

# ANALYSING ACCEPTABILITY OF MATRIMONIAL AND MATCHMAKING SITES IN PAKISTAN WITH MUZZ APP IN CONTEXT

AUTHORS Anoosa Hasan, Aumaima Rahid, and Alina Rashid

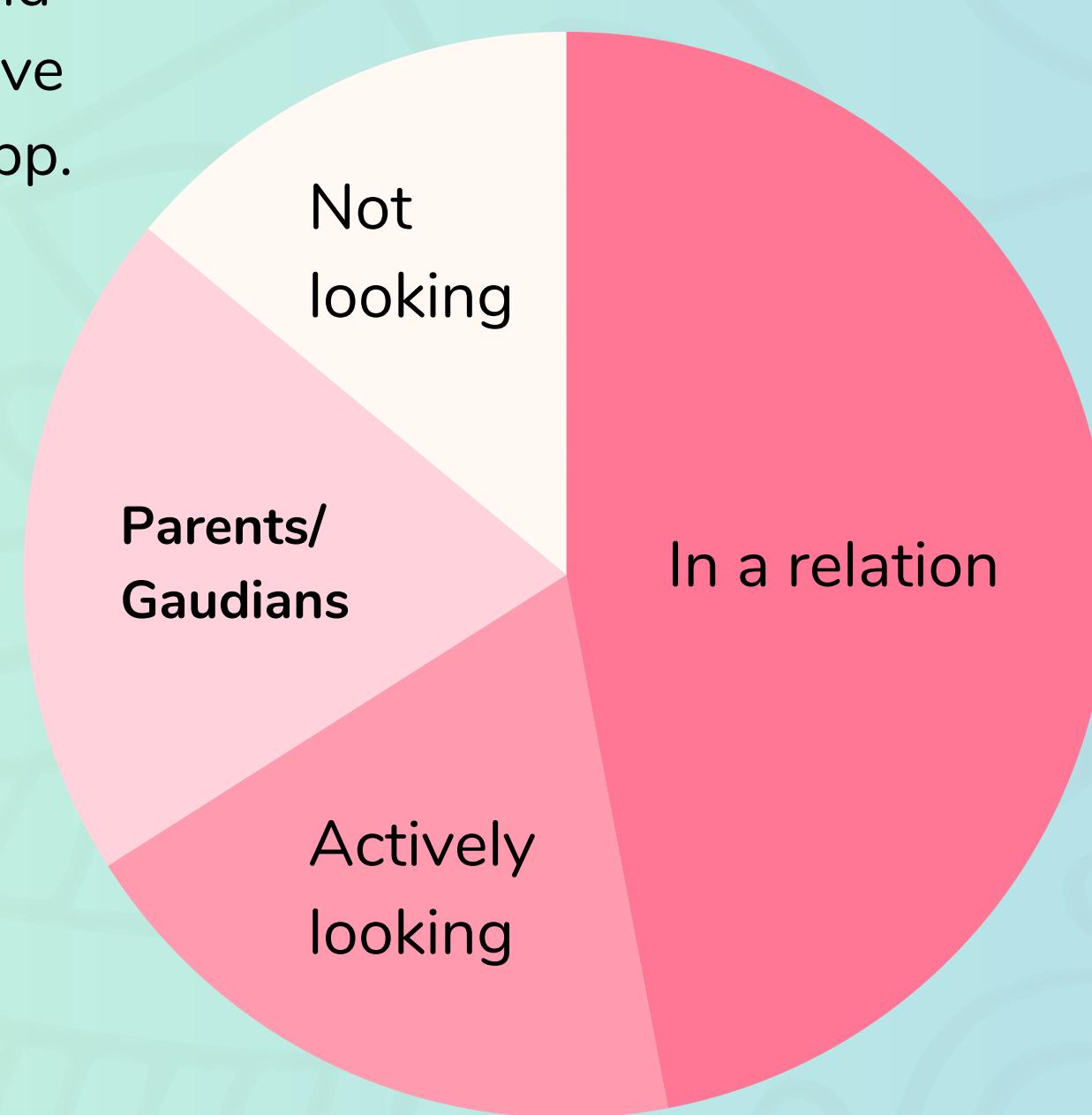
The study explores issues around the acceptability of matrimonial apps in Pakistan, to understand the market potential for a UK based Muslim matrimonial app - Muzz, recently introduced in Pakistan. Given that Muslims in UK and Pakistan have a different cultural approach to dating/ matchmaking, the study researches the Rishta Culture in Pakistan and aims to find pain points through intended users in the country for an app like MUZZ.

## Empathize

The study included an anonymous survey and interviews to understand how people perceive matrimonial applications, especially Muzz App. The survey targeted four categories:

The research focused on four groups:

- People looking for a match
- People who found a match
  - through traditional methods
  - through matrimonial sites
- Parents looking for a match for their children



## Define

After conducting the survey, we discovered that the high frequency of scams on matrimonial applications raised a significant privacy concern. In addition from the way the application is promoted to its likenesses with other dating applications, the applications is by all accounts contemporary and somewhat out of conventional limits.

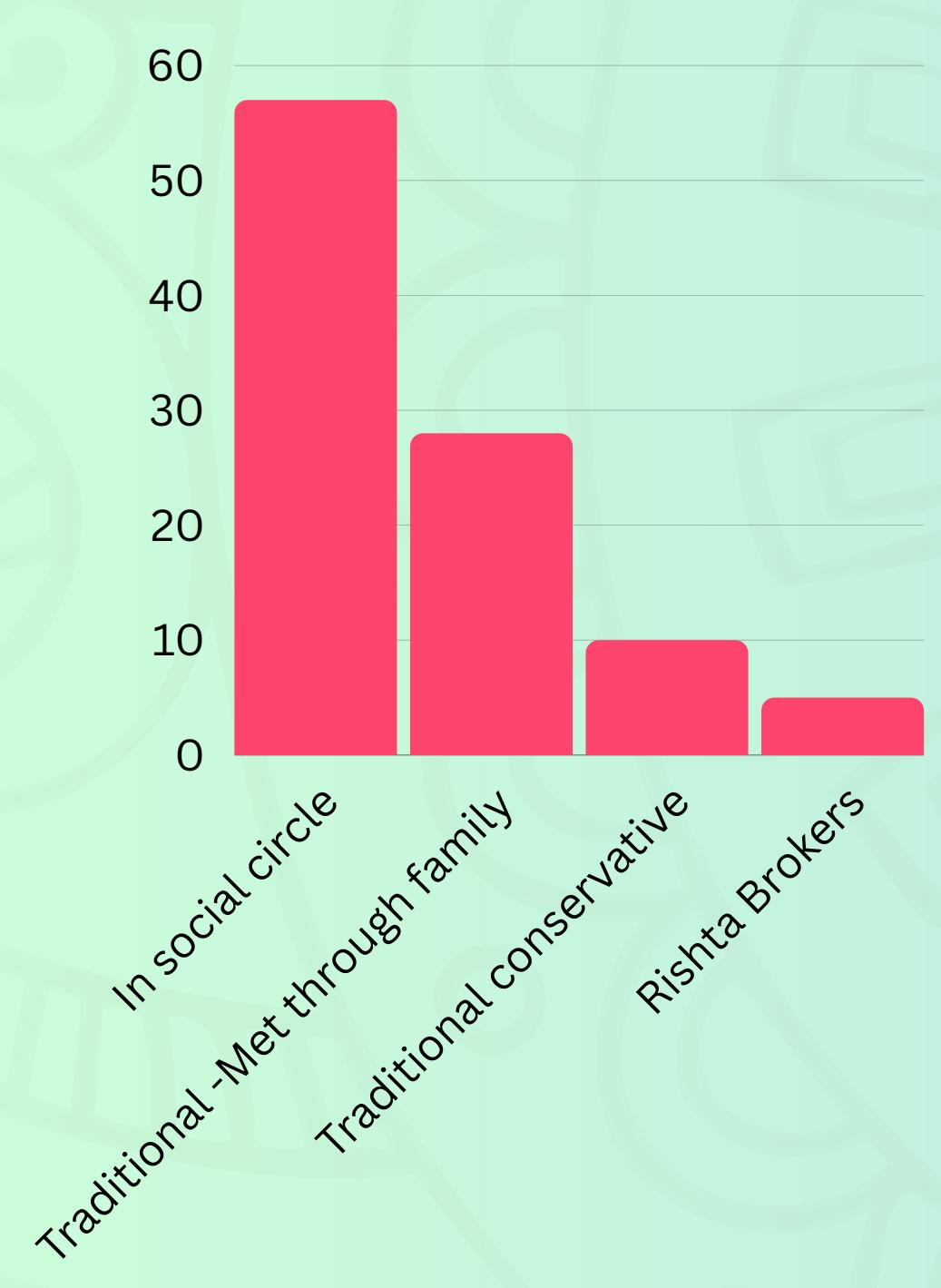
## Ideate

When the idea was in initial stages, we made a story board to understand what is it that we are trying to do. We made a storyboard to align our aim with the final goal of the research.

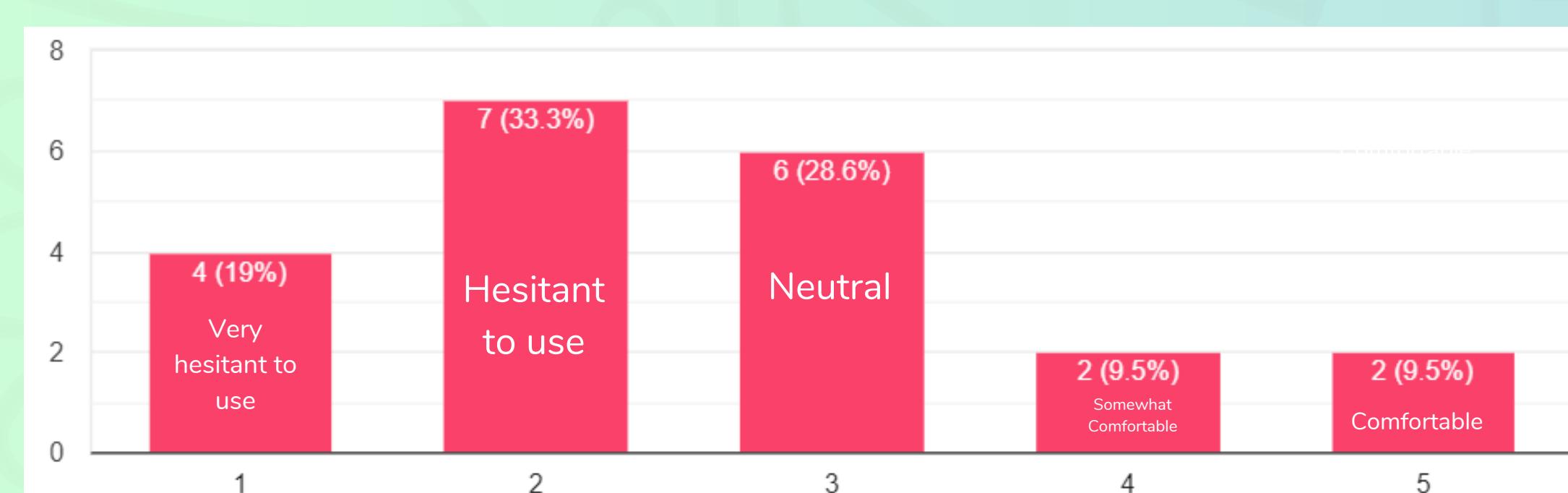
## Findings

The survey managed to collect data from about 90 participants. We acknowledge that the data is limited to conclude anything but some patterns and repetitive concerns were very observed that help us depict and understand the mindset of the people of this region

### • People who are in a relationship



The survey managed to collect data from about 90 participants. We acknowledge that the data is limited to conclude anything but some patterns and repetitive concerns were very observed that help us depict and understand the mindset of the people of this region. Most of participants found their potential match within their social circles.



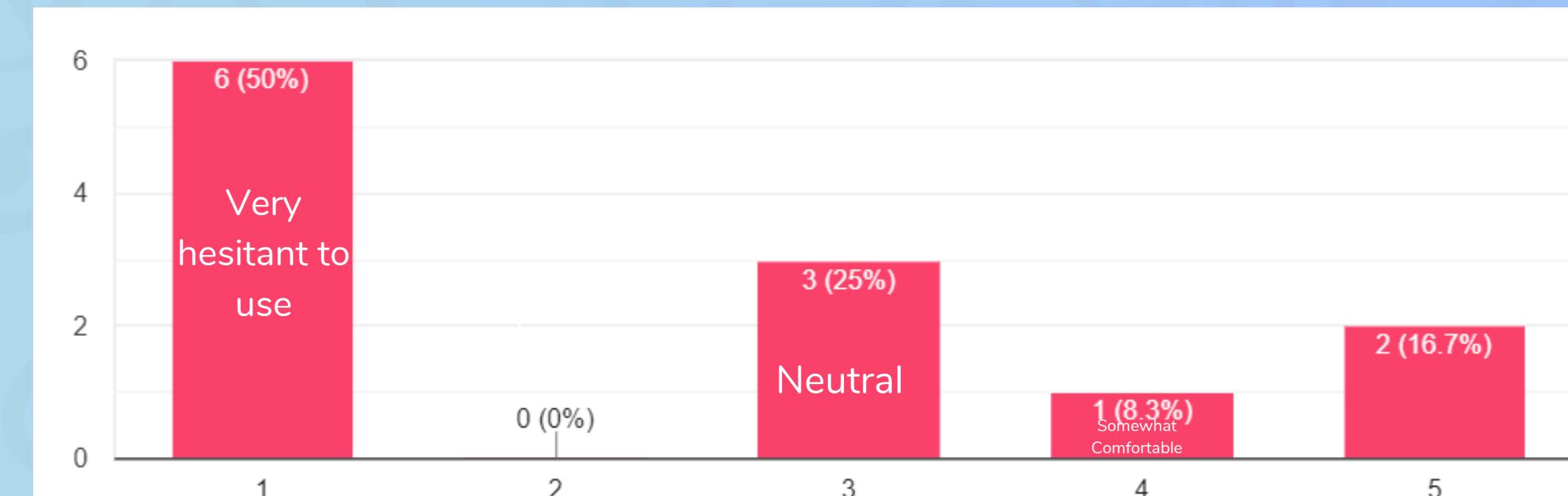
Most people in a relationship said they would have been hesitant to use the application, with major fears including privacy and catfishing.

Most prominent concerns across all categories were:

Trust issues, verifying if the person and their family are actually as they are portraying themselves etc

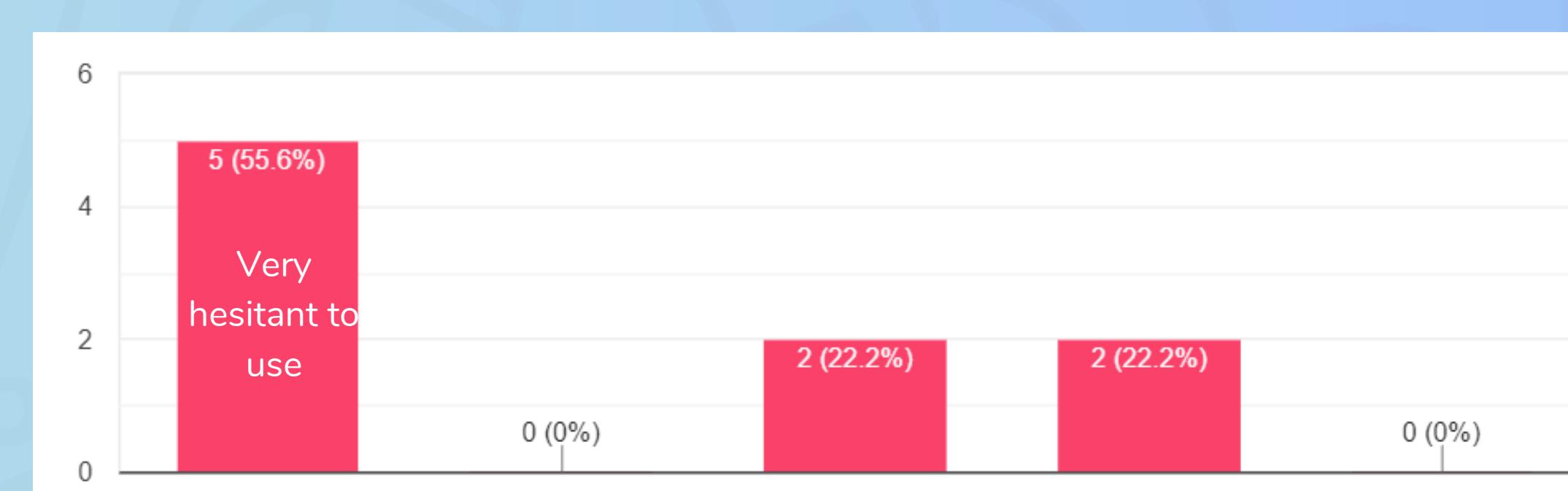
Privacy issue  
catfishing  
no involvement of parents  
dating culture is promoted

### • Parents/Guardians looking for a match



Most of the parents showed concern with the app and said they would be extremely uncomfortable with their kids finding a match through Muzz app. Their fear and comments is concerning since the matchmaking process has a heavy influence from parents in Pakistan.

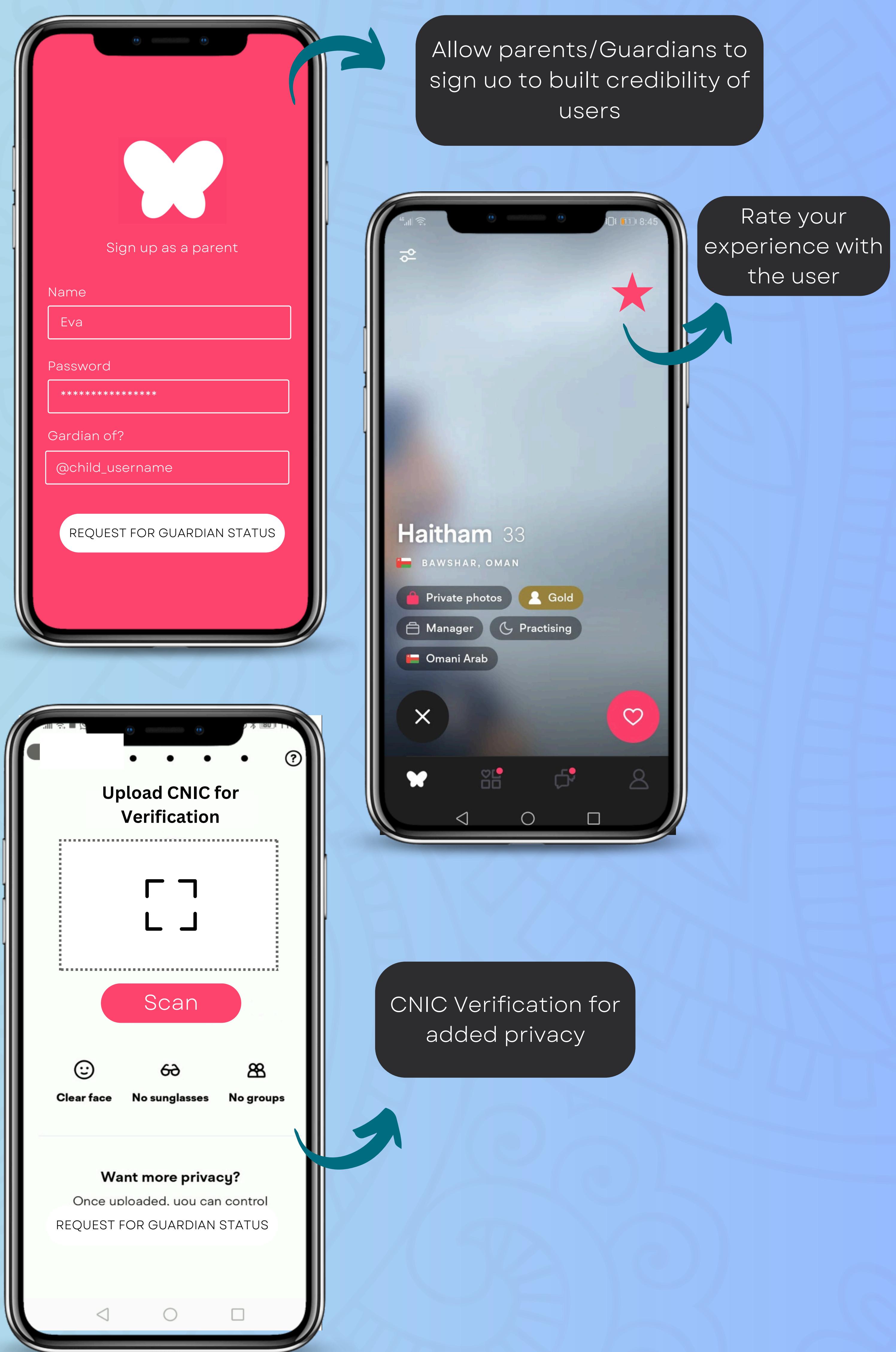
### • People actively looking



It was surprising to see that even people who were actively looking were very hesitant to try out the Muzz app and even though the survey was rotated in a relatively liberal crowd, people still had reservations with an online platform for matrimonial purposes, with most of the fears similar across the three categories.

## Prototype

Based on the concerns and pain points identified through the survey, the study proposes the following changes or features to the Muzz app to make it more empathetic to the matrimonial process of the region acceptable to the citizens of Pakistan.



## HCI Concepts

- Data sharing and privacy-related issues - The Belmont report
- Evaluation techniques - Heuristic evaluation
- Interaction Design - Norman's model of interaction

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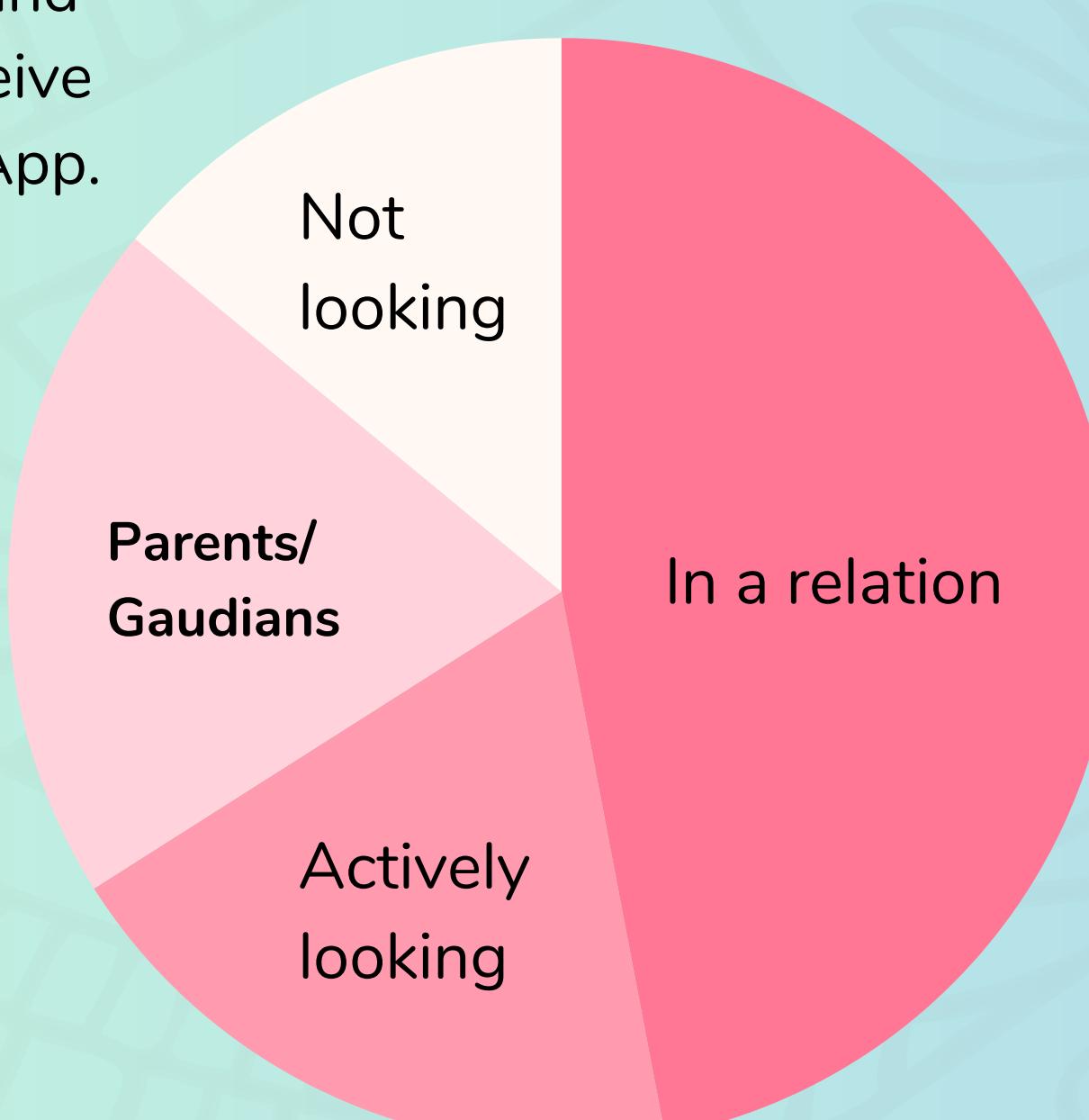
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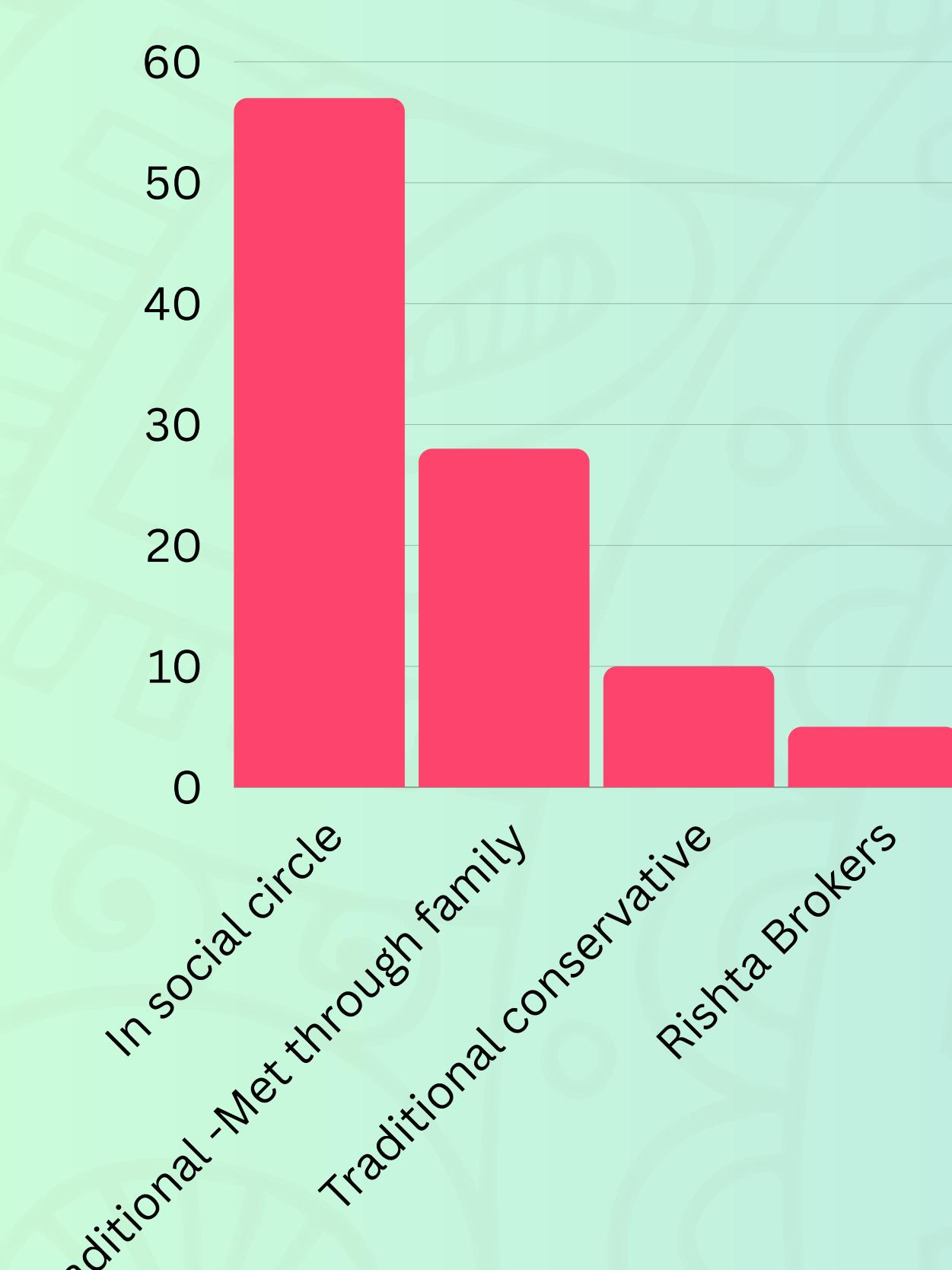
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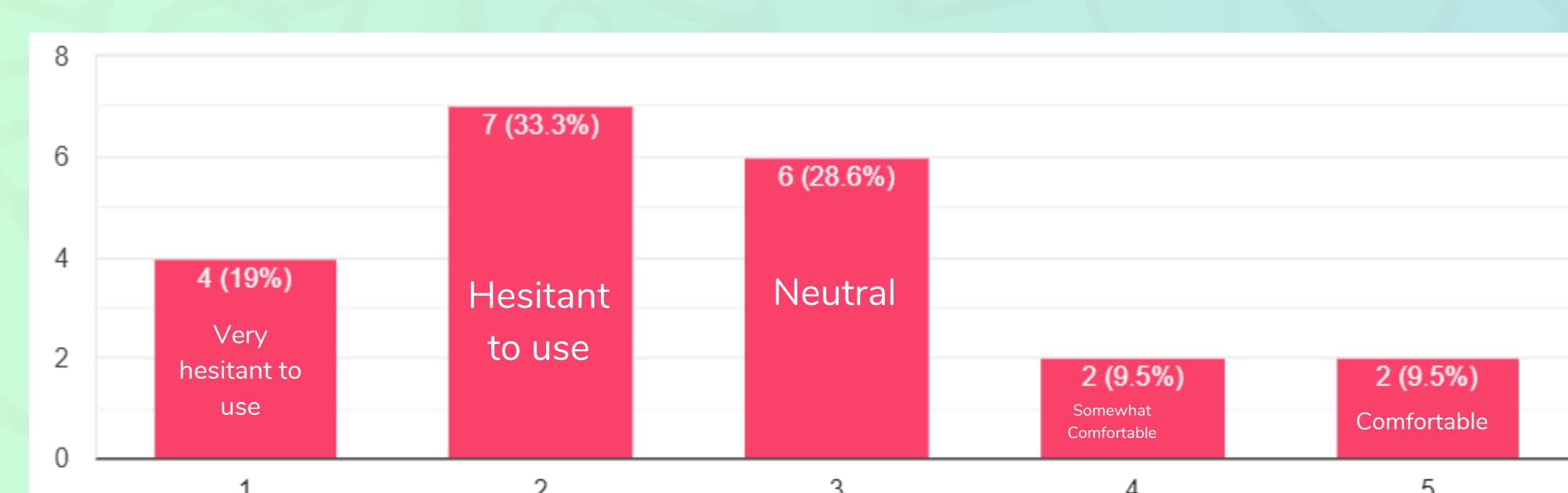
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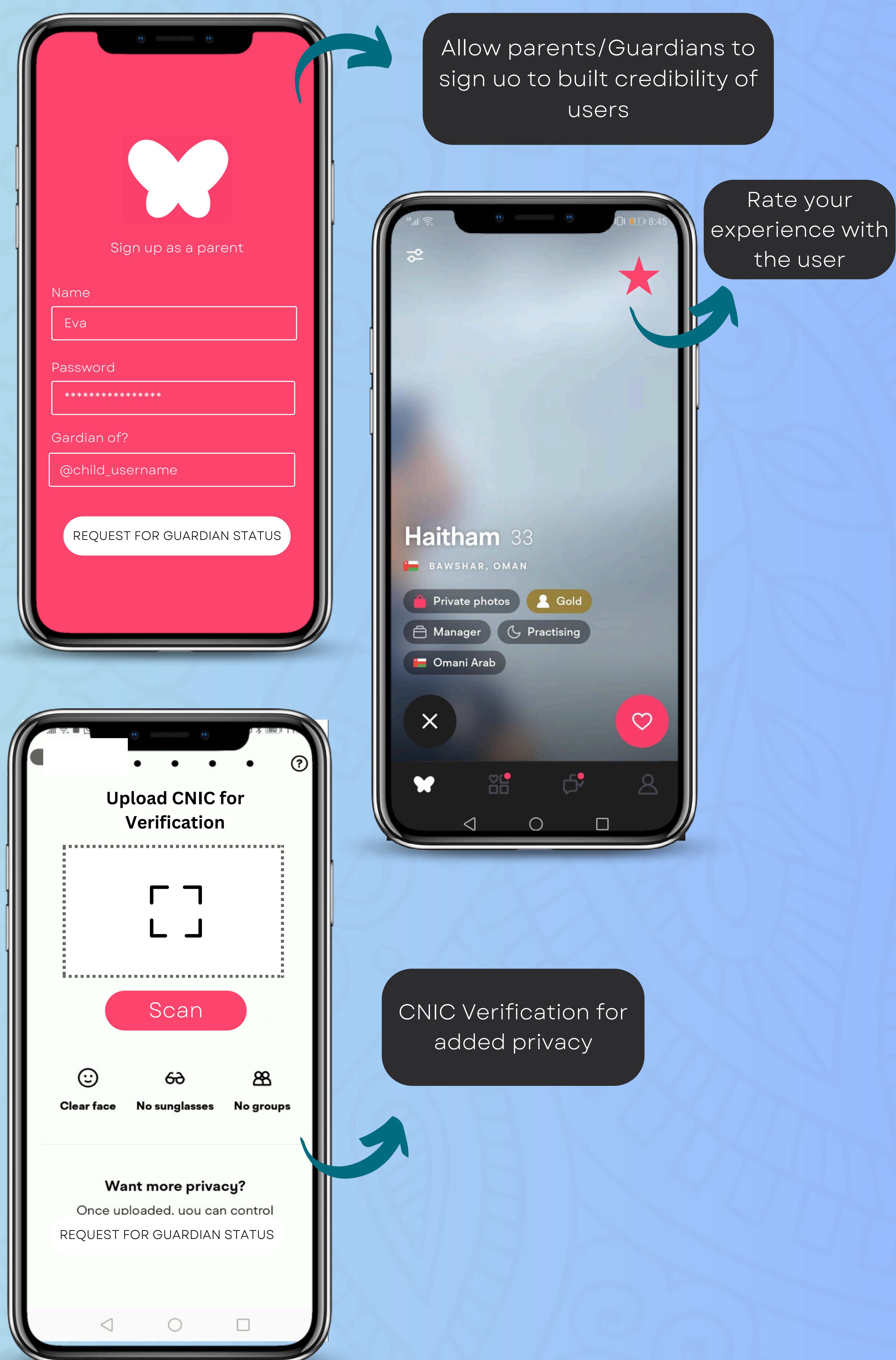
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## Prototype



## Concepts

Data sharing and privacy-related issues

- The Belmont report

Evaluation techniques

- Heuristic evaluation

Interaction Design

- Norman's model of interaction



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