

## Usability Criteria

The 3 primary usability goals are: Effectiveness, Efficiency, and Utility. The goal of the application is for people of an older age group to successfully find and “match” with possible partners with ease, efficiency, and utility.

- **Effectiveness** - The goal of the application is to
  - Allow users to find other possible partners based on a set of criteria (age, sex, interests) within first 50 possible matches.
- **Efficiency:** The application should be both simple and straightforward, allowing users to access and use the application without extensive “training”.
  - Designed so that users are able to match with another within a max of 5 clicks.
    - The application should minimize the required steps involved with the “match” with another person.
    - When selecting users, they should only have to make a simple movement to accept or reject the person.
    - They should be notified about a match and should be brought straight to the messaging application from the notification.
- **Utility:** The application should provide the users with
  - A fully fledged filtering system based on the provided categories.
  - The ability to find other users who match their criteria
  - The ability to “like” or “dislike” a person
  - The ability to match with a person (if both like each other)
  - The ability to communicate with the person within the application

## User Experience Goals

The two key user experience goals for Okboomer are:

1. A fun, rewarding, and motivating matching system that caters to user specified criteria.
2. An easy to understand and use UI that is enjoyable to use.

## User Profile

Provide three user profiles for your selected project (Include at least one primary and one secondary user profile). Describe how they relate to the system.

### Main Users

<ul style="list-style-type: none"><li>- Demographic characteristics<ul style="list-style-type: none"><li>- Age: 45-70</li><li>- Gender: 50% female, 50% male</li><li>- Location: Anywhere in Okanagan</li></ul></li><li>- Education-Degree</li></ul>	<ul style="list-style-type: none"><li>- Demographic characteristics<ul style="list-style-type: none"><li>- Age: 70-100</li><li>- Gender: 50% female, 50% male</li><li>- Location: Anywhere in Okanagan</li></ul></li><li>- Education-Degree</li></ul>
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<ul style="list-style-type: none"> <li>- Highschool - Bachelor Degree</li> <li>- Computer experience <ul style="list-style-type: none"> <li>- Intermediate</li> <li>- 10-15 years</li> </ul> </li> <li>- Specific product experience <ul style="list-style-type: none"> <li>- Low-Medium experience with dating apps/sites</li> <li>- Competitors' products <ul style="list-style-type: none"> <li>- Match.com</li> <li>- OKCupid</li> </ul> </li> </ul> </li> <li>- Tasks <ul style="list-style-type: none"> <li>- Primary tasks <ul style="list-style-type: none"> <li>- Set up a profile, with their relevant filters</li> <li>- Like or Dislike potential matches</li> <li>- Message matches (send selfie to ensure honesty)</li> </ul> </li> </ul> </li> <li>- Technology available <ul style="list-style-type: none"> <li>- Mobile</li> <li>- Laptop</li> </ul> </li> <li>- Disabilities (Age Related) <ul style="list-style-type: none"> <li>- Hearing Impaired</li> <li>- Sight Impaired.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Highschool - Bachelor Degree</li> <li>- Computer experience <ul style="list-style-type: none"> <li>- Minimal</li> <li>- 0-10 years</li> </ul> </li> <li>- Specific product experience <ul style="list-style-type: none"> <li>- Low-Medium experience with dating apps/sites</li> <li>- Competitors' products <ul style="list-style-type: none"> <li>- Match.com</li> <li>- OKCupid</li> </ul> </li> </ul> </li> <li>- Tasks <ul style="list-style-type: none"> <li>- Primary tasks <ul style="list-style-type: none"> <li>- Set up a profile, with their relevant filters</li> <li>- Like or Dislike potential matches</li> <li>- Message matches (send selfie to ensure honesty)</li> </ul> </li> </ul> </li> <li>- Technology available <ul style="list-style-type: none"> <li>- Mobile</li> <li>- Laptop</li> </ul> </li> <li>- Disabilities (Age Related) <ul style="list-style-type: none"> <li>- Hearing Impaired</li> <li>- Mobility</li> <li>- Sight Impaired.</li> </ul> </li> </ul>
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## Secondary Users


<p>Children/Grandchildren of Main Users (Secondary)</p> <ul style="list-style-type: none"> <li>- Demographic characteristics <ul style="list-style-type: none"> <li>- Age: 4-18</li> <li>- Gender: 50% female, 50% male</li> <li>- Location: Anywhere in the Okanagan</li> </ul> </li> <li>- Education-Degree <ul style="list-style-type: none"> <li>- Elementary School - High School</li> </ul> </li> <li>- Computer experience <ul style="list-style-type: none"> <li>- 4-18yrs</li> <li>- Low-Medium Technical Skills</li> </ul> </li> <li>- Specific product experience <ul style="list-style-type: none"> <li>- Medium experience with dating apps/sites</li> <li>- Competitors' products</li> </ul> </li> </ul>	<p>Developer (Secondary User):</p> <ul style="list-style-type: none"> <li>- Demographic characteristics <ul style="list-style-type: none"> <li>- Age: 20-22</li> <li>- Gender: 75% female, 25% male</li> <li>- Location: UBC Okanagan</li> </ul> </li> <li>- Education-Degree <ul style="list-style-type: none"> <li>- Highschool - Undergoing Computer Science Bachelor Degree</li> </ul> </li> <li>- Computer experience <ul style="list-style-type: none"> <li>- 15yrs</li> <li>- High Technical Skills</li> </ul> </li> <li>- Specific product experience <ul style="list-style-type: none"> <li>- Medium experience with dating apps/sites</li> <li>- Competitors' products <ul style="list-style-type: none"> <li>- Tinder</li> <li>- Bumble</li> </ul> </li> </ul> </li> </ul>
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<ul style="list-style-type: none"> <li>- Tinder</li> <li>- Bumble</li> </ul>	<ul style="list-style-type: none"> <li>- Tasks <ul style="list-style-type: none"> <li>- Primary tasks <ul style="list-style-type: none"> <li>- Test Functionality of App</li> </ul> </li> </ul> </li> <li>- Technology available <ul style="list-style-type: none"> <li>- Mobile</li> <li>- Laptop</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>- Tasks <ul style="list-style-type: none"> <li>- Primary tasks <ul style="list-style-type: none"> <li>- Help Main User navigate app functions if needed.</li> </ul> </li> </ul> </li> <li>- Technology available <ul style="list-style-type: none"> <li>- Mobile</li> <li>- Laptop</li> </ul> </li> </ul>	

## Persona

### Main Users

 <p><b>Name</b> Alice (Elderly Person)</p> <p><b>Age</b> Age 70 or older</p> <p><b>Highest Level of Education</b> Associate degree (e.g. AA, A's)</p>	<p><b>Description</b></p> <p>Alice is a 77-year-old widow who married her high school sweetheart. She has an associate degree and experience working in the medical field. She has little to no experience working with technology. She is looking for someone who vaccinates their grandchildren and is a family person. She does not want to date anyone under her age. She has no prior experience with dating apps and is relying on her grandchildren for help.</p>	
	<p><b>Goals</b></p> <p>She would like to find someone:</p> <ul style="list-style-type: none"> <li>• In her area</li> <li>• Shares common interests</li> <li>• Around her age</li> </ul>	<p><b>How can we help</b></p> <p>We can help by</p> <ul style="list-style-type: none"> <li>• Providing a simple, straightforward UI for a dating app</li> <li>• Allowing the user to filter on their age, location, and interests</li> </ul>
	<p><b>Motivations</b></p> <ul style="list-style-type: none"> <li>• Ease</li> <li>• Speed</li> <li>• Convenience</li> </ul>	<p><b>Brands</b></p> <p>Alice has no prior experience with dating apps.</p>

	<b>Description</b> Eve is a 55 year old, freewheeling pansexual, in search of a sugar parent. She is the founder and proud owner of her website babygoatsweaters.com where she sells her home-made baby goat sweaters. She currently supplements her entrepreneurial pursuits as the manager at Claire's but wishes to find a sugar parent to focus solely on her baby goat sweaters.			
<b>Name</b> Eve	<table border="1"> <tr> <td data-bbox="595 398 930 589"> <b>Goals</b>            She would like to find someone:           <ul style="list-style-type: none"> <li>• richer</li> <li>• older</li> <li>• Likes goats</li> <li>• Supports her and her identity</li> </ul> </td> <td data-bbox="938 398 1275 589"> <b>How we can help</b>            We can help by:           <ul style="list-style-type: none"> <li>• Allowing Eve to filter based on age and interest</li> <li>• She would like to filter based on their financial status</li> <li>• Show people of the same orientation first</li> </ul> </td> </tr> </table>		<b>Goals</b> She would like to find someone: <ul style="list-style-type: none"> <li>• richer</li> <li>• older</li> <li>• Likes goats</li> <li>• Supports her and her identity</li> </ul>	<b>How we can help</b> We can help by: <ul style="list-style-type: none"> <li>• Allowing Eve to filter based on age and interest</li> <li>• She would like to filter based on their financial status</li> <li>• Show people of the same orientation first</li> </ul>
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<b>Age</b> 45-70	<table border="1"> <tr> <td data-bbox="595 600 930 788"> <b>Motivations</b> <ul style="list-style-type: none"> <li>• Ease</li> <li>• Social</li> <li>• Finances</li> </ul> </td> <td data-bbox="938 600 1275 788"> <b>Brands</b> <ul style="list-style-type: none"> <li>• OKCupid</li> <li>• Match</li> <li>• eHarmony</li> </ul> </td> </tr> </table>		<b>Motivations</b> <ul style="list-style-type: none"> <li>• Ease</li> <li>• Social</li> <li>• Finances</li> </ul>	<b>Brands</b> <ul style="list-style-type: none"> <li>• OKCupid</li> <li>• Match</li> <li>• eHarmony</li> </ul>
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<b>Highest Level of Education</b> Bachelor's degree (e.g. BA, B				
<b>Industry</b> Retail				
<b>Organization Size</b> Self-employed				

## Secondary User

### Billie the Kid


<b>Age</b> Under 18 years
<b>Highest Level of Education</b> Less than high school
<b>Social Networks</b>
    
<b>Industry</b> Being the best grandkid

<b>Description</b> All Billie wants is to play tag with someone and for Grandma to be happy. Grandma can't move like she used to anymore, so Billie needs to find someone who can: <ol style="list-style-type: none"> <li>1. Play tag</li> <li>2. Makes Grandma Happy</li> </ol>
<b>Goals</b> Billie would like for Okboomer to: <ul style="list-style-type: none"> <li>• Help her Grandma find someone she can be happy with.</li> <li>• Specifically someone physically fit that can play tag</li> <li>• For Grandma to be able to operate the app without assistance</li> </ul>
<b>How can we help?</b> We can help by: <ul style="list-style-type: none"> <li>• Making the app as easy to navigate as possible</li> <li>• Filter by interests and age</li> </ul>

## Emily The Developer



Age  
**18 to 24 years**

Highest Level of Education  
**Some college, no degree**

Social Networks



Industry  
**Technology**

Organization Size  
**Self-employed**

### Description

Emily is 20-year-old developer based in the Okanagan region passionate about machine learning and data systems. Emily is always looking to solve new problems and get started on new projects. Emily is looking to develop a dating application for the elderly as inspired by her family. She hopes to incorporate her knowledge and experience with technology to build a product that is both fun and functional.

### Goals

- **Create a mobile dating application for elderly that is fun to use**
- **Making matching simple and convenient**
- **Develop an interface that is easy to learn**