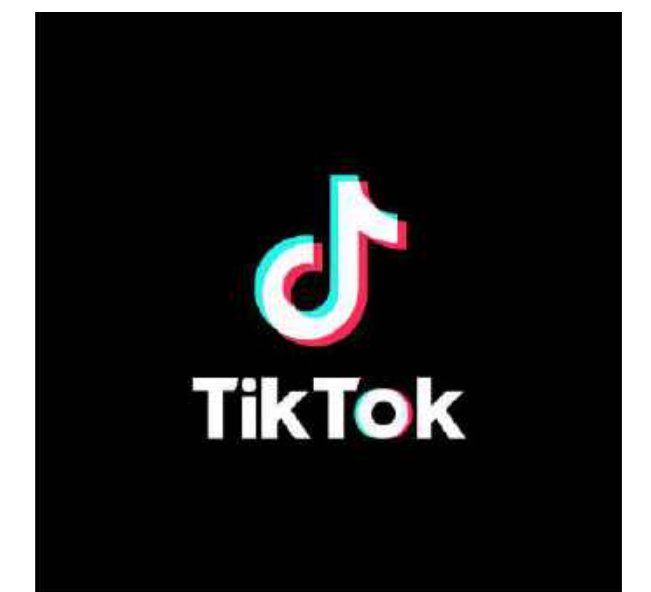
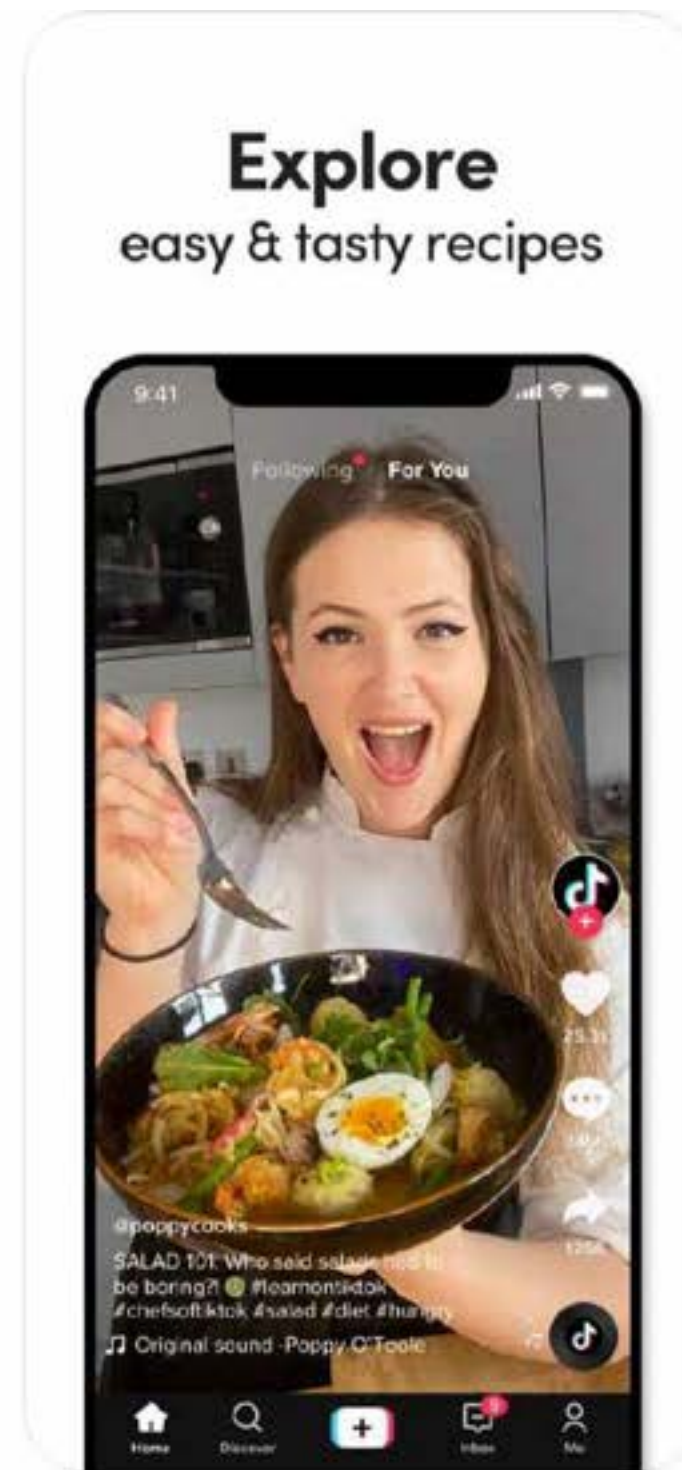


TikTok



WHAT I DID AT TIKTOK

I work for Corporate Social Responsibility(CSR) as a product designer

Our northstar goal is Tech for Good

- games on kids education 3-12
- a donation platform where people can donate books for free
- accessibility research



WHAT I DID AT TIKTOK

I work for Corporate Social Responsibility(CSR) as a product designer

Our northstar goal is Tech for Good

- games on kids education 3-12
- a donation platform where people can donate books for free
- accessibility research



CASE STUDY 02

Don't Touch Me

Don't Touch Me is a mini camera game that attempts to provide sexual abuse education for kids 3-12 in China.

Duration	Team	My Role
3 weeks	1 Design Lead(me) 1 UI Designer 1 Graphic Designer 1 Animation Designer 1 Engineer 1 Marketer	Design Lead



Overview

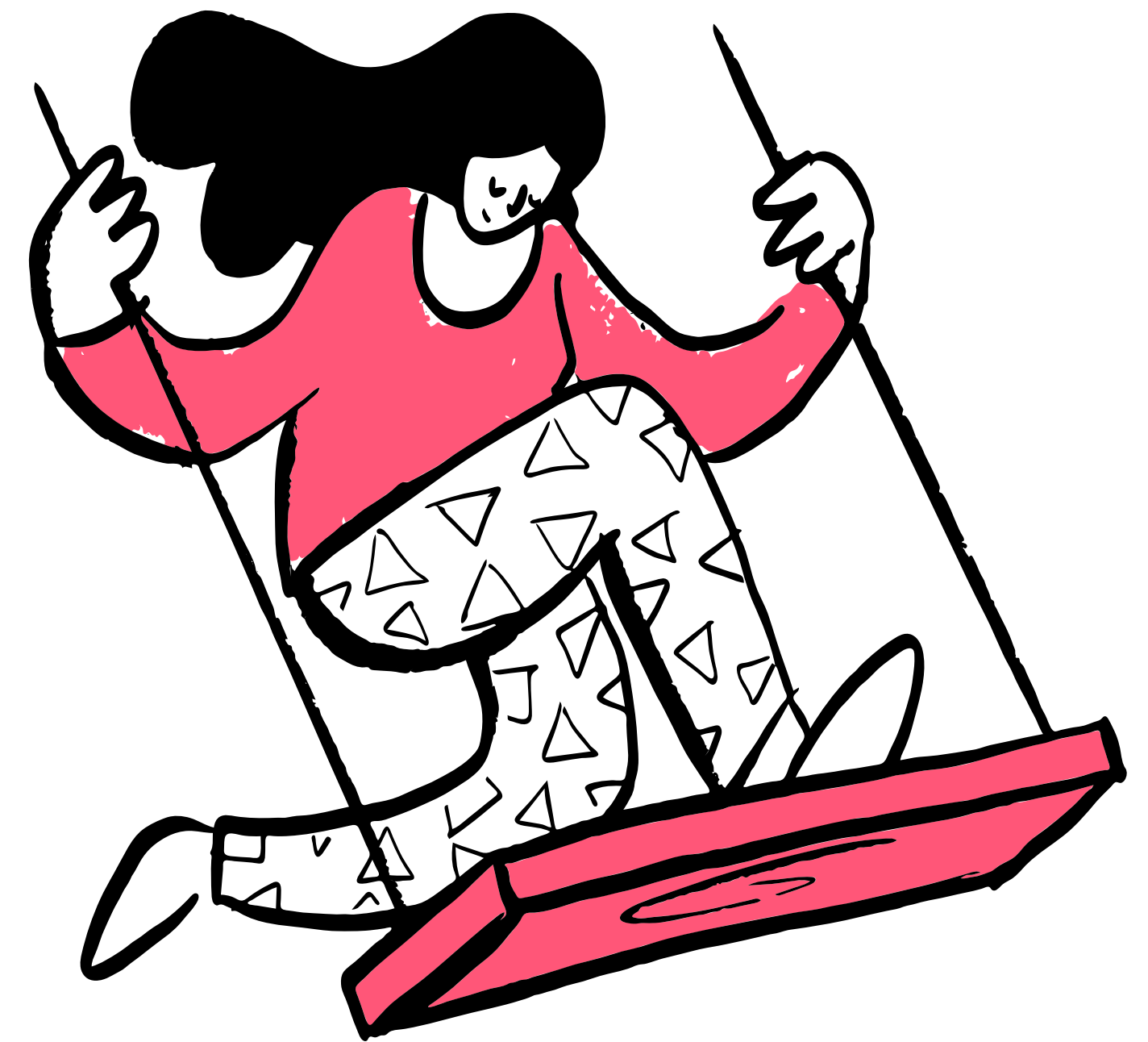
PROBLEM CONTEXT

Multiple vicious rapes of young kids
by their acquaintances have
aroused social concern



THE PROBLEM

How can we help kids 3-12 protect themselves from sexual abuse?



PROBLEM AND OBJETIVE

A 60s mini-camera interactive game on
anti-harassing education



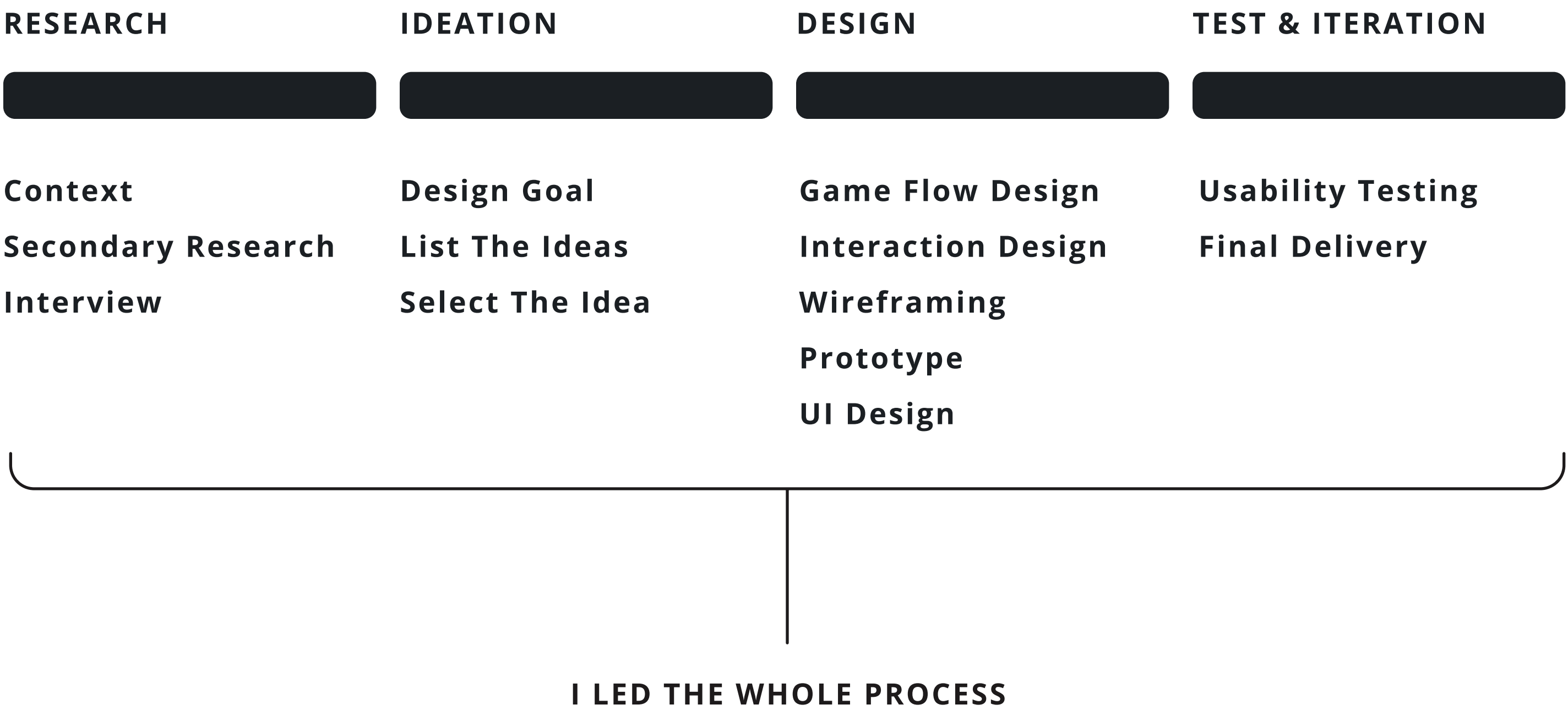
OUTCOME

The product did not launch

OVERVIEW

My contribution & my challenges

Sensitive topic | Decision making | Team Leader



01 Empathize

SECONDARY RESEARCH

I led my team to collect
information through

reading news, reports, relevant
articles, and talking to experts.....



ESSENTIAL FACTS 01

Sexual abuse perpetrators often know the kids, and are repeat offenders

- neighbors
- family friends
- someone kids know and trust

SOURCE: NATIONAL REPORT ON KIDS SEXUAL ABUSE 2020

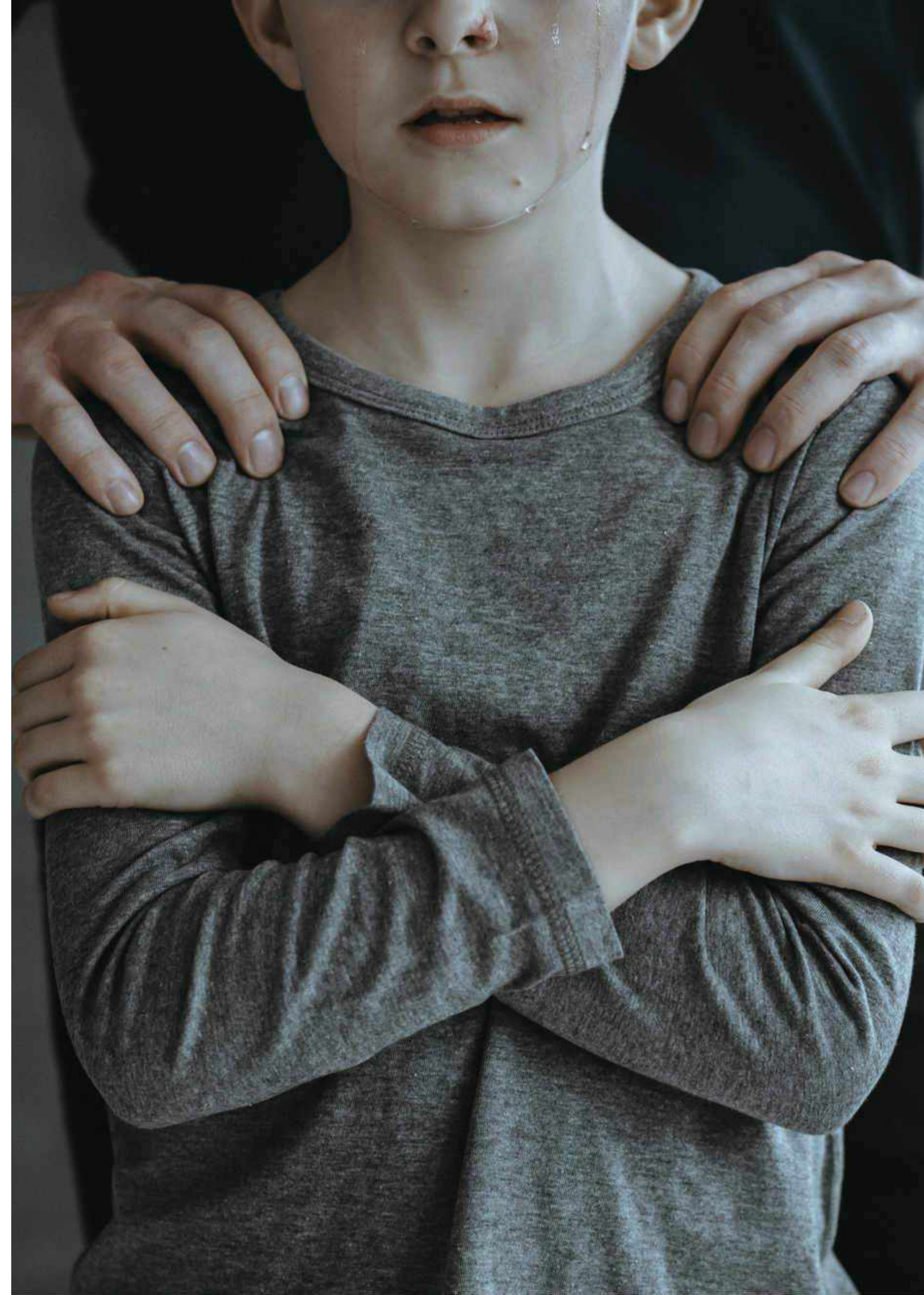


ESSENTIAL FACTS 02

In all minor abuse cases,
30%–35% happen to kids under 12

10%–20% happen to boys.

SOURCE: NATIONAL REPORT ON KIDS SEXUAL ABUSE 2020



Sex education is the key of preventing sexual abuse.

There's a lack of sex education at home and at school in China

- A CFPA survey from 2014 showed that 80% of parents felt unable to talk to kids about sexual and reproductive health.
- Only 10% of 20,000 university students had received any sexual education in primary school



ESSENTIAL FACTS 04

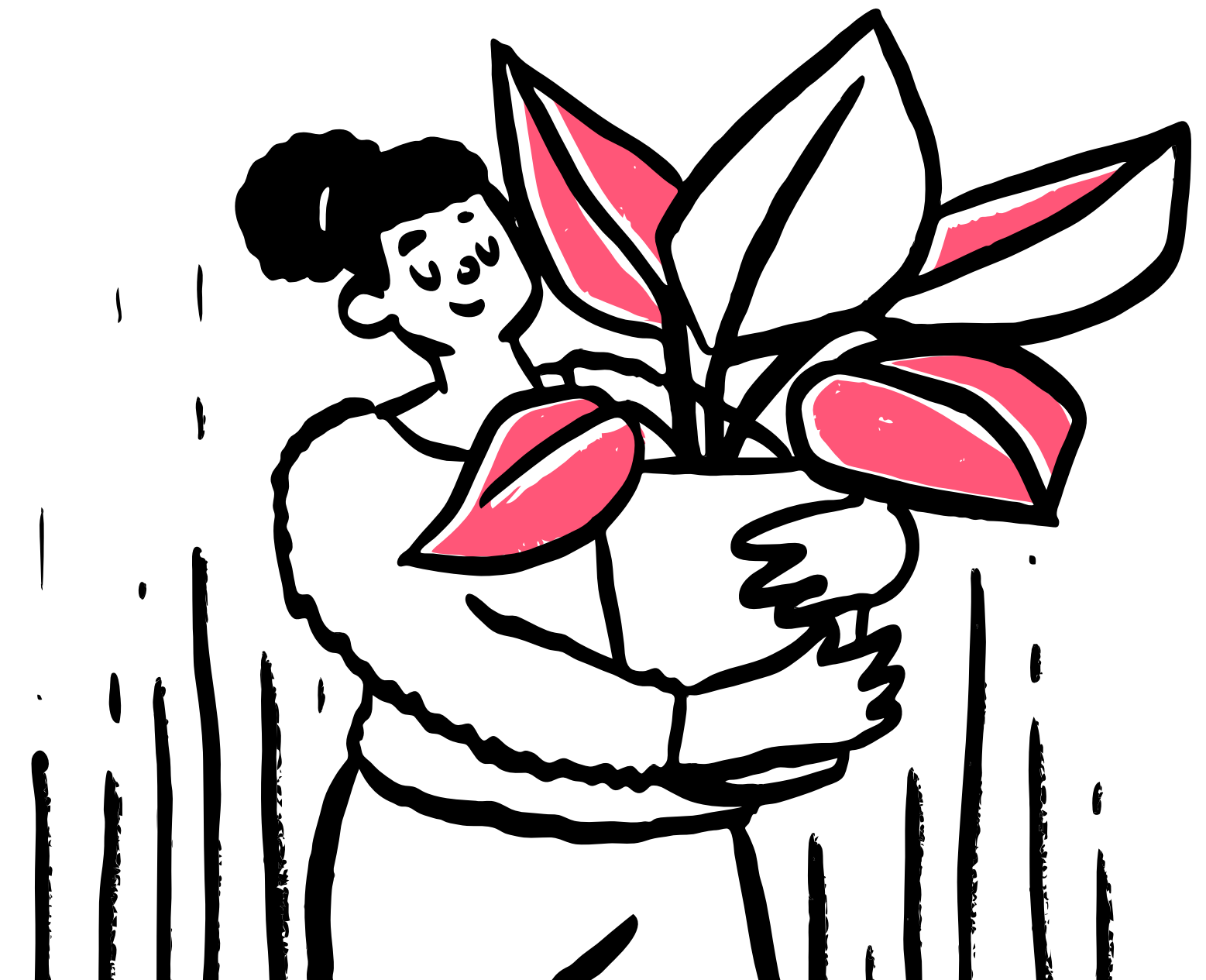
It's difficult for many young kids to differentiate between sexual abuse and friendly behaviors, especially from people they know.



KEY SUMMARY 01

Child sexual abuse prevention starts with knowledge and awareness of the problem

Help the kids **differentiate sexual abuse** is the first step.



USER INTERVIEW: TESTIFY THE FINDINGS

15 parents

👨+👩 a father of 3-year-old daughter, Shanghai, middle school teacher

👨👩+👨👩 parents of 2 boys aged 4 and 7, Fujian, family-business runner

👩+👩 a single mother of 7-year-old boy, Hangzhou, fashion designer

👨+👩👩 a father of 2 daughters aged 3 and 6, Hangzhou, business man

👨👩+👩 parents of a 5-year-old girl, Shanghai, mom is fashion designer and dad is biotech professor

👩+👩 a mother of a 4-year-old boy, Zhengzhou, financial worker

👨👩+👨👩 parents of 2-year-old boy and 5-year-old girl, Heze, bank worker

KEY FINDING 01

Many parents have false ideas of sex education



"It's too early for kids under 7."



"I think my kids are safe with people they know."



"I feel embarrassed.
So I don't talk about it"



"It's unnecessary for boys."

KEY FINDING 02

There is a lack of well-designed sex education content



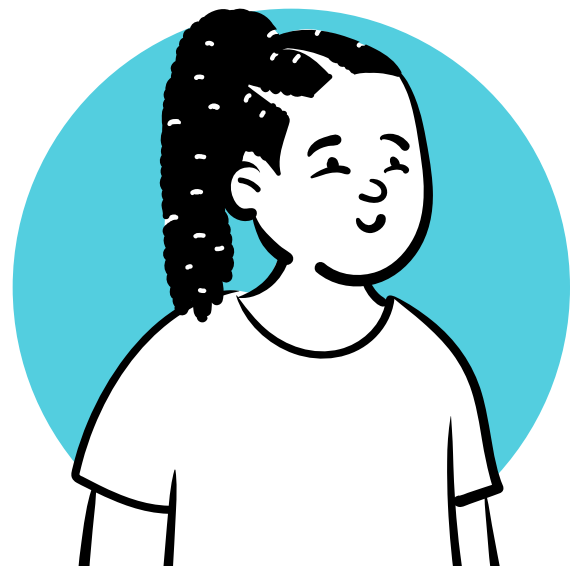
"I think the sex education material at school is far from well-designed."



"They are either vague or difficult to understand."

TARGET USER PERSONA

Kids and their parents



Mingming
8 years old, kid
have access to mobile phone

- didn't receive sex education at school or home
- can't tell the difference between sexual harassment and friendly hug



Zhao
40 years old, parent
allow kid to use mobile phone

- didn't provide sex education to his kid
- want to share well-designed sex education material with the kid
- hope to avoid embarrassment

KEY SUMMARY 02

Design the sexual harassing education content that's **accessible to kids**

Involve parents in the process and try to **reduce the embarrassment**



How can TikTok CSR make a difference?

Before we get down to the work, I led the team to think carefully about

- Why important
- Influence
- Align with product gene
- Do it differently, our advantages

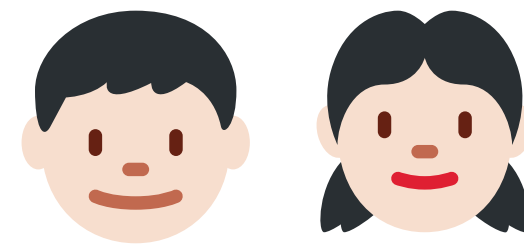


Good user base and audience formulation

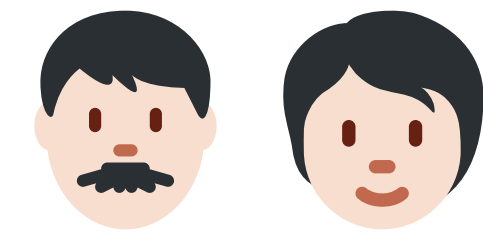
- We can reach the target users



60 million DAU



25% < 18 years old

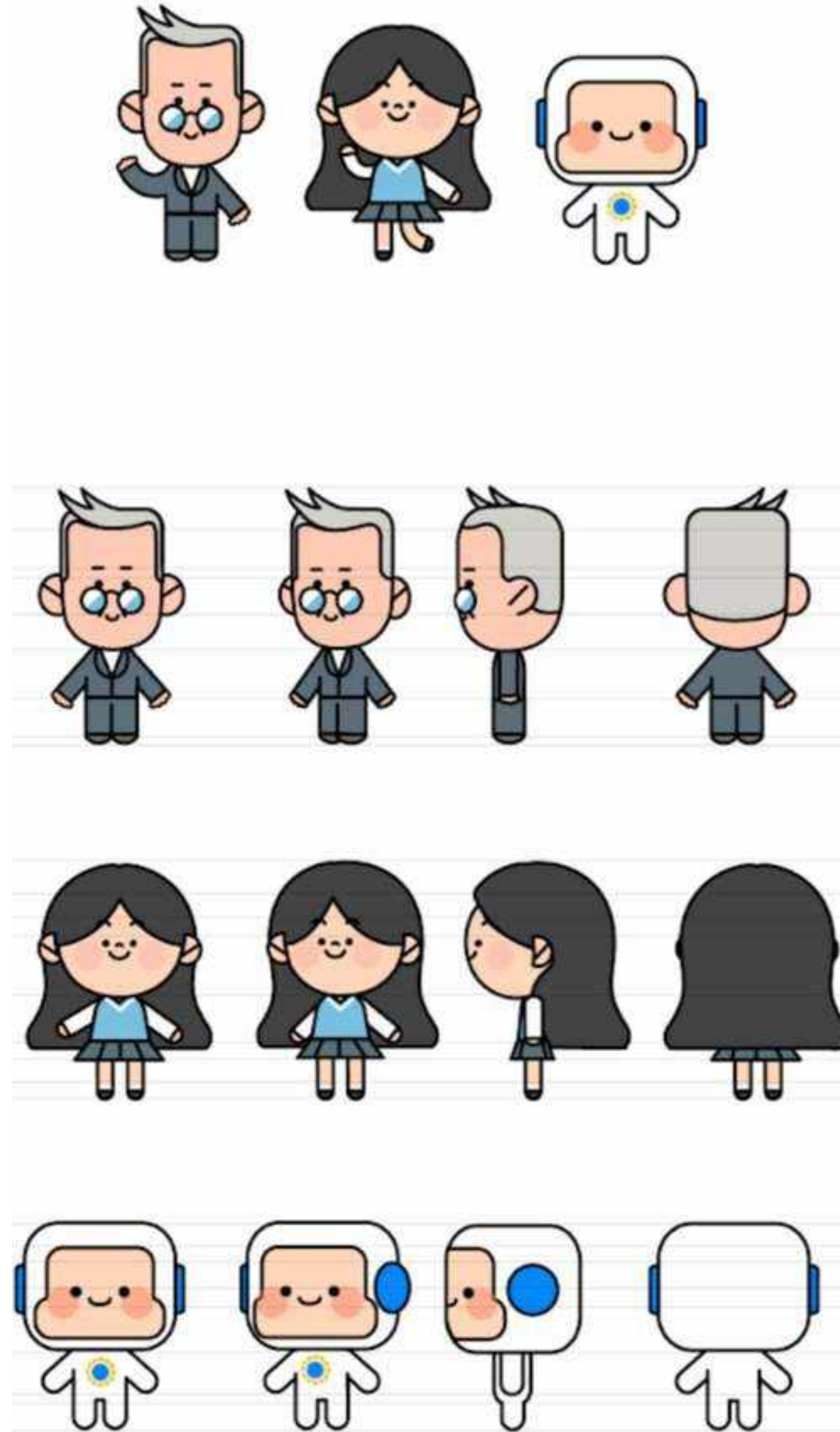


25% 25–40 years old

THE ADVANTAGES OF TIKTOK CSR

Sunflower Plan: Kids education

- Kids safety education on TikTok.
- 700k followers.
- Cute IP



KEY SUMMARY 03

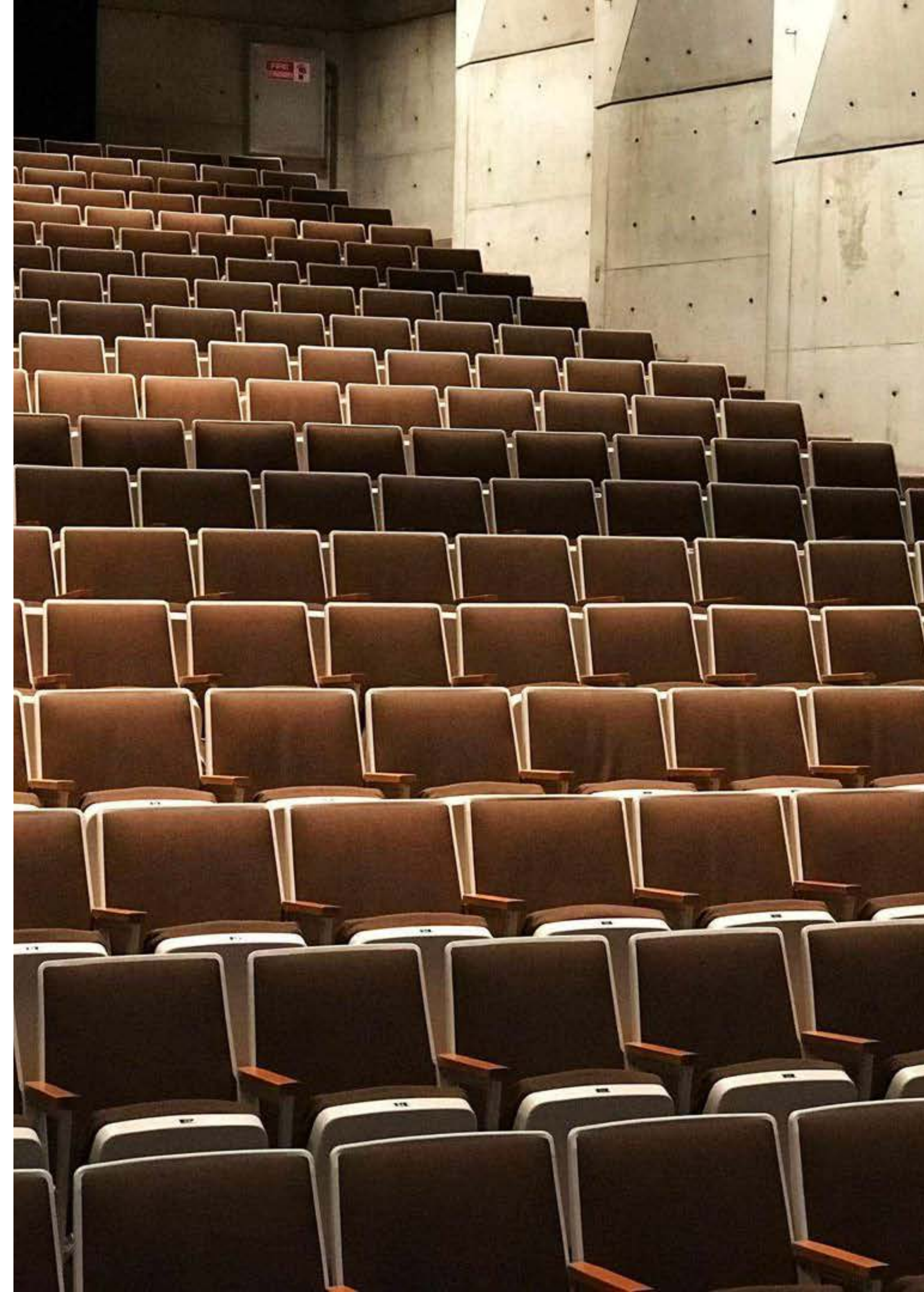
Tiktok CSR has responsibility and, luckily, is in a good position to play the educational role



02 Conceptualize

HOW MIGHT WE

Design an accessible, interactive sexual harrassing education content for kids 3-12, and reach a large audience to make a social impact by utilizing resources from TikTok?



LIST THE IDEAS

01 Short video

+

- Low cost to produce
- Sunflower Plan as a supporting resource
- Large audience

-

- Not understandable
- Invite celebrities
- Dull for kids
- Lack of interaction



LIST THE IDEAS

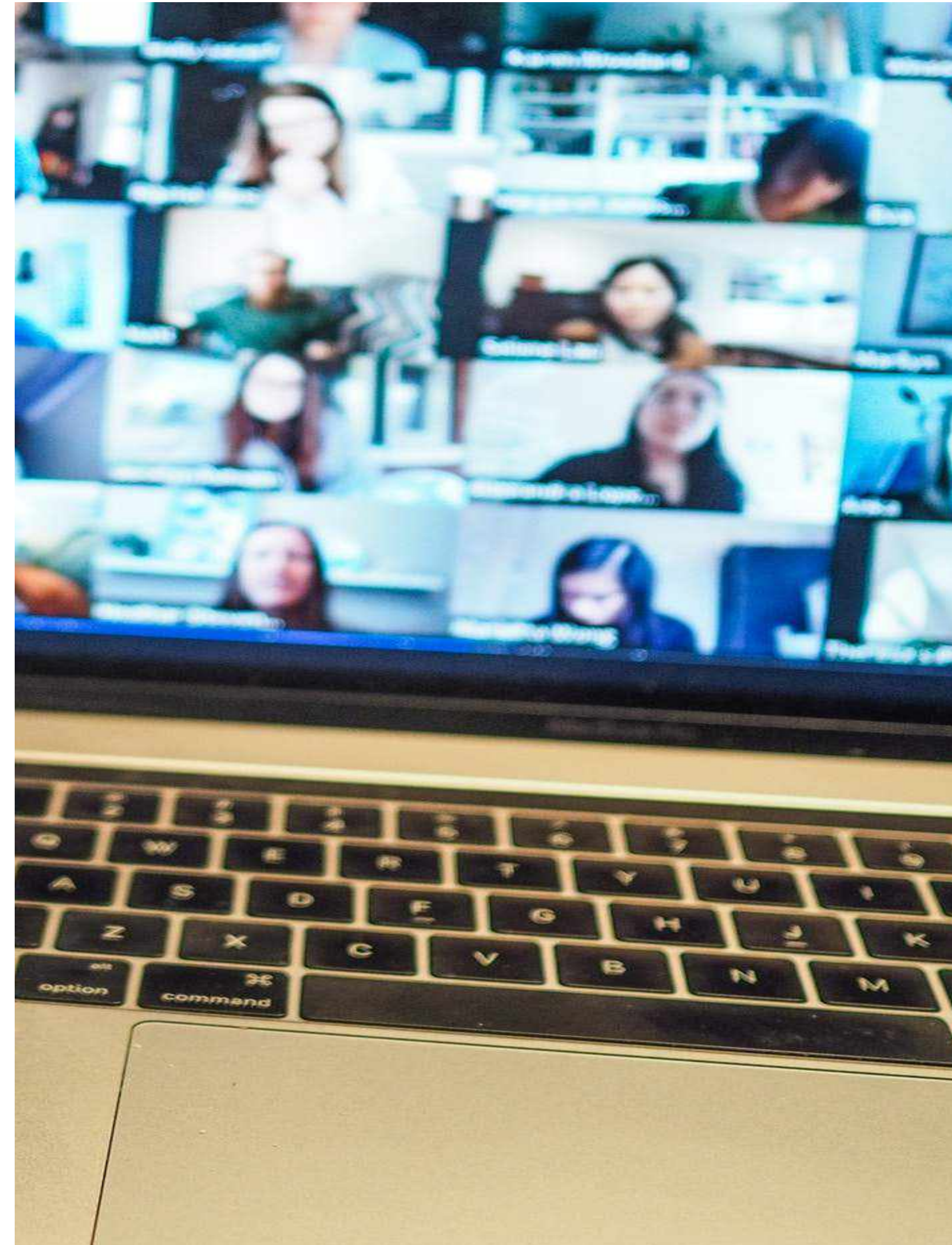
02 Online class

+

- Sunflower as a supporting resource
- More interactive

-

- Dull for kids
- Small audience
- High cost



LIST THE IDEAS

03 Offline activities

+

- Fun
- Interactive
- Involve parents and kids

-

- Small audience
- High cost
- COVID 19



北

LIST THE IDEAS

04 Face-control video game

+

- Fun
- Interactive
- Popular among kids
- Large audience
- Matured techniques

-

- Mid cost



PRIORITIZE THE IDEAS

Move along with O4 interactive video game

- Popular among kids
- Simple to play with and share
- Broader audience

