



Koree Trial Report

05.03.18

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Many girls around the world do not have access to safe and effective menstrual hygiene products, usually because they cannot afford the products that are sold in shops. They end up using ineffective and unhygienic products such as pieces of clothes and old blankets, or even newspapers to manage their menstrual flow. These improvised solutions can lead to infections.

Girls are also often afraid to do normal things like going to school, sports or hanging out with their family and friends because they are worried that their menstrual flow will leak onto their clothes.

Kalitasha believe there is a worldwide need for more easily accessible, affordable, safe, and effective menstrual hygiene products designed for girls at the early stages of menstruation. We are developing a product called Koree, which addresses this need.

What is Koree?

Koree is a new menstrual hygiene device designed to help women effectively manage menstrual hygiene. Koree is worn outside the vagina and is designed to allow for a lot of different movements of the body while staying in the same place and preventing menstrual flow from leaking onto clothes. It is a hygienic and reusable alternative to other products currently on the market.



Trial overview

Kalitasha Ltd has recently completed a trial of the Koree Product.



We engaged with 169 young people in Namibia, aged 11-18 to understand if Koree suits the needs of the girls in this age group. The trial was voluntary, confidential and participants could withdraw at any time.

The participant information sheet explained what was involved:

'We are asking anyone taking part in this trial to use the Koree Product when they are on their period for 3 months and to fill in the trial questionnaires that accompany the stage of the trial that you are at. They should not take more than 10 minutes each! You will also probably have a training session (2 hours approx) with your teacher or trial leader who will teach you how to use the product and how to fill in the questionnaire.'

This report explores the responses from the 169 girls that used Koree in Namibia between December 2017 - February 2018.

Trial Phases:



Background

Completed before trying the Koree Product



Using the Koree Product

Completed during month 1 (December 2017)



Completed during month 2 (January 2018)



Completed during month 3 (February 2018)



After Koree

Reflections after using Koree

Is Koree meeting the young people's needs?



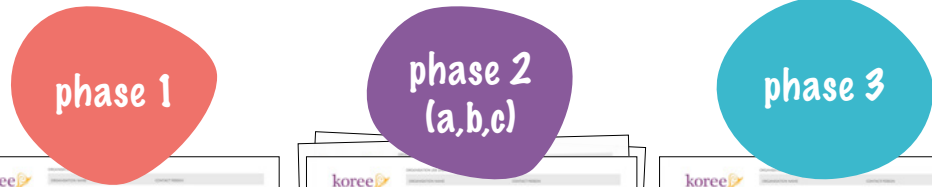
Is Koree a desirable alternative to what's currently being used?

How can we improve Koree going forward?

Each participant received the following:

- Information sheet and consent form
- Koree product
- Koree InfoEdu Leaflet
- 5 questionnaires provided at different intervals of the trail

This was all delivered to the participants by a trial host, typically a teacher who received a training manual and education materials to introduce the products to the participants.




Koree InfoEdu Leaflet

1. Placing a pad in the shell
To place the Koree Pad in the shell with the Koree shell, make sure that the grey charcoal layer is placed within the shell. The pink layer should overlap the shell rim to prevent leakage.

2. Fitting the shell
Place the Koree shell with the pad inside your underwear. Secure the hooks to the underwear by setting the lining of the underwear inside the hooks of the shell.

3. Replacing the pad
One pad should last 3 - 6 hours, dependent on how heavy your flow is. No need to remove the shell; merely remove the pad and place it in the case until you have an opportunity to wash it. Place a clean pad in the shell.

4. Washing the product
You should wash all elements of the product. Soak the shell, pads and outer case in cold water for 30 minutes with detergent or soap. Rinse with clean water. Dry in direct sunlight or in a well-ventilated area. Issue after it has been dried well.

The Menstrual Cycle
Hello! My name is Koree. I am 12 years old and I have just started my period. That means that my internal reproductive organs are fully developed and will release an egg around every 28 days. If the egg is not fertilized then you have your period. This process is called the menstrual cycle!
You might feel your mood changes during your cycle. That's normal! A period lasts around 2-7 days, and most women can expect 4-6 tablespoons of blood during a cycle. My pad and shell combination will help you feel dry and confident during the time!

Internal Reproductive System
Ovaries: Contain eggs that combine with sperm to make a baby.
Uterus: Space where our body prepares to carry a baby roughly every 28 days.
Fallopian Tubes: Connect the ovaries and uterus.
Cervix: Separates the uterus and the vagina.
A layer of muscles that can open and close the vagina entrance.

Cycle Phases
A. **Follicular Phase**
Ovaries prepare to release an egg.
Mood: Calm, confident, happy.
B. **Ovulation Phase**
The egg opens and leaves one of the ovaries. As part of sexual reproduction, sperm can travel from a man's penis through the vagina and cervix into the uterus where it can reach the fallopian tubes.
Mood: Happy, energetic, productive, hot.
C. **Luteal Phase**
The uterine lining continues to thicken. Once an egg is released from an ovary, it can only be fertilized by sperm for 24 to 36 hours.
Mood: As your menstruation comes closer, you might start to feel sad, emotional, stressed or irritable.
D. **Menstrual Phase**
If the egg is not fertilized, it does not attach to the lining of the uterus. So, the lining of the uterus does not need to make thick, so it is released and this is called menstruation or a period.
Mood: Your mood from the end of the luteal phase may continue, irritability and you might feel some discomfort and pain.

Your Period
Information about how to use the Koree product.
Learn more about your period and Koree at firstperiod.com
Find Koree on Twitter and Facebook!

Upon receiving the questionnaire data, the team at Kalitasha and independent researcher and designer Helen Fisher from Create Health began the analysis. The surveys contained a mixture of qualitative and quantitative data which has been broken down into the following four categories:



Usability and practicalities



Results and improvements

This document will demonstrate the breath of the trial but focus on the **usability and practicalities** and the **results and improvements** from phase 2 and 3 in order to assess design adjustments and improvements for the development of Koree.



Background and context



Feelings and emotions

This document will also focus on the quantitative data initially with the potential of demonstrating individual stories later on. Eg:

Marie, Age 19
I first became aware of menstruation aged 12, but I don't know much about it. I currently use **Lillet pads** from USAVE but they're **too expensive**.

Using Koree
My period was for **9 days**, and I changed the pad every **2 hours**. I washed and reused each pad **once a day**. I always had a dry, clean pad available when I needed one.

I don't think Pads effect me walking, sleeping, sitting or hanging out with friends confidently and comfortably, but I **have missed school once** and...

"I have avoided going to my boyfriend's place because when am also on my periods and I go here it always coming very fast"

Usability and practicalities
The instructions were **easy to follow** and Koree secured in my underwear well...

... however, it was **hard to clean** the pads, and they took over an hour to dry

I experienced leakage during the day, but there is nothing that I would change about the way the Koree pad and shell fit together

Phase 2 Questionnaire (completed 3 times, once a month) Questions:

The Koree Product

1. How easy was it to follow the instructions that accompanied the Koree Product?
2. Which part of the instructions did you find hard to understand?
3. Did you experience leakage onto clothes/bedding/chairs?
4. How well does it cover your pubic area?
5. Do you think that the Koree Pad and Shell fit together well?
6. What would you change about the way the Koree Pad and shell fit with each other?

The Koree Shell

7. Did the hooks in the shell secure the shell to your underwear well?
8. How easy was it to keep the Koree shell in contact with your body?
9. Did the shell support the pad well?

The Koree Pad

10. How many days did your period last?
11. For how many hours did you wear the pad before you needed to change it?
12. How many times did you have to wash and reuse each pad during your period?
13. Did you always have a dry, clean pad available when you needed one?
14. How many times did you change your pad at school/home during 1 day?
15. Did the pad work differently after you had washed it?
16. While at school, where did you change your pad?

Comfort

17. How did the Koree Product feel on the way to school, during school and coming back from school?
18. Did the Koree Product feel differently dependent on how long you were wearing it? If it started to feel different, how did it feel different during use?

PHASE II Using the Koree Product

SECTION A - FUNCTIONALITY OF THE KOREE PRODUCT

The Koree Product

How easy was it to follow the instructions that accompanied the Koree Product? (circle)

1 2 3 4 5 6 7 8 9 10
Easiest Hardest

Which part of the instructions did you find hard to understand?

Did you experience leakage onto clothes/bedding/chairs? (check all that apply)

Not at all
 During the day
 During the night
 During sport

How well does it cover your pubic area? (circle)

1 2 3 4 5
Well Poorly

Do you think that the Koree Pad and Shell fit together well? (choose one)

Yes
 No

What would you change about the way the Koree Pad and Shell fit with each other?

The Koree Shell

Did the hooks in the shell secure the shell to your underwear well?

1 2 3 4 5
Well Poorly

How easy was it to keep the Koree shell in contact with your body?

1 2 3 4 5
Well Poorly

Did the shell support the pad well?

1 2 3 4 5
Well Poorly

The Koree Pad

How many days did your period last?

1 2 3 4 5 6 7+

For how many hours did you wear the pad before you needed to change it?

1 2 3 4 5 6 7+

How many times did you have to wash and reuse each pad during your period?

1 2 3 4+

Did you always have a dry, clean pad available when you needed one?

Yes
 No

Continued on other side

PHASE II Using the Koree Product, continued

SECTION A, CONTINUED

How many times did you change your pad at school/home/during 1 day?

1 2 3 4+

While at school, where did you change your pad?

Did the pad work differently after you had washed it? (circle)

Felt worse
Felt better
Was exactly the same
Other

Did not last as long

SECTION B - COMFORT OF THE KOREE PRODUCT

How did the Koree product feel on the way to school, during school, coming back from school? (circle)

Comfortable
Uncomfortable
Secure
Insecure
Other

Did the Koree Product feel differently dependent on how long you were wearing it? If it started to feel different, how did it feel during use? (circle)

Wet
Dry
Comfortable
Uncomfortable
Secure
Insecure
Other

SECTION C - HYGIENE OF THE KOREE PRODUCT

you did not keep your Koree Product in the Koree bag when you were not using it, where did you put it?

did you wash the pads?

Why was it to clean the pads?

1 2 3 4 5 6 7 8 9 10
Very easy Very hard

shell easy to clean?

1 2 3 4 5 6 7 8 9 10
Very easy Very hard

How did you dry the pads? (eg to hang in the sunlight, inside, outside, under the bed etc.)

How long did the pads take to dry?

Over an hour
 Under an hour

Hygiene

19. If you did not keep your Koree Product in the bag when you were not using it, where did you put it?
20. How did you wash the pads?
21. How easy was it to clean the pads?
22. Was the shell easy to clean?
23. How did you dry the pads?
24. How long did the pads take to dry?

Usability and practicalities

phase 2

The Phase 2 questionnaire contains 7 questions around usability that can be plotted on a scale from 'poorly to well' or 'very hard to very easy'.



1. How easy was it to follow the instructions that accompanied the Koree Product?



7. Did the hooks in the shell secure the shell to your underwear well?



8. How easy was it to keep the Koree shell in contact with your body?



4. How well does it cover your pubic area?



9. Did the shell support the pad well?



21. How easy was it to clean the pads?



22. Was the shell easy to clean?





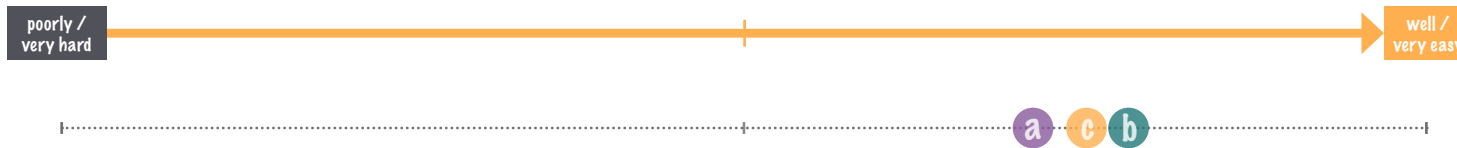
Usability and practicalities

phase 2 (a,b,c)

- Participant quotes
- Other statistics
- Improvements

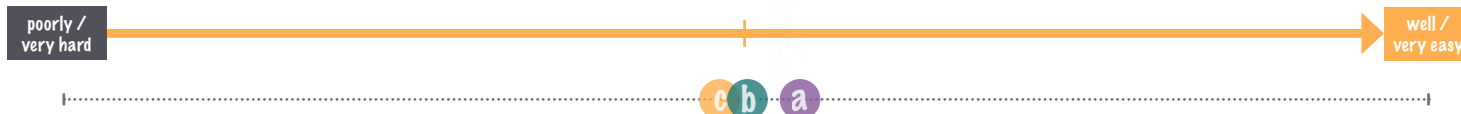
4. How well does it cover your pubic area?

On average, the Koree covered the pubic area 'quite well' - this didn't vary much overtime.



Q7. Did the hooks in the shell secure the shell to your underwear well?

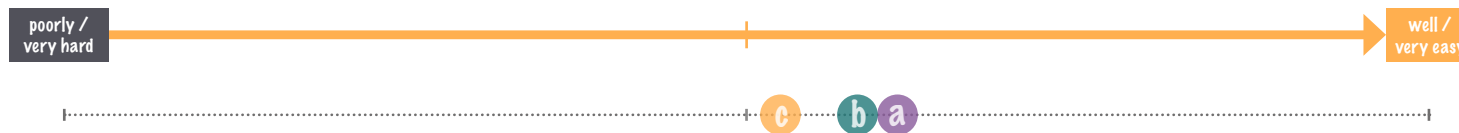
Overall this design feature scored the lowest with participants giving an average score, stating that the hooks didn't work particularly well or particularly badly. There is a slight decrease in the usability with regards to how the hooks secure to the underwear over time, it would be advisable to look at the material used and how it might alter over time to explore this further.



- Participant quotes
- Other statistics
- Improvements

8. How easy was it to keep the Koree shell in contact with your body?

The scores were above average but there is a slight decrease in how easy it felt to keep the shell in contact with the body over time. Again, exploring the material overtime might help to understand this decrease.

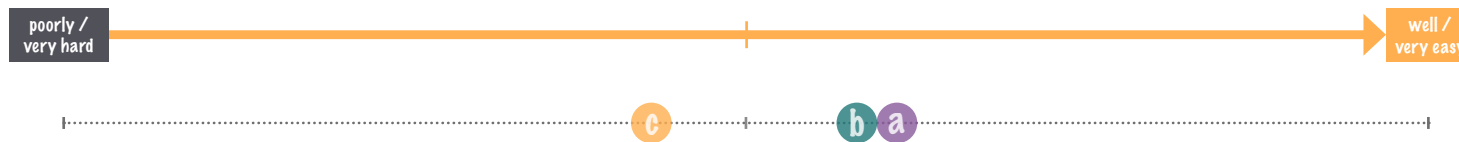




- Participant quotes
- Other statistics
- Improvements

9. Did the shell support the pad well?

Particularly in the 3rd trial, it seems that the shell no longer supports the pad as well as it did in the first 2 months. It would be advisable to look at the material used and how it alters overtime to explore this further.



In Phase 2a, 67% of the participants felt that the Koree Pad and Shell fit together well, this decreased to 47% during phase 2b but increased again to 67% in phase 2c



Usability and practicalities

phase 2 (a)

Improvements

The young people said that the instructions were easy to use with a high average score through phase a, b, c.



Out of the 75 girls that responded to phase 2a, only 21 had feedback on how to improve the instructions. This graphic illustrates the areas for suggested improvements. It appears that everyone understood how to replace the pad, but more information is needed with regards to washing the pad.

The Koree product
The Koree product comes with three pads, a Koree shell, and an outer case to hold it all in. All are reusable and washable.

1. Placing a pad in the shell
To place the Koree Pad in line with the Koree Shell, make sure that the grey charcoal layer is placed within the shell. The pink layer should overlap the shell rim to prevent leakage.

2. Fitting the shell
Place the Koree shell with the pad inside your underwear. Secure the hooks to the underwear by fitting the lining of the underwear inside the hooks of the shell.

3. Replacing the pad
One pad should last 3 - 6 hours, dependent on how heavy your flow is. No need to remove the shell, merely remove the pad and place it in the case until you have an opportunity to wash it. Place a clean pad in the shell.

4. Washing the product
You should wash all elements of the product. Soak the shell, pads and outer case in cold water for 30 minutes with detergent or soap. Rinse with clean water. Dry in direct sunlight or in a well-ventilated area. Reuse after it has been dried well.

Learn more about your period and Koree at **firstperiod.com**
Find Koree on Twitter and Facebook

koree
dignity every day

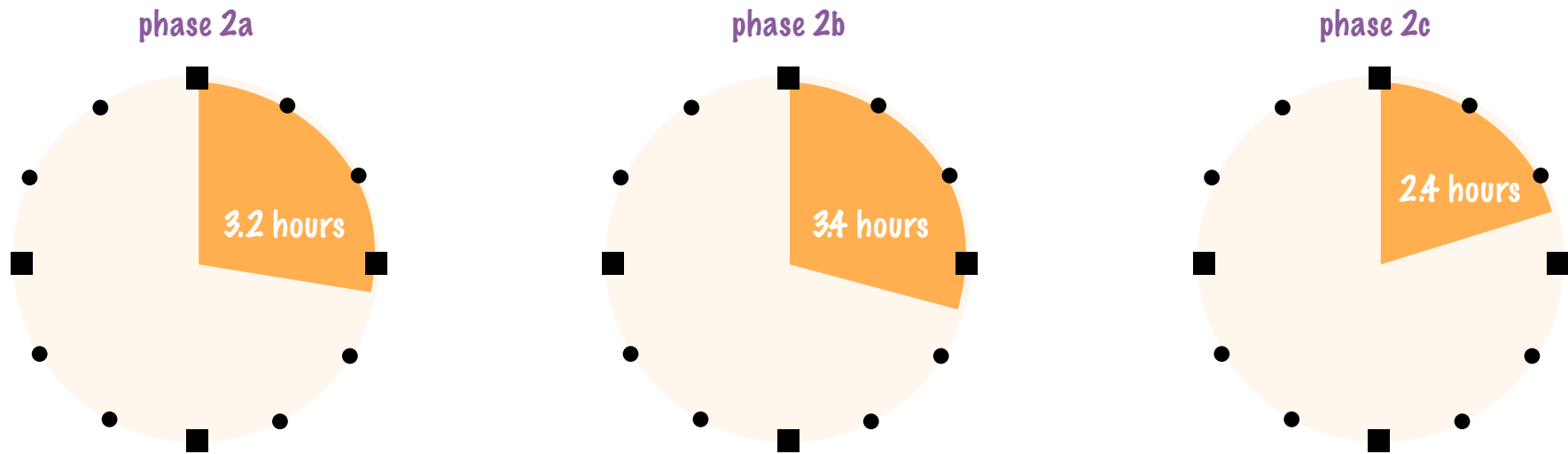
Your Period
Information about menstruation and how to use the Koree product.

Usability and practicalities

phase 2 (a,b,c)

Question has enabled us to understand the use of the pads.

(Q1 1) Average amount of hours the pads were worn before changing:



Key Findings:

This demonstrates that during phase 2c, participants changed their pads more frequently.

Key Questions:

How do these timings compare to other products on the market? Are the pads less absorbant over time?

Usability and practicalities

phase 2 (a,b,c)



Hygiene:

Six of the questions from Phase 2 particularly focus on hygiene. This slide focuses on 4 of these questions:



21. How easy was it to clean the pads?

We had responses ranging from 1 (very easy) to 10 (very hard). This averaged out at 4 across phase 2a, 2b, 2c. The pads appeared easy to clean but became harder to clean overtime.



Was the shell easy to clean?

We had responses ranging from 1 (very easy) to 10 (very hard). This averaged out at 2.4 across phase 2a, 2b, 2c. The shell was very easy to clean and scored highest in the final month, suggesting that participants had learnt how best to clean the product overtime.



23. How did you dry the pads?

24. How long did the pads take to dry?

"I hang the pads in the toilet when I am done bathing or washing the pad"

"I hang it directly in the sunlight outside"

"I put it inside because I didn't want anyone to see and know I use that"

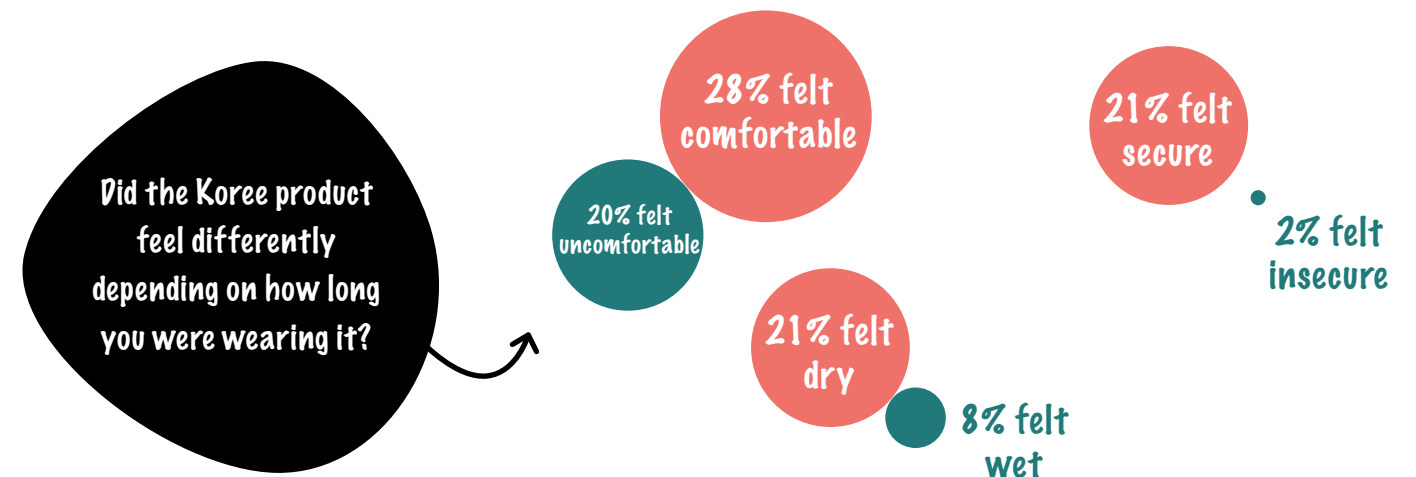
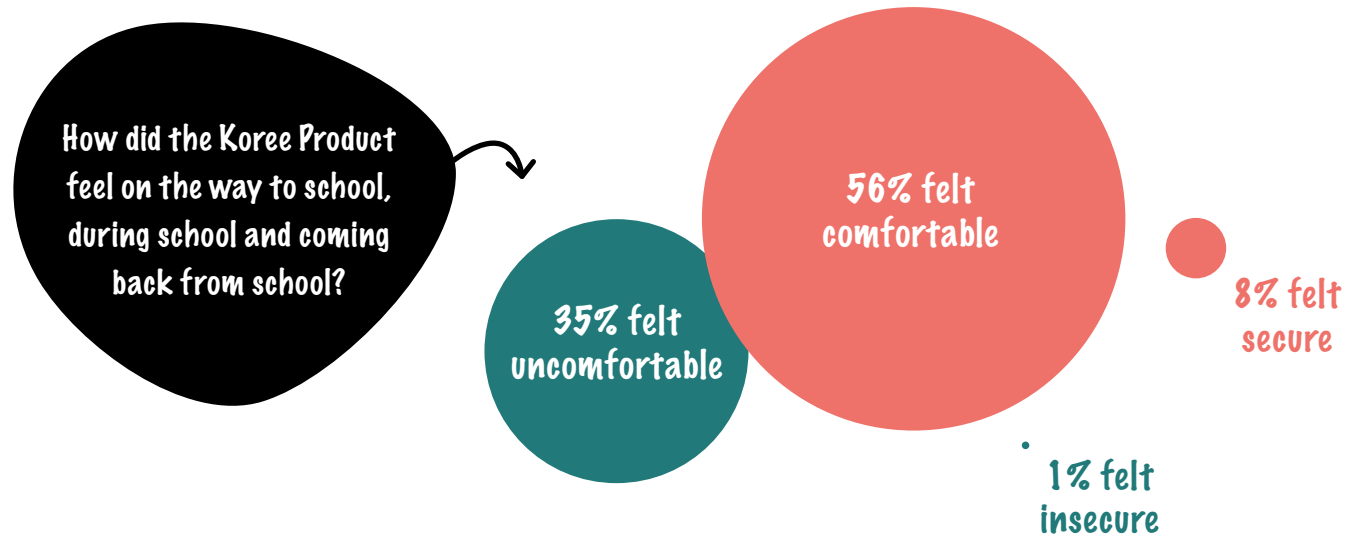
"I hung them in the toilet so no one could see it and told my mom to lock it"

76% said that the pad took over an hour to dry

Usability and practicalities
phase 2a

Comfort:

Two of the questions from Phase 2 particularly focus on comfort and feelings. It's really positive to see most participants felt comfortable whilst using the Koree product. However there is still room for improvement as 35% felt uncomfortable.



(Q3) Did you experience leakage onto clothes or furniture?

Key Findings:

The majority of participants didn't experience leakage whilst using the product. During the first phase (2a) 59% of participants didn't experience any leakage. This rose to 92% by the third phase (2c)



Key Questions:

Could this be because participants were getting used to using the product over time?





(Q6) What would you change about the way the Koree Pad and shell fit with each other?

There seems to be some confusion about how the two components fit together, it needs to be clear that it's ok that the orange part of the pad overlaps the shell, and that it isn't designed to all be contained within the shell.

Some participants suggested making the two components stick together more to help them stay in place.

"The shell should be a little bit bigger for the pad or the pad smaller"

"I think the pad should be much bigger"

"If only there could be something sticky between the pads and the shell"

"I must just wear the Koree Pad alone"

"I think the pad should be more big, because it's too thin. And the shell should be big"

"We must put a sticky thing so that the pad does not move"

"The shell should be a little bit bigger and the wings are too short"

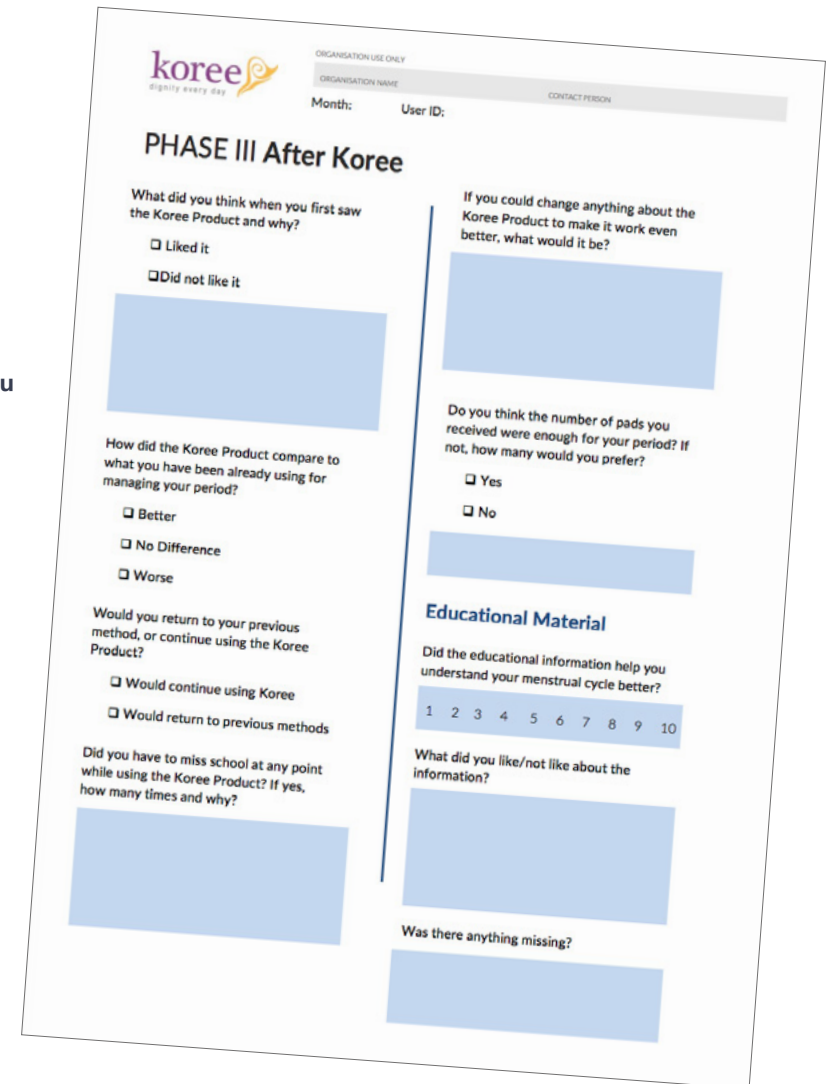
phase 3

Phase 3 Questions:

1. What did you think when you first saw the Koree Product and why?
- 2. How did the Koree Product compare to what you have been already using for managing your period?**
3. Would you return to your previous method, or continue using the Koree Product?
4. Did you have to miss school at any point while using the Koree Product? If yes, how many times and why?
- 5. If you could change anything about the Koree Product to make it work even better, what would it be?**
- 6. Do you think the number of pads you received were enough for your period? If not, how many would you prefer?**

Educational Material

- 7. Did the educational information help you understand your menstrual cycle better?**
8. What did you like/not like about the information?
- 9. Was there anything missing?**



koree signify every day

ORGANISATION USE ONLY
 ORGANISATION NAME _____ CONTACT PERSON _____
 Month: _____ User ID: _____

PHASE III After Koree

What did you think when you first saw the Koree Product and why?
 Liked it
 Did not like it

How did the Koree Product compare to what you have been already using for managing your period?
 Better
 No Difference
 Worse

Would you return to your previous method, or continue using the Koree Product?
 Would continue using Koree
 Would return to previous methods

Did you have to miss school at any point while using the Koree Product? If yes, how many times and why?

If you could change anything about the Koree Product to make it work even better, what would it be?

Do you think the number of pads you received were enough for your period? If not, how many would you prefer?
 Yes
 No

Educational Material

Did the educational information help you understand your menstrual cycle better?
 1 2 3 4 5 6 7 8 9 10

What did you like/not like about the information?

Was there anything missing?



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