

01/ Description

1. The best spot for adventurous romance and online dating!

Get a real chance to find the right person, one whom you will never meet in crowded clubs or on other dating sites. It's the person who understands you perfectly! Enter Soulmate and discover the world of pure romance and flirty dating ideas! Meet like-minded locals who are ready to have some fun, just as you are. Soulmate is the place where every playful desire comes true. Use our handy features, which are made especially to help you to find your match! Try it out and feel the difference!

2. Meet more people online and get matched faster!

Have you ever wondered how many people are seeking their partner online? Hundreds, thousands, millions of lonely hearts. But the wider the choice, the harder it is to choose! And we are here to help you to find only those people who match your dating criteria! Try out our advanced search system, select the characteristics of a potential mate and see how many people are waiting for you, right here. Or use our local search to find matching people nearby and meet more singles in your area.

3. Experience fun chatting at its finest with our chat rooms!

To save time and effort when looking for the right person, you should chat online first. But if you don't know how to start a conversation, you can send Flirtcasts to attract the attention of multiple people at once, or wink at someone you like just to break the ice. While chatting you'll find out whether he or she is overly conservative or up for some fun and flirting. This means you can avoid any mistakes on your real date. Join today and enjoy all the benefits of dating with Soulmate!

02/ Goals

1. Reduce time and resources to support sites.
2. Increase brand loyalty and assure users of the protection of their data.
3. Increase the user base.
4. Identify the places in which we lose users (activation funnel).
5. Design a convenient and extremely simple mobile site.
6. Increase the number of registrations and sales of subscriptions on the site.
7. Identify barriers to improving conversion.

03/ Target audience

ANALYTICS

General Profile:

- single or divorced
- mostly men, less often women
- ages of 30 and 49.
- all races and icities
- currently live in the big cities all over the world.

Users from target audience generally

- professionals
- have some education beyond high school
- financially established.

They may or may not have been married previously, and may or may not have children from a previous relationship.

Psychographics:

Users believe in

- the value of a long-term relationship
- finding and marrying their one true love.

• They typically have a positive attitude toward the search for their significant other and want to find the easiest and most efficient way to do so.

• Targeted audience live heterosexual lifestyles. They are interested in balancing their careers with leisurely activities.

• People of Generation X are well educated and have low unemployment rates compared to people in the next generation.

04/

Information Architecture

FUNCTIONS

Required application functions:

1. Registration
2. User Profiles
3. Filters
4. Matching
5. Messenger
6. Additional paid features

Additional paid features:

1. Hide advertising
2. Paid messages
3. Unlimited search
4. View photos in full size
5. Trusted membership

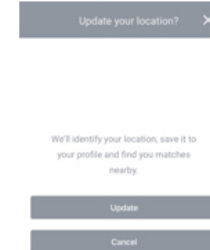
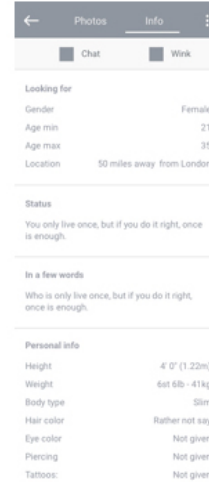
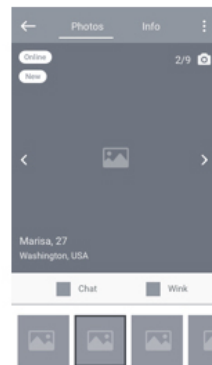
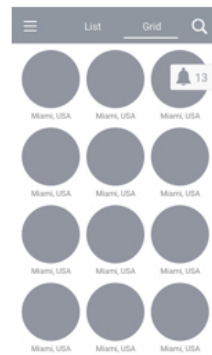
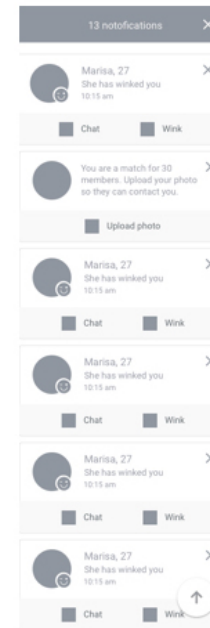
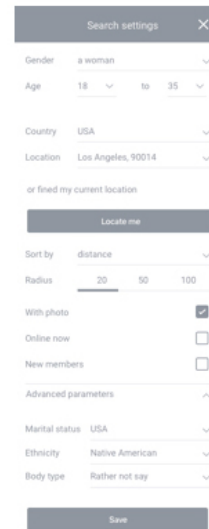
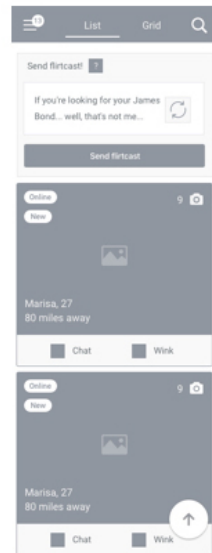
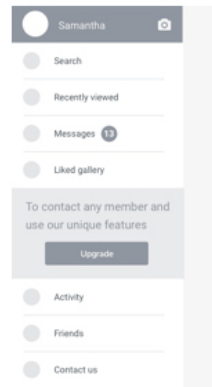
05/ User story

Name	Search a user
Main actor	Registered free user
Trigger	The user decides to find users on the site to communicate on certain criteria. The user is already logged in on the site.
Post Conditions	The user sees a list of users selected according to certain criteria specified in the filter.
Basic Flow	<ol style="list-style-type: none">1. The user opens a list of sections in the menu2. Selects the menu section «Search»3. The user opens a section with the search settings.4. The user selects the certain search criteria.5. The user saves the settings.6. The system saves the selected settings.7. The user sees a page with a list of users matching the saved criteria.
Alternative scenarios	<ol style="list-style-type: none">1.a There are no users matching the specified criteria in the system:<ol style="list-style-type: none">1.a1. The system reports that there are no such users in the system1.a2. The system offers similar results.

07/ Wireframes



08/ Prototypes

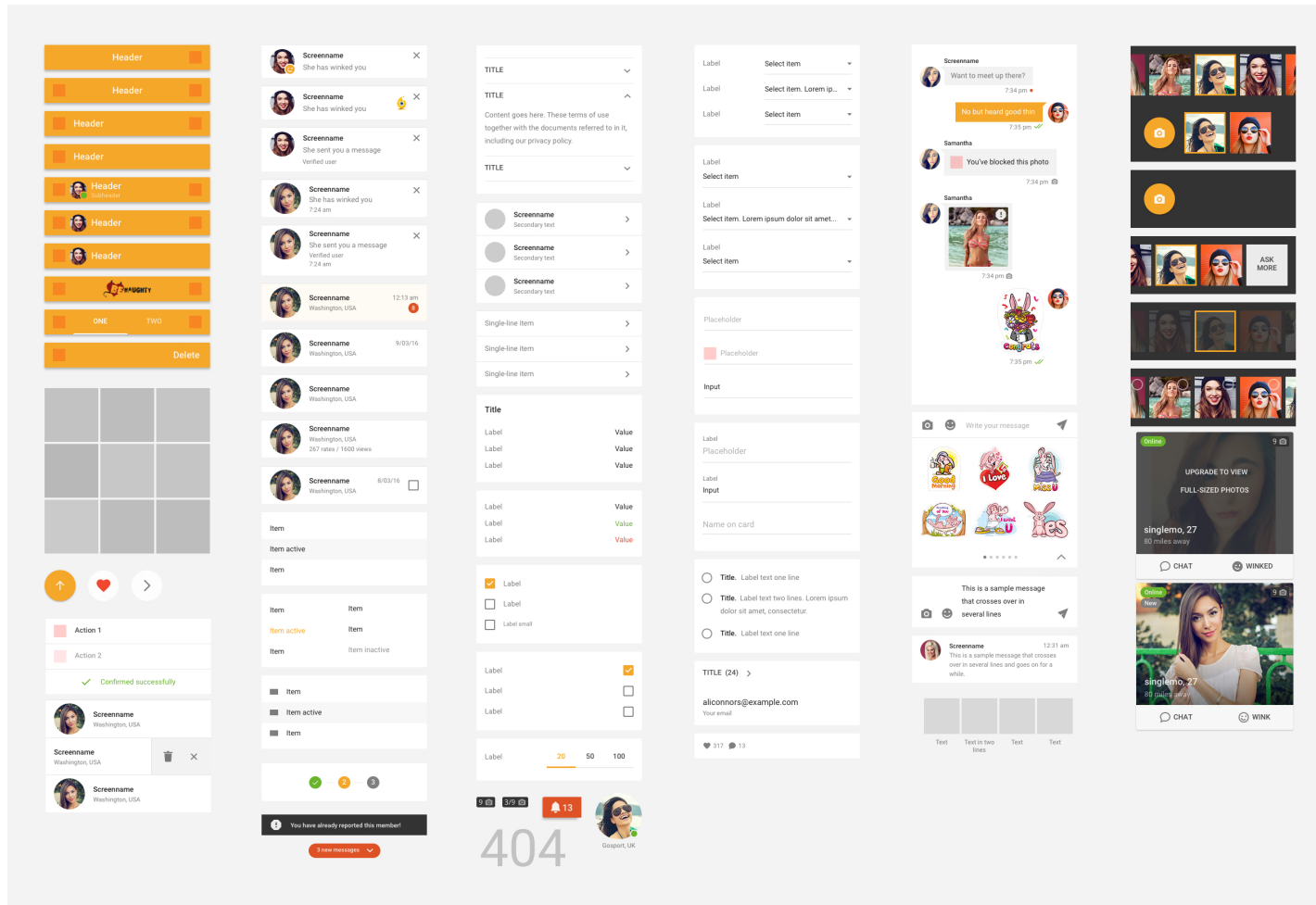


09/ User flow

SEARCH



10/ Components



11/ Colors

Basic



Invert

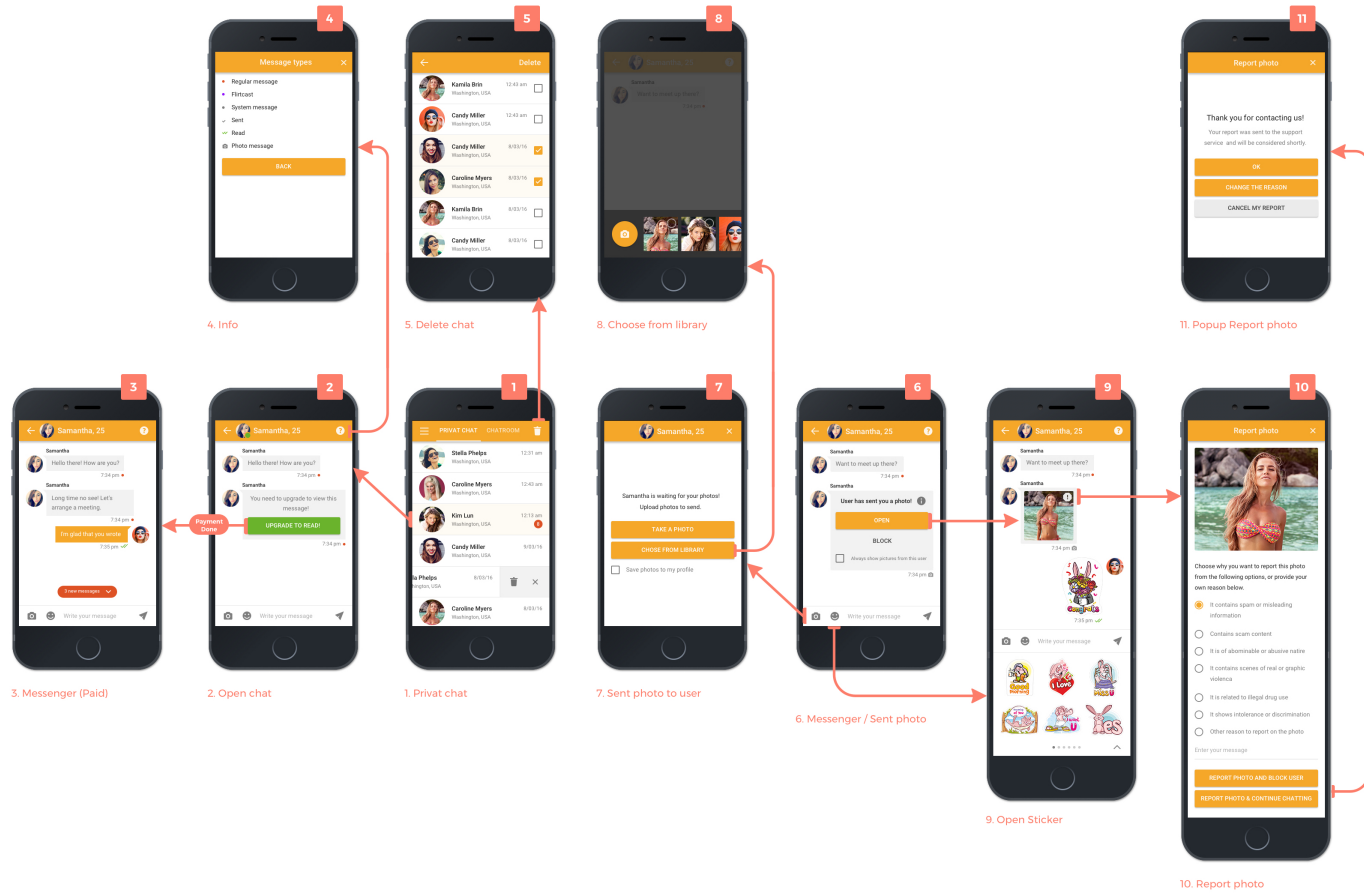


12/ Typography

Header 1 Reccomended one line headers	Send a flirty message to lots of	Send a flirty message to lots of people at once!
Header 2	Send a flirty message to lots of people at once!	Send a flirty message to lots of people at once!
Header 3	Send a flirty amazing text message to lots of people at once!	Send a flirty amazing text message to lots of people at once!
Header 4 / Caption	Screenname	Screenname
Text Don't used black color - 85% black	All females can join our site as Free Members. Free Membership gives you basic access to the site.	All females can join our site as Free Members. Free Membership gives you basic access to the site.
Muted / Info text	All females can join our site as Free Members.	All females can join our site as Free Members.
Primary text	All females can join our site as Free Members.	All females can join our site as Free Members.
Warning text	Please complete your profile	Please complete your profile
Danger text	System Error	System Error
Success text	Message sent	Message sent
Link	All females can join our site as Free Members.	All females can join our site as Free Members.
Label	Gender	Gender
Small title	Free Membership	Free Membership
Small text	Free Membership gives you basic access to the site. You can reply to members' messages and send messages to all male members.	Free Membership gives you basic access to the site. You can reply to members' messages and send messages to all male members.
Small description	Free Membership gives you basic access to the site. You can reply to members' messages and send messages to all male members.	Free Membership gives you basic access to the site. You can reply to members' messages and send messages to all male members.
Unordered list	<ul style="list-style-type: none">• To administer your user account with us• To help us improve the structure• To allow you to participate in any interactive features of the Site	<ul style="list-style-type: none">• To administer your user account with us• To help us improve the structure• To allow you to participate in any interactive features of the Site
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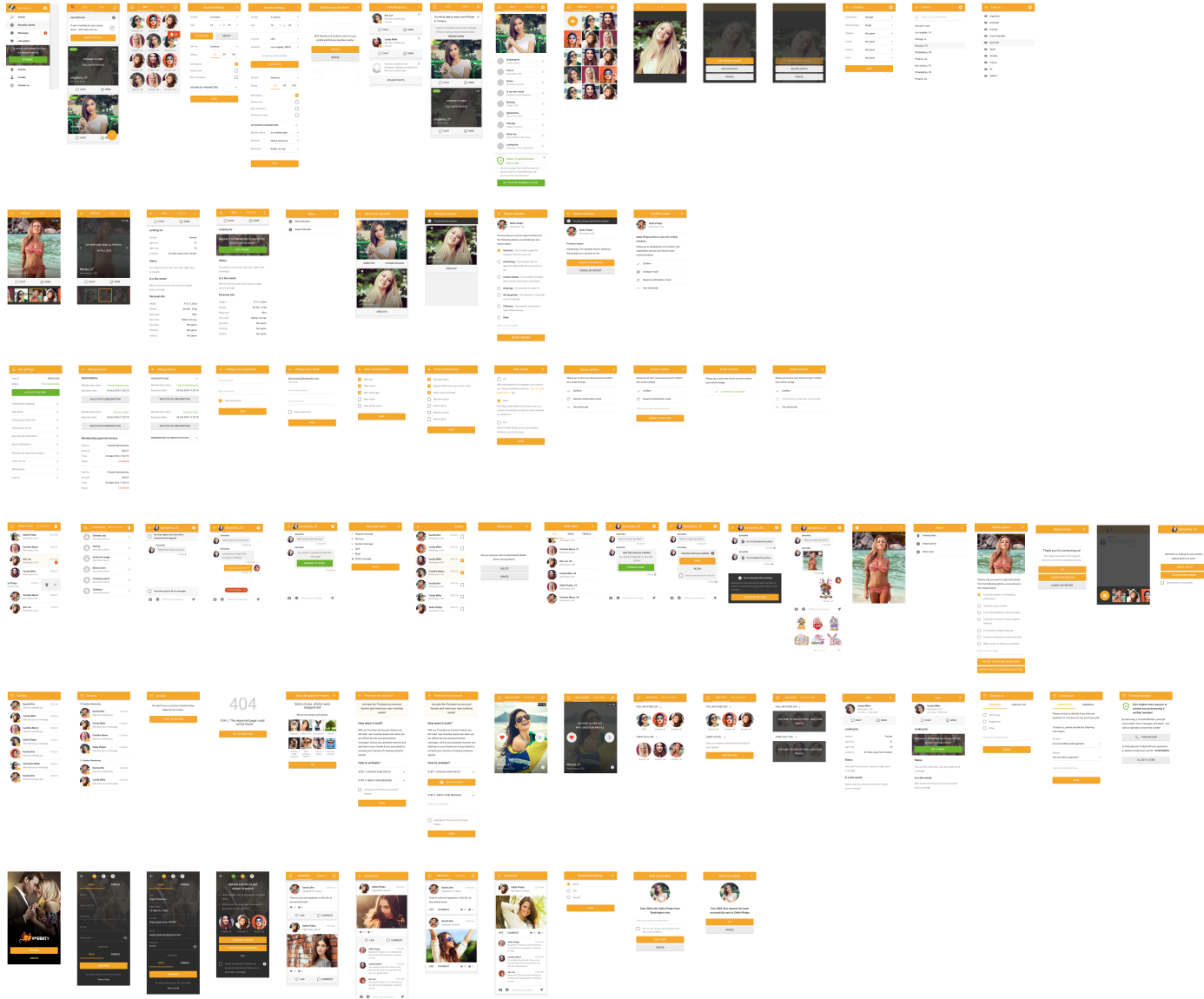
13/ UI

MESSENGER



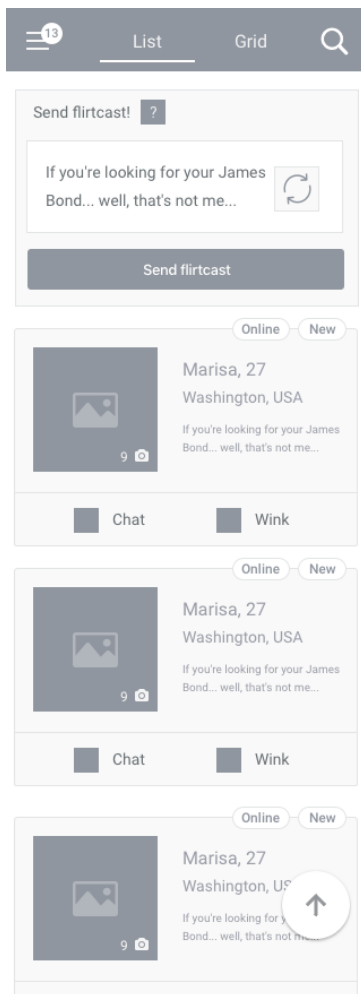
14/ UI

ALL PROJECT

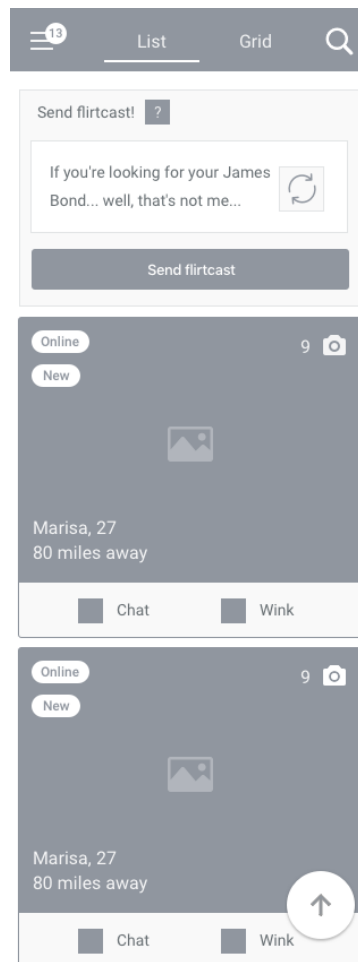


15/ A/B Testing

Variant A



Variant B



Hypothesis

The increase in the size of the photo will lead to the interest of users and their retention on the site, which will positively affect the conversion rate.