Gendered Design Conventions: A Waste of Designers

INFO 3509: Personal Health Informatics, Fall 2024

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This project is a speculative design criticizing the gendered design conventions between men's and women's personal health informatic apps. The stereotyped design conventions were exposed by collecting qualitative data about the most popular men's and women's health apps on the Apple App store and creating mockup applications that utilize the most common design features and systems for men's and women's applications. Through this contrarian design, the best solution for designing data-driven, analytical, and valuable PHI applications is to avoid overly-gendered design principles when creating these applications and focusing solely on the data they collect, not the gender of the user.

CCS CONCEPTS • Human-centered computing~Human computer interaction (HCI) • Applied computing~Life and medical sciences~Health informatics

Additional Keywords and Phrases: Design conventions, gendered design, universal design

ACM Reference Format:

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Introduction

Since the study of Personal Health Informatics (PHI) was created, people have sought to find the best solution for tracking personal data, and consequently, how to predict personal data. With the age of the smartphone and the smart watch, these personal data management systems are prominent in today's PHI state. Despite the seemingly limitless world of application development, user testing, and user experience design, path dependency led to existing stereotypes and biases bleeding into the current design space.

While personal health and health disparities come with endless assumptions and biases, the one chosen for this study was perhaps the oldest bias of all: gender. Why are personal health informatics mobile applications and tools constantly designed for a predetermined, stereotyped idea of gender? Furthermore, how can we highlight these assumptions to create meaningful change in the PHI interface design world?

To study this, an analysis was done on PHI apps marketed on the Apple App store to each demographic, "Women's Health" and "Men's Health." Inherently, the design functionality of the two app groups had a stark difference in content and design principles. This is an important difference to research because it demonstrates how the language and context we approach women and men within the health field is not always the most productive, empathetic, or relatable messaging. After this analysis, two applications were designed using the opposite gendered conventions. This is an extension of previous work in INFO 3509 because it utilizes speculative design strategy like the electronic health record project. It is also directly related to the Particular Users and Conditions group I chose to study: Women's health technology.

For example, women's health apps are frequently designed using all of the common 'feminine' designs: pink, floral, illustrated, complimentary, kind language. While this can create comfort for many people

(not just women), it also completely distracts from the reality of women's health: blood, nausea, childbirth, etc. It can often cause women's health issues to be downplayed, or taken less seriously. If the data is covered in flowers, it must not be that serious. Similarly, men's health apps are marketed as the opposite of what they are. They're designed with principles that are sleek, sexy, and secretive. From the app icon alone, it is difficult to tell which apps are for men's health. This reinforces stereotypes that men should hide their problems and emotions with a facade. Neither of these design conventions is representative of the *data* or the patient. PHI apps should be about the data, not the disguise of the data.

This project illuminates the disparities in design between apps dedicated to women's health versus men's health and the medical/health stereotypes they perpetuate. This study reveals that gendered design is not always the best option for creating these technologies, and often limits functionality and potential insight. Ultimately, this project should serve as a warning for the extremes of gendered-design for designers in these PHI design spaces and encourage them to create new design conventions rather than relying on design assumptions.

1 Background/Related Work

This design space research was based on an article by writer and scientist, Rose Eveleth, "How Self-Tracking Apps Exclude Women." This paper refers to the Apple Health apps lack of menstrual tracking technologies (before it was developed) and the exclusion of women in personal health tracking apps, despite women being some of the first "Quantified Selfers" to track their personal health data. It also emphasizes the common design conventions of women's health apps: "The vast majority of these period-tracking apps are pink. Many of them are covered in flowers. The fact that menstrual-tracking and fertility-tracking are almost always lumped together is, in itself, indicative of how developers think about women" (Eveleth 5). Furthermore, Eveleth, as a nonbinary person, can agree that these gendered conventions also exclude nonbinary people from personal health app design.

This speculative design research also relied most heavily on the reading presented in our Particular Users and Conditions group, FemTech. Specifically, "Vivewell: Speculating Near-Future Menstrual Tracking through Current Data Practices" by Fox, et al. This project is a speculative design that focuses on the lack of data privacy given on women's health apps and extrapolates to think about the future of women's health apps. These designs include sharing data with spouses so they can woo women during ovulation (something that now exists), underwear that tracks women's moods, and a menstrual disk that shares new-menstruator data with parents. This scary, violation of privacy also relies on gendered design conventions for women, and heavily motivated this design project. It also led to the consideration of gendered data privacy in this space, and how often women's data versus men's data are collected and used elsewhere.

In the age of social media, most of these apps also include user interaction functionality like posts, chat rooms, and likes. Thus, this research relied on Newman's, "Challenges and Opportunity in Using Online Social Networks for Health." This paper proposes custom lenses for viewing advice and ideas on these social networks. These lenses were very prominent in the women's health community. Similarly, Newman advocates for minimizing the amount of work users need to do to find health professionals, another thing that seems to have taken hold in today's PHI design sphere. These design recommendations inspired the design recommendations seen in these apps and in the final designs.

Furthermore, this design is inspired by our reading on chronic illnesses, most notably, Cha's paper, "Shared Responsibility in Collaborative Tracking for Children with Type 1 Diabetes and their Parents." This research iterates on shared data collection that can be seen throughout these applications, especially for women's health apps. In many ways, being a person who menstruates can be considered a chronic condition because it causes such vast differences in mood, behavior, and ability day-to-day. Through this idea, I was

able to most effectively recognize when women's health apps were helping or hurting their users through their design functionalities and the assumptions made in their designs.

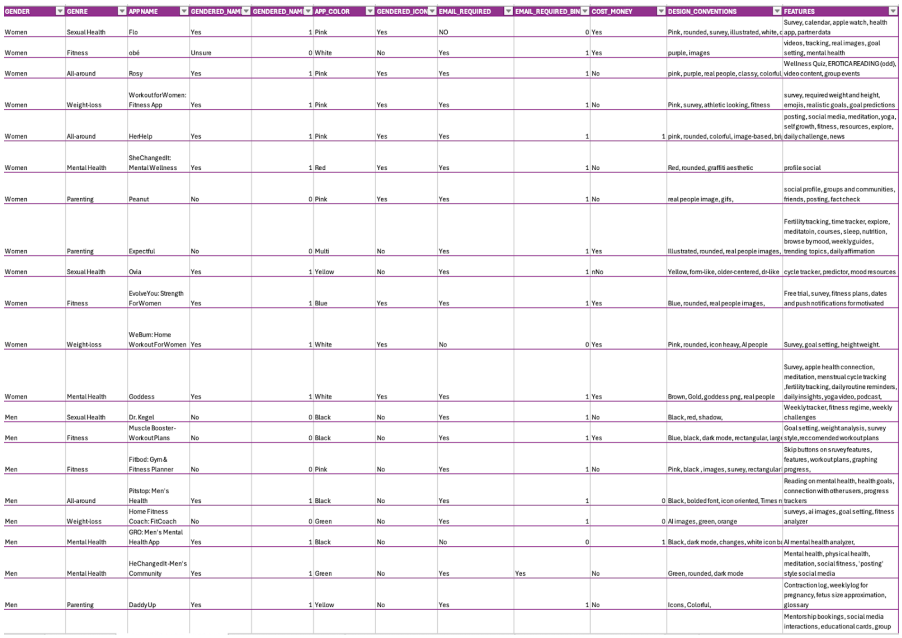
2 METHOD

To collect qualitative data on the design conventions being used by popular Women's Health and Men's Health apps, applications were downloaded and images of the interfaces were taken. In situations where the applications could not be downloaded, the images of the interface in the app store were used for design conventions and features were taken from app descriptions.

In total, 20 different health apps were analyzed for their unique features and design conventions in order to create the final design convention that the speculative designs would follow. For example, the average button color for women's health apps ended up being a pink button with a rounded, pill-shaped edge. Thus, when making the women's health app inspired design, there were primarily pink rounded buttons. This is also true for how design conventions for men-centered applications were determined.

From this data collection, a few seemingly obvious design conventions were confirmed. Most expectedly, women's health apps are primarily pink, primarily rounded, and from the data collected, they have about an equal amount of images of real people and illustrated images. The women's health apps illustrations seem very childlike, almost implying the infantilization of women's health, maybe even a focus on the fertility aspect of women's health. By creating art that looks like it is from a children's book, perhaps it insinuates that women (who may or may not be having children) may use these applications more.

In contrast, men's health apps are primarily geared towards fitness. In fact, so few of the applications found were considered 'all-around' health apps for men (fitness, nutrition, mental health, etc.) that I had to rely on fitness applications to create a comparable dataset. Furthermore, when searching "Parenting," absolutely none of the applications that are first recommended by Apple are "designed" for men. The majority of them follow women's design conventions, implying that women are the only people who are parents. Furthermore, when searching "Fatherhood," the options were scarce, but I did utilize both applications offered to me from Apple's algorithm.



GENDER	GENRE	APP NAME	GENDERED_NAM	GENDERED_NAM	APP_COLOR	GENDERED_ICON	EMAIL_REQUIRED	EMAIL_REQUIRED_BIN	COST_MONEY	DESIGN_CONVENTIONS	FEATURES
Women	Sexual Health	Flo	Yes	1	Pink	Yes	NO	0	Yes	Pink, rounded, survey, illustrated, white, c	app, partner data
Women	Fitness	obé	Unsure	0	White	No	Yes	1	Yes	purple, images	Survey, calendar, apple watch, health videos, tracking, real images, goal setting, mental health
Women	All-around	Rosy	Yes	1	Pink	Yes	Yes	1	No	pink, purple, real people, classy, colorful,	Wellness Quiz, EROTICA READING (odd), video content, group events
Women	Weight-loss	WorkoutforWomen: Fitness App	Yes	1	Pink	Yes	Yes	1	No	Pink, survey, athletic looking, fitness	survey, required weight and height, emojis, realistic goals, goal predictions
Women	All-around	HeHelp	Yes	1	Pink	Yes	Yes	1	1	pink, rounded, colorful, image-based, bri	posting, social media, meditation, yoga, self growth, fitness, resources, explore, daily challenge, news
Women	Mental Health	SheChangedIt: Mental Wellness	Yes	1	Red	Yes	Yes	1	No	Red, rounded, graffiti aesthetic	profile social
Women	Parenting	Peanut	No	0	Pink	Yes	Yes	1	No	real people image, gifs,	social profile, groups and communities, friends, posting, fact check
Women	Parenting	Expectful	No	0	Multi	No	Yes	1	Yes	illustrated, rounded, real people images,	Fertility tracking, time tracker, explore, meditatoin, courses, sleep, nutrition, browse by mood, weekly guides, trending topics, daily affirmation
Women	Sexual Health	Oula	Yes	1	Yellow	No	Yes	1	nNo	Yellow, form-like, older-centered, dI-like	cycle tracker, predictor, mood resources
Women	Fitness	EvolveYou: Strength ForWomen	Yes	1	Blue	Yes	Yes	1	Yes	Blue, rounded, real people images,	Free trial, survey, fitness plans, dates and push notifications for motivated
Women	Weight-loss	WeBum: Home WorkoutForWomen	Yes	1	White	Yes	No	0	Yes	Pink, rounded, icon heavy, AI people	Survey, goal setting, height weight.
Women	Mental Health	Goddess	Yes	1	White	Yes	Yes	1	Yes	Brown, Gold, goddess png, real people	Survey, apple health connection, meditation, menstrual cycle tracking ,fertility tracking, daily routine reminders, daily insights, yoga video, podcast,
Men	Sexual Health	Dr. Kegel	No	0	Black	No	Yes	1	No	Black, red, shadow,	Weekly tracker, fitness regime, weekly challenges
Men	Fitness	Muscle Booster- WorkoutPlans	No	0	Black	No	Yes	1	Yes	Blue, black, dark mode, rectangular, large	Goal setting, weight analysis, survey style, reccomended workout plans
Men	Fitness	Fitbod: Gym & Fitness Planner	No	0	Pink	No	Yes	1	No	Pink, black , images, survey, rectangular	Skip buttons on survey features, features, workout plans, graphing progress,
Men	All-around	Pitstop: Men's Health	Yes	1	Black	No	Yes	1	0	Black, bolded font, icon oriented, Times n	Reading on mental health, health goals, connection with other users, progress trackers
Men	Weight-loss	Home Fitness Coach: FitCoach	No	0	Green	No	Yes	1	0	AI images, green, orange	surveys, ai images, goal setting, fitness analyzer
Men	Mental Health	GRD: Men's Mental Health App	Yes	1	Black	No	No	0	1	Black, dark mode, changes, white icon bu	AI mental health analyzer,
Men	Mental Health	HeChangedIt-Men's Community	Yes	1	Green	No	Yes	Yes	No	Green, rounded, dark mode	Mental health, physical health, meditation, social fitness, 'posting' style social media
Men	Parenting	DaddyUp	Yes	1	Yellow	No	Yes	1	No	Icons, Colorful,	Contraction log, weekly log for pregnancy, fetus size approximation, glossary
											Mentorship bookings, social media interactions, educational cards, group

Figure 1: Excel Qualitative Data Collection Sheet

From this data collection, I gathered that the majority of women's health apps require user sign-ins and agreements to 'Terms and Conditions,' while the majority of men's health apps (because they are primarily fitness plan apps, do not. In contrast, there are very similar themes between the two genres of health apps. They both relied heavily on embedded video content (whether from the producers of the applications or links to external videos), calendarization of workouts, PHI tracking, symptoms, and the use of surveys at the beginning of their mobile applications. Due to the frequency of surveys on both gendered platforms, I chose to eliminate them from my final app speculative designs. This is because they are implied, but also don't add a ton of helpful information to the differences between them.

My assumptions for this dataset were that women's health apps were going to be more pink and rounded on average while men's health apps were going to be dark, red, and straighter the majority of the time. While my assumption about women's design was true, my assumption about men's design was not. Men's applications primarily use the color blue as the accent color, rather than red. I assume this is a result of the gendered blue for boys and pink for girls associations American society has perpetuated.

Furthermore, I expected to see much more reliance on mental health tools from women's health apps, but my research found out that mental health tools are actually very popular on both. One of my men's health apps was even dedicated to mental health through AI chat. It is very interesting to see these types of technologies changing over time, especially when I expected to see much less mental health representation.

3 Design Proposal(s) and Rationale

The speculative design portion of this research was to highlight the contrast in design between women's health apps and men's health apps. In order to do this, I collected data on the most popular design conventions for each respective PHI application category. After this, I used Figma and Adobe Photoshop to create mockups of PHI applications that use the opposite gendered conventions.

To demonstrate the overly sweet-looking, infantilized, conventions of women's health apps, I created a men's health app mockup using the same conventions. From analyzing the qualitative data of women's health names, I discovered that women's health apps are named things that are easily distinguishable as women's health apps. For example, Flo (period flow), Ovia (Ova, eggs), HerHelp (For women), Rosy ('flower'). In order to come up with an application name for a men's health app that was synonymous to these examples, I utilized classic literature. I can easily imagine a women's health app named Juliet. Therefore, I think Romeo does the same thing. It utilizes a classic male archetype, Romeo Montague, and includes the overly-romantic connotations of *Romeo and Juliet*.

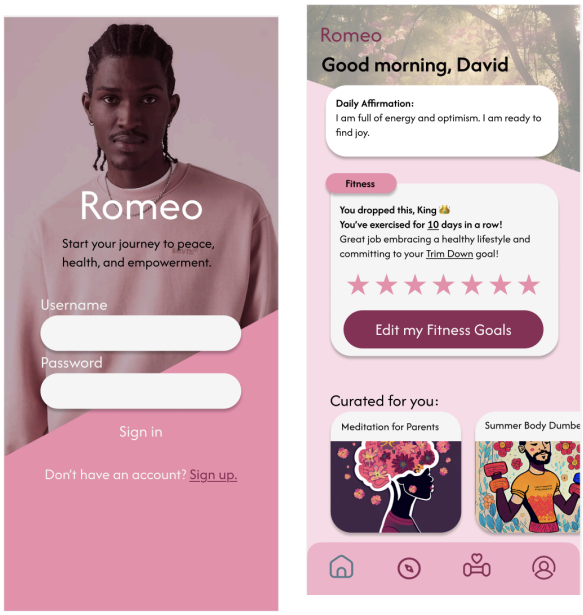


Figure 2: The sign in and Home page of "Romeo" speculative design.

The data collected alluded that women's health apps utilize images of real people almost as often as they utilize illustrations. This is why Romeo has an image of a real person on the sign in (wearing pink because he's empowered) and different illustrations for mental health meditations and summer workouts. These illustrated images were generated by Adobe Photoshop Generative Fill, and they are an accurate representation of the illustrations typically seen in these applications.

Copy-wise, Romeo also utilizes the polite, complimentary tone that women's health apps commonly use. It also emphasizes the use of emojis for tone: "You dropped this, King 👑" . This, of course, is a play at the phrase, "You dropped this, queen" commonly utilized in women's empowerment fields like PHI women's health designs. While comforting, they tend to minimize the importance of the data with superfluous kindness and girlboss feminine energy.

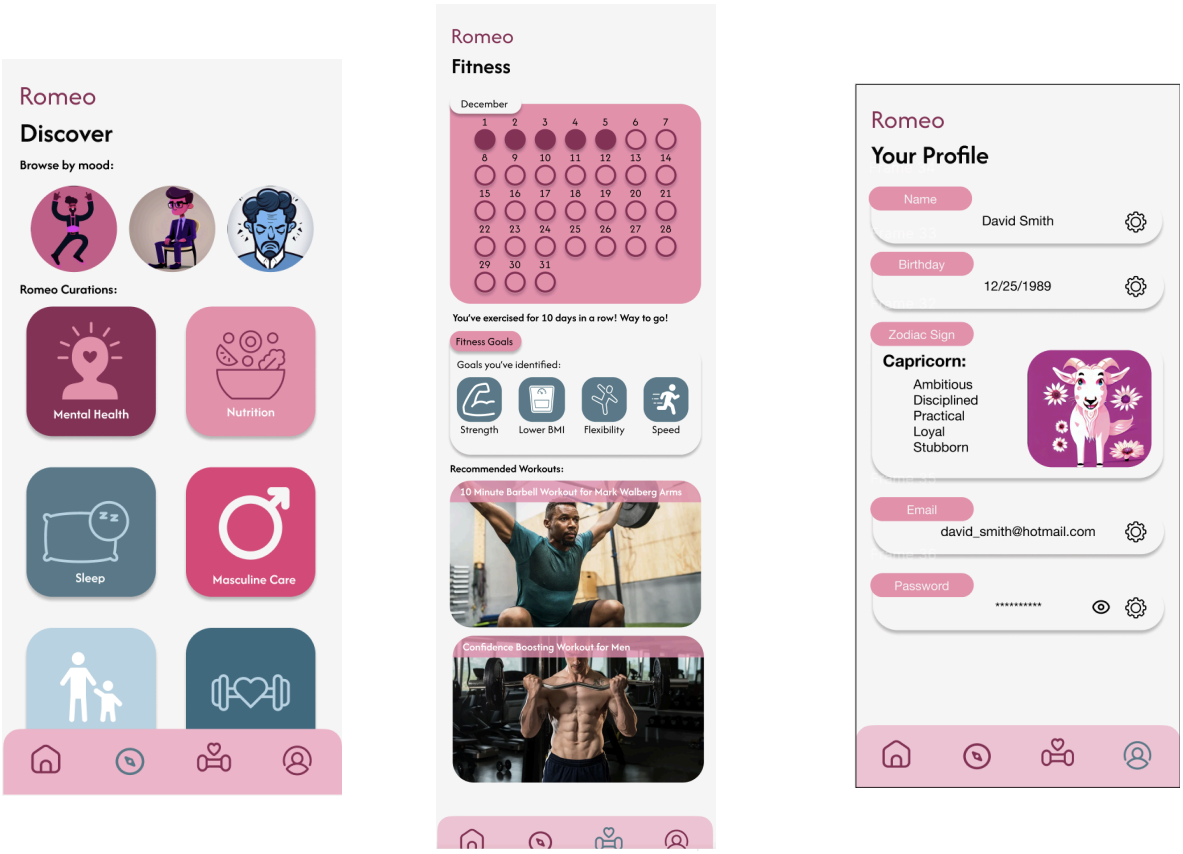


Figure 3: The Explore, Fitness, and Profile pages of Romeo.

In the following pages, I utilized common design principles like multiple pages and Explore buttons to represent the large amount of information that can be found in “all-around” women’s health apps. The many buttons on the explore page were direct inspiration from apps like HerHelp, Goddess, and Obé, and they seem to be a very popular design convention in the field right now. Furthermore, the fitness page uses the same design conventions as Flo and Goddess for Calendaring (typically used for menstrual tracking in the women’s health designs. To emulate this in a men’s health design, I used it as a fitness log. Furthermore, to utilize the frequent video embedding, I used pictures of real people and put fitness copy on the thumbnails to emulate women’s fitness videos. From a quick Youtube glance, women’s health videos tend to focus on one unique detail, “arms” and use a celebrity or notable person to compare themselves with, thus the video titled, “10 Minute Barbell Workout for Mark Walberg Arms.”

I also utilized the over-surveyed design convention by adding in the user’s Zodiac sign as though it is an important piece of information that could give them insight into why their workouts or nutrition goals were or were not coming to fruition.

Moving onto my women’s health app that uses design conventions, I noticed that men’s health applications typically have names that do not allude to them being for men’s health at all. The majority of the time, men’s health apps look like they could be for trading stocks. In order to replicate that idea, I called my women’s health app Valor. This alludes to the strength of the user and the secret talents they possess.

In line with my qualitative data findings, I designed my women's health app using blue, black, rectangular shapes, and a bold sans-serif font. I also utilized the popular design features like videos, explore buttons, logging, calendars, and nutrition.

My sign in page for Valor uses a picture of a real woman, alluding to the data that men's health apps more frequently use pictures of real people than women's health apps. She is also screaming into the void, a direct design inspiration from the app Dr. that I analyzed in Figma.

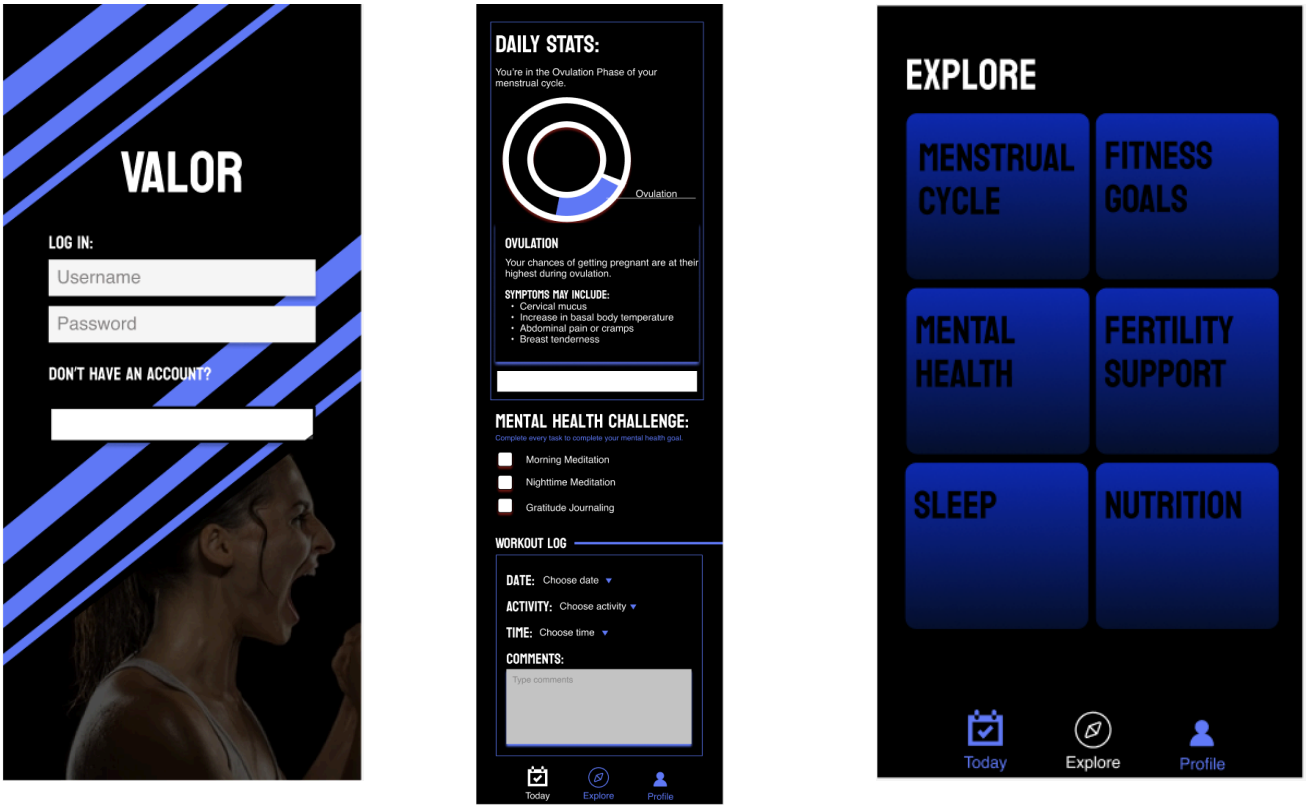


Figure 4: The Sign In, Home, and Explore page of Valor.

The goal of this design was to shock the viewer, and when I initially dreamt up the idea of a huge statistical circle saying "You're ovulating," I laughed at how ridiculous it sounded. This, of course, goes to show that the design conventions of these applications are completely over-gendered and they misrepresent the data. If I can't take a menstrual cycle tracker seriously when it is written in men's conventional design, how is a male doctor expected to take menstrual cycle data with flowers all over it seriously?

In my next design pages, I used conventions that were very similar to Romeo's, because the conventions of mobile health apps appear to be the same navigation-wise regardless of gendered market. This next page details a menstruation tracker calendar, a log that emulates the "fitness logs" I observed in the men's health apps, and the videos they display.

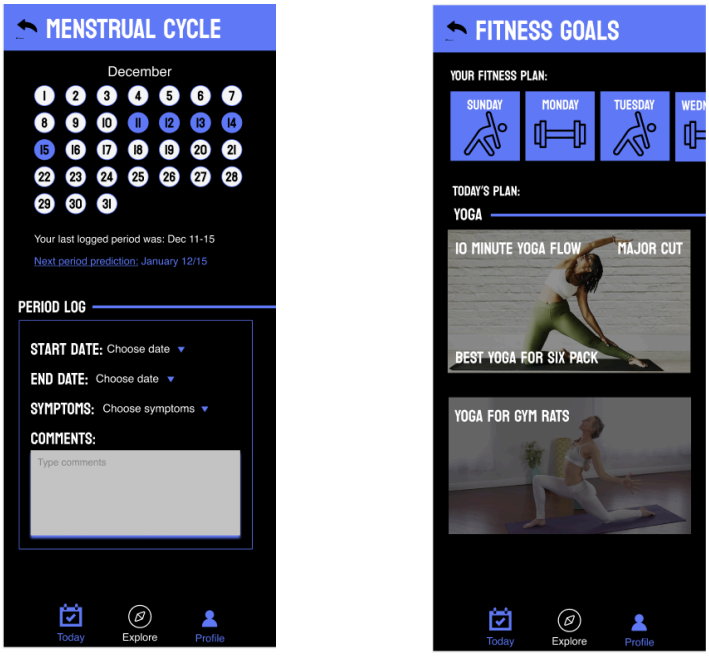


Figure 5: The Menstrual Cycle and Fitness section of the Valor Explore page.

In a similar manner to Romeo, I utilized Youtube to find a reverse-gendered workout video title. Men's youtube videos tend to be centered around one specific area of the body, thus "Best Yoga for Six Pack." Similarly, they also tend to use popular slang, thus, "Yoga for Gym Rats." Don't worry. I wasn't calling women who do yoga rats.

4 Conclusion

From this project, I learned that there truly is not a huge difference between what men and women need to track in PHI applications. In fact, some of the best applications I looked at for both men and women contained many of the same features. These features included resources for mental health, fitness plans, nutrition advice, and sleep analysis. However, because the requirements for men and women are so similar (with the addition of menstrual tracking and fertility for women) this just made the design conventions between them even more disappointing.

A challenge I overcame while creating my design sketches was fighting my own internal bias to make the women's app less helpful or functional, because that's what I always assumed. The real problem, however, wasn't that these technologies weren't as functional, but rather their designs made them seem lower quality. The data being collected on women's health apps didn't strike me as valuable insight or interesting data collection because of the design conventions it was being held within, flowers, illustrations, pink. However, while the women's apps didn't seem as professional, they certainly felt more comforting. Upon asking an outsider how the women's app conventions made them feel, they said "safe", "comfortable", "supported." When I asked the same user how the men's app conventions made them feel, they responded with "serious," "like I'm a finance bro", and "robot-y." From the extreme differences between how men's health apps and women's health apps are designed, I learned that sometimes the best user-centered design is one

that focuses less on the user and more on the information. While it can be extremely comforting to see your personal health data displayed in pink florals or manly dark mode, it distracts from the fact that it's real health data with real life consequences. Personal health applications do not need to be yet another aestheticized, romanticized part of life. They need to be for collecting personal health data. These overly-gendered design conventions limit the audience for personal health informatics applications. They exclude nonbinary people and they dissuade people of other genders from using them due to their overly-binary designs. The reality is: we could *all* benefit from doing some mental health mindness yoga, regardless of if it is marketed cold and manly or pink and girly.

This class taught me that personal health informatics is a field that relies heavily on user-centered design, co-creation, and creating products with the people they are oriented towards. This project challenged that expectation, and taught me that user-research can always be more thorough, especially if biases and predetermined ideologies are tossed out the window and products are designed with a truly clean slate. From this final project, I am taking away the idea that not every user design experience needs to be an identity-based one. In today's culture we are so determined to identify ourselves in every way that makes us unique. While all of those important details should be WRITTEN in a personal health record, they do not have to be the sole inspiration for the DESIGN of the personal health record. We need to take a step back and analyze what is actually important, which is the data, data analysis, and how we remedy any problems that the data alludes to. In the future, I would love to continue to design tools that attempt to remain ungendered and see how that impacts the quality of the tool. The overly gendered designs in this research limited users and their data, and now I want to see how users can flourish in the middle space between men's and women's design.

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Thank you, Dhaivat Shah, for teaching me everything I know about Figma!
Thank you, Dr. Voia, for letting me research women's health and FemTech! This definitely isn't the last time I will do an INFO project on a similar topic.

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A APPENDICES

A.1 Final Project Data

If relevant, paste a record of the raw data that you collected here, as well as the tabular outputs of any statistical tests that you ran.

GENDER	GENRE	APP NAME	GENDERED_NAMED	GENDERED_NAME_BIN	APP_COLOR	GENDERED_ICON	EMAIL_REQUIRED	EMAIL_REQUIRED_BIN	COST_MONEY	DESIGN_CONVENTIONS	FEATURES
Women	Sexual Health	Flo	Yes	1	Pink	Yes	NO	0	Yes	Pink, rounded, survey, illustrated, white, clean	
Survey, calendar, apple watch, health app, partner data											
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mental health											
Women	All-around	Rosy	Yes	1	Pink	Yes	Yes	1	No	pink, purple, real people, classy, colorful, illustrated	
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Fertility tracking, time tracker, explore, meditaton, courses, sleep, nutrition, browse by mood, weekly guides, trending topics, daily affirmation											
Women	Sexual Health	Ovia	Yes	1	Yellow	No	Yes	1	nNo	Yellow, form-like, older-centered, dr-like	cycle
tracker, predictor, mood resources											
Women	Fitness	EvolveYou: Strength For Women	Yes	1	Blue	Yes	Yes	1	Yes	Blue, rounded, real people images,	Free trial, survey, fitness plans, dates and
push notifications for motivated											
Women	Weight-loss	WeBurn: Home Workout For Women		Yes	1	White	Yes	No	0	Yes	Pink, rounded, icon heavy, AI people
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Reading on mental health, health goals, connection with other users, progress trackers											
Men	Weight-loss	Home Fitness Coach: FitCoach	No	0	Green	No	Yes	1	No	AI images, green, orange	surveys, ai images, goal setting, fitness
analyzer											
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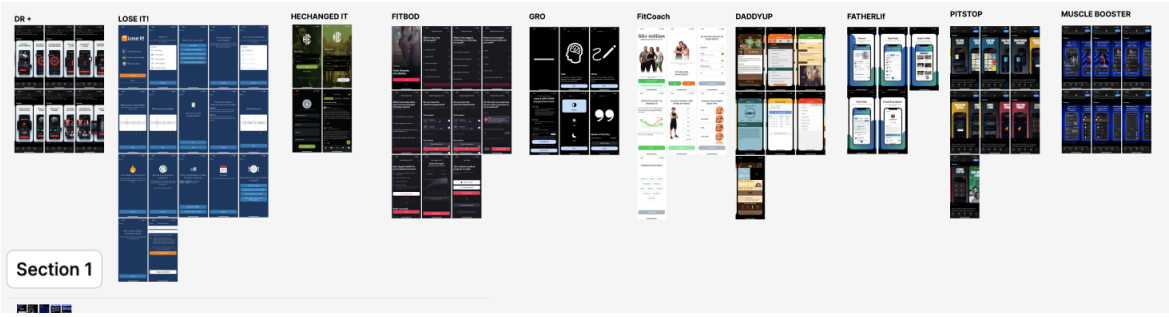
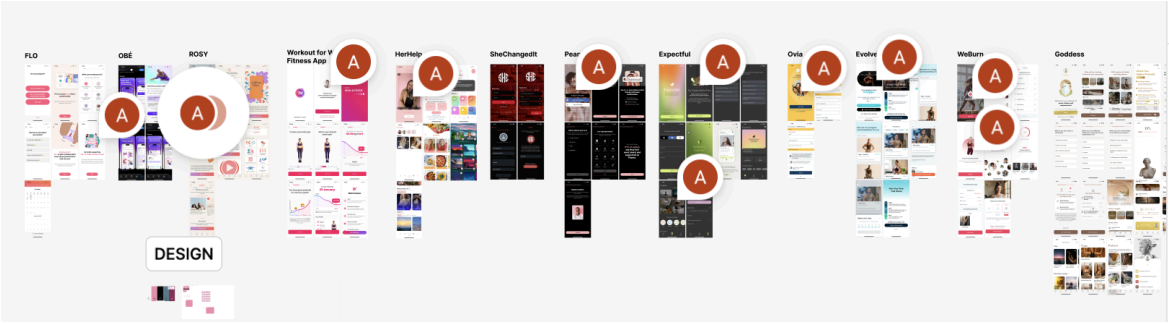
fetus size approximation, glossary											
Men	Parenting	fatherli	Yes	1	White	No	Yes	1	No	Green, rectangular, blue, white	Mentorship bookings, social media
interactions, educational cards, group posting											
Men	Weight-loss	Lose It! - Calorie Counter	No	0	Yellow	No	Yes	1	No	Blue, orange, icons, no images	Ittermitent fasting, survey, weight loss,
exercise program, goal setting, height, weight, diet programming											

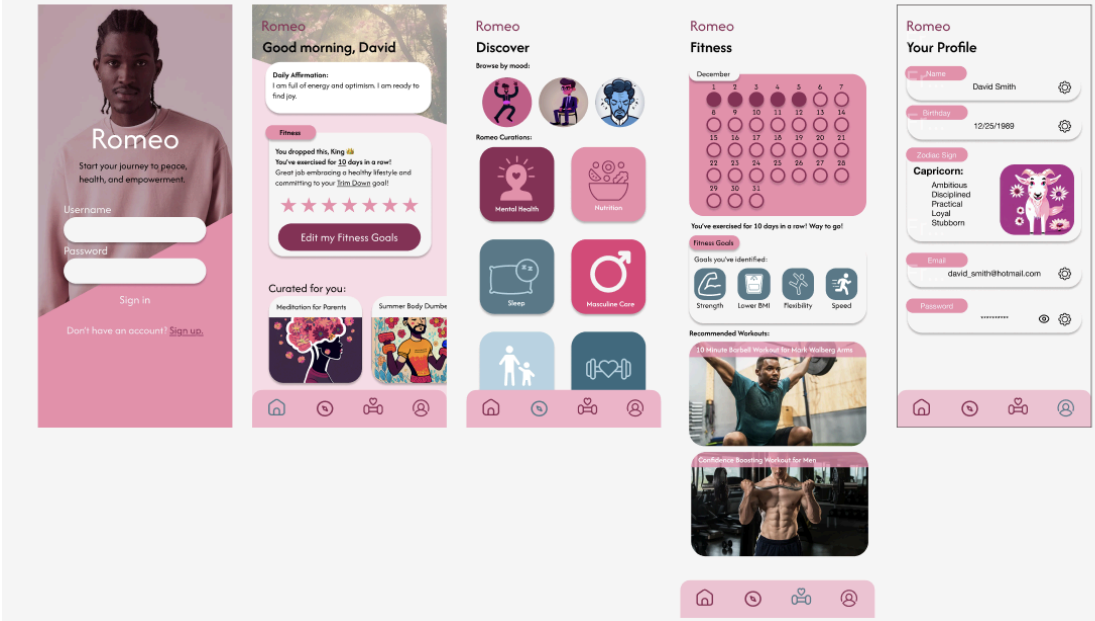
Women	Sexual Health	Flo	Yes	1	Pink	Yes	NO	0	Yes	Pink, rounded, survey, illustrated, white, c	app, partner data
Women	Fitness	obé	Unsure	0	White	No	Yes	1	Yes	purple, images	videos, tracking, real images, goal setting, mental health
Women	All-around	Rosy	Yes	1	Pink	Yes	Yes	1	No	pink, purple, real people, classy, colorful,	Wellness Quiz, EROTICA(READING) (odd), video content, group events
Women	Weight-loss	Workout for Women: Fitness App	Yes	1	Pink	Yes	Yes	1	No	Pink, survey, athletic looking, fitness	survey, required weight and height, emojis, realistic goals, goal predictions
Women	All-around	HerHelp	Yes	1	Pink	Yes	Yes	1	Yes	pink, rounded, colorful, image-based, bri	posting, social media, meditation, yoga, self growth, fitness, resources, explore, daily challenge, news
Women	Mental Health	SheChangedIt: Mental Wellness	Yes	1	Red	Yes	Yes	1	No	Red, rounded, graffiti aesthetic	profile social
Women	Parenting	Peanut	No	0	Pink	Yes	Yes	1	No	real people image, gifs,	social profile, groups and communities, friends, posting, fact check
Women	Parenting	Expectful	No	0	Multi	No	Yes	1	Yes	Illustrated, rounded, real people images,	Fertility tracking, time tracker, explore, meditatoin, courses, sleep, nutrition, browse by mood, weekly guides, trending topics, daily affirmation
Women	Sexual Health	Ovia	Yes	1	Yellow	No	Yes	1	nNo	Yellow, form-like, older-centered, dr-like	cycle tracker, predictor, mood resources
Women	Fitness	EvolveYou: Strength For Women	Yes	1	Blue	Yes	Yes	1	Yes	Blue, rounded, real people images,	Free trial, survey, fitness plans, dates and push notifications for motivated
Women	Weight-loss	WeBurn: Home Workout For Women	Yes	1	White	Yes	No	0	Yes	Pink, rounded, icon heavy, AI people	Survey, goal setting, height/weight.
Women	Mental Health	Goddess	Yes	1	White	Yes	Yes	1	Yes	Brown, Gold, goddess png, real people	Survey, apple health connection, meditation, menstrual cycle tracking /fertility tracking, daily routine reminders, daily insights, yoga video, podcast,
Men	Sexual Health	Dr. Kegel	No	0	Black	No	Yes	1	No	Black, red, shadow,	Weekly tracker, fitness regime, weekly challenges
Men	Fitness	Muscle Booster- Workout Plans	No	0	Black	No	Yes	1	Yes	Blue, black, dark mode, rectangular, larg	Goal setting, weight analysis, survey style, recomended work out plans
Men	Fitness	Fitbod: Gym & Fitness Planner	No	0	Pink	No	Yes	1	No	Pink, black , images , survey, rectangular	Skip buttons on sruvey features, features, workout plans , graphing progress,
Men	All-around	Pitstop: Men's Health	Yes	1	Black	No	Yes	1	No	Black, bolded font, icon oriented, Times n	Reading on mental health, health goals, connection with other users, progress trackers
Men	Weight-loss	Home Fitness Coach: FitCoach	No	0	Green	No	Yes	1	No	AI images, green, orange	surveys, ai images, goal setting, fitness analyzer
Men	Mental Health	GRO: Men's Mental Health App	Yes	1	Black	No	No	0	Yes	Black, dark mode, changes, white icon bi	AI mental health analyzer,
Men	Mental Health	HeChangedIt-Men's Community	Yes	1	Green	No	Yes	1	No	Green, rounded, dark mode	Mental health, physical health, meditation, social fitness, 'posting' style social media
Men	Parenting	DaddyUp	Yes	1	Yellow	No	Yes	1	No	Icons, Colorful,	Contraction log, weekly log for pregnancy, fetus size approximation, glossary
Men	Parenting	fatherli	Yes	1	White	No	Yes	1	No	Green, rectangular, blue, white	Mentorship bookings, social media interactions, educational cards, group posting
											Intermittent fasting, survey, weight loss,

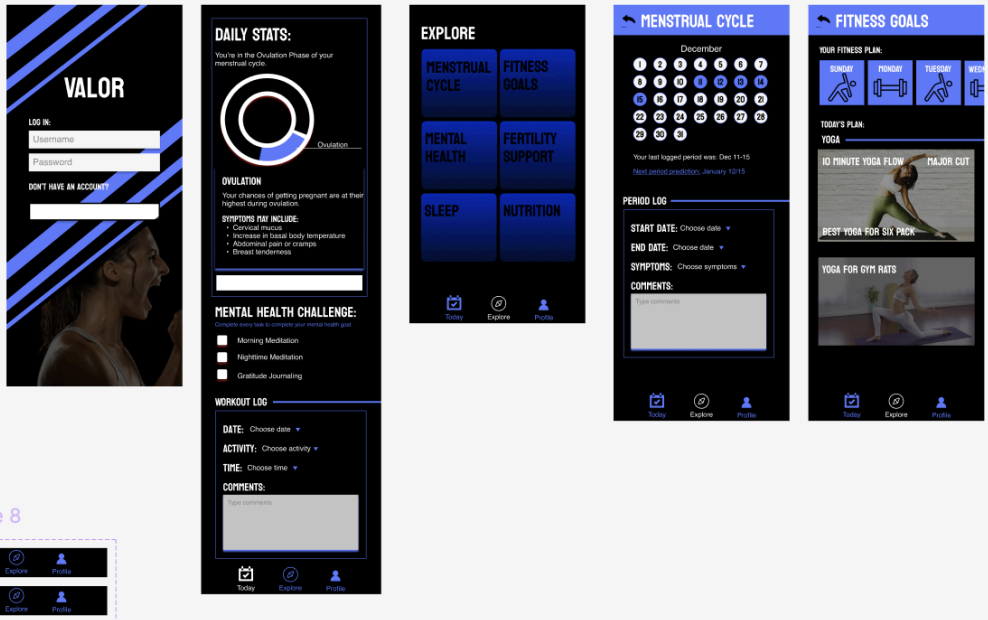
GENDERI	APP_GEN	APP_NAM	BUTTON_COLOR	BUTTON_SHAPE	PRIMARY_VISUALS	PRIMARY_FUNCTION	SOCIAL	ICON_COLOR
Women	Sexual Healt	Flo	Pink	Pill	Illustration	Menstrual	No	Pink
Women	Fitness	obé	Purple	Pill	Real people	Fitness	No	White
Women	All-around	Rosy	Purple,Pink	Rectangle	Illustration, Real people	All-around	Yes	Pink
Women	Weight-loss	Workout for Women: Fitness App	Pink	Rectangle	AI	Fitness	No	Pink
Women	All-around	HerHelp	Pink	Pill	Real people	All-around	Yes	Pink
Women	Mental Healt	SheChange dIt: Mental Wellness	Red	Pill	Illustration	All-around	Yes	Red
Women	Parenting	Peanut	Pink	Pill	Real people	Parenting	Yes	Pink
Women	Parenting	Expectful	Green, Purple	Pill	Illustration	Parenting	No	Multi
Women	Sexual Healt	Ovia	Yellow	Rectangle	Real people	Menstrual	No	Yellow
Women	Fitness	EvolveYou: Strength For Women	Blue	Pill	Real people	Fitness	No	Blue
Women	Weight-loss	WeBurn: Home Workout For Women	Pink	Rectangle	AI	Fitness	No	White
Women	Mental Healt	Goddess	Brown, Gold	Rectangle	Real people	All-around	No	White
			Pink: 6	Pill: 7	Illustration: 4		Social: 4	Pink: 5
				Rectangle: 5	Real people: 5		No: 8	White: 3

GENDER	GENRE	APP NAM	GENDERE	GENDERE	APP_COL	GENDERE	BUTTON_	BUTTON_	PRIMARY	PRIMARY	SOCIAL	ICON_CO
Men	Sexual Healt	Dr. Kegel	No	0	Black	No	Red	Pill	Real people	Fitness	No	Black
Men	Fitness	Muscle Booster - Workout Plans	No	0	Black	No	Blue	Rectangle	AI	Fitness	No	Black
Men	Fitness	Fitbod: Gym & Fitness Planner	No	0	Pink	No	Red	Rectangle	Real people	Fitness	No	Pink
Men	All-around	Pitstop: Men's Health	Yes	1	Black	No	White	Rectangle	Real people	All-around	Yes	Black
Men	Weight-loss	Home Fitness Coach: FitCoach	No	0	Green	No	Green	Rectangle	AI	Fitness	No	Green
Men	Mental Healt	GRO: Men's Mental Health App	Yes	1	Black	No	Blue	Pill	AI	Mental Healt	no	Black
Men	Mental Healt	HeChangedIt -Men's Community	Yes	1	Green	No	Green	Pill	Real people	All-around	Yes	Green
Men	Parenting	Daddy Up	Yes	1	Yellow	No	Blue	Rectangle	Illustration	Parenting	No	Yellow
Men	Parenting	fatherli	Yes	1	White	No	Blue	Rectangle	Real people	Parenting	Yes	White
Men	Weight-loss	Lose It! - Calorie Counter	No	0	Yellow	No	Blue	Rectangle	Illustration	Fitness	No	Yellow

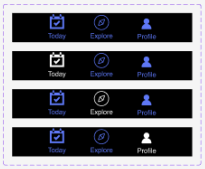





Romeo
Start your journey to peace, health, and empowerment.
Username
Password
Sign in
Don't have an account? Sign up.
Romeo
Good morning, David
Daily Affirmation:
I am full of energy and optimism. I am ready to find joy.
Fitness
You dropped this, King
You've exercised for 10 days in a row!
Great job embracing a healthy lifestyle and committing to your Trim Down goal!
Edit my Fitness Goals
Curated for you:
Meditation for Parents
Summer Body Dumbe
Romeo
Discover
Browse by mood:
Romeo Curations:
Mental Health
Nutrition
Sleep
Masculine Care
Romeo
Fitness
December
You've exercised for 10 days in a row! Way to go!
Fitness Goals
Goals you've identified:
Strength
Lower BMI
Flexibility
Speed
Recommended Workouts:
10 Minute Barbell Workout for Mark Wolberg Arms
Confidence Boosting Workout for Men
Romeo
Your Profile
Name
David Smith
Birthday
12/25/1989
Zodiac Sign
Capricorn:
Ambitious
Disciplined
Practical
Loyal
Stubborn
Email
david_smith@hotmail.com
Password


VALOR
LOG IN:
Username
Password
DON'T HAVE AN ACCOUNT?
DAILY STATS:
You're in the Ovulation Phase of your menstrual cycle.
Ovulation
OVULATION
Your chances of getting pregnant are at their highest during ovulation.
SYMPTOMS MAY INCLUDE:
• Cervical mucus
• Increase in basal body temperature
• Abdominal pain or cramps
• Breast tenderness
MENTAL HEALTH CHALLENGE:
Complete every task to complete your mental health goal.
Morning Meditation
Nighttime Meditation
Gratitude Journaling
WORKOUT LOG
DATE: Choose date
ACTIVITY: Choose activity
TIME: Choose time
COMMENTS:
Type comments
Today
Explore
Profile
EXPLORE
MENSTRUAL CYCLE
FITNESS GOALS
MENTAL HEALTH
FERTILITY SUPPORT
SLEEP
NUTRITION
MENSTRUAL CYCLE
December
Your last logged period was: Dec 11-15
Next period prediction: January 12/15
PERIOD LOG
START DATE: Choose date
END DATE: Choose date
SYMPTOMS: Choose symptoms
COMMENTS:
FITNESS GOALS
YOUR FITNESS PLAN:
SUNDAY
MONDAY
TUESDAY
TODAY'S PLAN:
YOGA
10 MINUTE YOGA FLOW
MAJOR CUT
BEST YOGA FOR SIX PACK
YOGA FOR GYM RATS

❖ Frame 8


Today
Explore
Profile