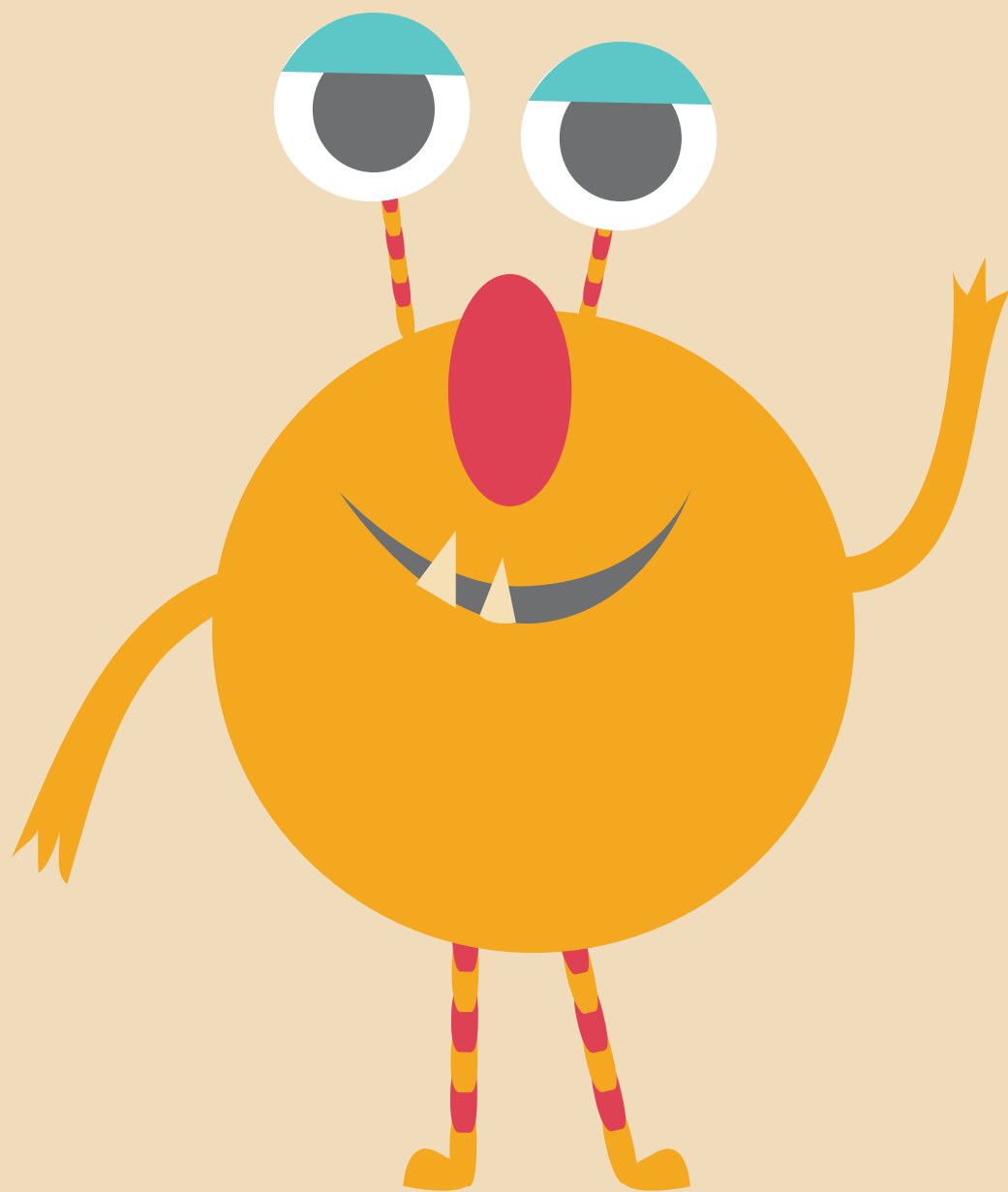


# THE WEE MONSTERS

LEARNING ISN'T SCARY

**THUY PHAM**  
GRADUATE THESIS PROPOSAL

# SEX EDUCATION



# PERSONAL INTRO

# PORTFOLIO





# PORTFOLIO



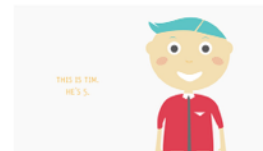
# PROOF OF CONCEPT



01. Sometimes children asks questions we can't answer



02. Because it's uncomfortable or scary



03. This is Tim. He's 5.



04. HI!



05. Pop, Daddy, where do babies come from?



06. uh... um... we'll be right back!



07. One of the dad's search for a sex education app and The Wee Monsters app pops up.



08. The dads download the app.



09. Let's play with this app, Tim. It'll answer your question.



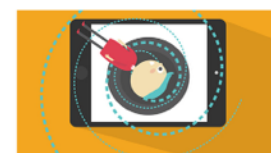
10. Tim creates a new character.



11. Tim types in his first name.



12. Tim chooses a boy character to create.



13. Tim gets sucked into the app and becomes a character of the app.



14. Tim realizes he's in the app.



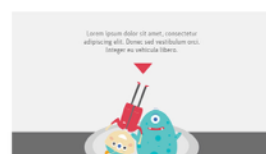
15. Tim customizes himself with another eye and horns



16. He chooses the where babies come from journey.



17. A monster pops up and talks a bit about the journey.



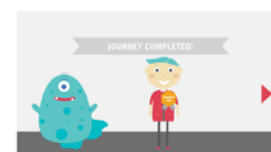
18. Tim and the monster fall into a hole.



19. Tim and the monster starts the sperm racing game.



20. Tim races the sperm.



21. Tim completes the journey.



22. Don't make learning scary.



23. The Wee Monsters logo.

# THESIS ABSTRACT

Mommy, where did do babies come from?

Children are curious at all ages and this creates a natural opportunity to begin the discussion about sexuality at an early age, but most parents do not because it can be awkward and scary to think about your children learning about sex. By learning early on about sex education, parents can help a child create a healthy and confident attitude towards his/her body.

The main obstacle for Wee Monsters is that it is on sex education, which is still a taboo topic for a lot of people and cultures, especially being it being taught at a young age. According to Dr. Laura Berman, a sex therapist, the main goal of any sex talk is to communicate that sex is a very normal and natural thing. "You want to start these conversations early with your kids before they find themselves in the circumstances where they're having to make those healthy sexual decisions." A trusting and open relationship with your children can be formed in the long run.

**IN 2011 3 OUT OF 10 GIRLS IN THE US GETS  
PREGNANT BEFORE AGE 20. THAT'S 2,000 GIRLS  
EVERY DAY**

**TEENS WHO RECEIVED COMPREHENSIVE  
SEXUALITY EDUCATION WERE 50% LESS LIKELY  
TO REPORT A PREGNANCY THAN THOSE WHO  
RECEIVED ABSTINENCE-ONLY EDUCATION**

**STUDIES HAVE SHOWN THAT PARENTS HAVE  
A GREATER IMPACT ON THE SEXUAL HEALTH OF  
THEIR CHILDREN WHEN THERE ARE  
ONGOING CONVERSATIONS ABOUT SEX AND  
SEXUALITY AT HOME.**



**57% OF PARENTS SAID THEY ONLY FEEL  
SOMEWHAT COMFORTABLE OR  
UNCOMFORTABLE TALKING TO THEIR CHILDREN  
ABOUT SEX AND SEXUAL HEALTH.**

# THE WEE MONSTERS

LEARNING ISN'T SCARY



# THE IPAD

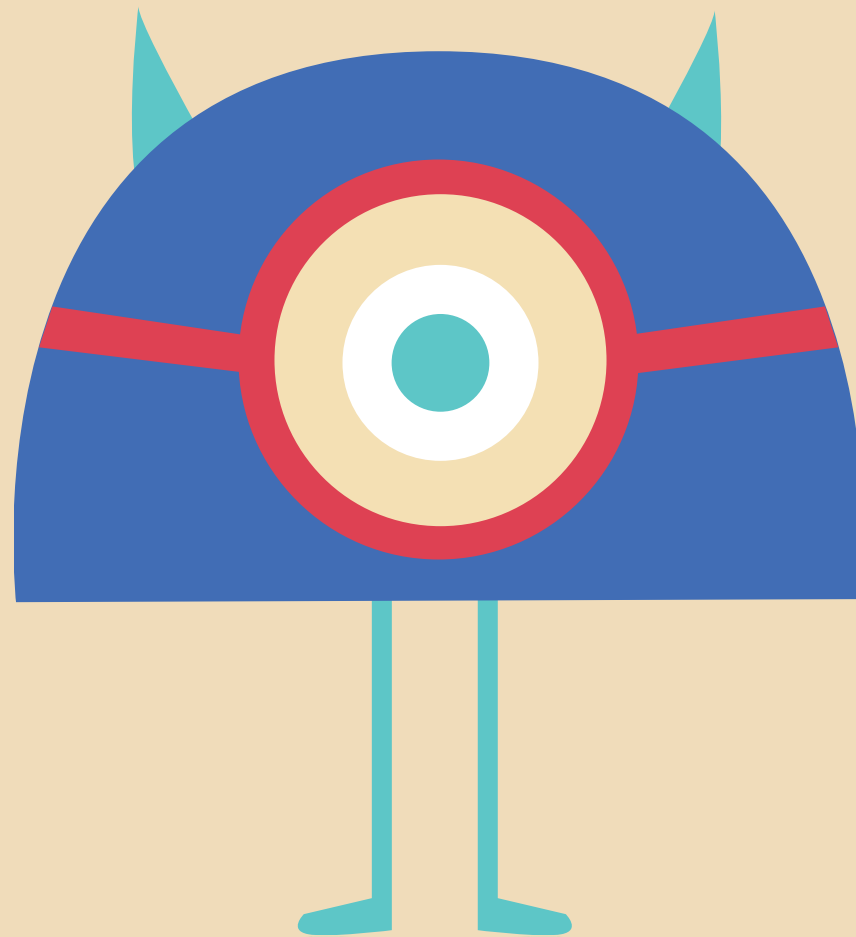
## WHY AN IPAD?

**IT'S IMPORTANT THAT YOUNG CHILDREN LEARN  
BY DOING AND NOT BY WATCHING.**

**WHY AN IPAD?**

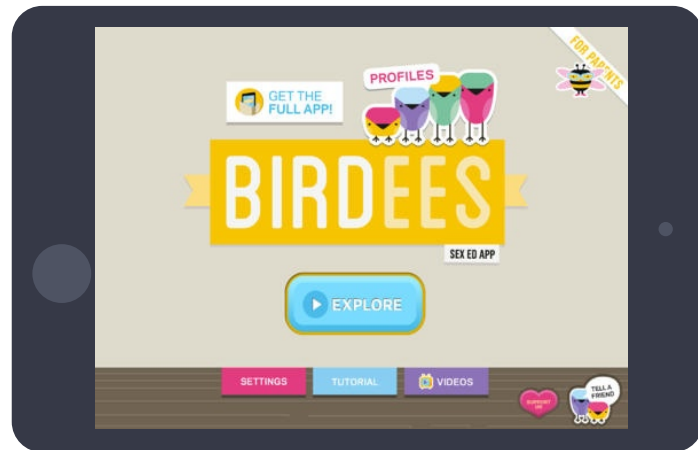
**PC WORLD NAMED THE IPAD AS TOY OF THE  
YEAR IN 2010**

# COMPETITORS





# COMPETITORS



**BIRDEES**



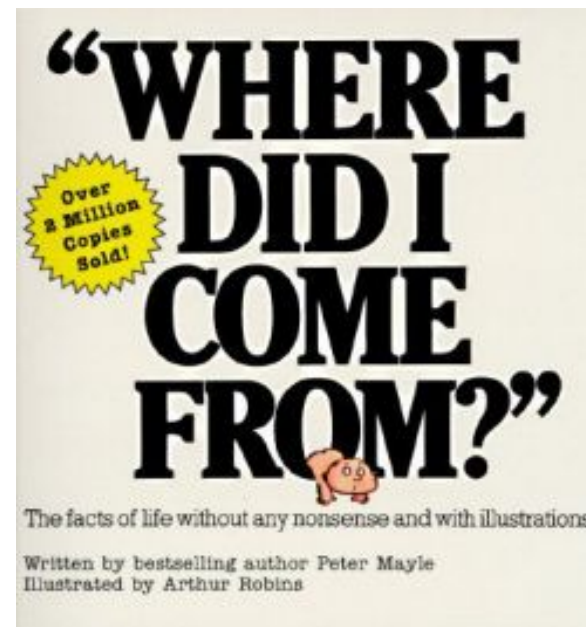
**THE FACTS OF LIFE**



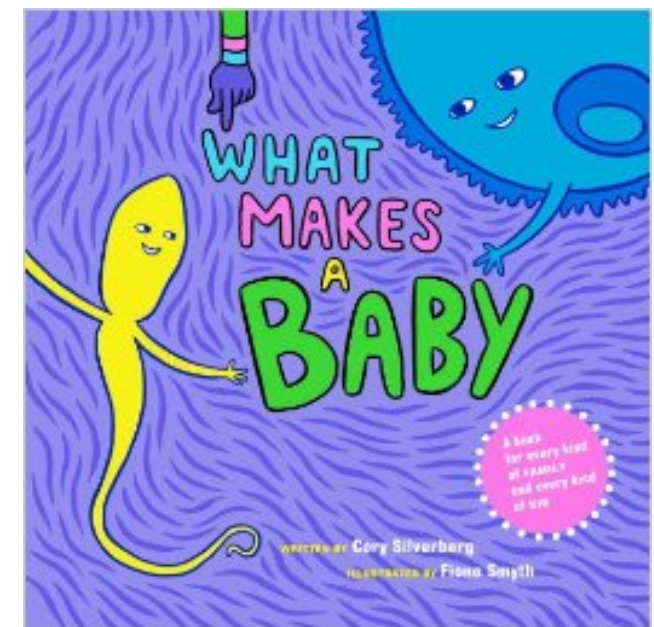
**THE HORMONE FACTORY**



**IT'S SO AMAZING!**



**WHERE DID I COME FROM?**



**WHAT MAKES A BABY**

# MAIN COMPETITOR

## BIRDEES

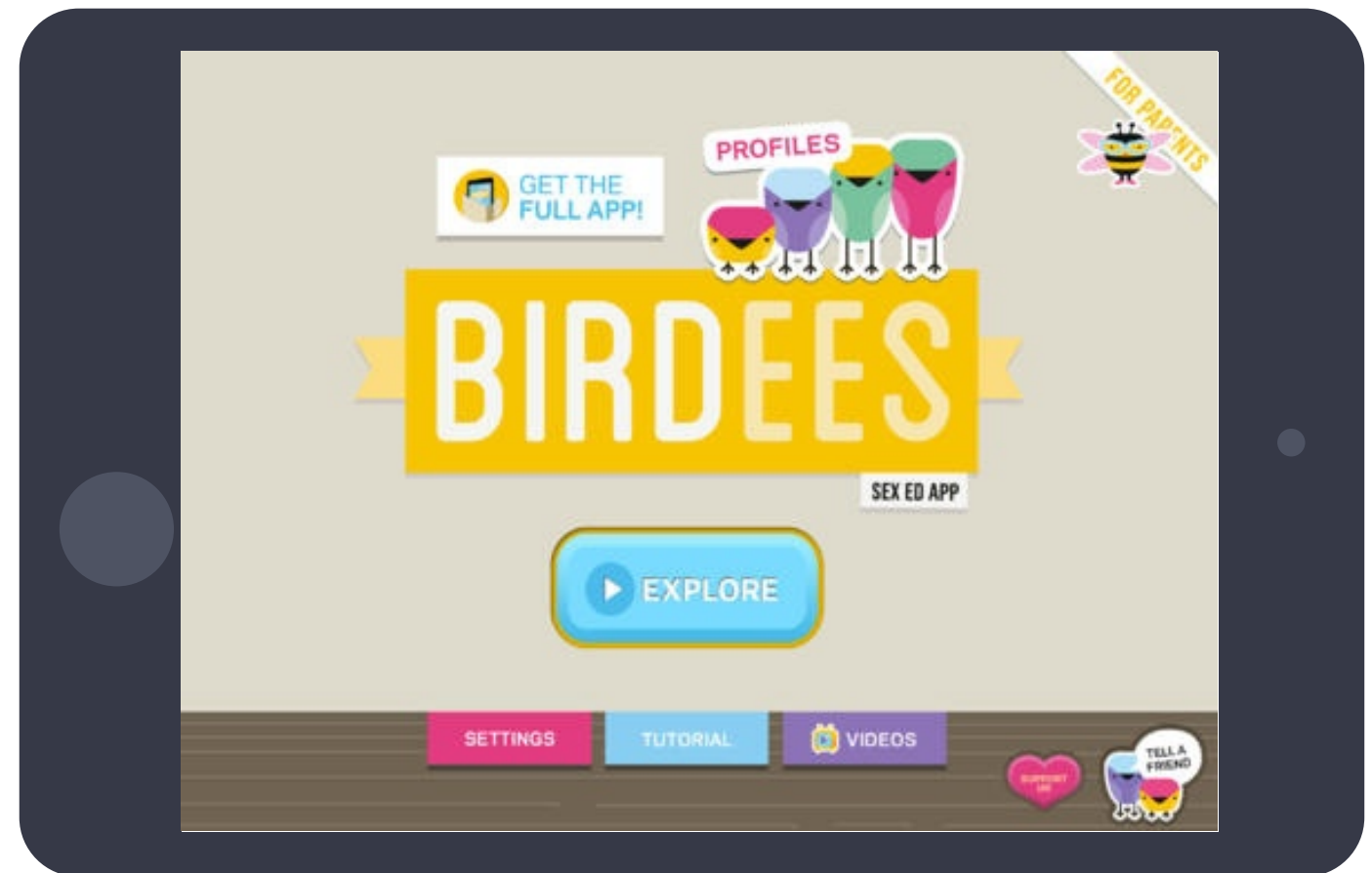
Birdees is an interactive sexual education iPad App for parents and children from ages 2-8. Because sexuality is much more than the "Birds and the Bees", Birdees goes beyond the "Facts of Life" and encompasses sexuality as a whole.

### PROS

Colorful & illustrative  
Detailed information

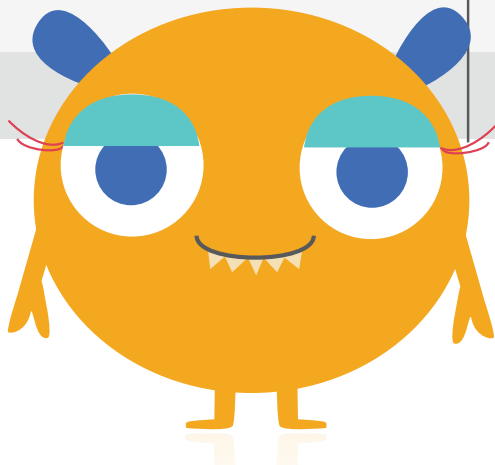
### CONS

Expensive - \$8.99  
Too much text  
Not written for children to understand  
Not interactive game  
Supervision needed for children



# COMPETITIVE MATRIX

	BIRDEES	THE FACTS OF LIFE	IT'S SO AMAZING	HORMONE FACTORY	WHAT MAKES A BABY	THE WEE MONSTERS
INTERACTIVE STORYTELLING	✓	✓		✓		✓
INTERACTIVE GAME						✓
WRITTEN FOR PARENTS & CHILDREN	✓	✓	✓	✓	✓	✓
ILLUSTRATIVE & COLORFUL	✓		✓	✓	✓	✓
LEVELS & CATEGORIES OF TOPICS	✓		✓			✓
NO SUPERVISION			✓		✓	✓
GLOSSARY	✓		✓			✓



LOGO

THE WEE  
**MONSTERS**  
===== LEARNING ISN'T SCARY =====

THE WEE  
**MONSTERS**  
===== LEARNING ISN'T SCARY =====



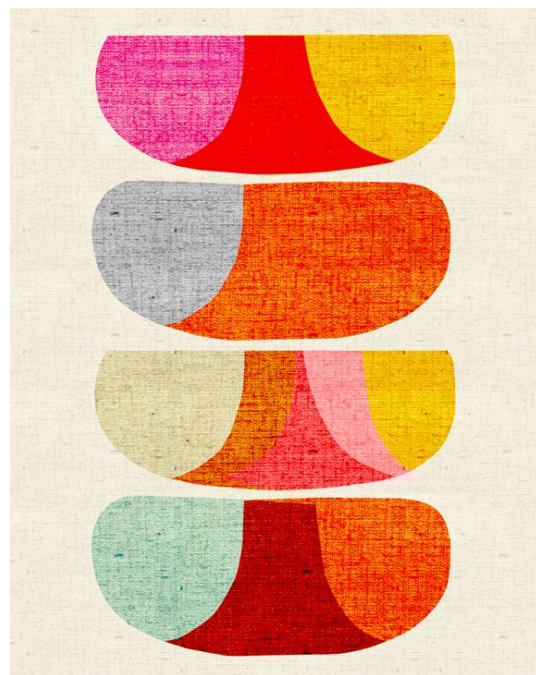
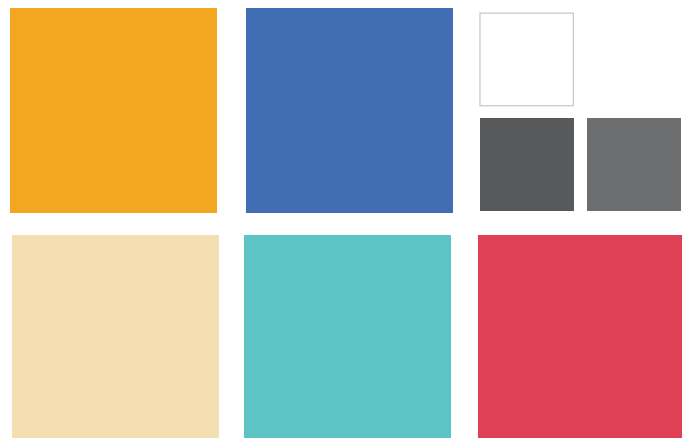
# MOODBOARD

**UNIT BLACK SM**

UNIT LIGHT SM

Unit Light

**Unit Bold**



# TARGET AUDIENCE



## PRIMARY

CHILDREN AGED 4 TO 8  
ACCESS TO THE INTERNET & AN IPAD  
SHOWS CURIOSITY ABOUT SEXUALITY

## SECONDARY

PARENTS AGED 25 TO 40  
ACCESS TO THE INTERNET & AN IPAD  
HAS CHILDREN AGES FROM 4 TO 8



# USER PERSONA



## TIM

THE CURIOUS BOY  
“WHERE DID I COME FROM?”

### DEMOGRAPHICS

Age: 5

City: San Francisco, CA

Occupation: Kindergartener

Favorite Monster Movie: Monsters Inc.

### NEEDS

A fun game

A colorful interaction

To learn where he came from

### GOALS

To learn where he came from

To have fun and keep wanting to come back

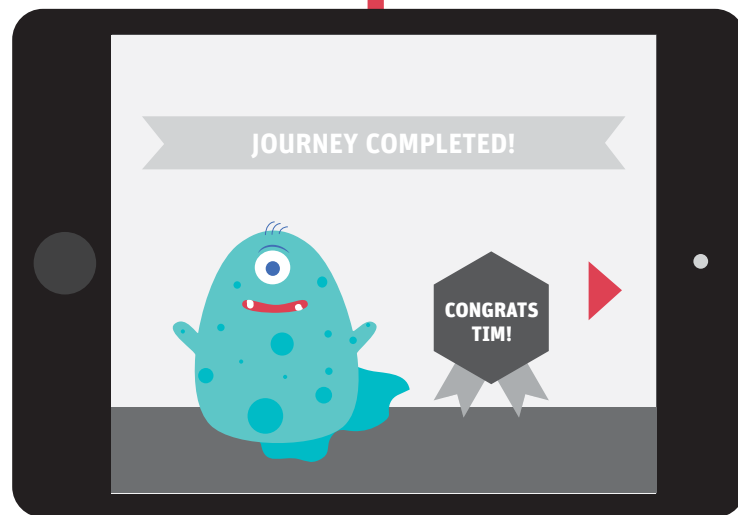
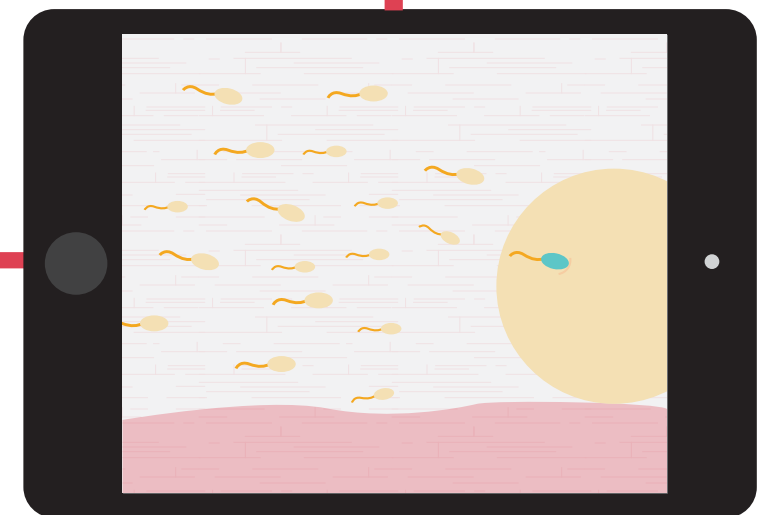
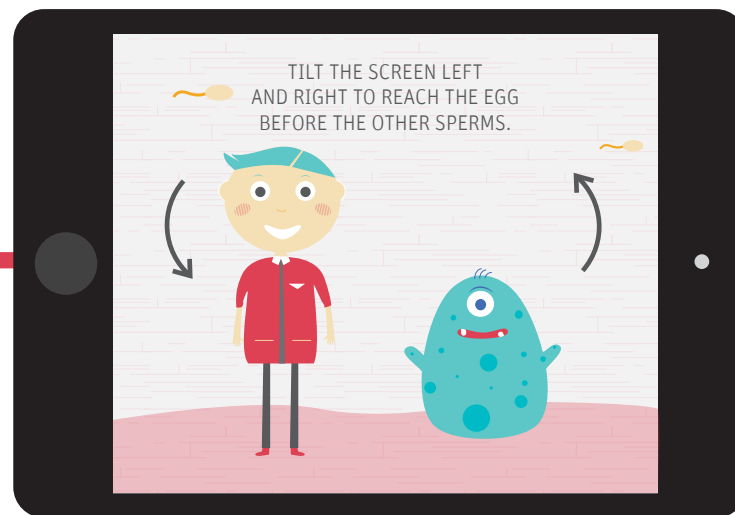
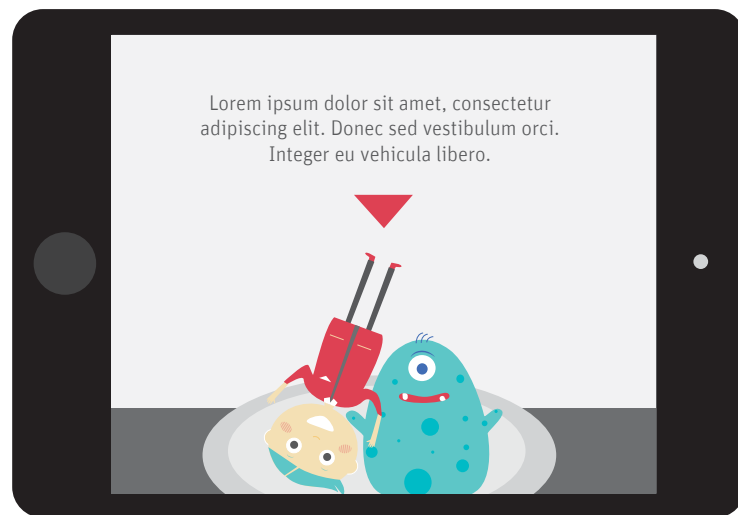
### PERSONAL BACKGROUND

Tim spends most of his time playing with his puppy, Jack when he's not in school. He wants to know how babies are made and where they come from since he knows a stork didn't drop him off on the doorstep because that's what his classmate Justin said.

# WIREFRAMES



# WIREFRAMES



# SITEMAP

**WELCOME**

**PICK YOUR CHARACTER**

**CREATE CHARACTER**

**CREATE PARENT**

**CHOOSE A CHARACTER**

**DASHBOARD**

**FOLLOW A CHARACTER**

**VIEW RECENT ACTIVITY**

**SETTINGS**

**GLOSSARY**

**CUSTOMIZE CHARACTER**

**CHOOSE A JOURNEY**

**WHERE BABIES  
COME FROM**

**BODY EXPLORATION**

**FEMALE MENSTRUATION**

**GENDER AND SEXUALITY**

**GLOSSARY**

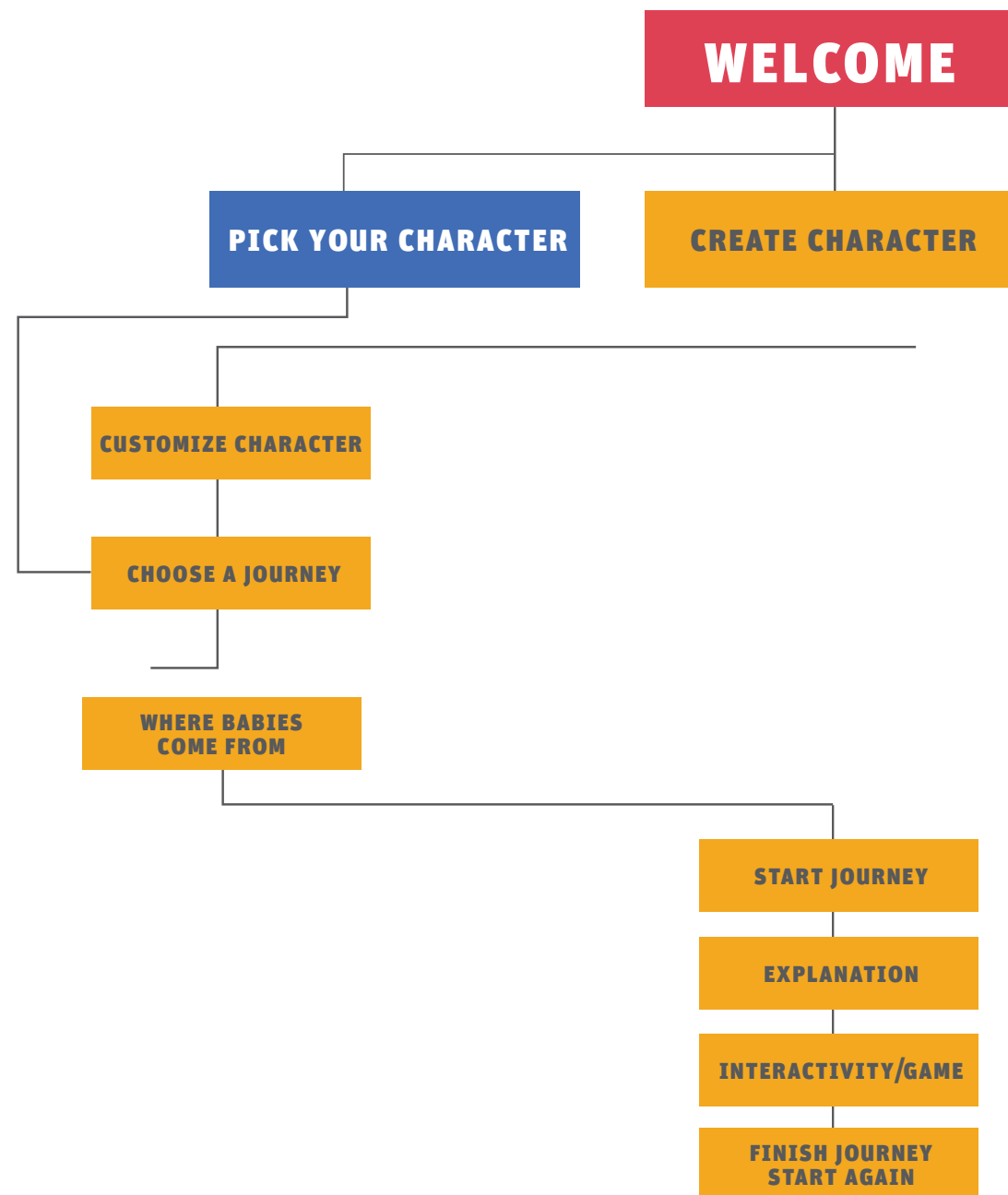
**START JOURNEY**

**EXPLANATION**

**INTERACTIVITY/GAME**

**FINISH JOURNEY  
START AGAIN**

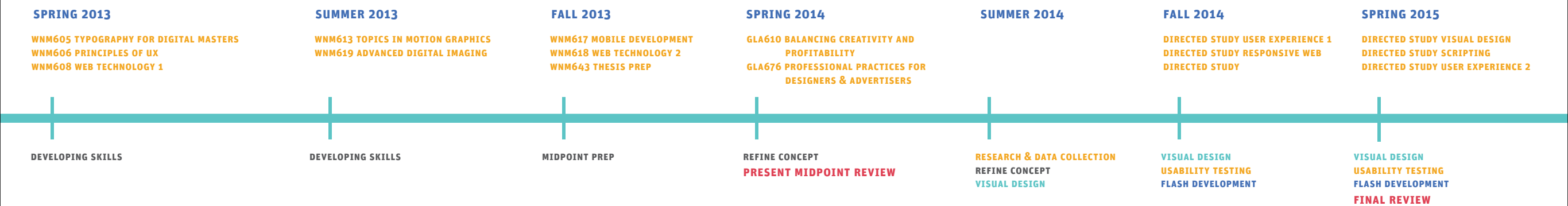
# SITEMAP



# DATA DIAGRAM



# PROJECT PLANNING



**IN A SEX STUDY, ONLY 4% OF GIRLS SAY THEIR  
BELIEFS ABOUT SEX ARE MOSTLY INFLUENCED  
BY THEIR MOTHERS**

# THE WEE MONSTERS

LEARNING ISN'T SCARY

**THUY PHAM**  
**THE WEE MONSTERS**

**THANK YOU**