

# How you can avoid a bland date

New dating website **Loveflutter** is creating a stir by banning boring people. *Helen Croydon* takes the test to join the Quirky Interesting club

**W**E'VE had dating websites to which only the beautiful can apply. We've had ones that require an IQ entry test. We've even had skinnies-only dating. Now a novelty site is demanding its members pass a QI test.

QI stands for Quirky Interesting. If you don't score above 67 per cent you are officially a bore and Loveflutter.com won't let you join. This sounded promising to me. I know only too well that sinking feeling after a day spent buzzing with first-date anticipation, having treated myself to a blow dry and a leg wax, only to be greeted by a monosyllabic slouch who announces he's an accountant and lives with his mum. I scrambled to take the test.

The multiple-choice questionnaire, which takes no longer than five minutes to complete, requires you to have a Facebook account to take part but you can set results to private so your friends will never know if you're declared dull.

Questions covered how many holidays I've been on this year, whether I've ever done a bungee jump (yep, I have) and how many people 'liked' my last Facebook status. I am delighted to report that Loveflutter's QI psychometrics gave me a resounding 90 out of a possible hundred. I'm clearly a very dynamic date.

The site was established last month by Daigo Smith, an entrepreneur from east London. Disgruntled by his own experiences on conventional dating sites, he set up Loveflutter to capture the flutter-in-your-tummy feeling of attraction.

'I've had many tumbleweed



Out of the ordinary: Loveflutter founder Daigo Smith (left) aims to put the magic back into online dating

there was no magic about them.' Smith and co-founder David Standen enlisted the help of chartered psychologist Dr Simon Moore to find out where to get that magic from. Dr Moore asked 200 single people which traits they considered most desirable in their perfect partner. He found the single most common trait listed was 'being interesting.'

'If you are interesting, the perception is that you are intelligent,' Dr Moore says. 'If you have a great scope of activities, it indicates you have the intellectual resources to concentrate on more than one thing.'

Doing interesting things elicits an "approach response" in other people. If someone says their hobby is

shark surfing, people want to know why. We are programmed to approach stuff that is intricate.'

He adds that there is also something known as secondary insight. 'This makes interesting people appear to be socially acceptable,' he says. 'Most activities involve doing things with other people so if you do lots of interesting things, it signals that you are social and have qualities people like.'

**B**UT can a ten-question test really sieve out those dreaded dates that make your eyes glaze over? The only way to find out was to log on.

The site already has more than 2,000 members and within three days I'd received messages from a Parisian in London making films, a man whose hobby is riding vintage motorcycles and one who claimed to feature in a prominent magazine's 'top cleverest men' list.

They certainly had the intrigue factor but, let's face it, you can still be boring with a French accent and riding a vintage motorbike isn't exactly my idea of a wild night out.

Smith acknowledges that finding someone or something interesting is subjective but, even so, he says, joining the site and meeting fellow QIs can only be good for self-development.

'Hopefully, meeting diverse people will highlight areas of our members' lives they could shake up a bit,' he says.

'If we are helping people become more attractive and giving them more things to talk about, it can only be a good thing. Being interesting is something you can work on. Unlike sites for beautiful people or people with high IQs, being interesting is something people can improve.'

'If people fail the test they get a message encouraging them to go and explore their interesting side. It's quite easy – expose yourself to different music, get out of your routine, don't hang out in your usual areas, try an evening class or a new hobby. If you do more interesting things, you become more attractive.'

www.loveflutter.com

## GREAT DATES LOVEFLUTTER'S QUIRKY INTERESTING CELEBS



According to Loveflutter.com research, the top role models are (from left to right): Cara Delevingne, Eddie Redmayne, Rita Ora, Nick Grimshaw, Carey Mulligan and Tinie Tempah