

# 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
  - o A fully fledged filtering system based on the provided categories.
  - The ability to find other users who match their criteria
  - o 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

- Demographic characteristics
  - Age: 45-70
  - Gender: 50% female, 50% male
  - Location: Anywhere in Okanagan
- Education-Degree

- Demographic characteristics
  - Age: 70-100
  - Gender: 50% female, 50% male
  - Location: Anywhere in Okanagan
- Education-Degree



- Highschool Bachelor Degree
- Computer experience
  - Intermediate
  - 10-15 years
- Specific product experience
  - Low-Medium experience with dating apps/sites
  - Competitors' products
    - Match.com
    - OKCupid
- Tasks
  - Primary tasks
    - Set up a profile, with their relevant filters
    - Like or Dislike potential matches
    - Message matches (send selfie to ensure honesty)
- Technology available
  - Mobile
  - Laptop
- Disabilities (Age Related)
  - Hearing Impaired
  - Sight Impaired.

- Highschool Bachelor Degree
- Computer experience
  - Minimal
    - 0-10 years
- Specific product experience
  - Low-Medium experience with dating apps/sites
  - Competitors' products
    - Match.com
    - OKCupid
- Tasks
  - Primary tasks
    - Set up a profile, with their relevant filters
    - Like or Dislike potential matches
    - Message matches (send selfie to ensure honesty)
- Technology available
  - Mobile
  - Laptop
- Disabilities (Age Related)
  - Hearing Impaired
  - Mobility
  - Sight Impaired.

### Secondary Users

# Children/Grandchildren of Main Users (Secondary)

- Demographic characteristics
  - Age: 4-18
  - Gender: 50% female, 50% male
  - Location: Anywhere in the Okanagan
- Education-Degree
  - Elementary School High School
- Computer experience
  - 4-18yrs
  - Low-Medium Technical Skills
- Specific product experience
  - Medium experience with dating apps/sites
  - Competitors' products

### Developer (Secondary User):

- Demographic characteristics
  - Age: 20-22
  - Gender: 75% female, 25% male
  - Location: UBC Okanagan
- Education-Degree
  - Highschool Undergoing Computer Science Bachelor Degree
- Computer experience
  - 15yrs
  - High Technical Skills
- Specific product experience
  - Medium experience with dating apps/sites
  - Competitors' products
    - Tinder
    - Bumble

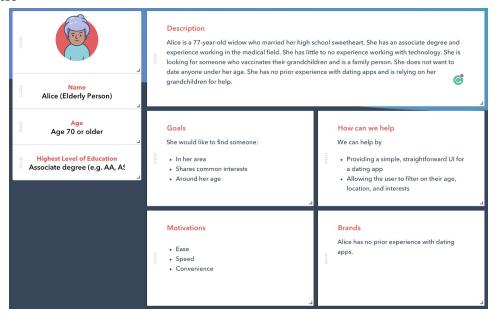


- Tinder
- Bumble
- Tasks
  - Primary tasks
    - Help Main User navigate app functions if needed.
- Technology available
  - Mobile
  - Laptop

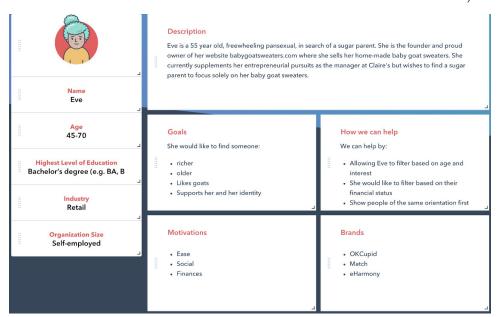
- Tasks
  - Primary tasks
    - Test Functionality of App
- Technology available
  - Mobile
  - Laptop

# Persona

## Main Users







## Secondary User

## **Billie the Kid**



#### Description

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:

- 1. Play ta
- 2. Makes Grandma Happy

#### Goals

Billie would like for Okboomer to:

- $\bullet\,$  Help her Grandma find someone she can be happy with.
- Specifically someone physically fit that can play tag
- For Grandma to be able to operate the app without assistance

#### How can we help?

We can help by:

- Making the app as easy to navigate as possible
- Filter by interests and age



# **Emily The Developer**



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

- ${\boldsymbol \cdot}$  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