



# Licit

A virtual card game to speak up about sexuality

# The problem

People have doubts, curiosities or are simply willing to talk openly about sexuality, but often they're not used to do it or they have difficulties finding like-minded people



# The Idea

The purpose of this collective experience is to increase people's openness when talking about sexuality.

Game after game, they'll progressively can gain consciousness about their mind, their pleasure, their body, and how to give it to others.



# Validation

Our survey reveals that, among the 422 Italian men and women we interviewed, 70% would be willing to explore these topics through a game.



# The users



Nina  
24 years old  
Italian, Milan

## **Sexual orientation**

Heterosexual but had  
homosexual  
experiences

## **Sexual orientation**

Curious, digital addict,  
humanitarian

## **Goal**

Find information and advice about  
how to get and give more pleasure

## **Friction**

She gets lost in the net and can't  
find what she's looking for in a  
straightforward way



# The users



Nina runs into Licit  
via Instagram  
She follows the page



She get curious at  
the third story and  
tries out the game on  
the browser

She gets triggered  
and wants to go on  
quickly so she plays  
a lot and invites  
friends to join



In the end she learns to listen  
more to her body and she  
makes friends in the app who  
she'll make private room with



Hi, Nina!



Join an open room

8 participants

-5 min



**Soft Touch**



8 participants

-10 min



**Mayonnaise**



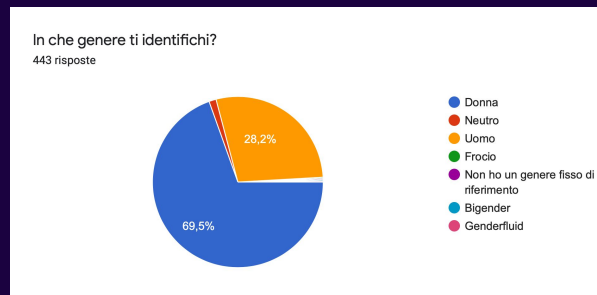
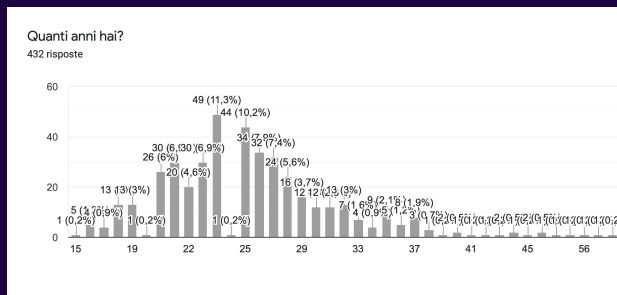
12 participants

-12 min



# Validation

We conducted a survey over **450 Italian people** aged between **18 and 40**. It came out that more than **95% of them would like to talk** about some specific sexual topics but do not.





# Game design

When you make a profile you're given a level, according to parameters like age and your answer to a test (which aims at understanding how is your consciousness and confidence)

This way you are faced with same-level people, and you can progress all together.  
Once you pass the level you became the next-level figure (the novice, the mistress etc.)

Inside the game you enter a room and play with strangers or friends answering the app questions all together, reading each other answers, making questions yourself to the roommates. Anonymously.



# Cards

Inside the room you are faced with a deck of cards. When is your turn you are given one.  
There are types of card:



Ask to other



Multiple- Choice



Sex-Ed



Yes or No



Open Qs

# Same types of questions

- Questions:
- how would you prefer to meet?
- how do you say hi? kiss, hug or handshake?
- what's your favourite tv show?
- what's your general idea about friendship?
- If you were a movie what genre would it be?
- what kind of relationships do you look forward to?
- what are the things you do to feel good?
- what helps you relax
- What makes you feel happy?
- What is your favourite meal?
- What hobbies have you had in your life?
- You are walking in a street, what is your reaction when you meet another people who you like?
- How do you decide that someone has become your friend?
- How would you like to be approached by a stranger?
- In which situations you would definitely not like to be approached in a flirting way?
- Tell a funny story that you experienced in this week or this month
- What are your first thoughts when you meet someone?
- Have you ever had a fantasy with a stranger? tell one you would like to share
- Have you ever had any beliefs about sexuality that you no longer have? tell us about it
- What would be your most important values?
- Could you identify some classic gender roles that are present in your life?

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# Game rules

If someone inside the room is being rude you can **report** the user.

If you do so, a message will appear to other players asking them to confirm if the user is being offensive.

Once confirmed, he's out of the room.

At the third reporting, his profile is **deleted**.



# Development setup

Progressive Web App made in React

Firebase Serverless Platform implemented

CI Pipeline

Redux Architecture

NoSQL Realtime Databases to coordinate the game's interactions



# Business model

At first, we will focus on Italian men and women between 18 and 40 years old.

KPI at 3 months

- Visibility in Italy, being cited in magazines like Vice
- Find 5 partners for product placement
- 50k Instagram follower
- 30-50 user testings while iterating on the prototype
- Version 1.0 of the app

KPI at 6 months

- 100 000 downloads in 6 months



# Revenue model

Since willingness to pay for applications keeps decreasing, we chose to generate revenues through:

- Advertising using AdMob
- Strategic partnerships with feminist, body positive, and sex positive brands, doing product placement for them:
  - Durex products
  - Erika Lust movies
  - Tampax
  - Dame (online body positive sex-shop <https://www.dameproducts.com> “Dame Products engineers for sexual wellness by building welcoming community, designing innovative tools, and bringing life-changing education to your bedroom”)



# and then survey, survey, survey...

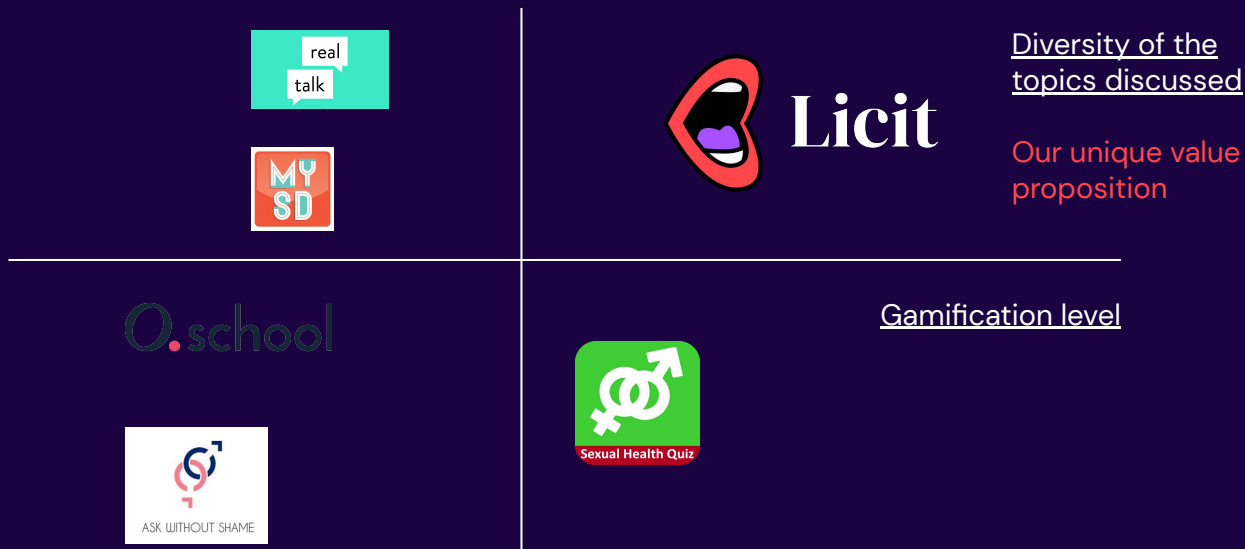
On users to know:

- How many people would use it
- How much they would pay for the premium
- What content they need
- What game dynamics to change

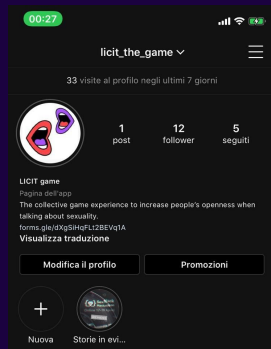




# Competitors: Men & Women Sex education apps landscape



# Communication plan



Social media



Site



Direct contact



Facebook advertising



# Budget and revenues estimation

## Revenue expectation:

0.5€ per download = 50,000€ in 6 months

## Budget expectation:

30,000€ in Facebook Advertising

6-months ROI = 20,000€



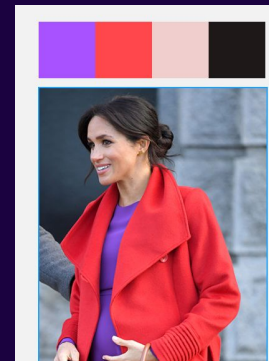
# Visual communication



Logotype



Logomark



..and behind the scenes



# Hackathon Progress

Day 1

Game Mechanics  
Game Rules  
User Journey

Day 2

UI design  
Game Questions  
Development setup  
Competitors research

Day 3

Prototype  
Sign up Questions  
Demo for one round  
Business Plan

Deadline



# Team

**Marta Bucciella**

Designer

**Alice Casadei**

Designer

**Alejandro Durán**

Developer

**Renzo Valdivieso**

Field Expert

**Justine Lafaix**

Business



# What's next

## Design

Motion design for existing UI

Prototype of other sections

## Development

PWA based on the Firebase Platform

## Content

Topics to cover for each level

Questions for each levels

## Business

Survey on users' budget

Research for partners



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# Impact

## COVID-19 quarantine

- Virtual meetings
- Time to think about your inner-self
- Distance from partners

## After COVID-19 quarantine

- Consciousness about sex best practices when meeting people will be possible again



# Feasibility

## How many people working:

2 designers/front-end devs,  
1 developer,  
1 marketing strategist,  
1 business consultant,  
1 Q&A engineer,  
Field expert consultants,  
Psychologist consultants,  
1 illustrator,  
Legal consultancy

## How much time:

3 months for first release

- How many funds:
- What game dynamics to change



# What to work on

1. Find the right team
2. Find funds
3. Getting knowledge on entrepreneurship
4. Work hard



We thank the mentors, who gave us really useful ideas to think about and helped us developing the project better

**Thank you!**

