**Ourdate.co**

Greater Bay Area, CA

Research Report

**Features covered:**

1. General Profile Page V-5
2. New Home Page V-5
3. Chat Feature V-5
   1. Check participant list
   2. Group chat- Add connection after event
   3. Group chat- Search chat history
4. Feedback for Participant V-5

**Authors:** Testing Team (Laryssa, Keva, James)

**Designers:** David, Pu, Thomas, Lily, Gabriel, Ying

**Participants:**

1. Bruna (Wednesday May 31st, 5:30pm pst)

2. Micaella (Thu June 1st, 5:30pm pst)

3. Thi (Fri June 2nd, 10am pst)

**Timeline:** May 30th, 2023 - June 5th, 2023.

1. **FEATURE- New Homepage**

**OBJECTIVE: (**What is it that you want to find out?)

* Gather user's initial impressions of the map view on the homepage, focusing on the "Let's go" button.
* Assess users' overall impression of the form.
* Gather user feedback on the ability to see others' thoughts at the event.

**GOALS: (**The questions we want answers to)

1. How do users perceive the functionality of each element, particularly the "Let's go" button?
2. Is there any missing information or elements in the form that users feel should be included?
3. What are users' opinions on the ability to view others' thoughts at the event in the event view?

# KEY LEARNINGS

1. **Map**
2. Users understand that the map showcases nearby events.
3. The current button label "Let's Go" causes confusion among users as to its functionality within the app.
4. **Create An Event**
5. Users find the form to be easy to understand and complete.
6. Some users expressed confusion as to the purpose of the Caption text box.
7. All users expressed confusion regarding the box to add a picture.
8. Users are interested in creating events with friends.
9. Users would feel comfortable opening events to the public in order to meet new people when they have friends with them.

**RECOMMENDATIONS**

1. Consider changing the name of the “Let’s Go” button to something more clear such as simply “Create an Event.”
2. Add more clarification to the Caption text box or consider renaming it.
3. Consider redesigning the Add Photo Box to make its purpose clearer.

**ADDITIONAL NOTES**

[Prototype Link](https://www.figma.com/proto/rDy8kzlSptsLunyj0gPnfx/OurDate-Design-(Main)?page-id=18663%3A130964&type=design&node-id=24118-227379&scaling=min-zoom&starting-point-node-id=24118%3A227379)

* Designers: David

**2. General Profile Page**

**OBJECTIVE:**

* Exploratory
* Identify important profile elements according to user preferences.
* Determine information that would make users comfortable for in-person meetings.
* Gather overall user opinions.

**GOALS: (**the questions we want answers to)

1. What information does the user feel is important to have on a profile, before deciding to meet someone in person? -either platonically or for dating
2. Based on this profile design, would the user be willing to meet another user in-person at an event? Why, or why not?
3. What information is the user comfortable showing on their profile to potential dates, friends and the community?
4. Is the profile engaging to view?
5. Is the user able to learn more from this profile design versus other dating apps?

# KEY LEARNINGS

1. Users find the profile design similar to other dating apps.
2. The top activities and photos are well-received.
3. Users prefer manual photo browsing over a slideshow format.
4. Users want the option to message before inviting someone on a date.

**RECOMMENDATIONS**

1. Redesign the profile to reflect the community nature of the app.
2. Consider having a slight different design for someone looking for friendship or dating.
3. Consider adding Icebreaker questions to the profile - these questions can be optional, and users can choose to answer them on their profiles. By displaying specific questions related to friendship or dating, users can convey their intentions and give others a better understanding of their preferences.
4. Implement manual photo browsing instead of a slideshow format.
5. Consider including a feature to message a user.

**ADDITIONAL NOTES**

[Prototype Link](https://www.figma.com/proto/rDy8kzlSptsLunyj0gPnfx/OurDate-Design-(Main)?page-id=14539%3A131531&type=design&node-id=24592-232323&viewport=-24130%2C33322%2C0.42&scaling=scale-down&starting-point-node-id=24592%3A232323&show-proto-sidebar=1)

* Designers: Pu, Thomas, Ying
* From designers:

Context: In this design, we're trying to make a (somewhat) universal design that incorporates enough information that users would feel comfortable showing to both friends and potential lovers.

**3. CHAT FEATURE (Check participant list & Add connection) - V5**

**OBJECTIVE: (**What is it that you want to find out?)

* Evaluate the intuitiveness of checking the participant list.
* Identify if the participant list contains sufficient information (currently Name & Age).
* Determine if users can successfully add a participant as a connection.

**GOALS: (**the questions we want answers to)

1. Can users easily access the participant list from the group chat?
2. Does the participant list provide enough information, or should additional details be included (eg. city)?
3. What are users' opinions on the ability to add a connection from the past event chat?

# KEY LEARNING

1. Users find the flows for checking the participants' list and adding connections intuitive.
2. Users find the participant list to provide enough information, and they wonder if they can open participants' profiles directly from the list.
3. Users enjoy having a chat within the event.
4. Users often express a preference for being able to send messages to other participants prior to the event.
5. The ability to connect with other users after the event is well-received.

**RECOMMENDATIONS**

1. Consider keeping the event chat active after the event.
2. Implement a clickable profile picture or username in the participant list that opens the respective profile. This way, users can gather more information about the person.
3. Consider allowing users to initiate a conversation directly from the chat interface by including a "Message" button. This will give users an opportunity to get to know each other better and establish a level of comfort before meeting in the event.

**ADDITIONAL NOTES**

[Prototype Link](https://www.figma.com/proto/rDy8kzlSptsLunyj0gPnfx/OurDate-Design-Main?type=design&%5B%E2%80%A6%5Down&starting-point-node-id=23923%3A222635&show-proto-sidebar=1)

[Prototype Link](https://www.figma.com/proto/rDy8kzlSptsLunyj0gPnfx/OurDate-Design-(Main)?page-id=19282%3A158081&node-id=23675-219542&starting-point-node-id=23675%3A217175&show-proto-sidebar=1)

* Designer: Lily