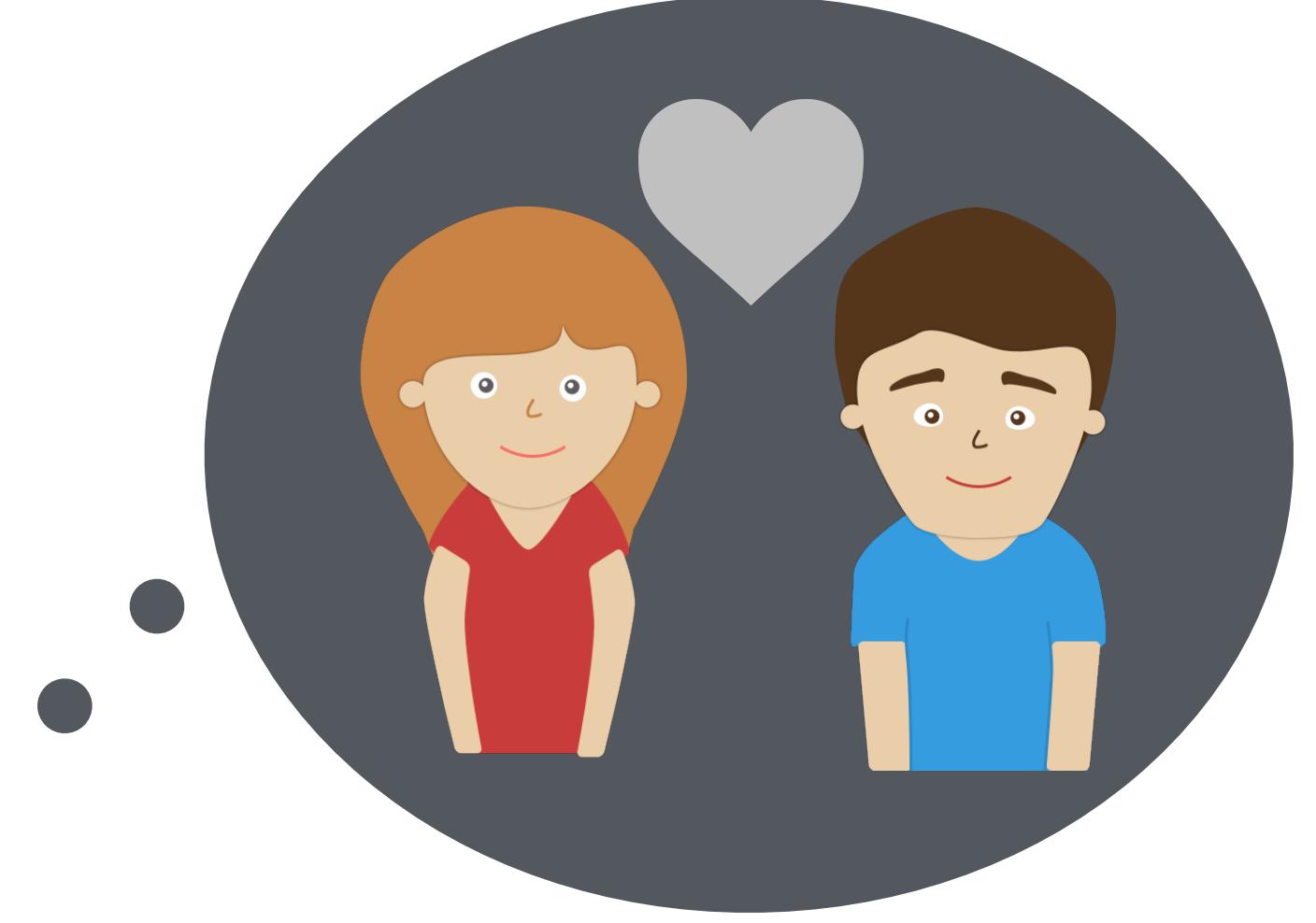
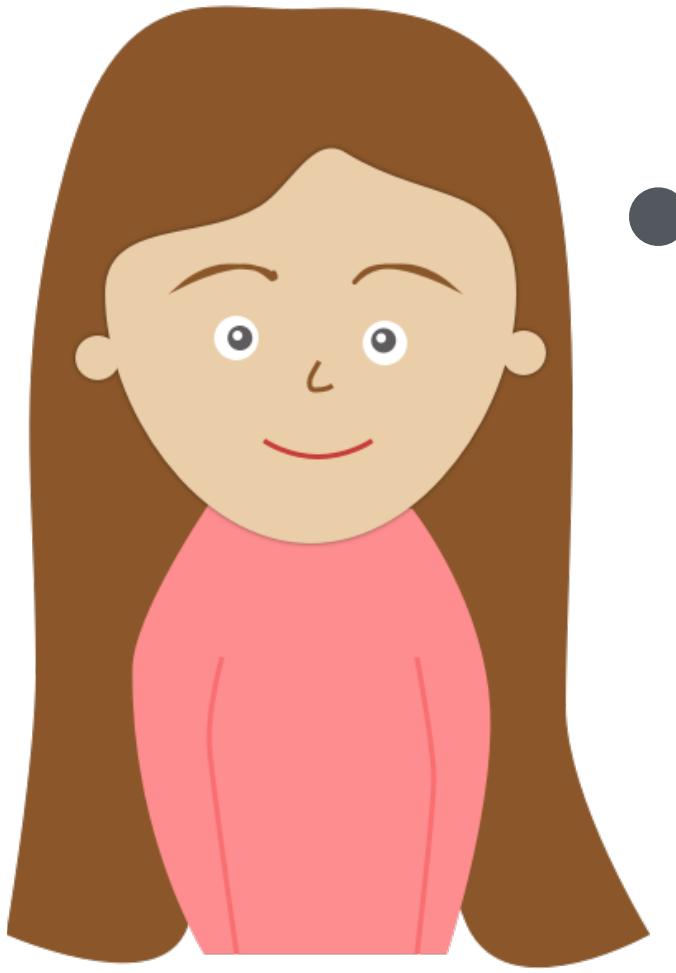


# Turning Users in to Matchmakers

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A project for Zoosk | Alisa Avigan, Jiaqi Li + Steve Voyk

# Romantic Timeline



Currently, Zoosk only helps those who want to **date** either for fun or for the purpose of forming a **relationship**.

# Romantic Timeline



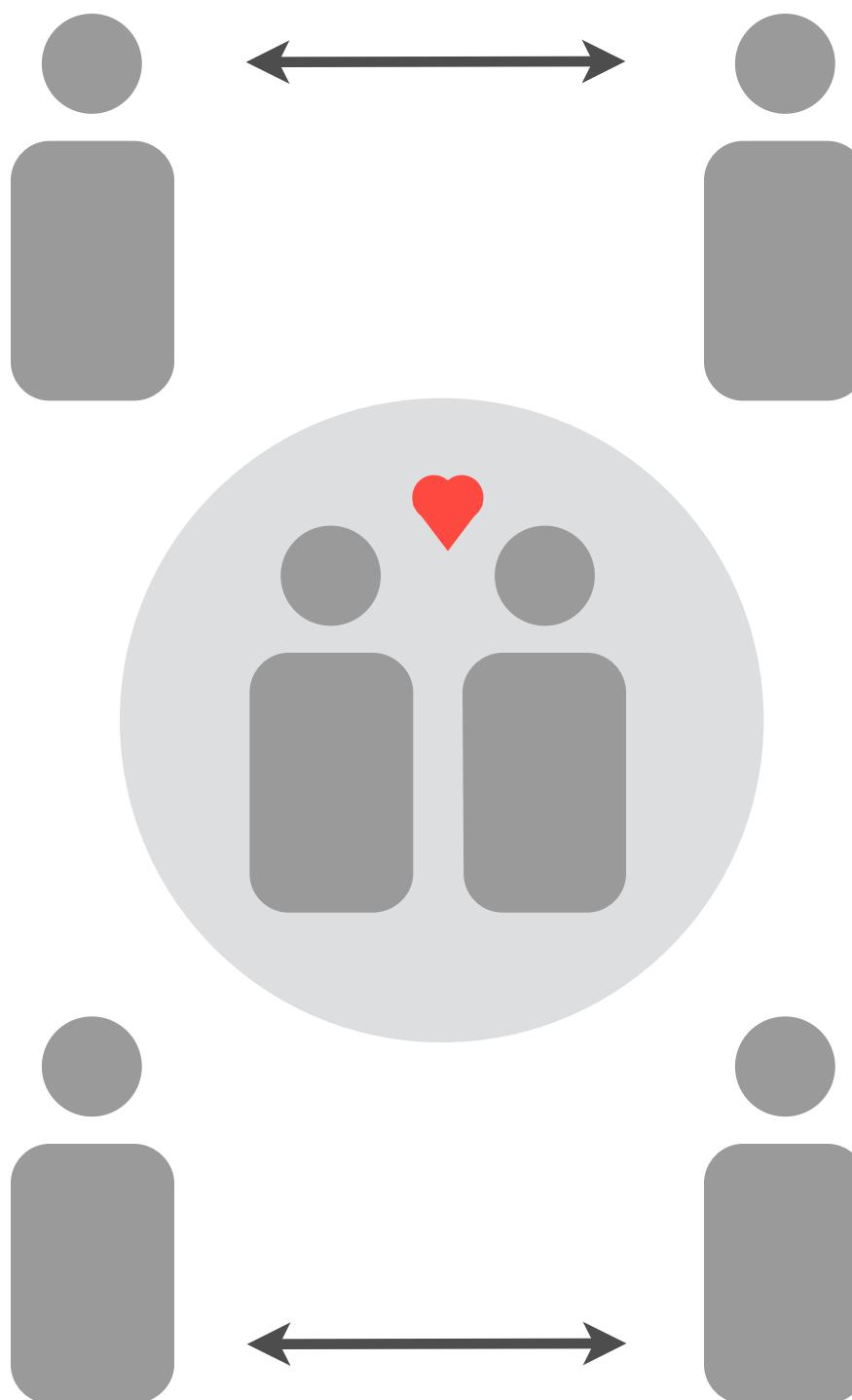
How can Zoosk begin to guide its users during the **other phases** of the "Romantic Timeline?"

# Keeping Couples Engaged



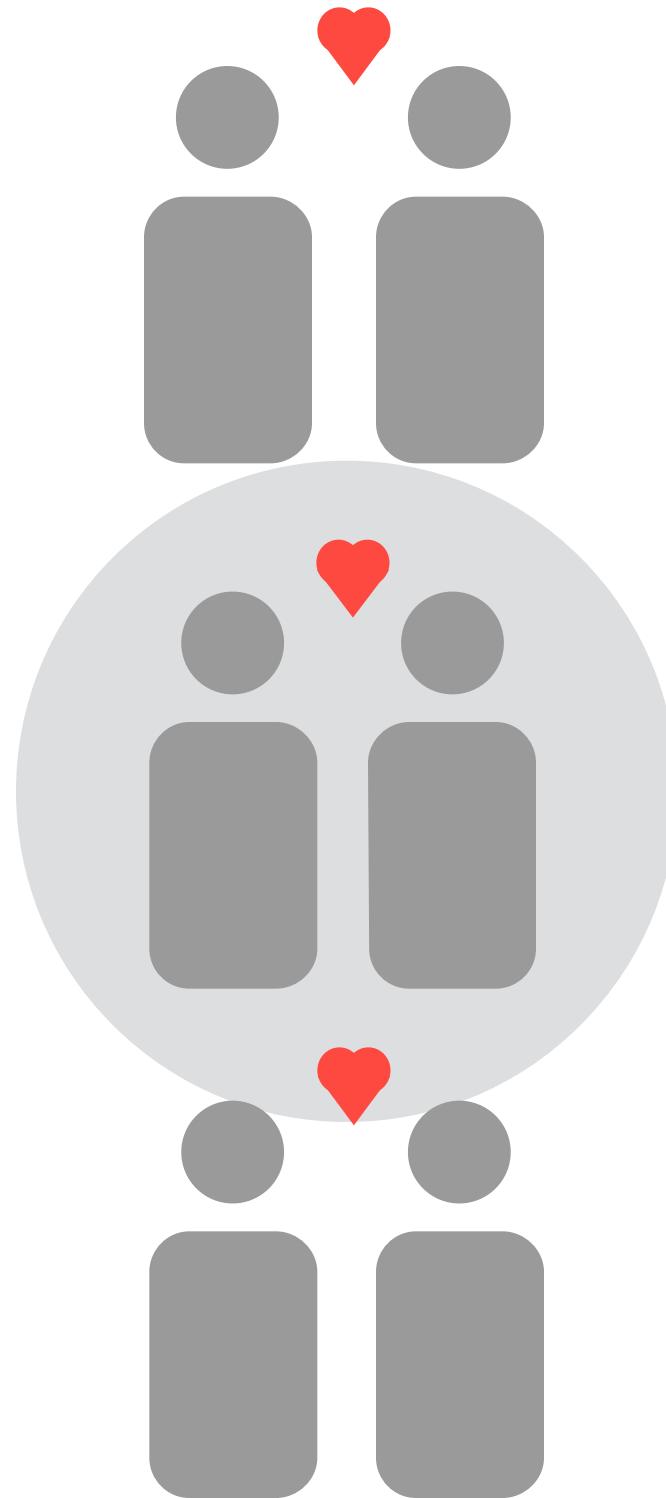
Our design focuses on how Zoosk can begin to service the **post-dating phase** of the "Romantic Timeline" to enhance users' relationships + keep couples **engaged** on Zoosk.

# Keeping Couples Engaged



- Many couples have friends who are single
- ... And they love setting them up!
- Why? Because they get to spread the love + happiness they're experiencing to their friends.

# Keeping Couples Engaged



- Zoosk can keep couples engaged by facilitating one of their favorite activities - matchmaking!
- Our design prescribes that Zoosk enable its users to propose matches to friends.

# Why this Design?

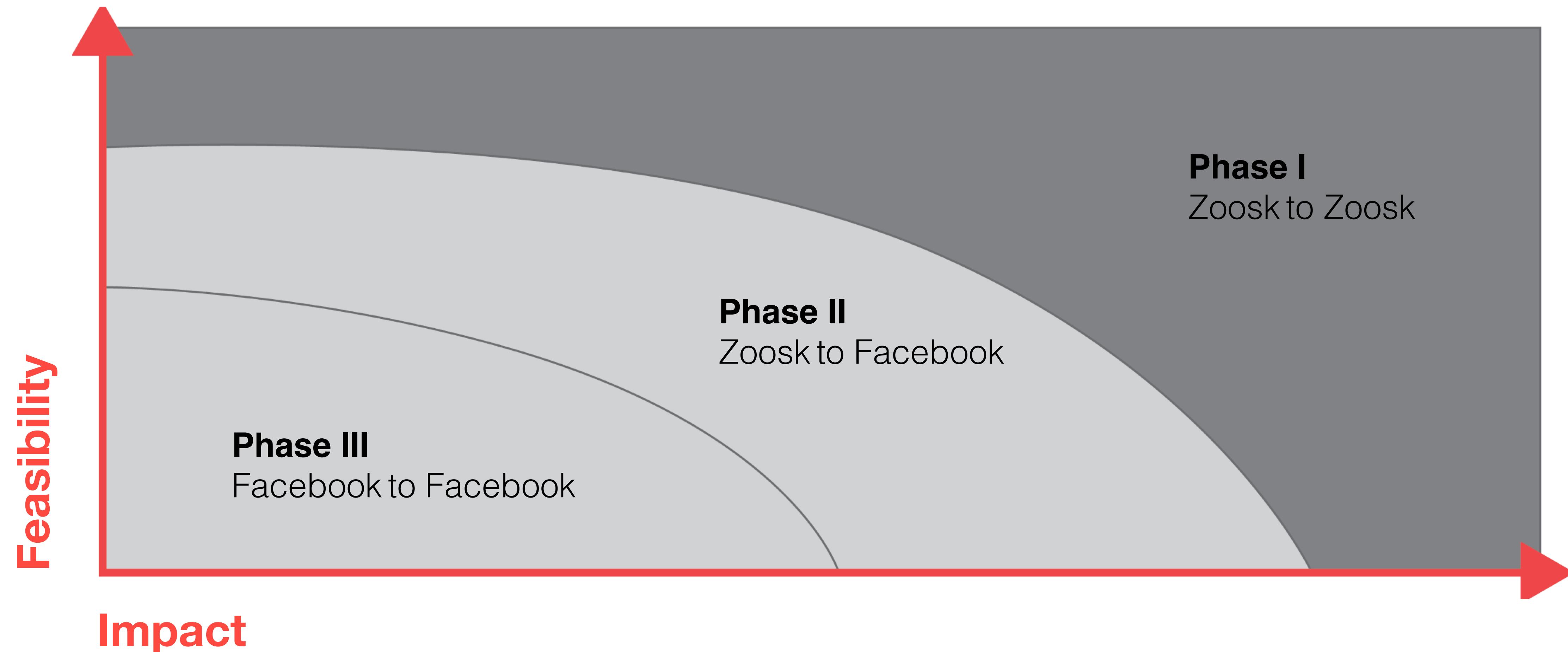
## For Zoosk

- Keeps users in relationships engaged
- Matchmakers can potentially draw in new Zoosk users through using Zoosk to match Facebook friends who aren't already on Zoosk.
- A human perspective complements the behavioral matching algorithms to make more effective + trusted matches

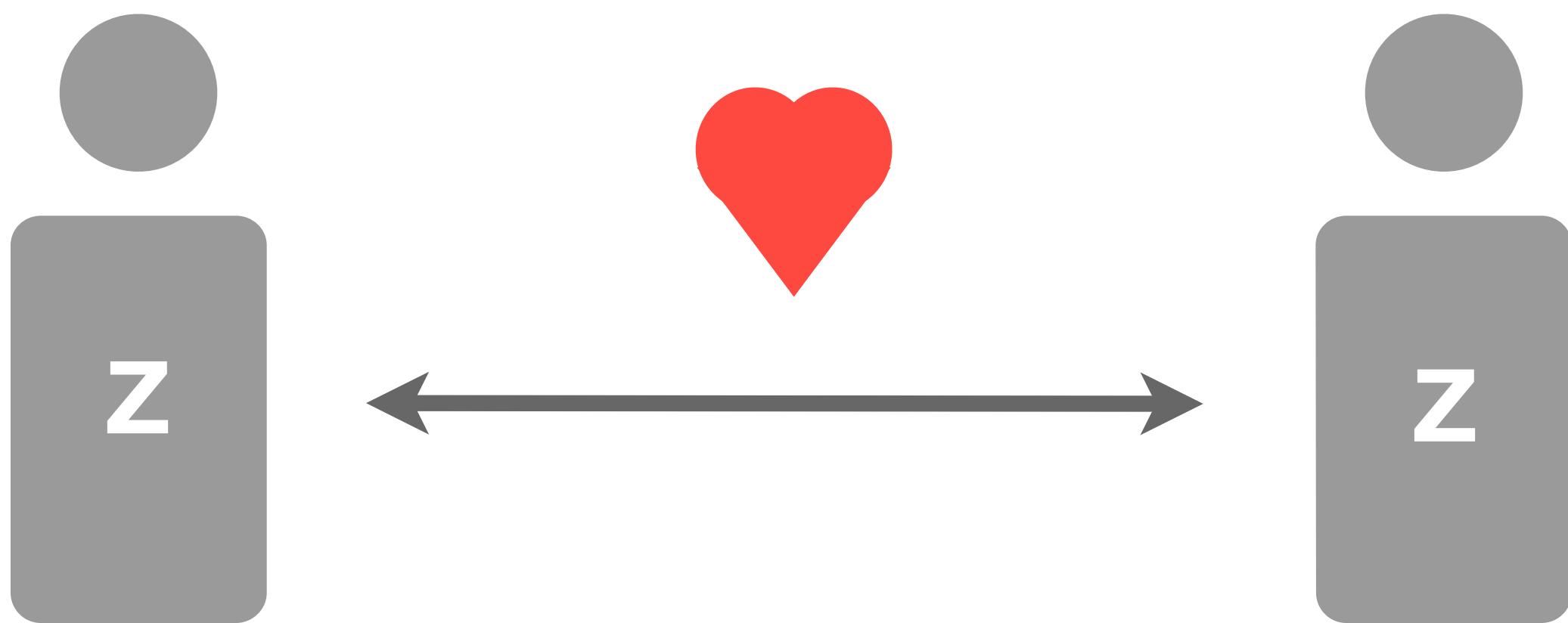
## For Users

- Users can experience the joy of setting up their friends
- Matches proposed by friends are more trusted and valued than those proposed by an algorithm, because friends can generally learn you better than a machine
- People prefer to date those who are within their social circles due to perceived safety + common ground

# Phases of Implementation



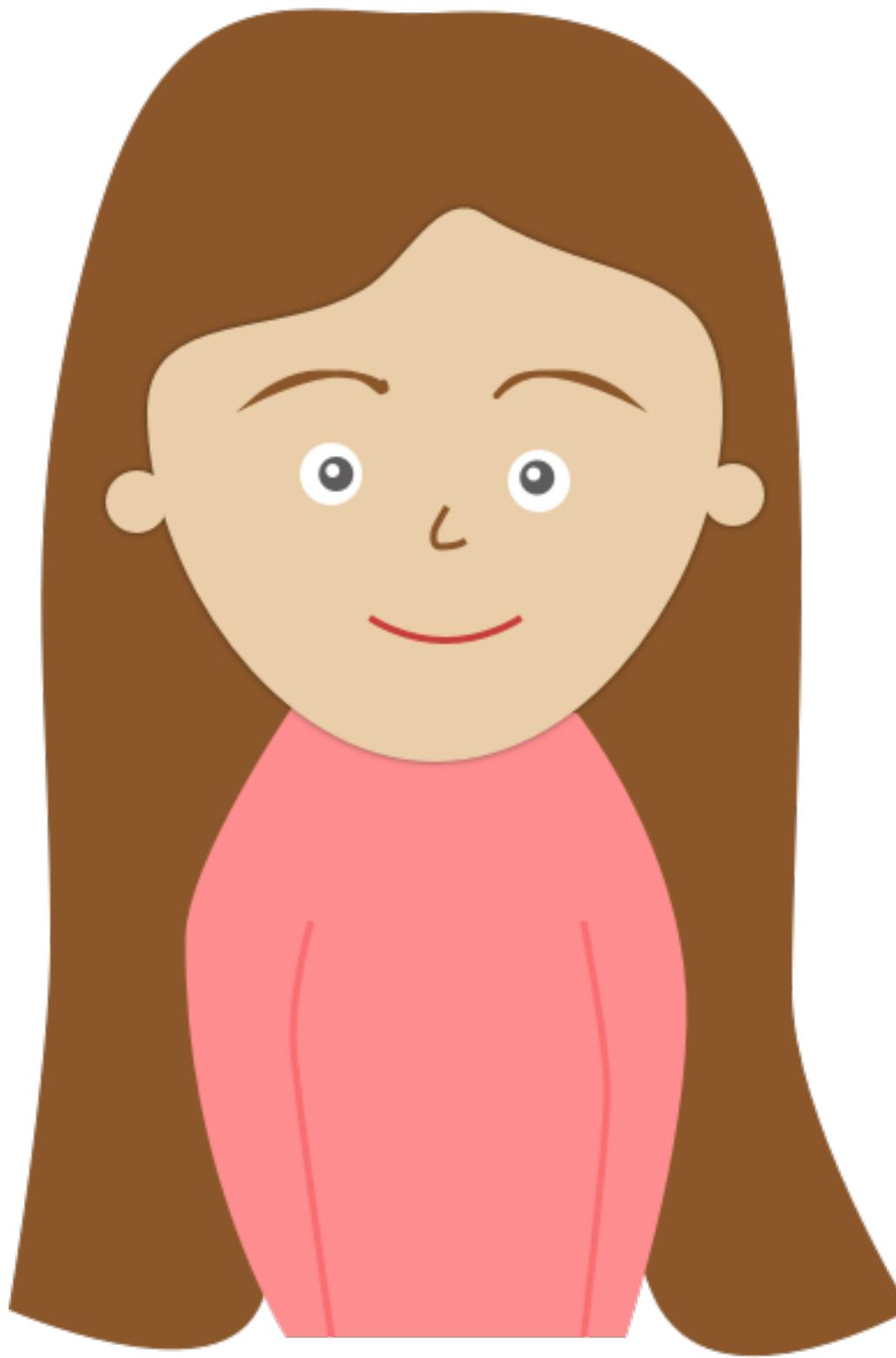
# Phase I Zoosk to Zoosk



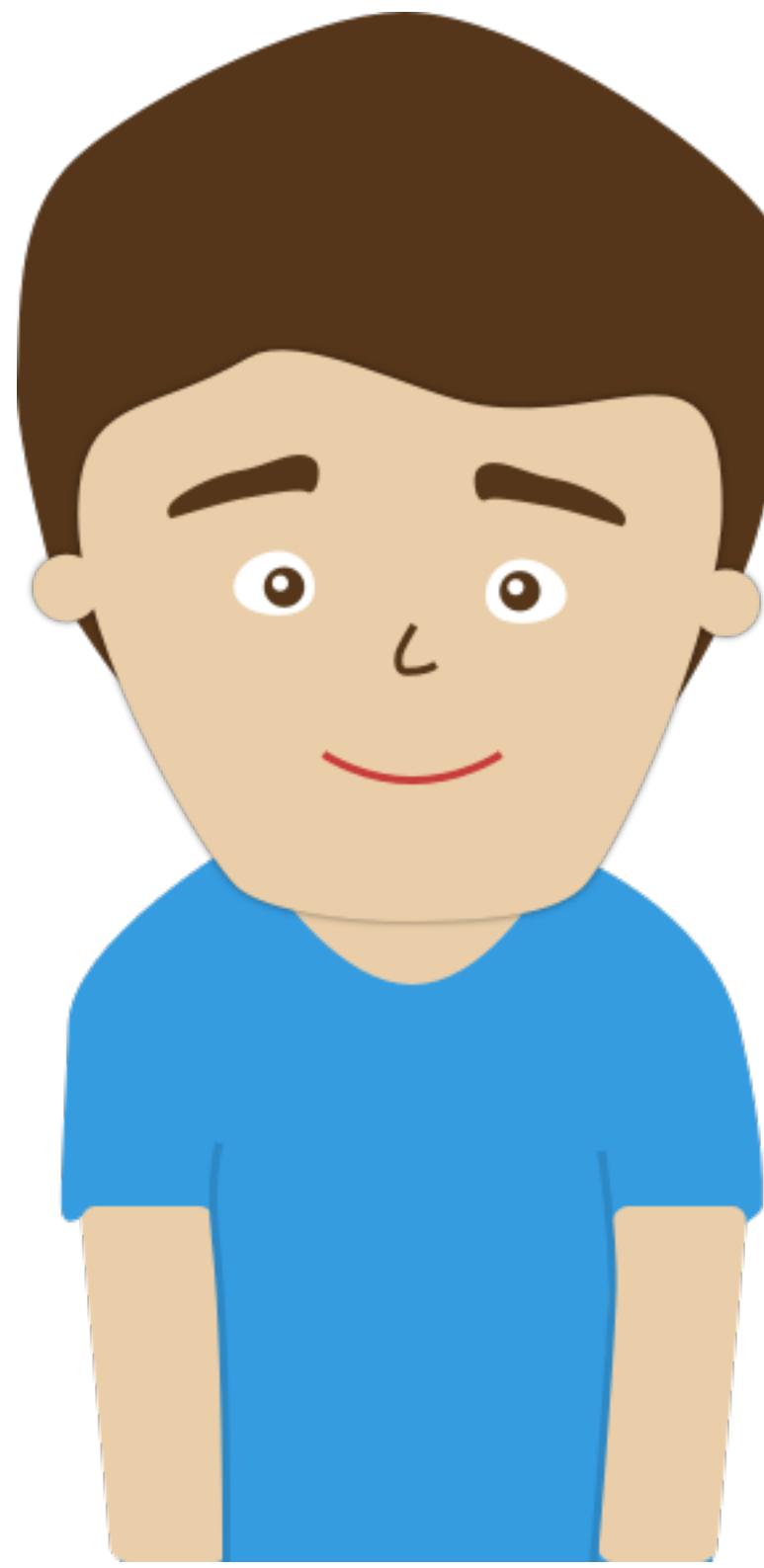
## Capabilities:

Users can match their friends and acquaintances who are already using the Zoosk platform

# Phase I Scenario

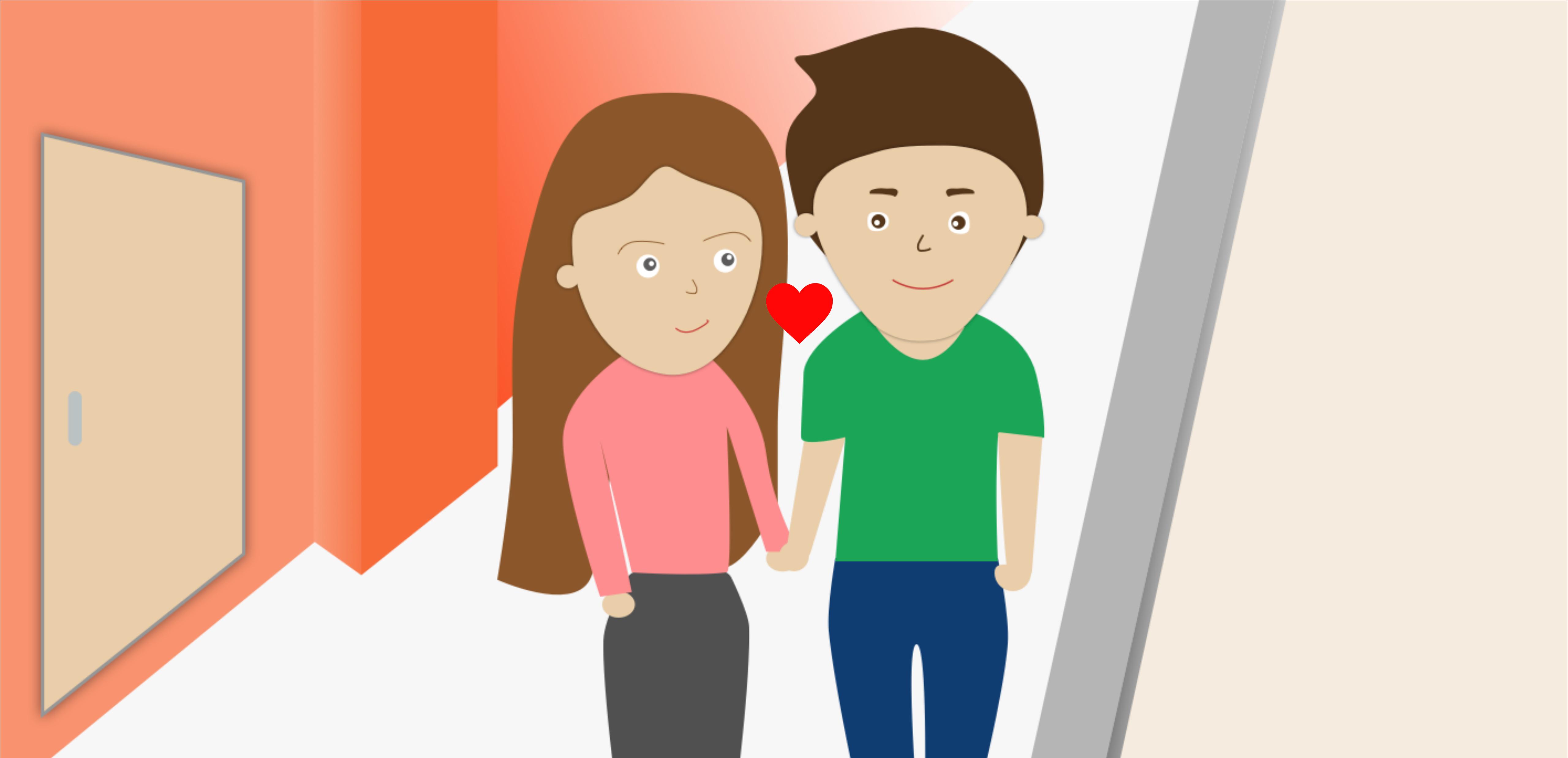


Julie

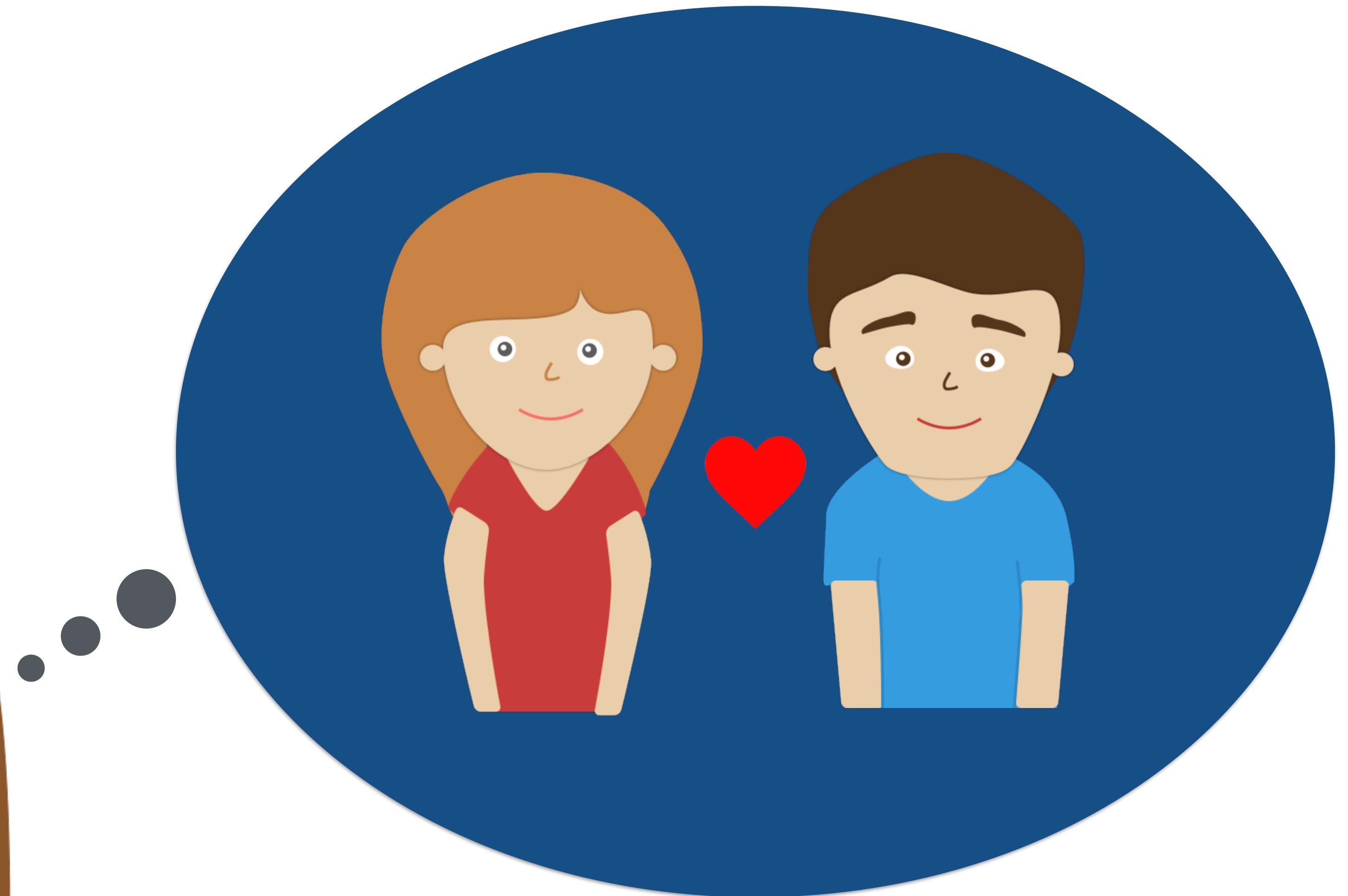
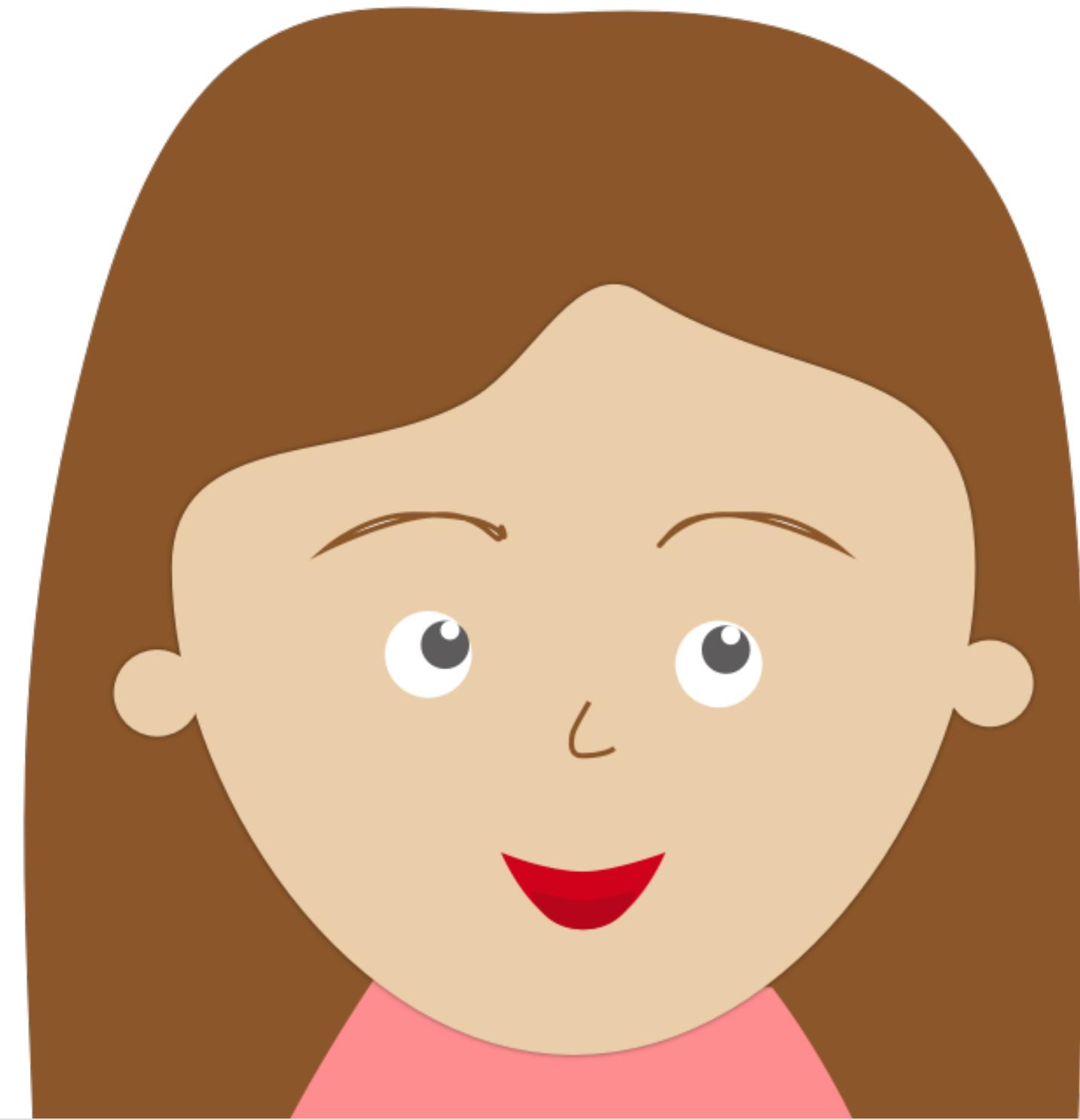


Matt

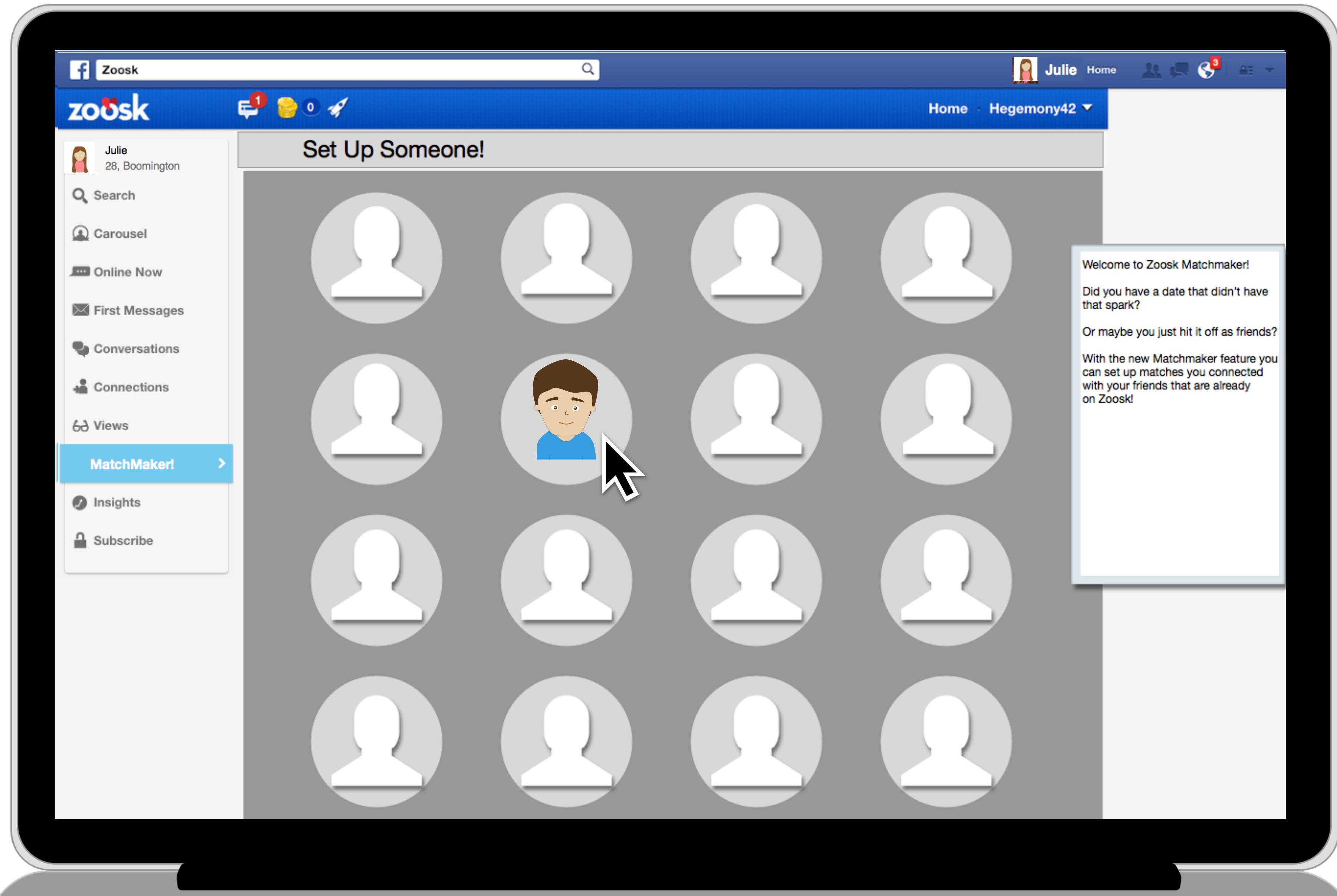
Julie and Matt met through Zoosk. Julie thinks Matt is a good guy, but she just doesn't feel the spark.



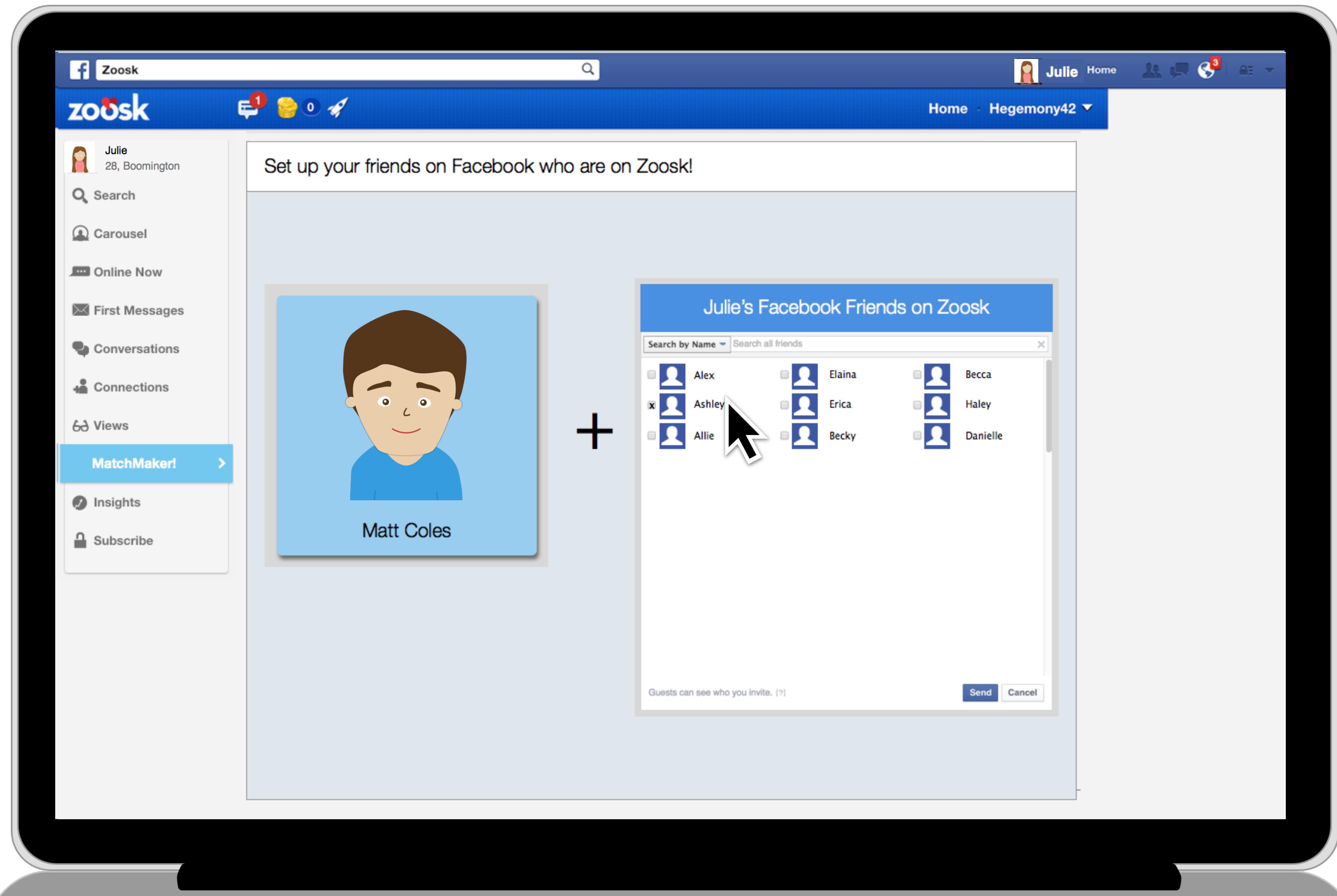
Julie then met another guy through Zoosk and they started dating. She's really happy.



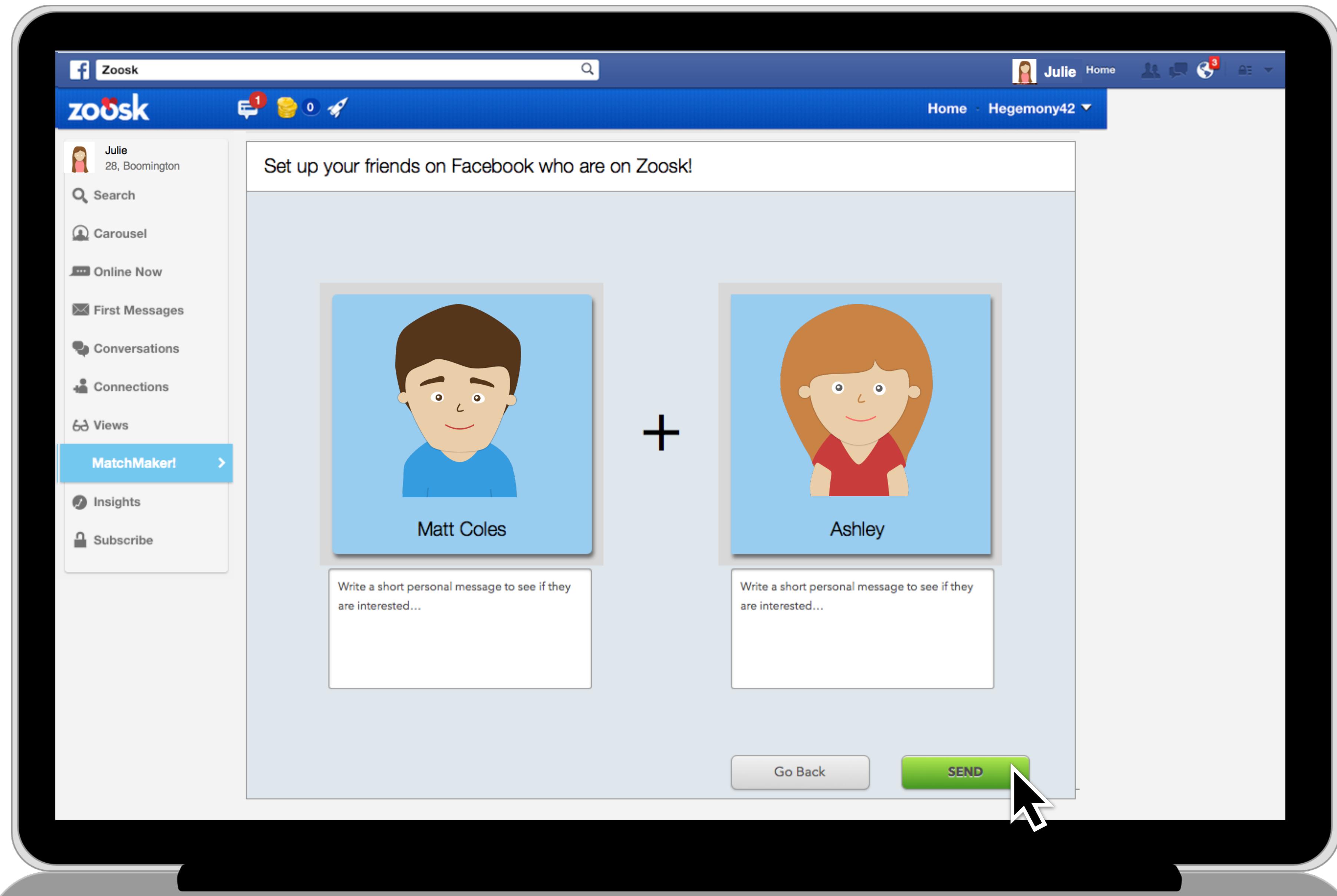
Then Julie thinks about her good friend Ashley, who is also using Zoosk now. "Ashley and Matt might like each other since they have the same sense of humor!"



So Julie goes to the "Matchmaker" tab in Zoosk. She sees all her facebook friends that use Zoosk as well as her Zoosk Connections. She selects Matt from the list.



Then she is prompted to choose who she wants to set Matt up with. She searches for her friend Ashley - who is both a Facebook friend + Zoosk user - and selects her.



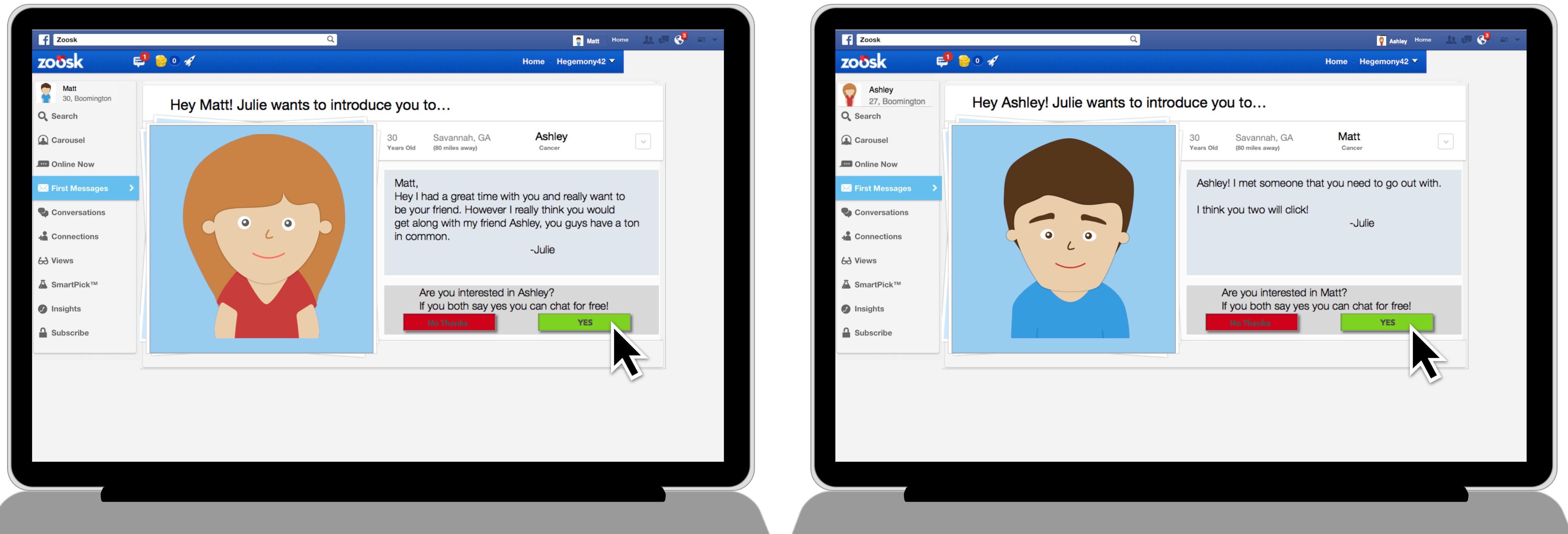
She writes separate + personalized messages to both Matt and Ashley, explaining why she thinks they would make a great match! Then she sends out the matchup invitation!

A screenshot of the Zoosk mobile application interface. At the top, there's a header bar with the Zoosk logo, a search bar, and user information for 'Matt'. Below the header is a blue navigation bar with tabs for 'Home', 'Carousel', 'Online Now', 'First Messages' (which is highlighted in blue), 'Conversations', 'Connections', 'Views', 'SmartPick™', 'Insights', and 'Subscribe'. The main content area is titled 'All First Messages' and lists three messages:

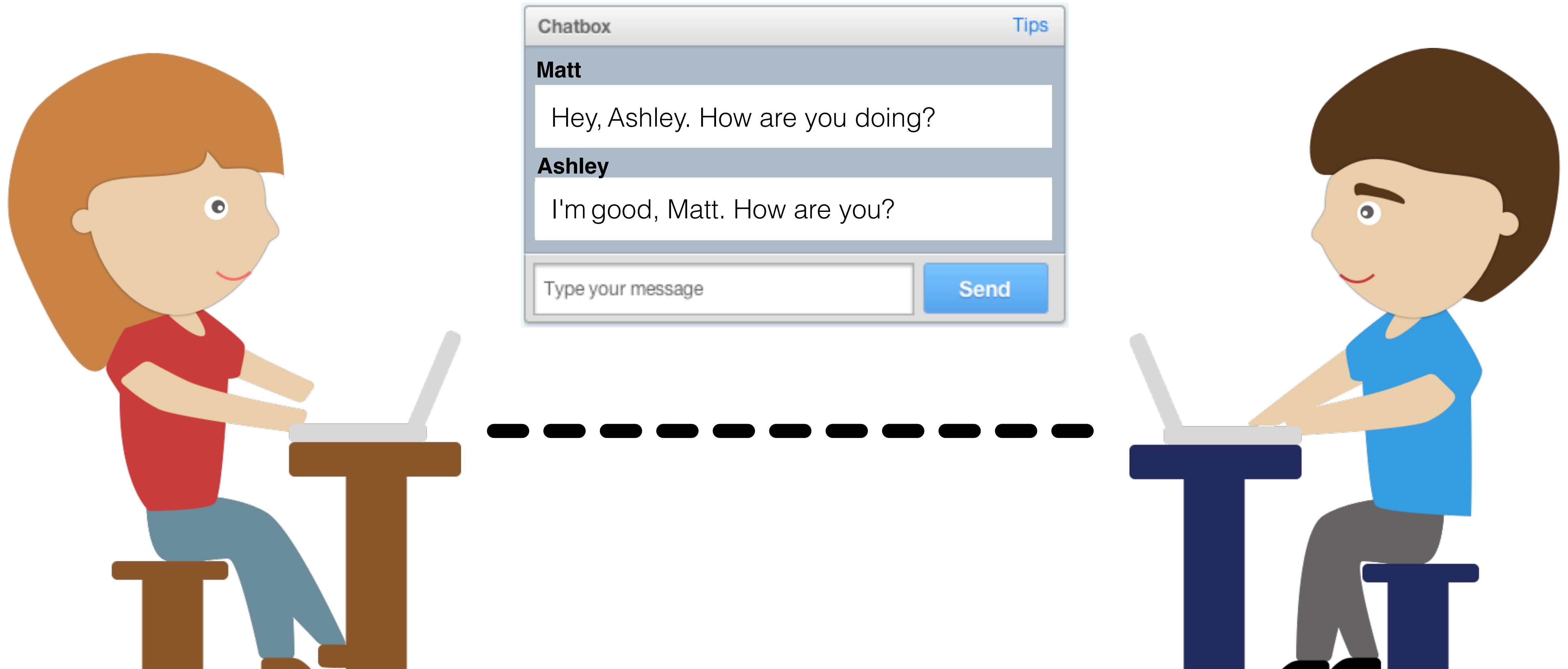
- Ashley: Julie wants to set you up! More Today! (Unread)
- toni: You have a new message! More 60 days ago (Unread)
- Gina: You have a new message! More 61 days ago (Unread)

Each message item includes a small profile picture, the recipient's name, the message subject or preview, the timestamp, and a 'Report/Block | Delete' link.

Ashley + Matt both see that they have a new message in their "First Messages" tab.

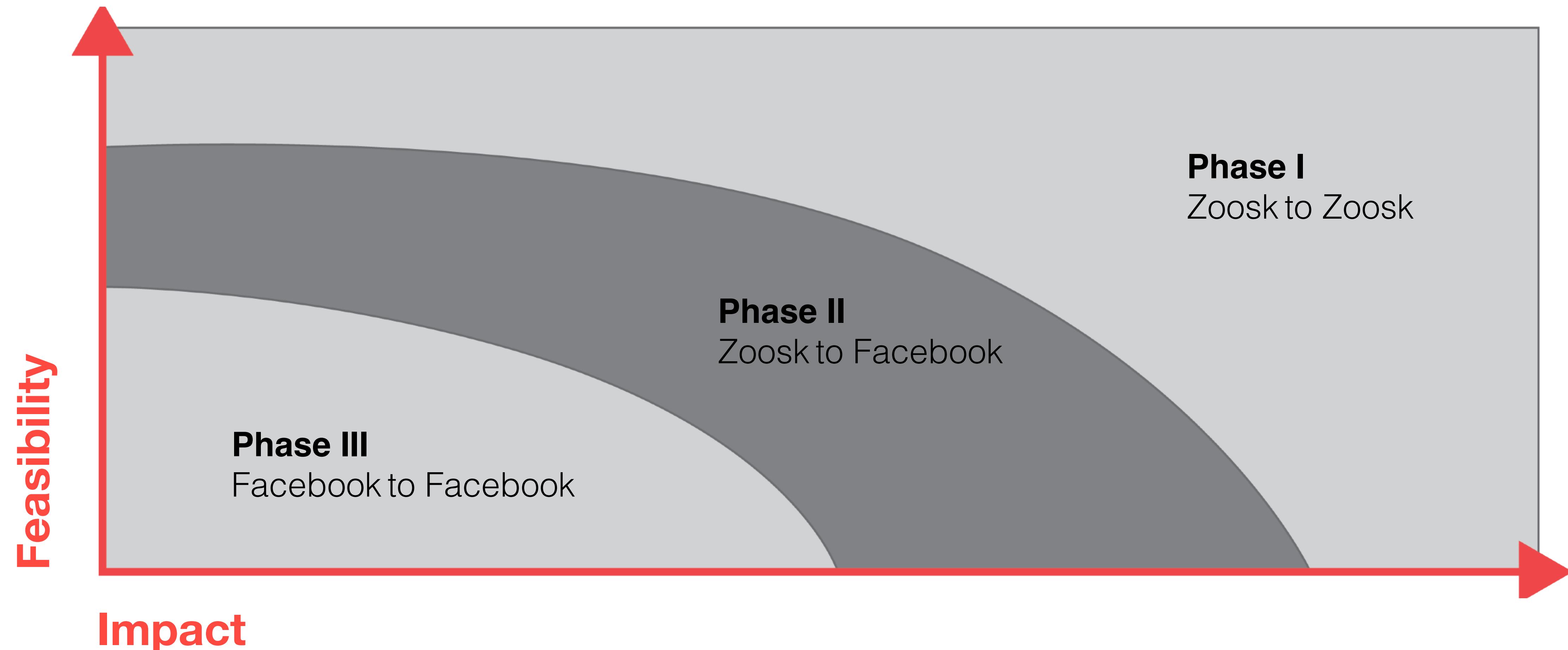


After reading the message from Julie and looking at Ashley's profile, Matt's interest is peaked. Ashley who respects her friend Julie's opinion is interested in connecting with Matt. They both accept the invitation.

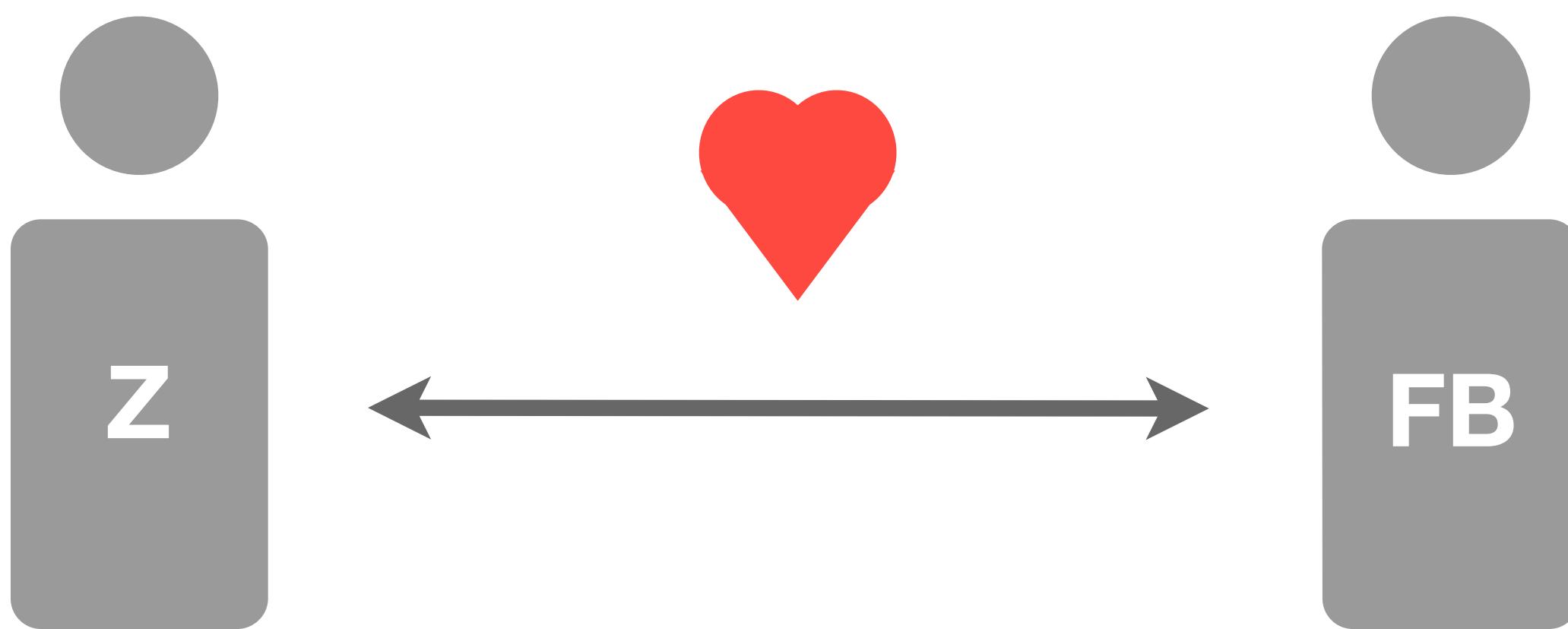


Similar to SmartPick, the chat is automatically set up only after both Ashley and Matt accept the matchup invitation. Ashley and Matt start chatting through Zoosk.

# Phases of Implementation



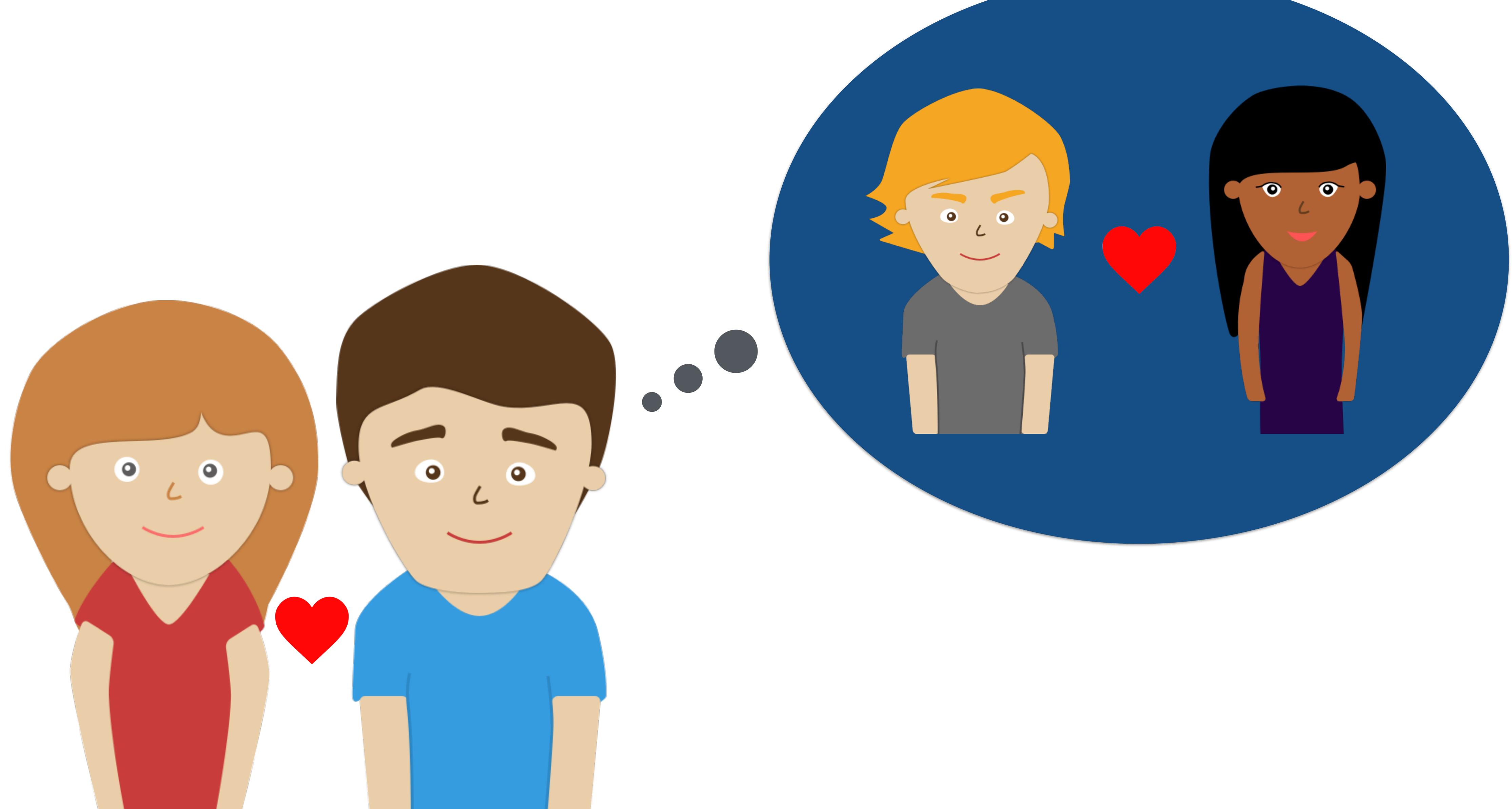
# Phase II Zoosk to Facebook



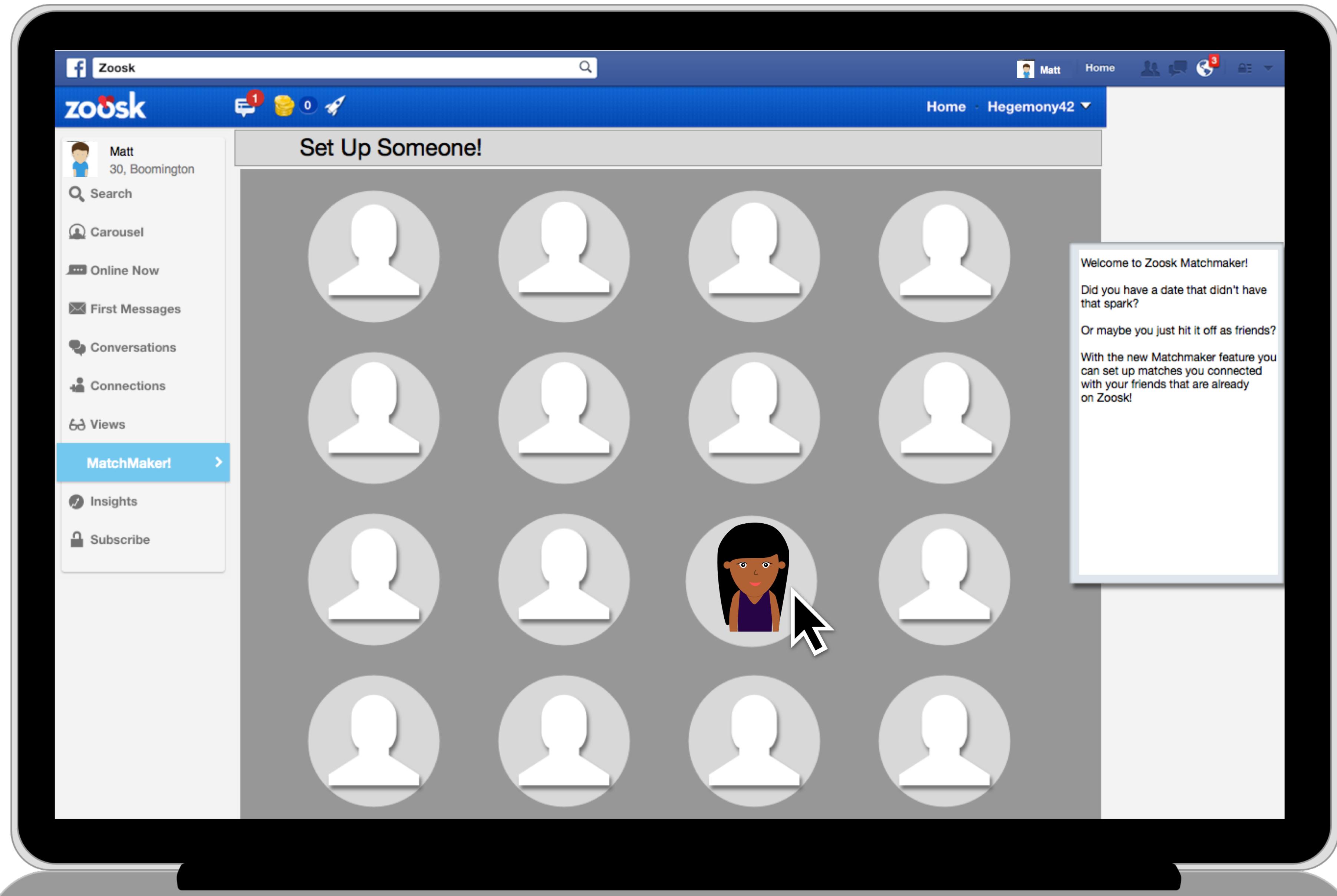
## Capabilities:

Users can match friends from Facebook who are not currently on Zoosk to contacts from their Zoosk network

# Phase II Scenario



Matt met his new girlfriend Ashley through being matched up and wants to pay it forward. He decides to match up his friend Peter who doesn't use Zoosk + has been single for a while with Emily - a girl that he used to chat with on Zoosk, who he remembers has a lot in common with Peter.

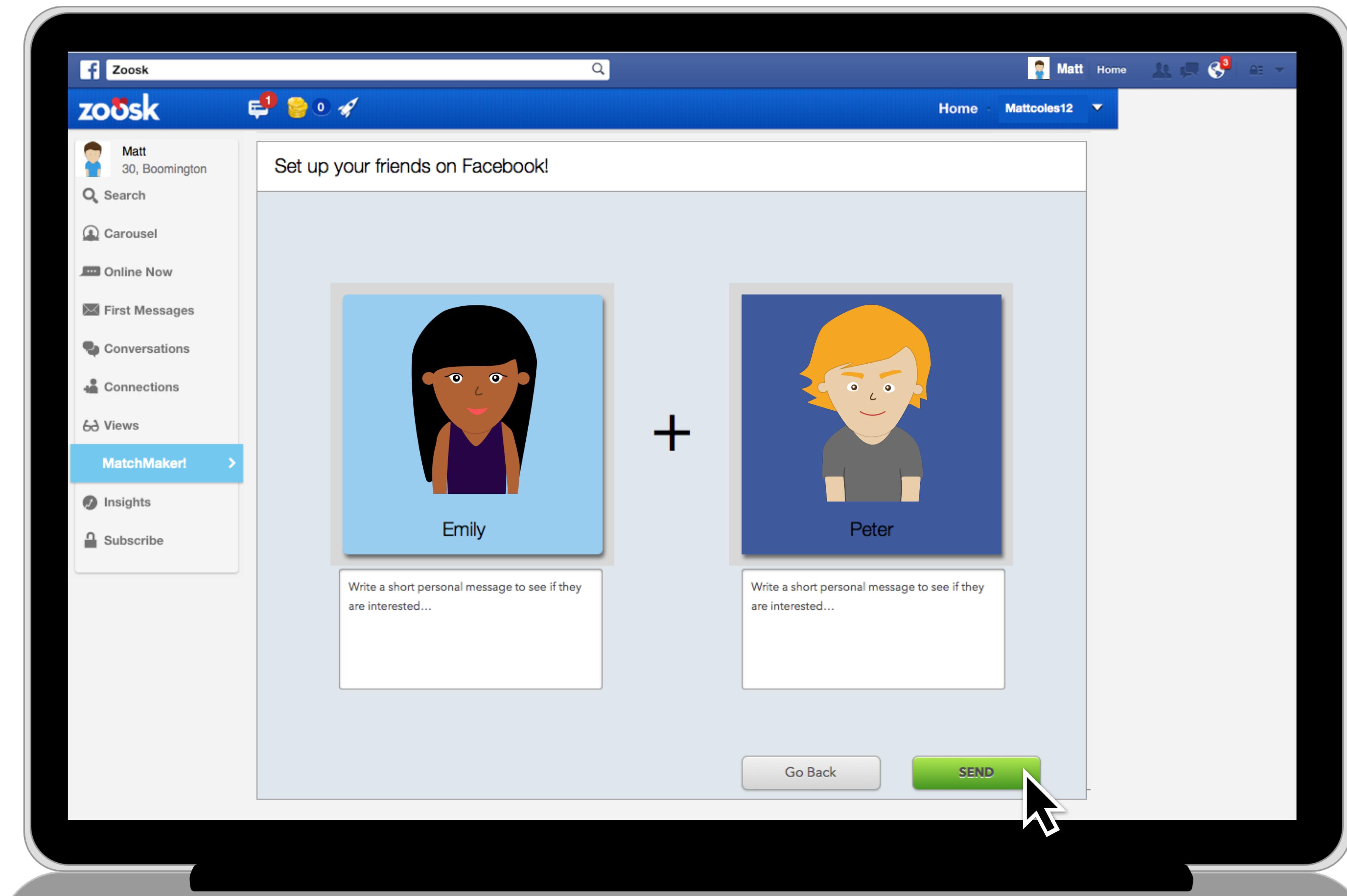


Matt goes to the "MatchMaker" tab on Zoosk and proposes a match between Peter and Emily. He selects Emily from the list.

The screenshot shows the Zoosk MatchMaker interface. On the left, a sidebar lists various features: Search, Carousel, Online Now, First Messages, Conversations, Connections, Views, MatchMaker! (which is selected and highlighted in blue), Insights, and Subscribe. The main area displays a profile for a user named Emily, featuring her photo and name. A large blue plus sign button is positioned next to the profile. To the right, a modal window titled "Matt's Facebook Friends" lists a grid of names and profile icons. A cursor points to the name "Peter". At the bottom of the modal, there are "Send" and "Cancel" buttons.

Row	Column 1	Column 2	Column 3
1	Alex	Elaina	Becca
2	Ashley	Erica	Haley
3	Allie	Becky	Danielle
4	Bob	Peter	Scott
5	Craig	Whitney	Dan
6	Tami	Jenna	Alex
7	Jessica	Tori	Alison
8	Nicole	Julia	Elaina
9	Jenny	Peter	Donnie
10	Dave	Erin	Kristen

Then he selects Peter. Even though Peter isn't on Zoosk, Matt is able to select him on the Zoosk platform, because Matt agreed to share his Facebook friendlist with Zoosk when he originally created an account.



Matt writes a personal message to both Emily and Peter and then sends the match invitation!

Movement Culture

Create Page

Write Post | Add Photo / Video | Ask Question | New Event

PS Games 4 Write something...

Zoosk

What Age Do You ...

Games Feed 20+ PINNED POST

Ido Portal shared Arbel Meidav's photo. September 28 · Prenzlauer Berg, Germany

Rules of engagement - Movement Culture:

1. No ads, no shameless plugs, direct or indirect. The group is not here to promote your/others services, blogs, products, etc. Breaking this rule will lead to immediate and final ban, first strike - you are out.
2. Read through and look for the answer within the relevant blog posts threads, posts and comments before you ask something. 98% question has been answered before. Another 1% cannot be answered probably through on... See More

Matt

Peter,  
I met someone you need to meet and you two have a ton in common. Her name is Emily and she is on Zoosk, you can talk to her for free and if it doesn't work you can just end the chat. No worries about her being creepy

-Matt

Sign Up to Zoosk with your Facebook account to see if Emily is interested!

**zoosk**  
Click here to get started

ABOUT 14,148 members  
Closed Group  
Movement Culture represents a contemporary paradigm shift in physicality, moving us away from ma... See More  
14,148 members (340 new) · Invite by Email  
+ Add People to Group

CREATE NEW GROUPS Groups make it easier than ever to share with friends, family and teammates.  
+ Create Group

See All

W

position.com

Vegan

ated

Chat (20)

The screenshot captures a moment where Peter receives a friend request from Matt via Facebook. Matt's message is centered in the foreground, detailing a potential match between Peter and Emily on the Zoosk platform. The Zoosk logo and a 'Click here to get started' button are clearly visible within the message box. The background shows the 'Movement Culture' group page on Facebook, featuring a pinned post and various group statistics.

Peter receives a facebook message from his friend Matt about potentially being matched up with Emily. Peter who has been feeling lonely lately accepts the matchup through clicking on the Zoosk link.

Movement Culture

Create Page Write Post Add Photo / Video Ask Question New Event

Write something...

PINNED POST

PS Games 4 Zoosk What Age Do You ... Games Feed 20+ OUPS HCI/d Current Year... 1 HCI/d 2016 IUB 2 Exercises in Futility 4 HCI/d 2015 IUB 13 Interaction Design ... 14 HCI/d All Years IUB 7 IU HCI Memes IU HCI/d Job Board 8 OverwhelmingPow... 11 Velocity 2014 Manage Your Groups Find New Groups Create Group FRIENDS Charleston, South ... 1 Cuyahoga Falls. ... 20+

ABOUT 14,148 members Closed Group Movement Culture represents a contemporary paradigm shift in physicality, moving us away from ma... See More 14,148 members (340 new) · Invite by Email + Add People to Group CREATE NEW GROUPS Groups make it easier than ever to share with friends, family and teammates. + Create Group See All

Zoosk will receive the following info: your public profile, friend list, email address, relationship interests, birthday, current city and likes.

This does not let the app post to Facebook.

App Terms · Privacy Policy Cancel Okay

MONTH

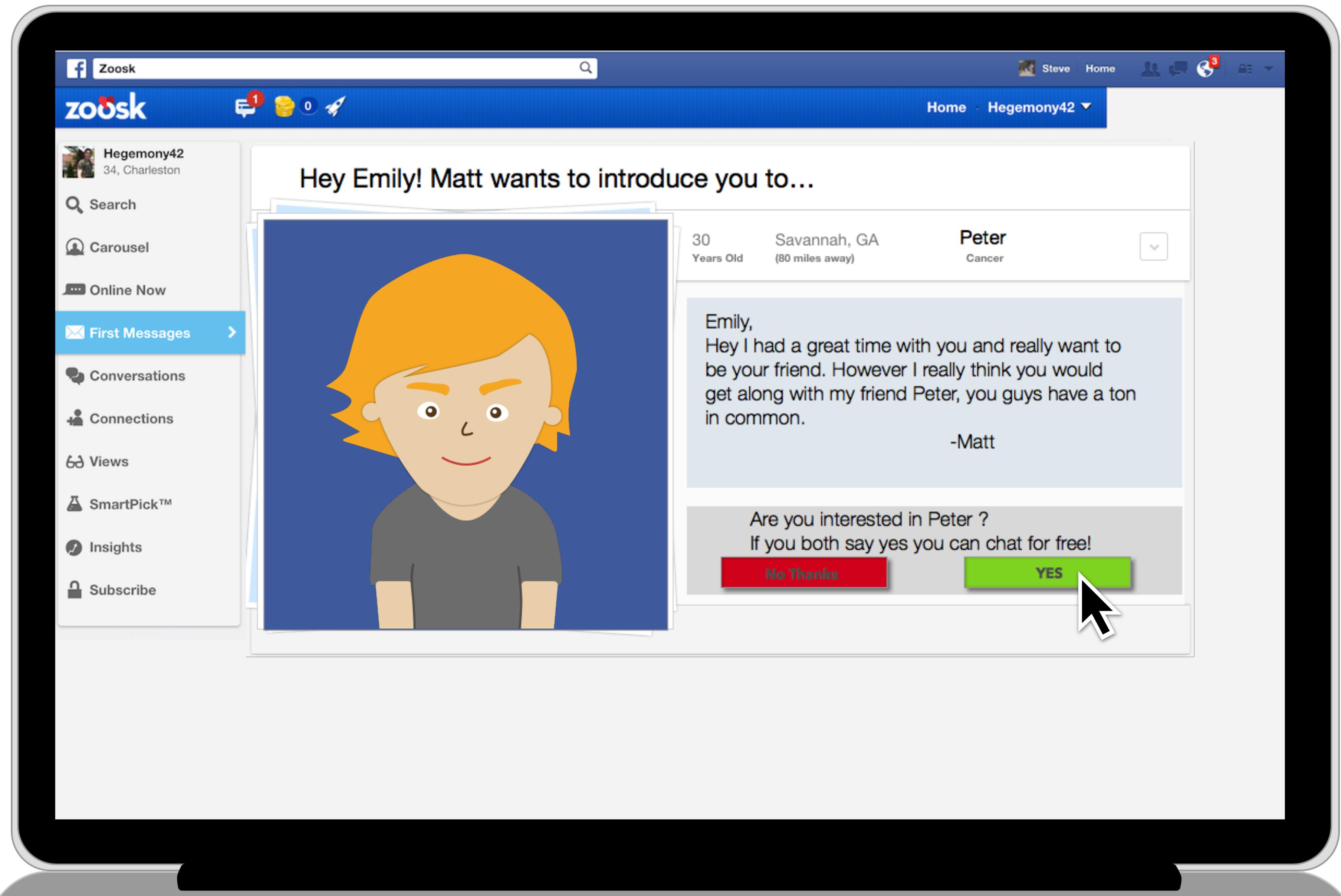
beir sleepy -Matt Sign Up to Zoosk with your Facebook account to see if Emily is interested!

zoosk Click here to get started

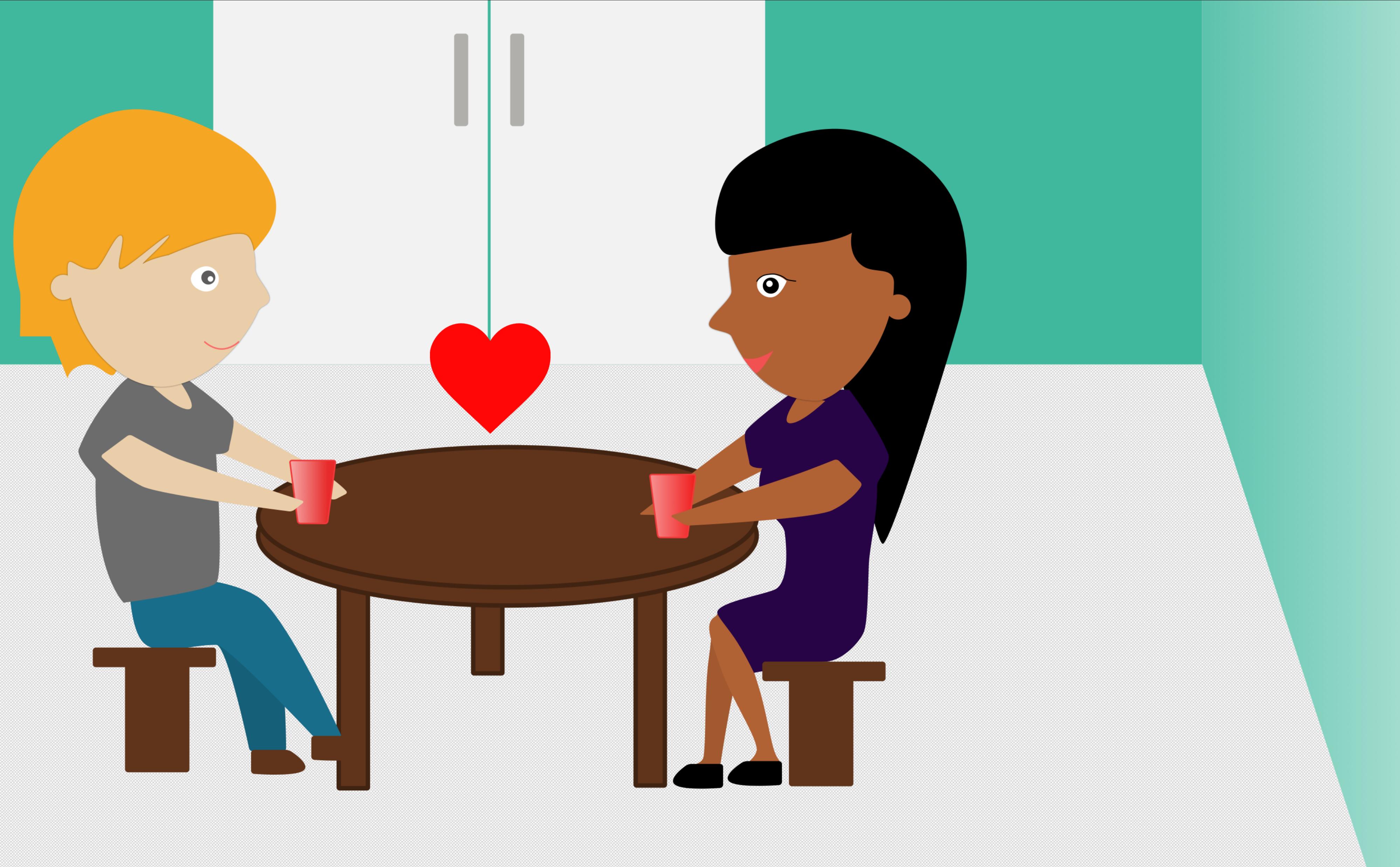
Chat (20)

A screenshot of a Facebook group page titled "Movement Culture". A modal window from the Zoosk app is open, asking for permission to access the user's public profile, friend list, email address, relationship interests, birthday, current city, and likes. The "Okay" button is highlighted with a cursor. The Zoosk logo and a "Click here to get started" button are visible at the bottom of the modal. The background shows a pinned post from "Ido Portal" and other group members' posts.

Peter agrees to login to Zoosk via his Facebook account, which allows for his Zoosk profile to be automatically set up.

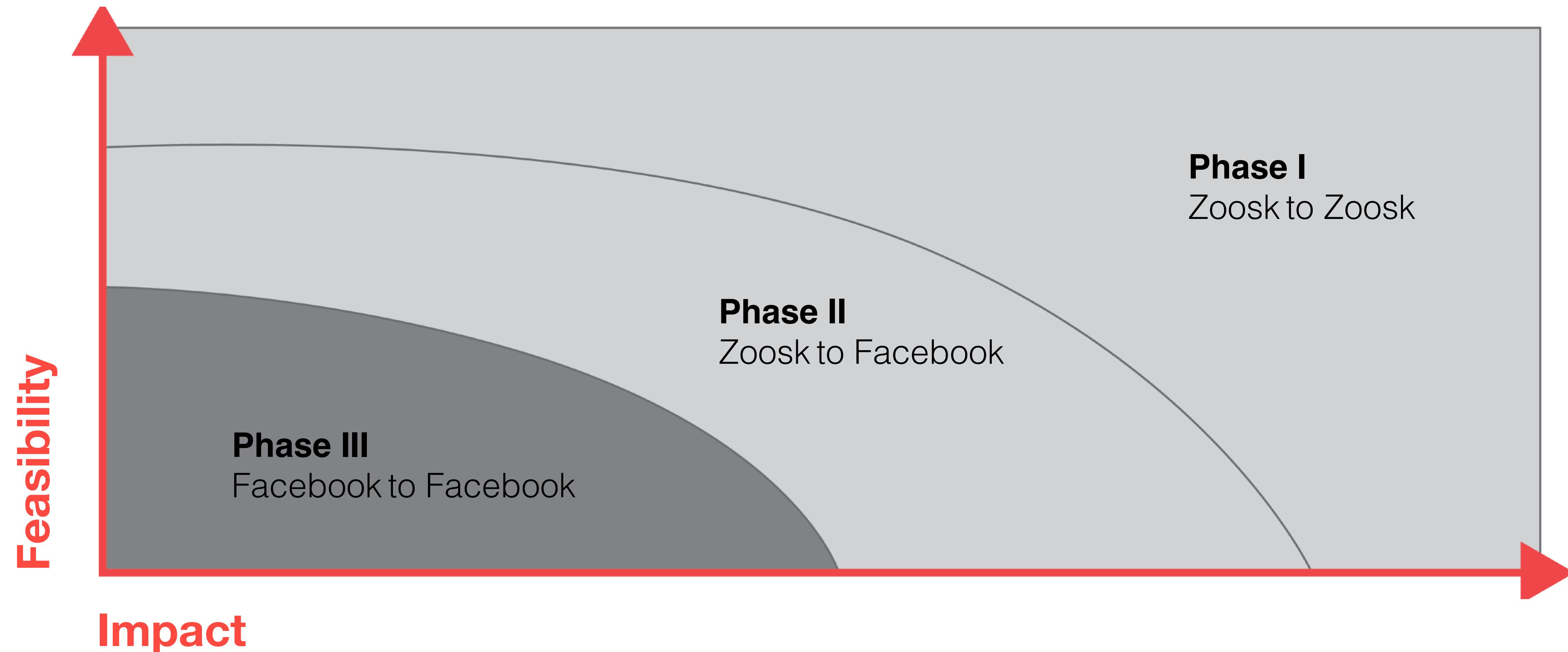


After Peter's Zoosk profile is set up, only then does Emily receive the matchup invitation from Matt. She has good memories of chatting with Matt and therefore is open to his match suggestion. After viewing Peter's newly-created profile, which she finds appealing, she agrees to the invitation.

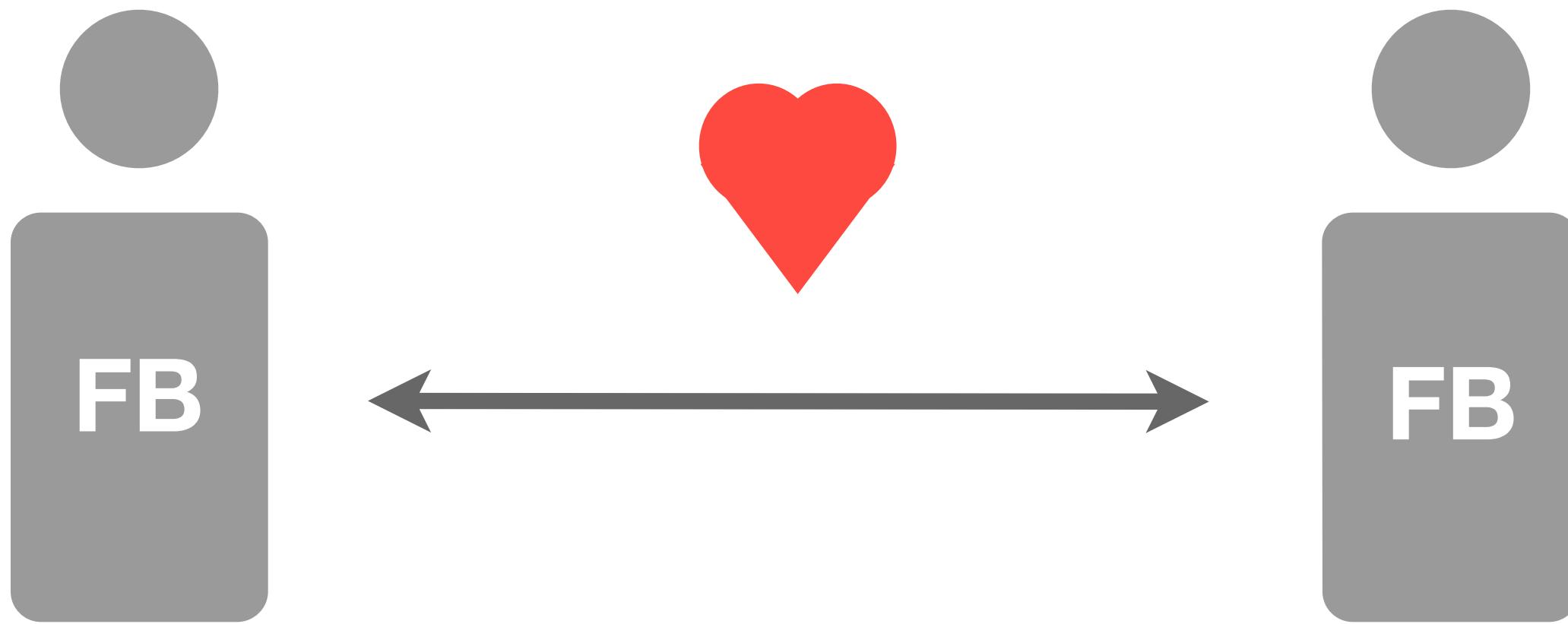


Emily and Peter start their romantic safari..

# Phases of Implementation



# Phase III Facebook to Facebook



## Capabilities:

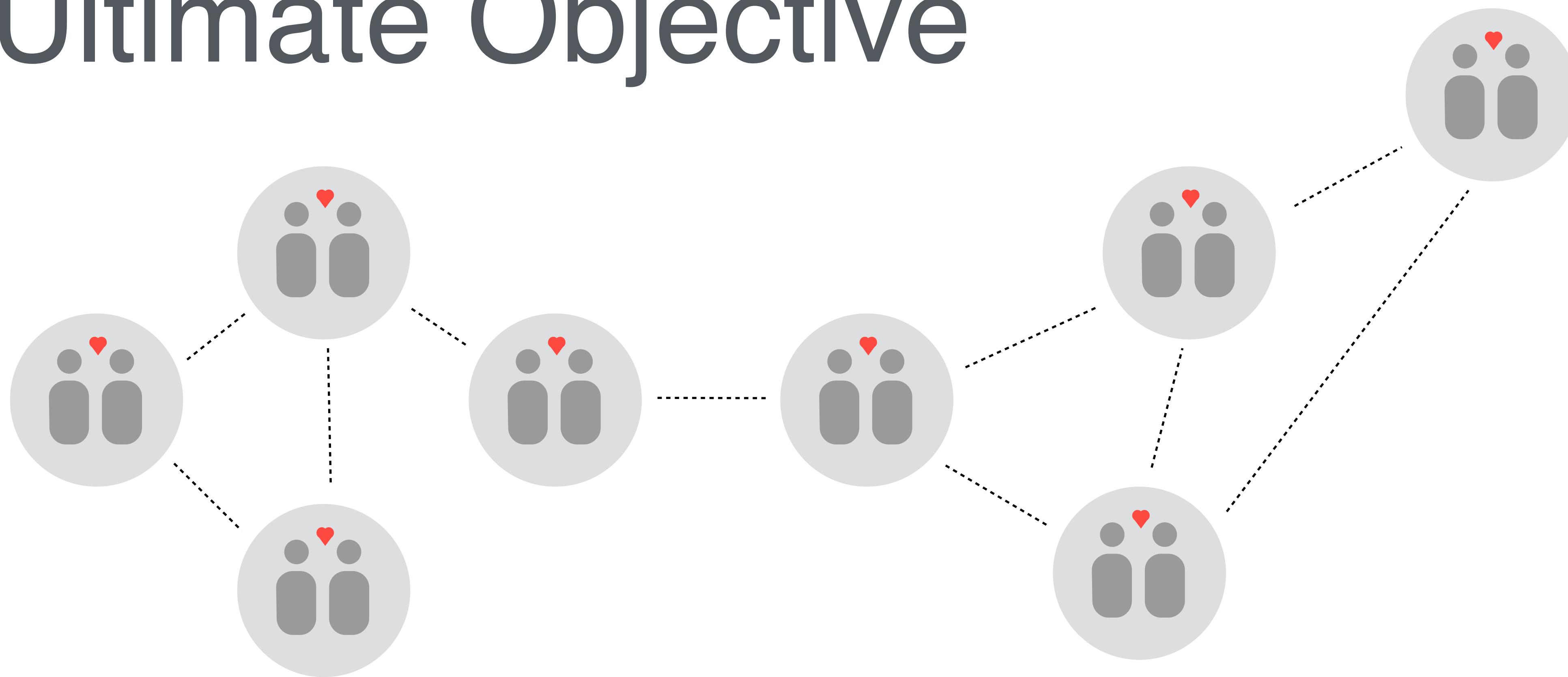
Users can match their friends from Facebook who are not currently on Zoosk to other friends on Facebook who are not currently on Zoosk. This phase grants the most freedom to Zoosk Matchmakers.

*\*Although not designed in our presentation, should be considered in future iterations*

# Future Considerations

- **Facebook to Facebook:** Design Phase III user-flows + wireframes
- **Incentives:** Matchmakers that propose successful matches may be rewarded with romantic gifts to provide further motivation
- **Restrictions:** Matchmakers should be limited by the number of matches they are allowed to propose in order to prevent users from receiving an inundation of match invitations and to encourage Matchmakers to be as thoughtful as possible with their allotted number of match invitations
- **Anonymity:** Explore the possibility of match invitations where the MatchMaker is anonymous in situations where the MatchMaker feels awkward proposing a match to the involved parties

# Ultimate Objective



Leverage human-to-human matchmaking to more effectively create networks of happy couples that would want to return the favor through becoming matchmakers themselves.

Draw in new users through matchmaking.

# Thank You.

Zoosk

Jared Crane

Tony Kennedy

Marty Siegel

Jordan Beck

HCI/d 2015