DESIGN BRIEF

Project Objective

Design the matching feature of a mobile dating app targeted to NYC subway riders. The app allows users to connect with people they have seen on the subway before, if both parties are interested. The project scope covers the user flow starting from when users search for the person they saw on the subway by providing details about the date/time, subway line, person's appearance, etc. until when the other person views their request to connect and chooses to either accept or decline.

The final deliverables include high-fidelity mockups/prototype for both mobile and tablet.

Intended Users

Regular NYC subway riders, age 18 and up, who are single and looking to date someone new. They spend a lot of time commuting on the subway and cross paths with many different people when doing so. Although they may not necessarily be shy, they find it awkward to approach complete strangers and are suspicious of any strangers who try to approach them. For this reason, it can be difficult to meet people in real-life even though they would prefer that over online dating.

Key Scenario

While riding the subway, a rider sees another person on the train with them that they think are interesting and would like to get to know. The rider knows he may never see this person again and briefly considers walking up to them and introducing himself, but he decides against it because it would be awkward and creepy to try to start talking to a complete stranger. In the past, he would have just given up on connecting with this person, but this time, he checks if the person is on the app, finds them, and sends a request to see if the other person is interested too.

Key Principles

- *Safe*: Prioritize user safety and discourage misuse (stalking, harassment, retaliation etc)
- *Fun*: Mood of the app should be fun, not too serious or boring.
- *Easy-to-use:* New Yorkers are busy people and dating is already stressful and complicated. The app should make dating easier, not even more work.