



Wish for WASH x MODA

# Period Problems for the Museum of Design Atlanta

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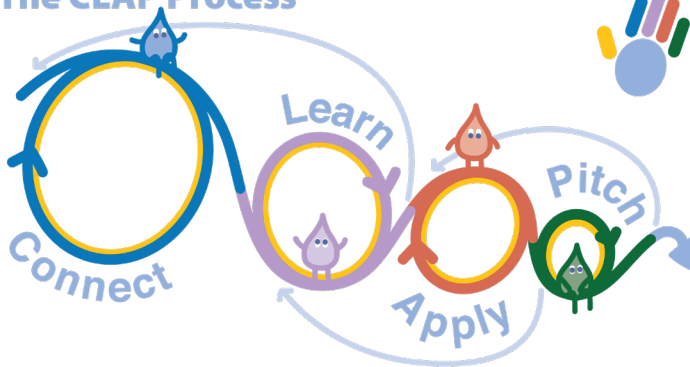
# INTRODUCTION

**Wish for WASH (W4W)** hosted a Teen Design Jam, titled “Period Problems, for the Museum of Design Atlanta (MODA) in December of 2022. **The 2-hour virtual workshop served to educate and encourage innovation in the menstrual health space.** Through the brainstorming and prototyping process, participants were encouraged to empathize with those who struggle with menstruation-related problems, specifically those affecting younger people, and develop creative solutions. This was guided by the question:

**‘How might we make it more comfortable for people who menstruate to attend school?’**

The attendees consisted of two facilitators from W4W, 3 participants from W4W, and 2 participants from MODA. The design jam began with a **Spark**, then continued on to a **Connect** phase to understand the problem, learning about the user (**Learn**), the **Apply** phase where participants brainstormed and **prototypes** their solutions, and finally constructing and delivering their pitch to the rest of the group. Lastly, we concluded by reflecting on the workshop through feedback.

## The CLAP Process



This is the W4W CLAP Design Thinking Method Model.

# EVENT PROCESS

The workshop started off with a Spark, which seeks to **introduce participants to the creative design thinking mindset** that will be invoked throughout the design jam. In the “Dragon Slayer” spark used for this workshop, each person must find an object around them and explain how they would use it to slay a dragon, the more unconventional the better.



In the Connect phase, we shared what we knew and needed to know about menstrual health and related problems. Some participants also shared their personal experiences, which was effective at building empathy amongst members and greater connection to the problem.

**Build empathy and connect to the problem.**

Next, participants learned about the user: Elena, a 12-year old girl who experiences intense period pain that makes it difficult to attend school, health-wise and socially. We investigated her motivating and inhibiting factors. This helped with user need-finding and discovering the constraints of the user’s situation.

Participants then brainstormed ideas and prototyped them. Some of the ideas included heated massage chairs for schools, temperature-regulated clothing that can be controlled to be warm or cold, and having a menstrual education club.

**After some rapid prototyping, participants pitched their idea using W4W's elevator pitch format.**

## CONCLUSION

This was the first design jam using Elena's persona. Overall, the design jam went well and there were lots of interesting ideas.

However, **there is room for improvement on this persona**; adding some more detail to Elena's persona and how she is framed could expand the breadth of ideas that could be applied to her problem.

For future workshops that are open to the public, W4W may have to **brainstorm**

**Persona.**

**Elena**  
She/her

Middle school student

Suburbs of Atlanta, GA

12 years old

Low-mid income

She cares about school but struggles to attend while menstruating.

Values

Family

Friendship

Health

Personality

Compassionate

Intelligent

Creative

Cor

**new ways to capture a larger audience**, as there were few non-W4W participants in this event. One suggested reason for this was that teens may have signed up for the event days or weeks in advance, but then forgot about it and didn't show up.

Going forward, having a way to send reminders to people who have signed up could be beneficial.

#everybodypoops

# Thank You!

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