



Pleasure Toys

Team Final Summary

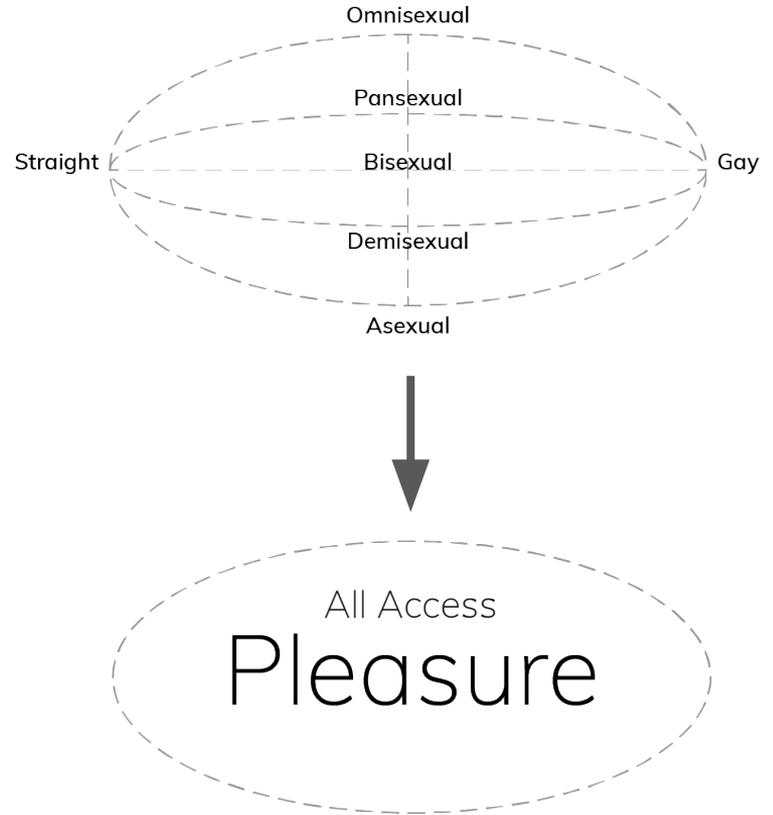
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Challenge Statement

Through research, the Pleasure Toys Team discovered that adults who are seeking to achieve pleasure free from traditional sexual definition find a highly segmented sex product experience where they aren't represented.

As a result, the challenge statement is:

How might we design an experience for pleasure toys that transcends identity labels and equalizes access to pleasure?



Research Methods



Secondary Research

Secondary research in the future of sextech, sex education, relationships, and gender identity



Contextual Observations

Observed customers and employees' behaviors in pleasure toy retail stores.



Intercepts & Interviews

Interviewed customers and employees needs and pain points on the pleasure toy retail experience.



Stores & Contextual Research Top Insights

1. Heterocentricity fading but sex industry is not catching up as fast
2. Exclusionary feel of sex stores
3. Sex increasingly for pleasure and self care



Stores Spectrum of Types



Good Vibrations



Sam and Delilah



Mission Secrets



Does Your Mother Know



Mr. S Leather



Virgin

Fetish and Kink

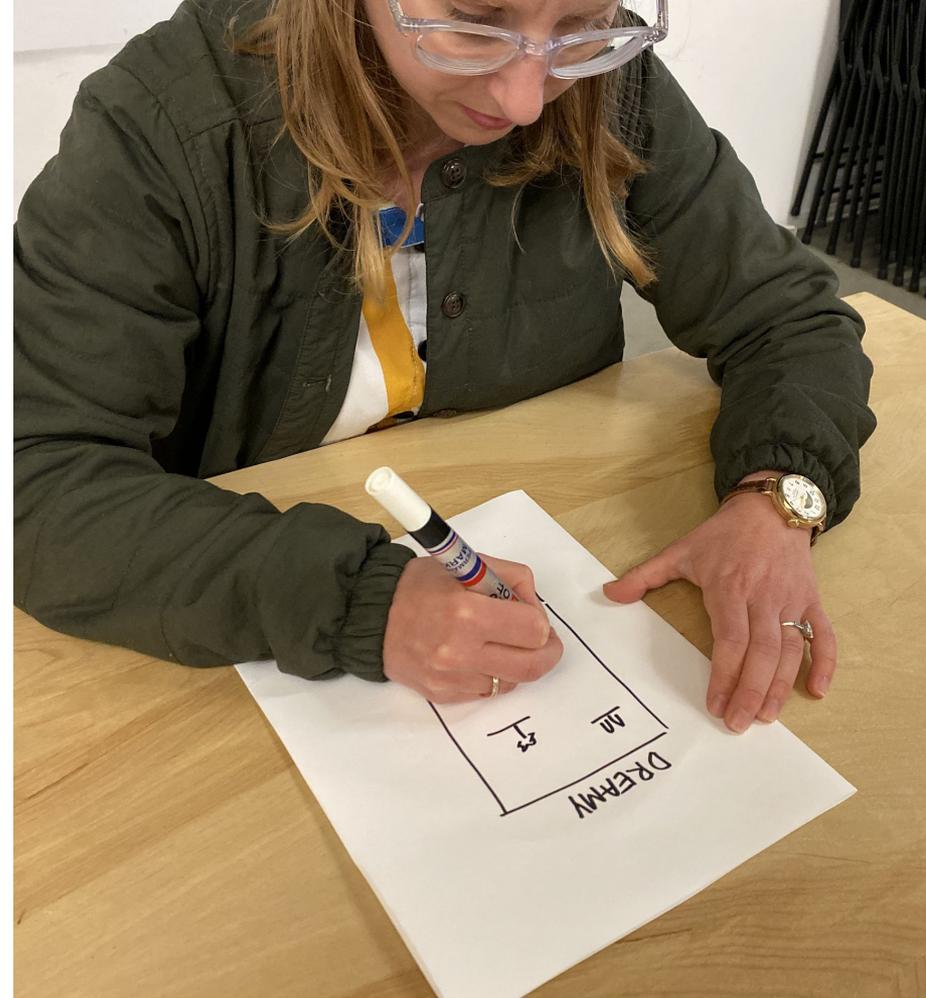


Storyboard

Retail Concept Criteria

The team initially developed a few concepts into storyboards and then decided on the top two storyboard concepts that best represented the following criteria:

- **Makerbot personalization** - create personalized toys for each customer using robotics
- **Mood experience** - engage multiple senses of feel, see, hear, smell, and taste to appeal to customers on a sensory level



Storyboard Research Insight 1

Majority of interviewees preferred the Makerbot experience as a whole, but also thought it could integrate more emotions/sensual characteristics like the Mood experience.

“I like the Dr. Bot but it felt too sterile. I want all the aspects of the educational Dr. Bot, but mixed with Flirtbot and Lovebot. The feel should include sensual descriptions and erotica like the other one.”

- Jahnavi, 24 (Non-binary)

“During the waiting period, reading materials could be other types of reading, **not just informative stuff but maybe, like, short pieces of sensual fiction.**”

- Stacey, 51 (Female)



Storyboard Research Insight 2

Interviewees valued being able to interact (see and touch) with product features in person.

“It’s important to have things displayed...
I think I appreciate stores that let you feel the samples and touch the material.

It’s very important to me.”

- Brenda, 31 (Female)

“Even though I buy sex toys on Amazon, I still go to a store to try to look at it. **I think it’s really helpful to see the different materials and get educated on what’s safe.**”

- Jahnavi, 24 (Non-binary)



Storyboard Research Insight 3

Balancing company and employee level of engagement in the customer's overall pleasure toy experience.

"I found [the Mood experience] creepy. The candles, spotify playlist, quiz were too much. **It's like they want to curate my orgasm.**"

- Jahnavi, 24 (Non-binary)

"[The Makerbot] seemed like a complete experience. You can talk to a human while you're making selections, so you can get help if you need it and be left alone if you don't. **There's just the right amount of human interaction.**"

- Anon, 36 (Non-binary)



Storyboard Research Insight 4

Multiple interviewees expressed they do not want to be categorized or fit a profile, and they appreciate making their own choices.

“I don’t want to be categorized by the [mood board] kiosk. **I want to view each [Mood experience] on my own.** They don’t know me!”

- Jahnavi, 24 (Non-binary)

“It’s interesting thing to do, **give people choices.**”

- Stacey, 51 (Female)



Storyboard Research Insight 5

Multiple interviewees are sensitive to sensory experiences when it comes to a pleasure toy retail shop. Less is more.

“I’m really sensitive to smells and **don’t want my sex toy shops to smell like roses.**”

- Brenda, 31 (Female)

“Don’t serve me food from the same location where you sell objects for people’s genitals... I get it if it’s edible underwear but chocolate strawberries are a no for me... Hard Pass!”

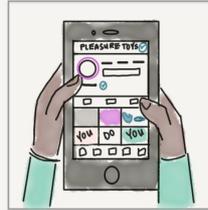
- Katie, 30 (Female)



R2 Final Concept Storyboard

The Makerbot concept equalizes pleasure to access across the gender spectrum with a makerbot creating personalized toys for each user.

The users can decide the best personalized product by using their senses on product samples while simultaneously learning about pleasure toy features.



You become interested in personalized pleasure toy shop on social media and decide to check it out.



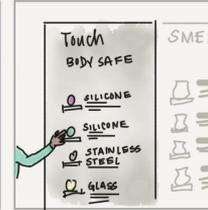
Upon visiting, you notice it's a brightly lit shop with a lot of foot traffic.



You are greeted by a friendly employee who is also called a consultant.



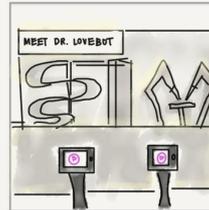
The consultant invites you to interact with the sensory displays to put together the perfect toy for you.



In deciding which material to use, you consider the feel and informative captions unique to each material.



After testing the scents, you decide you want your products to smell like roses. You proceed to the taste, see, and hear displays.



Once you've decided on the personalized elements, you approach the robotic pleasure toy maker station.



You create your personalized toy with the robot and send in the order. You're notified the toy will be ready in 45 minutes.



You decide to wait in the store to watch the robot make your toy. While waiting, you read pamphlets on safe sex and safe sex toy usage.



You pick up your personalized pleasure toy made just for you. You're excited to try it out and to come back to try other combinations.



Scale Model Feedback

- The number of choices is overwhelming
- Is this industry ready for a visible makerbot?
- Do all the design elements add value?
- Consider simplifying your signature moment



Micro Pilot



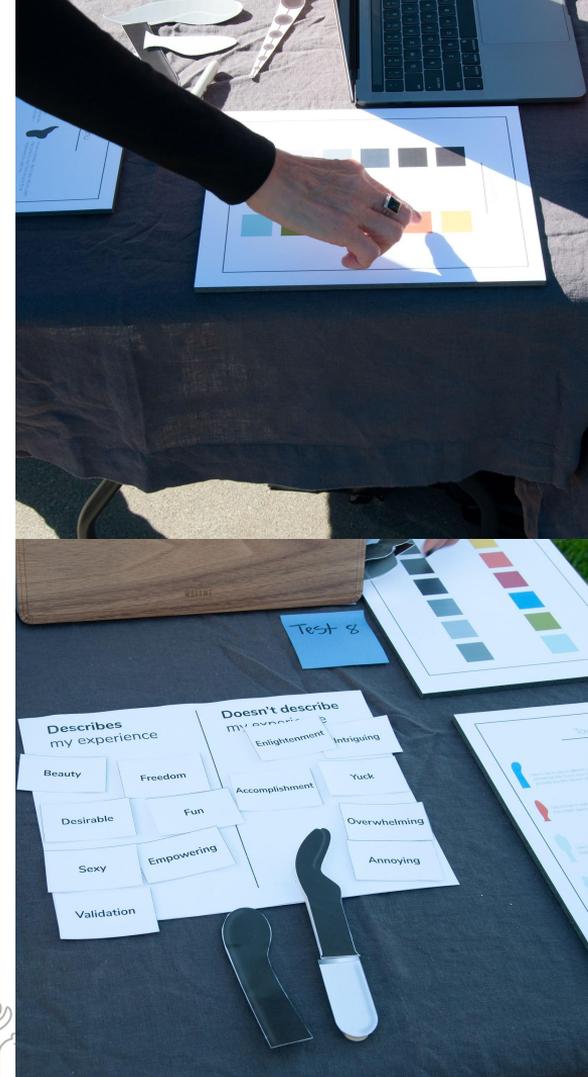
Micro Pilot Findings

- Customers responded positively to the build experience. They commented on how it felt personalized to them and their unique bodies. A few people even described the experience as “empowering” before they did the word spectrum activity.
 - “This feels more personal – that I get to choose more”
 - “Love customizationable stuff. It’s more personal”
 - “I like that I get to build it for myself because nobody knows me like me.”
- Customers didn’t always fully understand the experience right away without further explanation from us and the menus.
- Most customers liked the descriptions of the toy shapes. The descriptions introduced them to additional toy shapes they might not have considered before. One customer was triggered negatively because of one of the descriptions.
 - It “felt normal”
 - “Might try the fingers one after reading the description of it”
 - “Use more sensory language”
- Customers preferred the vibrant color palette.
 - “Colors are more interesting for people”
- Noje was still a popular name in our store name vote.



Micro Pilot Takeaways

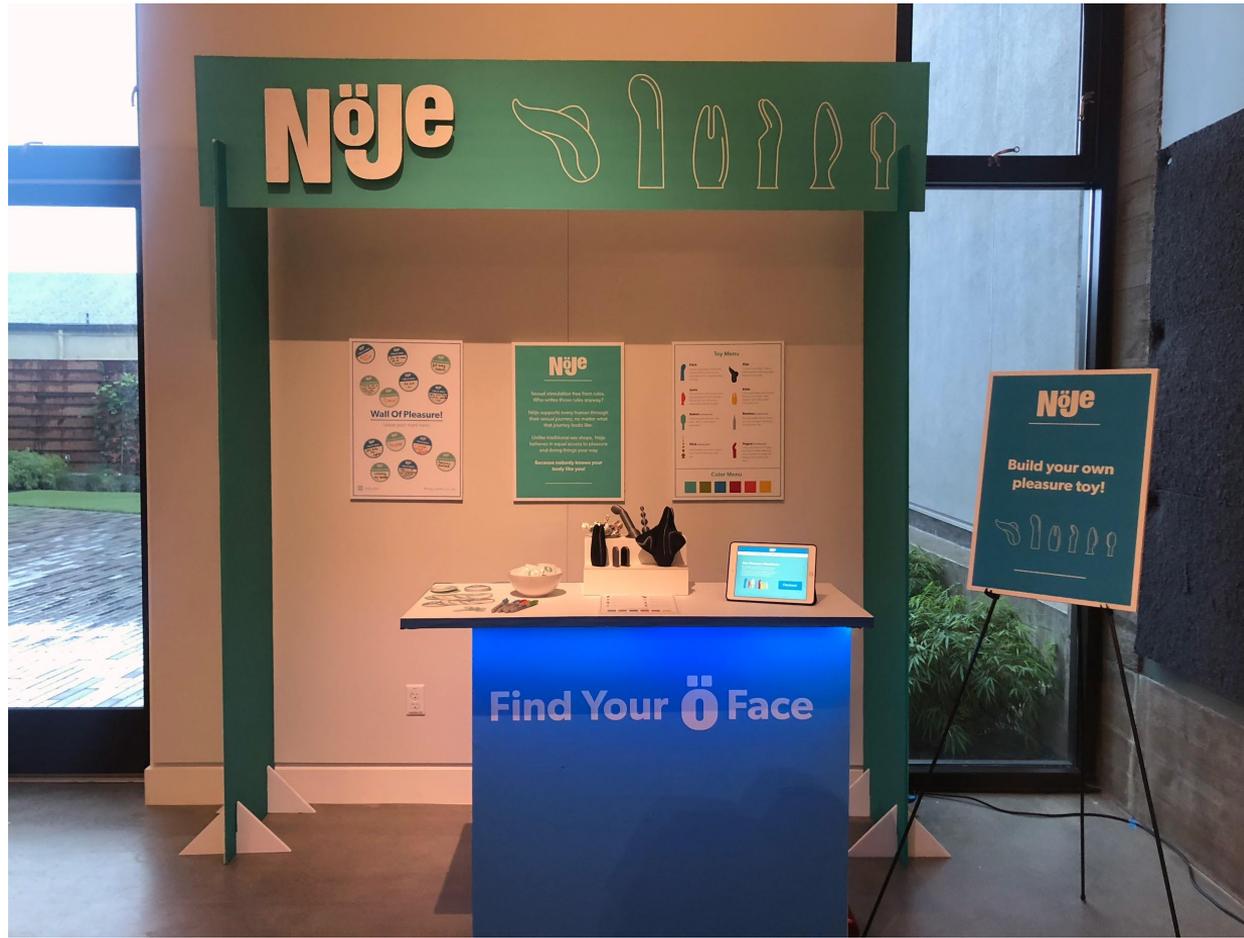
- Customers weren't overwhelmed by the build options we presented, therefore invalidating our hypothesis about cognitive load.
 - Choosing a few elements for the toy (such as shape and color) is the right approach, versus fully customizing many different variables.
- We need to be clear in our value proposition and signage so customers understand right away the purpose of our shop and the experience we're trying to generate.
- We need to be sensitive in the language we use to describe toys to avoid triggering words..
- Some participants mentioned our concept might make them more likely to return to our store to explore new attachments.



Pop Up Shop

The team prototyped a pop-up shop at the California College of the Arts.

After 2 rounds of critiques, the team conducted contextual interviews with 7 users.



Pop Up Shop

Value Proposition

Nöje

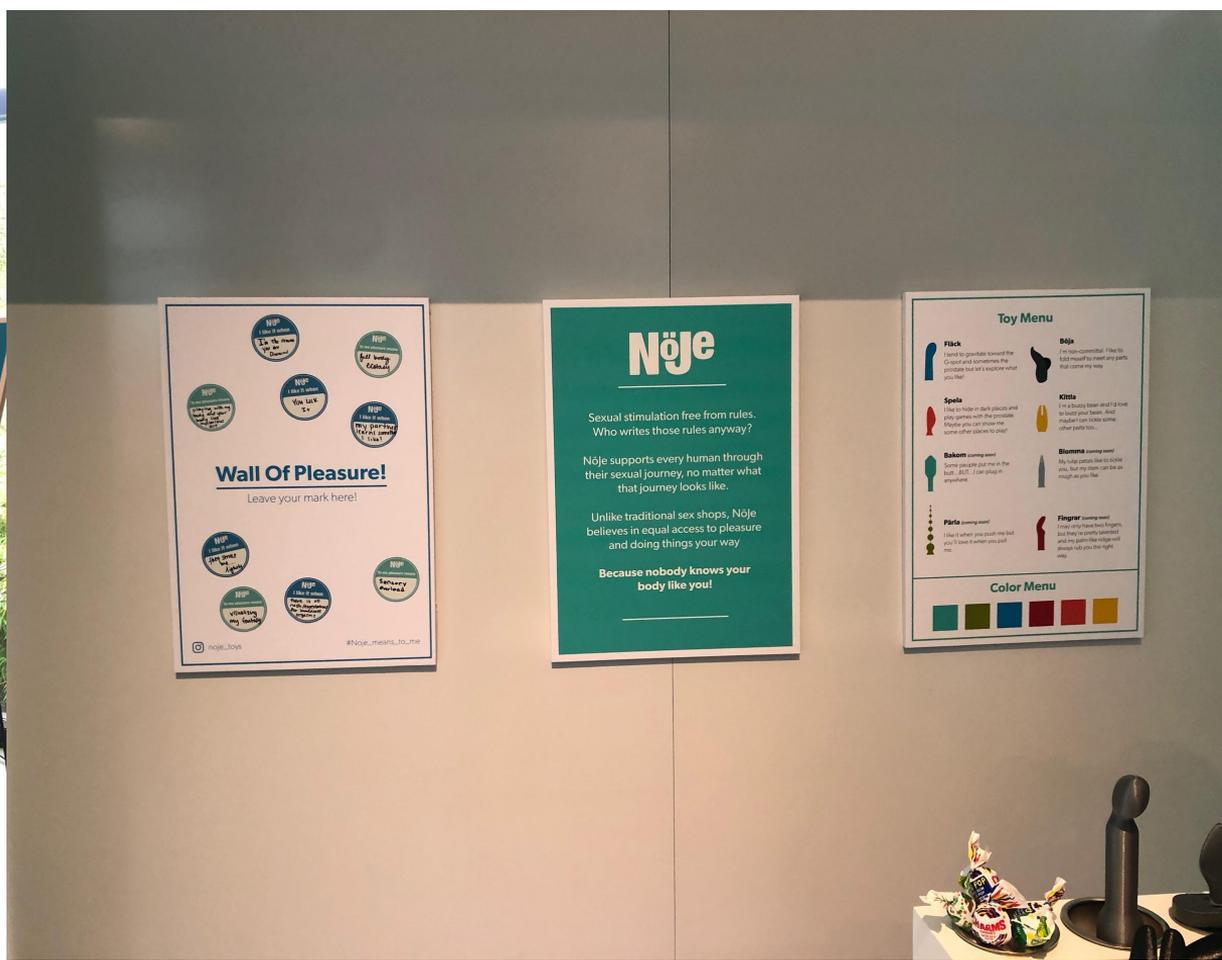
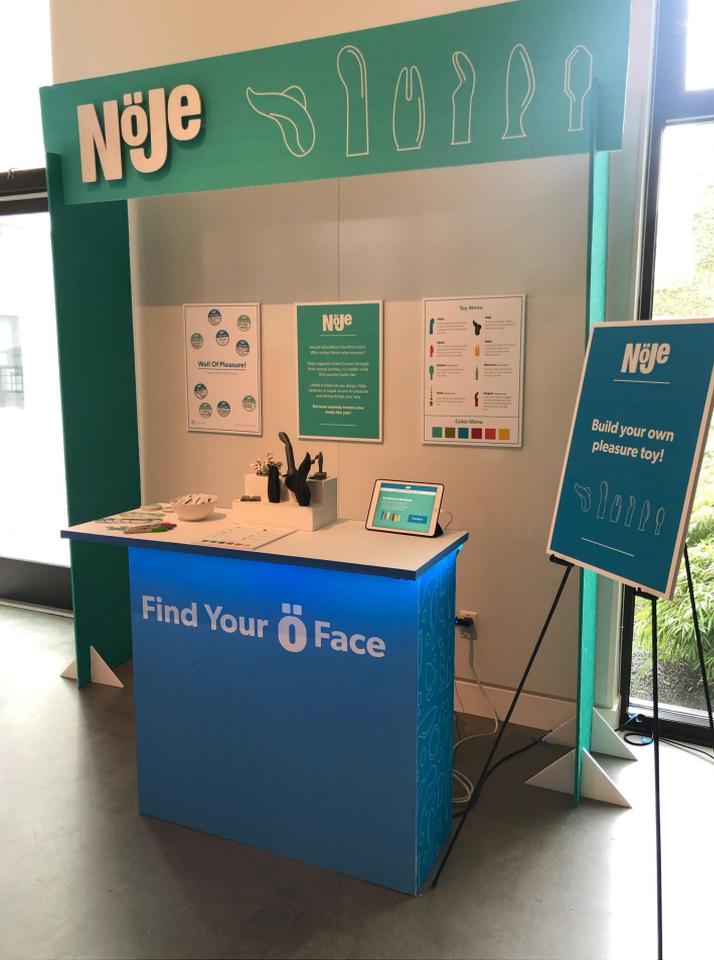
Sexual stimulation free from rules.
Who writes those rules anyway?

Nöje supports every human through
their sexual journey, no matter what
that journey looks like.

Unlike traditional sex shops, Nöje
believes in equal access to pleasure
and doing things your way

**Because nobody knows your
body like you!**





Pop Up Shop Iteration

Initially, the brand associate stood behind the counter which made for a more hierarchical and formal transaction. The expert was behind the counter.

After consideration and testing from the rounds of critiques, the team pushed back the counter and positioned the brand associate to stand on the same side of the counter as the customer. This made for a more casual and less intimidating interaction for the customers.



Pop Up Shop Iterations



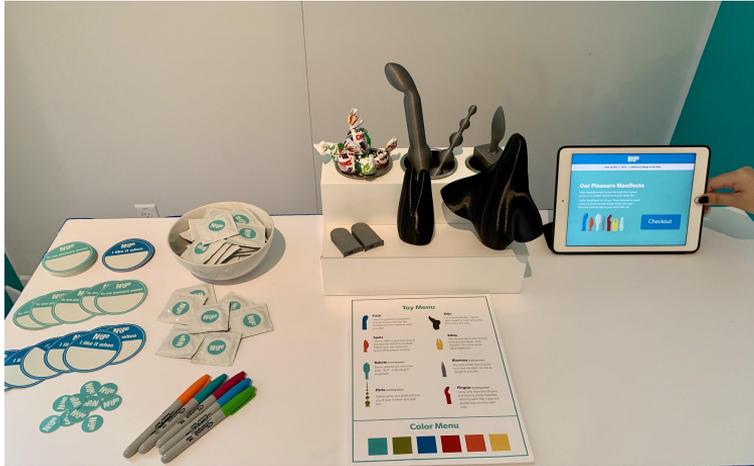
Original: Brand associate behind the counter.



Iteration: Brand associate on same side of counter.



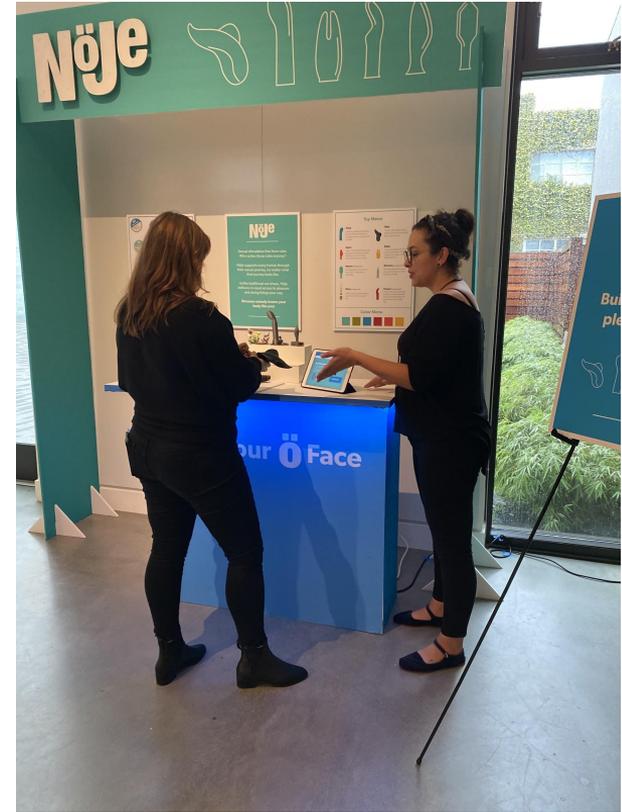
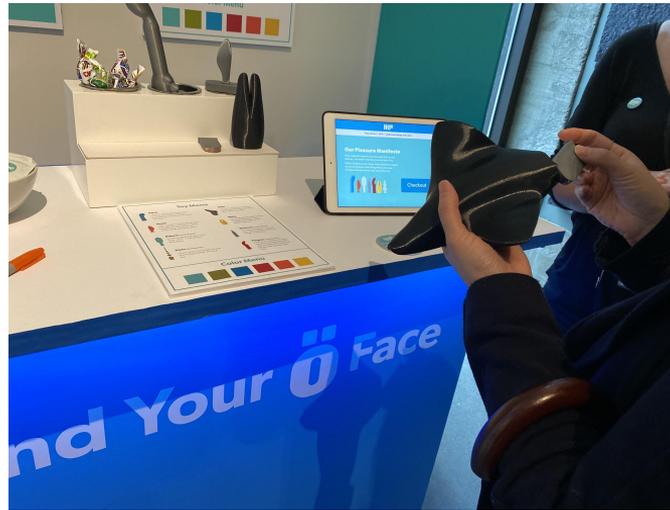
Pop Up Shop High Fidelity Signature Moment



Pop Up Shop User Feedback

Insight 1: Handling the pleasure toys prototypes was the signature experience to customers.

- Simple choices, unique shapes
- Unique product, for everyone



Pop Up Shop User Feedback

Insight 2: Branding broke down barriers and stigma

- Branding did not look like typical pleasure toys shop
- Colors were fun, welcoming, created a safe space
- Smart use of Swedish branding. Makes experience more comfortable.

“I didn’t even realize I was looking at sex toys. I was caught off guard... I’m not experienced with sex toys in any way but it was really great that I could feel safe and comfortable. It’s like you were peeling off layers of stigma.”



Pop Up Shop User Feedback

Insight 3: Customers wanted a more defined extend experience

- Some ideas that came up were blogs or some other type of community to stay in touch with.



Pop Up Shop Further Iterations

Based on our test users, we see the following opportunities for moving forward with our shop:

- Focus on community aspects for self expression, personal health, and wellness rather than the sales experience
 - Focus less on being a store to drive POS for revenue growth and more of a service provider for our mission of empowerment
 - Incorporate secondary offerings such as educational/ fun events, blogs
- Continue to improve personalized toy experience
 - Build out product line to add more shapes
 - Explore ways to make the toys more customizable or modular



Call to Action

To: Planned Parenthood and other like minded brands

We need to conduct 2 more pilots to continue to gather insight into the identified segments

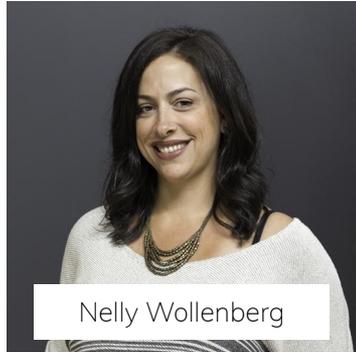
1. Construct a pop-up concept inside a preexisting pleasure toy shop to reach customers where they are and compare our value prop against market competition. This would be geared to be slightly more sales driven.
2. On a college campus as an outreach forum to spread our message of empowerment and personal wellness as it relates to sexual pleasure. Community building, rather than sales, would be the main driver in this environment.



Our team



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