

Laddu

ABOUT

Laddu is a virtual speed dating experience primarily targeting the South Asian diaspora. It started off in October 2019 as a matchmaking website for singles in Lahore and close-by cities that organised speed-dating events. I joined the Laddu team in early February, updating the signup process. Because of Covid, Laddu tried shifting to an online, virtual dating model, until it dissolved (unofficially but indefinitely) in July before it could re-launched.

MY ROLE

User Research
Information Architecture
Wireframes
Illustrations
Interface design

GOAL

Get more people to sign up on the website, and show up for the events.

DESIGN PROBLEM

The existing signup process consisted of 25+ questions, almost all of them mandatory. This was maybe the biggest, if not the only reason, for the number of signups Laddu had had until then. As a result, the turnout at their events was low as well.



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SOLUTION

I broke down the signup process into 3 separate sections, and grouped the questions for each section. Section 1 consisted of only the necessary information needed that would allow users to create an account, such as their names and email addresses. After the user clicks on the verification link sent via email, they get prompted to finish completing their profile.

Here, they are presented with Section 2, such as uploading a profile picture, an "About Me" section, relationship status etc. Users are given the option to update their profile at a later time too, but are encouraged to fill them out before attending an event so that they can be paired with singles they are likely to be more compatible with.

Section 3 consists of 10+ questions, mostly open-ended, regarding what the user is looking for in a partner. Users would be prompted to fill out these questions after registering for an event. The reason behind this was to present users with the laborious task of answering such questions when they have the most incentive to do so. Once again, users are encouraged to take the time and answer these questions as soon as they can, so that we could find them suitable and compatible partners.

CONCLUSION

The changes almost tripled the number of signups in 6 weeks after the changes were implemented, and the two events that were held after, were fully booked. A bigger event was planned for the last week of March, with signup numbers continuing to increase, which ultimately had to be cancelled because of the pandemic.

TAKEAWAY

One of the key takeaways from this project was through feedback after these changes were implemented. While we were able to achieve the goal we had set, feedback from users and participants at the event showed that some users were uncomfortable answering some of the questions. While they did help in finding more compatible matches, it took away from the overall experience for certain users. To address this concern, further user research through surveys and focus groups is required to make the necessary changes to ensure a better overall user experience.



Laddu registration

Laddu has a vision of a world where you can register to attend Laddu events. The vision and goals associated with your Laddu account will be recorded when you submit this registration form.

By filling this form you agree to all the stated terms of the registration that follows in the [Registration user's Guide](#) and [Terms and Conditions](#).

***Required**

First Name*
Your answer _____

Last Name*
Your answer _____

Age (at the time of last visit)*
Your answer _____

MC number*
Your answer _____

Gender*
 Female
 Male

My partner's minimum age*
Your answer _____

My partner's maximum age*
Your answer _____

State*
Your answer _____

Zip code*
Your answer _____

Telephone number*
Your answer _____

WhatsApp number (if different from telephone)
Your answer _____

Current city of residence*
Your answer _____

Nationality*
Your answer _____

Country of origin*
Your answer _____

Religion (if any)*
Your answer _____

Are you seeking a partner in the same caste / ethnicity?*
 Yes
 No

Are you seeking a partner in the same sect / religion?*
 Yes
 No

Relationship status*
 Never married
 Engaged/committed
 Married
 Widowed
 Divorced (with children)
 Divorced (without children)

Highest level of Education*
Your answer _____

Name of the Institute you completed your degree from*
Your answer _____

Occupation*
Your answer _____

Employer (Company name if self-employed, please describe your business)*
Your answer _____

Preferred timeline within which you want to get married?*
Your answer _____

When do you intend to involve your parents in the matchmaking process?*
Your answer _____

Who is the deciding authority regarding your match?*
Your answer _____

Personally meets that you're looking for in your partner?*
Your answer _____

Deal breakers for you?*
Your answer _____

Describe your family background*
Your answer _____

Profile picture*
[Add file](#)

Submit Skip 1/21

The original signup form

Project by: ahsan iftikhar
uxahsan.com

