



McKinsey Design_

Brief set by

McKinsey Design &
The Case For Her

In collaboration with

Charlie Robertson*

Change the way the world thinks about menstruation issues and undo the social stigmas surrounding them.

Related Disciplines

Open Brief
Design
Product & Service Innovations
Experience & Service Design

Extra Prizes

Potential internship with McKinsey Design. A selection of entries may also be showcased at Women Deliver 2019, the world's largest gathering on the health, rights and wellbeing of women and girls.

Deadline

20 March 2019, 5pm GMT

*Sadly, Charlie Robertson passed away on October 1 2018, before the briefs were launched. You can read a tribute to Charlie in the tutor pack.

The back story

Over 800 million of the world's population menstruate on any given day. Menstruation is a natural body function vital to sexual and reproductive health, yet many areas of the globe lack support in terms of education, water supply, sanitation and hygiene systems, pain relief methods, product design, availability and affordability.

The Case For Her is an innovative funding collaborative that invests in early stage markets within women's and girl's health, putting capital into underfunded areas such as menstruation, menopause and female sexual pleasure. They work with a range of companies on products, innovations in technology, education programmes and grassroots support.

What's the challenge?

Talking about menstruation is still largely a social and cultural taboo across the globe. Although menstruation is a normal, healthy part of life for menstruators, stigmas abound.

There are still many places where practices of ostracising menstruators are upheld, shaming girls and sometimes even excluding women and girls from taking part in everyday life.

This affects the health and emotional, physical, and mental well-being of women, girls, and menstruators who identify as male or non-gender binary. Menstrual health has a huge effect on gender equality and access to equal opportunities.

The Case For Her want you to develop an innovative service, product or campaign that:

- tackles menstruation issues and social stigmas
- is grounded in a solid research base
- shows fresh thinking and does not replicate what's been done before.

How will you do this? Through an innovative new product? A brand-new teaching tool? A national campaign to spark debate, discussion and education? What you create is entirely up to you.

Who are we talking to?

You need to select the relevant audience for your project. This could be a specific age range, region, or even an institution, for example. Aside from the usual challenge of being relevant, credible and distinctive, you should consider how your product, service or campaign initiative serves The Case For Her to have a global impact.

Things to think about

How to go beyond the obvious

This is an open brief. Think laterally.

How to uncover what counts

Research for this brief is vital. Look at what already exists, where there are issues, and why these issues exist.

How to create global impact

Yes, you need to be relevant, credible and distinctive. But how can your product, service or campaign initiative help The Case For Her change the world?

How to present your work

- Describe who your product, experience or service is for, the need(s) it addresses, and how it does this.
- Present elements of your concept to bring it to life, eg. through storyboards, prototypes, wireframes, illustrations or animations.
- Document and show your research, how you developed your ideas, your insights and your reasoning behind key decisions.

The important stuff

What this brief is not about:

- creating a solution to hide the existence of menstruation or to imply success is when you don't know that someone is menstruating. This would do nothing to combat the social taboos.
- being crass or insensitive by using shock tactics to draw attention.
- only focusing on extreme cases.

Consider citing instances of a small scale incident with global impact to highlight the issue of menstruation taboos.

Take a look at some of the partners who work with The Case For Her. See if there's potential for your project to fit in with what they're doing.

What to submit and how: Read *Preparing Your Entries* before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); **physical** supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).