SOEN342
Software Requirements and Specifications

Cupid's Corner
(Phase 1)

Instructor:
Dr. Joumana Dargham

Team: "Team D"

Matteo Mazzone – 40174614
Anna Hsu – 40178711
Evan Greenstein - 40173229
Jonah Ball - 40178421
Nelly Bozorgzad - 40189770
Radwan Baba - 40167316

DATE: **01/29/23**

GitHub Link

Abstract

As Team D, we have been tasked with designing a new dating app to bring to market that will improve on all the most popular features of current market leading dating apps while bringing a new twist to the formula. Through extensive background studies of market data, personalized interviews with stakeholders, and comparative studies performed on the market's most popular dating apps, we developed a deep understanding of the systems we hope to improve upon, as well as determined what our core fresh features will be.

Our solution is Cupid's Corner, a dating app that follows the tried-and-true formula of matching through swiping but focuses on building a strong emotional relationship before a physical one. Our app does this by promoting detailed profile descriptions and personal interests, promoting strong conversations between matches through thoughtful conversation prompts, and by omitting photos to remove the superficial aspect of today's dating apps. Our app's aim is to match users based on similar interests rather than physical attraction, while also reducing anxiety and promoting transparency by adding a highly encouraged option to video call your date before deciding to move forward or move on.

1. Elicitation Techniques

1.1. Background Study:

We conducted a background study by researching and analyzing various aspects of the dating app industry, including market trends, market gaps, and existing features on similar apps. This information can be used to guide the development process and ensure that the app meets the needs of its target audience.

As a group, we held meetings where we discussed key points to target on our research. We then divided the work amongst ourselves, where each person was responsible for researching and analyzing specific aspects of the dating app.

One of the difficulties we faced was coordinating our schedules to ensure that we were able to work on the project together. Additionally, we faced some challenges in gathering information within the time constraints. However, we were able to overcome these difficulties by communicating effectively and setting clear deadlines.

Working as a group had several advantages, such as the ability to share different perspectives and ideas. This helped to improve the overall quality of the study. Additionally, we were able to divide the work and complete the study more efficiently.

1.2. Unstructured Interview:

As a group of students, we performed unstructured interviews to gather data on the dating app. We acted as both the interviewers and interviewees, taking turns to conduct interviews and provide feedback. We began by holding meetings where we discussed certain points during the interview process, such as market trends, target audience, and existing features on similar apps.

One of the advantages of working as a group is that we had a good understanding of the target audience, since we were all students, and could identify well with their needs and preferences for a dating app.

Similarly to the background study, we faced difficulties in coordinating a time to meet and perform the interview. Another disadvantage of working as a group was the potential for bias, since we were all students in the same group, we may have had similar perspectives and understanding.

2. Comparative Study

2.1. Tinder
2.1.1. Description:
Tinder is an online dating and geosocial networking application. In Tinder, users' biographies consist of a maximum of 9 pictures, a short bio and a list of interests. users can choose to link their Spotify or Instagram account as well. The functionality of the application consists of either "swiping right" to like or "swiping left" to dislike other users' profiles. The "double opt-in" system is used for this dating platform, which requires both users to like each other before they can exchange messages.

2.1.2. Features:

Tinder allows users to upgrade to a premium version of their account if they wish. The premium subscription allows users to have a fuller experience with the app. The features include unlimited swiping, unlimited likes, rewinding the last swipe (if user accidentally swipes and they change their mind), 5 super likes a day, 1 boost a month, Passport to swipe around the world, and no ads. Without the subscription, users are limited to no rewinds, no super likes and only matching with local users.

2.2. Hinge
2.2.1. Description:
Hinge is an online dating app which aims to find long term relationships for its users. Unlike Tinder, users can see when another user has liked them, and they get to

choose to match or not. The application was designed to be less superficial than Tinder, forgoing Tinder-like swiping actions and promoting a genuine connection amongst users. Hinge was originally created as a rival to Tinder, offering its younger demographic an application similar to Match.com and eHarmony, both dating platforms meant for long term relationships.

2.2.2.   Features:

Each user's biography is detailed, photos with descriptions as well as prompts to incite conversation from other users. Users are limited to 8 likes per day, which encourages them to only like users that stand out the most to them. Users can only see the most recent like on their account, and must either connect or dislike to see the next like. Users can link their instagram account to showcase more of their personality through their instagram posts. Similar to Tinder, Hinge also offers a paid subscription which offers its users unlimited likes as well as access to view all users who've liked them.

2.3. Bumble

2.3.1.   Description:

Bumble is an online dating app with a focus on putting women first. It functions similarly to other popular dating apps where users swipe left or right until a match is found. Once a match is found, the woman has 24 hours to message the man. During this time, the man is not able to message the woman. Once the woman sends a message, a normal back and forth conversation can be had. If 24 hours go by without a message being sent, the match is removed.

2.3.2.   Features:

Bumble has a free and paid tier. The premium tier allows users to see everyone who has swiped right on them as well as rematch with connections that have expired. It can also allow you to backtrack if you accidentally swipe left but meant to swipe right. Users of the free tier are limited to a certain number of swipes every day. Premium users have no such limitations and can swipe an unlimited amount of times per day. More advanced filters and "superswipes" are also available to users who pay a premium monthly fee".

3. Product Presentation

Cupid's Corner is an online dating app that facilitates interpersonal connections between two people. This app targets those who are single and who are ready to meet someone. The matchmaking services of this app makes it easier for people to find their partner by filtering candidates based on the user's preferences. To start using this app, the new user must create an account, set their preferences as well as add a short biography. Similar to other dating apps that are in the market, recommendations of potential matches will show up based on the GPS location of the user and the user decides to swipe left or right depending on their first impression of the candidate. Swiping left will dismiss the person. If both parties swipe right, they will be matched and a chatting system will be set up. Where Cupid's Corner differs from other apps is the matchmaking feature. We believe that the most compatible matches are those that share similar interests and goals, regardless of the person's physical attributes. Our app also brings the video chatting feature. Users are encouraged to use it before meeting up in real life to get to know the other person better.

3.1. Feature 1: Matchmaking based on common interests

Instead of basing our first impressions on the looks of the potential match, Cupid's Corner only shows their biography and their hobbies. As a result, both parties cannot see each other's faces before swiping. We believe that sharing common interests is what makes a steady and healthy relationship and increases the likelihood of a successful match.

Feature 2: Video chatting feature

To avoid unpleasant surprises, both parties are encouraged to have a video chat once they are matched, before meeting up in person. This feature allows a better interpersonal connection and promotes better and deeper conversations. This reduces the chances of going on a disappointing date or falling victim to catfishing. Following the video call, the user can decide to keep chatting or move forward with another potential match.

4. Conclusion
[Explain the value and benefits of your project]

In conclusion, after systematic analysis of the current dating app market, our team elicited requirements for an app that we believe satisfies the needs for many single people looking to build a strong, long-lasting relationship. Our team achieved this by eliciting requirements in the form of background studies and unstructured interviews. Background studies allowed the team to gain knowledge on the domain and the system as-is to bring everyone on the same page before interviewing stakeholders. Unstructured interviews allowed our team to openly discuss and explore the issues with the current market which could be fixed with our app. Our app Cupid's corner focuses on forming a real connection

with the person on the other side of the screen. This differs from apps like Tinder and Bumble which encourage people to superficially judge someone based on their physical attributes.