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IAT 334 D102 - Spring 2016

Draw a Match

final proposal





draw a match



Draw a Match

“Draw a Match” is a feature in which users are given the opportunity to gain and meet matches that contain a broader range of commonalities that go beyond mutual Facebook interests/friends by answering categorized “yes/no” styled questions. Potential matches who have answered the most similarly as the user will appear on the “top scores” screen. Users can then swipe left or right to match up and spark an intriguing conversation with someone they have various commonalities with.



21, Student, Single

Alice Moore

“

It'd be really exciting if I could find a potential romantic partner who shares a wide range of common interests as me.

”

ENTERTAINMENT

Alice's day to day lifestyle consist of long work and school hours. As a result, she values having fun while balancing her busy life. Talking to interesting people helps her feel excited. An online dating application that streamlines the process of meeting individuals in a consistently **fun** manner is ideal.

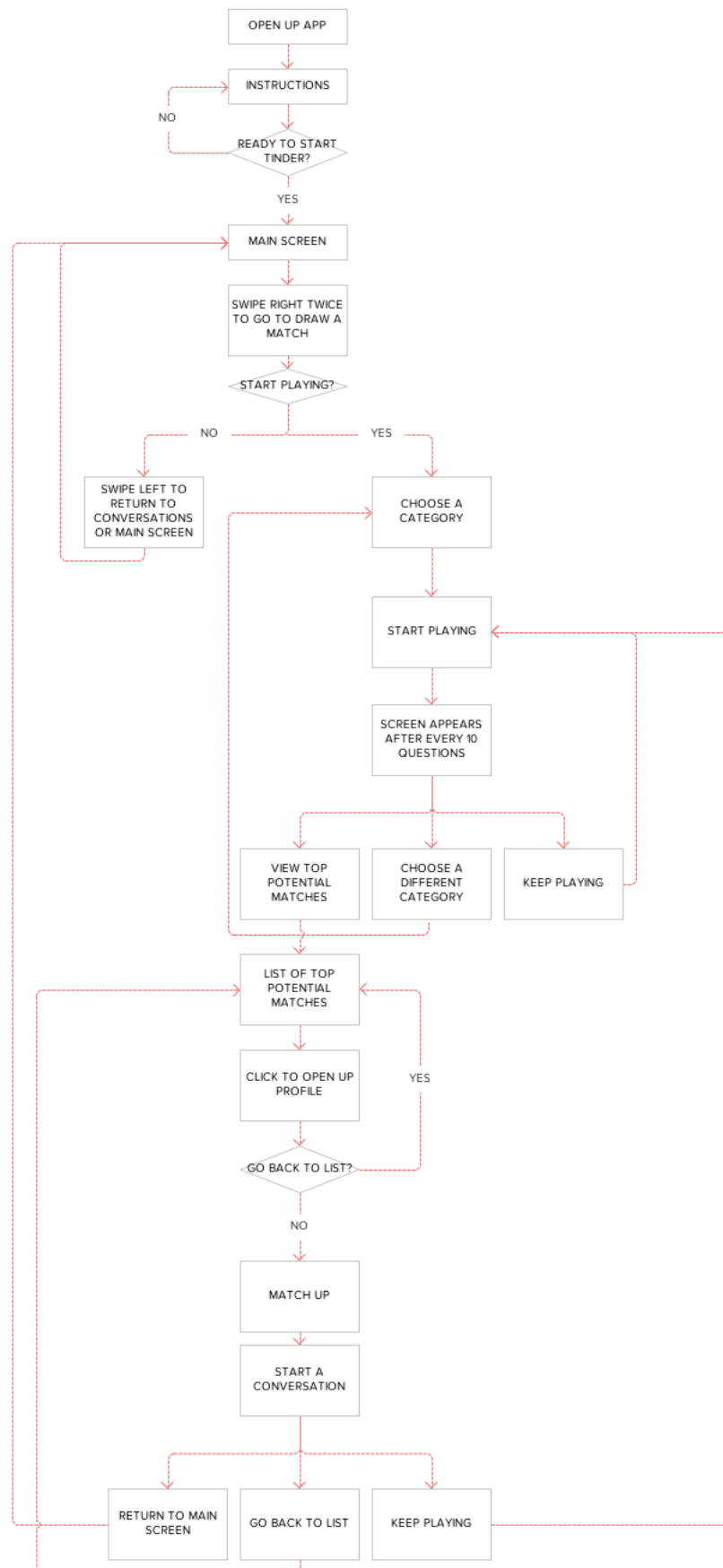
DEPENDABILITY

Alice prefers matching up with a potential romantic partner that shares a wide spectrum of interests with her. It is essential that the application is **dependable** in presenting her with the most suitable candidates that tailor to her desires.

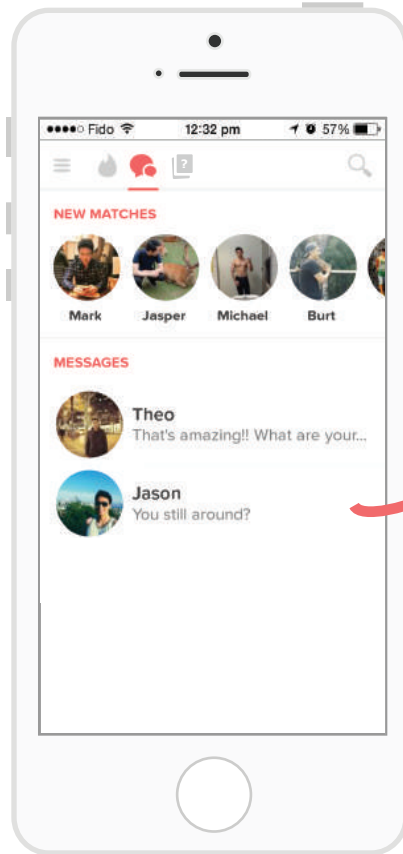
SELF-ADMIRATION

Being able to enjoy flattery and feel attractive helps Alice gain the confidence she needs as a slightly introverted individual. She needs an online dating application that constantly gives her the **ego-boost** she seeks by being able to gain many matches.

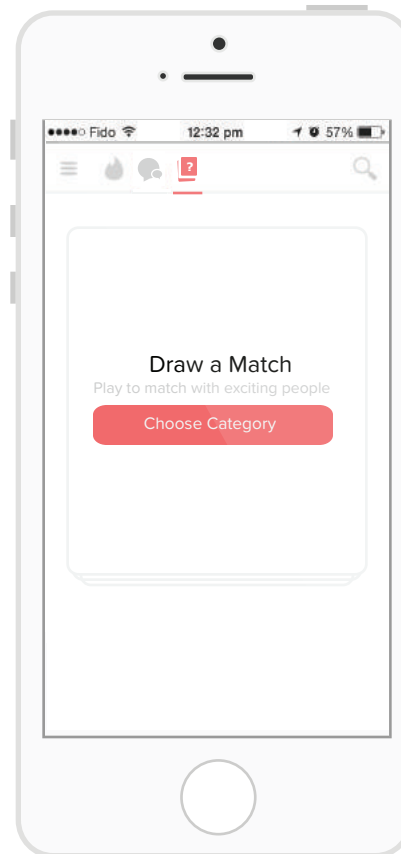
draw a match: flow chart



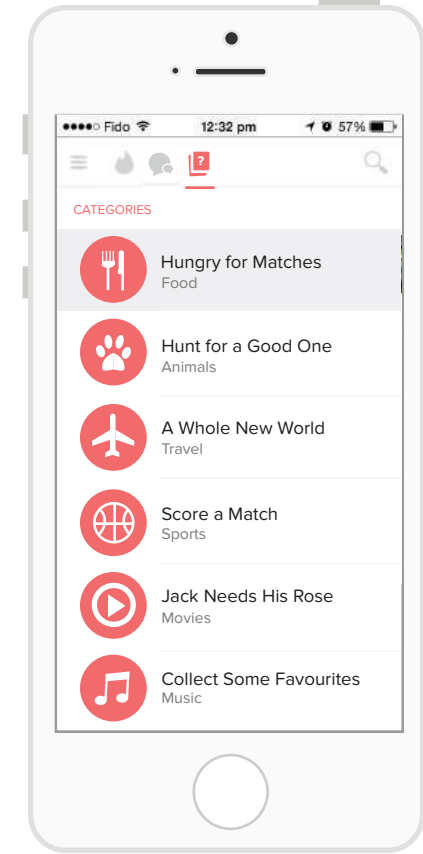
draw a match



To start, the user swipes right to the conversation screen and can swipe right again to go play Draw a Match.



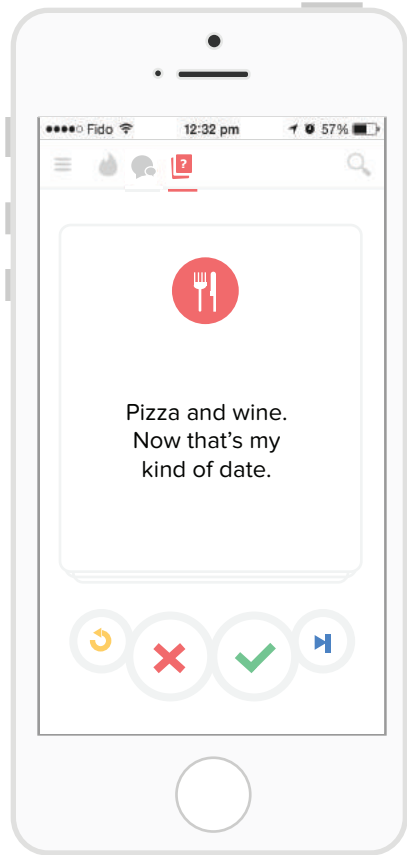
The user can press the button to start choosing a category and answer Yes or No questions.



There is a list of categories for the user to choose from.

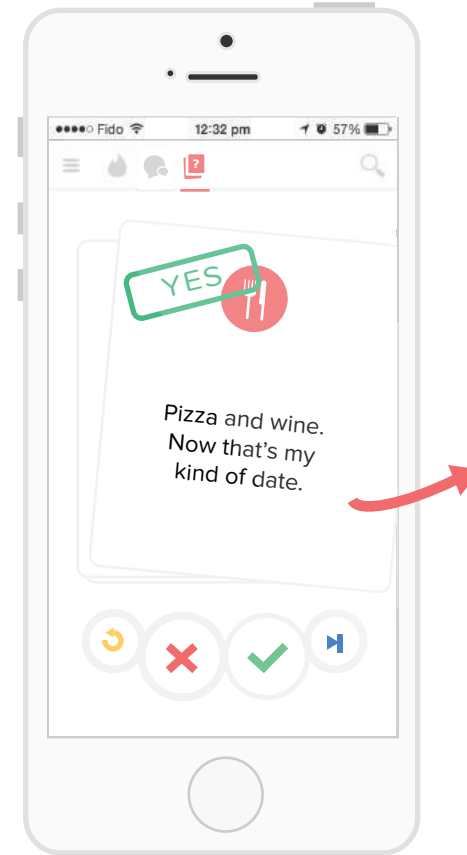


draw a match



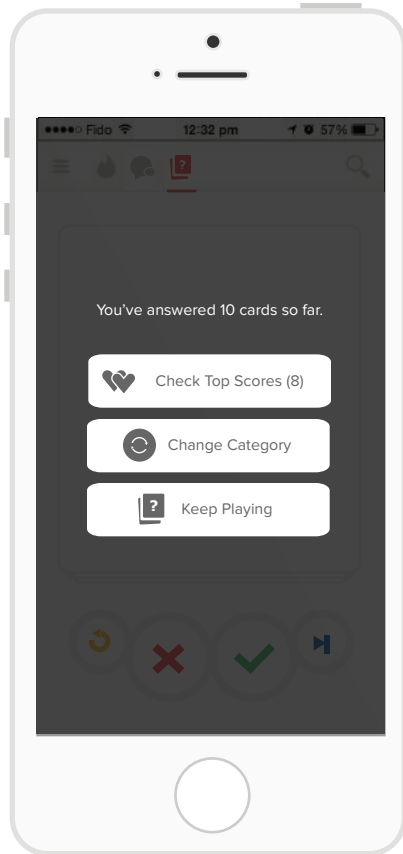
Yes, no, rewind,
and skip options
by clicking or
swiping

For every question, the user
can swipe right for yes and
swipe left for no, press rewind, or skip.

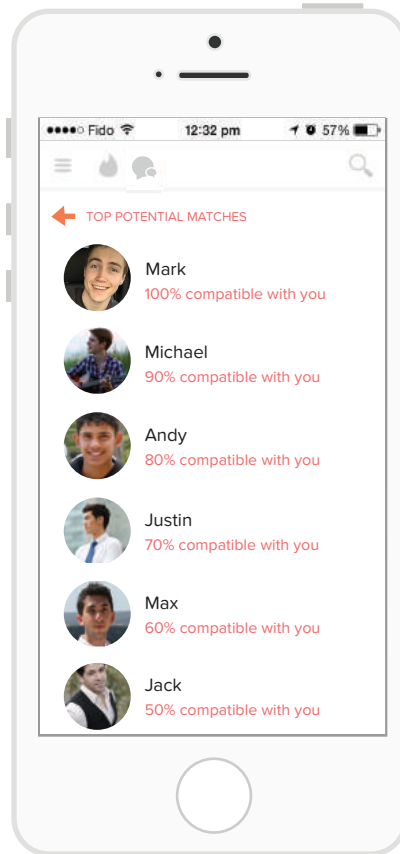


An illustration of the feedback
when a user swipes right for "yes".

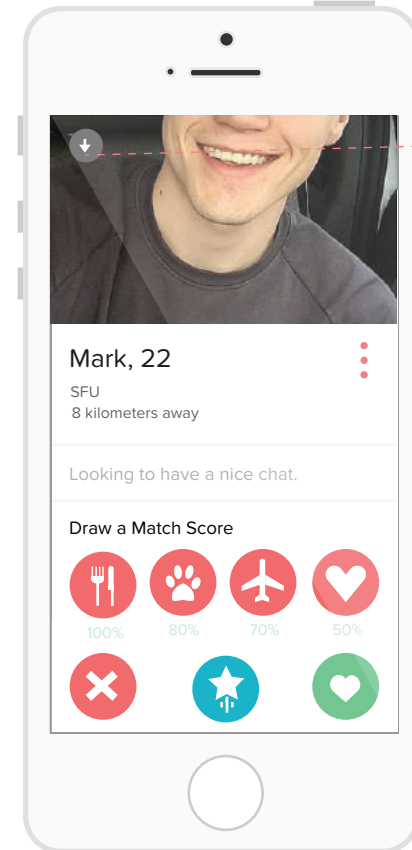
draw a match



After every ten questions, a screen will pop up allowing users to check their top scores, change the category, or keep playing.



On the top scores screen, the user can check to see who gave the most similar answers as them. They can then click on a profile.

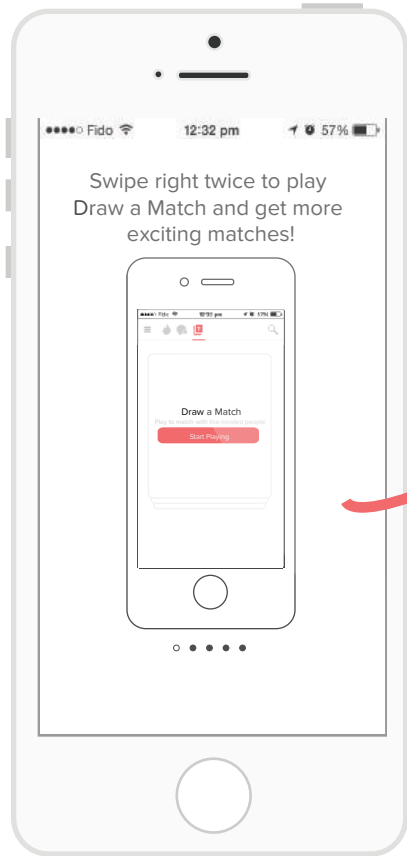


Back button

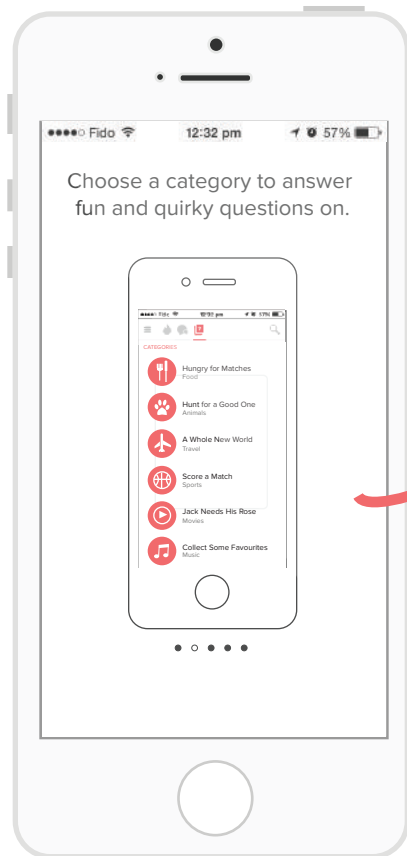
Yes, no, and superlike, options by clicking or swiping

From here, the user can look at their profile and see if they wish to match up with the person by using the same buttons or by swiping

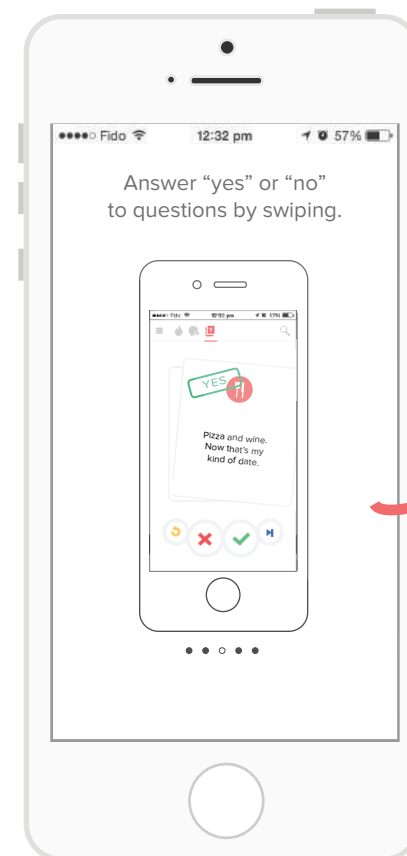
draw a match: on-boarding



When the user opens Tinder, they are shown steps on using the new feature. They are told how to access the feature and what to expect.

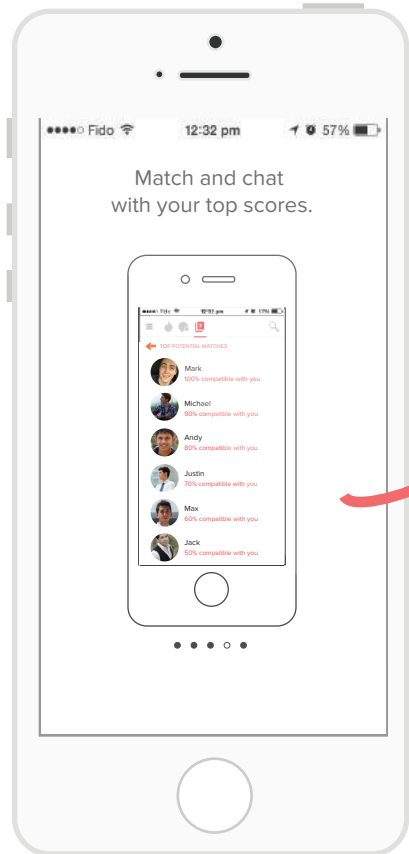


Next, users are informed that they can choose various categories to which they will answer “yes/no” styled questions from.

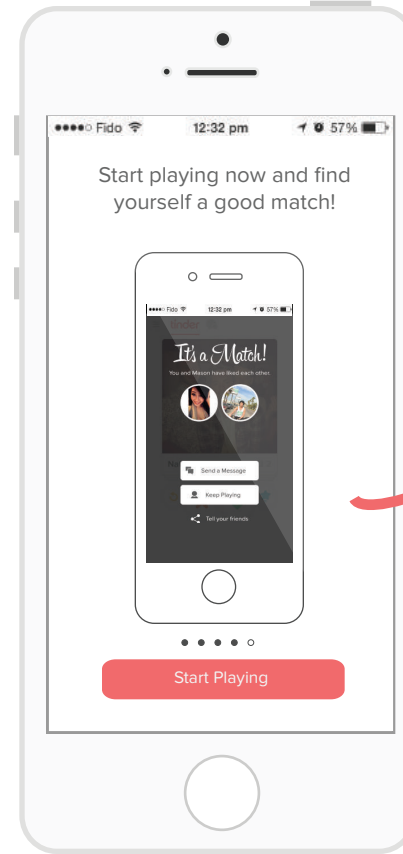


The third step illustrates how users can easily answer questions by adopting Tinder’s convention of swiping.

draw a match: on-boarding



For the fourth step, the user is once again brought back to the main purpose of this feature: to find more compatible matches.



The last step encourages the user to begin using the feature. They can also swipe back to review the steps or start Tinder.

draw a match: summary

Context

Downtime - Study breaks, lunch breaks, end of the day

Social settings - Parties, group gatherings, with friends

Value

Find matches with **better compatibilities and deeper commonalities** beyond Facebook interests/mutual friends

Experience a more fun and **exciting** way to meet matches than merely swiping through profiles

The feeling of **attractiveness and self-confidence** are enhanced as quality matches are obtained

Conversations and quality of matches are **enriched**



sources

Tinder Logo and Inspiration: <https://www.gotinder.com/>

Persona 1 Photo (Girl): <http://www.allygong.com/2015/01/dressed-like-daydream-x-tobi.html/ally-gong-asian-girl-model-smile-makeup-beauty-fashion>

Conversation Boy 1: <http://www.flickriver.com/photos/tags/youngguys/interesting/>

Conversation Boy 2: <http://www.goodenoughmother.com/category/family-home/ask-the-good-enough-guy/page/3/>

Conversation Boy 3: <http://s49.photobucket.com/user/Janduny/media/Guy%20Berryman%20lol/Guy199.jpg.html>

Conversation Boy 4: <http://videohive.net/item/young-guy-playing-guitar/5330043>

Conversation Boy 5: <http://www.oregonherald.com/news/show-story.cfm?id=336188>

Conversation Boy 6: https://nd.dateinasia.com/Members/Photos/38/4516738_profile_635616501031031018.jpg

Conversation Boy 7: <http://www.neontommy.com/news/2014/07/are-asian-american-men-undateable>