

troov

# Promoting Safety on Friendship/Dating App



Activity based social platform.

**Team CCCC**

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# Agenda

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1 Introduction

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2 Initial Research

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3 Design Process

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4 Hi-Fi Prototype

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5 Evaluation & Validation

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6 Conclusion

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Friendship/Dating App Safety

# Introduction

Problem Background and Process Overview



## Problem Statement

How can we foster a **safe environment** on Troov, a meet-up app, to promote **authentic and meaningful** in-person connections?

# Goals

## Safe Environment

Making users feel safe before, during, and after a one-on-one, in-person interaction is crucial.

## Authentic and meaningful in-person connections

This activity-based app should promote **intentional connections for young adults** – our primary users.

## Feasibility for Troov's team to incorporate

Since Troov is a start up with limited manpower and resources, our ideas must be feasible and concrete for future implementation

# Problem Space

## DMAs continue to rise in popularity

As of 2023, 30% of Americans have used dating apps or sites [1].

## User dissatisfaction is increasing

45% of DMA (Dating/Meetup apps) users feel more frustrated [3].

Most daters say dating is harder than before COVID-19 pandemic [3].

## Safety is becoming a more visible issue

Trust in online dating safety drops to 48% for Americans (down 5% since 2019) [1].

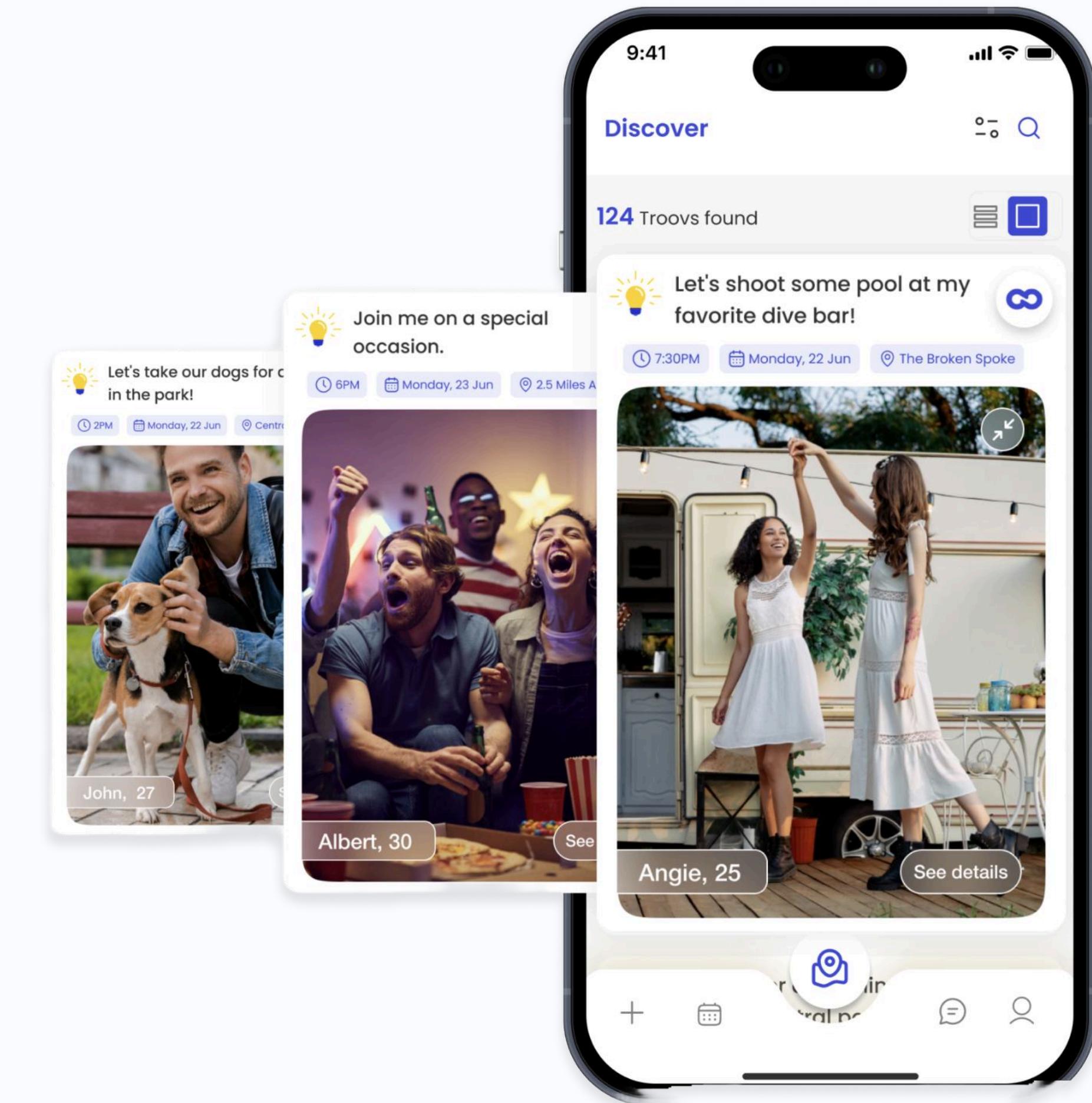
More than 33% female respondents report online-dating associated sexual assaults [4].

# What is Troov?

Troov is a dating and meet-up app (DMA) fostering genuine connections via activity-based interactions.

Troov mitigates the common DMA frustrations by **connecting users over shared interests** in a one-on-one in-person setting.

The first version of the app launched in early December 2024.



Friendship/Dating App Safety

# Initial Research

Research Methods and Design Requirements



# Our Design Process



# Initial Research Activities

## Survey

The survey allowed for a large sample size of many DMA experiences users from the target demographic and interview recruitment.

## Competitive analysis

Diving deeper into Tinder, Bumble, Coffee Meets Bagel, Meetup, and other similar DMAs' functionality and safety features to identify market needs and potential for Troov.

## Literature Review

We synthesized research on the psychology of relationships and how DMA experiences shape positive and negative outcomes.

## Semi-structured interviews

We conducted interviews to understand the safety issues DMA users commonly face.

## App walkthrough

Our team identified pain points within the app to gain familiarity with Troov's flow.

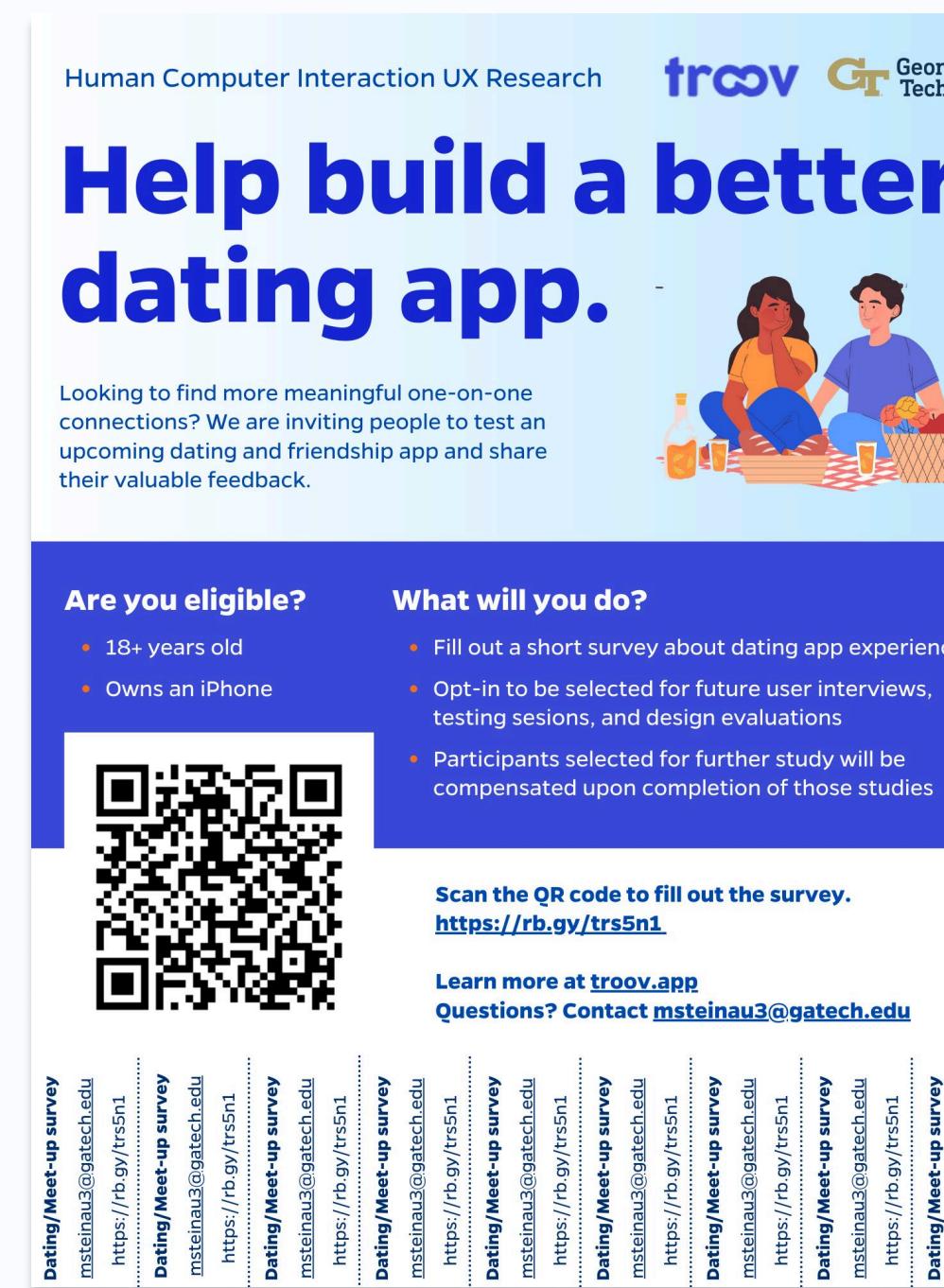
## User feedback sessions

Think aloud sessions with Troov's beta version helped identify usability issues with the UI.

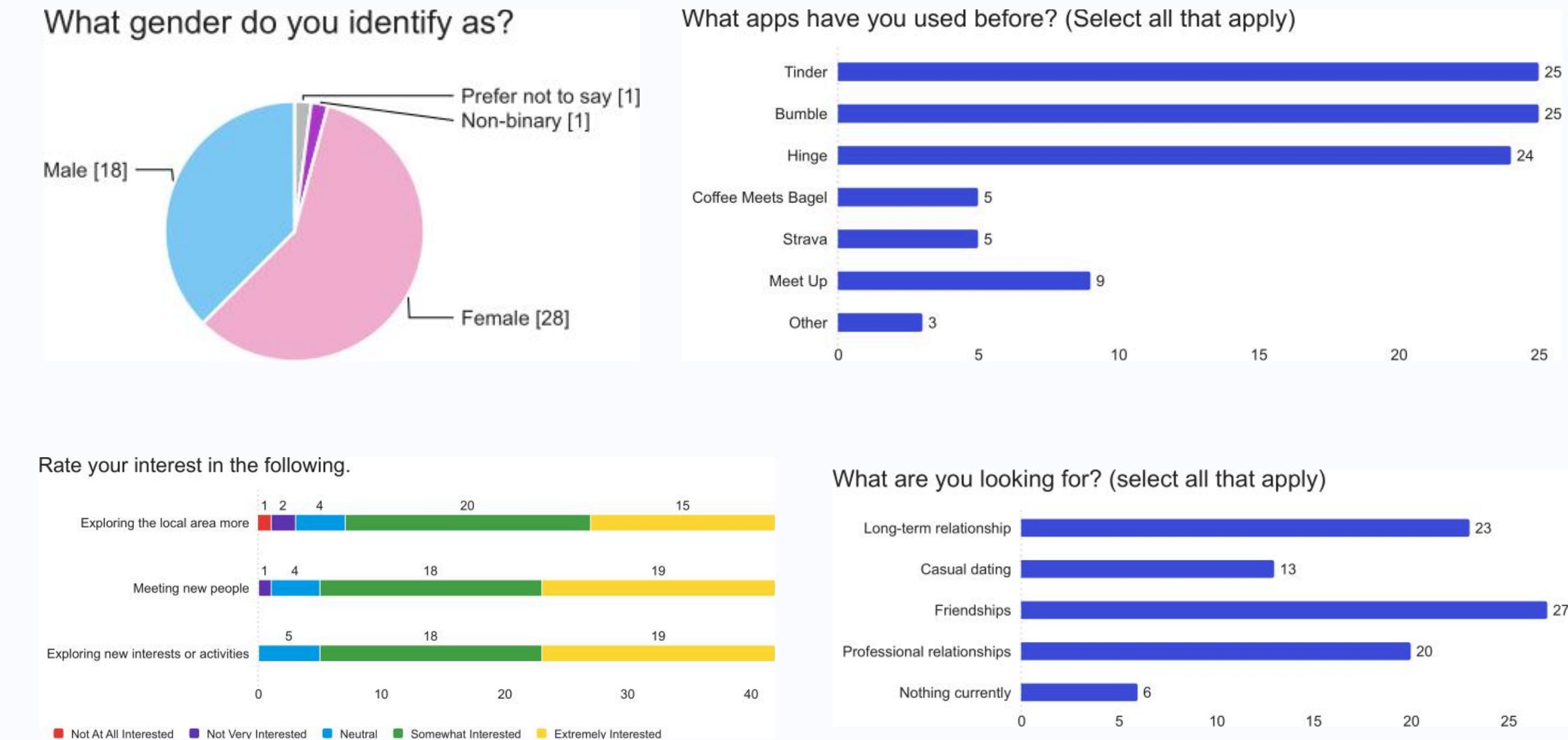
# Initial Research

## Survey

**Goal:** Understand general DMA usage and broad goals, as well as broadly review safety practices and attitudes. Also recruited for interviews based on demographics and response quality.



Recruitment Flyer posted around campus

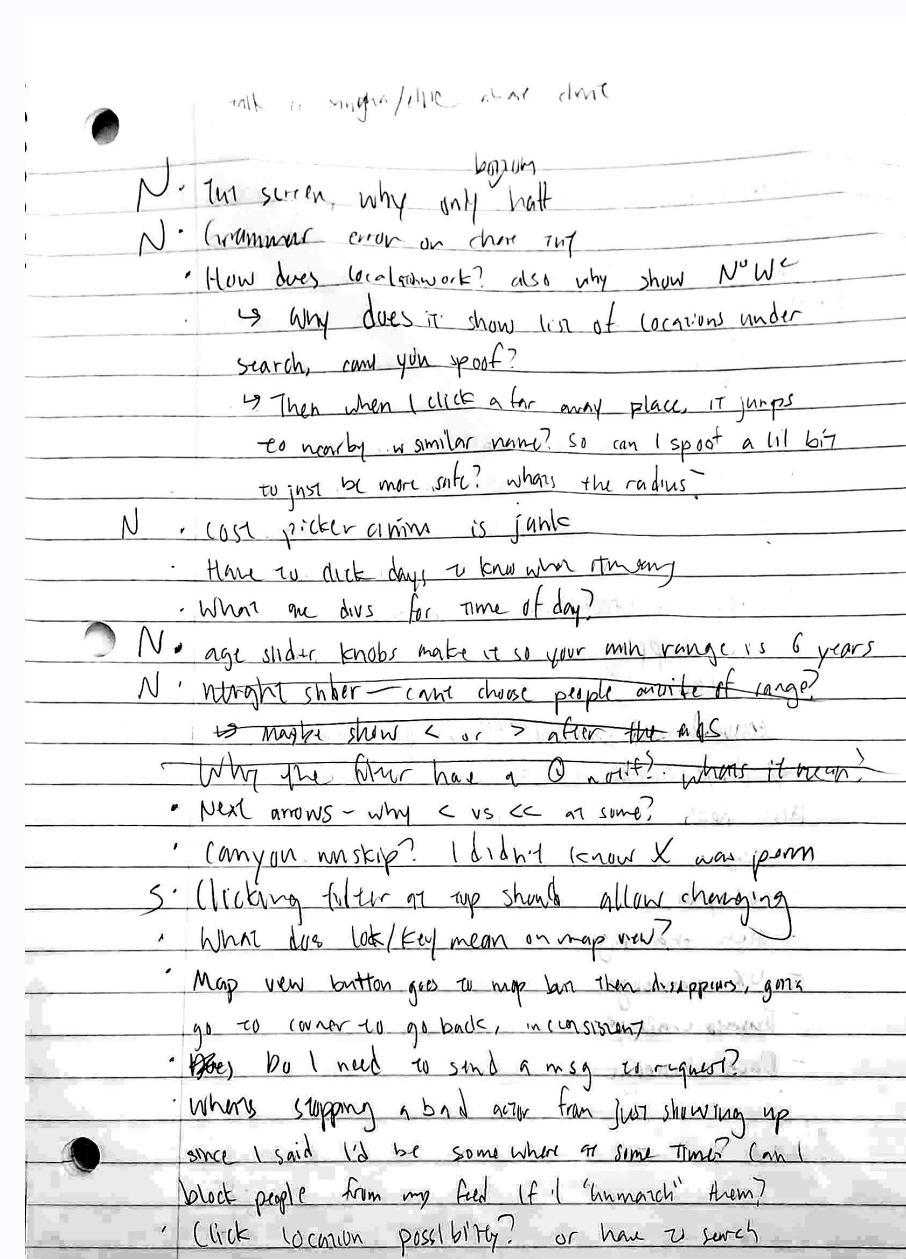


Data Analysis from Qualtrics

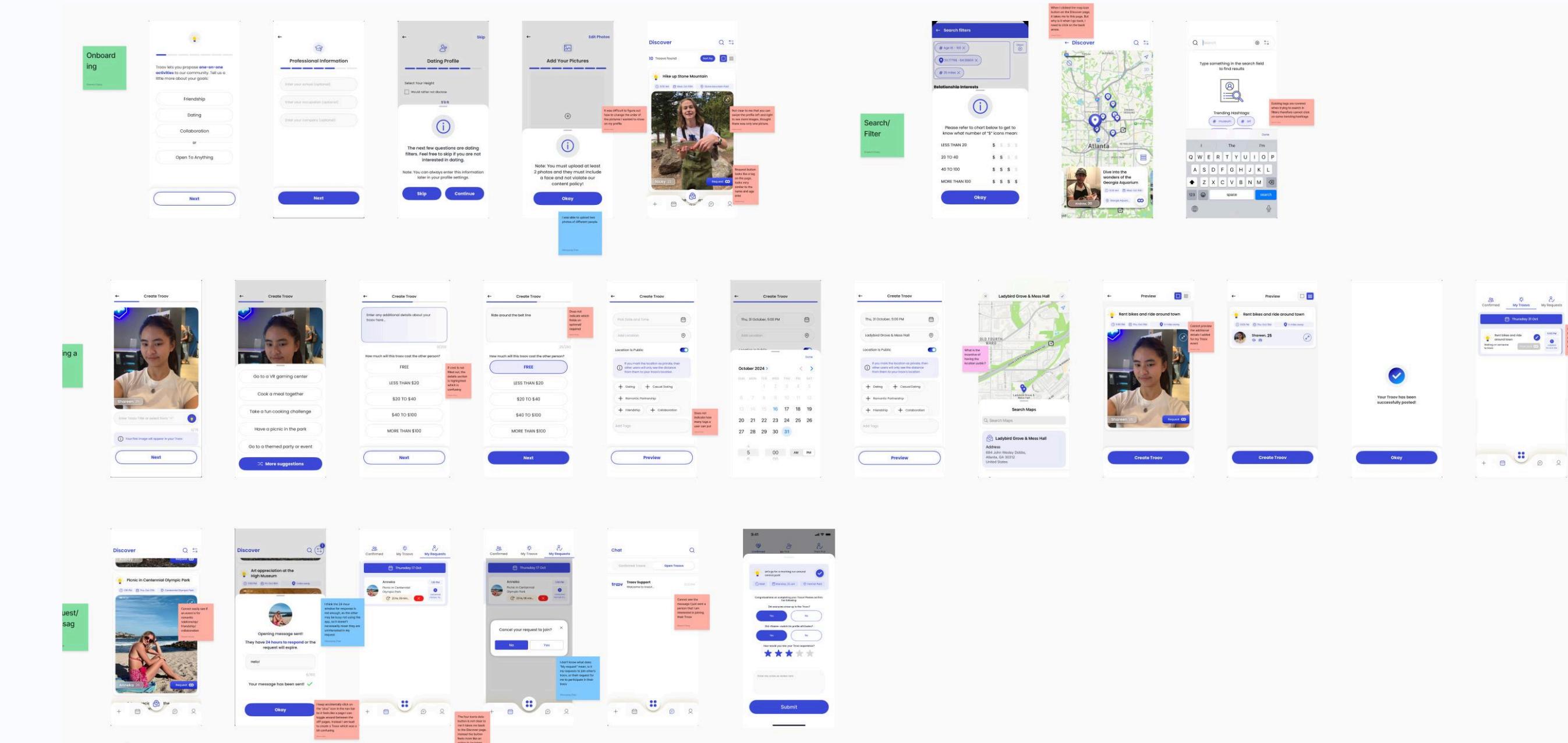
# Initial Research

## App Walkthrough

Goal: Understand user journey and common flows through task-based analysis. Identify pain-points within usability and information architecture.



Session Notes

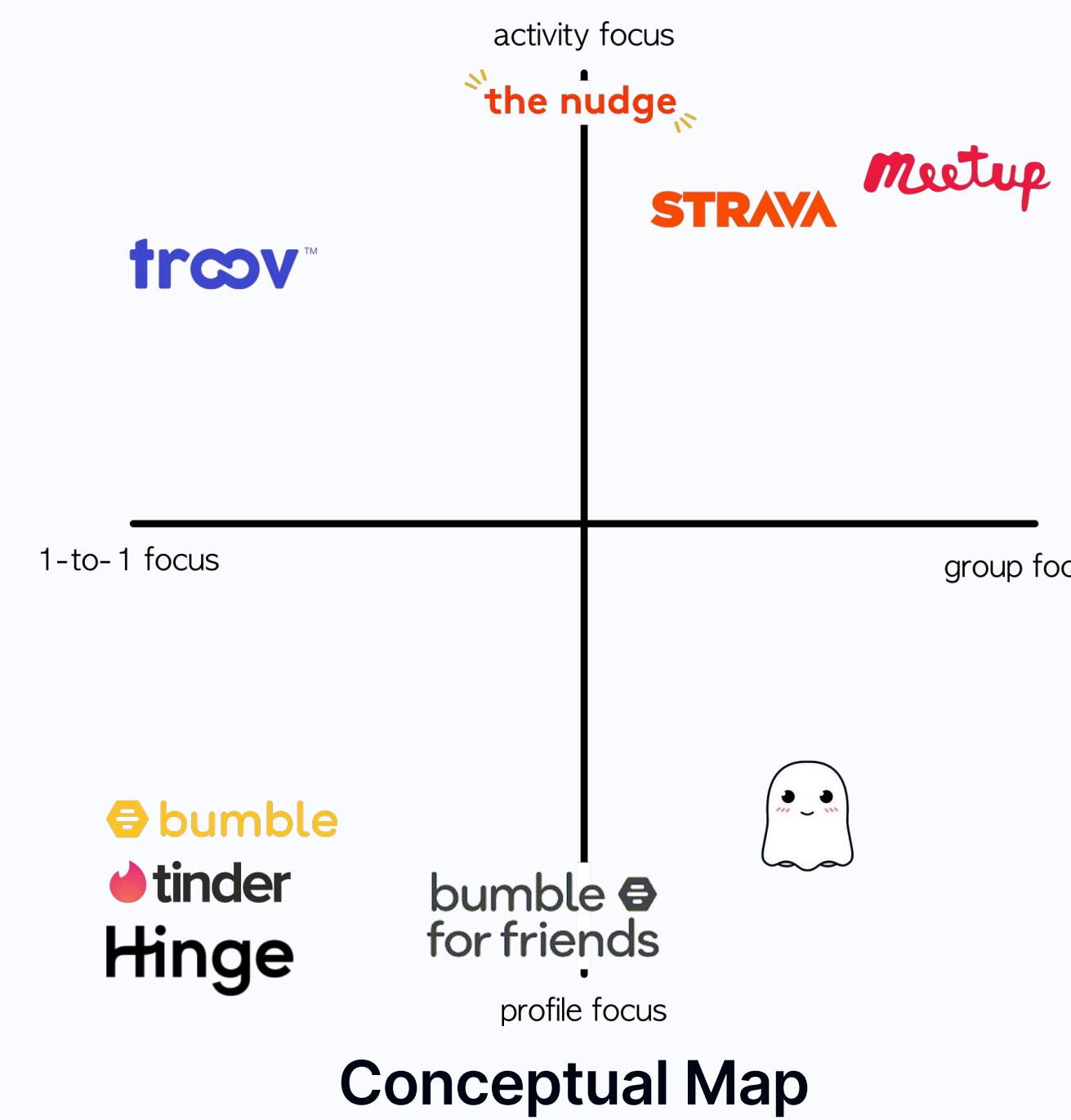


Synthesized Notes for Specific Screens

## Initial Research

## Competitive Analysis

Goal: Compare, contrast, and understand safety priorities and features of similar DMAs to inform decisions and safety priorities for Troov's in-app safety features.



Shows Troov is uniquely positioned in its own market.

	Troov	Tinder	Coffee Meets Bagel	Bumble	Bumble BFF	Boo	Meetup	The Nudge
Photo/Other Verification	✗	✓	✓	✓	✓	✓	✗	✗
In-app Messaging	✓	✓	✓	✓	✓	✓	✓	N/A
Blocking/Reporting	✓	✓	✓	✓	✓	✓	✓	N/A
Video Chat	✗	✓	✓	✓	✓	✗	✗	N/A
Control of Location Visibility	✓	✗	✓	✓	✓	✓	✓	N/A
Emergency Panic button	✗	✓	✗	✓	✗	✗	✗	N/A
One-on-One and Group	✗	✗	✗	✗	✓	✓	✗	✓
Matching Restrictions	✗	✓	✓	✓	✓	✓	✗	N/A
AI-based Message Monitoring	✓	✓	✗	✓	✓	✗	✗	N/A

### Safety Features Comparison

Compared 7 other popular DMAs against Troov to see what features others are doing and doing well.

# Initial Research

## Semi-structured Interviews

**Goal:** Develop rich insights into the context and motivations behind specific actions and behaviors, specifically related to safety practices.



Dovetail + Notes

Affinity Mapping

# Initial Research

## Structured Feedback Session

Goal: Gauge initial attitudes, clarify terminology, identify pain-points, rank desires, and assess initial usability of existing Troov features and flow.

The image displays four wireframes from the Troov Design Feedback session, each showing a mobile phone screen with various user feedback cards:

- Troov Design Feedback - Discover:** Shows a 'Discover' screen with a list of Troovs and a detailed view of one. The detailed view includes sections for Likes, Dislikes/Confusions, Wants, and Insights, each containing multiple user comments.
- Troov Design Feedback - Confirmed:** Shows a 'Confirmed' screen with a list of Troovs and a detailed view of one. The detailed view includes sections for Likes, Dislikes/Confusions, and Wants, each containing multiple user comments.
- Troov Design Feedback - My Troovs:** Shows a 'My Troovs' screen with a list of Troovs and a detailed view of one. The detailed view includes a section for Wants, containing multiple user comments.
- Troov Design Feedback - Reporting:** Shows a 'Report User' screen with a list of reporting categories: Report User, Report Profile, Report or Abusive behaviour, Inappropriate content, Spam or scam, and Underage.

## Initial Research Findings & Insights

1. Users grow **distrustful** of a platform when repeatedly exposed to unsolicited or inauthentic content.
2. Users carefully curate their personal information online **to protect their identities**.
3. Users will only meet up in-person if they have multiple **guarantees of their physical safety** at every stage of the meetup.
4. Users highly value information about a potential match from **trusted circles** or external parties.
5. Users feel safer when a match is **similar to them** in identity, interests, or goals.
6. Users appreciate **intentionality** and genuine empathy in their matches.
7. Users want to know how people **behave in real life**, outside of apps.

# Design Requirements

- DR1 Promote Intentionality** – Prevent wasted effort by promoting sincere efforts to understand others.
- DR2 Validate Identity** – Verify physical appearance, occupation, or identity.
- DR3 Prioritize Consent** – Always ask for consent before sharing identifiable information.
- DR4 Suggest Caution** – Provide real-time safety recommendations and reminders to ensure the details of planning and engaging in the event prioritize safety.
- DR5 Provide Contingencies** – Know when users are going on in-person events and offer features to discreetly notify external emergency contacts at any point.
- DR6 Represent Character** – Allow profile to reflect someone's personality across various social contexts, providing a holistic representation of their character.

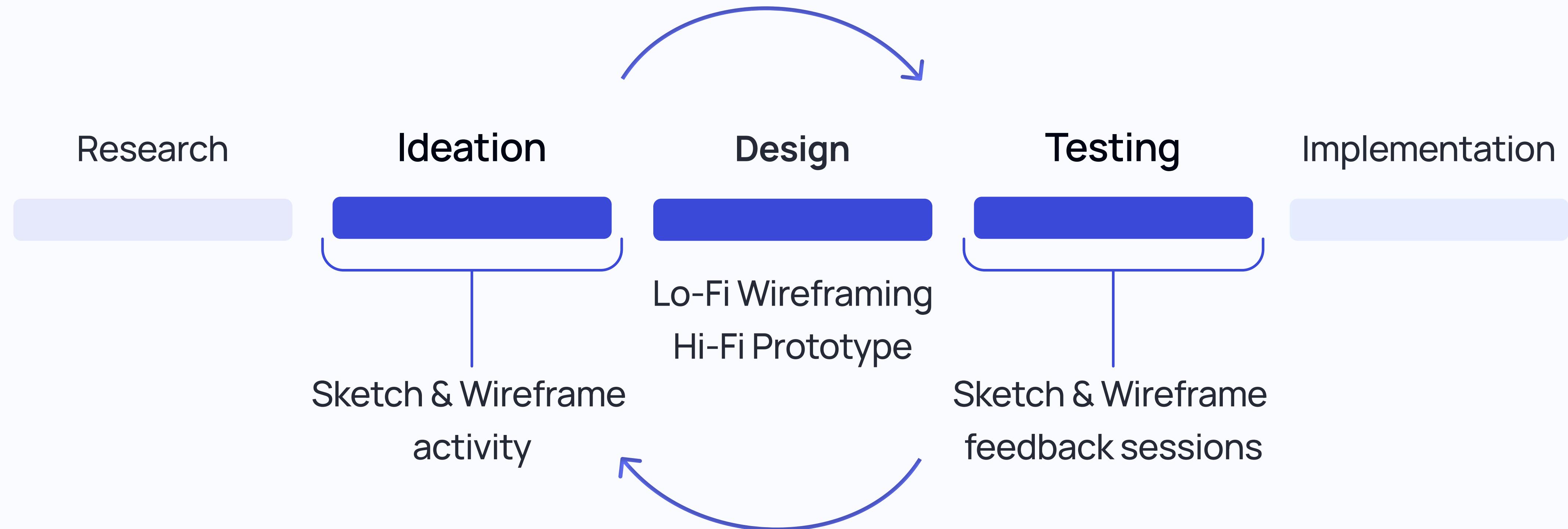
Friendship/Dating App Safety

# Design Process

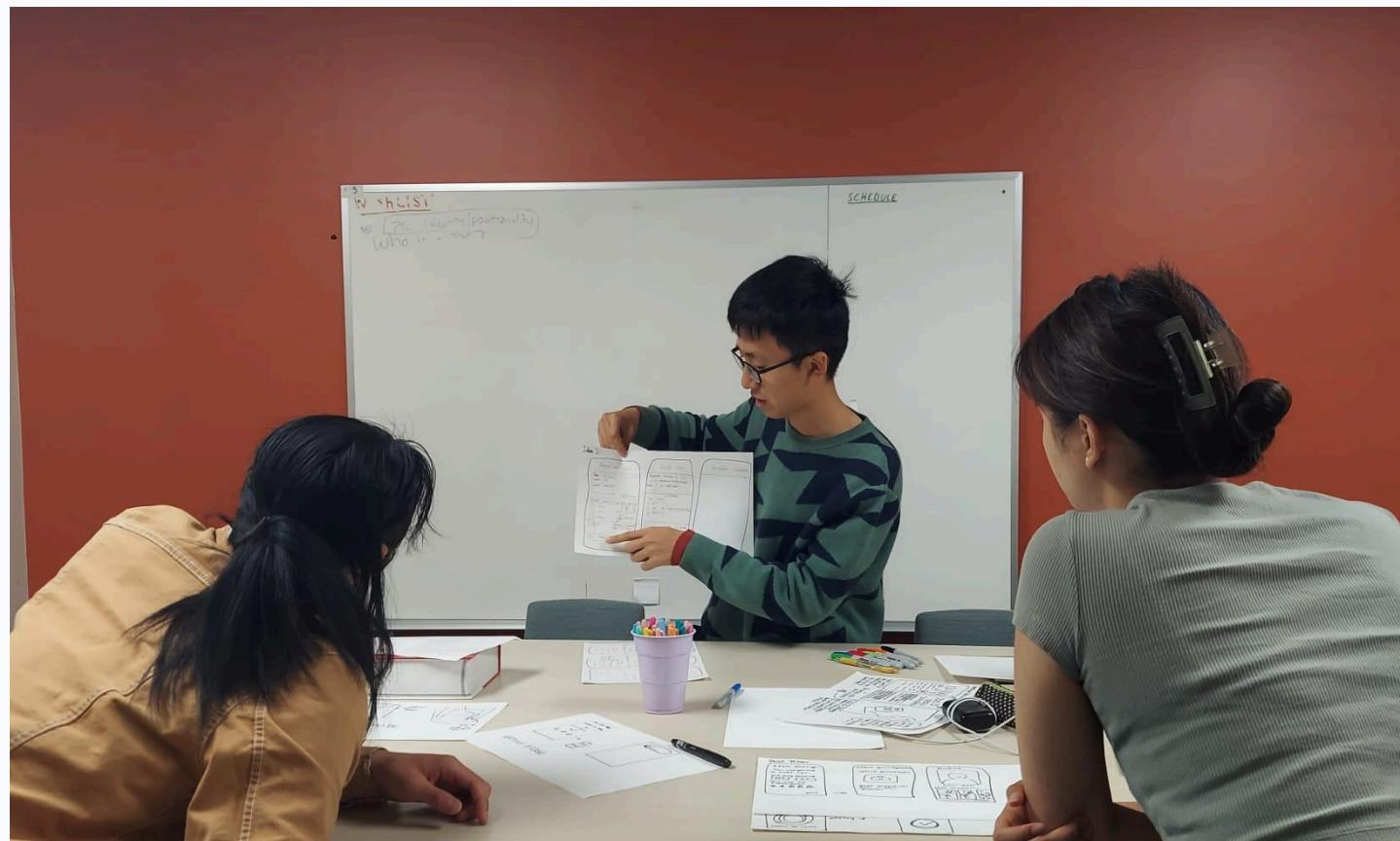
Iterative Process of Design and Feedback



# Our Design Process



# Ideation



## 5 min brainstorming sketches

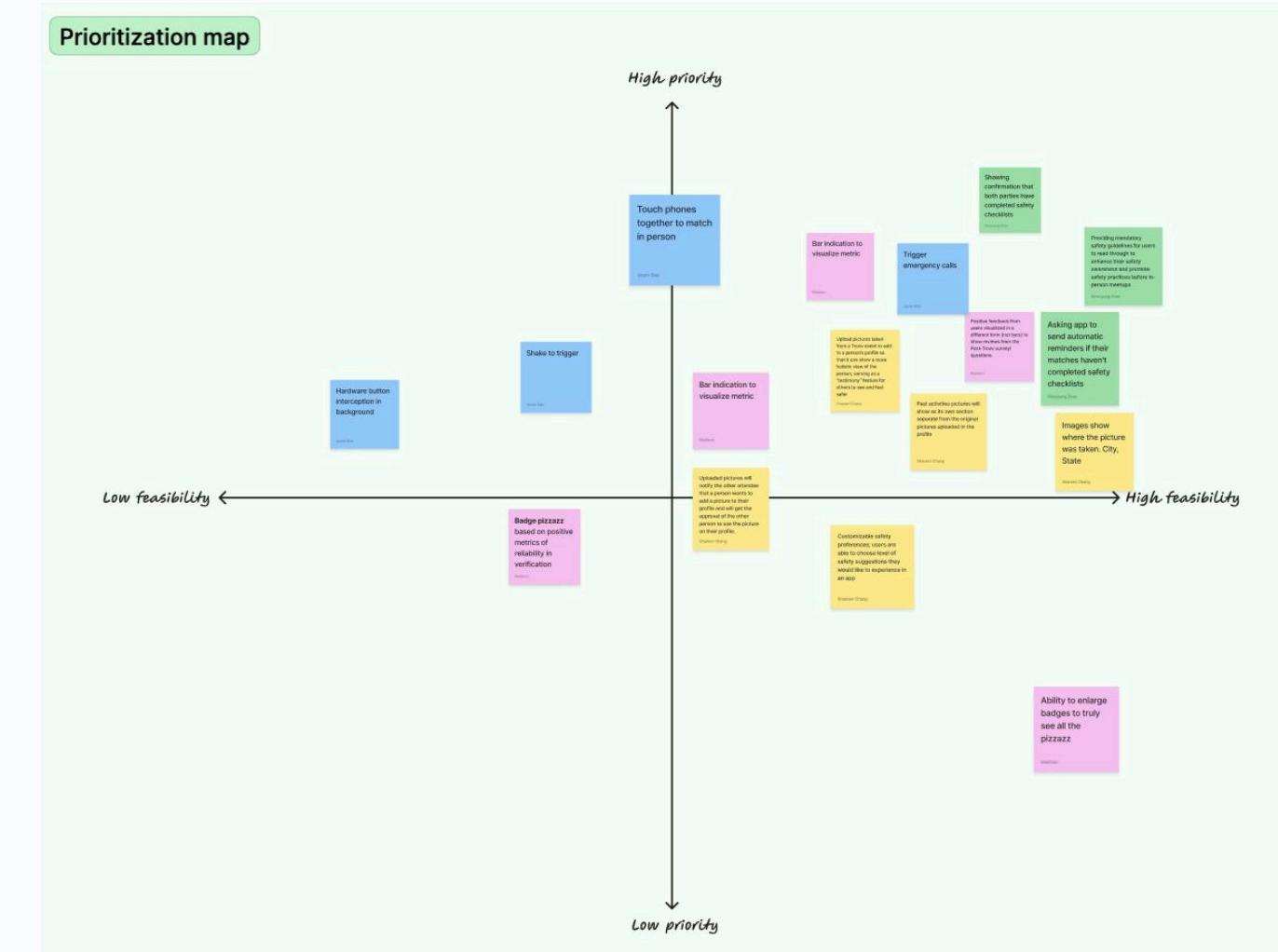
Each team member sketched 2 concepts within 5 mins with a sharpie on paper.

[Link to Ideation process and additional info.](#)



## Labeling, Sorting, and Voting

After labeling and sorting we came up with 4 primary stages in our designs: Matching Phase, Before Troov, During Troov, and After Troov

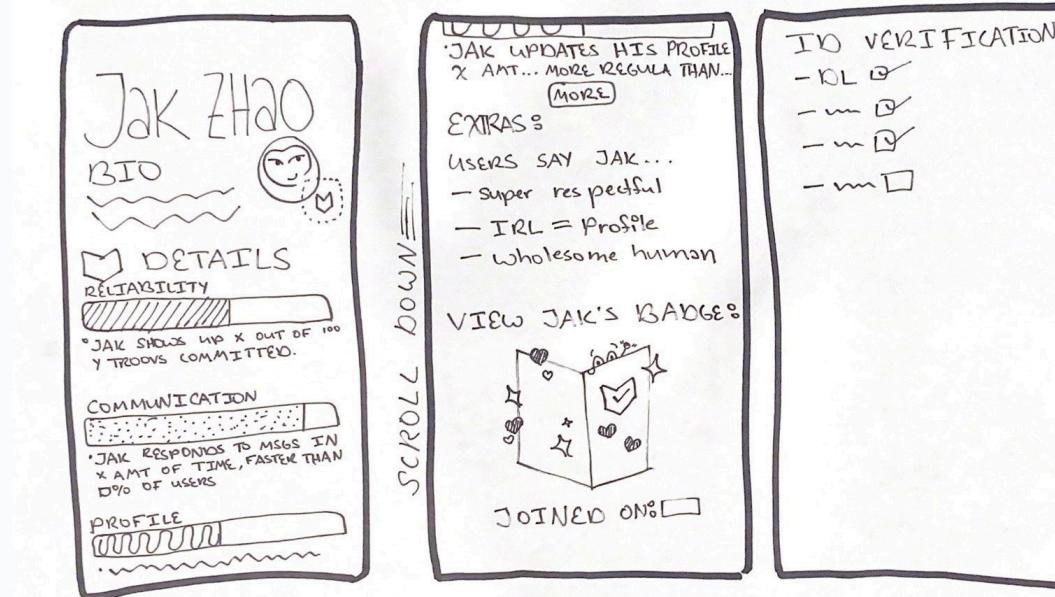


## SWOT Analysis & Prioritization Matrix

These activities helped us consider each feature within our ideas' feasibility, desirability, and overall fit with the existing app.

# 1. Matching Phase

## Concept Sketches

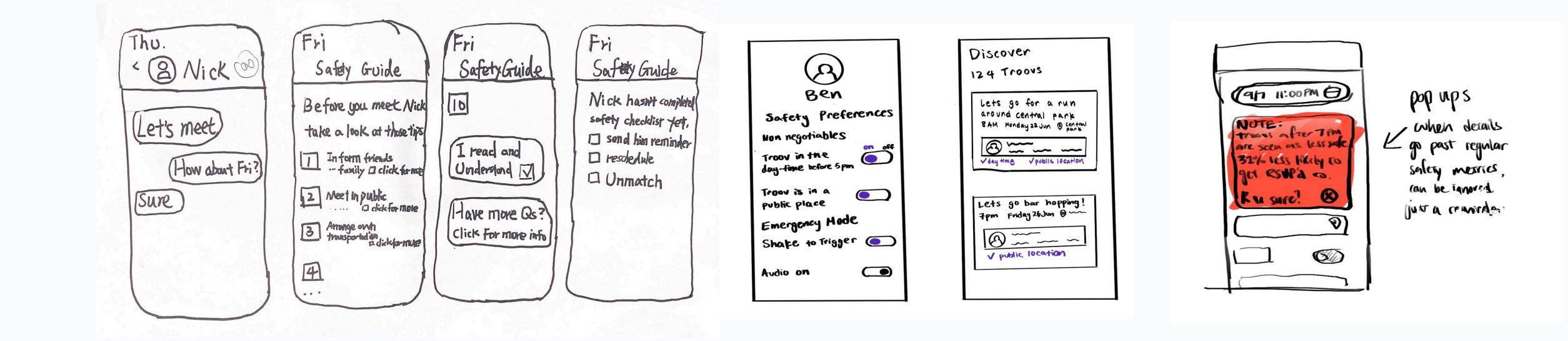


1. Matching Phase

DR1

DR2

DR7

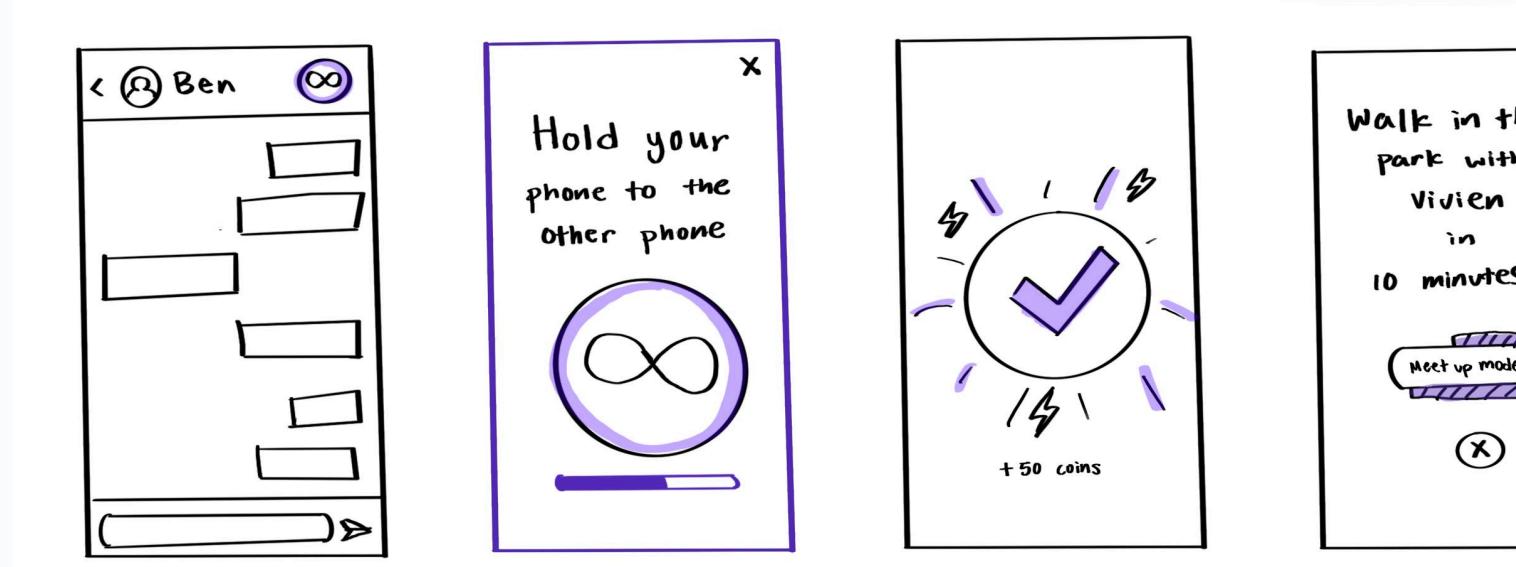


2. Before Troov

DR4

DR5

DR6



3. During Troov

DR2

DR6



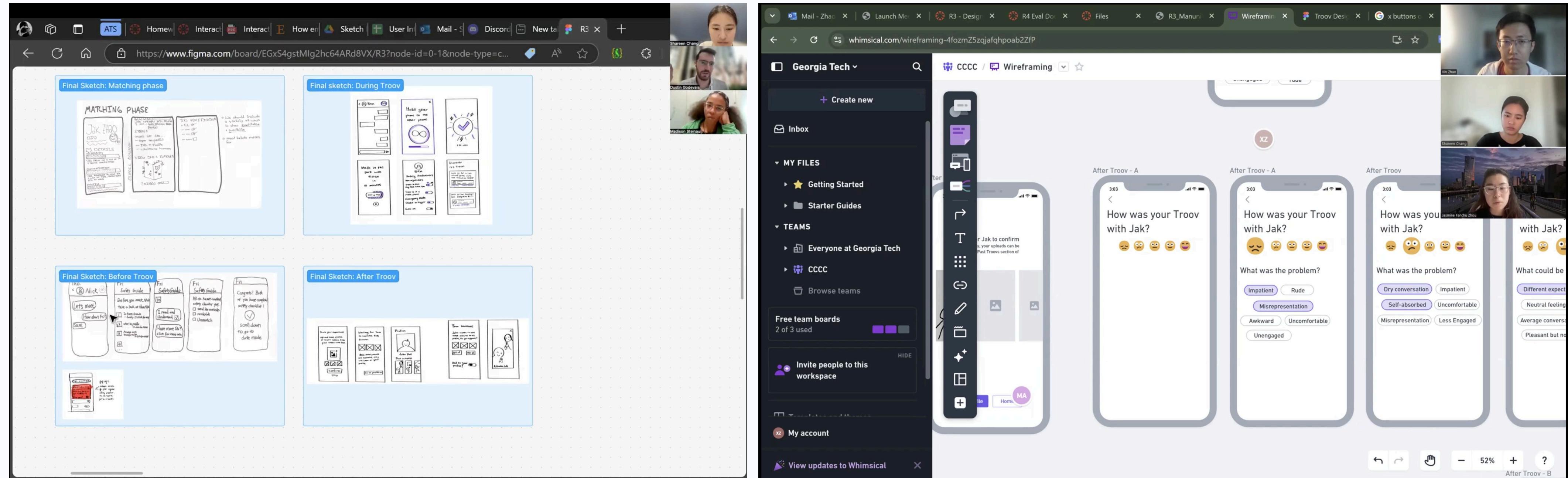
4. After Troov

DR1

DR3

[Link to initial sketches and brainstorming ideation.](#)

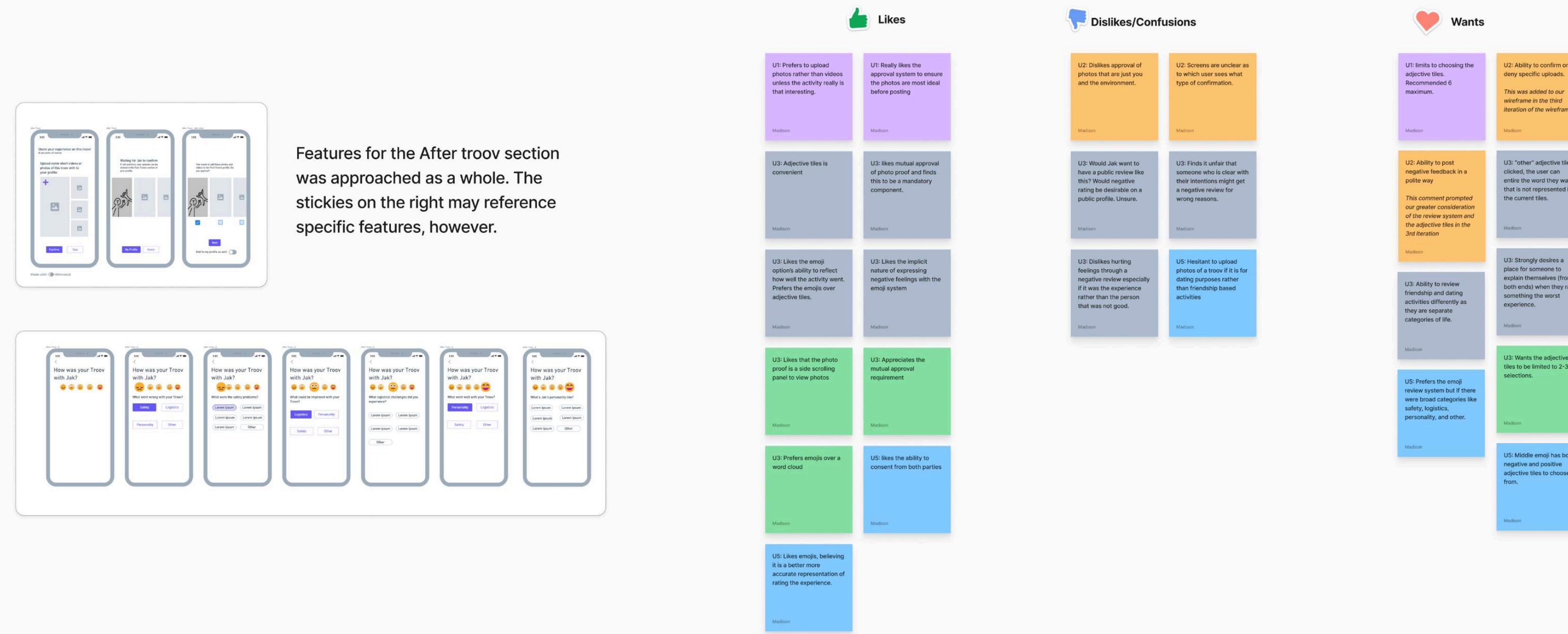
# Sketch + Wireframe Feedback Sessions



- Sketch: Online (4), Wireframes: Online (5); In-person (1)
- Encouraging participants to share their thoughts aloud.
- Questions explored perceived benefits, concerns, use cases, and detailed feedback on the intuitiveness, accessibility, and functionality of features.

[Link to feedback session script.](#)

# Sketch + Wireframe Analysis



For both the sketch and wireframe sessions, we analyzed the notes by likes, dislikes confusions, wants, generating insights into design implications for the hifi prototype.

# Implications for Hi-Fi prototype

## Matching Phase

- Clarify distinction between general profile and safety-relevant user information
- Display accurate bar metrics (show numbers of evaluators per rating tag)

## Before Troov

- Make the guide optional and offer actions (e.g., ride booking)
- Suggest respect and etiquette considerations
- Offer additional details for each safety tip for clarification

## During Troov

- Make navigation to NFC confirmation screen clearer.
- Add a field for no-show users to explain their absence

## After Troov

- Refine reviews by offering an option to select multiple traits.
- Include positive and negative rating tags to provide balanced feedback
- Enable users to respond to negative ratings with their side of the story

Friendship/Dating App Safety

# Hi-Fi Prototype

Interactive Prototype in the Existing Design System



## HOME/DISCOVER

# Discover & Troov Details

### Filter

Filter Troovs based on intentionality stats.

### Verified Badge

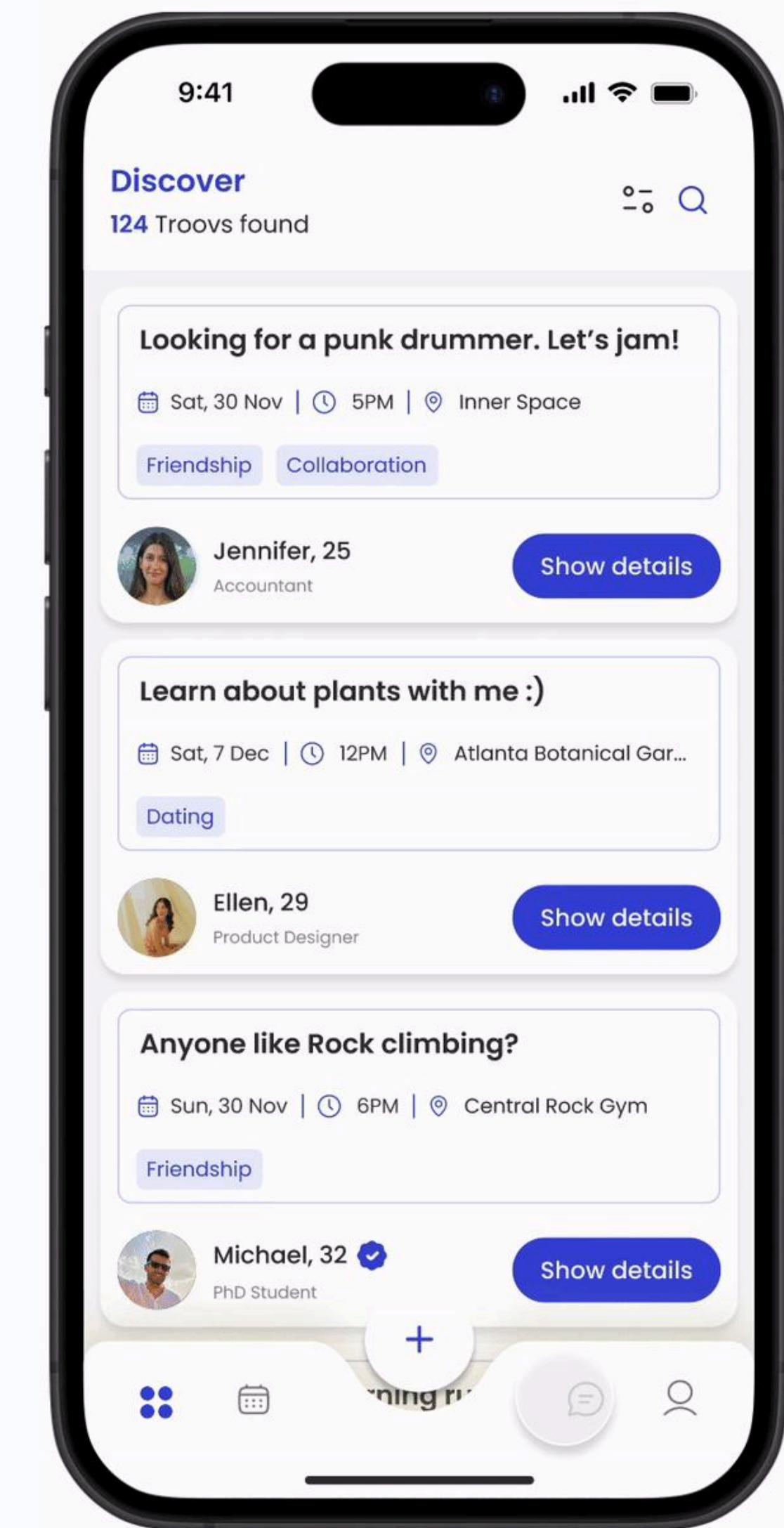
Easily observe which profiles are verified.

### Details

Includes a longer description, estimated cost, more locational information, and category of the troov for filtering purposes.

### Request To Join

A floating button allows the user to request to join the Troov at any point along the scrolling process.



DR1: Promote Intentionality

DR2: Validate Identity

HOME/DISCOVER

## Show Details: Creator

### Verified Section

Verification on multiple levels : face-match, company, student status etc .

### Metrics

Reliability: how often users actually physically attend Troovs.

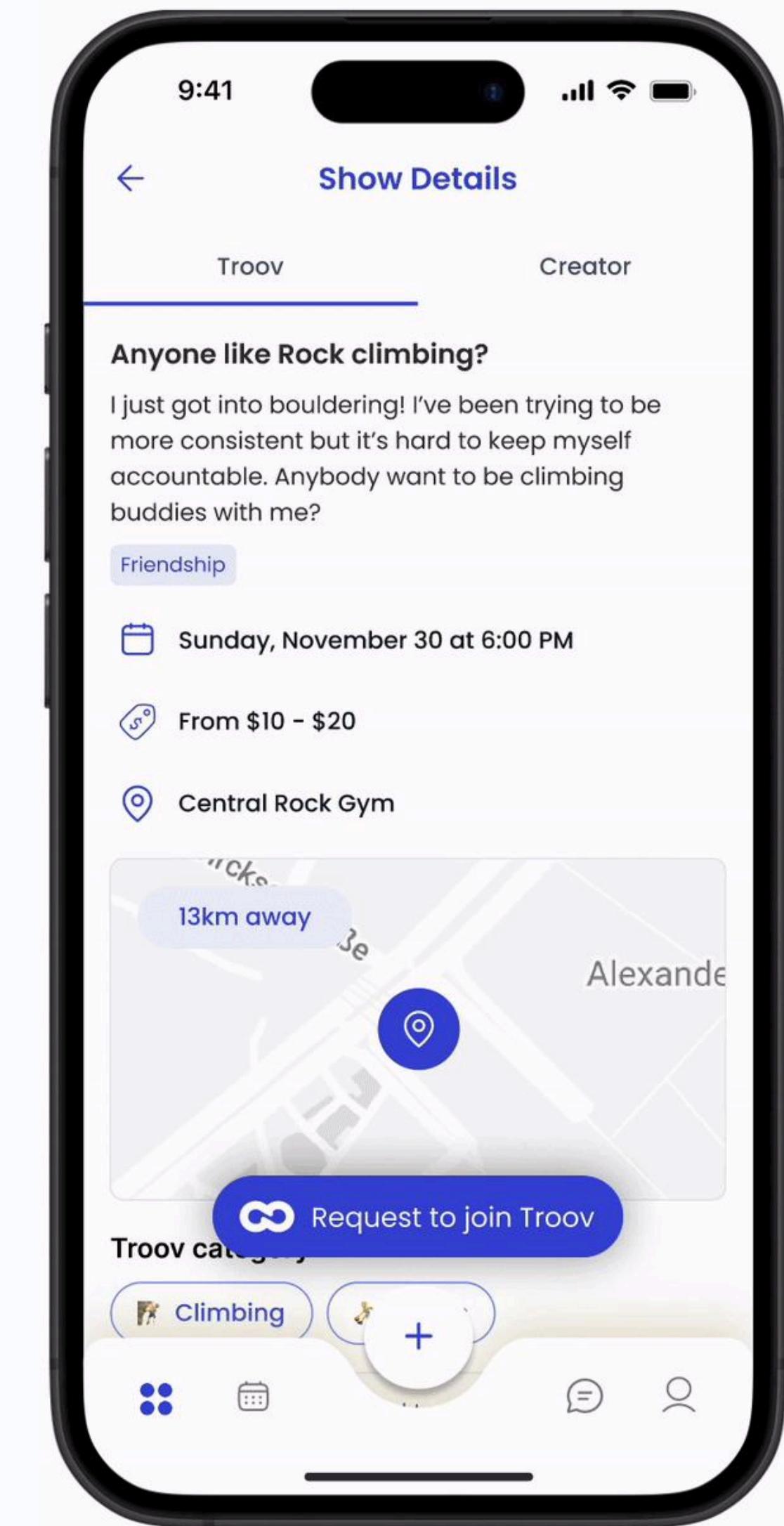
Response rate: how quickly they usually respond to messages.

### Rating

Qualitative words are aggregated based on reviews gotten from past Troovs.

### Past Troovs

Images of past activities show the user in real life in different contexts.



DR1: Promote Intentionality

DR2: Validate Identity

DR6: Represent Character

## CHAT

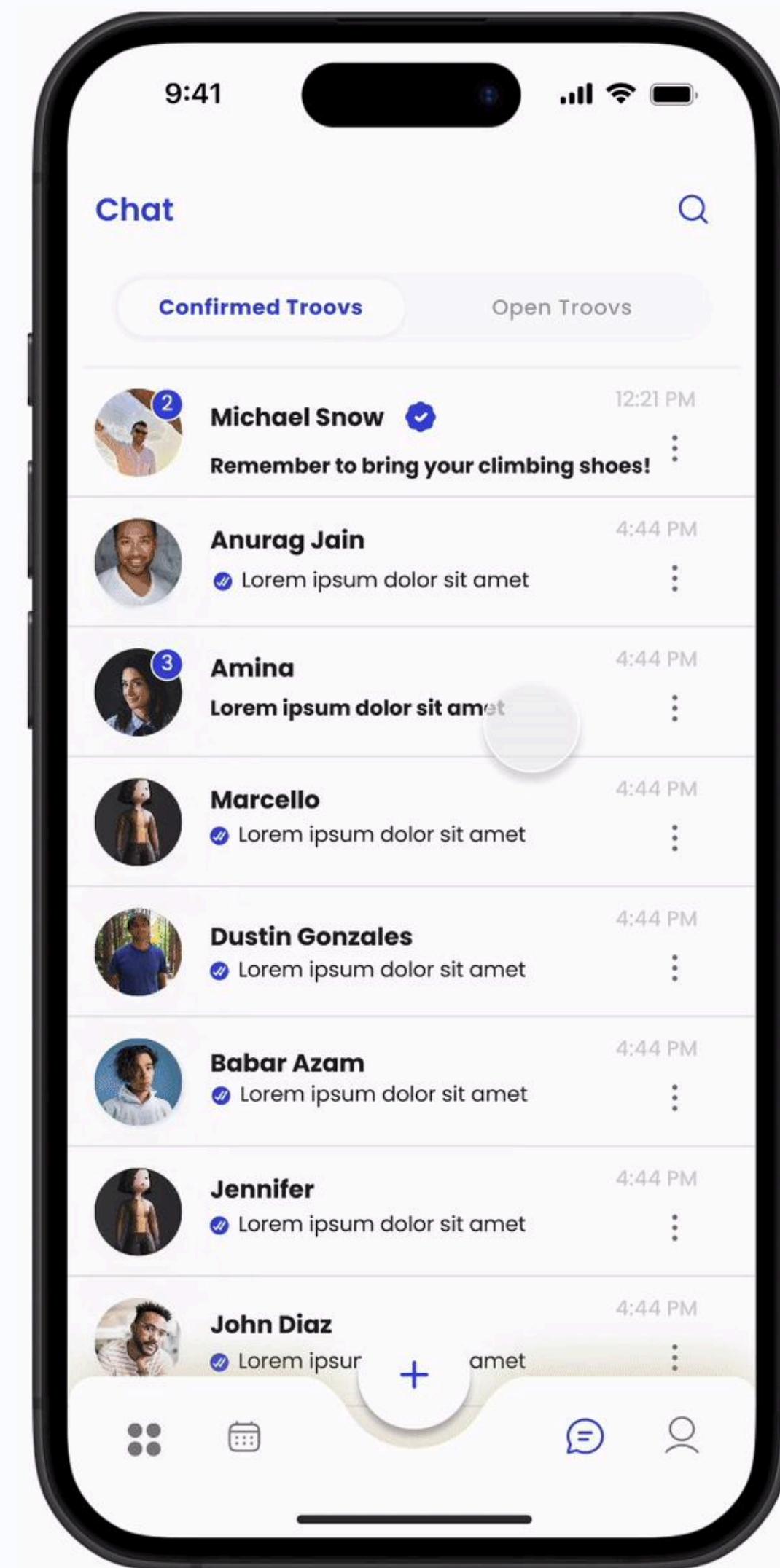
# Meet Up Guide

### Timing

Banner appears 24 hours before Troov starts. It offers safety reminders for the activity and options to learn more.

### Completion Indication

Reading the meet up guide is optional but both users may see if the other has read and understood the guide.



DR1: Promote Intentionality

DR4: Suggest Cautions

## CHAT

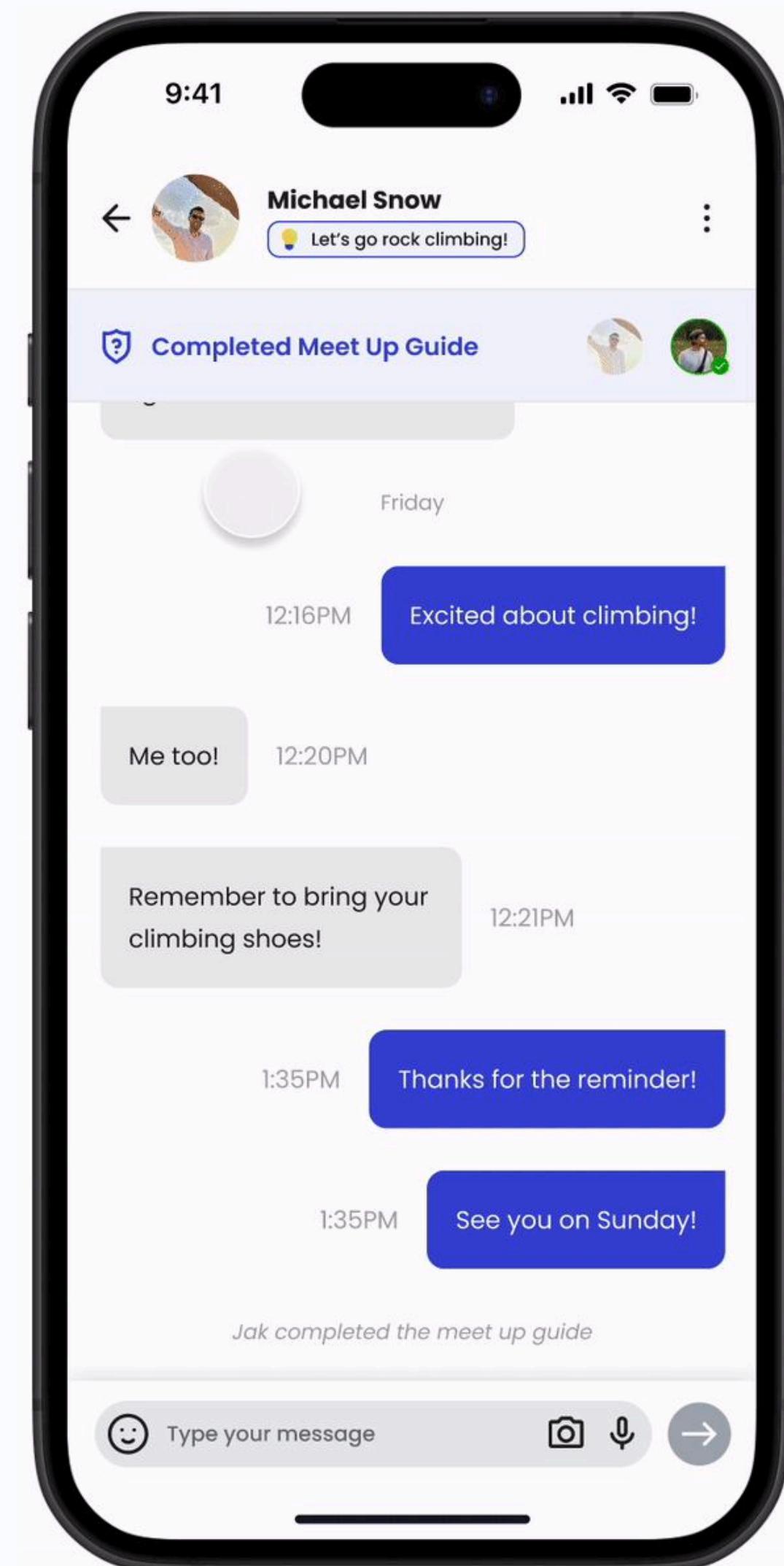
# Meet Up Guide - Reminder

### Remind

Clicking the grayed out user sends a reminder to the other person to complete the guide. When a user completes the guide or sends a reminder, there are in-chat text notifications.

### Completion Banner

Allows both users to know whether the other has completed the safety guide and allows for follow up reminders or rescheduling, focusing on **transparent communication, mutual consent**, and understanding before the in-person event.



DR1: Promote Intentionality

DR4: Suggest Cautions

## CHAT

# Meet Up Confirmation

### Begin Troov

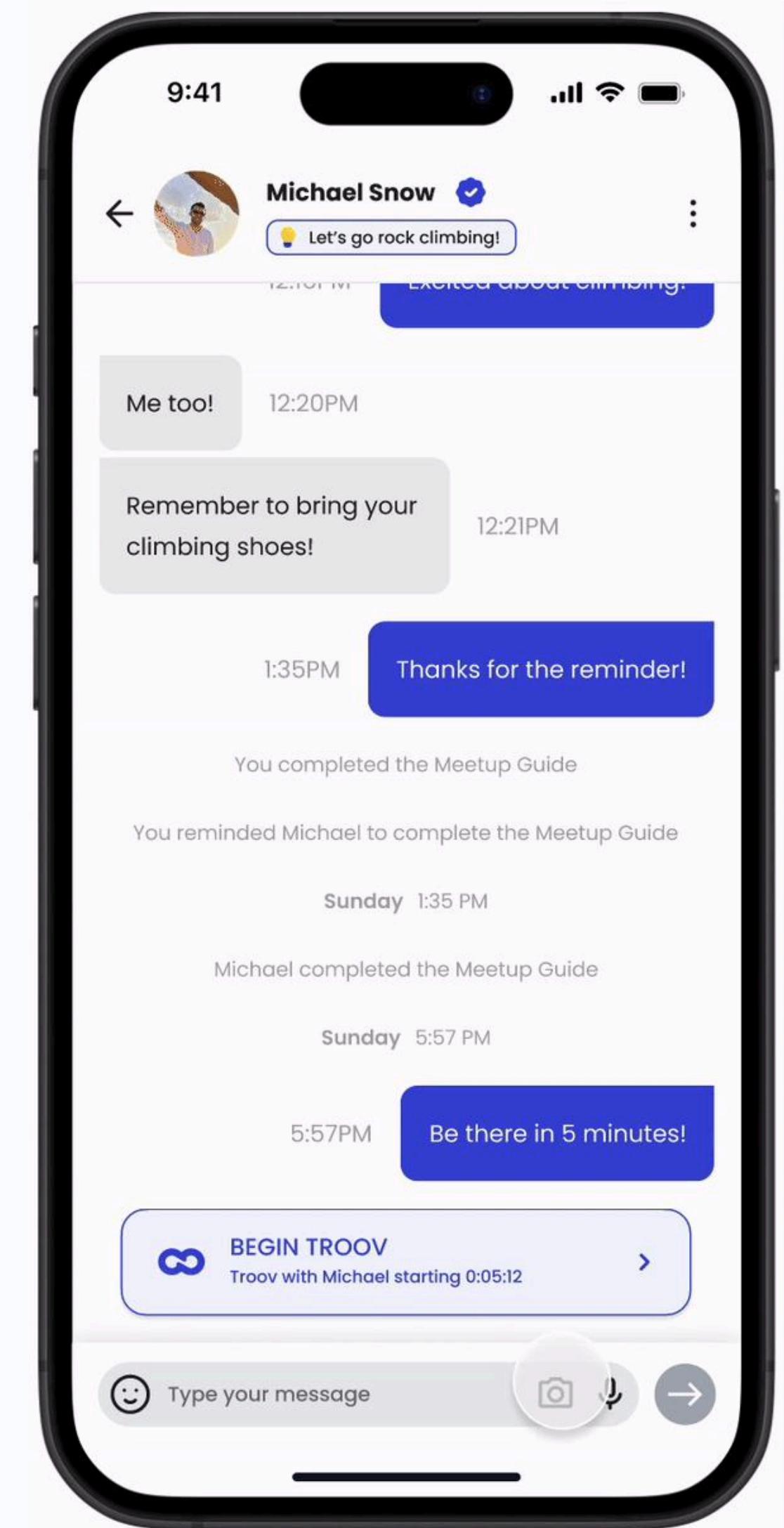
Confirm in-person meeting by using NFC technology boosts users reliability metric and rewards them with in-app currency, encouraging more meetups and unlocking premium features.

### Connection with Profile

By showing the statistics on the profile, the app encourages intentionality and discourages flaking from events.

### NFC Tap Confirmation

Confirmation of tapping phones requires 2 users to physically meet and then consent to tap phones, providing another validation that the users are they say they are in their profiles.



DR1: Promote Intentionality

DR2: Validate Identity

DR3: Prioritize Consent

CHAT

# Troov in Progress

## Full Screen Mode

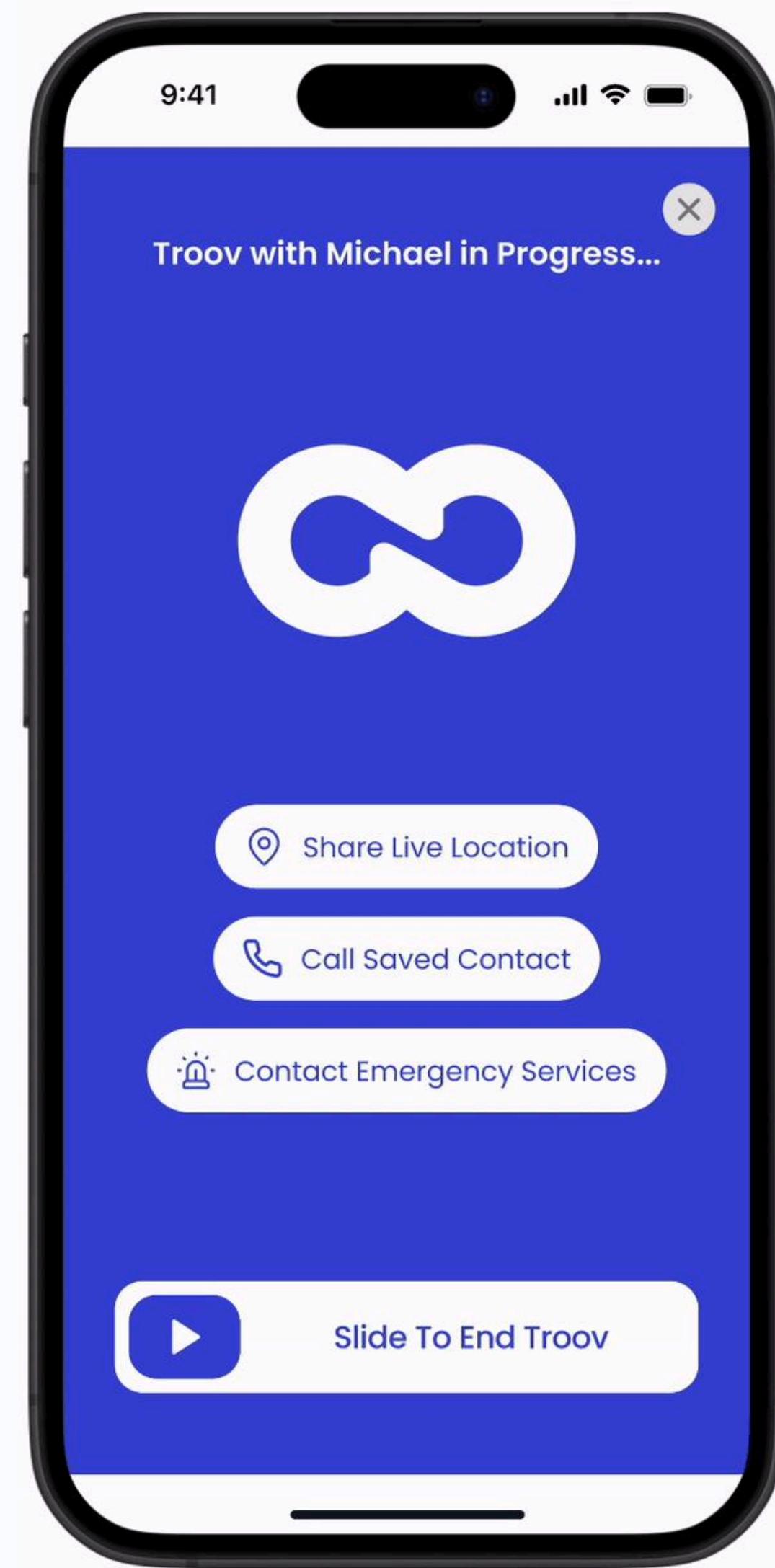
After meetup confirmation, the Troov automatically begins and fills up the entire screen.

## Emergency Buttons

Buttons on this screen allow for quick actions in case users are in a dangerous or uncomfortable situation.

## In Progress Banner

A banner on the top of the chat shows that the user is currently attending a Troov, and still allows users to return to do other functions within the app.



DR5: Provide Contingencies

## REVIEW

# After Troov Feedback

### Emoji Rating

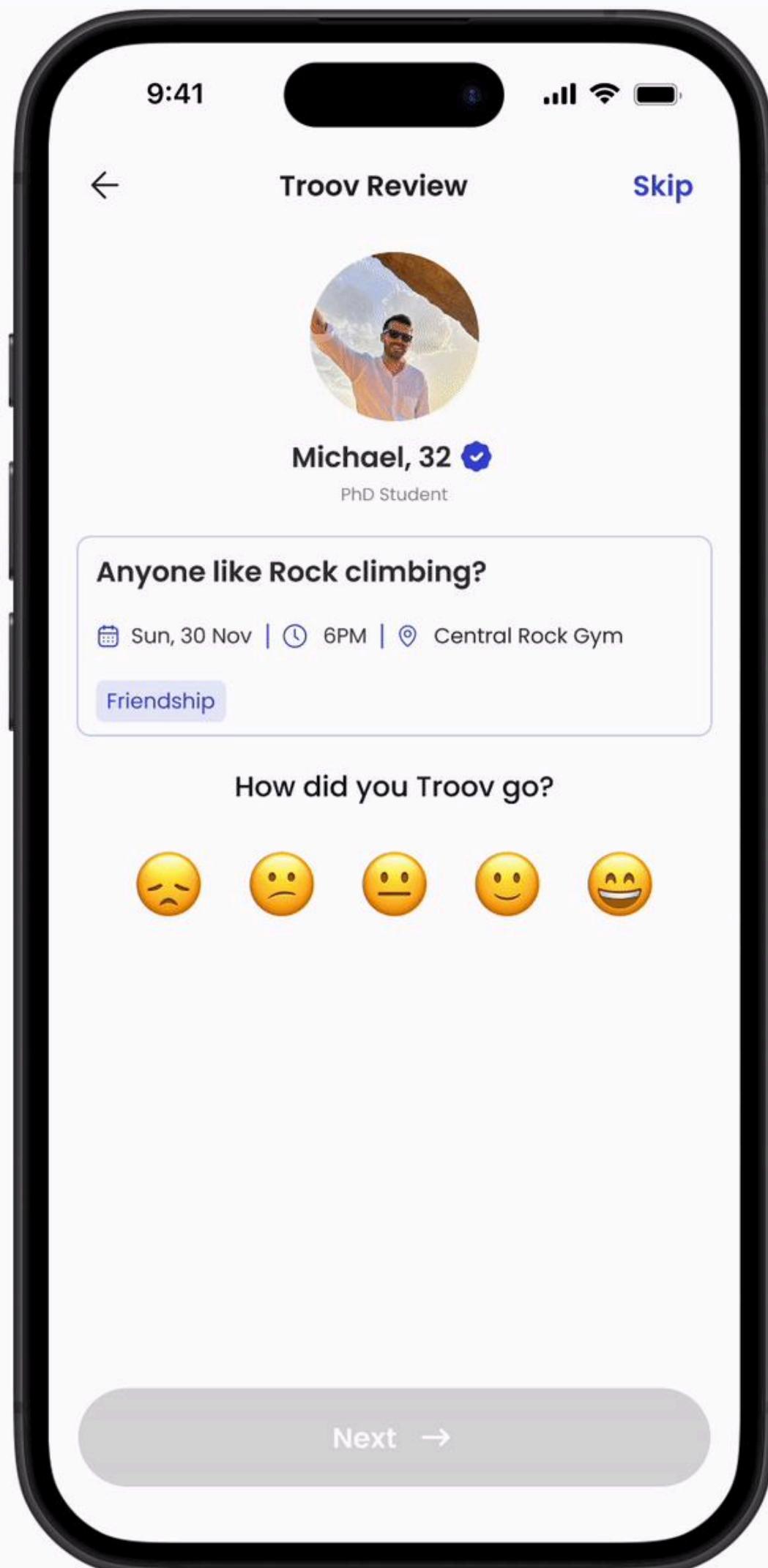
Emojis rather than stars/numbers to give a broader way to capture feelings without assigning specific numbers to people or personalities.

### Categories

Different categories (Logistics, Personality, and Activity) with two sections for likes and dislikes allows for a more **nuanced, intentional review**.

### Word Tags

Choose specific descriptive words tags to give more detailed feedback. These words are aggregated in the reviewed user's profile.



DR1: Promote Intentionality

DR6: Represent Character

AFTER TROOV

# Upload Pictures

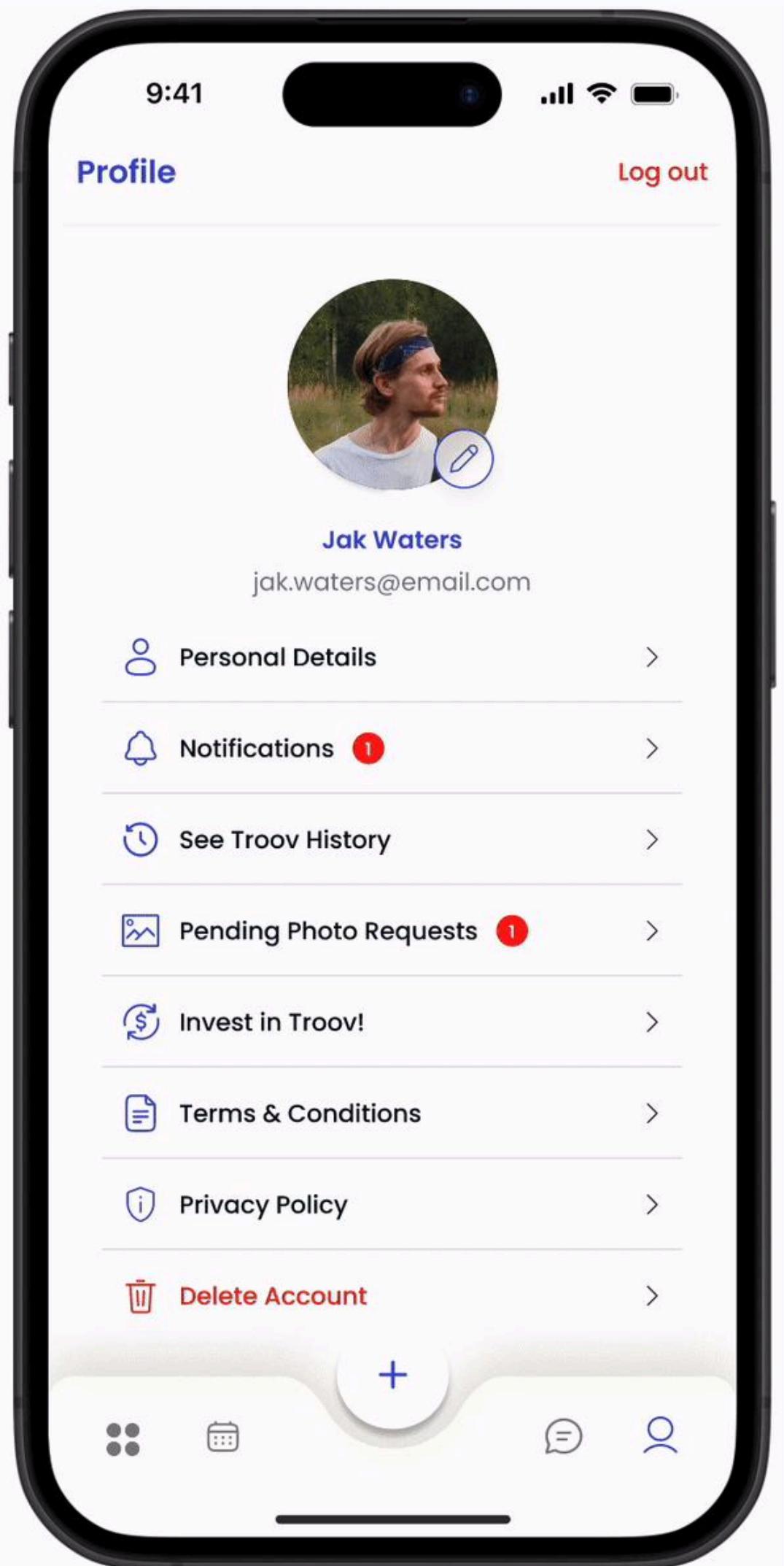
## Upload Pictures to past troovs

Uploaded and approved pictures show up on your profile, allowing users to showcase the events they went on and their personality during actual in-person events.

## Photo Approval

Selected pictures that feature the other user will not show up on your profile until they get approved by the other person who went on the Troov.

Respecting people's privacy, autonomy, and comfort level.



After Troov

# Pending Photo Requests

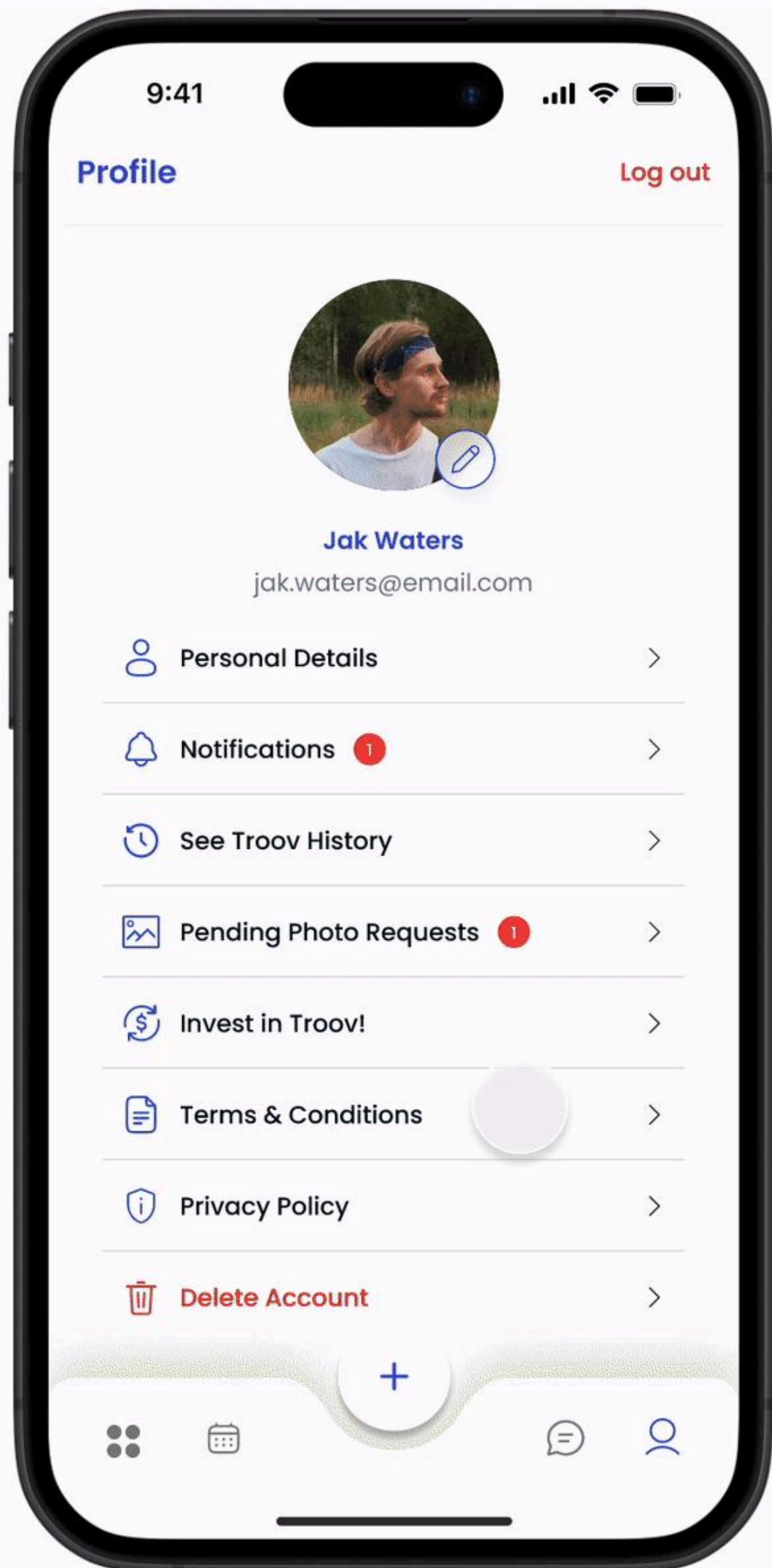
## Tagged Photos Request

Empowers users with control over how they are represented, ensuring they aren't exposed or misrepresented without consent.

Builds trust, reduces potential embarrassment or safety risks, and fosters a respectful, accountable culture on the app.

## Photo Selection & Add to Profile

Free to select photos that best represent themselves to show on another person's profile and also to show on their own profile.



DR3: Prioritize Consent

DR6: Represent Character

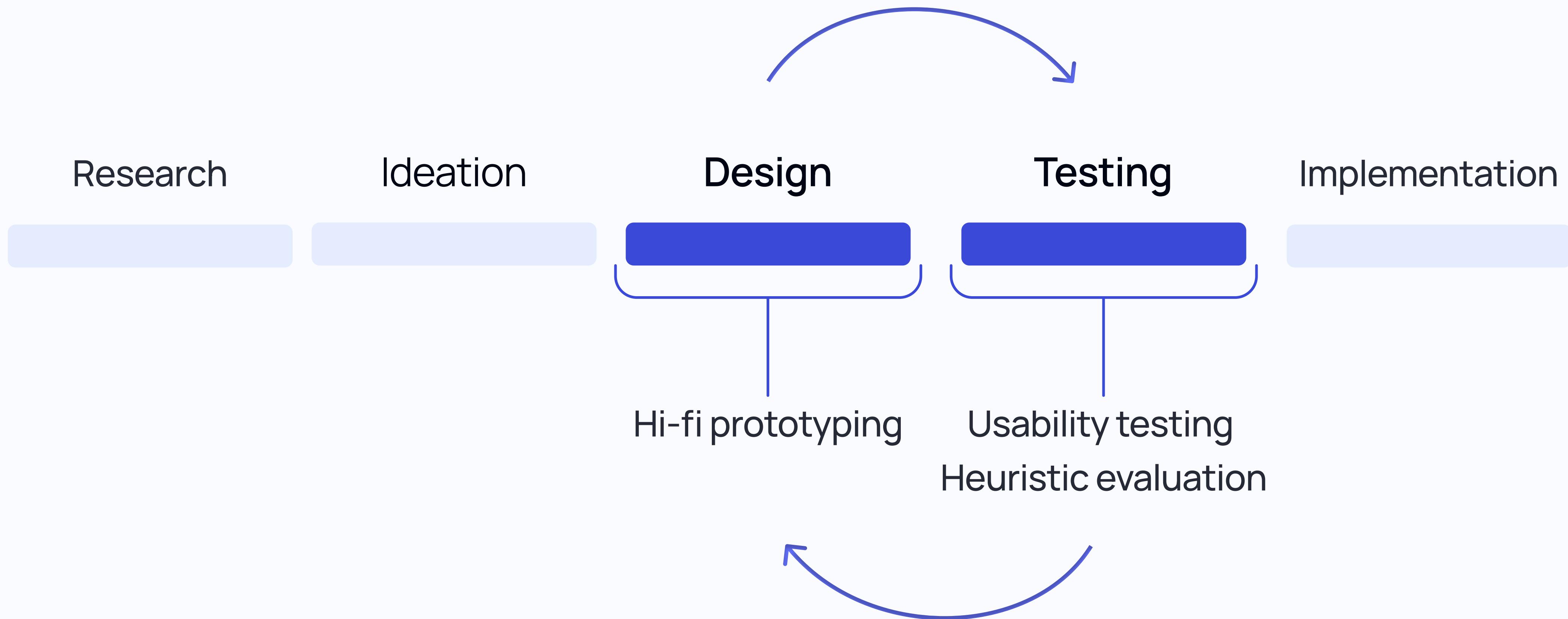
Friendship/Dating App Safety

# Evaluation & Validation

Problem Background and Process Overview



# Our Design Process



# Usability Test

Users navigate 6 flows while thinking aloud, answering element probes after each task.

## Session Details

4 Users

3 have experience with Friendship & Dating Apps

1 - 2 hour guided session

1 facilitator

## Process

Researchers overview problem statement

Participant walks through a task flow, thinking aloud

Researchers ask questions about specific elements after each task

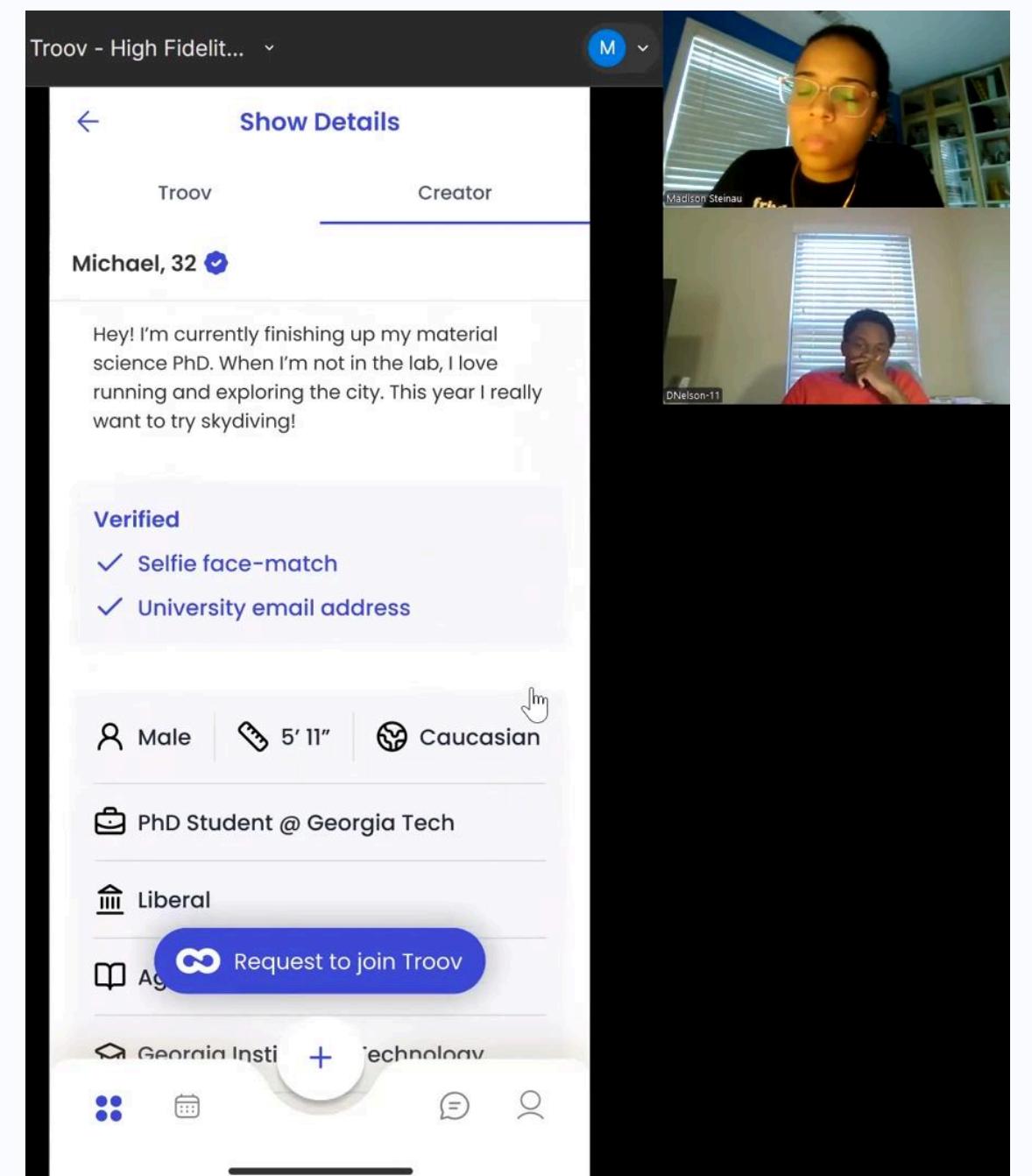
Participants rate prototype using System Usability Scale

Researchers and participant discuss overall thoughts

**Questionnaire**

Considering the Troov app you have just used, indicate your degree of agreement or disagreement with the following statements.

1. I think that I would like to use the Troov app frequently  
Strongly Disagree 1---2---3---4---5 Strongly Agree
2. I found the Troov app unnecessarily complex  
Strongly Disagree 1---2---3---4---5 Strongly Agree
3. I thought the Troov app was easy to use  
Strongly Disagree 1---2---3---4---5 Strongly Agree
4. I think that I would need the support of a technical person to be able to use the Troov app  
Strongly Disagree 1---2---3---4---5 Strongly Agree
5. I found the various functions in the Troov app were well-integrated  
Strongly Disagree 1---2---3---4---5 Strongly Agree
6. I thought there was too much inconsistency in the Troov app  
Strongly Disagree 1---2---3---4---5 Strongly Agree
7. I would imagine that most people would learn to use the Troov app very quickly  
Strongly Disagree 1---2---3---4---5 Strongly Agree
8. I found the Troov app very awkward to use  
Strongly Disagree 1---2---3---4---5 Strongly Agree
9. I felt very confident using the Troov app  
Strongly Disagree 1---2---3---4---5 Strongly Agree
10. I needed to learn a lot of things before I could get going with the Troov app  
Strongly Disagree 1---2---3---4---5 Strongly Agree



# Heuristic Evaluation

UX Practitioners walk through 6 flows and score usability based on established heuristics.

## Session Details

2 HCI Master's Students; 1 UX Engineer

All have experience with Friendship & Dating Apps

2 hour guided session

1 facilitator, 1 notetaker

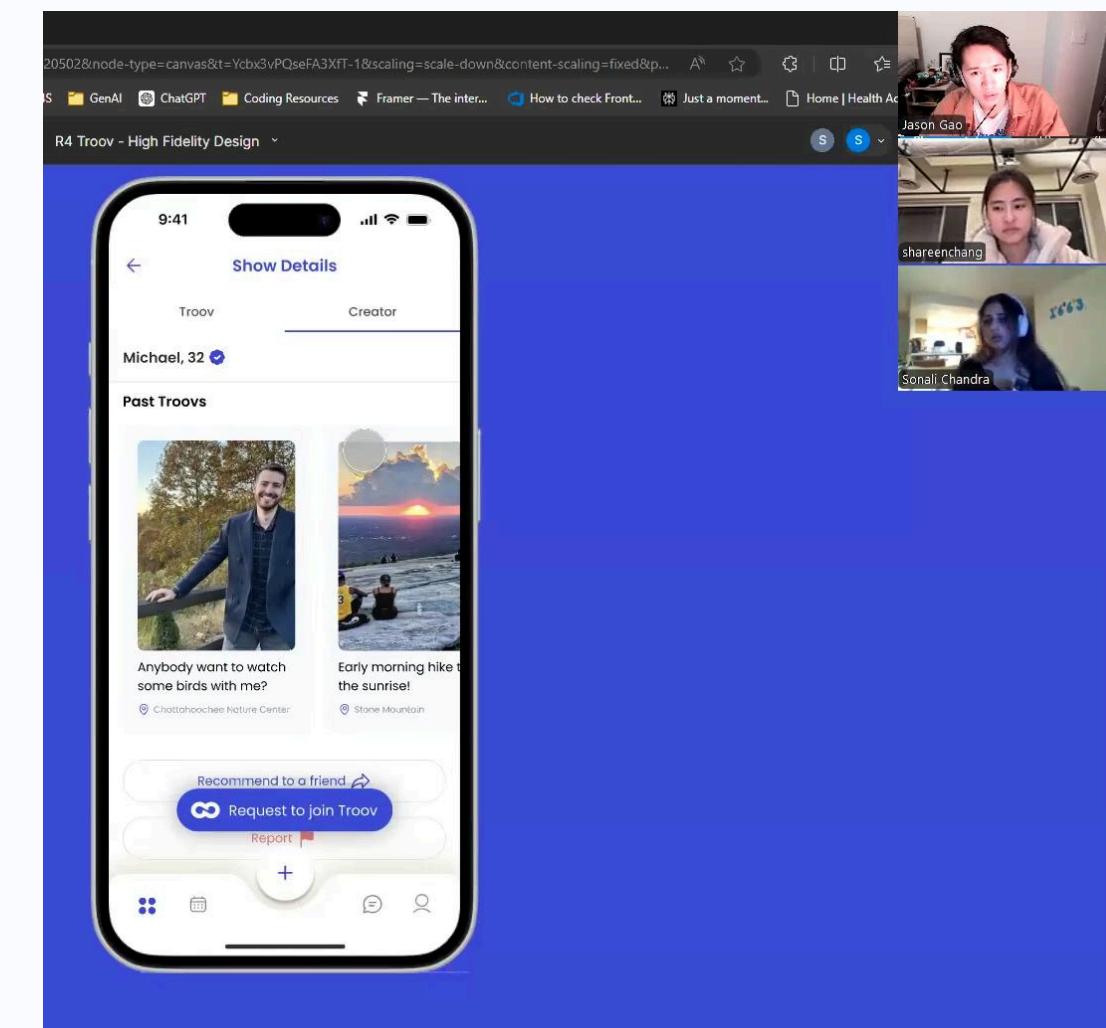
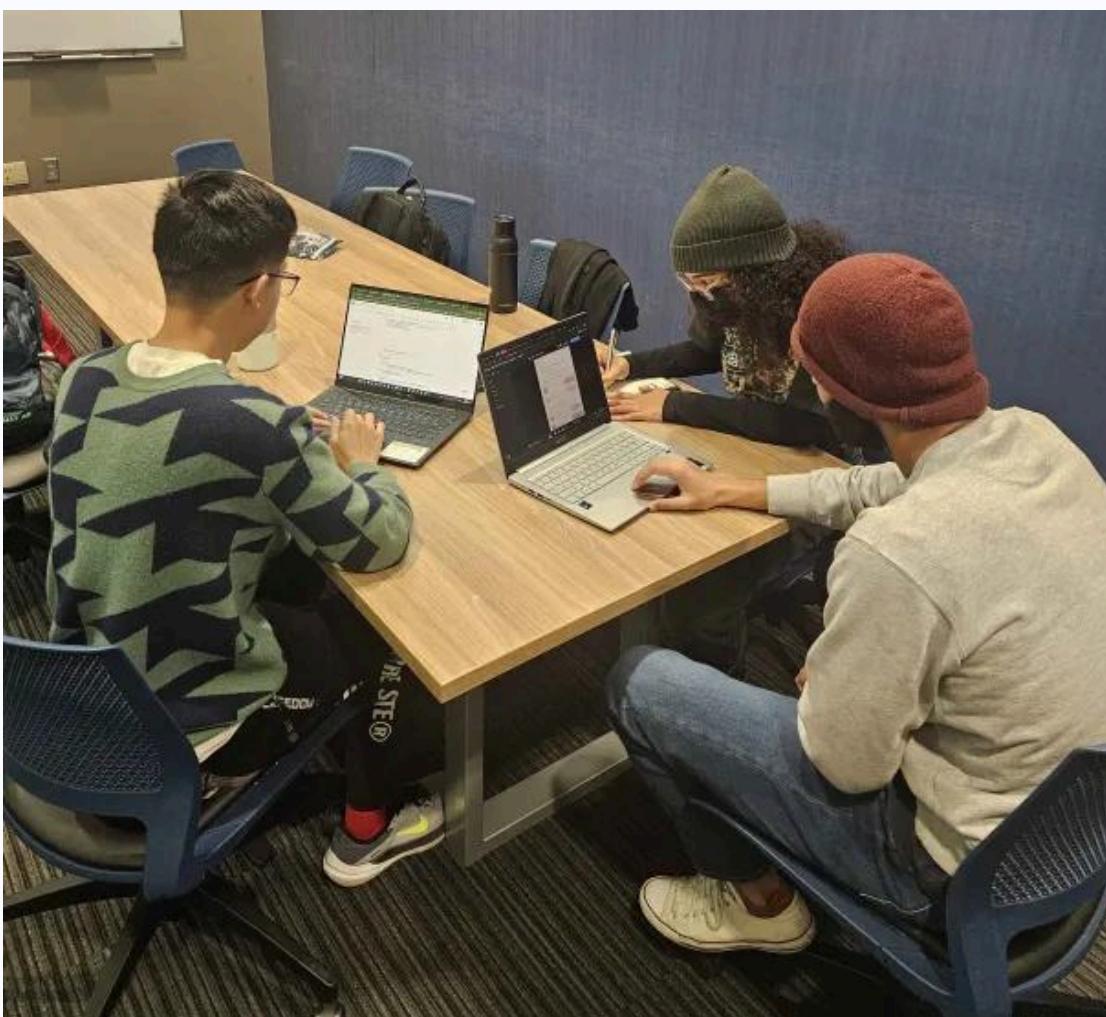
## Process

Researchers overview problem statement

Participant walks through a task flow, thinking aloud

At the end of each task, participant rates each step based on selected heuristics from 0 - 4 in severity and wrote comments

Researchers and participant discuss overall thoughts



Task 1: Browse and view a troov from a verified user			
Actions	Heuristics	Rating	Comments
Click on a troov with a verified user and inspect the user details.	<b>Match Between System and the Real World</b> Does the system speak the user's language? Does it follow real-world conventions, making information appear in a natural order?	0	Information appears in natural order, looks familiar from other application layouts and aids in ease of use.
	<b>User Control and Freedom</b> Does the system support easy to access "emergency exits" when the user gets into a state by mistake (e.g. undo, redo, cancel, etc.)?	0	Back button is very clear, can switch between screens so users have a bit more freedom in what they choose to see
	<b>Consistency and Standards</b> Does the system follow platform conventions? Do the same words, actions, and situations mean the same things at all times?	0	Things mean the same at all times in this task
	<b>Aesthetic and Minimalist Design</b> Is every word, color, font, button, or other unit of information necessary to the system? Does everything serve a purpose?	0	Everything serves a purpose, it's not an overwhelming amount of information but gives enough for me to feel okay about requesting to join a Troov with another user
Browse through the Troov Detail page and try to understand the information provided on this page	<b>Match Between System and the Real World</b> Does the system speak the user's language? Does it follow real-world conventions, making information appear in a natural order?	0	Simple wording, explanation is provided for terms that may not be inherently understood
	<b>Consistency and Standards</b> Does the system follow platform conventions? Do the same words, actions, and situations mean the same things at all times?	0	Troov detail page is consistent
	<b>Recognition Rather Than Recall</b> Does the system minimize memory load by making instructions, objects, actions, and options visible whenever they are needed?	0	icons promote recognition of event details, don't have to search for information i want, distance on map is useful
	<b>Aesthetic and Minimalist Design</b> Is every word, color, font, button, or other unit of information necessary to the system? Does everything serve a purpose?	0	everything serves a purpose, nothing on this event page stands out to me as unnecessary

# Analysis

Thematic coding and averaged heuristics.

## Affinity Mapping

Think aloud notes organized into likes, confusions, wants  
Confusions and wants organized by issue, page, heuristic

## Heuristic Evaluation

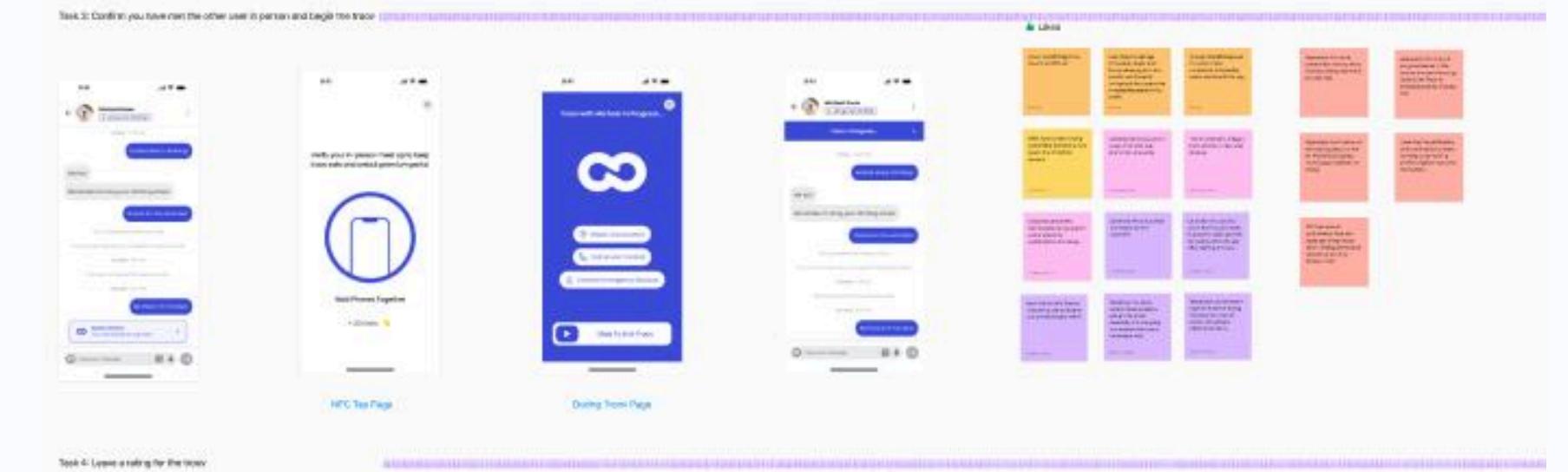
Heuristic severity scores averaged by step, task and heuristic

Heat map directs attention to issues of greatest severity

Correlated with Affinity mapping to find themes behind common issues

## System Usability Scale

Scores averaged to assess general effectiveness of design



	Devon	Aakash	Liz	Alice	AVERAGE
I think that I would like to use the Troov app frequently	2	3	3	3	68.75%
I found the Troov app unnecessarily complex	4	4	4	4	100.00%
I thought the Troov app was easy to use	4	3	4	3	87.50%
I think that I would need the support of a technical person to be able to use the Troov app	4	4	4	4	100.00%
I found the various functions in the Troov app were well-integrated	3	3	4	3	81.25%
I thought there was too much inconsistency in the Troov app	4	3	3	4	87.50%
I would imagine that most people would learn to use the Troov app very quickly	3	4	4	4	93.75%
I found the Troov app very awkward to use	4	4	4	4	100.00%
I felt very confident using the Troov app	3	3	3	4	81.25%
I needed to learn a lot of things before I could get going with the Troov app	3	4	4	4	93.75%
	85.00%	87.50%	92.50%	92.50%	89.38%

# Overall Findings

System is overall successful at supporting user goals. Certain screens require clarification.

	Lakshya	Yuqi	Sonali	AVERAGE ACROSS EXPERTS	Match Between System & Real World	User Control & Freedom	Consistency & Standards	Aesthetic & Minimal Design	Recognition > Recall	Visibility of System Status	Error Prevention	ALL HEURISTICS
Discover & Details	Discover a Verified Troov			0	0							
	Match Between System & Real World			0	0							
	User Control & Freedom			0	0							
Meet Up Guide	Troov Details			0	0							
	Match Between System & Real World			0	0							
	Consistency & Standards			0	0							
In-Person Confirm	Creator Details			0	0							
	Match Between System & Real World			0	0							
	User Control & Freedom			0	0							
Review	Find the Chat	0	1	0.5	0.5							
	Consistency & Standards	0	1	0	0.33							
	Aesthetic & Minimal Design	0	1	0.67								
Troov History	Read Meet Up Guide	0.76	0.25	0.76	0.68							
	Match Between System & Real World	1	0	2	1							
	User Control & Freedom	1	0	0	0.33							
Photo Requests	Send a Reminder	2	1.33	0.33	1.22							
	Match Between System & Real World	3	1	1	1.67							
	User Control & Freedom	2	1	0	1							
ALL TASKS	Complete NFC Tap	0.8	0.8	0.8	0.8							
	Visibility of System Status	2	2	2	2							
	Match Between System & Real World	1	0	0	0.33							
ALL TASKS	User Control & Freedom	1	1	2	1.33							
	Consistency & Standards	0	0	0	0							
	Aesthetic & Minimal Design	0	1	0	0.33							
ALL TASKS	End the Troov			0.4	0.4							
	Visibility of System Status			0	0							
	User Control & Freedom			0	0							
ALL TASKS	Consistency & Standards			1	1							
	Error Prevention			0	0							
	Aesthetic & Minimal Design			1	1							
ALL TASKS	Leave Feedback	0.28	0.5	0.33	0.55							
	Visibility of System Status	1	1	0	0.67							
	Match Between System & Real World	3	0	0	1							
ALL TASKS	User Control & Freedom	1	2	0	1							
	Consistency & Standards	0	0	1	0.33							
	Recognition > Recall	0	0	0	0							
ALL TASKS	Aesthetic & Minimal Design	0	0	1	0.33							
ALL TASKS	Add Photos	0.2	0.87	0.8	0.68							
	Visibility of System Status	0	2	2	1.33							
	Match Between System & Real World	0	0	0	0							
ALL TASKS	User Control & Freedom	1	0	1	0.67							
	Consistency & Standards	0	0	1	0.33							
	Recognition > Recall	1	1	0	1							
ALL TASKS	Aesthetic & Minimal Design	0	1	0	0.33							
ALL TASKS	View Requests	0	0.26	0	0.13							
	Visibility of System Status	0	0	0	0							
	Match Between System & Real World	0	0	0	0							
ALL TASKS	Consistency & Standards	0	0	1	0.5							
	Aesthetic & Minimal Design	0	0	0	0							
	Approve Photo	0.28	0.67	0	0.43							
ALL TASKS	Visibility of System Status	0	1	0.5	0.5							
	Match Between System & Real World	1	0	0.5	0							
	User Control & Freedom	0	0	0	0							
ALL TASKS	Consistency & Standards	0	0	0	0							
	Error Prevention	0	0	1	0.5							
	Recognition > Recall	0	0	0	0							
ALL TASKS	Aesthetic & Minimal Design	1	0	0.5	0.5							

## Match Between System & Real World

Terminology and iconography not always clear.

## User Control & Freedom

Entries and exits to flows at times difficult to find.

## Visibility of System Status

The impact and reason behind doing certain actions was not apparent.

Friendship/Dating App Safety

# Issues & Recommendations

Specific Areas of Confusion and Design Recommendations



# About Creator

Troov      Creator

**Anyone like Rock climbing?**

I just got into bouldering! I've been trying to be more consistent but it's hard to keep myself accountable. Anybody want to be climbing buddies with me?

Friendship

Sunday, November 30 at 6:00 PM

From \$10 - \$20

Central Rock Gym

13km away

Alexander

Troov category

Climbing   Sports

Recommend to a friend →

Report

Request to join Troov

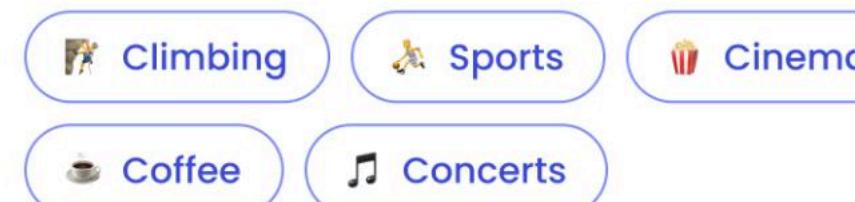
**Issue**  
Unclear how these sections are calculated.

**Recommendation**  
Add subtext or an info tip explaining what a "committed Troov" is and the source of the word tags.

**Reliability** 95%  
Shows up to 95% of committed Troovs

**Response Rate** 6 hrs  
Usually responds to new messages in 6 hrs

## Activity interests



## People say Michael is...

Kind   Extroverted   Punctual

## Past Troovs



Anybody want to watch some birds with me?

Chattahoochee Nature Center



Early morning hike to the sunrise!

Stone Mountain

**Issue**  
Functions of button are unclear.  
Recommend to a friend implies group activity. Request to join Troov doesn't imply commitment, just interest.

**Recommendation**  
Use clearer feature names e.g.  
"Recommend a Friend for this Troov".

Clarify Troov request process.

**Issue**  
Difficult to find where to add photos to Past Troovs, would not expect Troov History.

**Recommendation**  
Add an "Edit Profile" mode where photos can be added directly, possibly shown by a plus button next to the section.

# Meet Up Guide

The image displays three screenshots of a mobile application interface for a 'Meet Up Guide'. The first screenshot shows a 'Meet Up Guide' screen with four numbered steps: 1. Inform your friends and family your plans., 2. Meet and stay in public., 3. Arrange own transportation., and 4. Trust your gut. Step 4 is highlighted with a pink border. The second screenshot shows a messaging interface between two users, Michael Snow and another user. The third screenshot shows a 'Reminder' screen with a 'Reschedule' button highlighted with a pink border.

**Issue**  
Reminder functionality from low-opacity user avatar is unnoticeable.

**Recommendation**  
Change the banner text to mention the status of the other user, and make it more obviously clickable with an arrow.

**Issue**  
Some meetup tips lack details and clarity.

**Recommendation**  
Provide details of meetup tips through subtexts, tooltips, or links. Offer more practical, concrete guidance.

**Issue**  
“Reschedule” option may be unnecessary if the other user hasn’t completed mandatory meetup guide.

**Recommendation**  
Move the “Reschedule” to chat menu option (three dots) for easier access any time.

# In-Person Confirmation & Troov In Progress

The image displays three screenshots of the Troov mobile application interface, illustrating user interaction with the in-person confirmation and troov in progress features.

**Screenshot 1: In-Person Confirmation (Left)**

**Issue:** Users worry about failed NFC confirmation fails or forget to either begin or end a troov.

**Recommendation:** Include a reminder in the meetup guide about NFC check-in. Send push notifications before troov as reminders for NFC check-in and during troov as check-ins for activity completion status. Rename to "Begin Troov Now".

**Screenshot 2: Troov Confirmation (Middle)**

**Issue:** Definition of 'Called Saved Contact' button is unclear, "x" button needs more clarity.

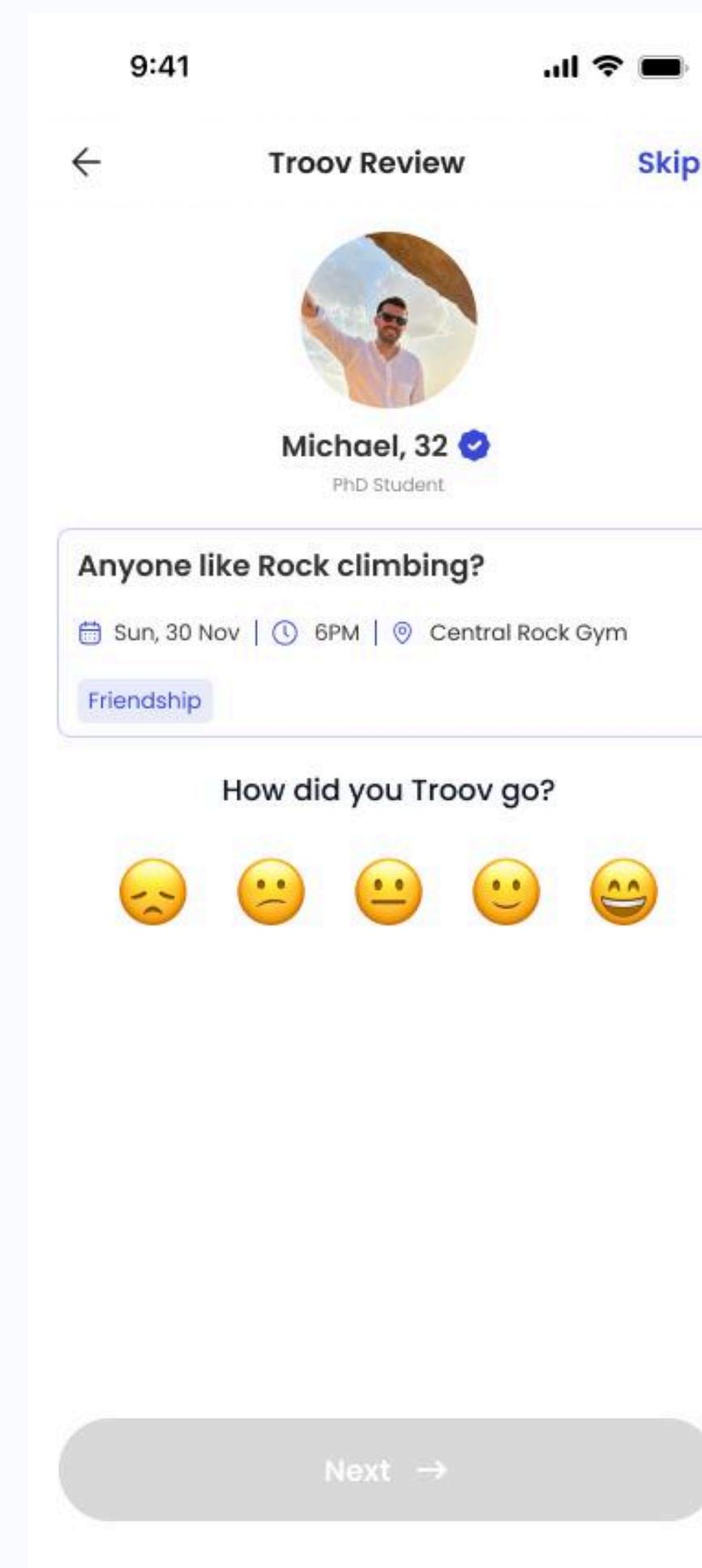
**Recommendation:** Change the "x" button to "Return to chat". Remove call buttons.

**Screenshot 3: Troov In Progress (Right)**

**Issue:** Purpose of coins, NFC tap not clear.

**Recommendation:** Explain premium features throughout app. Show reliability score directly affected after NFC tap.

# Review



How did you Troov go?

What could be improved?

Logistics

Punctuality, Flexibility, Responsiveness, Other

Personality

Rude, Awkward, Distant, Uncomfortable, Self-centered, Other

Activity

Boring, Off-Topic, Other

What did you like?

Logistics

Prepared, Punctual, Flexible, Responsive, Other

### Issue

Review categories are ambiguous

### Recommendation

Implications: Rename review categories like 'Logistics' to 'Event Logistics' or add descriptive subtexts to improve clarity.

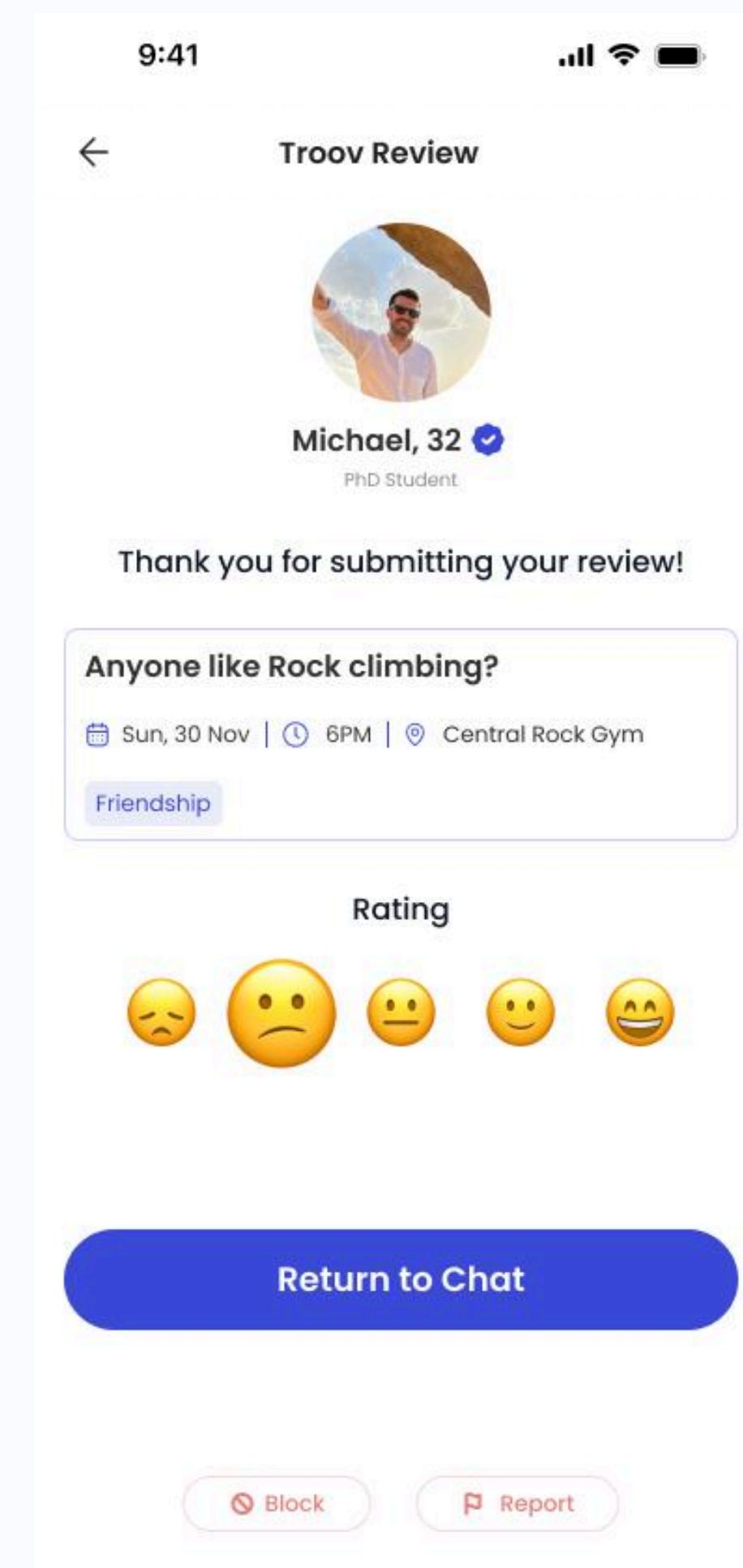
### Issue

Options to add text that don't fit into current categories are highly needed

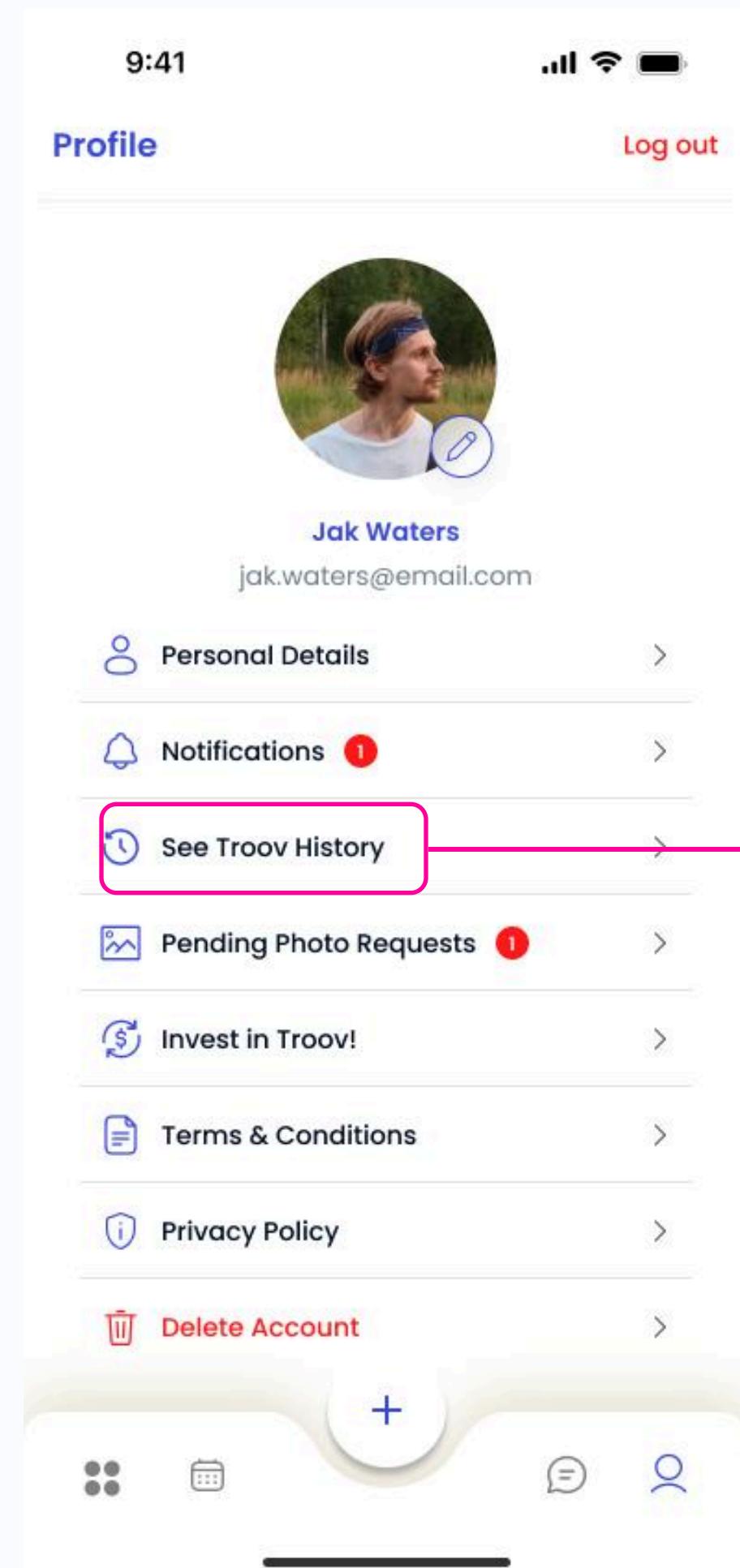
### Recommendation

Include a text box for comments outside current review categories.

Add a plus button at the end of word tags to add custom tags.



# Troov History



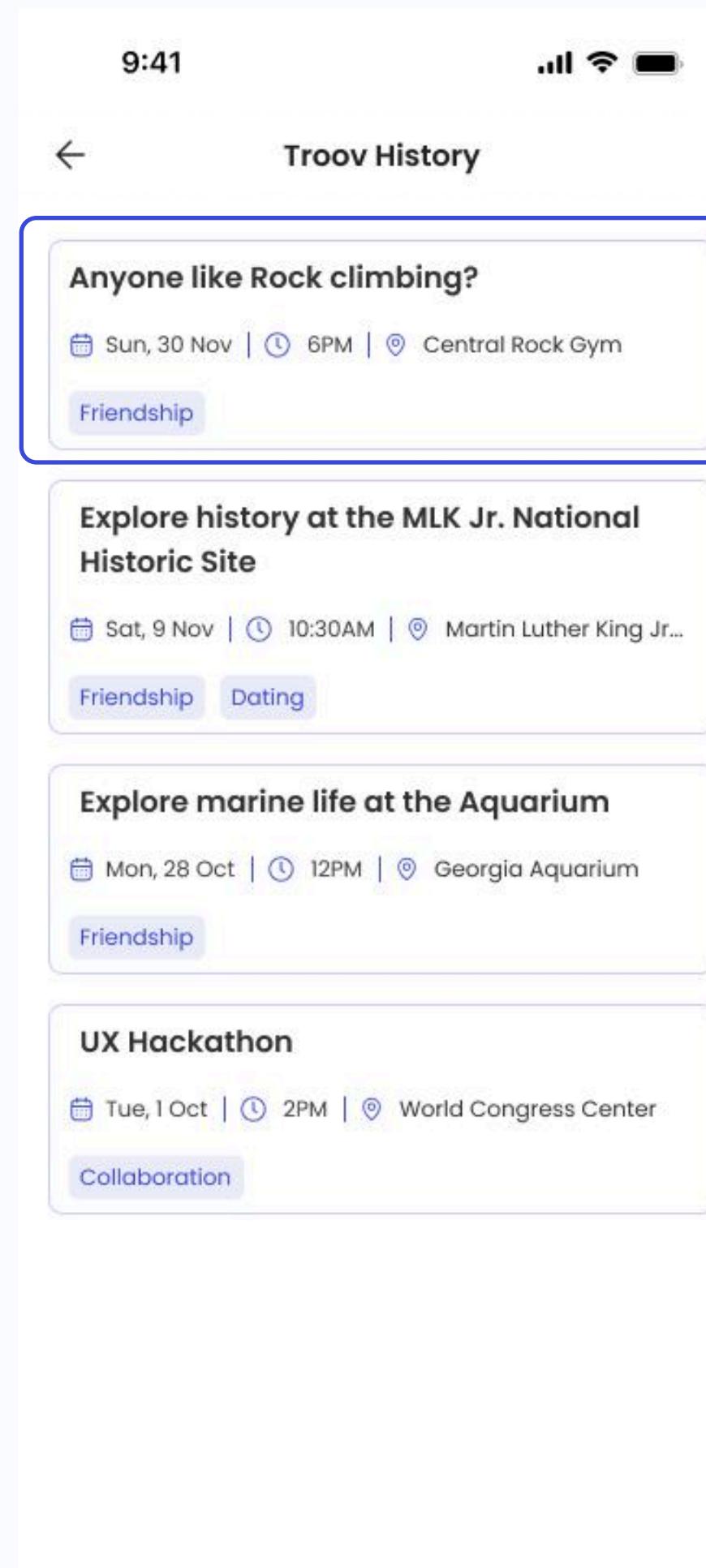
## Issue

The purpose of 'See Troov History' feature for adding photos is very unintuitive.

## Recommendation

Implication: Rename 'See Troov History' to 'Troov Album' for clear functionality.

Add 'Upload Photos' screen after review to add photos immediately.



## Issue

Cards don't show profiles, making it hard for users to recall who the user attended the Troov with.

## Recommendation

Display both troov and user details in 'Troov History' page, matching the Discover page layout

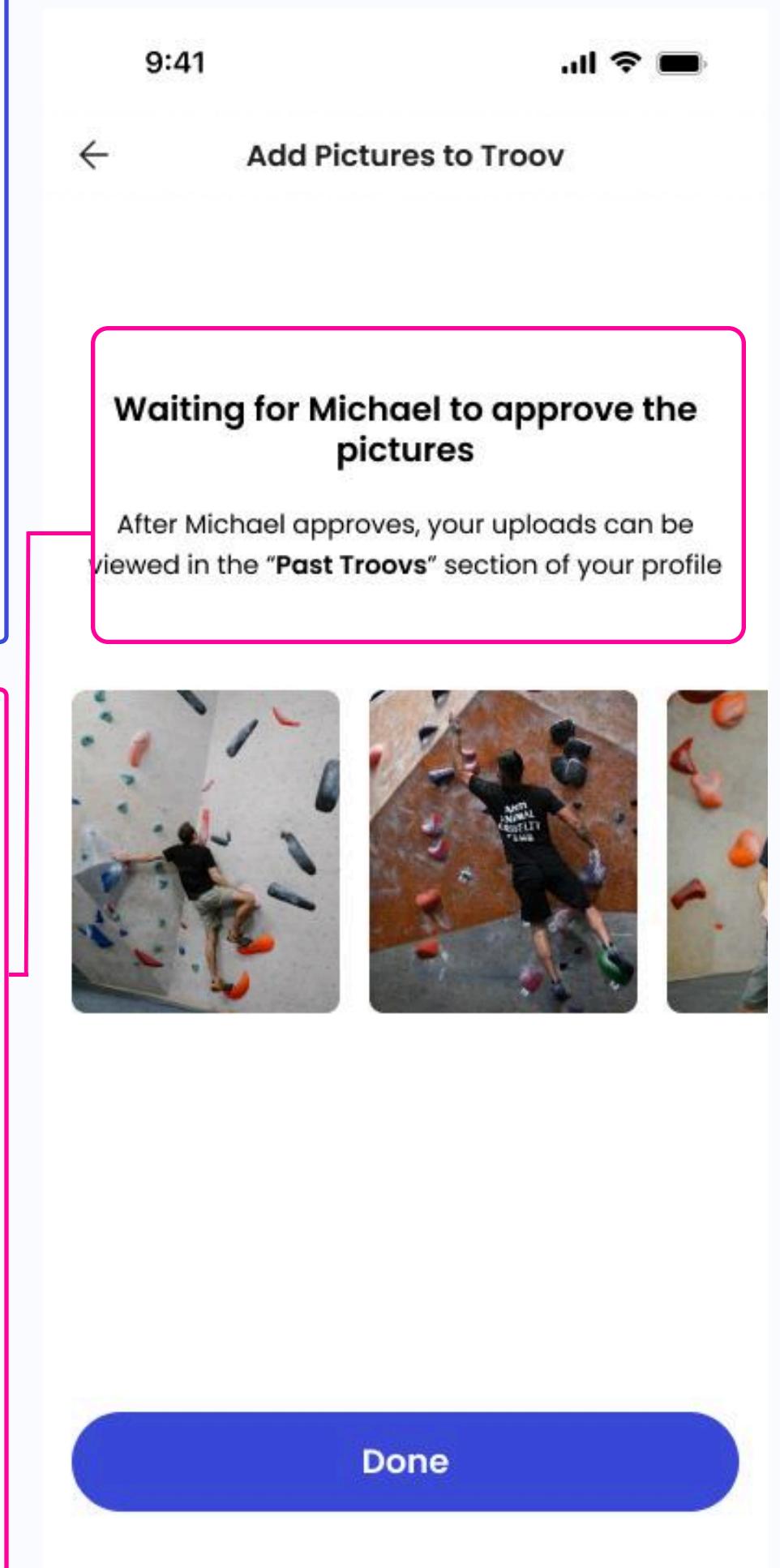
## Issue

Users don't understand which photos need approval or where approved photos appear for both requesters and approvers

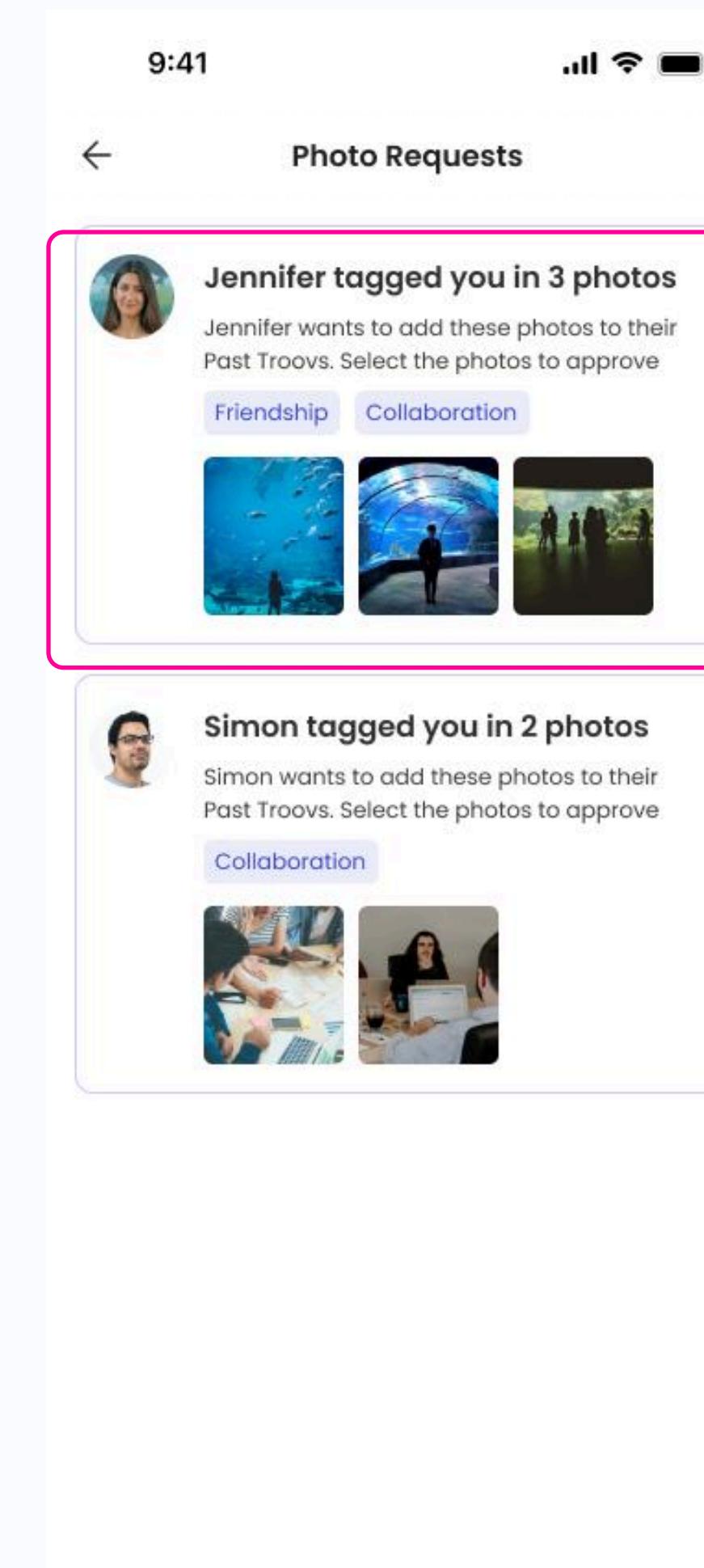
## Recommendation

Create two photo upload categories: 'Solo' (no approval needed) and 'With Others' (requires approval).

Add explanatory subtext on approval process.



# Photo Upload Requests



## Issue

Users feel uncertain if cards under "Photo Requests" page are clickable to explore more information

## Recommendation

Add visual signifiers (e.g., sideways chevron) and buttons to indicate cards being clickable and maintain consistent navigation

Add Troov name in card.

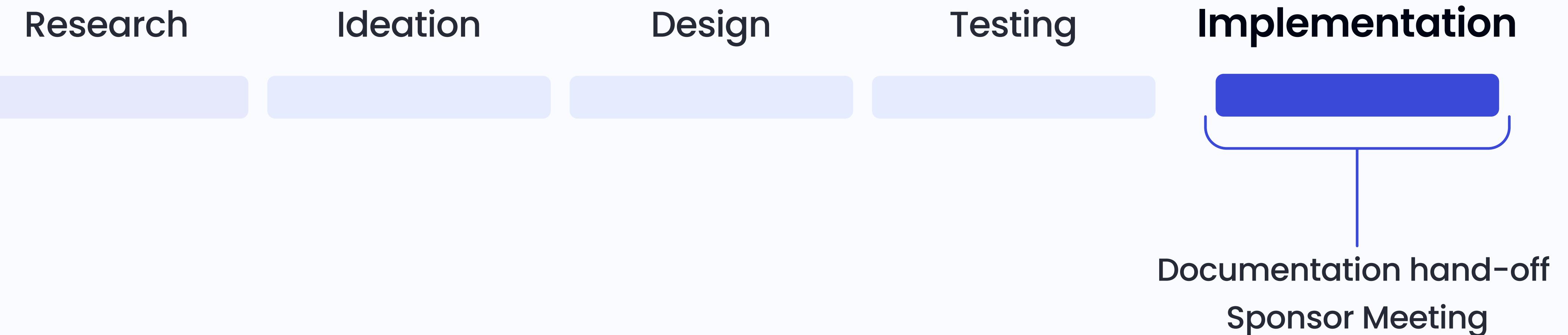
Friendship/Dating App Safety

# Conclusion

Next Steps and Reflection



# Our Design Process



# Overall Findings

## 1. Trust and Authenticity Are Paramount

Platforms that prioritize genuine interactions and reliable content makes users feel safer and more confident when using the platform.

## 2. Safety Is a Non-Negotiable Priority

Ensuring user safety through clear processes, multiple safeguards, and transparent actions is essential for encouraging in-person meetups.

## 3. Intentionality Drives Engagement

Users appreciate thoughtful design and features that reflect empathy, intentionality, and alignment with their personal goals and values.

## 4. Detailed Feedback Empowers Users

Comprehensive and flexible review systems that allow for custom input and nuanced feedback foster more meaningful interactions.

## 5. Clarity Enhances Usability

Ambiguity in features, buttons, and workflows leads to confusion; clear language, intuitive design, and well-defined actions are critical for a seamless user experience.

## 6. Information Hierarchy Matters

Users need access to relevant, clear, and contextual information at every stage of their journey to build trust and confidence in the platform.

# Reflection

## Team collaborated and had discussions on all parts of the process

Any decisions were discussed with the entire team, and everyone was generally on the same page regarding all parts of the research process.

## Be organized and prepared for research

Being prepared going into interview sessions saves time, ensures efficiency, and helps maintain focus on objectives. Clear organization allows for systematic data collection, better analysis, and stronger insights while reducing errors and the need for rework.

## Iterations are inevitable and extremely crucial

Design is not a linear process. Iterations allow for continuous improvement, enabling us to refine ideas, address issues, and adapt solutions based on feedback or changing needs. This process ensures the final product is user-centered, effective, and aligned with project goals.

## Document everything

Documenting everything including pictures of user interviews, collaboration, ideation, and analysis process ensures clarity, accountability, and a shared reference point, while preserving insights for collaboration and future projects.

# Next Steps

## Implement design changes from our Heuristic Evaluation and Usability Testing feedback

Continue developing our high fidelity prototype and flesh out task 5 and 6 processes (Upload images to troov and pinning troovs to profile).

## Integrate our design to Troov's existing platform

We will finalize our hand-off documentation with details in our design system, page details and how each feature is intended to work, and the flow between pages.

## Analyze data from app usage in the real world.

Since Troov launched in the app store in December of 2024, once establishing a user base, we can get insights into if the real world app usage matches the expectations we had from our user research.

# Special Thanks to...



## Industry Partner

Dustin Godevais



## Instructor

Dr. Carrie Bruce



## Teaching Assistant

Alice Gao

tr∞v



# Q & A

**Team CCCC**

MS-HCI, Georgia Institute of Technology

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