

Product Women x Coffee Meets Bagel x \*SCAPE Hackathon 2025

# vibeCheck



Chiam Jing Ru • Sean Teo • Le Minh Phong

Remember that ghosting is unfortunately now “normal” and “happens to everyone,” she said, adding that she has heard these stories from clients of all kinds.

Online dating has also made ghosting much easier. A [2019 study](#) found that respondents had ghosted 29% of the people they had dated, and had been ghosted by 25% of dates themselves. In addition, 74% of respondents said they believed that ghosting was an appropriate way to end a relationship.

# Have you been “ghosted” on a dating app?

 r/dating\_advice · 2 yr. ago  
TanakaTheBuriedOne

...

## Why do people keep ghosting me on dating apps?

Like I'll match with them, we'll go back and forth a bit, I'll send a message like normal and mid-conversation they just won't ever reply. I'm not asking anything unreasonable or being a creep, I'm just continuing a discussion about music or a book we're talking about or whatever. Most recently, I just said "nice to meet you" after matching, she responded likewise, and I asked about her being into writing, which she mentioned in her profile. That was a week ago.

Every single match I've talked to has done this across multiple apps. Am I just boring? And if so why not just say they aren't interested? It's just annoying.

[Another small study](#), which specifically surveyed dating app users, found that 85 percent had been ghosted at some point, which led many respondents to feel sad or angry and experience lower self-esteem; some also felt more distrustful of the world.



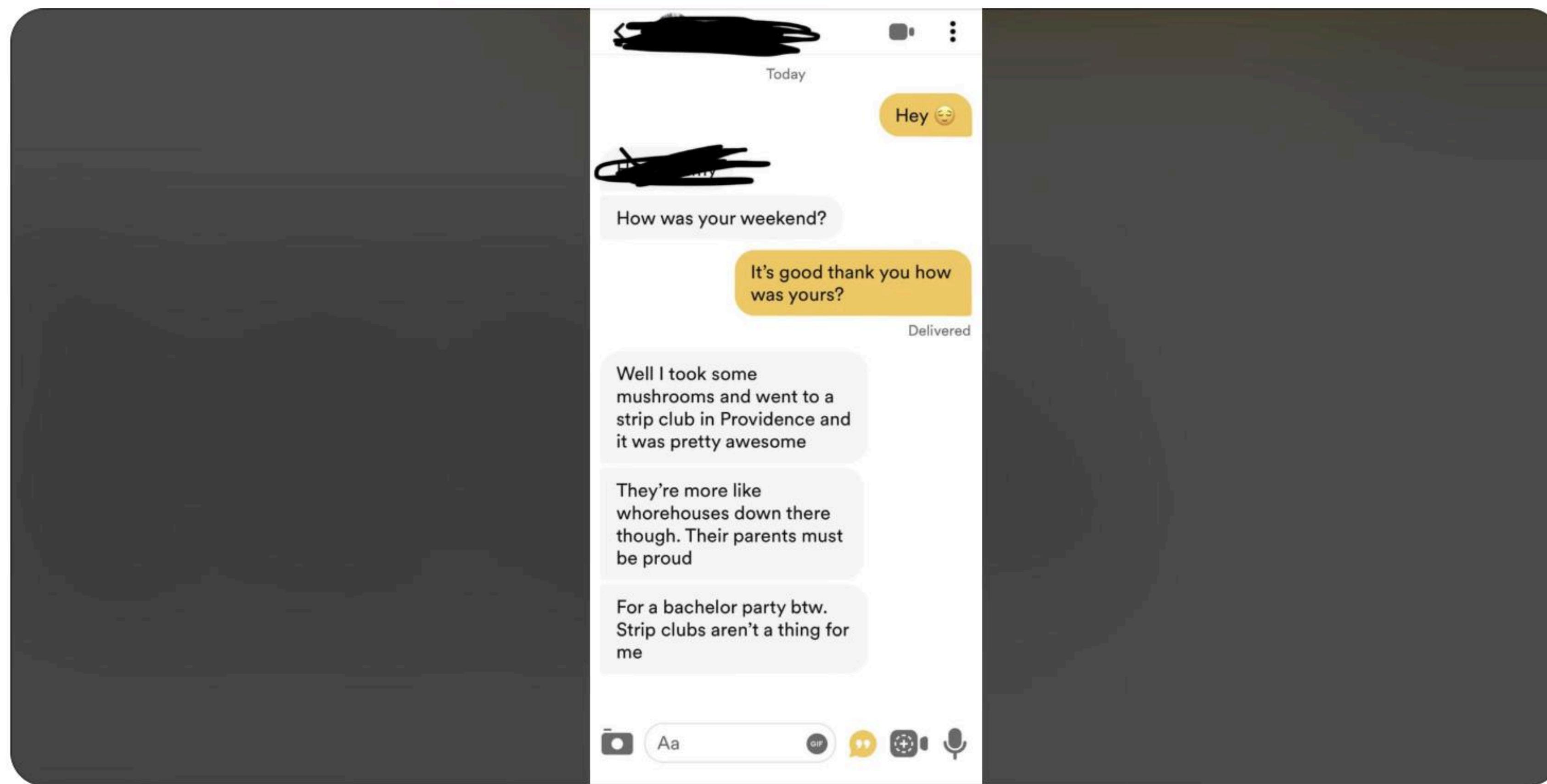
r/Bumble · 2 mo. ago  
Major-Flow9533

...

## How to respond to such a lovely guy?

Funny

BTW yes I know I could have started the conversation off better I was tired and wasn't thinking when I just sent the bland good how was yours message. Also I've done shrooms and gone to a strip club before but the middle message gave me the ick lol 😂 (I do not plan on responding)



# I'm sorry.

– Sincerely, a retired serial ghoster



# What's “Ghosting”?

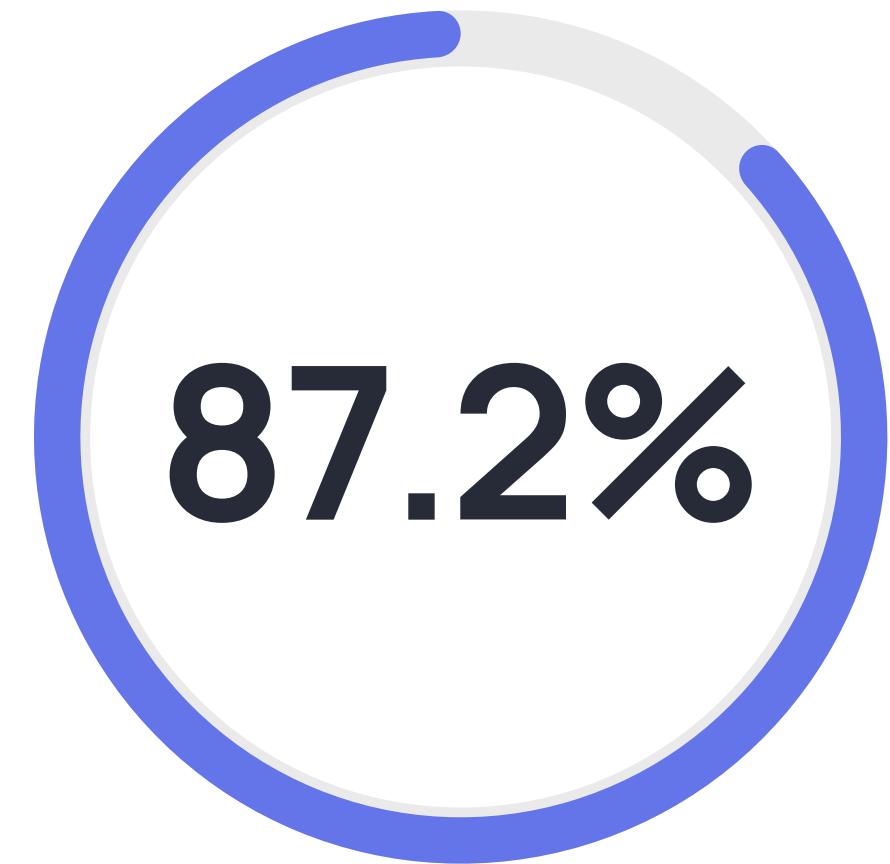
The word cloud displays the following key terms:

- think
- ghost
- know
- one
- don't
- people
- men
- woman
- feeling
- much
- right
- let
- time
- ghosted
- person
- life
- make
- lot
- response
- want
- thing
- guy
- well
- never
- day
- going
- go
- sex
- message
- date
- say
- still
- try
- even
- see
- will
- relationship
- actually
- reason
- still
- try
- even
- see
- interested
- saying
- move
- way
- women
- said
- feel
- better
- girl
- anything
- giving
- date
- conversation
- friend
- talking
- really
- need
- tell
- back
- text
- good
- mean
- something

**“When someone ceases all communication with you and doesn’t give any explanation. It’s almost as if they disappear off the face of the earth.”**

# Pain Points

\* % out of all negative dating experiences on Reddit and HardwareZone

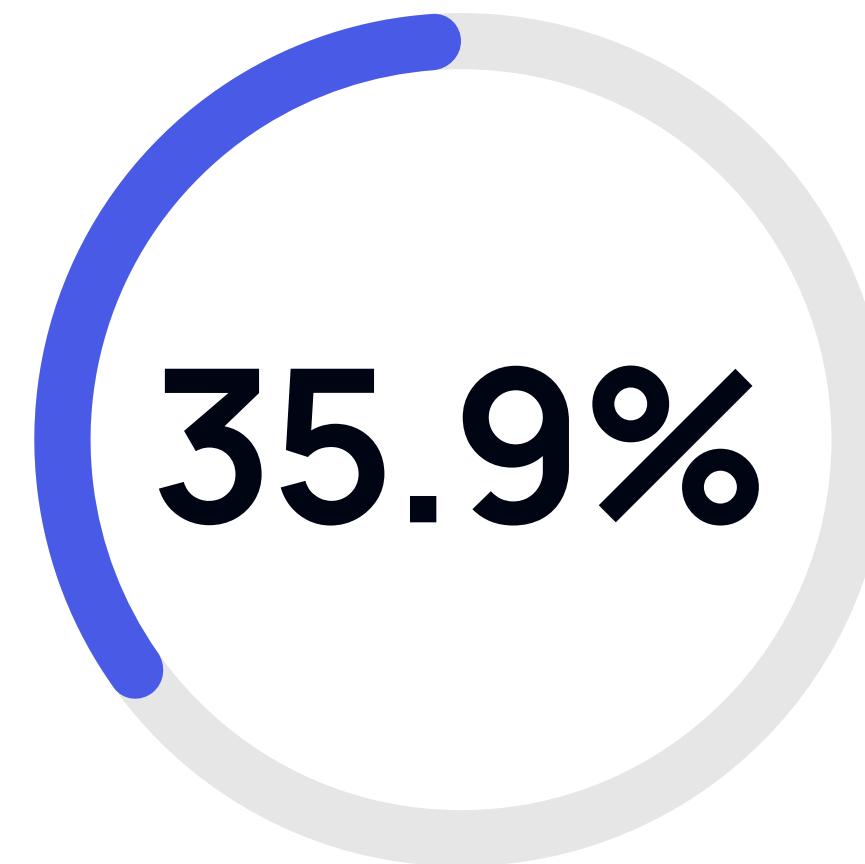


Ghosting

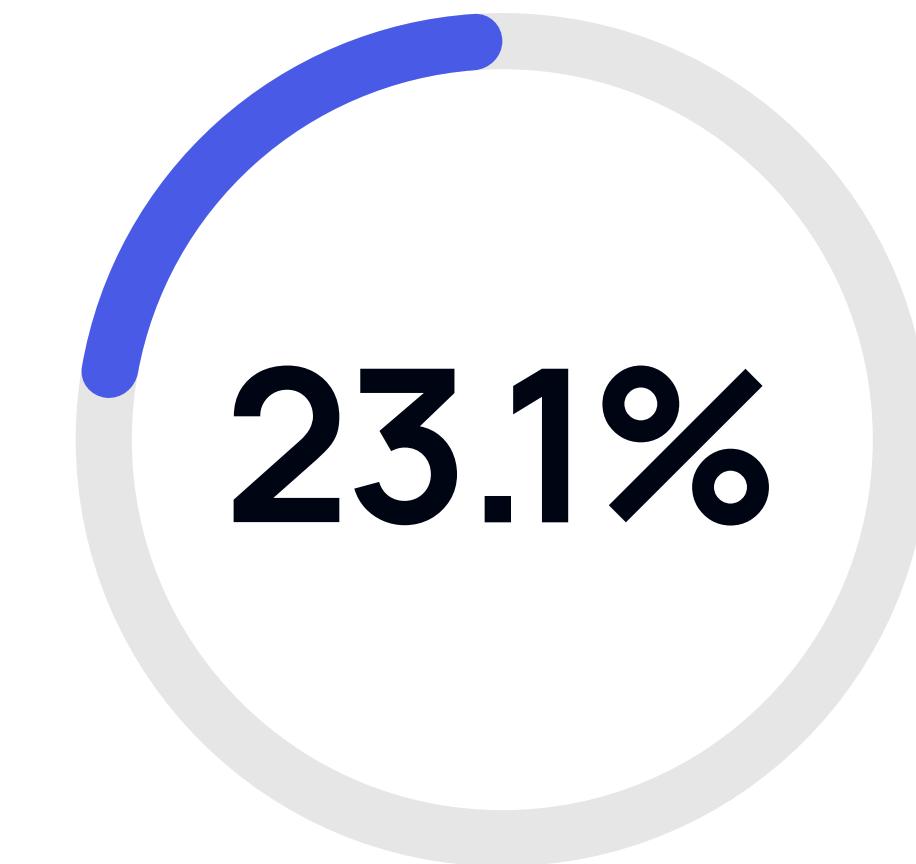
Average engagement of

⬆️ 320 net upvotes

💬 140 comments



Inappropriate messaging



Overlap (both issues)

# User Journey

Swiping

Match!

Talking stage

IRL Date!



# User Persona



Ashley, 26 y/o

Ashley is a...

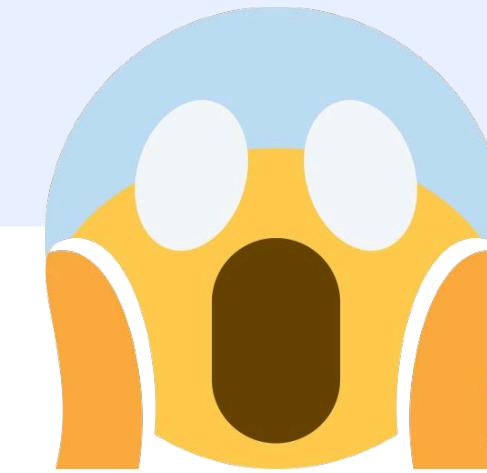
- Data Analyst
- **Serious dater**
- BUT a **frequent ghoster**



- Ghosts when she gets the “**ick**”
- Wants **a subtle way to express discomfort**, to navigate conversations without confrontation
- Wants more **emotionally aware** matches

I want **meaningful connections**, but **inappropriate messages destroy my trust** in the platform.

Ghosting feels like **my only safe option** despite conflicting with my values.



## Problem Statement

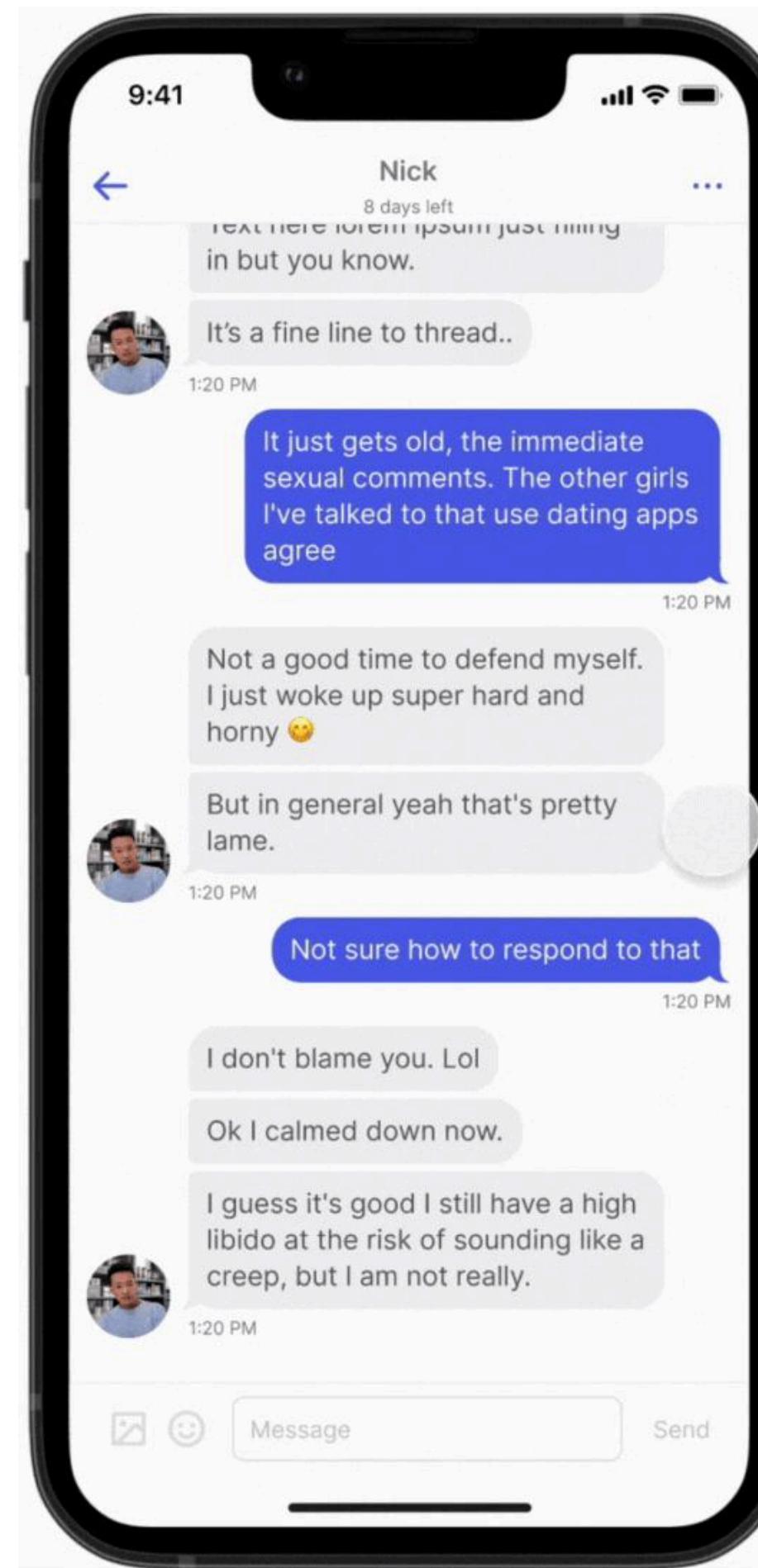
How might we help **serious daters** communicate their **boundaries more respectfully** instead of ghosting, in order to ensure a **safe, considerate dating environment?**



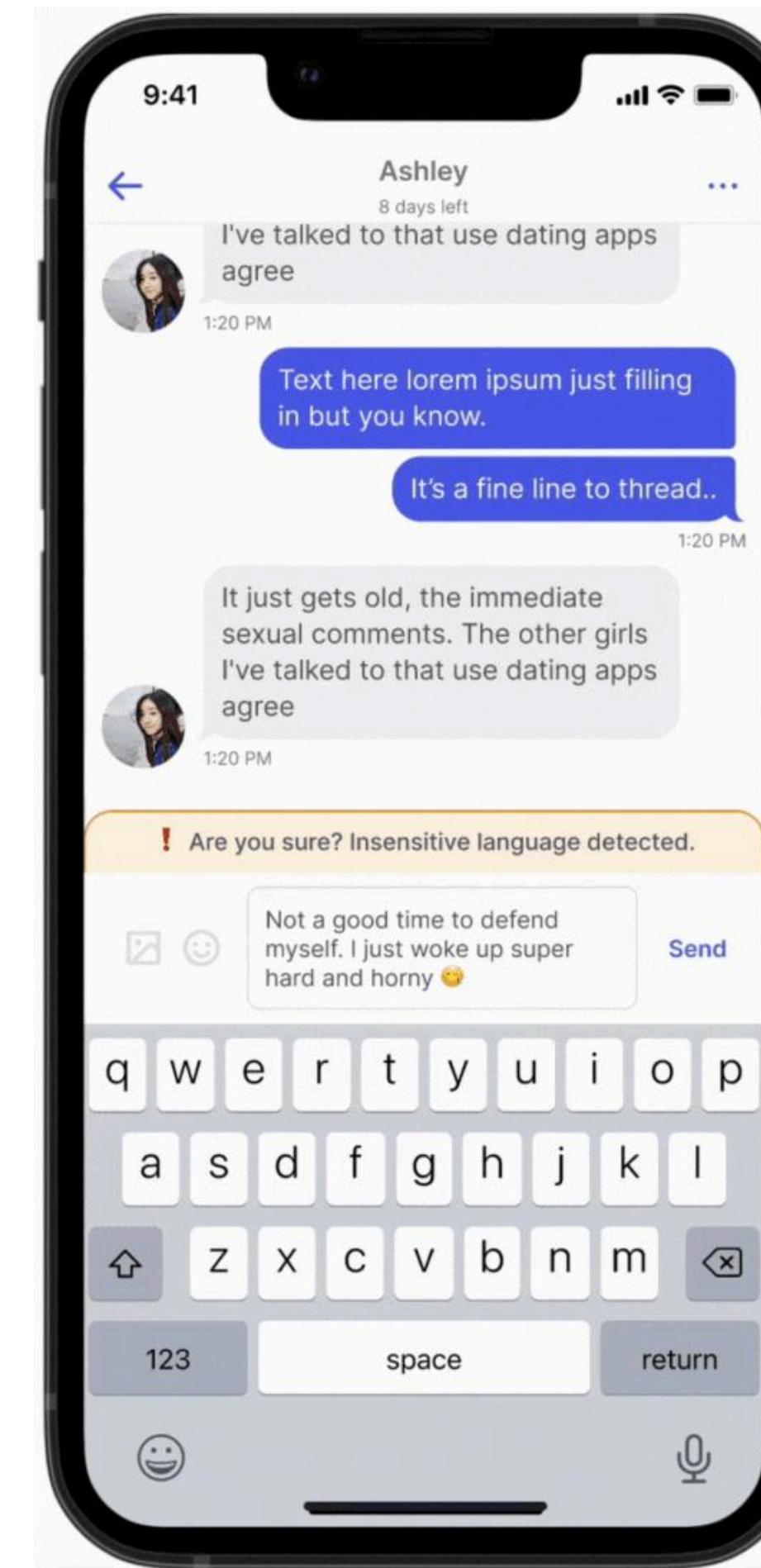
# Failed the Vibe Check



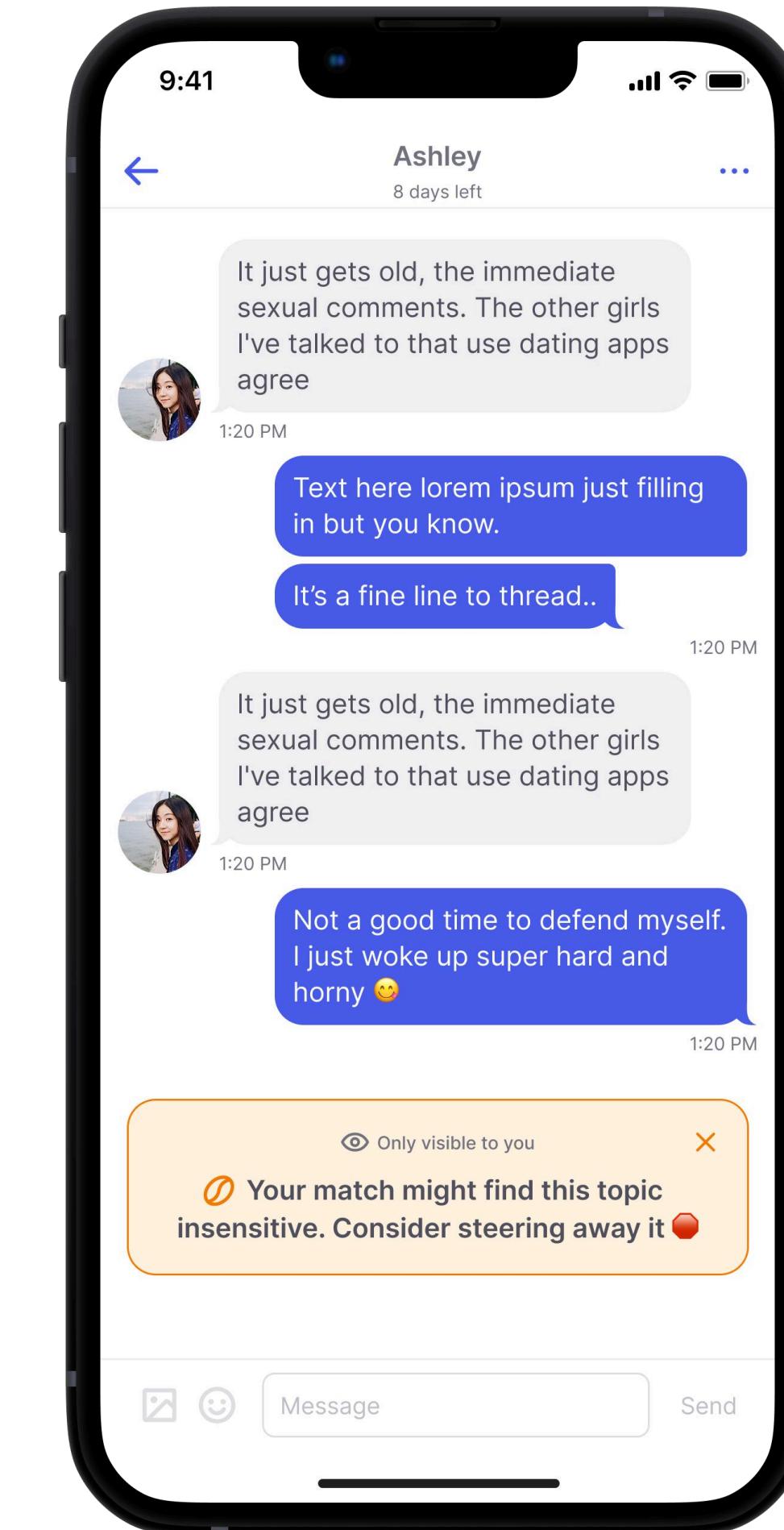
AI-powered detection & feedback system to enable users to have safer conversations.



In-chat reacts



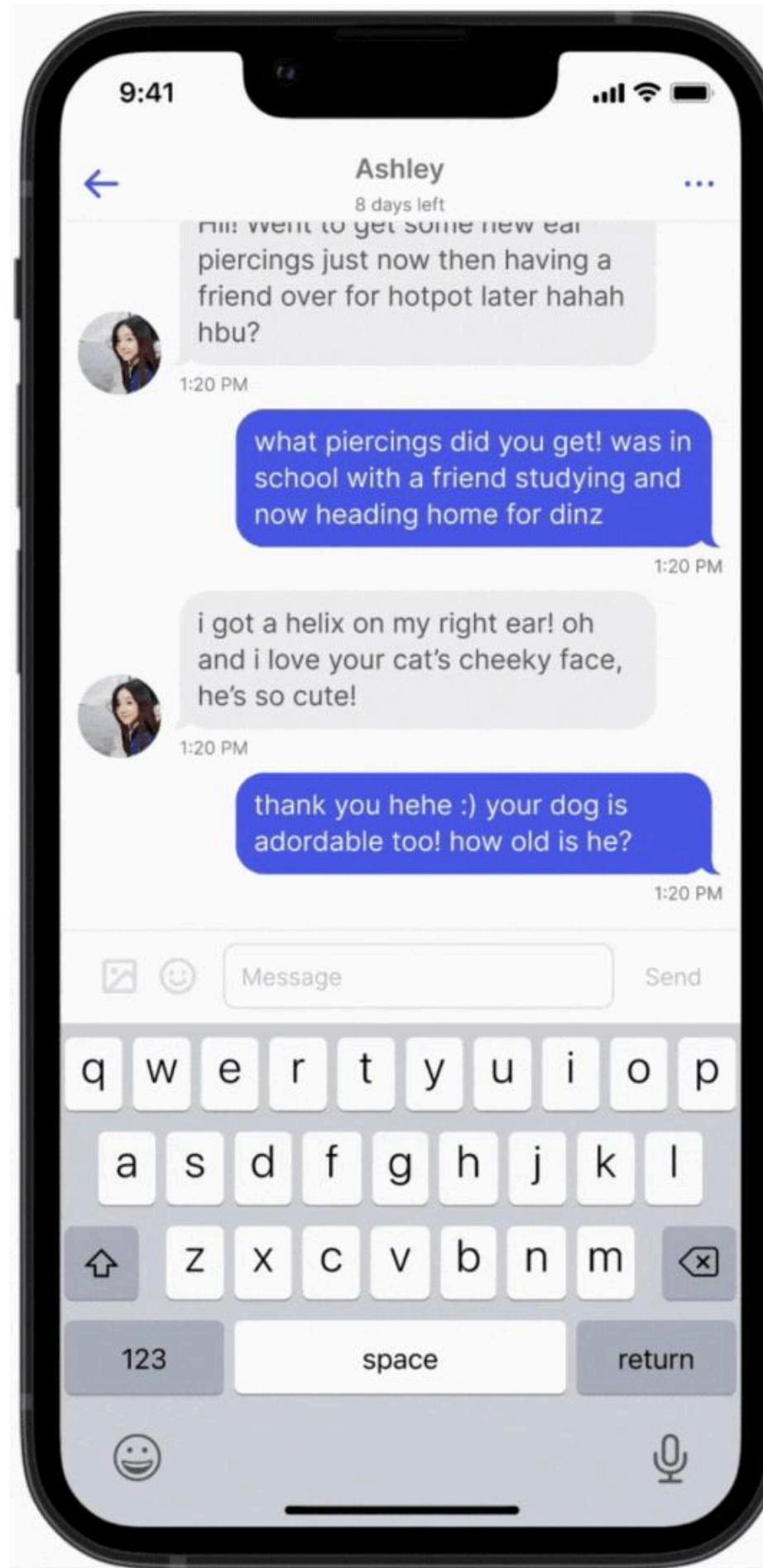
Keyword recognition advisory



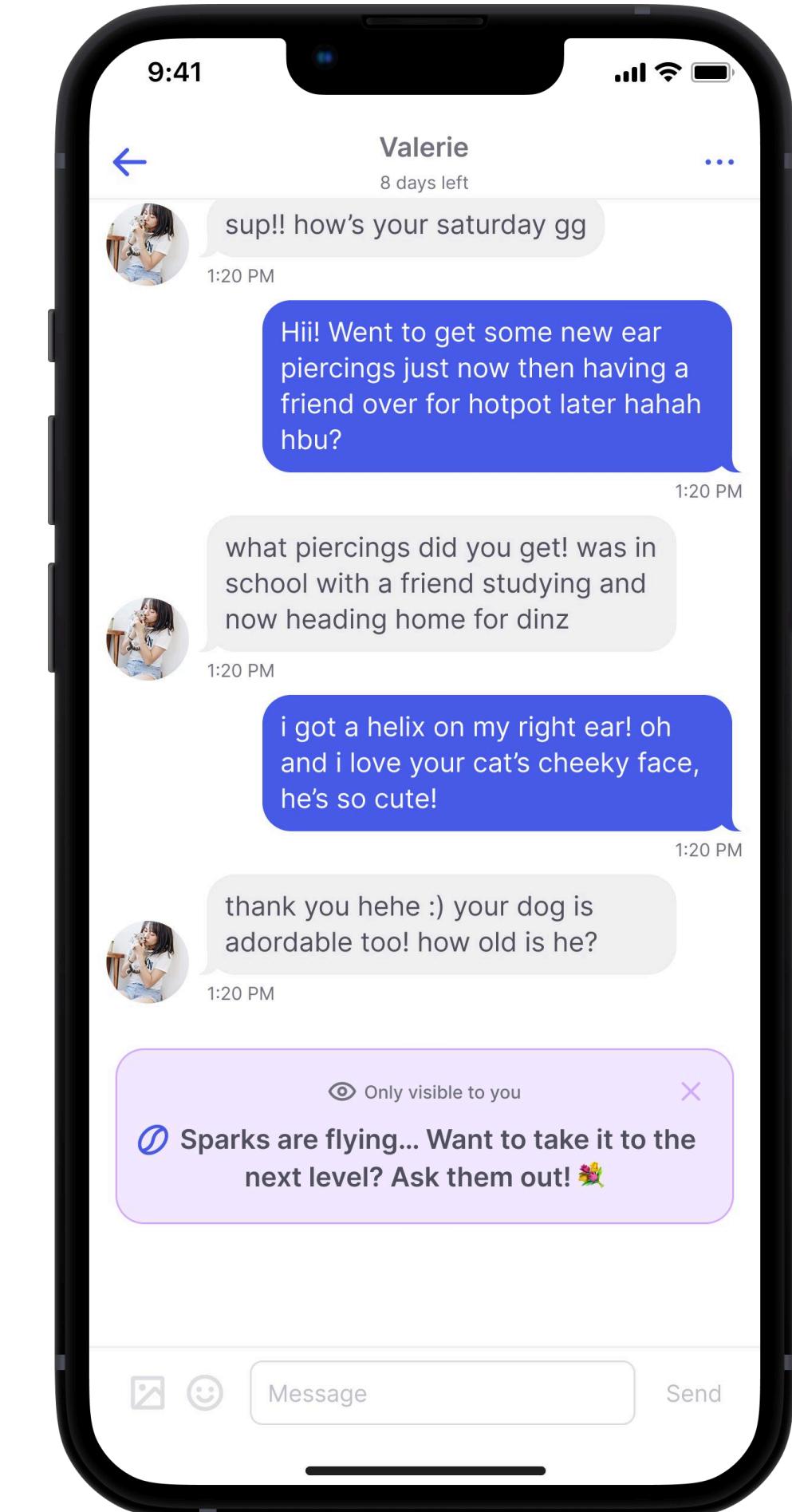
AI-powered dating coach

# Passed the Vibe Check ✓

AI-powered detection & feedback system to enable users to have safer conversations.

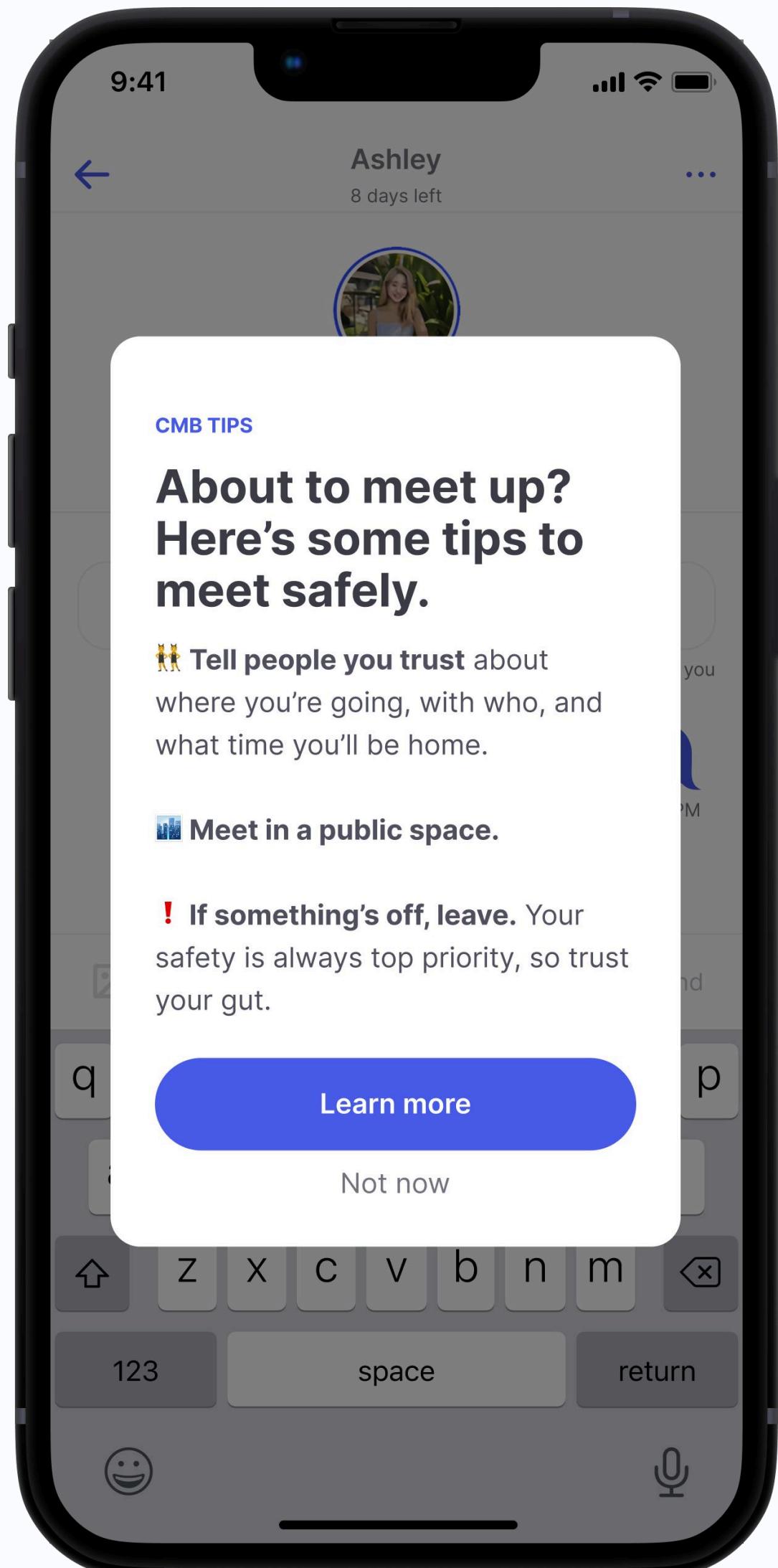


In-chat reacts

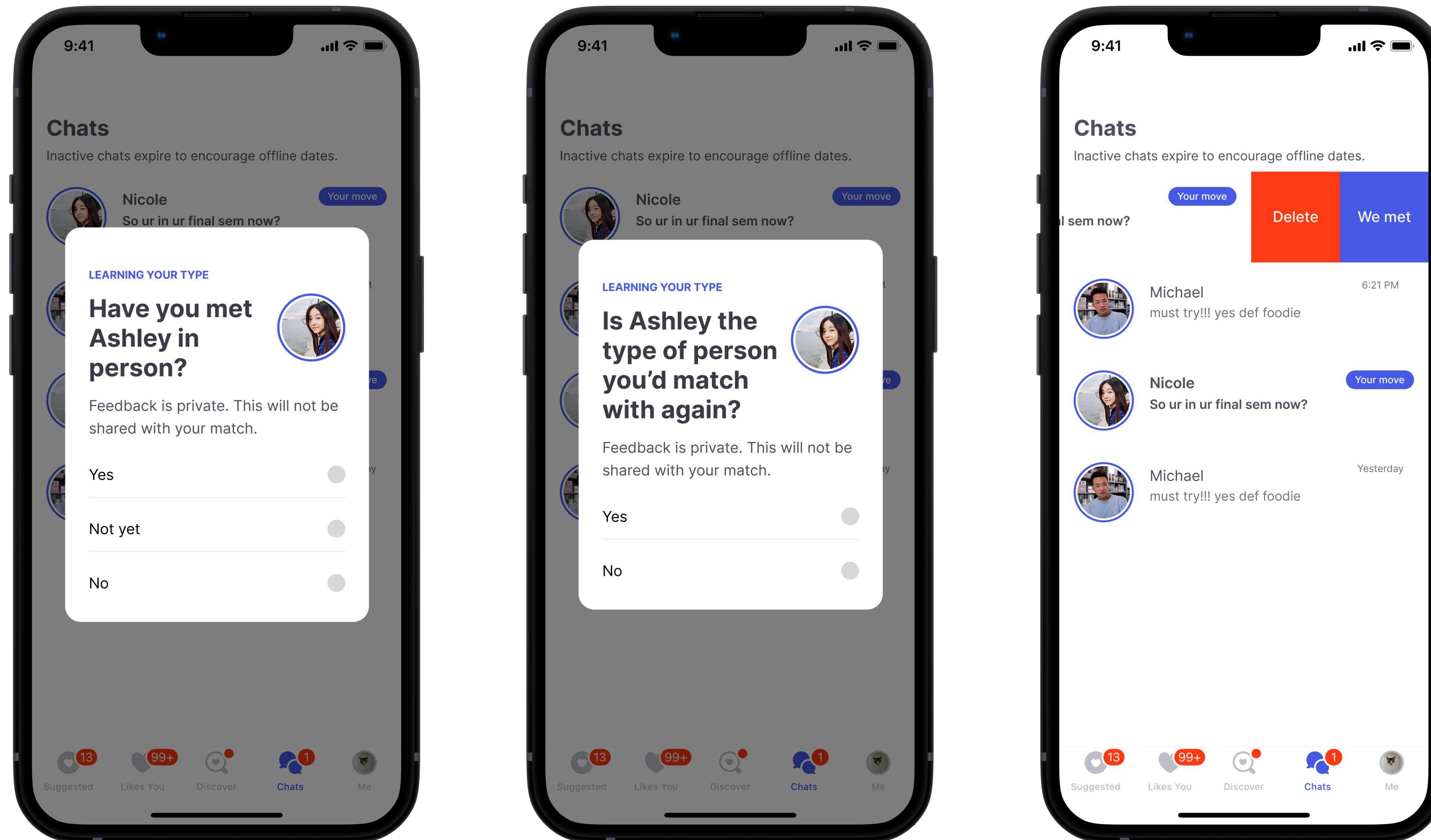


AI-powered dating coach

# Safety Tips

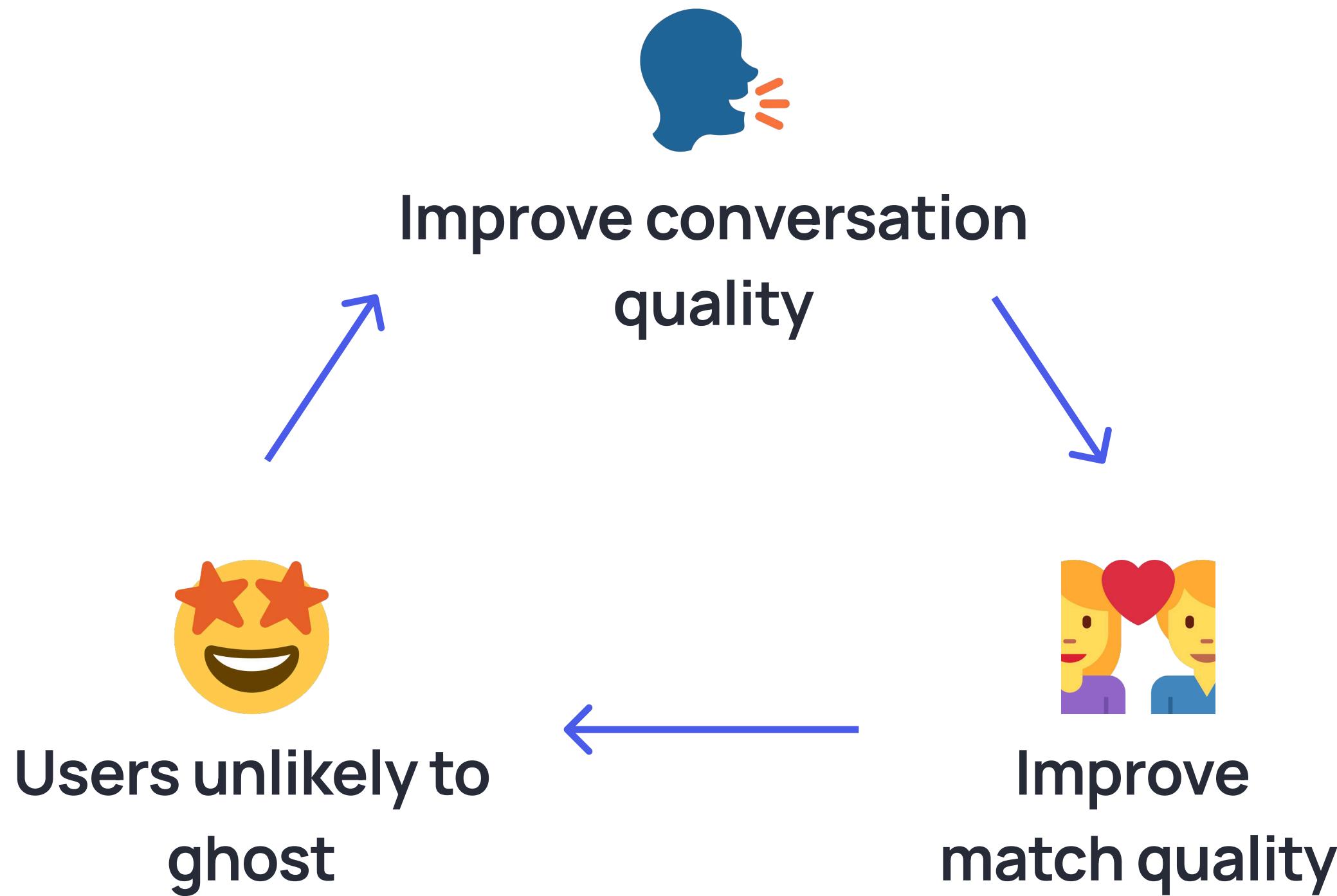


# Closing the loop with We Met



## Benefits

# Positive feedback loops



**Users provide honest input to matches** ❤️

Feedback improves the quality of matches and authenticity in their interactions on CMB.

**Adapting to local social norms** 😱

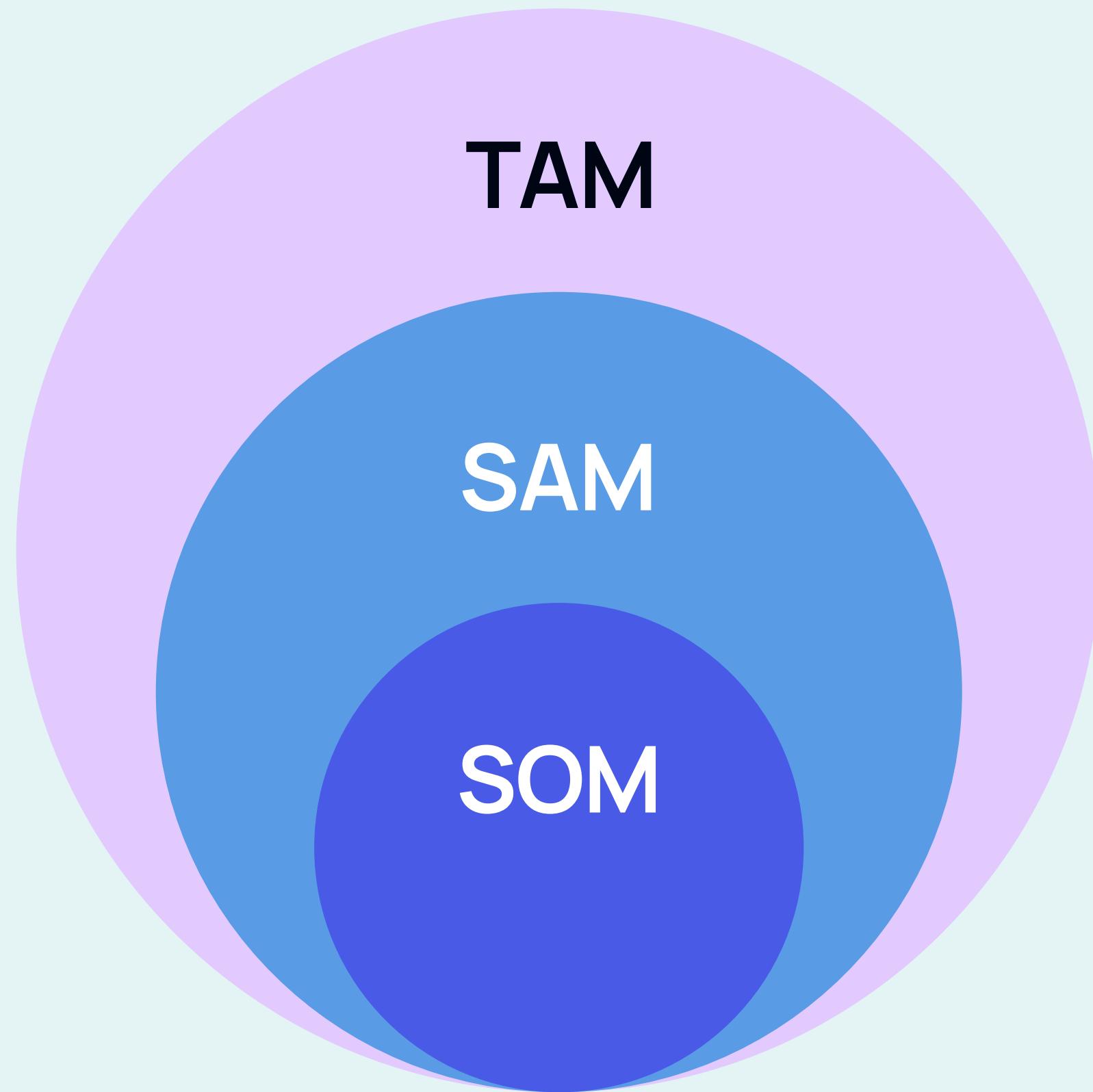
Asians are typically less confrontational - not directly communicating discomfort but WANT to escape the situation.

**Prevent situations from happening** !

Users learn from previous chats and bring into future matches  
- learn social etiquette & healthy ways of communication!

We introduce familiar features to build a **safe dating environment** for women while **enabling matches with better conversations**.

# Market Sizing



**\$5.715B**

**Total Available Market**

Global Dating App Market in 2025

**\$2.55B**

**Serviceable Available Market**

Users that experienced ghosting in Asia

**\$6.3M**

**Serviceable Obtainable Market**

Users that experienced ghosting in SG

# GTM Strategy: Resonating with Singaporeans

- Localised Reactions → Intuitive Adoption
- Digital campaign featuring local dating success stories

## 🚀 Launch in Singapore Market

- % of active users trying reactions within first month
- % increase in matches progressing to “We Met”

1

2

3

⌚ Pre-Launch  
(Prepare for adoption)

- Gamified Leaderboard for tracking reactions given to matches
- React more to earn beans to spend finding matches! 💰
- In-chat tutorial for feature adoption

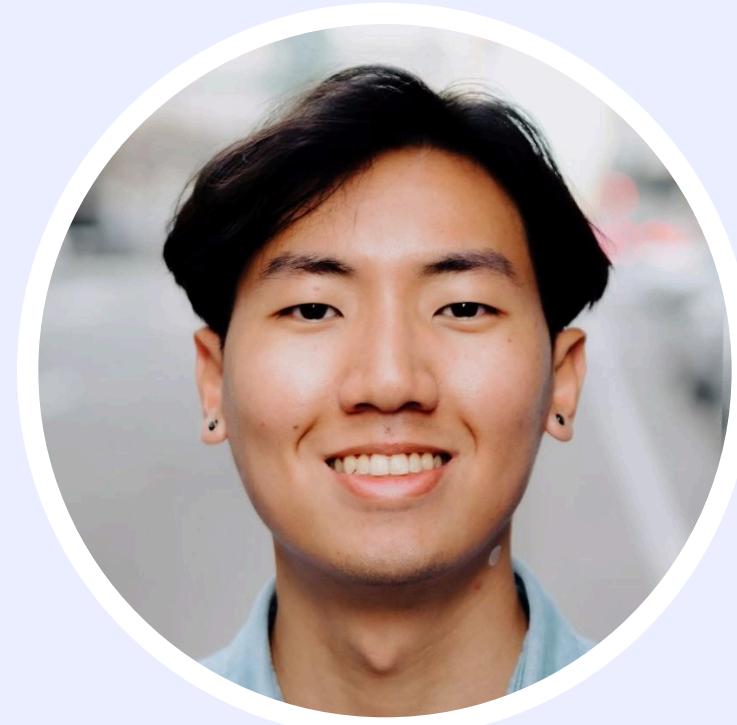
📊 Post-Launch  
(Measuring Success)

huge thank you from the  
**vibeCheck team**



**Chiam Jing Ru**

Product Designer



**Sean Teo**

Product Manager



**Le Minh Phong**

Product Analyst

# Appendix

# Sentiment Towards Solutions Analysis

## Solution Idea Validation

- In-chat Cues: 43.0% positive vs. 15.2% negative
- Personal Chatbot: 40.3% positive vs. 13.0% negative
- Reporting System: 33.4% positive vs. 12.5% negative
- User Penalties: 42.9% positive vs. 16.6% negative
- Education: 42.5% positive vs. 14.5% negative

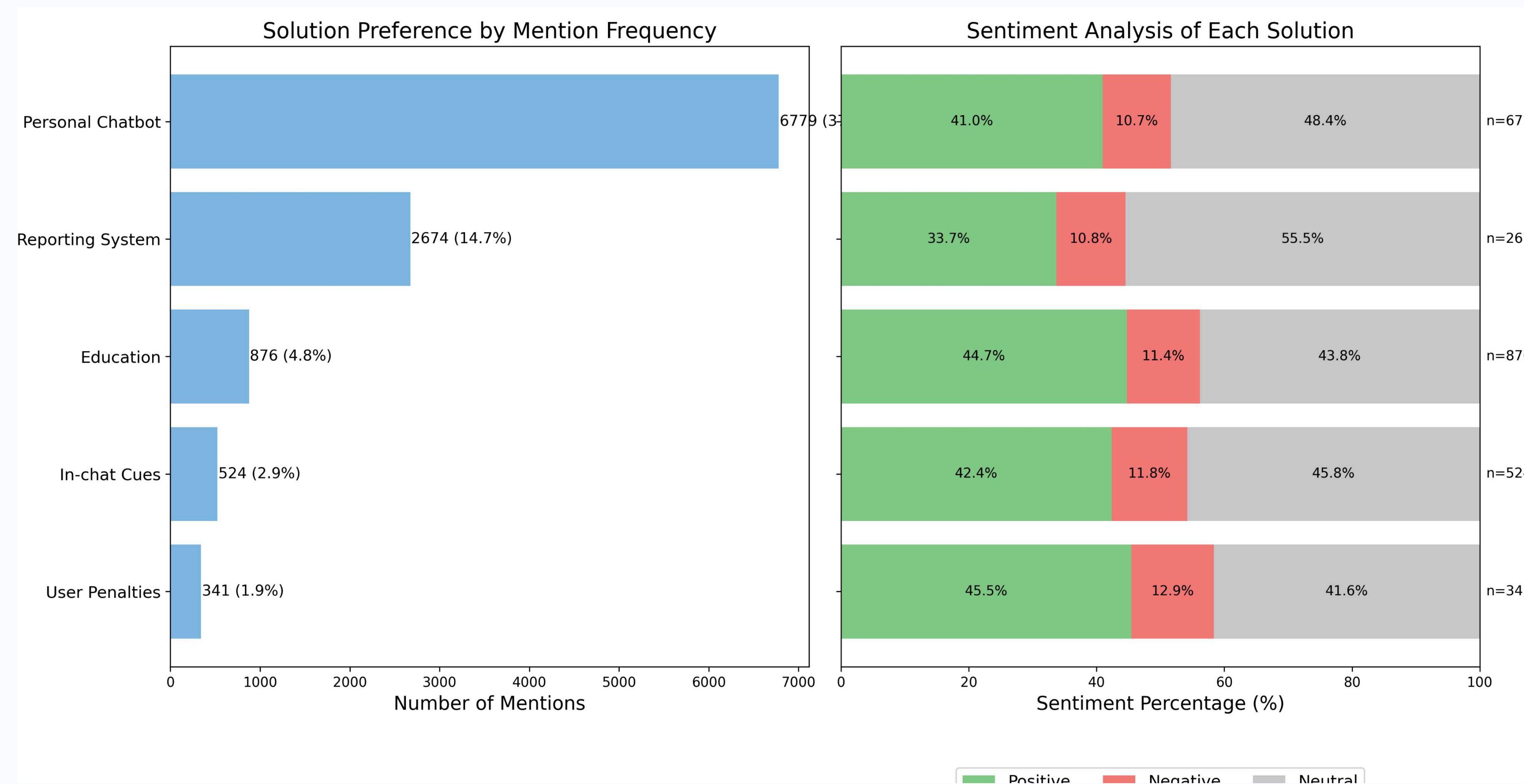
## Analysis Method

- Conducted a sentiment analysis on 541 posts & 18,221 cmts scrawled from Reddit & HWZ

```
# Check each category
for category, keywords in solution_categories.items():
    if any(keyword in text for keyword in keywords):
        # Check sentiment
        pos_count = sum(1 for word in positive_words if word in text)
        neg_count = sum(1 for word in negative_words if word in text)

        if pos_count > neg_count:
            sentiment_data[category]['positive'] += 1
        elif neg_count > pos_count:
            sentiment_data[category]['negative'] += 1
        else:
            sentiment_data[category]['neutral'] += 1
```

# Sentiment Towards Solution Analysis



# Research Methodology

## Data Collection Strategies

### Targeted Multi-Subreddit Content Extraction (1)

- Scraped 541 posts and 18,221 comments across 4 dating subreddits
- Implemented automatic content classification based on keyword presence

### Dual-Layer Classification System (2)

- Primary layer: Categorized content as ghosting, inappropriate messaging, or both
- Secondary layer: Analyzed by subreddit source, engagement metrics, and content themes

### Solution Theme Extraction and Sentiment Analysis (3)

- Mapped 7 solution categories with associated keywords
- Quantified solution preferences across all comments
- Applied sentiment analysis to each solution category

