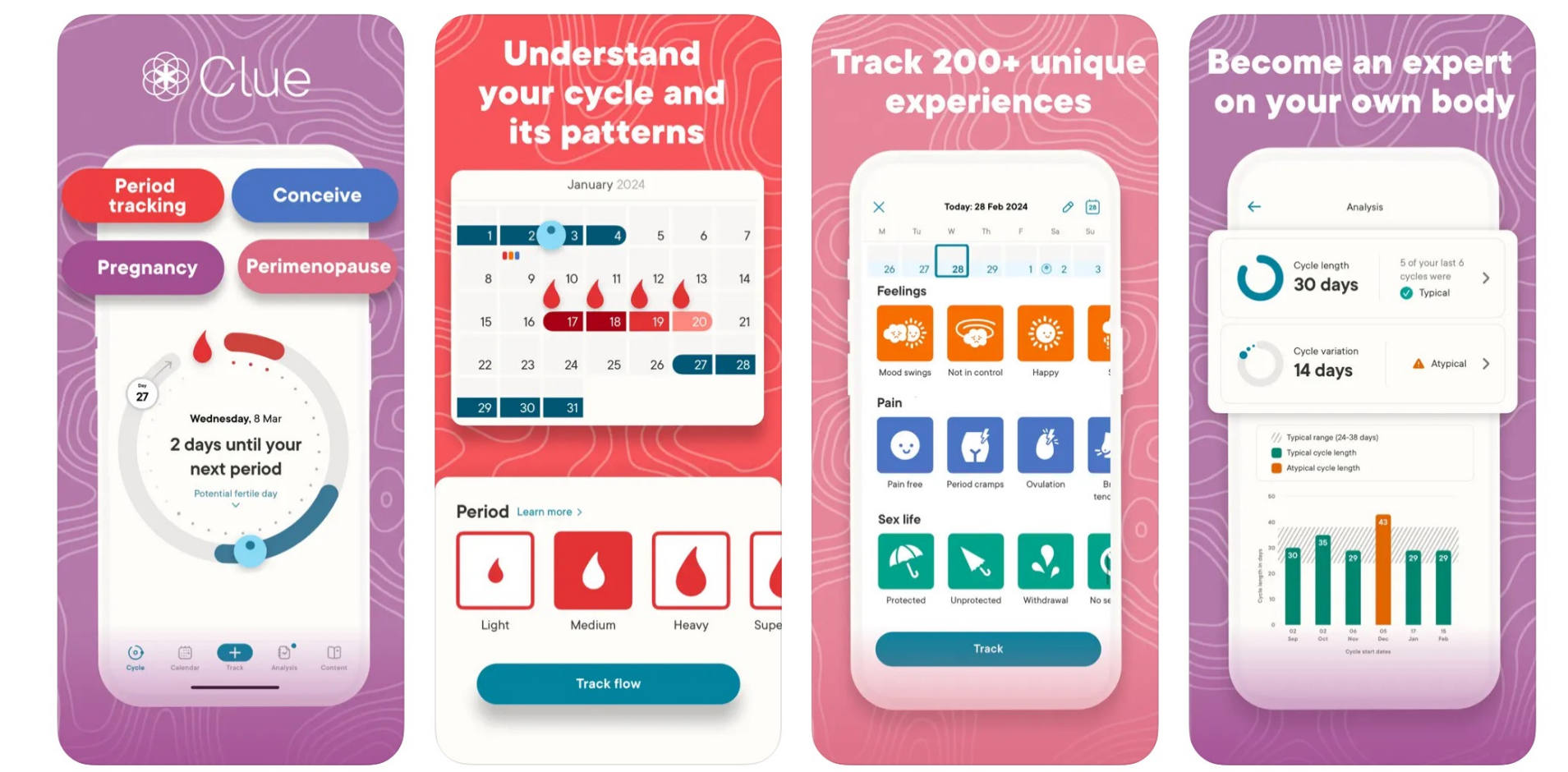


Empowering Women’s Health Through Technology: A Heuristic Evaluation of the Clue App

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- No. of downloads on Google Play Store: 50M+
- Rating: Google Play Store- 4.5 ; Apple App Store- 4.8
- App Version: 194.0



ABSTRACT

Women’s health encompasses a broad range of physical, mental, and emotional well-being aspects unique to females throughout their lifespan. It includes topics like reproductive health, menstrual cycles, pregnancy, menopause, and beyond. Understanding and managing these aspects is crucial for overall health and quality of life.

Clue is a popular period and fertility tracking app designed to help women better understand their bodies and cycles. It allows users to log their menstrual cycle details, including flow intensity, symptoms, and mood changes. By tracking this data over time, Clue can predict future periods, identify patterns, and provide personalized insights. Clue also offers educational resources on various women’s health topics, making it a valuable tool for self-awareness and informed decision-making.

To comprehensively evaluate the user experience and features of the Clue platform, HITLAB conducted a heuristic analysis. This evaluation focused on key aspects such as interface design, navigation intuitiveness, terminology clarity, and error handling mechanisms. Strengths and areas for improvement were identified through this thorough analysis.

Based on the findings, recommendations were formulated to enhance user guidance, tackle usability challenges, and optimize data organization within the platform. These recommendations aim to refine the user experience, ensuring seamless interaction and women health management.

OBJECTIVES

- Investigate the usability of the Clue app through heuristic evaluation, aiming to identify and address specific issues hindering user experience.
- To offer actionable recommendations that address identified usability issues and enhance the Clue app’s usability.

STUDY METHODOLOGY

Heuristic Evaluation Approach:

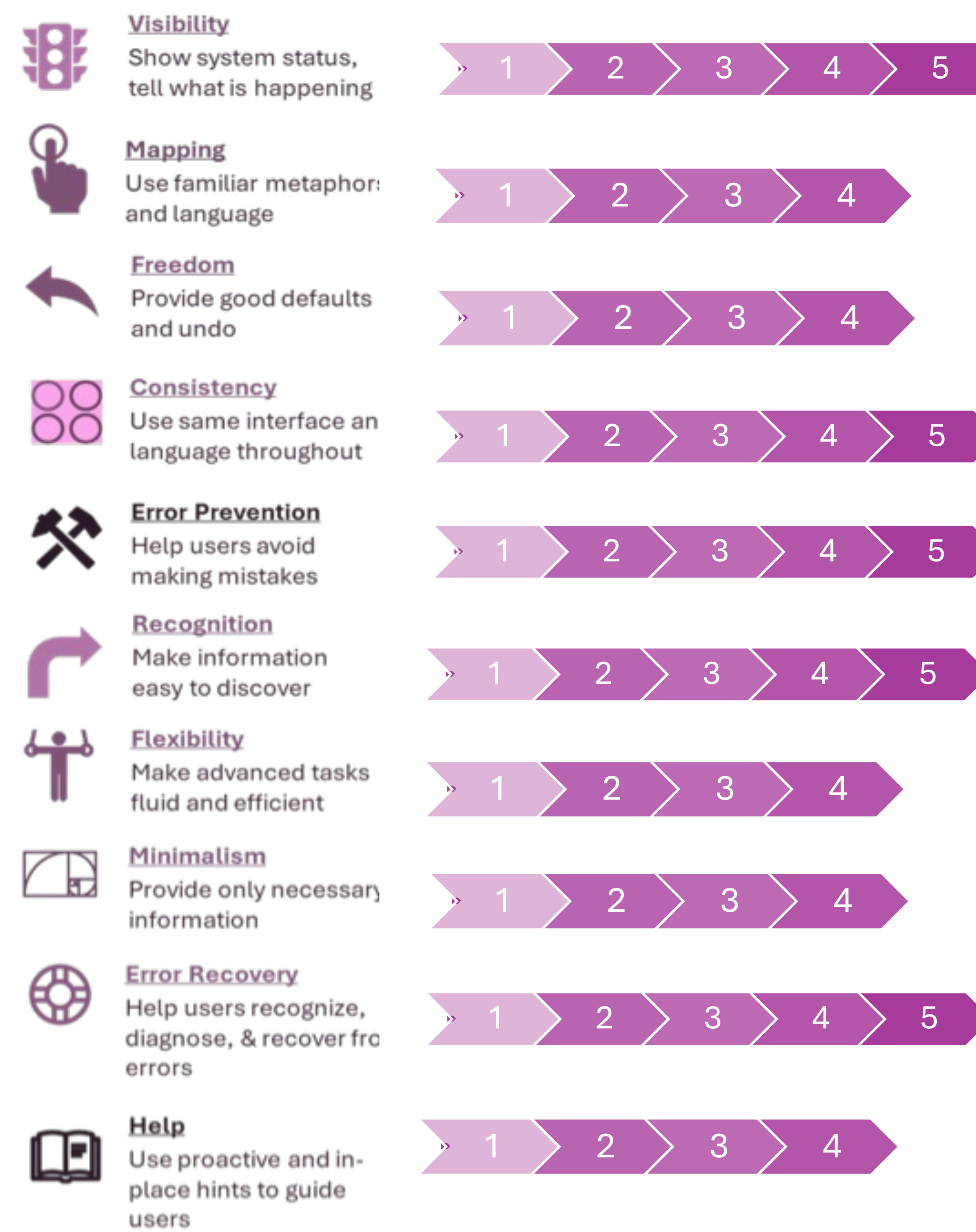
The Clue platform underwent evaluation using three established methods:

- **Nielsen’s Heuristics:** A set of 10 usability principles used to evaluate user interface design, aiming to identify usability problems in user interface.
- **System Usability Scale (SUS):** A widely-used questionnaire to measure the overall usability of a product or system. It assesses factors like ease of use, efficiency, and satisfaction.
- **Arhippainen’s Utility Assessment:** A framework for evaluating the usefulness of a digital product or service. It focuses on how well the product meets user needs and goals, and how it performs its intended functions.

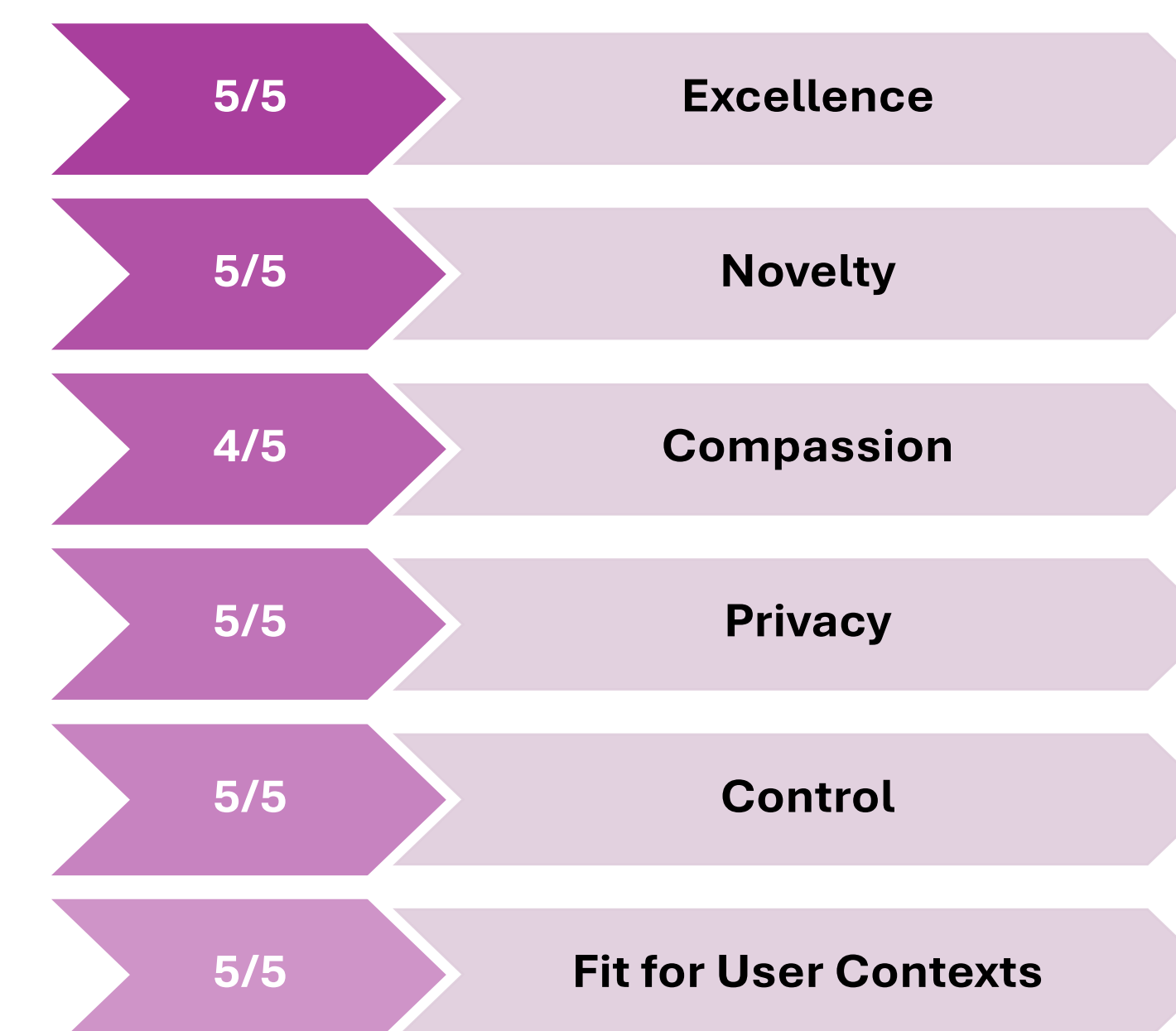
RESULTS

Heuristic Evaluation Overview

App evaluation score (out of 5) using Jakob Nielsen’s heuristics are represented below.

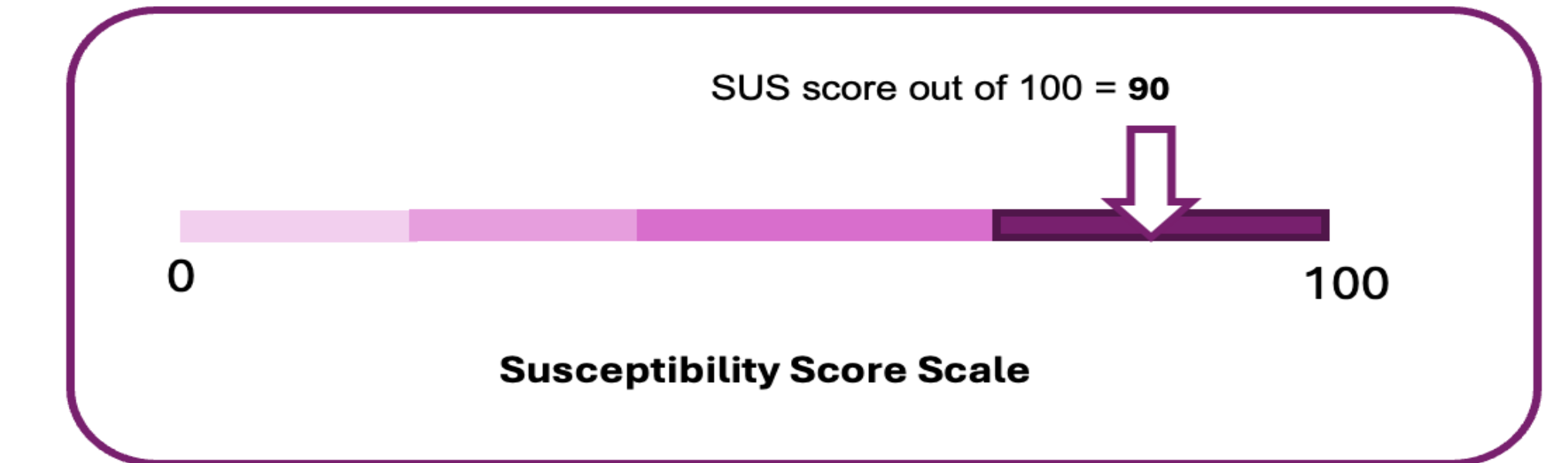


ARRIHAEPEN’S ANALYSIS : Utility Score = 91.4



Heuristic Evaluation Overview

The System Usability Scale of the app evaluated the Clue app against its efficiency, intuitiveness, ease and satisfaction for the user. Below SUS score.



RECOMMENDATIONS

- **Onboarding Process:** Enhance the onboarding process to provide a more engaging and informative introduction to the app’s features, ensuring new users fully understand its benefits from the start. This can help users become comfortable and confident in using the app right away.
- **User Feedback Integration:** Given the app’s large user base, establishing mechanisms to collect user feedback will allow for continuous improvement. By regularly incorporating this feedback into future updates, the app can stay responsive to user needs and expectations, fostering a more personalized and adaptive experience.
- **Accessibility Enhancements:** Since the target audience is diverse, it is important to prioritize accessibility features. Implementing adjustments such as voice guidance, customizable font sizes, and colour contrast options would ensure the app remains inclusive and accessible to individuals with disabilities.
- **Search Functionality:** Optimize the search function for ease of use. This would help users find specific content or features more efficiently, improving overall user satisfaction.
- **Error Message Consistency:** Standardize error messages to enhance clarity and provide actionable steps for resolution. Clear, concise messages can guide users more effectively in resolving issues.

To align our evaluation with user needs, we created personas representing typical Clue app users based on user research and market analysis

Name: Emily **Age:** 28
Occupation: Marketing Manager

Emily is a busy professional seeking a user-friendly app to manage her menstrual cycle and improve her overall health. She values personalized insights, reminders, and a supportive community.

Health Goals:

- Regular menstrual cycle tracking
- Improved understanding of fertility
- Stress management and overall well-being

Pain Points:

- Difficulty remembering pill intake
- Inconsistent menstrual cycle
- Limited personalized health insights

Motivations:

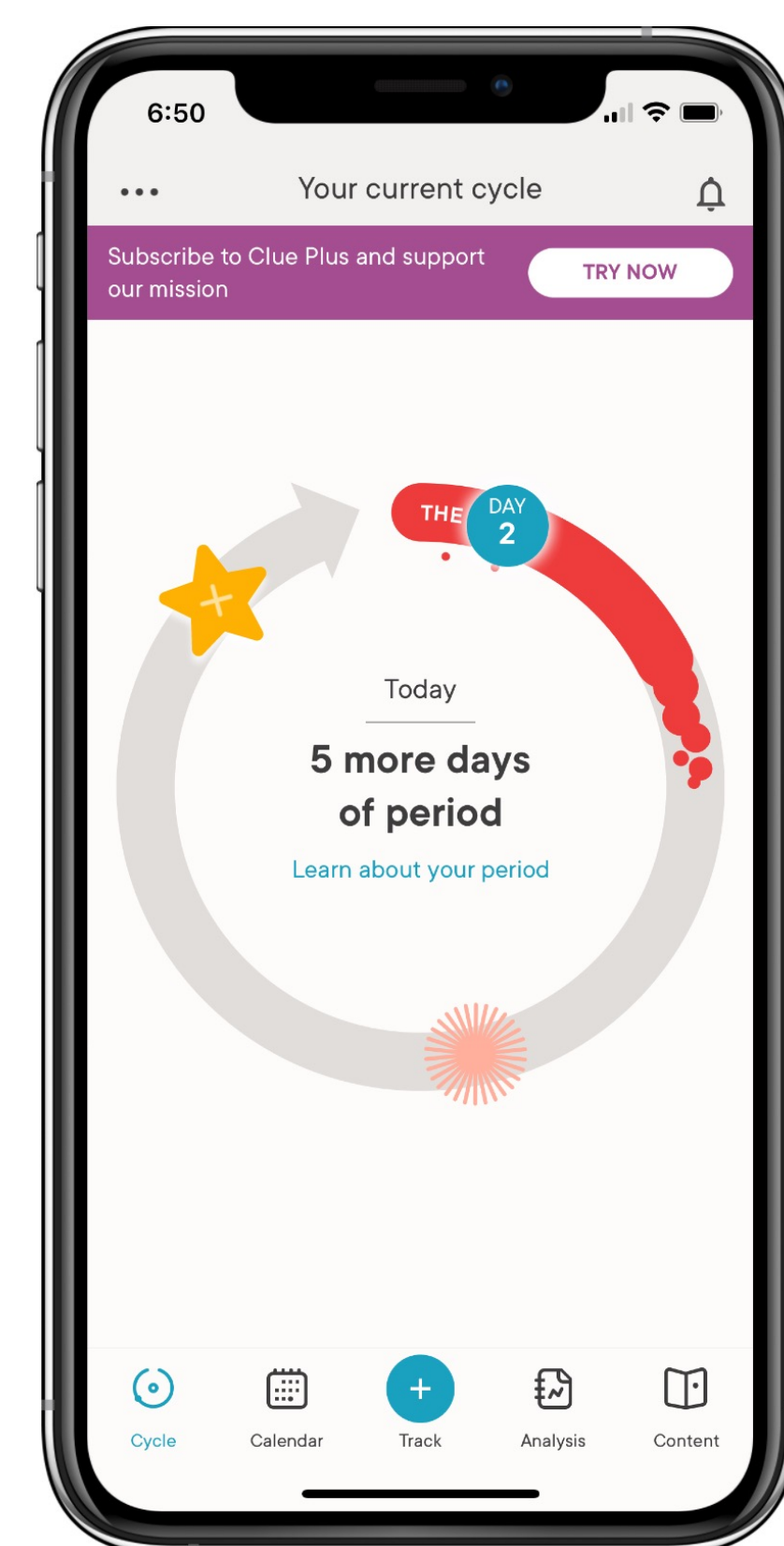
- Desire for better health and wellness
- Convenience and accessibility of digital tools
- Community and support from other women.

EMILY SAYS-

“I just want to understand my body better so I can feel more in control of my health and not let my conditions control me.”



A quick view of the Clue Interface



Over 500 million women and girls worldwide lack access to adequate menstrual hygiene products and facilities.