Let's Go Steady: A Digital Communication Tool For Loving Couples

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<div align="center">Michael Layden Stevenson</div>

Let's Go Steady: A Digital Communication Tool For Loving Couples

Master of Digital Media, 2018

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Abstract

As progressive societies increasingly rely on digital technologies, our methods of communicating with each other continue to evolve. While this opens up many possibilities for the formation of new relationships, it also has repercussions with regard to our ability to maintain the relationships that matter most. This paper and project aims to identify challenges experienced by couples in loving relationships typically caused by or worsened by over-reliance on smartphones and social media. I have proposed a design solution in the form of a mobile application made specifically for committed partners, tentatively called *Steady*. The goal of the app is to encourage compassion, understanding and healthy communication; helping couples be more engaged in face-to-face interaction and avoid being distracted by their devices while spending time together.

Acknowledgements

This project is dedicated to my parents, Donald Stevenson and Carolyn Layden-Stevenson, who provided me with a shining example of how to maintain a successful marriage throughout my life. They were absolutely dedicated to one another, and their love was unwavering even during times of great duress, or when their professional lives kept them physically apart. My mother is no longer with us, but I know she is proud of all my accomplishments, as is my father. I could not have gotten to this point without their continued support.

I would also like to thank several members of Ryerson University's faculty and staff for encouraging and supporting me throughout this project, which was not easy for me to complete based on the nature of the research and how it relates to experiences I have had in the past. In no particular order, I would like to extend a big thank you to Michael Carter, Sonya Taccone, Ahmed Sagarwala, Dr. Alex Ferworn, Mary Neelands, Dr. Richard Lachman, Dr. Paul Moore, Alevtina Naumova, Rob Blain, and Dr. Maria Chapparo. It has been my pleasure to learn from you all.

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Ch. 1 – Introduction

Over the past decade, our methods of communicating with each other have evolved tremendously due to advancements in digital technology (Hertlein & Piercy, 2008). Innovations in Short Message Services (SMS) and Social Networking Sites (SNS) such as Facebook have enabled us to remain in constant contact with our ever-expanding professional and social networks. This has opened doors for professional and personal relationships to be built and maintained across vast distances, among people who may not have had a chance to interact otherwise. However, these advancements also create unforeseen consequences with respect to our ability to engage in meaningful face-to-face interaction. This is particularly worrisome with regard to younger generations who have grown up in the digital age and do not possess an adequate frame of reference from which to draw comparison. Many academic studies have examined the ways that over-dependence on mobile devices can negatively affect our ability to maintain focus for long periods of time (Coyne, Stockdale, Busby, Iverson, & Grant, 2011; Henline, 2006; McCormack, 2015). However, only recently have these concerns permeated into mainstream culture, with popular online blogs like BuzzFeed and Huffington Post now frequently posting stories about the dangers of smartphone addiction (Wong, 2017). Even less attention is being given to the ways in which the dating landscape has changed through the popularization of applications like Tinder, Bumble and Grindr. This is concerning because there is little doubt among users of these apps that the technology has a tendency to change the way we think about potential partners and commitment. We are exposed to a variety of platforms to aid us in our search for the 'perfect match'. However, these services only exist to make a first introduction between you and another person. After that, you and your partner are on your own. Apps do not check in with you a month or year down the road to see how your relationship is going and make suggestions regarding what you could do better.

Our reliance on technology to keep us organized, informed and entertained has increased significantly. Many young adults feel overworked and generally too busy to enter into a dedicated relationship with one partner (Notable Life, 2015). Instead, they are often content to simply 'play the field' and dismiss any feelings of yearning for something more (Lyadova & Hughes, 2017). We live in an age of efficiency, and use technology to get the most satisfaction out of a product or service while exerting the least amount of effort possible (Grinols & Rajesh, 2014). When this mentality translates to dating, there are plenty of opportunities for failed communication and unhappiness. Lasting relationships take a great deal of work on both sides, with compromise being key. Selfishly expecting to get more out of a relationship than you yourself put in is a recipe for disappointment. However, because dating apps can create the illusion that there are an unlimited number of fish in the sea and that 'the grass is always greener on the other side', people with all levels of dating experience have a tendency to resist these notions of chivalry, and often give up on budding relationships at the first sign of trouble (Nahai, 2017). With the rise in popularity of digital tools for a variety of self-help initiatives (ex. monitoring health and keeping a daily exercise routine), I believe now is the perfect time to release a new type of dating app to the general public – one that has been designed from the ground up for those who are already in a committed relationship. Tentatively titled 'Steady', my proposed design takes into account the negative tendencies associated with mobile devices, and aims to streamline the communication process between loving partners through user experience (UX) and human-centered design philosophies and techniques (Thomsen, 2013). Emphasizing compassion and compromise, Steady has the potential to help couples identify problematic tendencies in their smartphone use, and work toward eliminating these tendencies and enjoy stronger, more exciting relationships.

Ch. 2 – Unavailable

As digital technology becomes increasingly affordable and user-friendly, more people are able to use it to complete a greater variety of tasks. Facebook, formerly a haven for young adults, is now

populated with as many grandparents and pre-teens (Dawley, 2016). Many simple daily tasks that used to be performed manually can now be accomplished online with much less effort, such as transferring money between bank accounts, holiday shopping or requesting time off work. Even the most complex creative projects with large teams can be completed collaboratively over the Internet using project management tools and shared software (Wells, 2014). However, these benefits come with a cost. An increase in the size of our communication networks means an increase in places to go and people to see. While we can use technology to accomplish more in a given amount of time through multi-tasking, we are now connected to social and professional networks that ask we remain digitally available at all times. A day off is not always truly a day off, as we often have emails to catch up on or notes to prepare. Many young professionals carry their smartphones with them everywhere they go - constantly 'on-call' in preparation for the inevitable event a where colleague or client has a concern. This leaves very little room for building upon a new romantic relationship, let alone finding 'the one' while maintaining a fast-paced professional lifestyle. With so many events to keep track of, we often need digital calendars to help us remember. They fill up quickly, even for a single adult with no children, and maintaining one can be a challenge. Compare this with the much more difficult task of maintaining a relationship on two very different schedules. Misaligned free time can lead to frustration. Established relationships can compromise and persevere through these times. For newer romances, however, frustration might lead to poor communication or distaste, which may intensify the problem. Intimate relationships, both young and old, could benefit from a way to organize time so that time spent together is better recognized. Married couples likely know each other's schedules already, but it can still be easy to forget who is supposed to pick up the kids from school or when to call the babysitter and take a night off. When asked why they are single, many young adults cite lack of free time as a reason, especially for those who travel extensively for work (Rendón, 2015). This is the primary source of inspiration for the first major design aspect of Steady – the "Somewhat Shared Calendar". Although planning dates can be a struggle with multiple time commitments, privacy

concerns prevent many couples from using shared calendars. However, with API aggregation technology (Boyd, 2013), this feature simply needs to be implemented with privacy in mind, first and foremost. Steady will implement smarter scheduling for couples, as users can link their respective calendar apps and have the aggregated data overlap on the back-end. Sensitive information is kept confidential, while each user views a simplified display with suggestions for optimal times to get together based on a compromise between schedules. By emphasizing mutual free time, finding the right moments to relax and enjoy each other's company will be simpler. Users can browse through appropriate time blocks, select a desired time and begin browsing through potential activity ideas. These events are populated from Facebook's API in order to make worthwhile suggestions based on users' tastes. Mutual interest in an event prompts a notification in the same way a dating app would display a match, and provides all relevant information with links to purchase tickets and get driving directions. The process of finding a suitable time and choosing an activity is not only made more efficient, but also creates a fun cooperative experience to help couples learn more about each other and increase anticipation. Reminders can be set in case of a lapse of memory, but this in itself presents a new problem.

Ch. 3 – Somewhere Else

In progressive societies, digital distractions are a constant reality. Streets and restaurants (and many homes) are packed with flashing images. Our inboxes update relentlessly, phones buzzing in our pockets with a blend of professional, social and promotional reminders. Our devices serve as distractions rather than tools of efficiency, which can lead to difficulty focusing and maintaining good communication in real-world relationships (Roberts & David, 2017). Digital notifications do not care if we are making a conscious effort to remain 'present in our current moment' or not. For many who are trying to establish themselves professionally in an increasingly competitive environment - we have to check them anyway, just in case it happens to be a crucial work email. We have all apologized as we are

pulled away from a romantic endeavor because of a digital notification, and we have all been on the flip-side, assuring our date, and ourselves, that "It's ok, not to worry". A 2012 Essex University study noted "the presence of a diverting influence such as a mobile phone may inhibit relationship formation by reducing individuals' engagement and attention for their partners, and discouraging partners' perceptions that any self-disclosure had been met with care and empathy" (pg. 239, Przybylski & Weinstein, 2012). Consistent attachment behaviors displayed through texting, liking and commenting have been shown to have a direct correlation to relationship satisfaction (Coyne et al, 2011; Pettigrew, 2009). Yet the very device we use to stay connected is also heavily linked to feelings of envy, detachment and isolation (Appel, Crusius, & Gerlach, 2015). Smartphone addiction is becoming increasingly common, and afflicted persons can show patterns similar to those addicted to substances, ignoring responsibilities and loved ones in favor of a gateway to the Internet (Prizant-Passal et al, 2016). Once the planning phase is finished and a date is underway, phone use should (ideally) be kept to a minimum so that mutual engagement can occur freely. Sometimes it is necessary to check an email from work, but ignoring a partner for extended periods of time is bound to lead to dissatisfaction. For some, turning off your phone or leaving it tucked away can be a great way to counteract this. For others, this is simply not an option. Steady will use Near Field Communication technology (NFC) (Blue Bite, 2017) to implement a design solution that tracks device usage and sets friendly goals for minimizing it during designated times when partners are together. NFC technology will determine when partners are in the same room, and Steady will offer different options for setting boundaries on phone usage while spending quality time together. This feature, called *Brick Mode*, has three settings for removing the distracting elements of smartphones during quality time. The *Light* setting will prompt users after a handful of phone activations during an allotted time, using a 'colorful tone' to remind them that they ought to pay more attention to their dates. The *Medium* setting requires a correct response to a trivia question (entered by a user's partner) before problematic apps can be used, while *Heavy* prohibits both parties from accessing these apps until both simultaneously agree to

lift the restriction. Rather, it exists as a way to encourage partners to keep their phones at bay, but can also result in light, *healthy* arguments (ex. using the Medium setting, a boyfriend might be unable to check his favorite sports team's statistics while on a date because he cannot remember his girlfriend's favorite animal). It is important to note that *Brick Mode* will in no way interfere with smartphones' built-in Emergency Call functionality, as doing so would present a serious concern regarding personal security.

Also important is the question of how much messaging is too much while apart. No partner wants to *become* the distracting notification for his or her beloved. Once Steady has accumulated a user base and gone through various forms of testing, the aforementioned Somewhat Shared Calendar feature could be used in conjunction with more prompts or suggestions to great effect. For example, Steady might remind Harry that his girlfriend Sally is studying for a big exam on Wednesday night, so it might not be the best time to message her repeatedly. Not only does Harry avoid becoming a distraction, but he also finds the perfect time to wish Sally good luck the following morning. With better guidance (and more metadata), we can communicate more effectively, reducing the risk of becoming distracted. The harsh reality is that these minor distractions, if unchecked, can build up over time and eventually become significant concerns for both parties. So much so that people might begin to explore other options, of which there are (seemingly) infinite.

Ch. 4 – The Modern Digital Dating Landscape

Years ago, a typical first date might be preceded by a number of conversations or advances. In the post-Tinder world, we have the ability to go on multiple dates with complete strangers within the span of a day if we so choose. We have criteria for choosing mobile dating applications based on our communication preferences. If you think women should be the first to type a message after matching, try Bumble. Or if you want the run-of-the-mill (mildly shallow) online dating experience, Tinder is a safe bet, with 10 million daily active users spending an average of 35 minutes

swiping per day (Smith, 2018). However, time spent on dating apps that focus on instant gratification might not be good for users' self-esteem, or their ability to form meaningful romantic connections in the future. Swiping left/right to either Like or Dislike a person's profile has widely been compared to window-shopping, or "dreaming of what might have been or what could still be" (Matyszczyk, 2015). Matches are at the same time idealized and devalued (Hilton-Dunne, 2016). Users have a tendency to match with many people at a time, often without ever messaging any (Weiss, 2016). This could be due to a lack of genuine interest, a subconscious anxiety, or something else entirely. Reports have shown that only approximately 54% of Tinder users are actually single (Smith, 2018; Matyszczyk, 2015). This sparks a debate around whether matching on Tinder out of boredom while already in a relationship constitutes 'cheating' or not. Users ultimately decide how they will or will not use dating apps. These apps are not inherently negative, but they do have the potential to create problematic behaviours (Schade et al, 2013). Frequent disappointment found in not matching with other users can lead to a negative self-image, which in turn can make it more difficult to feel confident sending a first message. On the other hand, having an extensive list of matches creates an illusion of potential mates waiting to be swept off their feet. A user with this sort of 'romantic waitlist' might become unable to accept any small issues in a current relationship because of expectations that the perfect situation can be found right around the corner, with a more compatible partner. Many people who make a genuine attempt at using casual dating apps to find a sincere partner quickly become frustrated and abandon their quests (Nahai, 2017). This is often caused by the number of matches who are either inappropriate in their messages, or fail to respond entirely. Even if a user has success in finding matches, the process of filtering through these and separating the worthwhile from the worthless can be taxing, especially for those who keep traditional views on relationships.

In 2016, a Toronto woman made popular blog headlines when she outsourced her online dating profile to an employee based on an hourly wage (Strapagiel, 2016; Vendeville, 2016). Katerina Lyadova, a young entrepreneur who manages her own creative design company, sought to eliminate

the hassle and frustration of dealing with an over-population of matches that failed to meet expectations. In a thought-provoking experiment, Lyadova posted an ad on Craigslist in search of a Dating Profile Manager. She eventually found suitable candidates, who she paid for roughly 7 working hours per week to swipe and chat with new matches on her dating profiles, eventually setting up first dates. If Lyadova considered a date to be a success, her employees would receive a bonus. Upon exchanging phone numbers with a date, a transition would occur where the man in question would now be in contact with Lyadova herself, rather than her employee (as it had previously been through Tinder messages). The experiment lasted three months, and ended up with Lyadova publishing a book with the help of Melissa Hughes (a copywriter at her company at the time), called *Dating Vandalized* (Lyadova & Hughes, 2017). The book, a work of fiction based on true events, is an engaging introspective into the personal life of a young, successful woman looking for love in an increasingly complicated dating landscape. Unfortunately, the experiment did not make the dating scene in Toronto any easier to navigate for Lyadova, as she notes that she found her most notable romantic connection without the help of any dating app or digital tool (Lyadova & Hughes, 2017).

> "As a designer, I marvel at the algorithms, the UX behind these apps. It can be viewed as astounding progress, humanity using tech to connect. And yet I feel a disconnect. It started before the world went digital, blossoming in the crush of cities, in the hustle of 9-5, in the isolation of the post-industrial era. We must cope with density, volume, abundance – and also with the vacuum it creates. Are the tools we use – Tinder, OkCupid, Bumble, happn – problematic, or should we look, instead, at the conditions that necessitate them? We build what we need. We use what we must. Resistance is optional" (pg. 134, Lyadova & Hughes, 2017).

Keeping in mind the question of morality surrounding the various ways that dating applications are being used, it becomes a question of which came first – the chicken or the egg? Does spending too much time on Tinder have the potential to morally degrade users, dooming them to eventually become more shallow, judgemental, self-conscious and deflective people? Or is the popularization of these apps merely the inevitable bi-product of symptoms that have already existed in our subconscious for who knows how long? This is too broad, too deep a question for the purposes of this paper. However, it is

difficult to deny that despite best efforts, many Tinder users do not get the results they are looking for from casual dating apps. As mentioned previously, problematic cellphone usage is particularly concerning with regard to younger generations. Parents are often the first to notice signs of detachment and isolation in their children as a result of too much time spent on digital devices (Tackie-Ofosu, 2015). And yet Tinder's design uses gamification to increase the addictive qualities of the swiping process (Nahai, 2017). Matching with another user offers a brief period of excitement. Perhaps this is why many users spend so much time matching without following through and messaging their matches. It could also be why people continue to use dating apps even when they are already in a relationship.

Having a place for couples to go to revisit past memories and blueprint the future could help to combat this mentality. Steady will use NFC to create a collaborative digital scrapbook that populates automatically with photos taken while together. This would remove the need for any upkeep and keep phones out of sight more often, reinforcing quality time together. Every viewing becomes fresh and new, and serves as a worthwhile distraction in place of browsing through other fish in the sea.

Ch. 5 – Similarities To "That Other" Dating App

A portion of Steady's User Interface intentionally borrows from popular dating apps like Tinder for a variety of reasons. These conscious design decisions have been put in place to make the transition from a 'dating app' to a 'relationship app' seamless for newer couples that are familiar with current social media technology. It was also designed this way to call attention to the psychological shifts that can occur as a result of these apps becoming the norm (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012; Wong, 2016). Not looking to pass judgment, Steady seeks to provide users with healthy alternatives to problematic behaviours. In a way, this project is an attempt to remind the user that relationships take a great deal of effort and compromise to make work, and assist in making the digital side of communication as easy and fun as possible. Swiping left and right on potential date ideas

for you and your significant other to enjoy together is a much healthier activity for those already in a relationship than browsing through 'other fish in the sea'. Moreover, the dating process is made more cooperative and interactive for both partners, with each person's interests holding as much weight as his or her partner's. Rather than getting bored of doing the same old things over and over, couples receive new suggestions on a consistent basis, so there is always something new and exciting to try. For a more complete description of all the features that Steady will implement in order to help couples achieve a balanced, healthy relationship, please refer to the UX documentation provided in the Appendix.

Ch. 6 – Sources of Funding

Steady certainly needs an influx of funding to pay for development and marketing costs in order to get off the ground. Once a Minimum Viable Product is established and people have a chance to see the product's value for themselves, however, I believe the user base will grow quickly and sources of funding will be limited only by the creativity of the project team. Online crowd-funding services like Kickstarter and Indiegogo would serve as a great way to introduce potential users to the platform and build interest. In order to mitigate any risks, Steady should only be promoted through these types of services after the code for the MVP has been finalized (and patented, where possible) and design elements such as the company name and logo have been copyrighted. In order to get to this point, then, I will initially apply for various grants and seek out private funding. Taking on a business partner could be markedly beneficial, particularly someone with masterful coding abilities who believes in the platform and would contribute his or her skills based on a partnership model that allocates shares in the company rather than a base salary. Once the aforementioned milestones have been met, Steady will be ready to be showcased to the public in full force. Throughout my process, I have received overwhelmingly positive feedback regarding the app's potential utility in real-world scenarios featuring real couples. Therefore, it is my belief that I will have no problem repaying any debts that the

project may have accrued whilst getting ready to launch. Kickstarter offers donors different levels of rewards based on the size of their contributions. Steady can offer free trial subscriptions for small donations, and longer-term subscriptions in combination with merchandise and personalized rewards for more generous contributions.

Once Steady is available on the App Store and Google Play, there will be various sources of income that will ensure its growth. It makes the most fiscal sense to allow users to download the app free of charge for a trial period, with an inexpensive subscription model to be put in place after this trial ends. An alternative to this would be offering a Basic version of the app for free, with user subscriptions unlocking more advanced features. However, this would require enough user-testing to determine which features should be included in which version, and is therefore less likely to be proper in the beginning stages. Subscriptions prices would be minimal, from $0.99 - $2.99/month. If this seems expensive, consider that many users of dating apps pay in excess of this rate to unlock the Premium features of those services, and that relationship counselling is much more expensive still. It is not difficult to imagine a couple experiencing relationship problems that would not be willing to try a beneficial app for a few dollars a month rather than going straight into counselling.

This subscription model serves as a good starting point, but as Steady's user base grows, the potential for advertising revenue becomes increasingly apparent. Events that show up in users' feeds can be sponsored by any number of clients looking to market their experiences to larger audiences. Sweepstakes could be implemented in different forms based on donations from sponsors. A free dinner for two could be randomly awarded to a couple that shows interest in the displayed Event for dining at a particular restaurant, for example. On a much larger scale, Steady could offer an all-expenses paid vacation to a randomly selected couple for sharing a promotional post while using hashtags and tagging friends. This would provide a huge incentive for users to promote Steady on their social media channels, in turn garnering more attention and bringing in more subscriptions. As Steady grows, so too will the opportunities for revenue and investment, allowing the company to hire more

employees and continuously improve the product, with the needs of its users being considered first and foremost.

Ch. 7 – Conclusion

Evolutions in technology have changed the dating landscape in recent years, and have contributed to new problems in communication. Sherry Turkle (pg. 12, 2011) argues:

> "As we distribute ourselves, we may abandon ourselves. Sometimes people experience no sense of having communicated after hours of connection. And they report feelings of closeness when they are paying little attention. In all of this, there is a nagging question: Does virtual intimacy degrade our experience of the other kind and, indeed, of all encounters, of any kind?"

I believe that digital communication technology does indeed degrade our face-to-face communication skills over time, as well as our abilities to show empathy and stay focused. However, it does not have to; the problems I have outlined in this proposal exist due to design flaws in our digital tools that have negative effects on the way we use them. A problem with dating applications is that it causes people to resist the fact that relationships take a lot of work and compromise, instead fooling themselves into believing that the grass is indeed greener on the other side (Sam Chan, 2017). I have proposed the development of a new application that I believe *needs* to be released – a dating app for those already in a relationship. Improving digital communication between romantic partners requires excellent UX design skills, encouraging more time for purely face-to-face interaction and less time on devices. The paradox of designing something that, if used effectively, reduces the necessity of its own use has been tricky to navigate. However, I believe I have achieved a compelling product design with the goal of helping couples be a little more compassionate, and a little more engaged with each other in the face of distraction. In the coming months, I aim to source enough funding to make this project a reality. I wholeheartedly believe in Steady's ability to provide assistance for couples who could benefit from it – the only question is whether I can find myself in a position to take advantage of this opportunity before another (larger) company develops a worthy competitor.

Appendix

SWOT Analysis

SWOT Analysis
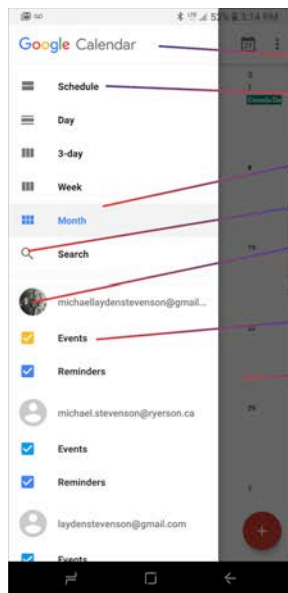
Google Calendar

Primary Navigation/Contents

Primary navigation is accessed in the familiar manner of tapping the icon in the top-left hand corner of the screen.

Google Calendar's navigation is simple, and acts more like a filter for choosing how much information to display at a time. Icons give visual representation to different periods of time that can be easily understood.

Good use of bright color and subtle background change to highlight which time period is active (similar to a CTA).

Search located at the bottom of this section. Perhaps this would make more sense placed at the top?

Next section allows user to filter through different email accounts. For Steady's purposes, perhaps this could be altered to toggle whether the user sees all upcoming Potential Dates, only Confirmed Dates, or to also include all activities logged within Google Calendar itself.

Changing color to represent different types of activities. This feature should be ported to represent upcoming dates, reminders, etc.

Contents tab slides out from left-hand side, and the background (screen that was being viewed previously) is greyed out. This helps users understand where they are in the application, and that they can easily return to the previous screen by tapping this greyed out area, or the Back arrow icon at the bottom of the screen.
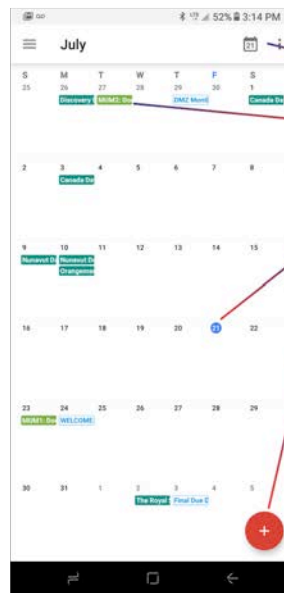
Month View

Function of these buttons is not clear. Icons for "Jump to Today" and "Refresh" are not optimal. Unsure whether these are necessary for Steady. "Jump to Today" could be ported to offer different destinations, such as Today, Last Date and Next Date, etc.

Different colors used for different types of activities is nearly essential. In Steady's case these colors might be predetermined for simplicity's sake, as there are a limited number of types of activities within the application. Potentially, toggling a filter to show all activities recorded within Google Calendar would use the appropriate colors selected by the user within that separate application. This could have negative effects for the readability of the screen, or the overall aesthetic.

Today's date is highlighted with a bit of color. However, this could be made more noticeable.

Large CTA button (colored differently than anything else on the screen) for adding a new activity. Conveniently located and simple, it expands upon tapping to reveal 3 different types of activities - Goals, Reminders and Events. Steady could use a similar feature, but perhaps only for Reminders, as Potential and Confirmed Dates will likely be accessed by tapping the relevant day within the calendar.

Months View is well organized, considering the amount of information that can be displayed on the screen at one time. However, Steady's functions will be a great deal simpler. It may be unnecessary to include a full-screen Month View. It may make more sense to have the screen split into 2 areas, top and bottom, one of which shows all the days in the month with the ability to highlight one week at a time via a scrolling gesture. This would cause the bottom half of the screen to scroll in turn, navigating to the appropriate week and showing a simplified view with more room to include time of day, etc.

1/12

SWOT Analysis

Google Calendar
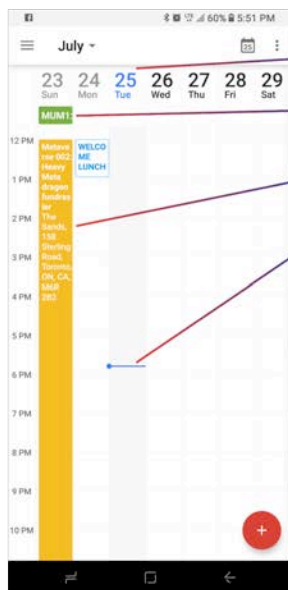
Week View

Once again, a bright color and a subtle background change highlight the current day. Previous days are made slightly transparent for clarity.

Here we can see a distinction between an all-day event (or reminder) and a scheduled event with defined start and end times. Reminders are placed just under the date, with no time associated with them.

It is nice to have more room for information, but these day columns are so thin that all copy/text within them is limited to 7 characters per line on average, which looks a bit sloppy and is not very readable. Could this be implemented better?

The current time is highlighted here. This informs the user of the starting point for logging a new activity, and gives visual representation of how much time remains until the next logged activity.
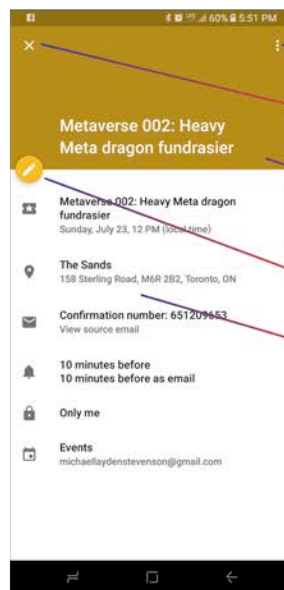
Single Activity

In this case, this dots icon only has an option to delete this entry. Considering the Edit button 1/3 of the way down the page, this seems redundant and could potentially be removed.

Similarly, this exit button is made redundant by the Android OS's Back button at the bottom of the screen. However, as this may change drastically from device to device, it may be better to leave this exit button alone.

This top section could potentially be a missed opportunity. It uses a solid color instead of any image related to the event. Given that tickets to this particular event were purchased through its on Facebook event page, and all relevant information was aggregated automatically, it seems silly not to include the provided event photo here as well, to spruce up the screen visually. Dates are supposed to be exciting!

Tap this button to edit the information associated with this entry (in this case this refers only to default color and reminder alarms. In Steady's case, there may be more editable fields required, especially if plans change suddenly.

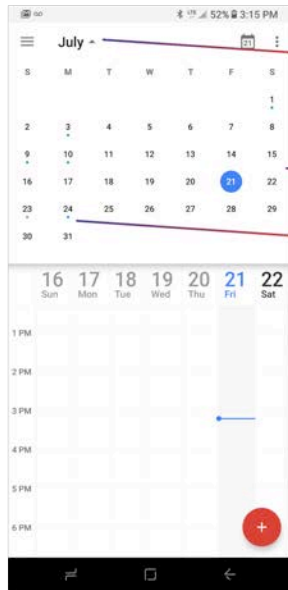Direct links to Google Maps and GMail inbox are extremely useful!

Metaverse 002: Heavy Meta dragon fundrasier

Metaverse 002: Heavy Meta dragon fundrasier
Sunday, July 23, 12 PM (local time)

The Sands
158 Sterling Road, M6R 2B2, Toronto, ON

Confirmation number: 651209653
View source email

10 minutes before
10 minutes before as email

Only me

Events
michaellaydenstevenson@gmail.com

2/12

13

SWOT Analysis (cont.)
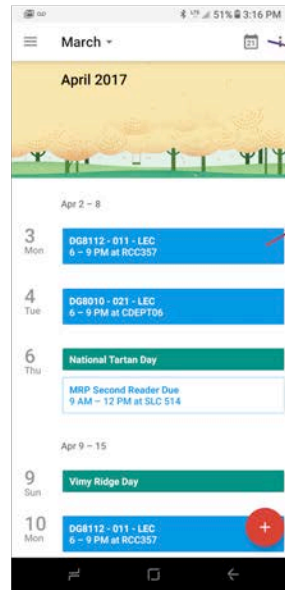
Steady

SWOT Analysis

Google Calendar

Split View - Month/Week

This screen was initially set to Week View. Tapping the arrow icon next to the month expands the section, pushing the other information further down the page. This is a useful feature that would translate very well to Steady, as it separates the screen into one part that helps you locate the time you are looking for, and the other housing the relevant information for that time period. It may work well enough that this format could become the standard view and the most visited section of the application.

Users are able to swipe left/right in this section to move back/forward through months in the calendar. However, this is not explicitly communicated. The addition of little arrow icons would make this more obvious.

Little colored dots can be seen below each date, showing the number and type of events/activities that a user has planned for each day. This feature could be ported for consistency, with an additional feature added to show Past Dates, Future Potential Dates and Future Confirmed Dates. These could potentially be displayed as a heart shape highlighting the day in question (similar to the blue circle shown here to display the current date).

List View

This List view is similar to the Memory Wall/Feed section that Steady is aiming to develop. Only the important information is displayed, with all excess space or clutter removed. Users could swipe from month to month similar to what was shown in the previous screen. This negates the need for toggling between Past Dates and Future Dates, as the section would automatically load the current month. The user would be able to swipe left to go back in time, or right to review upcoming activities. The ability to quickly navigate to a month farther back in time could be implemented into the extra Options button in the top-right corner that does not have much use here.

Tapping each entry would lead the user to a new screen with more in-depth information regarding this activity. Website and ticket links, photos, online reviews, etc. could all be used to give provide more insight into a potential date idea.

Steady

SWOT Analysis

Google Calendar

Strengths

- Consistency with all of Google's apps and platforms makes the UI easy to learn
- Simple UI with minimal use of color (ouside of user's custom selections)
- Limited use of color makes CTA's easily distinguishable
- Ability to manage multiple accounts simultaneously, switching between them on the fly
- Good organization of information, so that clutter is minimized even when screen is fully populated
- Types of calendar entries are distinguished by color, and these colors are displayed in a very small and unobtrusive, yet readable way
- Most buttons are large enough to tap easily without error
- Quick and easy to switch between different view settings, accessed through Primary Navigation
- Intuitive use of left/right swiping gestures
- Day and time indicators give schedule pages added readability
- Provide direct links to Gmail (confirmation/receipt emails) and Google Maps
- No clutter or excess present in single activities, only the necessary information is provided

Weaknesses

- A few redundant/unnecessary buttons and links could be merged together
- Small visual indicators could be made a bit more noticeable
- Long, thin columns make text paragraphs unreadable and unattractive
- Odd placement of Search text entry field
- Missed opportunity not automatically aggregating relevant event photos (ex. from a Facebook event page)

Opportunities

- Use Google's UI as a basis for experimentation
- Staying true to Google UI makes the platform simple and easy to learn for users already familiar with Google's apps
- Potentially keep all Navigation and filters within one menu, which slides out from the left-hand side of the screen (standard)
- Use subtle visual indicators (such as little colored dots, or hearts) to distinguish between different types of activities
- Dual-screen layout could show an entire month alongside a single week to convey as much information as possible with minimal screen clutter or potentially confusing elements
- Merge all types of data entry into one expandable button

Threats

- Too much information at one time clutters the screen, text becomes unreadable
- Trying to include or port all of Google's features and viewing options would cause Steady to become unnecessarily complex
- Become overworked trying to replicate elements of the UI that do not strengthen the product in a meaningful way
- Over-reliance on Google UI will cause Steady to appear bland, uninspired or overtly copied
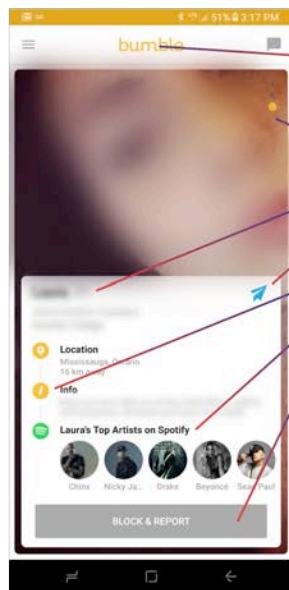
SWOT Analysis (cont.)

Steady — SWOT Analysis — Bumble

Match View

Primary navigation located at the top of the screen, separates the app into 3 sections - My Info/Settings, New Match Screen (Swiping) and Active Conversations. Swipe left to go to your Settings, swipe right to see Active Conversations, or simply tap the appropriate button.

Swipe up/down on a user's photo to quickly browse through their uploaded photos. This is much more intuitive than having to tap the photo first, then swipe left or right. This is also shown visually by these vertical dots.

Note the subtle changes in typography that communicate the hierarchy and importance of information.

This icon is confusing, as it appears to be a direct message link, when in fact is allows a user to recommend this profile to a friend.

Small icons reinforce the meaning of these bits of information and also separate it to increase its readability.

Linked Instagram or Spotify accounts gives an immediate sense of this user's personality, interests, likes/dislikes, etc.

Option to cancel out of this Match, or to Report a user for inappropriate behaviour.
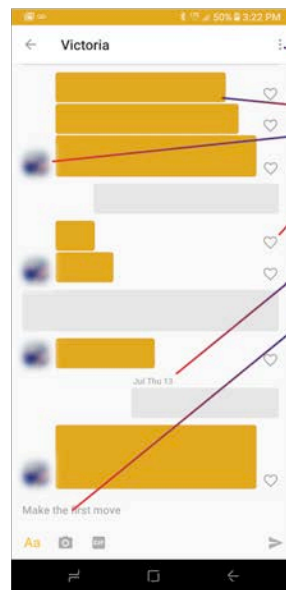
Conversation

Extra functions for View Profile, Block & Report and Unmatch are located here. User can also visit a match's profile by tapping on their thumbnail photo.

Difference in color helps easily distinguish who typed what.

Thumbnail photo constantly reminds user of who he/she is speaking with, and also helps to break up the information on the screen so that who is typing what is even more clearly identifiable.

Ability to like a match's message, similar to giving a Thumbs Up in Facebook Messenger. Could be used for Steady users to "Favorite" a partner's message or link, adding it to the Memory Wall/Feed section.

Date is displayed here to differentiate between days. No added functionality such as swiping on a message to see the exact time it was sent.

Standard text entry field contains flavor text (nice touch there). Quick link buttons below for a user to add photos, GIFs etc with a single tap.

5/12

Steady — SWOT Analysis — Tinder
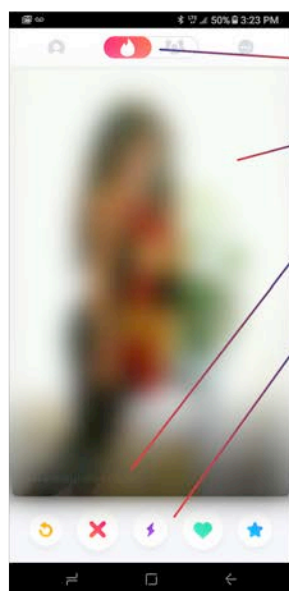
Match View

Primary Navigation executed in much the same way as Bumble, but with better use of color. This toggle switch is easily understandable - a user can tap or toggle it to switch between searching for singular matches, or searching as a group of friends for other groups of friends.

Unlike in Bumble, in order to cycle through a user's photos, you must first tap to enter into that user's Profile, then swipe left/right. This is less ideal as there are more operations needed in order to complete the same task. Swiping up toggles a Super Like, but this action can also be completed by tapping the Star icon at the bottom of the screen, making this gesture somewhat redundant.

Number of Instagram photos displayed under a user's name and age. This gives us immediate knowledge that this user has linked his/her Instagram account to the application. It also suggests that this information is more valuable or important than other information, such as how far away that user is geographically, which can be seen by entering the user's Profile.

Strong use of color to distinguish between CTA's. Some of these buttons are associated with features which are not included in the Minimum Viable Product (or basic version of the app). Rather, they direct users to subscription or microtransaction pop-up dialog boxes.
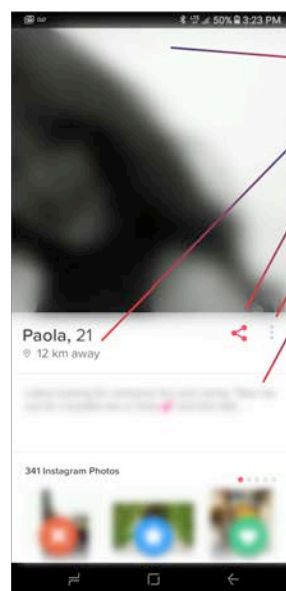
Profile View

Horizontal dots provide feedback on cycling through a user's photos - how many there are in total, and which is currently selected.

Number of Instagram photos has been replaced here by geographical proximity, while Instagram has been given its own section at the bottom of the screen.

This button allows a user to share another user's profile with a friend, through a variety of apps and functions. For Steady's purposes, this could be used to recommend a date idea to a user's partner, or to another couple entirely.

Additional actions such as Unmatch, Block/Report user are located here.

Small space to insert some flavored text. For Steady's purposes, should users have the ability to control what their own descriptions says, what their partner's description says, or both? The same question arises with regard to a user's profile photo.

6/12

SWOT Analysis (cont.)

Profile View (continued)

Instagram section is greatly expanded upon here. We can swipe through groups of photos, tap to expand an individual photo, and even switch apps to view a user's Instagram profile directly with a single tap. It is interesting to note that a Tinder user's privacy settings are not necessarily the same as his or her Instagram settings, meaning on occasion photos that are visible here are not visible on the user's Instagram profile.

Strong CTA a user to link his or her own Instagram account.

Another strong CTA at the bottom of the screen for recommending this user to a friend. However, since this action is also possible by tapping the Share button farther up, this button is made redundant.

Paola, 21
◉ 12 km away

341 Instagram Photos

Share your Instagram photos, too

Connect

RECOMMEND PAOLA TO A FRIEND

Strengths

- Simple Primary Navigation breaks the apps into 3 basic sections, is located at the top of the screen and is easy to use
- Bumble makes strong use of gesture control, ability to swipe in all 4 directions is useful
- Use of colored/gray dots to communicate where a user is at a given time (ex. photo 1 of 5)
- All additional, rarely used links and actions are grouped together under a single icon
- Ability to Like a match's message adds another layer of communication
- Large sections complete with images for linked social media accounts such as Instagram or Spotify add instant personality to profiles
- Tinder makes good use of bold colors and gradients, each button has it's own bright hue
- Toggle between two modes of search by tapping, this button's use is communicated visually (skeuomorphism)
- Easily attach images, GIFs or links to your messages (quick links)
- Flavor text encourages users to send the first message to their matches

Weaknesses

- Tinder does not take advantage of all potential gesture controls - swiping up is redundant as it does the same thing as tapping the Super Like button
- Bumble, by comparison has poor use of color
- Unable to see the times at which messages have been sent
- A few redundant buttons and menus, duplicate actions that could be simplified
- Share CTA button gets in the way and frequently opens up an unwanted dialog box

Opportunities

- Design of swiping left/right could be translated to finding the optimal date idea once a suitable day and time has been selected, providing a game like-scenario where partners swipe to find date ideas that are satisfactory for both
- Toggle iconography could work well for switching between different sections of Steady
- Easy to link social accounts - directly travel to your partner's profiles on different social media (also enables features such as listening to music or watching a video simultaneously, even when apart)
- Make use of all 4 directions of gesture control, similar to Bumble
-

Threats

- Over-reliance on the swiping left/right gestures in the UI could alert users to the similarities to dating apps and draw criticism
- Too much information for events to display efficiently and attractively within the swiping framework
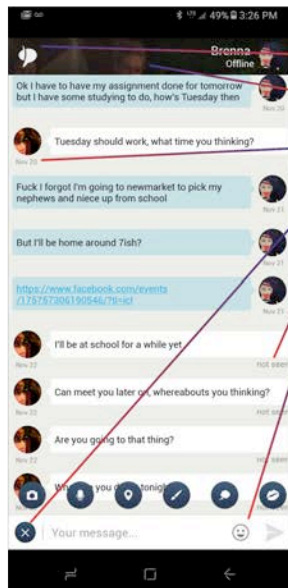
SWOT Analysis (cont.)

## Steady — SWOT Analysis — Couple

Conversation

Primary navigation is accessed in the familiar manner of tapping the icon in the top-left hand corner of the screen.

Tapping anywhere else on this top banner extends the section, revealing partner's profile photo with options to call and/or share location.

Redundant to keep displaying the same date over and over again, could be changed to only show the date when it has changed, freeing up a bit of extra screen space.

Tapping this + button opens up options for content to be added to a message. Options include photos, videos, voice recordings, doodles, shared locations, "thumb kisses", pokes (thinking of you). Scroll left or right to reveal hidden options.

Odd to display that messages have not yet been seen, the opposite of what apps like Facebook Messenger do.

Button for quickly inserting emojis, stickers and GIFs .
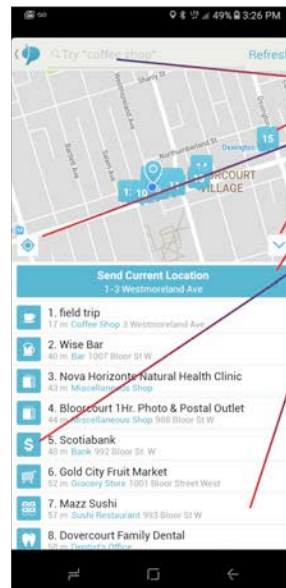
Share Location

Refresh page results (if experiencing connection issues).

Search for a location that doesn't automatically appear on the map.

Icons representing recognized businesses in the are.

Find your location on the map (if experiencing connection issues).

Expand the map section to encompass most of the available screen space.

Tap this CTA button to send your location (in this map form) directly to partner's message feed, appears just like a standard image with no option to open Google Maps for directions.

Powered by FourSquare, many icons for different types of locations are used.

Select an individual location to open up additional information, such as links to phone number, website, menu, price range and customer reviews. These were not updated with appropriate metadata in the vast majority of examples. Within this additional menu, there is a link to transition to Google Maps, but it could be made larger and easier to understand.

Steady — SWOT Analysis — Couple
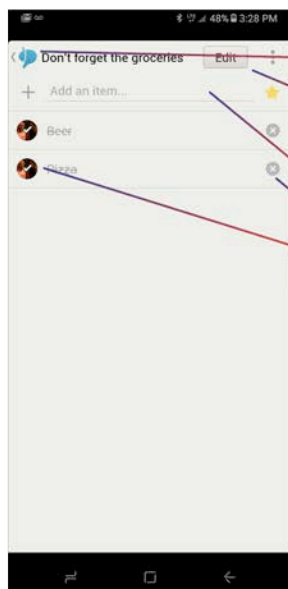
Shared List

Back button is slightly redundant on Android OS, but this is not necessarily the case with other devices.

List title, with an Edit button and a drop-down list with the sole option to hide completed tasks. The list is redundant as it could be added to the Edit menu. The Edit menu is saved from redundancy only because of the option to alter list items' spelling, correcting any mistakes.

Add a new item to the list, with an option to assign additional priority in the form of a star marker.

Once an item has been completed, users can then remove it from the list by tapping this x button (duplicate action also available in Edit menu).

Tapping a list item crosses it off the list, and also displays which user completed each task (profile photo).
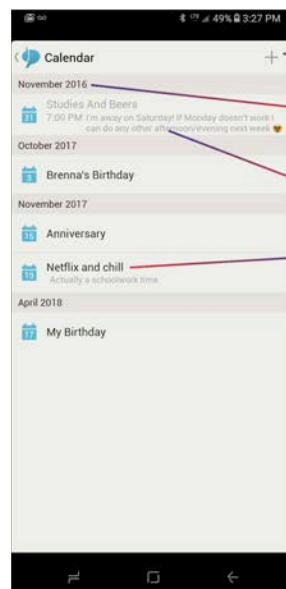
Important Dates

Add a new important event to remember. This could be a birthday, anniversary or a reminder to complete a certain errand. Events are shared between users and editable by both parties.

Separating months vertically runs the risk of having too much dense type taking up all the space on the screen. There is no gesture functionality implemented. Perhaps swiping left/right to scroll through months could be an improvement and allow for more interesting visuals.

Important information is displayed right away. Unsure why the event title is grey and not bold black. Good to have the title and short description here for quick scanning. Decent use of iconography to spice up the display of the date a little bit.

Tap an event to edit its details. Change the date and time, add reminders and determine whether it is to be repeated on a yearly basis. Unsure as to why there is no option to repeat on a daily, weekly or monthly basis as well.

SWOT Analysis (cont.)

Steady — SWOT Analysis — Couple

Application Settings

Separating different settings into groups with headers is a good idea to minimize confusion and allow users to find what they are looking for quicker.

Share music status is an interesting idea. Hypothetically, this would allow users to sync up apps like Soundcloud, Spotify or Google Music to listen to the same music at the same time. However, I could not figure out how to get this to work.

Archive all content from the application. This would be extremely useful for merging all media and messages into one convenient .zip folder.

Unpair in the event that a relationship does not work out, and a user wishes to pair with another person without having to reinstall the application.

Other settings not shown on this screen due to space include entering a security passcode for opening the app, adjusting notification settings and links to the app team's social media pages.
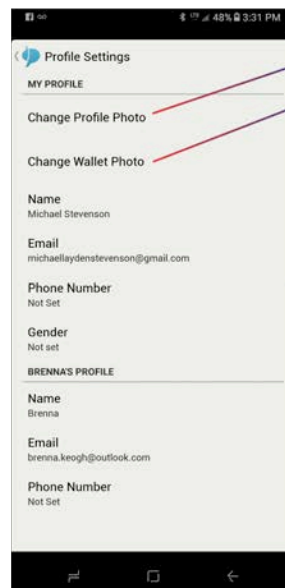
Profile Settings

Adjust profile settings such as contact information and profile photo.

Partner's photo is described as "Wallet Photo", meaning that users can not only select a photo to represent their own accounts, but also control which photo is linked to their partner's as well.

Steady — SWOT Analysis — Couple

Strengths

- Upon tapping to expand, large area dedicated to partner's basic info and profile photo
- Add different types of media directly into conversation feed
- Decently organized UI, easy to comprehend so that users don't get stuck or run into dead ends
- Super quick to share location, meaning finding each other in the midst of confusion is made much easier
- Lists and events are shared, so that both users can view and make edits at any time
- Insert users' profile photos into lists to keep track of who completes each task
- Adopt FourSquare iconography to make businesses stand out in maps
- Add dates and reminders that have options to repeat
- Wealth of settings to customize experience
- Settings broken down into groups to add clarity
- Adjust settings for your partner's info as well as your own
- Ability to unpair and repair the application with a different user

Weaknesses

- UI heavily borrowed from FourSquare feels uninspired, and has inconsistencies in different sections
- Redundancies with a few buttons and menus, as well as displaying the date below each and every message, could be cleaned up a bit
- UI breaks in a few spots, showing clipped text
- Not all information from FourSquare/Google Maps is automatically integrated
- A few settings might be unnecessary, such as selecting a gender - doesn't seem to have any particular use
- Some buttons are inconsistently designed
- No gestural control for navigation

Opportunities

- Shared/synced media opens up a ton of opportunities for watching TV shows together while video chatting with an application like Skype, or simply listening to the same music throughout the day to be able to send messages like "I love this song!"
- Select your favorite photo of your partner to display as their profile photo - he or she will have the option to do the same according to his or her preferences
- Expand lists to encompass other types of shared content (liked shared Google Docs), such as journal entries and games
- Use a similar map view in the Potential Dates swiping framework to communicate the distance needed to travel to an event or activity
- Have one simple section with links to all the various social media profiles of your partner, with options for quick posting or quick calling using applications like Skype
- Insert a variety of media into conversation feed, making the screen pop with varied and interesting content

Threats

- Trying to replicate all these features may be unnecessary, overcomplicating the app and bogging down Steady's appeal
- Difficult to determine which features are relevant and should be included in an MVP, and which could potentially be integrated later in regularly scheduled updates
- Settings section could become too complex, with users unable to figure out how to change the settings they are looking for

Site Map

Site Map/Content Inventory

Wireframes

Wireframes

Shared Calendar (Fig. 1)

Primary Navigation Slider is accessed in the familiar way of tapping the icon in the top-left hand corner of the screen (see Fig. 3).

Tapping the Filter icon will bring up a drop-down menu of options for selecting which information will be visible (see Fig. 10).

Tap the Left/Right icons to travel forward or backward in the calendar by monthly increments. This can also be accomplished by swiping left/right on the main Calendar section.

The top/bottom portions of the previous/next Weeks in the Calendar are slightly visible. This gives the user a visual cue that he/she can swipe up/down to travel forward/backward in the calendar by weekly increments.

Past dates are greyed out to give a visual cue of the present day.

This marker represents both the current day and current time.

Greyed out blocks represent Dates or Reminders in the past.

Regular blocks with a Star in the middle (like this one) represent Reminders that have been created by one of the two partners. Tap an existing Reminder to see its details.

Regular blocks with hearts in the middle (like this one) represent upcoming potential Dates that have not yet been confirmed. Tap one of these blocks to transition to the Browse section of the app, where both users can swipe left/right to potential date ideas until finding a match that interests both (see Fig. 5).

Blocks with a white outline represent upcoming Dates that have been confirmed by both partners.

Tap this + icon to bring up the data entry page for creating a new Event or Reminder (see Fig. 2).
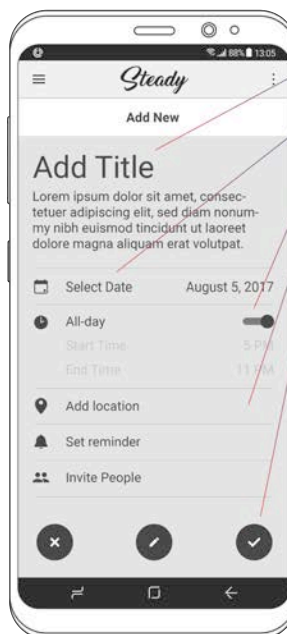
New/Edit Event (Fig. 2)

Tap to edit the title and description of the new reminder. Text field and keyboard will reveal from the bottom of the screen upon tapping.

Tapping on each setting will reveal a pop-up dialog box with settings for adjusting values such as dates and times.

Tap this toggle switch to alternate between all-day activities, and those with determined start and end times.

The link for adding a location will open a dialog box containing the Google Maps API for simple integration.

The icons at the bottom are for discarding or confirming changes, as well as editing existing items. The Edit button in the middle would not be visible in this particular case, as this is a new Reminder. In the case of opening an existing Reminder for editing, the Confirm button would not be visible until such time as the user has made an edit to the existing information.

Wireframes (cont.)

Wireframes
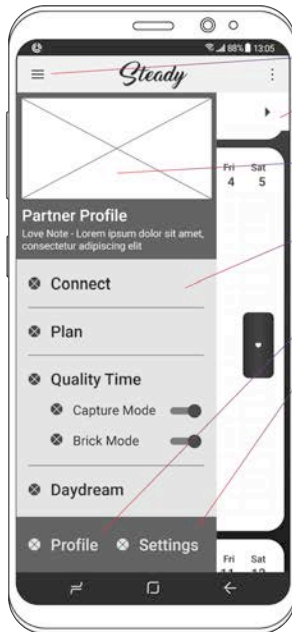
Navigation Slider (Fig. 3)

The Primary Navigation Slider appears from the left edge of the screen when the Nav icon (top-left) is tapped.

Whichever section of the app a user was viewing before opening the Nav will still be visible on the right-hand side of the screen (underneath the slider overlay). A user can exit the Nav and return to the previous screen by simply tapping in this area.

The first section of the Nav is Partner Profile, which simply contains a profile Image, Name and Love Note associated with a user's partner. Tapping anywhere inside this section will take the user directly to his/her partner's Profile (see Fig. 4).

Below this are links to the various other sections of the app. Tapping on any one of these will take the user to that section. In the case of Capture Mode and Brick Mode, tapping the text will take the user to that section's settings, while tapping the Switch icon will turn this functionality on or off.

Takes the user to his/her own Profile settings, which make up what his/her partner will see on their end.

Miscellaneous Settings.
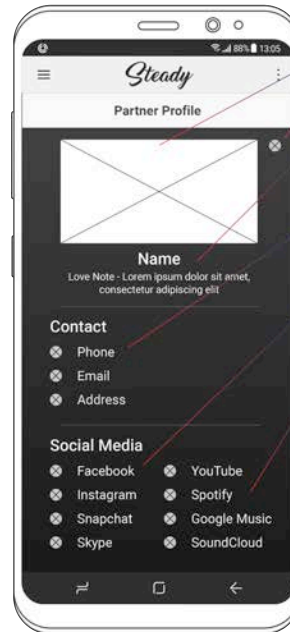
Partner Profile (Fig. 4)

The top section contains the same basic info that was shown as part of the Primary Nav (see Fog. 3).

Tapping the Edit icon allows a user to select a new photo of his/her partner to display.

This Love Note (tentative name) allows a user to leave a somewhat-hidden message for his/her partner, displayed here, which can be changed at anytime. What would be displayed here, for example, would have been entered by this user's partner on the other end.

Basic Contact info is displayed here. Tapping each will bring up the most relevant link. For example, tapping the Phone icon will prompt the user if he/she would like to call his/her partner, while tapping the Address icon will open up the destination in Google Maps, for quick access to directions of public transportation routes.

Relevant Social Media links are displayed here, and tapping each will take the user directly to his/her partner's profile on that Social Media site's server. This simply keeps all the links together in one place, to avoid unnecessary typing or searching for the user whose profile is visited most often.

For the media-consumption-related links (ex. YouTube), if a user's partner is currently logged in to that platform (ex. watching a video), a prompt will ask the user if he/she would like to be synced up to the same timestamp in the same media. This allows partners to share viewing experiences across vast distances.

Wireframes
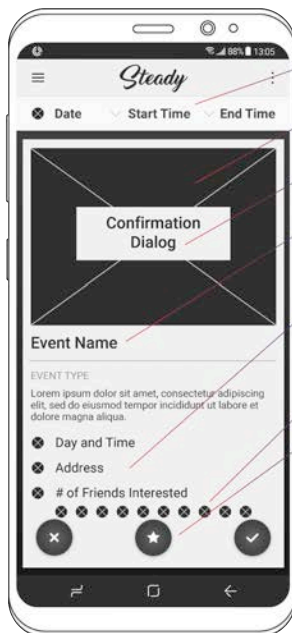
Swiping Potential Dates (Fig. 5)

Currently selected Date and Start/End Times are located at the top of the screen. Tap any of these to bring up a drop-down menu for adjusting these values.

Event photo is displayed prominently. Swipe anywhere in the entire Event section to show interest or disinterest in the currently selected event.

This Confirmation Dialog fades in as a user swipes left or right on an Event, showing either "No, Thanks" or "Let's Do It!". This provides an additional visual cue regarding the user's choice.

Event Name, Type (Nightlife, Sports, Art Exhibit, etc.) and a short description are provided here. Tapping on the Event Name will bring up a prompt asking the user if he/she would like to be redirected to the Facebook Event page (opens the Facebook app externally and directs user to the appropriate link).

Links for Day and Time, Address and Interested Friends provide additional useful information for determining whether an event is feasible or desirable. Tapping these will either bring up a dialog box (such as displaying a list of a user's Interested Friends) or a prompt asking the user if he/she would like to be directed to an external application (such as opening the Address in Google Maps).

Thumbnail photos for Interested Friends provides immediate visual feedback without having to tap this section.

These icons have the same functions as swiping on the Event section. The Star icon represents a user's Veto Power. Veto Power is the equivalent of the "Super Like" in dating apps like Tinder, and allows user to express great interest in an event, in the hopes that his/her partner will oblige. Once a user has activated Veto Power on an event, this icon will be greyed out and unaccessible until such time as the user's partner activates his/her own Veto Power on a separate Event in the future.

Brick Mode Options (Fig. 6)

Brick Mode helps users make a concerted effort to keep their mobile devices at bay while spending quality time together. Steady will implement NFC technology to determine when partners are in close proximity based on the locations of their smartphones, therefore there is never any need to activate Brick Mode manually at the beginning of a date. It can be turned off at any time from the Primary Navigation Menu (see Fig. 3). Within the section itself are 3 settings users can choose from to determine which option (if any) works best for them. It is worth noting that whichever setting is active, smartphone functionality for making Emergency Calls will not be restricted or tampered with in any way, for security's sake.

The Light setting does not pose any restriction on a user using his/her phone initially, but will simply take note of how often a user is checking or using his/her phone. After an arbitrary number of check-in's (5 times in 1 hour, for example), a colorfully worded message will prompt the user. This message will inform the user of his/her excessive phone usage, along with a reminder of good date etiquette.

The Medium setting prevents the user from accessing his/her phone (or problematic applications) until he/she can answer a simple trivia question that has been entered in advance by his/her partner. The goal with this option is to stimulate light banter when trying to remember a partner's favorite animal or colour, for example.

The Heavy setting prevents the user from accessing his/her phone until such time as both partners attempt to unlock their phones simultaneously.
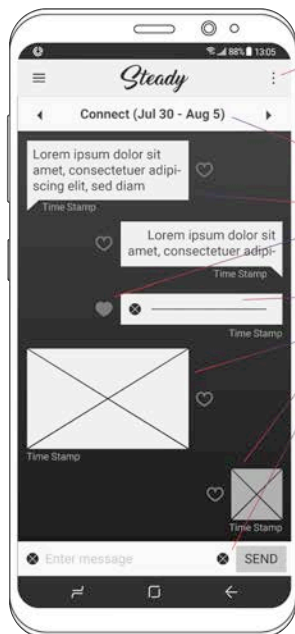
In future versions of the app, after sufficient data and feedback has been obtained, a user can this button to check boxes in a drop-down list of installed apps. This allows a user to simply prevent his/her partner from accessing problematic applications (such as Snapchat, Instagram or a sports app) while spending quality time together.

Wireframes (cont.)

Wireframes

Connect (Fig. 7)

Tapping this icon reveals a drop-down list of options and filters, which a user can then toggle to determine what types of messages and shared media will be shown in the conversation feed, as well as the desired duration of time from which to pull media. Depending on the types of media shown, the layout of the screen may change to a grid format (ex. photos only) (see Fig. 9).

The current time frame is displayed in this banner, along with arrow icons that inform the user he/she can swipe left or right to travel quickly through time periods.

A simple text message with a time stamp underneath.

This filled-in heart icon indicates a messge/post has been tapped and liked by a user, and was added to the Daydream memory wall as a result. Notice the difference between this icon and the other outlined hearts, which have not yet been liked in this example.

An attached voice recording with appropriate icon. A user can tap the icon to begin playing the recording.

An attached photo.

An attached emoji.

In the text entry field, we see two icons - the left for attaching media and the right for attaching emojis. Tapping to attach media pulls up an additional row of icons representing the various types of media that can be attached.
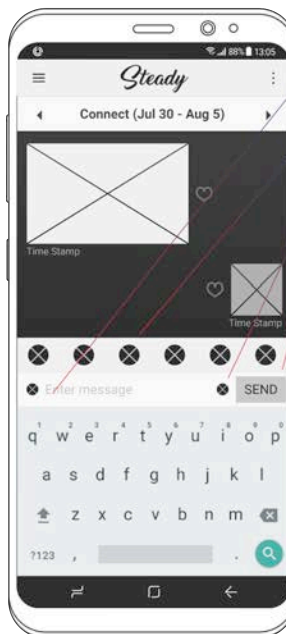
Connect With Keyboard (Fig. 8)

Upon tapping inside the text-entry field, the keyboard will scroll up from the bottom edge of the screen. This will push the content of the Connect conversation window up as well to compensate, leaving the most recent messages/media visible on the screen.

Icons for the various types of media that can be attached to a message. Tapping on one of these will open up a new dialog window, allowing the user to select a photo from his/her Gallery, or a Record button to begin recording a Voice Message.
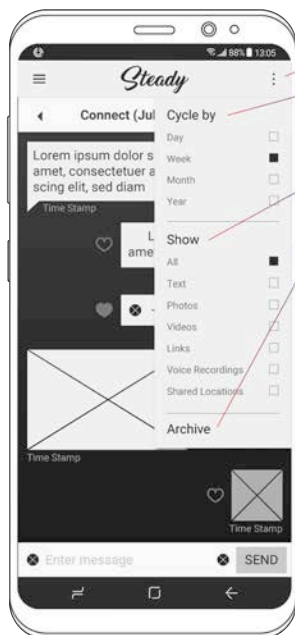
Tapping the Insert Emoji icon will cause the keyboard to switch to the device's grid of available Emojis.

Tap Send to send a message.

Wireframes

Connect With Filter (Fig. 9)

Tapping the Filter icon causes this drop-down menu to appear.

Cycle By allows the user to determine the unit of time he/she wishes to attribute to swiping left/right in the Connect section. For example, if Week is selected, then swiping left and right will move the conversation history back or forward one week in time. This allows the user to quickly scan through long periods of time to find a specific message, media or link.

The Show filter list allows users to determine which types of messages and media they wish to view at any given time, eliminating any unwanted clutter.

Tap the Archive button to bring up an additional dialog box, prompting the user whether to export an Archive (.zip file) of a conversation.

Calendar Options (Fig. 10)

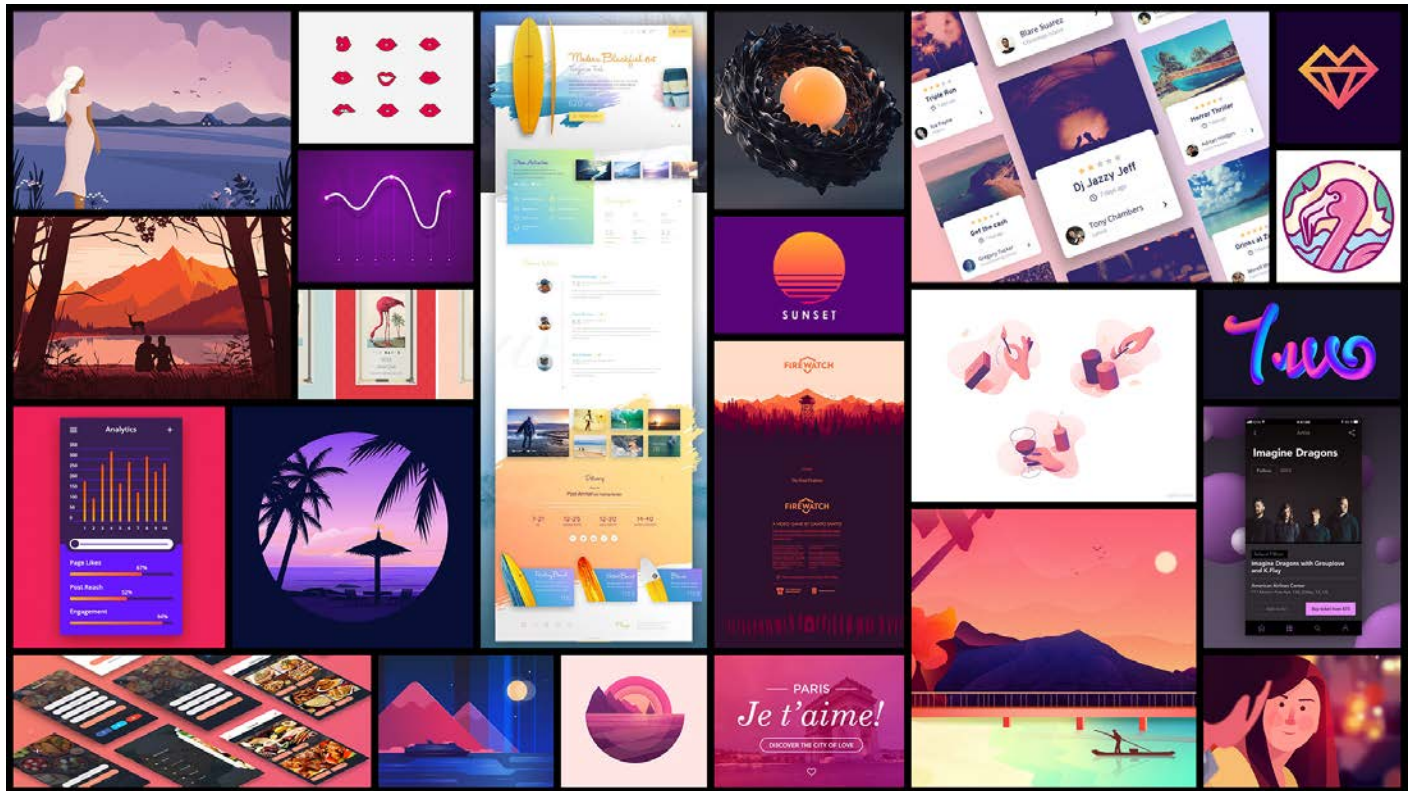Tapping the Filter icon causes this drop-down menu to appear.

The Show filter list allows users to determine which types of Dates/Reminders they wish to view at any given time, eliminating any unwanted clutter.

Tap the Open Calendar App button to bring up an additional dialog box, prompting the user whether to open his/her external calendar application (such as Google Calendar) to make edits to his/her availability.

21

Moodboards

Tropical Sunset

Moodboards (cont.)

Fragrance & Lingerie

Moodboards (cont.)

Spring Wedding

Style Guide

Steady

Brand Colours

R 85 G 37 B 94	R 150 G 67 B 106	R 66 G 69 B 155	R 238 G 64 B 54
C 74 M 97 Y 32 K 23	C 39 M 85 Y 36 K 10	C 88 M 86 Y 1 K 0	C 0 M 90 Y 85 K 0
#55255e	#96436a	#42459b	#ee4036

(with gradient overlay)

Style Guide

Greyscale (type, borders, etc.)

H 289° S 0 B 98	H 289° S 0 B 80	H 127° S 0 B 30	H 289° S 0 B 12
#fafafa	#cccccc	#999999	#212121

Buttons/CTA's

R 208 G 0 B 17	R 230 G 75 B 27	R 0 G 166 B 23
C 12 M 100 Y 100 K 3	C 4 M 85 Y 100 K 0	C 82 M 6 Y 100 K 1
#d00011	#e64b1b	#00a617

Thinking of Betty
headline type

Roboto Medium
Paragraph Type
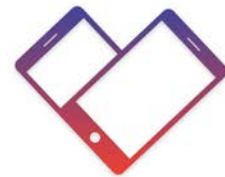
Logo & Wordmark
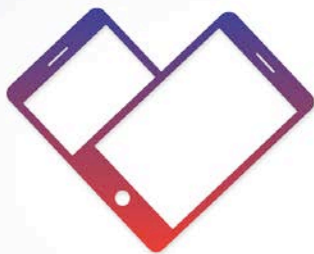
Comps

Efficient Planning

One of the primary obstacles faced by those in long-distance relationships is managing schedules and finding time to spend together. However, privacy is often a concern which keeps many couples from using a shared calendar application.

Steady circumvents this issue by only displaying the optimal times for both partners to get together, based on an algorithm that takes both schedules into account and encourages compromise.
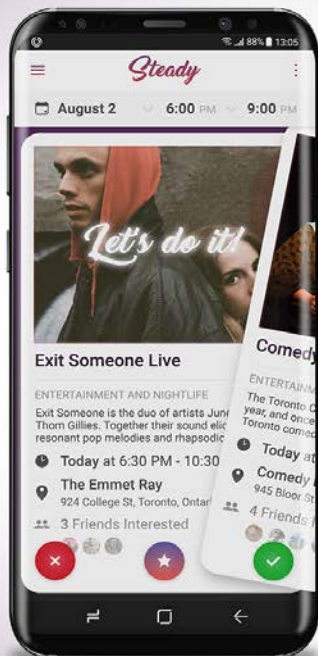
Keep Things Exciting

Once a day and time has been agreed upon, users can swipe left or right in response to potential date ideas, which are populated by aggregating partners' Facebook Likes. If both partners swipe right to the same date idea, a match occurs much like in popular dating apps, and links to purchase tickets are made instantly available.

This portion of the application was designed as a response to the growing popularity of casual dating apps, giving couples a more constructive way to swipe.

Comps (cont.)

Maintain your connection

The connection you have with your partner is second to none. The way you communicate with him or her should reflect that! With Steady, you can filter through different types of posts and shared media, to find the right memory quickly without any hassle.

One-Touch Access

Managing several social media profiles can be time-consuming! *Steady* makes it easier to keep track of all your partner's profiles and posts, with quick navigation to relevant contact information and social media, so you'll never miss an important moment.

Comps (cont.)
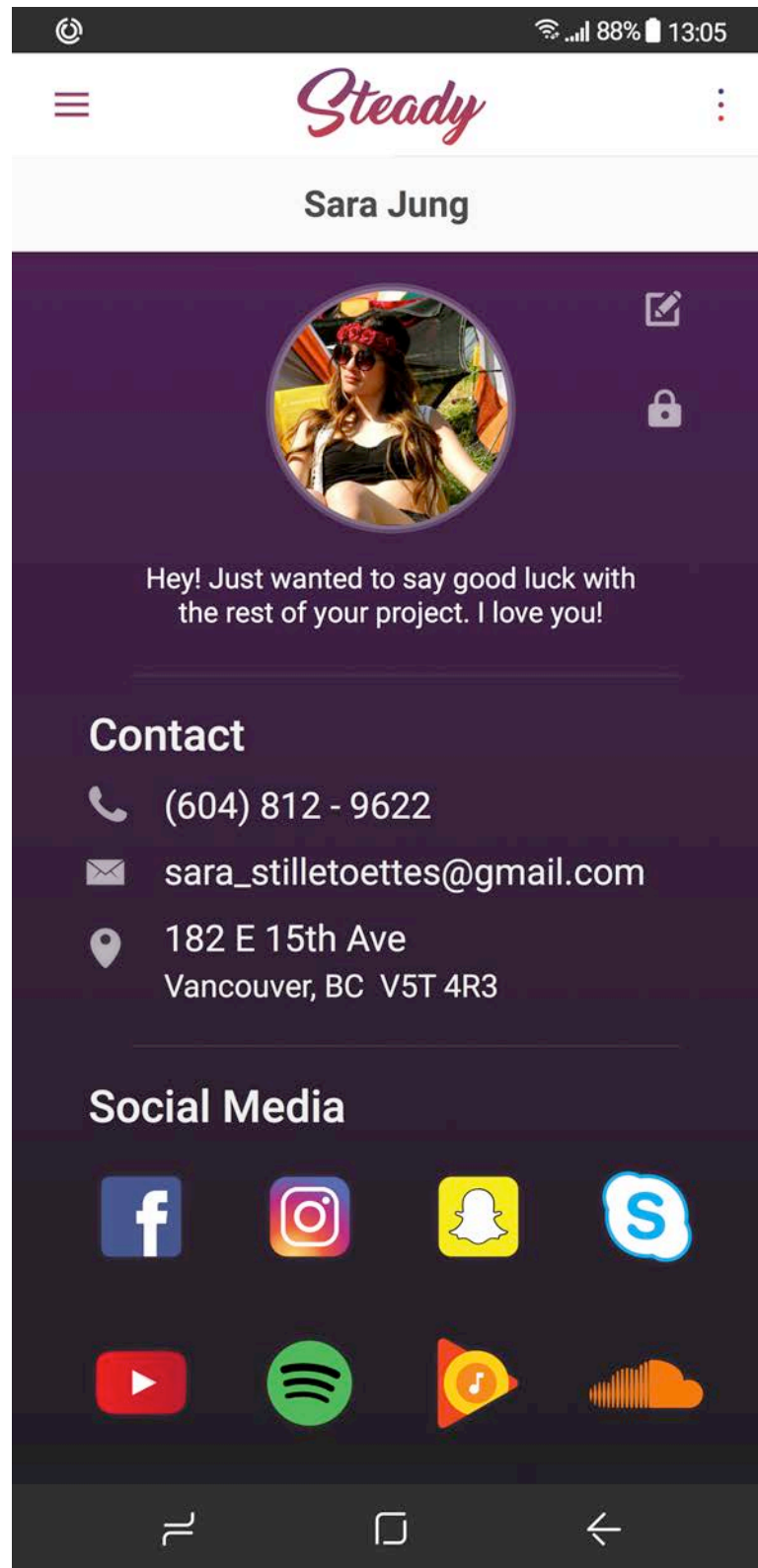
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