

Kathleen Manilova Tedja
Universitas Multimedia Nusantara
Indonesia

Website Design About Endometriosis Disease



Methodology & the Design Process

The designing begins with the collection of quantitative data from questionnaires and qualitative data from interviews to analyze the needs of the target audience. After the data is collected, the designing process began and was based on Robin Landa's Design Thinking theory, which consists of empathize, define, ideate, prototype, and test.

The Concept

The main media is a website introducing the endometriosis disease, provided with a detailed information and a related help contact feature. The visual assets are inspired by femininity, aligning with the topic covered. Access to the website is designed through social media as a secondary medium to reach the audience.

- 1. Menjaga Gaya Hidup**
Kamu harus jaga pola hidup dan makanan yang sehat. Hindari juga paparan asap rokok dan dapatkan jam istirahat yang cukup sehari-hari. Pukainya mulailah gaya hidup yang sehat!
- 2. Rutin Cek ke Dokter Obgyn**
Gejala memasuki usia remaja dan menstruasi, sebaiknya kamu mulai kontrol ke dokter obgyn (kandung) secara rutin. Tujunya supaya bisa cepat ketahuan dan diobati kalau ada gejala penyakit endometriosis.
- 3. Kenali Gejala Dini Endometriosis**
Kamu harus tahu berbagai gejalanya terutama yang paling umum nyeri saat menstruasi supaya mengurangi normalisasi gejala dan keterlambatan diagnosis endometriosis.

"Mulailah dari diri sendiri, mencegah lebih baik daripada mengobati."

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Reproductive health is one of the most important aspects in the lives of women of reproductive age. Many diseases threaten reproductive health and potentially have fatal consequences, such as infertility and sterility, and endometriosis is one of them. Endometriosis is a condition where the endometrial tissue grows outside of the uterine cavity. This disease has various symptoms, its cause is still unknown, therefore current available treatment only addresses the symptoms. In Indonesia, delayed diagnosis of endometriosis is quite common due to low knowledge of the disease. To investigate this, the author used a mixed-methods research approach using questionnaires, interviews with 6 menstruating women of reproductive age, interviews with obstetrics and gynecology specialist, an interview with the founder of the Endometriosis Indonesia Community, and interviews with 2 men who are married and have wives with endometriosis. The research results revealed that the majority of young women and married men are unaware of what endometriosis is, and educational media on this subject is urgently needed. Another issue found was the presence of misinformation, stigma, and especially the normalization of endometriosis symptoms, especially menstrual pain, which hinders proper treatment of the condition. Therefore, an interactive website was designed to provide educational information about endometriosis. The design will be based on the Design Thinking Model by Robin Landa and analyzed in the end based on design principle theory. Hopefully, the website design is able to effectively educate the target audience about endometriosis.