
APPENDICES



Most images are vectors, and
can therefore be zoomed into
for further clarification

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A

THESIS PREPARATION

IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according to the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !

family name	<u>Kurbanova</u>	Your master programme (only select the options that apply to you):
initials	<u>J.K.</u> given name <u>Jemal</u>	IDE master(s): <input type="radio"/> IPD <input type="radio"/> Dfi <input checked="" type="radio"/> SPD
udent number	<u>5023394</u>	2 nd non-IDE master: _____
street & no.	_____	individual programme: <u>- -</u> (give date of approval)
zipcode & city	_____	honours programme: <input type="radio"/> Honours Programme Master
country	_____	specialisation / annotation: <input type="radio"/> Medisign
phone	_____	<input type="radio"/> Tech. in Sustainable Design
email	_____	<input type="radio"/> Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair	<u>Dr. ir. A.G.C. van Boeijen</u>	dept. / section:	<u>HCD/DA</u>
** mentor	<u>Dr. G. Calabretta</u>	dept. / section:	<u>DOS/MCR</u>
2 nd mentor	<u>Marco van der Woude</u>		
organisation:	<u>Breeze</u>		
city:	<u>Delft</u>	country:	<u>The Netherlands</u>

comments
(optional)

! Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..

! Second mentor only applies in case the assignment is hosted by an external organisation.

! Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Dr. ir. A.G.C. van Boeijen date 10 - 09 - 2021 signature _____

Digitally signed by Annemiek van Boeijen - IO
Date: 2021.09.10 12:56:33 +02'00'

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: _____ EC ☒ YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme _____ EC ☐ NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name _____ date _____ - - signature _____

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: ☒ APPROVED ☐ NOT APPROVED

Procedure: ☒ APPROVED ☐ NOT APPROVED

comments

name _____ date _____ - - signature _____

Female-Specific Decision Making: Subject Selection on Dating Apps

project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date

06 - 09 - 2021

14 - 02 - 2022

end date

INTRODUCTION **
Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Breeze is a dating app that uses technology which “enhances rather than replaces human interaction” (Breeze, 2021). While there is an average of 38 hours of swiping and chatting preceding one physical date on other dating apps (Ruiter, 2021), Breeze reduces the serious time and effort it takes for users to meet someone face-to-face by providing a handful profiles every 24 hours, avoiding the choice paralysis users often undergo when faced with option overload (Pronk, 2020). If there is a match, users do not chat, but immediately arrange their date through a date picker. Breeze then lets them know where they will meet.

The emergence of such real-time location-based dating apps has transformed traditional pathways of socialization in the past decade (Castro et al., 2020). With a growing proportion of the population being composed of singles, and career and time pressures increasing in highly urbanized regions, people rely on dating apps as an efficient way of meeting others for intimate relationships (Brym and Lenton, 2001). Like online shopping, dating apps present a similar transactional experience- if dissatisfied, you can simply remove the item, and if the presented information satisfies your needs and expectation of a situation-ship, you match and proceed to the check out for the real date. In contrast to online shopping, online dating requires a mutual ‘like’ for there to be a form of transaction. Heterosexual men swipe right far more often than heterosexual women do, leaving them with a low success rate of about 0.6% (Paul, 2018). This makes understanding and solving this discrepancy between male and female decision making interesting.

The decision making in attitude formation is quite a complex mechanism of human thinking as various factors and courses of action intervene with different results (Lizarraga, 2007). What triggers you to instantly like/dislike the profile before you? Among the various variables that influence this reasoning, gender is a relatively new psychological phenomenon in the consumer decision making styles (CDMS) that plays a major role (Swarna, 2012). CDM can be defined by the behavioral styles that are a result of sex-related social norms and stereotypes transmitted in the form of values, traditions, and behavioral expectations (Lizarraga, 2007), yet further investigation on the female-specificity of such factors can provide a valuable compass for navigating and winning the future for businesses.

Breeze is facing this dilemma as well, in which their female demographic tends to dislike profiles more frequently than their male users. Research shows that physical attractiveness is the key criterion for men when selecting partners, while women prioritize sociocultural and economic attributes when choosing a male partner (Abramova et al., 2016). What does this say about such photo-centric services? Female users are considered to be more “picky” and selective with mate selection (Abramova et al., 2016), however one must ask the question: are women more particular with their choices, or do dating applications simply conform more appropriately to the decision making and needs of male users?

space available for images / figures on next page

introduction (continued): space for images



image / figure 1: The Breeze App and its various user touch points

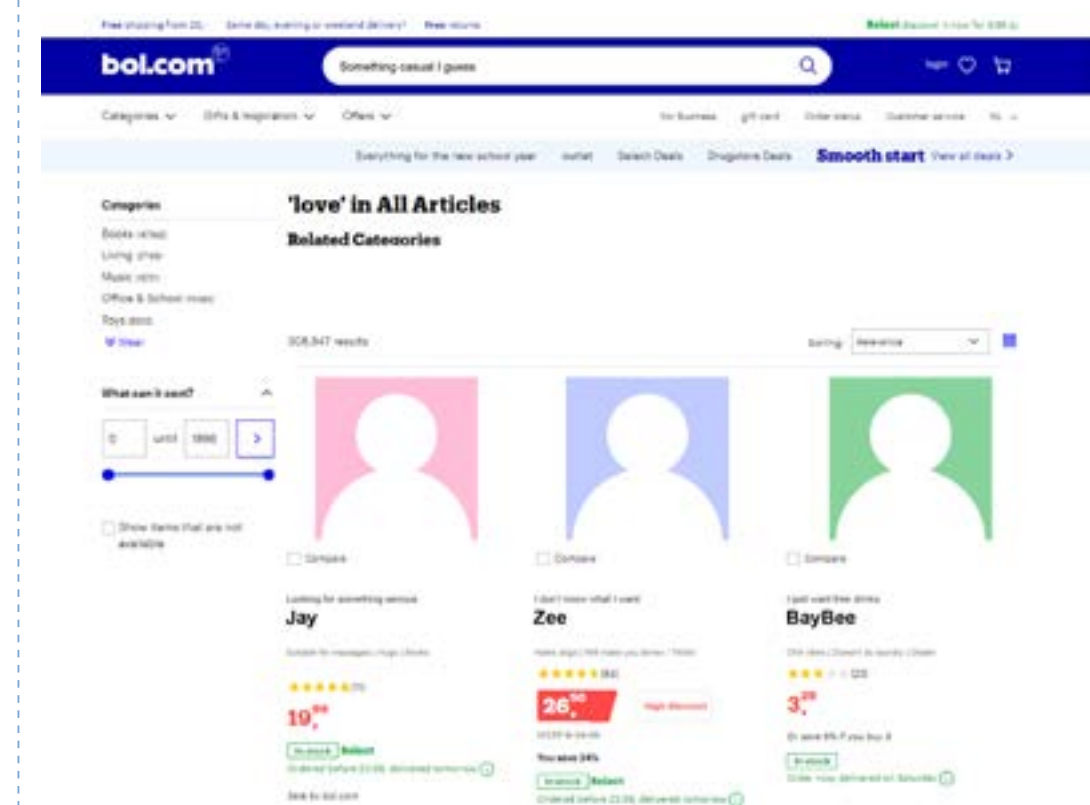


image / figure 2: Online dating can sometimes feel like online shopping

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

The initial problem is a lack of understanding and research regarding the mate selection process of female users within dating applications. While factors such as psychological support, social status, earning potential, ambition, protection, etc. have consistently played a role in the female choice of male partners in the offline setting, further research is needed in the online domain. The online context will be assessed with cultural sensitivity. Additionally, as females are reluctant to meet other users face-to-face as they need more computer-mediated interaction before an actual meeting offline (Abramova et al., 2026), the meaning of the female experience and impression of the service is faltered as Breeze immediately acts as a facilitator for a date after a match. Questions like what can be attributed to ‘make up’ for the lack of interaction/validation, and how can Breeze create a more worthwhile and effective experience for its female users for them to be more willing to like a profile will be addressed throughout the research.

Due to Breeze's dilemma of relatively low like-rates from the female demographic, the scope of the research will be constricted to young urban professional (YUP) women who are seeking romantic heterosexual relationships in the Netherlands (the only country available at the moment for the app usage). It is important to note that this is not only a Breeze problem, as this is a matter with other dating apps. The female decision making styles will be explored and analyzed in parallel with the actively iterated features, brand identity, and value proposition of Breeze to find moments of interventions to influence subject (profile) selection.

Awareness of the concept of gender and its potential direction of evolution due to the sociocultural, historical, and biological factors in today's world that shape culture will be maintained. A critical alertness to the inclusiveness and exclusivity of the selected boundary will also drive the research's aspiration in creating a design proposal that is future-proof for the female YUP users of Breeze.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in “problem definition”. Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

The research will explore the nature of consumer decision making in dating apps. Cultural sensitivity to gender and socio-demography will act as the boundary for the exploration of subject selection/rejection with the case of Breeze, where a profile experience will be enhanced/(re)designed to adjust to YUP females’ way of reasoning, aiming to increase chances of mate selection.

I aim to deliver a concept design for the service that would support the decision making styles of female users and strengthen the currently emerging brand, proposing a winning strategy for their female demographic within the boundaries of Breeze. All of this will be dependent on the findings acquired from the primary and secondary research following the double-diamond model with a culturally sensitive approach.

Research questions are:

- 1) What are consumer decision making styles in online and offline settings?
- 2) To what extent does gender act as a factor in decision making?
- 3) What are the male and female-specific consumer decision making styles online, and what are the differences?
- 4) What are the female values and needs for love and online dating in the Netherlands?
- 5) What are the opportunities to increase chances of mate selection for women?
- 6) To what extent are the findings inclusive and exclusive within the selected demographic?
- 7) How can Breeze create a future-proof service for their female users?

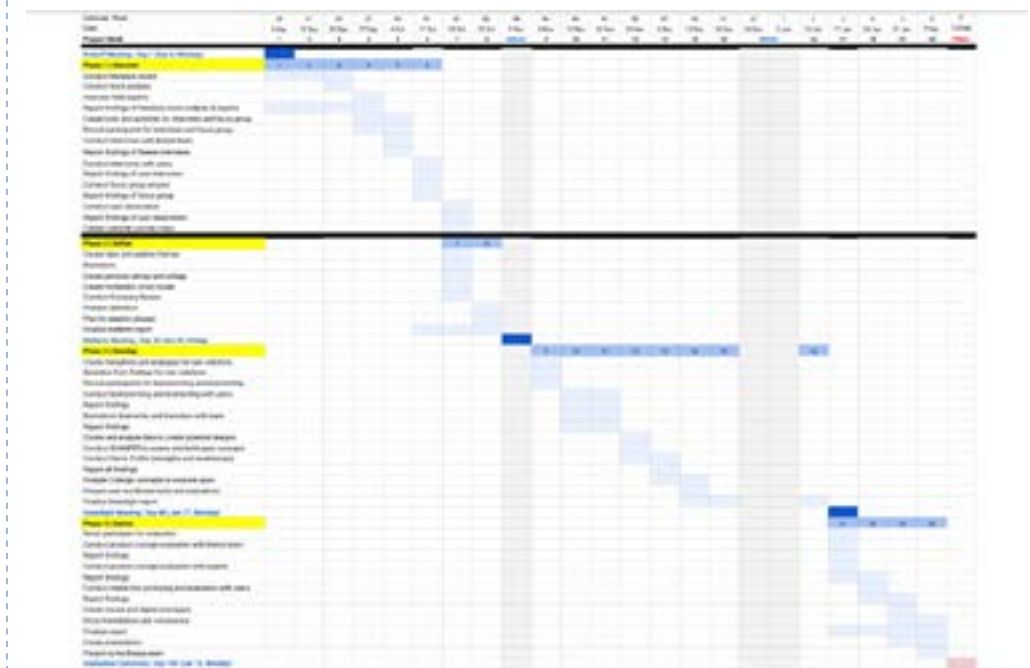
The main design question is:

- 8) How can design enhance the online dating experience and increase the like-rate of Breeze’s YUP female users in the Netherlands?

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 6 - 9 - 2021 14 - 2 - 2022 end date



This project will be done full-time. A total of 16 working-days will be taken off during the research as a break. The thesis with Breeze will also act as an internship, where I will work with the marketing team, carrying out thesis-related tasks (research methods and writing articles). For the thesis, both primary & secondary research will be conducted. I will start with literature reviews within the fields of decision making, cultural studies, sociology, psychology, and consumer behavior. Trend analyses will be carried out to see where Breeze lies within their corresponding industry. During the research, I will strive to maintain cultural sensitivity to the information I come across, especially within the realm of gender, age groups, inclusiveness and exclusivity of my findings. This phase will help me discover relevant information on the topic for the following field research and for the definition of the specific design goal.

Interviews with the target users, the Breeze team, and field experts will help better identify and define the culture, needs, and values of the intended users, their perceptions, opinions, and motivations for using the service by comparing and assessing findings for input for conceptualization. Additionally, user observation of Breeze female users will help clarify the limitations and strengths of the presented profiles and the service. Company analyses will help systematically assess the strategic positioning of Breeze, the problem definition, and find opportunities for new product ideas along with the findings of the other field studies. With the findings evaluated, a concept will be selected, tested, and validated through surveys, product concept evaluations with the team and users, and expert evaluations. At the end of this project, I will deliver a report supported by visuals, created infographics of findings and data, digital prototype proposals, and a final presentation.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

As a third-culture-kid, I have always been fascinated by sociocultural factors that influence the values, needs, and behaviors of individuals in different contexts. The COVID pandemic proved humankind's resilience to the lack of ritualized physical connection and communication, and has exposed the significance of technology for the maintenance and mediation of human connection. The online domain is more vital than ever. As a single individual, stuck in my room, I found myself reflecting upon the concept of love and the opportunities of finding it on a screen, nestled in the palm of my hand.

Whether one is looking for an intimate or casual relationship, online dating applications provide a gateway for meeting a potential mate. As a relatively experienced dating app user myself, I began to feel repulsed by the idea of swiping over and over again, like shopping for a perfect avatar. Biases and prejudices emerged the more I glared into the photos of individuals I had before me, and I wondered at what point I became so desensitized to the presented data and became the victim of the economic policy, law of diminishing marginal returns. I relied religiously on visual and textual cues that hinted at the 'vibe' and nature of the person, leading to the realization that the information that we have on profiles now is not enough/relevant, and our evolving needs are not matched.

When meeting the team of Breeze, they informed me of the difference between the activity of male and female users- this sparked an interest immediately. Why is there a difference in activity in the first place? Decision making is a field I was attracted to when taking the Design Strategy Project, Brand Product Commercialization, and Consumer Behavior classes in the year before. With such areas of research come themes that I find fit me well as a designer, such as: design anthropology, psychology, user-centered design, emotion-driven design, and digital innovation. These areas require the exploration of research methods and approaches I would like to develop my competencies in. Finally, taking the Culture Sensitive Design class was a pivotal stage for me in my Strategic Product Design education, where my obsession for cultural studies married my drive for creating future-proof strategies and innovations.

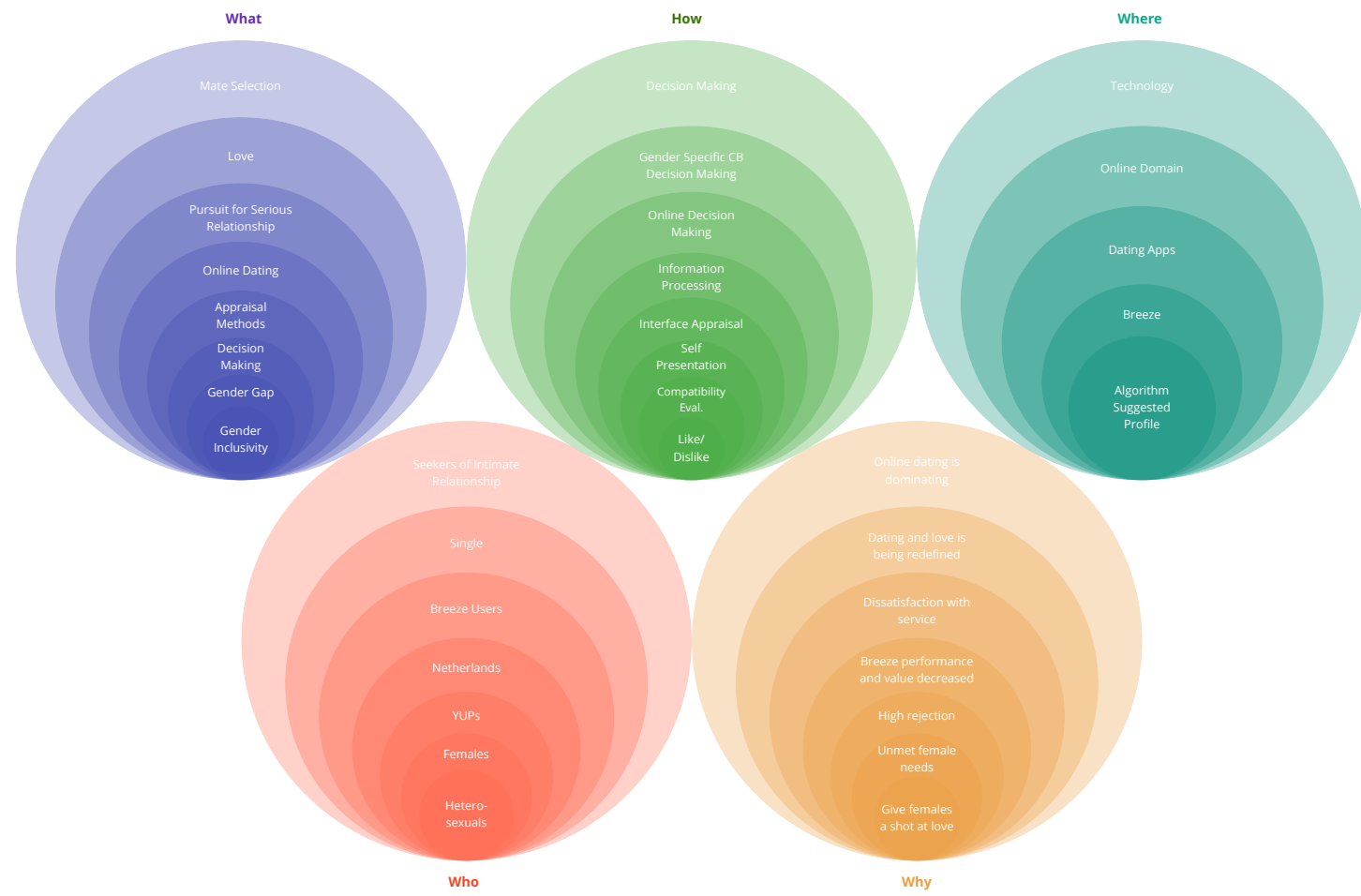
A sociological perspective is an approach I want to delve into when applying culturally sensitive research and analyzing the findings. As this thesis revolves around female users, I want to strengthen my abilities of applying societal factors, such as gender, into design, knowing that such concepts are actively evolving and being redefined (as gender is not strictly binary and will not always be as generalizable). With my findings, I aim to question the relevance and validity of what I discover, while also proposing a feasible direction/design element for Breeze for the desired time frame (with their future vision in mind). An additional goal of mine is to apply the studied research methods into a real context with immediate feedback, and experiment with new SPD approaches that will enhance and enrich the research and analysis process of the project.

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

B

DISCOVER PHASE

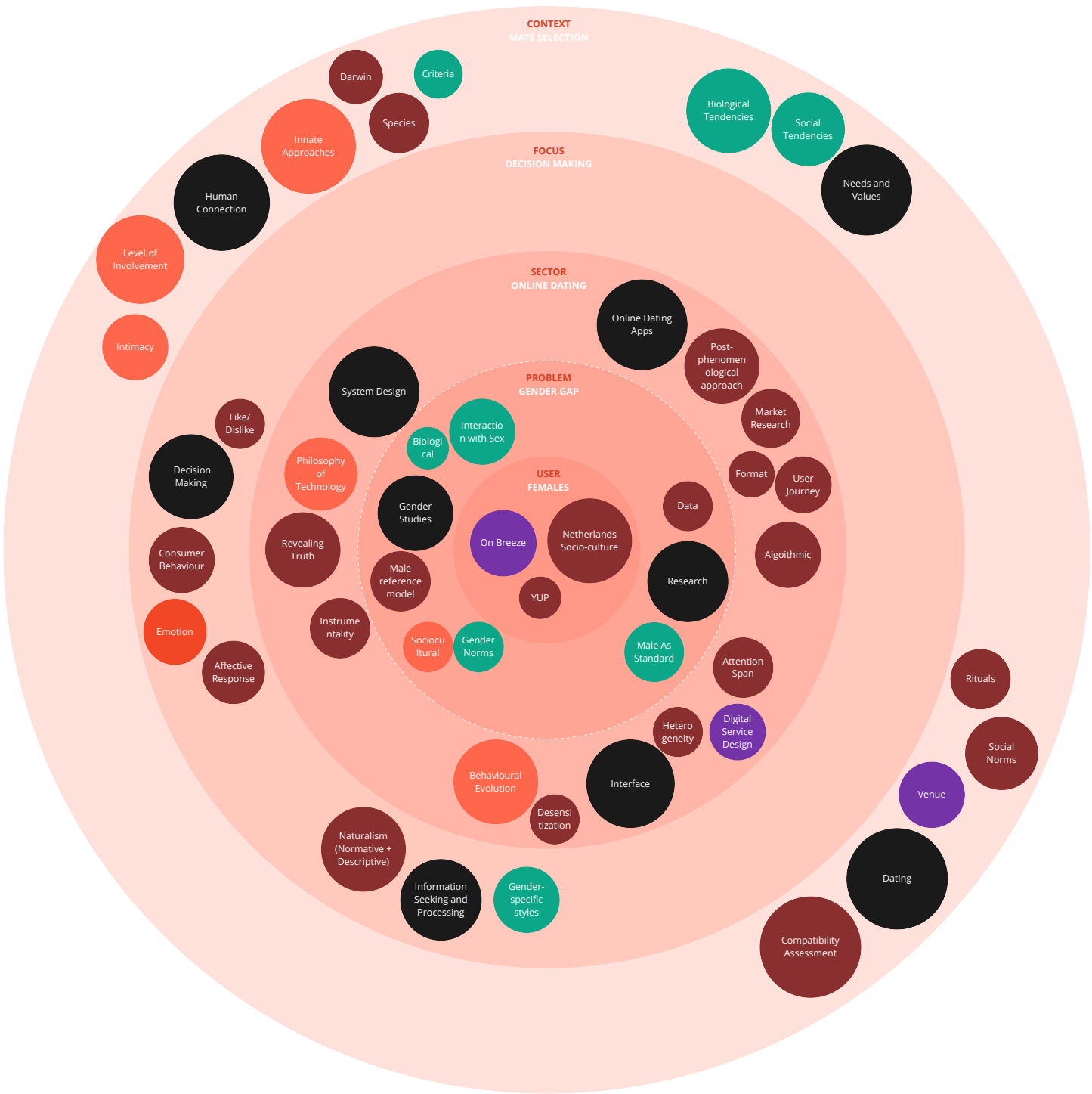


B.1 THE WHAT, HOW, WHERE, WHO, AND WHY

The figure above was created to help determine the significance of the research and the active key players. This was created both during and after the literature review phase, to help better organize the structure of the exploration.

B.2 LITERATURE REVIEW SUBJECTS

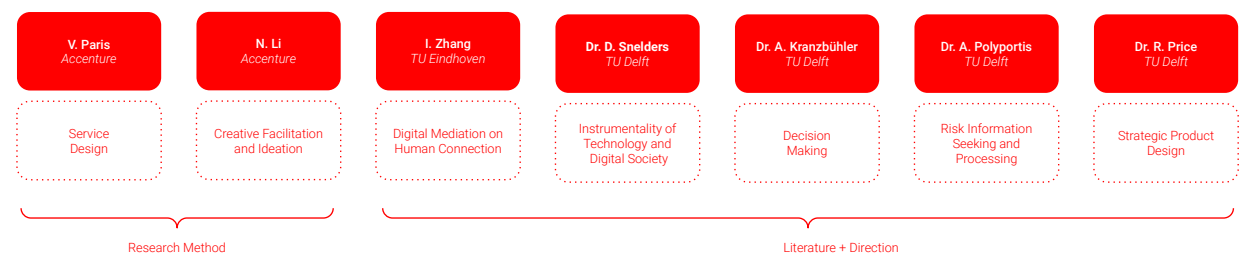
The figure on the right was created after the completion of Discover phase, in which all of the researched subjects were placed within a one circle venn diagram to better understand their interconnectedness to one another. This overview helped determine the priority topics.



Mate Selection	Decision Making	Online Dating	Gender Gap in Design	Female User
Human Connection	Dating	Online Rituals	Male Standard of Dating Apps	Introduction of Breeze
Gender Specific Needs and Values	Affective Response	Instrumentalism of Technology	Research Gap	Value Proposition and Business Model
Rituals for Compatibility Assessment	Gender-Specific Decision Making	System Design	Gender Studies	Dilemma
	Risk Information Seeking and Processing	Interface	Gender Gap	Impact on Growth
	Application to Online Dating Apps	Data Presentation	Unmet Values and Needs	Aim for Intersectionality
			Impact on Behavioural Evolution	Cultural Sensitivity
				Scope

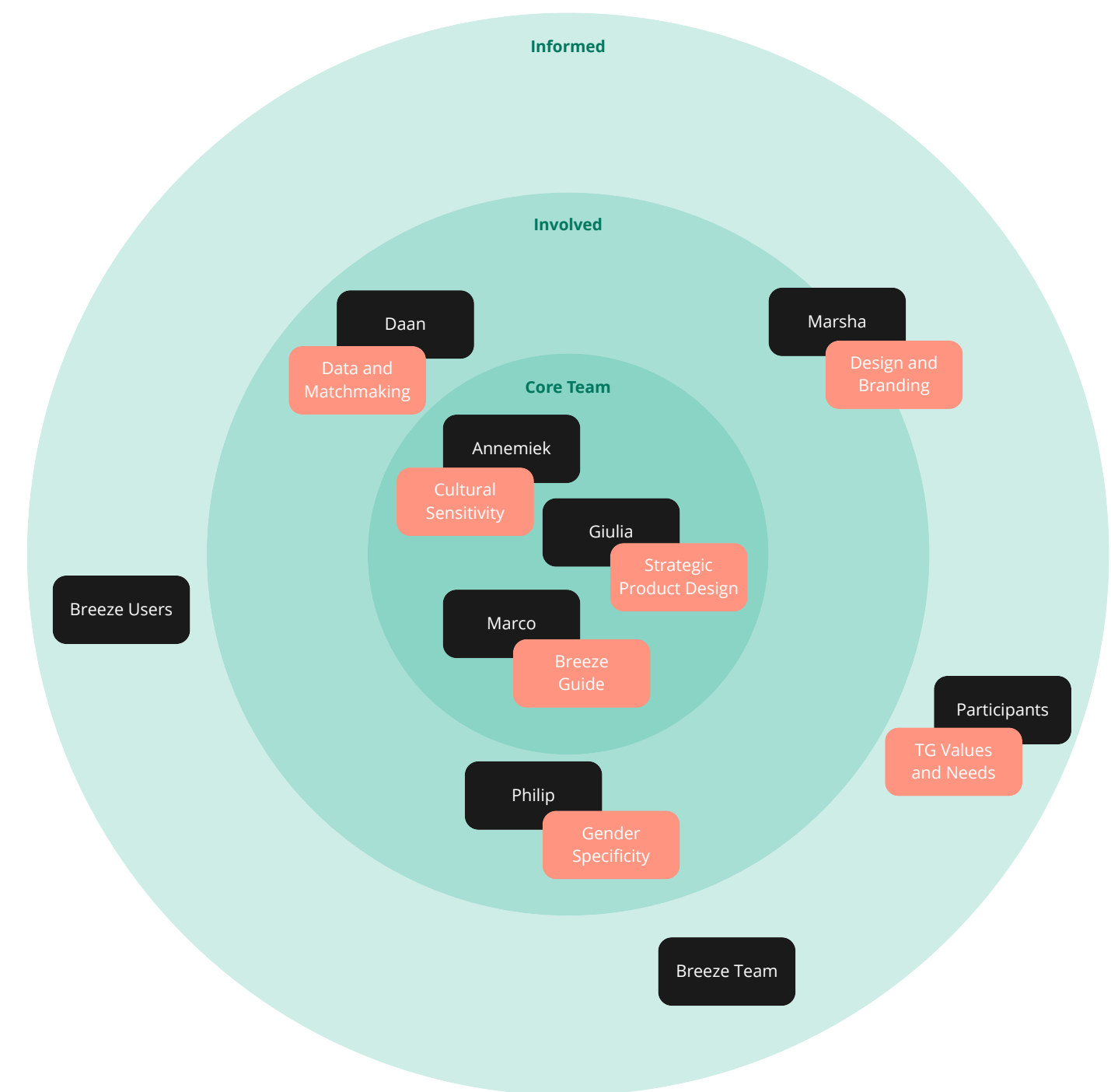
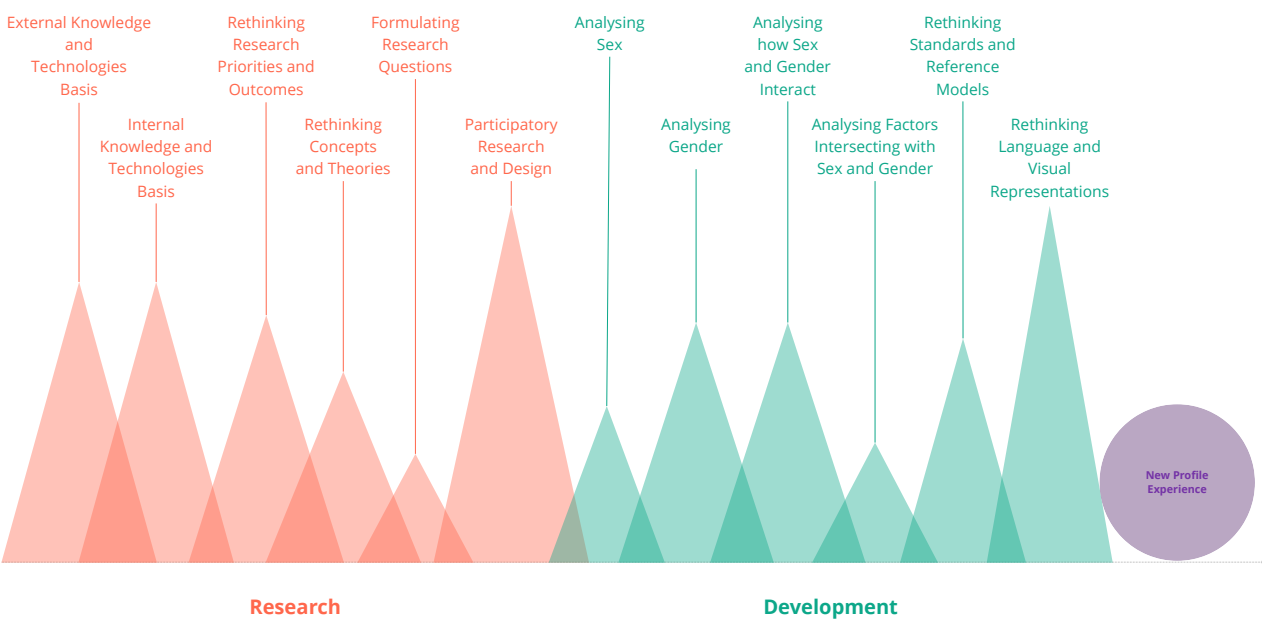
B.3
LIST OF
FIELD EXPERTS

The list of experts listed below were involved throughout the whole research, providing feedback, guidance, and insights on both the design and research directions of the project.



B.4
INTEGRATING GENDER
METHODS INTO DESIGN

Due to the gender-specificity of the project, a gender intersectional and inclusive method was chosen to guide the whole process. Stanford's "Integrating Gender Methods into Engineering Process" (2022) was used as inspiration and adjusted for the sake of the planned research and design process.











B.5
STAKEHOLDER
MAP

The figure on the right was created after the completion of Discover phase, in which all of the researched subjects were placed within a one circle venn diagram to better understand their interconnectedness to one another. This overview helped determine the priority topics.

B.6 SERVICE BLUEPRINT: SESSION WARMUP

Introductions

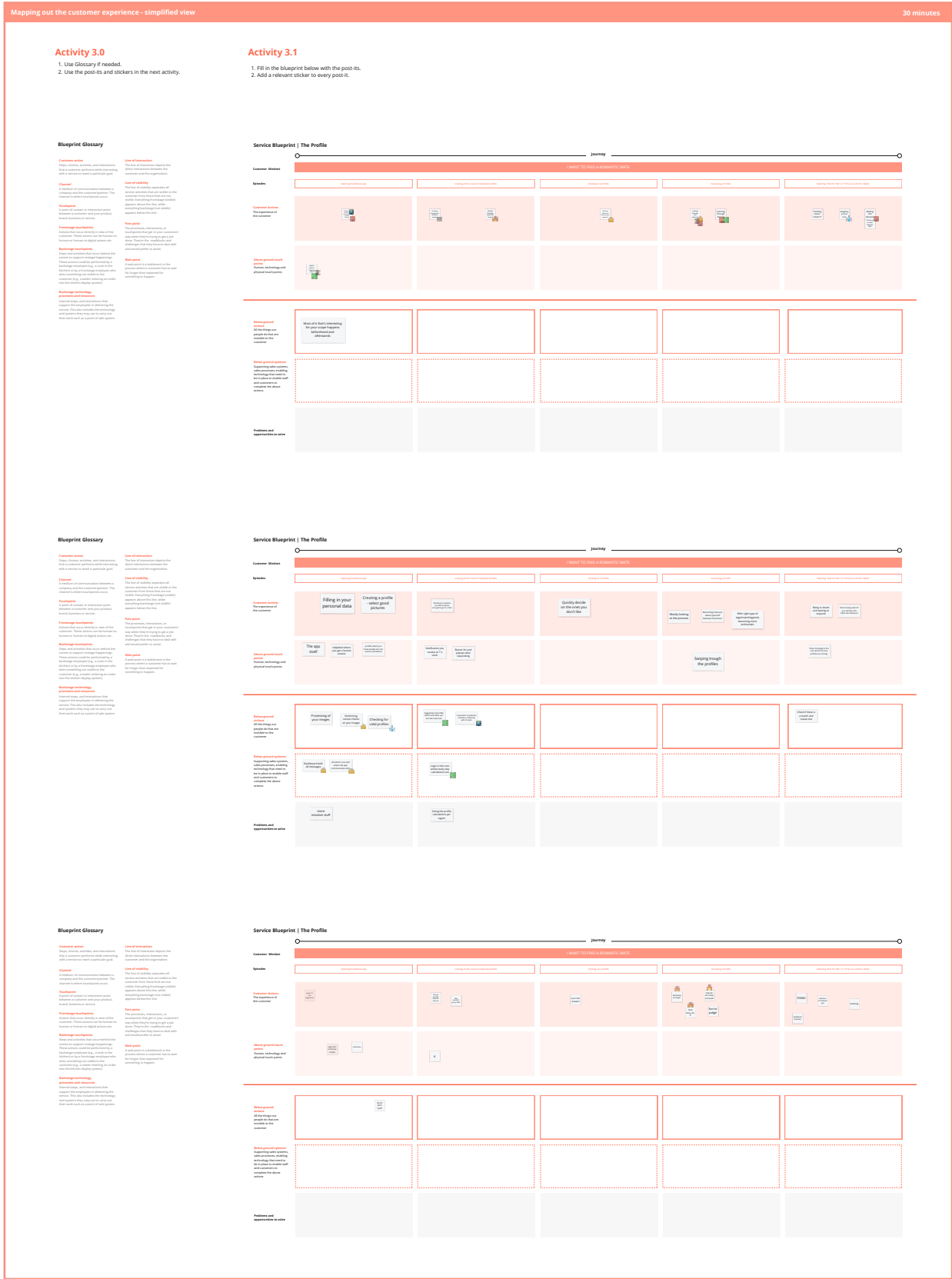
15 minutes

Agenda		Activity 1.1		Activity 1.2			
5 min.	Welcome, why are we here, what is the purpose of the session	1. Fill in the introduction card and answer the following questions. 2. Everyone shares their answers one at a time.		1. Ideate three superpowers/abilities you would like to have. 2. Draw a character that represents those 3 superpowers — you can use the pen tool, google images, shapes - it's up to you!. You have 120 seconds. 3. Scramble up. Finish someone else's drawing. You have 90 seconds. 4. Name and share your character/being.			
15 min.	Introduction Cards + ice breaker	<div> <div>EXAMPLE</div> <div>  </div> <div> Hello, my name is Jemal My role is Thesis Student If I was an ice cream flavour, I'd be Mint If happiness was a smell, it would smell like Fresh Baked Bread A perfect date for me would be Biking around the city (casualty) </div> </div>		<div> <div> Your 3 super powers (e.g can breathe underwater, ability to read minds) </div> <div> <div>Breathe underwater</div> <div>Ability to read minds</div> <div>Fly</div> </div> <div> Draw your character  </div> </div>			
15 min.	Empathy Map and Context Map	<div> <div></div> <div>  </div> <div> Hello, my name is Marsha My role is Head of Product If I was an ice cream flavour, I'd be Yoghurt If happiness was a smell, it would smell like Cotton candy A perfect date for me would be Food and Alcohol </div> </div>		<div> <div> Your 3 super powers (e.g can breathe underwater, ability to read minds) </div> <div> <div>Breathe underwater</div> <div>Ability to read minds</div> <div>Fly</div> </div> <div> Draw your character  </div> </div>			
15 min.	Discussion						
15 min.	Service Blueprint Walkthrough Filling it out						
15 min.	Discussion						
15 min.	Creating Action Plans						
10 min.	Discussion						
	Workshop feedback						
Total time	120 min.						
Outcomes		<ul style="list-style-type: none"> Pain and/or gain points identified Understanding of the customer at a high level Understanding Breeze's stance on the thesis context Understanding of what needs to change to improve the service (profile) experience. 					
		<div> <div></div> <div>  </div> <div> Hello, my name is Daan My role is VP Matchmaking If I was an ice cream flavour, I'd be Deiftenaartje If happiness was a smell, it would smell like the one where you immediately meet the love of your life </div> </div>		<div> <div> Your 3 super powers (e.g can breathe underwater, ability to read minds) </div> <div> <div>Perfectly predict the stock market</div> <div>No sleep</div> <div>Unlimited energy (except if I don't want to)</div> </div> <div> Draw your character  </div> </div>			
		<div> <div></div> <div>  </div> <div> Hello, my name is Philip My role is CFO If I was an ice cream flavour, I'd be Vegan protein-enriched If happiness was a smell, it would smell like sweat A perfect date for me would be make a dating app startup </div> </div>		<div> <div> Your 3 super powers (e.g can breathe underwater, ability to read minds) </div> <div> <div>unlimity switch superpowers</div> <div>unbound knowledge of past/present/future in events without compromise on processing speed</div> <div>inability to die or age</div> </div> <div> Draw your character  </div> </div>			

B.7 SERVICE BLUEPRINT: EMPATHY AND CONTEXT MAP

[illegible]

B.8
SERVICE BLUEPRINT:
CUSTOMER EXPERIENCE MAP



B.9
SERVICE BLUEPRINT:
EMPATHY MAP FINDINGS



B.10

SERVICE BLUEPRINT:
CONTEXT MAP FINDINGS



B.11

BREEZE GUIDANCE
AND MENTORSHIP

A consistent and collaborative relationship with Breeze was maintained consistently throughout the research process by taking all the stakeholders into account and involving them in the design process such as the kickoff, midterm, concept introduction, ideation sessions, etc. The research birthed design milestones along the way that the team of Breeze was informed on with the intention of keeping them updated with the direction, getting aligned with their vision for a feasible end product, and receiving critical evaluations for further development.

As the client of this research, understanding Breeze’s needs will potentially lead to a design that adds value within the overlap between the company’s objectives and the desires of the target user (scope) of the research. The Breeze team/organization contains values, beliefs, needs, and ambitions that the final deliverables aim to contribute to in alignment with a number of external components such as competitive positioning and the cultural landscape. Therefore, understanding the internal and external components will help the decision making process of creating a design that adds value and provides competitive advantage, while also supporting the viability of the challenges faced by Breeze and its customers.

Additionally, weekly, bi-weekly, and monthly feedback sessions were carried out with selected Breeze team members individually to converse on topics of the research and receive extensive evaluation on the direction from their role-specific perspectives. This was carried out to stay aligned with the client along with personal design decisions made to produce feasible proposals that will address the goals, values, and strategic priorities of Breeze.

B.12

UNDERSTANDING THE MATCHMAKING ALGORITHM

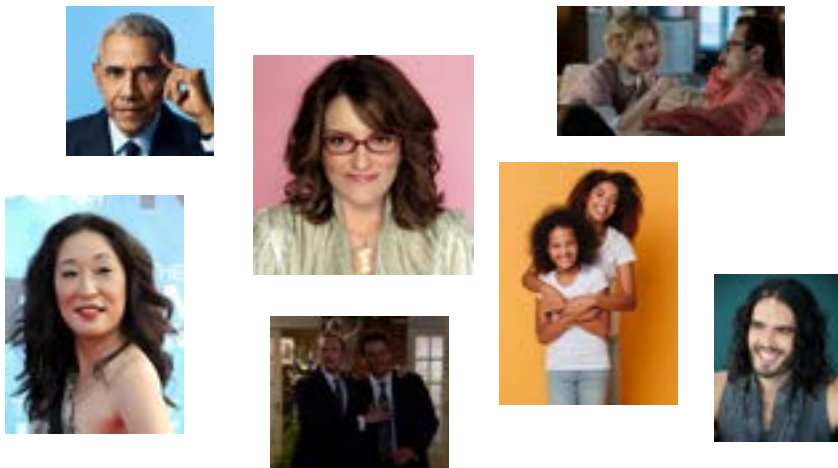
To better understand how Breeze’s algorithm matches potential heterosexual couples together, a meeting was carried out with the Head of Matchmaking, Daan Alkemade. The figure below was created as a visualization of the findings. This meeting was intended to get a feel for the current system of the service, and create guidelines/propose new methods for when the concepts were created.



C

DEFINE PHASE

C.1
BRAND ANALYSIS:
MOODBOARDS



Breeze as a persona inspired by public figures and media

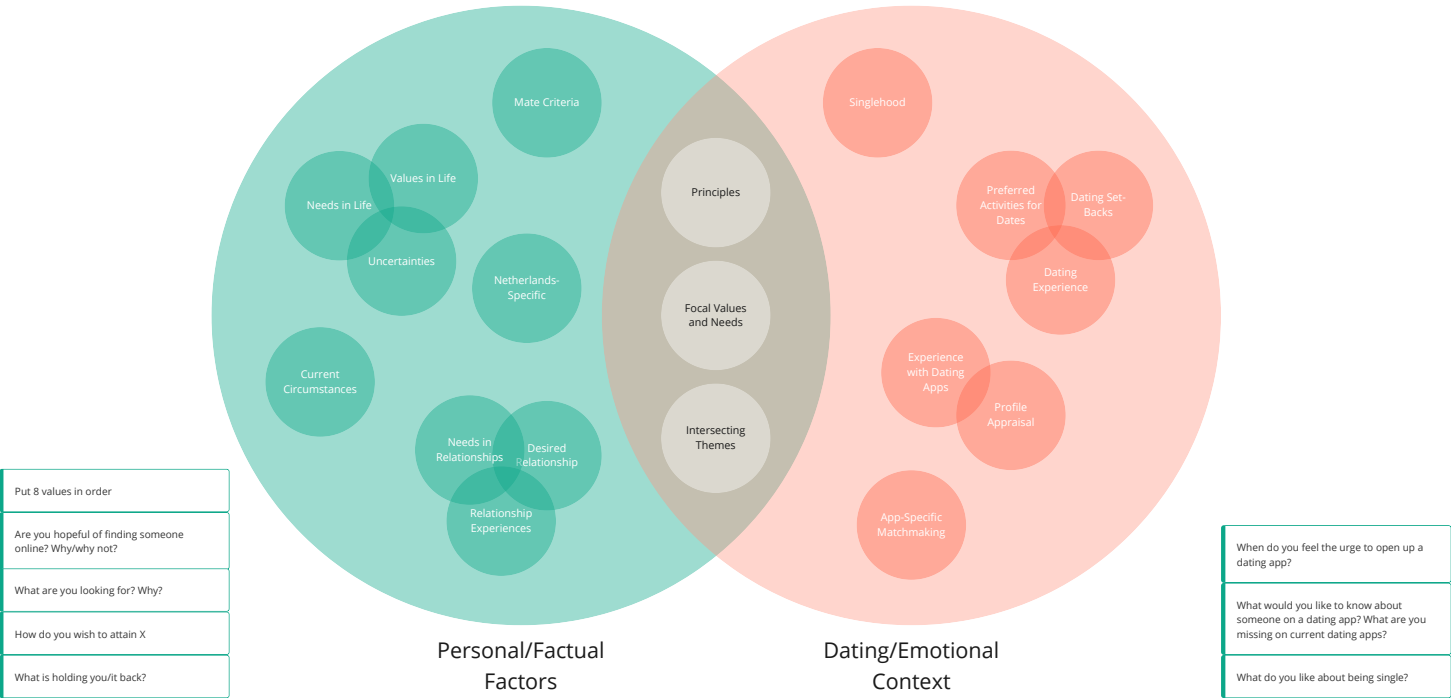


The Breeze tone of voice perceived as a lovinly, honest, and goofy friend who wants what's best for you



The service is used by YUP users on their commute to work/back home, at work, with friends, or time of leisure, like in bed

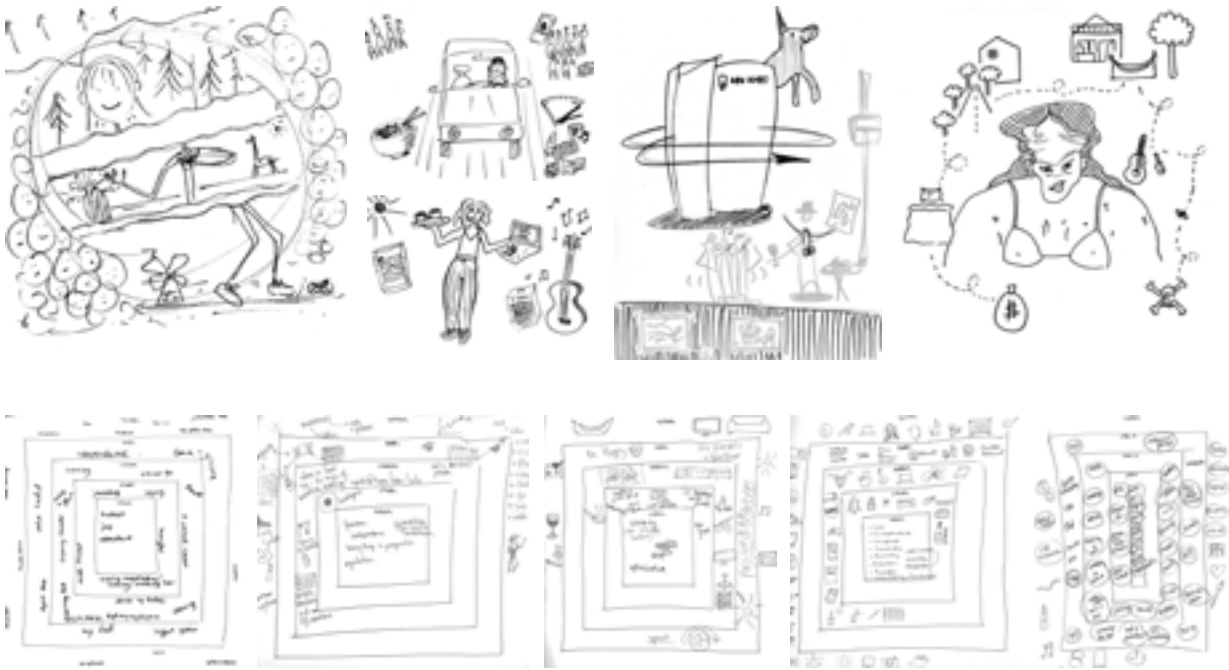
C.2
FOCUS GROUP: PLANNING
AND SETTING GOALS



C.3
FOCUS GROUP: PROCEDURE
AND QUESTIONS

AIM	USERS	SET-UP	QUESTIONS	TO DO
1. Define the Target Group	Cis-Gendered Females	Dinner with Drinks	General introductory sentences	Consent Form
2. Select Focus from Scope	24-35 Years Old	Sensitizing Activities	Put 7 values in order	Activities for each section
3. Decide Upon Direction	Young Urban Professionals	Probing Questions	When do you feel the urge to open up a dating app?	Agenda
4. Create Breeze Design Principles	Breeze Users (or not)	Clustering and Framing Findings	Are you hopeful of finding someone online? Why/why not?	
	Total of 4 Participants		What would you like to know about someone on a dating app? What are you missing on current dating apps?	
			What do you like about being single?	
			What are you looking for? Why?	
			How do you wish to attain X	
			What is holding you/it back?	

C.4 FOCUS GROUP: ACTIVITY RESPONSES



C.5 FOCUS GROUP: MATE CRITERIA RESPONSES

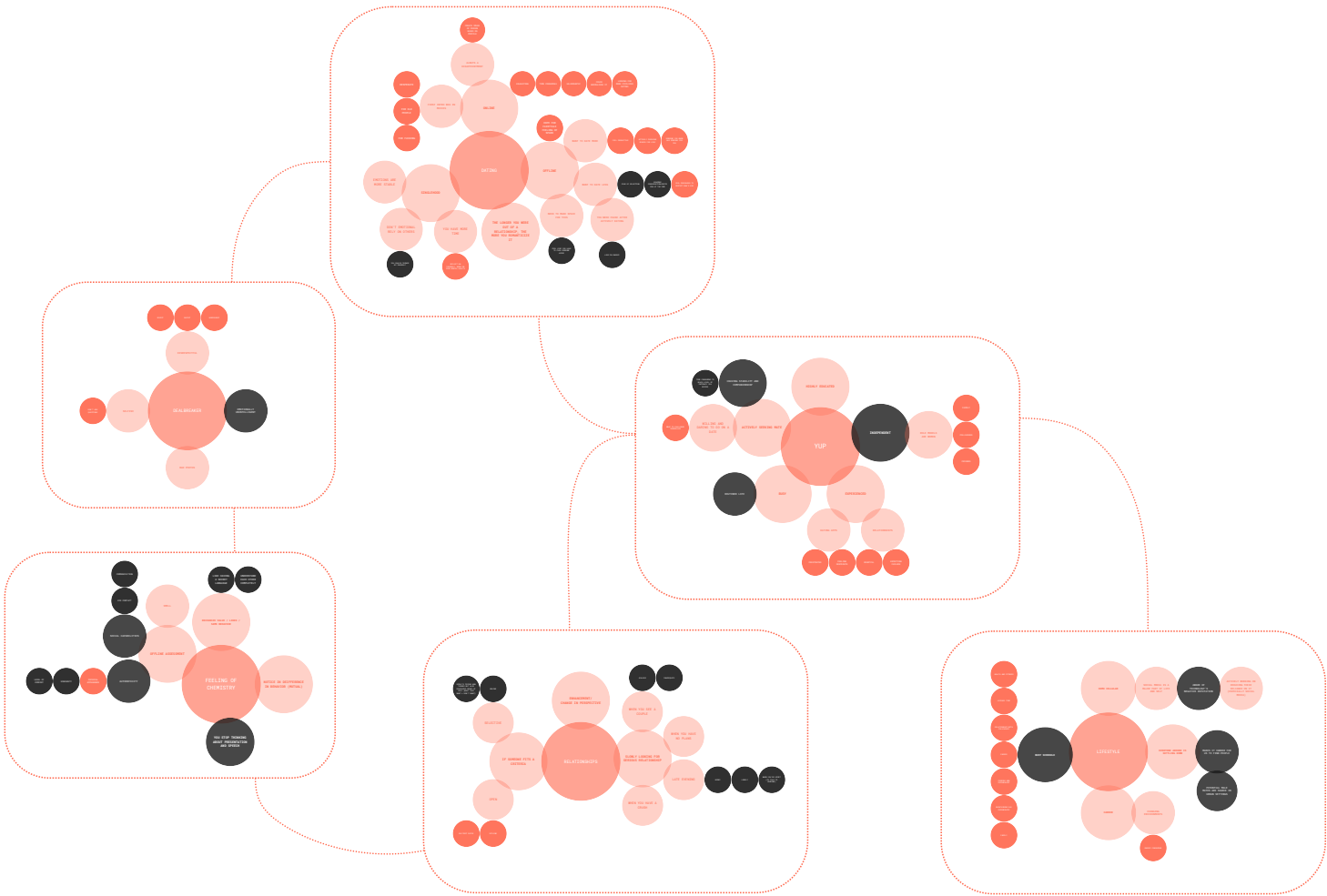


C.6 FOCUS GROUP: FINDINGS CLUSTERING



C.7

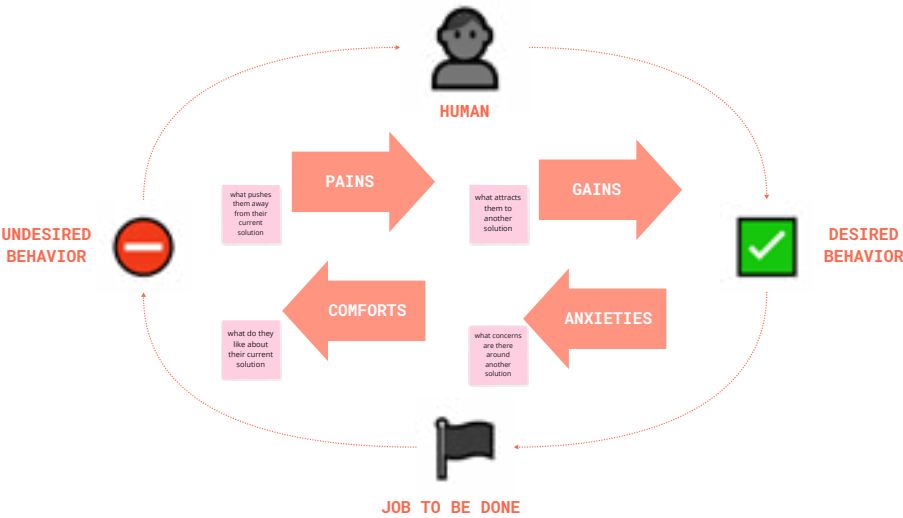
FOCUS GROUP: KEY INSIGHTS CLUSTERING



C.8

FOCUS GROUP: BEHAVIORAL DESIGN CANVAS

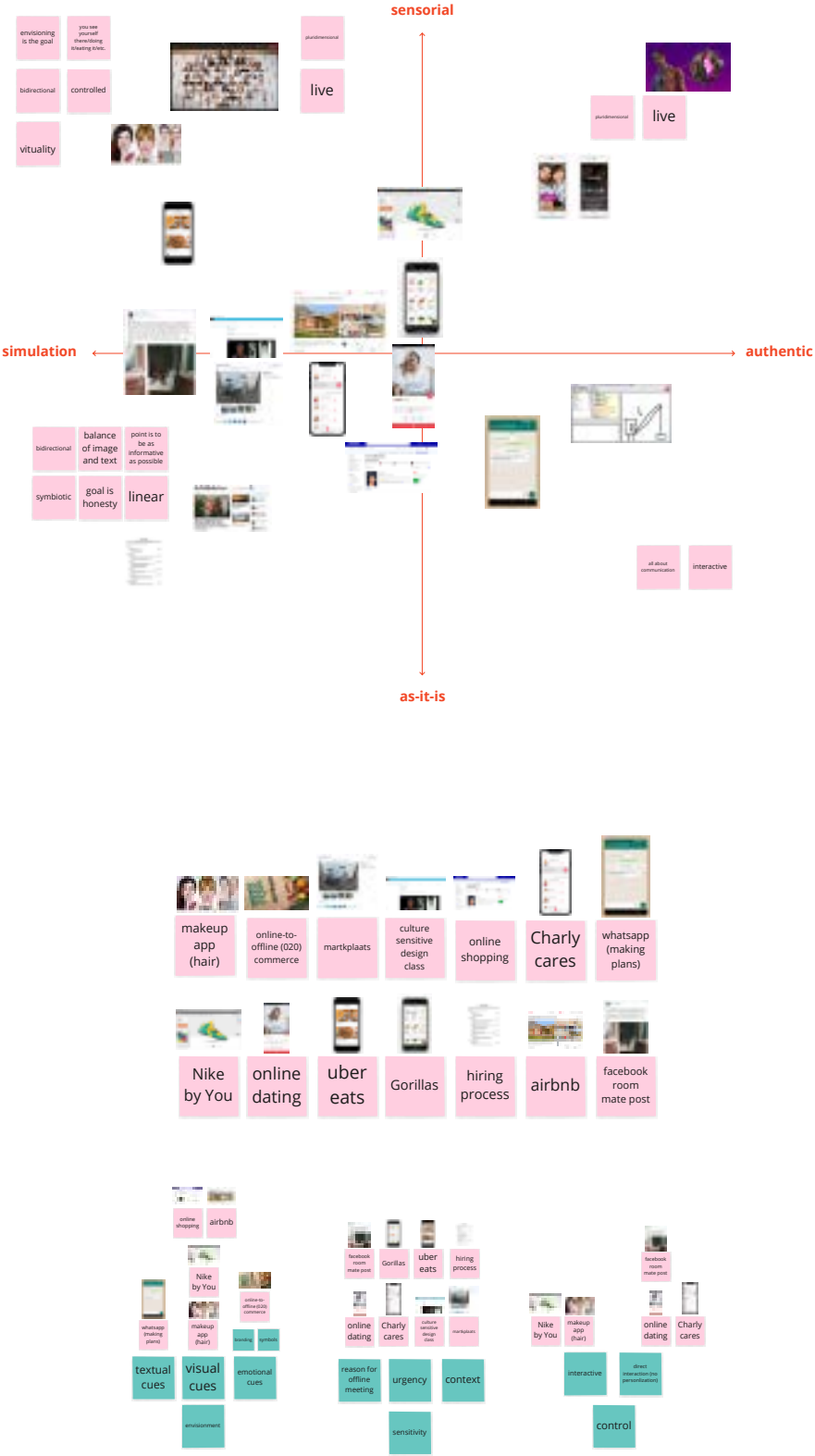
PAINS	WHO	GAINS
<div>not liking the presented profiles</div> <div>uncertainty on risk</div> <div>own demotivated judgement</div> <div>insufficient motivation for date</div> <div>no love in life</div> <div>no enough available men (in their standards)</div> <div>no dating activity</div> <div>online dating is less romantic</div> <div>chemistry is not detectable</div>	<div>YUP</div> <div>cis-gendered</div> <div>heterosexual</div> <div>females</div> <div>full schedule</div> <div>independent</div> <div>experienced in dating and/or relationships</div> <div>in tune with own identity</div> <div>highly educated</div> <div>highly selective on dating apps</div>	<div>a date</div> <div>fun time</div> <div>shot at potential relationship</div> <div>meeting someone new</div> <div>being out there</div> <div>gaining new dating experience</div> <div>gaining new perspective</div>
CURRENT BEHAVIOR		DESIRED BEHAVIOR
<div>not liking the presented profiles</div> <div>deleting app</div> <div>churning</div> <div>avoiding making a decision</div> <div>choosing "not for me"</div>		<div>liking a profile</div> <div>going on a date</div> <div>sufficient information</div> <div>less perceived risk</div>
COMFORTS	JOB TO BE DONE	ANXIETIES
<div>safety</div> <div>not changing routine and perspective</div> <div>not being vulnerable</div> <div>not having to socialize</div> <div>not risking a bad time</div> <div>not risking waste in time</div>	<div>avoid having a really bad date</div> <div>avoid danger</div> <div>avoid waste in time</div> <div>avoid awkwardness</div>	<div>negative interaction</div> <div>having someone like you and you not like them</div> <div>socializing</div> <div>person could be really boring</div> <div>person could not meet your criteria</div> <div>fear of rejection</div> <div>ghosting the conversation at the end</div>



C.9
USER OBSERVATIONS:
CLUSTERING FINDINGS



C.10
USER OBSERVATIONS:
ONLINE TO OFFLINE AXES



CHECKLIST

- Pen & paper
 - Phone
 - Laptop
 - Recording device
 - Coffee
-

INTRODUCTORY SCRIPT

1. I am researching online dating, the modern mode for mate selection.
2. You were selected for the interview because of your (1) age (2) gender (3) single status.
3. I would like to assure the anonymity and confidentiality of the inter view, you may withdraw from the inter view at any point.
4. Please let me know if you consent to this interview.
5. There are no right or wrong answers, I am interested in your opinions and personal experiences.
6. You are free to interrupt at any time.
7. I would like your permission to record.

1. What is the best kind of environment for meeting someone? Why?
 2. Describe how you feel when you see someone you like/are interested in in that space.
 3. What are some contextual cues to chemistry/connection in this space?
 4. Do you think the environment plays a part in connection/chemistry? Why and how?
 5. When was the last time you felt connection/chemistry in an offline space?
-

Social

1. What made you realize you were attracted to them?
 2. Were they being social with other people?
 3. What does someone’s social interaction and relation to others tell you about them?
 4. Is their social interaction/relation to others important to you? Why?
 5. What are some red flags with their social abilities?
 6. Do you think you’ve ever had wrong impressions based on their social interactions? (Name both good and bad impressions).
 7. Why do you think this happens?
-

Contextual

1. Did the context you were in influence this impression? How so?
2. How did this environment influence you and your behavior?
3. Do you think the environment influenced their behavior?
4. What’s a context in which someone could be their most authentic selves you think? Why?

THEME 2:
ONLINE NEEDS IN MATE SELECTION

ATTITUDINAL

- 1. Let's go online now. On what platforms would you say you can form an attraction or connection to someone?
- 2. What things are you often attracted to when seeing/talking to some one online?
- 3. What are the first things you look for on a profile you think?
- 4. What are some online red flags?

SOCIAL

- 1. How can you usually tell if someone is social online?
- 2. Is it attractive to see this?
- 3. Do you care about their relationship with others?
- 4. How can you spot these relationships?
- 5. What are some ways you yourself show this?

CONTEXTUAL

- 1. What is something else contextual that you would like to know about a person?

DESCRIPTIVE

- 1. Have you ever had a wrong impression about someone online?
- 2. Why do you think this happened?
- 3. Is this something that happens frequently?
- 4. What are some examples of wrong impressions you have had? (Good and bad).
- 5. What could have helped eliminate/reduce this wrong impression?

THEME 3:
RISK

- 1. Did you ever feel unsure/uncertain about someone, and then it all changed for the better (from online to offline)?
- 2. What happened in that situation?
- 3. What information did you need/were exposed to?
- 4. Think about this, but in an online to offline situation. Did this ever happen to you?
- 5. What was the information that was missing online, that you saw offline?

THEME 4:
INFORMATION PROCESSING

- 1. Are you pretty confident in how you judge people online?
- 2. Do you think you're biased?
- 3. Are you aware of this?
- 4. Are there certain online stereotypes?
- 5. What information are you using when it comes to predicting some one's character?
- 6. How do you think your judgment is different from instagram (for eg.) to a profile?

CLOSURE

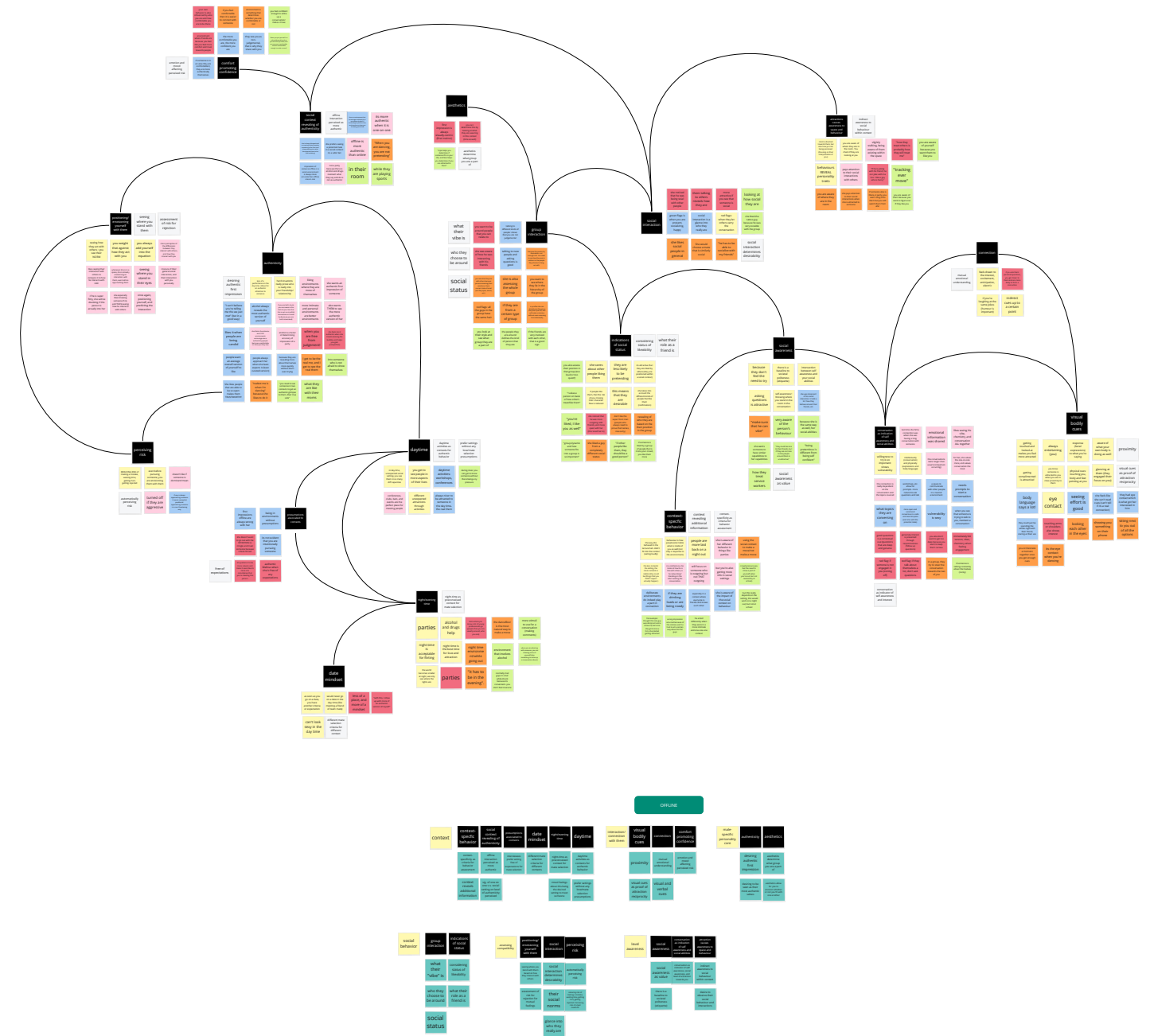
- 1. My research is about mate selection online. Thank you for your use ful insights!
- 2. I would like to check with you whether you missed important topics.
- 3. I will be using some information from this interview to support our research. I will also transcribe this interview with your permission.
- 4. Thank you for taking the time to contribute to my research!

C.12

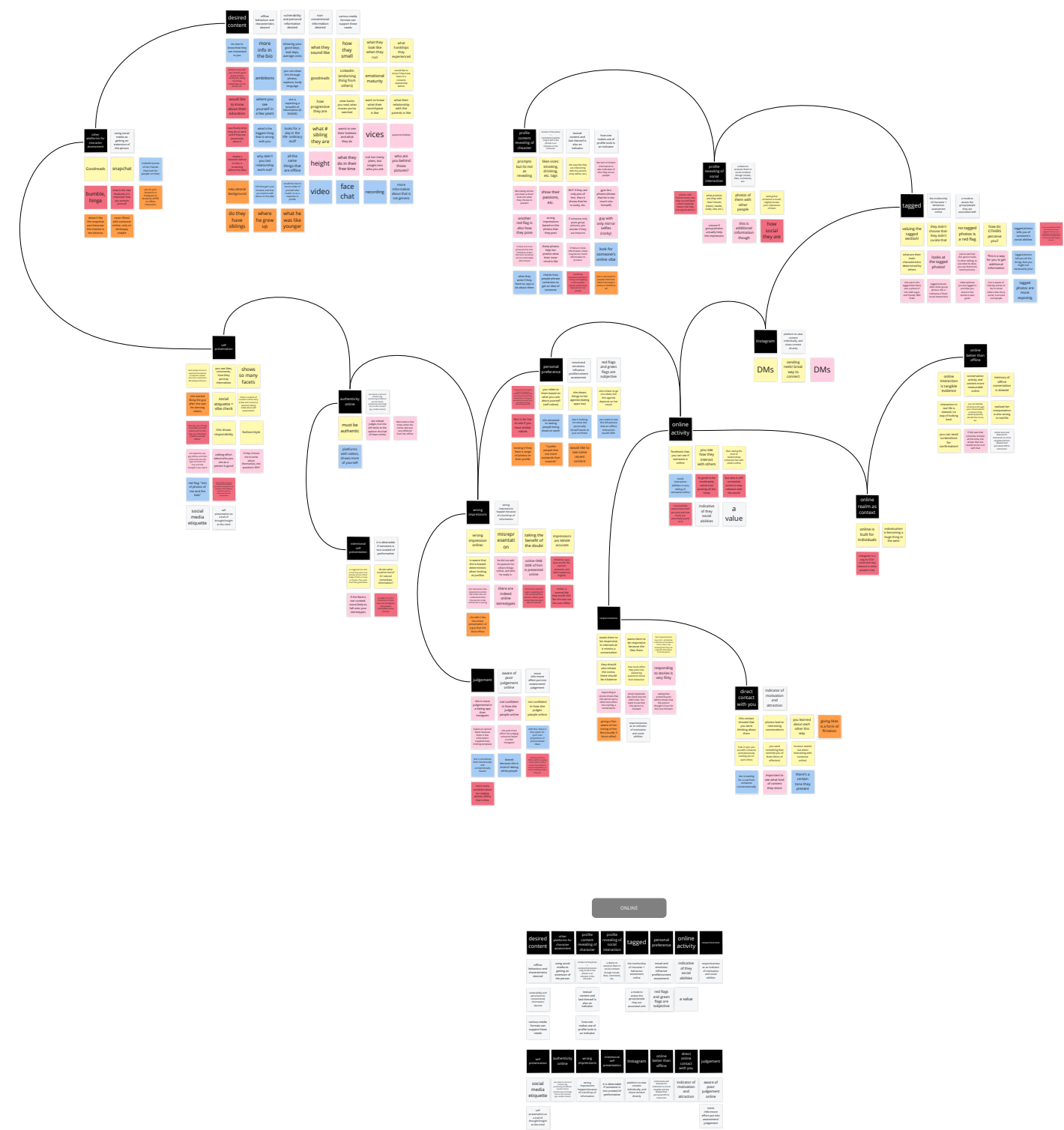
INTERVIEWS: REPORTING KEY FINDINGS



C.13 INTERVIEWS: OFFLINE REALM CLUSTER

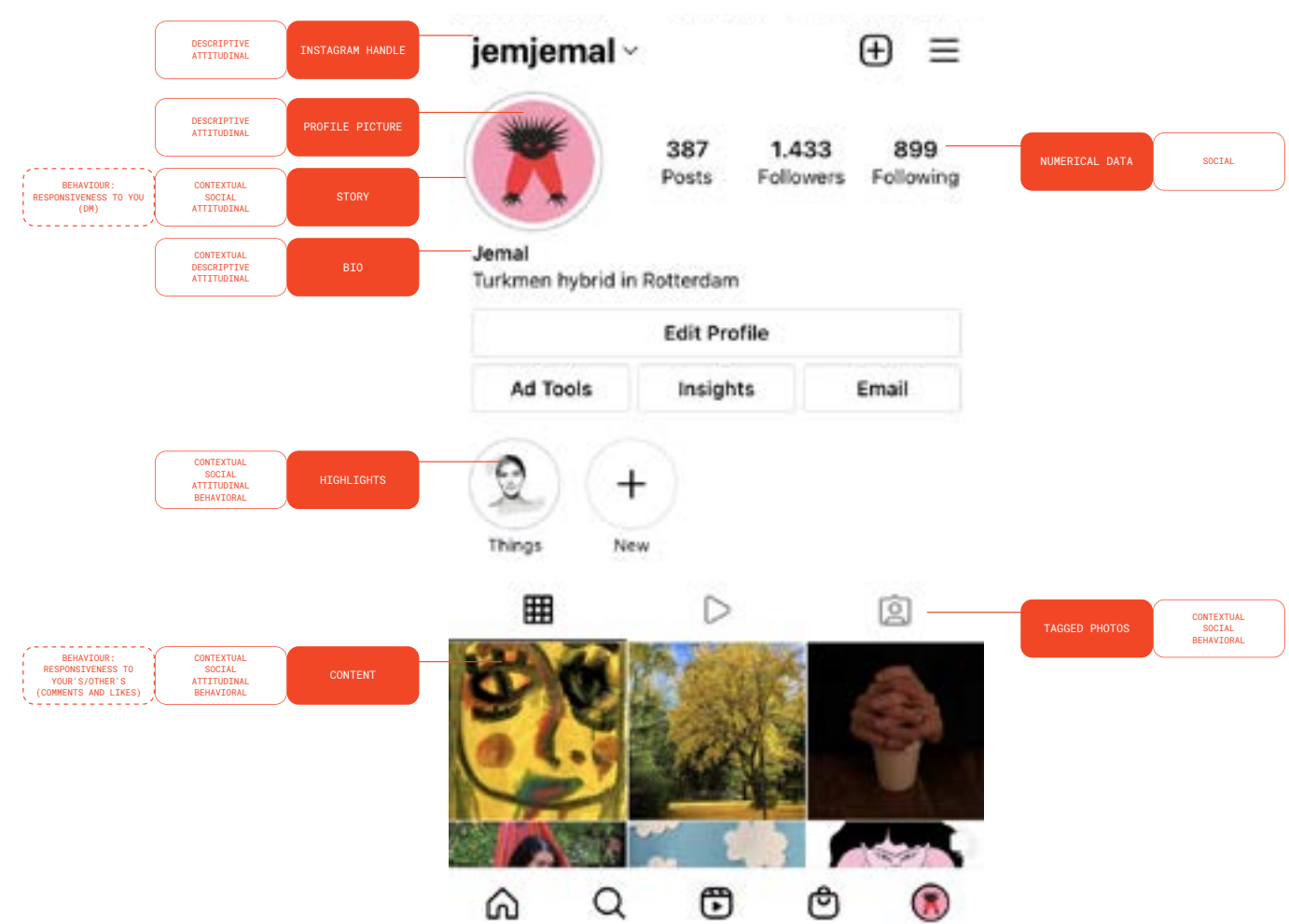


C.14
INTERVIEWS:
ONLINE REALM CLUSTER



C.15
INTERVIEWS:
INSTAGRAM POINTS OF INTEREST

From the intersecting findings and patterns discovered in the “online” part of the interviews, the figure below was created to identify the online data on an Instagram profile in reference to Myrthe Montijn’s “Personal Data Categories” (2017).





SHAMEIKA
OFFLINE

26 y/o
Based in Rotterdam
Political Science Student
Graphic Design Freelancer



EMOTIONS AND
SOCIAL BEHAVIOR
DURING OBSERVATION

CONTEXT

1.

Shameika forms a crush on Paul in her sociology class. She finds him attractive.

2.

She observes Paul participating in class. They even say "hi" to each other a few times.

3.

Shameika decides to go to [space] with her friends. She is not expecting anything.

4.

She notices Paul there. She sees that he is surrounded by his group of friends.

OBSERVATION

Shameika observes Paul interacting with the people he is around, and determines his social position.

She looks at his group of friends and wonders if this is a crowd she'd like to be a part of or would fit into.

Shameika pays attention to the way Paul treats those around him, and what his social behavior in this context is like.

She notices them locking eyes, and smiling at each other. She is trying to find out what his intentions are.

OBSERVATION

5.

Shameika observes Paul interacting with the people he is around, and determines his social position.

6.

She looks at his group of friends and wonders if this is a crowd she'd like to be a part of or would fit into.

7.

Shameika pays attention to the way Paul treats those around him, and what his social behavior in this context is like.

8.

She notices them locking eyes, and smiling at each other. She is trying to find out what his intentions are.

EMOTIONS

interested
intrigued
attracted

intrigued
insecure
attracted

interested
intrigued
attracted

interested
excited
attracted

ENVISIONING

9.

People are approaching Paul, greeting and hugging him. Shameika can see that he is liked, and begins to envision them together.

10.

She can see that he is talking to other girls in a flirtatious way. She sees this as a red flag. The vision begins to break.

11.

Seeing this makes Shameika wonder if the way he looked and talked to her was even special. She sees this as a risk.

12.

Their eyes meet again a few times. She suspects again that the feelings are reciprocated.

SOCIAL BEHAVIOR

PERCEIVED RISKS

Shameika is conscious of his behavior in this social context.

PERCEIVED RISKS

Her alertness regarding their compatibility is triggered at the sight of the group he is with.

SOCIAL AWARENESS

Shameika is attracted to socially aware beings, and uses this moment to see if Paul passes the test.

VISUAL CUES

Based on the intense eye contact, she feels assured in his interest in her.

SOCIAL POSITION

She determines his position in this group based on visual cues and his body language.

BODY LANGUAGE

Due to their self presentation through the body language and aesthetics, she envisions her fit.

PERCEIVED RISKS

She is sensitive to his relationship with others as it exposes his level of desirability.

CHEMISTRY

The physical connection of their senses causes a spark between them.

SOCIAL GROUP

She refers to the people he is surrounded by, and uses this information to determine his character.

SOCIAL GROUP

The overall vibe of the social group allows for Shameika to better understand his choice in company.

AUTHENTICITY

This is a moment for Shameika to find out more about his personality core.

INTENTIONS

She perceives this as an indication of his consideration of her as a potential mate.

INTERACTION

13.

They approach each other and begin to talk amongst their friends. She sees that he is both a self and socially aware being.

14.

She sees a new side to him. She gets additional information on his character, and authenticates her image of him.

15.

There is chemistry and attraction between them. This can be seen from their body language and eye contact.

16.

She has enough information to feel certain that she would like to pursue him. She approaches him.



2

EMOTIONS AND SOCIAL BEHAVIOR DURING ENVISIONING

ENVISIONING

People are approaching Paul, greeting and hugging him. Shameika can see that he is liked, and begins to envision them together.

She can see that he is talking to other girls in a flirtatious way. She sees this as a red flag. The vision begins to break.

Seeing this makes Shameika wonder if the way he looked and talked to her was even special. She sees this as a risk.

Their eyes meet again a few times. She suspects again that the feelings are reciprocated.



3

EMOTIONS AND SOCIAL BEHAVIOR DURING INTERACTION

INTERACTION

They approach each other and begin to talk amongst their friends. She sees that he is both self and socially aware.

She sees a new side to him. She gets additional information on his character, and gets a more authentic image of him.

There is chemistry and attraction between them. This can be seen from their body language and eye contact.

She has enough information to feel certain that she would like to pursue him. She approaches him.

EMOTIONS

validated

attracted

assured

doubtful

insecure

disappointed

pessimistic

insecure

hopeless

re-assured

excited

interested

EMOTIONS

excited

attracted

nervous

assured

positive

intrigued

assured

positive

attracted

decisive

determined

attracted

SOCIAL BEHAVIOR

DESIRABILITY

Others approaching him tells Shameika that people desire an interaction with Paul.

PERCEIVED RISKS

Shameika begins to suspect that Paul is a player. She is cautious of his behavior.

SOCIAL AWARENESS

She questions his social awareness in this situation, and if he even considers her here.

VISUAL CUES

Based on their visual cues of showing interest, she reconsiders her doubt.

SOCIAL POSITION

It is evident that he holds a position in which his input in interactions is valued.

AUTHENTICITY

His intentions seems disingenuous if he treats every female the same way.

PERCEIVED RISKS

Shameika questions their compatibility, and feels threatened by potential competition.

CHEMISTRY

She is aware of this connection they are having, and feels a spark.

SOCIAL GROUP

She pays attention to the people who are approaching him and wonders if she relates to them.

INTENTIONS

She reconsiders his potential interest in her. She feels ashamed of even considering the possibility.

INTENTIONS

She begins to question her intentions with him due to the trigger of risk awareness.

INTENTIONS

She reconsiders his intentions once again, and is assured that it is mutual.

SOCIAL BEHAVIOR

CHEMISTRY

There is an obvious bond and connection between them as they stand beside each other.

AUTHENTICITY

Shameika sees various version of Paul, combining all to make an authentic overall image of him.

CHEMISTRY

Shameika's attraction to Paul grows, as verbal and visual flirtation occurs.

AUTHENTICITY

She has acquired sufficient information on his character and its level of authenticity.

SOCIAL AWARENESS

Paul is existing in that space, aware of the context and his proximity to Shameika.

VALUES AND NEEDS

Through their intimate conversation, she acquires his personal information.

INTENTIONS

She realizes one or both will soon act upon their attraction, and will make a move.

PERCEIVED RISKS

Shameika's estimation of potential risk is small enough for her to feel determined to make a move.

BODY LANGUAGE

Their body language proves interest. This makes Shameika excited and even more attracted to him.

TEMPERAMENT

In his responses, she processes his temperament adds it to her prediction of his character.

SOCIAL AWARENESS

Paul's continuous focus on Shameika suggests that despite the social context, he values the interaction with her.

CHEMISTRY

They get closer to each other, both physically and conversationally. Shameika feels like this is now the perfect time.

LEILA
ONLINE

30 y/o

Based in Amsterdam

Software Developer

Instagram User

CONTEXT

1.

Leila is on Instagram and comes across Dante's picture on her explore page.

2.

She sees that he has 802 followers, suggesting that he is not an influencer, and was a random suggestion on the explore page.

3.

Leila goes on his profile and finds his photography content quite interesting.

4.

As a sign of flirtation, she follows him and likes three of his pictures.

OBSERVATION

5.

Leila closely observes all the photos. She likes his eye, and finds his captions amusing.

6.

She sees some shots with his friends. They seem down to earth and funny, like Dante himself. They remind her of some of her own friends.

7.

Leila goes on his tagged photos, and sees a more intimate side to him. There are photos with his family, friends, and some reposted posts of his photography.

8.

She checks out his friends' profiles. There are photos of him there, smiling and enjoying the activity. She sees that his friends love him.

INTERACTION

9.

The next day, Dante follows her back and similarly likes 3 of her selfies.

10.

After a few days, Dante likes a photo she posted that same day. She feels confident enough to start a conversation now.

11.

Leila responds to a meme that Dante posts on his story. It's a specific type of humor, and she gets its reference.

12.

Dante and Leila begin a conversation in the DMs. It's short and witty. Both respond to each other after a few minutes or hours.

ENVISIONING

13.

After a few days of sending light messages, Leila forwards one of Dante's photography posts to him, and compliments his talents.

14.

They get into a deeper and longer conversation about each other's passions and lives for a few days. They like each others messages to show interest and agreement.

15.

The conversation gets dry at some point, and Dante does not respond for a whole day. This makes Leila feel anxious. She worries she annoyed him.

16.

The next day, Dante responds. He tells her how much he enjoys their conversation. Leila now feels like she would like to continue it in real life.

1

EMOTIONS AND
SOCIAL BEHAVIOR
DURING OBSERVATION

OBSERVATION

Leila closely observes all the photos. She likes his eye, and finds his captions amusing.

She sees some shots with his friends. They seem down to earth and funny, like Dante himself. They remind her of her friends back home.

Leila goes on his tagged photos, and sees a more intimate side to him. There are photos with his family, friends, and some reposted posts of his photography.

She checks out his friends' profiles. There are photos of him there, smiling and enjoying himself. She sees that his friends love him.

EMOTIONS

intrigued

attracted

interested

assured

interested

relaxed

intrigued

attracted

assured

intrigued

attracted

assured

SOCIAL BEHAVIOR

CURATED CONTENT

Apart from his attractive features, it is the curated content that Leila is drawn to.

SOCIAL GROUP

From the composition, activity, and people involved in the photos, Leila can see the social group.

SOCIAL GROUP

Leila gets a more thorough insight to his social group through this feature.

LIST OF FRIENDS

The photos in his friends' profiles allows for her to acquire more information on his character.

VOICE

She can predict his character based on the tone of voice presented through his captions.

CHARACTER

Based on the activity and purpose of the group photo, she can sense his character.

TAGGED PHOTOS

The uncurated quality of the tagged photos shows different sides to Dante.

SOCIAL POSITION

From the available photos and the context of them, she can predict his social position.

VALUES AND NEEDS

As the profile holds personalized content, Leila can assume what his values and needs are.

VALUES AND NEEDS

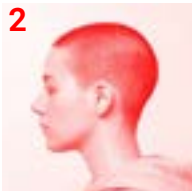
Dante choosing to present the group and the relevant activity, shows his values.

LIST OF FRIENDS

The available photos allow Leila to check out his friends, and see what their characters, values, and needs are.

SOCIAL GROUP

The type of friends he has tells Leila what kind of people he wants to be surrounded with.



EMOTIONS AND
SOCIAL BEHAVIOR
DURING CONNECTION

CONNECTION

The next day, Dante follows her back and similarly likes 3 of her selfies.

After a few days, Dante likes a photo she posted that day. She feels confident enough to start a conversation now.

Leila responds to a meme that Dante posts on his story. It's a specific type of humor, and she gets its reference.

Dante and Leila begin a conversation in the DMs. It's short and witty. Both respond to each other after a few minutes or hours.



EMOTIONS AND
SOCIAL BEHAVIOR
DURING INTERACTION

INTERACTION

After a few days of sending light messages, Dante forwards one of Leila's photos to her, and compliments on the content.

They get into a deeper and longer conversation about each other's passions and lives for a few days. They like each others messages to show interest and affection.

The conversation gets dry at some point, and Dante does not respond for a whole day. This makes Leila feel anxious. She worries she annoyed him.

The next day, Dante responds. He tells her how much he enjoys their conversation. Leila now feels like she would like to continue it in real life.

EMOTIONS

excited

nervous

interested

excited

nervous

confident

excited

nervous

confident

excited

nervous

confident

EMOTIONS

intrigued

attracted

interested

intrigued

attracted

interested

nervous

anxious

doubtful

decisive

assured

attracted

SOCIAL BEHAVIOR

INTENTIONS

Leila finds him liking the same amount of photos as her a sign of flirtation.

INTENTIONS

Him liking a recent picture is a step forward. He is trying to tell her something.

SOCIAL ACTIVITY

His story post makes Leila wonder if he is seeking a response from his followers.

INTENTIONS

The ongoing conversation indicates that they both have mutual intentions.

SOCIAL ACTIVITY

Dante following her back the next day tells her that he is active online.

CHARACTER

Dante taking action in this situation insinuates his interest in her and his confidence in the pursuit.

AUTHENTICITY

The specificity of his humor shines light on his personality.

SOCIAL ACTIVITY

His social activity and responsiveness to her messages suggests that he is interested in her.

CHARACTER

She finds his activity cheeky, and his flirtation indicative of his character.

SOCIAL AWARENESS

This activity within the space of Instagram, and his strategic steps shows that he has a sense of social awareness.

CHARACTER

Leila finds humor the portal to the soul. She likes Dante's humor, and feels as though she already knows him.

TONE OF VOICE

Through the conversations, she gets a better vision of how he might talk/sound like in real life.

SOCIAL BEHAVIOR

INTENTIONS

It seems like Dante really wants to keep the conversation going, and is interested in her content.

CHARACTER

Leila gets a dissected and more thorough view of who Dante is as a person.

SOCIAL ACTIVITY

His responsiveness conflicts with his consistent social activity.

INTENTIONS

His compliment makes Leila reconsider his level of interest in her.

SOCIAL ACTIVITY

Dante forwarding this picture indicates that her content in his social activity stood out to him.

VALUES AND NEEDS

They cover intimate topics and Leila gets sensitive insights to his values and needs.

VALUES AND NEEDS

This makes Leila question the loss of her value in his time, compared to before.

SOCIAL ACTIVITY

Dante's response makes her wonder if he has a valid reason for being unresponsive before.

CURATED CONTENT

He finds her photo worthy of a starter to a conversation. This is intentional.

AUTHENTICITY

Leila finds herself envisioning an updated and more authentic version of him.

INTENTIONS

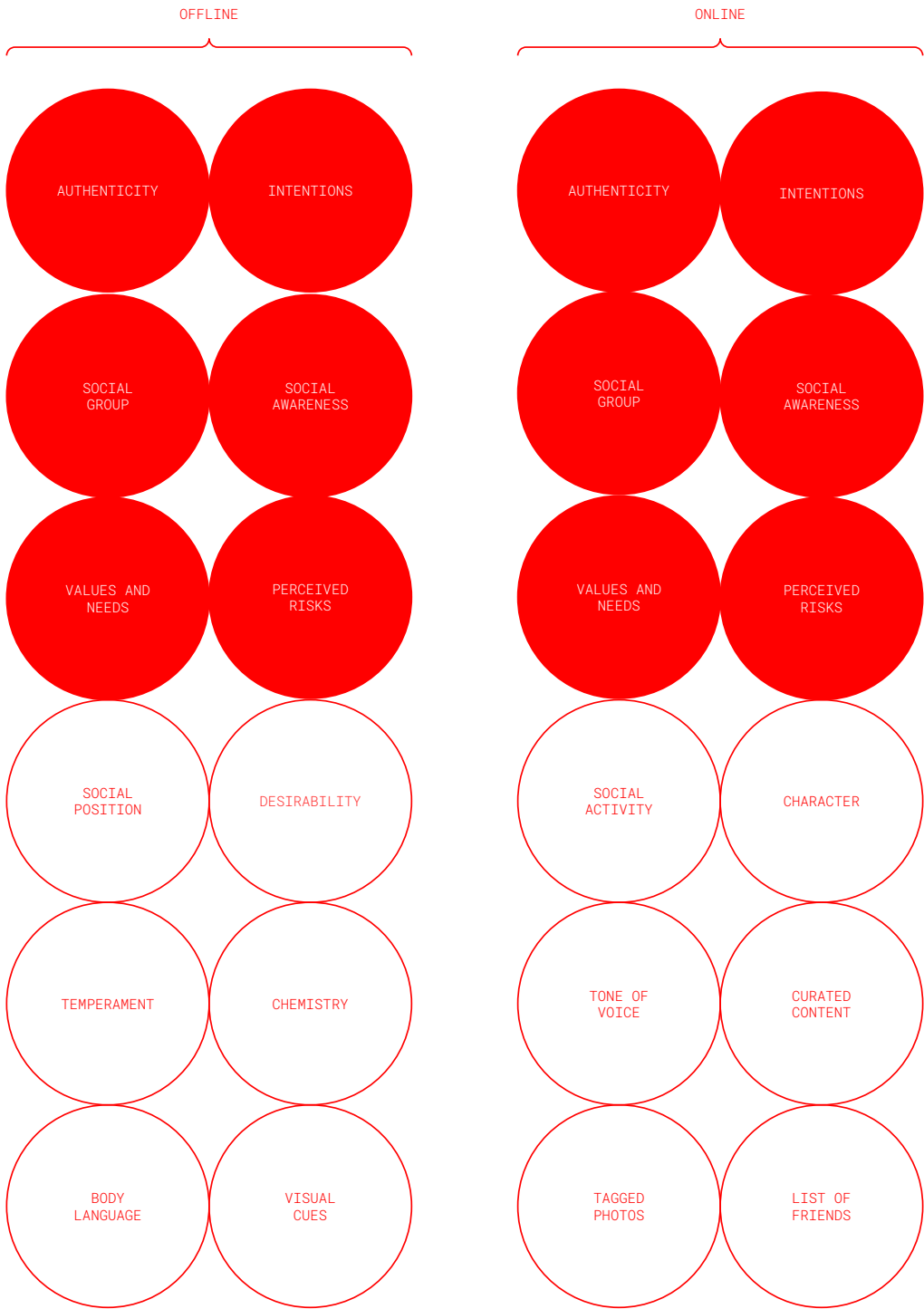
She concludes that he is losing interest in her, and is perhaps talking to someone else.

AUTHENTICITY

This final deep conversation makes Leila feel confident that their real life interaction would be fun and special.

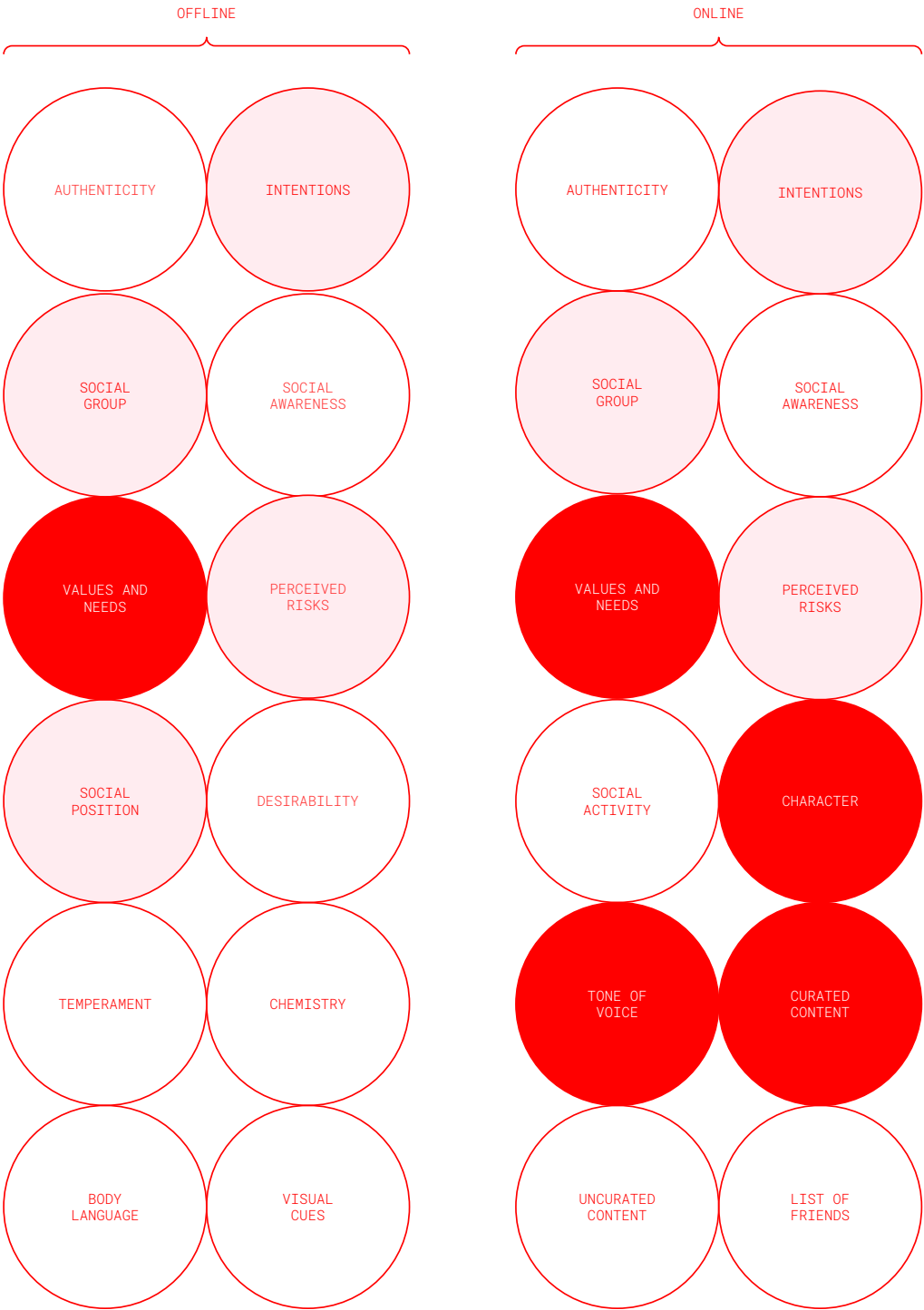
C.18
OFFLINE V.S. ONLINE
MATE ASSESSMENT FACTORS

*Red circles are the shared factors,
White are the domain-specific



C.19
BREEZE V.S. OFFLINE V.S. ONLINE
SHARED MATE ASSESSMENT FACTORS

*Red circles are the shared factors,
Pink are the somewhat evident factors
(depends on the male self-presentation),
and the white are completely absent
on Breeze



C.20

DESCRIPTIONS OF THE
MATE ASSESSMENT FACTORS

Body Language

Type of non-verbal communication in which physical behaviors are used to express or convey the information

Temperament

The usual attitude, mood, or behavior of a person

Tone of Voice

How one's character comes through in both spoken and written words

Character

The mental and moral qualities distinctive to an individual (Oxford Languages, 2022)

Social Position

Position in a given society or group and one's socialization capabilities

Social Awareness

The ability to be conscious of people and space, directly perceiving and feeling them

Social Group

Choice in the people one surrounds oneself with

Social Activity

The activity within an online or offline social context

Perceived Risk

Judgment that people make about the characteristics and severity of a

List of Friends

Names, characteristics, and other features as a collection of friends

Values and Needs

A value is a conscious choice to act in a certain manner to meet your own needs, which is something that is wanted/required

Authenticity

The degree to which a person's actions are congruent with his or her values and desires, despite external pressures to social conformity (Oxford Languages, 2022)

Desirability

The degree to which one is desired (liked and/or wanted) by others (sexually, romantically, or platonically) by others

Uncurated Content

Authentic type and/or presentation of information

Curated Content

Intentional type and/or presentation of information

Intentions

One's motivation for a type of relationship

Visual Cues

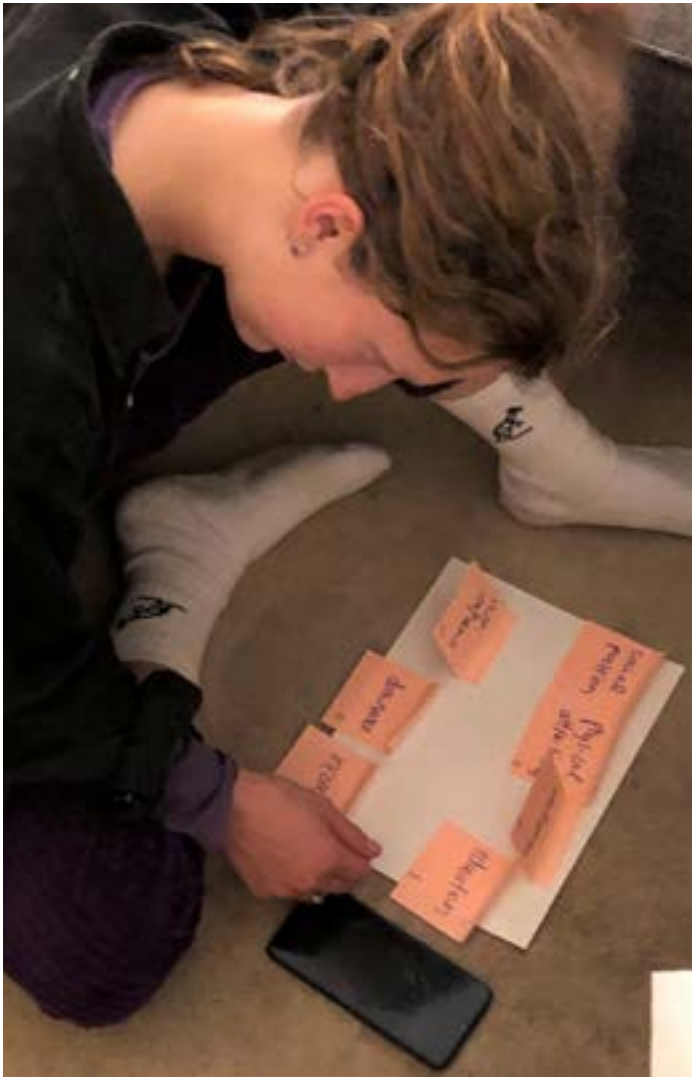
Visual hints/presentation of interest

Chemistry

The physical, emotional, or intellectual bond between people

C.21

IMAGES FROM THE
FOCUS GROUP SESSION



D

DEVELOP PHASE

D.1



D.2



D.3
PLANNING THE BLOB AS
PART OF THE INTERFACE

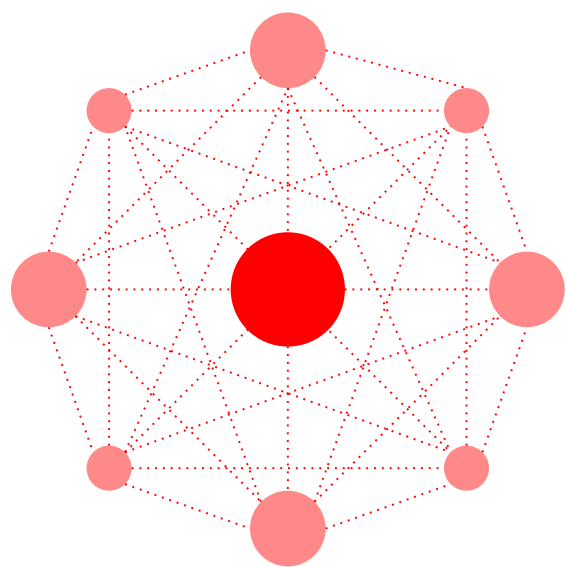


Fig. 18

The self is multifaceted, it is dynamic, and it is ephemeral. Similarly, so is human connection. When two individuals head towards each other, both physically and emotionally, a process of unravelling occurs. The process of mate assessment is not linear. It is synchronous.

It's like an instinctual choreography that happens between two people, in which qualities, opinions, emotions, etc. occur at a simultaneous time. Like a fingerprint scan, one requires information of various levels, dimensions, and layers.



Wiping Foggy Window

Assessing a mate is like wiping fog off of a window or a mirror. With every motion, more information is exposed, and the context/individual is presented. This, however, requires effort. One doesn't know what one is about to wipe and discover.



"The Simpsons" Intro

Love is not simple. It requires time. The pure emotion of understanding one another and being seen for who you are is a result of countless clouds clearing a path, naturally or through hard work.



"Ogres Have Layers"

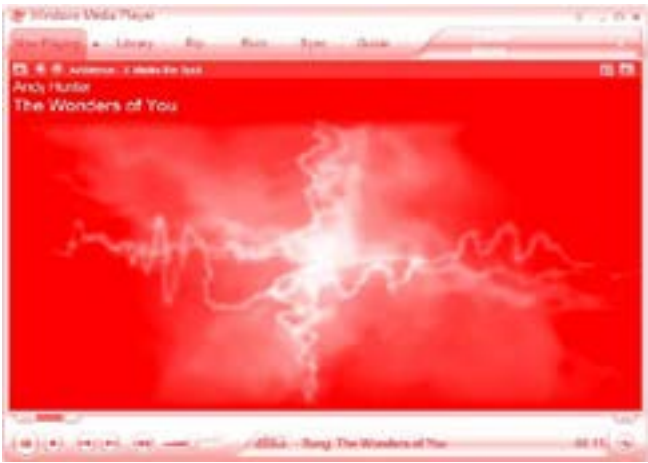
Shrek is a classic. One of Shrek's infamous quotes is a core memory for almost half the world's population. "Layers. Onions have layers. Ogres have layers. You get it? We both have layers".

D.4
VISUAL INSPIRATIONS FOR
SIMPLIFYING THE COMPLEX



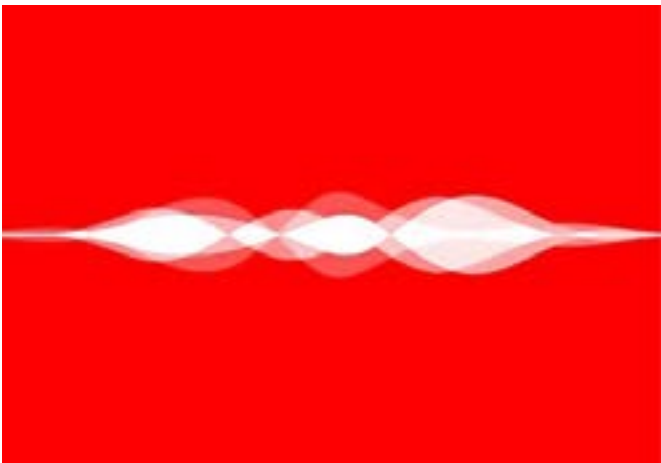
Aura Photography

Aura photography is an interesting and popular activity carried out in which one's photo is taken, and the electromagnetic field surrounding the human body is captured in soft colorful hues. This photography has taken on a spiritual form, in which the energy of one's character is symbolized through whatever color is present in the photo.



Music Visualization

A millennial's childhood often contains a memory of staring endlessly into the abyss that one might call "Windows Media Player". This software allowed one to play music, and see a song be visualized in vibrant arrays of light, thumping rhythmically to the beat and intensity of a song.



Siri Visualization

Siri is an Apple software that voices queries, etc. and performs actions by delegating requests to a set of Internet services. It uses a unique form of visualizing auditory input, but presenting overlapping shades of waves that mimic the nature of one's voice.



The Memoji

The Memoji are the avatars created by Apple. The word derives from combining the terms Me (I) and emoji. One is able to create a self visualization from a set of options that could then be used as emojis to send to recipients or use on social media, and also create a message recordings, where the memoji mimics one's facial expressions and gestures.



Personal Avatar

The second stepping stone would allow users to get better acquainted and more settled into a visually-oriented direction. Memojis, Bitmojis, or whatever you might be using, are an example of visually digitizing yourself as an avatar. You are given the freedom to represent yourself however you may desire, with given visual options. Memojis can also capture your facial movements and voice, thus the implementation of this feature onto a Breeze profile would present your body language, tone of voice, and overall character if instead of typing your response to prompts, you record yourself with a Memoji.

Snapchat’s Cameo

Another example is Snapchat’s “Cameo” feature, whereby you take a picture of your head and then stick that image on top of an existing video from Snapchat’s own video bank. With this, one can send a personalized GIF-like video to better portray one’s feeling to friends. This is another mode for capturing the social behavior-oriented factors visually, diversifying the photo-set of one’s profile. Additionally, cameos can also feature another person from one’s contact list. Potentially on Breeze, one could create a duo-Cameo with a potential mate, and send that video as a response to the profile (as a visual like). This mimicking of an interaction could help the user better envision the individual as well as the potential synergy.

Augmented Reality

Augmented reality has prospects in many industries, from education to healthcare to construction. Now AR has come to advertising, allowing marketers and advertisers to reach out to consumers in a more interactive way through social media filters. This is a grand opportunity for Breeze to implement the technology into the profile, in which much like Snapchat’s Cameo feature, one could envision the potential interaction, chemistry, and behavior of a date in the space they are in.



The internet has posed the possibility of entirely new relationships and identities, constituted within new media, and in competition with ostensibly non-mediated, older forms of relationship (Slater, 2002). What we see today is the exponentially increasing growth in visual information in the online realm, whether it be social media, visually-stimulating advertisements, or visually-oriented online tools.

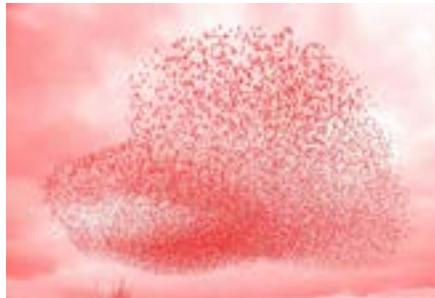
The ideas of virtuality and simulation evoke the construction of space of representation that can be related to “as if” it were real (Slater, 2002), explaining the reliance of visual information as such representation. Today, behaviors do not solely evolve offline, and in fact are anchored in the online culture that can thus only be represented using the available online visual language. Which is why the proposal of the concept car blob would be a strategic direction for Breeze, and ultimately online tool.



D.6

AMORPHOUS FORM

INSPIRATION FOR BLOB



Flight Flocks

Birds can be found moving together as one, creating an amorphous shape. This movement is often referred to as “natural telepathy” or a “group soul.”



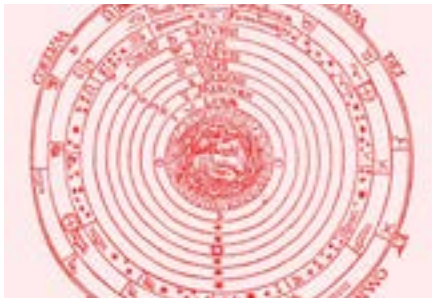
Aura Torus

A torus is a surface of revolution generated by revolving a circle in three dimensional space about an axis coplanar with the circle. It is used to symbolize the movement of the human aura.



Moon Worshipping

The moon can represent a rhythmic life of the cosmos and is believed to govern all vital change. The cyclical process of disappearance and appearance of the moon presents death and the power of rebirth.



Celestial Sphere

The celestial sphere is an abstract sphere that is concentric to Earth. It is utilized in astronomy and navigation to help conceptualize the relative position of celestial bodies in relation to an observer on Earth.



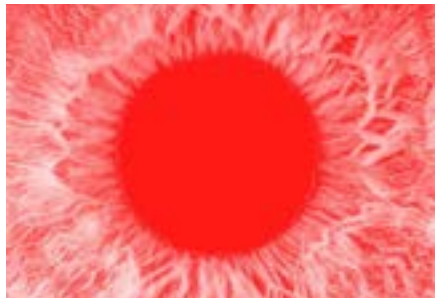
Crystal Ball

The art or process of "seeing" through a crystal ball is known as "scrying", whereby images are claimed to be seen in crystals and are interpreted as meaningful information.



Crop Circles

A crop circle is a pattern mysteriously discovered in crops that incorporate complex mathematical and scientific characteristics such as the fibonacci sequence.



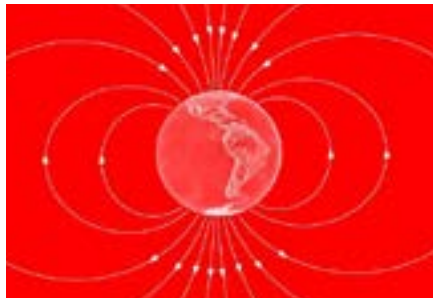
The Iris

Irises are unique for every person. The probability of two irises having identical pattern is 1 in 10 to the 78th power. Iris scanning can be used to identify one's biometric information.



The Atom

The nucleus of an atom pulls together the whole structure which results in electrons moving in a central field. Such central field generates spherical symmetry of the electronic states.



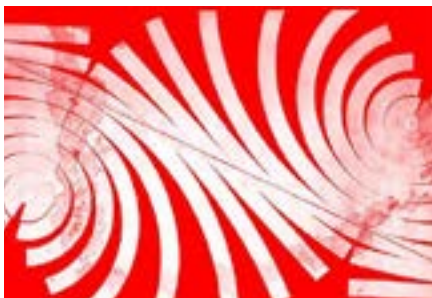
Magnetic Field

A magnetic field is a region in which a particle with magnetic properties experiences a force, and in which a moving charge experiences a force. Magnetic field lines form in concentric circles



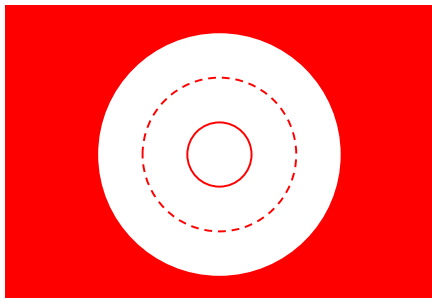
“Arrival” Alien Language

In the film “Arrival”, scientists inspect an extraterrestrial language in the form of black circles with loose tendrils and splotches branching out from the solid ring, which typically represent a full statement.



Jacqueline Casey Poster

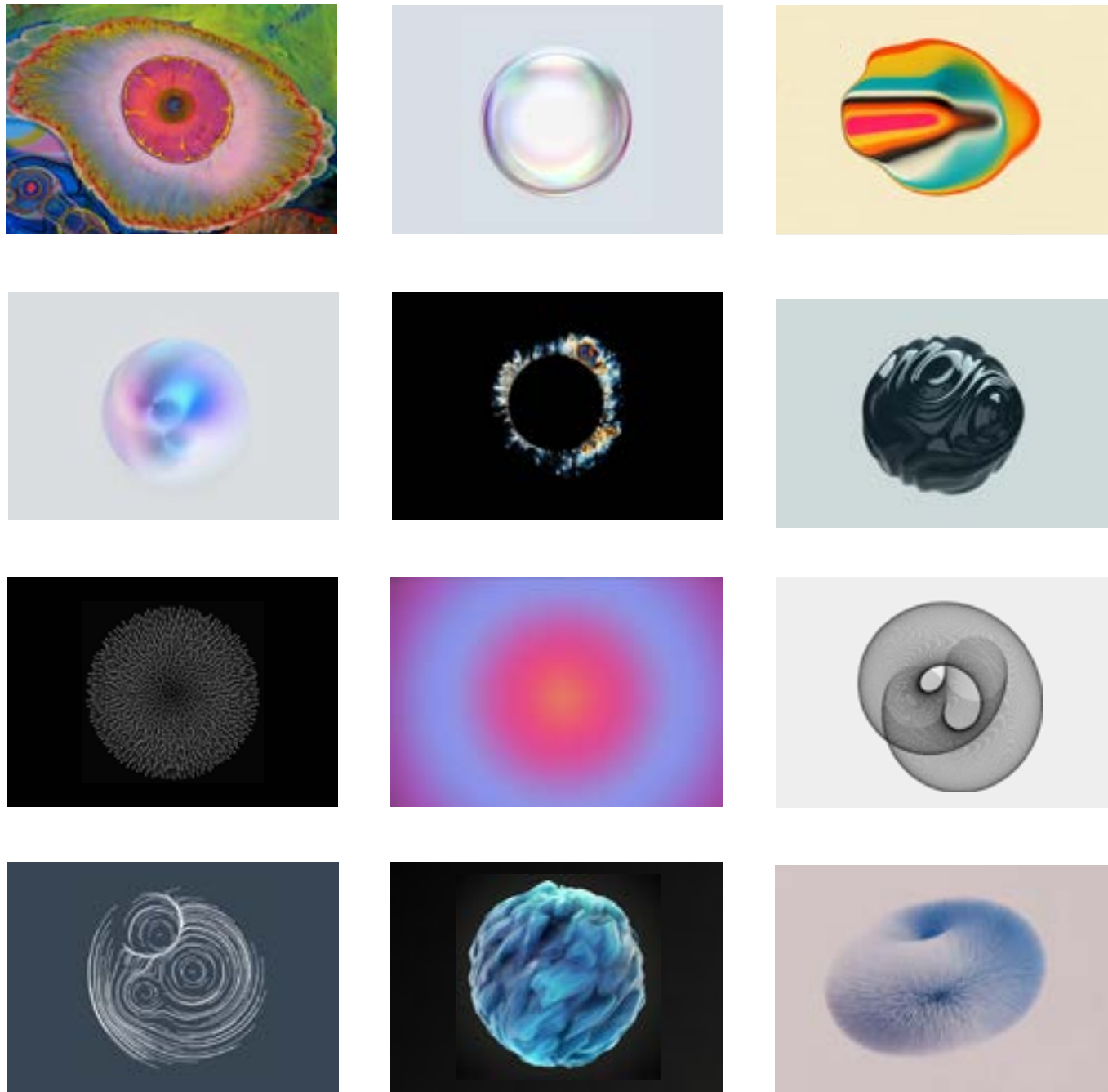
This section of Jacqueline Casey's "Charles Ross: Light Placed" graphic poster from 1977 presents a two-dimensional minimal outline which potentially forms a sphere when connecting all the edges.



Hollander's Personality Theory

Hollander described personality as a structure with a core, context as the outer layer, and behavior as the middle layer- the core's response to the context.

D.7
INSPIRATION FOR POTENTIAL
BLOB AESTHETICS



With only one chance of answering the questions, one's desire for uncensored information is met. The examples above are inspiration for what the amorphous form can look like, however, it must be stated that the visualization of the blob is not finalized. It is vital to acknowledge that visual language is subjective, and correlated to the context of its viewing. For the sake of illustrating a potential future concept, the amorphous form was chosen as a potential style of visualizing behavior for the time being.

D.8
PLANNING THE SYSTEM
BEHIND THE BLOB

A “concept car” design feature has been made to set a future goal for Breeze, the “Breeze blob” (the name for now). This will be elaborated in the following pages. In order to assist the users of Breeze to understand and use the Breeze blob in a natural and intended way and accept the feature as an authentic presentation of the self, various design stepping stones have been created as different phases.

The deliverables for the research are therefore 1. a presentation of this concept car and 2. a proposal for new types of information to be included in the profile. The concept car was chosen to illustrate a new potential presentation of the self as we get deeper into the online realm and accept it as a reality. This concept car symbolizes the current needs of the selected scope in an abstract manner, and acts as a new future vision for a Breeze profile.

Concept Car Vision

The mate assessment factors collectively encapsulate one's social behavior, and can independently act as information on a profile. The concept car aims to combine several features together in the form of questions. For the sake of clarifying this concept, an example has been created below.

Dependent one's answers to certain questions during intake (when one is setting up a profile), a feature will be altered in accordance to a visual language that corresponds with the answer. Let's walk through this example together. Let's say you answer the first question with “Howdy!”. The base form will then be a spike ball. By answering all the questions, an amorphous form will be created to capture and represent your overall vibe.

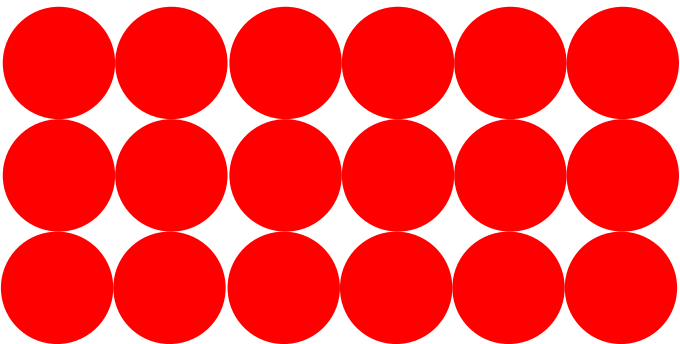


Fig. 8

TONE OF VOICE

How do you like greeting people?


1. Howdy!

2. Good day to thee.

3. Hey :)








SOCIAL GROUP


How would you describe your friends?

1. Funny

2. Weird

3. Scary







CHARACTER

What is your dominant characteristic?

1. Empathetic

2. Chaotic

3. Chill

x4

x12

x1

D.9

PROMPT AND TAG

PROPOSAL

body language	By the way, I'm quite:	clumsy	affectionate
	On our date, don't be surprised if I'm:	awkward	energetic
		distant	fidgeting
temperament	We'll get along if you're also	stoic	sarcastic
	I'm enjoying a conversation when I'm:	restless	optimistic
		pessimistic	chaotic
desirability	My friends would describe me as:	social butterfly	introvert
social activity		extravert	maneater
	People think I'm:	player	charismatic
social awareness	At parties, I'm usually:	socially awkward	a conversationist
	When taken outside of my comfort zone, I'm:	uncomfortable	thriving
		laid back	annoyingly happy
visual cues	You know I'm into you when I:	manic smile	tease
intentions	You've won my heart when I:	avoid eye contact	stare
chemistry		blabber	joke
uncurated content	I'm insecure about my:	laugh	past
authenticity	Don't judge me on my:	ambitions	accent
		job	walk
social group	You'd think my friends are:	hipsters	loud
social position	Words that best describe my friend group:	chill	obscure
list of friends		party animals	pretentious

*The first column shows the addressed mate assessment factor(s). The second, two question examples. The third, the potential tags the user could answer with. Please note that these are only suggestions in ways of addressing the mate assessment factors, and are meant to be used as inspiration.

E

DELIVER PHASE

E.1

USER EVALUATIONS:
INTERVIEW GUIDE

- INTRODUCTORY SCRIPT**
1. I am going to show you several profiles. Today we will be focusing on behavior, not whether you find the male subject attractive or not.
 2. Please go through each one at your own pace, and voice out every thing that you think.
 3. I would like to assure the anonymity and confidentiality of the inter- view, you may withdraw from the interview at any point.
 4. Please let me know if you consent to this interview.
 5. There are no right or wrong answers, I am interested in your opinions and personal experiences.
 6. You are free to interrupt at any time.
 7. I would like your permission to record.

Round 1 : Showing Current Profile								
1	OBSERVE THE PRESENT	what are your thoughts on this male?	what do the features on the profile tell you about him?	do you think you have an idea of what his behavior is like?	can you envision interacting with him? Why/why not?	can you envision what a date with him would be like?	what else would you like to know about him?	how could he have used these features to address that information?
2	RECALL THE PAST	When was the last time you set up a profile?	What features did you choose to include on your profile? Why?					
3	REFLECT ON THE PAST	What was it like completing these features?	Did you find it easy/hard/ whatever?	do you think these features presented an authentic presentation of you?	what about behavior?			
Round 2 - 4 : Showing behavior tags, bitmojis, friendmojis								
1	OBSERVE THE PRESENT	What do you think of this male now?	what does the new feature add to your image of him?	What do you envision his behavior to be like with the new information? How?	How does this feature influence your envisioning of the interaction?	Can you envision a date with him based on this new information? What has changed?	what else would you like to know about him based on this information?	how could this feature address that information?
2	RECALL THE PAST	Try to think back at the previous profile.	Have your thoughts on this male changed?	do you think this profile better or poorly describes him?	(if new) what does this new feature do to the presentation?			
3	REFLECT ON THE PAST	what does this new feature do to your image of him?						
4	IMAGINE/ CREATE THE FUTURE	Would you find this feature easy to use yourself when you're setting up a profile? Why/why not?	how would you answer these questions yourself?	how would it present your behavior?				
Conclusion								
1	IMAGINE/ CREATE THE FUTURE	Which profile is the most realistic/cohesive presentation of the person you think? Why?	Which one would you find most useful in presenting yourself?	which one would be easiest for you to use?				

E.2

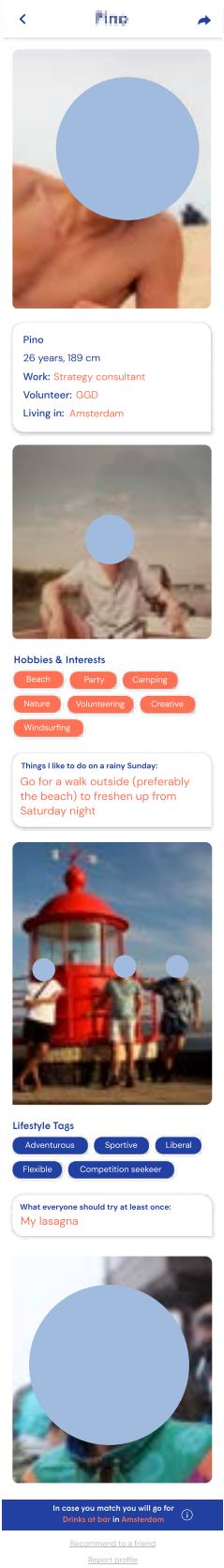
BREEZE EVALUATIONS:
INTERVIEW GUIDE

- INTRODUCTORY SCRIPT**
1. I am going to show you my proposed concepts. Please take your time to observe them, and ask me any questions if you need clarification.
 2. I would like to know your honest opinion as a Breeze representative. Please don't hold back- all criticism is welcome.
 3. I would like to assure the anonymity and confidentiality of the inter- view, you may withdraw from the interview at any point.
 4. Please let me know if you consent to this interview.
 5. There are no right or wrong answers, I am interested in your opinions and personal experiences.
 6. You are free to interrupt at any time.
 7. I would like your permission to record.

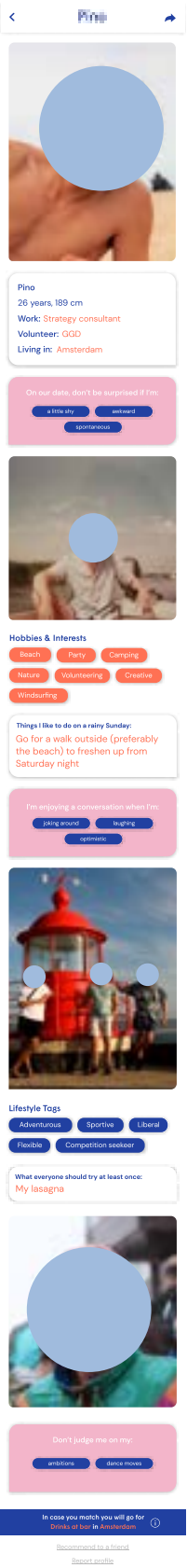
- FOR EACH CONCEPT (1-4)**
1. Do you understand this concept? Please explain it to me.
 2. Does the aesthetic align with the brand DNA of Breeze?
 3. How feasible is this design?
 4. Does the design provide opportunities for modification?
 5. How does this design align with the future vision?
 6. How does this design align with the strategic priorities?
 7. How does this design help you envision the future?
 8. How can this design help you grow?
 9. Should the visual language change? If so, how can it be changed?

E.3
CURRENT PROFILE
PROTOTYPE

*To provide visual anonimity to the male subject of the evaluations, his face has been blocked. This was, however, not the case when the fe-male users assessed his profile



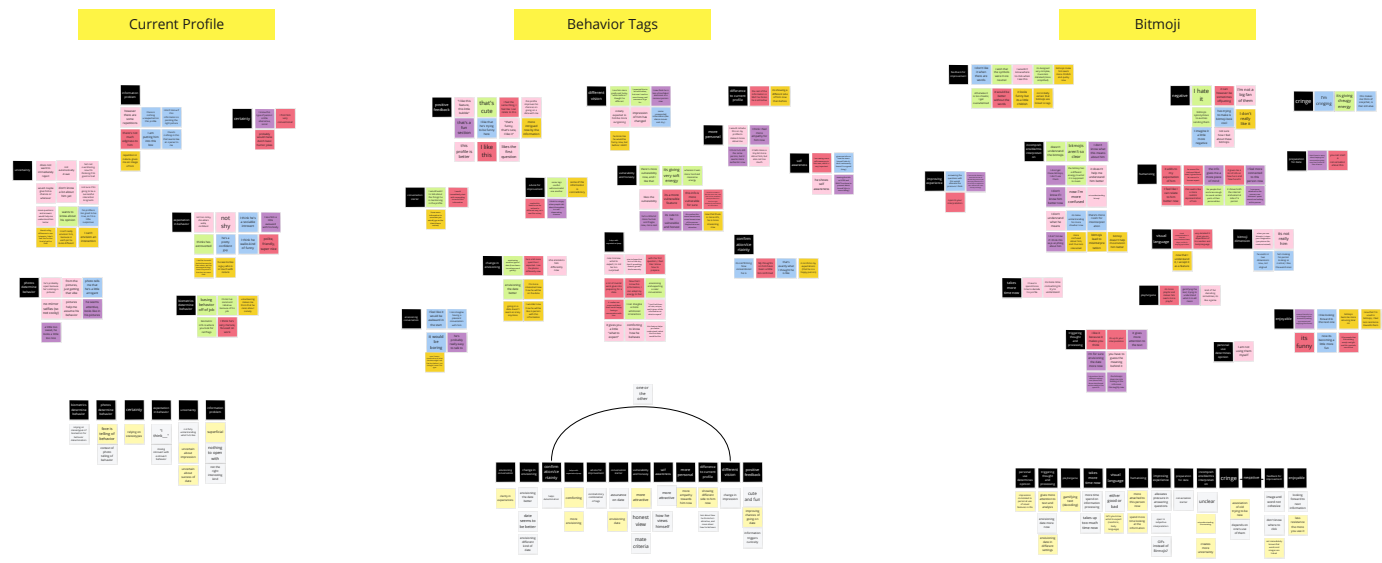
E.4
CONCEPT 1
PROTOTYPE



E.5
CONCEPT 2
PROTOTYPE



E.6
USER EVALUATIONS:
CLUSTERING FINDINGS



E.7
BREEZE EVALUATIONS:
CLUSTERING FINDINGS



E.8
PHOTOS OF
USER EVALUATIONS

