

CHAPTER V

CONCLUSIONS

5.1 Conclusions

Polycystic Ovary Syndrome is a chronic hormonal condition that commonly impacts women between 20–30 years old. Based on urgency, it can be divided into two types: Obese PCOS and Non-Obese PCOS. Symptoms range from inconsistent menstrual cycles, hyperandrogenism, obesity, and skin disorders. Inconsistent menstrual cycles can cause infertility and a heightened risk for endometrium cancer. Hyperandrogenism can cause thick and dark hair to grow around uncommon areas such as above the lips, chin, arms, and back among others. On the other hand, obesity can cause sleep apnea and an increased risk in high cholesterol, which may result in heart attacks, as well as other cardiovascular diseases. Additionally, women with PCOS are at risk for high blood pressure, which can also increase the likeliness of stroke. In spite of all of this, many women that are susceptible to PCOS are still unaware. This can be contributed due to the lack of easily-accessible and concise information media, leading to many being undiagnosed. Therefore, the author created a website called OvaOva to serve accessible information about PCOS, aiming to spread awareness and end misinformation.

In the research phase, the targeted audience is determined to be primarily for young adult women within the age range of 18–25 years old and live in DKI Jakarta and Tangerang Selatan. For the secondary, the targeted audience are 26–30-year-old adult women and men who live in Bogor, Depok, and Bekasi. From this, three main keywords are chosen, which are warm, guiding, and reliable, in hopes of aiding the users through their PCOS journey. Further exploration led to the big idea, which is “Paving a Localized Path to End PCOS Misinformation”. To execute this concept, the website is named OvaOva, taken from the abbreviation of ‘Ovarium’ to sound catchy and friendly. Utilizing the Human-Centered Design method, the author created a warm and welcoming

website, utilizing colors such as pink, teal, blue, and white. Additionally, the typography utilized have rounded edges, further illustrating a sense of friendliness.

OvaOva is a mobile website that not only serves information about PCOS, but provide a community. Overall, the website has four main categories such as Home, *Mengenai PCOS*, *Bantuan Medis*, and *Komunitas*. The prototype has been tested through Alpha Test and Beta Test. The Alpha Test was held on Prototype Day in Universitas Multimedia Nusantara, garnering 64 respondents. In general, feedback regarding the website was positive. However, many voice concerns regarding unfinished assets and overwhelming content division. As such, the prototype was revised for Beta Test. The Beta Test was done through in-depth interviews conducted with candidates from the targeted audience. From the four interviews conducted, all participants expressed positive feedback and enthusiasm, apart from a few minor suggestions. As such, the prototype does not have major revisions.

Results from the Alpha and Beta test indicate that the website is successful in delivering information as intended, along with raising awareness regarding the condition. Content-wise, information is easily understandable to all members of the target audience. Many of the respondents expressed overwhelmingly positive reactions towards the brand identity, mainly in regards to the characters and colors utilized. In terms of user-experience, the overall feedback was positive, with the exception of a few buttons that presented issues in the Alpha Test. As a result, the author concludes that this mobile website effectively addresses the issues mentioned in the problem statement.

5.2 Suggestions

After reviewing and reflecting the overall process of this final project, which included data collection and design creation, the author would like to offer several suggestions for future improvements, i.e.:

1. Lecturer/ Researcher

For future research regarding PCOS, the author hopes that this project can become a source of reference for a similar one, specifically in exploring various medias to provide empathetic educational platforms. The author also hopes that future projects may focus on Indonesia as the targeted audience, as there is still more improvement to be made, especially in the educational sector.

Regarding the data collected, the author recommends that future research on PCOS further delve further into existing media statistics, with particular attention to the sources that contribute to current informational content. Additionally, future research regarding the topic should specify its target audience more, specifically relating to level of education and socio-economic status. For the concept itself, the author hopes that future iterations do not utilize 'localize' as part of the big idea. This is due to 'localized' being synonymous with culture, which can create a misperception. The usage of brand colors is also strongly advised. However, future researchers can take this into consideration when illustrating something that is already familiar to others. An example of this can be seen through the illustrations for the secondary media. The illustration of a woman utilizes a light teal color instead of other neutral colors. As such, it may also create misperception or carry the wrong message. Additionally, information should be finalized before creating the media, as it may affect the layout and concepts.

The author also hopes that this concept may be carried on into a real project with the addition of more extended features, specifically in regards to the community tab. From this research experience, the author has seen and felt the enthusiasm of a community that has long been under-represented in regards to sexual health issues, as not many women know of PCOS. The author hopes this project can inspire more researchers to dive deeper about PCOS, creating more easily-accessible support.

2. University

To ensure the best results in the future, the author hopes that the university can create a better system, specifically in regards to timelines. Additionally, the author hopes that the university can standardize every requirement consistently among all lecturers to avoid confusion and misinformation. With this, the author hopes that students can create projects they are passionate about, while also contributing to, not only the university, but the community as a whole.

