

Problem Introduction

Nowadays, the process of making choices increasingly depends on the internet, especially for the Z generation, featuring high demand of socialization and strong desire for trying and sharing. Thus, dating with lovers or friends at places enjoying internet popularity has become a lifestyle and been included into daily life. Moreover, the popularity of social media spurs the number of blogger or vlogger, for whom visiting trendy places is a routine of their account/channel operation. Services recommending places are having a boom on the internet.

However, at a time when a date is not as simple as a big meal but covering multiple places, people find it inconvenient switching among websites or applications while searching for information. Current information is usually presented in dots irrelevant with each other, fails to provide a well-arranged multiple-place dating route. Thus, I want to build a website for people to better arrange their dates and solve possible emergencies in order to have better dating experiences.

Persona Types


Single female student/ Young college couples/ Social media lover/ Vlogger or Blogger

Target Persona

Young college couples

Reasons:

Young colleague couples represent a larger group than the professional vlogger or blogger, while having more stable dating demands than single female students, such as dates on anniversary, birthday and special holiday.

IMAGE ... 	MEDIA USAGE PREFERENCE ... the Red Book, Wechat, Sina Weibo, Bilibili
PERSONAL INFO. ... B I ≡ 11pt Tt ↩ ↲ name: Katie age: 21 sex: female education: undergraduate state: in a relationship	LIFESTYLE ... B I ≡ 11pt Tt ↩ ↲ enjoy recording life with photos, ritualize daily life activities, one of the "Slash Youth", high demand of socialization, value the appearance, rely highly on the internet, pursue freshness and enjoy trying new things, prefer arranged plans than improvised actions, focus more on the experience than the product
	DAILY ROUTINE ... B I ≡ 11pt Tt ↩ ↲ taking classes in the school, scrolling social media in the spare time, taking photos for sharing on the internet, dating with friends in the weekend or days free

Journey Map

Website:

<https://app.smaply.com/#cuhk-cde951f0-1e71-48cd-a2c8-4062c92f9c19/projects/396bf766-22d5-4907-80e6-5bef655f3e19/journey-maps/d311264d-0886-430b-8812-eab9de9ec029>

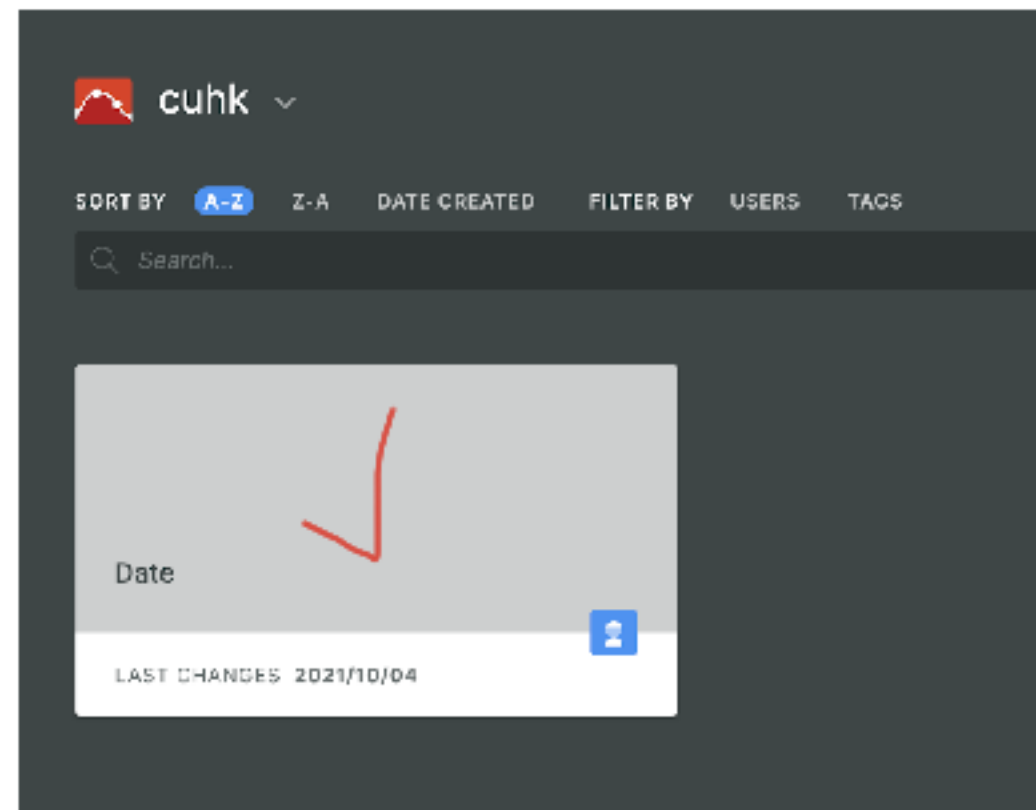
Email address:

shenzhe99312@163.com

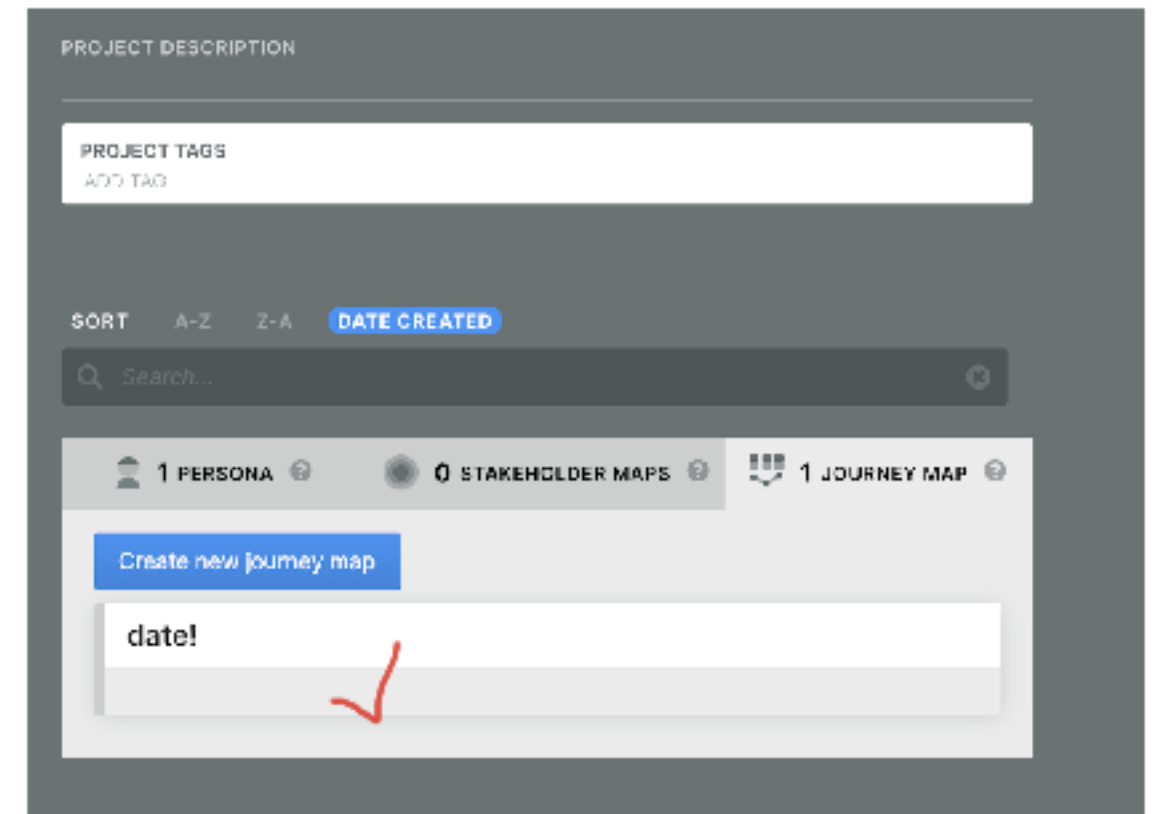
Password:

(referred in in the email)

STEP 1

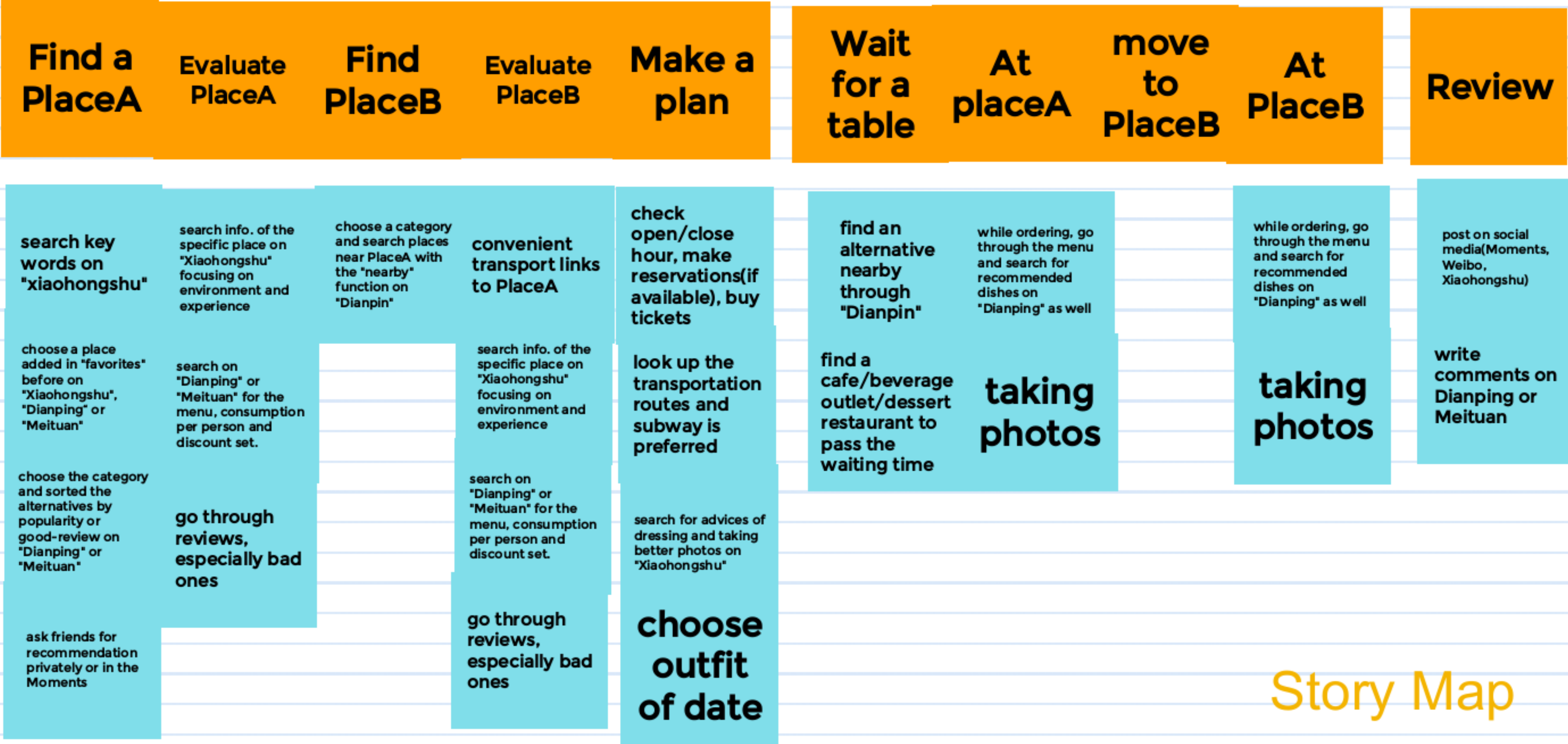


STEP 2



Problem statement

How might we make young college couples address the problem of making dating plans efficiently and dealing with emergencies in dating contexts to achieve the goal of better dating experience.



Story Map

Before Date

search

search key words on "xiaohongshu"

go through reviews, especially bad ones

search on "Dianping" or "Meituan" for the menu, consumption per person and discount set.

choose a place added in "favorites" before on "Xiaohongshu", "Dianping" or "Meituan"

search info. of the specific place on "Xiaohongshu" focusing on environment and experience

choose the category and sorted the alternatives by popularity or good-review on "Dianping" or "Meituan"

search on "Dianping" or "Meituan" for the menu, consumption per person and discount set.

check open/close hour, make reservations(if available), buy tickets

prepare

choose outfit of date

ask friends for recommendation privately or in the Moments

search for advices of dressing and taking better photos on "Xiaohongshu"

taking photos

look up the transportation routes and subway is preferred

On Date

place A

while ordering, go through the menu and search for recommended dishes on "Dianping" as well

taking photos

after place A

search info. of the specific place on "Xiaohongshu" focusing on environment and experience

choose a category and search places near PlaceA with the "nearby" function on "Dianpin"

convenient transport links to PlaceA

go through reviews, especially bad ones

place B

find an alternative nearby through "Dianpin"

find a cafe/beverage outlet/dessert restaurant to pass the waiting time

while ordering, go through the menu and search for recommended dishes on "Dianping" as well

After Date

comment and share

write comments on Dianping or Meituan

post on social media(Moments, Weibo, Xiaohongshu)

Card Sorting

Positioning Map

Dating Plan



Consumption
Guidance