

INDIVIDUAL REPORT.





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THE BRIEF.



How might we support women and people with endometriosis so that their pains and frustrations can be heard?

Women are frequently misdiagnosed due to a lack of awareness, inadequate medical training, and outdated diagnostic methods. This delay can cause physical suffering, emotional distress, diminished quality of life, and even infertility.

What solution can be formulated so that their misdiagnosis experiences feel validated and awareness for improved identification of endometriosis can be raised?

DESIGNER PROFILE.



Interactive Researcher
UX/UI designer
Lead Programmer

Our project stretched across multiple mediums. During the initial ideation phase the team worked closely together to come up with a solid idea that allowed us all to apply our strengths. As the project progressed we all continued to collaborate but branched off into our own areas. I worked alongside Rory to create the foundation of the website, then took the lead on coding the website, implementing engaging animations and laying out our compelling story, linked from the book and implementing Kashish's videos.

METHODOLOGY.

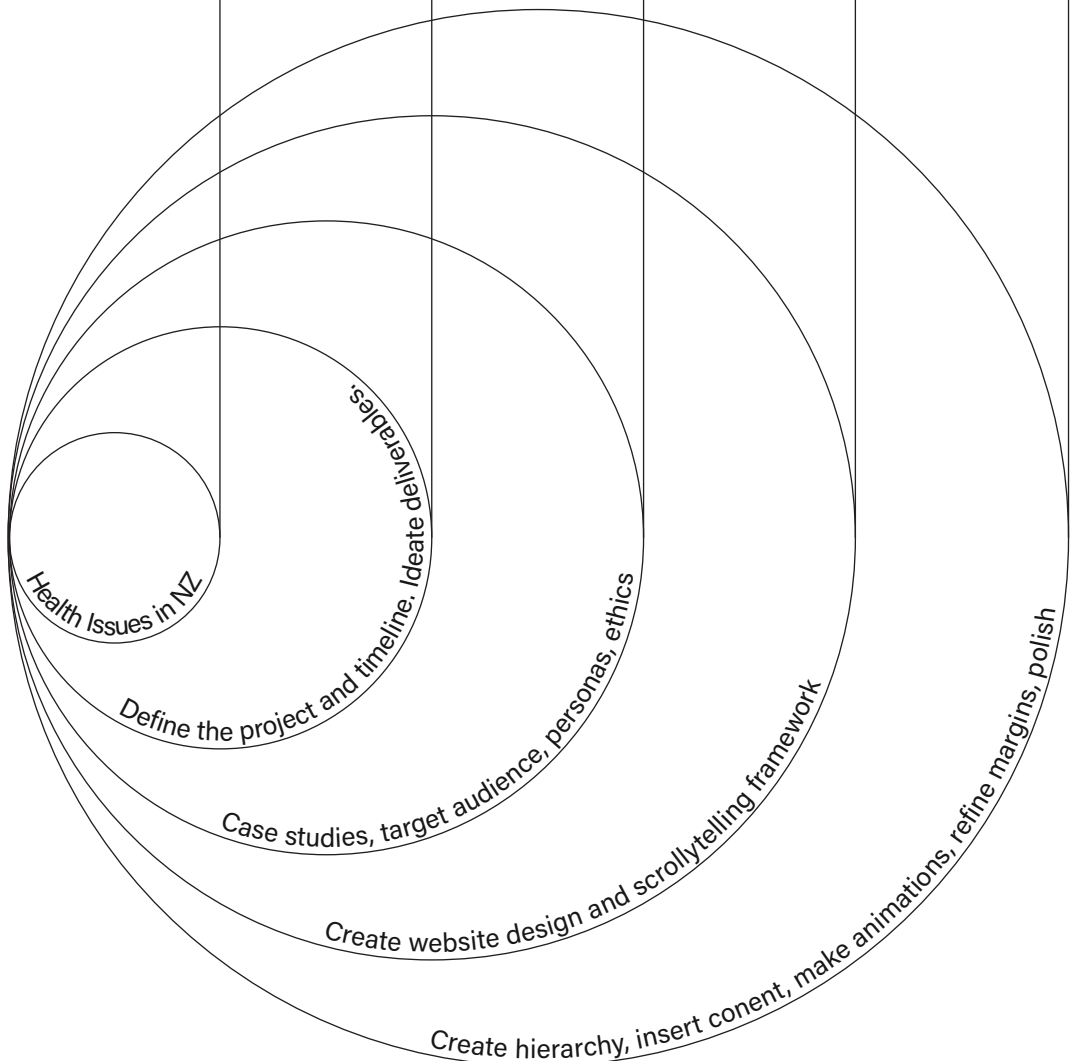
RESEARCH

PLANNING

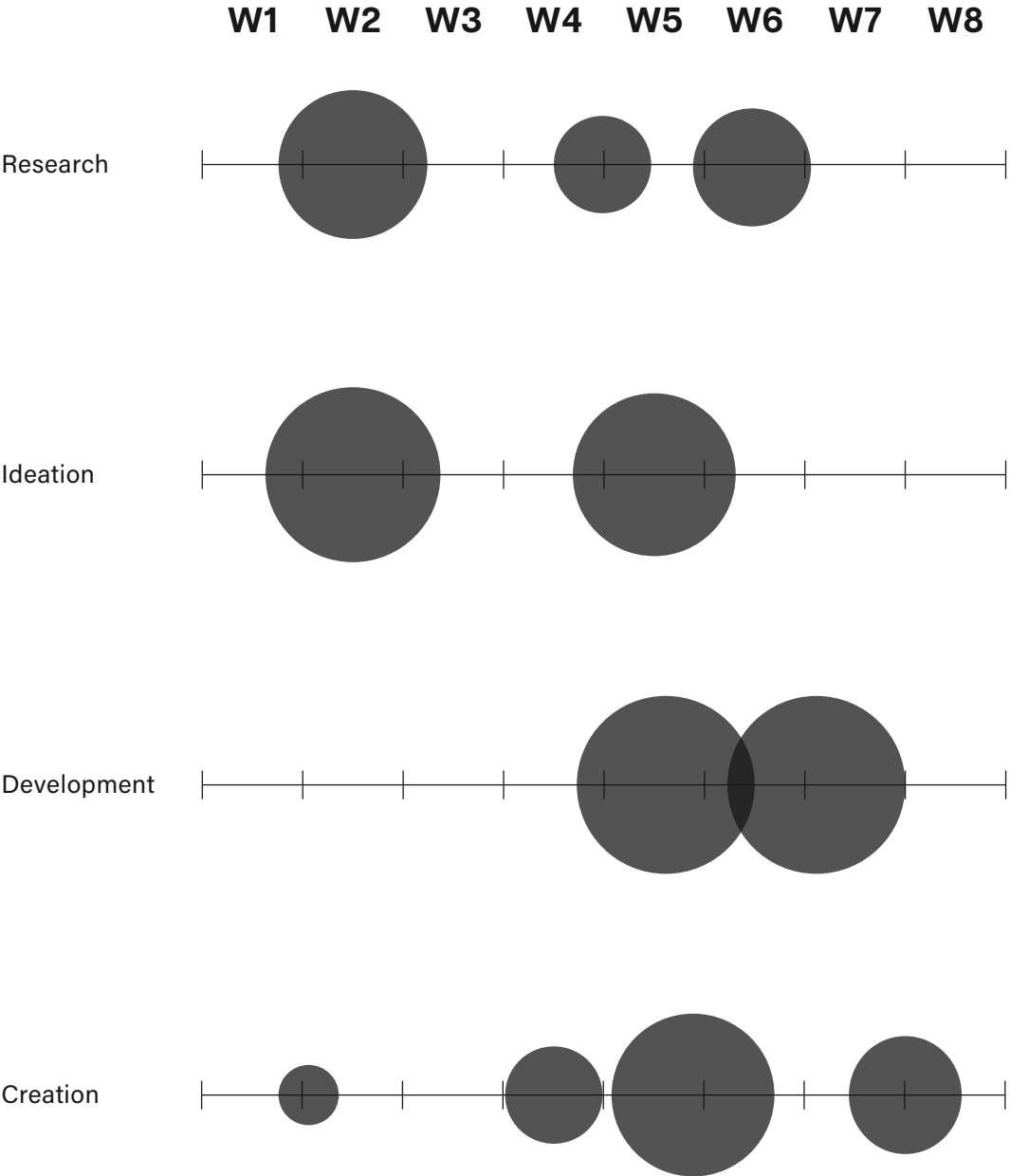
DEVELOP

PROTOTYPE

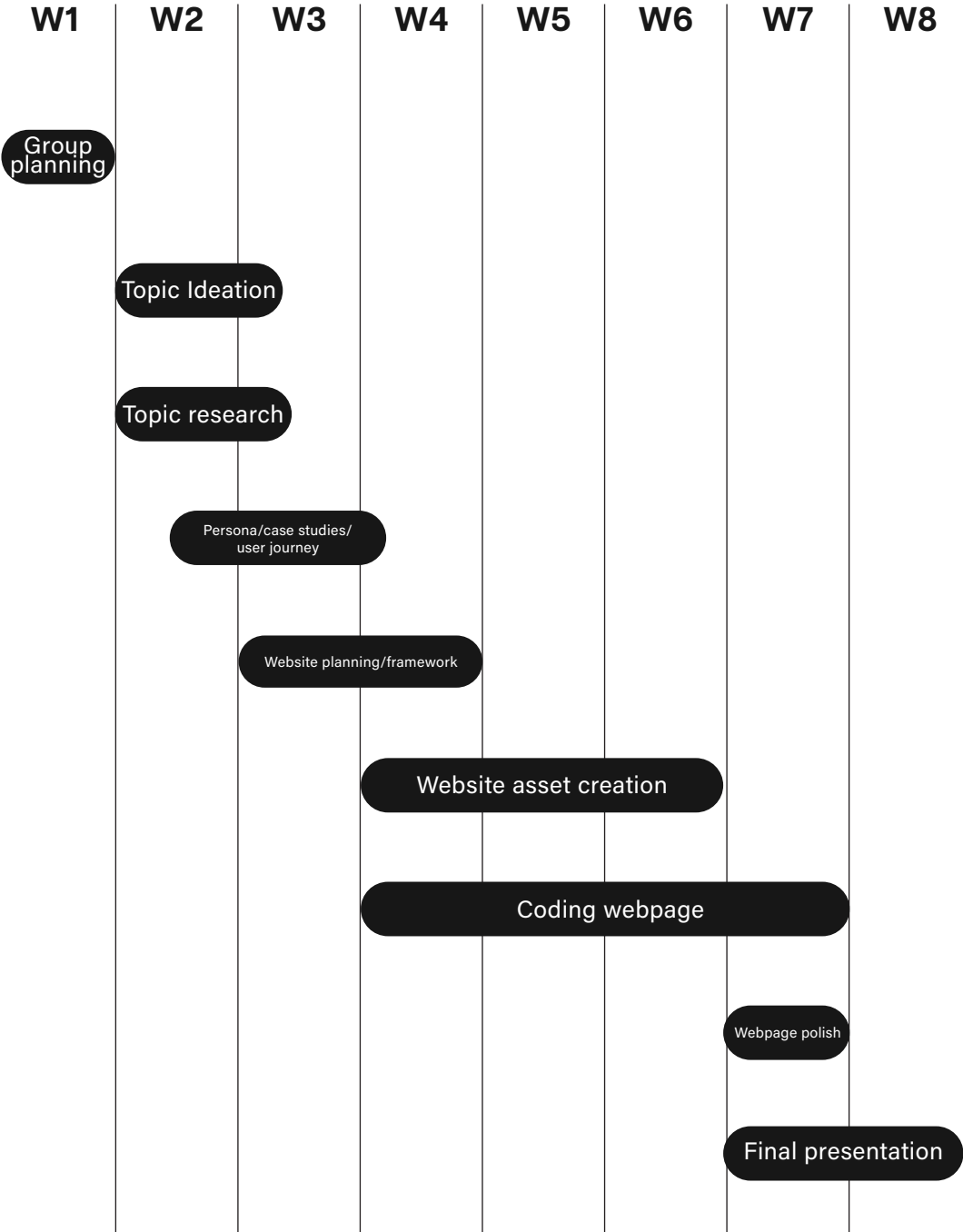
PRODUCTION



RESPONSIBILITIES.



TIMELINE.



PERSONAS.

Name: Sarah Mitchell
Age: 26
Location: Auckland, NZ
Profession: Manager at clothing store



BIO

Sarah started experiencing pelvic pain and irregular periods at 16, doctors dismissed her symptoms as “cramps”. Over the years she visited multiple doctors who misdiagnosed her with IBS, anxiety and hypochondria. She is still suffering from endometritis and no doctor has been able to correctly diagnose her.

Pain points

Medical gaslighting: being dismissed as normal or stress related.

Mental health struggles: Years of being unheard and misdiagnosed have actually caused her to develop anxiety and depression.

Work: constant sick days off has taken a toll on her career aspirations.

Name: Emily Carter
Age: 30
Location: Taupo, NZ
Profession: Tourism planner



BIO

Emily started experiencing symptoms in her early 20s. Extreme period pain, fatigue and digestive issues. Her GP initially diagnosed her with stress related IBS and recommended dietary changes. Her pain worsened and was told it was due to her working too much, or was normal for woman's periods. It wasn't until she and her partner were trying for a baby that she finally got answers. Her infertility got the ball rolling for a series of proper tests and a reproductive specialist finally diagnosed her with stage 2 endometriosis. At this point the disease has severely affected her chances of having a child.

Pain points

Years of Misdiagnosis: She was told her pain was caused by IBS and stress, delaying proper treatment.

Fertility Struggles: Learning that her condition affected her ability to conceive was emotionally devastating.

Emotional Toll: The repeated dismissal by doctors led to feelings of frustration, isolation, and self-doubt.

Name: Amari Lopez
Age: 34
Location: Southland, NZ
Profession: School teacher



BIO

Amari's symptoms started in her late teens; severe cramping, prolonged and heavy periods. She often missed school due to pain and was just told by doctors it was just “bad periods”. Over time the pain got worse affecting her ability to work, socialise and exercise. Her GP prescribed birth control without further investigation which didn't do much to help. At age 31 she finally saw a specialist who confirmed she had advanced endometriosis. She has undergone surgery and continues to manage symptoms but the condition unfortunately has permanently altered her quality of life.

Pain points

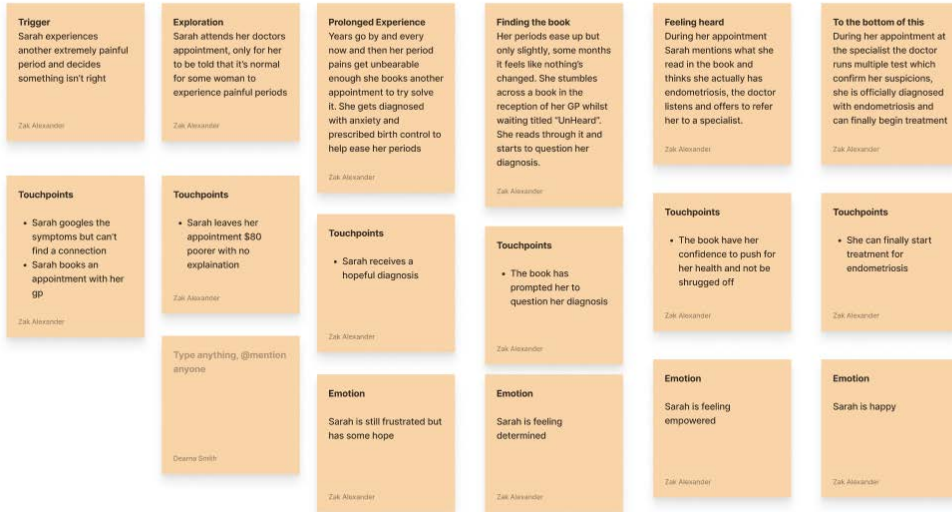
Dismissed by Doctors: She was repeatedly told her pain was “normal” or exaggerated

Scepticism from Others: Friends, colleagues, and even family sometimes underestimate how serious her condition is.

Impact on career: Constant time off due to pain has limited her goals and her ability to teach.

USER JOURNEY.

Sarah Mitchell's journey through misdiagnosis and treatment



INITIAL CASE STUDY.

At the start the website was aimed at being a more informative feature compared to the book



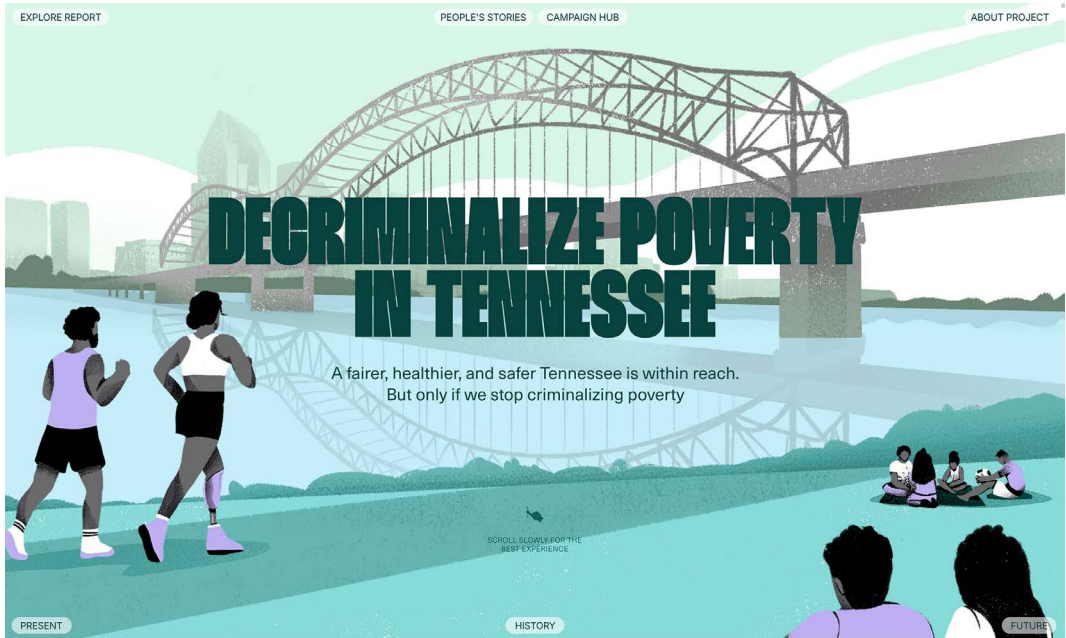
A 3D interactive map users can click on to view information.



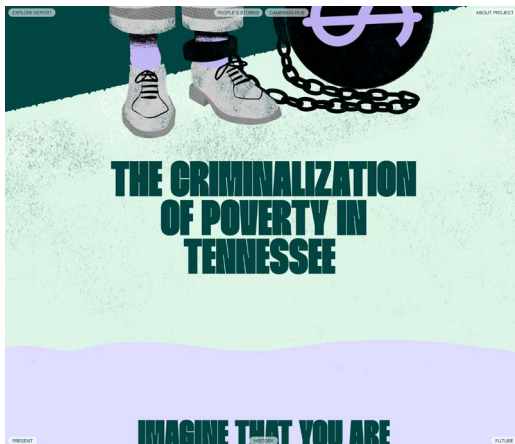
Expanded information from selected country, shows comparisons.

SCROLLY TELLING.

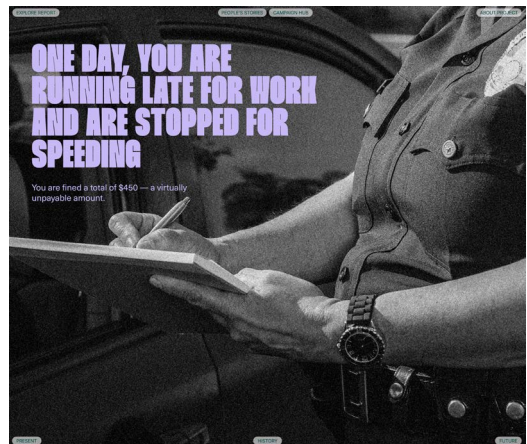
As our solution began to be refined, we moved into making a more narrative experience



Decriminalize poverty featured a wide range of graphics and animations that inspired us.



They featured bold, in your face typography.

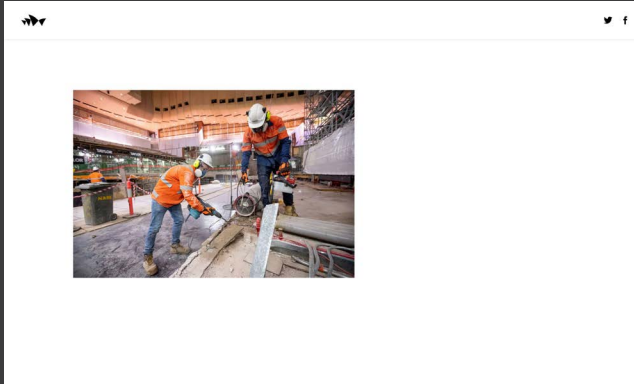


As well as photography and text layering, combined with animations.

Free Hearts. (2022).

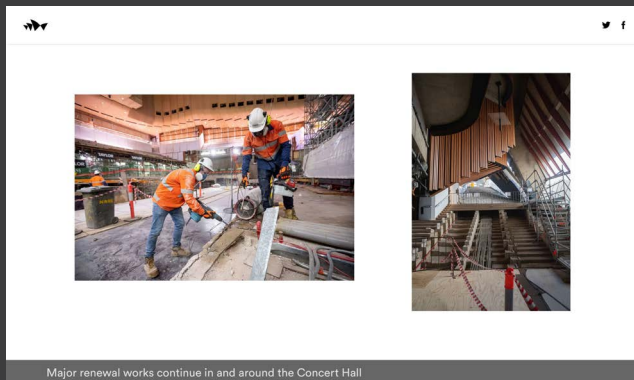
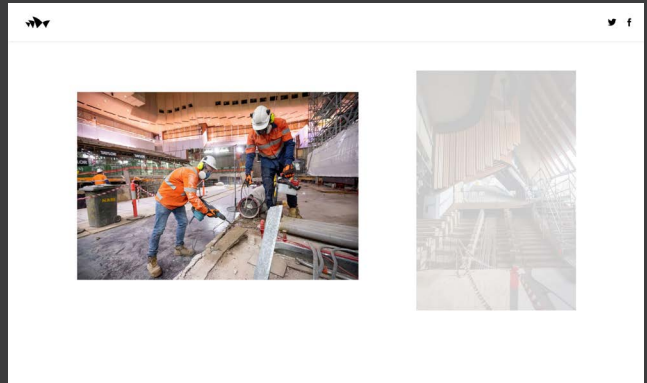


PHOTOGRAPHY IN SCROLLY TELLING.



The group decided to use photography as a staple.

Sydney Opera House used photography in a simple scrolly telling format.



Boud, D. (2020, August 21).

WEBSITE PLANNING.

Technical requirements

Software

Website

- vs code for website building
- three.js for 3D in web
- chart.js for data visualisation

Visual asset creation

- Adobe Suite
- Blender
- Unreal Engine
- Photoshop
- Illustrator
- InDesign
- After Effects

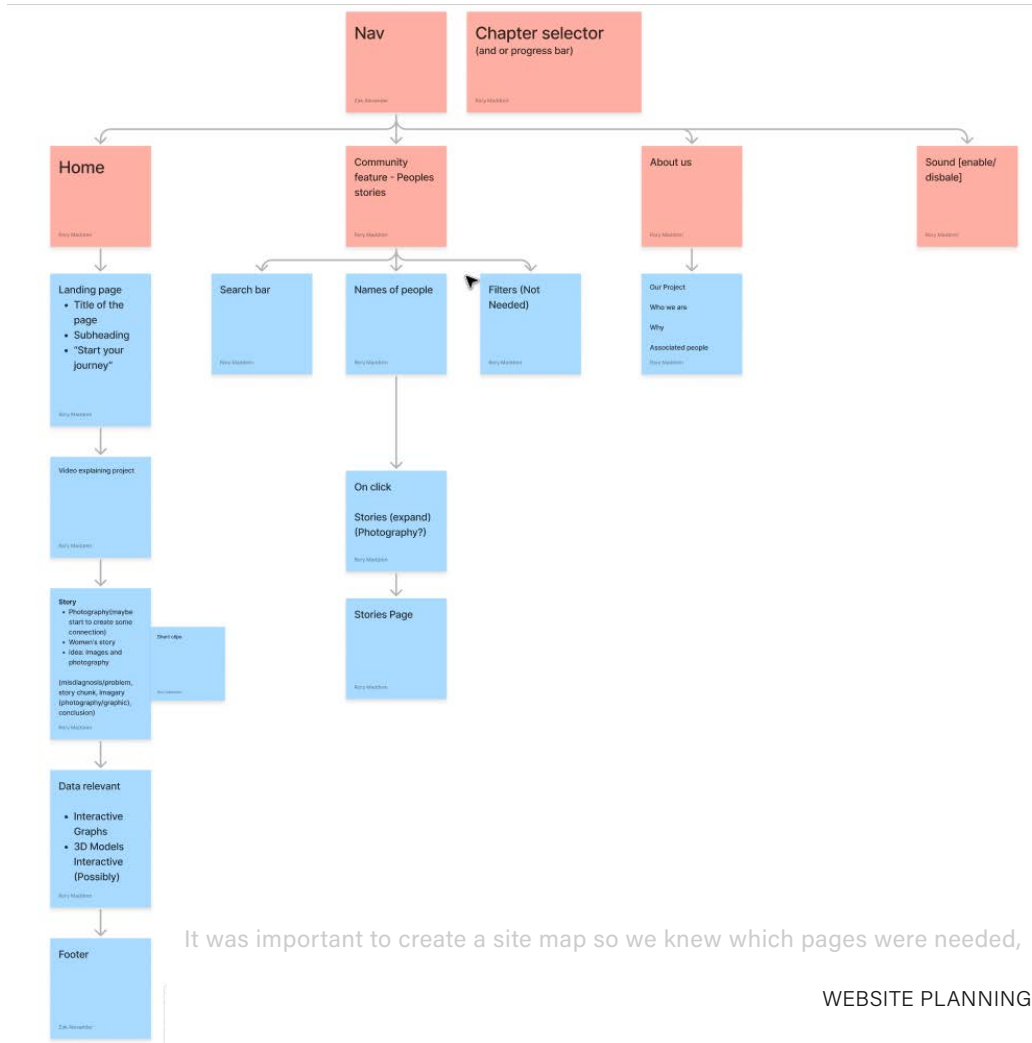
Physical

Book

- Printer
- Knife
- Glue

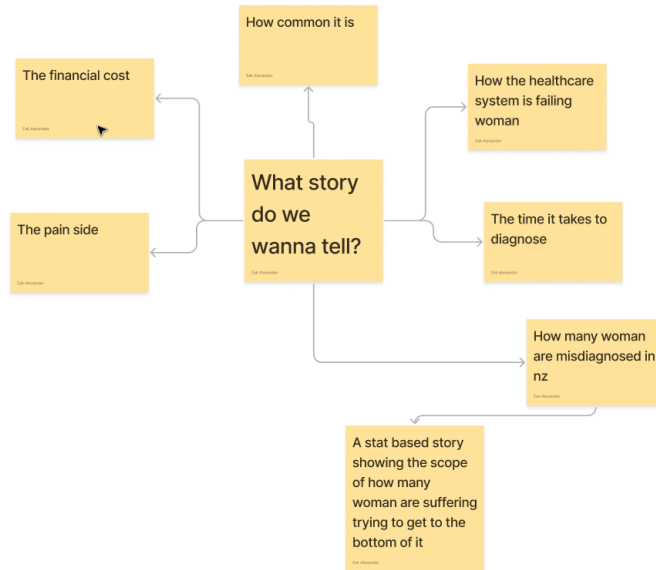
Team Organisation

- Figma
- Google drive
- Discord
- Microsoft Teams

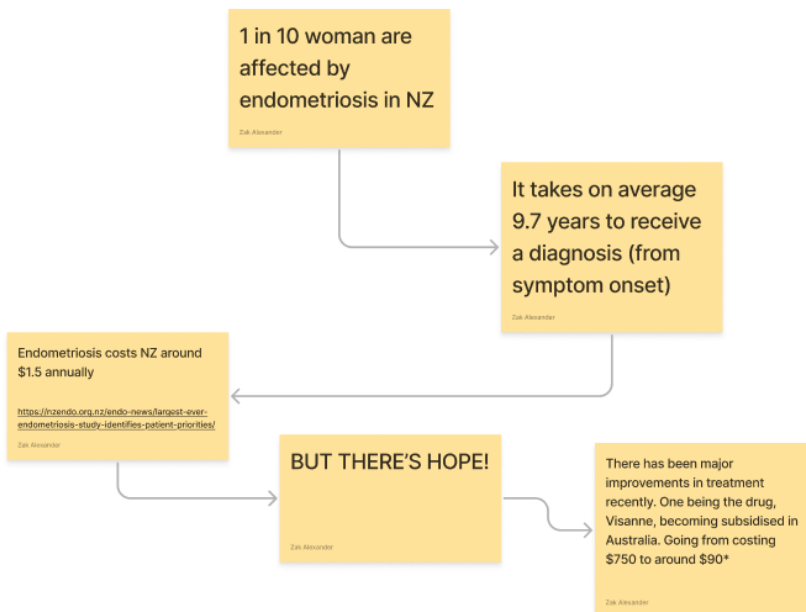


It was important to create a site map so we knew which pages were needed,

DATA JOURNEY.

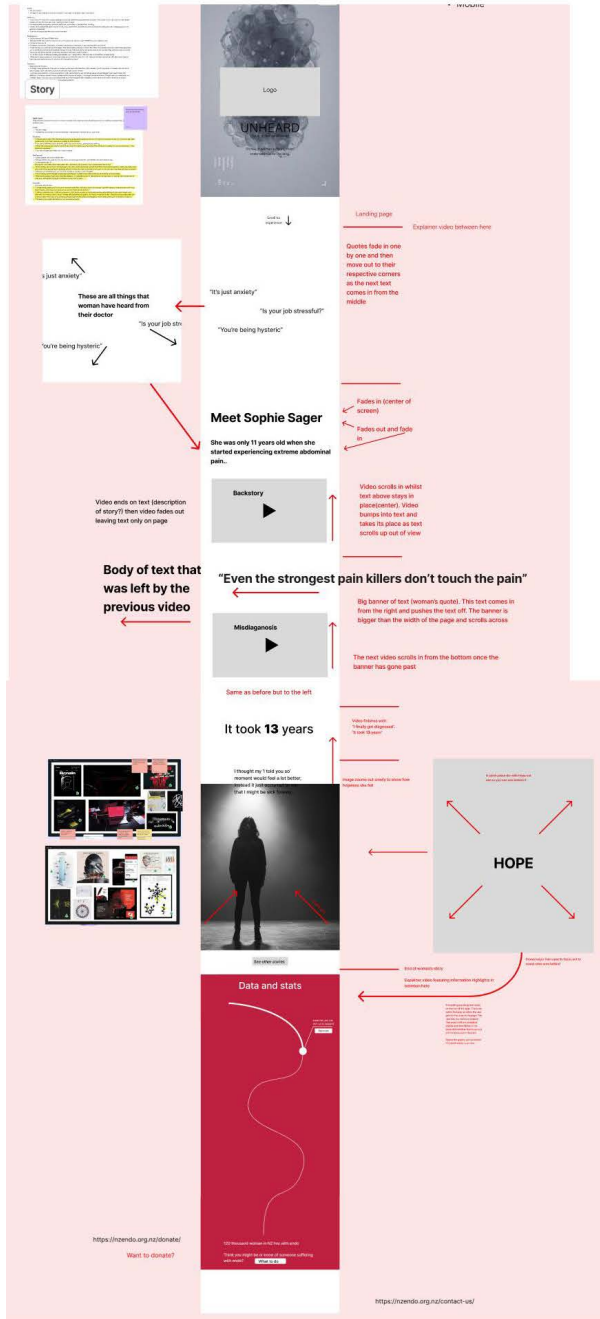


Brainstorming the purpose of the data journey narrative section.



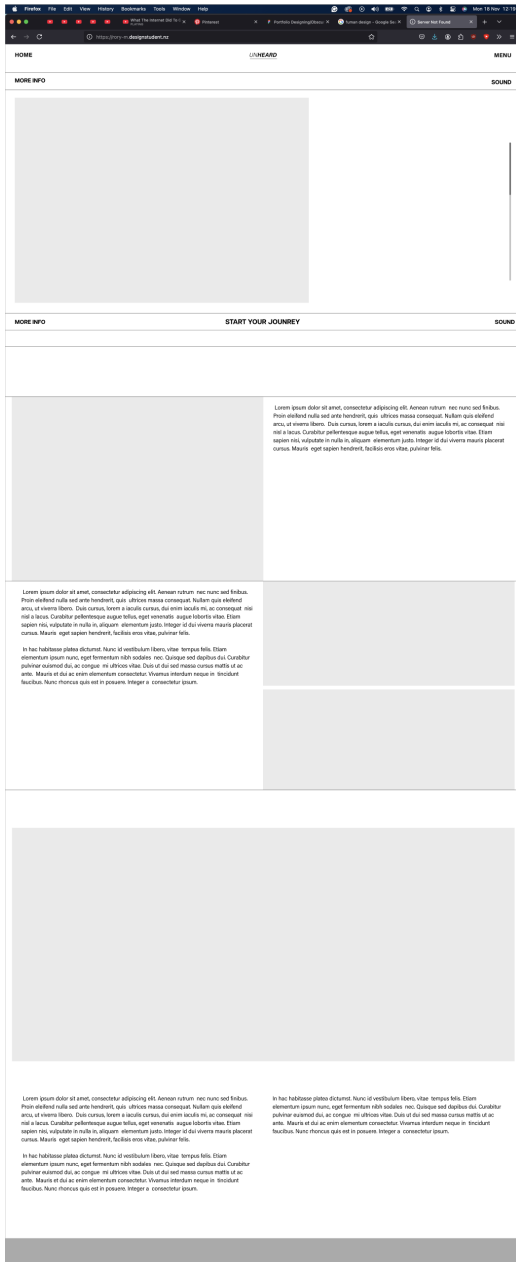
Sitemap for cut datajourney section of the site, that was featured at the bottom of the homepage.

FRAMEWORK.

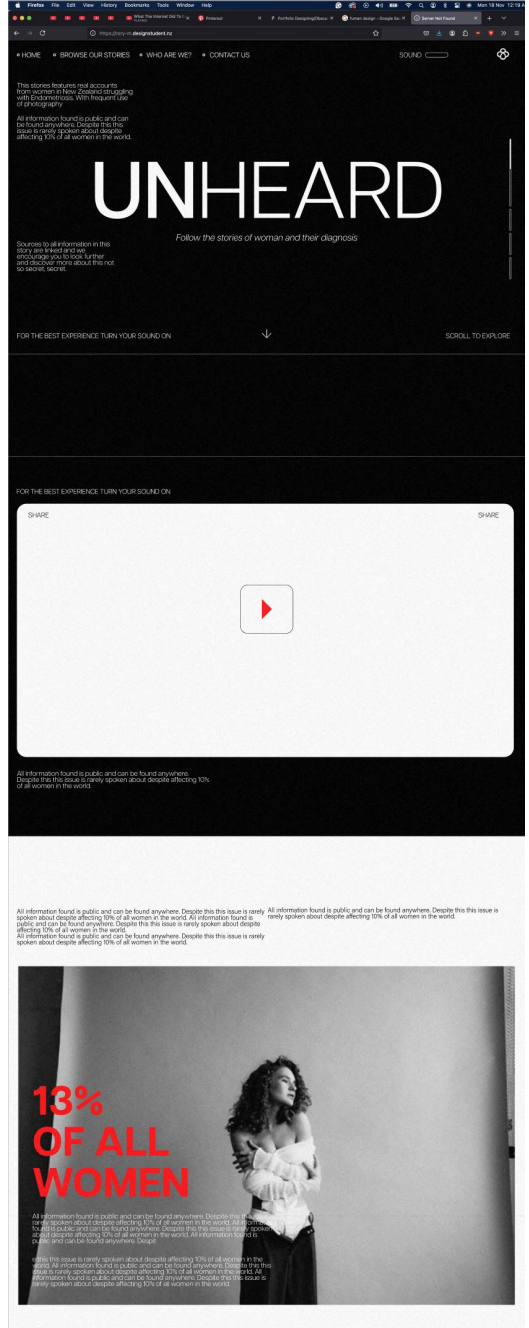


Scrolly telling framework for homepage designed in figma

WIREFRAMES.



text here

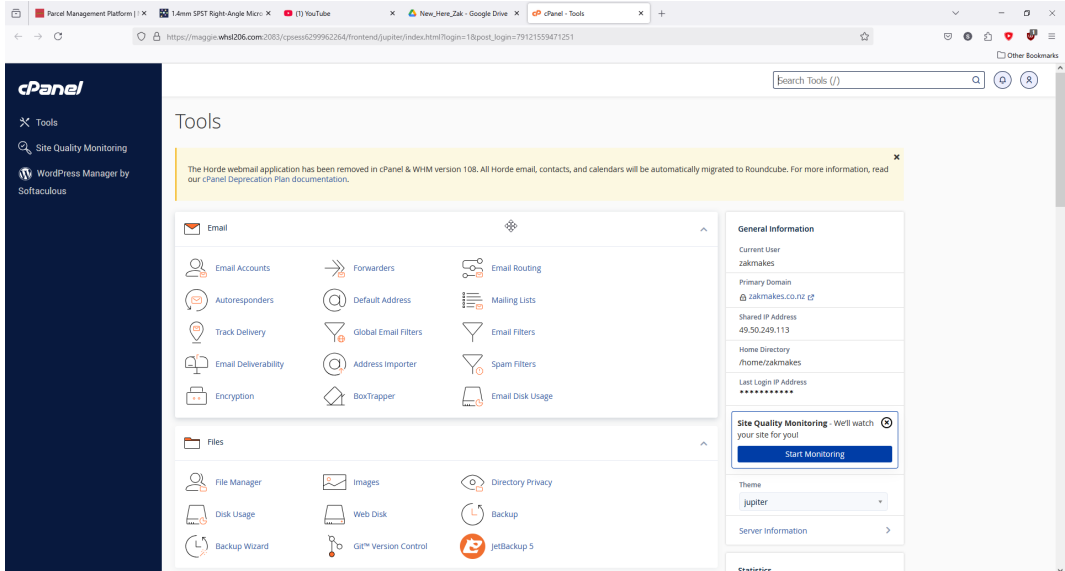


text here



DOMAIN AND HOSTING.

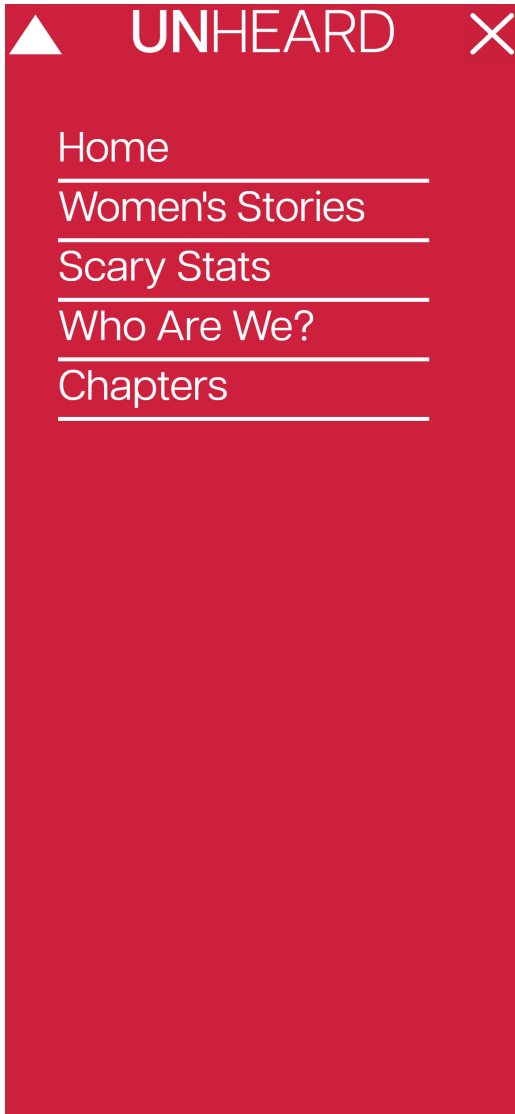
As one of our main features is a website I wanted to make sure it's accessible to the team during development and live for the final presentation, so I set up a domain & hosting.



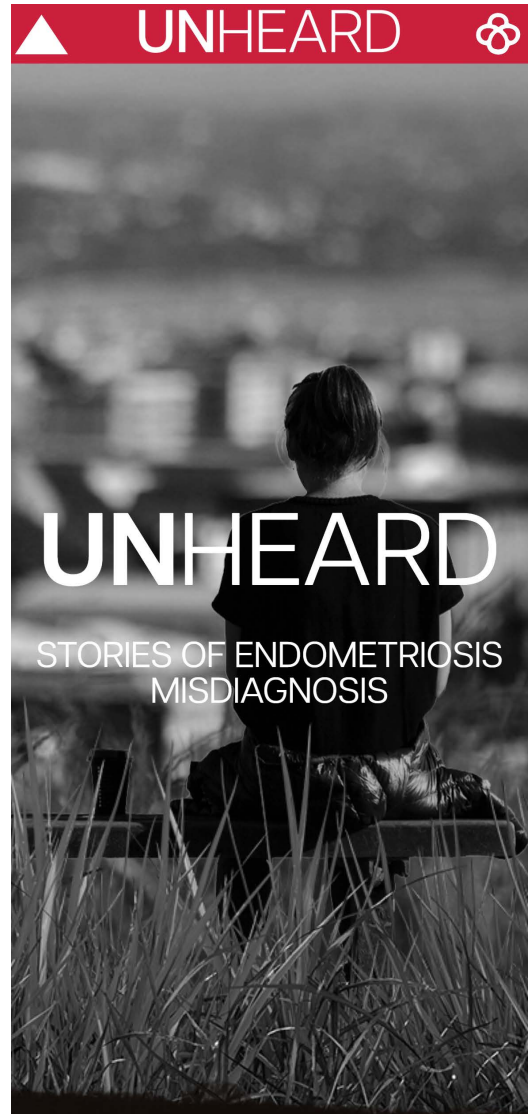
<https://www.zakmakes.co.nz/unheard>

CODING WEBSITE.

Due to the limitations of scrolly telling in figma I had to dive straight into the coding to actually get a feeling on what the website will look like with animations.




Mobile nav bar slides from right hand side of screen.



Parallax header using stock photography as a placeholder.

NAME.

▲ UNHEARD scroller-end 

WHAT?

Endometriosis is a **serious** condition where tissue similar to the lining of the uterus grows outside of it. scroller-start

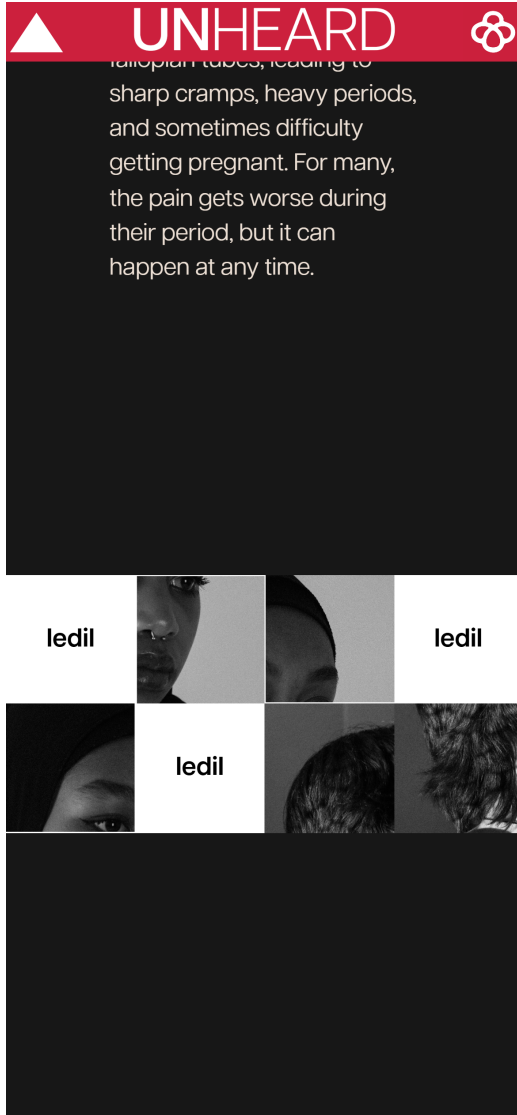
This tissue can attach to organs like the ovaries or fallopian tubes which leads to: **extreme pain,** cramps, heavy periods, and sometimes difficulty getting pregnant. scroller-start

Endometriosis is also linked to various types of cancer and is ranked among the **20 most**

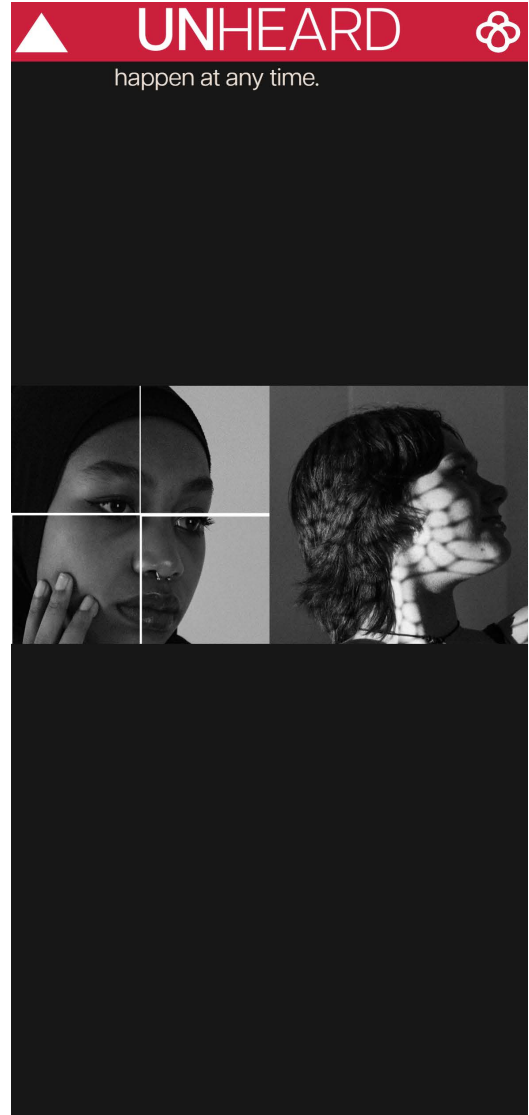
Section below heading explaining the topic.

TILE ANIMATION.

Kashish's video featured an animated tile grid with font concealing and revealing. To create a seamless implementation between the two I made a web version linked to users' scroll.



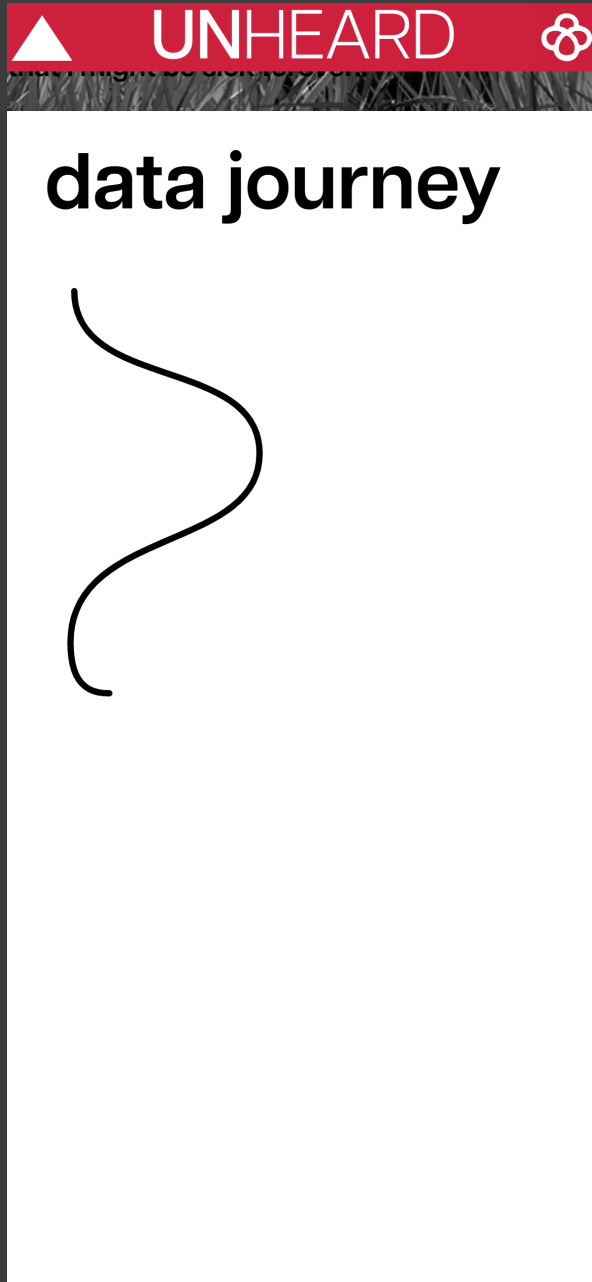
First version of the tile animation (before scrolling).



Tile animation (after scroll).

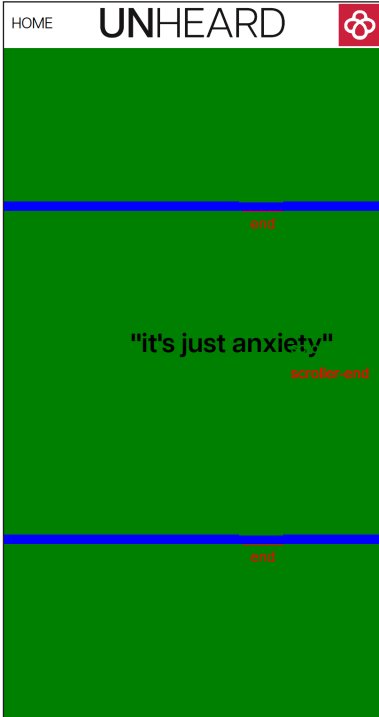
DATA JOURNEY.

This area was a narrative, data focused story to focus on the stats. Users would follow the line as it went past points, it was cut because the purpose of the site evolved.

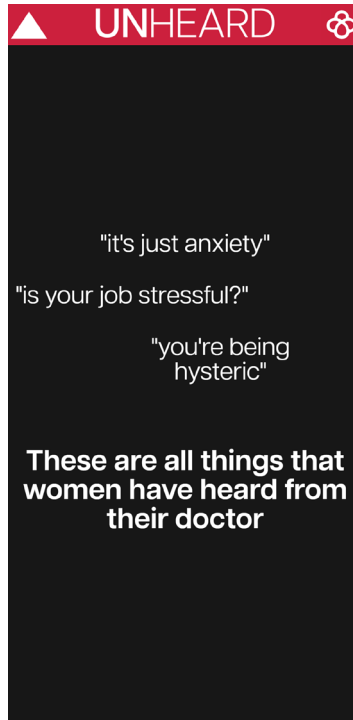


Animated trim path linked to users scroll position, using gsap, javascript library.

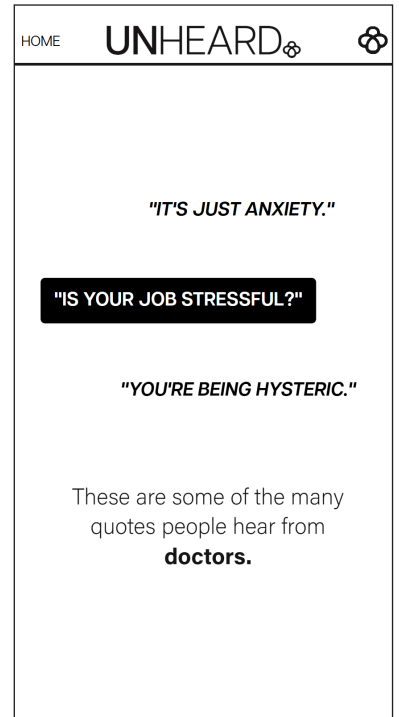
QUOTES SECTION.



Hidden elements for scroll triggers.



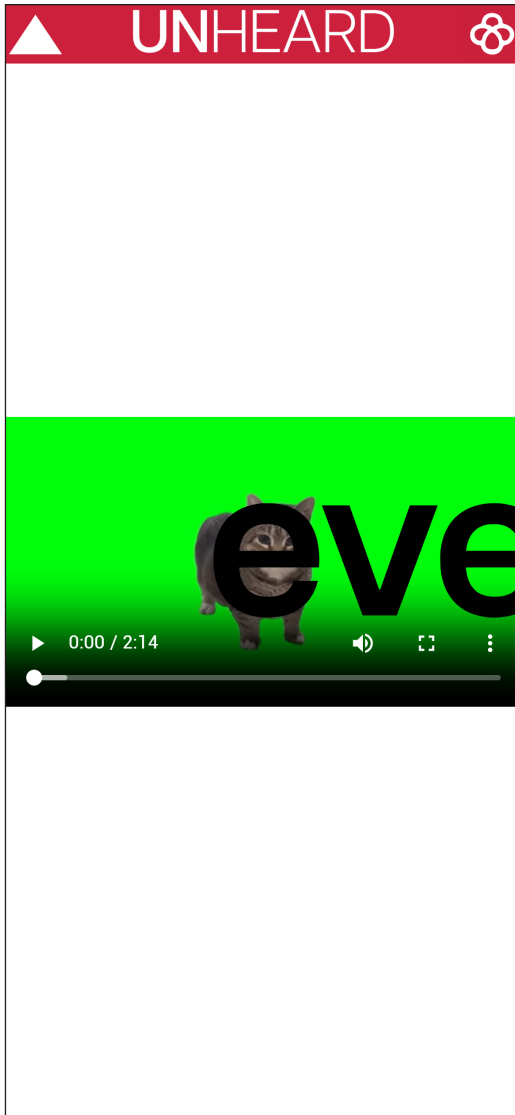
Scroll triggers hidden, text styled



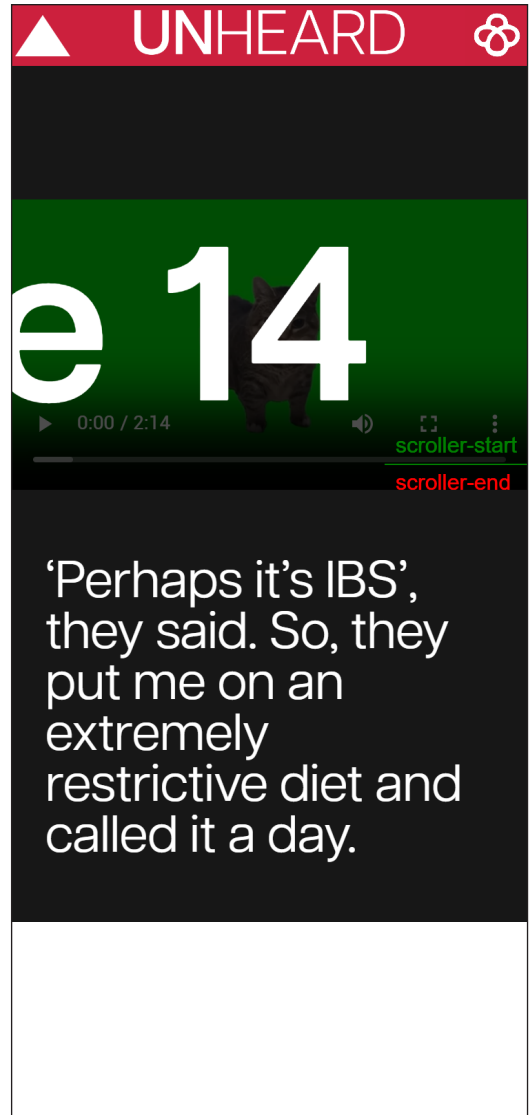
Final version, with correct fonts, margins and padding.

VIDEO SECTION.

I created a unique story section to host the videos, featuring large type that scrolls over the video as the user goes down the page, and quotes in between.



Creating scrolling text using a place holder video.



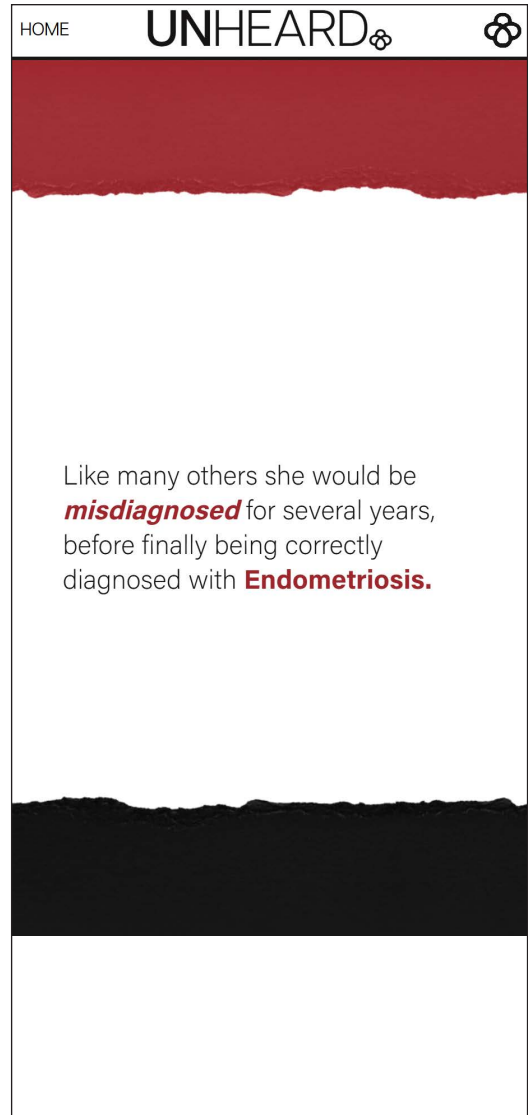
Story quotes added and styled.

WEB PAGE STYLING.

At this point the content is all there and I have to start finalising the design of the page.



Design of the page is looking good, but still has some work to get it cohesive.



Added page tears as a link to the book and to create a more interesting transition between sections.

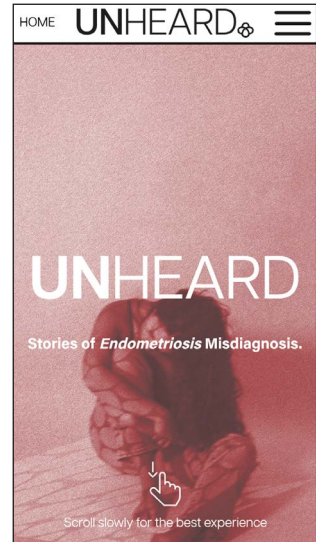
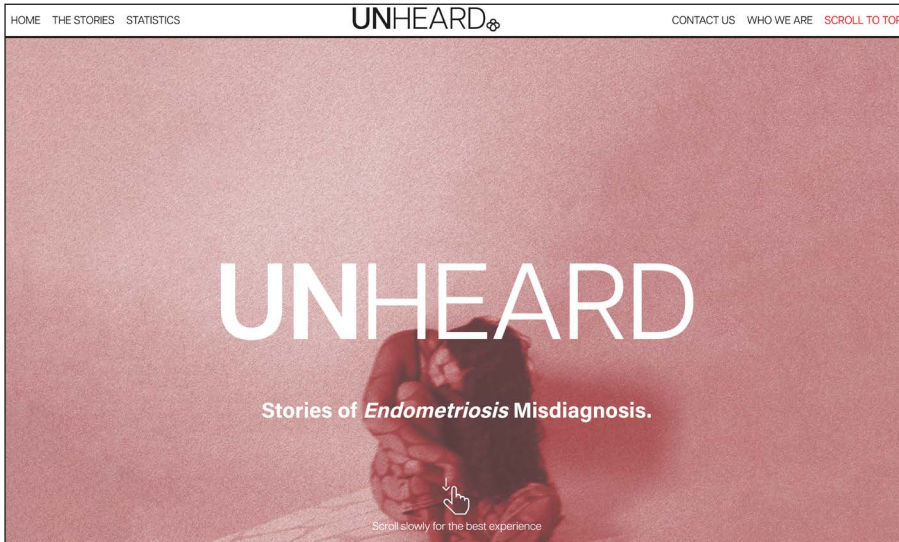
FINAL PHOTOS.



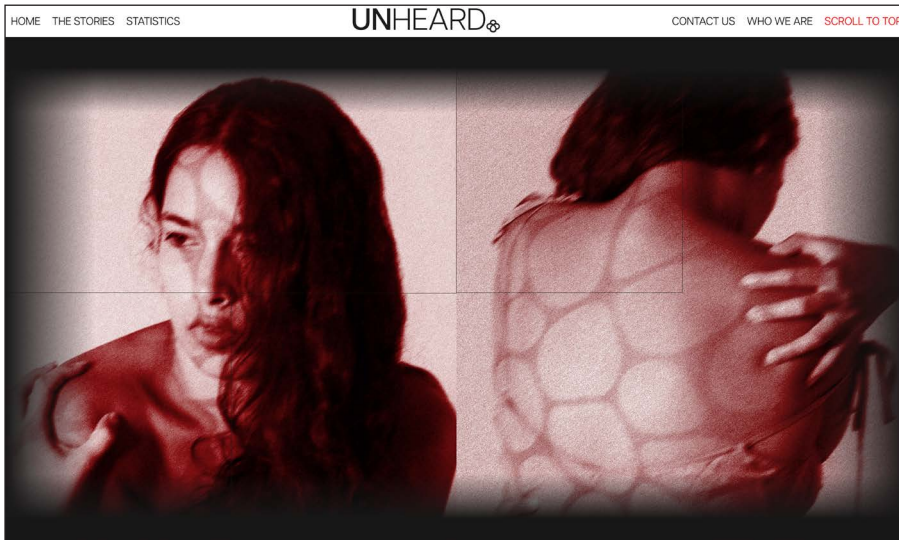
Final photos edited, provided by Rory. I just needed to compress them and make them more suitable for web.

RESPONSIVE DESIGN.

Most people access the web from their phones so it's important the site works well on both mediums.



Responsive hero image on desktop and mobile.



Responsive tile grid on desktop and mobile. Two photos wide on mobile broke the animation and

OUTCOME.



“I no longer wanted to be alive, but now...”

I have
HOPE.



It took...

13 years

before Sophie was correctly
diagnosed.

“ The healthcare
system has failed
us and we
deserve better. ”

REFLECTION.

This term really challenged my abilities as a web developer but as a team we managed to create something we can all be proud of. At the start everyone was excited and we got a bit too ambitious with the scope, we really struggled with making it cohesive, but after a lot of mentoring and discussion we managed to dial in the overall meaning of the project. I felt this project pushed my coding abilities to their limit, especially trying to match the quality of the rest of the group but this was all a positive in the end.

REFERENCES.

Free Hearts. (2022). Decriminalize Poverty — Tennessee. <https://decriminalizepoverty.org/>

Boud, D. (2020, August 21). Sydney Opera House at rest. [Sydneyoperahouse.com. https://stories.sydneyoperahouse.com/sydney-opera-house-at-rest/](https://stories.sydneyoperahouse.com/sydney-opera-house-at-rest/)



UNHEARD

ZAK ALEXANDER

INDIVIDUAL REPORT