

Jill Platts



Introduction

Application Description

Celebrity Charm is an online dating mobile application. It has various functionalities including allowing users to search for matches by entering preferences for age, hobbies, and location. Another feature is the Detail Review of profiles for potential matches. The user can “heart” a profile, “discard” it, or “save it for later”. The user can also communicate with matches using the chat feature where they can see a list of messages and respond to users with text or video messages. Finally, a user can engage in various Activities, such as quizzes and games, to explore compatibility with matches within the app. This application supports users through the entire journey of entering preferences to search for matches, filtering through matches by allowing a detailed review of profiles, chatting with matches, and getting to know matches better through various activities.

The tasks that we chose to prototype are:

1. *Basic Search.* This task enables users to search for their potential matches. However, before they can begin searching, they need to input their preferences for age, hobbies, and confirm their location. Once they save their preferences, they can run the search to see a list of possible matches.
2. *Detail Review.* This task allows for easy navigation through the individual profile pages that have “liked” the user. The user can browse through these potential matches and click on their profile page for more details and information. If they believe they would be compatible, they can “heart” this person, adding them to their Mutual Sparks. If not, the user can discard this profile, or save them for later. This task allows the user to sort through who has matched with them, decide if they would like to mutually match after reviewing the profile of each individual, and then look through these lists along with suggestions from the application based on the matchmaking algorithm.
3. *Communication.* This task allows a user to communicate with matches in the Celebrity Charm application. When the user is in the “Chat” module, they will see a list of conversations from matches. Each conversation shows the person’s name, a profile photo, and the last time the conversation was visited (Today, Yesterday, 10 days ago, etc). New messages will have a purple dot to the left of the person’s profile picture to indicate that the message is unread. Once the user clicks on a conversation, they can see the history of messages that were exchanged. At the bottom of the screen, the user has an option to send a text or video message to their match.
4. *Activities.* Task 4, or our “Getting to Know You Activities” feature, offers quizzes and games as a way to discover the most compatible matches. Moving beyond simple profiles and quick matching, this area of our prototype adds an element of fun and discovery to a

user's dating journey. From thought-provoking quizzes on a variety of topics to engaging games that challenge and entertain, this functionality also allows a user to revisit all their completed quiz and game results. A user can continuously reflect on their evolving preferences, as well as their most compatible matches/connections.

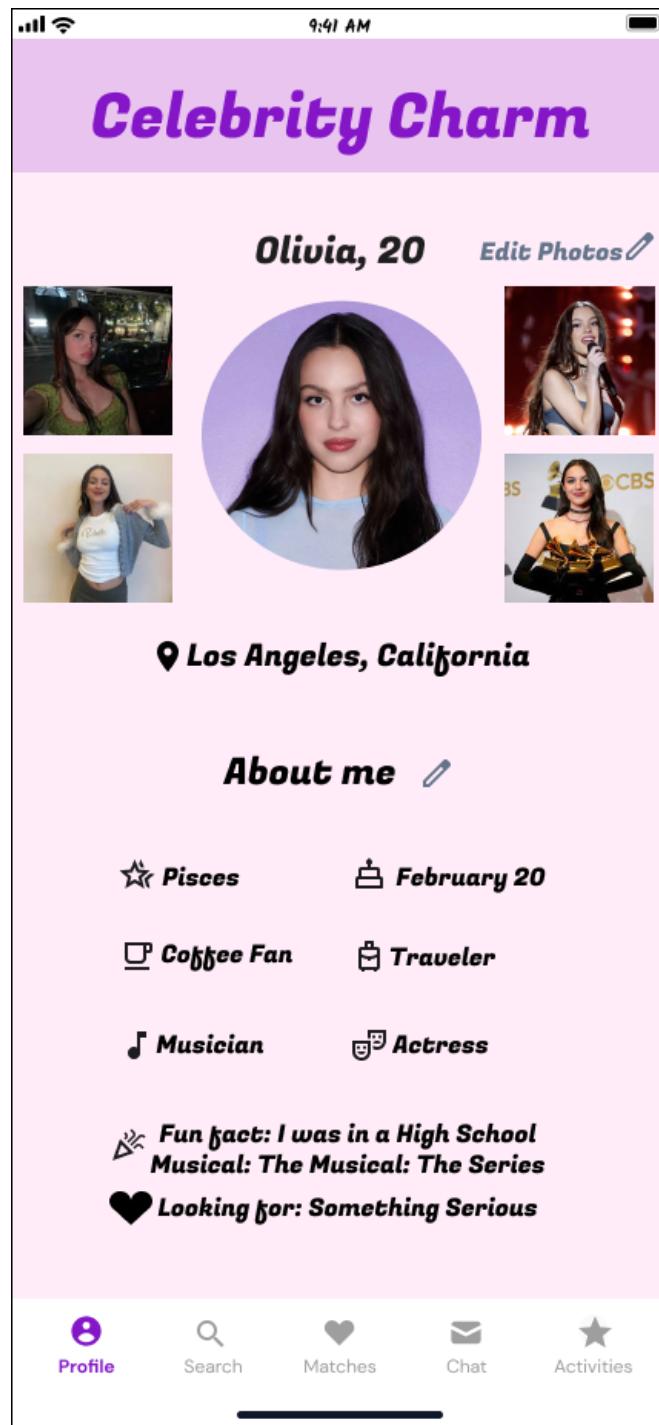


Figure 1. Home Screen (Profile) of Application.

Prototype Development for Application Tasks

Task #1: Basic Search

This task enables users to search for their potential matches. However, before they can begin searching, they need to input their preferences for age, hobbies, and confirm their location. Once they save their preferences, they can run the search to see a list of possible matches.

Prompt: You want to search for your match. However, before being able to do so, you need to input your preferences. You prefer someone between the ages of 19 and 29. Additionally, you'd like your match to have "acting" and "music" as their hobbies. After entering these hobbies, you need to confirm that you live in Los Angeles, CA. Finally, you can start searching for your perfect match.

Sketched Wireframes:

Prototype Project #5: Task 1
Basic Search | 11-22-2023

Before the search, need to set up the preferences

preferences for a match are not set

click on a button to edit preferences

Preferences
Edit

Age Range - ?
Hobbies - ?
Location - ?

Start Edit

Search

Edit Preferences
Select the age:
Select v1

Drop-down to select age

Type hobbies:
Type here ...

type music, and acting for hobbies

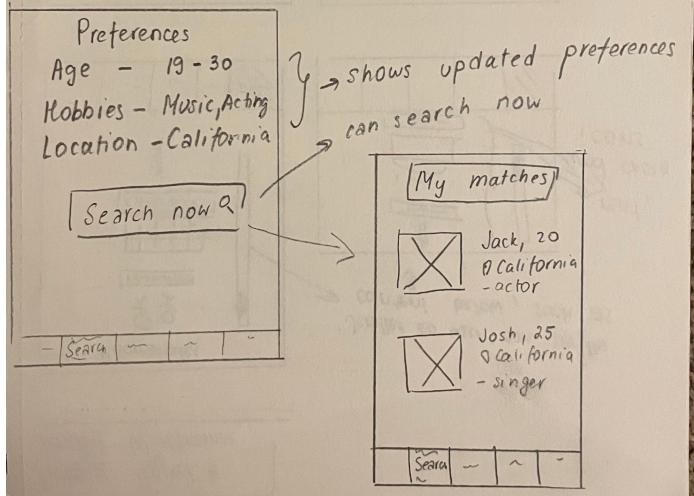
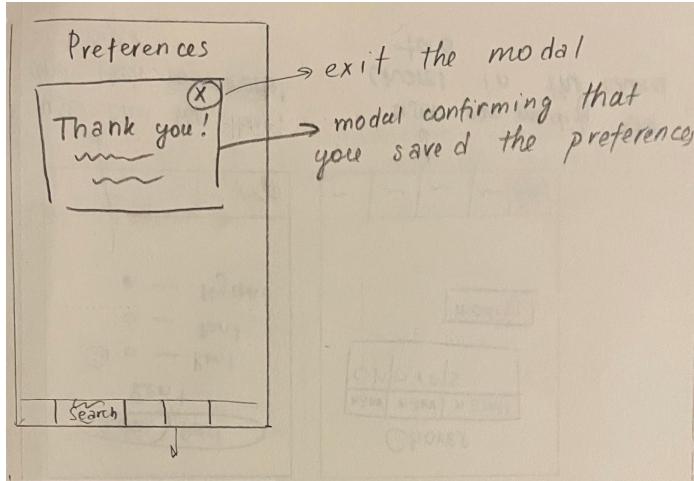
Are you in California?
Yes
No

radio buttons to confirm location

Next

click 'Next' once done

Search ~ ~ ~



Figma Prototype Step-by-Step:



Figure 1. Homepage of the first task. Click the green button to edit your preferences.

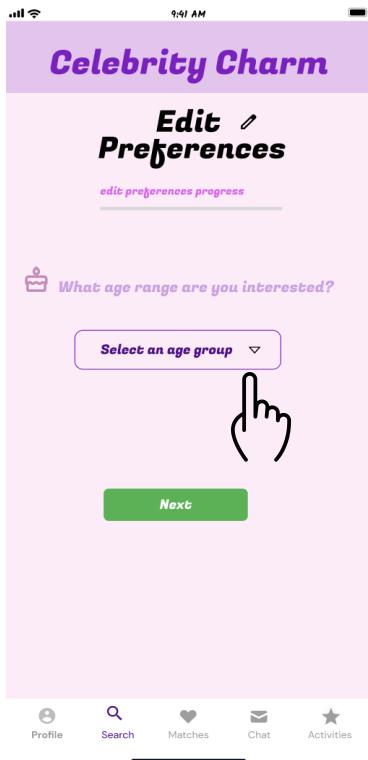


Figure 2. Begin by choosing the preferred age range for your partner. Click on the dropdown menu.

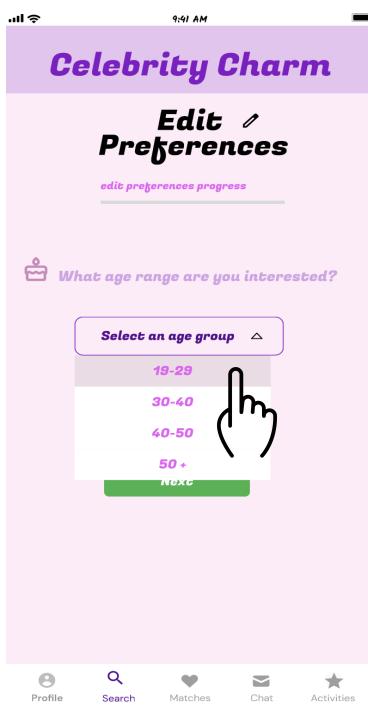


Figure 3. Select the “19-29” from the dropdown.

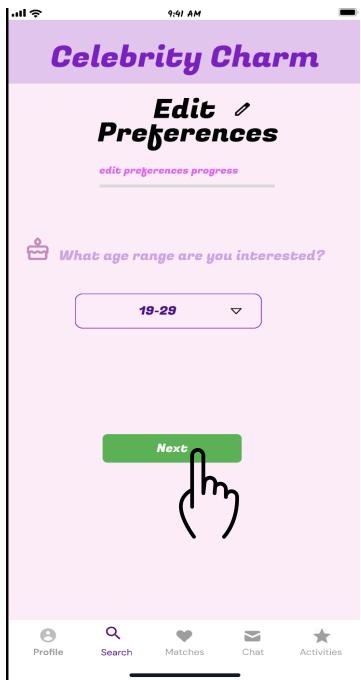


Figure 4. Then, click on the “next” button.

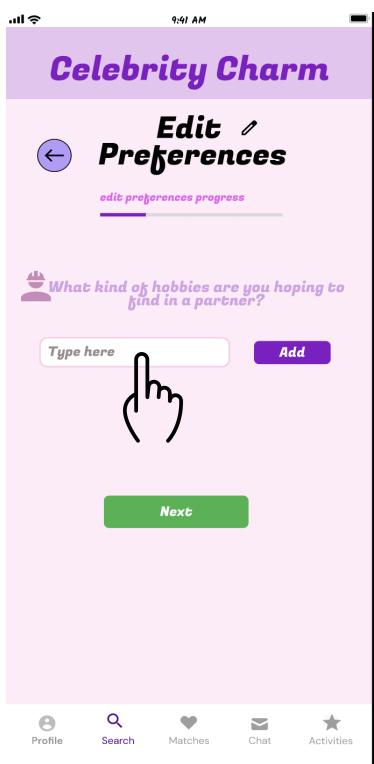


Figure 5. Next, you'll want to input the hobbies you'd like your match to have. Click on the 'Type here' text input.

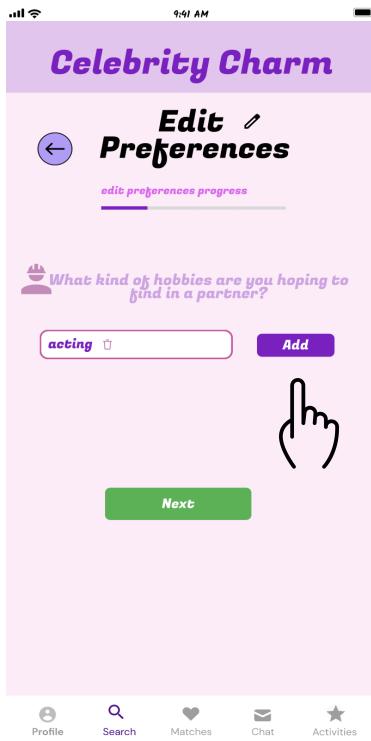


Figure 6. Type in “acting” and click on the “Add” button.

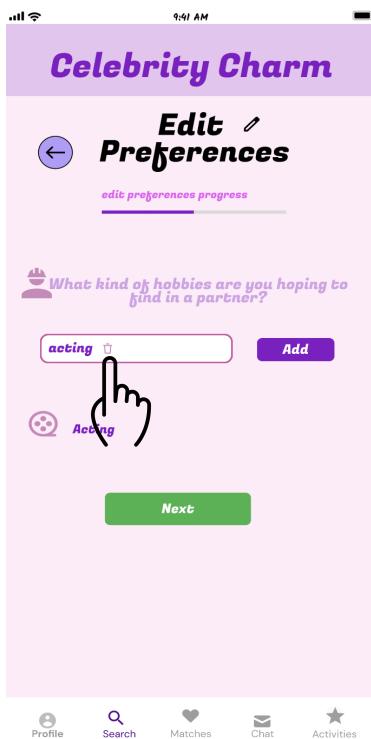


Figure 7. After adding 'acting', click on the trash can icon to remove the previous input.

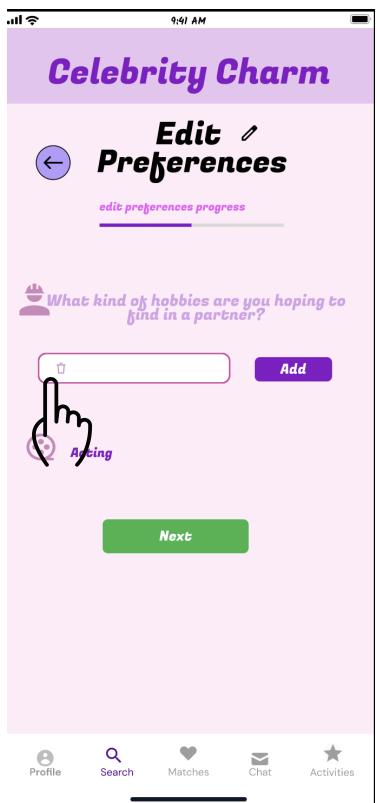


Figure 8. Now that you removed the previous input, click on the text field again and enter “music.”

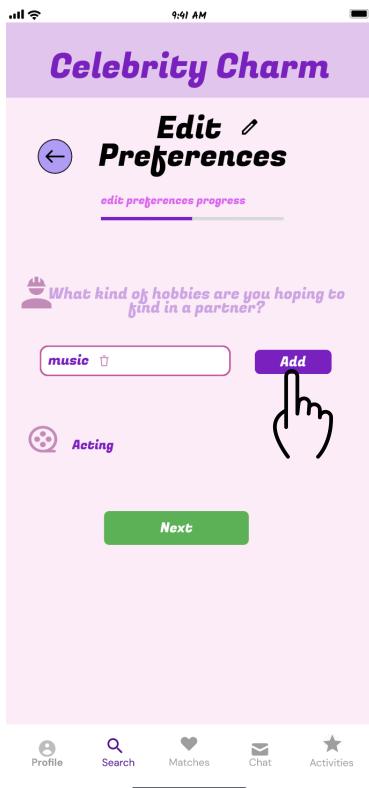


Figure 9. Once you've entered 'music', you can click on the 'Add' button again.

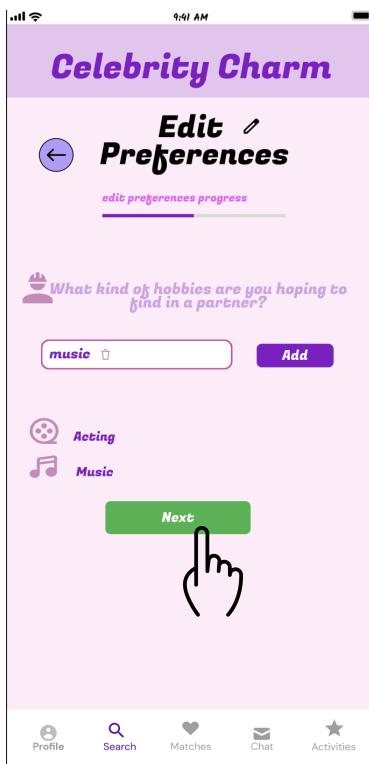


Figure 10. Click on the “next” button to proceed.

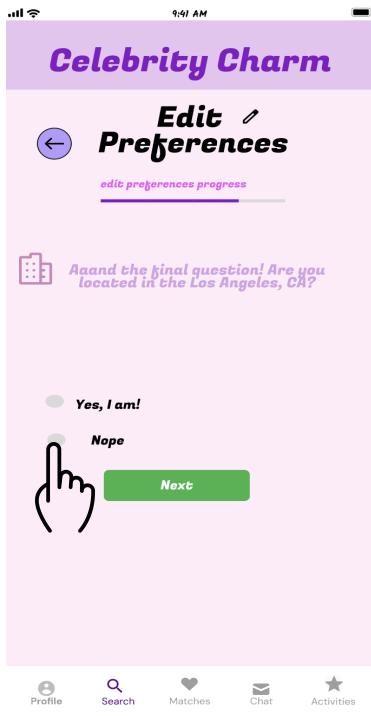


Figure 11. Now, click on the “Yes, I am!” radio button to confirm your location.

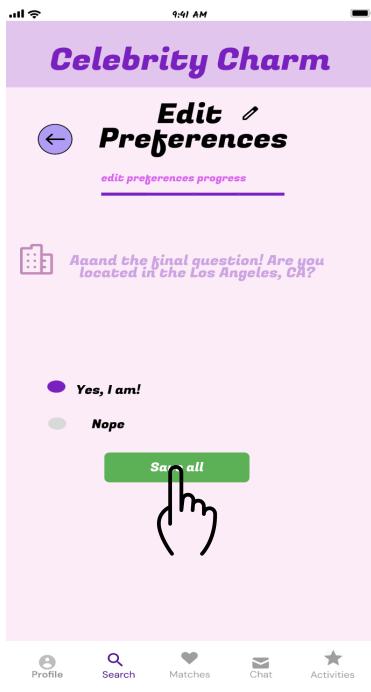


Figure 12. After selecting the correct button, click on the “Save all” button to save all the changes.

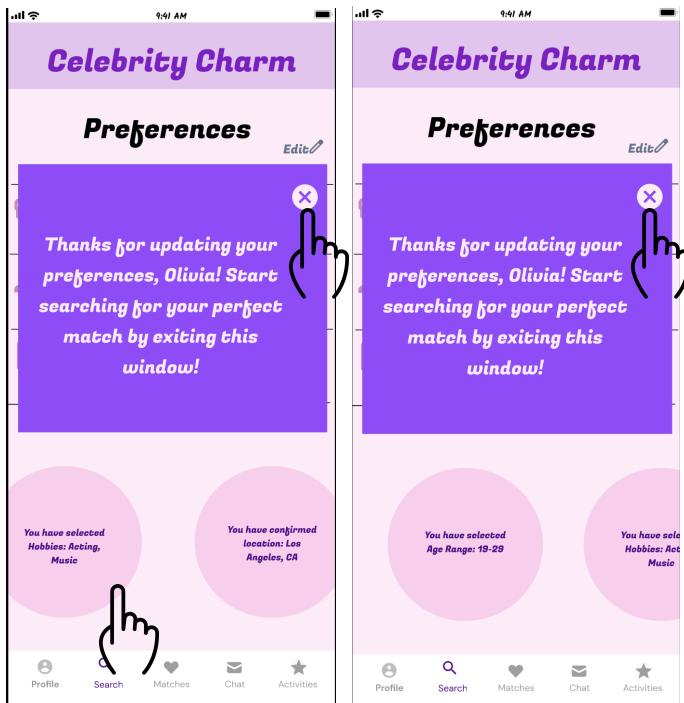


Figure 13 and 14. After saving all the changes, a modal confirmation box should appear. Close the box by clicking on the 'x' in the upper right corner. Users can also look through the saved preference bubbles by scrolling horizontally.

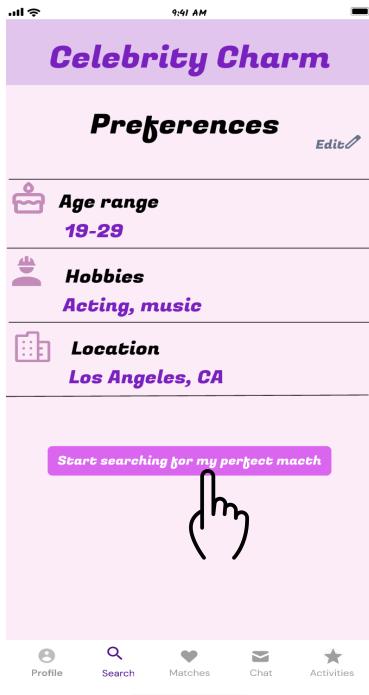


Figure 15. Now, you should see the latest saved changes. You can click on the “Start searching for my perfect match” to see your matches in the “Matches” tab.

Interactive Elements:

- *Dropdown menu* for selecting the age range. Refer to Figure 2-4.
- *Text entry* for entering hobbies, such as “acting” and “music.” Refer to Figure 5-10.
- *Radio buttons* for confirming the location as shown in Figure 11-12.
- *Action buttons*, for example ‘next’, ‘save all’, and ‘add’.”
- *Modal confirmation box* stating all preferences have been updated as shown in Figure 13.

Design Patterns:

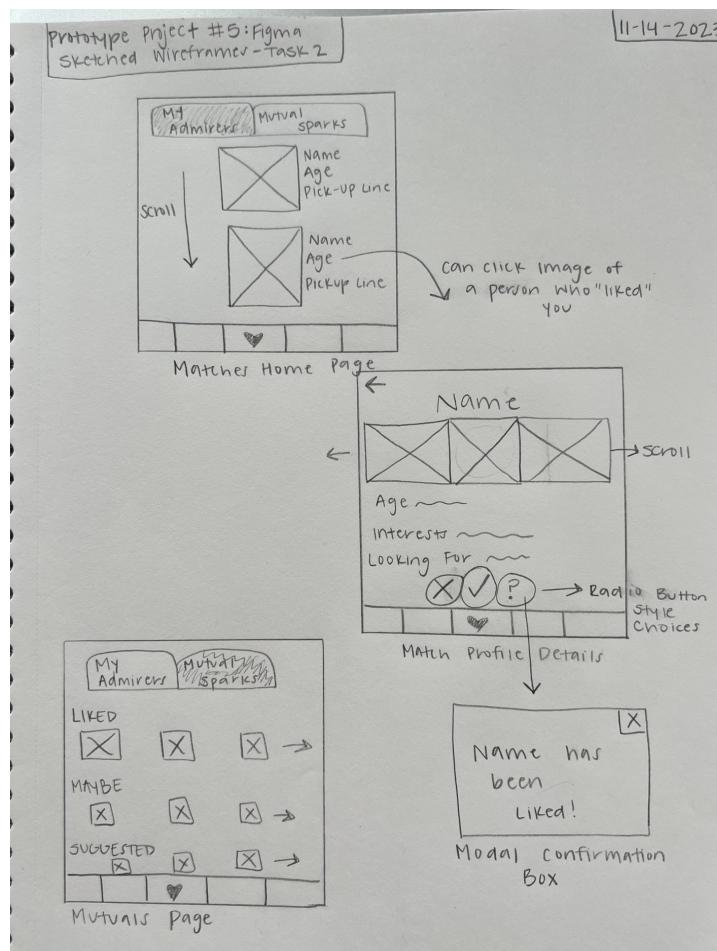
- A *progress indicator* tracks the user's editing progress in their preferences.
- *Generous border* that leaves lots of spaces around tappable UI elements, for example, around the “next” button.
- *Clear entry point* so that the user knows where to start. For example, “Adjust preferences for the perfect match!” button on the initial screen of Task 1 to start editing their preferences.

Task #2: Detail Review

This task allows for easy navigation through the individual profile pages that have “liked” the user. The user can browse through these potential matches and click on their profile page for more details and information. If they believe they would be compatible, they can “heart” this person, adding them to their Mutual Sparks. If not, the user can discard this profile, or save them for later. This task allows the user to sort through who has matched with them, decide if they would like to mutually match after reviewing the profile of each individual, and then look through these lists along with suggestions from the application based on the matchmaking algorithm.

Prompt: You would like to view who has tried to match with you from your “Admirers” list. You are interested in learning more about Harry. After viewing his profile and images, you would like to “heart” him back. You are then interested in learning more about Timothee. After reading about him, you decide to save him for later. You then want to look at your mutual matches now and see who is in there and who is suggested for you.

Sketched Wireframes:



Figma Prototype Step-by-Step:

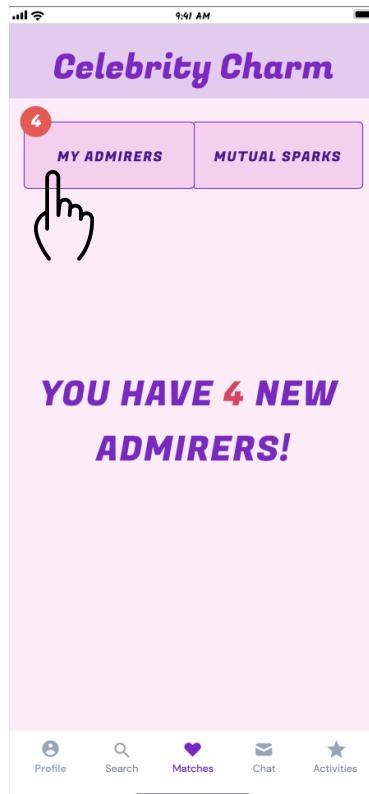


Figure 1. Home page of ‘Matches’. The user can click on the “My Admirers” tab button.



Figure 2. Current Admirers screen appears. The user can scroll downward or click on the desired profile.



Figure 3. The user clicked on Harry Styles' profile page. They can scroll through the profile images.



Figure 4. The user scrolled through all profile images. They can now decide if they want to “heart” this individual.



Figure 5. The user decided to “heart” Harry, selecting the respective radio button. A modal confirmation box appears confirming the action.



Figure 6. The user exited out of the confirmation box and can return to the Admirers page.



Figure 7. Back on the Admirers tab, the user scrolls down to view more profiles. The user will select Timothee's profile.

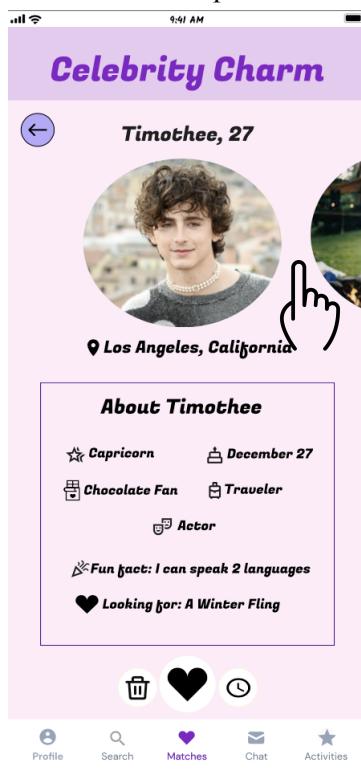


Figure 8. The user clicked on Timothee Chalamet's profile page. They can scroll through the profile images.



Figure 9. The user scrolled through all profile images. They can now decide if they want to “heart” this individual.

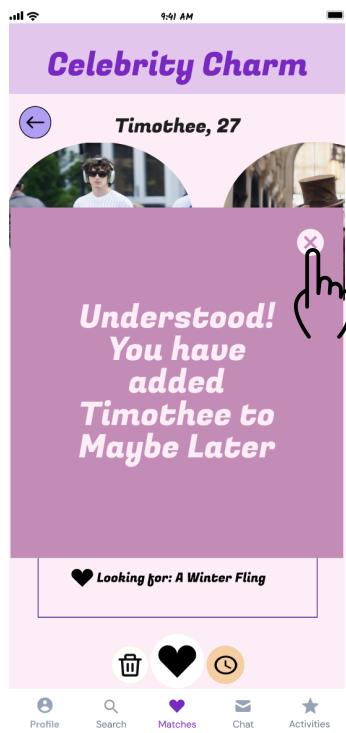


Figure 10. The user decided to “save for later”, selecting the respective radio button. A modal confirmation box appears confirming the action.



Figure 11. The user exited out of the confirmation box and can return to the Admirers page.

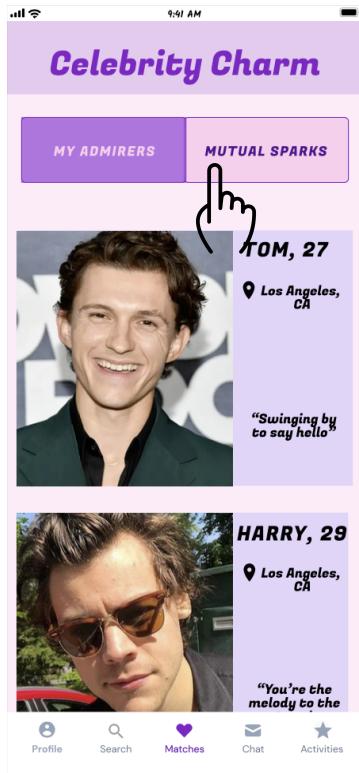


Figure 12. Back on the Admirers page, the user selects the “Mutual Sparks” tab to now view who is in their mutual matches.

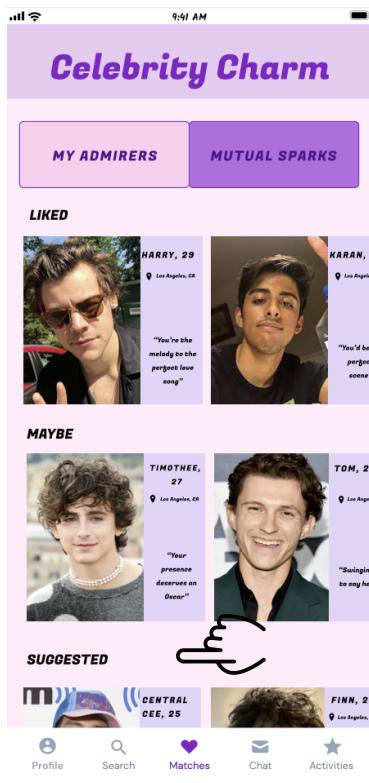


Figure 13. The main page of the “Mutual Sparks” tab.



Figure 14. The user scrolls downward to view who are their suggested profiles on the app.

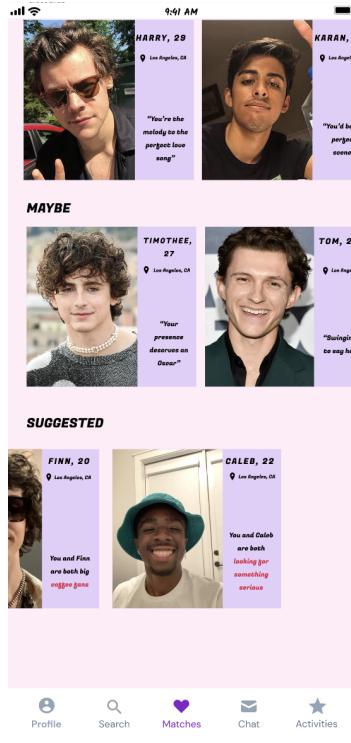


Figure 15. The user scrolls through the carousel of profiles to view them all.

Interactive Elements:

- *Action Buttons.* Once the user clicks on the tab that they wish to view, the application will take them to that page. Also, once they click on the card of each profile, these act as action buttons that will take the user to that profile page.
- *Scrollable content.* The main Admirers page is vertically scrollable. The images of each individual on their respective profile pages are also scrollable.
- *Radio Buttons.* The options to “discard”, “heart”, or “save for later” on the individual’s profile page are presented as radio buttons. The user can select which button they prefer.
- *Modal Confirmation Box.* Once the user has made their selection on each profile, there will be a modal panel that will confirm their choice to the user.
- *Bottom Navigation.* Since this is a mobile application, we utilized this pattern to have the global navigation bar for the application at the bottom of the screen. The user can interact with it to get from one task to another.

Design Patterns:

- *Vertical Stack.* The content on the pages is ordered vertically, so the user can scroll down on their mobile phone. This is seen specifically on the main Match’s page when the user selects the “Admirers” tab.

- *Cards/Carousel*. The Admirers and Mutual Sparks pages are laid out as cards that contain images, text, and interactive elements. The user can scroll through the cards and click on one they wish to learn more about.
- *Modal Panel*. These modal panels present themselves to alert the user of their decision about each profile. They must acknowledge it in order to continue using the application.

Task #3: Communication [REDACTED]

This task allows the user to communicate with matches in the Celebrity Charm application. When the user is in the “Chat” module, they will see a list of conversations from matches. Each conversation shows the person’s name, a profile photo, and the last time the conversation was visited (Today, Yesterday, 10 days ago, etc). New messages will have a purple dot to the left of the person’s profile picture to indicate that the message is unread. Once the user clicks on a conversation, they can see the history of messages that were exchanged. At the bottom of the screen, the user has an option to send a text or video message to their match.

Prompt: You would like to take a look at your older chats because you remember that you forgot to message Timothée Chalamet, who left you a message 10 days ago. Find your chat with Timothée Chalamet and send him a text message in response. Return to the home screen, and check your new message from Conan Gray. Send him a video message by selecting the “Take Video” button option. Return to home screen.

Sketched Wireframes:

Prototype Project 5 : Figma Interactive Prototype
 The Application - Online Dating /matchmaking site
 Task 3 : Communication

11-14-2023

The wireframes illustrate the communication interface within an online dating application. The top left sketch shows a list of recent messages from four users: Name 1 (TODAY), Name 2 (TODAY), Name 3 (YESTERDAY), and Name 4 (YESTERDAY). The top right sketch shows a larger view of the messages, including a section for 'Older Conversations (3)' which is collapsed. A callout notes that when users scroll, they see this hidden section containing conversations 10 days or older. The bottom left sketch shows the expanded 'Older Conversations (3)' section, listing three more users: Name 5 (10 DAYS AGO), Name 6 (2 MONTHS AGO), and Name 7 (1 YEAR AGO). An annotation indicates that selecting the dropdown reveals these older conversations. The bottom right sketch shows a detailed view of a conversation with 'Name 1'. It features a message input field, a video camera icon, and a send button with a play icon. Annotations explain that clicking on a user's name opens the chat, where users can send text messages and videos.

Messages

- Name 1 TODAY
- Name 2 TODAY
- Name 3 YESTERDAY
- Name 4 YESTERDAY

This is the home page for messages within the chat tab of the application. Unread messages are in bold with a circle icon next to them.

When the user scrolls, they see a hidden chat section containing conversations 10 days or older

Older Conversations (3) ▾

Selecting the dropdown reveals the older conversations

Older Conversations (3) ▾

○ Name 4

○ Name 5 10 DAYS AGO

○ Name 6 2 MONTHS AGO

○ Name 7 1 YEAR AGO

Clicking on a name will open up the chat. The user can send and receive text messages and videos

Messages

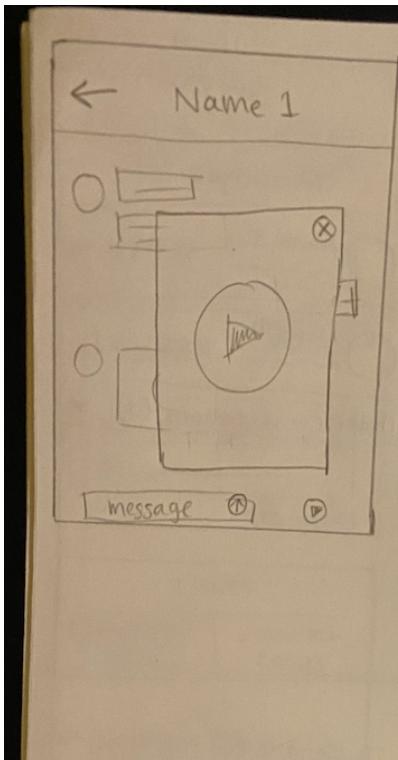
- Name 3 YESTERDAY
- Name 4 YESTERDAY

Older Conversations (3) ▾

← Name 1

Message

Send icon



Clicking on a video will open a
pop up for the user to watch the
video

Figma Prototype Step-by-step:

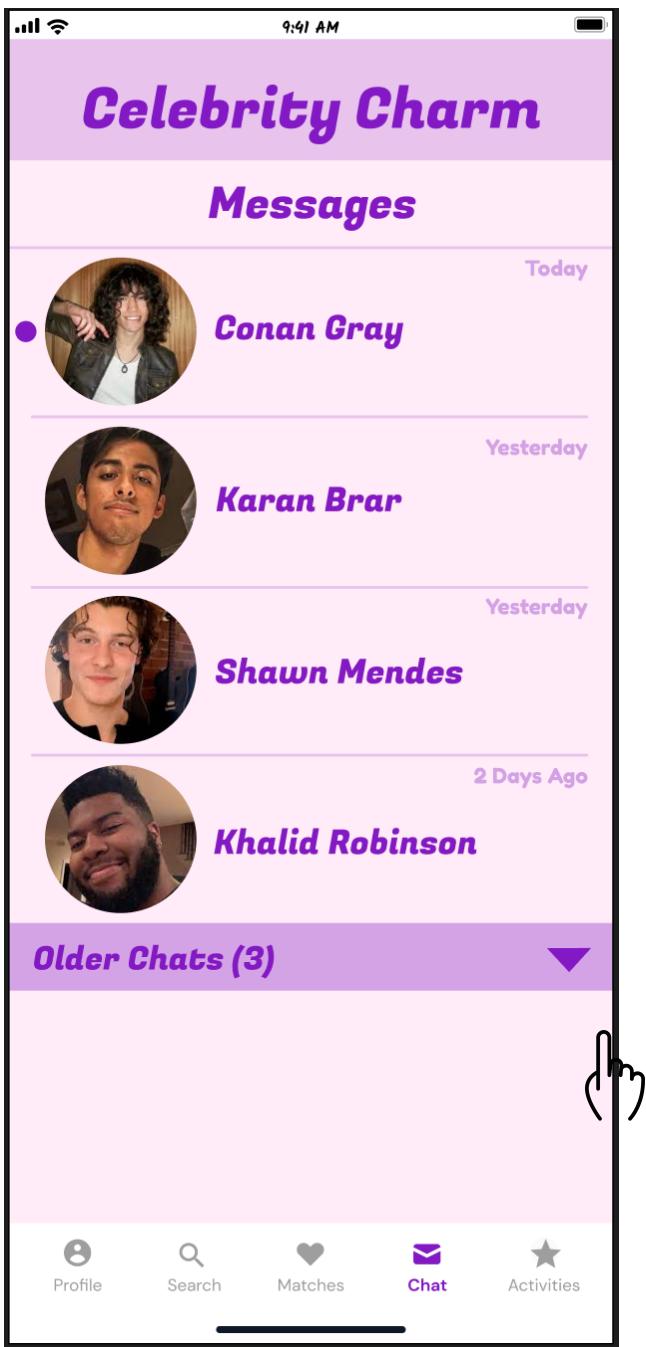


Figure 1. This is the home screen for the Chat feature. We see the page labeled “Messages” at the top. The new chat from Conan Gray is shown with a purple dot next to his profile photo to indicate that the message is unread. A user can select the dropdown for Older Chats to see the older messages. There are 3 old chats to view.

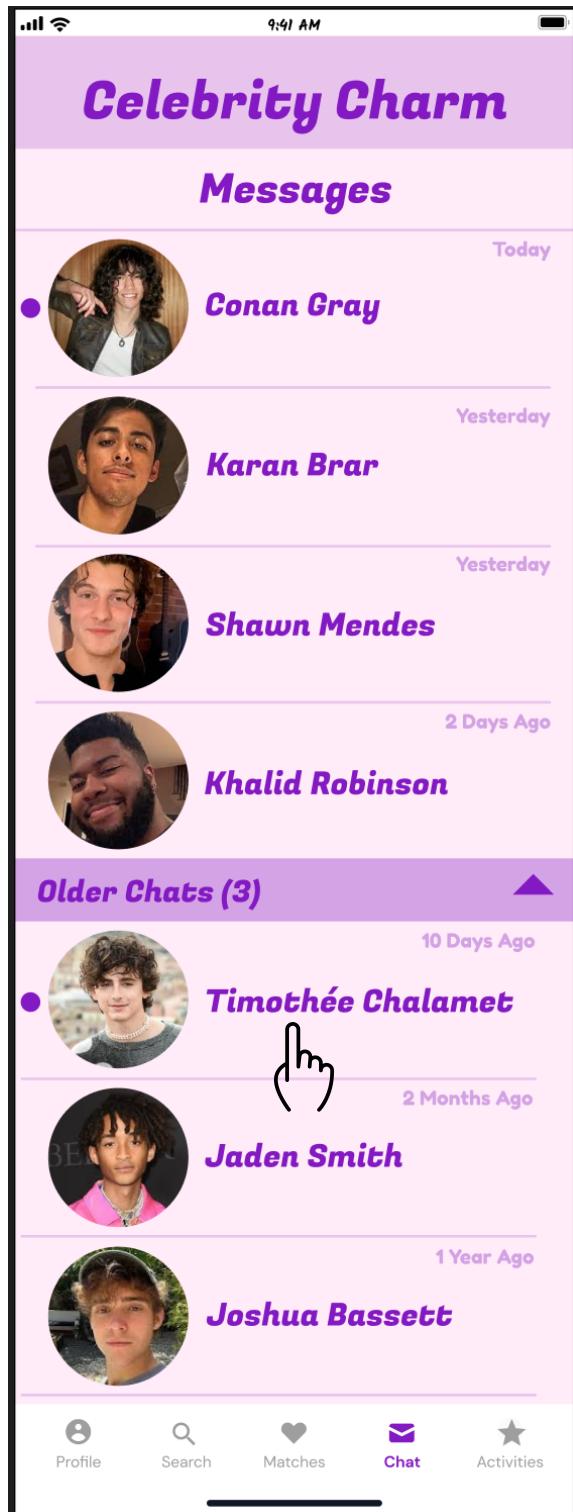


Figure 2. Here we see the older chats displayed. There is an unread message from Timothée Chalamet from 10 days ago. The user clicks on the chat with Timothée Chalamet.

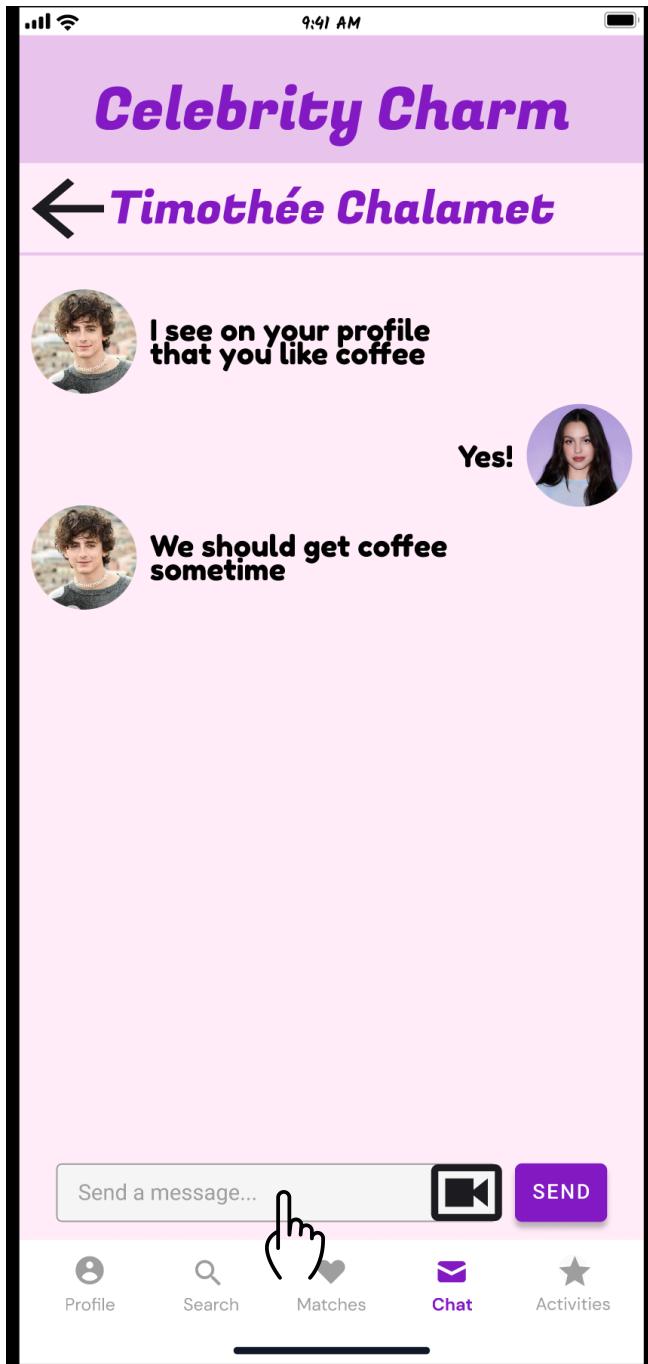


Figure 3. Here we see the chat with Timothée Chalamet. The user can send him a text message by clicking on the “Send a message...” field box.

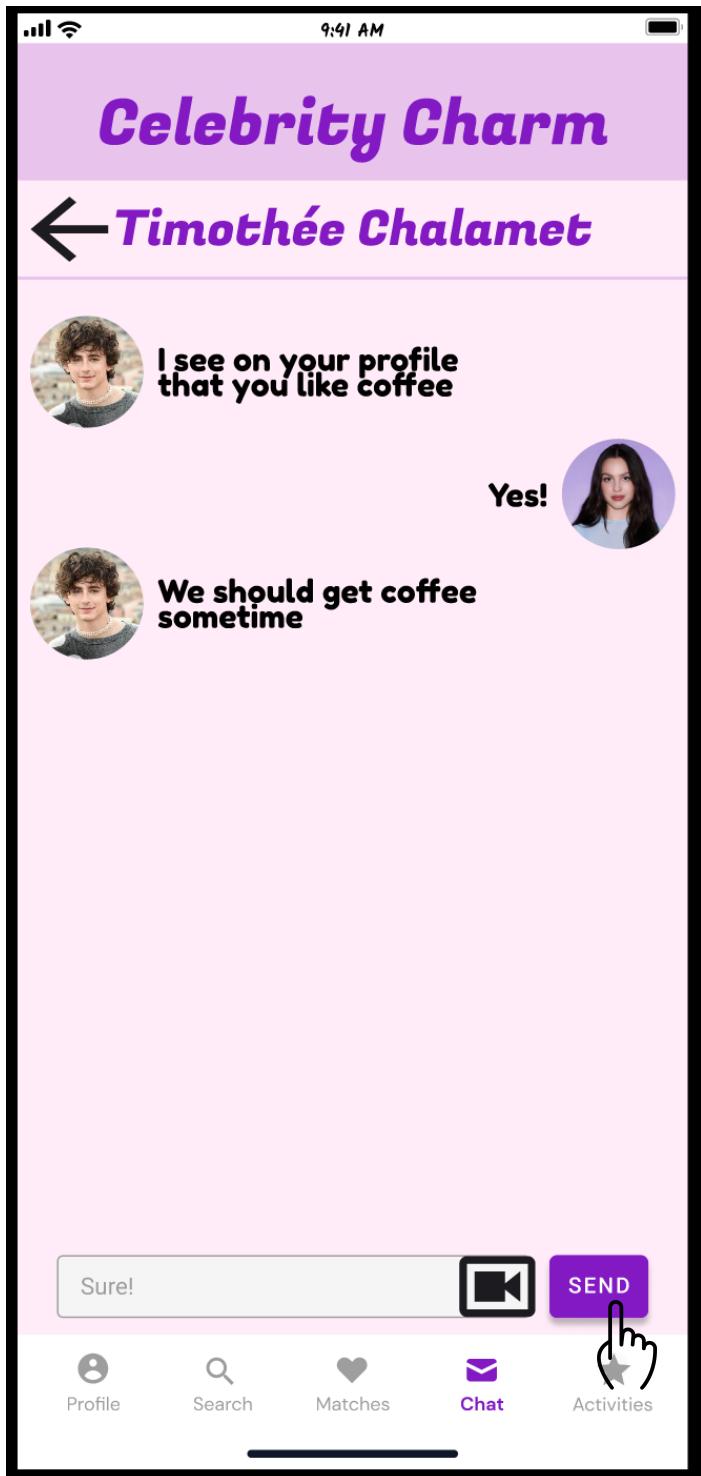


Figure 4. The user types in a message and clicks the Send button to send the message.

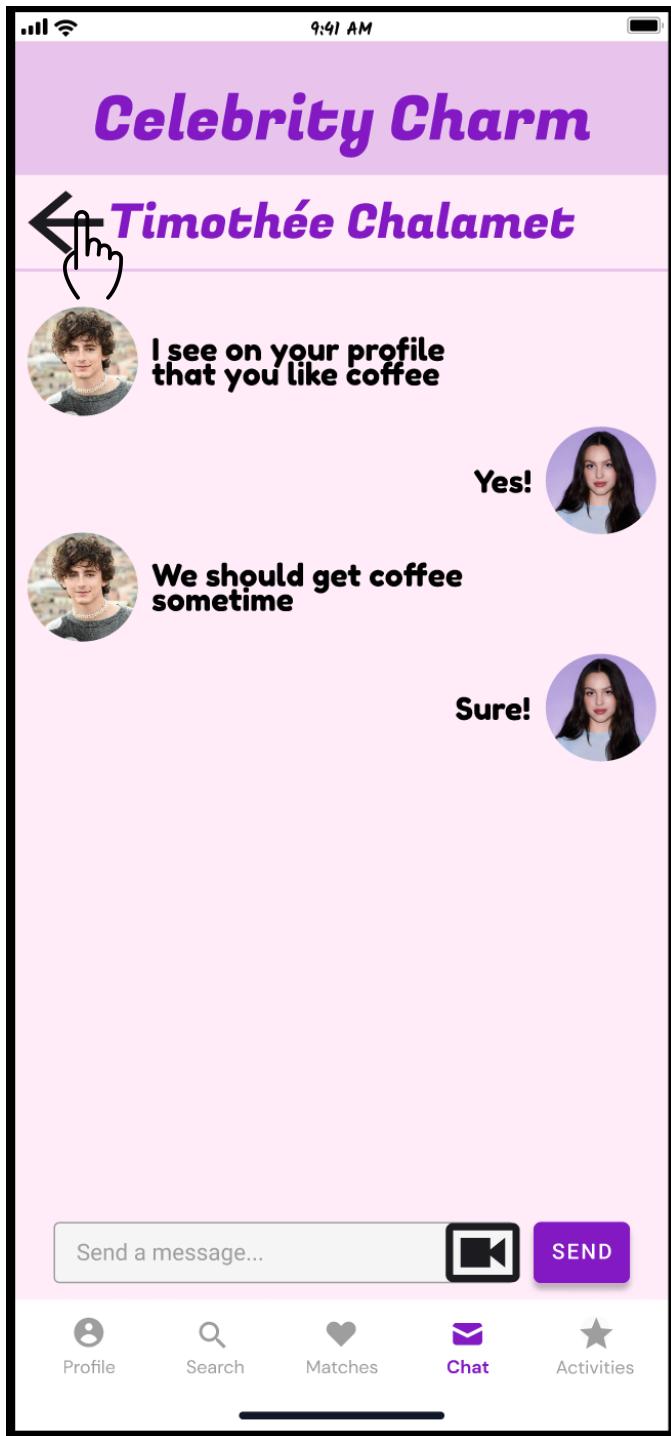


Figure 5. The message has been sent, and the user clicks the back button to return to all Chats.

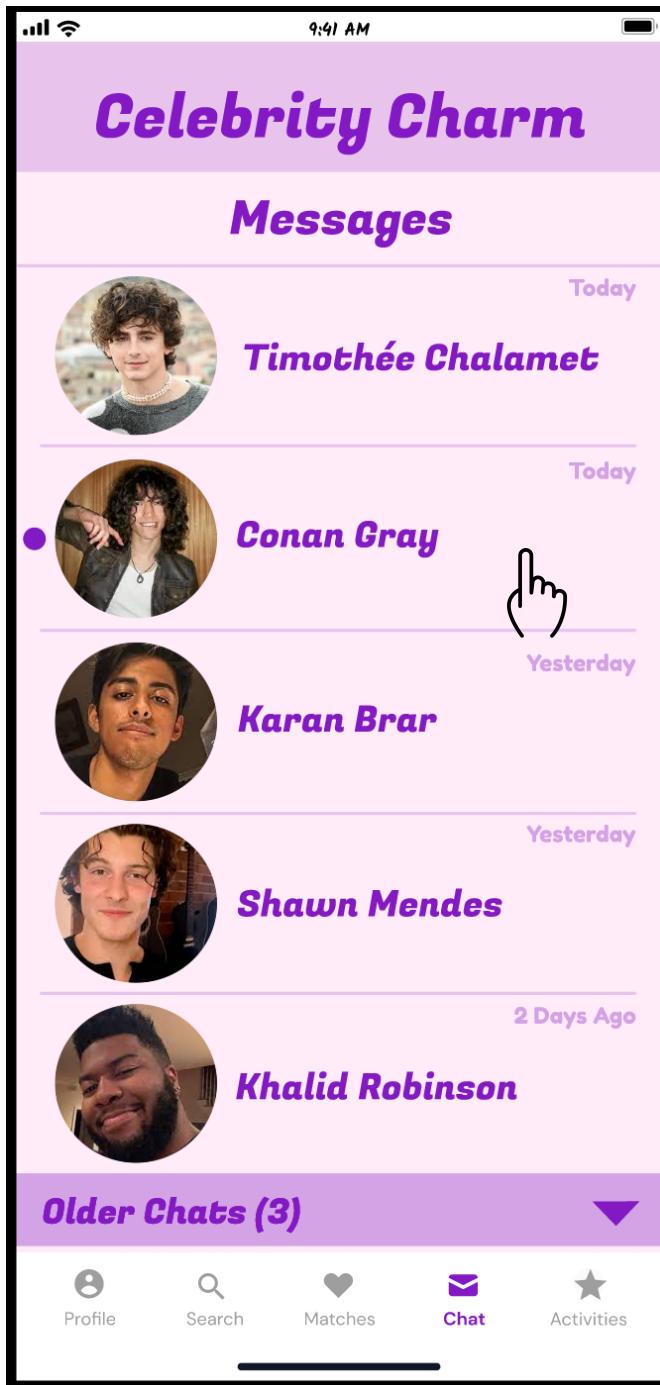


Figure 6. Back on the home screen, we see that the Chats have been updated. Timothée's chat is now at the top, and reads “Today.” The user can now click on Conan Gray to read his new message.

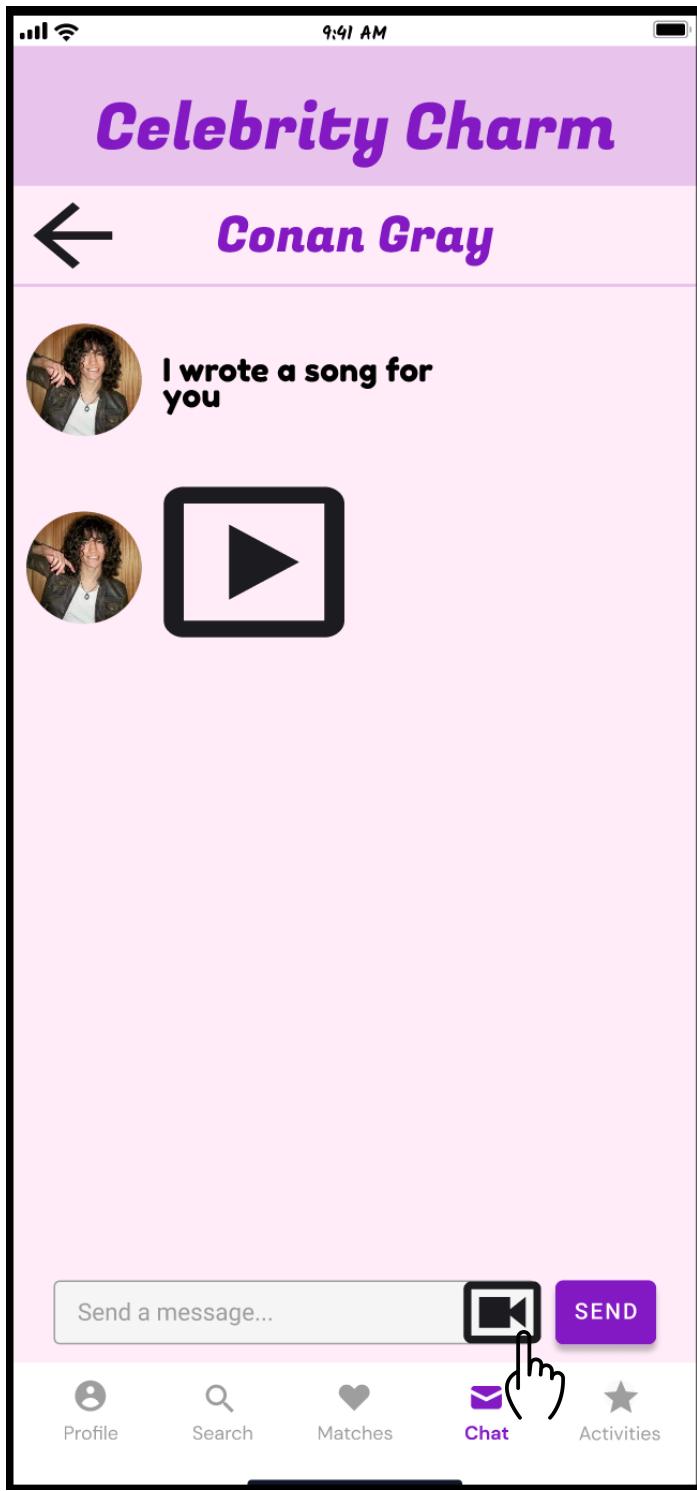


Figure 7. This is the chat with Conan Gray, and we see that he has sent a video message. The user can send a video message by clicking on the video icon next to the message box.

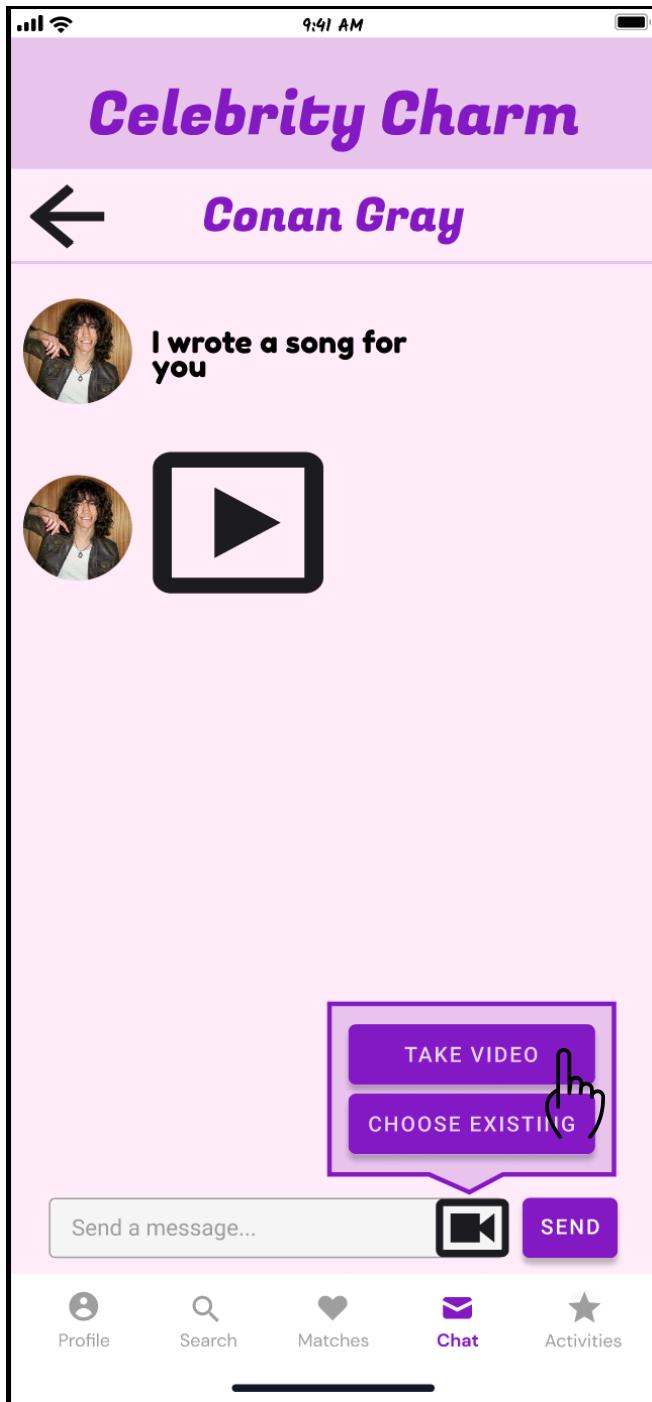


Figure 8. The user has the option to take a video or choose an existing video. The user selects the Take Video button.



Figure 9. The camera opens for the user to take a video. The user clicks “Record” to begin taking a video.



Figure 10. After recording the video, the user selects “Send” to send the video message.

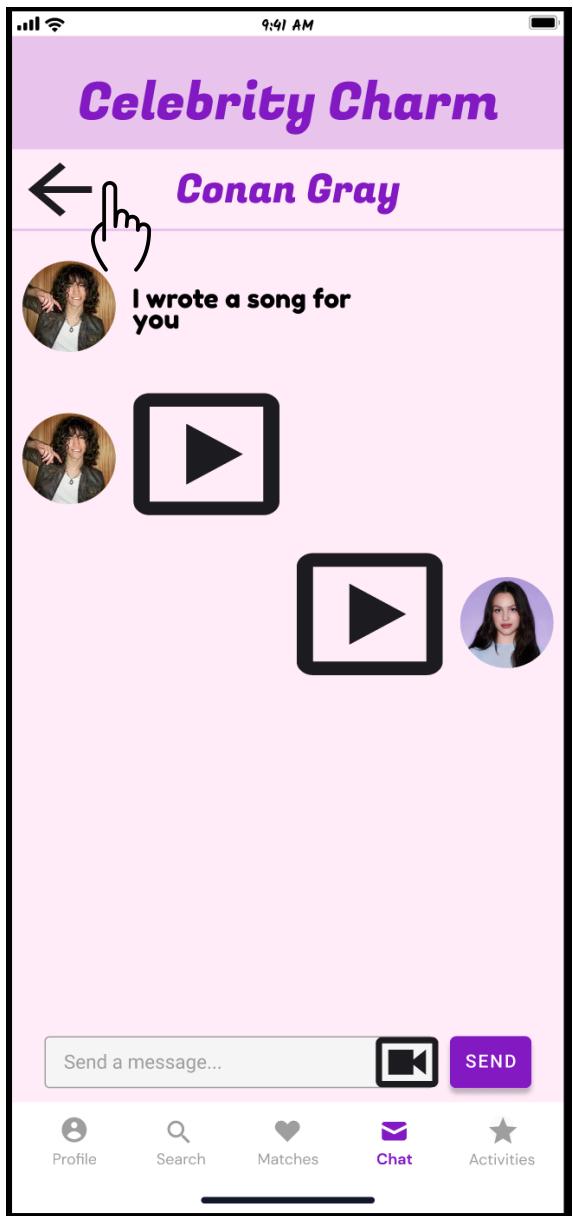


Figure 11. The video message has been sent. The user selects the back button to return to the homepage.

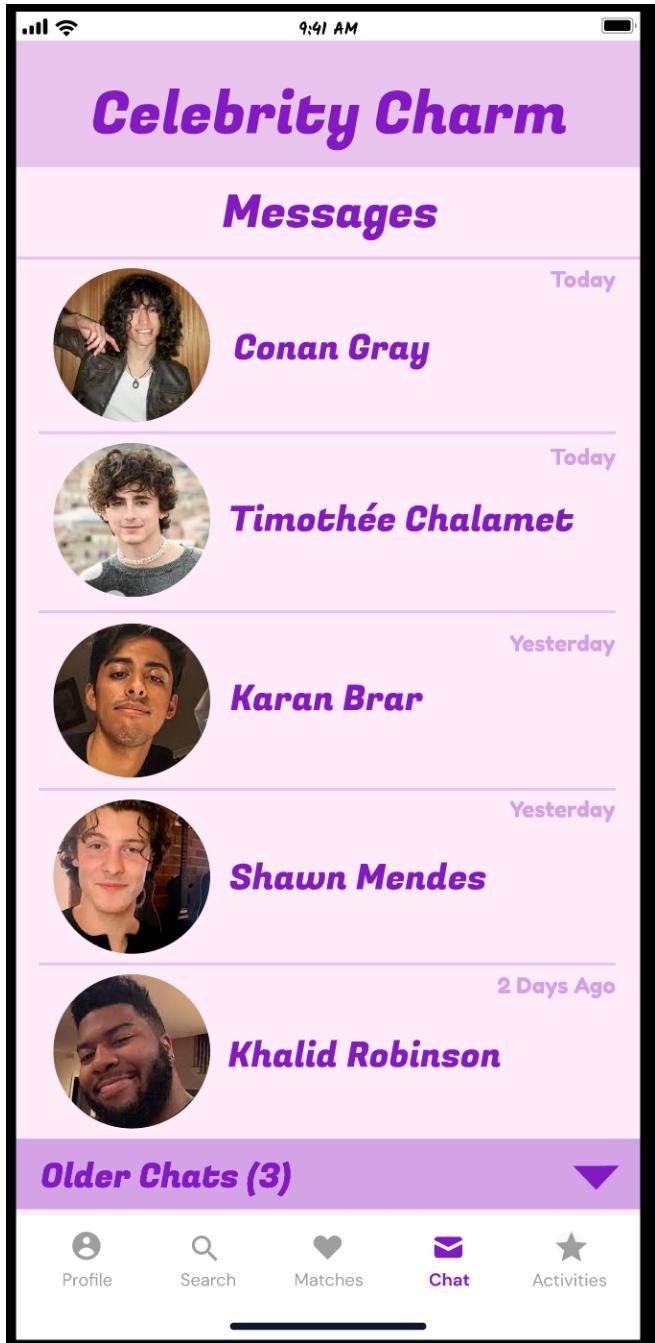


Figure 12. Back on the homepage, the screen is updated to show the user's conversation "Today" with Conan Gray. There are no unread messages at this time.

Interactive Elements:

- *Dropdown menu* - This is shown with the Older Chats option for the user to view older messages that are hidden in a dropdown menu
- *Scollable content* - This is shown when the user can scroll through messages on the homepage of the chat module
- *Text Entry* - This is shown when the user can enter text to respond to a match using the chat box
- *Action buttons/links* - This is shown when the user can click buttons to view a conversation, send a message, record and send a video, and navigate back to the home screen of messages

Design Patterns:

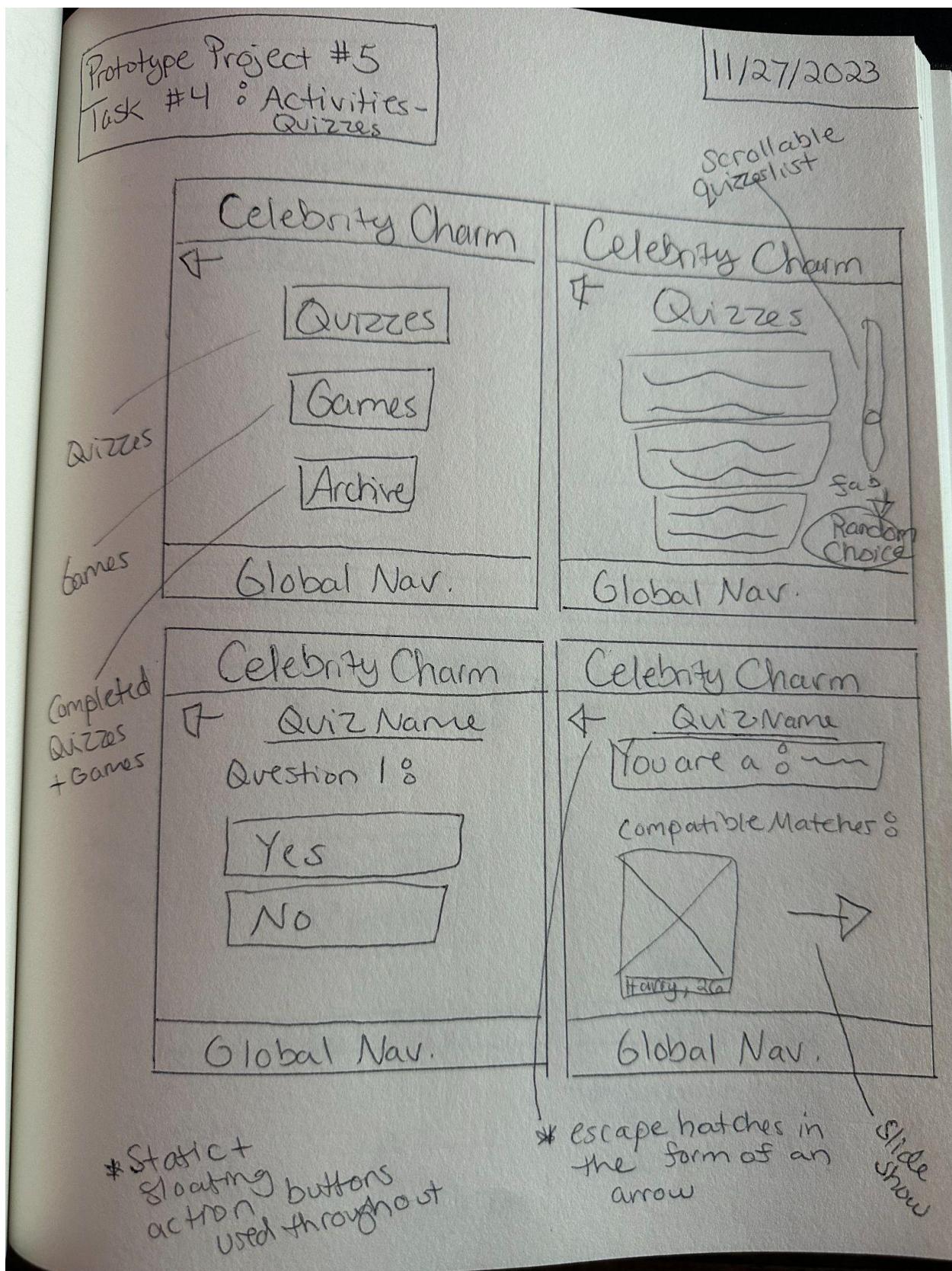
- *Generous Borders*: Buttons are large enough for a user to click on a mobile device, and the entire button/surrounding area is triggered by a tap so the user can easily select the options.
- *Bottom Navigation*: The global navigation menu is across the bottom of all of the screens including all of the modules: Home, Search, Tour, Issues, and Roommates.
- *Infinite List*: More content is shown to the user as the user scrolls to the bottom of the screen

Task #4: Activities (Jill Platts)

Task 4 focuses on Celebrity Charm's compatibility activities. Quizzes and games help a user further identify which of their matches are the most compatible with themselves. A user is able to select from a variety of different quizzes and games. All completed activities are archived, giving users the freedom to revisit and analyze their past results at any time. Task 4 introduces an element of playful exploration into the dating experience, encouraging users to not only learn more about their matches, but also to have fun in the process. By participating in these quizzes and games, users can uncover layers of compatibility that go beyond the standard dating profile.

Prompt: You would like to try out some activities to help identify which of your matches are the most similar to you/compatible with you. First, go to Quizzes and scroll up and down to browse the available quizzes. Select the "Fitness Fanatic or Zen Seeker?" quiz. Take the quiz. Review your results and matches. Return to the Activities homepage by clicking the star icon within the bottom navigation. Select Games and play a game of Match Mosaic. Choose the image of the beach, the image of the chocolate chip cookies, and the image of the tennis rackets. Review your results and matches. Finally, return to the Activities homepage and select Completed Activities. Look through your past activities.

Sketched Wireframes:



Prototype Project #5
Task #4 o Activities-
Games

11/27/23

The image shows a hand-drawn wireframe for a mobile application prototype, divided into four main sections:

- Top Left Screen:** Labeled "Celebrity Charm Games". It features a title bar, a "Mosaic" section with three wavy lines, and a "Global Nav." at the bottom.
- Top Right Screen:** Labeled "Celebrity Charm Travel". It has a title bar, a "Choose an Image" section with a 3x3 grid of nine boxes (the bottom-right one is checked), and a "Global Nav." at the bottom.
- Bottom Left Screen:** Labeled "Celebrity Charm Your Selection". It shows a box labeled "Click For Matches" containing a single checked box, and a "Global Nav." at the bottom. A note on the left says "escape hatch(es)" pointing to the top-left corner of this screen.
- Bottom Right Screen:** Labeled "Celebrity Charm Compat. Matches". It shows a box with a crossed-out checked box and the text "Bob, 37", followed by a right-pointing arrow, and a "Global Nav." at the bottom.

Annotations and notes:

- A callout bubble on the right side of the bottom row notes: "Generous borders", "Since this UI is mobile-based", and "slideshow".
- A note above the top-right screen says "uses collections of images".
- A note below the bottom-left screen says "Bottom Nav Fixed".
- A note below the bottom-right screen says "action buttons throughout".

Figma Prototype Step-by-Step:

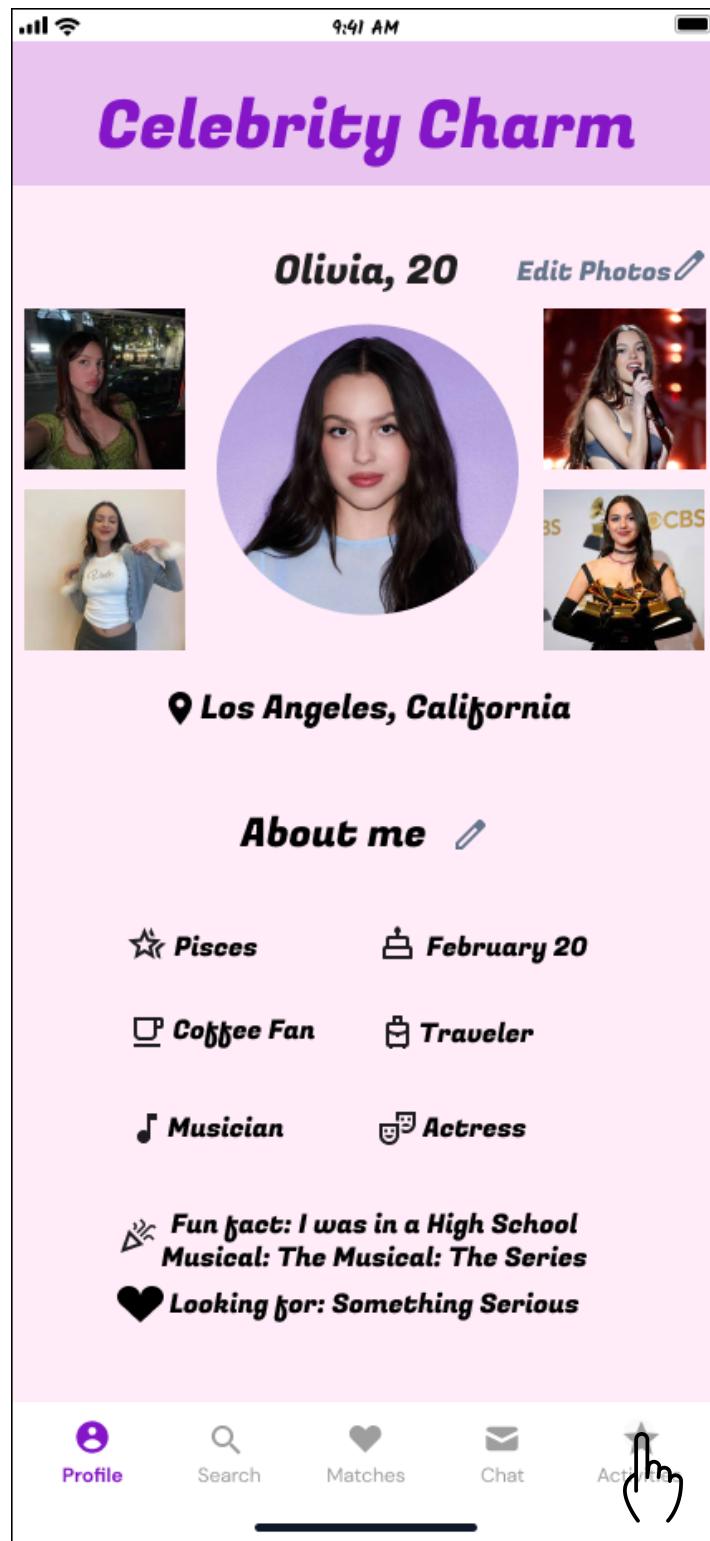


Figure 1. A user begins on their profile page. The user clicks Activities.

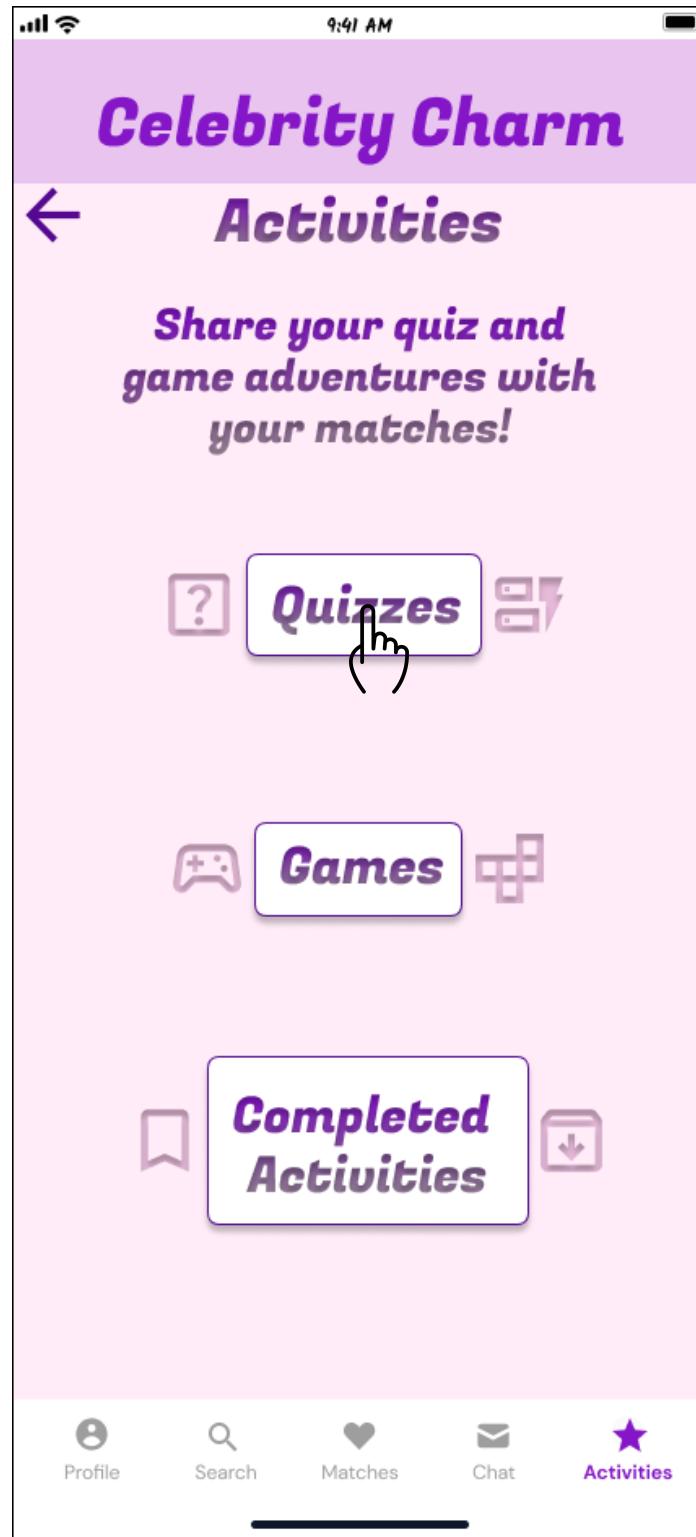


Figure 2. Now on the Activities homepage, the user clicks on Quizzes.

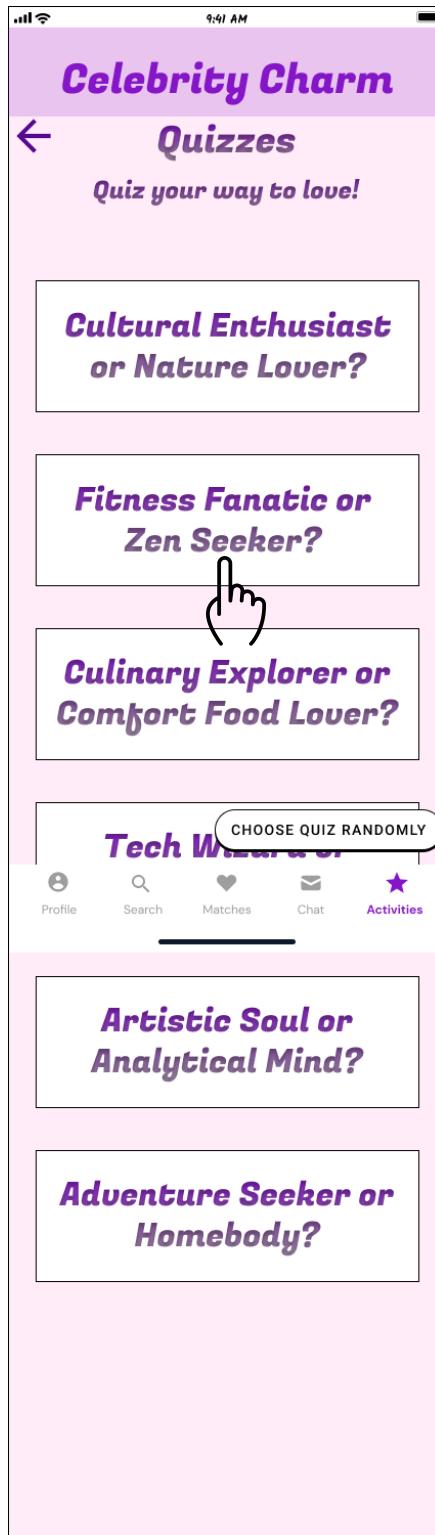


Figure 3. User arrives on the scrollable list of available Quizzes. In addition to the list of quizzes, there is also a “Choose Quiz Randomly” floating action button. If clicked, this will take a user to a randomly chosen quiz. User clicks on the “Fitness Fanatic or Zen Seeker?” quiz.

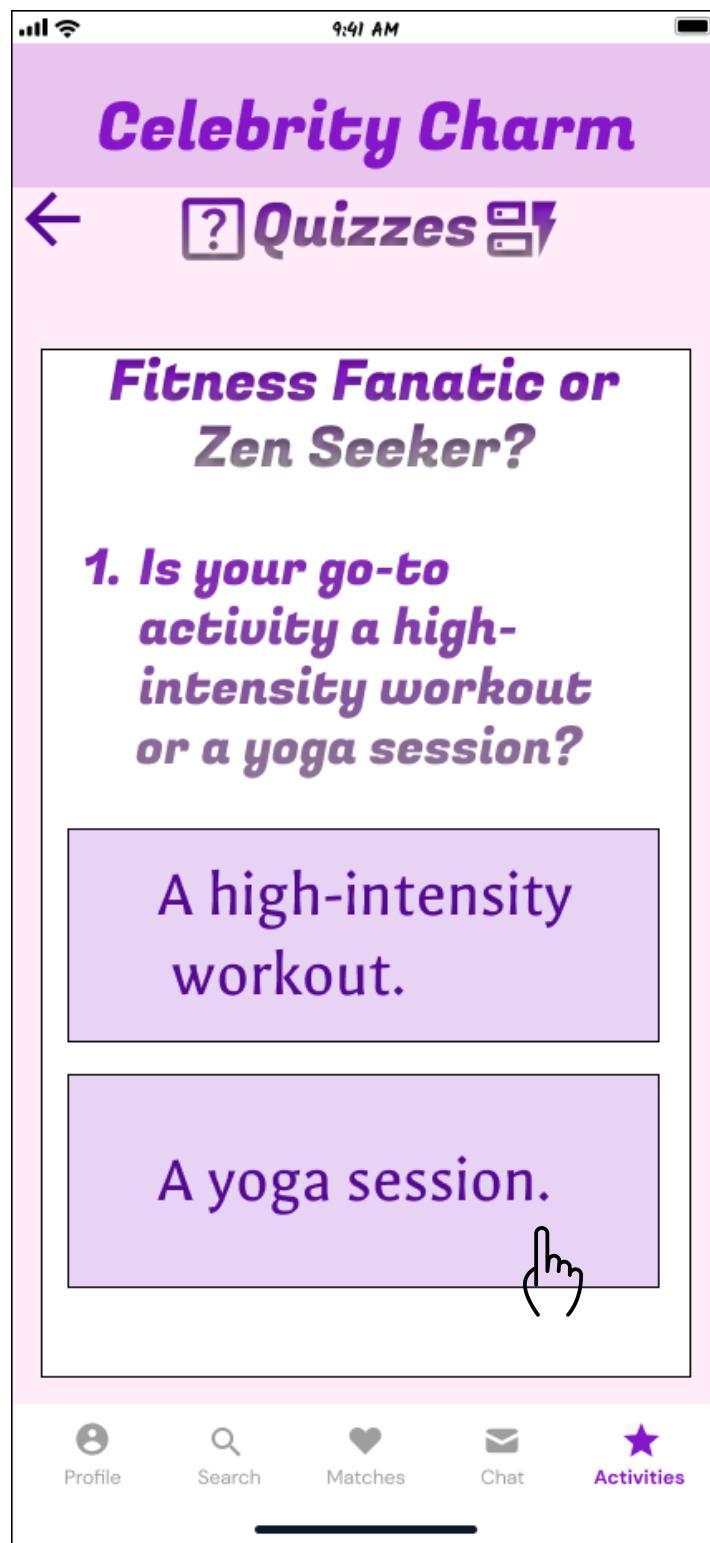


Figure 4. User starts taking the quiz and selects an answer to the first quiz question.

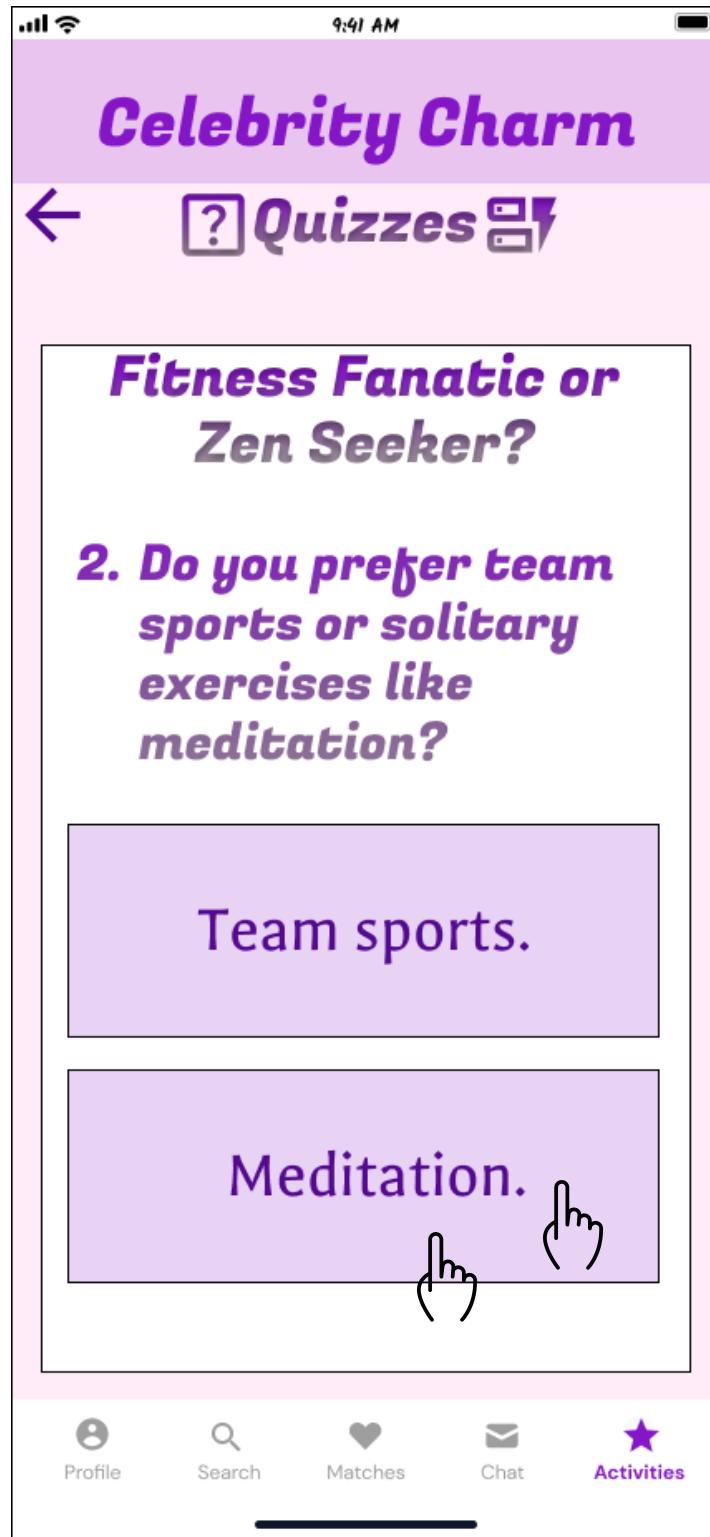


Figure 5. User selects an answer to the second quiz question.

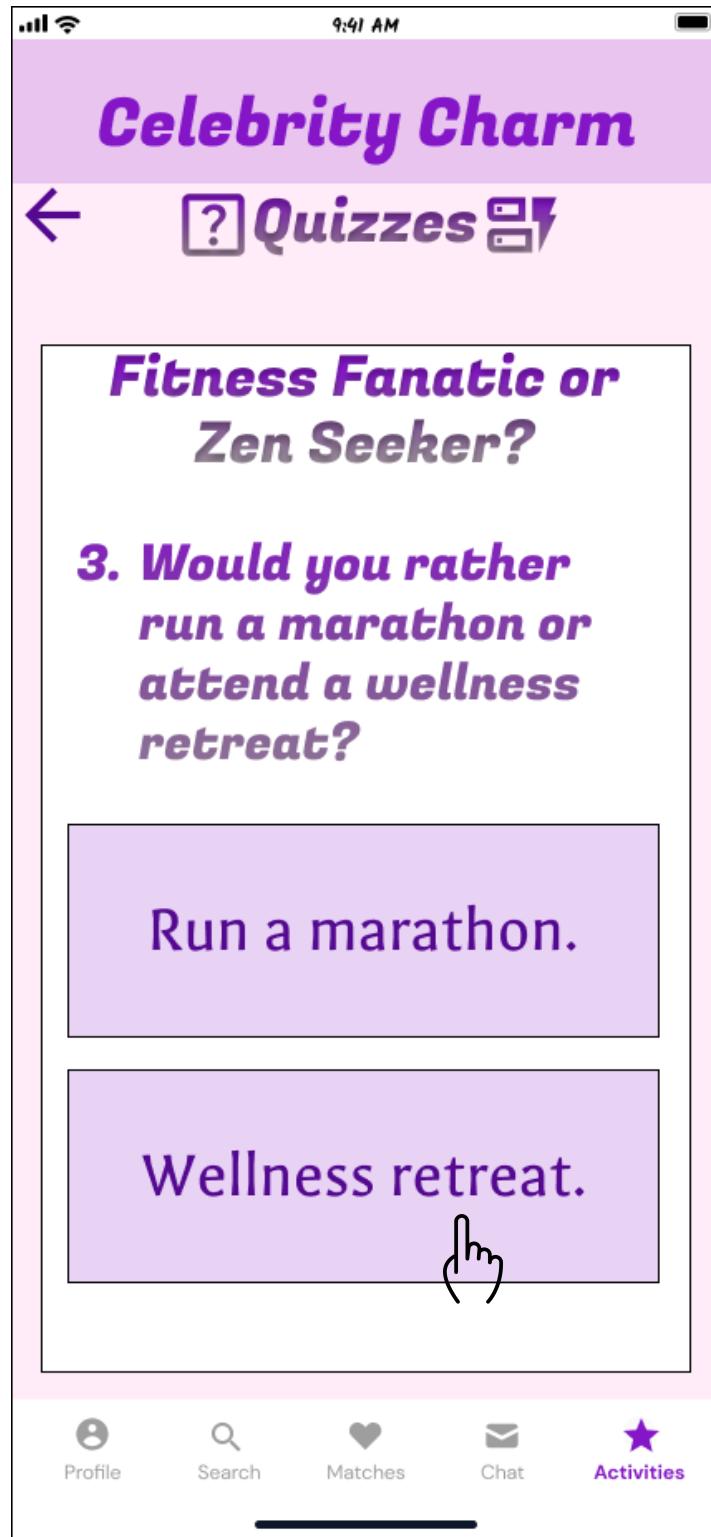


Figure 6. User selects an answer to the final quiz question.



Figure 7. Quiz is now complete and the user is shown a slideshow of matches who received the same quiz result (Zen Seeker). User clicks the arrow to view another match besides Harry.

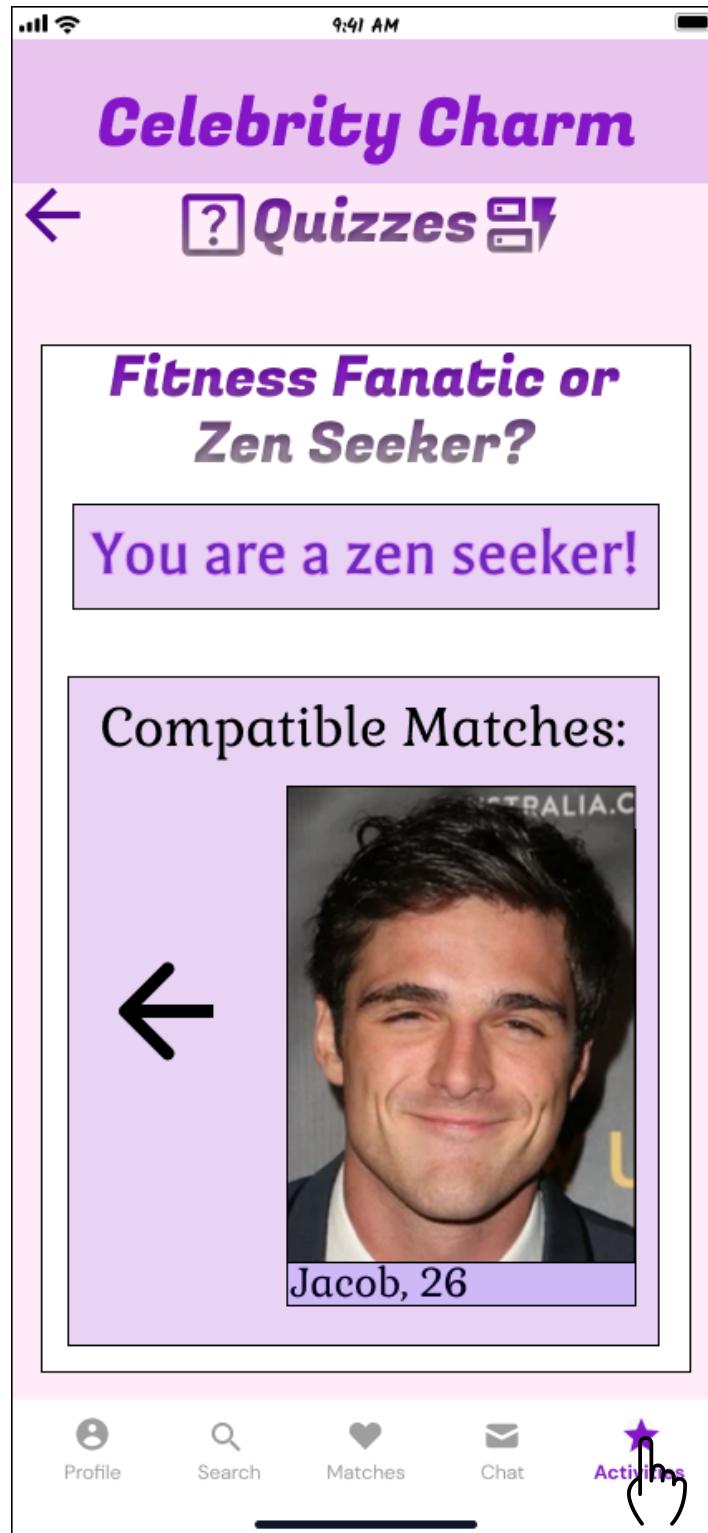


Figure 8. User views the other compatible match and decides they now want to play a game. The user clicks on Activities to go back to the Activities homepage.

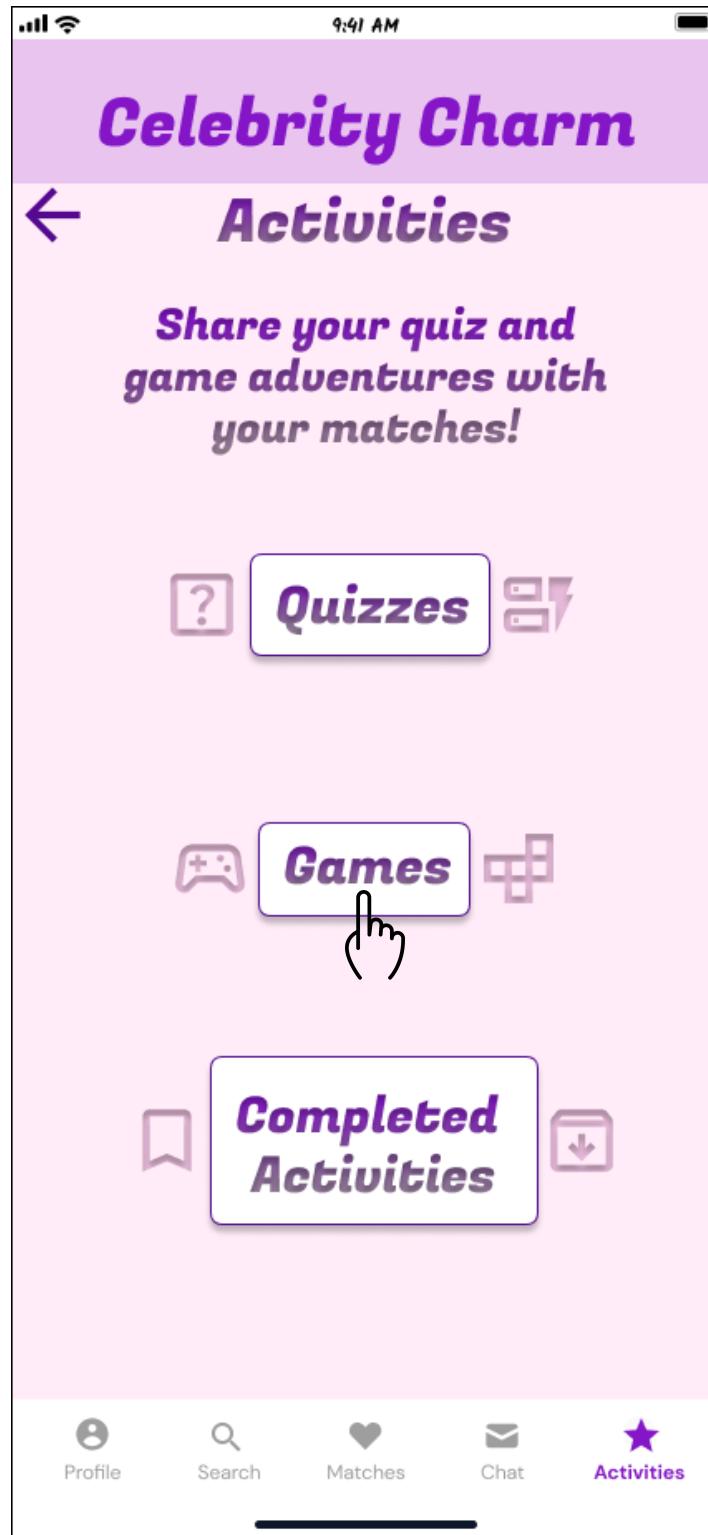


Figure 9. The user arrives back on the Activities homepage and selects the Games button.



Figure 10. The user wants to play Match Mosaic, so they click on the Match Mosaic button.

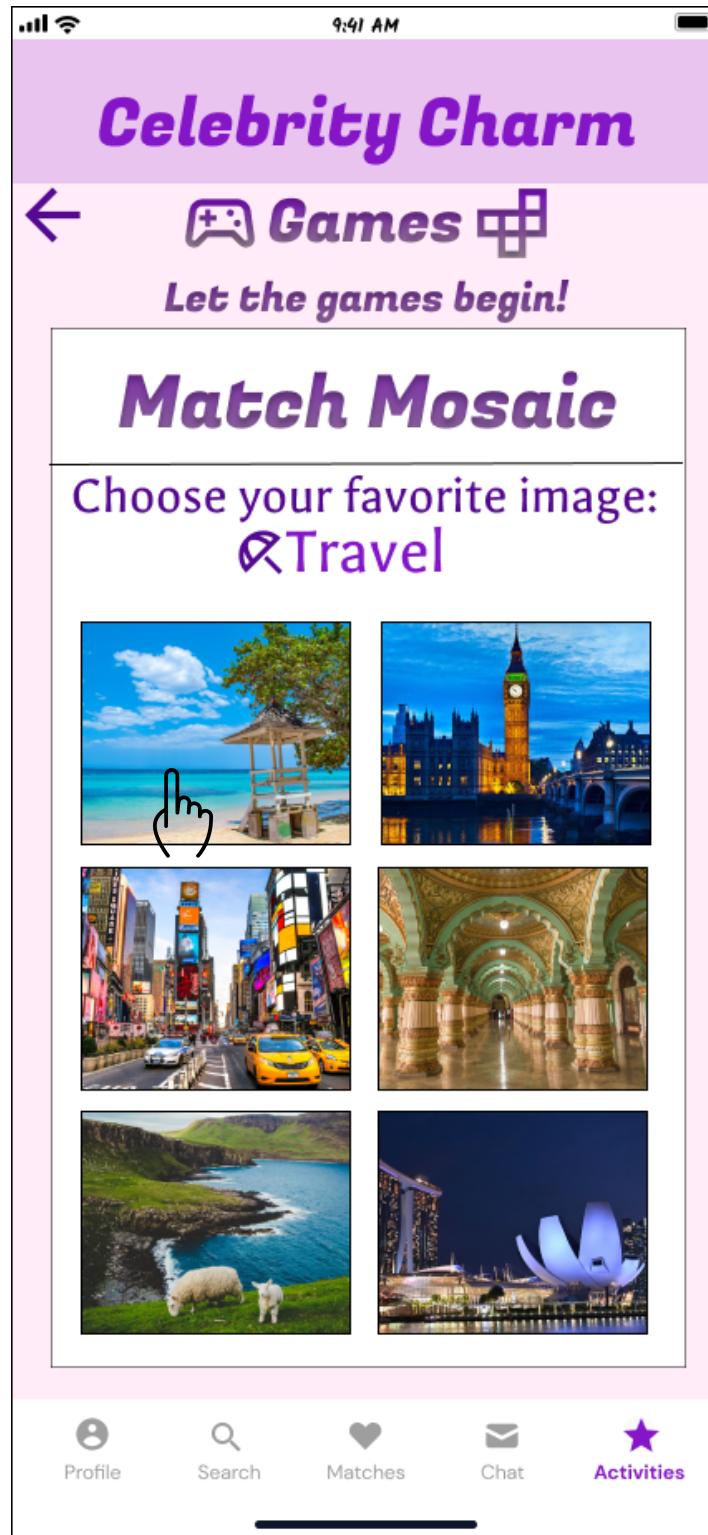


Figure 11. The first task of the Match Mosaic game asks the user to select their favorite travel image. User selects the beach image.

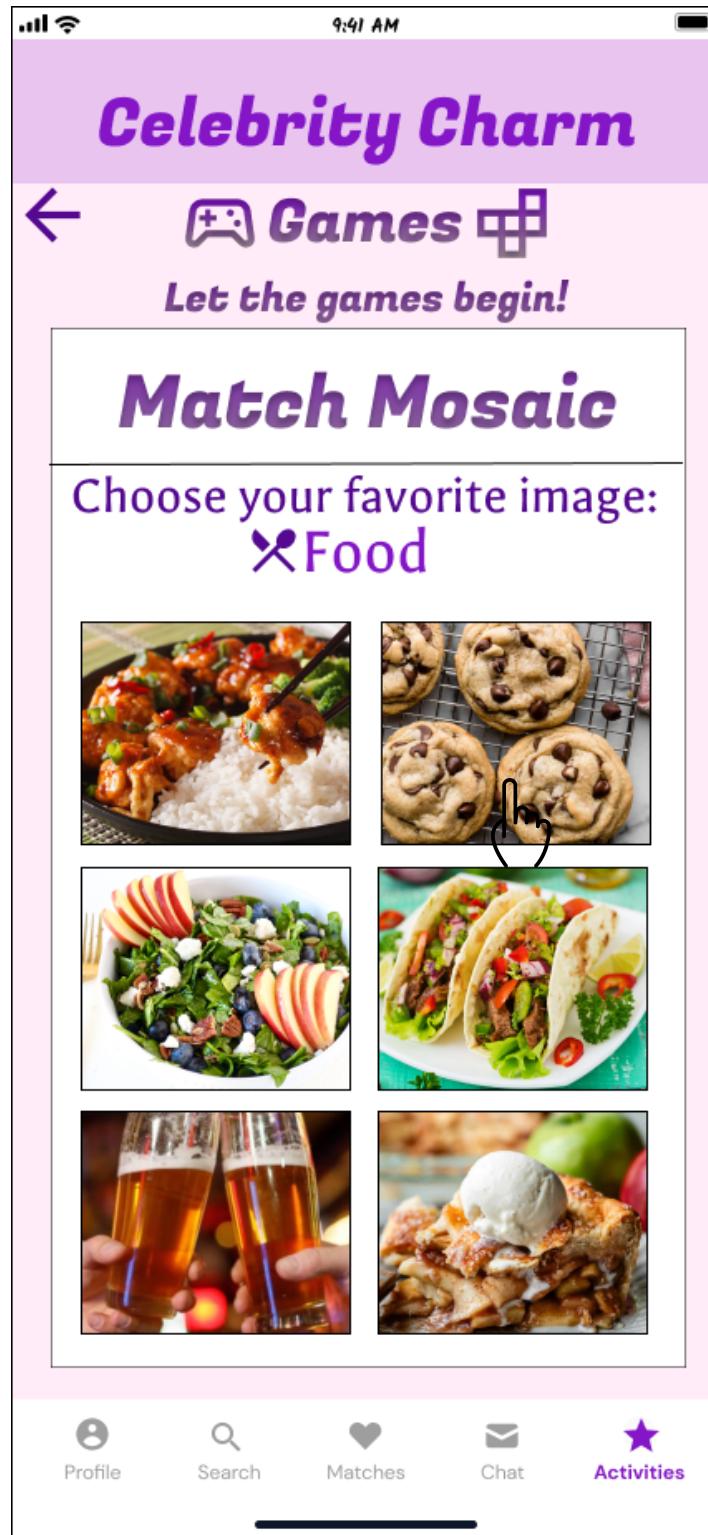


Figure 12. The second task of the Match Mosaic game asks the user to select their favorite food image. User selects the chocolate chip cookie image.

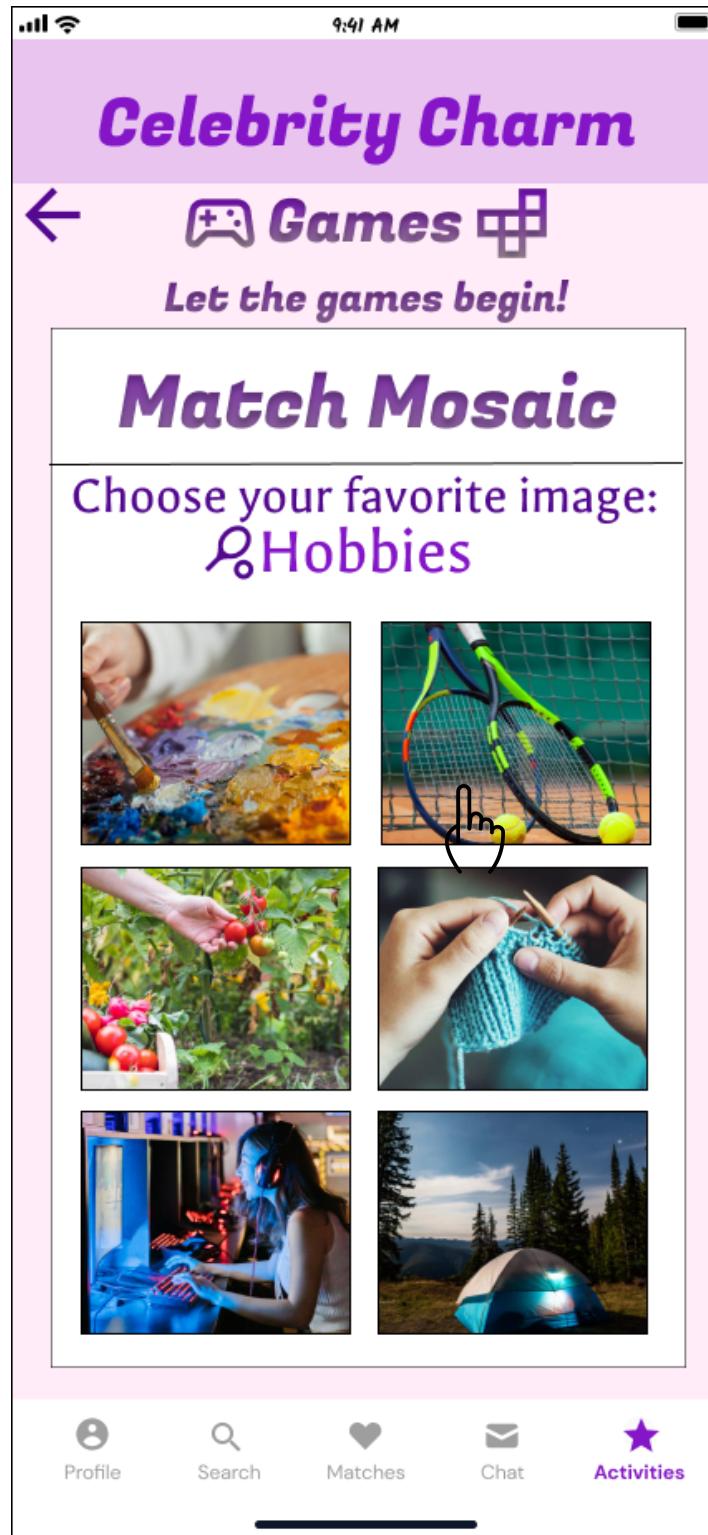


Figure 13. The third task of the Match Mosaic game asks the user to select their favorite hobby-related image. User selects the tennis image.

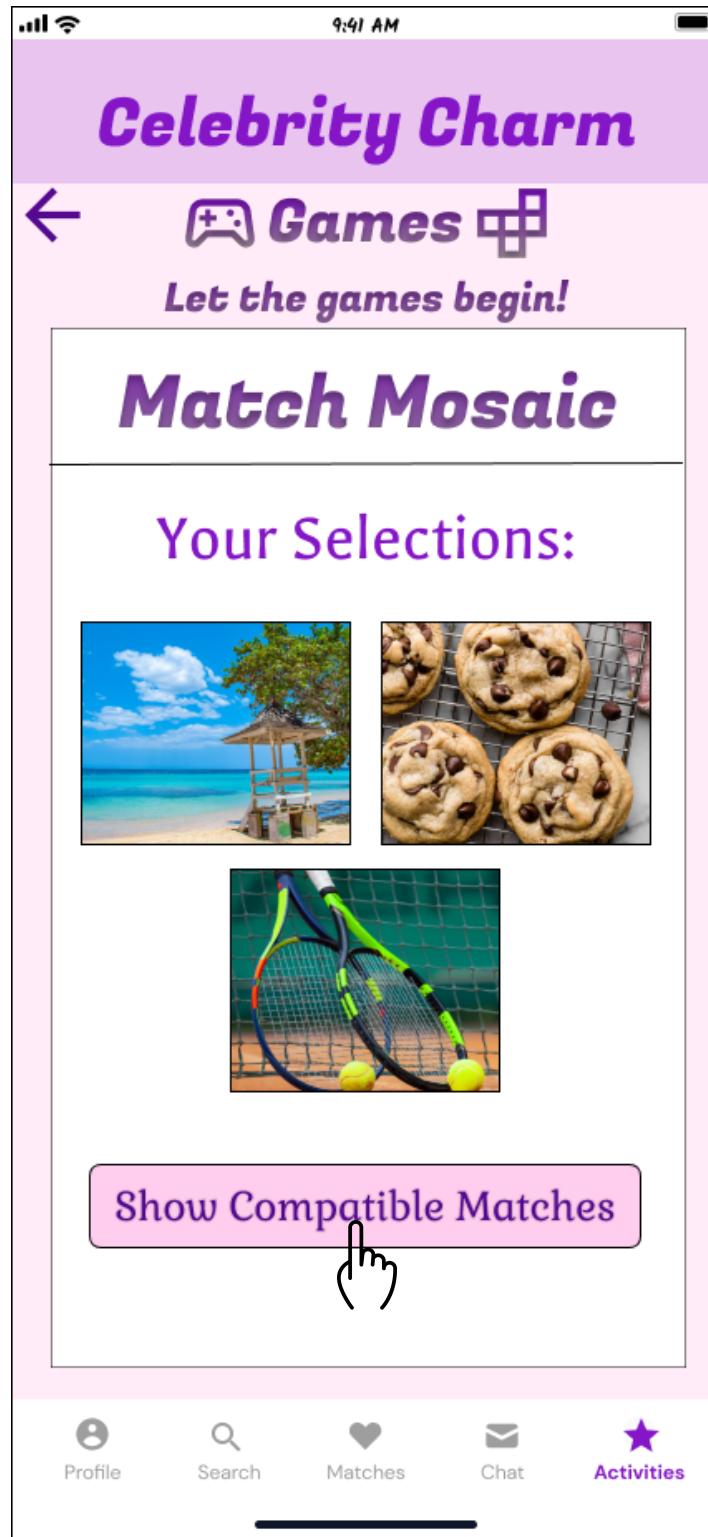


Figure 14. The Match Mosaic game is complete and the user is shown their selections from the game. The user then clicks on the *Show Compatible Matches* button.

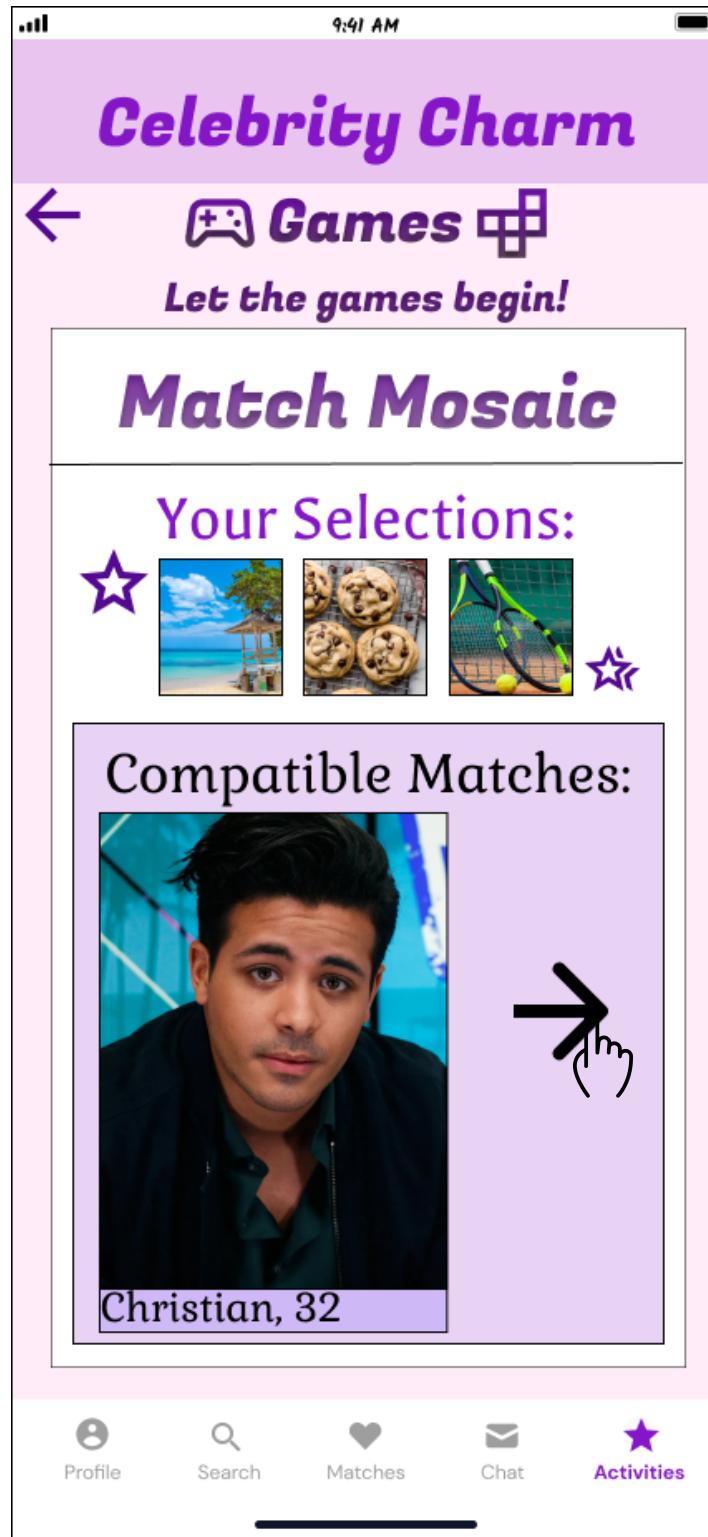


Figure 15. With the user's selections at the top, the user is shown a slideshow of matches who also selected the same images while playing Match Mosaic. User clicks on the arrow to view another match.

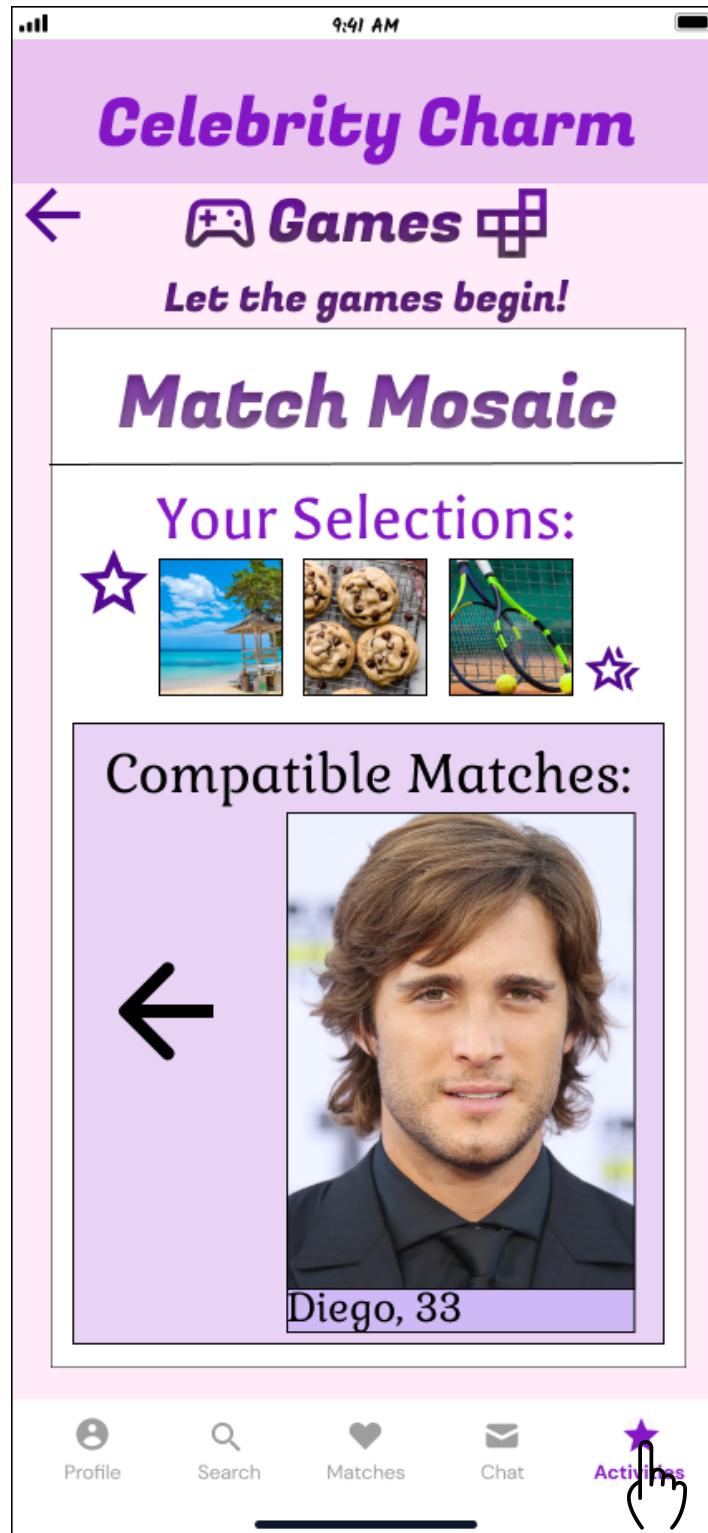


Figure 16. After viewing the final slideshow match, the user decides they want to view their archived quiz and game results. User clicks on Activities to return to the Activities homepage.

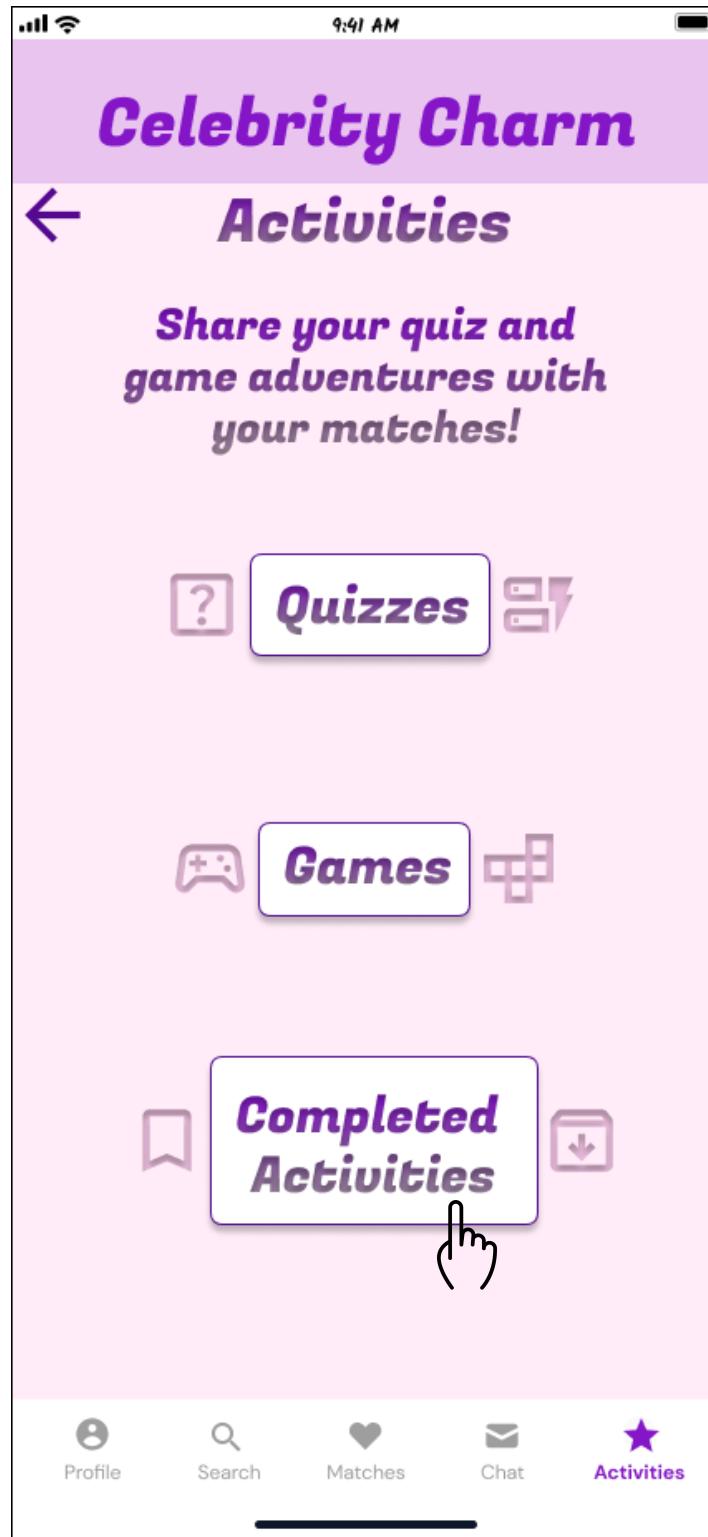


Figure 17. User arrives back on the Activities homepage. The user clicks on Completed Activities.



Figure 18. The user arrives on their Completed Activities page. On this page the user can choose to again view their “Fitness Fanatic or Zen Seeker?” quiz results or their Match Mosaic game results.

Interactive Elements:

- *Slideshow*: Used to present compatible matches along with each quiz or game result. A slideshow offers a visually engaging and easily navigable way to explore multiple options or outcomes.
- *Action Buttons*: Used throughout the prototype task to move a user forward, providing clear guidance and facilitating a smooth user journey by prompting next steps.
- *Escape Hatch*: A readily available and easily recognizable back arrow is used on each prototype screen, so a user always has an exit. This enhances usability by allowing quick and easy navigation to previous steps without confusion.
- *Collections*: Used to present image choices within the game Match Mosaic. Using collections allows users to select from a variety of options in a visually organized and accessible manner.

Design Patterns:

- *Generous Borders*: An adequate amount of space is left around tappable/clickable action buttons, UI elements, etc. This improves the user experience by reducing accidental taps and making interactions more comfortable and precise.
- *Collections and Cards*: Both are used throughout the prototyped task to present images and information to the user, effectively organizing content in a visually appealing and easily digestible format that enhances user engagement.
- *Infinite Scroll*: Used to present the list of quizzes, along with a fixed bottom global navigation and an action button for a randomly chosen quiz. This offers a seamless browsing experience that encourages prolonged engagement without losing access to the main navigation or randomly chosen quiz option.

Summary and Discussion

User Study Details

Prompts:

Task 1. You want to search for your match. However, before being able to do so, you need to input your preferences. You prefer someone between the ages of 19 and 29. Additionally, you'd like your match to have "acting" and "music" as their hobbies. After entering these hobbies, you need to confirm that you live in Los Angeles, CA. Finally, you can start searching for your perfect match.

Task 2. You would like to view who has tried to match with you from your "Admirers" list. You are interested in learning more about Harry. After viewing his profile and images, you would like to "heart" him back. You are then interested in learning more about Timothee. After reading about him, you decide to "save him for later". You then want to look at your mutual matches now and see who is in there and who is suggested for you.

Task 3. (full screen mode) You would like to take a look at your older chats because you remember that you forgot to message Timothée Chalamet, who left you a message 10 days ago. Find your chat with Timothée Chalamet and send him a text message in response. Return to the home screen, and check your new message from Conan Gray. Send him a video message by selecting the "Take Video" button option. Return to the home screen.

Task 4. You would like to try out some activities to help identify which of your matches are the most similar to you/compatible with you. First, go to Quizzes and scroll up and down to browse the available quizzes. Select the "Fitness Fanatic or Zen Seeker?" quiz. Take the quiz. Review your results and matches. Return to the Activities homepage by clicking the star icon within the bottom navigation. Select Games and play a game of Match Mosaic. Choose the image of the beach, the image of the chocolate chip cookies, and the image of the tennis rackets. Review your results and matches. Finally, return to the Activities homepage and select Completed Activities. Look through your past activities.

Participant 1: Irina

Study setup: The user study was conducted in person. I handed the laptop to the participant, explained the idea behind the figma prototype, and what to expect from the think aloud method. Then I gave instructions for tasks one by one.

Main Points:

- For Task 1: The participant suggested that the icons next to "Age range", 'Hobbies' and 'Location' should be clickable. The user also suggested adding some more optional preferences, such as height and hair color.
- For Task 2: The user suggested that once you close a confirmation modal after liking a person and adding them to a 'maybe' list, the color of the heart and the clock should change. The participant also mentioned that the text was too small on the mutual sparks page.
- For Task 3: The user was confused why the video got sent before they clicked on the 'send' button. The user also suggested incorporating a 'delete' or 'edit' feature for sent texts and videos.
- For Task 4: The user was confused about the discrepancy in the completed activities section: the games tab displayed the date when it was played, while the quiz did not. Additionally, the user disliked that the date was written without separation. Furthermore, the user suggested adding matches to both quizzes and games in the completed activities page.

Lessons Learned:

- Making clickable icons for 'Age Range', 'Hobbies', and 'Location' helps users find what they want faster.
- Changing heart and clock colors when you add someone to a 'maybe' list makes things clearer and more engaging.
- Bigger text in important places like 'Mutual Sparks' makes it easier to read and get around the site.
- Users didn't like sending videos too soon. Making sure actions need a deliberate click can stop accidents and build trust.
- Keeping dates consistent and adding similar features for different content types makes everything easier to use and understand.

Participant 2: Ken

Study setup: The user study was conducted in person. The participant was sitting at the computer with the fully interactive prototype open. I gave the participant the instructions to think aloud throughout the duration of this study. I then gave instructions task by task as the user worked forward.

Main Points:

- For Task 1: The participant expected to click into the text box and begin typing the prompted hobbies. They experienced minor confusion when I told them to click ahead.

- For Task 2: The user was unsure of whether the clock button was the “save for later” feature. They thought out loud and concluded that since the trash must be to discard, and the heart is to match, the clock must be what they were looking for.
- For Task 3: The user did not experience any issues with this task. They noted how cool the video feature was.
- For Task 4: The user was a little confused as to why there were arrows next to the profile of the compatible matches that appear. They thought they could click it to view more profiles or to go to that profile.

Lessons Learned:

- It is important to make sure that the main navigational elements that are on pages are fully functional. For example, arrows to move forwards or backwards. Also, when prompting a user to return to a main page, they might attempt to use the back arrow rather than the tab bar. Additionally, more labels would be beneficial. Users cannot always guess what certain icons mean as well as we can when we design them.

Participant 3: Rajkamal

Study setup: This study was conducted in person. The participant was handed the laptop with prototypes ready to be interacted with. I briefed the participant on each task before they had to walk through it, and I answered any questions they had before the process began. I encouraged them to think out loud while completing the tasks.

Main Points:

- For Task 1: The user selected the Age Range button multiple times before finally trying the Edit button to select the preferences. User could not find trash icon to clear the text after typing “Acting.” The user notes that they wish the text would automatically clear from the field after selecting “Add.” On the final screen, the user noted that the age range was 26-32 instead of 19-29.
- For Task 2: The user was confused with the “Save for later” option since it is a clock icon with no label. Once the user selected the clock, they were confused whether or not the profile had been saved because there was no confirmation message.
- For Task 3: The user walked through the task with no issues or confusion.
- For Task 4: The user faced confusion when the match page had an arrow, but it was not clickable.

Lessons Learned:

- Users like to click bigger areas rather than smaller icons such as “edit” or a trash icon
- Labels are useful to help users understand what function certain icons have

Participant 4: Alexis

Study setup: The study was conducted in-person. The participant was seated in front of a computer, viewing the Figma prototype live. I introduced the study by briefing explaining what the prototype is (a dating/matchmaking app) and what functionalities are available (basic search, detail review, communication, and activities). The participant was given each task prompt (one-by-one) and then allowed some time to complete the prompt.

Main Points:

- Task 1: Alexis found the basic search straightforward and easy-to-use, however she commented that the range of preferences could be more diverse.
- Task 2: Alexis appreciated the ability to review profiles, but noted the lack of depth in the information provided.
- Task 3: Alexis liked how user-friendly the chat feature is, but found the notification system for new messages too simplistic.
- Task 4: Alexis liked the quizzes and games and thought they were fun, but available quiz/game choices didn't always align with her interests.

Lessons Learned:

- For the basic search, more detailed filters, such as lifestyle preferences could be introduced.
- For the detail review, profiles could be much more detailed - personal descriptions or a section for a short video introduction would improve them.
- For communication/chatting, a more complex notification system could be implemented for unread messages and other types of notifications.
- For activities, more personalized quizzes and games could be added that are directly based on the user's profile. Artificial Intelligence (AI) may be of use here.

User Study Summary:

Similarities

- All 4 users involved were in in-person user studies.
- Irina and Alexis both mentioned the importance of improving the diversity of preferences in Task 1, emphasizing the need for more varied options.
- For Task 2, Ken and Rajkamal both faced confusion when trying to find the save for later icon. A label for this icon could help reduce confusion.
- For Task 4, Ken and Rajkamal both faced confusion as to why there was an arrow next to the profile photo, but the arrow was not clickable.

Differences

- Irina faced confusion when the "Send" option for recording a video was within the camera screen in Task 3 and expected to send it in the same way as a text message using the send button on the chat screen.
- Alexis felt that the available quiz and game activities did not align with her interests.

Unique Observations

- Irina, Rajkamal, and Alexis all had unique observations while completing tasks. Irina felt that the color of the heart and clock icons in Task 2 should change color to give the user a sense of feedback on their actions. Rajkamal mentioned that in Task 1, she would prefer a text box to clear after clicking “Add” to avoid the hassle of clearing and typing again. Alexis found the notification for new messages to be too simple.

Task Coordination

Each task of this application is connected through the bottom navigation bar. This main navigation pattern allows users to go from one task to the next with ease and cohesiveness. The design and layout of each task is consistent as well, following the same color pattern and font choices. There are also back buttons present whenever it is relevant for the user to need to return to the previous page, or main page of that specific task. Additionally, most profiles are visually displayed to the user by presenting that profile’s picture. This is kept consistent throughout the application.

Content-Fidelity Matrix

Content	Very-Low Fidelity	Low Fidelity	Medium Fidelity	High Fidelity	Very-High Fidelity
Information Design				X	
Interaction Design				X	
Visual/Branding Design					X
Editorial Content				X	

Information Design:

- We chose High Fidelity for the Information Design because we have a consistent layout for our header and footer. The options at the top and bottom stay the same throughout each person’s individual prototype and placement for icons stay consistent (such as a back button).

Interaction Design:

- We chose High Fidelity for the Interaction Design on this prototype. Almost all options available to the user are clickable and interactive. We have included interaction patterns and animations that mimic a real application. We did not select Very-High for the reason that every single possible option is not clickable.

Visual Design/Branding:

- We chose the Very-High Fidelity for the visual design and branding due to our selection of a specific app name and a unique concept. We also chose a distinct color palette, and endeavored to maintain a consistency in our font selection. These choices collectively embodied our brand idea.

Editorial Content:

- We chose High Fidelity for Editorial Content because the overall prototype does not use any filler text. Relevant, as well as fun and engaging, titles and text associated with dating, relationships, etc. is used throughout the prototype. Using relevant editorial content better demonstrates the full potential of the application, as well as giving a clear picture of how the final product will look and function.

Inspirations

For the preferences page, we were inspired by the Hinge layout. We borrowed some design elements like the segmented sections for preferences and the use of clear, concise language.

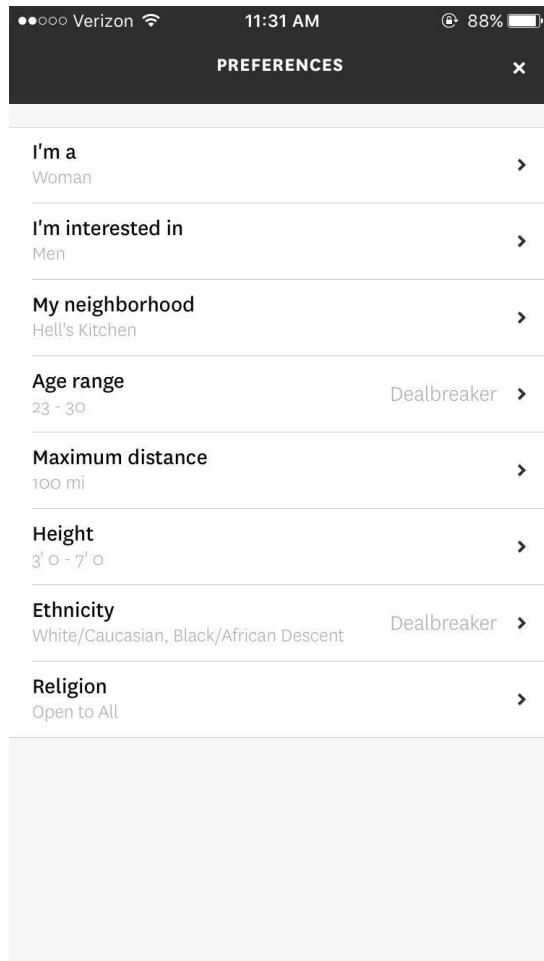
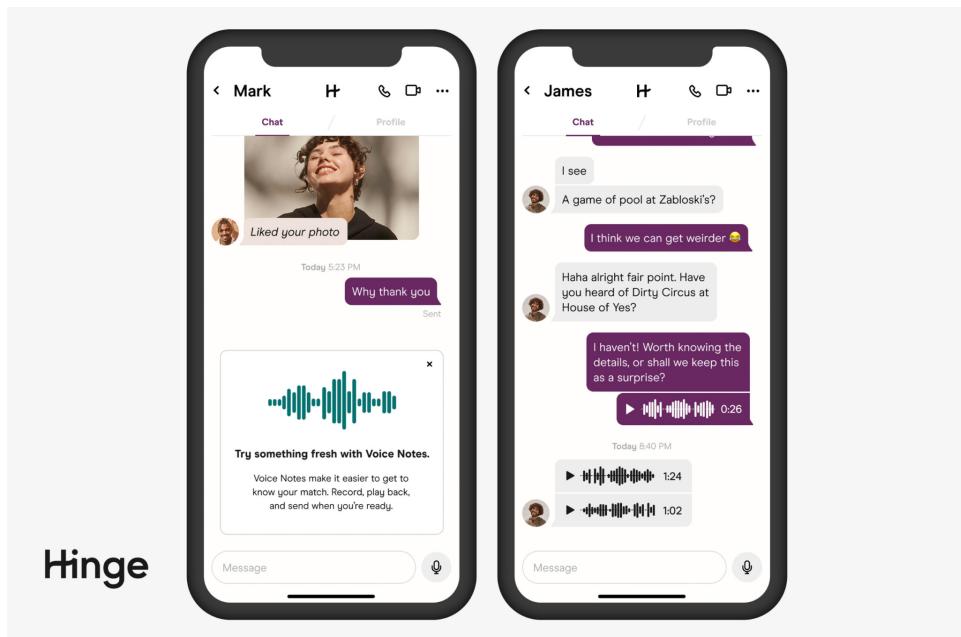


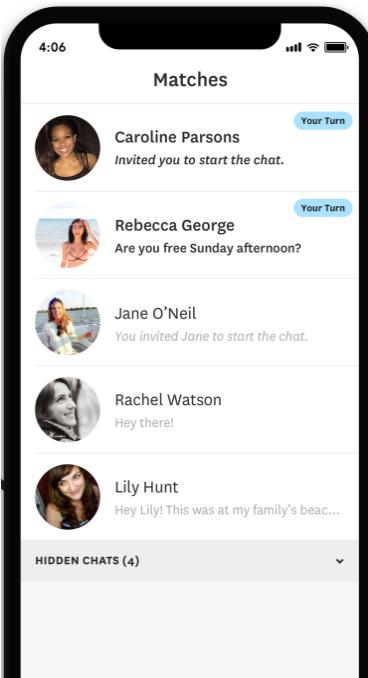
Figure 1. Hinge Preferences Page.

We took inspiration from various dating applications, including Tinder. Specifically, I liked how they had visual cues to the user of how to match or discard a specific profile. They included buttons with visuals on the bottom of each profile, while also adding the functionality of swiping. I decided, however, to make these buttons act as radio buttons that show interactivity as you hover over them.



Figure 2. Tinder





Figures 3 & 4. Hinge

One inspiration for the chat feature was the Hinge dating app. This was used to observe how messages are laid out on the screen, how new chats are differentiated from old ones, and how video/audio messages can be sent apart from regular text messages.

Project Reflection/Critique

Strengths:

- There is a cohesive theme and content in the overall application. We stuck to the same design choices and chose celebrities to be the users.
- We successfully used animations to link tasks together in an understandable way.

Needs Improvement:

- We could have coordinated better on the type of content and profiles we will include. For instance, we could have all focused on artists or musicians, or put the same profiles from the chat box in the matches section.
- We should maintain consistent features across tasks. For instance, using the same design for the back button to ensure ease of navigation

Task 1

Strengths:

- The design of the drop-down menu look appealing
- The progress bar for the “edit preferences” pages is helpful and user friendly
- It is clear that once the user is done with modifying their preferences, they need to move on to the next one by clicking on the “next” button

Needs improvement:

- The input field requires a bit more logic, for example, allowing the addition of a new hobby without first typing it in is currently leading to an incorrect behavior
- Confirming location feature could also show what would happen if user clicks on “no” radio button, for example, typing in a new city, or placing a pin on a map

Task 2

Strengths:

- The navigational element of the admirers and mutual sparks tabs allows for easy movement between screens and guides users towards what they can do in this task.
- Each profile page layout stays consistent with the user's own page, so they know how to read and navigate it.
- The modal confirmation box allows users to realize where they have placed this profile, so as to not be confused or forget later on.
- The scrolling features are easy to use and showcase the entirety of the screen's contents.
- There is a back button present for users to return to the previous screen they were on when they are viewing a profile.

Needs Improvement:

- There is not full interactivity on the pages. For instance, you cannot click on every single profile that appears on the page.

- The visual layout of suggested profiles could be improved. It is not laid out clear enough why they are suggested to match.
- The scrollability of the profile images could use more indication to the user that they can scroll through them.

Task 3

Strengths:

- The design is minimalist and only shows information that is needed to the user upon first glance
- The design updates as new chats are sent to reflect the times that the conversations were had
- The video feature gives the prototype a realistic feeling
- The “Take Video” and “Choose Existing” options are close to a user’s mental model of video/attachments in applications they are used to using daily
- The color red for Record and green for Send are good indicators to the user of the different options presented and can match their mental model of Record and Send in the real world
- Colors used stay consistent with the theme of the application

Needs Improvement:

- Not all parts are interactive, only 2 chats have a full workflow. It would be nice to have each chat have messages inside for the user to explore
- The incoming video message is not able to be viewed, it would be a nice added feature to view the incoming video message and then respond
- Another feature to be added could be sending audio or photos on top of the text and video messages

Task 4

Strengths:

- The editorial content used is both entertaining and realistic, closely mirroring what users can expect in the final application, enhancing user engagement. .
- Visual design is not only consistent within the task, but also harmonizes with the other tasks in the prototype, This ensures a unified user experience.
- Effective use of relevant icons and signifiers bolsters the clarity of titles and sections, aiding in user navigation.
- Users consistently have multiple ways to exist via a back arrow and a bottom navigation. There are multiple exit options throughout the task, including a back arrow and bottom navigation. This provides users with intuitive and flexible navigation choices.

Needs Improvement:

- Scrollable pages may need a better indicator of scrolling availability. The scrollable page could benefit from a clearer indicator that suggests the scrolling option (such as a scroll bar). This would enhance user interaction.
- Quizzes and games might be more immersive and detailed, such as including features for sharing results with matches right on the results page. This would foster further interaction between users.
- The completed activities or archive section offers significant room for expansion, such as incorporating usable sharing capabilities (the icon is already there for it), filters, sorting options, and additional functionalities to further enrich the user experience.