Applet Design based on the Post-epidemic Era about the Maintenance of College Students' Long-distance Relationship

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Abstract

Based on the social networking platform, closely around the relevant national policies, mainly for the relationship problems of college students, especially from the "long-distance relationship" to maintain the aspect of the application designed for young couples in love communication - "Love. Honey Love Me" APP. The target users are mainly college students aged 18-24 who are in long-distance relationships. This paper designs and develops the relevant functions of the APP according to the relationship characteristics and tendencies of these groups to help them solve the common or special problems in their relationships, prompt them to establish the correct relationship values, promote the communication between the two parties in love and maintain their relationships. APP mainly provides sweet interaction, love timeline, mood station, couples mall four interfaces, dedicated to entertain themselves to others, help charity, personalized private ordering, guide the development of the psychological health of love and other functions, all-round, multi-angle to create an exclusive love platform for couples, adhere to the original intention of making honey for love, make love sweeter, so that the emotional exchange between couples more three-dimensional.

Keywords

APP; Long Distance Relationship; Love Platform.

1. Introduction

In October 2019, the Ministry of Education and the National Health and Wellness Commission proposed to incorporate marriage education into the content of school education, so as to guide college students to establish a civilized and healthy concept of marriage, and to put the marriage education of contemporary college students in an important position to guarantee the development of students' physical and mental health[1].

For most young people, especially college students, falling in love is an essential part of life. According to the research, it is known that the young group of 18 to 24 years old is the main group of social e-commerce users, and their psychological characteristics of love are often shown as: lack of experience in love, eager to fall in love, do not know how to properly handle love relationships, and willing to invest money for love. There are also many people who are long distance from their loved ones for various reasons, or who neglect to give their other half from time to time because of their busy schedules. So, the lack of effective communication has

become a problem for couples to face, in this case, the two sides a little inattention will lead to quarrels and even breakups, or worse, no diversion of emotional friction, may cause a tragic end[2]. And now on the market for couples in love specifically designed APP, and this article is specifically for couples to communicate effectively, to guide the benign development of love, to help couples better manage their love design an APP, from this point of view, this product has a huge market potential.

2. User Research Analysis

2.1. Research Analysis

The age distribution chart of Chinese social e-commerce users in 2019 divides the age of Chinese social users into five age groups: under 24, 25-30, 31-35, 36-40, and 41 and above. According to statistics, 35.7% of users are under 24 years old, ranking first in each age group. Combined with the Chinese society's love customs and uphold the attitude of protecting minors, it is concluded that the main users of Love Me software are 18-24 college student couples in different places[3].

There is a vast market demand for relationship services in China and there is room for upside. According to Statistia, the relationship services market in China was worth approximately $691 million in 2018, accounting for 22% of the global market, and is predicted to grow by 7.2% within five years. On the subject of maintenance difficulties, research data shows that 90% of couples break up because of long-distance relationships, with college couples breaking up at a rate of 81.7%. Couples media use social media for love communication for about 1-3 hours, with high frequency. The existing social software products on the market are not fine in the division of customer groups, the lack of targeting and innovation, the phenomenon of homogenization is serious. Love. Honey Love Me App is an effective communication software designed specifically for couples in love, helping users to develop a healthy relationship.

East China University of Political Science and Law's "2018 Chinese College Students' Online Ecology and Consumption Behavior Report" shows that in 2018, college men in love spent up to 5,281.35 yuan on love, and women in love spent up to 4,548.72 yuan on love. This also shows that Love. Honey Love Me App's "couple mall" has enough purchasing power.

2.2. Research Conclusion

Through the research and analysis of the project, the main characteristics and needs of the users of Love Me software were identified. The characteristics and needs of the main users of Love Me software. And from this, the market competitiveness of Love Me software is derived. The market competitiveness of Love Me software is concluded as follows.

First, the software is designed to precisely focus on the target group, focusing on the psychological characteristics and needs of college student at the age of 18-24 heterosexual couples in love. The age is lower, the psychological age of love is more immature and needs the right guidance for love.

Second, the function of the software needs to break the current homogeneity and tediousness of the relationship software. Add novelty features to attract the interest of this target group and help the emotional communication of long-distance couples. Reasonable use of the love mall to achieve a win-win situation to meet the material needs of long-distance couples and software profit.

Third, recognize that the current relationship software is still unable to solve the pain points of long-distance couples: distance, invisible, inaccessible, sexual needs of the solution. The "private chat, private space for two" is a pseudo-demand, the core function can only meet the girls' love psychology, to pay attention to the tendency of the boys in love is too much trouble.

The results of the research are very important for "Love. Honey Love Me" love software design and function implementation have a guiding role.

3. Loves Honey" Software Design Practice

3.1. Design Principles and Ideas

1) Design Principles

Based on the design principles of software interface design and interaction design, combined with the theory of user research, the design principles of "Love Honey" software were derived.

First, the principle of equality. In the software design of the page, function, details fully consider and respect the psychology of both sexes, based on the couples user experience to create an exclusive APP[4].

Second, the principle of heterogeneity. Compared with other types of software, "Love Honey" is the most important feature is committed to solving the needs of long-distance, through the software established on the bonding interaction, enhance the distance between the hearts of couples.

Third, the principle of continuity. As a love communication software, to focus not only on the establishment of love, also focus on the maintenance of love, set interaction, communication, to resolve friction and a series of comprehensive features.

2) Design Ideas

According to the data: users aged 24 and below are the main user group of social e-commerce, so the pre-target users of this product are mainly positioned at young couples aged 18-24. For the various pain points in love, we strive to design the corresponding love software. Not only can it help couples who are in love or living together to record sweet moments, but also provide help to couples when they are facing quarrels and friction and troubles in different places, helping to warm up their feelings and guiding the healthy development of their love psychology.

3) Theme Establishment

Love Me is an APP designed for young couples to communicate in love, mainly for college students to fall in love, especially for maintaining long-distance relationships. This product platform mainly provides four interfaces: sweet interaction, love timeline, mood station, and couple mall. Committed to entertain themselves to others, help charity, personalized private ordering, guide the development of the psychological health of love and other advantages, all-round, multi-angle to create an exclusive love platform for couples, adhere to the original intention of making honey for love, make love sweeter, so that the emotional exchange between couples more three-dimensional[5].

Secondly, honey APP will regularly send warm text recommendations for users to read.

3.2. Function Analysis

1) Information Architecture

Based on the "Love Honey" software design ideas and user needs analysis, focus on the core functions of the relationship software and extend the additional functions. The information architecture is mainly divided into primary page, secondary page and tertiary page[6]. The first level page is the interactive interface, the main axis of love, couples mall, personal home page. The second level page is the interaction interface of the first level page and aims to enhance the user experience.

The design of the love software interaction mode aims to more comprehensively and systematically solve the problems of user needs, science information communication, and interaction experience, etc. There are four main functional modules as follows(Figure 1).
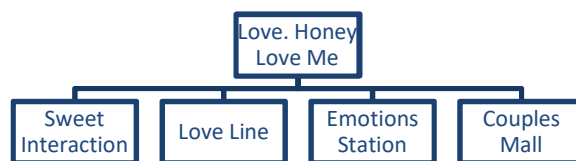
Figure 1. Block diagram of functional modules

2) Interactive interface

In the interactive interface, APP according to the different preferences of couples choose to set a variety of interactive features, of which, the basic interactive section for free items, advanced interactive section for membership, the platform will charge the corresponding fees, so as to achieve revenue visualization(Figure 2).
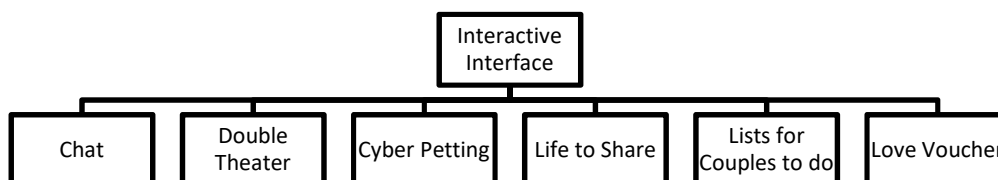

Figure 2. Seven modules of interactive interface

First, chat. Used for daily communication between couples, users can chat in the session list. The chatting objects in the session list can be divided into two categories: one, matching users; the other: private chatting objects. The private chat can be a friend added on the "Love Honey" app, or an original friend authorized by QQ or WeChat. In the session list, you can also set the notes of each other or set the function of disclosing the real information to each other.

Second, private theater. Between couples, it is used to synchronize the movie viewing between couples, discuss the plot and enhance feelings. For many long-distance love, "private cinema" provides a channel to watch movies together, distance is no longer a problem, for new acquaintances, but also through the way to watch movies together to find common topics, to understand each other three views.

Third, the two people small games. For both sides to entertain, develop a tacit understanding and enhance feelings.

Fourth, cloud adoptive pets. Used for both couples to adopt virtual online pets to help stray animals offline. The platform establishes a cooperative relationship with stray animal rescue stations, and for every virtual pet adopted by the user, the platform will provide food for the stray animals in the rescue stations. When users meet certain conditions, they can also apply to adopt the stray animals they help, turning virtual into reality, heating up love and helping charity at the same time[7].

Fifth, life sharing. Users can share and follow their friends' lives in this page, thus strengthening the connection between people. Users can post life updates by posting text, taking pictures (videos), uploading pictures (videos), sharing pictures (videos), exploring pictures (videos), and sharing relationship secrets and life status to other couples.

Sixth, couples must do list. The list of 100 small things that couples must do in love, couples can make plans according to their own situation, to complete the card. For every love trifle

completed between couples, they will get a love medal issued by the system, which can be used to decorate their personal homepage.

Seventh, love exchange coupons. The little things of life between couples are presented in the form of redemption coupons to promote the effective communication. The relevant redemption volume can also be used in the couples' mall, which enables users to enjoy the benefits and the platform to gain revenue.

3) Love Axis Interface

In the main axis of love time (abbreviated as: love axis) interface(Figure 3), the platform will record the couple's point of occurrence from the time they enter the app, or set freely by the user. The system will automatically remind important matters, create small fortune for couples, record small beauty, and create an exclusive private space for two people.
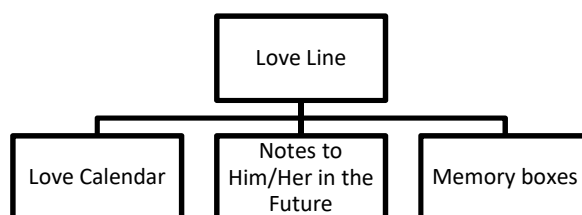

Figure 3. Three modules of the Love Axis interface

First, love calendar. Set anniversaries and countdowns and sync them to the phone calendar or memo. The system will also automatically record all the anniversaries for the user and will provide the user with the corresponding tips. After setting the anniversary, the couple can make a love day album and a custom album to record the sweet love experience.

Secondly, write to the future TA. provide couples to whisper to each other, published honeyed words for both couples visible, third party is not visible. Couples write down what they want to say to a specific time in the future TA, the letter writer set the time and note the other party's cell phone number, the system will automatically send SMS at a specific time.

Third, memory box. This module for couples to create an exclusive space belonging to two people, you can together to take sweet photos, receive a certificate of love, together to nurture the love of the pet, record the love between the couple a little bit.

4) Mood Station

In the mood station interface(Figure 4), the operation leader with a foundation in relationship psychology will provide a variety of effective advice to help couples who have friction get through their relationship crisis and guide their relationship psychology to develop healthily. In addition, in this section, this product will accept a small amount of third-party input advertising for resource promotion, and through cooperation with other existing job sites, psychological counselors will be solicited and then presented in the form of paid services.
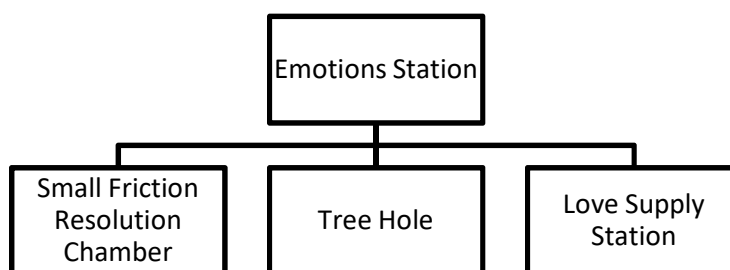

Figure 4. Three modules of the mood station interface

First, the small friction resolution room. Small friction between couples can write their inner thoughts to each other through this module, you can choose to seek advice from the platform, you can also choose to show each other two people to solve their own.

Second, the tree hole. Users can anonymously share their own stories, the system randomly selected users and reply by a person to guide the psychological health development of love.

Third, the love supply station. Regularly push the love science knowledge about both sexes, to help first-time lovers to better understand the other half.

5) Couples Mall

In the couple mall interface(Figure 5), the platform and merchants in the form of product cooperation, selling all kinds of customized gifts for couples, in order to further enhance the personalized color of the product, on the basis of revenue, to maintain the sustainable development of the platform.
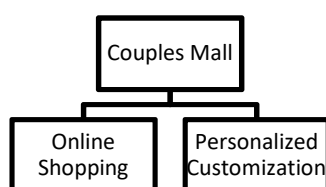

Figure 5. Two modules for couple interface

First, online shopping. Selling couples' goods, and for both users to shop online at the same time.

Second, personalization. Accept the user's private customization needs, to provide couples customized albums and other goods and hand-painted couple's avatar and other personalized services.

6) Personal Center Interface

In addition to the regular functions such as dynamic, settings, message notification, account and security, we have also set up a special personal diary function and opened a history containing user chat records and store browsing footprints.

The personal diary function includes the feelings of couple's love daily activities, article sharing and daily diary, etc. This page records the life of users using the APP. Users can store their works in the personal diary or share them in the lobby. The works shared by users must be reviewed by the system before they can be published. The exceptional writers can gain many fans while recording their stories and realize traffic conversion for cash.

3.3. APP Development and Design

APP part is divided into two versions for ios system and Android system, the interface design is guided by a simple and clear style, divided into three parts: user, function and software feedback.

User section is the part where users manage their accounts and personal information, supporting default (i.e. visitor login), including information management of accounts, management of tag groups, management of custom tags, setting of push information, saving of class schedule information, and management of collection information.

The function part is the part of software function realization, including the association with Baidu map to provide navigation, the association with WeChat and other software to provide the sharing of information such as address or store, the pre-stored class schedule system (including the classroom floor plan in the teaching building), the information pushing system, and the system of networking to get store information, the realization system of user and software feedback.

Software feedback is the part where the software is set up and the user contacts the software designer. It includes the basic settings of the software (login and logout, whether to push messages, version updates, etc.), feedback (submit comments and ideas in text form), and business contact (contact someone through this channel for campus activities that need to be promoted).

It also has a corresponding APP background management system, which is responsible for managing the uploaded store information and various timely updated push messages. It also records various information such as users' search records for future upgrade and improvement.

APP plan to use JAVA to make the Android version, and use the iOS-specific SDK released by Apple to make the ios version.

4. Marketing Strategy

4.1. Promotion Strategy

Promotion strategy is divided into three ways: At present, the main public relations promotion is through the self-media platform of WeChat public number.

First, advertising promotion: using a large number of network advertising this soft marketing model to achieve the effect of conversion. The biggest advantage of such an approach is that it can save a lot of human and financial expenditure. Through the network advertising effect can be in different corners of the Internet to tap potential customers.

Second, public relations promotion: through Jitterbug, Xiaohongshu and other self-media and short video platforms to improve publicity, attract customers and lay a solid foundation for transferring target users to the APP. WeChat public number has also been bound with the "micro store" small program, users can buy exclusive goods for couples through this way, the platform will get the corresponding revenue. Jitterbug has entered Jitterbug Mall to attract traffic through short videos and live broadcasts. At present, honey assistant continues to update original warm tweets and share couple avatars to attract fans and increase traffic.

Third, cooperative promotion: Cooperate with other platforms to continuously expand the customer base in the cooperative sharing function.

4.2. Channel Strategy

The APP can be downloaded for free through major application stores, official websites or by scanning offline QR codes. Platform members adopt direct channels for sales, which can save distribution costs and realize direct meetings between production and sales, enabling the company to understand user demand and market demand changes in a timely manner, which is conducive to timely adjustment of product structure and decision optimization; for the customized goods in the platform couple mall, the company will cooperate with other businesses to sell through indirect channels, sharing the company's business risks and expanding the coverage of product sales.

4.3. Price Strategy

1) After users use the APP, if they are satisfied with the services provided by the APP, they can make rewards in the APP, mainly in the form of flowers and so on.

2) After several experiences, if users want to experience more content and have more rights, they can choose to recharge VIP service.

3) From the perspective of membership price this product adopts penetration strategy, the first March implementation of low pricing strategy, easier to obtain members users, so as to achieve rapid penetration of the market and gain revenue.

5. Conclusion

The APP has good policy support and strong technical backing, a large number of target users and clear consumption characteristics, a huge market potential and clear development prospects, and a broad market for love service consumption. It mainly provides four interfaces of sweet interaction, love timeline, mood station and couple mall, aiming to solve the problems of user needs, science information communication and interaction experience more comprehensively and systematically. At the same time, with equality, heterogeneity and continuity as the design principles, pay attention to the psychological characteristics of users, for solving various problems in love reflects the product concept of user first.

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