

AFTER PAUSE

Menopause, just another
milestone in your journey

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AFTER PAUSE

Menopause, just another
milestone in your journey

NAME

AGE

ADDRESS

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Features

CALENDER

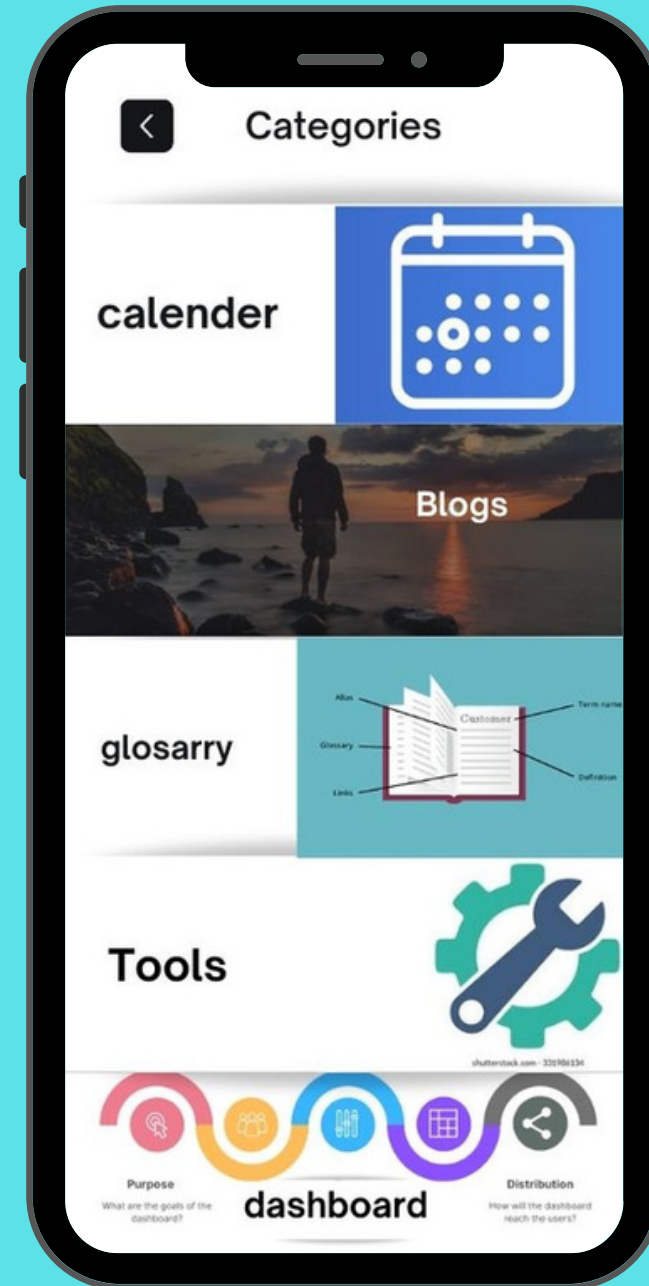
BLOG

DASHBOARD

GLOSARRY

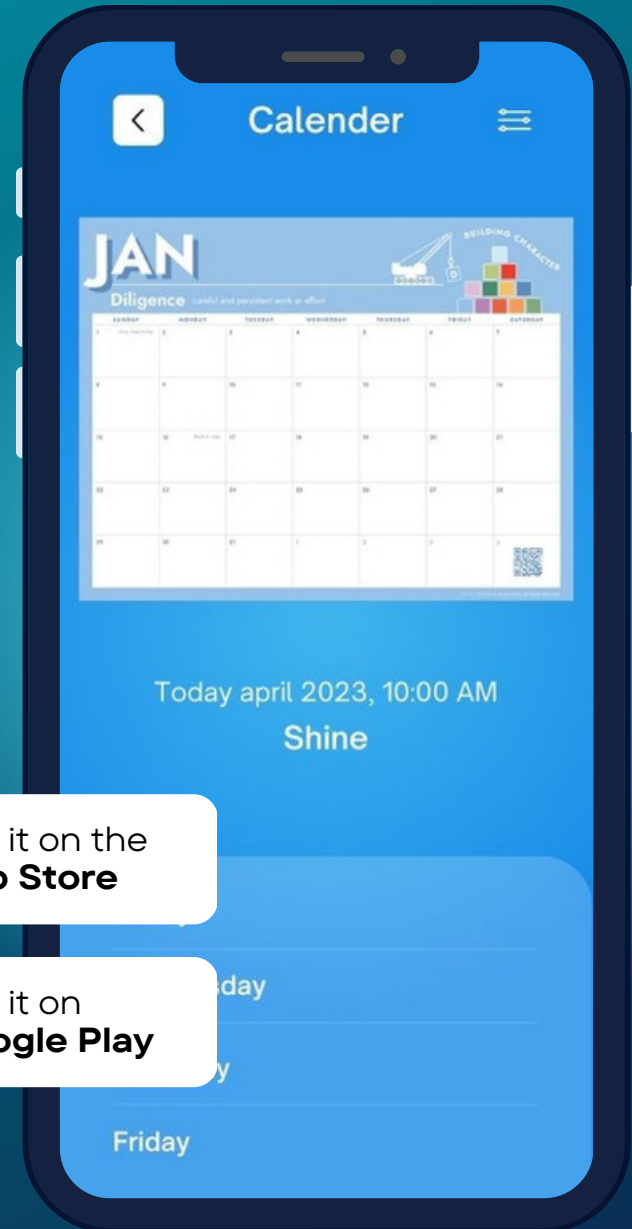
COMMUNITY

EXPERT ADVICE



⚡CALENDAR

Maintain your
daily health
record



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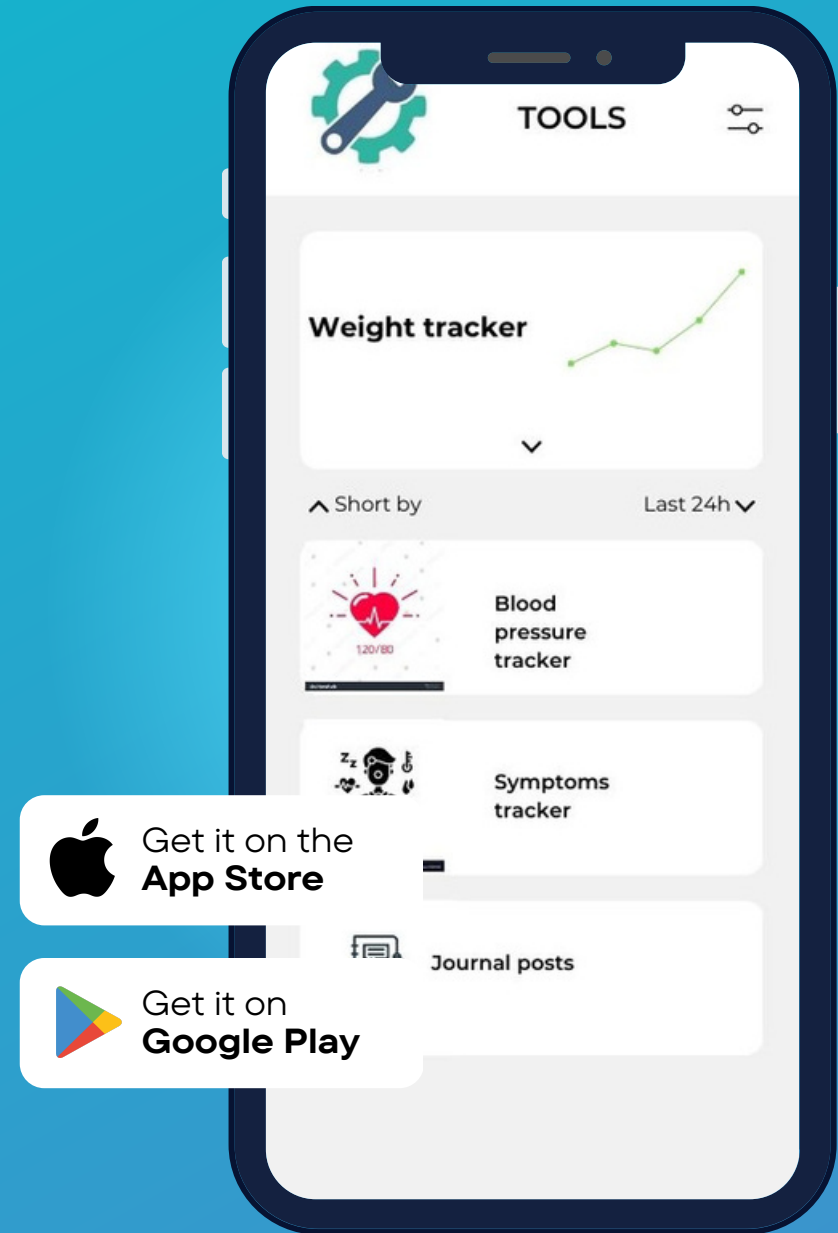
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⚡ TOOLS

Track your vitals on your tips

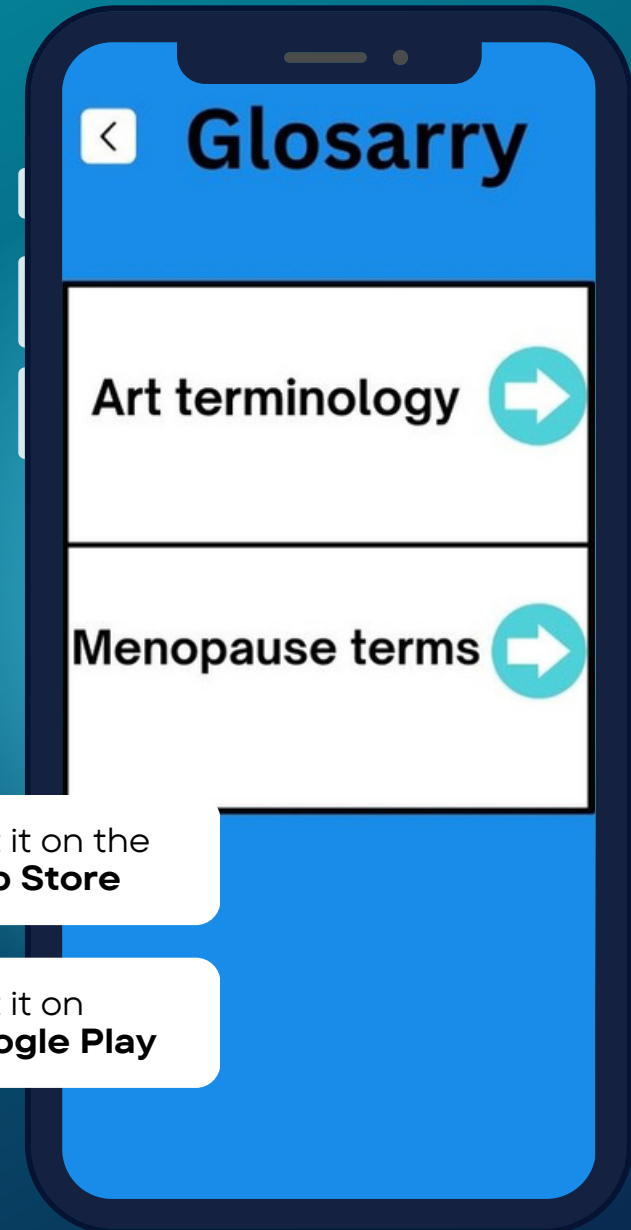
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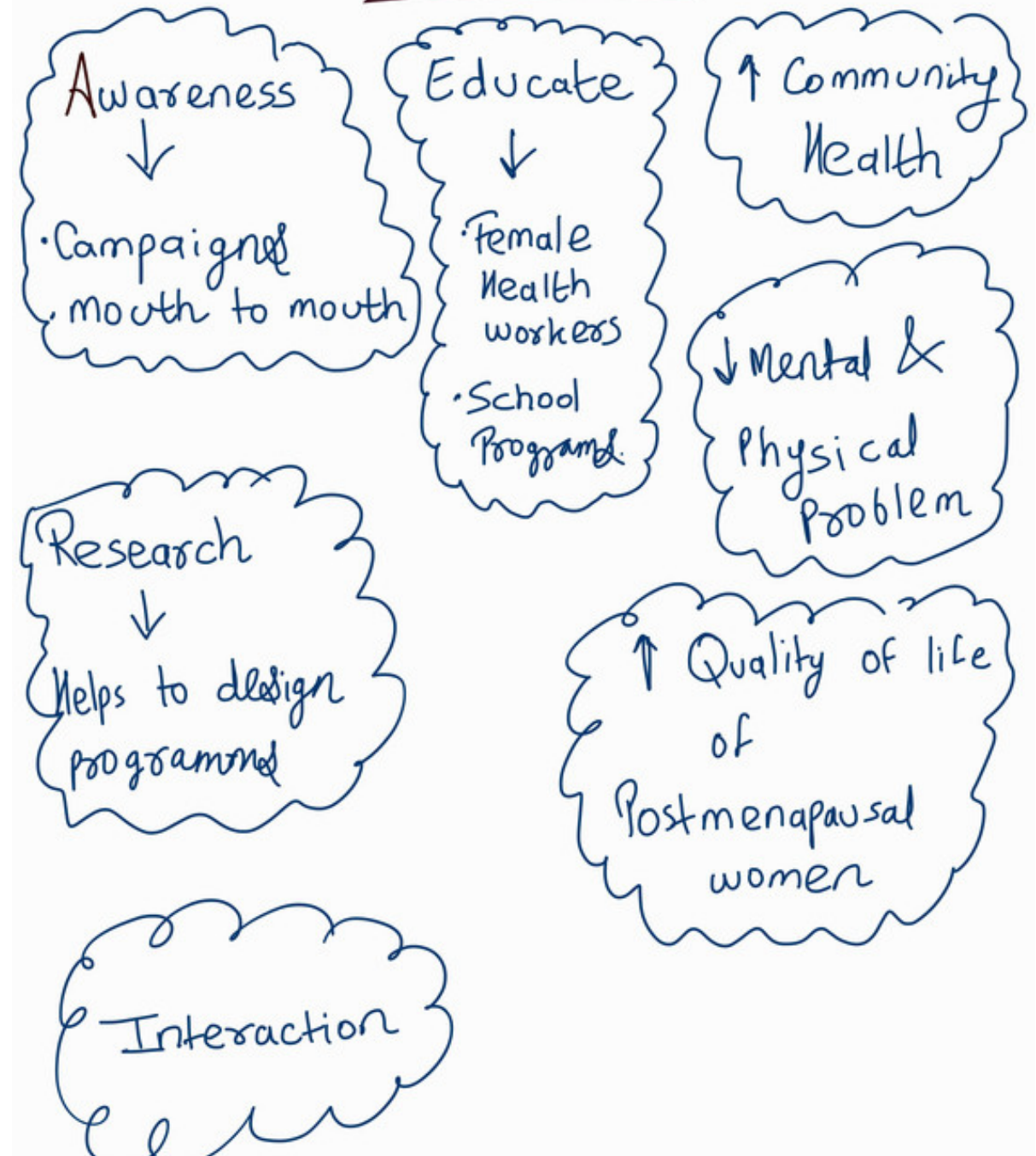
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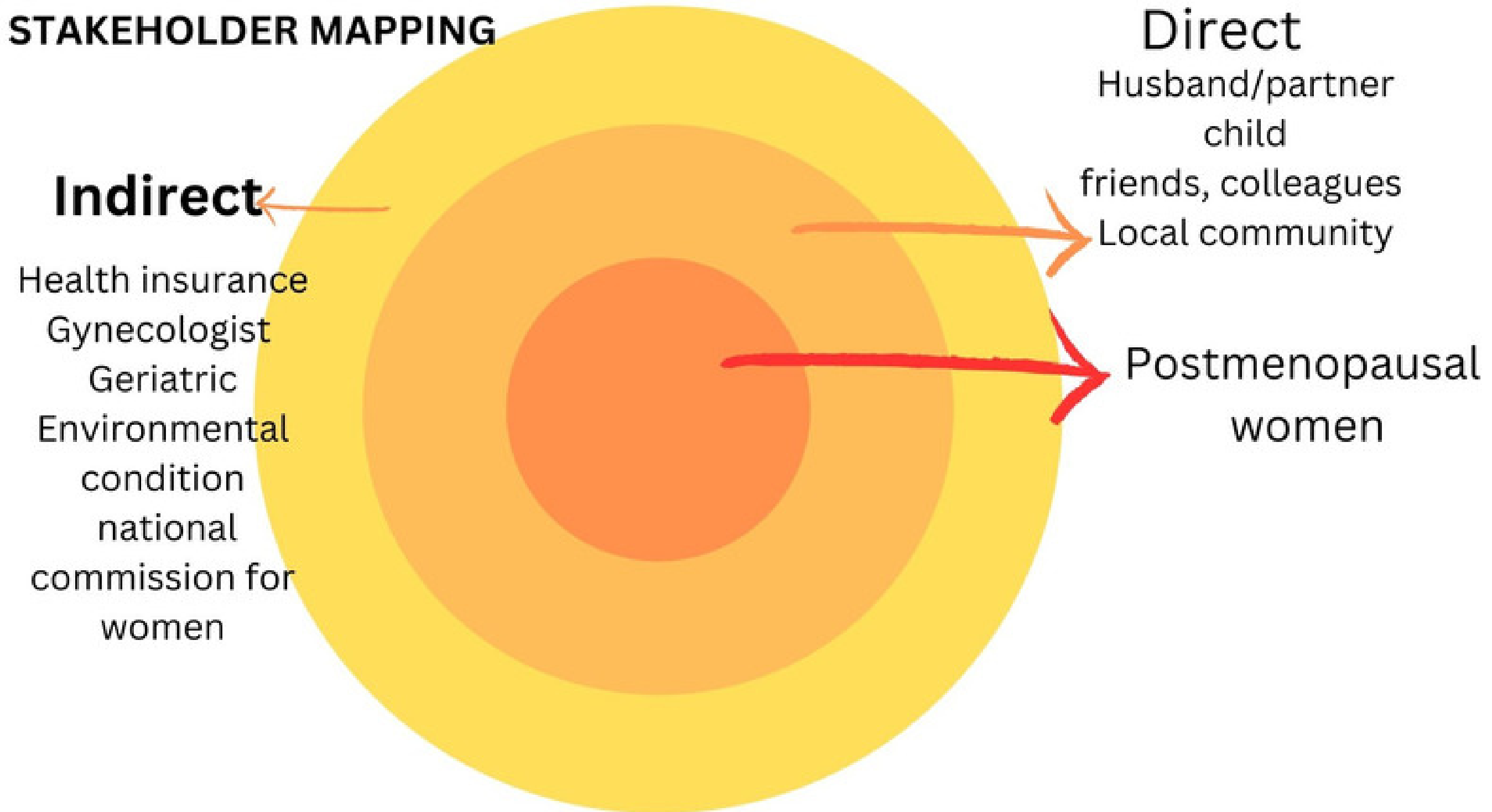
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Needs

Need



STAKEHOLDER MAPPING



HOW MIGHT WE

How might we create and spread awareness for postmenopausal women in order to enhance quality of life of postmenopausal women

HOW MIGHT WE Spread a awareness regarding post menopausal affect in female to improve their quality of life

HOW MIGHT WE Improve the existing Healthcare system to improve the quality of life

HOW MIGHT WE Provide nutritional supplement to women of postmenopausal age group

HOW MIGHT WE Educate women to tackle this problem

HOW MIGHT WE Increase sanitary practices in peri and post menopausal women

HOW MIGHT WE Provide mental support to women of postmenopausal age group

User parsona

Needs and goal

Family support
HeaLthyenvironment
Good mental health

Name

Sunanda bhagat

Behavior

Frusted
Irritated

Demography

A 51 years old female, house wife by
profession
residence of kalyan

POV

We met Sunanda bhagat a 52 years old female we surprised to notice that she was looking tired while climbing few stairs and was experiencing fatigue.

We wonder if it is due to the loss of calcium, osteoporosis, iron deficiency. This problems are quite common in post menopausal women.

It could be game changing if we spread awareness about this topic in society

Empathy mapping

GENERAL DATA

Sunanda bhagat
Age: 52
housewife
address: kalyan

SAY & DO

1. Always looks for perfect thing
2. compare consequences before taking action
3. prioritize comfort

THINK & FEEL

1. She dreamed of becoming teacher
 2. Asks lots of questions
 3. asks friends and family opinion
- She's excited, alert

HEAR

1. She is enthusiastic
2. she uses YouTube to learn new things
3. She feels intrigued someone
4. irritated sometime

SEE

1. She's a housewife
2. she uses social media
3. takes interest in technology

BRAINSTORM

Create proper format
for investigate
problems faced by
post-menopausal women

Awareness campaigns
through media publicity,
Ads, social media
handling

Using stat. for getting
general informal <
spreading that information
through social media
platforms

Campaigns should
be run by government.

CAMPS should
be organised in Towns

Health worker should
visit homes of elderly
and educate them

Through Television
Advertisements and Radio
information should be
spread.

- 1) Campaigns - Rally
- 2) TV advertisement
- 3) Building an App
- 4) Universal helpline numbers
- 5) Include ASHA & USHA
in this work
 - Symposiums / Research
- 6) Create a National Day
- 7) Tag line - "She supported us when"

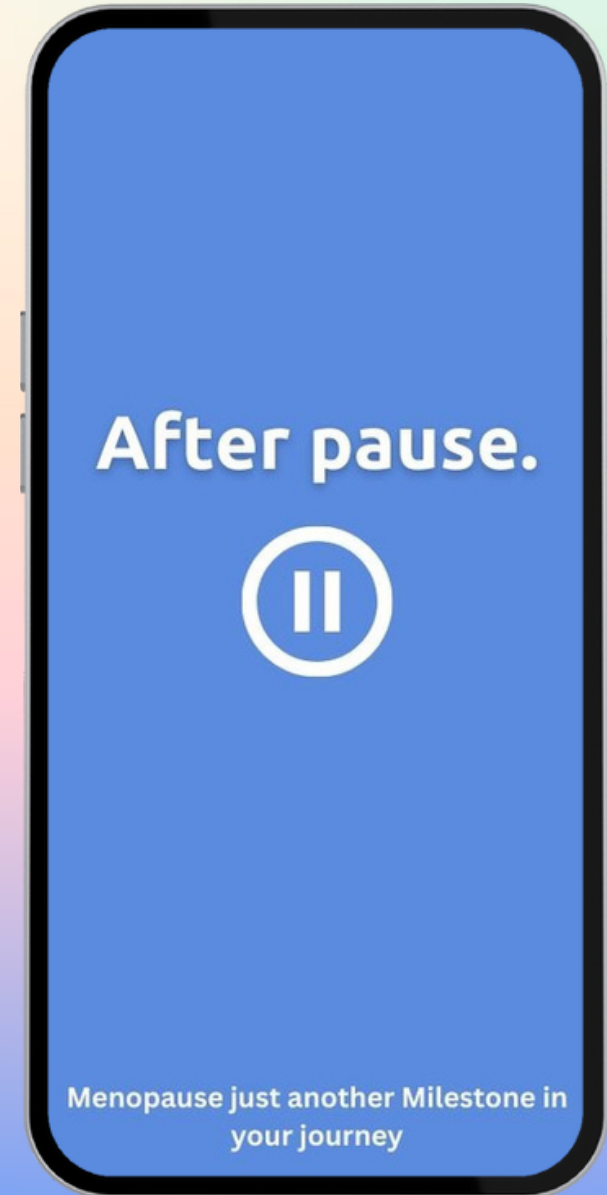
AFTERPAUSE



MENOPAUSE, JUST
ANOTHER MILESTONE IN
YOUR JOURNEY

Be the part of change by joining with us

TRY AFTERPAUSE FOR FREE



MEET OUR TEAM

App designer

**LIKESH
NETAM**



Website designer

**SWAPNIL
BHAGAT**



We are the part of innovative minds of Grant government medical college and sir J.J hospital .. in collab with M.I.C.E lab created an innovative app to help our beloved ones. To know more, try our app

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Presentation

**PRASHANT
LAGAD**



Mentor

M.I.C.E

Fridays 6:30pm - 10pm



M.I.C.E

Medical Innovation Creativity &
Entrepreneurship Lab

