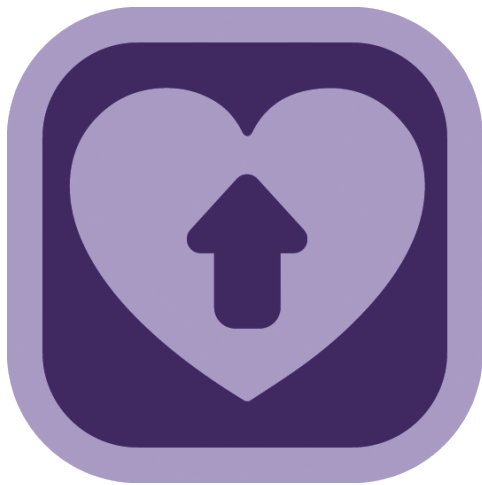


DATE MEME

A team-developed dating app created by Codi Green, Jacob Prim, and Stephanie Streeter.

Tired of all the boring dating apps? Dating should feel natural and fun. No need for filling out long questionnaires or writing the perfect biography. With Date Meme, you can be matched with other people based off the memes you like and dislike. Whether you are looking for a romantic relationship, friendship, or just good old memes; Date Meme has something for you.

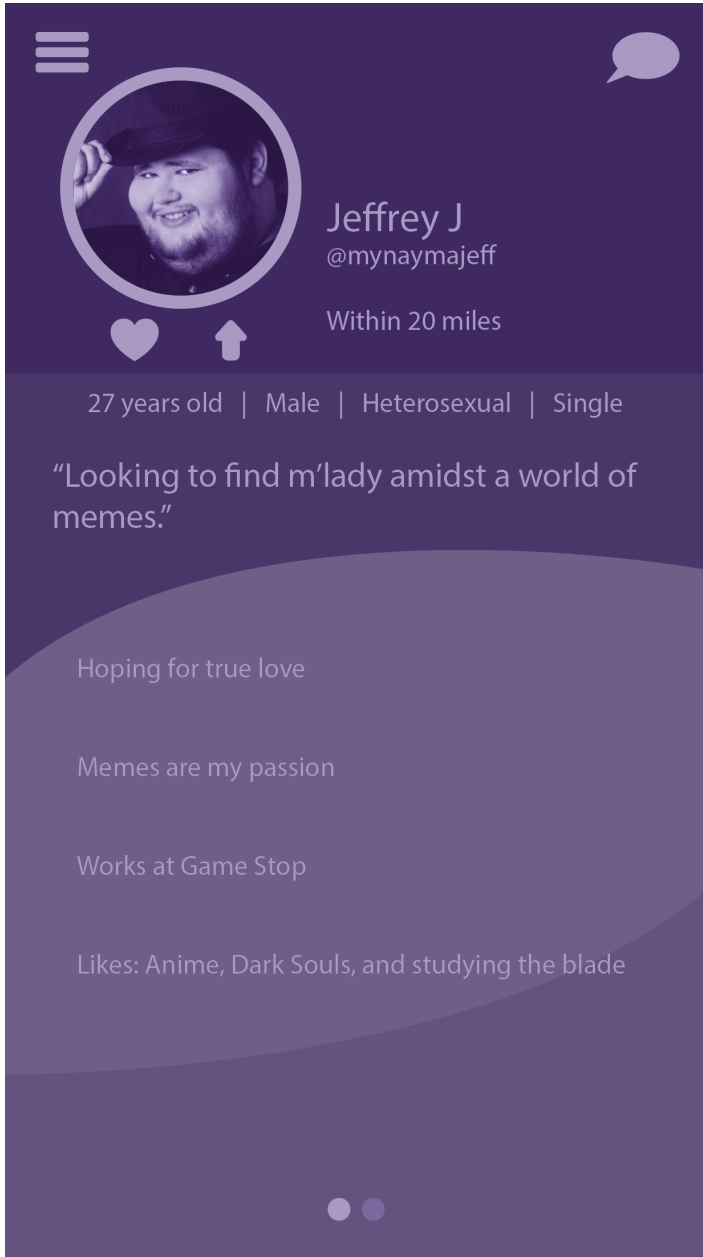


DATE MEME



PERSONAS

Before we would develop our dating app, we first had to think about the people who would be using it. We created personas to help us better understand who our average users would be.



A mobile app profile card for a user named Jeffrey J. The card features a circular profile picture of a man with a beard and a black hat. To the right of the photo, the name 'Jeffrey J' and handle '@mynaymajeff' are displayed. Below the photo are icons for a heart and an upward arrow, with the text 'Within 20 miles' to the right. The card includes a bio, age and orientation information, a quote, and a list of interests.

Jeffrey J
@mynaymajeff
Within 20 miles

27 years old | Male | Heterosexual | Single

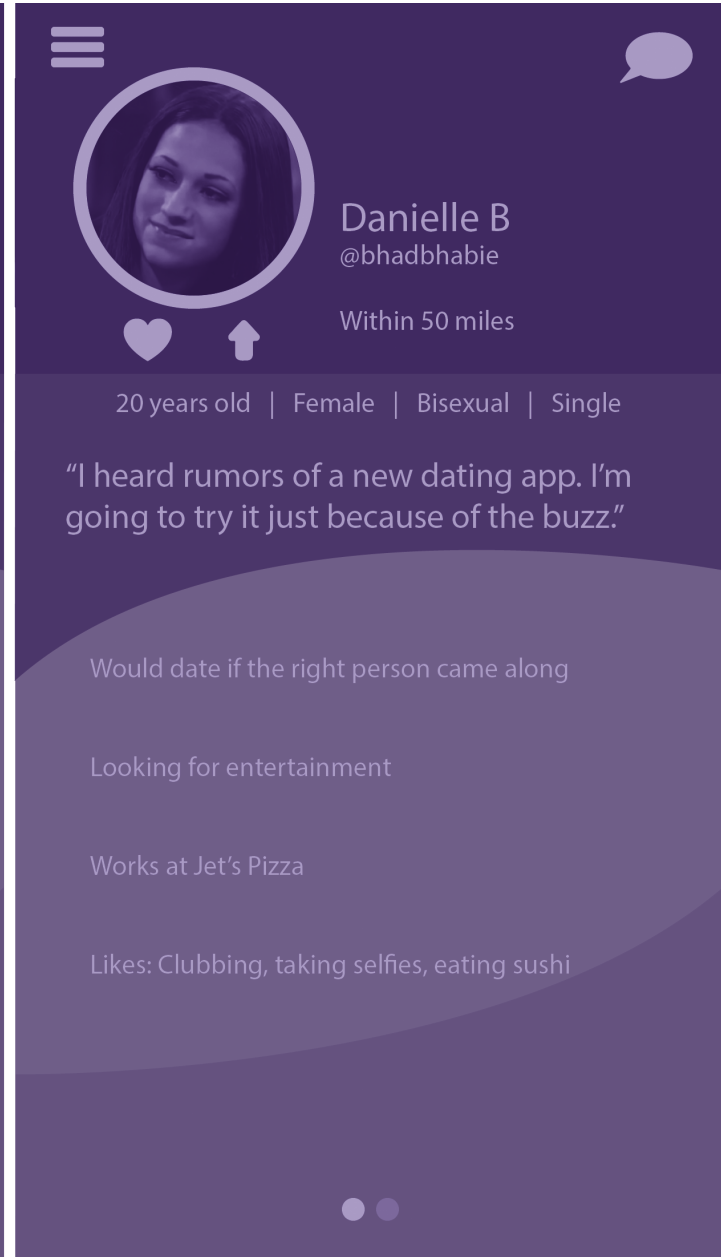
"Looking to find m'lady amidst a world of memes."

Hoping for true love

Memes are my passion

Works at Game Stop

Likes: Anime, Dark Souls, and studying the blade



A mobile app profile card for a user named Danielle B. The card features a circular profile picture of a woman with long dark hair. To the right of the photo, the name 'Danielle B' and handle '@bhadbhabie' are displayed. Below the photo are icons for a heart and an upward arrow, with the text 'Within 50 miles' to the right. The card includes a bio, age and orientation information, a quote, and a list of interests.

Danielle B
@bhadbhabie
Within 50 miles

20 years old | Female | Bisexual | Single

"I heard rumors of a new dating app. I'm going to try it just because of the buzz."

Would date if the right person came along

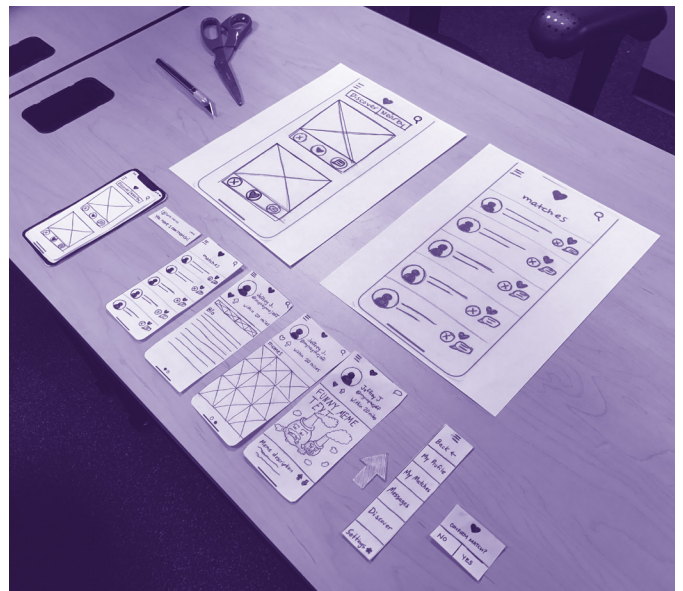
Looking for entertainment

Works at Jet's Pizza

Likes: Clubbing, taking selfies, eating sushi

PAPER PROTOTYPE

Our next step in the process was to figure out what each screen in our app should look like. From there, we identified a user flow that would allow the user to navigate through our application.



USER TESTING

After creating our prototype, we had others test it out to point out things that needed to be changed or improved upon. We took this feedback and created a better version of the app.

