



THE *Big Sister* EXPERIENCE

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Overview of Research



Who is Big Sister

Insights from Data

Survey Recommendations

Data Problems

Proposed Solutions

Solutions Action Plan

Thank you

What do they stand for?

The Big Sister Experience is a social enterprise that saves the lives of young girls covers ethical and moral issues and promotes tools and strategies on how to live a happy and healthy life, from mental health to safe sex, life-skills, body image and social pressures.

"To empower the girls of today through self-confidence and self-love to become the confident, resilient and empowered young women of tomorrow."



Workshop Satisfaction



Teachers 90%

What they loved:

- How personal and relatable it was to the girls
- Relevant information

Room for improvement:

- Girls weren't always engaged
- More opportunity for the girls to express their own experiences
- More on safe sex, and friendship drama



Parents 91%

What they loved:

- Gratitude
- Self-love
- Tips and Guidance
- Information

Room for improvement:

- More practical examples
- Longer duration



Students 87%

What they loved:

- Rock, Paper, Scissors
- Safe environment, they felt heard

Room for improvement:

- Awkwardness around safe sex
- More physical activities
- LGBTI content
- Bullying
- Feminism

Self-Love Insights



Mental Health Awareness

Majority of respondents responded that they understand mental health.



Impact of Social Media

Majority of students (83%) understand the implications of social media both individually and externally



Limitations in seeing the good and recognising negative thoughts

10-13s spent on question regarding "are they happy with who they are"

Self-Love Insights Cont.



Understand peer-pressure but don't feel confident in acting

Majority of students answered Question 11 with option 2



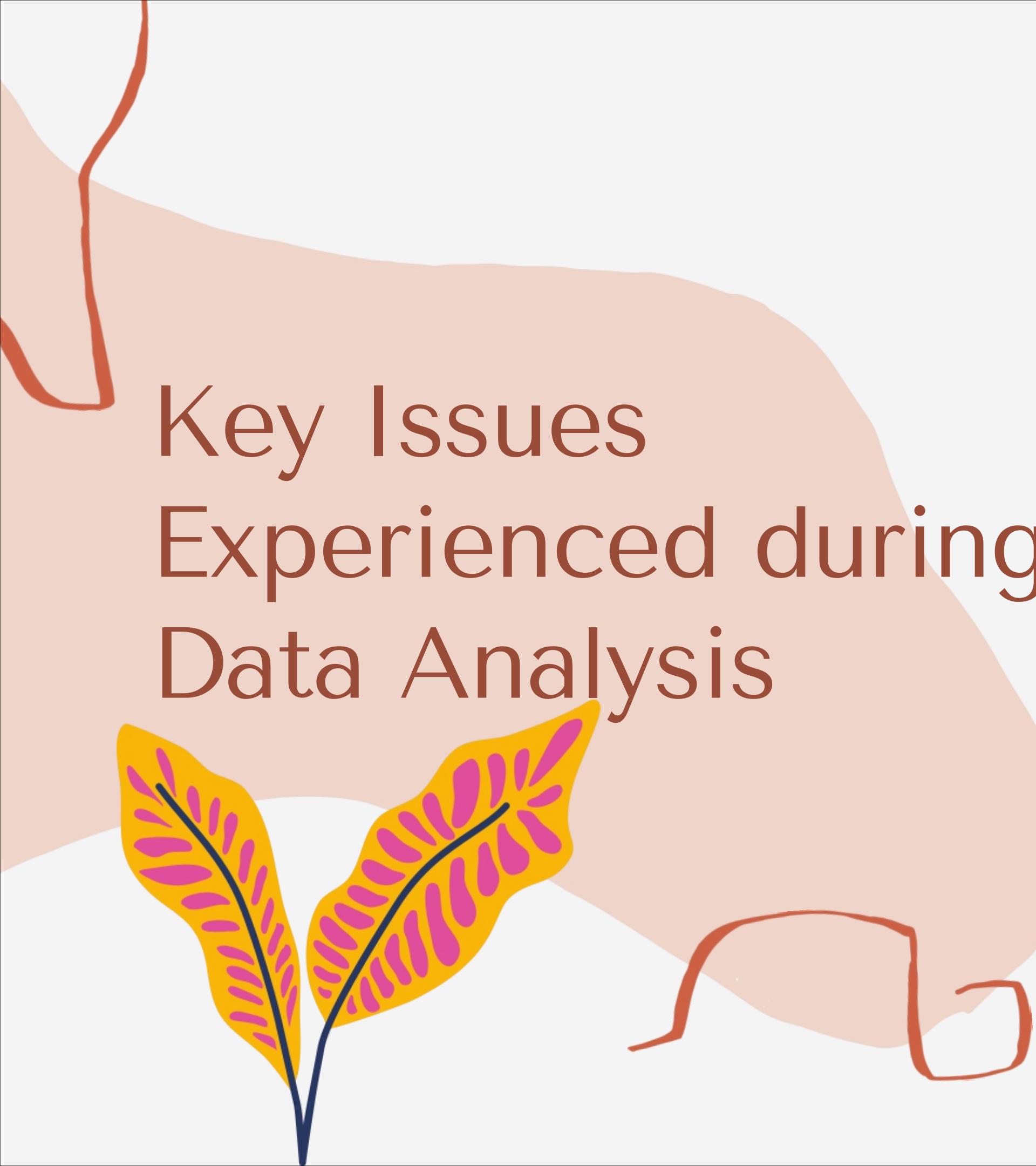
Don't understand how to have a courageous conversation

Many answered that they did not understand how to have a courageous conversation.



Still trying to work on self-care and gratitude

A lot of students demonstrate that they haven't made the shift towards actively investing in self-care and gratitude. With many knowing what makes them happy but are still working to integrate it daily.



Key Issues Experienced during Data Analysis

ONLINE & OFFLINE DISPARITY

Having a combination of offline and online surveys to collect feedback can result in input errors and data tidying issues.

DATA INCONSISTENCY & DATA TIDYING ISSUES

- Duplication of questions in similar metrics
- Shifting intervals (Self-Love Questionnaire)
- Closed questions framed as open-ended questions
- Unweighted intervals resulting in 0/18 (Self-Love Questionnaire)
- Contradicting answers cannot be filtered
- No response questions

LACKING BEHAVIOURAL DATA

Pre and Post Survey are a necessity to measure shifts and changes in students', teachers', and parents' opinions and behaviours. But some of these shifts will take more time to track. Data on length taken to answer questions and 'blank' answers support this.

Problem Statement

"With the data presented how can we consolidate data to enhance their workshops and provide aid in collecting more behavioural data.

Moreover, what experiments could be conducted to ensure our business-based solutions adhere to the quality the Big Sister Experience's workshops."

Recommended Actions based on Survey Data



We would recommend Big Sister to:

- Consider more LGBTI content in workshops, as students who identify as part of this community don't feel supported (Student Request)
- Consider more information about boys and romantic relationships with boys (Student & Parent Request)
- More physical activities to increase prolonged engagement (Students & Teachers)
- Extending duration of Parent Workshops, and Self Love workshops (Gratitude, Self-Love, and Mindfulness)

Experimental Design for Content around Romantic Partners and Sexuality

A/B Experimental Testing

The Test: Two separate experiments to understand relevance of the new workshop content among different age groups, to fine-tune their curriculum.

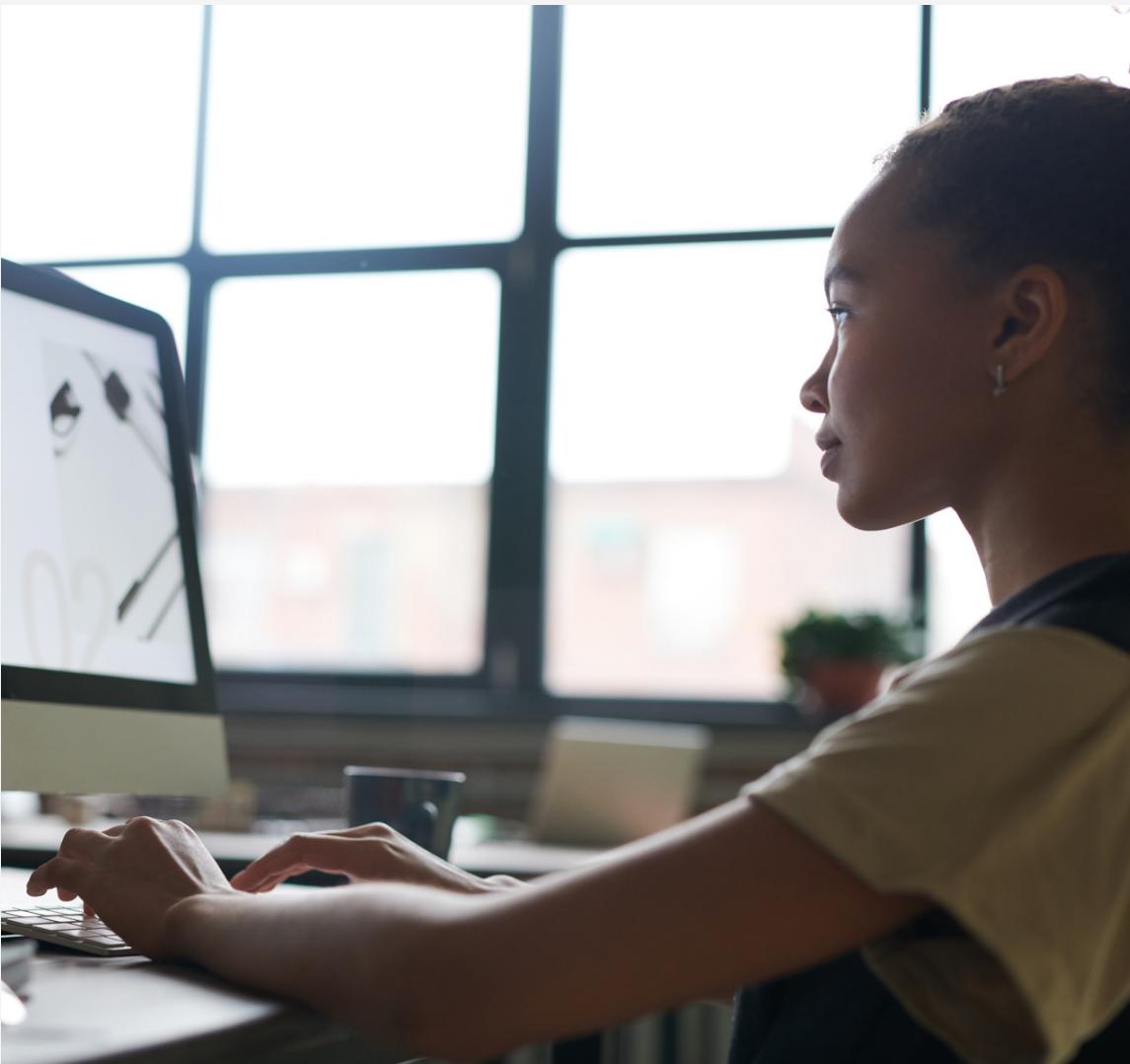
Sample Size: In one school, selecting two different year levels Eg. Year 7 and Year 10.

Control Group: Girls not receiving the new Workshop content and activities.

Variable Group: Girls receiving the new Workshop content and activities



Solutions for Richer Data



STREAMLINING SURVEY METHODS

- Utilise online survey tools
- Simplify data collection methods
- Allows respondents to respond on personal devices
- Better privacy for respondents
- Shown to encourage participation through visual elements
- Typeform

REDEVELOPING SURVEYS

- Feedback survey should be tailor made for each segment further: Parents, Students, and Teachers Questions based around whether they've seen a change in students' behaviour for parent and teacher surveys.
 - Gives insights into success of information being applied.
- Use scales for 0-10 or 0-5 questions instead of asking for written response.
- Providing friendly language around challenging questions, to make students feel more comfortable answering truthfully
- Can allow for better quantitative data retrieval
- The language and questions should be different based on each segment.
- Provide more interval scaling questions

ADDITION OF +1 MONTH SURVEY

- Habits take time to change
- 1-month surveys post the workshop could give better insights on sustained change, or further developed awareness by students

Survey Restructuring



Teacher Workshop Post-Survey Mock-up

- Logic Jumps to cue questions that are relevant to positive or negative responses.
- Allows for calculations or weighting of interval scale questions
- Scales are consistent
- Language is personal and friendly
- Demographic data to get a better understanding of the sample
- Compatible with other CRM platforms, easy to share on website, emails, social media ect.
- Minimises human error
- Selection of 'required' questions to avoid unanswered questioning

Thank You!

We welcome any questions or comments!



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Tien



Gregory



Sarah



Duhan



Xinru

Appendix A: Typeform Backend Analytics

Product Survey [DEMO 2] (copy)

EDITOR LIVE PREVIEW

CALCULATOR

✓ 4 Thanks for your honesty. Were your expectations fulfilled?

When someone answers question [4]

If answer is not at all then + Add 1 to the Score

* ✓ 3 How much of the information needed did you get?

- to a great extent
- somewhat
- very little
- not at all

Want to know how Calculator works? [Learn more](#)

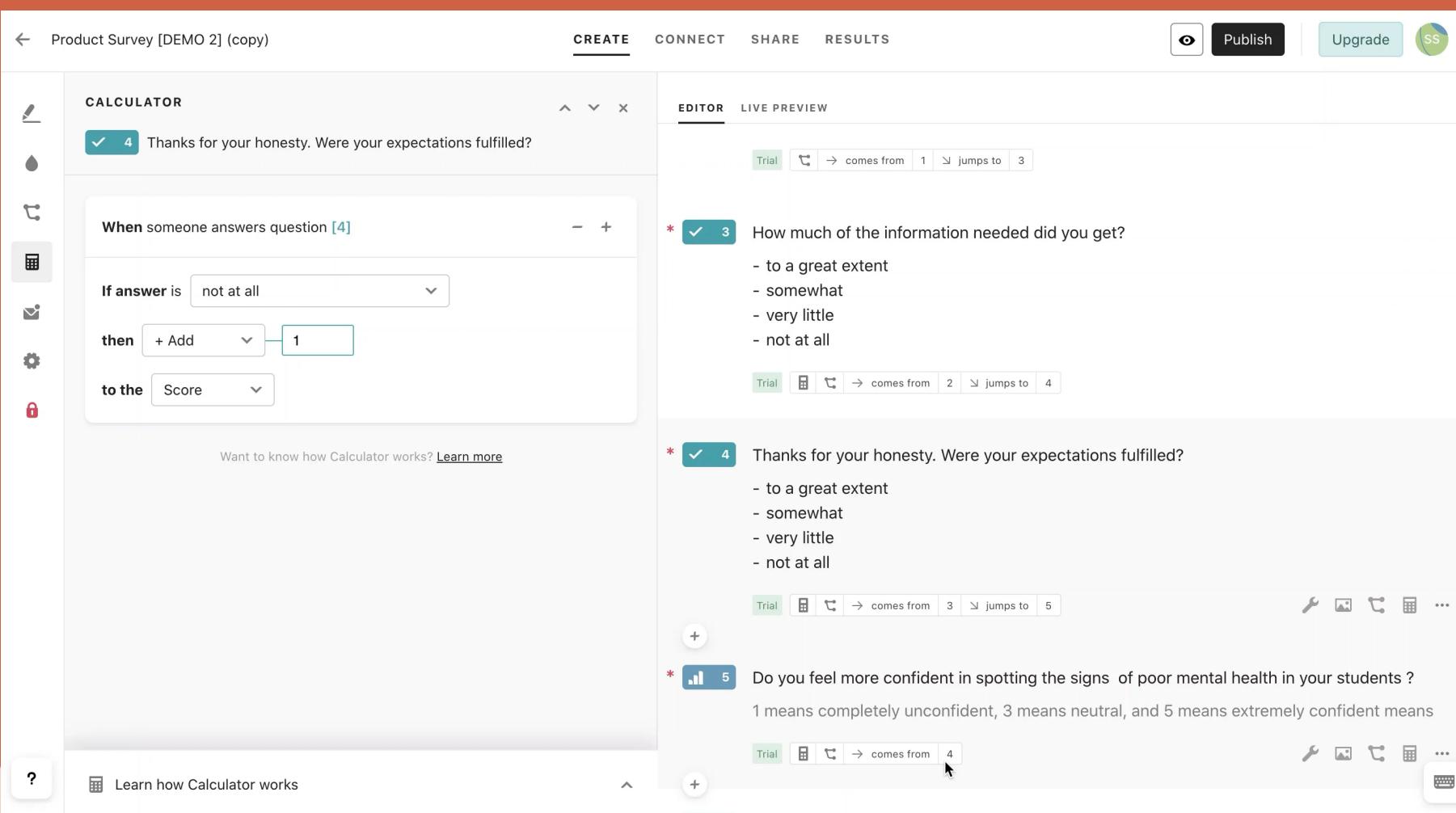
✓ 4 Thanks for your honesty. Were your expectations fulfilled?

- to a great extent
- somewhat
- very little
- not at all

* 5 Do you feel more confident in spotting the signs of poor mental health in your students ?
1 means completely unconfident, 3 means neutral, and 5 means extremely confident means

RESULTS

Upgrade SS



This screenshot shows the Typeform editor interface. It displays a survey with several questions and logic triggers. On the left, there's a sidebar with icons for calculator, connect, share, results, and other tools. The main area shows a sequence of questions and their corresponding logic. Question 4 asks about expectations fulfillment, with a logic trigger 'If answer is not at all then + Add 1 to the Score'. Question 3 asks about the amount of needed information, and Question 5 asks about confidence in spotting mental health signs. At the bottom, there's a 'RESULTS' section.

Product Survey [DEMO 2] (copy)

EDITOR LIVE PREVIEW

* ✓ 1 I am....

- Male
- Female
- Prefer not to say

* ✓ 2 Thanks! How old are you?

- 20-29
- 30-39
- 40-49
- 50-59
- 60 and above

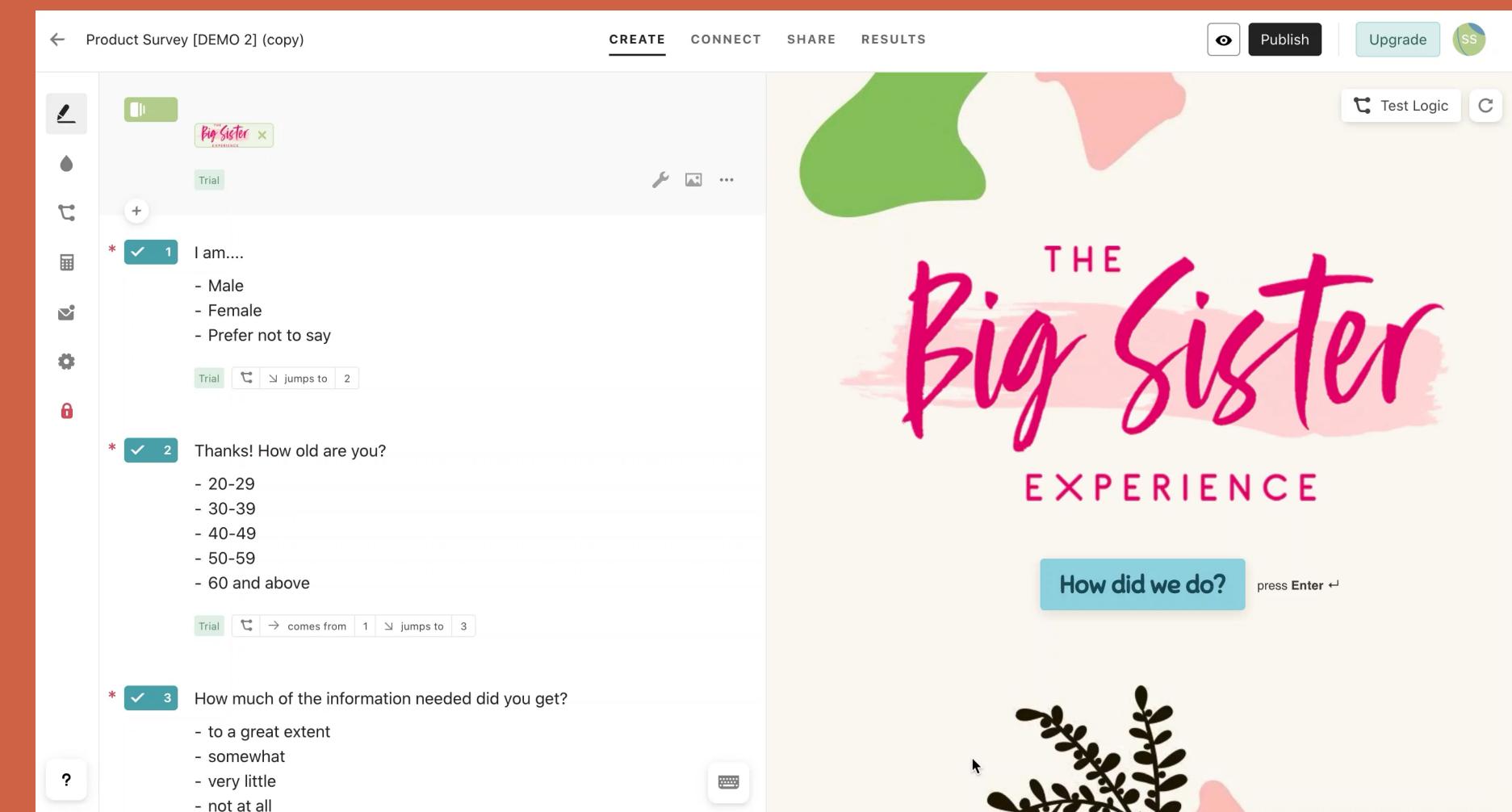
* ✓ 3 How much of the information needed did you get?

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- somewhat
- very little
- not at all

Test Logic C

The Big Sister EXPERIENCE

How did we do? press Enter ↵

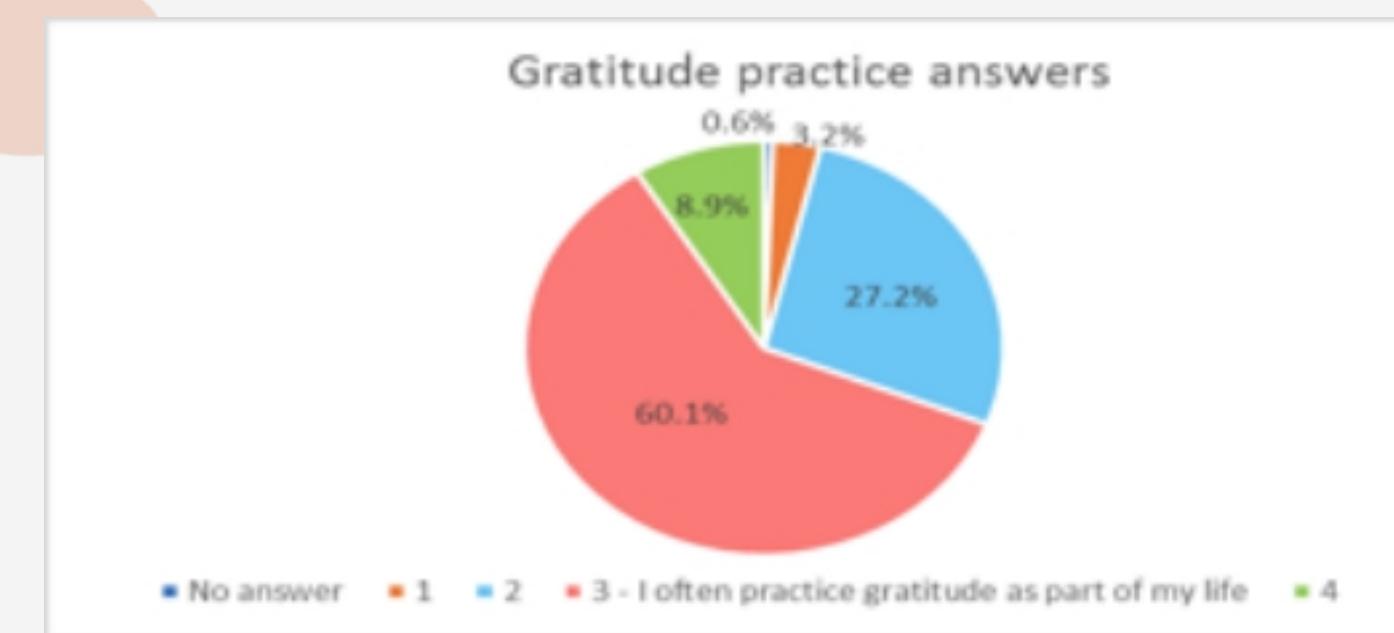


This screenshot shows the Typeform editor interface with a different survey. It includes questions about gender, age, and information needs, along with logic triggers. To the right, a preview window shows a branded landing page for 'THE Big Sister EXPERIENCE' with a pink and green design. A button labeled 'How did we do? press Enter ↵' is visible.

Appendix B: Visualisations based on relevant data insights (Self-Love Questionnaire)



Appendix B: Cont.



Appendix C: Family Survey

Visualisation

