

FemTech UX: Revolutionizing Women's Health Care

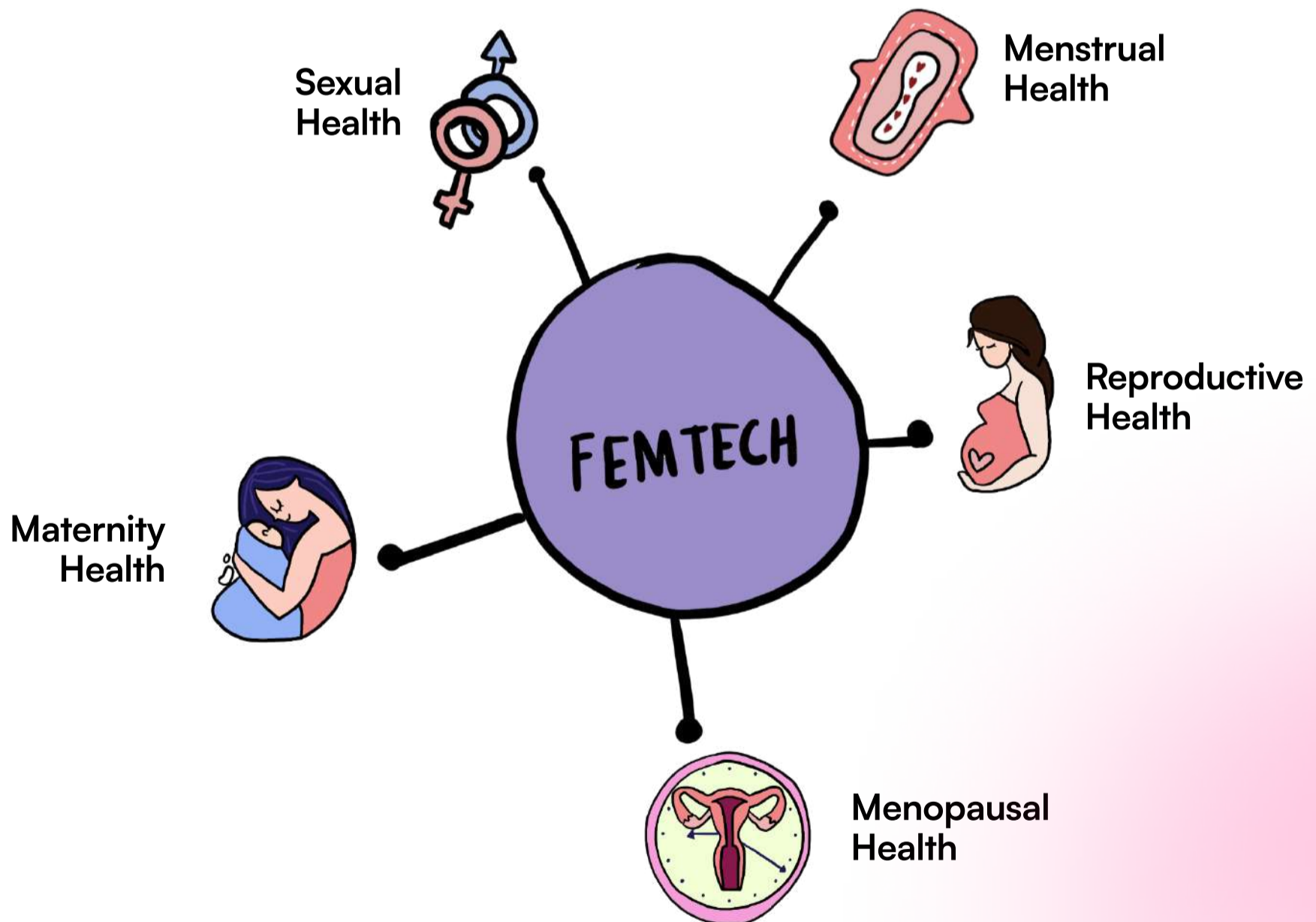


Ishiyetaa Sani
UX & Service Design Specialist

Follow for
Design hacks to accelerate business growth

What is FemTech?

FemTech refers to tech-based solutions targeting women's health. It encompasses software, diagnostics, products, and services dedicated to their:



Ishiyetaa Sani

UX & Service Design Specialist

Why is Fem-tech relevant?

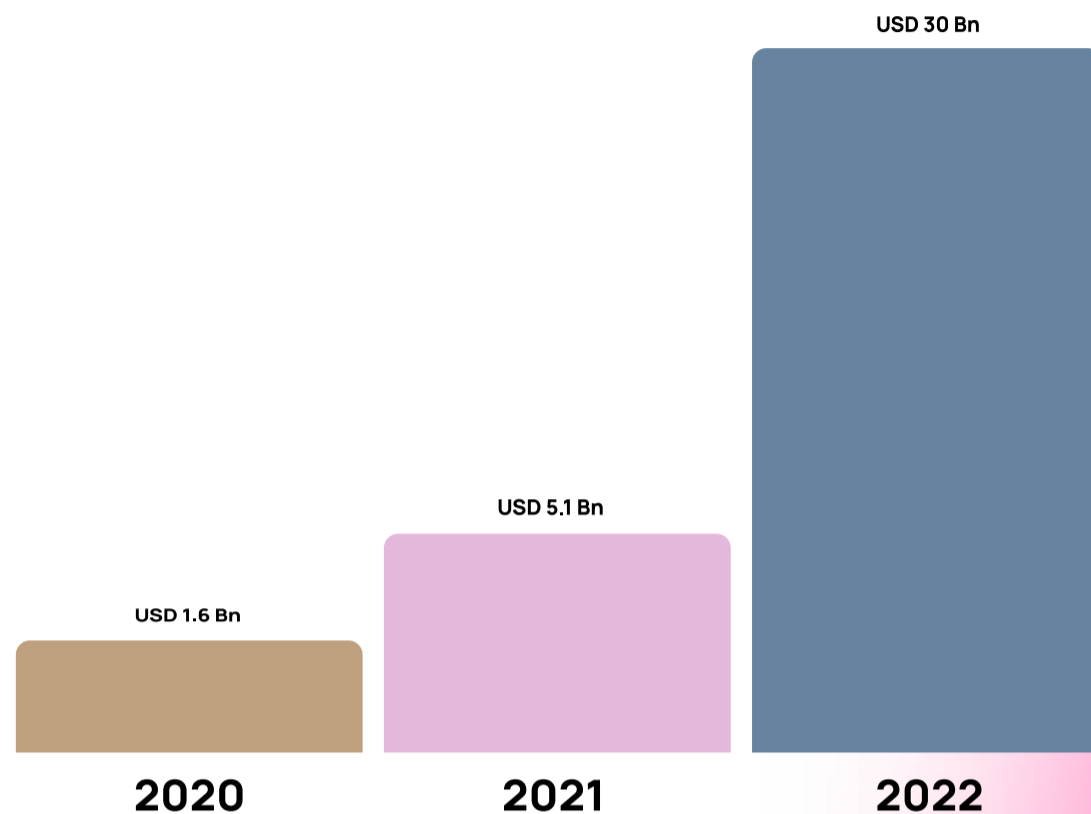
Fem-tech matters because existing healthcare systems prioritize men in testing and women bear a disproportionate burden of health disparities.

With prevalent chronic conditions affecting women differently, a comprehensive ecosystem shift is needed, redesigning healthcare tailored to a woman's biology.



Ishiyetaa Sani

UX & Service Design Specialist



Industry Potential

The Fem-tech industry surpassed 30 billion USD in 2022, projected to grow at over 16% CAGR from 2023-2032, driven by digital healthcare adoption and health challenges in under-developed areas.



Ishiyetaa Sani

UX & Service Design Specialist

How does UX and Service Design make it better?

UX enhances product interaction, service design shapes holistic user journeys. While user experience focuses on the digital part of the experience, service design draws insights into the offline aspect.



Ishiyetaa Sani

UX & Service Design Specialist

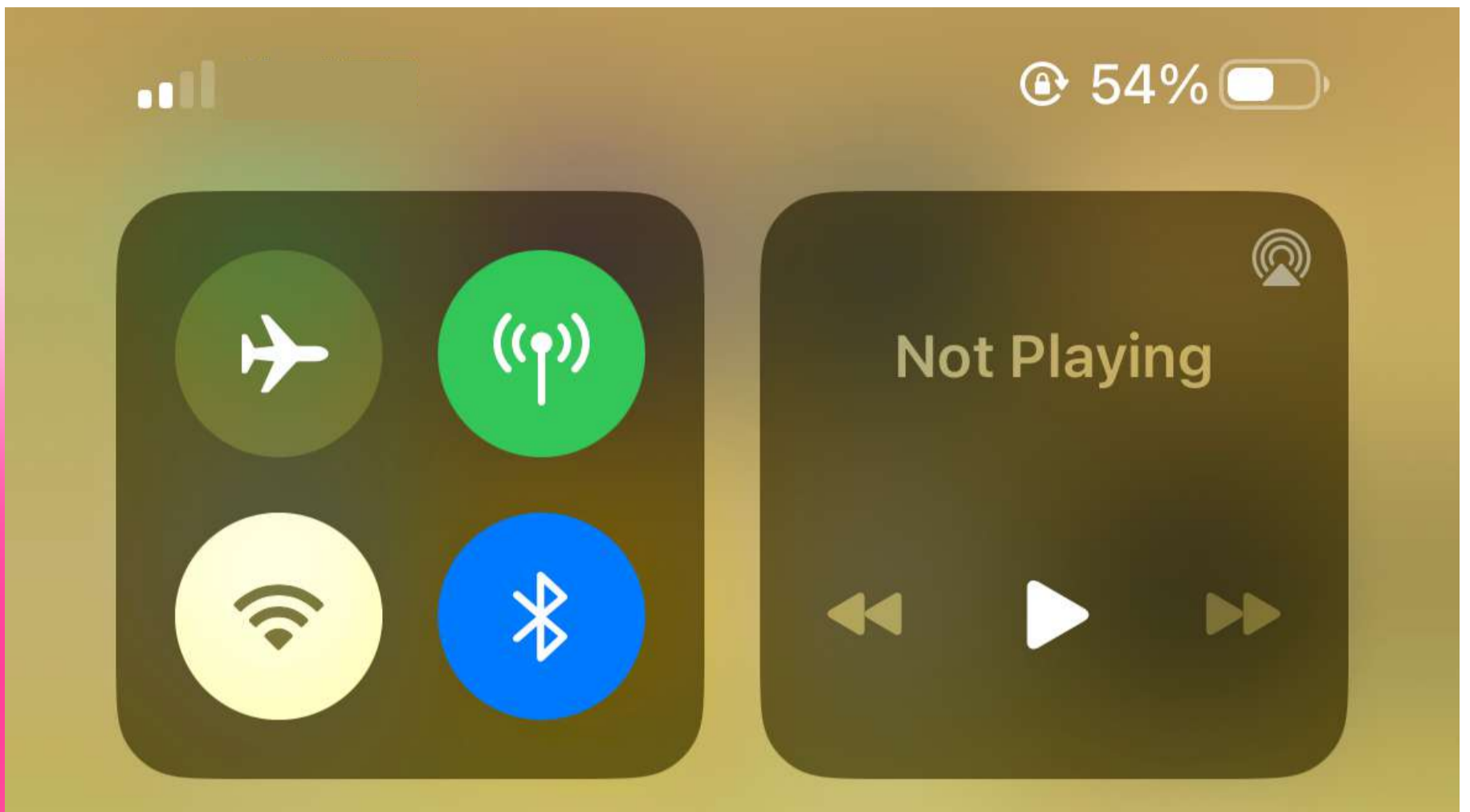


Eg. PCOS Therapy apps fail to work in smaller houses with big families, where a female does not have sufficient personal space to avail a counselling session from home. Here, service design informs UX that a chat feature might work better.



Ishiyetaa Sani

UX & Service Design Specialist



Or, service design might help draw an insight that a care app is too heavy for its target audience that lives in regions with low internet connectivity. In this case, the UX designer knows that their best bet is to design a Lo-Fi app which has the ability to work on 2G.



Ishiyetaa Sani

UX & Service Design Specialist

Design principles for FemTech UX that enable better care for patients:

- User centricity
- Inclusive design
- Driven by empathy
- Easy navigation & comprehension of data
- Enhanced engagement driven by personalisation
- Seamless data collection
- Empowering visualisation of data
- Seamless collaboration with healthcare professionals
- Driven by independent care-taking



Ishiyetaa Sani

UX & Service Design Specialist

Design principles for FemTech UX that enable better business:

- Conversion-led design
- User-centricity to enable habit formation
- Designed for easy access
- Designed with empathy
- Lo-fi designs that work well in low network zones, enabling wider reach
- Easy registration
- Accessibility friendly interfaces
- Stellar onboarding experience
- Designed for zero-offline support
- Designed for customer retention (by enabling constant feedback loops)



Ishiyetaa Sani

UX & Service Design Specialist

Follow For UX & Service Design Hacks That Accelerate Business Growth



Ishiyetaa Sani

UX & Service Design Specialist