



Dating MVP for Snapchat

Prakhar Sethiya



Case Scenario

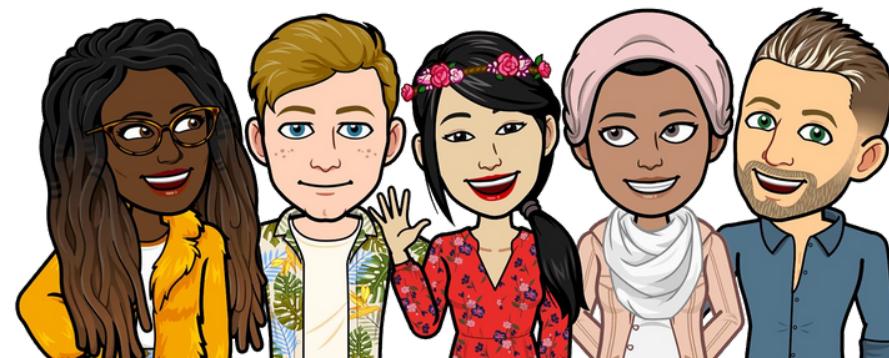
With 90% of Gen-Z in the US using Snapchat and looking at similar numbers in India as well, you have realised you're one of the go-to platforms for this generation for social media. You want to expand your offerings and transform the current app into the dating needs of your users as well,

Problem Statement

Product features pertaining to dating to be rolled out on the current platform

About Snapchat

Snapchat is a mobile messaging application used to share photos, videos, text, and drawings.



User research and Market Opportunity

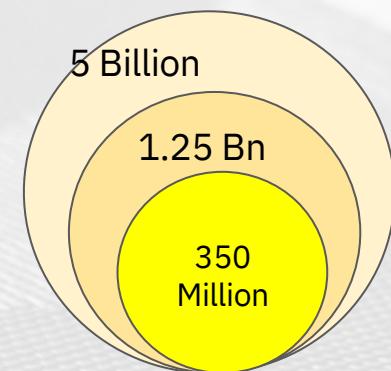
Snapchat user research:

- 1) Snapchat boasts a worldwide daily active users of 350 million with 100 million of them in India
- 2) In US, ;75% of the GenZ use snapchat and out of total active users 65% fall in 18-29 age group.
- 3) An average snap user spends around 30 minutes of their day on snapchat
- 4) A balanced gender ratio exists among the user with 54% users being females.
- 5) Only 72% of the users are satisfied with the snapchat and its features

Snapchat in Dating Context:

- 1) 76% of the users falling in 16-24 age group used snapchat for arranging dates/hookups
- 2) Among all age groups, 13% used snapchat for dating in some form
- 3) Demographically 2% americans used snapchat in dating context.

World Potential

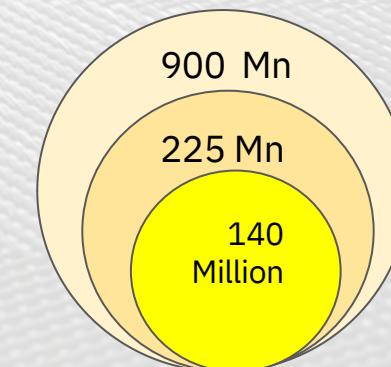


900 Mn

225 Mn

140
Million

India Potential

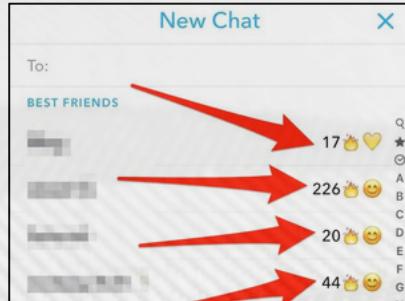


Snap+ performance

- ❖ Snapchat has launched Snap+ this year and grossed \$5 million attributed to it.
- ❖ For US, the pricing tiers stands at \$4/month or \$40/year or \$22/ 6 months. While for India the pricing looks like ₹49/month, ₹250/6 months & ₹400/year.
- ❖ In both regions \$4/month and ₹49/months are customer favorites respectively.
- ❖ In context, global ARPU is \$3 while for the rest of the world (without NA, SA or Europe) it's just \$1.
- ❖ Based on the global ARPU and revenue bump, 1.7 Million users or 0.5% of Daily active users pay for Snap+ services.



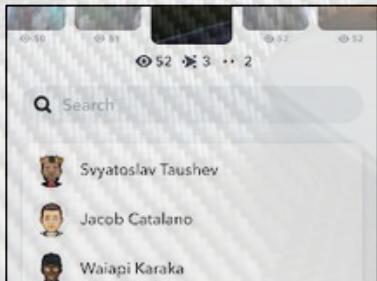
Dating cues on snapchat



Snap home - "We are snapping daily with a super long streak XD"



Snapmap - "We stay very close, should I ask her out?"



Snap stories - " My crush saw my snap story 10 times already!"



" We wear the same outfit"

Existing Snapkit solutions based on dating:

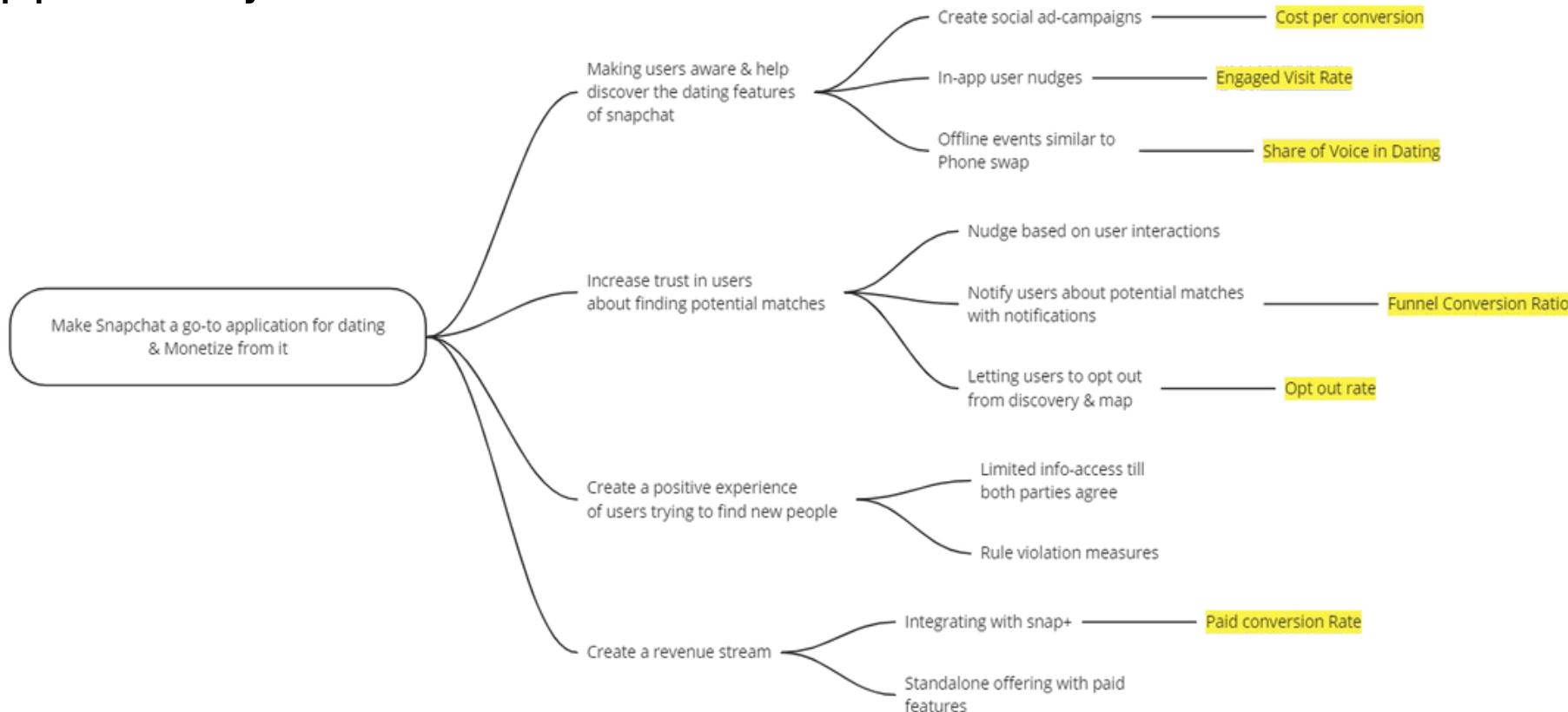
- 1)With tinder - Send bitemojis in between chats
- 2)Hoop - Dating app redirecting to snapchat for chats

User persona



About the User	Tina is a 19 year old affluent individual & a college student in Mumbai. An Avid snapchat user.	Rahul is a 25 year old software employee in Noida. User snapchat only for streak and snap stories. Uses popular dating apps.	Clair is a 35 year old thought leader from Bangalore. Haven't much used snapchat and new to online dating.
Goals	Keep in touch with friends and cousins. Explore new people around and get to know them.	Stay connected with snap friends. Find a new companion to date	Make new friends in the city and eventually fall in love with someone to spend her life with
User Behaviour	Very active on snapchat. Maintains streak with 10 friends. Is a snap+ user. Frequently refreshes outfits and location	Moderately active on snapchat Sends snaps occasionally and never used other features Ghosts friends on snapmap	Tech savvy and socially active New to snapchat and rarely uses Phone crowded with apps each for specific purpose
Pain points	Bad experience on dating apps Leaves chat midway losing interest	No success on dating apps so far	Don't trust sharing much data online

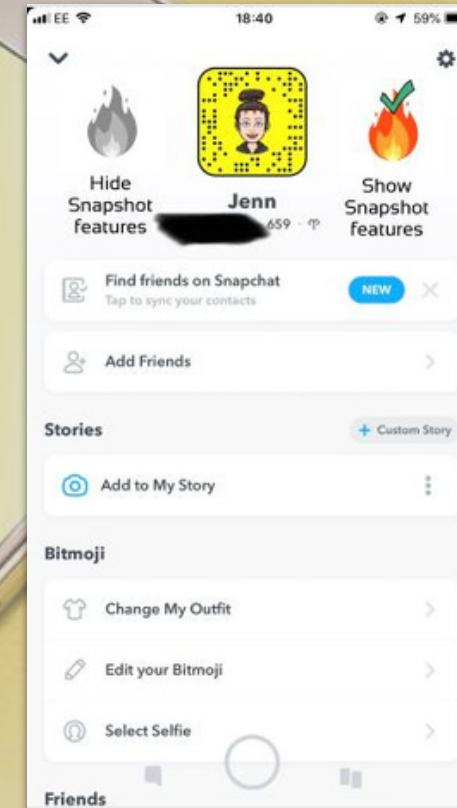
Opportunity Matrix with Metrics



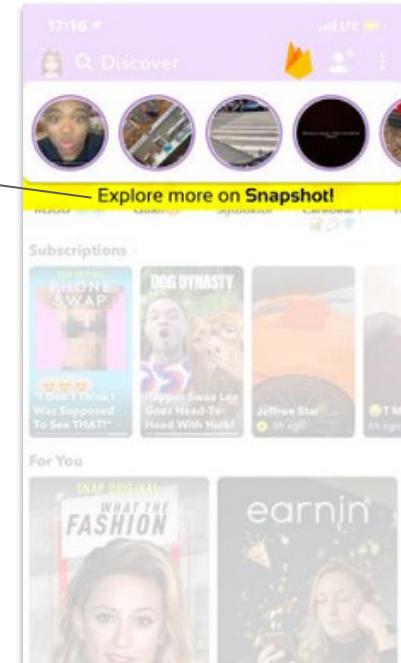
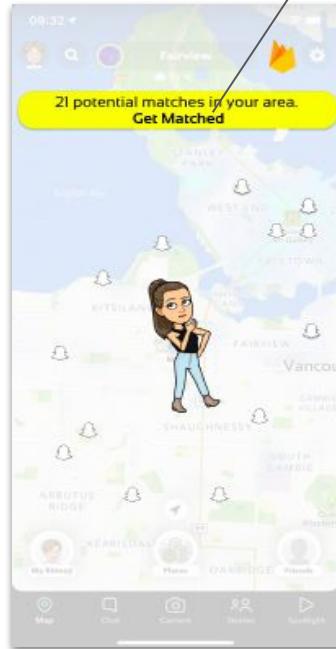
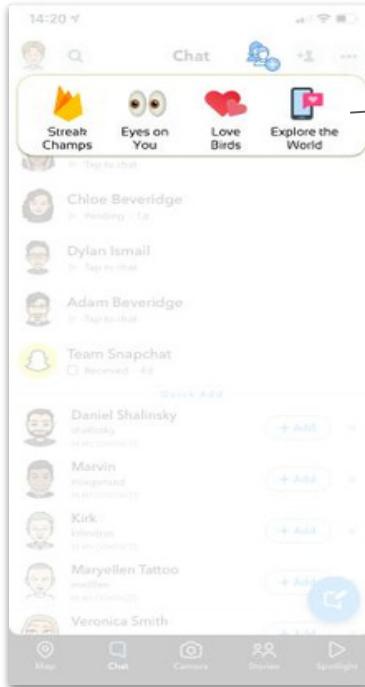
Snapshot Introduction

SnapShot is a **dating MVP** for Snapchat inbuilt to the existing Snapchat. Here is how it's accessible to the users:

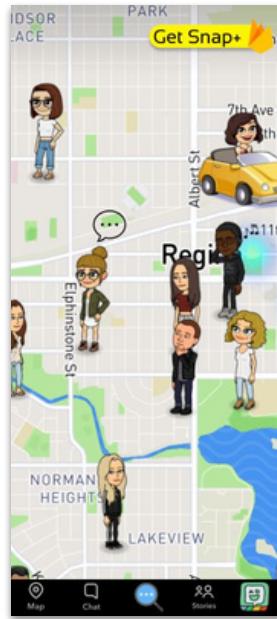
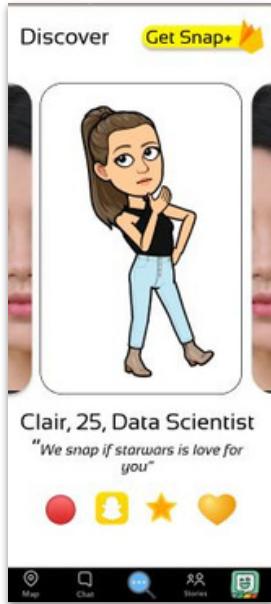
- Any Snap user, can directly jump to their profile to pick normal snap vs snapshot enabled snap
- Each screen ranging from chat, stories to maps having inbuilt cues to redirect the user to snapshot dating world
 - Snapshot comes both in free and paid versions with differing features and limitations to the functionality
 - Filters and preferences can be changed by the user from their profile similar to other dating information architectures



Discovering snapshot from various existing screens



Snapshot Overview



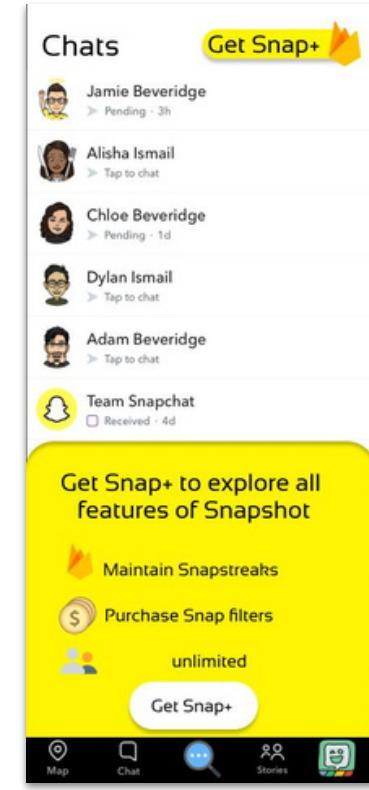
Once redirected to the snapshot using various cues, here is short glimpse of various screens:

Discover: Similar to other dating apps, helps user discover new matches

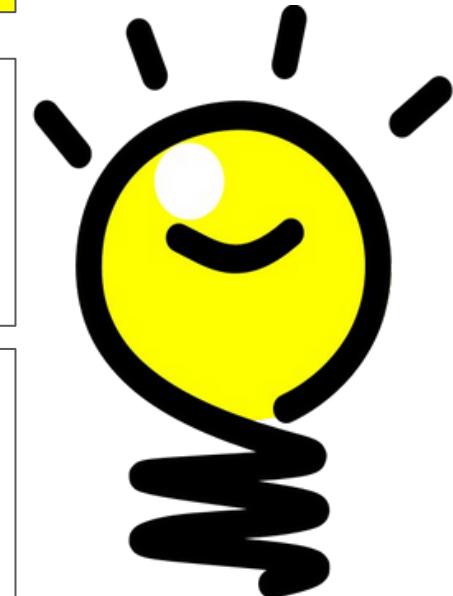
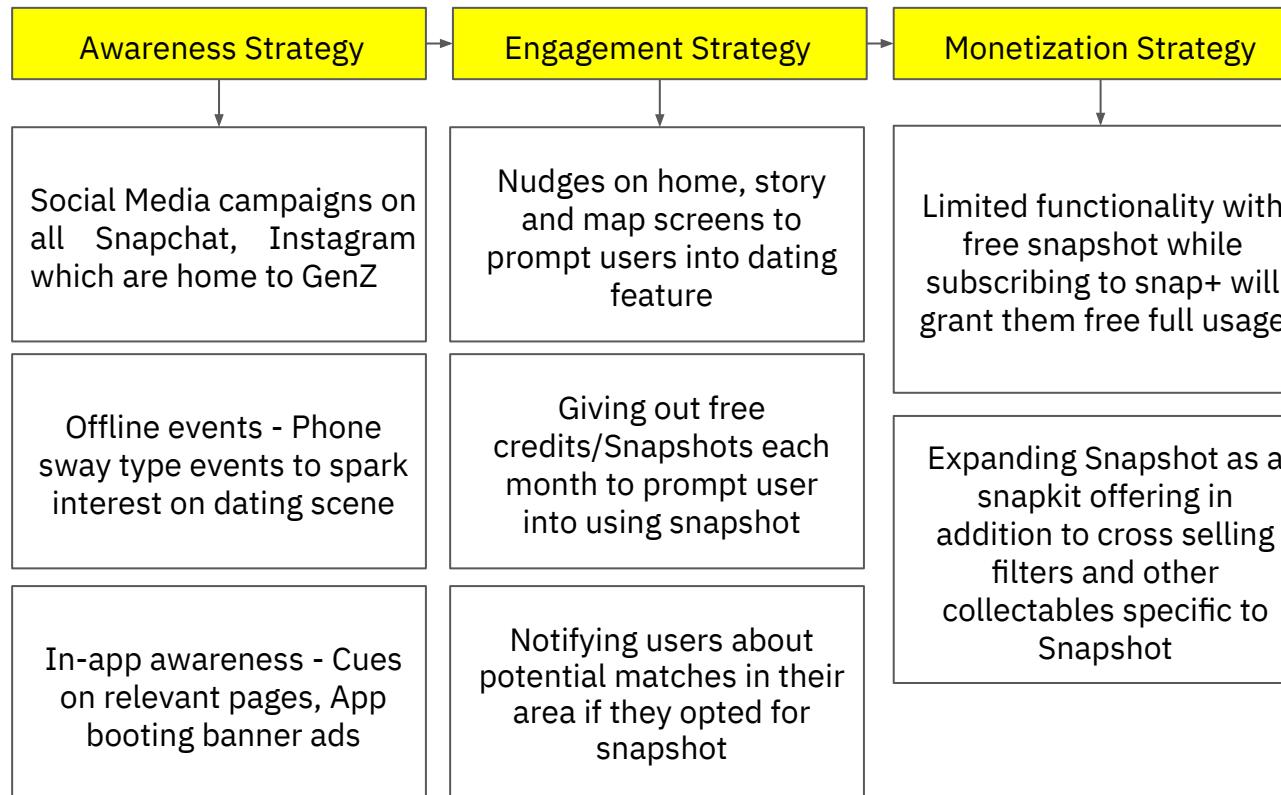
Snapmap: Shows potential snapshot matches within the users area

Chats: A user managed chat window with the matched snapsters

On top of each screen prompts users into subscribing for Snap+ and availing the full benefits of snapshot



Go-to market strategy



THANK YOU

