

Branding → UX → UI

Sparkk Dating App

In development → [See screens on Marvel](#)

BRIEF

I was approached by a connection to help develop the brand and UI for a new dating app that looked to modernise the 'missed connections' concept - that feeling of shared attraction in a passing moment in public - a spark. The word '[Mamihlapinatapei](#)' sums it up quite nicely.

We wanted to make an app that captured that whirlwind feeling while keeping the UI and general experience, easy, intuitive and lighthearted.



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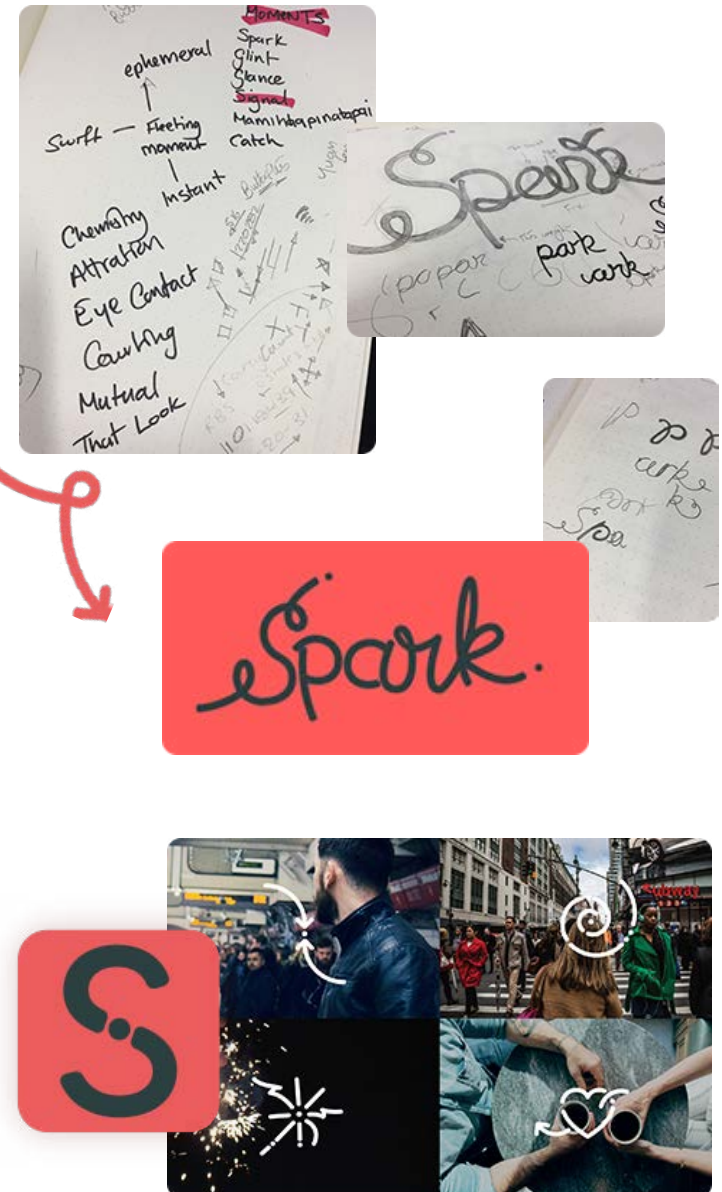
BRAND

Initially the app was called Moment and then Catch. We eventually settled on Sparkk as we felt it was more evocative and had more potential in exploring different parts of the visual identity. I wanted to emphasize spontaneity and starting a journey.

I began exploring using lines and line shapes to represent feelings and concepts which lead to creating a custom script logotype. I worked on several iterations on paper to begin with and liked the direction, eventually digitising the script. I was happy with the initial design until it was pointed out that it looked like the word 'Spank'. Which wasn't ideal.

It was then decided that we would go with a simple sans serif logo, while exploring other aspects of the identity and user interface. At this point, I began to formalise this within a brand book.

We felt we had created a visually unique brand, which embodied the values we felt the app should be built on.



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USER EXPERIENCE

My first steps were to begin sketching out ideas and users flows on paper.

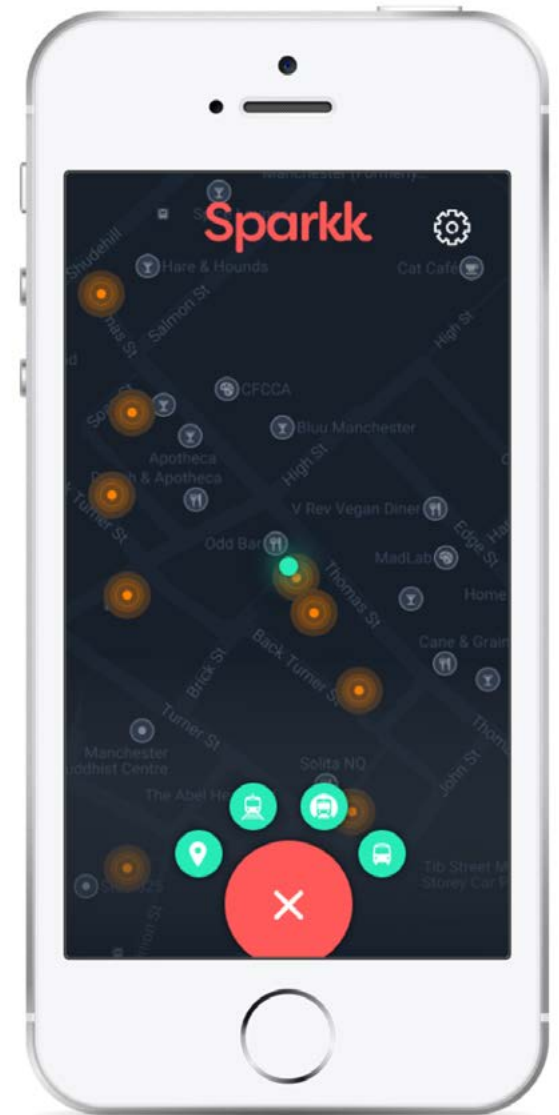
We established three things we wanted users to do once they had had a 'spark' with someone else

1. Register that spark at the location
2. Find a spark at a particular location - current or past
3. Chat with those people

My aim was keep the UI free of superfluous elements and colour code each type of action. Green for location. Orange for other users, and red for the user.

As a fairly unique concept, I also wanted to ensure that users knew why they were asked to do something and how to do it, using concise instructional microcopy.

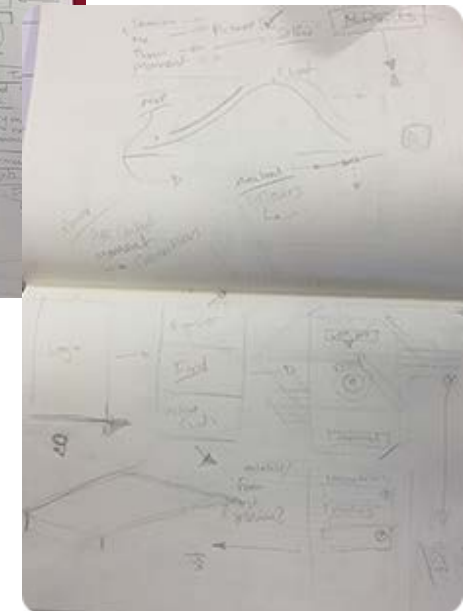
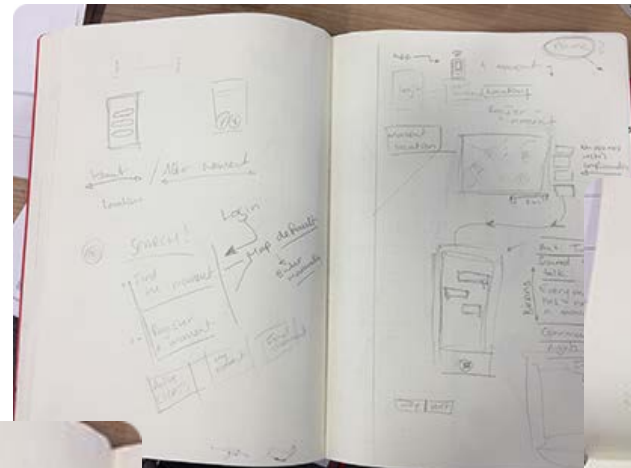
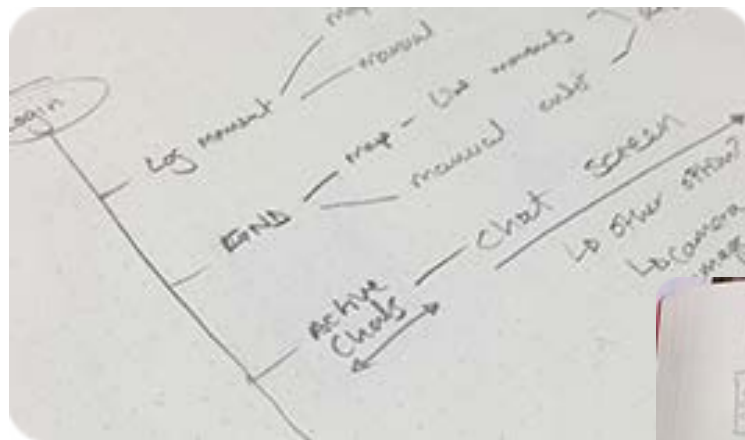
I was concerned that users may wish to register a Spark on public transport and design a user flow for this case. However, later considered this to over complicate the process for the MVP.



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DESIGN

Following design of the main user journeys, I then went on to create journeys for the settings, chat and onboarding.

The design was well received and we even had opportunity to test in a bar setting on two occasions which yielded positive feedback.

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