



An Overview

What is OMGYES?

OMGYES is a sexual pleasure research website. After conducting research with more than 2,000 women, ages 18-95, we created a website where real-life women - not actors - share their stories and demonstrate their techniques. Then, users get the chance to practice through touchable simulations. The topic has been so taboo that even scientists hadn't studied the specific, various ways of touching that feel good for different women. To learn more, visit [omgyes](#) or follow us on [Facebook](#) and [Twitter](#).

Why did we make OMGYES?

The details of women's sexual pleasure have hidden in the shadows for far too long, and the taboo hasn't helped anyone. People are ready for an honest, clear-headed look at the nuances that can make all the difference in pleasure. No blushing, no shame.

Who is it for?

OMGYES is for women, men and couples — together or solo. It's for anyone curious about learning more ways to make a great thing even better. Women use the site to explore more ways to touch themselves and guide their partners, while men and partners are adding new, research-based tools to their toolbox.

- Approximately half of our users are female and half are male
- Couples who are constantly exploring ways to make sex more pleasurable are 5 times more likely to be happier in their relationship and 12 times more likely to be sexually satisfied

How does it work?

OMGYES is a website, not an app. It's not a subscription site — but more like a favorite book you pay for once and revisit often.

Users can explore newly uncovered insights breaking down the specific ways different women and their partners increase and enhance pleasure ([like edging, hinting and layering](#)). Each of these is brought to life in a different episode. The site currently includes:

- 50+ short videos where women explain and demonstrate how these techniques work for them, how they discovered them, and why they feel so good
- Statistics showing the prevalence of each variation and info-graphics clarifying how exactly they work
- The world's first touchable videos, where users can put the concepts into practice through touchable simulations on their touchscreen or laptop/desktop and receive feedback until the insights are crystal clear

How was the research conducted?

Over the two and half years we spent developing OMGYES, there were two phases of research:

- Qualitative: OMGYES staff conducted more than 1,000 in-depth interviews over video-chat with women of all ages around the country where they shared insights into their sexual experiences. Insights like how they discovered what works for them, what the a-ha moments were in their sexual journeys and what they wish all partners knew about women's pleasure.
- Quantitative: Then, in partnership with Debby Herbenick and Brian Dodge, researchers at the Indiana University School of Public Health, we conducted the 2015 OMGYES Study of Women's Sexual Pleasure** with 1,055 women, ages 18-95. This study is the first-ever, large-scale, nationally representative study on the specifics of women's pleasure.

***The 2015 OMGYES Study of Women's Sexual Pleasure was conducted in June 2015 by researchers Debby Herbenick, PhD and Brian Dodge, PhD, both Associate Professors in Applied Health Science at the Indiana University School of Public Health. Some of the findings were presented on February 24, 2015 at the Annual Meeting of the International Society for the Study of Women's Sexual Health and more are also planned to appear later this year in academic and medical journals.*

About the OMGYES team

Founded by two former college housemates, Lydia Daniller and Rob Perkins, OMGYES is a group of researchers, filmmakers, engineers, designers, educators and sexologists who are passionate about creating an honest, practical resource on women's pleasure.

What's next?

There's still so much left unexplored. Due to the incredible response (over 50,000 users in the first two months), we have already begun the next series of studies exploring the specific ways pleasure changes over a lifetime. Much of the revenue raised will fund future research aimed at de-stigmatizing and demystifying more and more facets of sexual pleasure.

Our company is official called, For Goodness Sake LLC, and our motto is Tech + Cause + Courage.