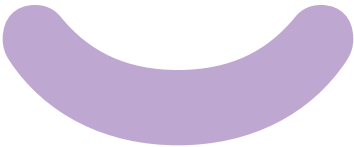


boink



safe. responsible. fun.

thesis statement (;

Create a brand that allows a **safe** and **comfortable** digital and physical space for learning about sex and testing for STIs without shame.



objective

The objective of this thesis project is to **destigmatize** sex culture and **raise awareness** for sexual wellness. A lot of students don't get enough sex ed before coming to college. It is usually seen as a taboo topic, therefore not talked about enough. I want to create a space for **open discussion and education** for college students.

research approach (;

1 literature review

reading scholarly articles on sex culture, wellness, and education

2 media scan

looking into online resources already available to the public

3 survey

to understand how people think, feel, and act when it comes to sexual health

“The state of sexual health services at U.S. Colleges and Universities”

Habel, Melissa A et al. “The state of sexual health services at U.S. Colleges and Universities.” Journal of American college health : J of ACH vol. 66,4 (2018): 259-268. doi:10.1080/07448481.2018.1431896

stats

70.6% of colleges reported having a **health center**

Condoms were available on **66.8%** of campuses.

73.0% offered **STI diagnosis/treatment** (4 years vs. 2 years; **77.9% vs. 53.1%**)

quotes

“2-year colleges may require additional support with providing sexual health care.”

“Improvements could entail increasing express testing, extra-genital STI testing, and LARC.”

“Public opinion about condoms for HIV and STD prevention: a Midwestern state telephone survey”

Yarber, William L et al. “Public opinion about condoms for HIV and STD prevention: a Midwestern state telephone survey.” Perspectives on sexual and reproductive health vol. 37,3 (2005): 148-54. doi:10.1363/psrh.37.148.05

stats

77% of respondents strongly or somewhat agreed that instruction on correct condom use for **HIV and STD prevention** should be provided in public high schools

quotes

“Public opinion appears to support the provision of correct condom use”

“Schools should consider providing only medically accurate information about condoms”

Main Takeaways

2 year colleges have **less resources** for students

Most 4 year colleges have **health centers for students**

The public does believe students should have **proper sex education**

Competitors



Publishes journals about **sex education** and reproduction.



Works to **ensure rights are protected** and there are tools to protect ourselves.



media scan

Competitors



Provide **facts and data** to help educate people on different STIs.



Provide **comprehensive knowledge** on everything sex related.

Competitors

amaze

Animated videos
that give you
answers about
sex, your body
and relationships.

roman

Provide
treatment
for adults with
specific issues
(STIs included).

media scan





objective



roman

clinical

friendly

amaze

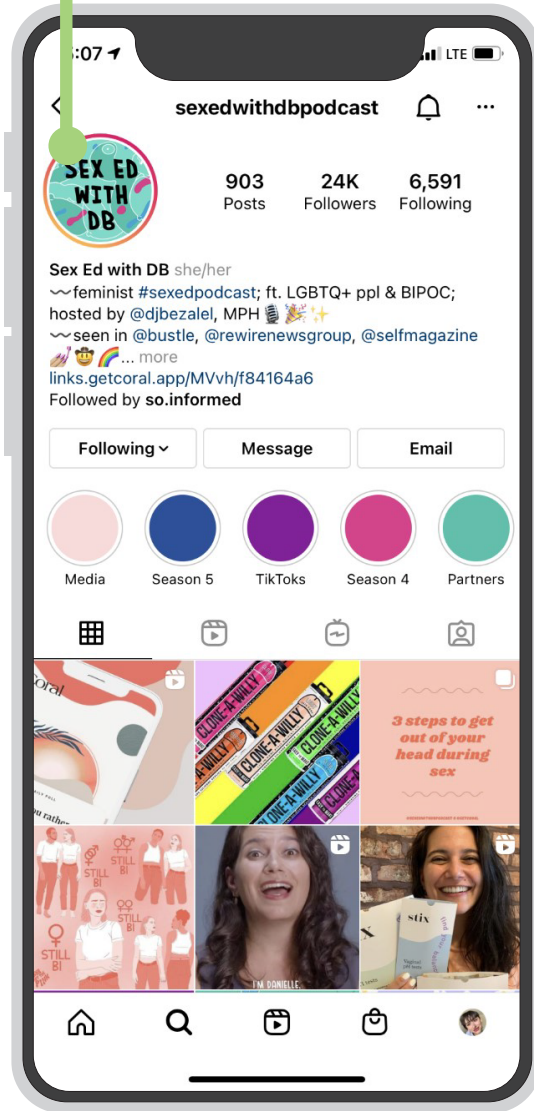
subjective

Design Thesis

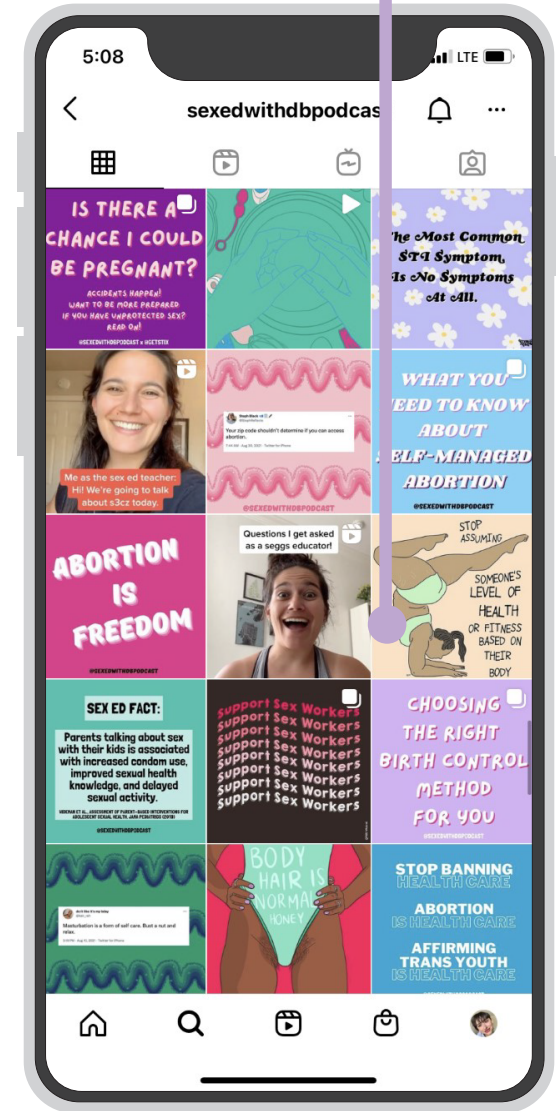
media scan ;

media scan

friendly



female oriented?





Main Takeaways

There are many brands out there to help educate about sex wellness, but there is **a gap to be filled.**

There is an opportunity on social media to **appeal to all genders.**

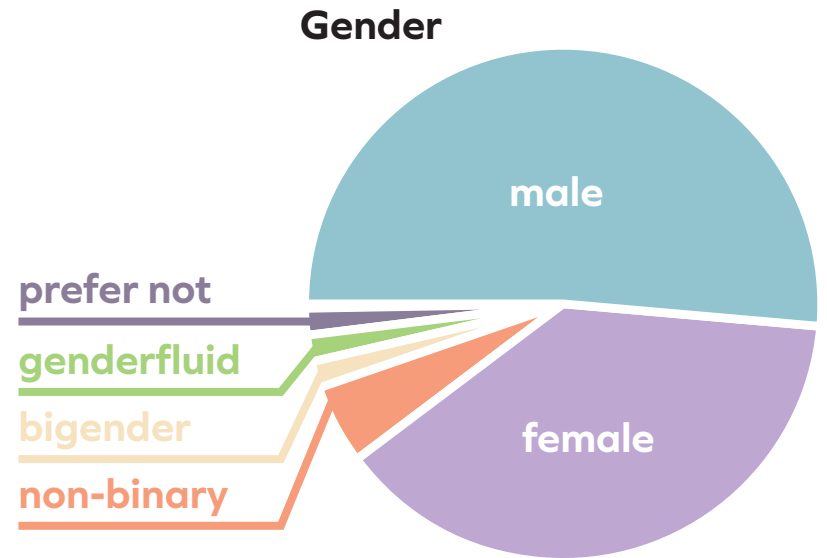
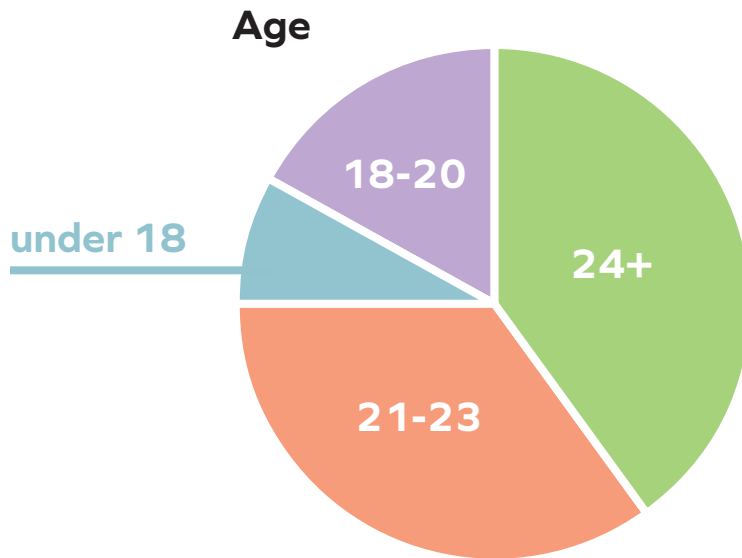
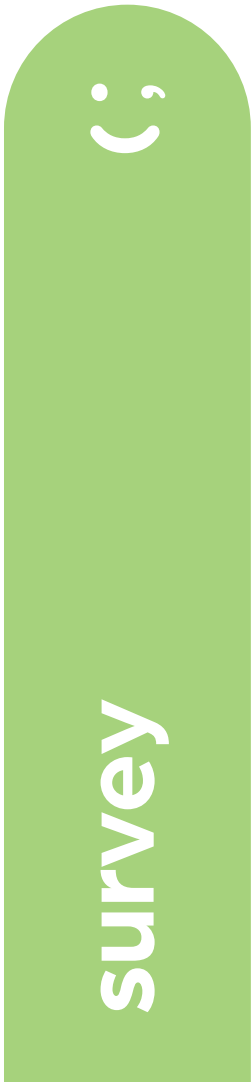


survey

Questions

1. Age
2. Gender
3. School/University
4. Who do you discuss sex with?
5. How do you feel when talking about sex?
6. Are you sexually active?
7. How often do you have sex?
8. Do you have multiple partners?
9. Have you been STI tested? If no, why not?
10. What measures do you and your partner(s) use to have safe sex?
11. Where have you learned about safe sex?
12. What resources do you use with regards to sexual health?

Demographics





survey

Questions

1. Age
2. Gender
3. School/University
4. Who do you discuss sex with?
5. **How do you feel when talking about sex?**
6. Are you sexually active?
7. How often do you have sex?
8. Do you have multiple partners?
9. Have you been STI tested? If no, why not?
10. What measures do you and your partner(s) use to have safe sex?
11. Where have you learned about safe sex?
12. What resources do you use with regards to sexual health?



amazing
ashamed
normal
awkward
uncomfortable
comfortable
nervous
confident



survey

Stats

60% of participants discuss sex with **friends**

60% of participants are **sexually active**

18.3% of participants have **multiple partners**

73% of those participants **have been tested**



survey

Stats

Only 41.7% of participants use **condoms**

25% of participants do **not use any safety measures** during sex

27% of those participants **have sex** multiple times a week



survey

Questions

1. Age
2. Gender
3. School/University
4. Who do you discuss sex with?
5. How do you feel when talking about sex?
6. Are you sexually active?
7. How often do you have sex?
8. Do you have multiple partners?
- 9. Have you been STI tested? If no, why not?**
10. What measures do you and your partner(s) use to have safe sex?
11. Where have you learned about safe sex?
12. What resources do you use with regards to sexual health?



Why don't you get tested?

“ Never had any problems and have a **single partner.** ”

“ I don't know how to ”

“ I'm safe and don't have **no symptoms** ”

“ I've always **used protection** and had a single stable partner ”

Why don't you get tested?

“ have only been with two partners,
and they were both clean* ”

“ This seems to be a purely **american**
thing. ”

“ issues with my **insurance** not keeping
medical info private with family ”

* why referred to as clean??



Main Takeaways

People are **uncomfortable** talking about sex.

Most people get information about sexual health from the **internet**.

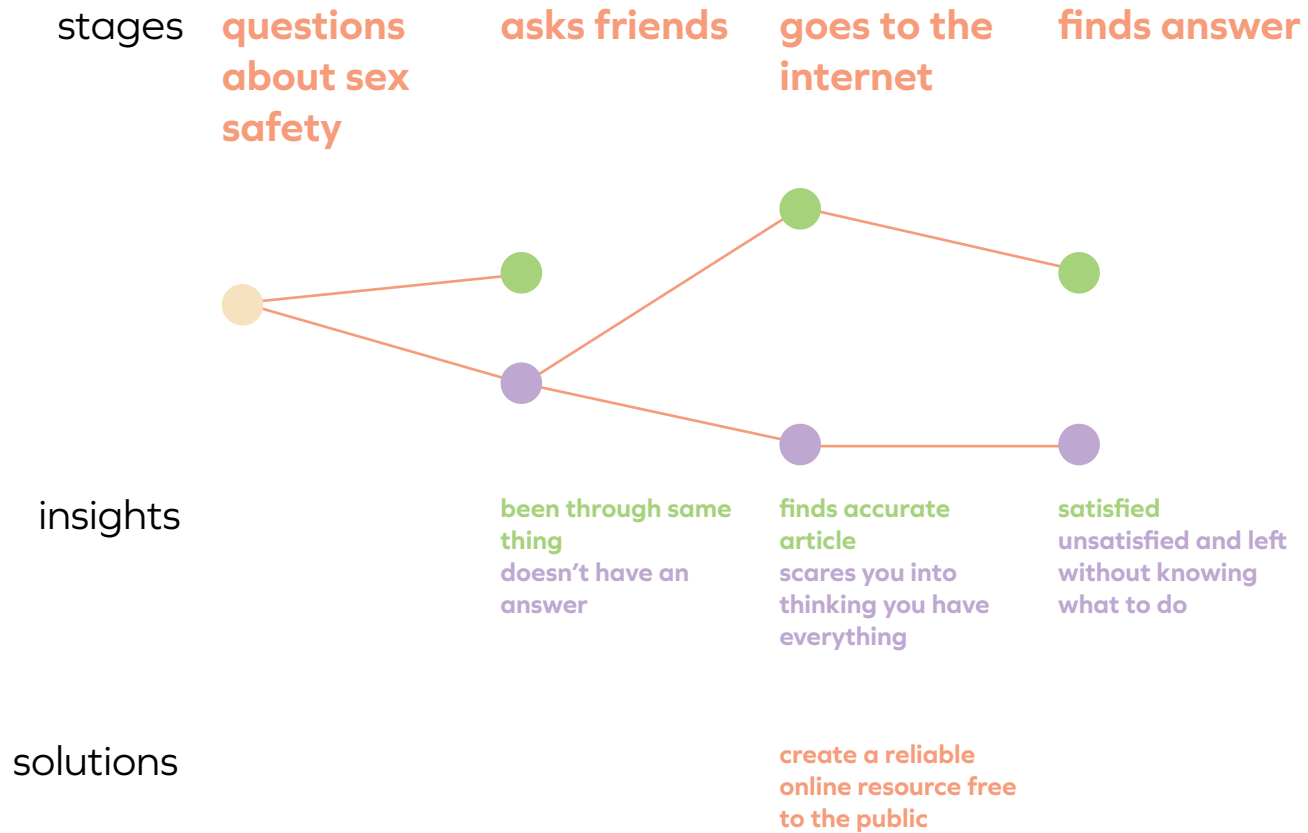
Some people **do not see the point** of getting tested even though they are sexually active.



survey

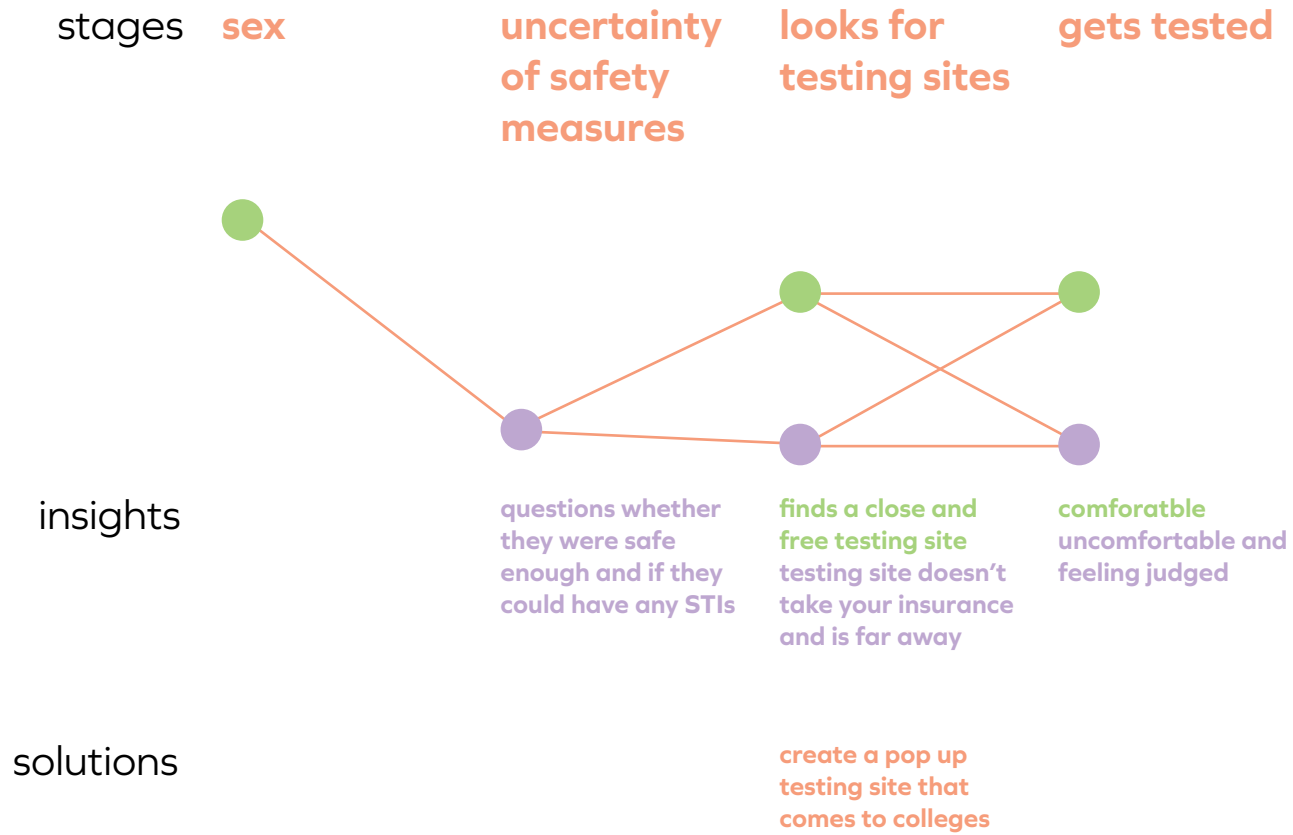
Journey Map - Sex Ed

journey map (;



Journey Map - STI Testing

journey map (;





principles

Trust

Information that is true and reliable.

Approachable

We are your friends and we're here for you!

Educational

Information that can be understood by any age.

Inclusive

We provide a safe space for everyone, no matter how you identify.

look & feel 1



look & feel 2 ;

The moodboard is divided into several sections:

- Top Left:** A light green background with the 'finding ground' logo and the text 'FUNCTIONAL NUTRITION' and 'RECOVERING PEACE IN A TOGETHER IN MIND-DRIVEN'.
- Top Center:** A collection of product packaging including boxes, a roll of paper, and bags, all featuring the 'LIFE GOES ON-' slogan and a stylized face logo.
- Top Right:** A yellow background with the word 'grounding' and various typographic treatments of the word 'DETAIL'.
- Middle Left:** A section titled 'calm' with six color swatches: CORAL, BLUSH, BUTTERSCOTCH, SMOKE, DUCK EGG, and EMERALD SEA.
- Middle Center:** A white background with the word 'reliable' and a line-art illustration of a human figure.
- Middle Right:** A yellow background with the word 'simple' and a grid of various typographic treatments for brand names like 'DESIGN STUDIO', 'CAFE', 'JRGANIC', 'COMPAANY', 'BAKERY', 'DESAIRGNH', 'GOOD', 'NATURE', 'SID', 'MODERN HOUSE', and 'BRANDING'.
- Bottom Left:** An illustration of a woman sitting at a desk with a laptop, a plant, and a window.
- Bottom Center:** A section titled 'mature' with more product packaging examples.

mark exploration (;

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mark exploration (;

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color variations (;



boink
safe. responsible. fun.

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safe. responsible. fun.

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safe. responsible. fun.

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safe. responsible. fun.

boink
safe. responsible. fun.

final mark ;

boink



safe. responsible. fun.

R: 146
G: 195
B: 206

R: 190
G: 168
B: 209

R: 166
G: 210
B: 125

R: 245
G: 225
B: 190

R: 247
G: 156
B: 122

como heavy

ABCDEFGHIJ **abcdefghi**
JKLMNOPQ **jklmnopq**
RSTUVWXYZ **rstuvwxyz**

arboria book

ABCDEFGHIJ abcdefghi
JKLMNOPQ jklmnopq
RSTUVWXYZ rstuvwxyz



final mark ;

mark variations (;

boink



safe. responsible. fun.

boink



boink



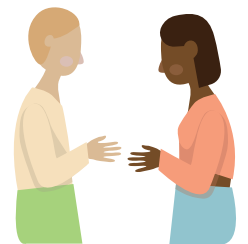
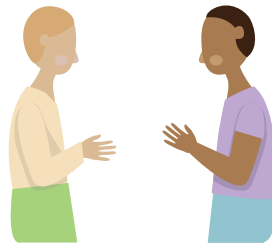
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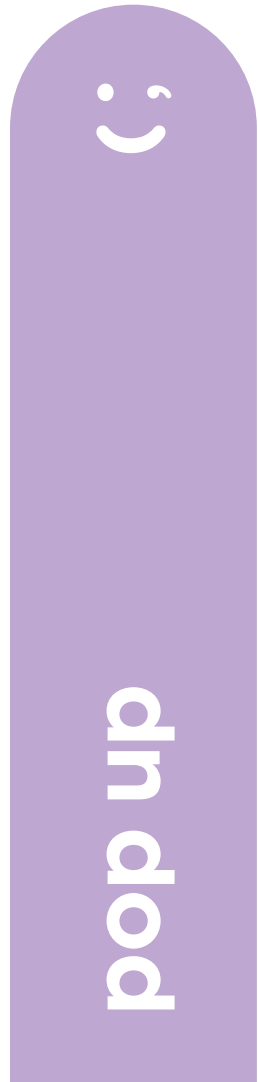


boink



illustration style (;





pop up panels (;

STIs

What are they?

Sexually transmitted infections are those that are spread through sexual contact.

How do you get tested?

You can get tested easily through our Boink app! All you have to do is order a testing kit and send it back.



pop up panels (;

Condoms

Where do you get them?
Drugstores, community health centers, doctor's offices, supermarkets, convenience stores, online

How effective are they?
85% at preventing pregnancy

Birth Control

What forms are there?
Pill, implant, IUD, shot, vaginal ring, patch, condom

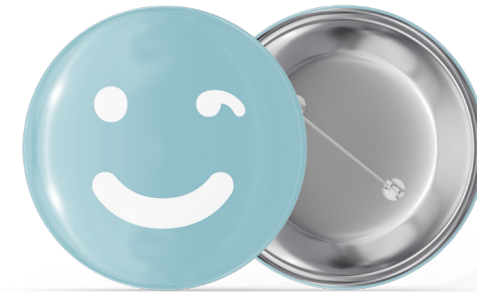
How do you get it?
Doctors' office, health clinic, Planned Parenthood

LGBTQ+

What types of sex is there?
Vaginal, oral, anal, fingering or hand jobs, dry humping, masturbation

How does your sexuality effect sex?
It may effect what types of sex you enjoy and prefer.

;)
 buttons



stickers ;)



test kit package

instructions



condom

glass urine jar

testing kit ;

kit instructions ;

Urine Test



Remove the glass jar from the kit package.

All you have to do is urinate in the jar and seal it back up.

Keep the jar refridgerated until you are able to send it to the lab.

Try to send it the same day you provide the urine sample.

Once it is sent, use the app to track the results. You should get a notification when the results are in.

Lab Info

Send the kit back to this location:

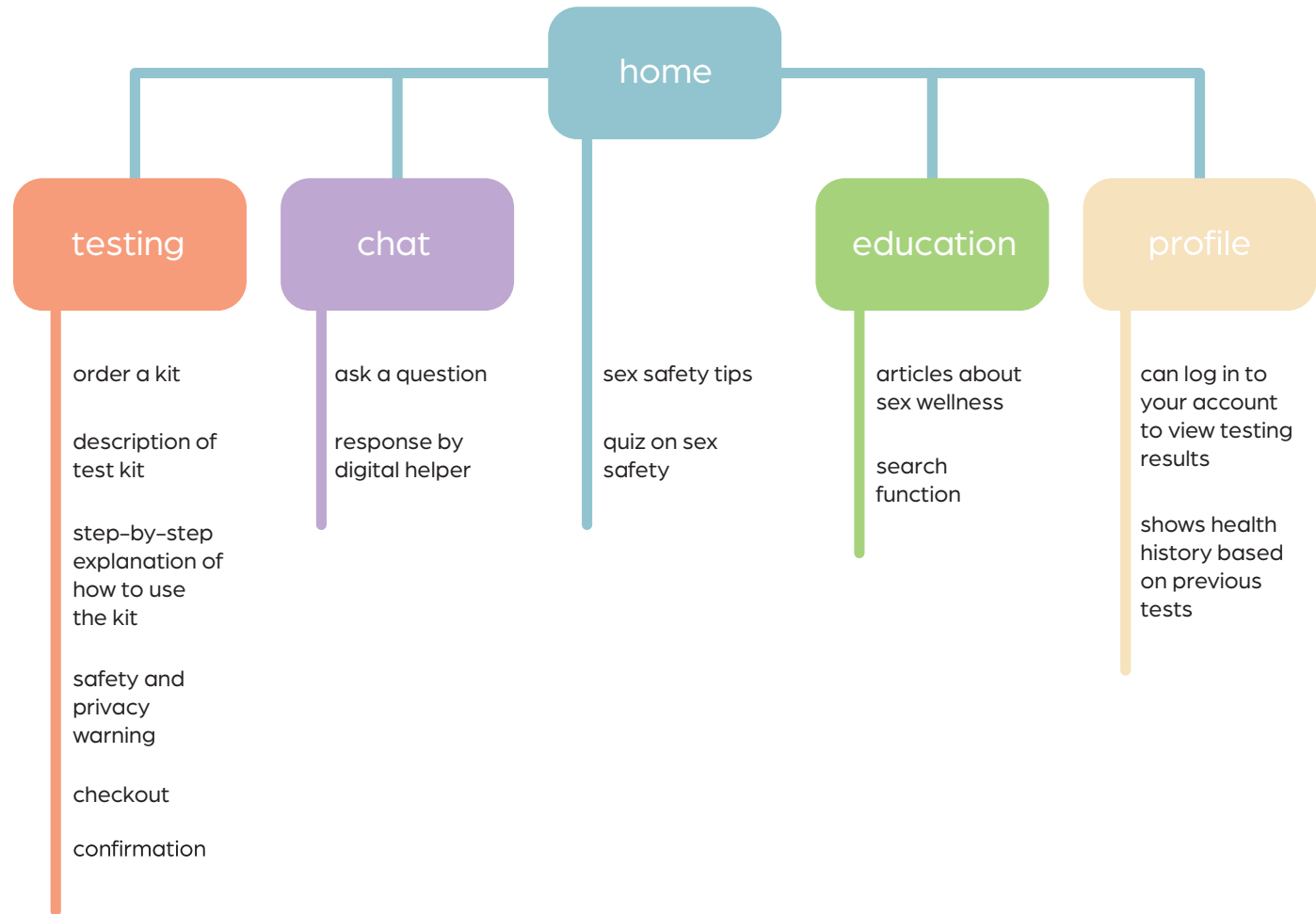
69 Boink Ave
Columbus Ohio
43201



STI Test Instructions



site map



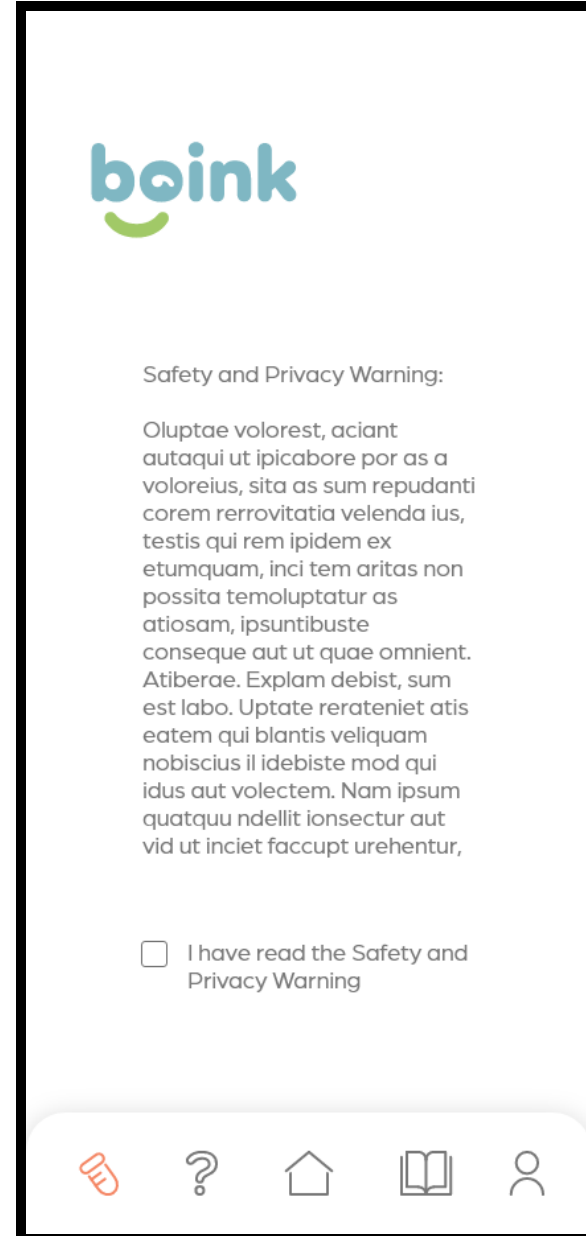
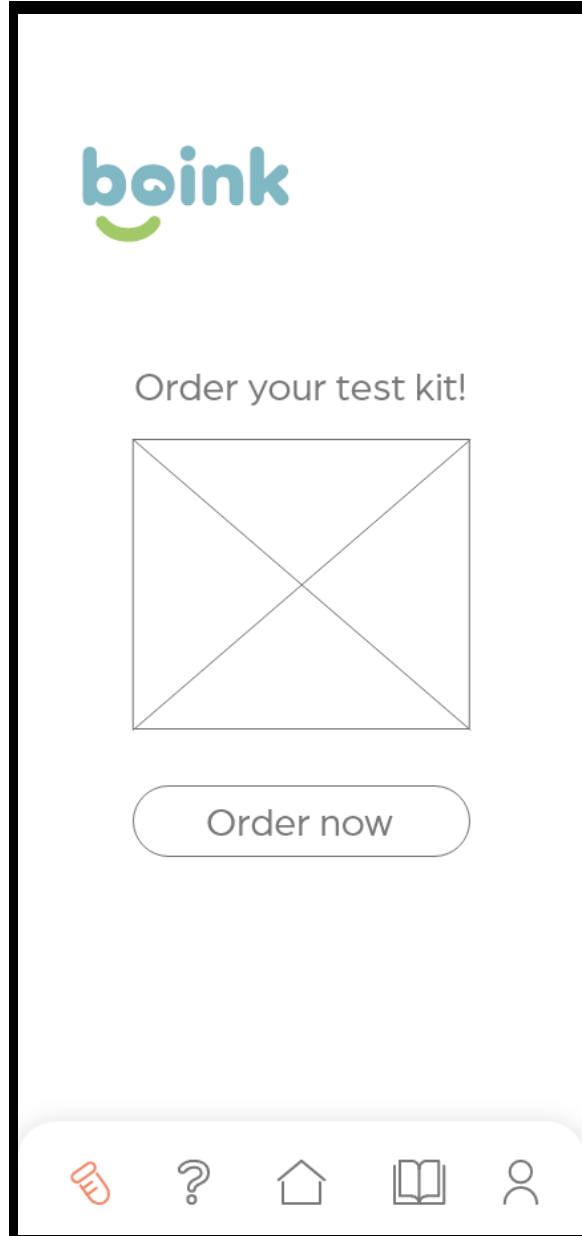
Home



wireframes ;

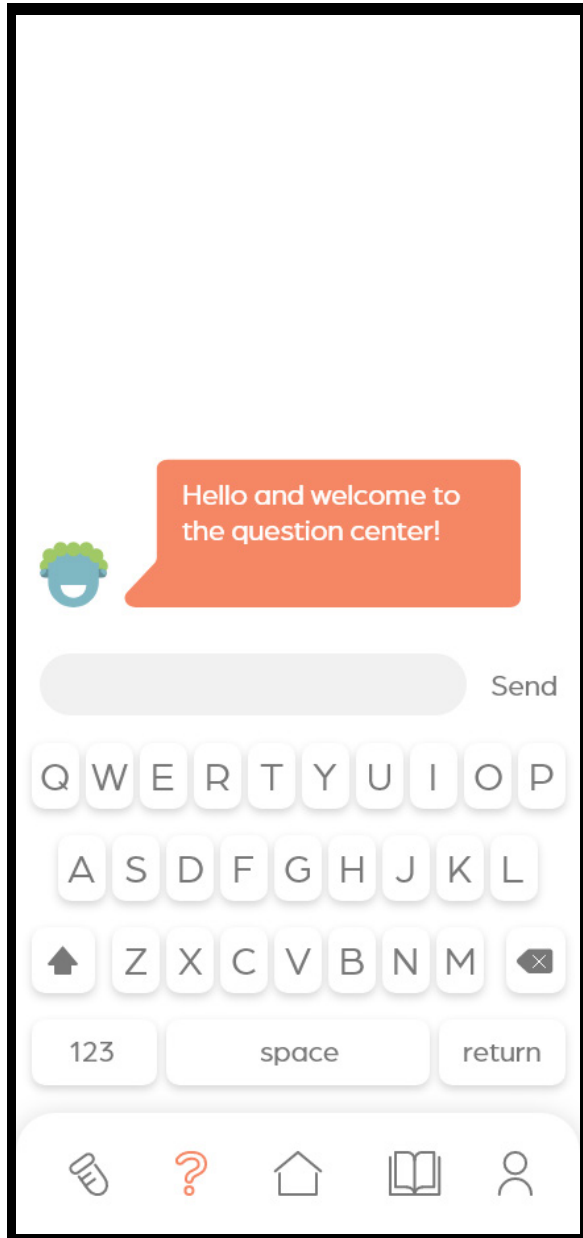
Test Kit

wireframes



wireframes

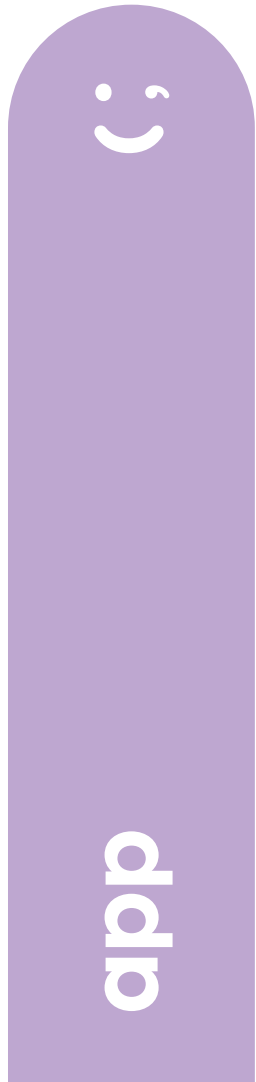
Chat

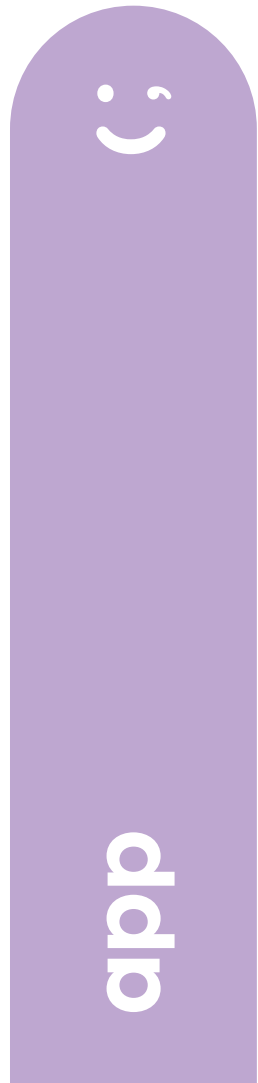


Learning

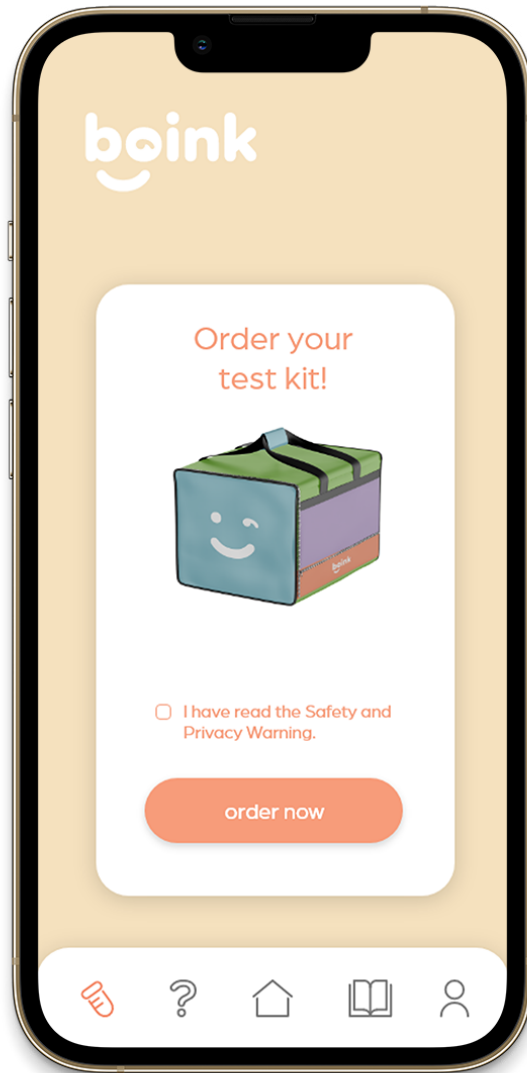


home

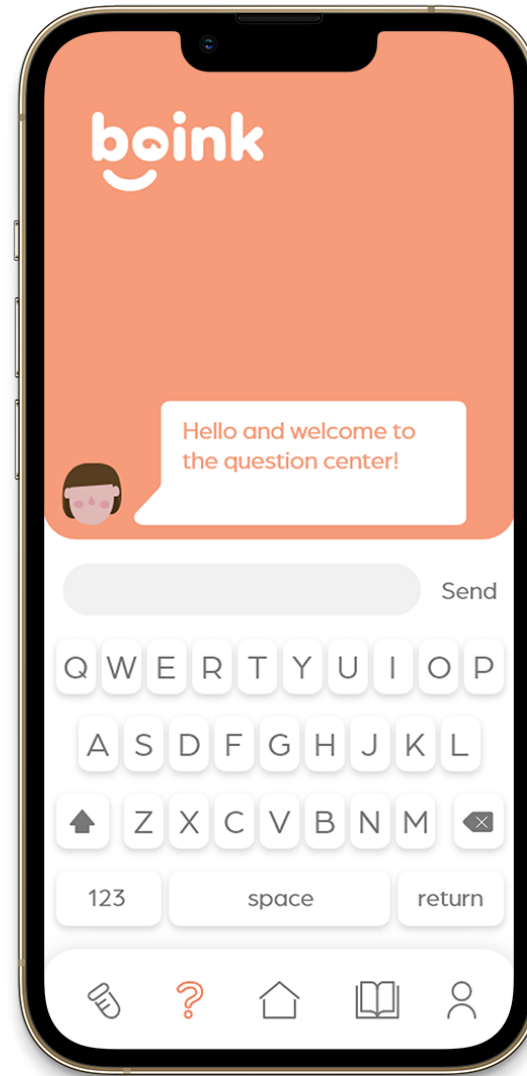




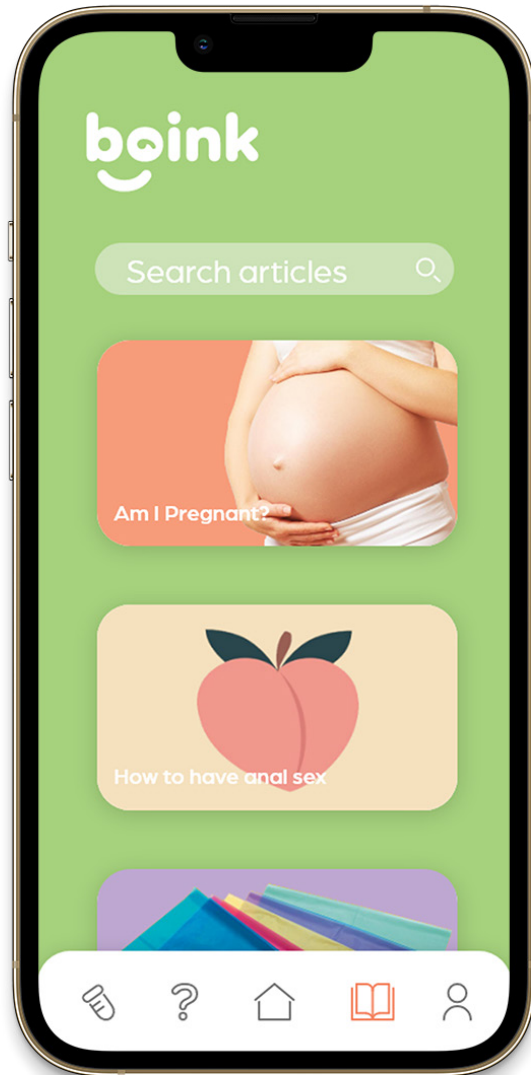
test kit



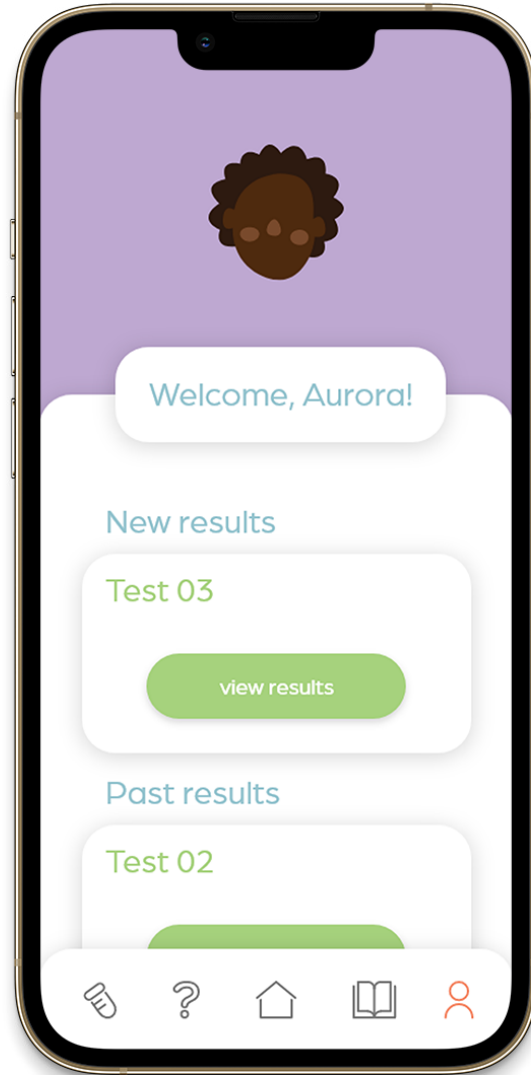
chat



articles


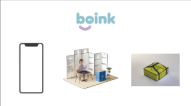
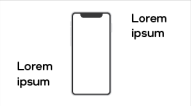
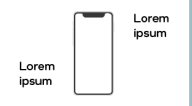
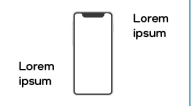
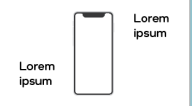

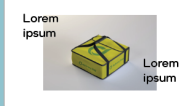
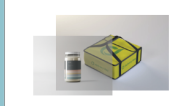

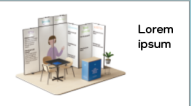
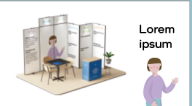


profile



app

video storyboard (;

<p>Where do you get information about sex from?</p>	<p>From the internet? Friends? Family? Unreliable sources?</p>	<p>What if there was a place where you could find everything you needed?</p>			 <p>Lorem ipsum</p>
 <p>Lorem ipsum</p>	 <p>Lorem ipsum</p>	 <p>Lorem ipsum</p>		 <p>Lorem ipsum</p>	 <p>Lorem ipsum</p>
<p>results</p> 	 <p>Lorem ipsum</p>	 <p>Lorem ipsum</p>			