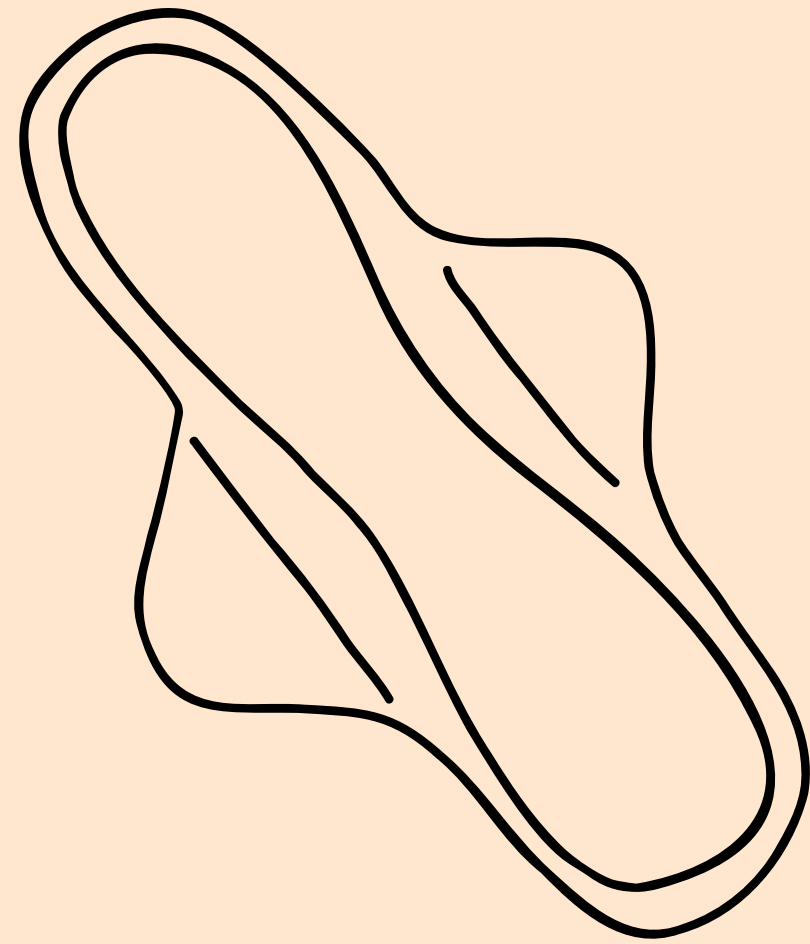


CLIENT: ATLASON STUDIO X SVA

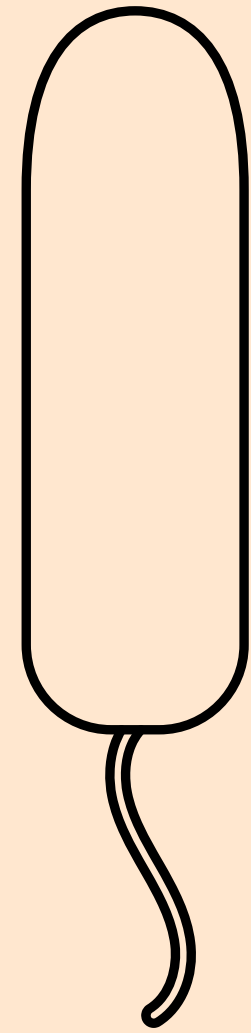
Ora

INDUSTRIAL DESIGN / DESIGN STRATEGY / CREATIVE DIRECTION

SINGLE-USE



PADS

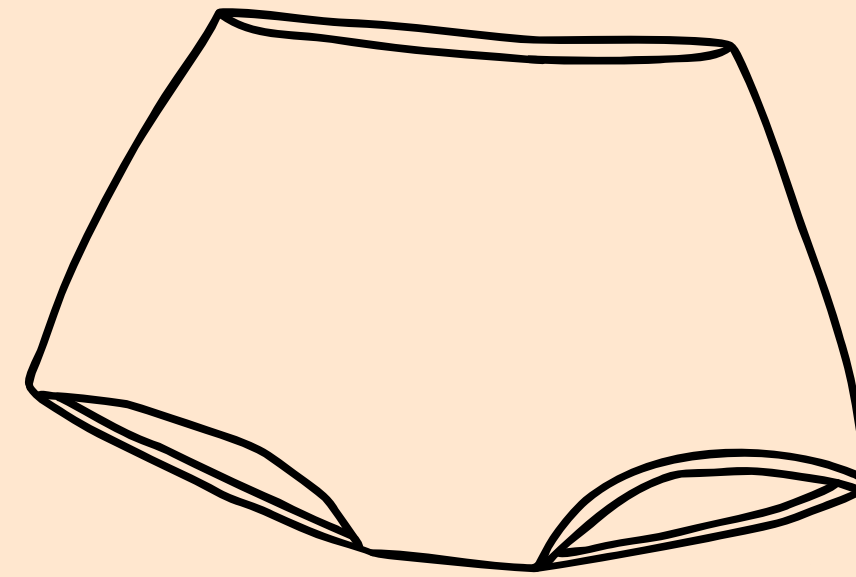


TAMPONS

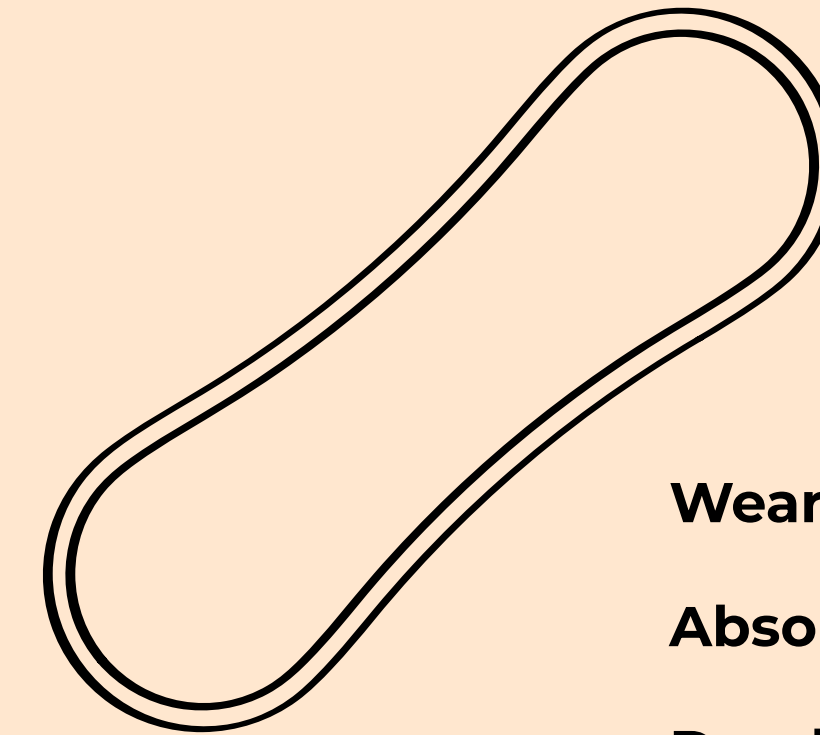
Wear Time: 4-8 hours

Absorption Capacity: 5-10ml

REUSABLE



PERIOD UNDERWEAR



PADS

Wear Time: 4-6 hours

Absorption Capacity: 12-25 ml

Durability: Approx. 120 times



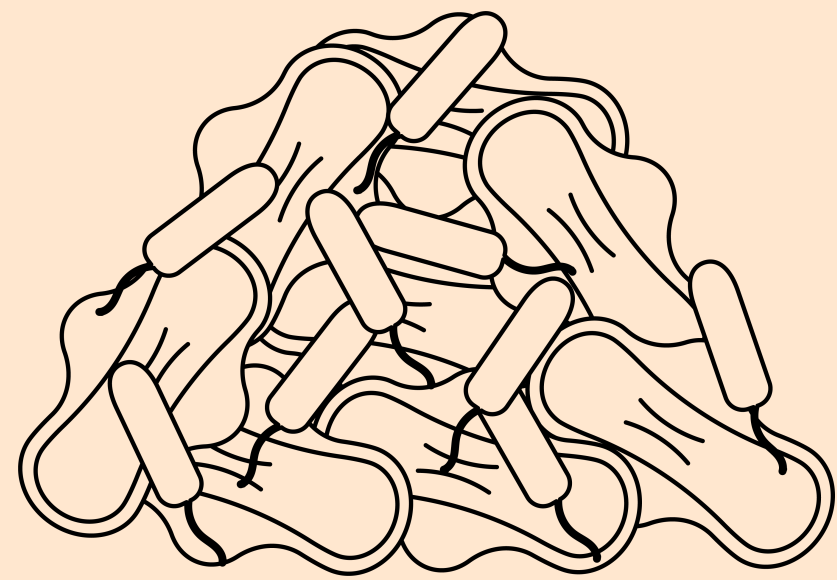
MENSTRUAL CUP

Wear Time: 12 hours

Collection Capacity: 30-60ml

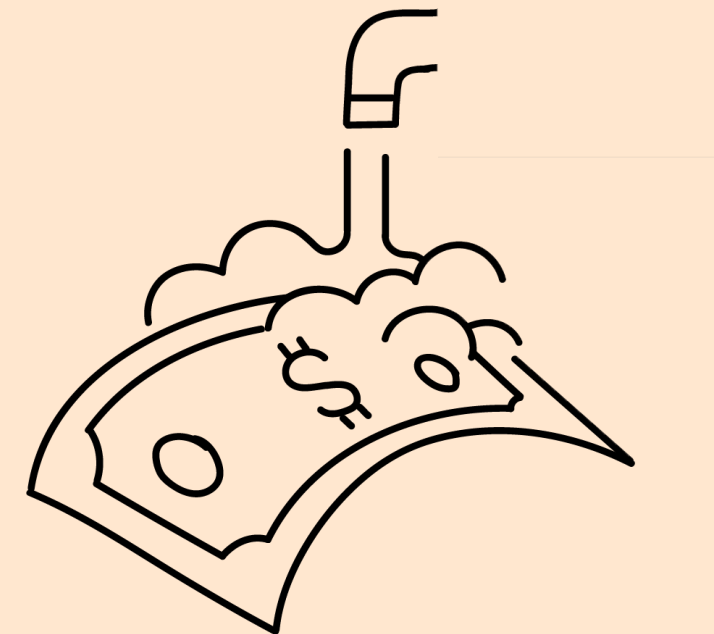
Durability: Up to 10 years

1 WASTE IN LANDFILLS



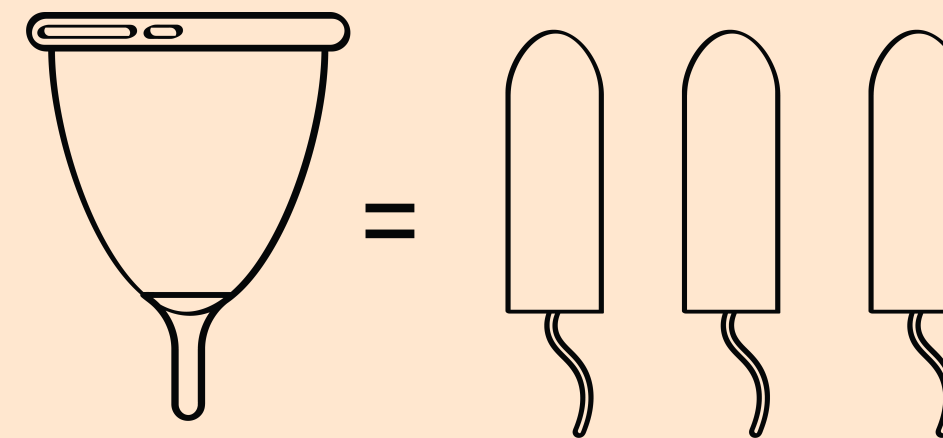
1 cup saves **3,000** pads and tampons from landfills

2 COST OF PERIOD PRODUCTS



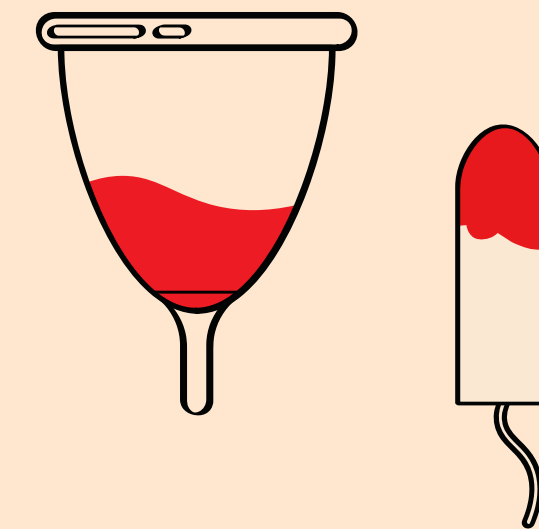
Using cups over pads and tampons saves you approx. **\$4000**

3 WEAR TIME & CAPACITY



Wear for up to **12 hours**. Menstrual cups hold **3-5x** more blood.

4 ABSORPTION VS COLLECTION



Blood absorption over collection puts you at risk for **human toxicity**.



Dr. Katya Ostrow
OB-GYN



Menstrual cups are the **safest** period hygiene products. There is however a **learning curve**, but once you learn it you **never feel it** in your vaginal canal. It is recommended to use compared to **tampons** since there is a low risk for **toxic shock syndrome**



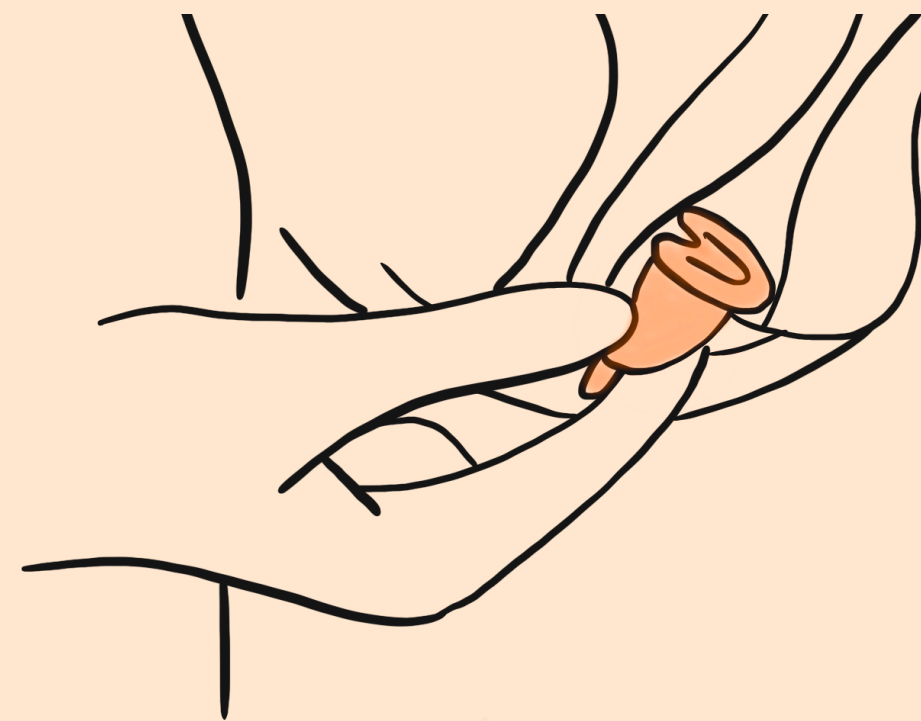
RESPONSE FROM 16 INDIVIDUALS

We asked **objective** and **subjective** questions:

- Gender Identity
- Age
- Demographic
- Menstrual Products
- Successes and Challenges



FOLD



INSERT



Learning how to fold it and insert it in a way that worked for my body was challenging



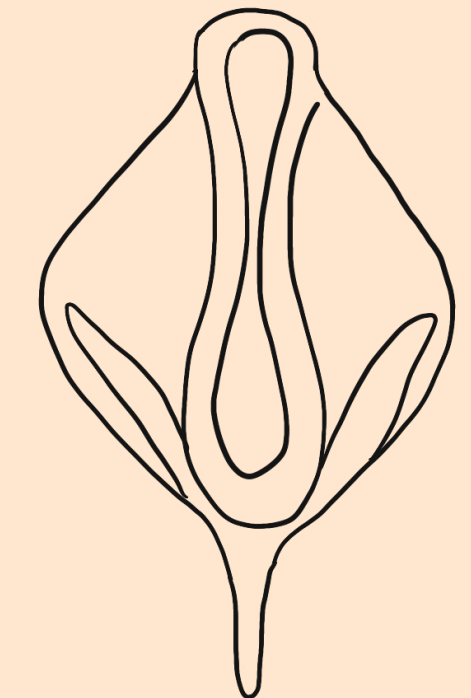
I was **not able to insert it in properly** to keep the cup in place



PUNCH DOWN



SEVEN



DIAMOND



I **gave up** when I was unable to correctly insert the cup after **several attempts**

DESIGN OPPORTUNITY

Design a **menstrual cup** and **applicator** that **intuitively** helps follow a **universal fold** for **easy insertion**

MARKET SCAN: MENSTRUAL CUPS



\$6.1(Rs499)



\$18



\$19.99



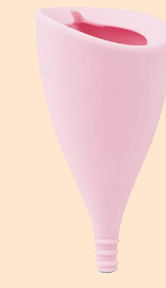
\$2



\$20.3



\$21



\$21.66



\$23.13



\$23.95



\$23.99



\$24.4



\$24.



\$24.9



\$24.9



\$24.99



\$25.88



\$26



\$26.95



\$27



\$27.9



\$2



\$28

\$



\$28.8



\$28.9



\$28.99



\$28.99



\$28.99



\$28.99



\$29



\$29.7



\$33



\$34



\$34.9

\$\$



\$34.9



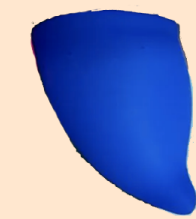
\$34.9



\$39



\$39.9



\$39.9



\$39.99



\$39.99



\$40



\$40.4



\$42.3



\$59

\$\$\$



- The applicator is made using plastic
- No intuitive way of folding the cup

Enna Cup + Applicator



**Sunny Cup + Applicator
(Yet to launch)**

- The product introduces a new fold that must be learned in order to use

Fleurity Applicator

- Works with any cup
- No intuitive way of folding the cup
- The applicator is made using plastic



**Why is it important to target
young teenagers?**



Benjamin Gardner
Psychologist

“ **Breaking habits** requires effortful control, whereas **forming** a habit results from **learning** and memory processes that operate in an **automatic fashion** ”



**How do we get our products in
the hands of a young teenager?**

1 Parent resources



2 Gynecologist clinics



3 School seminars



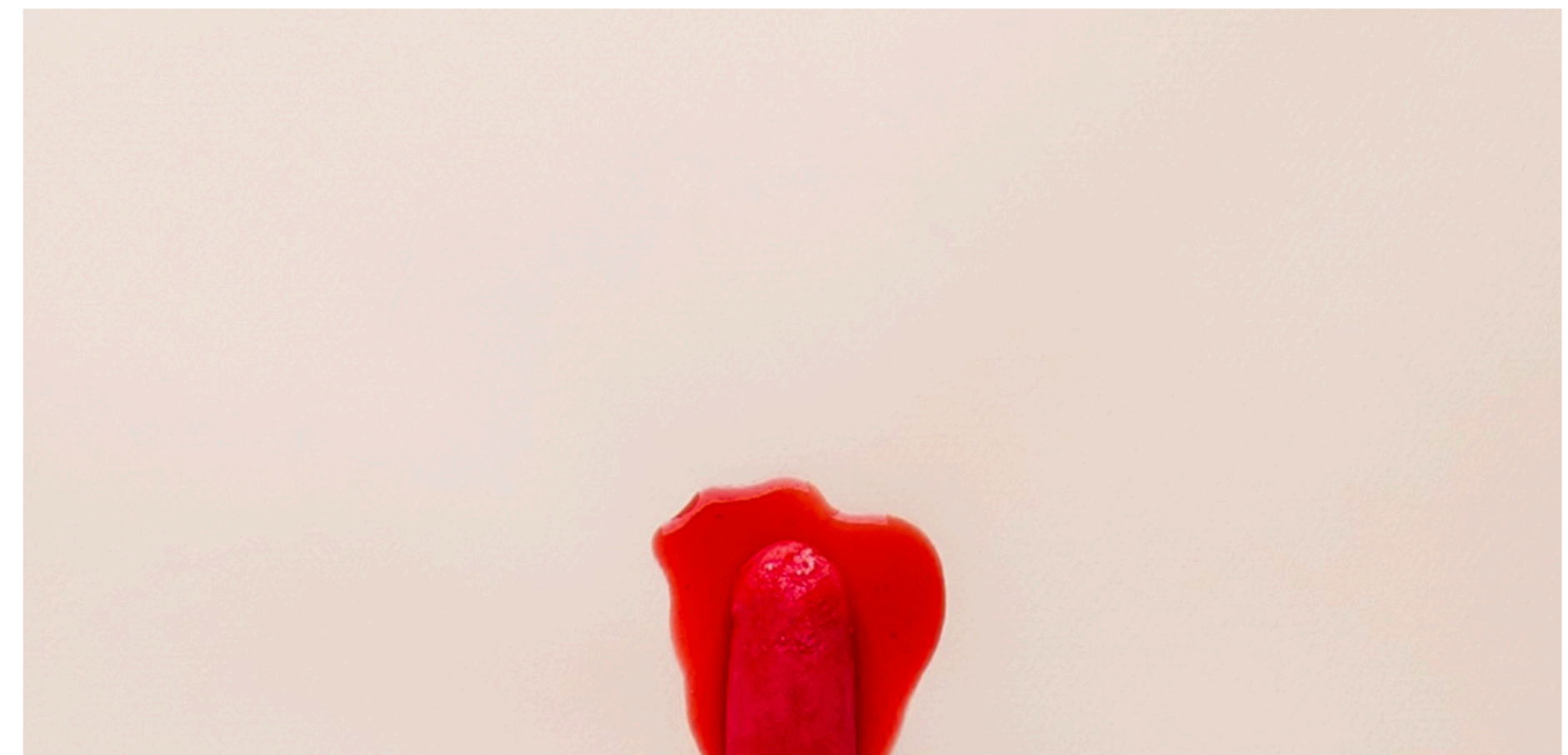


People are able to **converse freely** with **friends** and about brands. And people are able to have a huge platform for **expressing their views**

Menstruation in Advertising – Breaking the Ultimate Taboo

Periods: Branding for the Instagram Age

What we can learn from period product marketing



MAKE THE BETTER CHOICE THE EASIER CHOICE!

We believe that the best approach to menstrual care must be **natural, intuitive, predictable, and reliable.**

Our mission is to create **eco-friendly, high-performance** products that are both **healthy** for your **body** and the **planet.** We as a team are dedicated to **promoting menstrual education** and **equity** to provide **equal opportunity** for every young individual to have access to **clean** and **reliable menstrual products.**

IDEATIONS

silicone ring (anti-leak)

measure interior marking

grip.

Organic form

pear shaped. intuitive pinch grip.

Prongs on a ring

Angled top

Inner structure.

inspired by petunia flower

Pull tab.

Long end for easy removal.

Spring

thicker

softer

hole

1 Don't need to fold

2 easy to insert break the seal

3 easy to remove

Thicker

softer

Thicker

hole

clear

Thick material

Thin material

Harder material

Silicone

form insp. dolphin.

two-finger pull tab.

1

2

3

4

5

6

7

8

9

10

Silicone

rubber/plastic elasticity

plastic

lock

Pull to tighten tension.

Angled top (smaller fold)

finger indent

easy removal indent.

folded cup.

Applicator

Close-up

Structure

Cup.

Pull tab

Applicator

push stick.

back.

DIE CUP SIZE HAS DIFF INDENT LINES.

PROTOTYPES



Internal Ribs as structural support



Different silicone durometers



Intuitive form for a pinch grip





[Click to view Menstrual Cup and Applicator Demo](#)

CORE77
DESIGN
AWARDS

2023 WINNER

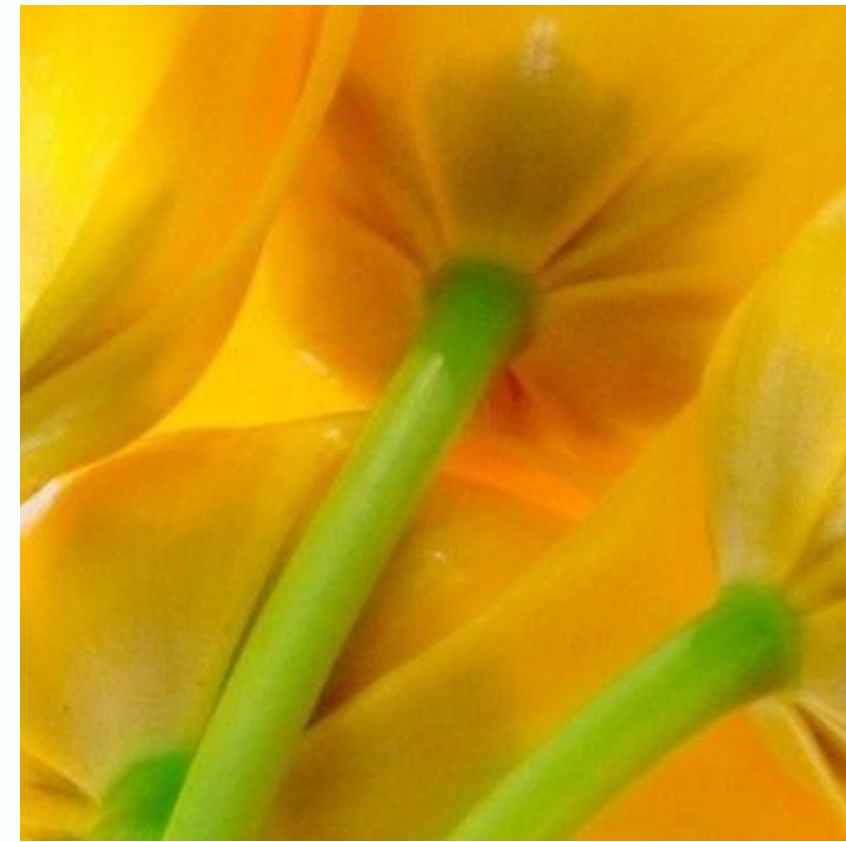


[Click to view](#)



ENERGETIC, FRESH, BOLD

COLOR PALETTE MOODBOARD



9981FC



FF7E64



FC8E5D



F7D157



CDE07D

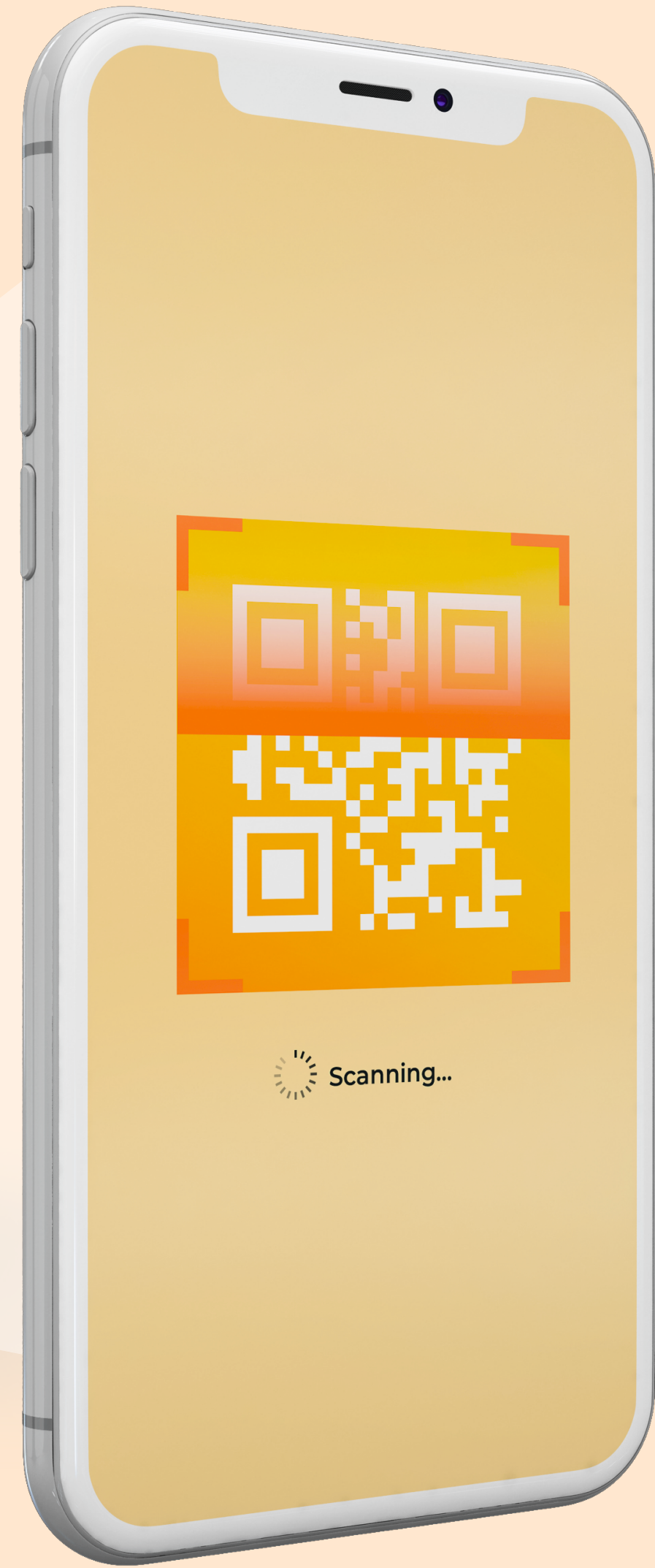
ORA



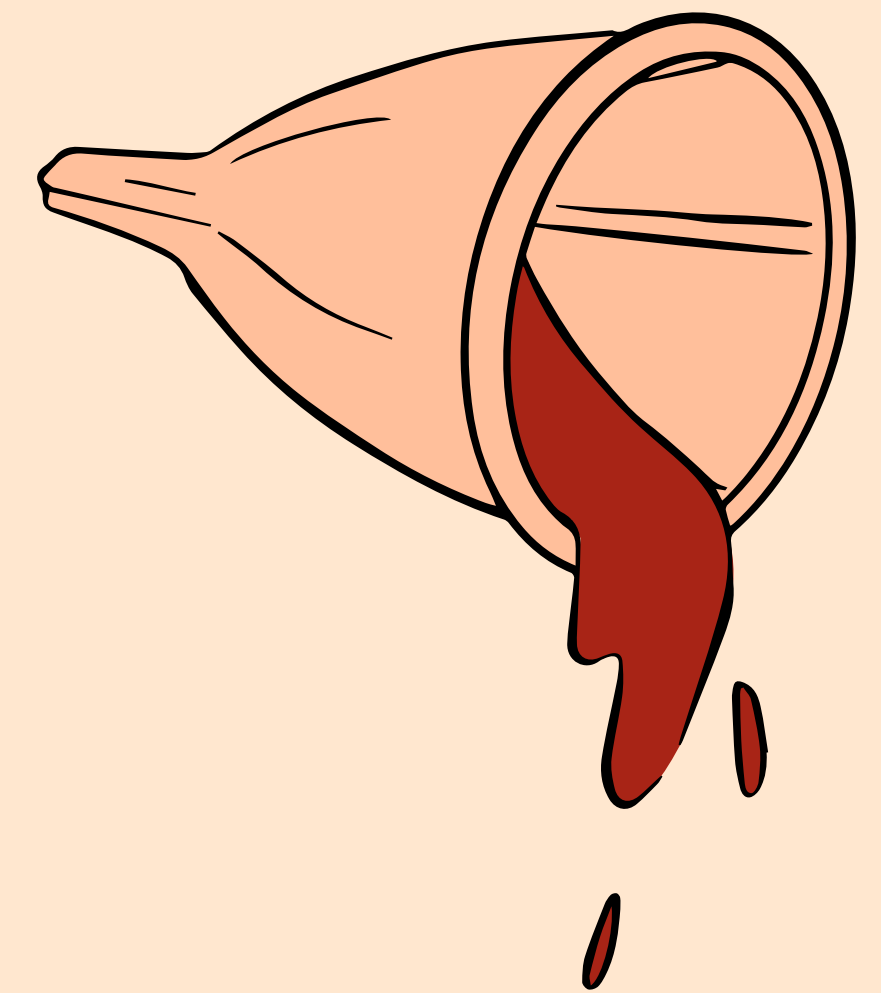
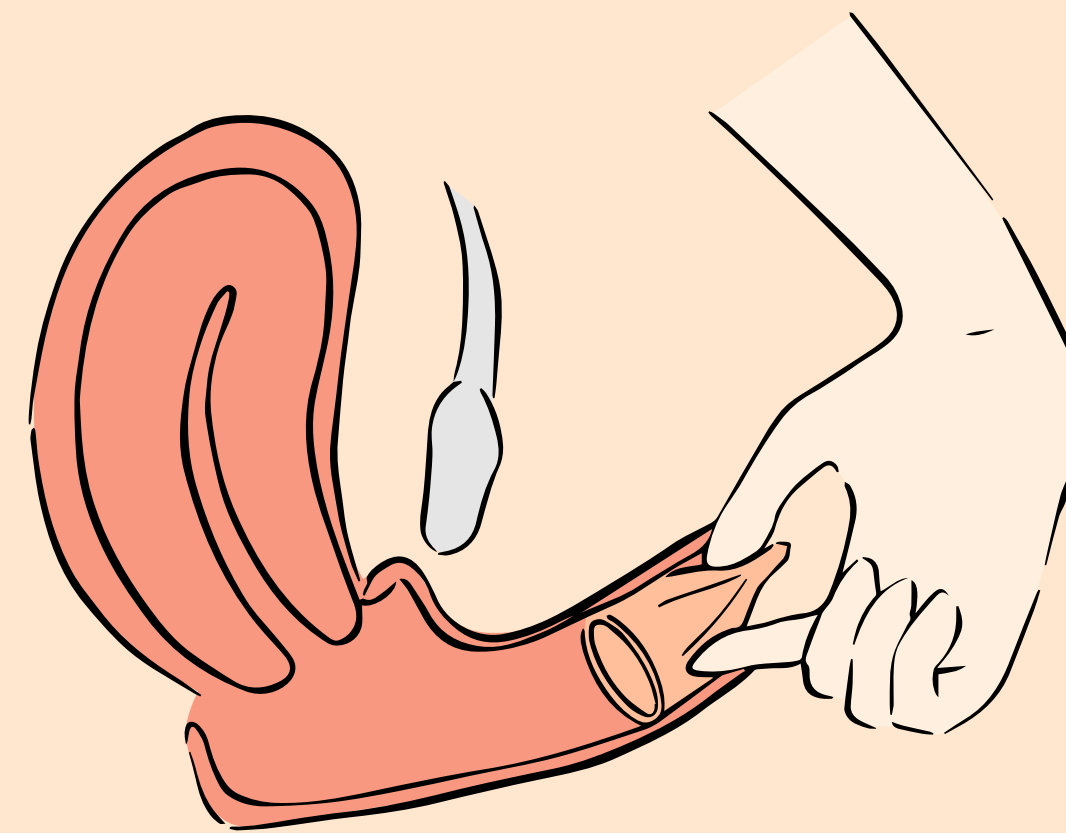
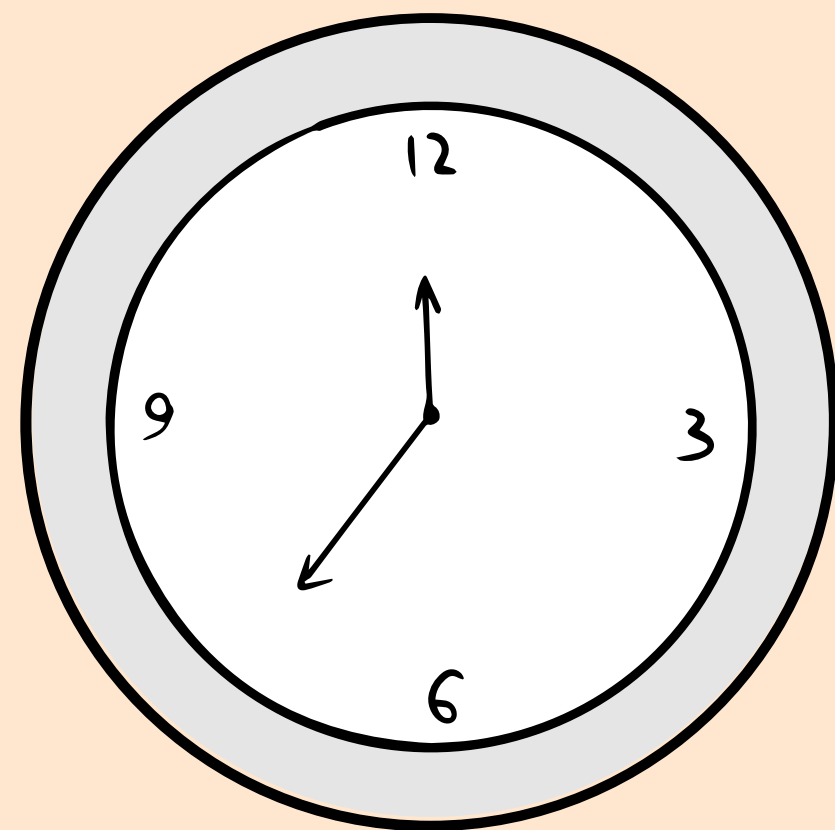
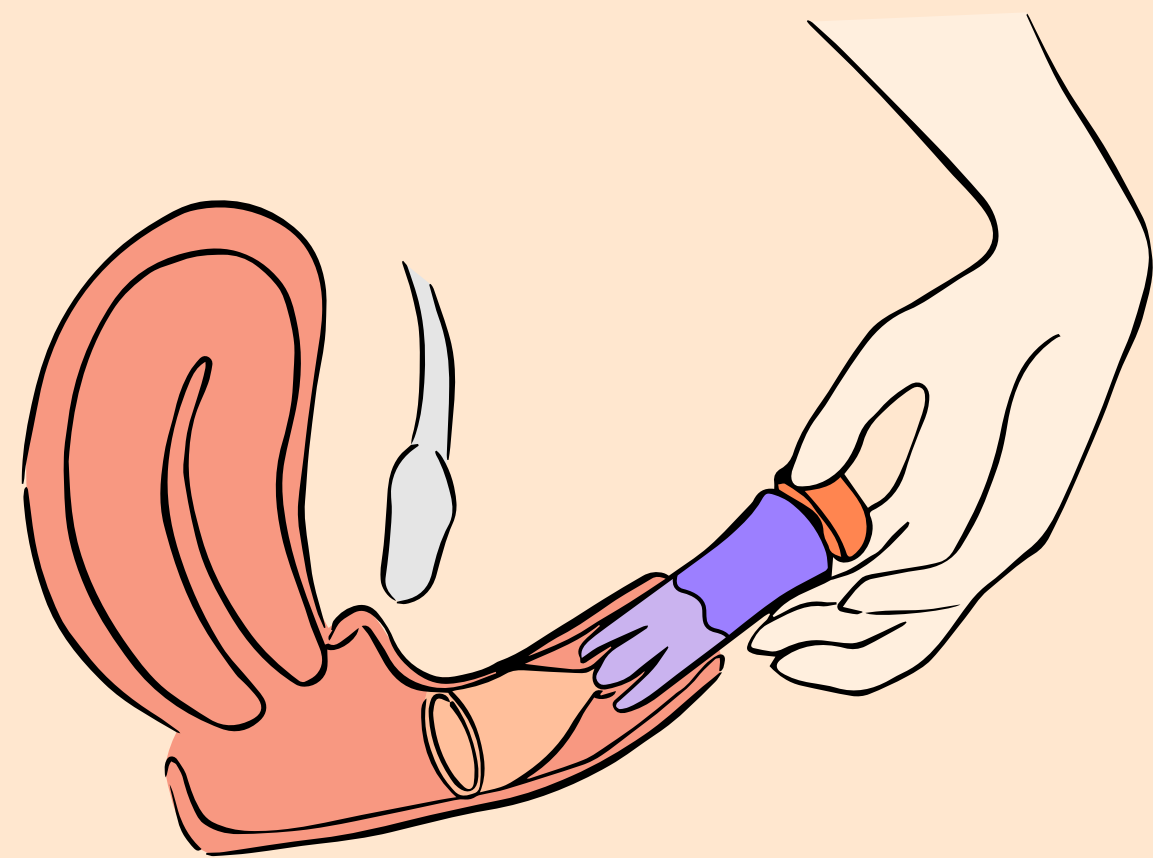
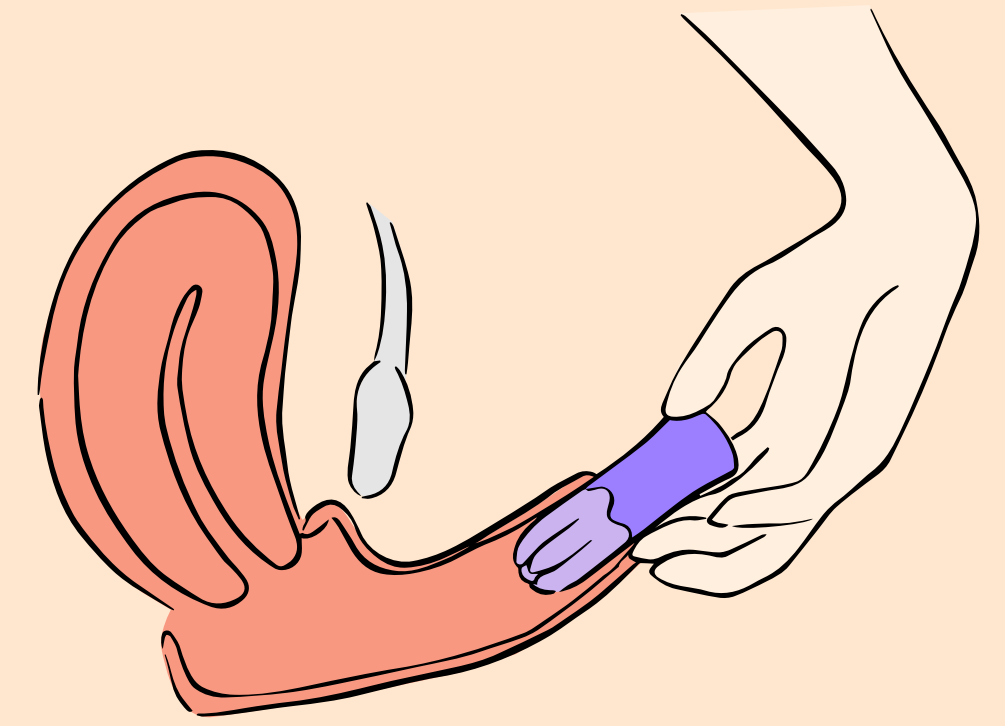
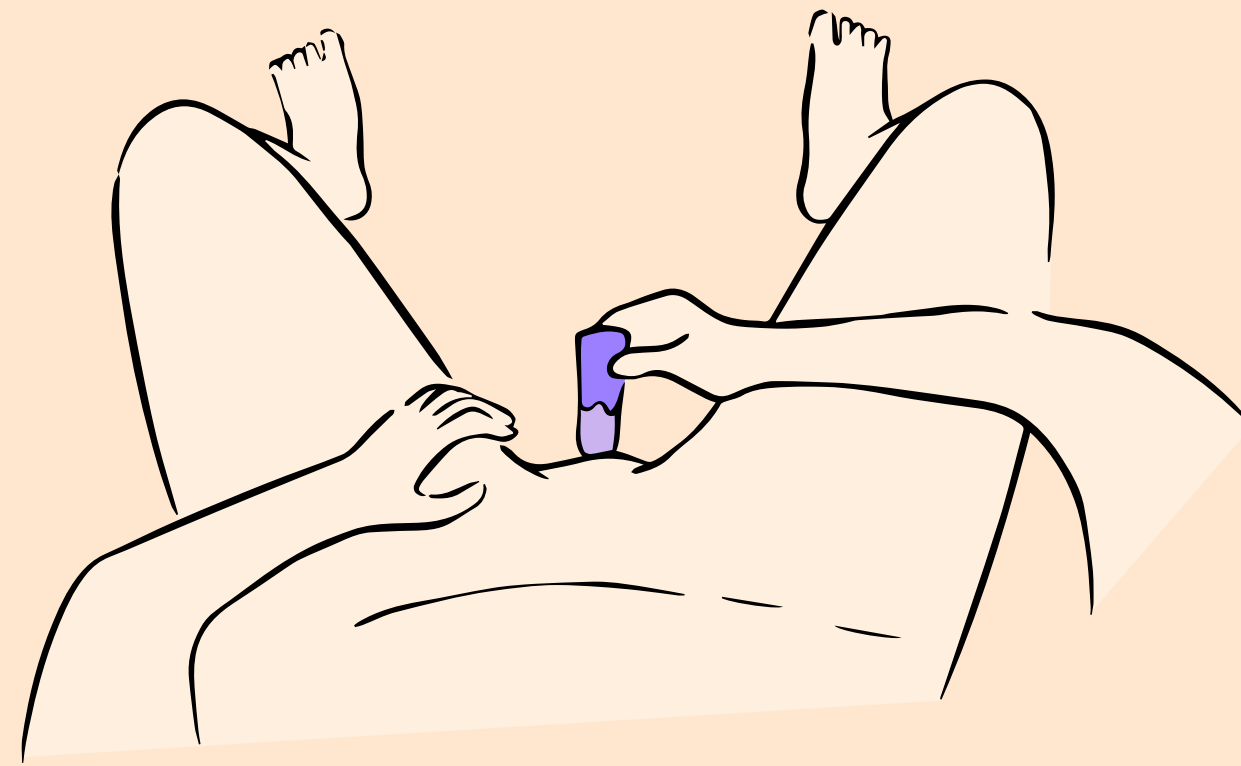
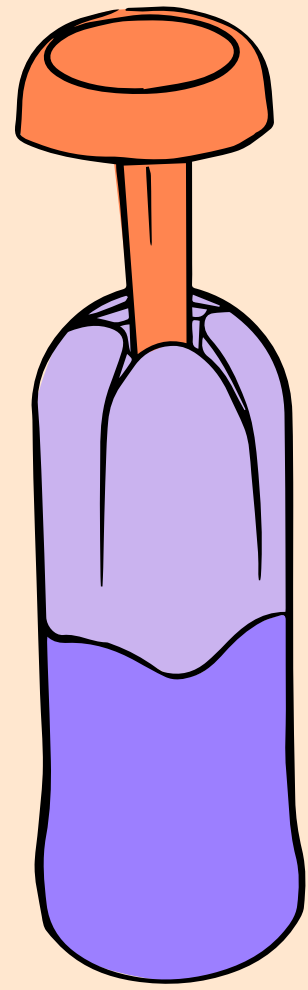
An opening or entrance to a passage, especially one at either end of the cervix of the uterus.



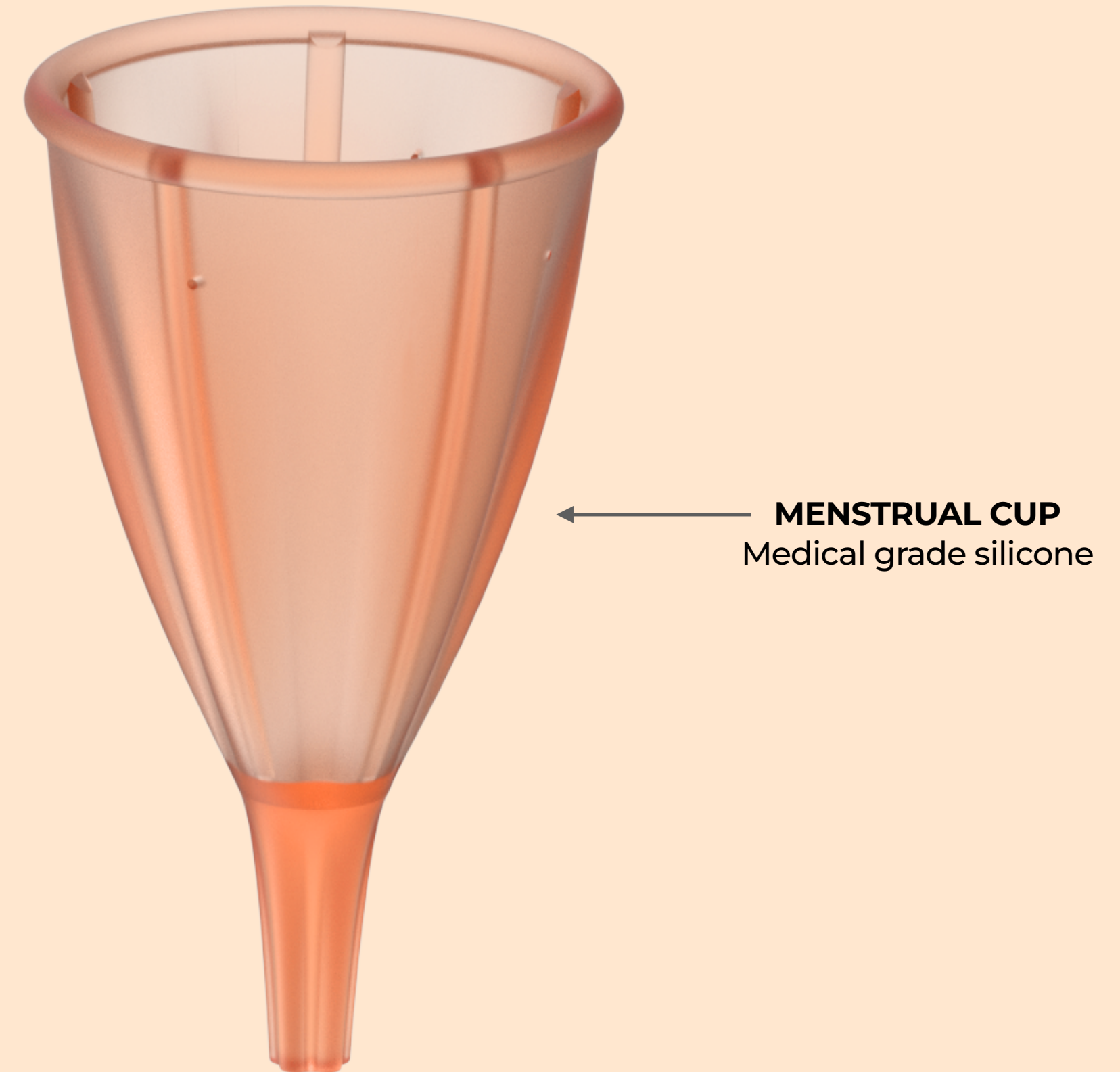
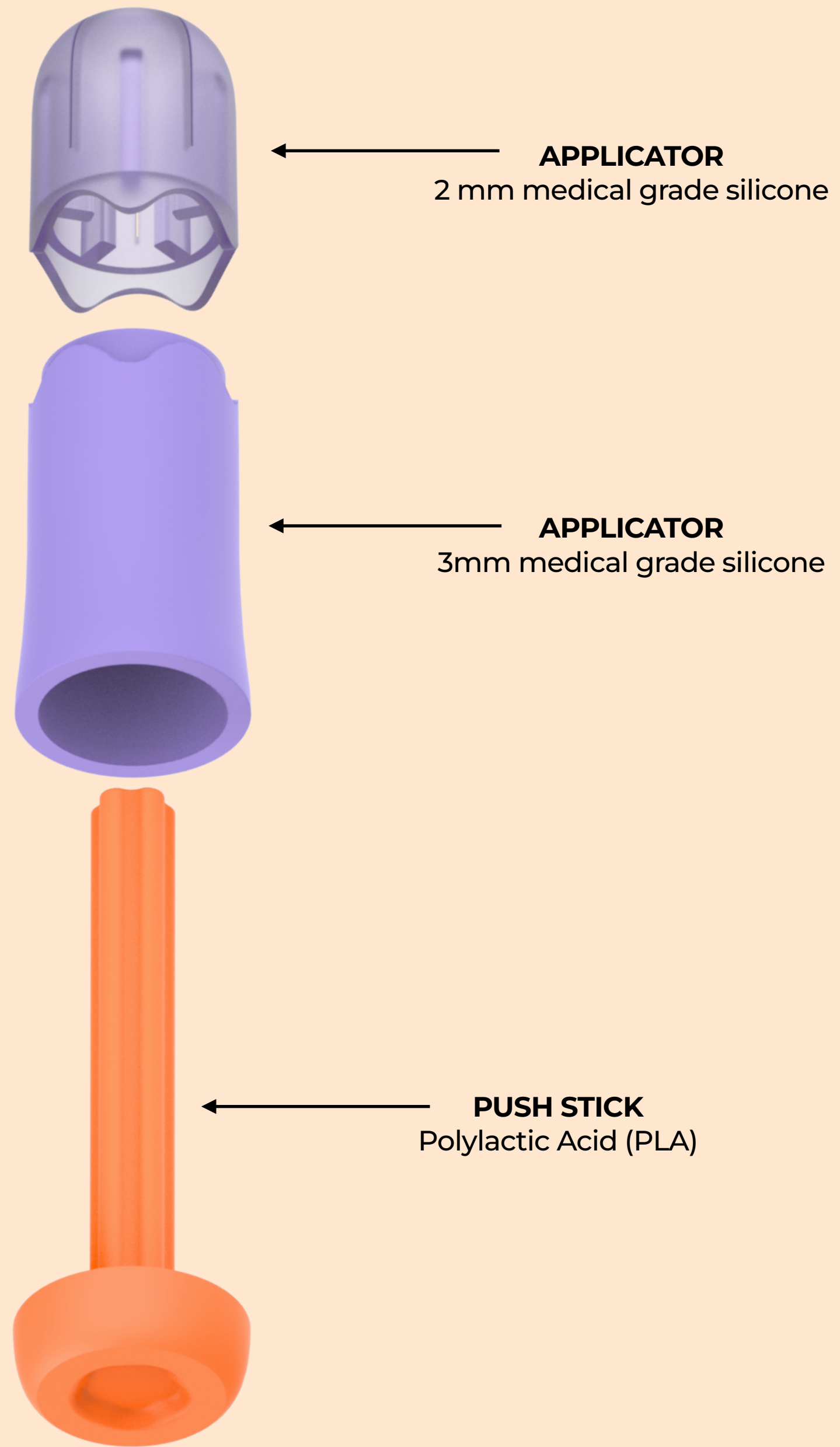
"HEY!" or "LISTEN!" Japanese mothers tend to shout "Ora" at their children to draw attention from them.



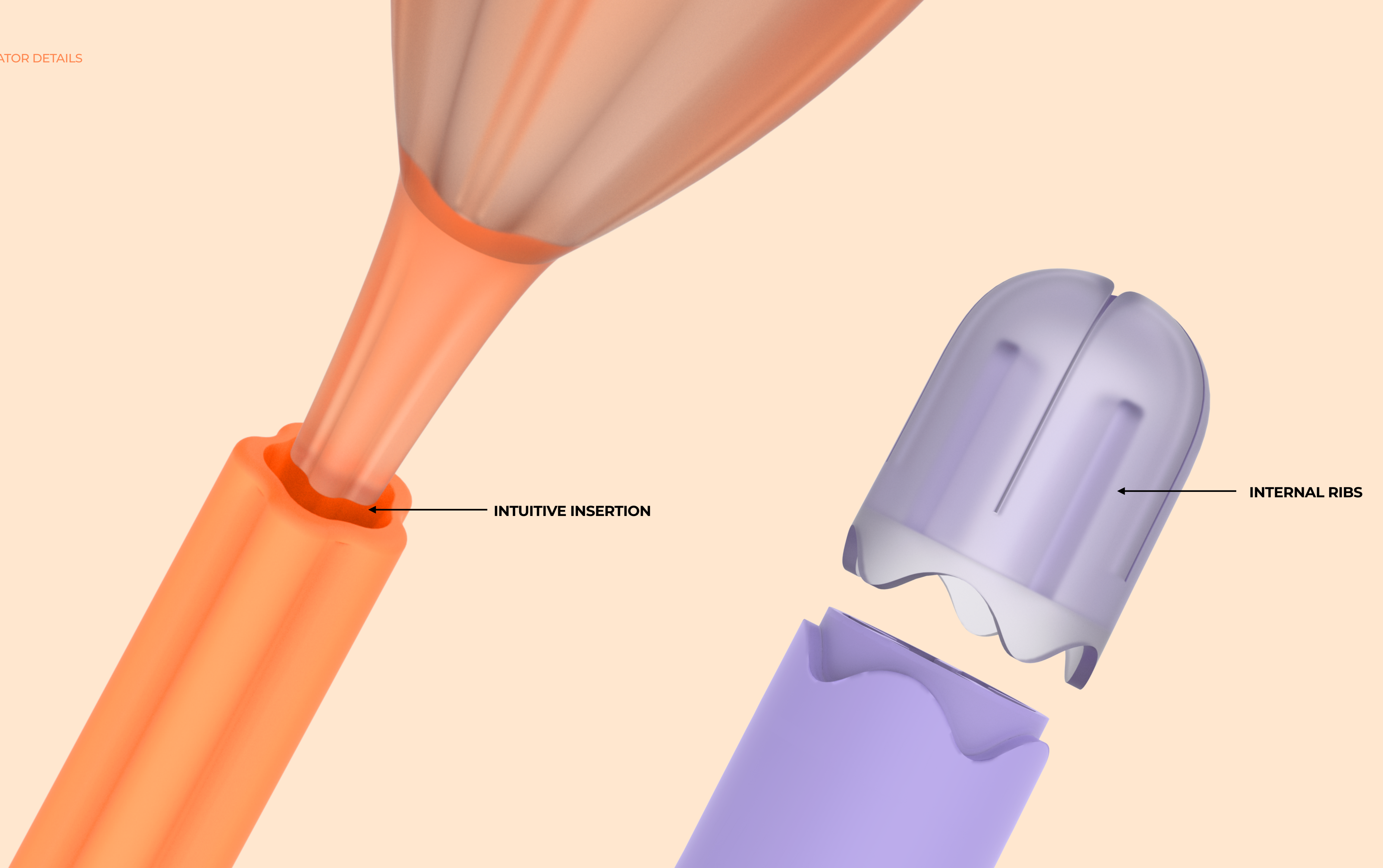
INSTRUCTIONS



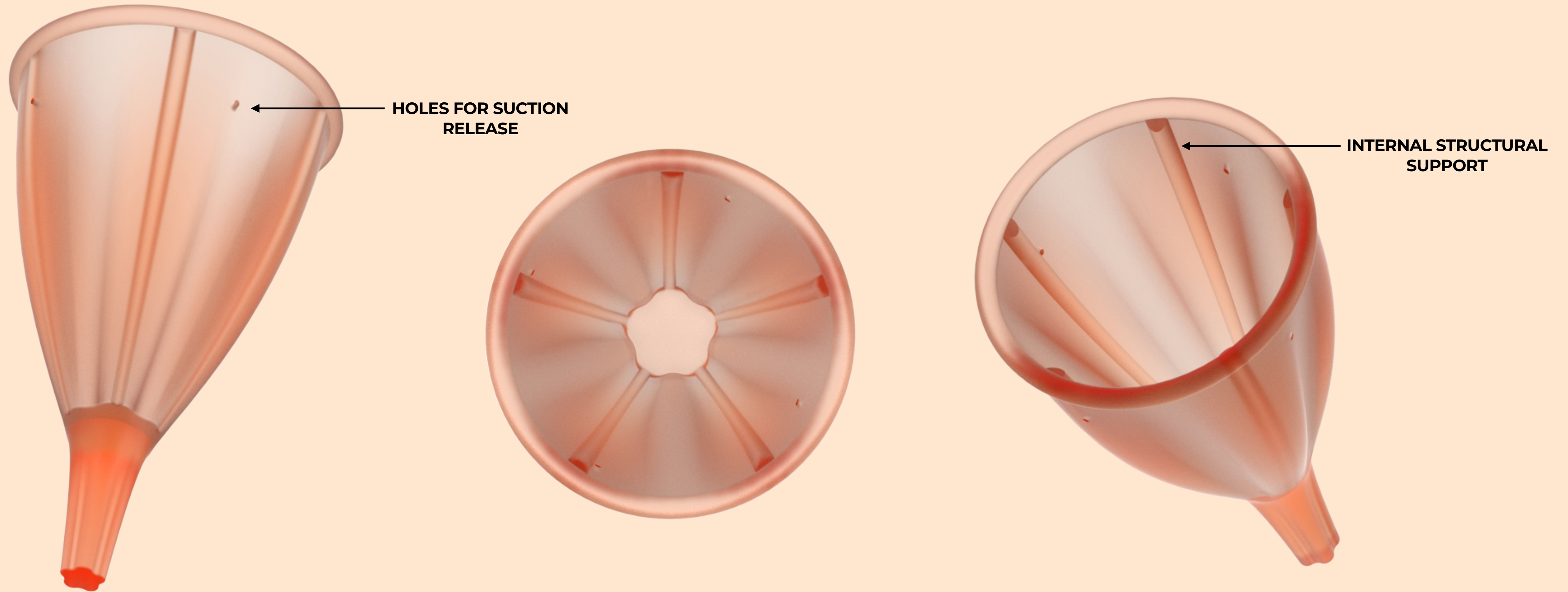
MATERIALS



APPLICATOR DETAILS



CUP DETAILS

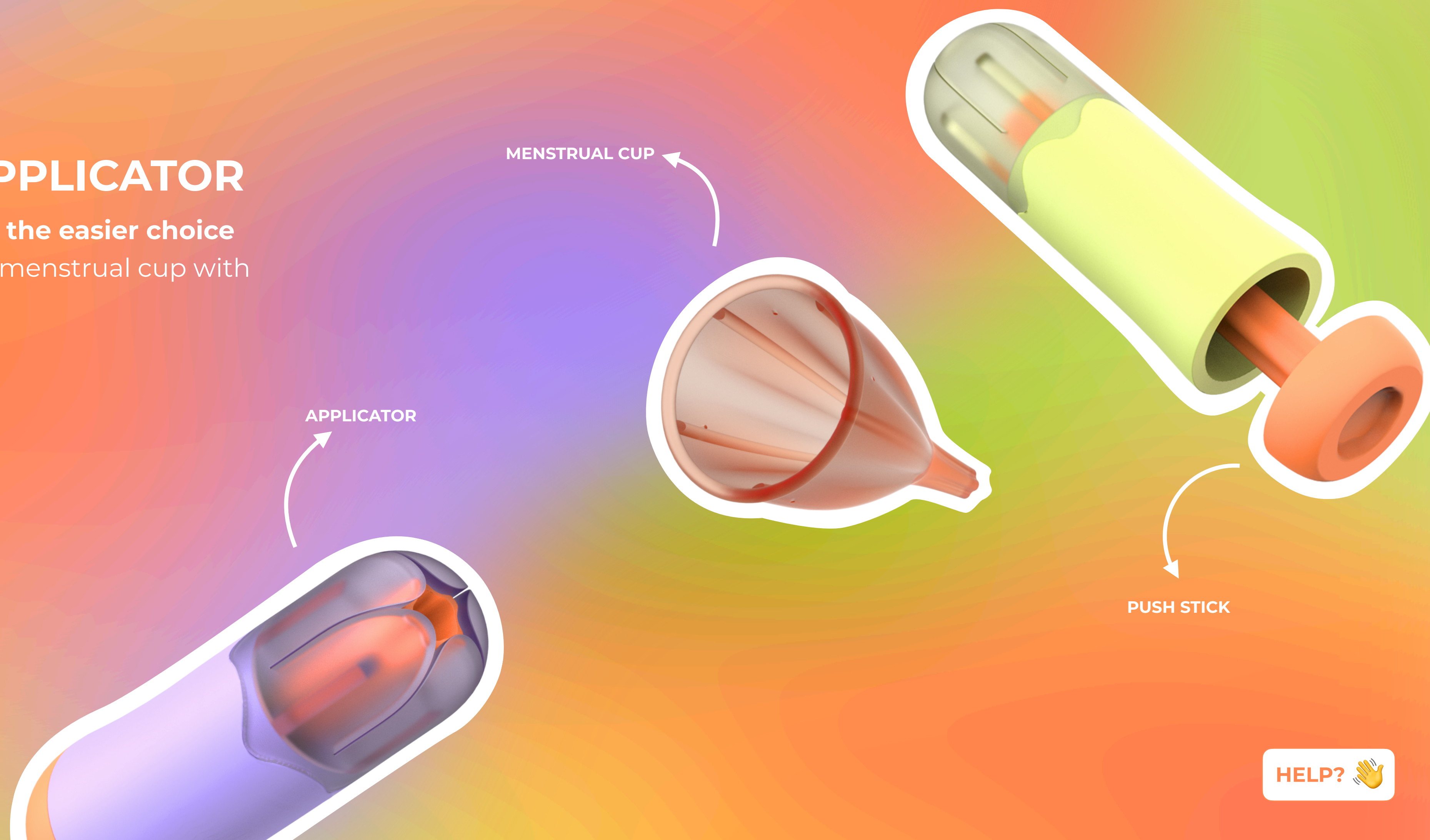


ORA CUP & APPLICATOR

Make the better choice the easier choice

Introducing an intuitive menstrual cup with hassle-free folding

SHOP NOW



HELP? 🙋



ORA CUP & APPLICATOR

Make the better choice the easier choice

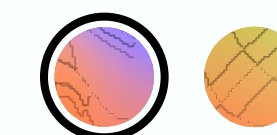
We designed a cup and applicator for teenagers to alleviate the intimidation of folding and inserting menstrual cups.

\$ 49.99



- Ø PLASTIC
- Ø LATEX
- Ø PHTHALATES

Color: **Morning Glory**



ADD TO CART



ORA CUP & APPLICATOR

Make the better choice the easier choice

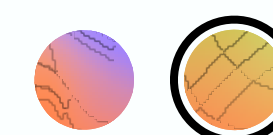
We designed a cup and applicator for teenagers to alleviate the intimidation of folding and inserting menstrual cups.

\$ 49.99



- PLASTIC
- LATEX
- PHTHALATES

Color: **Summer Sunset**



ADD TO CART

FREE SHIPPING ON ALL DOMESTIC ORDERS 🚚

ORA

Shop Education About Impact Contact




RESOURCES FOR PARENTS



We believe that forming habits is easier than breaking habits

WHY USE MENSTRUAL CUPS & APPLICATORS?

The Ora cup is inserted into the vaginal canal using the reusable applicator. The cup collects rather than absorbs blood which reduces the chance of toxic shock syndrome.


The soft applicator head must be inserted into the canal (2 inches). The push stick helps release the cup. If inserted correctly, there should be no discomfort



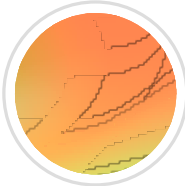
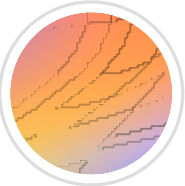
← **ora**  ⋮




 **ORA** 

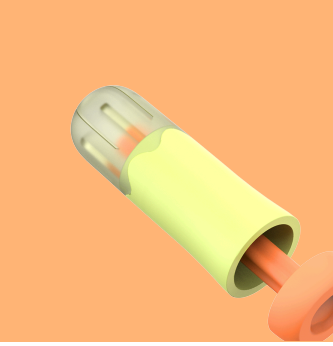


219 Post 1,924 Followers 163 Following

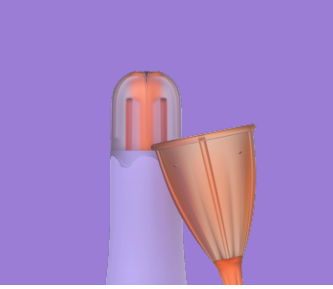


ORA
 Teenager Menstrual Care
 Reusable ORA cup and applicator
 #Natural#Intuitive#Predictable#Reliable






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 2022  Education  Products  Q & A


  


    


 


Your Story meggangrubb senada.greca mariamaite__ jer

 ora 



283 Likes
 Lorem ipsum Through innovation, we designed the Ora cup and applicator as a self-care product duo for



TRY ON A NEW TRADITION THIS CHRISTMAS

SCREEN-TIME UPGRADE! THE 24 BEST LEARNING APPS

EGG-AND-CHEESE BREAKFASTS FOR EVERYONE

Parents

New menstrual product



ORA



Make the better choice the easier choice!