



ANURAG
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KIM

HAZEL
YANG



WANNA KNOW A NOT-SO-FUN FACT?

YOU CAN DIE FROM A HICKEY !

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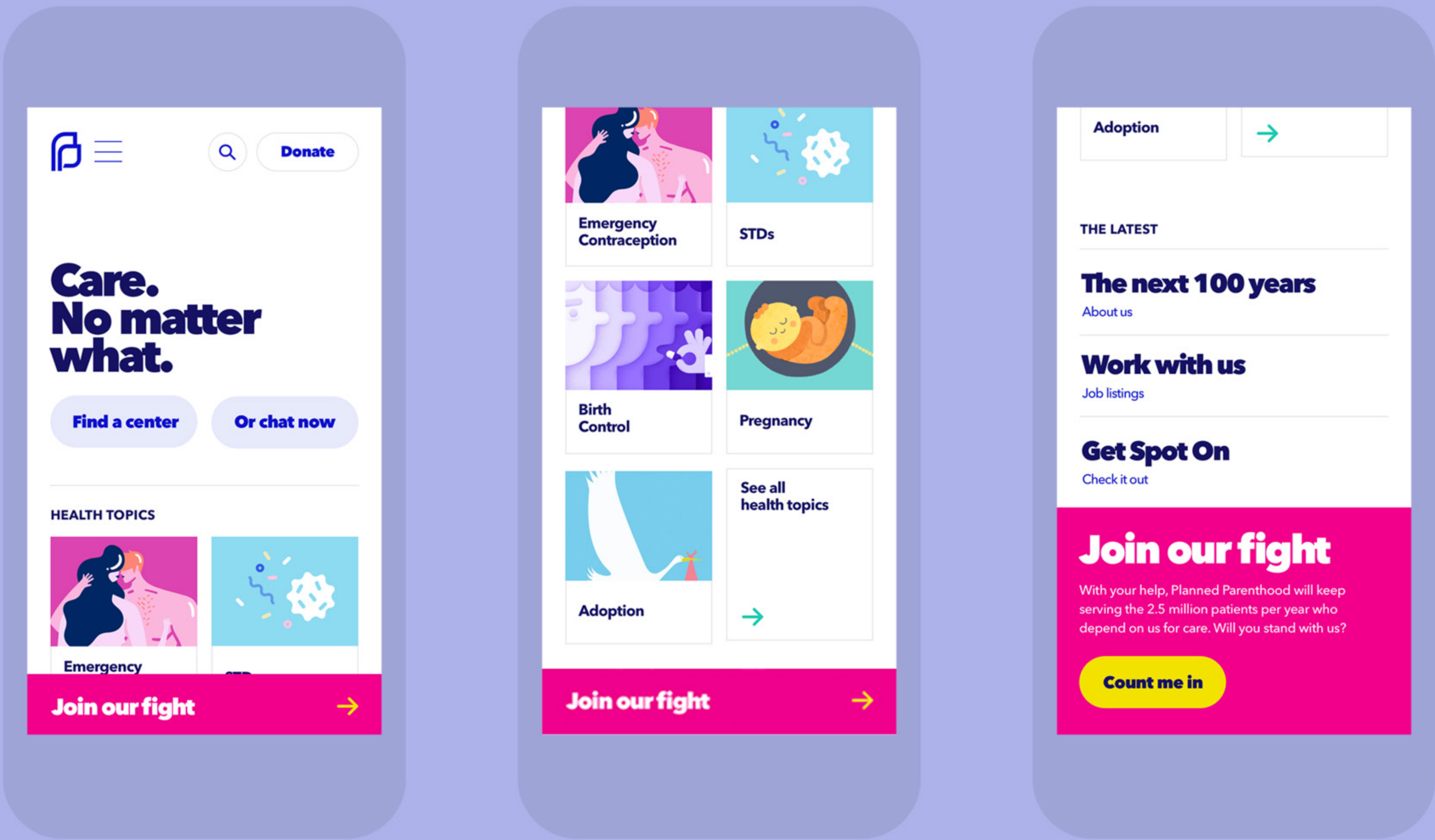
YOU CAN DIE FROM A HICKEY !

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OUR STORY



TRANSLATE
YOUR BROCHURES
INTO FUN PLATFORMS!

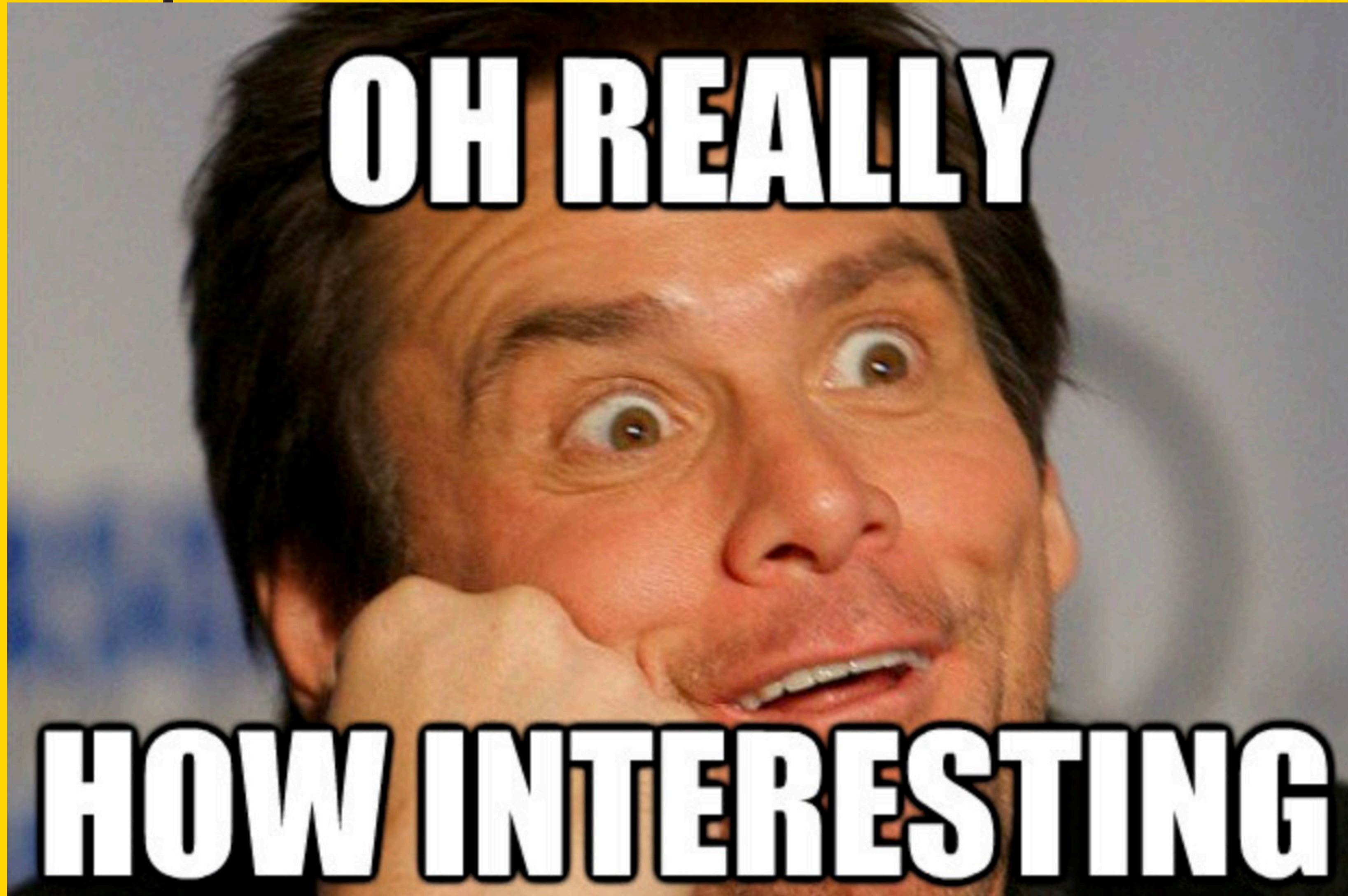
INSIGHTS



1. DEPEND ON **GOOGLE**

People learned on their circle of friends for personal advice, and turned to the internet for concerns and curiosities, regarding their sexual well-being with questions like 'Am I normal?'

INSIGHTS



2. SEX-ED IS BORING!

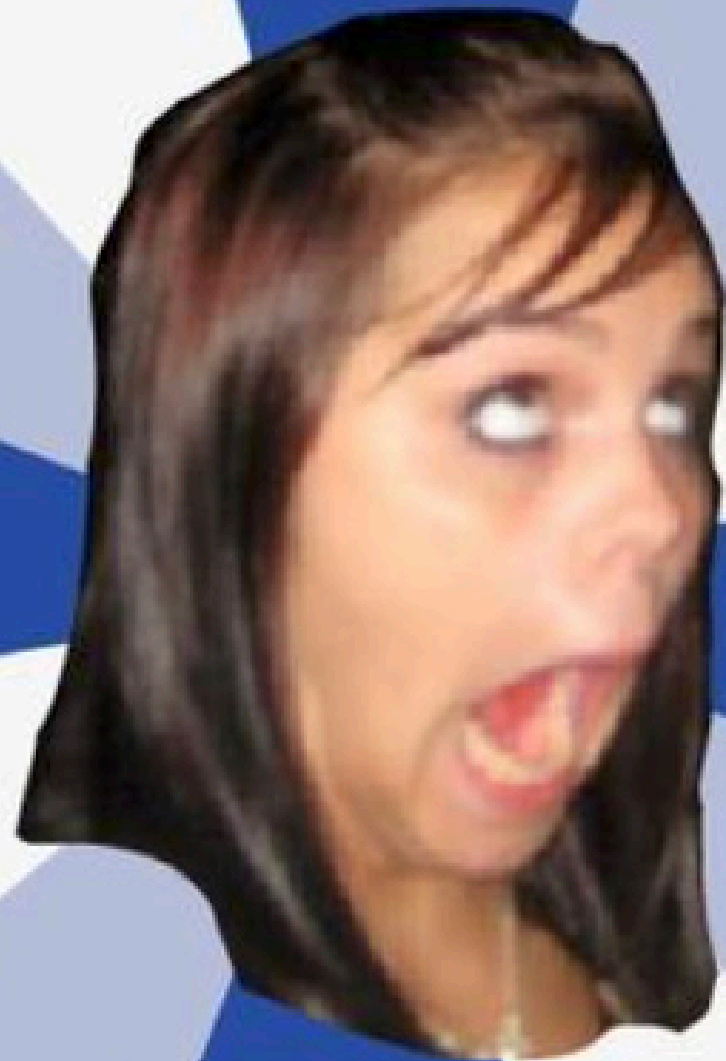
In terms of sex education, there is a gap between what they learn and what they are really curious about.



INSIGHTS

3.

WRITE PERSONAL PROBLEMS IN
STATUS



SAY YOU DON'T WANT TO
TALK ABOUT IT WHEN
SOMEONE ASKS

memegenerator.net

3. FEEL **UNCOMFORTABLE** WITH SEX TALK

Most people feel uncomfortable while talking about sex. They rarely have 'Sex Talk'.



4. **BROCHURE** DOESN'T WORK

About 85% of students just throw away the brochures!

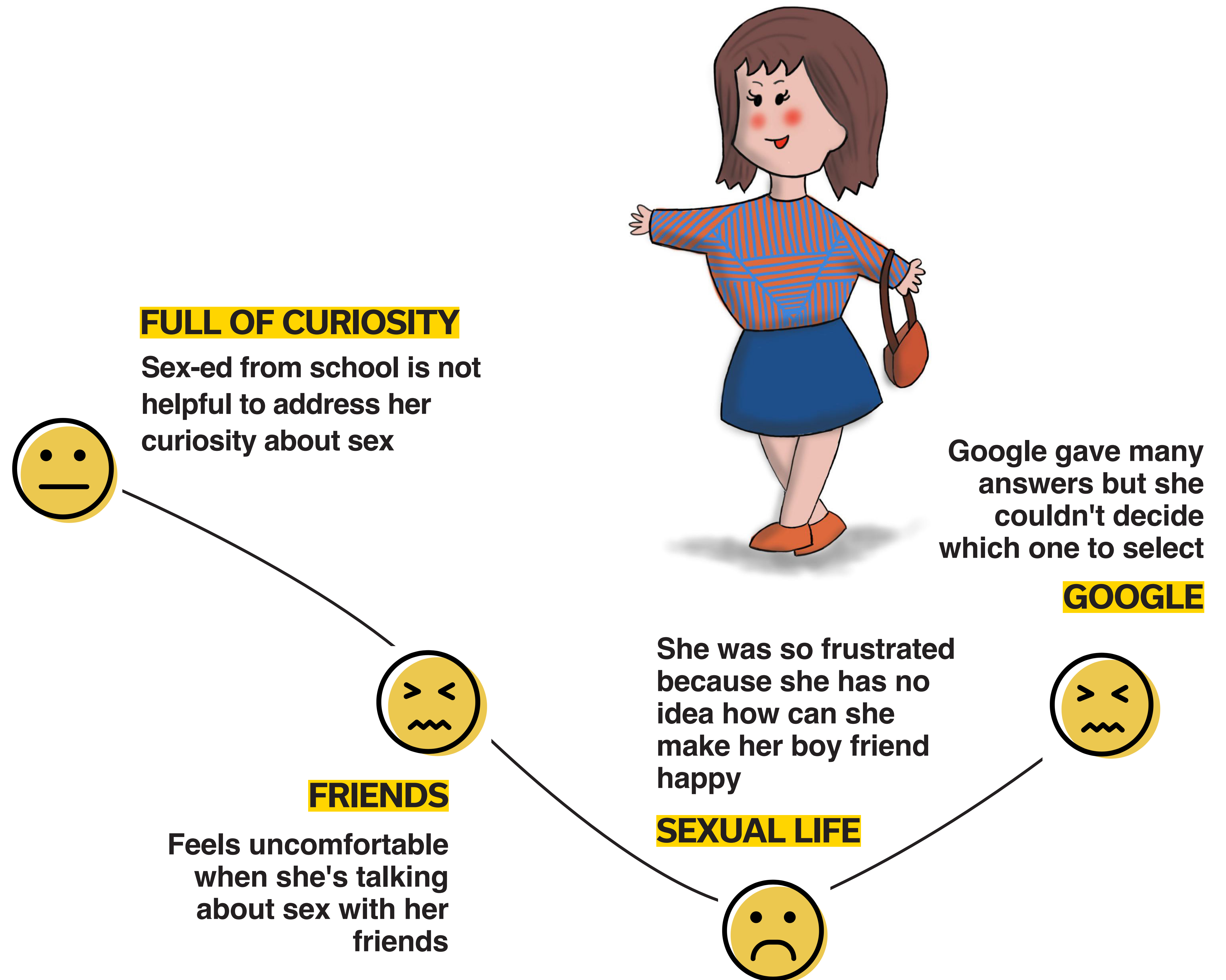


CHALLENGE

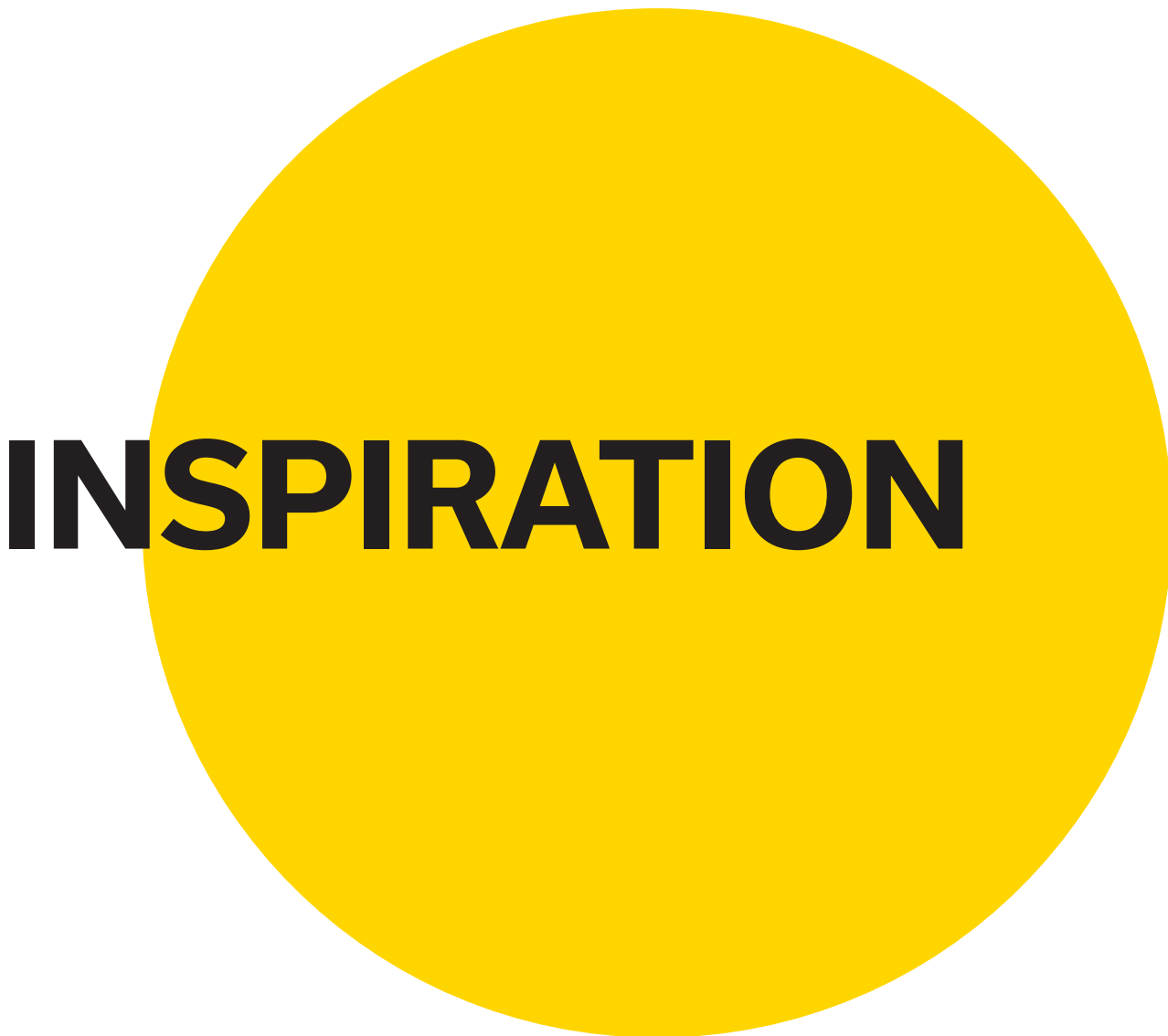
**HOW MIGHT WE DELIVER USEFUL, RELIABLE
AND ACCURATE INFORMATION?**

DIA LEE'S STORY

- **NAME:** Dia Lee
- **AGE:** 14
- **JOB:** Student
- **CHARACTER:**
 - Came to New York in 2013
 - Quite conservative
 - Has received sex-ed from high school
 - Virgin
 - In relationship with Dutch boyfriend, who is sexually active
- **PAIN POINTS:**
 - No prior knowledge of sex
 - Try to impress her new boyfriend
 - Scared of being judged by her friends
 - Received sex education doesn't cover all her curiosities



IDEATION



/

GOOGLE



/

**PRECISION
AUTHENTICITY
ENGAGEMENT**

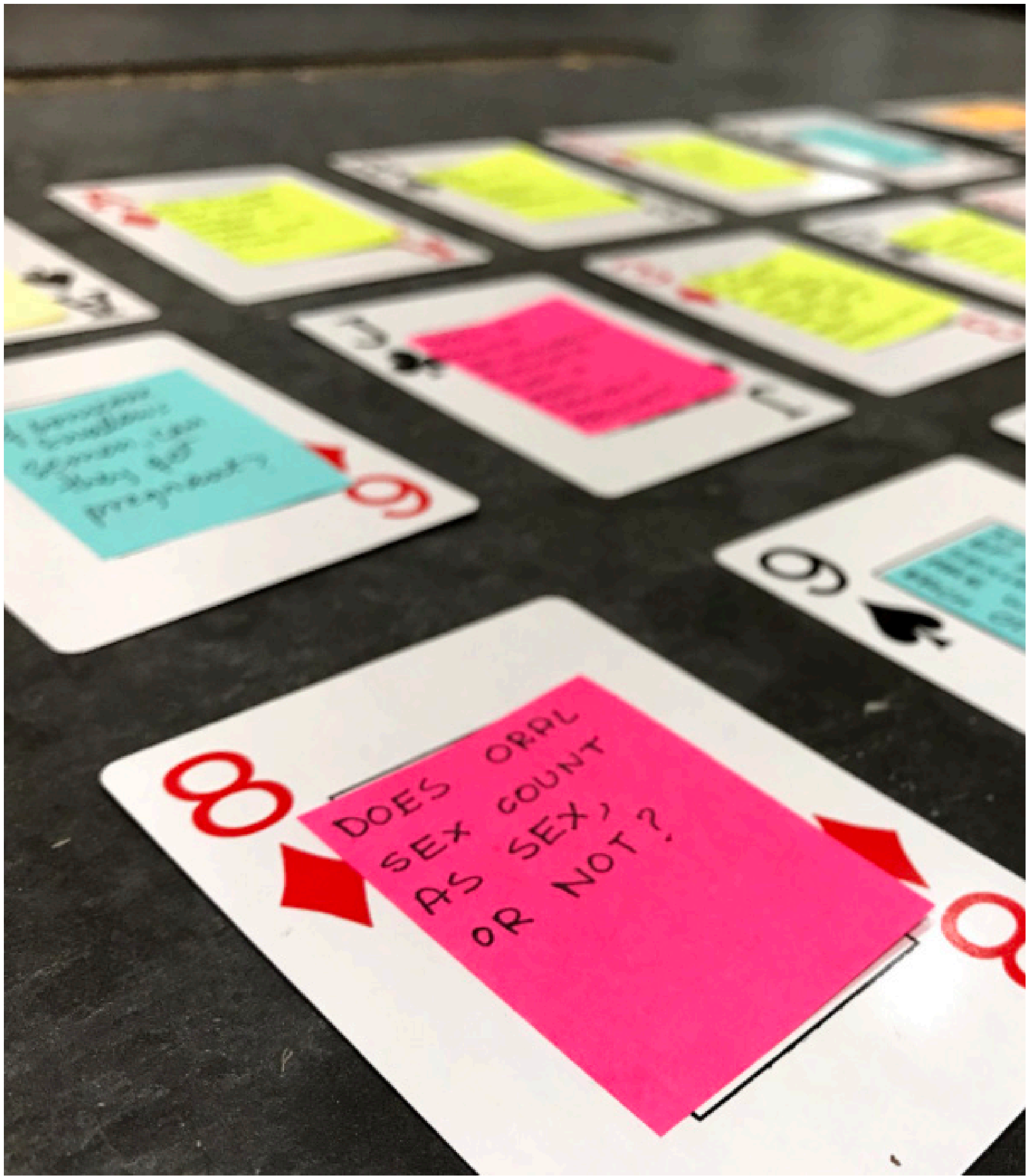


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GAMIFICATION

PROTOTYPING

#1. Poker Game



POKER GAME CAN BREAK DOWN CULTURAL BOUNDARIES

#2. True/False Statement

FALSE

ALL BREAST LUMPS ARE CANCEROUS

Breast tissue regularly changes with the menstrual cycle. These non-cancerous lumps are called fibroadenomas and are more common among women in their 20s and 30s.

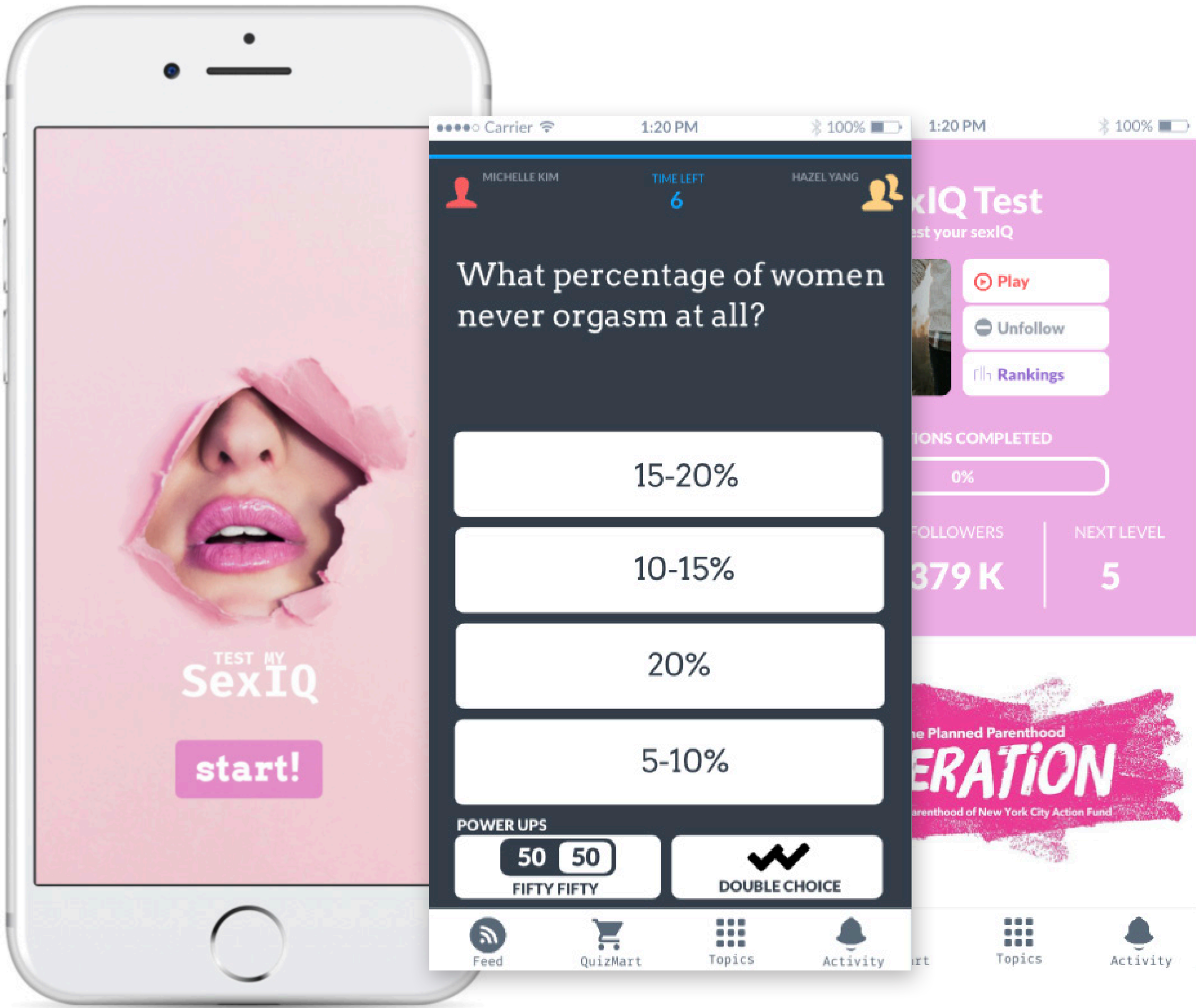
TRUE

BOOB-GASMS ARE REAL

Nipples are highly sensitive areas with thousands of nerve endings, it is possible for some women to orgasm by nipple stimulation alone.

PEOPLE WILL LIKE
GAMIFICATION OF STATEMENTS
AND WILL ENGAGE IN TALKING
TO FRIENDS ABOUT THIS

#3. Sex IQ



MOBILE TRIVIA ON SMARTPHONE WOULD BE APPEALING
TEENAGERS

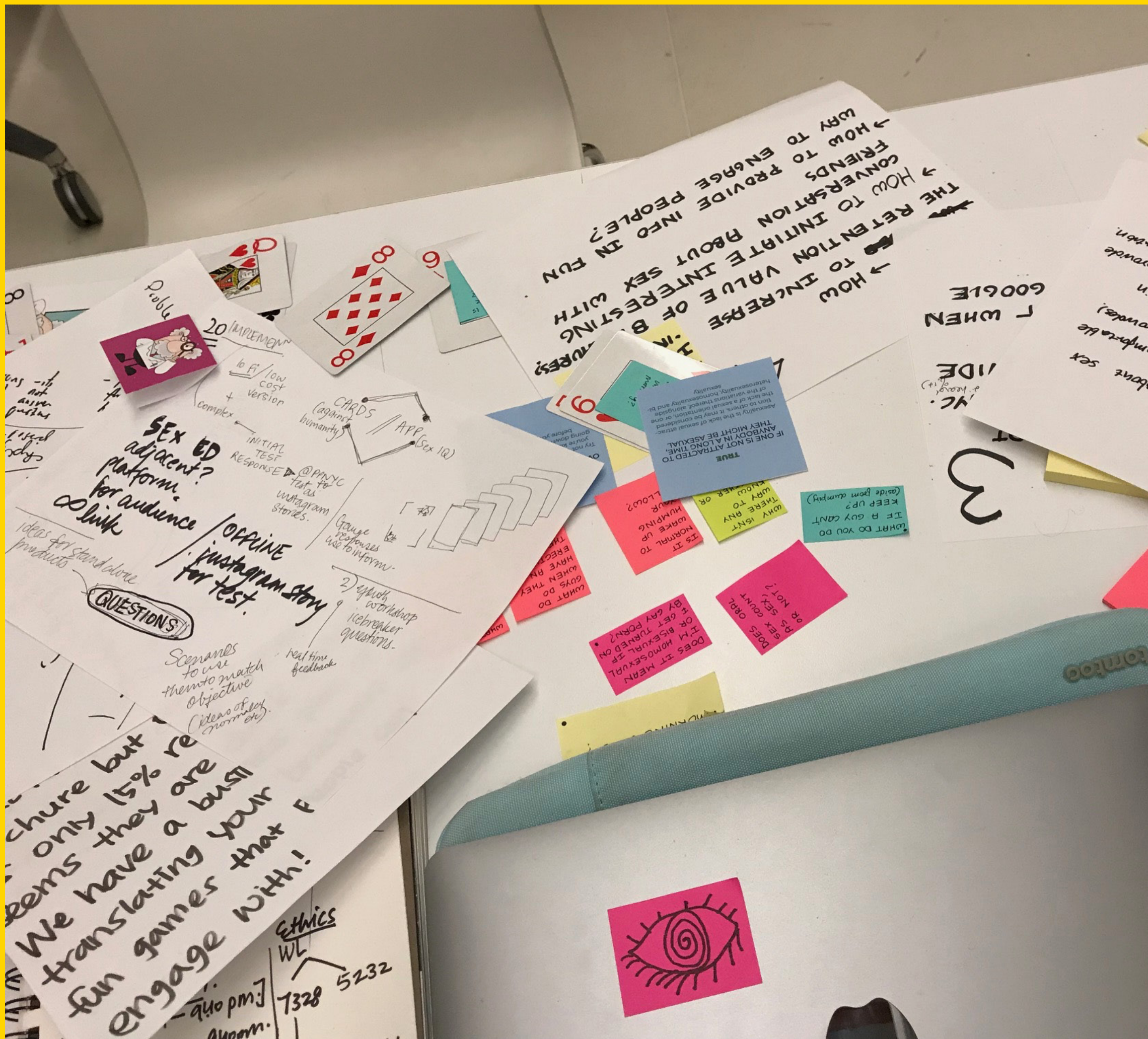
TESTING & FINDING

#1. Poker Game



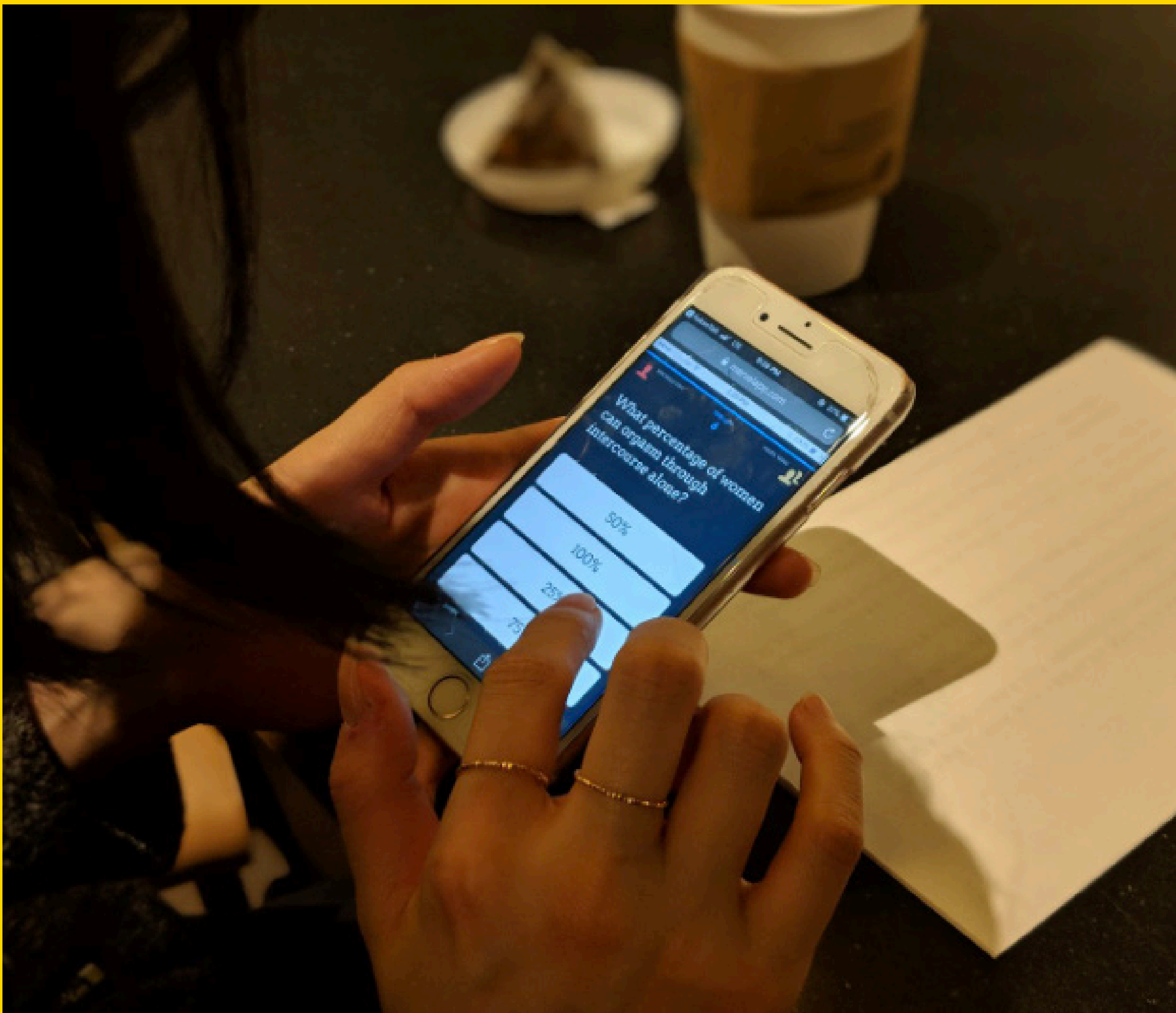
- PEOPLE ARE MORE INTERESTED IN NON-FACTUAL QUESTIONS AND WANTED ANSWERS
- SOME OF THEM HESITATED TO TALK ABOUT CERTAIN TOPICS
- MOST OF THEM COULD NOT REMEMBER HOW TO PLAY POKER GAME

#2. True/False Statement

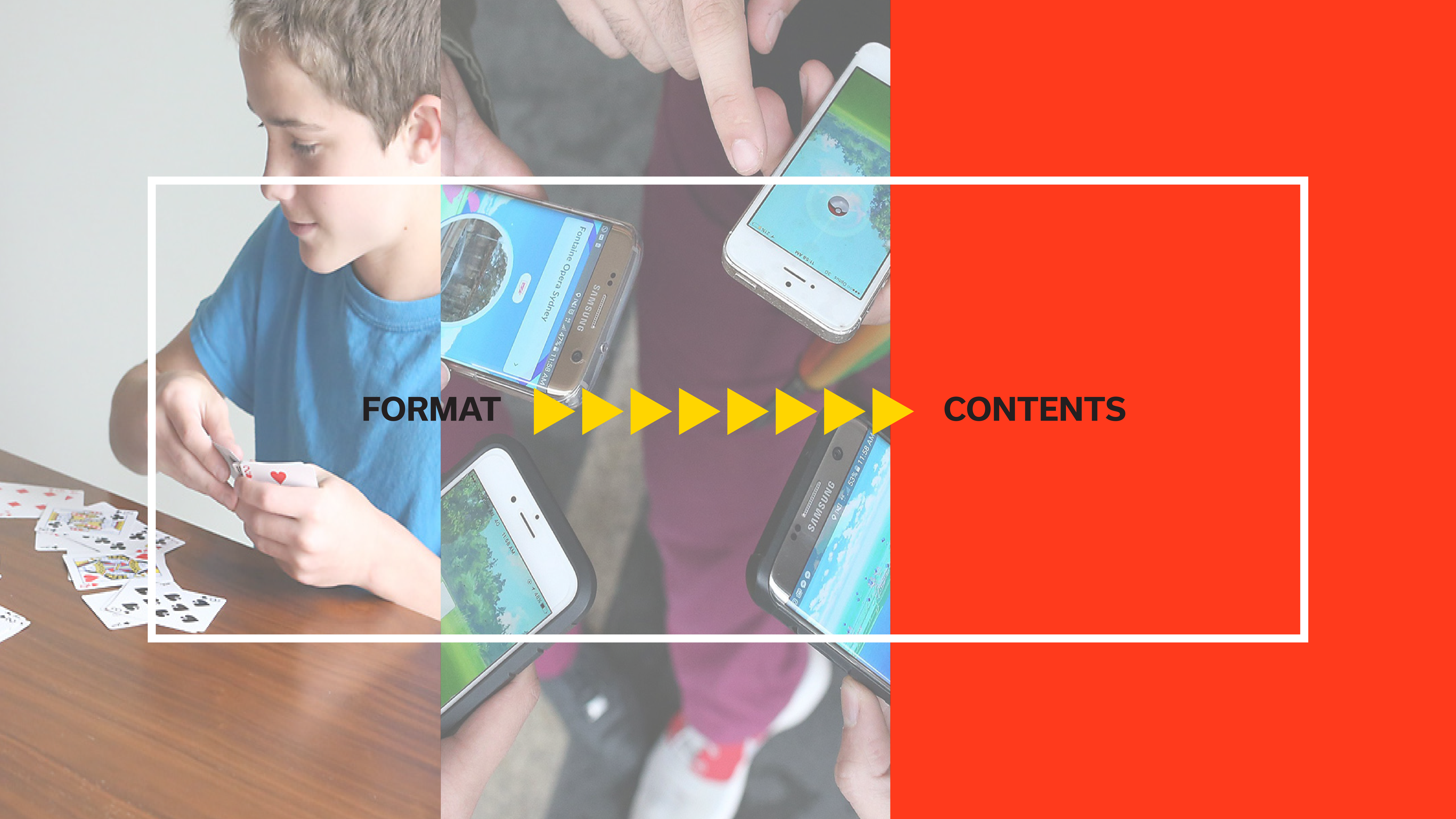


- PEOPLE WERE NOT INTERESTED IN SIMPLE TRUE AND FALSE STATEMENTS
- LOOKING FOR ANSWERS THEY CAN'T GET ON GOOGLE (NON-FACTUAL)
- WE CAN'T TARGET LARGE AUDIENCE THROUGH PHYSICAL GAME ALONE

#3. Sex IQ



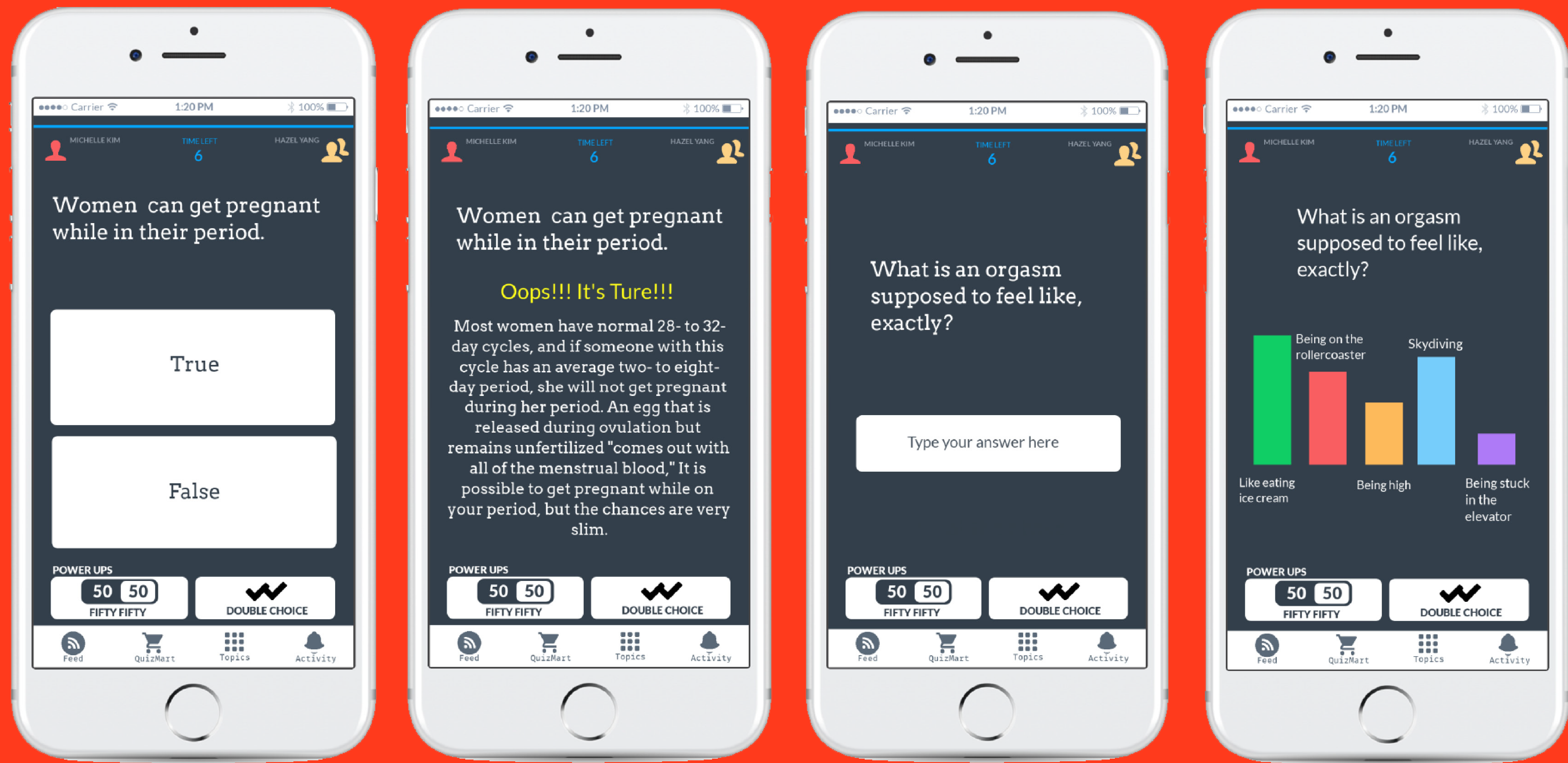
- THEY WANT MORE INTERACTIONS
- THEY NEED ADDITIONAL EXPLANATIONS ABOUT CORRECT ANSWERS
- THEY WANT TO SHARE QUESTIONS WITH THEIR FRIENDS IN REAL TIME



FORMAT

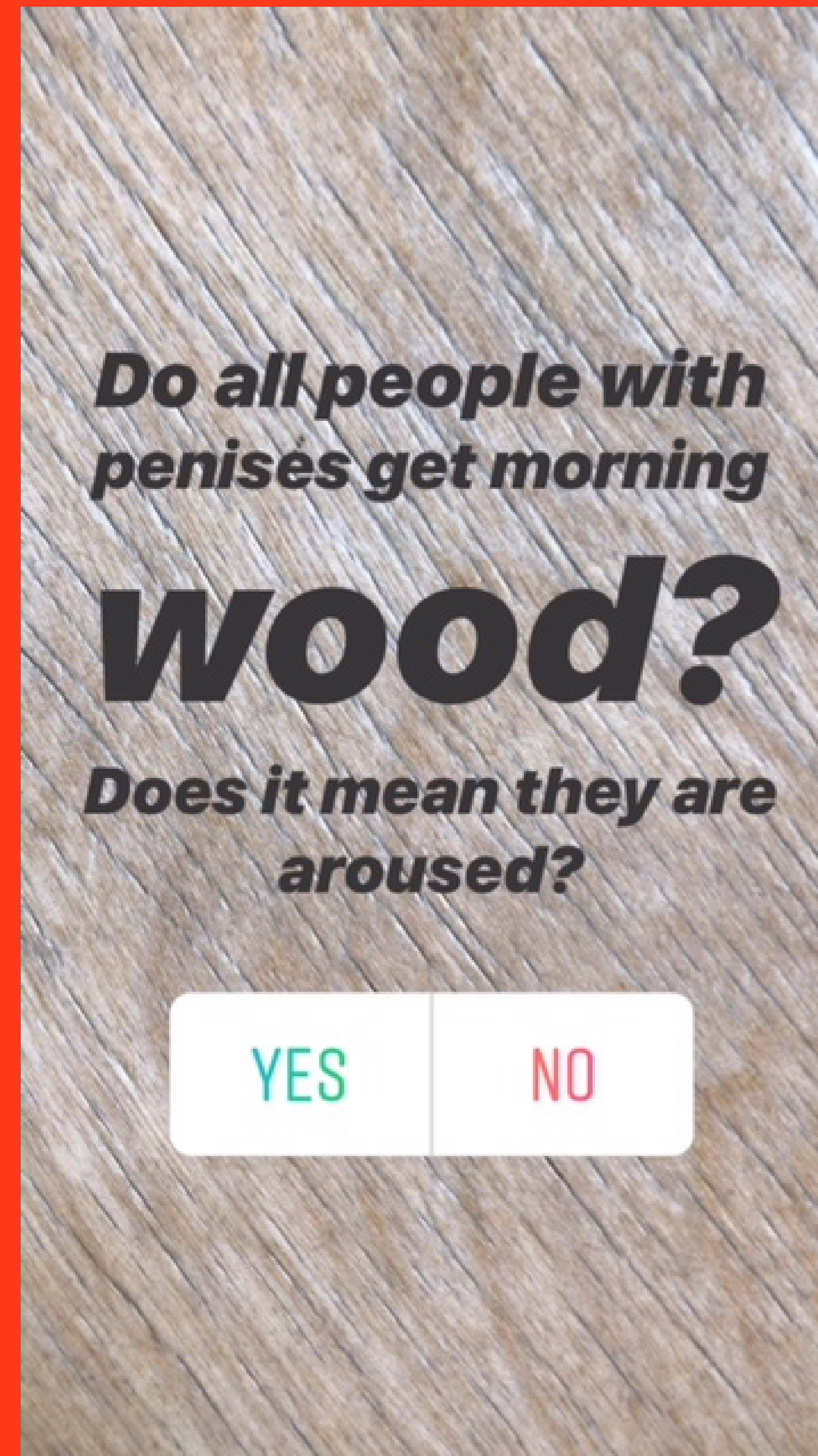
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FINAL PROPOSAL



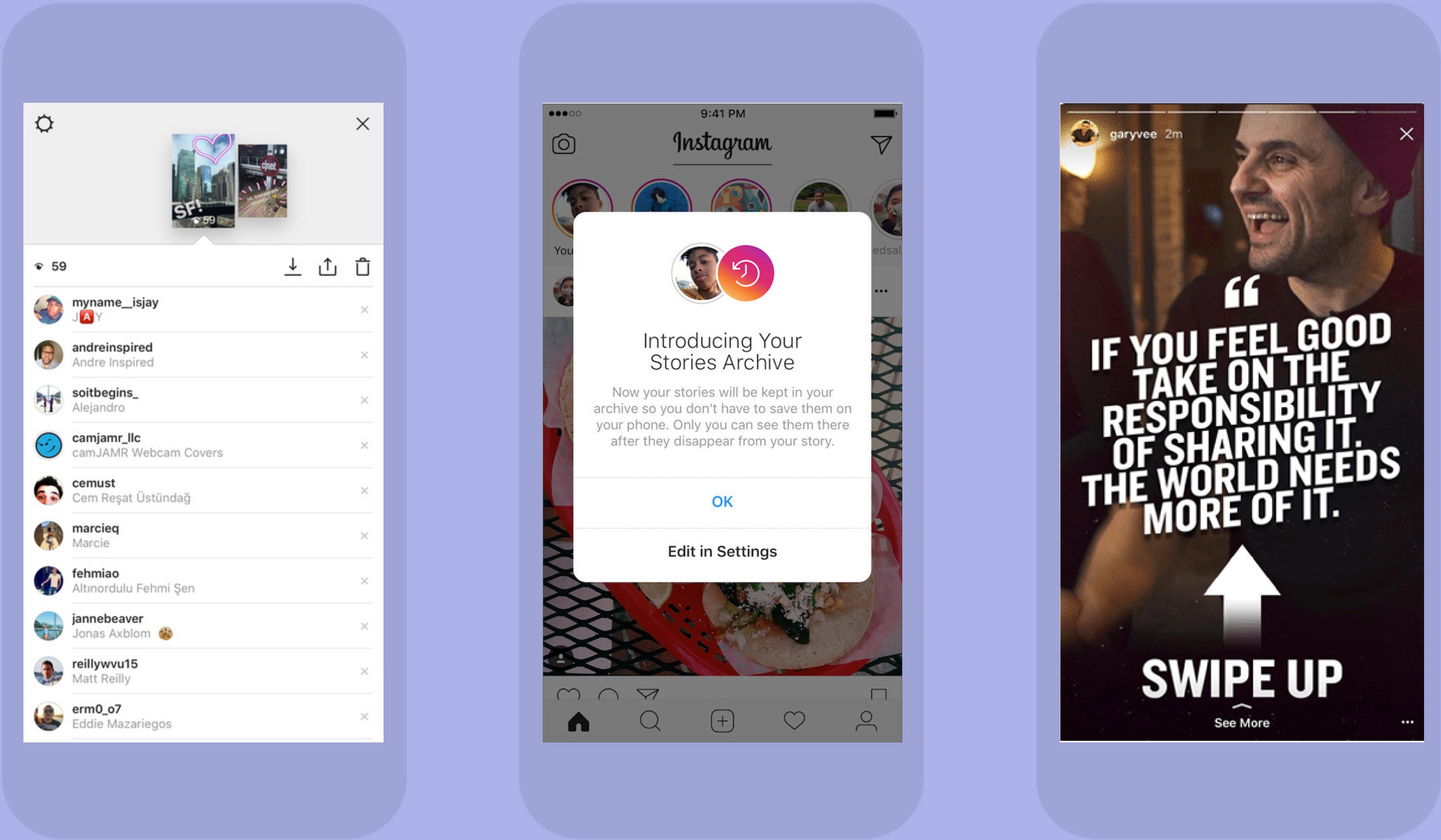
IMPLEMENTATION PLAN (LOW-FI)

USING SOCIAL MEDIA PLATFORM

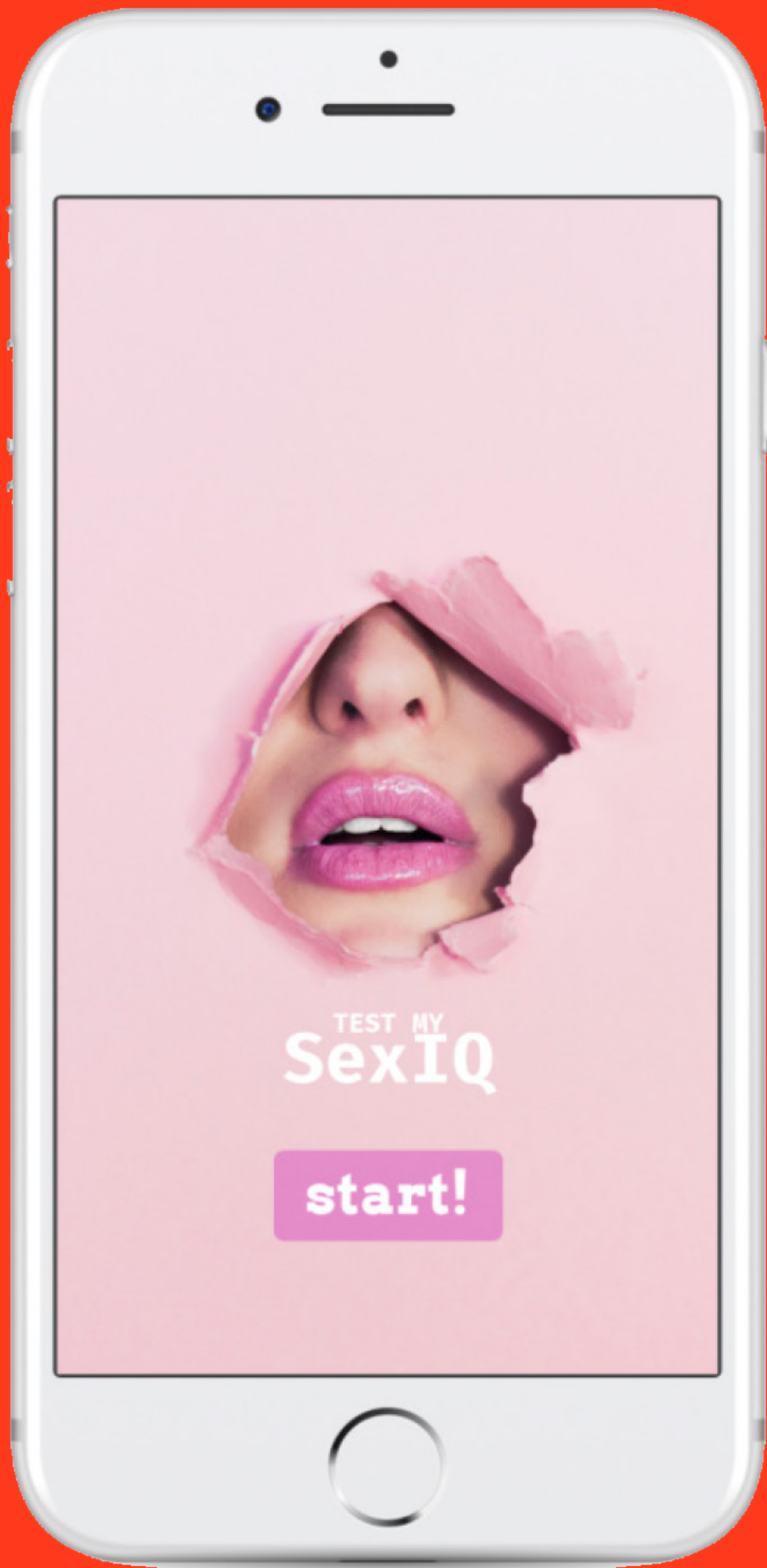


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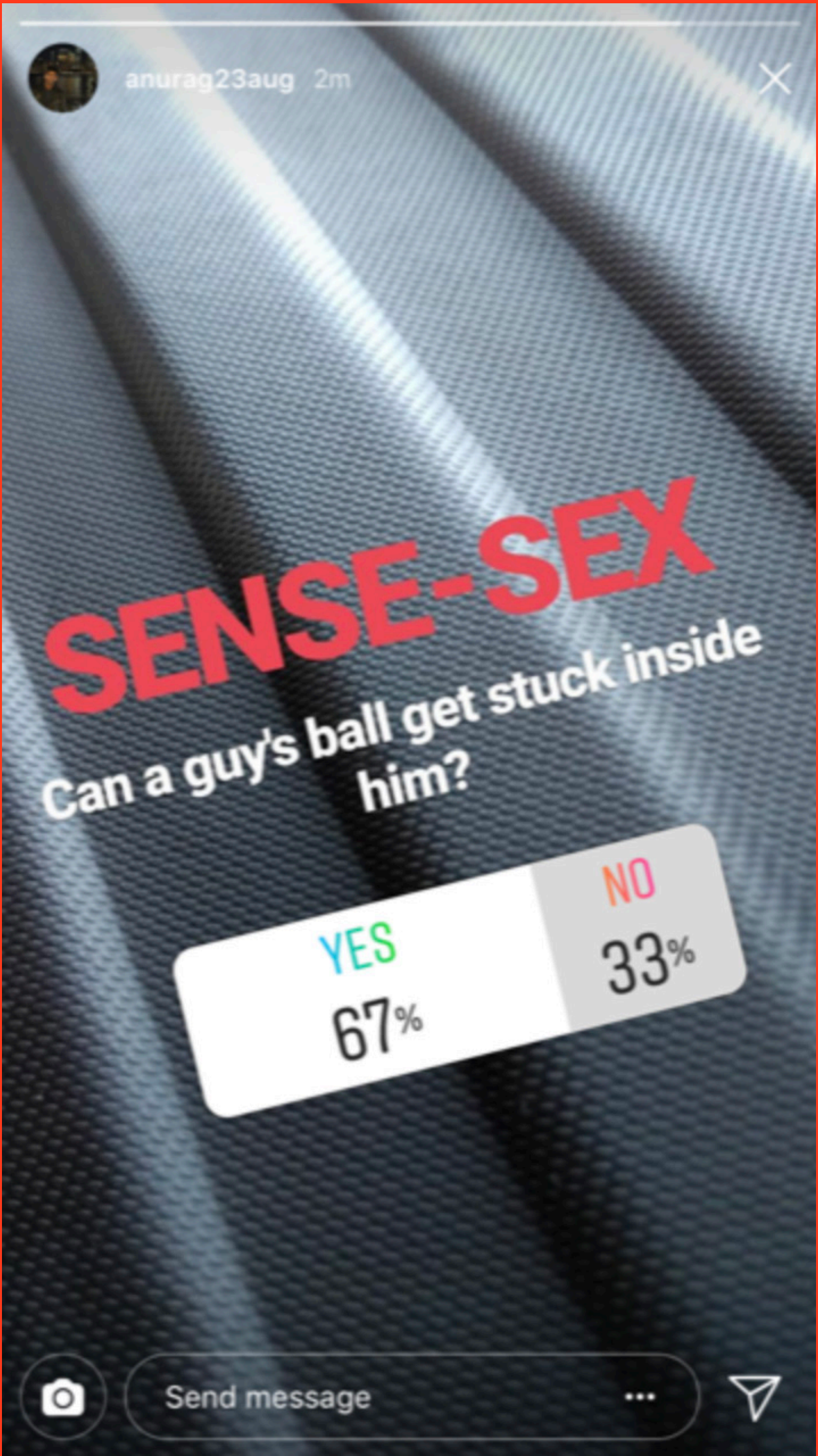
WORKSHOP



VALUE/BENEFITS



MOBILE APPLICATION
FUN & EASY-ACCESS



COLLECTING DATA
REDUCING THE GAP



PRIVATE
BUILDING COMFORT

BUSINESS MODEL CANVAS

KEY PARTENRS

- IT COMPANY
- MANUFACTURER
- SPONSORS
- PPNYC

KEY ACTIVITIES

- GAME DESIGN
- MANUFACTURING
- DISTRIBUTION

KEY RESOURCES

- DESIGNERS
- INTERESTING FACTS IN TERMS OF SEX
- MATERIALS FROM PPNYC

VALUE PROPOSITIONS

- GAMIFY SEX ED
- ACTIVE ENGAGEMENT AROUND SEX ISSUES
- MAKE USERS FEEL OPEN AND COMFORTABLE WITH SHR TOPICS
- INITIATING SEXUAL CONVERSATION
- INFORMING WHAT USERS WANT TO KNOW

CUSTOMER RELATIONSHIPS

- PLATFORM TO GIVE FEEDBACK
- INFORMING THEM SEXUAL KNOWLEDGE

CHANNELS

- RETAIL STORE
- ONLINE SHOP
- SOCIAL MEDIA PLATFORM

CUSTOMER SEGMENTS

- TEENAGER IMMIGRANTS
- SOCIALLY ACTIVE
- LIVING IN NEW YORK
- ACTIVE ON SOCIAL MEDIA
- LIKE PLAYING GAMES

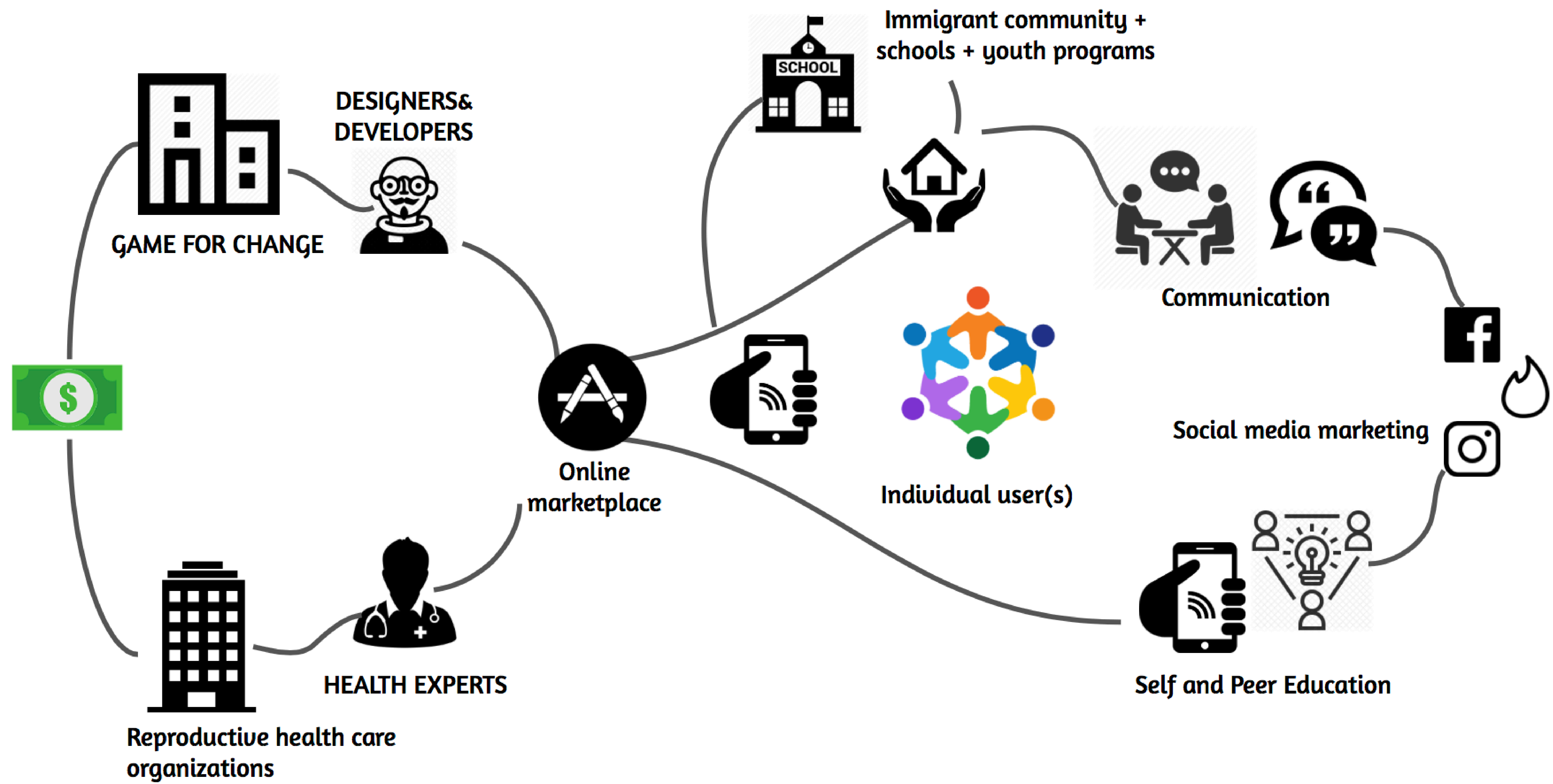
COST STRUCTURE

- MANUFACTURING
- GAME RESEARCH AND DEVELOPMENT
- MARKETING
- PARTNERSHIP

REVENUE STREAMS

- ADVERTISEMENT
- SALES
- SPONSORSHIP
- DONATION

ECOSYSTEM MAP



COST STRUCTURE

CASH RECEIVED	
CASH FROM OPERATIONS	
DONATION	\$3,000
SPONSOR	\$50,000
SUBTOTAL CASH RECEIVED	\$53,000
EXPENDITURES	
EXPENDITURE FROM OPERATIONS	
RESEARCH AND DEVELOPMENT	\$15,000
DESIGN COST (ONE TIME)	\$5,000
MAINTANANCE FEE	\$1,500
MARKETING	\$6,000
EMPLOYEES (\$25 PER HOUR)	\$20,000
SUBTOTAL CASH SPENT	\$47,500
NET CASH FLOW	\$47,500
CASH BALANCE	\$5,500
CASH IN HAND	\$5,500



THANK YOU