



# SUMMARY

## Problem

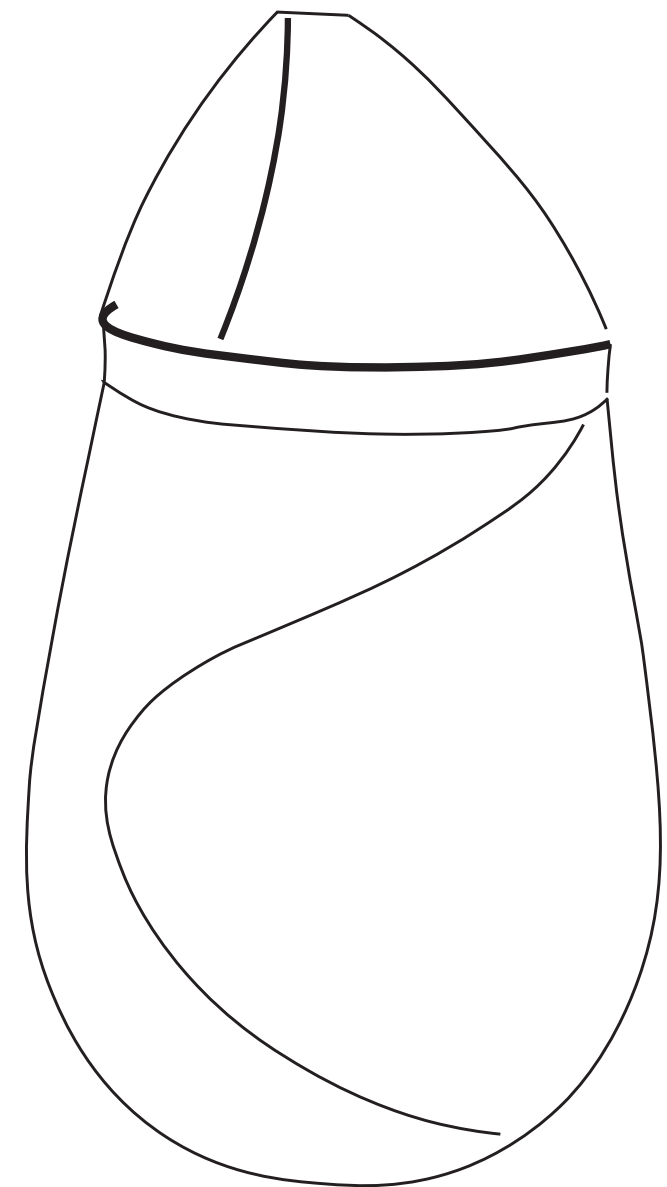
Homeless women skimp on sanitary products to buy food or provide for their children. Leading to unsafe hygiene practices. Current services require asking for these products, violating dignity. Women use toilet paper/socks and other substitutes when they can't afford sanitary products, affecting all types of homeless women in Ireland.

## Process

A continuous investigative process was used. Visiting homeless shelters and doing soup runs. We spoke with homeless women, social and charity workers and a medical device company. We gained key insights from interactions with homeless women. This research, reinforced the real issue of cost, impact on self-esteem, unsanitary choices that had to be made. It also highlighted that our solution would need to be suitable for all types of homeless women.

## Proposal

A menstrual cup and cleaning kit. It's reusable, eliminating the need to ask for products, returning dignity and building self-esteem. Built in UV-C LEDS disinfect the cup. This can be used by women without access to soap or running water, insuring safe practices. There is an image-based instruction booklet for inclusivity.



## Surprise!

"I walked around with bloody knickers for two days"  
A woman describes an incident with a surprise period. 75% of the sampled women had to improvise by making a pad/tampon from toilet paper. The reusable cup and cleaning device means it is always accessible for everybody, even when it catches you off guard.

## Pretty Please!

We noticed homeless women were struggling to afford sanitary products, and that it is a majorly over-looked issue. By providing them with a re-usable device they no longer have to ask for products.

## Feedback

What do you think of this?  
We kept in contact with the homeless shelters we visited and continued to do the soup run in order to speak to our users, and get their feedback.

## What is that?

The women were a bit apprehensive at first but they warmed to the idea liking how it was reusable & others wouldn't recognise it



2.  
S  
H  
I  
G  
S  
Z



## Social

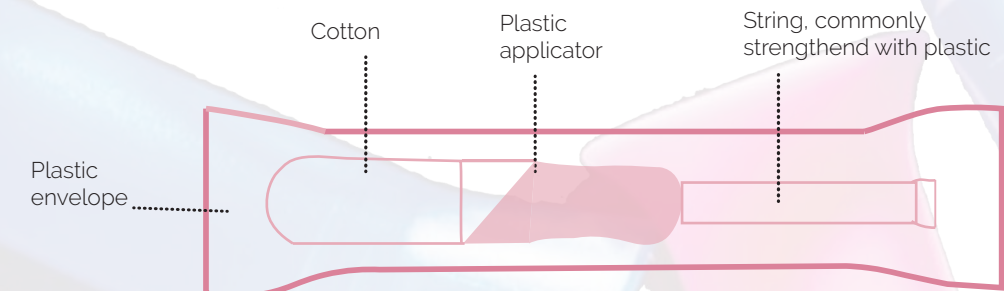
### MAKING A DIFFERENCE

A woman will use somewhere between 5 and 15 thousand pads and tampons in their lifetime.

A once off purchase of the tabrah menstrual kit which is reusable is a much more economic, and eco friendly solution.

### EMPOWER

By providing these women with the tools to manage their period on their own. We are restoring their dignity. The menstrual cup is reusable for up to 10 years so an individual doesn't have to worry about skimping on food to buy sanitary products again.



## Environmental

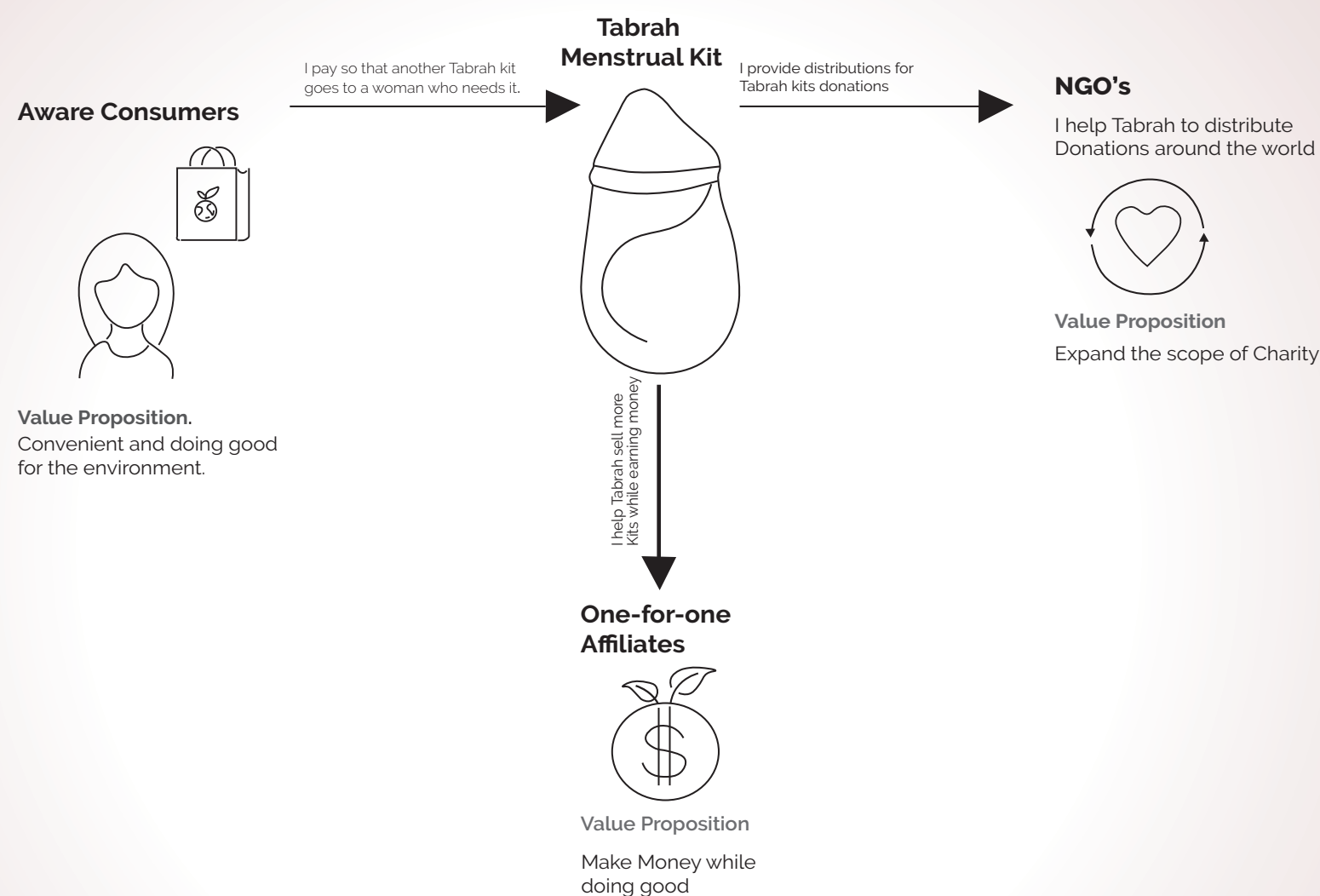
### REDUCE

The average woman has 13 periods a year. Tampons take 500 years to decompose. The reusable nature of this product, reduces the waste caused by monthly periods.

### RECYCLE

There was a high level of consideration based on the choices of material and the option of using recycled PET for the product but contact with a medical device designer quickly established that the best option for a sterile surface was PP.

# VIABILITY



## Manufacture

The manufacturing process would involve injection moulding the unit with Polypropylene. We chose Polypropylene as it's a reusable product and needs to be durable. PP is used widely for medical Devices. There is a layer of copper inside, chosen for it's reflective qualities. This allows the light from the LED to affectively sanitize all surface areas. The cost of manufacturing is reduced as the menstrual cup is an off-the-shelf product.

## Funding

### One-For-One

The business model will focus on a sustainable method of funding. Based on the-one-for-one model which involves selling the device at a higher price. This enables us to give the product to someone who needs it.

### Government Funding

After discussing with members of the HSE (Health Service Executive) about funding, they advised us the best route to take for funding was to apply for the Kildare Leader Partnership fund or Lottery Funding.

## Distribution

A member of Focus Ireland, assured us that getting these products to the homeless women would be something their charity would be willing to help with. There is opportunity for support from homeless organizations to sell the products in their shops and online.



# CREATIVITY

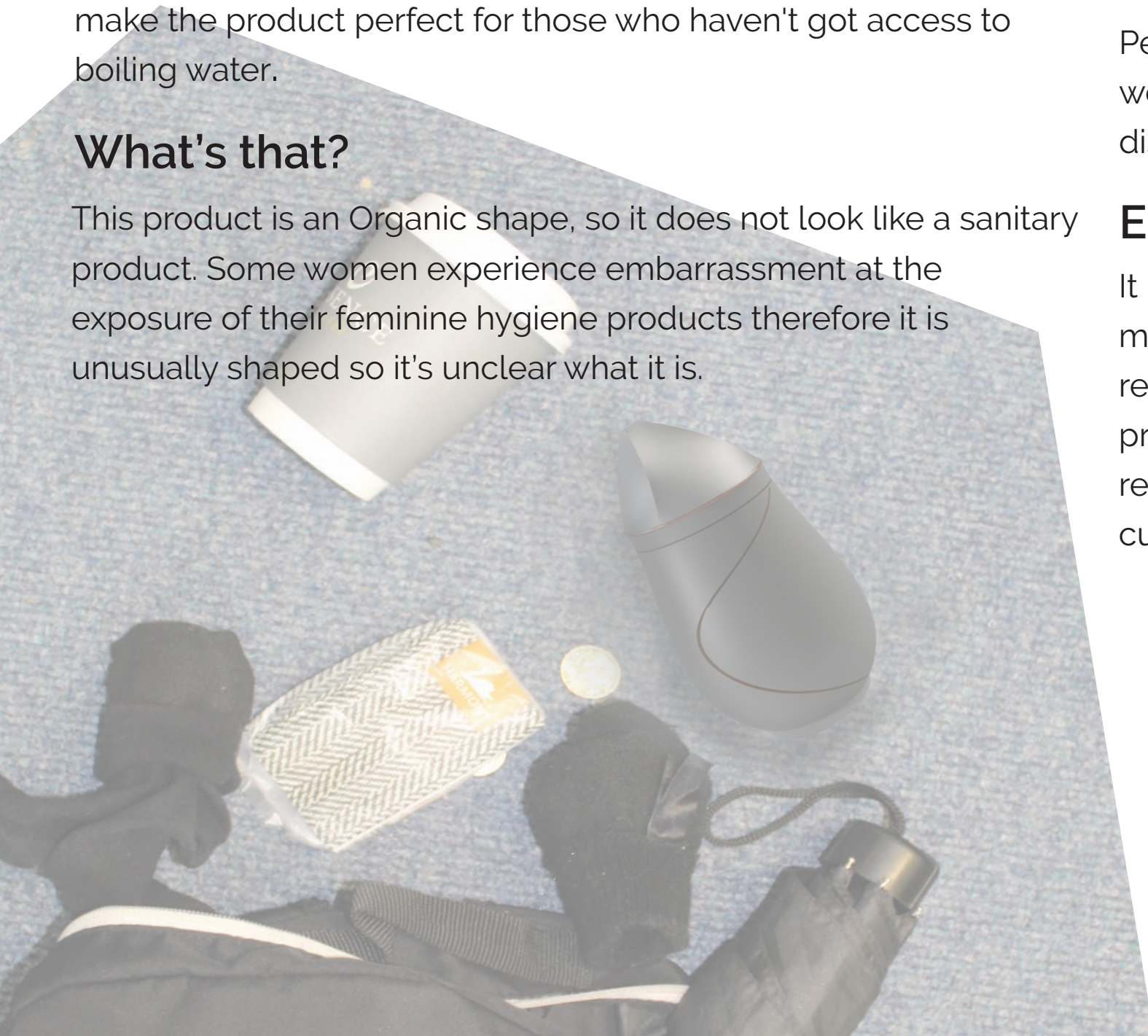
## Innovation

### Light it up

UV-C LED's on the inside of the device sterilize the material they come in contact with. The addition of these lights make the product perfect for those who haven't got access to boiling water.

### What's that?

This product is an Organic shape, so it does not look like a sanitary product. Some women experience embarrassment at the exposure of their feminine hygiene products therefore it is unusually shaped so it's unclear what it is.



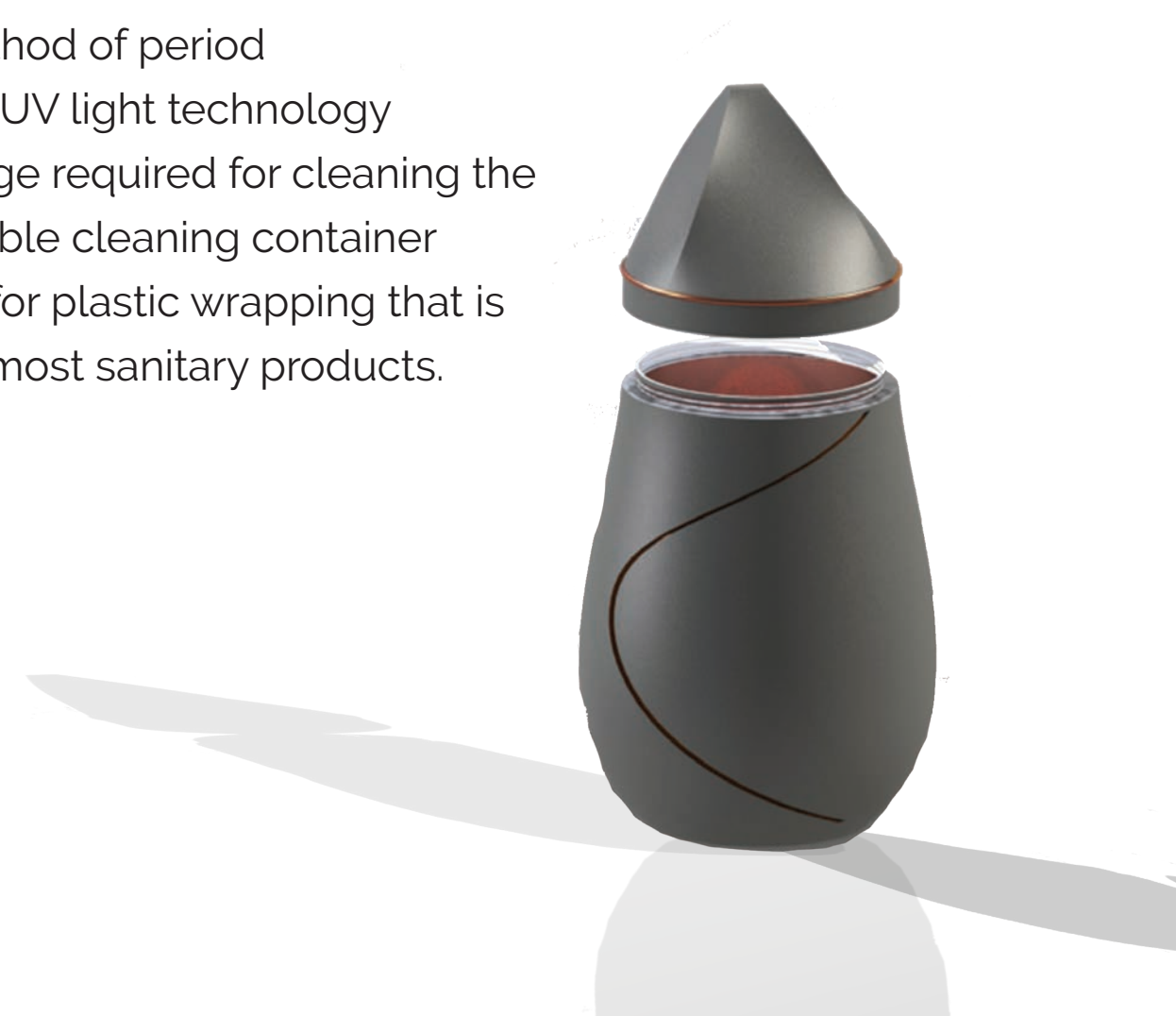
## What's the bigger picture?

### Periods for everyone

Periods are a universal female experience. They should never impede a woman from expanding her horizons. This product is versatile and discreet and can be used anywhere, by anybody.

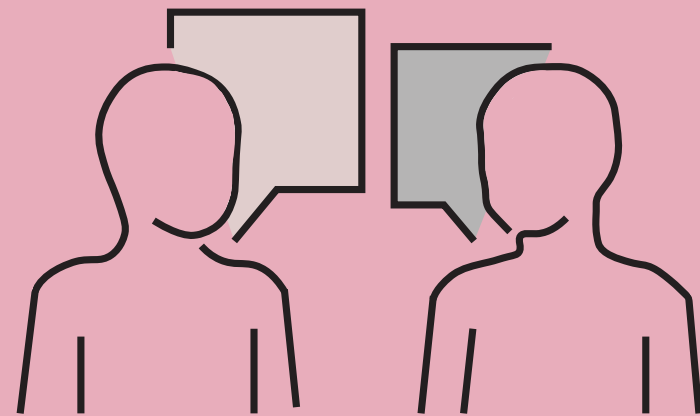
### Environmentally friendly.

It is a reusable method of period management. The UV light technology reduces water usage required for cleaning the product. The reusable cleaning container reduces the need for plastic wrapping that is currently used on most sanitary products.



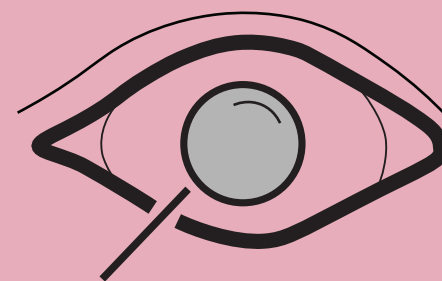
## Interviews

The Interviews we carried out were mostly Informal and were casual conversation. We wanted to gather insights of problems Homeless People encounter on a day to day bases. We then narrowed our focus to how we can help support the displaced individuals.



## Observations

While taking part in soup runs in the city Center it was a common occurrence that homeless women were asking the soup run for sanitary products. In an interview we carried out with a homeless mother of 2 Children, she had mentioned that she often found herself sacrificing Sanitary products to provide for her children.



## Research

Due to our research we found a current service was running which provides homeless women with sanitary products through donation drop off points from the public. This service requires individuals to ask for the products, violating their dignity .



Due to GDPR we were not able to capture images of our interviews or visits to the homeless shelter

# EMPATHISE



# DEFINE



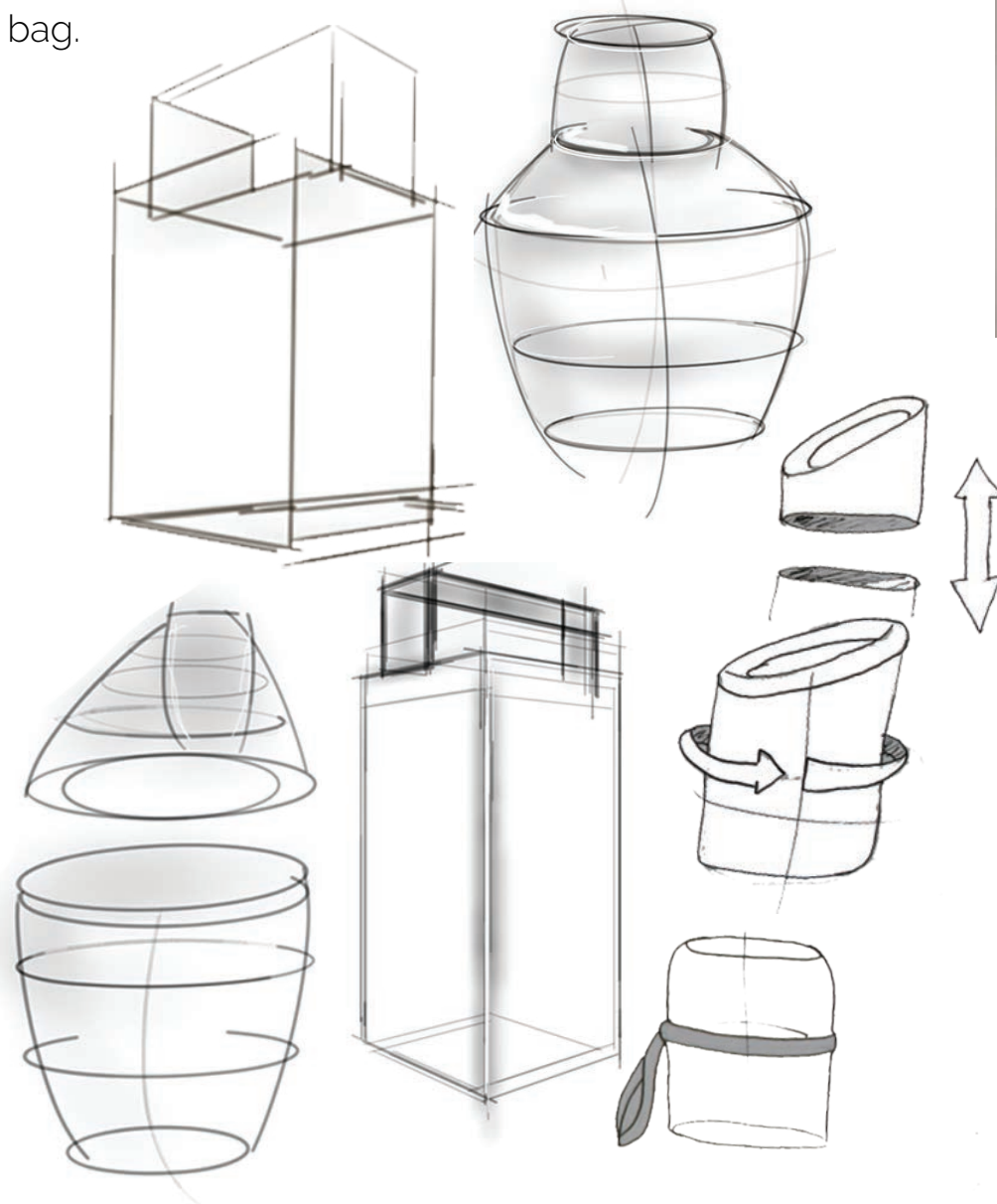
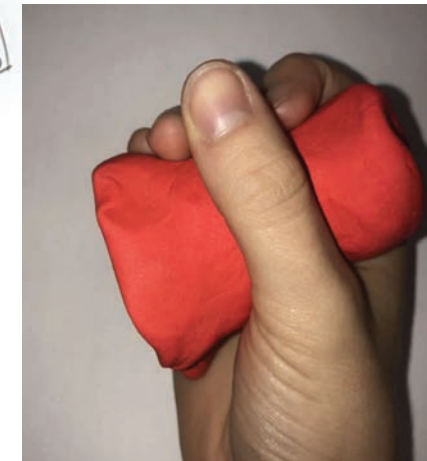
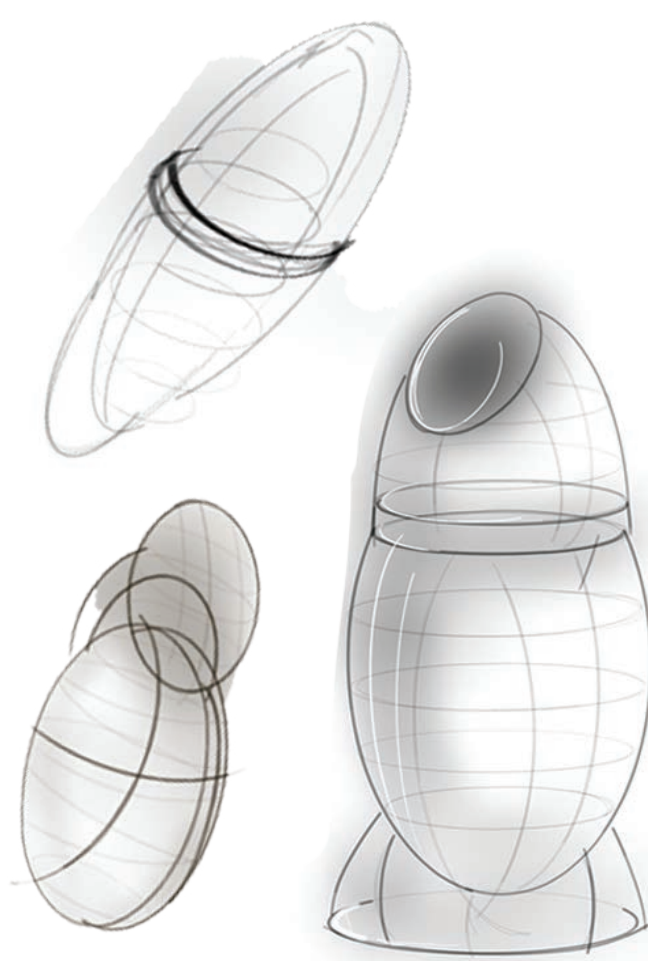
In order to define the problem key insights, words related to homelessness and women's hygiene were written onto post-it notes. The notes were then grouped together. Empathy maps were compiled. By organizing the notes, having discussions and brainstorming it was possible to finalise a problem statement.

Homeless Women need an accessible way of managing their periods.



# TEST

From our sketches we constructed prototypes using materials such as clay and tissue-paper. The main aim of ours was to decide on the shape and size of the outer shell. We resolved to make the device small enough to fit in ones hand as we wanted for it to be discrete. We carried out tests to see what would typically be in a womens handbag and what are the essentials a homeless women would carry around with her. This helped us decide on a colour of the device. We wanted for it to blend in with the other various items in the bag.



Tabrah, menstrual cup Sanitizer is designed to kill up to 99.9% of germs

Rechargeable lithium Polymer battery that keeps going

One charge lasts up to two months.

UV-C LEDs

Portable self cleaning System powered by UV-C LED technology.

Silicon menstrual cups made from medical Grade silicon

Copper lined inside used for its reflective and antimicrobial qualities

Waterproof USB  
So one can have an ease of mind when things get wet.

The Tabrah menstrual kit has a Organic form that fits in the palm of the hand. The shell is dull with a hint of colour this is to add to the discreteness of the product. The kit contains a menstrual cup, a step by step visual instructions on how to use the cup and the cleaning kit, along with a charger. Giving the tools to clean this device without access to boiling water makes it universally accessible and inclusive.



**Effective**

Eradicates up to 99.9999% of germs



**Chemical Free**

Non-toxic



**Reuse**

Can be reused over and over again



**No water Needed**

For on the go convenience

## User Interactions



# PRODUCT