

Tinder Beyond Dating Project

Team: Poggers

Members: Cory Schwartz
Nicholas Kramer
Christopher Ivory
Thomas Jaboro
Jared Ormond
Benjamin Lumsden

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UX Research Report



Our Personas

Our Problem Scenarios

Personas

Personas are a small component of the broader design method known as scenario-based design. Using this method, we can maintain proper perspective of who we are designing this software solution for, starting with individuals who are in the known age range of most Tinder users. With that in mind, we can come up with some other shared characteristics of individuals in that age range. This is where the personas come in. A persona is an overview of an imagined person that is typically comprised of a set of characteristics gleaned from field research, typically done through interviews. The purpose of a persona is to paint a picture of what a potential user could look like for a software application. In this case, the software application is our redesign of Tinder, Tinder Beyond Dating. Our personas help to give character and life to these fictional people that we have created for our design process, which helps us to personalize the user that we are designing for.

Cam Steinberger

*"You miss all of the
shots you don't take"*

BACKGROUND



Age: 22
Role: Chairman of Photography
Education: senior, undergraduate at OU
Major: Photography
Lives in: Rochester, MI, on campus (apartment)
Mobile device: Samsung Galaxy S20 Ultra

MAIN POINTS

- Spends most of his time taking photos in parks
- Loves taking wedding photos
- Graduates this semester
- Takes classes very seriously

GOALS

- Turn photography into a career
- Find others that share his passion for photography
- Move to LA and take headshots for actors in Hollywood

FRUSTRATIONS

- No connections in Hollywood
- Thinks other students judge him
- Quality cameras are expensive

Cam is the chairman of photography. He updates photos on OU's website and takes pictures for the school newspaper. He spends his free time conversing with members of the photography club. Cam works for uber trying to make enough money to get a cinema grade camera – more specifically a Sony a7R IV. He has a passion for romance movies like The Notebook and Fifty Shades of Grey. His parents use to take him out to the movies every Saturday which got him into movies. His idol is E. L. James. He spent two weeks out in LA searching for connections to help him get recognition in Hollywood.

With graduation coming up after this semester, Cam is very excited to get a bachelor's degree in Photography. He has submitted many of his photos to forums and all-over social media. He plans to move to LA by the end of the summer and is currently looking for a roommate. Due to Covid, he's not sure if this dream is possible. He's gaining some traction for one of his short films on the App Tiktok. He's trying to get enough views to join the creator fund so he can make money on Tiktok.

Cam likes to take photos of people without asking, often making other students uncomfortable. Besides his club, he does not really care much for the social environment of OU. He's ticked off at the current state of the world (Covid). He was hoping to get a stimulus check this time around to buy a new camera, but since he is a dependent, he did not get one. This means that he has to wait longer to get his camera.

Cam loves his Samsung because the quality of the photos he is able to take is still pretty good. He cannot wait for the S21 Ultra to drop so he can upgrade because it's supposed to have a better camera.

BACKGROUND

Age: 23

Role: Intern at Epic Games

Education: undergraduate senior at OU

Major: Graphic Design

Lives in: Macomb, MI, in the basement of her parents' home

Mobile devices: iPhone X, Apple Watch, MacBook Air

MAIN POINTS

- Moving out of her parents' house with someone in NC
- Finishing her degree to start her full-time job at Epic's HQ
- Streaming video games from her \$3000 gaming rig

GOALS

- Moving from her internship into a job at Epic Games
- Moving to Cary, North Carolina with a roommate
- Continue her hobby of streaming

FRUSTRATIONS

- Finds it hard to find a roommate out in Cary, NC
- Is judged for streaming because she is a woman
- Her slow internet connection

Jessica streams games as a hobby and is working to grow her twitch fanbase in her free time. She is currently using what she has learned from college to better edit her videos to make them look more professional. Jessica currently works for Epic Games in a remote internship and is saving up money to support her move to North Carolina. Jessica pulls her graphic design ideas from her favorite games like Rocket League, Fortnite, and Overwatch. She loves listening to K-Pop in the background of her streams. Due to Covid, she is gaining traction on twitch with 10+ viewers per stream.

After years of graphic design courses, Jessica is semesters away from getting her bachelor's degree to design characters for Epic Games. She has submitted many of her designs to Epic Games which has secured her job at their HQ in Cary, NC. Jessica hopes to meet a connection who lives out there so she can split an apartment bill with a roommate as plans to move there when she finishes her degree. She spent two weeks out in North Carolina over the summer and got a great vibe for the area and can't wait to leave home.

Jessica loves to stream Epic's Fortnite game. This is what started her passion wanting to be a graphic designer for Epic. She gets annoyed with many people who tell her that streaming is for boys and she should do something else in her free time like learning to cook, but she doesn't find it as fun. With classes being online, she is getting more time to stream her favorite games. However, her internet has been slow because of her parents working from home.

Jessica is a huge apple fanatic. She always stays up to date on the latest releases even though she can't usually afford them because she spends all her money on her streaming setup. She sometimes regrets buying the most expensive graphics card to get the best looks, but it gives her a better vision of what her graphic designs should look like at the best quality.

Problem Scenarios

A problem scenario is a hypothetical problem that people can encounter in their daily lives. They are meant to represent an issue that nearly anyone can encounter. We created these problem scenarios to showcase what real world problems anyone can end up facing. If we look at Cam, his problem was he didn't have any connections to make a career in the photography business. In Jessica's case, her problem was she needed a roommate since she was planning on moving out of her parent's basement so she could further her career. We created these problem scenarios to showcase two different problems that users may experience.

PROBLEM SCENARIO

Needs to find connections and customers in Hollywood to increase his popularity.

Cam Steinberger



With two weeks left of Cam's college life, he wants to focus on getting to Hollywood. On a Tuesday night, Cam is creating a montage of all his photos as a way to showcase his portfolio. He realizes he needs to find a way to get his work out to connections and customers in Hollywood. And tries to brainstorm ideas in bed trying to sleep.

The next morning, Cam is sitting in his kitchen making breakfast and is texting friends on what he should do. They recommend that he joins the app Bumble. They told Cam there is a business section in which he can find people similar to what his is looking for. After finishing a bowl of cereal, Cam joins Bumble Bizz and creates his user profile.

In his profile, he lists that he is the Chairman of Photography at OU's Photography club, graduating college in a couple of weeks, and looking for connections near Hollywood. After making an account, Cam spends a couple of hours on the couch scrolling through matches the app recommends to him. He finds a lady named Karen and believes she may be a connection. In Karen's bio, she used to work as an assistant to a director in movies like *Perks of Being a Wallflower* and *The Fault in Our Stars*. She is back in Michigan to stay with her mom for 2 weeks. Reading this, Cam swipes right to start a conversation with her.

Cam has been conversing with Karen for a couple of days now. Cam learns that Karen's father has made blockbuster films. He starts to steer the conversation more about learning about her father and how he could get his foot in the door in Hollywood. However, Cam notices Karen is more interested in him as a person rather than their business connection. Cam continues to question her on how he can make it if he were to work over in Hollywood. To discuss it, Karen suggests they meet at Starbucks to talk it over a cup of coffee.

When Cam meets up with her at Starbucks, he notices immediately she looks nothing like the picture she portrayed on bumble. They both sit down after ordering coffee and begin to talk. Cam tries to bring up Hollywood and her connections, but she continues to ignore it and redirect the conversation back towards his personal looks. After multiple advances towards him and no talk of professional work, Cam excuses himself and heads home, he realizes that he is no closer to Hollywood than he was before.

PROBLEM SCENARIO

Wants to find a friend to room with out in Cary, NC when she starts her job at Epic's HQ

Jessica Bell



With only one semester left until Jessica graduates, she has a lot on her mind. Her main concern is if she will find a person to live with after she graduates. She wants to move out of her parent's basement as soon as possible because she is sick of living under their rules and their poor internet connection. Not only is her degree wrapping up, but her internship as well. It is an early Saturday morning, and she has been waiting to hear back on when her start date will be with her new job in Epic's HQ.

Jessica tries to think of ways she could meet people that would be interested in rooming with her when she moves to Cary, NC for her new job. Sitting with her parents eating breakfast, her parents recommend using Hinge to find a roommate. After downloading the app, Jessica sits on the couch scrolling through possible roommates.

She added some pictures that she had taken by her highschool friend Cam. In her bio, she listed she was looking for a roommate for when she moves to Cary, North Carolina to get a job at Epic Game's headquarters. It also asks her to list her interests, which she lists that she likes to stream video games and use every apple device. After completing the setup in an hour, Jessica started looking through people who the app matched her with. She noticed that a lot of her matches seemed to be based off her interests and around the Rochester area. With this in mind, she went ahead and messaged a few people she thought would be a good fit and waited for their reply.

In the next hour, Jessica receives an email from Epic stating her new job will start immediately after graduation. She also notices she received replies back from Hinge and starts conversing with two of the 4 people she messaged. Messaging back and forth with them throughout the rest of the day, Jessica is really excited to have met these people. She goes ahead and asks if they would be interested in moving into an apartment with her out in Cary, NC. They both decline and ironically, they mention they too were looking for roommates in other states for when they graduate college. While she is glad she met some new friends, Jessica sighs and prepares to start her Rocket League stream for tonight. She knows her parents are preparing for bed and won't be using the internet for work this late at night.

UX Design Report

Received Personas from Other UX Team

Received Problem Scenarios from Other UX Team

Context Scenarios Based on Received Docs

Key Path Scenarios Based on Received Docs

BACKGROUND

Age: 23

Role: Day trader

Education: Undergrad at Stanford

Major: Finance

Lives in Calabasas, CA

Mobile device: iPhone 12 Pro Max
and Galaxy Z-Fold

MAIN POINTS

- Spends most of his time on his computer
- Loves showing off his wealth
- Wants to be a business influencer on social media

GOALS

- Build an empire being the richest man in the US
- Build a network of strong business connections
- Passion for golf

FRUSTRATIONS

- Father wants him to take over the family business
- Believes school is a waste of time
- Doesn't get enough respect because of his age

James dropped out his sophomore year but isn't feeling guilty at all, especially since many successful entrepreneurs never take their college degree. James sees himself as a very ambitious, outgoing personality who knows how to “read people”. He spends most of his time golfing with potential connections while trying to convince them to invest in his startup for constructing elaborate themed golf courses, checking his Robinhood balance, listening to business podcasts and inspirational audiobooks. For James technology is crucial for success and he has professional accounts on all major social media platforms.

James is passionate about his startup idea and doesn't want to follow the family business like his father wants. His father owns a small sanitation firm and eventually wants to retire and pass on the business to his son. James believes the firm doesn't bring in enough income for his needs and doesn't make the world any more interesting or glamorous. He is currently living with his parents and most of his income comes from working at his father's sanitation firm. James uses his father's money to organize his networking events and without it he would not be financially stable. James thinks people don't respect him because of how young he is. He has tried to talk to wealthy entrepreneurs about investments that they could make regarding real estate opportunities but has been turned down because he is not trusted according to his age.

James goes out clubbing every weekend and is rarely seen with the same date twice. He usually meets women through casual dating apps, so he doesn't encounter them during his daily life. Although he's on the prowl he has no interest in a committed relationship.



BACKGROUND

Age: 22

Role: Helpdesk technician

Education: Undergraduate Junior
at OU

Major: Computer Science

Lives in: Farmington Hills, MI

Mobile device: iPhone 11

MAIN POINTS

- Spends most of her time on campus
- Loves hip hop and rap music
- Takes everything very seriously

GOALS

- Finish college with a 4.0 GPA
- Passion for reading and web development
- Move to Silicon Valley and have a good job

FRUSTRATIONS

- Is very introverted
- doesn't get out too much
- Socially awkward
- She is very easy to manipulate

Morgan is a student in her senior year at Oakland University and she can often be found in the Oakland Center working on her schoolwork. She is very hesitant in interactions with new people and when presented with the option will sit down at an empty table for lunch or studying. Although she is anxious in social situations, she wants to put herself out there and has made steps toward this by moving to on campus housing as of last semester. She is majoring in Computer Science, is 22 years old, and is working hard to achieve a 4.0 GPA. Morgan wants to pursue Computer Science because she has a passion for web app development and wishes to work in Silicon Valley where her true talents can be shown. She has had a passion for development and as a kid taught herself HTML and CSS, building small web pages on sites like Neopets as a hobby and realized how much she enjoyed it and decided to pursue it as a career.

Morgan throughout her life has been more of an introvert when it came to communicating with others. Between her study hours and her best-seller fiction book club she doesn't have much time to go into the dating scene, but she desires a relationship. She wants to start to meet new people but is distrustful of meeting strangers online due to past experiences having online friends as a middle school student. Morgan used to be very active on the website Gaia Online, but deleted her account after discovering that her best friend (supposedly a girl her own age), turned out to be an adult groomer. Luckily, she discovered the truth before they could meet in real life but since the incident Morgan feels that she can be easily manipulated.

Morgan is seeking someone who has common interests such as being in a similar field of study at her university, reading, and has aspirations of moving out of Michigan. She may have started getting into the dating scene late in her life, but she believes that now is her time to shine.

Problem Scenario – James Miller

“As an entrepreneur, I need to find the right partners so that I can start my business.”

James Miller



Scene 1: At home on an early Saturday morning James Miller decided to open the Bumble app in order to seek business connections through Bumble Bizz. He wishes to find a partner, particularly one with experience in bookkeeping, for starting a company that designs and sells novelty golf balls. James creates a profile on the app with the headline “aspiring small business owner looking for collaborators”.

Scene 2: However, he soon finds after 20 minutes of swiping through various profiles that Bumble

Bizz is largely a platform for female working professionals interested in connecting with other women. Although the gender of the partner makes no particular difference to him, he finds that the mostly female user base is relatively uninterested in collaborating with him. Sometimes his profile is swiped right on and he initiates a conversation with a certified CPA or another entrepreneur, but they never amount to more than small talk and the chat window usually disappears after a week of inactivity. He uses the app every few days for about 4 months but uninstalls it after he is ghosted in yet another conversation with a potential partner.

Scene 3: James comes to the conclusion that wherever his ideal business partner is, they’re probably not using a casual women-centered app like Bumble. He tries contacting potential candidates on LinkedIn, which also goes largely unanswered while he begins the daunting process of starting the business by himself.

Problem Scenario – Morgan Harper

As a web developer, I need to make connections, so that I can be successful in my career.



Morgan Harper

Scene 1: Morgan is preparing a resume for her first professional internship as web developer, she is in the winter semester of her junior year at Oakland University. She's posted her resume on LinkedIn and has made some superficial connections via that platform but hasn't contacted any of the professionals who accepted her connection request due to not knowing exactly what to say to them.

Scene 2: One week after she posted her resume in LinkedIn, she tried using the website meetup.com in order to connect with other women in her field. Within a few minutes of creating her account she joins a group called "Women in Computer Science" that meets weekly at different cafes in the Metro Detroit area. She decides to attend a cafe meetup in Detroit six days from then. When she arrived at the coffee shop meetup, she found that the number of people and concurrent conversations overwhelming. She also got the impression that everyone at the event was seeking the same mentorship connection that she was, and that the ratio of young applicants to experienced professionals would make it near impossible to make a real connection with them.

Scene 3: After the allotted time, she tried striking up a conversation with some aspiring developers her own age, and while they agreed that it was nice that there were organizations such as this one that can bring candidates together that they didn't feel any better off than they were before.

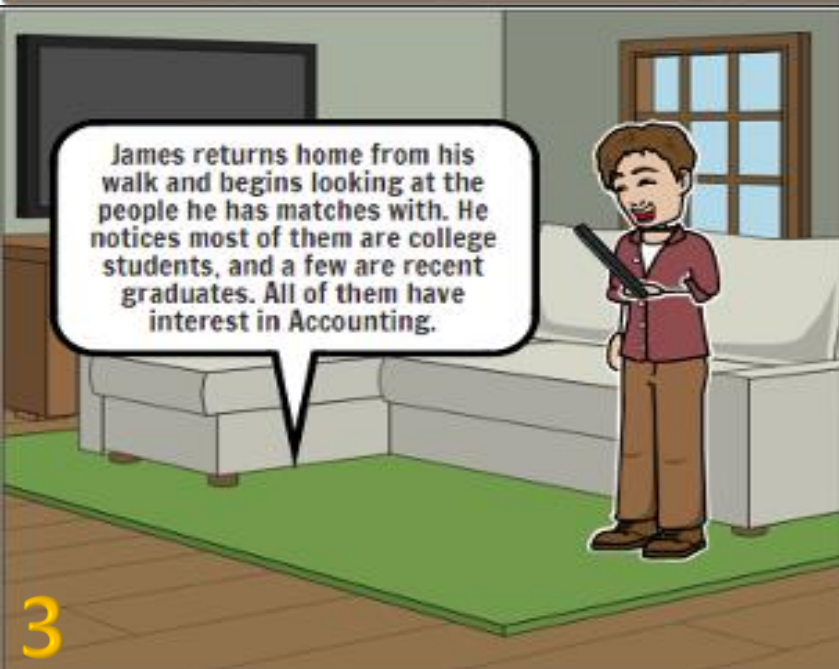
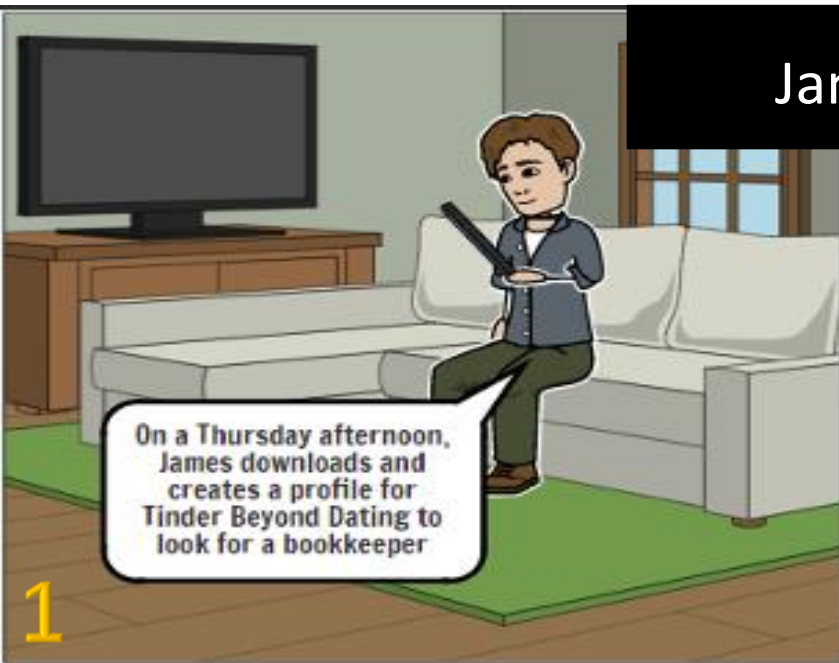
Scene 4: After a month or so of these weekly meetup events, Morgan decided to boost her resume by pursuing undergraduate research opportunities instead of an internship. She has a much easier time proving herself to her professors and peers through hard work rather than knowing exactly what to say to strangers at networking events and has learned a lot trying to develop an alternative eBook reader application for Android devices. She's made friends with fellow undergraduate students doing research, and although she finds these relationships rewarding, they are limited in scope to her campus.

Context Scenario

A Context Scenario is a way of telling the story of a user persona by having them use our product in a typical way so that it can be used to help them achieve their needs and goals. Context scenarios include environmental and organizational considerations. The context scenario does not describe the product or how the user is specifically using the product, but it focuses on a more high-level view of the actions of the user perspective instead.

These context scenarios specifically involve the user personas (James Miller and Morgan Harper) and their problem scenarios. The context scenarios are made from the user personas and the problem that those user personas are experiencing within their problem scenarios that were given to us from the other group UX Design team. The reason these context scenarios were made is so that we will be able to see how the product can affect the user persona and help them achieve their goals and needs.

James



Morgan - 1

Morgan is thinking about ways to meet a mentor connection, and remembers a time from her first attempt...

Morgan Harper

It's too busy here, I'll never be able to meet with them.

Morgan remembers an ad for Tinder beyond Dating, which has an option for similar people seeking help in their career path.

Morgan downloads the app, creates an account, adds a picture and a bio describing what she is looking for.

Morgan - 2



Key Path Scenario

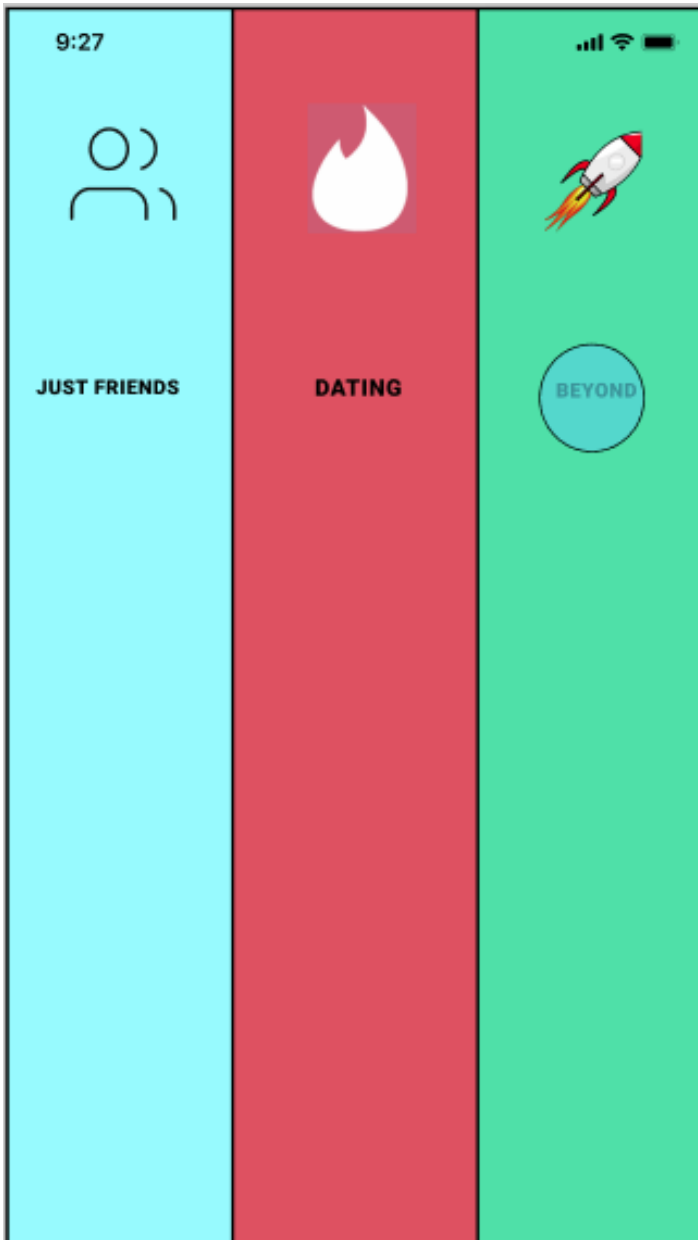
Key path scenarios are a way of showing how an app operates at its basic level of operations. It allows for the app to be explained in enough detail to show how it can be successful to many different types of users. They typically show real world problems being solved in the style of a context scenario but showcase the visual view of how this is done using an app. In the broader concept of scenario-based design, key path scenarios help further the understanding of how our app can help a user to meet their needs and goals. It accomplishes this by showing a mock-up of certain screens to show the in-app parallels of our context scenario. You can see in each example that both James and Morgan have different reasons for being on the app, but both of them are accommodated for in different fields of interest.

James - 1



This is the log-in screen every user will see

James - 2



On a Thursday afternoon while sitting on the couch, James downloads the Tinder Beyond Dating app in search of a bookkeeper. After clicking register, James has to choose which mode he would like to use on Tinder Beyond Dating. He then selects “Beyond” since he is looking for a bookkeeper, which will lead him to the screen that allows him to input profile information that will be used to match him to appropriate users who have skills relevant to what he is looking for.

We chose this design to keep it similar to the original Tinder design while keeping it as simple and easy to use for the intended users of the app. The intended users of our app range from people seeking friends, relationships, and other connections in fields, such as Business, Career Help, Study Partners, etc. The reason that we chose to include the second screen is because we want the results to be as filtered as possible. For example, we do not want people looking for relationships to be on the “Beyond” side of Tinder, so you are required to pick your category of interest directly in the beginning of registration. We also want to be sure to keep all three different profiles separate to keep it organized and professional. We chose easily identifiable logos for each category so that the user would be able to easily determine which profile they are in using later in the app.

James - 3

9:27

Profile

jamesmiller7@hotmail.com

James Miller

JMiller101

02/09/1999

Bitcoin Finatic
Aspiring Entrepenuer

Upload Photo

By signing up, you agree to Photo's [Terms of Service](#) and [Privacy Policy](#).

SIGN UP

James selected "Beyond" on the previous page, so he is redirected to the register page to create his "Beyond" account. When the Beyond page is selected it will automatically assign the user to that section of Tinder until if/when they decide to join another part of Tinder. The page will specify which section of Tinder will be shown to the user with a specific symbol chosen for each category. Users in "Beyond" will not be able to see and interact with users in other categories without switching sections. James begins creating his profile by filling out fields, such as Email, Name, Username, Password, Birthday, and Bio. He also includes a profile picture and then clicks sign up.

We kept most of the basic fields when registering for a social app. We decided to keep everything formatted roughly the same so users would be able to seamlessly move from textbox to textbox. We added uploading a photo because we wanted to make photos be the thing that each user swipes on. The reason for this is because it is hard to choose to speak with somebody without having a face to compliment the bio/name. The Beyond logo is also in the top right of the screen. This is done to help identify which profile the user is working with.

James – 4

9:27

Register

Welcome James!

Select your BEYOND Category!

Business Partners

Career Help

Music

Study Partner

What type of business?

Accounting

Small Business

Marketing

Bookkeeping

What type of business partner?

Accounting

Bookkeeping

Marketing

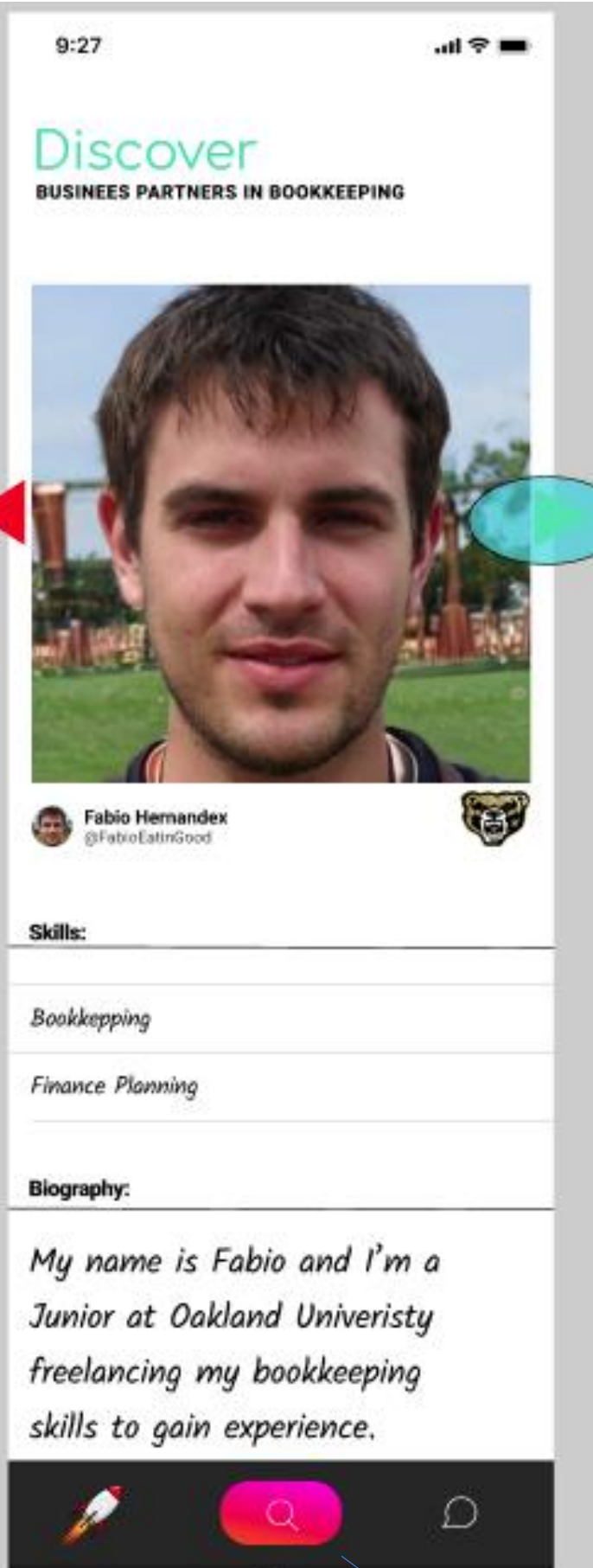
Small Business

Get Started!

James then lands on the register page where has to enter information that will allow the app to find appropriate matches for him. He clicks Business Partners as his beyond category which will then have him choose what type of business Once he clicks small business there will then be another set of choices for him to choose what the type of business partner he is looking for. After selecting bookkeeping as his desired business partner, James his Get Started to finish creating his account.

Under the register section, we have pre-selected categories to choose from so the app can filter your matches as best as possible. After selecting answers, more questions may be generated to further filter the results to get the user the best experience possible. We chose to do this because we felt that filtering the users results at a higher level would help to satisfy what the user is actually looking for when being shown other people to swipe on.

James – 5

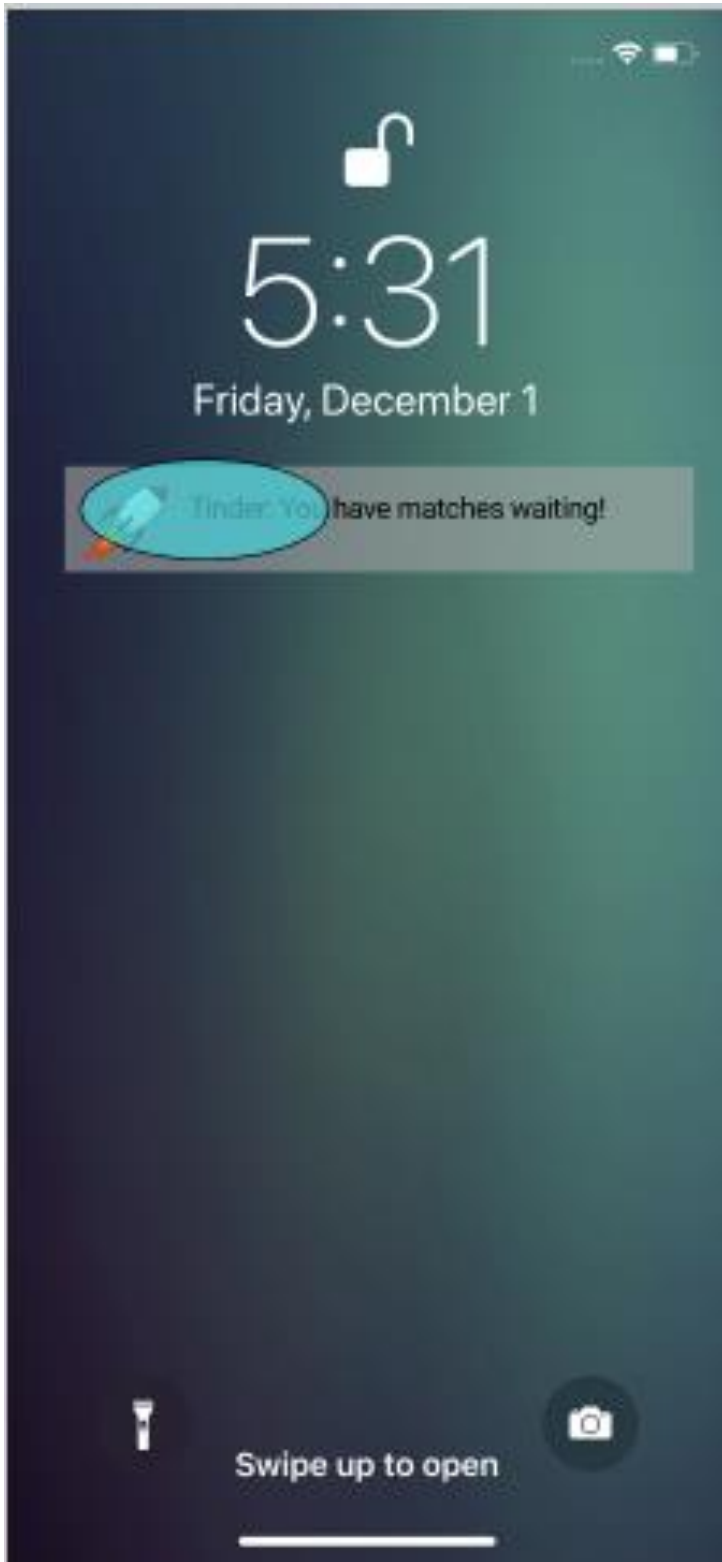


After clicking get started, James swipes through multiple people and swipes right on those he is interested in and left on those he is not interested in. When he is swiping, he will only be shown users who have selected interest categories that align with his. In this case, since James has selected Business partners, he will be shown users who have relevant skills that might be desired in a business partner using the filters he selected.

We wanted to keep our discover page similar to the original design of Tinder. This caused our layout of the profiles to look very similar to Tinder and we kept the swiping left or right for matches. For the profiles of the people, you can match with, we still included the picture and the bio, but we added a skills section based off of the results from the register page so the user can have a better understanding of the person's experience. Our navigation bar was intended to be as simple as possible to make it very easy for the consumer to use. We did not want any extra buttons to make it more complex than it needed to be. Thus, there is just a profile button, discover button, and messaging button. We decided to include the symbols of each category for the profile button, so that way the user can easily identify what profile they are using.

Clicking this button returns the user to the discover screen

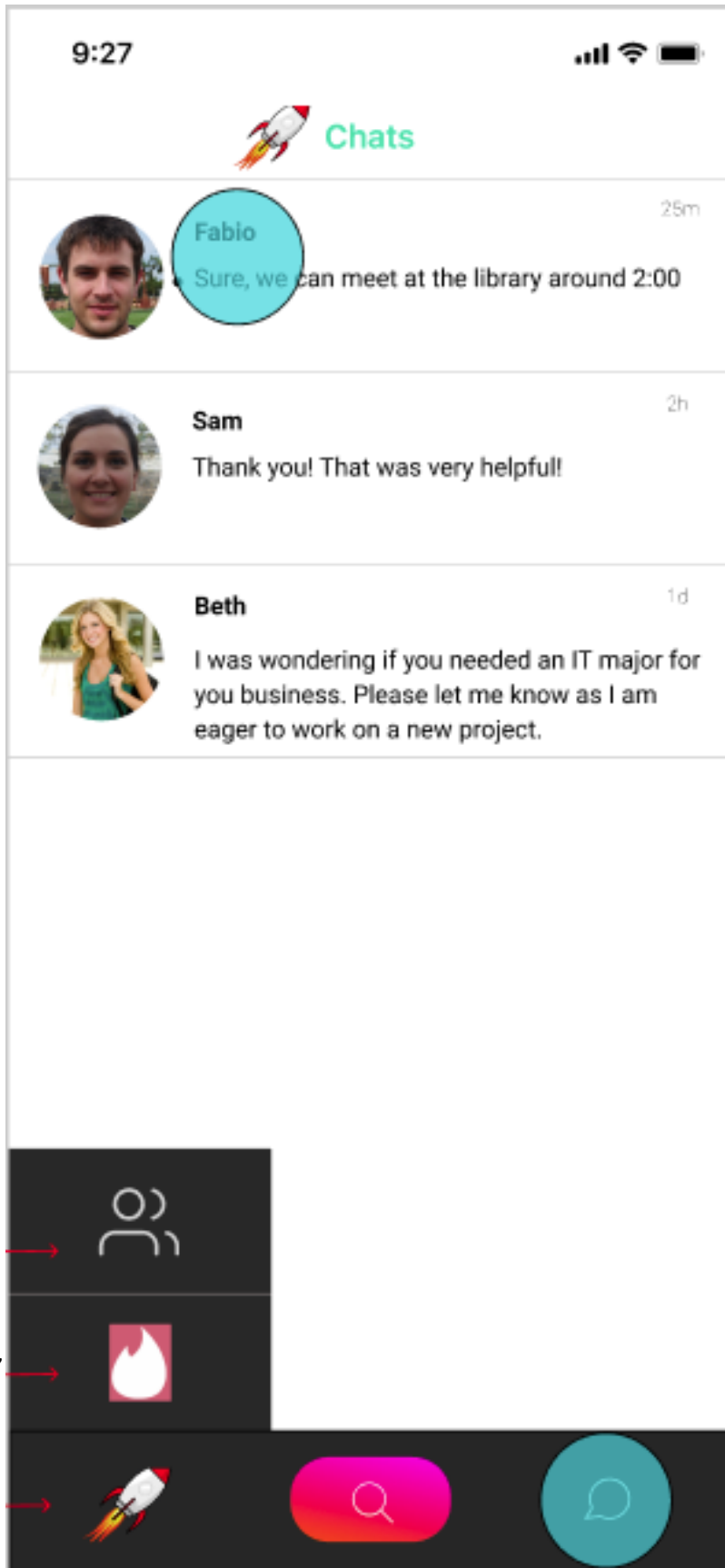
James – 6



The next day during a walk, James receives a notification from the app saying he has new matches waiting. As soon as another user swipes right on James' profile, both users will get a notification on their device(s).

When the user receives a notification, depending on which profile is being used the logo will change in response to the profile that received the notification. We decided to do this, so the user knows which profile is when receiving the notification for the matches/messages waiting.

James – 7 (end)



James talks to one of his matches, Fabio, through the apps chat system. Later that night, they decide to meet on an external application over zoom to video chat to get to know each other better. Over a few hours, they converse enough to tell that they are compatible, and they decide to meet up in person to discuss a potential partnership in further detail. After their meeting on zoom, they exchange more messages to meet up at the local library. In the future, if he does create a friend or dating profile, he can navigate to those profiles with the navigation bar by clicking the associated icon. He will have to navigate between those profiles in order to see the messages for that category of Tinder.

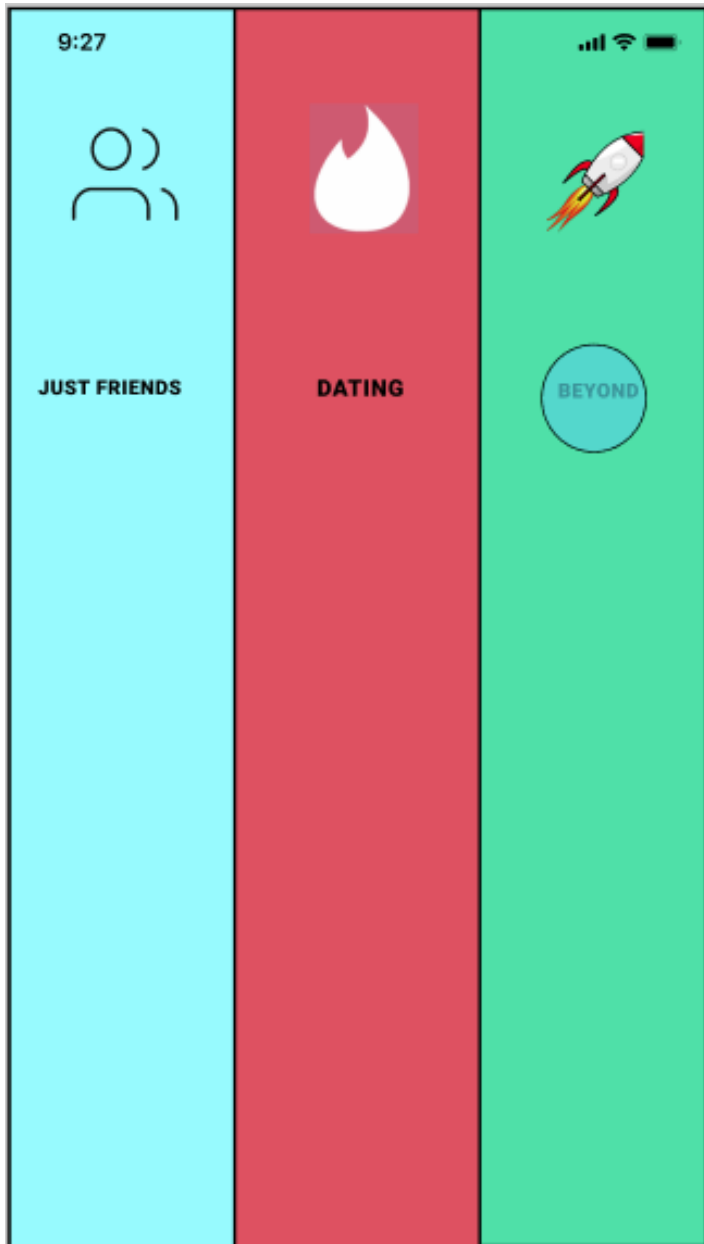
Using the navigation bar, you can click on the symbol of the profile page you are currently on in order to switch to other profiles. Upon switching profiles, you will be able to see the messages from that profile you switched to so that way all of the messages are not on one page. Without this feature, it may have caused users to get confused on which messages are for which profiles. With our current design, the user would only see the messages for the profile that is currently selected. We symbolize this with the symbol of the category next to the chat title. We chose this design to specifically keep each section of Tinder Beyond Dating separate from each other.

Morgan – 1



This is the log-in screen every user will see

Morgan – 2



At this screen, Morgan will choose which mode she would like to use on tinder beyond dating. Morgan is currently looking for a mentor that will help give her advice for her career, so she selects “Beyond”. “Beyond” will allow her to enter certain information related to her needs that will allow her to meet the appropriate users whose experience she is interested in receiving.

We chose this design to keep it similar to the original Tinder design while keeping it as simple and easy to use for the intended users of the app. The intended users of our app range from people seeking friends, relationships, and other connections in fields, such as Business, Career Help, Study Partners, etc. The reason that we chose to include the second screen is because we want the results to be as filtered as possible. For example, we do not want people looking for relationships to be on the “Beyond” side of Tinder, so you are required to pick your category of interest directly in the beginning of registration. We also want to be sure to keep all three different profiles separate to keep it organized and professional. We chose easily identifiable logos for each category so that the user would be able to easily determine which profile they are in using later in the app.

Morgan – 3

9:27

Profile

MorganHarper@oakland.edu

Morgan Harper

Morganh11

07/23/1997

Information Technology
Oakland University

Upload Photo

By signing up, you agree to Photo's [Terms of Service](#) and [Privacy Policy](#).

SIGN UP

After selecting “Beyond” on the previous page, Morgan will be redirected to this register page to create her “Beyond” account. When the Beyond page is selected it will assign the user to that section of tinder until if/when they decide to view another. Each page on Tinder will specify which section of Tinder you are currently using the specific category symbol. Users in Beyond will not be able to see and interact with any other users in other categories unless the switch sections. Morgan enters her information, uploads her profile photo and creates a profile. After inputting the information, she clicks sign up.

We kept most of the basic fields when registering for a social app. We decided to keep everything formatted roughly the same so users would be able to seamlessly move from textbox to textbox. We added uploading a photo because we wanted to make photos be the thing that each user swipes on. The reason for this is because it is hard to choose to speak with somebody without having a face to compliment the bio/name. The Beyond logo is also in the top right of the screen. This is done to help identify which profile the user is working with.

Morgan – 4

9:27

Register

Welcome Morgan!

Select your BEYOND Category!

Student

Business

Music

Study Partner

What type of degree?

Accounting

Computer Science

Marketing

Medicine

Select your main interest for finding matches!

Career Advice

Resume & Cover letter

Degree Pathways

Networking

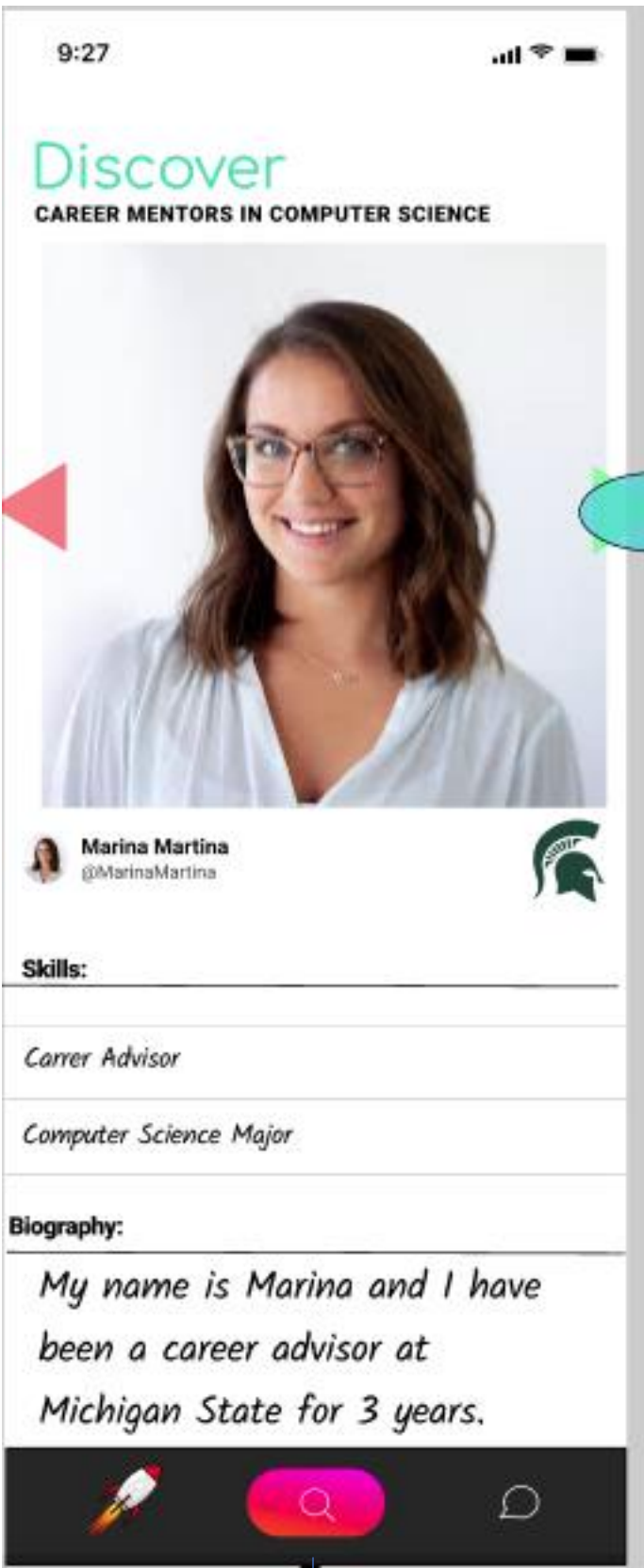
Get Started!

Question changes
based on BEYOND
category selection

After registering, Morgan is then redirected to another page to fill out her interests and set filters. These filters are required to help the app find the best matches for her needs/interests. She clicks student as her beyond category which will then have her choose her degree. Once she clicks computer science there will then be another set of choices to choose from to filter the matches even more. After selecting all the choices, Morgan will click the get started button.

Under the register section, we have pre-selected categories to choose from so the app can filter your matches as best as possible. After selecting answers, more questions may be generated to further filter the results to get the user the best experience possible. We chose to do this because we felt that filtering the users results at a higher level would help to satisfy what the user is actually looking for when being shown other people to swipe on.

Morgan – 5

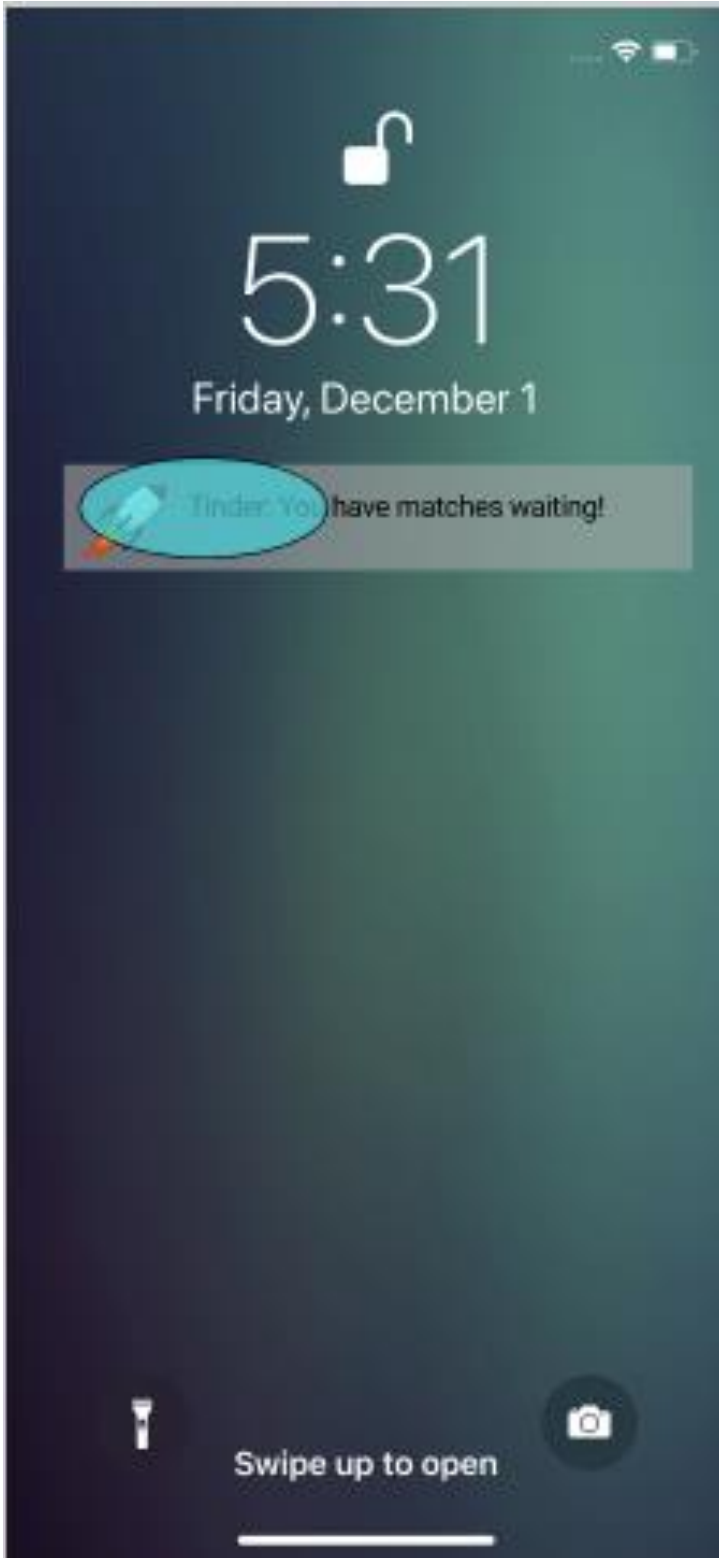


Clicking this button returns the user to the discover screen

After clicking get started, Morgan will have successfully created an account and be redirected directly to the discover screen. Morgan then swipes left through the matches that do not interest her and swipes right on the people she is most interested in. When she is swiping, she will only be shown users who have selected interest categories that align with hers. In this case, since Morgan has selected Career Help and Information Technology degree, she will be shown users who have relevant skills that may be of use to her.

We wanted to keep our discover page similar to the original design of Tinder. This caused our layout of the profiles to look very similar to Tinder and we kept the swiping left or right for matches. For the profiles of the people, you can match with, we still included the picture and the bio, but we added a skills section based off of the results from the register page so the user can have a better understanding of the person's experience. Our navigation bar was intended to be as simple as possible to make it very easy for the consumer to use. We did not want any extra buttons to make it more complex than it needed to be. Thus, there is just a profile button, discover button, and messaging button. We decided to include the symbols of each category for the profile button, so that way the user can easily identify what profile they are using.

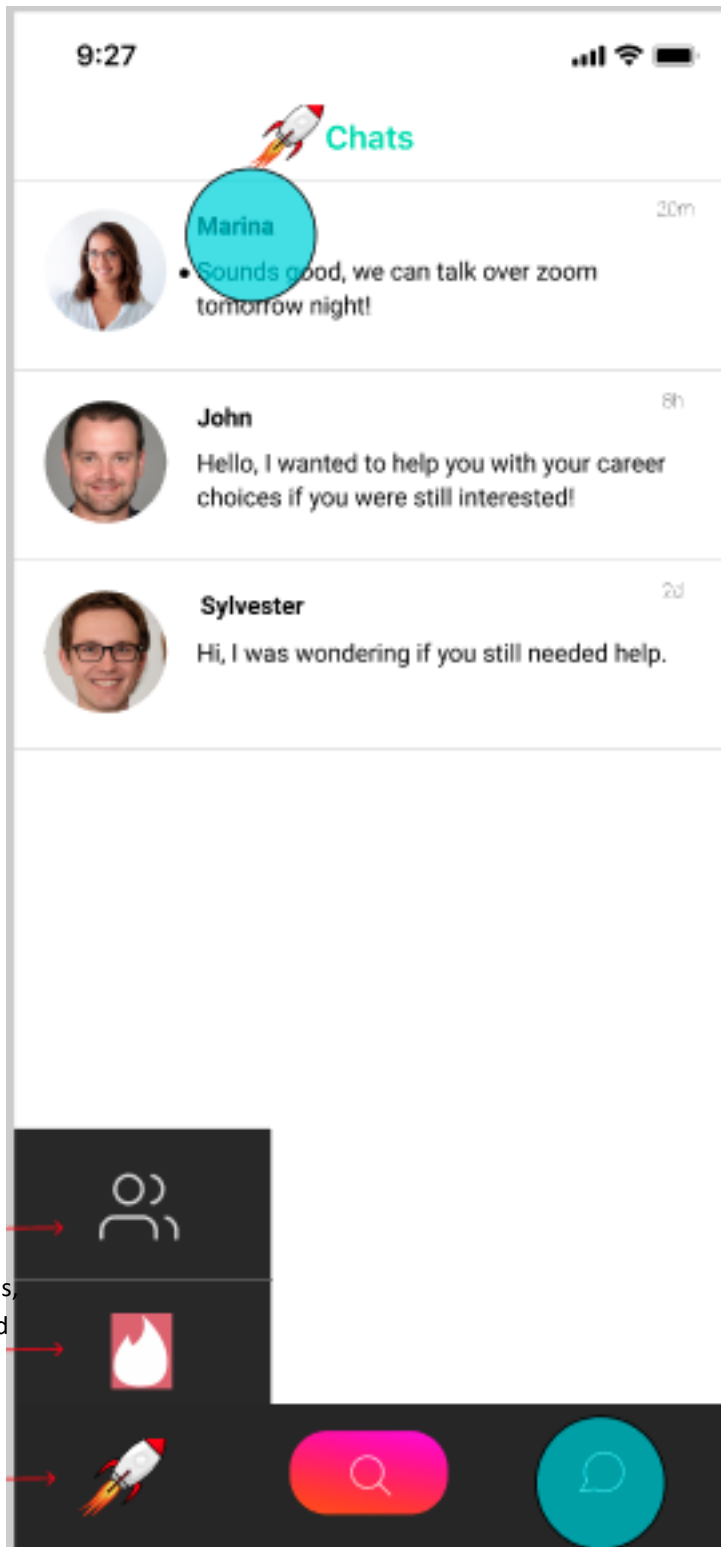
Morgan – 6



After a few days of swiping through people, Morgan starts to receive swipes back from people as well as brand new swipes. After finally matching with people, Morgan starts to receive messages from people who have matched back with her.

When the user receives a notification, depending on which profile is being used the logo will change in response to the profile that received the notification. We decided to do this, so the user knows which profile is when receiving the notification for the matches/messages waiting.

Morgan – 7



Morgan clicks the messaging button at the bottom and decides to message Nicole as she is both a career advisor as well as a computer science major just like she plans to be. Morgan believes that Nicole's advice will be most beneficial to her as she has gone through the similar experiences as her. In the future, if she does create a friend or dating profile, she can navigate to those profiles with the navigation bar by clicking the associated icon. She will have to navigate between those profiles in order to see the messages for that category of Tinder.

Using the navigation bar, you can click on the symbol of the profile page you are currently on in order to switch to other profiles. Upon switching profiles, you will be able to see the messages from that profile you switched to so that way all of the messages are not on one page. Without this feature, it may have caused users to get confused on which messages are for which profiles. With our current design, the user would only see the messages for the profile that is currently selected. We symbolize this with the symbol of the category next to the chat title. We chose this design to specifically keep each section of Tinder Beyond Dating separate from each other.