

USER RESEARCH FEEDBACK

Insights taken from people ranging within the ages of 18-24 year olds:

- Region: Should have something like “Region of reference” since people using the app could be living temporarily in a different region from the one that the person identify him/herself (for example I’m from China, but I downloaded the app in NY, but I have some doubts that can be related to my culture)
- The games should be intended to increase knowledge, for example a customized Candy Crush that shows a video conveying sexual health information between every level.
- The “type of specialist” should include a “General” or “I don’t know” option.
- Add a timer on the chat and the “not emergency” chats should be time controlled (i.e finished) after 10 mins.
- We should have a configuration option to “allow to save chats on the cellphone” in case people want to check their saved conversations to review the advice.
- We should have the rating option after the conversation.
- Change the theme, colors, visuals etc.
- Conclusion: They would use the app. They feel their friends would too.

Insights taken from three people, ranging within the ages of 18-24 year olds from India:

- The app should have an interactive visual diagram about the male and female anatomy, which helps people understand it better.
- Some of them wanted to see reviews for specialists before talking to them.
- Language: Users should be able to chat in regional and local languages.
- Should be well designed and easy to use.
- Two of them felt there should be no sign up. Making an account should be optional. They would feel more comfortable using it then.

Insights taken from three people, ranging within the ages of 18-24 year olds from Turkey:

- We should add a screen for “My favorite specialists”. Once people find a good specialist, they said they would prefer directly texting these other than finding a new experts.
- One of the teenagers (16) recommended that it is better not to use “Free” on the very first screen. Since they already downloaded the application for free, there is no value to claim it again, he said.

- We might consider giving an option for a temporary chat, in which the conversation disappears after sometime. Some young people such as one of the teenager I talked (14) told me that she would be more comfortable when this option was given.
- Some people asked whether we'll have the same videos available on Youtube or are we creating the content by ourselves. They added that they prefer different content than available on the Internet, which would differentiate the app.
- We need to add "Other" option to Category section where people can write their specific problems. So if these problems are common, we can add a new category.
- They also emphasized that they wouldn't want to talk with an expert rated under 4. So we need to have a mechanism, which will let us know that the specialist has a ranking below 4, so that we can take an action.

23 year old female from the Philippines:

- Prefers the app over the peer-to-peer program because it is available whenever she needs and without people finding out
- If she has a question late at night for example, she would just use the app instead of waiting the next day to go to school. She wouldn't message the ambassador either
- She likes the fact that you can "trust" the specialist. Even if ambassadors get trained, the fact that they are still close to the same age makes her think that they are less trustworthy.

21 year old from Albany (computer science major, went to a large public high school):

- Likes that the specialist isn't someone familiar to her
- Likes that she gets to read a write-up and brief blurb about the specialist's background
- She has a tech background, so very much appreciates the efficiency that an app offers