

FEUP - Engenharia Informática e Computação

Interação Pessoa-Computador - 1º Semestre 2023/2024

SexEd Pro

‘Phase 1 Report - User and Task
Analysis’

Class 1 - Group 8

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1. Project's Idea Description

The main topic that we decided to address with our project was Sexual Education, therefore to accomplish this, our main goal would be to create a Mobile App that could work as a means of obtaining information about the topic.

Our app, "SexEd Pro", is designed to help all types of people but mainly those with less access to this knowledge.

We aim to cover a variety of issues, ranging from simple basic knowledge to a more in depth look into much more issues.

Being an app that is inclusive and talks about Puberty as well as its accompanying effects, such as body changes, while also divulging and helping users know how to navigate relationships, their self-image/identity (body image, gender identity, sexual orientation). How to prevent Sexually transmitted diseases, the use of contraception and the reproduction cycle, and also Sexual Assault Awareness.

Besides being mainly an information App, we also envisioned some features that would make the app more interactive, such as advices, the implementation of quizzes in order to engage a younger audience in order for them to be interested in learning, and a forum for users to ask questions or answer other users questions.

2. Related Apps / Services/ Systems

We found 3 services/systems related to our app:

Associação para o Planeamento da Família (APF) – a Portuguese organization that offers information and resources about sexual education, family planning/ contraception methods and sexual health.

Sexualidade em Linha - a Portuguese online service that gives out information and counseling about sexuality and relationships. Has an online chat and advices on their website.

Programa Geração Biz - a program in Mozambique of sexual and reproductive health, STD's and HIV, available for teenagers and young adults.

3. Questionnaire Highlights

We sent out a questionnaire, comprised of approximately 20 questions, regarding our app in order to know our user base. There were around 50 answers, all of them being FEUP students.

Of those answers, we can conclude that a majority of people reside in the age range of 17 to 20, and the second most being 21 to 25.

Around thirty of the 50 identify as male, 20 as female, and 2 non-binary or preferred not to say.

As a way to know our users better, we asked if they suffered or had ever suffered from any mental illness and although a main portion of people answered no, from the ones that answered yes, a big portion of those said they suffered from anxiety.

Since our app is related to sexual education, one of the questions was for them to rate their knowledge level about the topic, with 50% saying they have an adequate value of knowledge, 30% basic and 10% minimal.

Keeping with the topic, we asked if people were already sexually active, which resulted in a 70/30 split, with 70% saying yes and the rest no.

Positively, of those 70%, 83% answered that they feel comfortable in sharing their needs with their partners, while the other claimed to be unsure.

Since in a lot of places, talking about sexual education is considered a “*taboo*”, we tried to figure out where our respondents stood, and again, positively most of them agreed that they are open to talking about said subjects. And that it is necessary to introduce said topics early, as to educate people, however, around 70% say that they are not comfortable speaking to their parents about the subject.

Around 75% admit having learned about sexual education mostly through the internet.

With our questionnaire, we also posed the question of what the users would like to see in the app, which provided us with some guidelines of features to include, and pay attention to while designing the app.

4. *PACT Analysis*

❖ *People*

I. Who are the users?

- People from all ages but mainly aimed towards the younger generation
- Any gender
- Mainly Portuguese and English-speaking people (can also branch out to more)
- Anyone that's interested in the topic of Sexual Education, someone that wants to learn about it or help others.

II. What do the users do before using our app?

- Nowadays, most information is scattered around the various websites present on the internet. So users gather their knowledge by scouring the internet, having to hop from one website to another to get a full perspective of the issues related to Sexual Education.

III. How will the user learn how to use the app?

- The very first time the user opens the app, there'll be a short tutorial to guide the user through the app and show them where each different app feature is and what it does.
- If the user in the future feels the need to look through the tutorial again, there'll be an option for them to do so.

❖ *Activity*

I. What is our desired output?

- We aim to make an app that encompasses most if not all the information available out there, and makes it all available in a single place, without the need to constantly switch tabs.
 - Information Area, with a catalog of all the info available in our app, properly categorized and organized according to themes.
 - Quizzes to ease the learning process (making it fun).
 - A forum where people can ask/answer questions and communicate with one another about these topics.

II. How often are tasks performed?

- The tasks' frequency totally depend on the user, therefore, for some users, tasks like browsing the forums might be frequent, while for others might be infrequent. However, the tasks will be:
 - Browsing the app's vast library full of information (user dependent)
 - Visiting the forums, ask and respond to questions (user dependent)
 - Quizzes (user dependent)
 - Weekly Quiz (available every week / users are not obliged to do it)

III. How much time will be spent using the app?

- There's no time limit or minimum time, the app is there for whenever the user needs and feels the need to use it, with no time pressure, allowing the user to spend however much time they want on the app.

IV. What is the apps' continuity?

- The user will not be impacted negatively if they spend a period of time without using the app, at most, they might need to update themselves in case the app has had a significant update in the meantime.

V. What is the app's complexity?

- Our main goal is to make the app accessible to everyone, therefore we don't want to make a really complex app that has a steep learning curve. So the main difficulty with the app will be getting accustomed to navigating the different menus.

VI. What if something goes wrong?

- If the user encounters an error, they will be taken to an error support page, where they can report the problem to the developers.

VII. What is the nature of the content?

- Our app will have all the following content:
 - Text
 - Images
 - Videos
 - Sounds
 - Quizzes

❖ **Context**

I. What is the physical environment while using the app?

- Since our app can be used at any time depending on the will of the user, the space where said user uses the app can vary between a plethora of places, the app is not confined to a single space nor its conditions.

II. What is the Cooperation level of the app?

- Since there will be a forum section, users will be able to interact with one another, so although the app can be used only in “offline” mode, without any interaction with others, the user can choose to get involved in the forums.

❖ **Technology**

I. What will be the user input?

- The user input will mainly be what they use to scroll their phone, such as their fingers or special pencils.
- The keyboard will also be of use when participating in the forums to type out answers or questions.

II. What will be the user output?

- The main one is the phone screen, so the user is able to see what our app has to offer.
- Occasionally might need a working speaker, headphones, or earphones if they happen to want to watch a video, or listen to an audio.

III. What will be the communication needs?

- The user will need a phone or a phone emulator, since our app is going to be exclusive to Android/IOS.
- If they intend to use forums or look up extra information, the user will also need a Wi-Fi connection.

IV. What will be the user output?


- The main one is the phone screen, so the user is able to see what our app has to offer.
- Occasionally might need a working speaker, headphones, or earphones if they happen to want to watch a video, or listen to an audio.

V. What content will be used?

- Content:
 - Storage → allows the user to bookmark information to look at after
 - Publishing → organizes, updates and pushes content/documentation live (moderators job)
- Application Resources:
 - Images
 - Sound Files
 - Color Themes
 - Links and more
- Application Data:
 - Content creation → allows users to easily create and format content (mainly on the forums)
 - Like and React to Posts
 - Personal Data
 - Device Signals

5. Personas

For our personas, we decided to demonstrate the vision of our ideal customers on both sides, a young person and a mother, who want to have more information about sex education.



"Understanding my sexuality, building healthy relationships, and learning together."

Malcolm Ribeiro

- 18
- Middle School
- Student
- Father, Mother, Young sister
- Lisbon, Portugal
- Mobile phone, Tablet, Laptop

Responsible

Respectful

Curious

Customer Profile


He is curious and interested in learning more about his own sexuality and healthy relationships. He is in his first serious relationship and wants to understand better how to communicate, build intimacy and ensure that both partners are comfortable and safe. He is the ideal user for SexEd Pro. He has some questions and concerns about safe sex, contraception and consent, but he feels uncomfortable discussing these matters with adults or colleagues. He values privacy and confidentiality when accessing information about sex education

Objectives/Needs

- Understanding your own sexuality
- Build Healthy Relationships
- Safe and responsible sex
- Personal development
- Support your friends

Frustrations

- Lack of reliable information
- Discomfort in arguing with adults
- Social pressures
- Difficulty finding appropriate resources
- Fear of judgment



"I want to be the support that my children need on their sexuality journey."

Mariana Carvalho

- 35
- Bachelors degree
- Sales Manager
- Husband, 2 children
- Porto, Portugal
- Mobile phone, Laptop

Protective

Empathic

Curious

Devoted

Talkative

Customer Profile

She is a dedicated mother who is committed to providing a safe and informative environment for her children as they enter adolescence. She believes in the importance of open and healthy sexual education, both for her own knowledge and for that of her children. She is an ideal customer for SexEd Pro because she seeks reliable resources to initiate open conversations about sexuality, relationships, and health with her children. She values communication and respect within her family and is willing to learn more to be a positive role model.

Objectives/Needs

- Facilitate open conversations with children.
- Access to reliable information
- Promoting safety and well-being
- Improve family communication
- Enhance Your Own Understanding

Frustrations

- Difficulty in broaching the subject
- Lack of parent-specific resources
- Children's discomfort
- Fear of providing incorrect information

6. *Activity scenarios*

6.1 Activity scenario I

Malcolm downloads the app SexEd Pro on his phone and registers. Fills out his profile with basic information like age and interests. Inside the app, explores the different available categories and chooses “Responsible Sexuality”. Starts to read some articles about safe sex and contraceptive methods and watches videos about the topics covered in the articles. To tests his knowledge, he decides to participate in a multiple choice quiz inside the app, manages to get a good score and learns more with explanations on the correct answers. Also configures the apps' notifications as to be able to be alerted when content is added or updated. Happy and impressed with his discovery, he shares it with his girlfriend and friends, encouraging them to use the app to learn more about sexual education.

6.2 Activity scenario II

Mariana downloads the SexEd Pro App on her cellphone and registers. Fills her profile with her interest and include information about her kids, like age and personality. The app suggests categories of sexual education, like the section dedicated to parents and legal guardians. She accesses an article about how to start open conversations about sexuality with her teenager kids, reads the tips and strategies to turn the discourse comfortable, and watches educational videos about consent and healthy relations. Impressed, she shares the videos and articles with her kid, helping them to have access to important information and to feel comfortable talking about it with her. Tweaks the notification settings in order to keep up to date with the topics of sexual education

7. *Functionalities and tasks*

- **Functionalities:**

- **Informative Articles:** Educational articles about topics such as puberty, contraceptive methods, prevention of STD's, consent, healthy relationships and more.
- **Educational Videos:** The users will be able to watch explanatory videos about subjects related to sexuality, as to make learning more visually appealing and immersive.
- **Interactive Quizzes:** To test the knowledge taught on the matter at hand by the provided articles and videos.
- **Professional Advice:** Offer access to sexual health professionals and/or psychologists to answer the more complex and sensitive questions.
- **Section dedicated to Parents and Legal Guardians:** To offer resources and orientation to parents and guardians that wish to approach the sexual education topic with their kids/foster children.
- **Inclusive Language:** Will use inclusive and respectful language with all gender identities and sexual orientations in mind.

- **Tasks:**

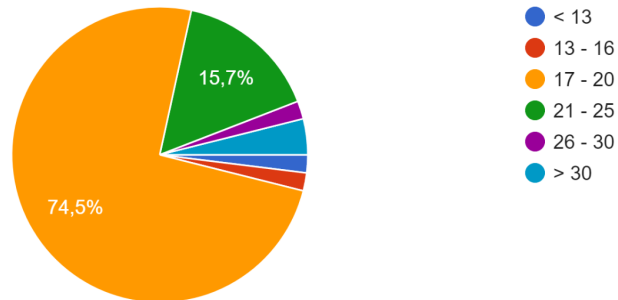
- **Privacy and Security:** To guarantee that all users feel safe to explore all sorts of information, from basic knowledge to more sensitive topics.
- **User Profile:** Allows users to set up their profiles with relevant information.
- **Feedback and Improvements:** To constantly improve our app and be adequate to all users.

8. *Annexes*

QUESTIONNAIRE:

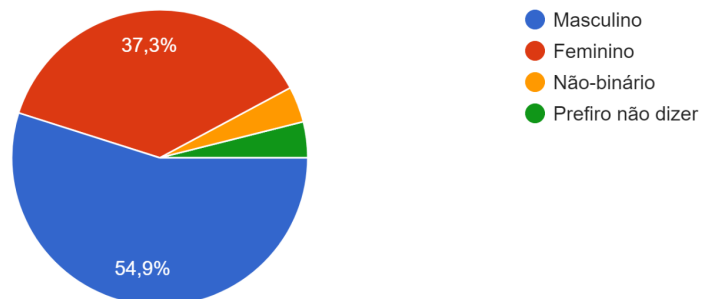
Qual é a sua faixa etária?

51 respostas



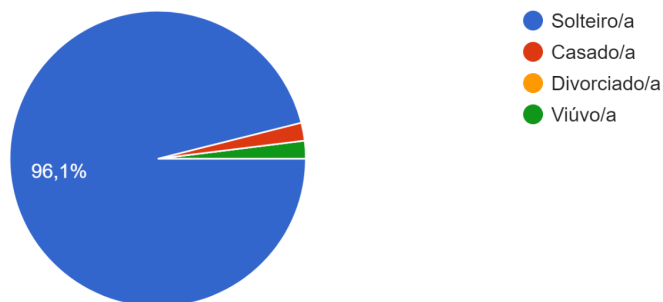
Qual é o seu género?

51 respostas



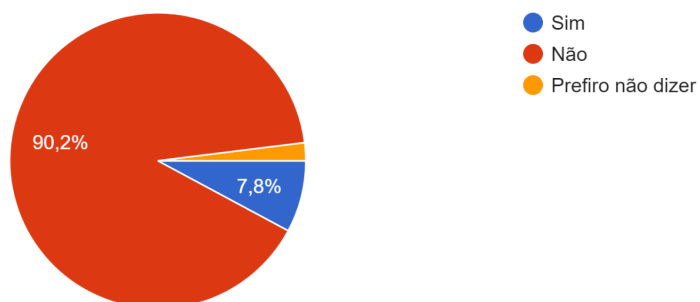
Qual é o seu estado civil?

51 respostas



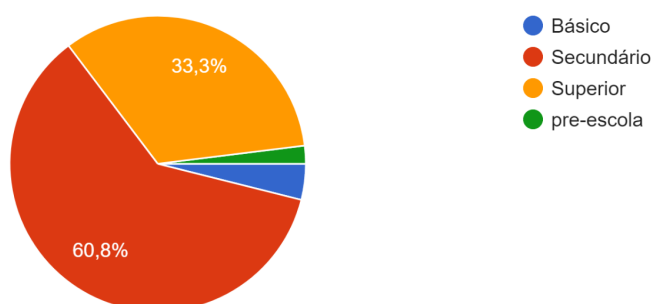
Tem filho(s)?

51 respostas



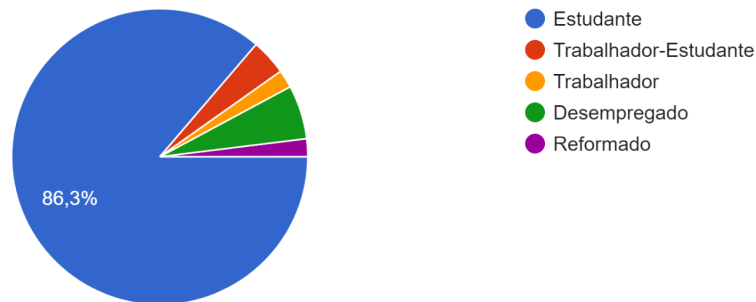
Qual é o seu nível de escolaridade?

51 respostas



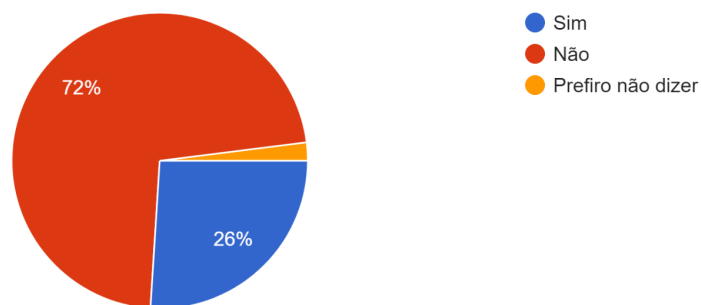
Qual é a sua situação profissional atual?

51 respostas



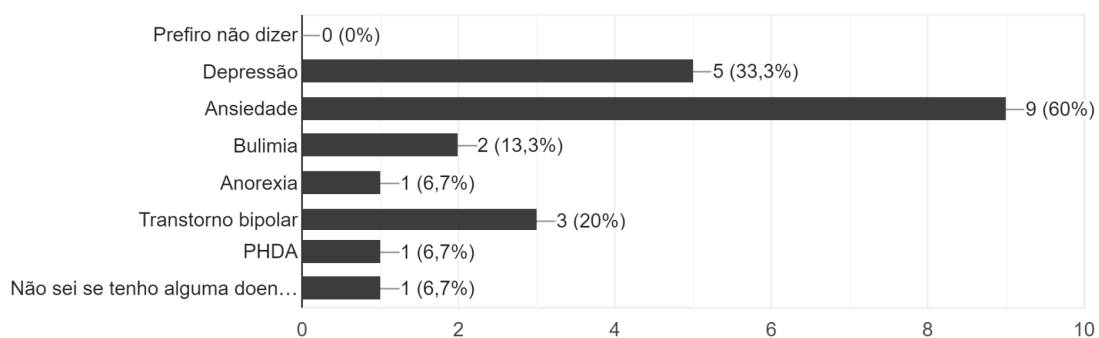
Sofre de alguma doença mental?

50 respostas



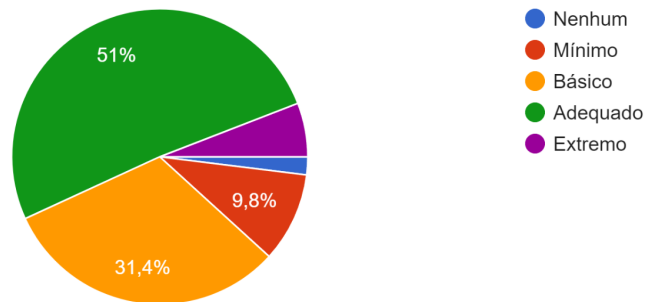
Se sim, qual/quais?

15 respostas



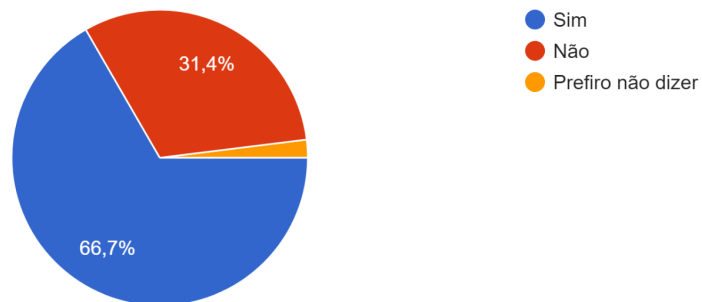
Qual é o seu conhecimento sobre educação sexual?

51 respostas



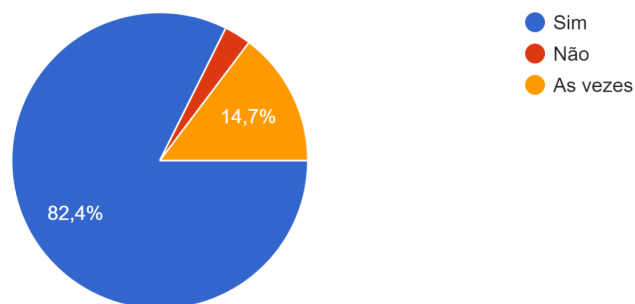
Já é sexualmente ativo?

51 respostas



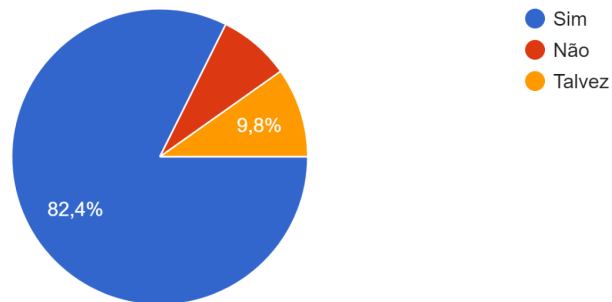
Se respondeu que sim, consegue partilhar com o seu parceiro as suas necessidades, sem ceder as ideias negativas?

34 respostas



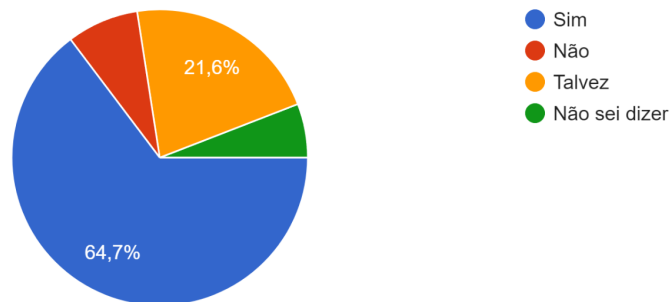
Sente que tem uma mente aberta para falar sobre assuntos abordados na educação sexual?

51 respostas



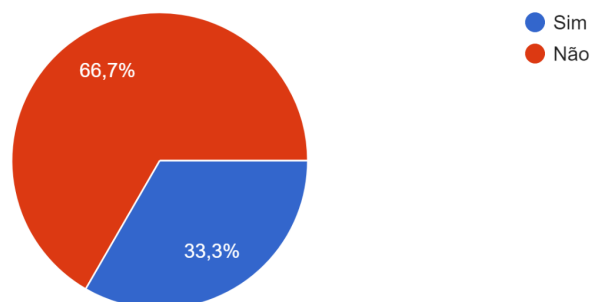
Sente que tem um ambiente saudável no seu círculo social para abordar temas dentro educação sexual?

51 respostas



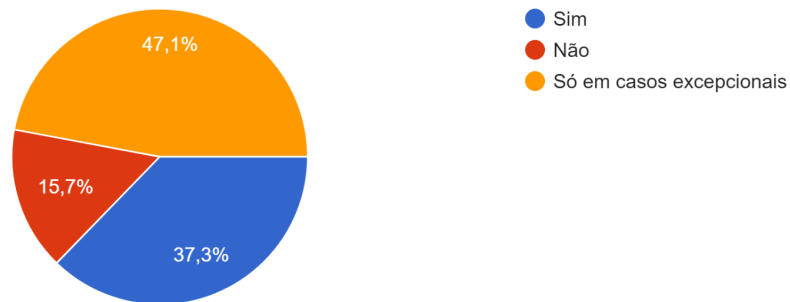
Consegue/Conseguiria falar abertamente sobre assuntos relacionados a saúde sexual com os seus pais?

51 respostas



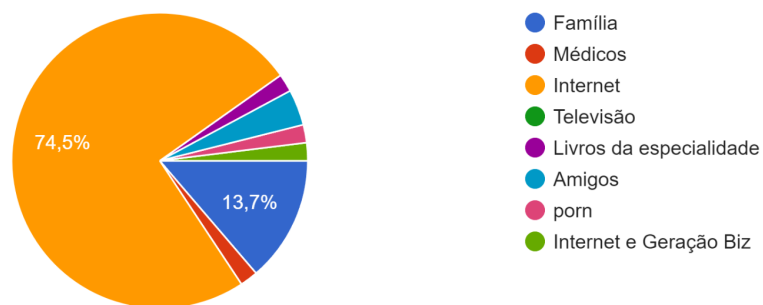
Acha importante consultar um especialista(Médico) antes iniciar a atividade sexual ?

51 respostas



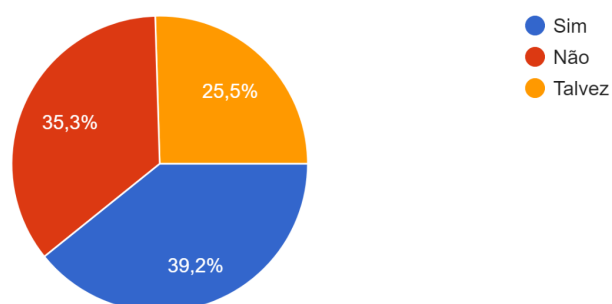
Quais são os meios a que recorre para se informar sobre sexualidade e educação sexual?

51 respostas



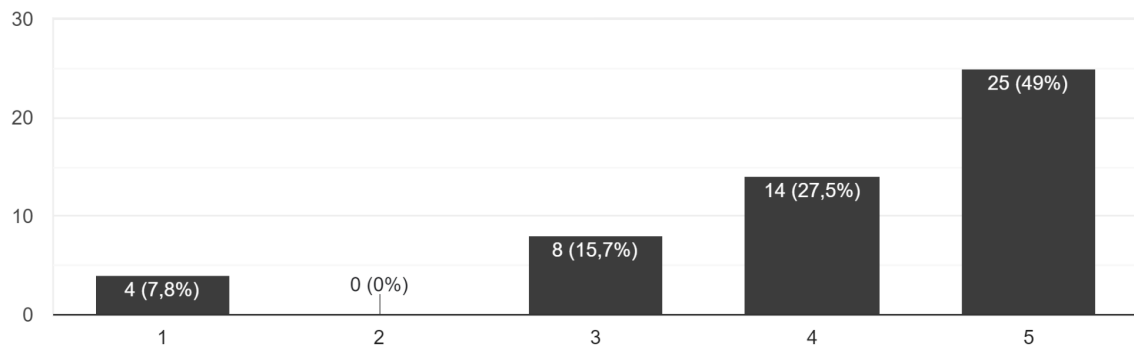
Quando entrou na fase da puberdade, sentiu-se preparado?

51 respostas



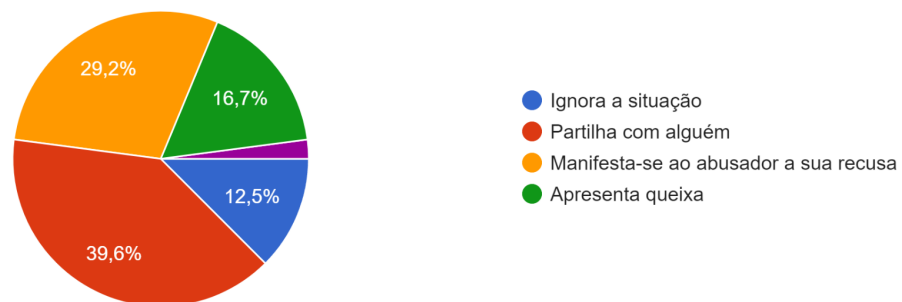
Quão necessário acha que é introduzir uma educação sexual desde cedo?

51 respostas



Perante uma situação de assédio sexual, como reage?

48 respostas



O que pretendia aprender numa app com o intuito de auxiliar na educação sexual?

48 respostas

