Increasing student engagement among middle school students with sex-ed-through-storytelling app
OVERVIEW

• Introduction
• Real Talk overview
• Try it out!
• Sky’s the limit
Introduction

8\textsuperscript{th} grade \rightarrow 2 \times \rightarrow 9\textsuperscript{th} grade
No comprehensive sex ed
Real Talk overview

**Human-centered design process**

**Inspiration**
- I have a design challenge.
- How do I get started?
- How do I conduct an interview?
- How do I stay human-centered?

**Ideation**
- I have an opportunity for design.
- How do I interpret what I’ve learned?
- How do I turn my insights into tangible ideas?
- How do I make a prototype?

**Implementation**
- I have an innovative solution.
- How do I make my concept real?
- How do I assess if it’s working?
- How do I plan for sustainability?
INSPIRATION: Traditional sex ed is...

• Boring
• Awkward
• One-size-fits-all
• Heteronormative
INSPIRATION: Sex ed on a smartphone would be more...

- Fun
- Convenient
- Private
- Personalized
INSPIRATION: Lessons learned

• Stories >>> facts
• Students will read content if presented in a text message-like format
• Students want to know that they’re not alone
IDEATION

VIDEO GAME

AVATAR

SNAPCHAT VIDEOS

TEXT CONVERSATIONS
IMPLEMENTATION

• Crowdsourced stories
• Screened and curated
• Teen-approved
IMPLEMENTATION

- Text message format
- Relevant topics: relationships, bullying, puberty
IMPLEMENTATION

• Stories align with National Sexuality Education Standards

• Links to high-quality sex ed content
IMPLEMENTATION

• Search

• Data-driven content
“Real Talk helps me know how other people like me handle situations that I don’t want to talk about with my parents.”

-Shamion, 14
User testing results with web prototype

- Number of users: 167
- Average user session: 2:13
- Stories read per visit: 3.76
- Percentage of users who clicked on links to high quality content: 9%
- Percentage of users who used the search bar: 11%
We released our beta on 9/22!

Now, we’re looking for teens to pilot test with us!
Try it out!

• In groups of 2-3, please identify someone with an iPhone.
• Follow the instructions on the handout.
• You have 10 minutes!
Sky’s the limit

- At your tables, discuss the questions in your stapled handout.
- Identify a note taker and a reporter.
- You have 15 minutes!
Sky’s the limit
Recommended resources
Contact us

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