

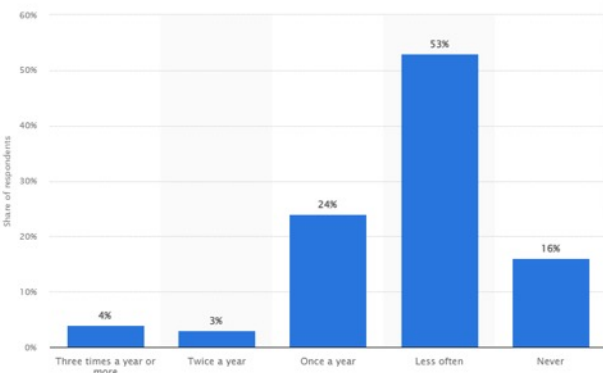


The solution for better control of vaginal health from home

WHAT WE CREATED

OC designed a system equipped with technology that can improve a woman's quality of life but also control the PH of a woman's vagina by giving her the appropriate treatment for her.

The Colibri is an application that is recommended for women and can offer results. By connecting the application with the control center of a gynecologist's office, the best combination can be made for the diagnosis of many symptoms as well as the prevention in order for the better health of the woman.



INDUSTRY

Frequency of women consulting with gynecologists in 2018

This statistic shows the results of a survey on the frequency of consulting a gynecologist among female in 2018. According to data provided by Ipsos, 24 percent of the surveyed women declared to have gynecological checks once a year, while 16 percent of them stated they have never had a consultation with a gynecologist and/or obstetrician.

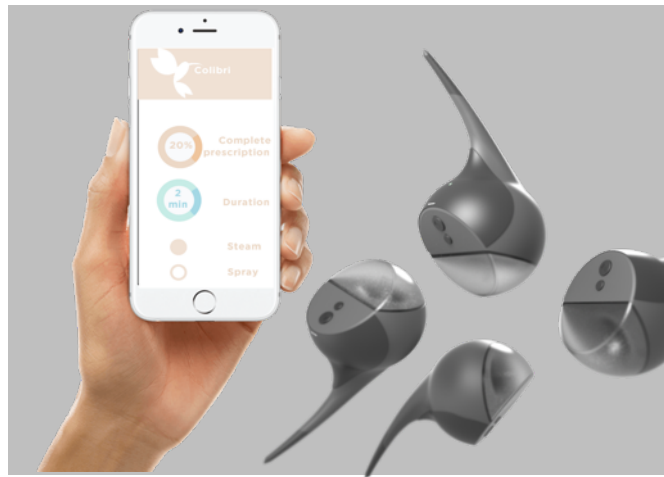
OUR INNOVATION

Starting with the search for information about women visiting gynecologists for advice and examination, we have seen that in the 21st century women for some inexplicable reason do not visit the doctor often and prefer to consult google for medical issues.

So we tried to design a hybrid model that uses the mobile phone as a test and the device that we designed for easy use.

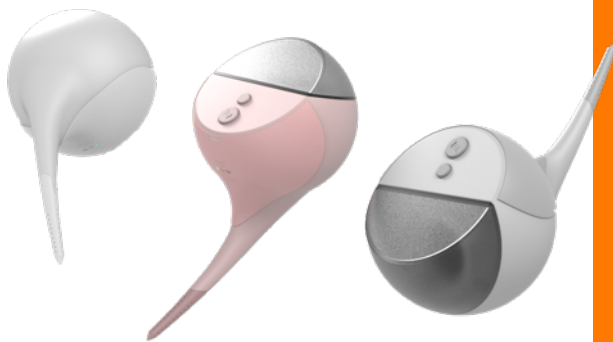
The accompanying device, which can take measurements from the woman's vagina, is connected to the mobile phone and transfers the measurements to the gynecologist who can make a better diagnosis as the application makes measurements as follows:

- PH
- Possible vagina's diseases
- Vagina lubrication
- Sample check
- Vagina quality



As a **design and innovation consultancy**, we did the followings:

- market research and competition
- 13 ideas
- 6 concepts
- UI/UX
- 1 CAD designs



WE AT ORANGE-CIRCLE

By designing an application that can prevent several diseases before they develop and in combination with the device that records the measurements, we can create a new diagnostic system in collaboration with each doctor as everyone now has access to medical diagnosis reducing the time of diagnosis, now away and under safe conditions from the patient's home.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

CONTACT US
Email : info@orange-circle.com
Web: www.orange-circle.com

The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)