

Project Focus

One in four (Linde et al., 2016; Pedersen, et al., 2017), **to one in three women experience urinary incontinence** (Loohuis et al., 2022). Despite the negative impact on women's quality of life (Van Geelen & Hunskaar, 2005; Van Gerwen et al., 2009) and the availability of effective medical treatments (Nightingale, 2020), only a minority seeks medical support (Diokno et al., 2004; Hannestad et al., 2002; Kinchen et al., 2003; O'Donnell et al., 2005; Sykes et al., 2005). This insight formed the initial problem from which this project started.

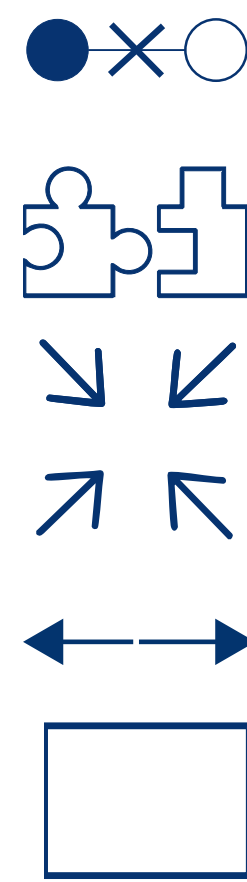
By identifying the **wishes and needs** of women experiencing involuntary urine loss, the project revealed that these needs are often **unmet**, particularly in terms of support. This included different forms of support, from access to information and health care advice, to the use of protective materials and the perception of the condition in the social context. These findings led to a broader understanding of support, beyond medical. In addition, current support interventions were found to negatively contribute to the overall experience of living with the condition. These insights highlight the importance of **redefining support**.

Identified Problem

Current support interventions for managing involuntary urinary leakage do not fully support women. This causes a gap between the interventions that should support women and the challenges associated with the condition, allowing its challenges and impact to persist.

This because:

- Current interventions fail to connect with/ reach women
- Do not align with women's needs and preferences
- Existing solutions focus only on isolated aspects of the condition
- Some solutions unintentionally reinforce difficulties
- Simply do not exist



Design Goal

To enable women to feel in control, supported and empowered in their management of urinary incontinence.

Sub-goals:

- By fostering confidence and satisfaction in managing leakage among women.
- By creating a more positive association with urinary incontinence and the related products.
- By creating a clear understanding of urinary incontinence and the treatment options.

Interaction Vision

"Like biking with a tailwind"



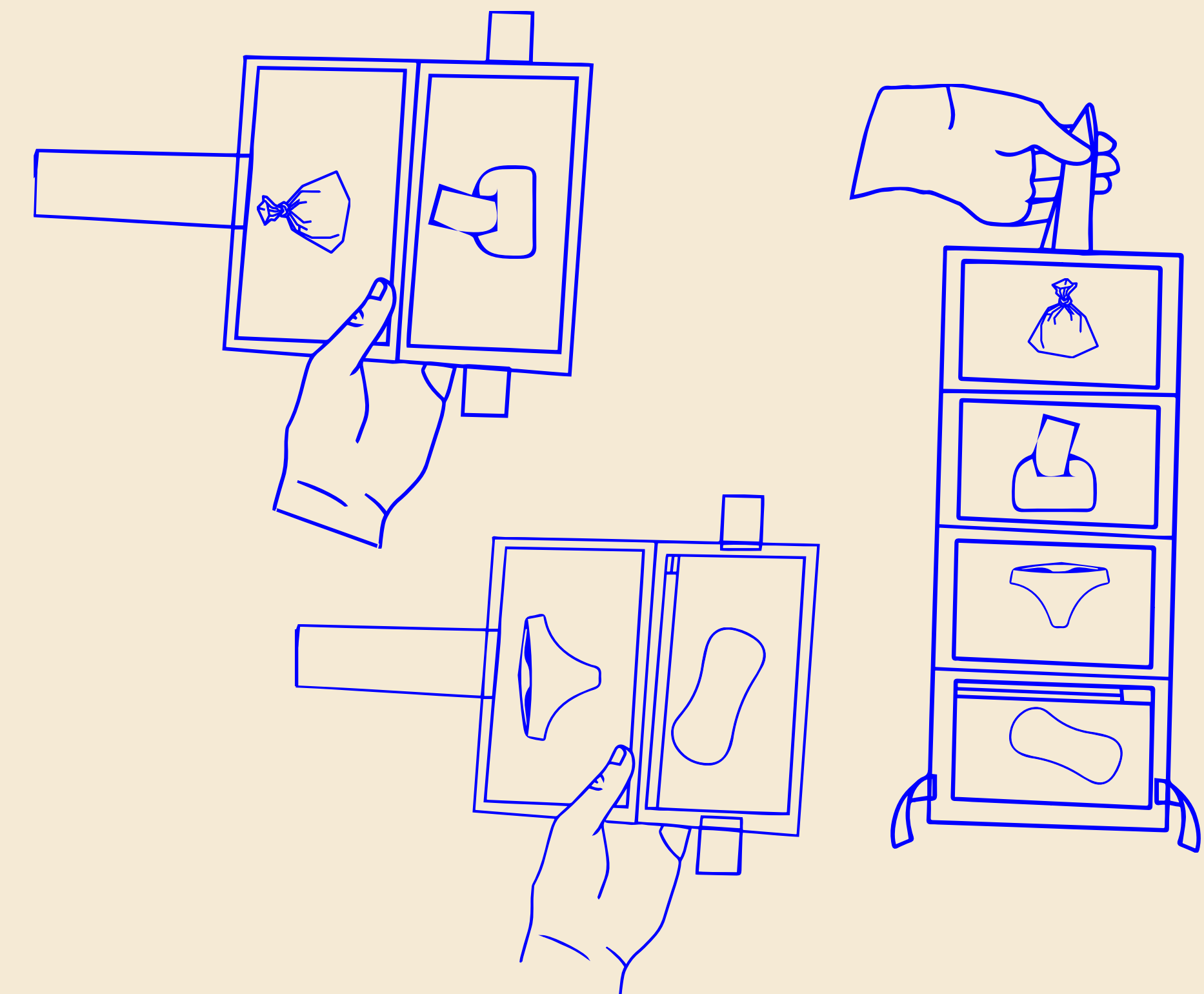
Freedom Invisible yet visible

Elevating Reassuring

Design Intervention

BIJDEHAND

Is a foldable bag designed to carry essentials to manage leakage, accompanied by an informative flyer. The foldable bag is designed in a way that the exterior exterior empathises aesthetics while the interior focuses on functional use. The information folder provides general information about urinary incontinence, protective materials, healthcare professionals, treatment options, and supportive websites and apps.



Reaches women through their existing coping strategies: use of protective materials.

Minimises the practical challenges associated with protective material use and leakage, which could reduce the burden of managing the condition

Provides accurate information about urinary incontinence and treatment options to address the need for information. This could change beliefs and assumptions about the condition and treatment options.

Redefines the design and interaction with products for urinary incontinence the way in which incontinence products are presented and used influences how they are experienced. More positive presentation and interaction could change the association with these kinds of products, leading to a more empowering and supportive experience.

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Redefining support for women with urinary incontinence through a new approach
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