Designed Serendipity for Meeting People Online

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How Did They Meet?
Introducing Online Dating
Online Dating Problems

- Overwhelming number of choices
- Relies on people knowing what they want
- Vast amounts of harassing or inane messages
Project Goals

Open up the Internet as a place for people to find and meet each other organically.

Balance the abundance of information and people afforded by Online dating through mindful design.
Presentation Roadmap

1. Our Research
2. Guiding Principles
3. Design Process
4. Demo of Prototype
5. Future Plans
User Research
Online Dating Landscape

- **low superficiality**
  - passive participation
  - eHarmony

- **high superficiality**
  - active participation
  - Tinder

- **passive participation**
  - OkCupid

- **active participation**
  - CoffeeMeetsBagel
Interviews

18 Women, 4 Men

Basic Information
User Experience
Online Dating Behaviors
User Interface Features
Dating Platforms
Privacy
“I saw someone I liked, so I tweaked my profile to seem more interesting and adventurous”
“I get some really weird inappropriate messages sometimes”
"I would feel so weird recording myself in a video for someone to watch"
Deception

“I never met someone super different from their profile. We’ll meet in person anyways”
Guiding Principles
Proximity
The Fringes
Constraints
Design Process
“Designed Serendipity”

First step: concept generation

Make online dating more like *offline* dating.

Design for serendipity and chance encounters
Paper Sketches

Things to include on Meld Page:

- Matches
- Messages
- Visuals

Also viewed: "Hiking" Wikipedia
Also watched: "David Lynch"
Also listened to

Log box: Up when you are matches of another

Guys also interested in Design:
- Jason, 27
  San Francisco, CA
  Personal
  Blur
- Bobby, 28
  Oakland, CA
  Personal Blur
- Ivan, 30
  San Francisco, CA
  Plain Blur
- Lois, 26
  Oakland, CA
  Plain Blur
- Sam, 26
  San Francisco, CA
  Plain Blur
- Bill, 27
  San Francisco, CA
  Plain Blur
- Chip, 32
  Bullis, CA
  Plain Blur
Low Fidelity Prototypes
User Testing

“Last 7 Days” feature was “too creepy”
More User Testing

“Mutual Map” Feature:
Users already know their own interests

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After user testing, we cleaned up problems discovered

“Last 7 Days” → “Mutual Browsings”
Future

Develop a mobile companion app
Test prototype in the wild
Iterate and improve