

# Smash! Sex Ed Trivia

## User Research Report

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### THE OPPORTUNITY

According to [Planned Parenthood](#), only 13 states require sex ed instruction to be medically accurate. Only 18 states require students to be informed about birth control, and abstinence is still emphasized as the primary deterrent to poor sexual health. Nine states require educators to provide affirming or inclusive sex education for students who identify as LGBTQ, and only eight states require educators to teach students about consent. Due to varying sex education requirements in the US, college students are not always equipped with the knowledge they need when becoming sexually active.

The consequences of providing limited sexual health information to young adults are blatant and staggering: Texas, for example, has some of the worst sex ed standards ([25% of public schools had no sex education at all during the 2015–2016 school year](#)) and some of the highest teen pregnancy rates in the country. [Campus sexual violence](#) continues to be an issue in colleges and universities nationwide.

### HYPOTHESIS

We believe providing a mobile-friendly platform for young people to learn about and discuss sexual health issues will empower them to make more informed decisions about sexuality.

## **GOAL OF THIS RESEARCH**

The main goal of this research is to gain insight into how users' sex education informed their understanding of sexual health to identify possible pain points. We will also be looking into users' app preferences and browsing habits in order to better determine the platform or device for which we'll be designing our product.

## **METHODOLOGY**

Sexual health is a broad category relevant to audiences of all ages. In order for us to make more informed decisions on the appropriate audience, scope of content, and platform for our product, we decided to conduct user research through interviews by phone. We chose to chat with participants by phone to encourage them to feel comfortable responding to our questions.

In order to determine the best participants for our research, we sent out a screener survey to gauge people's satisfaction with their experiences with sex education, confidence with their knowledge of sexual health, and general willingness and/or availability to participate in an interview. Since we intend to design a product for a college-age audience, we hoped the screener would also provide us with interviewees who are part of "Gen Z" (born after 1995).

Interviews were about 15–20 minutes long and were transcribed through handwritten notes and Google Docs. We asked open-ended questions that encouraged participants to talk about their past and current experiences, behaviors, and pain points involving sexual health and sex education.

## **SCREENER SURVEY**

Survey link: <https://goo.gl/forms/FeseO5bdXjw1QjNC3>

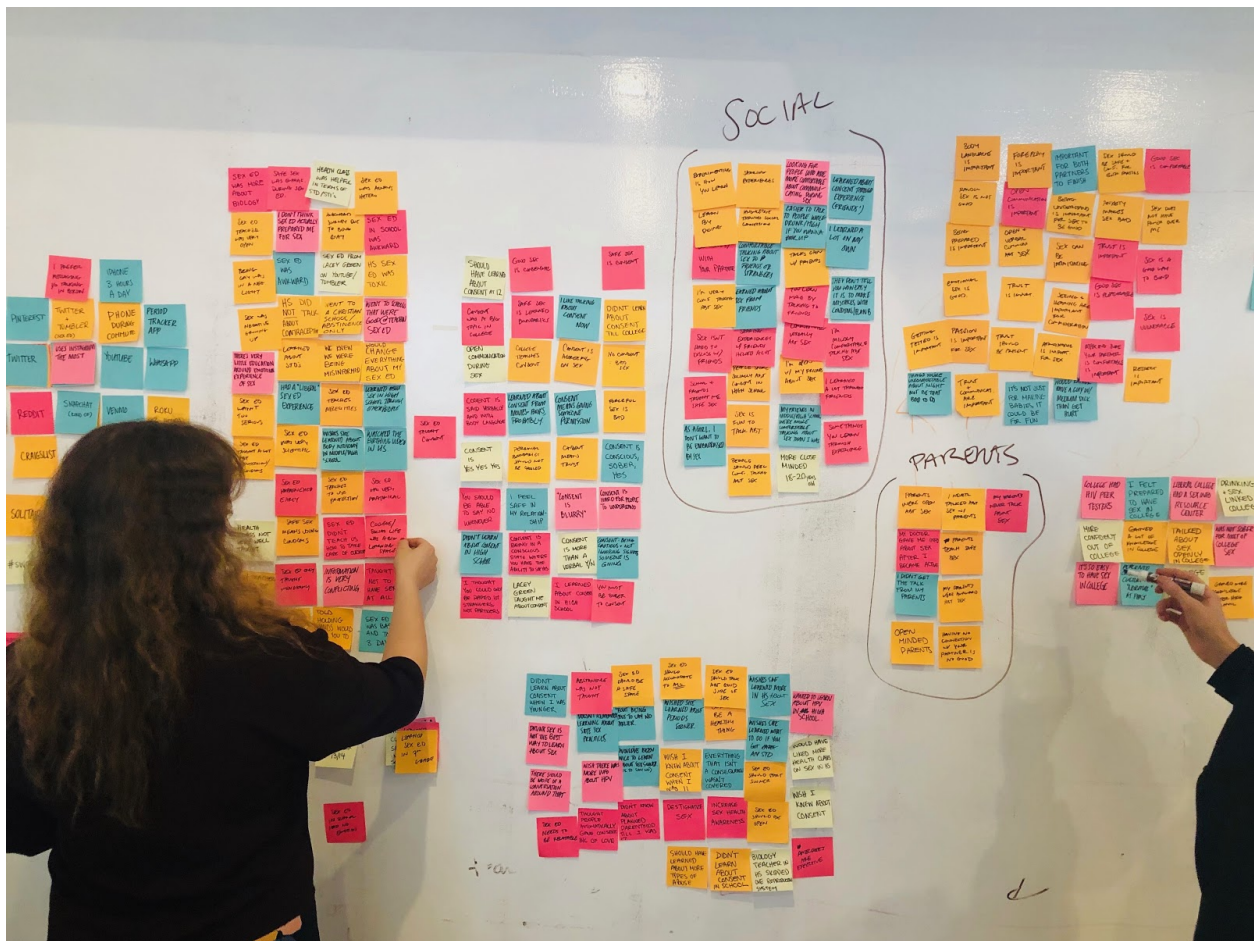
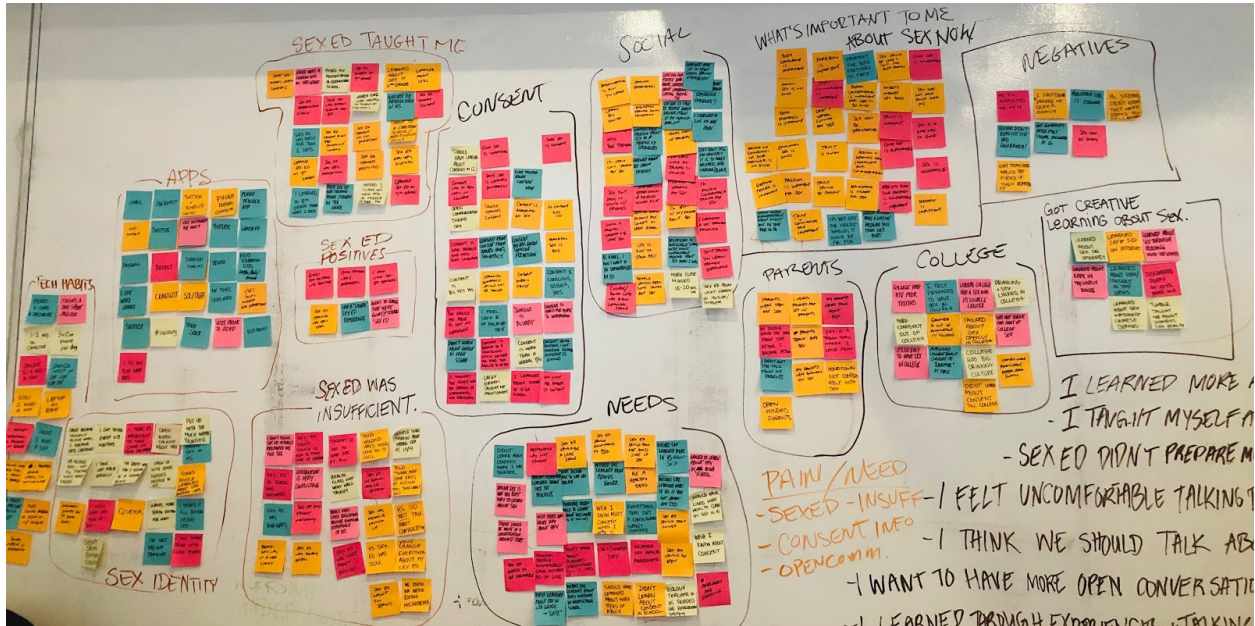
## INTERVIEW QUESTIONS

1. What are your favorite/most used mobile apps?
2. Do you play games on your phone? What kind?
3. What sites do you visit most on your laptop/desktop?
4. How much time do you spend online?
5. How comfortable are you when talking about sex and sexual health? Why?
6. When did you first learn about sex?
7. Describe your sex education experience.
8. How did you learn about safe sex practices?
9. What does consent mean to you? Why?
10. How did you learn about consent growing up?
11. What would you change about your sex education? Why?
12. How did drugs and alcohol impact your college experience? In terms of sex?
13. What is most important to you now when it comes to sex & sexual health?
14. What is something you wish you knew when becoming sexually active?
15. When do you think you could have learned that information?

## INTERVIEW PARTICIPANTS

<b>Name + Age</b>	<b>Date/Time</b>	<b>Location</b>	<b>In-person vs Phone</b>	<b>Notes</b>
Anonymous, 26	1/16 @12:40	GA campus	Phone	Grew up in NY
Althea, 27	1/16 @ 2PM	GA campus	Phone	Grew up in NY
Jordan, 18	1/16 @	Remote	Phone	Grew up in IL; College Student
Paola, 22	1/16 @ 10pm	Remote	Phone	Grew up in CA
Emily, 24	1/16 @ 3:30pm	GA campus	Phone	Grew up in IN
Lia, 22	1/16 @ 4:45pm	GA campus	Phone	Grew up in NJ; College Student
Anonymous, 20	1/16 @ 5:50	GA campus	Phone	Grew up in NJ; College Student
PJ	1/15 @	GA campus	Phone	Grew up in Binghamton, NY
Irene, 23	1/16 @ 10:45pm	Remote	Phone	Grew up in NYC
Daryl, 19	1/16 @ 11:30pm	Remote	Phone	Grew up in CA; College Student
Navi, 22	1/16	GA campus	In Person	Grew up in NY

# AFFINITY MAPPING









# SEX ED POSITIVES

GOOD SEX ED TEACH WAS SENSITIVE

GOOD TEACHERS WERE EMPATHETIC

I HAD GOOD SEX ED TEACHERS

SEX ED TEACHER WAS VERY OPEN

HAD A "LIBERAL" SEX ED EXPERIENCE

WENT TO SCHOOLS THAT WERE GOOD @ TEACHING SEX ED

# GOT CREATIVE LEARNING ABOUT SEX.

LEARNED ABOUT SEX ON INTERNET

LEARNED SAFE SEX ON INTERNET

LEARNED ABOUT SEX THROUGH READING VIVID SEX SCENES

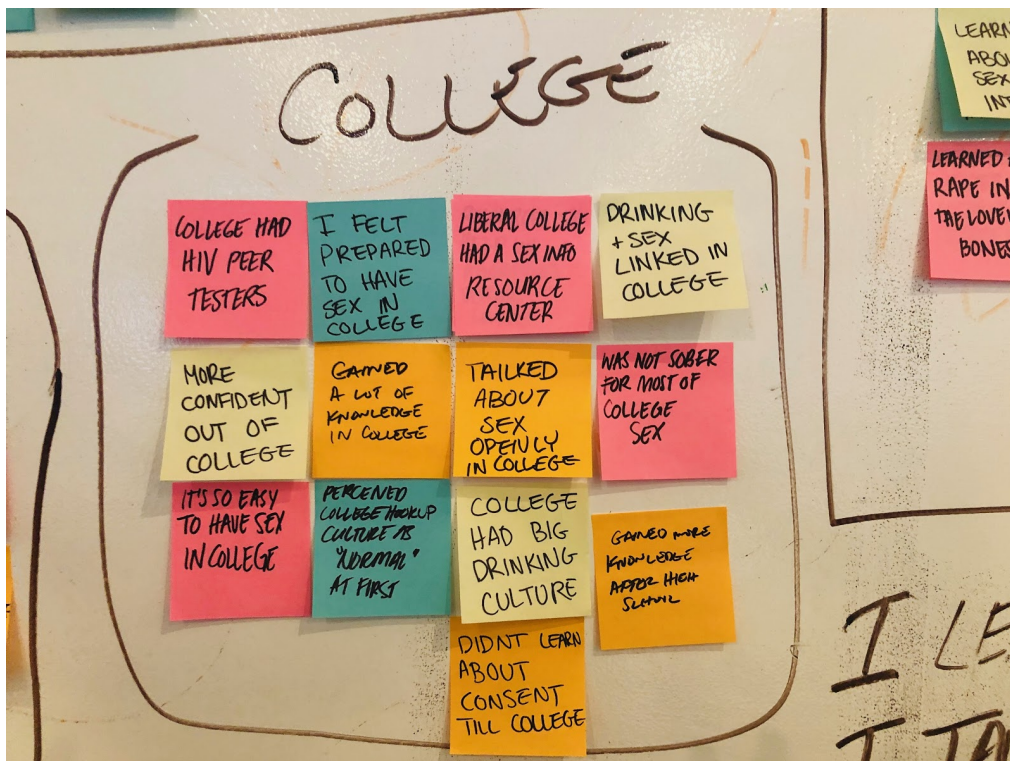
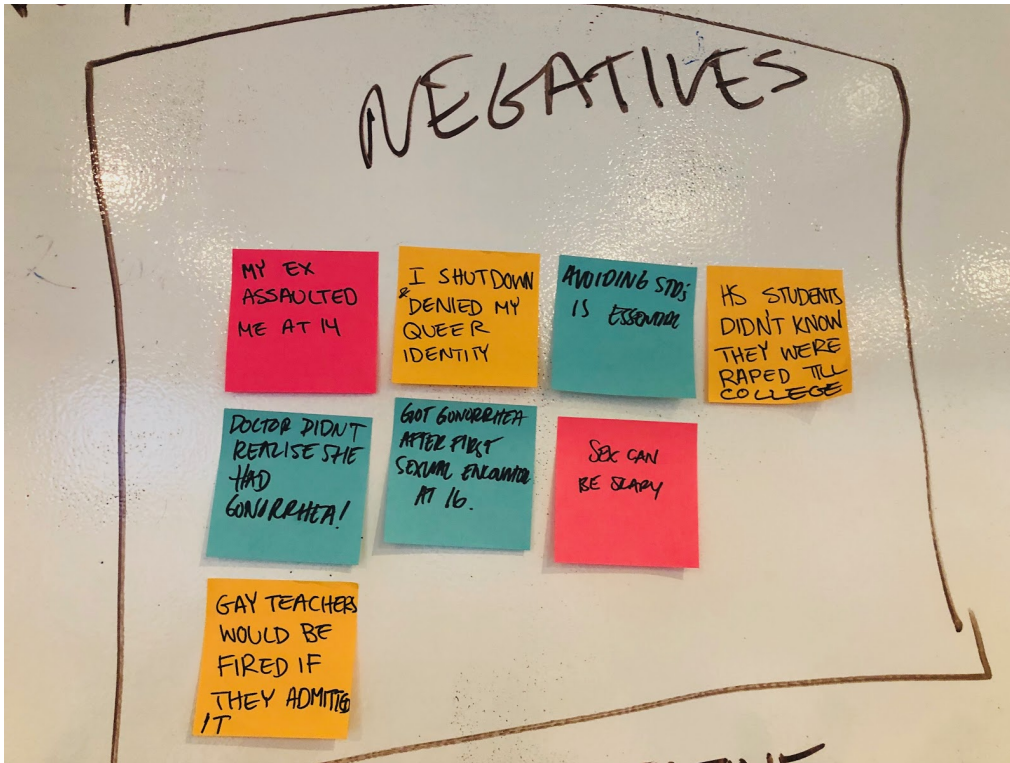
LEARNED ABOUT RAPE IN THE LOVELY BONES.

LEARNED ABOUT RAPE/ CONSENT IN THE NEWS

DISCOVERED PORN AT 10-12 YEARS OLD

LEARNED ABOUT SEX WATCHING CHINESE DRAMAS

TUMBLR TAUGHT ME ABOUT WOMENS SEX HEALTH





# PARENTS

- PARENTS WERE OPEN ABT SEX
- I NEVER TALKED ABT SEX w/ PARENTS
- MY PARENTS NEVER TALK ABOUT SEX
- MY DOCTOR GAVE ME INFO ABOUT SEX AFTER I BECAME ACTIVE
- PARENTS TEACH SAFE SEX
- SEX IS A TABOO TOPIC WHERE I CAME FROM
- I DIDNT GET THE TALK FROM MY PARENTS
- MY PARENTS WERE AWKWARD ABT SEX
- HOMETOWN NOT CONFORTABLE WITH SEX
- OPEN MINDED PARENTS

# WHAT'S IMPORTANT TO ME ABOUT SEX NOW

- BODY LANGUAGE IS IMPORTANT
- POP CULTURE IS IMPORTANT
- IMPORTANT FOR BOTH PARTNERS TO FINISH
- SEX SHOULD BE SAFE + FUN FOR BOTH PARTIES
- GOOD SEX IS CONFIDENT
- OPEN COMMUNICATION IS IMPORTANT
- SEXING UNCOMFORTABLE IS IMPORTANT FOR SEX TO BE GOOD
- PAIORITY MAKES SEX BAD
- SEX DOES NOT HAVE TO BE OVER ME
- OPEN + VULNERABLE COMMUNICATN NOT SEX
- SEX CAN BE MENTIONING
- TRUST IS IMPORTANT
- SEX IS A GOOD WAY TO BOND
- HAVING NO CONNECTION w/ YOUR PARTNER IS NO GOOD
- EMOTIONAL SEX IS GOOD
- TRUST IS IMPART.
- BEING + LEARNING ARE IMPORTANT FOR COMMUNICATION
- GOOD SEX IS PLEASURABLE
- SEX IS VULNERABLE
- GETTING TESTED IS IMPORTANT
- PASSION IS IMPORTANT FOR SEX
- TRUST SHOULD BE PRESENT
- APPRECIATION IS IMPART. FOR SEX
- MAKING SURE YOUR PARTNER IS CONFORTABLE IS IMPORTANT
- RESPECT IS IMPORTANT
- THINGS YOU'RE UNCOMFORTABLE ABOUT MIGHT NOT BE THAT BAD TO DO
- TRUST COMMUNICATN ARE IMPORTANT
- IT'S NOT JUST FOR MAKING BABIES, IT COULD BE FOR FUN
- NEED TO HAVE A LAY W/ MEDIUM DICK THAN GET RURT

# NEEDS

- DIDNT LEARN ABOUT CONSENT WHEN I WAS YOUNGER
- PRESTIGE WAS NOT TAUGHT
- SEX ED SHOULD BE A SAFE SPACE
- SEX ED SHOULD ACCOMMODATE TO ALL
- SEX ED SHOULD TAKE ABT GOOD SIDE OF SEX
- WISHES SHE LEARNED MORE IN HS ABOUT SEX
- WANTED TO LEARN ABOUT HPV IN HIGH SCHOOL.
- ABOUT BEING LEARNING ABOUT THIRLICK.
- DOESNT REMEMBERABLE TO SAY NO
- WISHED SHE LEARNED ABOUT PERIODS SOONER.
- BE A HEALTHY THING
- WISHES SHE LEARNED WHAT TO DO IF YOU GOT OBBE AN STD
- WOULD HAVE LIKED MORE HEALTH CLASSES ON SEX IN HS
- DRUNK SEX IS NOT THE BEST WAY TO LEARN ABOUT SEX
- ABOUT BEING LEARNING ABOUT THIRLICK.
- WOULDN'T BEEN WILCO TO LEARN ABOUT SEX SOONER (K TO SAY NO)
- WISH I KNEW ABOUT CONSENT WHEN I WAS 11
- EVERYTHING THAT ISNT A CONSEQUENCE WASNT COVERED
- SEX ED SHOULD BE OPEN
- THERE SHOULD BE MORE OF A CONVERSATION AROUND THAT
- WISH THERE WAS MORE INFO ABOUT HPV
- INCREASE SEX HEALTH AWARENESS
- SEX ED SHOULD BE OPEN
- WISH I KNEW ABOUT CONSENT
- SEX ED NEEDS TO BE RELATABLE
- THOUGHT PEOPLE AUTOMATICALLY GAVE CONSENT BEC OF LOVE
- DIDNT KNOW ABOUT PLANNED PARENTHOOD TILL I WAS 17
- DESIGNATE SEX
- SHOULD HAVE LEARNED ABOUT MORE TYPES OF ABUSE
- DIDNT LEARN ABOUT CONSENT IN SCHOOL
- BIOLOGY TEACHER IN HS SKIPPED THE REPRODUCTION SYSTEM
- SEX ED SHOULD BE OPEN
- WISHES SHE LEARNED ABOUT BODY AUTONOMY IN MIDDLE/HIGH SCHOOL
- FIRST LEARNED ABOUT SEX IN 6TH GRADE -> "LATE"
- AMBIGUOUS ARE EFFECTIVE

# SOCIAL

**EXPERIMENTING IS HOW YOU LEARN**

**LEARN BY DOING**

**WITH YOUR PARENTS**

**I'M USUALLY TALKING ABOUT SEX**

**SEX ISN'T HARD TO DISCUSS W/ FRIENDS**

**SCHOOL + PARENTS TALKED TO ME ABOUT SEX**

**AS A GIRL, I DON'T WANT TO BE EMBARRASSED BY SEX**

**COLLEGE/ SOCIAL LIFE WAS A BIG LEARNING SPACE**

**SHARING EXPERIENCES**

**INTRODUCE THROUGH SOCIAL CONNECTIONS**

**COMFORTABLE TALKING ABOUT SEX TO MY FRIENDS OR STRANGERS**

**EARNED ABOUT SEX FROM FRIENDS**

**SOMEONE EXPERIENCED BY FRIENDS HELPED A LOT**

**PEOPLE STAYed SEXUALLY ACTIVE IN HIGH SCHOOL**

**SEX IS FUN TO TALK ABOUT**

**PEOPLE SHOULD FEEL COMF. TALKING ABOUT SEX**

**LOOKING FOR PEOPLE WHO I MORE COMFORTABLE ABOUT CONVERSING ABOUT SEX**

**CRASHER TO TALK TO PEOPLE WHILE DRUNK/ MIGHT IF YOU WANT TO MAKE UP**

**TALKS ABOUT W/ FRIENDS**

**TOO LAZY MORE BY TALKING TO FRIENDS**

**COMMUNICATED ABOUT SEX**

**I'M INTO MY FRIENDS ABOUT SEX**

**MY FRIENDS IN MIDDLE/HIGH SCHOOL WERE MORE COMFORTABLE TALKING ABOUT SEX THAN I WAS**

**MORE CLOSE MINDED 18-20 YRS OLD**

**LEARNED ABOUT SEX IN HIGH SCHOOL THROUGH EXPERIENCES**

**ABOUT EXPERIENCES (FRIENDS)**

**I LEARNED A LOT ON MY OWN**

**THEY DON'T TELL YOU HOW THEY IT IS TO MAKE MISTAKES WITH CONDOMS/ PLANS**

**EXPERIENCED MORE BY TALKING TO FRIENDS**

**COMMUNICATED ABOUT SEX**

**I'M MILDLY COMFORTABLE TALKING ABOUT SEX**

**I LEARNED A LOT THROUGH FRIENDS**

**SOME THINGS YOU LEARN THROUGH EXPERIENCE**

**SEX ED FROM LACEY GREEN ON YOUTUBE/ TUMBLER**

## WHAT?

**BODY LANGUAGE IS IMPORTANT**

**RAVING SEX IS GOOD**

**SEX ED PREPARE IS IMPORTANT**

**HAVING NO CONNECTION W/ YOUR PARTNER IS NOT GOOD**

**EMOTIONAL SEX IS GOOD**

**GETTING TIGHTER IS IMPORTANT**

**THINGS YOU UNCOMFORTABLE ABOUT MIGHT NOT BE THAT BAD TO DO**

## PAY

**PARENTS WERE OPEN ABOUT SEX**

**SEX ED DIDN'T PREPARE ME ENOUGH FOR SEX.**

**- I LEARNED THROUGH EXPERIENCES + TALKING TO FRIENDS.**

**- I WISH SEX ED TAUGHT ME WHAT HAPPENED IF I DID GET AN STD.**

**- MY SEX ED EXPERIENCE WAS MORE PREVENTIVE THAN PRACTICAL.**

**I LEARNED MORE ABOUT SEX IN COLLEGE.**

**- I TAUGHT MYSELF ABOUT SEX.**

**- SEX ED DIDN'T PREPARE ME ENOUGH FOR SEX.**

**- I FELT UNCOMFORTABLE TALKING TO MY PARENTS ABOUT SEX.**

**- I THINK WE SHOULD TALK ABOUT CONSENT MORE.**

**- I WANT TO HAVE MORE OPEN CONVERSATIONS ABOUT SEXUAL HEALTH.**

## INTERVIEW INSIGHTS

1. Young adults rely on the internet for information on sexual health.
2. Consent isn't emphasized enough as a sexual health practice, or as a social practice at all.
3. Sex education is often preventive instead of practical. While teenagers are taught to prevent STDs, they often aren't educated on what to do in the event of an infection.
4. Queer people are often excluded from the sex ed experience.
5. Misconceptions about sexual health have resulted in consequences.

## "I" STATEMENTS

1. I learned about sex through experiences and talking with friends.
2. I felt uncomfortable talking to my parents about sex growing up, so I often relied on the internet for information.
3. Sex ed didn't prepare me enough for the emotional and psychological aspects of having sex.
4. I believe we should have more open and frequent communication about consent.
5. I believe consent is saying YES YES YES, both verbally and with body language, before and during sex.
6. I wasn't prepared for the emotional side of having sex.
7. I knew I was being misinformed during sex ed. I only learned anatomy and to wear a condom in a hetero relationship.
8. I want to have more open conversations about sexual health.




## **PROBLEM STATEMENT**


Young adults in the United States often become sexually active in college; however, they find themselves not emotionally prepared to navigate the varying complexities of relationships and STD's due to gaps in their sex education.

How might we retroactively fill sex ed gaps in a way that's fun, engaging, and relatable for college students? In order

# PRIMARY PERSONA

<p><b>Carrie Ng</b></p> 	<p><b>Scenario</b></p> <p>Carrie is a freshman at a private liberal arts college. Although she grew up with open-minded parents, she tends to be shy when meeting new people. Before starting college, she was dating a guy who used to pressure her to have sex, even when she was feeling uncomfortable. After sharing this information with her new college friends, she found out that was a form of sexual assault. She is disappointed in herself for not realizing she could have said no, but she is trying to stay positive, get to know herself, and have fun partying at college.</p>	
<p><b>Demographic</b></p> <p>Age 17          Straight Female          Freshmen at a liberal arts college          Grew up in NYC</p>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>Fully understand her agency as a woman</li> <li>To feel safe with her next boyfriend</li> </ul>	<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>Open communication during sex</li> <li>Build the confidence to stand up for herself in vulnerable situations</li> </ul>
<p><i>"I don't think sex ed actually prepared me to have sex."</i></p>	<p><b>Pain Points</b></p> <ul style="list-style-type: none"> <li>Sex education was not sex positive</li> <li>Wishes she didn't have to learn about consent through trial and error</li> </ul>	<p><b>Behaviors</b></p> <ul style="list-style-type: none"> <li>Finds it easier to talk to people while drunk or high if she wants to hook up</li> <li>Goes to a lot of college parties</li> <li>Likes playing trivia games her roommates in her quad</li> <li>Gets nervous when confronting people</li> </ul>

# SECONDARY PERSONA

<p><b>Zeke Montgomery</b></p> 	<p><b>Scenario</b></p> <p>After growing up in a conservative small town in Indiana, Zeke just wants to feel good in his own skin. As a junior at large state university, he keeps a small circle of friends who are also tech-savvy and starting to understand their sexuality. Since he never got a formal sex ed experience in high school, Zeke learned everything he knows—or thinks he knows—from the internet and his friends.</p>	
<p><b>Demographic</b></p> <p>Age 20 Bisexual Male Junior at a large university Grew up in Indiana</p>	<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>• Wants sex ed to include people who aren't straight</li> <li>• Wants to feel comfortable discussing LGBTQ sexual health issues</li> </ul>	<p><b>Needs</b></p> <ul style="list-style-type: none"> <li>• To feel comfortable about seeking help the next time he gets an STD</li> </ul>
<p><i>"I only learned anatomy and to wear a condom in a hetero relationship. I knew I was being misinformed."</i></p>	<p><b>Pain Points</b></p> <ul style="list-style-type: none"> <li>• Grew up in a conservative town where sex was a taboo topic</li> <li>• Felt like he had to deny his sexual identity growing up</li> <li>• Felt excluded from sex ed discussions</li> </ul>	<p><b>Behaviors</b></p> <ul style="list-style-type: none"> <li>• Likes to play puzzle and word game apps on his iPhone</li> <li>• Often uses social media to stay in touch with people</li> <li>• Watches Netflix during his spare time</li> <li>• Relies on his friends and the internet for information</li> </ul>