



# Passions – Sign up & Profile

## (Friends & family phase)

### User research report

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# Objective

- To hear the thoughts of our Family & Friends (F&F) phase users towards concepts of **selecting passion tags for their app experience and for their personal profile** in the context of Aaqua. To also test another variant that was not covered in the previous passion tag tests.
- On the side, to understand their current experience with the Aaqua app, and on other unrelated matters of
  - Text posts on the highlights page
  - Collaborative content in the context of Aaqua



# Test setup

- We interviewed 5 testers that are active on the Aaqua app during the F&F testing phase.
- These testers have been using Aaqua for at least 1 week.



# Key takeaways

- 1 Provide a diverse list of passions for the user to choose from. Inform users that their selected passions will be shown publicly**

Testers had no usability issues and are keen to select passion tag inputs to optimise their Aaqua experience. Testers preferred displaying all passions publicly to foster new personal connections, but wish to be informed of this condition during the passion selection process.

- 2 Ensure that Aaqua-suggested content correlates to the user's passion selection**

This is especially critical for the first-time app experience. Testers noted that they will churn if this 'passion-centred' unique selling point does not deliver as promised. Testers are forgiving of content limitations because of the context that the app is still under testing, but expects the content to match their passion inputs when the app is no longer in a testing phase.



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# 01 Research details

Research details

# Tester requirements

The testers for this test are screened to

- Be active Aaqua users during the F&F testing phase.
- Have been using the Aaqua app for at least 5 days.

**5 eligible testers were obtained for this test.**



## Research details

# Tester profiles

These testers were interviewed remotely on their computers. This was for ease of test setup and for testers to reference the Aaqua app without compromising the interview connection.



**Anne-Marie**

from United Kingdom

**Time spent on Aaqua: 1 month**



**Irina**

from Australia

**Time spent on Aaqua: 3 weeks**



**Max**

from Germany

**Time spent on Aaqua: 2 weeks**



**Sook Yin (Summer)**

from Singapore

**Time spent on Aaqua: 2 weeks**

Former tester of Equal Expert's ShiokAF app



**Ivan**

from Singapore

**Time spent on Aaqua: 1 week**

# Test script

[Link to full script & prototypes](#)

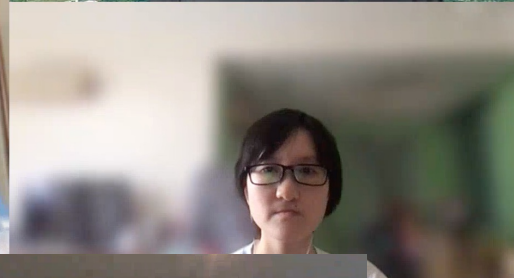
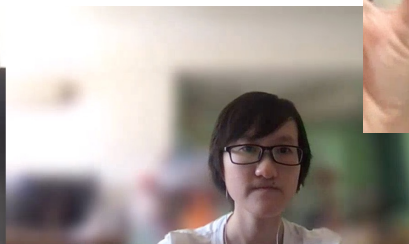
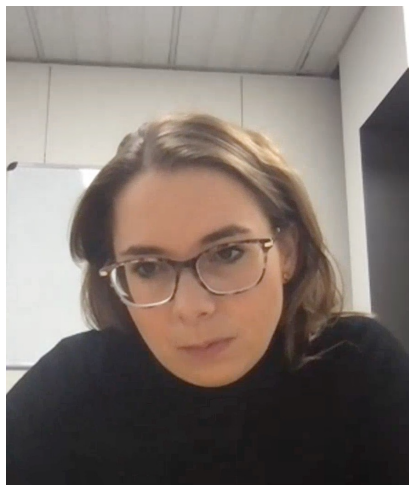
1. Testers are asked for their thoughts on their experience with the Aaqua app so far and to highlight any issues they have encountered.
2. Testers are shown prototypes on a passion selection phase in the sign-up process, which they will be asked to provide feedback.
3. Testers are then shown versions of profiles with the passion tags displayed, which they will be asked to provide feedback.
4. Testers are questioned on their knowledge of text posts in Aaqua, and their opinions on how they prefer to interact with text-only posts.
5. We ask testers about their opinions on collaborative content in the context of Aaqua.



Research details

# Raw test results

You can view the [interview recordings](#) on Microsoft Teams.





## 02 Key test findings



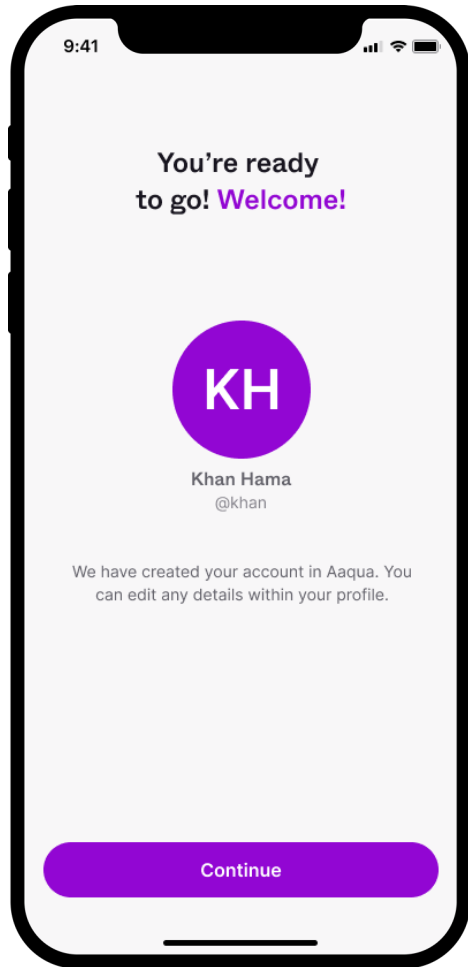
Test result

# Current experience with Aaqua

We asked the testers about their current experience of using Aaqua.

Testers **did not face any major issues** with the app. They found it user-friendly and had no problems completing their intended actions on it.

However, some testers noted that they **did not find the Aaqua experience 'unique'**, and that other existing social networks could serve their needs adequately.





# Testers did not face usability issues



The app works; functions-wise it's all very intuitive, it works like all the other (social media) apps.



Irina

"I don't think I use it enough to encounter any difficulties. It is quite easy to use and very straight-forward. There is no hidden function, and very user friendly."



Summer

"I haven't had any problems, the scrolling is smooth and opening up the pictures is going well. In terms of the design, I like it.



Max

"I like what I see and I can create posts too. It is very smooth and can join other communities."



Ivan



# Areas of improvement (Aaqua app)

“In terms of the design (interface), it is boring to me compared to other apps as it feels basic. There is nothing that gives me an indication of structure. I don’t understand the layout of the app, specifically on the order of the groups shown to me.”



**Max**

“I haven’t found any main communities that I resonate with.”



**Anne-Marie**

“At the moment, I don’t have a need for it. There is no doubt that it is not fulfilling at the moment. It’s not something I’ll go on because I’ll get information or engagement from it.”



**Irina**

“I want to be able to conduct livestreams but I cannot do it right now. Is there a way for me to run my livestreams on Aaqua?”

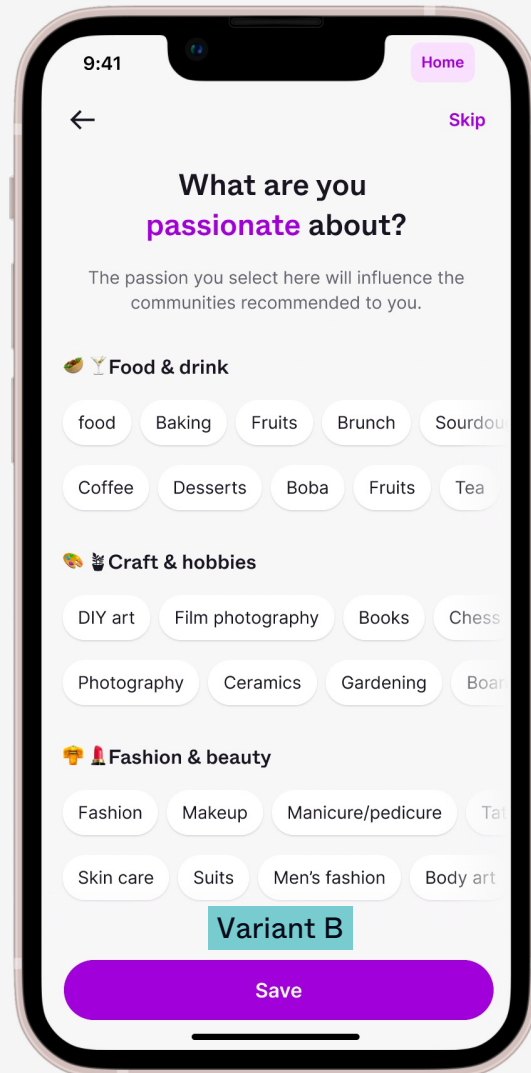
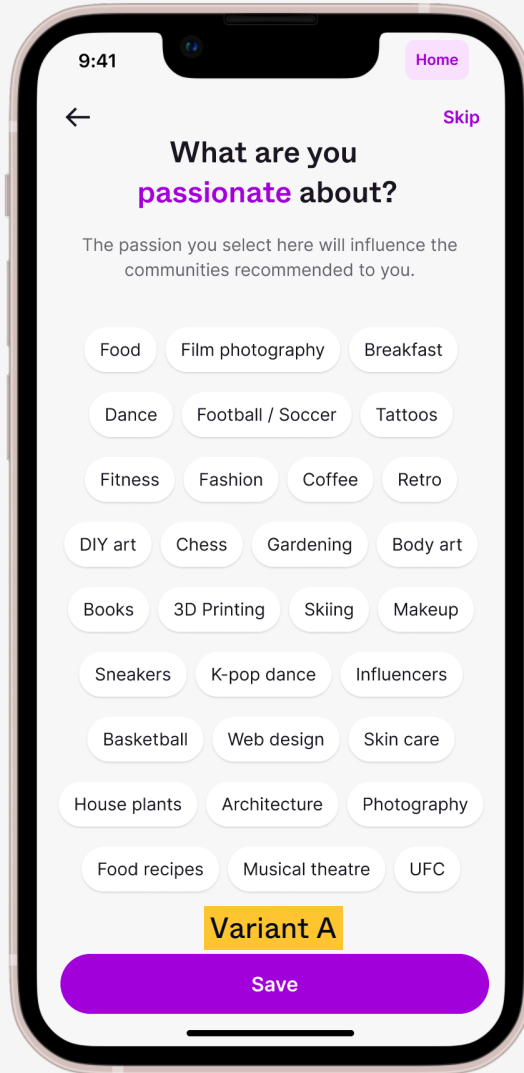


**Ivan**

## Test setup

# Passion tags

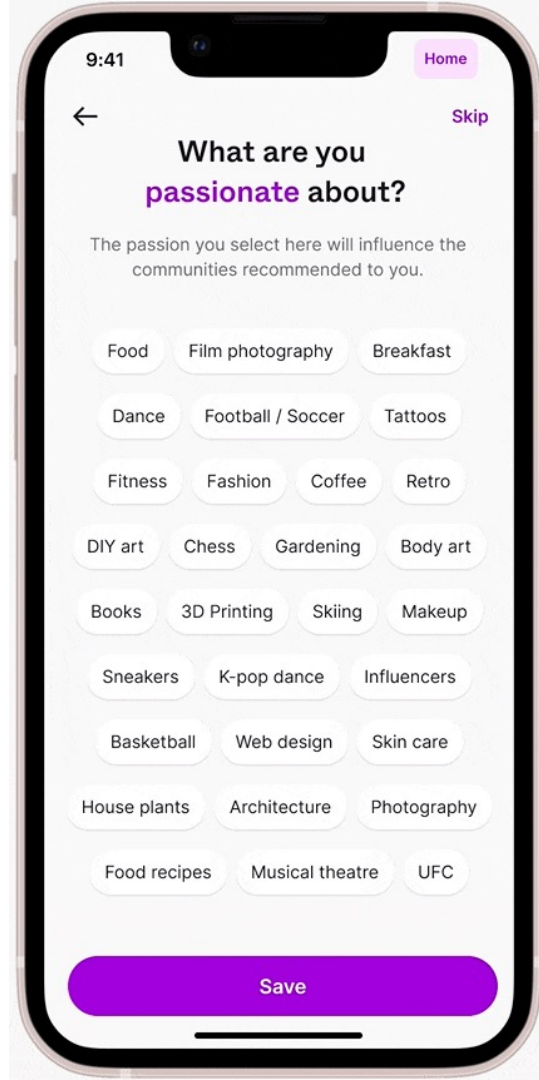
- Testers shown 2 variants of passion tags list, where they have to roleplay as a new user registering their account.
- In Variant A, they are tasked to find their passions in an uncategorised layout.
- In Variant B, they are tasked to find their passions in a categorised layout.



Test setup

# Variant A

Testers were asked to behave like a first-time user of the app. They are permitted to skip this step entirely if they wished to.

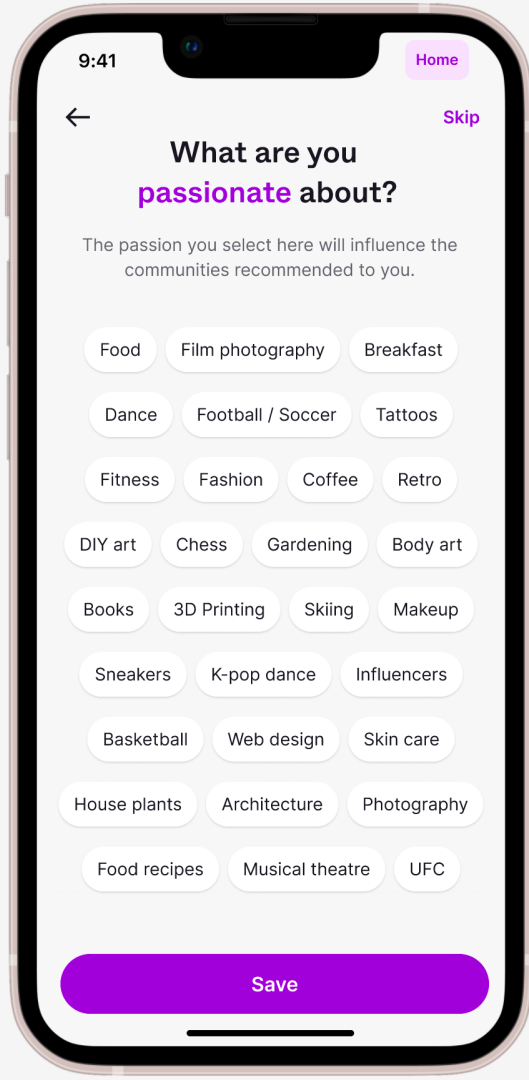


Test result

# Reactions to Variant A

All the testers **did not face problems selecting passions** in this design, with some stating that it was intuitive.

The testers noted that the passions shown are quite generic (as expected), and that they **will skip this step if none of the first few options interest them**.



## Quotes

# Variant A feedback



“Relatively intuitive, but it’s not great... not wow it’s amazing, but it just works. It’s nothing outstanding.”



Irina

“For me, I’m looking for specific content I’m interested in (on social media apps), being able to choose specific (passion/interest) options is more appealing.”



Max

“I don’t think I use it enough to encounter any difficulties. It is quite easy to use and very straight-forward. There is no hidden function, and very user friendly.”



Summer

“It was really easy to use this (design).”



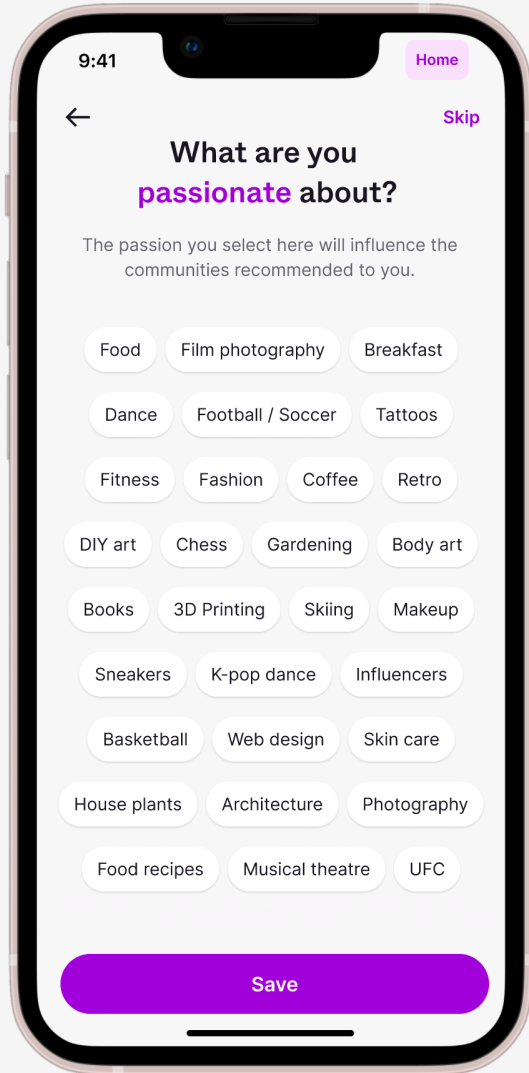
Ivan

Test result

# Usability flaw in Variant A

Most of the testers **did not know that they could scroll down this screen** to see more tags. The reasons for this include:

- The user interface that lacks an indication of more available tags below
- The test was conducted on a desktop device hence interactions were not as natural as on a mobile device.





# Usability flaw in Variant A

“It's not very obvious that you can (scroll), but I think on a phone, you're much more likely to do that.”



Irina

“I didn't know that there are more options. It would be good to see a side bar or arrow to indicate that there are more. It was not clear until I was told that there are more options.”



Anne-Marie

“I didn't know that you can actually scroll down. Maybe have a scrollbar so that people know that they can scroll? Otherwise people might misunderstand that (they have reached the end).”



Ivan

(Did not scroll in test A) “I saw that the bubbles (tags) got cut off (in test B), so I instinctively scrolled it.”



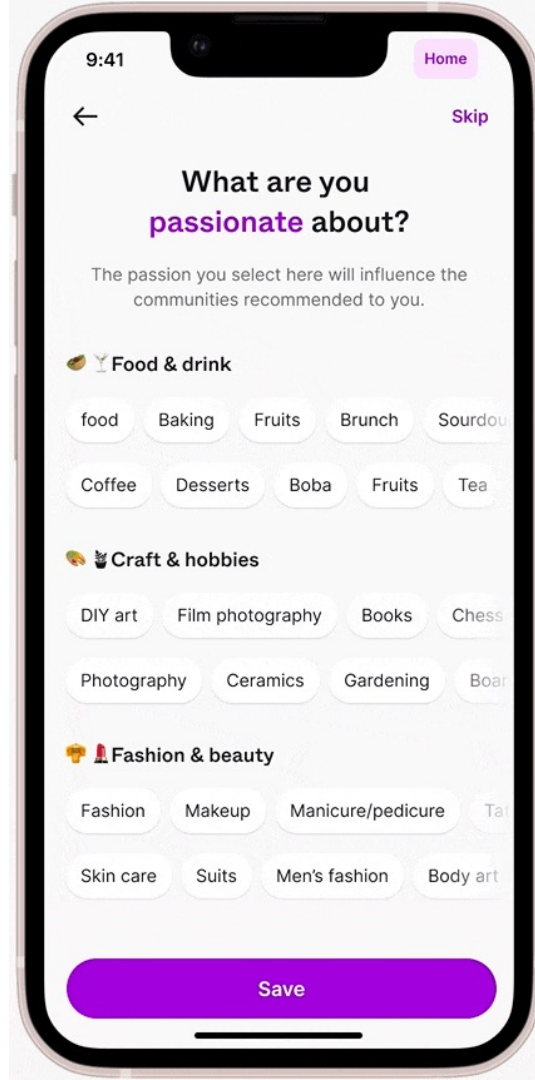
Max



Test setup

# Variant B

Like before, testers were asked to behave like a first-time user of the app. They are permitted to skip this step entirely if they wished to.



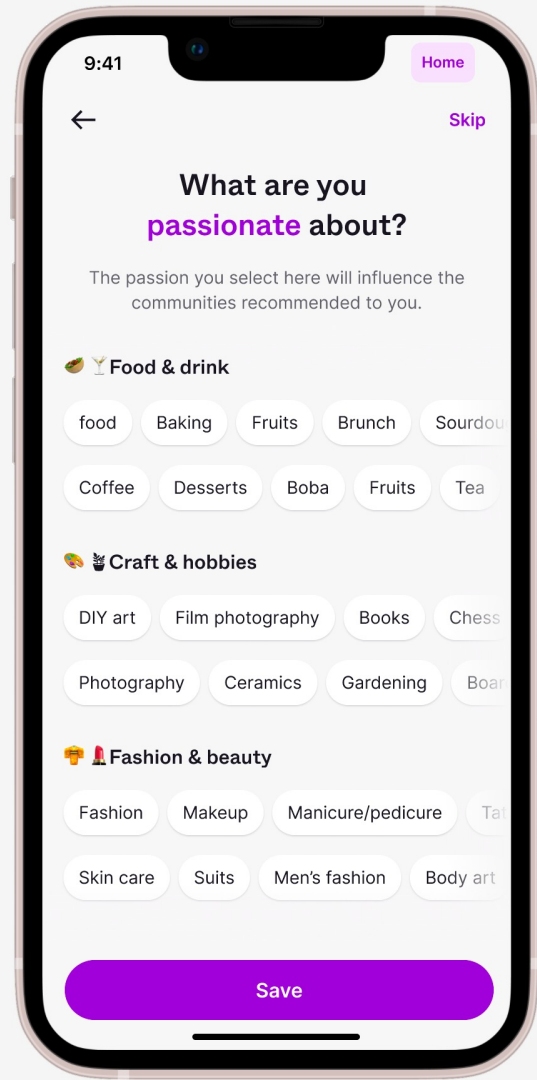
Test result

# Reactions to Variant B

Testers were split into 2 camps:

- **Liked** the categories for the better organisation and ease of finding related tags.
- **Disliked** the categories for the increased cognitive load and imaginary expectations to browse all of them.

In general, testers **spent more time browsing the tags** on this test than in Variant A.



# Testers who liked the categorisation



“I like (Test B) better because it is pre-categorised, it is not random”



Irina

“That is a lot more clearer because it is put into categories. Your eyes can move a lot more quicker to the things that you are interested in.”



Anne-Marie

“It helps me to find specific passions based on categories, whereas in test A everything is jumbled up. I enjoyed spending a much longer time on test B because I get to think about my passions by referencing the categories and tags shown under it.”



Ivan

# Testers who disliked categorisation



“It was very overwhelming for me. I would choose fewer options and try to skip it if it takes up too much time during the sign up process.”



Max

“I feel like I have to come up with something for every category. I feel like quitting (the task), it feels tiring, mentally I’m exhausted.”



Summer

Test results

# Tendency to select all passions

We asked testers how likely they would select all their passions during this step of the sign-up process.

We received mixed responses:

- 3 stated they would select all because they want to see content related to all their passions.
- 2 stated that they would only select a few because they expect to add more as they use the app, or they intend to use the app for select passions.





# Testers that will select all passions

“I’ll always pick all my passions to make sure that the app shows me what I want to see.”



Anne-Marie

(Indicated that she will select everything) “I want to see the things (content) that I want to see”



Summer

“I will select everything because I want to find people who have the same interests and the communities I want to be in.”



Ivan

# Testers that will select a few passions

“I’ll probably develop (my passions) over time instead of wanting to do it all at the beginning. I’ll prefer to add more as I go and find something that interests me.”



Irina

“I don’t necessarily need to see content related to all my passions on my social media page. (i.e. I want to indicate only some of my passions, not all)”



Max



Test result

# Preferred passion selection limits

Testers were asked to share their preferred minimum and maximum number of passion tags to be selected during the sign-up process.

For these 5 testers, the preferred **minimum number is 3**.

The testers did not come to a clear consensus on the **maximum number, which ranged between 5 to 20**.

All the testers were also comfortable with having passions related to religion, social and political issues, even though most of them are not interested in it.







# Quotes on selection limits

“For me, between 10 to 20 would be more than enough. If you were into a specific category, you would want to add almost all of them. Surely, everyone would have at least 3.”



Anne-Marie

“I would say 20, it would be quite a lot for passions. I think a minimum of 3 is common. I think somebody out there has at least 3 things that they like.”



Ivan

“5 is not enough, 10 is too many, so a minimum of 7 feels best. A maximum of 15 feels like it is too many but it is not overwhelming (to me).”



Irina

“A good number would be 3 to 5 since I usually see that (in other social media apps). I like many things but I’m only passionate about some.”



Summer

At least 3 would be interesting.



Max

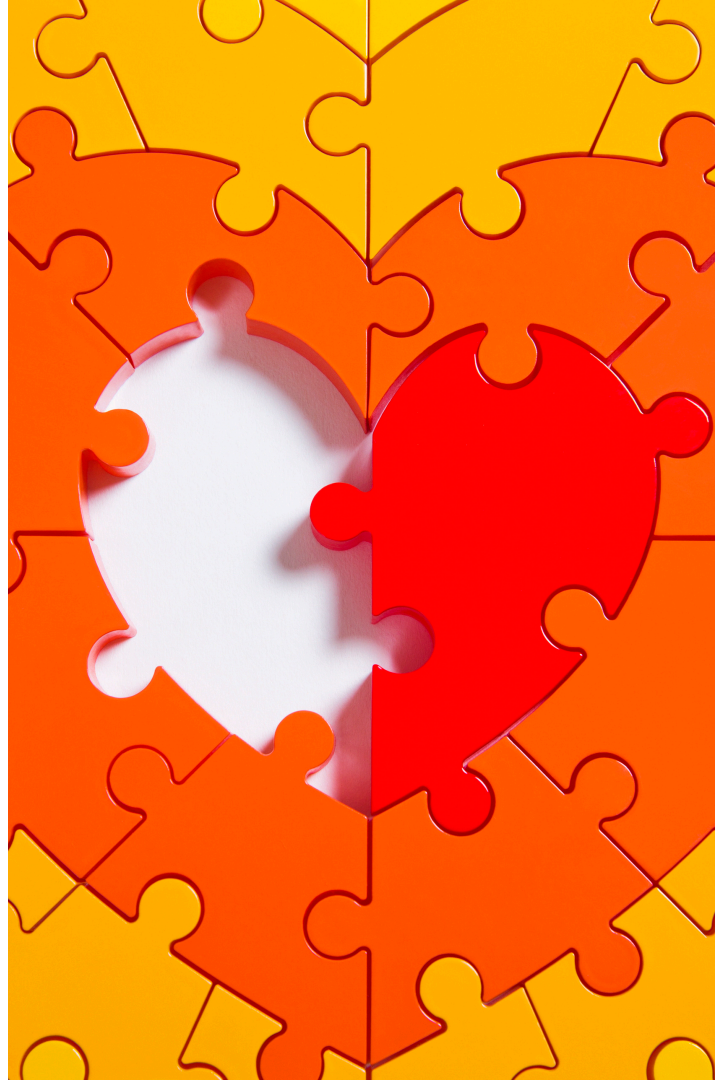
Test result

# Missing tags

We asked testers about their thoughts on the tags that were missing from the list.

Testers noted that **music, animal, and human issues (social, political, identity) tags** need to be expanded.

The expectation from testers that liked the design of Variant B is that they **want to see each category contain a minimum number of tags** (at least 10).





## Quotes

# Missing tags

“I’d like to see more various forms of classical orchestras and theatre. More options for societal and political issues (different countries, organisations).”



**Irina**

“More instruments and genres for the music category, and drama? Racial equality, sexual equality, other groups that want to be represented?”



**Anne-Marie**

“I can’t think of any right now. Just by having it categorised, the shortcomings of things become more visible. I notice what is missing (e.g. in the Animals category) more.”



**Max**

“Why can’t I select C-pop (Chinese pop)? Why is Porsche the only one (car brand)? What about other animals like hamsters?”



**Ivan**

“LGBT rights, Memes (I need sarcastic content in social media)”



**Summer**

Test result

# Provide existing tags for consideration

During the test, testers indicated that **they need existing tags** for their **consideration in order to identify and be reminded them of their passions**.

This insight matches a previous **user study on passion tags**, where testers noted that without a list of tags to choose from, they will struggle to think of their own passions to input on the app.





# Testers want existing tags for consideration

“Usually I don’t sit there and think about what passions I have; (I look for) whatever the list gives me, if there is something that I can relate to.”



Summer

“I enjoy the process as I get to think about the things that I like and reconsider things by looking through again to see what other options I have missed. ”



Ivan

Test result

# Variant preference

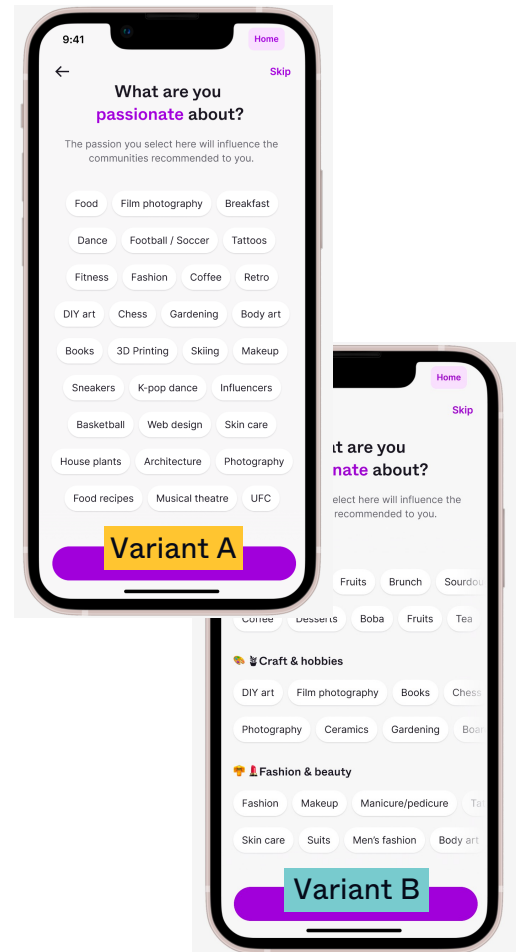
In this small test size of 5 testers, the result on their preferred test was mixed, with **2 preferring Variant A and 3 preferring Variant B**.

Testers preferred Variant **B** for:

- Ease of finding specific passions by using categories
- The fun process of discovering and selecting related passions while browsing the categories

Testers preferred Variant **A** for:

- Perceived lower cognitive load, where they felt that they only needed to decide whether to pick a tag or not
- Lack of expectations to go through the entire list. Testers felt that they did not have to look through every category (like in Variant B)

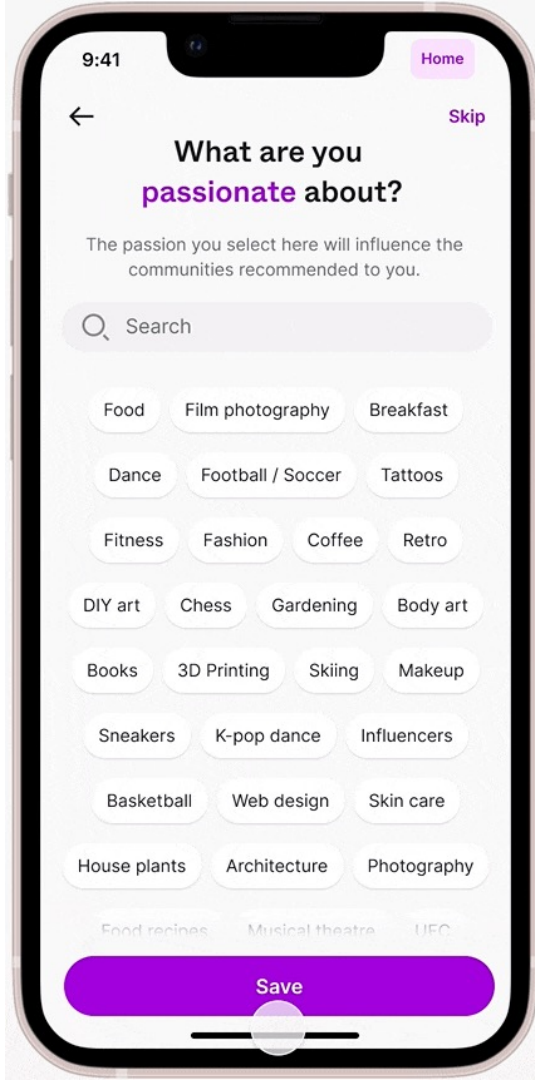


Test setup

## Variant C (Search)

Once again, testers were asked to behave like a first-time user of the app. They are permitted to skip this step entirely if they wished to.

They are also asked to roleplay as someone interested in dance-related passions.



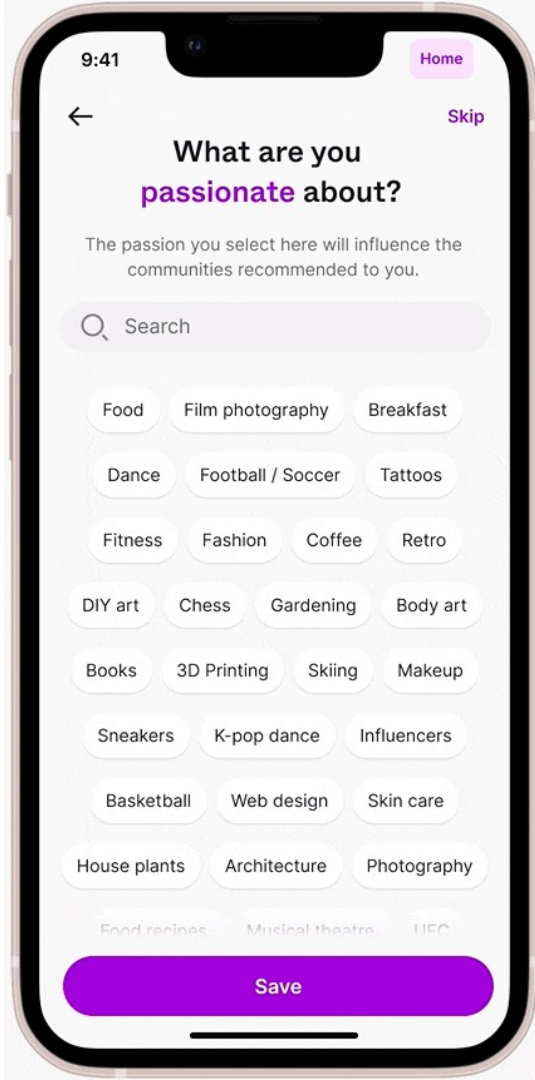


Test result

# Reactions to Variant C

The testers **unanimously like the search function** and want to use it to find specific or broad passions.

Most testers indicated that having this search function **does not eliminate their need to see some existing passions for reference first**; it simply helps them to find passions that they cannot see from the list.







# Testers want the search function

“I think it’s quite useful and I would use it quite often. I can go to specific category and I don't have to scroll to find it.”



**Irina**

“I would do a quick scan first, then I would type in and see if any tag is interested and/or relatable to me.”



**Max**

“I definitely use the search. Because it is very convenient for me to find my passion. You can search rather than spend a lot of time scrolling.



**Anne-Marie**

“The moment I see the search bar, I get to search for my favourite. The first thing I would do is to click on ‘search’ if I can’t find my passion.”



**Ivan**

“(The search function) is an improvement, it recommends detailed options when I search a generic term.”



**Summer**

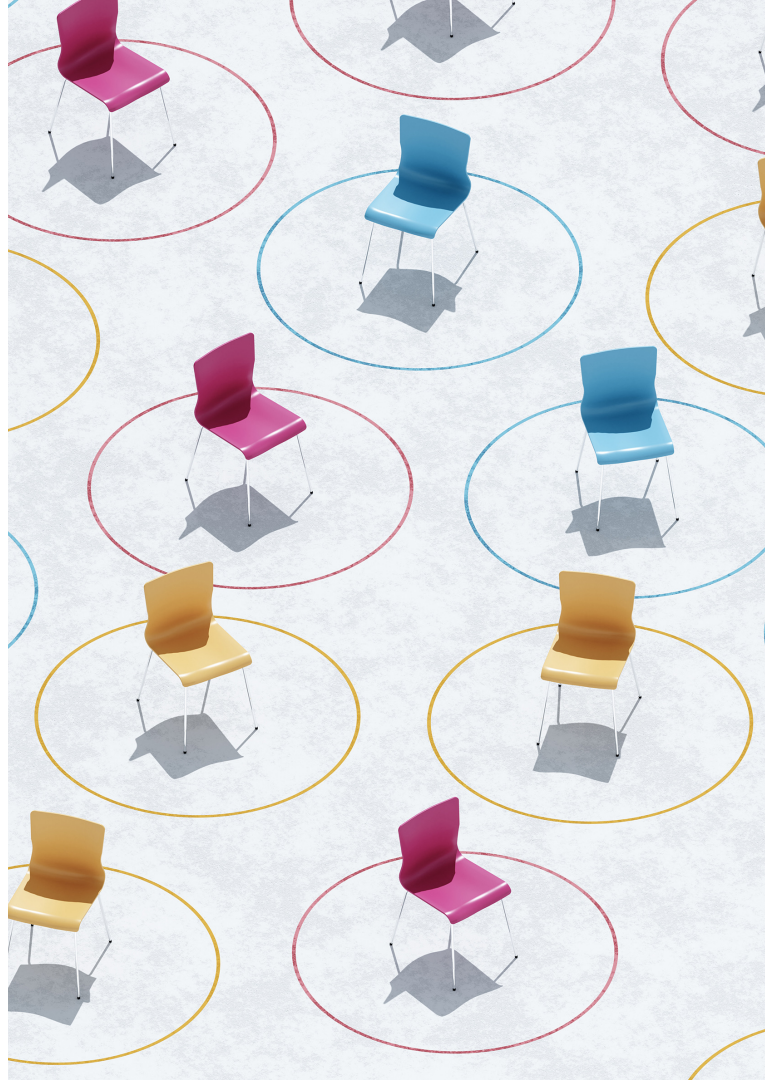
Test result

# Expectations after passion selection

As all the testers are aware that the Aaqua app is not ready for public release, they are **more forgiving of the app experience** that comes after selecting their passions.

Some testers are more optimistic and proactive, where they mentioned they **would wait for related content to appear much later or create a community or content** to provide visibility of their passion to Aaqua.

However, other testers noted that they **will churn from the app if they do not receive content that match their passion selection in a public-release version.**





## Quotes

# If some passions do not appear in content

“I would feel slightly negative because I would assume that a community for that passion doesn’t exist.”



Ivan

“I would feel negative and that the algorithm is not working if what I’m shown doesn’t match what I selected.”



Max

“Being on other platforms, I know that I want to see curated contents that I want to see. I get really frustrated if the content is shown is not what I’m interested in.” If I selected 20 passions, I expect half of it to be related to my passions to be satisfied.”



Anne-Marie

“I’ll be disappointed, but I would wait for more content to appear.”



Irina

## Quotes



# If none of the suggested content are related to selected passions

“I’ll delete the app. If it does not give me what I specifically asked for, that I invested time on, then I don’t need it (the app).”



**Irina**

“I will find that really frustrating, what is the point (of selecting passions) ? As a first impression I wouldn’t trust the algorithm. My scroll time (on the app) will be very short, and I will get off the app over time.”

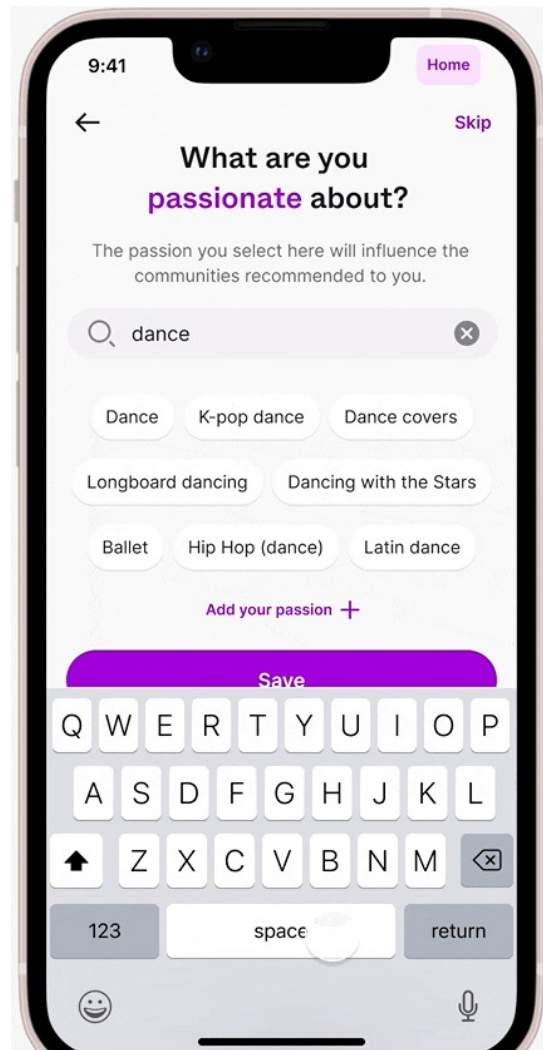


**Anne-Marie**

Test setup

## Variant C (Add passion)

During Test C, testers may also tap the 'Add your passion' button, albeit with the limited option to add a 'poledancing' passion tag.

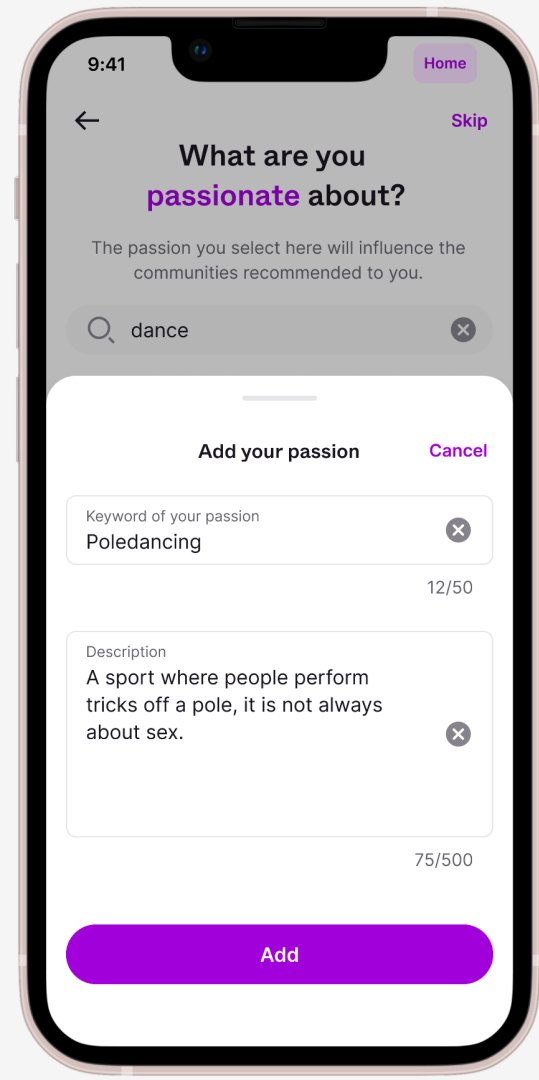


Test result

# Adding passions

Testers had **no usability issues** with this task. Some testers questioned the purpose of adding a passion tag, knowing that there will not be available content for them to browse. Some expectations they have (based on this context) include:

- They want to be **informed of new content/communities related to their missing passion** in the future.
- They want to be **informed of other users that share the same missing passion** in the future.
- They want to be able to **create a community** for their missing passion, and thus create content (or encourage others) related to that passion





# Expectations after adding passion

“I expected to meet people, who happens to be in the same interest as me, and hope to see content created related to the new passion. I may contribute my own content and see if there are people who are interested in it, and we can then build a new group together.”



**Summer**

“I want a pop-up (an option) for me to create a community from my newly-added passion.”



**Anne-Marie**

“I want to show other people my passion, so I’d be more inclined to create my own community. However, I’d also check if there is an existing community that I can join.”



**Ivan**

## COUNTERPOINT

“Does it mean I have to create the content if I create a new passion tag? If so, I’ll never do it.”

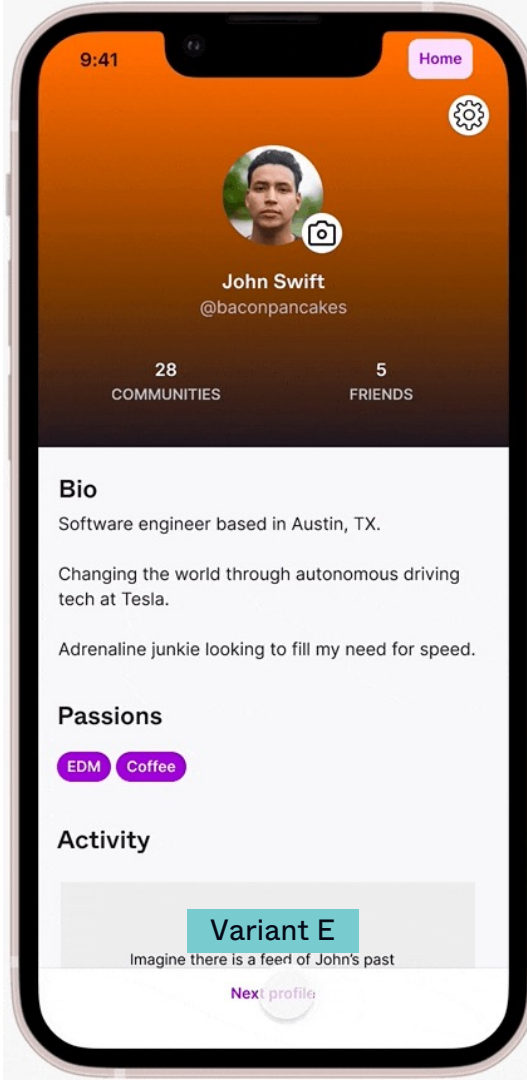
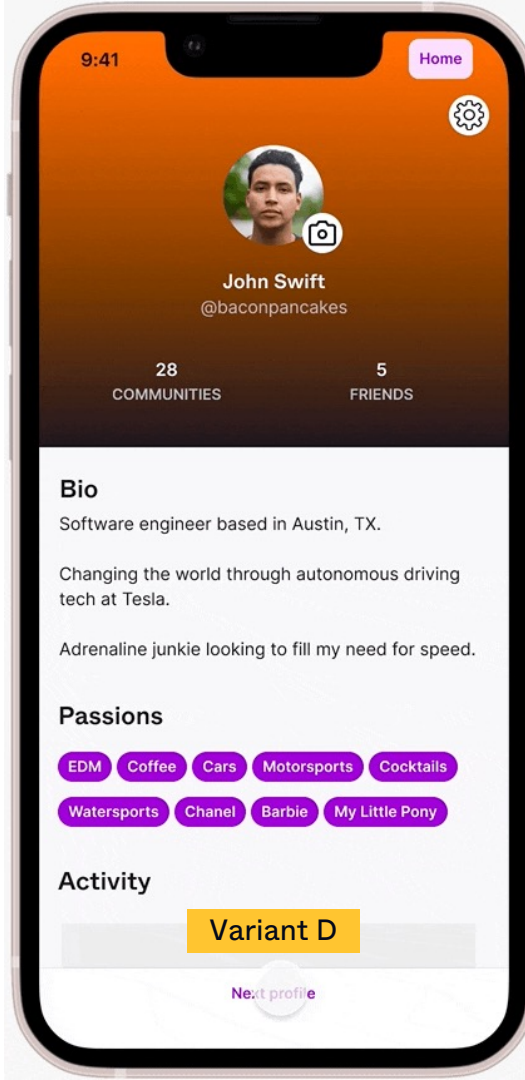


**Irina**

Test setup

# Passion tags on profile

- Testers shown 2 variants of 3 profiles with passion tags.
- The **Variant D** involves showing every passion that the profile owner has indicated publicly on Aaqua.
- The **Variant E** shows only passions that are common between the profile owner and the viewer.





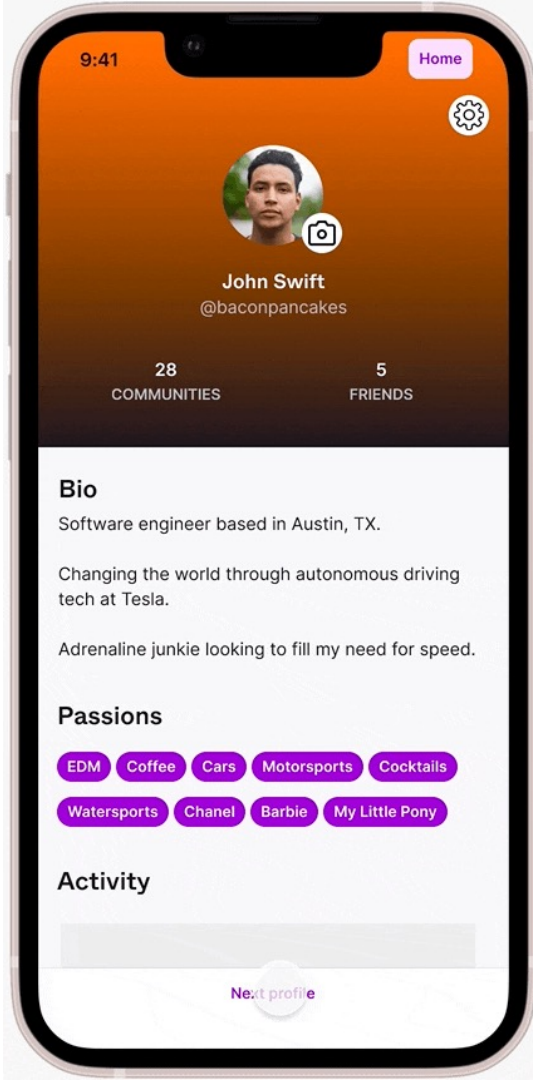
Test setup

# Reactions to Variant D

As a viewer of another person's profile, the testers liked being able to see the full spectrum of a person's passions. They believe it helps them understand the person better, which aids their decision-making to connect with the person.

Some testers noted potential cyberbullying or discrimination for profiles with controversial or unexpected passions.

As the owner of such a profile, tester reactions are split. Some are fully comfortable with showing all their passions, while others indicated that they would reduce the number of passions they choose in order to restrict what is shown on their profile.



## Quotes



# Showing all passions publicly

“I think it is fine since it is the same as Tinder. I think it’s helpful as I know that there are some common topics. It goes beyond just seeing the face.”



**Summer**

“I’m comfortable, but I just need to know this during the passion selection phase.”



**Irina**

“I feels that it is helpful to get connected with others. I’m very comfortable to show my passion since there is nothing to hide. I don't care about others judging me by my passions.”



**Ivan**

“I don’t have any obscure passions but if I knew they would all be displayed publicly, I would be very uncomfortable.”



**Anne-Marie**

## Quotes

# Reducing the number of passions selected for privacy



“I would cut down a few passion. It is useful but I don’t add friends via online interaction into my social media. I only add friends who I know in real life.”



**Irina**

“I wouldn’t take anything off personally but I imagine someone who is uncomfortable with it would remove more than half of their original selection.”



**Anne-Marie**

“I don’t have a big issue with it since it ok. I might reduce the number of passion since the information is also for other people to connect with me.”



**Max**



# About setting privacy settings on passions

“There are passions that I would not want to share with anyone and there are passions that I just want to keep it between myself and Aaqua.”



Max

“I need to know that the passion tags would appear in my profile before I select them. I can have a tag that I’m interested in but I do not want it to appear on my profile.”



Irina

“I feels that some people might feel disturbed about their passion. There might be cyber bully happening when the passion doesn’t fit your gender or race.”



Ivan

“I would like to have the options that I could remove some of the passions from public view. I would be very uncomfortable if I cannot make them private.”



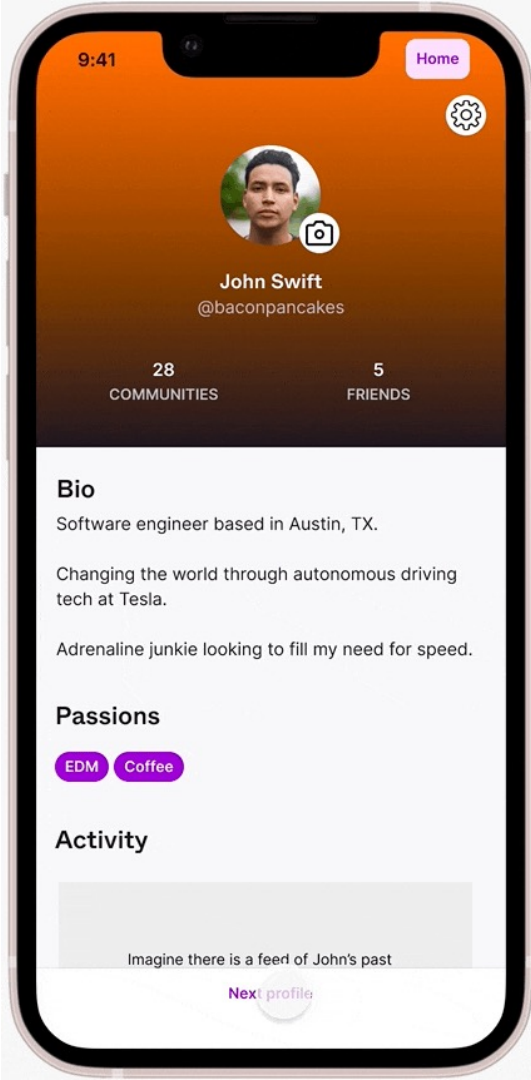
Anne-Marie

Test setup

# Reactions to Variant E

Testers found this version to be **safer for the social network**, as they believe there will be fewer opportunities for cyberbullying or abuse due to the limited shared passions shown.

However, testers noted that this restriction (to shared passions) **inhibits their ability to understand the personality** of the profile owner. This in turn can affect the odds of them reaching out to connect with strangers, and the odds of starting a successful friendship on Aaqua.





# Desire to see all passions instead

“I wonder if it would put me off befriending someone. Common passions are useful, but I’d like to be able to see non-common passions to understand if this person and I are on the same level (similar vibe) too.”



Anne-Marie

“I feel it is a lot more restricted. Now that I cannot see a common passion that I didn’t select for myself (chocolates), I feel distant to this person (and less likely to want to connect).”



Summer

“It would make sense on dating apps but I won’t want it to be for my friends. For friends, I would want them to be different and has nothing in common with me because it doesn’t matter.”



Irina

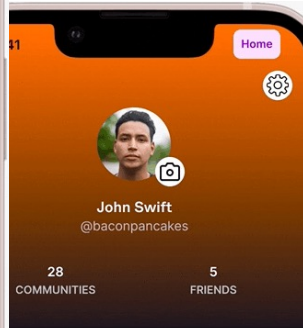
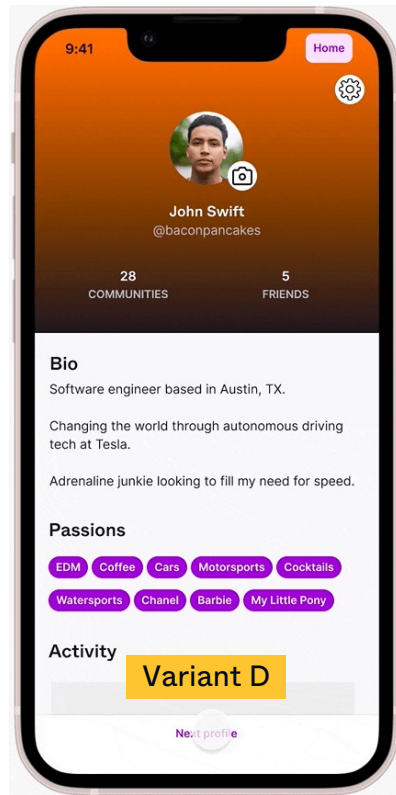
Test result

# Variant preference

All the testers **preferred variant D**.

While they recognised that variant E is safer for the profile owner, the **limited view of a person's passions inhibited their understanding of a stranger and their desire to befriend that stranger**. They also wanted the common passions to be highlighted first before showing the other passions that are not common.

The testers all have a more open personality that do not mind showing their passions publicly (and they will simply not choose those that they do not wish to show). They recognised that having **privacy controls will be essential for users that are not as comfortable with public display of personal info**.



are engineer based in Austin, TX.  
ging the world through autonomous driving  
at Tesla.  
adline junkie looking to fill my need for speed.

sions

Coffee

ivity

Variant E

Imagine there is a teen of John's past

Nex profile

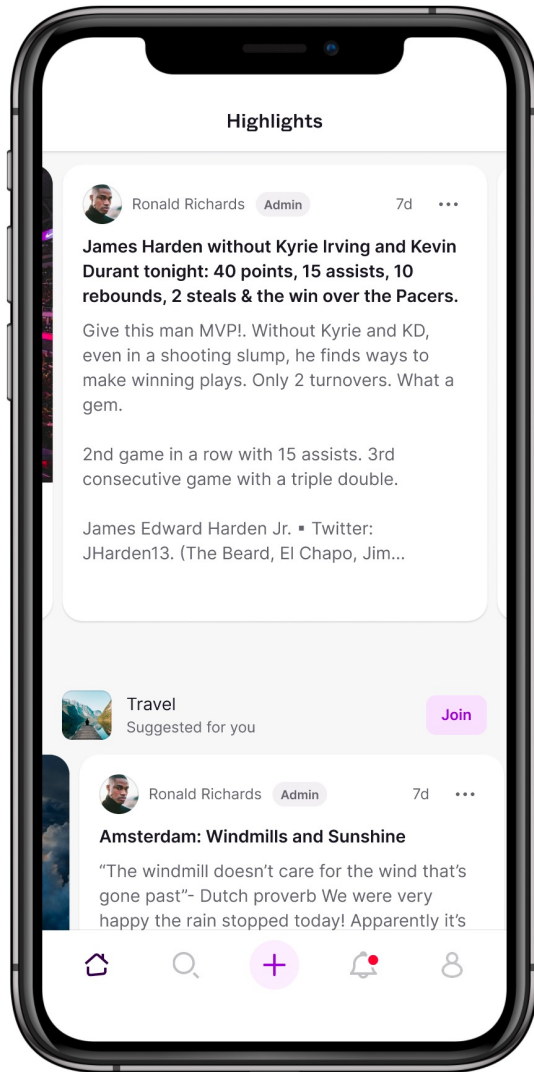
Test result

# Text posts

We asked testers about their thoughts on the current design of the text post on Aaqua.

Most testers indicated that while the visual style of the text post is not appealing, it does not affect their likelihood to interact with it because **their desire to view and interact with the specific community's content is more important.**

One improvement is to **make the 'title' or 'header' of the text post more prominent and** hide the longer paragraphs of the text post on the highlight card.





## Quotes

# Text posts



“It doesn’t have to be very attractive as people just want to ask a question without posting pictures. I find decorating a text post a hassle.”



Ivan

“If the community is very interesting to me, I would read the text post nonetheless.”  
*(Motivated by the community reputation than the post design)*



Anne-Marie

“Too much text (but I will still skim-read it). I wouldn’t read the second paragraph. The one-liner is pretty clear (visually).”



Irina

### COUNTERPOINT

“I will skip text posts because the visual look of it isn’t attractive. Maybe increase the size of the text and add colours so it looks more like proper content? The header is enough, I don’t need to see the details.”



Summer

Test result

# Collaborative content

We asked testers about their thoughts on enabling collaborative content creation in Aaqua communities.

In this open-ended conversation, testers were receptive to the concept, but **did not display strong enthusiasm in the idea**. Some testers noted that receiving tangible rewards or engaging activities are more likely to convince them to participate.



## Quotes

# Collaborative content



“I would prefer the collaboration to be within the community for safety reasons, and the ability to turn collaborative features on or off when creating content.”



Anne-Marie

“I’d enjoy looking at music or visual art collaborative content, but I wouldn’t participate in it”



Irina

“I’ll be more keen to join collaborations if there are rewards for it, but I’ll also join if the content is interesting or fun enough.”



Summer

“I think the relevance (of collaborative content) depends on the community style. For a gaming community, it doesn’t make sense, but for a cooking community where people show their cooking skills, it might be interesting.”



Ivan

**03**

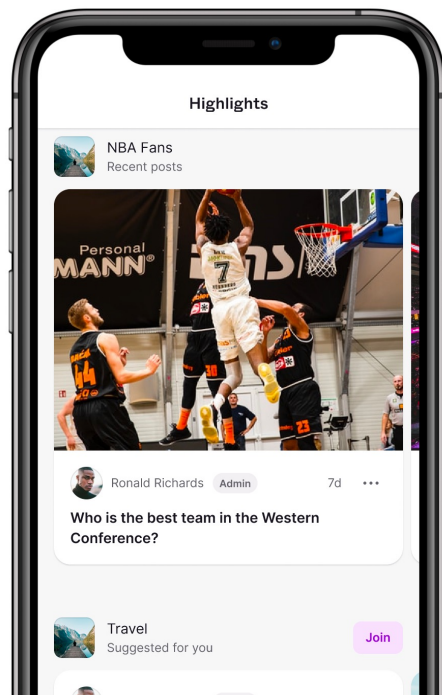
**Recommendations**

# Passion selection must be introduced as a complete app experience

**For the effort that users put into indicating their passions, they expect the app algorithm to use those inputs effectively.**

The testers in this study are more lenient with their expectations only because they are aware that the app is still in testing.

Without that context, the expectation is that **content shown should relate to their indicated passions, otherwise there is a high chance of user churn** due to lack of trust in the product offering.

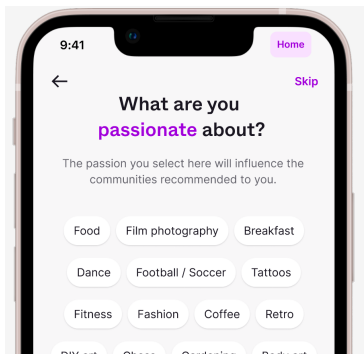




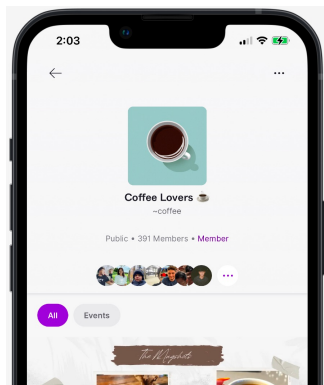
## Recommendations

# A complete passion selection experience

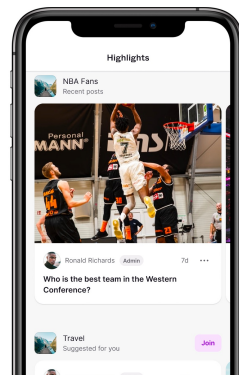
This comprises of:



An interesting list of relevant, popular passions that users can select from

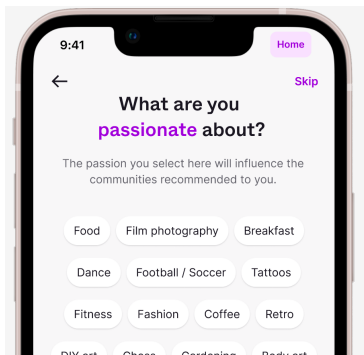


Existing communities and content related to those listed passions



Robust algorithm and recommendation engine that delivers the intended experience

# Passion list



An interesting list of relevant, popular passions that users can select from

The passions shown here can be on generic subjects (instead of specific ones. For example, showing 'painting' instead of 'watercolour').

What users expect to see is that **for every passion they selected, they will be able to find a related community or piece of content.** The success of this **impacts their trust in Aaqua's algorithm to deliver good recommendations.**

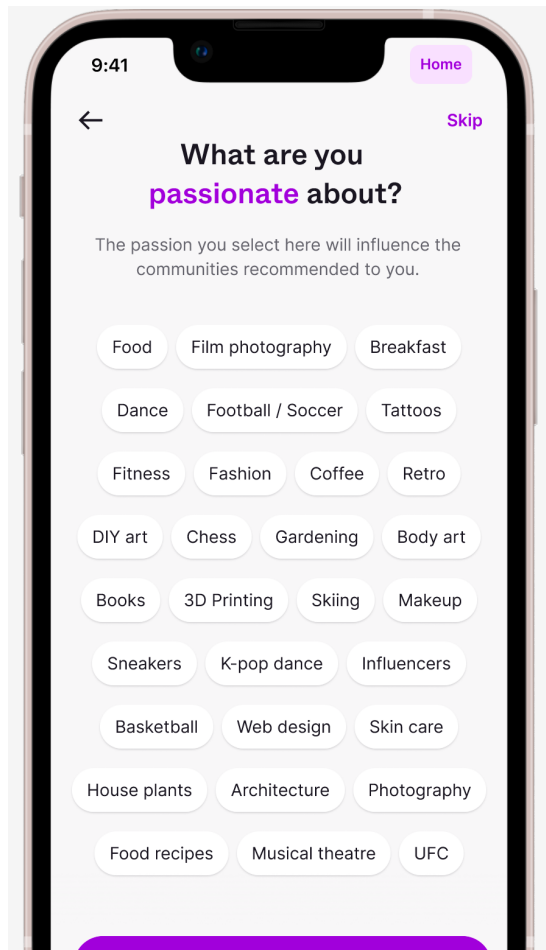
Existing communities and content related to those listed passions

Robust algorithm and recommendation engine that delivers the intended experience

# Design of the passion list

**Place the tags with the high quantity of available content/communities in Aaqua on top of the list**

Although a few testers went through the entire list of passions during the test, some indicated that they did not wish to browse everything. In test A, many testers even failed to scroll down the list to view all the passions. **Place the passions tags related to the best content in Aaqua on the top of list so that users are least likely to omit them.**



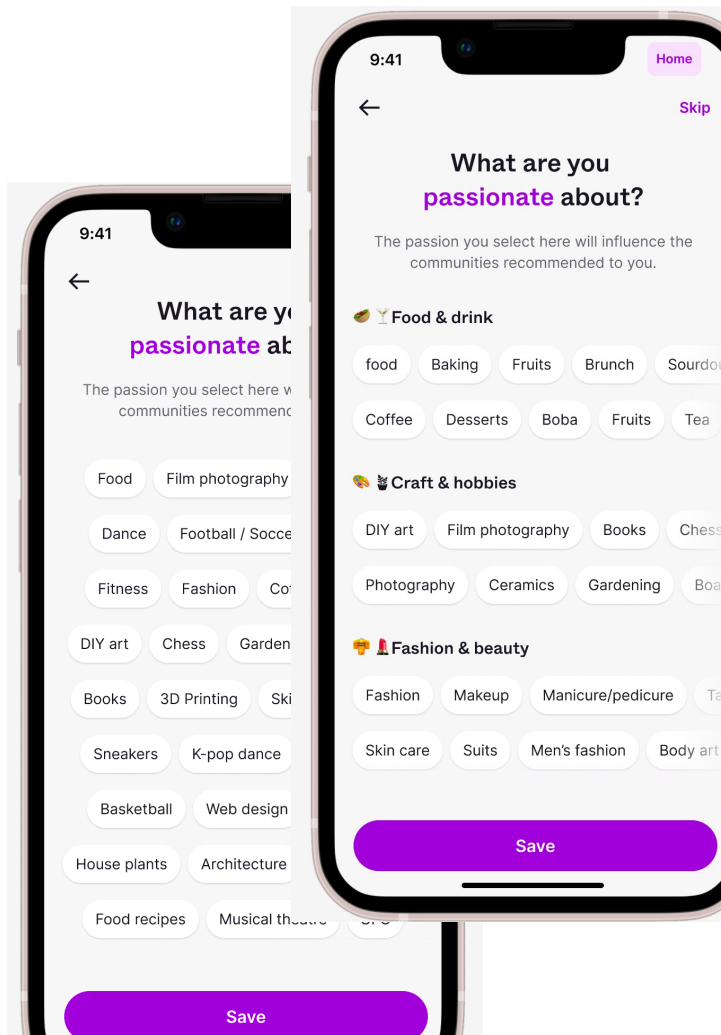


Recommendations

# Design of the passion list

**First 10 options should be diverse in subject**

Testers judge the range of content Aaqua can offer through browsing the list of available passions too. **Ensure that the first few tags or categories (approximately 10) are unrelated, so as to highlight the range of content that the social network can offer.**

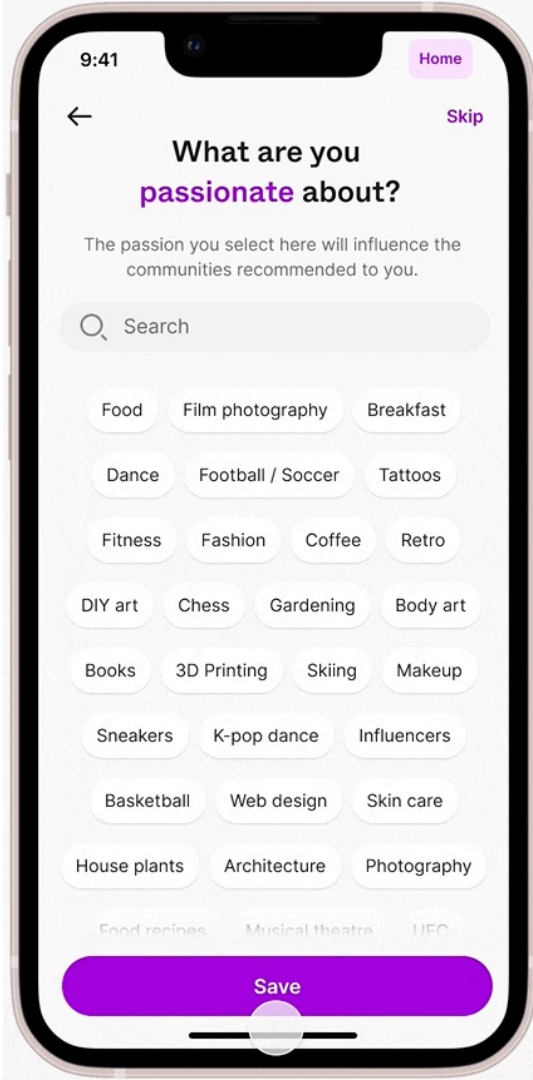


# Include search function

Testers unanimously had positive sentiments to this feature.

However, **take note that the following criteria must be met for success, otherwise it will be better to **not** introduce the feature:**

- Available tags must be comprehensive to cover various popular search terms. **Constant ‘zero result’ feedback will leave very negative impressions.**
- Search functionality must be flexible to show related terms as results. E.g. entering ‘Ronaldo’ should show ‘Football’ even if the ‘Ronaldo’ tag does not exist.



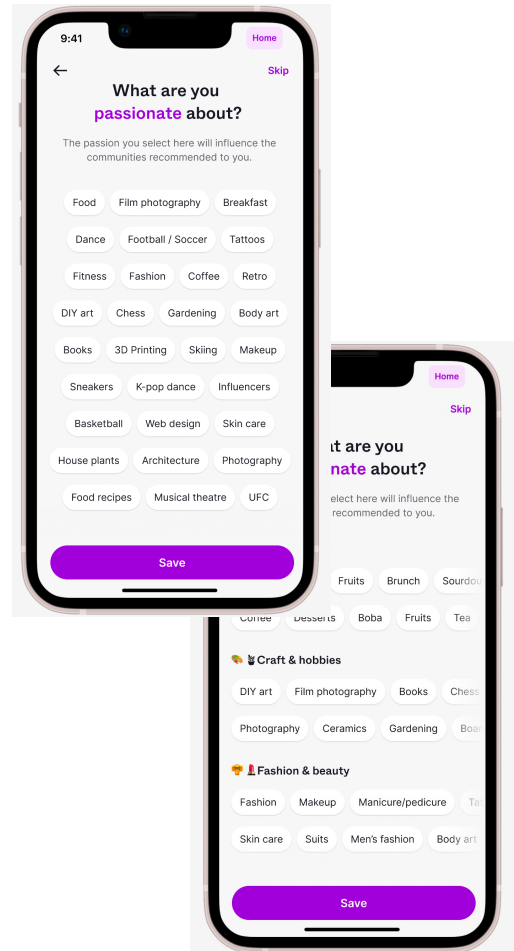
## Recommendations

# Categories or not?

**Categorise only when all the determined categories have at least 10 relevant tags**

Many testers complained about the lack of tags in certain categories during Variant B, which left a mildly negative experience during their browsing experience.

Ensure that **each category appears visually-full on the interface**. For the variant B design used in this test, an approximate number of 10 tags was sufficient.



## Recommendations

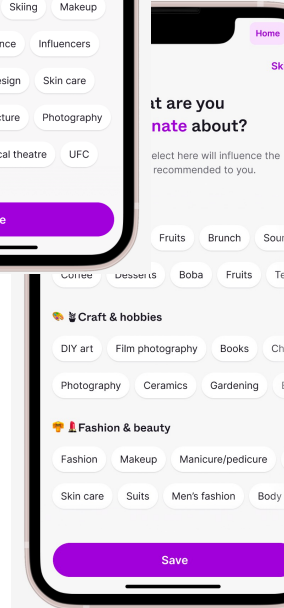
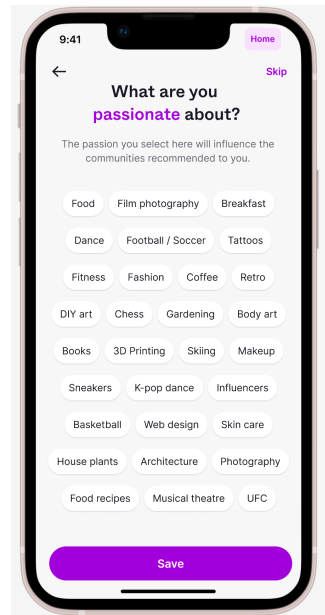
# Categories or not?

If the goal of introducing passion tags is to:

**Get users to select a few passions and to not skip the step – Show a list without categories (variant A).** All the testers spent significantly less time with the non-categorised variant, so impatient users are less likely to skip the step with this design. This might be better for the sign-up process where getting the first data inputs is critical.

**Get a comprehensive passion profile from a user – Show a list with categories (variant B).** Testers spent more time but were also more thoughtful and selected more passions than in variant A. This might be better for the ‘edit passions’ phase of the user experience, where the user is intentionally trying to improve their content experience.

🔄 Experience Design (XD)

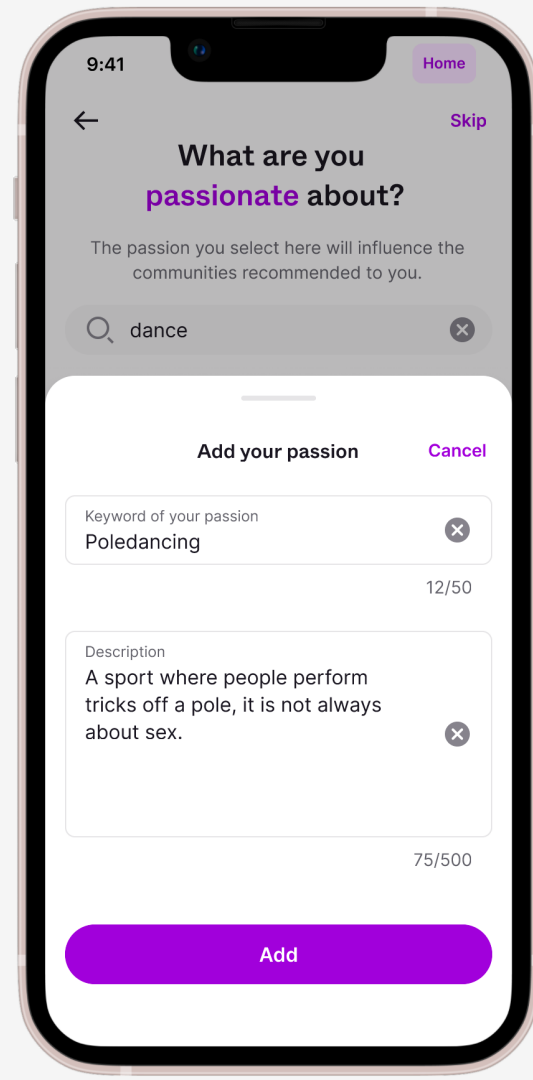


## Recommendations

# Process for missing passions

If user-entry of new passions is enabled, the following should be available to maintain a positive user experience:

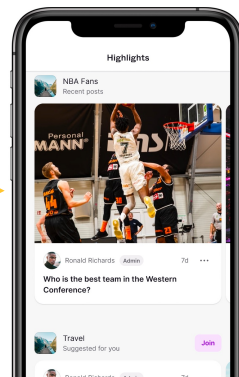
- **Provide reminder services to inform user of people and communities related to the new passion** – The testers indicated that they are willing to wait for their obscure passions to become more popular on Aaqua, and are very interested in connecting with like-minded people that join Aaqua later on.
- **Allow the user to create their own community** – Some of the testers indicated that they would like to introduce their passions to Aaqua, and are happy to take the initiative to start something.



# Content suggestions from passions

From the tests, testers indicated that they will **stop ‘trusting the algorithm’ and stop using the app if the suggestion content does not match any of their indicated passions.**

The testers do not expect a ‘100%’ coverage of all their passions, with some suggesting at least ‘50% to 75%’. Our recommendation is that suggested content should be related to **at least 2 passions** for a start.



An interesting list of relevant, popular passions that users can select from

Existing communities and content related to those listed passions

Robust algorithm and recommendation engine that delivers the intended experience

## Recommendations

# Display all passions publicly

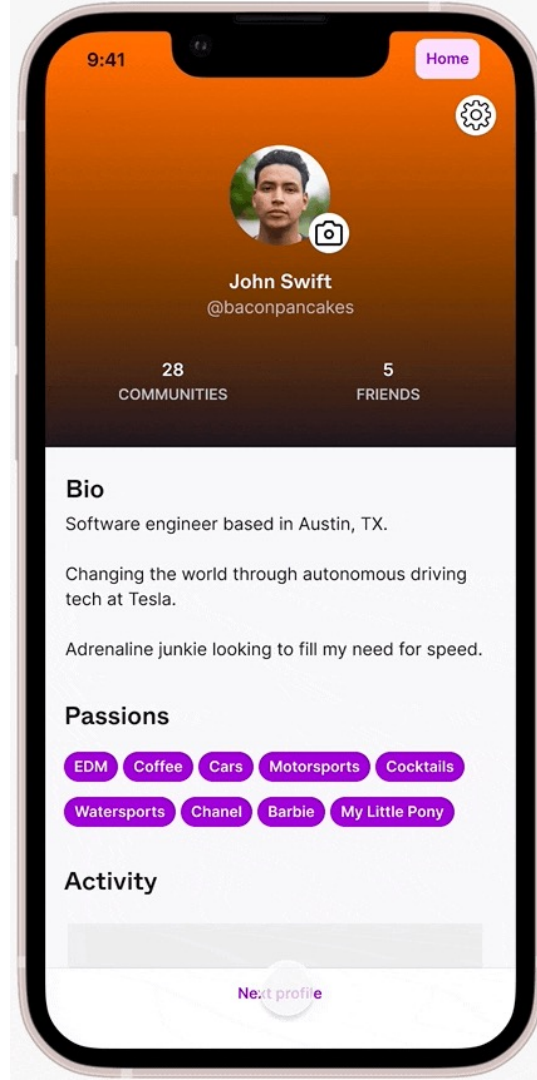
Testers found greater value in understanding people better than maintaining privacy.

The core expectation from testers regarding passion tags on user profiles is that **they want to determine if someone could be a compatible friend on Aaqua.**

Non-common passions are also an important factor in that decision-making.

If privacy controls are unavailable, a simpler resolution to **indicate clearly in the passion selection phase that all the passions will be shown publicly.**

Testers noted that they will reduce the quantity of their selection, but not significantly.





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