

UI/UX Project Report

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UI/UX Design and Development

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Introduction

MatchMingle is a conceptual dating platform designed to provide an immersive experience for individuals looking to meet and connect with potential partners. The intent behind MatchMingle is to simplify the process of finding a compatible match through an interface that is intuitive, engaging, and accessible.

The platform is structured around the core activities of a dating service: profile creation, match discovery, and direct communication. By focusing on a user-centered design approach, MatchMingle aims to differentiate itself with a friendly and welcoming interface that reflects the vibrancy and diversity of the dating world.

This report details the journey from initial concept to prototype creation, focusing on the design decisions made at each step. It outlines the principles that guided the visual and interaction design, the user feedback gathered, and the insights from usability testing.

A key aspect of the project was iterative design – a process involving repeated cycles of testing, feedback, and refinement. This process ensured that the final design not only resonated with the aesthetic expectations of the target user base but also provided a streamlined user experience that guided new members through the site with ease.

The usability testing phase was instrumental in refining the user interface. It involved real-world users engaging with the website and providing feedback on their experience, including any difficulties encountered and the overall satisfaction with the interface.

Design Rationale

Color Scheme

Purpose and Emotion

The palette of soft pinks and purples was carefully chosen to evoke feelings of passion, romance, and comfort—emotions central to the idea of dating and relationships. These colours are traditionally associated with love and are known to have a calming effect, which is crucial in the context of dating where users may feel vulnerable.

Accessibility and Readability

A contrast between the background and text elements addresses accessibility concerns. The chosen colours were tested against various forms of colour blindness to ensure that the design is inclusive and readable by a wide audience.

Layout and Structure

Responsive Design Considerations

The structure of MatchMingle is fluid, adapting to various screen sizes and devices. This responsiveness ensures that the user's journey is seamless, regardless of the device used to access the platform.

Intuitive User Flow

The layout is intuitive, with strategically placed calls to action and navigation elements. This decision was informed by heatmap analyses during early testing, which indicated the most natural eye movement patterns and click tendencies of users.

Typography

Font Selection and Legibility

The fonts were selected for their high legibility and modern feel, contributing to the overall user experience by facilitating ease of reading and a sense of freshness and relevance.

Hierarchy and User Focus

A clear hierarchy using size, weight, and spacing guides the user naturally through the content, drawing attention to key areas such as profile highlights and actionable buttons.

Imagery and Icons

Consistency and Recognition

Circular profile images create a visually consistent grid, helping users to quickly scan and evaluate potential matches. The icons are standardized to ensure immediate recognition, drawing from common social cues in the dating ecosystem.

Forms and Inputs

User Engagement and Interaction

Form design is streamlined with a focus on engagement, minimizing the user's cognitive load by requesting information in small, manageable segments.

Progressive Disclosure and Encouragement

The multi-step form process, known as progressive disclosure, is implemented to encourage new users to complete their profiles without feeling overwhelmed by the volume of information requested at once.

Usability Testing

Methodology and Participant Selection

Representative Sampling

Participants for usability testing were chosen to represent the broad spectrum of MatchMingle's target demographic, encompassing a range of ages, technical proficiencies, and dating preferences.

Task Analysis

A series of common tasks were outlined for participants to undertake, mirroring typical user actions on dating platforms, such as profile setup, preference configuration, and initiating contact with a match.

Results and Insights

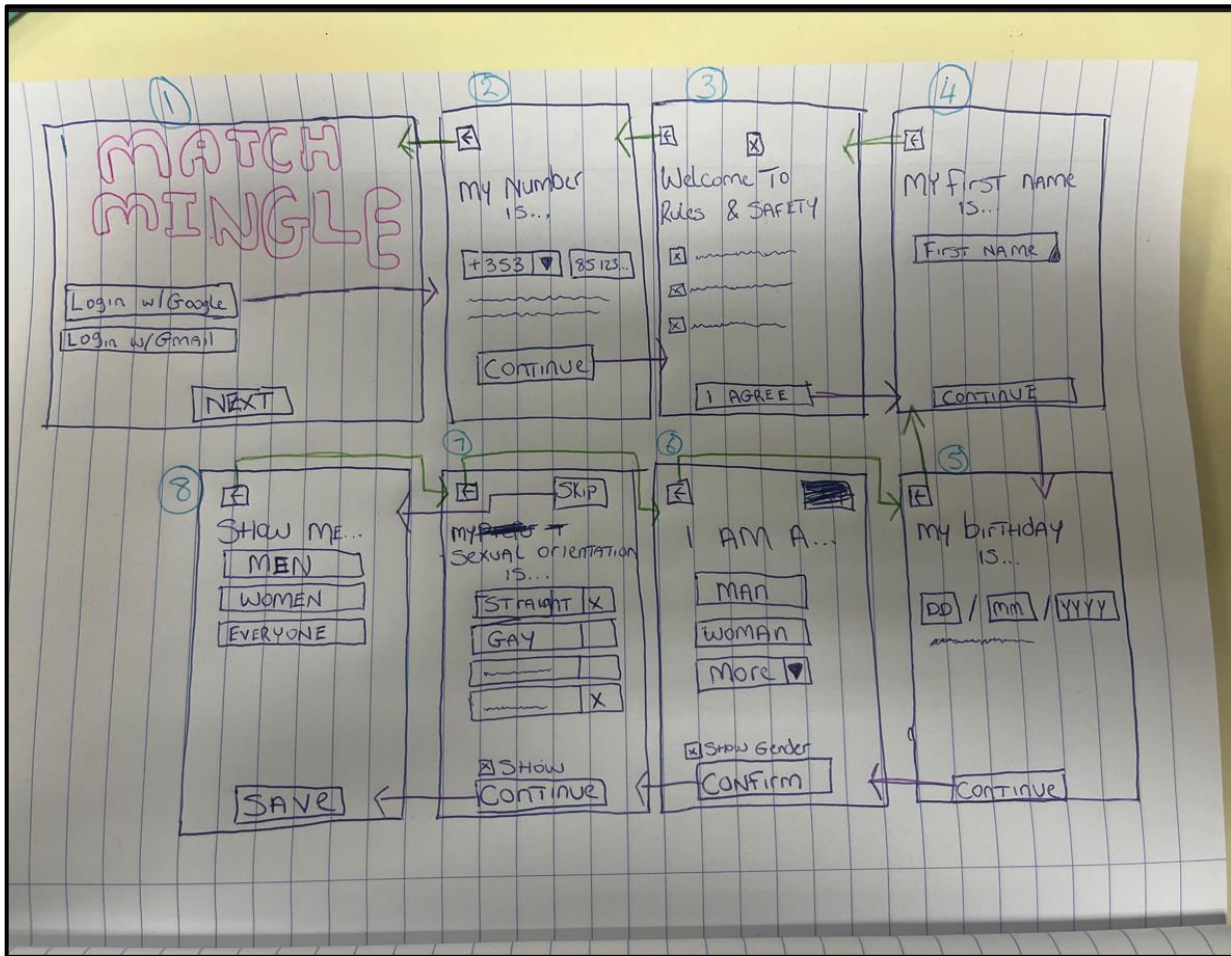
Task Completion and Efficiency

The testing indicated that users were able to complete tasks efficiently, with navigation elements and interaction points performing as intended.

User Satisfaction and Feedback Loops

Satisfaction was high among participants, with the design's clarity and aesthetic being highlighted. Feedback collected offered valuable insights into areas for improvement, including the desire for a more robust search feature and clearer instructions in certain areas of the interface.

Analysis of Interface Elements



Pencil Mockup Analysis

Overall Flow and Navigation

The pencil mockup showcases a sequential flow of user interactions for setting up a profile on MatchMingle, with a clear linear progression indicated with numbers and arrows.

The simplicity of the drawings focuses on the structure and order of the screens rather than the visual design, which is helpful for initial concept ideation.

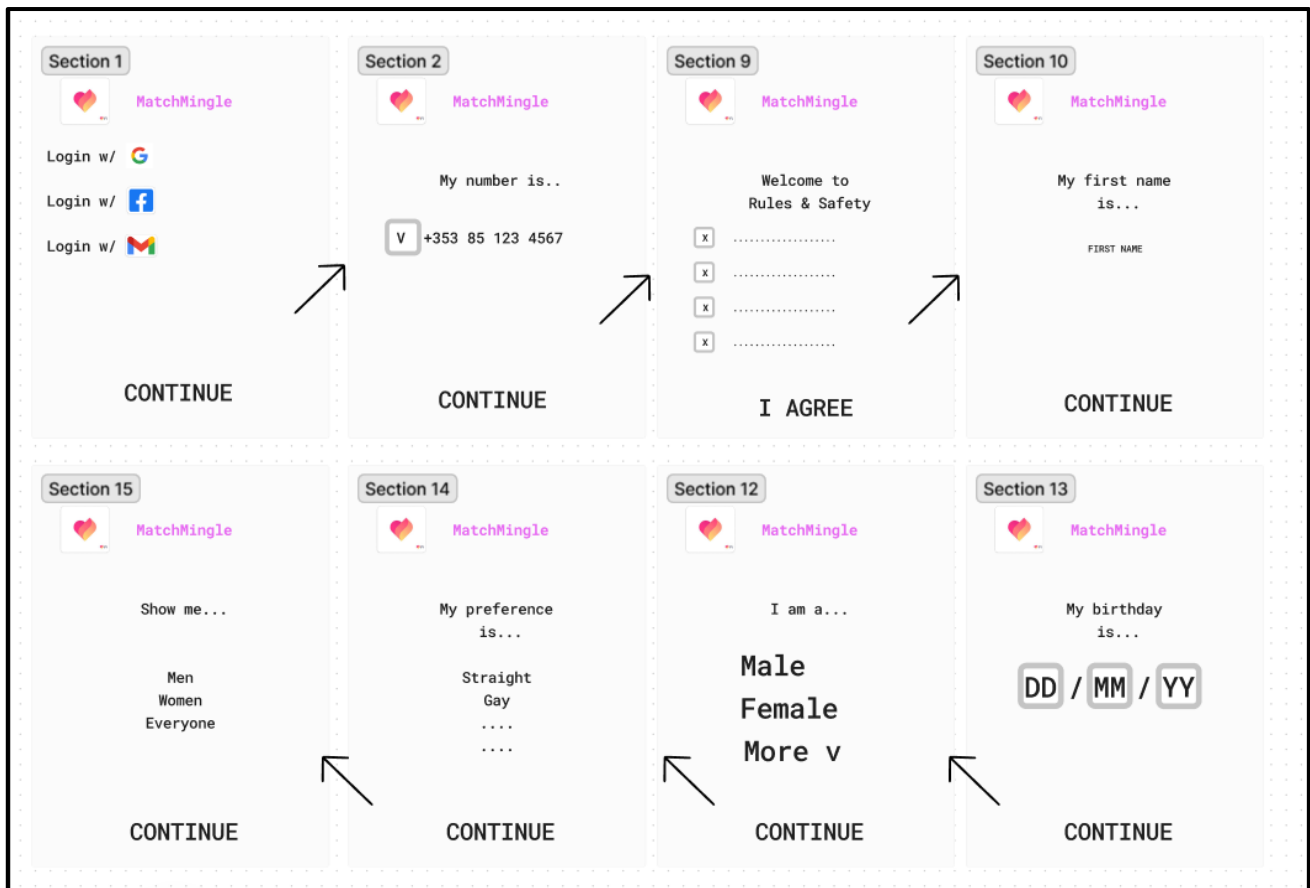
Clarity and Simplicity

Each step is dedicated to a single task, avoiding overwhelming the user with too many fields or choices at once and implementing the principles of progressive disclosure.

Annotations and Functionality

Annotations like "My number is..." and checkboxes for terms of service effectively communicate the purpose of each step, despite the low-fidelity presentation.

Actionable items such as "Continue" buttons and "I Agree" checkboxes suggest interactive elements, guiding the user through the setup process.



Figma Wireframe Analysis

Visual Cohesion

The Figma wireframes show a more polished visualization of the MatchMingle interface, with consistent branding elements and a uniform colour scheme that aligns with the final UI design.

User Interaction Elements

Dropdown menus and input fields are clearly defined, with icons indicating interactive elements like dropdown arrows and checkboxes.

The continuity of the "Continue" button across all steps maintains a consistent navigation method, reinforcing the user's understanding of how to proceed.

Legibility and Hierarchy

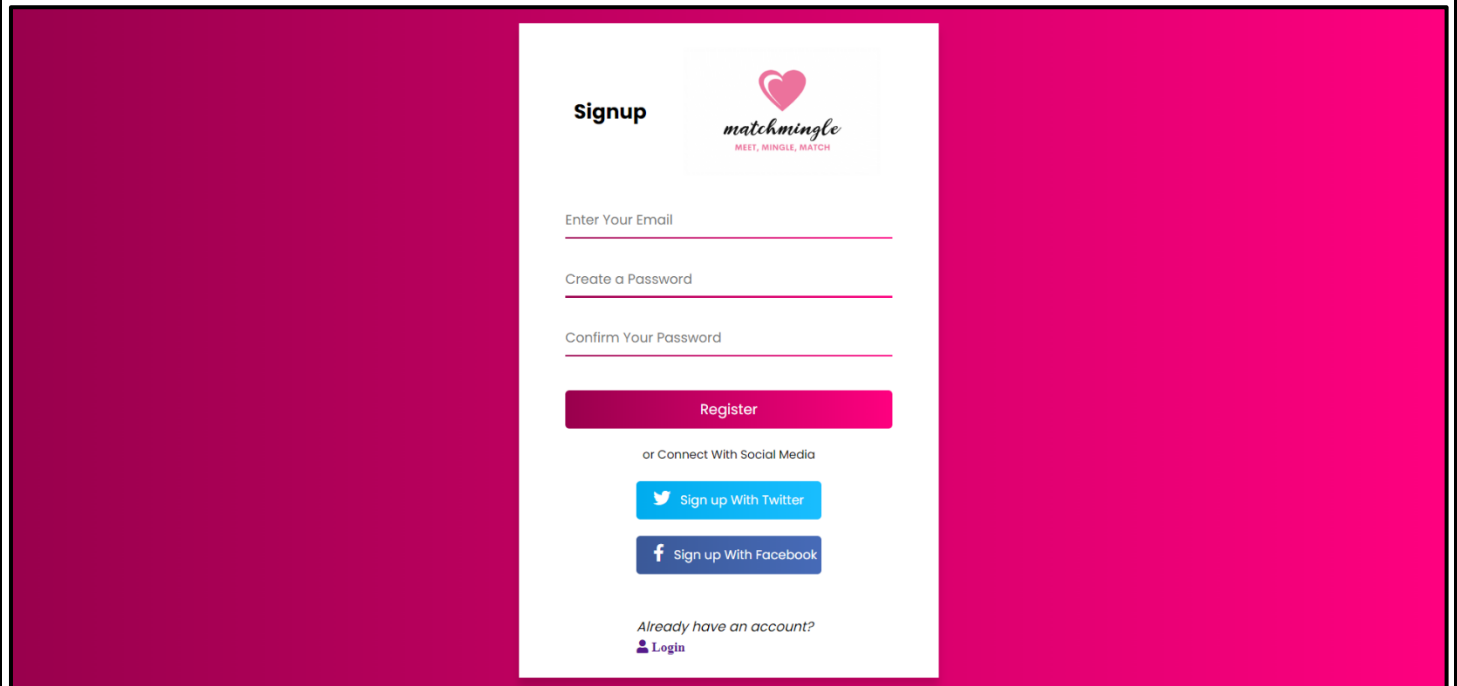
The wireframes display a clear visual hierarchy, with the logo and primary interaction elements prominently positioned.

Text fields and labels are legible, with sufficient contrast against the background for easy reading.

Professional Presentation

Compared to the pencil mockup, the Figma wireframes are more detailed and refined, providing a more accurate representation of the final product.

This level of detail aids in the evaluation of spacing, alignment, and the overall balance of the UI before moving on to high-fidelity prototypes.



Email and Password Signup Page

Segmented Information Gathering

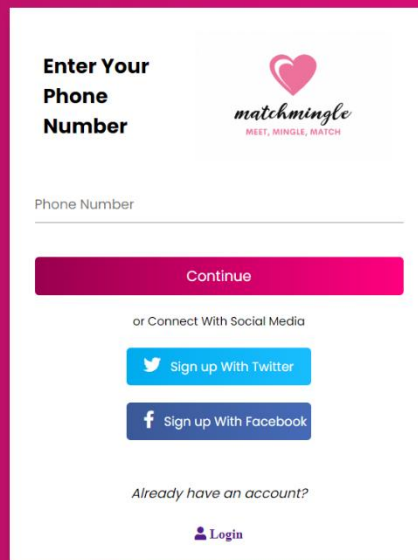
By separating email and password creation into its distinct interface, the design minimizes cognitive load. Users can focus on one aspect of the signup process at a time, increasing the likelihood of accurate information entry.

Security Visual Cues

The password fields are paired with line icons that imply the need for secure input, subtly educating users on the importance of password strength.

Progression and Completion

The 'Register' button serves as a clear call to action, marking the progression to the next stage of the signup process and giving a sense of accomplishment.

A mobile app interface for Matchmingle. The background is a solid magenta color. In the center is a white rectangular card. At the top left of the card, the text 'Enter Your Phone Number' is displayed in a bold, black, sans-serif font. To the right of this text is the Matchmingle logo, which consists of a pink heart icon above the word 'matchmingle' in a lowercase, pink, script font, with the tagline 'MEET, MINGLE, MATCH' in a smaller, pink, sans-serif font below it. Below the title and logo, there is a text input field with the placeholder text 'Phone Number' in a small, grey, sans-serif font. Underneath the input field is a large, solid magenta button with the word 'Continue' in white, sans-serif font. Below this button is the text 'or Connect With Social Media' in a small, grey, sans-serif font. There are two social media buttons: a blue button with a white Twitter bird icon and the text 'Sign up With Twitter', and a dark blue button with a white Facebook 'f' icon and the text 'Sign up With Facebook'. At the bottom of the card, the text 'Already have an account?' is displayed in a small, grey, sans-serif font, followed by a small purple user icon and the word 'Login' in a small, purple, sans-serif font.

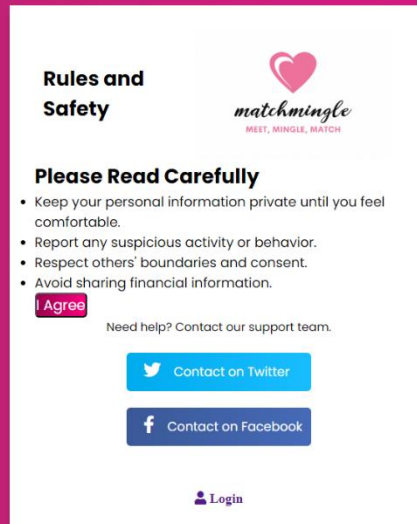
Phone Number Entry

Input Emphasis

The phone number input field is prominently displayed, mirroring the design pattern of the previous steps for consistency and simplicity for the user, consistency in a website prevents users from having to think too much when navigating through the website.

Multi-Channel Signup Options

Consistent with prior pages, alternate signup options are displayed below, with visually distinct buttons that provide users with multiple pathways to continue their journey.



Rules and Safety Page

Information Structure

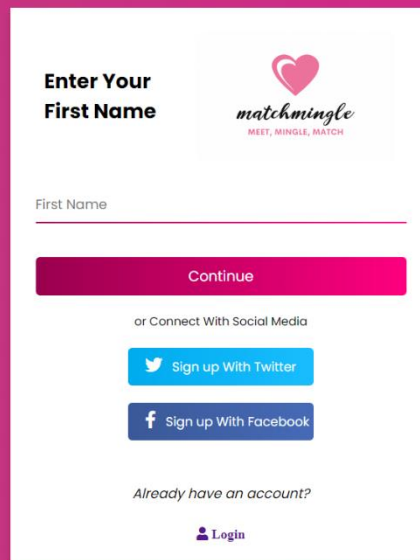
The interface presents a straightforward list of community guidelines and safety tips, formatted for easy reading. The bullet points facilitate quick scanning and comprehension.

Affirmative Action

An 'I Agree' button is placed prominently to indicate acceptance of the rules, implying an active commitment from the user. Its placement immediately after the rules ensures the user sees the guidelines before proceeding.

Support Access

Direct links for support through social media channels offer immediate assistance, highlighting MatchMingle's commitment to user safety and accessibility.

A mobile app interface for Matchmingle. The background is a solid magenta color. In the center is a white card. At the top of the card, on the left, is the text "Enter Your First Name" in bold black. On the right is the Matchmingle logo, which consists of a pink heart icon above the word "matchmingle" in a script font, with the tagline "MEET, MINGLE, MATCH" in a smaller sans-serif font below it. Below the text is a text input field with the placeholder "First Name". Underneath the input field is a large, solid magenta button with the word "Continue" in white. Below this button is the text "or Connect With Social Media". There are two social media buttons: a blue button with the Twitter logo and the text "Sign up With Twitter", and a dark blue button with the Facebook logo and the text "Sign up With Facebook". At the bottom of the card, the text "Already have an account?" is followed by a small person icon and the word "Login".

First Name Entry Page

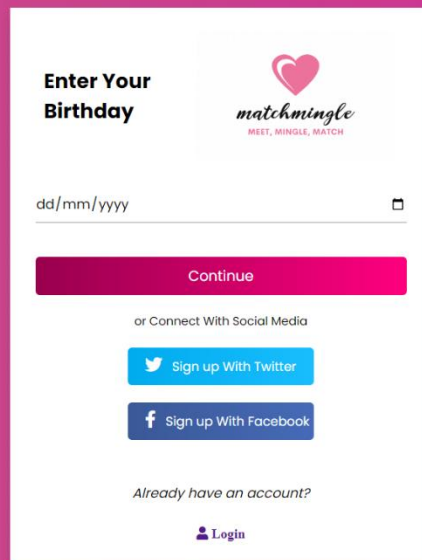
Consistency and Predictability

The design remains consistent with the previous step, featuring a single, centred input field for the first name and maintaining the colour scheme and button styles. The need for a surname was not included for security and privacy for the users.

This continuity aids in creating a predictable and comfortable experience for users, ensuring they do not have to relearn interface patterns.

Minimalist Approach

Only essential elements are presented, with social media options once again offered below the primary action. The design adheres to a minimalist philosophy, supporting a focused and undistracted user experience.

The image shows a mobile app interface for Matchmingle. At the top, the text 'Enter Your Birthday' is displayed in a bold, black font. To the right of this text is the Matchmingle logo, which consists of a red heart icon and the word 'matchmingle' in a lowercase, sans-serif font, with the tagline 'MEET, MINGLE, MATCH' underneath. Below the title and logo is a text input field with the placeholder text 'dd/mm/yyyy' and a small calendar icon on the right. Underneath the input field is a large, red button with the text 'Continue' in white. Below the 'Continue' button is the text 'or Connect With Social Media'. This is followed by two buttons: a blue button with the Twitter logo and the text 'Sign up With Twitter', and a dark blue button with the Facebook logo and the text 'Sign up With Facebook'. At the bottom of the form, there is a link that says 'Already have an account?' followed by a 'Login' button with a user icon.

Birthday Entry Page

Visual Hierarchy

The focal point of this interface is the 'Enter Your Birthday' form field, which utilizes size and placement at the centre of the page to establish its importance.

The 'Continue' button directly below the input field is prominent, with a vibrant colour that stands out against the page's monochromatic background, effectively guiding the user's action.

User Input Experience

Placeholder text within the input field provides an example of the expected format, reducing potential errors in data entry.

An unobtrusive checkbox for terms of agreement subtly ensures user consent without distracting from the primary task flow.

Social Media Integration

Secondary options for account creation using social media are visually separated below the primary action button, offering alternative methods for user registration while maintaining the integrity of the main flow.

Select Your Age Preference

matchmingle
MEET, MINGLE, MATCH

From Age: 30 To Age: 45

Continue

Already have an account?

Login

Age Preference Selection Page

Interactive Elements

The use of a dual-thumb slider allows for a range selection, which is a user-friendly way to set the age preference, giving the users control over the range of matches that they are interested in.

Visual Feedback

The real-time visual feedback on the slider values aids in precise selection and provides an immediate, dynamic response to user input.

Select Your Distance Range

Minimum Distance: 15 km

Maximum Distance: 35 km

Continue

[Already have an account?](#)

Login

Distance Selection Pages

Selection Clarity

Each preference page (preferences, gender, distance, and age range) features a large, central form element that makes the current selection clear and easily changeable.

The dropdown menus and sliders provide a tactile and visually satisfying way to input preferences, enhancing user interaction.

Continuity and Flow

The 'Continue' and 'Login' buttons offer a clear pathway for progression or alternative action, guiding users logically through the setup process.

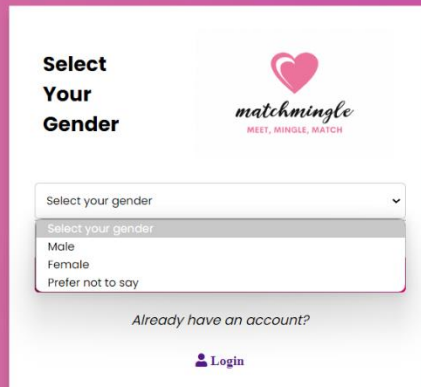
The consistent placement of these buttons across the various preference pages provides a stable and predictable navigation pattern.

Visual Cleanliness

The use of whitespace around the central form elements draws attention to the user's choices, reducing cognitive load and focusing on the user's decision-making process.

Responsive Design

The centred, boxed layout of these forms suggests that they would scale well to different device sizes, indicating a mobile-responsive design strategy.



Gender Selection Pages

Clarity & Accessibility:

Just like the Preferences Selection Page, the gender selection is clear and accessible, with a dropdown that simplifies user choices.

The options provided cater to inclusivity, offering 'Male', 'Female', and 'Prefer not to say', which is crucial for user comfort and accessibility.

Design & Interaction:

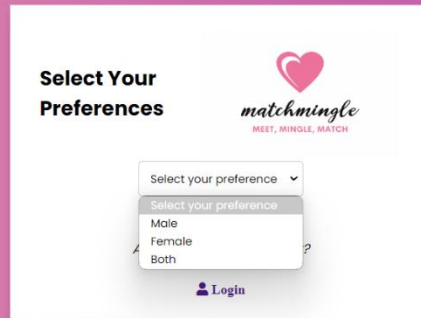
The UI elements are large and easily clickable, which is good for accessibility, especially on mobile devices where precision can be an issue.

The page layout is straightforward, reducing the cognitive effort needed to understand and interact with the UI, which can reduce user error and frustration.

Navigation & User Flow:

The 'Login' link is displayed for returning users, which smartly differentiates between new and existing users without cluttering the interface.

The 'Continue' button is again displayed and indicates the next step in the process, effectively guiding the user through the setup process without confusion.



Preference Selection Pages

Functionality & Ease of Use:

The page is dedicated to a singular function, which is the selection of user preferences, minimizing distractions and decision fatigue.

The dropdown menu is a familiar UI element that simplifies the user's interaction, allowing for easy selection between 'Male', 'Female', and 'Both'. This simplicity is key in keeping the user engaged and not overwhelmed by too many options or complex navigation.

Visual Design & Aesthetics:

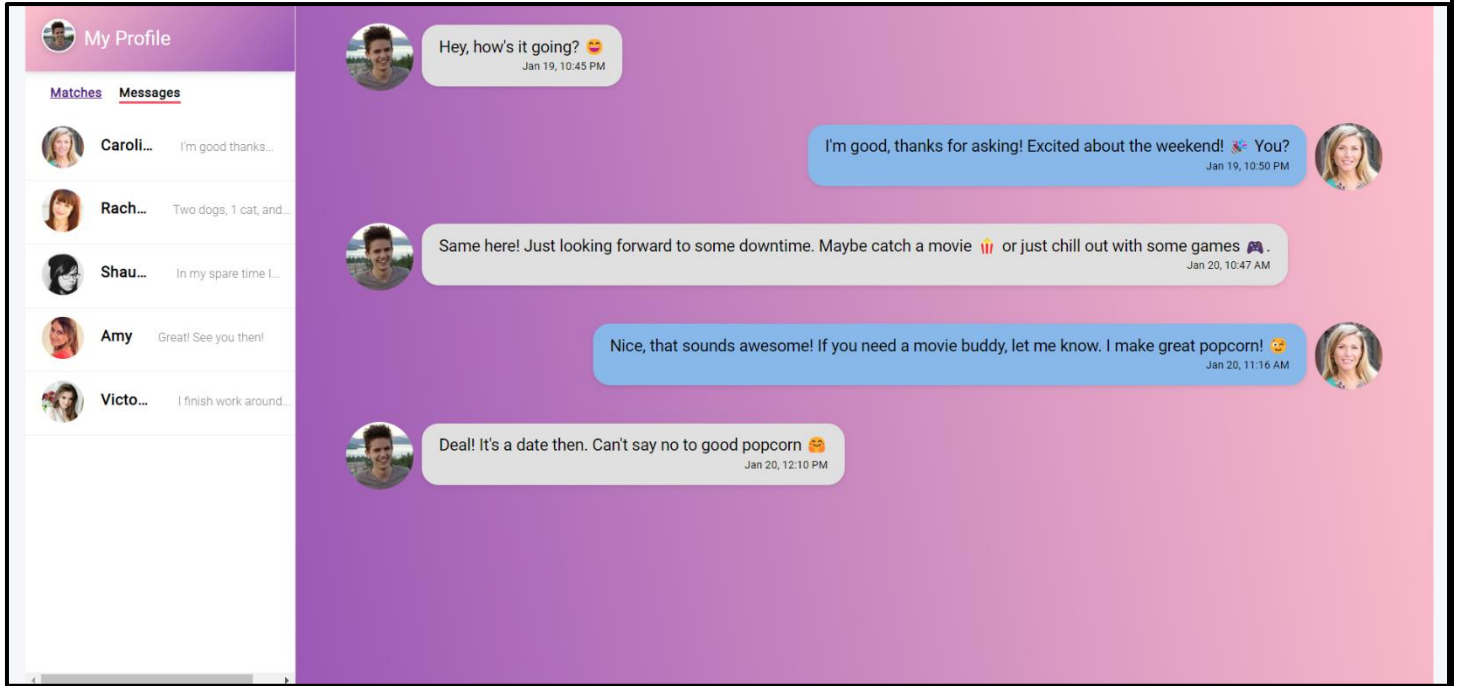
The minimalistic design approach focuses the user's attention directly on the preference selection, which is the primary action on this page.

The use of a contrasting colour for the dropdown menu draws attention and invites interaction, while the subdued background ensures that it doesn't compete with the primary action.

Consistency & Branding:

The logo placement at the top acts as both a branding element and a visual anchor for the page, creating a sense of trust and recognition.

The colour scheme is in harmony with the rest of the app's design, reinforcing brand consistency and contributing to a cohesive user journey.



Messaging Interface

Functionality and Layout

The messaging interface provides a familiar, conversation-style layout that is instantly recognizable and easy to navigate.

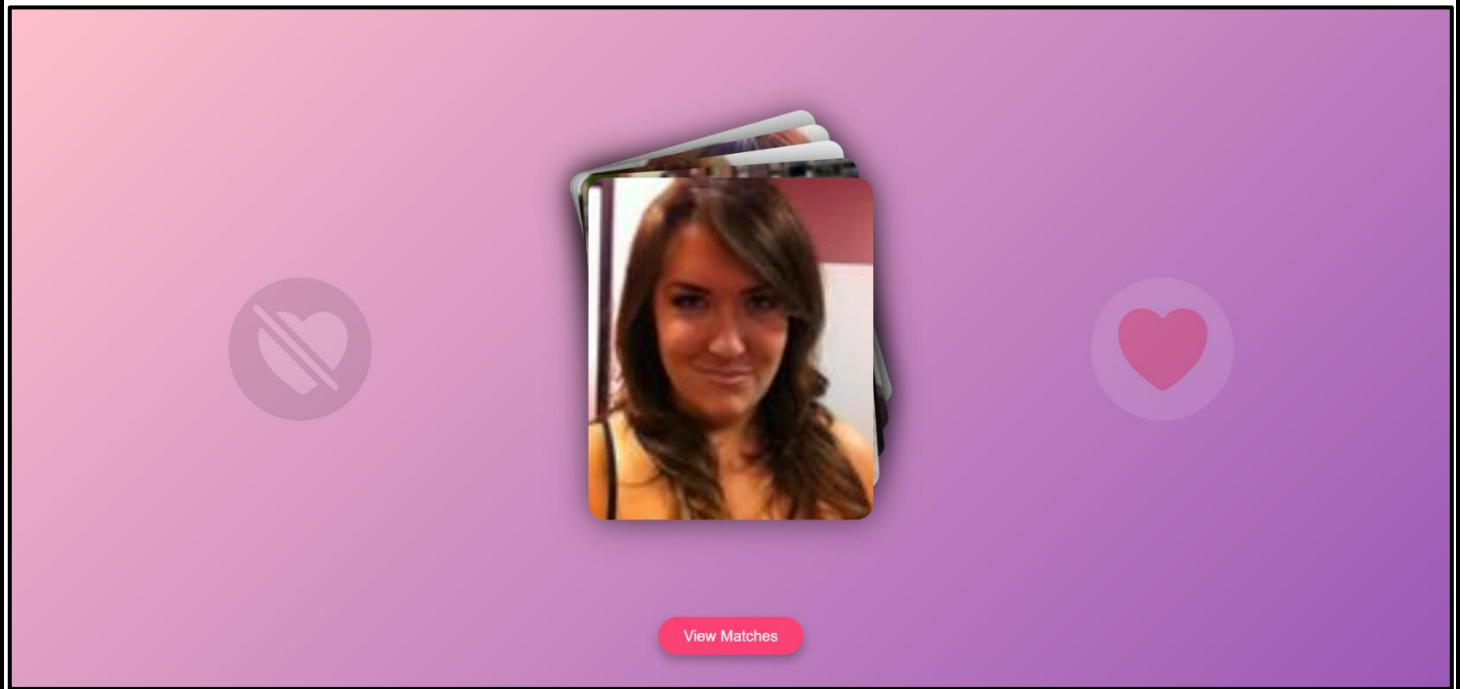
The user's messages are distinguished by colour and alignment, which helps to easily track the flow of the conversation.

User Interaction

The layout is clean, with a focus on the messages themselves, free of visual clutter that might distract from the reading and writing experience.

Aesthetic Consistency

The colour scheme remains consistent with the rest of the MatchMingle platform, reinforcing brand identity and providing a cohesive user experience.



Match Interaction Page

Design Elements

The interface features a central, stack-like presentation of profile pictures, which suggests a swipeable interface commonly associated with dating apps.

The two icons on the left and right—a cross and a heart—use universally recognized symbols to indicate disinterest and interest, respectively.

User Engagement

This card-swipe mechanic is engaging, encouraging users to interact with potential matches in a simple and intuitive manner.

The 'View Matches' button is strategically placed below the cards, providing a clear next step after making a selection.

Visual Appeal

The soft gradient background complements the profile pictures without overpowering them, ensuring that the focus remains on the potential match.

The design maintains a minimalist approach, avoiding unnecessary information or buttons that could detract from the main interaction.

Customer Feedback Analysis

Overview of Feedback

The data gathered from MatchMingle's Google Forms survey provides valuable insights into users' experiences and perceptions of the website. This feedback is critical for iterative improvements and ensuring user satisfaction.

User Feedback with Functionality

- **Rating:** Users rated the search functionality an average score, indicating room for improvement.
- **Improvement Suggestion:** Users request more detailed search filters to refine match criteria based on specific interests or lifestyles, suggesting a desire for a more personalized and targeted search experience.
- **Most Liked Feature:** Profile Customization stands out as a favourite feature.
- **Sign-up process:** The ease of sign-up received many positive ratings
- **Account Creation Time:** The varied responses to account creation time could signal different user experiences, possibly influenced by personal comfort with technology or clarity of sign-up instructions

Responses cannot be edited

MatchMingle Survey

These questions aim to cover a broad spectrum of user interactions and perceptions, from general use and functionality to specific design and safety concerns. Tailoring the questions to your website's unique features and goals can provide more detailed and actionable feedback.

* Indicates required question

What is your full name? *

Rachel McG

General Usage

How easy was it to sign up an account on our website? *

1 2 3 4 5

Awful ☐ ☐ ☐ ☒ ☐ Perfect

Did you find the website's navigation intuitive and user friendly? *

1 2 3 4 5

Awful ☐ ☐ ☐ ☒ ☐ Perfect

How long did it take you to make an account? *

☐ 0-1 minutes

☒ 1-2 minutes

☐ 2+ minutes

Features and Functionality

What features do you like the most on the website? *

The matching algorithm is fantastic with matching me to my preferences

How would you rate the search functionality in terms of finding matches that meet your criteria? *

1 2 3 4 5

Awful ☐ ☐ ☐ ☒ ☐ Perfect

Are there any features you feel are missing or that could be improved on? *

A video dating feature might be an idea for future features

User Experience

Have you encountered any bugs or issues while using the website? If so, please describe them.

None

On a scale of 1 to 10, how would you rate your overall satisfaction with the user experience on our website? *

1 2 3 4 5 6 7 8 9 10

Awful ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ Perfect

Final Thoughts

What is one thing you would change about the website to improve your experience? *

Enhance match algorithm to include personality compatibility score based on quiz answers

Any additional comments or suggestions you would like to share with us? *

An option to customise theme of website to personal preference would be ideal

Figure 0.1: A sample of user taking survey

Conclusion

In conclusion, the augmentation of the original UX report with detailed UI elements, user feedback, and an in-depth examination of the user journey within MatchMingle has made it a more robust resource for understanding and improving the MatchMingle platform. The attention to UI/UX design serves as a fundamental component in enhancing user satisfaction, engagement, and retention.

The impact of UI/UX design on website efficacy cannot be overstated. A well-crafted interface and a thoughtful user experience are pivotal as they foster an intuitive, seamless interaction between the user and the digital environment. This is a crucial step in designing a website for the success of websites like MatchMingle, where users seek connections and meaningful interactions. In such contexts, UI/UX becomes the silent ambassador of the brand, underpinning the trust and ease users feel as they navigate the site.

The detailed feedback and data gathered through user surveys underscore the importance of understanding user needs and preferences. Incorporating this feedback is vital for continuous improvement, ensuring the website not only meets but exceeds user expectations. When users feel heard and see their suggestions implemented, it reinforces their loyalty to the platform.

Furthermore, in an era where choices are plentiful, a website's UI/UX is a distinguishing factor that can set a service apart from its competitors. The quality of the user's interaction with the website's interface directly impacts the perceived value of the service offered. Therefore, investing in UI/UX is not just about fixing what doesn't work; it's about creating an experience that delights users, encouraging them to return and advocate for the platform.

In essence, UI/UX is the cornerstone of a user-centric approach to web design, imperative for ensuring user satisfaction and business success. The enhancements made to the MatchMingle UX report highlight the commitment to this, promising a positive trajectory for the website's future development and user engagement.