

USER CENTRIC DESIGN

GROUP 24

PARTH PRAJAPATI : 202201250

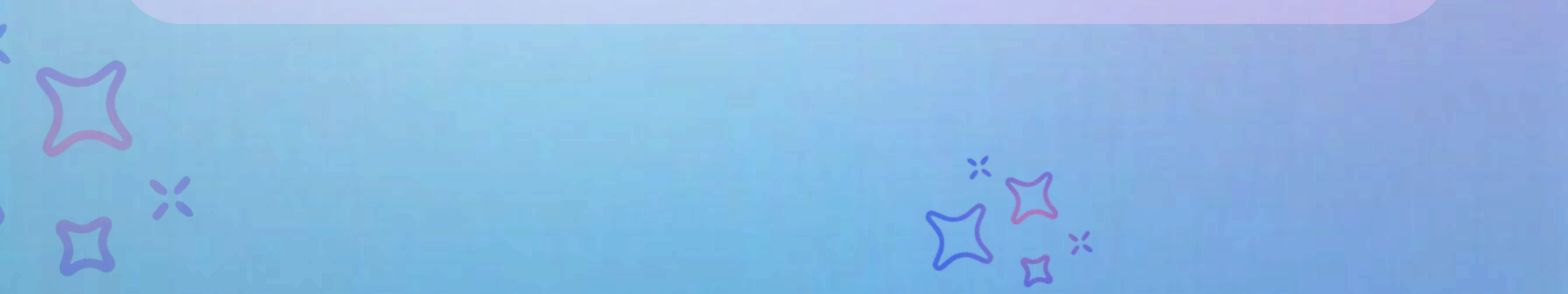
SUJAL MAVDIYA : 202201040

TUSAR MORI : 202201502

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

"How can I make the app stand out in a crowded market?"

"What features will make users feel safe and engaged?"

THINKS

DOES

Designs user-friendly interfaces and features.

Implements security measures like verification.

FEELS

Excited about innovating in the dating space. Concerned about user engagement and retention.

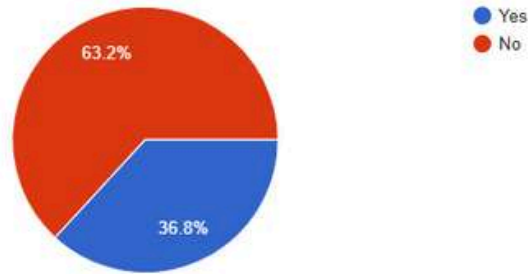
Motivated to solve real-world relationship challenges.

SURVEY RESULTS

Have you used dating app before ?

19 responses

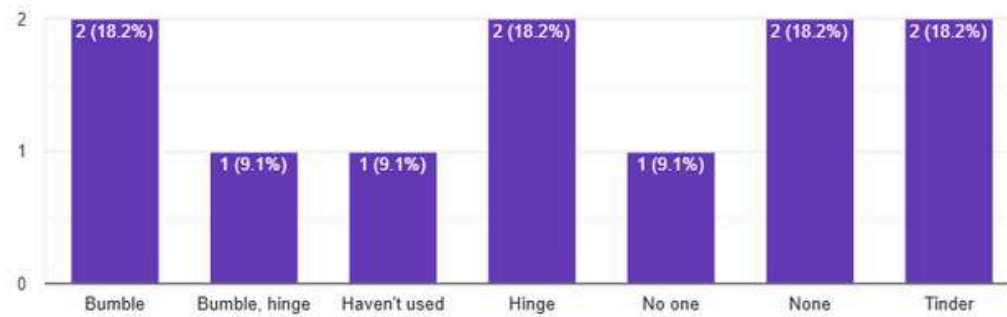
[Copy chart](#)



Which Dating app ?

11 responses

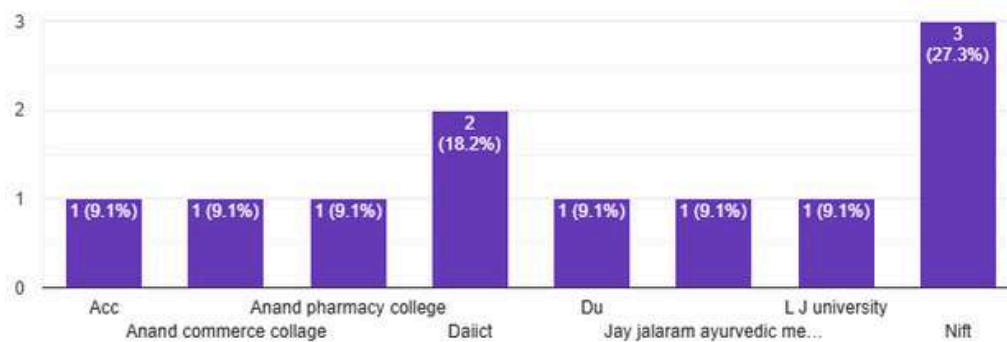
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College name (optional)

11 responses

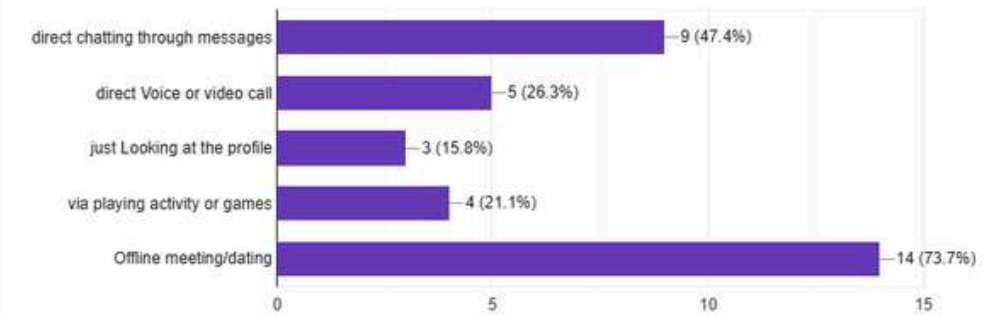
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What is your favourite way to know someone ? (multiple choice)

19 responses

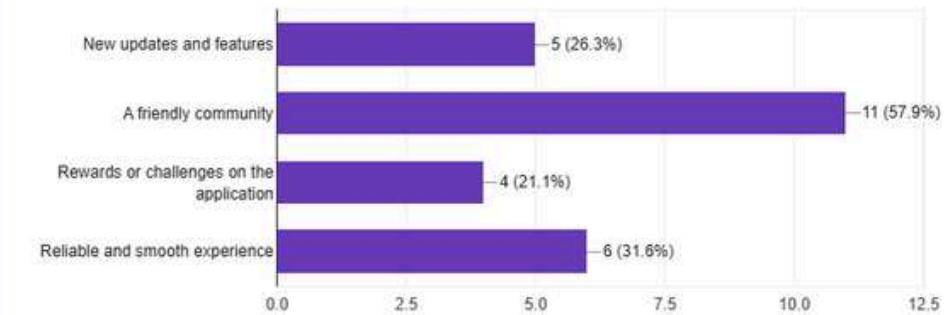
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What would make you keep using a dating app ?

19 responses

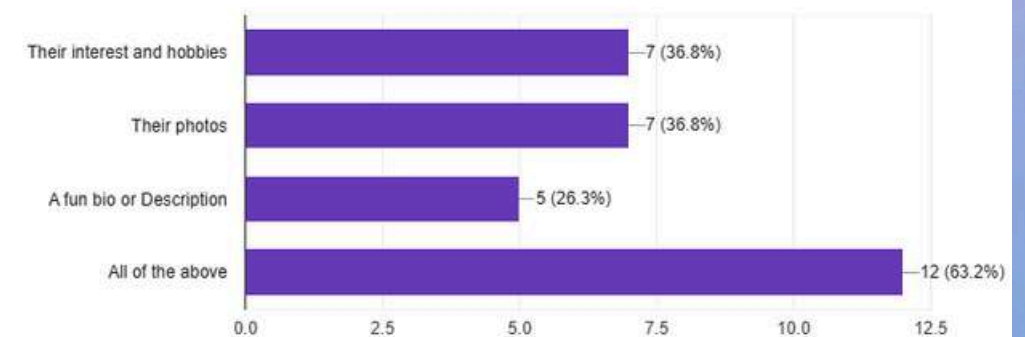
[Copy chart](#)



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

19 responses




[Copy chart](#)





DESIGN STATEMENT

SparkLov 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.





"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

CURIOUS

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.

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.

PAIN POINTS

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

PERSONALITY





"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.

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.

PAIN POINTS

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

PERSONALITY





sparklov



MOOD BOARD



MOOD BOARD



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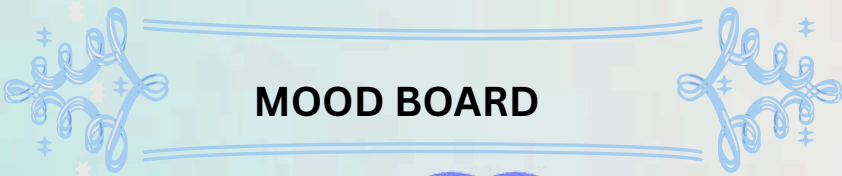
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MOOD BOARD



sparklov



Font Style (Inter)

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COLOR PALETTE



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#d5a1fd



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INDIVIDUAL FONTS

Aa

Inter

Aa

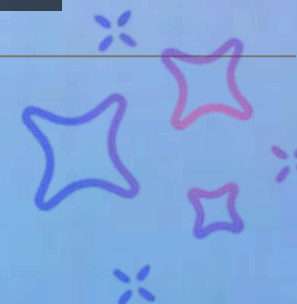
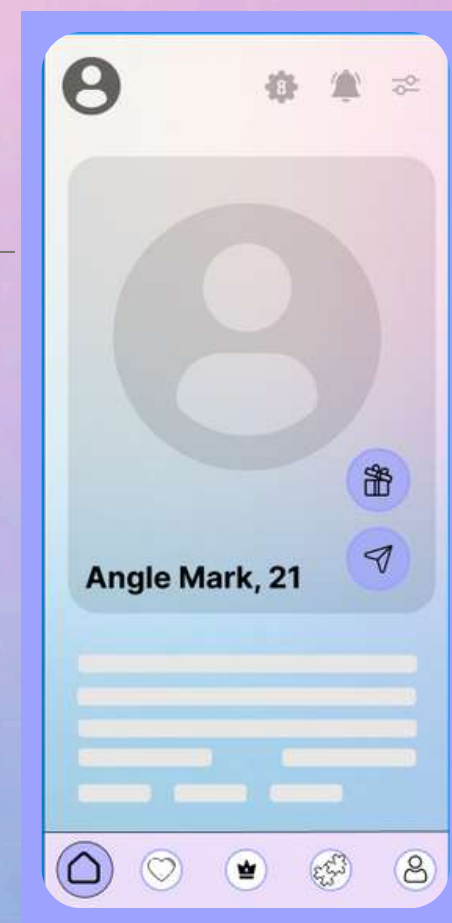
Alex Brush

LOGO

LOGO ON WHITE



LOGO ON BLACK



User Journey Map

Sparklove Dating App

Steps

Onboarding

Setup Profile

Exploration

Matchmaking

Chat & Interaction

Virtual Date

Meetup

Emotion & Thoughts

"I keep hearing about this new dating app with holograms... maybe I'll give it a shot!"

"Signing up was easy, but should I use my real name or a cool alias?"

"Same old settings, but wait... there's an option for hologram dating? Interesting!"

"Why haven't I matched with anyone yet? Maybe I should update my profile."

"This is getting repetitive... how many more swipes till I get a match?"

"No match yet... maybe I should update my profile?"

"Yes! Finally got a match! Time to check their hologram."

"Chatting in 3D is so different... it's like they're actually here!"

"More matches rolling in, but some conversations feel the same."

"Is it just me, or do all these chats feel a bit repetitive?"

"I'm finally meeting them in person! I hope they're as cool as they seemed in hologram mode."

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.

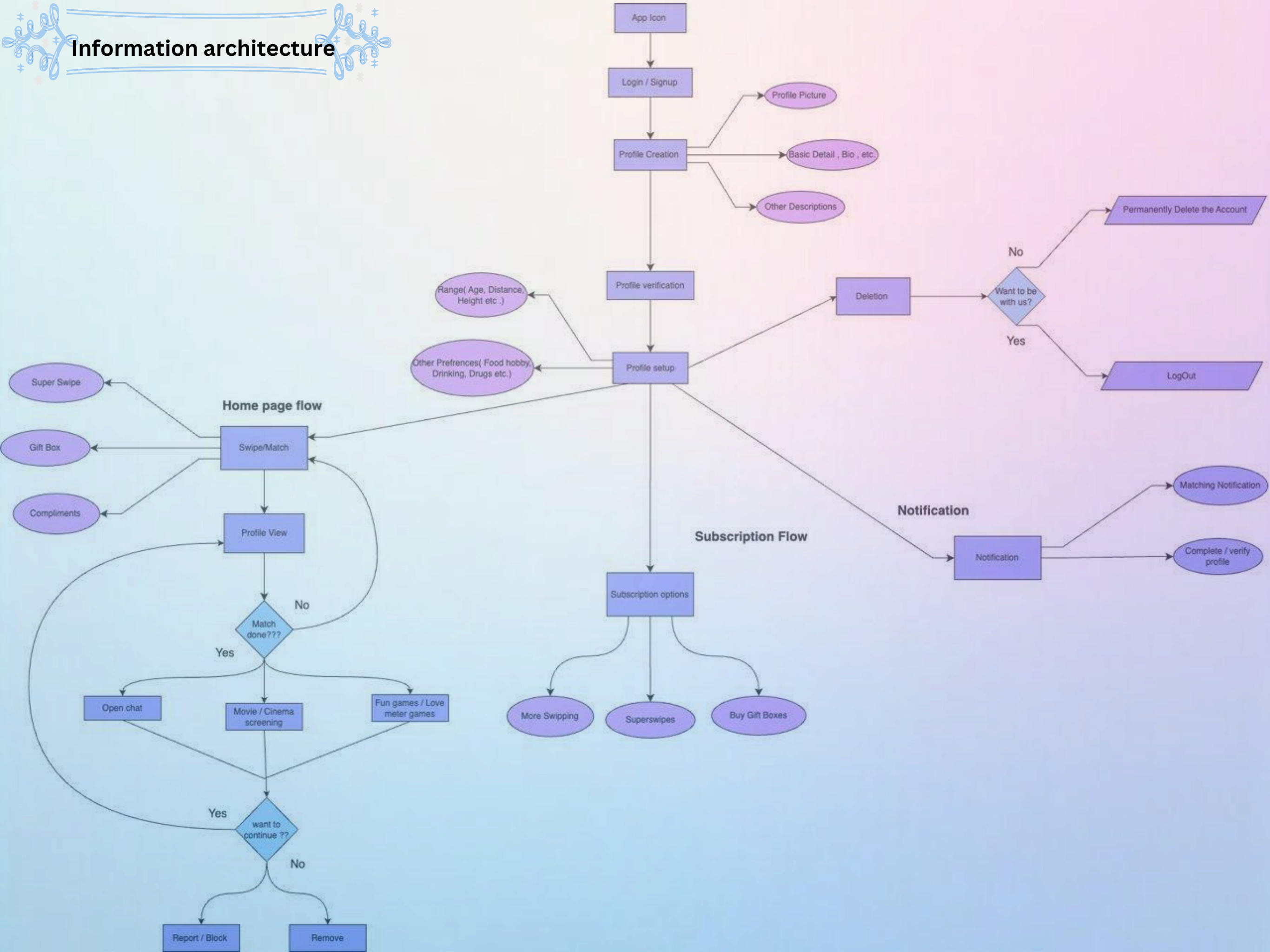
- Replace endless swiping with an interactive map or list view.
- Provide an option for gender-based swiping comfort.
- Ensure better balance between dating & social discovery features.

- 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.

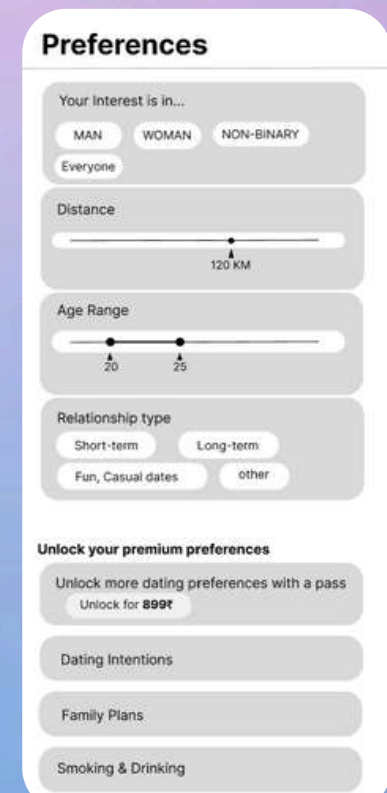
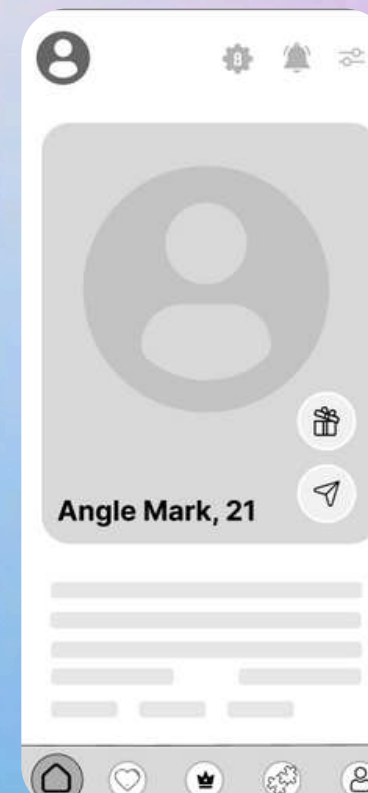
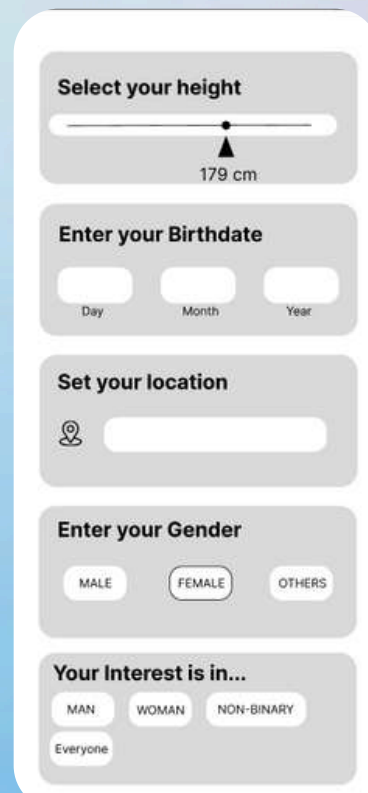
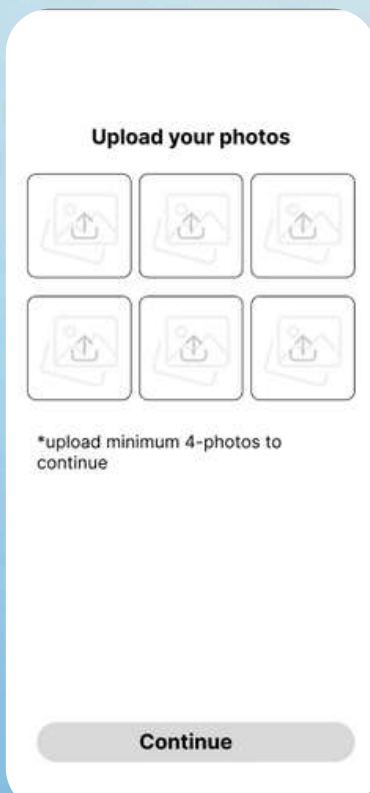
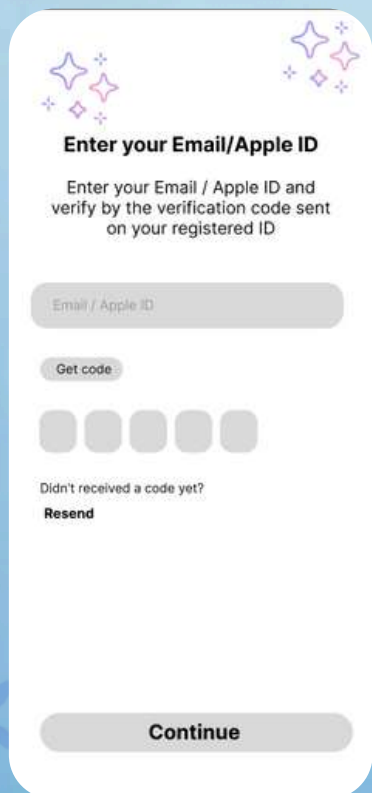
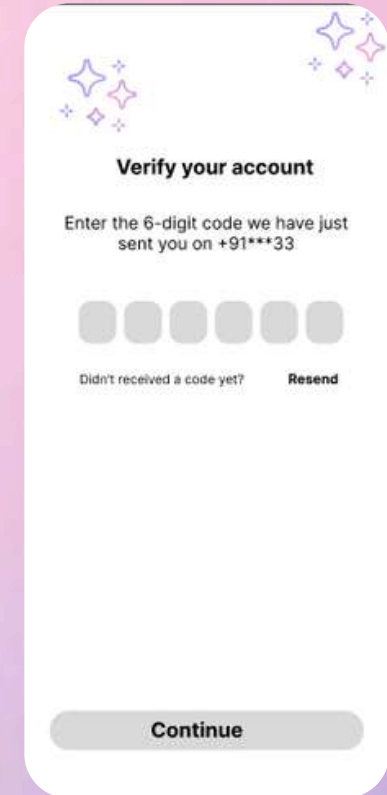
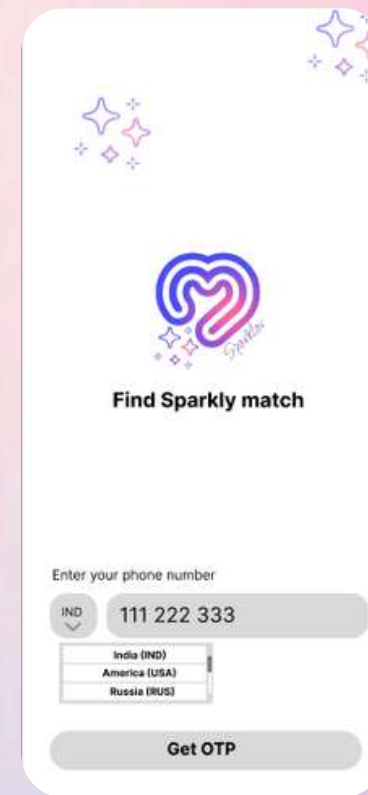
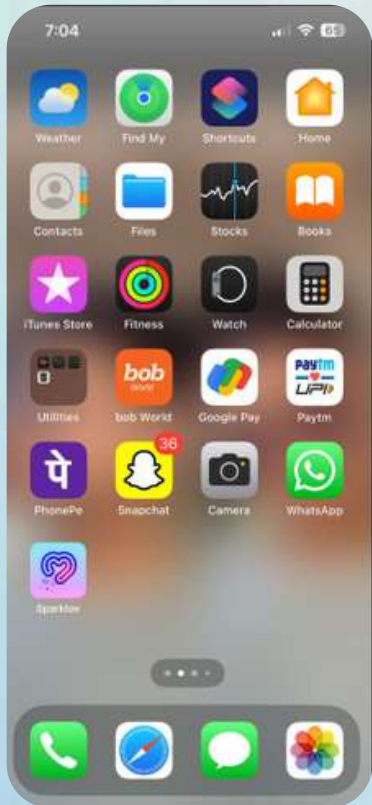
Information architecture



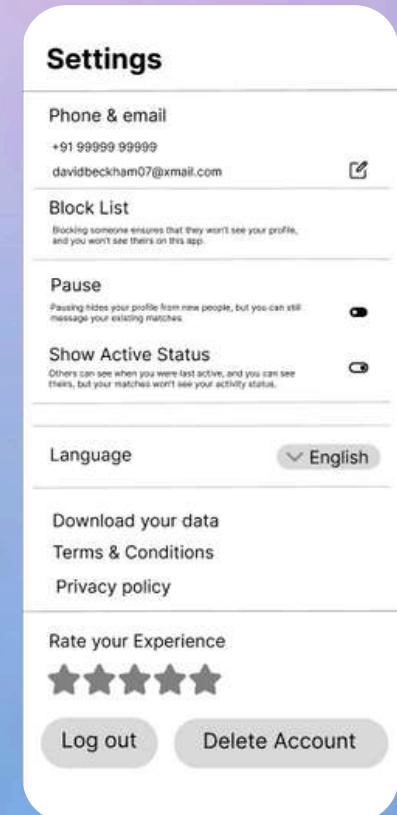
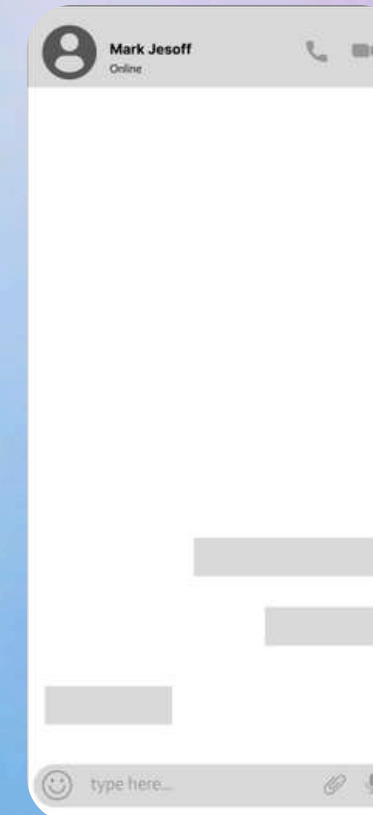
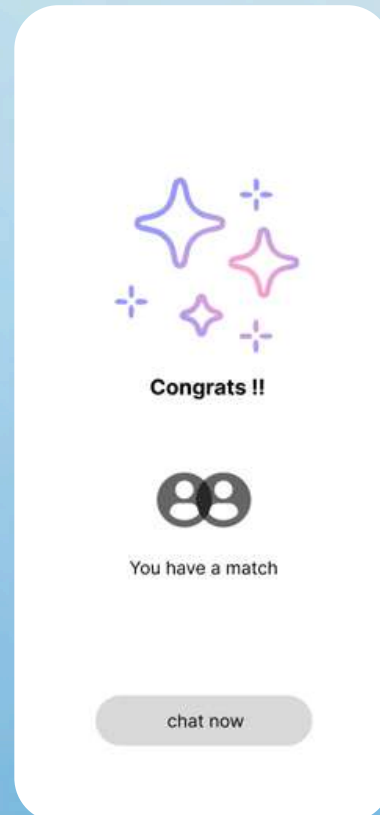
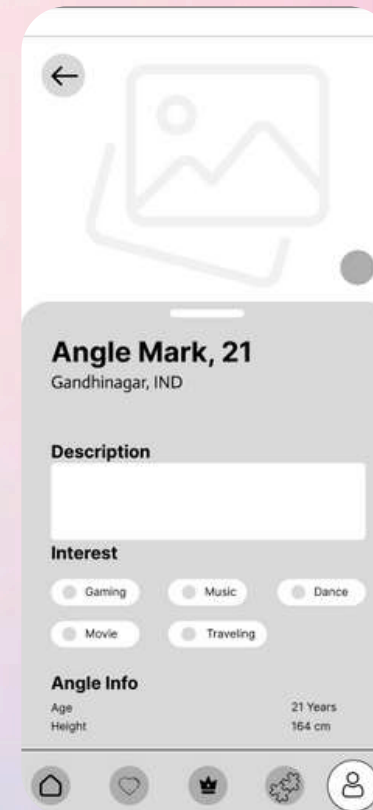
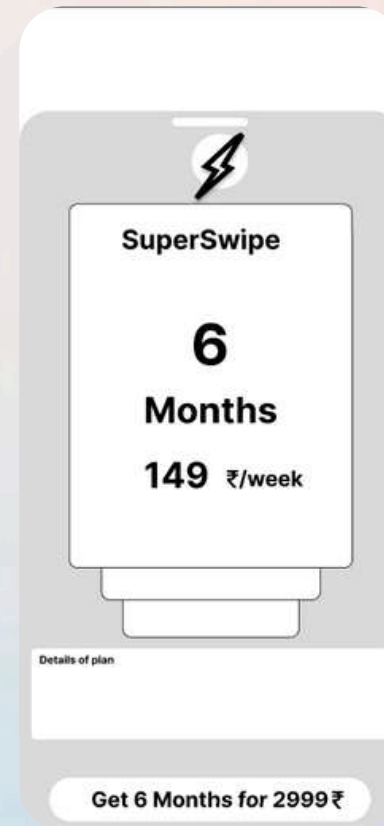
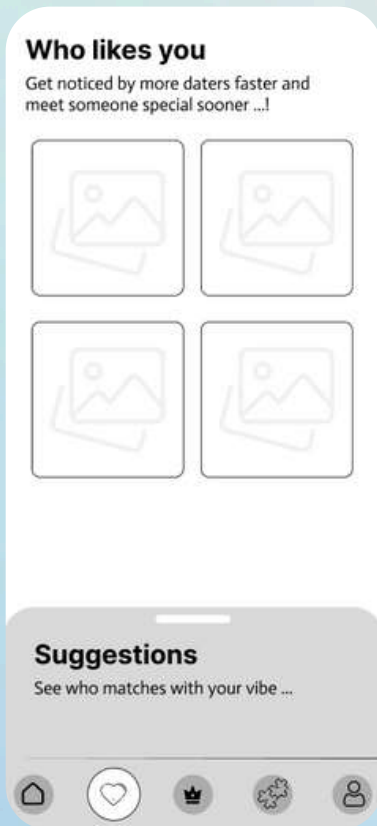


LOW FIDELITY WIREFRAME

LOW FIDELITY WIREFRAME



LOW FIDELITY WIREFRAME



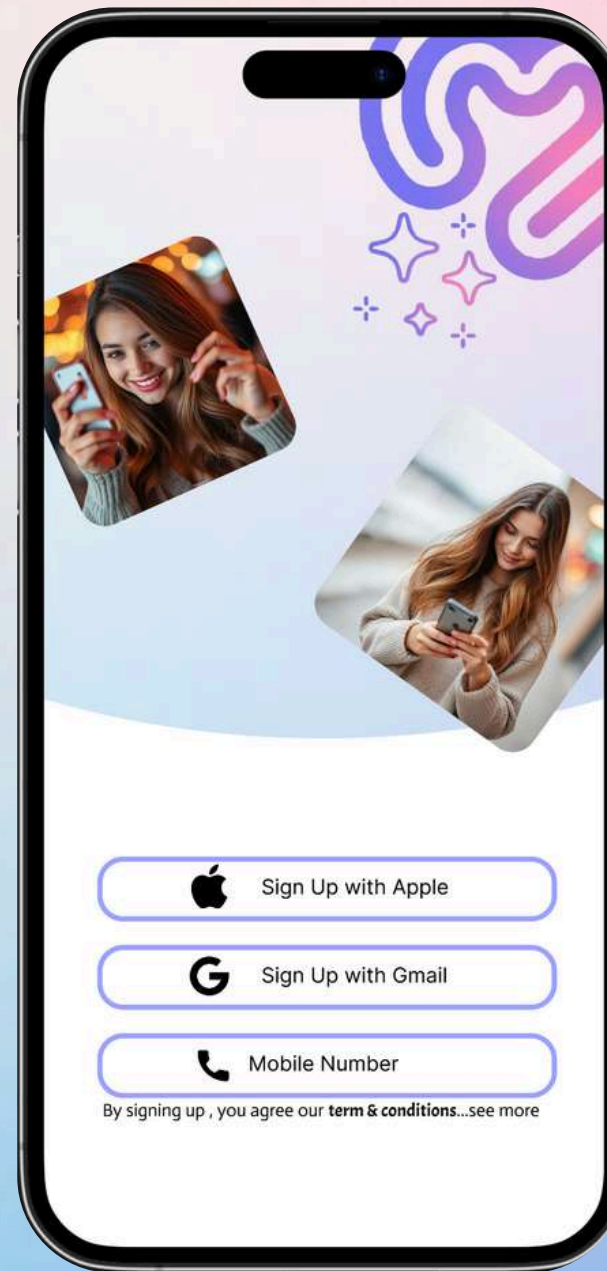


HIGH FIDELITY WIREFRAME





APP LOGO AND NAME




ONBOARDING PAGE

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



MULTIPLE OPTIONS TO LOG
IN

PROFILE SETUP



Find Sparkly match

Enter your phone number

IND 9727715094

Get OTP

USER WILL BE ASKED TO ENTER
MOBILE NO

OTP VERIFICATION




Verify your account




Enter the 6-digit code we have just sent you on +91***33

Didn't received a code yet? **Resend**

Continue

Upload your photos

*upload minimum 4-photos to continue

Continue

PROFILE PHOTOS
UPLOADATION

EMAIL AND IT'S OTP
VERIFICATION

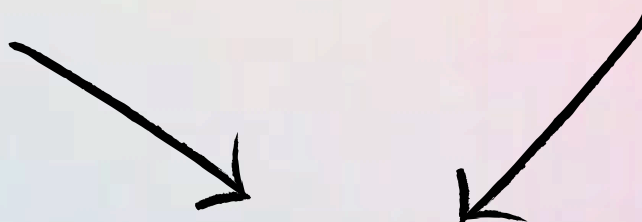
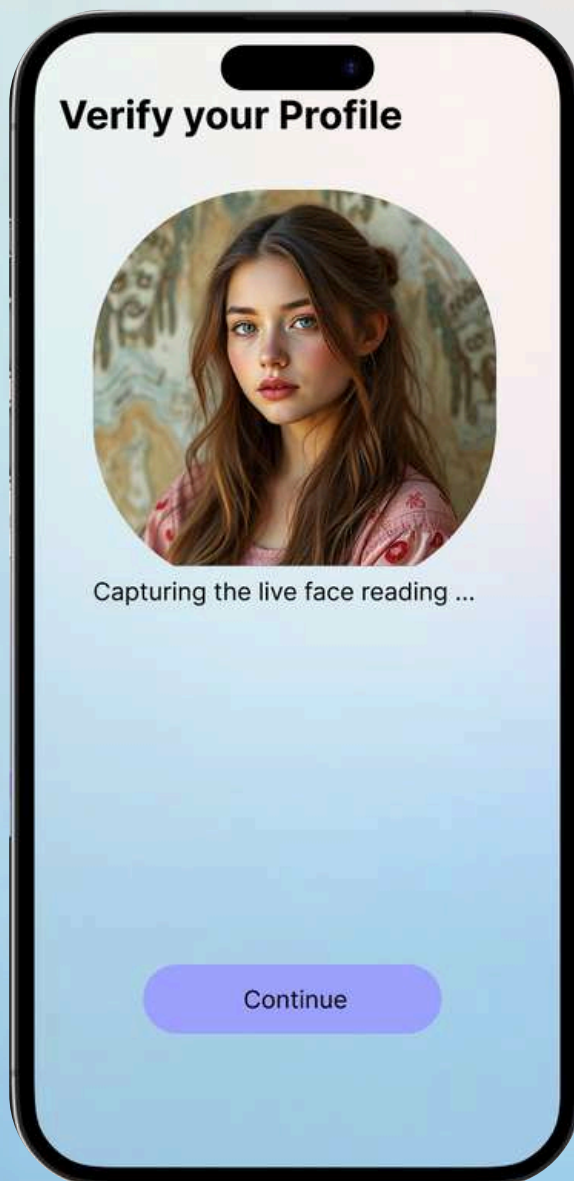
Enter your Email/Apple ID

Enter your Email / Apple ID

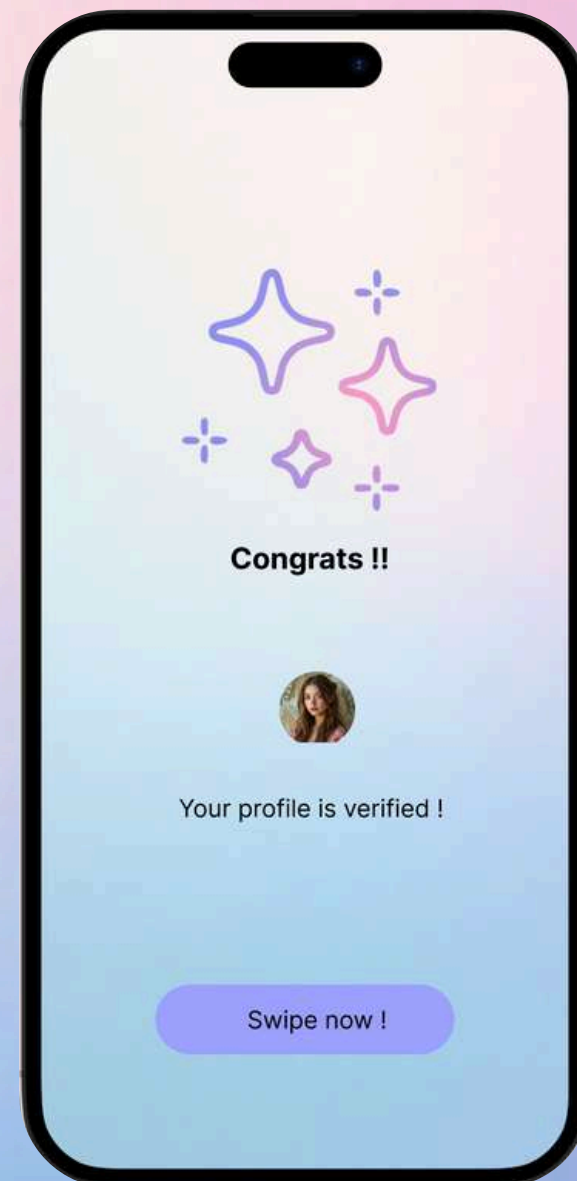
Get code

Didn't received a code yet? **Resend**

Continue



PROFILE VERIFICATION VIA
LIVE FACE RECOGNITION
SYSTEM

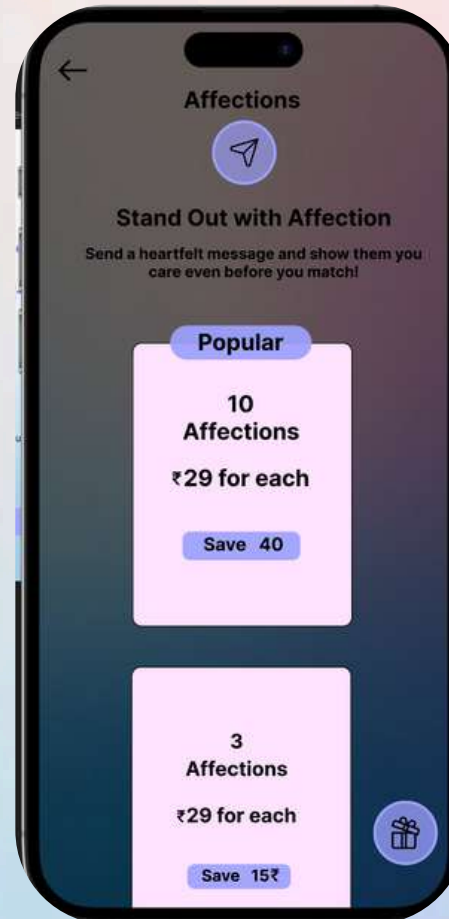


MAIN 5 TABS

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

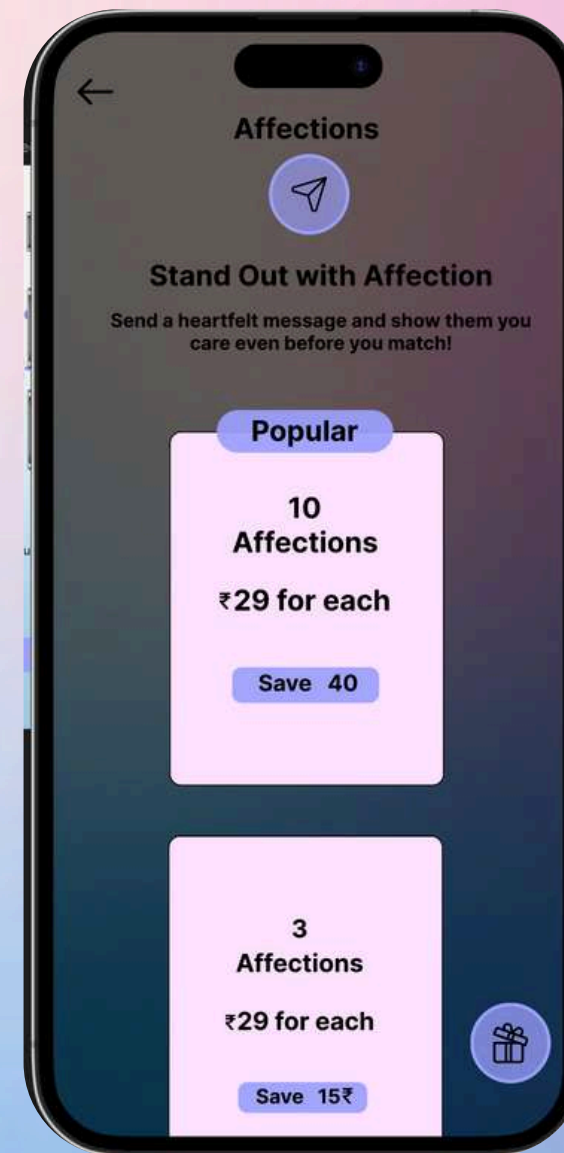
*THE WAY FOR QUICK MATCHING

SCROLLING UP AND DOWN TO
ANALYSE THE PROFILE MORE
AND MORE



PROFILES THAT ARE
INTERESTED IN USER

SUGGESTED PROFILE
SYSTEM



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

MATCH PAGE



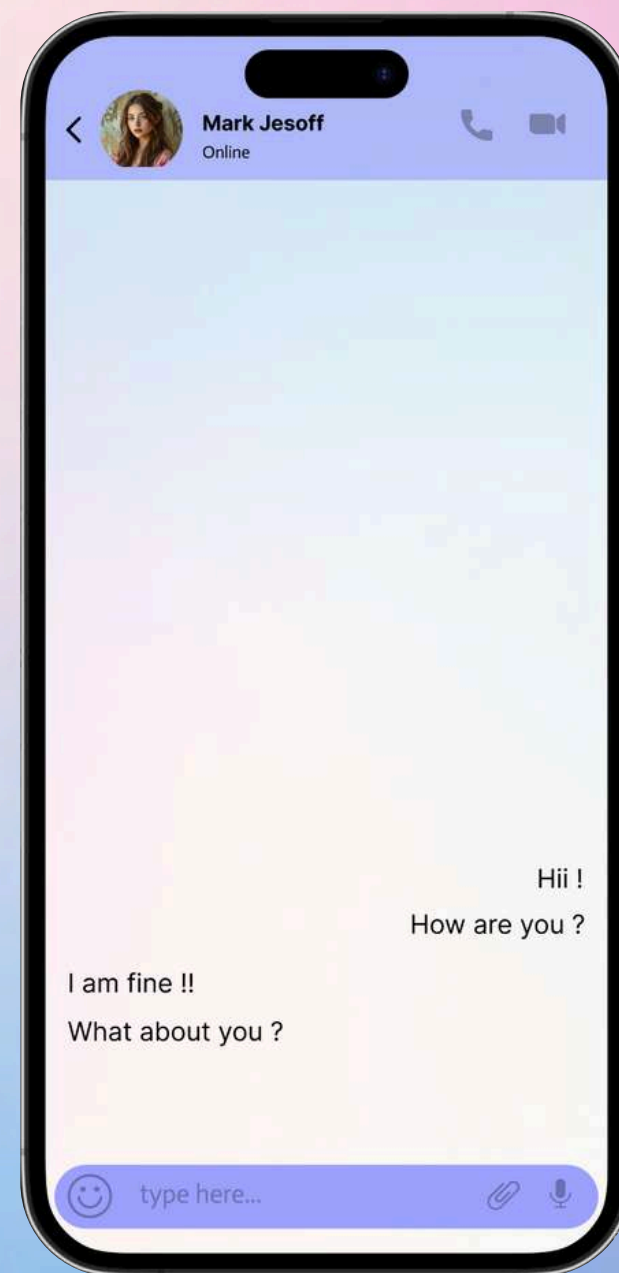
HOLOGRAM SYSTEM
SUPPORT

MATCHED PROFILE

3D VIDEO CALLING

ONLINE MOVIE DATING

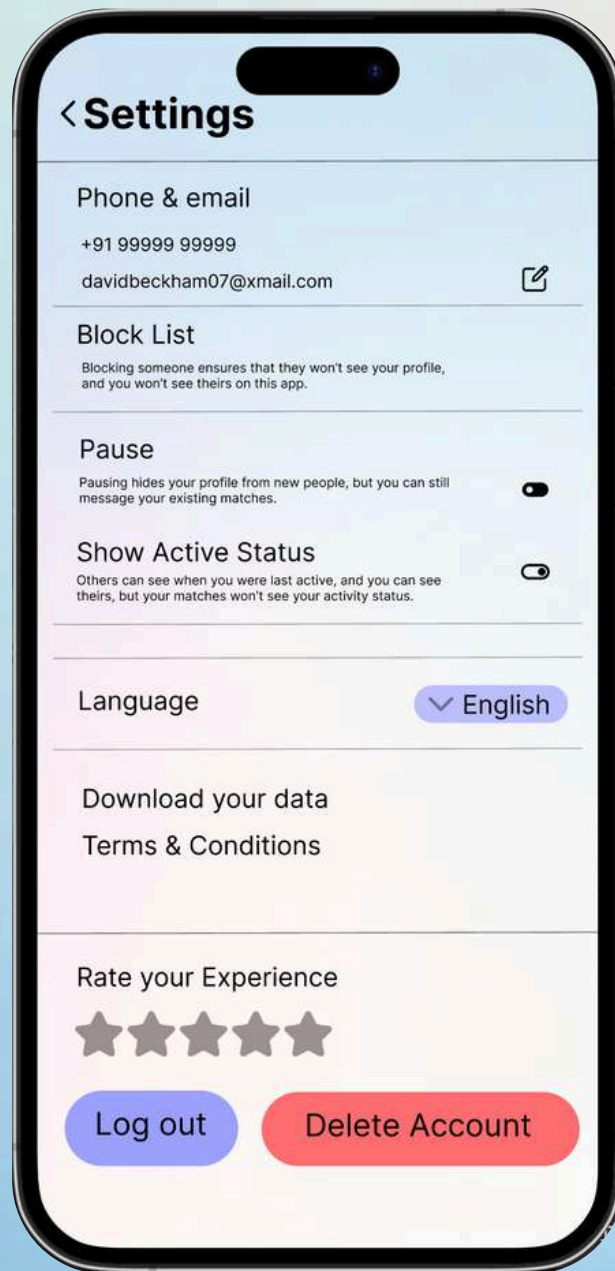
ONLINE PARTNER GAMING



VOICE & VIDEO CALLING

TEXT MESSAGING

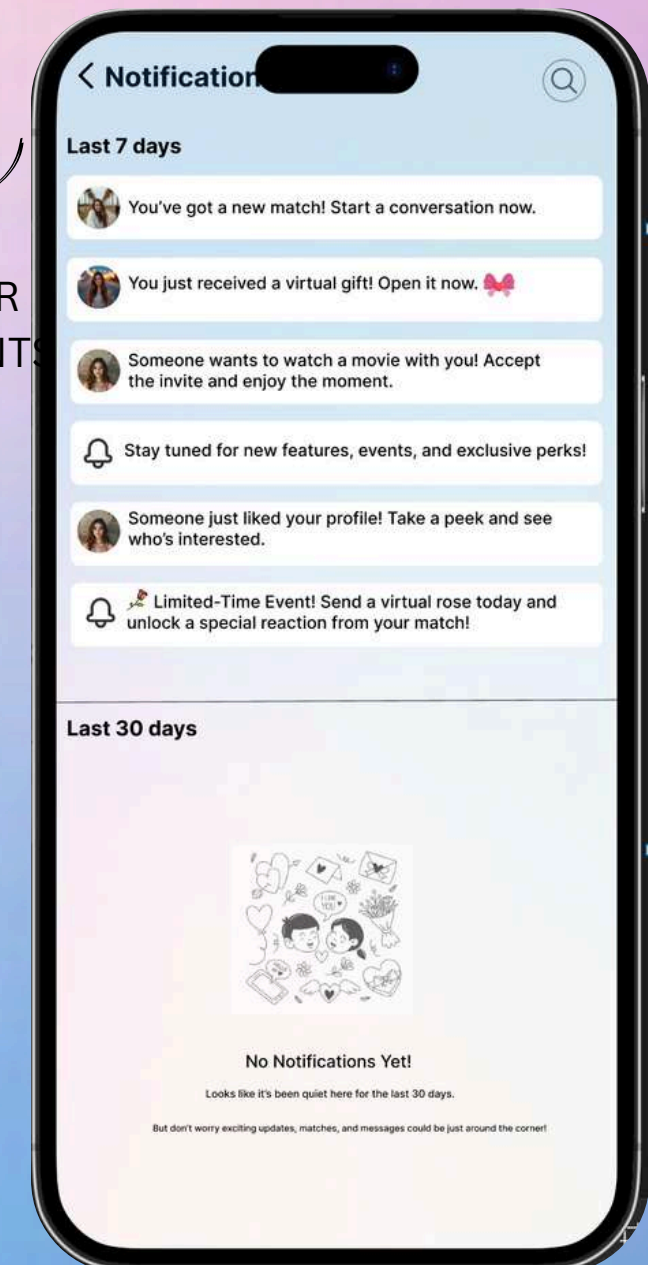
SETTING & NOTIFICATION



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

NOTIFICATION SUCH WHO HAS LIKED THE USER PROFILE , WHO HAS SENT GIFT OR COMPLIMENTS (SUBSCRIPTION FEATURES)

USER CAN LOG OUT AND CAN DELETE ACCOUNT PERMANENTLY



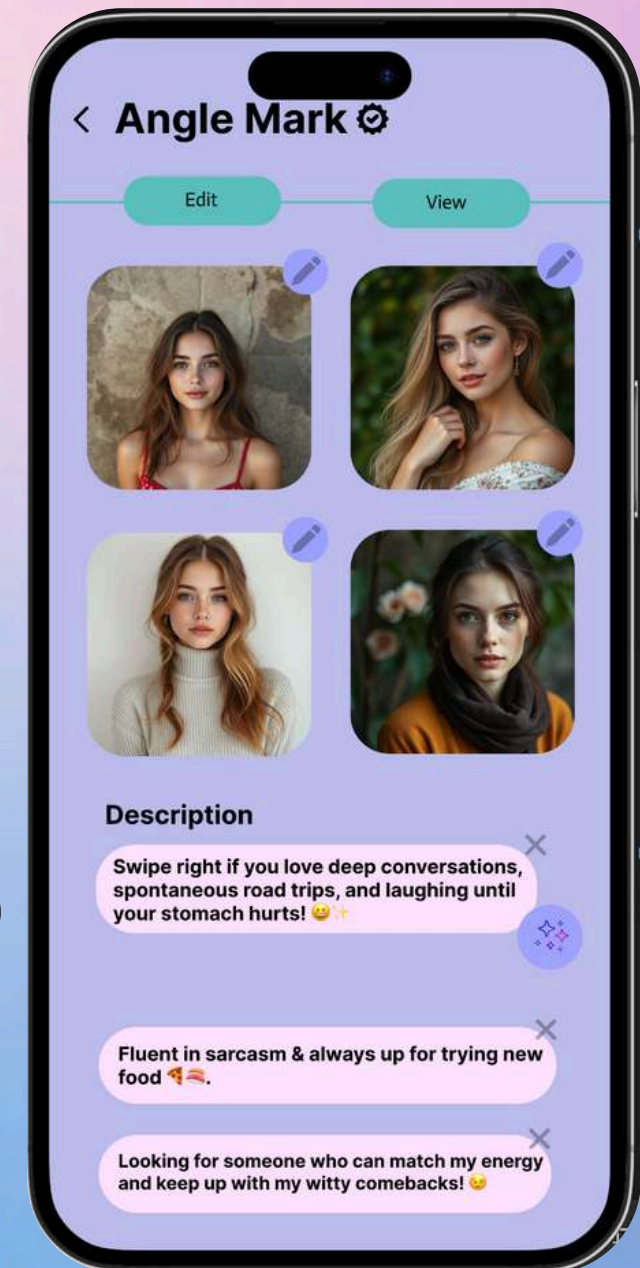
PROFILE PAGE



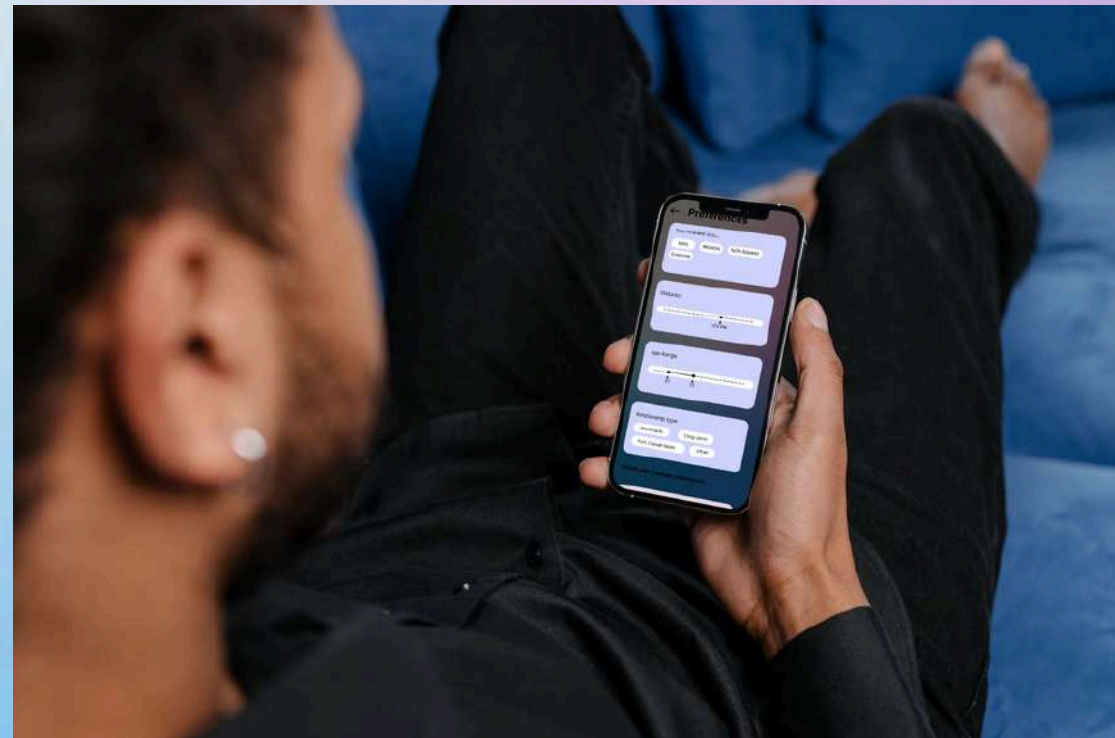
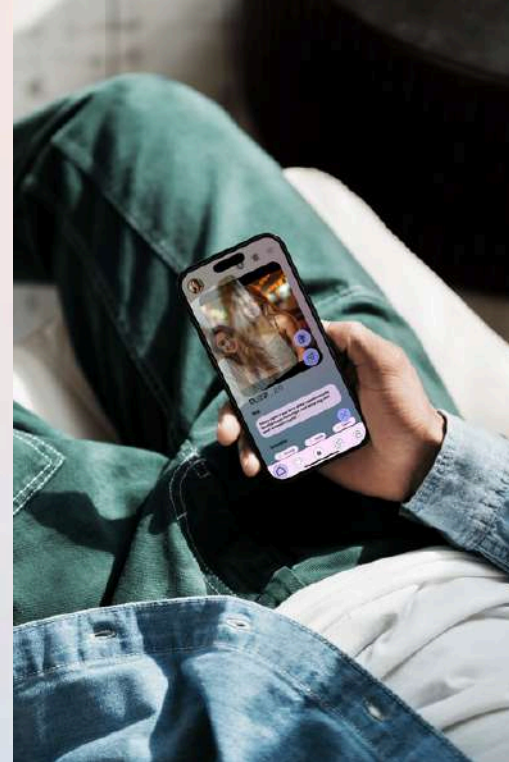
USER CAN SEE HER/HIS PROFILE

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

AI BASED PROFILE UPDATION AND EDITION



MOCK-UPS





THANK YOU

https://github.com/sujal-mavdiya07/IE418_G24_DatingApp