Blyss

Bring Life to Your Soul Search

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Project Background:

I currently serve as Head of Product Development at Blyss Dating, a start-up launching February 14th, 2023. I first worked on Blyss in September of 2021 in a Design Thinking course with the co-founder, then was asked to join the team as Head of Product Development in January of 2022.

Blyss is a dating platform that facilitates the dating process by matching users and coordinating a tailored date experience. Blyss is a revolutionary dating app that evolves the modern dating culture. With a unique three-type dating structure that is categorized into Interactive, Dining, and Active venues, we connect users by gauging their ideal first dates.

As Head of Product Development, I align product strategy with the overall business strategy by managing the product developing team in addition to assisting with website/app development, and provide operational insight for company decisions. I actively identify opportunities to develop new products and manage general organizational and project management tasks (setting delivery targets, preparing activities/prepping required materials, overseeing hiring processes, and/or resolving issues). Working for Blyss for over a year, I have developed a strong understanding of the topics and teams necessary to create a successful product such as design thinking, user research, UX/UI, front-end development, product management and marketing, and the proper management tools and technical skills to complete company goals (Figma, Adobe XD, React Native, Visual Studio Code, HTML, CSS). With strong communication and collaboration with various teams, I have successfully acted as a liaison between frontend and backend development teams—overseeing progress on final app development through the launch period while simultaneously completing other projects—making me an ideal candidate for an internship in UX Design.

Because we are currently developing Blyss, this brief focuses solely on my work as Head of Product Development rather than our business model.
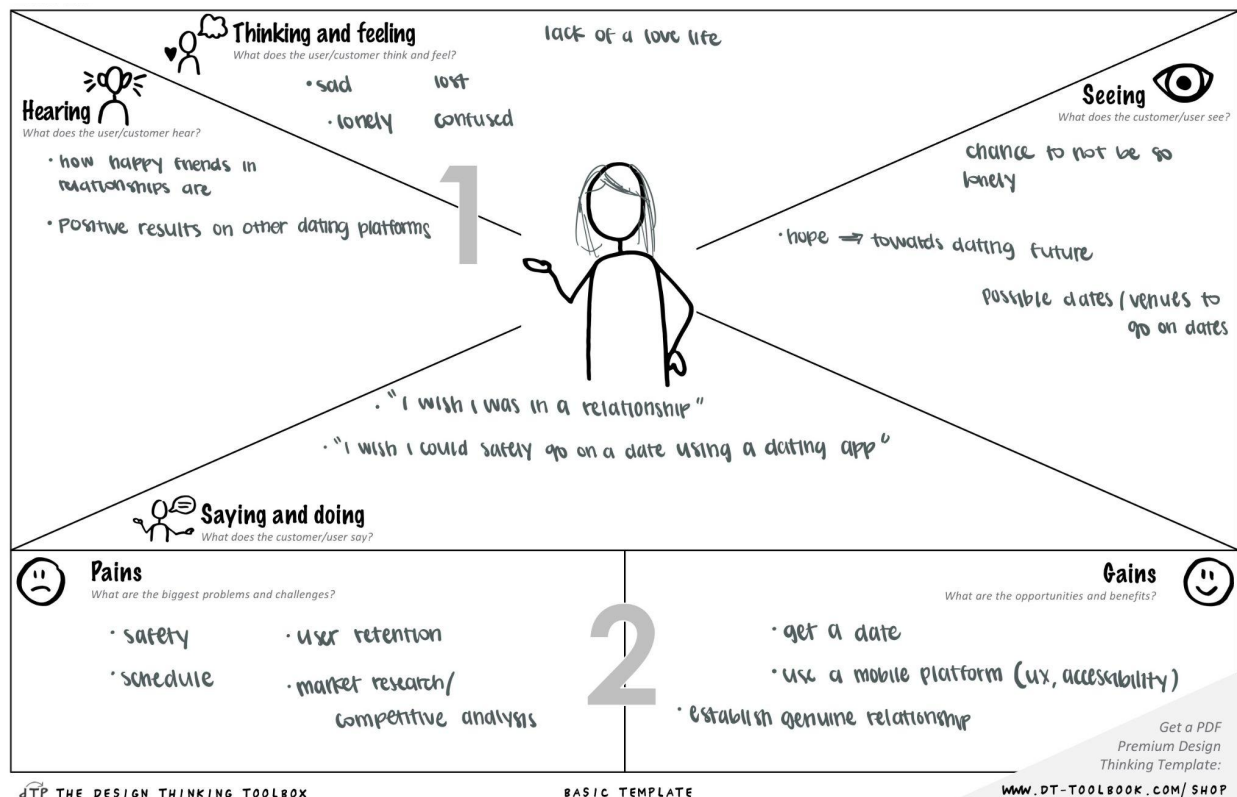
Design Thinking Process:
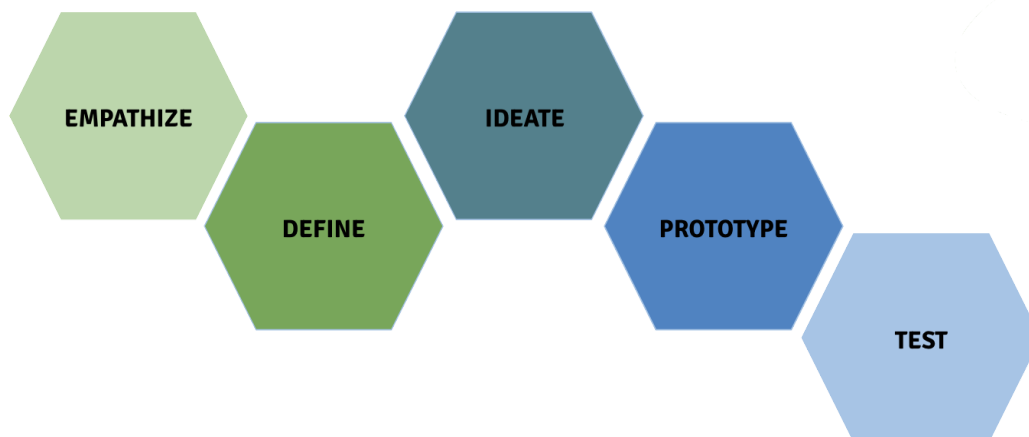
EMPATHIZE: HMW & Research

To determine a scope within the dating industry to target, I conducted research, user interviews and myriad activities to assess the current dating app industry.
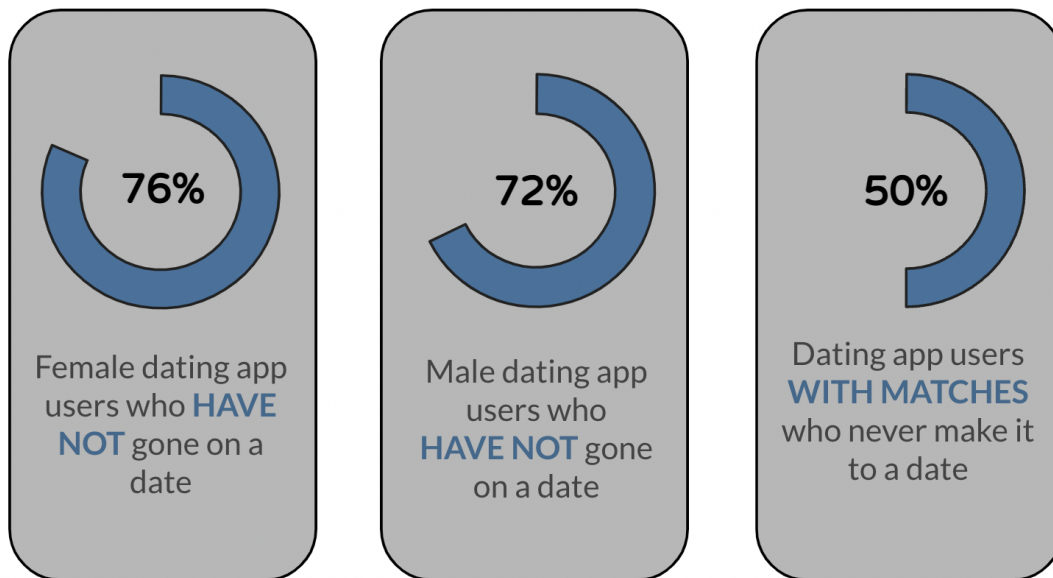
Preparatory questions

Why?
- big differences in dating motives
- hook up culture vs. dating
- save time for users (dating/planning)
- limit hypersexualization

Who?
- anybody interested in dating
- single ppl between 18-30 that are frustrated w/ current dating apps

What?
- platform for likeminded users looking to have fun dates
- experience safe dating process

When?
- as soon as possible
- always

Where?
- college campuses in the U.S.

How?
- mobile app w/ informational website

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(Who, What, When, Where, Why, How Activity)

Thinking and feeling
What does the user/customer think and feel?

lack of a love life

- sad   lost
- lonely   confused

Hearing
What does the user/customer hear?
- how happy friends in relationships are
- positive results on other dating platforms

Seeing
What does the customer/user see?
- chance to not be so lonely
- hope → towards dating future
- possible dates/venues to go on dates

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- "I wish I was in a relationship"
- "I wish I could safely go on a date using a dating app"

Saying and doing
What does the customer/user say?

Pains
What are the biggest problems and challenges?
- safety
- schedule
- user retention
- market research/ competitive analysis

Gains
What are the opportunities and benefits?
- get a date
- use a mobile platform (ux, accessibility)
- establish genuine relationship

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dTP THE DESIGN THINKING TOOLBOX   BASIC TEMPLATE

Get a PDF Premium Design Thinking Template:
WWW.DT-TOOLBOOK.COM/SHOP

(Empathy Map)

Following completion of many activities from the Design Thinking Toolbox, I came up with the following statement: **How might we create a mobile app for single people between the ages of 18-24 so that their need for comfort and safety is satisfied?**

76%

Female dating app users who **HAVE NOT** gone on a date

72%

Male dating app users who **HAVE NOT** gone on a date

50%

Dating app users **WITH MATCHES** who never make it to a date

(Industry Research)

DEFINE: Target Audience & Interviews

Following user research, our team determined that Blyss is the solution for 20-26-year-old dating app users dissatisfied with current "dating" apps. Unlike other dating apps, Blyss, powered by our 3-activity-type model, provides users with three options: interactive, active, and dining venues and is the only dating platform that matches you with a compatible person and facilitates your ideal date, safely. With safety as a priority and distinguishing factor, I began interviewing members of our target audience.

Over the summer, I participated in the OwlSpark Incubator Program at Rice University, where I conducted over 100 user interviews. Common themes from those interviews were the dissatisfaction with current dating apps because of a lack of actual dates, never getting passed messages, and a disregard or lack of interest while on a date. Although most of these problems can be remedied by our business model, I also learned a lot about the current UX/UI of dating platforms.

As a product designer, I focused on asking questions regarding the UX/UI of platforms such as color schemes, modes of swiping (left and right vs. scrolls), etc. I learned that many users enjoyed brighter colors or supplementary colors that would catch their attention as well as gamification when possible (animations, sounds, etc.) Similarly, I learned that users wanted to continue having a swipe left/swipe right option because it became almost muscle memory on a dating platform. During these

interviews, I showed users potential screens I had designed on Figma based on my class in the Fall.
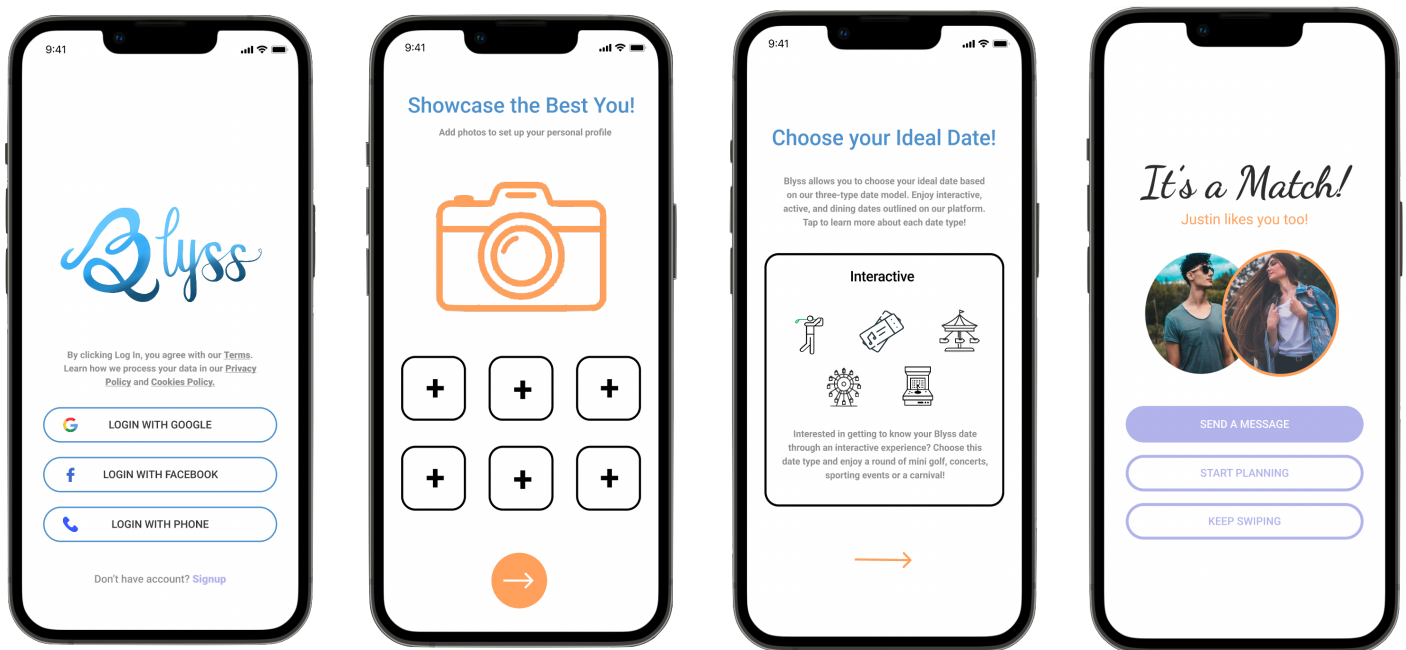
(Old Figma Designs)

IDEATE: Product Overview

During the ideation phase, I created wireframes for the entire Blyss dating process and every time I thought I had built out the process in its entirety, I added a whole new section to the application. I designed wireframes for over 50 screens (onboarding, navigation, home, chat, and settings screens) in addition to overlays, pop-ups, and all the icons. I truly love the ideation process and am constantly building upon my designs. Below are wireframes for the gender and home screens.
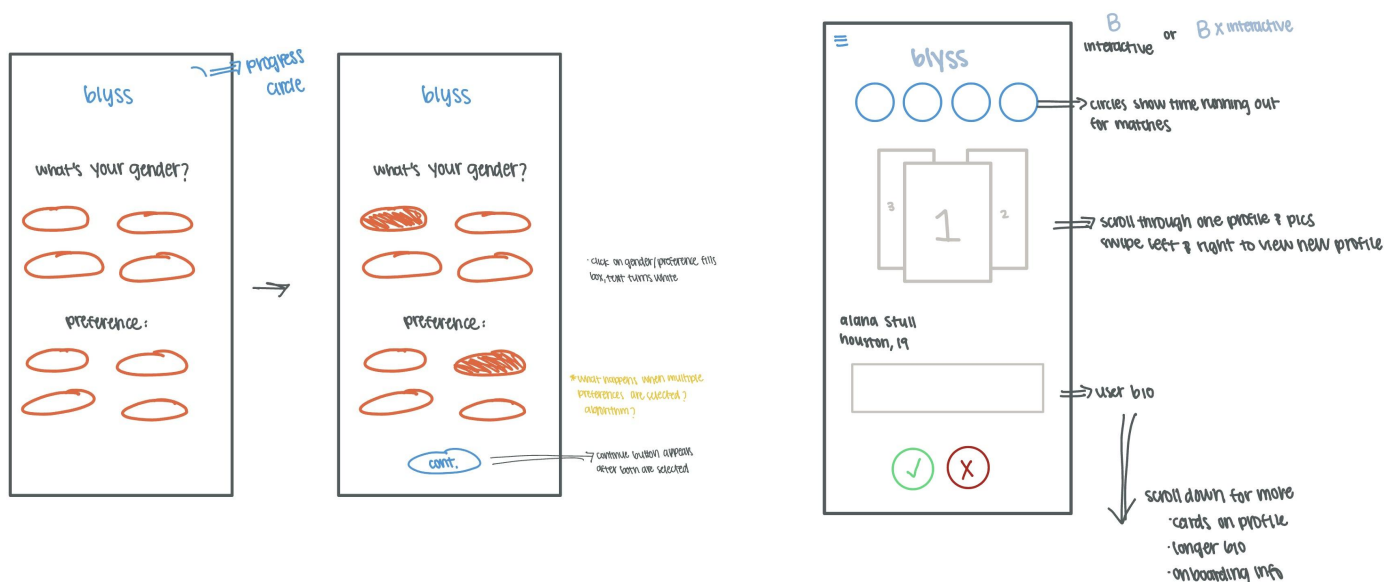
Next, I outlined our brand identity.

(Brand Identity Outline)

PROTOTYPE: Figma UX/UI Design

I am currently in the process of designing the remaining screens of the application as well as adding connections to the screens. I have recently begun coding the front-end development for the actual application on Visual Studio Code using React Native as I have completed a majority of the prototyping on Figma.
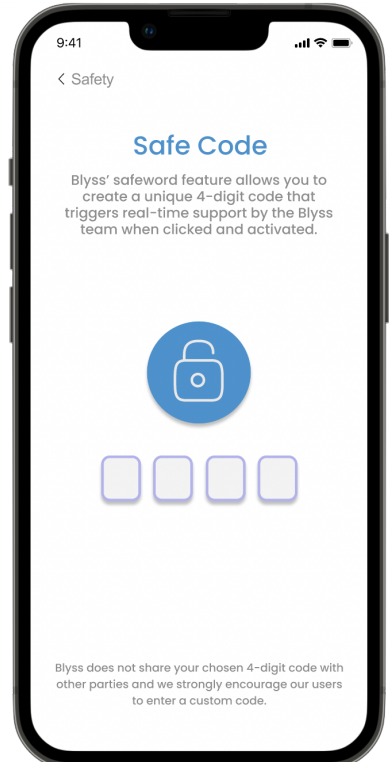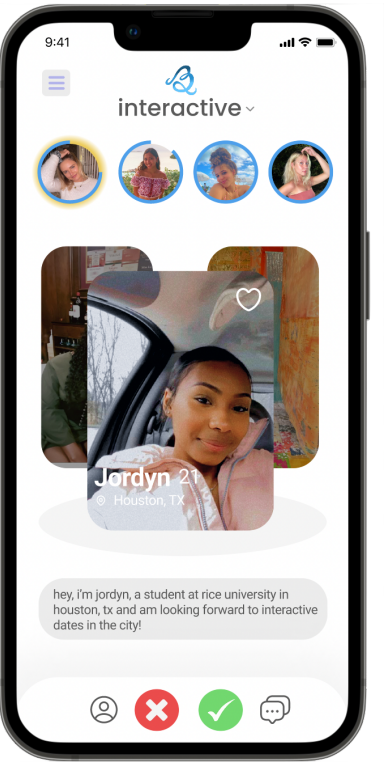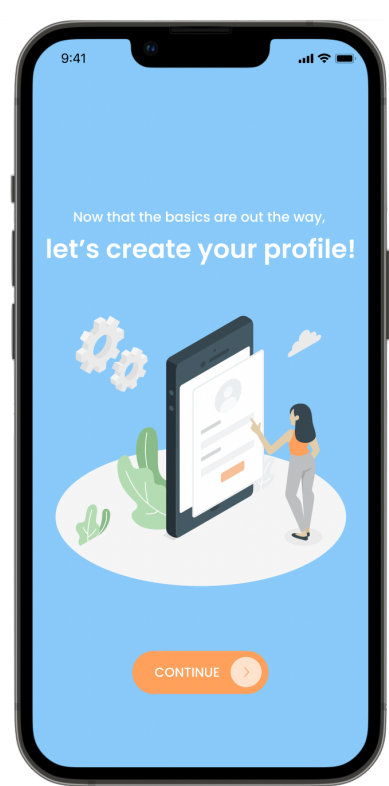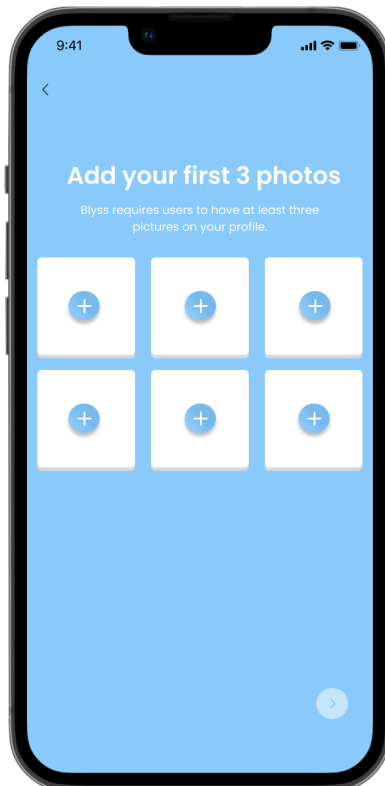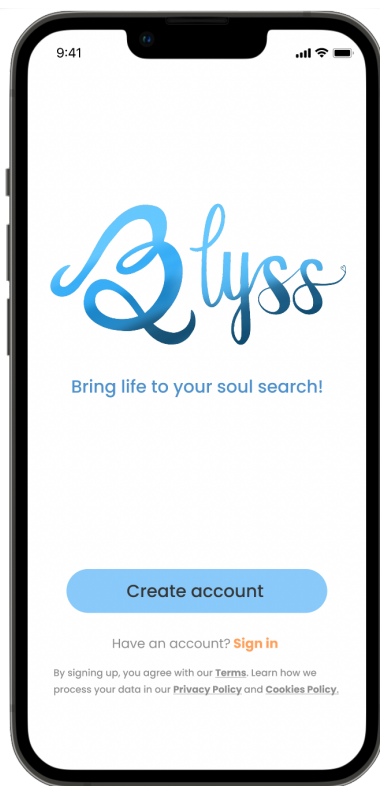
Click to access full **Figma UX/UI**

TESTING: Future Plans

Following approval on my designs from the co-founders, I will begin user testing on the screens outlined on Figma. I plan to use the 200+ users that are currently pre-registered for Blyss to test the application in the next two months prior to launch!

Additional Materials:

- Link to Figma
- Link to pitch video (me and co-founder presenting during OwlSpark Incubator Program)