



# Flock

Social Discovery through Groups



## A UX Case Study

### About the project

Flock is an online dating mobile app designed for college students that utilizes group-based anonymous communication to revolutionize social discovery in online dating.

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Made with passion by students at the  
New Jersey Institute of Technology

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# Team Responsibilities

## Team Roles and Assignments

### Miraj Patel

**Persona in Charge of:** Austin Colish

**Contributed Pages:** Problem and Vision Statement, Stakeholders, Claims Analysis, Austin Colish Persona, Austin Colish Pre-Intervention Scenerio, Austin Colish Post-Intervention Scenerio, Card Sorting, Key Path Scenerio, and Axure Prototype

**Additional Notes:** Compiled and designed final report.

### Derrick Banting

**Persona in Charge of:** Alice Knight

**Contributed Pages:** Problem and Vision Statement, Stakeholders, Claims Analysis, Alice Knight Persona, Alice Knight Pre-Intervention Scenerio, Alice Knight Post-Intervention Scenerio, Card Sorting, Key Path Scenerio

**Additional Notes:** Revised documents for grammar and spelling mistakes.

### Totaram Ramrattan

**Persona in Charge of:** Jason Payne

**Contributed Pages:** Problem and Vision Statement, Stakeholders, Rationale for Users Choice, Claims Analysis, Jason Payne Persona, Jason Payne Pre-Intervention Scenerio, Jason Payne Post-Intervention Scenerio, Card Sorting, Key Path Scenerio

**Additional Notes:** Revised documents for grammar and spelling mistakes.

### Muhammad Butt

**Persona in Charge of:** Christina Marie

**Contributed Pages:** Problem and Vision Statement, Stakeholders, Rationale for Users Choice, Claims Analysis, Christina Marie Persona, Christina Marie Pre-Intervention Scenerio, Christina Marie Post-Intervention Scenerio, Card Sorting, Key Path Scenerio

**Additional Notes:** Compiled and put together the supplementary report.

### Frantzdy Romain

**Persona in Charge of:** Bobby Kramer

**Contributed Pages:** Problem and Vision Statement, Stakeholders, Claims Analysis, Bobby Kramer Persona, Bobby Kramer Pre-Intervention Scenerio, Bobby Kramer Post-Intervention Scenerio, Card Sorting, Key Path Scenerio

**Additional Notes:** Set up Google Drive workspace for collaboration.

# Problem and Vision Statement

## Identifying the Problem

### Problem Statement

Primary frustrations in online dating stem from perceived limitations in existing online dating communication methods to form meaningful impressions. Currently these existing communication methods don't allow for how fast and how much information users can convey about themselves as well as gather from others with the space that is provided to them. As a result, primary impressions are often dependent upon characteristics such as physical attractiveness from a profile picture or self-written summaries, allowing vulnerability for falsified or falsely assumed impressions.

### Vision Statement

**To make communication in online dating more effective for college students.**

# Stakeholders

## Primary

### Undergraduate

Freshmen  
Sophomores  
Juniors  
Seniors  
Super Seniors

### Graduates

Masters  
Doctorate

### Alumni

Recent Alumnus  
Older Alumnus

### Religious

Christian  
Catholic  
Jewish  
Muslim  
Hindusim  
Buddhism

### Non-Religious

Agnostic  
Atheist

### Types of Majors

Arts & Humanities  
Business  
Health & Medicine  
Multi/Interdisciplinary Studies  
Public and Social Services  
Science, Math, and Technology  
Social Sciences  
Trades and Personal Services

### Types of Colleges

Community College  
Public University  
Private University  
Technical Institute  
Small Sized  
Medium Sized  
Large Sized  
Higher Female Ratio  
Higher Male Ratio  
Balanced Ratio  
All Female School  
All Male School

### Relationship Status

Single  
Students with BF/GF  
Married  
Divorced  
Complicated  
Seperated  
Open Relationship

### Sexual Experience

Virgin  
Monogamous  
Promiscuous/Unprotected Sex  
Promiscuous/Protected Sex  
Rape Victim

### Sexual Orientation

Straight  
Lesbian  
Gay  
Bisexual  
Transgender  
Questionable

### Social Style

Introvert  
Extrovert  
Upper Class  
Middle Class  
Lower Class

### Student Background

Part Time Student  
Full Time Student  
Transfer Student  
International Student  
Foreign Exchange Student  
Online/Remote Student  
Adult Learners  
Commuter  
Resident

### Sexual Experience

Virgin  
Monogamous  
Promiscuous/Unprotected Sex  
Promiscuous/Protected Sex  
Rape Victim

### Other

Student with kids  
Student with STDs  
Student with Physical Disability  
Student with Mental Disability

# Stakeholders

## Secondary

### Parents

Mother  
Father  
Mother-In-Law  
Father-In-Law  
Legal Guardian

### Spouses

Boyfriend  
Girlfriend  
Husband  
Wife  
Marriage Affair  
Ex-Relationships  
Ex-Wife  
Ex-Husband

### Children

Son  
Grandson  
Son-In-Law  
Daughter  
Granddaughter  
Daughter-In-Law  
Niece  
Nephew  
Brother  
Sister  
Cousin  
Aunt  
Uncle

### Faculty and Staff

Professor  
College Dean  
Public Safety  
Health Services  
Registrar  
Bursar

### Other

Roommates  
Classmates  
Teammates  
Employer  
Co-Worker  
Friends  
City/Town Police

# Stakeholders

## Rationale of Our Target Users

### Extroverts

Users who are extroverted, outgoing and overtly expressive. The app should serve as a medium for them to share their thoughts, feelings, and ideas, as an extrovert are normally compelled to do naturally. They will be comfortable using the application to meet and converse with new people.

### Introverts

Users who are introverts would be one of our main targets. A introvert is someone who is shy and isn't too open with someone they don't know very well, therefore meeting new people and having the initial conversation at times is difficult for them. Using the dating app they would be able to communicate openly with someone without having to start the conversation face to face, this allows an introvert user to pace the conversation at their own liking. They don't have to worry about the unpleasant process of going to singles bars and worrying about how they look and how they are acting.

### LGBTQ

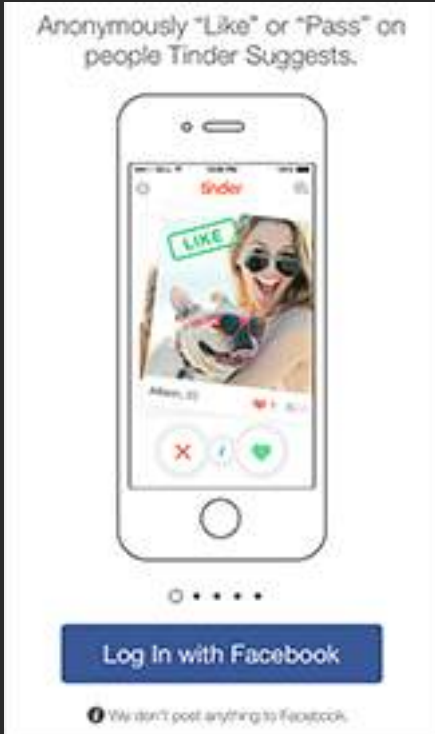
Users who are LGBTQ, or those who want to keep their sexuality a secret and aren't yet comfortable about revealing it openly are another typical user for our dating app. For some LGBTQ people who are in the closet finding someone like them is hard without having their identity revealed therefore many find it extremely difficult to find love. By using the dating app the users will be able to meet others like them and they would be able to keep their identity anonymous.

### Commuters

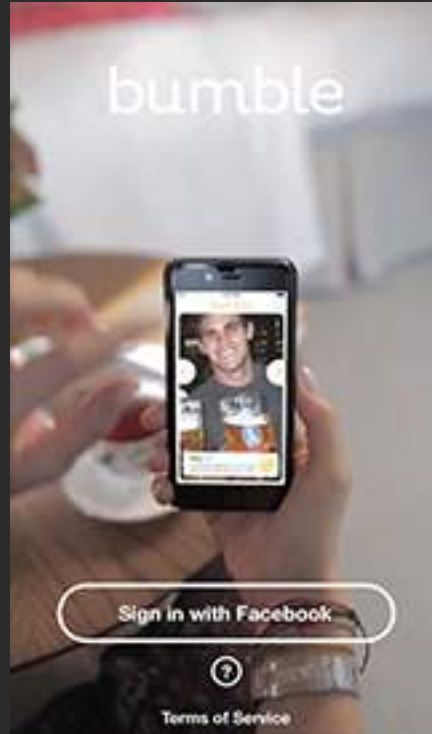
Users who live off campus. They will not consistently be on campus, and therefore the app will serve as an opportunity for them to stay connected to people while away from campus. It will also give them the opportunity to meet new people while mobile.



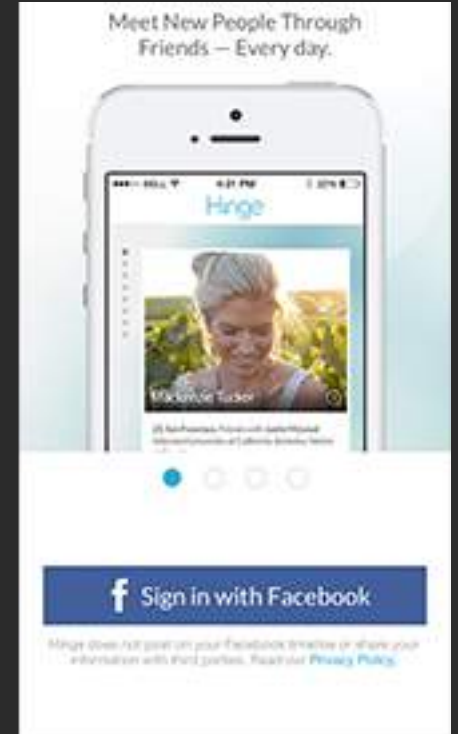
# Claims Analysis: Facebook Registration



Tinder



Bumble



Hinge

## Pros

- Gets rid of a long forms with quick, easy and effortless registration.
- Allows the application to fetch details about users such as name, hometown, photos, interests, occupation, mutual friends, etc..

## Cons

- Requires users to already have Facebook accounts in order to use the app.
- Ambiguity in what kind and how much information will be fetched and used about users from Facebook.



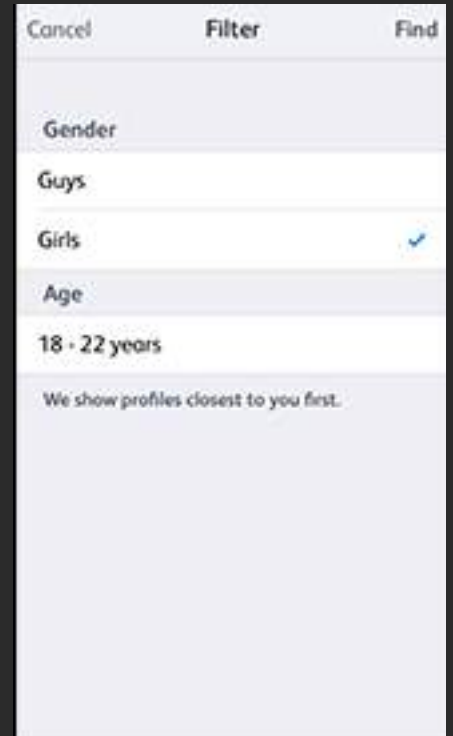
# Claims Analysis: Relative Location



Tinder



Bumble



Hot or Not

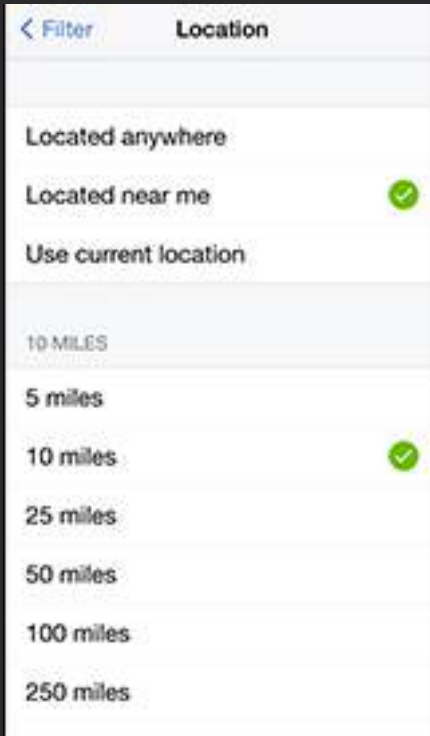
## Pros

- Displays results based on the user's current location at the time of using the app.
- Users are able to specify an approximate distance radius they prefer their matches be within.
- Users who travel to a new location, will be able to see matches nearby them in that location.

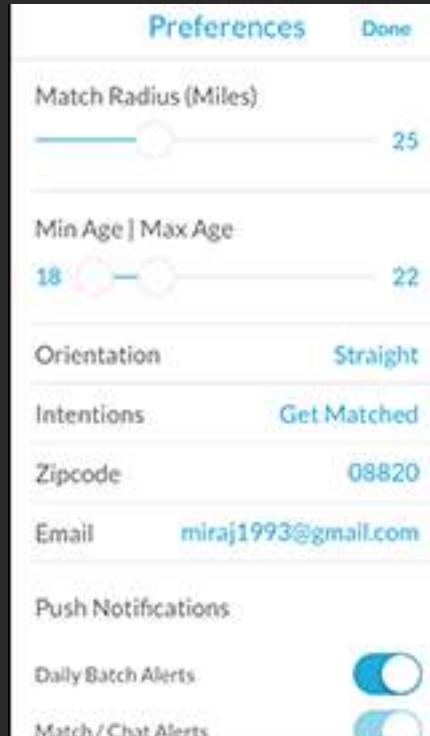
## Cons

- If a user is traveling, they are limited to not being able to discover people back home, but only those around their current location.
- The apps don't display a match's exact location, but only an approximate distance in miles they are away from them.
- Privacy concern because users could get tracked since it displays user's current location.
- Some apps, like Bumble and Hot or Not, don't allow users to set a max distance, assuming users only want to discovery people closest to them first.

# Claims Analysis: Absolute Location



OkCupid



Hinge



MeetMe

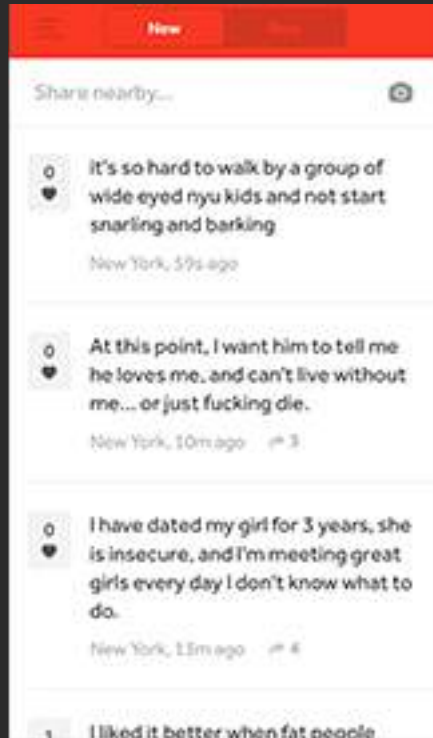
## Pros

- Displays results based on the user's preferred location and radius proximity.
- Allows users who are travelling to still be able to discover people at any desired location.
- Keeps the current location of users private.
- Allows users to set a maximum radius to help discover matches with the proximity of their choosing.

## Cons

- If a user is traveling, they have to go back and change their preferences to their current location if they desire to find users nearby.
- Apps, like Hinge and MeetMe, don't allow users to sort their matches prioritizing the closest distance first.

# Claims Analysis: Anonymous Communication



Secret



YikYak

## Pros

- The identity of users are kept completely private and left to users to disclose any information they chose.
- Users tend to be less restrained and more expressive with their comments.
- Interesting or controversial posts lead to conversations or discussions

## Cons

- Information overload due to the lack of structure and classification of posts.
- Type of posts vary, which cause irrelevancy.
- Censorship and moderation is left to the discretion of users
- There is no method of discovering or messaging a specific person since everything posted becomes public information.

# Persona: Austin Colish



“ It’s hard to be myself when society won’t accept me for who I really am. ”

## Background

Male, 20 Years Old  
Undergrad at NJIT  
Third-Year Sophomore  
Majors in Mechanical Engineering  
Lives at Fraternity Housing

## Main Points

Closeted Bi-Sexual  
“Frat Boy,” very social  
Most of his friends are girls  
Enjoys parties and drinking  
Tries to impress his peers

## Goals

Keep his sexual orientation private, while finding a guy to be with.

## Frustrations

Being scared of how others will perceive him if they found out who is really is

## Brief Summary

Austin is 20 years old and in his third year as an undergraduate student, but a sophomore by credits. He currently majors in Human-Computer Interaction at New Jersey Institute of Technology. Prior to majoring in Human-Computer Interaction, Austin started out as a Chemical Engineering major during his first year. He realized that it was too difficult for him which eventually led to him becoming a Mechanical Engineering major. Which, still wasn't a smart move. He currently resides off-campus at his Theta Chi fraternity house along with his brothers. Austin hates school, but continues to attend in hopes to receive his degree so that some day he could get a real job. He is just all around confused.

Austin had a very hard time expressing himself and fitting in with his peers before attending NJIT. He feels more comfortable being around and making friends with girls, more than guys. So, to make more guy friends and as a way to fit in, he decided to rush fraternities on campus, finally deciding to pledge Theta Chi. Being bi-sexual made it even harder for Austin to express himself, especially since this made him more paranoid that his friends won't accept him because of his sexual orientation. The gay sex jokes and innuendos made it every tougher for Austin to be himself, and, as a result, Austin keeps it a secret.

Though Austin isn't very good at sports, he's considered a champion when it comes to Beer Pong and Flip Cup. He enjoys partying and acting ratchet and wild. Austin has had sexual relations with women in the past, but never had a chance to share that experience with another man. He really wants to be able to find a relationship with another guy, because he feels it could lead to a genuine close relationship. Austin believes that being with another man will finally enable him to be more transparent as an individual as it can allow him to express himself freely, rather than worrying about how others perceive him.

# Persona: Alice Knight



“ My friends pay as much attention to me as my parents do, and it hurts. ”

## Background

Female, 19 Years Old  
Undergrad at Monmouth University  
Sophomore  
Majors in Medical Lab Science  
Lives in On-Campus Housing

## Main Points

Straight  
Intelligent, very social  
Fits into many social groups  
Loves to try new things  
Personally reserved

## Goals

Discover someone that she can connect with at a personal level.

## Frustrations

Not having any “real friends” that she can feel comfortable to vent to.

## Brief Summary

Alice is 19 years old, in her sophomore year as a college undergraduate residing in Monmouth University majoring in Medical Laboratory Science. Although she's very good with math and her core sciences, attaining A's and high B's, she isn't settled with what she would like to do with her future. Her family comes from a long line of doctors and nurses, generation upon generation studying in the medical field. Even though she has been successful with her classes, she doesn't feel passionate about her major. She doesn't even know what her passion is, but she hopes to find it soon.

Alice works very well with numbers, memorization, and she likes to read ahead in her text books. She gets all of her homework done very quickly either working on it during class time or by herself in her dorm, as long as it's quiet. She manages her time well when it comes to studying, and going out with friends to hang out or party. She parties every single Friday and if she gets enough work done for the next week, she'll party on both Thursdays and Fridays with her friends, take the weekend to go to the beach or hang out in the city, or shop. She loves to shop for anything that makes her stand out.

She doesn't have a set group of friends or stuck to any particular clique. She loves to meet different people and to try new things. In her high school everyone had to know Alice. She loved to be the center of attention, and she would always dress nicely and look good just for the guys. However, Alice is also very personally reserved. She never talks to anyone about her issues and tries to find her own ways to resolve her problems. Part of it maybe because her parents never really gave her any attention, being that she was the middle child with 3 sisters and 2 brothers. Alice feels that no one wants to be around anyone who sounds depressed, so she masks her emotions. Although she is fairly social, her “friends” are just there to joke around, laugh, and have a good time with to share all the happy moments. Of course she loves that, but she has never felt so lonely and wants to find someone she trusts who will give her the attention she deserves, feels comfortable speaking with at a more personal level, hopefully leading to a long-term close relationship.



# Persona: Jason Payne



“ Pain doesn’t hurt when  
it’s all you’ve ever felt. ”

## Background

Male, 21 Years Old  
Undergrad at NJIT  
Junior  
Majors in Digital Design  
Lives in On-Campus Housing

## Main Points

Straight  
Depressed, Anti-Social  
Designs to express himself  
Emotionally sensitive  
Spends his time alone

## Goals

Move on from his past and find a healthy relationship to be in.

## Frustrations

Hates being alone and being secluded from his peers.

## Brief Summary

Jason “Pain,” as he refers to himself on Facebook, has self diagnosed himself with depression. He believes his depression is formed from feeling lost in this world. Feeling out of place, Jason is introverted; constantly indulged in his own thoughts and feelings, which are usually depressive. During his freshman year of High School, Jason became friends with someone that introduced him to the Emo counterculture . That same friend later became his girlfriend. He found that the Emo culture matched his own characteristics. . His girlfriend, Jane, and him spent lots of time together, providing each other with emotional support when possible. Other times, they lead to the stereotypical Emo behavior of inflicting pain upon themselves.

During his Junior year in high school Jane moved away with her parents to California; her parents wanted to get her way from the group that reinforced her unstable emotional states and behavior. Jason and Jane attempted to stay in touch, but Jane drifted away. Being emotionally devastated by the loss of Jane, Jason fell into a state of “deep depression.” She was the only thing that had made him feel a little less out of place in the world. Therefore, he found himself to spend most of his time isolated and alone, usually on the internet. In order to get away from the things that reminded him of Jane, Jason decided to attend college in New Jersey and major in Digital Design. He grew a deep interest in design, as it become a healthy way for him to express himself and be creative. With no distractions, other than his varying emotional state, Jason has done well so far in his academic career and has developed his abilities in Digital Design.

While in college, he has mostly kept to himself in his dorm room and has avoided most social activities; spending most of his time designing and sometimes just drowning in his own emotions. However, being exposed to the campus life, specifically seeing the couples around campus, has made Jason think about what it would be like to be in a relationship again. He realizes that his loneliness is causing his depression to worsen, and feels that thinking about his past is continuing to hold him down. Jason hopes to find a healthy relationship and see where that could take him.

# Persona: Christina Marie



“ Giving back to help others makes me a good human being and Christian. ”

## Background

Female, 22 Years Old  
Undergrad at Rutgers Newark  
Senior  
Majors in Social Work  
Lives at home in Wallington, NJ

## Main Points

Straight  
Very Religious  
Enjoys community service  
Wants to travel the world  
Graduating soon from college

## Goals

Find someone dedicated to the same faith and cause as her.

## Frustrations

Not being able to find enough time outside her school and service work.

## Brief Summary

Christina wants to be the next “Mother Teresa”. Her college life revolves around her doing volunteer work and meeting with religious groups on campus. She can often be found near charity events, such as rallies and fundraisers, where she spends most of her free time. She’s a senior majoring in social work and is 22 year old. Christina’s prides herself on being able to help those who are disadvantaged or those who are in search of God. Speaking of which, Christina is a strict Christian.

Christina can’t wait to complete her education, so she can satisfy her family’s demand and finally pursue her dreams. Christina has always been family orientated, her father was a pastor at the New Hope Baptist Church for many years before his retirement, and imparted in her religious family values. Her Sunday is spent going to Church and then spending the rest of the day with family. Coming from a conservative family, Christina’s parents strongly oppose pre-marital sex. Even at her age, her parents have a set curfew on her, they expect her to back home before 12. Despite her parent’s beliefs and being a dedicated Christian, Christina has a different perspective on pre-marital sex and feels that it can be appropriate if two couple trust each other enough.

She wants to work for a big organization, like Habitat for Humanity, and travel the world helping the poor and spreading God’s love. After traveling the world for a few years, she wants to settle down and have a family with someone who shares the same passions as her. Christina has never had a social life outside her volunteer work and church. Due to her busy schedule of shuffling between classes and volunteer work, she would like to meet someone who has the same interests as her. Her social crowd consists of people who are all either volunteer workers or those who she meets regularly in church/university religious meetings, all ranging from students to adults. She has dated in the past, but the relationship didn’t last because she felt uncomfortable with her boyfriend’s perspective on religion as it differed from hers. Christina hopes to one day find a long-term relationship with someone that is genuine and dedicated to the same faith and cause as her.



# Persona: Bobby Kramer



“ Eat. Sleep. Code. Repeat. ”

## Background

Male, 25 Years Old  
Graduate at Stevens Inst. of Tech.  
Masters in Information Systems  
Lives in Montclair, NJ  
Sr. Software Engineer at EZ Tech

## Main Points

Straight  
Gamer, Anti-Social  
Has no time on his hands  
Getting old and lonely  
Wants to settle down

## Goals

Settle down with someone who shares his passion for gaming

## Frustrations

Doesn't know where to find girls or how to interact and socialize with them

## Brief Summary

Bobby is 35 years old, lives in a small apartment by himself in Montclair, NJ, and works for a mid-sized company called EZ Tech. He's been working for EZ Tech as a Senior Software Engineer for 13 years, ever since he graduated from college. He feels as though he needs to finally climb the work ladder and land a management job, so he has decided to go back to school at Stevens Institute of Technology to pursue his Masters in Information Systems.

Since Bobby is extremely busy with work and school, he has no time to find a date. He has minimal experience in the dating world and lacks a social life. The only real thing that Bobby is comfortable around is a computer, where he spends most of his time making snarky comments on reddit and sometimes watching cat videos or fail videos on YouTube. When Bobby isn't working or on the internet, he spends his time playing video games on Xbox Live.

Bobby believes he has made valuable friendships on Xbox Live playing video games such as Call of Duty and Destiny. At one point, Bobby had an internet crush on a woman he played despite never seeing her. Unfortunately, she lived halfway across the country, an option Bobby felt uncomfortable with. He feels that his ideal partner should also have a passion for gaming, so that they could game together. At this point in his life, Bobby finally wants to settle down in his life and raise a family.

# Pre-Intervention Scenerio: Austin Colish



“ It’s hard to be myself when society won’t accept me for who I really am. ”

## The Scenerio

On the first day of school for the fresh Spring Semester, Austin walks into his engineering class. He takes a seat in the middle row, and, as more students walked into class, he noticed one in particular. In that moment, time stopped for Austin. A student, tall with an athletic build wearing shorts and a tank top walks into class causing Austin’s jaw to slightly drop in awe. Five minutes into the period Austin is still checking him out. Austin wonders if he’s is also into guys, because it is hard to tell just by looking at him. As the professor calls out attendance, Austin takes the perfect chance to take down his name. The student raises his hand as the professor calls out, “Andy Piller?” Austin immediately writes his name down in his notebook. Later that class, Austin looks for Andy through Facebook on his cell phone to find out if Andy is dating anyone. He finds Andy’s profile but hesitates to request him as a friend. He doesn’t want Andy to think of him as a creeper. Once class ended, Austin hesitated to approach him because just the thought of holding a conversation with Andy would be nerve wracking, he wouldn’t know what to say. Especially since he can’t slip any mistakes.

On Friday of that same week, Austin is bartending at Theta Chi’s party, a fraternity he is proud to be a part of. As he is bartending, Andy comes up for a drink and they made eye contact. His brain was telling him to say something, but he couldn’t. He chose to just watch Andy throughout the night to watch and take note if he is into the girls or not. Because the dance floor was so crowded, it was difficult for Austin to keep an eye on Andy to see who he was dancing with. The times that he did see Andy; he was just by himself looking around. Later, Austin noticed Andy leaving the party early when his fraternity brother interrupted Austin, “Dude, what you staring at, give me a drink!”. “Nothing,” Austin replied hastily as he poured a drink.

After the party was over, Austin laid in bed thinking about Andy as he stared at Andy’s facebook profile picture on his iPhone. He could recollect every moment he watched Andy at the party. However, he still couldn’t figure out if Andy was into guys or not.

The next day, Austin felt crushed. He sees Andy holding hands walking through the student center with a girl. He becomes frustrated and is soon filled with dread. Austin now firmly believes that it will be extremely hard for him to pursue a relationship with a guy while being at NJIT, especially since he wants to stay discreet about his dating preferences. He has no clue where to begin in finding a relationship with a guy. He thinks to himself that maybe he should give up.

# Pre-Intervention Scenerio: Austin Colish



“ It’s hard to be myself when society won’t accept me for who I really am. ”

## Storyboard



# Pre-Intervention Scenerio: Alice Knight



**“ My friends pay as much attention to me as my parents do, and it hurts. ”**

## The Scenerio

It's an early Thursday evening and Alice is in her dorm finishing up some of her chemistry homework. Some of her friends started texting her, asking if she's going to the party at Sigma Pi. She assures all of them that she'll be going and that she'll meet them in one of their dorms for a pre-game. After completing her homework she gets ready, putting on make-up, nice shoes, and a slim short black dress.

She leaves her honors dorm building and begins walking towards another resident building where some of her friends reside, waving and saying hello to familiar faces passing by and noticing how a lot of the guys have their eyes all over her. As she is walking, she thinks about how the night will turn out and if she's going to meet someone nice. When Alice arrives at her friend's dorm, everyone is complimenting her with her dress and how she looks. Alice and her friends head straight to the party right after taking a few shots.

About two hours into the party, Alice gets a little tired from all the jumping and dancing around with her friends. She heads to the backyard, where it isn't as noisy, to settle down for a bit. All around, she sees people talking, laughing, holding drinks, and couples making out. A guy approaches Alice, zigzagging as he walks, taking a seat right next to her complimenting her on her dress and how nice she looks. She compliments him as well for she found him kind of attractive. She thought that it was a good moment to get to know him so she asks him what his name is and his major. He replies, "Dennis" and that his major was to party all day every day, not even asking her back. He offers Alice to head back into the house to dance and she says to herself, "Why not?" So they head back into the house and stay close to one another. Not a few minutes in and Dennis is already trying to get a feel, but after the third time of moving his hands away, Alice gets annoyed and gives him an angry look, rolling her eyes as she leaves walks away from him.

Alice heads to the bar and waits behind a cluster of people for a drink. One guy in front of her notices Alice as he looks back giving her a smile and raises his hand saying hello. Over the loud music she mouths "Hi." She finds him very cute. He leans back from the bar to get a little closer to her ears so she can hear him. "I'm Troy!" he yells, "Hey I'll get your drink! What's your name?" She tiptoes to get to his height and says, "I'm Alice! And thank you so much!" He leans towards the bar again nodding his head and mouths, "No problem!" A few minutes later, she notices from the corner of her eye that after Troy got a drink, he slipped a pill into the cup. He turns back, and hands over the drink, saying, "So you wanna dance?" She replies "Wow for real?" Grinding her teeth, she's not up for the rest of the night and heads back to her dorm aggravated. She hoped to find someone decent, not guys who see her as an object.



# Pre-Intervention Scenerio: Jason Payne



“ Pain doesn’t hurt when  
it’s all you’ve ever felt. ”

## The Scenerio

It's the second week of the fall semester for Jason's senior year at NJIT. He is taking AD 463, Collaborative Design Studio. During the first week, Jason was assigned to work with a group on a design project because he had failed to form his own group. He has worked with group projects in the past semesters, so he has grown some comfort in working in small groups. He even began to enjoy the short amount of time the groups would meet for projects .The first meeting they had was in the library, Jason was very comfortable with that decision. During the meeting, Bobby, one of the group members, mentioned to everyone about a new exhibition by David Carson at the Museum of Modern Arts (MOMA). He said that it would be nice to check out, and would give the group an opportunity to get some inspiration for their designs. Everyone, but Jason, were friends prior to group formation, so they decided to invite Jason to go with them and told him that he could also invite his friends also.

Jason responded by saying, “yeah sure”. He had heard about the exhibition and thought it would have been nice to check out as well, since he admires Carson’s work. Later, he began contemplating in his dorm room whether he should go or not. He thought to himself that if he went, it wouldn’t be that bad although he didn’t have anyone to invite to go with him.

When Jason met up with the others at the Warren Street Light-Rail stop, he noticed that everybody else had brought someone along with them; one guy had invited their girlfriend, and the one girl in the group invited her boyfriend, Bobby invited one of his fraternity brothers, Austin. He didn't really expect that everyone would have actually invited someone, which started to make him feel out of place. John, one of the guys in the group, said, “Jason, your girlfriend didn’t come?” Jason shrugged and responded, “I don't have one.” Suddenly, the lonely feeling hit him again. He knew that the trip to MOMA would be awkward, since he would be a third wheel. Jason voluntarily withdrew himself from the trip and told the others that he wasn't in the mood to go all the way out to MOMA and he had only came out to tell the guys he wasn't going to go.

During following class AD 463 class, the group made plans to meet at the Warren Street Pizzeria to discuss the ideas they had for the design. Jason again suggested the library, but the others denied claiming its too bland to finish any work. Later at the pizzeria when the group met, they all talked about MOMA and Jason stayed quite. He had really wanted to go to MOMA, and was actually disappointed that he didn't go. He thought to himself, only if he had someone to invite (preferably a girl), he could have went with them and not have spent another day in his dorm. The thought of Jane popped up in his head again, and soon started having depressing thoughts about his past.

# Pre-Intervention Scenerio: Christina Marie



**“ Giving back to help others makes me a good human being and Christian. ”**

## The Scenerio

It's the last week of winter break before the new semester starts up, and Christina is traveling on her way back to Newark after spending her winter break abroad. During the winter break, Christina spent her Christmas in the Philippines volunteering for the Red Cross. There she met Alex, who she spent a lot of time with, and the two got really close and Christina started to fall for him. Christina thought Alex was perfect, one who shared the same morals as her. However, Alex was from the UK and had been working with the Red Cross in the Philippines for over a year. Christina, on the other hand, was only there for a month and had to go back to finish her Social Work degree. On her flight back to Newark, Christina started fantasizing what it would be like to travel back to Philippines after she finished her education. The more she thought about it, the more eager she grew about the idea of spending time with Alex again as they have grown as close friends while her time there.

It's the first day of Christina's last semester at Rutgers Newark. While sitting in her Senior Seminar class, Christina searches up Alex's Facebook to see what he is up to. Luckily for Christina, Alex is online too; so they both start chatting and catching up with their lives. Alex tells Christina that he recently received exciting news: his ex-girlfriend got a job with the Red Cross in the Philippines along with him. Christina feels distraught but nevertheless congrats Alex. Christina asks Alex why he never mentioned anything about his ex before. Alex replies by saying he was heartbroken when they broke up because she was back in UK and didn't felt comfortable with staying committed over long distance. He didn't want to talk about it with anyone because he still has feelings for her. Alex said he was completely surprised when he learned she was coming over, and he was excited to see her again.

Later that night, while preparing for bed, Christina wonders if Alex ever truly felt the same connection that she felt with him. Christina's aspiration to return to Philippines after graduation suddenly didn't feel the same anymore and wished Alex hadn't told her about his ex. However, she realizes it would be unfair to be mad at Alex, and hopes to at least continue being friends.

The next day, Christina goes back to her usual routine of helping at the local charities and meeting the Christian religious group on campus. While there, the thought about Alex and Philippines still hadn't escaped her. She wonders if she'll ever get to meet anyone like Alex again. What made Alex more special for Christina than everybody else she volunteers with is that Alex made her feel at home even though she was far away from home. Christina feels limited when most of her social interactions happen only within her local community and wishes that there was a better way where she could find her ideal match, someone with similar values and morals, that is far from home to also support her admiration for travel.

# Pre-Intervention Scenerio: Bobby Kramer



“ Eat. Sleep. Code. Repeat. ”

## The Scenerio

Its 6:00 pm and Bobby just stepped into management 690. As he sits in walks in Marie, a girl in his group that he secretly has a crush on. She's tall, thin, and seems quite nerdy since she seems to know a lot about technology. Obsessed isn't the word when it comes to describing Bobby's feelings for Marie, that he developed after working with her on an assignment for class. After class, Bobby finally got the guts and finally asked Marie out for a couple of drinks at Mulligans, a local Irish pub. It's probably wouldn't be the primary choice of location and environment for Bobby on a first date, but he felt that it would be the normal thing to do. Marie accepted Bobby's offer because she could always go for a drink or two after class.

Not familiar with the dating world, Bobby started out to be very awkward and made Marie feel very uncomfortable. Bobby didn't know anything about Marie besides that she has a class with him on Thursdays at 6pm, so Bobby had a very hard time trying to spark a conversation. However, after a couple of drinks in, Bobby started conversing more naturally and eventually started learning more about Marie. The more he learned about her, the more infatuated he became with Marie. He learned that she works for a local IT company as a Network Administrator, but what Bobby loved most was that she enjoyed gaming as well. Marie isn't a gamer, but she mentioned a few times she played League of Legends with her friends and had a blast. So, Bobby offered to play her whenever she had free time. Before he knew it, it was getting close to 10:30pm and getting too late for Bobby as he has some work to finish before going to work the next day. So, Bobby abruptly thanks Marie for coming out, pays for the food and drinks, and leaves promptly after - which Marie felt was very rude.

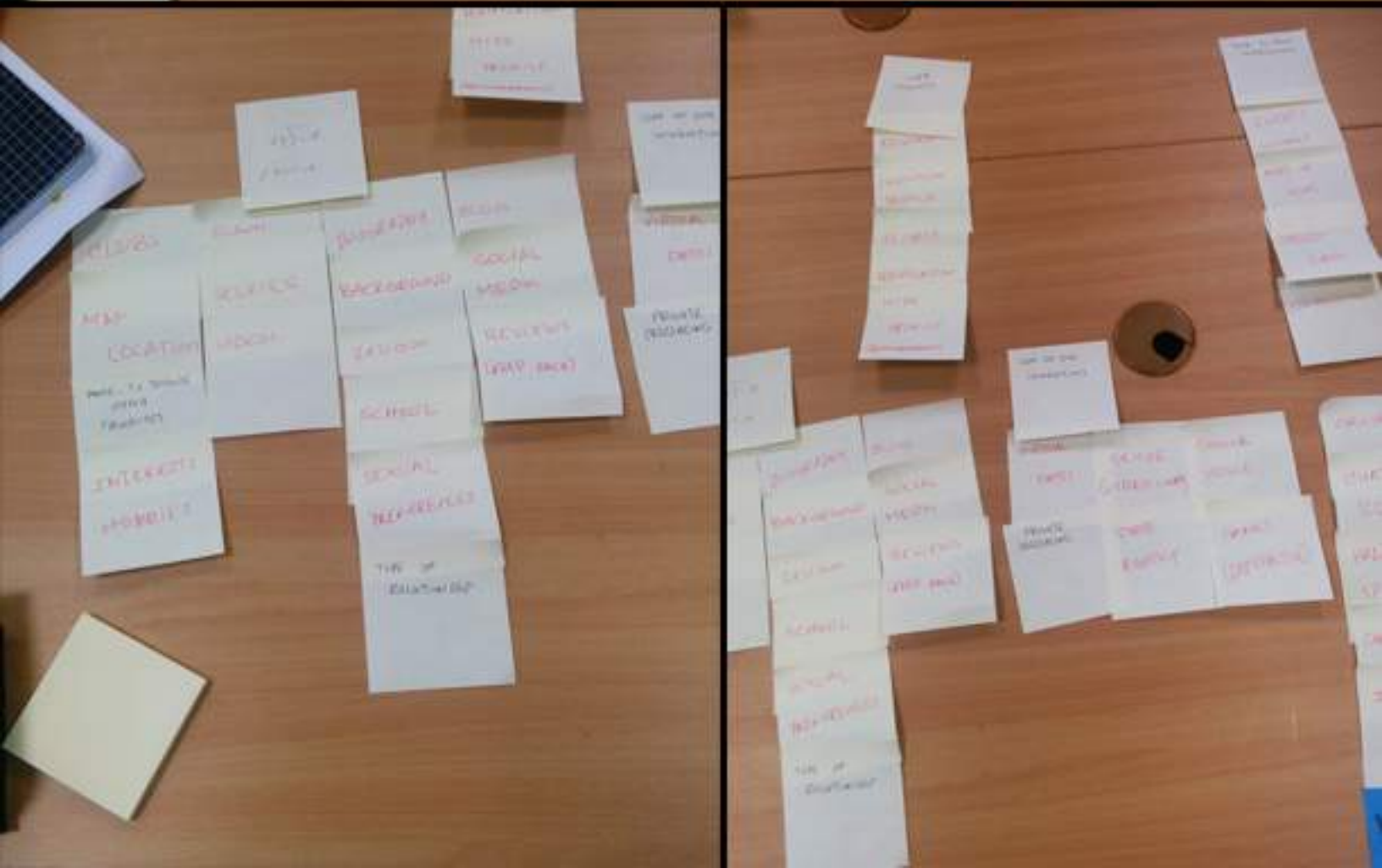
The next day, Bobby was thinking about Marie again and tried to look her up on Social Media. He felt that the date went very well, without realizing how Marie felt about him leaving abruptly. He sends her a friend request on Facebook and learns that her bio mentions that she's in a "it's complicated" relationship. This aggravated Bobby because he finally felt that he had found the right match and just when he thought everything was going right for the first time, she might possibly be seeing someone else. Regardless, Bobby still felt hopeful that he could potentially be in a relationship with Marie.

The next class they had together, Bobby approached Marie and asked her about playing League of Legends together. Marie refused his offer, she told Bobby that if he hadn't left so abruptly that night, she would have considered it. Bobby would have loved to stay longer, but he finds it difficult to meet people in person as he's busy and typically can't find enough time. He wishes he could hold conversations during his own time with the type of girls that he's interested in, rather than having to follow the traditional method of dating.



# Card Sorting

Brainstorming various features and ideas we could use in the app.



# Post-Intervention Scenerio: Austin Colish



“ As a bi-sexual, I need to discover other interested men discreetly, so I can date other men without threatening my public image. ”

## The Scenerio

Austin was bored in his Math class, and decided to download the app to try it out. After signing up through the app, he decided to subscribe to a group with users that are solely for those still in the closet called “Secretly LGBTQ.” Austin noticed communication within the group worked asynchronously, much like a bulletin board. As Austin was browsing through the topics in the group, he found some that he thought were boring and some he found interesting enough to interact with, such as one about a music band he had recently discovered. So, he opened the topic and found some people had posted sharing their favorite songs from the band. He was eager to share his favorite song too, but discovered someone with the alias of ‘Aerron33’ had already mentioned it in the discussion. Austin replies to Aerron33’s post, and mentions “Mine too! They came to my city for a concert and I wish I could’ve gone because I heard they totally killed it.”

Later that day, while Austin was back at his Fraternity house, he received a notification from the app that Aerron33 has sent him a private message. Aeron33 told Austin that he actually went to the concert himself and was even able to meet the band personally and get the drummer’s autograph. Austin was thrilled that he was actually able to find someone on the app that actually knows about the band, and continued the conversation by sharing how much he loved the music video from that song they mentioned back in the group discussions.

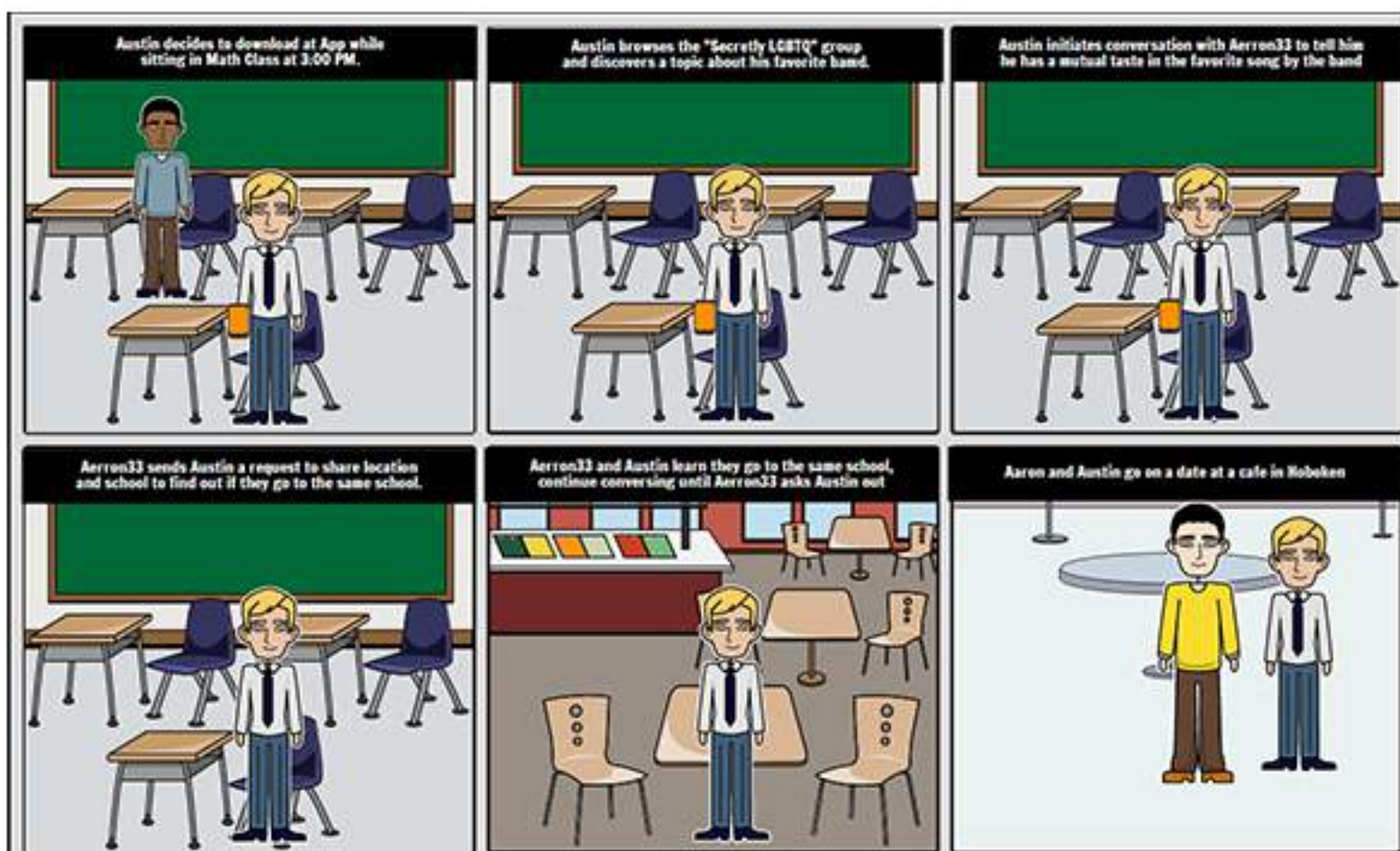
They conversed with each other that whole week, revealing their identities little by little. One of the first things they revealed, and actually pretty early onto the conversation, was their names. Austin learned that Aerron33’s actual name is Aaron. Next, they revealed their profile pictures, their physical attributes such as height and weight, their location, interests/hobbies, and eventually to the point where they figured they might as well reveal their whole profile. Austin felt very comfortable with Aaron and found him very attractive from his profile pictures. When they shared their location, Austin found out that Aaron goes to NJIT as well and was surprised he hadn’t seen him at a party before. Austin invited Aaron to lunch and bubble tea at a chinese restaurant in Hoboken, so they would have less of a chance to not be seen by anyone they know, especially on campus. They had a great first date. A year later, Austin is now at the concert he wanted to go to, and with Aaron. They have been dating each other for a year now, and are grateful for the app for making it possible.

# Post-Intervention Scenerio: Austin Colish



“ As a bi-sexual, I need to discover other interested men discreetly, so I can date other men without threatening my public image. ”

## Storyboard





# Post-Intervention Scenerio: Alice Knight



“ I need a way for someone to get to know me, so I can find someone who will like me for who I am instead of how I look. ”

## The Scenerio

After finishing her paper on a Monday night, Alice was browsing the internet and discovered a new dating app. She downloaded the app, signed up using her Facebook, and set her personal geographical proximity preferences to a 5 mile radius. Within the next couple of seconds, the app suggested Alice 5 groups she could subscribe to that pretained to her interests according to her Facebook likes. Alice chose to subscribe to the Monmouth University group and another group about a reading/book club. Alice noticed the time on her phone and realized it was nearly 2:00 AM, so she closed out of the app and decided to head to bed.

The next day, while Alice was sitting in her science class, she decided to browse through the app. She took a look at the Monmouth University group. As Alice was scrolling through the topics in the Monmouth University group, she found one by “meadoor” labeled, “Why do girls come to parties if they’re not looking to hook up?” which quickly upsetted her. She immediately replied to the topic and boldly voiced her opinion with others discussions. Alice liked to go to parties to relax her from studying and to have some good time with her friends and was tired of how some guys take advantage of that. A couple of minutes passed by when Alice got a notification on the phone. She received a reply from “meadoor” himself apologizing for the assumptions he made after reading Alice’s rant. Alice responded by saying “it’s okay” and that she just wanted to get it out of her chest.

Later that night, Alice took a look at the reading group, and tried to find a topic about a science fiction book she had recently finished called “The Martian.” After Alice scrolled through the first couple of instances of the group topics, she realized that she could just use the search to search for the book herself. The search results couldn’t find any related topics to the book, so Alice decided to go ahead and start her own topic about it. She posted, “Has anybody read The Martian here?” hoping to find someone who has read it in the area. Thirty minutes later, she got a notification on her phone that someone messaged her from the topic she posted earlier. The message was from “meadoor” who said he loved the book and began to talk about how he thought it was incredible how the main character survived on his own on Mars for four years.

What started as a discussion about the book lead to other conversations for about a week and a half. Keeping her anonmity helped her open up a bit. Meadoor really started to appreciate his conversations with Alice and requested to exchange each others names and profile pictures, since he already knew she goes to Monmouth University from the previous interaction in the other group. Alice agreed to exchange the information, because she enjoyed the conversations they’ve had as well and found out that meadoor’s real name is actually Nick. A few days later, Nick asked Alice out for some coffee at the local cafe and Alice agreed. The conversations Alice and Nick shared on the app, seemed even better in person, which made Alice really happy. She finally felt the connection with someone she knew she had been waiting for.

# Post-Intervention Scenerio: Jason Payne



“ As an anti-social individual, I need to build up my social skills, so I can be more sociable and increase my chances of finding someone. ”

## The Scenerio

It's Monday morning and Jason is walking to the Campus Center after his 8:30 morning class. He takes his phone out, opens up the dating app that he had recently downloaded. He signs up and subscribes to the New Jersey Institute of Technology group, where he finds a whole list of topics that people are talking about. Jason doesn't have anything else to do for the rest of the day, so he uses the app to start his own topic to see if anybody would be interested to go to walk around New York City with him in the afternoon after lunch.

Jason walks into NJIT's magnificent Gourmet Dining Services to get some breakfast and receives a notification as he finds a seat to sit down. Someone by the username kotaku93 said she and a friend were planning to go today, so they'd love together. Jason then recalls the time when he refused to go to MOMA with his study group and hopes that he isn't playing third wheel again. Nevertheless, Jason doesn't reply back and resumes his breakfast. As soon as he leaves the cafeteria, he receives another notification, but this time it's a message from a different user - mangachick92. She said that she wanted to go visit the city also, so she's glad she can go with someone now instead of going alone. She asked Jason if he is bringing any of his friends "....because the more, the merrier." So, Jason had a brilliant idea: why not invite kotaku93 and her friends also because now he won't be the only stranger in the group.

Without revealing any profile details, Jason arranges for a meetup spot on campus for all parties involved because he knew everyone in the group is from NJIT anyways for. Once everyone met up, Jason learned that kotaku93, or Karen, lives in the same dorm as him and her boyfriend is actually in the same morning class he attended today. Mangachick92, whose name Jason learned was Katie, came alone and he had never known her before. As the group soon took the train into the city and wandered around for hours until 10:00PM when they finally decided to go back to campus.

Jason had a great and made some new friends. Even though Katie was single and Jason found her attractive, he wanted to maintain the friendship. He enjoyed the refreshing change of being out of his dorm room and meeting new people. Even though Jason didn't find a partner or a date during his first experience with the app, he felt very satisfied with the social experience it provided for him and can't wait to use it again. Maybe his new friendship with Katie could turn into a relationship. Maybe he'll find someone else through the app.

# Post-Intervention Scenerio: Christina Marie



“ As a busy social worker, I need to find someone who shares my passions for helping others and traveling, so that we might travel together and find love. ”

## The Scenerio

It's less than a month before Christina is off to Atlanta, Georgia, to start her new career working for Habitat for Humanity. She started using the dating app that a friend had told her about with high geographical proximity, and begins using the group forum on the app called "Global Causes," that helps connect and bring together social workers. When a new user joins the group forum they can post an introduction about themselves, with information such as what kind of social work they are doing or interested in, where they are located, are going to, or any other questions they would like to share. Christina makes a post about herself where she talks about starting her work for Habitat for Humanity and the excitement she has of finally doing what she is passionate about full time.

The next day, while having lunch with her friends, Christina opens up the app and sees that she has gotten a lot of replies with many people willing to meet with her and even giving her hints and tips on what to do to make friends there. While reading the replies she notices one that stood out from the user "holycrations," who turned out to have tons of experience volunteering for Habitat for Humanity growing up because his dad had worked for them. He told her some of his favorite stories from when he volunteered as a kid, which fascinated Christina. Christina decided to send the initial request to holycrations to find out his name, which she learned was Alex upon his approval.

They conversed for the whole month that Christina was still in New Jersey, eventually revealing some of their other profile details, such as profile picture and location. Christina learned that Alex lived in Florida and that he has also just recently graduated from college, FIU to be specific. Christina informed Alex that she is actually moving to Atlanta at the end of the month when she moves to work Habitat for Humanity. Alex said they should definitely meet up once she settles down. For the remainder of days Christina was in New Jersey, they both message each other during the night and talk about their interests.

A month later, Christina finally moves to Atlanta and settles down in her new apartment. Still in communication with Alex, Alex arranges a date to show Christina around Atlanta. Over the course of the next couple of months, Christina and Alex form a very close relationship with each other. In fact, Christina visits Alex every weekend possible in Florida.

# Post-Intervention Scenerio: Bobby Kramer



“As an avid gamer, I need to find a woman who also games, so we can have something to talk about.”

## The Scenerio

It's a sunny Monday morning and Bobby is on the bus on this typical commute to work as he opens the new dating app he downloaded. Having heard about this app last week at a developer conference, he's been using the app to follow topics in his favorite groups. Today he browses over to the Games and Comics group to discover the latest things happening in the gaming world. After reading and commenting on a couple posts he pulls down the app to refresh and sees a new post about Comic-Con in New York. The title reads, "What character should be at comic con," by a user named AnneApocalypse87. As the bus nears Grand Central Terminal, Bobby quickly types Black Widow.

After walking a couple blocks and entering his office, Bobby's phone chimes with an alert from the post he commented on. AnneApocalypse87 had responded to his comment with a smiley emoji and a text that read "that's what I was thinking." Out of all the responses she chose Bobby's suggestion. Feeling confident, Bobby decides to send her a message asking if she is excited to be going to Comic Con in two weeks. "of course," she replies, "are you dressing up?" Bobby explains he's only going there to take pictures.

Over the next two weeks, Bobby speaks with with AnneApocalypse87, he finds out her interests which are quite similar to his, such as his favorite shows, movies, superheros, and, most importantly, video games. They became so intrigued about each other's interests that Bobby decided to request and her name and location, which Anne happily accepted. As days before Comic Con grew nearer, Bobby thought about a plan to message Anne during Comic Con so that maybe they could meet in person. At the day of Comic Con, Bobby makes his way there with his camera. Past the entrance is someone dressed as Black Widow walking over as he asks for a picture. After the picture he shakes her hand and says with a smile, "Hi, im Bobby. Its nice to meet you." The Black Widow quickly realized that this could very well be the same Bobby she had been talking to on the dating app, so she introduces herself as Anne.

Bobby quickly caught on to the hint, and asked Anne if she's the one he's been conversing with on the app. Anne confirms. Bobby and Anne spent the rest of the duration of Comic Con together. Once Comic Con ended, Bobby asked Anne if she'd like to go with a cosplay after party with him. Anne agrees to go with Bobby, and have been dating ever since, even though Anne still defeats Bobby at his own video games.



# Key Path Scenerio: Austin Colish



1. Austin logs into Flock, after signing up.



2. Austin chooses to browse the 'Secretly LGBTQ' group.



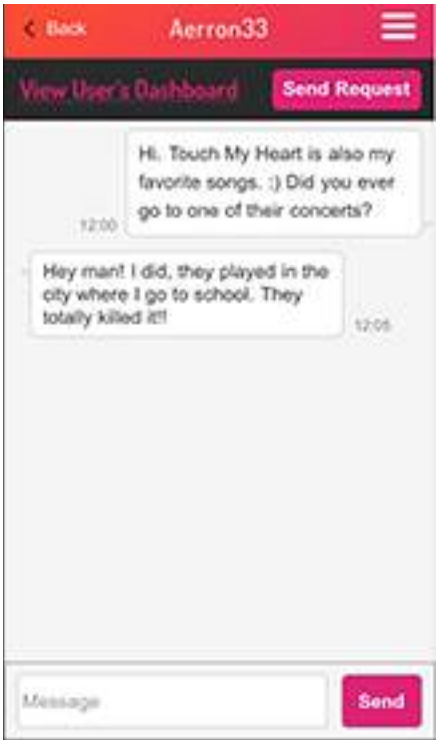
3. Austin decides to view the 19Ninety conversation.



4. Austin reads Aerron33's comment and favorites it.

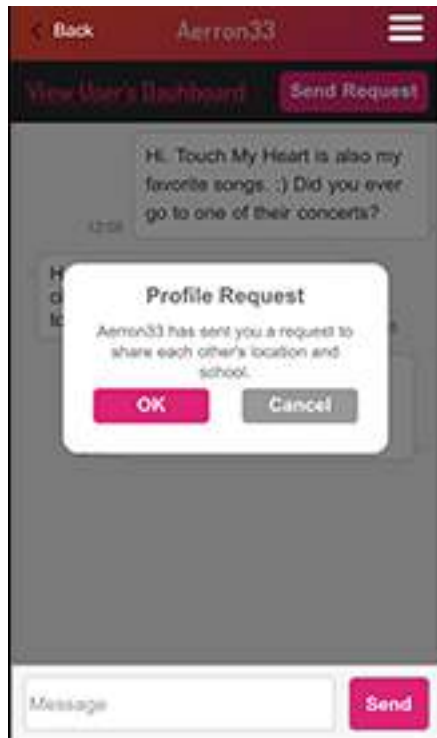


5. Austin hits Aerron33's comment to message him.

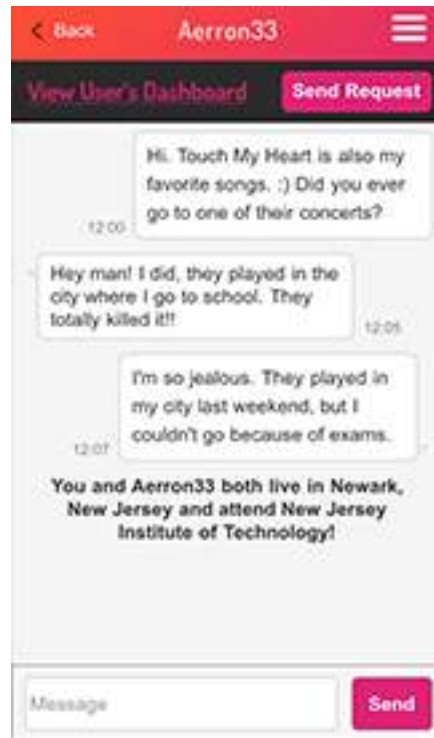


6. Austin converses with Aerron33 about the band.

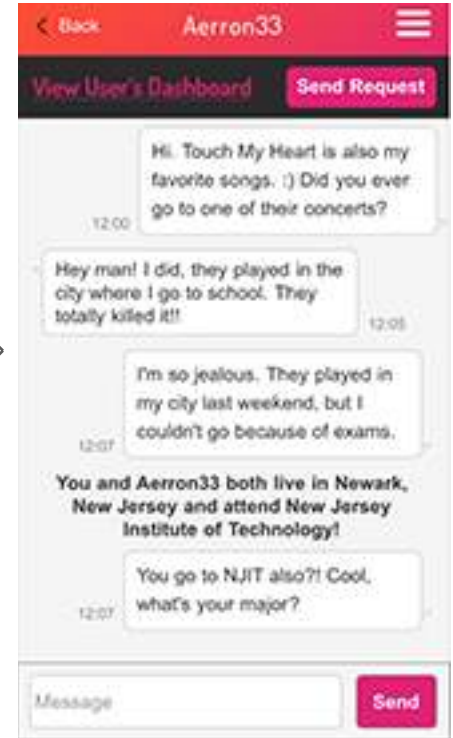
# Key Path Scenerio: Austin Colish



7. Austin recieves a request to reveal school and location



8. Austin and Aerron33 learn discover they live in the same city and attend NJIT.



9. Austin continues the conversation, which leads to a date.