



DigiEduHack Solution

Lima - 28h Desafía tu mente

Challenge: Lima - 28h Desafía tu mente
Challenge 2020

EduSex

Young generations learning by playing daily adventures in Edusex

EduSex is a game based on everyday stories according to the age range of the player. In a playful way children and teenagers learn about Comprehensive Sex Education (CSE). I play, I have fun and I learn!

Team: Believe

Team members

Lucía Corilla, Sergio Farfán, Nidia Quintana, Carla Rojas, Carlos Rojas

Members roles and background

We are four students and one professor from **Peru**. Lucía and Nidia are students of **Communication in Advertising**, Sergio is a student of **Marketing Communication**; Carla is a student of **Interior Design** and Carlos studied **Industrial Engineer** and teaches Thesis of Industrial Engineer class.

We are a **multidisciplinary team** where we have **carried out** the work according to our **abilities**. Carlos was in charge of consolidating and **guiding us** in the solution so that it is **feasible** and **sustainable**. Carla, Nidia and Lucía developed the **prototype** and **design** of the game. Sergio was in charge of the **audiovisual** part. All **together** we contributed ideas that were **complemented to consolidate** the **final proposal**.

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Solution Details

Solution description

EduSex **goal** is to **educate through playing**. It is a game of **daily adventures** related to Comprehensive Sex Education (**CSE**) that changes the content and motivation of the game according to the age of the players and the geographic regions where they live. The **target game** is to **educate users** about all the topics covered by CSE, guiding them in their psychological and physical development. However, the **users will not realize that they are learning**. They will **experience** similar **scenarios** related to their **daily life** that will make them feel curious about the game. Despite being educational, we give equal importance to **gamification** as it is a **fundamental point** to hook up users.

The avatar used for the prototype is Ketnipz created by the illustrator Harry Hambley. We chose Ketnipz as the avatar prototype because he goes through daily scenarios just like we want our avatar to experience. For this initial part we developed the illustrations and prototype APP with his work but for the real game we will create our own avatar.

The **message given to a 7 years old is different than to a teenager**. That's why in each age different topics are covered whereas the user grows up, they unlock new stages and levels. The game is divided into **20 stages** where each stage has **more than 100 levels** explaining different moments of the avatar's daily life through **videos with interactive audios**. When a certain level is reached depending on the stage, more stages are unlocked without having to complete all the levels. "**Hearts**", prizes, clothing, skills and keys are **awarded** as the game progresses to **generate satisfaction** in users. The game can be **downloaded on any mobile device and computer**. As well, you can **play without having connectivity**. Connectivity is only needed to download the APP, not to play it. This factor is important since many young people have signal difficulties and low connectivity problems in countries like Peru.

The **content** of the **adventures and data** is worked with **experts** in psychology, sexology, education, illustrators and communicators. The intention is that the content and the graphic designs work together to create a **unique adventure game** where they have fun while learning.

Check out our **prototype** version of EduSex at the end of the blog in the "**Links**" section.

Solution context

In accordance with Sustainable Development Goal 4 (**SDG 4**) of the United Nations, which deals with **quality education**, the goal is to "ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all". Under this objective, **we focus on the challenge of teaching CSE to young people at different ages and situations** in their lives with gamification and not the classic way of teaching.

The **change** that as a team we want to achieve is to **provide access to a complete and indispensable education** to which every human being has the right. Today, quality education is based on teaching young people with academic training and skills relevant to their economic development, but **teaching must also focus** on providing knowledge and skills related to their **physical, psychological and emotional well-being**. In this way, a quality education **must include** as its essence a **basic plan** where **CSE classes are offered**. Not teaching CSE generates that young people expose themselves to serious risks to their health, their lives and not being able to

respond to their basic needs and rights as individuals. CSE goes beyond the reproductive, it **contributes** to the development of **identity, affectivity, expressiveness, and provides competencies and skills for life and knowledge about their bodies, emotions and health**. These issues shape their social development where young people should manage to be able to make informed and thoughtful decisions that are part of them throughout their lives. Therefore, **CSE is necessary in everyone's life**.

Beyond diverse cultures, **parents and teachers** are generally **unprepared to address these issues** with young people. Beliefs and taboos create walls between society. The **consequences** are that children and teenagers get information from **unreliable sources** and **not taking good care** of themselves. This is a very frequent reality in Latin America. That is why **EduSex is not only a game**, but it also becomes a **learning tool for everyone**.

Solution target group

The **target users** of the solution are **children** and **teenagers** of elementary school, high school and university, in a range of **6 to 20 years old**. Our users like to spend their free time playing alone or with friends, they show a **preference towards video games** on mobile devices and laptops. They are active, dynamic people and curious to learn about topics that interest them. They **easily adapt** to platforms; they are based on **intuitive learning**. In addition, **in this part of their lives they initiate important physical and emotional changes**. This is why talking about CSE is important to their development.

The stages of the target range are:

- Second childhood - 6 to 12 years old
- Pre adolescence - 12 to 14 years old
- Adolescence - 14 to 18 years old
- Late adolescence - 18 to 20 years old

The **secondary target** in a long term are all the people interested in ESI. In the **2nd phase of the project, adventures will be offered for all ages, according to life stages**. Regardless of age, adults also like to play games and learn new topics.

There is no age to learn, you just need motivation and initiative as we provide in EduSex.

Solution impact

Our **direct impact** is that people of all ages can **learn about CSE** without realizing that they are learning and EduSex becomes one of their **favorite games**. The **indirectly impact** intends that **taboos**, stereotypes and statistical data related to sexuality, pregnancies and lack of information about CSE **don't exist** and that we can all **speak openly and naturally about CSE** issues such as consent, body parts, sexual identities, menstruation, contraception methods, feelings and many more.

The Edusex game will **measure** the user experience through **periodic surveys** that are part of the game and by **storing relevant data** that can be **shared** with **educational organizations and government entities** like United Nations.

The **benefits and impacts** for game owners will be social, economic and cultural. Socially, by **improving people's quality of life**, economically, partnerships and sponsors finance the APP and allow the **game to continue developing**, and culturally, the **taboos** related to CSE in the **world** are gradually **put aside**.

Solution tweet text

EduSex is an adventure game that simulates daily life experiences according to your age to teach different topics of CSE. You get a lot of rewards and "hearts" to personalize your avatar. Without you realize it the adventures are related to CSE to make you learn by playing.

Solution innovativeness

Did you ever play Angry Birds? Pou? Minecraft? Pet Society? Have a Tamagotchi? EduSex is something like that but **looking to the future**, and with a lot of **learning about CSE**, so it is not like "I'm having a lesson of how my body and mind works", it's: I'm playing and **unconsciously** I'm **learning about how my body and mind works**. This is **why EduSex is so different and original**. We encourage them to say: I am going to play EduSex meanwhile I study, instead of I have to study about Sex Education in Edusex. **They will play because they want to, not because they have to**.

On the other hand, the application has a particular and **attractive design** that will allow users to engage because they have different options from personalization, surveys to levels that allow a better visual presentation.

The application also has a **help button**, but how does it work? We know children and teenagers have particular problems that it's better to talk with an expert about it. This is why this button called "**SOS button**" will provide contact information of Associations that aim to help children and teenagers in different issues that they require, depending on the geographical area where they live. This button works as an **extra tool** to our target to let them know who to talk with and bring them reliable sources. As well, there are a lot of Associations willing to help all around the world but due to the lack of information teenagers and kids don't contact them. In this way it's a **collaborative teamwork** between users, partnerships and society for developing a **better community**.

Solution transferability

EduSex can be used as a game in **other educational contexts**, the **topics** it addresses can be used in **Human Anatomy, Psychology, Philosophy and other subjects**. In addition, the game can be used in **sex education workshops**, reinforcing values in health organizations, and the welfare of people that are offered to the community.

EduSex, considers adventures of your avatar in various **geographical regions of the world** that corresponds to the cultural context. The game allows you to adapt to different global cultures like English, Peruvian, French, Dutch, Japanese and more. The project considers progress in stages and the options for **cultural diversity** increase as it progresses.

The use of the game in **different languages** is also considered within the cultural context. The number of languages will increase based on the progress of the project. It is planned to consider the use of **typical expressions** of each region for a better **identification** of the player with the avatar.

Likewise, the game is **inclusive** as it could be use by users with **sensory and intellectual disabilities**. In the case of **auditory sensory disability**, the users can activate the subtitle button

to have knowledge of the audio used by the game. People with **visual disabilities** also have a button that reads them the adventures and options of the game in such a way that without seeing the screen, the player can interact. In the case of **intellectual disability**, the adventures of the game will adapt for their different process of learning with the consulting of experts on this fields.

EduSex can even be an **inspiration** for another games to develop soft skills applied in the **business sector**. Another games could be created with the same criteria that EduSex uses to get to the users and teach them by playing with their daily scenarios.

Solution sustainability

We contemplate access to **quality education** making this project sustainable by offering an improvement in the quality of life, health and education among young people as the main public and the community in general as a secondary public.

Short term:

The sustainability of EduSex in the **social dimension** occurs through keep updating and creating **new stories** of the avatar when creating new levels in the game. The increase in levels is periodic in order to guarantee the objectives and the positive impact of the game. Therefore, maintaining the interest of the players and the increase in the number of users.

Medium term:

Updating and creating adventures for the platform worldwilde to improve the personalization of the users experiences. The algorithm will evaluate how many users, divided by **geographical regions**, play EduSex to give more levels and updates to the ones that are more active in the game.

Long term:

Negotiation strategies are planned for the use of the game in **schools** as part of the **class material** in some courses.

In the **economic dimension**, an initial investment of approximately **US \$ 30,000** is contemplated, which includes:

- the development of content by **experts** (psychologists, educators and designers)
- the development of the platform and technological support, with specialists in **programming**
- the storage or **hosting** of the game

EduSex is based by a **multidisciplinary team of experts:**

- The technical team to meet the requirements of the game and operating **algorithms**
- The **design team** for the creation of the avatar's adventures with **experts** in psychology, sexology, education, illustrators, designers and communicators
- The **sponsors** that provides the financial support as EduSex is a Free APP and a free Website

- Organizations and entities related to CSE, education and human rights

Finally, as a key part of sustainability, it is planned to use **sponsors to finance the game** through in-game advertising. These sponsors will be companies related to the field of health, sexual education, education and products within humancare.

Solution team work

In "**Believe**" we were highly organized as a team. We worked based on the agile methodology, specifically the scrum method. First, we **determined a goal and vision for the project**. Secondly, we determined a list of **tasks** (backlog) and ranked them in order of priority. Third, based on the abilities of each team member, we committed ourselves to the tasks and the estimated time it would take to complete them. Finally, **working with acceptance criteria** and **connected remotely** allowed us to quickly iterate the advances and in that way **achieve the expected results**. The current members of "Believe" would agree to **work together in the future**.