

## **Interview Script**

1. Do you use online dating apps? Why or why not?
2. How old are you?
3. How do you identify?
4. On average, how many hours do you spend on dating apps per week?
5. How many different online dating apps do you use?
6. What features do your favorite apps have?
7. Are there any features that you wish your favorite app did not have?
8. Do you prefer an open profile that you can fill out, or preset questions?
9. What is the most difficult aspect of making an online dating profile?
10. Would you spend money on a dating app? Why or why not?

## **Target Market**

My target market consisted of men and women between the ages of 20-30 who were active in using online dating apps. My goal for my target market, was to understand how they used online dating apps, and how often they used them, along with their likes and dislikes of the apps. With this, I wanted to get inside the head of the app users and figure out the journey they take when using a dating app.

## **Interviews**

### Interviewee #1

1. Do you use online dating apps? Why or why not?  
Yes! It's honestly easier than going out and meeting people, especially because I work a lot and my hobbies/extracurricular activities don't offer a lot of options regarding what I'm looking for relationship-wise.
2. How old are you?  
25-31
3. How do you identify?  
Female
4. On average, how many hours do you spend on dating apps per week?  
3-5

Follow-up question: What aspect of dating apps consumes the majority of your time?

Answer: Searching through profiles.

5. How many different online dating apps do you use?  
3-5

Follow-up question: Which dating apps do you use and why did you choose these particular apps?

Answer: Tinder, Bumble, Hinge, and OkCupid. I use these apps because they are iPhone friendly, they are easy to use, and they are free.

6. What features do your favorite apps have?  
Ability to see social media, options to see political and religious views, how much they drink/use drugs/smoke, etc. More insight in general.
7. Are there any features that you wish your favorite app did not have?  
I wish I could see everyone who liked me beforehand without having to pay.
8. Do you prefer an open profile that you can fill out, or preset questions?  
Preset Questions
9. What is the most difficult aspect of making an online dating profile?  
Trying to market myself well enough that someone will actually read it.
10. Would you spend money on a dating app? Why or why not?  
I'm not sure. I've paid for Match.com before and you have to weed out just as much as you do on the free apps. However, I was super intentional when I was dating when I used match and found some really great guys. I guess if I was in that same mindset, I would pay for an app again.

#### Interviewee #2

1. Do you use online dating apps? Why or why not?  
Yes because no one talks to anyone out anymore!
2. How old are you?  
25-31
3. How do you identify?  
Female
4. On average, how many hours do you spend on dating apps per week?  
3-5

Follow-up question: What aspect of dating apps consumes the majority of your time?  
Answer: Messaging back and forth with different men on the apps.

5. How many different online dating apps do you use?  
0-2

Follow-up question: Which dating apps do you use and why did you choose these particular apps?  
Answer: Hinge and Tinder. I use these apps because I like that I get to control who can message me.

6. What features do your favorite apps have?  
A "scroll" feature which eliminates tapping. Height being listed.

7. Are there any features that you wish your favorite app did not have?  
Showing how close the person is
8. Do you prefer an open profile that you can fill out, or preset questions?  
Open profile
9. What is the most difficult aspect of making an online dating profile?  
Presenting yourself accurately
10. Would you spend money on a dating app? Why or why not?  
No, I don't care enough to pay money for dating.

### Interviewee #3

1. Do you use online dating apps? Why or why not?  
Yes, because I want to find love.
2. How old are you?  
25-31
3. How do you identify?  
Female
4. On average, how many hours do you spend on dating apps per week?  
0-2

Follow-up question: What aspect of dating apps consumes the majority of your time?  
Answer: Looking through members and my matches.

5. How many different online dating apps do you use?  
0-2

Follow-up question: Which dating apps do you use and why did you choose these particular apps?

Answer: Tinder because it is effortless and I do not feel that I have enough time to dedicate to more than one dating app.

6. What features do your favorite apps have?  
Hides a lot of your info until you match with the person. Has matches expire after a few days of no one has reached out to the other person.
7. Are there any features that you wish your favorite app did not have?  
No
8. Do you prefer an open profile that you can fill out, or preset questions?  
Preset Questions

9. What is the most difficult aspect of making an online dating profile?  
Making it engaging and trying to show your personality when you haven't yet met the person.
10. Would you spend money on a dating app? Why or why not?  
No...at least not yet because I don't contribute a lot of time to them so it wouldn't make sense.

Interviewee #4

1. Do you use online dating apps? Why or why not?  
I use them because meeting people in real life is difficult sometimes.
2. How old are you?  
18-24
3. How do you identify?  
Male
4. On average, how many hours do you spend on dating apps per week?  
0-2

Follow-up question: What aspect of dating apps consumes the majority of your time?  
Answer: Messaging different women on the apps.

5. How many different online dating apps do you use?  
0-2

Follow-up question: Which dating apps do you use and why did you choose these particular apps?  
Answer: Bumble and Hinge. I use these apps because it gives me a better chance of getting a match as a male, without me having to make the first move.

6. What features do your favorite apps have?  
Seeing how many people have "liked" me.
7. Are there any features that you wish your favorite app did not have?  
No
8. Do you prefer an open profile that you can fill out, or preset questions?  
Preset Questions
9. What is the most difficult aspect of making an online dating profile?  
Trying to come off as attractive/witty enough to draw in the attention of others.
10. Would you spend money on a dating app? Why or why not?

I would and I have. Dating is tough so a few dollars here and there for a better chance at finding a partner is a good trade off.

#### Interviewee #5

1. Do you use online dating apps? Why or why not?  
Yes. It's an easy way to meet guys and see if there's a connection
2. How old are you?  
25-31
3. How do you identify?  
Female
4. On average, how many hours do you spend on dating apps per week?  
0-2

Follow-up question: What aspect of dating apps consumes the majority of your time?

Answer: Messaging with people.

5. How many different online dating apps do you use?  
0-2

Follow-up question: Which dating apps do you use and why did you choose these particular apps?

Answer: Hinge because it makes users put in certain information about themselves, which helps me get to know men before I even message them.

6. What features do your favorite apps have?  
I like Hinge because of the questions you can answer, it shows some personality and humor
7. Are there any features that you wish your favorite app did not have?  
Not that I can think of
8. Do you prefer an open profile that you can fill out, or preset questions?  
Preset Questions
9. What is the most difficult aspect of making an online dating profile?  
Finding pictures to use because I don't take many pictures alone
10. Would you spend money on a dating app? Why or why not?  
No, not that serious about dating right now

#### **Key Findings**

Between the five interviewees, the majority of them only used one to two different online dating apps. It was almost split in half in terms of how many hours they spend on dating apps,

with two interviewees spending 3-5 hours a week on dating apps, and three interviewees spending 0-2 hours a week on dating apps. All but one of the interviewees stated that they would prefer preset questions rather than an open profile. All interviewees talked about struggling to present themselves in a good and accurate light to those reading their profile. Two interviewees said that they would spend money on a dating app, while three said they would not. It was interesting to see that the same four dating apps were used between all five users. This tells me that these apps have features that a lot of users really value.

### **Takeaway**

What I have gathered from these responses, is that my target market wants an online dating experience that is simple and effortless. They do not want to have to put a lot of thought into their personal bios, but rather fill out preset questions that will enable them to project their likes, dislike, and passions to those reading their profile. Many of the interviewees mentioned liking features that were not necessarily the main point of the app. For example, the interviewees liked apps where they could see social media, their matches height, scroll rather than tap, and see how many individuals liked their profile. These little features enable users to make a more informed decision about individuals before getting too deep into a profile or conversation.