

Sexducate Yourself

Team B

Introduction

- What is the problem?
 - Lack of easily understandable and interesting sexual health information among young people.
- Our App
 - Uses visualizations to gain attention.
 - Targets youth population and related medical demographics.

Motivation and Goals

- Our Purpose
 - Key idea and contribution
- The people problem
 - Benefits for the world at large
- The technical problem
 - No trivial solutions
- Previous solutions



Previous Solution #1

- CLUTTERED!
- I have no idea what to click or where to go.
- Information overload!!!

The screenshot displays the Advocates for Youth website, which is characterized by a high density of information and multiple competing visual elements. At the top, the site's logo and tagline "Rights. Respect. Responsibility.®" are visible, along with a search bar and social media icons. A horizontal navigation bar contains links for "ABOUT US", "THE 3RS", "TOPICS & ISSUES", "FOR PROFESSIONALS", "POLICY & ADVOCACY", "GET INVOLVED", "PRESS ROOM", "BLOG", and "PUBLICATIONS".

The main content area is divided into several sections, each with its own header and content, contributing to the cluttered appearance:

- Get Your Tickets Now!**: A banner for a campaign play titled "Remarkably Normal" by Jessi Blue Gormezano, directed by Marie Byrd Sproul. It includes a list of tour dates and locations (Atlanta, GA; Miami, FL; Austin, TX; Denver, CO; Los Angeles, CA; Oakland, CA; Chicago, IL; Cleveland, OH) and a link to 3campaign.org/RemarkablyNormal.
- Parents' Sex Ed Center**: A section with the tagline "PARENTS DON'T HAVE TO GO IT ALONE" and links to "Sex Education Resource Center" and "Take Action for Change".
- Youth Activism**: A section with the tagline "ACT. CONNECT. EMPOWER." and a link to "Sign Up for Updates".
- Advocates' Blogs**: A section featuring a blog post titled "THE LEADERSHIP OF YOUNG PEOPLE AND THE FOLLY OF LAWMAKERS" dated May 19, 2012, discussing the Supreme Court Justice nominee, Chief Judge Merrick Garland.
- AdvocatesTweets**: A section with the tagline "KEEP UP WITH THE LATEST NEWS AND RESEARCH" and a link to "Read the full @AdvocatesTweets Twitter stream >>".
- Advocates SHOP**: A section with the tagline "PURCHASE PUBLICATIONS ONLINE" and a link to "advocates on twitter".
- Rights. Respect. Responsibility.®**: A section featuring a cartoon illustration of a person sitting at a desk with a sign that says "Come back in a few days" and a link to "Advocates Updates".

The website's design is visually busy, with multiple colors, fonts, and images used to draw attention to various content areas, which can be overwhelming for users.

Previous Solution #2

Subscription Level 1 copy of each issue — \$15.00 (5.00 per copy) ▼
For orders of more than 100 copies, please contact sexetc@rci.rutgers.edu.

- Cost
 - I'll get right on that with all that money I have.
- Thanks.

Source: <https://answer.rutgers.edu/subscribe>

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Previous Solution #3

- Wall of Text
- A bunch of words and...
 - Close the tab.

<http://www.sexedlibrary.org/index.cfm?pagelD=789>

ABOUT SIECUS

LESSON PLANS

INFO & STATS

PROFESSIONAL DEVELOPMENT

CONTACT US

Condoms | Teen Pregnancy | STD's | Adolescent Sexual Behavior | Program Efficacy

Condoms

Male Condoms

Condoms and Pregnancy Prevention


Condoms and STD Prevention

Condoms and HIV Prevention

Breakage and Slippage

Factors That Affect Condom Use

Female Condom



CONDOMS AND STD PREVENTION

Fact Sheet for Public Health Personnel: Male Latex Condoms and Sexually Transmitted Diseases

Source: Department of Health and Human Service, Centers for Disease Control and Prevention (CDC)

Description: This fact sheet presents the Centers for Disease Control and Prevention's key messages on the effectiveness of condoms in preventing STDs.

Key Statistics:

- When used consistently and effectively, condoms are highly effective in preventing transmission of HIV, the virus that causes AIDS.
- Correct and consistent use of condoms can reduce the risk of discharge diseases including gonorrhea, Chlamydia, and trichomoniasis.
- Correct and consistent use of condoms can reduce the risk of genital ulcer diseases including herpes, syphilis, and chancroid.
- Condom use is associated with a lower rate of cervical cancer, an HPV-related disease.

To View this Resource click here: www.cdc.gov/nchstp/od/latex.htm

Workshop Summary: Scientific Evidence on Condom Effectiveness for Sexually Transmitted Disease (STD) Prevention

Source: Department of Health and Human Services, National Institutes of Health (NIH), National Institute of Allergy and Infectious Diseases

Description: Published in 2001, this report presents the findings of a workshop to evaluate the effectiveness of latex male condoms in preventing STDs including HIV. The effort was led by the National Institutes of Health (NIH), in association with the Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA), and the United States Agency for International Development (USAID).

Key Statistics:

- Beyond mutual lifelong monogamy among uninfected couples, condom-use is the only method for reducing the risk of HIV infection and STDs available to sexually active individuals.

To View this Resource click here: www3.niaid.nih.gov/research/topics/STI/pdf/condomreport.pdf

Effect of Condoms on Reducing the Transmission of Herpes Simplex Virus Type 2 from Men to Women

Source: Anna Wald, et al. "Effect of Condoms on Reducing the Transmission of Herpes Simplex Virus Type 2 from Men to Women," Journal of the American Medical Association 285.4 (June 2001).

Description: This report presents the findings of a study to determine the effectiveness of condoms in reducing Herpes Simplex Virus Type 2.

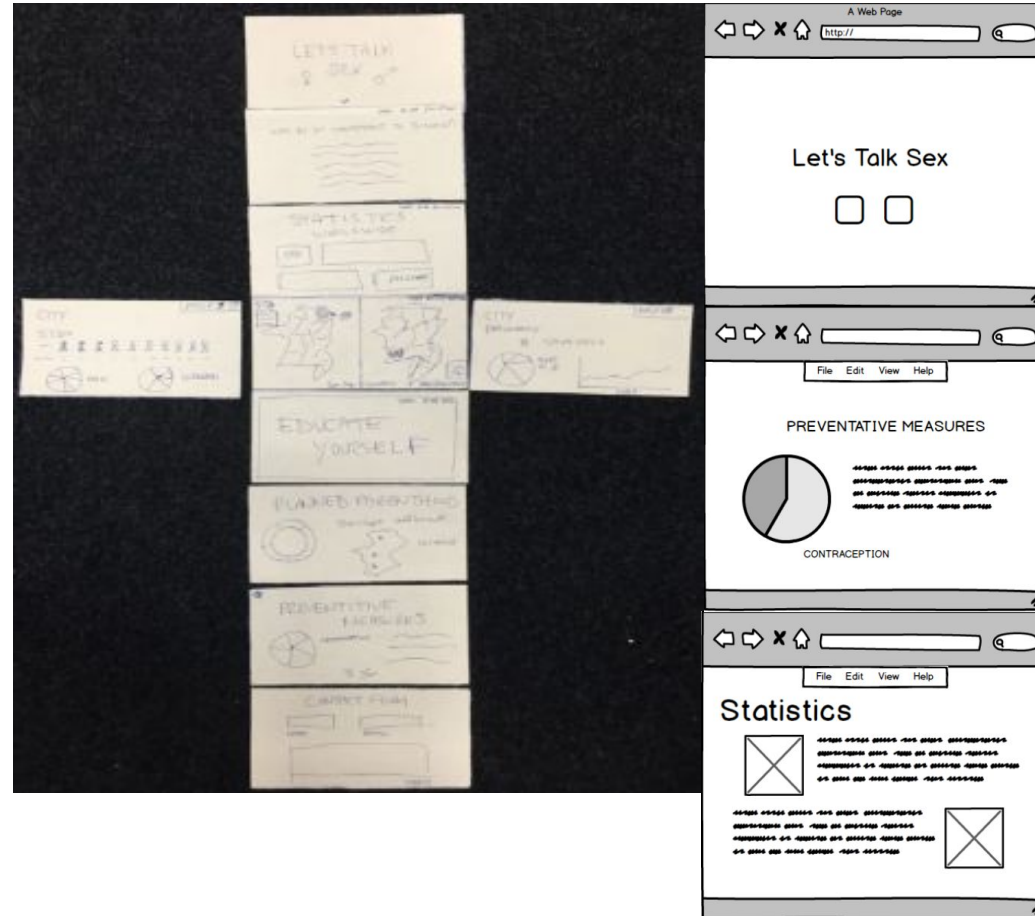
Key Statistics:

- Younger age and more frequent sexual activity were associated with higher risk for Herpes Simplex 2.
- Condom use during more than 25% of sex acts was associated with protection against Herpes Simplex 2 for women but not for men.
- Condom use offers significant protection against Herpes Simplex 2 among susceptible women.
- Changes in sexual behavior, correlated with counseling about avoiding sex when a partner has lesions, were associated with reduction of Herpes Simplex 2 cases over time.

To View this Resource click here: www.jama.ama-assn.org/cgi/content/abstract/285/4/3100 or contact your local library.

Design

- Prototypes
- Wireframes
- Pros and cons
- Changes over time - timeline
- Peer feedback
- Final design



Design

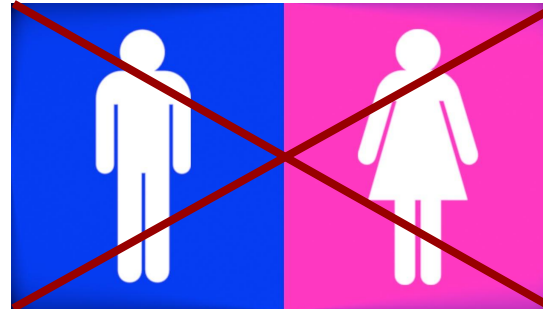
- Modern
- Transparent
- Eye Catching
- One-Page Design for ease
- Infographic Style
- Color Scheme
- Interactive

ABC
Futura Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890/&.,

Droid Serif
regular **bold** *italic* ***bolditalic***

Quo usque tandem abutere, Catilina, patientia nostra? Quam diu etiam furor iste tuus nos eludet? Quem ad finem sese effrenata lactabit audacia?... O tempora, o mores!



System Development

- Architecture
- Technology used
- Features – technology
 - 1. Responsive user interface
 - 2. D3 visualization of STD statistics with map and pie graph
 - 3. D3 visualization of map and Planned Parenthood locations
 - 4. Contact form

Technology Stack

FrontEnd

HTML (Handlebars)

CSS (Sass)

JavaScript

Bootstrap

D3.js - visualization

Leaflet

Mapbox

BackEnd

Node.js

Express.js

PostgreSQL

JSON/geoJSON

Datasets from DELPHI

STD Information

- AIDS/HIV, Chlamydia, Gonorrhea, and Primary/Secondary Syphilis
- Date Range: 2010 - 2012

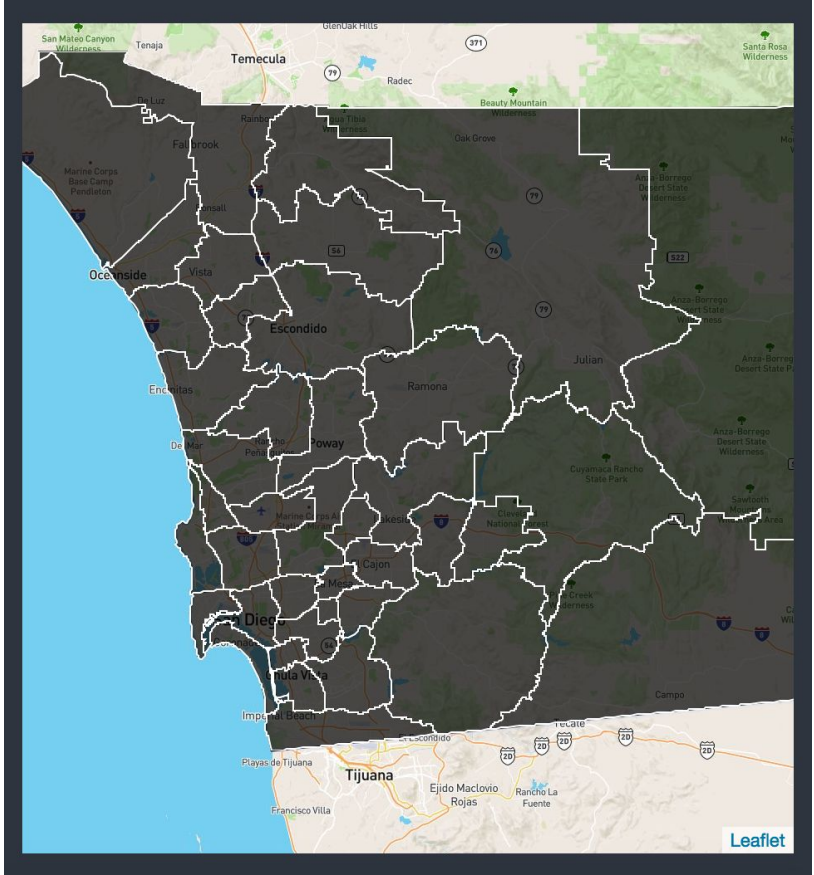
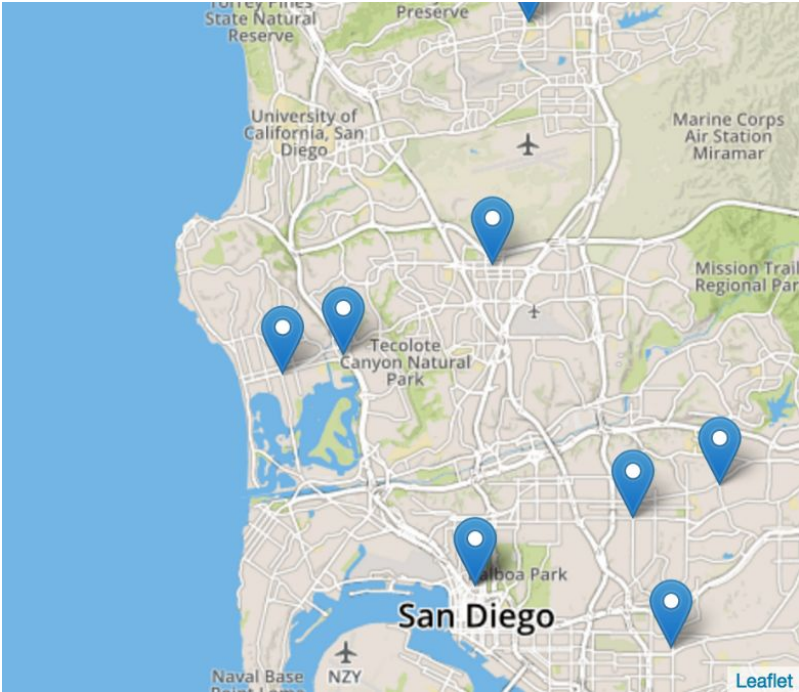
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cogs121_16_raw.hhsa_gonorrhea_2010_2012

cogs121_16_raw.hhsa_primary_and_secondary_syphilis_2010_2012

D3 Visualizations



HCI Principle and their Application

- Application of HCI principles
- Features – HCI principle
 - 1. Responsive user interface
 - Aesthetic and minimalist design
 - 2. D3 visualization of STD statistics with map and pie graph
 - Match between system and the real world
 - 3. D3 visualization of map and Planned Parenthood locations
 - Match between system and the real world
 - 4. Contact form
 - Help and documentation

Testing and Evaluation

- A/B Testing
 - Compared two design (color scheme) versions for the page
- Statistics
 - Counted number of clicks
 - Measured overall duration spent on page
- Results
 - By statistical evaluation, version 2 outperformed version 1
 - By personal evaluation, version 2 was preferred over version 1

Conclusion & Future Direction

- Sex Ed website that SHOWS importance to teens.
 - Widespread use in classrooms
 - Shared and promoted by health organizations

If only if only the woodpecker sighed...

- Companies to sponsor donations
 - Condoms/Birth Control/\$\$ donations?



Demo Time!

Thank You!
Questions?
