

**How can a product empower  
a woman to make personal  
decisions about her body for  
herself?**

25% WOMEN WHO WANT  
TO AVOID A PREGNANCY  
ARE NOT USING A  
MODERN METHOD



= 215  
million women  
at risk

# SCOPE OF PROBLEM

WOMEN IN DEVELOPING COUNTRIES ARE AT RISK DUE TO A LACK OF AVAILABLE OPTIONS FOR WOMEN-DIRECTED PREGNANCY PLANNING PROGRAMS.

1:4



WOMEN WHO WANT TO AVOID PREGNANCY ARE NOT USING A MODERN METHOD

1:6



FEMALES 15-19 YEARS OLD IN DEVELOPING COUNTRIES ARE MARRIED

3:10

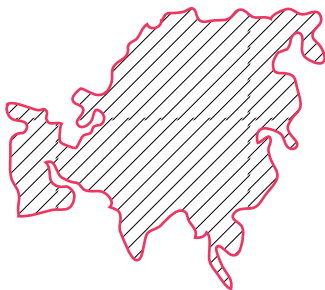


UNMARRIED ADOLESCENT GIRLS IN SUB-SAHARAN AFRICA HAVE INITIATED SEXUAL ACTIVITY

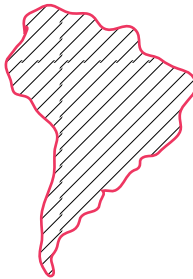
NUMBER OF DEATHS DURING PREGNANCY OR CHILDBIRTH, BY REGION



1:22



1:110

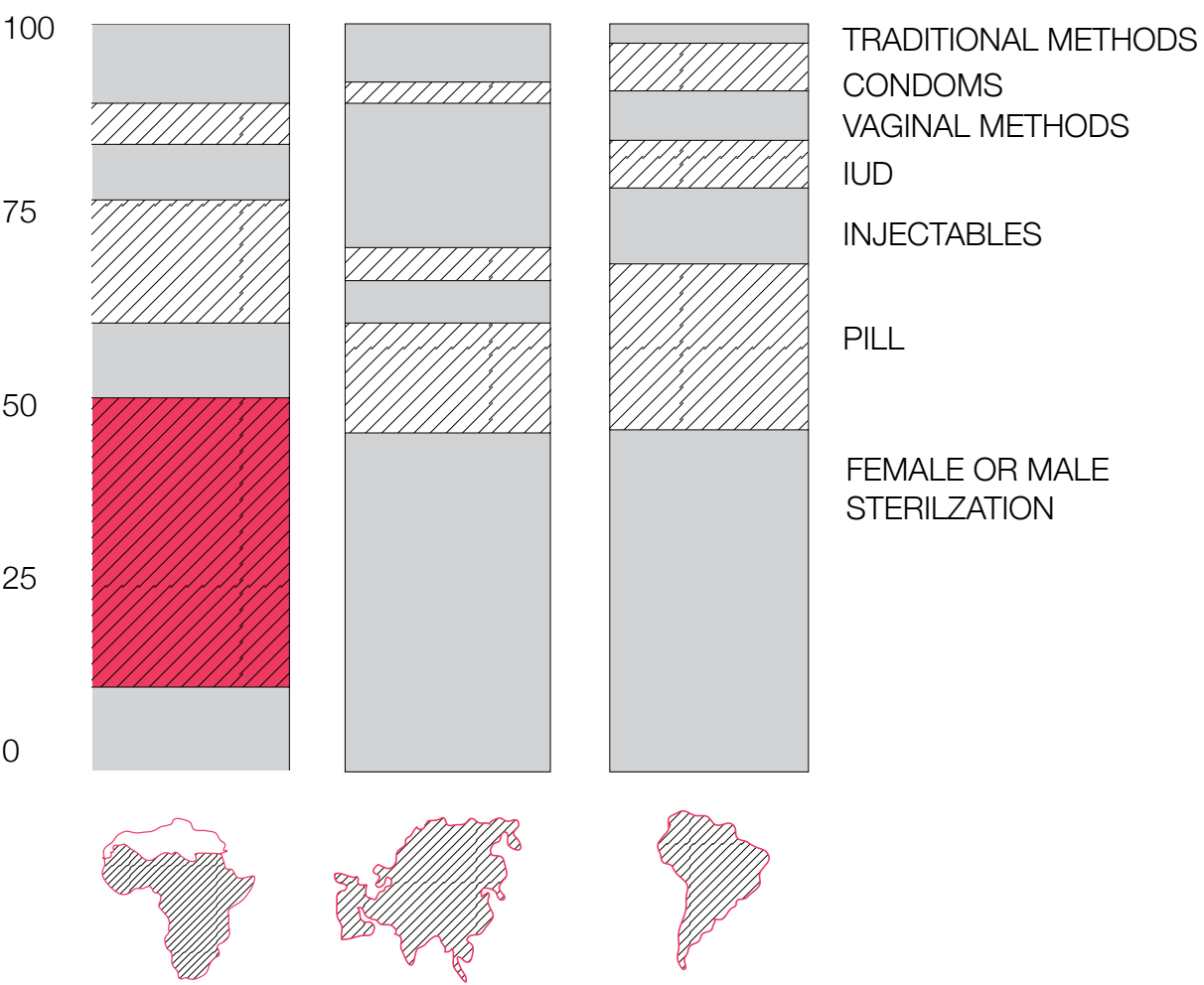


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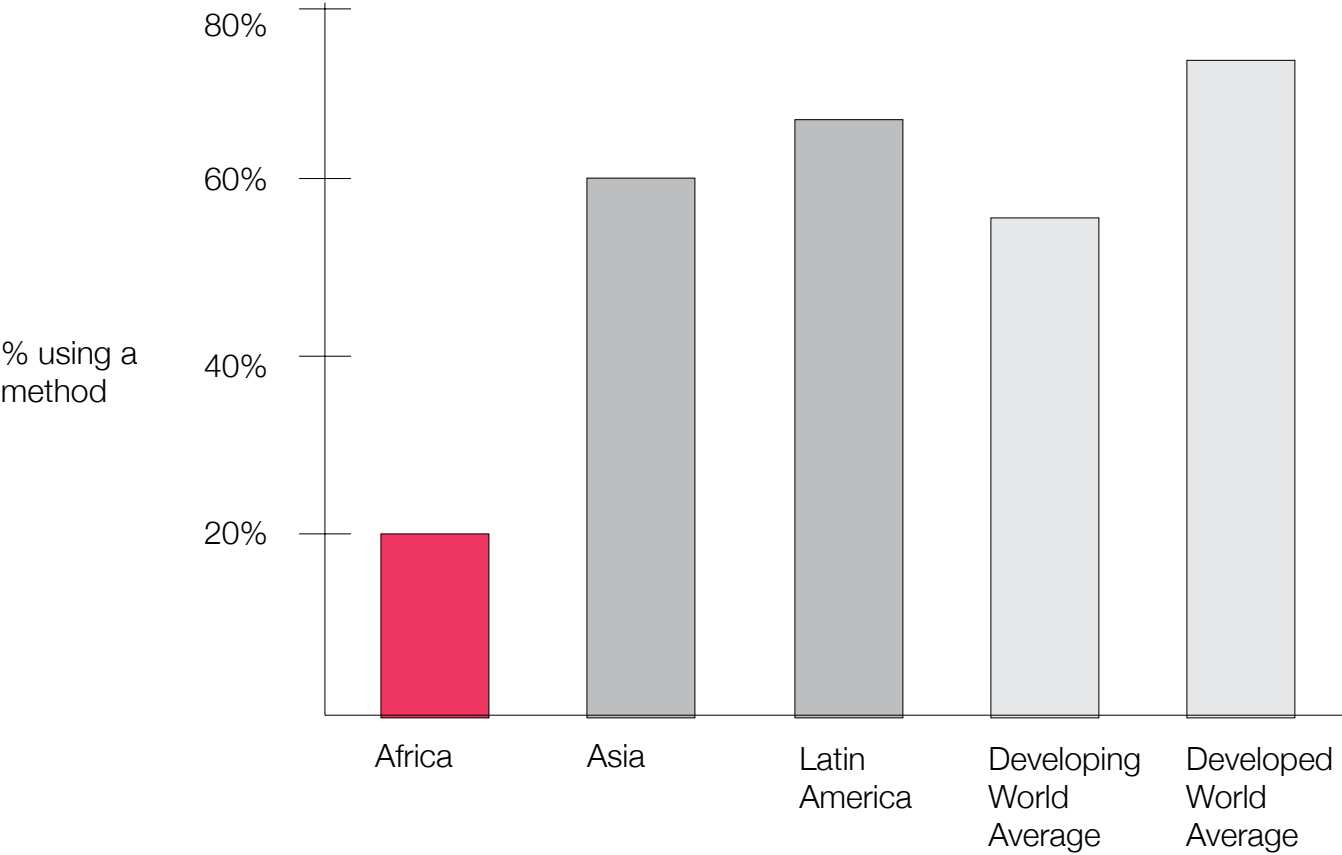
Adding It Up - The Costs and Benefits of Investing in Family Planning and Maternal and Newborn Health: 2008  
Guttmacher Institute - Women with an Unmet Need for Contraception in Developing Countries

# CURRENT CONTRACEPTIVE USE

PERCENTAGE DISTRIBUTION OF CONTRACEPTIVE METHODS USED BY MARRIED WOMEN, BY REGION



LEVEL OF CONTRACEPTIVE USE BY REGION

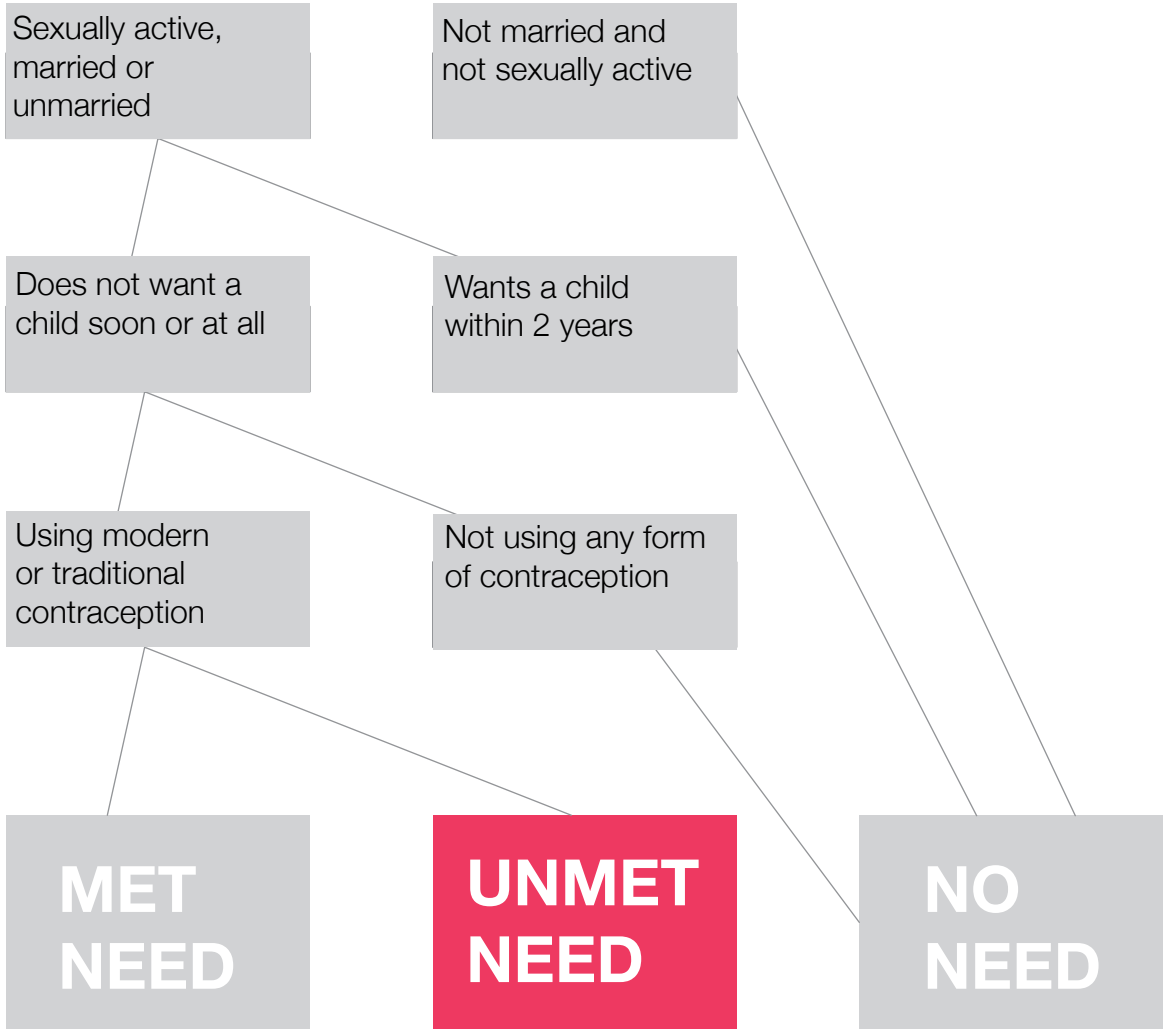


U.N. 1999 Report  
Adding It Up - The Costs and Benefits of Investing in Family Planning and Maternal and Newborn Health: 2008

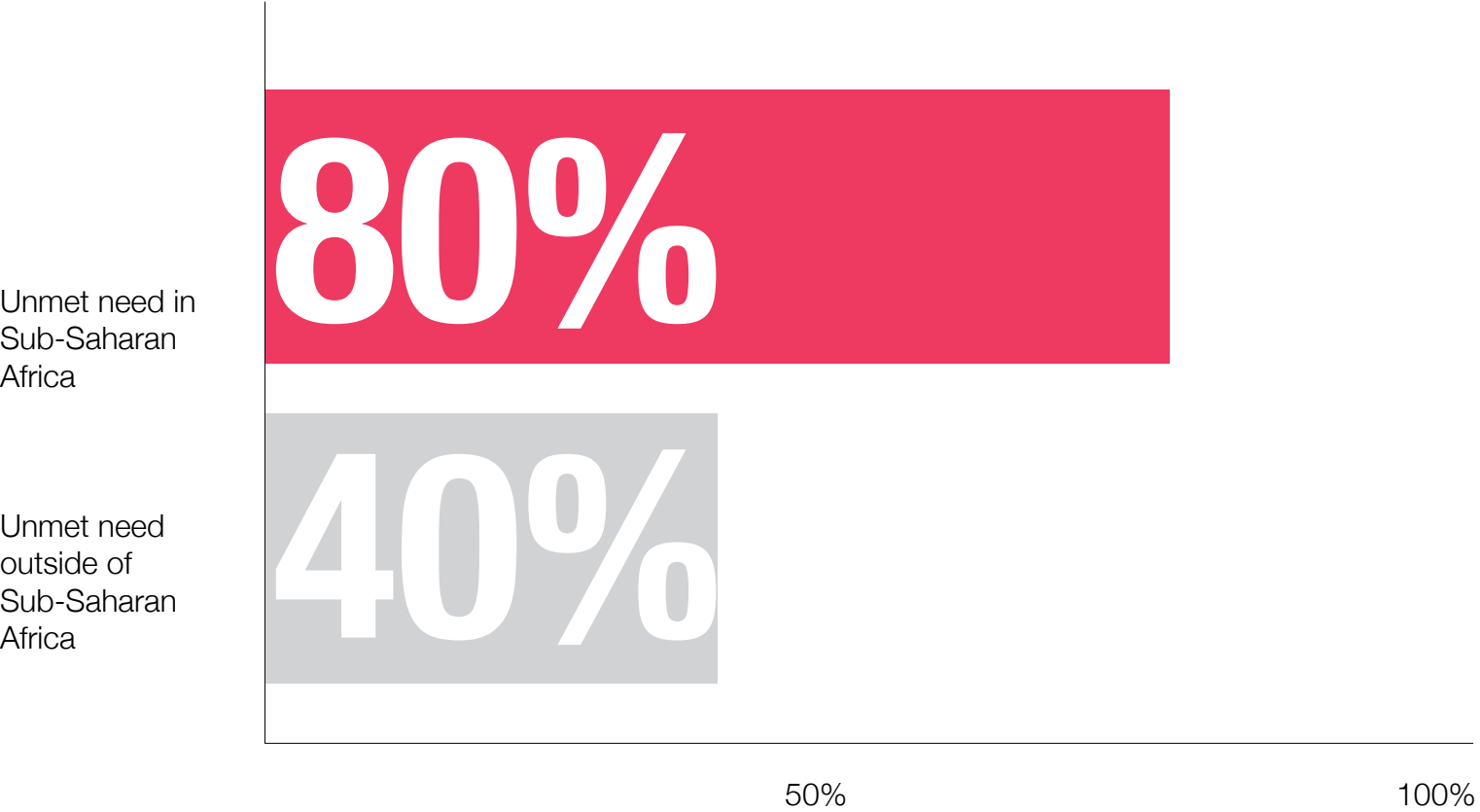
# UNMET NEED FOR CONTRACEPTION

RATIONALE FOR PROJECT FOCUS ON SUB-SAHARAN AFRICA

## GUTTMACHER INSTITUTE DEFINITION OF UNMET NEED

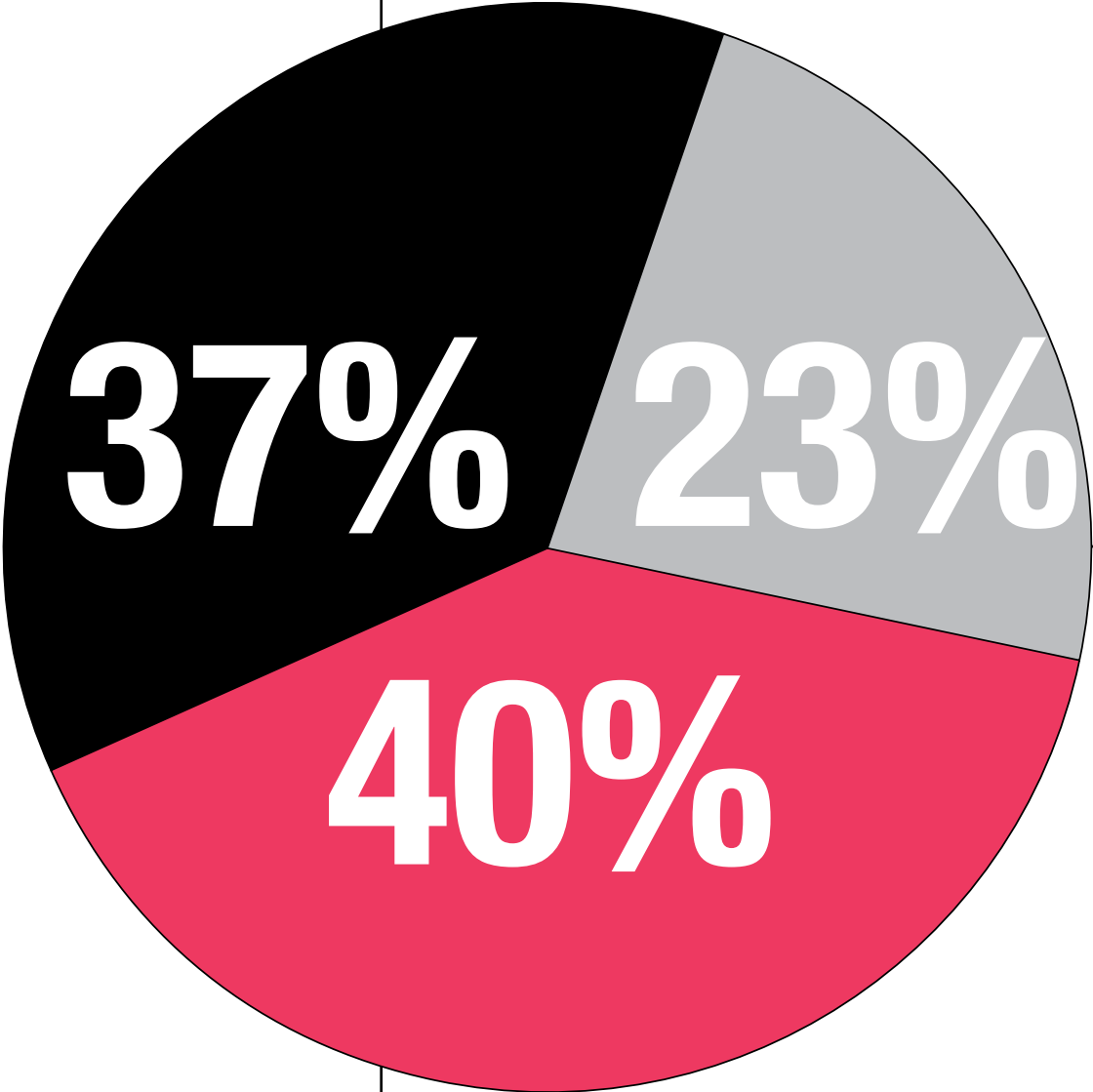


THE UNMET NEED FOR CONTRACEPTION IS BY FAR THE **HIGHEST IN SUB-SAHARAN AFRICA**



# WHY DON'T SUB-SAHARAN WOMEN USE MODERN CONTRACEPTIVES?

[STATISTICS FOR MARRIED WOMEN AGE 15-49]



## EXPOSURE

### WOMEN BELIEVE THEY ARE AT LOW RISK FOR PREGNANCY

1/3 of women in Sub-Saharan Africa believe they are not at risk to get pregnant, despite not taking birth control  
Lactational amenhorrea method:  
WHO defines as limited to 6 months postpartum

## LACKING DEMAND OR OPPOSITION

### PERSONAL, FAMILIAL OR CULTURAL OPPOSITION TO CONTRACEPTIVES

However “Among women who are opposed to family planning, surprising proportions - more than half, in most countries - indicated that they would nevertheless intended to use contraception in the future”

## SUPPLY

### AVAILABILITY OF CONTRACEPTIVE OPTIONS

Frequently there is little to no variety, if there is availability at all. Availability is frequently inconsistent

# WHY FOCUS ON WOMEN’S HEALTH AND CONTRACEPTIVES IN DEVELOPING COUNTRIES?

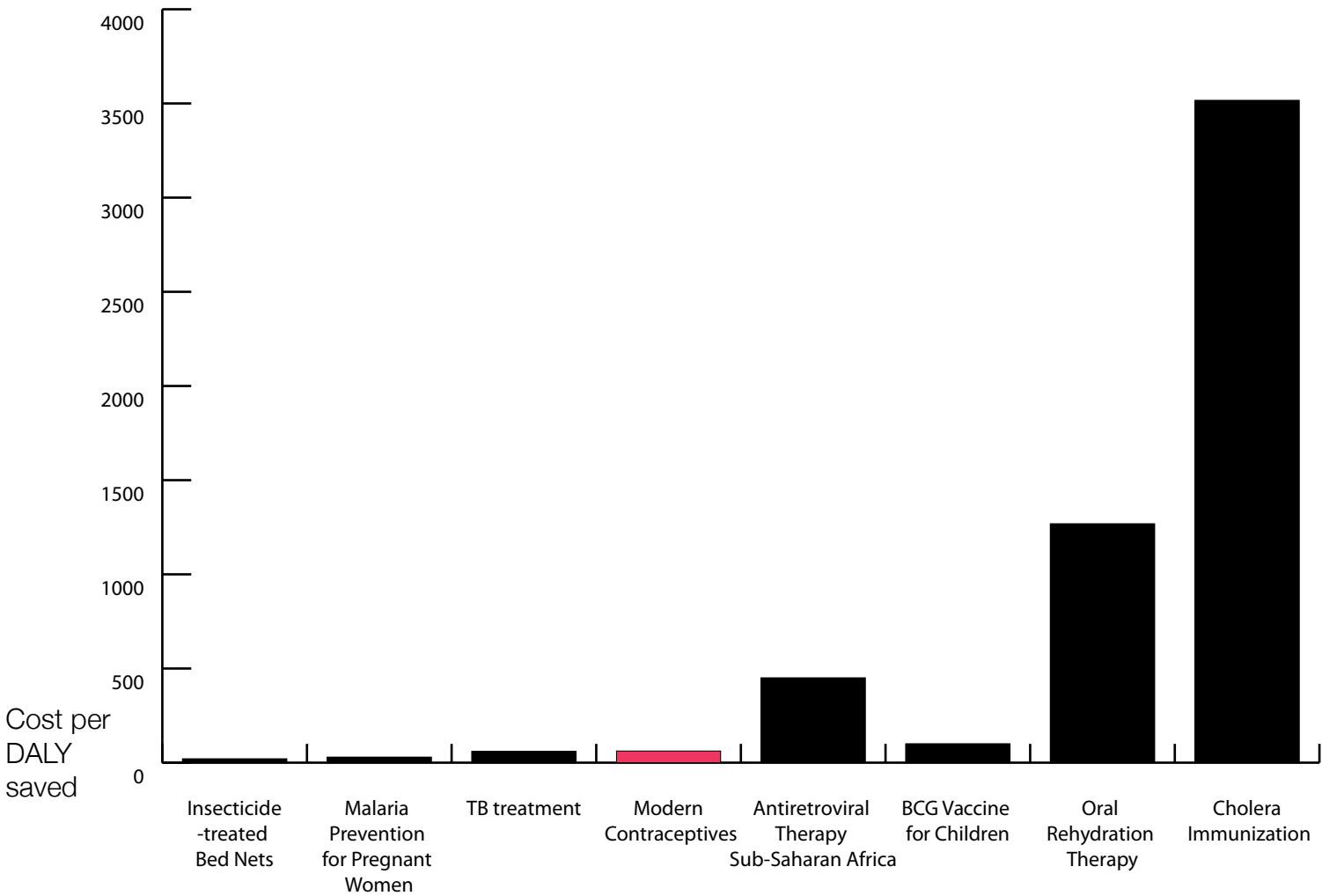
## ONE IN TEN WOMEN HAVE MORE THAN 7 YEARS OF EDUCATION

“Improvements in educational and economic opportunities for women and shifts in cultural values over the long term also affect the attitudes of women and their partners toward fertility control”



## LOW COST / HIGH BENEFIT COST OF COMMON HEALTH INTERVENTIONS

“Fulfilling unmet contraceptive need is a cost-effective way to improve health”



\*DALY = Disability adjusted life year, which is the overall disease burden

Adding It Up - The Costs and Benefits of Investing in Family Planning and Maternal and Newborn Health: 2008  
U.N. 1999

# COVERT FOR **HER**



“

BECAUSE OF WOMEN'S  
RELATIVE LACK OF DECISION  
MAKING POWER IN DEVELOPING  
COUNTRIES, IT MAKES SENSE TO  
PROVIDE METHODS THAT ARE  
**FEMALE CONTROLLED AND CAN  
BE USED COVERTLY**

”



# RESEARCH ON CONCEALMENT



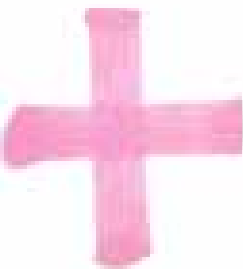
MAGIC



BORDER CROSSING



DRUG DEALING



## LEVERAGE TECHNOLOGY AS NEEDED

- + communication
- + networking
- + ex cyber coyotes for border crossing

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## INSIDER POINT OF VIEW

- + product remains secret
- + limited audience awareness
- + ex. slang and code words for drug dealing
- + ex. magic tricks passed onto apprentices

McCOMBS + MICHALOWSKY



## CONCEAL IN PLAIN SIGHT

- + highly effective
- + often goes unnoticed
- + ex. border crossing tunnels are located in plain sight of a border checkpoint
- + ex. magic tricks using perception glitches in plain sight

DESIGN IT FORWARD

# PRECEDENCE

WHAT ARE ORGANIZATIONS DOING THAT IS HELPING BY LEVERAGING DESIGN?



## PROJECT H

- + POWER OF DESIGN AS COMMUNITY CATALYST
- + DESIGN SYSTEMS, NOT JUST STUFF
- + SIMPLE AND EFFECTIVE DESIGN SOLUTIONS



## GIRL EFFECT

- + REVOLUTION STARTS WITH GIRLS
- + FEMALE-FOCUSED
- + FOCUSED ON BREAKING THE CYCLE OF POVERTY



## HEIFER INTERNATIONAL

- + GOAL OF ENDING POVERTY IN A SUSTAINABLE FASHION
- + PROVIDE USER WITH MEANS TO HELP THEMSELVES
- + GIFT REGISTRY OPPORTUNITY



## TOMS SHOES

- + ONE FOR ONE MODEL
- + MAKE EVERYDAY CHOICES TO IMPROVE THE LIVES OF OTHERS
- + MEANINGFUL PRODUCT TO CREATE LARGE IMPACT IN CULTURE

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DESIGN IT FORWARD

DESIGN STRATEGY

ONE SOLUTION WILL NOT FIT ALL

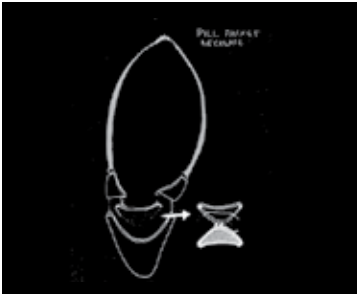
BEADS



KEY



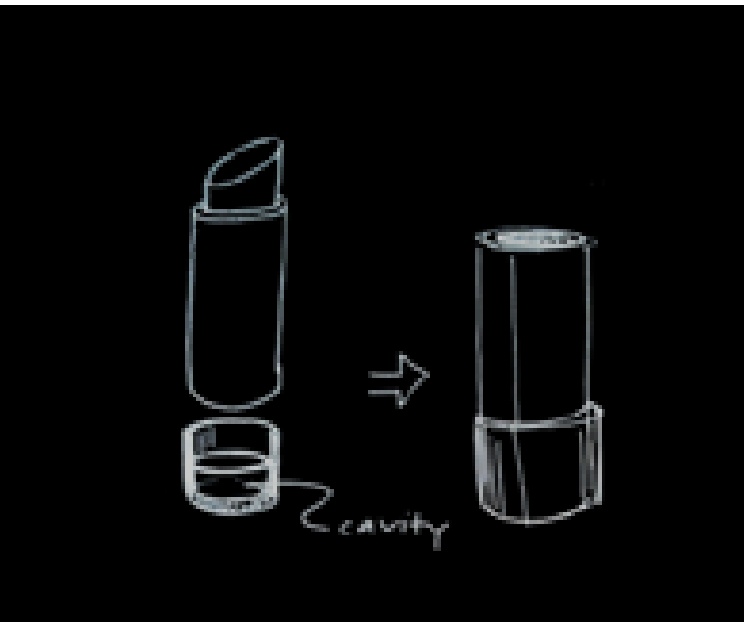
NECKLACE



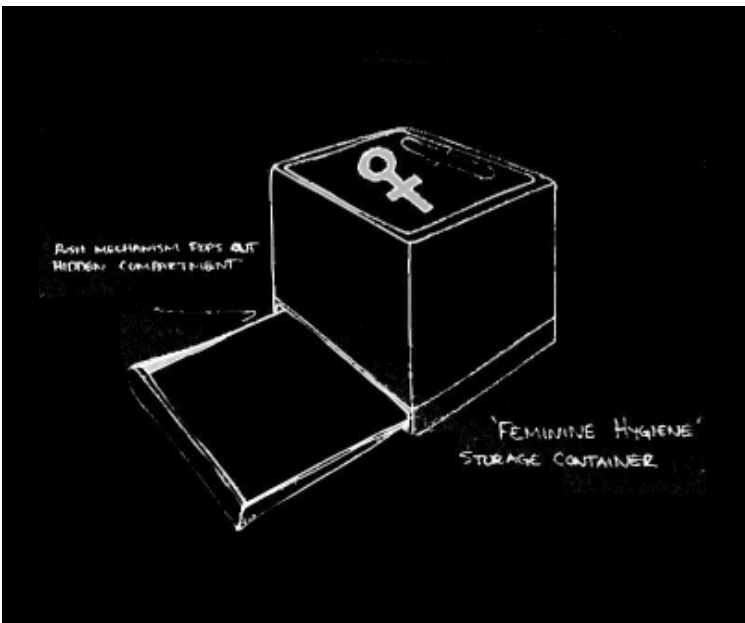
CUFF BRACELET



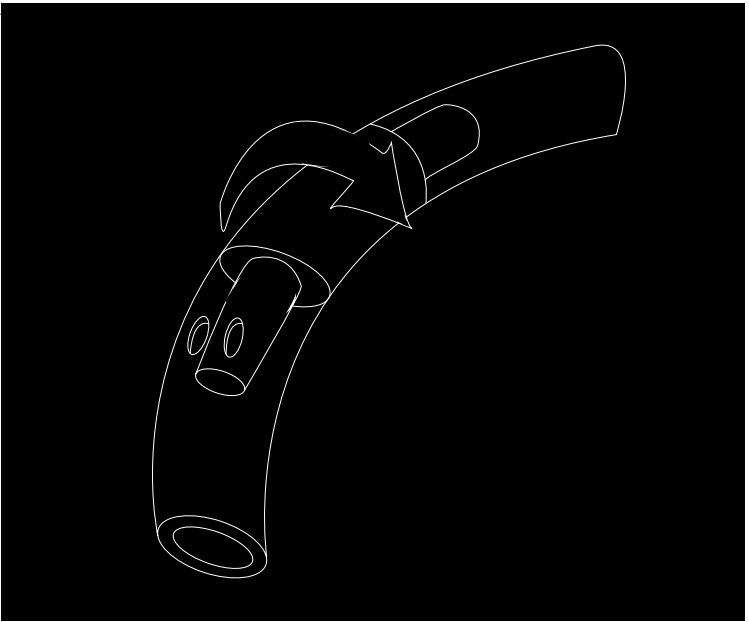
LIQUOR CAP



LIPSTICK TUBE



TAMPON BOX

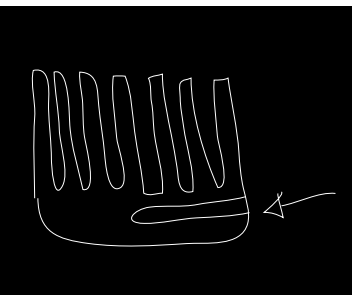


BRACELET CORE

COOK UTENSIL



COMB



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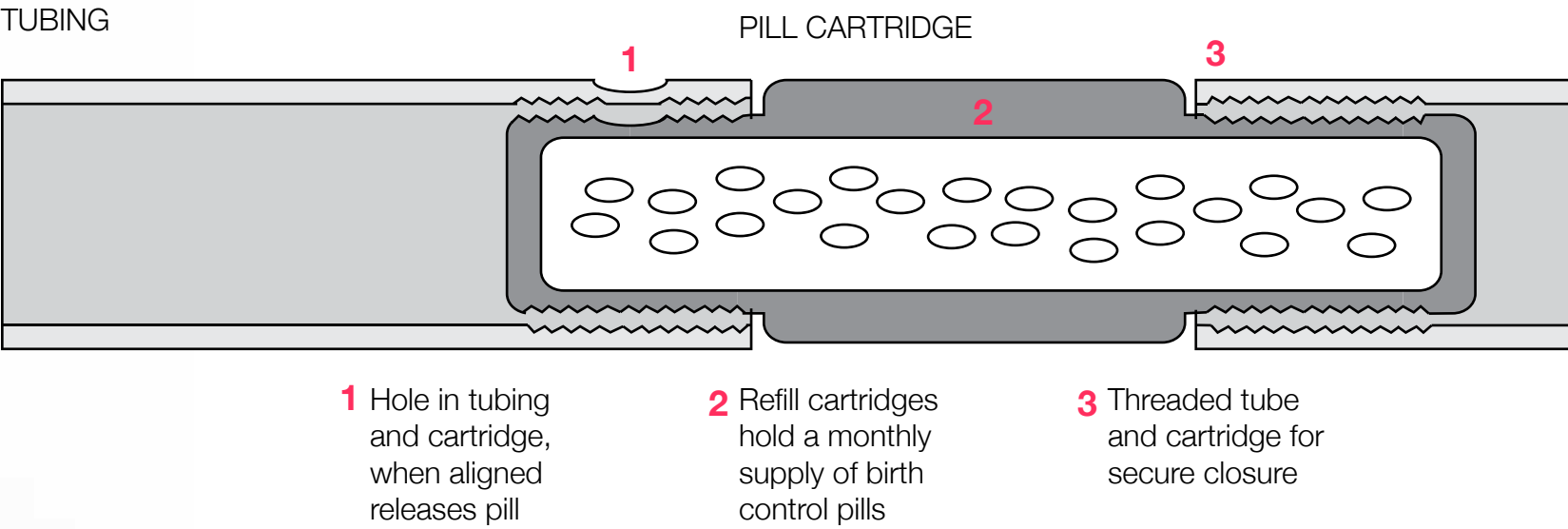
# BRACELET CORE DESIGN

TUBE AND CARTRIDGE HOLDS CONTRACEPTIVES IN A BRACELET FORM WHICH CAN BE COVERED IN A VARIETY OF MATERIALS (BEADS, WOOD, ETC) MAKING IT BOTH CONCEALED AND EASILY ACCESSIBLE.

- + SIMPLE TO USE
- + EASY TO REFILL CARTRIDGE
- + CUSTOMIZABLE CONCEALMENT ALLOWS FOR PERPETUAL SECRECY
- + AFFORDABLE MATERIALS MAKE IT A LOW COST SOLUTION



## CROSS SECTION VIEW



BRACELET CORE DESIGN - REGIONAL CUSTOMIZATION OPPORTUNITIES

AFRICAN INSPIRED



LATIN AMERICAN INSPIRED



ASIAN INSPIRED



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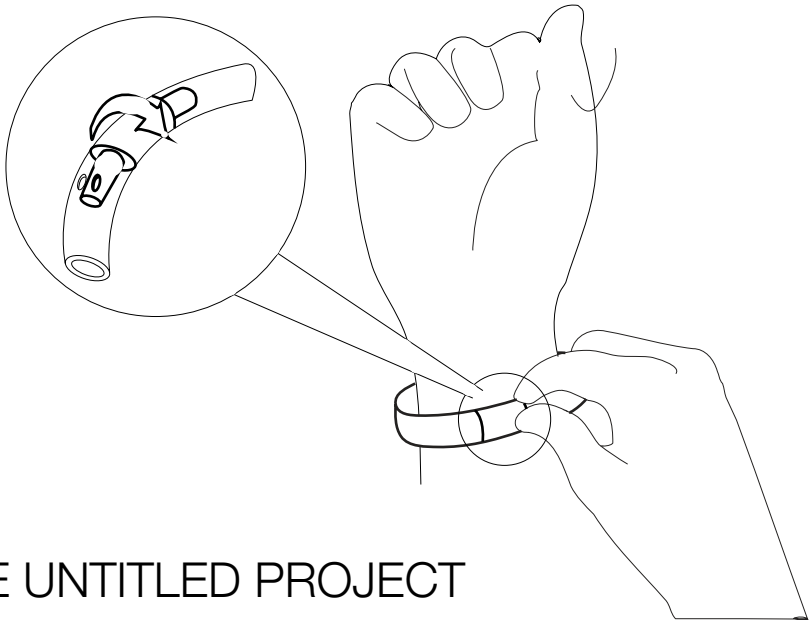
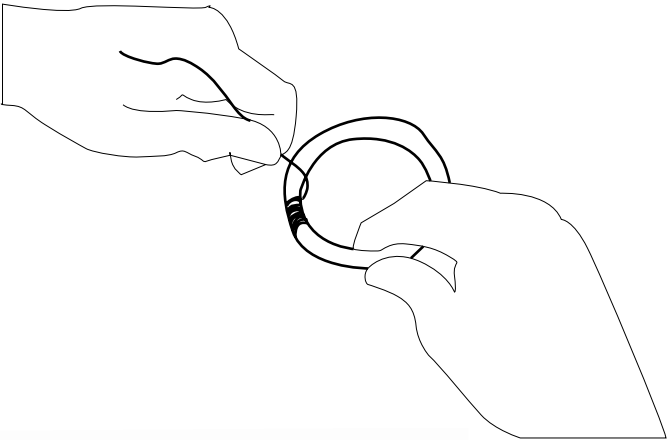
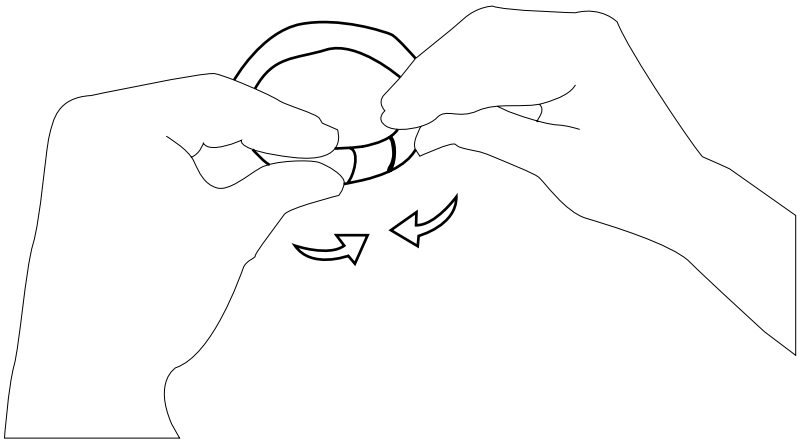
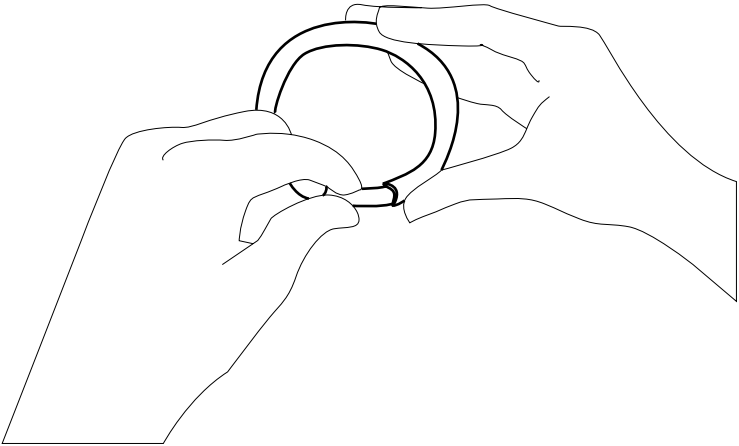
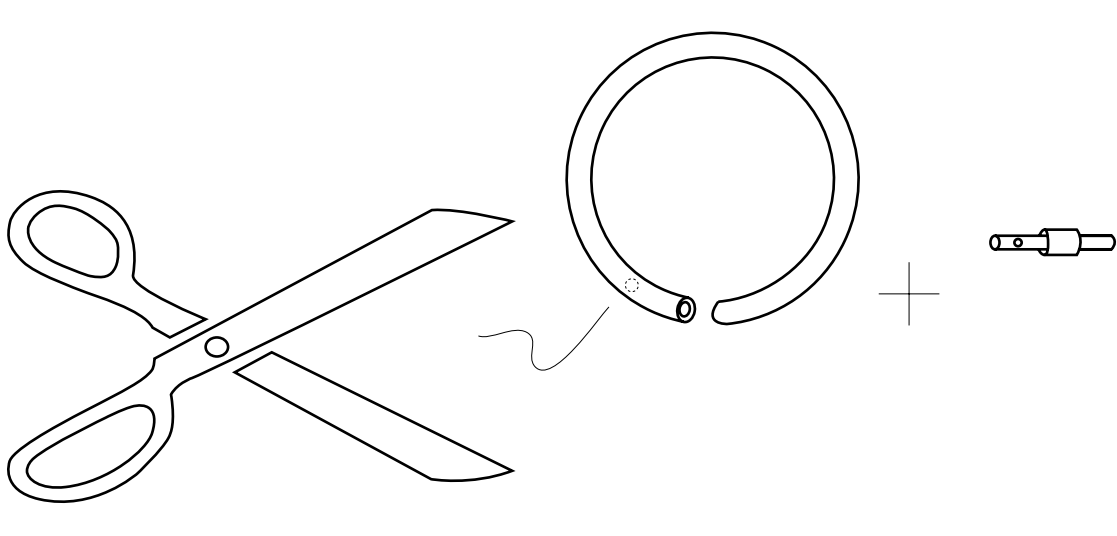


McCOMBS + MICHALOWSKY



DESIGN IT FORWARD

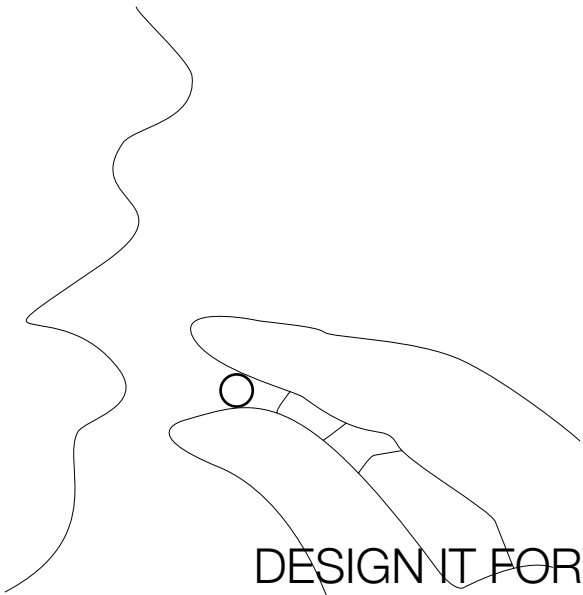
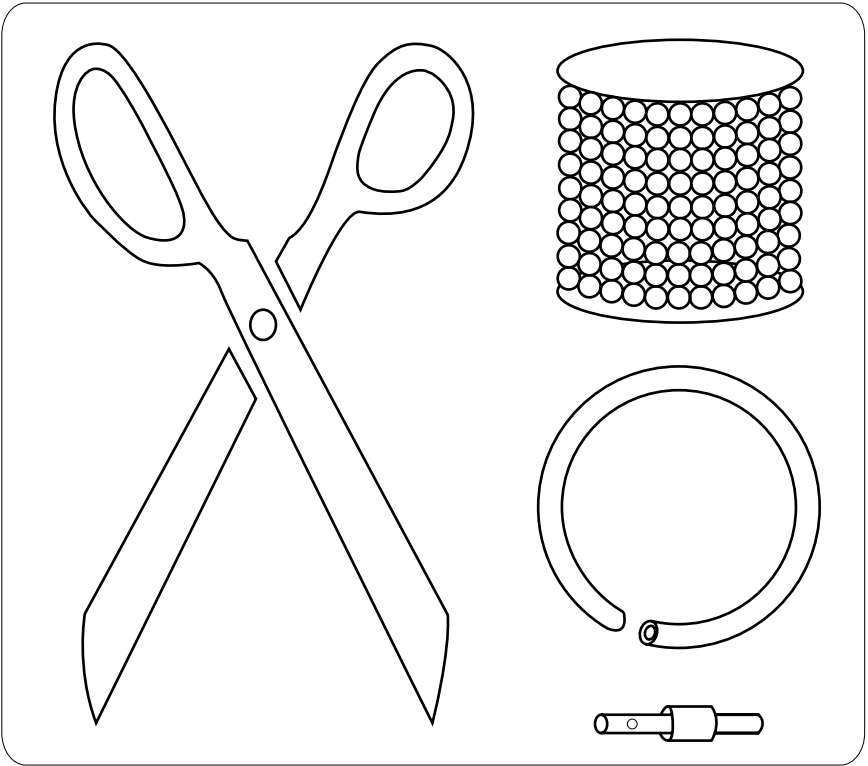
BRACELET CORE DESIGN - INSTRUCTIONS FOR PRODUCTION



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DESIGN IT FORWARD

# SUPPORT BRACELET



ROSE GOLD



SILVER



BLACK PLATINUM



GOLD

THE SUPPORT BRACELET GIVES THE GENERAL PUBLIC ACCESS TO HELP WOMEN IN DEVELOPING COUNTRIES HAVE THE OPPORTUNITY TO MAKE THEIR OWN DECISIONS REGARDING FAMILY PLANNING. OUR BRACELETS UTILIZE PREMIUM MATERIALS AND AESTHETICALLY PLEASING DESIGN, CONVEYING THE IMPORTANCE AND VALUE OF BOTH THE CAUSE AND THE BRACELET IT HAS BEEN CREATED TO REPRESENT.



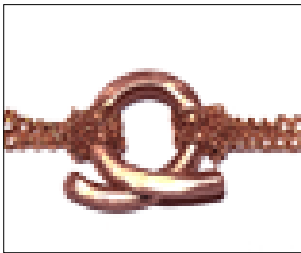
DISTRIBUTION MODELS

RETAIL MODEL

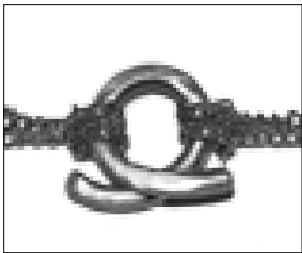


ROSE

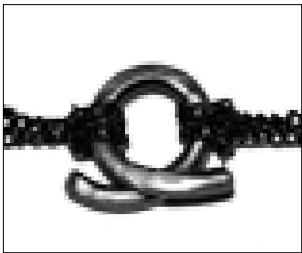
SUBSCRIPTION MODEL



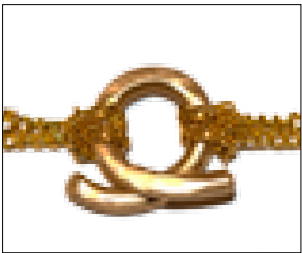
BRONZE



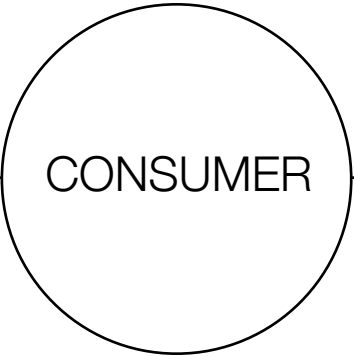
SILVER



BLACK  
PLATINUM

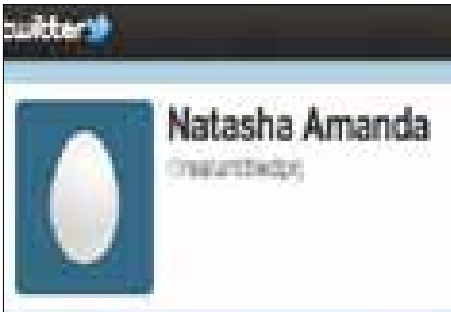


GOLD



LEVERAGE SOCIAL MEDIA PLATFORMS  
FOR WIDESPREAD IMPACT AND  
INVOLVEMENT

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TWITTER  
@realuntitledprj

ICHALOWSKY



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**PRODUCTS TO EMPOWER A WOMAN TO  
DECIDE FOR HERSELF.**