



Planned Parenthood created Roo, a sex ed chatbot that answers teens' questions while maintaining their anonymity. | Planned Parenthood

That's how Planned Parenthood created Roo, a sex ed chatbot that encourages teenagers to ask all of their potentially uncomfortable sex-related without ever revealing their identity.

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To build Roo, Ambreen Molitor, senior director of the Digital Product Lab at Planned Parenthood, first interviewed Brooklyn high school students about their online habits and what they would want out of a bot that talked to them about everything from safe sex to coming out. Her team discovered that above all, "teens really wanted to be anonymous."

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"Sometimes they didn't feel comfortable talking to the community around them or in the sex ed classrooms. But also online, because more often than not, Gen Z's teens in general are very aware that when you're searching on Google, you're being cookie'd. They're very cognizant of what they type into the browser or the search query — which is really unique."

