

Strengthen your bond, one question at a time

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Tethered

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Why Tethered?

Tethered exists to help couples...

- Build deeper emotional connection through meaningful conversation
- Develop healthier communication habits
- Feel more secure and supported in their relationship

What makes it different?

- Research-based question prompts
- Gentle nudges to keep the connection going
- Personalization to match each couple's dynamic



Problem Statement

Existing Tools

- Apps like Paired target relationships

Gaps

- Few apps adapt interactions based on partner alignment

Research

- Daily intentional communication strengthens relationships



User Needs & Pain Points

Many couples struggle to find time or structure for intentional communication.

Existing tools often feel clinical, awkward, or overly focused on conflict resolution.

Users want something approachable, intuitive, and supportive of daily connection, not just problem-solving

🗣️ **Emotional needs:** comfort, affirmation, and trust

⚙️ **Functional needs:** simplicity, low time investment, personalization



Design Goals

Our goal is to create a solution that helps couples strengthen their bond in a way that's consistent, enjoyable, and easy.

- How can we gently prompt couples to check in each day?
- How can we keep it engaging even when answers differ?
- How do we encourage habit-building without feeling demanding



How *Tethered* Works

Daily Question: Each partner answers the same question of the day.

Private Until Both Answer: Responses are only revealed once both have answered

If Answers Match → Rewarded with a funsbared activity suggestion

If Answers Differ → Given a light growth-based activity to help exple diferen a

Reminders: Timed reminders are sent to encourage daily responses

Notifications: Users are notified when their partners (no disabling alerts)



Pseudocode: Daily Check-In Logic

If both users submit responses:

 If `response_A == response_B`:

 Suggest fun activity

 Else:

 Suggest growth activity

If `current_time > reminder_time`:

 Send reminder to user who hasn't

User Journey



Onboarding



Daily
Question



Partner's
Response



Reflection/
Insight

Real-World Impact

- Ideal for busy, long-distance, or recently committed couples
- Supportive tool for marriage counselors and therapists
- Helps sustain intimate connection as life circumstances change



Date Nights



Counseling Support



Relationship Milestones

Design Approach

- Prioritized intuitive, empathetic, and calming user experience
- Adapted concepts from existing apps while addressing gaps
- Chose a gentle UI style and daily cadence to encourage habit formation
- Iterated on features based on relationship literature and user feedback

Still Exploring

How can we protect
user privacy while
encouraging
transparency?

What's the best way to
handle conflicts
through the app?

How might this app
work for polyamorous
relationships or
non-romantic pairings?



References & Research

"The Power of Small Daily *Connections*,"
Psychology

Paired App – <https://www.paired.com>

American Psychological Association (APA):
Relationship satisfaction studies

**Thank you for
exploring Tethered**