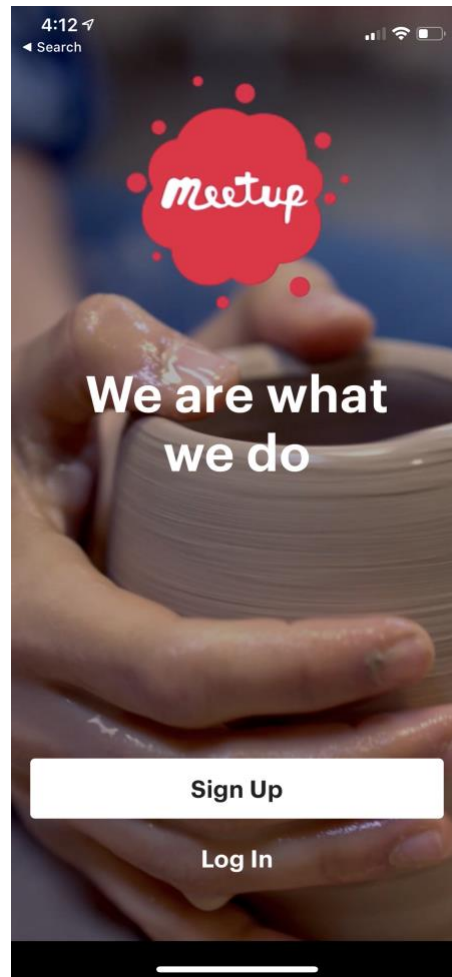
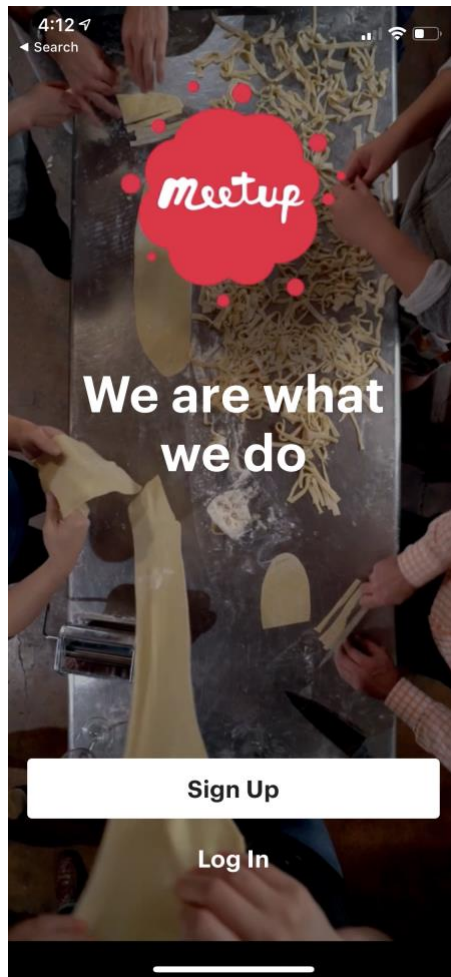


Abstractly Related: Meetup



- The primary user is a single individual looking to make new friends and get involved in their community. They either just moved to the area, or do not get out enough.

Job of the page

- The job of this page is to entice users to sign up for the app.

What is working

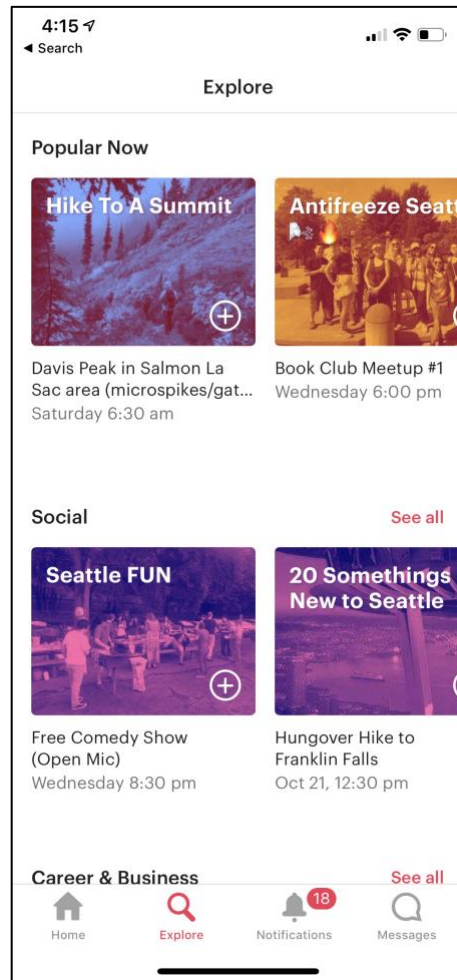
- The montage of different activities (pasta making, pottery making, sailing, and having lively conversations) really works to make users feel as if they are missing out on fun activities by not signing up for the app.

What is not working

The montage of activities is too fast and would benefit from slowing down so that users can soak in and experience it fully.

What I can adopt

- I think I can adopt the montage idea because it feels more real and welcoming when you are able to see individuals interacting in videos rather than in photos. I would love to include a montage of individuals on first dates.



Job of the page

- The job of this page is to showcase all of the different events, activities, and meetups going on in and around the user's area.

What is working

- Organizing the events, activities, and meetups by their general category, really works to make the app easier to navigate.

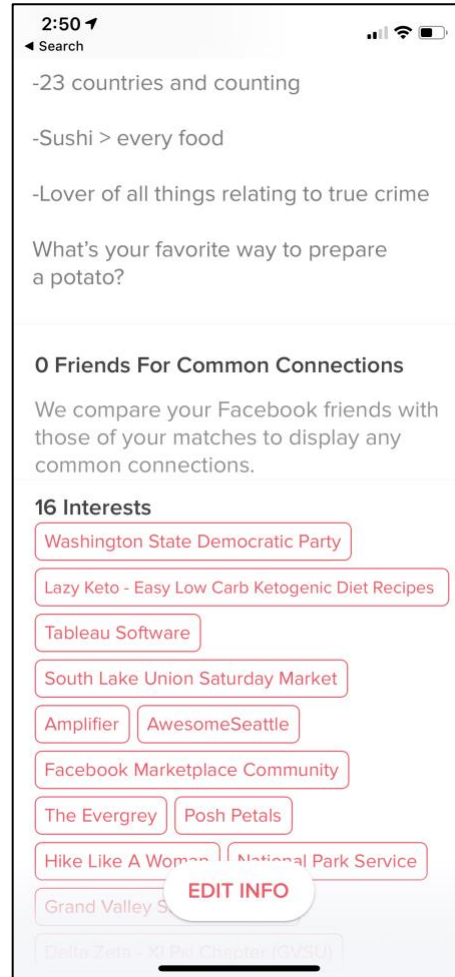
What is not working

- This explore page is a bit busy due to the different lengths of event names and information provided by the meetup event creators.

What I can adopt

- I can definitely use the idea of organizing different aspects of my app by category in order to make the user experience friendlier and more manageable.

Direct Competitor: Tinder



- The primary user is a single individual looking for casual dating or a more casual relationship.

Job of the page

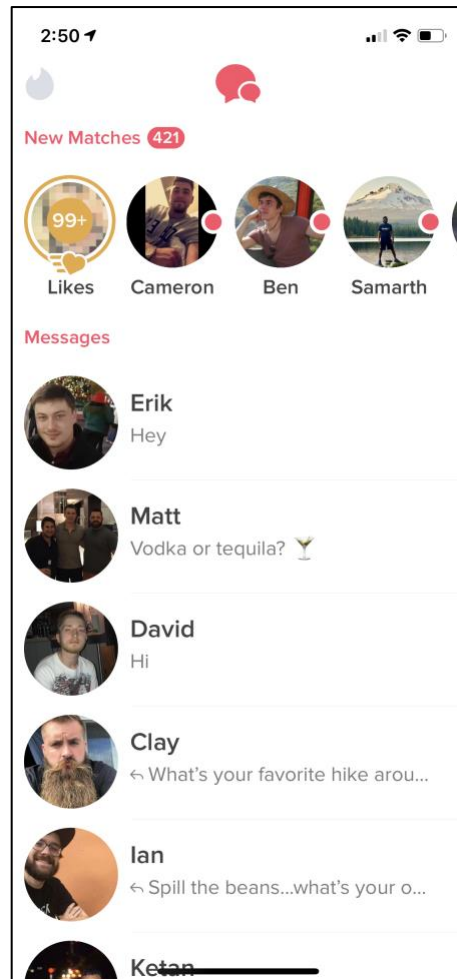
- The job of this page is to sell your personality, looks, and hobbies to other users viewing your profile.
- The profile bio has a word limit (around 350 words). I like this because it allows users to get enough information about themselves out there, without writing a novel.

What is working

- Most people might like having others be able to see their interests from Facebook, but I do not. From my interests alone, users are able to tell my political affiliation, where I work now, where I previously worked, and where I currently go to school. That is too much information for my comfort.

What I can adopt

- I really like the profile word limit and think implementing it would be helpful to individuals who have a hard time writing about themselves.



Job of the page

- The job of this page is to display all of a user's matches as well as all of the individuals that the user has received messages from or have messaged.

What is working

- The scroll feature for messages (scrolling up or down) works really well and it is easy for the user to do.

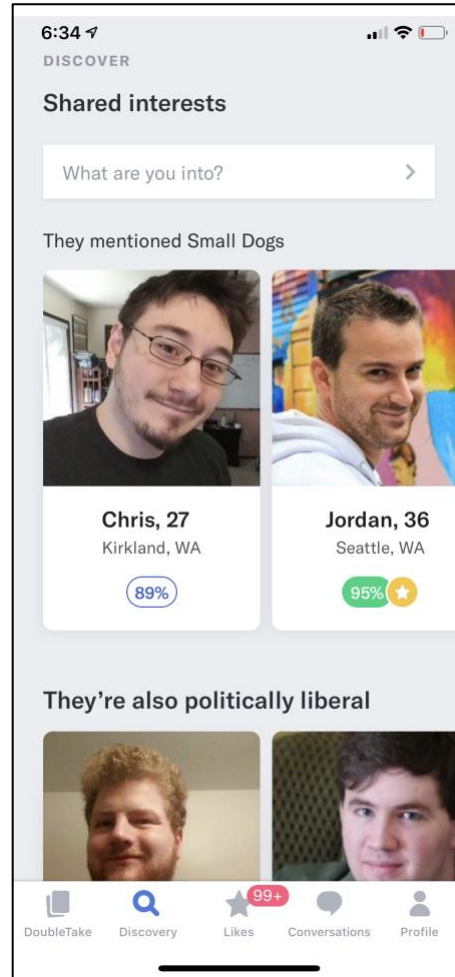
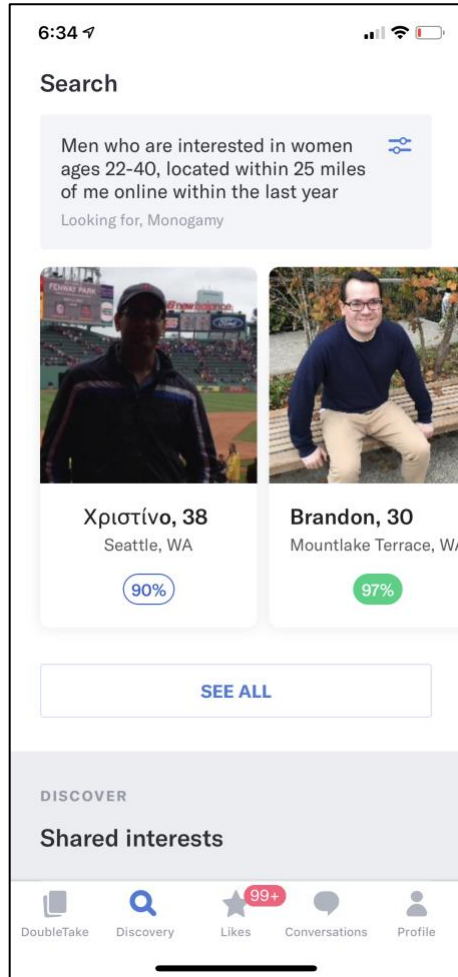
What is not working

- The scroll feature for matches (left or right) is tedious and requires the user to click on each match to clear the "new match" notification.

What I can adopt

- I would like to utilize the scroll (up and down) feature for messages. It is easy and allows users to see the beginning of multiple messages from multiple users at the same time.

Direct Competitor: OkCupid



The primary user is a single individual looking for a long-term relationship/serious relationship.

Job of the page

- The job of this page to find individuals that match within the parameters that you have set for potential partners.

What is working

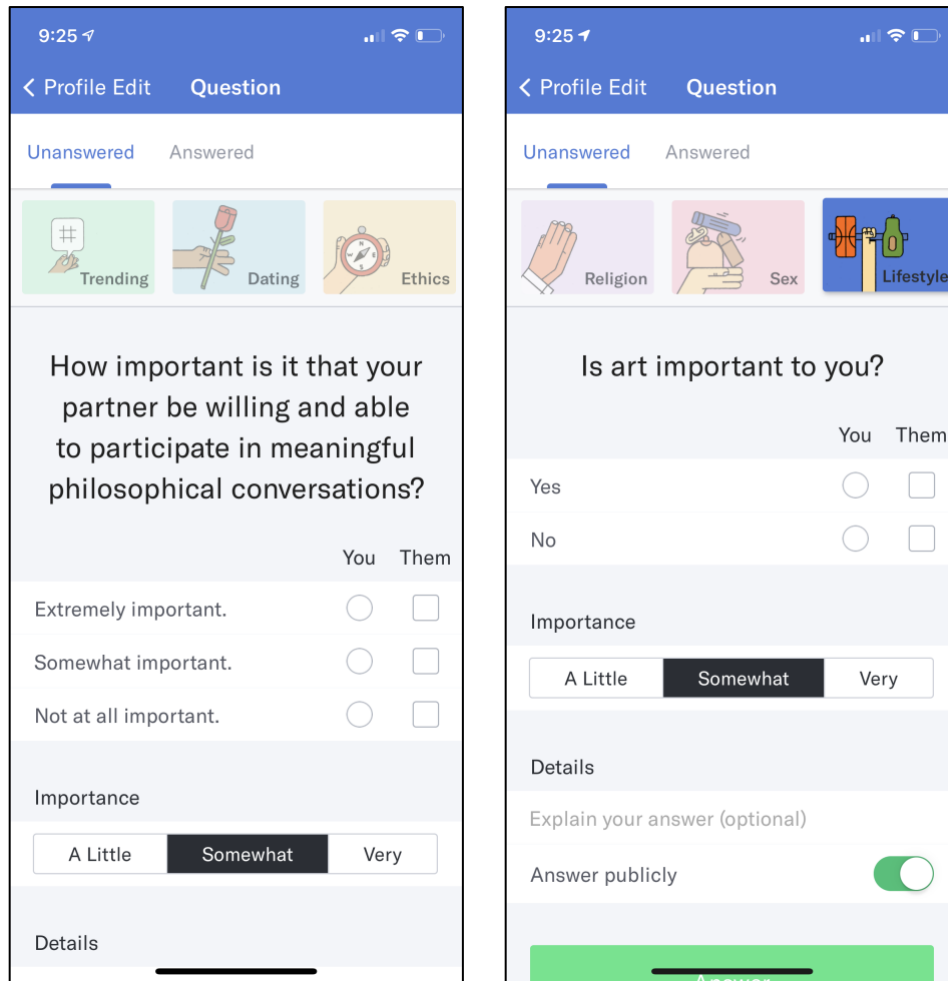
- I really like that this page not only shows the match percentage for different potential matches, but also shows potential matches that relate to certain aspects of the user's life that they deem important.

What is not working

- I do not recognize any aspect of this page that does not work.

What I can adopt

- I would love to use the match percentage to point users in the right directions towards other potential matches that are going to align more with their beliefs and lifestyle.



Job of the page

- The job of this page is to allow you to answer different questions throughout different categories to better match you with other users on the app.

What is working

- I think having multiple-choice questions is very helpful because users are more likely to participate due to answering being easier. I also like that they give you an option to explain your answer in case you have more details that need to be provided.

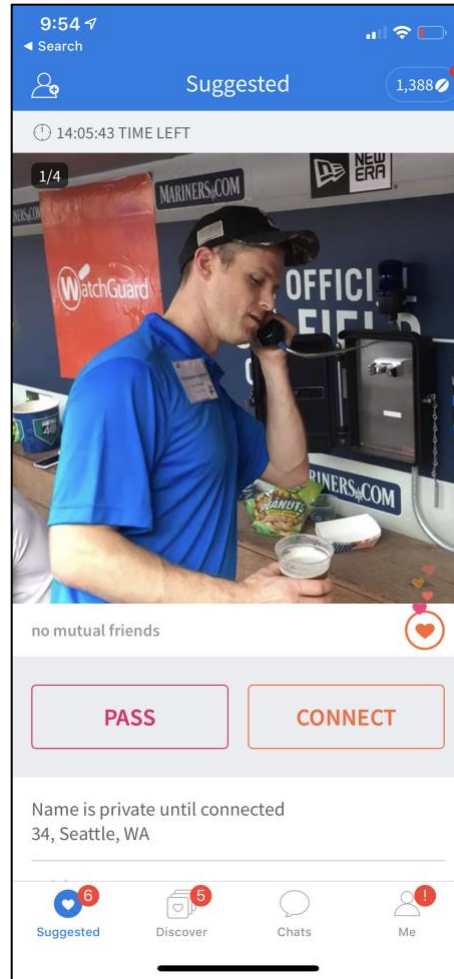
What is not working

- I wish the questions were more relevant to the user's life. I understand that they need to provide broad questions for the purpose of the app, but it makes the questions seem a bit impersonal.

What I can adopt

- I would love to add in an option to answer questions and be able to see other user's answers to the same questions.

Direct Competitor: Coffee Meets Bagel (CMB)



- The primary user is a single individual who wants their online dating experience to be more selective and narrow when it comes to their potential partner matches.

Job of the page

- The job of this page is to show potential matches (also known as bagels). From here, users can either connect with or pass on potential matches.

What is working

- The ability to either pass or connect is very simplistic, but works well for users that do not want to have to message potential matches right away.

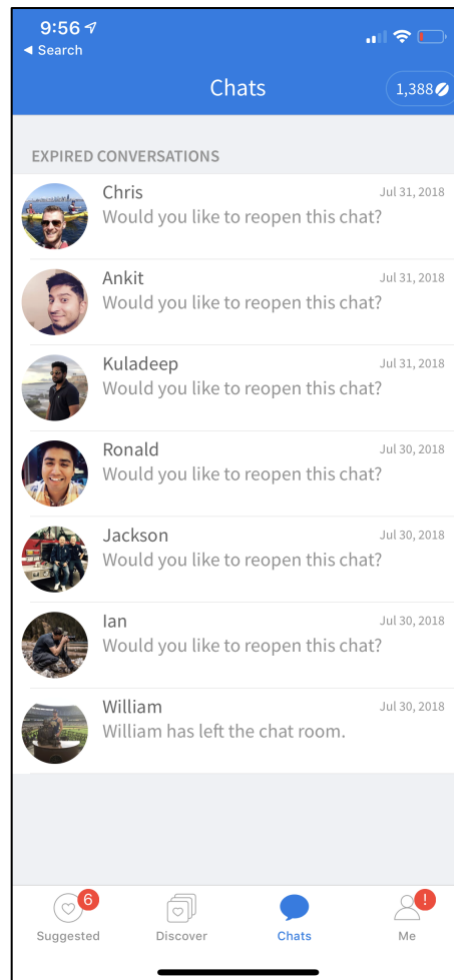
What is not working

- There are a couple things that do not work. At the top left corner, there is a time limit to either pass or connect with potential matches. This makes me feel that the user is being

forced to use the app for fear of losing out on a potential match. Also, the name of the potential match is withheld unless you connect with them. This seems like a silly feature with no purpose.

What I can adopt

- I really enjoy the simplicity of either passing or connecting with potential matches. I think this would be a great feature to incorporate.



Job of the page

- The job of this page is to show the user their matches along with chats and matches that have closed/expired.

What is working

- I like that the user is able to see if the chat expired on its own, or if the match left the chat on their own. This is good for knowing which chats are worth reopening.

What is not working

- It is difficult to keep potential matches separate, so I wish the conversations with the matches were previewed on each conversation. This could be done by either showing

the last message that was sent or even the first few words of the last message that was sent.

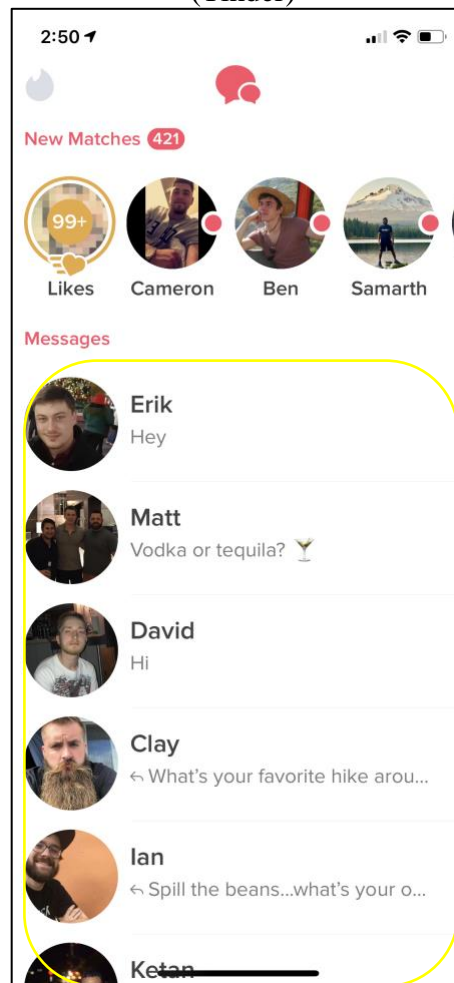
What I can adopt

- I think giving users the option to leave the chat first is worthwhile, rather than giving users the option to unmatch with potential matches.

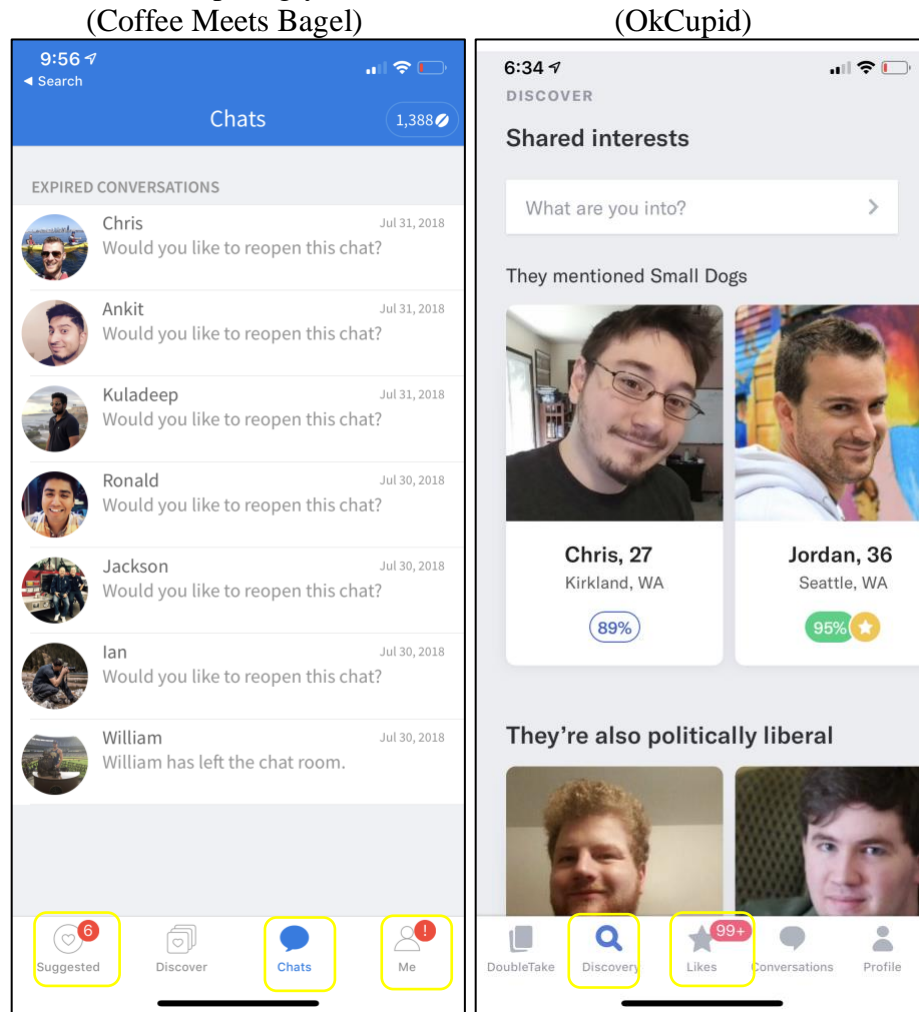
Summary of Common Themes

- When looking at each app alone, I did not notice them, but then when comparing the apps, the common elements became much more noticeable. The main common elements are:
 - Message scrolling (up and down)
 - Colors (blue, red, orange, and gray)
 - Navigation bar at the bottom of the page
- The priorities of the elements are:
 - Message scrolling (up and down)
 - Easy and quick viewing of matches and conversations, for users.

(Tinder)

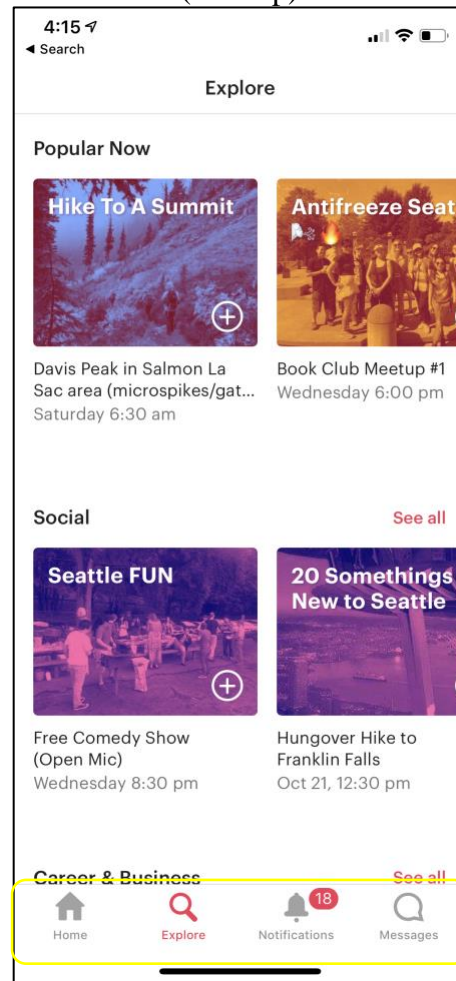


- Colors (blue, red, orange, and gray)
 - Call to attention. Blue, red, and orange were used in contrast of gray to make them pop. These colors were used to highlight notifications, icons, and title pages for the app. However, they were not overdone and were used sparingly.



- Navigation bar at the bottom of the page
 - Easy access to other sections of the app. A “home base” so to speak to get users to where they want to go within the app without having to go back multiple pages.

(Meetup)



- I would incorporate all three of these themes. Message scrolling and being able to see messages vertically, is much easier than trying to view them horizontally. Along with this, colors will play an important role in my app. I will need to be mindful when using colors and remember that each color has a psychological impact. Lastly, a navigation bar at the bottom of the app would be a huge convenience to users. It would allow them to use the app with ease and switch pages efficiently.