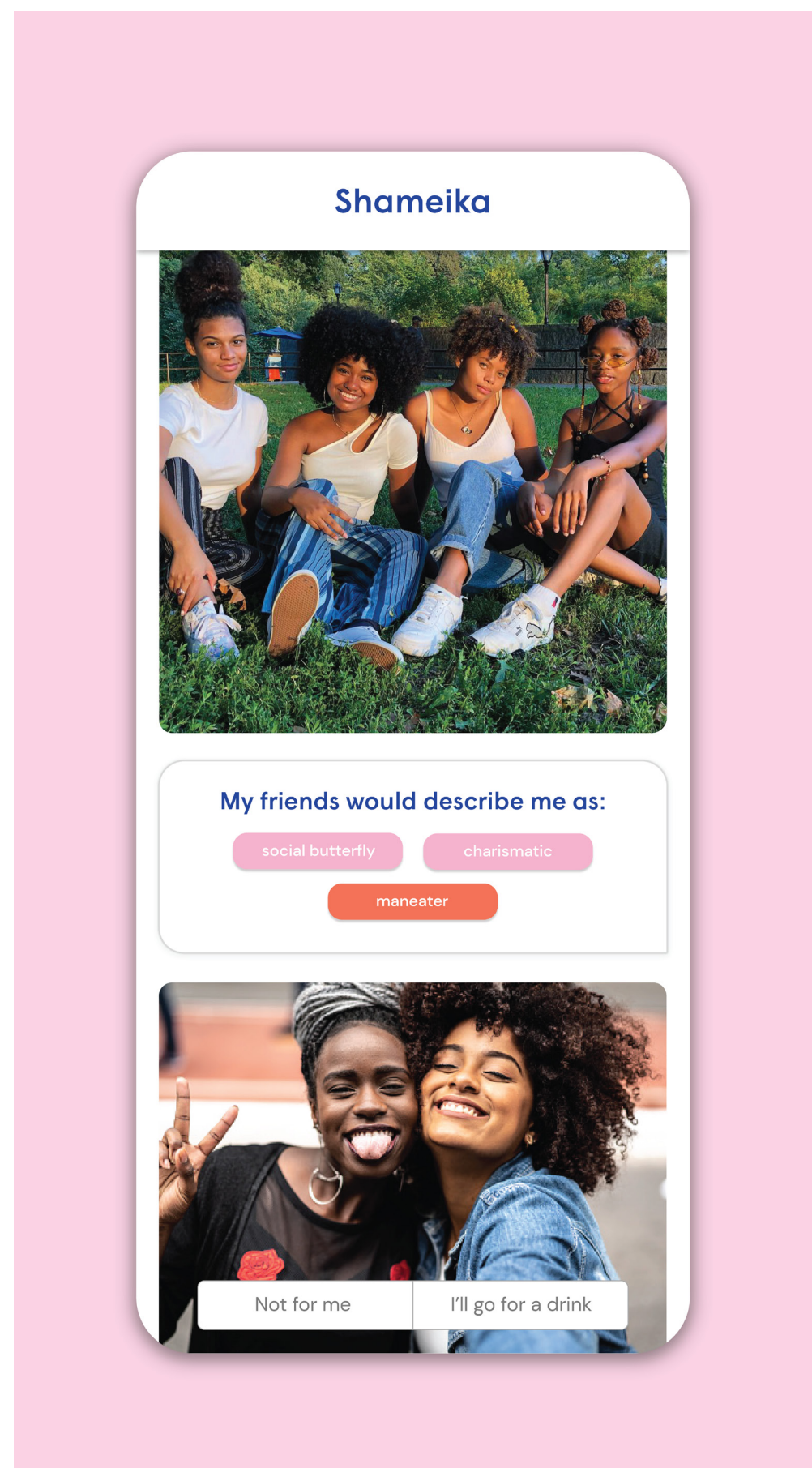


# I LOVE YOU, I LOVE YOU NOT

Enhancing Female-Specific  
Mate Selection in Online Dating



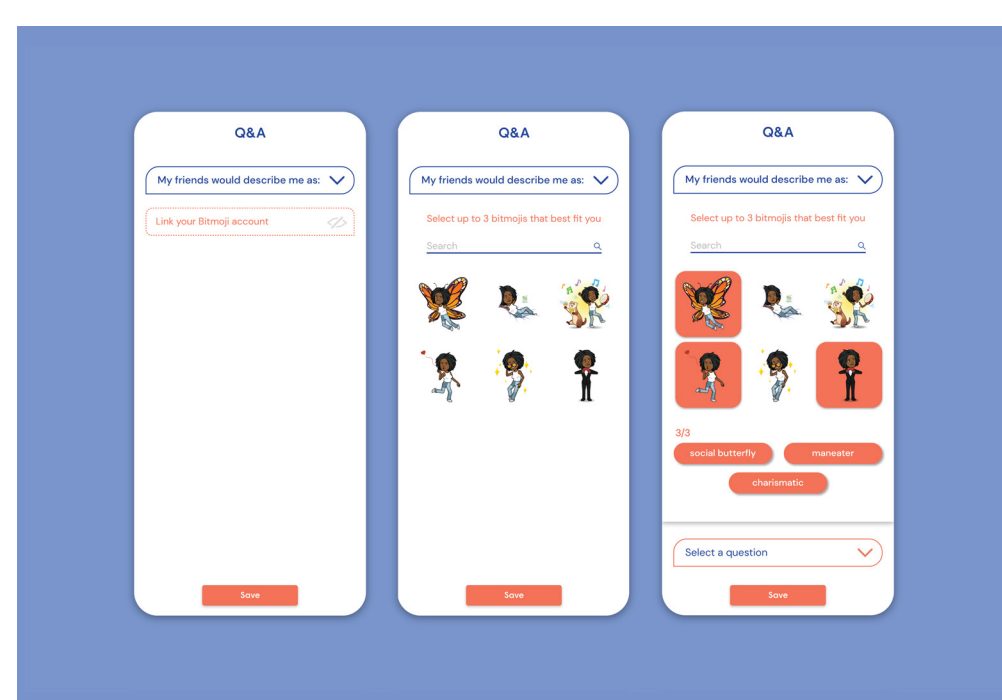
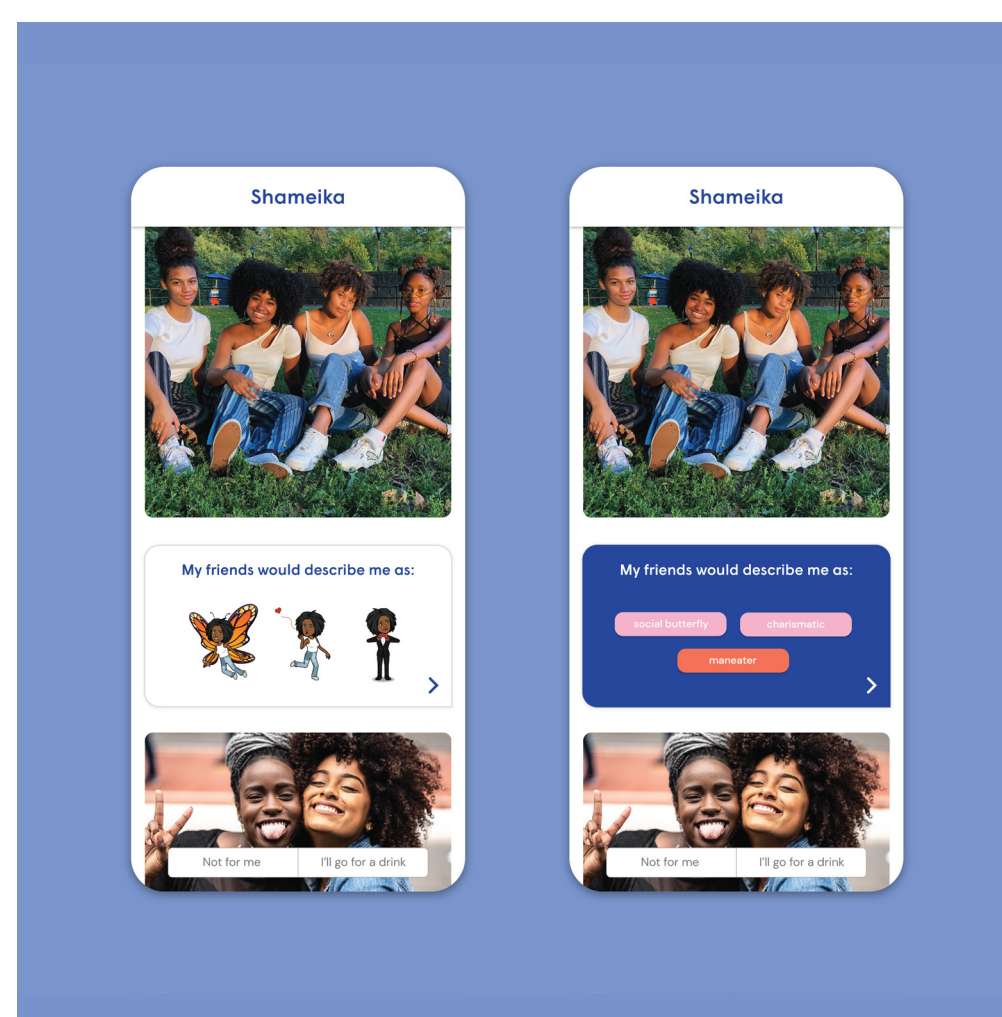
First concept of the four that addresses behavior through the use of "behavior tags"

## WHY? CONTEXT

Above our physical needs and below the esoteric lies our need for love and belonging- the need to love and be loved in return (Robinson, 2021). Online dating is a new method of mate selection, popular predominantly in western developed countries. The online dating tool has been created in response to our growing needs for meeting potential mates in hyper-modern societies as we head deeper into the online realm as a default reality. In such services, however, drastic differences in activities between their cisgendered male and female users have been identified. Breeze, an online dating app, is experiencing a high rate of profile-rejections within their female demographic in comparison to their male users. One would ask the question: why are women so picky? This project scratches that very question, and asks this instead: why don't dating profiles address the female needs in online mate selection better?



Interface design explorations to mimic the offline experience of mate assessment for the third concept



Second concept of the four that addresses behavior through the visual language of Bitmojis as a suggestion

## WHAT? APPROACH + DELIVERABLES

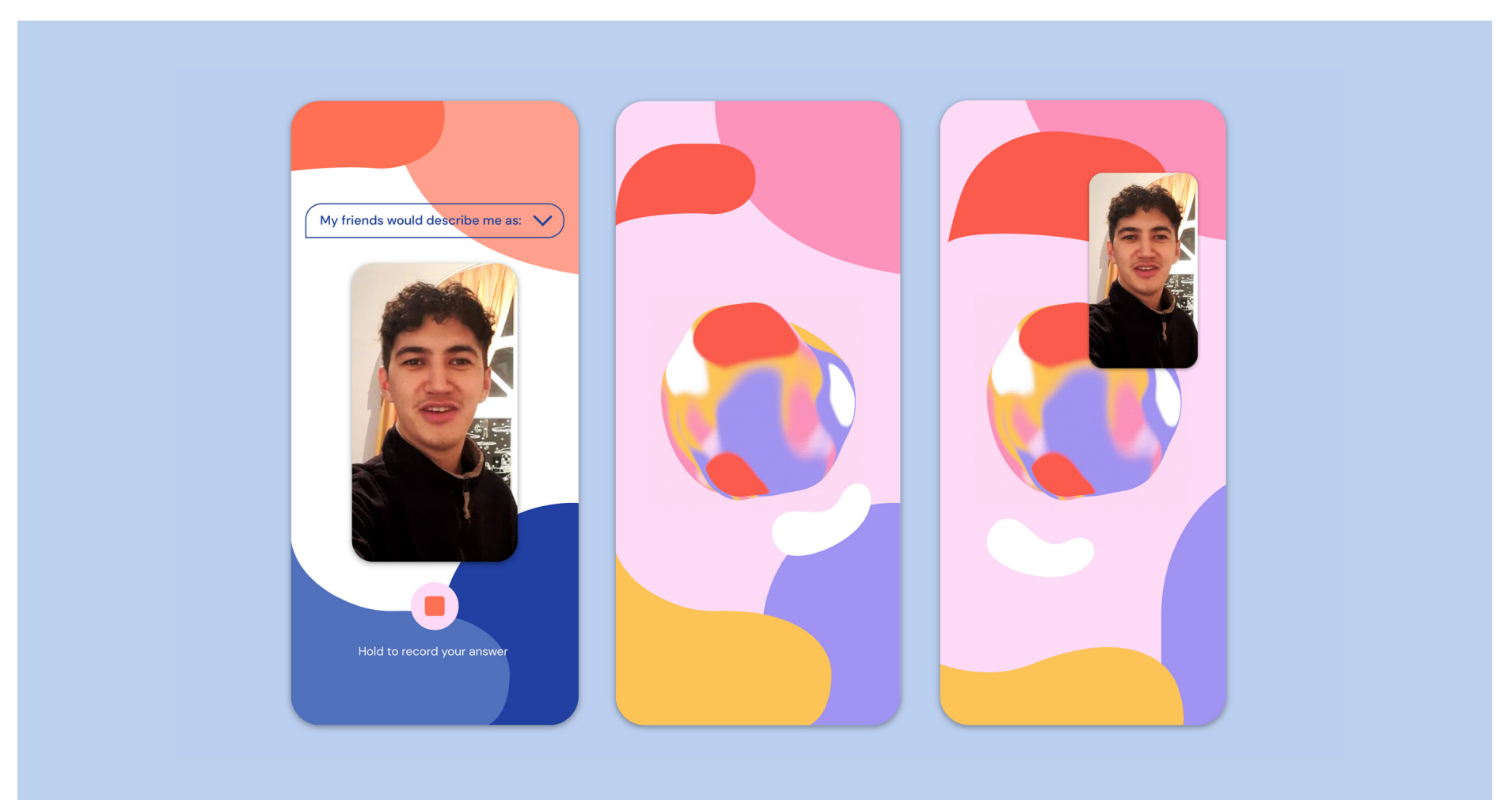
A culturally sensitive, anthropologic, and gender-intersectional approach was used to dissect and better understand the scope, the context, and the potential factors that contributed to Breeze's high profile rejection rate. It was discovered that females valued behavior-oriented information of the potential male mate. Unlike photos, behavioral information is not standardized on a profile. The insufficiency of the information therefore triggered the females' systematic appraisal mode, which ultimately increased their risk awareness and level of uncertainty in the offline interaction, leading them to reject the profile. To address this, four concepts were created for Breeze and positioned on a scale of present to future implementation to ensure that Breeze stays inclusive, intersectional, and future proof in the saturating industry of online dating.



"Portrait of a Young Woman in White", Jacques-Louis David (1798)

## WHO? TARGET GROUP

Young, urban, professional, single, cisgendered, and heterosexual female Breeze users who are seeking a serious relationship, residing in the Netherlands was selected as the scope of the project for the demographic's worldwide dominant activity in online dating apps.



The fourth concept that acts as a future vision as a fully-visually-oriented profile