

## 1 - The Problem

Facebook dating potentially has access to the largest pool of online dating users in history. However, for individuals who value personality beyond physical appearance, online dating provides limited options. How can we increase the number of potential matches that any given user can receive? How might we give people a chance at romance aside from using physical appearances?

## 2 - Our Assumptions

- Must fit in with the current facebook dating design system
- Must work on mobile apps

I went through a number of ideas initially including

- Changing the composition of the tiles on the screen and testing users for different behavior
  - This wasn't a very efficient method of improving any metrics since other teams' efforts would produce results that this idea would make in time.
- Change the requirements for someone to match with someone else with a swipe system instead of a tap system

- Due to the culture around swiping on profiles that Tinder developed, a swiping system may not be ideal for people that want to get to know another person on a more personal level.
- Facebook Blind Dating App
  - It is very dangerous and it would require a vast amount of people to be comfortable with entering the platform for it to become effective.

Final choice: Facebook Blind Dating!

Since this project was a personal one, I eventually got these extra design requirements I developed during the ideation process. These are some concerns I needed to incorporate into my design.

- How can we address safety concerns of meeting someone on a blind date?
- How do we ensure daters will be safe meetings up with a blind dating team?
- Could we reveal the photos before the date begins?
- Do blind dates need to be 1:1? Could there be a blind dating feature for groups?

Solutions

- A Blind Dating app

- Blind Speed dating Event suggestor
  - Some places have blind speed dating locations

To demonstrate mature, careful thinking, it's important to lay out your (and your clients) assumptions.

This can be done in one block up front, or throughout design stages as needed. For instance, "We knew the project would have to exist on the web because..." or "We assumed customers wouldn't be willing to..." It's okay if your assumptions were proven wrong later on. In fact, that often makes for a more compelling case study!

### **3 - The Plan**

#### Design Requirements

First I had to make design requirements. In order for this to improve the number of matches people can get, we need to make sure that 3 things are true: 1) plenty of people currently populate the pool of possible blind daters, 2) it must be simple for someone to operate the blind dating app, and 3) either a blind date user or a blind date target must be informed of if someone contacted them on the blind dating.

So my design requirements were to ...

- Make it easy for someone to Join Facebook Blind Dating population

- Make it easy for someone to toggle between Typical Facebook Dating and Facebook Blind Dating.
- Make it clear when someone has been notified about a blind date option.

### **Make it easy for someone to join Facebook Blind Dating**

- Prompt the user to be able to allow their profile to appear in normal facebook dating and facebook blind dating with a simple checkbox system.
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Next we need to also consider the privacy and safety concerns mentioned above and develop a few solutions on how to approach each problem for our design.

- How can we address safety concerns of meeting someone on a blind date?
  - We need to improve a users level of comfort with the other person.
  - A Voice recording is psychologically proven to improve the gap between strangers.
  - Allow Facebook Dating to set up first dates in public, pre-approved, well lit areas. Like Starbucks or Disneyland!
  - Events for dates can be determined by Facebook local's reputable events as locations.
- How do we ensure daters will be safe meetings up with a blind dating team?

- Create a check in system where by if a user schedules a date with the app, the app will go off with vibrations though out the date to get the user to “check in” that they are fine. This alarm can be turned off at the user’s discretion and the alarms should go off every 60 mins
- THe alarm should go off 3 times in the first 25 mins of the date with an emergency contact on standby
- If the target doesn’t snooze or mute the alarm, the emergency contact will be notified.
- To start off with, users cannot create dates in facebook Blind dating after 8 pm until the 3rd date.
- Could we reveal the photos before the date begins?
  - Photos will be sent out to the user 30 mins before the date begins IF the user is within a certain perimeter of the date location
  - You can see one picture of someone after your “interaction score” (I.e. a score calculated by multiplying the length your messages and the number of messages per day ) reaches a certain threshold. Ideally, you should be able to hit this requirement in about one week.
- Do blind dates need to be 1:1?
  - No... no they don’t. But this will be the default and we could enorage group dating if possible. :)
- Could their be a blind dating feature for groups?
  - For a person’s first date with a user, blind dating will suggest populated, local events and will suggest making it a group date

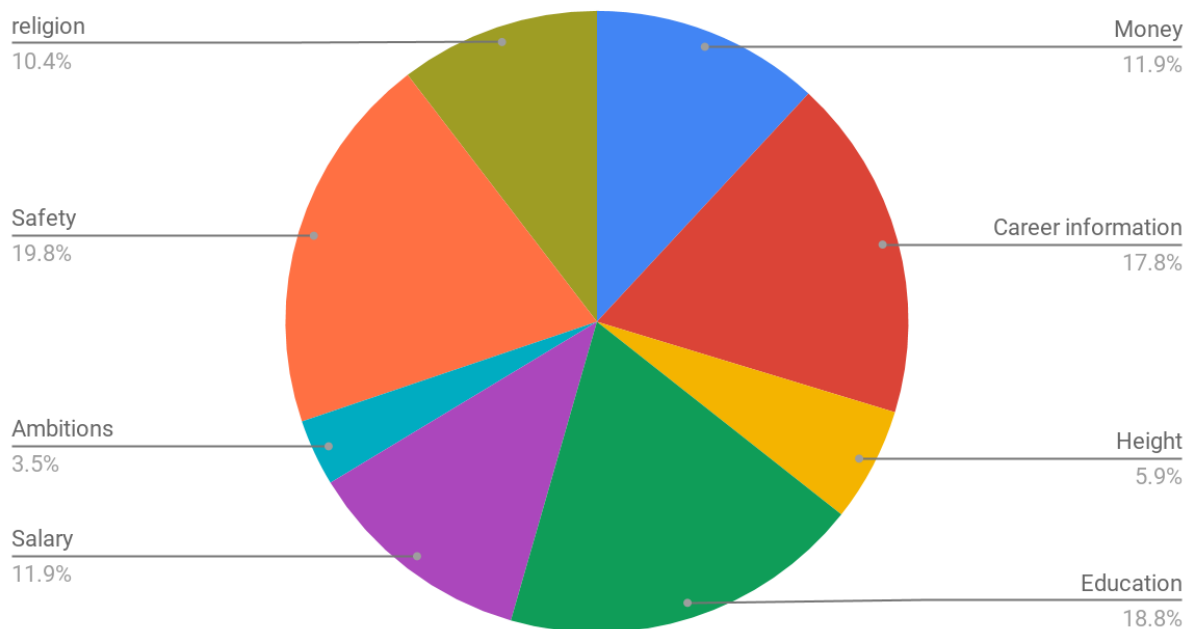
- A tip screen should be shown before booking a date. Some possible tip ideas are
  - You should make your date at the “Premier for Godzilla a group date! Who do you wanna invite?” or “you should talk to a user for a few days before you ask them out.”

## **4 - Discovering**

Discovering is where you describe primary and secondary research.

After conducting some research on what people would expect out of a blind dating app, the top required items are listed below. The pool I used was of college software engineering interns from freshman to PhD levels of education. I got interns specifically because I knew they were the closest thing I had to an average user within the work culture of facebook. If I had more time and wasn't working on other intern projects, I would have set up a more representative sample.

## What people want to know before a blind date



As you can see, safety isn't a huge concern here. The main reason being is that generation of people I interviewed are used to not worrying about safety with apps like Tinder and Bumble being prominent. I interpret this as a risk people are willing to take when it comes to dating online. However, at Facebook we can be the trail blazers to start putting an emphasis on security without our blind dating app system.

“ I wouldn't date someone I've been talking to online for 2 weeks;... but I would date them if we got more and more information such as photos, salary and all over time.”

This quote was the spark that led me to the idea of gradually revealing data to a user based on their interactions with their blind dating crush.

## **5 - Designing**



Android...Screen 01



Android...Screen 01



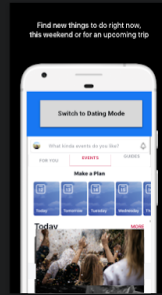
Android...Screen 01



Android...creen 02



Android...creen 02



Android...creen 03



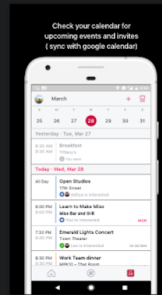
Android...Screen 01



Android...creen 02



Android...creen 04



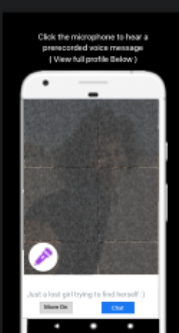
Andr...n 05



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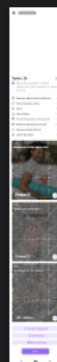


They will then appear like normal matches in the normal Facebook dating app.

Interested = People who are blind dates (like current user) who selected interested.

Going = the same as interested but for going

Total = Needs a content strategist help, but this is every who opted into blind dating and we have reason to believe someone may be interested in this event even if they didn't say so.



## **7 - Delivery**

I presented this in my final presentation as a side project and it's current status is under consideration by the facebook discovery team.

## **8 - Looking Back**

I wish I could do more research on an authentic dating market. The big issue with this app and testing was that when I surveyed fellow interns, 4 / 9 people said they would never use any dating app regardless of Facebook dating, blind dating, or popular ones like Tinder at all. And 4 / 9 people said that since they were in loving relationships they would rather not think of using this or any dating app at the time. However they were very interested in the app idea; especially since it could allow for group dating if you bring friends to the event.

While most people like the concept, it tended to be taken best by people who are over 25 years old and / or are out of college. I suspect this is because in college there are plenty of options to date people that you can see and not everyone is looking for long term relationships in college. (or at least 7 / 10 of the people interviewed weren't looking for long term relationships ) This app would be best targeted to places where the average age of marriage is young like Texas ( 25 years old for men ) compared to California ( 30 years old for men) since that demographic may be more open to the idea of long term relationships.

And there was a small percentage of people who loved the concept of the app but had unique circumstances such as desiring to get married but having no intention of dating anyone until after marriage. And some people only wanted to date someone of similar familial decent and some had language prerequisites. The best way to move forward on this topic is to survey 100 people since my sample of 30 interns was very inconclusive to how people would use a blind dating app.

Fortunately we know the market for the product does exist since apps like OkCupid, Loveflutter, and Blindr have 100,000 downloads in the USA. Since I didn't have the most representative data set during this summer, I wish I had more time to research people that don't have these specific reasons to not date altogether and visit more typical users such as recent masters or PhD graduates and single people.