

Assignment 2
User Analysis



IMD3001/PSY4800

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a) Jonathan is a new student at University of Toronto. After taking a gap year to do a bit of work and travel, he has finally decided on his major and is ready to start learning and meeting new people in a new city. After about a week or two of attending classes, Jonathan has found it difficult to meet anyone interesting in any of his classes, and since he lives alone and off campus, he has not yet been able to make any friends or form any relationships with anyone.

He decides, that since his girlfriend and he broke up over the summer, he may as well try out the dating game around his area and on campus using a dating app. He knows, from reading about other people's experiences with it on social media, that Tinder is a good application to meet people in his area quickly and easily. Since he feels quite lonely from living on his own with nobody to talk to in person, he figures it won't hurt to give the app a go.

Being an avid user of social media of all kinds, Jonathan already has a Facebook, and so it is quite simple for him to set up an account and begin his search. He quickly types out an interesting bio, selects some of his favourite pictures from Facebook and his camera roll, sets his preferences, and begins swiping. He makes sure to not only look at all of the users' pictures, but also their typed bios to make sure that he would enjoy spending time with them, before he elects to swipe right on any of his potential matches.

By the end of the day, he has several matches with people close by and has started conversations with a few of them. Some of the people that he has matched with do not seem to be as interested in an actual relationship as Jonathan is, and seem to only want to meet up once for a hook-up, so he decides to unmatched them. However, one of his matches, Cora, and he get along very well over chat, and after a few more days of conversation, they decide to meet in person on the weekend for a date.

b) Cindy, a computer science graduate from Waterloo University, has just moved to Ottawa because she was offered a job that she could not turn down. However, two weeks into her new job, Cindy hasn't made any personal connections at work and is getting bored of staying

inside watching movies all night. Although Cindy is not looking for a romantic relationship, she likes the idea of meeting new people in a new city. She has heard about Tinder, but her friends from Waterloo have told her that most of its user base are looking for romantic relationships. Instead, she decides to use Bumble, as she can specify that she is looking for new friends, and not a romantic relationship.

She downloads the app, and is prompted to sign in using her Facebook profile. Cindy doesn't like the idea of attaching her public Facebook profile to a friend-finding app, so she searches for an alternative way to sign up. There doesn't seem to be any other option so she reluctantly signs in using Facebook. Once she is signed up, she is prompted to choose some photos to use for her Bumble profile. After the photos finish uploading, she fills in her bio to let people know where she is from, and what she is interested in. Cindy confirms her profile, and is prompted to choose between Bumble's three categories; bumble, bumble bff, and bumble bizz. Since she is looking for friends, she selects bumble bff. She is immediately greeted by a photo of a young lady around her age. At the bottom of her photo, it says that her name is Samantha, 23 years old, and goes to Carleton University. Interested, Cindy taps on the information panel, which reveals more information about Samantha. Samantha's bio reads "Just looking for some new friends to do things with and hang out with". Being new to these types of apps, Cindy quickly swipes left thinking that the two will be matched. However, she sees that an "X" quickly appeared when she swiped left, and realizes that she mistakenly rejected Samantha. Suddenly, a pop-up notification appears telling Cindy that if she has made a mistake, she can shake her phone to bring back the last person. Cindy shakes her phone, sees Samantha's profile again, and swipes right to match.

After about 30 minutes of swiping left and right on people's profiles, Cindy decides that she has seen enough profiles and sets her phone down for a while. Later that night, she receives a notification on her phone that Samantha has matched with her. Excited, she quickly opens the app and sees that she has a notification on the messages icon. It is a message from Samantha, introducing herself and explaining that she'd love to get to know Cindy some more. After a couple days of messaging back and forth using Bumble's messaging system, Cindy and Samantha decide to exchange phone numbers to coordinate an in-person meetup.

Primary: Young adult - interested in dating

Secondary: Photographer - interested in scouting for models

Stakeholder: Investor

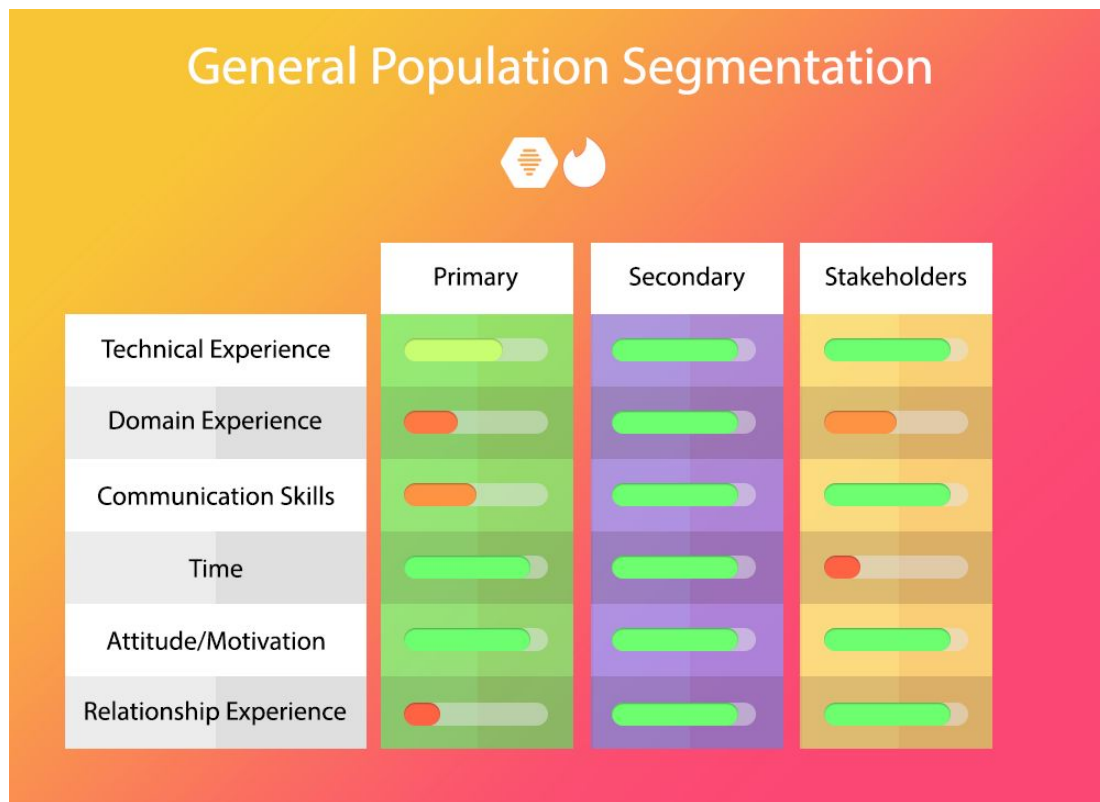


Figure 1. General Population Segmentation for Tinder and Bumble

See Appendix A and B for an alternative visual of each user profile and scenario.

<u>User Profile</u>  <u>Name:</u> Jonathan King <u>Goal:</u> Relationship user	
<u>Demographic:</u> 22 years-old	<u>Goals & Tasks:</u>

• Single • Has two brothers • Studying Philosophy at University of Toronto	Jonathan is artistic and passionate, and not afraid to go after what he wants. He understands school is important and strives to put as much effort as possible but would still like someone to share his time with.
<u>Environment:</u> He is familiar with social media, has been using technology since he was a child. He uses his phone daily and knows the basics of consumer technology.	<u>Context To Use:</u> • Frequent uses phone • Surrounded by technology daily • Apple iPhone

<u>User Profile</u>  <u>Name:</u> Cindy Daniels <u>Goal:</u> Meeting new people	
<u>Demographic:</u> • 25 years-old • Single • Is an only child • Graduated with a Bachelor of Computer Science from Waterloo University	<u>Goals & Tasks:</u> Cindy is studious, smart, technical and bubbly. She loves technology and values family and friendship with utmost importance. She is focused on her career and isn't looking for a relationship, but would like someone spend time with who shares similar interests.
<u>Environment:</u> She has an advanced knowledge of technology especially the software and programming languages. She can use basic consumer technology with ease and has no problem navigating a computer.	<u>Context To Use:</u> • Frequently uses phone • Surrounded by technology daily • Android User

The overall goal of Tinder is to match people. In order to accomplish that goal, Tinder's top level functionality involves setting up a profile, swiping through profiles, and messaging successful matches. The secondary level functions that aid to accomplish these can be broken down based on the three top level functions. See Figure 2 for a task breakdown. See Appendix C for an individual description of each task.

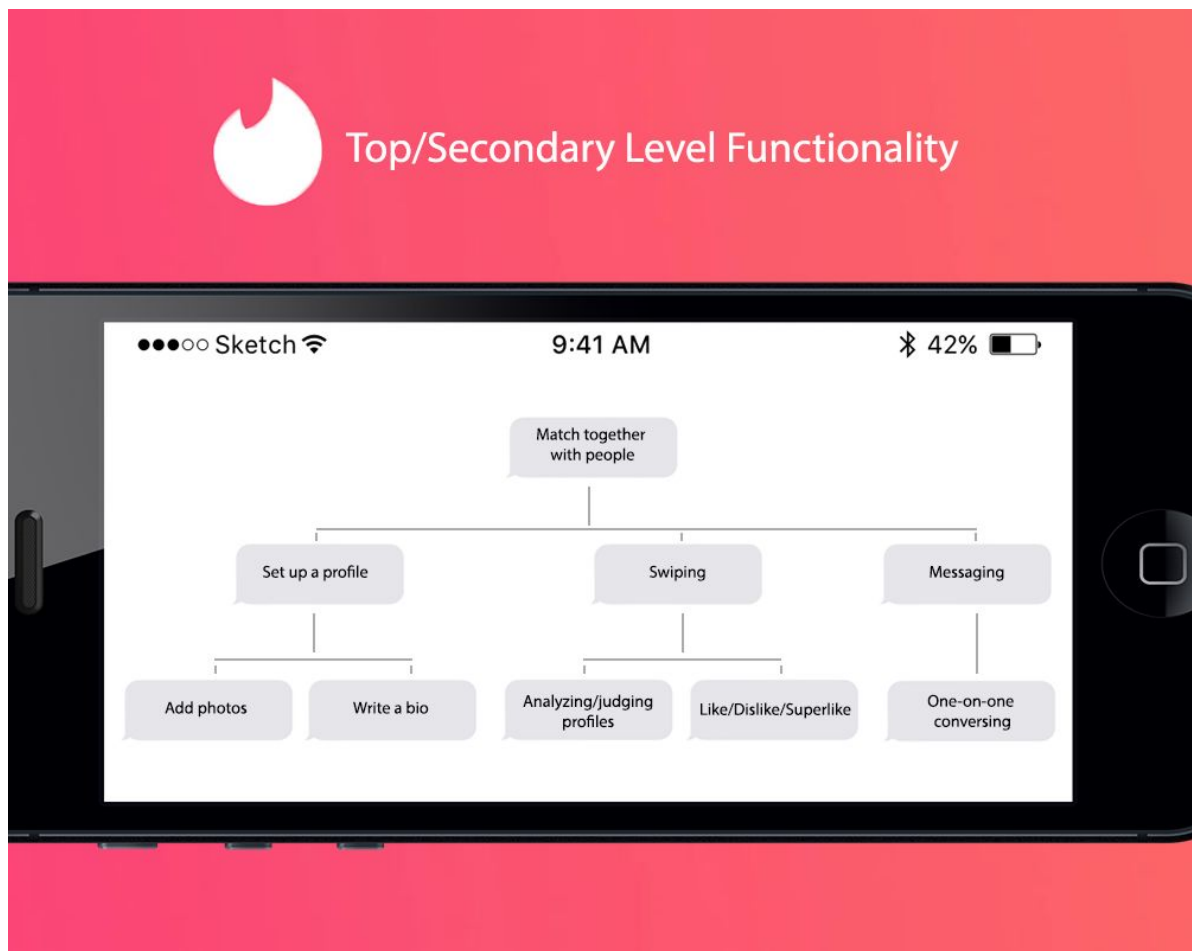


Figure 2. Top/Secondary Level Functionality/Task Breakdown for Tinder

The overall goal of Bumble is to create meaningful relationships. To accomplish this goal, it follows the same three top-level functions as Tinder with setting up a profile, swiping, and messaging. See Figure 3 for a task breakdown. See Appendix D for an individual description of each task.

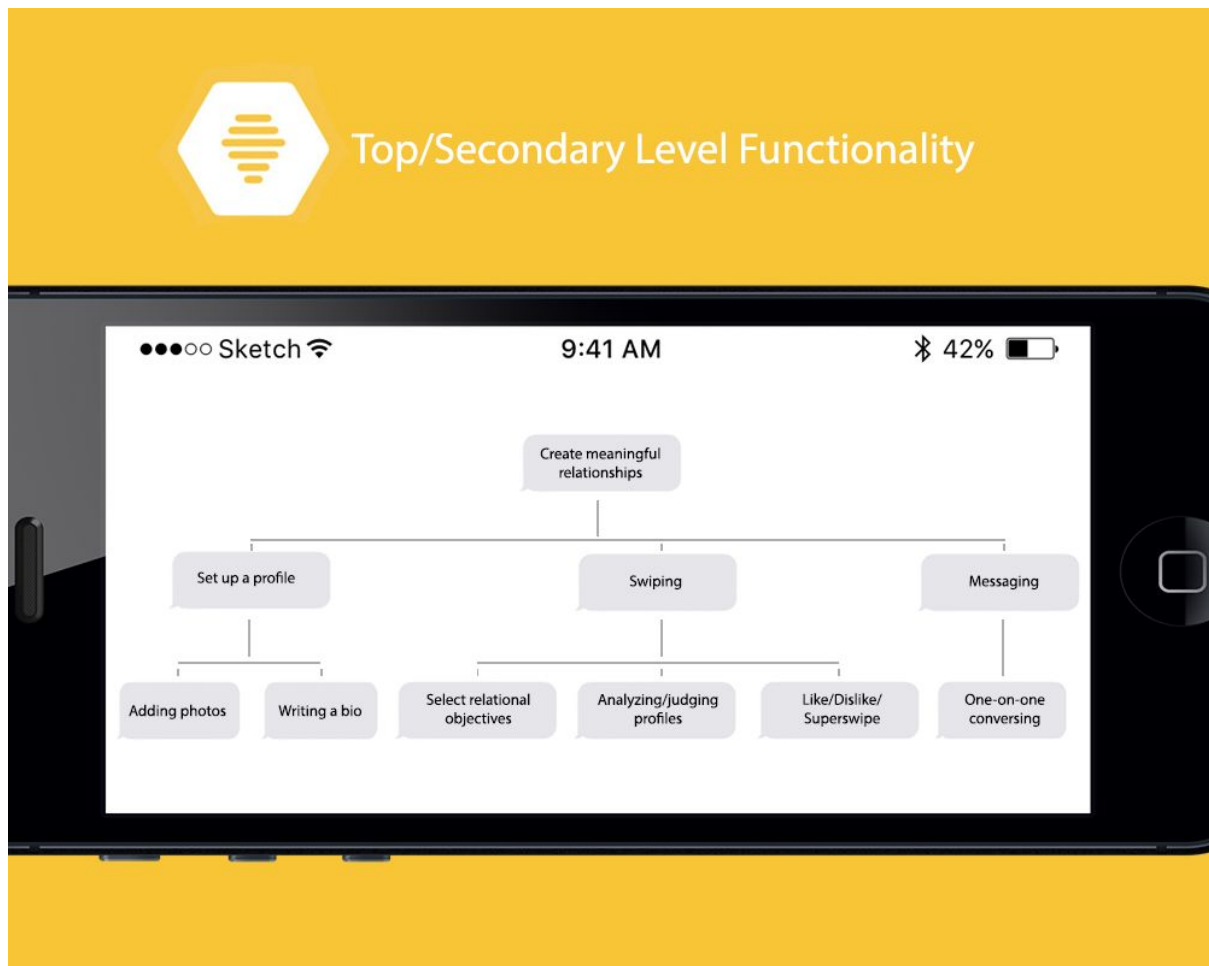


Figure 3. Top/Secondary Level Functionality/Task Breakdown for Bumble



In relation to usability evaluation and testing, we think that the majority of users would easily be able to complete top and secondary level functionality. Knowing this, it could be more interesting for us to attempt to target other user groups, who may not be as familiar with swiping gestures or updating a profile. At their core, these apps were originally made to meet new people. While this is still the case, most users are using them for dating. However, like our user Cindy, there can be cases where people are looking for friendly or professional relationships. As mentioned, Bumble has started to provide some new functionality for those types of users, but it seems new and slightly unpolished. Evaluating and testing how users interact with the apps while using it for dating compared to finding friends would be an interesting idea, and one that we would be interesting in exploring based on the implications of this analysis.

Appendices

Appendix A: User Profile and Scenario for Tinder



Jonathan King

Age: 22
Gender: Male
Relationship Status: Single
Family: Two brothers
Education: Studying Philosophy at University of Ottawa

Goals & Tasks
Jonathan is artistic and passionate, and not afraid to go after what he wants. He understands school is important and strives to put as much effort as possible but would still like someone to share his time with.

Context To Use

- Frequent uses iPhone
- Surrounded by technology daily

Environment
He is familiar with social media, has been using technology since he was a child. He uses his phone daily and knows the basics of consumer technology.



User Profile and Scenario

Scenario
Jonathan is a new student at the University of Toronto. After taking a gap year to do a bit of work and travel, he has finally decided on his major and is ready to start learning and meeting new people in a new city. After about a week or two of attending classes, Jonathan has found it difficult to meet anyone interesting in any of his classes, and since he lives alone and off-campus, he has not yet been able to make any friends or form any relationships with anyone.

He decides, that since his girlfriend and him broke up over the summer, he may as well try out the dating game around his area and on campus using a dating app. He knows, from reading about other people's experiences with it on social media, that Tinder is a good application to meet people in his area quickly and easily. Since he feels quite lonely from living on his own with nobody to talk to in person, he figures it won't hurt to give the app a go.

Being an avid user of social media of all kinds, Jonathan already has a Facebook, and so it is quite simple for him to set up an account and begin his search. He quickly types out an interesting bio, selects some of his favourite pictures from Facebook and his camera roll, sets his preferences, and begins swiping. He makes sure to not only look at all of the users' pictures, but also their typed bios to make sure that he would enjoy spending time with them, before he elects to swipe right on any of his potential matches.

By the end of the day, he has several matches with people close by and has started conversations with a few of them. Some of the people that he has matched with do not seem to be as interested in an actual relationship as Jonathan is, and seem to only want to meet up once for a hook-up, so he decides to unmatched them. However, one of his matches, Cora, and he get along very well over chat, and after a few more days of conversation, they decide to meet in person on the weekend for a date.

Appendix B: User Profile and Scenario for Bumble



User Profile and Scenario



Cindy Daniels

Age: 22
Gender: Female
Relationship Status: Single
Family: Only child
Education: Bachelor of Computer Science from Waterloo University

Goals & Tasks
Cindy is studious, smart, technical and bubbly. She loves technology and values family and friendship with utmost importance. She is focused on her career and isn't looking for a relationship, but would like someone spend time with who shares similar interests.

Context To Use

- Frequently uses Android phone
- Surrounded by technology daily

Environment
She has an advanced knowledge of technology, especially the software and programming languages. She can use basic consumer technology with ease and has no problem navigating a computer.

Scenario
Cindy, a computer science graduate from Waterloo University, has just moved to Ottawa because she was offered a job that she could not turn down. Although she is leaving all her friends and family in Waterloo, Cindy values her career and is willing to travel to any city if the job is right. However, two weeks into her new job, Cindy hasn't made any personal connections at work and is getting bored of staying inside watching movies all night. She wants to experience Ottawa with fun recreational activities. Although Cindy is not looking for a romantic relationship, she likes the idea of meeting new people in a new city. She has heard about Tinder, but her friends from Waterloo have told her that most of its user base are looking for romantic relationships. Instead, she decides to use Bumble, as she can specify that she is looking for new friends, and not a romantic relationship.

She downloads the app, and is prompted to sign in using her Facebook profile. Cindy doesn't like the idea of attaching her public Facebook profile to a friend-finding app, so she searches for an alternative way to sign up. After a few minutes of searching, there doesn't seem to be any other option so she reluctantly signs in using Facebook. Once she is signed up, she is prompted to choose some photos to use for her Bumble profile. The app has automatically selected some of her Facebook pictures, which she doesn't like. Luckily, Cindy finds out that she can remove those photos and upload photos that she likes directly from her phone. After the photos finish uploading, she then fills in her bio to let people know where she is from, and what she is interested in. The app also asks for her occupation and education, but she does not fill those fields in because they are optional. Cindy confirms her profile, and is prompted to choose between Bumble's three categories; bumble, bumble bff, and bumble bizz. Since she is looking for friends, she selects bumble bff. She is immediately greeted by a photo of a young lady around her age. At the bottom of her photo, it says that her name is Samantha, 23 years old, and goes to Carleton University. Interested, Cindy taps on the information panel, which reveals more information about Samantha. Samantha's bio reads "Just looking for some new friends to do things with and hang out with". Being new to these types of apps, Cindy quickly swipes left thinking that the two will be matched. However, she sees that an "X" quickly appeared when she swiped left, and realizes that she mistakenly rejected Samantha. Suddenly, a pop-up notification appears telling Cindy that if she has made a mistake, she can shake her phone to bring back the last person. Relieved, Cindy shakes her phone, sees Samantha's profile again, and swipes right to match.

After about 30 minutes of swiping left and right on people's profiles, Cindy decides that she has seen enough profiles and sets her phone down for a while. Later that night, she receives a notification on her phone that Samantha has matched with her. Excited, she quickly opens the app and sees that she has a notification on the messages icon. It is a message from Samantha, introducing herself and explaining that she'd love to get to know Cindy some more. After a couple days of messaging back and forth using Bumble's messaging system, Cindy and Samantha decide to exchange phone numbers to coordinate an in-person meetup.

Appendix C: Individual task descriptions for Tinder (from Assignment 1)

Setting up a profile

- Adding photos: Users can manually add pictures of themselves or, if registered through Facebook, Tinder automatically picks your top few profile pictures from your account. Users can select up to six photos, and have the option to adjust which order the photos appear to other users
- Writing a biography: Users can write their own 'about me' section as a means to 'sell' themselves to potential matches. There is also the option to include your current workplace, school, as well as widgets to link Instagram and Spotify accounts.

Swiping

- Analyzing/judging profiles: Due to the nature and layout of the application, users can swipe through many profiles per minute. The main interface of Tinder gives the majority of screen space to the first picture on a users profile, along with their name, age, and school or workplace. Users can swipe and tap to view additional pictures and read the bio of the selected individual
- Like/Dislike/Superlike: Once the user has decided whether or not they are interested in the person, they can swipe left to dislike, swipe right to like, and swipe up to Superlike. Each function continues the list to the next available person, with likes/Superlikes resulting in matches being formed if both parties have liked one another. On Tinder, one free Superlike is granted every 24 hours, with additional Superlike's requiring an in-app purchase.

Messaging

- One-on-one conversing: Once a match has formed, each party will have access to a messaging feature that allows for one-on-one communication. From here, either party can start up the conversation and the sparks can start flying.

Appendix D: Individual task descriptions for Bumble (from Assignment 1)

Setting up a profile

- Adding photos: Users can upload photos the same way that Tinder users can, through either Facebook or their own camera roll. Users also have a maximum of six images allowed and can change the display order in which the images are viewed in.
- Writing a biography: Users can create biographies similar to Tinder in which includes a short “about me” section with an option to include current occupation and school. Users also have the option to link their Spotify account to compare music preferences.

Swiping

- Judging profiles: Users can swipe through potential matches in an identical manner to Tinder with a few minor differences: for example, Bumble allows for three free “re-swipes” a day if you accidentally left swipe a potential match, undoing the previous action.
- Like/Dislike/Superswipe: Bumble follows the exact same swiping system as Tinder, with Superswipe’s strictly being a paid feature. User can swipe on unlimited potential matches.

Messaging

- One-on-one: Once users match, they have the option to have a one-on-one conversation via the messaging tools provided in app. However, since the Bumble brand is built on giving power to females in heterosexual matches, once matched, a 24 hour timer is placed and it is up to the female to message the male. If no message is made in this time frame, the match disappears. The same system applies to the male once the first text is made to reply within 24 hours.