



Our story of

The Ideal Experience of Getting a Date

Laura Ford | Siwei Pu | Chris Bartoldus | Emily Lee | Cherie Chung

IDUS 215 Contextual Research Methods | Kwela Sabine Hermanns

The Team



Laura Ford
UXDG
(BUSI)



Siwei Pu
SERV
(IDUS)



Chris Bartoldus
GRDS and
ADBR



Emily Lee
UXDG
(GRDS)



Cherie Chung
UXDG
(ADBR)

What is Contextual Research?

Contextual Research is a process where, through generative research, ethnographers collect **human-oriented experiences** and uses them for foundations for **future-based designs**. This is primarily structured in 5 different stages:

1. Relevance
2. Methods and Techniques
3. Analysis
4. Framework
5. Storytelling

What is Contextual Research?

Our contextual research, *The Ideal Experience of Getting a Date*, focuses on two specific experience insights, as provided by Lextant, our partnering firm.

1. Emotions

- a. How does the user feel?

2. Behaviors

- a. How does the user perceive, process, or react to the experience?

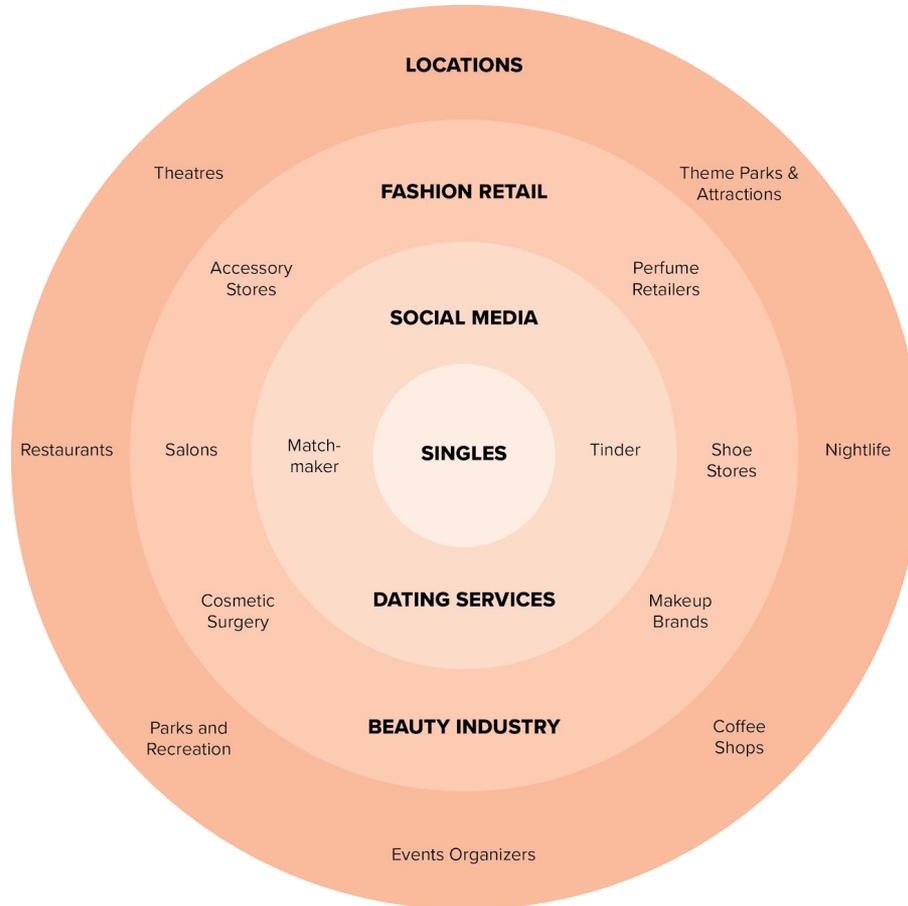


Stakeholder Map

What is a Stakeholder Map?

Stakeholder maps visually organize the relevancy of different sectors and users in contextual research. Most stakeholder maps consist of:

- An inner circle, comprising of primary users.
- Secondary circles, direct relationships to the users.
- Outer circles, making up most sectors, businesses, commercial, or financial ties to the inner sets of users.



LOCATIONS

Theatres

Theme Parks & Attractions

FASHION RETAIL

Accessory Stores

Perfume Retailers

SOCIAL MEDIA

Match-maker

Tinder

SINGLES

Shoe Stores

Nightlife

Restaurants

Salons

DATING SERVICES

Cosmetic Surgery

Makeup Brands

BEAUTY INDUSTRY

Parks and Recreation

Coffee Shops

Events Organizers



Interview Discussion Guidelines

Discussion Guidelines

Opening

1. What is your level of experience in the dating world?
How long have you been actively dating?
2. What are your priorities when looking for a date?
3. What is your opinion on blind dates? online dating?
4. Describe the factors that influence agreeing to a date.
5. What do you feel qualifies a person as attractive?

How do you find a date

6. Explain your ideal method and preferred location of finding a date.
7. What has been the most successful platform for reaching out to potential dates in your own experience?

Being Asked on a Date

8. How do you feel being the one asking for a date?
9. Tell me about the most enjoyable way you've been asked out.
10. Tell me about the most memorable time you've been hit on, positive or negative.

Preparations for a Date

Discussion Guidelines Cont.

Preparations for a Date

11. How do you prepare yourself for a date?
12. What, if any, expectations do you have before a date?
13. How does the way you got to know about the other person (via online dating, friends, etc) affect expectations of your first date?
14. What, if any, are some actions you've regretted doing before a date?

Future-based Questions

15. What does the ideal experience of getting a date look like for you?



Interview Recruitment

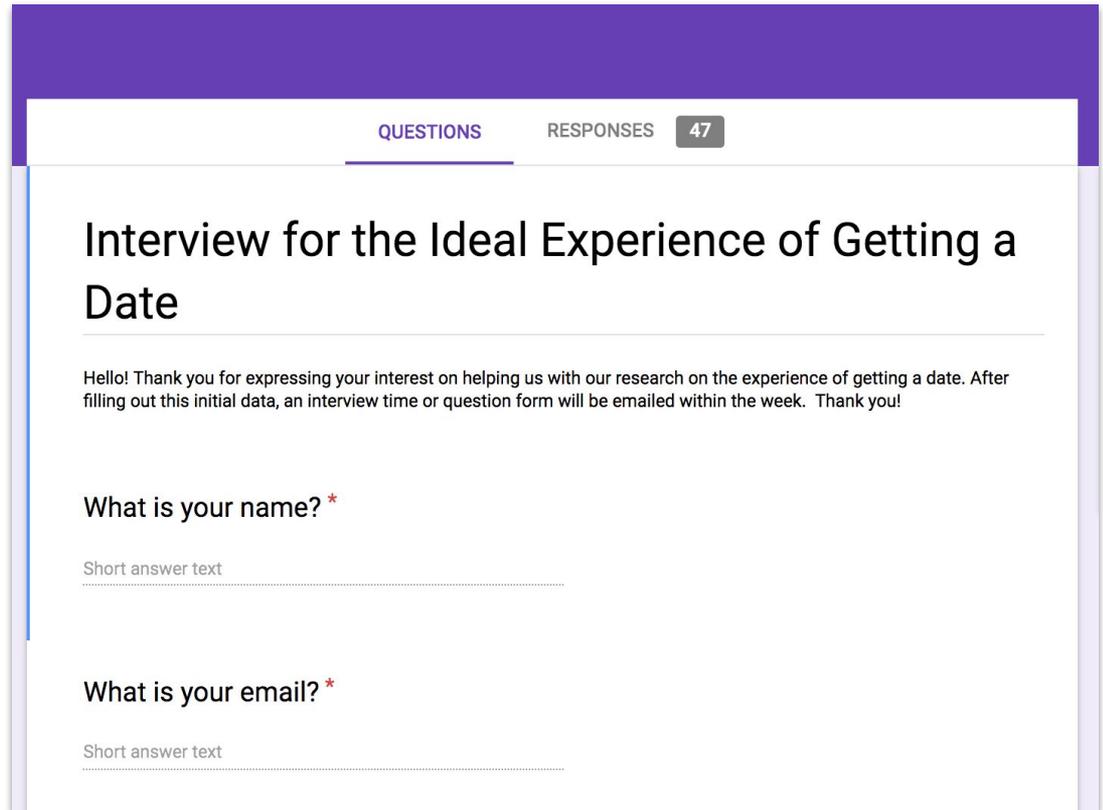
Recruitment for Interviews Process

A form was sent out across social platforms like **Instagram** and **Facebook**. We also reached out to people over **messaging**.

- Recruitment was for **all age ranges**:
 - 18-25
 - 25-35
 - 35-45
 - 45+

Interview Information Request

After collecting a group of participants , a **Google Form** was sent out to collect information, such as their **name, age and contact.**



The image shows a screenshot of a Google Form interface. At the top, there is a purple header bar. Below it, a white navigation bar contains the word 'QUESTIONS' in purple, 'RESPONSES' in grey, and a dark grey button with the number '47'. The main content area has a white background with a thin purple border on the left. The title 'Interview for the Ideal Experience of Getting a Date' is centered in a large, bold, black font. Below the title is a horizontal line. A paragraph of introductory text follows: 'Hello! Thank you for expressing your interest on helping us with our research on the experience of getting a date. After filling out this initial data, an interview time or question form will be emailed within the week. Thank you!'. There are two text input fields. The first is labeled 'What is your name? *' and has a 'Short answer text' placeholder below it. The second is labeled 'What is your email? *' and also has a 'Short answer text' placeholder below it. Both input fields are currently empty.

A young man and woman are sitting together, looking down at a laptop screen. The man is wearing a black t-shirt with a cartoon character on it. The woman has long, light brown hair and is wearing a blue top. The background is a plain, light-colored wall.

Interview
Scheduling & Records

Interview Scheduling

After gathering the participants information, we constructed an excel sheet to arrange the following:

- Interviewee's available times
- Assigned interviewer
- Assigned notetaker
- Location of interview

Example of Interview Scheduling

Timestamp	What is your name?	Which time(s) are you available? Please select up to 3 choices that best fit your schedule.	Decided Time	Interviewer	Notetaker	Online?	Location
9/27/2019 14:34:54	Andrew McKinney	Session 1: Sunday, September 29 at 12:00pm - 1:00pm, Session 2: Sunday, September 29 at 1:30pm - 2:30pm, Session 3: Sunday, September 29 at 3:00pm - 4:00pm	Session 01: Sunday, September 29 at 12:00pm - 1:00pm	Chris	Emily	no	The Shed 133
9/26/2019 9:29:15	Timothy Evangelista	Session 1: Sunday, September 29 at 12:00pm - 1:00pm, Session 2: Sunday, September 29 at 1:30pm - 2:30pm, Session 3: Sunday, September 29 at 3:00pm - 4:00pm	Session 01.5: Sunday, September 29 at 12:00pm - 1:00pm	Cherie	Siwei	no	The Shed 123
9/26/2019 9:51:00	Andrew Goodridge	Session 1: Sunday, September 29 at 12:00pm - 1:00pm, Session 2: Sunday, September 29 at 1:30pm - 2:30pm, Session 7: Tuesday, October 1 at 4:30pm - 5:30pm	Session 02: Sunday, September 29 at 1:30pm - 2:30pm	Chris	Laura	no	The Shed 133
9/26/2019 9:54:37	Aidan Riordan		Session 03: Sunday, September 29 at 3:00pm - 4:00pm	Chris	Laura	yes	The Shed 133 / Skype
9/26/2019 13:32:40	Josh Nilsson	Session 1: Sunday, September 29 at 12:00pm - 1:00pm, Session 2: Sunday, September 29 at 1:30pm - 2:30pm, Session 3: Sunday, September 29 at 3:00pm - 4:00pm	Session 03.5: Sunday, September 29 at 1:30pm - 2:30pm	Emily	Siwei and Cherie	no	The Shed 123
9/26/2019 9:37:45	Sophia	Session 4: Monday, September 30 at 4:30pm - 5:30pm, Session 5: Monday, September 30 at 6:00pm - 7:00pm, Session 6: Monday, September 30 at 7:30pm - 8:30pm	Session 04: Monday, September 30 at 4:30pm - 5:30pm	Laura	Cherie	no	Carnival outside
9/26/2019 14:17:36	Chloe Landrum	Session 4: Monday, September 30 at 4:30pm - 5:30pm, Session 5: Monday, September 30 at 6:00pm - 7:00pm, Session 6: Monday, September 30 at 7:30pm - 8:30pm	Session 05: Monday, September 30 at 6:00pm - 7:00pm	Laura		yes	Skype

Interviewee Demographics

18 - 21 years old: 11 people

22 - 25 years old: 3 people

26 - 30 years old: 2 people

Interviews completed as of October 11, 2019

Record of Responses

We created an excel sheet for the notetaker to record the responses while observing any notable change in the interviewee's body language and emotions.

These observations were used to ask better questions and gain more insights.

fx			
	A	B	C
1	Topic / Question	Answers	Observation
2	What is your level of experience in the dating world?		
3			
4	What are your priorities when looking for a date?		
5			
6	What is your opinion on blind dates? online dating?		
7			
8	Describe the factors that influence agreeing to a date.		
9			
10	What do you feel qualifies a person as attractive?		
11			
12	Explain your ideal method and preferred location of finding a date.		
13			
14	What has been the most successful platform for reaching out to potential dates in your own experience?		
15			
16	How do you feel being the one asking for a date?		
17			
18	Tell me about the most enjoyable way you've been asked out.		
19			
20	Tell me about the most memorable time you've been hit on, positive or negative.		

Consent Form

To protect the participants' rights and privacy, we required all participants to complete a consent form.

In addition to the consent form, we asked for verbal consent when being interviewed on video.

SCAD[®] Informed Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by _____, in order to identify the following opportunities for design:

__The Ideal Experience of Getting a Date_____

I understand that the methods of recording responses may include: *(the below are examples)*

1. recorded (audio, video and/or photography) observations
2. my completion of an evaluation questionnaire(s) and/or
3. my participation in a 30–60 minute interview
- 4.
- 5.

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only in IDUS 215-Contextual Research Methods Class for analysis of interview data. I grant permission for this data—generated from the above methods—to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Printed Name

Signature

Date



Questionnaire

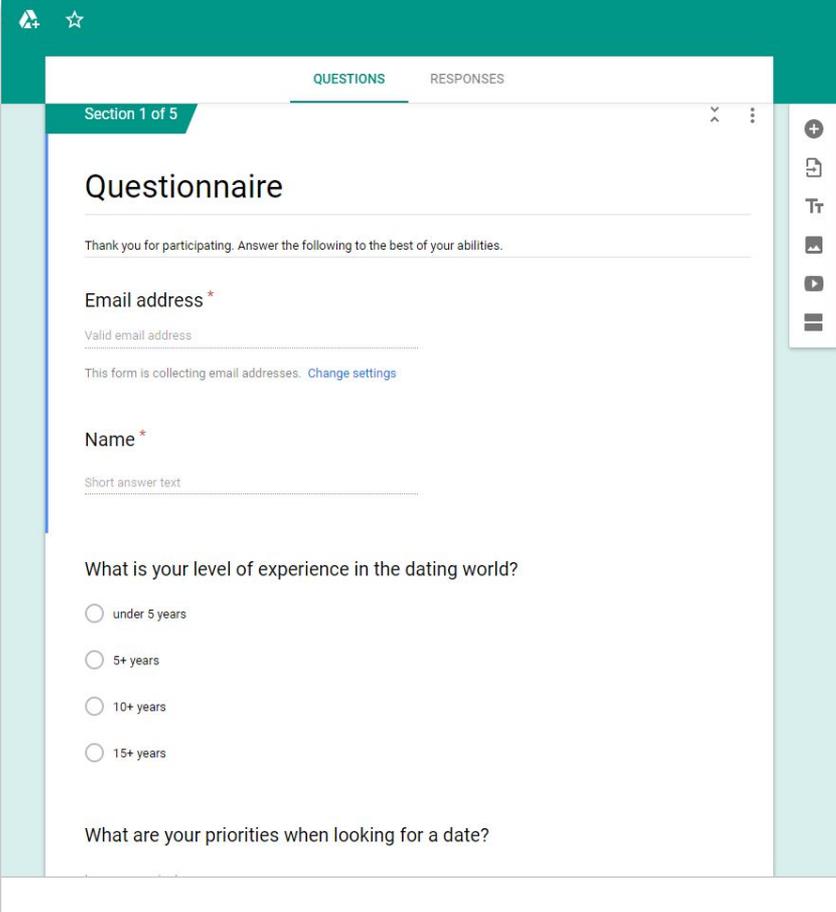
Questionnaire

Noticing a reluctance in the 30+ age range to commit to interview times, questionnaires were sent out in accommodation to ensure their participation.

14 questionnaires were sent to people between the ages of 30-60.

- 8 have responded as of October 8th.

Responses were recorded in an Excel sheet.



The image shows a screenshot of a Google Forms questionnaire. The form is titled "Questionnaire" and is part of "Section 1 of 5". The form includes a thank you message: "Thank you for participating. Answer the following to the best of your abilities." The form contains two required text input fields: "Email address" and "Name". Below the "Email address" field, there is a note: "This form is collecting email addresses. [Change settings](#)". The form also includes a multiple-choice question: "What is your level of experience in the dating world?" with four options: "under 5 years", "5+ years", "10+ years", and "15+ years". At the bottom of the form, there is another question: "What are your priorities when looking for a date?". The form is displayed in a window with a teal header and a right-hand sidebar with various icons.

Questionnaire Responses

	A	B	C	D	E	F	G	
1	Timestamp	Email Address	Name	What is your level of experience in the dating world?	What are your priorities when looking for a date?	What is your opinion on blind dates? online dating?	Describe the factors that influence agreeing to a date.	What do you find attractive?
2	9/29/2019 18:49:31	ajenkins83@charter.net	Andrea Jenkins	10+ years	Honesty, openness, seeing if we "click"	I have never been on a blind date, online dating was awful, lots of liars and users	A lot is gut instinct, praying about it, but ultimately if I can't have a conversation with someone (via text, email, online, phone) I most likely will not go on a date with them.	Yes, physical appearance, but that's the physical part. I am how person is talking. It
3	9/29/2019 20:24:39	kandelja@gmail.com	Jeff Kandel	under 5 years	Companionship	Do not like it.	Single, timing, connection, attraction, mutual interest(s)	Physical independence
4	9/29/2019 20:28:20	jennytynne7805@gmail.com	Jennifer Anderson	15+ years	Mature, honest, trustworthy, hard worker, dependable, loyal, stable, loves kids, family oriented, etc	Never, to many weirdos out there	When first agreeing to go out on a date, make sure the person knows that it is an outing of two friends to begin with which doesn't mean your exclusive right off. To get to know the person for a while before calling it dating.	Their interests, but not others, I
5	9/29/2019 22:27:29	robertdismuke1@gmail.com	Robert Dismuke	15+ years	Fitness/intelligence	Waste of time	Sensibility ... no games	High desire
6	9/30/2019 7:03:16	travis.richardson88@gmail.com	Travis Richardson	10+ years	Find some connection	Most are bad, but occasionally I meet someone nice	1) need to live in the same town 2) need to be available at the same times 3) need to have at least some connection that warrants more in-depth communication	Nice eye commur learning experier
7	10/2/2019 8:52:38	wootenjonathan40@gmail.com	Jonathan Wooten	under 5 years	Availability, beauty, humor	Not good. Too many facial apps have made dating sites a nightmare for real life meetings. Everyone is "cat fishing"	Humor, personality, availability, common interest	They're



Form Responses 1



Explore



Cultural Probe

What is a Cultural Probe?

Cultural Probe is a method to collect qualitative data and insights to inspire future-based designs.

They focus on **key information** that needs to be collected and help **maximize the number of data** collected.



What makes a good Cultural Probe?

- Magnet Factor
 - How may we draw people to come up to the setup?
- Research Goal and Context Given
 - Allows participants to quickly understand what it is about and make the decision to participate or not.
 - Participants know what the research is about, who collecting this data.
- Easy eye management
- Clear Instructions
 - Participants should not feel foolish and would give the right data.
- Rewards and thank yous
- Props / Items needed
- Quality and execution of design
- Safe design
- Maintenance of props



A dimple
on her right
cheek

SWAG

10 common
traits and
traits

A great sense
of humor is
crucial

It's not
just about
the way you
look

3

What makes someone
ATTRACTIVE to you?

Cultural Probe Discussion Guidelines

Planning Cultural Probe Discussion Guidelines

Before deciding the cultural probe's discussion guidelines, we analyzed and learned from our 16 interviews that:

1. **Phrasing of questions** can yield more open answers.
2. **Industry terms and phrases**, like “ideal experiences,” made people feel tense, confused, and more closed off.
3. When interviews were more **conversational**, people shared more.

With these experiences in mind, we altered our questions for more insightful answers for our cultural probe. We decided on the topics from our interview discussion guideline that **delighted people** and **prompted them to talk about their experience** the most effectively.

Final Cultural Probe Discussion Guidelines

1. Name some **red flags** when getting a date.
2. What makes someone **attractive** to you?
3. In a **perfect world**, what would getting a date look like to you?



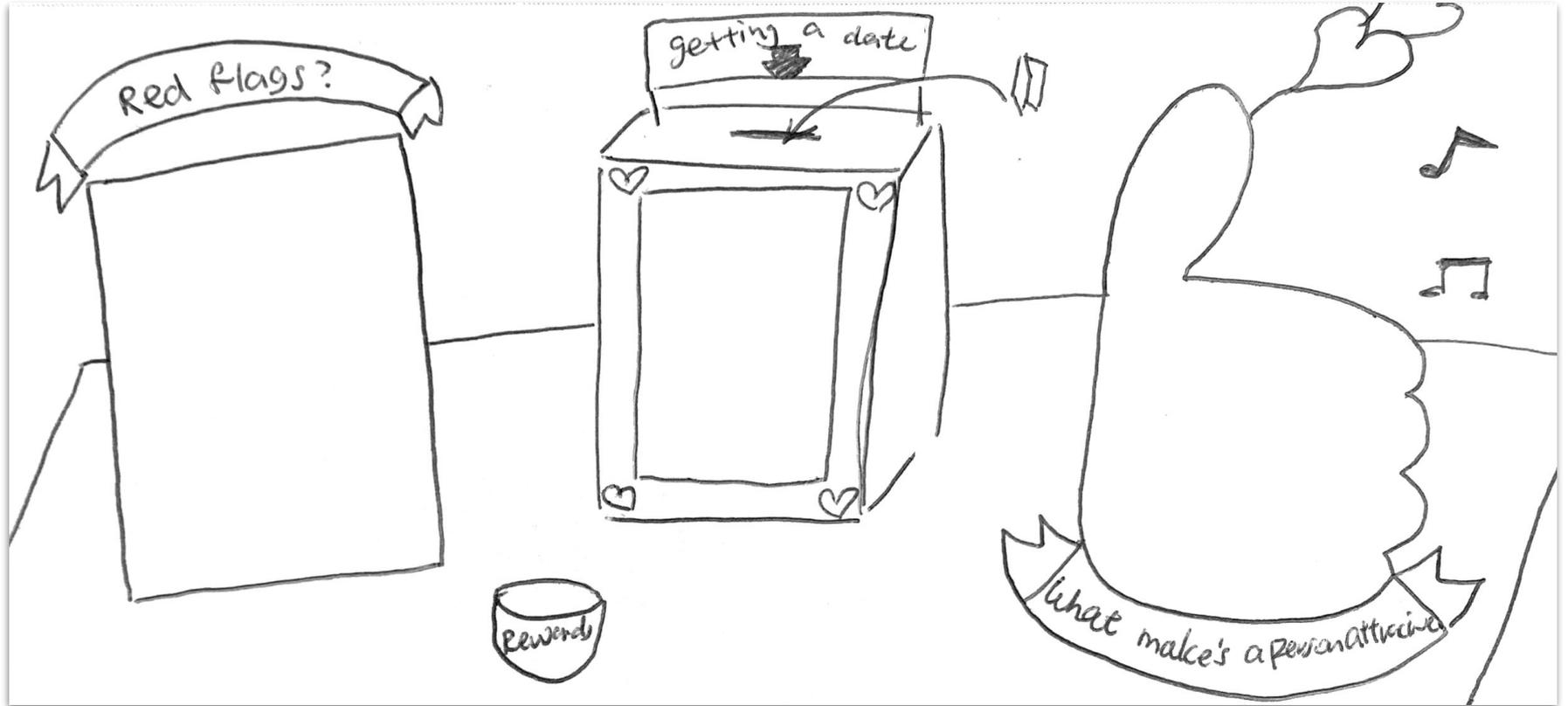
Cultural Probe
Planning & Construction

What makes spaces
ATTRACTIVE to you?

Our plan

1. 3 questions on 3 separate boards.
2. Data will be collected on post-it notes and paper.
 - a. Data will be contained separately using zip-lock bags after.
3. Rewards for participants:
 - a. Flowers with pick-up lines
 - b. Chocolates
 - c. Temporary heart tattoos
4. Magnet Factor: Visual and Auditory Stimulation
 - a. Bright colors, lights, and love songs playing in the background.

Sketch of booth setup



Booth Setup

Where: Starland District, crossroads of Bull Street and E 35th Street.

When: October 4th 2019, 6:00 - 9:00 p.m.

Who: Participants of *First Friday in Starland*



Cultural Probe Process Video

https://youtu.be/_aNOMkBUaXq

A woman with long dark hair, wearing a dark jacket, is shown in profile, writing on a red gift tag with a silver pen. She is standing next to a pink gift box decorated with a pattern of small black hearts. The box is partially open, revealing pink tissue paper and a red heart-shaped tag. The background is a blurred outdoor setting, possibly a street or parking lot, with a white wall and some orange traffic cones visible in the distance. The overall lighting is soft and warm, suggesting an outdoor setting during the day.

General Trends Observed

General Trends Observed (Cultural Probe)

Question: *Name some red flags when getting a date.*

Number of responses: 92

High frequency responses included:

- 1) Behaviors
 - a) Having **no respect and consideration** for others
 - b) **Texting/SMS** Frequency
- 2) **Conversation** Skills
 - a) Talking about themselves only or past relationships.
- 3) Being **obsessive and controlling**

General Trends Observed (Cultural Probe)

Question: *What makes someone attractive to you?*

Number of responses: 82

High frequency responses included:

- 1) **Humor**
- 2) **Personality**
 - a) Ambitious, Passionate, Confidence
 - b) How they treat and view themselves.
- 3) **Physical Traits**

General Trends Observed (Cultural Probe)

Question: *In a perfect world, what would getting a date look like to you?*

Number of responses: 78

High frequency responses included:

- 1) **Naturally, in person**
- 2) **Start as friends**, then into a relationship
- 3) **Love at first sight**

General Trends Observed (Interview)

High frequency responses included:

- 1) People **disliked** the process of **judging people based only on photos** and wanted to remove the photo aspect entirely.
- 2) People wanted to **meet** a partner **in person, naturally**.
- 3) If they met someone **online** first, they generally have **lower expectations**.

General Trends Observed (Questionnaire)

High frequency responses included:

- 1) People think **online** dating is **not beneficial**.
- 2) **Compatibility** has a high importance over most **priorities**.
- 3) **Being asked out** for a date, **face-to-face**, has been the most enjoyable way to be asked out.
- 4) Obtaining a date **online lowers** the user's **expectations** greatly.

Smiles

Ability to
laugh easily
but listen
& be in the
moment.

people
with long hair
and alpha
males

Sense
of humor

- sense of humor
- good sense of
humor

skinny
muscle

- No
- Not
- Friends and
family
- Not too far

Reflections

Reflections

Contextual Research plays a crucial role in developing designs for the future. Throughout this process, we have been overwhelmingly pleased with how much data we have collected in such short amount of time. In conducting the cultural probe, we exceeded our team expectations and collected over 70 data points per question.

Additionally, we gained perspective on the importance of collecting data from the streets. Overall, our team feels strong moving forward. With a full set of thick data, and the sensory cue kit approaching, we are confident in the weeks to come.

Process Video



Design Insights

To create the ideal experience of getting a date in the future, users desire a platform to have a gut connection with potential dates set up by family or friends, and a filtering feature that ensures similar interest. In doing so, users want to eliminate the emotional distress caused by snap judgements in swiping.



The Ideal Experience of Getting a Date

"Life is like a box of chocolates; you
never know what you're gonna get!"
- Forrest Gump



The Ideal Experience of Getting a Date

"Life is like a box of chocolates: you never know what you're gonna get."

- Forrest Gump



Social Acceptance



We are looking for someone within the social norm.

People who are possessive, controlling, overprotective, slinky and over infatuated is a red flag and we observe this through their texting habits; if they text too much or double text, we are not attracted to them.

We would like to avoid someone who is dominating, self-centered, too cocky, shows off, chat only about themselves and their lifestyle, and approach me as alpha male.

We avoid people who show predatory behavior like being too sexual, asking about my sexual preferences and people who gets defensive easily, cat calls and stalk.

We dislike people who are short-tempered, aggressive and are racist.

Reputation in person or online influences our view of them.

We think that their music taste, online presence (profile biographies and photos) matters a lot in our expectations of them.

We would like to see who they truly are by asking them meaningful questions or stalking their online profiles before a date.



Mindset

We want to see a practical future with a potential date.

We do not like people with life-threatening occupations that keep them away from us like a military personnel or firefighter because we would be worried a lot and we need their attention.

Convenience, timing and availability is important, we want them to live in the same town ideally.

We only want to have a date with someone who thinks about a potential future, is ready for a relationship and voices those thoughts to us.



Being the initiator boots our confidence and is seen as attractive.

We do not mind and sometimes honestly prefer being the one asking for a date because it is fun, cool, empowering and makes us feel confident. At the same time, when we are the initiator, the receiving person thinks our straightforwardness is attractive.

When introduced by friends and family, we have higher expectations.

We trust and think that it is better to find dates through mutual friends. They have been the most successful because it is more casual and we can get more information about that person before a date.

We prefer and have higher expectations when we are friends first before a date because we know them better and have a better idea of what might happen. We state, expecting certain expectations and scenarios.



Credits

1. Quality Criteria for Cultural Probes provided by Kwela Sabine Hermanns

Thank you and have a lovely day.

Laura Ford | Siwei Pu | Chris Bartoldus | Emily Lee | Cherie Chung

IDUS 215 Contextual Research Methods | Kwela Sabine Hermanns