

Understanding the Problem and Market Landscape

To build an MVP that helps **chats not die** in “**Small-talk valley**” while converting it to a **concrete meet plan** while also **ensuring the safety for the users**.

What is a “Small-Talk Valley”?



When we talk about small talk valley in terms of dating apps, it refers to a phase where the involved parties feel struck and loose interest in chatting after exchange of few messages as a result of loosing excitement.

Current User Landscape of Dating Apps in India



- Global platforms remain dominant, with Tinder, Bumble, and Hinge being particularly popular.
- Tinder is a leading force in the Indian dating app market.
- Indian apps like Aisle and TrulyMadly. These competitors have carved out niches by focusing on safety, different types of relationships, or catering to specific user segments.

Market Size and Growth Opportunities



Global Markets: global dating app market is projected in 2025, with various reports estimating its value between \$6.97 billion and \$12.9 billion, growing at a CAGR of 7.5% year by year

Indian Markets: Some reports estimate the market could reach USD 1.2 billion in 2025 and USD 3.0 billion by 2030, with a high CAGR.

User penetration is also increasing, with an estimated 132.8 million users expected by 2029

Actors in Dating Space



Primary Actors:

- Active Daters: People actively seeking relationships.
- Profile Creators: Users who set up profiles
- Premium Subscribers: Those who pay for enhanced features

Secondary Actors:

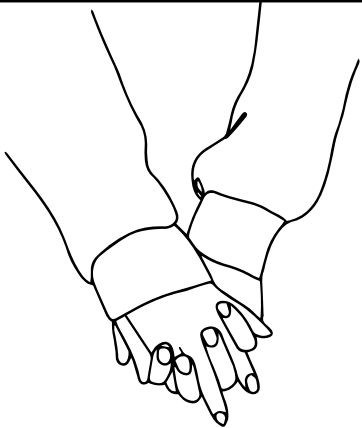
- Passive Users: Who browse without actively engaging in matchmaking
- Matchmakers: Users recommending matches to others
- Test Users: Individuals recruited by the app

Competitive Landscape of Leading Apps

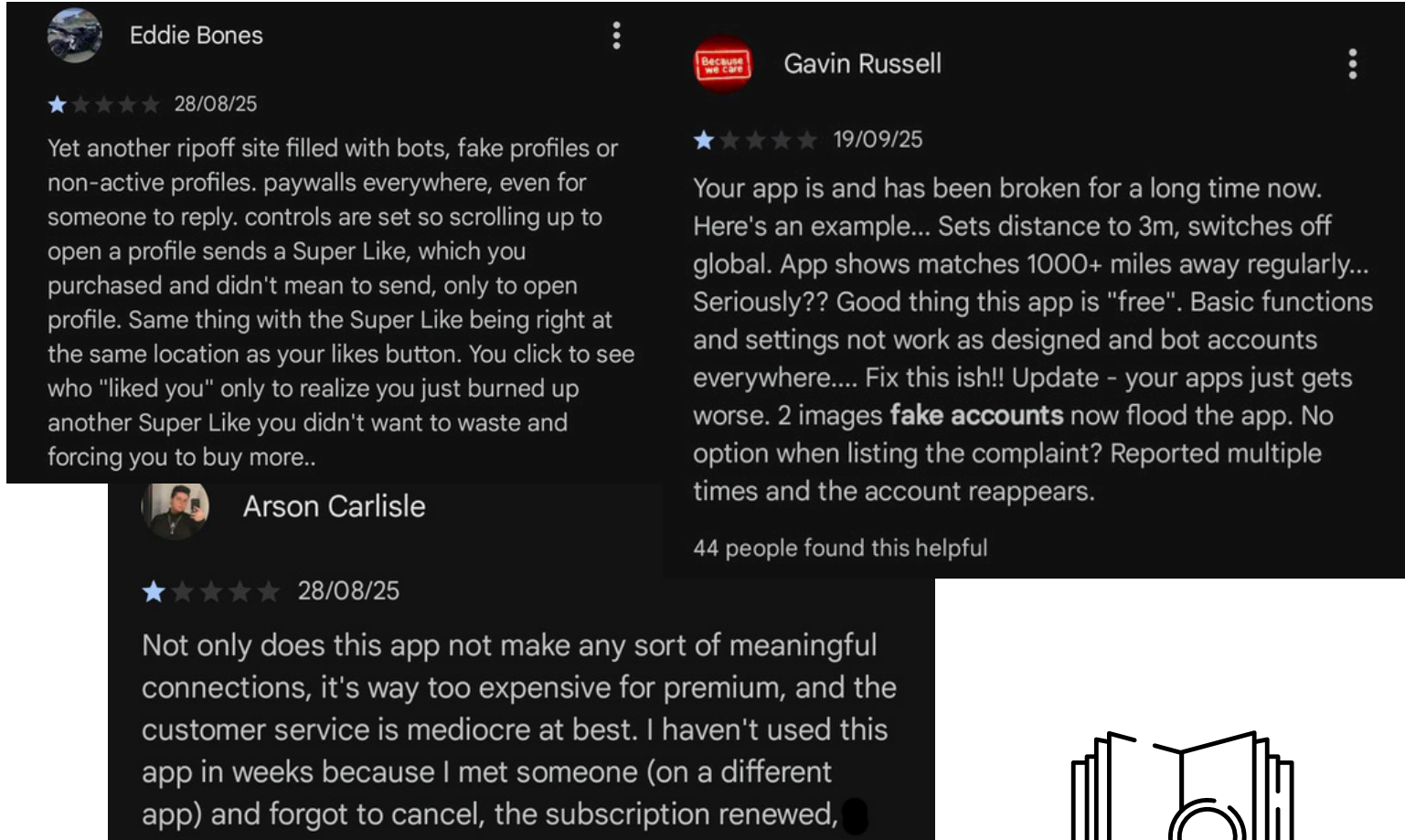


The Table below features all the popular apps present in India

Apps	Category	Pros	Cons
Tinder	Casual Dating	Large user base, easy to use	high-competition, some fake profiles
Bumble	Casual / Serious / Friendship	Women initiate, multi-purpose	Women first can deter matches
Hinge	Serious Relationships	Focus on serious relationships,	premium features are costly
QuackQuack	Casual & Serious Dating	Simple UI, Verified Profiles	less polished than global apps
TrulyMadly	Serious Commitment	Strong background checks	Limited Free Features, smaller user segments



Secondary Research



Research Findings

- Presence of a lot of **bot accounts** on various apps which results in **people losing trust** in the apps.
- The **premium features** are **costly**.
- **Profile suggestions** need to be **more precise**, leading to **good potential matches**.
- **Non-active profiles flood the app**, leading to **exhaustion of daily likes**, but not **getting any matches for free users**

Target App, User Segment and Why are we Choosing Them

App Selected and Reasons



The App that I have selected for my project is

Tinder, and the reasons are listed below:

- Most popular app when it comes to the dating apps market.
- One of the global players with huge popularity in India.
- Growing User base and demand in India.
- Still the most popular app amongst Indian Youth (our target segment).

Hypothesis



- The Main reason for the chats to stall is that there is no fun interaction between the users.
- Most chats start with a simple “Hey/Hi” text, and users don’t know how to move forward.
- There are many fake accounts on the app, and users lose trust while chatting to the person.
- The real reason for the chats not converting to a meet is a lack of safety feature and concern that the person the user is planning to meet is the same person or different

User Segment



Demographics: The selected user segment for the research are the people who lie in the age group of 18-24 years old living in Tier 1 cities.

Their Usage: The selected users are young adults who use this app to find meaningful connections, new friends, or to find relationships.

Why Select This User Segment



High %age: The selected user segment accounts for almost 35% of the total users on app in India till 2025.

Early Brand Loyalty: The selected users are young adults who use this app, and if provided with useful features they can become permanent users.

Influential Social Network: This user segment is the most active on social media and can often make or break the perception of any app and its features, also helps in promotion of the same.

Meet the People Who's Matches doesn't turn into Meet

USER SURVEY

Users experiencing Chat Stalling

71.9%

Not even one chat turns to Meet

28.1%

Concerned about safety

90.6%

Profile verification Mandatory?

87.5%

Stopped chatting due to safety concerns

84.4%

USER INTERVIEWS

Riya Rastogi

Age: 23 City: Delhi

Profession: Student



Motive: Looking for new people to meet on the app. Uses the app 2-3 times a week, able to find matches.

Needs: A safe environment on the app, while chatting with users. Also finds a lot of people not trustworthy with no picture on the profile.

Pain Point: Finds a lot of fake profiles, profiles with many same profile pictures and also scared of dating scams going on these days.

Ananya Malik

Age: 22 City: Delhi

Profession: Student



Motive: Looking for serious relationship on the app. Uses the app on daily basis, able to find matches.

Needs: A safety feature on the app, that can help her friends keep a track on her while she go to meet new people (safety concern).

Pain Point: Finds a lot of fake profiles, profiles with many same profile pictures and also scared of dating scams going on these days.

Framing the Problem Through User's Lens

What is the True Problem?



- The **chats keep stalling** after an **exchange of a few messages (mostly 4-5)**, even **when either of the users is interested**. The **key factors** are **less trust in the profile** and the **safety** of oneself.
- **Safety** is the **main reason** that even if the chat continues, it **never turns into a real-life meet plan**; the **lack of safety features** when the users are meeting is missing.

Who is facing the Problem?



The users in the **age group of 18-24** are facing the **problem of chat stalling**, and even if the chat continues, it **doesn't turn into a meeting**. These are the users who are using the app to **meet new people, looking for friends, or trying to find long-term relationships**.

What is the value generated by solving the problem?

Value for Users



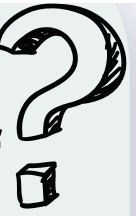
- **Safer user experience.**
- **Confidence** to turn **chats into a real meeting**.
- **Better user experience** with **less chat stalling**.
- **Ensured User Safety.**
- **Easier for users to trust profiles.**

Value for Business



- According to the survey, **56.3% of the users** say they are gonna **buy a subscription**, resulting in **huge revenue potential**.
- **A rapidly growing market in India**, with the **selected user segment forming the majority**.

How do we know it is the real problem?



- The survey conducted shows that **71.9% of users faced chat stalling** when interested.
- **84.4% users have stopped chatting** because of **safety concerns** or **because the profile was not verified**.

Why do we solve this problem now?



- **90.6% of the users** stated **they can trust and turn chats into a meeting** if there are only **verified profiles on the app**.
- The **selected user segments make up 35% of the total user segment in India**. Solving this problem is gonna **increase their trust, user retention on the app along with revenue**.

Video Calls and Location Tracking Verified Profiles (Solution-1)



This is the feature that is gonna be used in combination to make sure both the problem, i.e., chat stalling, and the safety of the users.

Key features:

- 2 mandatory video calls, before the chat turns into a meeting, ensuring the safety of both users.
- An SOS button that helps users save 5 contacts.
- When SOS is tapped, it shares the live location of the user with all the saved contacts.
- Once the Profile is verified only then it'll be uploaded on the server and shown to users.

Suggesting Meetup Places and AI chat (Solution-2)



This Feature takes a totally different approach by suggesting places where users can meet and also use AI in chat to make the conversation interesting

Key features:

- Use of AI in chat that sends a suggestion for how to carry forward a chat.
- Suggestions of places to meet for users are given based on their interests.

Video Calls and suggesting Meetup Places (Solution-3)



This Feature takes a new approach by suggesting places where users can meet and also use AI in chat to make the conversation interesting

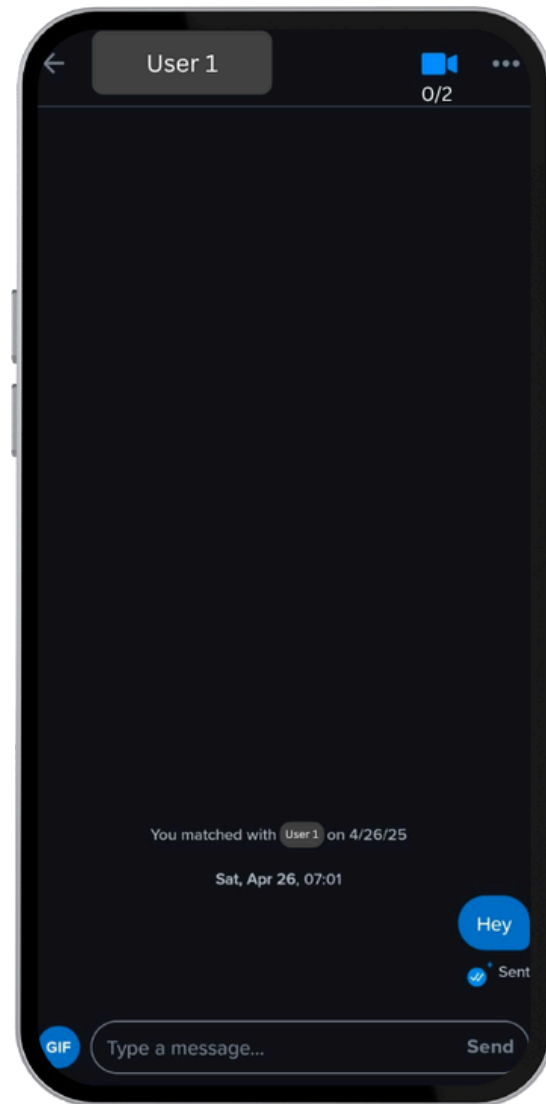
Key features:

- Suggestions of places to meet for users are given based on their interests.
- Providing a feature to users to do video calls with their matches, switching between chats and video calls.

Solutions	Reach	Impact	Confidence	Efforts	RICE FRAMEWORK
Solution 1	5	5	4	4	25
Solution 2	3	2	5	2	16
Solution 3	4	4	3	3	15

Visualizing our Solution: Wireframe

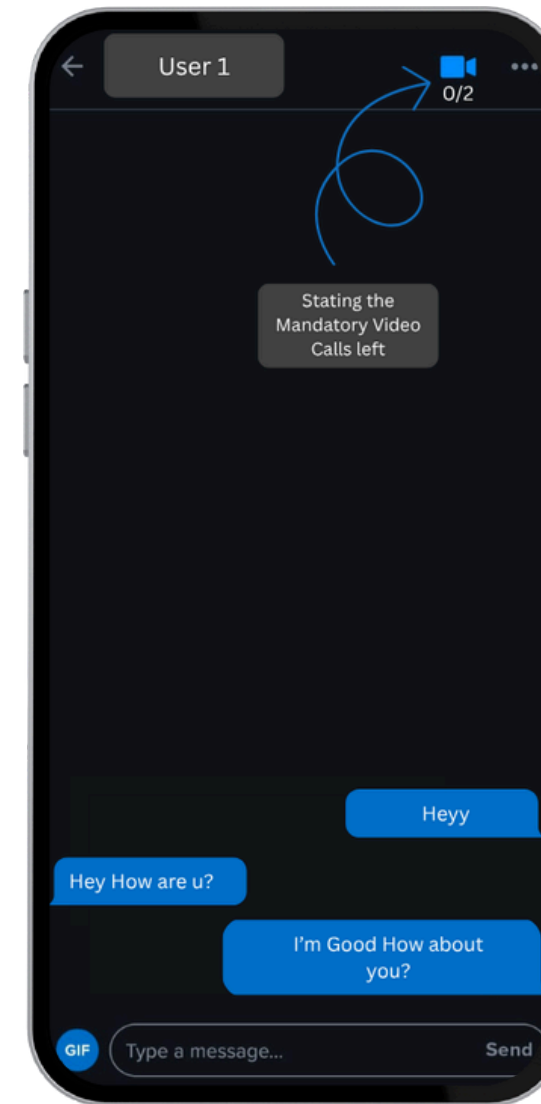
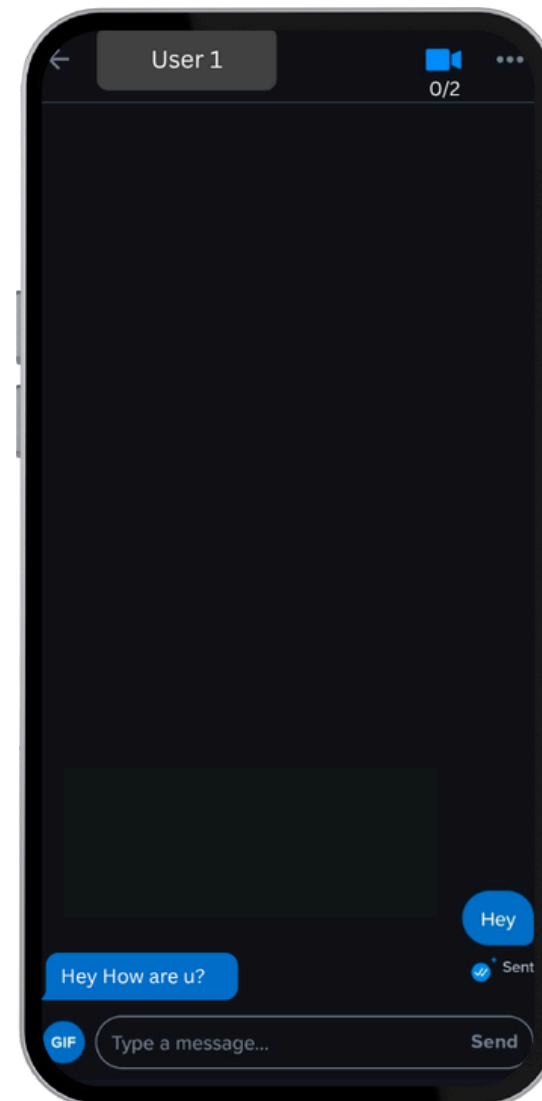
Step1



Step 1 simply consists of the users getting a match and exchanging the first text

In Step 2 when the conversation picks up and there is intent to chat, we're gonna move to the next step.

Step2

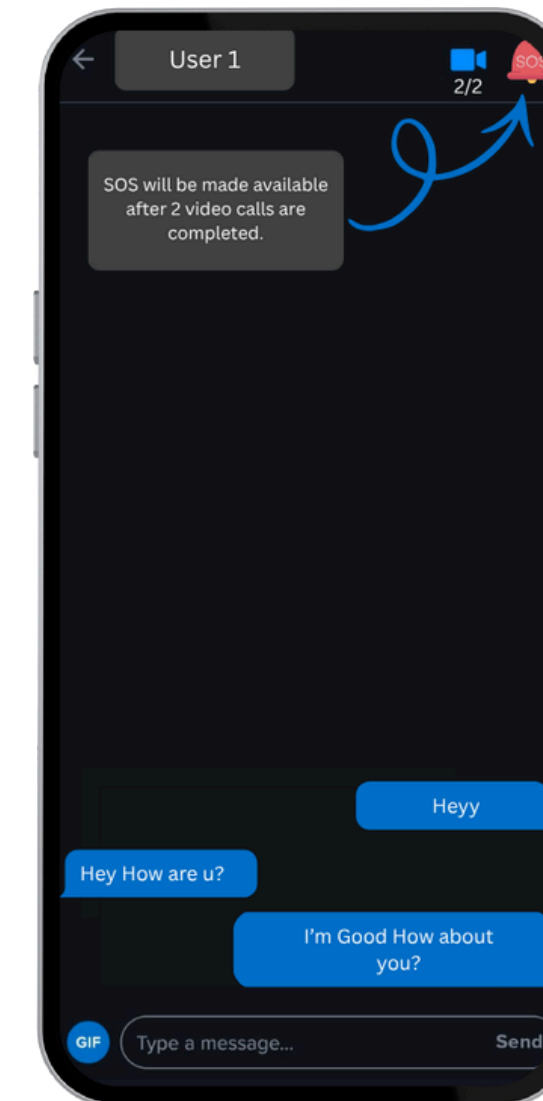


Step3

In Step 3 users will be able to see the available video calls, which are mandatory to complete, and they'll be notified about the same.

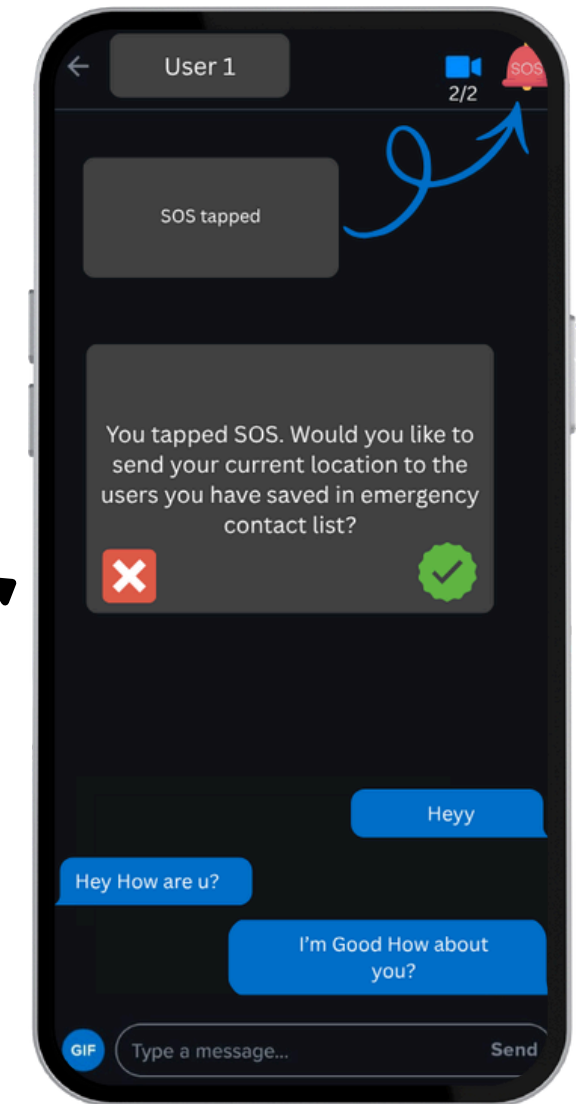
In Step 4, after the completion of 2 video calls, the SOS button will be activated and the users will be notified about the same.

Step4

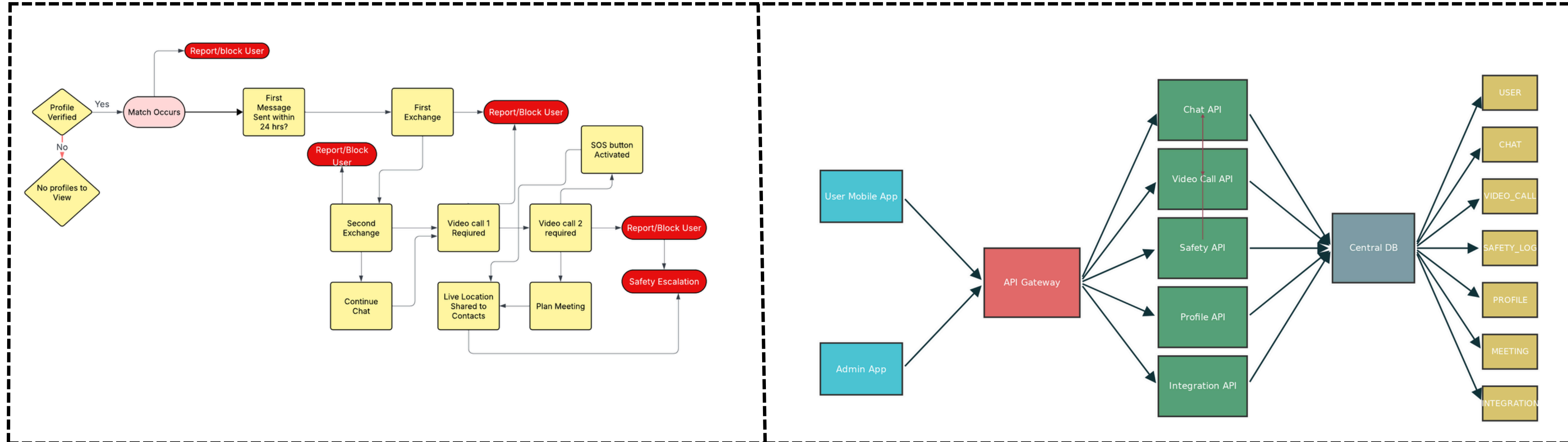


Step5

In Step 5, if either of the user press the SOS button, they'll be shown a dialog box and once confirmed the intent, their live location will be shared by saved contacts.



Visualizing Our Solution : User Flow and System Flow



User Flow

The User flow shows the **different steps and trigger points** consisting of **guardrails of Safety System**, i.e, report/block user its **escalation point** and also the **SOS feature** that will be **activated once the user completes 2 video calls with their respective match** and then plan to meet them.

System Diagram

The **System Diagram** shows all the **API and Backend** that will be **created and edited** on the existing features in order to make the **current system effecient**, and **maintain the database** and also to **monitor all the matrices that have been defined**.

North Star Metrics



Percentage of matches progressing to confirmed meeting

Formula: $(\text{Number of matches with confirmed meeting} / \text{Matches}) * 100$

Leading Indicators



- Video Call Engagement Rate

Formula: $(\text{Number of matches finishing 2 mandatory VCs} / \text{Total Number of Matches}) * 100$

- Chat Progression Rate:

Formula: $(\text{Number of messages after 2 messages} / \text{Total Number of Matches})$

- SOS button Activation Rate

Formula: $(\text{No. of SOS activation} / \text{Total active users}) * 100$

- Profile Verification Rate

Formula: $(\text{Total no. of profiles verified} / \text{Total profiles created}) * 100$

Guardrail Metrics



- Drop-Off Rate at Video Calls

Formula: $(\text{No. of users who abandon chat before completing 2 video calls} / \text{No. of users who start Video calls}) * 100$

- User Retention Rate (15 days)

Formula: $(\text{No. of users active on day 15 after signup} / \text{No. of user who signed up 15 days before}) * 100$

- Complaint Rate

Formula: $(\text{No. of safety-related reports} / \text{Total active users}) * 100$

Outlines Descoped:



- Suggesting Meetup Places: Future Iteration
- AI chat Suggestions: Future Iteration

Thank You

Risk and Mitigation:



- Low Adoption - High

Risk: Users may not complete the video chat and make plans to meet without completing it.

Mitigation: The SOS button activates, and the live location feature unlocks only after the user has completed 2 mandatory video calls with their match.

User will also be notified about the SOS feature activation, so they know completing the video calls is for user safety and enhanced experience.