

Project Case Study

From Concept to
Connection: Launching
Sparkles Dating on iOS



Igniting Real Connections: Sparkles Dating

Sparkles Dating was an iOS-only dating app built from the ground up, driven by one core conviction: dating apps should truly help people meet, not just endlessly swipe.

I spearheaded the **0→1 product launch** as the **Product Manager**, shepherding the product from its initial concept all the way to its App Store debut.



Vision to Launch

Managed end-to-end product lifecycle.



Rapid Development

MVP delivered in a swift 12 weeks.



Team Leadership

Guided a 10-member cross-functional team.

The Dating Dilemma: Problems & Complexities

Most dating apps grappled with common pitfalls that hindered genuine connection:

- **Endless Swiping:** High volume of swipes, but minimal real conversations.
- **Few Meetups:** Scarcity of transitions from digital chat to [offline interactions](#).
- **Unclear Intent:** Users often vague about dating intentions, leading to mismatched expectations.



"The challenge wasn't just building another dating app, but creating clear intent signals and encouraging real-world interactions, all under tight deadlines and limited resources."

My Role: Driving Product Discovery & Strategy

As Product Manager, I embraced end-to-end ownership, steering the product from conceptualisation to execution.

1

Product Vision

Defined and championed the MVP's core vision.

2

Backlog & Sprints

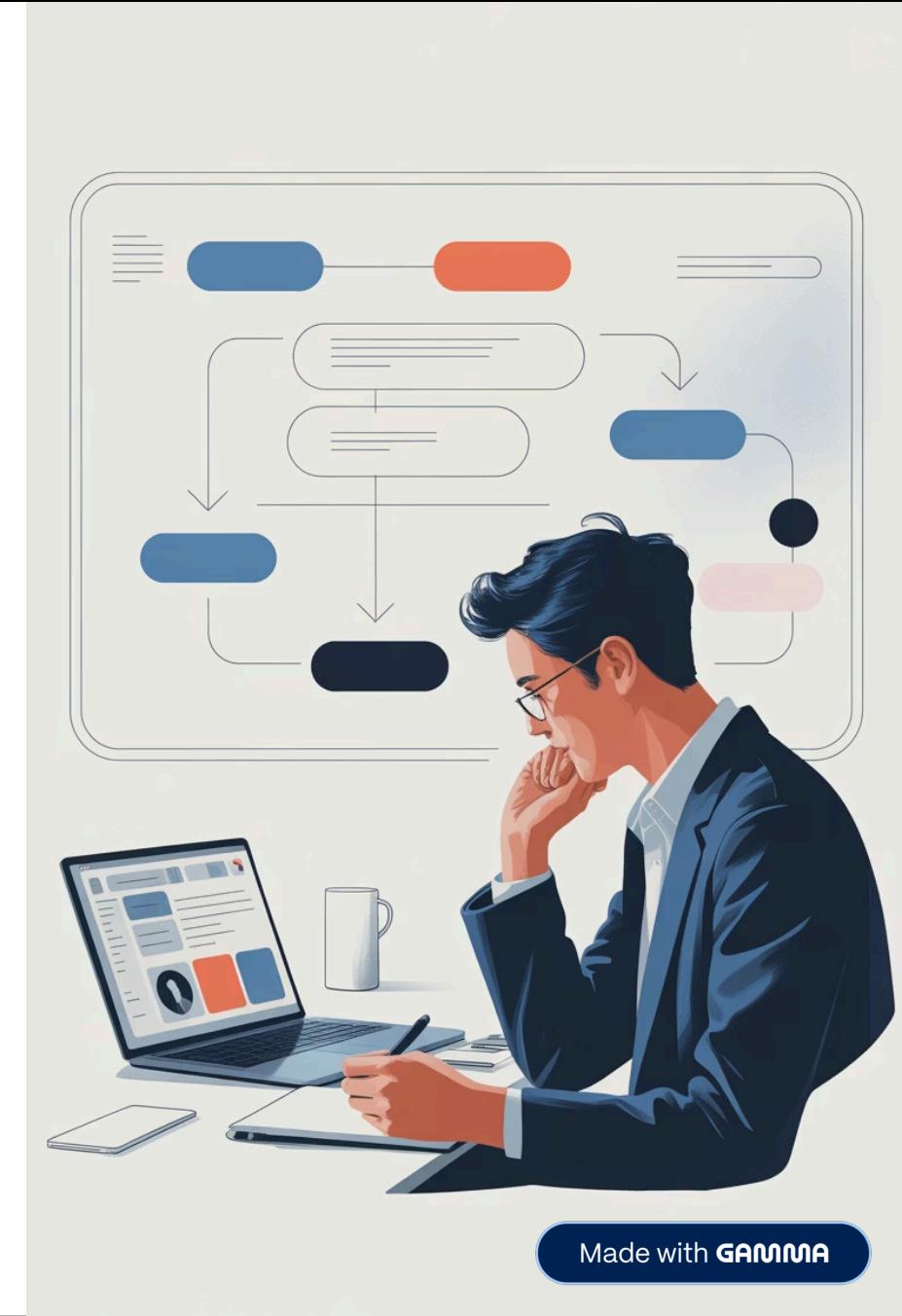
Prioritised features and managed sprint planning meticulously.

3

UX & Execution

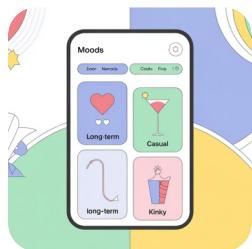
Drove critical UX decisions and oversaw delivery execution.

To refine the MVP, I engaged directly with potential users, understanding their frustrations and identifying critical drop-off points in existing dating app experiences. The clear insight emerged: **intent and real-world action were the missing pieces.**



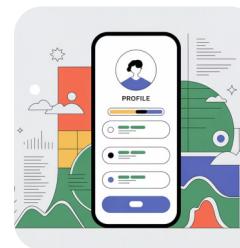
Strategic UX & Product Design Decisions

I placed a strong emphasis on user experience, recognising that a dating app's success hinges on its usability and emotional resonance.



"Moods" Feature

Implemented a unique "Moods" feature to explicitly signal dating intent (e.g., Long-term, Casual, Kinky), ensuring clearer expectations.



Fast Profile Setup

Designed a simple, rapid profile creation process to significantly reduce onboarding abandonment rates.



Clean User Flows

Streamlined user flows to minimise friction in discovery and matching, making the user journey intuitive and enjoyable.

I personally created **wireframes and user flows** to ensure absolute clarity and alignment before development commenced.

Unique Differentiation: Integrating Groupon

To directly tackle the pervasive "chat but never meet" problem, we introduced a powerful and unique differentiator.



I led the seamless integration of the **Groupon API** to:

- **Surface Real-World Offers:** Provide immediate access to local restaurants and activities.
- **Encourage Meetups:** Actively promote the planning of actual, face-to-face dates.
- **Drive Offline Conversion:** Shift the dating paradigm from mere chatting to tangible action.

This was a deliberate product decision to foster **offline conversion**, moving beyond just in-app engagement.



Flawless Execution & MVP Delivery

Execution was incredibly tight and exceptionally fast, demanding precision and proactive management.

1 Define Scope

Articulated clear boundaries and made critical trade-offs to maintain focus.

2 Manage Backlog

Owned sprint priorities, acceptance criteria, and ensured alignment across teams.

3 Cross-Functional Collaboration

Worked daily with Engineering, QA, and Design teams to resolve blockers efficiently.

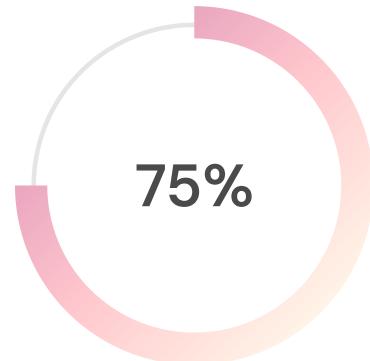
4 Launch Readiness

Led User Acceptance Testing (UAT) and managed all aspects of App Store submission.

Despite the intense pace, we successfully shipped a **stable MVP in just 12 weeks**, culminating in the launch of Sparkles Dating on the **Apple App Store**.

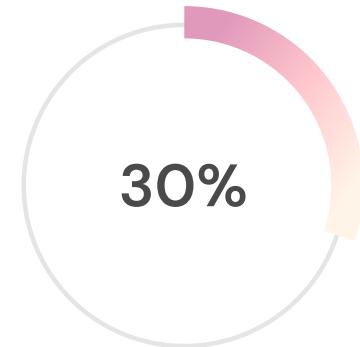
Outcomes & Early Success Signals

Post-launch, our focus was on tracking meaningful product signals that truly reflected user behaviour, moving beyond superficial vanity metrics.



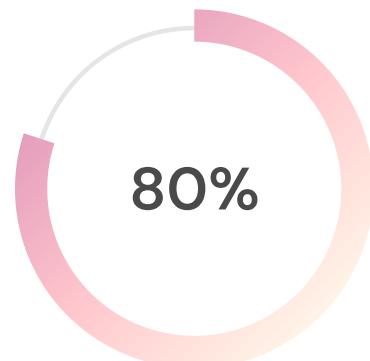
Onboarding Completion

High completion rate, indicating smooth initial user journey.



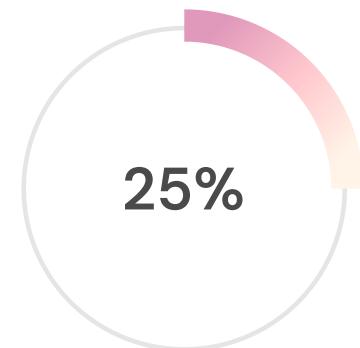
Drop-off Rate

Low drop-off at critical points, showing effective UX.



Moods Engagement

Significant user engagement with the "Moods" feature.



Meetup Intent

Strong movement from matches to stated meetup intent.

These crucial insights directly informed our backlog prioritisation, ensuring future iterations were user-centric and impactful.



The Essence of This Project

This project stands as a testament to my capabilities in comprehensive product leadership:



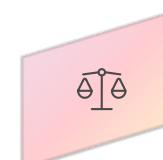
0→1 Product Launch

Building from inception, not merely optimising existing products.



Strategic Product Bets

Making decisive choices under immense time pressure.



Balanced Approach

Harmonising UX, differentiation, and swift delivery.



Cross-Functional Leadership

Guiding teams effectively without over-reliance on rigid processes.

Sparkles wasn't just an app launch; it was an invaluable lesson in **product thinking, execution discipline, and profound user empathy**.