



**DHIRUBHAI AMBANI INSTITUTE OF INFORMATION AND
COMMUNICATION TECHNOLOGY**

IE418

UX DESIGN FOR MOBILE APPLICATION

POINT OF VIEW -DATING APP

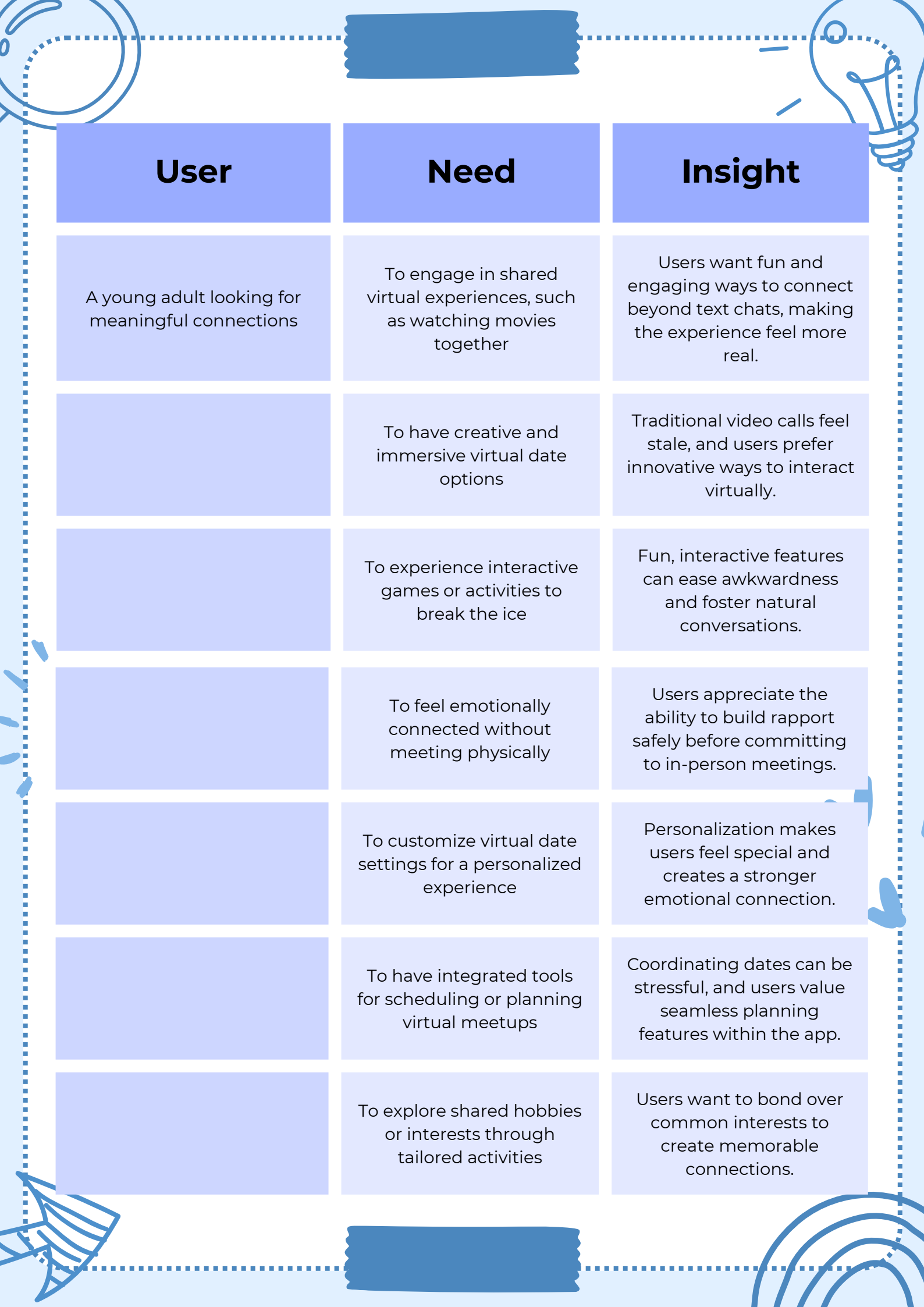
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User

Need

Insight

A young adult looking for meaningful connections

To engage in shared virtual experiences, such as watching movies together

Users want fun and engaging ways to connect beyond text chats, making the experience feel more real.

To have creative and immersive virtual date options

Traditional video calls feel stale, and users prefer innovative ways to interact virtually.

To experience interactive games or activities to break the ice

Fun, interactive features can ease awkwardness and foster natural conversations.

To feel emotionally connected without meeting physically

Users appreciate the ability to build rapport safely before committing to in-person meetings.

To customize virtual date settings for a personalized experience

Personalization makes users feel special and creates a stronger emotional connection.

To have integrated tools for scheduling or planning virtual meetups

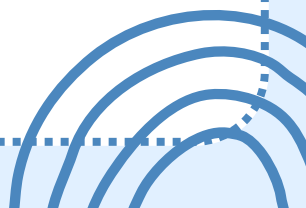
Coordinating dates can be stressful, and users value seamless planning features within the app.

To explore shared hobbies or interests through tailored activities

Users want to bond over common interests to create memorable connections.



User	Need	Insight
Male Users	Visually appealing matches & profile clarity	Men are generally more visually driven when swiping, so high-quality pictures and clear bios matter
	Real-time engagement features (live video, instant match requests, etc.)	Gamified, instant interactions (video speed dating, live chats) increase engagement.
	Easy and direct communication tools	Many men prefer straightforward and efficient interactions rather than overly complex messaging.
Female Users	Stronger security & verification features	Women prioritize safety from fake profiles, harassment, and unwanted attention. Verification tools & AI moderation are key.
	Time-efficient & meaningful conversations	Women dislike wasting time on low-effort conversations and seek quality over quantity in matches.
	Privacy controls (who can see their profile, limited messaging from strangers, etc.)	Women often receive too many messages and need filters to engage only with relevant matches.





User	Need	Insight
Non-Binary & LGBTQ+ Users	Inclusive gender & relationship filters	Many dating apps still lack proper gender/pronoun representation, making inclusive filters essential.
	More control over interactions & conversation dynamics	LGBTQ+ users often face more harassment on mainstream dating apps, so moderation tools are vital.
Married Couples Looking to Rekindle Romance	Virtual date nights & shared experiences	Long-term relationships often lose excitement; interactive dates (movies, games, AI-planned activities) keep things fresh.
Married People Seeking Friendship & Socializing	Platonically meeting new people in a non-romantic way	Some married individuals simply want social connections outside of their current circles.
Health-Conscious Elderly Users	Wellness & activity-based matching	Some older adults prefer partners with similar health goals and active lifestyles.

