

ALIGN



DOCUMENTATION OF SOLUTION PROCESS

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## SCOPE OF THE PROBLEM & MARKET

The problem that our team identified was based on an anecdote from my mother who works as a nurse and manager of two group homes for individuals with severe developmental and physical disabilities, and flagged that staff were struggling with facilitating safe and dignified sexual expression for clients.

In Australia there is a prominent lack of resources available to individuals with disability and those who care for them- both personally and professionally- in relation to sexual expression and fulfillment. However;

*“People with disability have the same desire for relationships and intimacy as anyone else. However, the societal myths that prevail about the sexuality of people with disability often present significant barriers to the development of a range of different types of relationships”*

*Family Planning NSW 2018, p.22*

### Industry Trends & Addressable Market

The Sex Tech industry is valued at over \$30 billion dollars, growing at a rate of 30% per year (Kaur 2018) and is largely focusing on the development of disability-friendly sex devices which is allowing them to expand by tapping into a huge, virtually untouched market.

Industry trends and events indicate growth in this sector with people with a disability being drawn to hackathons around sex tech in different regions as a way to innovate and create products and services that meet their needs (Jaramillo 2018).

As of 2015, there are over 4 million citizens in Australia who have a single or multiple disabilities (Australian Bureau of Statistics 2017).

Therefore, our addressable market are these Australian citizens over the age of 18 who engage or want to engage in sexual activity or care for someone that does.

SEXTech = \$30 BILLION INDUSTRY

OVER 4 MILLION PEOPLE IN AUSTRALIA HAVE SOME FORM OF DISABILITY



THAT'S 1 IN 5 PEOPLE

2.1 MILLION = 15-64 YEARS

1.8 MILLION AGED OVER 65

*Fig 1 – Statistics*

## Competitors

In terms of providing a service that links individuals with disability to sex workers, *Touching Base* is our main competitor. *Touching Base* are an organisation that connect people with disability to sex workers able to provide services to them through an online referral system. They also offer tips, and FAQs on sex worker interactions, safe sex procedures, and testimonials (Touching Base 2018).

Our primary competitors in terms of information and education services are state government run health websites, which have content about sexual health and disability. The most prominent are *Shine South Australia* (SHINE SA 2018) and *NSW Family Planning* (2018).

Northcott Innovation (a branch of Northcott Care) are beginning to look into the field of sexuality and disability – primarily tailored sex toys and sex education (Northcott Innovation 2018) however, they have not yet released any material. They are however, looking for collaborators so could be seen as a potential partner rather than a competitor.

## INTRODUCTION TO THE SOLUTION – ALIGN

Out of a need to ensure all citizens are given an equal opportunity to satisfy their sexual desires came Align. Align is an online marketplace which features a range of tailored resources and content specifically for those with, or those caring for someone with a single or multiple disabilities.

### Content Available

Align will differentiate itself from competitors by being a source of educational material, a connection to like-minded individuals via forums, a marketplace to learn about and purchase suitable devices, and to keep up to date on current events in the field, all on one accessible platform. We made sure to streamline and tailor Align's services because as Ries (2011, p.12) outlines, "Value is seen as providing benefits to the customer; anything else is waste".

### Why This Solution?

Our team decided to create a website over an app because we felt it better suited our content and user base for a number of reasons, namely;

- An app may prove difficult for some of our users, whereas a website is accessible to a broader audience
- App development is more costly
- Apps require a download and phone space, responsive websites do not (Bushnell 2017)
- Most consumers of local businesses search for information in a regular browser, and a responsive web design will allow them to connect with Align without being forwarded to an app (Bushnell 2017)

## DIFFERENT ACCOUNTS

To Suit Your Needs



### INDIVIDUALS

For Those Living With Disability

### CARERS

To Help a Family Member or Loved One



### PROFESSIONALS

For Doctors and Nurses in the Workforce

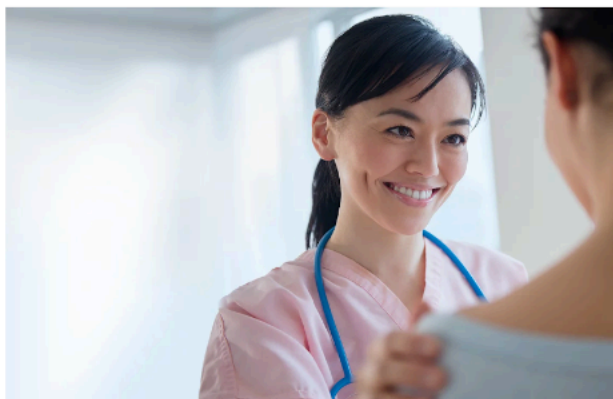


Fig 2 - Align Account Breakdown on Homepage

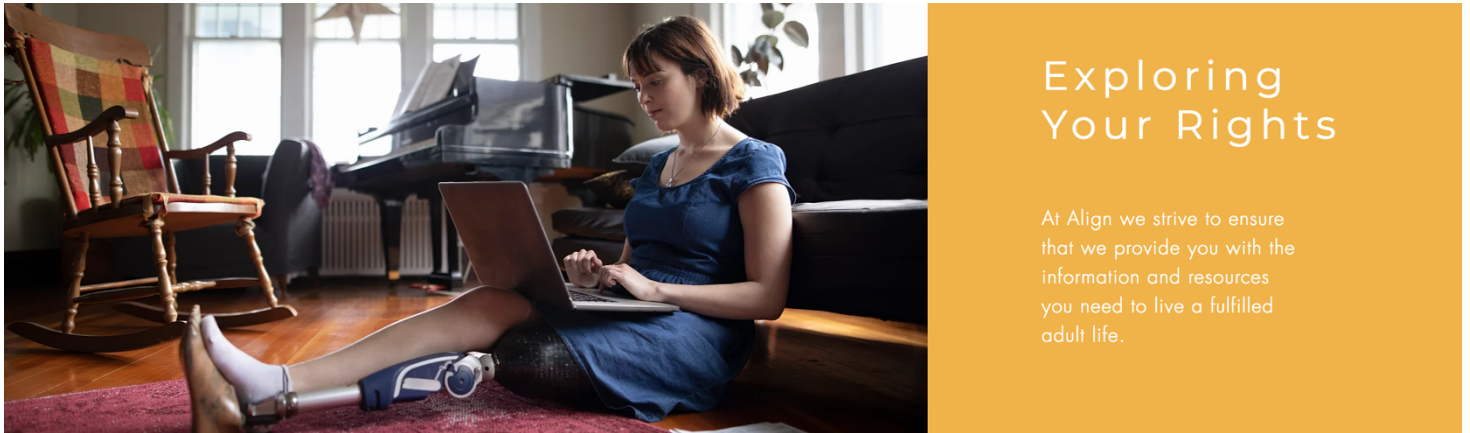
## WALK THROUGH OF ALIGN

The Align interface is separated into 3 services depending on whether the user has chosen an Individual, Carer or Professional Account (Fig 2).

Both the Individual and Carer account are free of cost to users however, the Professional account is \$20 per month, or \$240 annually. We conceived that it would be easier for professionals to be able to claim this cost back to them as a professional expense and receive a rebate, whereas it would be much harder for individuals and carers through the NDIS.

Once a user has created their account (and in doing so provided us with data including basic personal information and disability/s) they are then provided with resources that suit their needs (see Fig 3 & 4).

From here, users can choose what resource they are seeking and be provided with detailed and informative content.



## Exploring Your Rights

At Align we strive to ensure that we provide you with the information and resources you need to live a fulfilled adult life.









 <p><b>EDUCATION &amp; INFORMATION</b></p> <p>Resources to help you be informed about your rights &amp; body</p> <p><a href="#">View &gt;</a></p>	 <p><b>FORUM</b></p> <p>A place to connect with other like-minded people</p> <p><a href="#">View &gt;</a></p>	 <p><b>DEVICES &amp; TOYS</b></p> <p>Discover a Range of sex toys &amp; devices to suit all physical abilities</p> <p><a href="#">Learn &gt;</a> <a href="#">Purchase &gt;</a></p>	 <p><b>SEX SERVICE PROVIDERS</b></p> <p>A referral system to align you with sex service providers who can cater to your unique needs</p> <p><a href="#">View &gt;</a></p>
 <p><b>LEGALITIES &amp; GOVERNMENT PROCEDURE</b></p> <p>Know your rights under the NDIS (including information about rebates)</p> <p><a href="#">View &gt;</a></p>	 <p><b>SUPPORT</b></p> <p>Find the advice &amp; support you need</p> <p><a href="#">View &gt;</a></p>	 <p><b>WORK WITH US</b></p> <p>We're always looking for ideas &amp; input from people with first-hand knowledge!</p> <p><a href="#">Contact Us &gt;</a></p>	 <p><b>NEWS</b></p> <p>Keep up to date with what's going in this area</p> <p><a href="#">View &gt;</a></p>

Fig 3 Individual Content

Individuals and Carers are provided with the same overarching page options, however the phrasing and content within them is altered to ensure a personalised user experience.











 <p><b>TRAINING RESOURCES</b></p> <p>NDIS approved Training Resources and Events</p> <p><a href="#">View &gt;</a></p>	 <p><b>CARE &amp; SEXUALITY</b></p> <p>Ensure that you're providing effective care in all areas</p> <p><a href="#">View &gt;</a></p>	 <p><b>DEVICES FOR CLIENTS</b></p> <p>Discover a Range of sex toys &amp; devices to suit the physical abilities of different clients</p> <p><a href="#">Learn &gt;</a></p> <p><a href="#">Purchase &gt;</a></p>	 <p><b>SERVICES FOR CLIENTS</b></p> <p>A referral system to align clients with sex service providers</p> <p><a href="#">View &gt;</a></p>
 <p><b>YOUR RIGHTS AS AN EMPLOYEE</b></p> <p>Find out more about your rights as an employee under the NDIS.</p> <p><a href="#">View &gt;</a></p>	 <p><b>SUPPORT</b></p> <p>Find the advice &amp; support you need</p> <p><a href="#">View &gt;</a></p>	 <p><b>WORK WITH US!</b></p> <p>We're always looking for ideas &amp; input from people with first-hand knowledge!</p> <p><a href="#">View &gt;</a></p>	 <p><b>NEWS</b></p> <p>Keep up to date with whats going on in this area</p> <p><a href="#">View &gt;</a></p>

Fig 4 Professional Content

Professionals are offered many of the same services in addition to some which are more in-depth such as their training resources, to justify their monthly cost.



Although a majority of the content will only be available to users with Align accounts, the 'News', 'Shop', as well as 'Work with Us' and 'About' pages will be available to the public.



The News Page provides links to stories published by news media globally and internationally which discuss the field of disability and sexuality.

Fig 5 – News Page



The site's Store displays different sex toys and gives users detailed descriptions about their features which make them applicable to different disabilities.

They will be broken down into different collections for different types of disabilities, for example 'limited mobility'.

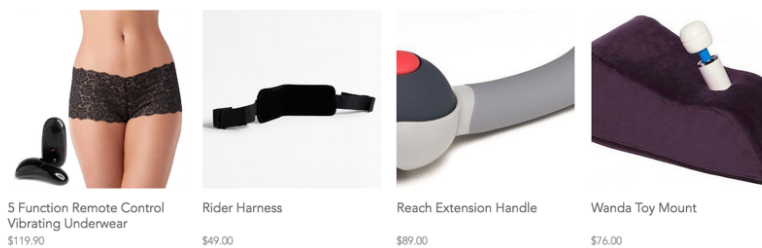


Fig 6 – Shop Page

## DEVELOPMENT PROCESS

### Teamwork

Our group employed aspects of the Agile software development format during our rapid prototyping process (Beck et al. 2001).

We communicated consistently via social media and a shared google doc. The Agile Manifesto dictates that “the most efficient and effective method of conveying information to and within a development team is face-to-face conversation” (Beck et al. 2001, p.2) and we as a group found this to be very true, and so also had regular and consistent group meetings which focused on decision making.

Myself and Anna met with Joanne Jacobs, who works within the Sex Tech industry early in the solution development process to discuss the potential and scope of the market that Align is branching into.

### Individual Contributions

I acted as the Project Manager which saw me overseeing tasks including the distribution of group work, the organisation of team members, and the overall development process of Align.

In terms of organising the group I posted regularly in our shared Facebook group to check in on progress and schedule group meetings. I also liaised with tutors and the subject coordinator to coordinate meetings and clarify any queries the team had.

For our final week prior to the pitch I created a detailed daily planner which broke up the workload for the group (see Fig 7) based on team member’s strengths and preferences, which was open to adjustment in keeping with the Agile methodologies assertion that “the best...design emerges from self-organizing teams” (Beck et al. 2001, p.3).

After Scott had finished the initial build of the website on Wix, I created and formatted a majority of the pages including News, About, the Homepages, the Forum page, and the Devices Store and Information pages, which were then edited for graphic and visual consistency by Anna and Hannah.

In terms of the pitch itself, I wrote the speech that Scott and I presented.

**WEEK PLANNER:**

	Sun	Mon	Tues	Weds	Thurs
<b>Goals</b>	<p>Hannah &amp; Lucy work on website formatting</p> <p>Start inputting content into web pages (Lucy) &amp; 1st draft speech done (Lucy)</p> <p>Scott/Anna @work</p>	<p>Format click off pages (prioritize Individual then Professional - if we have time do carer) &amp; Start inputting textual info into website pages -whoever is free</p> <p>Add statistics to speech/powerpoint - Anna?</p> <p>Add Sign Up process - Scott?</p> <p>Add top/bottom bar to pages e.g. T&amp;Cs - Scott/Hannah?</p> <p>1st draft powerpoint - Lucy &amp; Scott</p> <p>Lucy @ work until 8</p>	<p>Finish Professional home bios &amp; maybe some other pages (resources/training /support)</p> <p>Fix any formatting issues on website (Scott)</p> <p><b>Make a timeline for the build of the site &amp; add to PP(Lucy)</b></p> <p><b>Make a wireframe if we have time</b> Anna or Hannah?</p> <p><b>Website tentatively finished tonight</b></p>	<p><b>Meeting 1pm</b></p> <p>Finalise website for presentation <b>Film website run through for pitch</b></p> <p>Add to powerpoint <b>Finalise Pitch speech &amp; powerpoint</b></p> <p><b>Go over Joanne's email</b></p> <p>-everyone</p> <p>Scott &amp; Lucy to read over pitch</p>	<p><b>Meeting 12pm</b></p> <p>Film website run through</p> <p>Practice Pitch</p> <p>Rehearse answers to potential questions</p> <p><b>Pitches start 5pm</b></p> <p>-everyone</p>
<b>Progress</b>	<p>I've added formatting to the main pages and have created new pages to match up with the click off links on the Individuals, Carers and Professionals pages - these individual pages don't have formatting yet though</p> <p>1st Draft of the pitch speech is also done -Lucy</p>	<p>Sign Up Process done -Scott</p> <p>Pages done: (Lucy) Devices about Devices shop News About Align Individual Home Carer Home Forum page added (only able to add one forum per website (so might not be able to do personalised ones for the prototype)</p>	<p>PP in progress Timeline for build started Support page done -Lucy</p> <p>Tested and edited site - Scott</p> <p>Website prototype basically finished</p>	<p>Speech finished</p> <p>Powerpoint just needs finessing</p> <p>Need to re-film video- slower</p> <p>Email list checked off</p>	

Fig 7 – Final Week Planner

**Resolving Issues**

Our design process involved heavy discussion, deliberation and often some minor disagreements over what to include or how to include it in the Align interface. We openly encouraged disputes to ensure that our final ideas were the well thought out, as welcoming change requirements, even in the late stages of development helps to ensure a competitive advantage (Beck et al. 2001, p.2).

## Rapid Prototyping Methodologies Used

In one of our initial team meetings we used Maurya's iteration of the Lean Canvas Development model (2012) to make decisions regarding the bulk of Align's features and feasibility, particularly around cost and revenue, as well as our unique value proposition and unfair advantage.

We chose to use lean canvas as it provides a quick and comprehensive tactical plan of a product's features that may otherwise be overlooked (Maurya 2012).

We then collaboratively developed the first draft of a wireframe and mockups for how the site would run (see Figs 8 & 9).

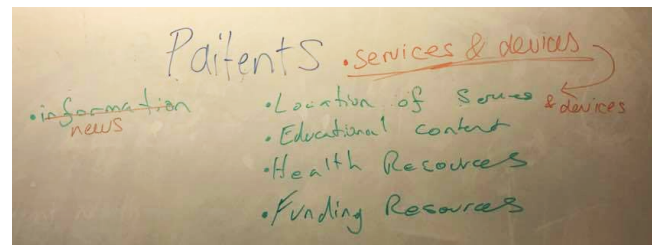
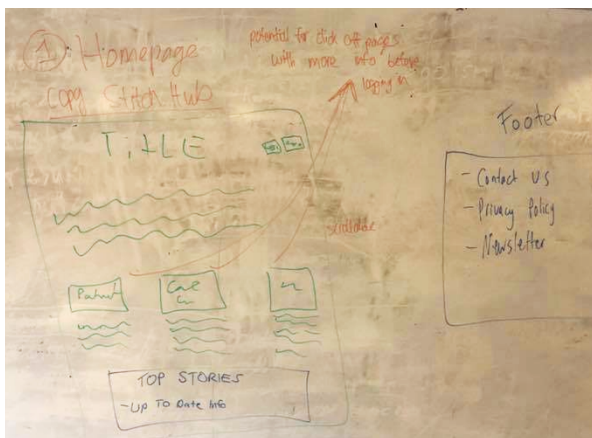


Fig 8 & 9 – Drafting Align's Interface Design

We chose to prototype Align using Wix which is a free website design software. Wix allowed us to collaboratively work on the site's design through multiple account access, and provided a time effective way to create a prototype and visual example of Align. This allowed us to make constant adjustments on the go in keeping with the Lean Startup Method (Ries 2011).

## Comments on Our Rapid Prototyping

In future, the only amendment I would make would be to ensure that we take time to reflect on how the team could be working more effectively at regular intervals throughout the process and make adjustments accordingly (Beck et al. 2001).

## ASPECTS OF IMPLIMENTATION & MOVING FORWARD

The lean startup approach that we have followed has allowed us to begin the process of development very quickly. With our MVP we would now work on tuning Align and developing actionable metrics that could demonstrate cause and effect realities (Reis 2011, p.17) to push forward.

We would now need to move onto the second stage of the lean canvas startup guide and get feedback from our target market to make amendments and confirm whether assumptions we have made are correct which is integral to development (Reis 2011, p.19).

### Acquiring Customers

Logistically speaking, we aim to acquire customers through a process of marketing via already trusted sources. This will mainly include business to business communications to health professionals such as GPs and specialists and care providers such as Northcott and other NGOs who operate in the disability sector.

### Expenses

We are seeking funding upwards of \$100,000 to cover Align's initial development.

Expense	Cost Approx.
Website Developer	\$4,000 (1 month)
Cost of Domain	\$35 p.a
Facilitation of Research	\$30,000
Professional Research Team	\$15,000 (salary)
Marketing Research (distribution costs)	\$10,000 (budget)
Full time moderator	\$66,000 (salary)
<b>Total</b>	<b>\$104,035</b>

Fig 10 – Expense List

The expenses provided are based on the average costs and salaries in Australia applicable to each component;

- Web Designer - \$54,027 (Payscale 2018a)
- Content manager - \$66,035 (Payscale 2018b)

### Feedback on Funding

The feedback we received from our initial pitch to industry centered around our ability to pursue sponsors and partners. The suggestion of partnering with a brand such as Durex was given, as was the directive that we should not be weary of seeking funding.

From this, I propose that the best way to move forward with Align would be to secure a partnership or funding from a brand or organisation such as Durex or Northcott Innovation as well as possibly to assist in development.

We could also look into Federal government grants, possibly through the Disability Investment Group scheme (Australia Government Department of Social Services 2014) or funding through the National Disability Insurance Scheme (NDIS).

**Return on Investment**

Our Return on Investment would come from the charge of promoting sex toys on our site’s store, potential placed advertisements on site, and the annual fee charged to professional accounts which is \$20 per month or \$240 annually.

I propose that we charge a commission of 10% for devices produced by partner companies sold on our site’s store and use affiliate links so that if a consumer is directed to another sellers site via ours, we receive 5% of that sale. We could also charge a flat for the placement of another company’s devices or services on our site.

**What’s Next**

We have developed a 7-month plan for expansion before Align is put onto the market. This operates in 3 key stages; resource development, website build and user testing, and marketing which are detailed below.

2018		2019			
Stage 1		Stage 2		Stage 3	
Oct-Nov	Dec	Jan-Feb	Mar	Apr	May onwards
Source Funding & Partnership Deals	Employ Website Developer	Website Creation	Soft launch to shareholders & sample selection of users for testing	Finalise Adjustments	Continual Maintenance
Establish Research Team	Agile Methodology User Testing		Make adjustments based on feedback	<b>April 15<sup>th</sup> Official Launch of Align</b>	Including: Marketing/Distribution
Begin Research			Marketing Strategy devised	Marketing of Align begins	Gathering Data Updating Resources

Fig 11 - Timeline for Development

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