

# Health & Love

Research Findings

# Choose your favorite ☺



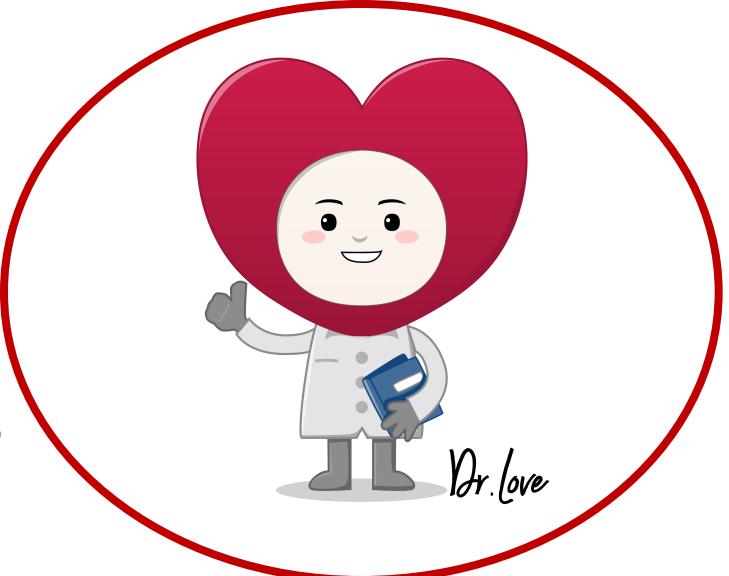
# Health & Love logo findings



- English & Khmer preferred
- Students liked this logo's simplicity
- They noted that they could see this logo on a t-shirt
- Two students suggested placing more visual importance (size, color) of the Khmer

# Who would you feel most comfortable asking for love advice?

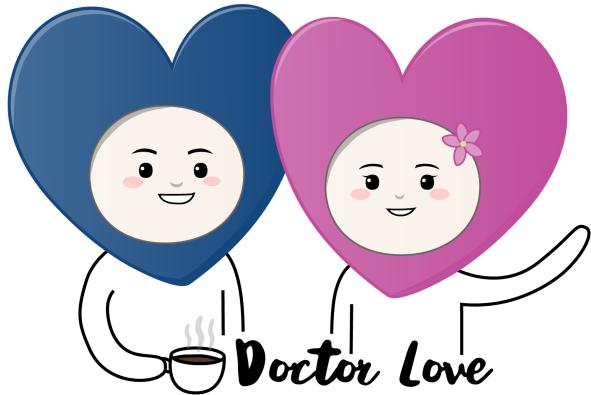
1.



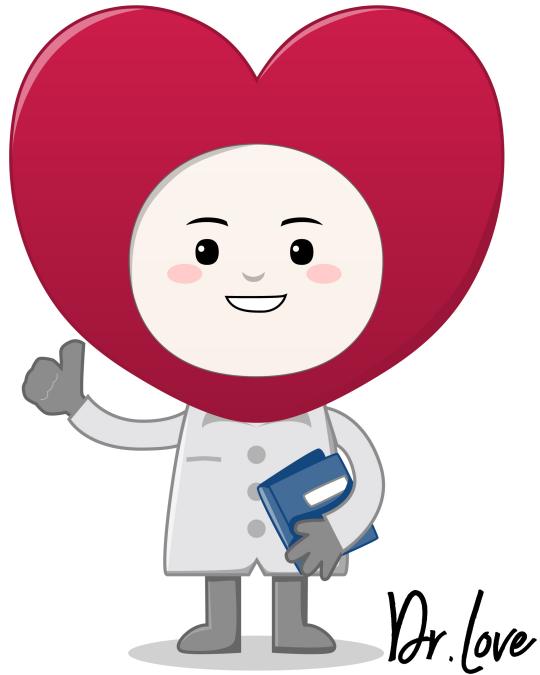
2.



3.

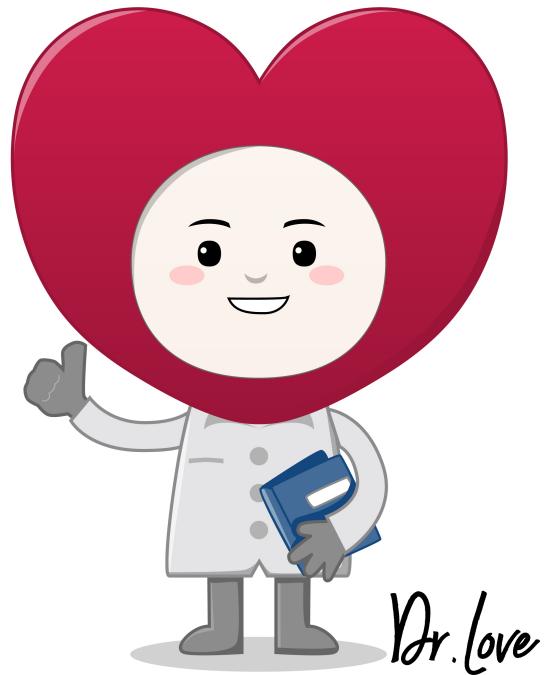
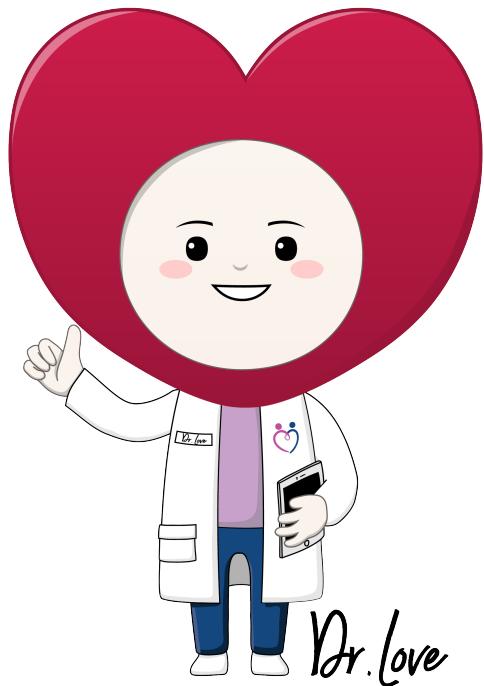


# Dr. Love findings



- Professional and trustworthy look preferred
- One student mentioned that the gender of the character does not matter as long as it is clear that the gender of the person answering the question is clear
- Some female students suggested having a female doctor because she would be more likely to keep this a secret
- Students tend to go to their mothers for relationship advice

# A more gender ambiguous Dr. Love...

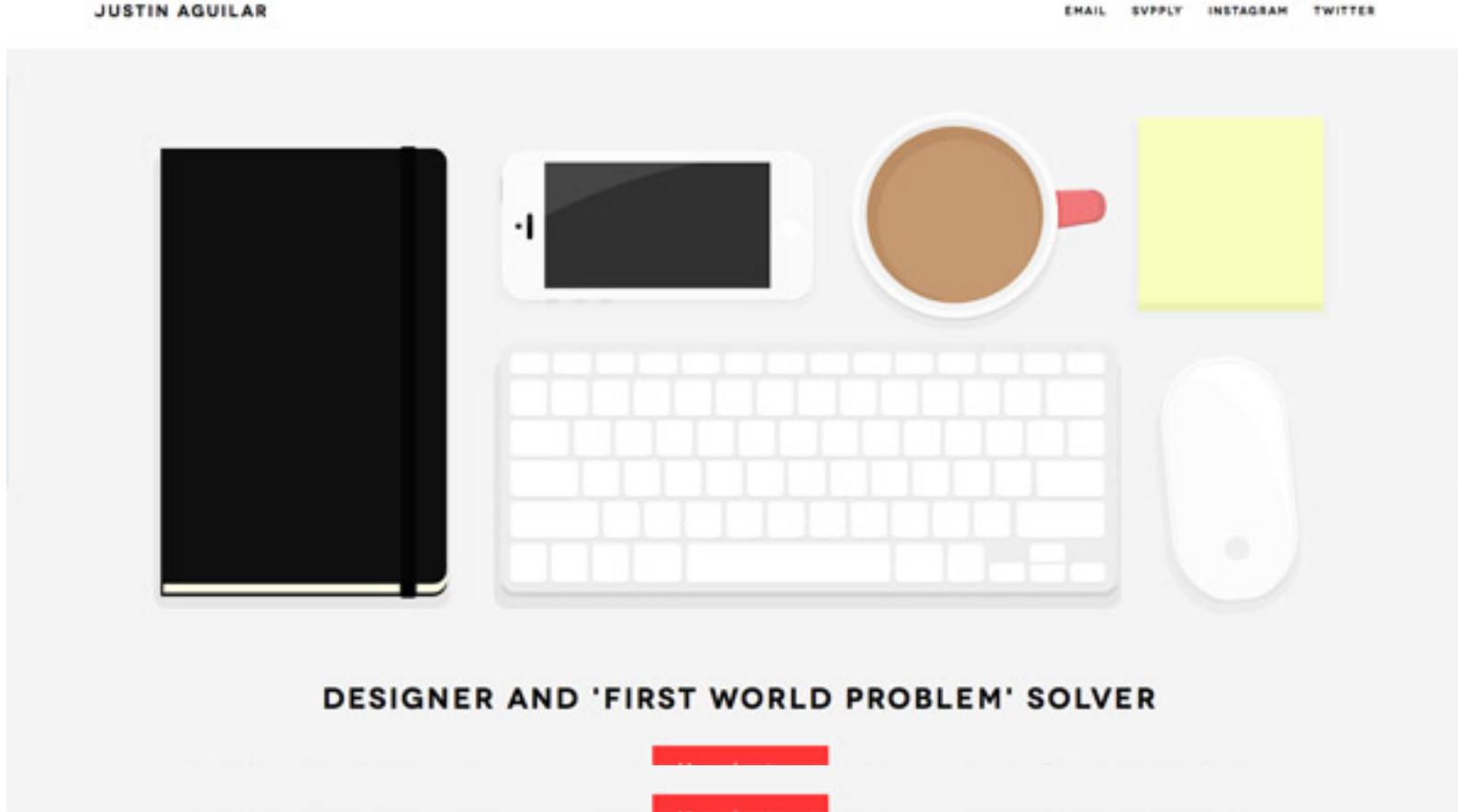


# One point of discussion...

- Professional doctor look = Professional advice?
- False advertisement?

# Which website style looks best?

1.



# Which website style looks best?

2.



# Which website style looks best?

3.

The screenshot displays a website with a clean, modern design. At the top, there is a search bar with the placeholder "검색어를 입력해주세요" (Please enter your search term). To the right of the search bar is the site's logo, "연애의과학". Below the logo are social media sharing icons for Facebook, Twitter, and Google+. A horizontal navigation menu below the logo includes links for "랭킹" (Ranking), "만남" (Meeting), "썸" (Flirting), "연애" (Love), "섹스" (Sex), "이별" (Breakup), and "결혼" (Marriage). The main content area features a large banner with a dark background showing a couple's legs. The text "발이 크면 남자의 '거기'도 크다?" (If your feet are big, men's 'there' is also big) is overlaid on the banner. Below the banner is a "더보기" (View more) button. To the right of the banner is a mobile phone displaying the website's mobile version, which includes download links for Google Play and the App Store. The bottom section of the page contains two smaller articles: one about financial issues in marriage and another about flirting. On the right side, there is a sidebar titled "인기 글 랭킹" (Popular Article Ranking) with two entries: "남자는 관심있는 사람에게 카톡 할 때 '이것'을 쓴다" (When talking to someone you like, men use 'this') and "결혼하고 싶은 사람이 생겼을 때 읽어야 할 글" (Articles to read when you want to get married).

검색어를 입력해주세요

연애의과학

f t G+

랭킹 만남 썸 연애 섹스 이별 결혼

발이 크면 남자의 '거기'도 크다?

더보기

모든 연애의 답

연애의과학

GET IT ON Google Play

Download on the App Store

인기 글 랭킹

1 남자는 관심있는 사람에게 카톡 할 때 '이것'을 쓴다

2 결혼하고 싶은 사람이 생겼을 때 읽어야 할 글

#연애의 과학 고민 상담소

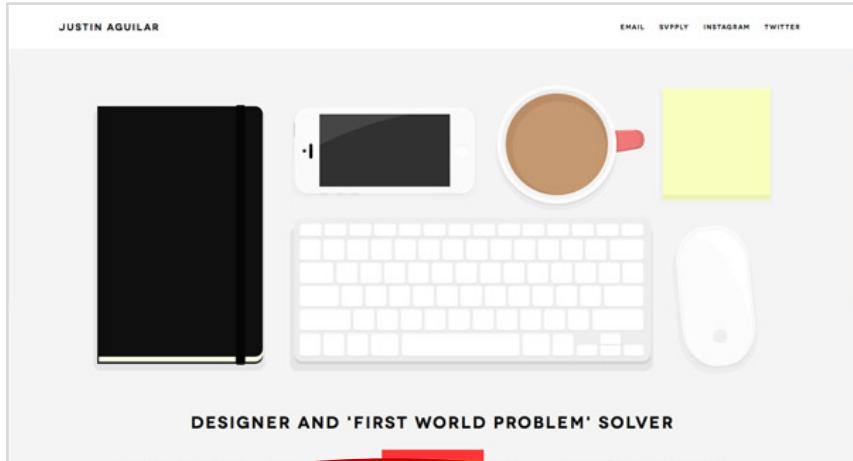
[상담]가난한 남자와 결혼하면 무조건 불행할까요?

#망하지 않는 썸을 위해

좋아하는 사람에게 고백하려면 '이때'를 노려라!

# Which website style looks best?

1.



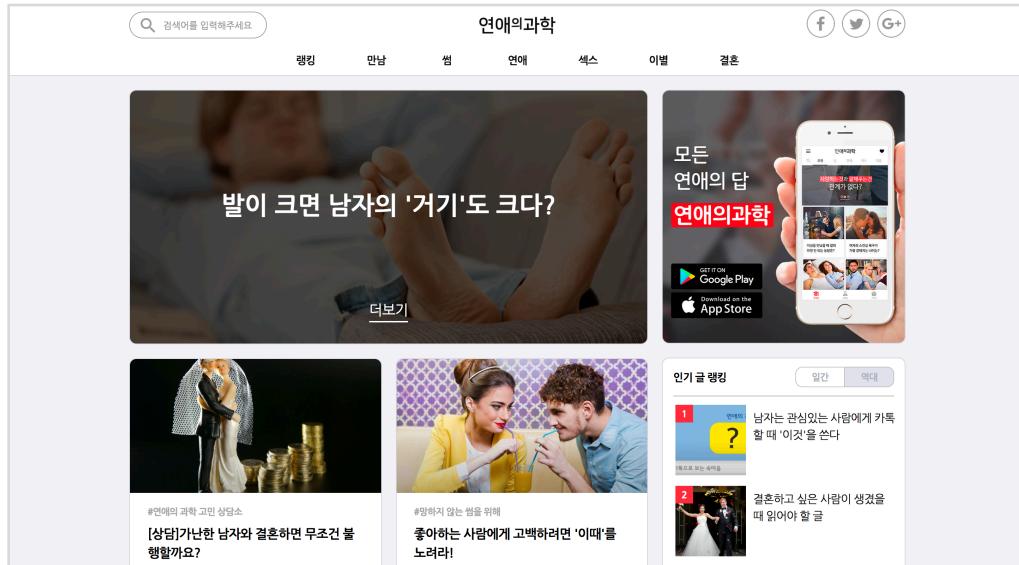
2.



3.



# Web Design Findings



- Emphasis on the content
- Content draws you in
- Professional, simple look preferred
- Picture based