

## ASSIGNMENT 2

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### RECRUITING STRATEGY

The application is targeted toward demographics we have large access to through social networking and school. These friends, and friends of friends, will give us a good mix of young, single people and professionals who enjoy going to networking events often.

#### Questions for young, single people:

- How do you cope or recover when a date starts to become awkward?
- When you are on a date and there is a lull in the conversation, what do you do?
- How do you usually handle the situation when you find you have nothing to talk about?
- Where do you go on a first date? What type of establishments?
- How do you meet new people to date?

#### Questions for party goers:

- Do you host parties in your home?
- Do you go to house parties?
- When you attend house parties where you know zero or few people, how do you usually meet new people?
- Have you ever been to a house party where you felt uncomfortable because you didn't know many people?
- Have you ever left a party wishing you had met more people/someone in particular?

#### Questions for networkers and professionals:

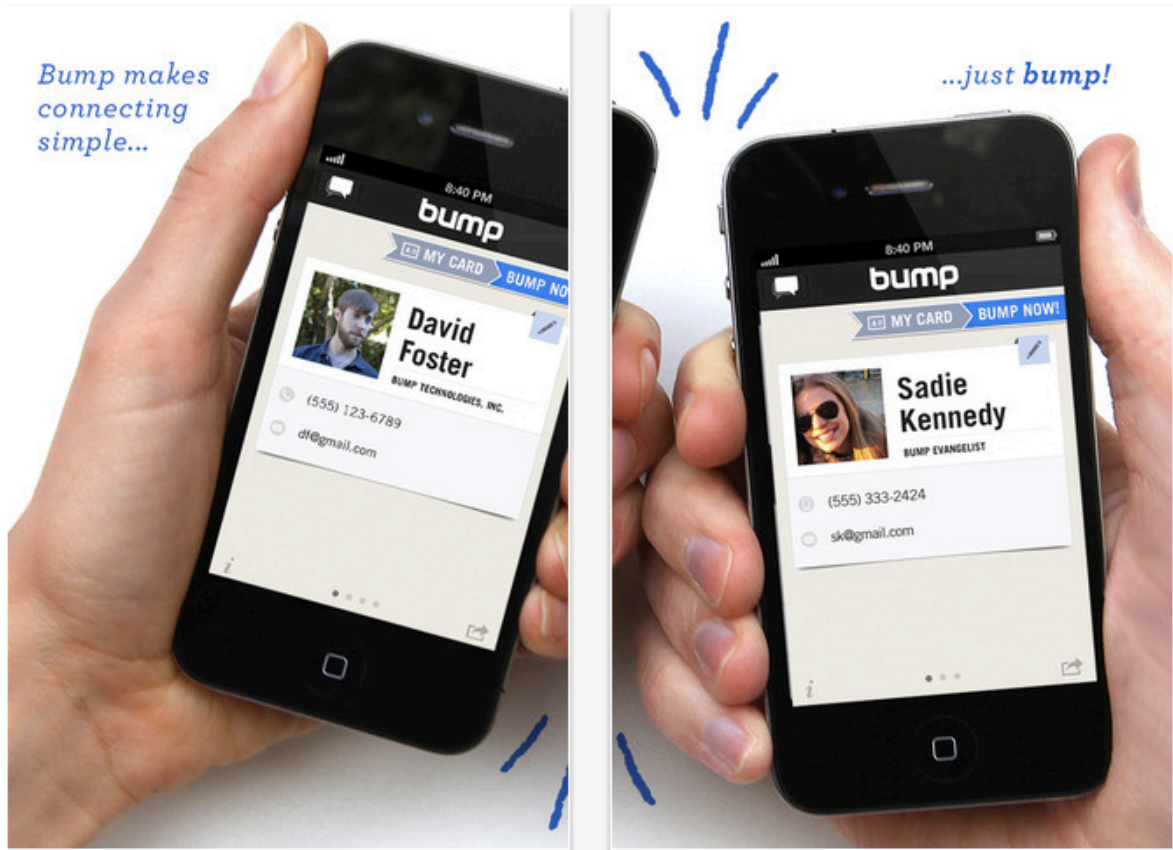
- What types of networking events do you attend? Why do you attend those events?
- Who would you like to meet at networking events? Potential employers? Partners? Friends?
- How do you meet people at events that don't provide nametags or events you know zero or very few people?
- Has a networking or professional event ever helped you get a job or job connection?
- What do you feel are the most effective topics of conversation when trying to make a new connection?

### COMPETITIVE ANALYSIS

There are no products we are currently aware of that effectively use a quiz and survey-like interface to connect people and help them exchange information. Those applications that successfully accomplish parts of this idea below:

Bump - <http://bu.mp/company/>

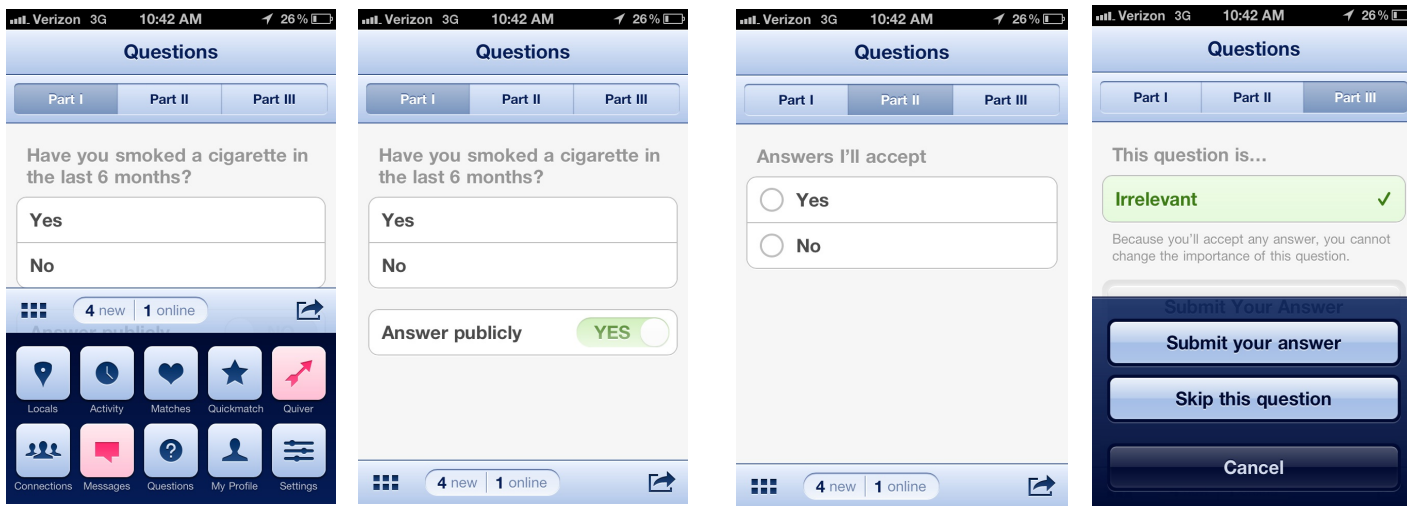
- This application shares information wirelessly between two devices. A picture, business contact, and personal information can be shared between any two devices (even Android and iPhone)
  - Bump has an open API that is used by 100's of applications:
    - Boink- discover sexual compatibility
    - Wine by the Bar - share wines you love
    - Bill Split - easy way to split a bill



### OKCupid

- After the user has filled out a profile with basic information and “about me” sections, they can answer questions to determine their compatibility with others. OkCupid allows the user to answer question on a computer or on a mobile device.
- Question sequence:
  - Part I: Question (Have you smoked a cigarette in the past 6 months? Pick the best date on the list, Are you a vegetarian?)
  - Part II: Answers you'll accept
  - Part III: If the question is important, and a place for writing an explanation to your answer.
- Once a user fills out 500 questions, a user can submit their own questions.
- When viewing someone else's profile, the user can sort their match's answers by category:
  - Ethics
  - Sex
  - Religion
  - Lifestyles
  - Dating
  - Other Topics

- The user can sort by answers under these headings as well:
  - with explanations
  - answered in ancient times (when the user first joined)
  - answered recently
  - S/He/You care about
  - S/He has answered, but you have not
  - Unacceptable answers
- OKCupid mobile App allows the user to answer one question at a time through three steps (outlined by the phases above). The user can skip a question.
  - the UI is streamlined and simple



### eHarmony iPad app

- The user begins by setting up an account with basic info. (name, email, gender)
- Once inside the app, user can take a tour that tells you what the app does OR move on directly to fill in profile. Profile consists of 7 chapters( 108 questions ) while showing % progress at each stage. Most these questions are short and ask users to rate questions on a scale of importance, fewer are open ended. Chapters are:
  - Basics
  - Important qualities in a relationship
  - Physical appearance
  - Lifestyle
  - Your personality
  - My profile
  - Match settings
- At this stage, the user profile is 25% complete, more profile questions are still available
- More detailed questions, qualitative (ex: describe the last book you read? which sports do you like to watch?)
- Four main sections in the app:
  - Activity feed: shows new messages and updates



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*Designing Mobile Experiences*

- Matches: People with matched profiles are posted here where users can browse their information
- My profile: update profile information
- Personality profile is created based on those answers (the book of you)
- Notes on the iPad interface:
  - When a match is found, the app does not intuitively point you to the location. The Web interface does a better job of this
  - In the matches section, there is a clutter of images to browse through. It is a very clunky screen
  - There exists a tutorial on each page that will overlay once the user invokes it.
  - The Web interface forces you to click through steps, which we find cumbersome. Also, the page is cluttered with ads



## CONCEPT SKETCHES (ATTACHED)