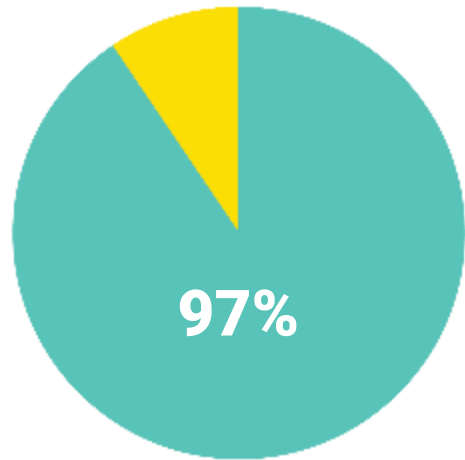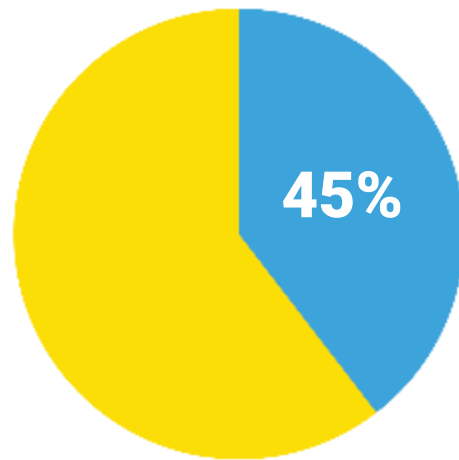![unicef for every child]

OKY

Period Tracker App for Girls
UNICEF EAPRO

Girls lack menstruation information

97%

Lao PDR

45%

Indonesia

Girls with little or no knowledge prior to menarche

Menstruation is an **outdated yet prevalent taboo**. Girls globally lack information and are still shamed and penalized for having periods.

97% of girls in Lao PDR have **little or no knowledge** about menstruation before their first period. 45% in Indonesia felt **unprepared** for menarche.

75% of girls in Vanuatu, and 45% in Cambodia report **missing school** due to menstruation.

Menstruation education programmes

Menstrual health and hygiene programmes exist but are mostly **paper-based** with **top-down information,** or delivered by teachers and adults who often have little or no training, resources, or time.

Digital solutions can complement and deliver **girl-centered menstruation education** and individualized **period tracking** directly into the hands of girls, in the way they want.

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Commercial period tracker apps

More than 200 commercial period tracker apps exist.

They mainly **target adult women**, rather than girls.

These apps are often not **educational**, can be **gender-stereotyping**, overpromise on **predictions**, or **compromise data**.

Commercial period apps are rarely adapted to local languages or context, or **tailored to girls' needs and experiences**.

Designing a solution with girls for girls

User-centered design and **co-creation** sessions with 400 girls and their close social circles in pilot countries **Indonesia** and **Mongolia**.

Girls determined **'look and feel' and name** of the app, and **desired features** to meet their wants and needs.

Building to girls' digital realities

Low end phones ➤ **Light-weight app**

Low (digital) literacy ➤ **Read-out function, tutorials, help**

Limited connectivity/data costs ➤ **Offline functionality**

Phone sharing (family or peers) ➤ **Multiple user login; password protection**

No access to google play store ➤ **App downloadable via link; via QR code**

Discretion, privacy & security ➤ **Unrelated icon/name; gamification; highest data protection**

Parental permission / support ➤ **External facing website for parents, teachers, communities**

Oky goals

- **Co-designed** with and for girls

- Accessible on mobiles they use daily, **online and offline**

- **Gamified approach** - makes learning fun and period tracking discreet

- Transform stress to **empowerment**

- Supports every girl to manage her period with **confidence and normalcy**

- Helps girls make **informed decisions about their reproductive health**

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Building to girls' preferences and interests

Translating user insights into technology requirements-
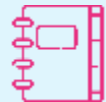Oky key features requested by girls:

- Fun, games, avatars
- Calendar
- Cycle tracker
- Diary
- Data summary
- Accurate, trustworthy info
- Chatbot / Chatrooms

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Personalized experience with avatars and themes

Hills

Desert

Village

Mosaic

Friendly characters guide girls through the app.
Girls can change Oky's style whenever they like!

Individualized cycle tracker

Oky provides **individualized cycle tracking** with period predictions, reminders, and notifications.

Oky applies **algorithms and machine learning** to improve accuracy.

Oky does not overpromise and pauses **predictions** if periods are irregular.

Evidence-based information

Oky provides **evidence-based information about menstruation, puberty, and reproductive health** in girl-friendly language.

Menstruation information delivered in different formats:
- **factual content** (Encyclopedia)
- **gamified content** (Quizzes, Reminders, Pop-ups).

There is also referral information directing girls to **online and offline SRH advice or services**.
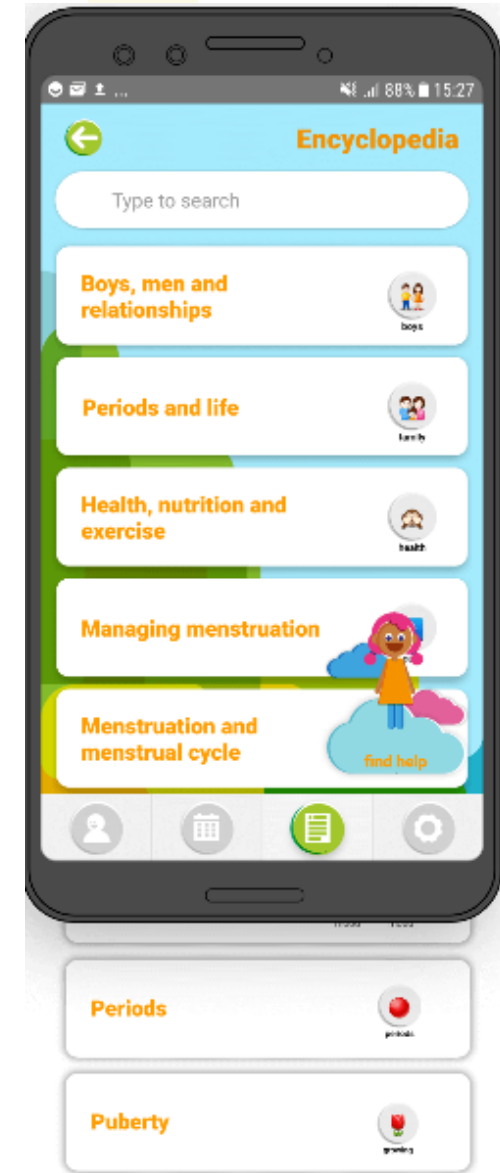
Oky website

About Oky

Oky helps make your periods stress-free! Feel in control & more confident by tracking your period, and getting the facts that all girls should know.

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for every child

Stress-free periods, with Oky!

Google Play

For Android Only
direct download

Oky was designed by girls and experts to help you...

Learn the facts about periods and your body.

Track your periods, mood and physical symptoms.

Find out when your next period is due so you can plan ahead.

External Oky facing website for information & support

Open source and girl-driven

Oky's code and content is **open source**. This means anyone can utilize the Oky code and content with no development or licensing costs.

The vision for Oky is **for girls themselves to write, amend, and improve** the app's code, design, features, and content.

Scaling Oky with partners

Key implementing partners will lead deployment of Oky in their local market.

Partners will own and host the localized Oky app as part of their services and programmes for adolescent girls.

And receive support from the Oky community and contributing partners.

Contributing partners can be from all sectors to support Oky's growth:
eg. technology, design, marketing, mobile operators, content, communications, research, UX, girls engagement

MONGOLIA

INDONESIA

OKY

For Girls. By Girls. Period.