

Empowering individuals through

- + access
- + choice
- + education

Pill Club

Business Problem

Despite potential customers often having limited knowledge of birth control pills, Pill Club tends to prioritize the explanation of their service, over the explanation of birth control pills and their effects.

This is causing them to miss out on many potential customers.

Opportunity

This is an industry-wide issue that allows Pill Club to differentiate by catering to the audience that needs information on birth control pills to find a product that works for them.

Shifting the perception of Pill Club as the go-to for individuals new to birth control pills.

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Framing

How might we provide potential users of birth control pills with necessary information to confidently submit a prescription request with Pill Club?

Pill Club	Problem Space	Opportunity	Design Decisions	Value
<h1>Brand Pillars</h1>				
<p>Personalized Prescriptions</p> <p>Ensures everyone receives a prescription that suits their needs.</p>	<p>Trusted Space</p> <p>Creates a safe space to engage in sexual health related conversations.</p>	<p>● Prioritizing Understanding</p> <p>Informs about the pill, its potential purposes, and how it affects the body.</p>	<p>● Empowered Decision Making</p> <p>Strives to empower potential customers to make more informed decisions.</p>	<p>Reassuring Experience</p> <p>Speaks in a supportive tone, allowing for a more comfortable engagement.</p>
				05

Vanessa Francom

18, New to Birth Control Pills

Goal

- Find an affordable birth control pill brand that will work for her
- Prevent accidental pregnancy



Intervention Opportunity

	Awareness →	Consideration →	Consultation →	Purchase →	Usage
Actions	<p>Becomes sexually active</p> <p>Explores options for oral contraception</p> <p>Discover online birth control pill perscription services</p>	<p>Look into Pill Club and what they offer</p> <p>Gain a deeper understanding of birth control pills</p>	<p>Create an account</p> <p>Fill out medical history questionnaire</p>	<p>Receive birth control pill prescription</p> <p>Select and confirm a subscription plan</p>	<p>Take prescribed birth control pill</p> <p>Contact medical team regarding any questions</p>
Thoughts	<p>“What are other people’s experiences with the pill?”</p>	<p>“Where can I find more information?”</p>	<p>“Am I doing this right?”</p>	<p>“I wonder if I can find more information on this pill or brand.”</p>	<p>“I hope I don’t have extreme side effects?”</p>

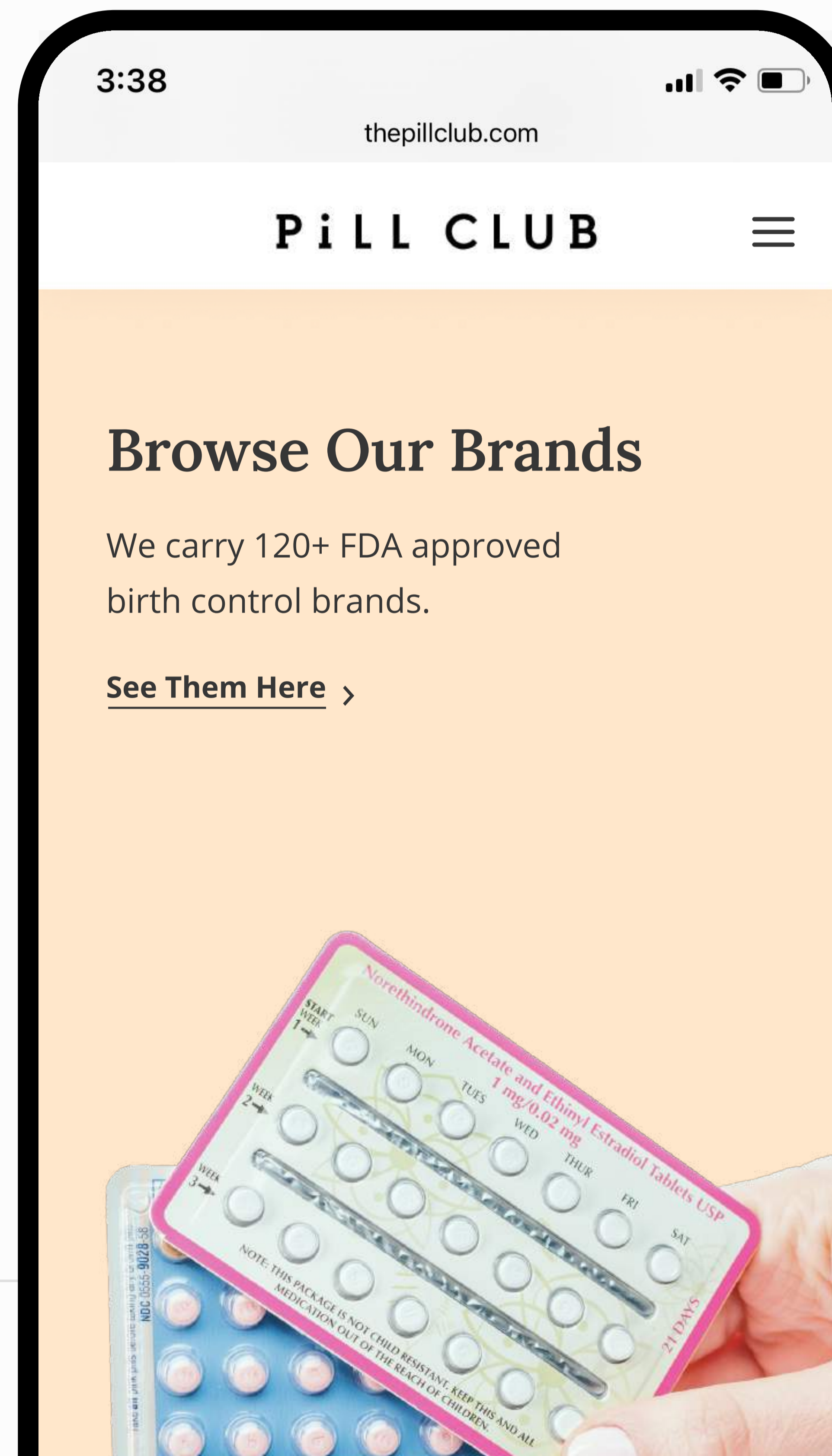
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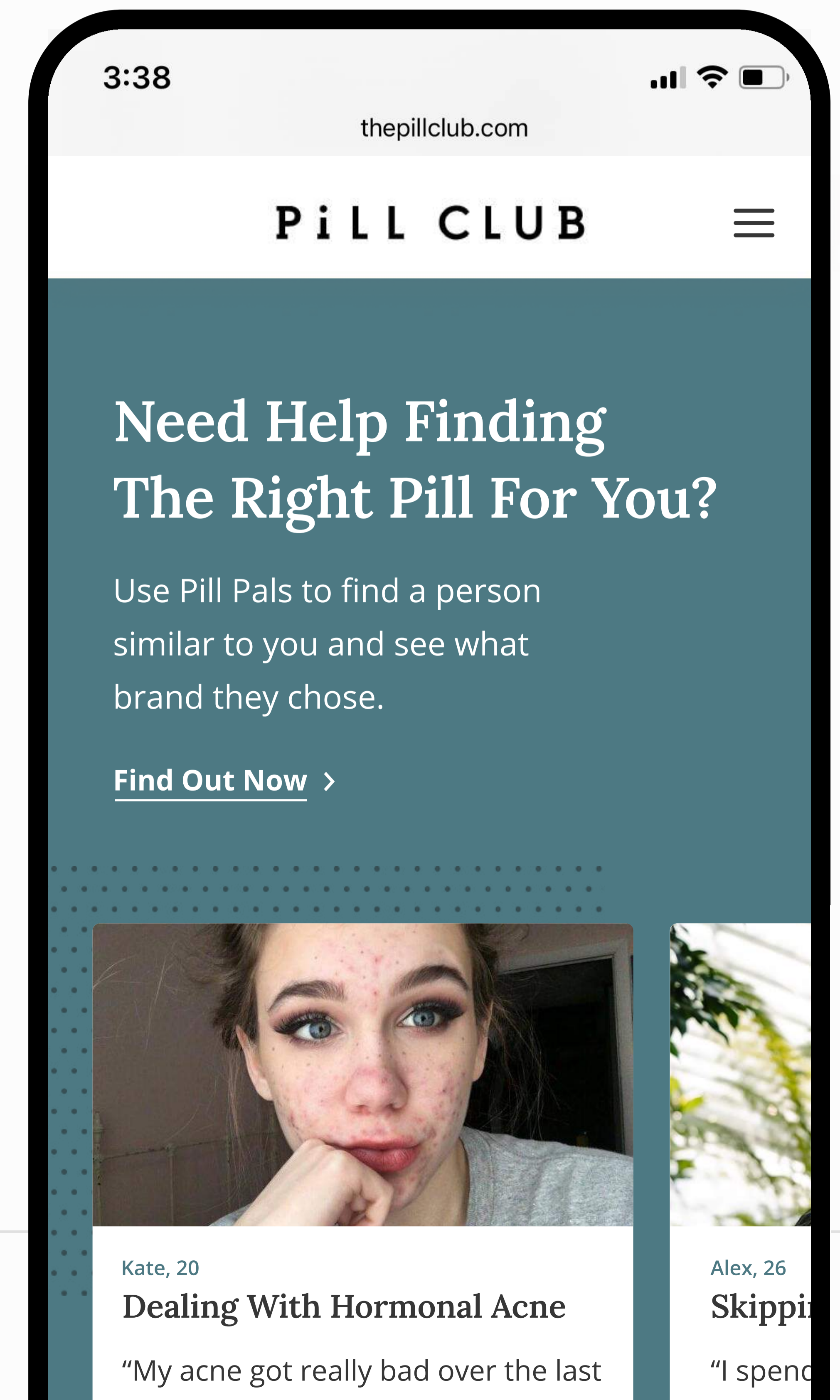
Learn



Brand Listings



Pill Pals



Pill Club

[Home](#) > [Learn](#)

Let's Learn About Birth Control Pills

[Types of Pills](#)[How to Take](#)[Effects](#)

There are two types of birth control pills, combination pills and mini-pills.



Combination Pill

- The most popular and most common type of birth control pill
- Its name comes from the fact that it combines two hormones, estrogen and progestin

There are three types:

Learn

CENTRALIZED INFORMATION

To clearly address the initial questions an individual may have, information is presented in a digestible manner.

PILL CLUB



Home > Pill Brand Options > Yasmin

Say Hello To Yasmin!

Also Known as — Ocella, Syeda, Zarah

Overview

Cautions

Compare



Yasmin

\$64 without insurance



Yaz

\$79 without insurance

Subscription Price

\$0

With Insurance

Subscription Price

\$0

With Insurance

Brand Listings

INFORMED CHOICES

To help the customer find all the information they need to make an informed request, brand price, alternatives, and medical precautions are outlined.



Pill Pals

Browse through similar individuals' experiences with certain brands to find a pill that works for you.

*These stories are based on real customer experiences.

Search



Filter Pill Pals (5)

13 Results

Short-Term Symptoms >



Justine, 21

Pill Pals

TAILORED STORIES

To assist in finding the most suitable pill option, stories by ones with similar lifestyles, mental or physical traits are introduced.



Short-Term Symptoms

Justine, 21

My Pill Brand: **YASMIN**

Tags

A Student

Pregnancy Prevention

Mental H

My Journey



Incentive

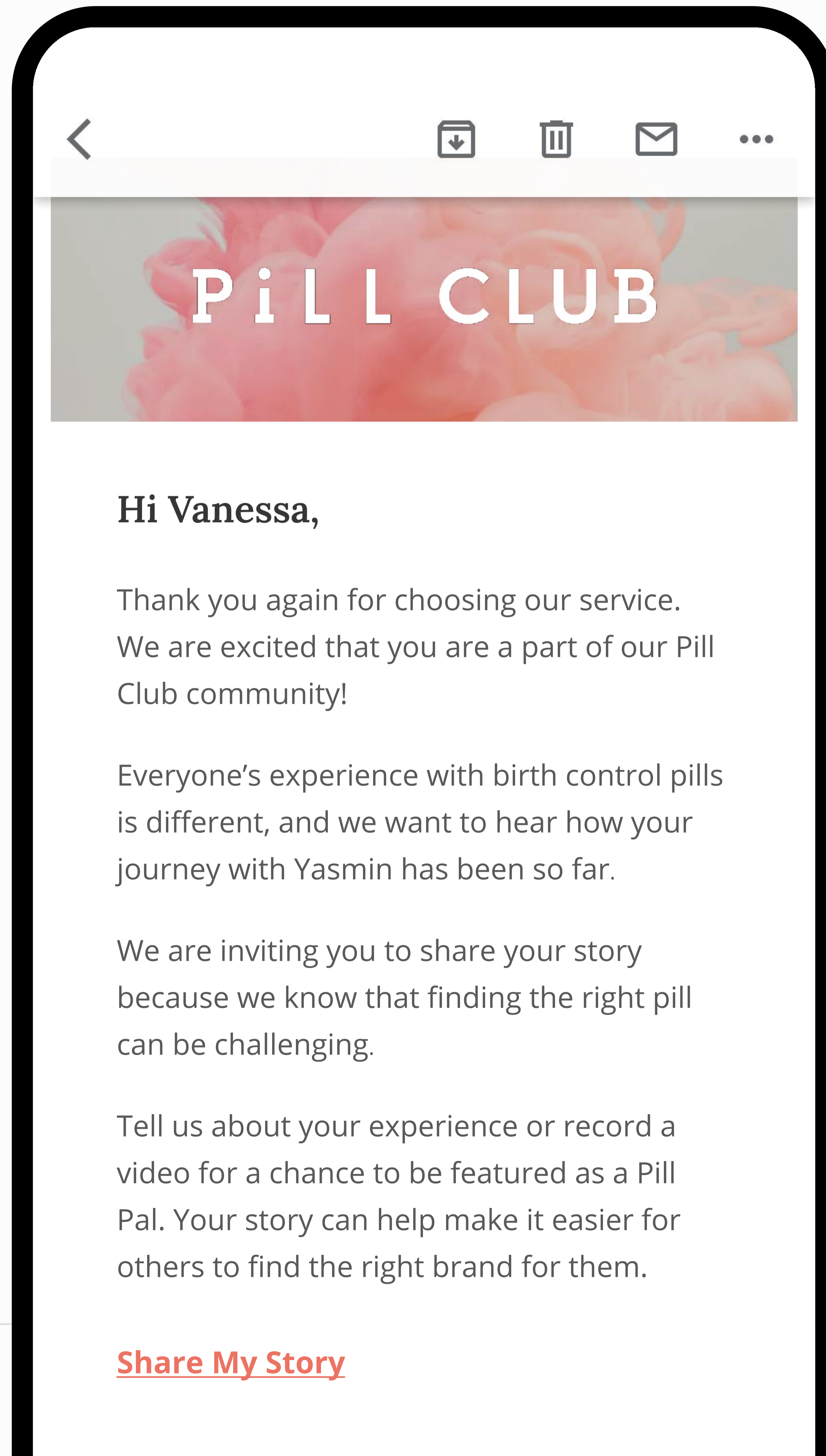
For the past few months, I have been suffering from depression and was worried about the side effects.

I was actually looking forward to start

Pill Pals

NORMALIZING EXPERIENCES

To ease the stress and alienation caused by the stigma of birth control, the openness of the stories aims to normalize experiences on the pill.



Pill Pals

FOSTERING COMMUNITY

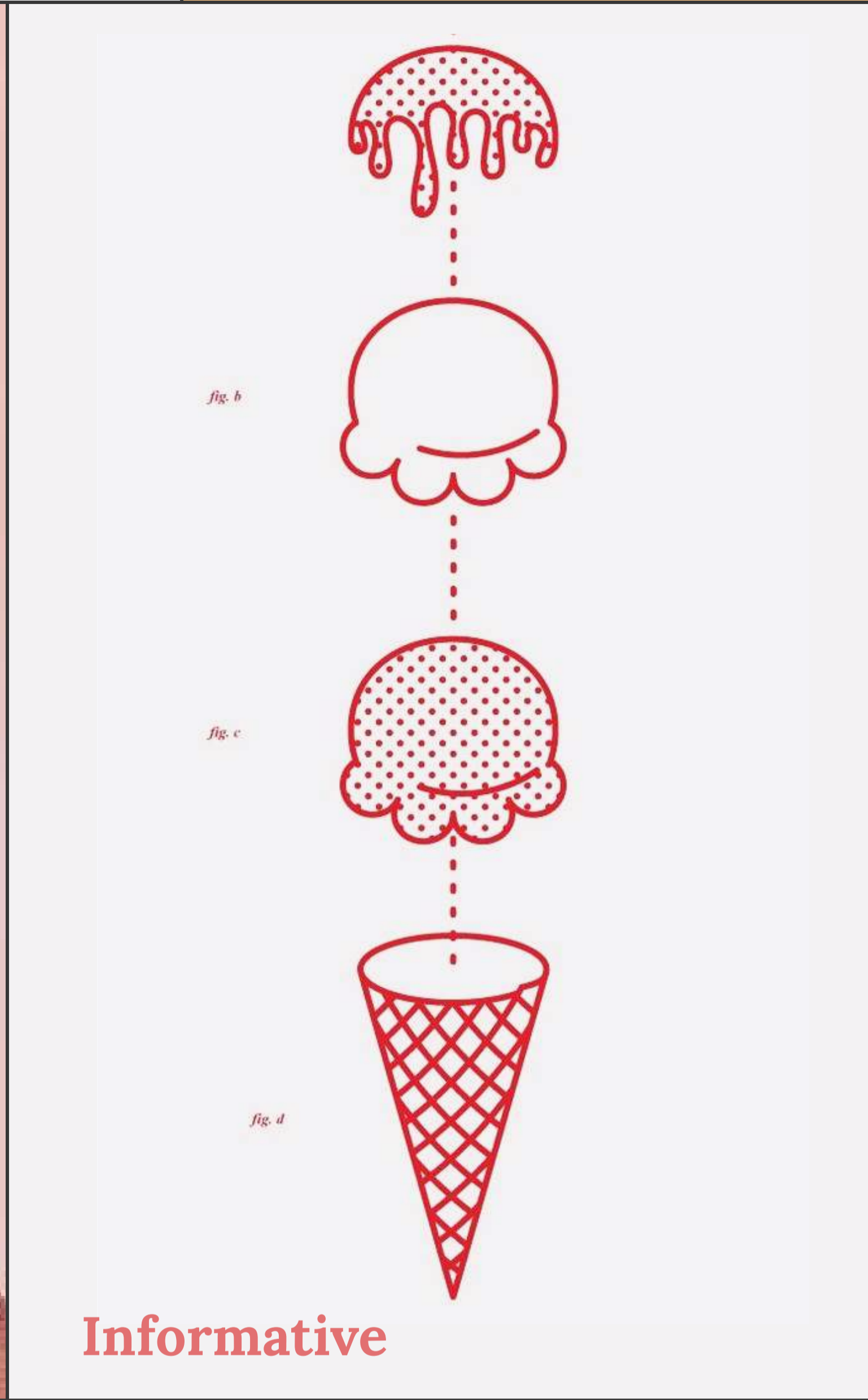
To create a more personal story, the Pill Pals are curated by reaching out to existing Pill Club members as opposed to sponsored individuals.



Hospitable



Inviting



Informative



Intimate



Peace of Mind



Connection



Uplifting

Combination Pill

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There are three types:

Monophasic Pills



This is the most common type. Each pill has the same amount of hormone in it.

One pill is taken each day for 21 days and then no pills are taken for the next 7 days.

Microgynon, Marvelon and Yasmin are examples of this type of pill.

Phasic Pills



Every Day (ED) Pills



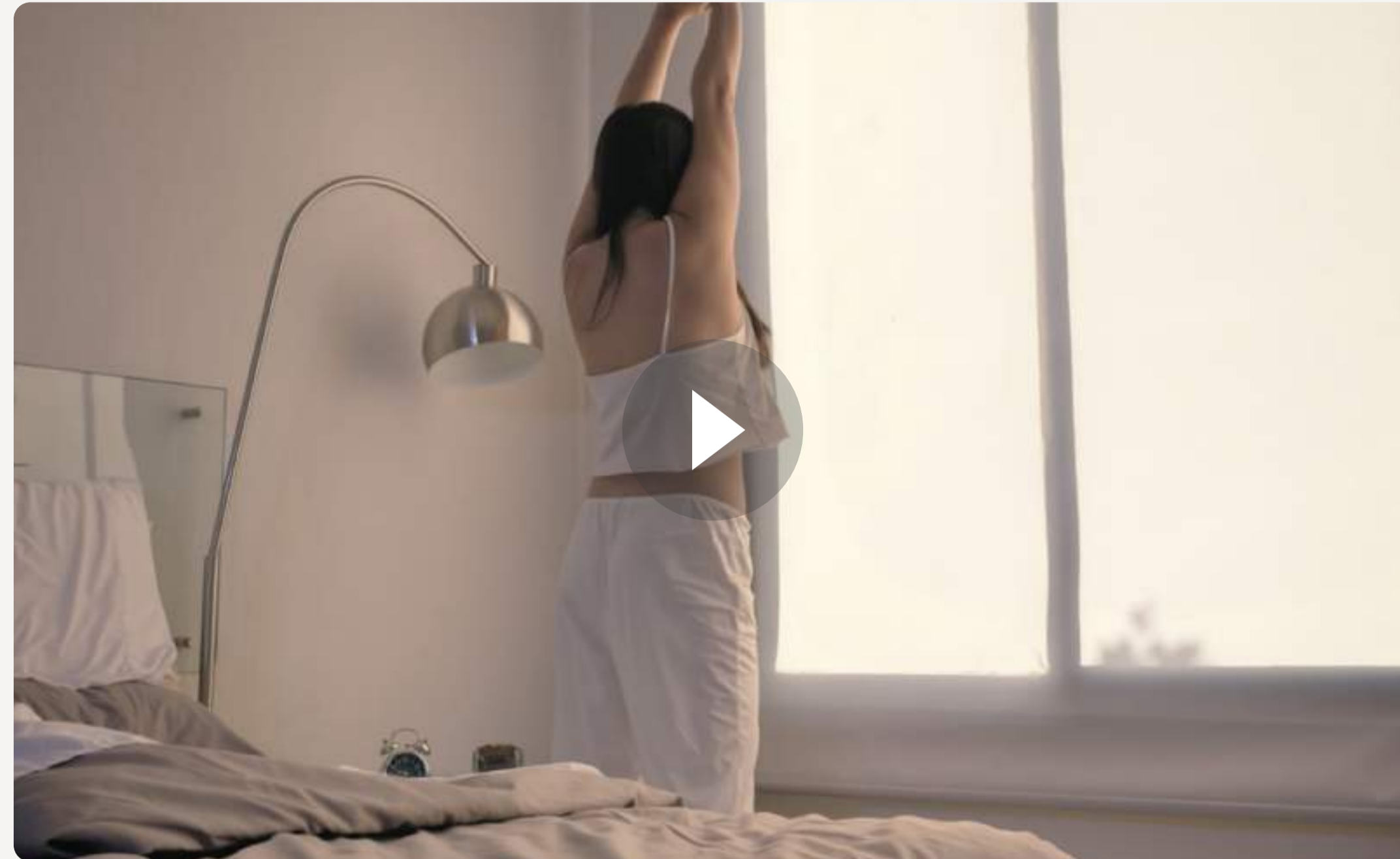
INTERACTION

Digestible Content

Expandable Content

Iconography + Videography

Chunked Content



My Experience



Bloating

When I did have my period, my bloating was a bit worse than usual.



Acne Breakout

I had acne flare up more often since starting on the pill.



Irregular Bleeding

My periods became much lighter, which I am happy about.

INTERACTION

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Yasmin is a hormone-based combination pill containing two hormones – progestin and estrogen.



Price

With Insurance	\$0 / Month
Without Insurance	\$30 / Month

Ingredients

Drospirenone (Progesterone)	3.00 mg
Ethinyl Estradiol (Estrogen)	0.03 mg

* Most birth control pills contain 0.010 - 0.040 mg of estrogen. Dosages in the lower end of this scale reduce the chances of side effects experienced.

Usage

- It is important that you take this

INTERACTION

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Need Help Finding The Right Pill For You?

Use Pill Pals to find a person similar to you and to see what brand they chose.

[Find Out Now >](#)

BRAND VOICE

Hospitable

Welcoming, supportive, and informative.

Company

Help

About Us

FAQs

Careers

Contact Us

Home Page

Learn Page

Brand Page

Pill Pal Page

...typically recommend... women who smoke or who can't take estrogen due to health conditions

- There are 2 different types of progestogen-only pills; the 3-hour and 12-hour

Note From Our Doctor

Effectiveness

Although the effectiveness of different birth control pills varies, generally there is still a roughly 9% chance to get pregnant.

Preventing STIs

It is important to note that birth control pills do not prevent sexually transmitted infections (STIs). Only barrier methods of protection, such as condoms and dental dams, can prevent STIs.

BRAND VOICE

Principled

Honest and direct.



PILL CLUB



[Home](#) > [Learn](#)

Let's Learn About Birth Control Pills

Types of Pills

How to Take

Effects



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Combination Pill

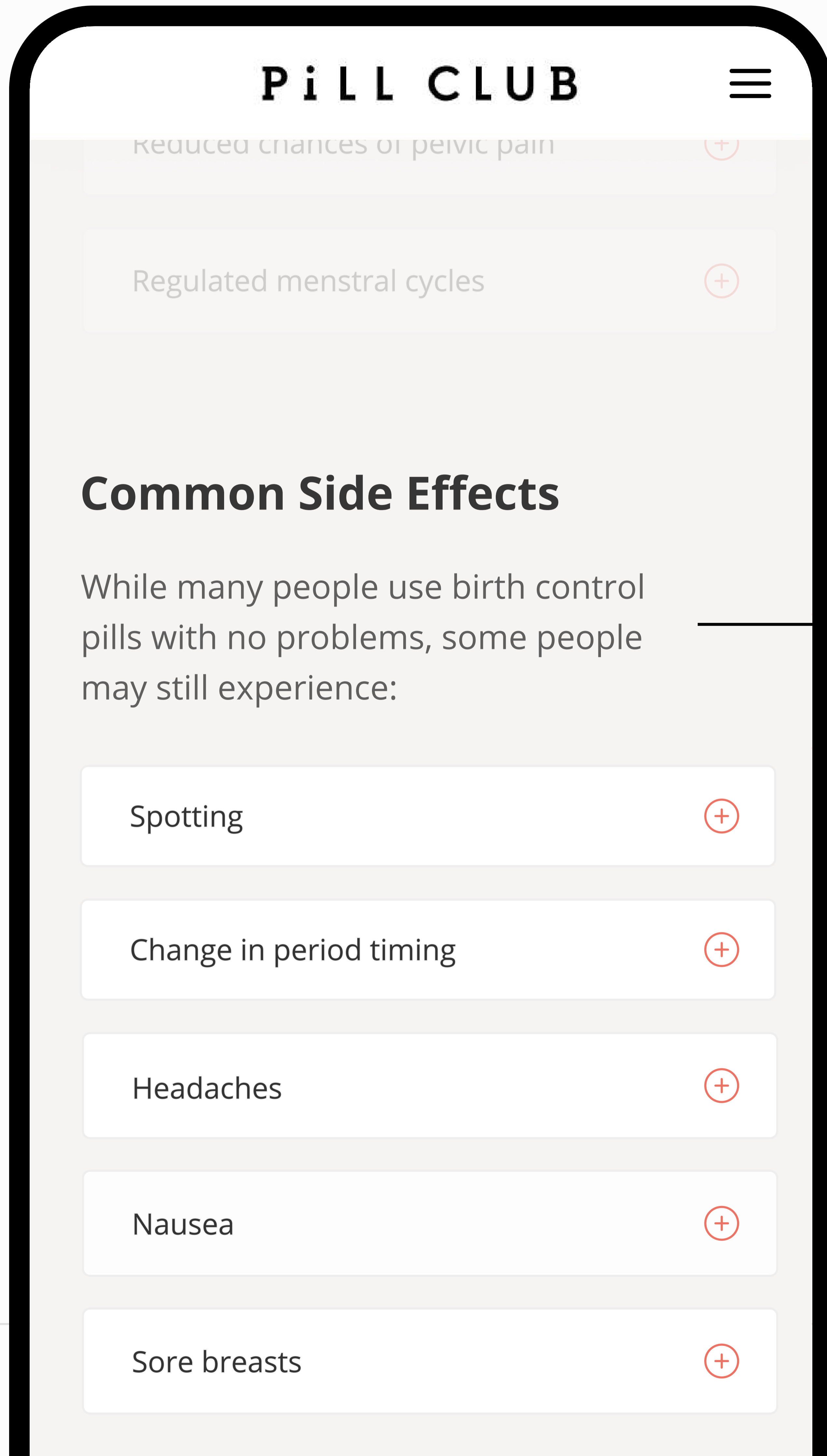
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BRAND VOICE

Uplifting

Inspiring hope and comfort.



BRAND VOICE

Compassionate

Using gentle language, without downplaying importance.

Pill Club	Problem Space	Opportunity	Design Decisions	Value
	<p>VALUE TO</p> <p>Pill Club</p>		<p>VALUE TO</p> <p>Customer</p>	
<p>Tangible</p>	<p>Broaden Pill Club's customer segment to appeal to individuals with limited or a hazy understanding of birth control pills</p>		<p>Access to personalized information, all from one centralized space</p>	
<p>Intangible</p>	<p>Distinct competitive advantage within their industry</p>		<p>Confidence in requesting a prescription</p>	
<p>Aspirational</p>	<p>Perceived as the one to go to for individuals new to birth control pills</p>		<p>Customers can view themselves as being more competent and educated on the subject</p>	



Thank You

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