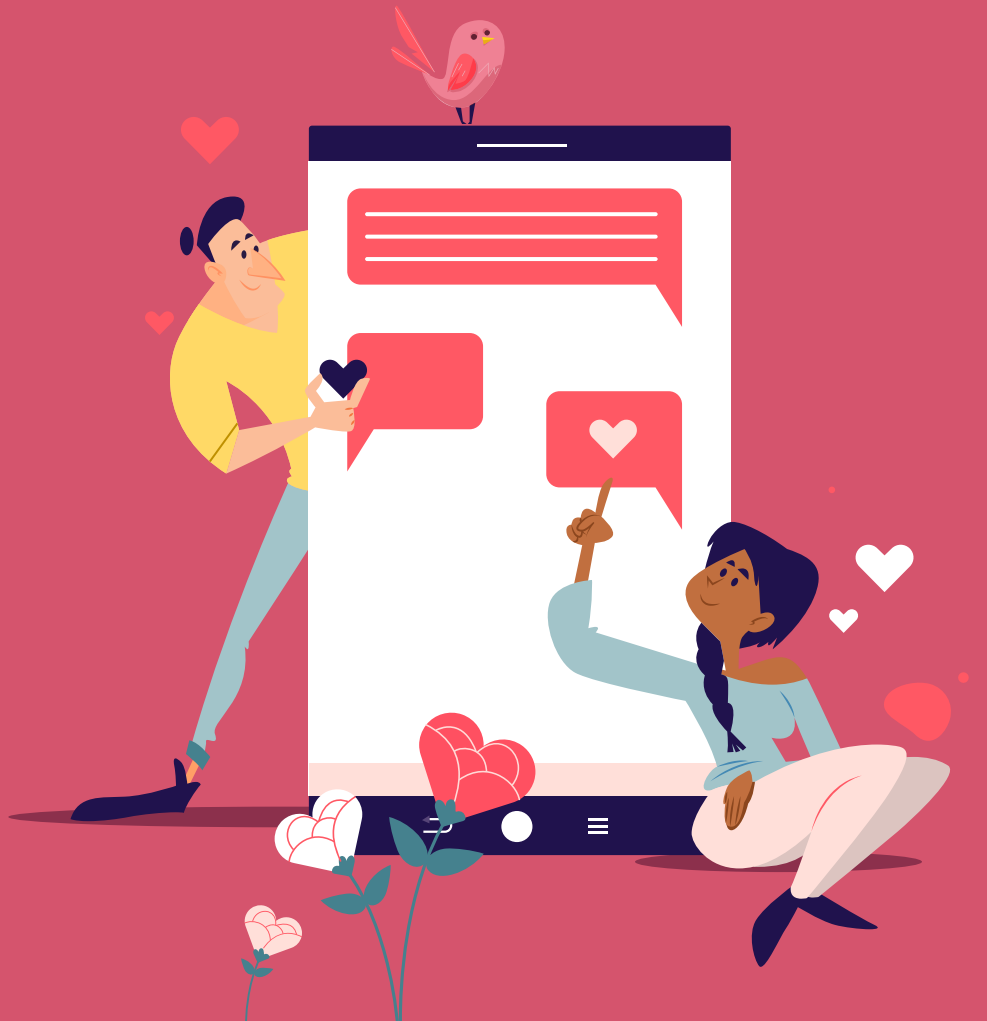
SELF PERCEPTION & TINDER

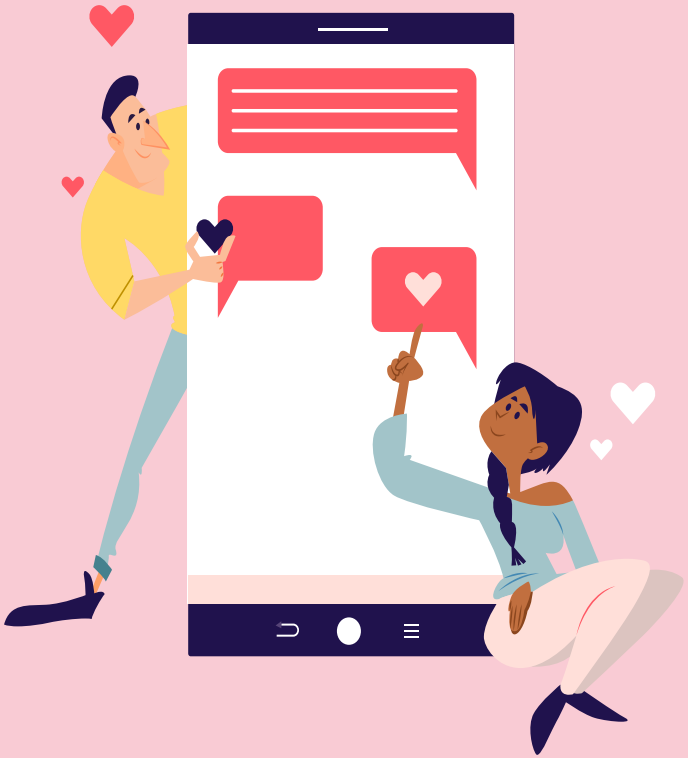
RUI, SOUMYA, SONALI, DIKSHA, MAHAK, ZAHIDA



ANY GUESSES FOR WHO THEY ARE?

ANY GUESSES FOR WHO THEY ARE?

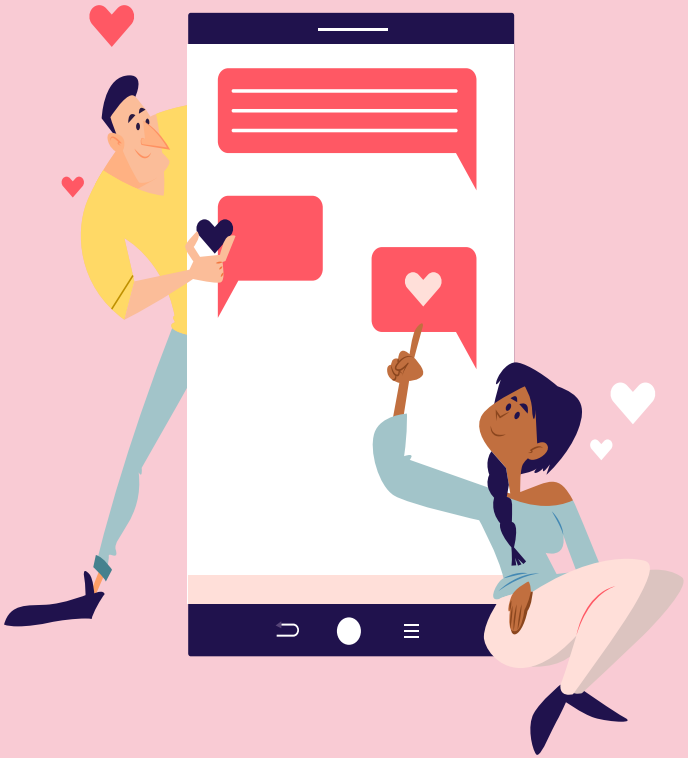
A COUPLE THAT JUST MET ON TINDER, 50 YEARS FROM NOW



WHY IMPROVE?

- Biggest dating application by far, with 500M users worldwide; 1 in 3 adults in the United States (Pew Research, 2019)

- $3m revenue per 1m users, annual turnover: 1.6bn



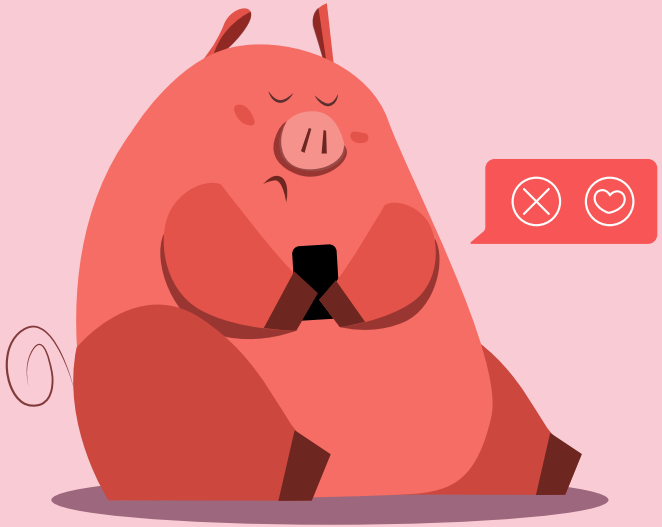
WHY IMPROVE?

- Biggest dating application by far, with 500M users worldwide; 1 in 3 adults in the United States (Pew Research, 2019)

  Only 1 in 5 users is active after 15 days.

- $3m revenue per 1m users, annual turnover: 1.6bn

  Even a mere 5% increase in retention within the application could lead to a 25% increase in revenue. (Harvard Business Review, 2010)



PROBLEM STATEMENT

User-Interface application recommendations for Tinder to reduce potential negative impact on self- perception.

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OUR RESEARCH

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Our proposal to Tinder

01

OUR RESEARCH

APPROACH

METHOD

Mixed Method

Survey
&
Focus Groups

SAMPLE

Ages 18-35

Users &
Non-users

Convenience
Sampling

ANALYSES

A/B Testing on
Mockups

Binomial Testing on
Survey Data

Coding on
Transcripts

SURVEYS

25 Multiple Choice Questions
Two Paths
Convenience Sampling
A/B testing on Mockups
Binomial testing

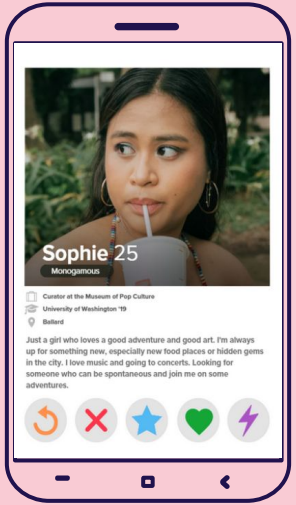
FOCUS GROUPS

2 Focus Groups
4-6 participants in each group
Convenience Sampling
A/B Testing on Mockups

MOCKUPS

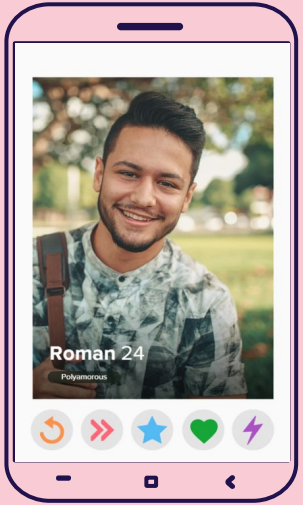
ORIGINAL

This is the current layout of Tinder upon opening the app.



BIO

The proportion of the photo was changed so that the bio is equally displayed.



DISMISS PROFILE BUTTON

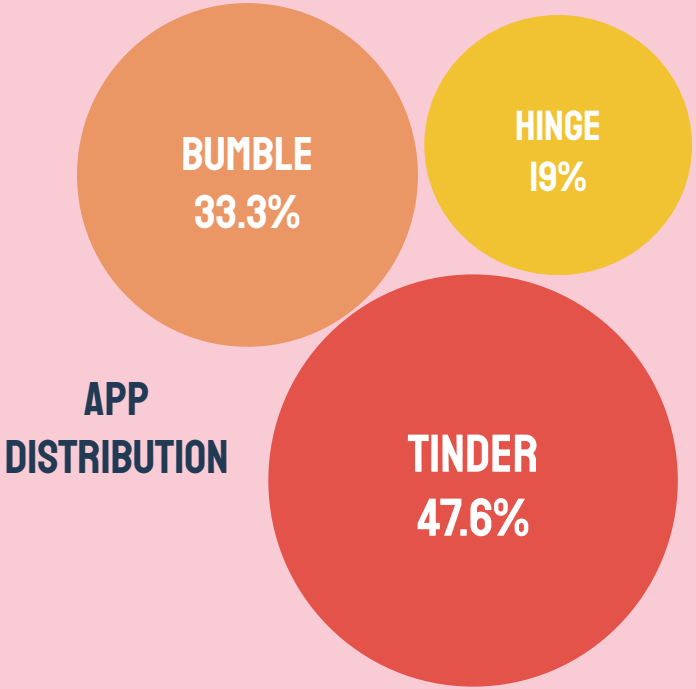
The two red arrows signal “dismiss” so that the user can skip a profile, rather than reject it with the “X” button.

02

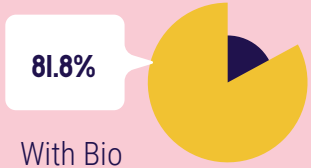
KEY RESULTS

SURVEY RESULTS

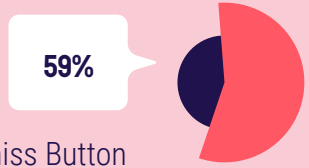
APP DISTRIBUTION



MOCKUP PREFERENCE



With Bio



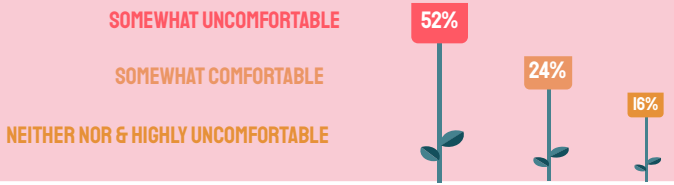
Dismiss Button

SATISFACTION LEVELS

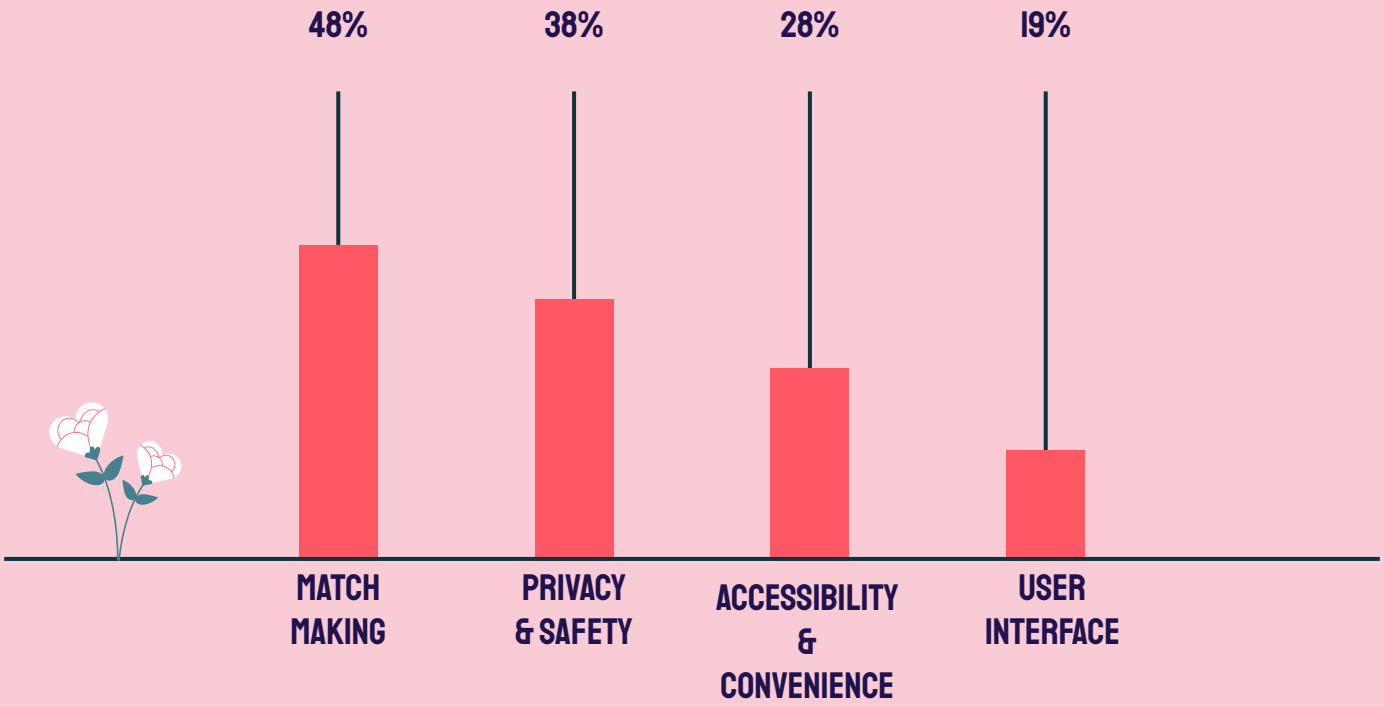
Highly Dissatisfied

Highly Satisfied

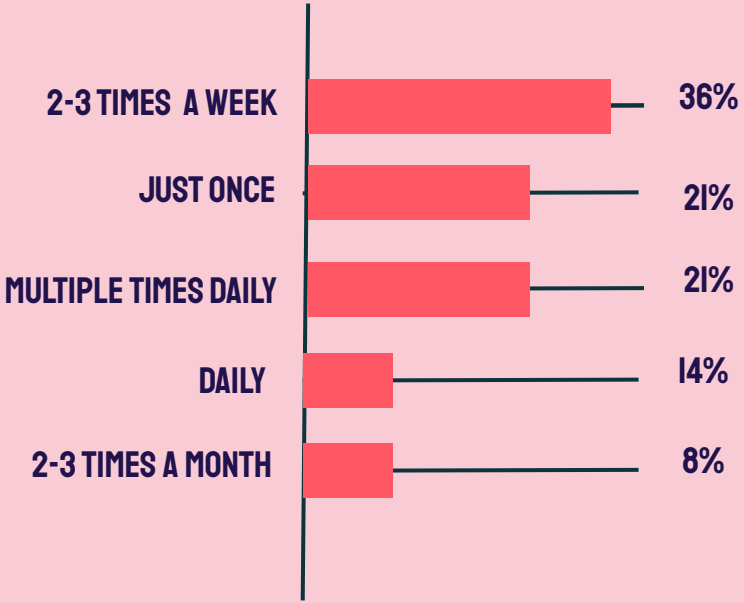
COMFORT LEVEL WHEN UPLOADING PHOTO

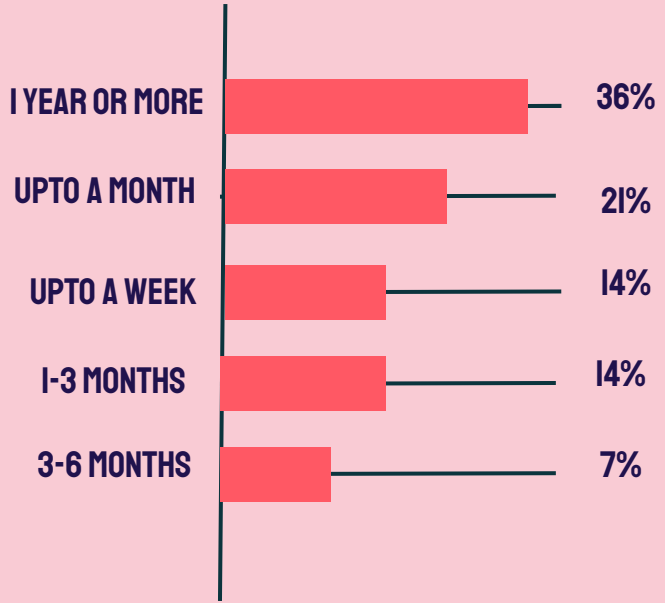


WHAT CONTRIBUTED TO YOUR EXPERIENCE USING THE APP(S)?



USAGE FREQUENCY

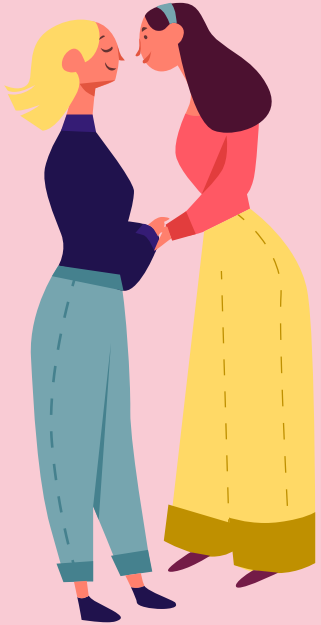




FOCUS GROUP HIGHLIGHTS

Most Common Themes & Codes

- Identity
  - Self-Perception
  - Social Perception
- Vulnerability
  - Safety Concerns
  - Insecurity
- Change
  - Feature Suggestions

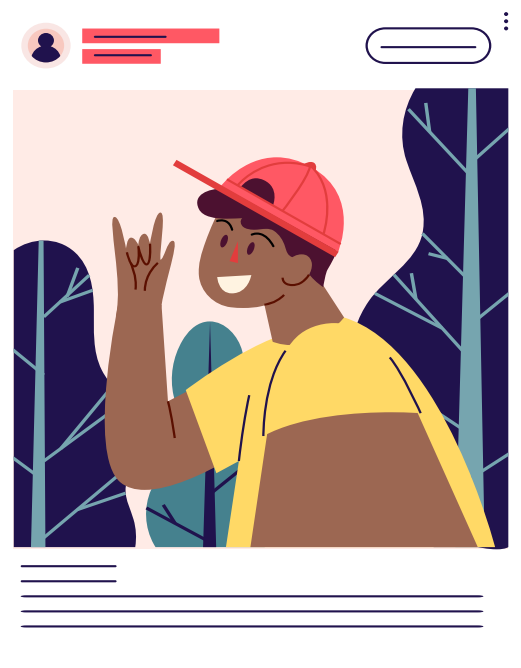


FOCUS GROUP HIGHLIGHTS

03

RECOMMENDATIONS

RECOMMENDATION #1



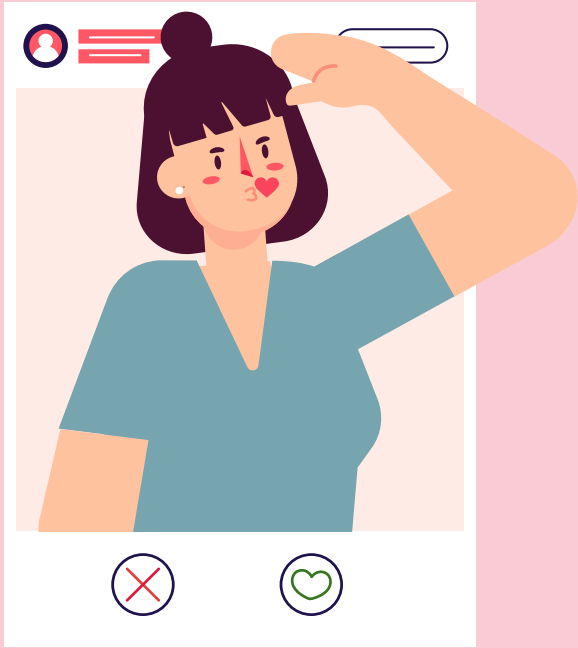
Utilize lower-half of layout to include Bio with Photo

- Reduce dependence on physical attributes
- Provide more information for potential romantic partners to make decisions

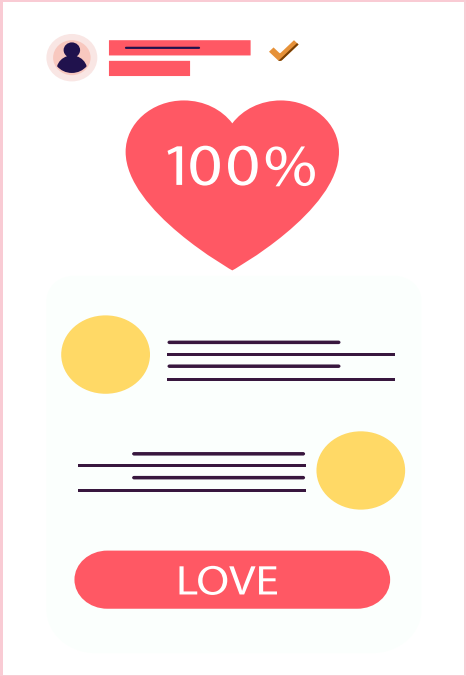
RECOMMENDATION #2

Let the “Reject” button remain as is

- “Dismiss” button has no significant preference advantage to justify change
- User confusion & misinterpretation



RECOMMENDATION #3



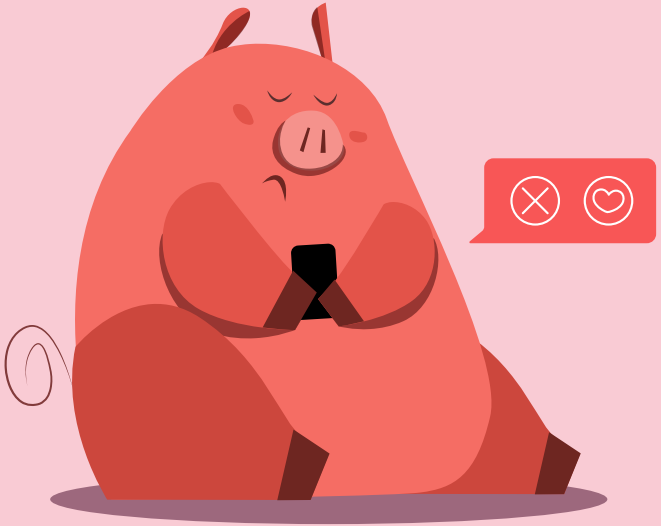
Verified Mark next to profile

- Help users reduce anxieties around safety & privacy
- Provide more comfort and confidence in romantic dating pool

04

LIMITATIONS

LIMITATION #1



Limited Scope of Analysis

- Focus on UI recommendations may overlook other important factors.
- May not adequately address the broader context and potential confounding variables.

LIMITATION #2

Convenience Sampling

- Could add bias into the findings, or skew the results.
- Sample may be unrepresentative of the population

LIMITATION #3

Limited Sample Size

- Limits the ability to reliably identify important effects or associations
- Statistical Power may be impacted.

THANKS!