



# Sex Academy



The one-stop-shop for a holistic sex ed experience.

# Problem

Sex education information is inadequate for teenagers and parents, due to **social taboo** and **lack of resources**...

The information on search engines or online communities is **complex**, **not age-specific**, and **hard to relate**...

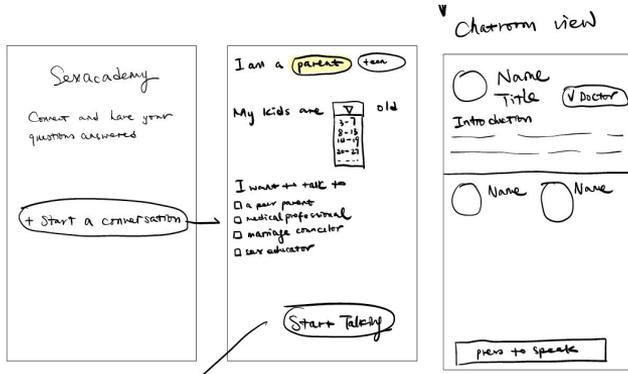
How do we make sex ed for teenagers and parents **accessible** and **interactive**?

# Mission

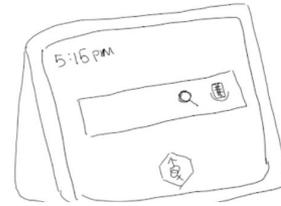
**Provide sex education with warmth**

through recommending **personalized information**,  
and creating user-user and user-expert **connections**.

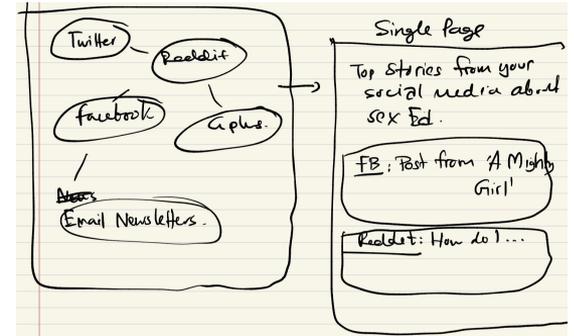
# Ideation



Voice-based chat rooms



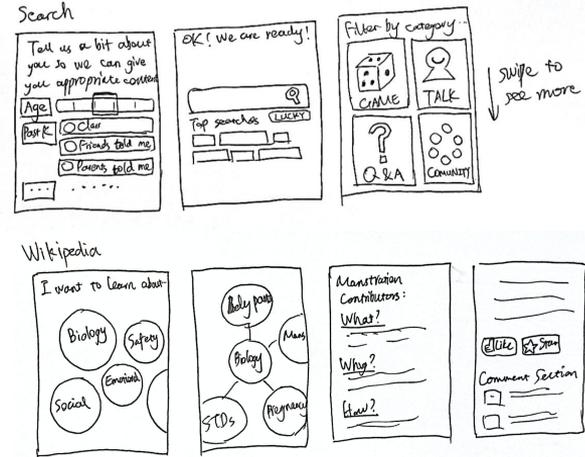
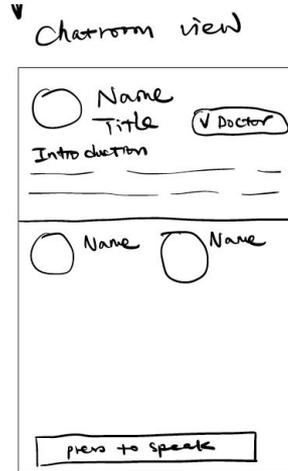
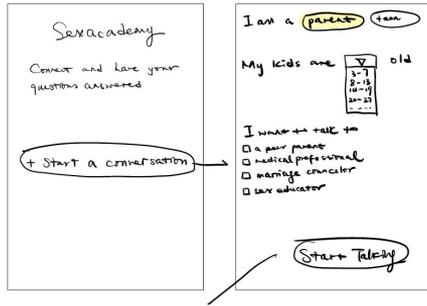
Home assistant



Aggregated Community

...

# Selected Interface & Rationale



Match to talk / chat → “Connect”

Passive content feed + Active searching → “Explore”

Balance between privacy and personal touch, as well as flexibility of information need, leads us to choose these two designs.

# Lo-fi prototype structure

Designed with Balsamiq.

Structure

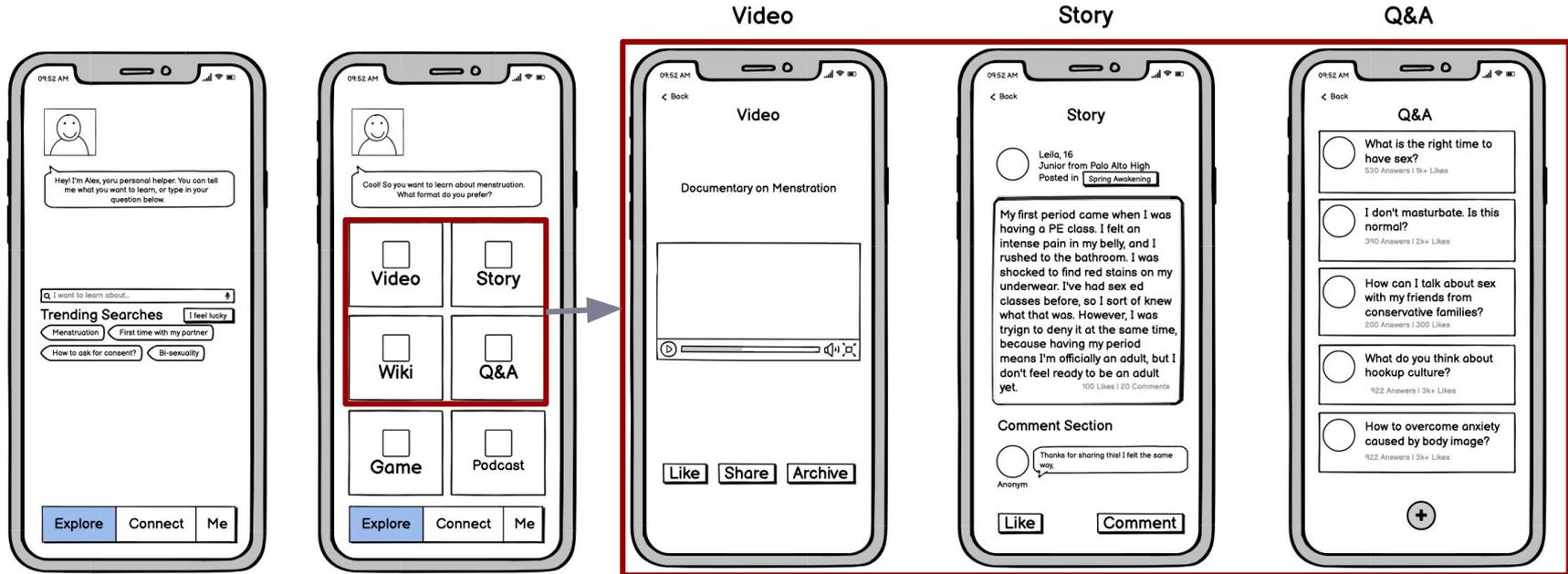
- “Explore” tab
- “Connect” tab
- “Me” tab



# Task # 1

Teenagers getting answers to confusions and concerns about sex.

# Task # 1 Task Flow



Search

Choose format

Embed video from other platforms

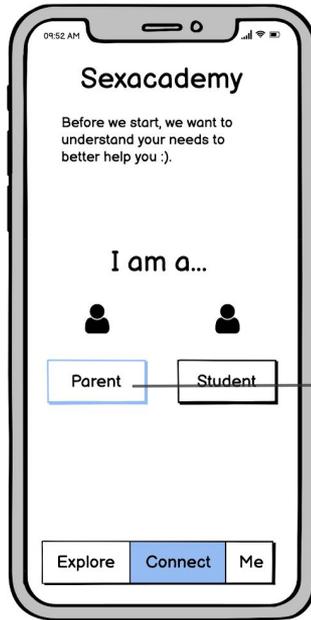
Stories submitted by users on the platform

Q&A submitted and answered by users

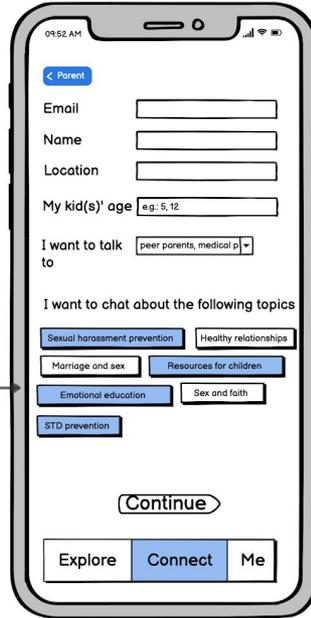
## Task # 2

Parents find accurate, age specific and appropriate sex ed content for their kids.

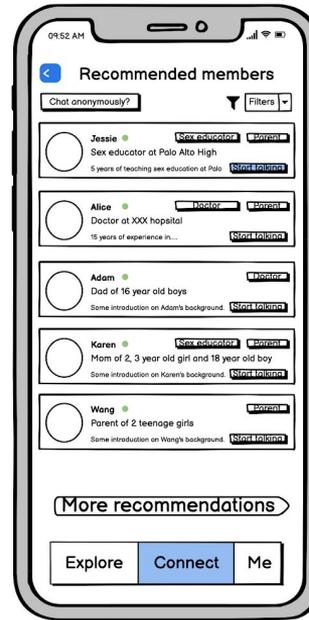
# Task # 2 Task Flow



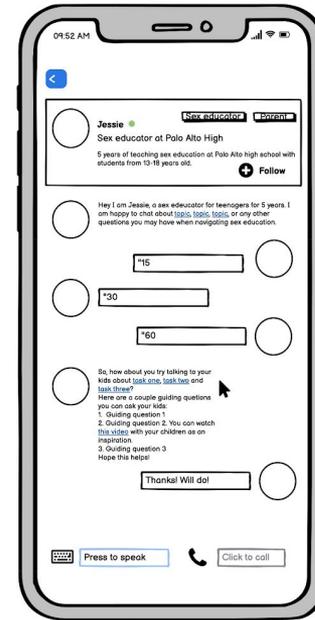
Identity



Questionnaire



Recommended profiles to chat

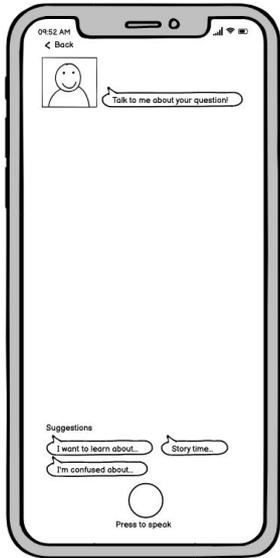


Chat

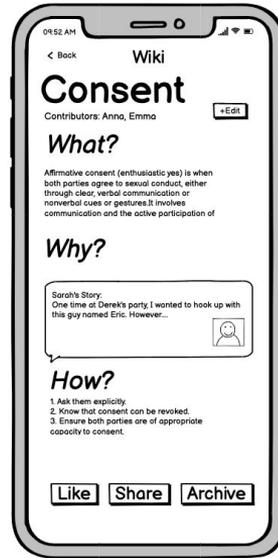
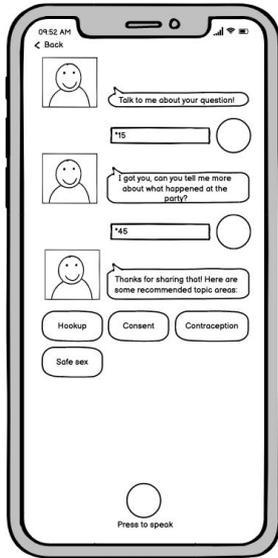
## Task # 3

Teenagers hearing from and sharing stories with peers of similar interests and backgrounds.

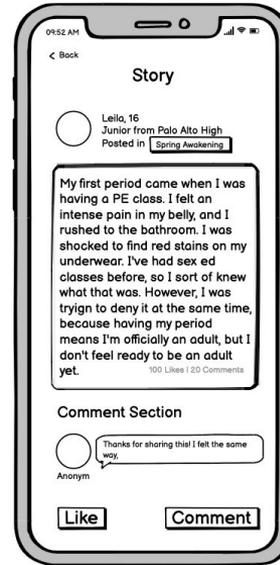
# Task # 3 Task Flow



**Personal interaction:** chatbot that supports audio input



**Wiki:** UGC scientific info and personal stories



**Story:** UGC personal stories

Rather than using a traditional group chat, we leveraged user-contributed content to create a strong sense of community.

# Participants

1

#1 **Xu**, mom interested  
in sex ed for her  
daughter

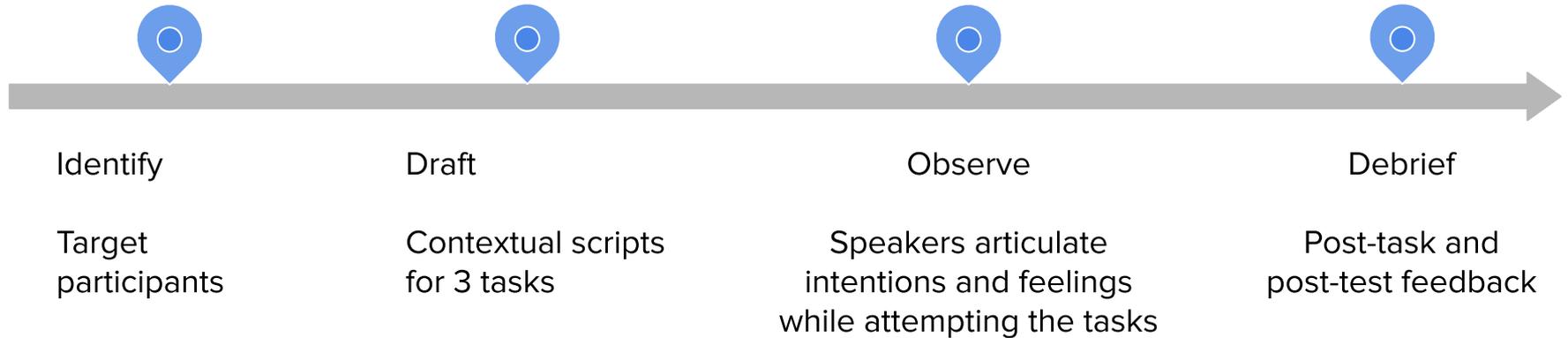
2

#2 **Farhisa**,  
graduating senior  
in Singapore

3

#**Labib**,  
college student with  
experience working with  
mental health for special  
needs children

# Experimental Method



# Experimental Method

#1 **Xu**: participant's house, she is given a question "You have a ten year old you want to teach. Connect with a professional to ask how to talk about consent."

#2 **Fahrisa**: Zoom call, she was asked 'How would you learn about menstruation using this app?'

#3 **Labib**: Zoom call. He was asked 'How would you learn about other people's concerns about sex Ed through this app?'

# Overall



The interface is quite **intuitive** and **easy to navigate**.



Want to learn from **credible sources**, like planned parenthood or certified experts.

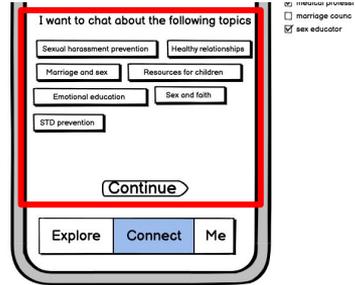


Users **feel awkward about talking to another user**, whom they haven't established connection with

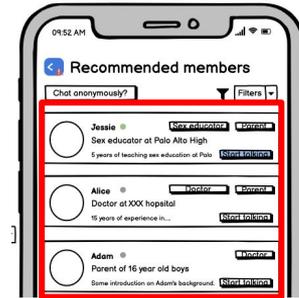




Liked the ability to edit the user profile



Found most recommended topics useful



Found recommended connections reasonable



Parent

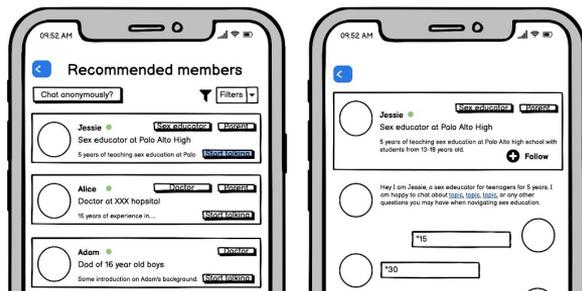
Email

Name

Location

My kid(s)' age

I want to talk to



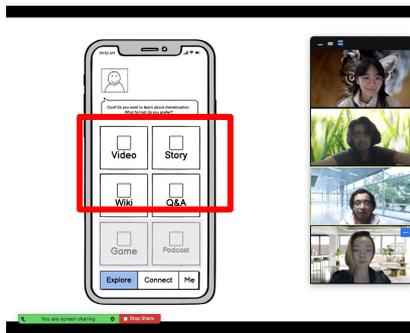
Age-specific recommendations **not obvious**

**Too many steps** of selection

Worried about other users not responding - would prefer a **mutual match** established first

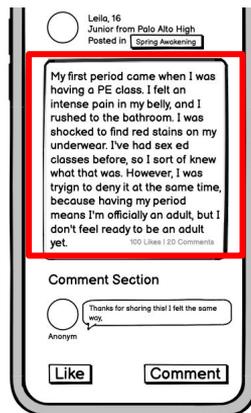
**Want to write thoughts** on how to educate kids in the user profile page

Want to lie about identity and be a student

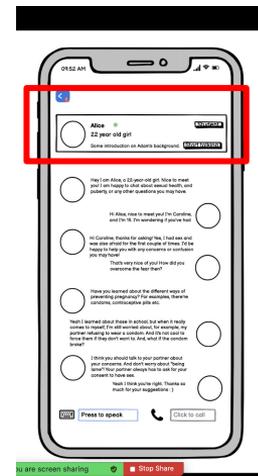


Liked the ability to choose **which medium** they want to learn through (video, stories,...)

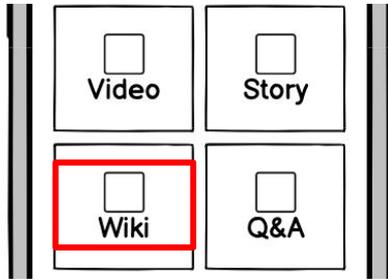
Found it **easy to navigate** to the information they looked for



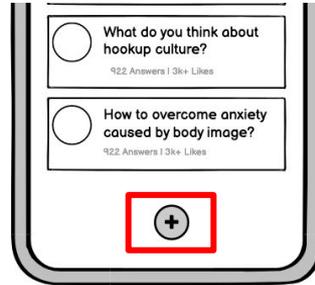
Liked that the app had **anecdotes from everyday people**



Liked knowing about **real identity** of those who gave advice.



Mistook **wiki** as just an article rather than a community generated content, has **too simple info**, and was **surprised to see stories** (not facts).



Didn't realize they can **ask their own questions** with Q&A page.



**Wasn't sure if it was free** to reach out to professionals.

# UI Changes / Refinements

1

**Reduce the number of steps needed to get personalized content.** User only needs to fill out information once, and the system recommends specific content in following user sessions.

2

Tailor functions and content to users based on their **age / their kids' age**.

3

**Refine and add useful filters** (e.g. online users) for recommended connections

4

Add **option to navigate to more detailed secondary sources** like Planned Parenthood etc.

5

Clarify the **optimal facts-story mix** for wikis.

# Summary

1

Users are **excited** about the format and the content.

2

Users are interested in getting more **credited opinion** in the Q&A and chat functions.

3

What the **wiki page** contains is a **point of confusion**.

4

Users **sometimes want to lie about their identity** to join a community they are interested in.



**Thank you!**



# Appendix

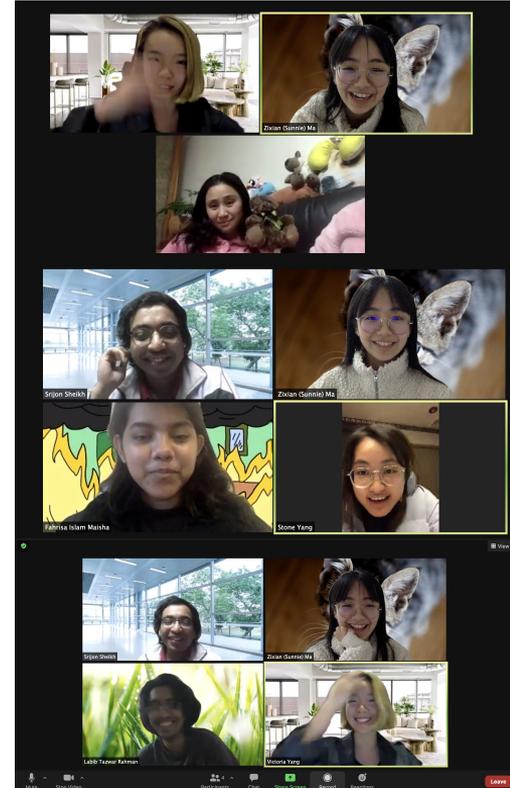


## Why these participants?

We found one ideal user, a mother who cares deeply about her daughter's sex education but doesn't have the tools / resources to educate her daughter.

We also found two student users.

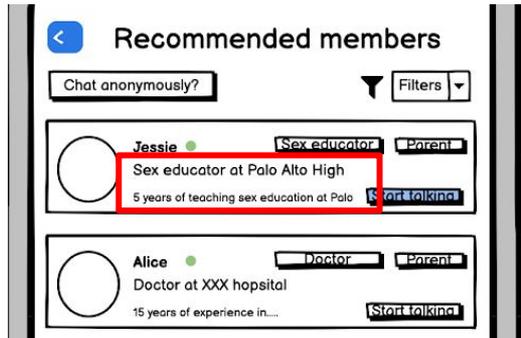
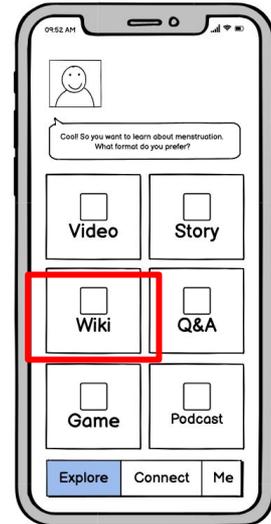
One student user has experience in working with mental health for special needs children. The other user is a graduating senior in Singapore, adding diversity to our target audience.





# Student

- People **didn't like talking** (to strangers).
- **Mistook wiki** as just an article rather than a community generated content, has **too simple info**, and was **surprised to see stories** (not facts).
- Didn't realize they can **ask their own questions** with Q&A page.
- **Wasn't sure if it was free** to reach out to professionals.
- **Missed references to secondary sources** like Planned Parenthood.
- Missed the chatbot function.





## Parent

- **Not obvious age-specific nature** of the recommendations
- **Too many steps** before getting to real content
- Worried about sex educator not responding - would prefer a **mutual match** established first
- **Identity switch:** “I might fake being a student and learn about what they talk about”
- Want to **share content with kids more easily**
- Want to **write thoughts on how to educate kids** in the user profile page

I am a...

Parent Student

< Parent

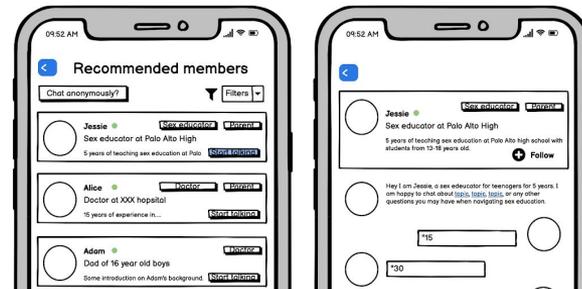
Email

Name

Location

My kid(s)' age  (e.g.: 5, 12)

I want to talk to  (peer parents, medical p...)



○ Name

20 Recently visited

M Archives

○ Your circles

🔔 Notifications

Feed	Circles	Me
------	---------	----

Discover circles of interest

🔍 Discover

Your subscribed topics

Rainbow kids Community relations King

You might be interested in

🔍	🔍	🔍	🔍
🔍	🔍	🔍	🔍

Feed	Circles	Me
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Discover topics / content of interest

🔍 Discover

Recommended for you

How to have the talk ?

Giving and receiving consent Resources print 0

Healthy relationship: what you need to know ...

Feed	Circles	Me
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Circle view ②

📍 Location support peer

☰ Rainbow Kids

38K members in this circle

Feed Most popular Filter

○ Name pinned

like 👤

○ Name

Feed	Circles	Me
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↓ post view under circle

Title

○ Name

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

picture

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\_\_\_\_\_

🔍 Agree 6.4K

👍 like

🌟 archive

🗨️ comments

Search & get questions answered

🔍 Discover

Relevant topics

crisis coping in primary and secondary

Top results & resources

Join a circle + discuss

# sex and relationship

# rainbow kids

# conservative culture kid

🗨️ create new discussion

circle view ①

🔍 # sex and relationship of children

Age Filter

posts 1099

○ Name

👍 1K 👁️ 2K @ 2000

○ Name

👍 5K 👁️ 800 @ 2000

○ Name

👍 1.2K 👁️ 100 @ 10

Feed	Circles	Me
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Trending Explore Search

# relationship

🔍

A

👍 12

# sexual health

# consent

👍 1K

# STDs

👍 9

home + female

