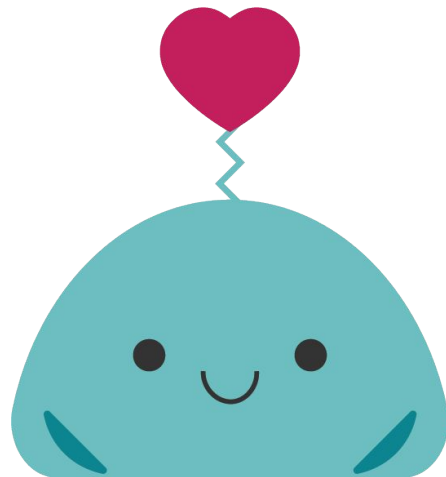


# MatchEZ

Help you get matched  
with more than a picture



Tina Taleb



Miley Hu



Mike Lin

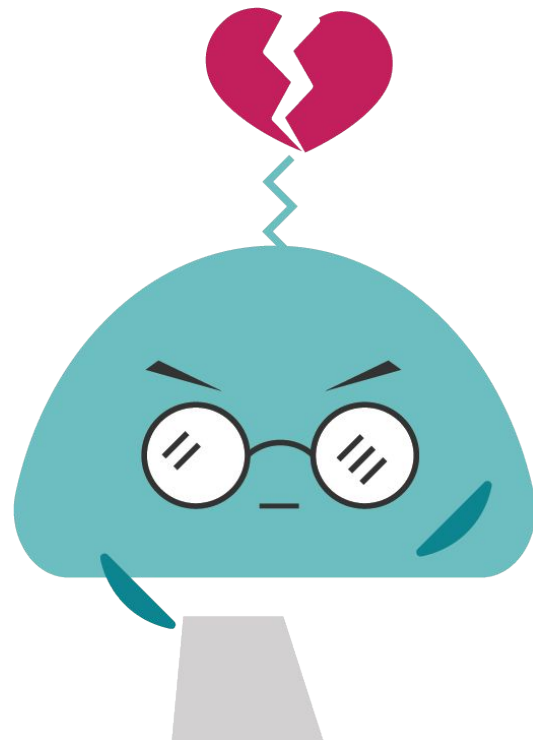


Ryan Gustafson

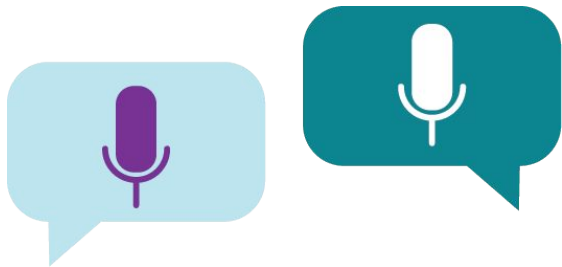
# The Problem

Designers of dating apps usually fail to put visually impaired users' needs into consideration.

Existing apps are heavily image based and not designed to work properly with the voice-over functionality.



# Our Solution



Voice Message

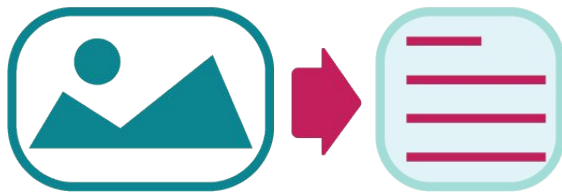
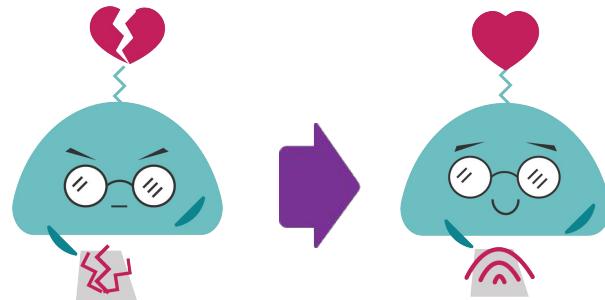


Image Description

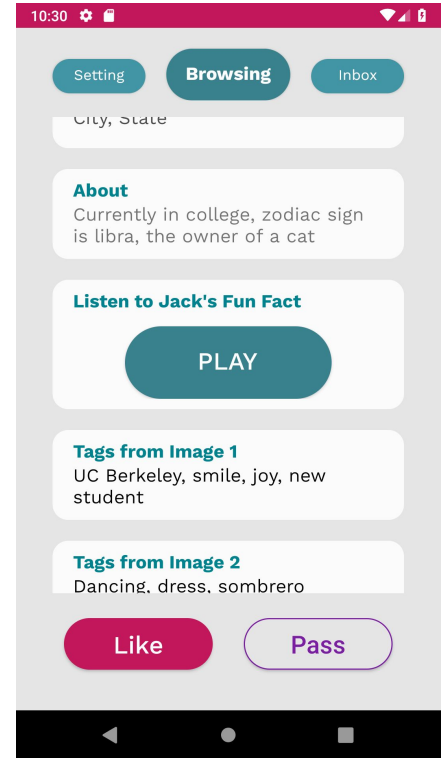
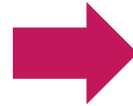
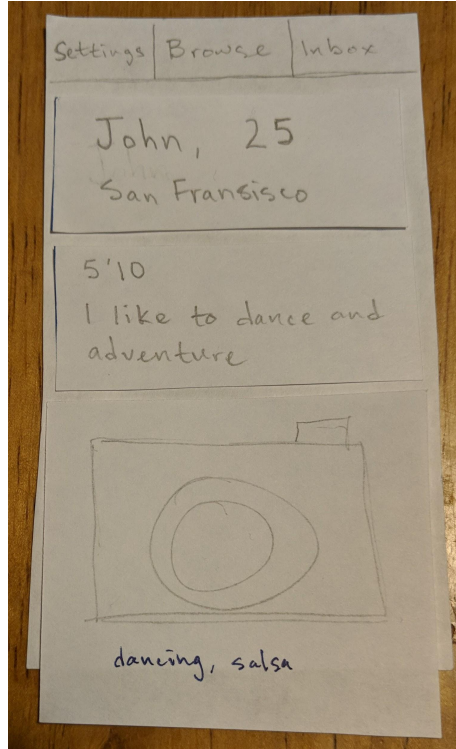
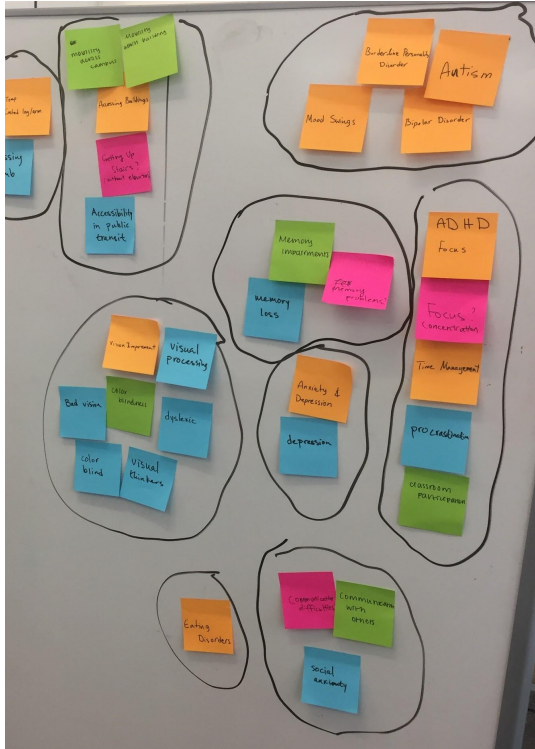


Voice-Over Compatible



High-contrast Color Palette

# Design Process



# User studies

## Places

LightHouse for the Blind  
and Visually Impaired

Guide dogs for the blind

Cal students and staff

## DEMOGRAPHICS

Age  
18-40

Experience  
Both new to dating  
apps and people with  
prior experience

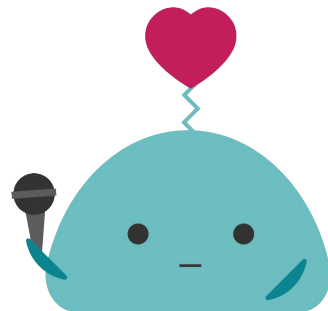
Hopefulness  
Most users reported  
hesitation to use  
existing dating apps

## TAKEAWAYS

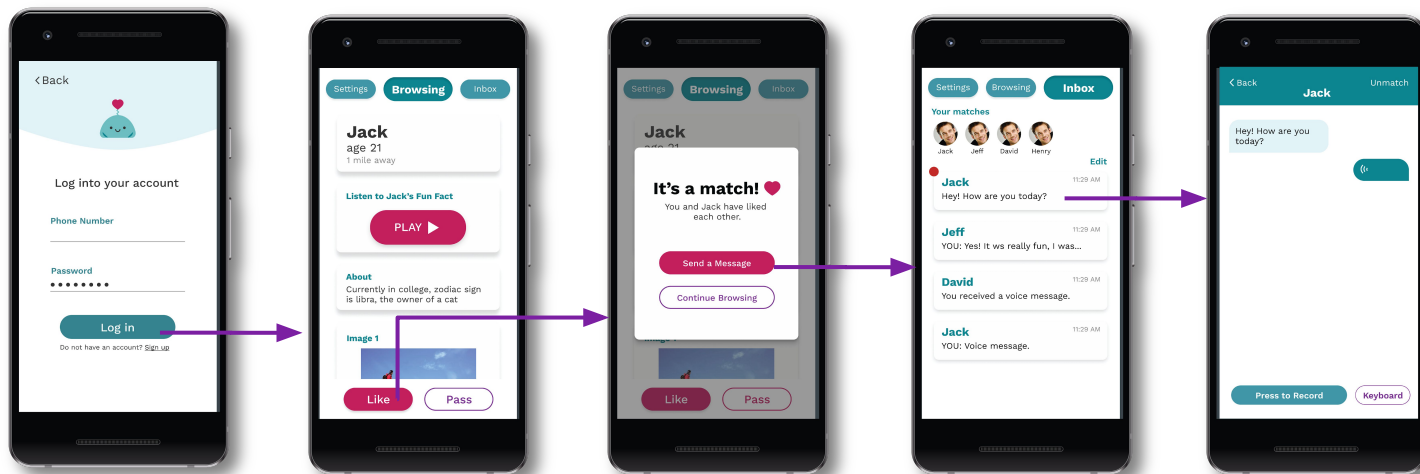
Include audio

Include description of  
physical attributes

Use more colors



# Final Design



## COLOR



## TYPOGRAPHY

### Header 1: Work Sans Bold 36pt

Header 2: Work Sans Medium 24pt

Subheader: Work Sans Bold 18pt

Body Text: Work Sans Regular 18pt

Warning Text: Work Sans Regular 14pt

# Video

Youtube Link:

**<https://youtu.be/bSh9xLlnt78>**

