Sex Academy

Personalized sex education through stories.

Problem

Sex education is not provided adequately to students experiencing puberty, due to societal taboo and lack of resources.
Current solutions such as google or Reddit search is complex, not age-specific, and often is hard to relate for students.

Solution

Use a combination of content recommendation and story-sharing to educate teenagers about sex in an open and exciting way.

Value Proposition

Personalized sex ed through stories.

Old Tasks

Simple	Moderate	Difficult
Teenagers getting answers to confusions and concerns about sex.	Parents communicating accurate, age specific and appropriate sex ed content (e.g. game pack, etc) to kids.	Teenagers finding and/or forming communities of similar interests and confusions about sex.

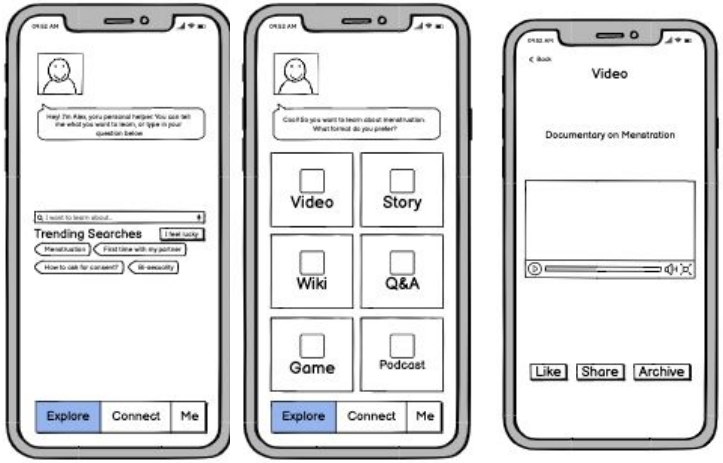
New Tasks

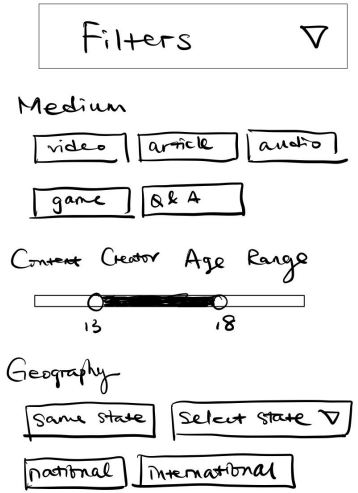
Simple	Moderate	Difficult
Get sex ed content recommendations according to user's background and preferences.	Like, share, comment, and archive the content.	Share personal stories on a given topic, and get support from a user with similar experience.

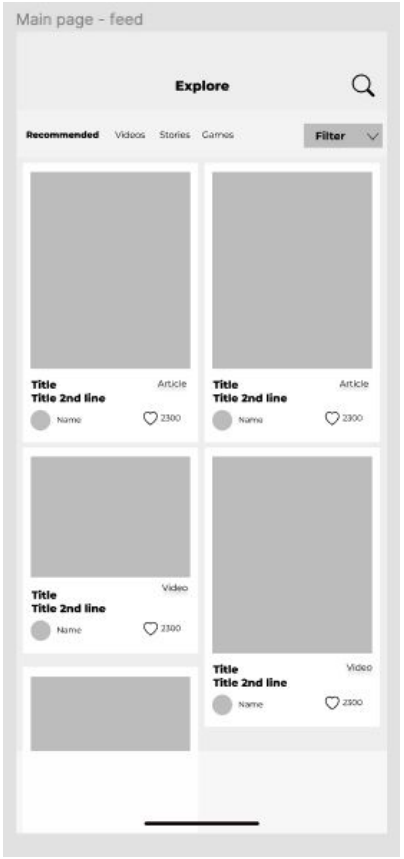
Major Change #1:
Simplification of the Recommendation Flow

- Change: Make getting user's background for personalization a one-time process during registration.
- **Rationale**: users are annoyed by the complexity of steps before getting content recommendation. Reduce steps needed to get personalized content.

Major Change #2:
Filters for recommended content

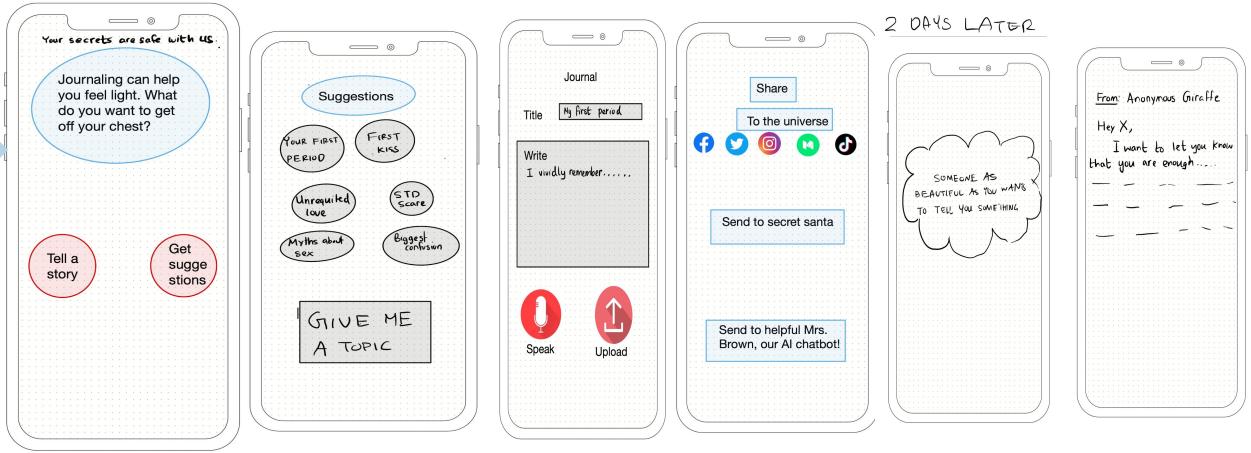






- Users get automatic recommendation for contents, and can manually apply additional filters (e.g. topics, ages, regions, etc)
- **Rationale**: Empower users to filter out less interesting content and only consume their favorites. Viewing favorite content encourages more interaction with the content.

Major Change #3: Restructuring Story Page



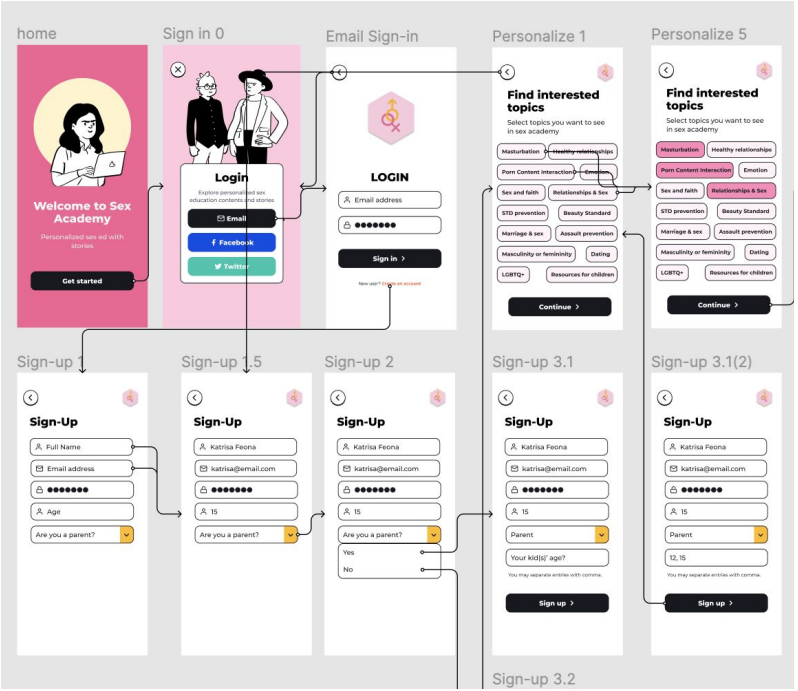
- Ask every user who wants to read other people's stories to share first. 1-on-1 pairing of users to support each other based on stories.
- Rationale: Users prefer the story page to be like a forum than a blog. We want to encourage users to share stories and feel validated.

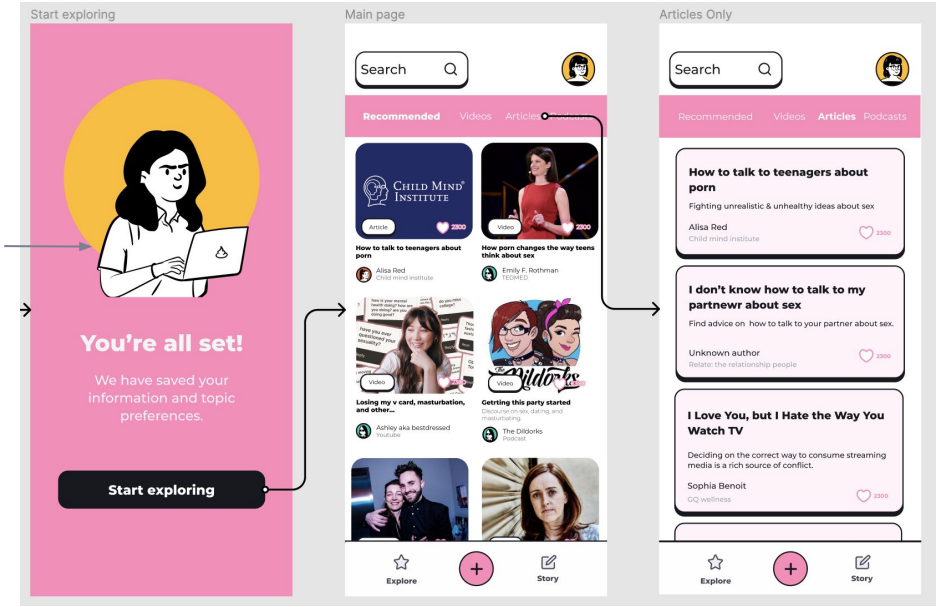
Task #1: Get personalized recs

Register account

Personalize

Find personalized contents

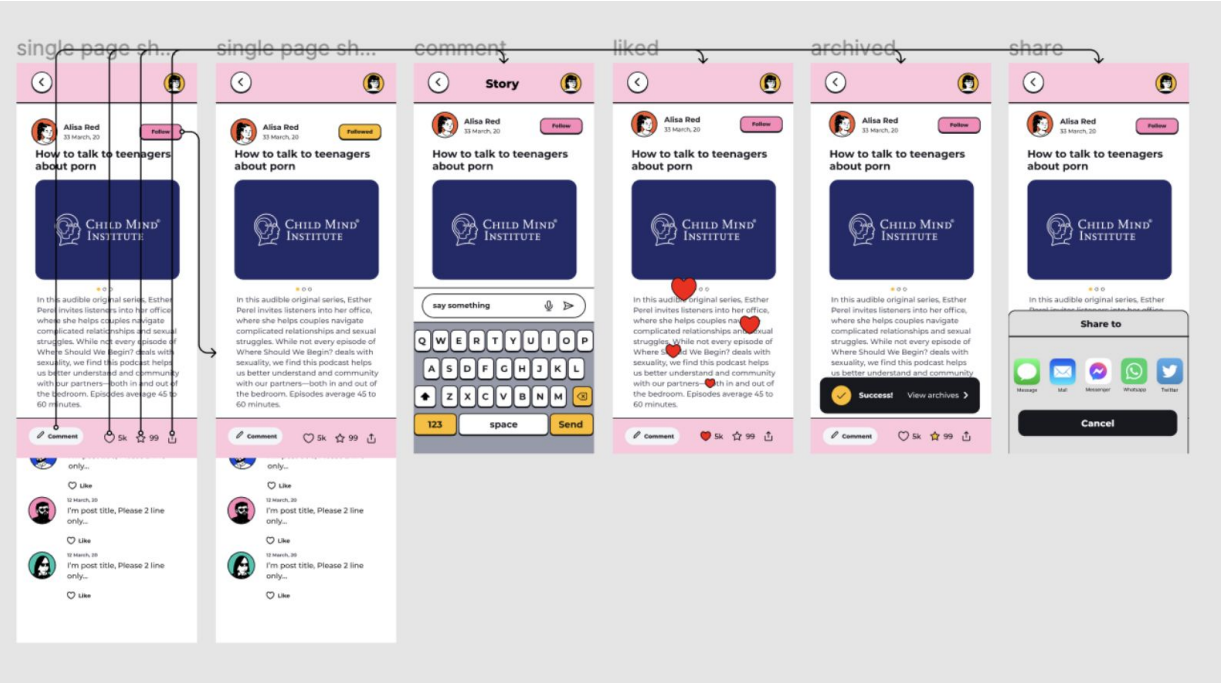




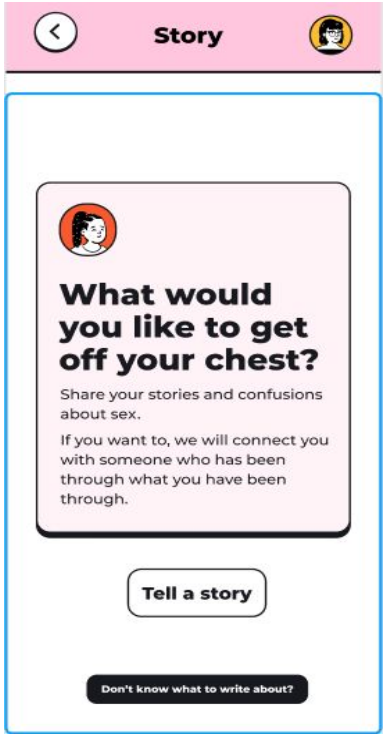
Med-fi Prototype: Task #2 Flow

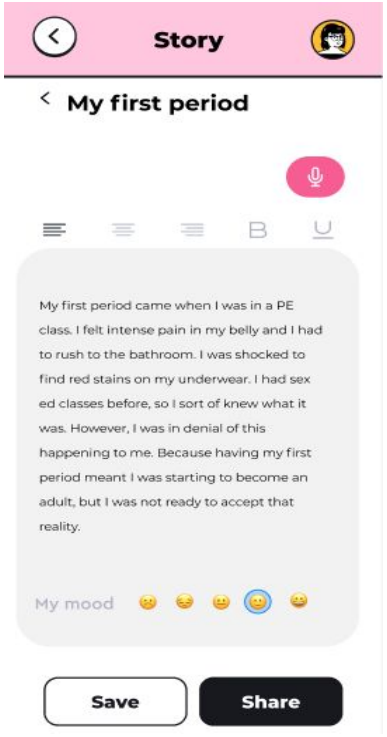
Single page content

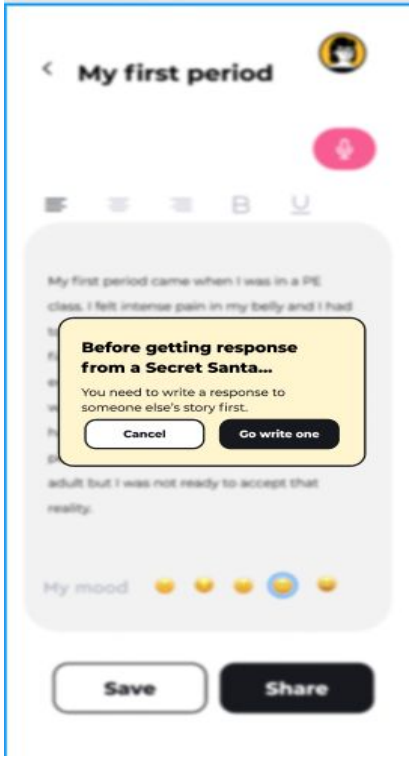
Interact by following another user, commenting on, liking, archiving or sharing the content



Med-fi Prototype: Task #3 Story and Peer Matching

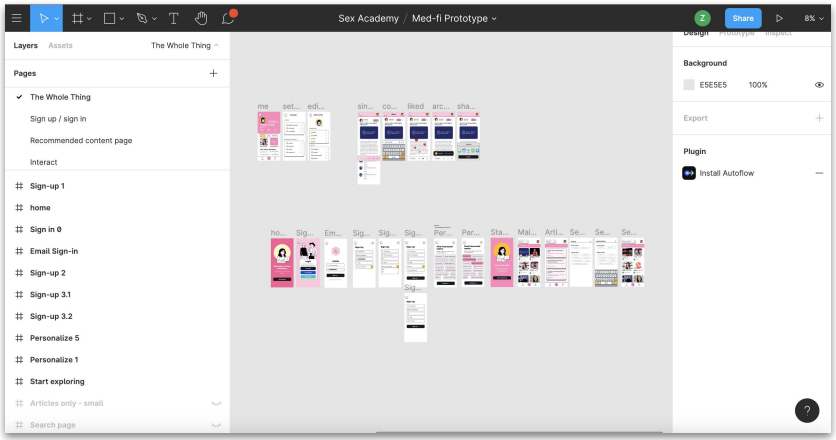




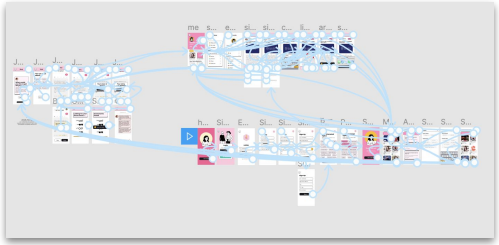


Design/Prototyping Tools

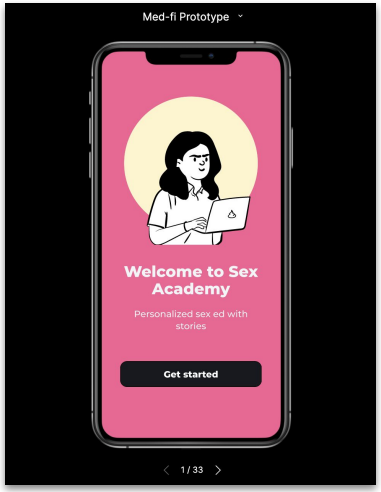
The all-in-one design + prototyping tool - Figma!



design



prototype



demo

Limitations/tradeoffs

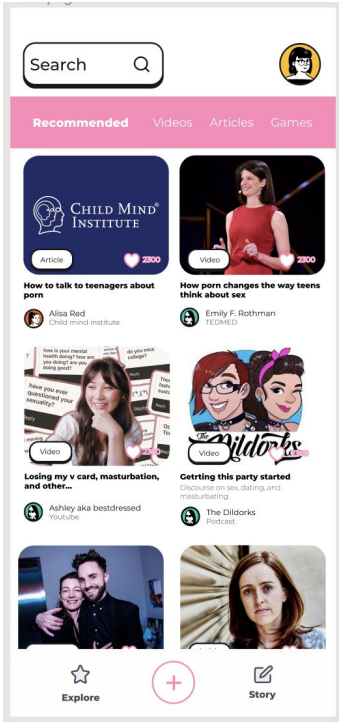
1. Couldn’t make every tab on ‘Explore’. Not all thumbnails from the feed expand to pages.
2. Could not make the chat window for the AI chatbot.
3. We chose to build long term relationships rather than short term connections like reddit or quora.

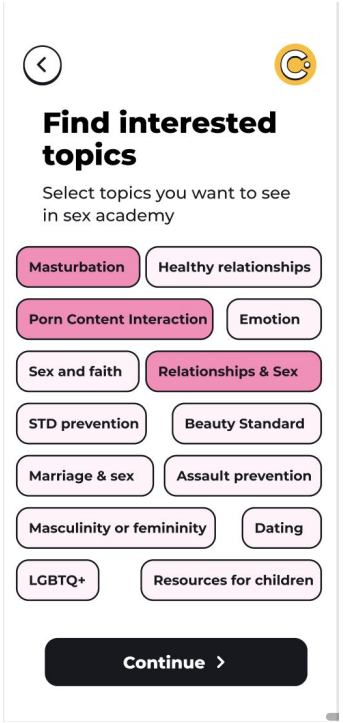
Wizard of Oz Techniques

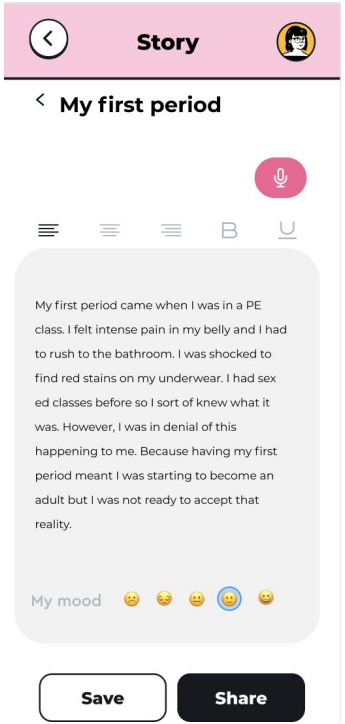
1. User information is automatically filled in to reduce users' time to manually fill it in.
2. All of the interested topics hard-coded are automatically selected to avoid the user having to find out which button they are allowed to click in this prototype.
3. Pre-fill the search function entry to be "masturbation" to avoid the user having to type, but gives a sense of the search function nevertheless
4. The "looking for a secret santa" used a delay transition to mimic the back-end pairing and thus user waiting process in reality.
5. The like transition attempts to demonstrate an animated effect of hearts popping up on the screen, but the prototype is still due to it being med-fi.

Hard Coded Features

1. Content in the “Explore” main page
2. Interested topics selection
3. Story entry by the user







Appendix: Old designs

Med-fi Prototype: Task #2 Flow