

Validating the idea of Dateventure

Annet Winters, Industrial Design Engineering, University of Twente, the Netherlands

Validating the idea of Dateventure

In this bachelor thesis, the idea of the startup Dateventure has been validated. The company wanted to get to know if it's worth developing its idea to bring it to the market. Dateventure is a startup with the intention to organise surprise dates for couples. The idea for this originated from 'Kiek'n wat Wordt' which was set up by two men a couple of years ago. They had developed a questionnaire to come up with the right activity, they found some companies in and around Enschede where activities could take place and the first dates were organised as well.

Unfortunately, this concept was never worked out any further.

However, the idea was still interesting and Erik van de Pieterman wanted to develop the idea further. With this, Dateventure was created. Multiple students are currently working on this concept to develop it further. The objective was to validate the idea and to be able to get to do this, the main research question was set up as follows: in which ways does the idea of Dateventure add value to its users?

For this research, qualitative interviews have been executed to get to know the target audience, problems they encounter with organising dates, and their experience with surprising each other. After gathering this information, user personas were set up, value proposition canvases were filled in and a list of requirements was set up. Next, a prototype has been built, tested and surveys were filled out to evaluate this. Furthermore a storyboard has been created to get even more insight in the process.

With the interviews, the way of organising dates was researched. Several problems that arise with that were discovered and built upon further. A prototype in the form of a questionnaire has been made and tested with the help of a survey. With this questionnaire the information becomes known that is needed to be able to organise a date, in terms of the organisational aspect, but also the interest to match an activity. It became clear that all the organisational aspects are taken care of, but to match an activity in terms of interest is yet unsure. Other points that need more research are the way of communication to customers, the success rate of the organised dates and the value of the questionnaire itself.

It can be concluded that there is definitely interest in using Dateventure. New memories and conversation material could be created with this. Dating in general shows appreciation of the relationship and Dateventure makes dating easier by taking over the organisational aspect, which is something users see value in as well. However, there could be more research done in the future. It is advised to test the whole concept in real as well, to see whether all things are taken care of and whether this works or not. By obtaining real experiences it can become more clear where further improvements should be made.