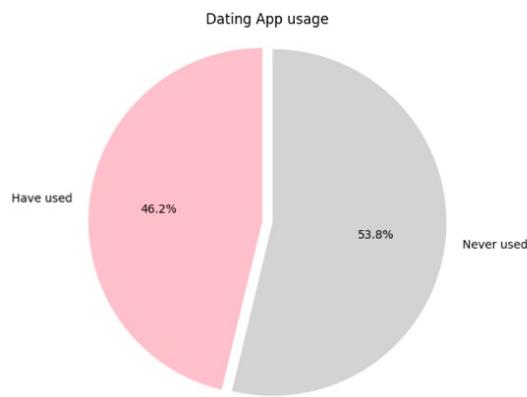


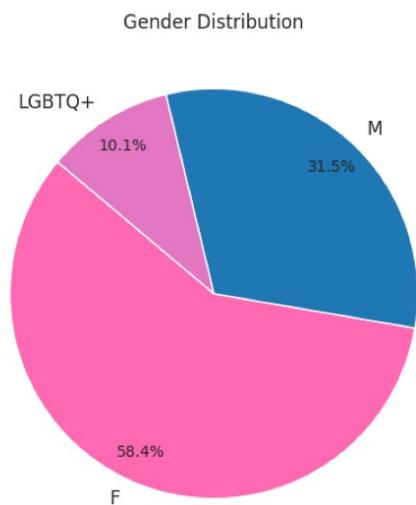
# Survey Analysis: Dating App Usage Among Students

## 1. Overall Demographics

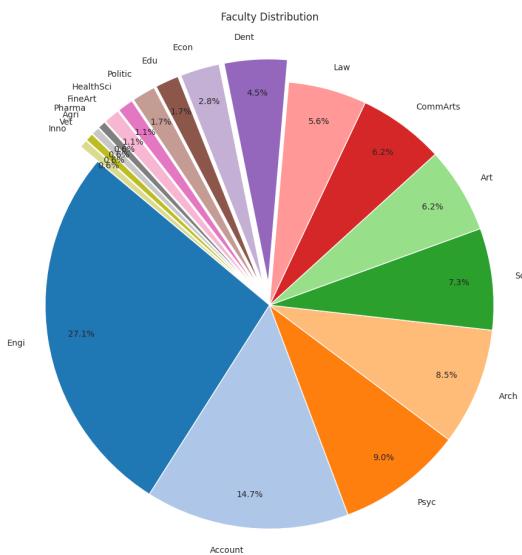
Dating App Usage Distribution



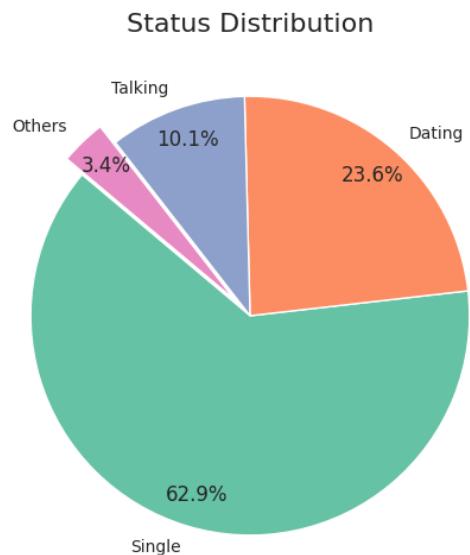
Gender Distribution



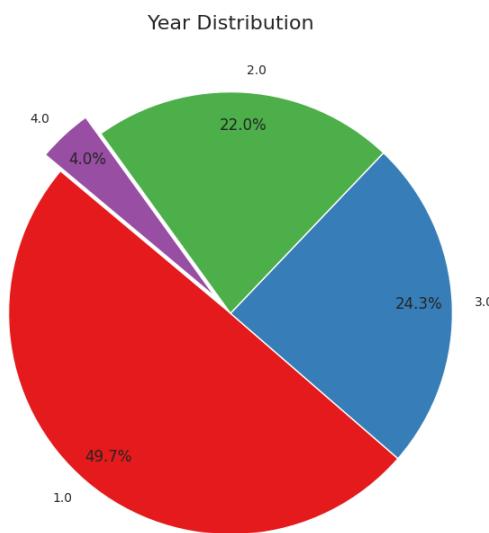
## Faculty Distribution



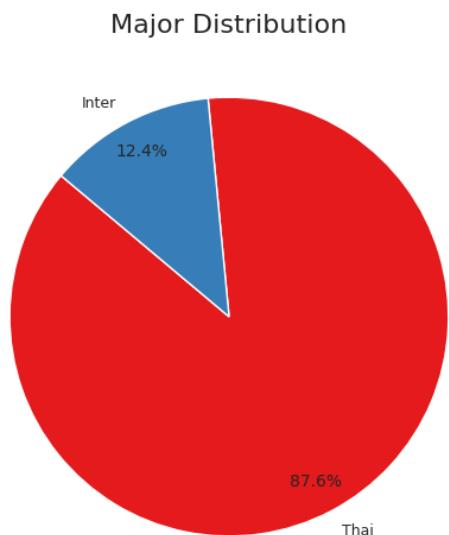
## Relationship Status Distribution



## Academic Year Distribution



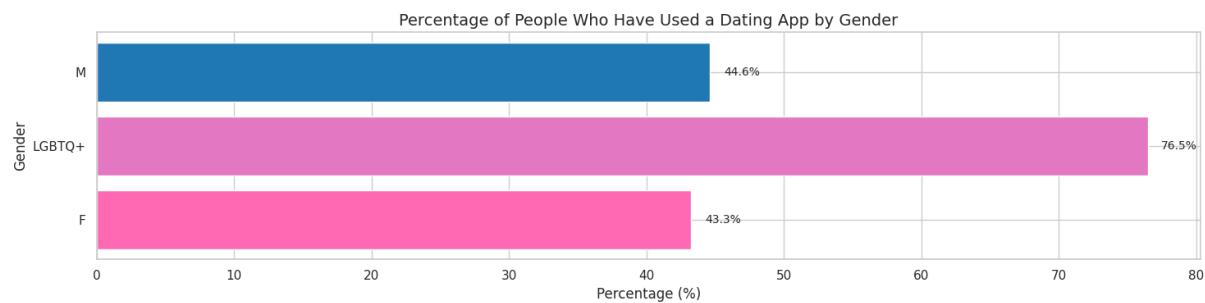
## Academic Program Distribution



## 2. Dating App Usage Analysis

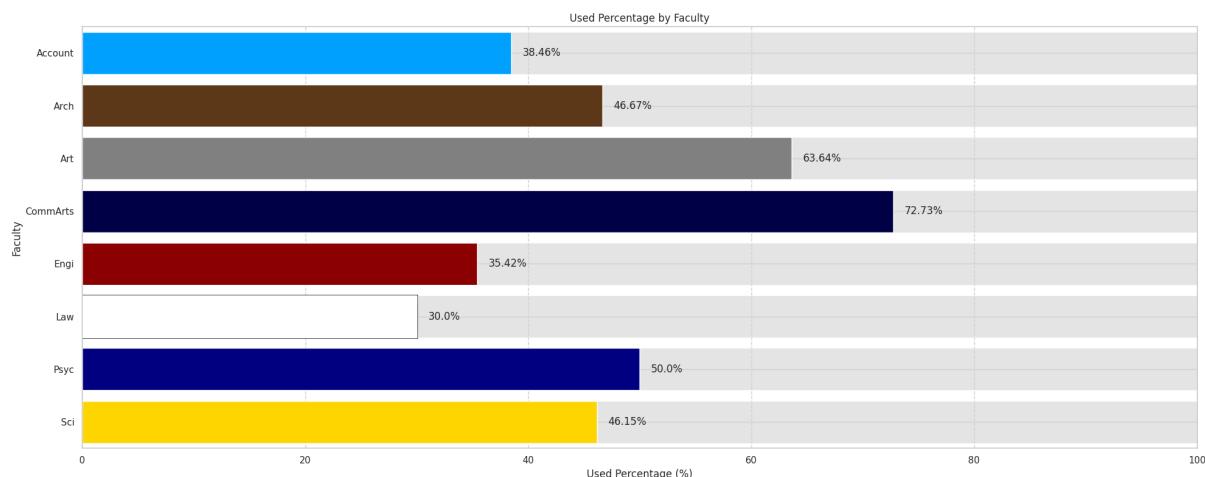
### 2.1 Usage by Demographics

## By Gender



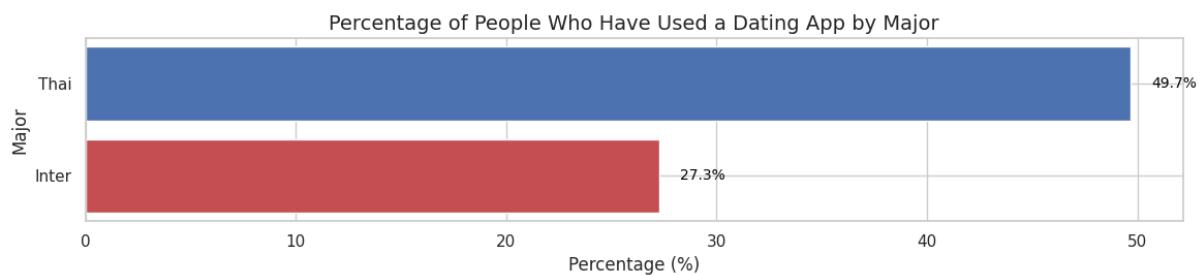
Nearly 80% of individuals from the LGBTQ+ community utilize dating apps, indicating a significant engagement with these platforms.

## By Faculty



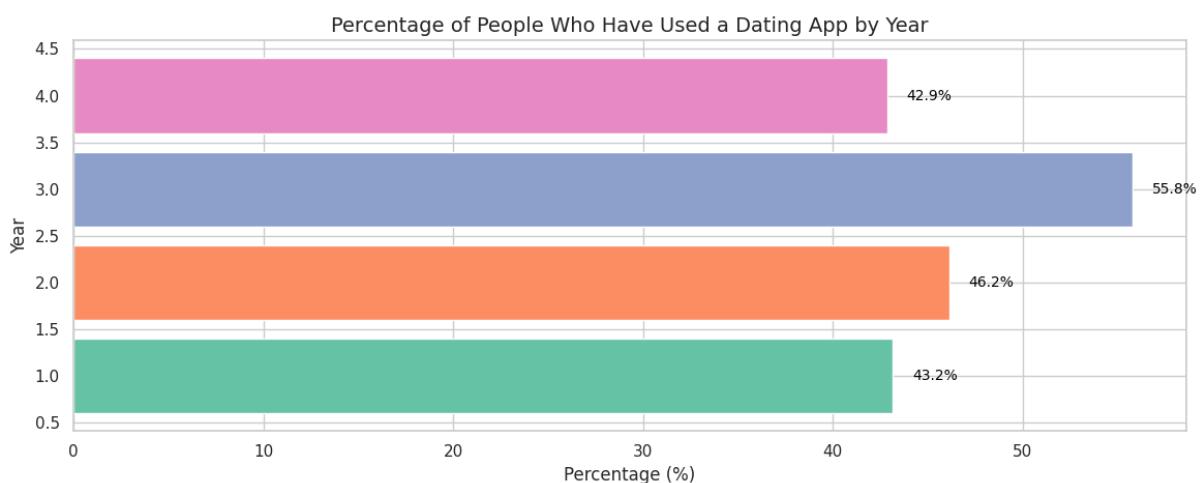
- **Highest Usage:** Communication Arts has the highest usage rate at 72.73%, followed by Art at 63.64%.
- **Moderate Usage:** Psychology (50%), Architecture (46.67%), and Science (46.15%) show moderate usage levels.
- **Lowest Usage:** Law has the lowest usage at 30%, with Account (38.46%) and Engineering (35.42%) also having lower participation.

## By Academic Program



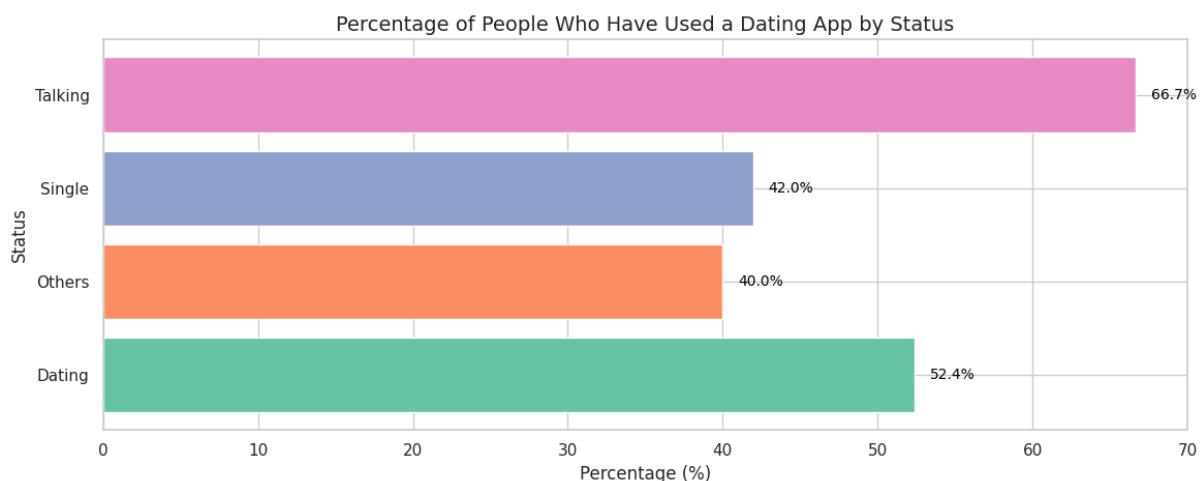
International program students utilize dating apps significantly less than their Thai counterparts.

## By Academic Year



As students progress to higher academic years, their likelihood of using dating apps increases.

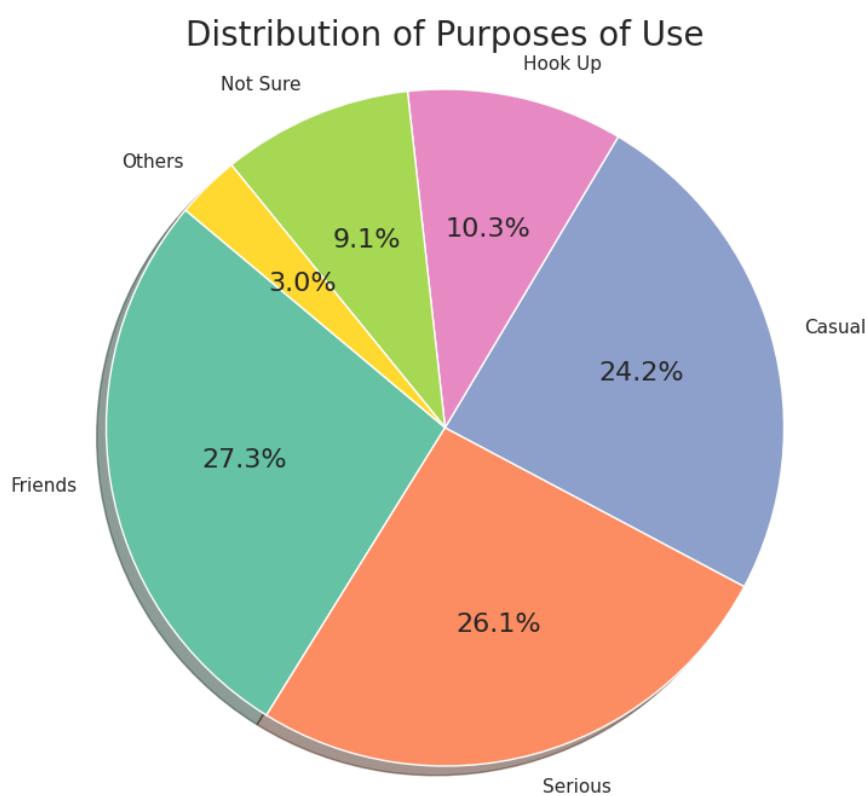
## By Relationship Status



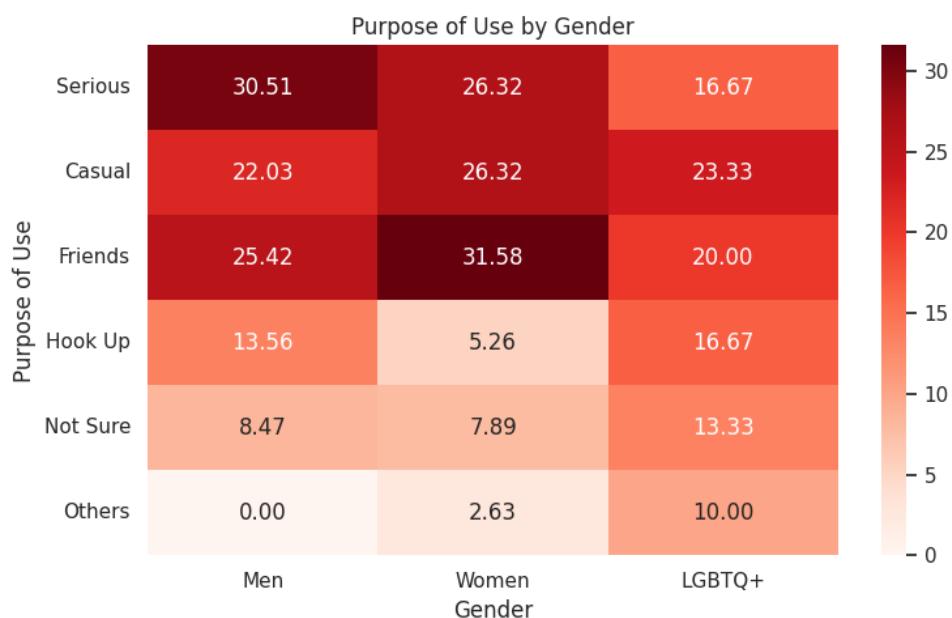
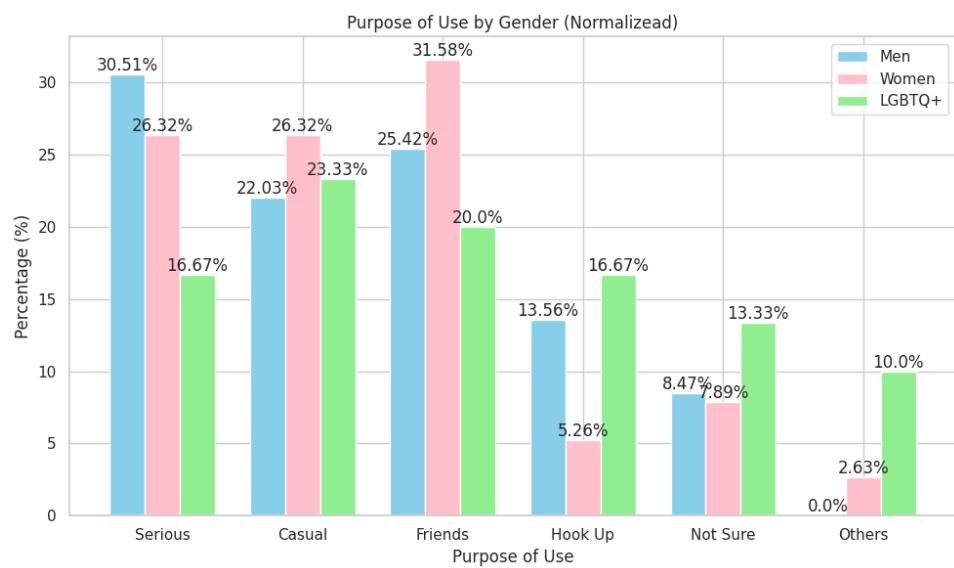
- Talking:** 66.7% of people who are in the "talking" phase (getting to know someone but not officially dating) have used dating apps. This high percentage could indicate that those exploring new connections are more inclined to try dating apps for additional options or to meet new people.
- Dating:** 52.4% of those currently dating have used dating apps. This could suggest that some users either met their partners through these apps or continue to use the apps while dating casually.
- Single:** 42.0% of single individuals have used dating apps. Although it's a lower percentage than those "talking" or "dating," this still indicates a significant interest in using apps to find potential partners.
- Others:** 40.0% of people in other relationship statuses (perhaps married, engaged, or uninterested in dating) have used dating apps. This may include users who tried apps in the past or those exploring options even when not actively looking for new relationships.

## 2.2 Purpose of Use

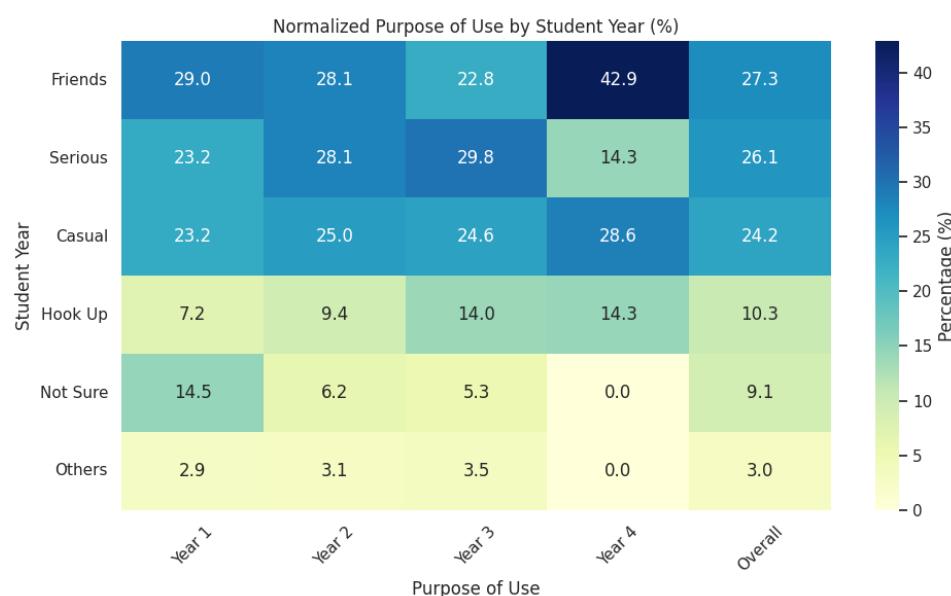
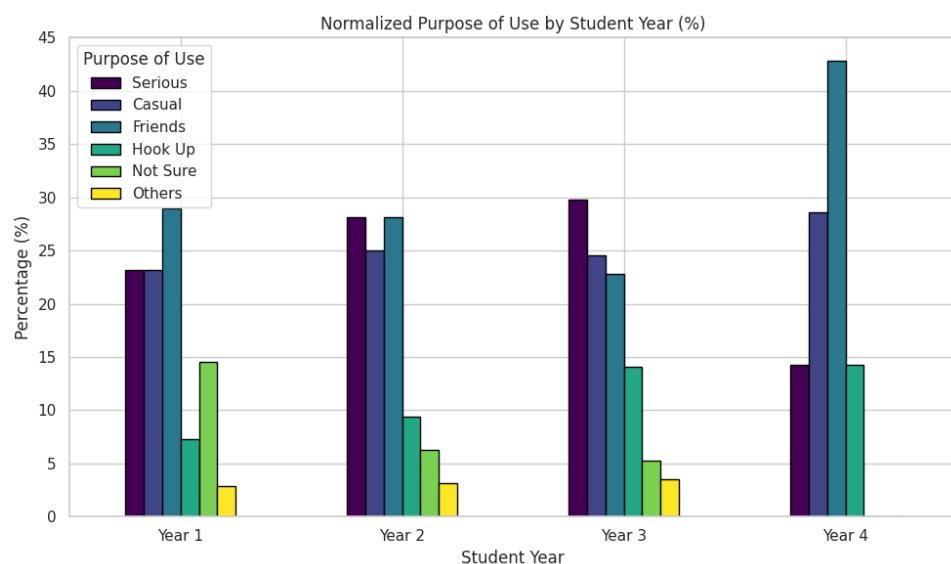
### Overall



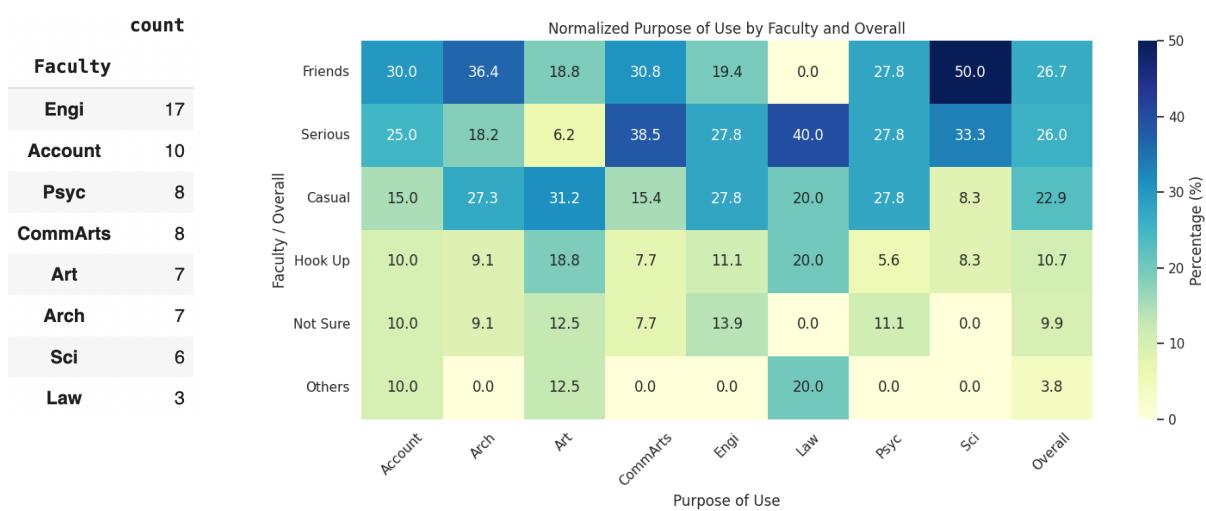
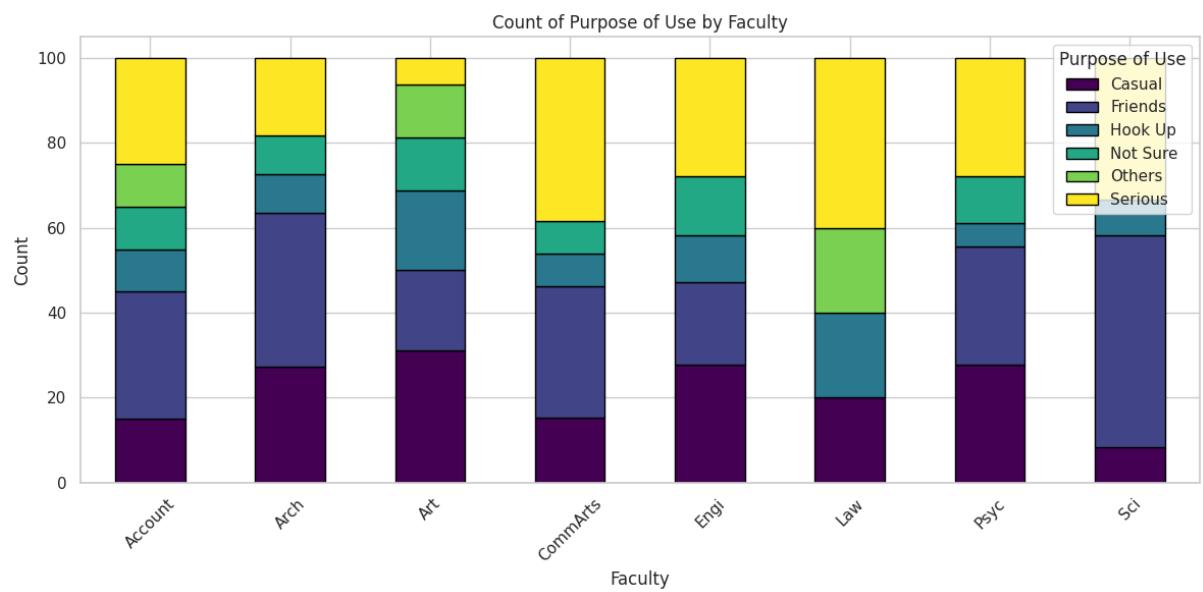
## By Gender



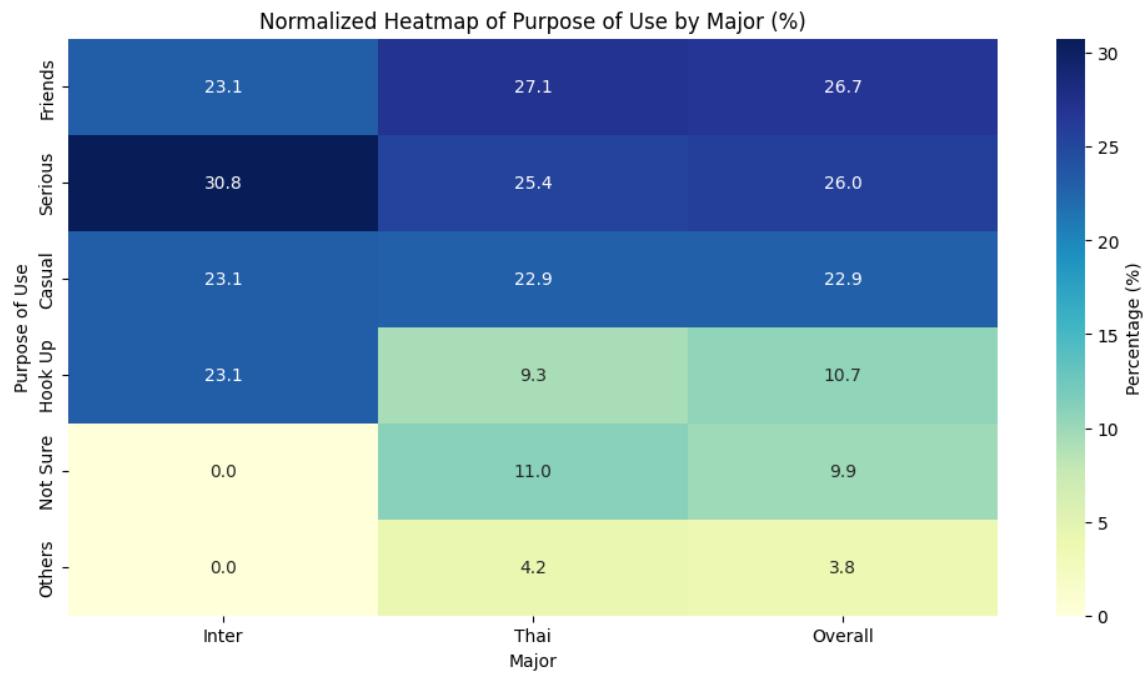
## By Year



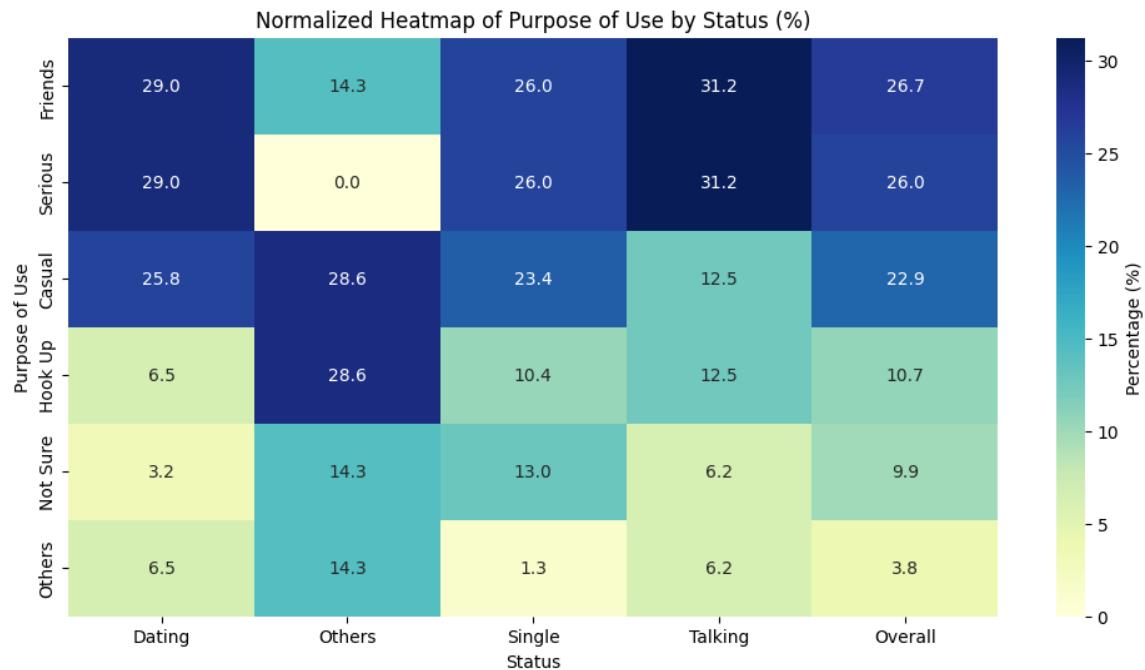
## By Faculty



## By Major (Thai/Inter)

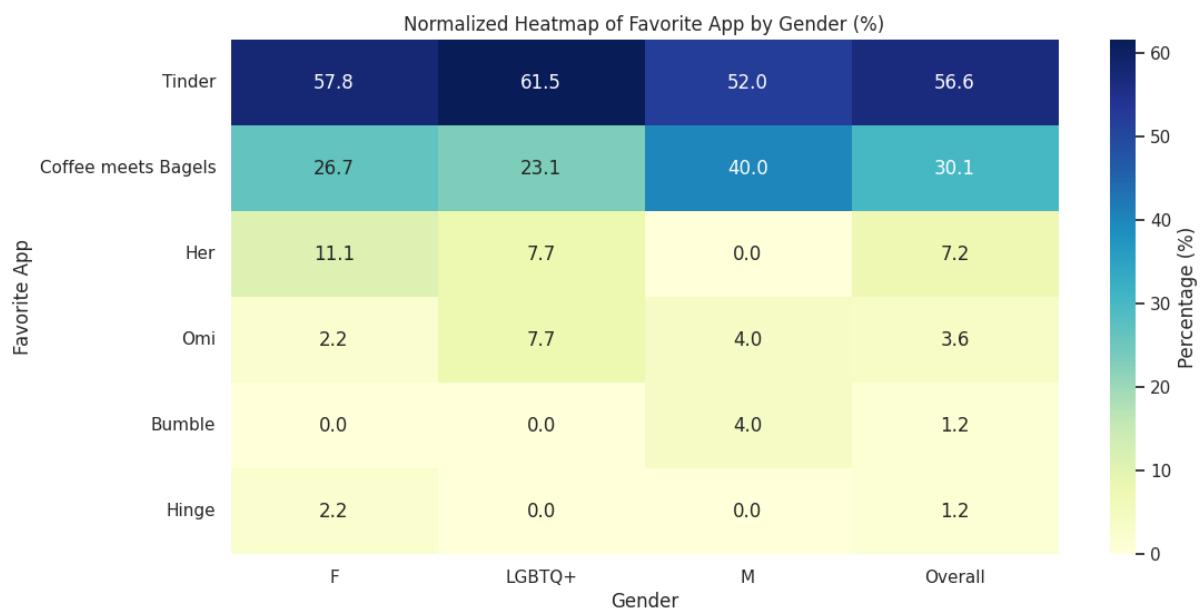


## By Status



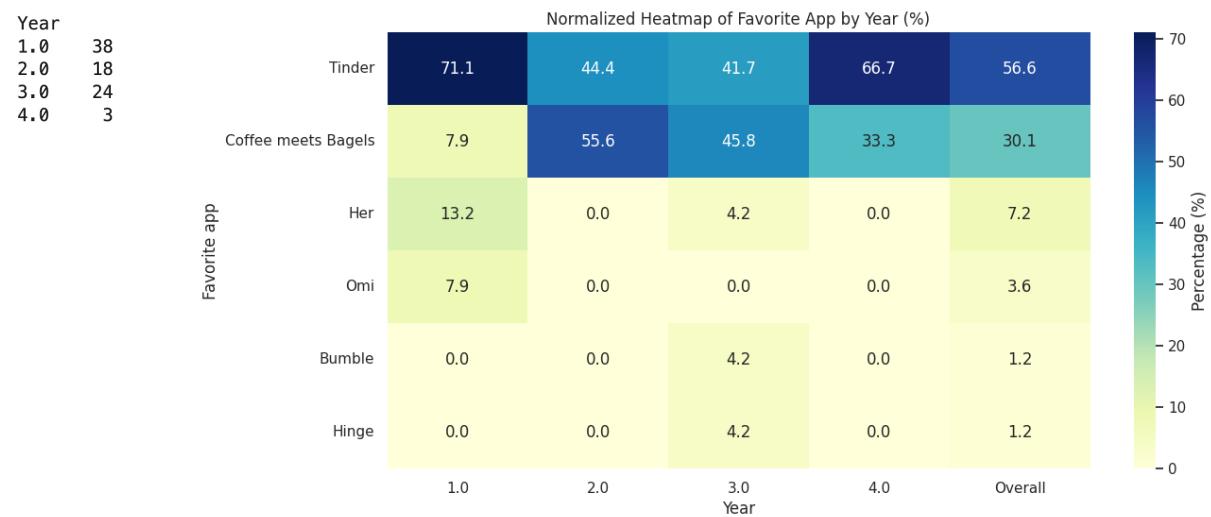
## 2.3 Favorite Dating Apps

### By Gender



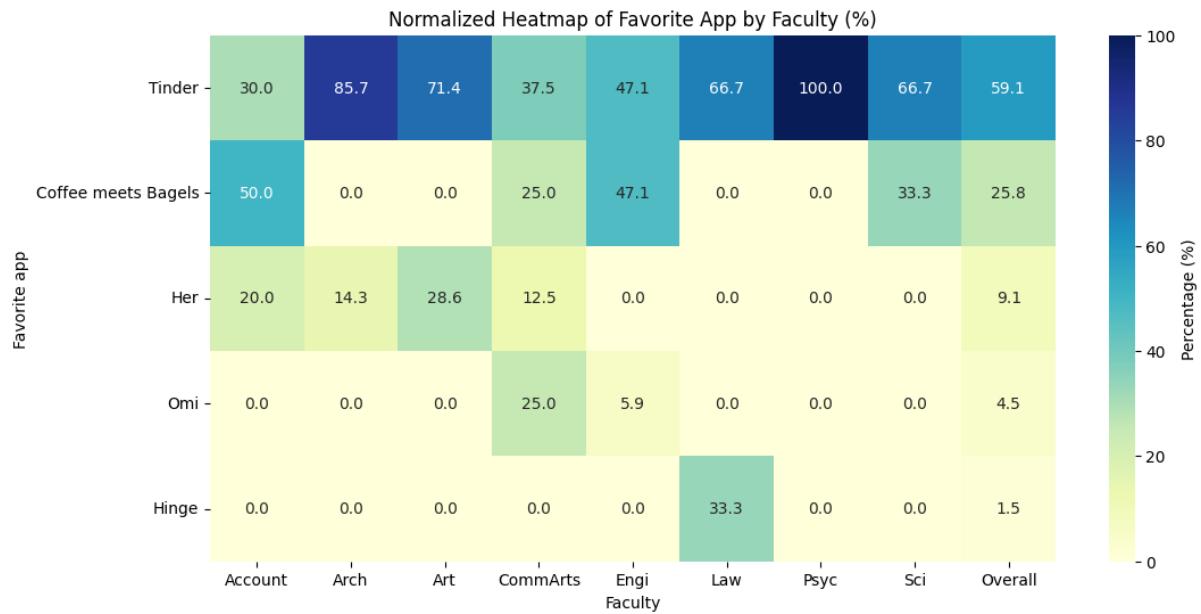
Most individuals prefer Tinder over other dating apps across all genders, with LGBTQ+ users demonstrating the strongest preference.

## By Year



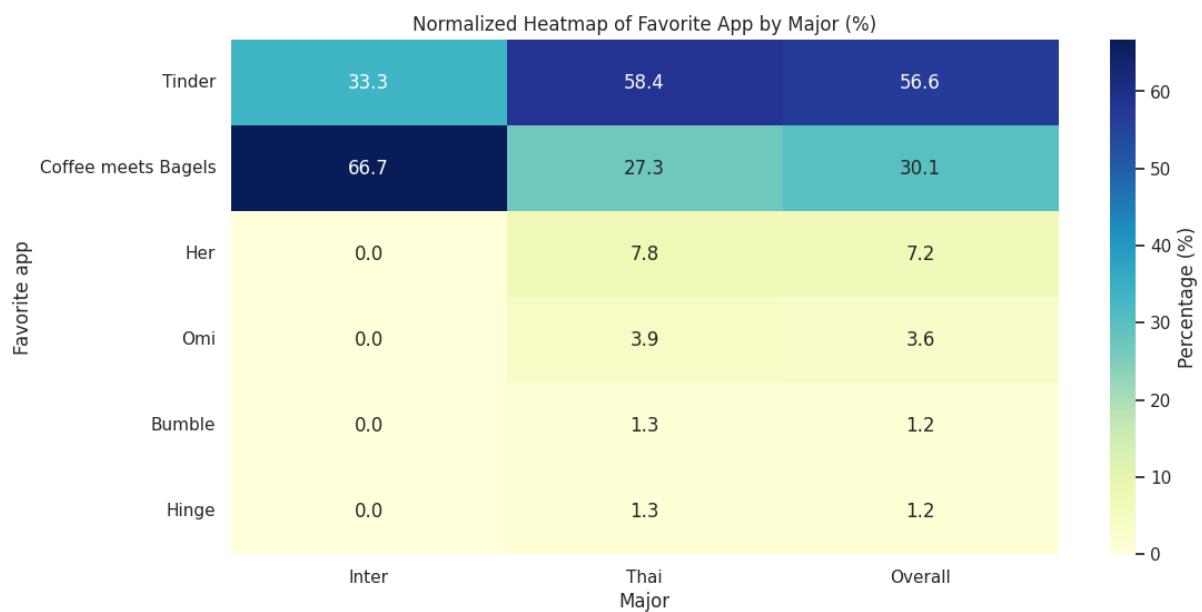
Ignoring Year 4, which has insufficient data, there appears to be a trend where students in higher years increasingly gravitate toward CMB rather than Tinder.

## By Faculty



- **Tinder** is the most popular app across various faculties, showing the highest popularity in Psychology (100%) and Architecture (85.7%). It is also widely used in Science (66.7%), Law (66.7%), and Art (71.4%).
- **Coffee Meets Bagel** is popular among students in Accounting (50%) and Engineering (47.1%), with a smaller preference in Law (33.3%).
- **Her** has notable preference in Art (28.6%) and some interest in Accounting (20%) and Architecture (14.3%).
- **Hinge** and **Omi** are less popular, with minor interest only in Law and Communication Arts, respectively.

## By Major



## 2.4 Favorite Features of Dating Apps

### Overall

#### SUGGESTION FROM GPT

##### Universal Usability:

Develop a sleek, user-friendly interface with consistent and clear design elements that appeal to all user groups.

##### Engaging Social Features:

Create community-driven features such as group chats or interest-based discussions to foster connections and enhance user engagement.

##### Customizable Matching Experience:

Implement advanced filtering options that allow users to refine their search based on demographics, interests, and preferences, ensuring a more tailored matching experience.

##### Transparency in Engagement:

Include features that allow users to see who has liked their profile or expressed interest, promoting a sense of transparency and encouraging users to engage with potential matches.

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Transparency in Engagement:

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#### **Value-Driven Monetization:**

Offer premium features at reasonable price points, making for users to consider upgrading while ensuring they feel value from the app.

#### **Tailored Community Experiences:**

Ensure that marketing and features reflect the diversity needs of different user groups, enhancing the relevance a

### **Summary**

- **User-Friendly Interface:** Design a sleek, consistent interface for easy navigation.
- **Engaging Features:** Introduce community-driven elements like group chats and interest-based discussions to boost interaction.
- **Customizable Matching:** Offer advanced filtering options for tailored user searches based on demographics and interests.
- **Transparency:** Enable users to see who liked them, promoting engagement with potential matches.
- **Value-Driven Monetization:** Provide premium features at attractive prices, ensuring users feel they receive value.
- **Tailored Experiences:** Market and design features that reflect the diversity and needs of various user groups.

### **by Gender**

#### **Male**

##### **SUGGESTION BY GPT**

#### **Usability Enhancements:**

##### **Customizable Preferences:**

Allow users to specify personal preferences for matches,

##### **Intuitive Design:**

Ensure the app is visually appealing and easy to navigate

#### **Organized Layout:**

Develop a clean and organized interface that allows users

#### **Engagement Features:**

##### **Social Interaction Focus:**

Enhance social features to create a sense of community wi

##### **Fun Swiping Experience:**

Maintain a light-hearted and engaging swiping feature tha

##### **Countdown Timers for Actions:**

Introduce countdown timers for certain actions (e.g., swi

#### **Advanced Matching Capabilities:**

##### **Enhanced Filtering:**

Provide robust filtering options to help users find matches

##### **Top Picks Feature:**

Highlight top match suggestions based on user preferences

##### **Music-Based Matching:**

Introduce a feature that allows users to connect based on

#### **Demographic and Market Focus:**

##### **Targeted User Experience:**

Cater the app's marketing and features specifically to un

##### **Emphasize User Demographics:**

Allow users to see demographic information about potential

#### **Affordability and Monetization:**

##### **Affordable Premium Features:**

Offer premium features at a reasonable price point to encou

##### **Value Comparison with Competitors:**

Clearly communicate the unique value propositions of your

## Summary

### Usability Enhancements:

- **Customizable Preferences:** Enable users to set personal match preferences for a tailored experience.
- **Intuitive Design:** Create a visually appealing and easy-to-navigate app.
- **Organized Layout:** Ensure features are easily accessible.

### Engagement Features:

- **Social Interaction Focus:** Foster community through group chats and events.
- **Fun Swiping Experience:** Keep swiping light-hearted and engaging.
- **Countdown Timers:** Add urgency with timers for actions.

### Advanced Matching Capabilities:

- **Enhanced Filtering:** Offer robust filtering based on interests and demographics.
- **Top Picks Feature:** Highlight match suggestions based on user preferences.
- **Music-Based Matching:** Connect users through shared musical interests.

### Demographic and Market Focus:

- **Targeted User Experience:** Focus marketing on university students in Chula and Bangkok.
- **Emphasize User Demographics:** Show demographic info about potential matches.

### Affordability and Monetization:

- **Affordable Premium Features:** Set reasonable prices for upgrades.
- **Value Comparison:** Highlight unique advantages over competitors like Bumble.

## Female

## SUGGESTION BY CHATGPT

### Usability Features:

#### User-Friendly Interface:

Ensure the app is easy to navigate with intuitive design,

#### Swipe Functionality:

Implement a quick and engaging swiping feature (left/right)

#### Profile Filtering:

Allow users to filter profiles based on their preferences

Visibility of Likes: Introduce a feature that shows users

### Matching Features:

#### Mutual Matching Requirement:

Require both users to express interest before they can ch

#### Prompt Questions:

Include prompts to help users express their interests and

#### Gift Features:

Introduce a virtual gift system (e.g., sending flowers) a

### User Engagement:

#### Active User Engagement:

Highlight active users to encourage more interaction. For

#### Super Like Feature:

Implement a feature that allows users to "super like" some

#### Daily Limit on Swipes:

Set a cap on the number of swipes per day to encourage the

#### Random Chats:

Allow users to initiate random chats with new users to di

### Community Features:

#### Diverse User Base:

Promote a diverse range of users on the platform, perhaps

#### Visibility of Common Connections:

Highlight mutual friends or connections to enhance trust

### Privacy and Security:

#### Personal Information Control:

Provide users with the ability to control how much personal information they share.

**Limited Chat Time:**

Introduce a feature that allows users to chat for a limited time before it ends.

## Summary

### **Usability Features:**

- **User-Friendly Interface:** Ensure the app is easy to navigate with an intuitive design.
- **Swipe Functionality:** Implement an engaging left/right swiping feature for browsing matches.
- **Profile Filtering:** Allow users to filter profiles based on personal preferences for relevance.
- **Visibility of Likes:** Show users who liked them before they swipe to enhance engagement.

### **Matching Features:**

- **Mutual Matching Requirement:** Require both users to express interest before chatting for deeper connections.
- **Prompt Questions:** Include prompts to help users articulate interests and preferences, making conversations smoother.
- **Gift Features:** Introduce a virtual gift system (e.g., sending flowers) to express interest.

### **User Engagement:**

- **Active User Engagement:** Highlight active users to encourage interaction, such as showing recent online activity.
- **Super Like Feature:** Allow users to "super like" someone for increased visibility.
- **Daily Limit on Swipes:** Cap daily swipes to promote thoughtful engagement.
- **Random Chats:** Enable users to initiate random chats with new users for varied interactions.

### **Community Features:**

- **Diverse User Base:** Promote diversity by allowing users to select interests or identity markers (e.g., LGBTQ+ inclusivity).
- **Visibility of Common Connections:** Highlight mutual friends or connections to build trust and encourage engagement.

## Privacy and Security:

- **Personal Information Control:** Give users control over the personal information shared on their profiles.
- **Limited Chat Time:** Introduce time-limited chats to encourage in-person meetings or transition to more permanent communication methods.

## LGBTQ+

### SUGGESTION CHAT GPT

#### Usability Features:

##### Simple User Interface:

Ensure that the app is straightforward and intuitive, allowing users to navigate easily.

##### Easy Registration and Setup:

Provide a seamless onboarding experience that allows user to register quickly.

#### Location-Based Features:

##### Map-Based Matching:

Implement a feature that allows users to select locations and find matches based on proximity.

##### Distance Filters:

Allow users to set preferences for how far away potential matches should be.

#### Engagement Features:

##### Blind Date Feature:

Introduce a blind date option where users can chat without seeing each other's profiles.

##### Personality Insights:

Incorporate personality assessment features that provide users with insights into their compatibility.

#### Transparent Matching Process:

#### **Visibility of Likes:**

Consider implementing a feature similar to Tinder where users can see who has liked their profile.

#### **Balanced Interaction Limits:**

Introduce reasonable limits on the number of likes or matches per user.

#### **Community Engagement:**

#### **Encouraging User Feedback:**

Create avenues for users to provide feedback on the app features and user experience.

#### **Inclusive Community Features:**

Highlight diverse representations within the user base and encourage users to engage with profiles from various backgrounds.

## **Summary**

### **Usability Features:**

- **Simple User Interface:** Ensure the app is intuitive, making navigation easy with features like swiping (left/right).
- **Easy Registration and Setup:** Provide a seamless onboarding experience for quick profile creation without unnecessary steps.

### **Location-Based Features:**

- **Map-Based Matching:** Implement a map feature allowing users to select locations to find potential matches nearby, enhancing local connections.
- **Distance Filters:** Enable users to set preferences for the distance of potential matches, increasing relevance.

### **Engagement Features:**

- **Blind Date Feature:** Introduce an option for users to chat without initially seeing photos, adding surprise and excitement to the interaction.
- **Personality Insights:** Include personality assessments to help users understand their traits and values, improving compatibility in matches.

### **Transparent Matching Process:**

- **Visibility of Likes:** Implement a feature allowing users to see who has liked them, ensuring it feels inclusive and not limiting.

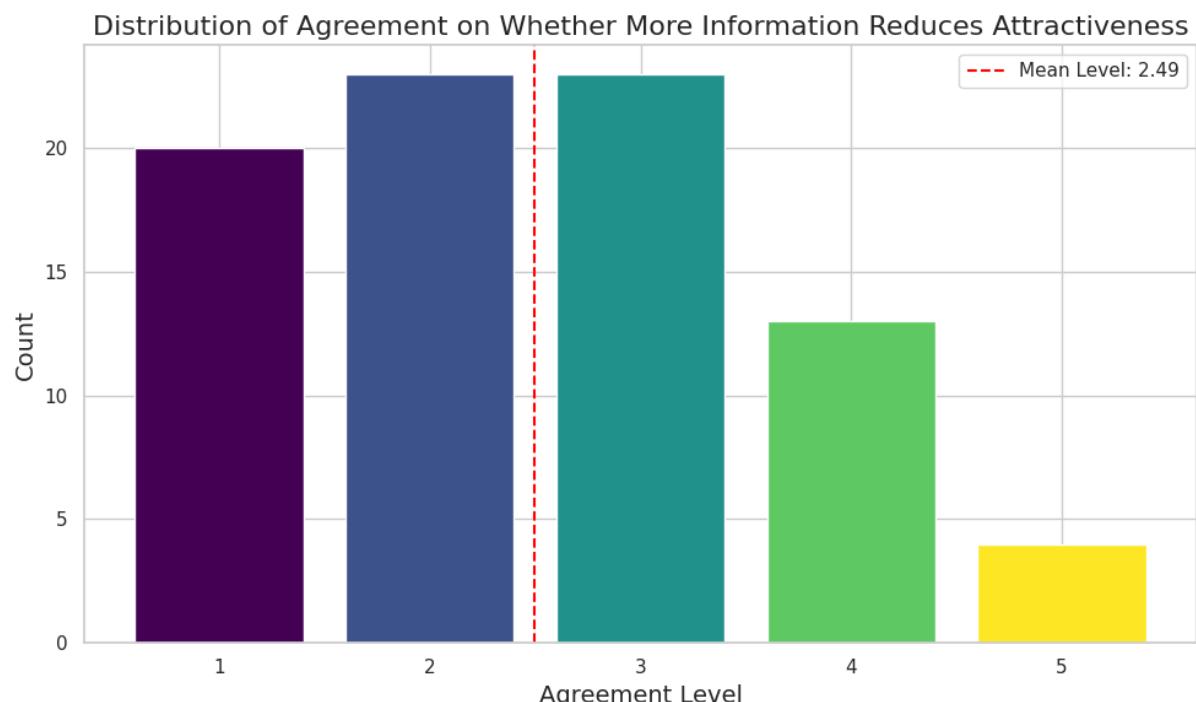
- **Balanced Interaction Limits:** Introduce reasonable limits on likes or matches to encourage thoughtful engagement without being overly restrictive.

### **Community Engagement:**

- **Encouraging User Feedback:** Create channels for users to provide feedback on app features to tailor the experience to their preferences.
- **Inclusive Community Features:** Highlight diverse representations within the user base and ensure marketing reflects the values and identities of LGBTQ+ individuals.

## **2.4 Perceptions of Increased Profile Information Affecting Attractiveness**

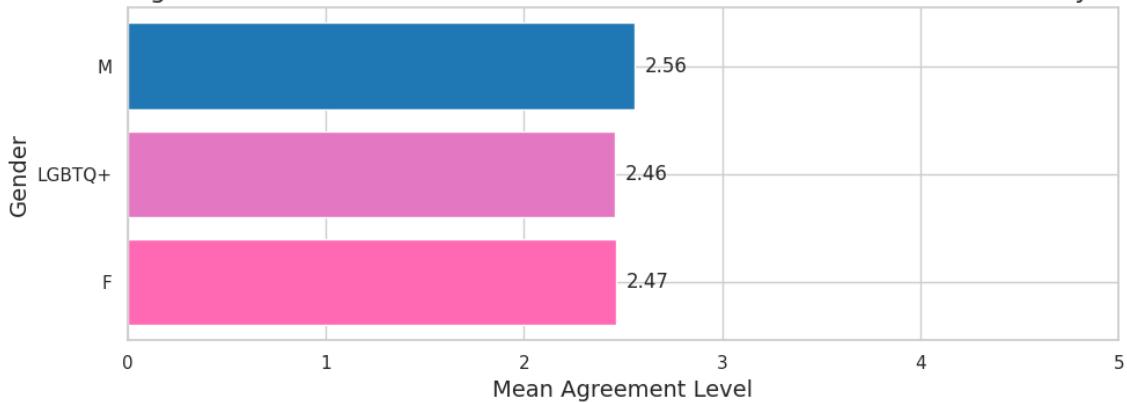
### **Overall**



Results indicate that the average student somewhat disagrees with the notion that more information on a profile makes someone less attractive.

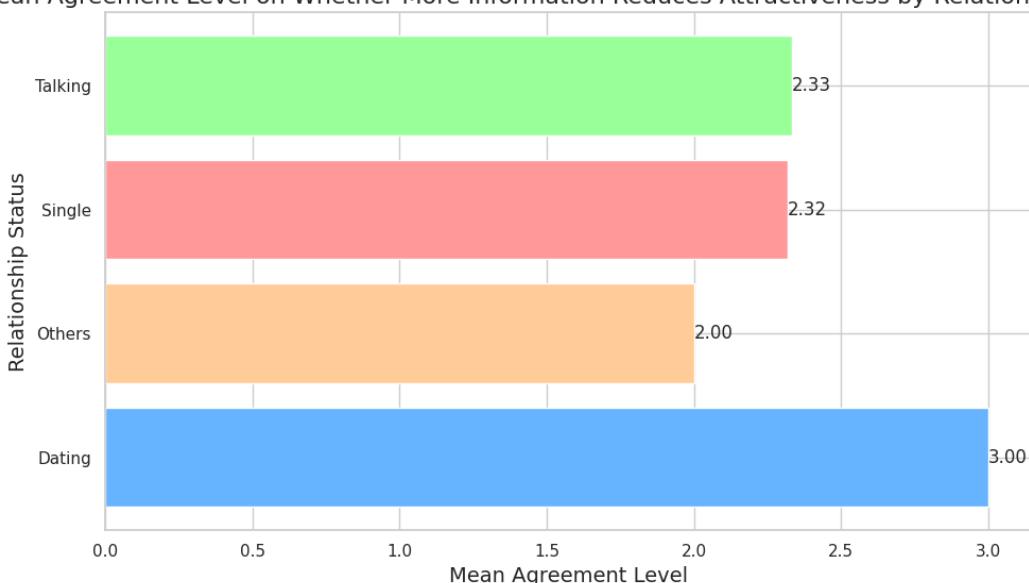
### **By Gender**

Mean Agreement Level on Whether More Information Reduces Attractiveness by Gender



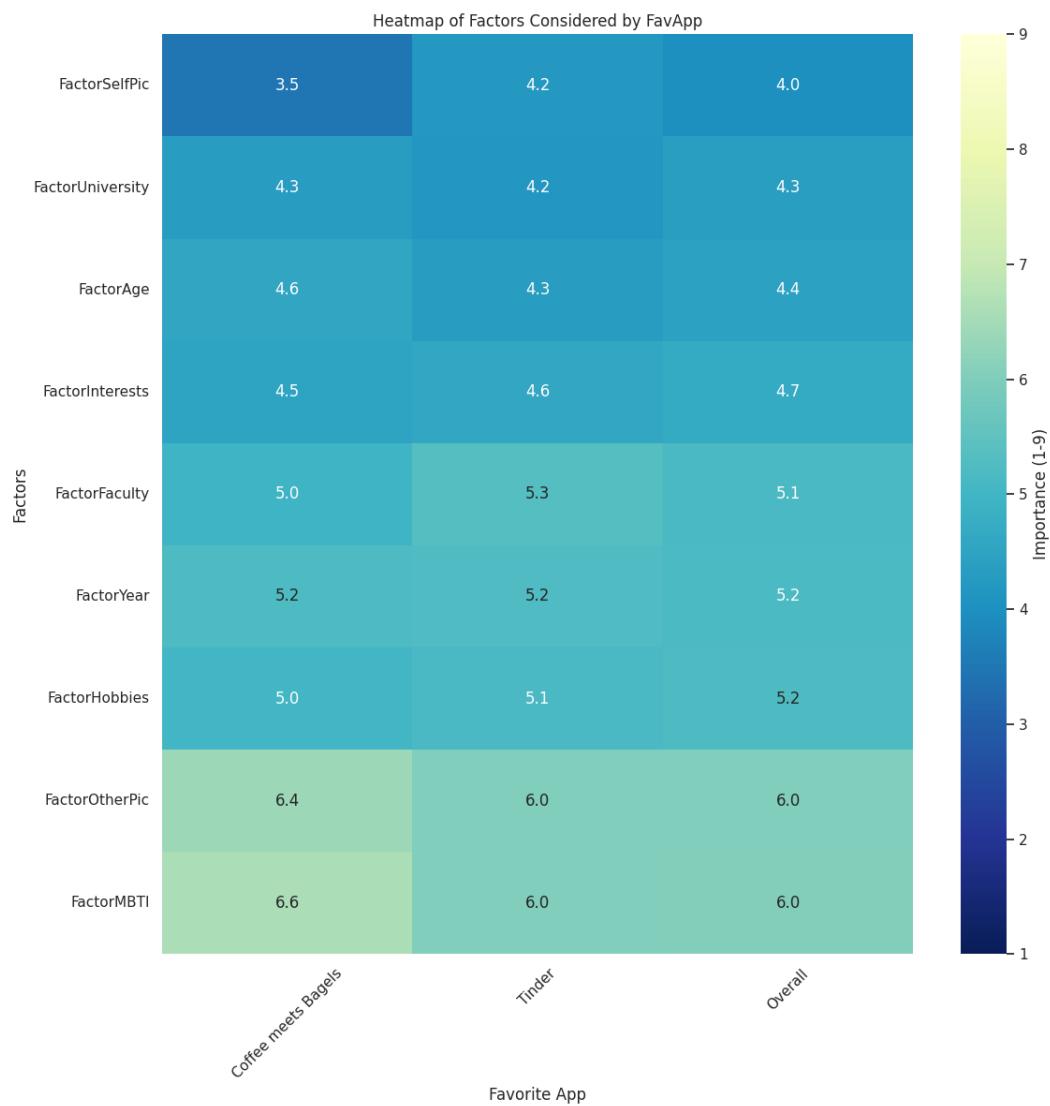
## By Status

Mean Agreement Level on Whether More Information Reduces Attractiveness by Relationship Status



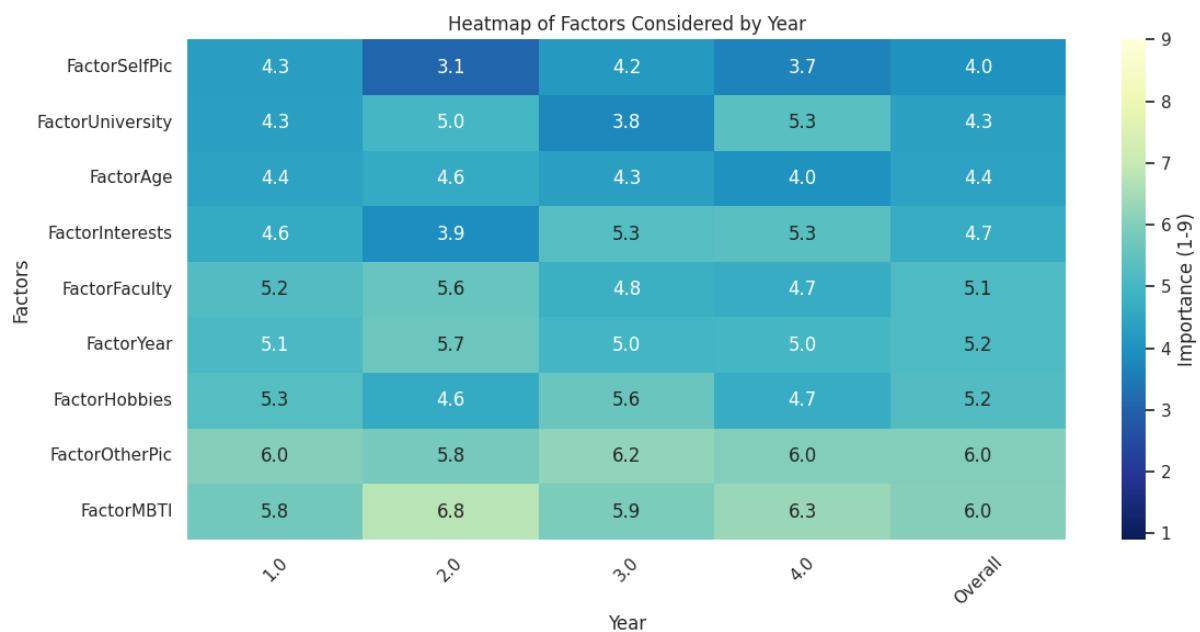
## 2.5 Factors to like a profile

### By Favorite App

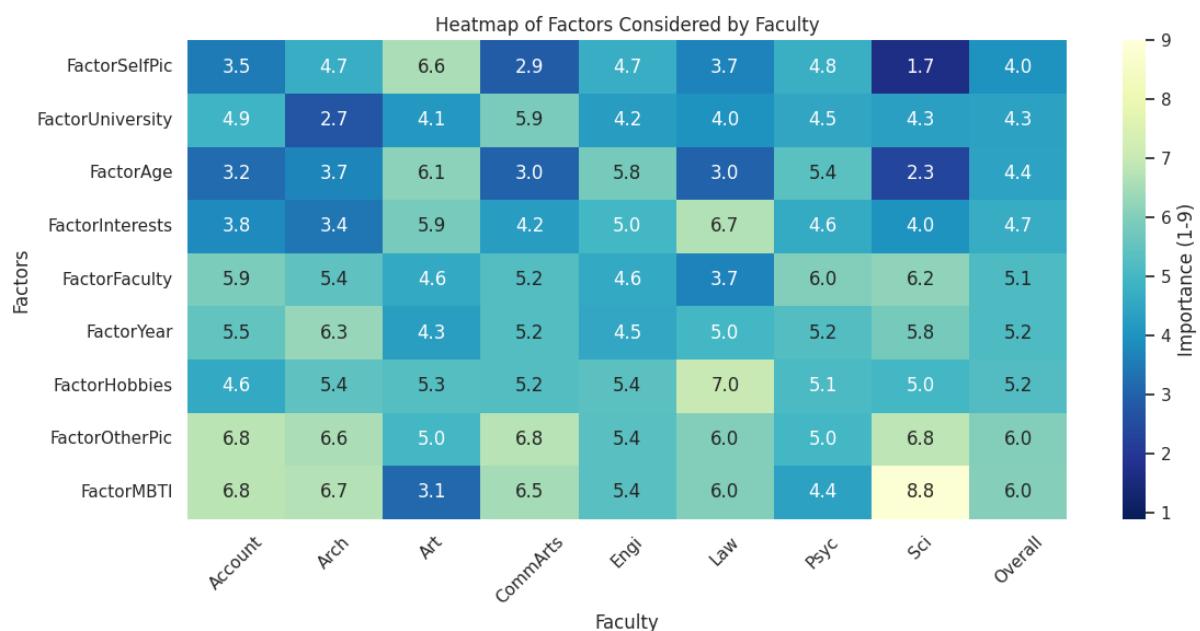


Note: Apps with less than 10 data points are filtered out (Hinge, Her, Omi, Bumble)

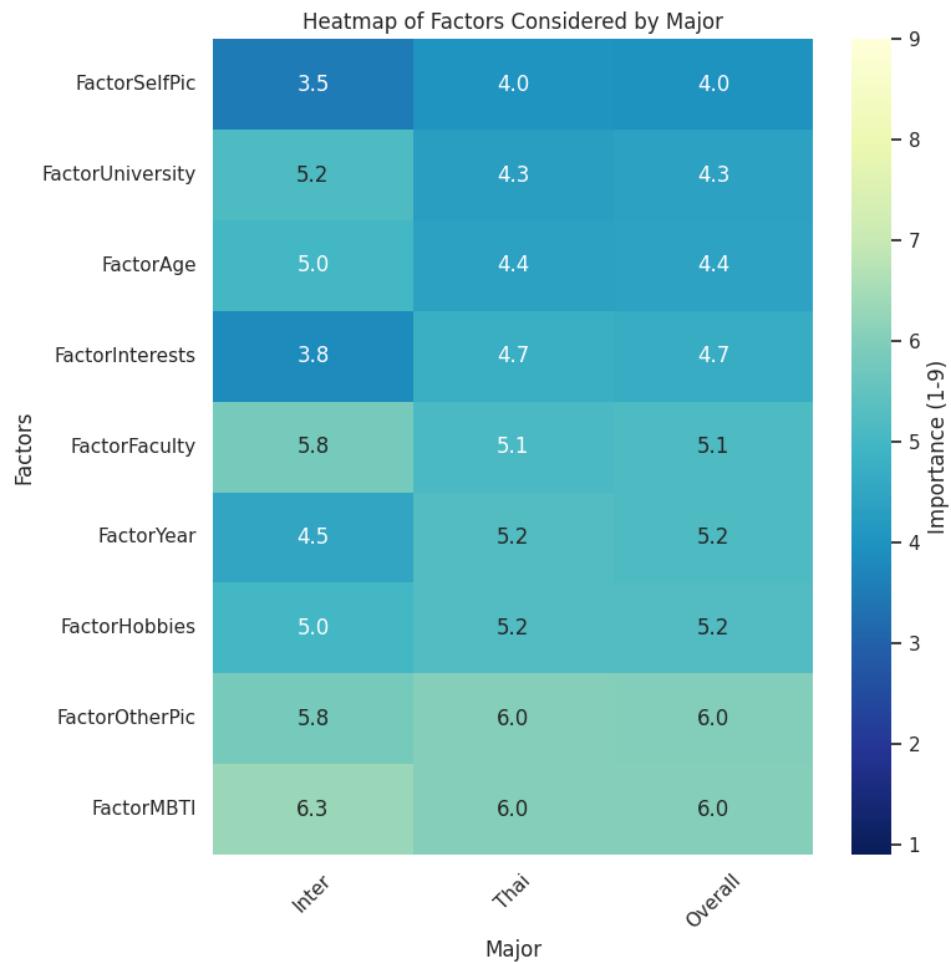
## By Academic Year



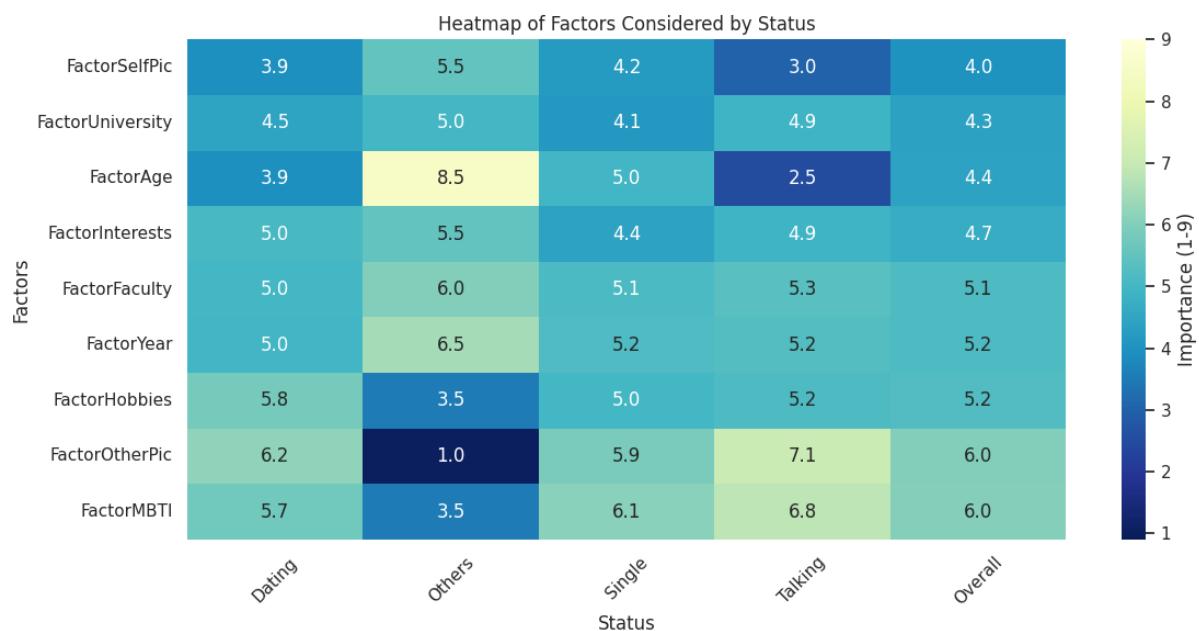
## By Faculty



## By Academic Program



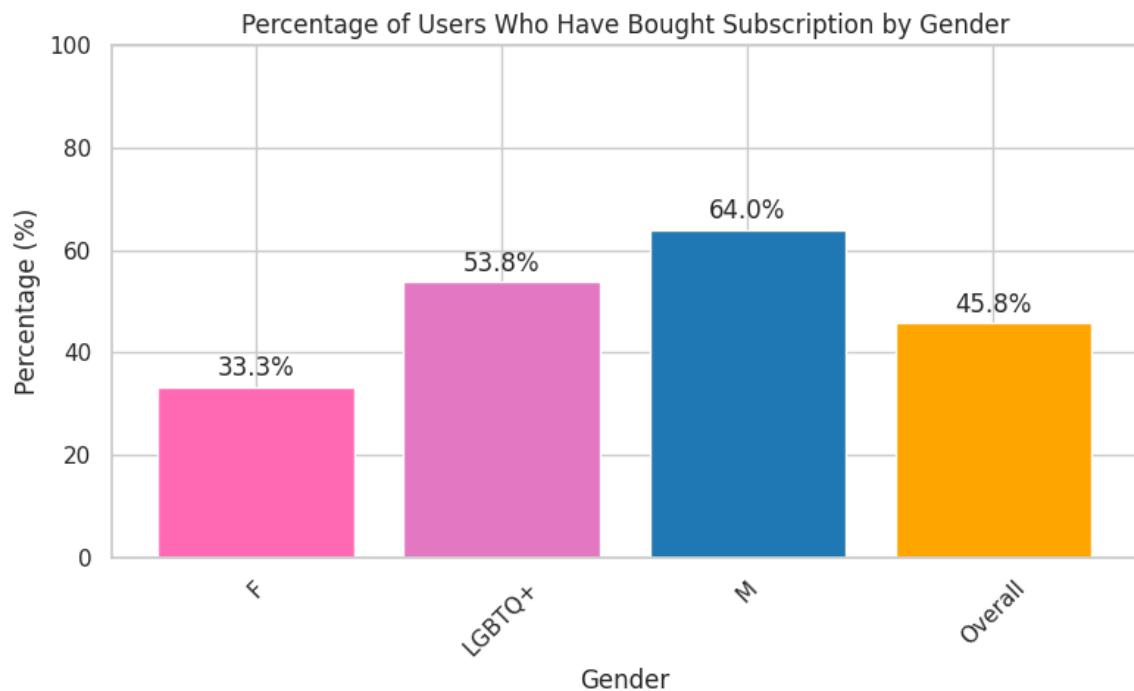
## By Relationship Status



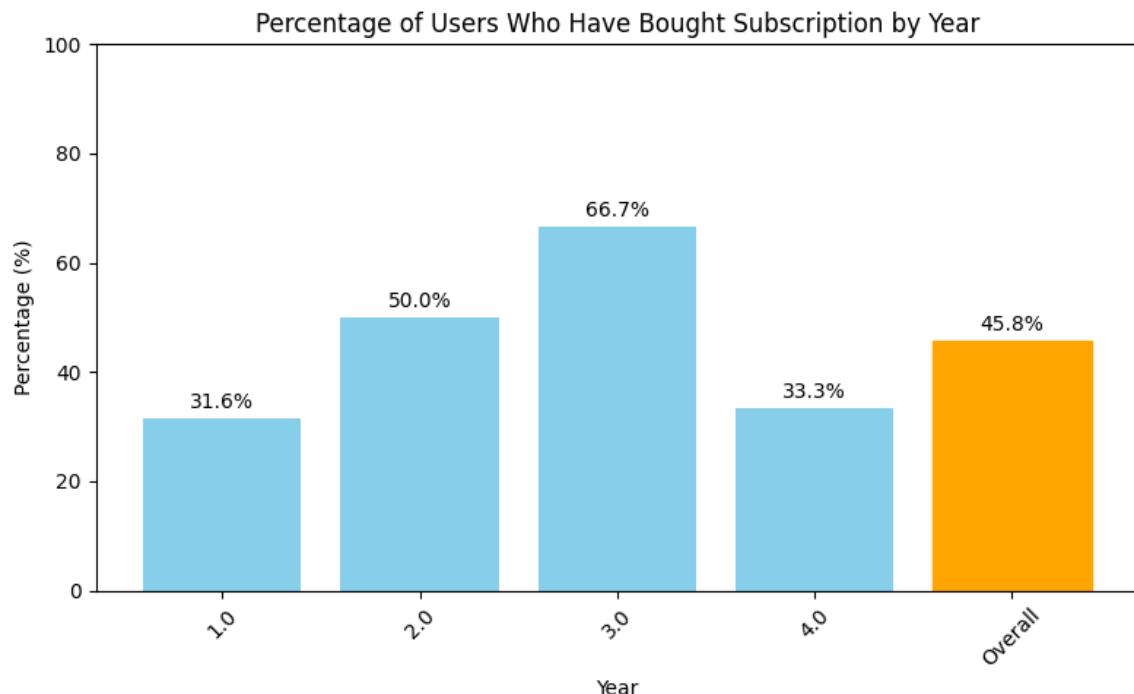
## 2.6 Microtransactions Usage

# SUBSCRIPTION

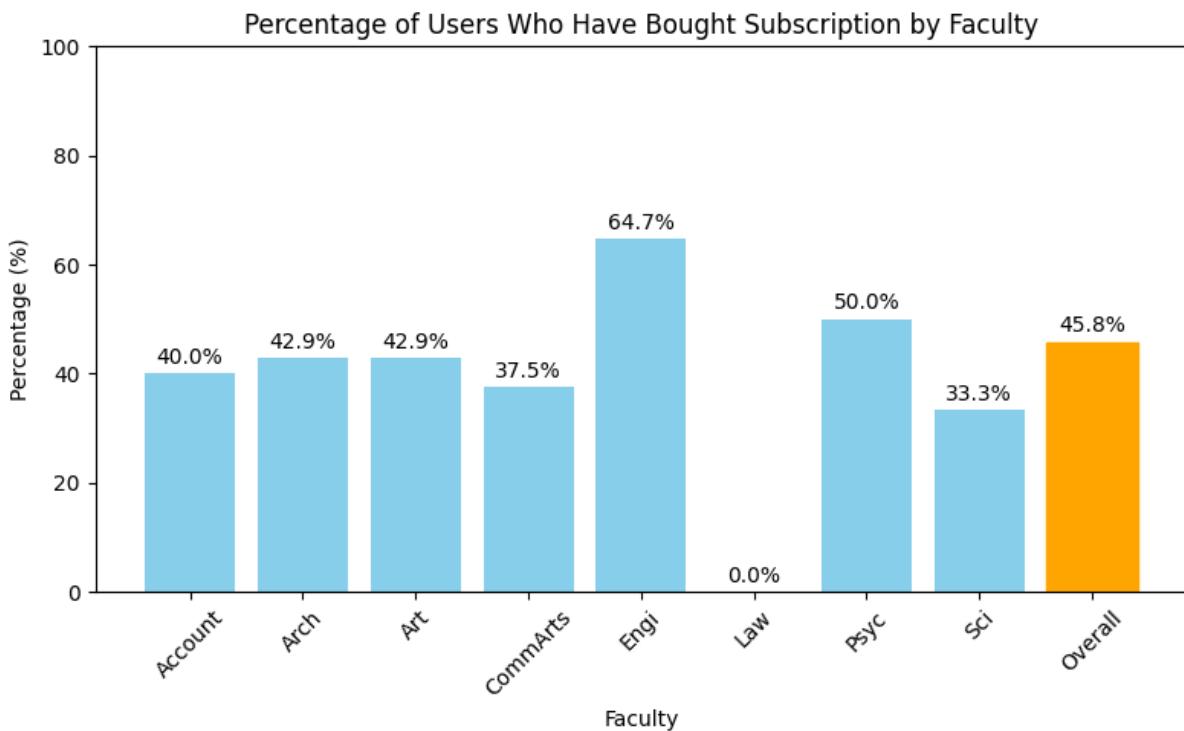
## By Gender



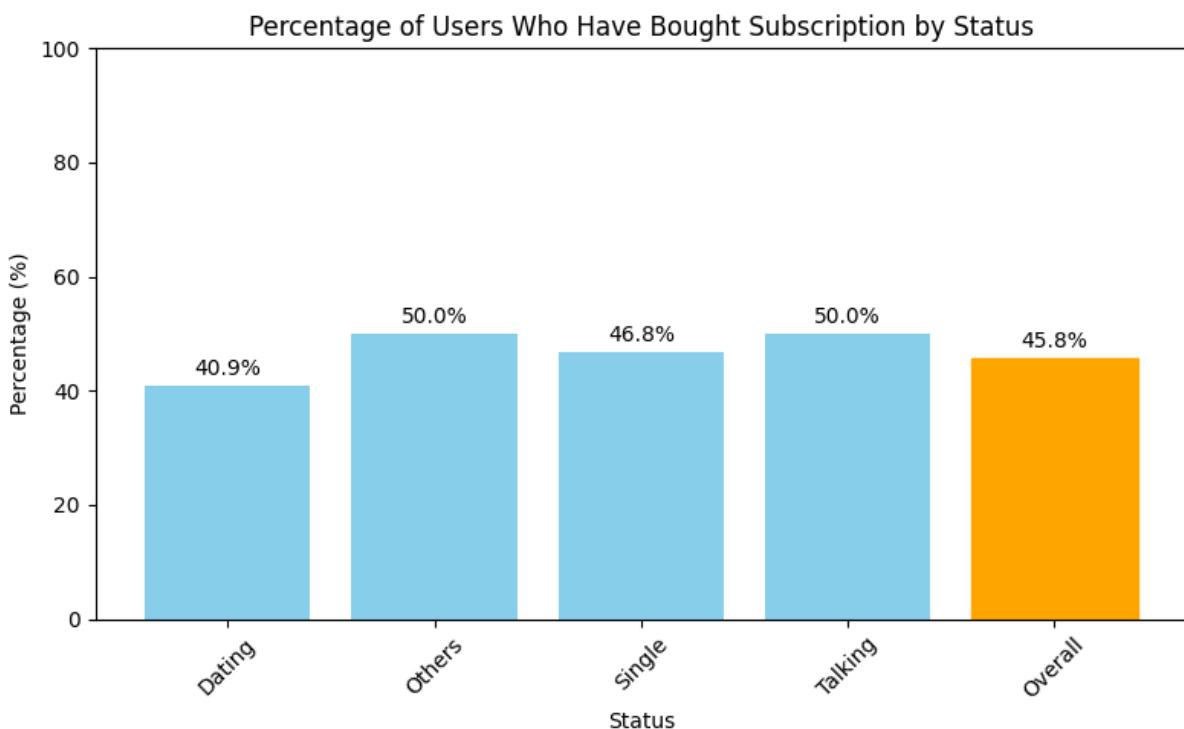
## By Academic Year



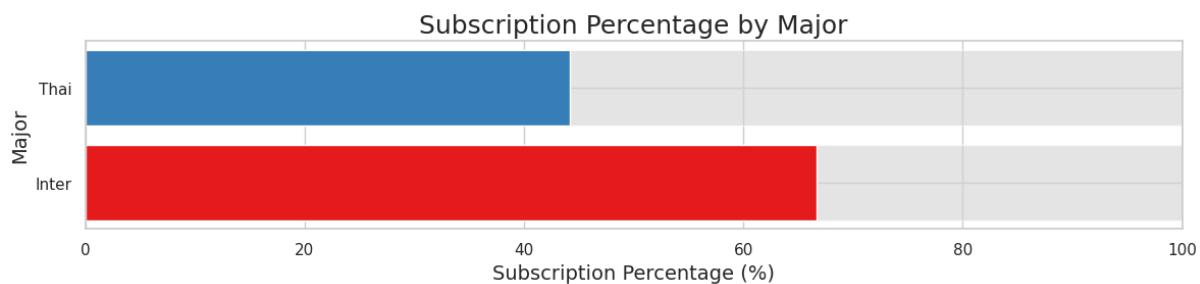
## By Faculty



## By Relationship Status

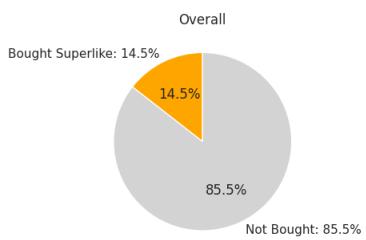
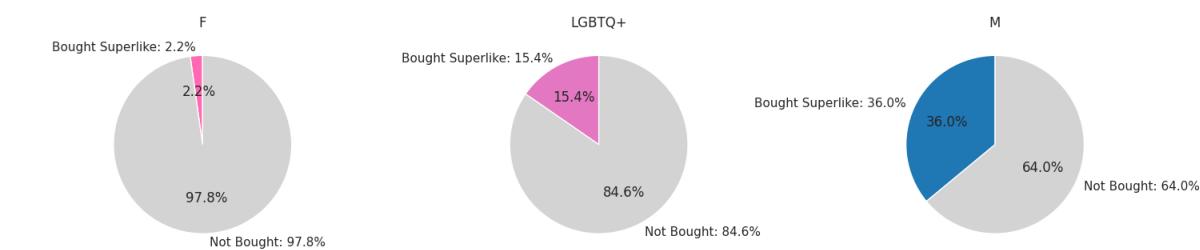


## By Academic Program

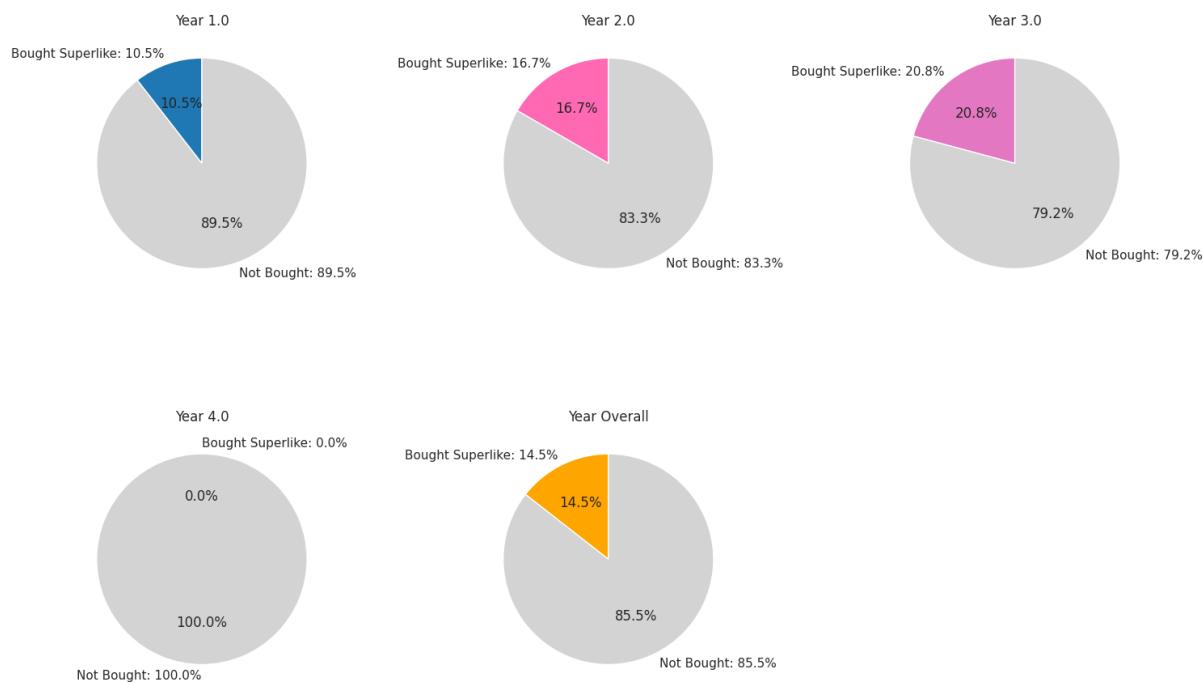


## SUPERLIKE

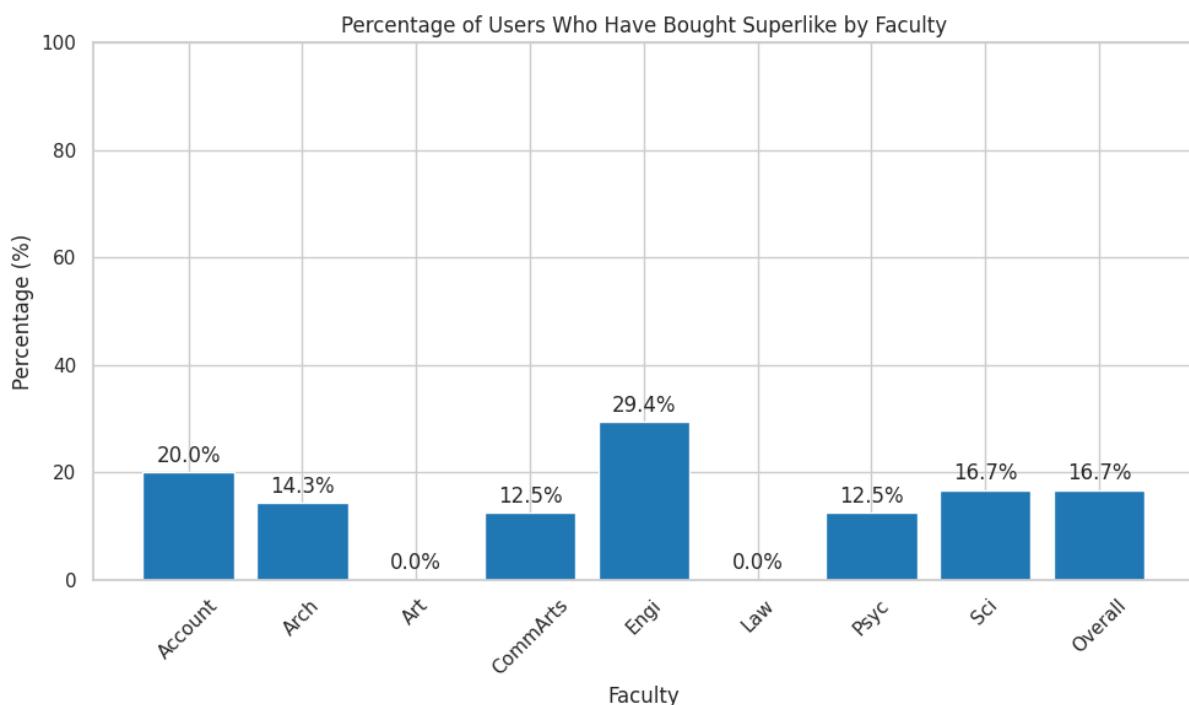
**By Gender —> Men buy the most same as in subscription**



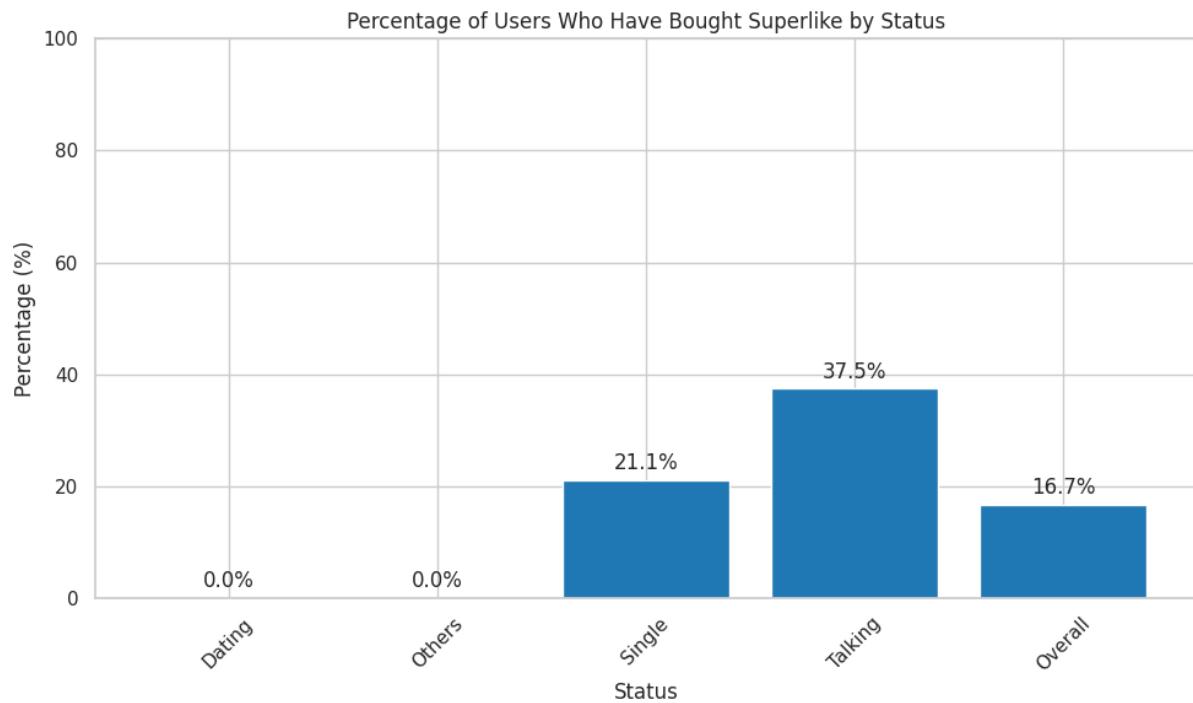
**By Academic Year —> Year 3 has the highest rate same as in subscription**



## By Faculty

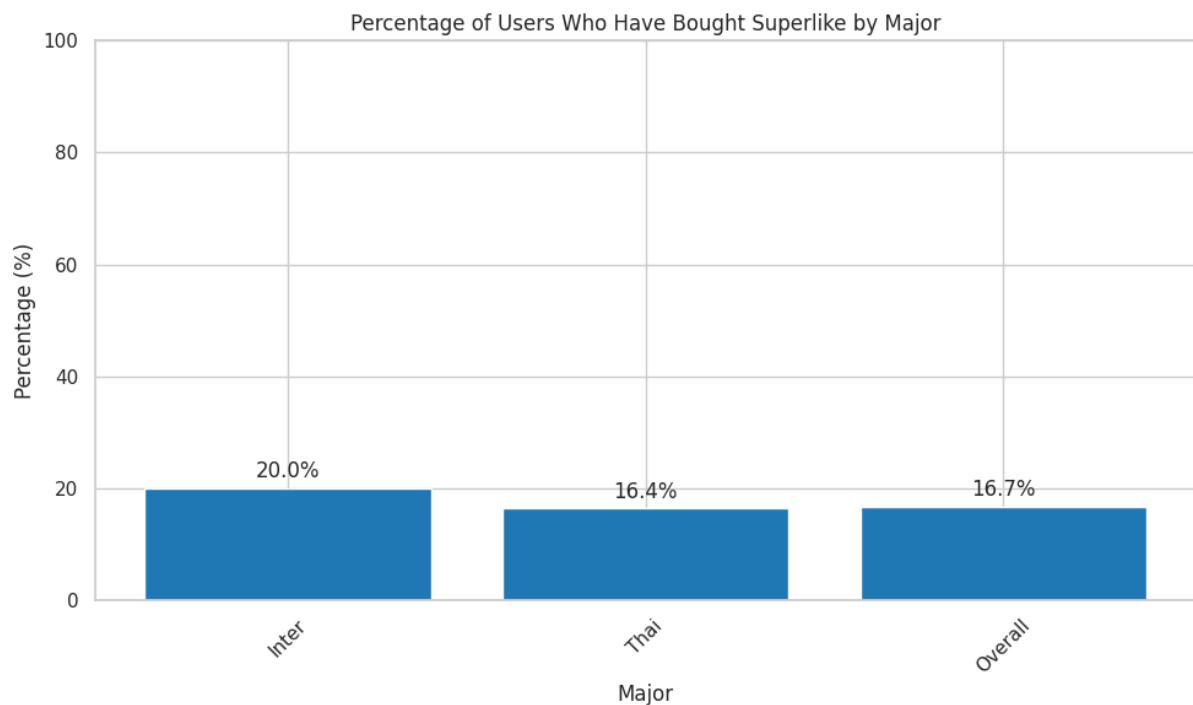


## By Relationship Status



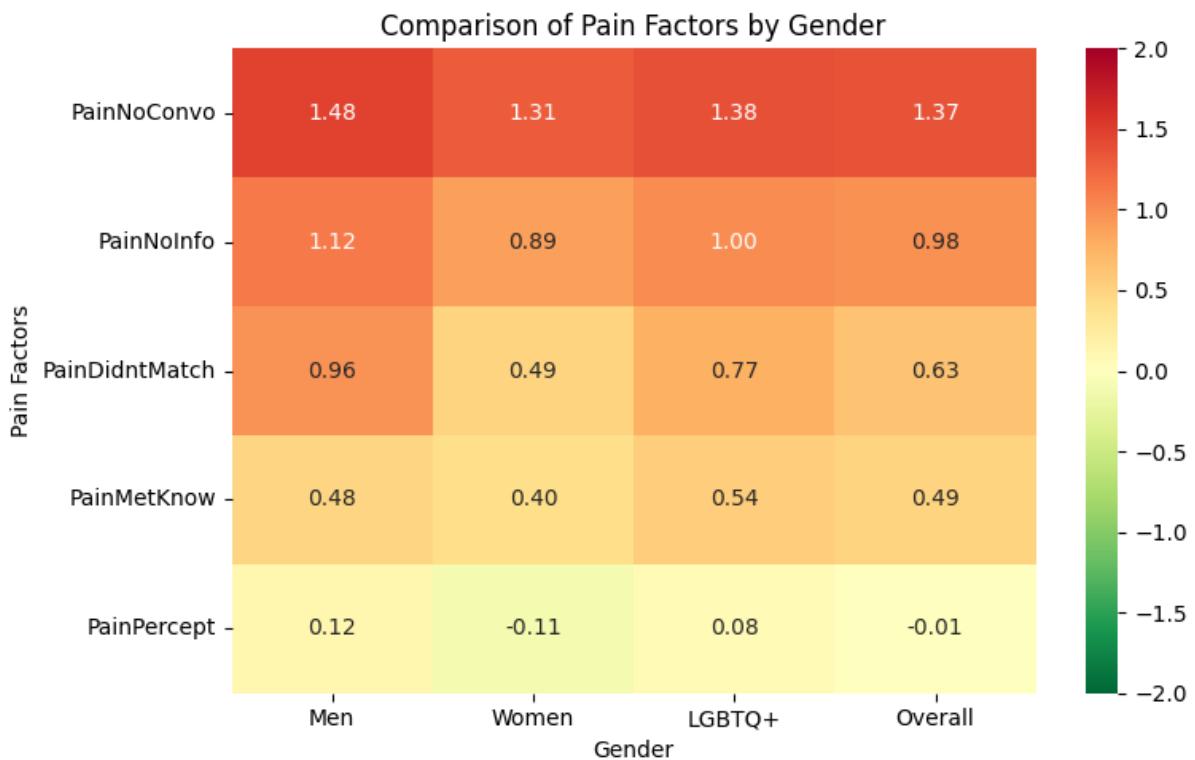
## By Academic Program

→ Compared to subscription this is less effected by Major

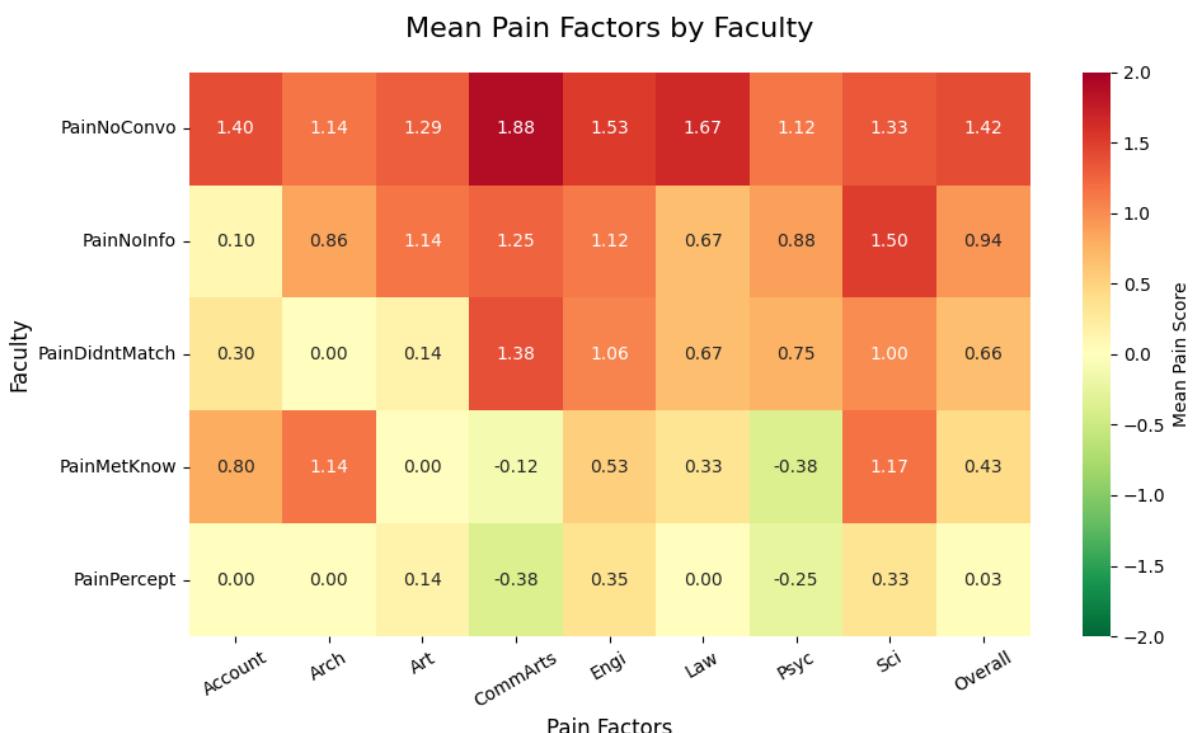


## 2.6 Pain Points of Dating Apps

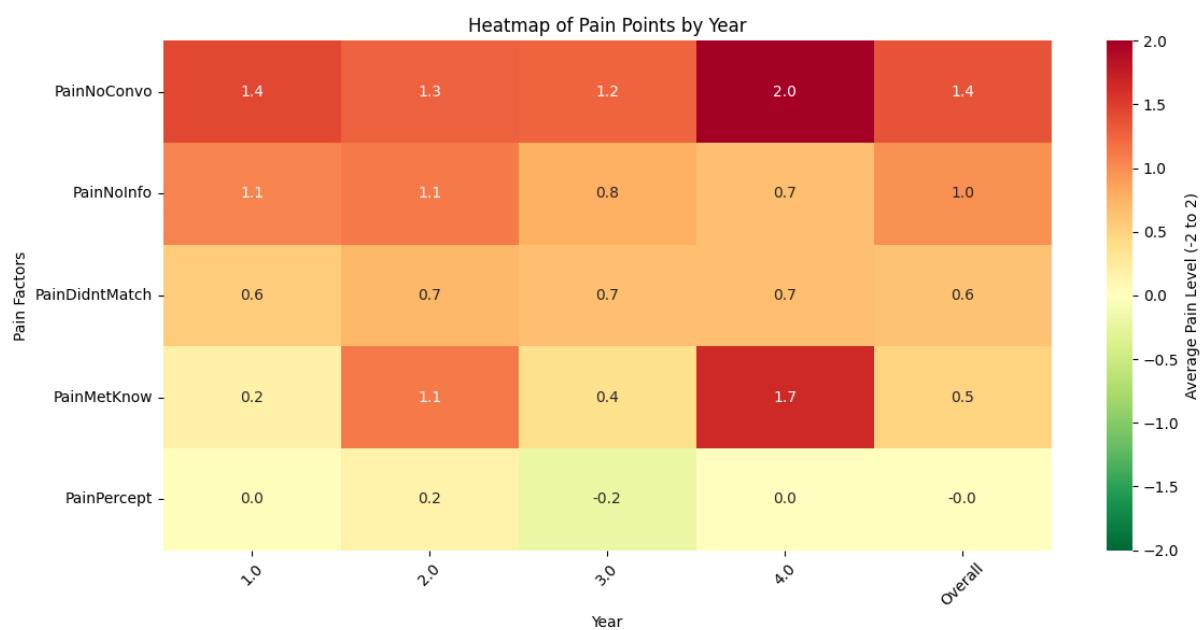
### By Gender



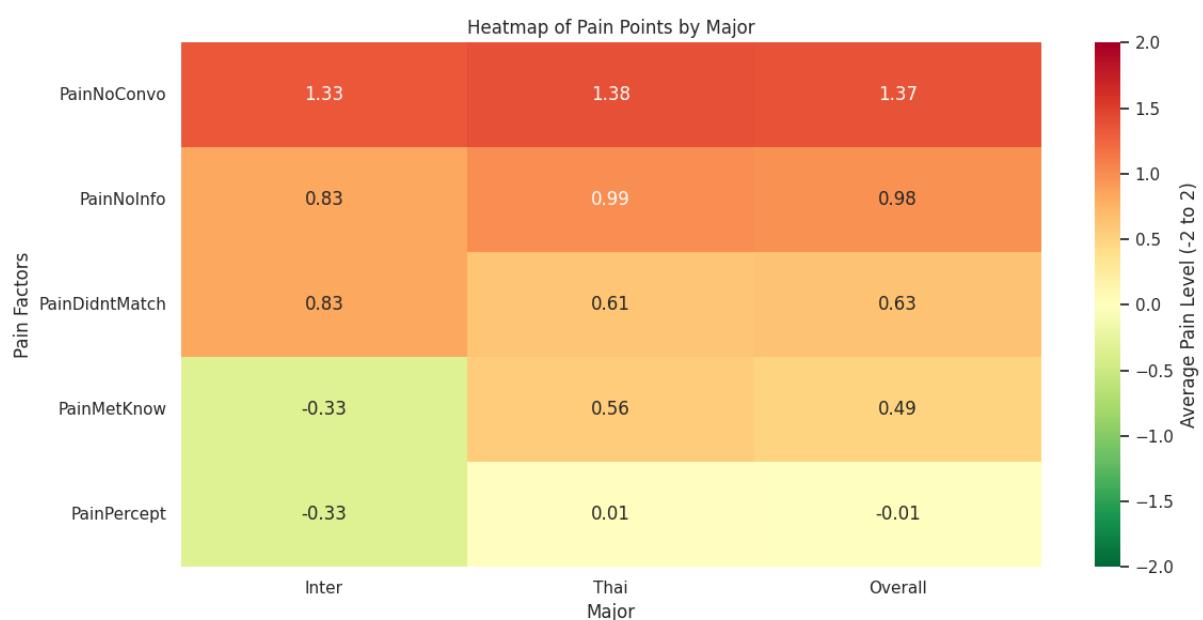
## By Faculty



## By Academic Year

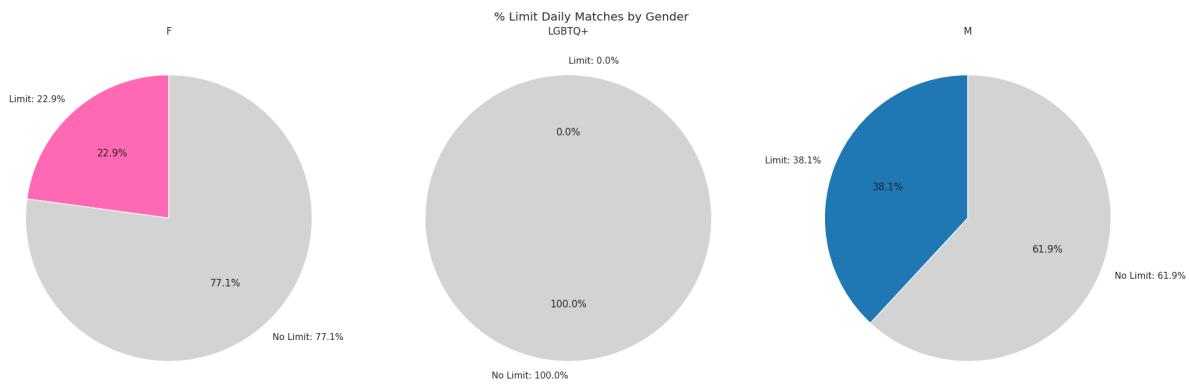


## By Academic Program

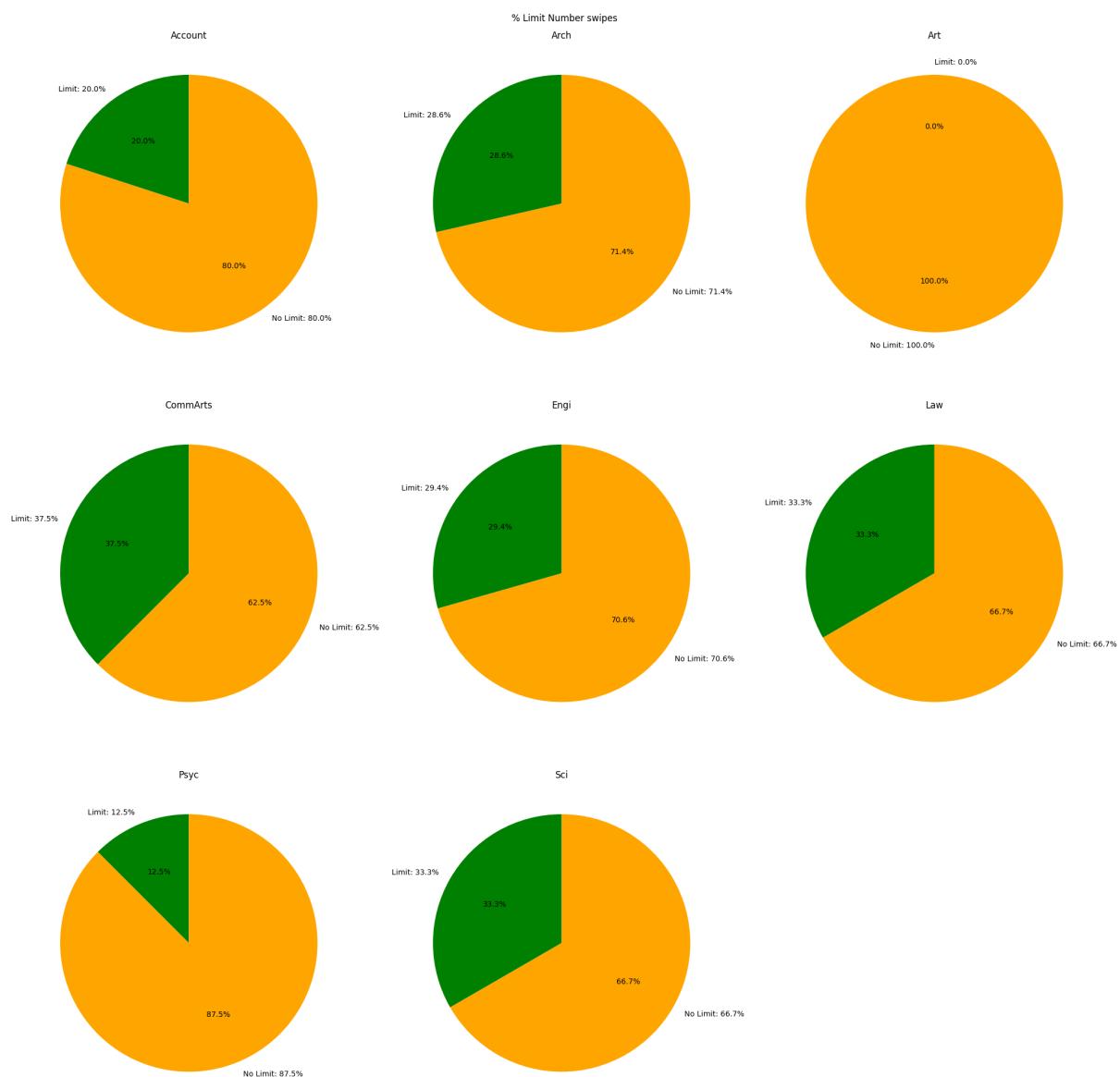


## 2.7 Students' Perspectives on Daily Feed Limits

### By Gender

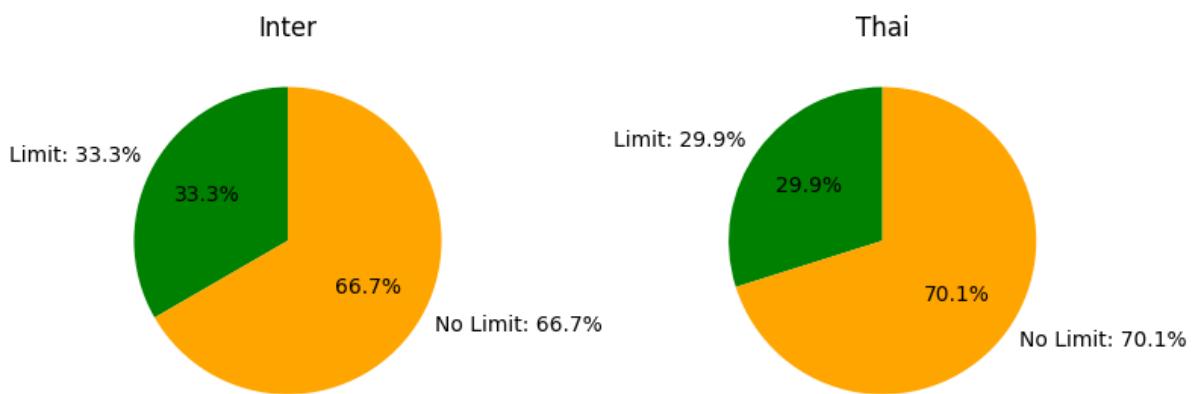


## By Faculty

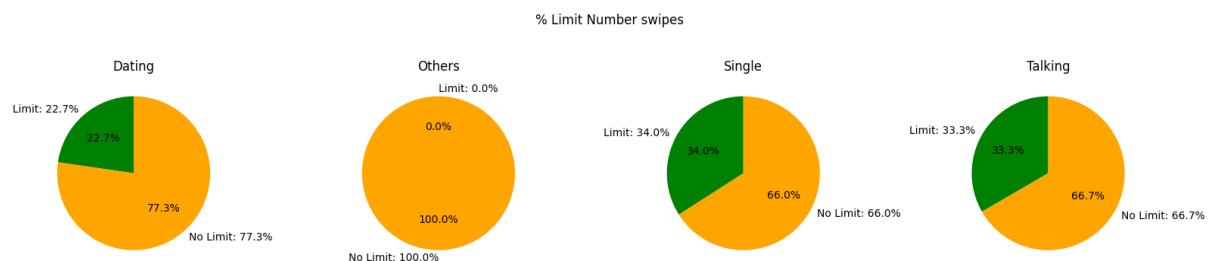


## By Academic Program

### % Limit Number swipes

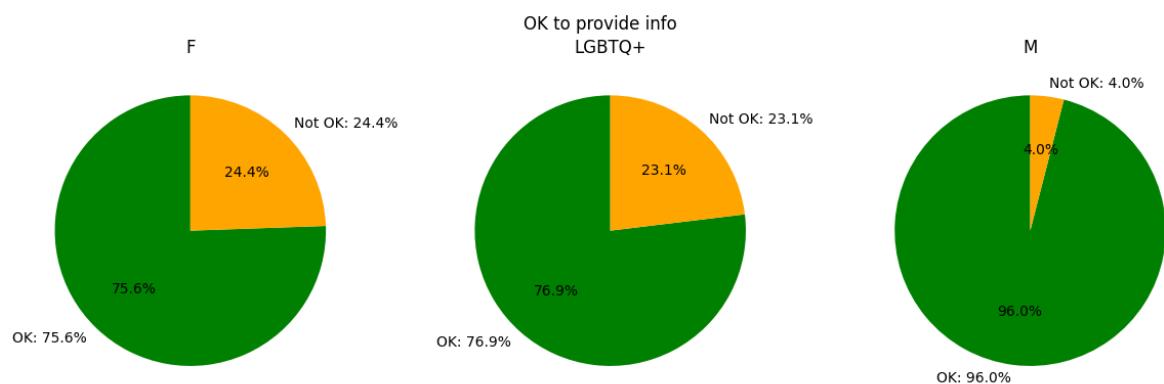


### By Relationship Status

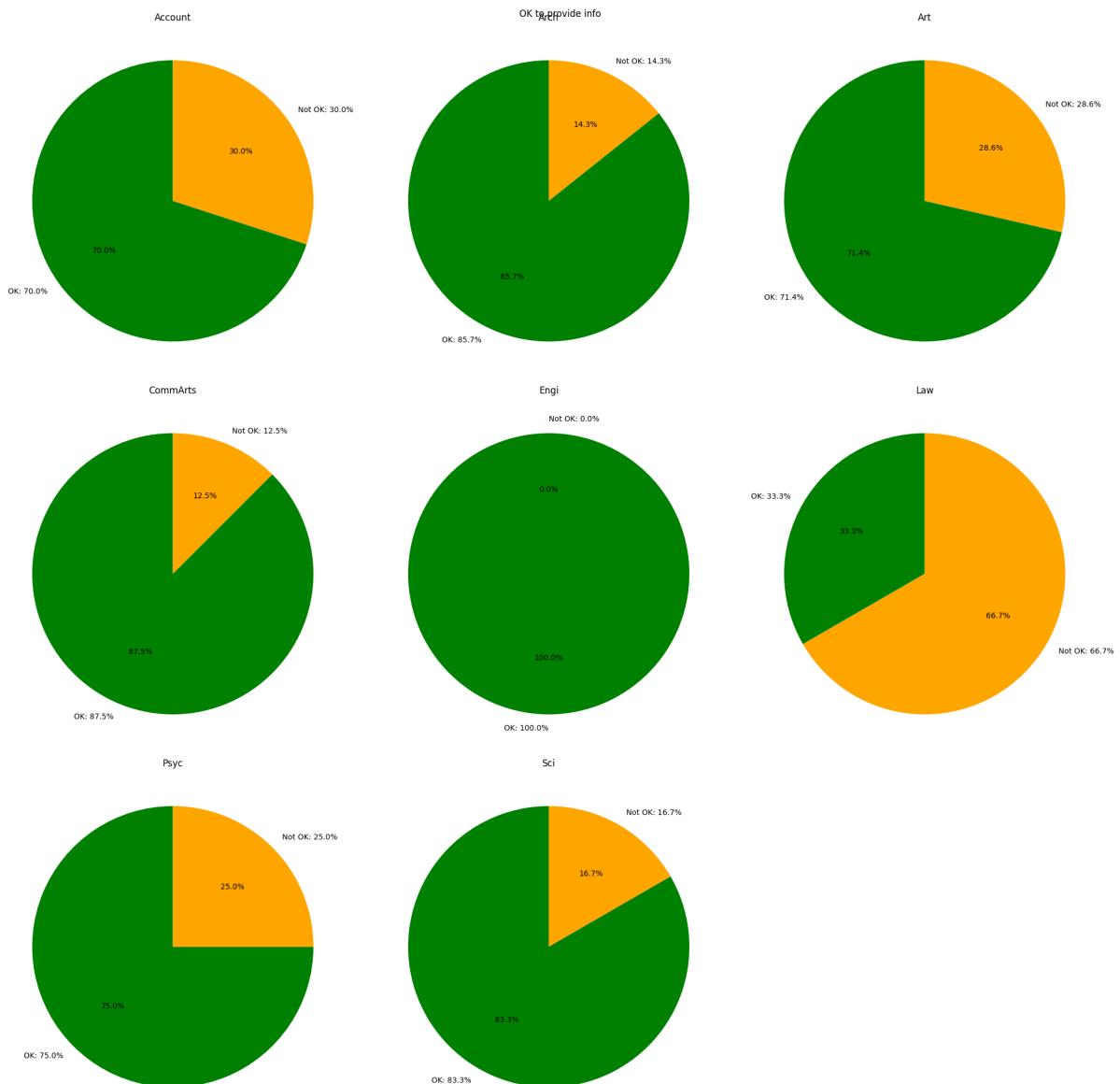


## 2.8 Willingness to Share Information on Profiles

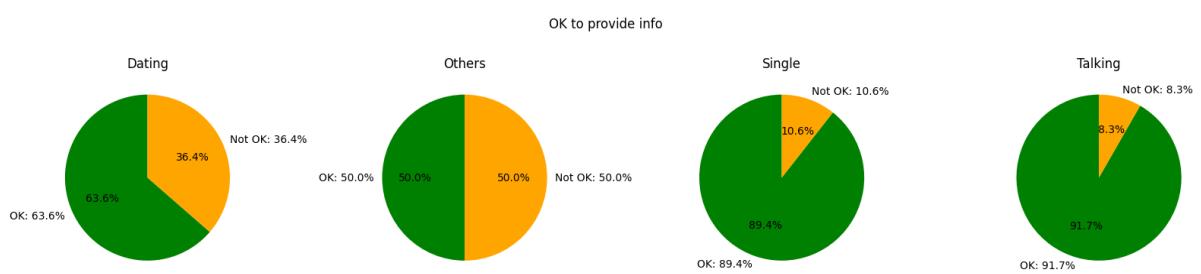
### By Gender



### By Faculty



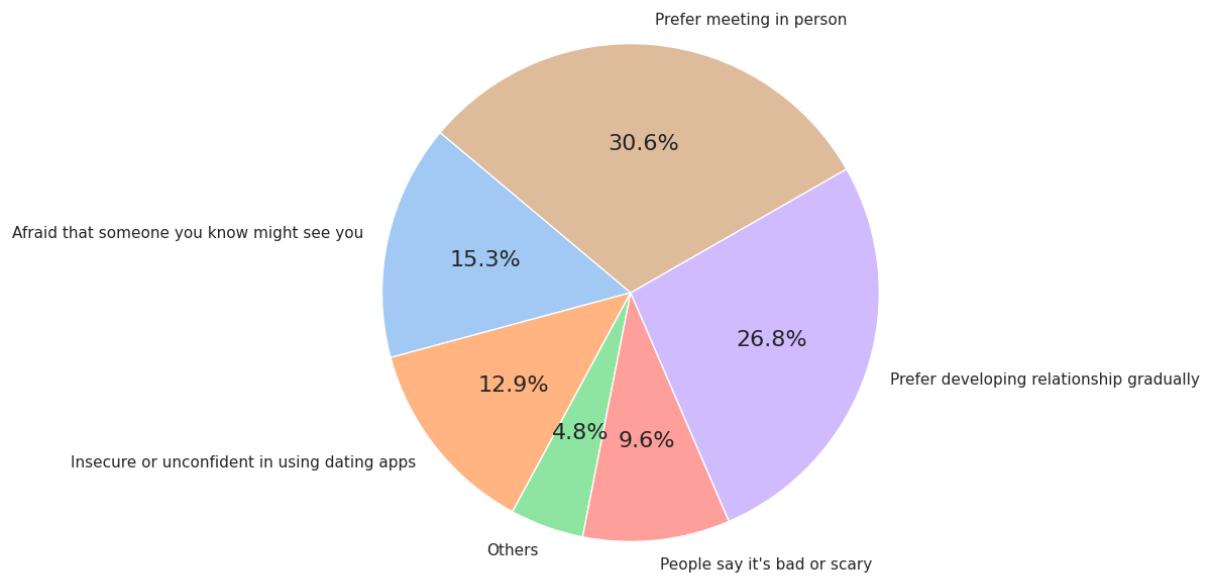
## By Relationship Status



## 3. Reasons for Not Using Dating Apps

### 3.1 Overall

Overall Distribution of Reasons for Never Using (as Percentages)

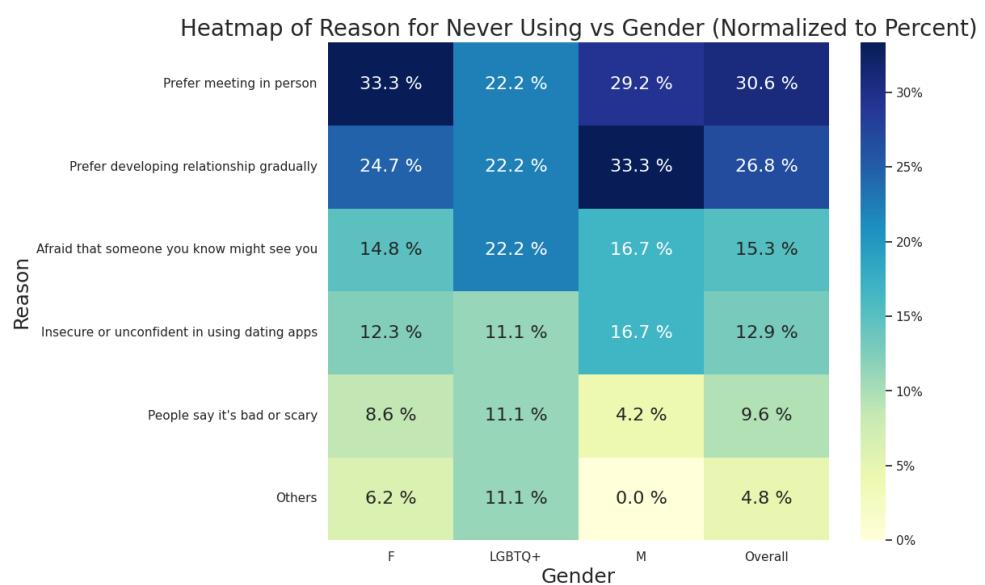


The primary reasons for not using dating apps are 'Prefer meeting in person' and 'Prefer developing relationships gradually,' which together account for nearly 60% of the responses. This indicates that Chula students favor a more natural approach to dating.

## 3.2 Analysis by Demographics

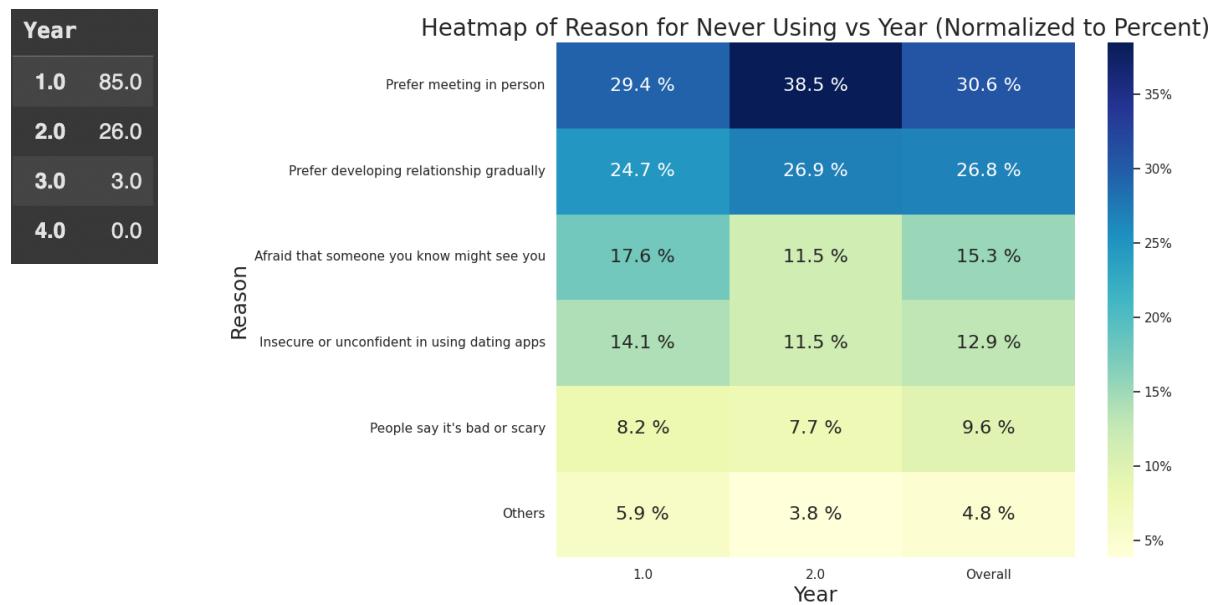
### Gender Distribution

Gender	
F	81.0
LGBTQ+	9.0
M	24.0



Note: The LGBTQ+ group in this dataset comprises only nine individuals, which may limit the conclusiveness of any derived insights.

## Academic Year



Top reason: Prefer meeting in person (29-39%)

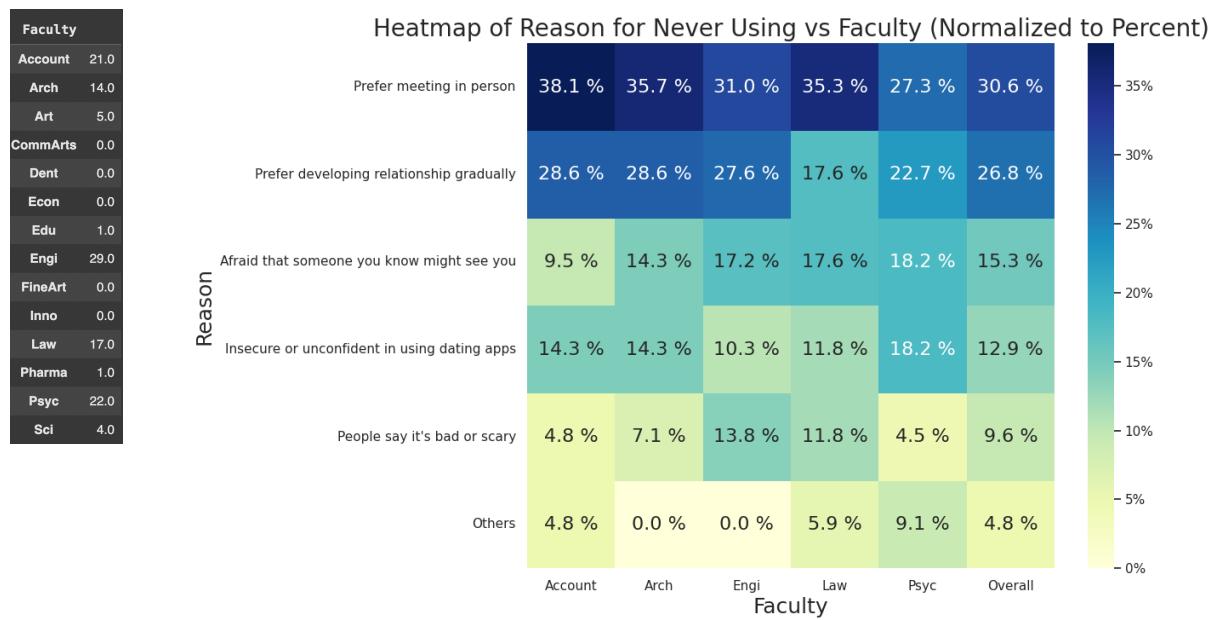
Second: Prefer gradual relationship development (25-27%)

Other reasons: Fear of being seen, insecurity, negative perceptions

Percentages remain fairly consistent across academic years

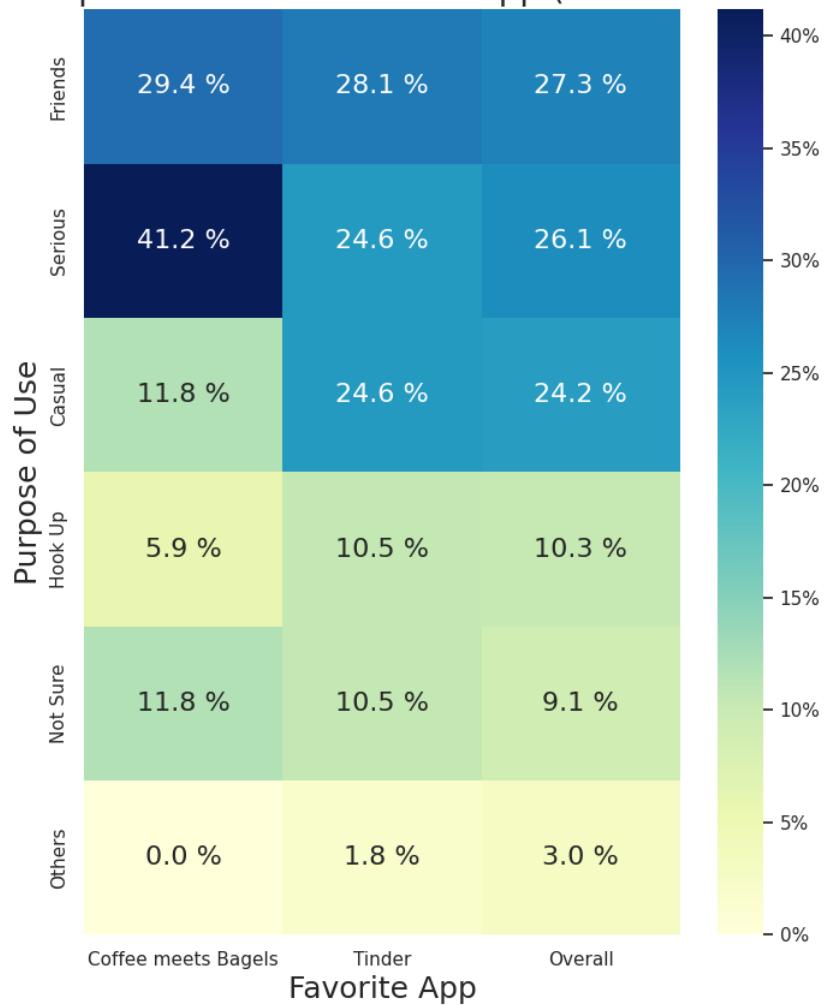
Note: Year 3 and year 4 has too little data to be relevant so they are not included in the chart

## Faculty Breakdown



Note: We included only the faculties with more than 10 data points in the chart.

Heatmap of Purpose of Use vs Favorite App (Normalized to Percent)

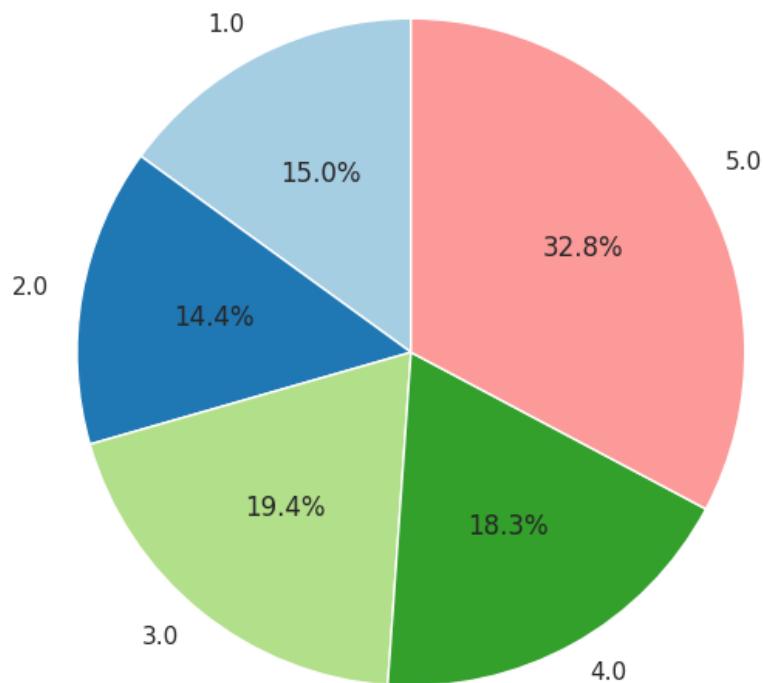


Most users of CMB (Coffee Meets Bagel) primarily use the app for serious relationships. In contrast, Tinder exhibits a more evenly distributed usage among friends, casual, and serious interactions. This observation aligns with the perception that Tinder does not effectively differentiate between its users.

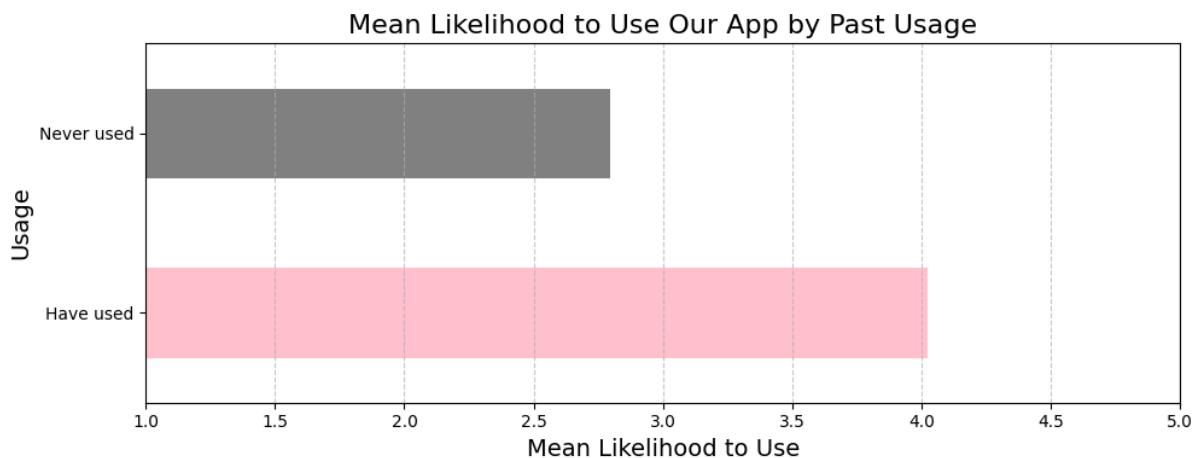
## 4.2 Likelihood of Using Our App

Our analysis of the likelihood of using dating apps reveals interesting patterns across different demographics:

### Pie Chart of Likelihood to Use Scores

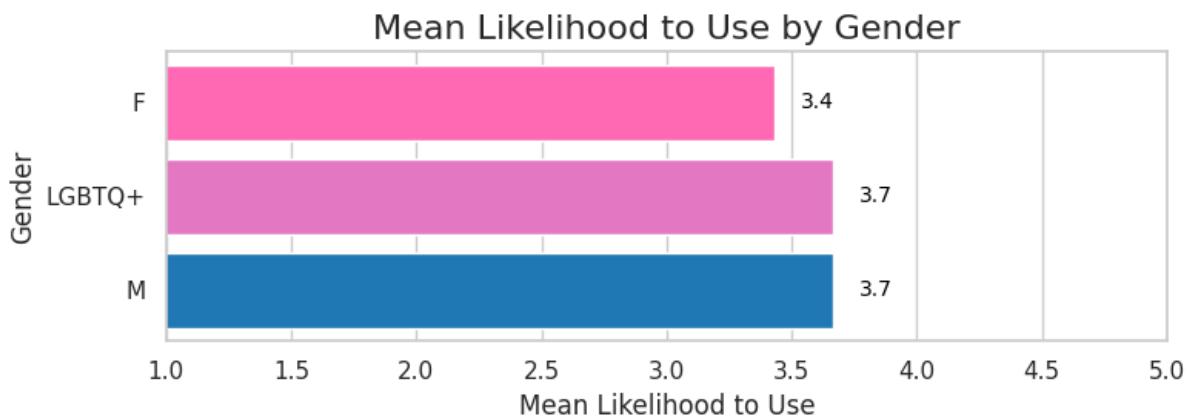


## By Previous Usage



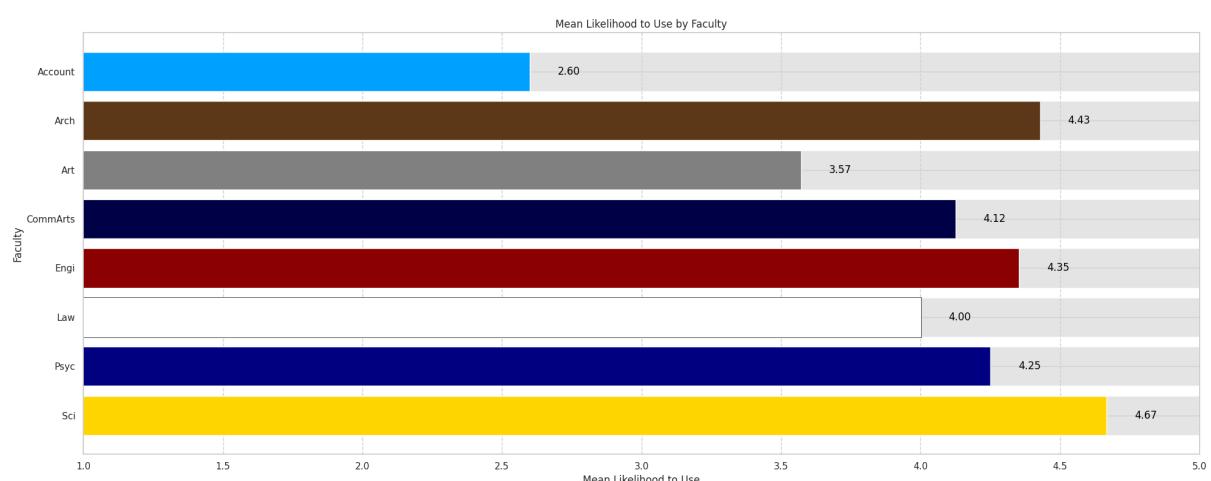
Users who have previously used dating apps are significantly more likely to use them again in the future. This suggests that past experience with these platforms often leads to continued engagement.

## By Gender



There appears to be a gender disparity in dating app usage likelihood. Male students show a slightly higher propensity to use these apps compared to female students. This could be due to various factors such as differing social expectations or comfort levels with online dating.

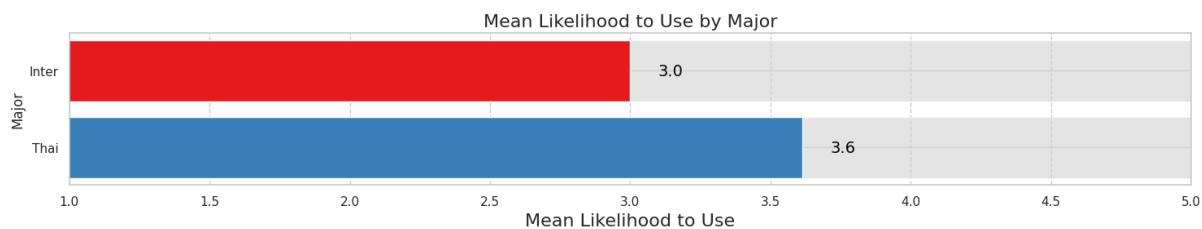
## By Faculty



The top three faculties most likely to use our app are:

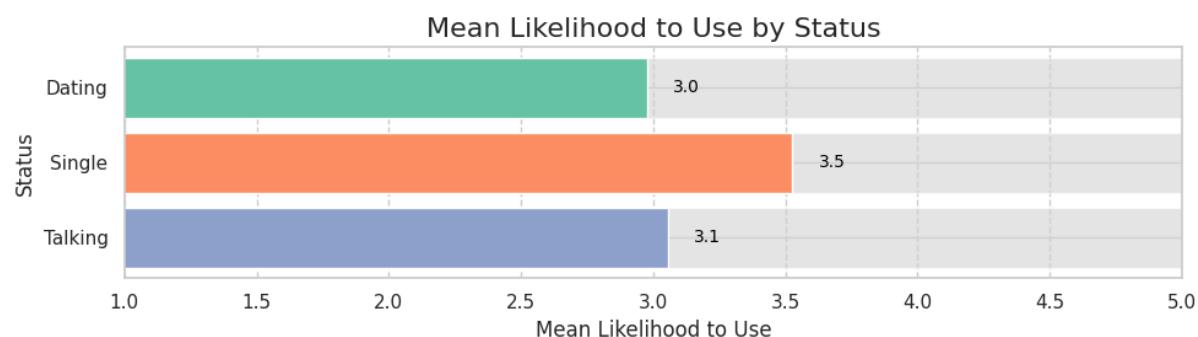
1. Science
2. Architecture
3. Engineering

## By Major



There's a noticeable difference in dating app usage likelihood between Thai and International program students. This could be attributed to cultural differences, exposure to diverse dating practices, or varying social integration needs.

## By Relationship Status



As expected, relationship status significantly influences the likelihood of using dating apps. Single students are more likely to use these platforms, while those in relationships show lower usage likelihood. However, the presence of some partnered users suggests that dating apps may serve purposes beyond just finding romantic partners.