

# Rwanda Women Network Pilot

User Satisfaction Survey

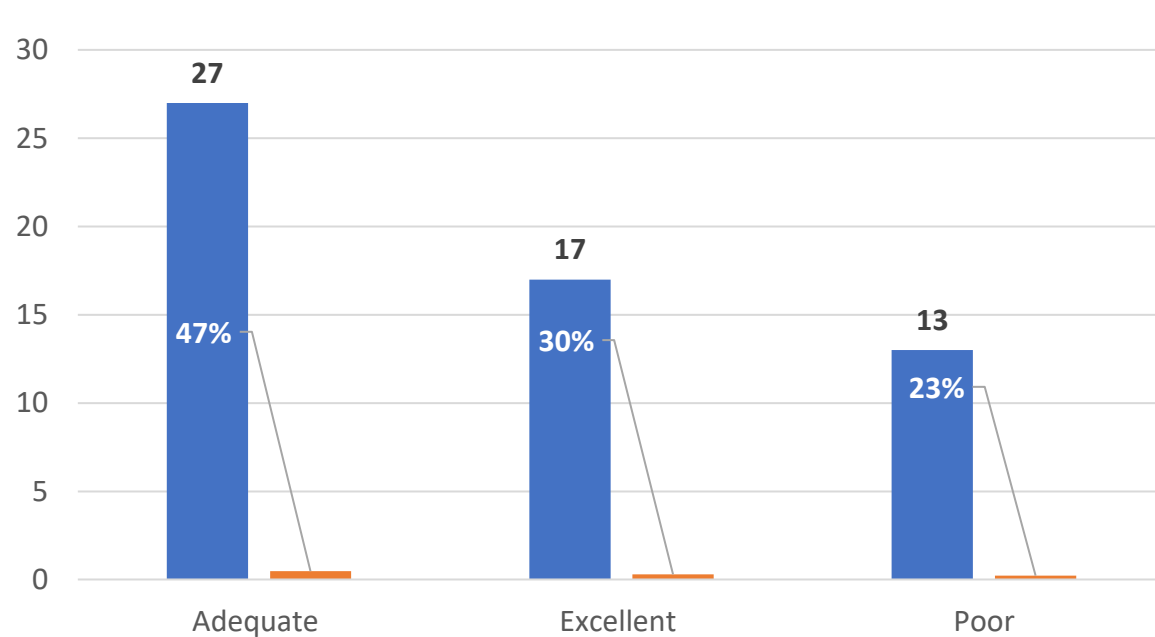
# Demographic Data – Age range

	Respondent's profile	
Less than 20 years old	26	44%
Between 21-30 years old	19	32%
Above 30 years old	14	24%
<b>Grand Total</b>	<b>59</b>	

- For data collection purpose – The names and contact details were not captured
- The geographic information have been collected ( District, Sector and Sell name

# Uzima Performance-Absorbency

## Absorbency capacity



	Absorbency capacity	
	Sum	%
Adequate	27	47%
Excellent	17	30%
Poor	13	23%
<b>Grand Total</b>	<b>57</b>	<b>100%</b>

- Overall 77% are happy with the absorbency
- Longtime wearing the pad is the main cause for those who reported the poor absorbency

# Uzima Performance-Leaka

Uzima Sanitary Pad ever leak  
while you were wearing it?

No	34	60%		
Yes	23	40%	Reasons	
Heavy flow			11	48%
Uzima Sanitary Pad quality			8	35%
Worn for a long time			4	17%
Grand Total			23	

- 60% reported doesn't leaking
- 40% experienced the leakage.
  - Reasons in % have been captured only for 40% users who responded No

# Uzima Performance-Wet/glue

	Feel wet against your skin while you were using it?	
Did not feel wet	40	71%
Felt somewhat wet	11	20%
Felt very wet	4	7%
I do not know	1	2%
<b>Grand Total</b>	<b>56</b>	

- More than 90% didn't felt wet
- This confirms the super absorbency capacity of Uzima sanitary pad

Attached on the underwear		
Did not stay attached	36	61%
Stayed attached most of wear time	10	17%
Stayed completely attached	13	22%
<b>Grand Total</b>	<b>59</b>	

- 61% reported it is not stayed attached on the underwear.
  - This become the priority number1 for Pride No Shame to fix

# Uzima Performance- Soft/Size

Thickness of Uzima		
About right	22	38%
I do not know	1	2%
Too thick	1	2%
Too thin	34	59%
<b>Grand Total</b>	<b>58</b>	

Softness of Uzima		
I do not know	1	2%
No	2	4%
Yes	46	81%
Yes but it could be softer	8	14%
<b>Grand Total</b>	<b>57</b>	

Length of Uzima		
About right	39	68%
Too long	2	4%
Too short	16	28%
<b>Grand Total</b>	<b>57</b>	

Width of Uzima Sanitary pad		
About right	34	60%
I do not know	1	2%
Too narrow	21	37%
Too wide	1	2%
<b>Grand Total</b>	<b>57</b>	

# User Satisfaction

<b>Overall Satisfaction</b>		
Not satisfied	18	31%
Somewhat satisfied	23	40%
Very satisfied	17	29%
<b>Grand Total</b>	<b>58</b>	

- 69% are satisfied

<b>Uzima compare to other brands</b>		
I do not know	1	2%
I do not regularly use a disposable pad	11	19%
The two products are about the same	10	17%
Uzima Sanitary Pad is better	21	36%
Uzima Sanitary Pads are worse	15	26%
<b>Grand Total</b>	<b>58</b>	

- 19% of the user don't use sanitary pad to give a better comparison.
- Considering those who regular use the sanitary - 47% reported that Uzima is better

# Willing to sell or to become Uzima Ambassadors

Willing to sell Uzima		
No	11	19%
Yes	46	81%
<b>Grand Total</b>	<b>57</b>	



# Recommendations and Next step

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Items	Initiative	Timelines	Responsible
Glue	Fixing the glue using the backup machine to increase the customer satisfaction up to 80%.	1 <sup>st</sup> December 2022	Pride No shame
Size	Increasing in size may change the client's perception when it comes to the absorbency. Will talk with Supplier top increase the GSM	1 year team	Pride No Shame( increase size for next raw materials order)
number	To increase up to 10 pieces in box		