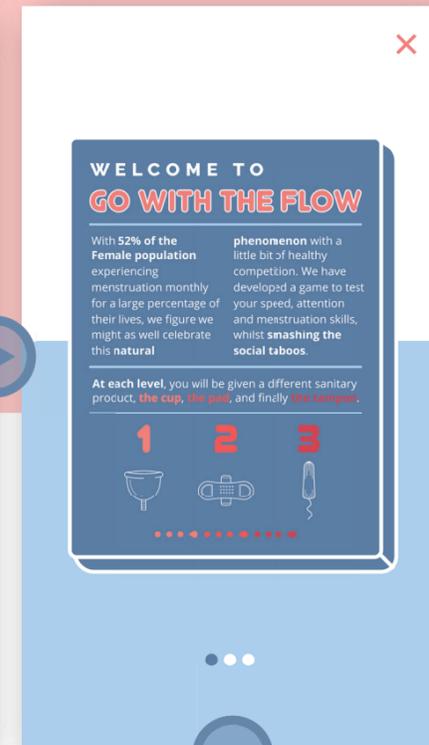
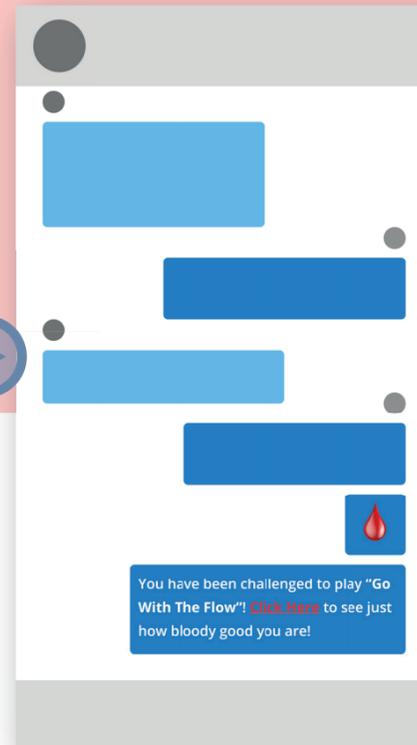


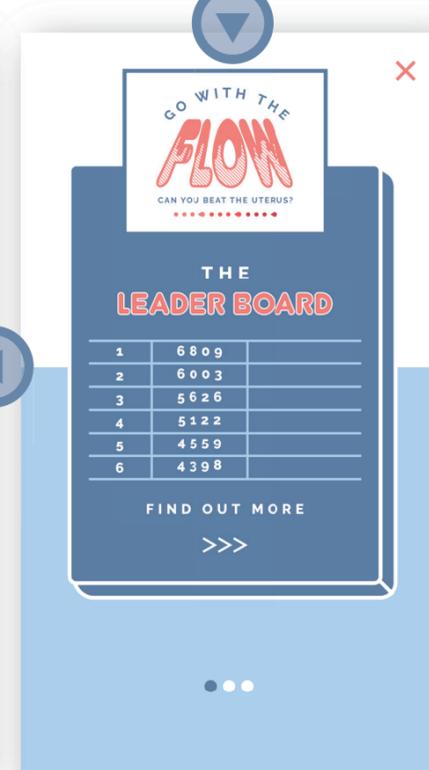
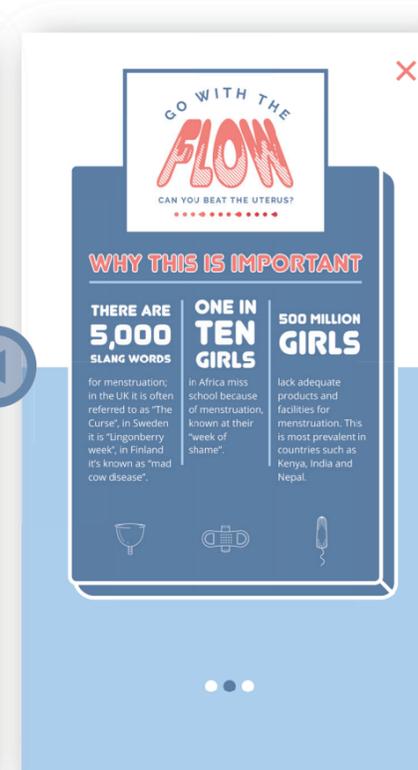
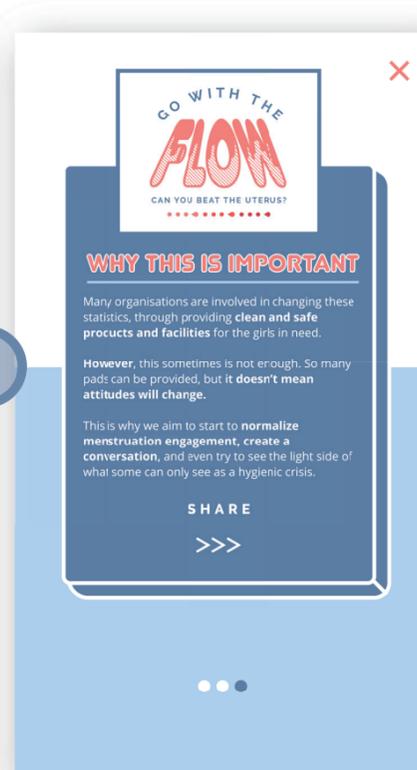
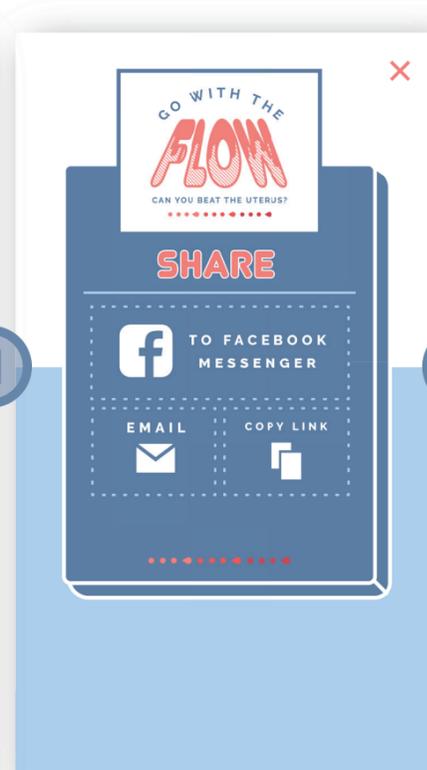
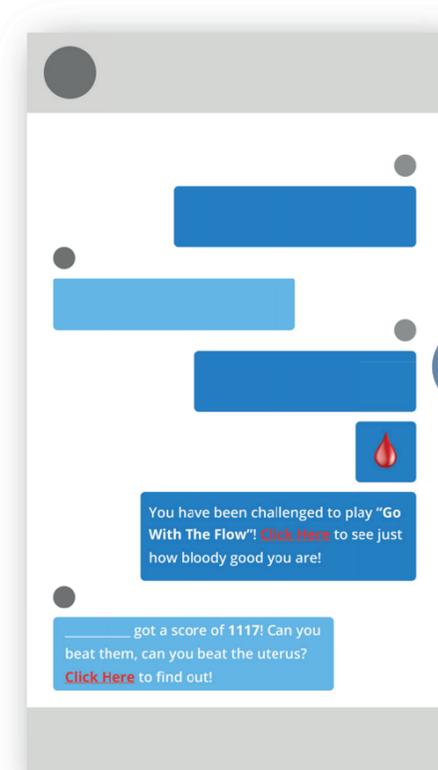
THE CONCEPT

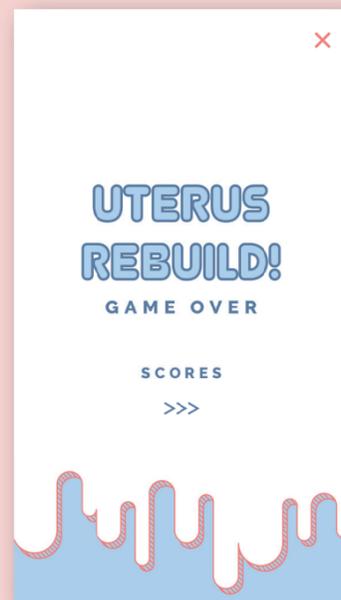
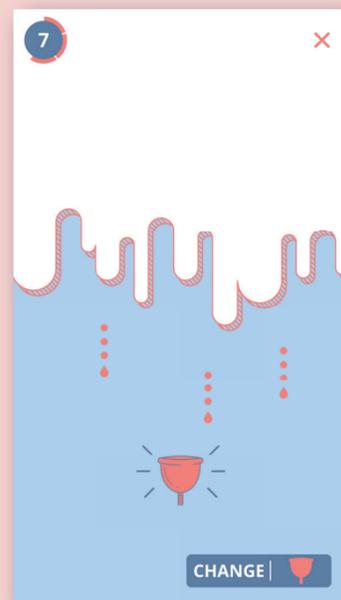
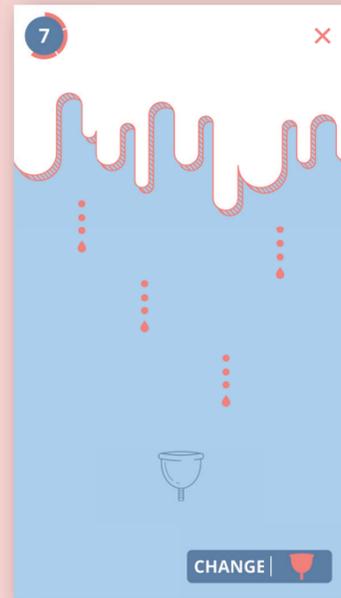


Inspired by the announcement of the **new period emoji** in 2019, I designed a period themed game that would be instigated when the emoji is **sent via a Facebook messenger**, much like when sending a basketball emoji. The game features three levels, in which the aim is to **collect blood droplets** with the given sanitary product, before the uterus rebuilds, done by tilting your phone side to side.



- LEVEL 1
- LEVEL 2
- LEVEL 3

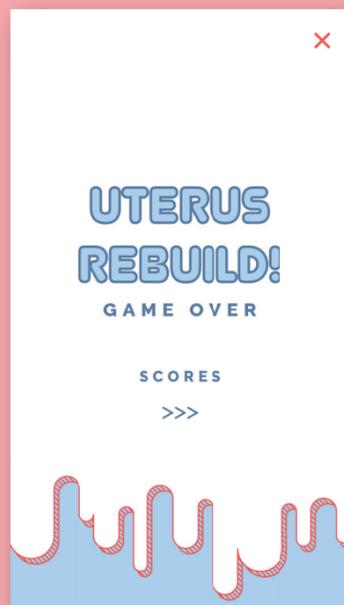
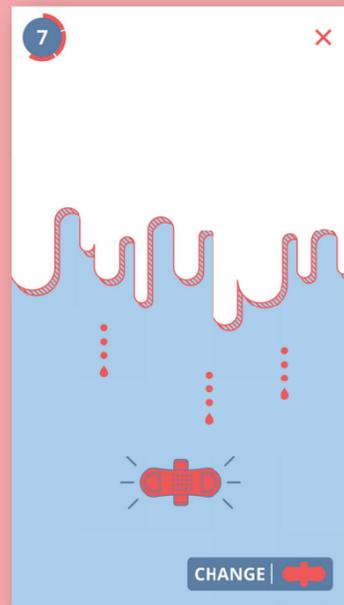
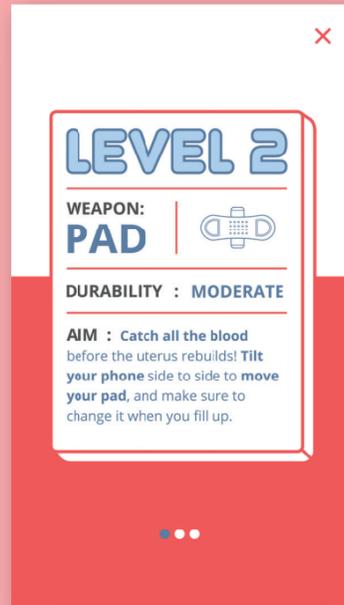




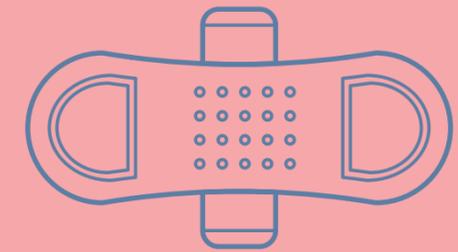
LEVEL 1



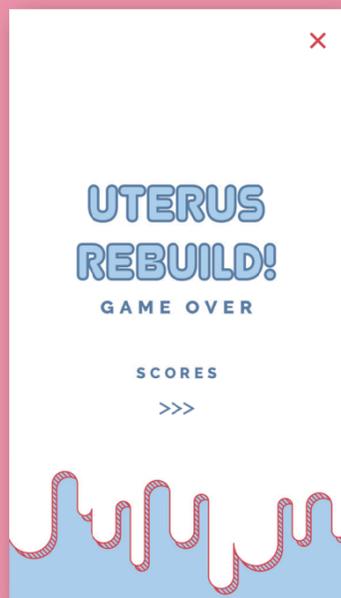
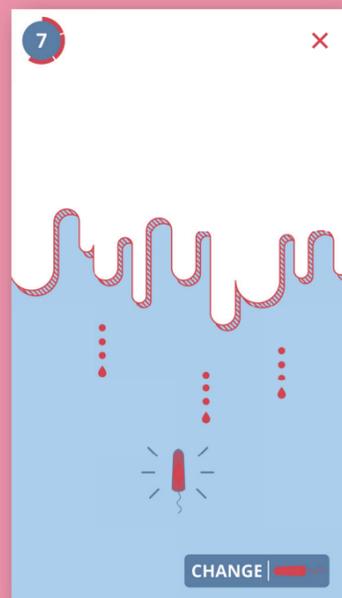
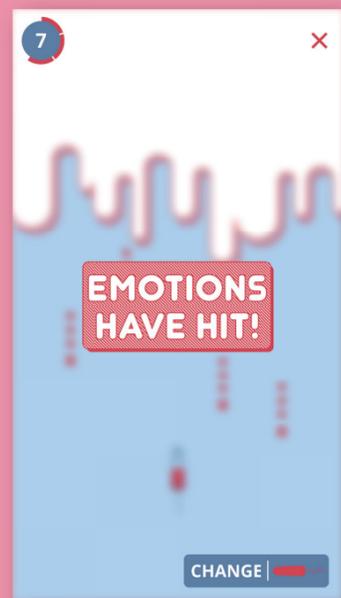
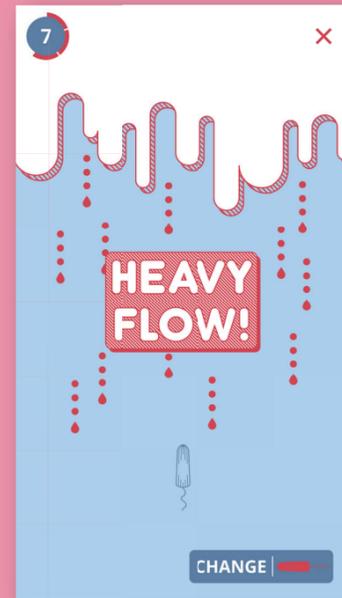
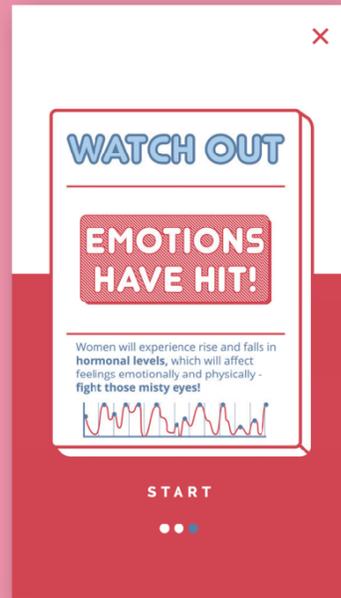
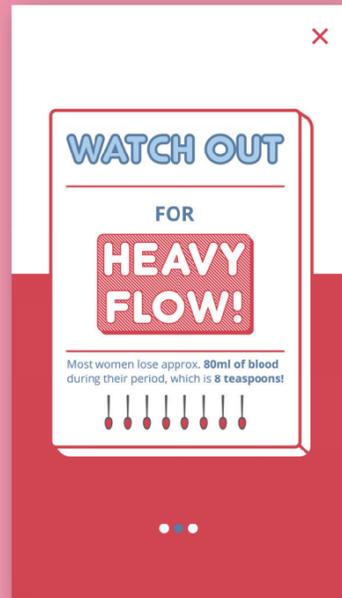
Level one introduces “**Heavy Flow**” as an obstacle, in which the blood droplets would **increase in frequency**, thus making it more challenging. The cup as the weapon poses the least problems in terms of needing to be changed frequently, so that it can be used for longer.



LEVEL 2



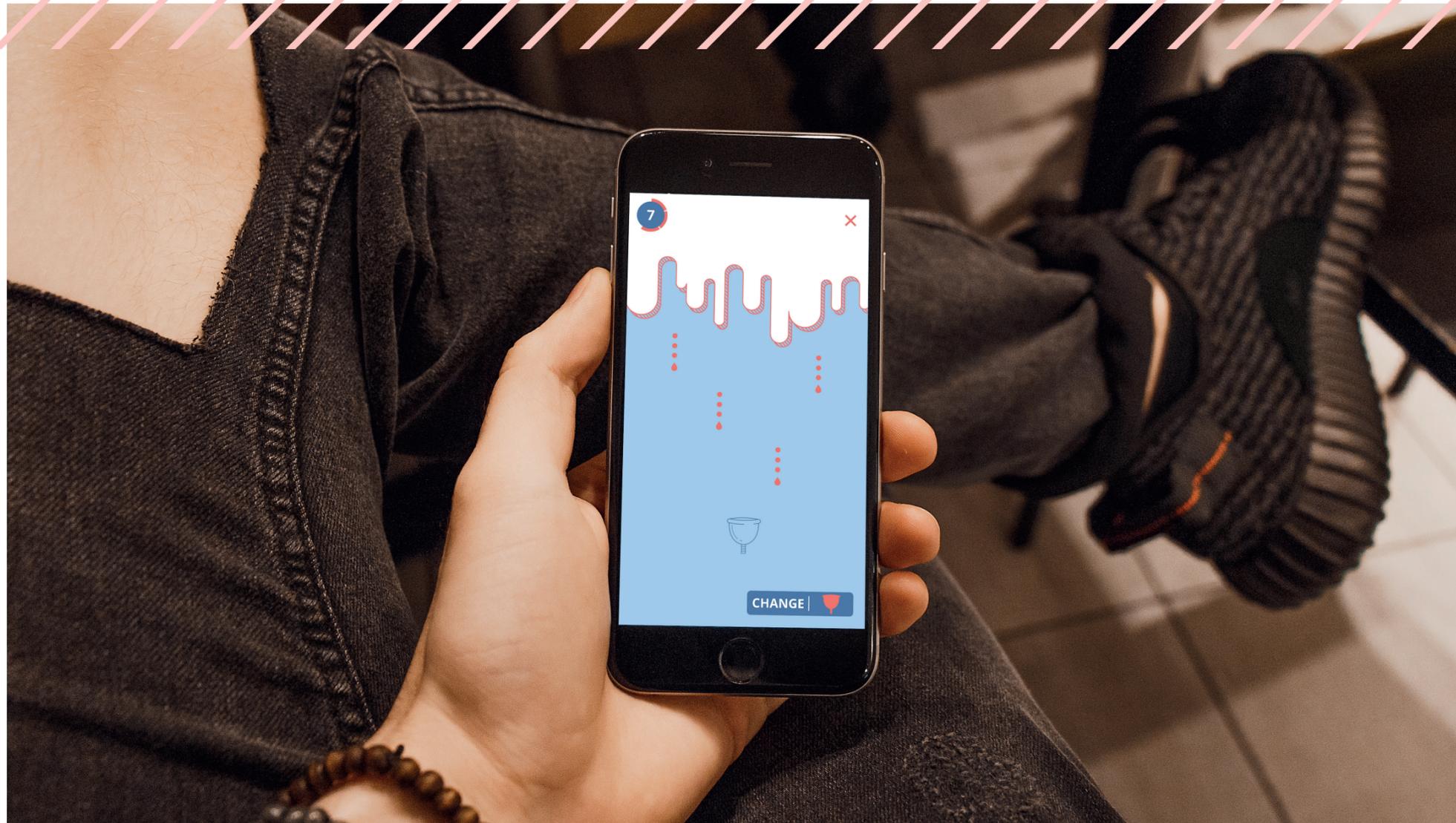
Level two features **“Heavy Flow”** as well as **“Cramps”**, which would **shake the screen** and make it harder to control movements. The pad as the weapon poses a little more difficulty in terms of replacement, so this can become more of a hindrance.



LEVEL 3



Level three includes “Heavy Flow” but also undergoes a hit of “Emotions”, in which the screen will blur to compromise vision and navigation. The tampon as the weapon is the worst for changing, as it needs to be done most frequently, and will become a major undertaking for the final level.



PERSONA

I chose to base my persona around a **teenage boy** of 15 years, specifically attending an all boys school and hobbies including Xbox and playing rugby, and with only a father as a guardian. In this circumstance, my persona would get **little to no interaction with females**, therefore menstruation would become a foreign concept. With **2.5 billion monthly users on Facebook**, and trends such as the basketball game released through sending the basketball emoji going viral, it seemed the best place to access young male teens in a **private chat environment**, and allow them to interact with the concept of periods.