

P1

28, Male, Gay  
HR Coordinator

P2

24, Female, Straight  
Architectural Technologist

P3

26, Male, Straight  
Self-Employed Entrepreneur

P4

26, Male, Straight  
Program Analyst

P5

26, Female, Straight  
Medical Office Assistant

P6

27, Female, Straight  
UX/Product Designer

### Intentions for dating

Wants Casual Dating	Meet new people	Go on dates, have fun, meet new people	Looking for relationship
Casual Dating	Serious Dating	Long-term relationships	

### Positives about Hinge

Likes that you find out more about person from get go	More of a genuine connection	More descriptive, better feel of personality	Know someone better before talking
People on Hinge had better intentions	Hinge had more information about people	Likes that Hinge shows you who liked you	More focused on personality
Gives a good idea of who the person is	Interface is nice to look at		

### Hinge Usage

5-6 Hours per week	3-5 hours a week, depending on season	1-2 hours a week	5-7 Hours per week
4-6 Hours	7 Hours a week, usually during evening/bedtime		

### # of people to talk to

Usually talking to 2 matches, only went on 1 date	3-5 people	Sometimes app would be dry, wishes there would be more	1-2 matches, more than 1 is too much
If he has multiple matches, only talks to the one he is most interested in	2-3 at the same time	4-5 people	good and bad - attention is spread thin, but good to see variety
1-2 Usually	She has low attention span		

### Frequency of Dates

Goes on date once or twice every 2 years	Is happy with the frequency of his dates	Once every 2 weeks	Frequency was okay, sometimes felt drained
More keen to date during summer, longer days	Once every 2-3 months	Once every month	At most active, 3-4 times a week
Can be fun but can be exhausting	1-2 Dates a week is ideal	Burnout - Takes break after many failed dates	Dependant on season & lifestyle changes eg. moving or job
More keen to meet in spring/summer	once every 3 months	Doesn't mind going on more	Bad date ruins it for her for a month

### Reasons why dates don't happen

Conversation dies out / is dry	Realizes someone wasn't her type	Losing interest due to short attention span	Other person feels like they have no intention of meeting up
Neither person would start the convo	"I would hint at wanting to meet up, I would throw an idea out there, see if they pick up on it."	Nobody starts the conversation	Not much to talk about, or convo is dry
One side losing interest	Conversation dies	Conversation dies, or ghosting	Not enough physical attraction
Losing interest	How they carry the conversation	She is too busy	Conversation dies down
Losing interest / they are boring	Says something that makes her mad		

### Factors to consider when going on a date

Good conversation, lots of back and forth	Good Photos	Social battery, weather, distance	If friends are busy or not
Timing & Schedule	Can hold a convo	Similar interests	Wouldn't feel comfortable going on a date if she didn't know the person enough
Physical attraction	Values & Beliefs	Career	Lifestyle
Will treat the first few messages like an interview	Physical Attraction	Ability to continue convo	Relatability
Actively willing to plan/initiate the date	Shared Interests	Convo going well, not boring	Similar Interests

### Date Planning

Asks for suggestions if someone is new	Both liked cactus Happy hour	Somewhere in-between locations of both people	Making sure someone is comfortable meeting due to Covid
Sometimes place is decided first, sometimes date is decided first	Always somewhere public due to safety	Conversation leading to food / trying new food	Scheduling was a little hard
Will ask if they want to hang out	Both would give suggestions of places	Figure out activity first, then time + place	Ask to go for food sometime
"Where we go depends on what I'm craving and what they're open to having"	Needs to be location that's convenient for both	Someone will suggest a place	Person will ask if she is free on a certain date
Needs to work within her schedule	Both will brainstorm where to go / provide suggestions	Location is important, can't be too far	She hates when people are indirectly asking, but not planning the date
Doesn't like when schedules don't match up / people having different days off	Guy asks her out for food or drinks	"Where I'm living vs. where they're living, I pick somewhere in the middle"	Location is the more important than the place, need to be easy to get to
Dates sometimes don't work out because of scheduling	Different work schedules make it difficult	"If you're not gonna accommodate for me, I'm not gonna accommodate for you - you have to meet me halfway"	Dependant on transportation (eg. car or transit)

### Time from matching to planning date

2-3 Days	Usually a week	3 Days	"You run out of stuff to talk about, it's just going to be stale so might as well meet up"
"You really need to meet the person to feel a real connection"	No commitment, texting can be super slow and fizzle out	1-2 Weeks	1-2 Weeks
If someone she liked asked her out sooner, she would say yes	1-2 Weeks, or convo dies		

### Moving to another platform

Added layer of security that person is real	Always planned dates on other platforms	Usually plans the date off the dating app	All first dates were planned on Hinge
He won't ask for a number because he didn't want to make the woman feel unsafe	Sometimes on Hinge, sometimes on another platform	Bring up meeting up, then confirm over different platform	50/50 planned on hinge vs other platform
Usually doesn't move it off hinge, likes to keep her privacy			

### Types of dates to go on

Bar / Happy hour	Dinner	Coffee dates	Likes more low effort/ low commitment dates
Beach with snacks and drinks	Trying new restaurants	Cocktail bars / breweries	Brunch
Walk	Golf - They both liked the sport	Something casual	Happy hour or food
Drinks/ Bar	Likes to experience something new	Don't like to go to usual spots where it can be "ruined"	Live music
Something with an activity	Happy hour drinks	Coffee	For first date, low commitment, casual
Easy to escape if it's not working out			