ENDOBUDDY

A mobile app that's your ally in tracking your cycle and symptoms, empowering you to better understand your body and take an active role in your health.

Emina Ohranović · 2025
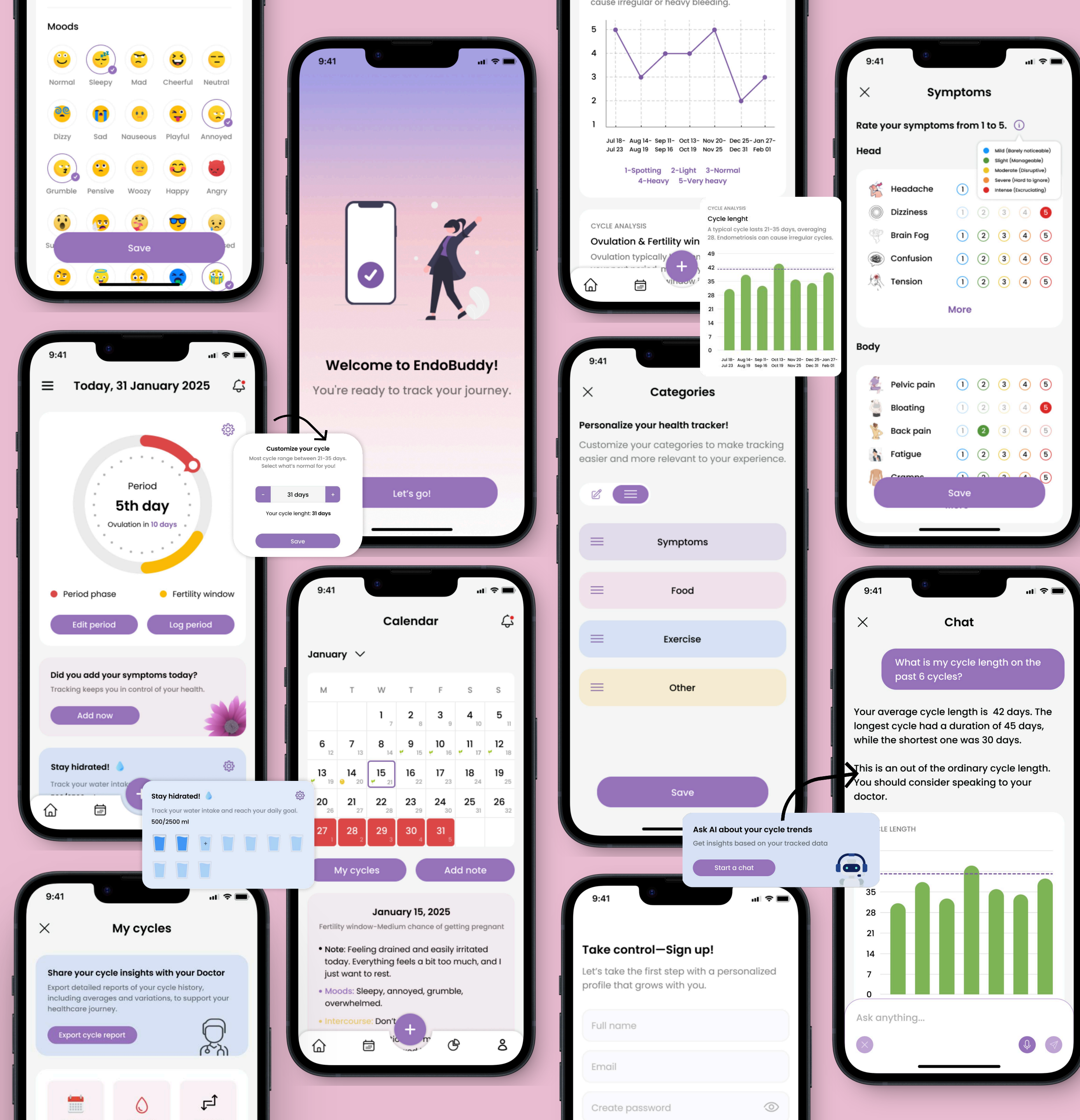
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Context
Over 190 million woman worldwide are suffering from Endometriosis.

Problem
The current market of woman health applications are mostly focused on period tracking, while many of those are not giving the tools and support in recognising symptoms and correlations between daily activities, menstrual cycles and endometriosis symptoms.

Project focus
The Endobuddy application aims to bridge the gap between regular cycle tracking and understanding correlation between symptoms and activities.

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User research methods
While doing the user research to identify the gaps in the market, I have focused on competition analysis and community analysis.

Competition analysis
I focused on identifying the key players in the market focused on women health, with emphasis of menstrual cycle tracking and endometriosis symptom tracking. The focus was on understanding key issues while analysing reviews across App stores and forums.

Community analysis
I have focused on engaging in Subreddits, doing user interviews and trying to understand what are the needs of women with endometriosis, and which of those needs can be solved with technology.

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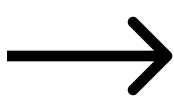
Key user needs

Easy way to track symptoms during a menstrual cycle and find causalities between the symptoms and daily activities e.g. exercise, food and other.

Personalised categorisation of tracking data points.

Easy and accessible way to share the findings and the tracking data with the their doctor.

Community for women to share their experiences with endometriosis and show support to each other.

Comprehensive knowledge base to educate women and help with actionable steps on improving their condition.

Absence of integrated features (particularly nutrition and holistic health)

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Features	endometrix	PHENDO	ENdi	Clue
Symptom tracking	Limited input, established descriptors	Detailed (logs sometimes fail)	Comprehensive	Basic (with no depth for endo)
Data visualization	No	Lacks trend analysis	Basic, requires more in-depth insight	Reports exist but are hard to read
Diet & Lifestyle	No	No	Missing food tracking	No
AI & Insights	No	No	Basic personalized insights	Limited (only premium users)
Data export & sharing	No	No	No	No

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Application	Strengths	Weaknesses
endometrix	• Enables the location and intensity of pain to be tagged • Helps users in informing doctors about their symptoms	• Users frequently report problems and errors (Last update in 2020) • Limited free-text journaling and inflexible input options • No trend analysis or data export
PHENDO	• Users like the extremely detailed symptom tracking • Useful for research	• Sometimes entries don't save, which causes problems with trust • Absence of trend insights and data visualisation • Poorly integrates medication tracking
ENdi	• Includes a variety of tracking topics, such as mood, medication, appointments, and symptoms • Simple to use, provides useful statistics	• Lacks the ability to track nutrition and lifestyle • There are personalised insights, but they require further analysis.
Clue	• Modern, clean user interface and inclusive design • High-quality educational materials	• Frequently crashes and experiences problems with data loss • Few possibilities for tracking symptoms (not suitable for endo • Reports are difficult to understand.

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KEY TAKEAWAY

Users don't need to balance between multiple apps to track the main parameters that can help with understanding their condition.

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One of the market gaps is the lack of a robust, all-in-one app that tracks and educates patients about their conditions, bridging the gap between passively collecting data and actively managing the illness.

Patients with endometriosis frequently find themselves handling many apps—one for tracking their periods, another for recording their pain, a database or notes app for their nutrition, and support forums—which suggests the market has not yet produced a genuinely complete, endo-centric solution.

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Opportunities we are going to explore with this project

Diet & lifestyle integration. We want to help users link lifestyle factors to symptoms by tracking diet, hydration, and exercise. This could be one of the main differentiators from competitors.

Data export & sharing. Unlike competitors, we want to allow users to export reports for sharing with healthcare providers e.g. doctors or health institutions.

Detailed data tracking. We want to provide users complete control over how they record symptoms, including unique symptoms, free-form notes and pain levels.

AI-powered insights. The goal is to allow users to communicate in natural language and get detailed response based on tracked data, follow up on concepts and get suggestions.

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Data visualisation and insights. We want to provide reports that are easy to use and indicate insightful trends which can be converted to actionable suggestions.
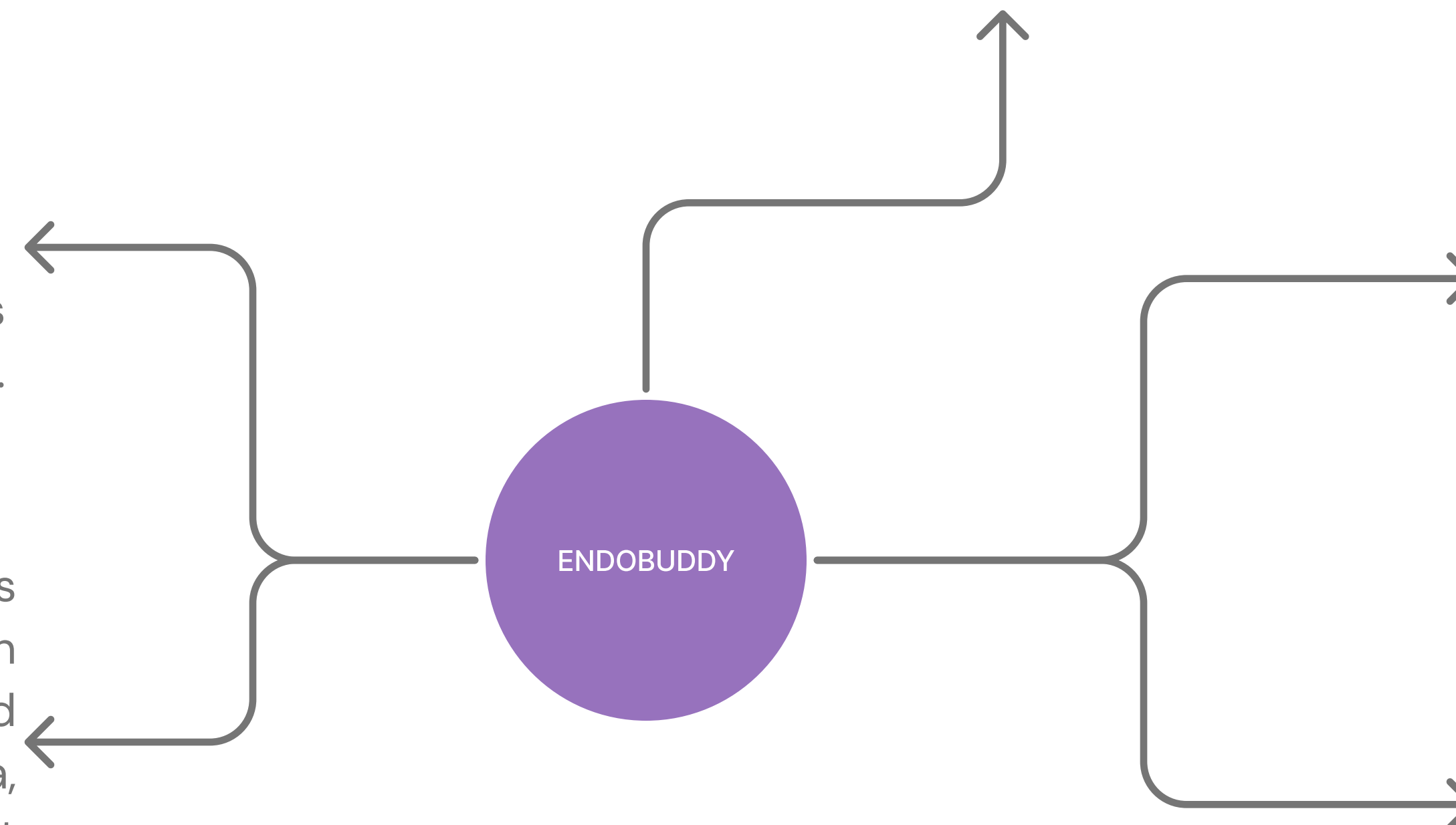
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Hello! This is Emma. Marketing manager, 29 years old, career-focused, and health-conscious, she struggles to manage endometriosis symptoms.

Emma's daily tasks
- Managing work deadlines while dealing with endometriosis symptoms.
- Tracking her symptoms and menstrual cycle in order to recognise patterns.
- Finding ways to reduce pain and discomfort throughout the day.
- Making appointments with doctors and compiling symptom reports.

Emma's goals and needs
- Understand the causes of symptoms and how they impact day-to-day activities.
- Get clear insights into cycle patterns to plan her routine.
- Be able to easily share health information with her doctor.
- For better control symptoms, look for holistic approaches (such as nutrition and exercise).

Emma's pain points
- Because of hectic schedule-forgetting to log symptoms.
- Feeling bombarded with medical information and lacking clear insights.
- Struggles to recall symptoms during doctor visits.
- Existing period-tracking apps lack personalisation.

Emma likes to use a service that
- Is easy to use and quick
- Offers personalised insights and suggestions on symptoms.
- Allows customization of tracking categories based on particular needs.
- Allows simple export and sharing of health data.

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① Allow users to track cycle, symptoms and activities

② Provide insights and causalities analysis

③ Provide easy data sharing with personal doctor
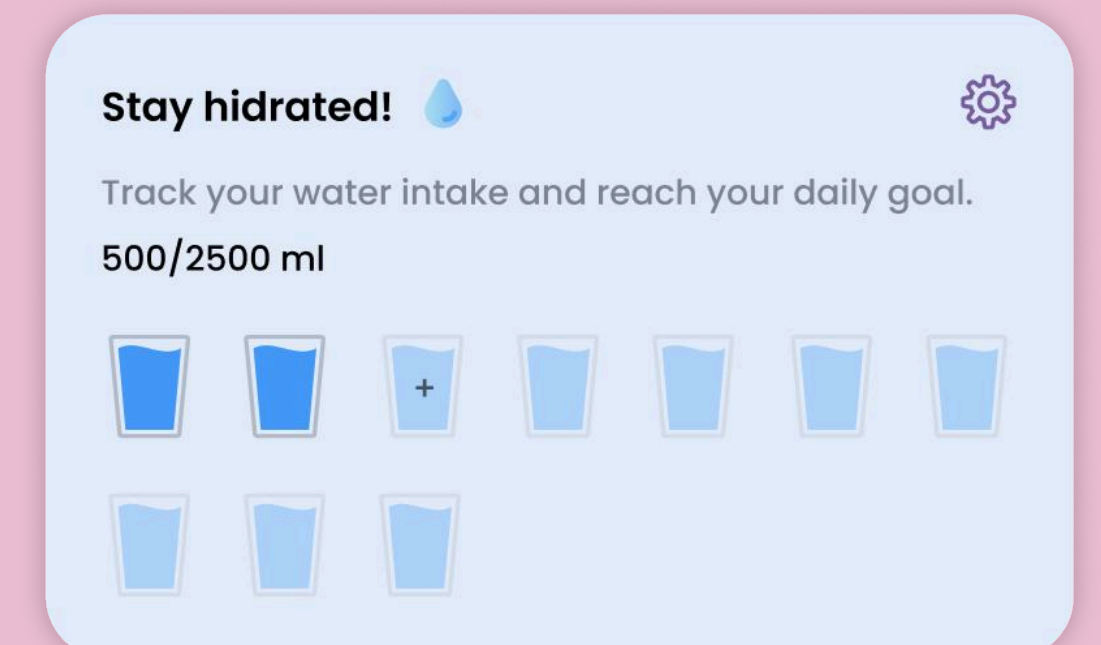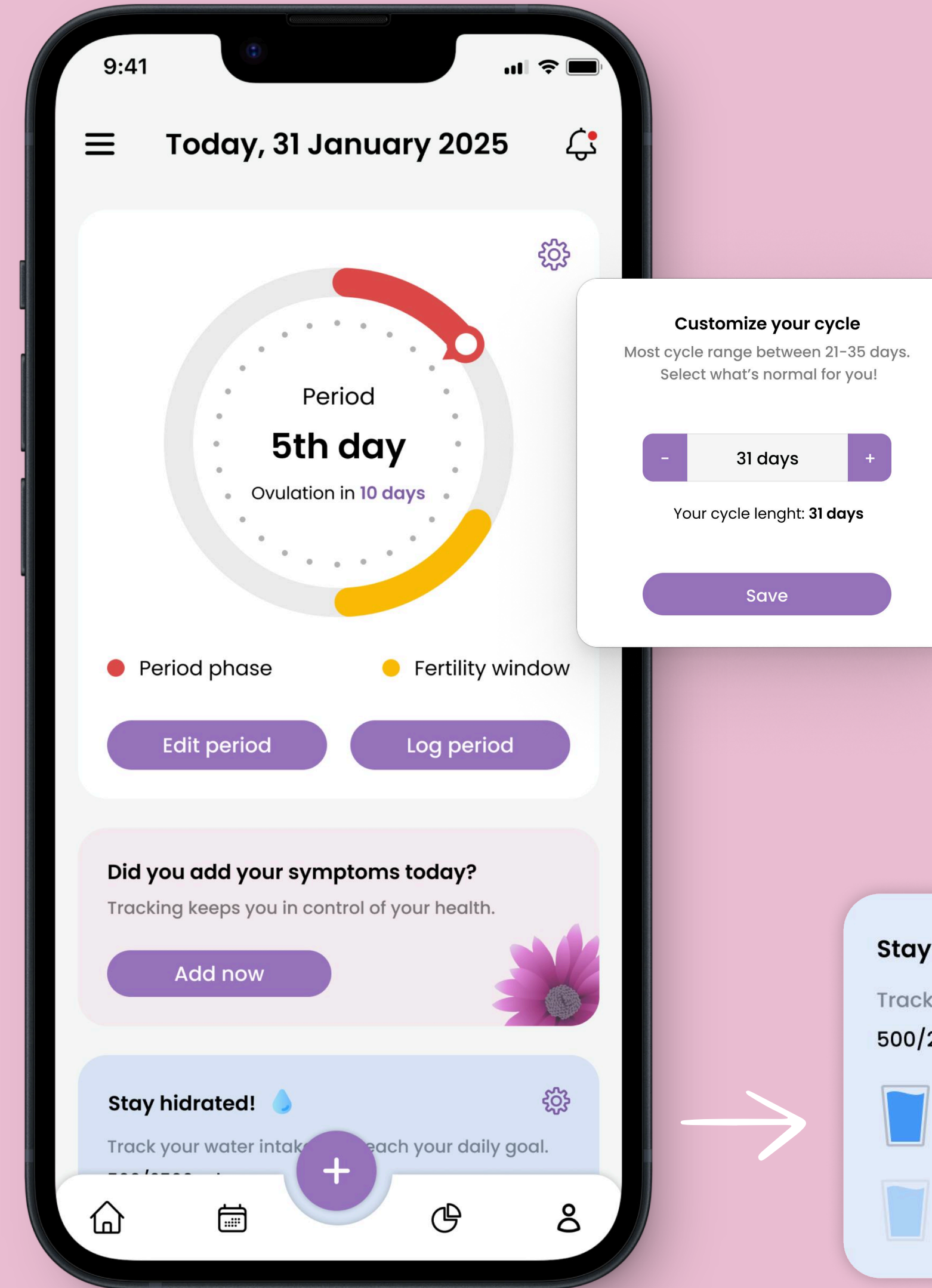
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The main information communicated on this screen is the current cycle state. Users are allowed to adjust the cycle length, which allows more accurate tracking.

Users are gently reminded to log their symptoms, but also there is a focus on hydration logging – important for endometriosis state.

The goal is to provide the most important information: **cycle day, ovulation and tracking reminders.**

For a seamless user experience, users have quick access functions to edit/log period, add symptoms across all screens *("+" button in the main tab navigation)*. The "Add now" button works as a daily reminder to develop a daily tracking routine.

Users can easily daily track all important metrics from this screen.

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Once the user logs symptoms, hydration, journal notes etc. – we provide a quick summary for the current day.

As this screen is main point of daily access for the user, this way we provide a straight overview of what the user logged so they can assert if something is missing, and easily add, remove or edit.

Users of competitor apps have been complaining that editing entries is not possible or not streamlined, and with this approach we are allowing the users to be in control of their data at any point.
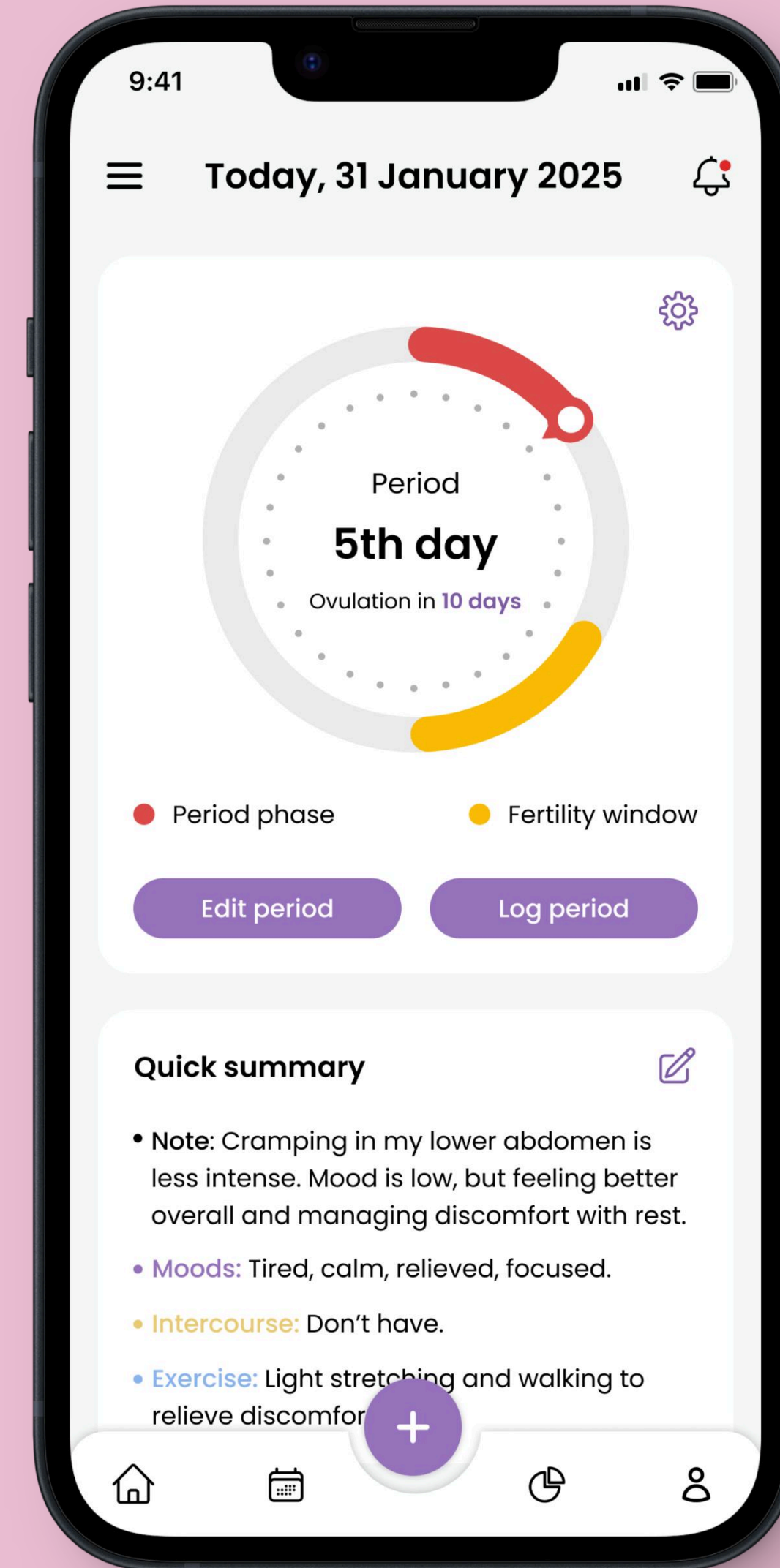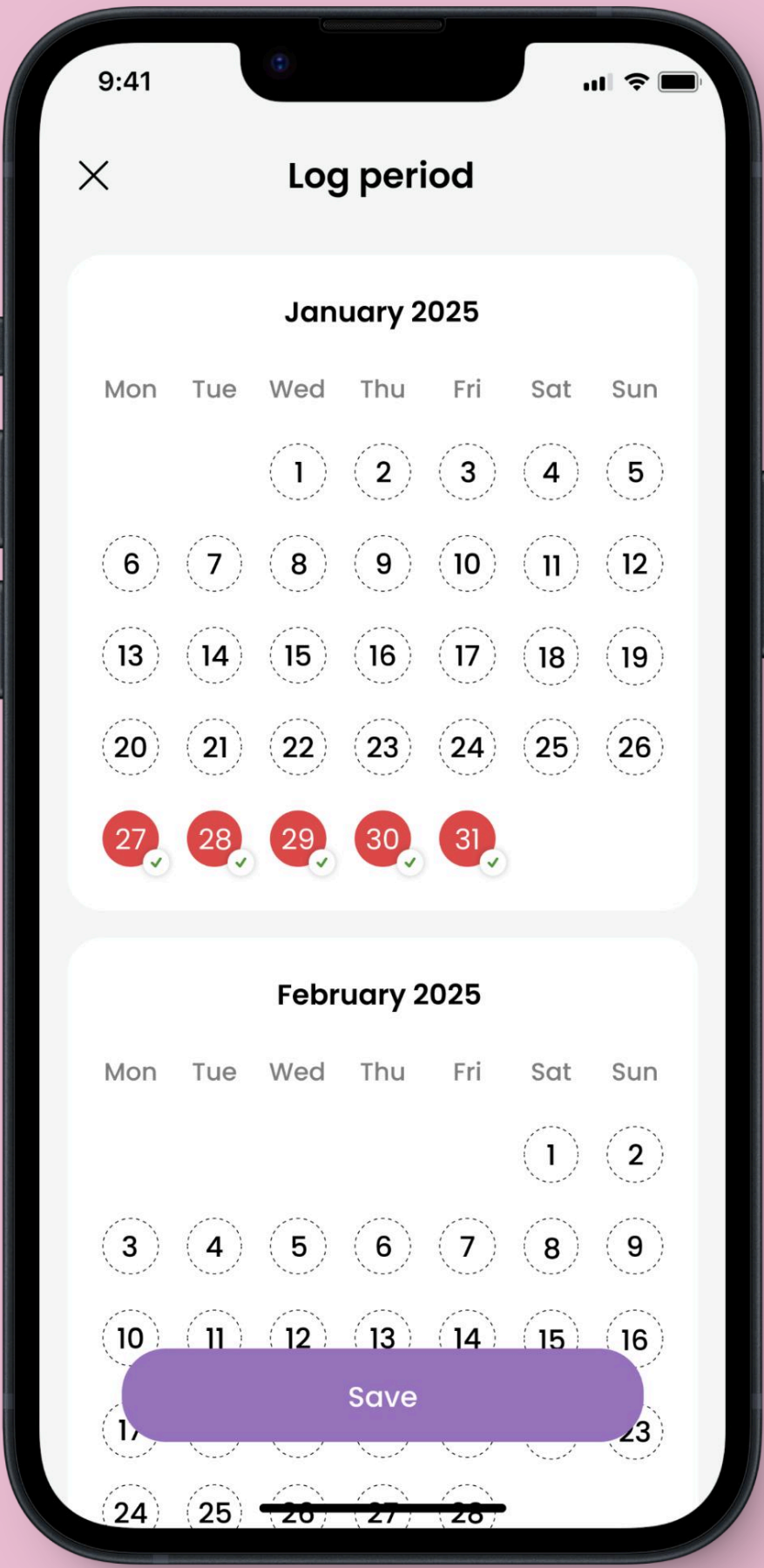
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On the log period screen, users can change their period dates or tap on specific days to mark their period. This screen shows the current month by default.

To ensure clarity, cycle period days are clearly marked in red. Users can confirm their changes with a save button at the bottom.

The calendar offers a detailed overview of the user's logged notes, fertility window, and menstrual cycle. Period days are highlighted in red, and tiny icons represent fertility days and ovulation day.

Fertility status, personal comments, and logged informations are displayed in a comprehensive summary of the chosen date beneath the calendar.

Additional clarity comes from "My Cycles" for analysis and "Add Note" for providing extra info.
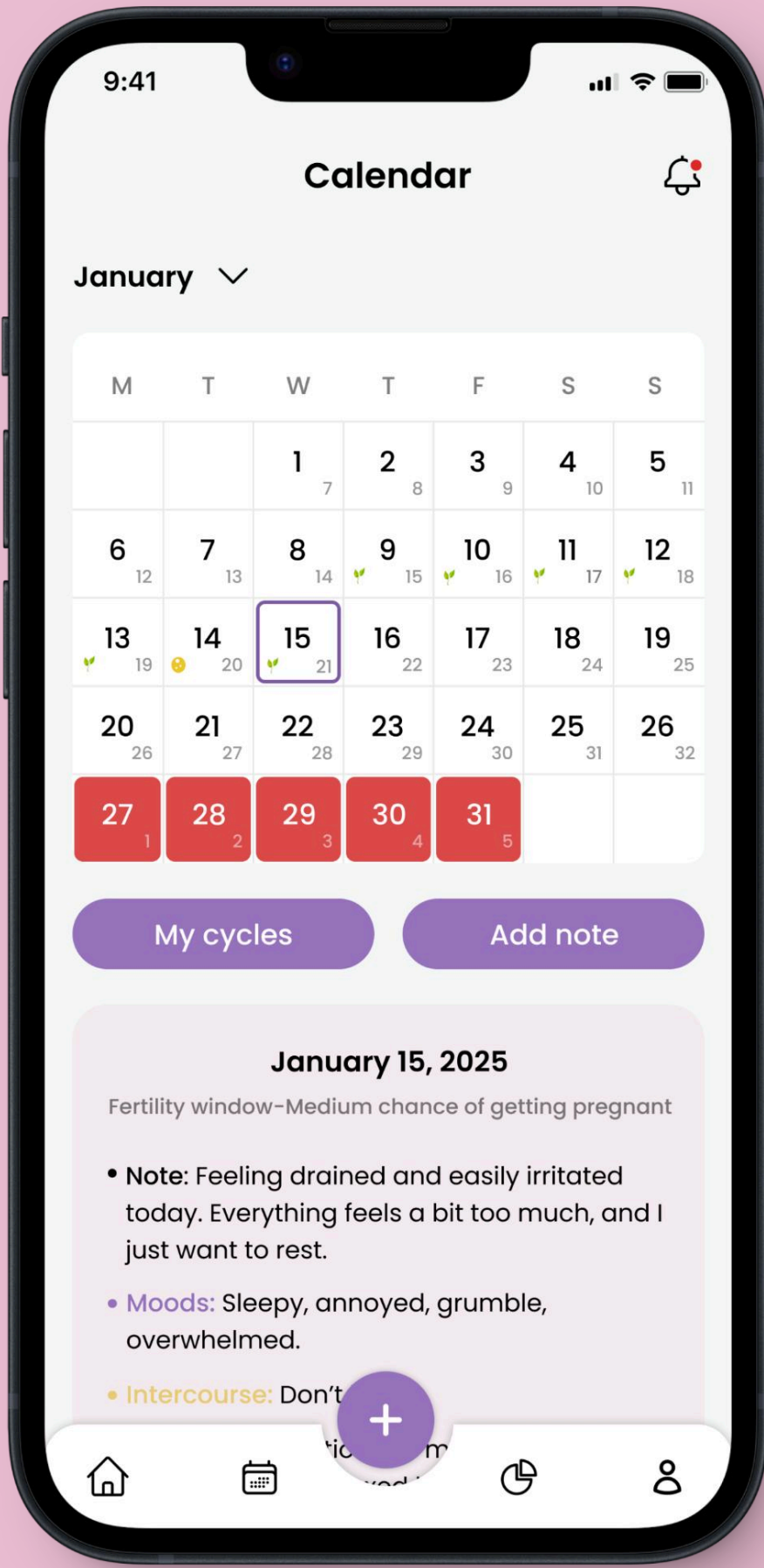
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I wanted to provide users with easy access to tracking of various tracking metrics – symptoms, dieting decisions, exercise and other metrics (e.g. mood, intercourse, breast exam).

The default selected date is always **today** – empowering users to track in the moment. The app allows to track retroactively going back.

For ease of navigation – the users are able to search using text and voice.

The presented mood tracking is binary, it allows users to select a presence of a specific mood. The mostly and recently used moods are being presented at the top.

The symptom tracking is allowing user to rate symptom intensity on scale 1–5.
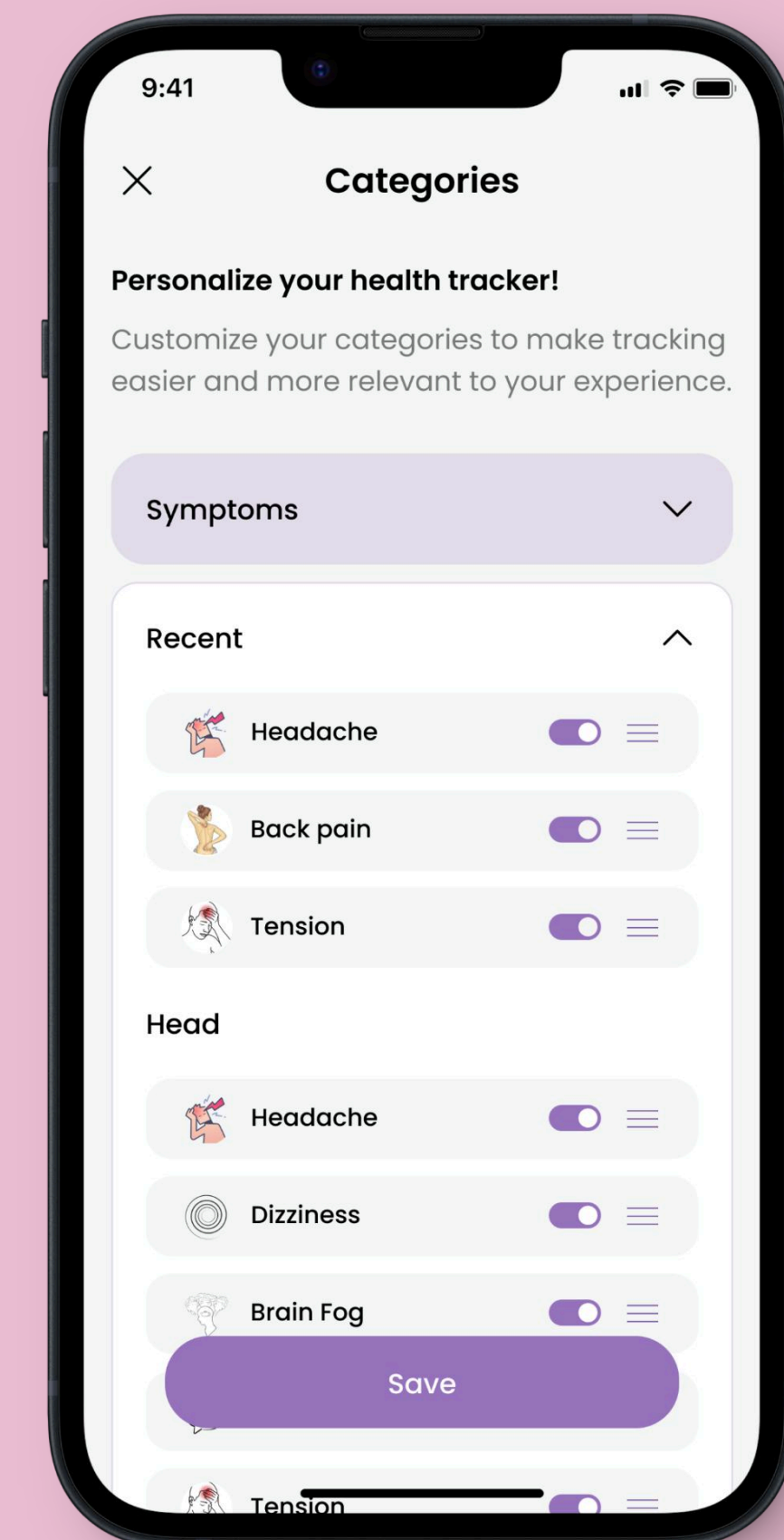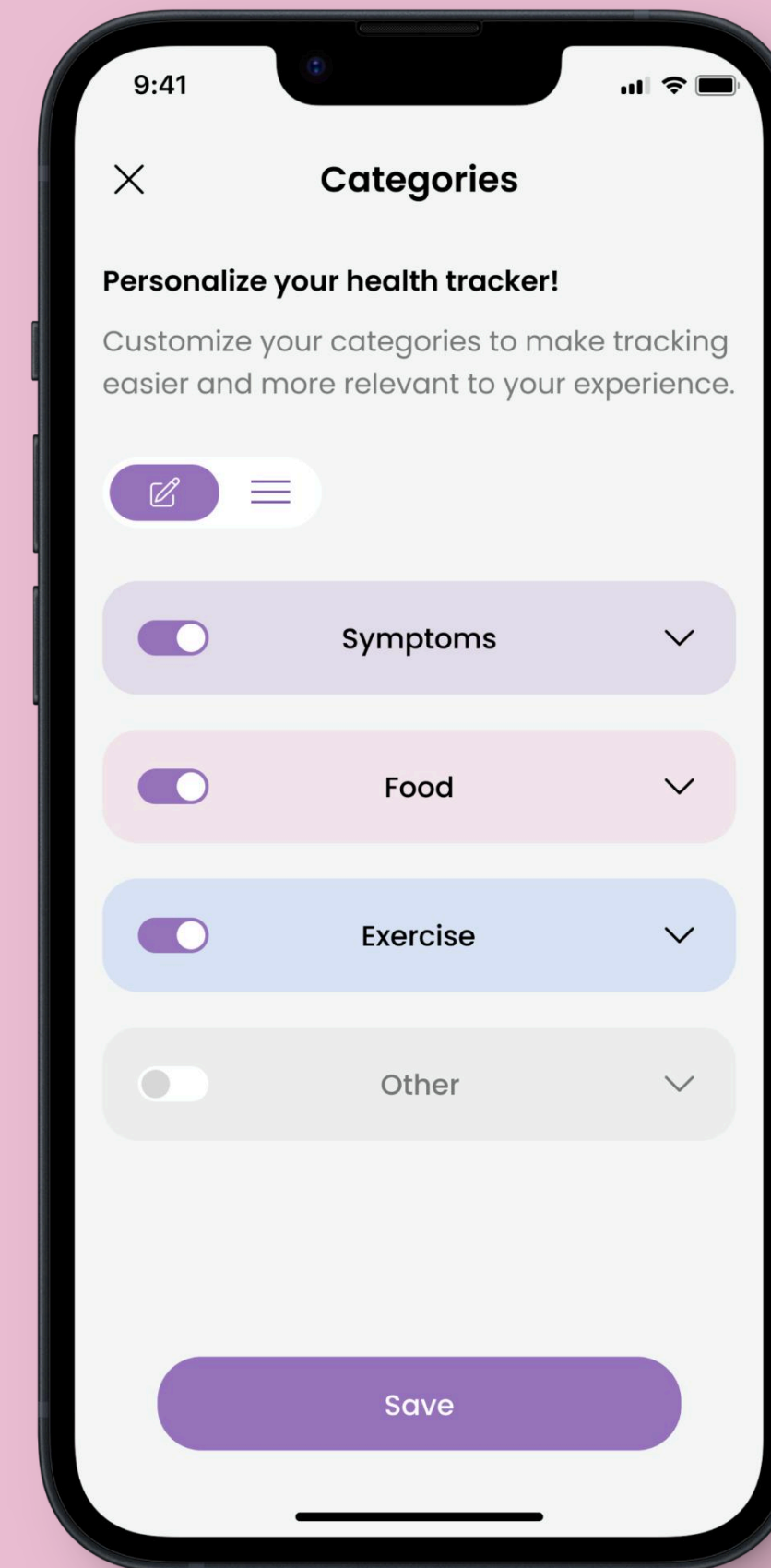
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I wanted to allow users to personalise their tracking by providing the functionality to enable/disable and reorder the categories and subcategories.

On the first level they are able to switch between edit and reorder mode.

While in edit mode, the users are able to expand each category, and enable/disable subcategories and reorganise them by drag and drop.

This way, I wanted to emphasise the personalisation aspect of tracking, as every woman has different symptoms and different routines that are not universal.
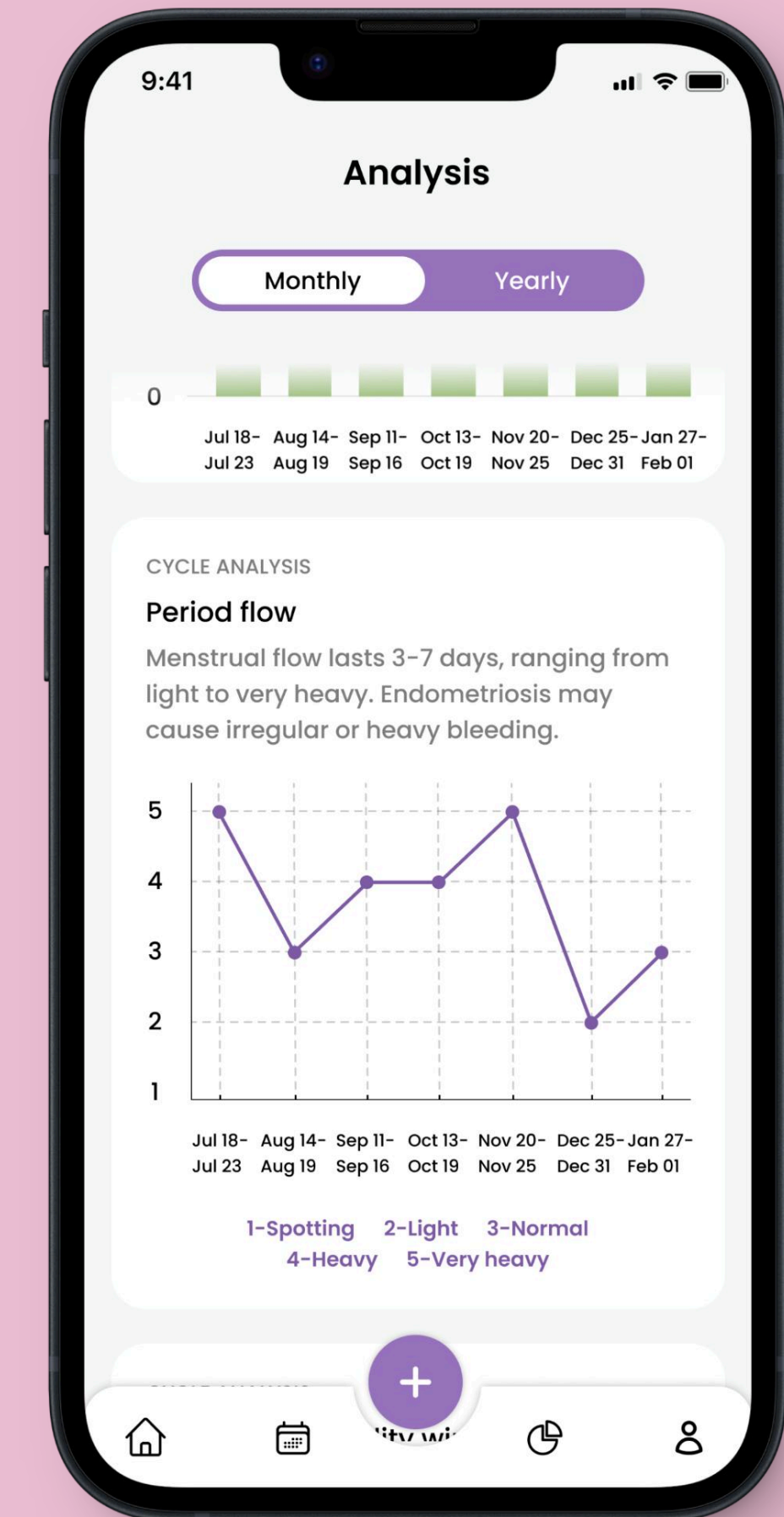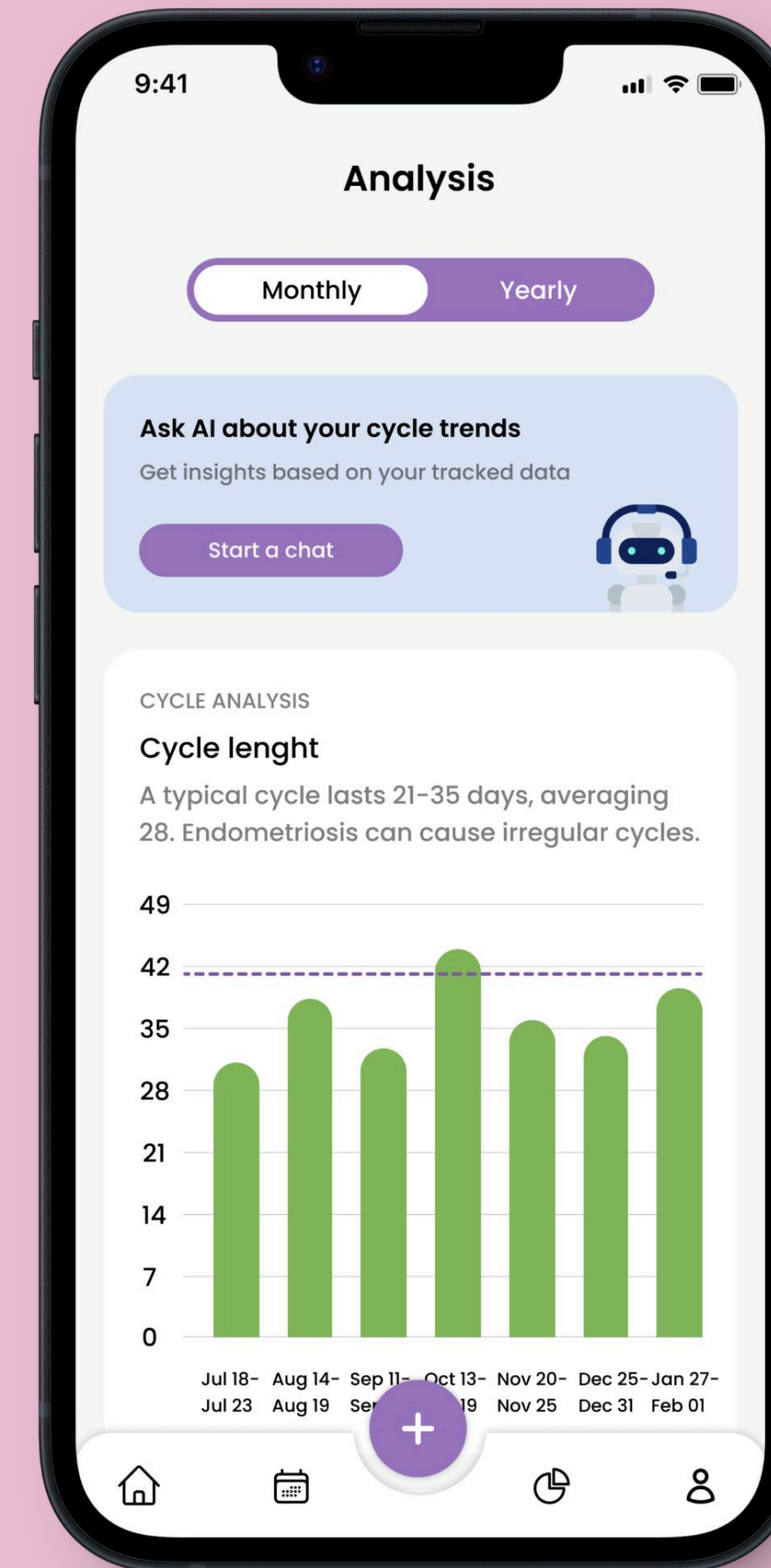
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With analysis page users can view detailed information about their menstrual cycle and symptoms throughout time.
Analysis is made simple for users by a toggle switch between monthly and yearly views.

The first section (focusses on cycle length) helps users monitor irregularities caused on by endometriosis by displaying changes in their menstrual cycles presented with a bar graph.

A line graph is showing the severity of bleeding over cycles and it is displayed in the period flow section. That enables users to spot heavy or prolonged periods.

By giving consumers data-driven insights about their reproductive health, this area helps them to make better decisions and engage in more productive discussions with their healthcare providers.

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The assistant is an AI integrated feature that provides users the ability to ask questions (message or voice) about symptoms, causalities and cycle state overall.

The AI bot is situational and has extensive memory based on your data –it can suggest you questions based on the current state of your data e.g. if you haven't logged period start yet, and have exceeded the total length of period, it would suggest you questions like "Why is my period late?" when you first access.

There are also embedded functionalities, where AI compiles data for your questions and embeds charts from the analysis with fine-tuned parameters. E.g. you can ask it to give you a summary of period length in the past 6 months.

Apart from that, the idea is that the assistant can suggest relevant scientific article links from Endobuddy knowledge base.
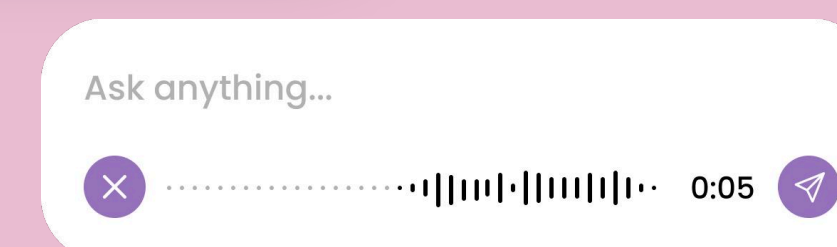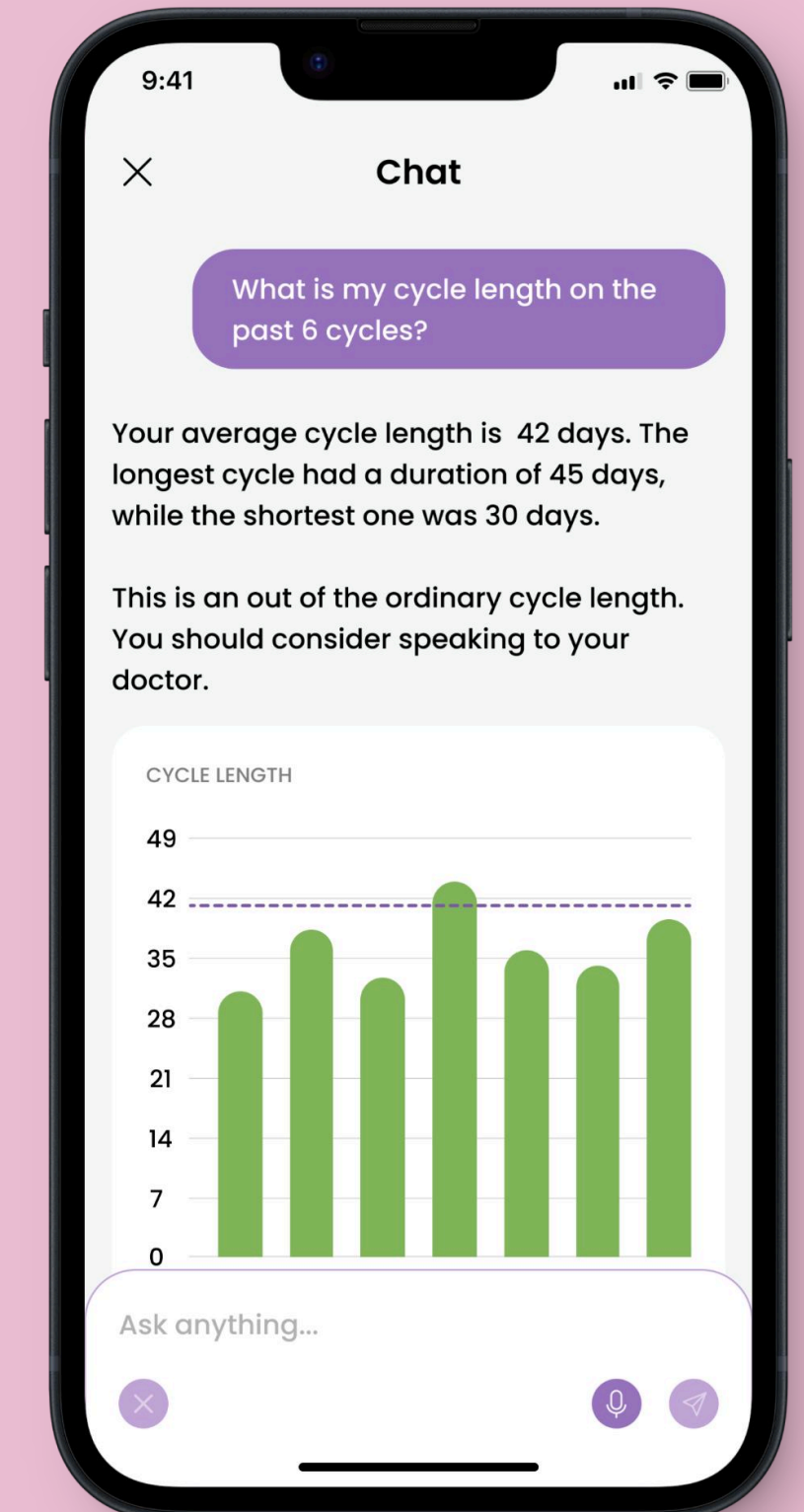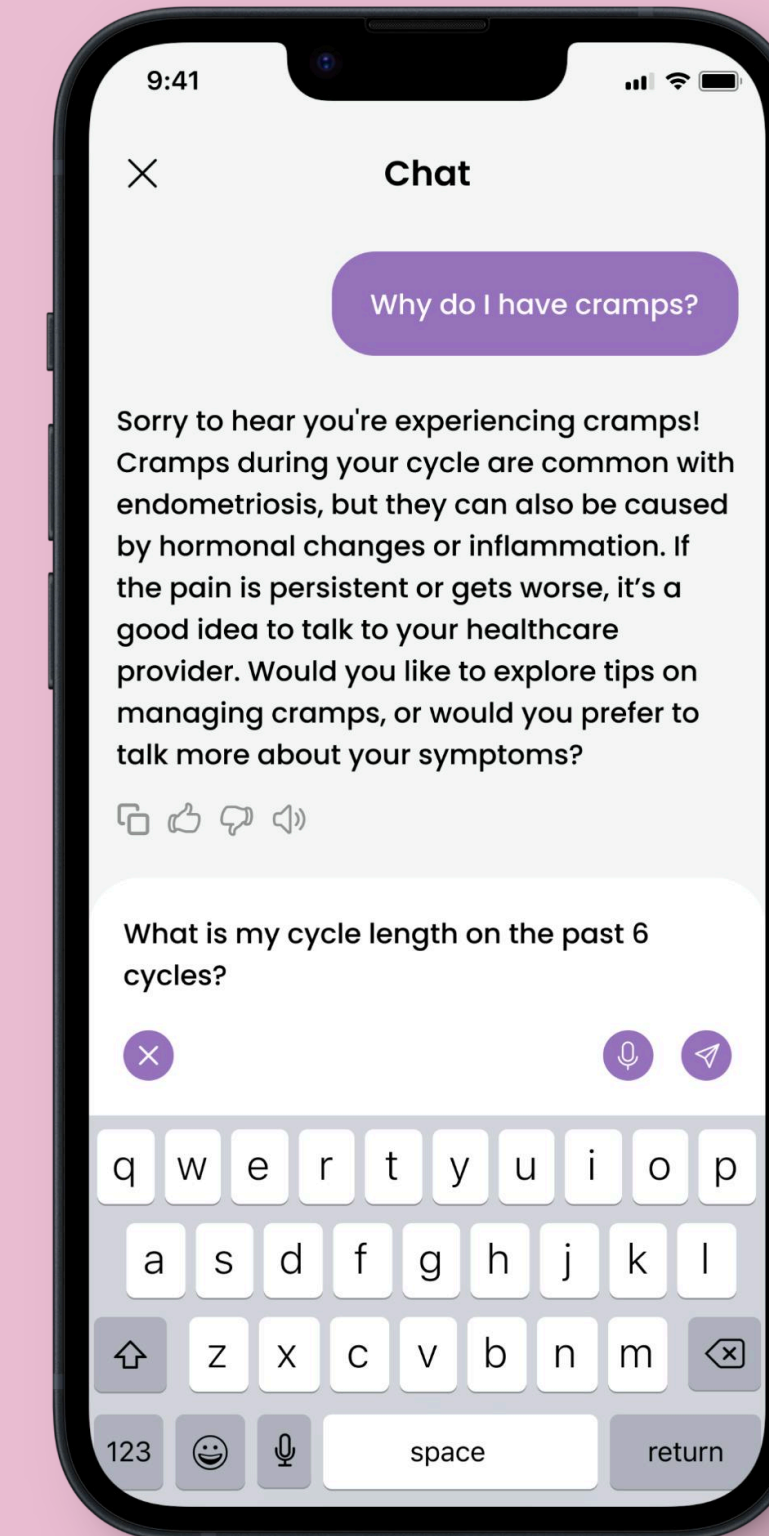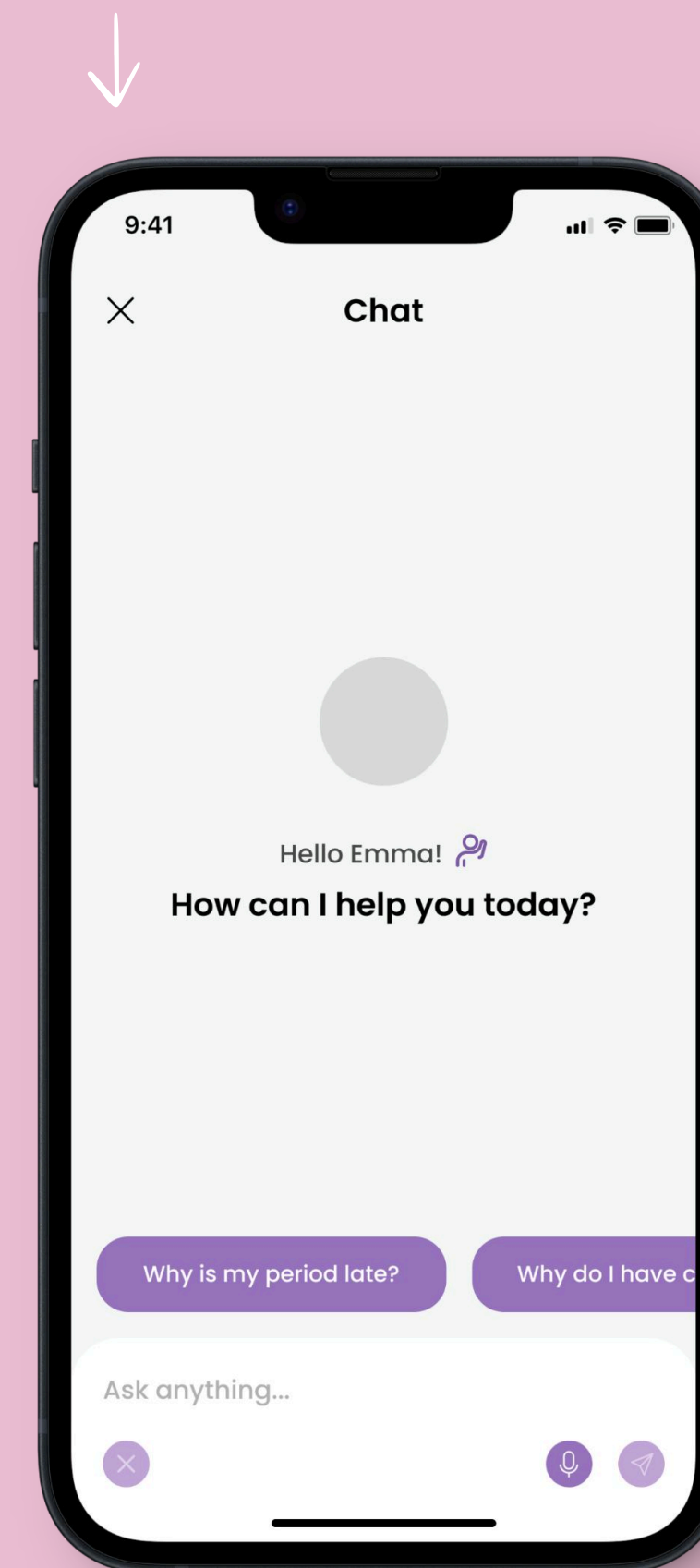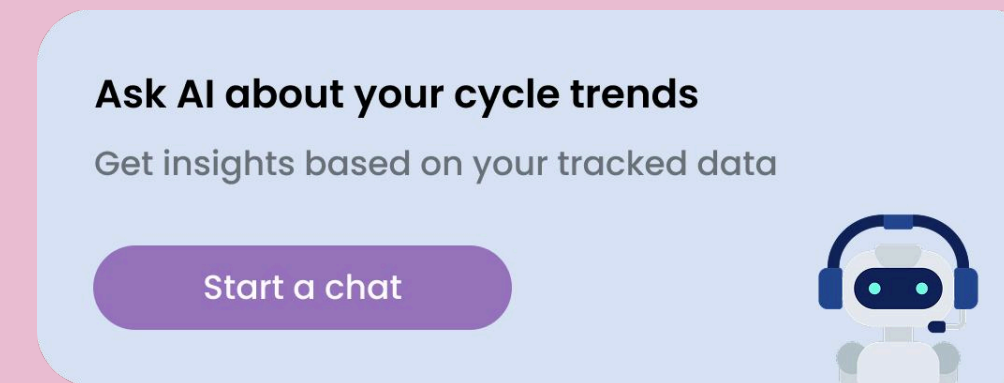
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With **"Export cycle report"** option users can share their cycle history and symptoms with their doctor.

After choosing "Export cycle report" a modal screen opens, guiding users through a three-step process:

- Enter Email – User can enter email of their doctor
- Review report– User choose a range of dates and certain information (cycle history, symptoms, food, exercise etc.)
- Verification– A copy of the report can be downloaded after it has been sent successfully.

Design choices

- Step by step process–Clear steps prevents error and gives user more control
- Customisation – User decide what information to share
- Verification & download–It provides comfort and adaptability in report access.
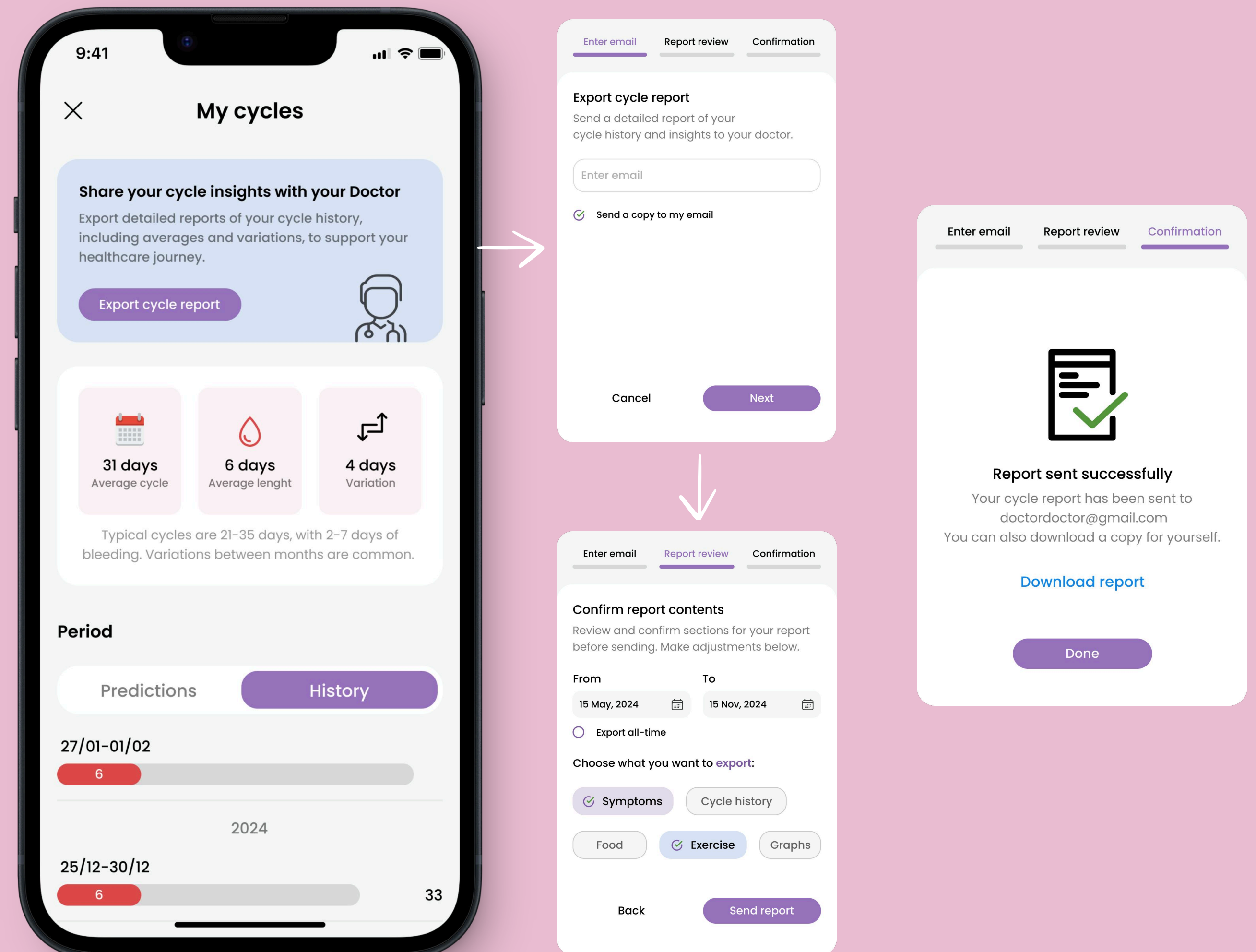
Thank you!

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