

Bahar Bashizada, Alex Ramos, Bijou Kim, Jaehoon Choi
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INFO 466
Final Project Proposal

The name of the technology that we will be redesigning is Bumble/Hinge. We decided to choose this application because there are many ways that this technology could be enhanced and lacking in areas that could be improved.

This technology is evil because it perpetuates the social media ideology that in order to gain views and likes, which in Bumble's case are matches, you must create your account with the intent of catering to individuals who you are trying to attract. It preserves the notion that socially attractive individuals will get more matches, and those who are unable to receive even one match are left knowing that no one has swiped right on them. This is incredibly hard for men as well, who are left waiting for the woman to reach out first due to Bumble's "women message first" policy integrated within their messaging system. Included within Bumble lie some dark patterns that we have talked about in class, such as hidden costs. While Bumble doesn't explicitly have any underlying hidden costs, there are features within this application that would seem quite useful to the user and necessary in times where they are indecisive. For example, this deceptive design portrays itself within the action of undo-ing a swipe left, just in case you passed someone who you actually have some interest in. In order to view the previous profile, you would have to subscribe to their premium to access such features. Similar to Bumble, Hinge is a dating app that uses various design choices to push their subscription plan. Triggering people's fear of missing out and having pop-ups constantly show with text such as "preferred members go on twice as many dates" and "don't miss out on your likes" so that they click a button to upgrade and pay the company. This plan also unlocks features that would be extremely useful for helping someone find a significant other as well.

Overall, these dating apps have a subscription-based business model but offer a free version. However, the free version is very restrictive toward one's utility and being able to maximize their own happiness. From a utilitarian perspective, Bumble and Hinge are not only evil in that they lock features behind a paywall and try to play on people's emotions to get them to subscribe, because of this model, they are not allowing maximum utility and happiness for people looking for love. The apps do a splendid job of connecting you to people you otherwise wouldn't meet or see, that's what they have to offer. However, they make it hard to be successful in the way you have to use the application.

Our plan for remotely soliciting user input to guide our redesign include video call user interviews, release surveys (possibly on social media), and conduct polls to inquire about users expectations and whether the application satisfied their needs while using the technology as a substitute for traditional dating. Materials that we will be using for gathering user input include interview questions and survey questions. As mentioned before, interviews will be done through virtual means, and the survey will be done in Google Forms. Polls may be done through social media, such as Instagram or Twitter.

We will also be referring to guidelines on how to conduct a successful interview for research purposes, such as the documented guidelines from [Management Library](#) and [CSUS](#).

- Interview Questions: What's your age? Have you ever used Bumble or Hinge? How many successful matches have you received? What is the main reason you decide whether or not to swipe on a user? What are the main things you seek when looking through someone's profile?
- Survey Questions: How would you rate your experience with Bumble/Hinge? Would you recommend these apps to others? How satisfied are you with the overall features? What is one feature you like and one you dislike? What is it about that feature that you like/dislike?
- Poll Questions: Between Tinder, Hinge, and Bumble, which app do you prefer?