PROJECT OVERVIEW:

Cycle Technologies conducted outreach in Kenya from mid-August to mid-November 2016 via social media to provide women with access to the CycleBeads Android app. Through in-app surveys, researchers at the Institute for Reproductive Health (IRH) at Georgetown University asked users questions related to their use of the app and family planning in general to determine potential impact of this mobile health technology.

COUNTRY PROFILE:

- Total population: 44.4 million
- 18% of women have unmet need for contraception
- #1 Reason for not using contraception is concerns about side effects

TOP 3 REASONS WOMEN IN KENYA CITE FOR USING THE APP:

1. It’s natural.
2. It’s simple and easy to use.
3. I was worried about side effects.

*Source: User-data from in-app surveys, Flurry Analytics, Google Analytics (REV. APRIL 2017)