

SafeDate App



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Project overview



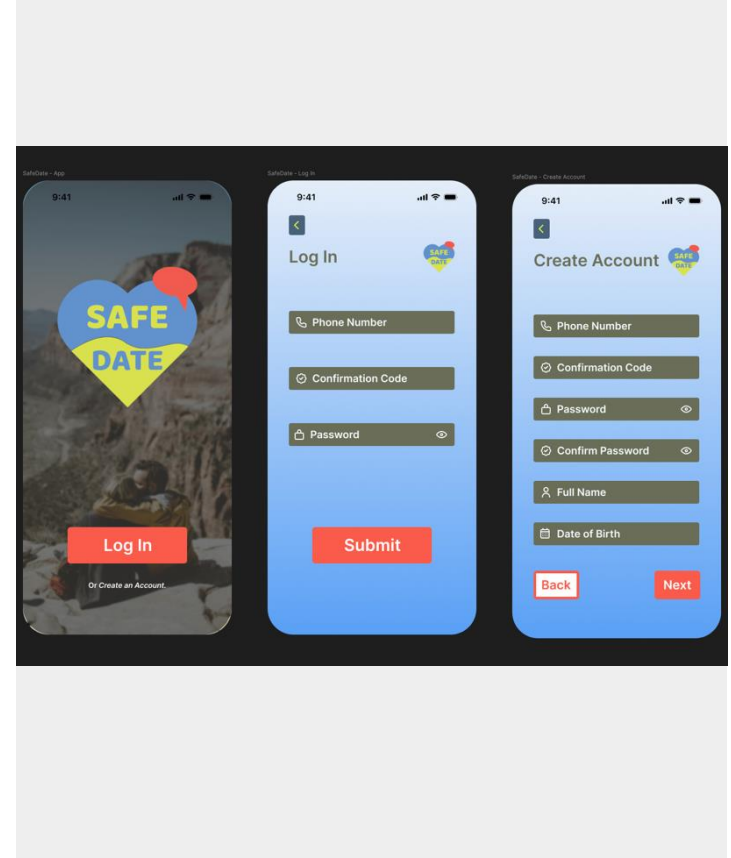
The product:

SafeDate App's concept is designed for adults 25 and older who want a safe way to meet people. It focuses on busy professionals and introverts. The app features ID verification and facial recognition, with an emphasis on safety.



Project duration:

October 2024 – December 2024



Project overview



The problem:

Nowadays, there are many dating apps, and within them, numerous fake profiles and predators in the online world.



The goal:

I wanted this app to be as safe as possible, so I included several safety features to ensure that people creating accounts are real. These measures are designed to help those who are scared of the new dating world feel somewhat safer.

Project overview



My role:

Lead UX designer / UX researcher



Responsibilities:

- User research
- Create wireframes, prototypes
- Develop sitemaps
- Conduct usability testing on prototypes
- Advocate for the customer within the organization
- Ensure that products meet both user needs and business objectives

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I primarily used qualitative research methods, including interviewing family and friends, to gather insights on what people from different backgrounds think about dating apps, their experiences (if any), and the features they would like to see. Additionally, I conducted a competitive analysis of several dating apps available on the App Store.

User research: pain points

1

Profile Authenticity

The prevalence of fake profiles and potential scammers makes users spend excessive time trying to verify matches' identities rather than making genuine connections.

2

Date Planning Stress

Finding unique and engaging date activities becomes a repetitive challenge, causing many users to default to basic coffee or dinner meetups that may not showcase their personality.

3

Phone number exchange

Users often feel pressured to share their personal phone numbers before they're truly comfortable, just to maintain basic communication with potential matches.

4

Personal Safety

Users feel vulnerable due to insufficient background checking and verification systems on current platforms, making it difficult to trust potential matches.

Persona: Matt Johnson

Problem statement:

Matt Johnson is a busy engineer who needs a dating app that help him get out of his comfort zone in a safe way because he feels lonely but he's also skeptical of online dating.



Photo by [Stephanie Tuohy on Unsplash](#)

Age: 27

Education: Bachelor's Degree

Hometown: Greensboro, NC

Family: Single, lives alone

Occupation: IT

"Seeking someone who appreciates good times and my dad jokes"

Goals

- Find a partner, long-term relationship.
- Expand social circle beyond work colleagues.
- Get out and enjoy more outside of the house

Frustrations

- Limited social opportunities outside of work.
- Difficulty finding matches with compatible life goals.
- Skepticism about the authenticity of online dating.

Matt is a successful hard-worker engineer. He works 2 days a week in the office, and the rest of the week at home. He owns a townhouse and live in the suburbs with his dog Jack. Lately he's been feeling lonely and he thinks it's time to find his match for life.

User journey map

The journey map for SafeDate is all about helping users achieve their goal of overcoming loneliness through online dating safely. At first, users might be skeptical, but as they start using the app, they become more engaged because of its excellent safety features such as ID verification and facial recognition.

As users go through the app, they start to feel relieved that these security measures are in place. This makes them way more confident in creating a profile, browsing through verified matches, and eventually planning safe in-person meetings. Throughout the whole process, users are trying to balance their desire for human connection with their need for security, and they really appreciate how SafeDate prioritizes user safety every step of the way.

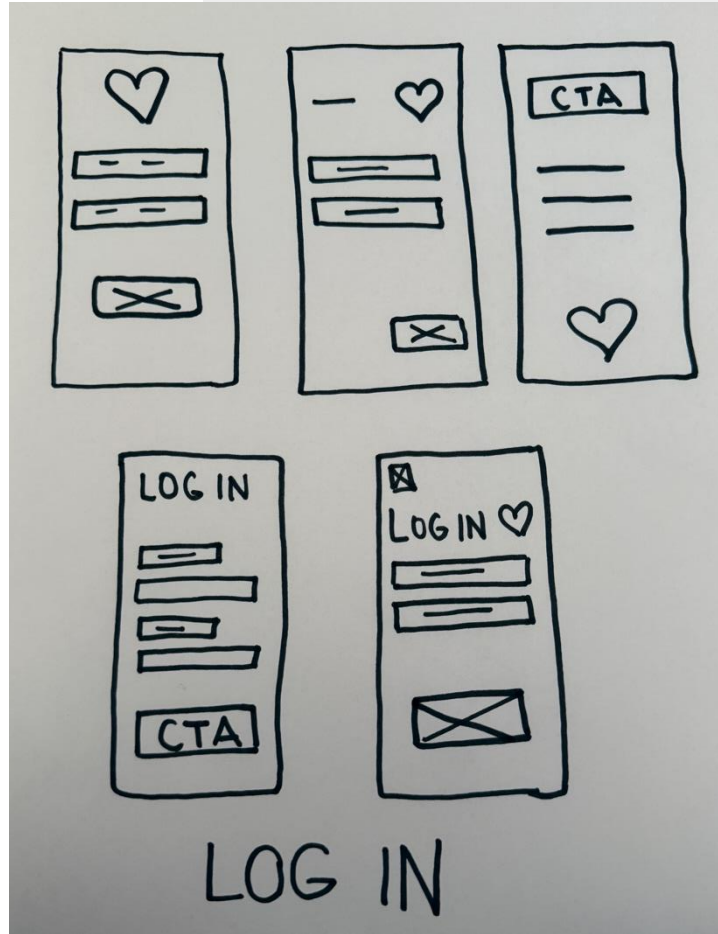
Persona: Matt

Goal: Find the best match for him and start dating.

ACTION	Determine if he's ready to date	Research apps for online dating	Put information about his interests	Match with people	Go on a date safely
TASK LIST	<ol style="list-style-type: none">1. Accepts that dating safely is harder now, but not impossible.2. Determine if he's ready to start dating.3. Look for new ways to date.	<ol style="list-style-type: none">1. Check the app store for dating apps.2. Download the app chosen.3. Create an account in the app.	<ol style="list-style-type: none">1. Fill out information about himself.2. Navigate the app to see how it works.3. Get his account authentication.	<ol style="list-style-type: none">1. Swipe to match.2. Check his list of people he matched with.3. Compare the descriptions to see who matches the best his interests.	<ol style="list-style-type: none">1. Start a conversation with someone.2. Provide and search for dates' ideas.3. Plan and invite someone to go on a date.
FEELING ADJECTIVE	I have second thoughts about dating. I've always been skeptical of the safety of online dating.	I feel stress because the number of options for online dating apps, and I don't know where to start.	I got the right app for me, that meets all the safety features that can make me feel less skeptical.	I matched with a few people. And I think I found the best match for me.	I'm amazed by all the features of the app. Has great ideas for dates, and I feel somewhat safer here!
IMPROVEMENT OPPORTUNITIES	Use dating app to meet new people in a safe way.	A great app that has safety protocols, meet people that matches your personality, and great ideas for dates. All in one app.	Have the user to select his likes and compare with other people's interests and see who is the best match. Sends notifications if someone matched back.	The app provides a list of the people he matched with. The list also lets him to see what those people hobbies or interests are. The user can also unmatched if he's not interested anymore.	The app sends notifications when someone reply a message. Also has a page with a lot of different ideas and current events happening in the area, that helps with planning a date.

Paper wireframes

I focused on making the SafeDate app easy to use and safe. My main goal was to show the safety features clearly, like the ID verification and facial recognition, right from the start. I thought about how to make new users feel comfortable, so I added a simple step-by-step guide for setting up their profile. I also wanted to make sure people could easily see that other users are verified. I also added a page of ideas for date planning. Overall, I tried to keep things simple but make sure the app felt secure at every step.

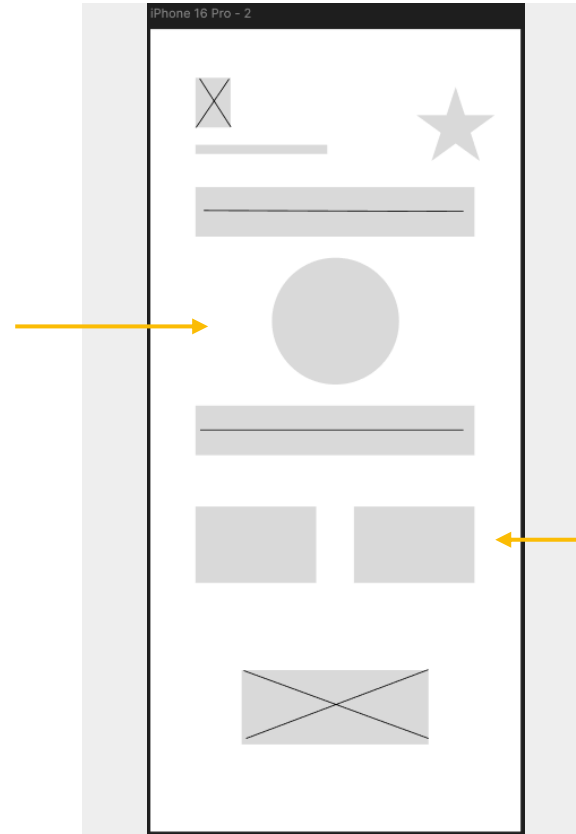


Digital wireframes

I focused on making the facial recognition and ID verification processes clear and user-friendly. My goal was to design screens that felt secure but not intimidating. I thought about how to present these safety features in a way that would make users feel protected without overwhelming them. For the facial recognition part, I tried to create a simple, step-by-step interface that guides users through taking a selfie video. For ID verification, I designed a screen where users could easily upload their government-issued ID. It was tricky to balance these security features with the app's dating focus, but I think I managed to make them feel like a natural part of the user experience.

Facial recognition:

Safety feature, that helps users to know the person behind the screen is real.



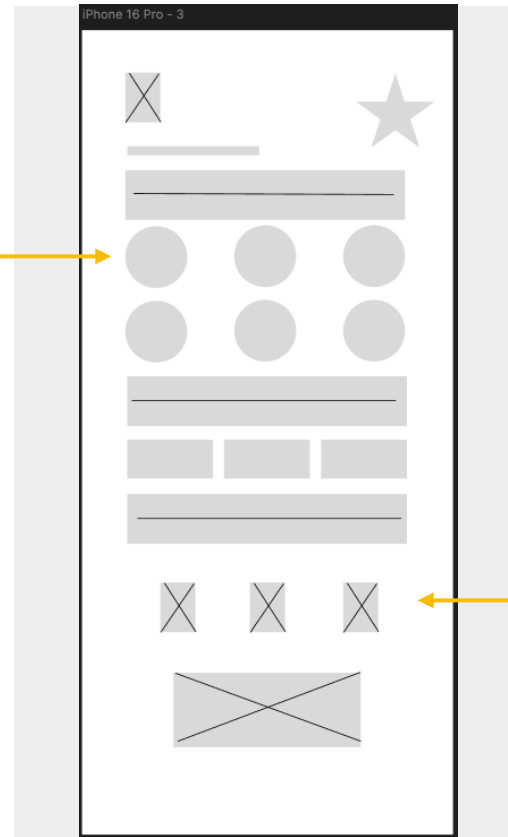
ID verification:

Verification of legitimate government ID, this helps also users to verify the people are real.

Digital wireframes

I aimed to create a helpful and engaging feature for users. My goal was to make a space where people could easily find date ideas, connect with the app's community, and discover local events and hotspots. I included a mix of date suggestions, from traditional to unique. To boost community engagement, once they click on the social media icons, they get to the app's social media groups/web pages and they can share their date experiences and photos. I also integrated local events and popular spots using lists in our blog. The main idea was to make date planning fun and less stressful, encouraging users to make real connections beyond the app.

Events / Hot spots in your area: This helps users to make their date planning easier. A first step to plan a nice date with someone.

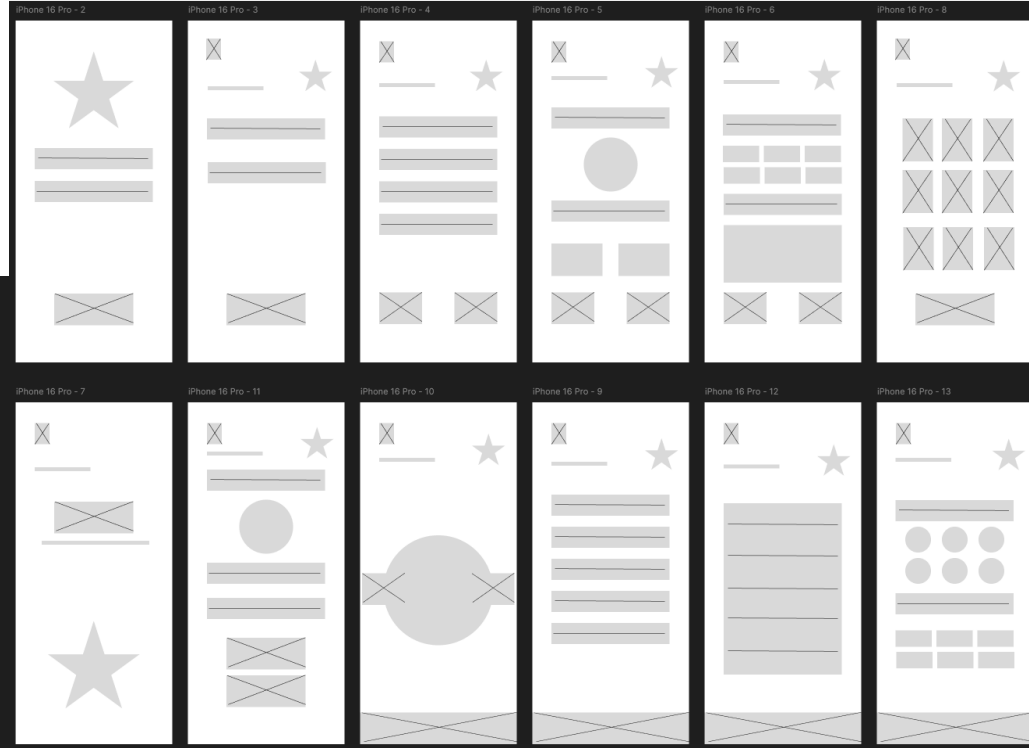
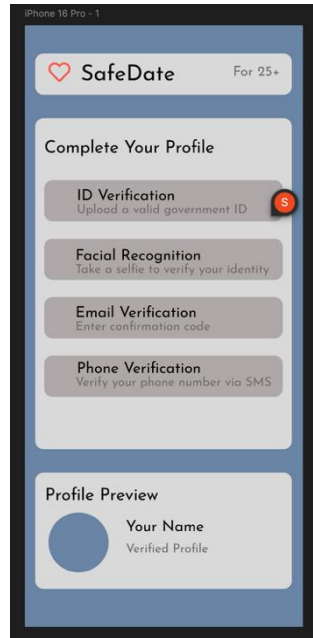


Community / Social Media: This helps the user get involved in the community of the app. All platforms in social media has a space for people to share their experiences.

Low-fidelity prototype

[Low Fidelity Prototype \[Click here\]](#)

Main screen, Log in (if already has account) or Create Account (if not). Fill out the information required and proceed to press submit button. If creating account, go ahead and use the camera for the facial recognition and take photos of their ID, then submit button. In the Home screen / Safe Swipe will have "right" or "left" to match with people. As well as the footer with the menu options. Click on the icons to go the desired page.



Usability study: findings

During usability studies for SafeDate, I discovered several key insights. First, I changed the login from email to phone numbers only after I realized how easily emails can be faked. I also found the initial ID verification process confusing, so I simplified the steps and added clearer instructions. The date planning feature I think turned out to be a great idea, so I added a few different options, from simple ideas to what is going on in the area the users live in. Lastly, I felt overwhelmed by the safety features on the main screen, so I reorganized the layout to make it less cluttered while still emphasizing security. These findings helped me refine the app to better balance user-friendliness with strong safety measures.

Round 1 findings

- 1 Email as the primary log in method
- 2 ID verification was confusing
- 3 Overwhelmed layout

Round 2 findings

- 1 Didn't have a confirmation code screen
- 2 Move the safety features to a dedicated page
- 3 Added a "Date planner" with ideas to choose from, for a fun activity to do

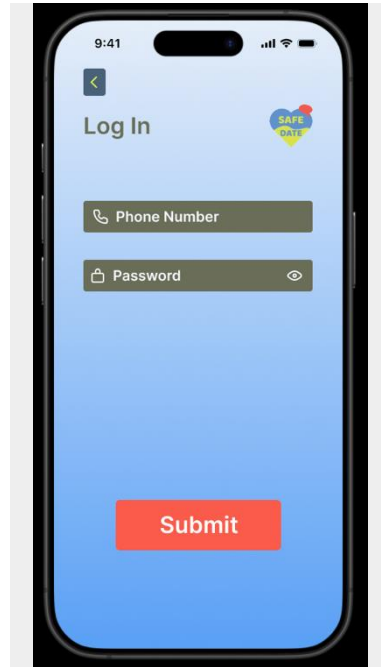
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

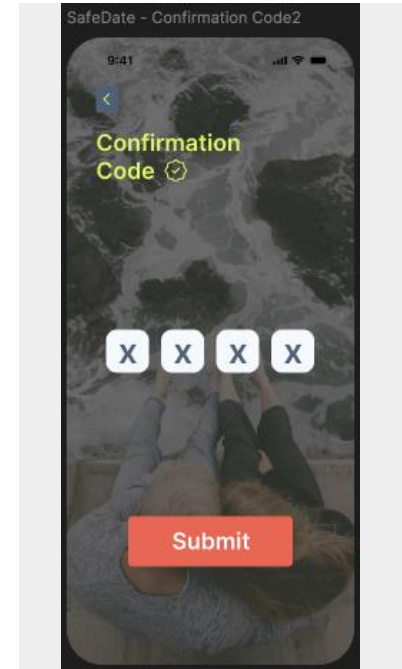
Mockups

I had a simpler screen with two boxes one for "Phone Number" and another one for "Confirmation Code". After the study I created a separate screen for the "Confirmation Code".

Before usability study



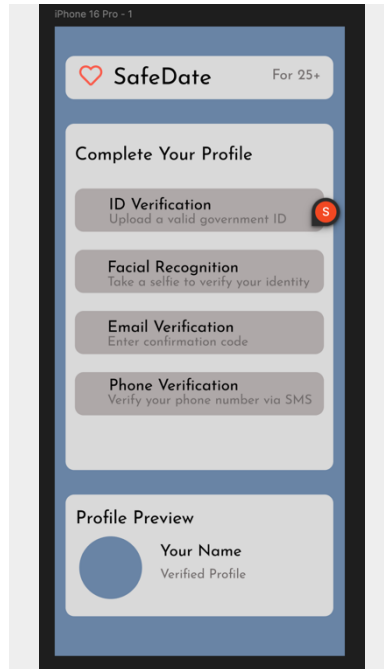
After usability study



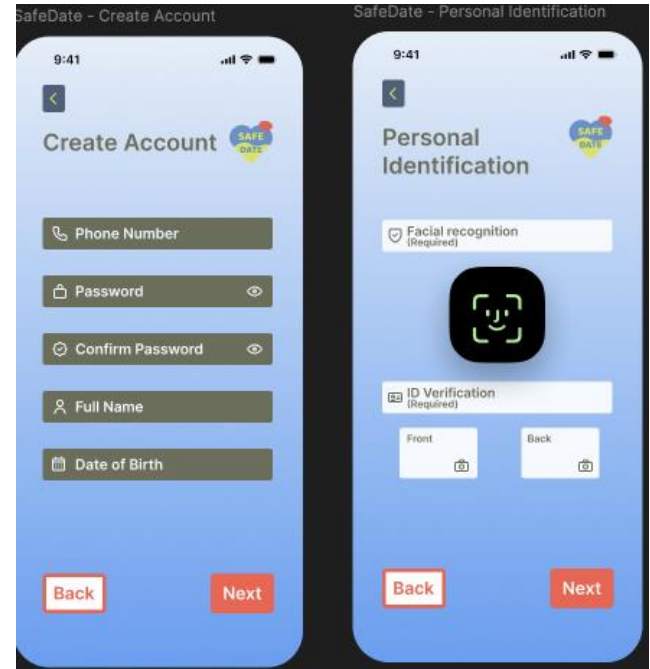
Mockups

The layout I had before was super overwhelming and everything in one page. I changed it and added different frames to make it more user-friendly and easier to navigate.

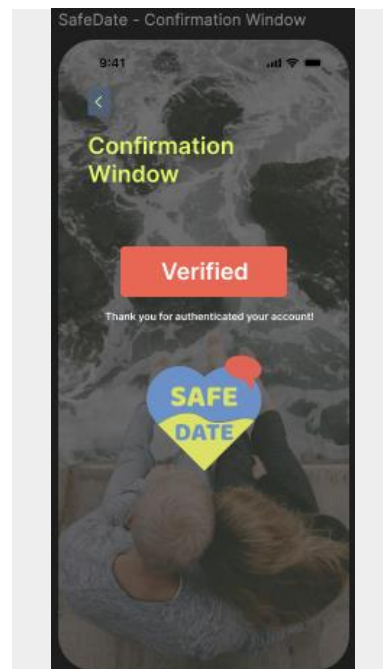
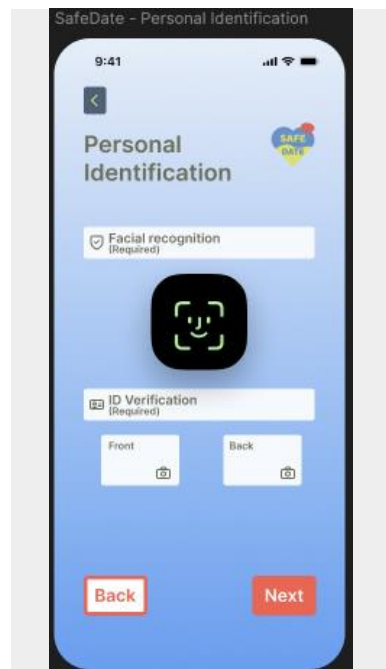
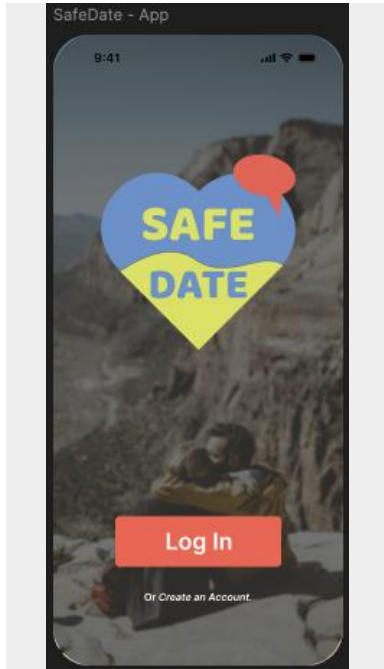
Before usability study



After usability study



Mockups

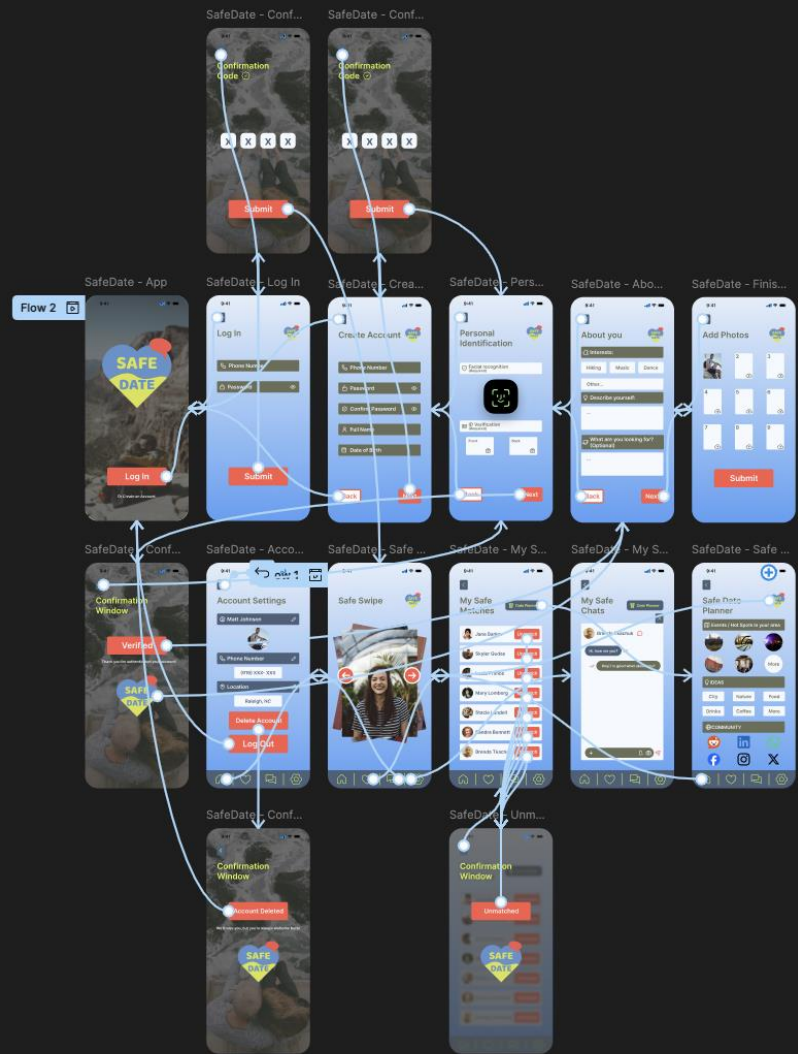


Post-test Iterations

- Camera permission popup Added an iOS-style alert so users understand why the app needs camera access before facial recognition kicks in.
- Consistent top spacing Tightened the padding at the top of every screen so the hierarchy feels clean and predictable.
- Updated icons Swapped the settings icon for a profile icon and moved the facial ID icon above the title so the visual flow matches what users expect.
- Chat visual cleanup Refined the messaging interface so conversations feel lighter and easier to scan.
- Simplified Safe Date Planner Trimmed down the date planning screen so the core ideas stand out without overwhelming the user

High-fidelity prototype

[SafeDate App \[Click Here\]](#)



Accessibility considerations

1

Font size and readability: I used a minimum of 14 pixels for body text to ensure readability for users with visual impairments.

2

Color contrast: I ensured sufficient color contrast between text and background elements, aiming for a ratio of at least 4.5:1 for normal text. This improves readability for users with low vision or color blindness.

3

Voice control support: Implement voice control features that allow users to navigate and interact with the app using spoken commands. They can also have a conversation using the voice messages or use the spoken commands for typing.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The impact of my SafeDate app designs are significant. I think users will feel safer trying online dating. The safety features like ID checks and face recognition will help people relax, knowing is a requirement and that they're talking to real people. Users will probably like the date planning part too. It's nice to have everything you need in one app. This will help individuals figure out where to go or how to plan a date. Plus, I think our app community is great because users can share their own experiences. It's like getting advice from friends who've been there.



What I learned:

During the SafeDate project, I learned a lot about making an app that's both safe and easy to use. Talking to users and testing the app showed me how important it is to listen to what people want and make changes based on their feedback. I found out that it's tricky to add lots of safety features without making the app too complicated. In the end, I realized that good design can really help make online dating feel safer and more fun for everyone.

Next steps

1

More in-depth testing with adults 25 and older, especially busy professionals and introverts. This would help me understand how well the safety features work for them and if the app meets their dating needs in the real-world situations.

2

Create a working prototype of SafeDate to test the facial recognition and ID verification features. This would allow me to identify any technical issues and improve the user experience before a full launch.

3

Work on enhancing the date planning section by adding more local partnerships and user-generated content. This could include collaborating with local businesses for special offers and allowing users to submit their own date ideas. It would make the app more useful and engaging.

Citations

- User profile picture 1 – [*Photo by Caique Nascimento on Unsplash*](#)
- User profile picture 2 – [*Photo by Gabriel Silverio on Unsplash*](#)
- User profile picture 3 – [*Photo by Matheus Ferrero on Unsplash*](#)
- User profile picture 4 – [*Photo by Matheus Ferrero on Unsplash*](#)
- User profile picture 5 – [*Photo by Caique Nascimento on Unsplash*](#)
- User profile picture 6 – [*Photo by Leighann Blackwood on Unsplash*](#)
- User profile picture 7 – [*Photo by Brooke Cagle on Unsplash*](#)
- Safe swipe picture 1 – [*Photo by Brooke Cagle on Unsplash*](#)
- Safe swipe picture 2 – [*Photo by Prince Akachi on Unsplash*](#)
- Safe swipe picture 3 – [*Photo by Isaac Castillejos on Unsplash*](#)
- Main user profile picture – [*Photo by Stephanie Tuohy on Unsplash*](#)
- Background picture 1 – [*Photo by Clarisse Meyer on Unsplash*](#)
- Background picture 2 – [*Photo by Justin Groep on Unsplash*](#)

Citations (continue)

- Date planner screen, picture 1 – [*Photo by Brandon Griggs on Unsplash*](#)
- Date planner screen, picture 2 – [*Photo by Niko Saparillas on Unsplash*](#)
- Date planner screen, picture 3 – [*Photo by Darrien Staton on Unsplash*](#)
- Date planner screen, picture 4 – [*Photo by Reba Spike on Unsplash*](#)
- Date planner screen, picture 5 – [*Photo by Nick Hillier on Unsplash*](#)

Let's connect!



You can contact me at my Instagram account or via school email.

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Instagram: [@sofiavargas.ph](https://www.instagram.com/sofiavargas.ph)

Thank you!