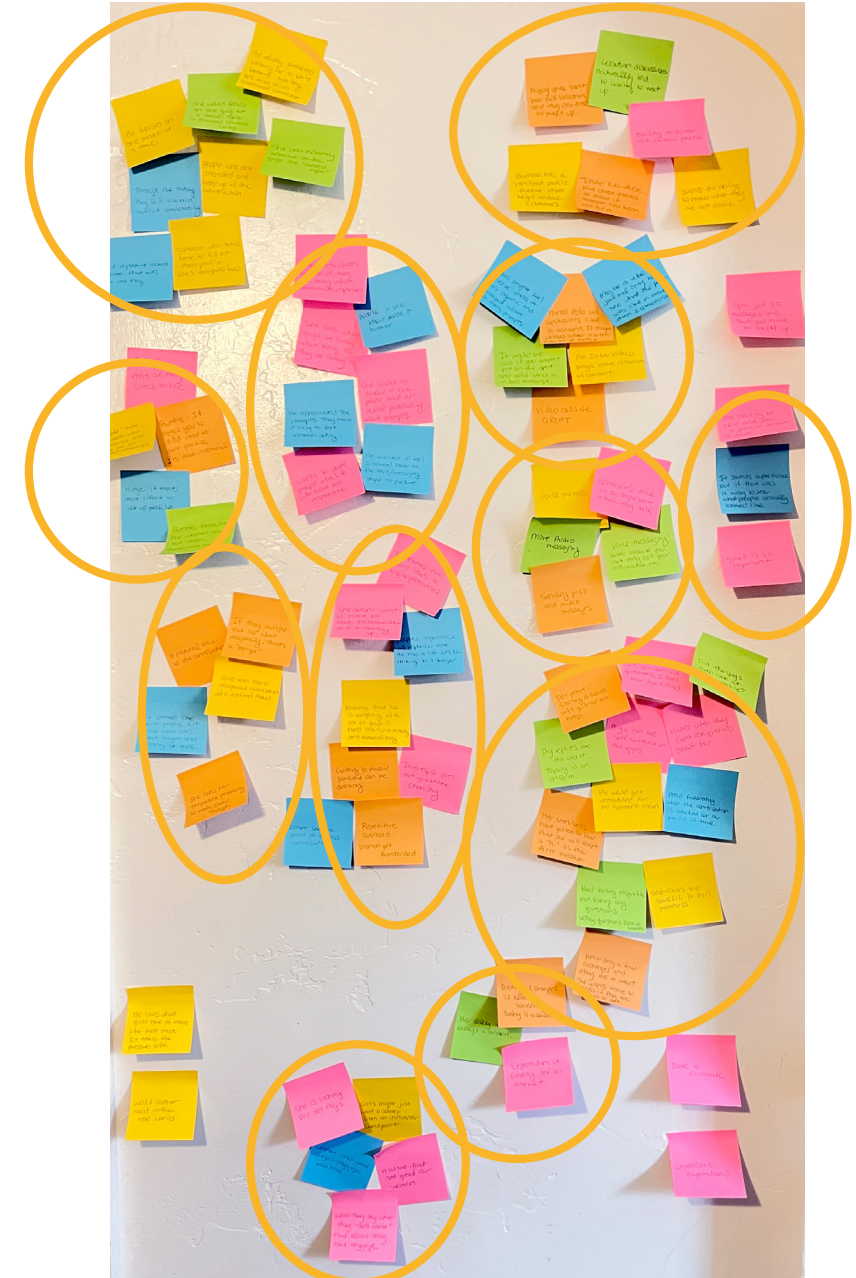# RESEARCH SYNTHESIS

AFFINITY MAPPING

After breaking up the data from all my interviews into sticky notes, I started grouping them into categories with an affinity mapping exercise.

RESEARCH SYNTHESIS

KEY FINDINGS

Once everything was in different groups, I pulled out the key findings from each group.

Engaging in conversation, complete profiles, and focusing on one match at a time.

Matching texting styles, love/hate the prompts. Wants people to have a life outside the app.

Favorites - Tinder, Bumble and Hinge.

Natural flow to conversation, give and take, wants to see personality show through.

Long convo leads to a significant buildup and disappointment. Needy texters who want responses right away.

On the hunt for red flags. Women project their baggage (ex: what they don't want); they might want to connect from an influencer standpoint.

Location convo leads to meeting up more often, showing verified users, last active.

Video would be awesome if it were organic with no pressure. An intro video; hearing a voice is so important; how is body language?

The ability to hear/see/smell a person before a date.

More audio, pics, voice messages.

Pet peeves: Bad texting ettiquette. Low-effort chats w/ emoji or one word, dry replies, unmatched for no reason, guys are self-centered on the apps, can't ask questions about her, did they even read my profile?

Safety is a big concern. Apps aren't great for women. Dating strangers and meeting up too soon before they gauge if it's safe to do so.

RESEARCH SYNTHESIS

INSIGHTS

Users felt like they wanted to stop the back-and-forth messaging and meet IRL, but that contrasts with the overall distrust of users and that the person is who they say they are. There needs to be a middle step between messaging and the date.

Conversations can feel fake and scripted with the use of prompts.

The lack of effort on dating apps is only snowballing.

It's a numbers game. Quantity over quality matches.

Finding a good flow that's natural when texting can be challenging.

Wants to feel more of the person's personality show through.

A long conversation string often leads to a significant build-up and then disappointment.

We tend to de-humanize one another because of the 2-dimensional view we get of each other.

The ability to see a person in how they talk, look, and smell is missing.

It feels like we are communicating in isolation. It would be nice to see when a match is last active and if they viewed your messages.

Safety is a big concern. Dating strangers and being pressured to meet up too soon before any trust is established.

Video dates can feel like a lot of pressure because it's awkward, and you must keep a conversation going. It would be so lovely if you could leave a message.