

Innovation Exercise:

1. Select a product, service, or process that you wish to innovate. This can be something from your work, from a hobby, or just something around the house. You will use this for all the exercises in this course.

I have had this idea of a virtual dating simulator for about 2 years now. My inspiration was one of the episodes from a tv series called Black Mirror. Hence, I am choosing the virtual dating simulator as a product I wish to innovate.

2. Do a quick study of this product, service, or process.
 - a. Search it with Google

I have searched about this on Google and the closest alternatives I found are Tinder & Facebook Dating. Though these apps utilize a bit of Artificial Intelligence, they mainly depend on the preferences submitted the user and hence recommendations are made only by matching the explicit information available. However, the virtual dating simulator idea relies largely on Artificial Intelligence to make recommendations.

- b. Read about it on sites like Wikipedia

Wikipedia mentions that lately Tinder has lost a lot of user base for reported safety issues and for lacking the real dating experience. At the same time, Facebook Dating has been introduced which has advanced features like spam protection and data security. This can be considered as the initial phase for more advanced Virtual Dating simulators in future.

- c. Try to learn the following:
 - i. Who invented or created it?

Condé Nast Entertainment and Facebook partnered together to bring up the idea of a dating simulator. The simulator creates a photo-scanned realistic version of the person and introduce them into digital space so that they can experience dating in virtual reality

- ii. How has it evolved over time?

Tinder was one of the first apps to introduce online dating. The app uses preferences and interests set by users to match people together. Facebook Dating has been recently introduced which is more secure and has a better recommendation system. It has a default spam detection mechanism where people with fake profiles are detected and banned. Facebook has also partnered with an

entertainment company to add more intelligent features to the Facebook Dating concept.

- iii. What have been the major innovations?

The show “[Virtually Dating](#),” a partnership between Condé Nast Entertainment and Facebook, follows couples who are photo-scanned to get a photo-realistic version of themselves and date in virtual reality.