

USER CENTRIC DESIGN

GROUP 24

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SparkLov: Connecting Hearts Online

SparkLov is a modern dating app designed to make online connections more interactive and meaningful. It goes beyond traditional dating apps by offering unique features like Hologram Dating, where users can experience lifelike virtual dates, and Affections, allowing them to express emotions through virtual gestures.

Couples can also watch movies together in real-time, creating shared experiences, and exchange virtual gifts through the Gift Box, featuring love bows, roses, and more. With smart matchmaking and a secure environment, SparkLov brings a fresh and exciting way to connect and build relationships online.

Bringing Love to Life Online

Online dating has transformed the way people meet and build relationships, but many platforms focus only on swiping and texting, often leading to superficial connections.

SparkLov redefines virtual dating by introducing interactive and immersive experiences that bring people closer, even from a distance.

The lack of engaging features in dating apps makes it difficult to create real emotional bonds. SparkLov addresses this by offering Hologram Dating, Affections, Virtual Movie Nights, and a Gift Box, allowing users to share experiences, express feelings, and build meaningful relationships. By blending technology with emotions, SparkLov ensures that online dating is not just about matching profiles but truly connecting hearts.

EMPATHY MAP

"People struggle to find meaningful connections online."
"There are too many fake profiles and scams."

SAYS

Designs user-friendly interfaces and features.
Implements security measures like verification.

DOES

"How can I make the app stand out in a crowded market?"
"What features will make users feel safe and engaged?"

THINKS

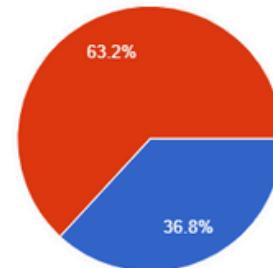
FEELS

Excited about innovating in the dating space. Concerned about user engagement and retention.
Motivated to solve real-world relationship challenges.

SURVEY RESULTS

Have you used dating app before ?

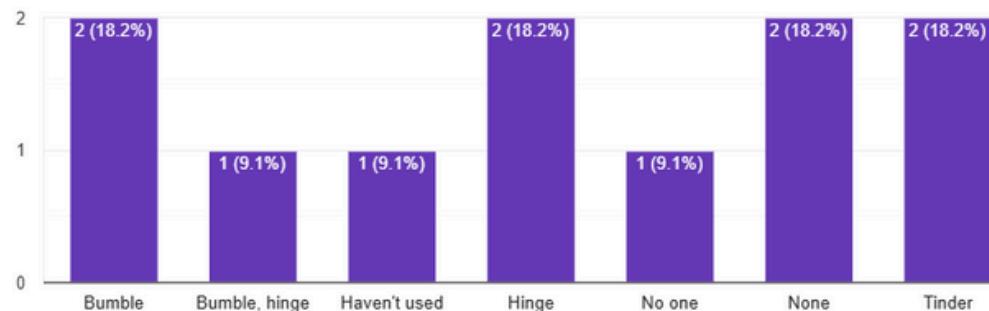
19 responses



[Copy chart](#)

Which Dating app ?

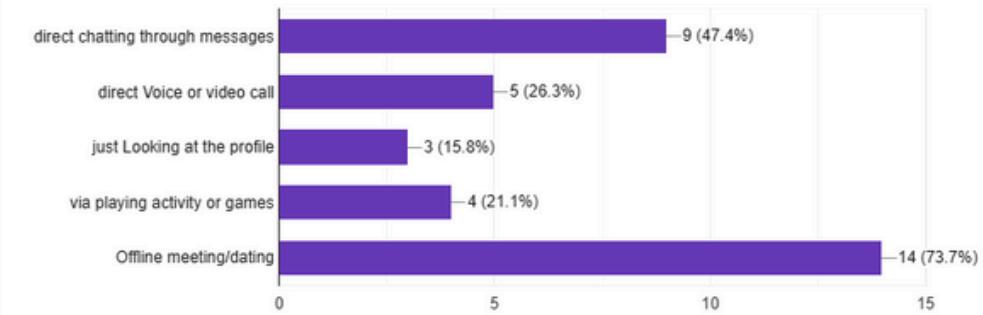
11 responses



[Copy chart](#)

What is your favourite way to know someone ? (multiple choice)

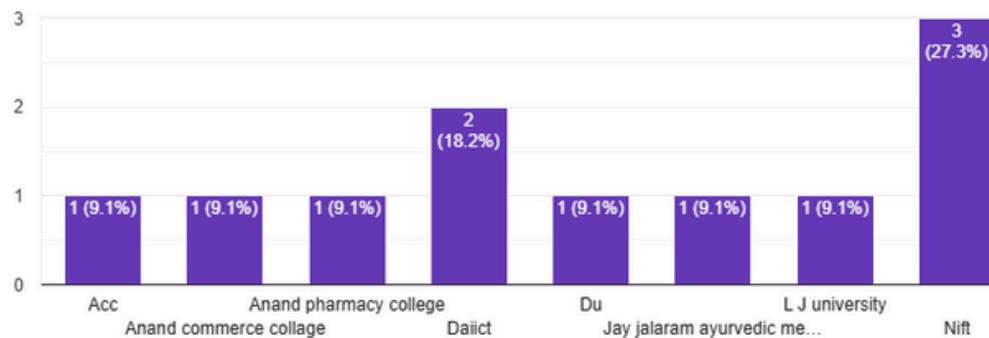
19 responses



[Copy chart](#)

College name (optional)

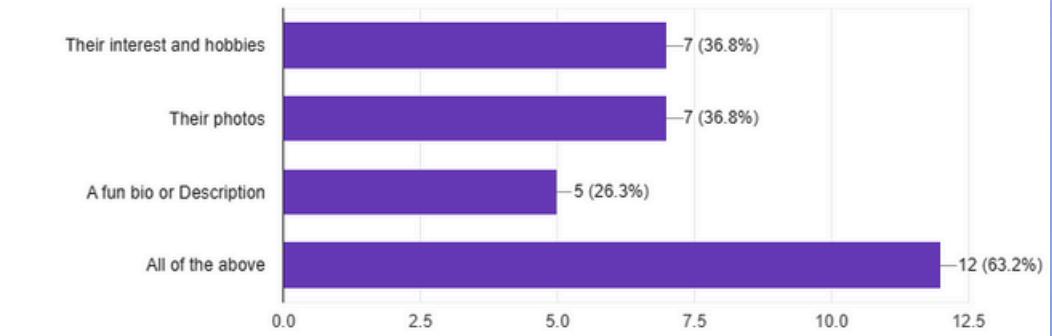
11 responses



[Copy chart](#)

What do you usually look for in someone's profile ?

19 responses



[Copy chart](#)

DESIGN STATEMENT

SparkLuv is designed to deliver a seamless, intuitive, and visually appealing experience, making virtual dating more engaging and interactive. With a strong focus on usability, smooth navigation, and modern aesthetics, the app ensures effortless interactions while fostering meaningful connections. Its user-friendly interface enhances engagement, creating a comfortable and immersive dating environment.

USER PERSONA



"I'm looking for genuine connections with people who share my interests, without the hassle of superficial features"

AGE	22
JOB TITLE	Software Engineer
STATUS	Single
LOCATION	Bangalore, INDIA
PASSIONATE	APATHETIC
CURIOS	ADVENTUROUS

Arjun Sharma

ABOUT

Arjun is a tech-savvy professional working in the bustling city of Bangalore. He enjoys exploring new technology, outdoor adventures, and connecting with like-minded individuals who share his passions. He is familiar with the world of dating apps and is seeking meaningful interactions that align with his interests and lifestyle.

GOALS

- Meet people with similar hobbies such as gaming, tech discussions, and outdoor adventures.
- Build connections for both casual dating and potentially serious relationships.

PAIN POINTS

- Finds generic dating profiles and fake accounts frustrating.
- Dislikes apps with poor navigation or buggy interfaces.

NEEDS

- Direct messaging and video calls to build connections.
- Icebreaker prompts for easier initial conversations.
- Virtual dates and activity-based interactions (e.g., games).
- Reliable, smooth app experience with a fast-matching algorithm.

PERSONALITY

Ambivert

Humor

Creative

Helpful

USER PERSONA



"I want a safe space to meet like-minded people and explore connections in a fun, creative way."

AGE	20
JOB TITLE	Design Student
STATUS	Single
LOCATION	Mumbai, India

PASSIONATE EMPATHETIC
EXPLORATIVE ADVENTUROUS

Ananya Verma

ABOUT

Ananya is a creative and artistic individual who loves expressing herself through design and exploring new ideas. She's relatively new to dating apps but is curious about using them to meet people who share her interests in art, photography, and music. She values authenticity and seeks safe, meaningful interactions.

GOALS

- Find meaningful connections and foster new friendships.
- Meet individuals with shared values and creative hobbies.

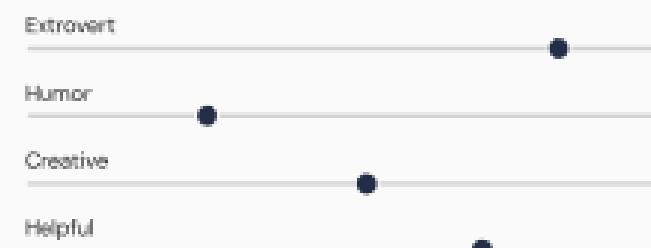
PAIN POINTS

- Feels overwhelmed by too many options or overly casual matches.
- Concerned about privacy and safety while using dating apps.

NEEDS

- Fun bio and description sections to understand potential matches better.
- Video chat and icebreaker activities for interactive engagement.
- Virtual date options like online coffee meet-ups or movie streaming.
- An anonymous profile option for initial privacy.

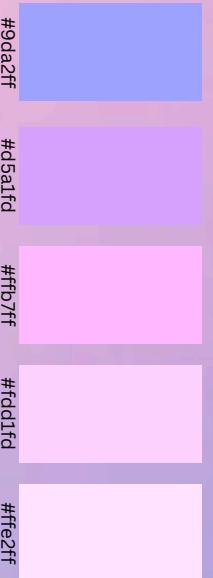
PERSONALITY





sparklov

MOOD BOARD



MOOD BOARD

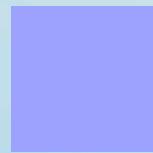


sparklov

Font Style (Inter)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc feugiat,
eros a tincidunt cursus, velit ligula tempus.

COLOR PALETTE



#9da2ff



#d5a1fd



#ffb7ff



#fdd1fd



#ffe2ff

INDIVIDUAL FONTS

Aa

Inter

Aa

Alex Brush

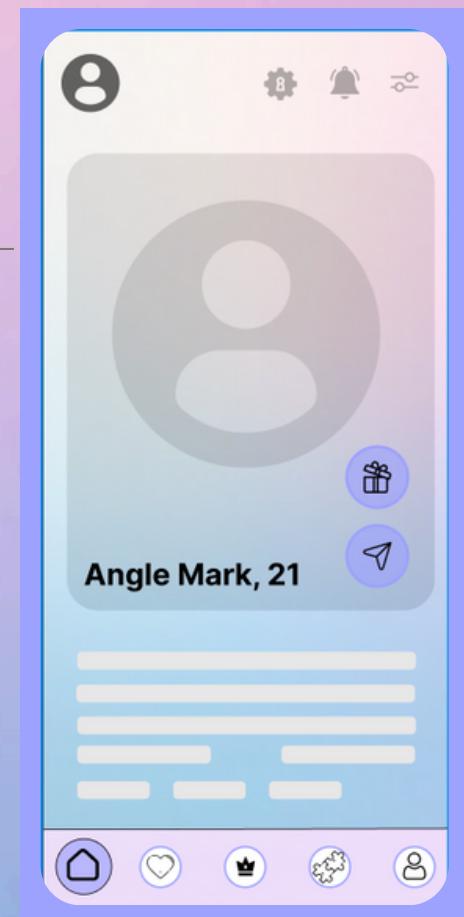
LOGO



LOGO ON WHITE



LOGO ON BLACK



Angle Mark, 21



User Journey Map

Sparklove Dating App

Steps

Onboarding

Setup Profile

Exploration

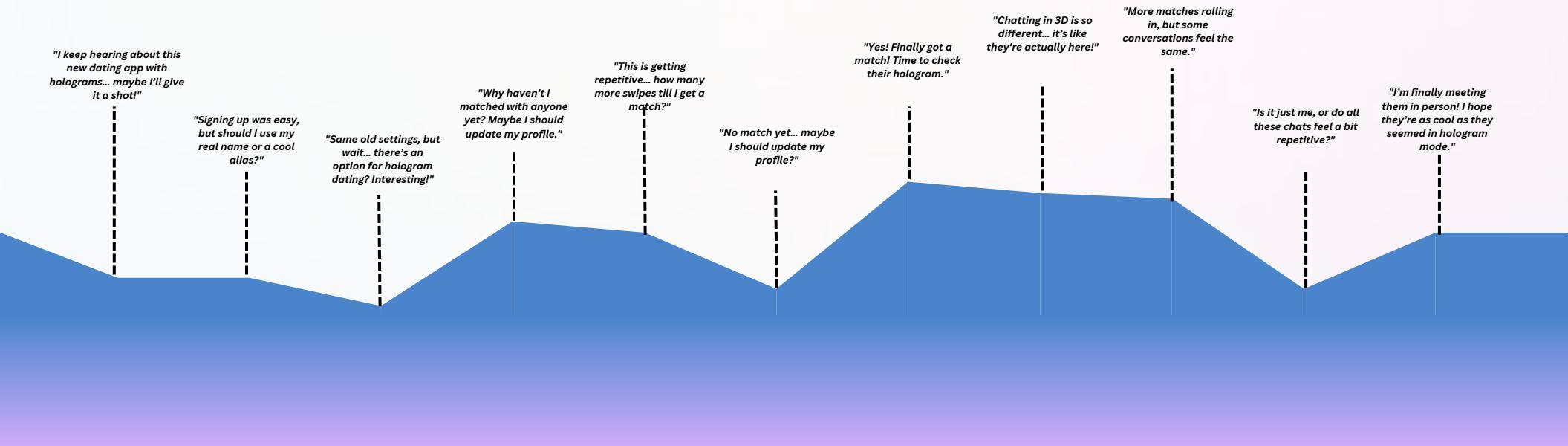
Matchmaking

Chat & Interaction

Virtual Date

Meetup

Emotion & Thoughts



Actions

- Sign up using your phone number or email.
- Explore app features through an interactive tutorial.
- Enable settings like location, notifications & privacy preferences.

- Create your profile and customize details.
- Set hologram preferences, search filters, and bio.
- Upload photos, record a short video intro, and verify identity.

- Browse profiles with immersive hologram previews.
- Like profiles that interest you or pass on others.
- Adjust filters to find matches based on personality and interests.

- Check who liked your profile and mutual matches.
- Receive AI-powered match suggestions.
- Unlock exclusive hologram interactions with verified matches.

- Start chatting via text, voice, or real-time hologram calls.
- Engage in icebreaker games to spark conversations.
- Plan a virtual date before meeting in person.

- Schedule an in-person date with built-in safety features.
- Compare real-life chemistry with hologram interactions.
- Share feedback to improve match recommendations.

Opportunities

- Enable phone number verification for enhanced security.
- Expand beyond dating—support connections for friendships & travelers.
- Promote a culture of real-world interactions, not just online chatting.

- Simplify search settings with location-based filters.
- Minimize profile details by integrating social media links.
- Offer a concise profile summary instead of lengthy descriptions.

- Replace endless swiping with an interactive map or list view.
- Provide an option for gender-based swiping comfort.
- Ensure better balance between dating & social discovery features.

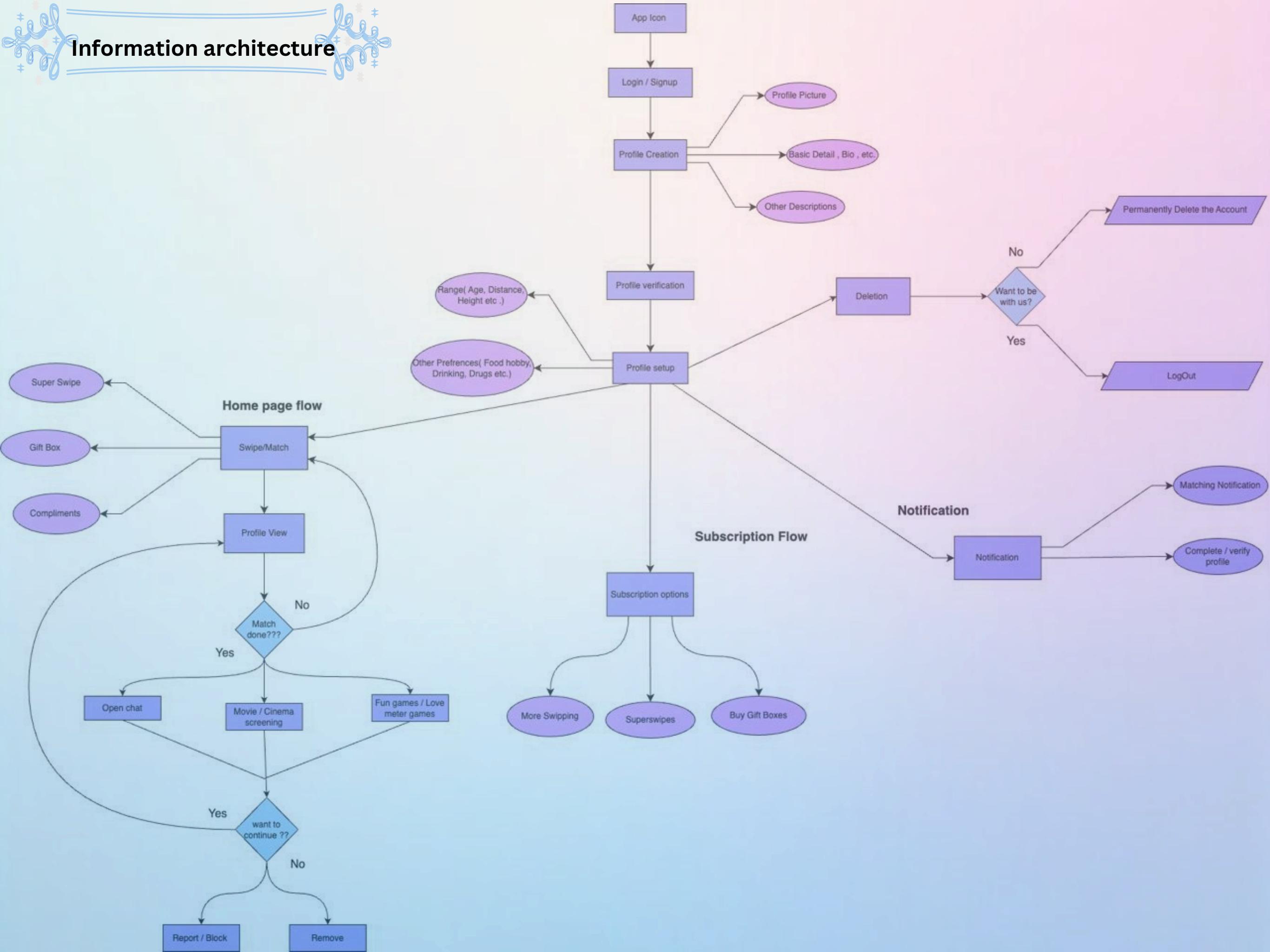
- Reduce repeated profile appearances.
- Enhance communication by focusing on meaningful connections.
- Combat online negativity by encouraging authentic interactions.

- Improve chat dynamics by avoiding repetitive conversations.
- Make first meetings easier with icebreaker prompts & AI suggestions.
- Encourage quick in-person meetups over prolonged chatting.

- Reduce time wasted on endless swiping and chatting.
- Help users make quicker decisions with smart profile insights.
- Encourage real-life interactions faster, as first impressions matter more than long chats.



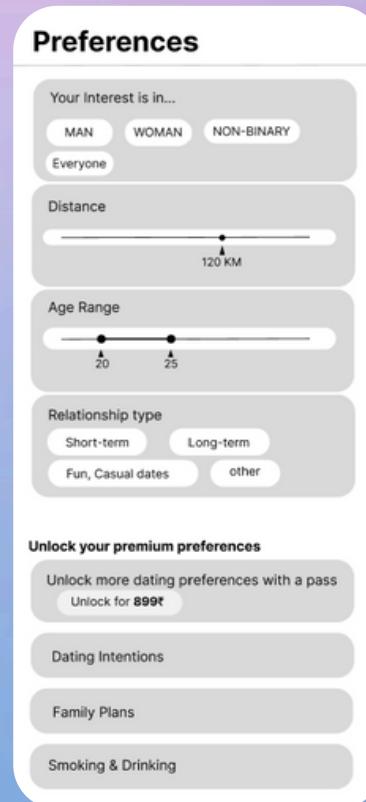
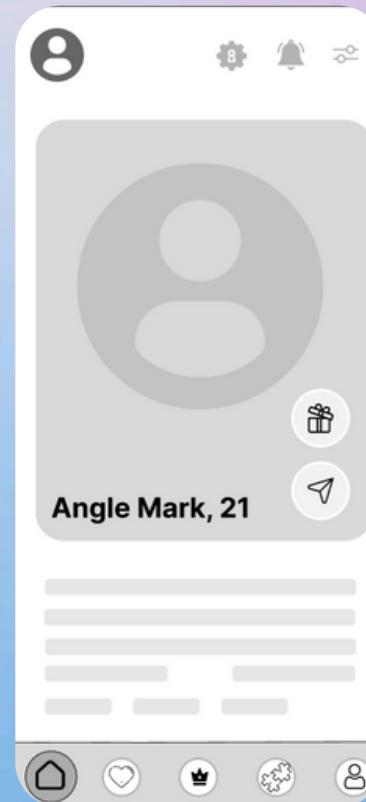
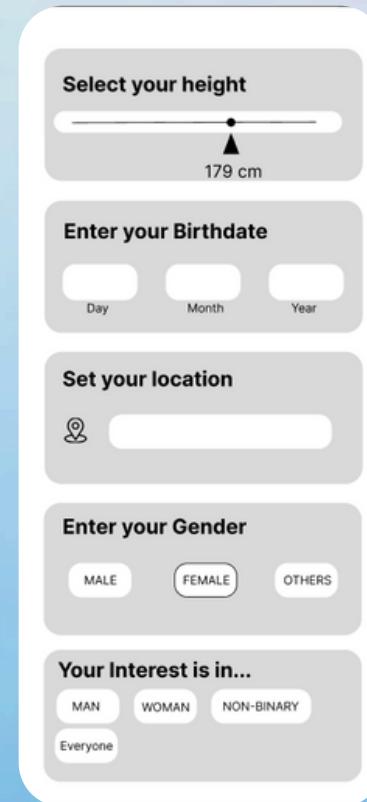
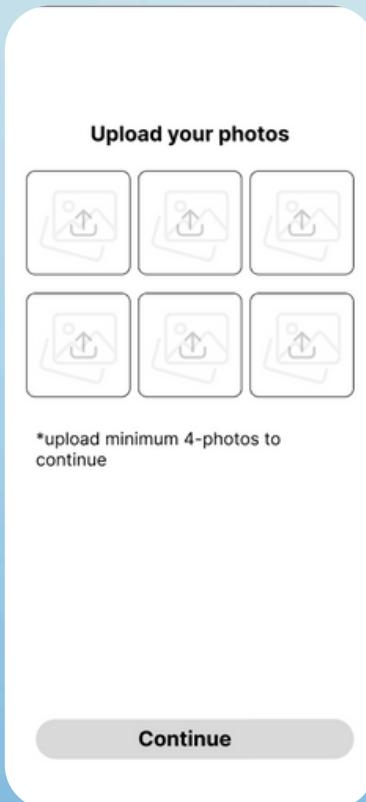
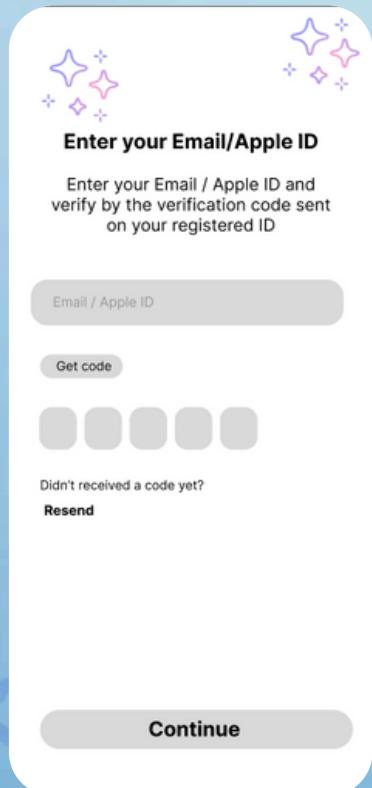
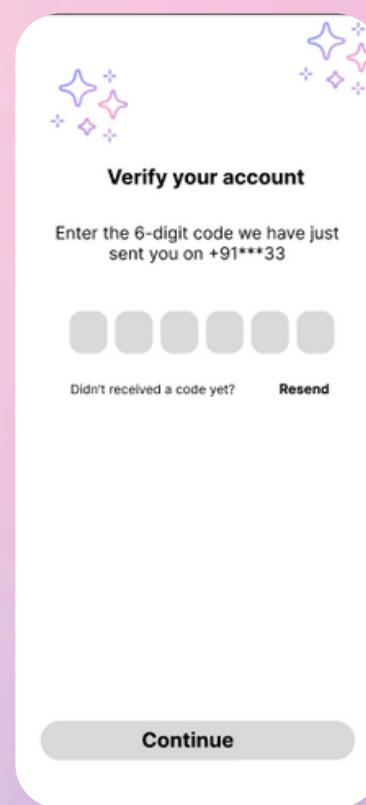
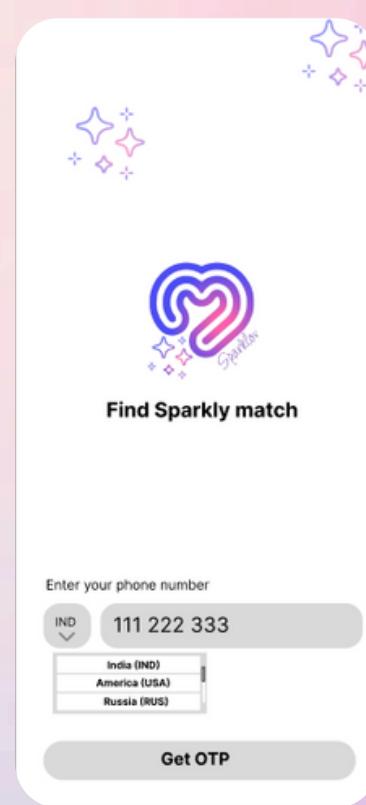
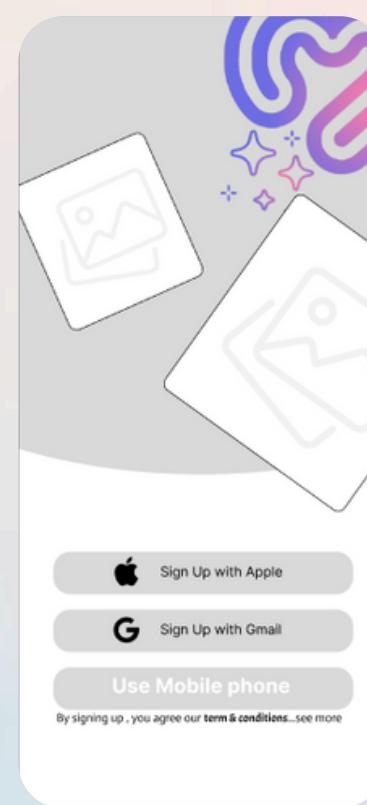
Information architecture



LOW FIDELITY WIREFRAME



LOW FIDELITY WIREFRAME



LOW FIDELITY WIREFRAME

Who likes you

Get noticed by more daters faster and meet someone special sooner ...!



Suggestions

See who matches with your vibe ...



Suggestions

See who matches with your vibe ...

Angle Mark, 21
Gandhinagar, IND

SuperSwipe

**6
Months**

149 ₹/week

Details of plan

Get 6 Months for 2999₹

Angle Mark

0

View



Congrats !!



You have a match

chat now

Matches

Your match is ready—connect, chat, and make something special happen!



Mark jesoff



Mark Jesoff
Online



type here...

Verify your Profile



Capturing the live face reading ...

Skip for now

Angle Mark

0

Edit

View



Congrats !!



You have a match

chat now

Matches

Your match is ready—connect, chat, and make something special happen!



Mark jesoff



Settings

Phone & email

+91 99999 99999
davidbeckham07@xmail.com

Block List

Blocking someone ensures that they won't see your profile, and you won't see theirs on this app.

Pause

Pausing hides your profile from new people, but you can still message your existing matches.

Show Active Status

Others can see when you were last active, and you can see theirs, but your matches won't see your activity status.

Language

English

Download your data

Terms & Conditions

Privacy policy

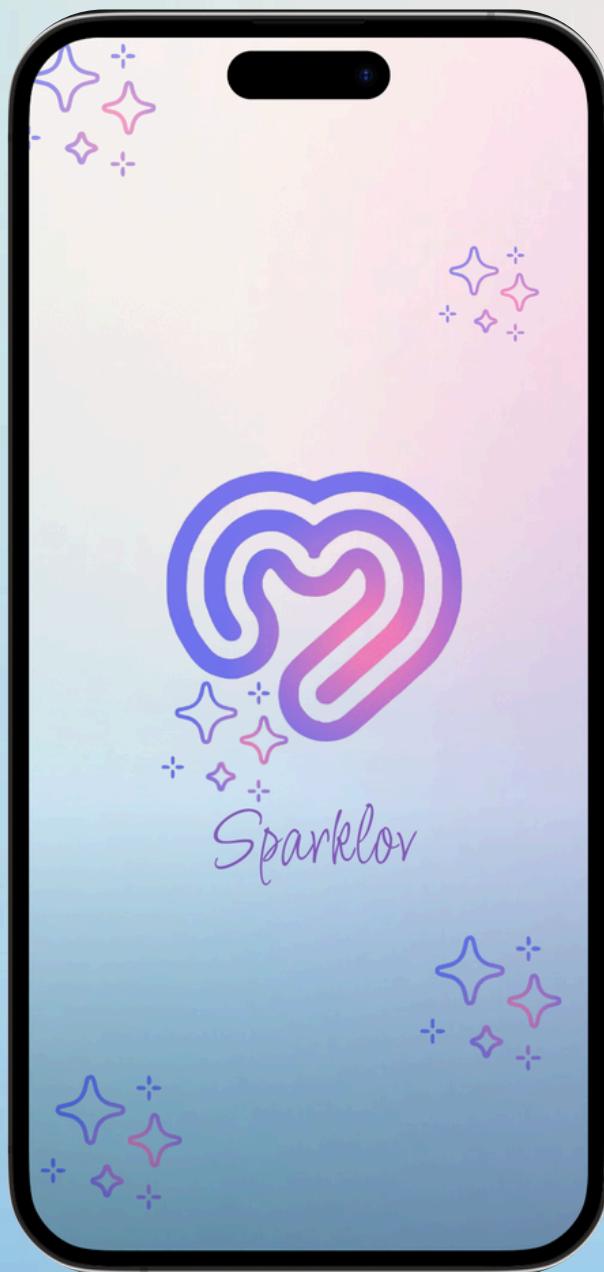
Rate your Experience



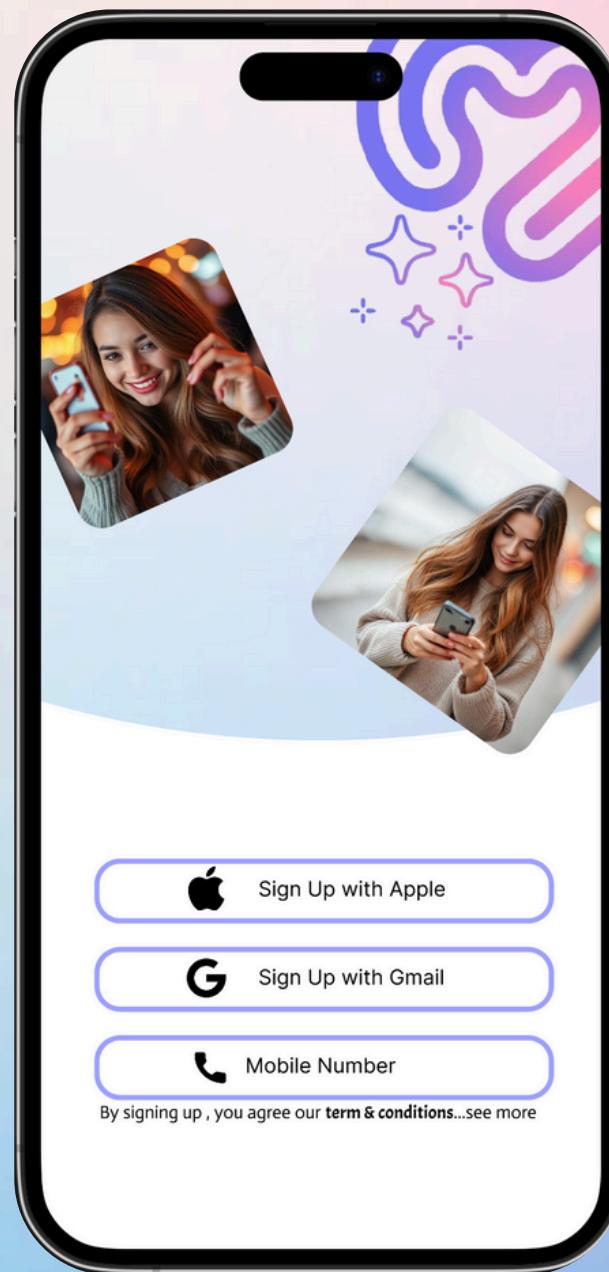
Log out

Delete Account

HIGH FIDELITY WIREFRAME



APP LOGO AND NAME



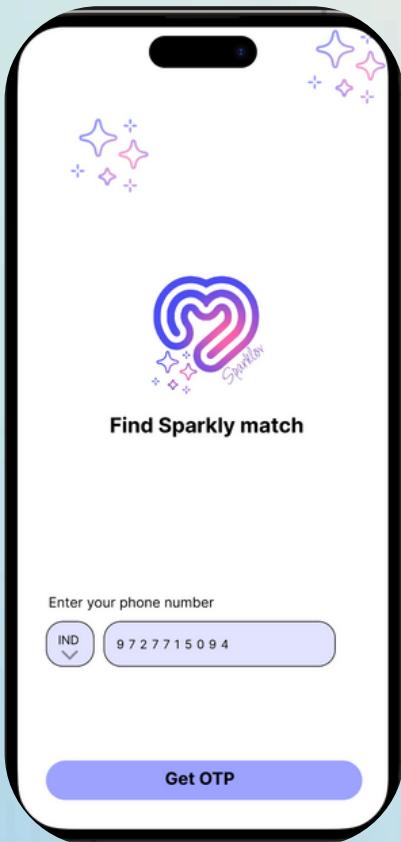
ONBOARDING PAGE

USER WILL BE ASKED TO ENTER
THEIR CREDENTIALS TO JOIN
THE APP

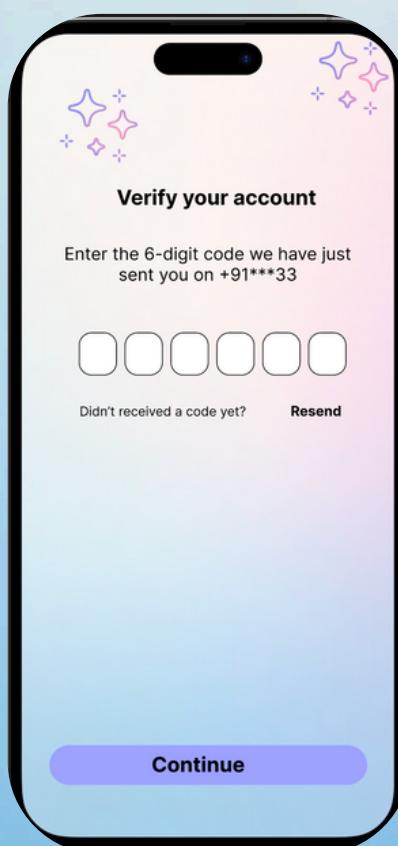


MULTIPLE OPTIONS TO LOG
IN

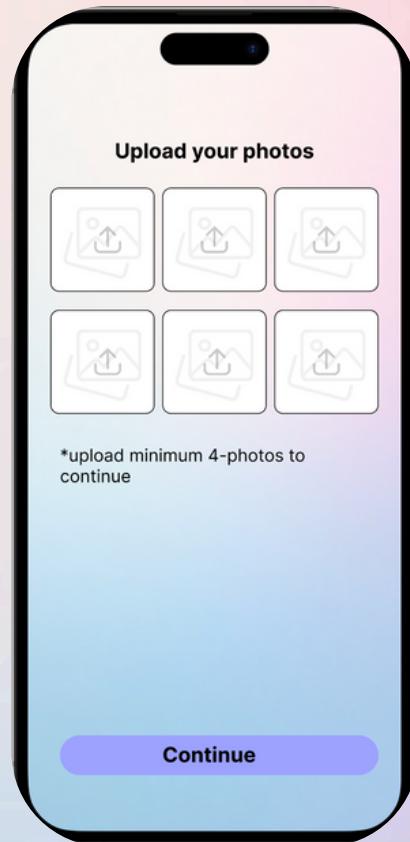
PROFILE SETUP



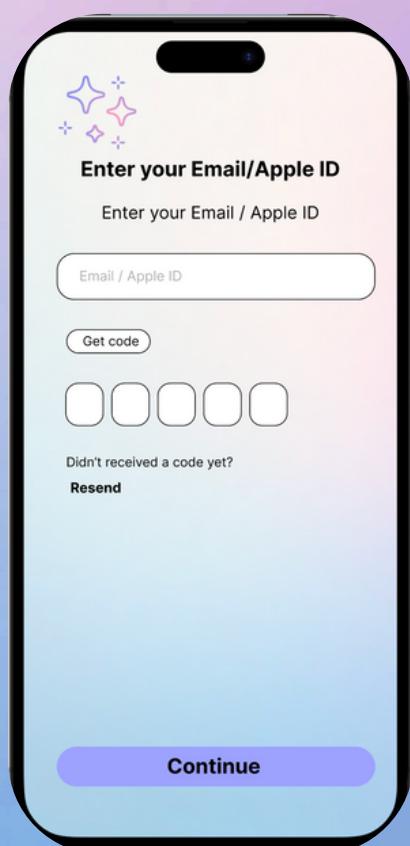
OTP VERIFICATION



USER WILL BE ASKED TO ENTER
MOBILE NO

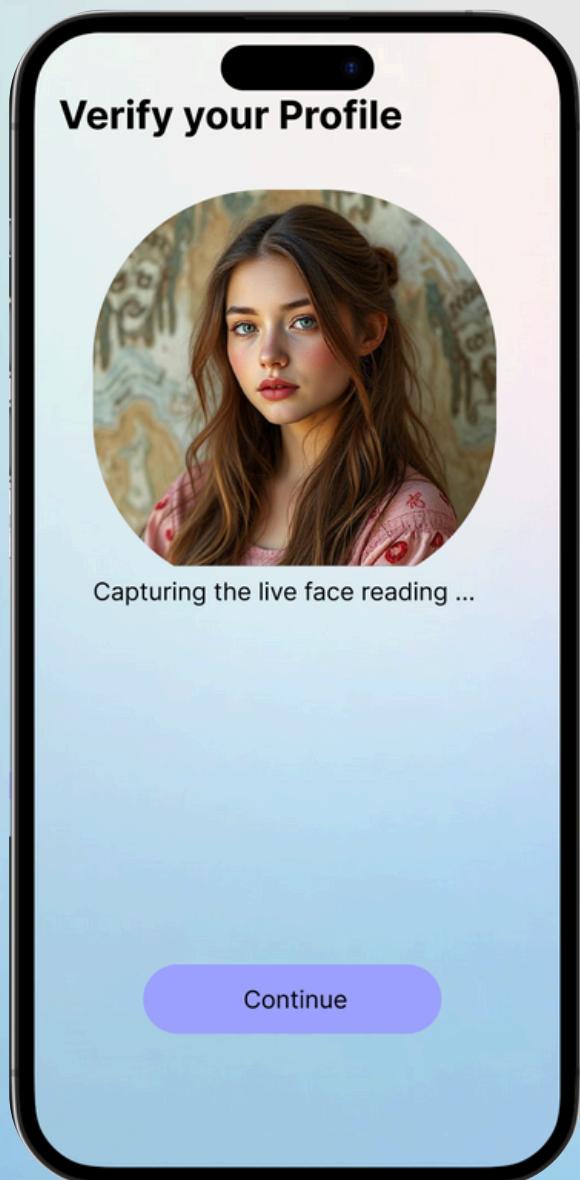


PROFILE PHOTOS
UPLOADATION

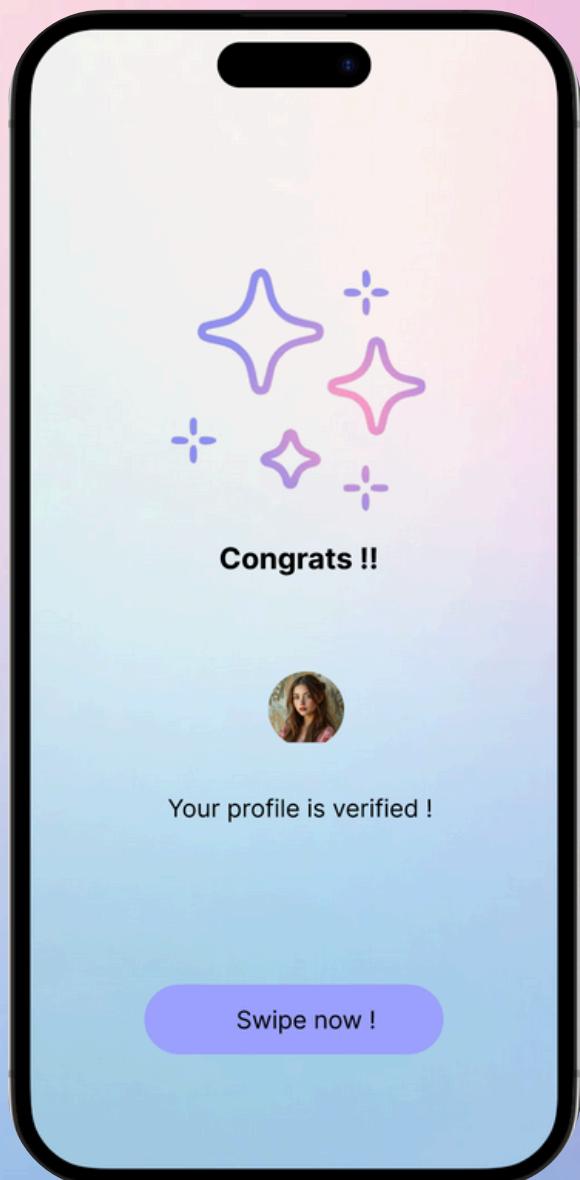


EMAIL AND IT'S OTP
VERIFICATION

PROFILE VERIFICATION

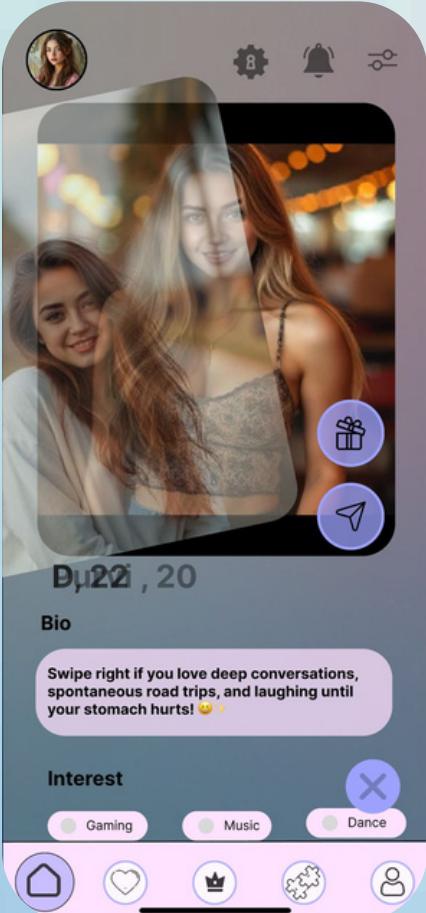


PROFILE VERIFICATION VIA
LIVE FACE RECOGNITION
SYSTEM

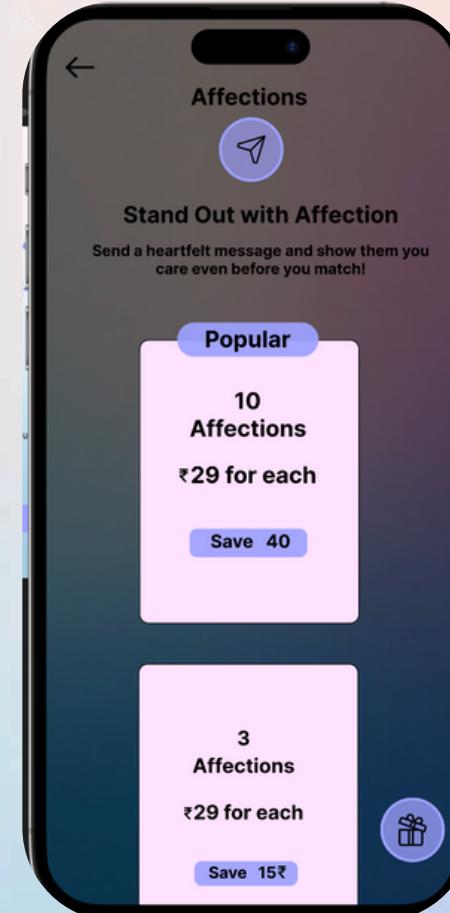


MAIN 5 TABS

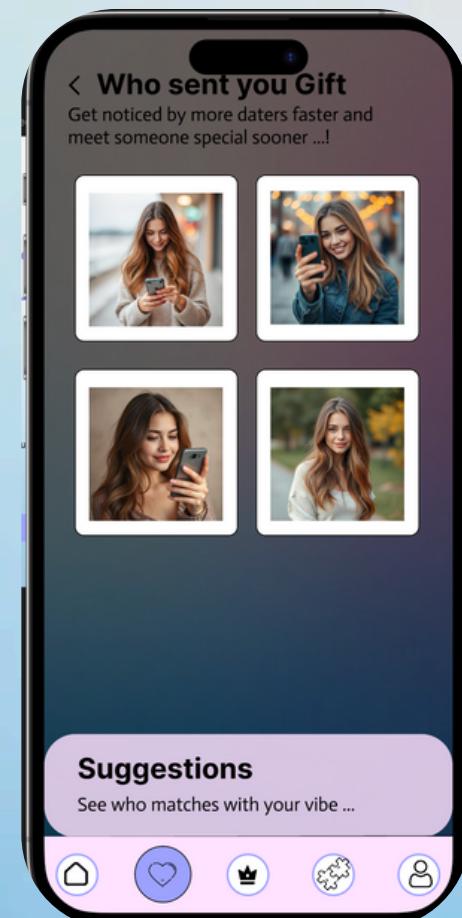
HOME PAGE



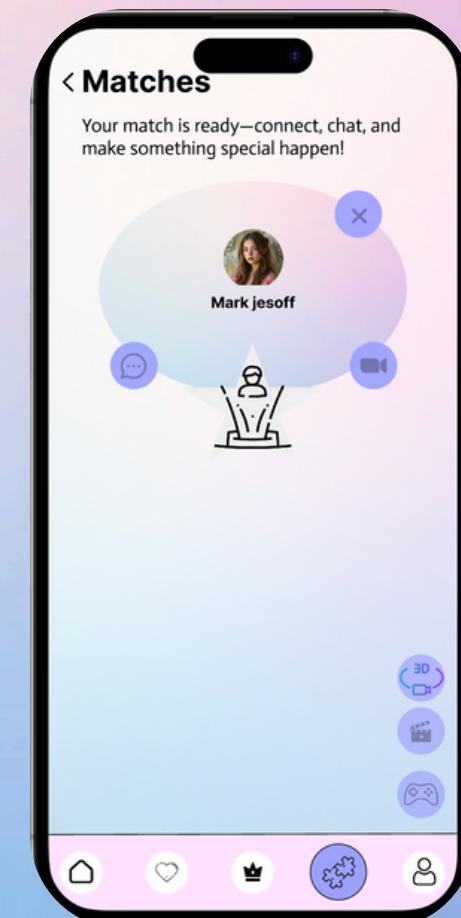
SUBSCRIPTION PAGE



PROFILE PAGE



LIKE PAGE

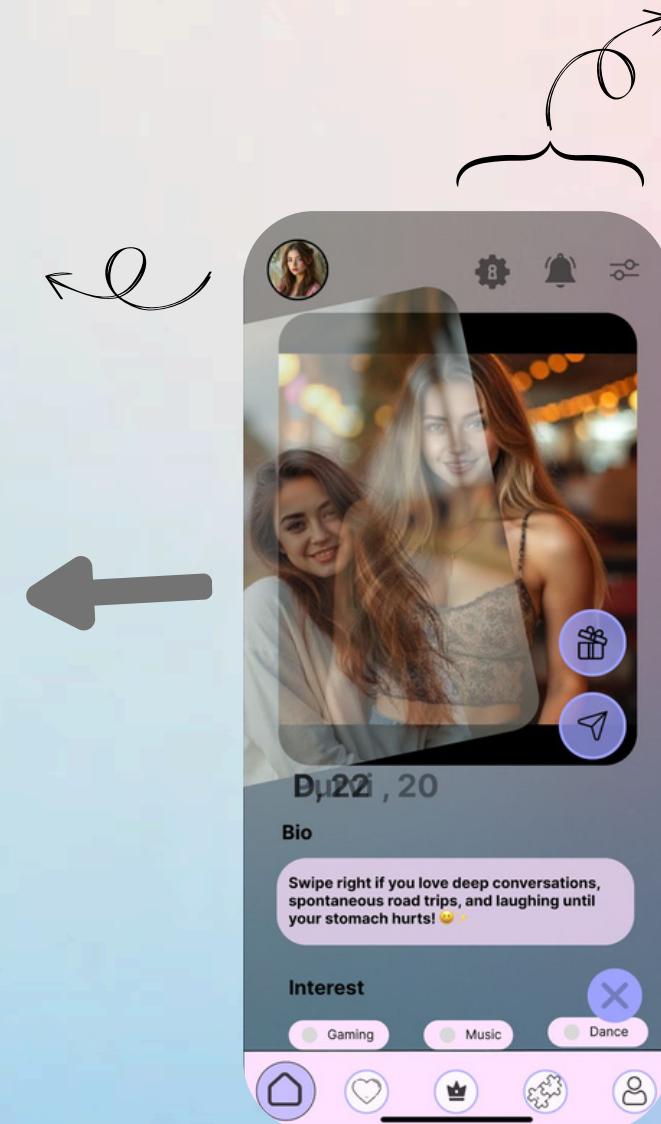


MATCH PAGE

HOME PAGE

USER PROFILE DIRECTION
BUTTON

RIGHT AND LEFT SWIPING AS PER
USERS INTERESTED PROFILES
LEFT : DISLIKING THE PROFILE
RIGHT :INTERESTED PROFILE



SETTING

NOTIFICATION

PREFERENCES

USER CAN SEND GIFTS AND
COMPLIMENTS THROUGH BUYING
THE GIFTS AND COMPLEMENTS

*THE WAY FOR QUICK MATCHING

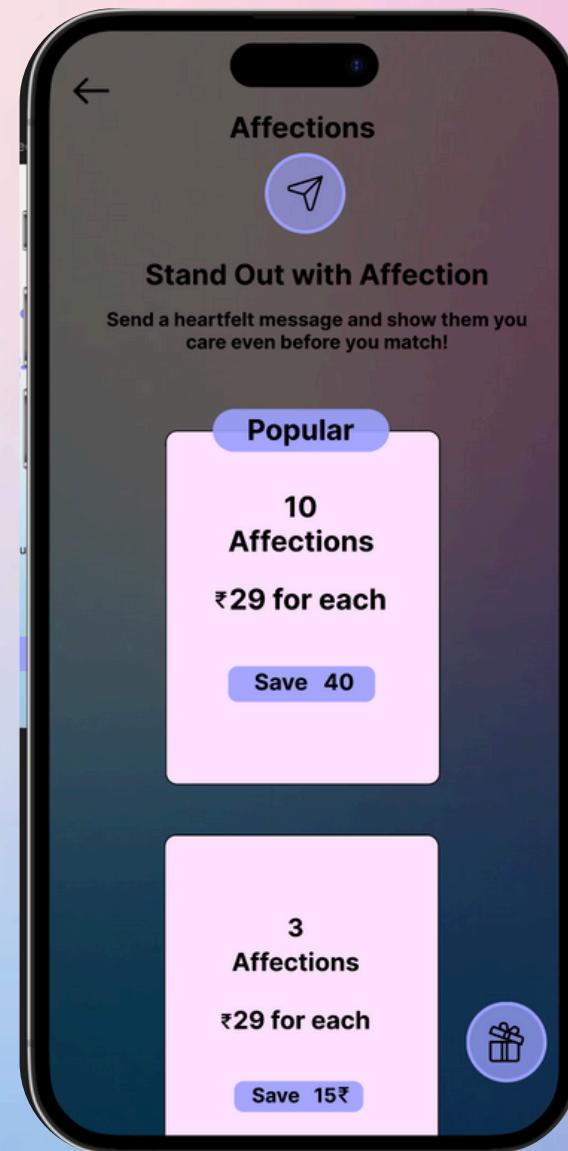
SCROLLING UP AND DOWN TO
ANALYSE THE PROFILE MORE
AND MORE

LIKE & SUBSCRIPTION



PROFILES THAT ARE
INTERESTED IN USER

SUGGESTED PROFILE
SYSTEM



SUBSCRIPTION PLANS
TO AFFECT THE MOST
PROFILES THAT ARE
LIKED BY USER

MATCH PAGE

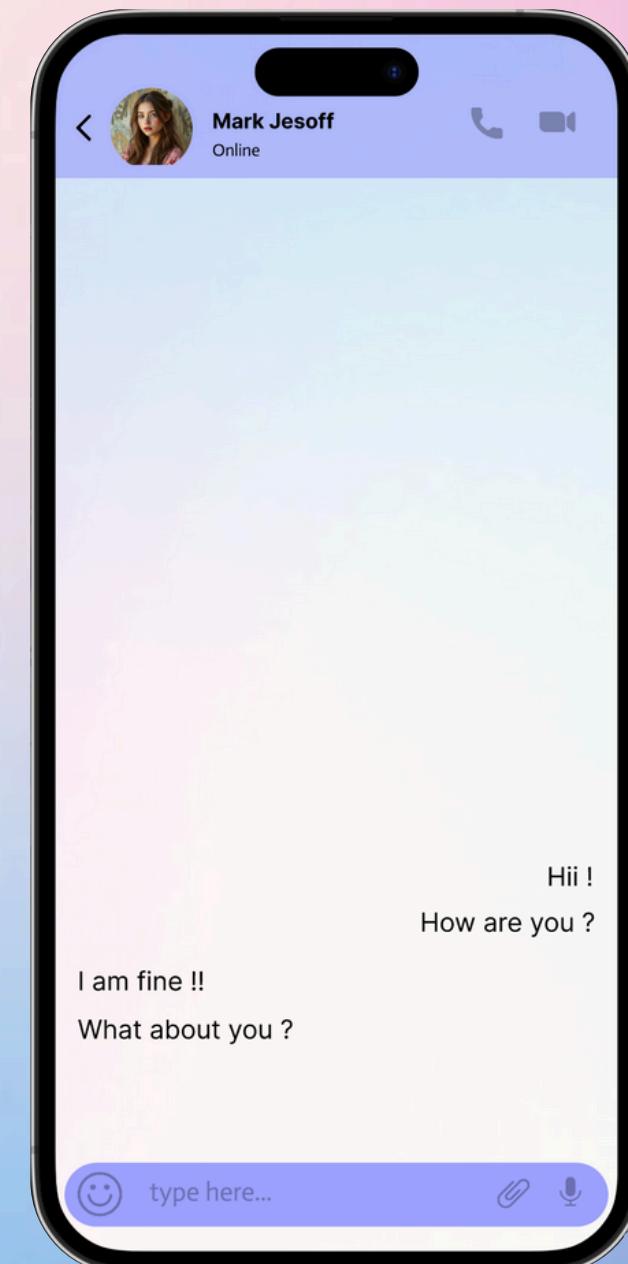


MATCHED PROFILE

3D VIDEO CALLING

ONLINE MOVIE DATING

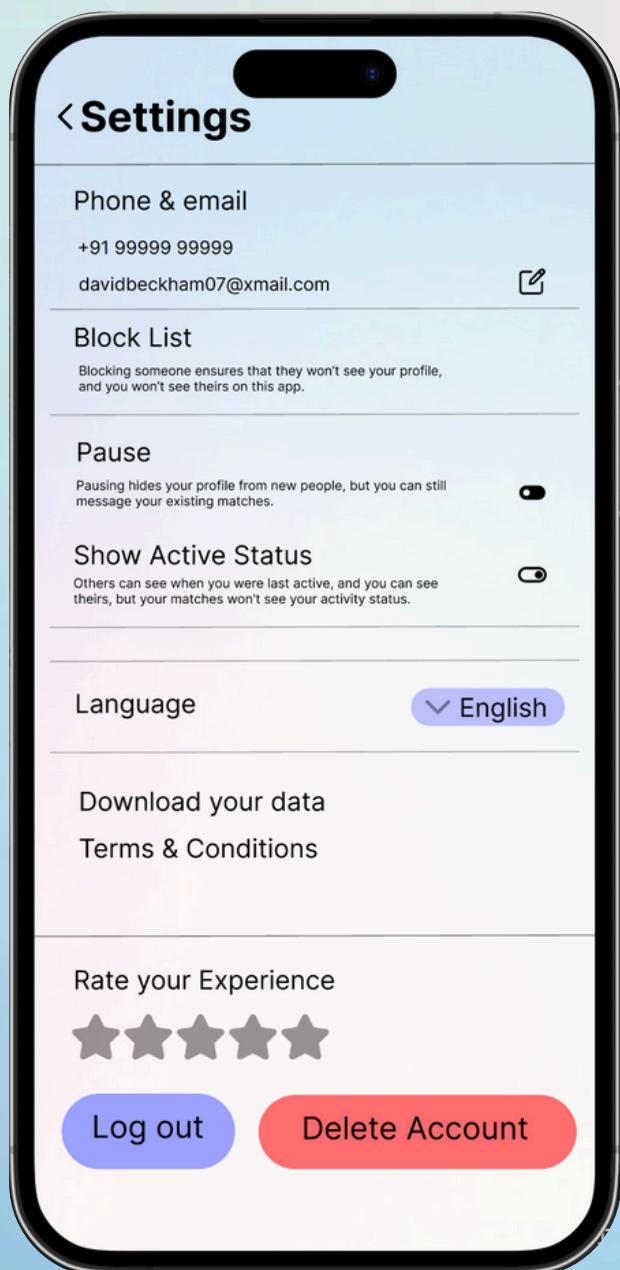
ONLINE PARTNER GAMING



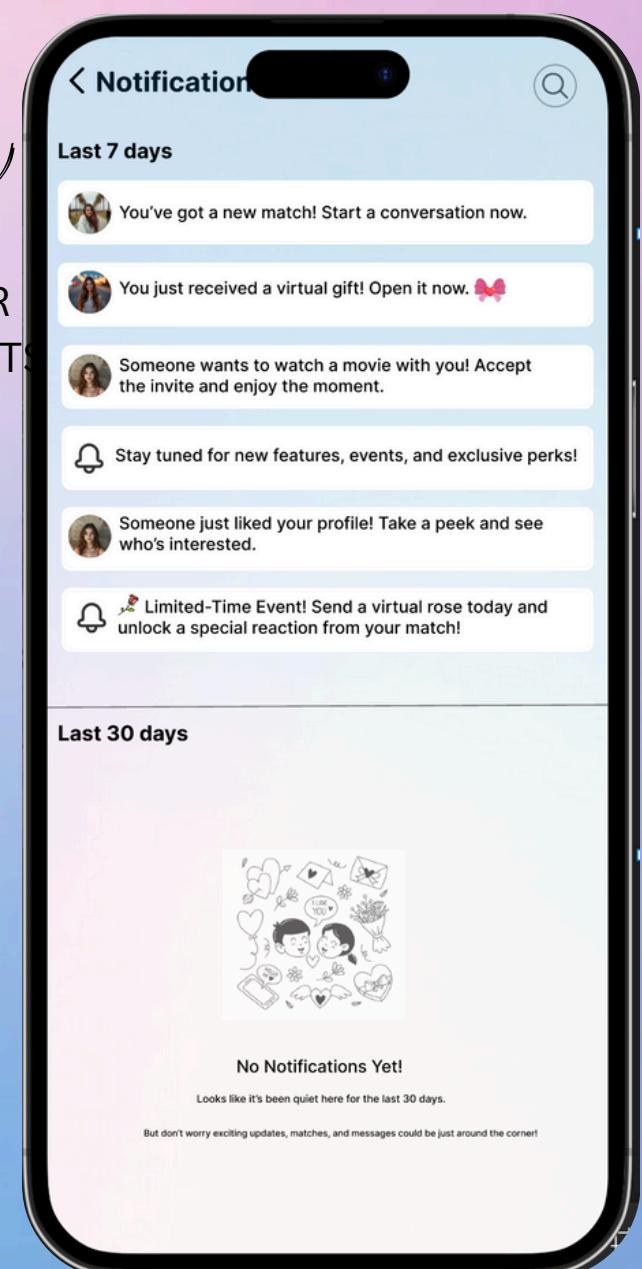
VOICE & VIDEO CALLING

TEXT MESSAGING

SETTING & NOTIFICATION



USER CAN EDIT EMAIL ID, CAN VIEW BLOCKED PROFILES, CAN CHANGE LANGUAGE AS PER HIS/HER COMFORT

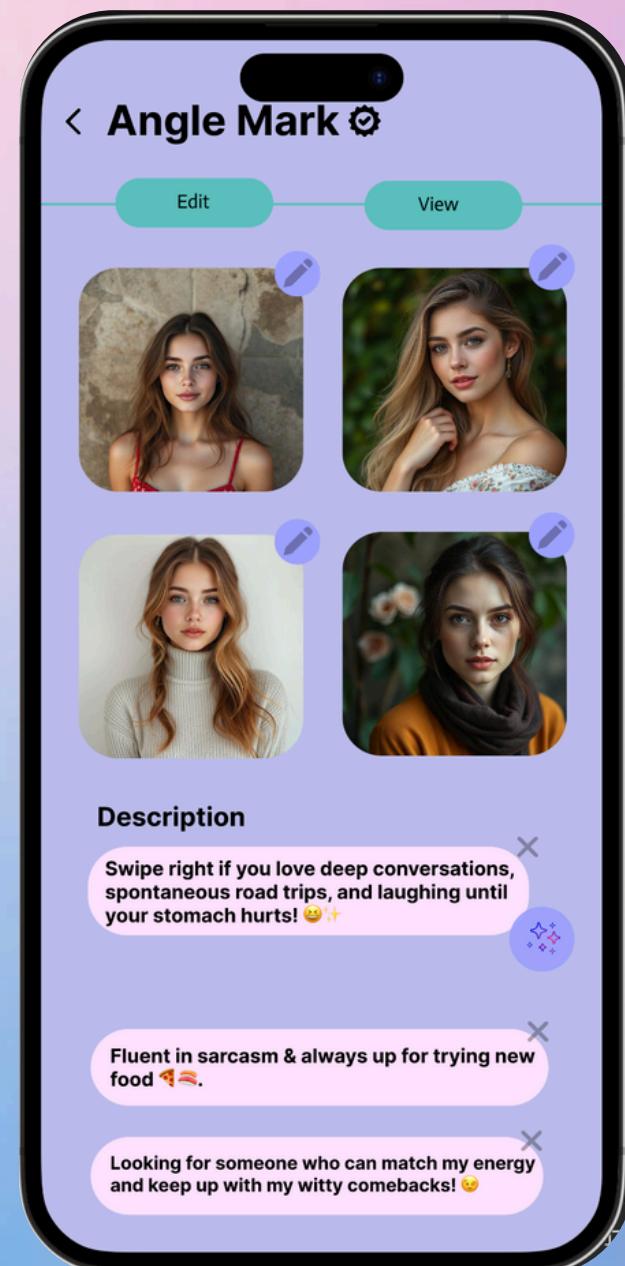


USER CAN LOG OUT AND CAN DELETE ACCOUNT PERMANENTLY

PROFILE PAGE



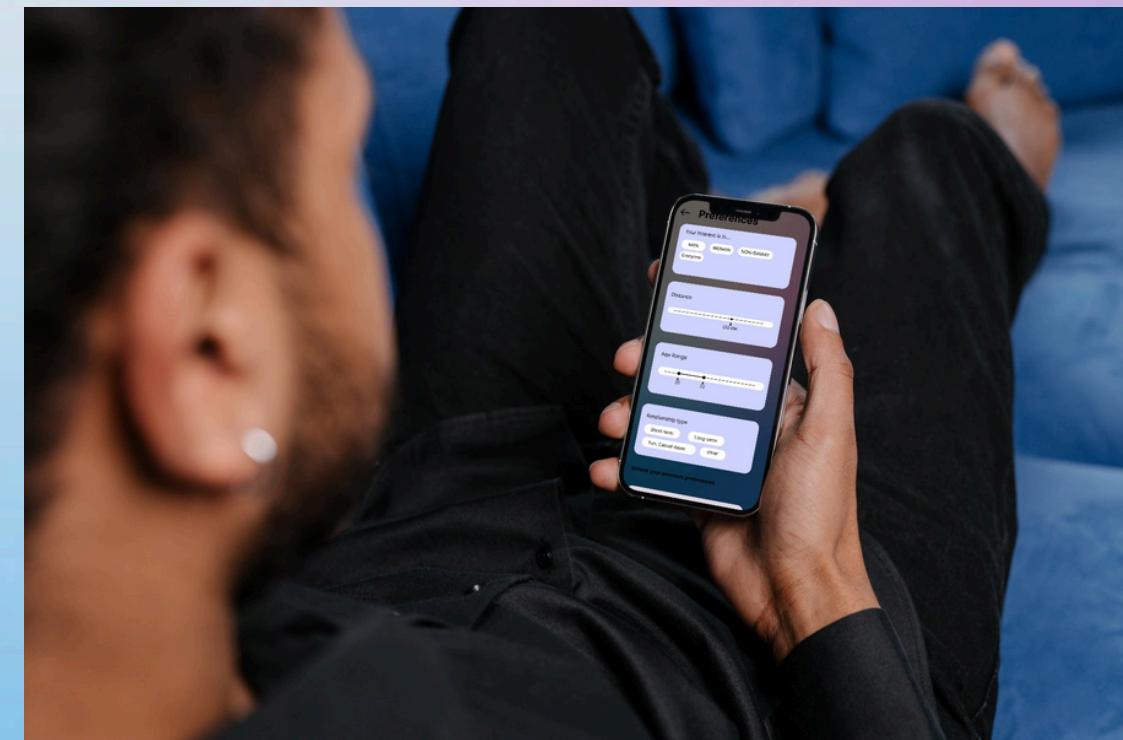
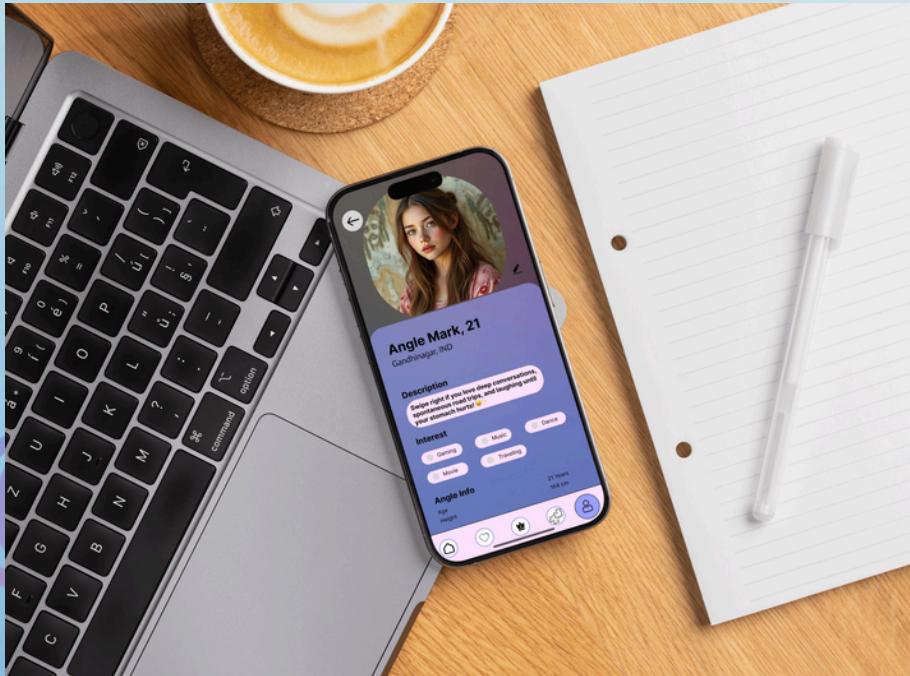
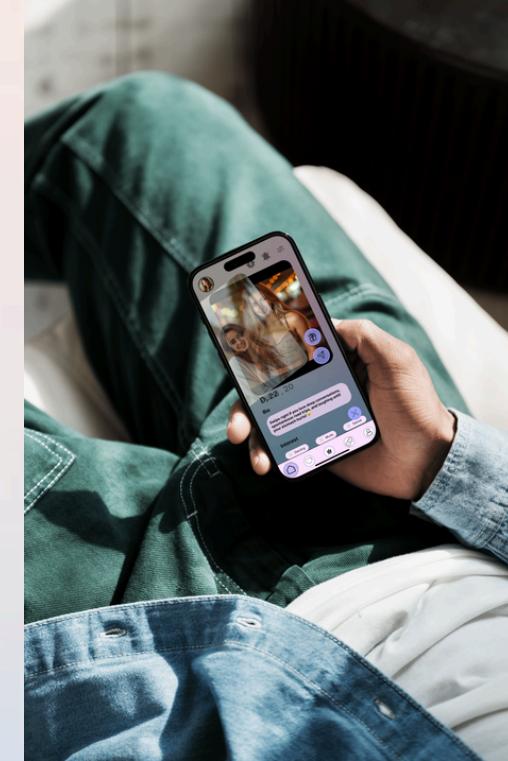
USER CAN SEE HER/HIS PROFILE



USER CAN CHANGE OR EDIT THE PROFILE WITH NEW PHOTOS AND DISCRIPTION

AI BASED PROFILE UPDATION AND EDITION

MOCK-UPS



THANK YOU