GROUP ASSIGNMENT

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PROJECT OVERVIEW

The product:
Dating app where your friends can set up your dates.

Project duration:
Three Weeks.

Role:
UX Researchers and UX Designers.

Responsibilities:
Understanding the user (Empathize), Definition, Ideation, Wireframing, Prototyping, Testing.

The Problem:
Single young adults when looking for a date, he/she needs support, encouragement and approval from his/her close friends or family.

The Solution:
In our app, users' can assign their friends as 'Wingmates' to validate users' choice. By doing this, the user will feel confident and validated, which is what they're looking for.

EMPATHIZE

- Proto persona
- Research objective and user research
- Key research findings
- Interview transcript
- Affinity diagram
- Empathy map
- User persona map

PROTO PERSONA

ANA,

- 25 Years
- Single, looking to date
- Freelance Writer
- Graduate
- Tech Savvy

BEHAVIORAL DEMOGRAPHICS:

- Introvert yet open-minded
- Adventurous
- Very close with friends and family

GOAL AND NEEDS:

- Wants to meet a person who would have a romantic interest in her.
- Wants to go on dates with people her friends approve of and vetted

PAIN POINTS AND POTENTIAL SOLUTIONS:

- Often needs to share screenshots with friends for input/approval
- Using multiple channels of communication with different friends

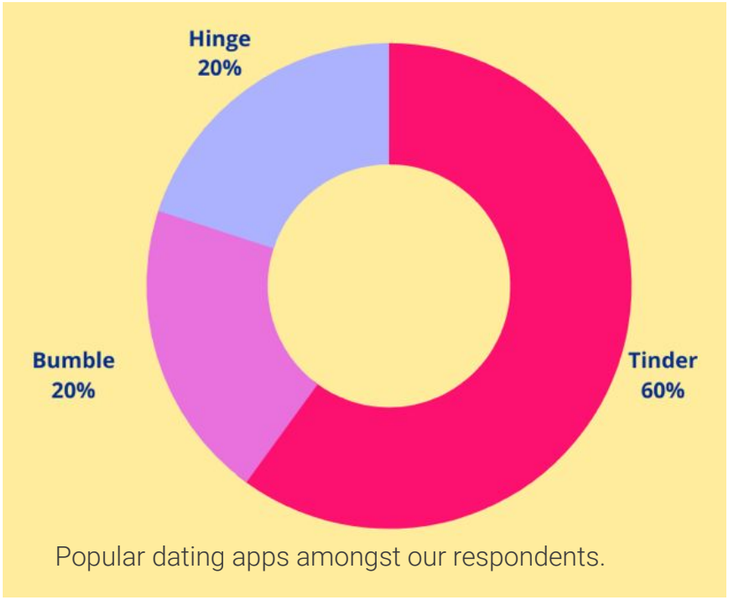
RESEARCH OBJECTIVE

As user researchers, we want to map out:
1. The opinions of users on blind dates and their expectations.
2. How users interact with and behave towards the existing dating apps.
3. The role of friends/close ones in the dating lives of users

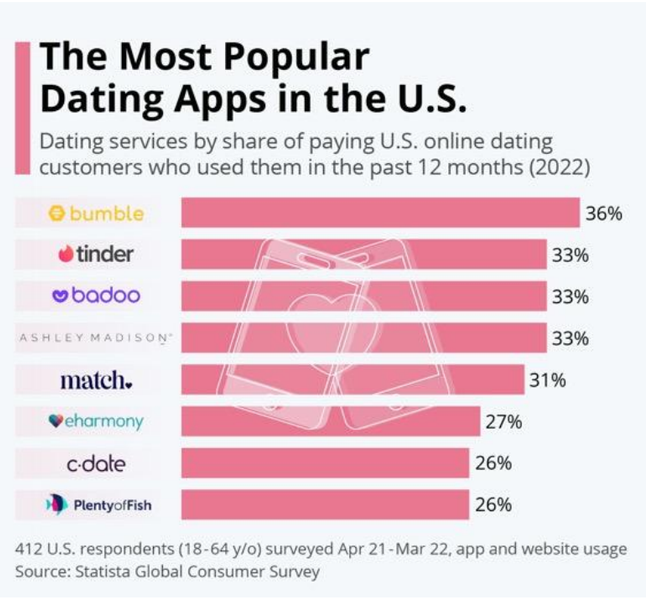
RESEARCH PLAN

INTERVIEW FINDINGS

- Among our respondents, 50% are in a relationship, and the rest are single.
- The respondents are really close to their families and friends, so their opinions are also important.
- Several of our respondents send screenshots of their romantic interest profiles and messages to their friends as a way of checking their friends' opinions.
- There is always a concern for the safety of the woman while on a dating app.
- Catfishing is also a concern for them.



Popular dating apps amongst our respondents.



TRANSCRIPTS

"I would go in with an open mind. I generally trust my friends."

"I would like to be honest, is he going to be handsome, appearance, personality, can we have good conversation, common interest."

"I definitely have a lot of fun swiping for my friends on their dating app. And I like making other people's profile."

AFFINITY DIAGRAM

Relationship Status

Methods for getting dates

Communication methods

Dating expectations

Close Relationships

Pros of dating apps

Cons of dating apps/pain points

Information from sharing matches

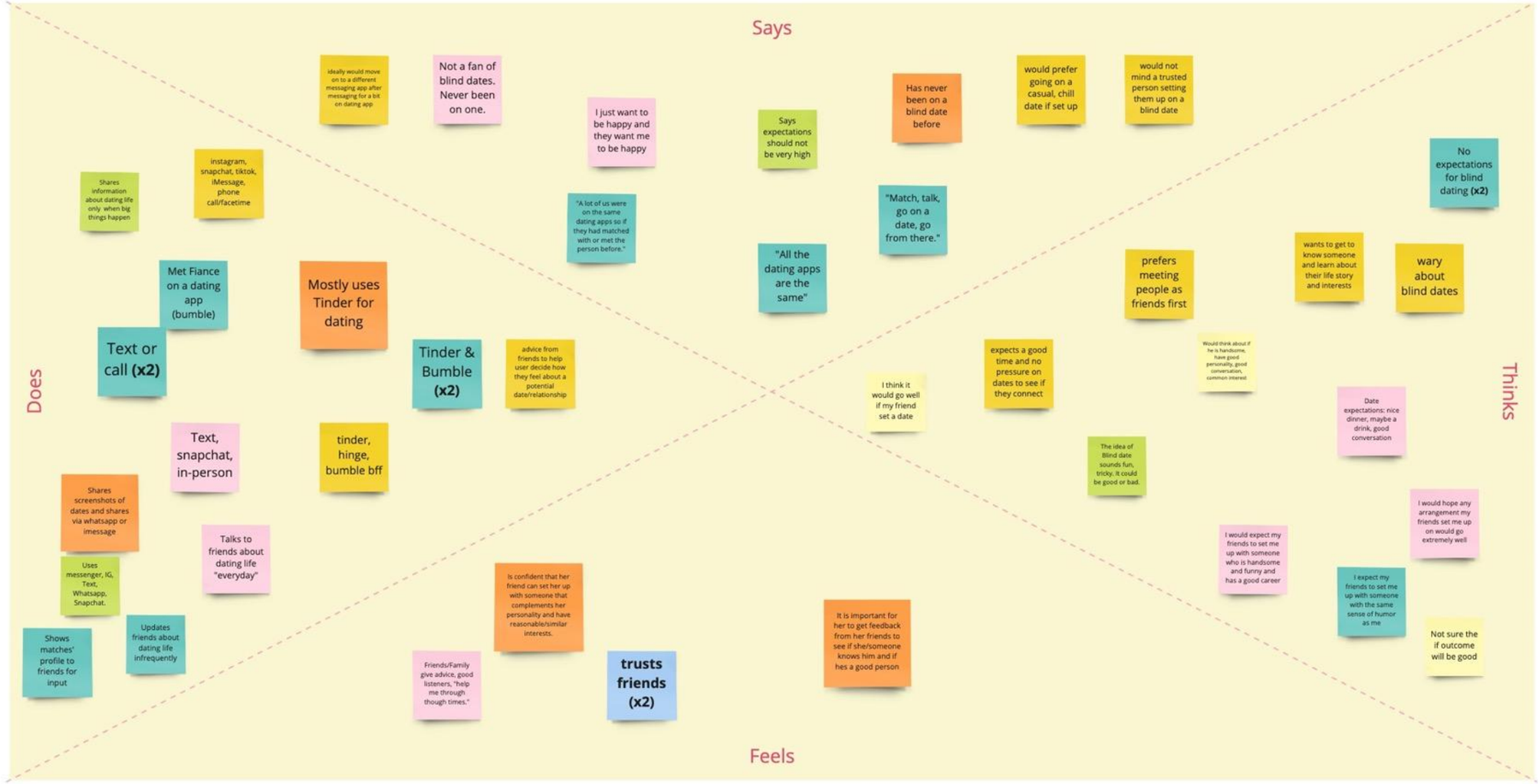
Looking for in a partner

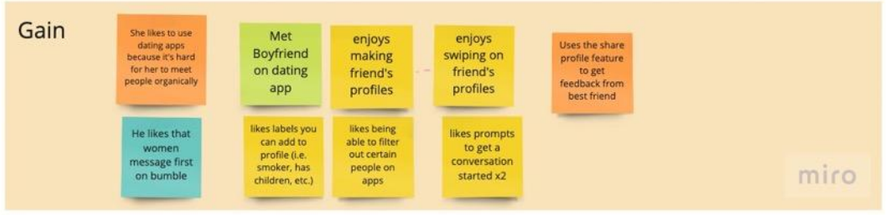
App Concept

Miro Board:
https://bit.ly/3C8keQ4

miro

EMPATHY MAP





Miro Board:
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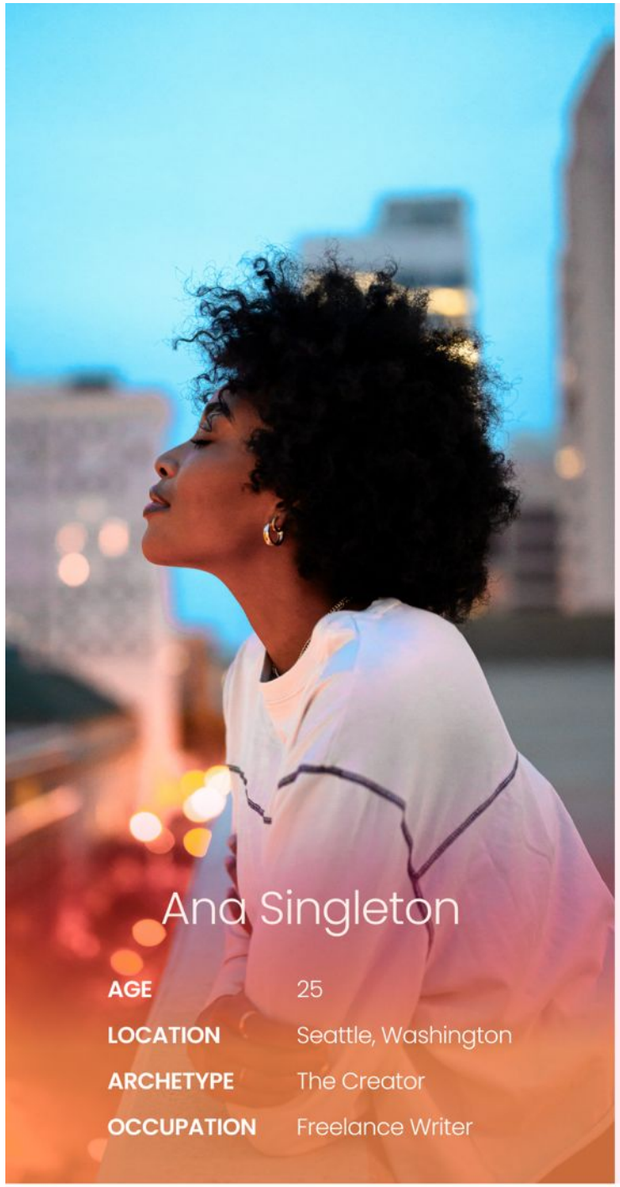
MEET ANA SINGLETON



GOALS

- She loves being surrounded by her close friends and family.
- Her ideal dating partner is someone who is trustworthy and honest.
- She loves haning out with friends for coffee
- Loves reading and visitng libraries.

PAIN POINTS

- Struggles to make authentic connections on dating apps
- Friends often do not approve of the people she goes on dates with
- Has been stood up on dates in the past
- Uses several messaging /social media apps to communicate with friends

PERSONALITY

Creative | Optimistic
Friendly | Dedicated
Shy | Reliable

FREQUENTLY USED APPS

MOTIVATIONS

Social
Career
Romantic
Creativity
Spiritual
Altruism

ABOUT ANA

Ana is a passionate freelance writer living in Seattle. Although she is close to her family friends, she is longing for a romantic partner to navigate life with. Ana is active on Bumble and Tinder but she just isn't finding her perfect match. Ana shows the profiles of potential matches to her friends so they can give their opinions because she knows they have her best interests at heart. Ana wishes there was an easier way to get them involved in her dating life.

DEFINITION AND IDEATION

- User insight statement
- Problem statement
- Brainstorm & ideation
- Feature prioritization matrix
- Value proposition
- User scenario
- Storyboard
- User journey map
- Iteration and feedback

USER INSIGHT STATEMENT

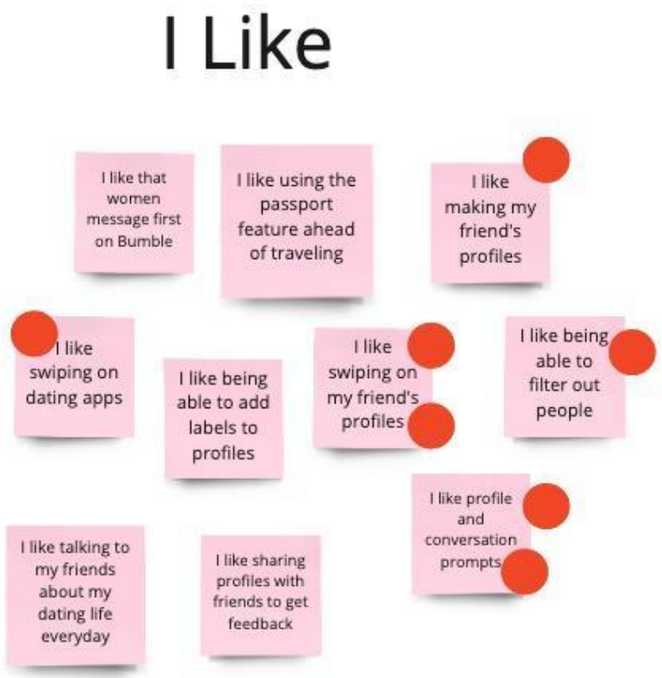
Young adults who are looking for romantic partners, need their friends' support and encouragement because they feel more confident dating someone who has been reviewed and approved by their peers.

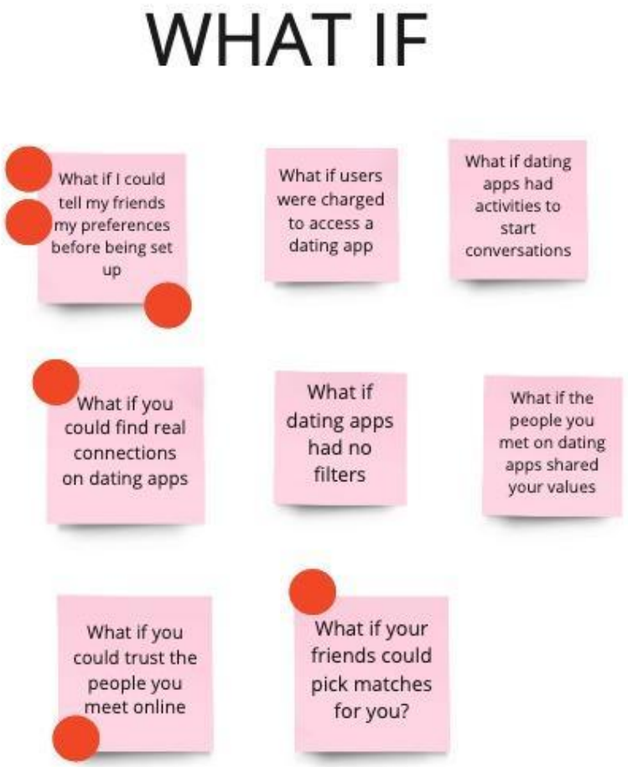
PROBLEM STATEMENT

We have observed that many young adults looking for a date share screenshots of their potential dates' profiles to their close friends so they can get their opinion and validation.

How might we help young single adults who need validation on their dates gain more confidence and have more exciting and safe dating experience?

BRAINSTORM & IDEATION PROCESS DOCUMENTS





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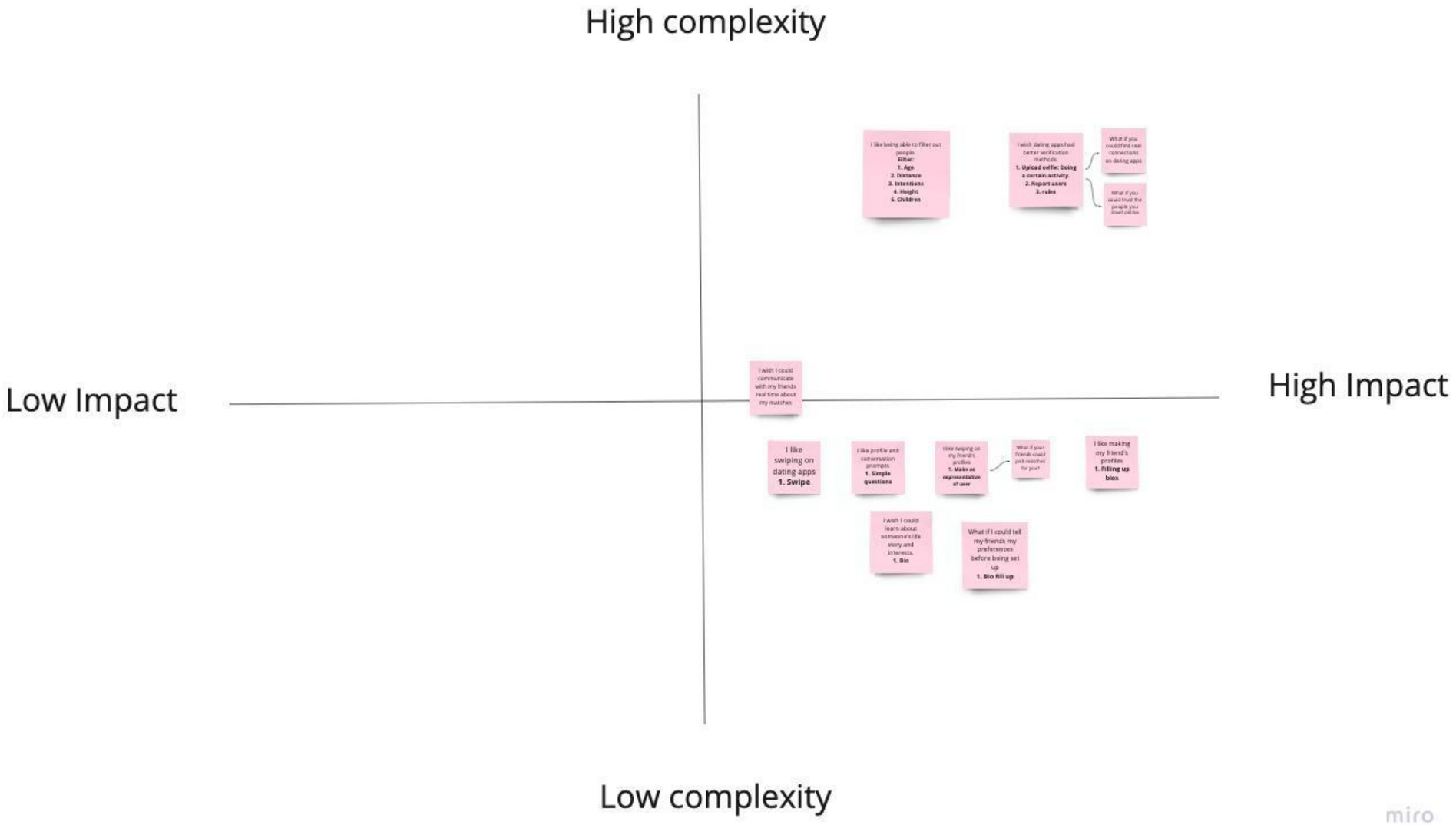
FEATURE PRIORITIZATION MATRIX



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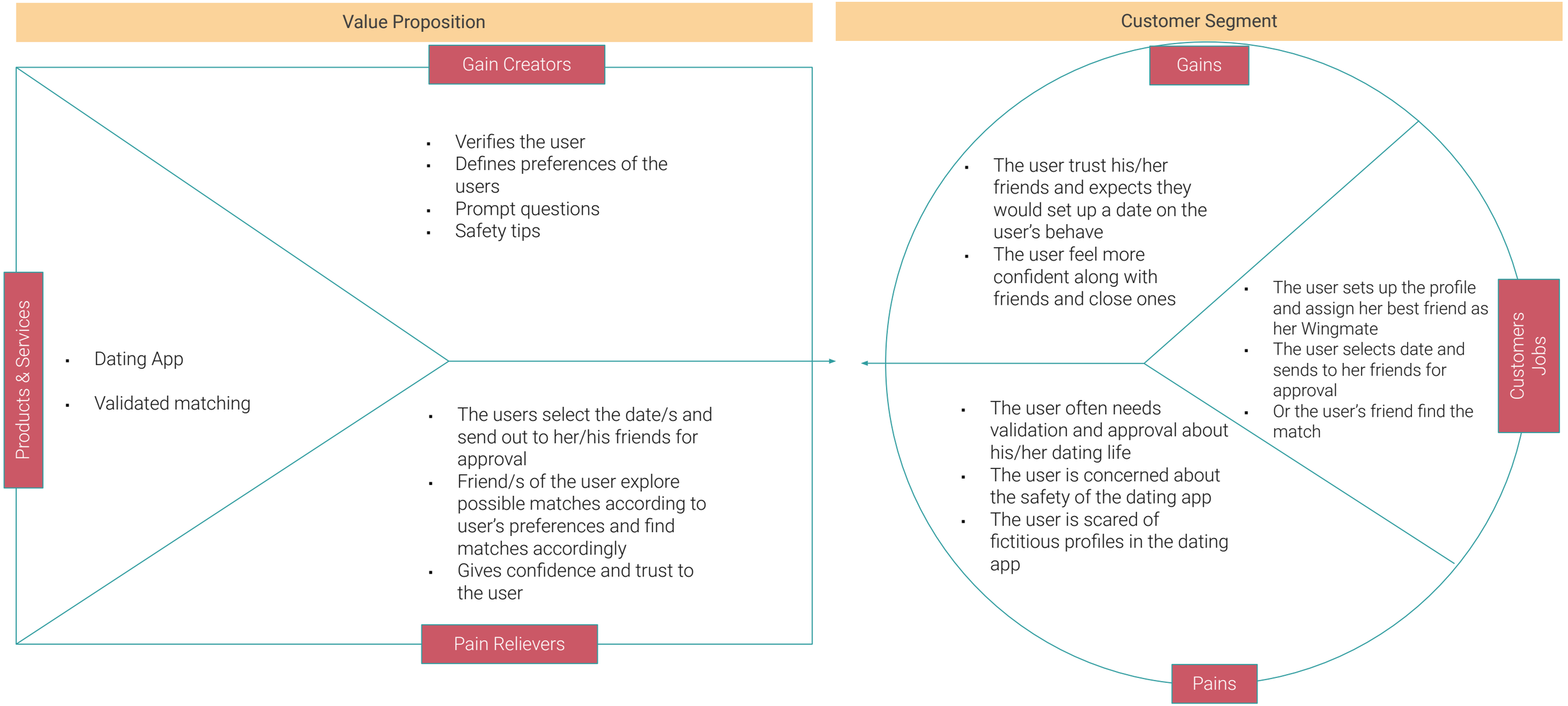
The profile preferences filter and profile verification features are on top of the list.

VALUE PROPOSITION



A friend in need has a Wingmate indeed.

STORYBOARD

Ana has been on dating apps for months but she isn't having any luck.

Her matches rarely make it past the small talk phase and her dates have been duds.

Ana's best friend Jasmine suggets Ana download Wingman, a new kind of dating app experience where your friends choose dates for you!

Ana and Jasmine set up her profile and Jasmine begins sorting through potential matches.

Jasmine finds the perfect date for Ana and sets it up!

Ana meets her friend's choice for coffee and they hit it off! They had a second date planned before they could finish their lattes.

USER JOURNEY MAP

Ana Singleton

Age: 25 years old

Occupation:
Freelance writer

Location:
Seattle, Washington

User Motivations:
She has the support of her family and closest friends. Even in her dating life, she would seek the validation of her friends and family. She longs to go for a date yet she is not sure about the match a regular dating app would do. She hopes to meet a romantic partner to navigate life with.

USER SCENARIO

Ana is single and she is looking for a romantic partner to navigate life with. She is trying to find a match in dating apps but couldn't find a match. She shares her frustration with her friend.

GOALS

Wants to meet a person who would have a romantic interest in her.
Wants to go on dates with people her friends approve of and vetted.

EXPERIENCE

ONBOARDING

- She has been looking for a compatible partner for quite some time, while at the same time, she is, chatting with her friend
- Ana's friend mentioned about the new app-Wingmate
- Ana sets up her profile and fills out her preferences

PLANNING

- Ana explores the app and tries to find potential partners
- Ana selects her date and sends approval to her friend
- Ana's friend checks the profile in detail

DECISION

- Ana's friend reviews the profile and approves the request
- Ana feels confident when her friend validates her choice
- Ana goes on a date and feels connected to her date as well.

SHARING

- Ana thanks her friend for suggesting the app to her
- Ana is a happy user and she also recommends the app to other friends

OPPORTUNITIES

- Drive more awareness about the product
- More compatible matches to choose from
- Video call options for more stronger affirmation
- Introduction of reward programs for sharing or recommendations to friends.

LOW FIDELITY PROTOTYPE

- Competitor analysis
- User flow
- Wireframe sketches
- Digital wireframes
- Low fidelity prototype

COMPETITOR ANALYSIS

APPS	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews
bumble	Bumble Date: Women make the first move. Bumble BFF: Bumble BFF is the easiest way to make new friends.-Bumble Bizz: Network, find mentors, and create new career opportunities.	Woman makes the first move, or in any same-sex pairing, the opportunity to speak first goes to whoever was the second person to swipe right. You must initiate conversation within 24H or the match disappears. Can be used as more than just a Dating App	Gender Inclusive Can add your Spotify accounts to share your music taste Can "verify" your profile blue check Quick coaching screen is convenient to quickly get acquainted with actions	Request for feedback pops up way too early Matches' location information is available all the way down the profile	4.2 Star Average on Apple App store #4 in Lifestyle Category
tinder	In addition to regular swiping, Tinder Explore offers new ways to connect with potential matches. It acts as an announcement space for events like Swipe Night. Users are able to choose matches through discussing 'hot takes' with them, or matching on shared interests and vibes. Areas like Foodies, Music Lovers, Social Enterprises, even Entrepreneurs allow you to swipe on users with the same interests as your own.	Gamified Interface makes for the most engaging, fun, and social apps around –Huge Customer Base -Pioneer and leader in the dating app industry	Profile Sharing Photo Verified Profiles Video chat TinderxGarbo - Upcoming feature to request background check – Tinder Crisis helpline provides support within the USA Noonlight extension - Can share where when and who you are meeting IRL , adds a badge to chat threads to signal the info is being shared Resources provided in Safety Center, Crime Victim connect Sexual assault Hotline, Mental Health, Planned parenthood etc.	People may or may not choose to add anything to their bio Potential bots and fake profiles Might accidentally swipe left on a person when trying to expand the profile (currently need to click on Information button which is not very visible.	3.8 Star Average on Apple App Store #2 in Lifestyle Category
Hinge	Hinge lets you like or reject users that appear on your feed. When you sign up, you have to answer three "prompts" about yourself. These appear on your profile. Hinge lets you like specific parts of someone's profile instead of the whole thing, unlike other dating apps.	Conversation Prompts create fun and flirty ways to engage. Standouts - A personal selection of content from people most your type Like a specific picture or prompt that piques your interests. Add a comment. Start the conversation with just a like.	Can add your instagram handle Can add a voice note -See if a potential match has been recently active Matches are not shown your last active status (which could be a plus or minus for some people) "Back to top" button on the bottom of the page is very convenient App offers multiple possibilities for action. It also forces you to scroll down to actually review the profile and not just swipe left or right. Inactive matches/chats are stored away in a separate folder. When you decide to talk to them they are reactivated. Huge plus for not having a clogged match folder	Too many coaching screens. Almost after every action taken	4.5 Star Average on Apple App Store #5 in Lifestyle Category
happn	When you cross paths with another Happn user, their profile appears on your app. Like the profiles that catch your eye, get a Crush and most importantly, get together.	Innovative (Allows you to view where you crossed paths with matches) which could be a conversation starter. Location is never visible to other members, only the places you crossed paths with them are shown.	It Solves The Problem Of Missed Connections No Blank Profiles You Can Meet Your Neighbor You Can Share Your Taste In Music FlashNotes allows you to send a message before you even get a Crush. And if the Like is mutual, then it's a crush. You can chat and set up a Video Call.	Matching is based strictly on your proximity to other people, not interests, values, personality, or any other factor. Small-town singles may run out of potential matches faster. Safety can be an issue if things go south after chatting. You could easily run into your previous matches at your usual places. Not very inclusive when it comes to Genders while setting up your profile The design is a bit basic and borderline boring	4.3 Star Average on Apple App Store #148 in Lifestyle
CoffeeMeetsBagel	Every day at noon, you receive quality matches curated just for you by CMB Smart Algorithm.	Catered to daters who are looking for a serious relationship. -New app, offers something different.	Pleasant design, thorough onboarding, slightly different MO than other apps	Waiting 24 hours to get new matches can be frustrating.-Limiting access can cause users to lose interest. Constantly promoting paid membership is annoying.	4.5 Star Average on Apple App Store #57 in Lifestyle Category
wingman	Wingman allows friends and family to become matchmakers for their single friend. They will be writing your profile and a trusted testimonial. The Wingman starts finding your perfect match by search the dating feed and read what friends have said about their single friends. When they find a potential match for you, they can approach the single and their wingmen and ask all the questions on your behalf.	Introduce your friend to someone you deem appropriate. Friends create trusted and authentic testimonials on behalf of their friend. They can ask questions to potential matches before swiping right. Make a personalized introduction telling the potential match why they should meet your single friend.	Conceptually different, refreshing. There are not many direct competitors.	No coaching screens at all so you're left all by yourself experimenting the product. Glitchy. Splash page is very cluttered and confusing.	3.8 Star Average on Apple App Store -#57 in Lifestyle Category

Detail Sheet: https://bit.ly/3Ekm3fN

COMPETITOR ANALYSIS-INFERENCE

bumble

tinder

Hinge

happn

CoffeeMeetsBagel

wingman

With Bumble, women can take the initiative when it comes to talking to men, while Tinder makes making matches fun, whether it's for romantic dates or friendships.

The Hinge app lets users connect via prompts, while Happn is a location-based app.

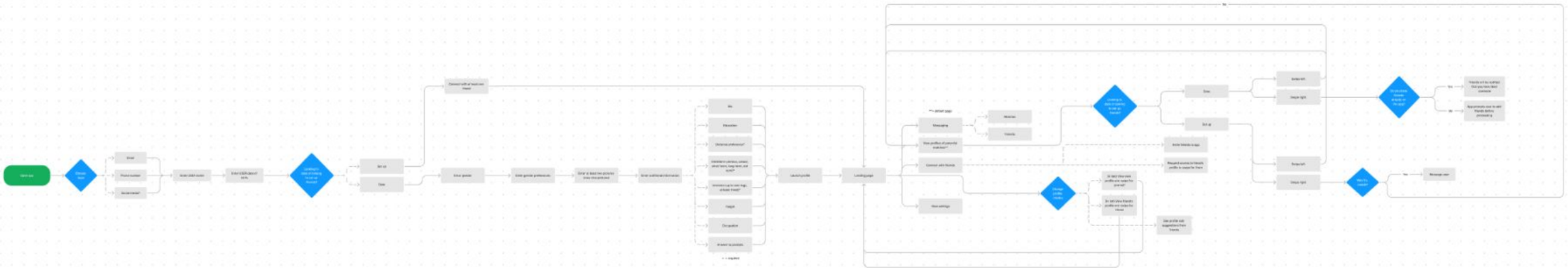
Wingman is for those looking to help their single friend or family member find a date. Coffee Meets Bagel is for a serious relationship and meaningful connections.

Wingman app is the closest competitor to our app Wingmate.

In our Wingmate app there is difference however, the user is the hero, he or she needs to create his or her own profile, preferences, and then assign friends(Wingmate) to validate their choices.

Wingmate

USER FLOW



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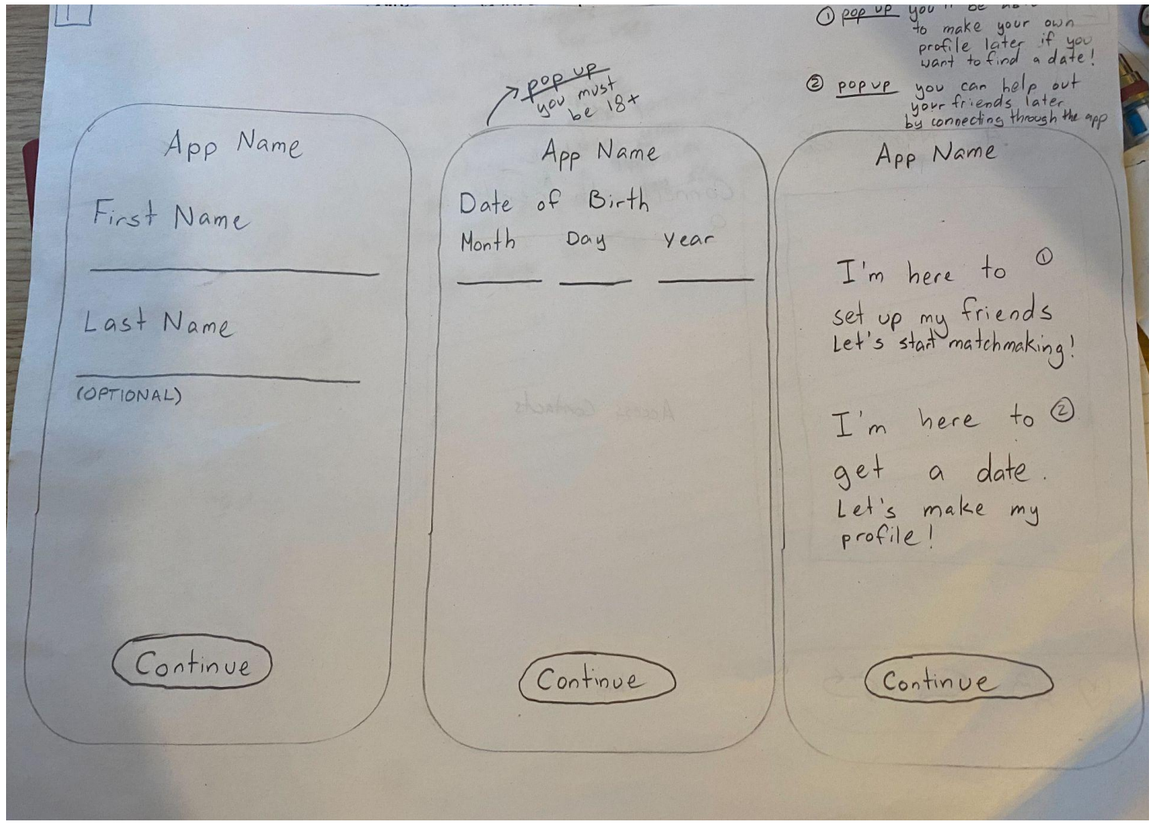
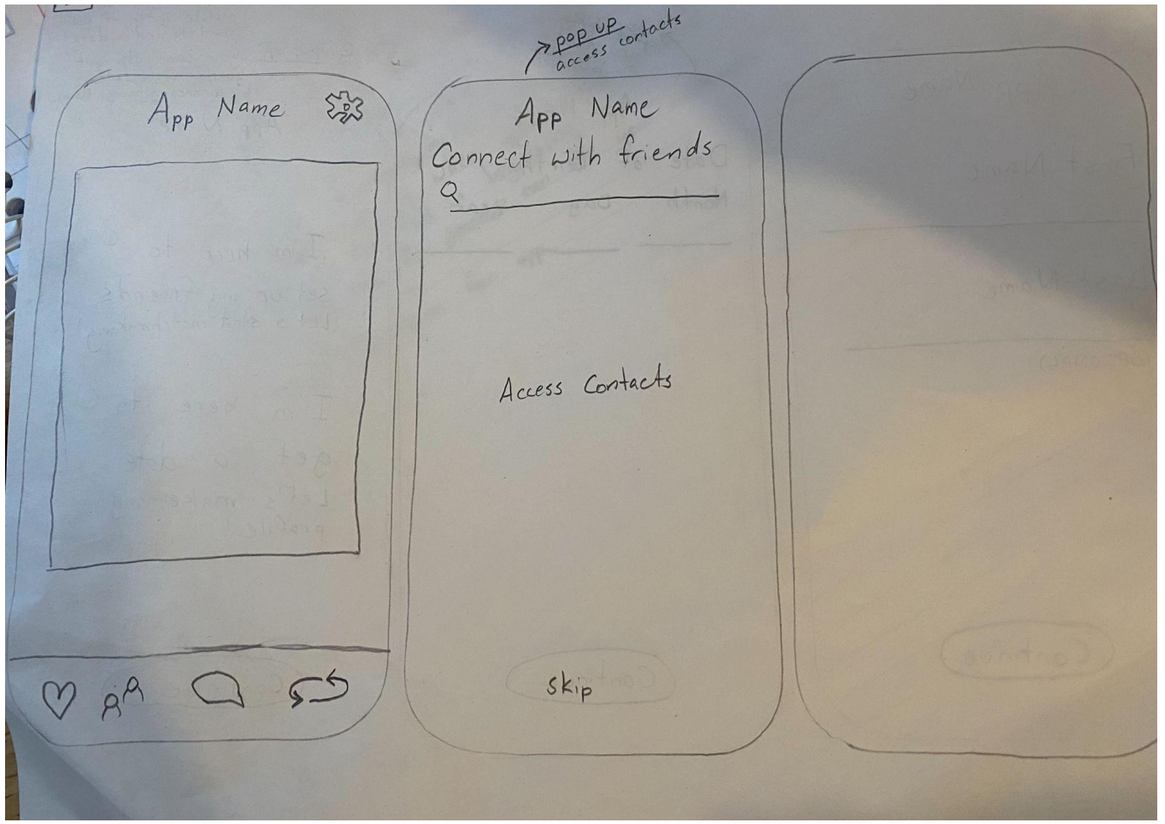
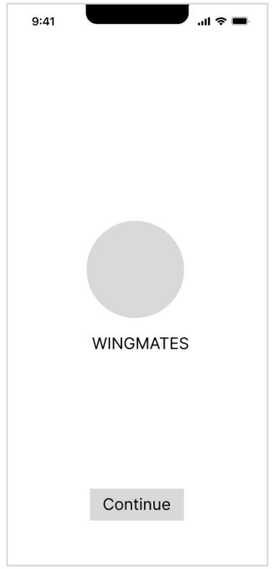
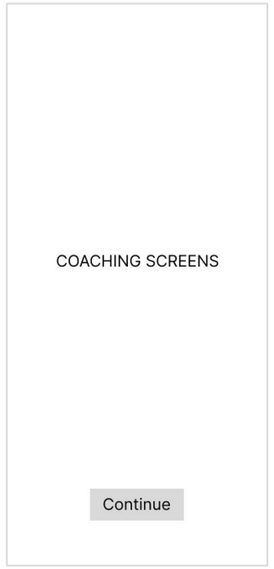
WIREFRAME SKETCHES

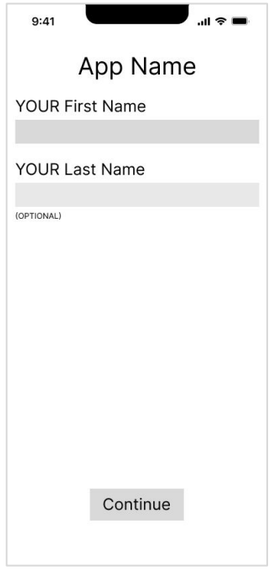


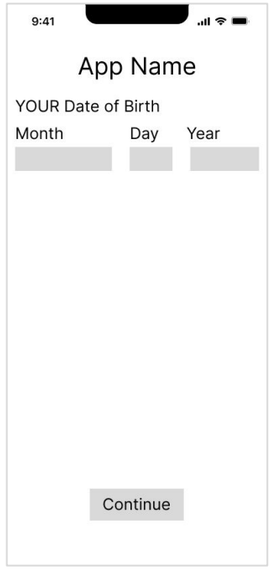


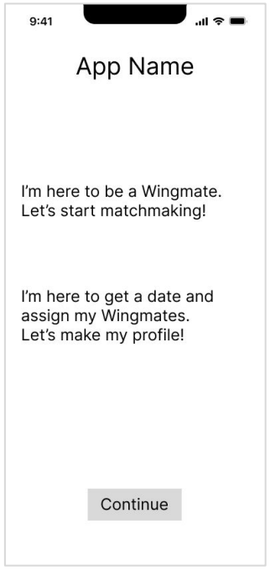
LOW FI WIREFRAMES

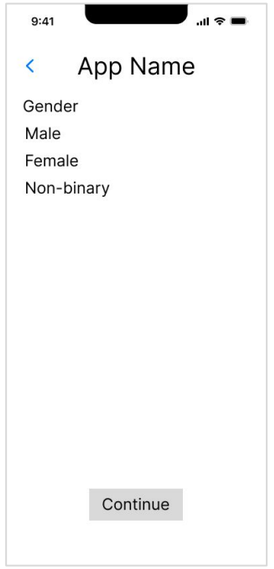


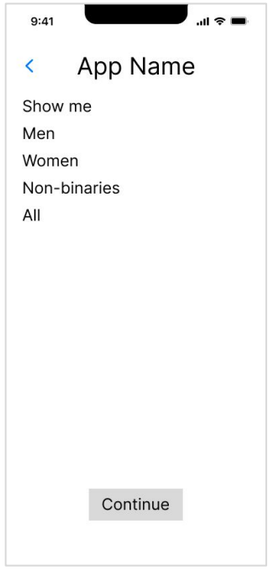


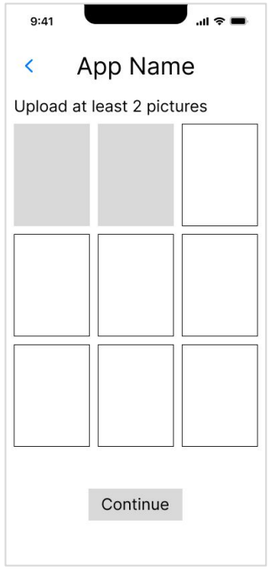


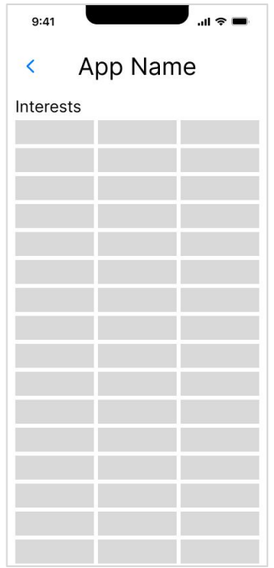


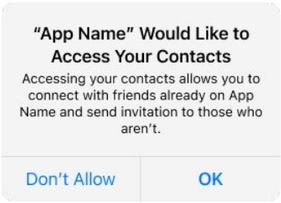


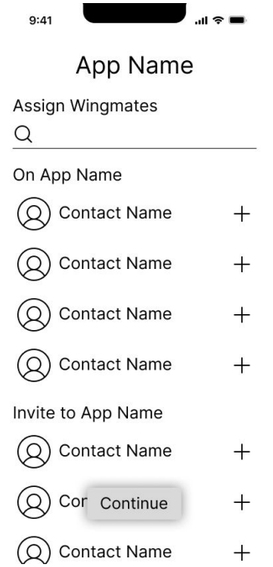


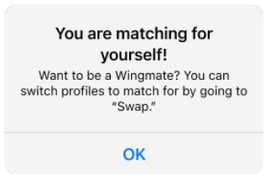


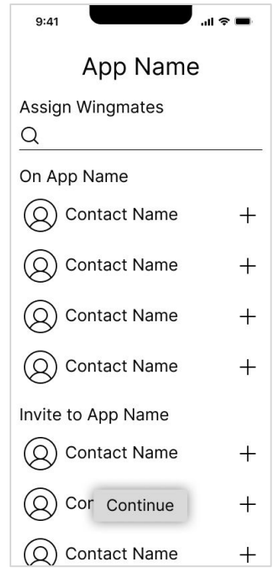


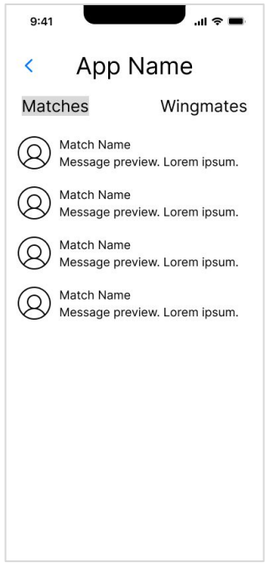




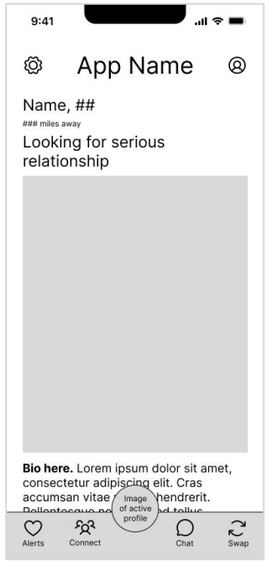


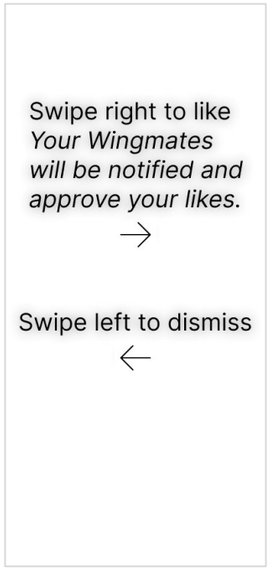


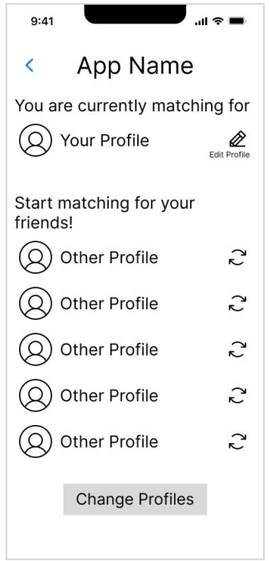


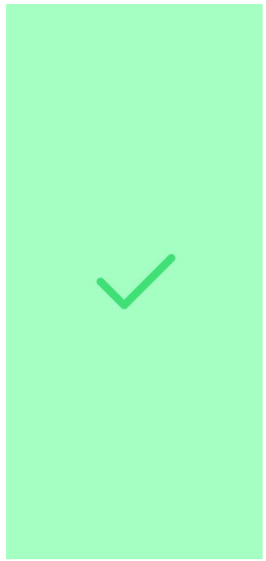


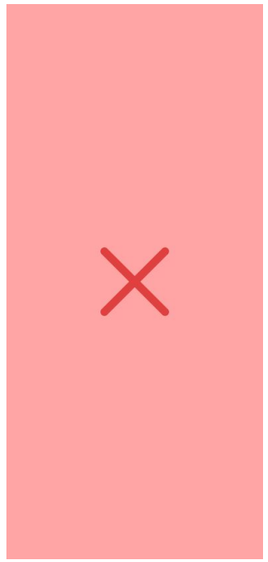
LOW-FI WIREFRAMES

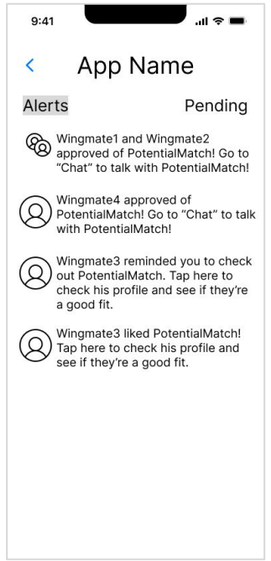


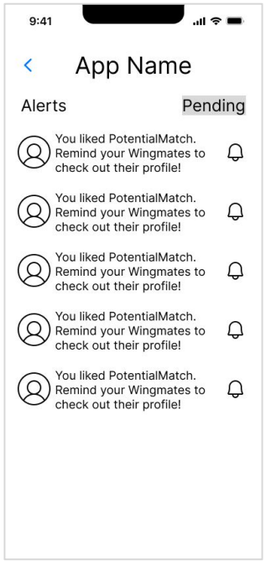


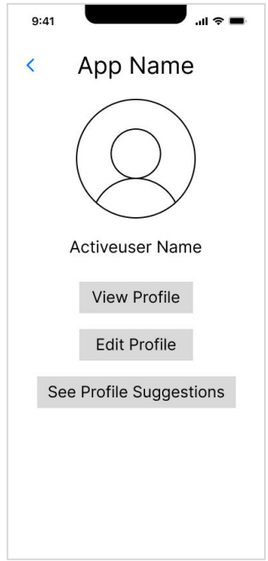


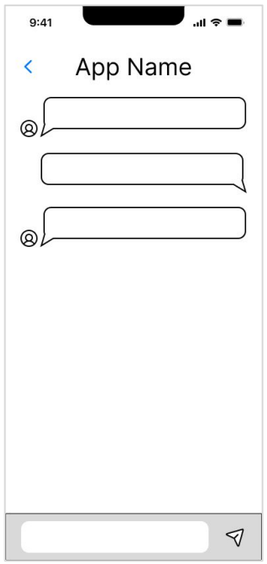


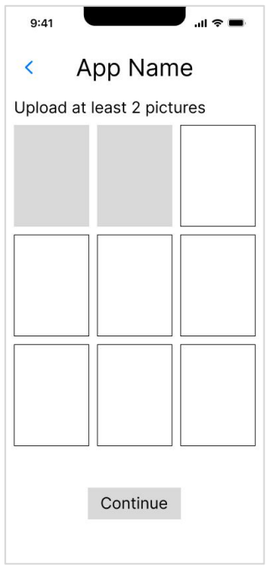












https://www.figma.com/file/JB2DuLhN46PfLG5ZXw5W8R/Group-5-Prototype?node-id=0%3A1

CLICKABLE DIGITAL LO-FI PROTOTYPE

https://www.figma.com/file/JB2DuLhN46PfLG5ZXw5W8R/Group-5-Prototype?node-id=0%3A1

USER TESTING

- Usability Testing Plan
- Notes

USABILITY TESTING PLAN

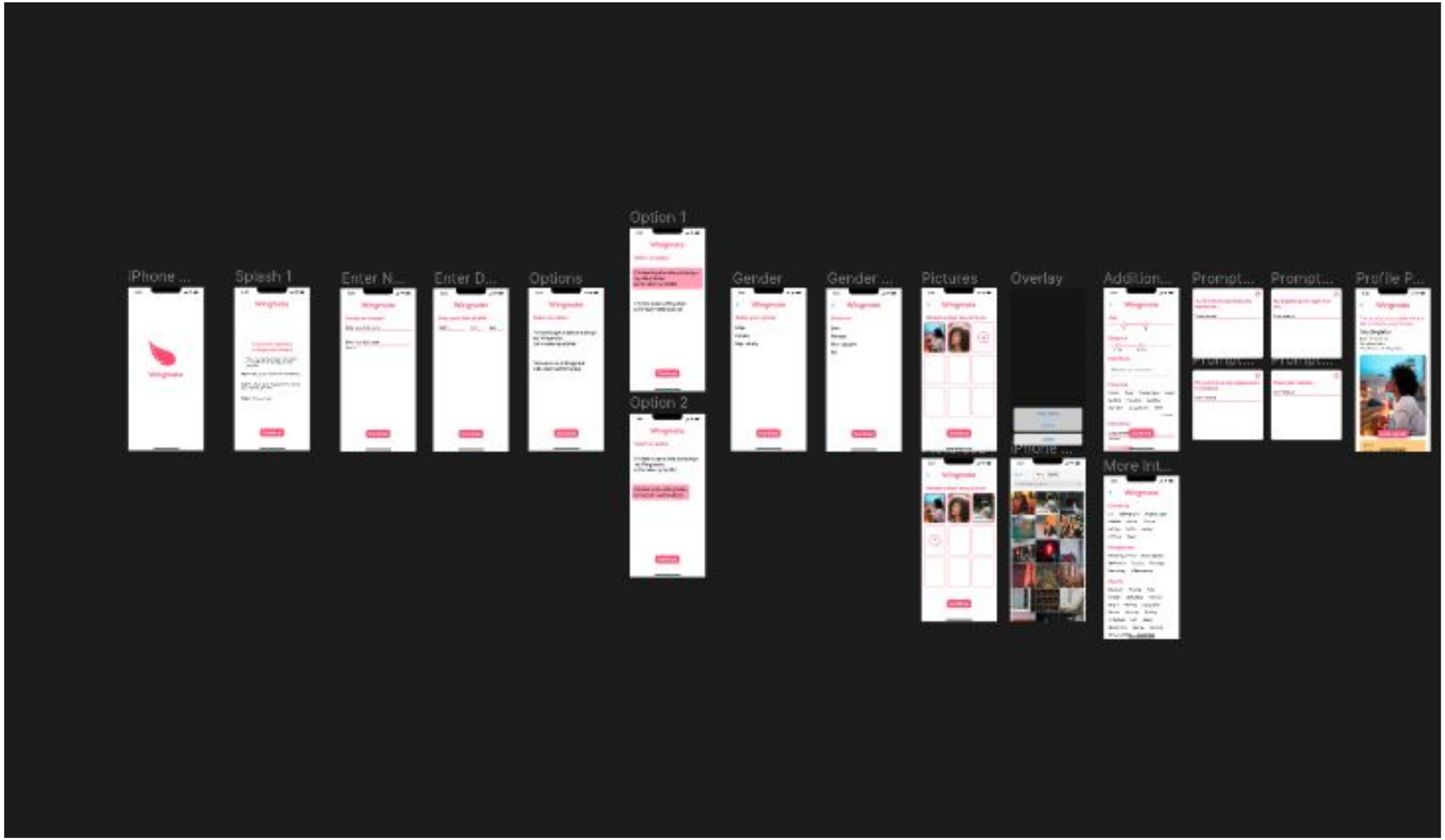
Goal/Output:	Assign a Wingmate
Assumptions:	Filling up of the information for login are automatic.
Steps:	1. Log in 2. Filling up of the credentials and preferences 3. Choose a date 4. Then assign a Wingmate
Success Criteria:	Choosing a date and assign a wingmate.
Notes:	1. It is unclear whether a user is signing in or if a friend is doing so. 2. It was suggested to have instructions after the splash screen to have more clarity about the app.

Goal/Output:	Set up a date for yourself, assign a Wingmate, check the message sent by Wingmate
Assumptions:	Filling up of the information for login are automatic.
Steps:	1. Log in 2. Filling up of the credentials and preferences 3. Choose a date 4. Assign a Wingmate 5. Check the message from Wingmate
Success Criteria:	Smooth journey to message page
Notes:	1. Message alert notification could be easily missed 2. Respondent also wanted to see the what happens in Wingmate's side.

MID-FI WIREFRAMES

- Mid-Fi wireframes
- Clickable prototype

MID-FI DIGITAL WIREFRAMES



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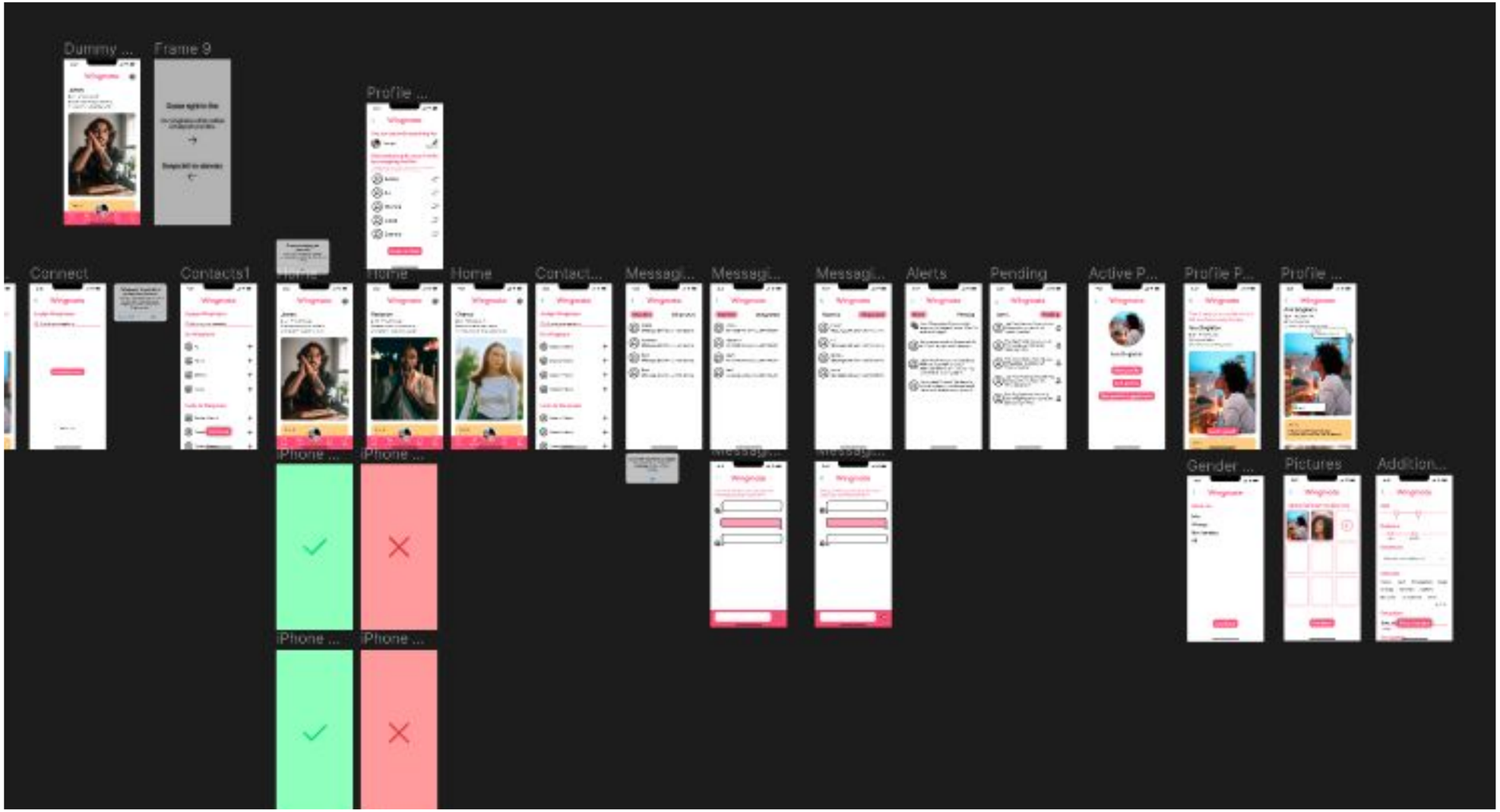
MID-FI DIGITAL WIREFRAMES



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MID-FI PROTOTYPE

Link to Mid-Fi Prototype

https://www.figma.com/file/JB2DuLhN46PfLG5ZXw5W8R/Group-5-Prototype?node-id=176%3A3743

CONCLUSION

With a revenue projection of US$1.29bn in 2022 and estimation of 64.5m users by 2027, the online dating space is definitely a fertile ground to be in.

So, along with the current features shown in the prototype, we plan to work out more features including the user journey from Wingmate's perspective.

Some of the challenges we faced during the project is figuring out the key features that would stand out from the rest of the existing apps in the market.

We would be working on the imagery of the app that would address to all genders. Currently, it is perceived to be leaning towards to female only.

THANK YOU