



SexEd Pro

Phase 3 Second Prototype and User Evaluation

Group 8

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Project brief **description**



SexEd Pro is a user-friendly sexual education app catering to all ages, genders, and sexual orientations. Our primary aim is to offer reliable and current information on diverse aspects of sexuality and promote healthy relationships. Whether you're a teenager navigating the basics or an adult seeking ongoing education, SexEd Pro provides inclusive content, covering topics such as consent, communication, sexual health, and various expressions of sexuality. Our app is designed to be informative, embracing, and a go-to resource for anyone seeking trustworthy information about sexual education and well-being.



Parts I and II – Main takeaways

In part I, we were able to identify user needs and requirements for the project, analyze the specific tasks that users need to perform in the context of the project, and create personas based on user analysis, representing profiles that encapsulate the characteristics and needs of the target users.

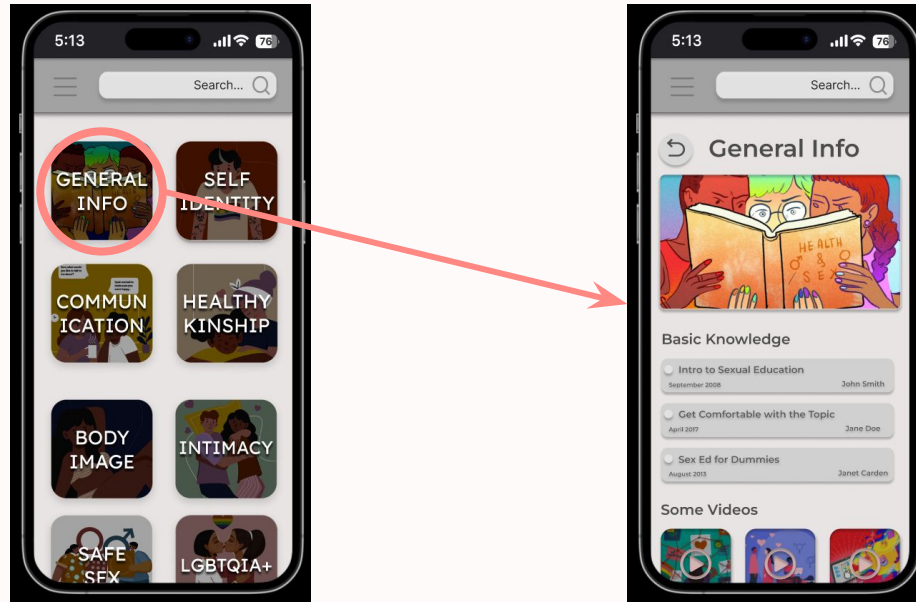
In part II, we were able to develop the first prototype of the system based on the conclusions of the user and task analysis. The results of the heuristic evaluation served as a foundation for the development of the second prototype.





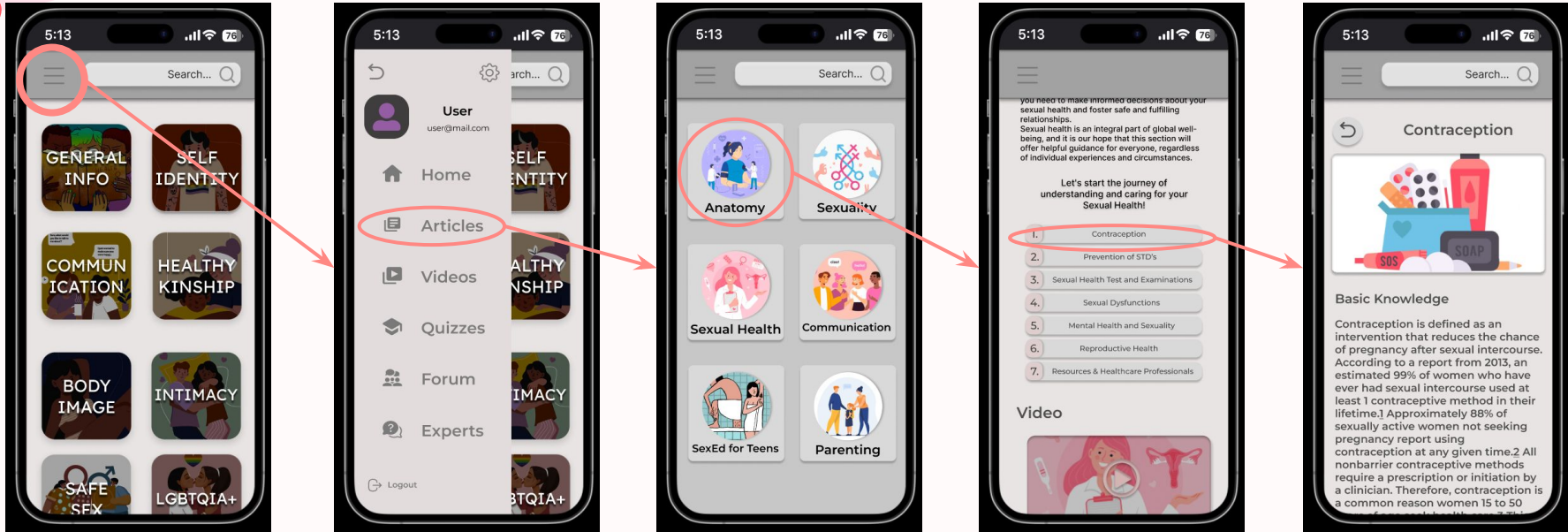
Prototype's Wireflow

Task 1 - Browsing the HomePage and Searching Recommendations:



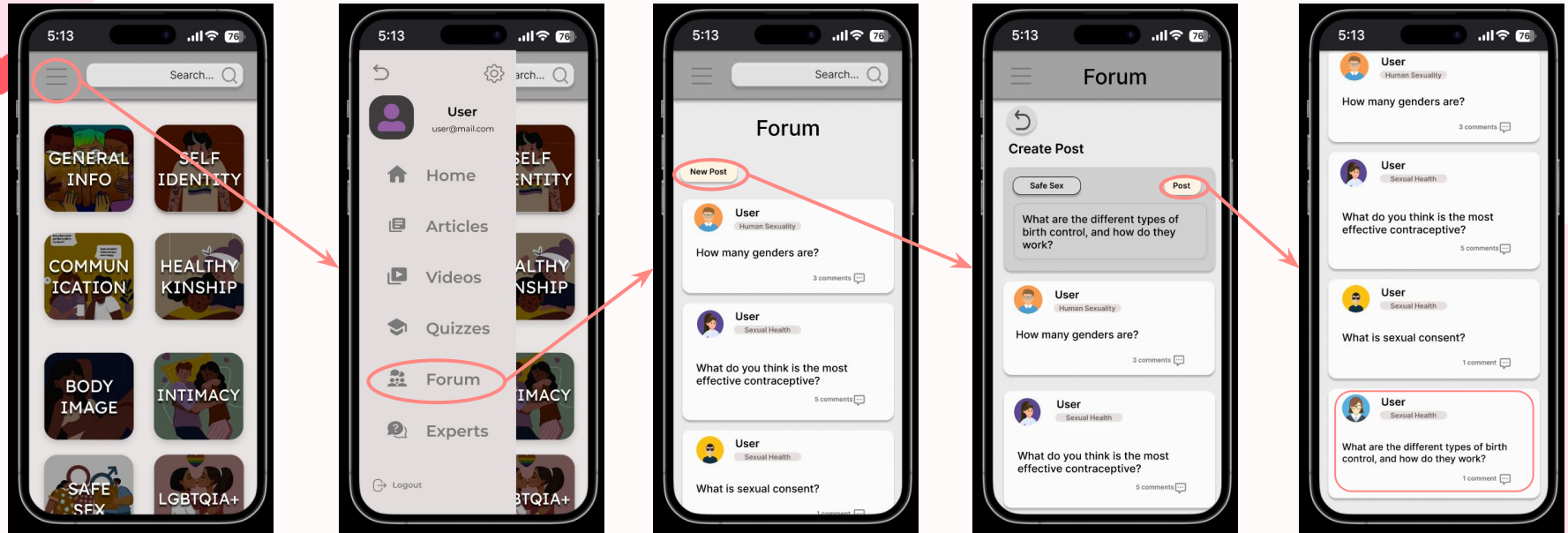
Prototype's Wireflow

Task 2 - Navigate through the articles available in our app



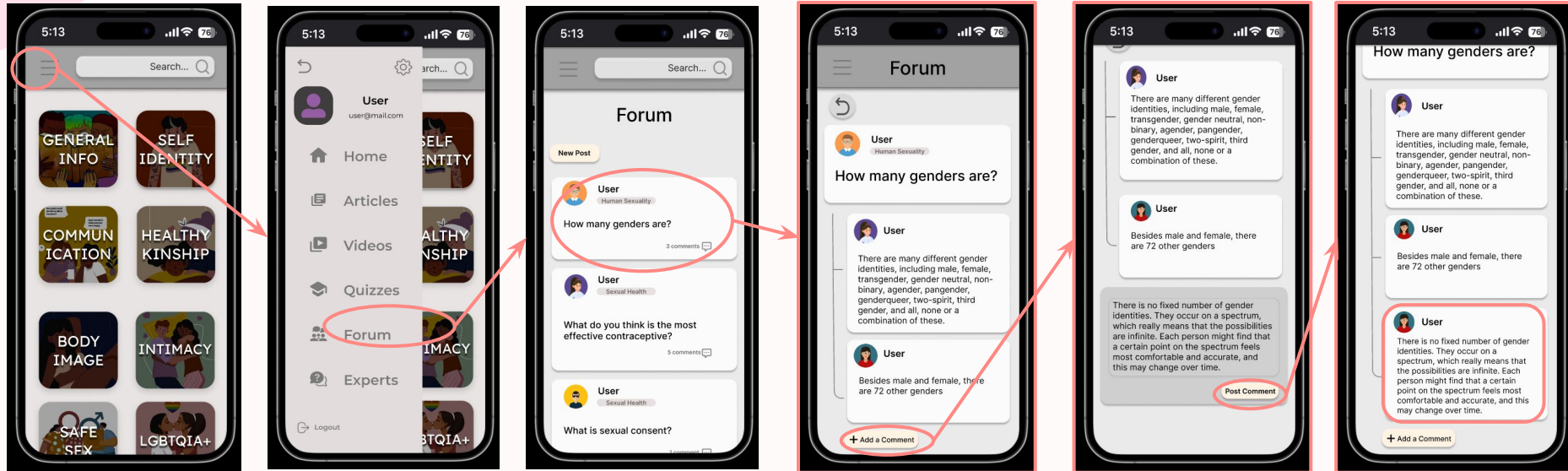
Prototype's Wireflow

Task 3 - explore the forum, where you will be able to interact with other users by commenting and/or posting.



Prototype's Wireflow

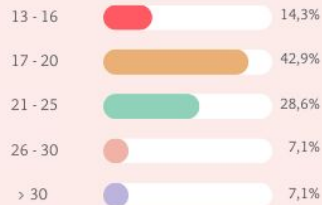
Task 3 - explore the forum, where you will be able to interact with other users by commenting and/or posting.



Sample characterization



Age Range



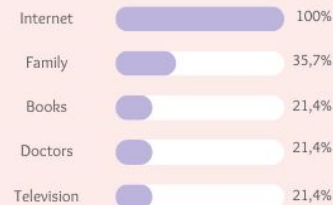
Scholarity Level



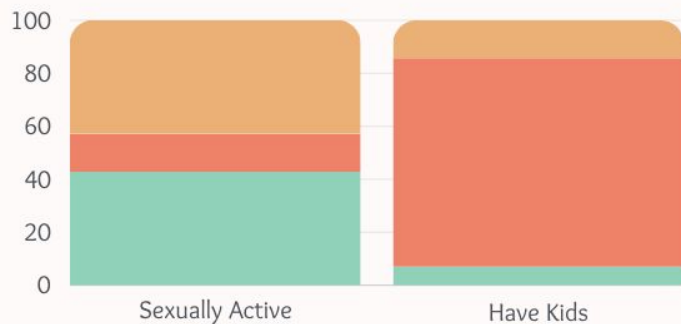
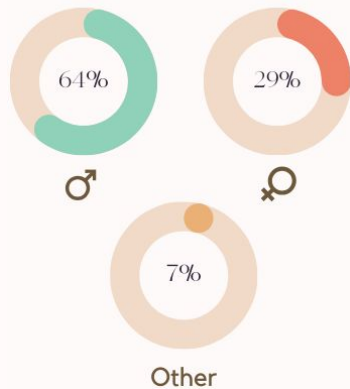
SexEd Knowledge Level



Sources



Gender Ratio



Yes



No



Prefer Not to Say



Results and statistical highlights

Task 1: Browsing the Home Page and Searching Recommendations

▼ This task consistently stood out due to its high completion rate and minimal misclicks among testers. This exceptional performance can likely be attributed to the task's straightforward nature, requiring just two clicks to achieve the desired outcome. With 75% direct success in the execution.

Task 2: Browsing the Articles

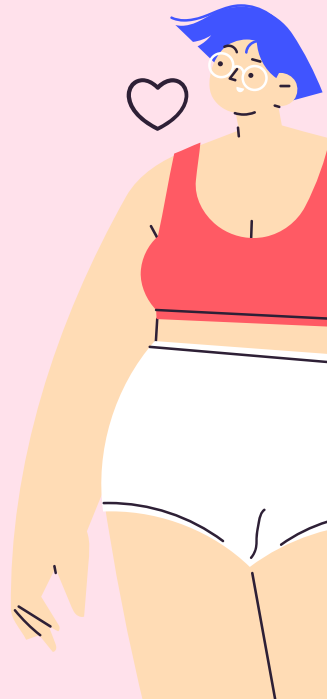
Initially, several testers experienced challenges in locating the hamburger menu within our app. This initial hurdle led them to explore alternative routes, such as navigating through homepage recommendations, in search of the articles, causing some misclicks, and causing the percentage of direct success to be just 8.3%.

However, once the testers discovered the “hamburger menu”, the task's complexity significantly diminished. From that point forward, locate and browse articles became much more straightforward and intuitive.

♥ Results and statistical highlights

Task 3: Browsing the Forum

In this task, there was less confusion because we had already explained the hamburger menu. To complete the task, it was necessary to add a comment to the forum, but testers could also try another functionality, which was adding a new post. It was quicker, as most participants went straight to the option to add a comment, thus completing the task.

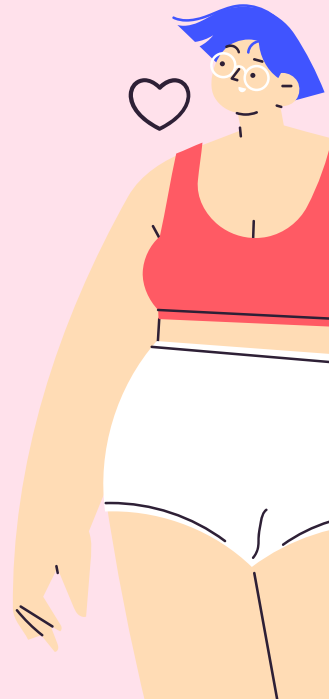
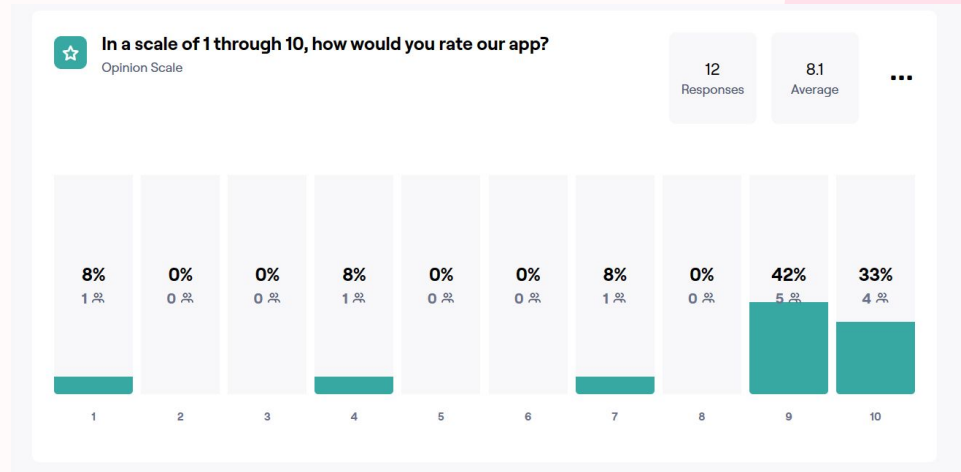


♥ Conclusions and User Reviews

In conclusion, we did not receive a bad evaluation, and even at the end of the test, we received constructive feedback such as:

- "The forum and articles options could be clearer and perhaps accessed more intuitively."
- "FIX THE BUG"
- "I would suggest having an option for users to choose the language. Sometimes the app turns black."

These would be important considerations if we were to publish the application.





Thank You!!

