

Empathy Map (Montlie app)

SAYS

- "I wish I had a way to get free menstrual products."
- "I hope this app is reliable."
- "I don't want anyone to know I'm using this."
- "This is a great way to save money."
- "I don't want to run out of supplies."

THINKS

- Frustration with the cost of feminine hygiene products
- Embarrassment about needing them
- Fear of running out

Casey

DOES

- Reaching out to family or friends for assistance
- Seeking out public resources or charities that offer free feminine hygiene products
- Researching alternative ways to access feminine hygiene products
- Researching and comparing

FEELS

- Embarrassment when she can't afford menstrual products
- Insecurity when buying menstrual products
- Relief when she can find a reliable source of menstrual products
- Comforted when she finds a way to manage her cycle
- Appreciative when she receives free menstrual products