

Communication Issues In The Dating World

Part 2

Presented by

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Problem Space

According to nyctherapy.com, negative dating site experiences, such as ghosting lead plenty of people to question their physical traits, communication skills, and compatibility with potential dates. This lack of communication is a huge problem amongst Millennial and Gen-Z singles.

A 2018 study showed...



4 Main Reasons For Ghosting

01

Avoid a
confrontation

02

Lack of
chemistry

03

Avoid a clingy or
needy match


04

Someone not living up
to their dating profile



Initial How Might We...

help singles communicate
better and feel comfortable
being transparent during the
early stages of dating?



Meet The Interviewees

Shannon, 24



Nina, 28



Lisa, 31



Isaiah, 25



Nick, 29



Landon, 31



Participant Criteria

- Single
- Millennial or Gen-Z age range
- Currently dating or dated within the last 3-5 years
- Android or iOS user

Affinity Map



Affinity Map Here

Affinity Map Insights

- Everyone has either experienced ghosting or done it to someone else at some point during their dating journey.
- Overall, there aren't many positive feelings about dating. Some are jaded from past experiences.
- Everyone has a very clear idea of their boundaries and deal breakers that go beyond communication issues.
- Everyone is very insightful and knows what they need to improve on to become the ideal partner. They also have clear idea of what traits to look for in an ideal partner.
- Everyone has learned a lot of impactful lessons from their dating experiences.

Chosen Theme & Insight

Traits of an ideal partner:

Everyone is very insightful and knows what they need to improve on to become the ideal partner. They also have clear idea of what traits to look for in potential partners.



Interviewee Quotes



"Whatever I'm saying may get lost in translation, because of my tone, so that's something I for sure need to work on."

-Lisa



"Due to my parent's divorce, affection wasn't shown in the home, so it's always a bit awkward for me to show affection at first."

-Shannon



I think improving that (communication) would also have to be getting to know myself a little more and not being so worried if I'm gonna hurt someone's feelings. I'll be more true to myself and then be able to communicate easier."

-Nick




"Lessons I've learned from dating, definitely setting boundaries and just communicating right from the beginning."

-Isaiah



Updated How Might We...

help singles overcome their shortcomings and struggles within dating in order to become the ideal partner?



Persona

I created this persona to represent a combination of my interviewees pain points, motivations and behaviors as well as my chosen theme and insight.



Erica

About Me:

Age: 26

Occupation: Social
Media Coordinator

Devices:

- Mobile
- Tablet

“

I know it's bad, but sometimes I ghost people, because of fear of hurting them and not knowing how to express myself.

”

Traits/Behaviors

- Has been on and off with dating apps over the years
- Love languages: words of affirmation and quality time

Pain Points

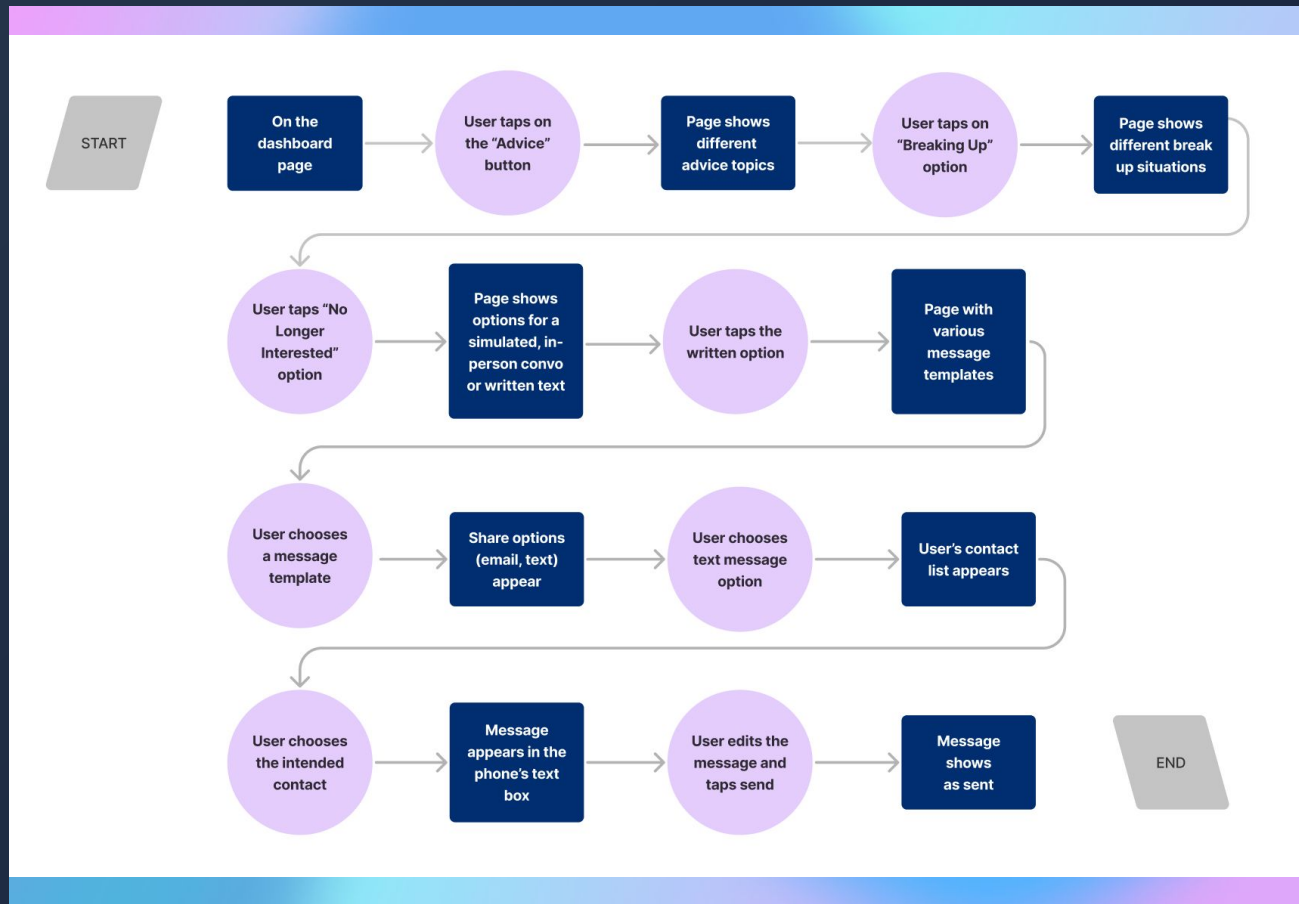
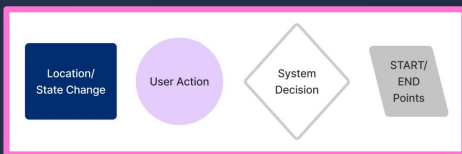
- Has dated guys that were inconsistent with communication, unclear with their intentions
- Struggles to express herself, has been called "cold" in the past

Goals/Motivations

- Meeting the right guy who is intentional, honest
- Learning to be more open and vulnerable
- Hopes to have a relationship similar to her parents

Chosen User Story & Task Flow

As a single person, striving for self improvement, **I want** to be advised on different ways to let someone know I'm not interested, **so that** I avoid ghosting them.

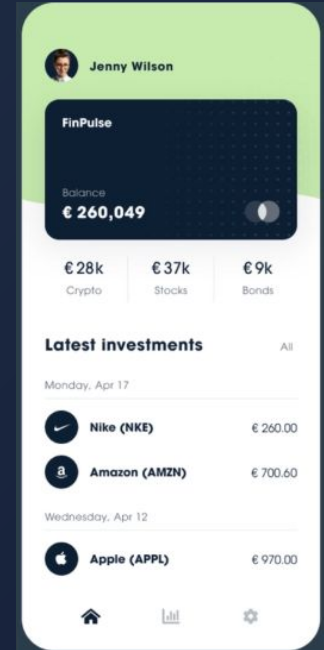
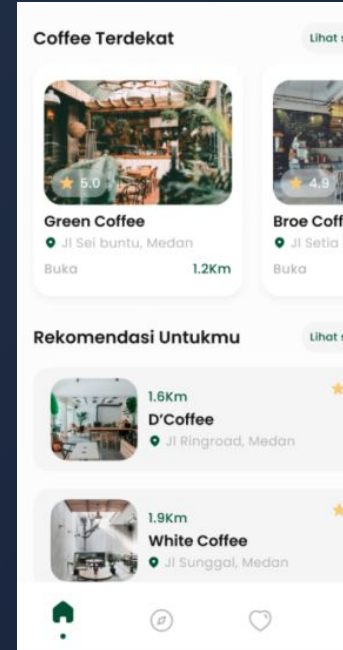
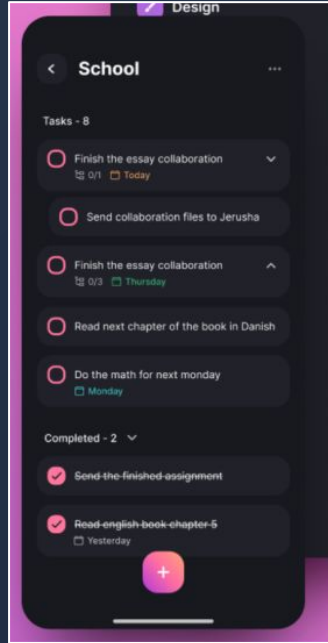
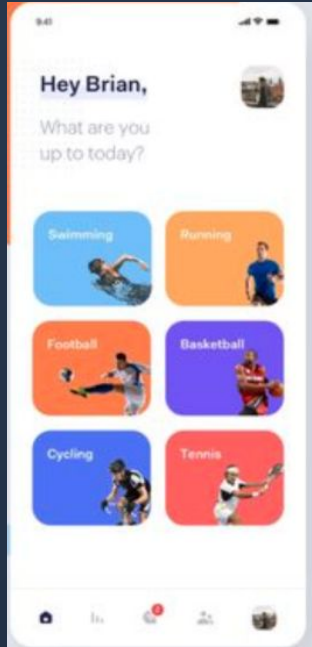


User Stories

EPIC: Learning/ Receiving Information

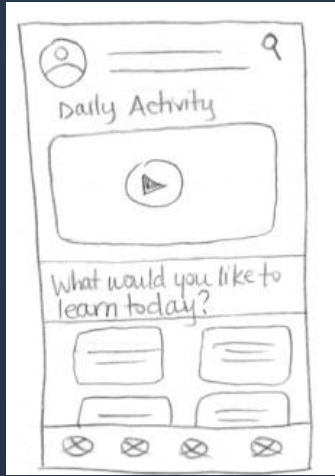
As a	I want to	So that
single person, striving for self improvement	read articles about communicating effectively	I don't create frustration or confusion in my dating life
single person, striving for self improvement	receive tips on the do's and don'ts of date conversations	I don't turn off or make my date feel uncomfortable
single person, striving for self improvement	read articles on how to receive and accept other points of view	I can improve my tolerance for differing opinions
single person, striving for self improvement	learn about love languages	I can know how to connect better with my partner better, over time
single person, striving for self improvement	learn about setting boundaries for myself	I protect myself mentally and emotionally while dating
single person, striving for self improvement	learn what not to do within the dating process	I can avoid making major mistakes
single person, striving for self improvement	be advised on different ways to let someone know I'm not interested	I can avoid ghosting them
single person, striving for self improvement	be advised on how and when to be vulnerable while dating	I can create a deeper connection with my potential partner
single person, striving for self improvement	be advised on what to look for in a potential partner	I can have a healthy relationship
single person, striving for self improvement	be advised on taking initiative in certain situations	I can handle situations properly within a reasonable time frame
single person, striving for self improvement	be advised on what red flags to look out for	I can avoid choosing a bad partner

UI Inspiration Examples

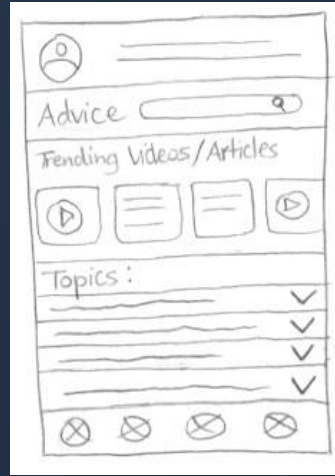


I wanted to keep the look of the page simple and easy to see, read, digest information since dating is already a huge topic and there is so much to do and learn within the app.

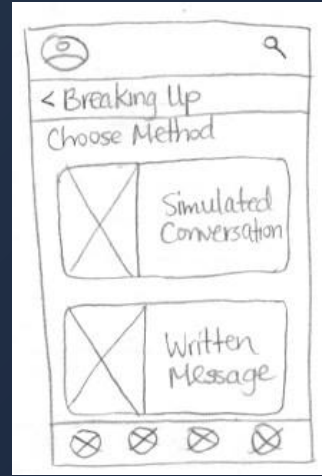
Solution Sketches



Dashboard with daily activity and different topics that Erica can choose from



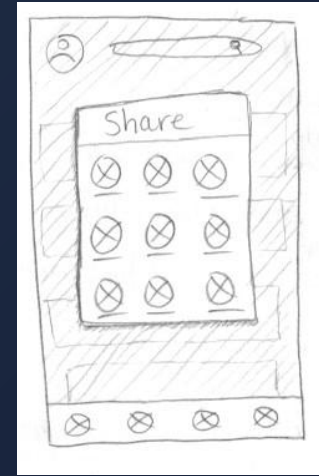
The advice page with various topics to learn about



Erica can choose which method she would like to receive the information, written or verbal

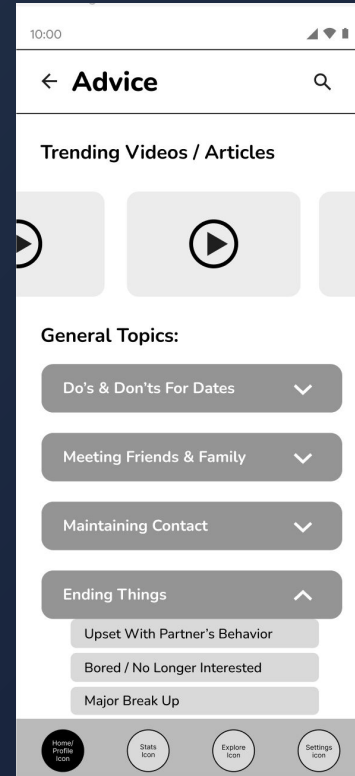
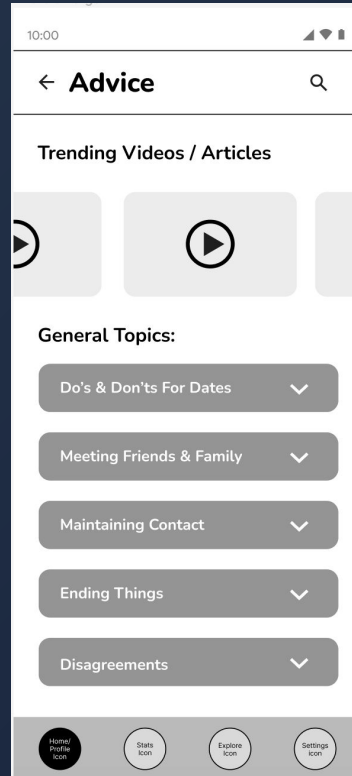
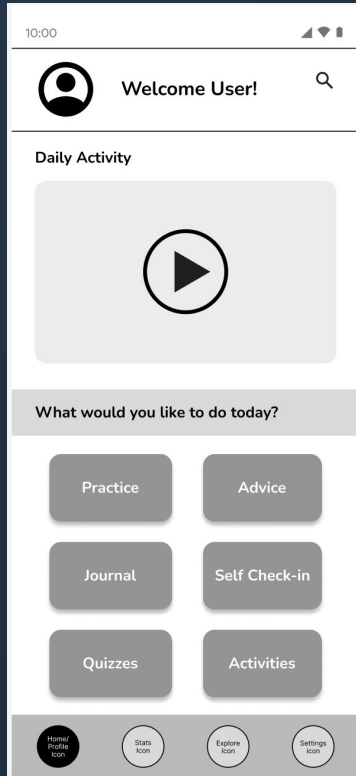


Here is a list of text message templates Erica can choose and edit

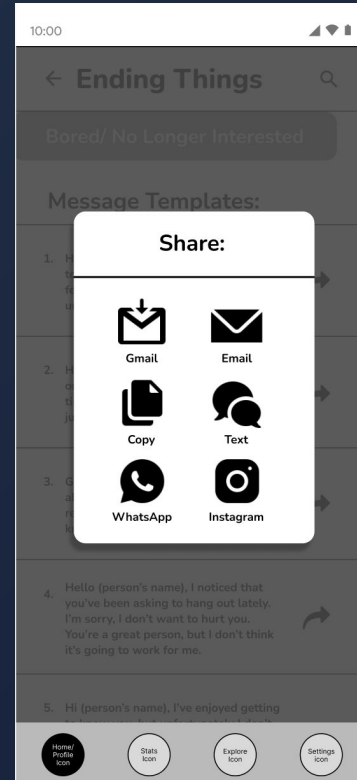
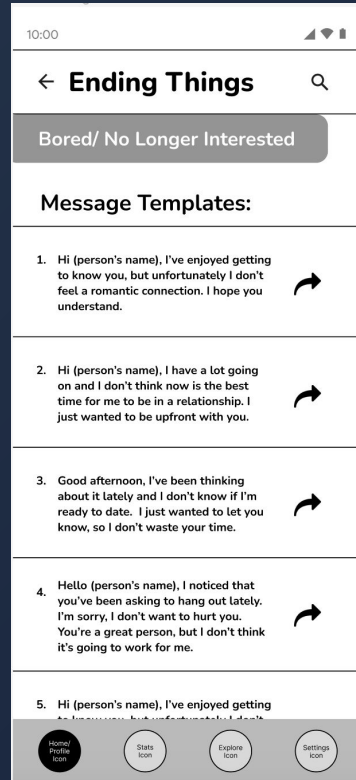
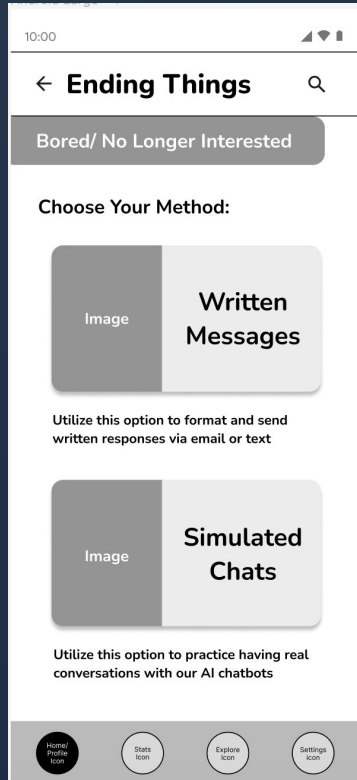


Share screen gives options for Erica to select her method of communication

Lo-fi Frames, V1



Lo-fi Frames, V1 (continued)



Key Learnings

- It turns out that women actually ghost more than men do
- This process makes me feel like a scientist, therapist, journalist and designer wrapped into one

Next Steps

- Completing user testing
- Moving on to creating high fidelity wireframes

Thank you!

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.