

Hinge

Understanding the goal and Product Discovery

Mission :To help people find meaningful relationships

Vision : To Allow users to express themselves & prefer compatibility over sheer volume of matches

USP

Concept of Prompts - More than looks

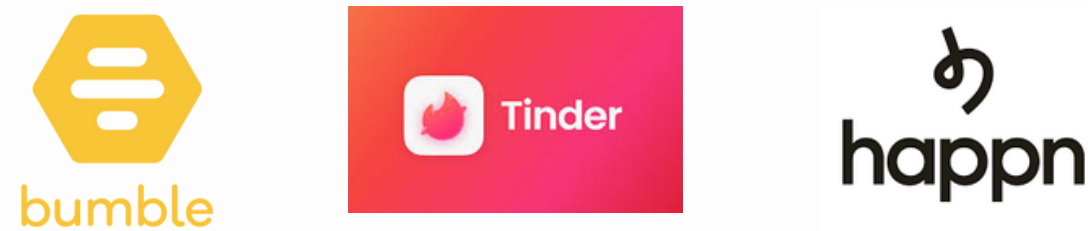
Personalized recommendations based on preferences

Conversation starters without even a profile match

The Problem Statement

The goal is to develop a date planning solution by eliminating the indecisive conversations thereby enhancing user experience, bring new users and increase business value of the product

Competitors :



Actors Involved

Business Model:

- “Freemium” business model, offering both free & premium subscription options.
- **Subscription Based Model** : Extra benefits such as unlimited likes, enhanced recommendations and also helps build loyalty among users.
 - **Advertising Model** : Monetization through targeted ad placements
 - **In-app purchases** : Options to purchase exclusive features like boosting their profile.

How could a date planning feature improve revenue ?

- Higher date conversion rate would drive new users into app and also increase engagement among the existing users which would result in more users buying the membership.
- Offering personalized recommendations about date ideas would enhance user experience and also great customer loyalty.
- Collaboration with external players such as event organizers etc

Mapping Business outcome to Product Outcome

Statistics



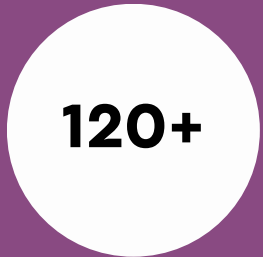
Revenue



App Store Ratings



Users



Countries

Target User Segment :

Young and single folks , **aged from 18-36** who seek meaningful connections and serious relationship admist a sea of mere swipes and fleeting encounters.

Estimated Market Share of Hinge:


18-36 aged people constitute for about 2 Billion approx.
Out of which , 25% people are active users across all dating apps -> 25% of 2B = **500 Million Users**

Hinge’s market share = 5% of the total dating app market share -> **Approx. 30 Million potential users**

Premium users , however , are very less in numbers (i.e.)
3% of 30M = **1 Million Users**

Sample size of the Survey :

30 Respondents



Age group :

100% respondents - target User Segment (21-28)

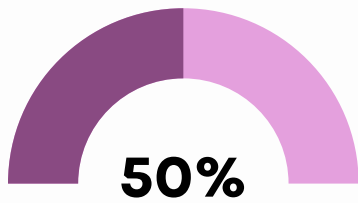
Gender Composition :

60% Female

Geographical Location :

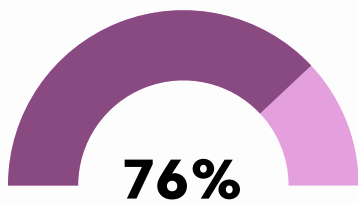
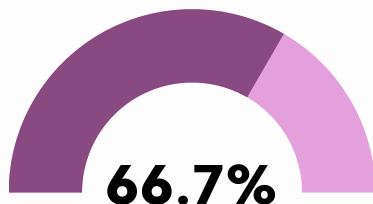
Across different Metropolitan Cities in India and UK

Insights from the Survey



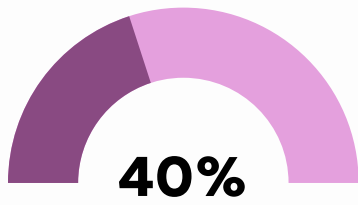
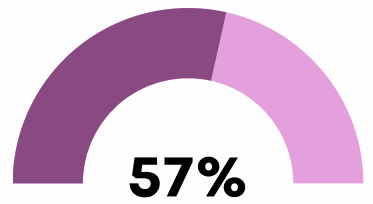
Almost 50% of the survey respondents **strongly agree that lack of confidence or poor date planning is a major letdown** and most likely wouldn't consider moving forward.

66.7% Users find themselves in **confused state** while planning a date over ‘what to do’ , ‘where to meet’ majorly **due to unrealistic expectations and desperation to find a partner**



76% users want personalized date recommendations/best food spot/events in the city

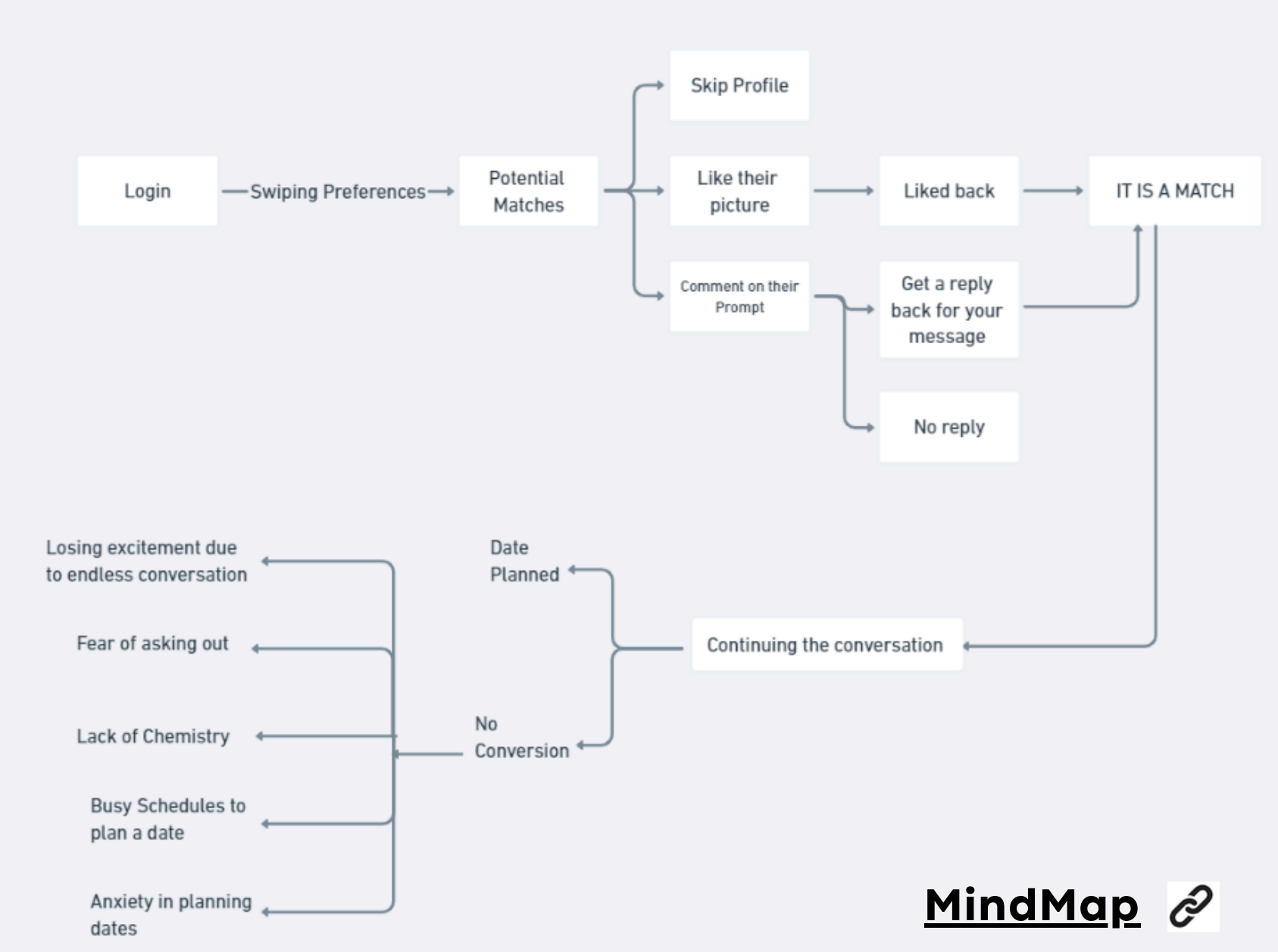
57% Users think the app doesn’t offer any feature **easy the way of asking out** and it could be made smooth



40% users validate that poor date ideas have always led to suboptimal dating experience and generally end up in broken relationships

Hinge

Why does it not convert?



Job-To-Be-Done :

When I need to plan a date , but I am confused and indecisive about figuring out a date plan , please help me with the planning process and personalized recommendations , So I can execute the plan confidently saving time and efforts.

User Persona and their pain points



Pranesh, 25

“Unlike my conservative hometown, I am able to find lot of people using dating apps in Noida but the real problem is planning a date because I would prefer doing something fun rather than the traditional cafe hopping”

Motivation :

Looking for a longterm commitment

Pain Points :

- Cafe dates are momentous and very repetitive
- “Instagram reel” recommendation doesn't resonate his personality rather is manipulative to follow a trend
- Manual efforts to research and make better date plans

Needs :

- Lower subscription rates as all the best features are paid
- New feature to initiate/ask out by sharing a date plan (more smooth)
- Personalized recommendations based on your saves/collections

What is the true problem?

People feel saturated about the traditional dating process and find inspiration from other social media apps, recommendations and community events. The lack of connection between dating app and

However , there isn't a **one-step solution for looking potential matches and plan dates in a seamless way** without spending a lot of time and energy.

This fragmented process leads :

- **Stress and indecisiveness** on approaching the date often resulting in suboptimal dating experience.
- **Frustration and time waste**
- Losing interest after a while due to **repetitive and monotonous dates**

How do we know if it is a real problem?

100% respondents from the survey reveal that confidence is a major quality that they would expect from their partner on date. But anxiety in asking out for a date and actually planning often makes them experience underwhelming dates. Furthermore , a lot of people find intimated by the unrealistic expectation on ideal date ideas.

The problem Canvas

What value will generate by solving this problem

For Customers:

- Increased Engagement
- Better Optimized date plans thus increases excitement for the date experience
- Reducing Anxiety
- Tailored Suggestions enhancing the likelihood of a successful date
- Confidence boost by empowering users with tools and suggestions, making them feel more confident about the date.

For Business:

- **Monetization**

Annual revenue of Hinge stands at \$396M ds of 2024. As a result of better data conversion rates , sponsored data ideas, collaboration with event organizers and more premium users , there will be considerable increase in revenue for Hinge.

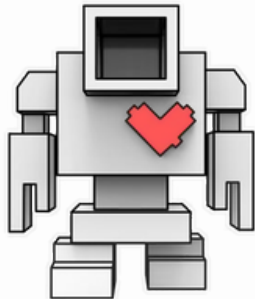


- **User Retention**

Enhance user loyalty, encouraging users to stick with Hinge over other dating apps.

- **Positive Brand Perception**

Reinforces the app's value proposition.

- **Attracts New Users**

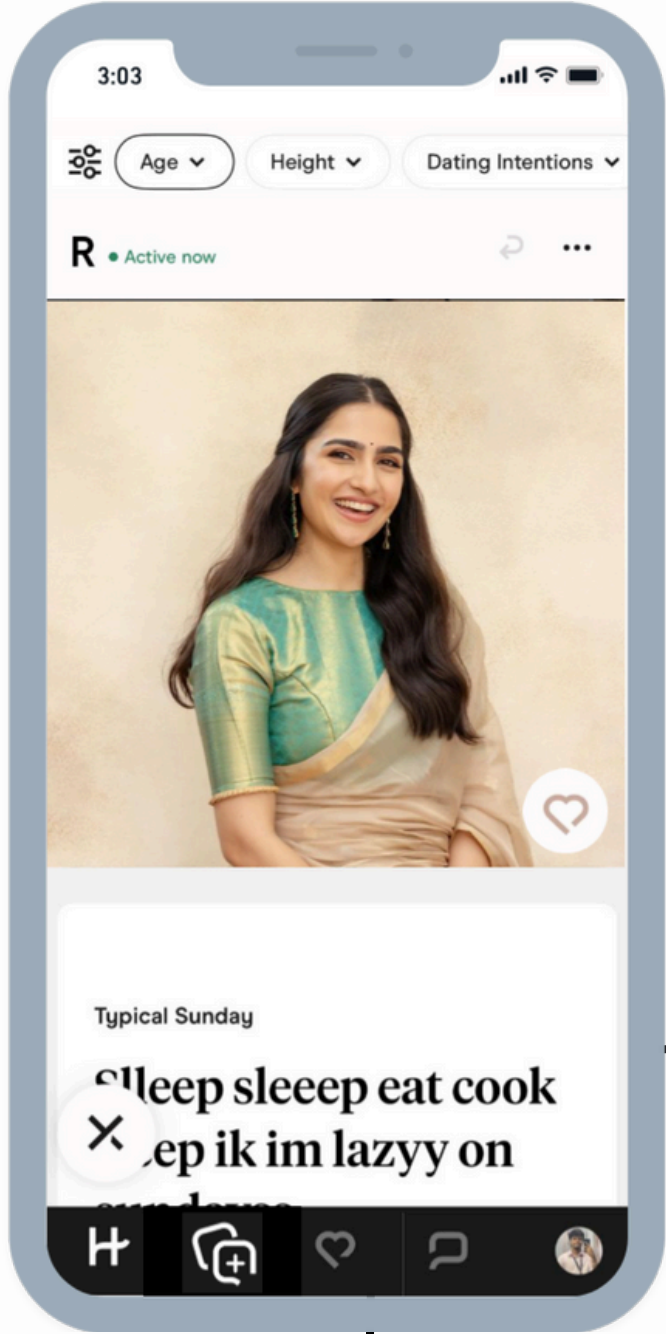
Possible Solutions	About the solution	How does it Work?
<div></div> <div>LoveBot AI</div>	<p>Taking inspiration from the famous loveBot character designed by Matthew Del Degan, this AI powered chatbot will assist you 24/7 by answering queries and providing recommendations thereby reducing manual efforts and time.</p>	<ul style="list-style-type: none">• Eliminates the need to switch between multiple sources for date inspirations by suggesting interesting and exciting date plans in the city .• LoveBot aims to be your friend by giving you the right tips , impressive ideas resulting in stress-free and confident approach on your dates
<div></div> <div>DateVault</div>	<p>A feature in the hinge app that will allow users to find date spots/upcoming events in the city by scrolling and saving it in their "vault".</p> <p>AI Analyzes the vault and recommends similar date ideas through personalized recommendation algorithm .</p>	<ul style="list-style-type: none">• Uses machine learning models to analyze the "DateVault" and by predicting the user preferences , Hinge will be successful in recommending personalized date ideas.• Integration with event booking platforms like Paytm insider• Sharing your "DateVault" once you are matched will increase their excitement and what better way to ask out ?
<div></div> <div>MatchPoints : Review System</div>	<p>By introducing gamification in the new review system feature ,we will let users write about any specific date place anonymously so that others could use those recommendations to plan their dates accordingly.</p>	<ul style="list-style-type: none">• Increases engagement in the app by encouraging users to write reviews• Writing reviews will be rewarded by unlocking a paywall feature

Possible Solutions	Reach(R)	Impact(I)	Confidence(C)	Effort(E)	Priority Score (R*I*C/E)
LoveBot AI	Medium(2) This LoveBot AI will be available for people with active matches	Medium(2) Increases user satisfaction and engagement	Medium(2) Depends on the accuracy of AI	Medium(2) Algorithm Development effort	4
DateVault	High(3) Applies to all users as it becomes a core feature to save date ideas	Medium(2) Direct impact on date conversions	High(3) Based on preference and recommendation models	Medium(2) Complex integration and development required	9
MatchPoints : Review System	Medium(2) Unsure about the number of users to write reviews	Medium(2) Enhances engagement	Medium(2) Unsure about the credibility	Medium(2) Code development required	4

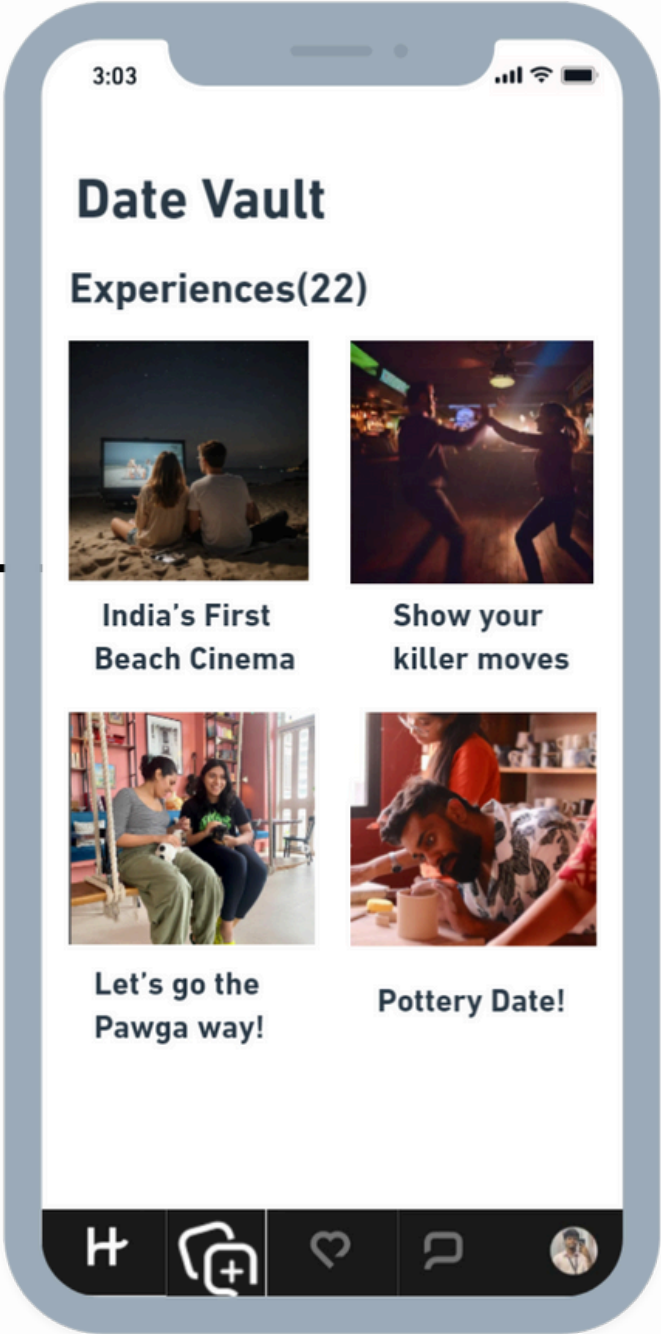
MVP : DateVault - Why will it work?

- Seamlessly integrates inspiration and planning into one place reducing the manual time and effort a user puts in curating his date
- Engages the user in the product for a longer duration with the visually pleasing and information date ideas
- Enables personalized recommendations through AI/ML driven date idea curation
- Curated ideal date plans increases excitement and confidence among the users
- Better Date Conversion Ratio because the users can share their “DateVault” once matched.

Users will be automatically displayed a **list of date ideas**, events and experiences to book based on your city and preferences (No decision making for the user)

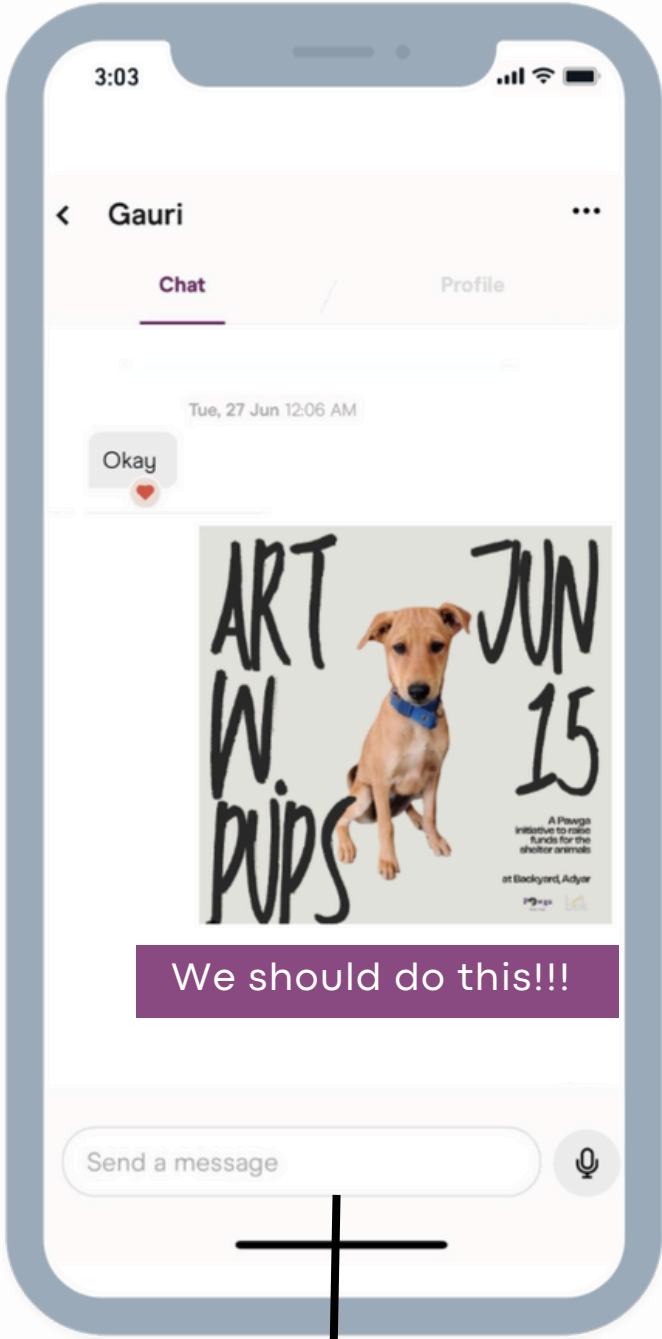
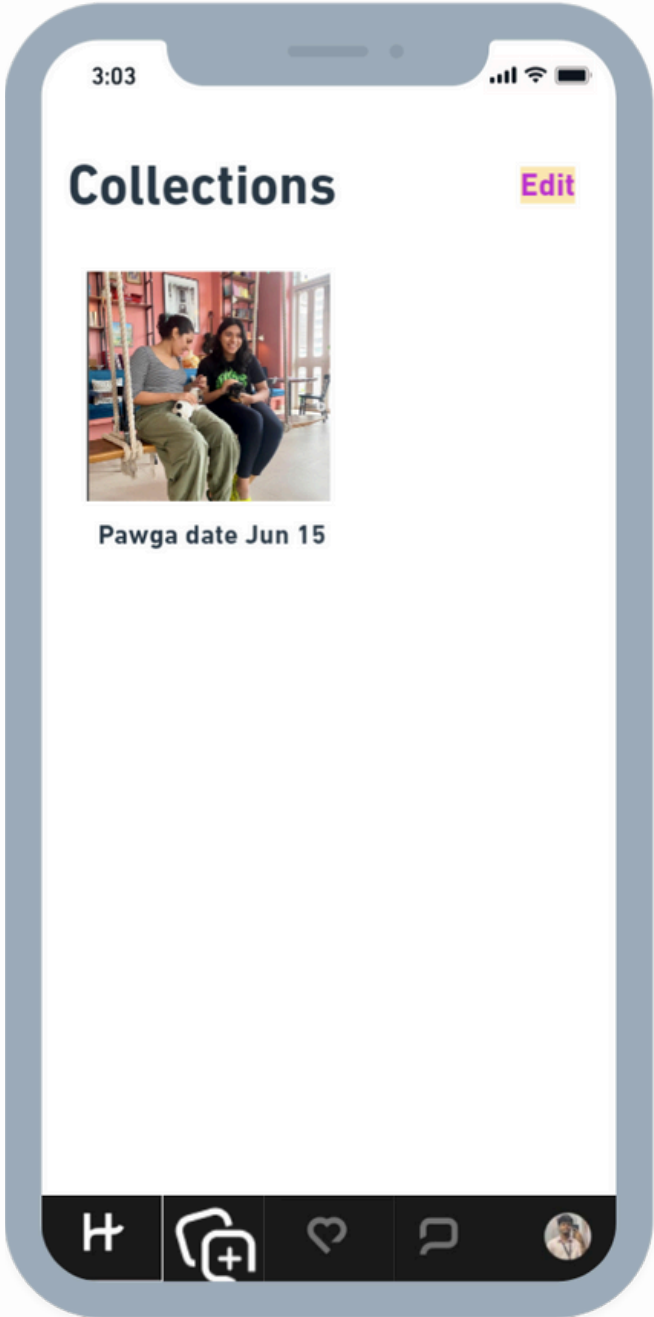


Users can directly access the **date ideas page** from home by using the new icon without much efforts thereby reducing friction.



Upon clicking a date idea, user will be shown more **details about the plan** along with an option to **share to your matched accounts** and also **save it your collections**.

Collections contains a list of date ideas you've saved from beginning. You can name your date idea and always edit/remove it from the list



Users can share their DateVault ideas and this would potentially help you ask them out on a date without anxiety :)

Integration with External Sources:

Uses APIs from event platforms

Sample API Endpoints

Add a date idea to Collection

Endpoint: POST Call
/api/addToCollection

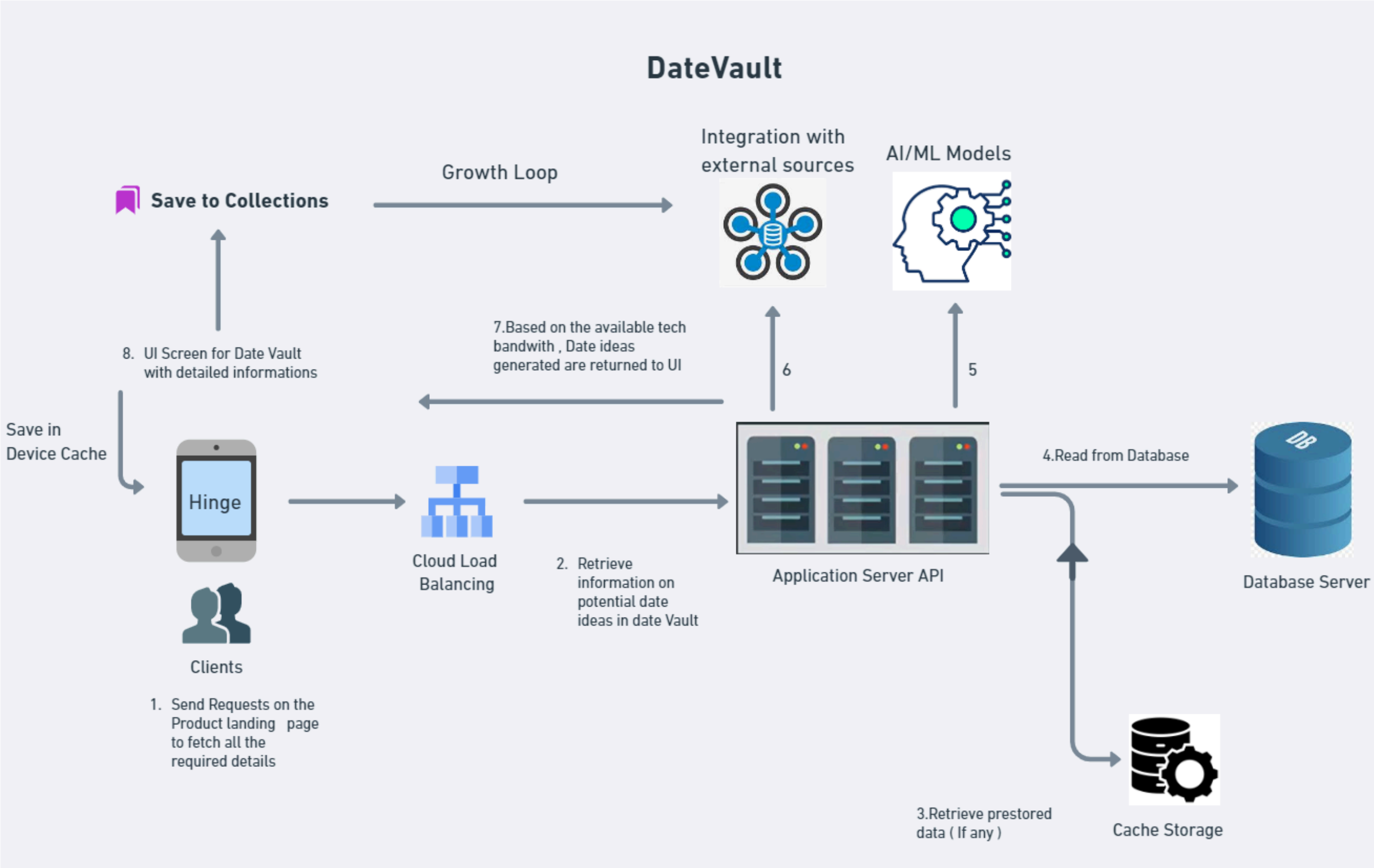
Body : { CollectionsDTO }

Response : Returns the CollectionsDTO after saving

Fetch Collections

Endpoint: Get Call
/api/getAllCollections

Response : Returns the CollectionsDTO



Metrics

North Star Metric : Increase in the number of satisfied people with their date experience after using Date Vault
Increase in ‘We met’ feature in the Hinge

Outcome	L1 Metric	L2 Metric
Satisfaction	# of Users satisfied with the date planning feature	CSAT - # of Users satisfied with the date planning feature/ Total users using the DateVault
Engagement	Daily Active Users(DAU)/Monthly Active Users(MAU) for DateVault in the app	1) Click through rate(CTR) - No of users who click on the DateVault details 2) Average time spent on DateVault Feature 3)Better Date conversion rate
Activation	#of Users who created collection from the DateVault ideas	1) # of Users who added an idea to their collection 2) # of Users who share DateVault with their matches
Retention	Retention rate of DateVault users	Decrease in churn rate of people sharing DateVault over people who plan dates without datevault
Technical /NFR	Crash Rates and Error Report	1) Time taken to load the date vault /Low Latency 2) Frequency of technical errors

Measuring Performance

Potential Risks and Mitigations

Pitfall :Poor Personalization & Recommendation Algo

Mitigations:

- Invest in advance machine learning algorithms and data analysis techniques to enhance the accuracy of the recommendation engine
- Implement growth loop efficiently

Pitfall : Misinformation regarding the date idea / Cancellation of the event

Mitigations:

- Ensure proper integration with external services/applications and reliable partners

Pitfall : Safety concerns regarding the date spot

Mitigations:

- Incorporate safety tips and guidelines for meeting in person.
- Introduce a feature for users to share their date plans with a trusted contact.

Pitfall : Low Adoption Rate

Mitigations:

- Launch the feature in a phased manner, starting with a small, controlled group.
- Promote the feature through in-app notifications, and social media to raise awareness.