Prototype Project 5

Prototype for an Online Dating/Matchmaking Mobile Application

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Introduction

Application Description

For this project we wanted to go for a fun and lively prototype. We created love missile which is a match making / dating app. Our app allows people to search for users based on their location, age, gender, interests just to name a few. This allows the user the ample opportunity to find the perfect someone. The tasks we focused on giving to the user is searching for potential matches, viewing their details and matching with them, and a messaging platform so the users can enjoy safe third party messaging without ever having to share your personal contact information.
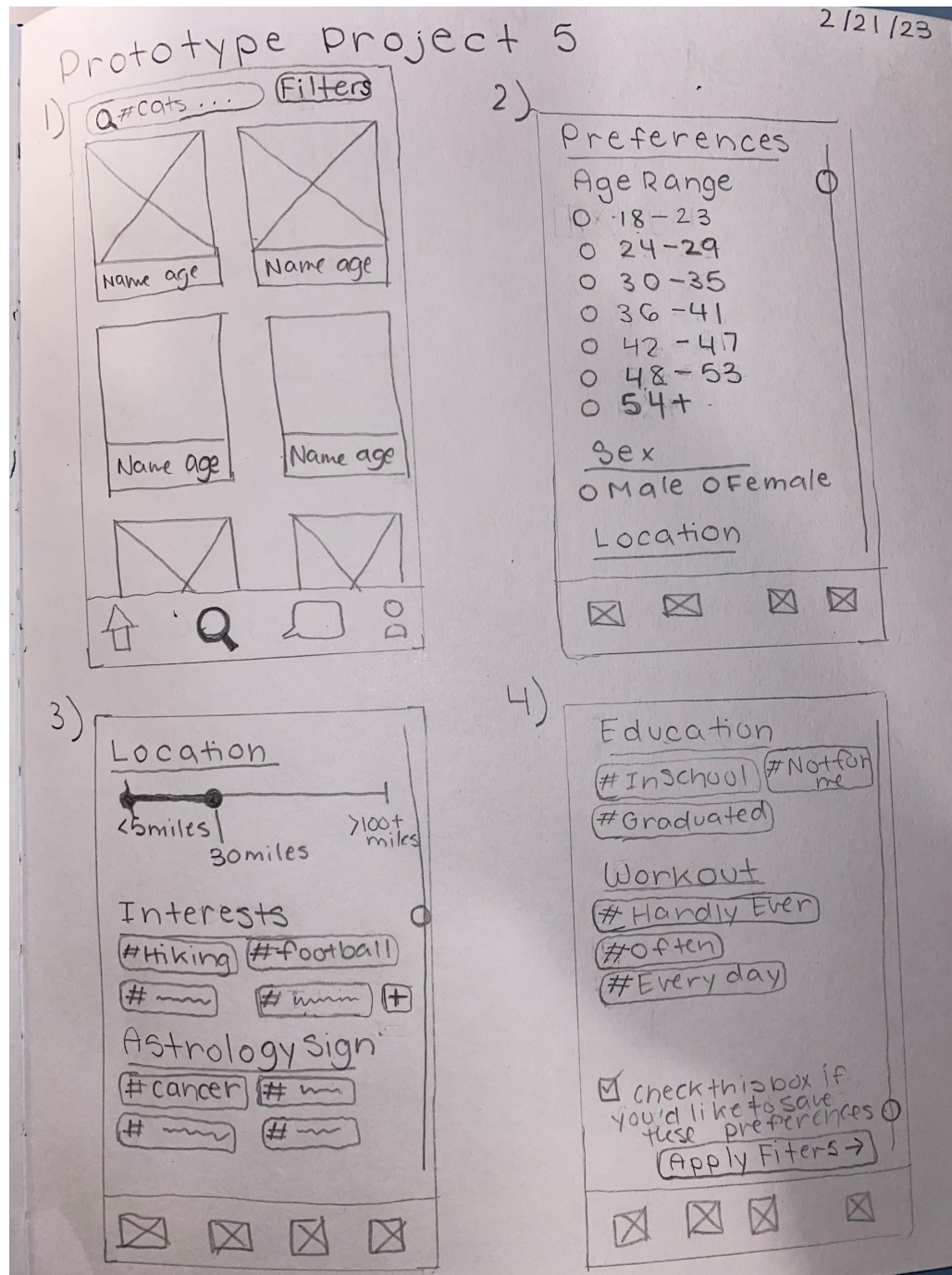
Prototype for an Online Dating/Matchmaking Mobile Application

Task #1 - Basic Search

Team Member Lead - Patricia Banega Segura

This task allows the user to perform a search query to find dating matches. The user

does this through the use of action buttons, radio buttons, check boxes, and a slider.

The categories the user can set are age, location, gender, interests, astrology sign,

education, and how often matches workout. During early development, we considered

adding many more search filters, such as occupation. However, we believe that would

take away from some of the spontaneity that dating brings. After all, users would be

visiting our application because their methods weren't working, so they should give ours

a try. That being said, we decided to leave open the option to search by hashtags in the

search bar. This is not interactive in our prototype but is an option in future
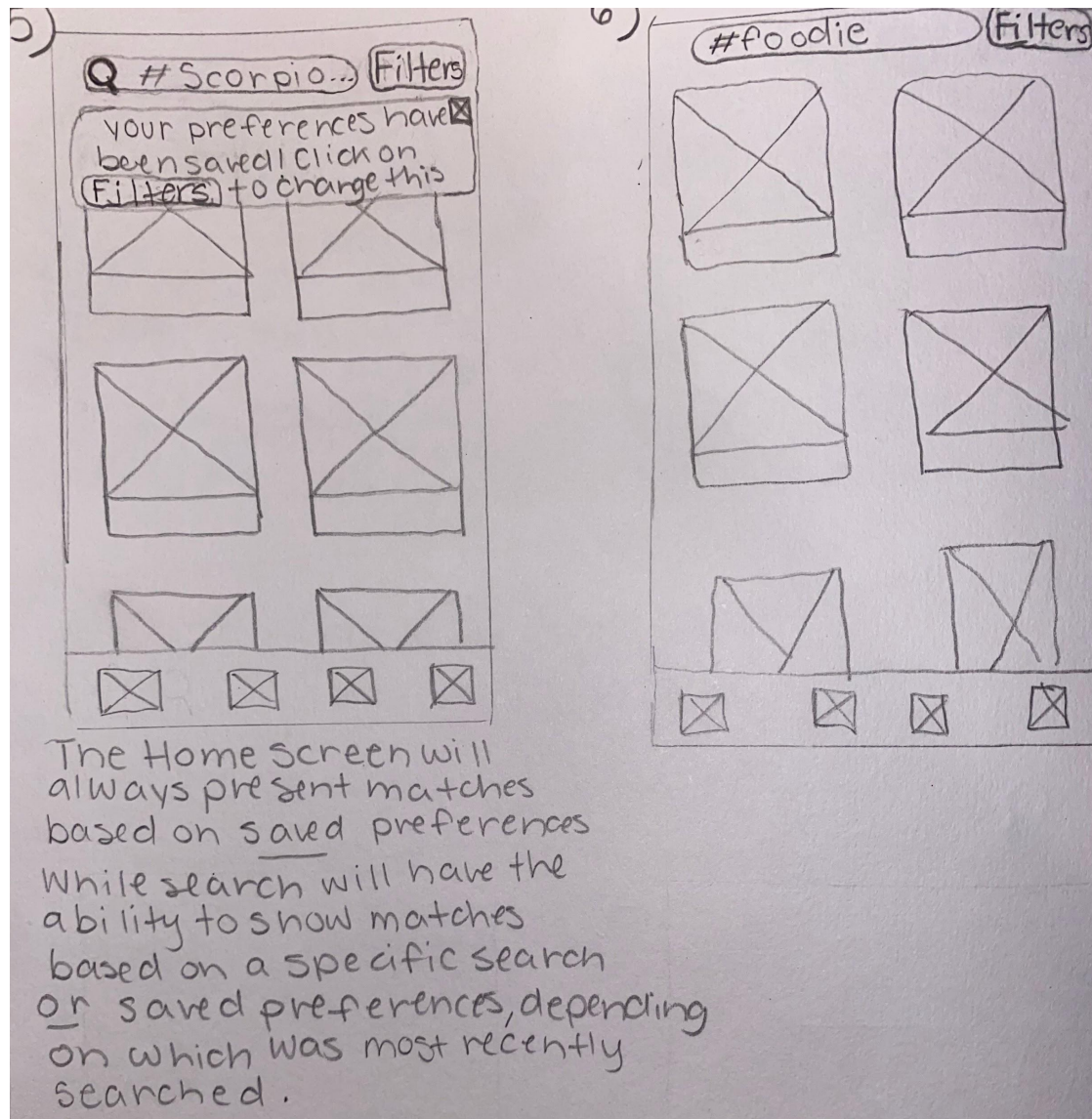
development.

Sketching Wireframe

Prototype Project 5   2/21/23

1) Q #Cats...   (Filters)   2)
   [image] [image]   Preferences
   Name age   Name age   Age Range   O
                               O 18-23
   [   ] [   ]   O 24-29
   Name age Name age   O 30-35
                               O 36-41
   [image] [image]   O 42-47
   ⇧ Q 💬 📋   O 48-53
                               O 54+

                               Sex
                               O Male O Female

                               Location

                               ⊠ ⊠   ⊠ ⊠

3)   4)
   Location   Education
   |———●————————| (#In School) (#Not for me)
   <5miles   >100+   (#Graduated)
         30miles miles
                               Workout
   Interests   O   (#Hardly Ever)
   (#Hiking) (#football)   (#often)
   (# ~~) (# ~~~) (+)   (#Every day)

   Astrology Sign
   (#cancer) (# ~~)   ☑ check this box if
   (# ~~~) (# ~~)   you'd like to save O
                                 these preferences
                                   (Apply Filters →)

   ⊠ ⊠ ⊠ ⊠   ⊠ ⊠ ⊠   ⊠

Interface View 1: The user begins their experience on the homepage where they select the search option on the navigation bar. Once the user has selected the search option, they must select the "filter" button next to the search bar unless they want to search by individual hashtags.(Use of search bar is not interactive in prototype)

Interface View 2, 3, and part of 4: The user is met with the search filters interface view where they must select an age range through radio buttons, location with a slider, interests, astrology sign, education preference, and fitness level preference with buttons.

Interface View 4: The user is given the option to check a box that would save their preference or the action button to apply their preferences as filters. Should the user choose to check the box, they will be met with Interface View 5. Should they not check this box, they will be met with interface view 6.

5)

Q #Scorpio... Filters

your preferences have ☒
been saved! Click on
Filters to change this

The Home Screen will
always present matches
based on saved preferences

While search will have the
ability to show matches
based on a specific search
or saved preferences, depending
on which was most recently
searched.

6)

#foodie   Filters

Interface View 5: The user's view is obstructed by a confirmation message that their preferences have been saved. The user must press the x action button in the top right of the message to move on.

Interface View 6: The user can now scroll through their search results and navigate back to home if they'd like.

*Note: The home screen will always present matches based on saved preferences, while search will have the ability to show matches based on a specific search or saved preferences, depending on which was most recently searched.

Task #2 - Detail Review
Team Member Lead - Joshua Herrera

This task is to allow the user a way to know a few more details about a potential match as well as select them to try to match with them. For this task I know I wanted to create an easy way for users to look at all their potential matches and click on the ones they are most interested in which is why I went with a vertical card layout. This provided the users all the necessary information and used that to determine if they wanted to continue by clicking on their profile. In the profile view the user can see an image carousel of different images the other user has posted as well as any information they have posted for view. The user can then select the x button to go back or select the a dislike or match button floating toward the bottom of the screen.

Sketching Wireframe

Project 5! Wire Frames

02-21-23

Lock on scroll
Add Drop Shadow

Home   Search   Message   User

Emoji

Dislike   Match

Drop Shadow
Floating
Lock on scroll

Name Age
Job
School
Miles Away

Looking for:

About me

My Interests

Report Problems
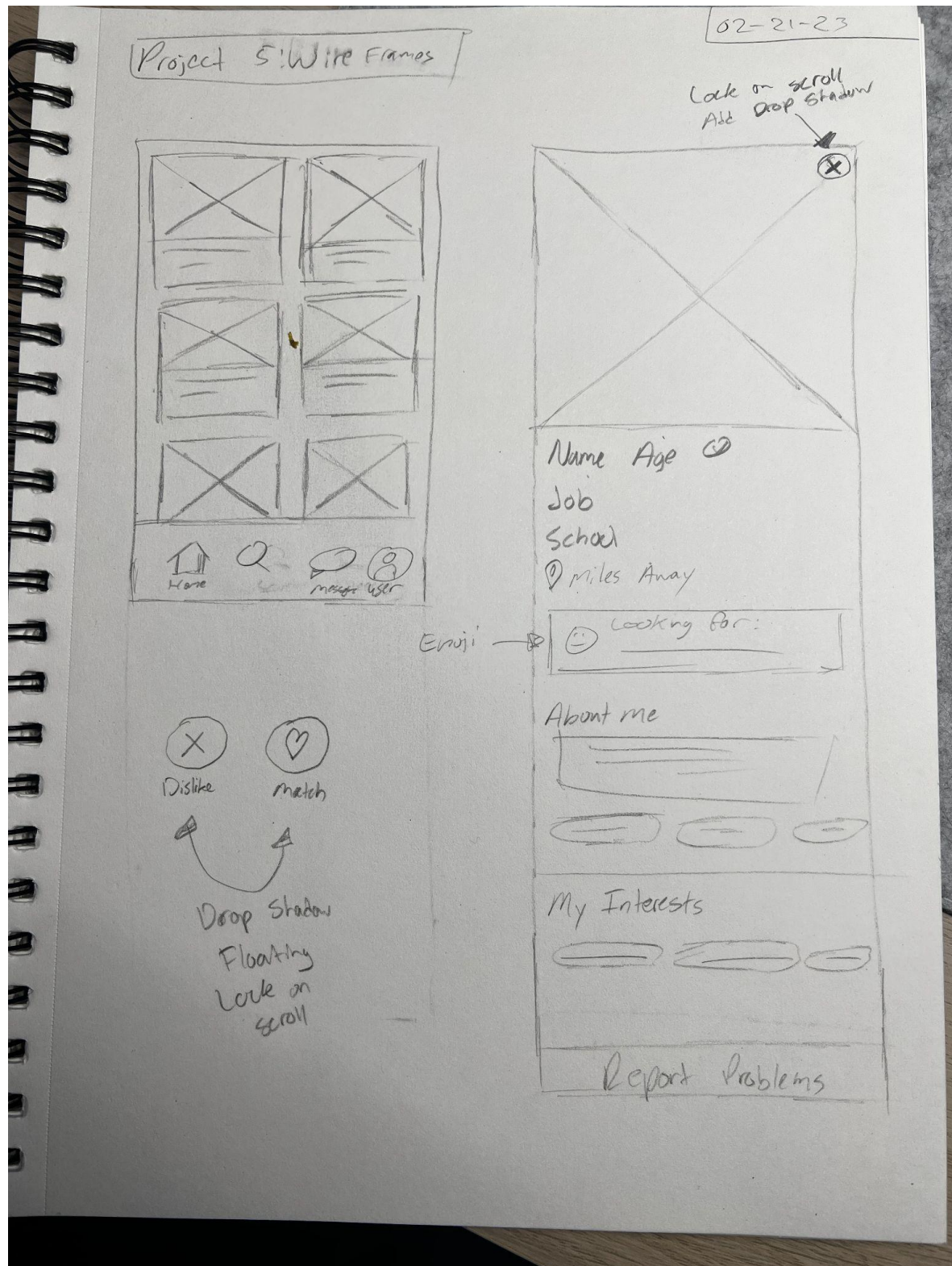
Interface 1: This interface is the home page, it is the page after the user creates his or her account. It populates these matches based on the information the user enters

during account creation. It is a card style layout giving the user a image of the potential match as well as a name, age and location. At the bottom of this page the user can navigate to other features using the bottom navigation.

 Interface 2: This interface is the potential matches detail page. This is where the user can see a lot more information on the potential match. This can be used as talking points if there is a match. In this page the user can select either the Dislike button or the match button which are going to be floating above the content and locked during scrolling so the user can click them at anytime. The user can also go back to the main page by clicking the x button in the top right corner of the screen.

Task #3 - Communication
Team Member Lead - A'Brea Sun

This task allows the user to communicate with potential matches through text, photo, or video. In the messaging on the app, the user is presented with a list of names and photos of previous communication they have had with their potential matches as well as text of the last message sent in the chat. The user can press a name from the list and see the whole chat between them and the potential match. From there the user can choose to send a text, photo, or video. Using the text option, the user remains on the same screen with the existing chat and they type the message with their phone's keyboard. By pressing the picture or the video camera icons, the user is presented with a pop up screen where they can choose to either send an existing photo/video or to take a new photo/video. If chosen, the app will access the user's camera. When the media is made, the user can choose to either take a new photo/video or to send what they made.

Sketching Wireframe
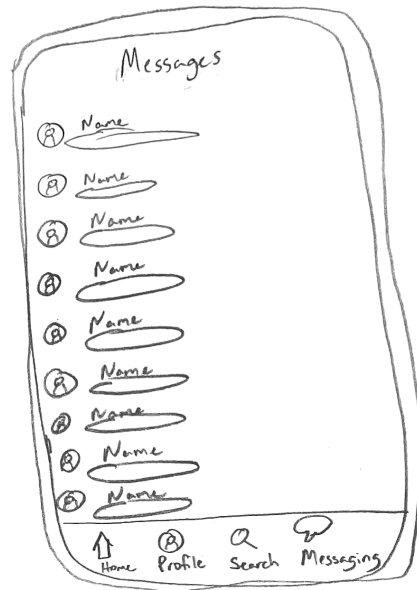
Sketch 1 shows the starting page for the messaging option. Once the user presses the 'Messaging' button on the navigation panel at the bottom of the screen, they are presented with the picture, name, and last message sent in the chat by each person.
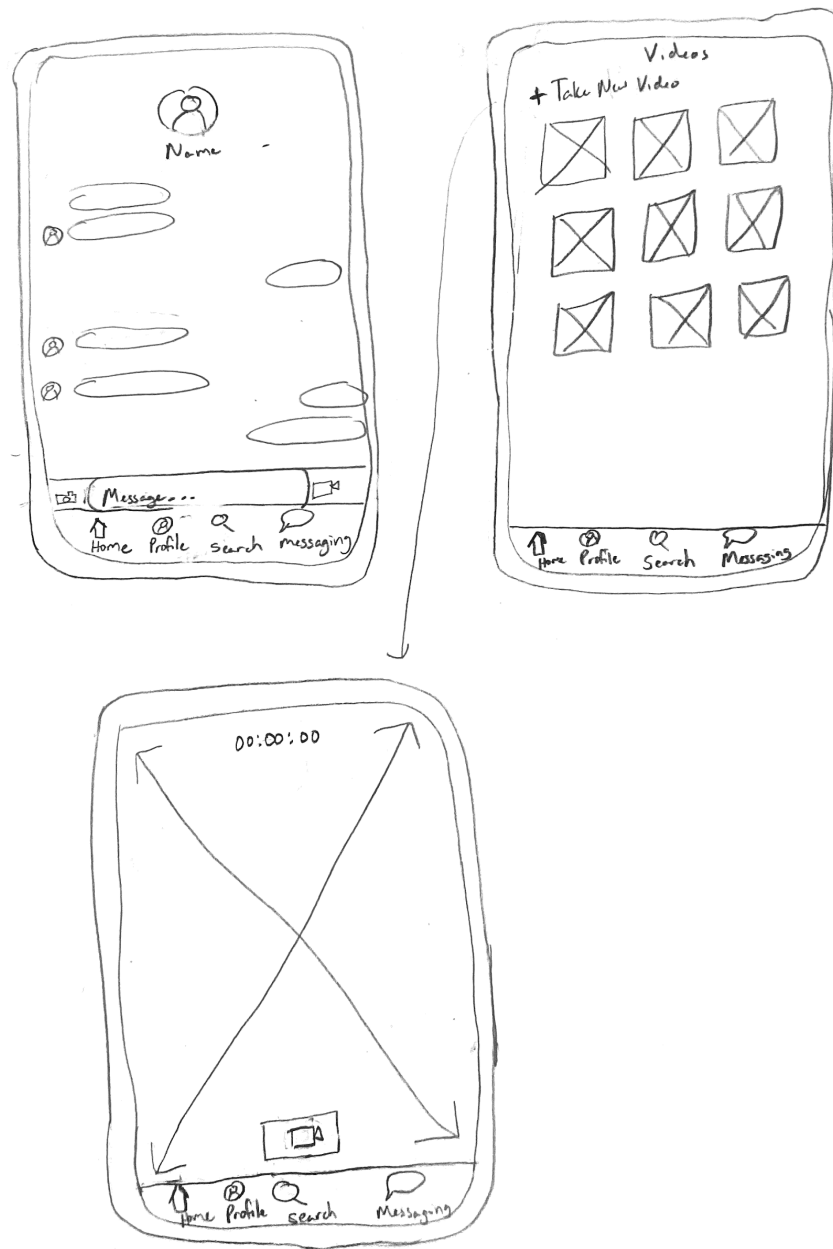
Top left sketch is the screen that the user is taken to after pressing on a person's name/last message on the list on the starting page of messages. This screen shows the conversation between the user and the person with a small panel located near the bottom of the screen to either send a text, picture, or video message to the person.

The **top right** sketch shows the pop up screen that the user will see if they press the video icon on the chat screen. This pop up lets the user choose an existing video to send or to choose to take a new video to send. Once the user chooses the 'Take New Video' button, the pop up screen goes away.

Bottom sketch is the screen that users are taken to when they choose the 'Take New Video' button. This screen accesses the phone's camera app to let the user record their video. Once that is completed, they have the option to send the new video.

Summary and Discussion

User Study Feedback

Basic Search Prompt:

You are looking for matches that fit your taste so you want to perform a search query. Navigate to the search filters button and enter the following preferences, ages 18 to 35 up to 25 miles away from you, women that are either in school or have graduated, and workout often. However, before you hit apply filters, you want to make sure your preferences are saved. During this task, I cannot provide any guidance other than repeating the task but I do want you to think aloud and be prepared to give any feedback you have at the end.

Detail Review Prompt:

You just downloaded love missile off the app store and created an account. You are on the home page and you see the profile for a user named Maevis, view the details of her profile and match or dislike her profile. I will be unable to help you while you are using the app. Please verbalize out loud everything you are thinking, no matter how strange it may sound. At the end please give any feedback you may have even if it doesn't seem helpful to you.

Communication Prompt:

You are currently at the beach and are admiring the ocean. You would like to send a message to potential match Janet, who you have communicated with before. Navigate to your messages and send Janet a video of the ocean. During this task, I am not able

to help you complete the task. You are encouraged to think aloud as you complete the task and be prepared to give feedback about your experience.

Number of users in study:

One of our members did not contribute so instead of conducting four user studies on four different people, we only conducted three user studies on three different people.

Common points of Feedback across the users:

- Pre-selected preferences is confusing
- Floating match button on the selected user works very well
- Buttons look very professional
- I like that I don't feel trapped in a page. That there is ample places for me to leave a page
- The use of color throughout the app is very good. It adds contrast to buttons to make them more noticeable but also adds to the look and feel of the brand/app.
- The video icon in the messaging screen is located usually where the send button would be in other chats.
- When accessing the camera, the functions of the buttons at the bottom do not seem clear.

Summary of Feedback:

Users found the application very visually appealing and took note in our use of color scheme for action buttons throughout the layout. During development, we focused on the use of color as a tool in order to provide navigational guidance to our users.

Therefore, in conjunction with the significant decrease in number of redirections during task prompts and the positive feedback we received, this leads us to believe that our design consistency allows for a more seamless user experience. This being said, there was a minor issue a user had with our decision to have search filter preferences set as preselected. After further questioning with this user, we were able to come up with the following solution: we change one of the radio buttons to be preselected as well to give the appearance of already saved preferences. In addition, another user felt confusion with the navigation on the camera views. As a way to combat this confusion, we have chosen to merge the camera and video record button in further prototypes to mimic the layout of an iPhone camera's interface view. Overall, we felt there was a natural flow present in our application as users were navigating through and based on user feedback, we attribute this to our design consistency and spacious layout.

Interactive Elements

Interactive elements in task 1 of the prototype include:

- Action buttons(Filters, x button(on hashtags, to close screens, and to close the confirmation alert), Apply Filters)

- Radio buttons(Age ranges, Genders,

- Slider(Location)

- Check box(Save Preferences)

- Navigation bar

Interactive elements in task 2 of the prototype include:

- Action buttons(Edit Profile, Settings icon, Back, Home, Profile, Messaging, x button(to close profile screen), Floating action buttons(Check icon, X icon))

- Scrollable content(Maevis' profile)

- Navigation bar

Interactive elements in task 3 of the prototype include:

- Action buttons(Camera icon, Video Camera Icon, Back, x button(to close camera and video camera view), Upload icon)

- Navigation bar

Design Patterns

For this project we went with a vertical stack design pattern throughout the app. This is because mobile screens work better with vertical content because that is how most users hold their phones, so using this pattern made the most sense for a mobile device. Along with the vertical stack we implemented the collect and cards design pattern, this way all the users will be able to see a thumbnail photo and brief details on the potential match. We opted for a bottom navigation design pattern. This way the user has multiple escape routes as well as quick navigation whenever they need it but is always visible so they don't have to hunt for it.

Inspirations

Early on in the development process, one of our team members suggested we take inspiration from Instagram. Considering how visually pleasing we wanted our application to be, we decided to mimic the image component of Instagram. By making user profiles cards display their image largely and incorporating scrollable interaction, we've created a visually dynamic experience that allows users to show off their style. Another component we took inspiration from is Instagram's hashtag system. We allow users to

add fun hashtags to their profile to display their interests but also allow users to search by hashtags, similarly to how Instagram allows its users to follow individual hashtags.

Content-Fidelity

Content Type	Very Low Fidelity	Low Fidelity	Medium Fidelity	High Fidelity	Very High Fidelity
Information Design					x
Interaction Design				x	
Visual Design & Branding					x
Editorial Content					x

Information Design:

For Information Design, we aimed for very high fidelity. We did this by making our labels as accurate as possible. We wanted the user to know where they were on the website at all times. This was achieved by making sure that like content stayed together on the same screen and making pop up screens to make sure the screens were not too crowded.

Interaction Design:

For Interaction Design, we aimed for high fidelity. While navigating through, we wanted the user to have feedback on the buttons that they pressed. We achieved this through the use of pop up screens and animating screens so that the user can tell when they are leaving a page to go to the next one. We also tried to make screen animations as consistent as possible throughout the website.

Visual/Branding Design:

For Visual Design, we aimed for very high fidelity. We did this by making the layout and color scheme consistent throughout the website. We also used the same typeface for all text and used visual imagery as much as possible. Since it is a website that relies on an emotional response, having many visual elements was important.

Editorial Content:

For Editorial Content, we aimed for very high fidelity. We wanted the website to look as accurate as possible. We achieved this by not using greeked text and made the website look as close to complete as we could. The user is given accurate information throughout every page and we made it so the user can navigate through the website by allowing them to read where they are and not have to rely on remembering cues of other websites to be able to complete tasks.

Self Critique

- Task #1 would benefit from having users begin with a completely unselected filter view. This would mean users would have to input each interest, workout preference, and astrology sign preference.
- Task #2 would benefit by adding an option to send messages to potential matches either on their profile or once the check icon is clicked.
- Task #3 would benefit by changing the positions and looks of the video and picture icons to clear confusion.