

Fake Checkout – Transparent Pay-Intent Flow

Goal

Validate real willingness to pay without deception, refunds, or trust loss.

Price Anchor

\$49 (fixed, no discounts)

High-level Concept

No payment is collected. Instead, the flow captures explicit intent to pay at a real price. This replaces fake Stripe with honest commitment friction.

Step-by-Step Flow

1. Landing Page

- Outcome-focused messaging (more matches from the same profile)
- One-off optimization
- Tinder only
- CTA: *Proceed to payment (\$49)*

2. Pay-Intent Screen

Headline: *Early access — payment not collected yet*

Body:

- One-off Tinder profile optimization
- Price: **\$49**
- Delivery: ~3 weeks

Buttons:

- **Yes, I intend to pay \$49**
- No, not interested

3. Commitment Form

Shown only after confirmation.

Required fields:

- Email address
- Checkbox: *I'm willing to pay \$49 for a one-off Tinder profile optimization when available.*
- Free-text question: *What's the main thing not working in your Tinder profile right now?*

4. Confirmation Screen

Copy:

You're on the early access list. If we move forward, you'll hear from us first. If not, nothing happens.

Signals to Track

- 1 CTA click (Proceed to payment)
- 2 Pay-intent confirmation
- 3 Email submission
- 4 Checkbox confirmation
- 5 Meaningful free-text answer (strongest signal)

Pass / Fail Heuristic

≥10–15% completion → Build

<5% → Weak problem or positioning

Non-negotiables

No fake UI. No discounts. No "waitlist" language. No extra steps.