troov

UX Research: Dating/Meetup App Safety

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Agenda

1 Outline

2 Problem

3 Research Methods

4 Findings

5 Design Implications

6 Reflection

Dating/Meetup App Safety

Outline

Scope and context of the design research.

Problem Statement

How can we foster a **safe environment** on Dating and Meetup Apps (DMAs) to promote authentic and meaningful **in-person connections**?

Target User

Young adults using social platforms to seek and build connections

Behaviors of Interest: Dating app usage habits, cognitive processes and motivations that **influences a person's perception of safety** for deciding whether to meet people online to in-person.

Context of Use: Connections with individuals of shared interests, goals, and identities through in-person activities, who is tired of generic activities

Outline

Current Market Situation

DMAs continue to rise in popularity

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

Safety becoming a more visible issue

As of 2023, Only 48% of Americans think online dating is very or somewhat safe, down from 53% in 2019 [1].

Apps are diversifying

More apps are entering the market centered around very specific demographics.

Significance

Launching a successful product prioritizing intention through activities can help people connect with others in person doing what they love.

Dating/Meetup App Safety

Background

Literature, existing issues, and future prospects.

Background

Motivation

Safety.

People are getting sick of dating apps and are craving in person meet ups.

Attendance at dating events in the United States grew 42% in 2023 from 2022, according to ticketing platform Eventbrite, and was higher than pre-pandemic.

Bumble has launched Bumble IRL, inviting singles to “start the chat in person” at spin classes, community service outings and other in-person singles gatherings.

Background

History

Epidemic of Loneliness and isolation [1]

45% of current or recent users of dating apps say using these platforms made them feel more frustrated [2]

Most daters say dating is harder than before COVID-19 pandemic. [2]

There is a high prevalence of sexual violence associated with online dating platforms. People indicate significant concerns over safety on dating apps [3][4]

Background

Future Technology Integrations

Troov's AI-driven recommendation system matches users with other like-minded individuals who share your passions, making every meet-up a potential gateway to a significant and rewarding relationship, whether it's for friendship or dating.

AI-driven map that tell users which public places are safer to meet, real-time safety recommendations before and during the in-person meet-up.

Dating/Meetup App Safety

Research Methods

Methods and activities for identifying user needs.

Research Methods

Competitive Analysis

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

My Role Researched two apps and listed general features and market space.

Rationale

Lists specific design features that Troov can implement.

Frames common ways users currently think of safety.

Reveals trends, gaps in current strategies where Troov can innovate.

Limitations

Lacks in-depth usage statistics or attitudes regarding each feature.

May oversimplify nuances and differences of each feature.

Ignores the context of use for each feature.

Metrics

Specific in-app features that promote safety.

Procedures

Team members collected data and analyzed 8 different DMAs.

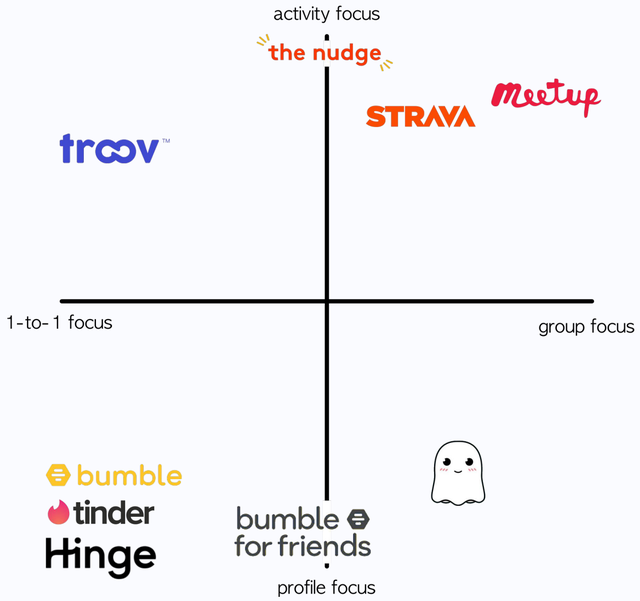
Initial results were synthesized into common themes to generate a perceptual map for market positioning.

Further analyzed safety guidelines, YouTube feature walkthroughs, reviews of apps' safety and privacy, and app info pages.

Research Methods

Competitive Analysis

Market Perceptual Map



Safety Feature Comparison

	Boo	Meetup	Tinder	Bumble	Bumble BFF	The Nudge	Coffee Meets Bagel	Troov
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	✗	✓

Team organized general findings into two axes to pinpoint Troov's market niche, and identify ways to differentiate from competitors. Safety analysis spanned all features that were related to safety, as stated on app pages or found through other research methods.

Research Methods

Survey

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.

My Role Helped select demographic screening and drafted some safety and Troov specific questions.

Rationale

Scalable and easy to deploy resulting in larger sample size (53).

Anonymity encourages more truthful responses.

Structured data allows for easier comparison, statistical analysis.

Limitations

Data is more succinct and surface level, less qualitatively rich.

Sampling bias can skew generalizations to general population.

Self-reported answers for subjective questions may be inaccurate.

Metrics

User demographics, past user behavior in regards to specific safety actions, interest in Troov's concept.

Procedures

Generated survey questions and rationale from research questions.

Designed survey using Qualtrics.

Distributed survey through flyers around campus and online QR code.

Analyzed survey results using Qualtrics tables and visualizations.

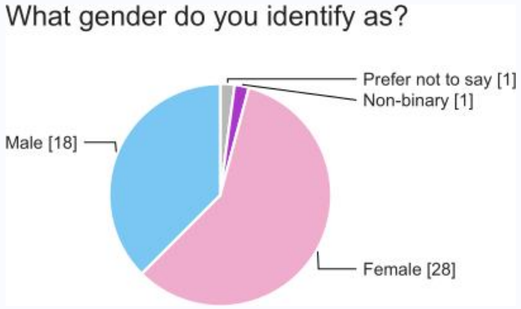
Research Methods

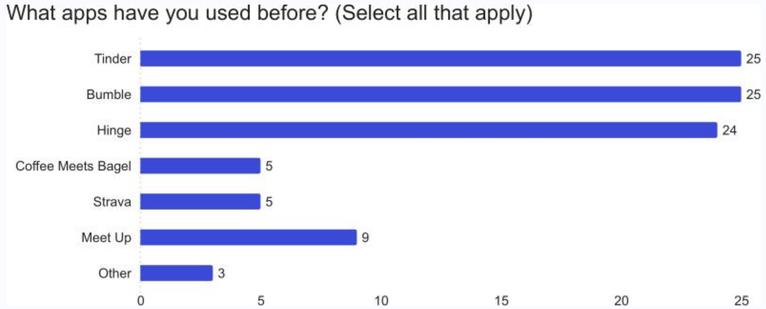
Survey

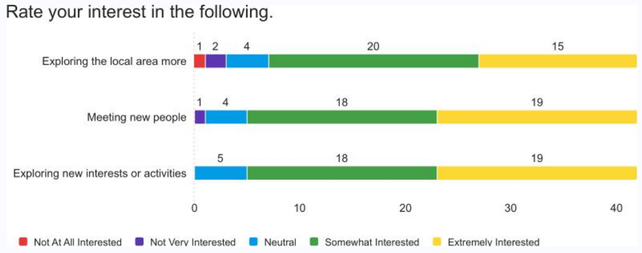
Raw Qualtrics Data

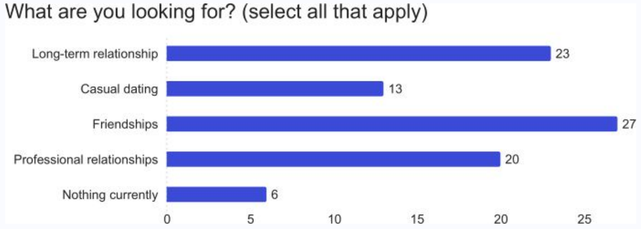
Recorded Date	Q17 - Please elaborate on why you gave your app experiences those ratings.	Q20 - Please provide your email address. Selected participants will be compensate...	Q1 - Have you used dating (Tinder, Hinge, Bumble, etc.) or meet-up apps (Bumble...	Q2 - What is your age?	Q3 - What gender do you identify as?	Q4 - What is your sexual orientation?
Oct 17, 2024 12:03 PM			Yes	18-22	Male	Bisexual
Oct 16, 2024 7:01 PM			Yes	23-35	Female	Bisexual
Oct 12, 2024 9:40 PM			No			
Oct 9, 2024 5:37 PM	Haven't tried any before this one	Jalexander309@gatech.edu	No	18-22	Female	Bisexual
Oct 9, 2024 2:46 PM	I have never used a meet up app, and meeting people off dating apps can be scary		Yes	23-35	Female	Bisexual
Oct 8, 2024 4:36 PM			Yes			
Oct 3, 2024 3:45 PM			No	18-22	Male	
Oct 3, 2024 3:09 PM		akozhabek3@gatech.edu	No	18-22	Male	Heterosexual
Oct 3, 2024 2:30 PM			Yes	23-35	Male	
Oct 2, 2024 5:32 PM			No	23-35	Female	Heterosexual
Oct 2, 2024 11:30 AM	just feel very fake and surface level	bhakdibhumib3@gatech.edu	Yes	18-22	Male	Heterosexual
Oct 1, 2024 4:12 PM	dating app is a good resource for meeting people outside circle, but some people might just want sex		Yes	23-35	Female	Heterosexual
Oct 1, 2024 10:16 AM			Yes	23-35	Female	Bisexual
Oct 1, 2024			Yes			

Qualtrics Visualizations and Charts









Team used thematic analysis to organize the limited open response data. Numerical data was analyzed using the inbuilt Qualtrics visualizations, specifically focused around whether different demographics varied responses to our research questions.

Research Methods

Semi-structured Interviews

Develop rich insights into the context and motivations behind specific actions and behaviors, specifically related to safety practices in the app, chatting, and in-person meetups.

My Role Led generation of interview questions based on research questions. Conducted 2 interviews, note-took for 2 interviews. Worked with group to generate affinity notes and analysis from all interviews.

Rationale

Detailed qualitative data explains individual reasons behind actions.

Reveals key characteristics, underlying similarities of types of users.

Limitations

Limited number of men interviewed—less critical feedback for safety.

Results comparison, visualization more difficult with open data.

Smaller sample size limits generalizability to broader population.

Metrics

Attitudes for app experience, safety, rationale behind user habits.

Procedures

Generated interview script and rationale from research questions.

Conducted 9 interviews, both in-person and over Zoom, with one interviewer and at least one note-taker.

Generated affinity notes, map from interview for thematic analysis.

Research Methods

Semi-structured Interviews

Annotated Interview Transcript & Notes

P Participant ▷ 22:12

Do you ever think about the they, well, I guess maybe it's implicit but, you know, you see someone's photo, what kind of context are they in, of they have like like what vibe they give off if they're holding like a weapon or something, they probably not gonna reach out to the person if they're like, doing something like that. I feel like it's risky. You know.

Behavior 81

X Xin ▷ 22:47

What kind of thing you consider as risky?

P Participant ▷ 22:51

I see them, like, if their profile is too generic then I, I wouldn't reach out to them

Behavior 81

Negative 40

X Xin ▷ 22:59

Like generic. Is it like a similar to other, like? Yeah. What do you mean, like,

P Participant ▷ 23:07

for example, a certain post, a certain, like look, I think like a certain way the photo is taken. Uh Like sometimes I feel like have any filters also like heavy filters, certain, like post certain framing certain face, certain whatever. Yeah, like gestures and gestures, outfit, stuff like that contribute to someone's life.

Negative 40

J Jason ▷ 23:36

So and you say that this affects your, your perception of safe oh, not safety, just interest but safety.

P Participant ▷ 23:44

It's hard because I don't think, I think for me as like a, like a, like a male person, I think maybe there's not as much concern as like someone who's a female. Yeah. Yeah, you'd say that for yourself.

Key insight 55

- Which dating apps have you used or are currently using?
  - Tinder, Bumble, Hinge
  - Bumble BFF

Motivation and Goals

- What are your main goals when using dating apps? (e.g., casual dating, long-term relationships, meeting new people)
  - Hopes to meet someone but becomes frustrating and ends up deleting the app
- How well do you think the apps you've used help you achieve these goals?
  - Usually refresh her mindset using dating app when she moves to a new place
  - Thinks a new place, people might be diff
  - Thinks age ranges might feel diff
  - Overall feels disappointing
- Talking to so many people, trying to keep track of so many conversation, feels unnatural
  - Feels easy to dehumanize others
  - Tinder is where she has the worst experiences
  - People can be disrespectful/harassment
  - **Has a folder of screenshots with harassments she received through dating apps**
  - Would send her screenshots to group with college girls to share her experiences
  - Sometimes would get fetishism/strange behavior
  - Hinge: anyone can send messages (but less than tinder)
  - Thinks bumble is the best (thinks maybe because women are the one who initiated)

Chatting phase

- Behaviors
  - Really easy to become virtual penpals
  - Prefers to meet in person
  - Tries to keep her chatting phase short
  - Can lead to overthinking when chatting with them so long
    - Starts to hyper-analyze everything
  - Meeting in person, can quickly get to know a person than chatting online
  - Chats with them a week before meeting in person
  - Tries to make a plan early on but doesnt meet them until later
- What makes you comfortable to meet in person
  - More comfortable connecting with someone that goes to the same school

Affinity Map

Team transformed interview annotations and real-time notes into affinity notes representing user behaviors, desires, and frustrations. Team collaboratively generated affinity map by grouping together and moving around similar affinity notes to find underlying themes.

Research Methods

Structured Feedback Session

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

My Role Conducted and note-took for 4 structured interviews evaluating specific screens from Troov's prototypes and assessing attitudes surrounding features.

Rationale

Structure makes comparison of features, pain-points easy.

Open-ended feedback prioritizes user feelings and attitudes.

Targeted evaluation generates actionable items for specific screens.

Limitations

Limited scope on specific screens may neglect broader use context.

Feedback less focused on quantitative metrics or task completion.

Metrics

Attitudes regarding app features, concept. Assumptions of screen, terminology, and feature functionality. Pain-points for features.

Procedures

Showed and walked through 6 Figma screens to 9 participants.

Asked users to guess meanings and functions of screens, terminology, and features.

Had users give feedback, rank importance of explained features.

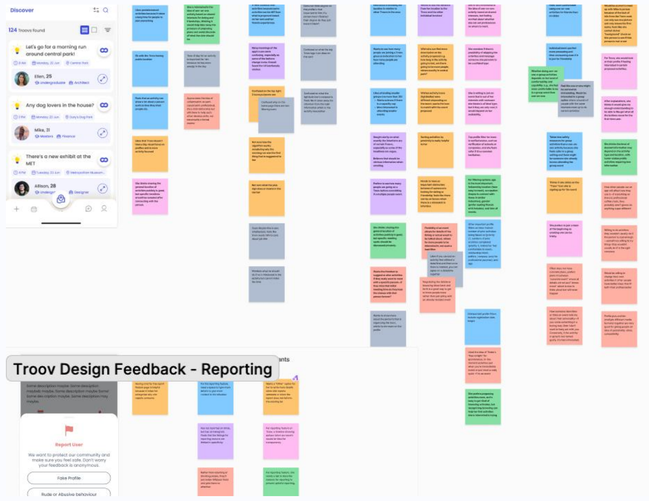
Research Methods

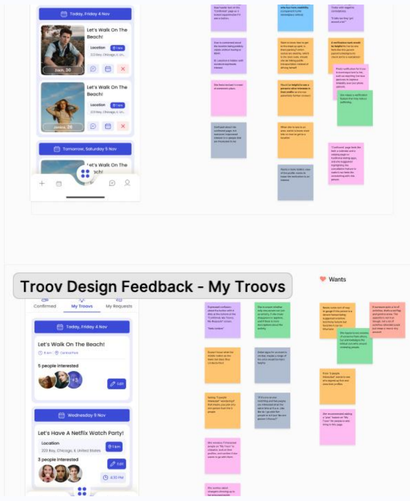
Structured Feedback Session

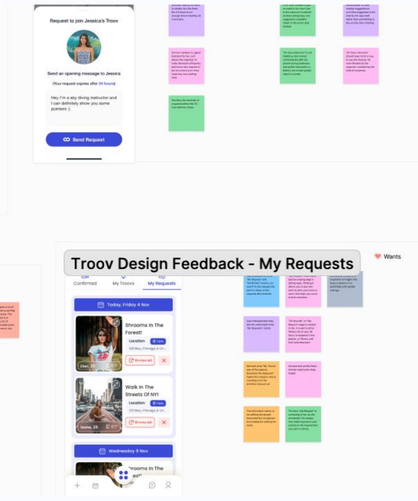
Session Notes

- Which features do you think are most important when deciding to join an activity proposal?
  - If she was the person proposing the event, is it only one on one?
  - Does she have the ability to approve or disapprove
  - If she clicks on the button does she automatically join a troov or is there another process?
  - Doesn't feel like 24 hours is long enough
    - Her as student is not using the app the whole time
    - Can imagine people having full time job people might not remember to message
    - On bumble, they have this feature to get people talking
    - But because troov has an event and are eventually meeting up, maybe does not need a 24 hour countdown to talk
      - Maybe have a reminder closer to the event
    - Not sure if the 24 hours to extend is helpful: would probably never use it
    - Might feel too guilty to reject someone, would just leave it and not extend the chat
- Reporting screen
  - Needs an “other” tab to describe more
  - Thinks the option covers the general issues well
- Are any of these activities only one-on-one or group?
  - Thought about reviews but thinks it’s unethical/black mirror esc
  - Wants to know if someone had a good time with this person
  - Would be nice to have a bit more info
- Think having a general location is a good thing
  - Having time to discuss amongst yourself on exactly where to meet
  - Just enough info on where the invite is going to be
  - Knowing where the activity is relative to where they are
- One-on-one vs group
  - Level of comfortability would change
  - E.g. running
    - Would feel not comfortable one-on-one
    - But with group would feel more comfortable
- Description of the troov is important, knowing exactly what is in store is important
- Social media using: excited to get to know the other person
- Assuming my Troov: activities you propose

Individual Screen Thematic Analysis







Team generated affinity notes from structured interviews and organized them into broad groups based on individual screen. Notes were further organized by sentiment and desires, covering liked features, points of confusion, desires, and insights.

Research Methods

App Walkthrough

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

My Role Screen-recorded myself walking through app for first time while taking notes on initial thoughts. Discussed findings and notes as a group.

Rationale

In-depth evaluation of first-impressions highlights usability.

Task-based flow focuses on app features and screens in context.

Internal testing within team is efficient in generating insights.

Limitations

Small sample-size(4 team members) limits generalizability.

Working with Troov provides context first-time users may not have.

Metrics

Feature pain-points, confusing terminology when performing tasks. Design ideas for improved user experience.

Procedures

Team members screen-recorded themselves using app for the first time, taking notes of any confusions or ideas.

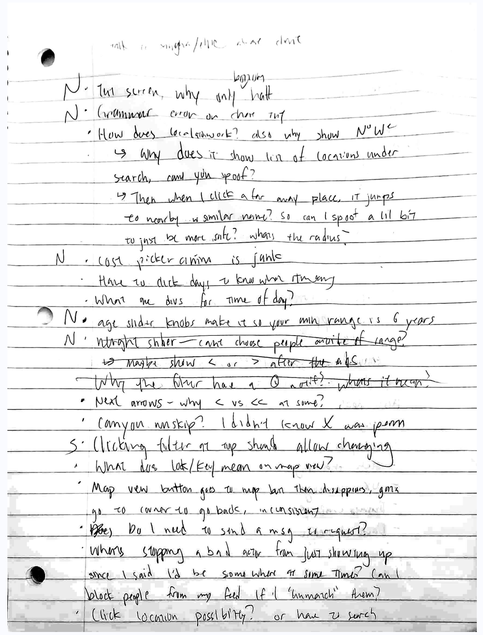
Discussed notes, confusions, and common pain points as a group.

Assigned notes of pain-points to respective screens.

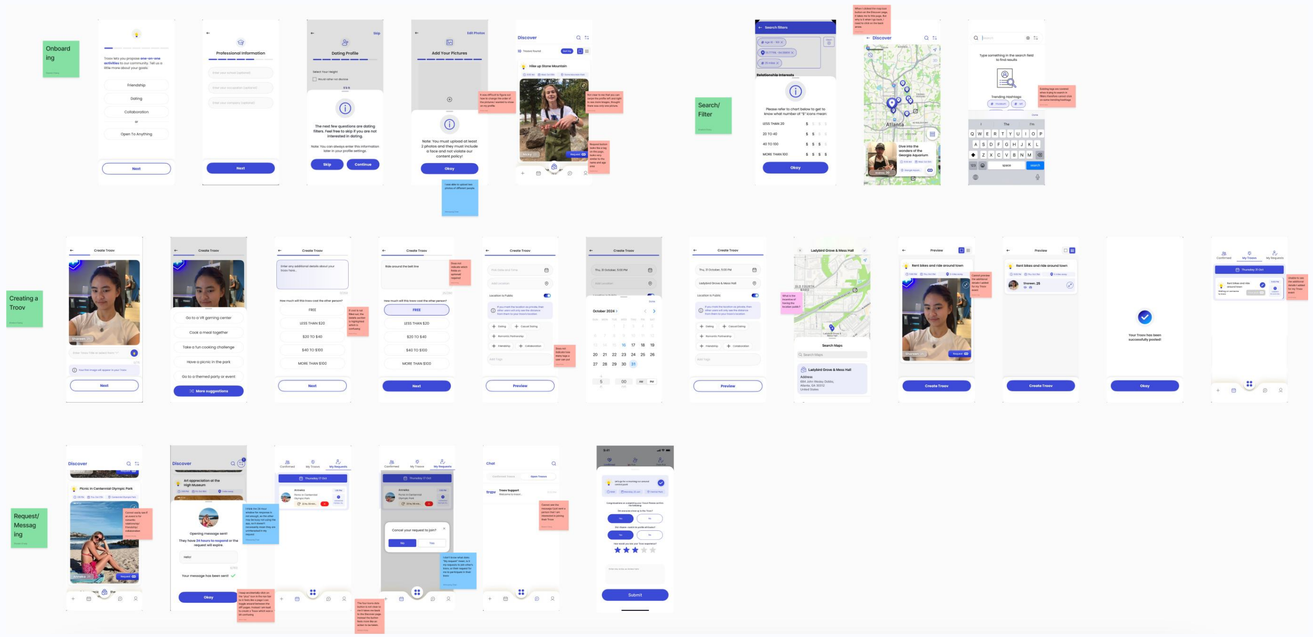
Research Methods

App Walkthrough

Session Notes



Synthesized Notes for Specific Screens



Notes were organized based on screens that supported specific tasks, reflecting the pain points of specific team members as well as common findings.

Dating/Meetup App Safety

Findings

Underlying themes and conclusions based on user research.

Finding 1

Users grow distrustful of a platform when repeatedly exposed to unsolicited or inauthentic content.

High Value

Easily measurable (# of fake profiles, # of reports, # of blocks) and translated into actionable feedback that can increase user base and retention based on trust.

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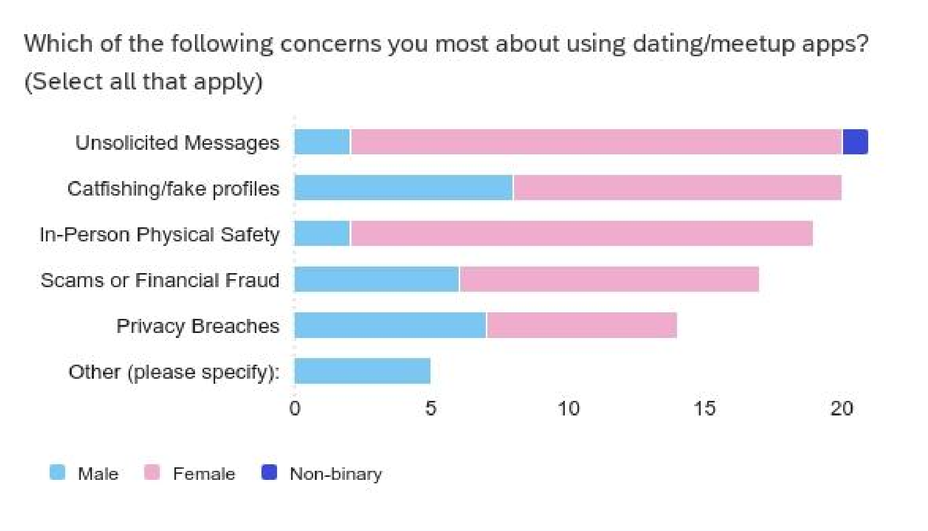
Competitive Analysis

All DMAs surveyed besides The Nudge feature blocking and reporting. Most apps feature photo verification.

Survey

Unsolicited messages and Catfishing are most commonly reported concerns.



Structured Feedback Session

Multiple users ranked photo, company, or university student status verification as a top desire for safety features.

Competitive Analysis

All DMAs surveyed except Tinder and Nudge feature the ability to control your location visibility.

Semi-Structured Interviews

Users hide information for both **general safety** (stalking, harassment) and **embarrassment** (friends, coworkers seeing their profiles).

“When I’m creating my profile... I just [use] my nickname and I don’t use any of the photos that I’ve ever posted online so that they cannot trace me.”—U6, Heterosexual Female

“I’m just scared about them knowing my real location when we haven’t had that connection yet.”—U1, Heterosexual Female

“What scares [my friend] is feeling embarrassed when friends see her profile... what if my coworkers see me?”—U4, Non-binary

Structured Feedback Session

Users expressed concern with revealing troov activity location—fear that uninvited users may show up and threaten safety.

Finding 2

Users carefully curate their exposed personal information online to protect their identities.

High Value

This finding can be directly translated into feature requirements directly tied to perception of safety, and thus willingness to use the app and go on meetups.

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Finding 3

Users will only meet up in-person if they have multiple guarantees of their physical safety at every stage of the meetup.

High Value

Finding indicates a direct, actionable avenue to influence a users decision to meet up with an online match, increasing real-world engagement.

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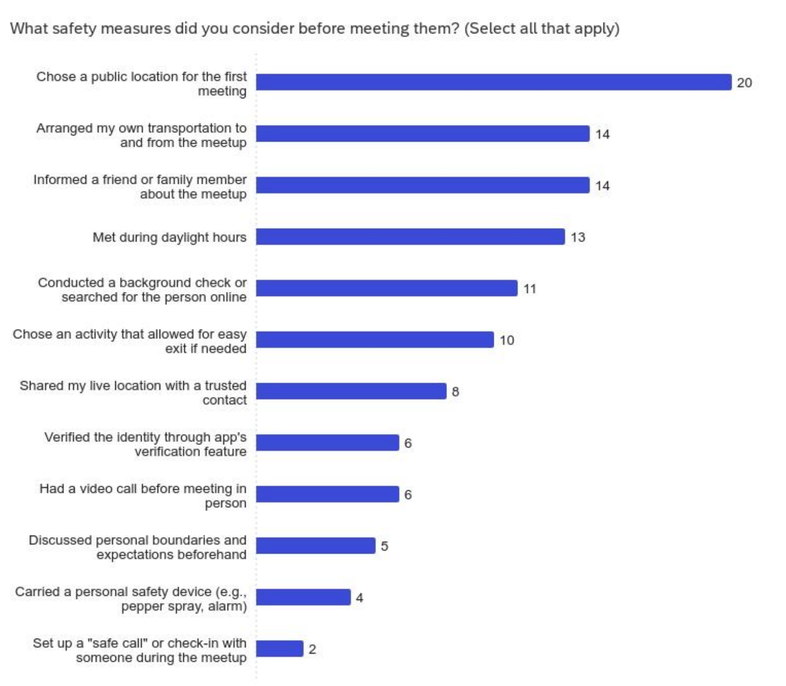
Survey

Controlling setting, transportation, and details of a meeting are the most frequent safety measures.



Semi-Structured Interviews

“I have like, a group chat of close friends that we all live around the same area. So I know that if I’m going somewhere within that area, they'll be there if I need them to be.”—U7, Homosexual Female

Competitive Analysis

The Nudge allows users to create and browse templates for dates, meetings, and hangouts—specifying the location and details so others can plan their own activities.

Semi-Structured Interviews

Users often download dating apps out of boredom or loneliness. Many swipe and meet out of **curiosity** without committing to longer relationships.

“Whenever I get to a new place, I feel compelled to use the apps just whether it’s for dating or just to use like a BFF app or just to see what people, even if I don’t... ever meet anybody just to see what people are like, like to temperature check a new area or something like that.”—U2, Heterosexual Female

“I was going to Montreal, um, for the first time and also by myself. So I was thinking maybe I could meet up with someone who lives there or is passing by there and make new friends. Um... I tried setting up like a Bumble BFF account...”—U8, Heterosexual Male

“I’m a very extroverted person. I get energy from people. And so I was like, ok, I’m gonna, you know, just hang out with this new person that I met with online. And how about we meet in person."—U4, Non-binary

Finding 4

Users like using DMAs to explore who is out there and what is going on in an area.

Medium Value

Facilitating exploratory behavior enhances the app’s overall effectiveness, though this finding is not directly linked to safety or ensuring in-person meetups.

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Finding 5

Users highly value information about a potential match from trusted circles or external parties.

High Value

Recommendations or feedback from friends can significantly influence decision-making. Integrating social proof or endorsements from trusted sources is an actionable feature that can directly improve perceptions of safety and thus physical meetups.

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Interviews

Users look to **mutual friends**, **support groups**, and **social media** to verify identity and character.

Only agreed to meet in-person with a match when her friend said that she used to be classmates with him—U3, Bisexual Female

“They had like a girls only sort of group feature in, in the app. So that was very helpful as in, there'll be a lot of women who report that this particular profile is actually not [who he claims to be].”—U1, Heterosexual Female

“I also kind of like, I guess stalk them or like try to find them on social media like, uh, Linkedin or Instagram, um, to again make sure that they're real person and then, um, they actually like, live in Georgia and like in proximity.”—U6, Heterosexual Female

Structured Feedback Session

Users mentioned the possibility of a review or testimony feature to vet profiles. Many users ranked profile verification as a top desire.

Semi-Structured Interviews

Users are more comfortable talking and meeting with similar identities or interests.

“I tend to respond to people who... just responded to my interest. Like, oh, I love playing smash. Um, or I love Pokemon too. What’s your favorite?”—U5, Heterosexual Female

“...for example, they put bouldering rock climbing that way, like, oh, I just started, maybe I could ask for some tips from. Yeah.”—U8, Heterosexual Male

(on why they didn’t take many safety precautions for an in-person meetup)
“[the other person was] fellow queer, Asian, trans masc, who’s not that bigger than me.”—U4, Non-binary

Structured Feedback Session

Users reported want to know about activity interests or relationship goals as important factors for a possible meetup.

Finding 6

Users feel safer when a match is similar to them in identity, interests, or goals.

High Value

Promoting compatibility by highlighting shared interests, goals, or cultural backgrounds can increase the likelihood of meaningful connections. This alignment fosters a sense of safety and belonging, encouraging deeper engagement.

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Finding 7

Users appreciate intentionality and genuine empathy in their matches.

Medium Value

Findings indicate that showing matches that show sincere interest and emotional investment can help users gauge the intent of a match which directly influences and create a more supportive and engaging environment. Measuring intentionality is more difficult, however, to translate into direct features.

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Semi-Structured Interviews

Users describe not wanting to **waster their time** as well as wanting to understand **real intentions.**

“I don’t want to waste my time. So I, I would rather just like be proactive and like ask questions to make sure that I’m getting what I wanted then just to wait around for them to like, express in interest and like, it’s gonna just drag on and on and just, I just don’t want to waste my time.”—U6, Heterosexual Female

“Let’s go for a morning run around Central Park. Ok. Is that to get to know each other to date or is that to just have a friend? Is that to do sexual things after... the headline... might not reflect what they want out of it. So, I think I'd be nervous about that.”—U5, Heterosexual Female

Structured Feedback Session

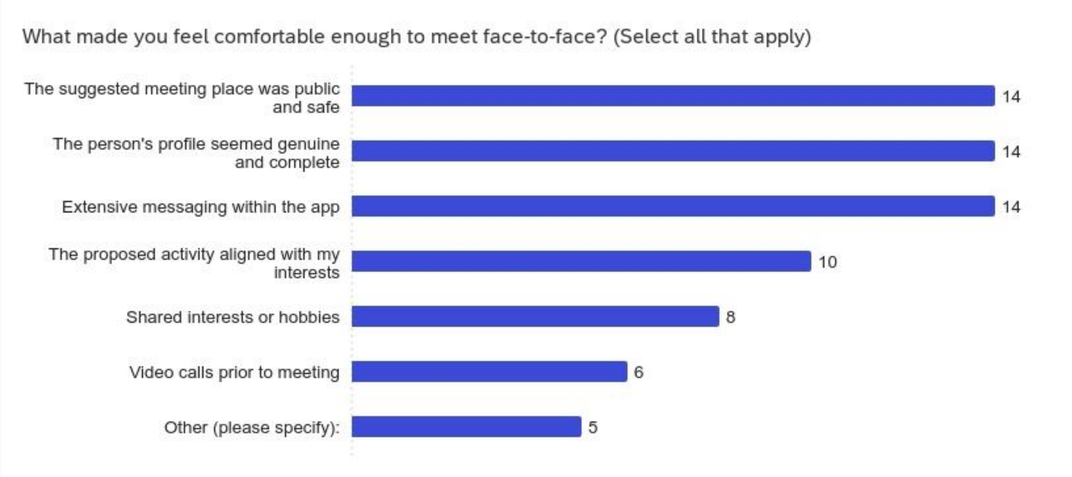
Most users ranked “# of activities flaked on” as one of their top metrics on deciding whether to meet with someone.

Competitive Analysis

Around half of surveyed DMAs allow video chatting to get to know users more holistically.

Survey

Users rank perceived genuineness of a profile as the tied top choice of what would make them comfortable enough to meet up.



Semi-Structured Interviews

“So people lie a lot and um in your chatting phase it’s kind of easier to figure out all those things... because, yeah, you have your Instagram, you have your LinkedIn, you have some, some information about this person... But what is the person by [themselves]?”—U1, Heterosexual Female

Finding 8

Users want to know how people behave in real life, outside of apps.

High Value

Knowing more about a person’s behavior in a real-world context can help users make better decisions about pursuing relationships. Research finding has design implications for safety perception and increasing meetup possibility.

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Dating/Meetup App Safety

Design Implications

User needs and what they mean for app features and design.

Design Implications

RF1 Users do not want to see large quantities of fake profiles.

System should filter out profiles that are highly likely to be fake from view.

System should have indicators of a profile's validity—verifications of their physical appearance, occupation, or identity.

RF1 Users need to feel safe while using online dating apps.

System should have a spam or safety filter for malicious or unsolicited messages.

System should allow users to report/block other users when they see suspicious behaviors or are experiencing harassment

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RF2 Users need to protect their real identity from those who can harm them.

System should not reveal sensitive information about a user that can be connected to an established online or physical identity unless the user specifically permits it.

System could consider what information is vital towards building safety and trust and what information can be obscured or altered to protect safety.

RF2 Users want to keep dating and existing circles (friends, coworkers, etc.) separate.

System should offer a way to detect and filter out/not display profile to users known from existing social circles.

Design Implications

RF3 Users need to guarantee their own safety (transportation, entry, exit) during a meetup.

System should provide recommendations, reminders for ensuring the details, setting, and activity of a planned meetup are safe.

System should provide real-time recommendations for users to keep themselves safe before and during meetups.

System should facilitate individual transportation to and from the meetup.

RF3 Users need access to external support (friends, family, emergency services, police, etc) either spontaneously or as a guarantee afterwards in case something goes wrong.

System should offer features to notify external or emergency resources at any point.

System should know when users are on in-person events and offer discreet ways to trigger emergency safety or intervention measures.

RF5 Users want to know other peoples experiences or opinions about a potential match.

The system should connect users with other people of similar demographics, interests, or dating pools as support networks.

RF5 Users want to know if a profile has existing connections to them.

The system should identify a profile's degrees and nature of connection to them.

Design Implications

RF6 Users need to easily identify how and where potential matches align with themselves on interests, identities, goals, etc.

System should allow users to rank different values i.e. identity, interests, goals in terms of filter strictness on who to show first.

RF8 Users want to understand how a person behaves and interacts in different situations and among different people.

The system should allow profiles to reflect a user's personality across different social contexts—not just as a romantic partner, but as a friend, within their family, as a coworker, student, etc.—to show their character more holistically.

RF8 Users want to see a profile that reflects a person's actual life.

The system should allow users to express themselves on their profile through multiple channels and forms of media.

Design Implications

User Needs

	High Safety	Low Safety
High Selectivity	Introverted Women *"The Cautious Dater"*	Introverted Men *"The App-Weary"*
Low Selectivity	Extroverted Women *"The Pragmatic Explorer"*	Extroverted Men *"The Adventurer"*

Design Implications

Vivien Jiang The Pragmatic Explorer

Bio Vivien just moved to New York after her recent promotion to work at company HQ . She's excited to explore the new city and make friends.

Goal

I'm always down to meet cool people, so long as I can be sure I'll be safe. If we get along, we can see where it goes.

Demographics

Gender: Female

Age: 26

Occupation: Software Engineer II

Wants

I want to meet people in person as soon as possible, because I feel I can get to know them better that way

I want strict measures guaranteeing my physical safety when I meet new people.

Frustrations

I'm open to meeting new people, but I hate when they flake on me. It's OK if we don't vibe, but I want you to at least be intentional.

I get tired of chatting online without it going anywhere. It drags on and wastes everyone's time.

Design Implications

Sam Parker The Cautious Dater

Bio Sam had a bad breakup with her previous partner that she met through Tinder and is just now starting to open up to exploring another relationship. She's finds dating apps tiring, but necessary as she's very introverted.

Goal

I'm only interested in serious relationships with people who will actually get along with me and care about me.

Demographics

Gender: Female

Age: 22

Occupation: College Student

Wants

I want to be absolutely sure somebody is authentic, safe, and someone I can get along with before I meet them in-person.

I want to avoid putting too much of my information out on apps where people I don't know yet can see it.

Frustrations

I've gotten a lot of creepy, harassing messages on apps before.

I've had awkward dates before where I meet with somebody who either isn't present or doesn't mesh with me at all. When we can't talk about anything, I just leave.

Dating/Meetup App Safety

Reflection

Lessons learned throughout the research process.

Reflection

What Went Well

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.

Extremely thorough research.

We interviewed 9 different participants and generated a large quantity of affinity notes for thematic analysis, giving us a lot of qualitative data to work with.

Reflection

Possible Improvements

Time Management

Sometimes we would spend more time on small parts of the process that ultimately had weaker implications for future design phases, such as rewording interview questions or discussing specific design implications. These could've been made broad at the current stage and refined later.

Meeting Direction

Because we discussed most findings and processes with all members, meetings tended to drag on even when we did have an agenda. Discussions might get into the details that didn't warrant occupying everyone's time, leaving us less room to do other processes.

Reflection

References

Supplementary Docs:
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Thank You