TRIGGERISE

To Porn, Or Not To Porn? That Is The Question: Addressing the Lack of Comprehensive Sexual Education in Ethiopia

Project Duration: November 1, 2017 - January 31, 2018

Report on Objectives 1 and 2

Project Background

On November 1, 2017, PSI-Europe awarded Triggerise with a Share-Net International-funded grant to create a digital sexual education product. Citing Share-Net International-funded research on how insufficient comprehensive sexuality education (CSE) in Ethiopia results in youth consulting pornography, Triggerise sought to use the insights behind the ubiquity of porn to deliver on two objectives:

1) Establish the current trajectory of learning on sexual behaviour; and
2) Provide relevant solutions offering more positive adolescent sexual education engagement.

Over the last three months, Triggerise used a human-centred design methodology to establish the trajectory of Ethiopian adolescent sexual learning, synthesize insights, and prototype digital solutions that address gaps in adolescent sexual knowledge.

This report highlights key project results, Objective 1 and 2 deliverables, and our design process.

Objective 1: Trajectory of Adolescent Sexual Learning

*The completed Objective 1 deliverable - the trajectory as well as detailed research findings - is attached to this report as **Annex 1**. PSI-Europe and Share-Net are free to publicise it.*

To establish a trajectory of Ethiopian sexual learning, Triggerise began human centred market research in month 1. Our Global Marketing Director, an expert on extracting insights from qualitative research, traveled to Addis Ababa, Ethiopia with our Ethiopia Market Lead. For a week, they conducted focus groups with the support of Triggerise's Ethiopia Operations Lead and three youth researchers. The youth researchers translated interviews, facilitated interviews, and recruited participants. We interviewed a total of 25 adolescents - eight girls, 11 boys, and three two-person couples. To maximize insights from adolescent porn consumption, we exclusively interviewed adolescents who used porn at least once in the past six months.

Users* of Porn		
Girls	Boys	Couples
8 Addis	11 Addis	6 Addis
18-20	18-20	18-20

Research Respondents By Type

We asked a variety of questions that focused on sex, relationships, love, intimacy, and porn consumption (leading with less-sensitive questions to build rapport and later asking about more sensitive topics).

Some of our most notable insights include:

1) Porn is by far the most common way to learn about sex. Respondents did not learn about sex at school (unless from a classmate who showed them a video) or from parents (who are uncomfortable speaking about sex);
2) Youth are aware of the fakeness of porn and how it sets unrealistic expectations for them (particularly for girls);
3) Phones provide private channels for accessing content;
4) As a learning tool, porn offers various roles for gender and age groups. For boys, porn provides more than just learning opportunities - it provides access to satisfaction and entertainment in private. Functionally, porn is almost free to access, and in a low-resourced world, this is a significant hook. For girls, porn is a way to make sure their boyfriends are going to stay - or in a respondent's words, "a way to avoid rejection."
5) Youth start learning about sex - through porn - at around age 12.

The trajectory we developed is on slide 25 of Annex 1.

Objective 2: Digital solutions offering positive adolescent sexual education engagement.

Photos of prototypes and Triggerise Ethiopia's Prototype Report Card are included in Annex 2.

After synthesizing research insights and developing the sexual learning trajectory, we spent the next two months designing and testing digital prototypes.

First, we presented the trajectory and research to a diverse group of Triggerise staff in our Cape Town, South Africa office. Staff backgrounds included marketing, research, operations, data science, and software development. We selected diverse staff in order to land prototyping concepts from different perspectives. During a one-day workshop, we analysed our research,

brainstormed concepts, and landed four possible prototypes. We also collaborated with a local design agency to refine our ideas and presented them to Cape Town youth. We prototyped platforms (or channels) rather than content, since much of the content we need has already been produced. (For example, instead of producing a video, we would prototype ways to "unlock" or innovative ways to watch a video.)

The four concepts we developed include:

1) Foreplay to Win (A Sexual Education Game)

Tapping into the insights that youth use their phones to learn about sex at age 12, we designed a sexual education game. In Foreplay to Win, users unlock levels based on their age and win bonus content, videos, and reward points when they perform well on quizzes. Couples may play together, as the game guides them through their sexual relationship. We also incorporated a sexy anatomy lesson (which we called Body Crush), in which users learn different body parts and how they relate to pleasure and sex (in contrast to school's dry anatomy lessons).

2) Tiko Explore Sex GPS

The Sex GPS fit with one of Triggerise's existing products - Tiko Explore, a membership program that helps adolescents navigate through SRH offers. The Sex GPS concept is similar - if a user has a "destination," the Sex GPS points them in the right direction.

3) University of Sex

Unlike the Sex GPS which helps users get to where they want to go, the University of Sex has an authoritative framing. Users can chat to "professors" who are experts on sex as well as a chatbot that provides 24/7 support. We tested different professor profiles - older women, older men, and sexually experienced students. Users may also access online courses or content that straightforwardly provides need-to-know information.

4) Lyrics of Love

Songs frequently have references to sex. Lyrics of Love uses music as a jumping off point for sexual education. An app on a user's phone allows them to scroll through different songs and read or listen to what the lyrics really mean. Or users look through sex references and listen to or read about relevant songs.

Prototyping Results

We tested paper-based mockups of all prototypes to avoid the expense of creating a digital version of something untested. The Triggerise Ethiopia team led prototype testing, with the support of several youth designers. They prototyped these concepts over one full day with seven users - five boys and two girls (in high school and university).

The most popular prototype was the University of Sex. Users wanted to speak to someone who could answer their questions with authority and who had the education necessary to do so. They also liked the prospect of interacting with a real person. The professor profile they most related to was Senait - the sexually experienced student. Our Ethiopia team also speculates that the university is appealing because it's aspirational - youth who may not get the chance to attend university may still have the opportunity to learn from a digital one. Users strongly encouraged us to integrate the University of Sex with Telegram, one of the most popular messaging apps in Ethiopia.

The next most popular prototype was Foreplay to Win. Users found this idea fun and were excited by the prospect of winning virtual rewards. Several said they would play with their partners. However, some users said they would not play due to religious reasons or because they did not have internet access (though it would be possible to develop an offline game).

The Sex GPS and Lyrics of Love ideas were less interesting to users. Since few Ethiopians use GPS, the framing was not relevant. Similarly, since many users said that they either did not listen to music or only listened to the beat (rather than the lyrics), they did not find Lyrics of Love appealing.

Next Steps

Product Development
Triggerise has engaged an app developer to create a digital wireframe of the University of Sex, the most popular prototype. One of the options in the University of Sex - in addition to chatting with professors and accessing educational content - will be playing Foreplay to Win. (Users requested that we integrate the game with the app.) Once the app developer finalises the digital wireframe in the next two weeks, we will share it with PSI-Europe and Share-Net International.

Telegram Integration
Users requested that we integrate with the messaging app Telegram since they use it frequently. We are working on an integration, which should be complete in the next two months.

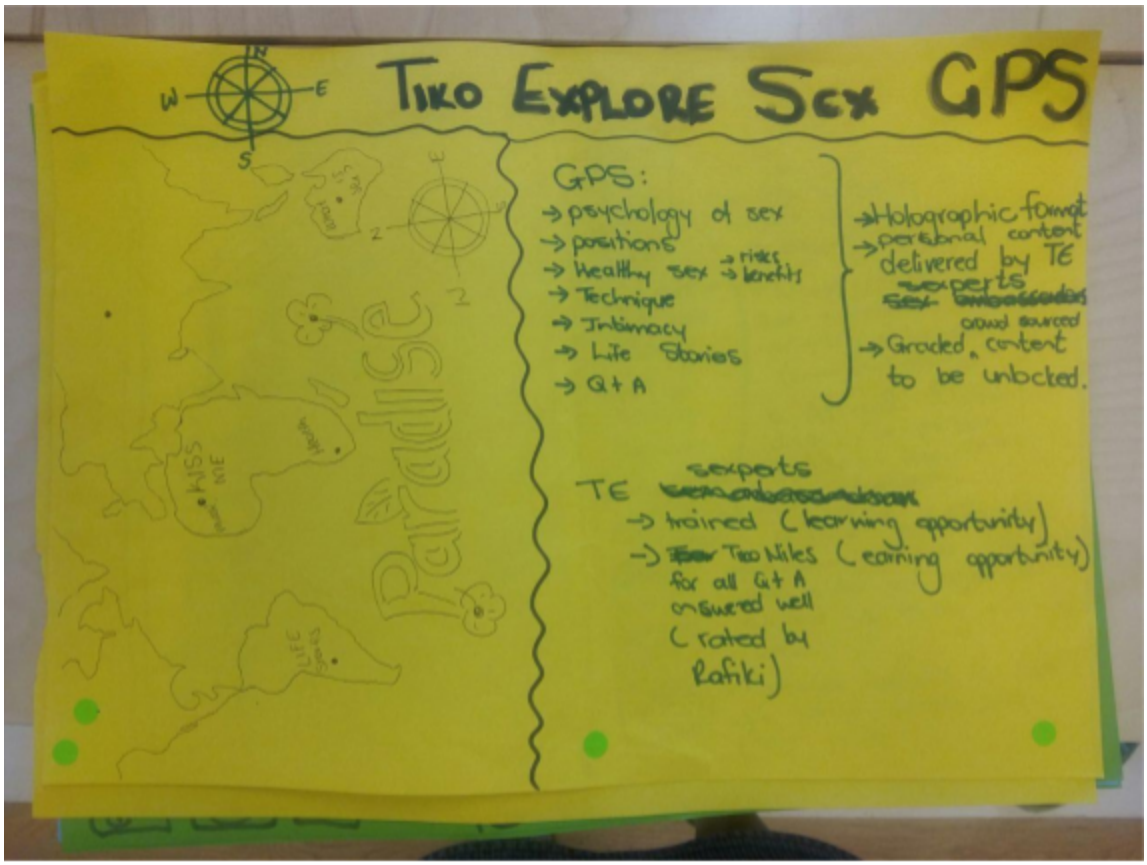
Triggerise Growth In Ethiopia
Triggerise has grown its Ethiopia network significantly since the beginning of this project. We are starting operations in the Afar region under the AGO project (funded by the Embassy of The Netherlands), which has a sexual education component. We will incorporate our digital prototype into that project. We are also partners on PSI Ethiopia's MULU project and have established partnerships with two large sexual and reproductive health service providers - Marie Stopes Ethiopia and Family Guidance Association Ethiopia. Once we launch our product, we will include linkages to service provision.

New Opportunities in Sexual Education

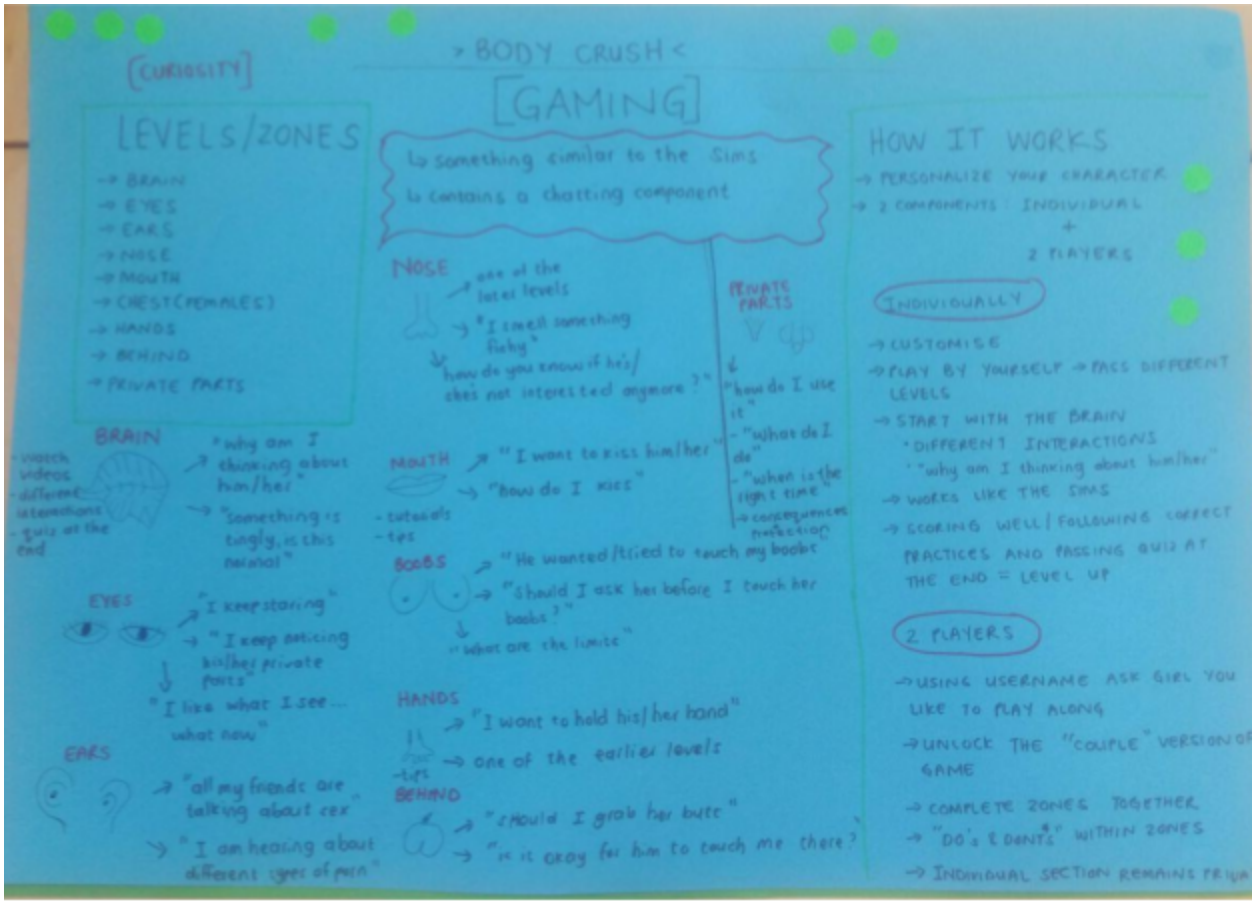
Several partners and donors have expressed interest in scaling our digital sexual education ambitions in other countries. We would use the product we have developed under this project as a basis for scale.

Annex 1: See the attached document titled “Knowing Rafiki in Ethiopia.”

Annex 2: Below are photos of the concepts we originally developed during our synthesis workshop at Triggerise’s office in Cape Town, South Africa. Please also consult the attached Prototype Report Card.

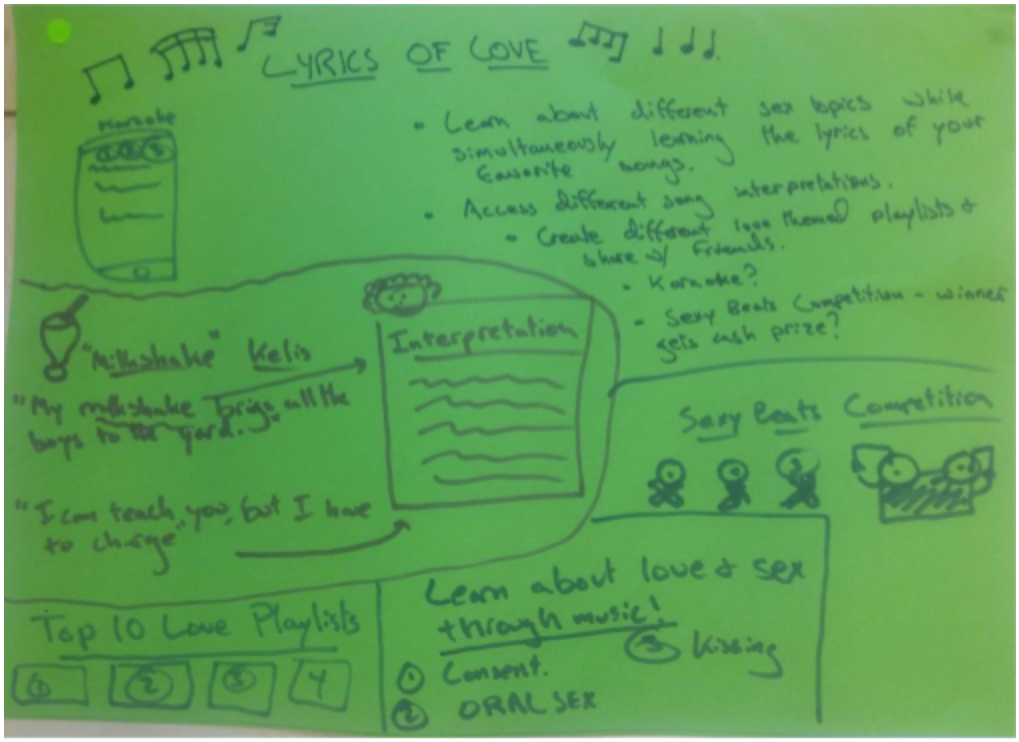


Original concept behind Tiko Explore GPS.



Body Crush (Original Game Concept)

University of Sex (Original Concept)



Lyrics of Love (Original Concept)