Introduction

In Shanghai, it’s hard to find an appropriate place for dating. The App we always use for searching the place is integrated and mixes all kinds of information together.
There is no specific website or App designed for couples. Additionally, regular rendezvous such as cinemas and restaurants are not considered as main rendezvous in this website because we are pursuing unusual rendezvous, looking for surprise in the relationship.
Hence, when young couple decides to date, they have to spend a lot of time looking around for information such as a park’s location, transportation, entertainment choices nearby.
They also have to look for places where can provide private room with low prices or the activities which can strength their relationship.
More importantly, they may be misled by incorrect information or comments and ruin their dates, thus breaking up.
Therefore, I would like to build a website about how to choose the best place for dating. The website is aimed at helping young couples better plan and arrange their dates, having more new ideas about dates, then strengthening their relationship.

Interview questions

1. Which websites or information sources will you rely on to obtain rendezvous related information?
2.Can you show me what you'll click to check information from this website or information source?
3.Before the dating, how do you choose the rendezvous?
4. How do you find out one specific rendezvous information such as ticketing, time and convenience?
5. what kinds of rendezvous do you usually go to? if possible, please classify them.
6. During a date, how do you search for the entertainments nearby such as restaurants or dessert stores?
7. How do you find the information about local transportation and weather?
8. Please describe an impressing date in details.

9.If there is a website for young couples, do you have any suggestions?
10.In a perfect date, which part do you think you should pay the most attention to?

上海大学生情侣约会地图
对于大学生情侣来说，除了电影院以及餐馆之外，有哪些值得去的约会地点呢？考虑到大学生情侣有限的收入以及对互动性与亲密空间的要求，你会怎么决定约会场所呢？
1.你会通过哪些网站或者信息资源去寻找与约会场所有关的信息？
2.在出行前，你会根据什么标准选择场所？
3.你是怎么了解到某一个场所的具体信息？（请展示你使用网站或者APP的具体路径）
4.如果给你常去的约会场所分类的话，有哪些类别呢？
5.在约会前，你通常会准备哪些东西呢？
6.在约会的过程中，你们通常会去周边的便利店，饮品店或者甜品店吗？
7.你怎么了解当地的天气状况？（展示路径）
8.你怎么确定交通路线？（展示路径）
9.如果有一个为大学生情侣量身定制的网站，你有什么建议吗？
10.在一场完美的约会中，和我们分享你的约会小贴士吧

Persona types

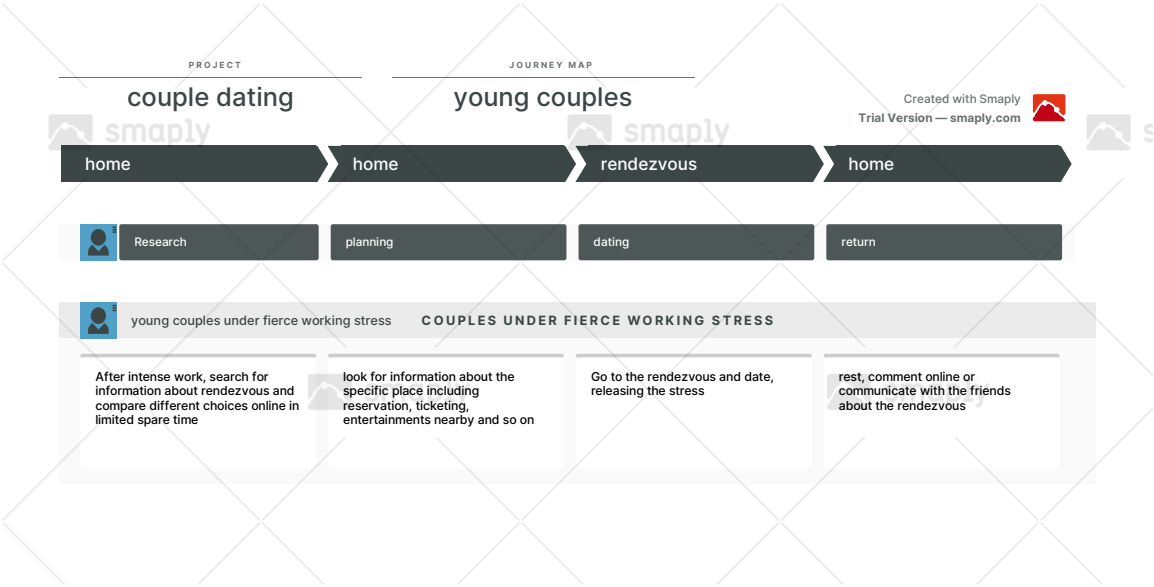
young couples under fierce working stress
couples seeking for surprise in their steady relationship
young couples lack of intimate space
young student couples with limited living expenses

The persona type of current journey map

persona type: young couples under fierce working stress
age: between 25-30
Industry: the internet industry
lifestyle: work under fierce stress
Educational background: bachelor
Media usage preference: social media addicted, use mobile phones all the time
Life goal: balance work and the relationship

Daily routine: go to work in 996, eat outside and only have one day to rest
Reason why this persona: Because it's typical and worth paying attention to due to the 996 phenomenon in big companies nowadays.

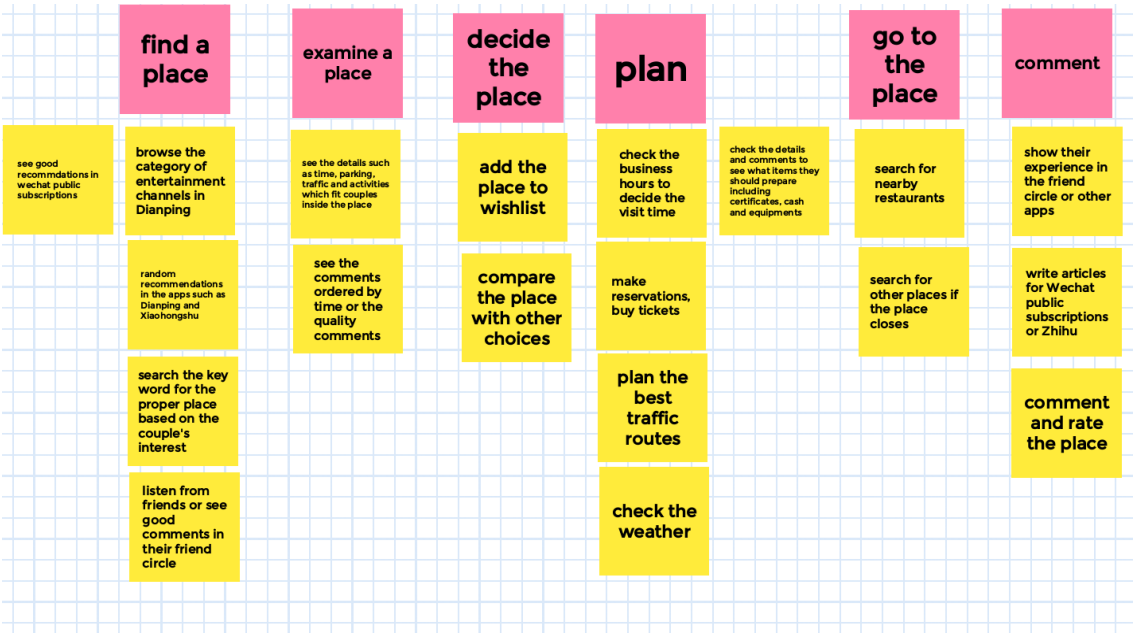
current journey map

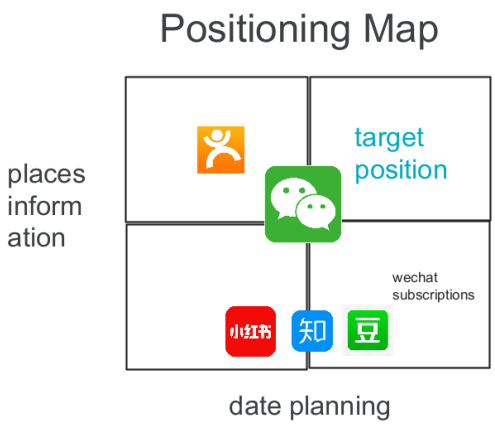


Problem statement

How might we make a young couple under strong working stress (who) address the problem of acquiring the required information quickly to plan a perfect date (what) to achieve the goal of making good use of their time to strength their relationship (why)?

Story map



Open card sort

Positioning map