Ruby’s World
The journey of creating *Ruby’s World*
Menstrual Hygiene Education Guide for girls
This is the story of 2 sisters - ROLI and RUBY

ROLI
Unaware of menstruation at menarche

RUBY
Aware and prepared at menarche
How did we find Roli and Ruby?

Ruby’s World - Development

Explore + define → Ideate → Prototype + test → Iterate → Solution

Timeline – 1 year
User Centered Design Process
Who are Roli and Ruby
Drawn by girls to show the changes in their body through puberty.

What girls actually feel at menarche is very different from what girls wish they would’ve felt.
I feel dirty

Lack of Confidence

Will this happen the second time?

White discharge and itching

Need to use terms for periods used locally

How to use pad and cloth
And frequency of change

Facilitate girls to ask questions freely

Would like to Always be happy, free mind and smiling

Awareness

Restrictions bothers girls.

How to disposal of products

Many girls don’t wear underwear.

WHO to tell
HOW to tell

Sanitary pad > Cloth

Tone and attitude of the first information about periods

Girls not comfortable in training sessions from teachers

Lonely – No one to talk to
abnormal shame

Girls don’t question the misconceptions

Don’t know who to ask/ how to ask

How to maintain cleanliness of genital area

Discoveries from the Field

Silent
Impure

How to track dates
DISCOVERIES AND SHIFTS

What girls actually feel at menarche is very different from what girls wish they would’ve felt.
Ruby’s Questions

Her journey to find the answers
Gaps and Learnings

EDUCATE:
• The term used for Period is alienating
• Biological information is imparted, practical information is left out
• Belief that sanitary pads = hygiene
• Misconceptions passed on by teachers and trainers, sometimes unknowingly.

ENGAGE/SUPPORT:
• Menstruation is not considered normal and conversation around it are uneasy
• Practical problems faced by girls are ignored
• Practical problems faced by trainers and teachers are ignored
• Misconceptions/ Myths/ Taboos – and how to handle them
• Lack of support system of girls

EMPOWER
• Fear, lack of confidence and a general belief that they are not allowed to ask questions
Ruby’s World is

1. Easy to use
2. Scalable
3. Low cost
4. Compact
5. Well Designed
6. Active and Engaging using play and activity based methodology
7. Positive and aspirational
8. Easily Adaptable
9. Intends to bring a shift in perceptions and change attitudes along with imparting knowledge
EMOTIONS VS STORY GRAPH

BEGINNING
- Intro of characters
- Intro of problem
- What is really happening?

MIDDLE
- Realization—its normal
- Its normal and there are no restriction. Its your CHOICE.

END
- "Awake and Alert (some are shy) Assimilating information"
- "Amazed that periods are normal" (some self-imposed barriers are broken when the girls speak about periods.)
- "Gathering this new information and experience"

EMOTIONS
- Very high
- High
- Moderate
- Dull
The Story
The Community
Thank You
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