TABOO IN INDIA

There is stigma on menstruation all around the world. But in India, women face much more difficulties that affect their career, their education, their health, their relationships, and their mental well-being.

There are many myths and taboo practices that still exist in India, which stem from religious practices. These practices intended to protect well-being. However, nowadays they are not followed anymore, and even worse, negative views were enforced. These practices intended to protect well-being stemming from religious practices. These practices have been followed and still hold a strong negative connotation to it.

There are many efforts happening in India in order to deal with the taboo of menstruation, but there is a need for more focus on creating the behaviour change to accept the menstruating girls. And enabling discussion could be the first step towards the change.

As the subject is taboo, it was needed to work from the safe space of people, which brought to the family focus. Moreover, family relations hold a great importance in the Indian society, and the way menstruation is perceived in the family home influences the girl directly. Since the subject of menstruation is a sensitive one, it was needed to work from the safe space of people, which brought to the family focus. Moreover, family relations hold a great importance in the Indian society, and the way menstruation is perceived in the family home influences the girl directly.

The field research has shown how the need was to present menstruation as natural and for the discussion and atmosphere to become easier. Also, the simple principle of game playing (the pairing game) was fit for the lowest treshold - it didn't require any prior knowledge on the topic which made both the pre-menstruating girl and male members to get involved with the Mix-A-Body-Match. After testing 4 different designs, it was found how the Mix-A-Body-Match principle of the game makes it blend into the humour in the family. It had the lowest threshold; it didn't require any prior knowledge on the topic, which made both the pre-menstruating girl and male members to get involved with the Mix-A-Body-Match.

MIX-A-BODY-MATCH

The goal of the game was to create funny pairs to entertain. The complete focus to create a funny pairs - ex. laddle, flip-flops, moustache etc) cards for a specific role, pubert, other categories are:

The total of cards of different categories and a deck of cards makes the game easy to use, while the design is compact and easily transportable.

BOOKLET

The booklet is the product which gives instructions on the game, information on the content, the cards and further information on puberty for family members to understand the topic.

The visualizations on the booklet match the visual style of India.

The size of the booklet is small and matches the size of the box. The box is compact for both adults and children to hold.

ABOUT THE PROJECT

This project focuses on enabling discussion in an Indian family on the topic of menstruation between all family members in order to enhance the understanding of a pre-menstruating girl.

The size of the cards is compact for both adults and children to hold.

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“How can design for well-being help in lowering the taboo of menstruation in India?”

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MSc Design for Interaction

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