At First Site

Product Requirements Document

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Vision

At First Site addresses the constant challenge to find quality matches, get past chat, and interact offline. We are THE digital date concierge: help connect, prioritize meetups, and create meaningful interactions in exciting ways. Our date suggestions for each match is sure to be a hit - with easy bookings and reservations through the app. Oh, and did we say... it's free!

Motivation

Primary Personas

"I feel like I want to just say, 'hey can we just meet up' but I never actually do it."

"It takes too much effort to curate good conversation through text."

Emily
Experience Seeker

ABOUT

Emily recently graduated from Carnegie Mellon. Upon graduation she took a job at Accenture in Chicago, where she is living with her two roommates in River North. After three months at Accenture, Emily feels more ready to explore the city by meeting new people. She has downloaded all the popular dating apps and has been trying to make an effort to go out and meet new people.

GOALS

- Go out and explore the city
- Meet and connect with new people

NEEDS

- Find fun things to do that fit her busy schedule
- Balance her schedule and her checkbook
- Find the right people to go with her to activities

TASKS

- Search for events on Facebook and other websites
- Organizes activities for her friends
- Tries to gauge other's interest in events so

Emily

AGE	24
JOB TITLE	Consultant
LOCATION	Chicago, IL
DATING APP	Multiple

Match Aspects

Quantity	●●○○○
Common Interests	●●●○○
Profile Personality	●●●●○
Initial Conversation	●●●○○
Potential to Meet	●●●●●

FEARS AND FRUSTRATIONS

- Conversation on dating apps feels forced and difficult
- Often matches don't reply or conversations slowly die out
- Worries about safety when deciding if she wants to meet up in person
- Does not want to have to spend lots of $$$
- Uncertain of the right time and way to ask people out
- People often flake after planning to meeting in person
- Swiping is emotionally exhausting and dehumanizes potential matches

CURRENT DATING APPS

coffee meets bagel   Hinge   🔥

Alan

AGE	25
JOB TITLE	Account
LOCATION	Milwaukee, WI
DATING APP	Multiple

"I normally just ask for a coffee for my first date. I am not sure if it is boring."

"It takes me a lot of effort to ask someone out on the dating app."

Alan
Cyber-Socially Awkward

ABOUT
Alan is an introverted guy working in a bank in Chicago. He is not good at socializing digitally and never feels comfortable texting people he doesn't know well with fear of the message coming off the wrong way. He has several matches on the dating app but doesn't often initiate conversations. He tries to find common topics and continues the conversation.

GOALS
- Meet more dates outside of app and have a serious relationship

NEEDS
- Be able to have fun in the city instead of staying at home
- Nice people to talk to and hang out with

TASKS
- Explore casual group events that make him feel comfortable with his date
- Practice his social skills in communicating

Match Aspects

Quantity	●	●	●	○	○
Common Interests	●	●	●	○	○
Profile Personality	●	●	●	●	○
Initial Conversation	●	●	○	○	○
Potential to Meet	●	●	●	●	○

FEARS AND FRUSTRATIONS
- Not sure about the right time to ask for a real date
- The conversation on the app and in real life is different
- Don't know what to do on the first date
- How to measure if the match likes to do the same thing, they sometimes disappear in the conversation after saying "sounds good"
- Low chance to have the second date after the first

CURRENT DATING APPS
THE league   Hinge

Priscilla

AGE	26
JOB TITLE	Analyst
LOCATION	San Francisco, CA
DATING APP	Multiple (Too Many)

"Dating apps are addictive. I can swipe for hours."

"Maybe if there were something to motivate me to meet my matches outside of chat."

Priscilla
The Procrastidater

ABOUT
Priscilla uses dating apps all the time, mainly from 11 PM to 2 AM when she would rather be sleeping. She enjoys going through profiles, but is slow to chat. The rest of her life is so busy, that if a match slips by she just tries to put it out of her mind.

GOALS
- Find a serious relationship
- Be engaged with someone in real life

NEEDS
- Be motivated to actually go out and meet matches
- Be held accountable to meet in person.
- Make the process of setting up a date feel less mentally and emotionally strenuous

TASKS
- Chat with someone only to the end goal of meeting
- Set up a concrete date with location, time and day planned.

Match Aspects

Quantity	●	●	○	○	○
Common Interests	●	●	●	●	○
Profile Personality	●	●	●	●	●
Initial Conversation	●	●	○	○	○
Potential to Meet	●	●	●	●	●

FEARS AND FRUSTRATIONS
- Tired of just swiping and matching to chat.
- Wants to actually go out with people, but struggles to find the time to actually strike up conversation.
- It takes too long to migrate conversations from the app to other platforms, or to real life
- I'm a working professional - I don't have time to handle logistics of planning dates

CURRENT DATING APPS

Rivkah

AGE	31
JOB TITLE	Floral Shop Owner
LOCATION	Seattle, WA
DATING APP	Multiple

"I'm done with the casual dating scene. I'm ready to find something real."

"It takes too much effort to curate good conversation through text."

ABOUT

Annie owns a thriving floral shop in downtown Chicago. She's a romantic - but has yet to meet the guy she's been waiting for. After her best friend got married last year - she feels she's ready to settle down herself. She's looking for "the guy".

GOALS

- Find his/her next serious relationship
- Bypass the online BS and make meaningful connections in real life

NEEDS

- Have balance between dating life and professional life
- Go on fun dates without the hassle of researching and booking them
- Someone who can be their companion and cheerleader as they go out and smash the business world

TASKS

- Avoid cyber "stalking" dates to learn more about them
- Setting up expectations before meeting to be on the same page about intentions

Match Aspects

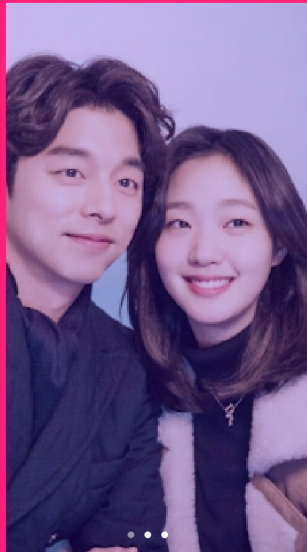|	
Quantity	●● ○○○
Common Interests	●●●● ○
Profile Personality	●●●●●
Initial Conversation	●● ○○○
Potential to Meet	●●●●●

FEARS AND FRUSTRATIONS

- Quality matches are so hard to find! Sometimes just seeing a profile makes it difficult to gage personalities
- Fear of scaring away matches if they express genuine interest for a serious relationship
- It takes too long to migrate conversations from the app to other platforms, or to real life
- I'm a working professional - I don't have time to endlessly swipe through an app

CURRENT DATING APPS

okcupid   bumble

Secondary Personas

Lee
Looking for more to do

"Pizza and Netflix again? How about we go do something fun?"

"We are getting too comfortable, and I'm afraid our relationship is getting stale"

Lee-Chang

AGE	28
JOB TITLE	Software Engineer
LOCATION	Austin, TX
DATING APP	None

ABOUT
Lee-Chang is a music composer - he spends many hours in the studio working. He and his girlfriend Lisa have been together for 2 years. Although he is very content in his relationship, he misses the days they used to go on dates. These days, they just stay home - or go to restaurants nearby. He wants the excitement of dating again, but isn't good at coming up with ideas.

GOALS
- Go on fun dates/ events with his girlfriend
- Stop the cycle of boring evenings

NEEDS
- A way to generate date ideas without having to do a lot of research
- Stay up to date with current activities and events around his area
- Easy booking channels through his smartphone
- An ability to plan dates that coincide with his girlfriend's calendar

TASKS
- Find interesting events to spark up the relationship and grow closer

Event/Activity Aspects
Aspect	Rating
Quantity	●●●○○
Interest	●●●●●
Location	●●●●○
Cost	●●○○○
Duration	●●●●○

FEARS AND FRUSTRATIONS
- Relationship getting stale from doing the same things
- No opportunity to get dressed up and impress each other anymore
- Trying to book events can be a big hassle

CURRENT SOLUTIONS
eventbrite yelp
facebook

Margo
The Matchmaker

"I use yelp, open table, crowdsourced, reviews based platform."

"I always have a bucket list to go through, and I start from there."

Margo

AGE	28
JOB TITLE	Project Manager
LOCATION	New York City, NY
DATING APP	Multiple

ABOUT
Margo knows everything about everything in her city. She organizes group outings all the time and loves setting people up. She follows a lot of email lists about events and facebook pages. She throws all of the holiday parties for her friends and loves meddling in her friends affairs.

GOALS
- To have power over others
- To feel involved
- To create awesome dates even if she doesn't get to go on.

NEEDS
- To see what happens with the couple later/how well they enjoyed it.
- To be creative with interesting date ideas

TASKS
- Suggesting dates for people based on their profiles
- Finding unique activities
- Training the algorithm

Event Aspects
Aspect	Rating
Quantity	●●●●●
Interest	●●●●○
Location	●●●○○
Cost	●●●○○
Potential to Meet People	●●●●○

FEARS AND FRUSTRATIONS
- She wants to be more involved with her friends dating life
- She currently isn't really involved in the process, so she doesn't have a lot of frustration besides wanting to be more involved

CURRENT DATING APPS
THE league bumble

Unmet Needs

I am done with swiping.
"Dating apps are emotionally exhausting." - Rita
All the swiping dehumanize these people" - Corey

Many users spend hours swiping through profiles on dating apps and procrastinate on other actions, like having a conversation with their match or going on a date. Swiping become additive to many users because it requires little effort and provides instant stratification. However, after spending hours on swiping, users often feel emotionally exhausted and are frustrated with the lack of tangible outcomes from their time and effort spent in swiping. Moreover, they often feel indifferent to the people on the dating app after continuously swiping through profiles after profiles. They desire better and more genuine connections but feel trapped in swiping.

An opening line? Nope… Don't Have One.
"It takes too much effort to curate good conversation through text." - Rita

It takes users a lot of effort to curate a good conversation on dating apps. Some users struggle to find interesting talking points and experience slowdown in conversation. They often sense that the conversation feels forced or unexciting. Others spend time designing their open lines and talking points but feel overwhelmed to maintain these conversations or feel disempowered when their matches respond slowly. Moreover, it is difficult for users to read each other's tone and sense of humor through texts, which hinders the natural flow of conversation. Users desire a better conversation experience that feels natural, interesting and easy to navigate.

Can I ask you out now...?
"I feel like I want to just say 'hey can we just meet up,' but I never do that." - Beth

Many users want to meet up sooner rather than later so that they can get to know their match better. However, they feel uncertain to ask their match out because they don't want to scare them away. This uncertainty often also comes with a slowdown in conversation, which often becomes the main killers of this early relationship. Users want to feel certain, empowered, and safe when asking out their matches.

But where should we go…?
"Dates are usually awkward, sometimes because they have different expectations" - Nicholas

Many users struggle to come up with interesting and appropriate date ideas for both people. It is because they lack the understanding of the expectations of the other person and find it awkward to ask about these personal expectations. Some people want to set updates that require less commitment so they can leave quickly if they don't see the chemistry clicks. Others prefer going on fun dates where they can enjoy doing the activities. There are also other preferences, like

dietary restrictions, that can be hard to plan together. Users desire better ways to communicate and plan around these expectations and preferences without feeling uncertain.

Existing Solutions

Feature #1: Onboarding
Onboarding currently has the goal of requiring the least amount of information possible to get to the main functionality of the app. For example, Bounce, a location-based dating app initially only starts with your name, age, and city. The longer the onboarding process, the fewer people join the app. That being said, people expect the same level of filled out profiles as their own, and profiles less than that feel untrustworthy. The onboarding is therefore and imports consideration because it will dictate the user's involvement.
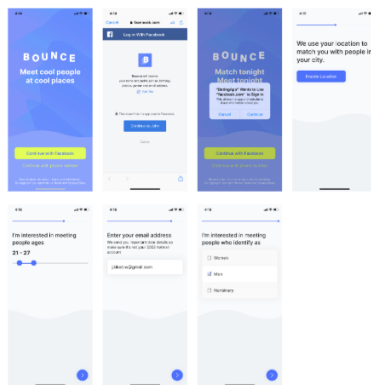
Minimal amount of information is required to create an account (name, photo, age, location, email, sexuality, age preferences)


bumble

To help with safety concerns, some apps use "selfie verification" to prevent fake profiles

Feature #2: Freemium
Currently, the most popular dating apps are all freemium models, where you are given limited models of almost every feature, and then given extras of that specific feature. For example, Tinder gives users more "Super Likes" in a paid model. This is helpful because it allows an influx of users by reducing the barrier to entry into the app. Once they're hooked, we can then involve them more deeply in the app. In initial user tests, people expect this in dating apps and refuse to start using dating apps that they have to pay for.
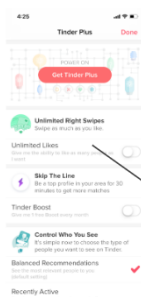
Repetition of basic functionality limited in freemium
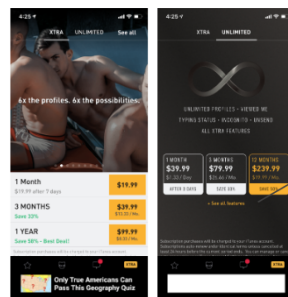
More viewable/ unlockable aspects of profile
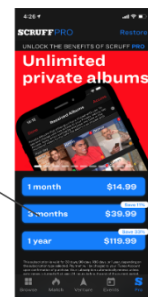
Feature #3: Curated Matching

Curated matching is only happening in certain apps that collect more information from people, like OkCupid. They allow users to answer hundreds of questions to create in-depth profiles and have percentage matches based on similar answers. Not every app is doing this, but it is becoming more common, with Tinder having a choose your own adventure game and Hinge providing a most compatible match. It's important for users to find actual matches, so having more accurate profiles is important.
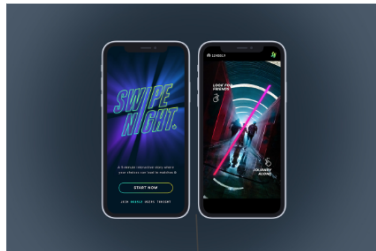
Creating app-specific content designed to learn about people

okcupid
Self answered questions designed to find "perfect" matches. Designed as yes/no questions
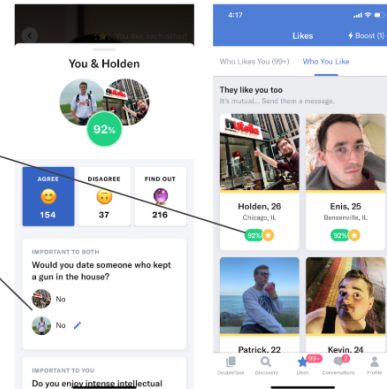
Feature #4: Social Media Connection

Many apps provide social media connections, as it helps develop a sense of security with users that a profile is real and allows people to get a deeper understanding of a person's personality. This has become standard across many dating apps, like the league with its year-long waitlist so they can verify users' LinkedIn Profiles.
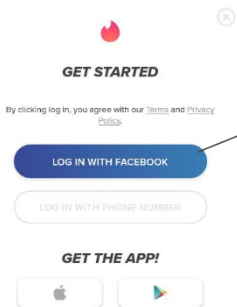
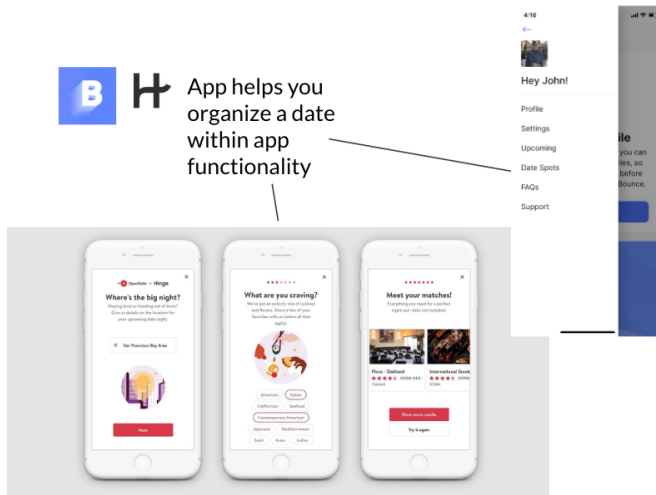App collects photos, age, and name from social media when creating account

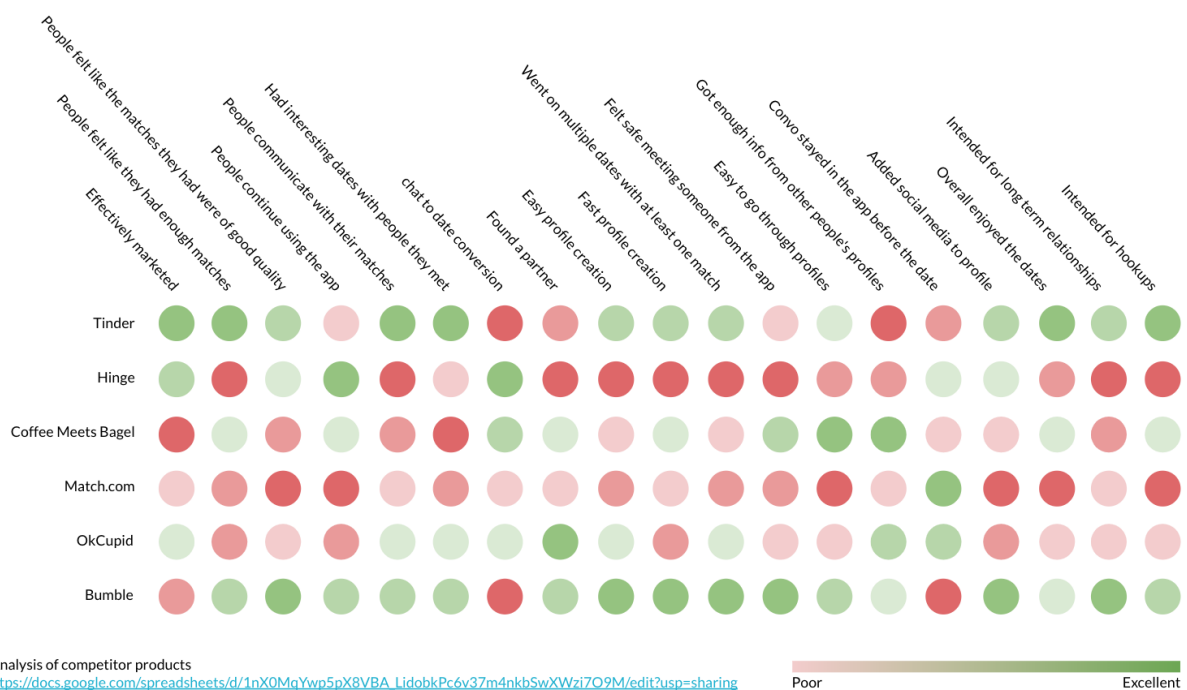App connects social media to expand and build trust in profile
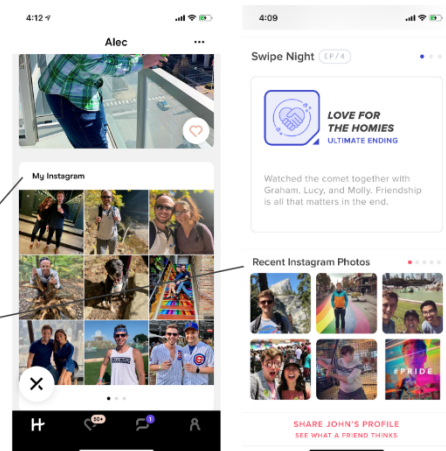
Feature #5: Date Curation

Date Curation is a very new feature that is starting to be incorporated into apps, like with Hinge partnering with OpenTable to make dinner reservations. However, these new apps UIs for date curation is very underdeveloped, and because of the quick onboarding many apps have

created, they don't have enough information to start doing date curation.

App helps you organize a date within app functionality

App organizes large events open to all users

Competitive Analysis

*Analysis of competitor products
https://docs.google.com/spreadsheets/d/1nX0MqYwp5pX8VBA_LidobkPc6v37m4nkbSwXWzi7O9M/edit?usp=sharing

Poor   Excellent

Trends in Competitors

Looking at these features, we can see a trend towards curation. However, the top dating apps were built around minimal information systems and are now struggling to dive into these aspects of curation. The only apps that record enough information like OKCupid don't make the question answering part extremely fun or engaging.
This is where At First Site can really stand out.

Differentiation

Continuous and Engaging Profile Creation

Current dating onboarding processes require a minimal amount of information to be entered before using the main functionality of the app to quickly engage new users. However, users need to enter more information to have the best possible experience, and static profiles can lead to repetitive chats with matches. Like other dating apps, At First Site allows users to quickly access the core features. However, unlike other data apps, At First Site continuously provides users with new "Buzzfeed" style quizzes and interests to swipe on. Participating in these quizzes allows users to unlock new badges and content for their profiles, and gives us more data for improved matchmaking and date suggestions.

Dynamic and Personalized Chat Suggestions

Chatting with new match can be challenging for dating app users. They often feel that it is hard to convey their personality and find mutually interesting topics to discuss. At First Site leverages the users stated interests to send interesting, humorous, and relevant questions to both people when a match is established. These questions limit the pressure to message first and provide a starting point for conversation.

End to End Dating Concierge
Some dating apps are beginning to aid users in creating dates but the current offerings are limited. At First Site's Dating Concierge provides assistance at all stages set up a date. The Dating concierge begins by proposing mutually interesting date opportunities at the beginning of the match, saving users from having to guess what events might be mutually interesting. As chat begins, the dating concierge provides information about when a match might be interested in being asked on a date, limiting the anxiety around when to ask. Once a date has been proposed, At First Site uses scheduling availability provided by the users at the beginning of the week to provide potential date times. Finally once a date has been agreed upon, At First Site streamlines the booking process by providing Eventbrite or open table links to the agreed-upon date directly in the app. By assisting users at each step of the dating process, At First Site, limits the logistical friction can often stifle budding date opportunities, ultimately leading to more meetups.

Why now?

Social Acceptance
- Less stigma against online dating
- From niche to mainstream popularity

Instant Gratification
- Demand for instant gratification/ social acceptance stemming from social media use
- App features: swipe, chat rooms, likes, etc. fuel gratification and validation

Lifestyle
- Increasingly busy lifestyles - drive the need for easier methods of meeting/dating
- Casual dating is more common

Target Age Group
- 20's/30's who are main users grew up with the internet
- More open to online apps and processes

Infrastructure Readiness
- Almost everyone has a smartphone/ access to data = crucial for app success

Diverse Pool
- More choices online
- Platform to explore different sexual orientations/ mates

Pricing Trend
1. Infrastructure Readiness
   a. Mobile and online paying is easily accessible and widely available
   b. Trust has been built around online payment
2. Payments on Dating Apps
   a. The popularity of the freemium model amongst apps
   b. Charge for extra swipes, matches, features
3. Our Take on Pricing
   a. Freemium model with 10 free matches to start
   b. For more matches/extra features → subscription service (scalable)

Why At First Site?
- "Traditional" dating apps are not meeting the needs of those who want to MEET IN REAL LIFE!
- Apps saturated with casual daters/hook-ups/lower quality matches
- Opportunities to work in a B2B capacity
- Swipe culture is habit forming and toxic → time to break this cycle!

One Killer Feature
Date Concierge
- We use your profile + our algorithm to suggest dates for you and your match
- Your 10 matches a day come with top date ideas
- Date icons are on your chat window
- Streamlined process to book/reserve dates through the app

Key Path Scenarios

Use Case 1: I'm Done With Swiping

Eric has been using dating apps for about 3 years now. Tinder, Bumble, Coffee Meets Bagel.. He's done it all. He's looking for an app that he can set up quickly, and get matches without swiping for hours on end.
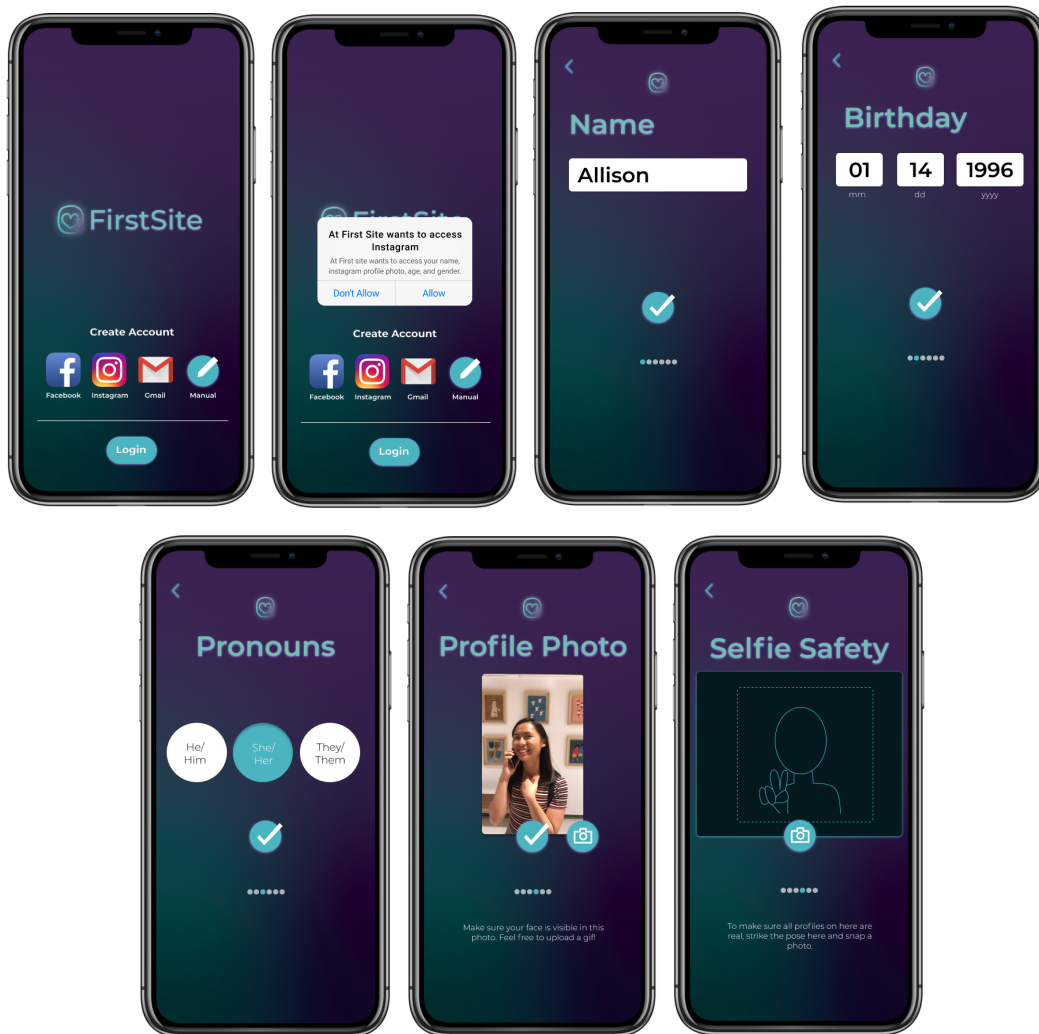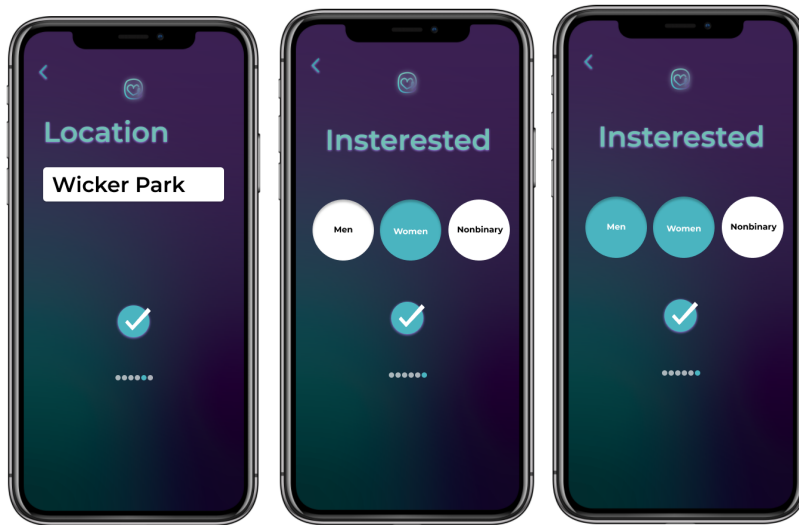
He tries At First Site! After downloading the app - he can create a profile using an existing social media account, quickly verifying the information that the app's information is correct. After filling a few minor details he's able to explore the app before deciding how much he wants to share with At First Site.
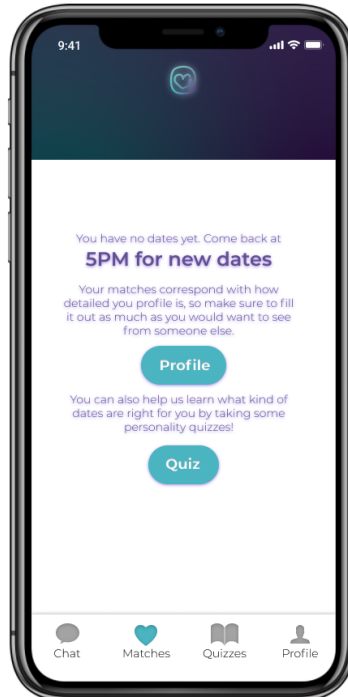
The app informs him that he will receive his first 10 matches in 24 hours. Perfect! He'll come back and check his quality matches - freeing up his time to go hit the gym. No more aimlessly

swiping - the curated matches are the perfect solution to his busy lifestyle.
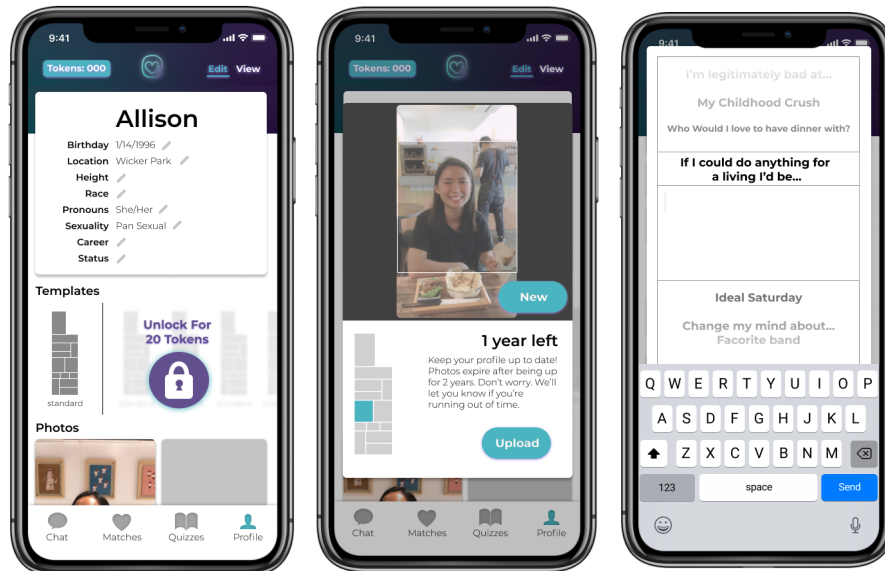
Excited about filling out these potential matches, he takes the time to upload more information and completely flesh out his profile.
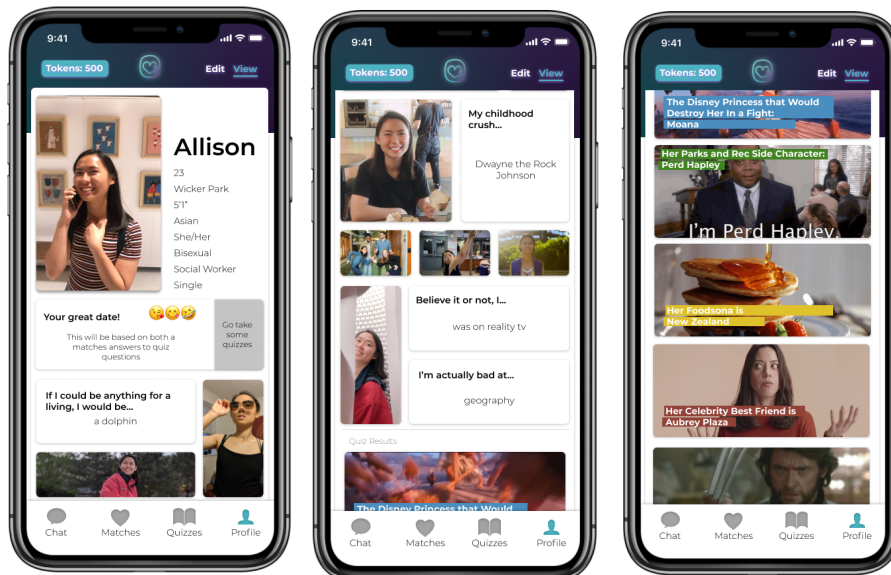
As he goes through it, he can check out a preview page of how others will see his page.

Use Case 2: Building Your Profile is Stressful!

Ingrid wants to create an in-depth profile and be able to learn more about her matches. She hears At First Site has a fun way of doing this - so she gives it a try.
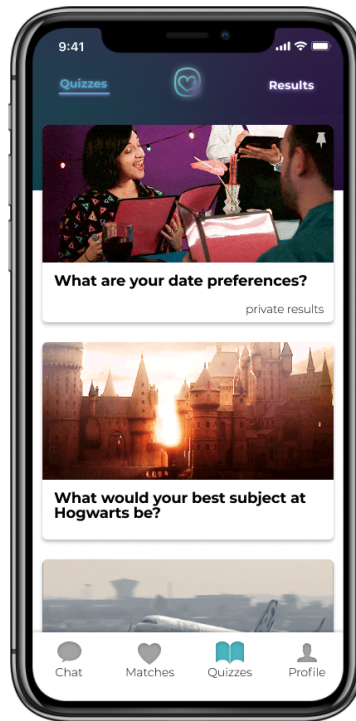
After her initial profile is created, she is guided towards a section full of fun game-like quizzes.
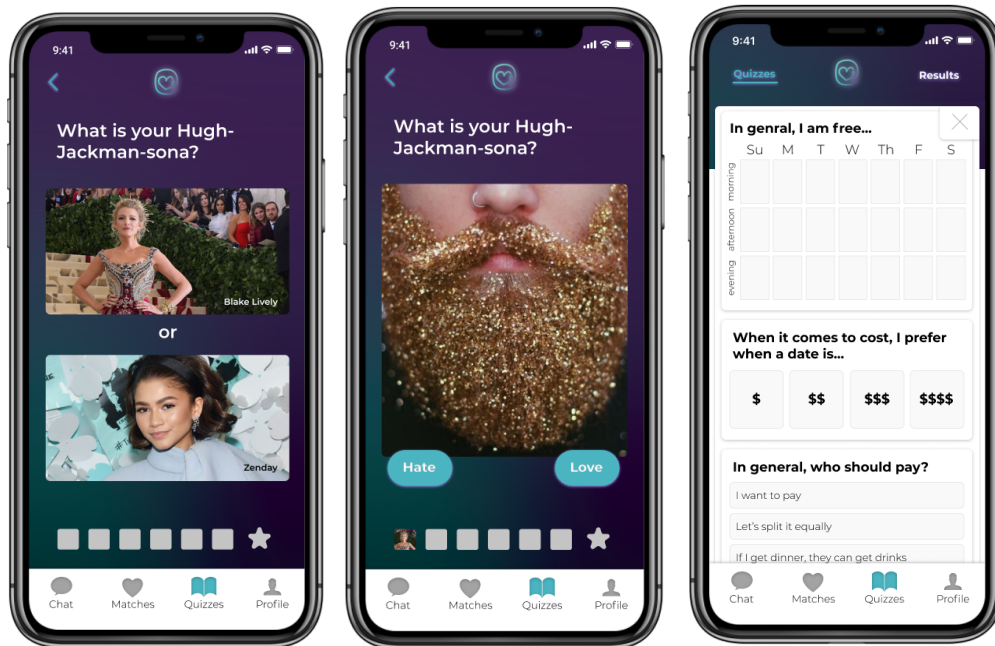
She can do Buzzfeed type quizzes that ask about her interests, swipe on date ideas she likes, and check out the polls to see what other singles think of "who pays on the first date".
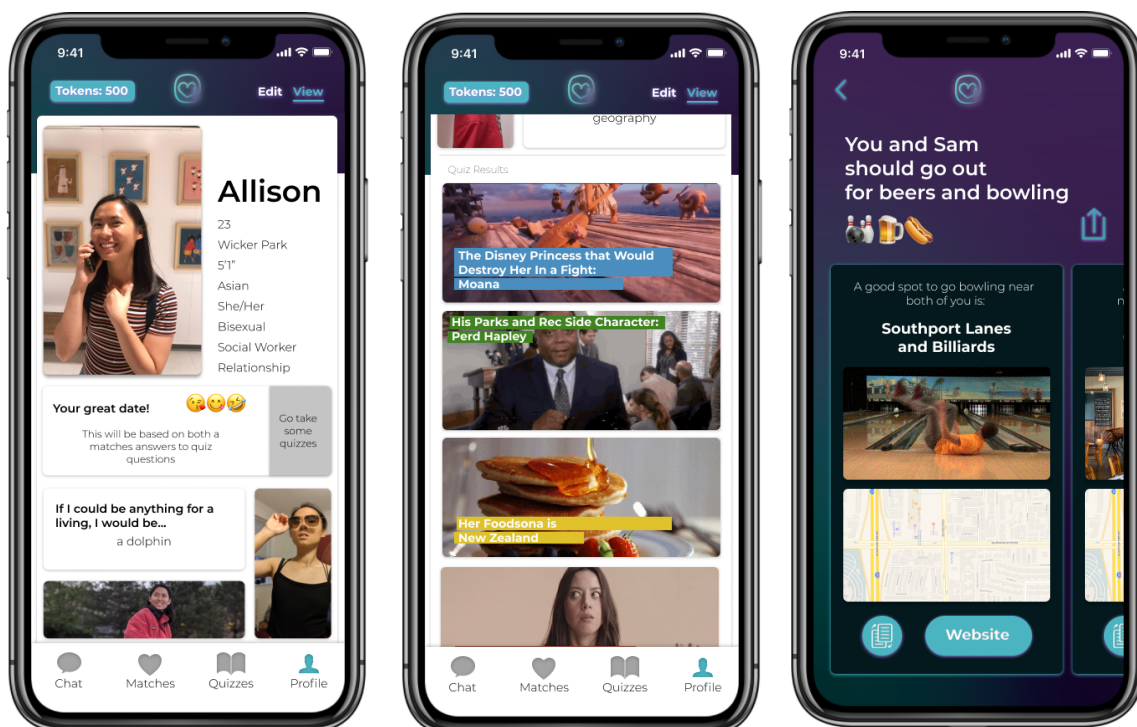
She loves that these fun activities are automatically uploaded to her profile, and improves her match quality. The date suggestions that come with each potential match are informed by what they both will like with these different quiz results.
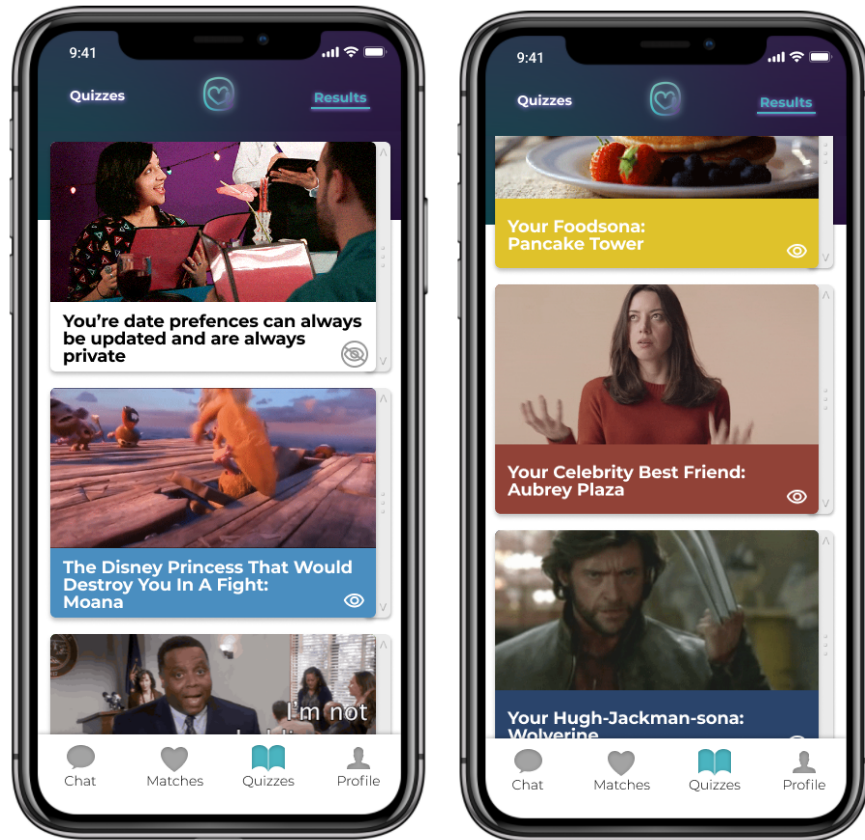
She is able to edit the visibility of the results from her quizzes to highlight her favorites.

Use Case 3: An Opening Line? Nope...Don't Have One

Paul hates being the first one to start a chat. He never knows what to say.
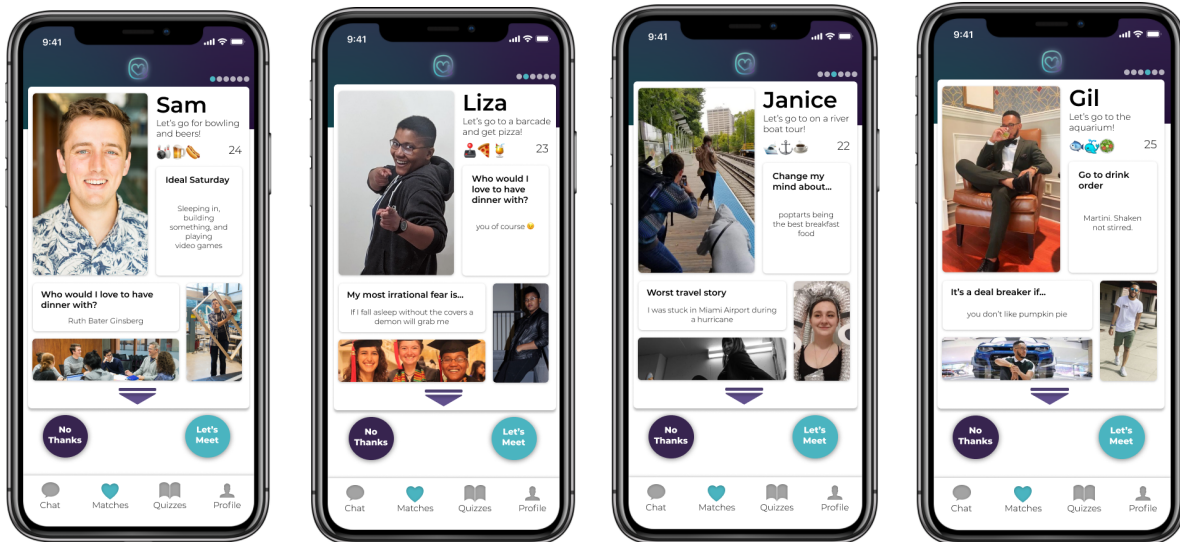
After setting up his profile yesterday, he has received 10 quality matches this morning.
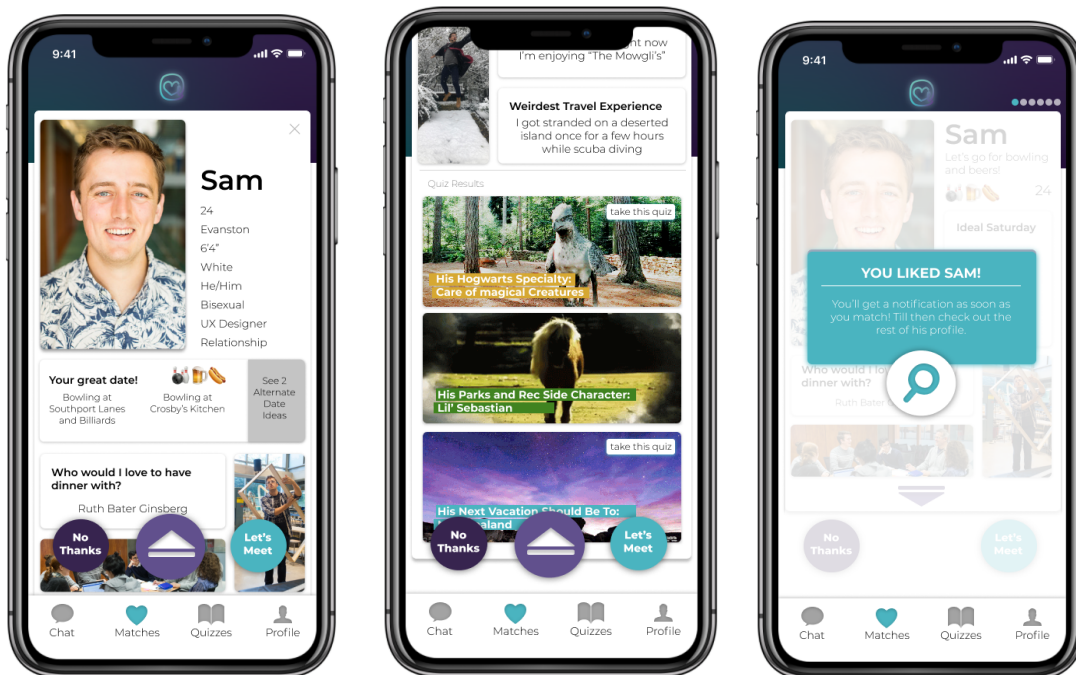
He's interested in Ingrid who also enjoys rock climbing and clicks to chat with her.

Thankfully, At First Site suggests a fun conversation starter for them so he doesn't have to think of one! "What superpower would you like to have for just one day, and which do you want for a lifetime?" Paul and Ingrid spend the next exchanges trading their thoughts. Now that he's more comfortable, he asks Ingrid where she usually goes climbing...

Use Case 4: But is She Vegan Though?

Sakina has had a tough time finding dates on existing apps. Even after adjusting her settings to only match with females, she never knows if they'll be compatible or like the same things.
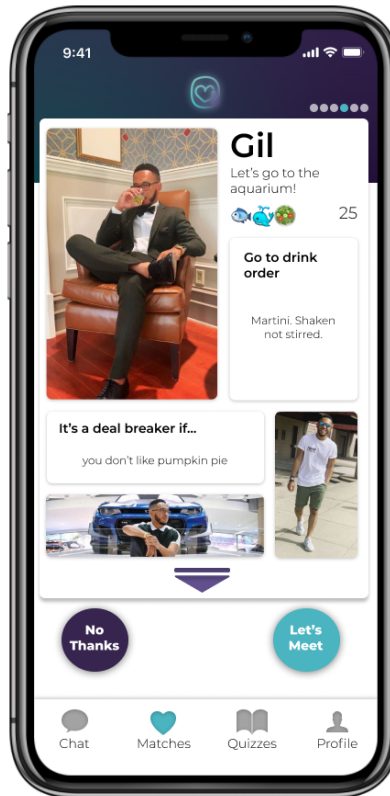
After filling out her profile and receiving her curated matches on At First Site, she's excited to see that 5 of them have the salad icon on their profile. She hits it off with Maddie and decided to ask her out this weekend.

The app helps her easily locate a vegan restaurant in her area, link her to make a reservation on OpenTable, and sets up a reminder on her calendar. Guess what? They had a blast!

Use Case 5: Stale as an Old Loaf of Bread -- Release 3 (when we go to 5 other major cities)

Chang and Steven have been dating for 2 years now. They're in a great place and are very happy - but sometimes Steven feels the relationship could use a little spicing up. He and Chang download At First Site - and fill in their profiles to match each other. After finishing some fun game-like quizzes, they are presented with fun date ideas. Steven is happy to try something new they both like. Chang is excited that the app updates the quizzes and activities weekly giving them endless date ideas! They both enjoy that booking events, restaurants, or even movies through the app is extremely easy and secure.

Use Case 6: Richie Rich Wants More Matches

Richie loves At First Site's curated dates. The algorithm does a superior job in matching him with quality women.
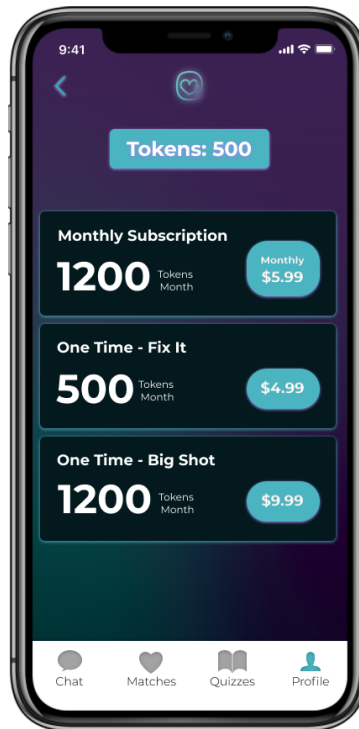
He decides to pay for the $5.99/month subscription that buys him 1200 tokens.
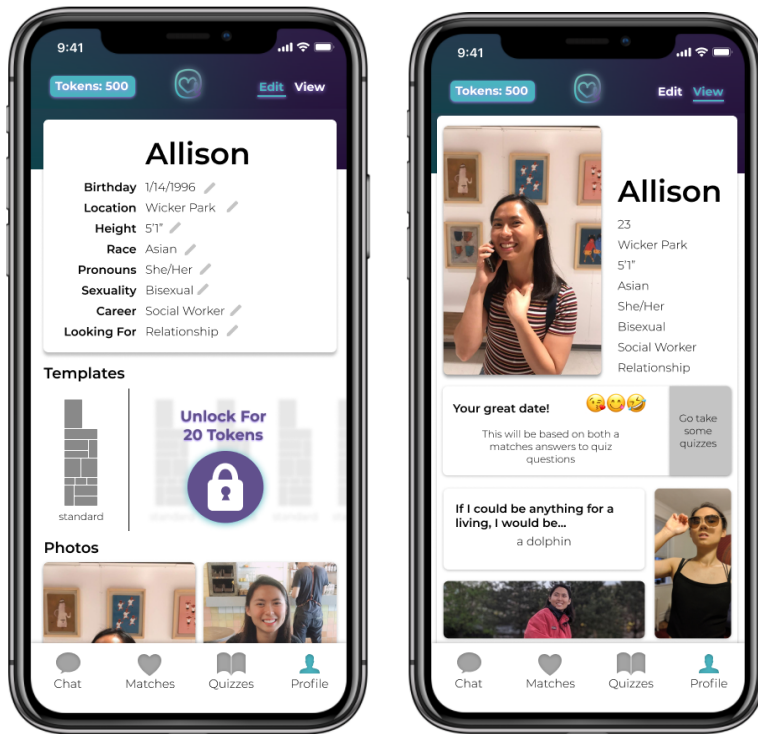
Previously he had earned tokens here and there through activities on the app - and thinks its a great way to incentivize his involvement.
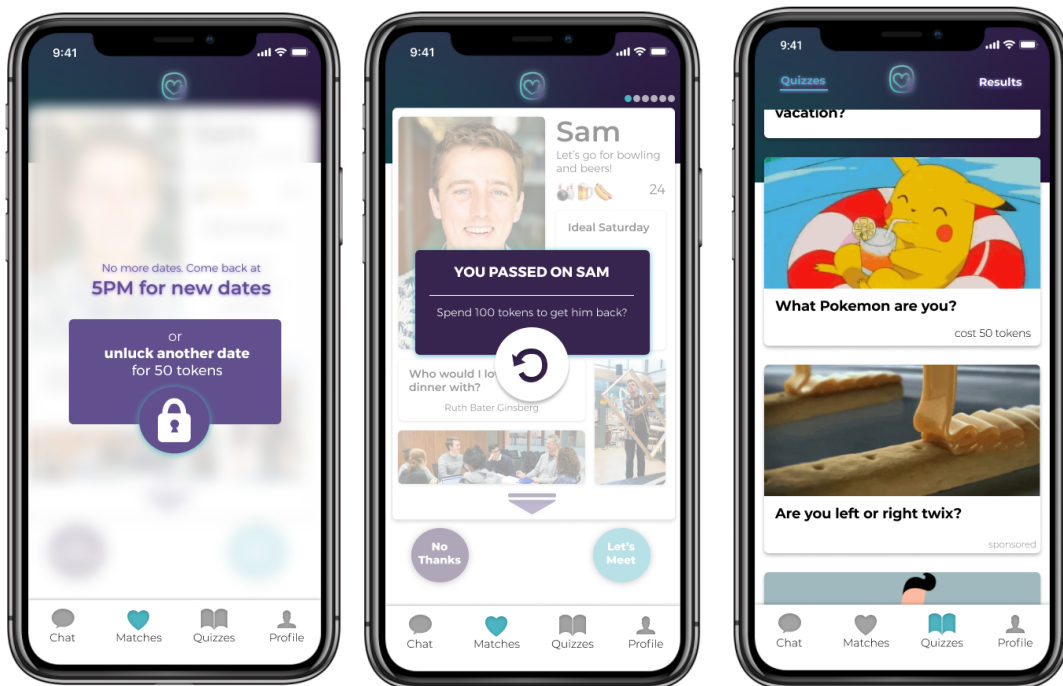
Now with these tokens, he can get more matches, bring back matches, have access to special quizzes, and personalized templates for his profile (in the future we want to add access to sponsored events). His friend Andrea wants to try out the tokens but isn't so sure about subscribing, so he suggests she buy $4.99 or $9.99 worth of tokens. They are commitment-free and is a fun way to have more access to great features.

Use Case 7: Dates? Yes… Creepers? No

Aisha has never used a dating app before. She's looking for a serious relationship and prefers to create connections offline. Far too often she hears her friends complain about the "crappy men" on the app who either never want to meet up, or are extremely inappropriate. She decides to give At First Site a try and appreciates the app's thoughtfulness for her safety and privacy. She had an option to upload her profile manually - not needing to link a social media app if she didn't want to.
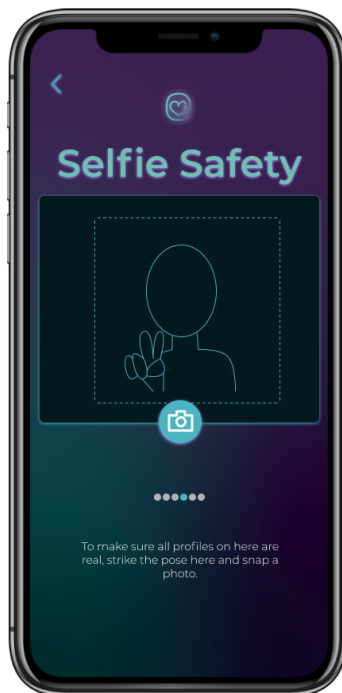
The selfie verification put her at ease that people she talks to are real and not catfishing her.

Various features on the app such as an etiquette page, report button, and share my date location to a friend were placating for her paranoia tendencies.

Detailed Design & Features Description

Design Principles

- Engaging
  - Users feel motivated through signing up, building profiles and going on in-person dates.
- Authentic
  - We allow profiles to have more depth through showcasing more personal information that is not purely superficial.
- Personable
  - The UI layout portrays every user profile distinctive from each other, allowing users to appear unique through their individual personality.
- Modern
  - Modern problems require modern solutions. Users end up on dating apps for the convenience it allows. Our UI matches the standard of modern interfaces to remain relevant.
- Trusted
  - Users will feel safe that the profiles existing in the system are genuine of the person they represent.
- Transparent
  - Our algorithm will provide the resulting profiles users request through their filters, goals and dating values.
  - Users will be guided in curating their profiles to match the results they desire.

Prototype

We developed a prototype of At First Site that shows the functionality required for the first round prototype.

Technological Design and Suggested Information Architecture

Data	UI	Computation
Where is the actual data of the application stored?	Where does the user interact with the system?	Where does the transformation between data happen?

Data stored on the cloud
1. All profile pictures
2. Dynamic profile information
3. Additional (beyond 10) potential matches
4. Quiz responses and results
5. Date ideas database
6. Date suggestions
7. Quiz Content from other partners
8. Tokens and subscription information
 	
Data stored on local devices
1. Static personal profile information
2. Chat Conversation and names of the matches
3. 10 suggested profiles will be downloaded from the cloud onto user's device after first connected to the internet
4. Text messages with matches
5. User payment information
	UI is all stored on local devices (mobile).
	
	Profile UI
	1. Placement, sizing, and touch functionality of profile pictures
	2. Placement, sizing, and touch functionality of dynamic profile content
	3. Placement, sizing, and touch functionality date suggestion bubbles
	4. Placement, sizing, and touch functionality of "no thanks", and" lets meet" buttons
	5. Placement, sizing and touch functionality of bottom menu bar
	
	Chat UI
	1. Placement and touch functionality of text entry block
	2. Placement and sizing of chat header
	   a. Name
	   b. Lead profile picture
	   c. occupation
	3. Placement and touch functionality of dynamic date suggestion bubble
	4. Placement and touch functionality of match
		All transformation happen on the cloud
		1. Generate 10 profile suggestions for each user per day based on user profiles
		2. Generate 3 date suggestions for each match created based on their mutual interests on profile
		3. Update user profiles after user taking a quiz

	options 5. Placement, sizing and touch functionality of bottom menu bar	

Features

Feature	Description	Dependencies	Priority
1. Social Create	Using Instagram, Facebook, or a Google Account a user can create their account with baseline information: Name, Age, Gender, Sexuality, Profile Photo(visible face req), Location.	- Access to Instagram, Facebook and Google data - Ability to upload and verify information in account setup	1
2. Manual Create	The user can create an At First Site Profile by manually inputting their information, including Name, Email, Age, Gender, Sexuality, Photo, Location	- Access to photo and camera on device	1
3. Selfie Security	The user will be given a random pose they have to match in a selfie to prove they are a real person. We will then match the face in this photo with the face in the profile photo	- Access to camera on device	2
4. Profile Curation	The user can create and continuously curate in-depth profile of herself with a moodboard-style design. She will be guided through the profile curation process, including (1) filling out basic information (2) designing a moodboard of profile pictures (3) choosing and answering personality-based and	- Access to photos and camera on device	1

	activity-based questions. The user can also purchase other moodboard templates using tokens.		
5. Personality Quiz & Badges	Users can take "buzzfeed" style quizzes about their personality and date desires both for their enjoyment and to help the curated matching algorithms generate better matches for them. Upon completion of a quiz user will unlock a customized badge to apply their profile based on their quiz results	- Access to third party personality quizzes - Ability to store quiz results data, and integrate it into matching and date recommendation algorithms	1
6. Potential Matches Curation	Users will receive 10 curated matches every day that are carefully calculated based on users' profiles.	- Number of people on the platform will influence the quality of matches	1
7. Conversation Starters	When a match is realized before chat is opened between the matched users, the two users will be prompted to answer a few whimsical or interesting questions. Once users have answered the questions, users will be able to see their match's responses and the chat function will be opened	-curation or generation of interesting conversation starting questions - ability to store answers and open chat once both parties have answered	2
8. Chat	Once a match is realized, and conversation starters are answered, matches will be able to exchange text messages and pre-approved gifs with each other. Users will have the option to unmatch or report inappropriate messages from the chat screen	- storage and transmission of messages	1
9. Date Suggestions	When a match is realized and chat is open between matched users, At First Site will	- backend platform for partnered companies to continuously update future	1

	generate and present a date suggestion based on both users' answers to the activity-based questions (feature 4) and "buzzfeed" style quizzes (feature 5) on their profile on the top of the chat block.	event details	
10. Date Setup	Users can click into a date suggestion and view date details, including (1) event description (2) options of event locations (3) map view of the locations (4) links to event websites (5) action buttons to book event	- backend platform for partnered companies to continuously update future event details - access to open external app - access to booking services with partnered businesses - permission to pull basic user information to prefill for users when booking an event	2
11. Concierge Advice	Users will receive concierge advice and guidance throughout their experience in the app to learn about topics like tips to create meaningful profiles and safety on dates.		3
12. Microtransactions: Tokens	Users will be able to purchase or earn in app currency (tokens) by completing quizzes. The tokens can be used to purchase in app benefits such as more potential matches, or the ability to rewind and re-swipe on previous potential matches	- system for managing and monitoring the issuing and spending of the in app currency - access to users' payment information and access to process their payment information	2
13. Preference Filter	Users can edit their match preferences to filter their potential matches curation (feature 6), including matches' Gender, Age, and Location.		1

Roadmap

v1 (aka Minimum Viable Product)

- Users can create an account on the Atfirstsite app (iOS first release)
- Users can choose between manually filling out their basic information, or singing into their social media account for basic information extraction
- Users can upload their first profile picture
- Users will take a selfie security photo to verify with our system that they are not a bot
- Users can build their profiles more extensively in "profile curation" - upload more pictures, fill out more information, choose how their profiles would appear to others
- Users can access and complete quizzes, where results will be posted on their (can be edited to show or not show public) - They will also receive badges for completing basic quizzes
- Users will receive potential match curation after 24 hours of creating their account
- Users can edit their match preferences (age, height, location etc.)
- Users can have access to matches' profiles, and chat rooms
- Chat rooms will start with a randomized conversation starters where both parties have to participate to begin chatting
- Users will receive dates suggestions with matches they are chatting with
- Users will be able to set up their date through the app - they are given date suggestions, and a way to book the event (if applies)
- Concierge advice is activated and will provide guidance through user experiences
- Token and subscriptions can be purchased through the app
- Tokens can be used in the app to purchase extra features

vNext

- Users will be able to participate in surveys/ quizzes that come from sponsors or partners (ex./ movie theatre promoting new christmas movie does a quiz on "Which of Santa's Reindeer are you?)
- Sponsors and partners will be able to advertise on our platform
- Users will be able to book and participate in exclusive Atfirstsite events hosted by the company/ partners - ex./ Eventbrite hosts Atfirstsite's mega speed dating event
- Existing partners -- users will be able to login and be matched with their girlfriend - use the platform as a date concierge/ date idea generator vs. match finding

vLongterm

- Launches to other cities will have city specific themes/ events/ quizzes etc
- Launches internationally will have other feature considerations -- Ex./ adding chaperones
- New date features -- double dates, group dates, group outings
- New feature -- your friend can help search for potential matches

Milestones / Timing

Milestones	1	2	3	4	5	6	7	8	9	10	11	12	13	14
	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/2	3/9	3/16	3/23	3/20	4/6	4/13
Post PRD to find developer	■													
Find and hire a developer	■	■												
Onboard developer	■	■												
Approve quote and milestones			■											
Obtain technical analysis and proposal from developer			■											
Flesh out UX, UI, DB design detials				■	■									
Build front end and test structure with users					■	■								
Build database and app on cloud storage					■	■								
Code participant interface and backend							■	■	■					
Code admin interface and backend							■	■	■					
Test - alpha										■	■			
Final modifications											■	■	■	
Launch - beta														■

Go-To-Market plan

As a new brand/product, we will first launch in one city, Chicago, and acquire customers in multiple channels. Given the social behavior of our target audience, we plan to launch an ad campaign highlighting our killer feature/differentiated positioning on Instagram, Facebook, and YouTube to entice download first. This is also the tactic to grow brand awareness at the market entry point. We will leverage our partnership with products such as EventBrite and OpenTable, who already have outstanding market presence and business, to know our product. There will be media coverage to release the partnership and disruptive model. A pop-up event in Chicago together with partners could be planned depending on our budget. We will also launch Google search and display ads for people who have searched for these products as well as dating apps. To gain more high-quality customers, we will launch a referral program, which encourages

users to refer friends who are or not using dating apps to earn tokens for both of them.

- First release -- chicago only (pop-up events, programmatic advertising, social media, celebrity endorsement)
- Major milestones
  - Internal demo
  - Beta launch (small group of selected users from different age groups who are regular dating app users)
  - Beta round 2
  - Full launch -- Chicago only
- Reassessment points
  - Beta round 2, Before full launch to Chicago
  - Reassessment after 1/2/3 quarters (updates on features/ payment package/ costs/ fixing bugs etc)
  - Quarter 4 = beta launch for other states (NYC, LA, Houston, Phoenix, Philly)
  - Reassessments in those states
- Go-to-market plan → launching → marketing plan
  - Social media (instagram, youtube)
  - Programmatic advertising
  - Endorsement, Partnerships, sponsors
  - Pop up events with partners → eventbrite sponsors, open table sponsors etc.

Metrics

Metrics Indicating Success - MVP
1. Number of views within time period on At First Site's website and app store
   a. Measure of initial awareness (Google Analytics)
   b. Goal: 5000 local (Chicago) views within 24 hours
2. Number of At First Site applications downloaded within time period
   a. measure of interests (iOS and Android app store)
   b. Goal: 3000 local downloads within 24 hours
3. Conversion rates of views on site and number of download
   a. Measure of hook (Google Analytics & iOS and Android app store)
   b. Goal: 60% conversion rate
4. Number of active users on At First Site
   a. Measure of engagement (At First Site's data)
   b. 20% of eligible local population
5. Number of user accounts connected to their social media account
   a. Measure of connectivity and trust
6. NUmber of profile updates per month

      a. Measure of engagement
7. Number of matches created per day
      a. Measure of engagement (At First Site's data)
8. Number of new conversations started per day
      a. Measure of engagement (At First Site's data)
9. Number of reservations booked through At First Site
      a. Measure of At First Site's Success (At First Site's data)
10. Number of reservations completed
      a. Measure of At First Site's Success (Partners' data)
11. Number of reservations booked per couple
      a. Measure of loyalty (At First Site's data)
12. Average total days spent in chat per couple
      a. Measure of engagement (At First Site's data)
13. Number of quizzes completed per user
      a. Measure of engagement (At First Site's data)
14. Number of people completion per quiz
      a. Measure of engagement (At First Site's data)
15. Rating on app store
      a. Measure of At First Site's Success (iOS and Android app store)
16. Number of new users per month
      a. Measure of growth (At First Site's data)
17. Number and Rate of users subscribed to At First Site
      a. Measure of revenue (At First Site's data)
18. Number of tokens purchased
      a. Measure of revenue (At First Site's data)

Metrics Indicating Trouble - MVP
1. Number of deletion of At First Site App
      a. Measure of unsuccessful engagement (At First Site's data)
2. Number of new idle conversations per day
      a. Measure of unsuccessful engagement (At First Site's data)
3. Number of complaints
      a. Measure of inconvenient and unsuccessful engagement (At First Site's data)
4. Number of reported profiles
      a. Measure of safety on At First Site (At First Site's data)
5. Number of reported dates
      a. Measure of safety on At First Site (At First Site's data)
6. Number of idle users on At First Site (not opening app for more than a week)
      a. Measure of unsuccessful engagement (At First Site's data)
7. Number of canceled reservations
      a. Measure of unsuccessful engagement (At First Site's data)

Metrics Indicating Success - Future Iterations

1. Average ratings for booked dates
   a. Measure of At First Site's Success (At First Site's + Booking Services data)

Projected Costs

Since our product is a freemium model — predicting unit price sold is more complicated

Cost Assumptions
App Development $20K for iOS
Employees $60K per employee
Data Cost $44.4K/year
Marketing (20% of predicted revenue)

UNIT calculation (1 unit = 1 match) (Tinder only spends $0.10 per user so we can probably decrease our cost)

In Year 1 (1 city launch)
222,000 users per year → 10 matches per day 30 days per month = 66.6M units per month
$0.2 per user per month = 300 matches/month → **0.33 cents per match**

•• By Year 2-3 depending on adoption/subscription rate/partnership and sponsors we should break even**

Engineers:
- To build initial app ready for launch -- 3 months
- Engineers needed
  - 2 backend developers
  - 1 designer
  - 2 iOS developers
  - 1 project manager
- Feature Creation Time Estimation
  - Authorization - 22 hours
  - GPS location - 7 hours
  - Settings - 60 hours
  - User profile - 85 hours
  - Matching functionality - 90 hours
  - Notifications - 25 hours
  - Communication - 125 hours
  - 3rd party services integration - 30 hours

Marketing:
- To ensure that an app is ready to be released we will run a beta test - cost $5,000
- App store optimization -- hire agency for ASO $5,000
- PR outreach -- $100/hour for media outreach x 30 hours = $3,000
- Influencer marketing - $5,000 - depending on influencer (we plan to work with free influencers at first)

Operational Needs

We will need staff to sell our product to potential partners, such as EventBrite and OpenTable. There will be a developer working on the integration of two products, fixing bugs and managing the connection with the person on partner side. There need to be one customer service to support tickets beyond the chatbot's capability, for example, when the reservation of restaurant doesn't go through.

Risks

Risk	Description	Possible Mitigation
Privacy Concern	As users are guided in building and sharing additional personal content on their profiles, privacy concerns arise with who and how many other users can view their personal information without their awareness.	While At First Site will never sell any of our users' data, we will also give them the capability of choosing which users (general pool vs. connected matches) can access specific parts of their profile information shared.
Personal Safety	"Don't meet strangers over the internet!" Though we are far beyond this social norm in today's modern age, users are still conscious and wary of their personal safety when meeting complete strangers in person after a few initial and entirely virtual interactions.	Because the events and activities we recommend as first dates are at trusted and public locations where other people will be present, we ensure our users feel safe in meeting their matches while potentially fostering a memorable connection.
Decision Safety	Users can be unaware of "red flags" about someone's behavior through conversation or profile information. This can lead to	Education. As a digital dating concierge, At First Site will go beyond just matching users by additionally informing users of unseemly cyber practices in digital

	decisions by the user that result in unpleasant consequences such as falling for catfishing or sharing unintended information.	dating they should watch out for. A Q&A page on etiquette as well as micro-infographics on user behavior will prep users to make informed decisions when choosing to engage with another user.
Product Liability	There is a risk in At First Site being legally liable for dates gone unexpectedly or just wrong for recommending users to meet in person.	Prior to any interactions with the app and to other people through the app, users will be guided in agreeing to terms and conditions outlining user consent and awareness in their actions and choices by using our app to meet people in person. While we will give smart recommendations on how to be aware of catfishers and fake accounts, we will explicitly remove ourselves from being responsible for the consequences of decisions made by the user.
User Accountability	With cyber social networks, there is always a risk of users abusing their accounts by conveying false information, "catfishing", making lewd requests or comments.	Report/Flag User. This feature will enable users to hold others accountable for their actions by alerting us of abusive accounts. We will then warn and remove the users of abusive accounts so that we can maintain a digital environment of accountability and comfort for all other users.
Social Media Integration	Users often want access to additional social media content of their matches so they can personally verify their profiles, but they are also wary of sharing their own social media accounts to their matches.	We empower users to curate their profiles with content in the style of a mood board that displays their unique personality. We incentivize this behavior by offering a "higher quality" pool of potential matches who also show a similar range of personality content.

International

We plan to focus on the U.S. market at least in the first five years. For launches in each new city - we will consider the trends and reflect that on our app. This may be reflected in quizzes, dates suggested, date concierge services available, as well as city specific sponsors and partners.

Given the different customer needs/user behavior and dating dynamic, we will need to

investigate the international market more before considering entering. Some considerations for international market include different dating norms and cultural differences. We must consider the appropriateness of our app (language used, quizzes, keyboard etc.) For example, we could create quizzes that are appropriate to that specific country/ region - reflecting social trends and values. In future international launches we may consider adding features that allow for chaperones, or group dates for countries that are more conservative or have norms where single people prefer to go on group dates.