

# IITG Connect - Helping students get relationships in campus.

Let's face it, there are too many single people  
in IITs. Now is the time to change that.

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Problem  
Statement

Students of IITG find it difficult to  
make relationships among campus.

# Our process

Secondary Research



Online survey



Participatory design session



1 on 1 interviews



Coding



User Personas



Analysis & Ideation

# Emotional Granularity Cards

Love

Surprise

Joy

Lust

Confidence

Anticipation



# Target audience of the survey

A survey was made to collect quantitative data and acted as a screening test for the participatory design session.

- The target audience for the survey questionnaire was the entirety of IITG students.
- Most of the questions of the questionnaire had options which could be selected and not typed keeping in mind not to waste the participant's time.

# Process of gathering responses and results from various sources

Relationship	Would you be interested in dating them?	How often do you communicate with them?	Have you approached them?	What do you look for in a partner?	Are you familiar with them?	Have you ever dated them?
		Once a week	No	Vibes; Personality; Attitude	Yes	No
		Twice- thrice a week	No	Personality; Vibes; Intel	No	No
		rarely	No	Looks; Personality; Attitude	Yes	Yes
		Twice- thrice a week	No	Personality; Attitude;	No	No
		Twice- thrice a week	No	Ethnicity; Vibes;	No	No
		Once a week	No	Looks; Vibes;	Maybe	No
		Twice- thrice a week	No	Intelligence; Personalit	Yes	Yes
		Twice- thrice a week	No	Looks; Personality; Attit	No	No
		2-3 times a day	No	Looks; Personality; Attit	No	No
		2-3 times a day	No	Personality; Vibes; Intel	Yes	Yes
		Twice- thrice a week	No	Intelligence; Vibes; Pers	No	No
		Twice- thrice a week	No	Personality; Intelligenc	No	No
		Twice- thrice a week	No	Personality; Vibes; Intel	Maybe	No
		2-3 times a day	No	Personality; Attitude; In	No	No
		Once a day	No	Looks; Personality; Attit	No	No
		Twice- thrice a week	No	Attitude; Personality; Vi	Maybe	No
		rarely	No	Personality; Vibes;	Maybe	No
		Never	No	Personality; Vibes; Intel	Yes	No
		Twice- thrice a week	No	Looks; Personality; Vibe	No	No
		Twice- thrice a week	No	Vibes; Personality;	No	No
		rarely	No	Looks; Attitude; Person	No	No
		Twice- thrice a week	No	Personality; Looks; Attit	No	No
		Once a day	Yes	Personality; Vibes; Intel	Yes	Yes
		rarely	No	Intelligence; Vibes; Attit	Maybe	No
		Once a day	No	Vibes; Looks; Personalit	Yes	Yes
		Twice- thrice a week	No	Looks; Personality; Attit	Yes	Yes
		Twice- thrice a week	Yes	Simple and cool;	Maybe	No
		rarely	No	Looks; Personality; Attit	No	No
		Monthly	No	Looks; Personality; Attit	Maybe	No
		rarely	Yes			

- It all started by floating an online form among IITG campus students. To prevent spam responses, it was sent only to IITG-exclusive WhatsApp groups, eg. IITG branches, clubs, etc.
- Based on instant feedback, the survey was improved.
- Friends and colleagues within IITG were contacted to increase the spread.
- 200+ responses were recorded.

# Adapting the survey according to feedback

- The feedback helped us improve the survey questionnaire by
- Adding a few additional questions
- Changing certain options to help the people understand what they are choosing.
- Added more options to a question to give more freedom of answer to the survey participant.

# Questionnaire for online survey

Focused on gathering large number of broad quantitative data.

Used as screening test for finding people for participatory design session.

In relationship

- How did you discover your partner?
- What do you look for in a partner?
- Have you used any dating apps before?
- Are you familiar with how dating apps works?
- If yes , what were the dating apps you used?
- How difficult is it for you to approach someone you are interested in?
- How difficult it's to come across like minded individuals?
- How difficult do you find to do a vibe check with someone you have met?

Single

- Are you open to relationships?
- Would you be interested in dating people inside or outside IITG?
- How often do you come across someone you're interested in(campus)?
- Have you approached anyone from IITG?
- What do you look for in a partner?
- Are you familiar with how dating apps works?
- Have you used any dating apps before?
- If yes , what were the dating apps you used?
- How would you rate your overall experience using these apps?
- How many dates have you been in the past 6 months?
- How many were from IITG?
- How difficult is it for you to approach someone you are interested in?
- How difficult it's to come across like minded individuals?
- Have you been interested in someone that's already a friend of yours?
- How difficult do you find to do a vibe check with someone you have met?
- How likely are you to be the first one to approach someone?
- Do you approach someone you are interested in as a potential friend or partner?
- How much effort are you willing to put to find the right person for yourself?



# Summarising the information from the online survey.

We gathered >200 participants that have answered a few questions about dating in and out of campus. It was very insightful and guided our participatory design session questionnaire.



# Basic Demographics



Out of which    78.7% are single  
                         21.3% are committed

58.4% are single  
41.6% are committed

# Where did committed people discover their partner?

Girls are more likely to find their partner online compared to guys.

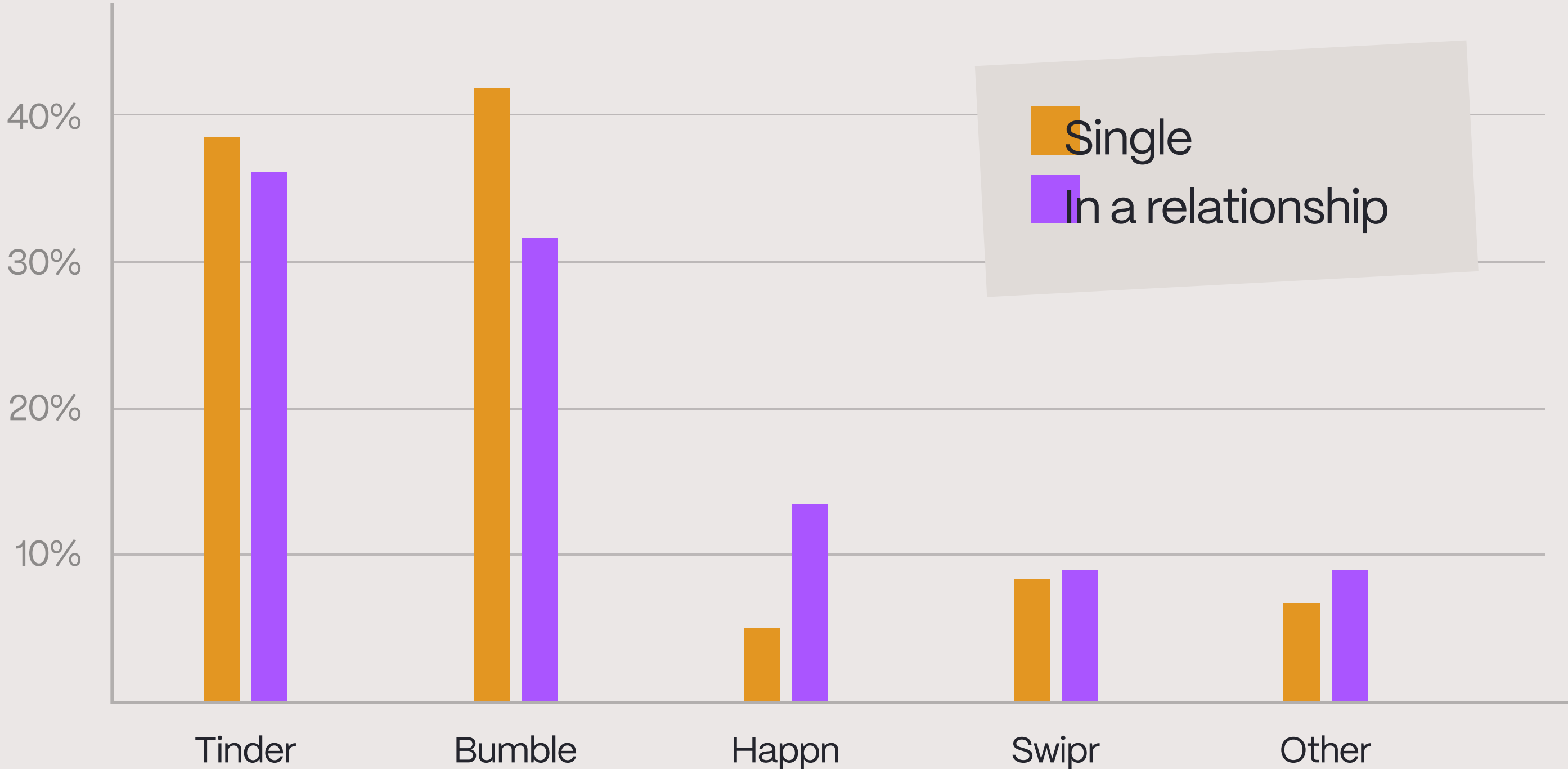
Overall	68.7% offline	31.3% online
Male	78.9% offline	21.1% online
Female	60.0% offline	40.0% online

# Usage and preferences of dating apps

22% of people that are currently single have used a dating app before.

17% of people that are currently in a relationship have used a dating app before.

Causation or Correlation?





# More detailed statistics coming at the end

What traits do committed people  
look for in their partner?

What traits do single people look  
for in their partner?

How difficult do they find it to  
approach someone they're  
interested in?

How likely are they the first one  
to approach someone they're  
interested in?

How much effort are they willing  
to put for finding the right one  
for them?

And more...

# Transforming the questionnaire from survey to participatory design session

The questionnaire used for the survey consisted of more superficial questions with one-word answers. It was for quantitative data, but now we needed qualitative data.

## Inviting people for participatory design session

- People currently in relationships.
- People who had dated before and had some relationship experiences.
- People who don't have any dating experiences.
- Equal representation of both the genders.
- A wider age range was preferred

# Questionnaire for participatory design session

Focused on personal experiences and opinions about dating rather than solution oriented

- What's your first impression of people? first they will their opinions, then we give them scenarios or show pictures like , there is good looking man, playing good football. what's your first impression about him?
- What qualities do you admire in your firends and family?
- What is the difference according to you between deep bond and a medicore/good bond?
- What's your relationship status?
- How did you get into a relationship?
- How did you approach them?
- what made you like them?
- What makes you vibe with them?
- If you had past potential partners, what stopped you from approaching them?
- How did you bond with your current friend's group?
- What are ways of dating you have explored till now?
- What are your views on online dating?
- what type of effect would you say online dating sites and dating apps have had on dating and relationships?
- What is the biggest positive reason you think online dating sites and dating apps have on dating and relationships?
- What is the biggest negative reason you think online dating sites and dating apps have on dating and relationships?
- Do you think the relationships formed through online/app have a tendency to fail or succeed?
- Did you use any or currently using any dating apps?
- Why didnt you use dating apps?
- What might limitations you face approaching someone you are interested in?
- How would you discover a potential partner in campus? (here they assumed there an application)
- What can be some search filters for you guys to discover your potential partners?
- What do you look for in a potential partner?
- What could be done in online so that people focus more on personality than looks?
- Ideal way of approaching someone?



# Summarising the information from the participatory design session.

We've invited a group of 5 people for a participatory design session. Unfortunately we were only able to find male participants due to time constraints.



She is easy to approach and talking to her feels natural to me, I don't have to act different or be conscious around her. She is understanding and Supportive of my goals and decisions.

I think understanding of each other is very important in any relationship. Thinking along the same lines or like having common interests are some things i look out for.

How did you get into a relationship?

## How did you approach them?

## \* What made you like them?

## What makes you vibe with them?

If you had past potential partners, what stopped you from approaching them?

## How did you bond with your current friend group?

What are ways of dating you have explored till now?

What are you

Did y

w

Why

interests

How would you discover

## What do you look for in a potential partner?

Our vibes used to match. I think it is very important vibe matches in a relationship. I would want my partner to be understanding. One of the main reasons why I liked my past interest, she understood the seriousness of the situation when I did something.

Common interest between us. If we have a particular situation we are going through, we'd tend to reach the same outcomes and then We'd both laugh about it.

Their boyfriends

Also maybe the fear of rejection.

How did you get into a relationship?

How did you approach them?

What made you like them?

What makes you vibe with them?

\* **If you have liked someone in the past, what stopped you from approaching them?**

How did you bond with your current friend group?

What are ways of dating you have explored till now?

What are your views on online dating?

Did you use any or currently using any dating apps?

Why didnt you use dating apps?

What might limitations you face are you interested in?

How would you discover a potential partner?

What do you look for in a potential partner?

What could be done in online so that people focus more on personality than looks?

Describe your ideal way of approaching someone?

Getting into a relationship might distract me from my studies and i might not be able to give enough time to the relationship.

Shyness, i think that was one of the main points.  
And i didn't really have a reason to approach.

There are chances of misunderstanding in online dating. The main problem with me is shyness, I can speak in a group but I cant speak in person. I also don't exactly know how the other person might be receiving it.

It's a real nice way cause its immediate, and I feel communication is easier in online modes. In online you are less stressed and you dont have to put too much efforts. Sometimes it feels like shopping.

Nice, It is easier to communicate. But sometimes there is misunderstandings, they say something else and we understand something else.

One of the issues with online dating is that the feelings drop.

\* **What are your views on online dating?**

Did you use any or currently using any dating apps?

Why didnt you use dating apps?

What might limitations you face approaching someone you are interested in?

How would you discover a potential partner in campus?

What do you look for in a potential partner?

What could be done in online so th personality than looks?

Describe your ideal way of approaching someone.







What could have  
been improved

Questions were too personal leading to  
awkwardness during the session.

Exceeded the time limit due to story  
oriented questionnaire.

# Modified the questionnaire to be less personal and more interactive.

Keeping in mind:

- Pacing
- Engagement
- Personal level

What is your first impression of people?

How did you become part of your current friend group? What were the factors that came into play?

What were the reasons for having more conversations with certain people compared to others?

What qualities do you admire in the person you are interested in?

What qualities would you look for in a potential partner?

Do you think vibes are important? How do you vibe with your partner?

Did you have a crush or potential partner why didn't you approach them?

Did you feel like you didn't find the right way of doing it?

What do you think would be a nice way of finding people offline?

You come across people based on location. How do you find potential partner. How do you come across them right now?

How do you come across them in campus at present?

What do you think about online dating?

Do you think in-person relationships built from online apps are healthy?

What's the biggest positive thing about dating apps?

People have a curated synthetic appearance online. What do you think are ways of preventing that?

For people who aren't using dating apps, why is that?

Do you think the online relationships fail or succeed?

Describe your ideal way of approaching someone. The dream approach sequence.

Do you think the online relationships fail or succeed?



# Summarising the information from the second participatory design session.

After adjusting the questionnaire based on the responses from the first participatory design session, we performed much better in terms of gathering usable data. This is a summary of our responses.

Common interests

Whoever I was able to converse more freely with and were more adaptable to conversations became my friends.

What is your first impression of people?

\* **How did you become part of your current friend group? What were the factors that came into play?**

What were the reasons for having more conversations with certain people compared to others?

What qualities do you admire in the person you are interested in?

What qualities would you look for in a potential partner?

Do you think vibes are important? How do you choose a partner?

Did you have a crush or potential partner before?

Did you feel like you didn't find the right way of doing things?

What do you think would be a nice way of finding people offline?

You come across people based on location. How do you find potential partner. How do you come across them right now?

How do you come across them in online chat platforms?

Particular people are more interacted with than others, naturally leading to friendships.

Assignment groups kind of force you or rather, let you build more friendships. You gradually become a part of the group when you work together for long.



Mutual respect plays a big role for me. Them understanding why you do something you do. Society judges for unnecessary things but partner should be understandable of why you're doing something. Not illogical or random but the thought/structure behind it.

For me it's just the way of thought, understanding  
each other without having to explain

Genuine respect for the person, work ethic, personality, sense of humour, taste in music

\* What qualities do you admire in the person you are interested in?

## What qualities would you look for in a potential partner?

Do you think vibes are important? How do you vibe with your partner?

Did you have a crush or potential partner why didn't you approach them?

Did you feel like you didn't find the right way of

What do you think would be a nice way of fin(

You come across people based on location. How do you come across a potential partner. How do you come across them right now?

How do you come across them in campus at present?

## What do you think about online dating?

Do you think in-person relationships built from online apps are healthy?

What is your first impression of people?

How did you become part of your  
the factors that came into play

What were the reasons for ha  
people compared to others?

What qualities do you admire in

What qualities would you look for in a p

Do you think vibes are important? How do you vibe with  
partner?

\* **Did you have a crush or potential partner why didn't you  
approach them?**

Did you feel like you didn't find the right way of doing it?

What do you think would be a nice way of finding people offline?

You come across people based on location. How do you find  
potential partner. How do you come across them right now?

How do you come across them in campus at present?

What do you think about online dating?

Do you think in-person relationships built from online ap  
healthy?

What's the biggest positive thing about dating apps?

People have a curated synthetic appearance online. What do you  
think are ways of preventing that?

For people who aren't using dating apps, why is that?

Fear of rejection, them having certain goals,  
them already having a partner or being  
interested in someone already. Or just not  
feeling right at the time, sometimes they're  
holding back due to something.

And later it turns into a weird awkwardness.  
It's also a fear of ending friendship, whatever  
bond you already have.

Exactly.

What were the reasons for having more conversations with certain people compared to others?

What qualities do you admire in the person you are interested in?

What qualities would you look for in a potential partner?

Do you think vibes are important? How do you vibe with your partner?

Did you have a crush or potential partner why didn't you approach them?

Did you feel like you didn't find the right way of doing it?

What do you think would be a nice way of finding people offline?

You come across people based on location. How do you find potential partner. How do you come across them right now?

How do you come across them in campus at present?

✱ **What do you think about online dating?**

Do you think in-person relationships built from online apps are healthy?

What's the biggest positive thing about dating an

People have a curated synthetic appearance. What do you think are ways of preventing that?

For people who aren't using dating apps, wh

Do you think the online relationships fail or succeed

Describe your ideal way of approaching someone. The dream approach sequence.

Do you think the online relationships fail or succeed?

Complete online dating doesn't seem good but combined with offline it's really nice. After you get acquainted with the person you can plan a meet.

If it's completely online I won't be interested for a long time. But if the app tells you people are around you then it's good. I'm okay with that, things like bumble.

time-pass.



Did you have a crush or potential partner why didn't you approach them?

Did you feel like you didn't find a partner?

What do you think would have happened?

You come across people who are potential partner. How do you come across them?

How do you come across them?

What do you think about online dating?

Do you think in-person relationships built from online apps are healthy?

What's the biggest positive thing about dating apps?

\* **People have a curated synthetic appearance online. What do you think are ways of preventing that?**

For people who aren't using dating apps, why is that?

Do you think the online relationships fail or succeed?

Describe your ideal way of approaching a potential partner approach sequence.

Do you think the online relationships are healthy?

The fact that the app gives access to such a large number of profiles makes up for the person being good online but not offline. If the person isn't as good you just move on to another person.

People who have fake identities, or could have misleading things. Fake personas online.

The platform itself should encourage in-person meetings. But it adds security reasons. Can't just go and meet a stranger. Bumble does it well. Letting people have online conversations for as long as they would like and then go offline.

What about rating peoples' personalities?

Rating is very subjective



What do you think would be a nice way of finding people offline?

You come across people based on location. How do you find potential partner. How do you come across them in person?

How do you come across them in campus?

What do you think about online dating?

Do you think in-person relationships built from online apps healthy?

What's the biggest positive thing about dating apps?

People have a curated synthetic appearance online. What do you think are ways of preventing that?

For people who aren't using dating apps, why is that?

Do you think the online relationships fail or succeed?

\* **Describe your ideal way of approaching someone. The dream approach sequence.**

Do you think the online relationships fail or succeed?

I would like to separate my work and personal stuff.  
Or else it will lead to arguments.

That's where the understanding comes, it prevents those arguments.

It becomes an issue if you separate them (work and personal stuff).

Same club. I'll join a club then ask her to join, and then start spending time with her through the club.

It's simple for me. If you have a crush on someone, you talk to them and ask them out. Get some lone time with them for meeting or having snacks or something.

Little move, first you talk.  
Then advance organically and slowly.



eONNEC

- P – People who have fake identities, or misleading things. Fake personas online
- A – What about rating peoples' persona
- D – Rating is very subjective
- Su – The fact that the app gives access number of profiles makes up for the pe online but not offline. If the person isn't move on to another person.

For people who aren't using dating apps

P – Might not be interested in dating apps

A – If I'm dating someone I want to know their personality. Otherwise it will be a problem moving forward. Can't judge people online.

P – If you're going online after meeting someone in person then it's fine but the other way around is not

A – Online profiles always hide something about a person is intentionally faking but it just feels like you can't portray yourself completely online

For people who aren't using dating apps

P – Might not be interested in dating apps

A – If I'm dating someone I want to know their personality. Otherwise it will be a problem moving forward. Can't judge people online.

P – If you're going online after meeting someone in person then it's fine but the other way around is not

A – Online profiles always hide something about a person is intentionally faking but it just feels like you can't portray yourself completely online

Describe your ideal way of approaching  
dream approach sequence.

P – Little move, first you talk. Then advance and slowly.

Mohit – Drunk call

D – working towards a common goal, honest conversations and screw around.

A – Same club. I'll join a club then force then spending time with her

P – Working for hours and hours together

A – Whatever is the common interest with

Su – It's simple for me. If you have a crush you talk to them and ask them out. Get together with them for meeting or having snacks.

# transcribe

Su – It becomes an issue if you separate personal stuff).

CONNECT • IITG CONNECT • IITG CONNECT • IITG CONNECT • IITG CONNECT • IITG CON



Thoughts on how the  
participatory design  
session went

The pacing of the questions was now improved.

Got more insightful data due to increasing focus on more engaging parts of the session

# Think and Feel?

Wants to be seen as confident and mature. Feels like people around him should not judge his,her difference of opinion or crazy ideas

# See?

Studying, hanging out in events/ workshops, dating, travelling. Social media – Instagram, Whatsapp, YouTube. Websites – E-commerce, IITG sites, Educational Resources.

# Do & Say?

Friendly appearance in social settings. Shares opinions, ideas, jokes and is more confident talking in groups than in person.

# Hear?

Hears about whats happening in other depts, what other students are doing/ working on, Gossips, Events, Clubs etc.

# Gains?

Has academic goals, wants to make new friends, relations

# Pains?

Fears being misunderstood, Self Concious, Shyness, Awkwardness

# Affinity mapping 01/02

## Why avoid dating platforms?

hard to trust

Feels dehumanising, like shopping for stuff online

people present manufactured form

Can't judge the person

## Why not approach your crush?

Fear of rejection

Dont find a appropriate context to do it

Shyness

fear of ending what we already have

could deter me from my academics

# Affinity mapping 02/02

## How do you find potential partners?

- S.A.
- Through common clubs
- Class, and clubs
- I dont
- fests, being at the common place at the common time

## what do you look for in a partner?

- Looks, common interest, ethics and their sense of humour
- Natural, adaptable, understanding and practical
- we work together to help each other grow, like mindedness
- Caste, religion common interests, mutual understanding
- Their body language, looks, how they present themselves, honesty





# Tabulated Codes

Physical impressions and qualities are codes with subcodes corresponding to them. Structured this way to help with analysis.

Attribute	U1	U2	U3	U4	U5	Total
Physical impressions	2	0	2	0	1	5
> Body Language	1	0	0	0	1	2
> Behaviour	0	0	1	0	0	1
> Dressing style	1	0	1	0	0	2
> Looks	0	0	0	0	0	0
Qualities	3	0	3	3	1	10
> Respect	0	0	1	1	0	2
> Sense of humor	0	0	1	0	0	1
> Understanding	2	0	0	2	0	4
> Honesty	0	0	0	0	1	1
> Practicality	0	0	0	0	0	0
> Like minded thinking	1	0	1	0	0	2
Common interests	1	0	1	0	0	2
Conversations	0	0	3	0	1	4
Friendship	0	1	0	2	0	3
Work	1	0	1	1	1	4
Goals	0	0	1	0	1	2
Awkwardness	0	0	0	1	0	1
Fear	0	0	0	1	1	2
Location	1	0	0	0	1	2
Deceiving	3	0	0	2	1	6
Common background	0	0	0	0	1	1
Unexpected	0	0	0	1	0	1
Personality	0	0	0	2	0	2
Clubs	1	0	0	1	0	2
Total	12	1	11	14	9	47



# Top ranked codes overall & per user

Below are the sorted codes according to frequency of occurence.

S.no	Overall	U1	U2	U3	U4	U5
1	Deceiving (12.7%)	Deceiving (25.0%)	Friendship (100.0%)	Conversations (27.27%)	Friendship (14.28%)	:
2	Conversations (8.5%)	Understanding (16.66%)		:	Deceiving (14.28%)	
3	Understanding (8.5%)	Body Language (8.33%)			Personality (14.28%)	
4	Work (8.5%)	:			:	
	:					

		Trust seeker	Lazy	Communicator	Average User	
S.no	Overall	U1	U2	U3	U4	U5
1	Deceiving (12.7%)	Deceiving (25.0%)	Friendship (100.0%)	Conversations (27.27%)	Friendship (14.28%)	:
2	Conversations (8.5%)	Understanding (16.66%)		:	Deceiving (14.28%)	
3	Understanding (8.5%)	Body Language (8.33%)			Personality (14.28%)	
4	Work (8.5%)	:			:	
	:					

# Expanding on the user archetypes

Trust seeker

Skeptical about online profiles, whether they are real or not.  
Looking for a reliable and longterm relationship.  
Appreciates emotional connection with their partner.  
Knows that online profiles do not truly reflect a persons character.

Lazy

Uses dating apps for fun.  
Not willing to put in any effort into their exploration.

Communicator

Appreciates good understanding between partners.  
Bonds with their partner through communication and spending time.  
Tends to be on the more conservative side.

Average User

Concerned about fake profiles on dating apps.  
Looks for an appealing personality as a means to stand out.  
Prefers offline dates as compared to chats.

# Shruti M



“ Imagining the world with respect of a certain book is magnificent. ”

## Bio

Shruti M is a bachelor student of EEE department who loves to read novels, and like her time alone while playing piano. She is a part of the lit-soc club. She has few friends.

- 👤 19 year old
- 📁 EEE department
- 🎓 Bachelor

## Goals

- To have a reliable partner
- have a longterm relationship
- Be able to trust the person

## Behaviour

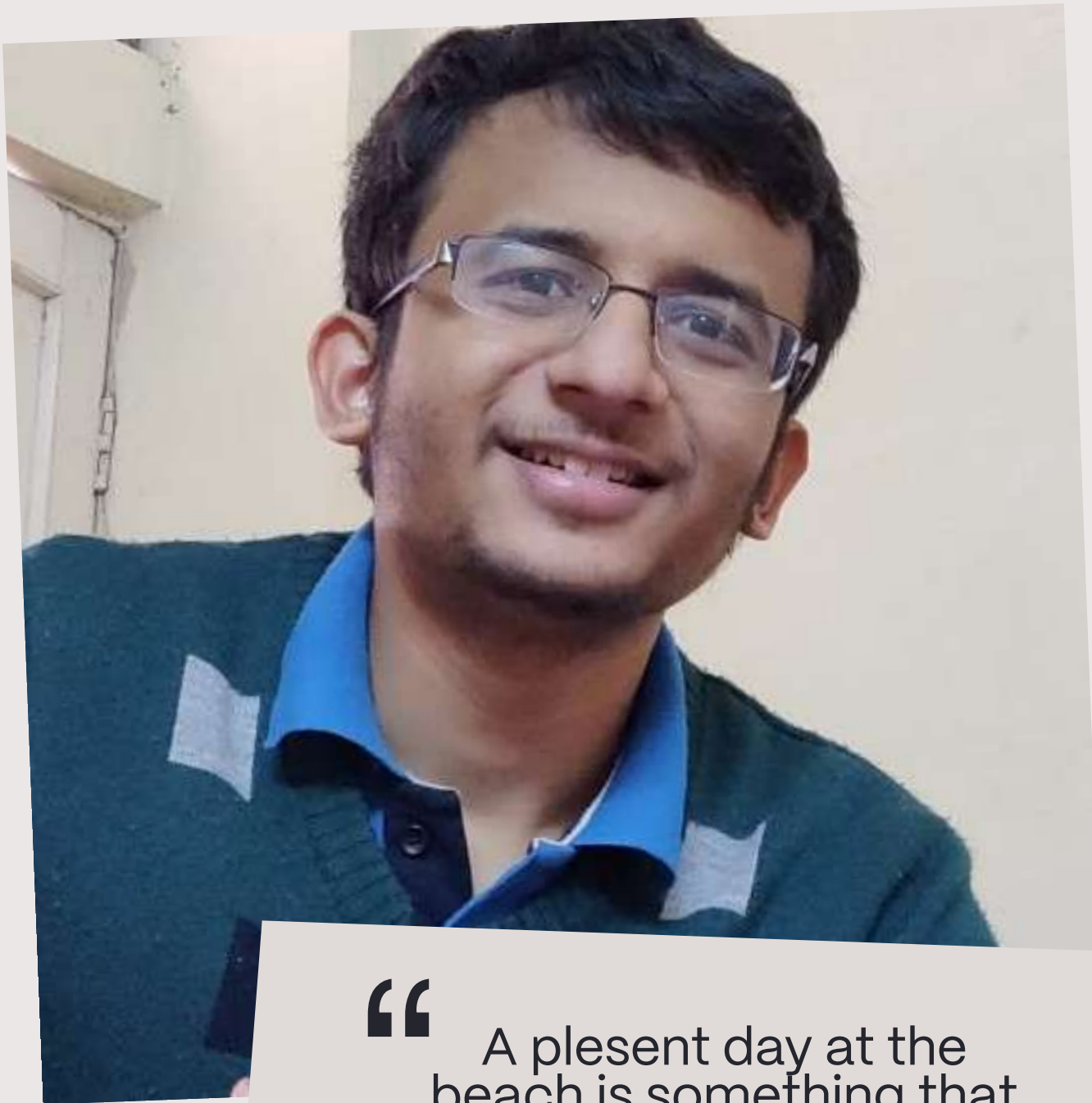
- Emotional
- Trustworthy
- Introverted

## Pain points

- Can't trust online profiles
- Skeptical about the people online
- Afraid to get catfished





# Anil Mishra



“ A plesent day at the beach is something that i like to do in holidays ”

## Bio

Anil Mishra is a bachelor student from ME department who actively takes part in drama club performance, and likes to spend her time watching movies

-  21 year old
-  ME department
-  Bachelor

## Goals

- To have fun with strangers
- To meet new people
- To pass time with someone

## Behaviour

- Talkative
- Lazy
- Humorous

## Pain points

- Can't be committed to a true relationship
- Afraid to meet them in person






# Vishal Joshi



“ I love to be part of the music club and sing in some of the events ”

## Bio

Vishal Joshi is a master's student from the EP department and he has great conversation skills, thus has good connections around the campus. He loves to sing and take part in music club performance

-  20 year old
-  EP department
-  Master

## Goals

- To find a good relationship
- Validation
- Have long convesations

## Behaviour

- Talkative
- Is a bit conservative.
- Looking for an understanding partner
- Engage in conversation.

## Pain points

- Can't cope up with modern trends.
- Afraid to say something random and being judged.
- Fear of getting cheated on

# Sandeep Sarkar



“I am looking forward to the weekend events, its gonna be fun”

## Bio

Sandeep Sarkar is a student from the design department who is currently single. He spends his time to hangout with a few people and doing self projects

👤 21 year old

📁 DD department

🎓 Bachelor

## Goals

- Looking for a serious relationship
- validation
- Meet them in person

## Behaviour

- Curious
- prefer to talk in person.
- Care about others
- Engage in conversation.

## Pain points

- Concerned about fake profile.
- Afraid of rejection.
- Fear of getting cheated on

Biggest Insight

# People are skeptical about online vs offline personalities.

We’ve assumed that the problem was lying in the discovery or approach phase. Even though that is true, the more prominent problem is the skepticism surrounding online personas.

Now that we have analysed the data, we can form solid design directions and evaluate each of them.



# Possible design directions

The 1-on-1 interviews we conducted after the participatory design sessions, in combination with the coding data gave us 3 defined directions. Below are the three directions:

## 01 Discovery

This direction is focused on making an application that solves the problem finding the person. Now you don't have to wait for chances to come across the right person. No more of the guessing, are they open for relationships?

## 02 Approach

This direction is focused on solving the problem of approaching someone you're interested in. It'll help you know more about that person you just came across, and provide a means to approach them.

## 03 Communication

This direction is the most promising one, and the most non straight-forward. It is focused on making sure someone's personality is conveyed accurately and concisely online. It can explore unorthodox methods of expressing yourself.

Chosen Direction & Exploration points

## Direction 03 - Communication

- This direction is the most undefined territory among the three options but also has the most amount of room for creativity and flexibility.
- It can include new age elements for self expression, like NFTs.
- Since this is exclusive for IITG students, exploring creative or niche ideas is a possibility and might be the succeeding factor for the project.



# Scope for improvement of our process

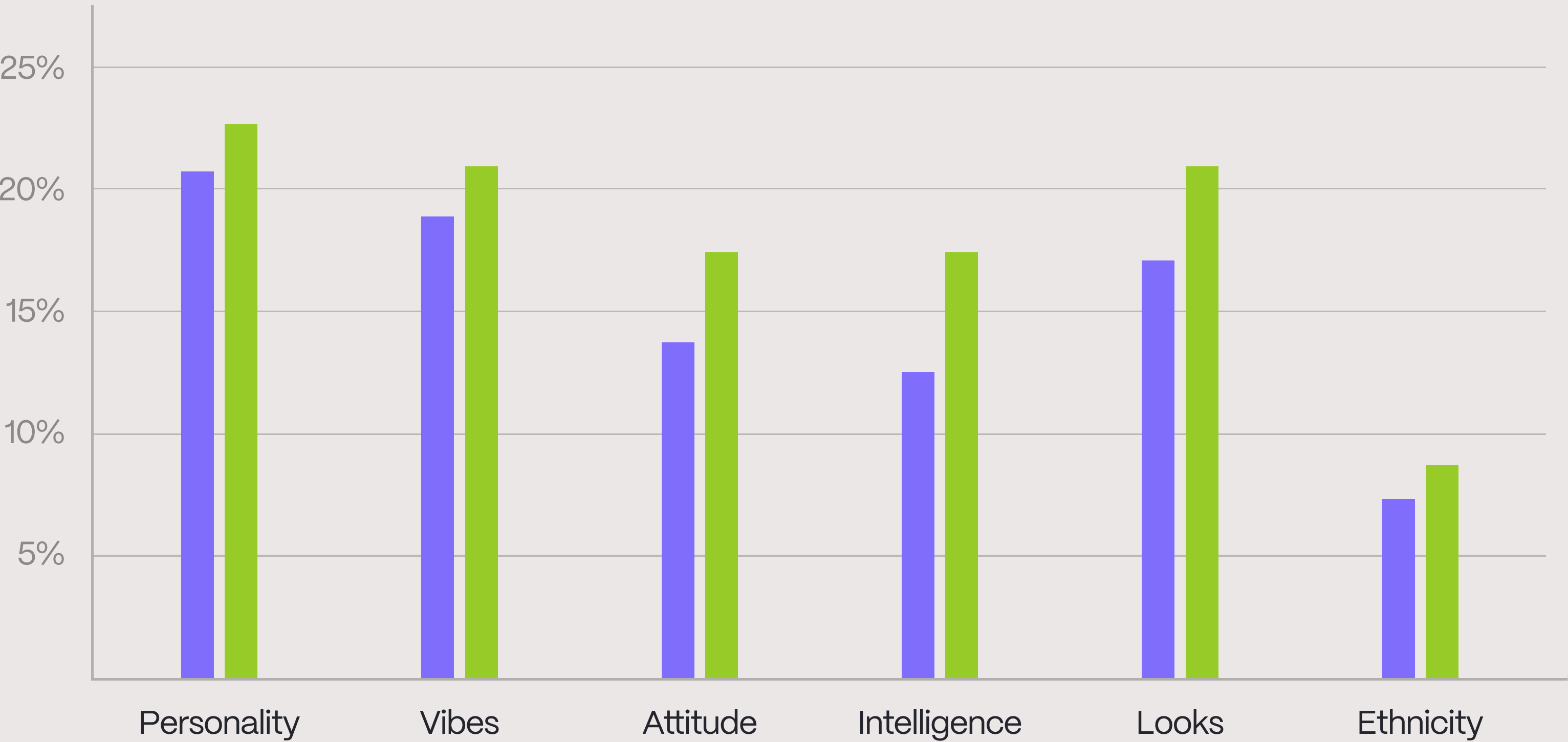
- Session went longer than expected. We could have paced the questions in a more optimised manner.
- Questions were biased towards people in a relationship, leading to some awkward moments of silence
- Some of the questions were too personal to be answered by the participants in a group setting.
- It became difficult for moderators to control the discussion at times. Some participants were overshadowing the rest.

# What traits do committed people look for in their partner?

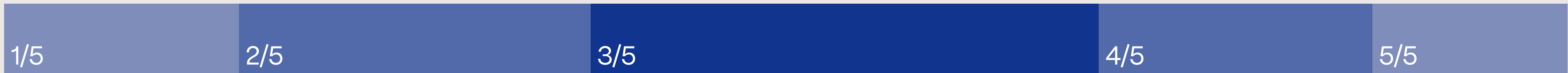
Committed Men  
Committed Women



# What traits do single people look for in their partner?



# How difficult do they find it to approach someone they're interested in?



People that are in a relationship



People that are single

Moral of the story? Go and  
talk to your crush



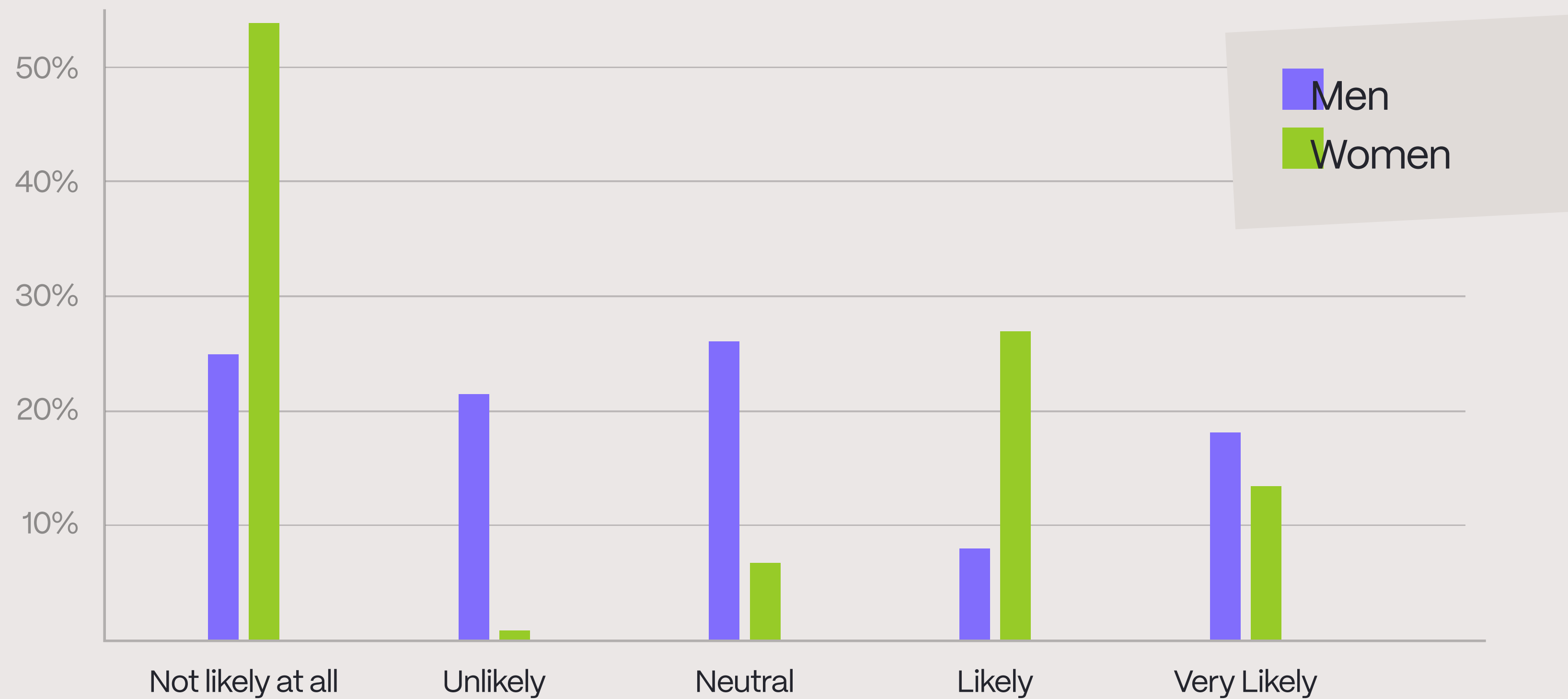
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54.8% of boys were (at some point)  
interested in someone that was already  
a friend of theirs.

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60.1% of girls were (at some point)  
interested in someone that was already  
a friend of theirs.

# How likely are they the first one to approach someone they're interested in?



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33.75% of boys flirt in conversations  
with someone they're interested in.

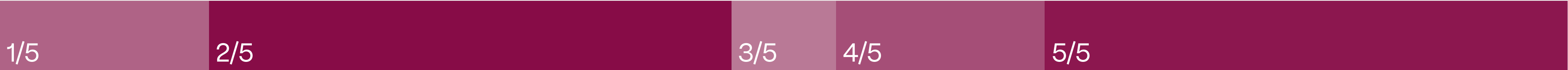
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20% of girls flirt in conversations with  
someone they're interested in.

# How much effort are they willing to put for finding the right one for them?



Men



Women



At the end of the day, data doesn't matter  
if you don't take that one step.

Go out there, make new connections  
and take that one step.

Project by Bedanta Mandal  
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