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ASELAND: DATING APP FOR ASEXTUAL POPULATION IN CHINA

1. INTRODUCTION

Asexuality, sometimes considered a lack of sexual orientation[1], is a low/absent desire for sexual activity and a lack of sexual attraction to anyone. The prevalence of asexuality is estimated merely 1%[2].

Asexual people desire to be loved like everybody else, yet their lack of sexual interest makes it challenging for them to look for compatible partners. And partially because asexuality is a newly established concept, there has been a lack of accompanying dating web/mobile platform for this subpopulation. In this project, I plan to build a dating web/mobile app in order to help the asexual population in China to look for romantic non-sexual partnership.

2. EXPECTED LIST OF FEATURES

Five functions have been included in the app Aseland, with their purpose listed below:

Function A: introduce and explain the concept to the public/ clarify misunderstanding within the population itself

Function B, C, D : core functions of a dating app

Function E: collect feedback, maintain the website and improve the application.

Function G: possibly expand the user range / facilitate the project evaluation

The detail of each function is listed below

A. Introduction of Asexuality

- i. Explain the concept to the public who has misconceptualized/never heard of asexuality.
- ii. Provide a list of links of helpful/educational resource to asexual population. (advanced feature)

B. Sign up/Login

- i. Allow new user to sign up with emails.
- ii. Allow users to login in with pre-defined accounts, including QQ, wechat, douban and possible more.
- iii. Each user can choose to add their own own information, including name, age, location, romantic orientation, avatar(optional), hobbies(optional), self-introduction(optional)

C. Search

- i. Allow users to search for other users based on customized condition.
- ii. Allow users to send friend invitation/Like/send message to search results

D. Leave Messaging

- i. Allow users to leave messages/chat with their friends

E. Donate/Contact

- i. Allow users to donate to the website.
- ii. Allow users to send feedback/suggestions to me.

F. Bilingual UI

- i. User can choose Chinese/English as the website language

3. MARKET SURVEY

1. OKCupid

OKCupid is the only big platform which recently added asexual to their options on a profile. However, since its main users are not the asexual population, asexual users usually find themselves exhausted by having to explain the concept of asexuality to the majority heter/homo/bisexual users from who are attracted by their pictures but do not understand what they need. Also, it is not friendly to Chinese population whose native language is not English.

Link: <https://www.okcupid.com/mobile>

2. Zhenaiwang

NO.1 dating website in China. 90 million users. However only target heterosexual population. Not free.

Link: <http://mo.zhenai.com/>

3. Baihewang

100 million users. However only target heterosexual population. Not free.

Link: <http://my.baihe.com/>

4. Jiayuan

170 million users. However only target heterosexual population. Not free.

Link: http://www.jiayuan.com/parties/wap_clients/pclient_download.php

5. Asexualitic

Asexual dating web application. For English-speaking users only. No accompanying android/iOS app.

Link: <http://www.asexualitic.com/>

4. REFERENCE

1. Melby, Todd (November 2005). "Asexuality gets more attention, but is it a sexual orientation?". *Contemporary Sexuality*. 39 (11): 1, 4–5. ISSN 1094-5725.
2. Smith, SE (21 August 2012). "Asexuality always existed, you just didn't notice it". *The Guardian*. Retrieved March 11, 2013.