

## Down to meet (DTM): University Dating App Overview

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## Section 1: Explaining the App

### Why make this App DTM (Down to meet)

Almost every student who is single wishes to find, or at least hook-up, with someone. However, many barriers prevent this. For example, time, effort, small talk, opportunity, courage. DTM objective is to eliminate all such barriers: every student at a university with DTM who wishes to meet/hook up will be doing so, as it will become so easy.

The question is therefore: *What type of app would ensure that any student who wishes to meet someone/ hook up can do so **as easily as possible**?* This question is the guiding principle for the app's idea, design, and features.

### The Problem with Dating apps:

The current format of dating apps is flawed due to two facts. First, you have a vast range of options, and second, **it's difficult to form a genuine connection with a stranger over text**. Combine these two facts, and you end with multiple matches, but rarely forming a sufficient relationship to meet up. For instance, 1 in 285 matches in Tinder end with a relationship.

If you meet, it's after a lot of *time* (with matching) and even more *effort* with trying to form a genuine connection over text. Thus, the biggest obstacle to online dating + hooking up is small talk.

## Part 1: Down to meet

### What

Every week you are shown five profiles from people at your university. You cannot text them. You can only “DTM” them: that is, send an invite with a time and place to meet in the next 7 days. They can only: Accept, decline, or suggest a new time.

If you want to hook up, in your DTM invite you select “down to hook up”. When accepting if they also select this option, you will both see you are both down to hook up. (If only one selects this, your answer won’t be shared).

This way, all barriers (time, effort, small talk) are eradicated. You choose the time and place and they either accept or decline. It is not an online dating app. It is a platform to invite someone from your university on a date.

This gives DTM a second advantage over other dating apps. **The context in which you meet someone counts.** Consider your relationship with someone you met at a friend’s party and compare it to a tinder date. The relationship trajectory is far more promising with the mutual friend than the tinder date, because: *the context in which you meet someone counts*. With DTM, it’s a platform to meet people from your university, not online dating: no relationship is formed online—it all starts on the first date. (There is also a feature to invite them to a house party wherein they can arrive with friends)

### But there is an issue:

What if they are weirdos? Small talk gauges if they are normal.

**Solution:** This is why it **must** be a **university** dating app, where you meet people **within** your university. They’re not complete strangers—you are unified by being at the same organisation. Thus, being (1) at the same organisation, coupled with (2) the algorithm

recommending similar people (3) prompt/responses to gauge their “vibe”, it ensures the people are not “weirdo’s” who you wouldn’t want to go on a date with.

## **Part 2 Of the APP: Blind Double dates**

A social event to meet people.

1. Step 1: Sign up to the blind double date event, with a friend.
2. Step 2: We then match you with another duo.
3. Step 3: We then send all the duo’s to the same bar (same bar so it’s a Uni event)
4. Step 4: You and your friend meet your duo dates at the bar at an assigned table
5. Step 5: After 2 hours you go with your friend and duo ate (and everyone else from the bar) to a club, and now you are clubbing as four.

## **Part 3: “The One”**

Once a week you, there will be one very compatible person who you can chat with. You will have a week to decide to exchange numbers and meet in person, or not. The lack of options, reduces the aforementioned issues of dating apps at the start, but nonetheless provides a means to meet other people.

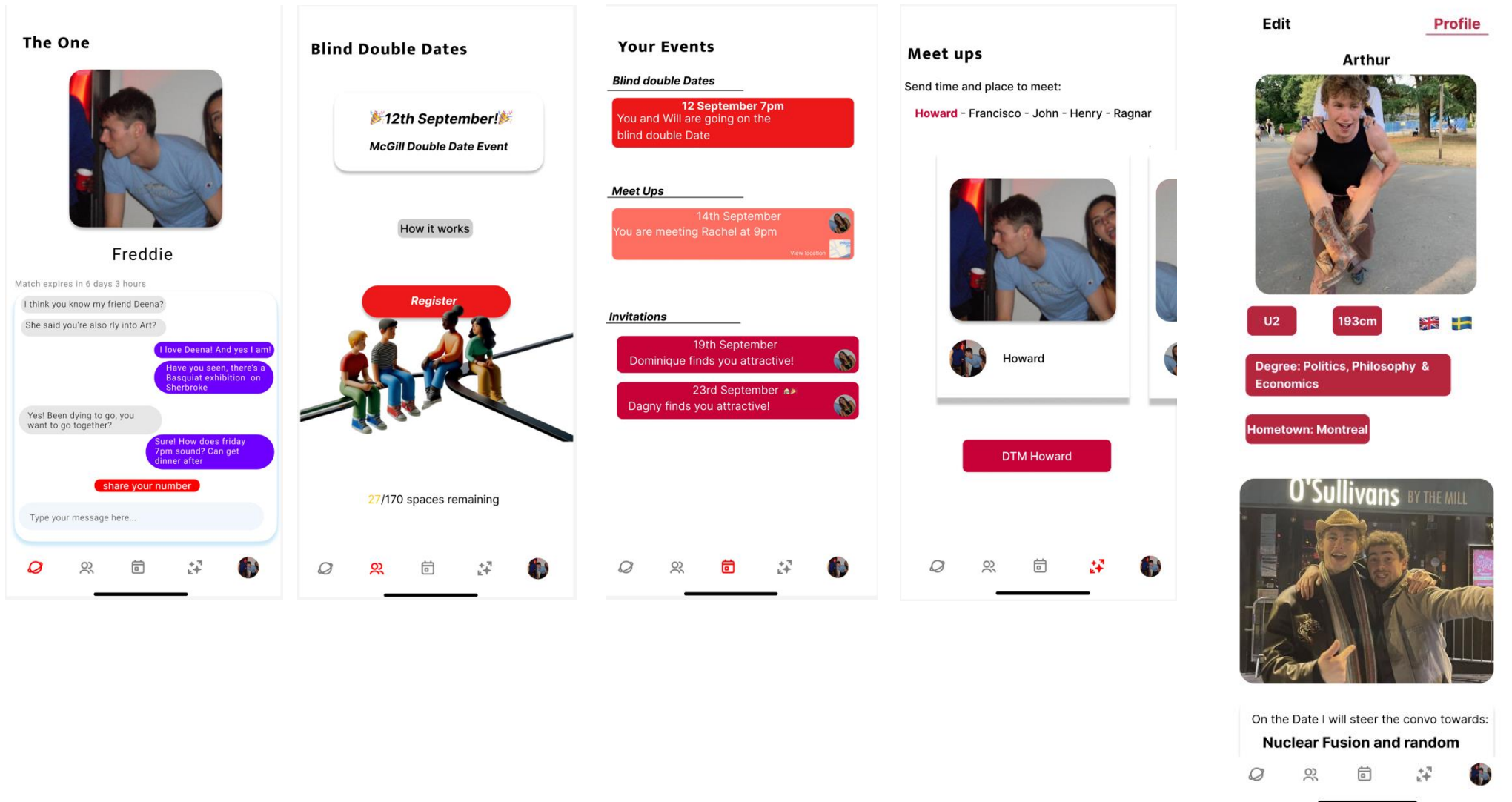
## **Overall:**

Through, these three means, the app aims to ensure anyone who wants to meet someone / hook up is doing so at the university, as all barriers (notably, time, effort, opportunity, occasion) are eradicated.

All dating apps follow the same form: (1) Match, (2) Text with that person (3) Decide if you are going to meet. They differ only within this framework: i.e. who text’s first, how profiles are presented, how long you can text. But DTM has a radically different form.

The plan is to initially launch at McGill Montreal on September 1<sup>st</sup>, 2024, refine all the features and nail the model, and then expand to other universities.

## Part 2: The generic 5-page layout



## Part 3: USER Journey Specification

**Will be shared at a later time**