

# Micro-Profiles Redesign

## User Story:

As a traveler, I want to easily and quickly find the most compatible micro-profiles within host search results, so that I am more likely to send couch requests to compatible hosts.

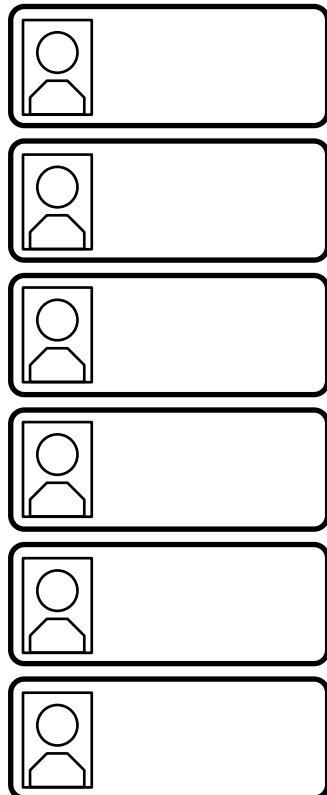
## UX Goal:

Travelers must be able to vertically scan the list of micro-profiles and ignore incompatible options. Information must be grouped into vectors of compatibility.

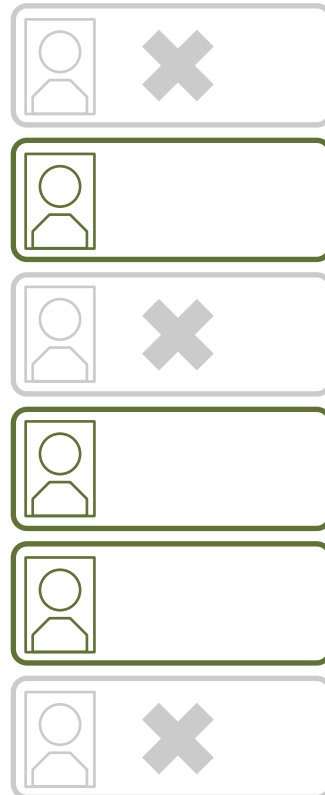
## Quantitative Goal:

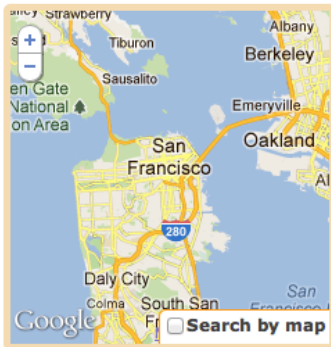
Increased number of accepted couch requests (ACRs) due to requests being sent to more compatible members.

**So many choices!  
Who should I  
read more about?**



**I want help to  
quickly eliminate  
some options**





#### I'm looking for...

- ☐ Hosts with an available couch
- ☐ Surfers looking for a couch **NEW**
- ☐ Nearby travelers
- ☒ Locals

#### Profile

#### Friends

#### Community

#### Keyword

#### Last Minute Couch

#### Admin

#### Members in this area



### Justin Barker

Lives In: San Francisco, California, United States  
Last In: San Francisco, California, United States - 24 hours ago

Friends **132** References **89** Photos **42** Reply Rate **100%**

#### About

I am an easy going vegetarian and documentary producer in San Francisco currently travelling around the world directing a series of videos for CouchSurfing! I love hanging out ... [\(more\)](#)

#### Basics

Male, 29, Documentary Production

#### Mission

Be thoughtful and share the love!

#### Languages

English<sup>exp</sup>, Spanish (Costa Rica)<sup>beg</sup>

#### Friends in common



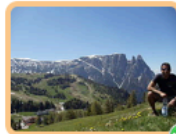
Jay Walsh



Princess Flori



Nico Casias



### SAMEERD

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Mitchell Aldelbaum



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Shella Satin



Karen\_KDT42



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#### About

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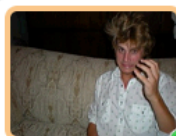
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Italian<sup>exp</sup>, English (United States)<sup>exp</sup>, French<sup>beg</sup>, Thai<sup>beg</sup>, Spanish (Mexico)<sup>beg</sup>, ... [\(more\)](#)

current  
micro-  
profile  
design

# **Research on Vectors of Compatibility:**

In order of importance to travelers:

- 1. Availability** – How likely is the host to respond?
  - This is what matters most to travelers, even though they may not know it
  - This is measurable & objective information
  - Current micro-profiles don't reveal this info.
  
- 2. Identity** – Appearance (Photo), gender, age
  - Interviewed travelers say this is the #1 most important vector
  - This is subjective information
  - Members use this to make a quick gut choices
  
- 3. Reputation** – Does this host seem safe enough?
  - Each travelers has a different threshold for what the consider "safe enough"
  - This is both objective & subjective information
  - But, travelers make a quick pass or fail evaluation
  
- 4. Personality** – What do I have in common with this host?
  - Though least important, it's still a very important vector for travelers' decision making
  - Entirely subjective information
  - Requires time to read, study, and evaluate

## **UX Goals in Detail:**

### **1. Availability**

- The default sort of search results should be more accurately based on availability, and the sort label should explain that sort is based on availability
- This info should be easy to find & scan through

### **2. Identity**

- Add multiple photos to micro-profile
- Make all photos larger
- Age & gender should be easy to find & scan through

### **3. Reputation**

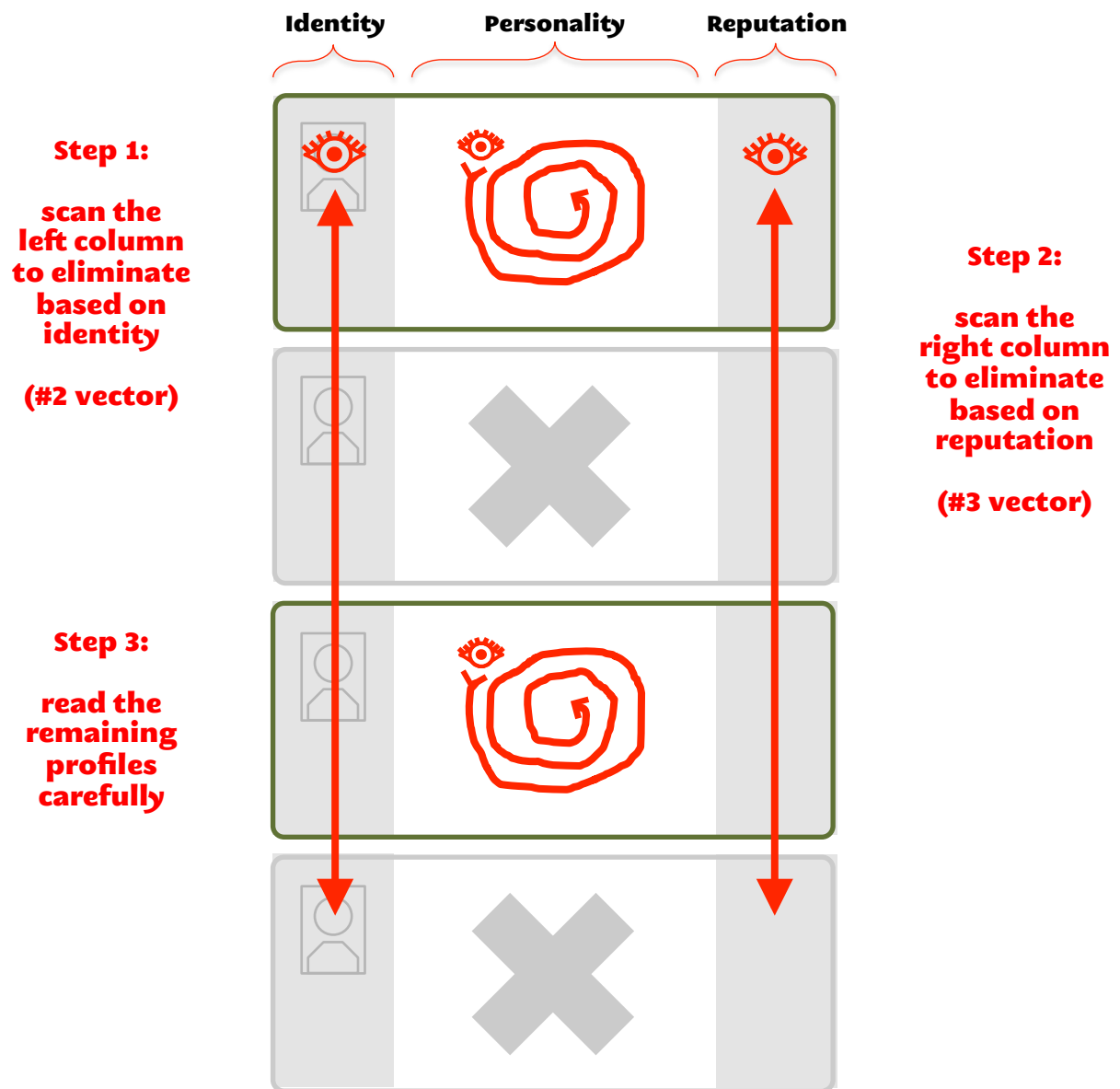
- Separate objective & subjective info. Simplify.
- Allow surfers to mentally calculate & compare
- This info should be easy to find & scan through

### **4. Personality**

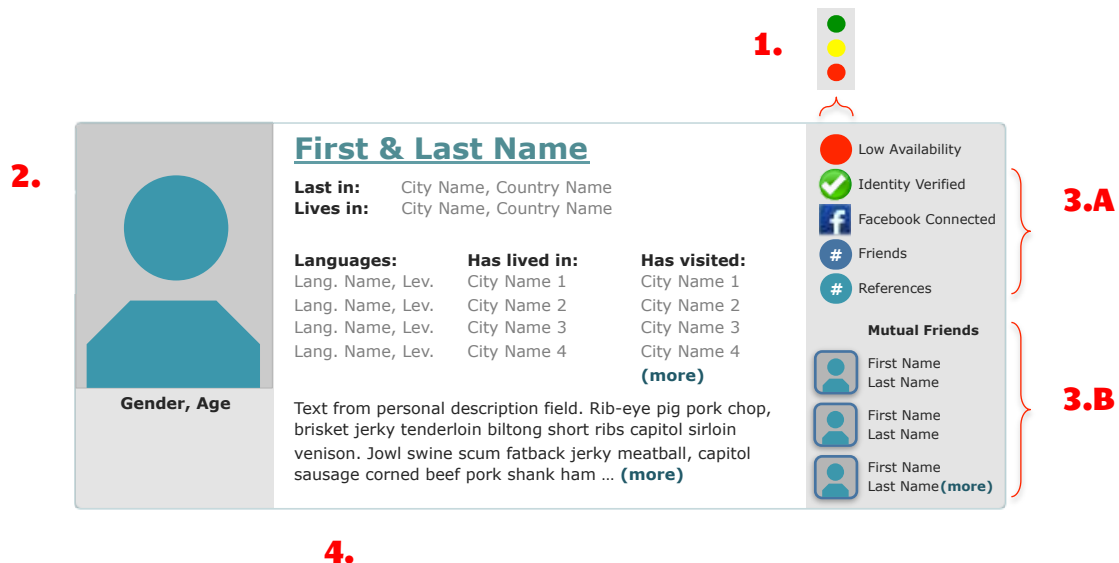
- Reduce text to the most relevant personality info
- Add shared travel & living experiences – these are an easy measure of compatibility for members

# Best UX for Scanning & Selecting

Eye movement visualized



# New micro-profile Design



## 1. Availability

- Now indicated with icon (high, medium, or low)
- Tool-tip explains how availability is calculated

## 2. Identity

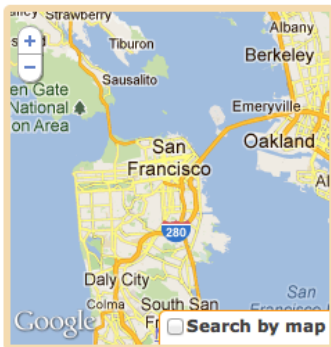
- Gender & Age under photo
- Hovering over photo reveals additional photos

## 3. Reputation

- A. Objective info
  - If verified and FB connected, icons are shown
  - Friends & references count inside of bubble
- B. Subjective info
  - Section appears only mutual friends exist

## 4. Personality

- Simplified to just languages, travels, and description



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#### Admin

redesign  
mockup

#### Members in this area



Female, 66

### Darrel Tiger

**Last in:** Istanbul, Turkey  
**Lives in:** San Francisco, United States

**Languages:** English Exp.  
**Has lived in:** San Francisco  
**Has visited:**

I've spent the last 11 years in San Francisco. I moved out here on a whim and it was love at first sight. I am quiet but curious, always observing what is happening around me. ... [\(more\)](#)

Medium Availability  
1 Friends  
0 References



Male, 22

### KENICHI.NISHI

**Last in:** San Francisco, United States  
**Lives in:** San Francisco, United States

**Languages:** English Int. Japanese Exp. French Beg.  
**Has lived in:** San Francisco  
**Has visited:**

High Availability  
Facebook Connected  
0 Friends  
0 References



Male, 29

### Jason Barry

**Last in:** San Francisco, United States  
**Lives in:** San Francisco, United States

**Languages:** Brazilian Exp. Language Barrier?  
**Has lived in:** San Francisco Sao Paulo  
**Has visited:** Canada Bombay Tokyo Mexico City [\(more\)](#)

Simpático, hospitaleiro e inteligente!

Low Availability  
Identity Verified  
1 Friends  
0 References



Several, 23

### The Johnson Family

**Last in:** San Francisco, United States  
**Lives in:** San Francisco, United States

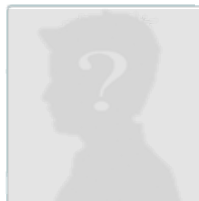
**Languages:** English Exp.  
**Has lived in:** San Francisco Melbourne  
**Has visited:** Bangkok Istanbul

A happy person, an engineer during day, a salsa dancer at night. I love traveling and exploring the world, understand it better, it's people. That's why before going somewhere ... [\(more\)](#)

Low Availability  
Identity Verified  
Facebook Connected  
9+ Friends  
9+ References

#### Mutual Friends

Jane Smith  
Jeremiah Love Hewitt  
Kim Kennedy [\(more\)](#)



Male, 25

### Felix Brooks-church

**Last in:** Berkeley, United States  
**Lives in:** San Francisco, United States

**Languages:** English Exp.  
**Has lived in:** San Francisco  
**Has visited:**

I'm the information age's equivalent of a wandering minstrel; I travel wherever I'm needed and wanted, offering my skills as an activist, a scholar, and a public speaker to the world for free. ... [\(more\)](#)

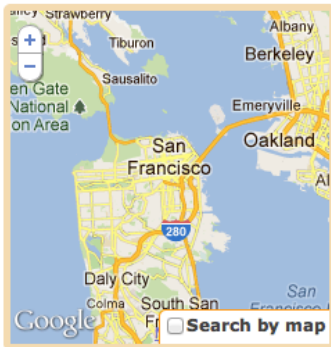
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Michael Bolton

Show More Results





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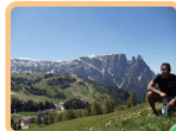
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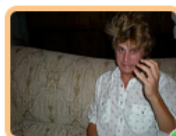
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