**Ourdate.co**

Greater Bay Area, CA

Research Report

**Features covered** (feature plus version):

1. Event Recommendation History - V5
2. Keeping in Touch - V5
3. Journey Story

**Authors:** Keva, Laryssa, Testing Team

**Designer(s):** Gabriel

**Participants:**

1. Michael (Wednesday June 7th, 10:30am pst)
2. Jenny (Wednesday June 7th, 6:15pm pst)
3. Lexi (Wednesday June 7th, 7pm pst)
4. Jack (Thursday June 8th, 7pm pst)

**Timeline:**  June 5th, 2023- June 9th, 2023

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**FEATURE- Event Recommendation History**

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

* Find out if the user finds the flow intuitive.
* Find out if the user is able to locate and understand the status of a specific event.
* Gather feedback on the user’s initial reaction to the page.

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

1. Is the page clear and easily understandable to the user?
2. Does the user know the purpose and functionality of the "add" button?
3. Can users decipher the meaning of the tags, such as "Accepted," "Pending," and "Needs Edit"?
4. How do users typically find out the status of a specific event?
5. Is the user able to edit a pending event?
6. Can the user view an accepted event?
7. Do users interact with the search/filter bar?

**KEY LEARNINGS**

1. Users initially had some confusion about the labels and terminology used in the feature.
2. Understanding the distinction between creating and recommending events was not clear.
3. The feedback (reviews) section was not easily discoverable

**RECOMMENDATIONS**

1. Clarify the terminology used in the feature, such as renaming "Events Recommendation History" to something more intuitive like "My Events" or "Events Created."
2. Clearly differentiate between creating and recommending events to avoid confusion.
3. Improve discoverability and visibility of the feedback section. - Inform users of this feature earlier in the flow.

**ADDITIONAL NOTES**

* [**Prototype Link**](https://www.figma.com/proto/rDy8kzlSptsLunyj0gPnfx/OurDate-Design-(Main)?page-id=18897%3A131326&type=design&node-id=25052-237585&viewport=6457%2C-5913%2C0.24&scaling=scale-down&starting-point-node-id=25052%3A237585)
* Uncertain about where “Event Recommendation History” will be located with the app, but most likely through user’s profile/account page
* Designer: Gabriel

**FEATURE- Keeping in Touch**

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

* Find out if the user finds the flow intuitive.
* Does the user find this feature useful and would they use it?
* Find out if the user understands the feature?

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

1. What are the user’s initial thoughts on the first screen?
2. How do they feel about this feature after reading the first screen?
3. How do they feel about the “interested in” options?
4. How do they feel about the flow? Is it intuitive?

**KEY LEARNINGS**

1. Users liked the option to connect with others after an event.
2. Users would prefer to see different signifiers for when expressing interest in dating vs friendship.
3. Users were uncertain about the matching process and whether it required mutual interest (what would happen if users have different intentions?)

**RECOMMENDATIONS**

1. Consider using different icons or visuals to clearly differentiate between expressing interest in dating or friendship.
2. Provide more clarity and transparency about the matching process.
3. Allow users to be able to see participants' profiles before expressing interest.

**ADDITIONAL NOTES**

* [**Prototype Link**](https://www.figma.com/proto/rDy8kzlSptsLunyj0gPnfx/OurDate-Design-(Main)?node-id=24149-226822&starting-point-node-id=24149%3A226822)
* First screen pops up upon reopening the app after the user attends an event.
* Match screen pops up only if the other user is interested in you.
* Designer: Gabriel

**FEATURE- Journey Story**

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

* Find out if viewing other’s experiences at an event encourages more users to attend events
* Does the feature offer enough encouragement and information for users to want to attend events
* Does the feature foster a sense of community
* Is the feature a way for users to connect after an event

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

1. How does the user feel about viewing others’ dating experience?
2. Does the user think it's useful to prepare themselves for the upcoming dating event?
3. Does this feature encourage them to sign up for an event?
4. Any missing features in this functionality?
5. Would the user like to share their own event dating experience?
6. Does this feature foster a sense of community?

**KEY LEARNINGS**

1. Users had varying levels of interest in reading about other people's dating experiences.
2. Users typically rely on personal conversations with friends rather than reading about others' dating experiences, suggesting a preference for direct interaction and real-time discussions.
3. Users showed no interest in sharing their own stories.
4. The feature has the potential to foster a sense of community by encouraging users to share vulnerable and positive stories, creating a supportive environment.
5. The term "journey" did not resonate with some users when thinking about dating experiences.

**RECOMMENDATIONS**

1. Reconsider the terminology used for the feature to make it more relatable and appealing to users.
2. Continue incorporating visuals and positive examples to create an encouraging and engaging experience.
3. Provide clear benefits and guidelines for sharing experiences within the community to encourage participation.
4. Allow users to post their stories anonymously.

**ADDITIONAL NOTES**

* [**Prototype Link**](https://www.figma.com/proto/rDy8kzlSptsLunyj0gPnfx/OurDate-Design-(Main)?page-id=19308%3A158280&type=design&node-id=25075-238247&viewport=15486%2C6194%2C0.89&scaling=min-zoom&starting-point-node-id=25075%3A238247&show-proto-sidebar=1)
* Designer: Jiaqing