JESS MEET KEN

ABOUT THE COMPANY

On Jess, Meet Ken women can connect with guys another woman has recommended. He may not be right for her but he could be GREAT for you!

OBJECTIVE

Create reasons for users (women & men) to return to the platform more frequently

RESTRICTIONS

Company has very low man-power to implement changes

Currently the only platform is a website and changes should fit within a website format

It is central to the company's story that the woman recomending the man be involved in his profile

MARKET RESEARCH

eHarmony (2014 projected $605M US revenue) and Match.com (2014 projected $310M US revenue) are currently the market leaders in online dating. As of January 2015, Tinder has 1.5 billion users worldwide. A solution has to be found between the heavy-hitters in revenue subscription models, and large user base models. Although Tinder has been operating without a revenue strem to aquire it's userbase, it has created a known behavior to the dating pool of swiping left (not interested) or right (interested) based on a limited profile, largely centered around a profile image.

After speaking with 4 individuals (2 male and 2 female) that were single and on Tinder, all 4 individuals mentioned that their friends who were married or in long-term relationships would grab their phones to play "Tinder" for them.
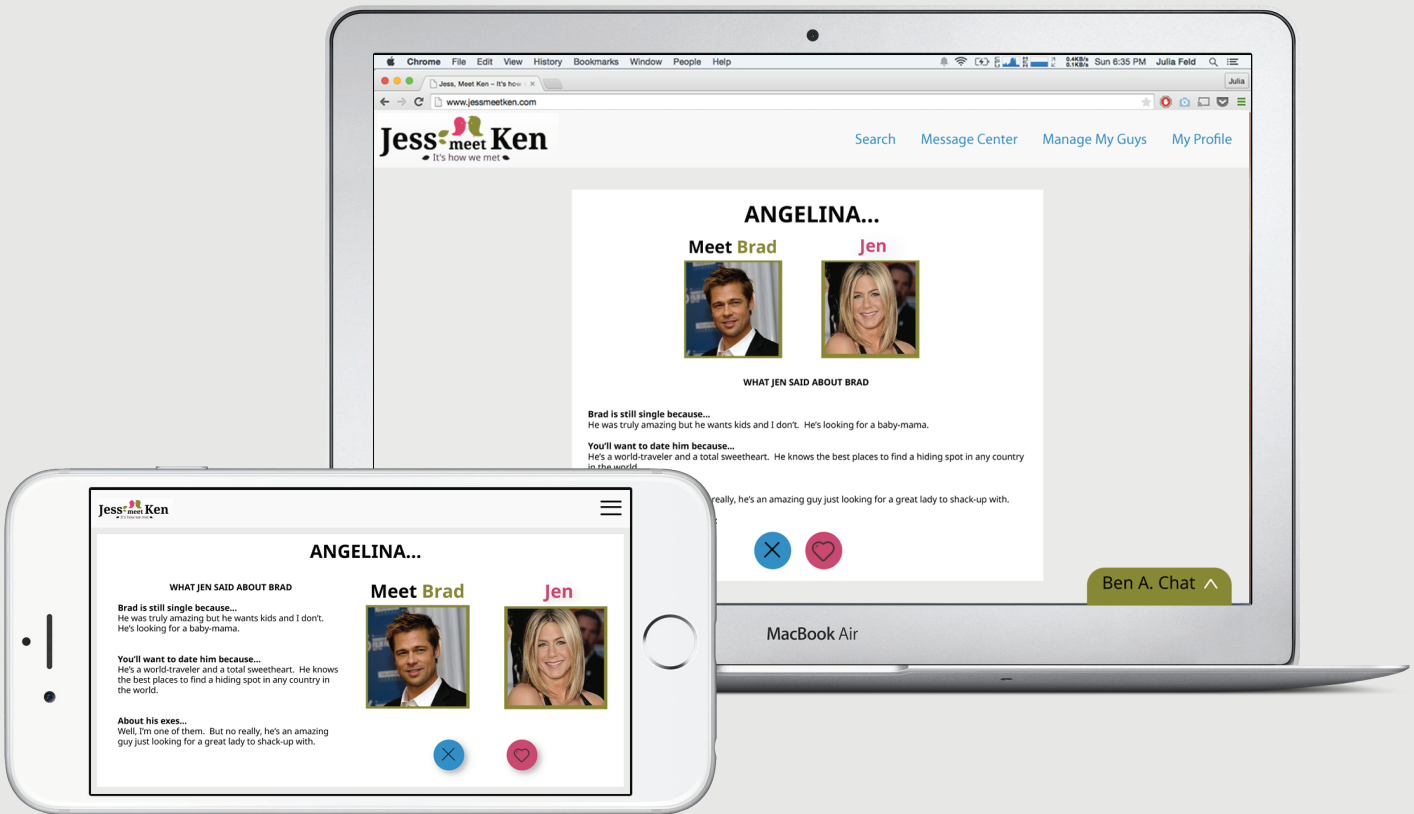
SOLUTION

The result is a responsive website that scales to fit the mobile device in a comfortable format. This is a short-term but highly efficient solution while a full-fledged app is developed. This design incorporates the constraint to have the recomending female's image next to the eligible male's image, while maintaining an ability to move through profiles quickly and dynamically, similar to Tinder.

The objective of Jess Meet Ken is for women to feel like their gal-friend is introducing them, and therefore reading the male profile is important. The buttons for both the mobile and desktop sites have been strategically placed. For mobile, the buttons are on the bottom-right side because we read from left to right, so the user must glance over the written profile. For the desktop site, the buttons are at the bottom of the written profile since it would have us read from top to bottom.

This new design creates a more dynamic interaction with profiles which will allow for more interactions per session, which creates a sense of play - exciting users to return multiple times a day, enabling the Jess Meets Ken community to grow dynamically and competitively within the online dating market.