



SexEd Pro

Phase 1 Report User and Task Analysis

Group 8

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Project's idea **description**



SexEd Pro is a sexual education app that is embracing and informative to people of all ages, genders and sexual orientations. Its main goal is to provide updated and trustworthy information about all aspects of sexuality and healthy relationships.

Main Resources:

1. **Informative Articles:** Educational articles about topics such as puberty, contraceptive methods, prevention of STD's, consent, healthy relationships and more.
2. **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.
3. **Interactive Quizzes:** To test the knowledge taught on the matter at hand by the provided articles and videos.
4. **Professional Advice:** Offer access to sexual health professionals and/or psychologists to answer the more complex and sensitive questions.
5. **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.
6. **Inclusive Language:** Will use inclusive and respectful language with all gender identities and sexual orientations in mind.
7. **Privacy and Security:** To guarantee that all users feel safe to explore all sorts of information, from basic knowledge to more sensitive topics.
8. **Feedback and Improvements :** To constantly improve our app and adequate to all users.



Related apps/services/systems

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.



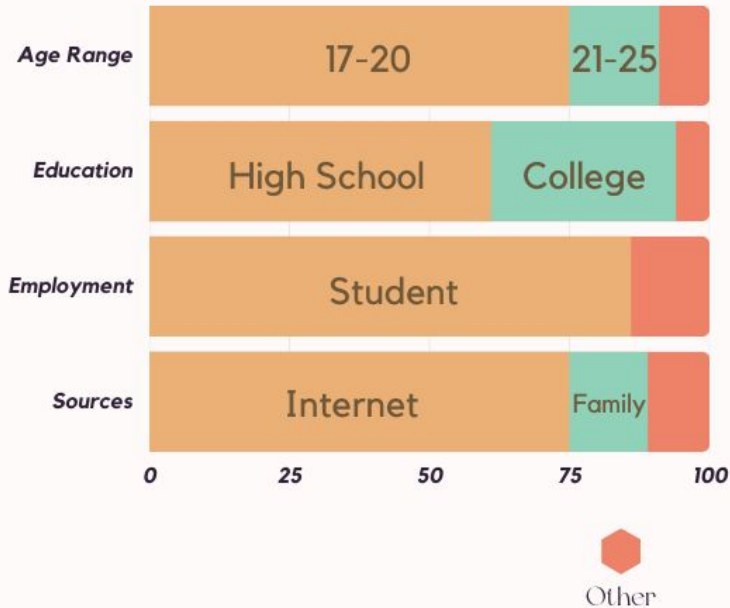
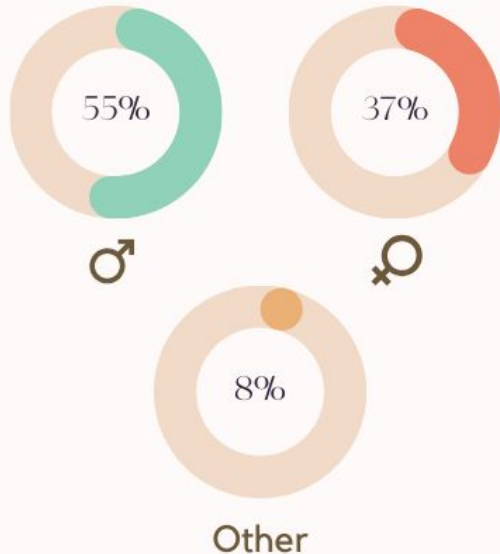
Questionnaire Highlights

Answers: 50



User Data

Gender Ratio



PACT Analysis



People:

- All ages, but aimed predominantly to younger people.
- Portuguese and English-speaking people (with the possibility of branching out)
- Anyone that's interested in the topic of Sex Education, someone who wants to learn or help others.

Activities:

- Catalog of all the info available in our app / images / videos / articles.
- Quizzes to ease the learning process (making it interactive).
- Forum dedicated for user to user interaction, and possibility of access to sexual health counselors.

Context:

- Can be used at any time and anywhere, the app is not confined to a single space nor its conditions.
- App can be used both offline and online (general info offline, forums online).

Technology:

- Cellphones and Tablets.
- Cloud Storage in order to store the educational topics.
- Posts and the following likes, reactions and comments to them.





Personas



" 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



Personas



Mariana Carvalho

35

Bachelors degree

Sales Manager

Husban, 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

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

Activity Scenarios

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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.



Activity Scenarios

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.

