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.

<table>
<thead>
<tr>
<th>Boys</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls</td>
<td>2</td>
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</tbody>
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Prototype topics

**Body Crush Gaming**

- **How it Works**
  - Personalize Your Character
  - Works like the Sims
  - -Different Interaction
  - -Why am i thinking about him/Her
  - -Complete Zones together
  - -Level up
  - -Unlock the “COUPLE” version
  - -Bailey & Bailey
  - -Within Zones
  - -Individual Section remains private

- **Levels/Zones**
  - Nose
  - Lips
  - Hands
  - Boobs
  - Behind
  - Private Parts

**Lyrics of love**

- **Tiko Sex Time**
  - Interpretation
  - My millahalle brings all the boys to the yard
  - I can teach you but I have to change

- **Top 10 Love Play List**
  - 1
  - 2
  - 3
  - 4

- **University of Sex**
  - Podcast Forum
  - Messenger Chat Bot.

- **Tiko Explore Sex GPS**
  - -Holographic Format
  - -Personal content delivered by TE Experts
  - -Graded content to be unbooked

- **Paradise**
  - -Psychosexuality
  - -Healthy sex
  - -Intimacy
  - -Life stories
  - -Q & A

- **Sex University**
  - Questions? Talk to one of our Serpents
  - Dr. Tounder
  - Prof. T jungle
  - Geert

- **Tiko Sex Time**
  - Access all benefits from a university
  - Access to a university
  - Attend different digital in-person classes from mini to advance
  - Talk to different “professors” whoever you want who are older and experiential as well as young
  - Pod cast available for those without phones or who just prefer audio.
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 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

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
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 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

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
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