

Purple Vietnam



App concept testing report

Archived sample

Collection period: 09/04/23 - 23/04/23

Location: Hochiminh, Hanoi, Nhatrang, Camau

Age: From under 34 years old to 65 years old and above

Sample sized: 201 participants

Survey link: <https://forms.gle/aKGfTrorTypZyi2v9>

Survey data sources: <https://docs.google.com/spreadsheets/d/1sb1BD0alo3JQI9yBfvKFLcf74uXOIB0W1M1woNU9SBQ/edit?usp=sharing>



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Executive Summary

Purple is an entertaining educational application that provides sex education for teenagers in an interesting way. The app is in the initial concept stage and needs to be quantitatively researched. In addition to the target group of teenagers (70%), we surveyed the target group of parents (30%) to get a better overview during the testing of this concept.

Similarly, for the group of teenagers through the research process, we have received positive feedback from parents of children between the ages of 12 and 18. At the same time, conduct some key findings for future development. The data shows that the Overall Likability and Uniqueness score is 4.0 while the Security score is 3.9. With the given information about app benefits and app concept, 70% of parents love our Educational Comics. Besides, 61.69% of parents appreciate our app for the privacy of their children's learning. In addition, 20.4% of the participants would consider letting their children use it because parents want to make sure their children still save time and focus on cultural subjects.

In general, Purple Vietnam can be a good product for parents to let their children learn about sex education. On the other hand, Purple Vietnam needs to do more research on how the features can create more trust among parents. The motivation for sex education needs to be used with care and clarified to communicate with parents.



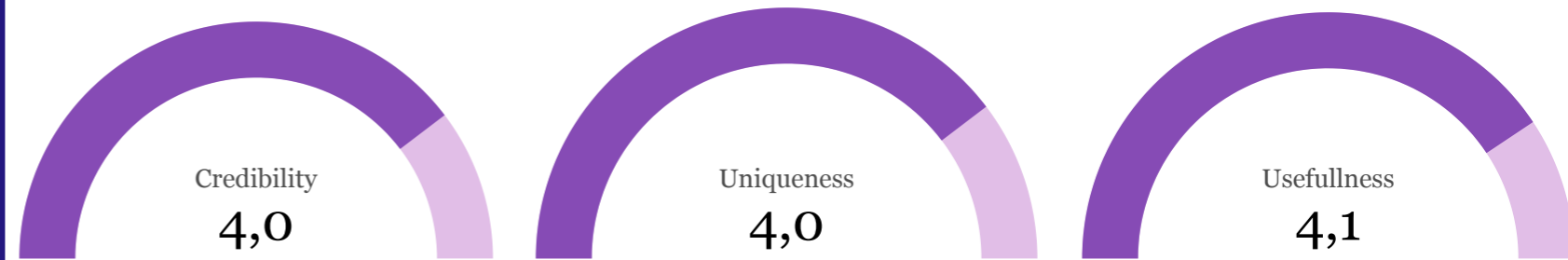
Concept Evaluation



The Concept

n = 201

Data shown that Purple app's overall **Likability, Uniqueness and Credibility** are right at 4,0 while **Usefulness** scores are 4,1. Interesting is the lowest one with score is 3,9. However, we can improve our product by **integrating English version of the app.**



Q: On a scale from 1 - 5, how would you rate the concept on the following attributes:

- (1) Overall likability
- (2) Uniqueness
- (3) Credibility
- (4) The app is interesting with you
- (5) The app provide practical knowledge for you



Q: On a scale from 1 - 5, would you be more interesting if you could learn sex education in English?

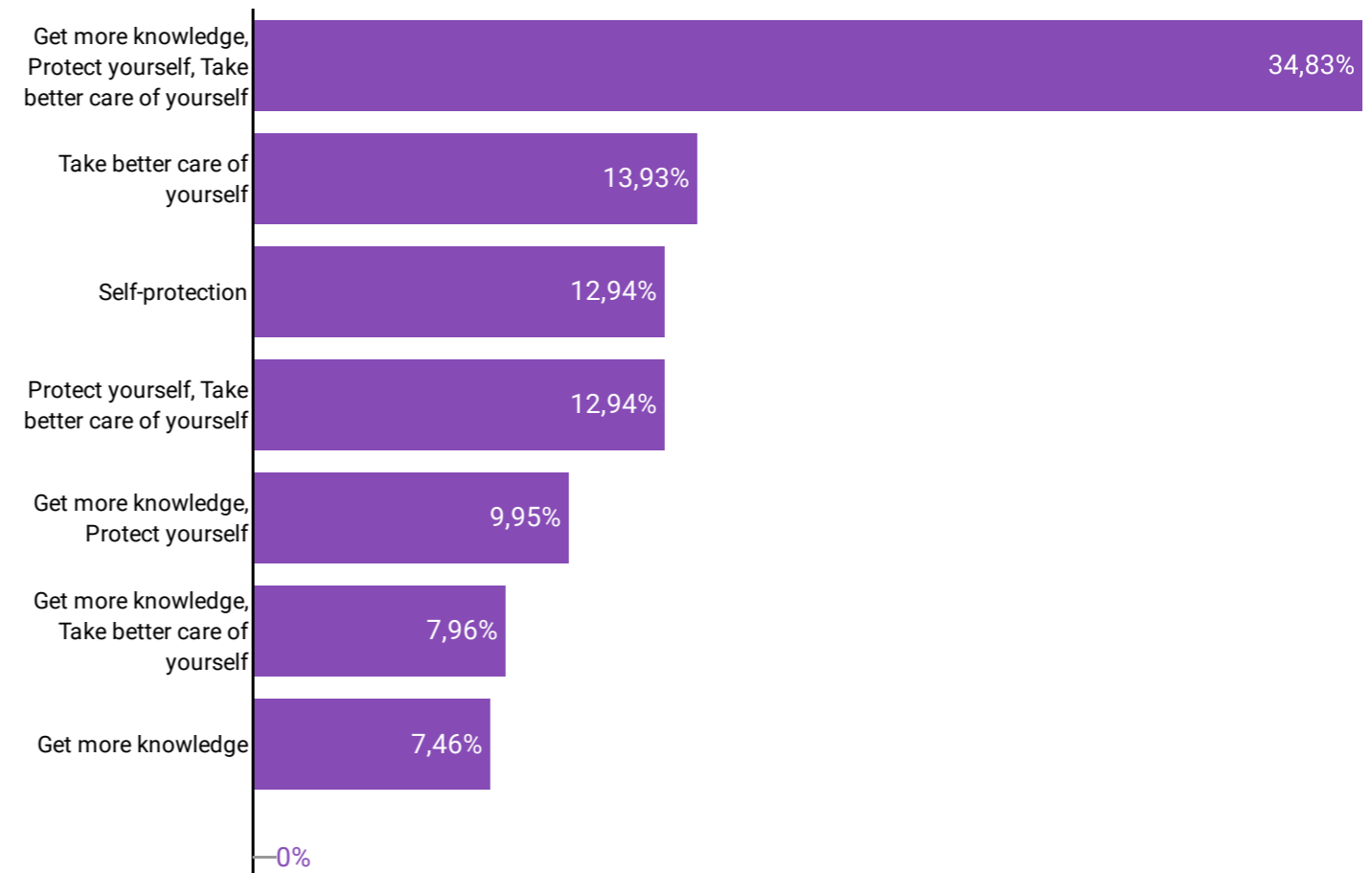
User Actions



Q: On a scale from 1 - 5, do you want to let your child learn sex education?

With a score of 4,4, parents mostly want to learn about sex education. Three reasons for this desire are Getting more knowledge with an overall choice of 52,24%; Taking better care of yourself with overall choices is 69,66%; Self-protection with an overall choice is 57,72%. Many parents (65,68%) consider two of these reasons as a motivation to learn sex education.

Which reasons are important to parents to let their child learn about sex education?



Q: What reasons make you want to learn about sex education? (You can choose more than one answer)

Function Evaluation - Educational Comic

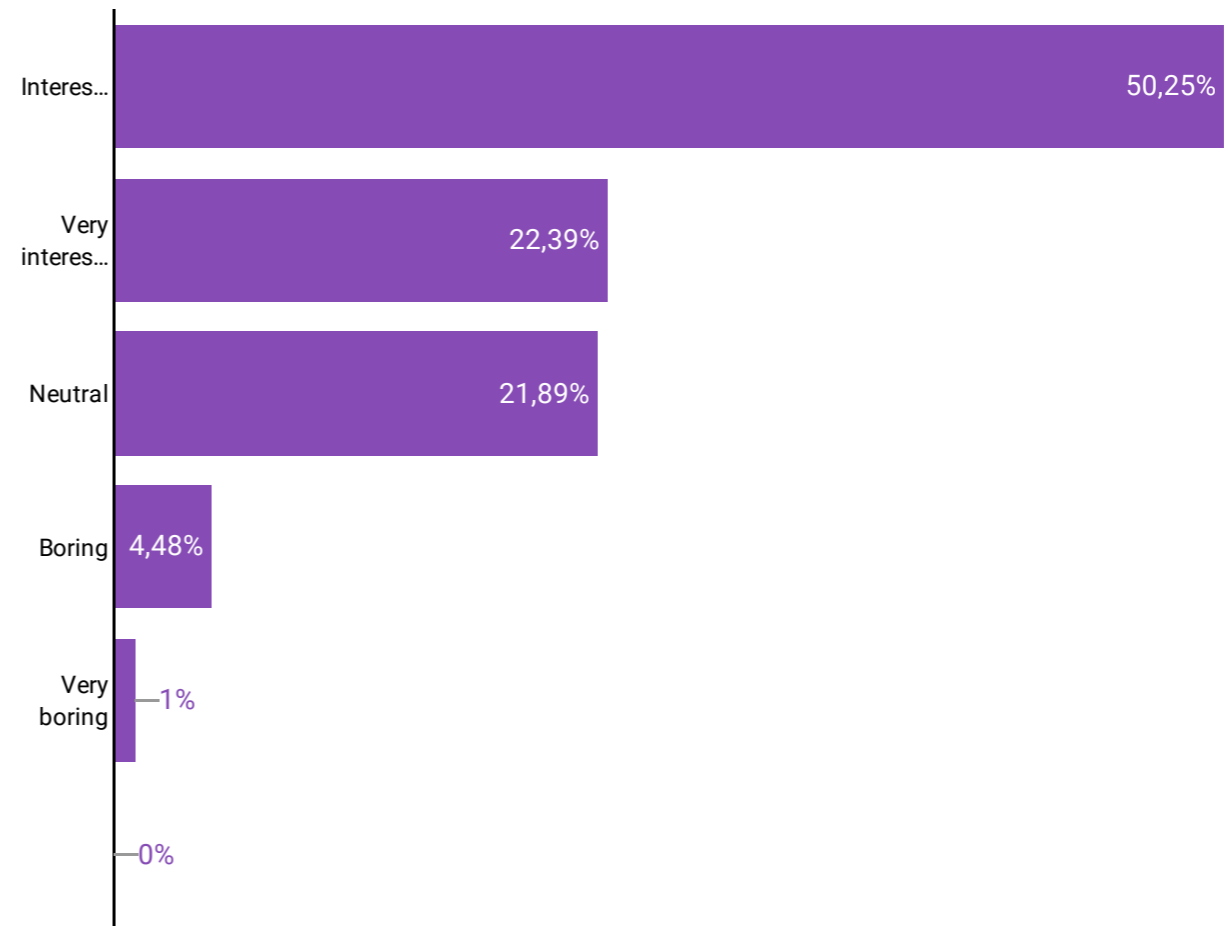


72%

participants said that our Educational Comic is interesting with their children

As the unique selling point of our app, Educational Comics is highly rated by parents with 72.64% rating it Interesting. More than 20% of participants feel interested in this function. The other choices of Neutral (21.89%), Boring (4.48%), and Very Boring (1%) may be related to the parent's views.

How is Educational Comic function evaluated by parents?



Q: How do you evaluate Educational Comic function in term of Your Interesting

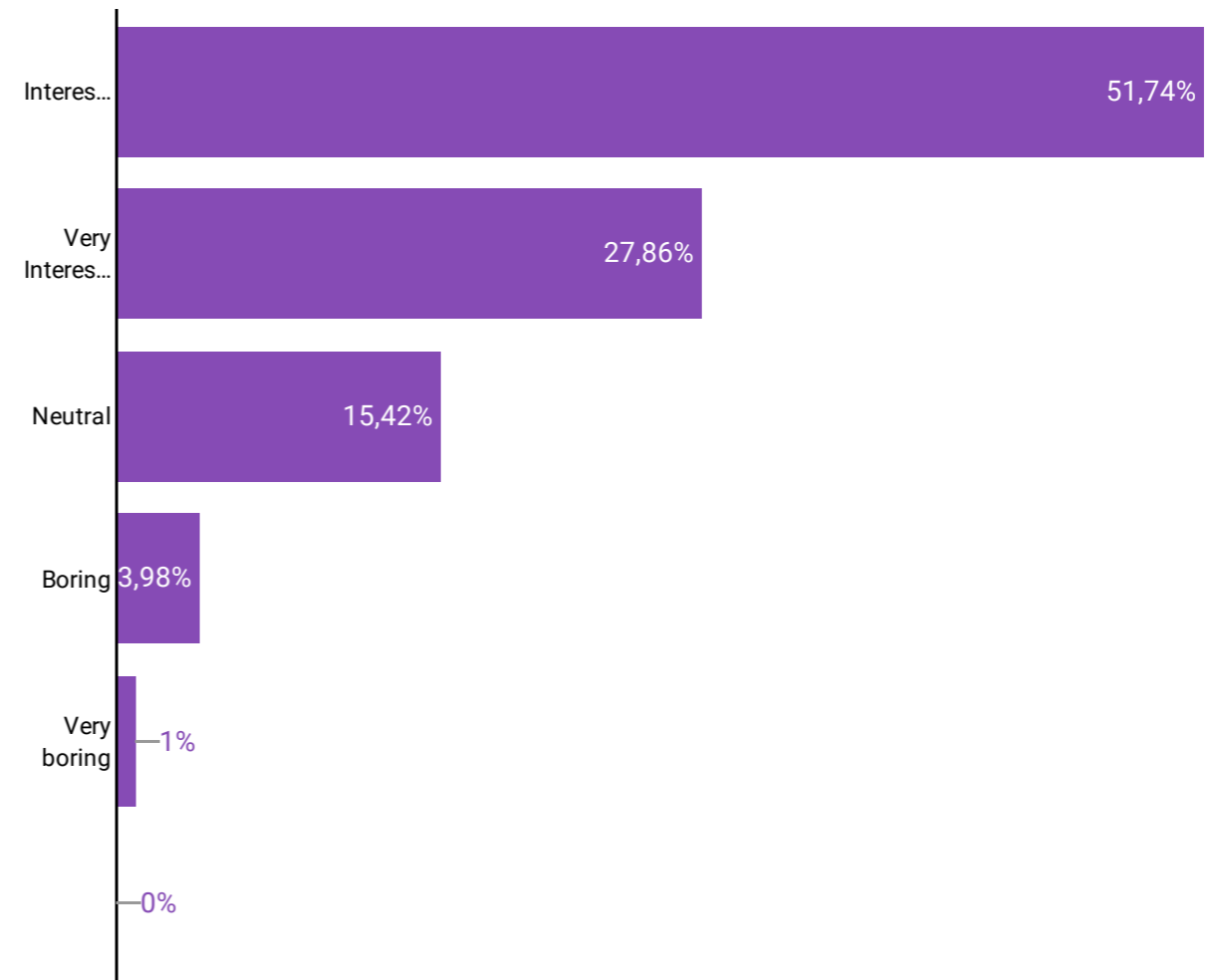
Function Evaluation - Video Comic



Video comic is highly appreciate by parents

Along with educational comics, parents are appreciating the level of interest in Comics videos with 79.6% choosing Interesting and Very Interesting. Therefore, this functionality can be a revenue stream for our application.

How is Video Comic function evaluated by parents?



Q: How do you evaluate Video Comic function in term of Your Interesting



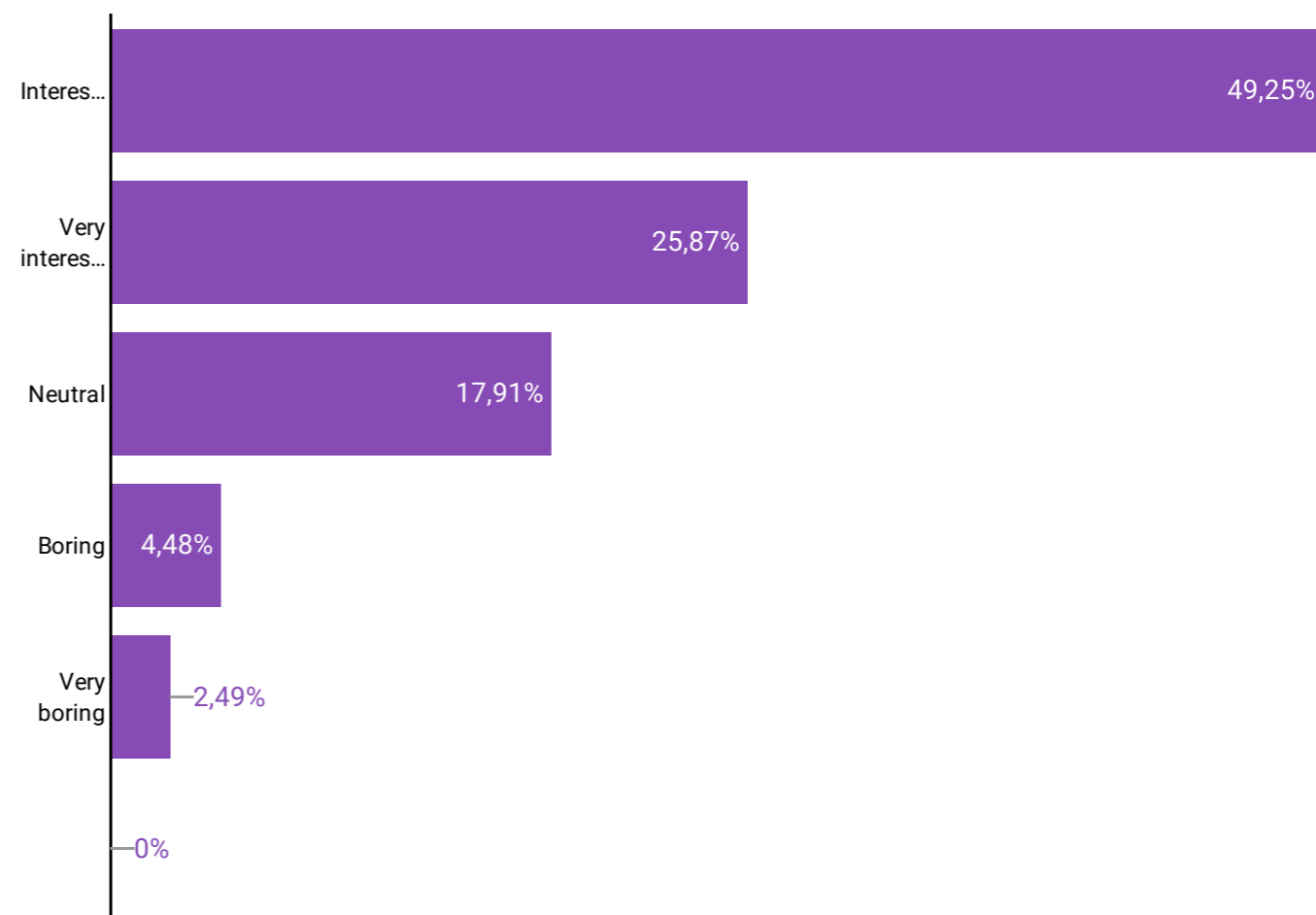
Function Evaluation - Chat with AI

75,12%

parents are interesting with
Chatbot AI function.

In contrast to teenagers, parents have a high appreciation for the Chatbot AI feature as a friend to chat with teenagers daily with 75.12% with the choice of Very Interesting and Interesting. The choices of Neutral (17.91%), Boring (4.48%), Very boring (2.49%). Perhaps, our participants did not know exactly how this function interacts with them how. Nonetheless, we also need more research to determine the barrier between Chatbot AI and this group of participants.

How is Chatbot AI function evaluated by parents?



Q: How do you evaluate Chatbot AI function in term of Your Interesting

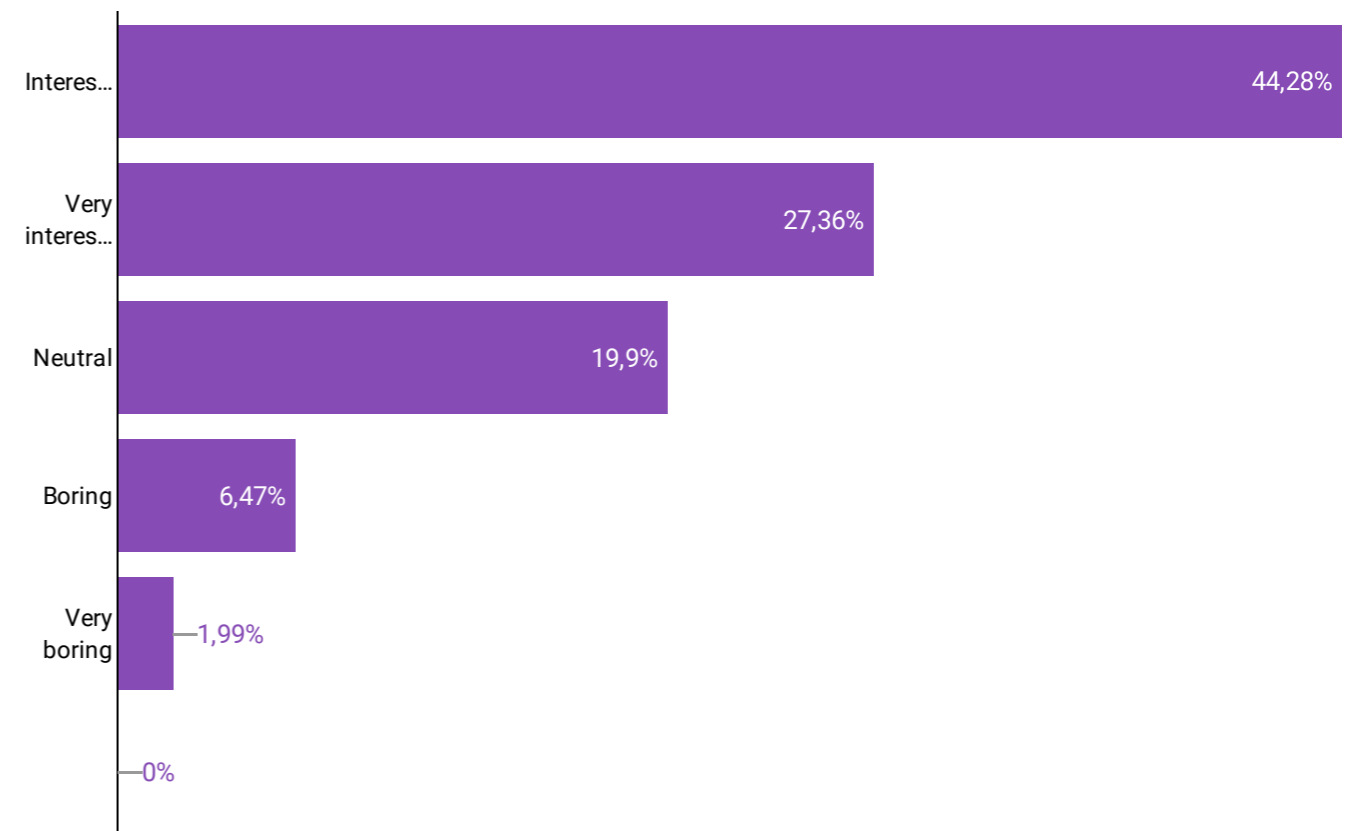
Function Evaluation - Chat with Experts



With Chatbot AI, expert advice is very important to mark the trust of parents

More than half of the participants (71.64%) are excited about this function. Although Chatbot AI can answer users' questions, experts still play an important role in providing gender knowledge to parents' children. Perhaps, this feature will contribute to improving the quality and reputation of the product.

How is Chat with Expert function evaluated by parents?



Q: How do you evaluate Chat with Expert function in term of Your Interesting



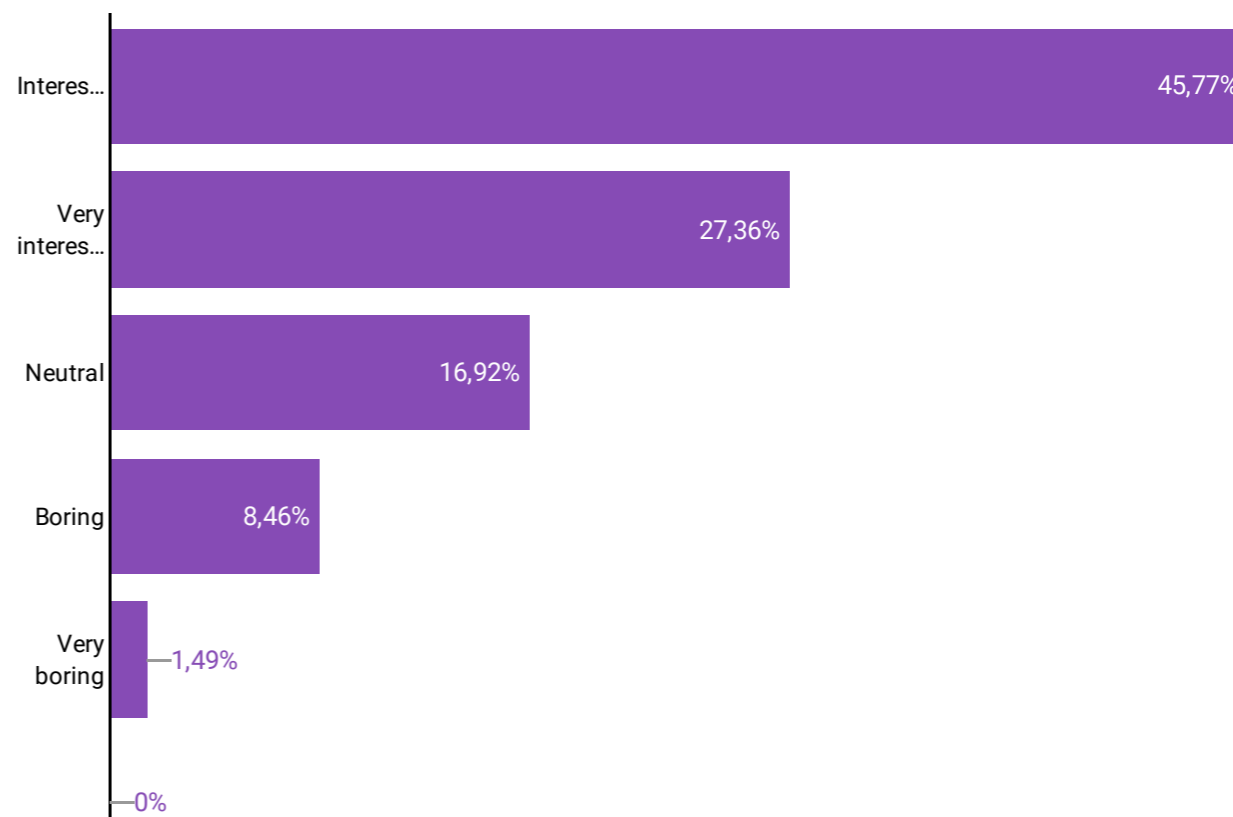
Function Evaluation - Learning Statistic

73,13%

parents are interesting to see their children learning result.

Synthetic data, when displayed as friendly graphs, can help users track the learning progress of parents' children and generate more innovations for parents to keep engaging with their children with the application.

How is Learning Statistic function evaluated by parents?



Q: How do you evaluate Learning Statistic function in term of Your Interesting

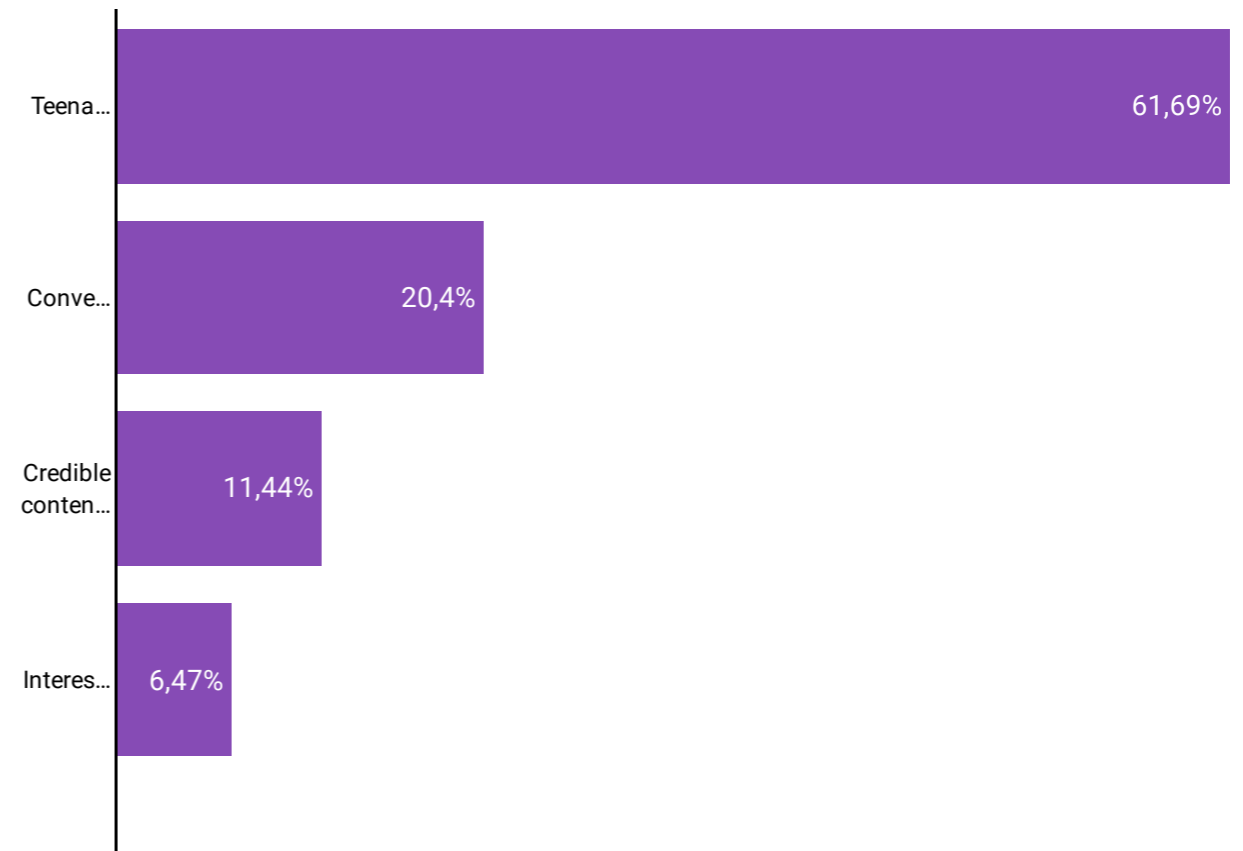
Reason for app use consideration



Learning through mobile app is the new era for sex education

Convenience and not affecting the time to learn the culture of teenagers are one of the benefits that an educational mobile application can bring. Specifically, parents tend to be more concerned about their children's private study space leading (61.69%), followed by saving study time so that their children can focus on cultural studies (20,4%). In the changing world of technology, using apps in learning is an enhanced option to attract teenagers because they can learn anytime, anywhere they want. Besides, users can study privately, especially with sensitive topics in Sex Education.

Which reasons are important to parents to use Purple app?



Q: Which factors make you want to learn sex education on our mobile app?

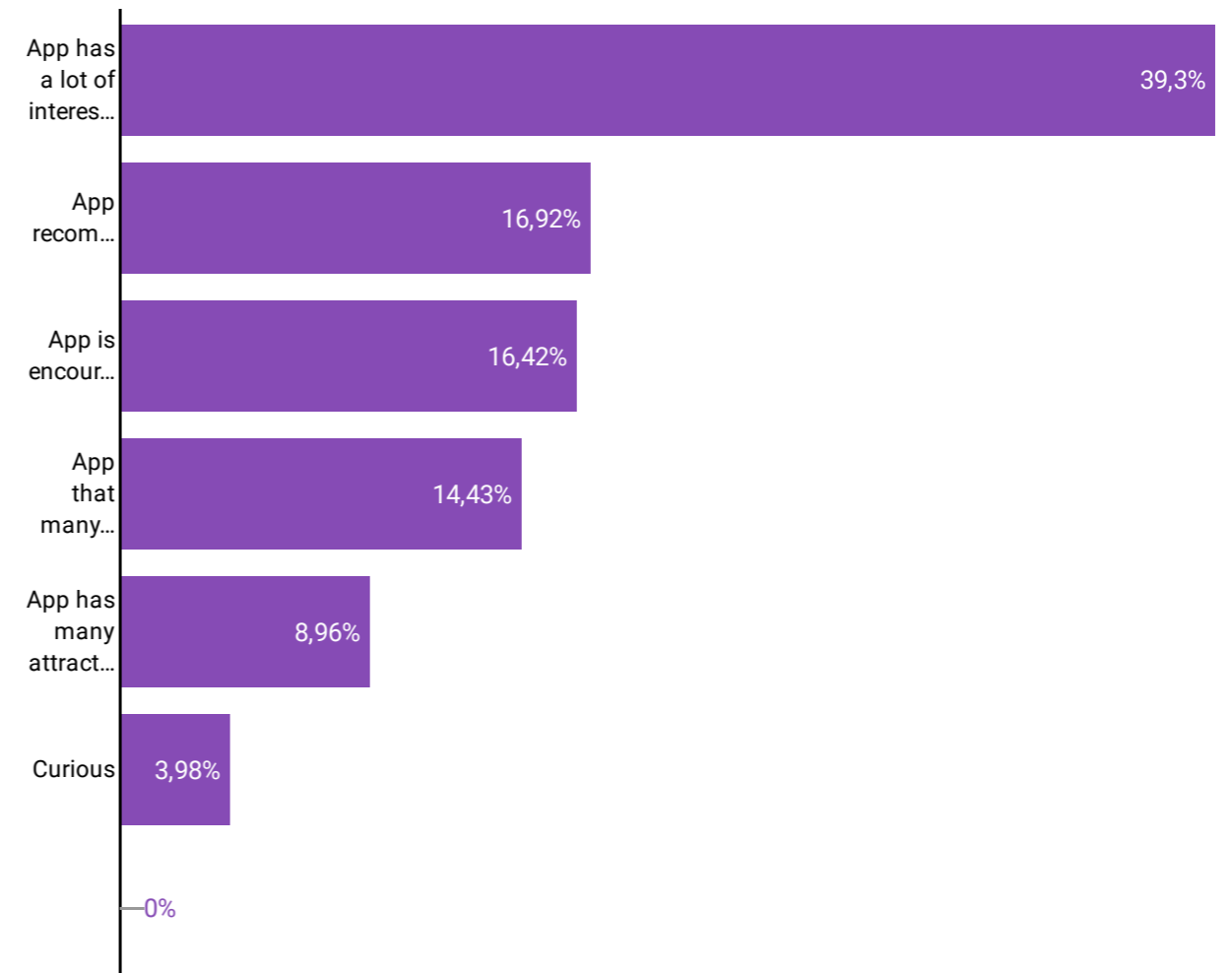
Reason for app purchase consideration



Practical, comprehensive and interesting content are key drivers to attract parents

Practical, comprehensive content and different learning methods can influence tiers' purchase considerations. With 39.3% of choices, comic content needs to be interesting to a parent's children to get them to pay for our app. Expert recommendation (16.92%) is also a trusted channel for parents to pay for products.

Which reasons are important to parents to purchase Purple app?



Q: Which factor make you want to purchase for our app?

Price range permitted

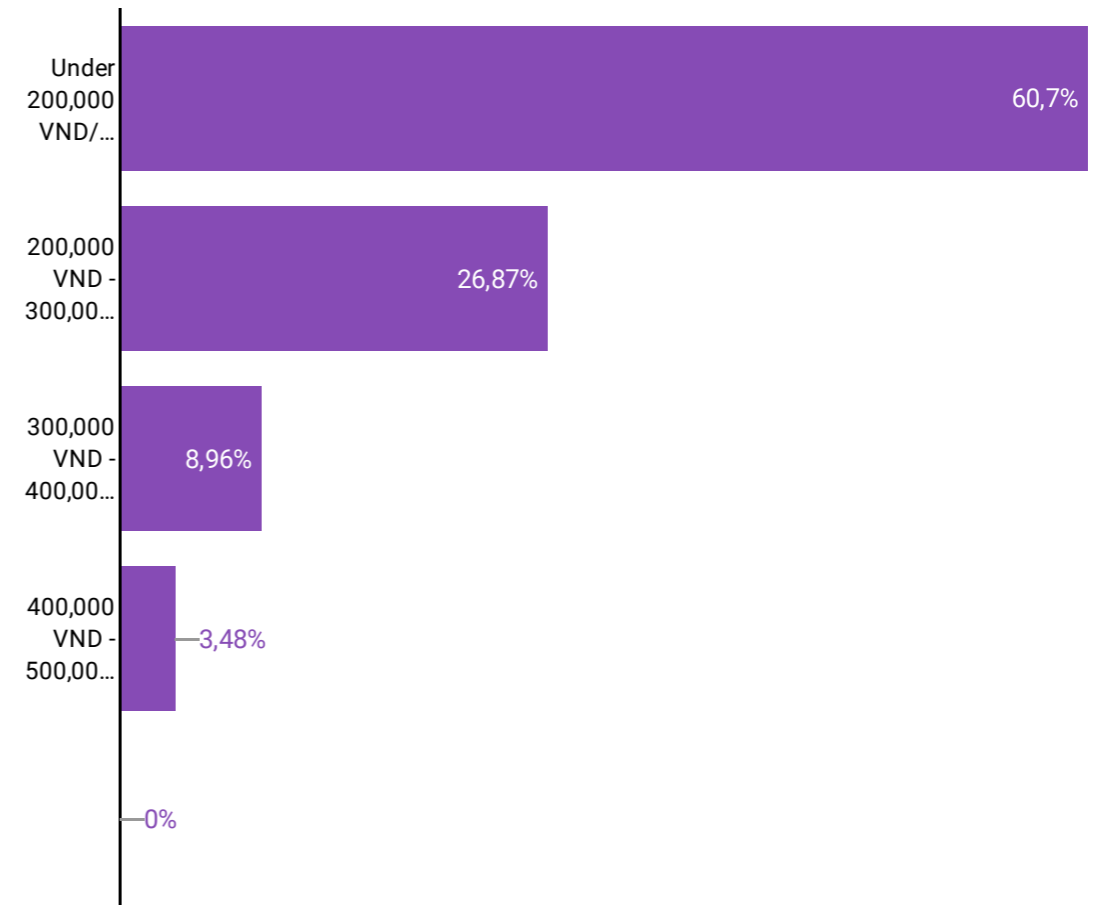


200,000 VND

is the ideal price for parents to buy Purple apps, and invest in their children's knowledge

For purchase, parents (60.07%) mostly agree with the price from 0 VND to 200,000 VND. Some participants (26.87%) wanted to buy from 200,000 VND to 300,000 VND. Through this quantitative research, Purple Vietnam was able to determine the maximum allowable range for a future pricing strategy.

What is the price range permitted of parents to pay for Purple app?

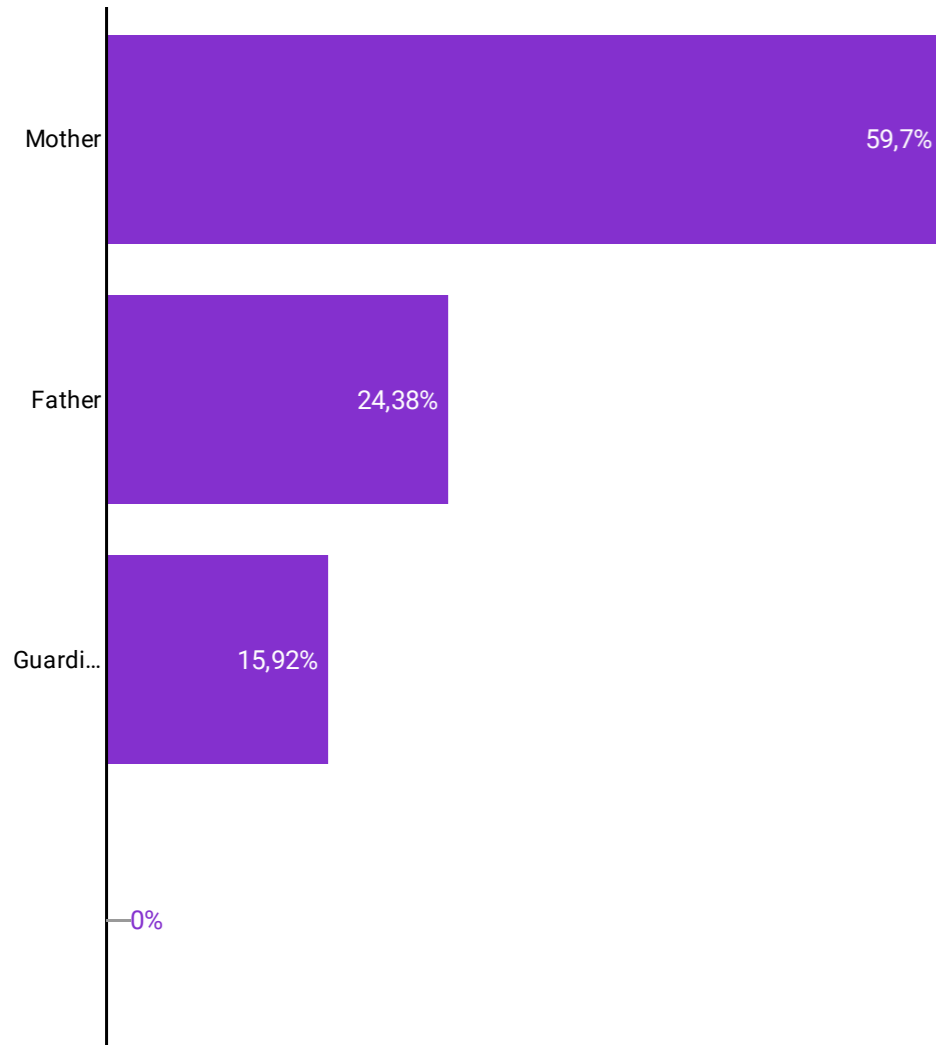


Q: How much do you want to purchase for our app?

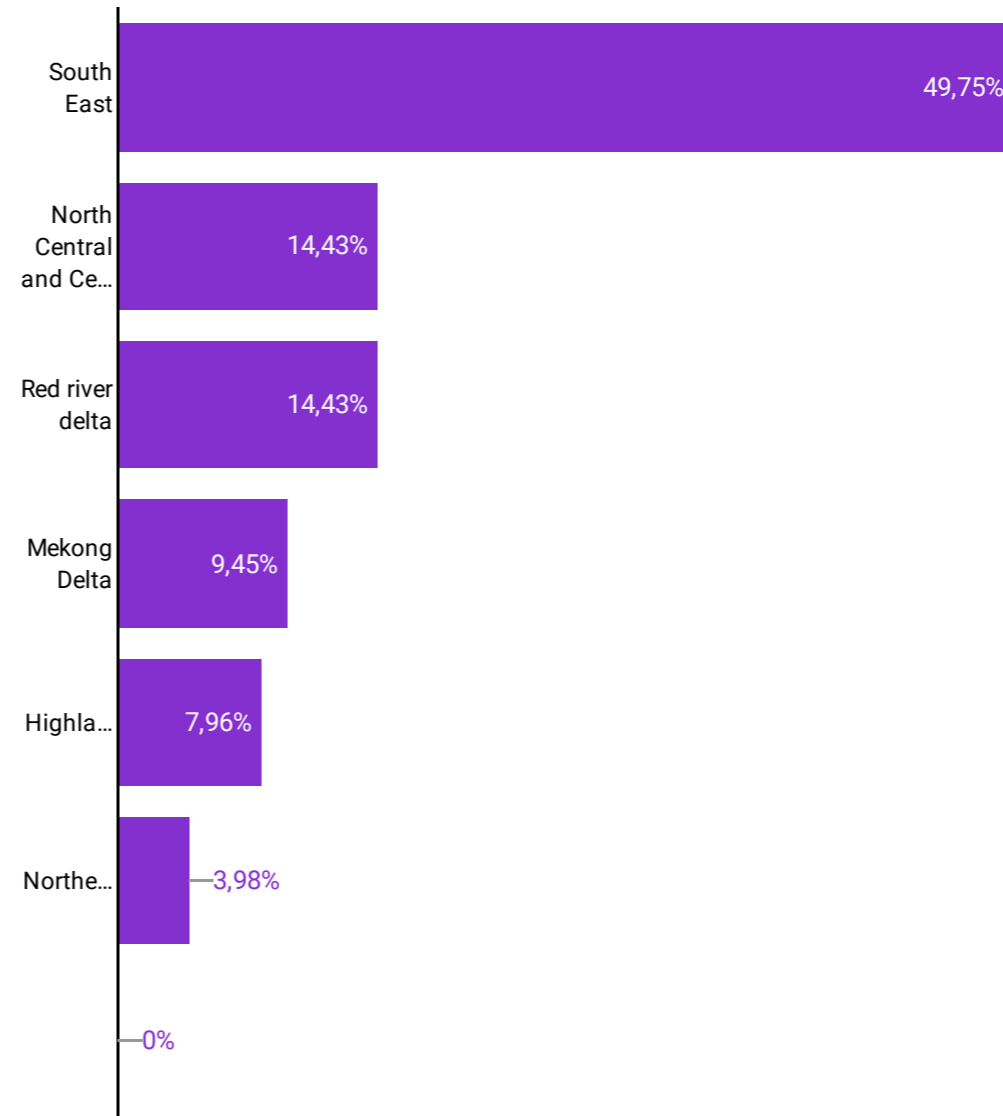
Appendix



Parents by role



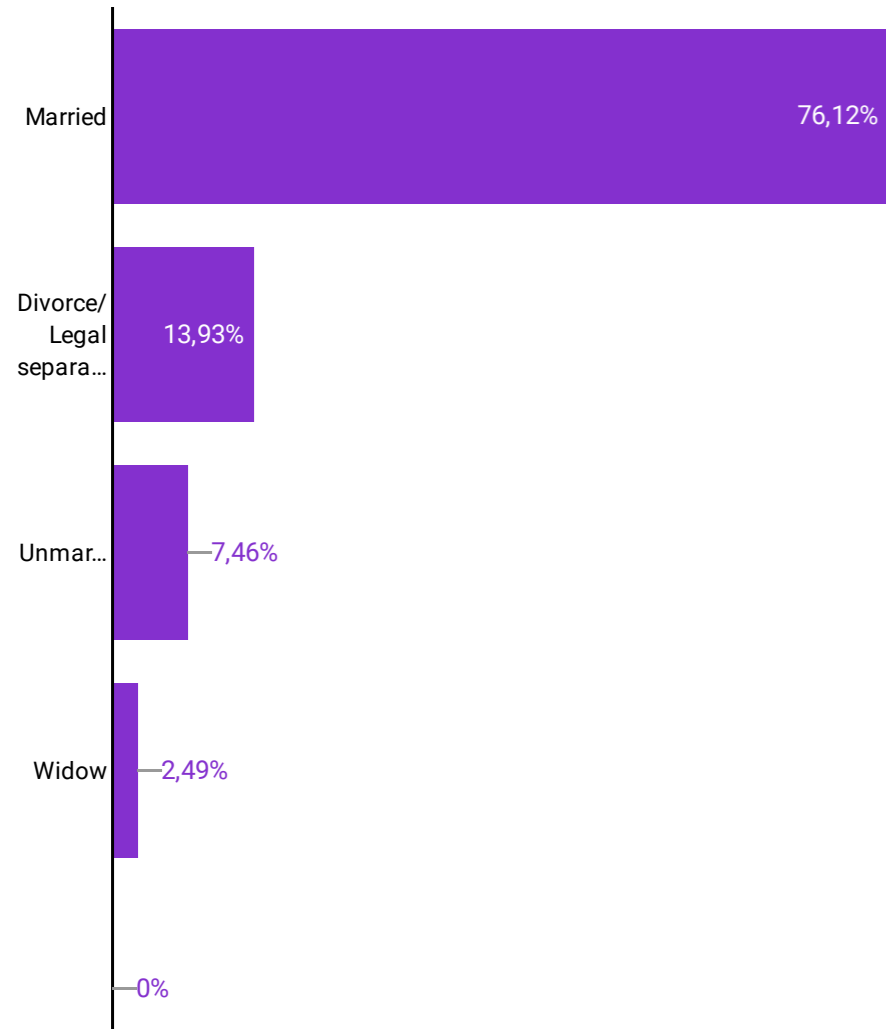
Parents by region



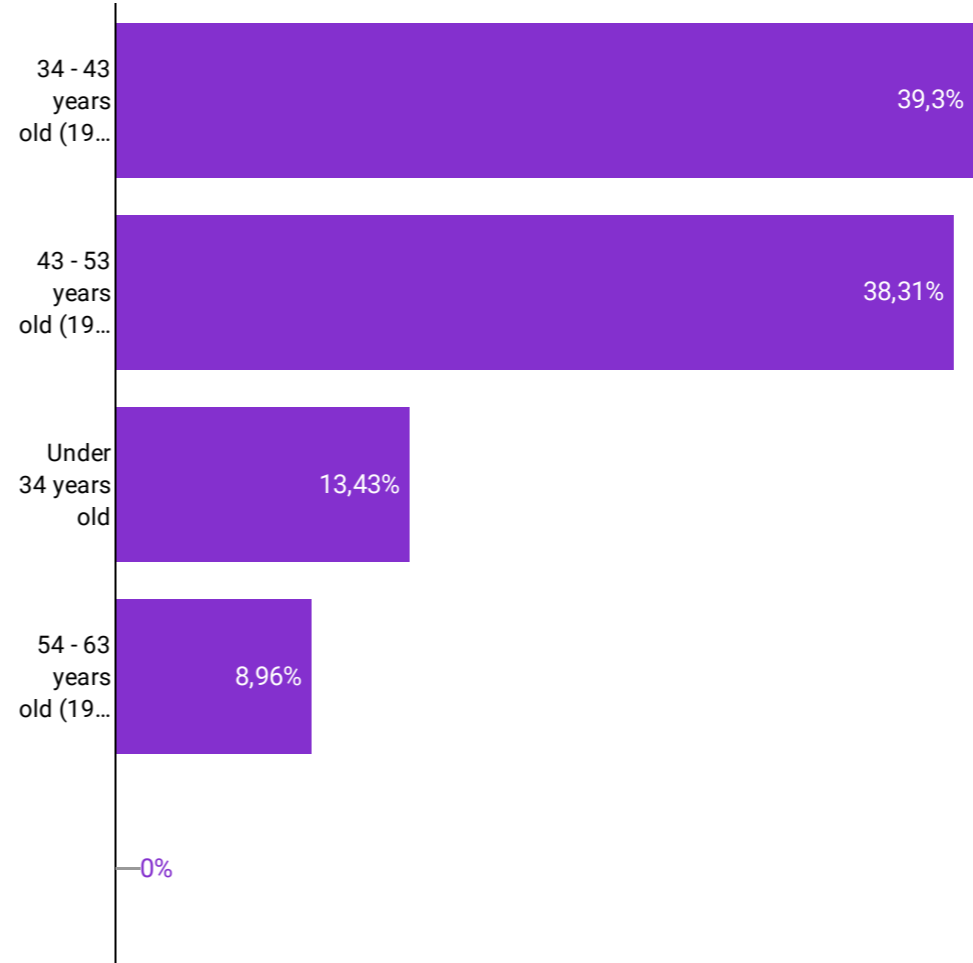
Appendix



Parents by marital status



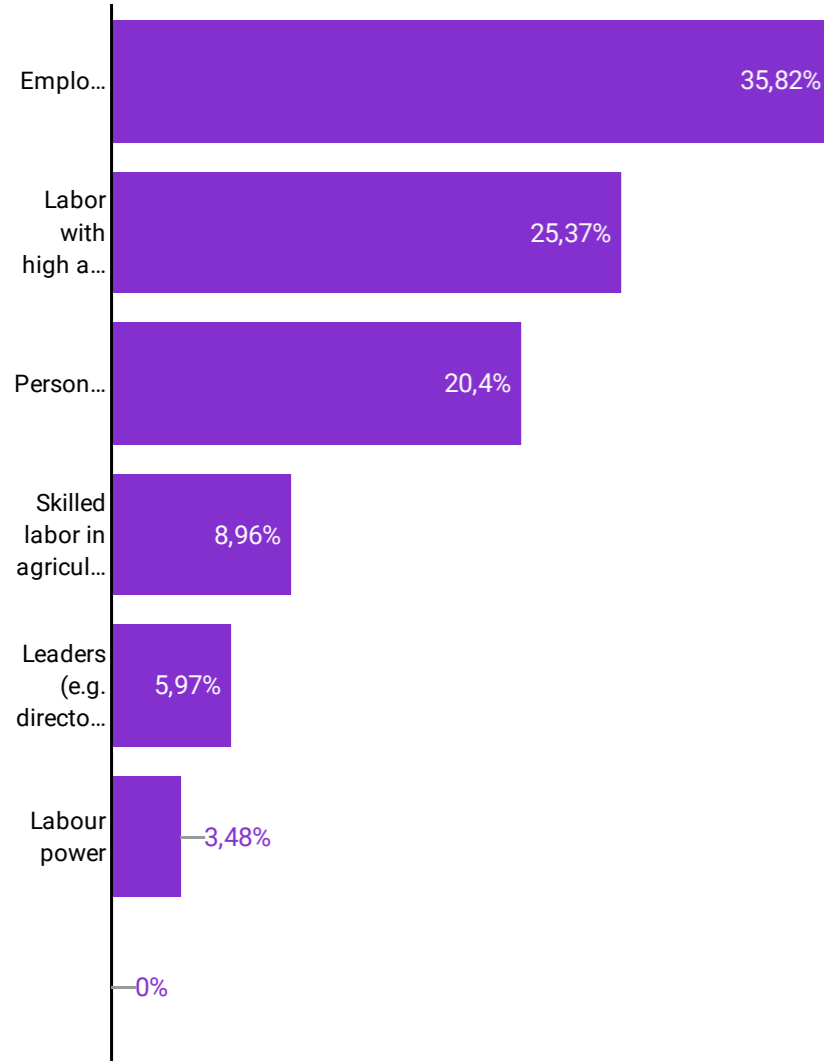
Parents by age



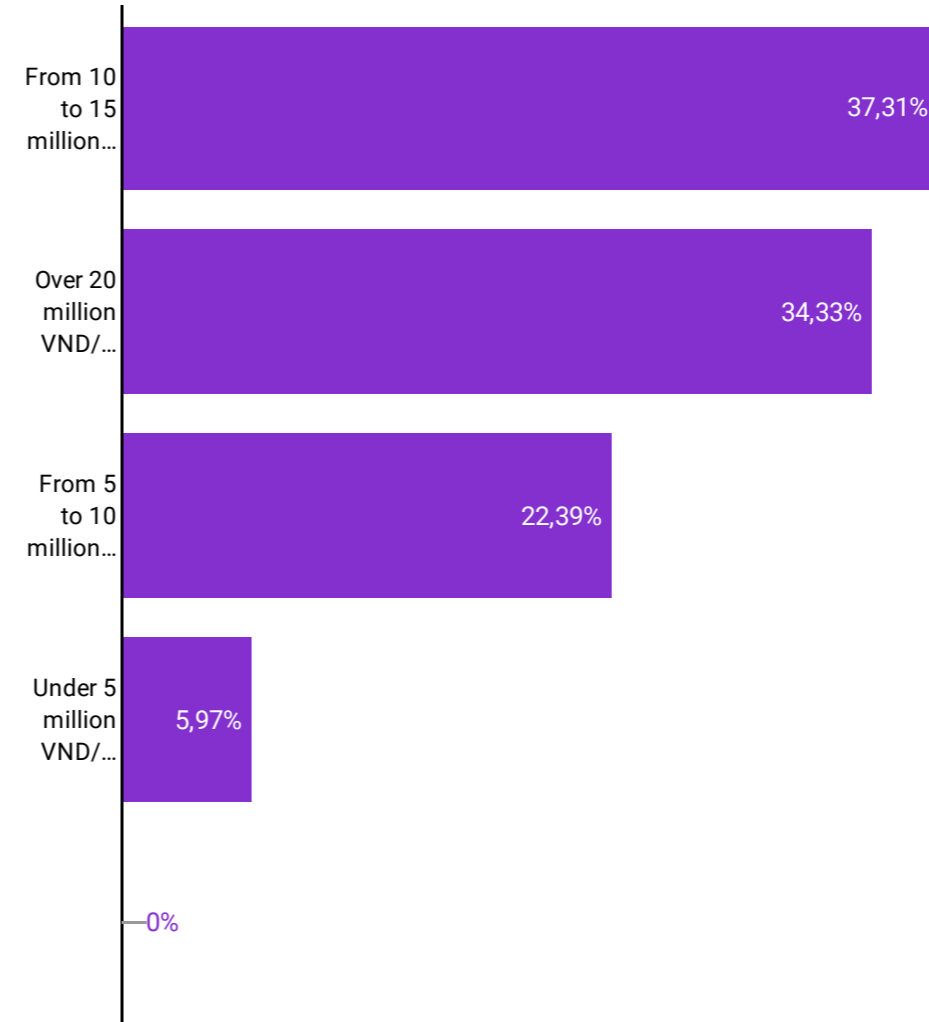
Appendix



Parents by job



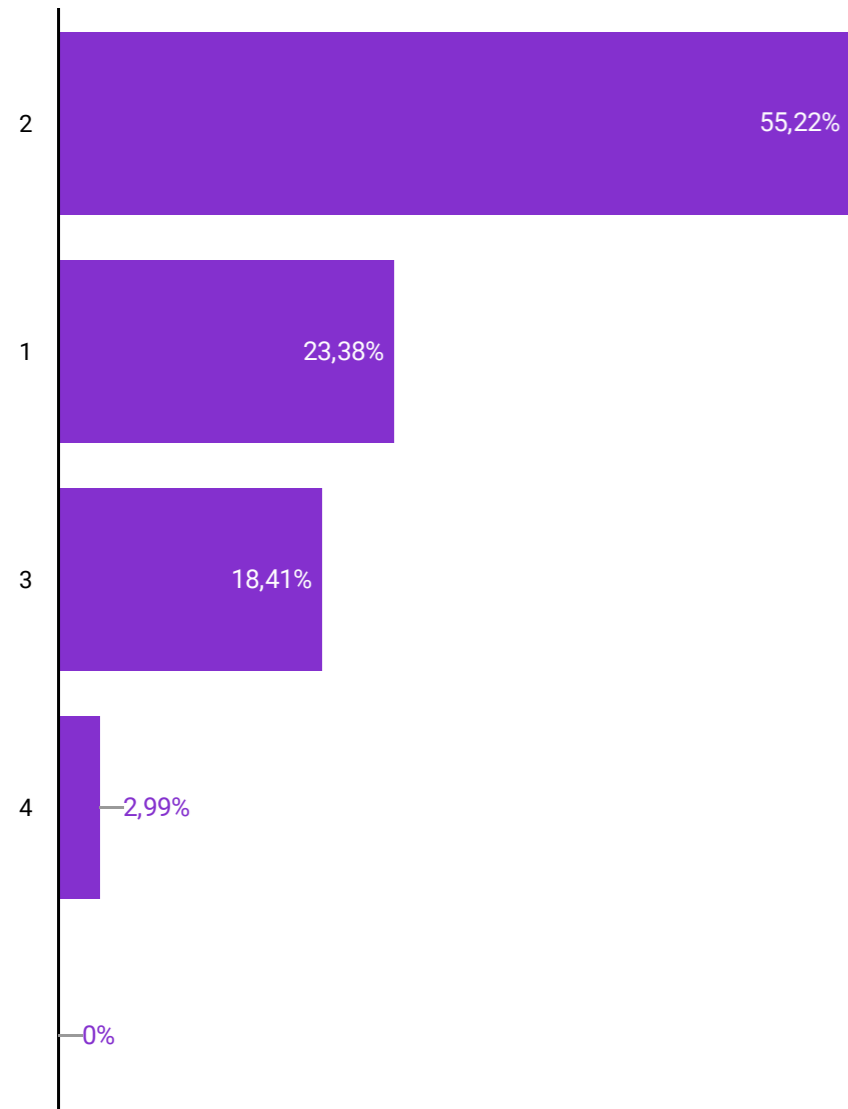
Parents by income/month



Appendix



Number of children of



Age of parents' children

