

Milestone 1 - Research Assignment

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1 Research plan

Our research plan will last two weeks. Starting on November 15 and finishing on November 29.

As we wanted to focus our application on 18 to 22 years old university undergraduate boys and girls who are not experts on dating and want to improve their abilities to meet and to flirt with people. We focus on undergraduate students because it's the period when most of the young people starts their romantic relationships. So it's the best time when we can help them. That's why we planned to look mainly for university students and that's why most of our interviews were done on a faculty.

We had expected to have several interviews because young people would find our idea interesting but at the same time we expected them to be really short in duration.

When we talk about the actual interviews we have two very different sets: A group of five people that we interviewed on the street and gave us just around 5-10 minutes interviews from which we got a basic view about what people thinks of this kind of apps and what they do expect about em. A group of 3 people that we interview on a faculty cafeteria and gave us around 20 minutes interviews. Perfect to extract big amounts of info. We got into more details about what they would want our app to do and what they would find really useful.

In conclusion we think that we got quite good information because we could answer all the questions that we had for the app and we got a quite clear view about what people wants for an app like ours.

2 Interviews

2.1 Preparation + process

We started to think what kind of people are we interested in and also what are we expecting to know/learn from them. So we can move forward in the milestone.

In our first brainstorming we came to the conclusion that the university students are the most representative sample for our interviews. Because the university period is where most of the people start dating and building long-term relationships.

Moreover, we decided in which places and faculties we could find the best people for the sample. So we chose the following places: faculty of medicine (UCM), faculty of journalism (UCM), Moncloa bus station, Moncloa Bar.

Why we picked this places?:

- Restaurant. Faculty of journalism (UCM): Generally they are social and open-minded..
- Restaurant. Faculty of medicine (UCM): normally these students are smart and they are normally really busy with the university. So they don't have much time for dating because their degree is high demanding.
- Bus. Moncloa station: Moncloa is a good place for finding students because they normally life in this area. So will find a targeted selection of young people.
- Bar. Moncloa: same reasons from previous point (Bus. Moncloa station) but in this case the interviews will take place in a bar. So we can conduct longer interviews.

We think university restaurants are a good place for doing longer interviews (around 20-30 minutes) because the people are relaxed and more open to talk.

Also we want to explore shorter and faster interviews, so we move outside to Moncloa. Moncloa is a place close to the university where many students life. So there are high probabilities to find our targeted users.

2.2 Expectations

We expect to obtain as much information as possible about dating habits from the students. Also, we want to know more about their needs when meeting new people and how we can help them in order to have a relationship.

2.3 Goals

We have created a group of questions for our interviews. We grouped them to go from general/soft questions to deeper and more targeted questions.

Even though there are plenty of questions, the idea is not to use all of them in our experimental interviews. Rather, we want to have a general structure. We will adapt the questions depending on the conversation or insights we receive from the user on our interviews. The full questions and answers can be found in the interview transcripts provided.

We will make some short interviews (around 5 minutes) to get some general input and perspective in conjunction with long and mid-length interviews (around 20 minutes) for a reduced group of targeted users to gain deeper knowledge.

2.4 Interview questions

2.4.1 Get to know the user:

- What is your name?
- How old are you?
- What do/did you study? When? Where?
- Are you single?
- Tell us more about your love adventures
- Do you like men or women?

2.4.2 Dating skills:

- Where and how do you meet new girls or boys?
- Where do you normally like to make a date?
- How do you feel while dating?

- When would you say you feel most comfortable? And most shy?
- What is your strategy for dating?.
- How do you like to treat the other person during the date?

2.4.3 Friends/Apps help:

- Does any friend help you while dating?
- How does he/she help you?
- Which application(s) do you use to date?
- How do you feel using this app?
- What are your goals while using this app?
- How do you feel about people using this app?
- What do you think about people using it?
- What are the main drawbacks of dating applications?

2.4.4 Our app:

- How could a dating application help you date?
- What information is most useful when you have a date?
- What information do you wish you knew about your partner on the date?
- Would you like additional information about your partner's reactions?
What sort of information?
- Where would you use this application?

2.5 Results of the interviews

We are super happy with the results of our interviews. We obtained many useful information about our users (feelings, needs, goals, fears...).

We realized many people are looking for a relationship but they don't feel confident and sure about how dating and being successful.

Two or three of us were on each interview. One was the interviewer and the rest of the team were taking notes or making the recording.

Also we did some experiments. In one interview, there were 2 interviewers. The principal interviewer was conducting the interview and the support interviewer asked some questions for getting deeper information.

This worked really well, because the 2 interviewers were working together and obtained more information than the 1-1 interviews. That's because sometimes you can forget to ask something but the support interviewer will help you out.

We dedicated some days for making the interviews. And the last day we worked together for making the transcripts (from audio to text).

In general terms, we are proud of all the information we obtained and also we did a great team work. It was fun and cool to met other students and our expectations were fulfill.

3 Factoids

3.0.1 Get to know:

- Most users were between 19 and 21 years old. One user was 27 years old.
- Most users were university students.
- Paula was homosexual the rest were heterosexual.
- Most men used chats to organize dates.
- People normally felt nervous or shy when starting the date,
- Most people wanted to feel a date is comfortable and relaxing.
- Many people would find it useful to know the other person's emotional state at any given time.
- At least three users would like to be notified when they approached a dangerous conversation topic.
- Every user wanted every notification to be subtle, so as to pay full attention to the date.
- One user would like various degrees of notification intensity for different levels of danger.
- At least 2 users would like to be suggested topics when the conversation runs out.
- One user recommended to dress comfortably (i.e. not changing one's style) for the first date.
- Most users thought that being themselves was the most valuable skill when dating.

3.0.2 Family, friends help.

- One user was advised to act naturally by her friends.
- More than 50% of the people perceive their friends' advices as wrong.
- The most prominent advice the users gave and received was to "be oneself".
- One user recommended his friends to avoid specific gestures (e.g. crossed arms, fiddling...) during a date.
- One user thought that if he were there to counsel his friends during a date, the date would go better.
- The vast majority of the users find people on public places: University, Clubs, Subway, Street, Coffee.
- One user found his current partner at work.

3.0.3 How do you find new people?

- Almost every user met people by common acquaintances.
- One user found his couple on Tinder
- Some users met new people in University work groups.

3.0.4 First dates: places and plans where the person dates.

- More than 65% of people preferred dating at night. The rest preferred the afternoon.
- Most people preferred a location where they could talk (i.e. cafeteria), as opposed to not (i.e. a cinema, a theater, cool bars, restaurant) for a date.
- Two users said they liked to date on art places (museums, exhibition galleries) because one can talk and share a common hobby.
- One user mentioned that he would put the other person's preference ahead of his own when choosing a place for the date. However, the same user said that he'd recommend that his shy friends choose a place that suits them better, so as to be more confident.
- Most male users preferred organizing the first date themselves.
- One user thought that it's good to have a planned escape from the first date to be able to leave it when the interest peaks (e.g. a paper to deliver).
- Some girls wanted to find a long-term relationship and a person with hobbies in common.

- One girl is looking for a guy older than her because she wants maturity, stability and comprehension.
- Most interviewed people rated the other person's hobbies and tastes as very important to know beforehand.
- Two users thought it important to know the other person's life plan and goals beforehand.
- One user appreciated knowing the other person's relationship with his/her family beforehand.
- One user wanted to be compatible.

3.0.5 Friends/Apps help:

- Some users' friends pushed to make the first approach.
- Friends provide some advice, but sometimes the person doesn't find them valuable.
- One user found their friends' advice correct, but didn't carry it out due to shyness.
- The most common advice the users gave to their friends was to be themselves.
- One user wanted ideas for talking during the date (Sergio).
- One user wanted to know whether he was exceeding limits and general feelings of the other person.
- One female user thought it useful to know the name of the girls that have been with the other person.
- Most of the people felt that using this app was artificial, and it's better and more funny to have dates naturally.
- Two users wanted to use this app to catch liars.
- One user thought that discovering things of the other person is fascinating, but wants to know few things to make the conversation flow but afterward he says that knowing feelings is artificial

3.0.6 Others

- Most of the users wanted a notification as the means of communicating what the app thinks is important
- One user thought it was better to have the biography of the other person always available.

- Paula is an antipersona.

4 Competitive Study

4.0.1 Motivations and focus

Our competitive study focuses mostly on exploring the existing (albeit small) design space around Augmented Reality (AR) technologies, focusing mostly on Google Glass and [Atheer](#). Due to the limited market adoption of the Glass, not much design work has been made, which leaves ample space for exploration in design. However, Google provides [design principles and patterns](#) to aid the developers in forming a common framework for app design.

With regard to other dating apps (e.g. Tinder), our analysis was very shallow, since these apps focus mostly on matching people via smartphone, whereas our idea was to tackle the stages following that, once a date has been agreed upon face to face.

4.0.2 Related apps / Competitors

4.0.2.1 Google Glass

- [Name Tag](#): An application that reads the face of the person in front and searches the internet for their online presence, revealing a stream of personal data. It was [discontinued](#) due to privacy reasons, and Google [publicly announced](#) itself against this sort of technology. Note that the query results are displayed on the left of the HUD, from top to bottom.
- [Xpert EYE](#): An enterprise product designed to allow real-time communication in sensitive operations between experts and other employees. It is currently being used in time-critical missions such as [medical situations](#), where the presence of an expert would be beneficial but is not always possible. However, this app provides a HUD that is sparse at best, and the only way for the experts to provide instructions is via voice commands.
- [APX Skylight](#): Another enterprise product, this time aiming to virtualize the steps necessary for the maintenance and repair of appliances. It offers a detailed HUD with real-time information for precision-critical systems, in addition to Telestration (instructions given via video chat).

- [Google Glass Navigation](#): The navigation inside the menus themselves can provide great information and a working example of the design patterns depicted earlier. To note is that the information flows sideways for context switching (e.g. changing from a weather forecast to a Twitter feed), and forwards and backwards (i.e. deepening and shallowing) to move within a context. For example, one can move sideways to reach the notification feed, up and down to browse notifications, and backwards (shallowing) to see the available actions with a given notifications (e.g. Retweet/Favorite/Share a tweet). Some additional demos can be found [here](#) and [here](#).

4.0.2.2 Atheer

- [Flex](#): Used in warehouses, it allows for a fast scan and completion of an order. Note the information displayed in minute 1:40, with the middle part of the viewport clean of distractions, and all other information displayed on the sides via icons. Note also the three types of controls: Hand gestures, voice and head tilting.
- [Atheer DevKit](#): A display of how the hand gestures combine with existing android applications to be used easily. This focuses on direct manipulation of 2D and 3D objects.

4.0.3 Design Takeaways

- A more immersive experience (when the entire viewport is subject to display AR data) is preferable to a smaller more localized display (Atheer vs Glass). However, this immersion does not overlap well with the real world, at least for now.
- Atheer places a greater emphasis on hand gestures, as opposed voice commands.
- Gestures can provide means of direct manipulation of objects, instead of the menu bar in Glasses. Usually, there are no more than 7 or 8 widgets on display (in the case of Atheer. For Glass, it's 3 or 4), with as little text as possible.
- In Glass, when there is text (e.g. composing a text), the font is big enough to fit no more than 5 lines (as seen in the official Google examples).

- The glasses are used more as a source of information for the user rather than a means to convey information. For example, in a video call, the person on the other end cannot see the caller if he or she is calling from Glass.
- Icons are much clearer than pictures or words.
- Designs work better with cards, ideally just a square with an icon. The center of the viewport is mostly clean of clutter. The main object (usually the real world) goes in the center of the application.
- In some applications (NameTag) faces are placed at the left. This is due to the fact that when looking up left we connect with the memoristic part of our brain, for example to remember images. Also menus are placed on the right. At looking to the right we get in contact with the mental construction in our brain, that is used for example for things which we don't have direct experience like an unknown track in Google Maps (deeper info <https://lenguajecorporal.org/descifrando-los-movimientos-de-los-ojos-estamos-recordando-o-estamos-inventando/>).
- In Xpert-EYE experts can draw directly in the viewport so we can teach at real time.

4.0.4 Competitive analysis: process summary

When making the competitive analysis firstly we tried to find applications already available in the market, that fit with ours. It was not possible.

We wanted to search some design features in dating apps, none of these application was an interesting example because it is not very convenient to compare two types of apps with so different objectives. Dating apps are focused on knowing new possible couples by means of a chat, on the other hand, our application makes sense in the "real world" when meeting people face to face.

Due to these problems we decided to turn around our ideas. We decided to focus on similar technological approaches such as applications for Google Glass. We got useful information about how the human-machine interaction should be when having the limitations of google glasses or in our case, contact lenses .

Nevertheless, Google Glass is a very different technology than ours, since it is limited to a small screen in the upper-right part on the glasses.

Our technology has the capability of showing output information in the entire line of sight of the user.

For that reason and despite Google Glass being a good researching field, we found another gadget very similar to our goals.

Atheer is a virtual reality approach that is near to our anticipation on how the final application should interact with the user. Also it's important to say that we have focused in some concrete applications to measure the power of this kind of gadgets and how to use them.

Since users don't have experience with this new technology there will not be any user expectation. So we haven't included the design takeaways in the factoids.