

MatchEZ

Help you get matched with more than a picture

Tina Taleb



Mike Lin



Miley Hu Ryan Gustafson



The Problem

Visually-impaired users have difficulties using regular dating apps, which are largely based on visual information and that often have unaccessible interfaces.



Target User

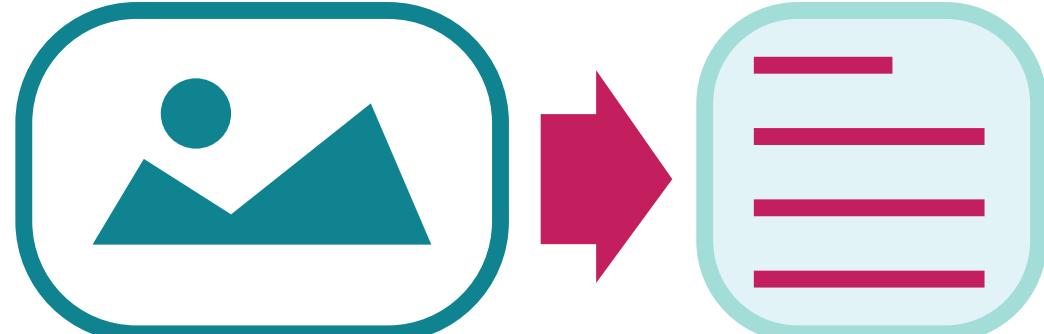
Visually impaired individuals who are between the age of 18 to 40

Our Solution

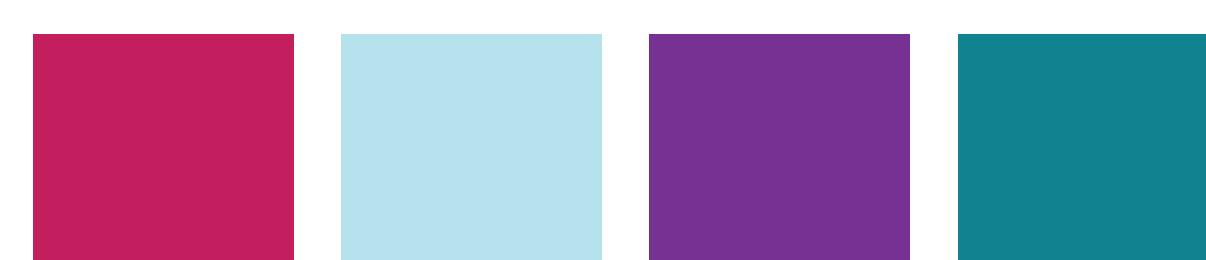
Incorporation of Voice



Image Description



High-Contrast Color Palette



Text-Based Interface

Design Evolution

Assumptions

1. Our target users want to know about other people's appearances in details.
2. Our target users have experience interacting with mobile devices both on their own and with the help of someone else

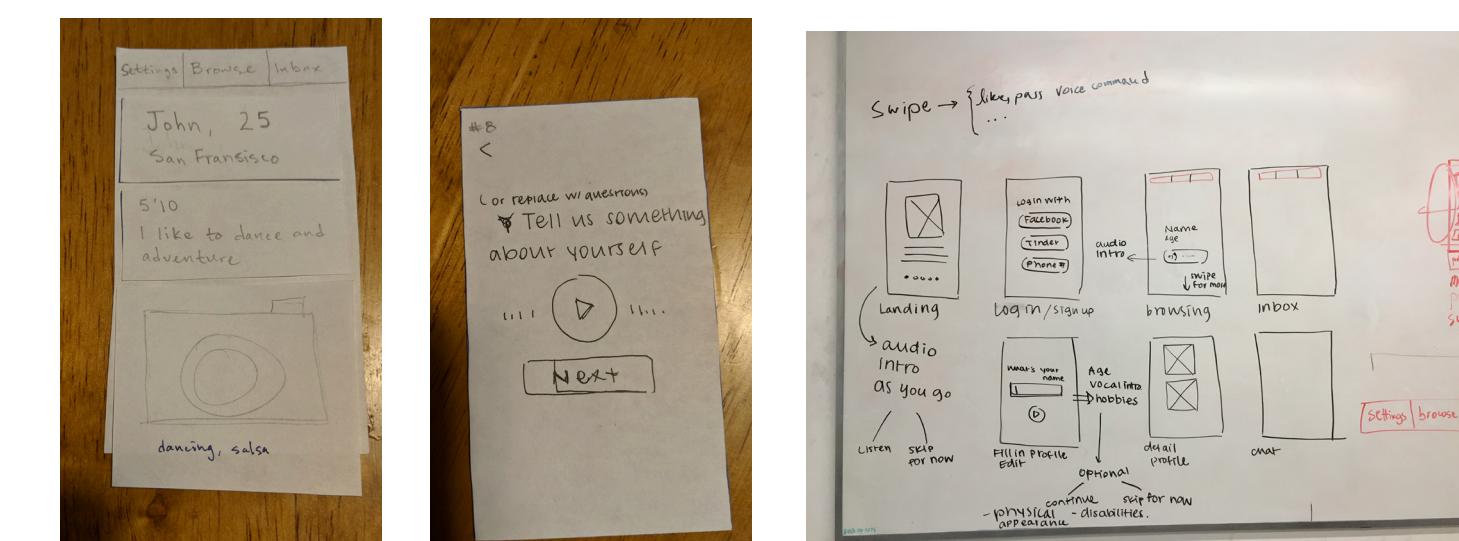
User Interviews

For user interviews, we reached out to centers for the visually impaired. Here are the some needs identified:

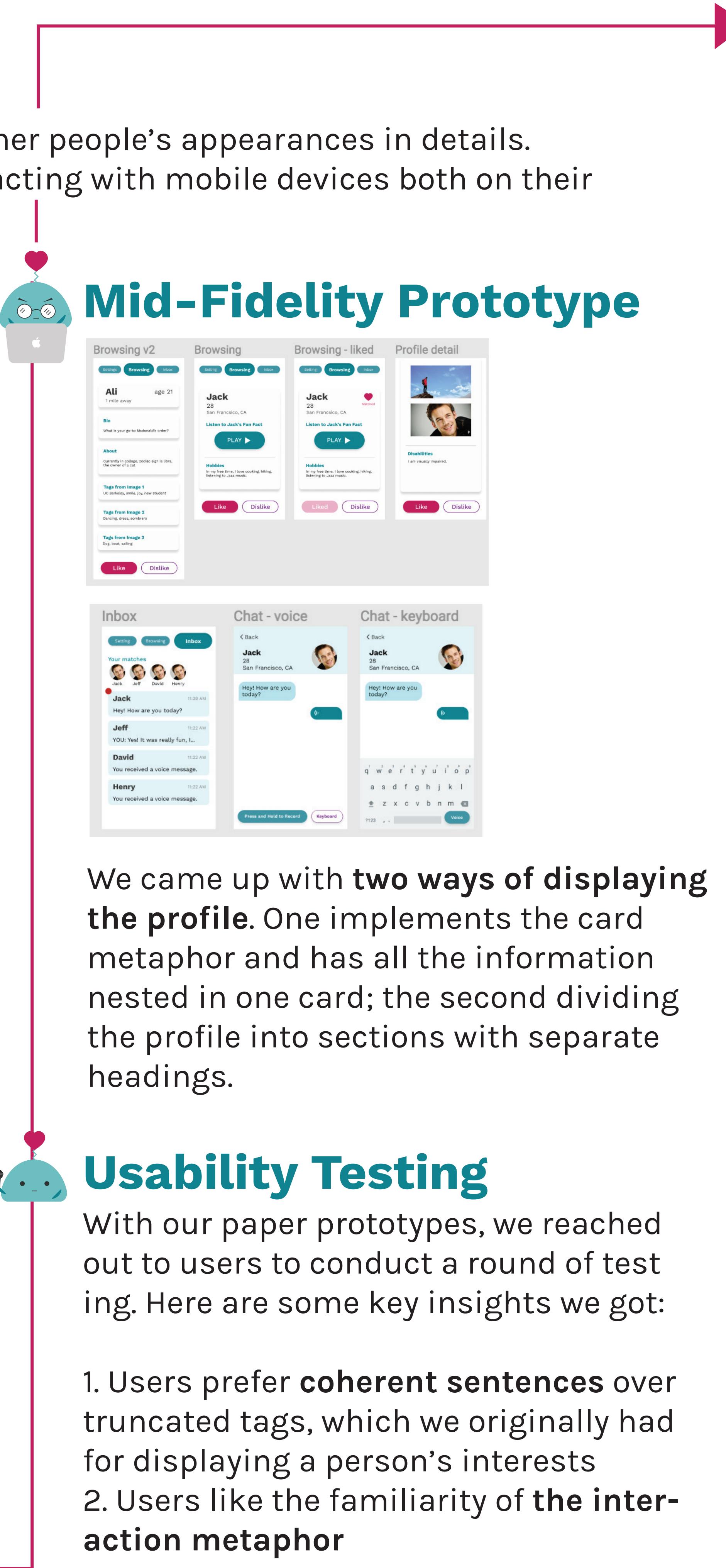
1. Getting an **overall idea** of the other person's appearance
2. incorporating **other senses** in the experience, such as voice
3. Being able to meet people **both with and without disabilities**

Based on interviews, we changed our assumption about appearance and shifted our focus to **adding functionalities that allows more diversity in interaction as well as ensuring the accessibility of our interface**.

Paper Prototype

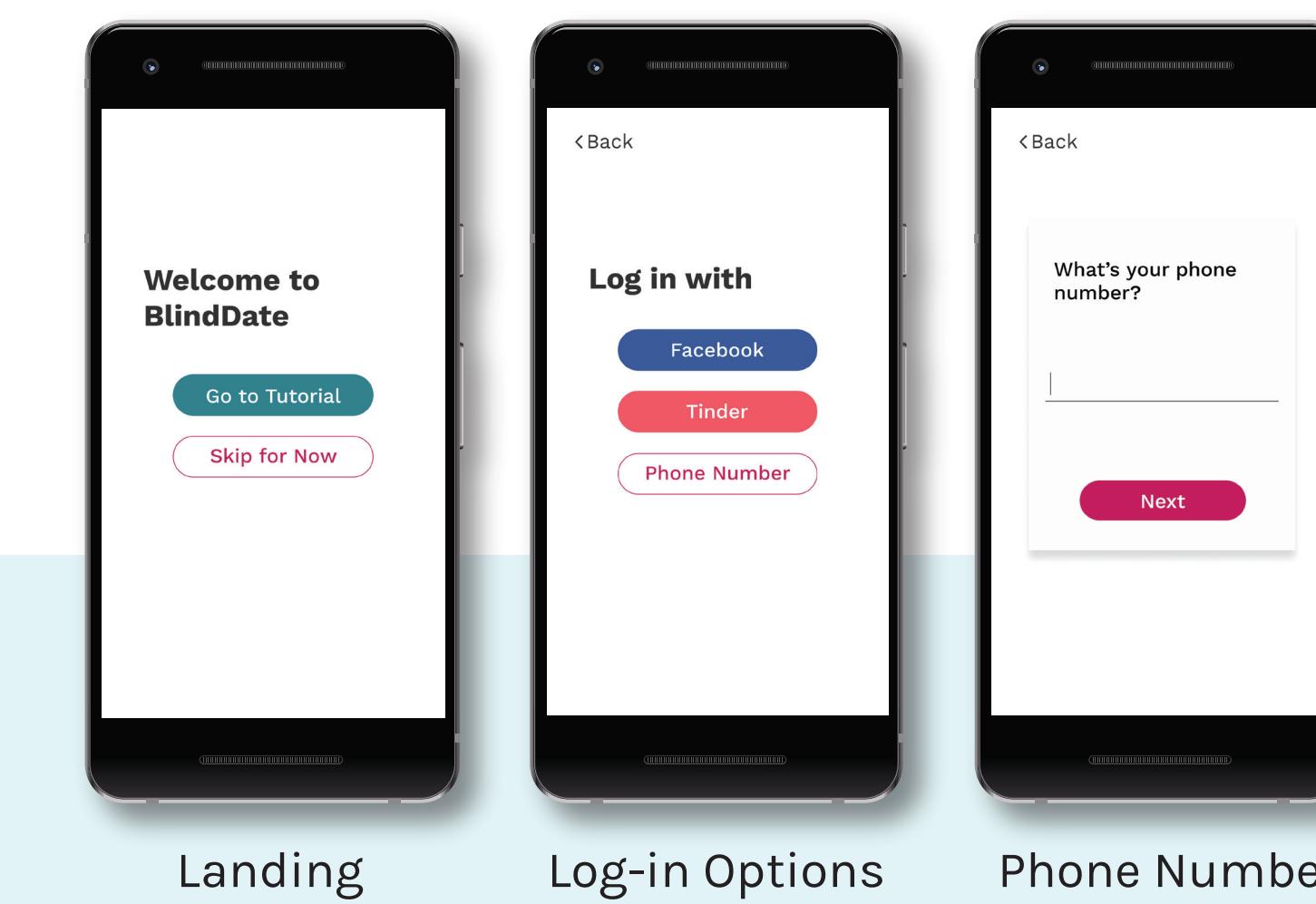


After brainstorming, we focused our tasks on onboarding, browsing profiles, and chatting. We then created paper prototype for these screens.



Final Prototype

Onboarding

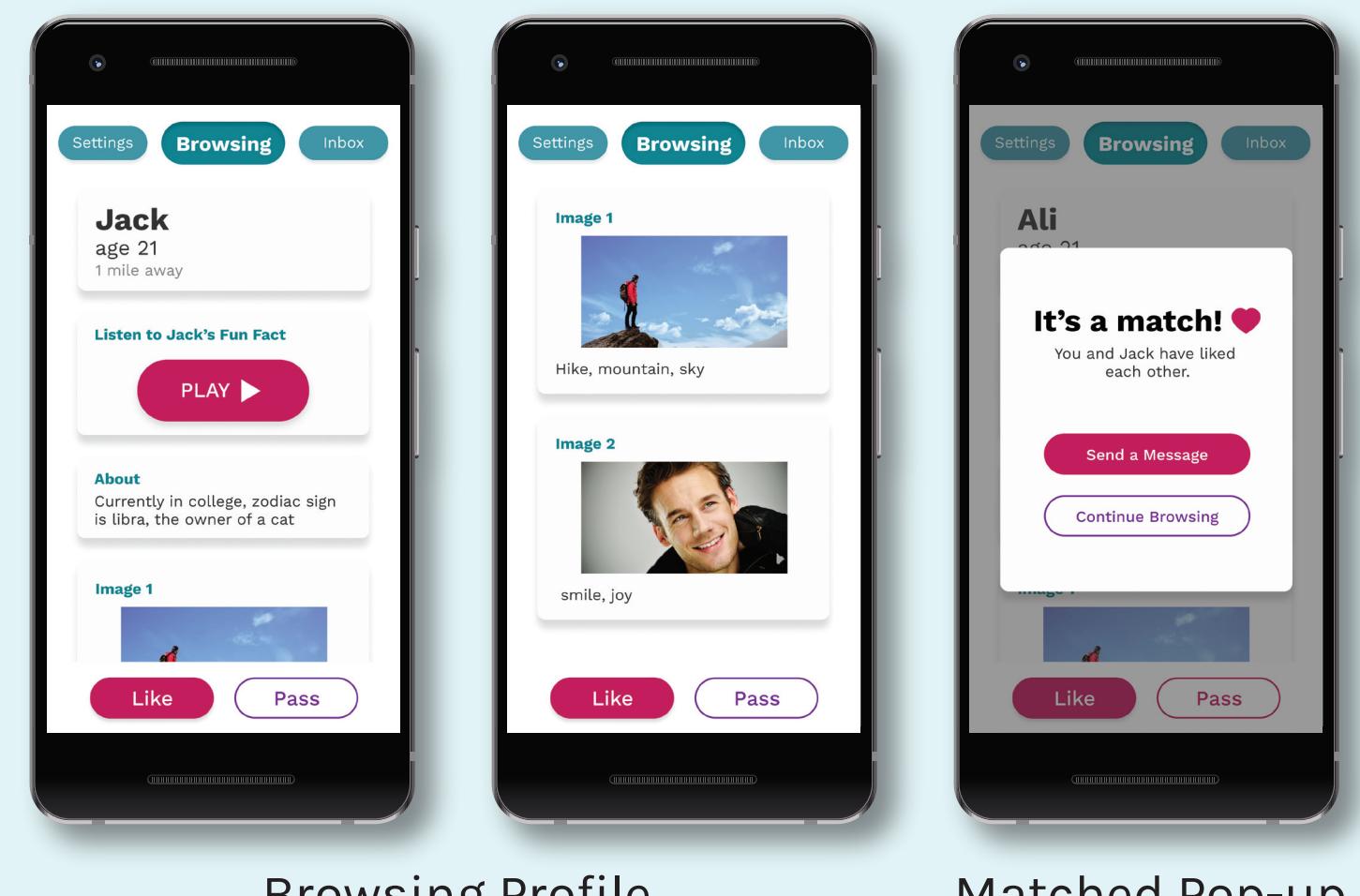


Implementation of a screen-by-screen user flow to help users construct their profile

Browsing

Information grouped to increase clarity

Use of audio hints to indicate different states



Voice messaging to allow easier communication

Chatting

