Dating Application – Bingo

Team members:

Monica Perumal Venkatesh - U47684578

Aishwarya Gopal - U65846468

Sree Durga Koppula - U91336924

Low-FidelityWireframes:

https://www.figma.com/proto/ttKA19MuHGc2qzwD9QDNCF/Untitled?node-id=56-27&p=f&t=3EWVlgwVVhvKW1a8-1&scaling=scale-down&content-scaling=fixed&page-id=54%3A31

High-Fidelity Prototype:

https://www.figma.com/proto/ttKA19MuHGc2qzwD9QDNCF/Untitled?node-id=3-4&p=f&t=srIfEnmNVWFDObUX-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=3%3A4&show-proto-sidebar=1

Transition Process from Low to High Fidelity:

Designing our dating application ‘Bingo’ began with low-fidelity wireframes, focusing on basic structure and functionality. The initial wireframes captured key user flows, such as account setup, profile creation, browsing matches, and initiating conversations. For example, the "Sign Up" screen included placeholders for email and phone inputs, while the "Discover" screen depicted a rough layout of profile cards for browsing. These designs emphasized usability and navigation logic, providing a framework for feedback and iteration.

After validating the low-fidelity designs, the project advanced to high-fidelity prototypes, emphasizing aesthetic details and interactivity. The high-fidelity screens incorporated visually appealing elements such as a vibrant pink color scheme, chosen for its psychological association with love, warmth, and playfulness, aligning with Bingo's theme. Navigation icons such as a heart for "like" and a cross for "dislike" replaced traditional swipe gestures, making interactions more intuitive and reducing confusion. Additional refinements included cohesive typography, polished icons, and consistent layouts across screens, from the "Profile Setup" page to the "It’s a Match!" confirmation screen. Using Figma’s prototyping tools, screens were linked to simulate user interactions, such as navigating from the "Matches" screen to the "Chat" feature, offering a realistic preview of the app’s functionality.

Influence of User-Centric Design Principles:

User-centric design principles guided every decision during the development process. Initial research focused on understanding the target audience—young adults seeking intuitive and engaging experiences in dating apps. This research informed the inclusion of user-friendly navigation icons, personalized match notifications, and a streamlined onboarding process. For instance, the heart and cross icons on the "Discover" screen simplified decision-making, ensuring accessibility even for first-time users.

Accessibility was prioritized throughout the design. High contrast ratios improved text readability, while responsive layouts ensured usability across devices. For instance, the "Interests" screen featured well-defined toggle buttons for easy selection, and the "Chat" interface employed clear visual hierarchies to differentiate between message threads. Feedback from user testing sessions highlighted areas for improvement, such as clarifying navigation on the "Profile" page and optimizing the "Matches" grid layout. These insights were integrated into iterative updates, resulting in a more inclusive and intuitive user experience.

Improvements in High-Fidelity Design Over Low-Fidelity:

The high-fidelity prototypes introduced substantial enhancements over the low-fidelity wireframes. While the wireframes established a functional foundation, they lacked the visual and emotional appeal necessary for a dating app. The high-fidelity design addressed this by incorporating vibrant colors, modern fonts, and engaging illustrations, such as those featured on the "Transition" and "It's a Match!" screens, to create a more immersive experience.

Detailed UX flows in the high-fidelity design demonstrate seamless interactions between screens. For instance, users could navigate from the "Profile Setup" screen to selecting interests, transitioning smoothly to the "Discover" page. These flows were prototyped using Figma's tools, enabling stakeholders to experience the app's functionality firsthand. Interactive feedback, like button animations, real-time match confirmations, and clear navigation icons, further enhanced the user experience.

Specific usability challenges from the low-fidelity phase were addressed in the high-fidelity design. For example, navigation elements were repositioned for better accessibility, and consistent iconography across the "Discover," "Chat," and "Profile" screens improved user orientation. The introduction of the heart and cross icons further simplified the user experience, making the app more approachable and enjoyable.

Conclusion:

The transition from low-fidelity wireframes to high-fidelity prototypes highlights an evolution in design thinking, prioritizing user needs and preferences. Starting with clear structural layouts, the design matured to integrate polished visuals and interactive elements. By leveraging color psychology, user-friendly navigation icons, and iterative feedback, Bingo delivers a cohesive, visually engaging, and user-friendly experience. This process exemplifies how thoughtful design can transform an idea into a fully realized application, resonating with its intended audience.