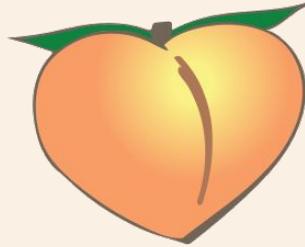


# **SMASH!**

## **SEX ED TRIVIA**



Opportunity

**Most young adults enter college  
without proper sex education.**

# 24 of 50

U.S. states require sex education in some form,  
but only 13 states require medically accurate information

# 9 of 50

U.S. states require sex education to include inclusive and affirming discussion of LGBTQ identities

# 10 Million

diagnosed cases of sexually transmitted diseases last year were among people aged 15–25, according to the CDC.

1 in 5

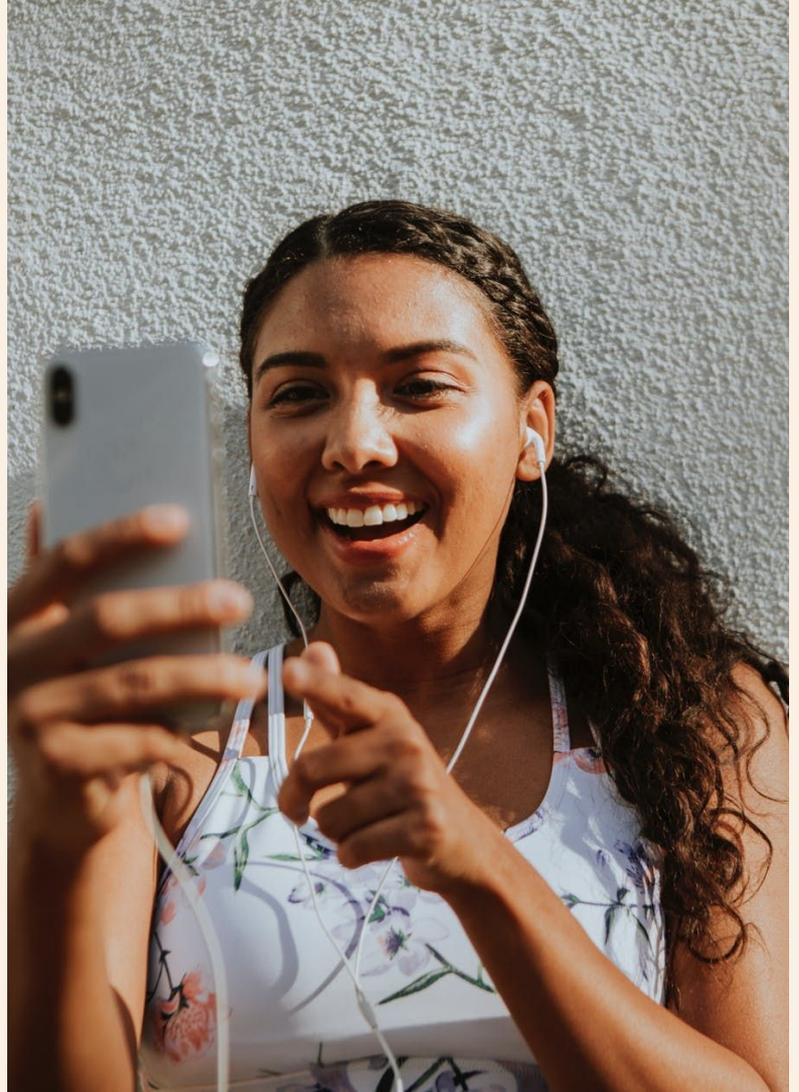
college-age adults (age 18–24) will experience  
some form of sexual assault on campus

How might we fill the  
**sex ed gap** in a way  
that's fun, engaging,  
and relatable?

## Solution

A platform for people to learn about and discuss sexual health that will empower them to make better decisions about sex

Say hello to  
Generation Z...



## ...aka The iGeneration

born after 1994

spend 2–4 hrs a day on YouTube

+ 9 hrs a day consuming media

fluid, progressive identities

control > chaos

♥'s shareable, snackable content



# Process

**How is our solution  
going to look?**

Empathize

Research

Synthesize

Design

Test

# Research & Synthesis (beyond statistics)

# 11

## User Interviews

10 by phone, 1 in person  
15–20 minutes each  
8 are 18–24 years old (Gen Z)  
3 college students

*“I don’t think sex ed actually prepared me for sex.”*

*“We knew we were being misinformed.”*

*“I wish I’d known it was okay to say ‘no’ at any point.”*

*“I learned about sex by watching Chinese dramas.”*

*“Sex ed was toxic at my school.”*

# Insights

- Young adults rely on the internet for information on sexual health.
- There is little to no emphasis on consent in high school sex ed.
- Sex ed is often preventive instead of practical.
- Queer people are often excluded from sex ed.
- Misconceptions about sexual health have led to heavy consequences.

# Comparing Gen Z's Favorite Apps

FEATURES	Instagram	Youtube	Snapchat	Venmo	TikTok
Short video content	✓	✓	✓	X	✓
Scrolling content feed	✓	X	✓	✓	✓
"Like" content	✓	✓	X	✓	✓
Shareable	✓	✓	✓	X	✓
Stickers, Filters, GIFs, Effects	✓	X	✓	X	✓
Commenting	✓	✓	X	✓	✓
Login Required	YES for app, NO for web	X	✓	✓	X
Social account integration	Facebook only	Google only	X	Facebook Only	Facebook, Twitter, Google

# Our Users





**CARRIE  
NG**

**AGE** 18  
**GENDER** Female  
**SEXUALITY** Straight  
**SCHOOL SIZE** Small  
**HOMETOWN** NYC

“I don't think sex ed actually prepared me to have sex.”

## **GOALS**

To fully understand her agency as a woman

To feel safe with her next boyfriend

## **NEEDS**

Open communication during sex

Confidence to stand up for herself in vulnerable situations

Ability to discuss sexual health without shame

## **PAIN POINTS**

Sex education was not sex positive

Wishes she didn't have to learn about consent through trial and error

## **BEHAVIORS**

Finds it easier to talk to people while intoxicated if she wants to hook up

Goes to a lot of college parties

Plays trivia games with her roommates



## **ZEKE MONTGOMERY**

**AGE** 20  
**GENDER** Male  
**SEXUALITY** Bi...?  
**SCHOOL SIZE** Large  
**HOMETOWN** Bloomington

“I only learned anatomy and to wear a condom in a hetero relationship.”

### **GOALS**

To feel comfortable discussing LGBTQ sexual health issues

### **NEEDS**

More inclusive sex ed for people who aren't straight

Higher comfort level about seeking help the next time he gets an STD

### **PAIN POINTS**

Grew up in a conservative town where sex was a taboo topic

Felt like he had to deny his sexual identity growing up

Felt excluded from sex ed discussions

### **BEHAVIORS**

Likes to play game apps on his iPhone

Often uses social media

Watches Netflix & Youtube

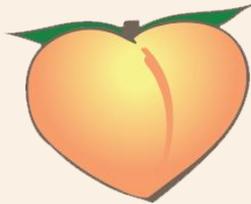
Relies on his friends and the internet for information

# Our Product

What have we built?

# **SMASH!**

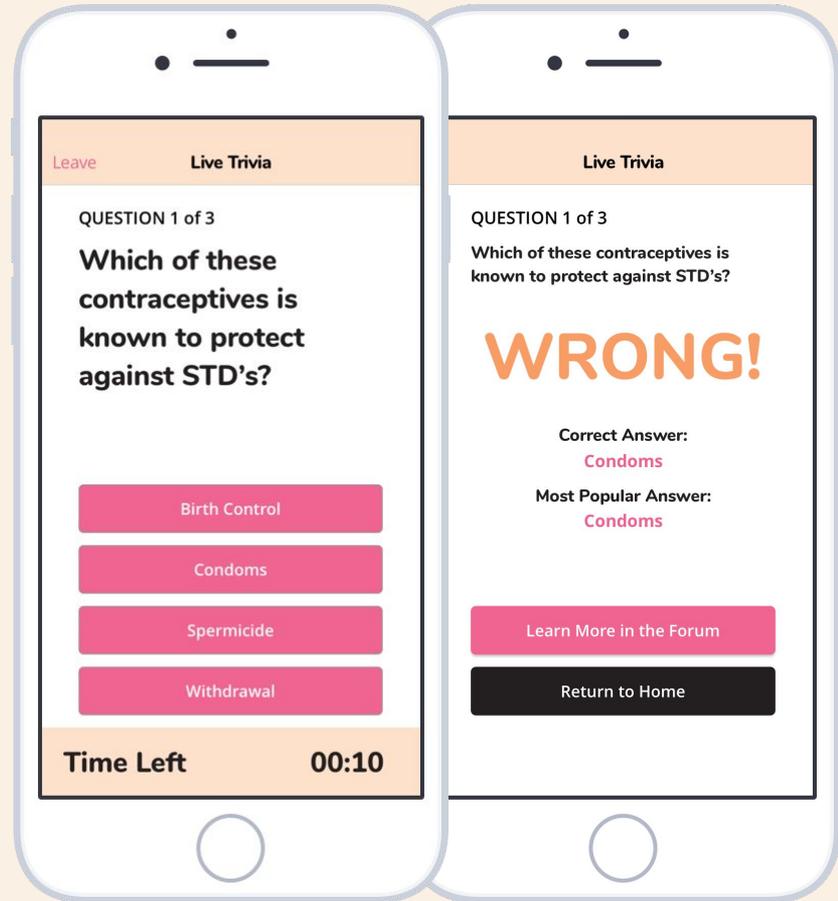
## **SEX ED TRIVIA**



An interactive daily trivia game and forum delivering sexual health information to young adults in an engaging and social way.

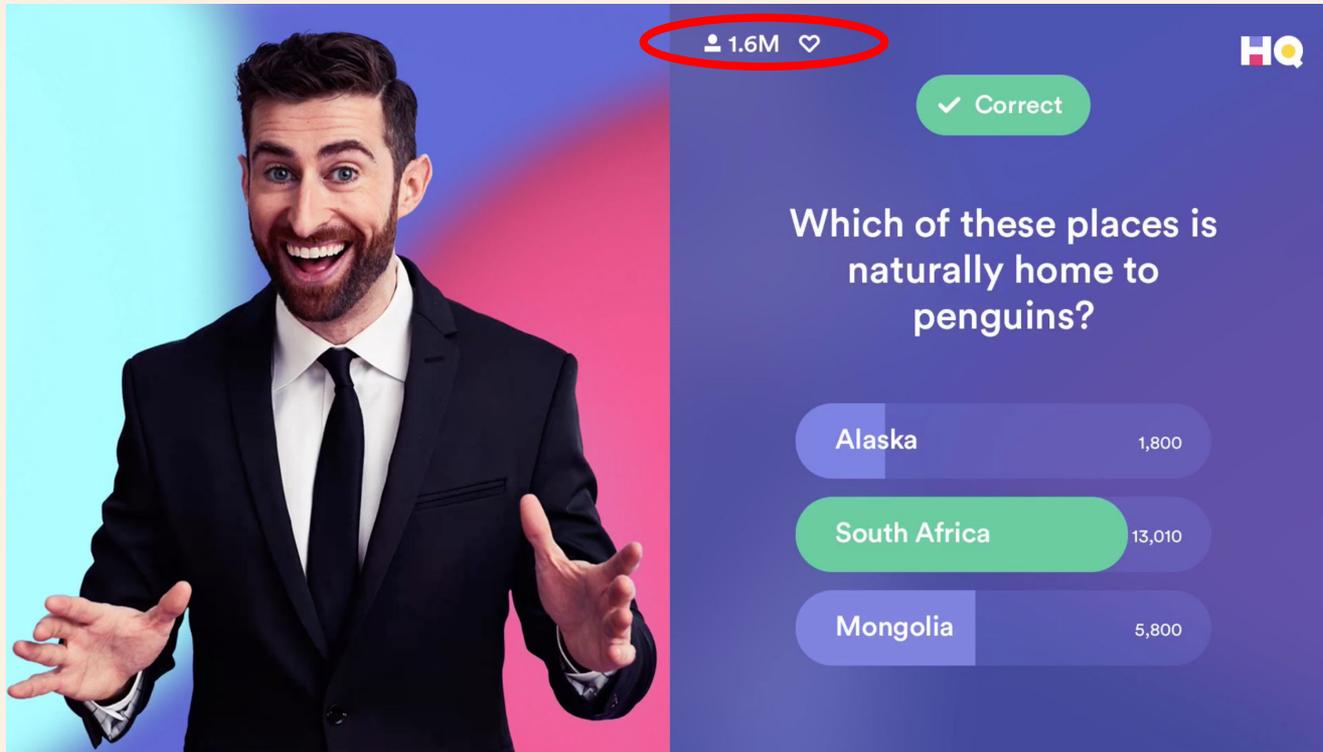
# Why trivia?

Playing trivia helps us improve and expand our knowledge without noticing, allowing us to learn and memorize new information.



# Comparing Trivia Apps

FEATURES	HQ Trivia	QuizUp	Trivia Crack	Adult Sex Ed	Sex Quiz	Stop the Groomer
Sexual Health Resources	X	X	X	✓	X	X
Cash Prize Incentive	✓	X	✓	X	X	X
Shareable	✓	✓	✓	X	X	X
User Profile	✓	✓	✓	X	✓	X
In-App Social Network	✓	✓	✓	X	X	X
Play Anytime	X	X	✓	✓	✓	✓
Leaderboard	✓	✓	✓	X	X	X
Submit a Question	✓	X	✓	X	✓	X
Play Anonymously	X	X	X	✓	✓	✓
Forum	✓	X	X	X	X	X



On average **HQ Trivia** draws in 200-800K participants for one live game, a similar audience size as cable network's Sunday night prime-time TV.

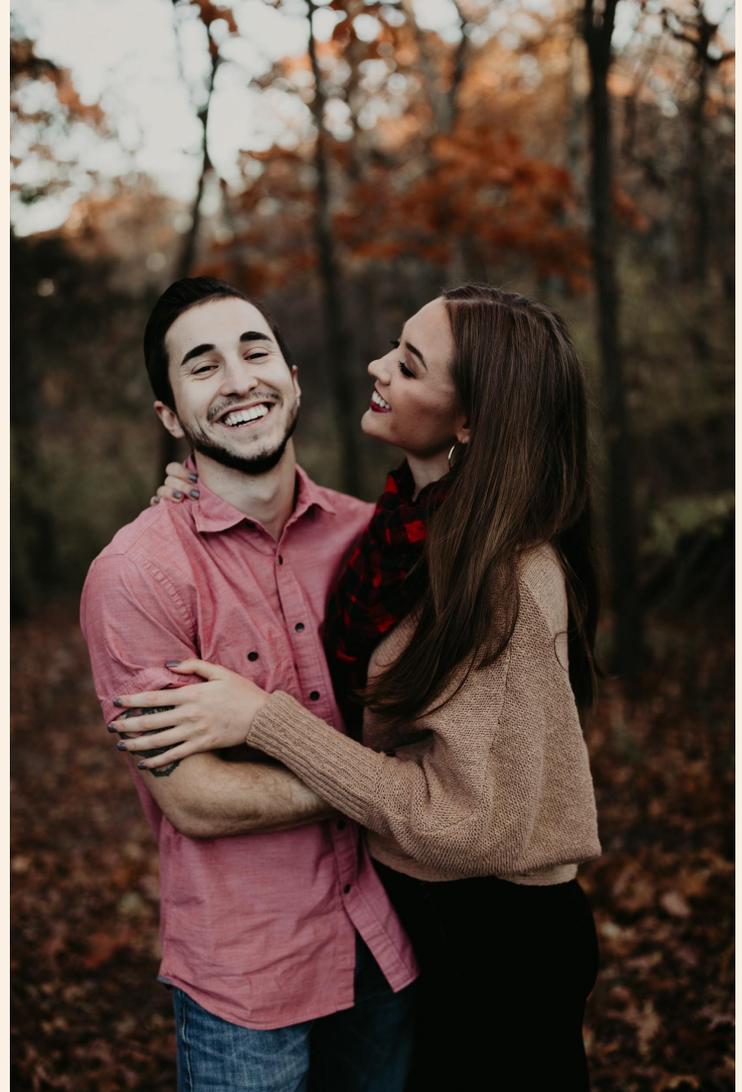
# What do we offer?

Sex Ed in an evolved context

Conversations about consent

Affirm queer identities and issues

...to improve sexual health among  
people in U.S.



# Why include a forum?

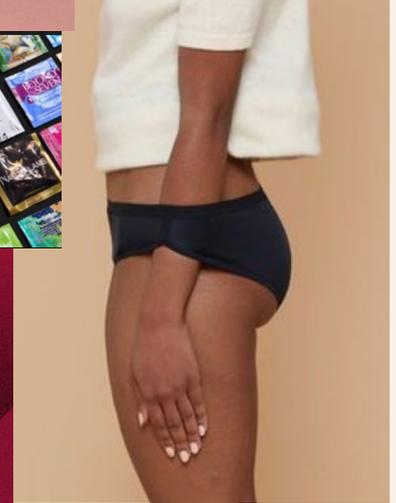
Encourage open dialogue

Build a sense of community

Stay informed on user interests



# Design & Flows



## Carrie's Scenario

Carrie heard about a new live trivia app about sexual health.

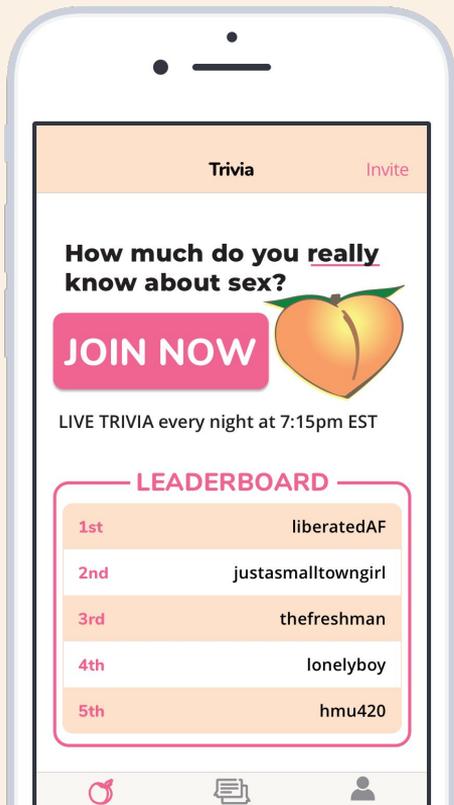
She heard it's inclusive and totally sex-positive.

She wants to try it out so she can compete with her friends and show off her knowledge.

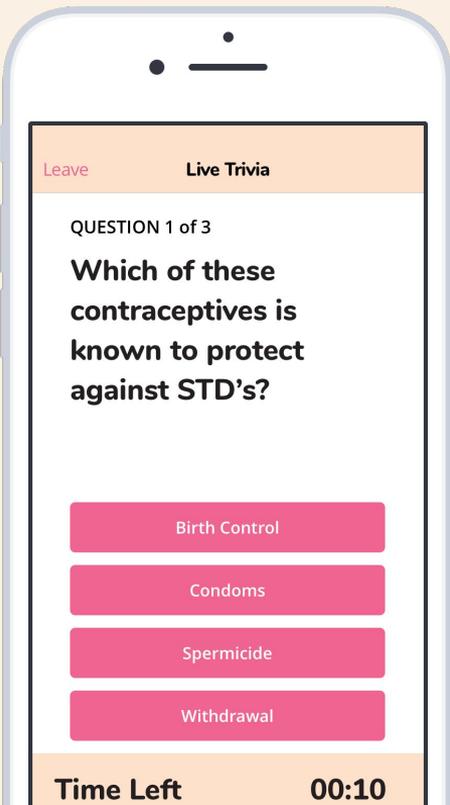


# Live Trivia

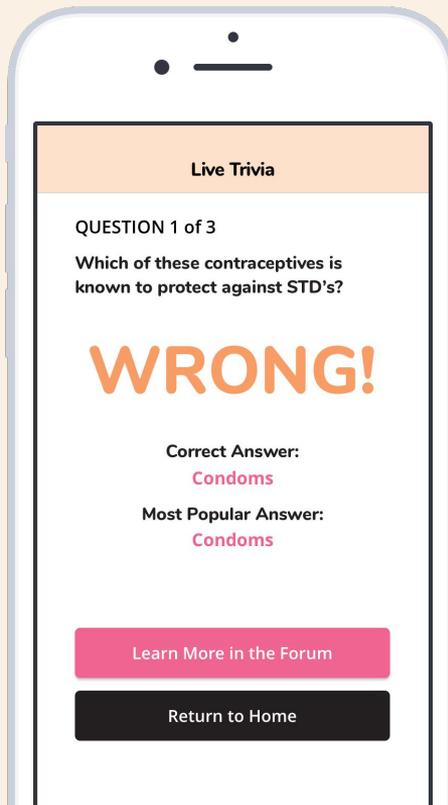
Trivia Home



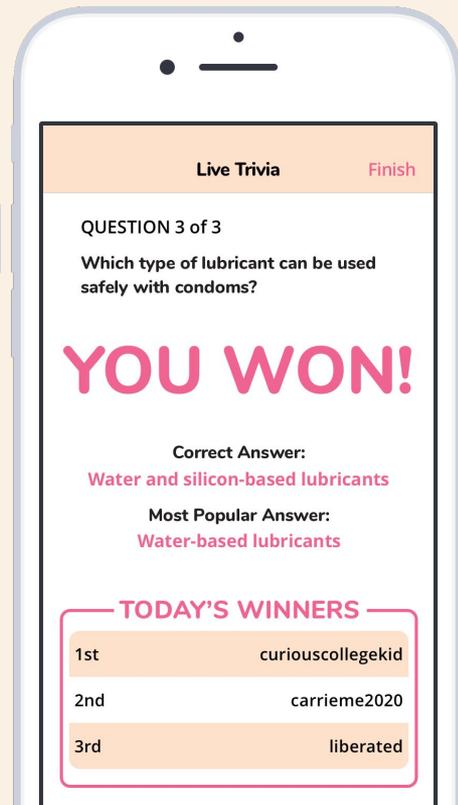
Timed Questions



Discuss Wrong Answers



Be the Best



## Zeke's Scenario

Zeke caught oral gonorrhoea.

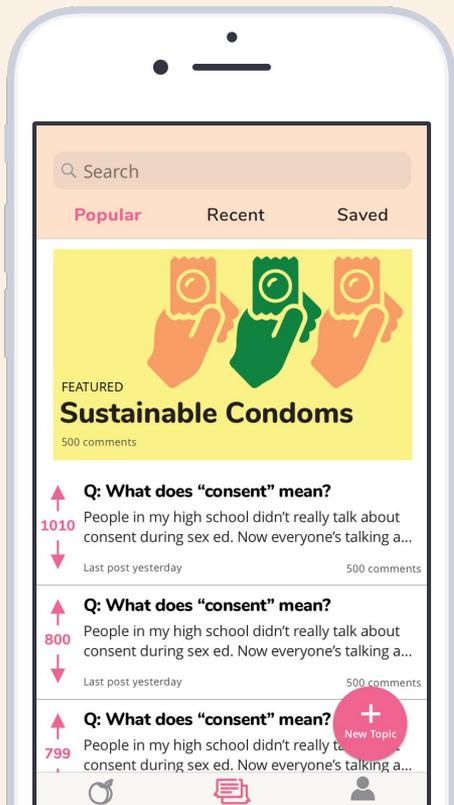
He wants to know what to do, but wants to avoid information overload.

He downloaded Smash Trivia last month and knows the app has an anonymous forum for discussing sexual health.



# Community Forum

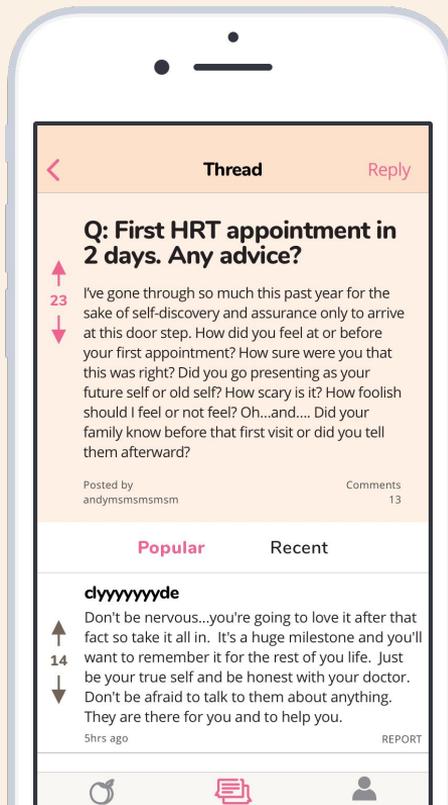
Forum Home



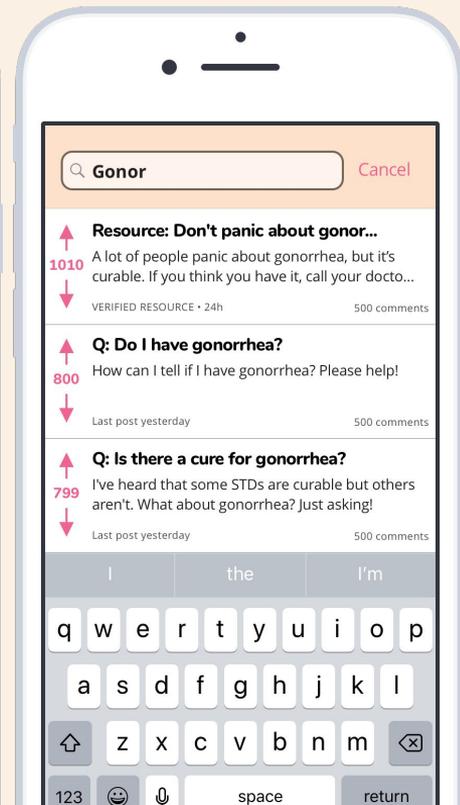
Submit New Topics



Discuss Issues



Search



# Product Demo

<https://invis.io/2SQ53QPFGXN>

# User Testing

2 moderated rounds  
1 round of contextual inquiry  
4 participants each round

*“Oh yeah, a leaderboard!  
I gotta beat these guys.”*

*“The forum thing is dope.”*

*“I would do the daily trivia  
because most people are  
interested in this topic.”*

*“I like the colors a lot.”*

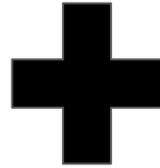
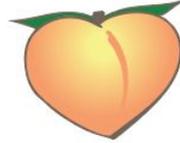
75% of users  
reported the app to  
**be intuitive and**  
**pleasant to use**

100% of our users  
would like to use  
**Smash! Trivia**

# Strategic Partnership

# **SMASH!**

**SEX ED TRIVIA**



# YouTube Influencers

The YouTube Generation Study:

Six out of every ten subscribers would take buying advice from their favorite YouTuber over a TV or movie personality.



**lacigreen** ✓

1,466,207 subscribers



**Hannah Witton**

522,285 subscribers



**sexplanations**

640,761 subscribers



**Ash Hardell**

591,032 subscribers



**Jackson Bird**

62,593 subscribers

## Why Smash Trivia?

Integrate YouTube content into live trivia to promote TV + Original Series among college students.

Encourage real information exchange and positive online discourse through the use of a moderated forum.



<https://www.youtube.com/watch?v=ISDB6WyPFI>

# Next Steps

Incentive development

Live Influencer Video Host

Audio & Language Options

In-app purchases & increased gamification

Themed trivia

Forum categories

Emoji reactions