

Online Dating for Seniors



This is Susan



She is a senior (72)



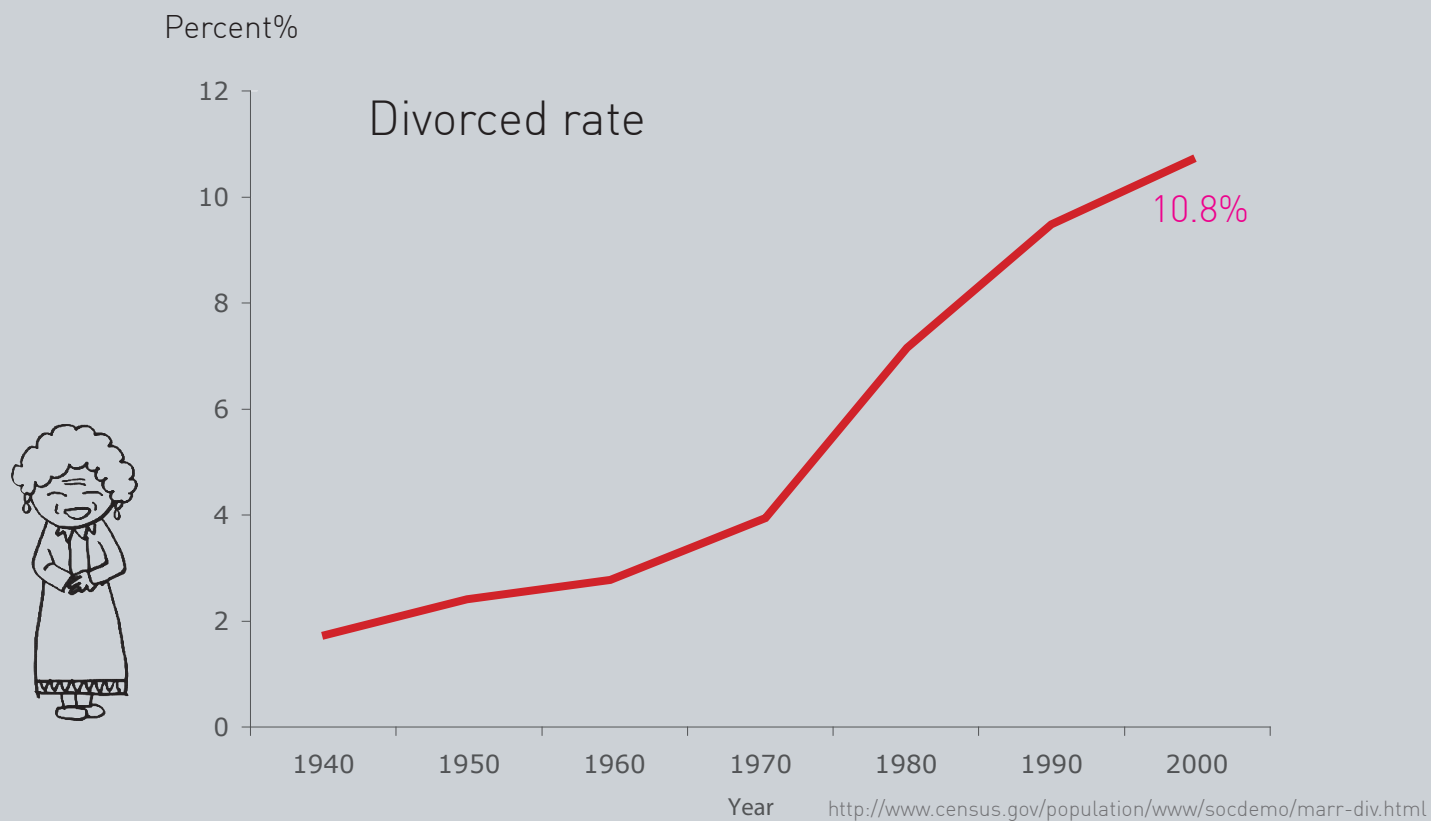
*She is considering dating again
She hasn't dated in almost 50 years*



*She is one of the 14 500 000
American seniors who are single*

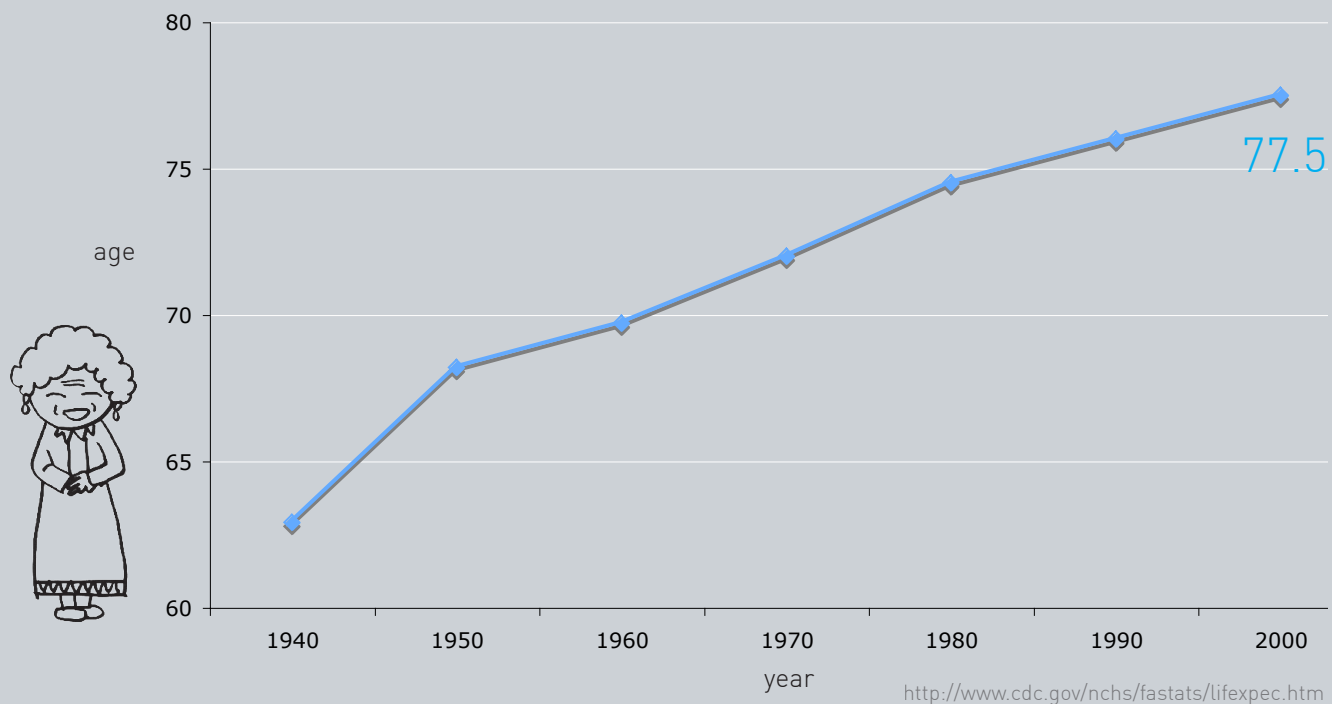
<http://seniorjournal.com/NEWS/SeniorStats/4-09-19Singles.htm>

She is among the growing population who is now divorced

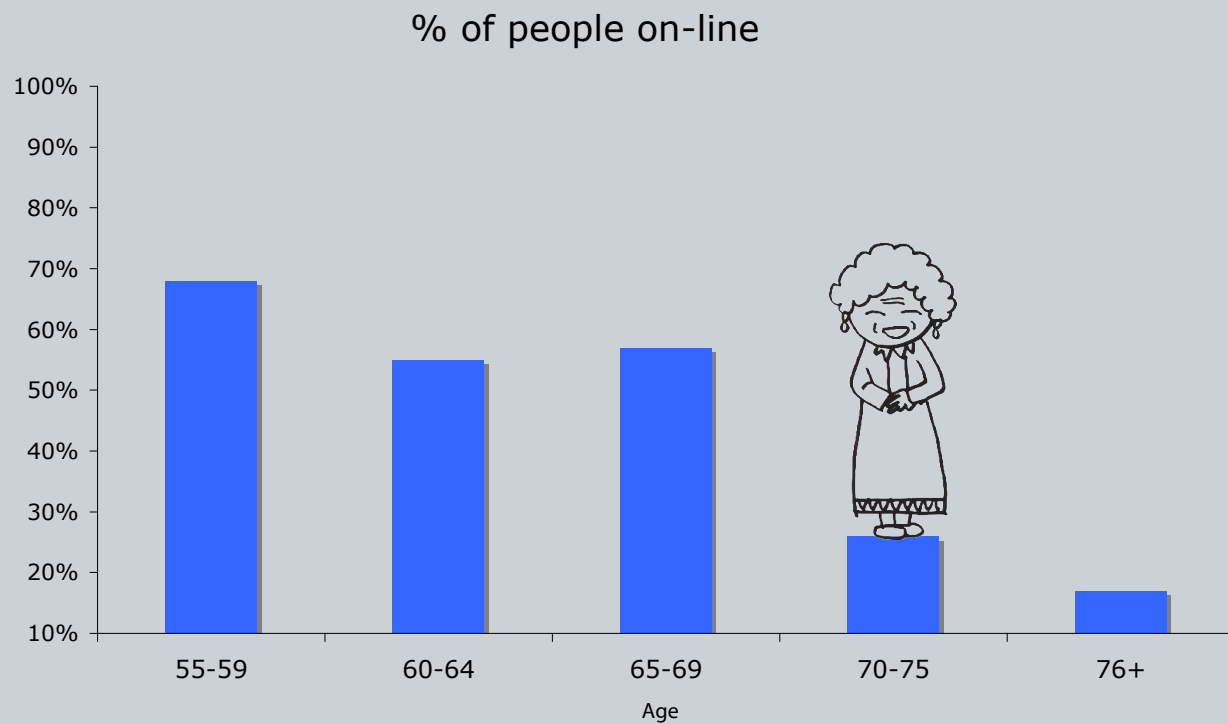


Susan is of a population that will likely live longer

Life expectancy



Only a few of Susan's friends are familiar with the internet



The dating pool is larger but it is hard for them to connect





Susan doesn't view dating the way that younger people do.

Kelly (31)



Coming from

An era of divorce explosion
Nuclear family
Better educational Opportunities
Affluent Society

Dating Values

More active for more years
Started in an era of more liberated relationships
Dating as a process of self affirmation, prefers driver's seat
Less stressed in finding dates (more people available)

Relationship / Partner intent

Looking for "good" time/partner from same age group
Marriage not in the immediate radar screen
Strong sexual drive
"who knows about the future"
Frequently opportunistic, have fun and "who knows"

Technology literacy

Technology savvy
Absolutely necessary
Adapts swiftly to change
The newer the better, fashionably following trends

View of the future

"I have my whole life ahead of me"
More dependent in peers, likes being part of a pack
Archetypical family not a priority
"Things will work out"

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Susan (71)



Raised in an era of low divorce rates

Extended families/ high value

Lower educational opportunities for women

Societal volatility

Dating related to a relationship (more formal)

Started in an era of more parental control

A process of self-integration (finding my other half)

Liked the codriver seat (less initiative)

Long term relationship

Marriage less in the radar screen

Sexual drive "camouflaged"

Less opportunistic

Enjoy good life and sincere communication

Low tech everyday routine

Necessary "evil"?

Slow adoption of change

More significant as a means to preserve memories

Indifferent to trends

Enjoy life now

Need of dependency, but more self-conscious

Family value strong but not realistic

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Extended families/high value
Lower educational opportunities for women
Societal volatility

Dating related to a relationship (more formal)
Started in an era of more parental control

A process of self-integration (finding my other half)

Believes man should take initiative

Fewer people in the group, not dating

Long term relationship

Marriage less in the radar screen

Less opportunistic

Enjoy good life and sincere communication

Connects through common activities

Low tech everyday routine

Necessary "evil"?

Slow adoption of change

More significant as a means to preserve memories

Indifferent to trends

Need of Dependency but more self-conscious.

Enjoy Life Now

Family value strong but not realistic



Despite appearances, even senior dating websites do not really consider Susan's lifestyle



Has memory trouble

Uncomfortable with strange/unfamiliar neighborhoods

Lives in an independent living facility

Belongs to a large Polish community

About Susan...

Cannot drive

Has a fixed income

Retired for many years. Has a lot of free time

Very religious member of church group

Has some vision impairment

Had five grandchildren who are dear to her

Talks on the phone a lot

Very sentimental
Likes to reminisce

Has memory trouble

Challenges

Has some vision impairment

Uncomfortable with strange/unfamiliar neighborhoods

Lives in an independent living facility

Living arrangements

Has a fixed income

Retired for many years. Has a lot of free time

Belongs to a large Polish community

Social

Very religious member of church group

Had five grandchildren who are dear to her

Valued connections

Talks on the phone a lot

Very sentimental
Likes to reminisce

Current Dating Sites...

Has memory trouble

Do not accommodate
Cannot drive

Has some vision impairment

Uncomfortable with Strange/unfamiliar neighborhoods

Lives in an independent living facility

Do not consider

Has a fixed income

Retired for many years. Has a lot of free time

Belongs to a large Polish community

Do not utilize

Very religious member of church group

Had five grandchildren who are dear to her

Do not care about

Talks on the phone a lot

Very sentimental Likes to reminisce



What if these helped to define the site experience?

Internet / Dating

Technology +

Dating -

Technology -

Dating

Technology +

Creating site

close account

Q&A

Paypal

payment

finding website

flirting

qualifying

being introduced

grooming

Talking on the phone

video Chatting

blogging

Email

Upload Image

chatting

writing Profile

being set up

kissing

getting a phone number

Love letter

committing to relationship

Dating -

small talk

online chat

checking out

talking to stranger

Online service chat
going out to dinner
forum

speed date

asking on a date

Dating +

one night stand

detail searching

evaluating person

Instant Messaging

24/7 service

magazine

Initial browsing

Technology -

Technology +

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Technology -

Technology +

Email

Kissing

Dating -

Dating

Technology -

Technology +

Current top 10 senior dating

- PrimeSingles.
- DatingForSeniors.
- ExecutiveSeniorDating.
- FiftyAlready.
- AgeMatch.
- SeniorMatch.
- SilverSingles.
- 12MeetSenior.
- SeniorDateFinder.
- SeniorFriendFinder.

Dating -

Dating +

Technology -

Technology +



Single Surfer

“I understand windows, I only wish I understood women”



Mac Daddy

“The internet is my new single’s bar”

Dating -



Lo-Fi Loner

“I haven’t been kissed since last time I saw a computer (1972)”

Technology -

Dating +



Analog Lover

“I like the old fashioned way”

Technology +



Jack (Mac Daddy)



Dating -

Susan (Lo-Fi Loner)



Technology -

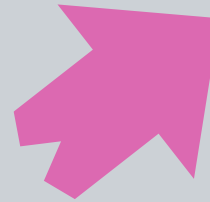
Dating



Technology +



Jack



Dating -



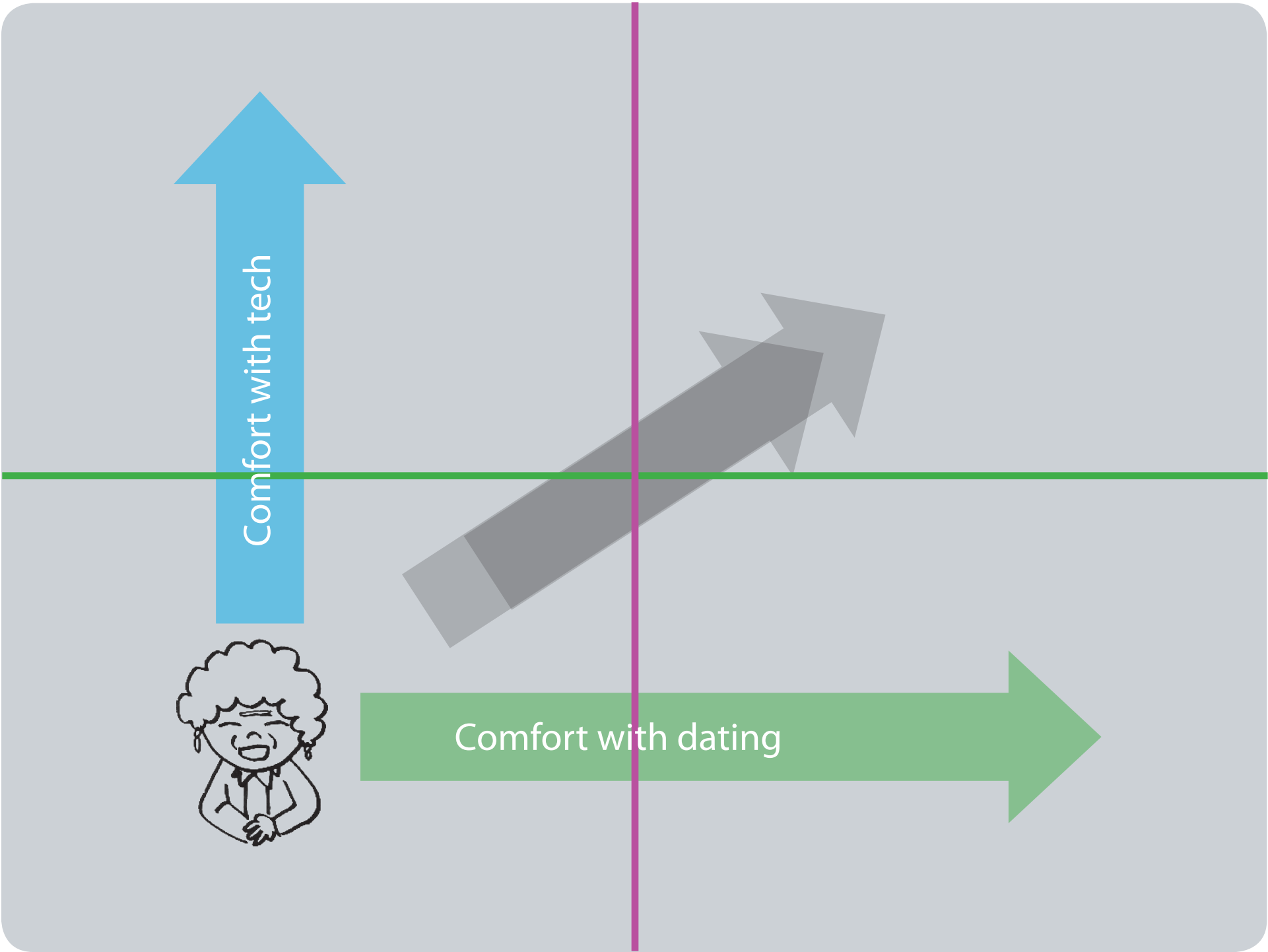
Susan



Technology -

Dating

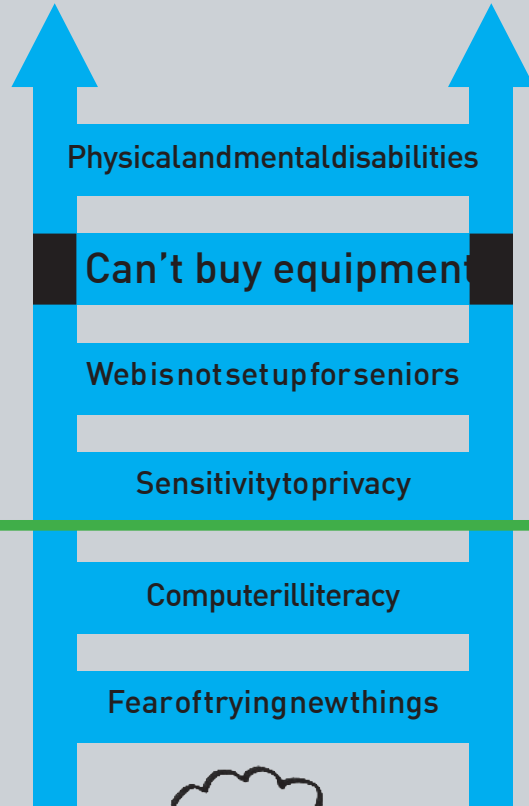




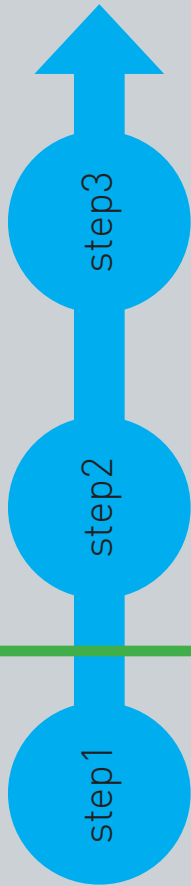


Barriers to comfort with dating

Barriers to comfort with technology



Barriers to comfort with dating



What if we could break down the process?



Current dating websites

- PrimeSingles.
- DatingForSeniors.
- ExecutiveSeniorDating.
- FiftyAlready.
- AgeMatch.
- SeniorMatch.
- SilverSingles.
- 12MeetSenior.
- SeniorDateFinder.
- SeniorFriendFinder.

What if sites worked
the other way around?



Experience map (Current)

	People	Object	Environment	Messages	Services
Attraction	Too idealized, personas, model-like looking, too perfect	Mainstream screen/ keypad/mouse	Highly automated and impersonal, overpopulated with hard selling messages	Find a date "theme"	Singularly oriented around the dating game
Entry	Lengthy and unclear in direction, looks like sites are interested in capturing user data	Mainstream screen/ keypad/mouse	Lengthy, highly structured, form and format unfamiliar	Lifetime "experience"	Highly streamlined, over presented too early
Engagement	Email and photo intensive, highly dependent features	Mainstream screen/ keypad/ mouse	In dating site, too streamlined	Strictly date related	Mostly around matching profiles, remote communication
Exit	Impersonal and completely unassisted	Mainstream screen/ keypad/mouse	Difficult to navigate the solution through the site	Even after exiting more hard selling messages reappear	Not user service oriented
Extension	Limited and Faceless, same loop as when in entry	Mainstream screen/ keypad/mouse	Limited extension only through dating site	Limited if any related proactive communication	Very limited if any

Experience map (ideal for Susan)

	People	Object	Environment	Messages	Services
Attraction	Closer to an average real persona	Combination of more physical elements/ bigger in size friendlier physical interface	More "inviting"	Get back to enjoying life	More around sharing experiences
Entry	Simple and more transparent	Simpler screen shots, less overload	Simpler, more direct and gradually collecting info	Will help you with getting back in the process	Less confusing, gradually introducing
Engagement	Letter format, telephone	Phone, interface better adopted to visually impaired individuals	Less complex, closer to her more imminent friends and family environments	More extended (more activities related)	Would like to extend the virtual towards more "real life" 1-1 communication
Exit	Someone to talk to	Phone call	One step exit	Respect for privacy	Simple, respect my privacy
Extension	More content relating to her interests	Maybe TV, phone	Outside site environment, social groups	Limited and targeted to her interests outside dating	One stop shop for keeping update

