

Spec Status: **Draft / Peer Review / Mentor Review / Complete**
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Wing

We all need a wingman or wingwoman... let us be your wings.

Summary

Wing is a dating app with the goal of making dating easier by utilizing a user's existing social circle to find potential matches. As a result, we hope this makes online dating a more pleasant experience on their quest to meet a long-term partner.

Problem Background

Everyone wants to find love, but how and where to find it has been one of the oldest questions known to man. Traditionally, people found their significant others through matchmakers, mutual friends, family, work, or third spaces (social spaces that are separate from the home (first space) and the workspace(second place) such as churches, bars, gyms, etc.).

With the introduction of online dating in 1995 by Match.com and subsequently dating apps like Tinder in 2012, these services hailed technology as the solution to having more luck in finding love. Garnering widespread adoption, online dating has become the most common way couples meet (39%)¹ compared to 28 years ago where mutual friends (33%)¹ facilitated introductions.

More than 20 years after its introduction, 3 out of 10 Americans have used dating sites or apps; however only 12% reported marriage or a long-term relationship with someone they met online². Despite the accessibility to a variety of people and dating apps, young adults are still struggling to find love. In our user interviews, Élisabeth stated "I feel frustrated continuously swiping and going on dates, but not feeling a connection with someone... no one is serious , all they want are hookups and situations"

User Research

While conducting our user research on modern dating, surveys and user interviews collected from 26 young adults across Canada showed .. (see "[Research Synthesis](#)")

○ **Young people lack faith in finding love online:** 48% reported their experience with dating apps as negative. Furthermore 62% believe relationships started online are less successful than relationships started in person.

○ **Despite the popularity of dating apps, the majority of young people are still meeting romantic interests in person through various means :**

The most common way people meet potential dates is....

1. Mutual friends (58%)
2. Dating apps (54%)
3. Coincidental interaction (46%)

○ **Young people have strong social connections :** respondents agreed with the following statements

1. "I feel a sense of community" (96%)
2. " I have meaningful friendships" (96%)
3. "I am satisfied with my social life" (73%)

○ **Young people are open to dates facilitated by their social circle :** Although 62% have never been set up on a date by a friend, 79% reported they were likely to go on a date set up by a friend.

○ **5 potential users were interviewed in-depth, all of whom had expressed negative experiences using dating apps/ online dating stated**

- "I get many matches, but only a few initiate conversation or respond to my initial message"
- "I feel frustrated continuously swiping and going on dates, but not feeling a connection with someone... no one is serious , all they want are hookups and situations
- "Sometimes my friend and I trade phones and swipe on each others behalf"

Why build this ?

Young adults are no longer struggling to find enough potential romantic partners. Our research showed that young adults believe online dating reinforces superficial forms of connection. They are facing challenges such as ghosting, dating fatigue due to an abundance of options, and the prevalence of hookup culture. After the isolation induced by COVID-19 pandemic, there is a demand to move relationships offline and meet people in organic ways. The next iteration of online dating needs to address users' desire for meaningful relationships. Prior to its invention, social circles had been the most common way to meet potential partners.

Everyone could use a bit of help on their quest for love and sometimes an impartial third party like our friends knows what we need better than ourselves. With online dating here to stay, Wing can be the bridge between online dating and real world connections. Wing aspires to be the dating app that restores people's faith in finding love online.

Who is it for?

Wing is for young adults 18-35 years old looking to find a romantic partner or help their friend(s) find potential matches. Our single users are in search of a streamlined approach to dating. They are concerned with the quality of their matches rather than the number of matches. Their goal is to meet matches that evolve into in-person dates.

Proposed Solution

A possible solution will be an easy way for single users' friends to match them with other single users or mutual single friends on the app. Once registered on the app, users can share their unique QR code with their friends allowing them to join the app as one of their "wings". As a wing, they can only swipe and recommend potential matches (outside or within their social circle). This will help address the first pain point which is dating fatigue and frustration. By enlisting the help of their social circle, the burden of finding a romantic partner no longer solely falls on the single user; therefore increasing satisfaction and creating a more positive experience online dating.

Scenarios

User Story #1: As a single young adult , I want to find meaningful connections, so that I can reach my dating goal of finding a long-term

partner.

Scenario: Find meaningful connections

Acceptance criteria:

- ☐ Users can set their dating preferences
- ☐ Users are shown potential matches that are aligned with their dating preferences (i.e religious status, location, age, etc.)
- ☐ Users can see standouts of matches with high compatibility
- ☐ Users are given potential conversation starters

User Story #2 : As a single young adult, I want it to be easier to find matches, so I can enjoy dating more.

Scenario : Reduce difficulty finding matches

Acceptance criteria:

- ☐ Users can allow friends to send match recommendations
- ☐ A user's wing can recommend mutual friends or swipe for new matches

Timeline

Timeline	Milestone	Status
Week 1	Problem Statement & Research Plan ☒ Explore the problem space of modern dating ☒ Develop questions for survey and customer discovery	Completed
Week 2	Research Synthesis ☒ Synthesis research findings ☒ Select specific problem from research conclusions	Completed
Week 3	Product Specifications ☒ Develop product specifications surrounding proposed solution ☒ Research potential methods of developing the product	Completed
Week 4	PM Portfolio	In Progress

	☐ Developing a proposed design & layout for the application ☐ Developing elevator pitch and portfolio	
Week 5 (Beyond Co.Lab)		

Success Metrics

- Adoption:
 - # of app downloads
 - # of users who sign up with a single user's QR code
- Engagement:
 - # of weekly matches made by the user
 - # of weekly recommendation made by a wing
 - % percentage of a wing's recommendations that convert into accepted matches by single users
 - % of matches that convert into real-life dates
 - % of matches that turn into relationships
 - average amount of time spent on the app by all users
- Retention:
 - Churn rate (%)
 - % of single users who are successful at finding love converting their account to a wing-only profile for others in their social circle.

Future Considerations

A larger vision could be looking into features that reduce ghosting and provide higher compatibility matches such as

- Limiting the number of matches a user can speak to at a given time
- Showing weekly standouts that are upvoted by your "wings"
- Creating time limits for initiating conversation / meeting in-person
- Including a text box / pre-written statements to select from for reasoning behind a wing's recommendation

- Allowing a single user to request an introduction from a mutual “wing”

Learnings

- **Sexuality** : Mostly heterosexual sample, there may be differences in queer dating
- **Missed questions** : I did not ask which dating apps they were using, this would have been an interesting data point. Additionally, I only asked how dating apps have negatively impacted dating and relationships. This is a loaded question. I should have asked how dating apps positively and negatively impact dating/ relationships.
- **Definition of the scale** : I realized once I pulled the data that my rating scale may have been confusing to respondents i.e 1 - Very satisfied instead of a typical scale where 5 - Very satisfied. I did define the scale in the question and have made footnotes on the graphs.

Appendix

1. [Disintermediating your friends: How online dating in the United States displaces other ways of meeting](#)
2. [The virtues and downsides of online dating](#)
3. [Research Synthesis](#)
4. [Dating burnout: meet the people who ditched the apps – and found love offline](#)
5. User interviews