



For a Women's Health Platform

We Built a Personalized Mobile Health Companion for **Women Navigating Menopause**

Ccube partnered with a **U.S.-based women's health startup** to develop a mobile platform that helps women understand and manage symptoms related to perimenopause and menopause.

The solution provides personalized health guidance, symptom tracking, and behavioral insights, enabling women to better understand hormonal changes and take actionable steps to improve their wellbeing.

Built using a **scalable cross-platform** architecture, the platform enables secure health data management while laying the foundation for AI-driven women's health insights.

A Ccube Case Study

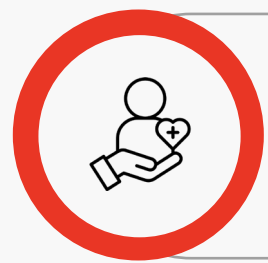


Problem Statement

Women navigating menopause often struggle with confusing symptoms, fragmented information, and limited personalized guidance.

The organization wanted to build a digital platform that could deliver clear, personalized recommendations instead of simple symptom tracking.

However, several challenges needed to be addressed:



Women lacked a **trusted digital companion** to help interpret menopause-related symptoms



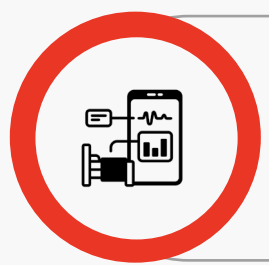
Most health apps focused on **data logging instead of actionable insights**



No system **connected symptoms, lifestyle patterns, and health goals** in one view



Personalized recommendations were difficult to deliver at scale



The platform needed to support **secure health data and future AI capabilities**

The company required a **mobile-first health platform capable of transforming user data into personalized guidance.**



Solution

Ccube designed and developed a cross-platform mobile health application that enables women to track symptoms, identify patterns, and receive personalized recommendations tailored to their menopause stage and lifestyle.

The platform prioritizes clarity, simplicity, and actionable insights.



Personalized Health Onboarding

A guided onboarding experience captures key user information including:

- ✔ Menopause stage
- ✔ Top health concerns
- ✔ Lifestyle habits and activity levels
- ✔ Personal wellness goals

This allows the platform to generate **individualized guidance from day one.**

Symptom & Wellness Tracking

Users can track important indicators including:

- ✔ Sleep patterns
- ✔ Energy levels
- ✔ Mood and stress
- ✔ Lifestyle habits
- ✔ Menopause-related symptoms

The platform visualizes trends to help users understand **what influences their health over time.**

Personalized Guidance Engine

The platform delivers **contextual wellness recommendations**, including:

- ✔ Nutrition suggestions
- ✔ Exercise and recovery plans
- ✔ Lifestyle adjustments
- ✔ Educational menopause insights

This turns raw symptom data into **practical guidance women can apply immediately.**

AI-Ready Platform Architecture

Ccube designed the system to support future capabilities including:

- ✓ AI-driven health recommendations
- ✓ Wearable device integrations
- ✓ Predictive health insights
- ✓ Digital coaching features

Weekly Insight Reports

The application provides **weekly health summaries** that highlight:

- ✓ Progress in symptom patterns
- ✓ Behavioral insights
- ✓ One prioritized recommendation for improvement

This keeps users engaged while maintaining **simplicity and clarity.**

Tools & Capabilities

01 Mobile Development

- ✔ React Native
- ✔ Cross-platform mobile development for iOS and Android

02 Backend Development

- ✔ Python-based backend services
- ✔ RESTful API architecture

03 Data & Analytics

- ✔ Behavioral data analytics
- ✔ User insight generation engine

04 Platform Architecture

- ✔ Scalable cloud-native architecture
- ✔ Modular and extensible system design

05 Security & Privacy

- ✔ Secure user authentication
- ✔ Encrypted health data storage
- ✔ Healthcare-grade privacy protections

Impact



Delivered a seamless onboarding experience, improving early user adoption and engagement



Enabled more consistent symptom tracking, helping users better understand health patterns over time



Increased engagement through personalized, insight-driven recommendations



Strengthened user trust by providing clear, actionable weekly health guidance



Accelerated time-to-market with a scalable cross-platform mobile architecture



Business Outcome

By partnering with **Ccube**, the organization successfully launched a personalized women's health platform designed to support women through midlife health transitions.

The solution transforms symptom tracking into clear, personalized health guidance, empowering women to better understand their bodies and make informed health decisions.

The platform now serves as the foundation for a scalable digital health ecosystem, supporting future innovations such as AI-driven insights, wearable integrations, and predictive health intelligence.



Want results like this?

Book a Call

to see how Ccube can build **AI-powered women's health** platforms and personalized digital health solutions for **menopause & midlife care.**

Get in Touch:

-  +1 408-256-1999
-  www.ccube.com
-  sales@ccube.com
-  @ccube-inc

