

ERICA DUFFY



TamPal

Easy access for period products

The OG

Slotted Tampon Tray



User Research



~ 26% of the global population is of menstruation age

Lack of professional product in the market for at home easy access period product storage

What are users interested in?

FOCUS GROUP FINDINGS

MANY DIFFERENT PRODUCTS

Users have individual needs

STORAGE

Under sink

Temporary storage "on knee" before use

PRODUCT IDEAS

Lazy Susan

Role of technology to shift culture- stop
hiding tampons

STIMGA

Dirty to touch one's body

Need to hide period products

Like the idea of the product
empowering women and other users

Personas

NON-USER STAKEHOLDER

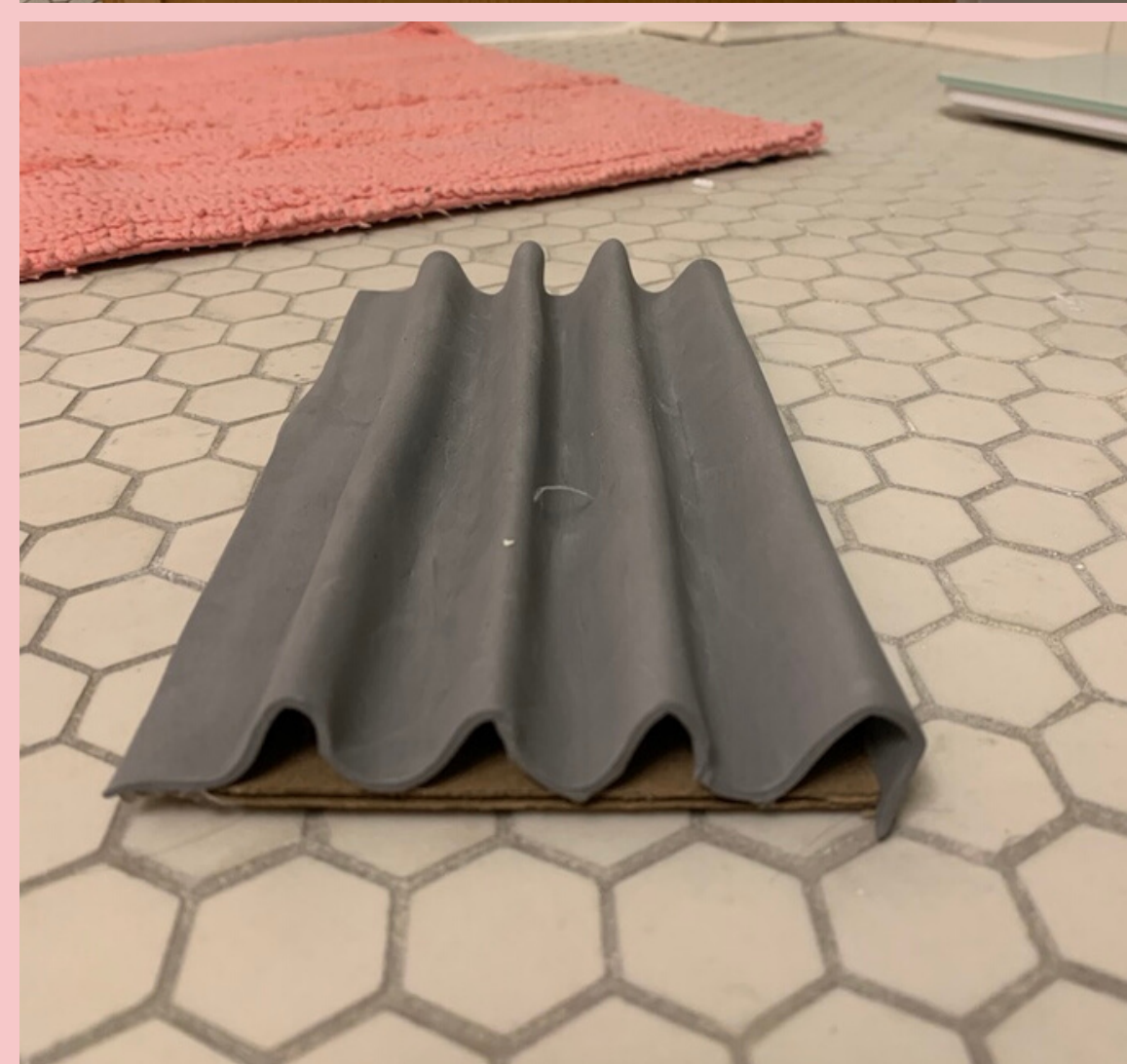
Shares the bathroom space with a period product user.

MILLENIAL USER

Actively uses products. Both traditional and increasingly environmentally friendly products.

POST MENSTRUATION SUPPORTER

No longer a user but supports product idea for period product users.



Iterated Models

Mixed Use- Tampon
and Pad shelf

Grooved Rubber Shelf

"I am an Apple user"

Focus on clean lines and intuitive design



Make it sleek and functional

Iterate with clean lines, while maintaining visibility of product

User Testing

WHAT ELSE IS OUT THERE?

Went to the market with users to see what else was out there.

USE

Observe users in action.

SURVEY

Created survey to solicit feedback.





In the Market

Visit to the Container Store



In Use

EASY TO ACCESS

Convenient shelf to place product once accessed

CLUNKY

Sticks out far from the wall

REMOVABLE?

Can it be stored during the times it is not in use?

Feedback Survey

WHAT DO YOU LIKE ABOUT THE PRODUCT?

Easy to access products
Intrinsic design
Like the cause

WHAT WOULD YOU LIKE TO SEE DIFFERENT?

Smaller to better fit in bathroom
Removable to store
Adjustable for different products
Combine with toilet paper holder

OTHER PRODUCTS USERS LIKE THE DESIGN OF

5 in 1 Hilti Screw driver, embroidery containers, hanging pots, shoe rack!

TamPal

1. Do you use feminine products?

2. Where do you store your feminine products in the bathroom?

3. If you do not use them, do you live with someone who does, where do they store their product?

4. Where do you place the product right before use?

5. How was your experience interacting with the product?

6. If a product like this existed on the market would you buy it? Heck no, Maybe, Yes.

7. What would you like to see different in the design?

Prototype Again!

Spring Loaded Design

Can sit closer to wall while still holding
a lot of tampons



Final Design

CLEAN LINES

Clean square design

TAMPON VISIBILITY

Material allows tampons to still be seen

LESS CLUNKY

Slimer design hugs wall



***More
Models to
come***



Thank You!

