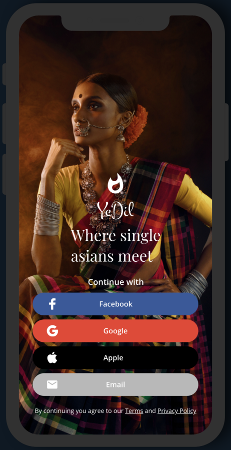
YeDil

Mobile Dating App

Adobe XD



YeDil

Where single asians meet

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What is YeDil?

YeDil is a new south asian dating app whichgives users on the app a opportunity to meet & talk to south asians around the world.

Goals

Day / Night

App has option of day / night theme for optimal usage and accessibility for users

Modern UI

Application is designed with a modern minimalistic UI for ease of use and experience

Advanced Features

The application is designed based on research data to include advanced features such as advanced filtering

Simple UX

Application is designed as Simple as possible for users Of all ages and literacy to use

Research

In order to make informed decisions on the look and feel of the application whilst concentrating on the user experience we needed to make sure we get a good understanding on who the application will be used by and what they are looking for in an application swell as any points that cause pains.

Gender

Male	65%
Female	35%

Age

18 - 21 years	15%
22 - 27 years	25%
28 - 34 years	40%
35+ years	20%

Country

UK	22%
USA	38%
India	26%
Canada	14%

Online dating intensions

Relationship	35%
Marriage	27%
Friends	21%
Communication	17%

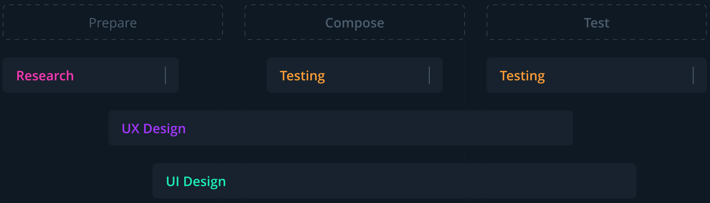
Competitor motivators

Easy navigation	52%
Detailed profiles	62%
Different to other apps	68%
Filters	44%

Competitor pain points

Difficult usability	65%
Limited information	58%
Unstable	40%
Outdated design	58%

Design Process



Prepare

Compose

Test

Research

Testing

Testing

UX Design

UI Design

Research
- Defining objectives
- Analysing features
- Conducting user interviews
- Competitor analysis

UX Design
- Task analysis
- Concept Testing
- Accessibility analysis

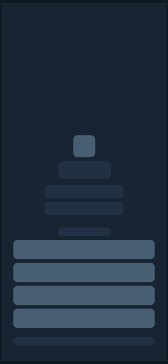
UI Design
- Style guides
- Keep interface easy to navigate
- Keep within standards
- Keep interface consistent

Testing
- Prototype
- A/B testing
- Guerilla testing
- Compile & analyse data

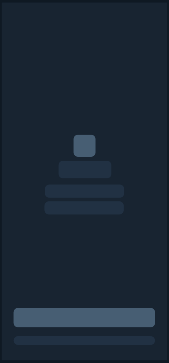
Wireframes

Launch Screen

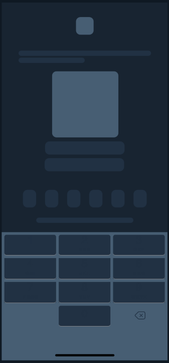
Signup Page



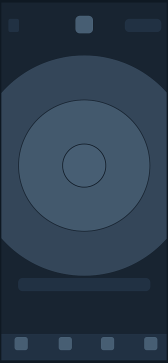
Signup Page 2



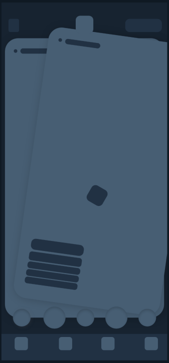
Verification Code



Searching for users



Swipe cards



Explore page

Messages screen

Chat screen

Style guides

In order to maintain consistency throughout the application
a style guide was implemented

Primary colors

#FFFFFF

#F7F9FA

#FD4591

Secondary colors

#00A79F

#FFB822

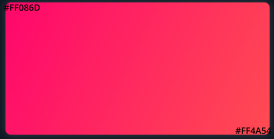
#FF0F74

#C478FF

#D4AF37

#A2A2A2

Gradient

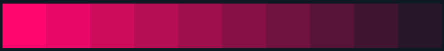

#FF086D
#FF4A54

#D4AF37
#6A581C

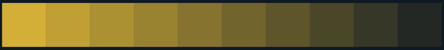
Tint

10% increment

● #FF086D



● #D4AF37



Typography

Playfair Display

Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Bold

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Open Sans

Regular

Aa

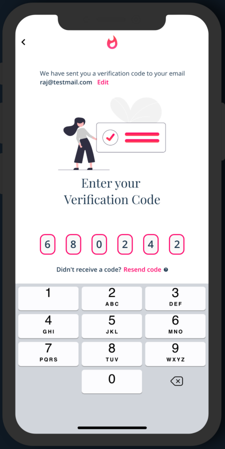
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Bold

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Screens



We have sent you a verification code to your email
raj@testmail.com Edit

Enter your
Verification Code

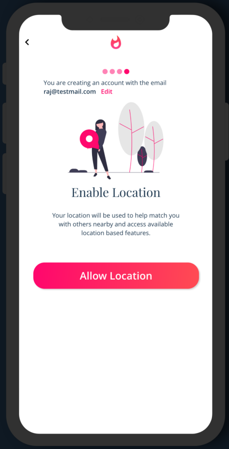
6 8 0 2 4 2

Didn't receive a code? Resend code

1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
0

Sign Up

Users are presented with a simple straightforward forward sign up process



You are creating an account with the email
raj@testmail.com Edit

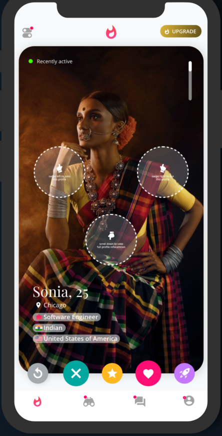
Enable Location

Your location will be used to help match you with others nearby and access available location based features.

Allow Location

Tutorial

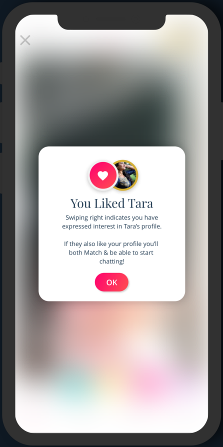
On first use of the app users are given a quick interactive tutorial


UPGRADE
Recently active

swipe left to pass this profile

swipe right to like this profile

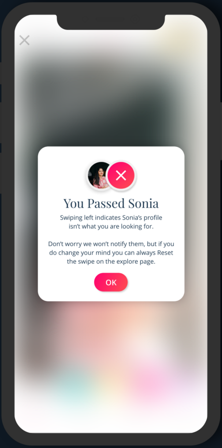
scroll down to view full profile inforamtion



You Liked Tara

Swiping right indicates you have expressed interest in Tara's profile.

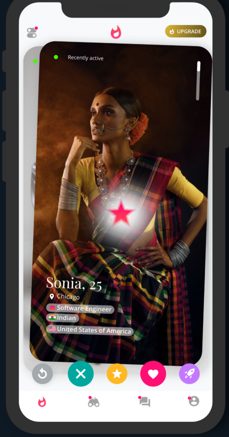
If they also like your profile you'll both Match & be able to start chatting!



You Passed Sonia

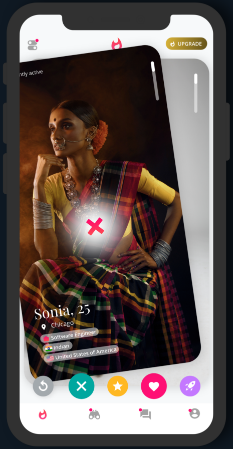
Swiping left indicates Sonia's profile isn't what you are looking for.

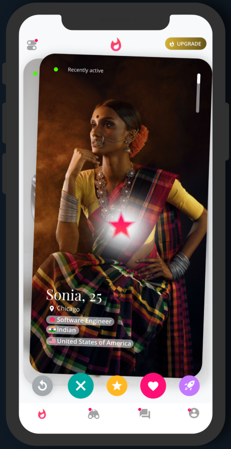
Don't worry we won't notify them, but if you do change your mind you can always Reset the swipe on the explore page.

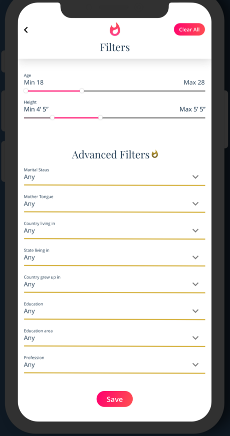

UPGRADE
Recently active
Sonia, 25
Chicago
Software Engineer
Indian
United States of America

Main

Users are presented with profiles to which they can then swipe down to view more info


UPGRADE
ntly active
Sonia, 25
Chicago
Software Engineer
Indian
United States of America


UPGRADE
Recently active
Sonia, 25
Chicago
Software Engineer
Indian
United States of America


Clear All

Filters

Age
Min 18 Max 28

Height
Min 4′ 5″ Max 5′ 5″

Advanced Filters

Marital Staus
Any

Mother Tongue
Any

Country living in
Any

State living in
Any

Country grew up in
Any

Education
Any

Education area
Any

Profession
Any

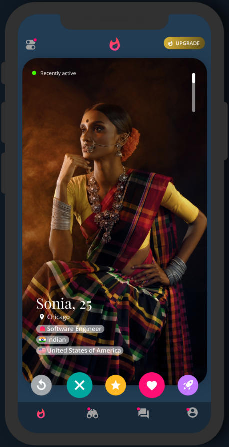
Save

Filters

Users have the ability to find their exact match using the in-depth filters

Dark Theme

Users have the ability to use the app using either light or dark mode, this is a great accessibility feature for those with visual Problems



Recently active

Sonia, 25
Chicago
Software Engineer
Indian
United States of America