Taimi Research: TMR-28 Why dating apps have nothing in common with your emotional burnout



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Goal @

What are we trying to find out?

gather insights, pain points of user's dating experience

The goal of this research is to explore the relationship between dating struggles and the use of dating apps, examining how these platforms contribute to or alleviate the challenges individuals face in the dating landscape, particularly within the LGBTQ+ community.

The Task @

- 1. Make hypotheses about how users plan their dates, including when, where, and how they schedule them, as well as what factors influence these decisions.
- 2. Formulate questions to uncover users' dating habits, preferences, and challenges in planning dates.
- 3. Send out invitations for interviews with users who meet our target audience criteria.
- 4. Conduct interviews with internal users and a sample of external users from the app.
- 5. The research is expected to reveal that while dating apps can contribute to dating struggles, they are not the sole cause of disappointment in the dating experience. Other factors, such as societal expectations, individual self-esteem, and communication styles, also play significant roles in shaping users' emotional well-being.

Research Plan @

This research will involve three key approaches: @

- 1. Quantitative Research: Sending out a survey to users to understand what part of our users struggle with emotional burnout.
- 2. Qualitative Research: Conducting in-depth interviews with users to gain insights into their perspectives on emotional burnout in general.

1	Section 1: General Dating Experience and Struggles	How would you describe your general experience with dating? What challenges or frustrations have you faced in the dating scene, both on and off apps? How do you think your identity within the LGBTQ+ community has shaped your dating experiences? In what ways, if any, have societal expectations impacted your dating life? Do you feel any pressure to find a "perfect match"? If so, what do you think drives this feeling?
2	Section 2: Use of Dating Apps	How long have you been using dating apps, and what initially led you to start using them? How would you describe your experience using dating apps? What aspects of dating apps do you find beneficial? Are there any features or common interactions on dating apps that you find frustrating? How often do you use dating apps, and what keeps you coming back to them? Have you ever felt that using dating apps has contributed to feelings of loneliness, burnout, or emotional exhaustion?
3	Section 3: Expectations and Satisfaction	When you started using dating apps, what were your main expectations or goals? Have these changed over time? Do you feel that dating apps meet your needs or expectations for dating? How do you feel when you experience rejection or superficial interactions on dating apps? In what ways do dating apps help or hinder your efforts to build meaningful connections?
4	Section 4: Connection vs. Loneliness	How would you describe the balance between feeling connected and feeling lonely while using dating apps? Are there specific types of interactions on dating apps that make you feel more connected or disconnected? How often do you feel that conversations on dating apps lack depth or substance? Have you noticed a difference in the level of connection with people you meet on apps versus those you meet in person? How do you typically handle feelings of loneliness or frustration that might come from dating app interactions?
5	Section 5: Demographics and Diverse Experiences	Do you feel that dating apps cater well to people of different backgrounds within the LGBTQ+ community? Why or why not? Have you noticed that certain demographic factors—like age, gender identity, or sexual orientation—affect your experience on dating apps? How do you think your own background and past experiences influence your interactions and expectations on dating apps?
6	Section 6: Temporary Solutions and Emotional Well-being	Have you found that dating apps address any emotional or relational needs for you, or do they feel more like temporary fixes?

		Do you think dating apps could or should do more to support users' emotional well-being? If so, how? How often do you find yourself feeling frustrated or emotionally drained after using dating apps? Have you encountered challenges with feeling vulnerable or open on dating apps? If so, how do you manage these feelings?
7	Section 7: Broader Influences on Dating Experiences	Besides dating apps, what other factors (such as finances, societal expectations, or personal issues) do you feel impact your dating experience? How do you think external pressures, like family expectations or political issues, affect your approach to dating? If you could make one change to your dating app experience, what would it be, and why?

Hypothesis @

- Increased Pressure: Using dating apps may heighten the pressure to find the "perfect match," contributing to dating struggles such as emotional burnout and dissatisfaction.
- Connection vs. Loneliness: While dating apps facilitate connections, they may also foster feelings of loneliness and disappointment when users face frequent rejections or superficial interactions.
- **Diverse Experiences:** The impact of dating apps on dating struggles varies among different demographics within the LGBTQ+ community, with specific groups experiencing more challenges than others.
- **Temporary Solutions:** Dating apps may provide temporary solutions to dating struggles, but they do not address underlying emotional issues, leading to a cycle of frustration.
- User Behavior: The way users engage with dating apps—such as their messaging habits and response rates—directly correlates with their reported dating struggles.

Methods and interviewees @

Requirements to interviewees:

1. Location - USA

2. Age: 18-45

3. Gender: All genders

We have conducted 5 interviews.

Hypotheses validation ∅

1. Increased Pressure: Using dating apps may heighten the pressure to find the "perfect match," contributing to dating struggles such as emotional burnout and dissatisfaction.

DENIED X

As it turns out, our users don't feel this way at all. In fact, they see dating apps as a way to relieve pressure, not add to it.

For many, these platforms make dating less stressful. They love the ability to connect with others at their own pace, explore options, and meet like-minded people without the awkwardness or pressure of traditional dating. Instead of feeling overwhelmed, users feel more in control and empowered.

This feedback reminds us how important it is to keep dating apps fun, inclusive, and easy to use. It's not just about matching—it's about creating a space where people feel comfortable and supported in their search for connection.

2. Connection vs. Loneliness: While dating apps facilitate connections, they may also foster feelings of loneliness and disappointment when users face frequent rejections or superficial interactions.

DENIED X

We also looked into whether dating apps might make people feel lonelier—thinking that frequent rejections or superficial interactions could leave users feeling disappointed. But our research showed the opposite. Dating apps don't create loneliness; instead, loneliness is often what brings people to use them in the first place.

For many users, these platforms are a way to break out of isolation and seek meaningful connections. Even when some interactions don't go as planned, users appreciate the chance to put themselves out there and explore new possibilities.

This insight reminds us of the deeper role dating apps play—not just as tools for matching but as bridges that help people feel less alone. By focusing on creating authentic, inclusive, and uplifting experiences, we can continue to support our users in their journey toward connection.

3. Diverse Experiences: The impact of dating apps on dating struggles varies among different demographics within the LGBTQ+ community, with specific groups experiencing more challenges than others.

DENIED X

Our research showed that this isn't the case. The experiences people have on dating apps are more about individual preferences and circumstances than about specific demographics.

Users across the LGBTQ+ spectrum shared similar stories of both struggles and successes, emphasizing that dating apps provide a valuable platform for connection and self-expression. While challenges like ghosting or mismatched expectations exist, they aren't tied to any particular group but rather reflect the complexities of dating in general.

4. Temporary Solutions: Dating apps may provide temporary solutions to dating struggles, but they do not address underlying emotional issues, leading to a cycle of frustration.

QUESTIONABLE ?

While dating apps don't claim to resolve underlying emotional issues, many users see them as helpful tools for connection, self-expression, and personal growth.

For some, dating apps are a step toward building confidence and exploring what they want in a relationship. While frustrations can arise—like mismatched expectations or ghosting—most users don't blame the app itself. Instead, they view these moments as part of the natural ups and downs of dating.

This highlights the

5. User Behavior: The way users engage with dating apps—such as their messaging habits and response rates—directly correlates with their reported dating struggles.



The idea that user behavior—like messaging habits and response rates—directly correlates with dating struggles is compelling and likely holds some truth. How users engage with dating apps can shape their experience significantly. For instance, a user who takes the time to craft thoughtful messages and engage authentically may have a different experience than someone who sends generic messages or doesn't respond promptly.

From our perspective, this hypothesis highlights a key factor: the interplay between effort and outcome. Users who actively participate in meaningful conversations and invest time in the process often report more positive experiences. Conversely, those who struggle with consistent engagement might feel more frustration or dissatisfaction.

IMPORTANT INSIGHTS 🏲 🖉



Dating Apps Offer Control Over Emotional Investment:

One key advantage of dating apps is the control they give users over their emotional investment. You decide when and how to engage, which can prevent feelings of emotional exhaustion compared to traditional dating scenarios where unpredictability often adds stress.

Feedback Loops Can Improve Experiences:

Features that encourage healthy engagement—like reminders to reply, tips on crafting authentic messages, or tools to manage ghosting—can help users navigate common frustrations. This shifts the focus from outcomes to the process, reducing emotional strain.

· Reframing Rejection:

Dating apps normalize rejection by offering more opportunities to connect. For many, this reframing turns rejection from a personal failure into a normal part of meeting people, reducing its emotional impact.

· Focus on Enjoyment Over Results:

Many users find dating apps enjoyable because they offer playful features like swiping, matching, or even lighthearted profiles. Emphasizing this aspect in app design can help users approach dating with curiosity and fun, lessening the emotional toll of unmet expectations.

· Safe Exploration:

Dating apps allow users to experiment with different types of interactions and connections in a safe, low-stakes environment. This helps people avoid burnout by providing spaces for exploration without significant emotional or social risks.

Conclusions @

Our research clearly shows that dating apps are not the culprits behind emotional burnout—in fact, they're quite the opposite. For many users, these platforms offer a sense of control, relief, and empowerment in navigating the complex world of dating. Instead of adding pressure or fostering loneliness, dating apps provide a safe space to explore connections, break out of isolation, and engage at one's own pace. While challenges like rejection or mismatched expectations are part of the journey, they reflect the natural dynamics of dating rather than flaws in the platforms themselves. By focusing on features that encourage meaningful interactions, authenticity, and enjoyment, dating apps can continue to serve as valuable tools for connection, proving that emotional burnout is more about the approach to dating than the apps facilitating it.

Quantitative surveys @

