

# *To Porn or Not to Porn*

## *Prototype results*

January 12, 2018  
Addis Ababa, Ethiopia

**Methodology and Samples:** For this prototype, we used a larger group discussion where participants between the age of 18-20 commented and reflected their ideas on each topics raised. Out of the 7 student participants, two were in high-school and five were in university.

Boys	5
Girls	2

# Prototype topics

## Body Crush GAMING

**LEVELS/ZONES**

**NOSE** "I smell something fishy"  
"How do you know? If she/he is not interested anymore?"

**LIPS** "I want to kiss her/him"  
"How do I kiss?"

**HANDS** "I want to hold his/her hand"  
"One of the earlier levels"

**BOOBS** "The woman I tried to touch his boob"  
"Should I ask her before I touch her Boob?"  
"What are the best?"

**BEHIND** "Should I grab her Butt?"  
"Is it okay for him to touch and there?"

**PRIVATE PARTS** "How Do I love it?"  
"What do I do?"  
"When is the right time?"

**BRAIN** "Why am I thinking about her/him?"  
"Something is flirty/ingling Is this normal?"

**EYES** "I keep staring"  
"I keep noticing his/her private part"  
"I like what I see... what now?"

**EARS** "All my friends are talking about sex"  
"Can hearing about different types of porn?"

**How it Works**

- Personalize Your Character
- 2 Components: Individual + Two players
- Individual**
  - Customize
  - Play by yourself- pass different levels
  - Start with the brain
  - Different Interaction
  - "Why am I thinking about him/her"
- Works like the Sims
- Scoring well/ Following Correct practices and passing Quiz at the End= Level up
- 2 players**
  - Using username ask a girl you like to play along
  - Unlock the "COUPLE" Version of Game.
  - Complete Zones together
  - "Do's & Don'ts" within Zones
  - Individual Section remains private

## University of Sex

### Tiko Sex time

**Sex University**

**Podcast Forum**

*How do two Guys have sex?*

**Messenger Chat Bot.**

**Questions? Talk to One of our Sexperts?**

Dr. Tewodros, Prof. Tigist, Genait

- The sex university provides authority and expertise to help you learn about sex and become an expert.
- Access all benefits from a university ,except privately and Conveniently (from your phone)
- Attend different digital /in- person classes from intro to advance.
- Talk to different "professors" whoever you want both older and experiential as well as young
- Pod casts available for those without phones or who just prefer audio.

## Lyrics of love

### Tiko Sex time

**Interpretation**

" My milkshake brings all the boys to the yard"  
" I can teach you but i have to Charge"

**Top 10 Love play list**

1 2 3 4

**Sexy Beat Competitions**

Learn About love and sex through music!

Kissing Oral sex Consent

- Learn about different sex topics while simultaneously learning the lyrics of your favorite songs.
- Access different song interpretations
- create different love themed play-lists and share with friends
- Karaoke
- Sexy beats competition - winner gets cash prize.

## Tiko Explore Sex GPS

**GPS**

- psychoogy od sex
- positions
- Healthy sex
- Technique
- intimacy
- Life stories
- Q & A

**TE Experts**

- Trained (learning opportunity)
- Tiko Miles (earning opportunity) for all Q & A (ranked by Rafiki)

**Holographic Format**

- personal content delivered by TE Experts
- Graded content to be unbooked

**PARADISIE**

# Body Crush; The Game

What do you like about this idea?

- Game is a fun way to learn where you can enjoy and learn at the same time
- Points(rewards) that you can actually redeem like cash is, fantastic!
- Levels opening with age – is awesome
- I can play it with my girlfriend

What could we add or remove from this prototype to improve?

- Integration with telegram

What Game would you think of this as?

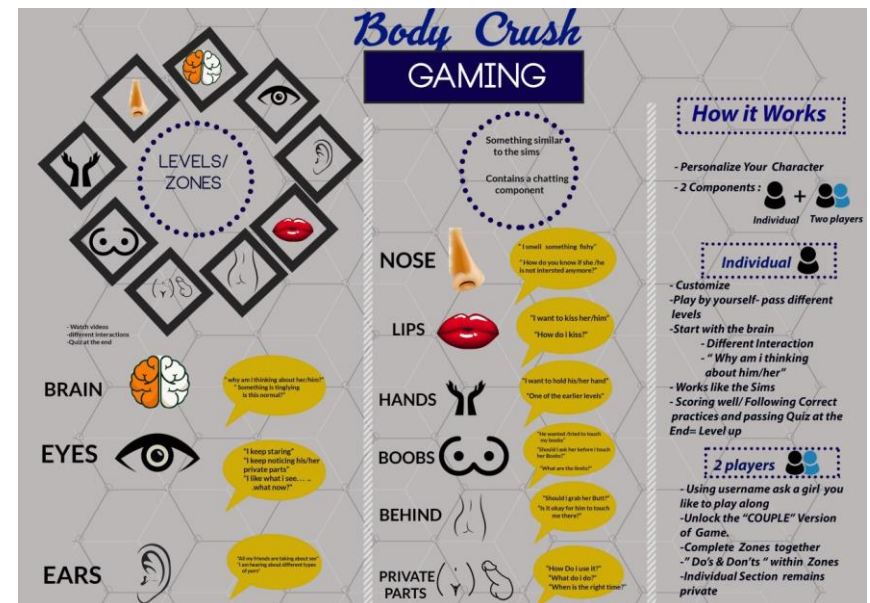
- The sims

Average rating to this idea?

4/5

What did you not like about this idea?

- I can't play it with my family
- Not acceptable for religious Ethiopians
- Addictive
- I can't play it with my friends
- Can the game pass over knowledge to youngsters?
- Not everyone play games
- I can't play if it's only playable online



# University of Sex; Sex professors

What do you like about this idea?

- Experienced professionals talking to you about sex-life is awesome
- Points(rewards) that you can actually redeem like cash is again, fantastic!
- I can always go back and get detailed advice to improve my sex life from a real person

What could we add or remove from this prototype to improve?

- Integration with a messenger/telegram bot

Who would you go to?

- Senait, because she's near my age and is easy to talk to

Average rating to this idea?

5/5

What did you not like about this idea?

- I don't feel comfortable speaking to a third person about my sex life
- Not acceptable for religious Ethiopians
- Confidentiality
- Community & Culture doesn't accept it



# Tiko Explore; Sex GPS

What do you like about this idea?

- Globally accepted paths and advices to follow on your sex life is awesome
- Points(rewards) that you can actually redeem like cash is again, fantastic!

What did you not like about this idea?

- Most people don't get what a GPS is, so it may not catch fast

What could we add or remove from this prototype to improve?

- Integration with a messenger/telegram bot

Who would you go to?

- Senait, because she's near my age and is easy to talk to

Average rating to this idea?

4/5



# Lyrics of Love

What do you like about this idea?

- Music lovers will enjoy it

What did you not like about this idea?

- Not everyone loves to sit and listen music including me
- I only listen to the beat and the rhythm and not the lyrics

What could we add or remove from this prototype to improve?

- Integration with a telegram

Average rating to this idea?

1/5



Best of all



1. University of sex
2. Game and GPS together
3. Game

Best format



1. Telegram integration
2. Phone application
3. Website

Consolidation



1. University of Sex + Telegram Bot + GPS
2. Game + GPS
3. University of Sex + Telegram Bot

Must haves



1. Telegram integration

Nice to have



1. GPS