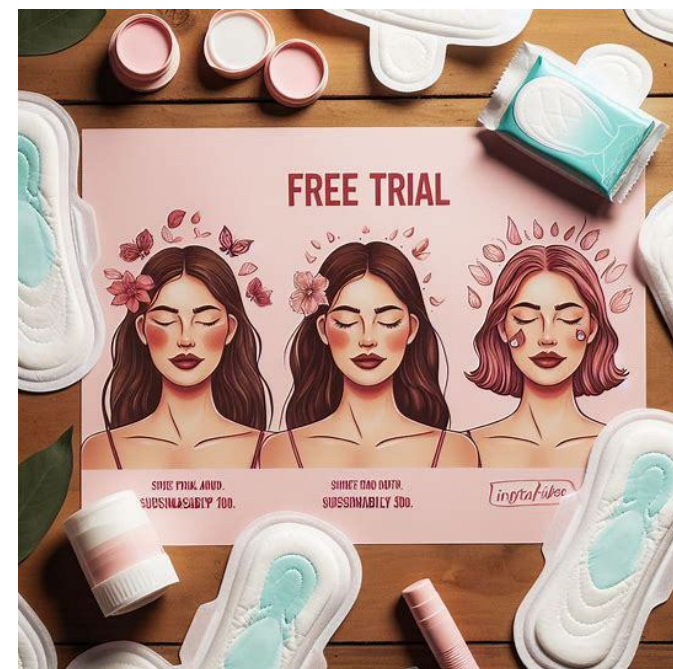


# Focusing more towards packaging that how to dispose





# FREE TRIALS CAMPAIGNS





# The Period Project: **EverBloom**

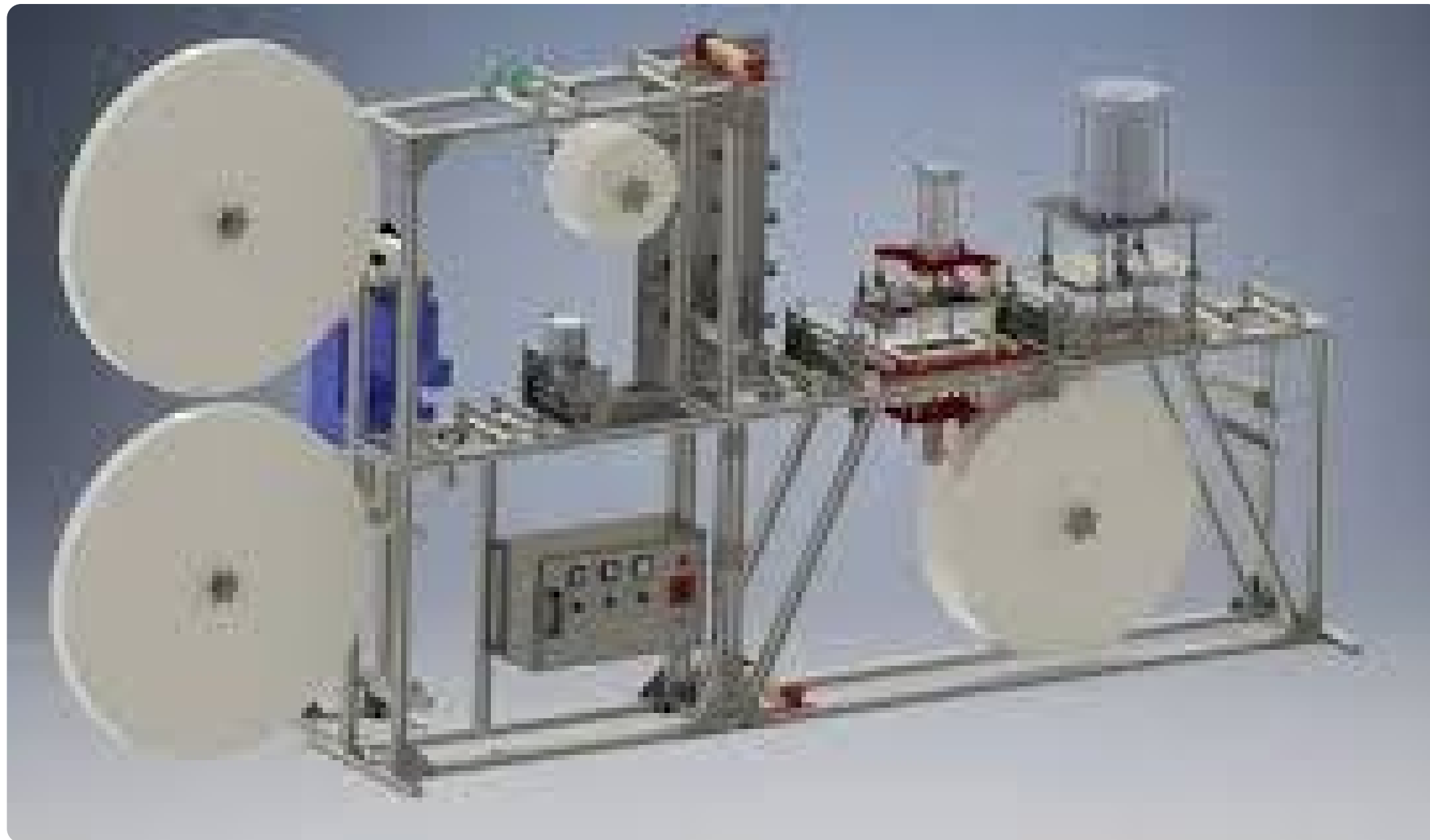
## Process

- Absorbent core making stage- LA sheet and Wood/Banana pulp sheet/powder . glued together with non water soluble construction glue.
- Combining layers and core cutting and separated in the required size in the core cutting module., and the gauze is sealed with the top sheet.
- Embossing Stage- The desired pattern embossed on the top sheet
- Disposable wrapper glued by the non water soluble positioning glue with the PE Pla back sheet
- Web formation stage- Constructional glue and heat sealig process





# Mid Scale: Decentralised Production



**Swacch 3.0**

India's First Automatic  
Sanitary Napkin  
Making Machine



The background features four abstract, organic pink shapes in the corners, creating a frame-like effect. The top-left and top-right shapes are larger and more complex, while the bottom-left and bottom-right shapes are simpler, curved wedges.

# THANK YOU

**"Flowing with Gratitude: Where Every Pad Counts! Thanks for Joining Our Cycle of Support!"**