Asexual Dating App - Preliminary Research

Product:

A dating app made for asexual users

Project duration and Location

December 2022, Mumbai

Problem

How Can We Provide An Environment Where Singles Aren't Pressured Into Physical Intimacy

Goal

To conduct research to gauge the need for an asexual dating app in current society

Role

UX designer conducting preliminary research for the need of an asexual dating app.

Responsibilities

Formulating research questions, conducting user surveys to answer research questions, deciding next steps

Assignment

This is a personal project. I've wanted to work on a dating app for a while now but it is a saturated market. As part of the queer community myself, I've noticed that unfortunately, the Asexual community has the least accessibility to existing dating apps. I wanted to find out from the community itself.

Why An ACE Dating App?

- Asexual Individuals May Have Different Relationship And Intimacy Needs And Preferences Than Those Who Are Not Asexual. They May Have A Harder Time Finding Suitable Partners Or Navigating The Dating Scene Due To A Lack Of Understanding Or Awareness About Asexuality Within Society.

- To Connect With Others Who Share Similar Values And Relationship Goals. It Could Also Provide A Platform For Asexual Individuals To Learn More About Asexuality And Find Support And Resources Within The Community.

- To Create A More Inclusive And Supportive Environment For Asexual Individuals.

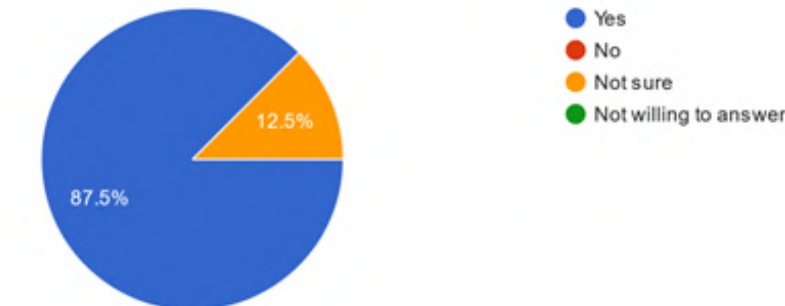# Can Someone Who Doesn't Identify As ACE Use This App?

- A Space For Individuals Of All Sexualities Who Are Looking For Relationships That Are Not Centered On Sexual Or Romantic Attraction.

- Particularly Useful For Individuals Who May Not Feel Comfortable Or Compatible With Traditional Dating App Models That Prioritize Sexual Attraction.

- Create A More Inclusive And Supportive Online Dating Environment For All Individuals. By Promoting Understanding And Respect For Diverse Relationship And Intimacy Needs, The App Could Contribute To A More Welcoming And Accepting Online Dating Culture.
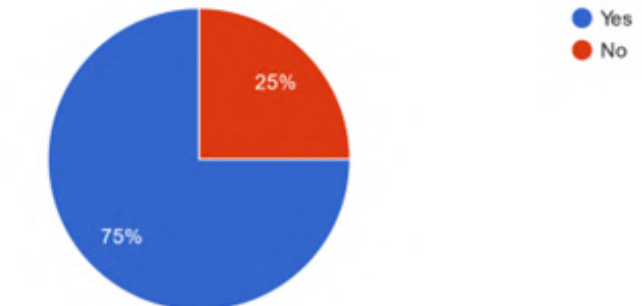
User Surveys

User Research Was Particularly Hard As I Don't Peronally Know Anyone Who Openly Identifies As Asexual. After Reaching Out To Several Individuals On Twitter And Finding Friends Of Friends, I Was Able To Gather Data From 8 Individauls About Their General Thoughts On An Asexual Dating App

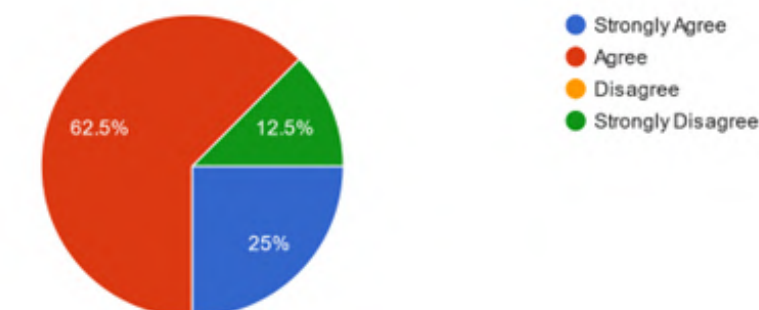Here Are Some Statistics On Multiple Choice Questions And Answers From Google Forms -
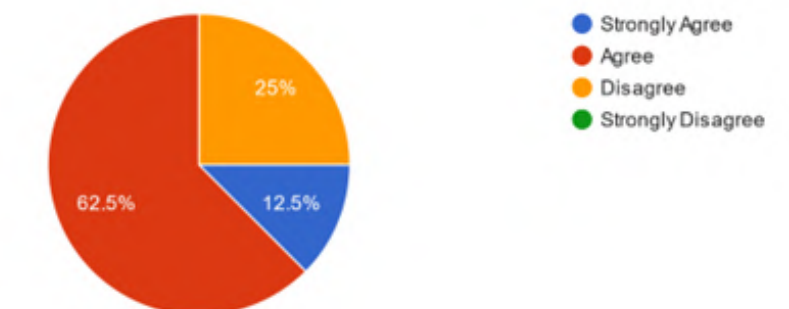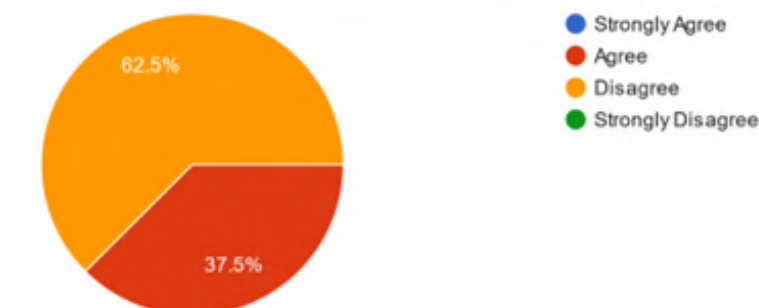

From This Basic Survey, We Can Confirm That There Is Indeed A Need For An Asexual Dating App. Users Also Gave Their Detailed Opinions For Questions Without Multiple Choices Which Led Us To Answer Our Research Questions.

Research Questions

1. Why Is ACE Visibility Low? Can We Create An App To Bypass That Visibility? Is A Simple Solution Like Highlighting People's Sexuality Or Orientation Enough?

Asexual Visibility May Be Low For A Variety Of Reasons, Including A Lack Of Representation In Media And Popular Culture, As Well As A Lack Of Understanding Or Awareness Of Asexuality Within Society As A Whole. An Asexual Dating App Could Potentially Help To Increase Visibility By Creating A Space Specifically For Asexual Individuals To Connect And Find Support. However, It's Important To Note That Simply Highlighting People's Sexuality Or Orientation May Not Be Sufficient To Fully Address The Issue Of Visibility. It May Also Be Helpful To Consider Ways To Educate And Raise Awareness About Asexuality To A Wider Audience.

2. Could An Asexual Dating App Be Useful For The General Crowd, Regardless Of Sexuality?

An Asexual Dating App Could Potentially Be Useful For Individuals Of All Sexualities, As It Could Provide A Space For People Who Are Looking For Relationships That Are Not Focused On Physical Intimacy. However, It's Important To Consider The Needs And Preferences Of The Target Audience For The App, Which In This Case Would Be Asexual Individuals.

3. What Recommendation Algorithm Can Be Used For This Dating App?

While It Is Not Publicly Known What Algorithm The Existing Dating Apps Use, It Would Be A Good Start To Experiment With And Use A Combination Of These 2 Algorithms - **Collaborative Filtering**, Which Involves Using The Preferences And Behavior Of Similar Users To Make Recommendations, And **Content-Based Filtering**, Which Involves Using The Characteristics And Features Of Profiles To Make Recommendations. It's Important To Note That The Effectiveness Of A Recommendation Algorithm Will Depend On The Quality And Quantity Of Data Available, As Well As The Specific Goals And Needs Of The App. Testing And Fine-Tuning The Algorithm Over Time Can Help To Improve Its Performance And Accuracy.

4. Since Awareness Is Pretty Low, Do We Need Infographics Or A Chart Explaining To Its Users All The Different Kinds Of Asexual And Romantic Terms? Or Is That Too Patronizing?

Providing Infographics Or Other Educational Materials About Different Asexual And Romantic Terms Could Be Helpful For Users Who Are New To The Concept Or Still Exploring Their Own Identity. However, It's Also Important To Consider Whether This Would Be Patronizing Or Not, As Everyone Has Different Learning Styles And Preferences. It Might Be Helpful To Include A Variety Of Resources, Such As Articles, Blog Posts, And Videos, And Allow Users To Choose Which Ones They Would Like To Access.

5. How Can We Provide An Environment Where Singles Aren't Pressured Into Physical Intimacy?

To Provide An Environment Where Singles Are Not Pressured Into Physical Intimacy, It Might Be Helpful To Include Features Or Tools That Allow Users To Clearly Communicate Their Boundaries And Preferences. For Example, Users Could Have The Option To Specify Their Relationship Goals Or Preferences In Their Profile, And The App Could Include Features That Allow Users To Have Conversations About These Topics Before Meeting In Person. Additionally, It Could Be Helpful To Include Resources Or Support For Users Who May Be Feeling Pressure To Conform To Societal Expectations Around Relationships And Intimacy.

Asexual Dating App Designs Generated From AI

I Asked The Midjourney Research AI To Provide Me With Basic Designs For An Asexual Dating App And This Is What The Bot Generated. -
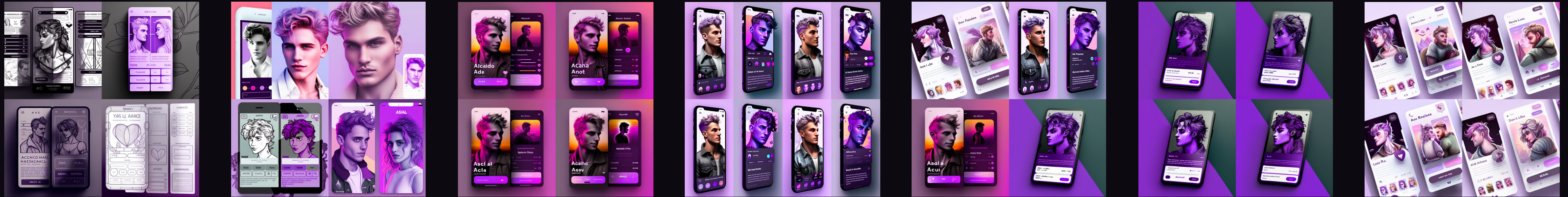
Next Steps

1. Create Wireframes And Lo-Fi Prototypes For A Home Screen, Profile Creation Screen, Messaging Screen, Settings Screen.
2. Conduct Usability Tests And Note Patterns
3. Iterate On Designs For Better User Journey
4. Create Mockups And A Hi-Fi Prototype
5. More Usability Tests And User Interviews

Learnings

1. This Was The First Research Only Project I've Taken Up And I Realized That Any Product Needs Solid Research First.
2. To Create An App Like This, User Input Will Be Necessary At Every Iteration
3. A Product That Solves The Needs Of The Group With Least Accessibility Ultimately Helps All User Groups