



tulips

let's do something



APP CONCEPT

what's needed?

Create a mobile application that assists users in the process of planning dates, while giving couples an enjoyable way to plan activities together in their local area.



ASSUMPTIONS

i think...

Planning dates can be stressful, tedious, or overwhelming, causing couples to let date nights fall by the wayside. Creating a fun, customizable, and all-in-one application would improve the process.



HYPOTHESIS

what's gonna happen?

By creating a date planning application, it will make planning and selecting dates easier for couples, resulting in more date nights taken and enjoyed.



PROBLEM STATEMENT

how to fix it?

Create a mobile application that give couples an enjoyable way to plan activities together that is easy to use, and creates opportunities for interaction and relationship bonding.

questions for respondents

- **When was the last time you planned a date night for you and your partner?**

How did that experience go?

- **What resources do you use when planning a date?**

Are you using these resources on a computer, or on your mobile phone? Do you have a preference? What do you like or dislike about these resources?

- **Do you usually plan dates separately or together with your partner?**

Which of these do you prefer?

- **How often do you use your phone to keep up with tasks or events?**

What apps are you currently using for these purposes? What is liked or disliked about these apps?

- **How many times per week or month do you and your partner go on a date?**

If there was a mobile-based service that provided local date ideas, catered to you and your partner's interests, how often do you think you would use it?

- **What kinds of features or benefits would you like to see in an app that offered date ideas?**

- **How does having regular date opportunities affect your relationship with your partner?**

- **What does your usual date plan consist of?**

Tell me about the best date experience you've had, and what you did.

RESPONDENT DEMOGRAPHICS

18-25 

25-30 

30-40 

50+ 

CITIES OF RESIDENCE RANGED FROM 60,000 PEOPLE TO OVER 600,000 IN POPULATION



OVER 50%

PREFERRED PLANNING DATES WITH THEIR PARTNER OVER PLANNING SEPARATELY

OVER 40%

OF COUPLES HADN'T PLANNED OR BEEN ON A "REAL" DATE IN A MONTH OR LONGER



100%

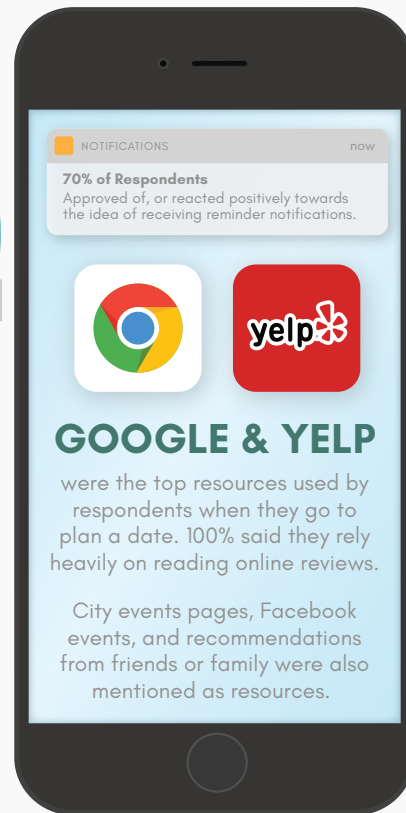
OF COUPLES EXPRESSED THAT HAVING DATE NIGHTS HAS A POSITIVE IMPACT ON THEIR RELATIONSHIP

"My phone is always with me"

"Trying to be budget conscious while also trying to have a good time can be really frustrating"

"We would get out and do more if we just knew what events were happening in our city"

"It's hard to find ideas for dates that you haven't done before"



CONCERNS WHEN PLANNING

COST
LOCATION
PARKING AVAILABILITY
TRANSPORTATION
SIZE OF CROWDS
INTEREST IN EVENTS
DURATION OF DATE

LOCATION & PARKING

WERE COMMON CONCERNS

HOW MUCH DOES IT COST?

WAS A CONCERN THAT VARIED IN IMPORTANCE ACROSS THE BOARD

WHAT'S IN A DATE?



[Log-In/signup]



- logo / app name
- background is a local photo w/ white overlay
- Google / FB / email

[option details screen]



- options for time of day, duration of date, price, & meal type (related to time of day)

[prompt screen]



- prompt to action / sort
- white overlay top bar w/ reduced opacity
- navigation menu
- local photo background

[browsing screen]



- main image
- Type of date & locations
- est. cost, time, & style
- options to sort & filter

[secondary prompt]



- displays prompt for "schedule a date"
- pick a calendar day (selecting current day bumps to "go on a date" page)

[details screen]



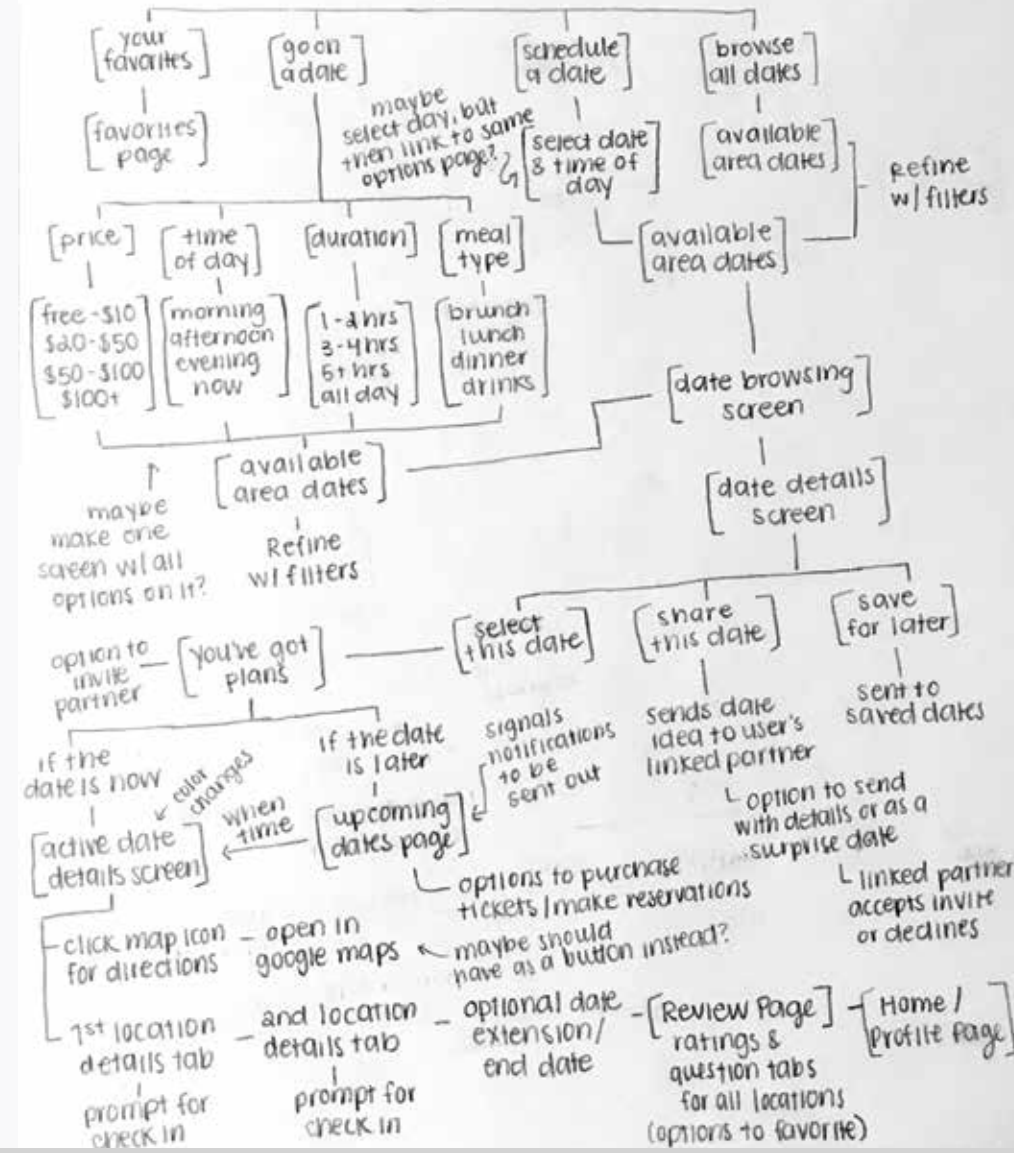
- Image Gallery for places
- tabs for all date parts
- details & descriptions
- call to action buttons

[Launch Screen]

[Login/Register]

[Initial Prompt]

First time opening the app launches walkthrough



WIREFRAMES & USER EXPERIENCE

low fidelity prototyping



LOGOMARK



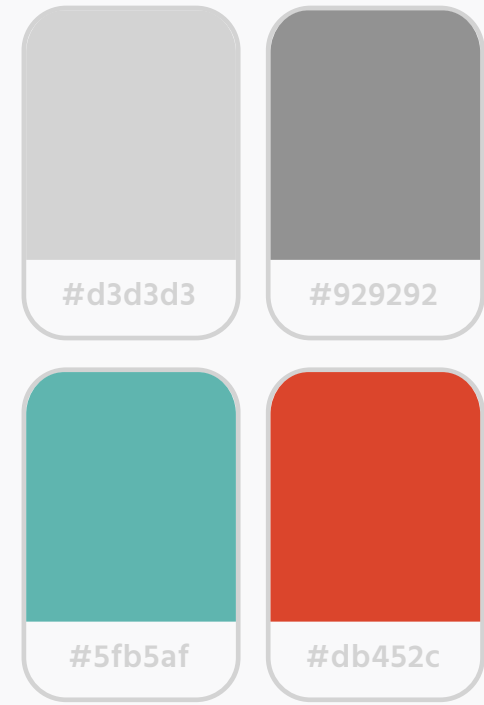
PRIMARY LOGO

hind madurai
hind madurai

LOGOTYPE

tulips

WORDMARK



COLOR SCHEME

BRAND IDENTITY

let it bloom

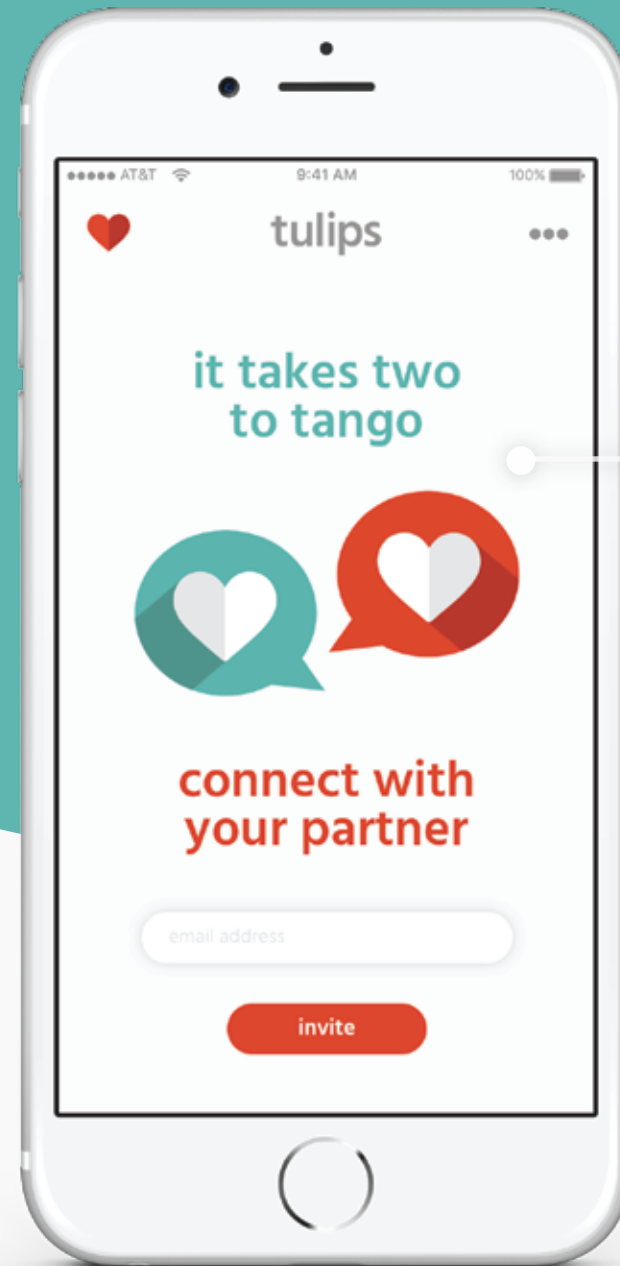
The brandname and identity of “tulips” grew out of responses from couples during needs analysis testing; they described how their relationships would grow and improve with the addition of more frequent date nights.

The color scheme of turquoise and vermillion combines the passion of red with the happy qualities of orange, along with the trust of blue and growth of green. All of these qualities are ingredients in prosperous and joyful relationships.

login or
register
screen



partner
connect
screen



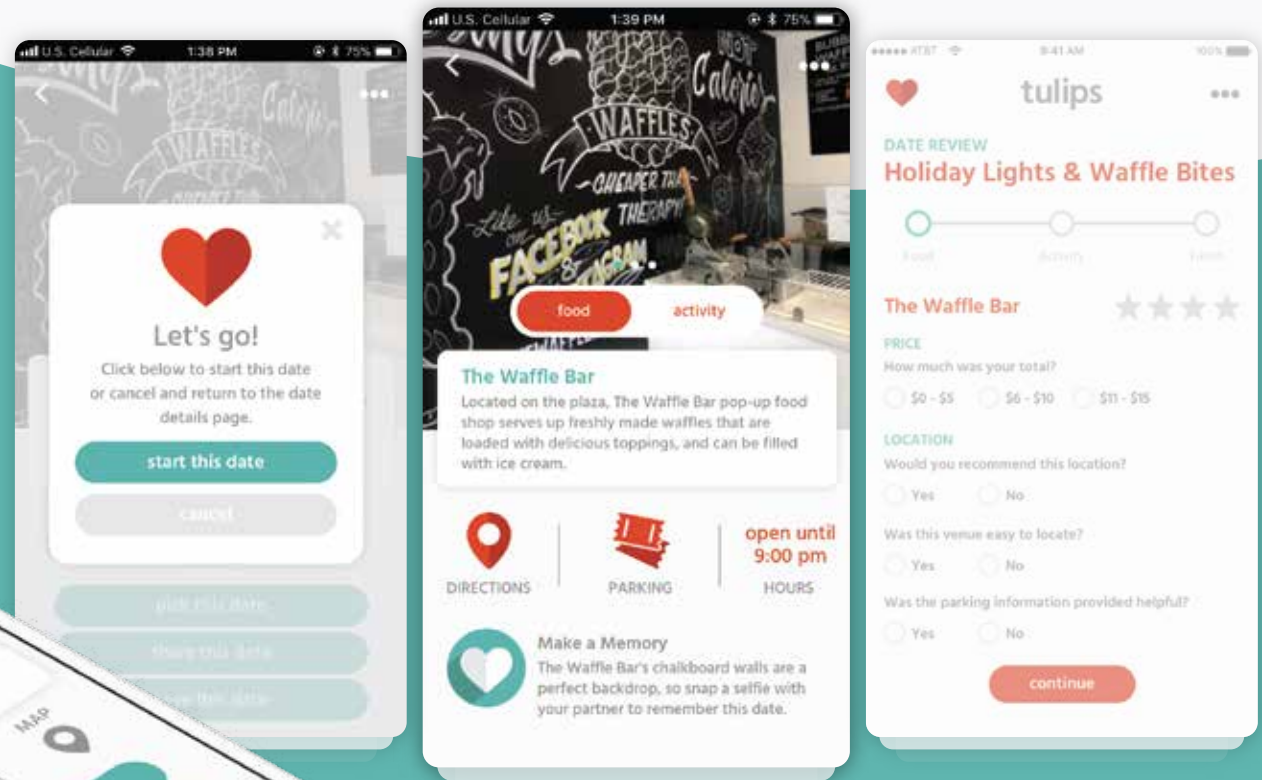
USER INTERFACE

high fidelity prototyping

high fidelity prototyping

the kitchen sink

Venue descriptions, map locations, parking directions, and even restaurant attire are at your fingertips.

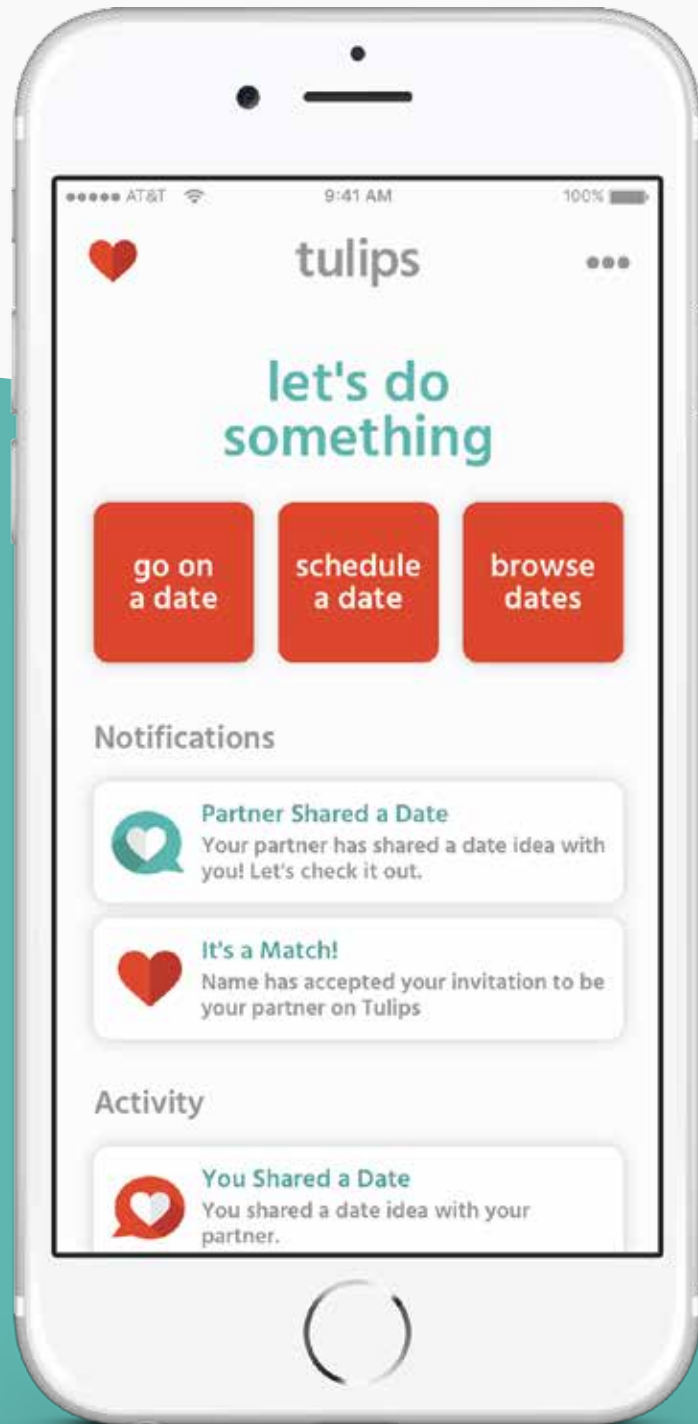


the perfect fit

Sort dates by categories like price, distance from home, the length of duration, and more.

sharing is caring

tulips makes it easy to share date ideas with your partner or bookmark a date for later viewing.



USER INTERFACE usability testing



tasks for participants

- Login to the app using the following credentials:
username: yourname@email.com, password: test
- Select "browse dates" from the introductory screen.
- Of the available dates, select "Holiday Lights & Waffle Bites" from the list.
- Explore the Food and Activity pages, along with the photos, maps, and summaries.
When you are finished, select "pick this date" at the bottom of the screen.
- Select "start this date" from the prompt.
- Once again, explore the Food and Activity pages on the now "active" date.
When finished, select "end this date" from the Activity page.
- Select "review this date" from the prompt, then complete the review process.
Select "return to home" from the prompt when the review is completed.
- The test is complete when you return to the home screen.

participant survey: demographics

- Are you over 18?

a. Yes b. No

- What is your gender?

a. Female b. Male c. Other

- What is your relationship status?

a. Single b. In a Relationship c. Engaged d. Married

- Please select an age category:

a. 18 - 25 b. 26 - 30 c. 31 - 40 d. 41 - 50 e. Over 50

- What city and state do you currently reside in?

participant exit survey: satisfaction ratings & questions

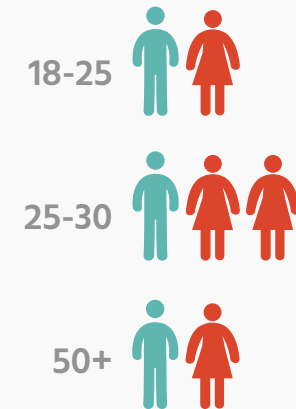
			1	2	3	4	5	
1	Overall I am satisfied with the ease of use of this product	Strongly Disagree						Strongly Agree
2	It was simple to use this product	Strongly Disagree						Strongly Agree
3	I felt comfortable using this product	Strongly Disagree						Strongly Agree
4	The navigation of this product was easy to use	Strongly Disagree						Strongly Agree
5	The text within this product was readable and clear	Strongly Disagree						Strongly Agree
6	The level of information provided was satisfactory	Strongly Disagree						Strongly Agree
7	It was easy to find information I needed or wanted	Strongly Disagree						Strongly Agree
8	The interface of this product was visually pleasing	Strongly Disagree						Strongly Agree
9	The color scheme of this product was pleasing	Strongly Disagree						Strongly Agree
10	I could see myself using this product	Strongly Disagree						Strongly Agree
11	Overall I am satisfied with this product	Strongly Disagree						Strongly Agree

- What did you like most about this product?
- What did you like least about this product?
- Did anything about this app frustrate or confuse you at any time?
- What could be improved with this product to make it more convenient for you to use?
- Would you use this product if it were available?
- Additional Comments

participant results: satisfaction ratings

			1	2	3	4	5	
1	Overall I am satisfied with the ease of use of this product	Strongly Disagree				2	5	Strongly Agree
2	It was simple to use this product	Strongly Disagree				2	5	Strongly Agree
3	I felt comfortable using this product	Strongly Disagree				2	5	Strongly Agree
4	The navigation of this product was easy to use	Strongly Disagree				2	5	Strongly Agree
5	The text within this product was readable and clear	Strongly Disagree					7	Strongly Agree
6	The level of information provided was satisfactory	Strongly Disagree				2	5	Strongly Agree
7	It was easy to find information I needed or wanted	Strongly Disagree				2	5	Strongly Agree
8	The interface of this product was visually pleasing	Strongly Disagree				2	5	Strongly Agree
9	The color scheme of this product was pleasing	Strongly Disagree				2	5	Strongly Agree
10	I could see myself using this product	Strongly Disagree					7	Strongly Agree
11	Overall I am satisfied with this product	Strongly Disagree				2	6	Strongly Agree

respondant demographics



relationship status

Single (1)
 In a Relationship (2)
 Engaged (0)
 Married (4)

cities of residence

Knoxville, Tennessee (3)
 Kansas City, MO (1)
 Cedar Rapids, Iowa (2)
 Ames, Iowa (1)

participant results: notable comments

- **What did you like most about this product?**

- I really like how simple it is to walk through each part of the date. All of the information is presented up front without having to dig through a lot of menus to find stuff like a map or a fun extra piece of knowledge of the place you are going.
- It's like a menu of places for my favorite things to do at my fingertips. I can quickly find something to do without having to do a lot of browsing.
- It's very practical and easy to use.
- I love that it gives you info on parking and attire, and tips about the area!

- **What did you like least about this product?**

- I didn't like that there was no way to choose the order if the date. It seemed like once I pushed the button to go to the event there was no way for me to go back. Would be kind of anointing if we wanted to just walk around for a while before we go get waffles.
- Would have like a link to the website of the various places listed to explore more information.
- Maybe if you could choose a city other than the one you live in for vacations or trips to plan ahead.
- Change the pictures from tapping to swiping. I feel like everyone expects to swipe through pictures now.

- **Did anything about this app frustrate or confuse you at any time?**

- I think my least favorite part was also probably the part that frustrated me a little.
- Because I use a zoomed format, the app did not adapt easily.

participant results: notable comments

- **What could be improved with this product to make it more convenient for you to use?**
 - I think it would be good to be able to move both ways in the app once you start the date, or let you choose the order of your date before you start it. That way you have more freedom to make it your own.
 - Reviews of places and check-in at the locations so you can review that place right away.
- **Would you use this product if it were available?**
 - I definitely would! I probably need to be better at dates.
 - Yes, I think it would be fun!
 - Absolutely, all the time!
 - Yes, I would love to use this!
- **Additional Comments:**
 - I think this app would look really cool with a layered card type of design. Similar to what you see with a lot of Google products right now!
 - Finding places to go on dates after 35 years of marriage is difficult. It would be fun and easier to have an app that helped with finding places without having to browse and scroll around all day.
 - I loved the colors you picked. I could see myself using this app more than my husband, but I think husbands and boyfriends would use it a lot once their girlfriends or wives showed it to them.

conclusions

• Potential Improvements

- Images were changed from tapping/clicking to swiping
- Even though I didn't receive any complaints about text size, I think I would like to increase the text size of the descriptions on the browsing page. It may be too small on a phone screen for all potential users to read.
- Including embedded links to the websites or menus of restaurants and venues.
- Create an optional walk-through option for first time users of the app.
- Add location awareness so that users can "check-in" to venues when they arrive.

• Testing Procedure

I did a mix of in-person and remote usability testing with participants. In-person, the participants were overall more satisfied with the application, but also tended to provide less critical or constructive feedback. Remotely, one respondent did not read the provided instructions and had difficulty, and another tried to leave the prototype app and was frustrated when it reset. While these issues would have been solved in-person, I overall received more open and honest feedback from those I was not directly sitting next to during testing.

• What's next?

I would like to further refine and work on the user interface to make it potentially easier to use for those who had issues. Perhaps spend some time and build out other features in the application that I could also put through usability testing, such as partner functions and user profiles and preferences. I would look at potentially re-evaluating the functions within the "active date" pages on how they could better serve the user and provide additional value.

Ultimately this would be a project I would love to develop into a real project, as every respondent expressed that they have a need and desire for this type of application. I would also potentially create a way for this app to be used by groups and friends in addition to couples.