

Specification Document

Activity Driven Dating App

User Interface Evaluation and Design

Section 8

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Executive Summary

Our vision is to create an aesthetically pleasing mobile application for single adults to enhance their dating experience. The app allows users to organize/join single or group activity-driven dates in their local area.

The goal of the application is to promote connection, produce a wholesome environment for people to meet new friends, highlight local attractions and activities, and help individuals build relationships as they spend time with others who have similar interests.

Personas

Serious Dater

Danny is a senior in college. He is ready to settle down but is not sure how to find “the one.” He rarely has time because of his work and school load. However, he knows it’s important to date and he knows what kind of women he wants to marry. He wants to find someone who has similar interests to his.

Casual Dater

Hannah is in her second semester in college. She loves school because she can meet new people and make friends. Often, she is hesitant to initiate conversations with new people, but is talkative once she gets to know someone. She prefers group-friendly gatherings. She doesn’t want a fling or long-term relationship; she just wants to find new friends to spend time with on an individual or group date.

Deal Chaser

Emily is a social butterfly. She is constantly looking for opportunities to go to fun places and events with her friends. Events around town are starting to get expensive and she wants to start looking for discounts for fun activities around town. She loves going on dates and has no qualms about asking a guy out or paying for a date. If she hears about a good deal, she will make sure to take advantage of it!

Scenarios

Serious Dater Scenario

As Danny browses, he looks for activities that have a bit more depth to them because he is serious about finding a lasting relationship. He doesn't just want to go to the movies and not even talk to his date. After looking through the list, he decides to come up with his own date. He creates the date and then posts it hoping to find someone who enjoys hiking as much as he does.

Casual Dater Scenario

Hannah is looking for someone to enjoy axe throwing with. She is hoping to find a group or individual who enjoys new activities as much as she does. She is hesitant to create a date, but has no problem joining a date! As she scrolls through the list of dates, she finds someone who wants to go to Heber Hatchets. She decides to ask to join and hears back from him about an hour later. After a few messages, she feels good about the date and agrees to go let him pick her up.

Deal Chaser Scenario

Emily met a guy on this app, and they had an awesome time on their first date. She wants to take him out again but doesn't have a lot of money to spend. She is excited to find numerous deals on the list of activities! She picks an inexpensive activity and then uses the app's messaging features to see if the guy is interested.

Key Criteria

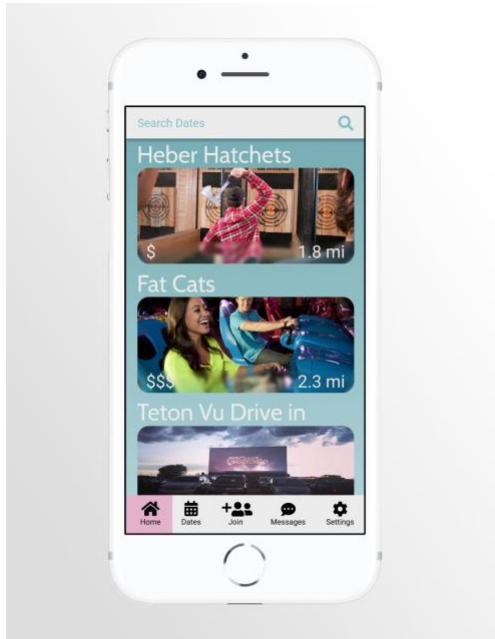
Priority 1:

- It doesn't take long for user to find deals [Efficiency]
- User can successfully navigate through the program [Learnability]
- User is able to find what they are looking for [Motivation]
- User sees program as worth using and not a waste of time [Trust]

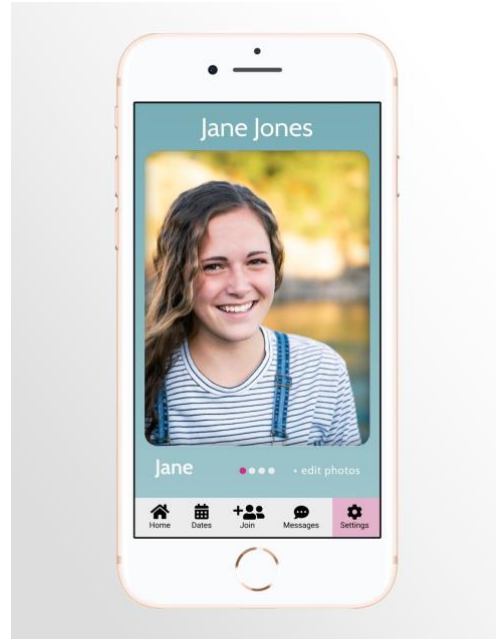
Priority 2

- User can infer obvious controls in the program [Mapping]
- The UI look and feel is consistent with other apps [Familiarity]

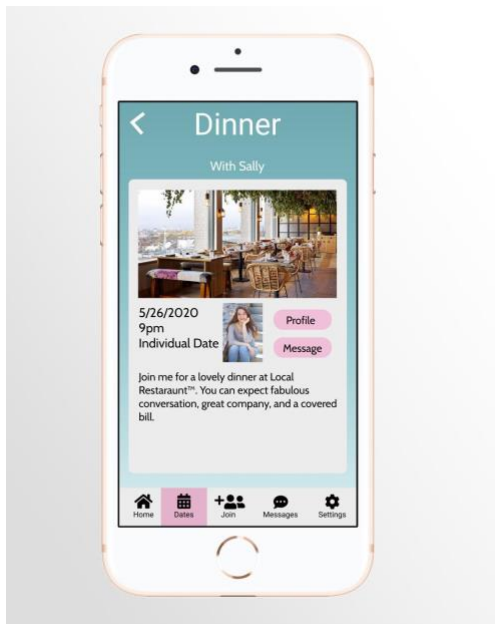
Snapshots



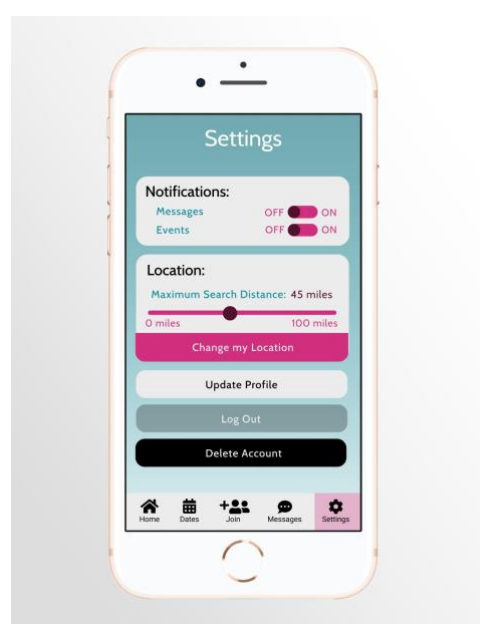
Home Screen



Profile Screen



Overview Screen



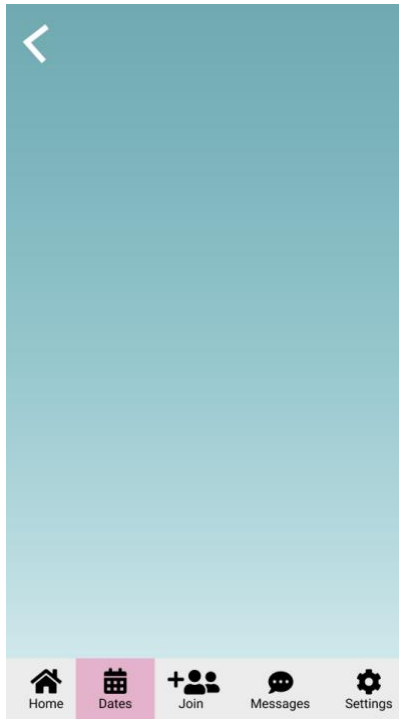
Setting Screen

Detailed Design

Standardized Components

Consistent UI components located throughout multiple views

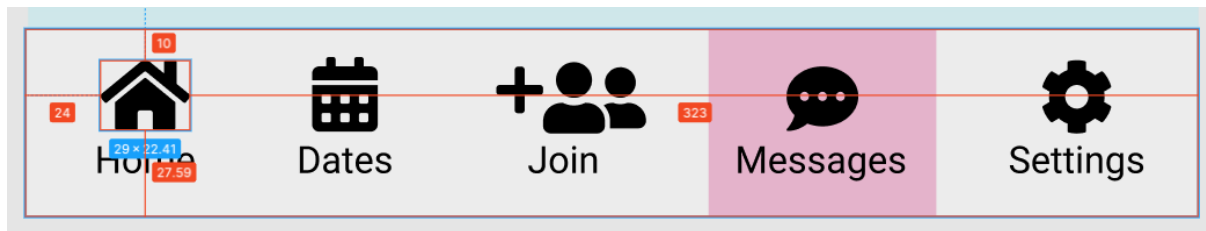
Ombre Screen Background Component – View # 1



Ombre Screen Background Component Specifications

Label	Value
Position	Whole screen
Color Hex	See App Color Specification Below
Function	Makes the application look nice
Location	Present on all views of the app

Menu Bar Component



Menu Bar Component Specifications

Label	Value
Font	Small Body Text
Position	Centered
Font Color	Black Color
Background Color	Tertiary Gray Color
Selected Color Hex	#E4B3CB
Function	1. Home Icon links to View #7 2. Dates Icon links to View #19 3. Join Icon links to View #13 4. Message Icon links to View #25 5. Settings Icon links to View #26
Location	Present on all views of the app

App Color Specifications

Label	Value
Primary Pink Color	RGB: (209, 46, 125)
Secondary Aqua Color	RGB: (89, 148, 156)
Tertiary Gray Color	RGB: (236, 236, 236)
Ombre Screen Background	Linear Gradient, top to bottom Top RGB: (113, 169, 176) Bottom RGB: (21, 143, 159)
Black Color	RGB: (0, 0, 0)
White Color	RGB: (255, 255, 255)

App Font Specifications

Label	Value
Title	Font: Cabin Font Size: 40px Font Weight: Regular
Headings	Font: Cabin Font Size: 36px Font Weight: Regular
Subheadings	Font: Cabin Font Size: 25px Font Weight: Regular
Large Body Text	Font: Cabin Font Size: 17px Font Weight: Regular
Small Body Text	Font: Cabin Font Size: 12px Font Weight: Regular

Back Arrow Component



Back Arrow Component Specifications

Label	Value
Position	Top: 20px Left: 17px Bottom: 550 px Right: 332 px
Color	White Color
Function	Allows User to access the previous screen
Location	Present on View # 4, 5, 6, 8, 9, 12, 14, 18, 20, 24, 27, 31, 32, 33 and 36

Settings Features

Splash Screen — View #2

Snapshot



Splash Screen—View #2

Components

Circle Components



Circle Component Specifications

Label	Value
Circle 1 Width	43px
Circle 1 Height	43px
Circle 1 Left	268px
Circle 1 Top	203px
Circle 2 Width	79px
Circle 2 Height	79px
Circle 2 Left	184px
Circle 2 Top	236px
Color of Circles	Primary Pink Color

Title/Logo Component

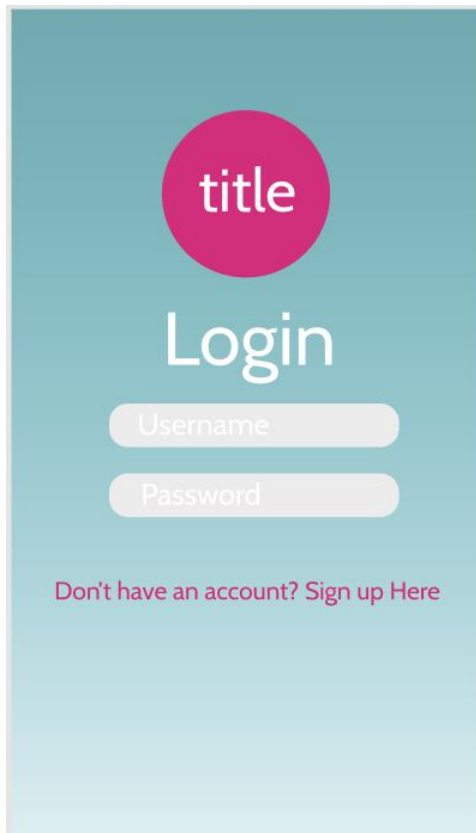


Title/Logo Component Specifications

Label	Value
Width	134px
Height	134px
Left	65px
Top	292px
Color of Circle	Primary Pink Color
Font	Title
Line-height	58px
Text-align	Center
Text Color	White Color
Function	Decoration to brand the app—Leads to View #3 after delay

Login Screen — View #3

Snapshot



Login—View 3

Components

Title/Logo Component



Title/Logo Component Specifications

Label	Value
Width	134px
Height	134px
Left	120px
Top	81px
Color of Circle	Primary Pink Color
Font	Title
Line-height	58px
Text-align	Center
Text Color	White Color
Function	Decoration to brand the app

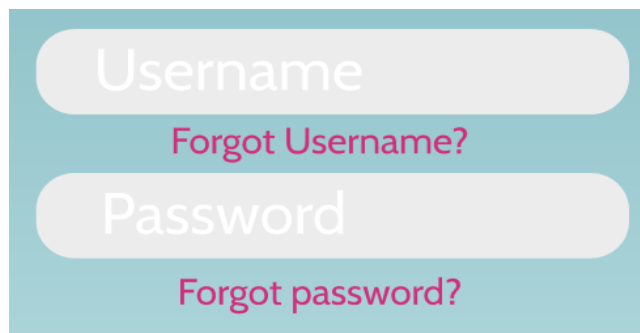
Login Text Component



Login Text Component Specifications

Label	Value
Width	223px
Height	106px
Left	78px
Top	227px
Font	Title
Line-height	73px
Text-align	Center
Text Color	White Color
Function	Indicates current screen

Username/Password Entry Box Components



Username/Password Entry Box Components Specifications

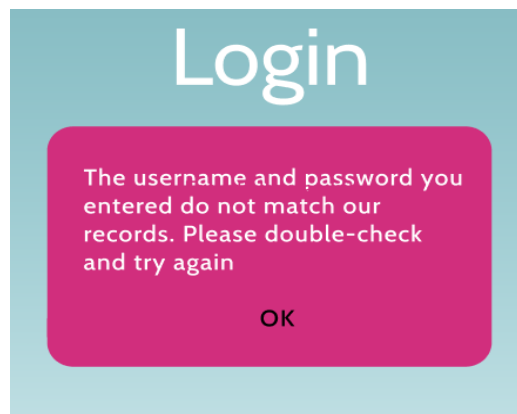
Entry Box Specifications

Label	Value
Username placeholder	Username
Password placeholder	Password
Placeholder margin left	22px
Placeholder margin top	2px
Width of box	231px
Height of box	35px
Box margin left	78px
Username box margin top	316px
Password box margin top	372px
Background-color	Tertiary Gray Color
Border-radius	15px
Font	Subheading
Placeholder Text Color	White Color
Function	User enters username and password to log in—Leads to View #4

Forgot Username/Password Link Component Specifications

Label	Value
Forgot username label	Forgot Username?
Forgot username margin top	353px
Forgot username function	User is reminded about the username
Forgot password label	Forgot Password?
Forgot password margin top	415px
Forgot password function	User is reminded about the password
Font	Large Body Text
Text Color	Primary Pink Color
Text align	Center

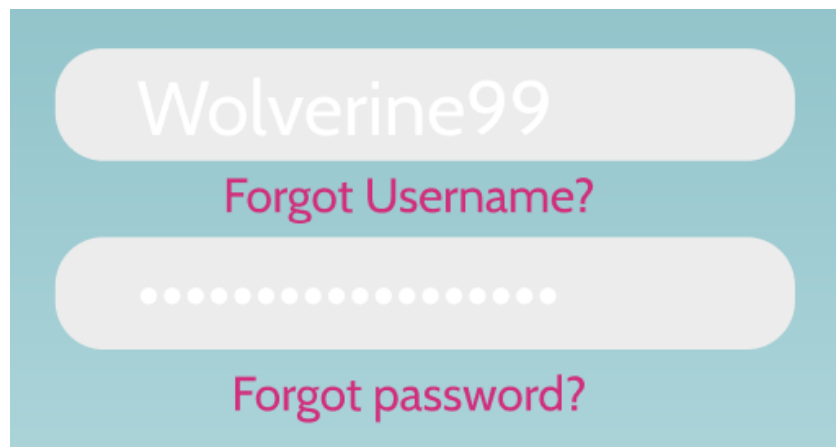
Wrong Username/Password Popup Component



Wrong Username/Password Popup Component Specifications

Label	Value
Dialog content	The username and password you entered do not match our records. Please double-check and try again
Width	306px
Height	179px
Background color	Primary Pink Color
Border radius	18px
Margin top	316px
Margin left	36px
Font	Small Body Text
Text Color	White Color
OK Text color	Black Color
OK Text align	Center
Input margin left	22px
Function	Inform the user about the wrong username or password.

Input Username and Password Components



Wolverine99

Forgot Username?

.....

Forgot password?

Input Username and Password Component Specifications

Label	Value
Font	Small Body Text
Input text Color	White Color
Input margin left	22px
Password input type	All the password positions will be filled with Ascii character 7, using the same font style
Username input pattern	Allow digits [0-9] Allow lowercase characters [a-z] Allow uppercase characters [A-Z] Allow special characters [._@_-] At least 6 characters in length, but no more than 12
Password input constraints	At least one digit [0-9] At least one lowercase character [a-z] At least one uppercase character [A-Z] At least one special character [*.!@#\$%^&(){}[]:;<>.,~/~_+ -= \] At least 8 characters in length, but no more than 32

Sign Up Link Component

Don't have an account? Sign up Here

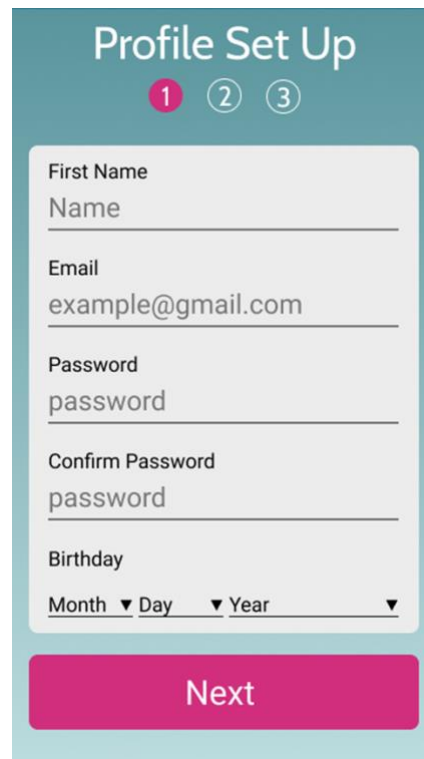
Sign Up Link Component Specifications

Label	Value
Width	308px
Height	24px
Top	454px
Left	34px
Font	Large Body Text
Line-Height	24px
Text-Align	Center
Text Color	Primary Pink Color
Function	Takes user to the sign up page - Leads to View #4

Profile Features

Profile Setup Step One — View #4

Snapshot



A mobile app interface for 'Profile Set Up'. The title 'Profile Set Up' is at the top in white on a teal background. Below it are three numbered steps: 1 (highlighted in a pink circle), 2, and 3. The form is a white card with the following fields: 'First Name' with a placeholder 'Name', 'Email' with 'example@gmail.com', 'Password' with 'password', 'Confirm Password' with 'password', and 'Birthday' with dropdowns for 'Month', 'Day', and 'Year'. A pink 'Next' button is at the bottom.

Profile Set Up

1 2 3

First Name
Name

Email
example@gmail.com

Password
password

Confirm Password
password

Birthday
Month ▼ Day ▼ Year ▼

Next

Profile Setup Step One – View #4

Components

Profile Set Up

1 2 3

First Name

Name

Email

example@gmail.com

Password

password

Confirm Password

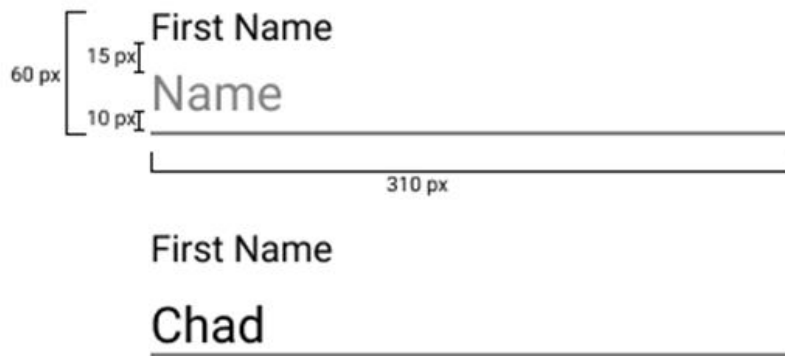
password

Birthday

Month ▼ Day ▼ Year ▼

Next

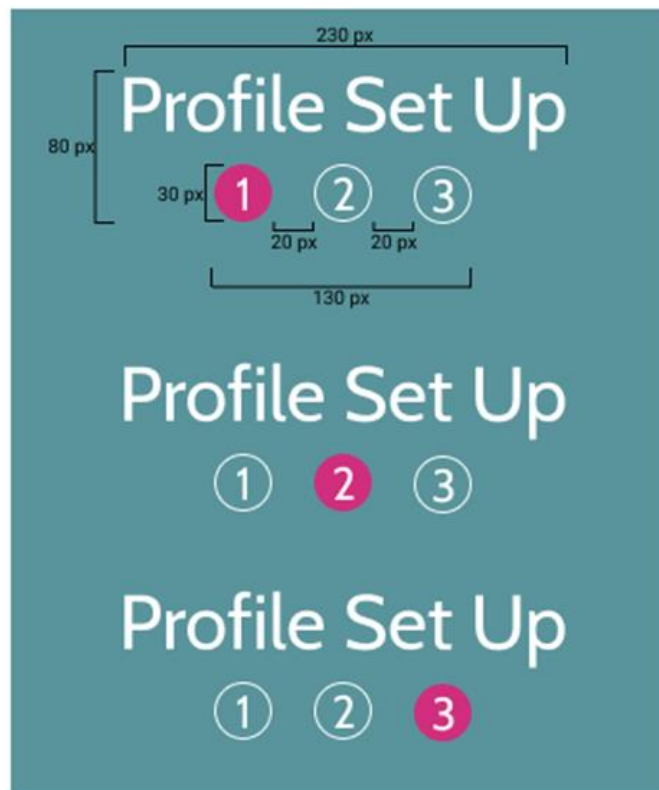
Enter Name Component



Enter Name Component Specifications

Label	Value
Font	Large Body Text
Position	Left
Font Color (Filler Text)	Black Color, Opacity 50%
Font Color (User input)	Black Color
Function	Take in user input for personal info – Leads to View #8

Profile Set Up Progress Component



Profile Set Up Progress Component Specifications

Header Specifications

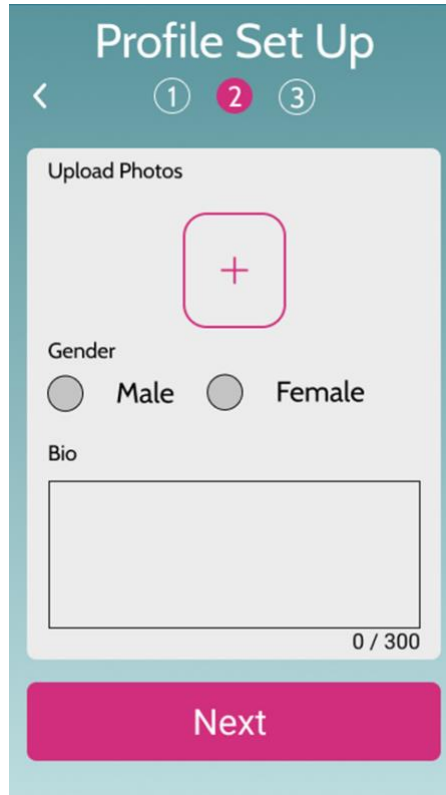
Label	Value
Font	Title
Position	Centered
Font Color	White Color

Circles Specifications

Label	Value
Position	Centered
Function	Step 1 leads to View #4, Step 2 leads to View #5, and Step 3 leads to View #5
Color: Selected	Primary Pink Color
Color: Unselected	White Color

Profile Setup Step Two — View #5

Snapshot



The image shows a mobile app interface for 'Profile Set Up'. At the top, the title 'Profile Set Up' is in white on a teal background. Below the title is a navigation bar with a back arrow and three numbered steps: 1, 2, and 3. Step 2 is highlighted with a red circle. The main content area is a light gray box with a white border. It contains the following elements: a section titled 'Upload Photos' with a large square button containing a red plus sign; a 'Gender' section with two radio buttons labeled 'Male' and 'Female'; and a 'Bio' section with a large text input field. At the bottom right of the bio field, it says '0 / 300'. Below the main content area is a large red button with the word 'Next' in white.

Profile Set Up

< ① ② ③

Upload Photos

Gender

☐ Male ☐ Female

Bio

0 / 300

Next

Profile Setup Step Two – View #5

Components

The image shows a mobile app screen titled "Profile Set Up" with a teal header. The screen is divided into three numbered steps: 1 (Back arrow), 2 (Upload Photos), and 3 (Gender and Bio). Step 2 is the active step, highlighted with a pink circle. The "Upload Photos" section features a large pink square button with a white plus sign, centered between two 128 px horizontal gaps. Below this, the "Gender" section has two radio buttons labeled "Male" and "Female". The "Bio" section has a large text input field with a character count "0 / 300" at the bottom right. A pink "Next" button is at the bottom of the screen. Dimensions are provided for various elements: 15 px for the back arrow, 30 px for the "Upload Photos" label, 28 px for the photo button, 50 px for the gender labels, and 30 px for the bio label. The "Next" button is 30 px high and 20 px wide.

Profile Set Up

1 2 3

Upload Photos

Gender

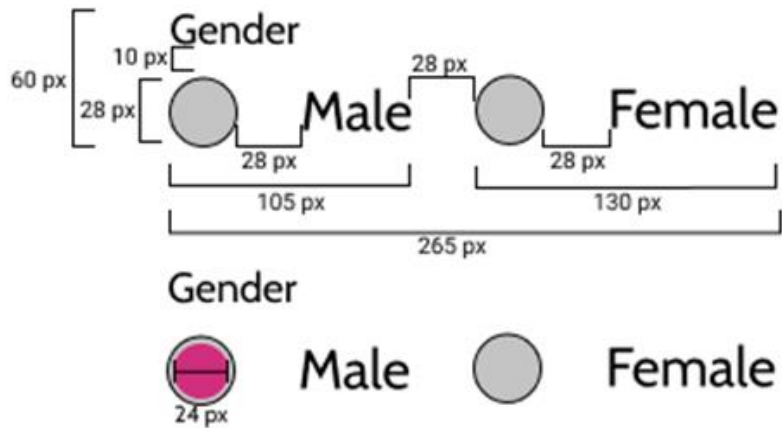
Male Female

Bio

0 / 300

Next

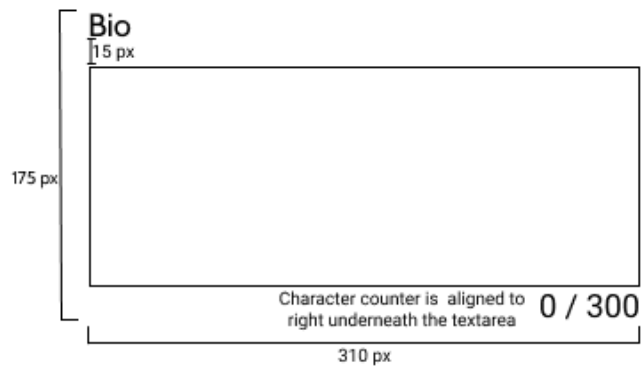
Gender Selection Component



Gender Selection Component Specifications

Label	Value
Font (gender)	Large Body Text
Font (male/female)	Subheadings
Position	Centered
Font Color	Black Color
Button Color (unselected)	Tertiary Grey Color
Button Color (selected)	Primary Pink Color
Function	Set gender to Male or Female

Add Biography Component



Bio

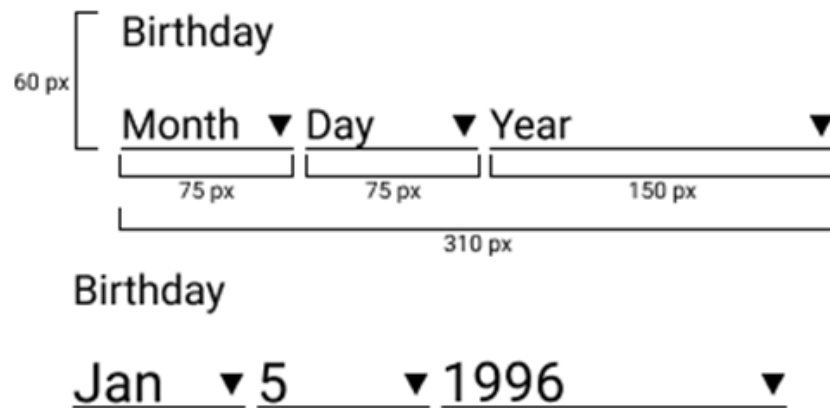
I love long walks on the beach
I enjoy cooking gourmet meals

58 / 300

Add Biography Component Specifications

Label	Value
Font (Bio/Word Limit)	Large Body Text
Font (User Input)	Small Body Text
Font Weight (User Input)	Medium
Position	Center
Font Color	Black Color
Function	Take in user input for personal bio

Birthday Selection Component



Birthday Selection Component Specifications

Label	Value
Font	Large Body Text
Position	Left
Font Color	Black Color
Function	Accept birthdate from user

Profile Setup Step Three — View #6

Snapshot

The screenshot shows a mobile app interface for 'Profile Set Up'. At the top, there's a teal header with the title 'Profile Set Up' and three numbered steps: 1, 2, and 3. Step 3 is highlighted with a red circle. Below the header, the 'Budget' section asks 'How much are you willing to spend on a date?' and offers three radio button options: '\$ (0 - \$19)', '\$\$ (20- \$29)' (which is selected with a red square), and '\$\$\$ (\$30+)'. The 'Search/add Interests' section features a 'Search Tag' input field and a grid of interest buttons. Some buttons are active (pink border and text) and some are inactive (grey border and text). The active interests are 'Adventuring', 'Backpacking', and 'Cosplay'. The inactive interests are 'Acting', 'Art', 'Blogging', 'Car Meachanics', 'Collecting', 'Cooking', and 'Cycling'. At the bottom, there is a large red 'Finish' button.

Profile Set Up

< ① ② ③

Budget
How much are you willing to spend on a date?

☐ \$ (0 - \$19)
☒ \$\$ (20- \$29)
☐ \$\$\$ (\$30+)

Search/add Interests
Search Tag

Add Common Interests

× Adventuring + Acting
+ Art × Backpacking
+ Blogging + Car Meachanics
+ Collecting + Cooking
× Cosplay + Cycling

Finish

Profile Setup Step Three – View #6

Components

The wireframe shows a mobile app interface for 'Profile Set Up'. It features a teal header with a back arrow, three numbered steps (1, 2, 3), and a title. The main content area is divided into three sections: 'Budget' with three radio button options, 'Search/add Interests' with a search bar, and 'Add Common Interests' with a grid of interest buttons. A pink 'Finish' button is at the bottom. Dimensions are provided for various elements.

Profile Set Up

1 2 3

Budget

☐ \$ (0 - \$19)

☐ \$\$ (20- \$29)

☐ \$\$\$ (\$30+)

Search/add Interests

Search Tag

Add Common Interests

+ Adventuring + Acting

+ Art + Backpacking

+ Blogging + Caring

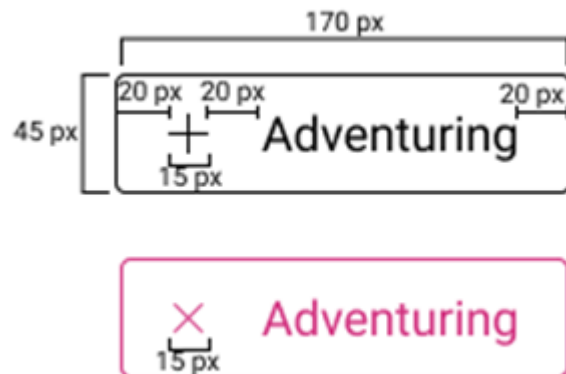
+ Collecting + Cooking

+ Cosplay + Cycling

Finish

Dimensions: 15 px, 70 px, 30 px, 28 px, 20 px, 15 px, 30 px.

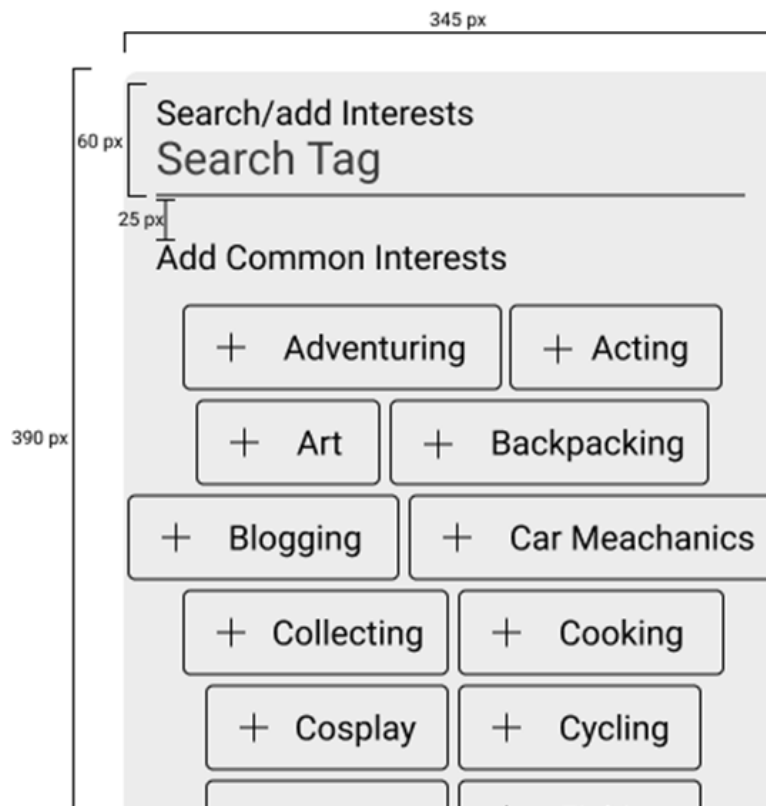
Interest Tag Component



Interest Tag Component Specifications

Label	Value
Font	Large Body Text
Position	Left
Font Color (Unselected)	Black Text
Font Color (Selected)	Primary Pink Color
Function	Selected tags are associated with User and change color to show selection

List of/Search for Interest Tags Component



List of/Search for Interest Tags Component Specifications

Label	Value
Font (Search Bar)	Subheading
Font (Tags and Labels)	Large Body Text
Position	Left
Font Color (Filler Text)	Black Text Opacity 50%
Font Color (User input)	Black Text
Function	Take in User input for personal info

Budget Choice Component

Budget
How much are you willing to spend on a date?

☐ \$ (0 - \$19)

☐ \$\$ (20- \$29)

☐ \$\$\$ (\$30+)

Budget
How much are you willing to spend on a date?

☐ \$ (0 - \$19)

☒ \$\$ (20- \$29)

☐ \$\$\$ (\$30+)

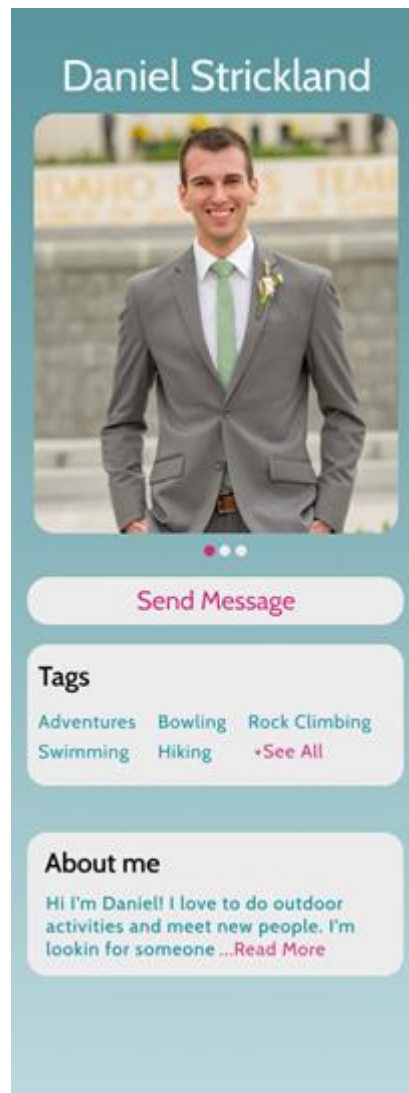
Budget Choice Component Specifications

Label	Value
Font	Large Body Text
Font (\$\$\$)	Subheadings
Position	Left
Font Color (Subheading)	Black Text / Opacity 50%

Font Color	Black Text
Checkbox Color (Unselected)	Tertiary Gray Color
Checkbox Color (Selected)	Primary Pink Color
Function	Take in user input for preferred budget

Viewing a Profile — View #7

Snapshot



View Profile—View #7

Components

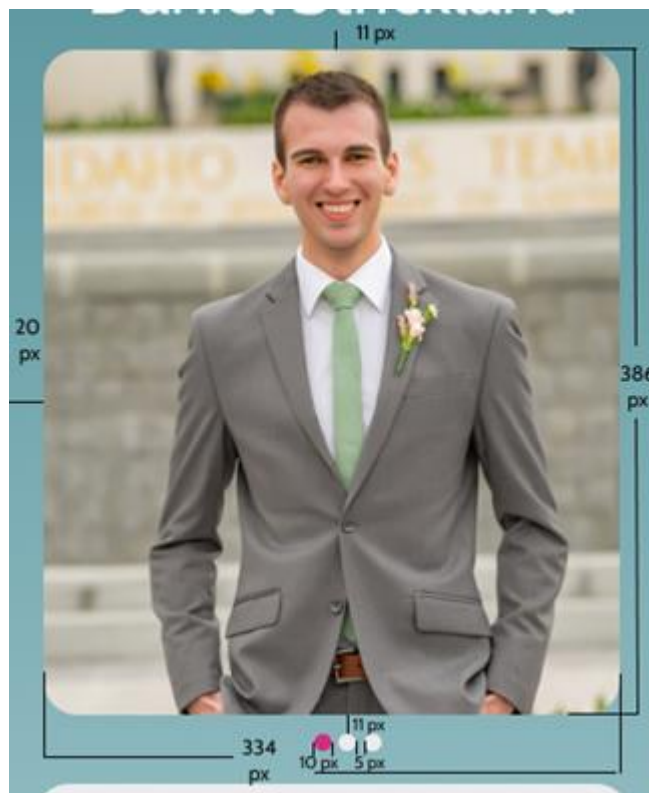
Name Display Component



Name Display Component Specifications

Label	Value
Font	Title
Position	Centered
Color Hex	White Color

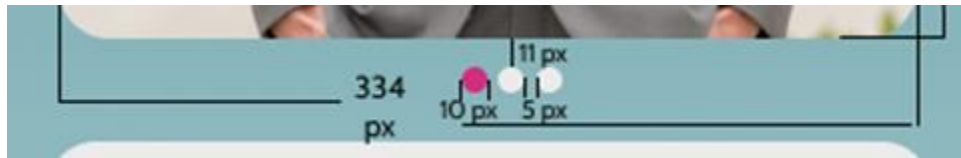
Profile Picture Component



Profile Picture Component Specifications

Label	Value
Position	Centered
Corner Curve	20
Function	Swipe on picture to scroll through posted pics

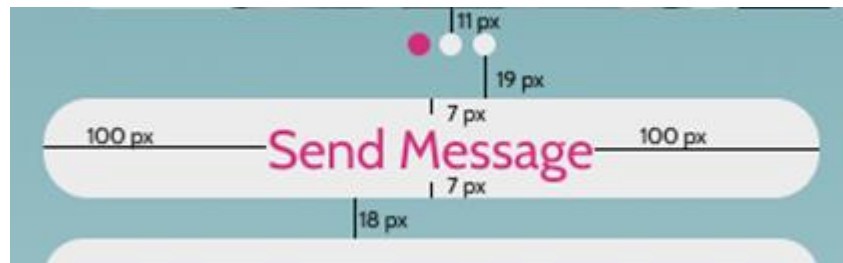
Picture Selection Indicator Component



Picture Selection Indicator Component Specifications

Label	Value
Position	Centered
Function	Colored dot changes depending on which picture is being viewed—Leads to View 14.1 and 14.2
Color: Selected	Primary Pink Color
Color: Not Selected	Tertiary Grey Color

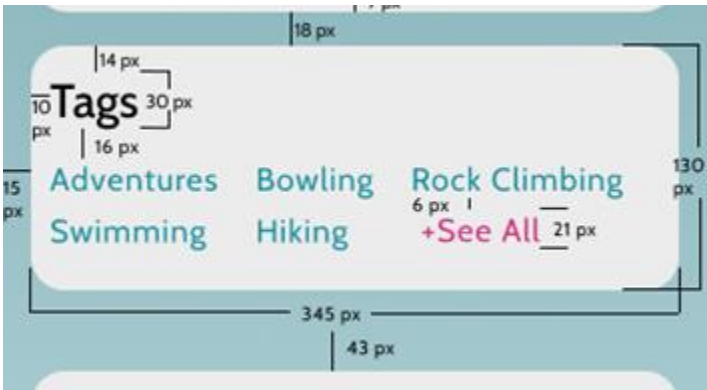
Send Message Button



Send Message Button Specifications

Label	Value
Font	Subheading
Position	Centered
Font Color	Primary Pink Color
Button Color	Tertiary Grey Color
Corner Curve	20
Function	Transitions to direct messaging screen— Leads to View #25

Interest Tags Component



Interest Tags Component Specifications

Heading Specifications

Label	Value
Font	Subheading
Position	Left
Font Color	Black Color

Content Specifications

Label	Value
Font	Large Body Text
Position	Center
Font Color	Secondary Blue Color

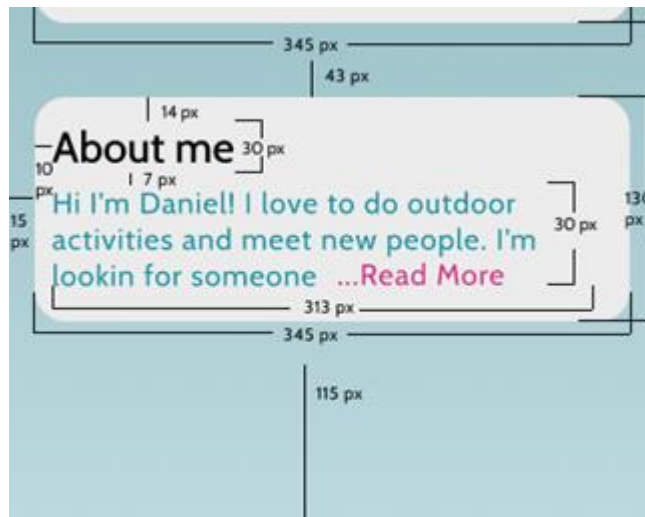
“See All” Component Specifications

Label	Value
Font	Large Body Text
Position	Center
Font Color	Primary Pink Color
Function	Transition to Tags Screen—Leads to View #8

Background Specifications

Label	Value
Position	Centered
Background Color	Tertiary Grey Color
Corner Curve	20

About Me Component



About Me Component Specifications

Heading Specifications

Label	Value
Font	Subheading
Position	Left
Font Color	Black Color

Content Specifications

Label	Value
Font	Large Body Text
Position	Left
Font Color	Secondary Blue Color

“Read More” Specifications

Label	Value
Font	Large Body Text
Position	Left
Font Color	Primary Pink Color
Function	Transition to Bio Screen—Leads to View #9

Background Specifications

Label	Value
Position	Centered
Background Color	Tertiary Grey Color
Corner Curve	20

Interest Tags Screen — View #8

Snapshot



Interest Tags Screen — View #8

Components

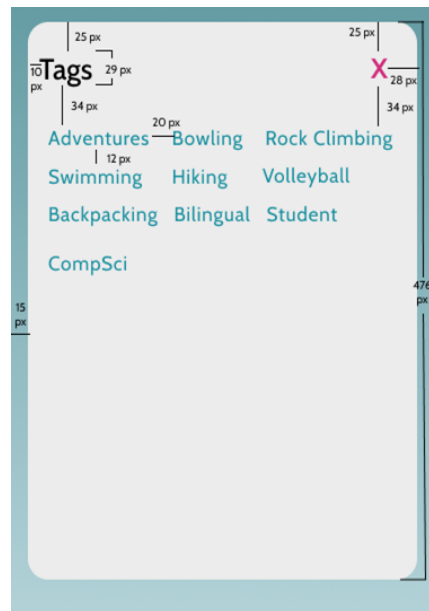
Name Component



Name Component Specifications

Label	Value
Font	Title
Position	Centered
Color Hex	White Color

Tags Component



Tags Component Specifications

Heading Specifications

Label	Value
Font	Subheading
Position	Left
Font Color	Black Color

Content Specifications

Label	Value
Font	Large Body Text
Position	Left
Font Color	Secondary Blue Color

Exit Button (X) Specifications

Label	Value
Font	Subheading
Position	Right
Font Color	Primary Pink Color
Function	Transition to Main Profile—Leads to View 14

Background Specifications

Label	Value
Position	Centered
Background Color	Tertiary Grey Color
Corner Curve	20

About Me Screen — View #9

Snapshot



View Profile — View #9

Components

Name Component



Name Component Specifications

Label	Value
Font	Title
Position	Centered
Color Hex	White Color

About Me Box Component



About Me Box Component Specifications

Heading Specifications

Label	Value
Font	Subheading
Position	Left
Font Color	Black Color

Content Specifications

Label	Value
Font	Subheading
Position	Left
Font Color	Secondary Blue Color

Exit Button (X) Specifications

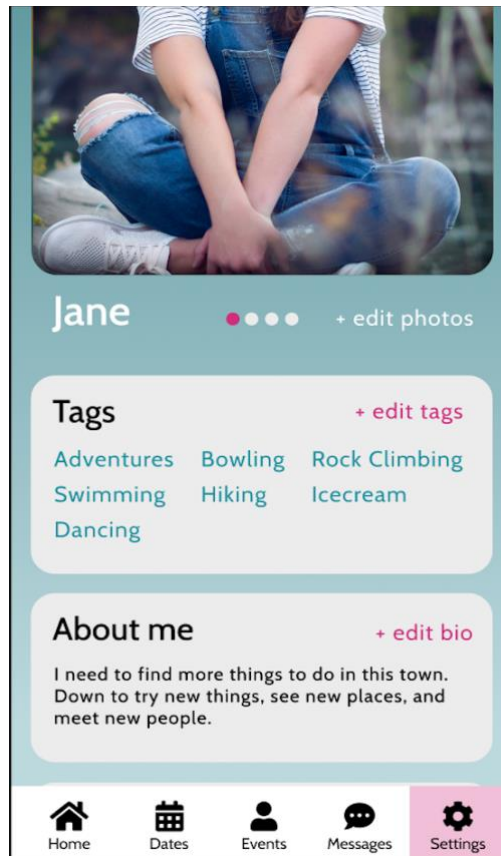
Label	Value
Font	Subheading
Font Weight	Bold
Position	Right
Font Color	Primary Pink Color
Function	Transition to Main Profile—Leads to View #7

Background Specifications

Label	Value
Position	Centered
Background Color	Tertiary Grey Color
Corner Curve	20

Editing Profile — View #10

Snapshot



Editing Profile – View #10

Edit Photos Component

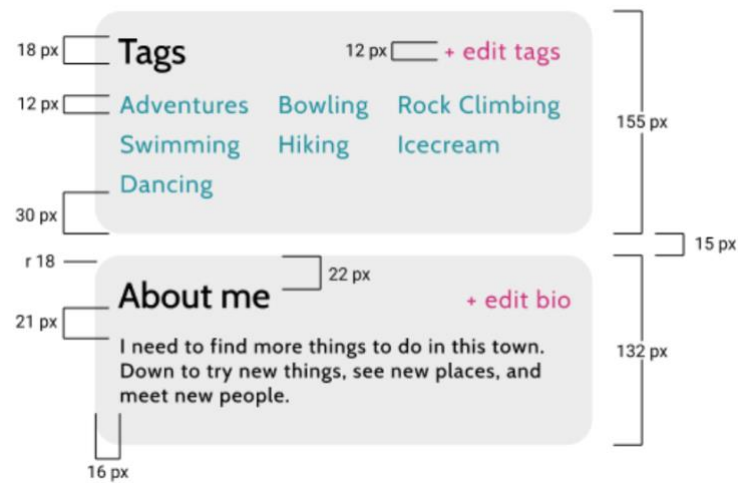


Label	Value
Font	Title
Text Align	Center
Text Color	White Color

57

Label	Value
Font	Heading
Font Weight	Semi Bold
Text Align	Left
Text Color	White Color

Tags and About Me Box Components



Tags and About Me Box Components Specifications

Sub-Head Component Specifications

Label	Value
Font	Subheading
Font Weight	Medium
Text Align	Left
Text Color	Black Color

Hyperlink/Tag Component Specifications

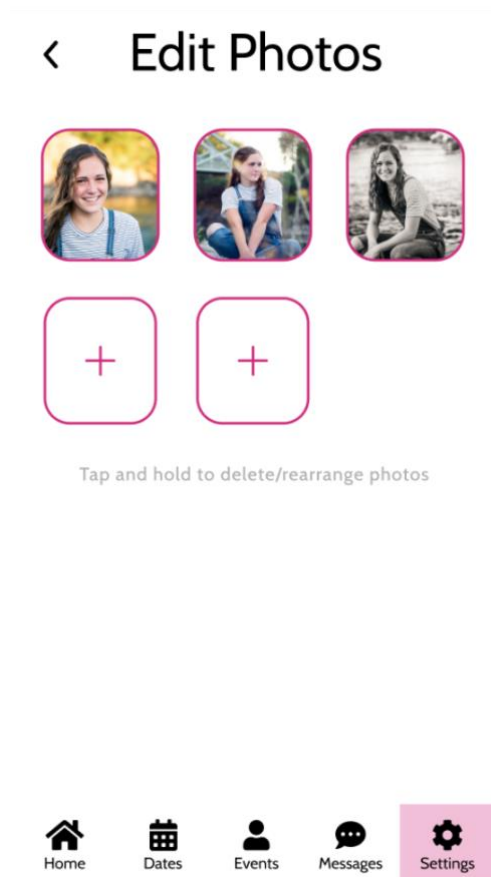
Label	Value
Font	Large Body Text
Text Align (hyperlink)	Right
Text Align (tag component)	Left
Text Color (hyperlink)	Primary Pink Color
Text Color (tag component)	Secondary Blue Color

Paragraph Component Specifications

Label	Value
Font	Small Body Text
Font Weight	Medium
Text Align	Left
Text Color	Black Color

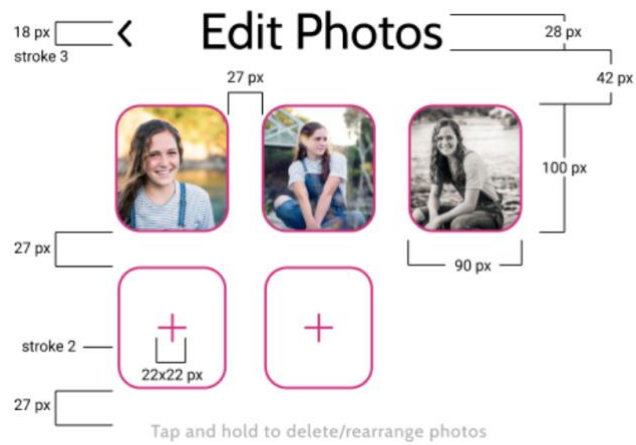
Editing Photos — View #11

Snapshot



Editing Photos – View # 36

Photos Selector Component



Photos Selector Component Specifications

Title Component Specifications

Label	Value
Font	Title
Text Align	Center
Text Color	Black Color

Photo Borders Component Specifications

Label	Value
Stroke	2 point
Color	Primary Pink Color
Corner Radius	18 point

Activities Features

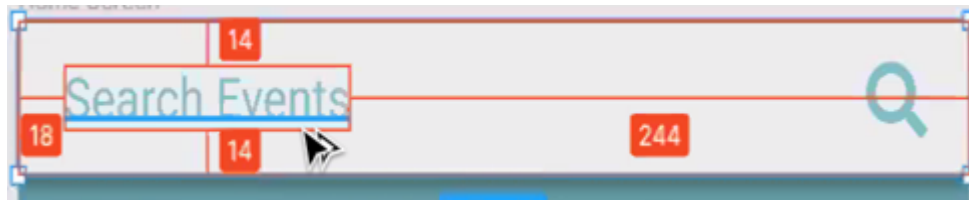
Home Screen — View #12

Snapshot



Home Screen —View #7

Search Field Component



Search Field Component Specifications

Label	Value
Font	Large Body Text
Position	Absolute
Font Color	Black Color
Function	Takes in text and searches for related activities

Header Component



Header Component Specifications

Label	Value
Font	Heading
Position	Absolute
Line-weight	45px
Font Color	White Color
Function	Inform User of which activity they are looking at

Photo of Date Component

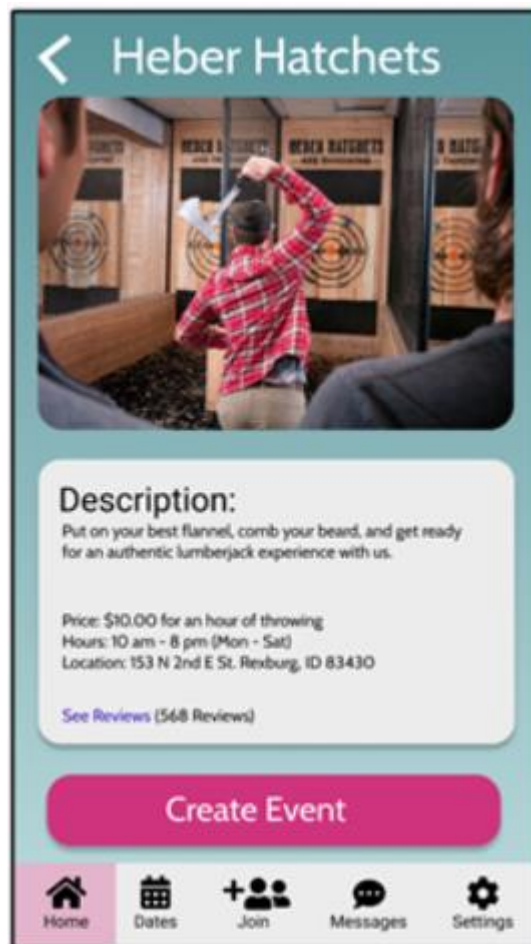


Photo of Date Component Specifications

Label	Value
Font	Small Body Text
Width	341px
Height	150px
Position	Absolute
Font Color	White Color
Border-radius	18px
Function	Quick overview of the activity, as well as a button that takes the user to the activity information screen

Activity Information Screen — View #13

Snapshot



Activities—View #13

Components

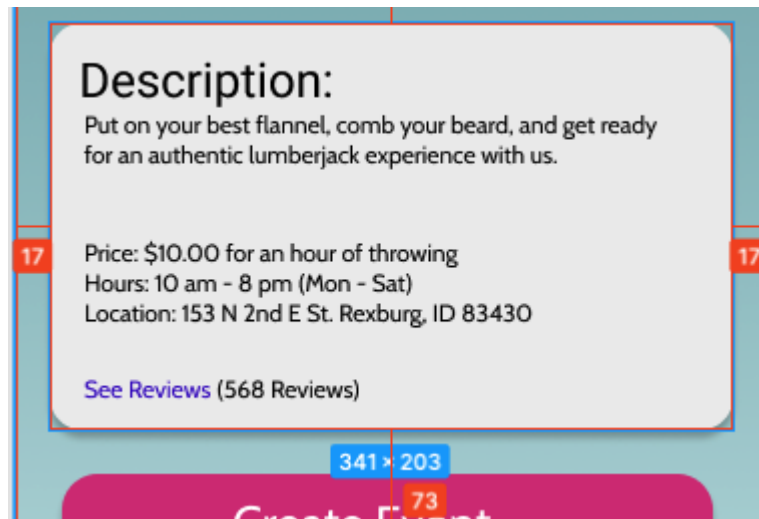
Header Component



Header Component Specifications

Label	Value
Font	Heading
Position	Centered
Font Color	White Color
Function	Inform User of which activity screen they are looking at.

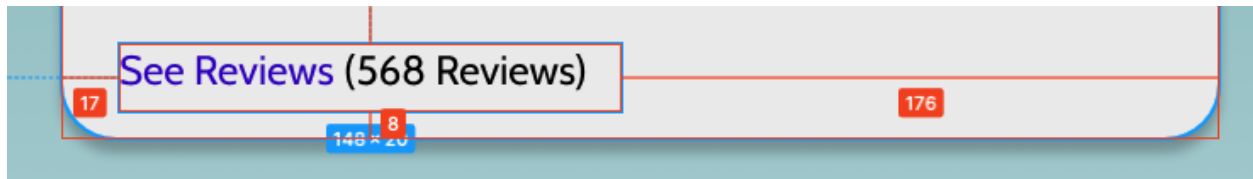
Description Box Component



Description Box Component Specifications

Label	Value
Title Font	Subheading
Body Font	Small Body Text
Font Weight	Normal
Position	Centered, Text is right-aligned
Font Color	Black Color
Text Box Color	Tertiary Grey Color
Function	Describes activity to the user

Reviews Hyperlink Component



Reviews Hyperlink Component Specifications

Label	Value
Font	Small Body Text
Position	Right-aligned in text box
Color Hex	Secondary Aqua Color
Function	Allows the user to view reviews of the activity

Create Event Button



Create Event Button Specifications

Label	Value
Font	Subheading
Position	Centered
Color	Primary Pink Color
Function	Takes user to screen where they can create an event – Leads to View #14

Event Detail Screen — View #14

Snapshot



The image is a mobile app screenshot of the 'Event Details' screen. At the top, there is a teal header with a white back arrow and the title 'Event Details'. Below the header, there are two pink buttons: 'Public' (selected) and 'Private'. A note states: '* Privately created events will only allow your contacts to be able to join.' Below this, a label 'Number of Participants: (Max of 16 Participants)' is followed by a text input field containing the number '4'. Next, 'Date of the Event:' is followed by a date picker showing '06/15/20'. Then, 'Time of the Event:' is followed by a time picker showing '3:00 PM'. A section titled 'Activity Information' contains a white box with the following text: 'Price: \$10.00 for an hour of throwing', 'Hours: 10 am - 8 pm (Mon - Sat)', and 'Location: 153 N 2nd E St. Rexburg, ID 83430'. A small checkmark icon is at the bottom right of this box. Below the activity information is a large pink 'Confirm' button. At the very bottom is a navigation bar with five icons and labels: 'Home' (house icon), 'Dates' (calendar icon), 'Join' (plus and people icon), 'Messages' (speech bubble icon), and 'Settings' (gear icon).

< Event Details

Public Private

* Privately created events will only allow your contacts to be able to join.

Number of Participants: (Max of 16 Participants)

4

Date of the Event:

06/15/20

Time of the Event:

3:00 PM

Activity Information

Price: \$10.00 for an hour of throwing
Hours: 10 am - 8 pm (Mon - Sat)
Location: 153 N 2nd E St. Rexburg, ID 83430

Confirm

Home Dates Join Messages Settings

Event Detail Screen —View #14

Components

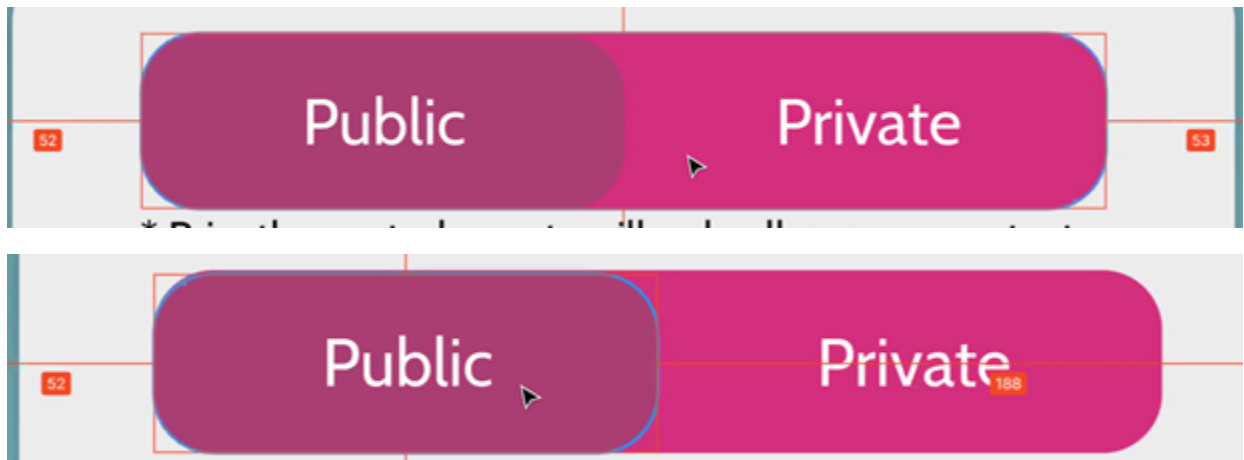
Event Details Header Component



Event Details Header Component Specifications

Label	Value
Font	Heading
Position	Centered Top: 10px
Font Color	White Color
Function	Title of the page

Public/Private Scroll Button Component



Public/Private Scroll Button Component Specifications

Label	Value
Font	Large Body Text
Position	Centered
Border Radius	16px
Font Color	White Color
Deselected Color	#D32f7E / 211,47,126
Selected Color	#AA3E72/170, 62, 114
Function	Allow the event creator to toggle whether or not their event is public or private

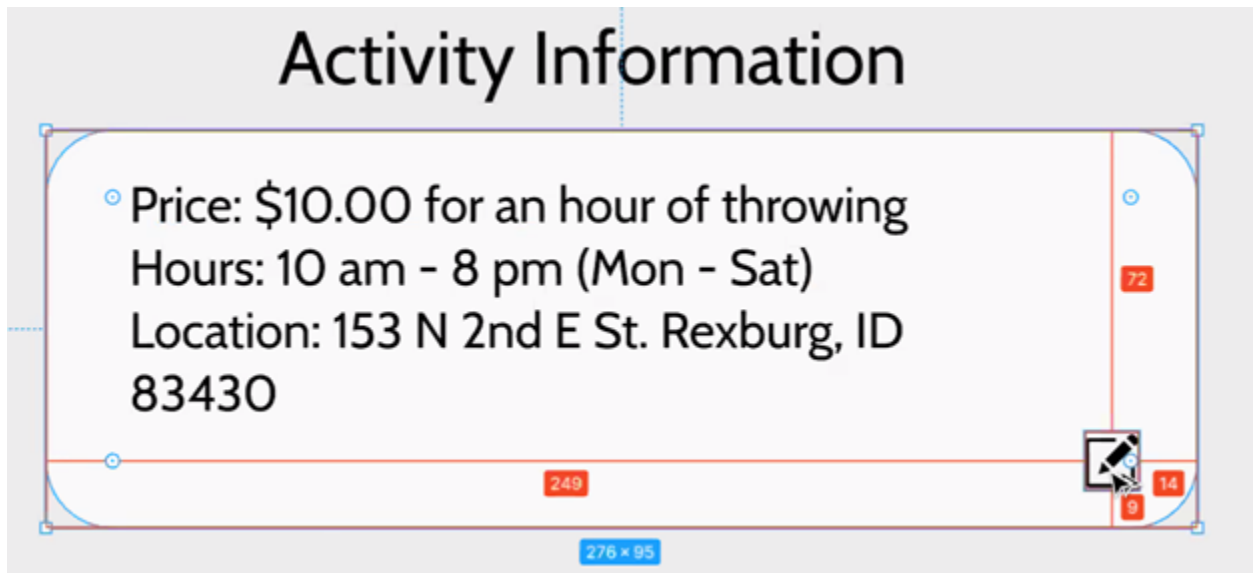
Text Field Component



Text Field Component Specifications

Label	Value
Font	Large Body Text
Position	Centered
Border radius	7px
Font Color	Black Color
Background Color	Tertiary Gray Color
Function	Allow the event creator to input event details

Text Field Date Information Component



Text Field Date Information Component Specifications

Label	Value
Font	Small Body Text
Position	Left-aligned text
Border Radius	16px
Color Hex	Black Text Hex
Background Color	Tertiary Grey Color
Function	Allow the event creator to customize the activity information visible to other users

Confirm Button Component

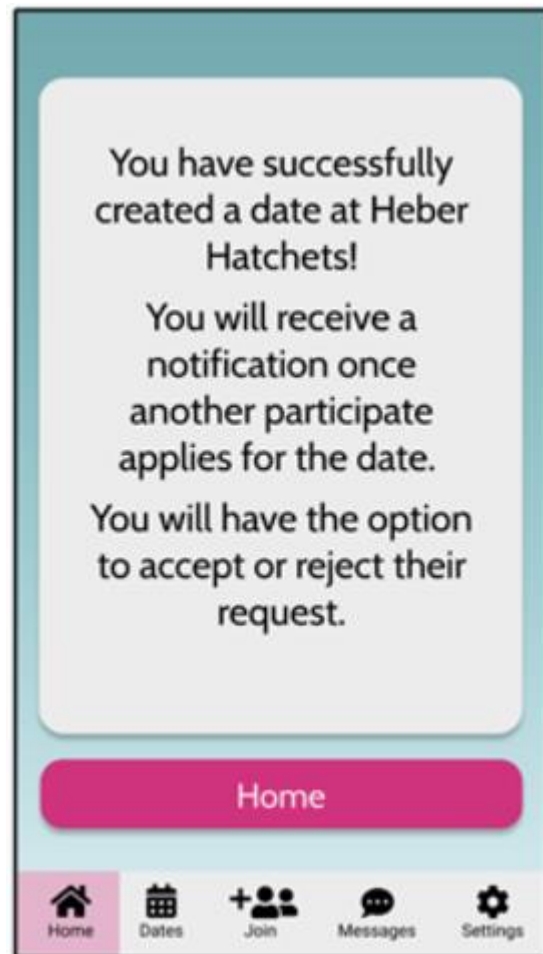


Confirm Button Component Specifications

Label	Value
Font	Subheading
Position	Centered
Border Radius	18px
Font Color	White Text
Background Color Hex	Primary Pink Color
Function	Creates a date based on the event creator's selections and inputs—Leads to View #15

Confirmation of Date Creation — View #15

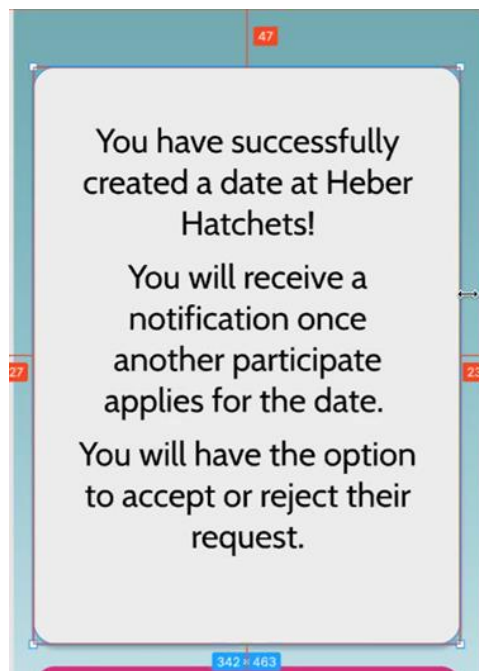
Snapshot



Confirmation of Date Creation — View #15

Components

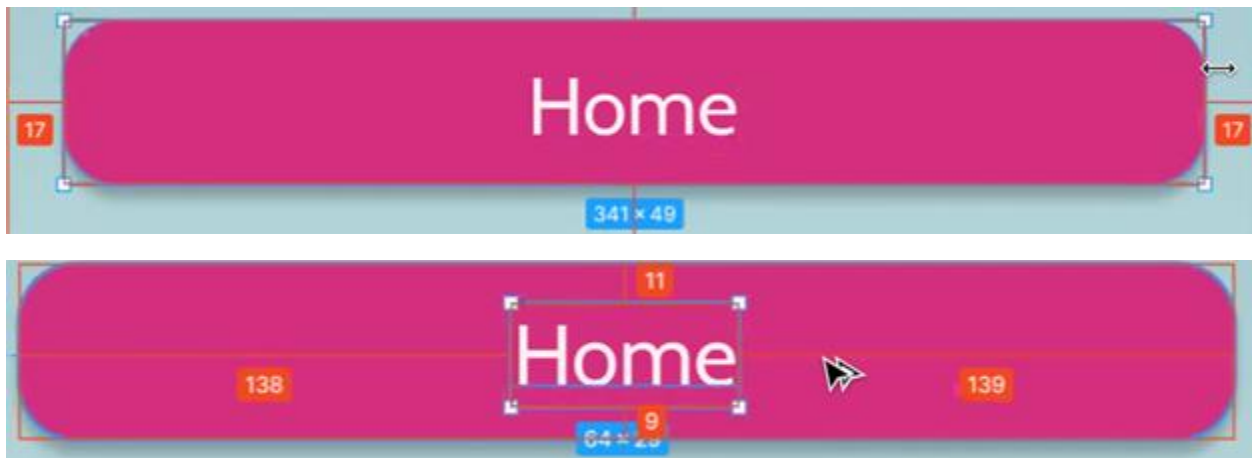
Text Field Component



Text Field Component Specifications

Label	Value
Font	Subheading
Position	Centered
Border Radius	18px
Font Color	Black Color
Background Color	Tertiary Grey Color
Function	Confirm to the user that they have successfully created a date and inform them on what will happen next

Home Screen Return Button



Home Screen Return Button Specifications

Label	Value
Font	Subheading
Position	Centered
Border Radius	18px
Font Color	White Color
Background Color	Primary Pink Color
Function	Button that returns the user to their home page – Leads to View #6

Join Date Selection — View #16

Snapshot



Join Date Selection — View #16

Components

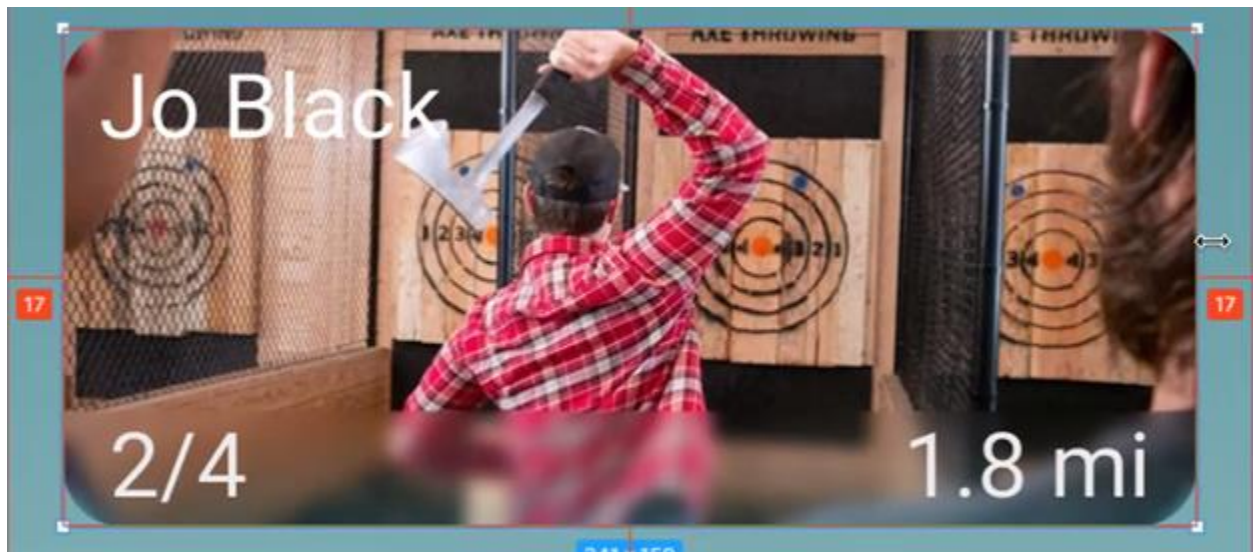
Header Component



Header Component Specifications

Label	Value
Font	Heading
Position	Centered
Font Color	White Color
Function	Title of the screen, lets the user know which screen they are on.

Date Buttons



Date Buttons Specifications

Label	Value
Font	Subheading
Position	Centered
Font Color	White Color
Function	Links to a single date

Join a Date Details — View #17

Snapshot



Join a Date Details—View #17

Components

Header Component



Header Component Specifications

Label	Value
Font	Heading
Position	Centered
Font Color	White Color
Function	Informs the user of the date they are viewing

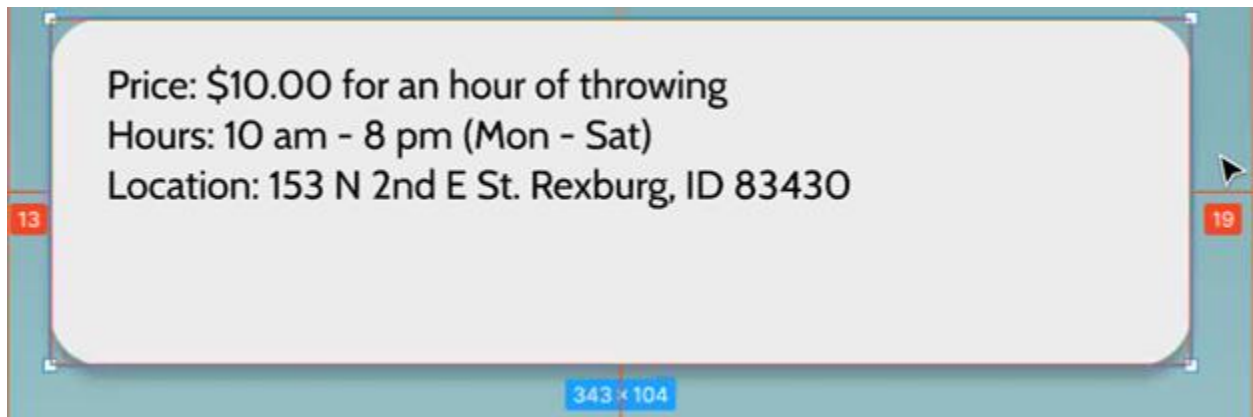
Date Information Title Component



‘Date Information’ Title Component Specifications

Label	Value
Font	Subheading
Position	Top: 220px Left: 39px
Font Color	White Color
Function	Label the text box

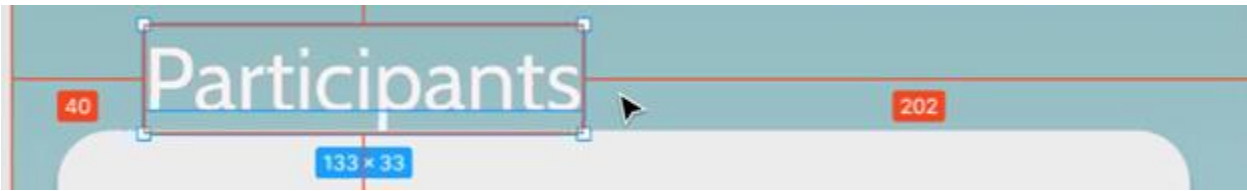
Date Information Text Box Component



Date Information Text Box Component Specifications

Label	Value
Font	Small Body Text
Position	Centered, text right-aligned
Font Color	Black Color
Background Color	Tertiary Grey Color
Function	Describes event information to the user

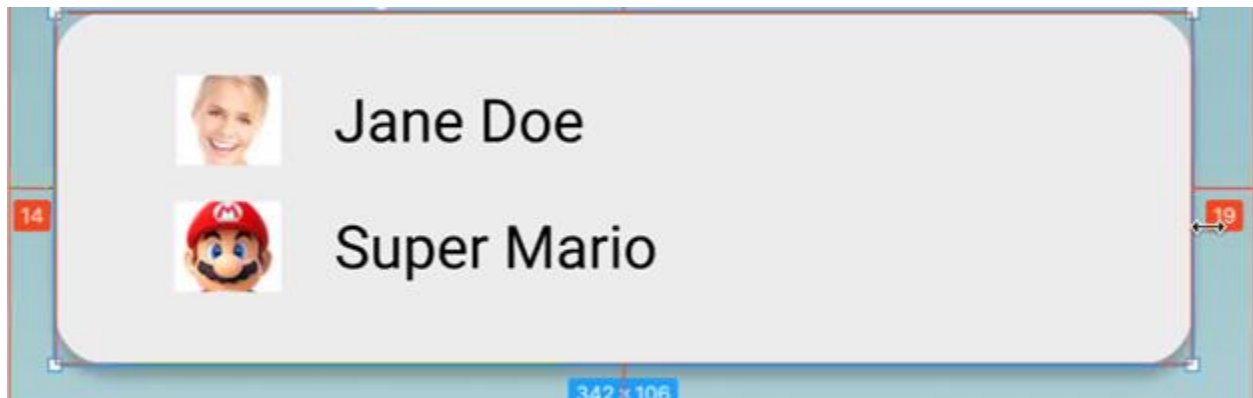
Participants Title Component



‘Participants’ Title Component Specifications

Label	Value
Font	Subheading
Position	Top: 367px Left: 40px
Font Color	White Color
Function	Label of the text box

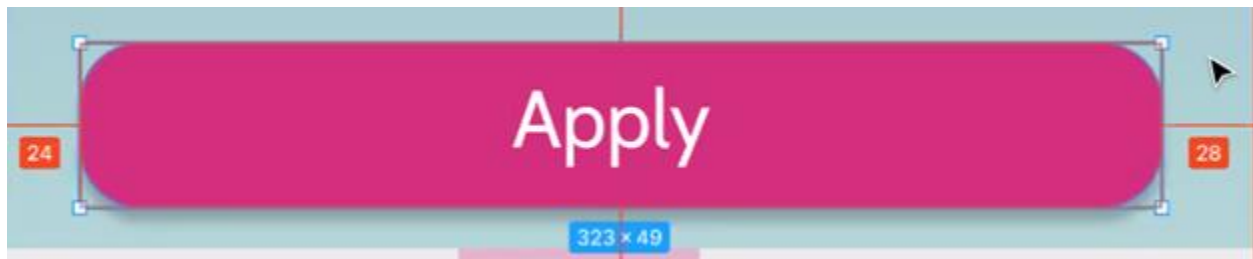
Participants Text Box Component



'Participants' Text Box Component Specifications

Label	Value
Font	Large Body Text
Position	Centered, text right-aligned
Box Color	Tertiary Grey Color
Font Color	Black Color
Function	Allows user to see all participants who will be on the date

Apply Button Component

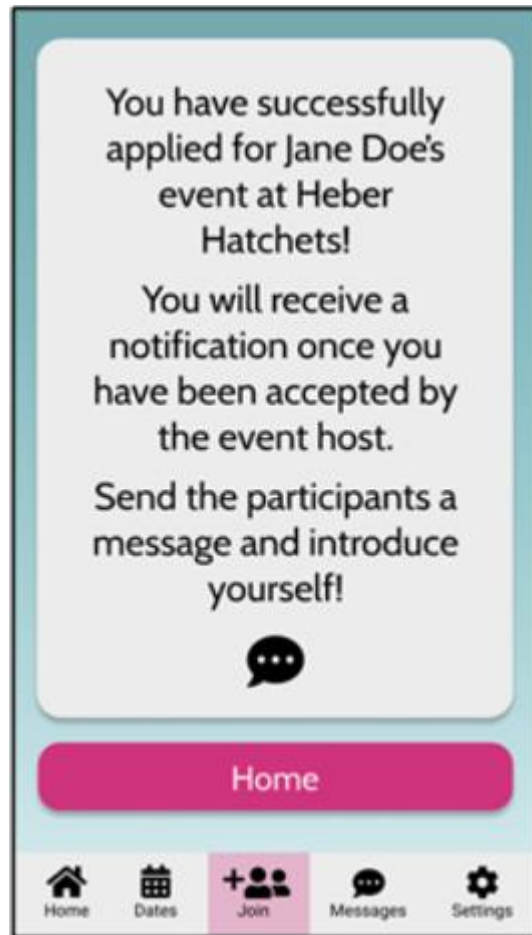


Apply Button Component Specifications

Label	Value
Font	Subheading
Position	Centered
Color	Primary Pink Color
Function	Button allows users to apply to an event – Leads to View #18

Confirmation Join Date Applied — View #18

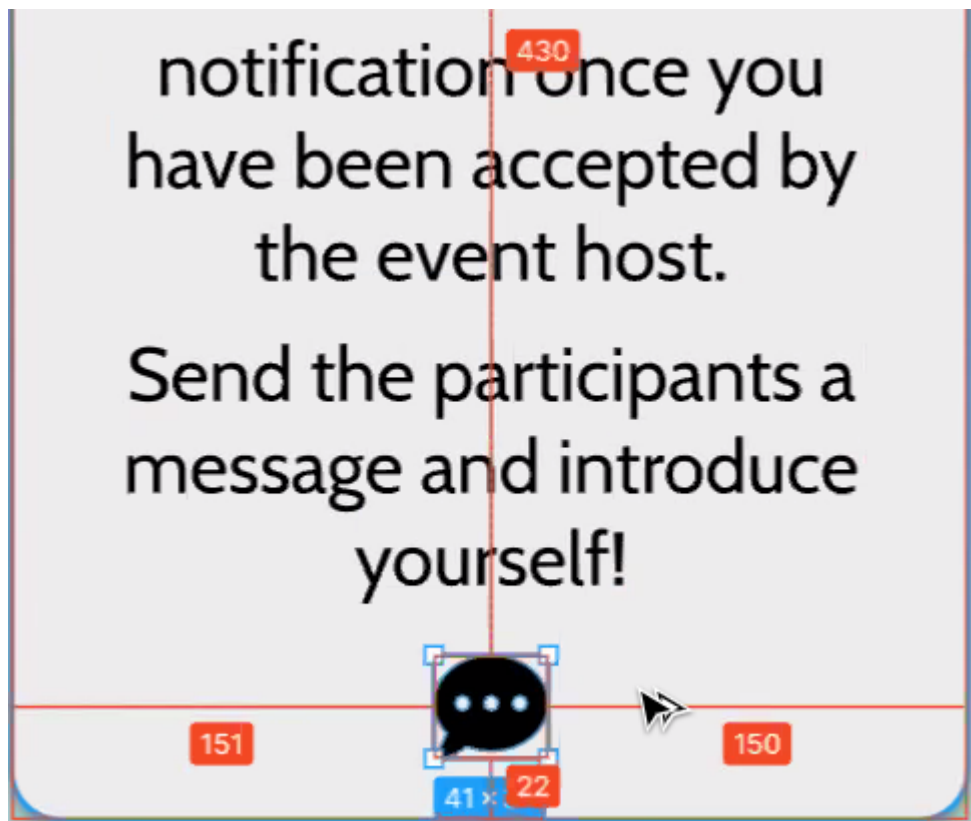
Snapshot



Confirmation Join Date Applied — View #18

Components

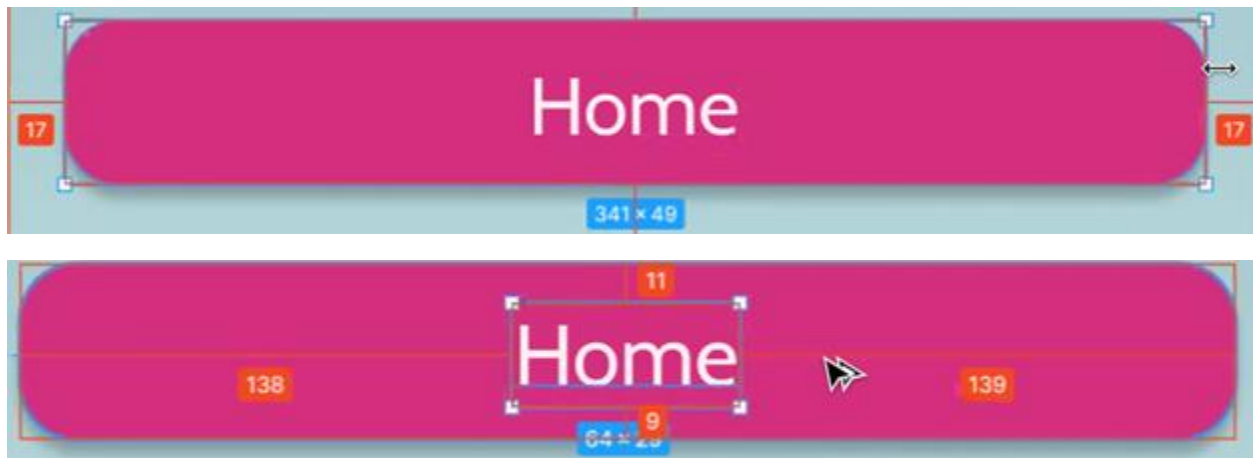
Chat Button Component



Chat Button Component Specifications

Label	Value
Position	Centered
Icon Color	Black Color
Function	Allows the user to chat with the other participants on the date – Leads to View #25

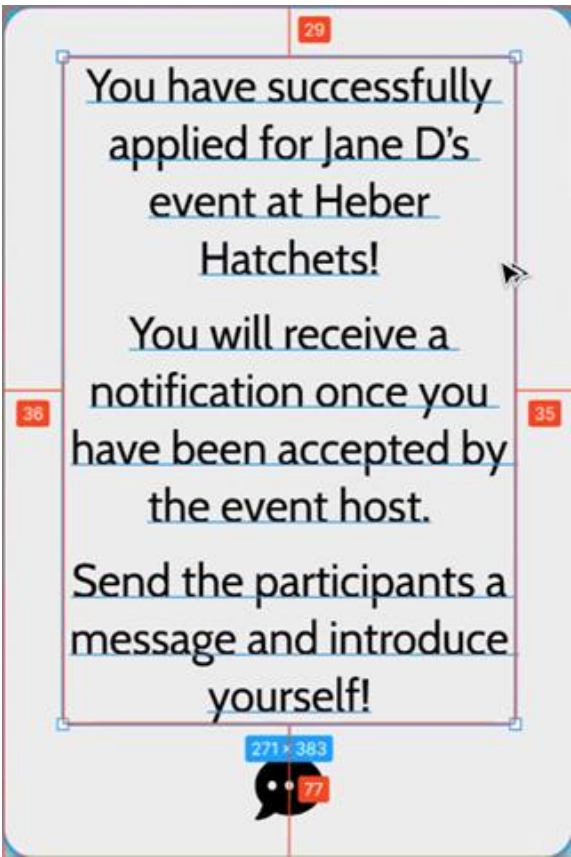
Home Screen Return Button



Home Screen Return Button Specifications

Label	Value
Font	Subheading
Position	Centered
Border Radius	18px
Font Color	White Color
Background Color	Primary Pink Color
Function	Button that returns the user to their home page – Leads to View #6

Confirmation Successfully Join Date Box Component



Confirmation Successfully Join Date Box Component Specifications

Label	Value
Font	Subheading
Position	Centered
Border Radius	18px
Underlining Color	Secondary Aqua Color
Background Color	Tertiary Grey Color
Function	Confirms the user has successfully applied for a date

Messaging Features

Planned Dates Screen — View #19

Snapshot



Planned Dates Page—View #19

Components

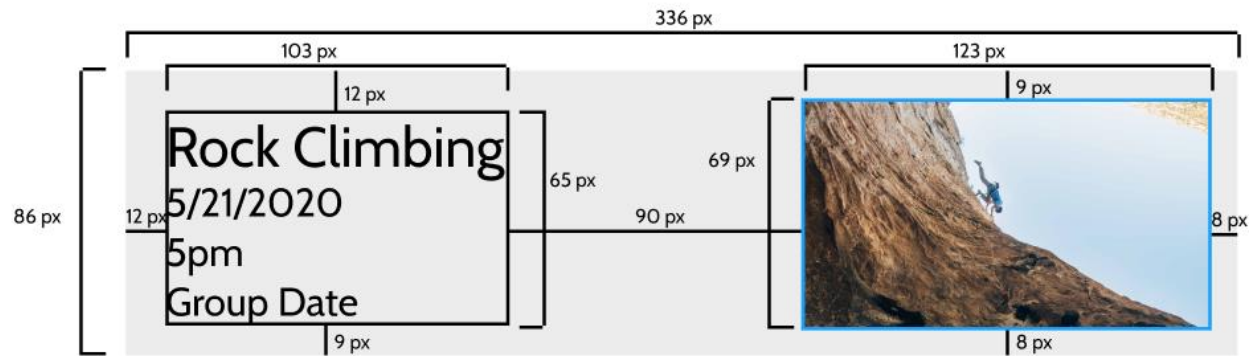
Planned Dates List Component



Planned Dates List Component Specifications

Label	Value
Font	Title
Font Color	White
Background color	Ombre Background
Order	Soonest date first

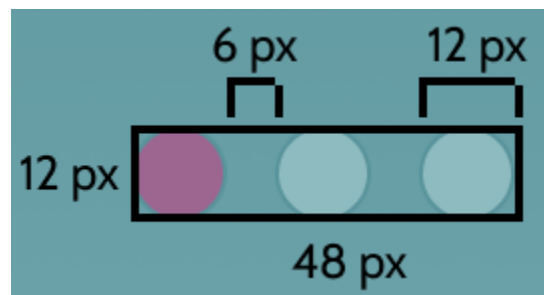
Date Display/Button Component



Date Display/Button Component Specifications

Label	Value
Text - Event Name	Large Body Text
Text - Event Details	Small Body Text
Background Color	Tertiary Gray Color
Text Color	Black Color
Text Alignment	Left
Text Line Height	Auto
Function	Open View Date Page

Navigation/Page Dots Component



Navigation/Page Dots Component Specifications

Label	Value
Function	Indicate which page the user is on
Circle Radius	6 px
Circle Outline Color	Primary Pink Color
Selected Circle Color	Secondary Aqua Color
Function	Swipe between different screens – First dot leads to View # 19, Second leads to View #20, and Third leads to #21

View Date Requests Screen — View #20

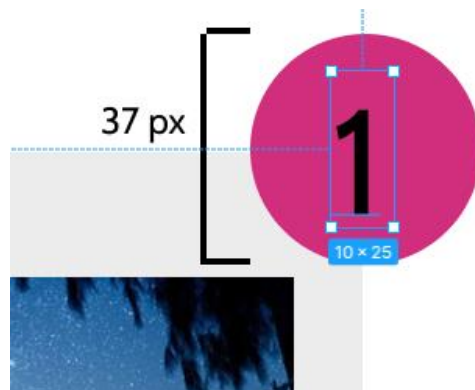
Snapshot



Date Request Page—View #20

Components

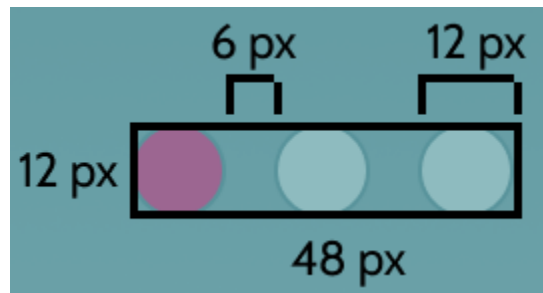
Notification Bubble Component



Notification Bubble Component Specifications

Label	Value
Text Color	Black Color
Text	Subheading
Circle Radius	18.5 px
Circle Color	Primary Pink Color
Function	Indicate the number of people who have requested to join a date

Navigation/Page Dots Component

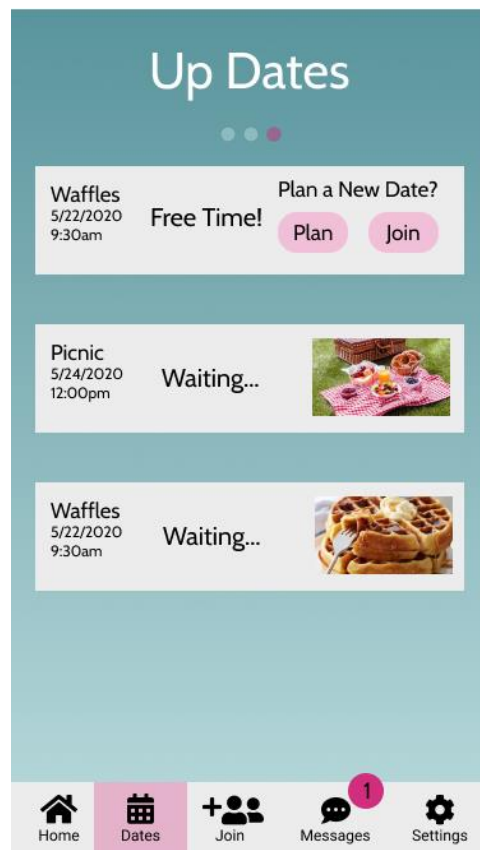


Navigation/Page Dots Component Specifications

Label	Value
Function	Indicate which page the user is on
Circle Radius	6 px
Circle Outline Color	Primary Pink Color
Selected Circle Color	Secondary Aqua Color
Function	Swipe between different screens – First dot leads to View # 19, Second leads to View #20, and Third leads to #21

Up-Dates Screen — View #21

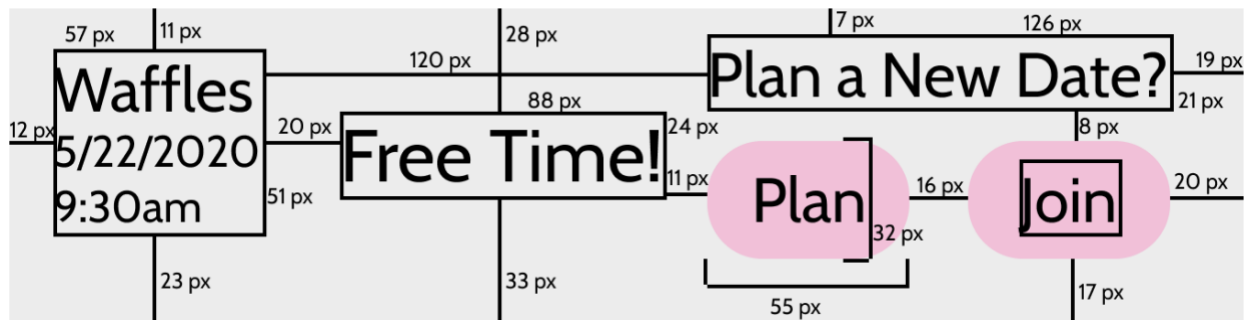
Snapshot



Up-Dates Screen — View #21

Components

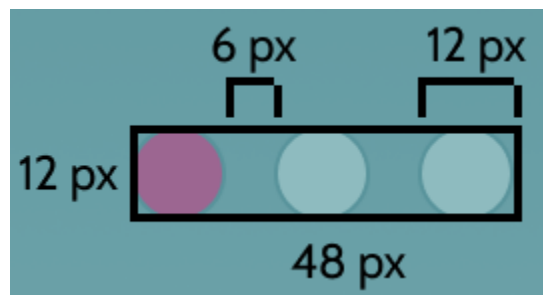
Date Button/Display Component



Date Button/Display Component Specifications

Label	Value
Font Color	Black Color
Font (Status)	Subheading
Text (Event Details)	Small Body Text
Text (Buttons, Event Name, and "Plan a New Date?")	Large Body Text
Background Color	Tertiary Gray Color
Button Color	Primary Pink Color, 80% opacity
Event Info Text Alignment	Left
Button Text Alignment	Centered on Button
Button Corner Rounding	15

Navigation/Page Dots Component



Navigation/Page Dots Component Specifications

Label	Value
Function	Indicate which page the user is on
Circle Radius	6 px
Circle Outline Color	Primary Pink Color
Selected Circle Color	Secondary Aqua Color
Function	Swipe between different screens – First dot leads to View # 19, Second leads to View #20, and Third leads to #21

Accept Requests Screen — View #22

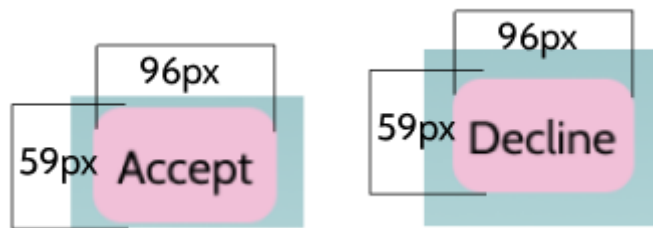
Snapshot



Accept Date Request—View #22

Components

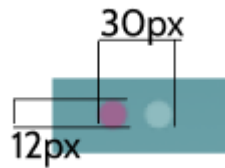
Accept and Decline Button Components



Accept and Decline Button Components Specifications

Label	Value
Font	Subheadings
Background Color	Primary Pink Color, 80% opacity
Text Color	Black Text
Text Alignment	Center
Text Line Height	Auto
Function	Accept/Decline a person requesting to join your date – Decline leads to #23 and Accept leads to View #26

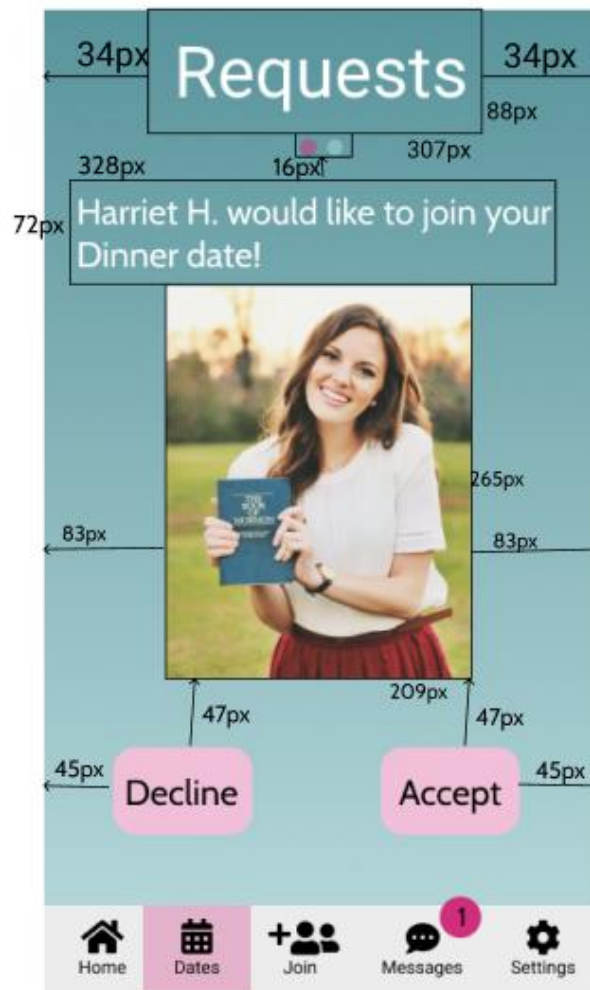
Carousel/Navigation Dots Component



Carousel/Navigation Dots Component Specifications

Label	Value
Function	Indicate how many people have requested to join the date, and which is currently being viewed
Circle Radius	6 px
Circle Outline Color	Secondary Blue Color
Selected Circle Color	Primary Pink Color

Requests Page Layout

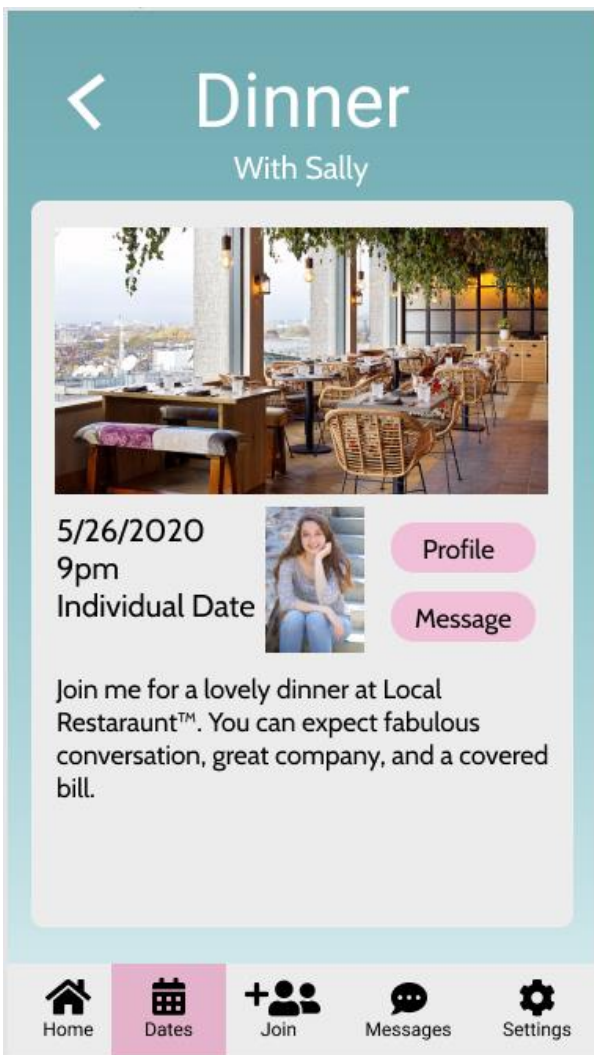


Requests Page Layout Specifications

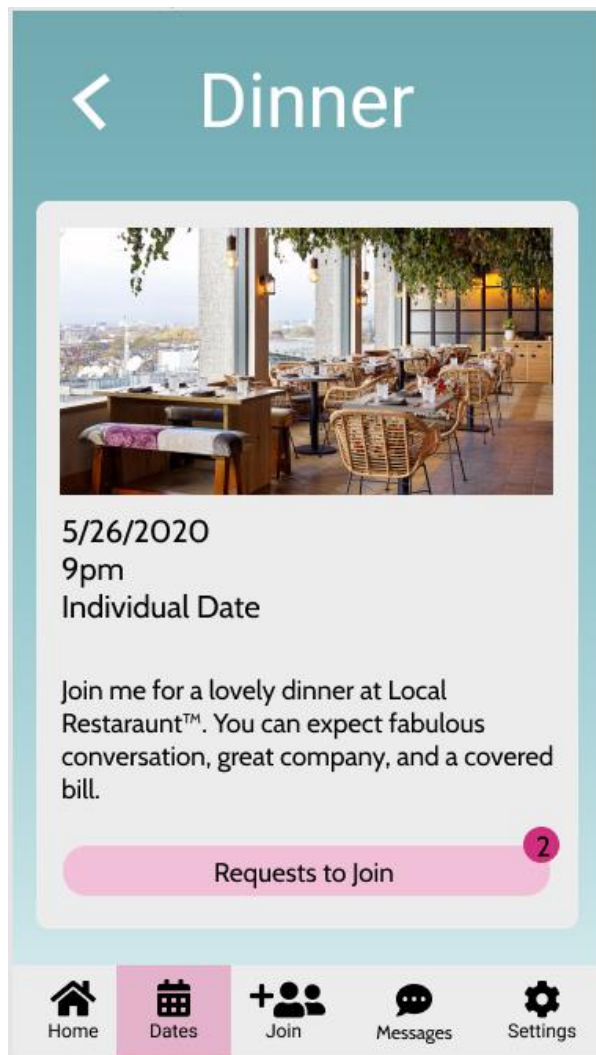
Label	Value
Font	Title
Color	White Color
Paragraph Placement	Centered

Planned Dates Page — View #23 and #23.1

Snapshot



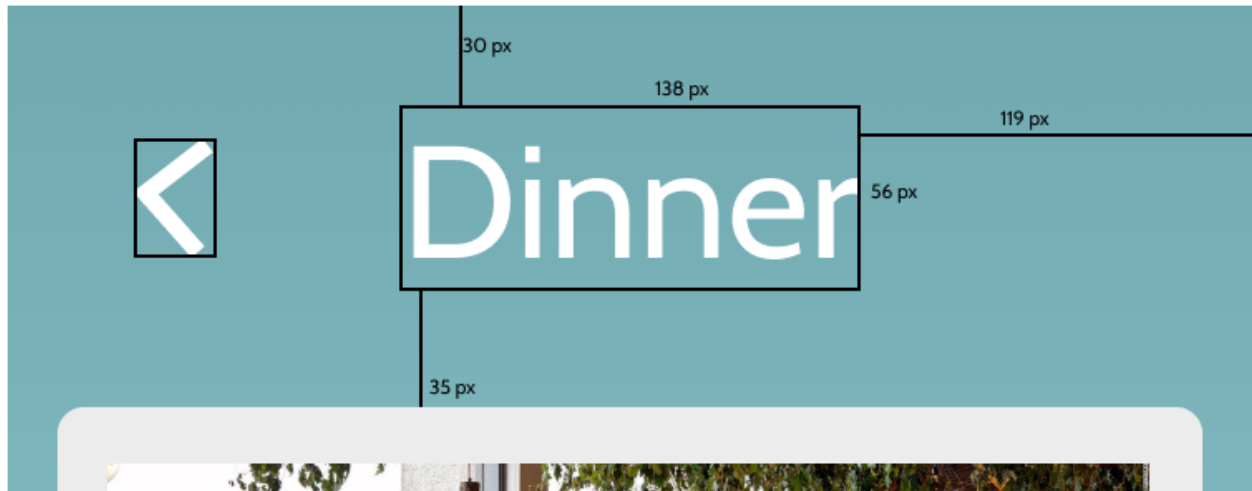
Planned Date with Partner—View 23



Planned Date without Partner—View 23.1

Components

Header Component



Header Component Specifications

Main Title Specifications

Font	Title
Font Color	White Color

Subheading Specifications



Header Component Specifications

Subheading Specifications

Font (With Sally)	Subheading
Font Color	White Text

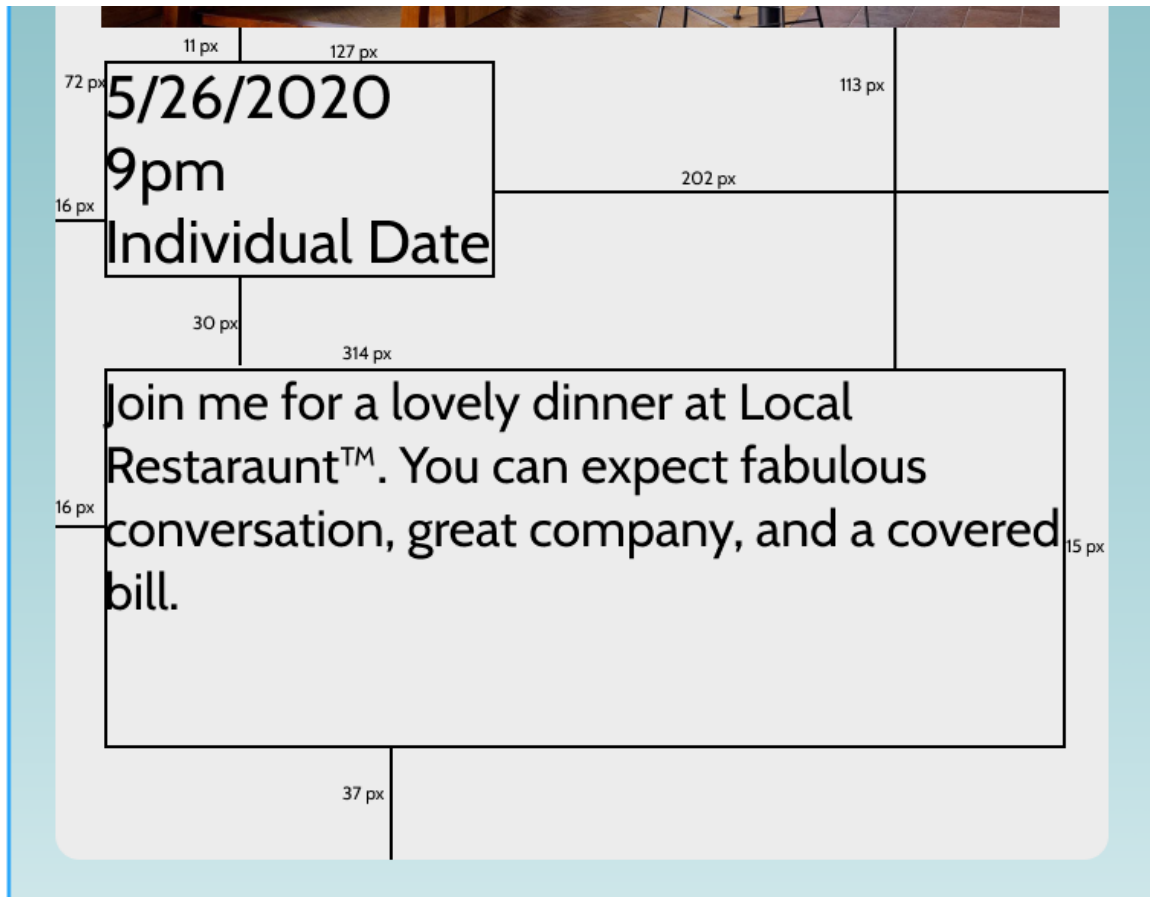
Picture Component



Picture Component Specifications

Background Box Position	Centered 15px from Screen Edge
Background Box Corner Rounding	8
Background Box Color	Tertiary Gray Color

Date Details Component



Date Details Component Specifications

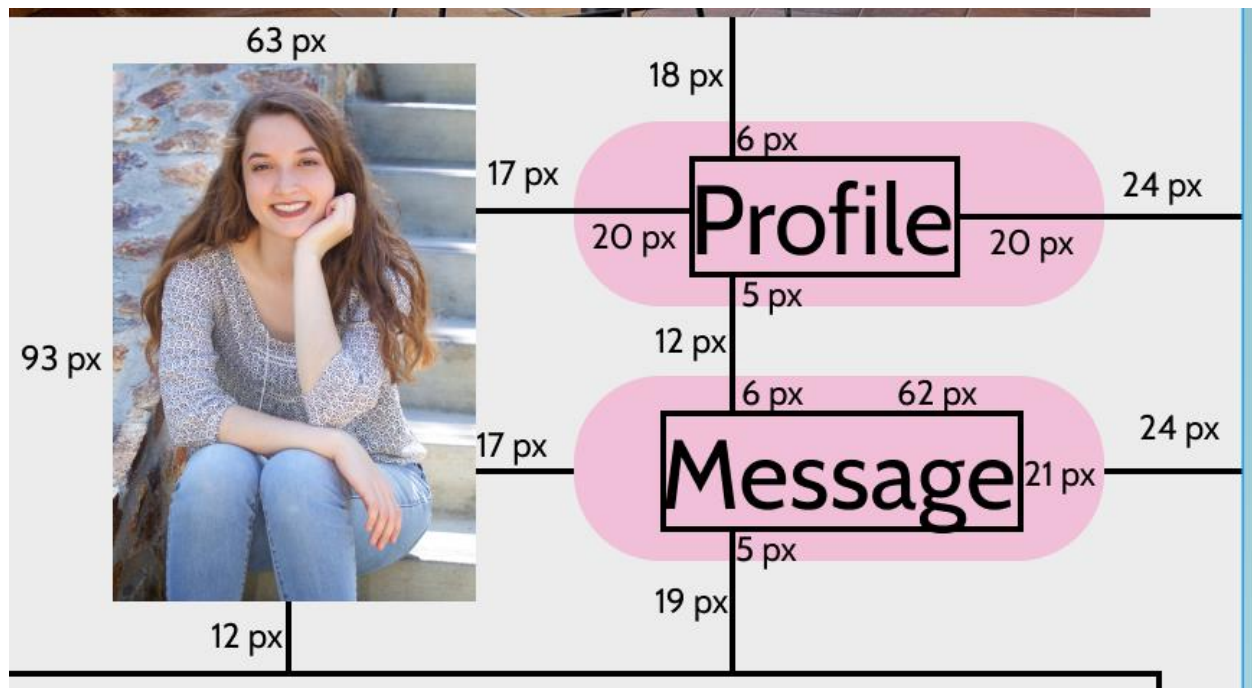
Date/Time/Type Specifications

Font (Event Details)	Large Body Text
Text Color	Black Color

Description Paragraph Specifications

Font (Date Description)	Large Body Text
Text Color	Black Color

Partner Information Buttons

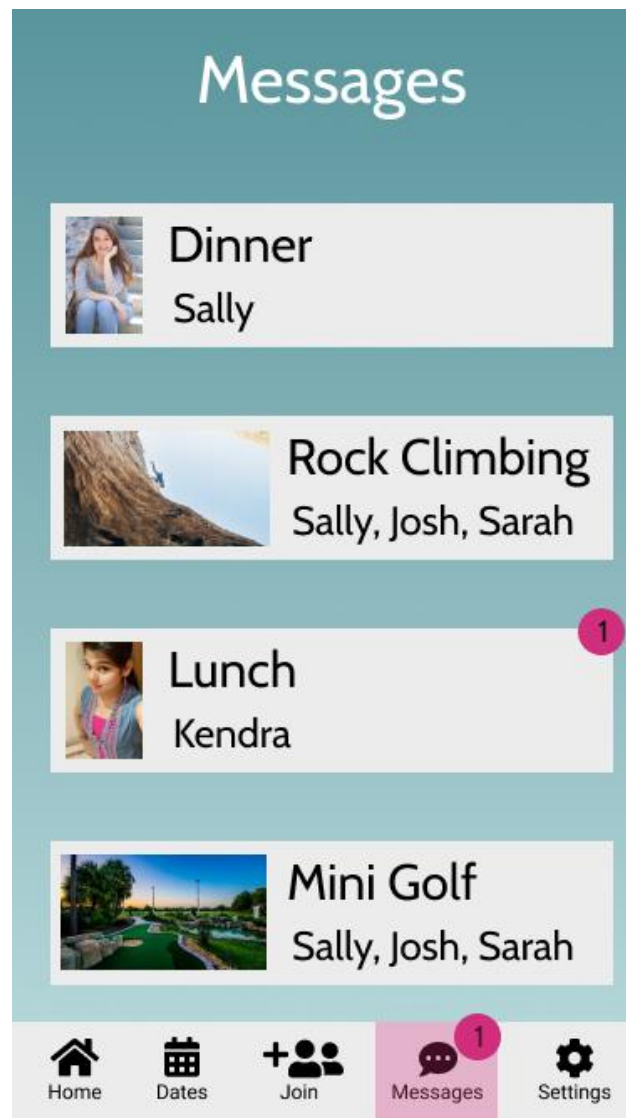


Partner Information Buttons Specifications

Button Text	Large Body Text
Profile Button Function	Go to Dates Profile Screen
Message Button Function	Go to Messages with Date Screen
Button Color	Primary Pink Color
Text Color	Black
Function	View profile or send a message – View profile leads to #10 and Message leads to View #25

Messages Main Screen — View #24

Snapshot



Messages Main Screen —View #24

Components

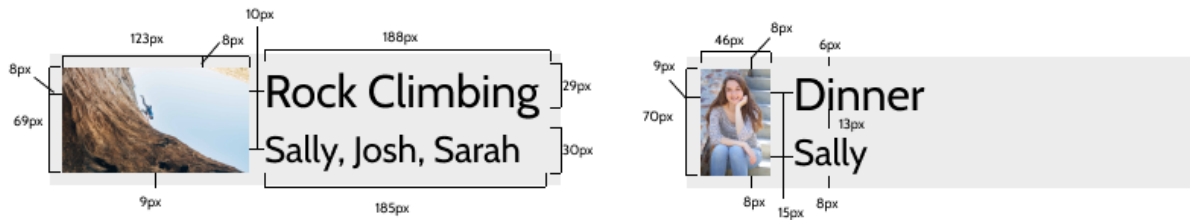
List of Messages Component



List of Messages Component Specifications

Label	Value
Font (Header)	Title
Font Color	White Color

Messages Icons/Display Components



Messages Icons/Display Component Specifications

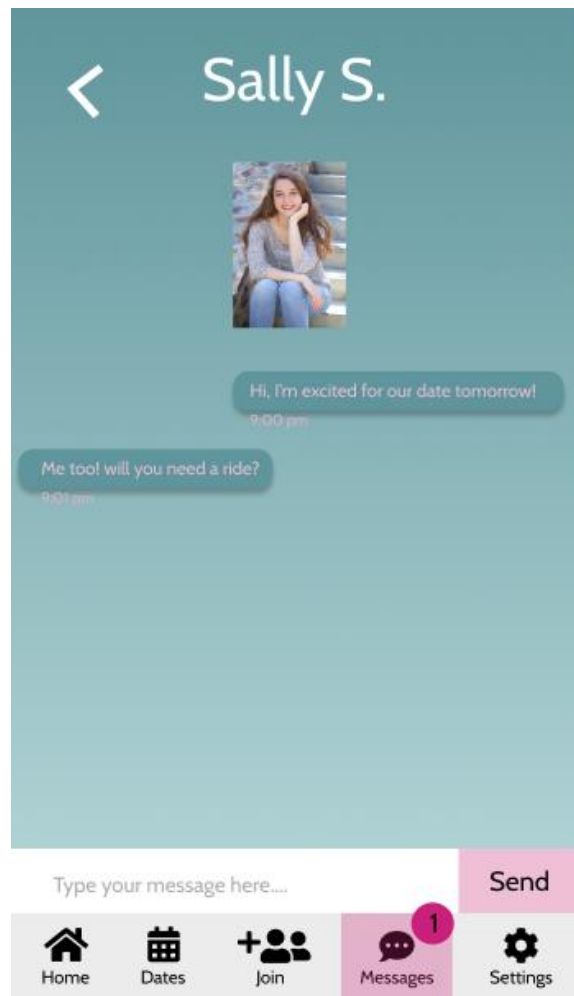
Label	Value
Text Color	Black Color
Button Color	Tertiary Gray Color
Font (Event Name)	Subheading
Font (Participant Name(s))	Large Body Text
Text Alignment	Left
Function	Navigate to the ongoing conversation for that particular date.

Messaging Conversation Page — #View 25 and #25.1

Snapshot



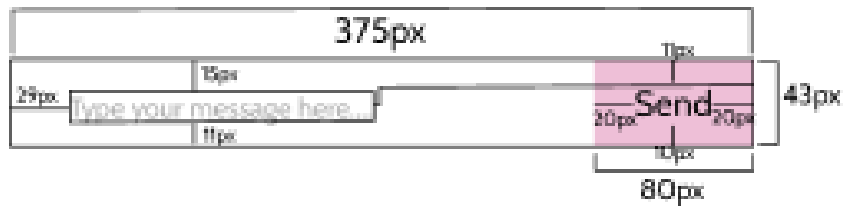
Individual Messaging -- #View 25



Individual Messaging -- View #25.1

Components

Type & Send Message Components



Type & Send Message Component Specifications

Label	Value
Chat-box Text	Large Body Text
Send Button Text	Small Body Text
Chat-box Background Color	Tertiary Grey Color
Send Button Background Color	Primary Pink Color
Function	Chat Box: Type a Message Send Button: Send a message

Photo Component



Photo Component Specifications

Label	Value
Height	111px
Width	74px

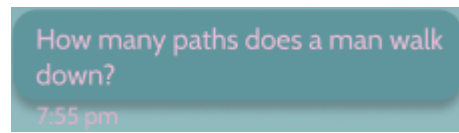
Name Component



Name Component Specifications

Label	Value
Font	Title
Font color	White Color

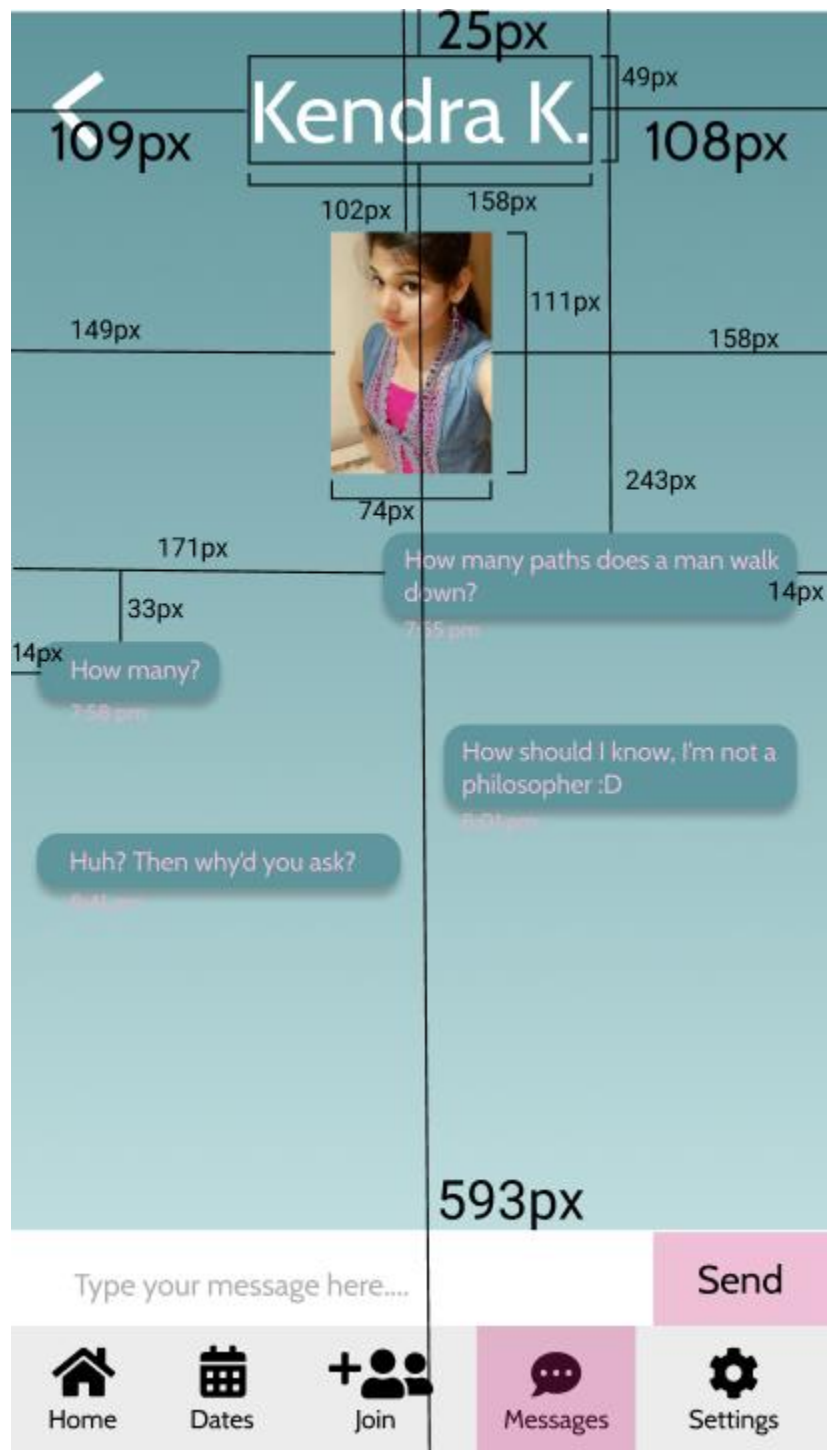
Message Bubble Component



Message Bubble Component Specifications

Text Message Bubble Color Hex	Secondary Aqua Color
Message Text Color	White Color

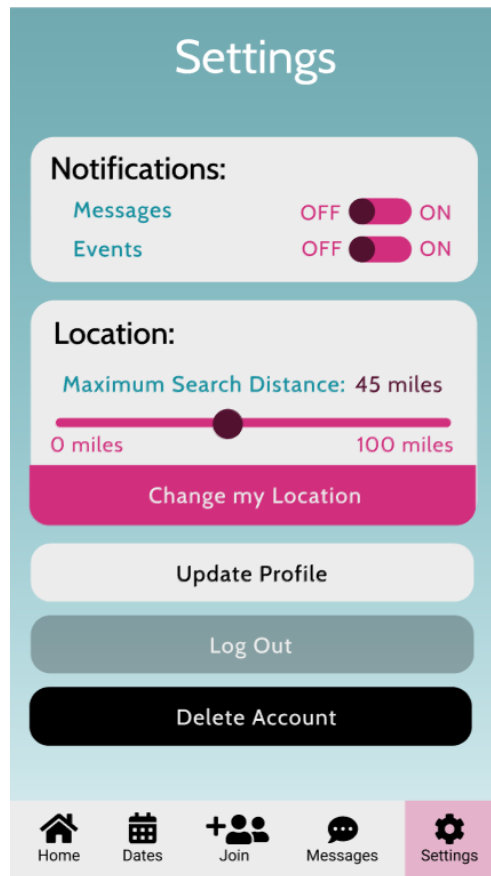
Message Conversation Layout of Components



Settings Features

Main Settings Pages — View #26

Snapshot



Settings—View #26

Components

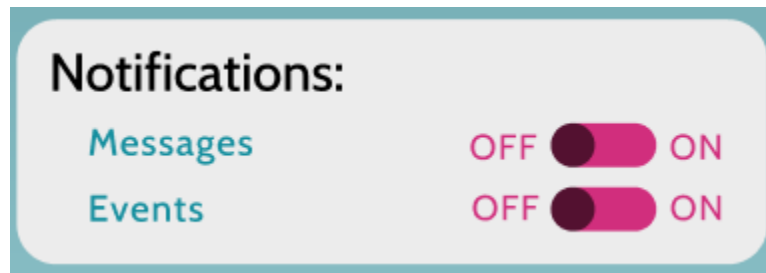
Settings Text Header Component



Settings Text Header Component Specifications

Label	Value
Position	Absolute
Width	125px
Height	44px
Left	125px
Top	15px
Line-height	44px
Text-align	Center
Color	White Color
Function	Title the page

Notifications Control Component



Notifications Control Component Specifications

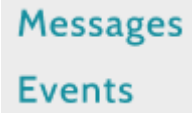
Container Components

Label	Value
Position	Absolute
Width	341.6px
Height	111px
Left	16px
Top	99px
Background	Tertiary Gray Color
Border-radius	18px

Text Component

Label	Value
Font	Subheading
Line-height	29px
Font-variant	small-caps
Color	Black Color

Messages and Events Component

The logo consists of a light gray rectangular background. On this background, the word "Messages" is written in a teal-colored sans-serif font, and the word "Events" is written below it in the same teal-colored sans-serif font.

Messages and Events Component Specifications

Label	Value
Font	Large Body Text
Line-height	21px
Letter-spacing	0.05em
Color	Secondary Aqua Color

Off/On Text Label Component

OFF ON

Off/On Text Label Component Specifications

Label	Value
Font	Large Body Text
Line-height	19px
Text-align	right
Letter-spacing	0.05em
Color	Primary Pink Color

Notifications Switches Back Capsule Component



Notifications Switches Back Capsule Component

Label	Value
Position	Absolute
Width	48px
Height	20px
Left	259px
Background	Primary Pink Color
Border-radius	20px
Function	Turn on and off notifications on a tap - Leads to View 28.1 and 28.2

Notifications Switches Front Circle in OFF Component



Notifications Switches Front Circle in OFF Component

Label	Value
Position	Absolute
Width	20px
Height	20px
Left	259px
Background	Primary Pink Color
Function	Turn on and off notifications on a tap - Leads to View 28.1 and 28.2

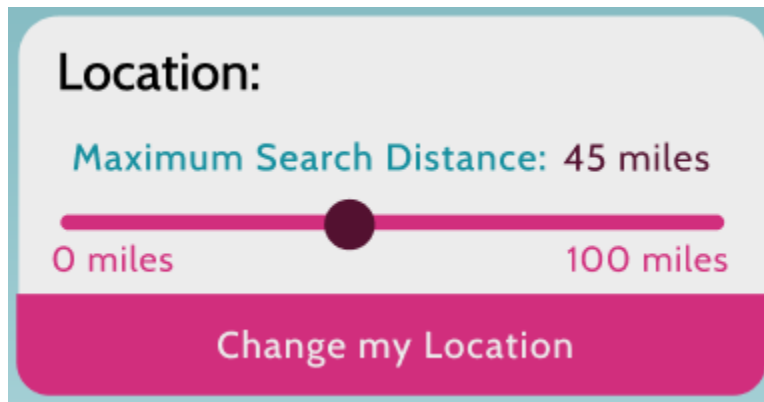
Notifications Switches Front Circle in ON Component



Notifications Switches Front Circle in ON Component

Label	Value
Position	Absolute
Width	20px
Height	20px
Left	287px
Background	Primary Pink Color
Function	Turn on and off notifications on a tap - Leads to View 28.1 and 28.2

Location Container Component



Location Container Component Specifications

Container Specifications

Label	Value
Position	Absolute
Width	341px
Height	171px
Left	16px
Top	224px
Background	Tertiary Gray Color
Border-radius	18px
Function	Group location settings together

'Location' Text Specifications

Label	Value
Font	Subheadings
Line-height	29px
Font-variant	Small-caps
Color	Black Color

'Maximum Search Distance, Text Specifications

Label	Value
Font	Large Body Text
Line-height	21px
Letter-spacing	0.05em
Color	Secondary Aqua Color

'0 Miles' and '100 Miles' Text Specifications

Label	Value
Font	Large Body Text
Line-height	19px
Text-align	right
Letter-spacing	0.05em
Color	Primary Pink Color

Variable Maximum Search Distance Text Specifications

Label	Value
Font	Large Body Text
Line-height	21px
Text-align	right
Letter-spacing	0.05em
Color	Primary Pink Color
Function	Display the maximum search distance

Search Distance Slider Line Component



Search Distance Slider Line Component Specifications

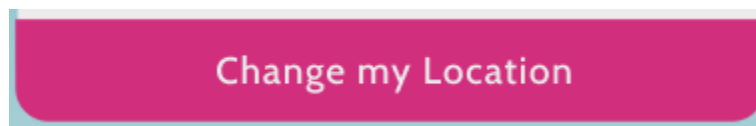
Back Line Specifications

Label	Value
Position	Absolute
Width	302px
Height	7px
Left	35px
Top	314.12px
Background	Primary Pink Color
Border-radius	15px

Circle Specifications

Label	Value
Position	Absolute
Width	23px
Height	23px
Top	307.12px
Background	#531130
Function	Slide along line to adjust search distance

Change My Location Button



Change My Location Button Specifications

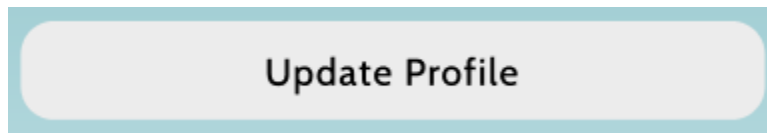
Button Specifications

Label	Value
Position	Absolute
Width	341px
Height	46px
Left	15px
Top	350.12px
Background	Primary Pink Color
Function	Take the user to the Change Location page—Leads to View #28

Text Specifications

Label	Value
Font	Large Body Text
Line-height	21px
Text-align	right
Letter-spacing	0.05em
Color	Tertiary Gray Color

Update Profile Button



Update Profile Button Specifications

Button Specifications

Label	Value
Position	Absolute
Width	338.57px
Height	44.57px
Left	16px
Top	410px
Background	Tertiary Gray Color
Border-radius	15px
Function	takes the user to the Edit Profile Page— Leads to View #10

Text Specifications

Label	Value
Font	Large Body Text
Font-style	Normal
Font-weight	500
Font-size	17px
Line-height	21px
Letter-spacing	0.05em
Color	Black Text

Logout Button



Logout Button Specifications

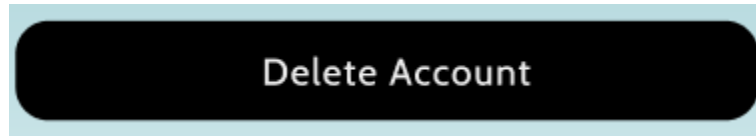
Button Specifications

Label	Value
Position	Absolute
Width	338.57px
Height	44.57px
Left	16px
Top	465px
Background	Secondary Aqua Color
Border-radius	15px
Function	Logs the user out and takes them to the splash page—Leads to View #3

Text Specifications

Label	Value
Font	Large Body Text
Line-height	21px
Letter-spacing	0.05em
Color	Tertiary Gray Color

Delete Account Button



Delete Account Button Specifications

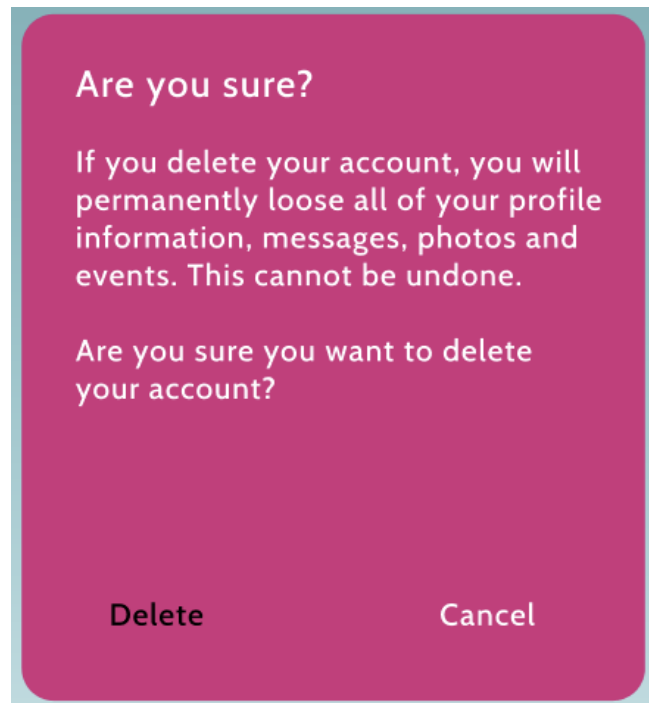
Button Specifications

Label	Value
Position	Absolute
Width	338px
Height	45px
Left	15px
Top	520px
Background	Black Color
Border-radius	15px
Function	Deletes the user's account and takes them to the splash page—Leads to View #3

Text Specifications

Label	Value
Font	Large Body Text
Line-height	21px
Letter-spacing	0.05em
Color	Tertiary Gray Color

Are You Sure Popup Box



Are You Sure Popup Box Specifications

Box Specifications

Label	Value
Position	Absolute
Width	347px
Height	382px
Left	15px
Top	122px
Background	Primary Pink Color
Border-radius	18px
Function	Acts as a backdrop for the are you sure warning text

Text Specifications

Label	Value
Position	Absolute
Width	294px
Height	253px
Left	45px
Top	147px
Background	White Color
Font	Subheading
Line-height	26px
Letter-spacing	.05em
Function	Displays to the user the implications of deleting their account

“Delete” Text Specifications

Label	Value
Position	Absolute
Width	166px
Height	17px
Left	105px
Top	139px
Font	Large Body Text
Line-height	24px
Letter-spacing	0.05em
Color	Black Color

Function	Confirms the users want to delete the user account and sends them back to the splash page—Leads to View 3
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“Cancel” Text Specifications

Label	Value
Position	Absolute
Width	166px
Height	17px
Left	105px
Top	139px
Font	Large Body Text
Line-height	24px
Letter-spacing	0.05em
Color	White Color
Function	Sends the user back to the settings page—Leads to View 28

Change Location Page — View #27

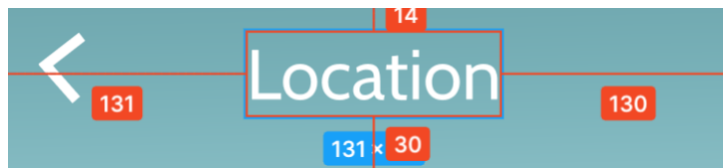
Snapshot



Change Location— View #27

Components

Title Box Component



Title Box Component Specifications

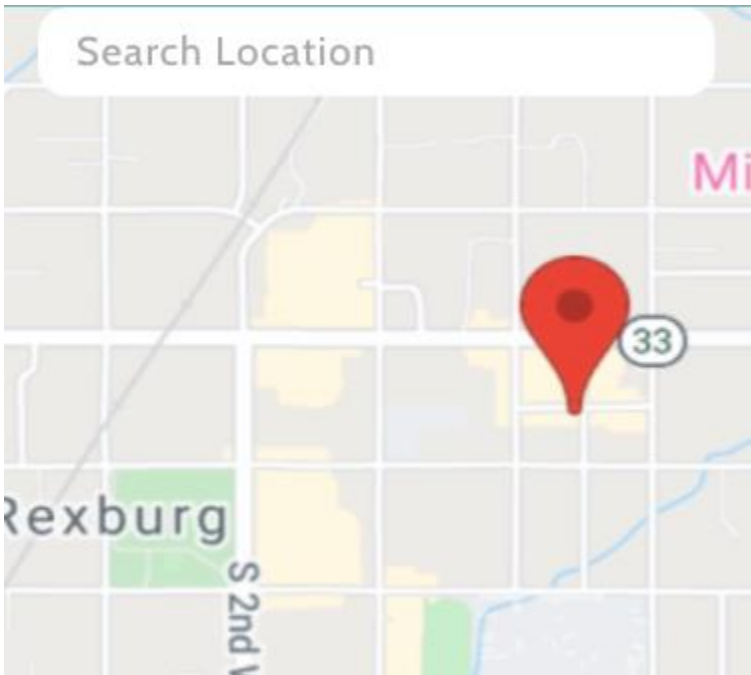
Box Component

Label	Value
Position	Absolute
Width	392px
Height	88px
Left	-8px
Top	0px

Location Text Component Specifications

Label	Value
Position	Absolute
Width	131px
Height	44px
Left	123px
Top	14px
Font	Heading
Line-height	44px
Text-align	center
Color	White Color

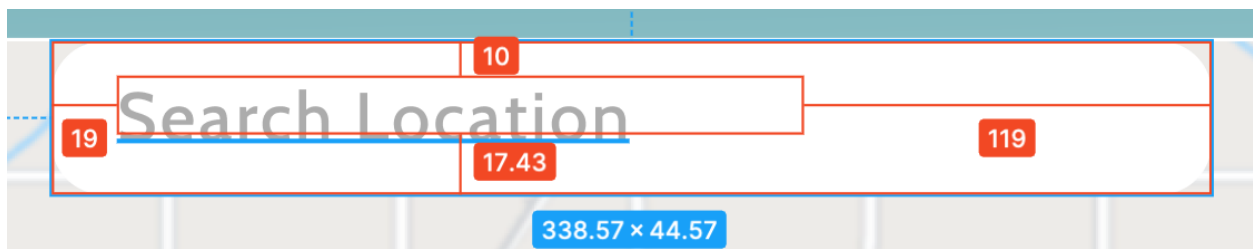
Map Container Component



Map Container Component Specifications

Label	Value
Position	Absolute
Width	399px
Height	518px
Left	-24px
Top	89px
Function	Display the map—Leads to View #28

Search Location Box



Search Location Box Specifications

Box Specifications

Label	Value
Position	Absolute
Width	338.57px
Height	44.57px
Left	18px
Top	89px
Background	White Color
Border-radius	15px
Function	Allows user to search their location— Leads to View #28

Text Specifications

Label	Value
Position	Absolute
Width	200.57px
Height	17.14px
Left	37px
Top	99px
Font	Large Body Text
Line-height	24px
Color	Tertiary Grey Color

Set New Location Button



Set New Location Button Specifications

Button Specifications

Label	Value
Position	Absolute
Width	231px
Height	35px
Left	72px
Top	134px
Background	Primary Pink Color
Border-radius	15px
Function	Allows user to set their new location - Leads to View #26

Text Specifications

Label	Value
Position	Absolute
Width	166px
Height	17px
Left	105px
Top	139px
Font	Large Body Text
Line-height	24px
Letter-spacing	0.05em
Color	White Color

Appendix

Identifying Criteria

Variables of Usability

Variable	Criteria
Efficiency	Users want to put in the least amount of effort to find a good deal. Users should be able to quickly create and post a date.
Learnability	Users should find it easy to use different aspects in the app such as posting a new date. Navigation should be intuitive and easy to use and not require a rigorous proficiency.
Familiarity	The interface is meant to be different from other dating apps, yet seems like something they have used before or can understand, including symbols, words, and images.
Simplicity	Users should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.
Mapping	Users should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.
Motivation	Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app. Getting a good deal makes the user feel great and that their time was well spent in the program.

Trust	<p>Users should be confident that their date requests will stay posted and be visible to other users of the app.</p> <p>Users should want to use the program again, as it is reliable and dependable.</p>
Visibility	<p>Users should be able to see when their date has been created.</p> <p>Users should know when people are interested in the date they created.</p>

Weighted Rubric

Criteria	Exceptional- 2	Good-1	Acceptable- 0	Flawed-11	Horrible-2
Efficiency (Priority 1) 25%	The user is able to create and post a date, browse dates, and select a date with very little effort.	The user is able to create and post a date, browse dates, and select a date with minimal effort.	The user can create and post a date, browse dates, and select a date in the same amount of time as other dating apps.	The user finds the app less efficient at posting, browsing, and selecting dates than other apps.	The user is required to put a lot of time into creating and posting a date, browsing, or selecting a date.
Learnability (Priority 1) 20%	All will easily become an expert at using the app to post dates and find posts about activities.	Most users will be able to learn how to access all app functionality without trouble.	Some users will learn and understand the app's functionality entirely, and most will be able to access the most important functionalities.	Some important functionality is hard to learn to use.	No one will figure out how to post or accept dating activities.
Simplicity (Priority 1) 20%	The app is straightforward and users can easily form a mental model.	Users can quickly form a mental model, but the app could be simplified.	Given some time, users can come to understand the app, but there are other apps which are more simple.	Users have a hard time understanding the app.	The app is overly complicated and difficult for the users to form a mental model.

Mapping (Priority 2) 5%	The user is able to understand what the interface is trying to tell him, and it helps him accomplish what he is trying to do.	The user's mental model of the dating app is encouraged through the use of the dating app.	The user's mental model is neither encouraged or discouraged by using the app.	The user's mental model is discouraged through the use of the dating app.	The user's mental model will likely never be formed through the use of the dating app.
Motivation (Priority 1) 10%	The app's layout is attractive and the app is overall useful, causing the user to want to use it.	The app appearances and functionality are better than average.	The app is average in appearance and functionality.	The app does not have the best layout or functionality.	The app looks disgusting to the user or completely useless. He immediately deletes it from his phone.
Trust (Priority 1) 15%	The user's date-request posts will be seen by other users who are searching keywords included in the post.	The user's posts are more likely to be seen by other users who are searching keywords included in the post.	The user's posts can be seen by everyone.	Some users cannot see the user's posts for whatever reasons.	The user's date-request posts have a bad habit of disappearing into the void.
Visibility (Priority 2) 5%	The user can easily find information about his postings,	The user has to click a few buttons to see	The user has to find, and click on the date post in order to see	The user has trouble locating the information because it	The user is unable to find the information about the

	such as when someone has agreed to go on a date with him.	information about his postings	any updates/notifications	is in an obscure location	status of date posts.
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Executive Summaries

Splash/Launch Screen

The splash screen is the face of the app and gives the user an accurate representation of its inner workings. It presents the logo and a menu of options so the user can navigate to the feature that they would like to access.

Profile Creation

The profile creation feature will provide users an efficient way to set up a unique profile for themselves that other users can view. This will be accomplished through a step by step process promoting users to upload a profile picture and basic information about themselves.

Viewing Profile

The view profile page gives the opportunity to users to get to know a person before they go on a date with them. Name, pictures, a short bio, and interest tags help users connect to each other before they even meet.

Edit Profile

The profile edit will allow users to personalize their profile and submit what they feel like is the most accurate representation of themselves. They are motivated to share who they are with pictures, some of their interests, and a short summary of themselves.

List of Activities - Home Screen

The activity page enables users to get excited about searching and selecting fun activities at a great price on one convenient screen. (**Note:** These are not created events/dates. This is a list of possible activities and promotions in the area. There is no user attached to the activity.)

Join an Event

The joining an event feature will present interested users with different events which others have created and allow them to request to join the date. Users will be able to browse all dates/activities that have been created, or they can filter out published events according to their personal preferences.

Overview of Created/Joined Events

The overview feature will notify users of upcoming dates and remind them of their previously committed dates, if they choose to enable reminders. This provides users with a straightforward schedule overview of their plans.

View Date Requests

This feature allows a user to see who has requested to join one of their published dates. The user can view the requester's profile and either accept or reject their proposal to go on the date.

Messaging Feature Executive Summary

The messaging feature will encourage users to get to know one another and coordinate details for their date once they have joined the date. This will be accommodated through a simple and convenient messaging interface.

Settings Executive Summary

The settings feature allows the user to feel in control of the app and its notifications by presenting easy-to-read explanations of features and giving the user the ability to enable or disable a feature.

Third Usability Study Recommendations

Recommendations	Reasoning	Decision
For profile creation consider removing the “budget” portion completely or altering it so the average user feels more secure about their personal data and information.	Every participant who commented on the budget feature felt insecure about it or that it felt like it gave away too much personal information to potential dates.	1. Disagree -- Instead we are going to assure the user that their budget information is not publicly available and is only for them to see
<p>The color scheme has improved over previous versions, however a few parts of it, like the intense “hot pink” chosen has been a bit off putting to some users.</p> <p>Consider a similar but less overpowering color scheme.</p>	In the settings features interviews, participant 2 disliked the hot pink color and thought it could be toned down a bit. Participant 3 did not like how the hot pink on the settings page did not match the pink highlight color of the navigation bar at the bottom.	<p>Disagree -- Although some participants were not a fan of the color combination, the majority of users enjoyed the colors.</p> <p>One participant stated, “I loved the new colors, the scheme of colors, the gradient and the pink all make the things modern and satisfying, so the new colors are pleasing to the eye.”</p> <p>Another participant stated, “[The color] was the first thing I noticed... the gradient makes things a little bit more modern and the pink calls more attention so is better than before, looks very professional.”</p> <p>We do agree the color is worth exploring, however, we are unable to gather more data due to time constraints.</p>

<p>Allow color scheme customization.</p> <p>Allow the user to pick from four basic color designs to fit their comfort level. If you don't like hot pink you can pick the black and white basic theme, or the red, white and blue patriotic theme or the hunter/forest green theme.</p> <p>Just a little customization in the beginning would do wonders!</p>	<p>Many interviewees have mentioned the color scheme, some very positively and some negatively. It is usually a very opinion-based issue, so allowing users to choose their own color palette could solve this problem.</p>	<p>Accept as a possible feature -- Would require more usability studies and are unable to conduct additional studies due to time constraints</p>
<p>Replace the [budget] checkboxes with a slider, and emphasize that the selection is for filtering dates and will not be displayed.</p> <p>Make clear that the information is not displayed to anyone else and is not attached to the profile in any way.</p>	<p>The participants who felt uncomfortable in the study giving out budget information feel they still would benefit by searching dates they can afford. They want the budget feature to be impersonal and more controlled by them, but not attached to their profile.</p>	<p>Accept -- Would require more usability studies and are unable to conduct additional studies due to time constraints</p>
<p>Fix the margins for the tags.</p>	<p>From participants in profile features interviews:</p> <p>"There is no margin keeping them from hitting the edges of the container."</p> <p>"Maybe filled in boxes instead of outlines would make it look less harsh. So far, this app looks very unprofessional, like, high-school-level work."</p>	<p>Accepted and implemented</p>
<p>Add some transitions, or more dynamic lists of events, to show that the user's preferences and</p>	<p>A participant in activities was finding that the transitions between pages</p>	<p>Current issue is with the interactive mockup, not the actual app.</p>

choices have consequences within the app itself.	are jarring and need work to be smoothed out. “Tinder really established the swiping way to navigate a dating app. Maybe you could try that.”	
Add an ‘Additional Information’ field to the Create Event screen.	Activities participant: “Maybe if something needs to be brought you can have an additional info or request section or something like that.”	Accept -- We understand this would likely change based on the businesses and would be implemented as we partner with businesses
Consider renaming the “Bio” section of the profile to something else, such as “About Me.”	Some users felt that they did not want to share their “biography” with other users. They would prefer to share some key information about themselves instead. It is considered to be less intrusive.	Accepted and implemented
Clean up profile features pages: alignment, margins, fonts, background, rounded-corners vs non-rounded corners, etc.	Multiple participants mentioned that things were aligned incorrectly or inconsistent. “The numbers don’t look centered in the circles. Text hierarchy feels uncomfortable. The gradient looks upside-down, the dark feels heavy on the top making it seem unbalanced. This is a gravity issue.” “Font sizes and proximity are wrong for their relationships with each other.”	Accepted and implemented
Consider changing the button that says “Apply to Date” with a clearer label. Some users were confused by the wording.	A participant was confused by the button “Requests to Join”. Thought she might be requesting to join that date but was confused because	Accepted and implemented

	it wasn't where she expected.	
Remove the "update profile" button on the settings page. It should be part of the profile only.	Many of the participants of the settings section felt that the update profile should be with the actual user's profile.	Disagree -- It is not recommended to have more than five items on an app navigation Although we do accept the settings may not be the best place to put the edit profile but would require further usability studies
Please fix navigation bugs.	<p>"I can't click on the message icon. You should fix it. I wasn't allowed to view the messages, until we finished."</p> <p>"I am trying to get back to the main screen, but there is no way for me to navigate there. Some buttons do not work on this page but I would imagine I would click on the messages menu button to get there."</p> <p>"I went back to the planned dates page but the messages button didn't work."</p>	Current issue is with the interactive mockup, not the actual app.

Glossary of Terms

Search Tag- words that represent activities and dates the user is interested in

Confirm- means to accept a picture on your profile page

Cancel- means to not accept a picture on your profile page

Join- the user is interested in an activity or date and can pick an activity to join.

Create Event- Allows the user to make a public or private event with participants, date, time and activity information.

Apply to date- the user asked the person hosting the activity if they can join.

Dates icon- allows the user to see the “Planned Dates” they have joined with dates, time, location, activity and person/s.

Settings- allows the user to turn off and on Notifications, location distance, update profile, log out and delete account.

Home- takes the user back to the general activities page.

Messages- past, pending and current messages regarding events and activities. Name, pictures, and conversation are shown for each conversation.

Change History

Version 0 - Collecting Data on Target Audience

- Preliminary Analysis of the requested design (Milestone 2)
- Raw Data collection (Milestone 3)
- Heuristic Evaluation (Milestone 4)

Version 0 consisted of data collection and evaluation. Preliminary data collection included analysis of similar dating apps (such as Tinder and Mutuel), surveys and interviews with individuals of the target audience. Please see the relevant Milestone Documents for in depth details. The raw data was collected, compiled and given an overall heuristic evaluation.

Version 0.1 - Iterative Design

- Executive Summaries (Milestone 5)
- Storyboard (Milestone 6)
- Usability Study (Milestone 7)

Version 0.1 consisted of a design phase. Details taken from Version 0 were taken by the teams and used to create design concepts such as user profile, date pages, and our messaging system. To further illustrate these concepts they were compiled into a storyboard. This storyboard was used for a Usability Study with our target audience to refine our design. Please refer to the relevant milestone documents for further details.

Version 0.2 - Paper Prototype

- Paper prototype (Milestone 8)
- Second Usability Study (Milestone 9)

Version 0.2 consisted of compiling the first prototype. This was a paper prototype or detailed design on paper that can be used to roleplay using the application. Using this we conducted a second Usability Study to further refine our design. Please refer to the relevant milestone documents for further details.

Version 0.3 - Interactive Prototype

- Interactive Mockup Prototype (Milestone 10)
- Third Usability Study (Milestone 11)

Version 0.3 was the first Interactive model. This stage allowed us to not only assume but to see the connections and cohesion of the whole project. Due to the efforts of the previous prototype this was a success that was well received in the third Usability Study which further improved our designs. Please refer to the relevant milestone documents for further details.

Version 1 - Deliverable Design

- First Deliverable Design and Specification (Milestone 12)

Version 1 was the first deliverable design. The app was conceptualized in Figma and for all accounts is ready for implementation. However seeing a product so close to the desired design also allowed us to examine it to make a few additional tweaks and changes which will be improved upon in version 1.1. Please refer to the relevant milestone document for further details.

Version 1.1 - Refined Deliverable Design (Current Design)

- Refined Deliverable and Specification (Milestone 13)

Version 1.1 is the current design presented in this document. Improvements such as changing the button color from hot pink to more of a neutral color have been implemented. The design is now ready to be presented to our sponsor.