

# The Courtland Brooks Agency

## User Experience Report

For



October 18, 2009

Produced by:  
Jenn Rubin, Eric Resnick and Travis Allen

Key Contact:  
Jenn Rubin  
[jennrubin@courtlandbrooks.com](mailto:jennrubin@courtlandbrooks.com)  
(917) 677-5801

CONFIDENTIAL

## Table of Contents

---

EXECUTIVE SUMMARY .....	3
GENERAL SITE DESIGN AND NON-MEMBER HOMEPAGE .....	5
REGISTRATION.....	11
EVOLVED SPEED DATING, PRESTIGE SPEED DATING AND MIXERS & SPECIAL EVENTS SECTIONS.....	14
CHICAGO, NEW YORK AND OTHER CITY PAGES .....	17
SINGLES TRAVEL .....	20
ABOUT FASTLIFE .....	22
NOTES ON OTHER SECTIONS .....	23
MISCELLANEOUS.....	26

## Executive Summary

FastLife is not an online personals service but a company that coordinates speed dating parties and other singles mixers. With locations in five countries, FastLife claims to be the world's largest speed dating organization ([www.fastlife.com/about/speed-dating.html](http://www.fastlife.com/about/speed-dating.html)).

FastLife has individual Web sites for its operations in Australia, Canada, China and the United Kingdom. However, this review will focus solely on the company's site for U.S. daters, FastLife.com ([www.fastlife.com](http://www.fastlife.com)).

The Courtland Brooks team has carefully reviewed FastLife.com, focusing on site content, design and functionality. The following summarizes our observations pertaining to FastLife.com:

➤ **Succeeds In Making Speed Dating Seem Cool and Relevant For Young Adults**

Let's keep it real: Many young adults view speed dating and singles parties as a last resort for the old, desperate and unattractive. Yet by selecting a sleek, black background and trendy, computerized characters for the homepage, FastLife.com sends the message that its events are trendy. Furthermore, the scene in the homepage picture more closely resembles a bar rather than a speed dating party. "First impression: I like the overall vibe," one reviewer commented. "The colors and the motion... very hip, good for twenty-somethings and thirty-somethings who think they are still twenty-somethings."

This choice of setting also helps make company's parties more relatable for a younger crowd. Overall, the imagery on the homepage gives the impression that FastLife events are not just for daters looking for a long-term relationship, but also for singles simply seeking an exciting night out on the town.

In addition, the site has a photo gallery section that showcases attractive men and women mingling at FastLife functions. These pictures are perhaps the best PR of all, as potential clientele would want to be assured that good-looking daters do come to the events.

➤ **Thoroughly Illustrates and Describes Breadth of Services**

FastLife.com runs around four genres of singles events in at least 17 major U.S. cities. And that's not even including its various singles trips. To arrange all this content, FastLife has created a Web page for each U.S. city in which the company hosts events. The site has also designated sections for each speed dating and special event genre. Once inside any of these Web pages, information is further compartmentalized using jump links, bold text and illustrated lists.

Though the sections are well-organized, many of the city pages tend to feel redundant as FastLife does not customize the text and images for each specific location.

➤ **Errs by Scrunching Together Tiny Photos and Text**

FastLife.com appears to want to showcase above the Web page fold, well, just about everything – information on all their U.S. branches, types of events offered, franchise

opportunities, etc.

In order to fit as much information in above the fold as possible, small font sizes are utilized extensively for text and links. This tiny type is hard on the eyes and incredibly unappealing to read. This is unfortunate as many sections contain informative statistics and descriptions that can help visitors get an idea of exactly how a real FastLife event works.

Meanwhile, the photos inside the sections aren't large enough for visitors to get a sense of what's really going on in the picture. Other sections contain no photos at all. The lack of illustrations makes the text-heavy Web pages even more laborious to read.

➤ **Fails to Eliminate Broken Links and Contains Grammatical Mistakes**

An individual section will start with a series of short summaries. Each blurb contains a headline link, which when clicked, will relocate visitors to a point lower on the page that provides further information on the topic at hand.

While this is a smart organizational format, many of these jump links don't work, leaving the reader in the same spot on the page as before. Other jump links produce error pages.

Grammatical mistakes are also an issue. On the homepage, it states, "Date 10-15 people in one night and decide right away if theres chemistry." There's also a link to the "White Patry" in the Mixers & Special Events column. Inside subsections, some blurbs don't contain periods.

If visitors see a site that is careless about checking its work, they might begin to wonder if the actual service is of a similar quality.

➤ **Contains Too Much Textual Information While Lacking Enough Video Content**

Having too much written information on the site makes visitors feel like they're reading for work, not pleasure. FastLife.com could replace lengthy written explanations with upbeat video featurettes. These clips would literally be able to better show what FastLife parties are all about.

➤ **Tends to Repeat Elements on Same Page**

Pages often feature multiple buttons and links that practically all serve the same purpose. Redundant elements are a huge issue, since if more space was available, larger font sizes could be employed.

## General Site Design and Non-Member Homepage ([www.fastlife.com](http://www.fastlife.com))

Severity: **Critical**

Finding # 1



**Finding:** In an effort to get as much information as possible above the homepage fold, the site crams together content and employs small font sizes. While this method succeeds in showcasing the service's scope and track record of success, the tiny text is a turnoff.

### Recommendations:

What's the point of having so much information above the homepage fold if no one stops to read it? Focus on creating a homepage design that better engages visitors and allows for font sizes that are in human readable, not legalese.

- 1) Reformat the list of cities at the top of the page into a drop-down menu.
- 2) Increase the size of the vertical navigation bar. It's one of the most important elements on any Web site. Consider rotating the bar to a horizontal position and placing it where the list of cities currently is located at the top of the homepage.
- 3) Try to combine the content in the left- and right-hand pillars into one column.

**Finding:** The main graphic on the homepage – good-looking, computer characters in a trendy bar – sends a subtle message that FastLife events aren’t only for an older crowd or serious singles. However, considering the main graphic takes up so much space above the fold, this image ideally should be more than just a visual anchor.

**Recommendations:**




Employ Flash and turn the main homepage image into a rotating photo gallery or navigation menu.

- 1) One idea would be to use a rotating gallery featuring images from FastLife events in various cities. Each picture should clearly distinguish — either through words or illustrations — the city where the event is being held. If real-life



photographs cannot be obtained for privacy reasons, computerized recreations should continue to be used. The important aspect is that the rotating gallery should help draw visitors into exploring the FastLife homepage.

- 2) Another option would be to transform the “Evolved Speed Dating,” “Prestige Speed Dating” and “Mixers and Special Events” boxes into a rotating Flash menu in the spot where the current main graphic is located. This move would free up space to reorganize the homepage, and most importantly, integrate larger font sizes.

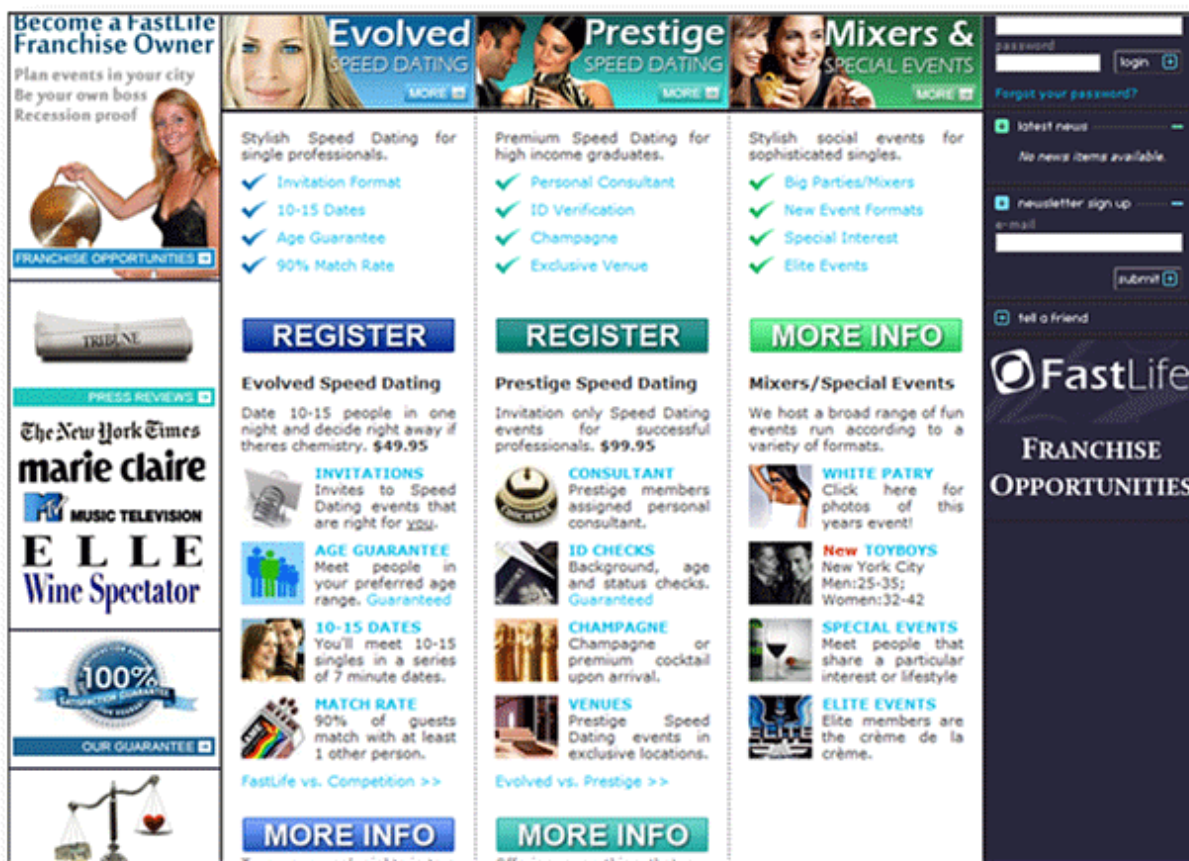
 <b>Evolved</b> SPEED DATING <a href="#">MORE</a>	 <b>Prestige</b> SPEED DATING <a href="#">MORE</a>	 <b>Mixers &amp;</b> SPECIAL EVENTS <a href="#">MORE</a>
Stylish Speed Dating for single professionals.	Premium Speed Dating for high income graduates.	Stylish social events for sophisticated singles.
<ul style="list-style-type: none"><li>✓ Invitation Format</li><li>✓ 10-15 Dates</li><li>✓ Age Guarantee</li><li>✓ 90% Match Rate</li></ul>	<ul style="list-style-type: none"><li>✓ Personal Consultant</li><li>✓ ID Verification</li><li>✓ Champagne</li><li>✓ Exclusive Venue</li></ul>	<ul style="list-style-type: none"><li>✓ Big Parties/Mixers</li><li>✓ New Event Formats</li><li>✓ Special Interest</li><li>✓ Elite Events</li></ul>

- 3) A segment on “The Morning Show with Mike and Juliet” is quite impressive. Consider embedding this clip as the main visual anchor for the homepage instead of a photograph. Again, this move would create room to enlarge the remaining text on the page.

Severity: **Critical**

Finding # 3

**Finding:** FastLife.com displays information about its speeding dating and mixer parties in three, tight columns. In order to fit the text into such narrow spaces, once more, small font sizes are employed. The overall effect is not reader-friendly. Consequently, visitors may be less likely to click on the “more info” or “register” buttons.



**Recommendations:**

A redesign on the homepage should pay particular attention to this area. Consider using a horizontal row rather than vertical columns. Focus as well on eliminating repetitive information and frivolous sentences. The extra room will allow for larger font sizes and photos. Inviting images and easy-to-read text are more likely to entice visitors to explore the site than an abundance of paragraphs and repetitive buttons.

- 1) Learn to K.I.S.S. (“Keep It Simple, Stupid”). Edit out any sentences that aren’t providing vital, factual information. For instance, in the “Mixers and Special Events” column, there’s a check for “Elite Events.” A few paragraphs down, the summary point reads, “Elite members are the crème de la crème.” Crème de la crème is basically the definition of elite. Thus, this sentence isn’t telling visitors anything new or useful about this type of FastLife party. Instead, explain what an “Elite Event” is or how these parties differ from “Prestige Speed Dating.”

The screenshot displays three columns of promotional text for FastLife.com events. Each column has a header with a photo and a 'MORE' button. The 'Evolved' column lists features like 'Invitation Format', '10-15 Dates', 'Age Guarantee', and '90% Match Rate'. The 'Prestige' column lists 'Personal Consultant', 'ID Verification', 'Champagne', and 'Exclusive Venue'. The 'Mixers & Special Events' column lists 'Big Parties/Mixers', 'New Event Formats', 'Special Interest', and 'Elite Events'. Below each column is a 'REGISTER' or 'MORE INFO' button, followed by a detailed description and several feature highlights with small graphics. Red, yellow, and green circles highlight specific text elements across the page, such as 'Date 10-15', 'Personal Consultant', 'Elite Events', and '90% Match Rate'.

- 2) Information within each column tends to be too similar, particularly in the case of the speed dating columns. Each column appears to have three sections – checkpoints, a blurb and finally summary points accompanied by small graphics. Condense information into one format, preferably either the checkpoints or the

summary points with graphics. Eliminate the other two sections.

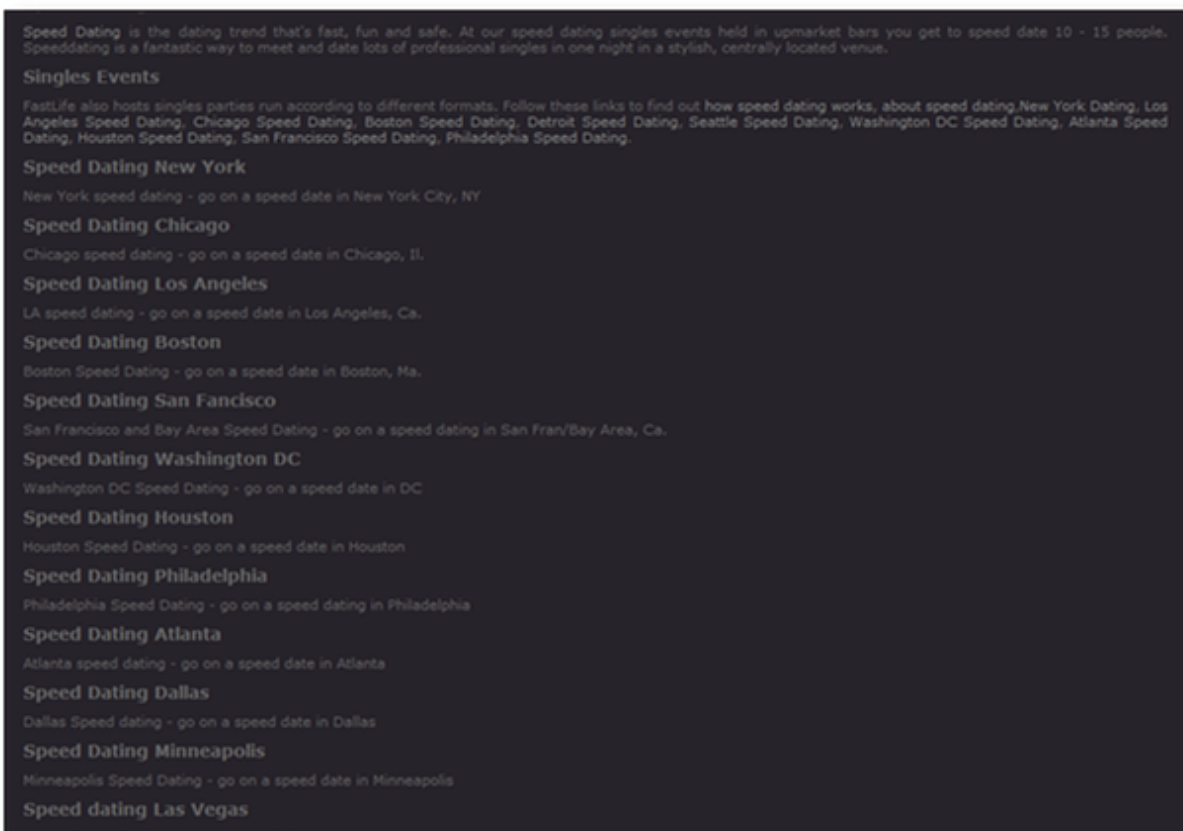
- 3) Kudos for being upfront about pricing information on the homepage. However, wait to put the cost of events inside individual sections. Give visitors the opportunity to first learn about the service before dropping the price bomb on them. The more excited potential clientele are about the service, the more likely they will be willing to pay.

---

Severity: **Critical**

Finding #4

**Finding:** The bottom of the homepage lists all the cities in which FastLife hosts speed dating events.



The text format in this section is quite repetitive, and the larger, gray headlines stating the city names don't link anywhere. In addition, the darker gray text on the black background is difficult to read.

**Recommendations:**

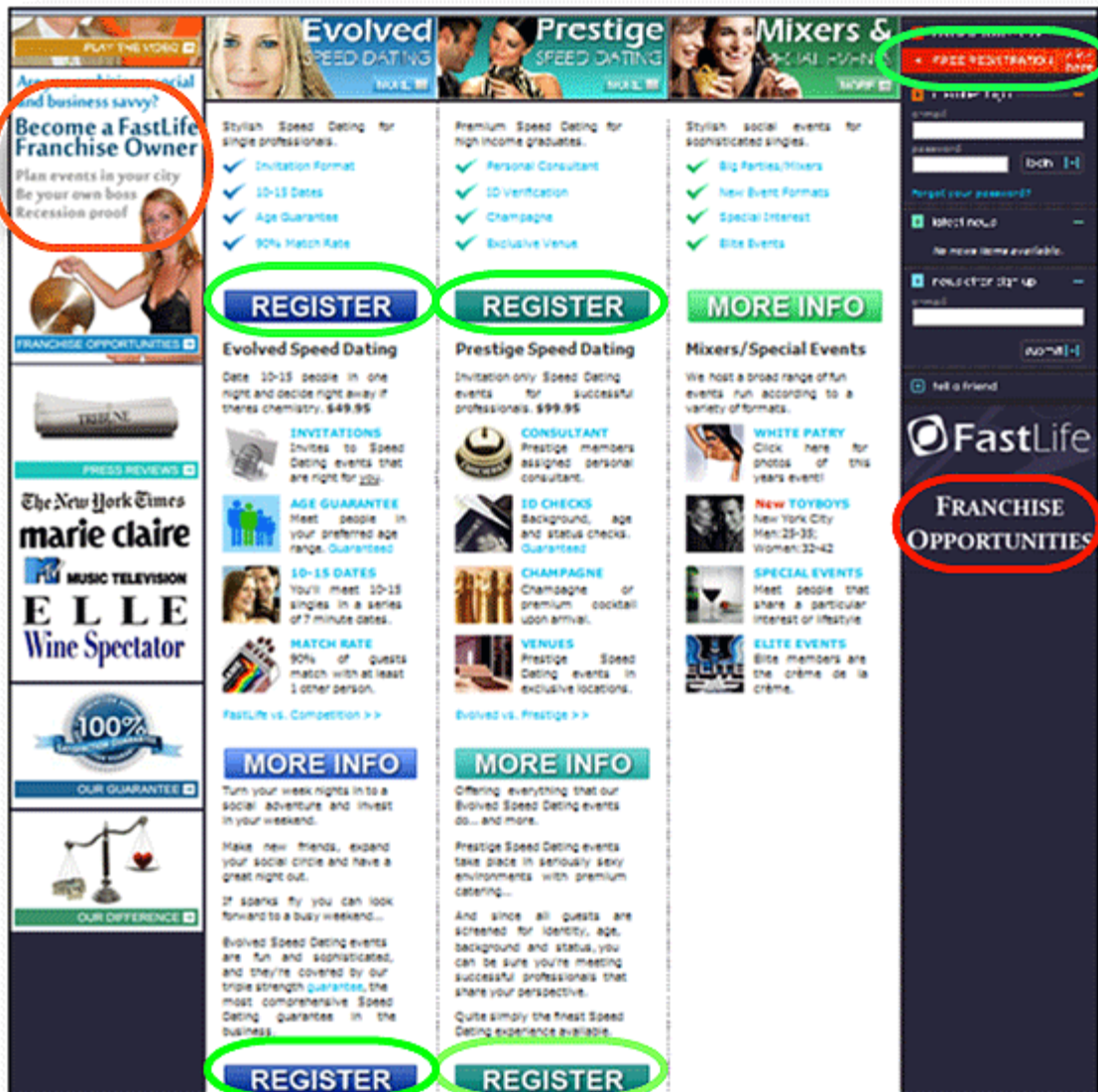
Eliminate this section entirely. This information is already elsewhere on the homepage.

**Finding:** Throughout the homepage, elements are often replicated. This duplicity is one of the main reasons the homepage looks overcrowded.

**Recommendations:**

Look for areas where content can be combined, condensed or just cut out all together.

- 1) There does not need to be a box on both the left- and right-hand sides of the homepage linking to the “Franchise Opportunities.”
- 2) In addition to removing repetitive text within the speed dating and special events information columns, get rid of similar-looking links.



- 3) Combine and condense the material within the “The Morning Show with Mike and Juliet” and press review boxes. For instance, the photo of just Mike and Juliet should be taken out. If young adults come across older faces right at the top of the homepage, they might think the service is for a more senior audience.

## Registration (<http://www.fastlife.com/registration.html>)

Severity: **High**

Finding # 6

**Finding:** Currently, potential clientele must register in order to receive e-mails about upcoming singles events in their region. Overall, the registration form provides clear instructions and useful advice, particularly on how to choose a screen name.

However, the system does have a few bugs. The “Preferred Age Group” box sometimes does not function properly, displaying just blank lines. When it does work, potential members are only allowed to select within a pre-determined age range provided by the system.

In addition, the box to opt out of giving a cell phone number is broken. Those trying to register are returned to the sign-up page and cannot proceed until a cell number is provided.

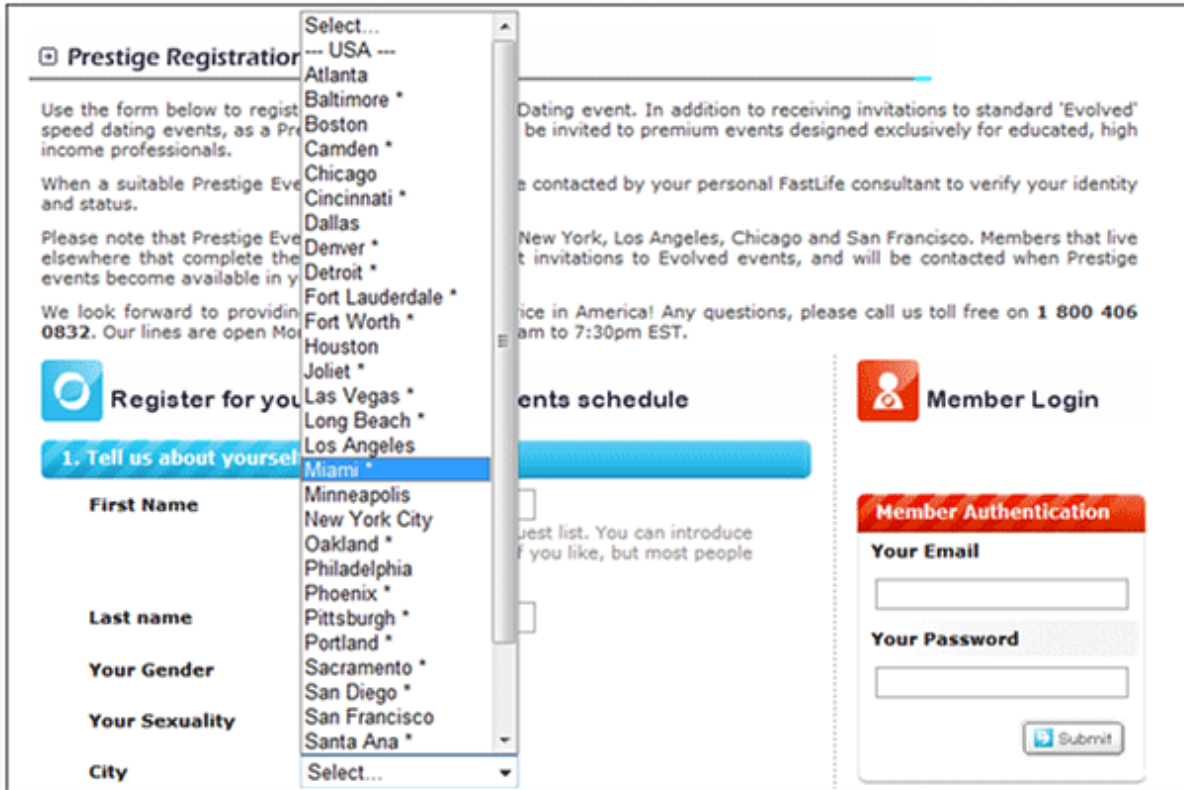
The screenshot shows a registration form with three main sections:

- 1. Tell us about yourself**: Includes fields for First Name (with a note about screen names), Last name, Your Gender (radio buttons for Male/Female), Your Sexuality (radio buttons for Hetero/Gay), City (dropdown menu), Zip, and Phone Number (with a note about cell phone numbers and a checkbox to skip).
- 2. Enter your email address and choose a password**: Includes fields for Your Email (with a note about spam), Choose a password, and Confirm your password (with a note to use 3+ characters or numbers).
- 3. Let us know your age and age group preference**: Includes Date of birth (Month, Day, Year dropdowns) and Preferred Age Group (Between: ... and ... (years old) dropdowns).

### Recommendations:

Fix these issues.

**Finding:** Under the city drop-down menu on the registration page, some of the locations are accompanied by asterisks.



In addition, the system allowed this user to fully register in the city of Las Vegas, despite having entered a Boston zip code.

**Recommendations:**

Explain why some locations have asterisks next to them. Also, adjust the system so that users are only allowed to register with zip codes corresponding to the city they selected in the drop-down menu.

**Finding:** During the sign-up process, potential clientele must declare whether they consider themselves to be hetero or gay. The word hetero does not feel colloquial.

**Recommendations:**

Use the word straight instead of hetero. Another option would be to implement a drop-down menu where users can select whether they are interested in men, women

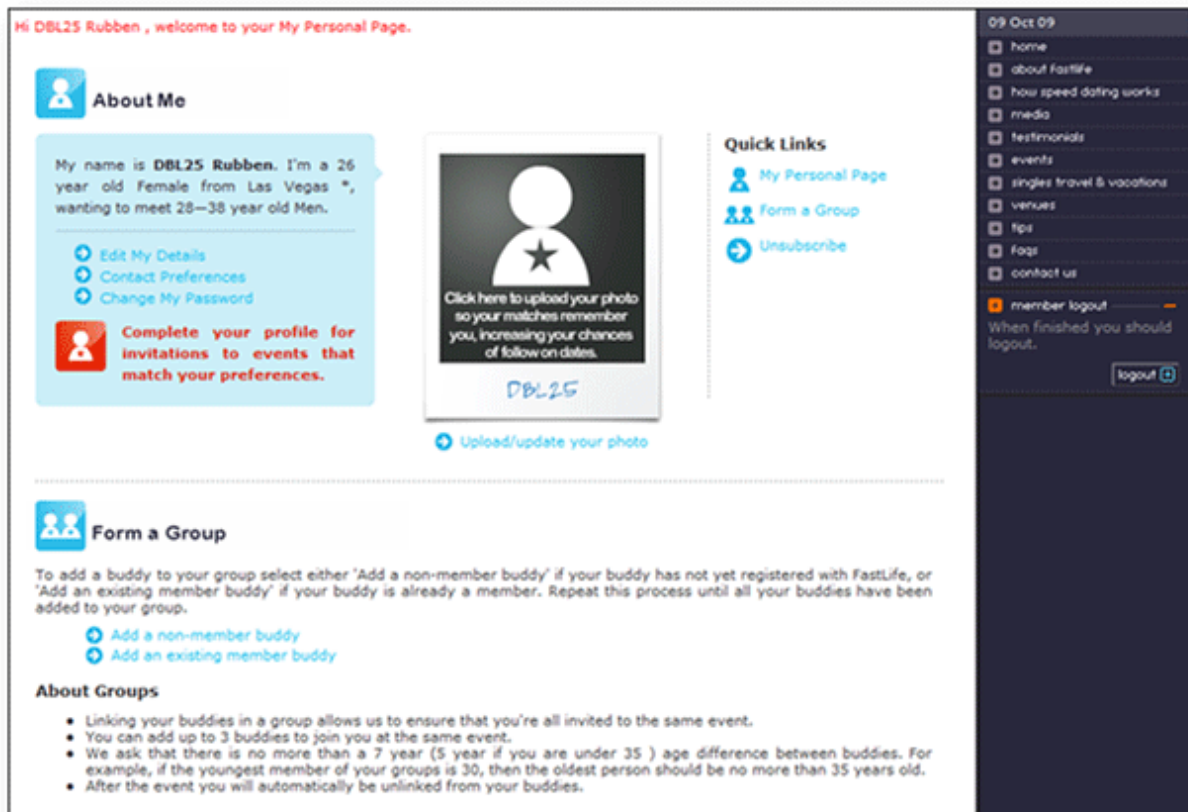
or both.

Severity: **Low**

Finding # 9

**Finding:** Upon completion of the registration process, users are taken to their member page.

Inside this section, the user learns for the first time about a feature called “Form a Group,” where members can create lists of friends to ensure that they are all invited via e-mail to the same FastLife events.



### Recommendations:

Singles, especially those new to speed dating, would perhaps be more likely to come to events if they were able to bring along a good buddy as a security blanket.

Don't hold off introducing the “Form a Group” feature until after the user has registered. Instead, reference it at least within the “Evolved Speed Dating” and “Mixers & Special Events” pages.

Also mention if discounts are available for FastLife members who attend events as part of a group formed online at the site.

# Evolved Speed Dating, Prestige Speed Dating and Mixers & Special Events Sections

[www.fastlife.com/how-speed-dating-works/evolved.html](http://www.fastlife.com/how-speed-dating-works/evolved.html)

[www.fastlife.com/how-speed-dating-works/prestige.html](http://www.fastlife.com/how-speed-dating-works/prestige.html)

[www.fastlife.com/speed-dating-singles-events/index.html](http://www.fastlife.com/speed-dating-singles-events/index.html)

Severity: **High**

Finding # 10

**Finding:** The “Evolved Speed Dating,” “Prestige Speed Dating” and “Mixers & Special Events” pages all open with a series of summary points accompanied by a headline link and generic thumbnail graphic.

**How Evolved Speed Dating Works**

**THE CONCEPT**  
Our team of contemporary couples hook up 20 - 30 singles in a chic, centrally located lounge bar. You have 7 minutes with each date... Plenty of time for sparks to fly! There's no pressure and no expectations - just sit back and have a great time! [more >>](#)

**GETTING STARTED**  
The first step is to [register](#) - registration is FREE - tell us a bit about who you are and who you'd like to meet and we'll show you all upcoming events that match your preferences. We'll also be able to invite you to future events that are right for you. [more >>](#)

**INVITATIONS**  
If there are no events available for you to book into immediately, our unique software will email you invitations to events specifically tailored to your preferences. You accept your invitations by clicking on a link in the invitation email. Events cost \$49.99 [more >>](#)

**AT THE EVENT**  
Upon arrival you'll be greeted by your host. You'll be given a private folder where you write down the names of your 10-15 dates. At the end of each date you write a yes or no next to their name, depending on whether you'd like to see them again. [more >>](#)

**AFTER THE EVENT**  
Hand your folder to your host before you leave the event. The mutual matches will be calculated by our software and we'll send you an email the following day with the contact details of the people you matched with, you take it from there! [more >>](#)

**REGISTER**

**Speed Dating - The Concept**

A FastLife Evolved Speed Dating event is like a cocktail party in a cool bar where you meet 10-15 single guys or girls in your preferred age group. You spend 7 minutes chatting with each of your dates - just enough time to figure out who you'd like to see again. Before you know it you've dated 10-15 people in one night!

The following day we'll email you the contact details of the people that liked you too, you take it from there. There's no pressure and no expectations - we do all the hard work. All you have to do is sit back and have a great time!

Unlike other speed dating services, our Evolved Speed Dating events are by invitation. We don't publish a schedule of events. You need to register to view upcoming events. This lets us control who goes to which event; we're able to tailor the guest list ensuring that the chemistry is a reality. For this reason over 90% of our guests match with at least one other person, by far the highest success rate in the world.

[BACK TO TOP](#)

**Getting Started**

The first step is to complete our [online registration form](#) where you tell us a bit about who you are and who you'd like to meet. During the registration process you tell us how old you are. You also tell us the age range of the people you'd like to meet. This allows us to invite you to events that are right for you.

FastLife is the only speed dating service to guarantee that at least 70% of the people you meet will be in your preferred age range.

Once you've registered you can see the details of any upcoming events that match your preferences. There will usually be at least one event that is right for you in the larger cities. If no events are listed you will be emailed invitations to suitable events, usually within a week or two.

[BACK TO TOP](#)

**FRANCHISE OPPORTUNITIES**

When the headline link is clicked, visitors are supposed to be transported to another point lower down on the page, where they will find information beyond the introductory summary.

While this format is very reader-friendly, again, the small font sizes are not. In addition, the sections have no large-scale photos from actual events.

## Recommendations:

Readjust the layout of these pages to allow for photos and larger text to be integrated.

- 1) Inside individual sections, resize, relocate or remove the content in the left-hand sidebar. For instance, try placing this material as text links within the main navigation bar.
- 2) Work in at least one large-scale picture from an actual event. This photo should link off to the photo galleries section.

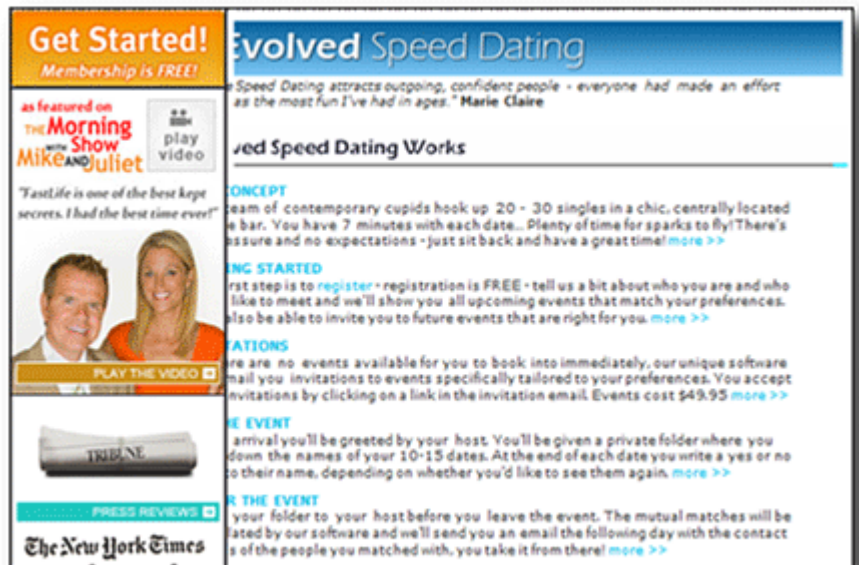
Severity: **Critical**

Finding # 11

**Finding:** Many of the headline links don't jump to a new location on the page but keep the reader in the exact same spot. These errors are particularly prominent on the "Mixers & Special Events" page (the "more" link for the "Mix & Mingle Parties," the "Elite Events" headline link, etc.)

In addition in "Mixers & Special Events," the "Speed Dating" headline link and the "more" link don't go to the same page.

Over on the "Evolved Speed Dating" and "Prestige Speed Dating" pages, the headline links in the summaries when clicked will often shift text in the column to the left and off the page.



## Recommendations:

Fix the text shifting error and review each link on the site to make sure it is working. Also, check that the headline link and "more" link within an individual summary

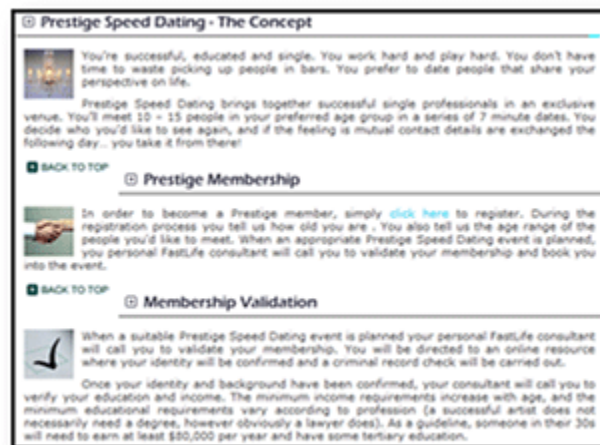
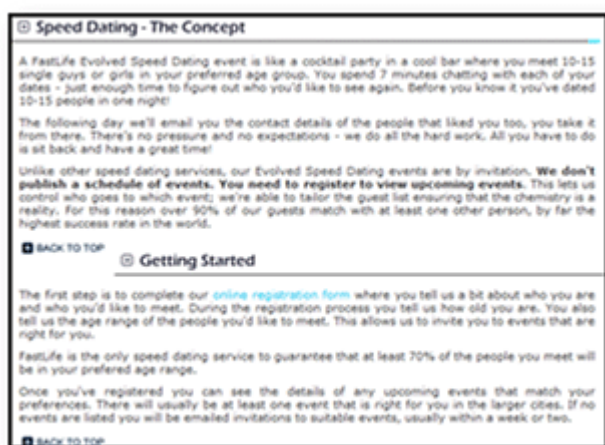
point go to the same destination.

Severity: **High**

Finding # 12

**Finding:** There are some factual and format discrepancies within the site. For instance, on the “Evolved Speed Dating” page, the summary states events cost \$49.95. Yet further down on the page, attendance was priced at \$39.95. Meanwhile, no pricing information was provided for the “Prestige Speed Dating” events.

In addition, the extra information section on the “Prestige Speed Dating” page was accompanied by icons. Meanwhile, there were no thumbnails in this same area on the “Evolved Speed Dating” page.



### Recommendations:

Keep the format and the facts on all the pages identical. In this vein, add icons to the extra information section on the “Evolved Speed Dating” page.

Severity: **High**

Finding # 13

**Finding:** In most cases, one must register in order to learn about upcoming speed dating events. However, the information for the various mixers and special events is available without signing up.

### Recommendations:

Do not require visitors to register in order to view details about future speed dating events. Add a tab or button so that visitors can easily locate where to find information on the site about both upcoming speed dating events and mixers. The more readers are able to learn about an actual event, the more likely they will be to register as a FastLife member.

**Finding:** The implication of the title “Evolved Speed Dating” isn’t apparently clear. What does it mean for speed dating to be evolved?

In addition, the title “Prestige Speed Dating” ends up inadvertently placing a negative connotation on the “Evolved Speed Dating” program. One might be insulted if they don’t meet the prestige speed dating standards and thus might decide not to use the service all together.

**Recommendations:**

Use different adjectives in the titles that sound more inviting and still clearly indicating the genre of speed dating program. For example, try “Savvy Speed Dating” and “Premium Speed Dating,” respectively.

**Finding:** The “Prestige Speed Dating” section mentions that participants get personal consultants. However, no specifics about these consultants are provided.

**Recommendations:**

Create brief bios for each consultant with information about how many years they’ve been in the business, their favorite success story, etc. These details will give the service more professional appeal, as well as a personal feel.

**Finding:** On the “Evolved Speed Dating” and “Prestige Speed Dating” pages, the “register” button is below the fold.

**Recommendations:**

Adjust the spacing so that the “register” button is above the fold. As it is, there is too much padding above and below the “register” button.

**[New York, Chicago and Other City Pages](#) (see top of FastLife.com homepage for links)**

**Finding:** Each of the 17 city pages lists the specific venues and MCs for the area. In addition, all have a different mid-sized photo from a FastLife event.

Besides these distinctions, the city pages barely feel different from one another with

regards to the written information. For example:

Boston: (<http://www.fastlife.com/speed-dating-boston-singles.html>)

Seattle: (<http://www.fastlife.com/speed-dating-seattle-singles.html>)

Minneapolis: (<http://www.fastlife.com/speed-dating-minneapolis-singles.html>)

In addition, if visitors click on the photo, the link leads to the general photo galleries section for the entire FastLife site. Visitors might begin to question if the photo they just saw on a particular city page was even from an event in the corresponding area.

The screenshot displays the FastLife Seattle website. The top navigation bar includes 'HOME' and 'SPEED DATING SEATTLE'. A sidebar on the left features a 'Get Started!' section with a 'Membership is FREE!' banner, a video player for 'The Morning Show with Mike and Juliet', and a 'PLAY THE VIDEO' button. Below this is a 'PRESS REVIEWS' section with logos for 'The New York Times', 'marie claire', 'MUSIC TELEVISION', and 'ELLE'. The main content area is titled 'FastLife Speed Dating in the Media' and includes a quote from Marie Claire: 'Verdict: FastLife speed dating attracts outgoing, confident people who thrive on competition - everyone had made an effort to look good. It was the most fun I've had in ages.' Below this is a quote from Cream Magazine: 'Not all speed dating services are the same. Of the services we tried, FastLife Speed Dating was far and away the best.' The main content also features a section for 'Speed Dating and Singles Events in Seattle' with a list of event types: 'Personalized Speed Dating', 'In The Media', 'Venues', and 'Seattle Hosts'. A section titled 'Personalized Speed Dating Events in Seattle' includes a photo of a couple and text describing the service: 'Welcome to FastLife, Seattle's most stylish speed dating and singles events service. Our slick brand of personalized, invitation-only speed dating events take place once a month in chic Seattle Lounges. We hold events for people aged 21-50. At a personalized speed dating event you'll meet Seattle singles in your preferred age group, who want to meet people your age, increasing the chance of chemistry. At each FastLife event you'll enjoy 10-15 dates with people in your preferred age range. We do not publish a schedule for personalized speed dating events. These events are by invitation only. All you need to do is register with FastLife - it's free - and as a member you'll be invited to great events created with you in mind. You only pay for the events you attend. We look forward to seeing you at an event soon!' A right sidebar contains a navigation menu with links like 'about fastlife', 'how speed dating works', 'media', 'testimonials', 'events', 'singles travel & vacations', 'venues', 'tips', 'faq', 'photo gallery', and 'contact us'. It also includes a 'become a member' link, a 'FREE REGISTRATION' button, a 'member login' section with email and password fields, a 'login' button, a 'Forgot your password?' link, a 'newsletter sign up' section with an email field and a 'submit' button, and a 'tell a friend' link. The FastLife logo is at the bottom right.

## Recommendations:

If there is going to be a page for each city where FastLife hosts events, they all need to be distinct from one another.

- 1) Within descriptions, refer to well-known landmarks or characteristics about the specific city.
- 2) The main photo on each city page should come with a caption that identifies the date and location of the pictured event. In addition, the main photos should be doubled in size in order to be more prominent elements on the page. Remember, a picture is worth a thousand words!

- 3) The city pages should list all upcoming events, including “Evolved Speed Dating” functions. If visitors see right off the bat the extent to which FastLife is active within their city, they will be more likely to register for the service.

Severity: **High**

Finding # 18

**Finding:** On the New York and Los Angeles pages, text links and buttons for the registration page abound. This is a case of too much call to action!



**Recommendations:**

Eliminate the text links to the registration pages within the summary points.

Severity: **High**

Finding # 19

**Finding:** Within each city page, the venues section should be fact-checked. For example, the description of Gas Light on the New York page states, “8 minutes won’t feel long enough.” However, previous pages state that the speed dates are only seven minutes.

Furthermore, many of the venue summaries don’t provide enough facts and details. For instance, on the New York page, it states, “Vesta provides a slick, upscale, Modern and trendy atmosphere where glamour rubs shoulders with casual sophistication. Single New Yorkers love speed dating at Vesta!” The reader would

likely want to know what it would mean to “rub shoulders with casual sophistication” or why New Yorkers love speed dating at Vesta over another location in the city.

**Vesta**  
390 8th Ave.  
Chelsea  
[Website](#)

Vesta provides a slick, upscale, Modern and trendy atmosphere where glamour rubs shoulders with casual sophistication. Single New Yorkers love speed dating at Vesta!



[Click for more info](#)

### Recommendations:

- 1) Insert at least one photo from an actual FastLife event that was held at the venue.
- 2) Blurbs should provide brief but specific information on the vibe, menu and layout of the venue. Remove empty descriptions, such as “speed dating with style” or “the perfect setting for your date...or 12.”
- 3) The venue summaries also present an opportunity for affiliate partnerships. For instance, FastLife could have a nightlife review site, such as Citysearch or Yelp, provide the descriptions instead.

---

Severity: **High**

Finding # 20

**Finding:** Several of the links on the Los Angeles page are broken. The “Evolved Speed Dating” headline results in an error page.

In addition, the headline and the “more” link within the “Special Interest Events” summary don’t relocate the reader to a new part of the page. Perhaps this is because there are no upcoming special interest events listed further down in this sub-section.

### Recommendations:

Mend these mistakes. If there are no new special interest events, remove these links.

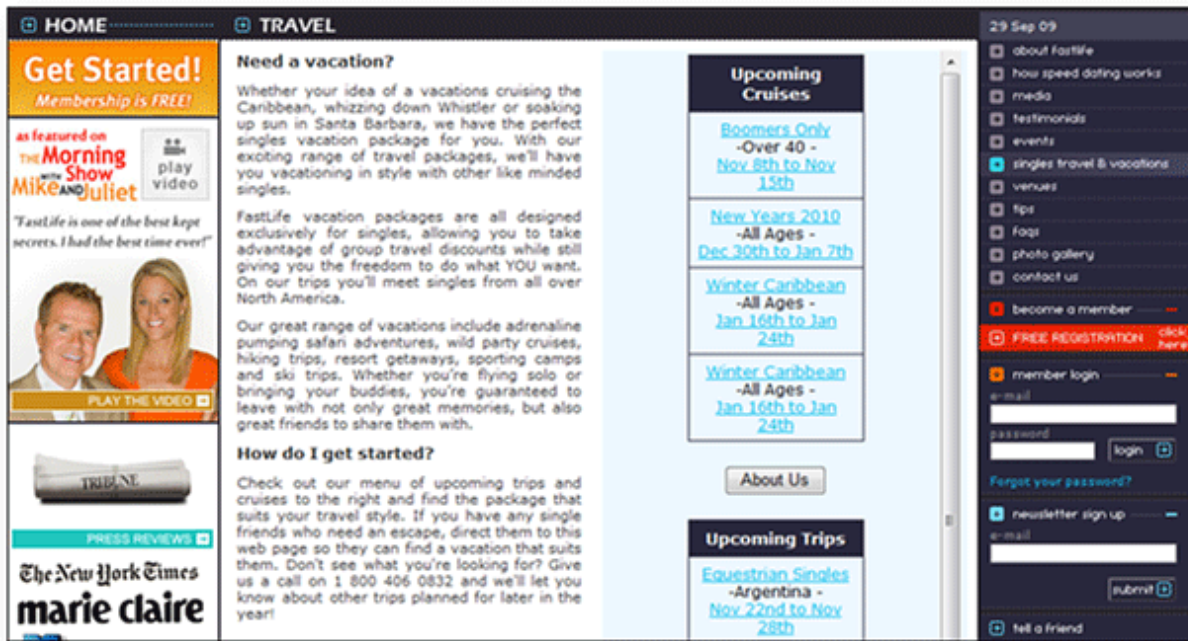
[Singles Travel](http://www.fastlife.com/travel.html) (<http://www.fastlife.com/travel.html>)

---

Severity: **Critical**

Finding # 21

**Finding:** While the paragraphs and chart showcase the diversity of FastLife’s vacation offerings, the page does not actually *show* any photos from the trips. In addition, readers quickly grow tired of reading yet even more tiny text.



## Recommendations:

Show, don't tell!

- 1) Add to the page several pictures that link to full photo galleries of FastLife trips.
- 2) Create a promotional video for FastLife vacations.
- 3) For any remaining text, use numbered lists or bullets to break up paragraphs and help draw visitors' attention to the most important information.

Severity: **Low**

Finding # 22

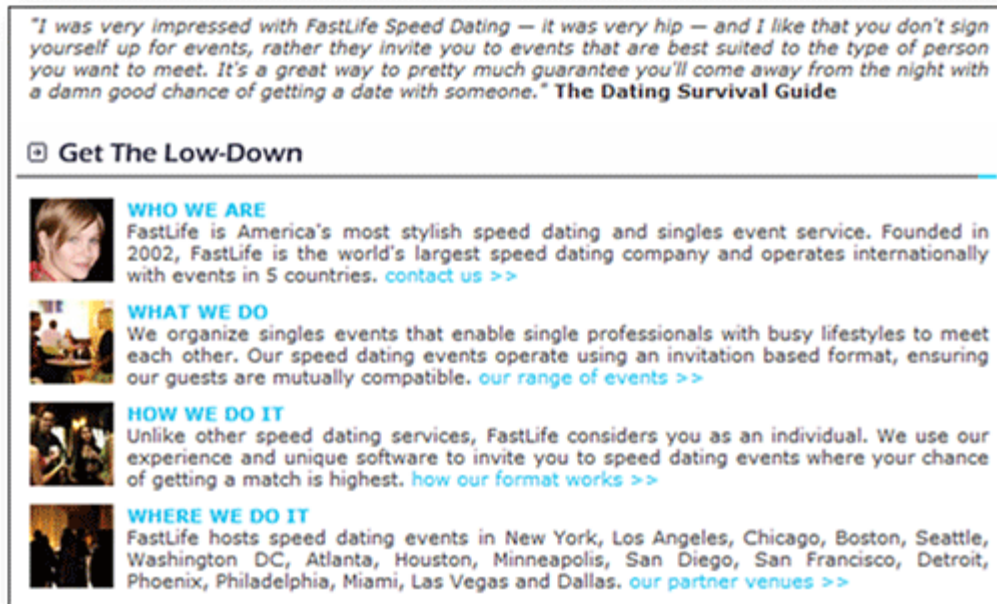
**Finding:** FastLife's upcoming trips are listed in a narrow, vertical chart that overall appears very Web 1.0. In addition, text appears quite scrunched. (See above photo).

## Recommendations:

Make a few, minor changes to the chart.

- 1) Expand the size of the chart cells in order to give the text more room to breathe.
- 2) Insert a graphic into each cell to make the chart more visually enticing to peruse.

**Finding:** More facts and less fluff are needed in the content on the opening page of this section. Sentences such as “FastLife considers you as an individual,” do not present the reader with tangible, useful information about the service.



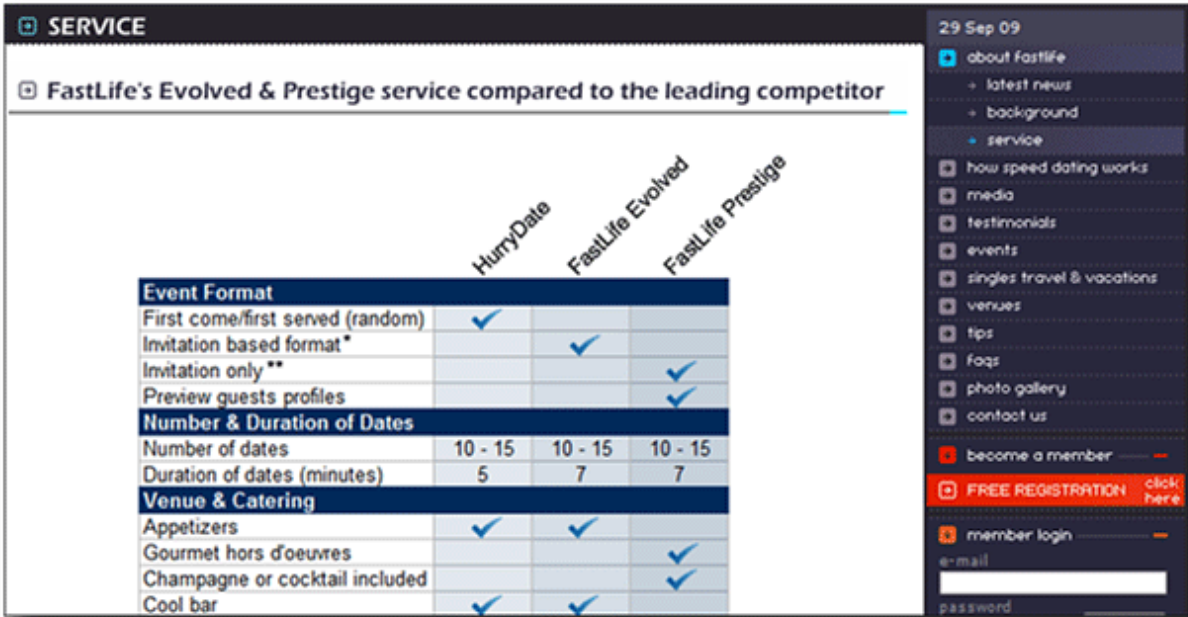
Equally troubling, the majority of the links on the opening page for the “About FastLife” section do not work.

Finally, the “About FastLife” page does not provide links to the section’s three subpages: “Latest News,” “Background” and “Service.” Visitors can only find links to these subpages if they happen to glance over to the right-hand navigation bar.

**Recommendations:**

- 1) Include more statistics and specifics, such as the success rate at speed dating events, number of parties held each year, etc.
- 2) Check to make sure all links on the page are working.
- 3) At the end of each summary point, instead of lengthy text links like “contact us” or “how our format works,” just state “more” like in the other sections.
- 4) Reference the “Latest News,” “Background” and “Service” subpages in the summary points on the “About FastLife” page.

**Finding:** The title “Service” in the vertical navigation bar does not clearly indicate that this subpage is a comparison of various speed dating companies.



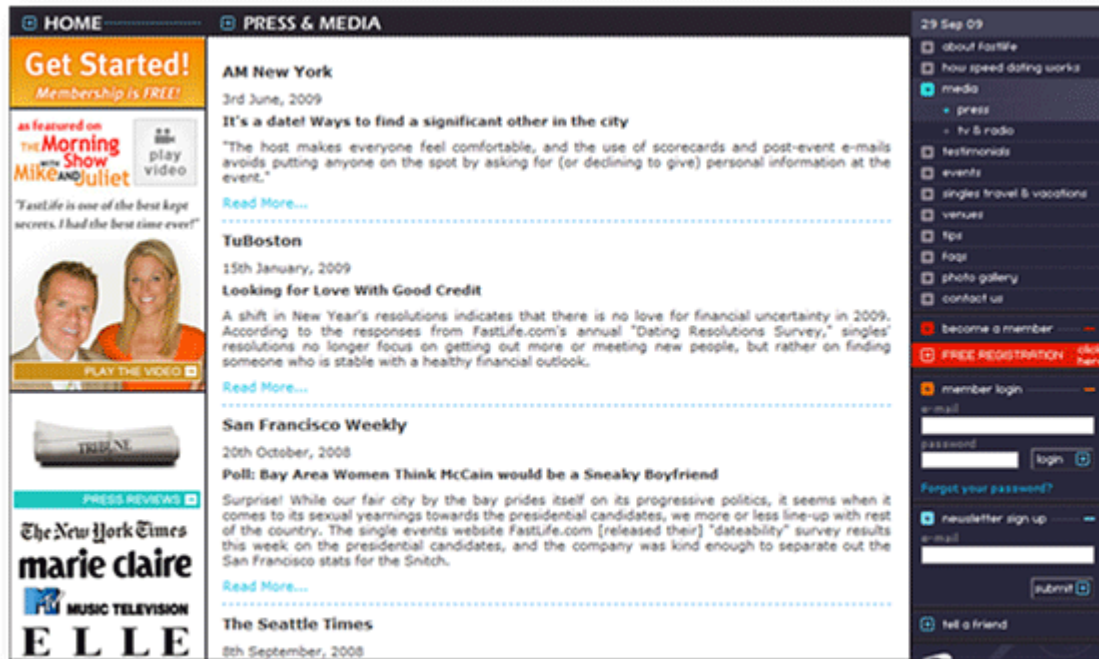
In addition, the information here could prove valuable in converting interested visitors into FastLife members. Yet, this chart is buried deep within the site’s subpages.

**Recommendations:**

Rename the “Service” subpage “Service Comparison” or “FastLife vs. Competition.” In addition, try to incorporate a smaller version of the chart onto the homepage or within the “Evolved Speed Dating” and “Prestige Speed Dating” sections.

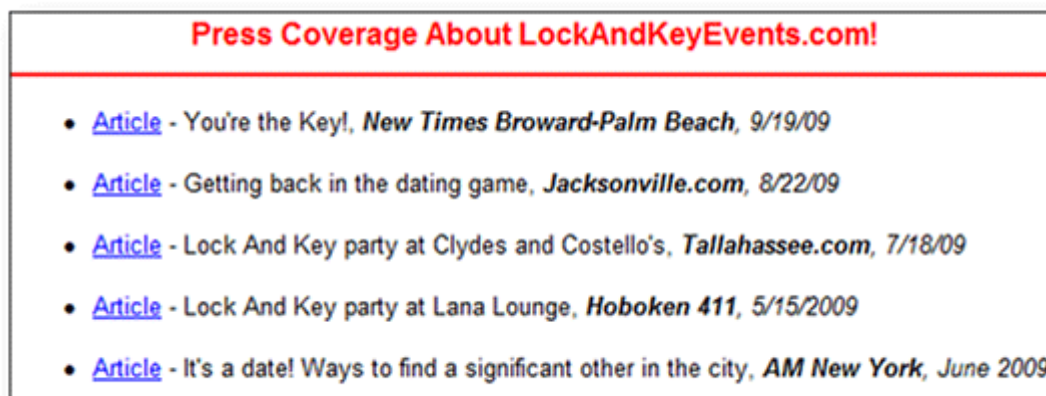
[Notes on Other Sections](#)

**Finding:** Press & Media (<http://www.fastlife.com/press/index.html>) – The text-heavy presentation and small font sizes could dissuade visitors from clicking on the articles.



## Recommendations:

This is a case where less is more. Edit down the press page. Follow the format on the Lock & Key Events as an example (<http://www.lockandkeyevents.com>).



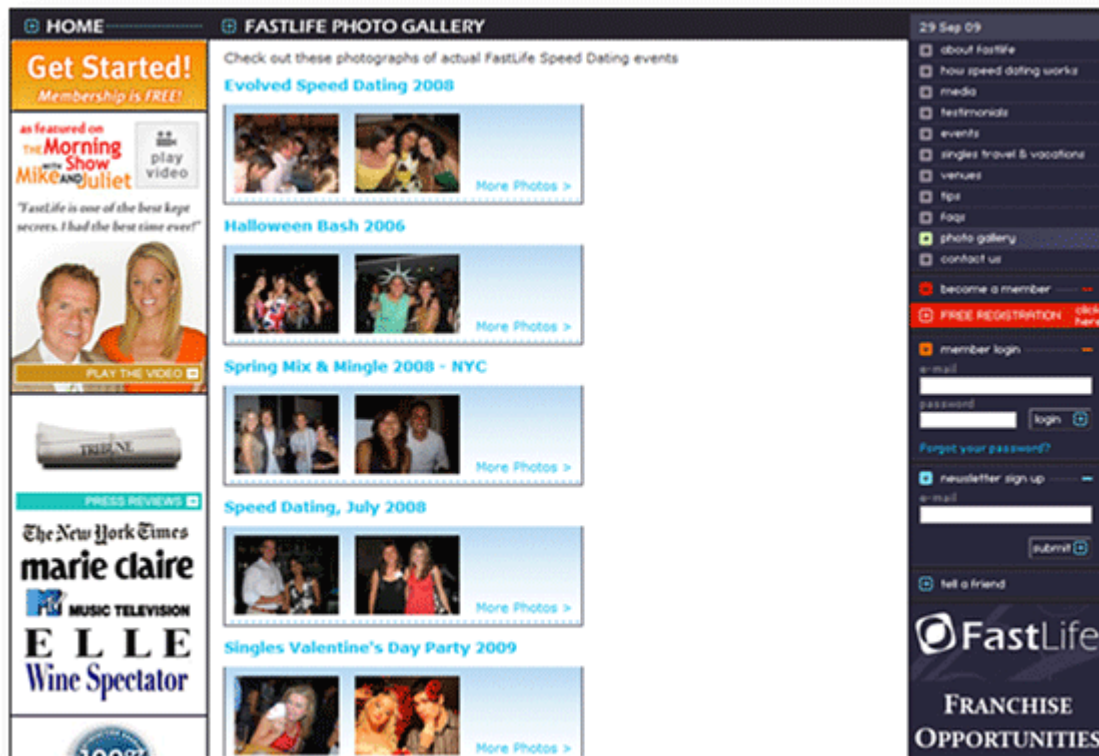
Severity: **Medium**

Finding # 26

**Finding:** Photo Galleries (<http://www.fastlife.com/photo-gallery/index.html>) – The sheer number of slideshows go a long way towards affirming the quantity, as well as quality, of FastLife events.

However, the “Photo Galleries” page itself appears a little disorganized. The slideshows are not in chronological order, plus there is no separation between the

photo galleries taken at speed dating events and those taken at the mixer parties.



### Recommendations:

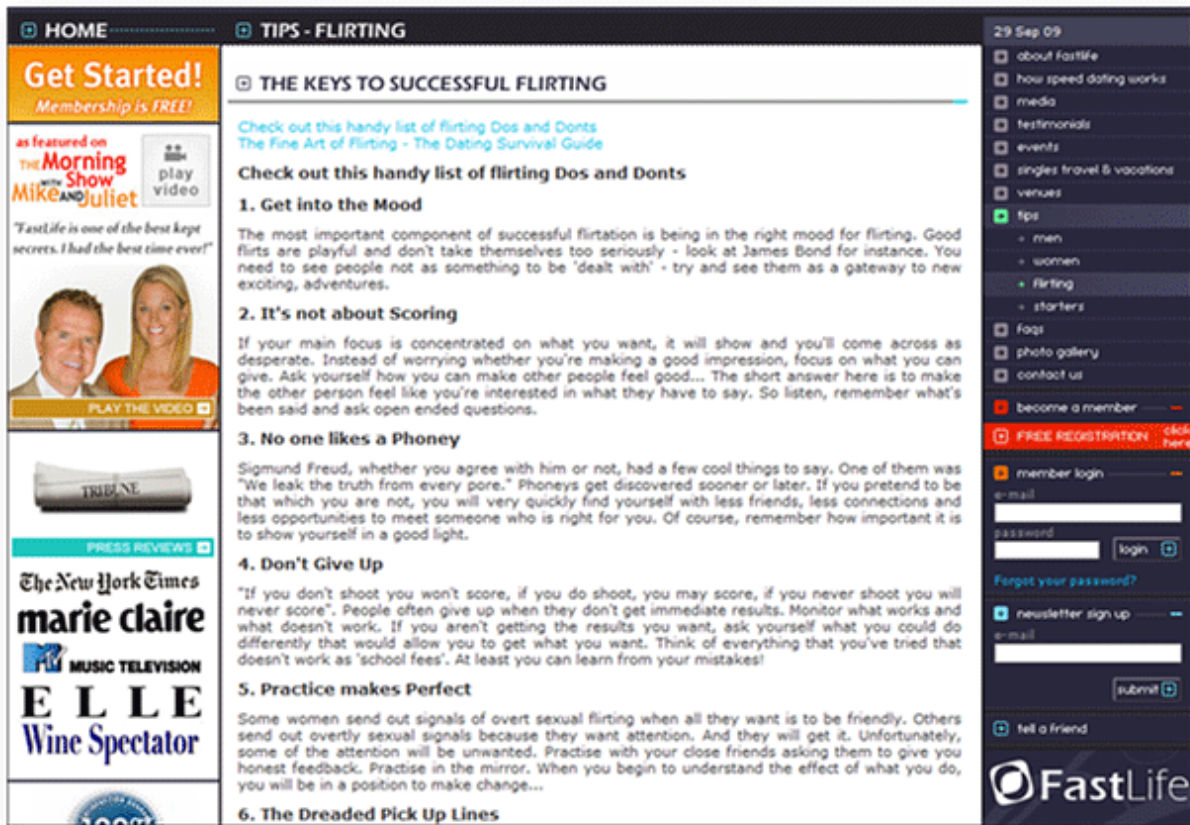
Divide the page into three categories: Speed Dating, Mixers & Special Events and More FastLife Photos. Within each section, put the photo galleries from the most recent events at the top. When visitors see that a site is getting updated regularly, they will get the impression that the organization is on the ball and working hard.

Severity: **Medium**

Finding # 27

**Finding:** Tips (<http://www.fastlife.com/tips/index.html>) – The “Tips” section contains helpful advice on how to break the ice, whether at a FastLife event or on a first date. Subpages include specific suggestions for men and women.

Yet these pages involve a lot of heavy reading and hardly contain any photos. Again, in order to fit in all the information, small font sizes have been utilized.



## Recommendations:

Instead of offering tons of tiny text, entertain visitors with short video segments on flirting techniques. Create original clips or embed ones that have already produced by other sites, such as VideoJug (<http://www.videojug.com/film/how-to-flirt-with-men>).

## Miscellaneous

Severity: **Critical**

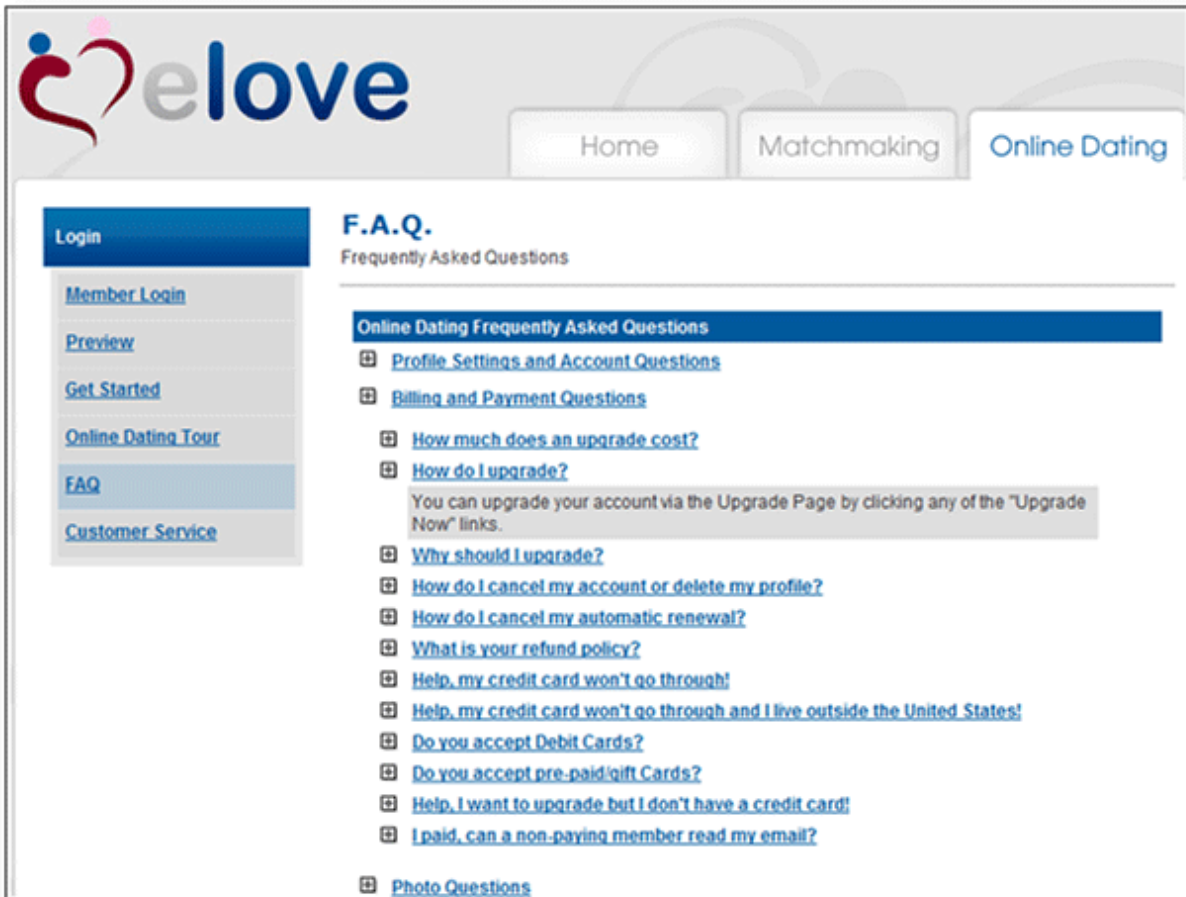
Finding # 28

**Finding:** From the “Testimonials” page to the “FAQ” section, the tiny text is everywhere. Small font sizes are laborious and turn off to read, especially for older users.

## Recommendations:

The miniscule text is arguably the site’s biggest negative. The overall layout of the site needs to be reevaluated. There should be enough space on each page that words on the site are no smaller than font size 12.

An expanding menu format, like the one used in the FAQ section on eLove, would feasibly allow for larger font sizes to be implemented (<http://www.loveaccess.com/faq.htm>).



Severity: **Critical**

Finding # 29

**Finding:** Video clips pop open as Windows media files, making the site seem antiquated. In addition, the “Watch a Video” clip on the “How Speed Dating Works” page doesn’t even load at all (<http://www.fastlife.com/how-speed-dating-works/index.html>).

### Recommendations:

Repair any broken video links and employ Flash technology in order to embed clips into the actual Web pages.




Severity: **Critical**

Finding # 30

**Finding:** There are instances of grammatical mistakes throughout the site. The venue descriptions on some of the city pages are missing periods. On the homepage, it reads “Date 10-15 people in one night and decide right away if theres chemistry.” There’s also a link to the “White Patry” in the Mixers & Special Events column. On the city page for New York, the word “modern” is randomly capitalized in the Vesta caption.

Grammatical mistakes on a Web site makes it seem like the service hasn’t put a lot

of thought and effort into their online work, and visitors might begin to wonder if the actual singles events are executed with a similar level of care.

<b>REGISTER</b> <b>Evolved Speed Dating</b> Date 10-15 people in one night and decide right away if <b>theres</b> chemistry. <b>\$49.95</b>  <b>INVITATIONS</b> Invites to Speed Dating events that are right for <u>you</u> .	<b>REGISTER</b> <b>Prestige Speed Dating</b> Invitation only Speed Dating events for successful professionals. <b>\$99.95</b>  <b>CONSULTANT</b> Prestige members assigned personal consultant.	<b>MORE INFO</b> <b>Mixers/Special Events</b> We host a broad range of fun events run according to a variety of formats.  <b>WHITE <b>PATRY</b></b> Click here for photos of this years event!
---	--	---

### Recommendations:

Have a journalist, PR representative or grammar guru proof-read the entire site.


Severity: **Critical**

Finding # 31

**Finding:** Questions arose as to whether the site was unlawfully using copyrighted images for some of the icons. “Perhaps having an image that is owned by Disney is not the wisest move,” one reviewer said of the Jessica Rabbit thumbnail on the “Mixers and Special Events” page.

**Mix & Mingle Parties**

Our mix and mingle parties are an opportunity for you to mix with hundreds of others singles. These aren't speed dating events, but we do have fun match up games and ice breakers, and each event has a specific theme. Make sure you [register](#) so we can send you special early bird offers!

 **SPRING PARTY**  
FastLife's Mix & Mingle parties are stylish socials for single professionals. We play fun ice-breaker games to make sure you get the chance to meet all the other singles at the party, plus there's a DJ and prizes up for grabs. [more >>](#)

### Recommendations:

Make sure any borrowed images come with no usage restrictions. Use Google to find sites that offer free images.