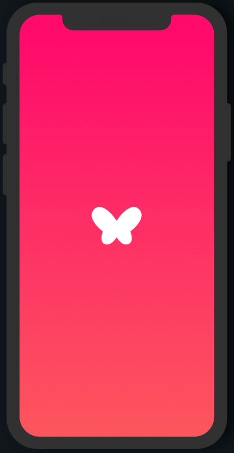
Muslim Match

Voice & Video Calling

Figma



About the app?

Muzmatch is a muslim dating app for single muslims which aims for muslims all over the world a platform to find, chat, and marry their partner.

Goals

Free

The voice and video calling feature will be available to both free and paid users that match

Access

The functionality must be enabled between individual users to refrain from nuisance

Brand Guidelines

The feature must follow the current brand guidelines as well as fitting in with the current interface

Simple UX

The calling feature must be accessible using a simple gesture

Research

In order to understand the current users of the app and what motivates them research was done in order to find out who the users are, where are they from, what motivates them and what are their pain points.

Gender

Male	55%
Female	45%

Age

18 - 21 years	22%
22 - 28 years	48%
29 - 34 years	12%
35+ years	8%

Top Countries

UK	14%
USA	11%
Indonesia	9%
Bangladesh	6%

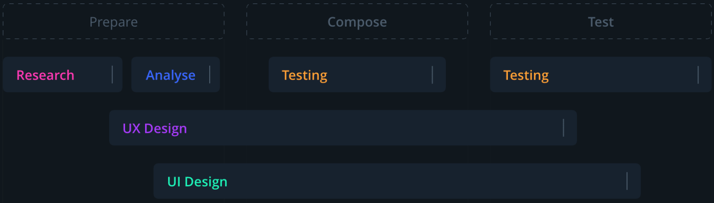
In-app calling motivators

Good way to get to know matches	36%
Safer, no need to share details	64%
Good for people who prefer talking	24%

In-app calling pain points

Matches can call without content	16%
Concerns over privacy	48%

Design Process



Prepare

Compose

Test

Research

Analyse

Testing

Testing

UX Design

UI Design

Research
- Defining objectives
- BDD feature analysis
- Competitor feature analysis

UX Design
- Task analysis
- Paper prototype
- Concept Testing

UI Design
- Keep in line with brand guides
- Keep interface easy to navigate
- Keep interface consistent
- One tap gesture to use feature

Testing
- Prototype
- A/B testing
- Focus group testing
- Compile & analyse data

Style guides

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

Primary colors

#2E3B4B

#5E375C

#FB406C

Secondary colors

#FFFFF

#F9FBFF

#EEF3FC

Gradient

#FF006E
#FB406C
#FF6C52

#FB9017
#F8D99F

#F7BCD4
#F9D1CD

Typography

DM Serif Display

Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Bold

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Spezia

Regular

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Black

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,/?@;:‘

Typography colors

#2E3B4B

#6D7E95

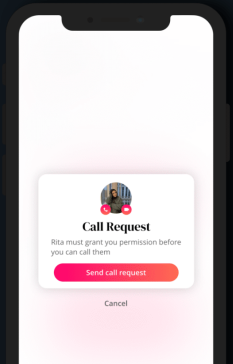
#546372

#A8B1B9

#E9426D

Magenta can be used for marketing purposes only

Screens



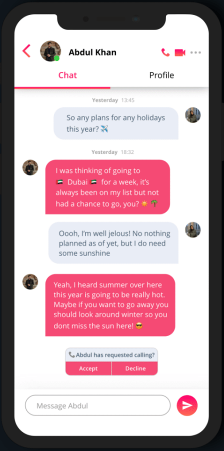
Call Request

Rita must grant you permission before you can call them

Request

Users must send a request to grant access to voice & video calling feature to each match they wish to call with.

Match must accept in order to enable the feature



Yesterday 13:45

So any plans for any holidays this year? ✈️

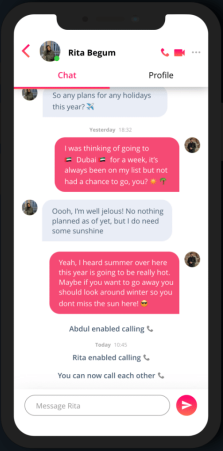
Yesterday 18:32

I was thinking of going to 🇦🇪 Dubai 🇦🇪 for a week, it's always been on my list but not had a chance to go, you? ☀️ 🌴

Oooh, I'm well jelous! No nothing planned as of yet, but I do need some sunshine

Yeah, I heard summer over here this year is going to be really hot. Maybe if you want to go away you should look around winter so you dont miss the sun here! 😎

📞 Abdul has requested calling?



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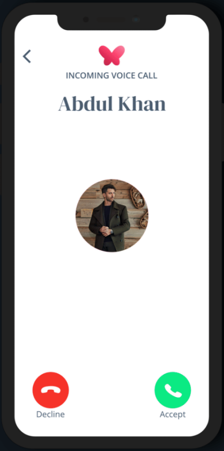
Abdul enabled calling 📞

Today 10:45

Rita enabled calling 📞

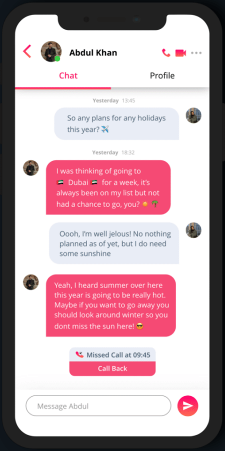
You can now call each other 📞



Voice Call

Users can voice call each other once the feature has been granted access.

When the call is in progress users have the option of turning speaker on / off, mic on / off, and minimizing the call window



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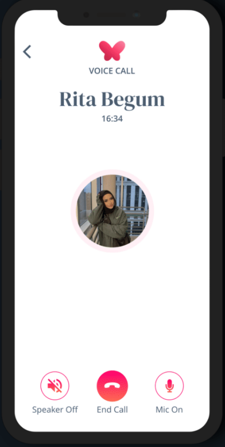
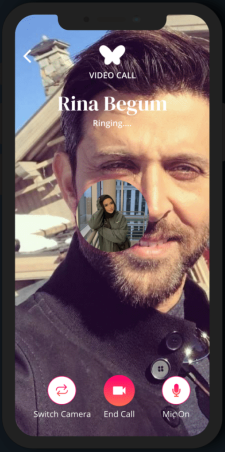
Missed Call at 09:45

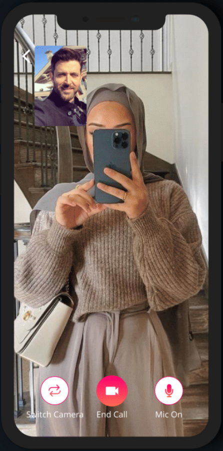


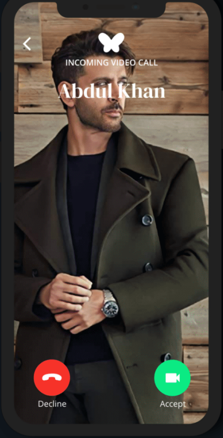


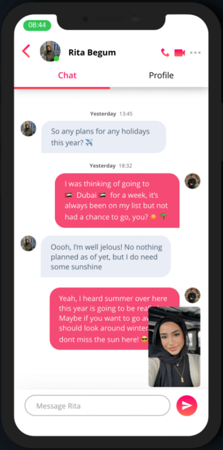
Video Call

Users can video call each other once the feature has been granted access.

When the call is in progress users have the option of switching the camera to front or back, turning the mic on or off, and minimizing the video window







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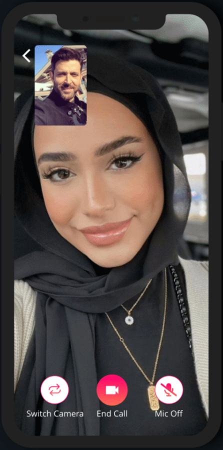Yeah, I heard summer over here this year is going to be real
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