

INTRODUCTION

Amori

A Premium Dating Experience

Amori is a design exploration of a dating app that combines emotion, accessibility, and usability through visual consistency and guided interaction.

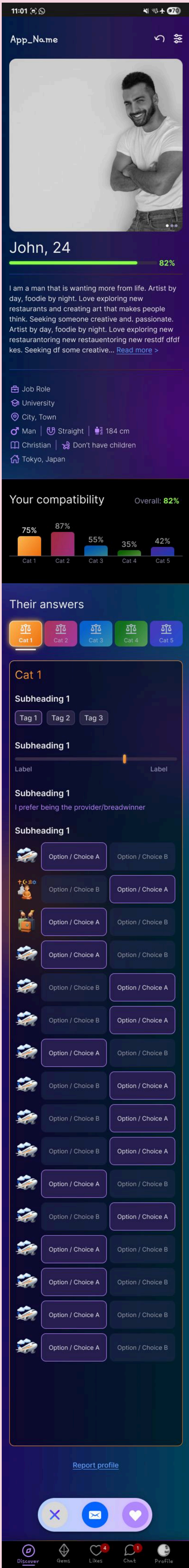
This project demonstrates the redesign process — identifying issues in old screens and improving hierarchy, clarity, and emotional tone using the Frame-1 gradient palette.

Focus Areas:

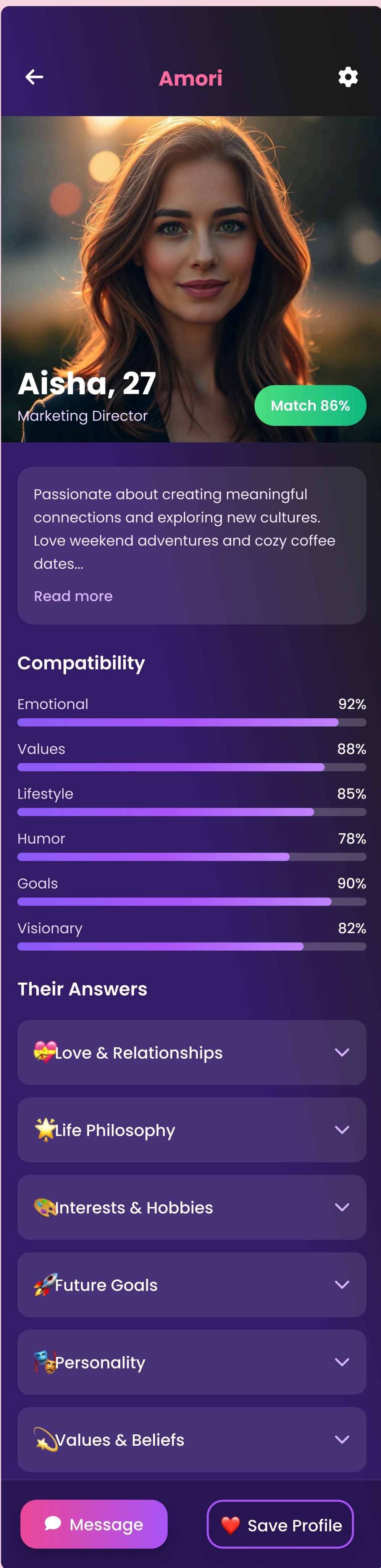
- Visual design & balance
- Emotional color psychology
- UX clarity & interaction flow

SCREEN-1

OLD HOME SCREEN



REVISED HOME SCREEN-1



Old Screen – Issues:

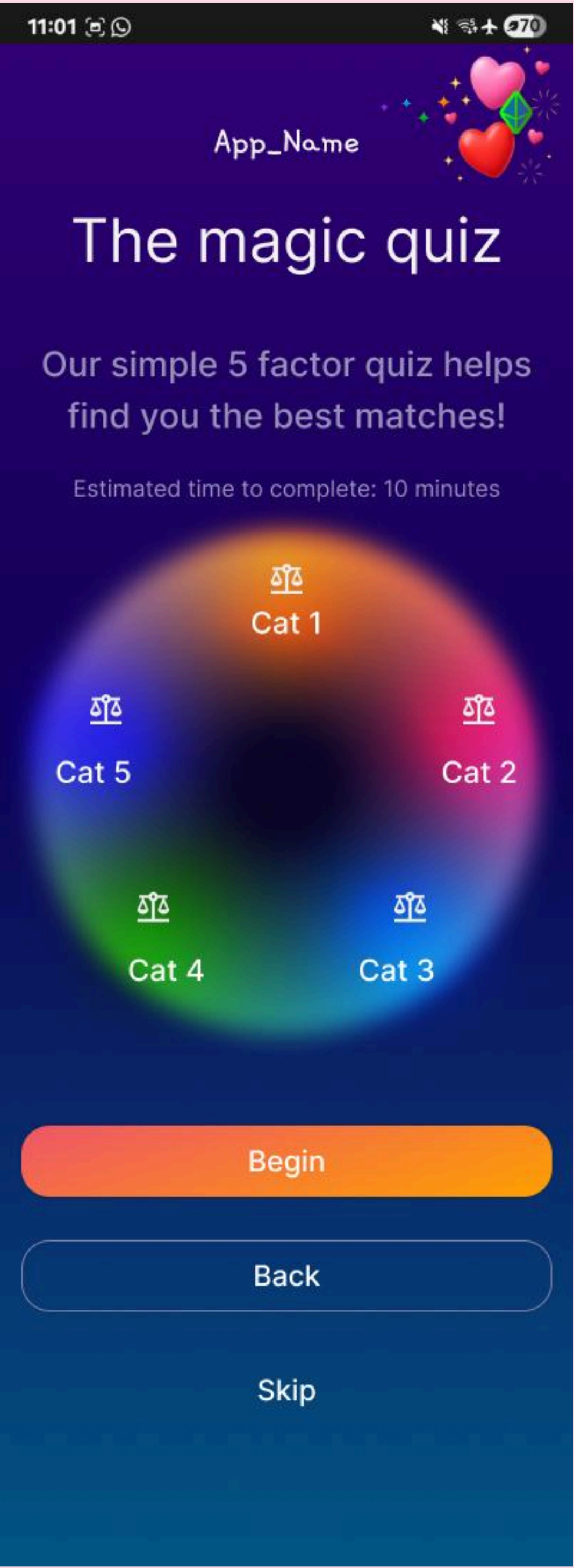
- Overcrowded layout with limited hierarchy between photo, bio, and compatibility bars.
- CTA buttons lacked visual balance; too similar in color weight.
- Gradient background inconsistent across pages.
- Personality data felt static — less emotional engagement.

New Screen – Improvements:

- Hero image and match percentage clearly emphasized.
- Six compatibility bars redesigned with gradient progress and icons.
- Dual CTA (💬 Message / ❤️ Save Profile) now has clear hierarchy.
- Unified violet-to-plum gradient creates brand consistency.
- Overall layout feels calm, premium, and emotionally inviting.

SCREEN-2

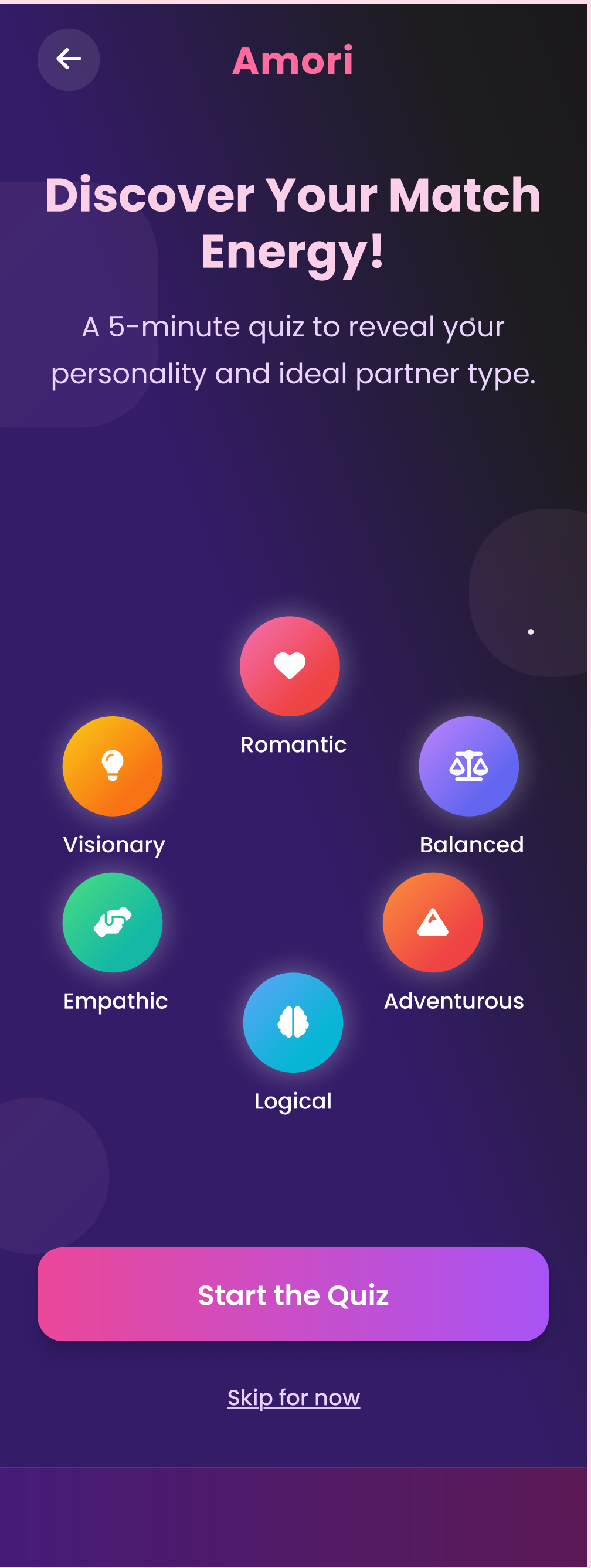
OLD QUIZ SCREEN



Old Screen – Issues:

- Category icons overlapped, causing tap-area confusion.
- Text hierarchy inconsistent; headline lacked visual focus.
- Buttons had weak contrast on gradient background.

REVISED QUIZ SCREEN-1

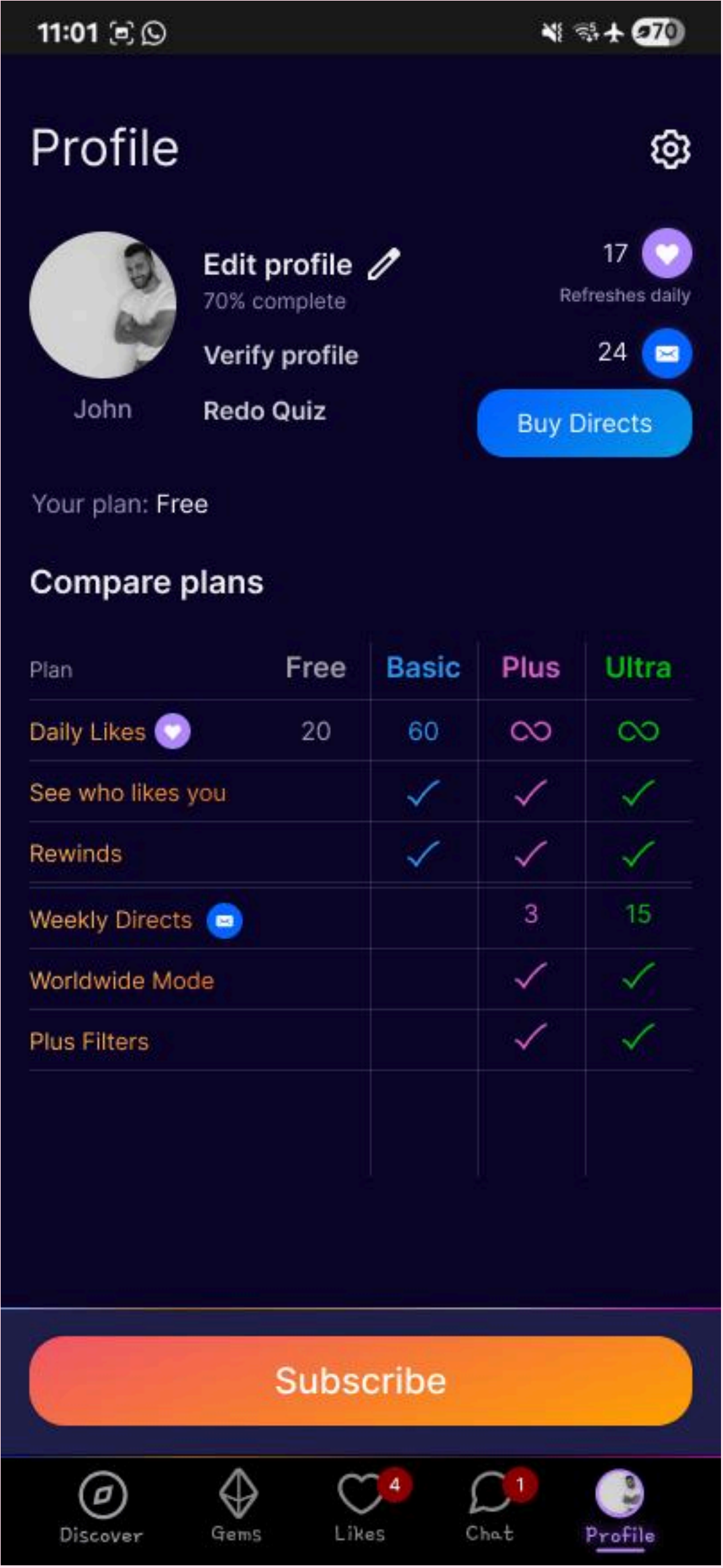


New Screen – Improvements:

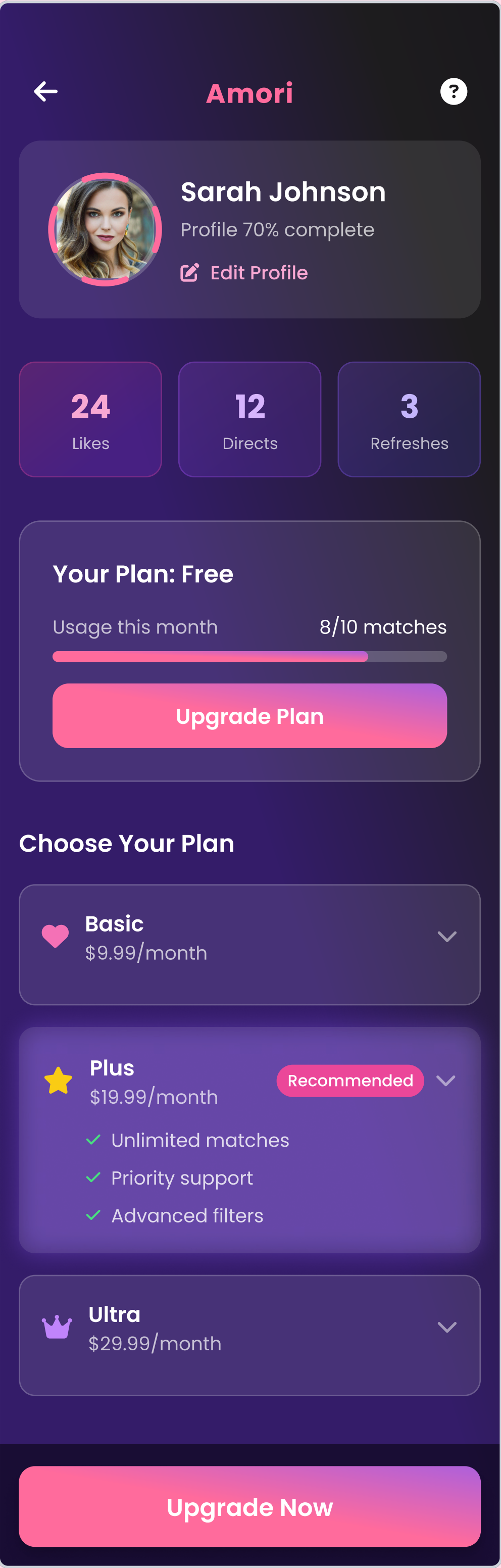
- Six personality icons (Romantic, Balanced, Adventurous, Logical, Empathic, Visionary) spaced evenly — no overlaps.
- Clear visual flow: headline → subtext → icons → CTA.
- Vibrant Frame-1 gradient adds depth and energy.
- Buttons redesigned for contrast and accessibility.
- Result: Engaging and intuitive entry point for the quiz experience.

SCREEN-3

OLD SETTING AND SUBSCRIPTION SCREEN



REVISED SETTINGS AND SUBSCRIPTION SCREENSCREEN-1



Old Screen – Issues / Highlights

- The old version displayed statistics (Likes, Directs, Refreshes) in small, plain text — not visually distinct.
- It lacked a sense of progress or motivation; users had no cue that their profile was incomplete.
- Buttons were flat and lacked hierarchy; both actions appeared equally important.
- Overall layout felt functional but not emotionally engaging.

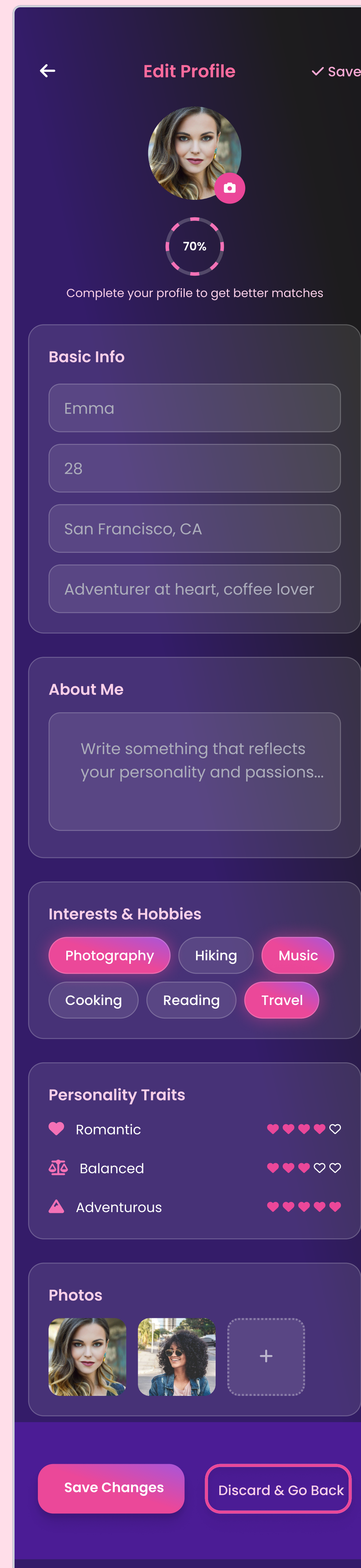
New Screen – Improvements

- Introduced a 70 % profile-completion ring to visually motivate users to finish their profile.
- Added soft neon iconography and glow effects for quick stats, making the interface feel more dynamic.
- Introduced better spacing and card separation for About Me and Interests sections.
- Redesigned CTAs with Frame-1 gradient for “Edit Profile” and outlined style for “View Compatibility.”
- The result is a balanced, modern, and emotionally alive profile screen that encourages continued interaction.

SCREEN-4

REVISED PROFILE EDIT SCREEN-1

SCREEN-3



Design Rationale

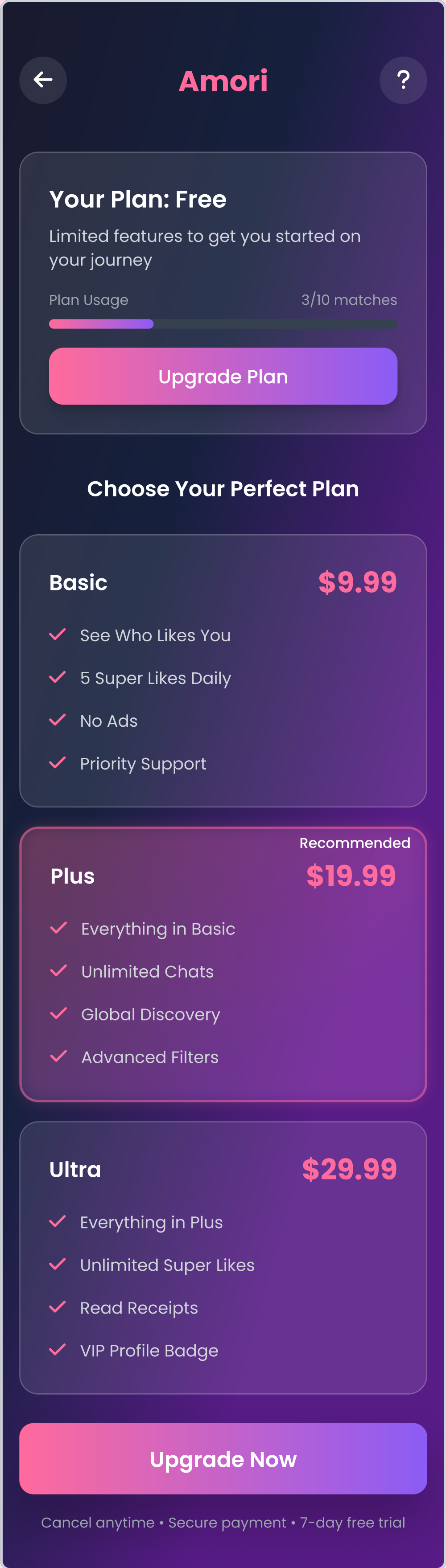
- Earlier, profile editing and subscription information were merged on a single page, creating cognitive overload and making it unclear which section related to personal info versus payment.
- The new Profile Edit screen has been designed as an independent page focused solely on personal expression — where the user can update their bio, interests, and photos in a calm, private space.

Why Designed Separately

- Separating editing from monetization improves mental clarity and task focus — users edit without distractions or upsell prompts.
- Keeps navigation simple: Profile Edit deals only with identity, interests, and traits.
- Structured card layout (Basic Info, About Me, Interests, Personality Traits, Photos) enhances scannability.
- Primary CTA “Save Changes” (Frame-1 gradient) and secondary “Discard & Go Back” (outlined) introduce clear action hierarchy.
- The overall feel is personal, organized, and emotionally reassuring, reinforcing Amori’s mission of self-expression with simplicity.

SCREEN-5

REVISED SUBSCRIPTION SCREENSCREEN-1



Design Rationale

- Previously, upgrade and profile settings were blended, causing confusion between editing information and upgrading the plan.
- The new Subscription screen is now a dedicated upgrade hub, built to communicate value, transparency, and trust.

Why Designed Separately

- Subscription decisions involve financial commitment — they need focus, clarity, and confidence.
- A standalone screen eliminates noise and presents information in a calm, professional layout.
- Plan tiers (Free, Basic, Plus, Ultra) are displayed in clean accordion cards, allowing easy comparison.
- Each plan lists 3–4 benefits with one strong CTA: “Upgrade Now.”
- Deep Frame-1 gradient background reinforces a premium, aspirational tone aligned with dating-app market standards.
- Designed to make the upgrade flow transparent, goal-oriented, and visually consistent with Amori’s brand identity.

THANK YOU