

# Exploring User Preferences and Features in Dating Apps: A Survey Study

## Introduction:

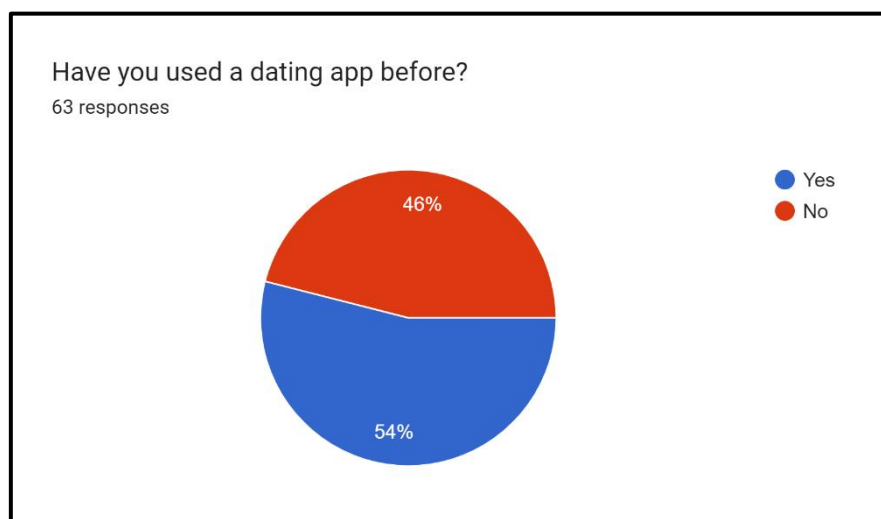
The surge in popularity of dating apps has transformed the landscape of modern relationships, offering individuals a convenient platform to connect with potential partners. Recognizing the significance of understanding user preferences in this context, a survey was conducted among university students to explore their attitudes towards dating apps.

## Methodology:

The survey targeted university students, a demographic known for its tech-savviness and active engagement with digital platforms. A total of approximately 65 responses were collected, providing a diverse range of insights. Gender distribution among respondents indicated a slight skew towards male users, with 31.8% identifying as female.

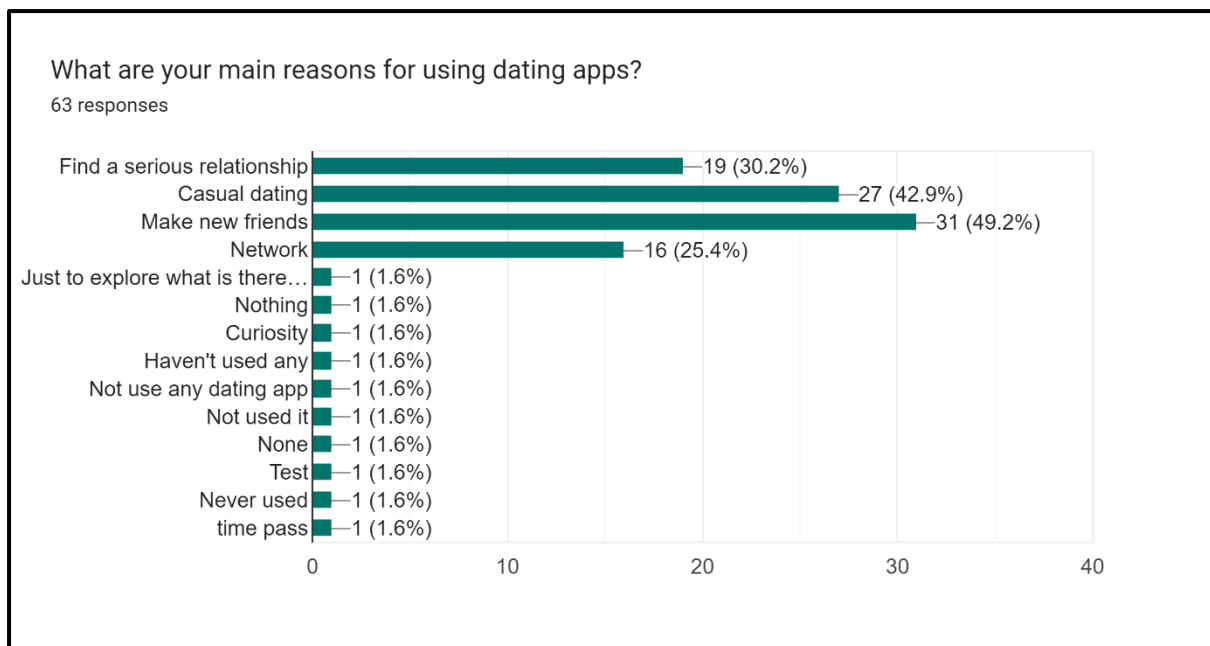
## Observation

Out of the respondents, 54% acknowledged having used a dating app previously, highlighting a widespread familiarity with these platforms within the university community.

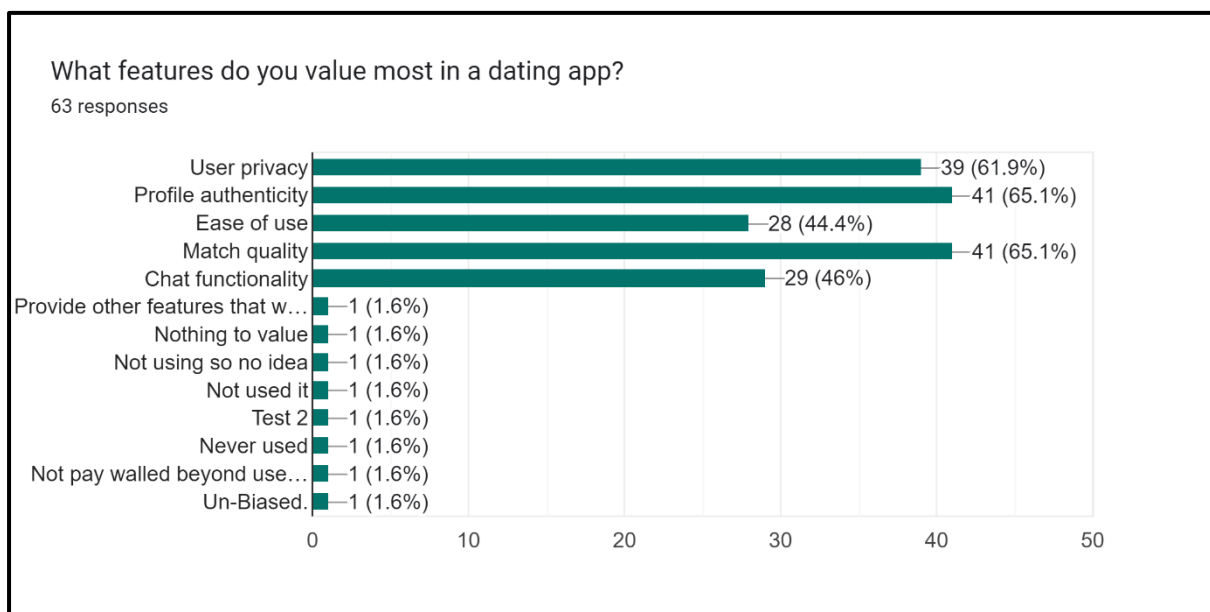


Among the motivations cited for using dating apps, the desire to make new friends emerged as the most prevalent, with 49% of respondents expressing this intent. This suggests that for many university students, dating apps serve as social networking tools beyond romantic pursuits.

Notably, a significant portion (30.2%) indicated a preference for finding a serious relationship, while 42% favored casual dating. This indicates a spectrum of relationship intentions among users. Additionally, 25.4% mentioned networking as a reason for using dating apps, reflecting the multifaceted nature of social interactions facilitated by these platforms.

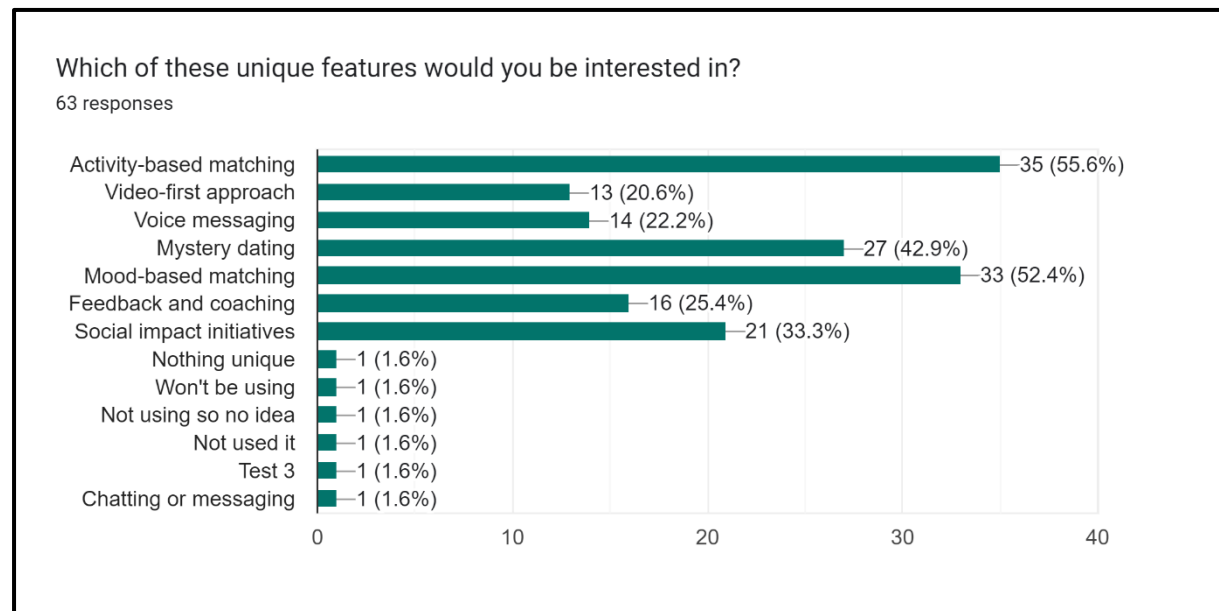


User privacy ranked highest among the features valued by respondents, with 61.9% emphasizing its importance. This underscores the significance of safeguarding personal information and ensuring user security. Profile authenticity closely followed, with 65% of respondents prioritizing genuine profiles. Authenticity is crucial for building trust and credibility within the dating app ecosystem. Other features such as match quality (65.1%), ease of use (44.4%), and chat functionality (46%) were also deemed important by respondents, highlighting the holistic user experience sought by users.



When presented with unique features for dating apps, respondents expressed varying levels of interest:

Activity-based matching garnered the highest interest, with 55% of respondents intrigued by this feature. This suggests a desire for connecting with others based on shared interests or activities. Mood-based matching and mystery dating also piqued interest, with 52.4% and 42.9% of respondents, respectively, expressing curiosity about these features.



The survey findings illuminate the preferences and expectations of university students regarding dating apps. The data underscores the diverse motivations driving app usage, ranging from social networking to seeking romantic connections. Moreover, the emphasis on user privacy and profile authenticity underscores the importance of trust and safety in fostering a positive user experience.

## Conclusion:

In conclusion, the survey provides valuable insights that can inform the development and enhancement of dating apps targeted at university students. By prioritizing features that address user privacy, authenticity, and offering innovative matchmaking mechanisms, developers can create platforms that resonate with the preferences and aspirations of this demographic, fostering meaningful connections and enhancing user satisfaction.