

MODERN ENCOUNTERS

product requirement document

GOALS & CONTEXT

· **What is the goal?**

Our goal is to create a platform (most probably app) that will allow for meaningful and spontaneous encounters between people in a similar environment.

· **What problem does this project solve?**

In current dating apps or any type of social media platform, we curate our social profiles in order to represent how we want to be perceived by others. On the system's level, the journey allows for a lack of involvement from the users, on the user's level, the profiles template create a lack of depth in the description of people and on the process level, the matching is based on superficial and physical criteria. However, in order to build rich and meaningful relationships, involvement, authenticity and spontaneity should be part of the process. This project disrupts the journey moving the meeting forward, creates authentic and relevant online profiles and matches people for aligned expectations and needs.

· **What is the vision?**

The vision of this product is to create a strategy for a new type of encounters. By shifting the interaction from online to the real life, by curating online profiles based on new elements and by connecting people with aligned expectations, we can achieve more meaningful connections that can lead to more significant relationships.

PERSONAS

· **Persona 1: the sensation seeker**

Occupation: Architecture Student at Harvard

Name: Sami

Gender: Male

Sexual orientation: Gay

Age: 28

Location: Boston

Quote: "When I go on dating apps, I want to meet new people, but it is very difficult to find meaningful connections"

Objective: Growing up in Lebanon, Sami found it very hard to be open about his sexuality and further down the road, get into a relationship. However he never gave up, and went on more than 50 dates in the timespan of 2 years. Sami's dream is to find love, and be loved. When Sami moved to Cambridge, he decided to experience dating apps, but that process made him feel even worse about himself.

· **Persona 2: the hopeless romantic**

Occupation: Product Manager at Tech company

Name: Alex

Gender: Male

Sexual orientation: Straight

Age: 29

Location: San Francisco

Objective: Alex has been on dating apps since 2012, ever since Tinder started. For him it has been an easy way to find hookups, and fun hangouts but at this time in his life, Alex is seeking more meaning in his encounters. He has a lot to offer but has been meeting people who are not aligning on expectations.

· **Persona 3: the inhibited socialite**

Occupation: Financial Analyst

Name: Stephanie

Gender: Female

Sexual orientation: Straight

Age: 26

Location: New York City

Objective: Stephanie works in the finance industry and her hours are crazy. She barely has time to see her friends and even less so to invest in meeting new people. Stephanie wishes she could meet people more easily when she gets a few hours of free time, but for her it feels almost impossible to plan in advance because she will never know when she might have to stay longer at work.

USER STORIES (as collected from in depth user interviews that I conducted for my thesis)

As a dating app user, I want to be able to not put in any effort and let the app do its magic.

As a dating app user, I want to get validation.

As a dating app user, I want to be able to know right away who the person I am talking to are.

As a dating app user, I want to be able to find a meaningful connection with someone.

As someone looking to find a meaningful connection, I want to be able to meet with "real people" in "real life".

As someone looking to find a meaningful connection, I want to be able to have a "judge-less" meeting with the person I am connecting with.

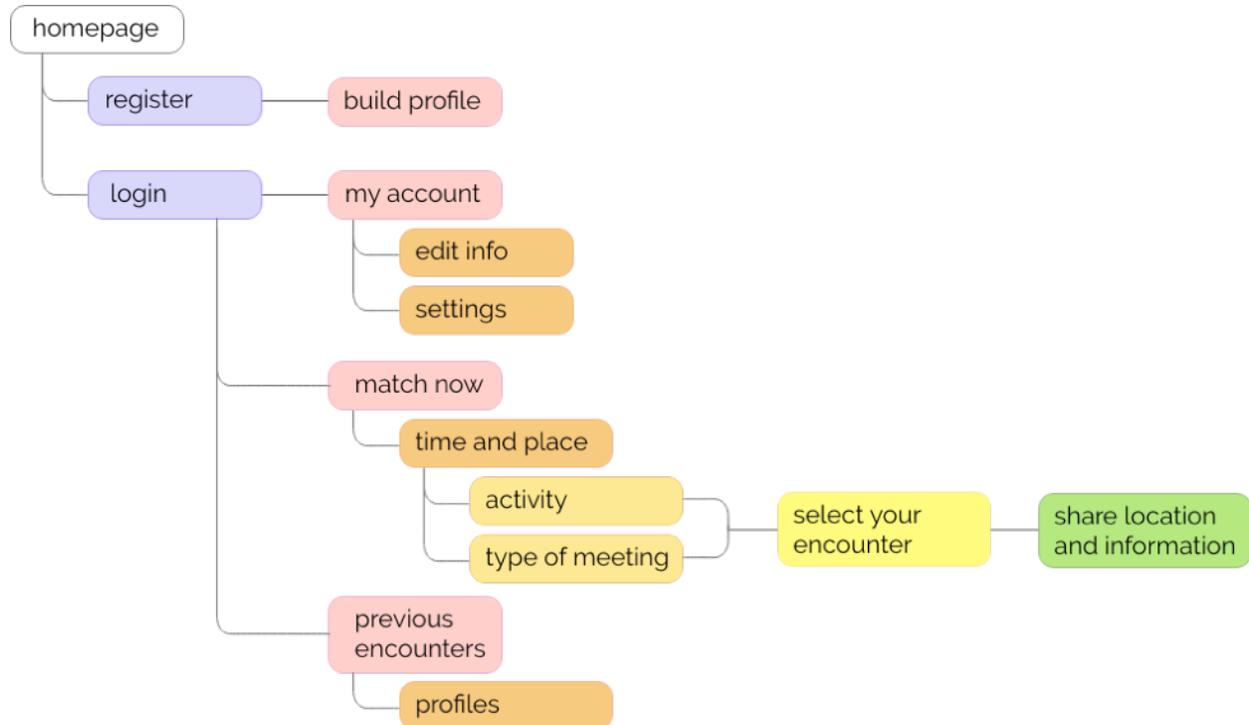
As someone looking to find a meaningful connection, I want to be able to connect with someone on more than a physical level.

As someone looking to find a meaningful connection, I want to put my personality forward on the first date.

As someone looking to find a meaningful connection, I want to be able to get an accurate idea of the person I am meeting.

As someone looking to find a meaningful connection, I want to make sure my match and I have aligned expectations out of the meeting.

SITEMAP



PAGE DESCRIPTIONS

Homepage:

- Hero branding area: logo, typefont, colors, branding
- Mission statement: meet now
- Register or Log in option with username and password

Register:

- Username and password
- Email address

Build profile:

- Build your profile part 1: demographics about you
- Build your profile part 2: what type of person you are (personality or lifestyle)

Log in:

- Username and password
- Email address

My account:

- Edit info (profile building: name, age, gender, location, personality traits etc)
- Settings (phone number, email, location, visibility, notifications, other features settings, help & support, legal, log out, delete account)

Match now:

- First set how long you are available for and how far you want to travel
- Then you should set what type of activity you are looking to meet up for (examples include: coffee, drink, smoke, meal, adventure, party)
- After that, you set what type of meeting you are expecting out of this encounter (examples include: something light, deep convo, intellectual, feeling flirty, playful humor, open to anything)
- Finally, you are presented with a list of matches who are available in your area right now, who want to do the same activities as you do and who are looking for the same type of meeting as you do.
- Here you have the option to choose someone or be chosen by someone, and can check their profiles to decide which one you are interested in.

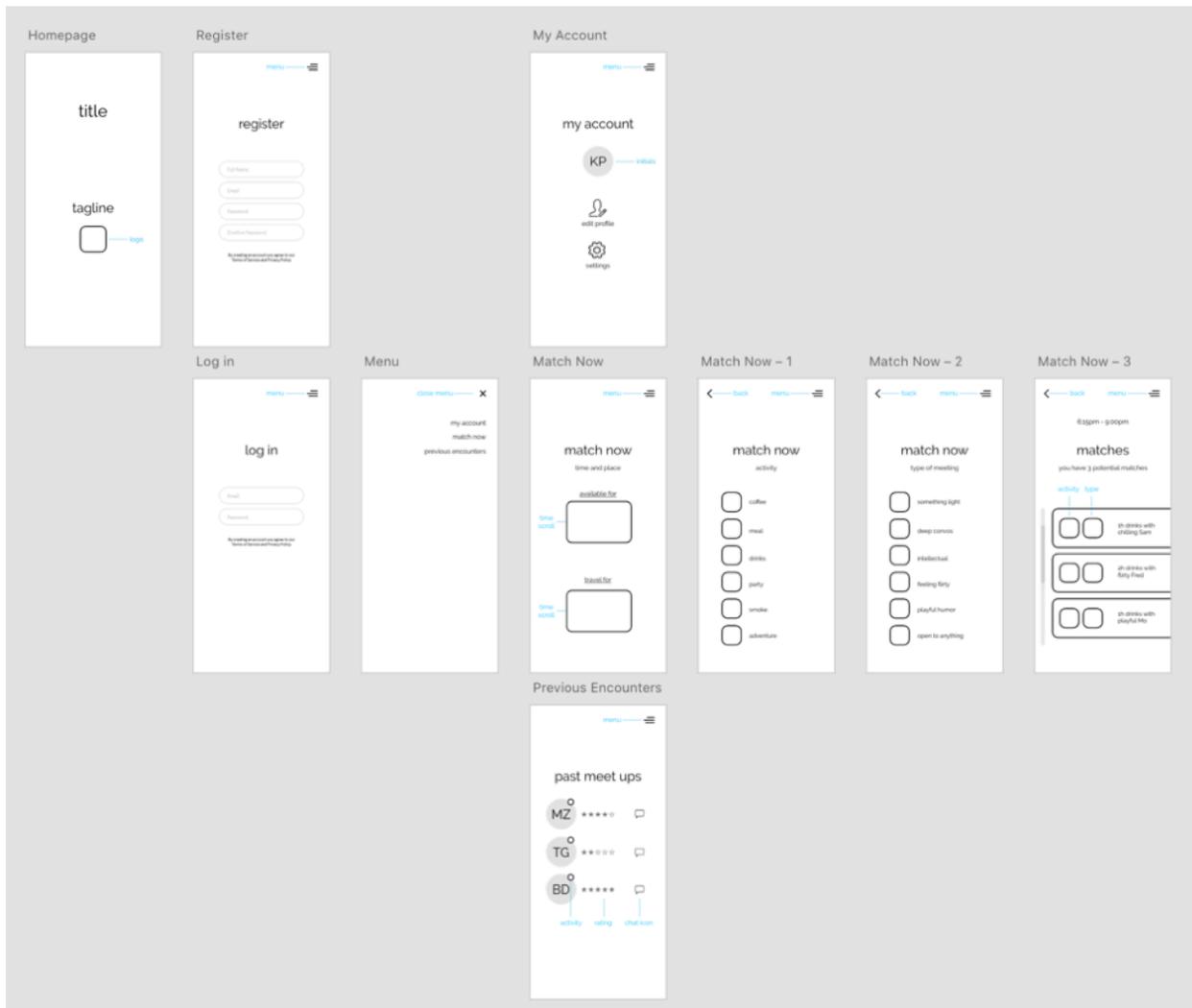
Share location and information:

- Once you match with the person, you share the location of the meetup and the length of it
- You can also exchange numbers or other ways of communicating

Previous encounters:

- Find the profiles of the people you have already met up with and that became part of your network.
- Contact them through some chat box or link social media to further connect with them.

WIREFRAMES



NON-FUNCTIONAL REQUIREMENTS

The application must be hosted on AWS

The application must use Stripe for payment processing

The application must work in iOS and android

The application must be responsive (work well and look good on all screen sizes)

The application must be able to support 10000 simultaneous users

RISKS

Our location based component needs to be highly precise and may be hard to implement

Our matching algorithm might be hard to support high amounts of traffic

Our business account may not be approved with Stripe

FUTURE ITERATIONS

Feature #1: Mutual friends (connecting to facebook)

By allowing people to have some degree of mutuality index, it might inform them better about the type of person they are meeting with and who might be mutual friends they have in common. It can also be the trigger to conversations and make it more meaningful.

Feature #2: Feedback loop (rate your encounter)

Rating your encounter by saying how much you connected with that person or giving a compliment like: "Sam is funny", "Sarah is very cultured" etc, people can start getting more insights about who they are meeting and these descriptions become descriptive of the person who you are meeting. On the connection level, it might help to start understanding trends and people that you are more likely to connect with based on who you have already connected with and how good that encounter went.

Feature #3: Safety

Run background checks on people / have their friends testify for who they are to build a tighter community. Have some sort of link to social media or think of other safety measures one might have to take if they are going to meet a stranger.