

About Hinge

Hinge is a dating app designed for meaningful connections and long-term relationships. Launched in 2012, it emphasizes detailed profiles and thoughtful interactions over casual swiping. Known for its motto "designed to be deleted," Hinge prioritizes user compatibility and promotes serious dating.

Dating Market Landscape in India

 Revenue in the Online Dating market is projected to reach US\$402 million in 2024.

 82.4 million Indian users used online dating services in 2023.

 India will become the world's second-largest dating services market by 2027, with roughly 35 million more users than the United States.

 Usage outside metro cities now accounts for 70% of dating app users.

Source : 

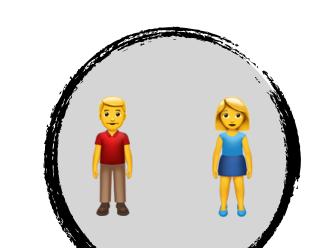
Issue at hand

The core issue lies in the **frustrating pre-date planning stage** within Hinge. Users waste time on **indecisive chats** and end up with conventional dates, leading to a **repetitive experience**. This hurts both user engagement and the app's ability to create a more dynamic platform.

Hinge's statistics (As of 2023)



\$396 million revenue



28 million users globally



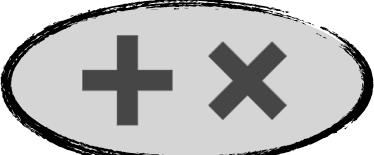
1.4 million premium users



30% users found a serious partner.

Source : 

Business Model (Freemium)



Membership
(Hinge + and Hinge X)



In app purchases
(Roses and boosts)



Strengths

Simple swiping mechanism.
large and extensive user base in India

Weaknesses

Often perceived as a 'hookup' app.
High no. of fake profiles and bots.



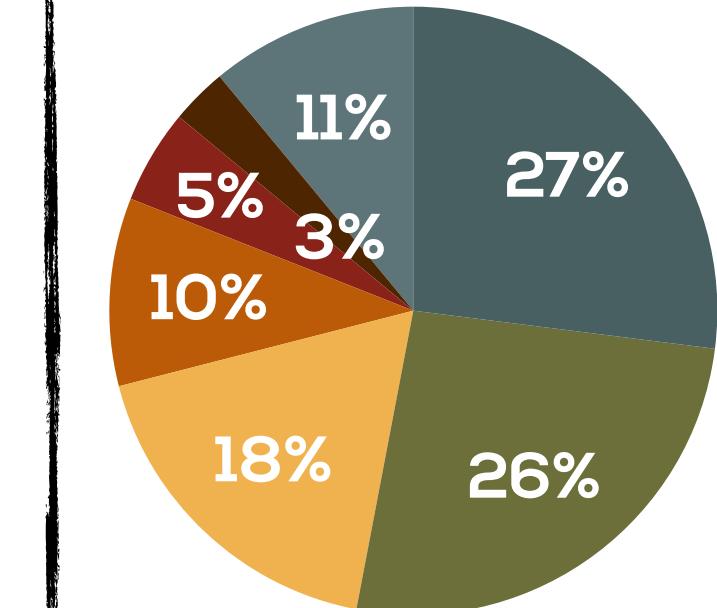
Strengths

Women centric app, promoting safety.
Offers Bumble 'BFF' & Bumble 'Bizz' mode.

Weaknesses

Relatively smaller user base.
High pricing for premium features.

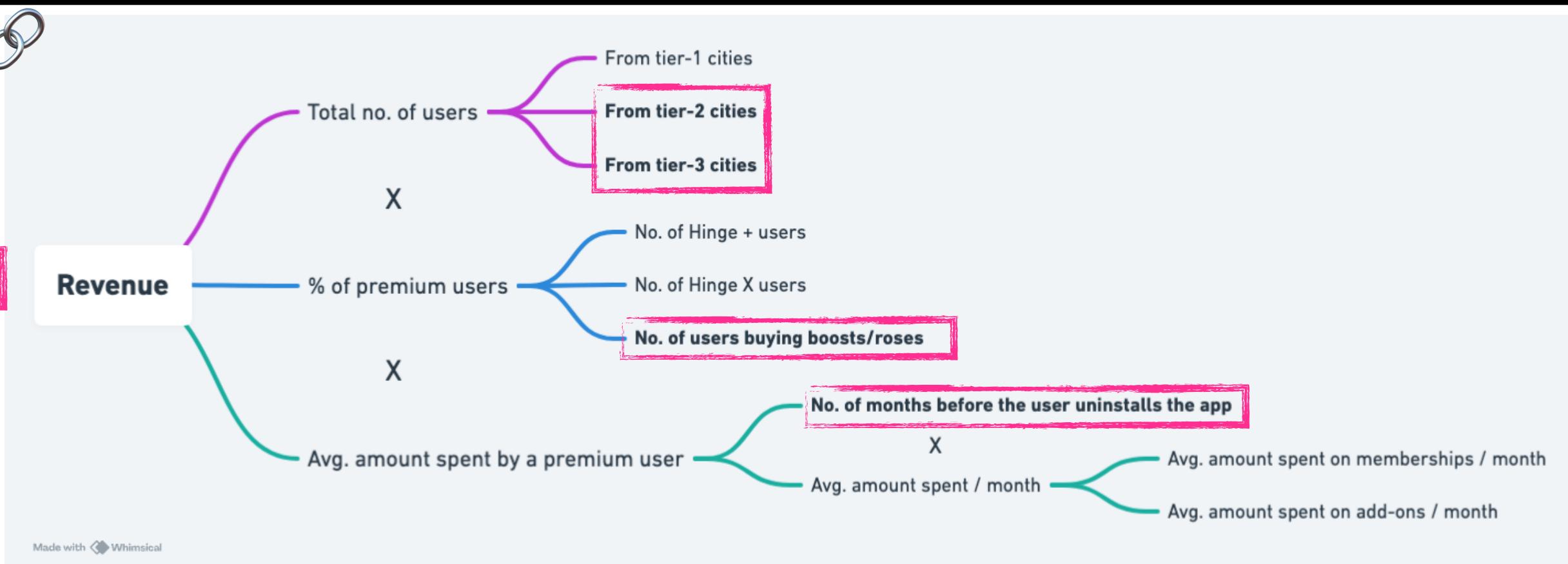
Market Share (2023)



- Tinder
- Badoo
- Bumble
- Grindr
- Hinge
- Others
- Plenty of Fish

KPI Tree

Key points
to focus on



Outlining the product opportunities

1. Tapping into tier - 2/3 cities can immensely increase hinge's user base.
2. Optimizing the prices of add-ons according to the Indian market can prove to be beneficial.
3. Hinge's "designed to be deleted" tagline clashes with user retention business needs. Focus on high-quality matches and engaging post-match features to drive successful connections, aligning with the tagline and boosting post-match retention.

Actors involved



Singles
(Users)



Social media
Apps



Event+F&B
Industry



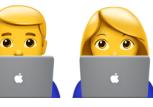
Payment
Gateways



Board
Members



Matching
Algorithm



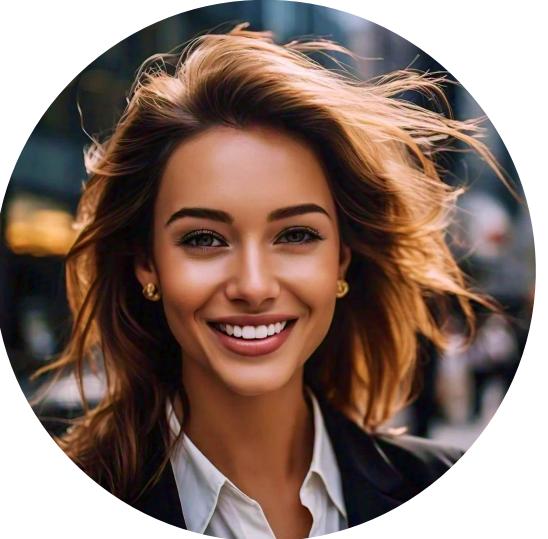
Internal
Teams

.....External actors.....

.....Internal actors.....

Isha Kapoor

27, Female, Management Consultant,
Lives in New Delhi, She is creative and loves
Going to museums and attending plays.

**Goals & needs**

- ◆ She wants a serious partner who respects her culture and values.
- ◆ She wants to go on unique dates with her partner.

Pain points

- ◆ She has limited time for creative date planning due to her hectic schedule.
- ◆ She finds the back-and-forth messaging about dates confusing, leading to frustration with the planning process.

"I want to come across as thoughtful, but figuring out date plans adds unnecessary stress." - Isha Kapoor

Jobs -To-Be-Done

When I match with someone on a dating app looking for a relationship,

But current apps make planning the first date very stressful and confusing .

Help me find a unique and interesting date idea quickly, So that I can impress my date and spark a connection.

Target Segment

- People in the age range of 25-34 🚶‍♂️💃.
- People looking for serious relationships 💕.
- Tech Savvy 🤖💻.

Why this segment ?🔗

Majority of hinge's users are young professionals (25 - 34 year olds) seeking serious partners. These tech savvy individuals are willing to pay for hinge's premium features.

Adit Grover

25, Male, Product Manager,
Lives in Bangalore, Loves adventure and Outdoor activities.

**Goals & needs**

- ◆ He is looking for a committed partner who shares his interests.
- ◆ He desires dates that are unique and allow him to showcase his personality and adventurous spirit.

Pain points

- ◆ He feels limited by his own creativity when planning dates, leading to repetitive experiences.
- ◆ Rahul finds that conversations often fizzle out or become repetitive, making it difficult to build a meaningful connection.

"It would be nice if the app suggested activities based on our interests, wouldn't it ?." - Adit Grover



User survey insights (43 responses)

[🔗 Survey form](#)

[🔗 Responses](#)

- 26% Users feel stressed/indecisive when planning a date.
- 34% Users struggle the most with finding a unique date location.
- 27% Users take recommendations from friends for date ideas.
- 63% Users' match has never converted to a successful date.
- 42% Users feel that lack of creativity is the primary reason for sub-optimal dates.

User interview insights (7 interviews)

[🔗 Questionnaire](#)

- 3/7 Users take help from AI tools (ChatGPT, Gemini etc.) for conversation starters, planning a date etc.
- 2/7 Users deleted their accounts as their matches never got converted to a date.
- 4/7 Users feel that the first date experience is getting boring due to the monotonous nature of dinner/coffee dates.

What is the true problem ?

Busy schedules and a lack of exciting date ideas lead to repetitive "where to meet" conversations. These uninspired dates create a frustrating cycle that discourages users and hinders forming meaningful connections on the app.

Who are facing this problem ?

Tech savvy users in the age range of **25-34** who are looking for **long term relationship** via the app.

How do we know its a real problem?

Our user data answers this question perfectly, here's how :

- ♦ 63% of matches **never progress** to actual dates.
- ♦ Over a third (33%) **struggle with choosing** locations for first dates.
- ♦ A significant portion (26%) experience **stress** and **indecisiveness** while planning dates.

Why do we need to solve it now?

It is the perfect time to solve this problem as India has become the **5th fastest growing** dating app market with **user spending doubling YoY**. Moreover dating app users in India have surged by **293% in 5 years**, with **tier 2/3 cities** also contributing to the user pool.

GenAI powered chatbot - “Sparky”

Sparky is a **GenAI-powered chatbot** integrated within the Hinge chat window, designed to transform your dating experience. By leveraging your **profile preferences and settings**, Sparky offers tailored date ideas, engaging conversation starters, and practical advice. Users can **interact with Sparky just like any other chatbot**, and all AI-generated messages are clearly **marked for transparency**. Share Sparky's suggestions with your match, pin them in the chat, and **collaboratively score ideas** to create a prioritized list. With Sparky, date planning becomes seamless, stress-free, and enjoyable.

Collaborative planning - “Date Genie”

Date Genie is an innovative and interactive feature within the Hinge app that transforms pre-date planning into a fun, **gamified experience**. After matching, you and your partner can explore a carousel of curated date ideas, categorized by themes like "Foodie Fun," "Adventure Awaits," and "Culture Vultures." **Swipe right on ideas that spark your interest** and left on those that don't. The app tracks your selections and reveals a list of mutually liked options, creating a **shared list** of exciting date ideas. With Date Genie, planning your perfect date becomes a collaborative and enjoyable process.

Detailed Analysis

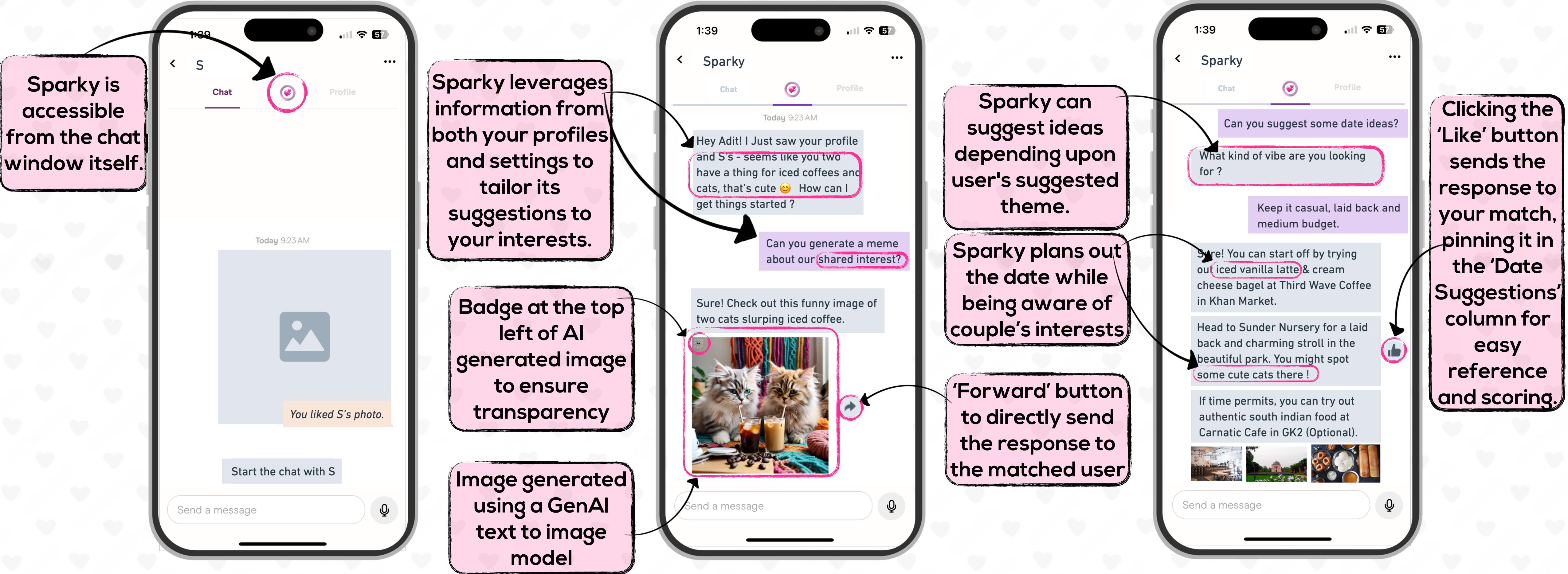
Solutions	Reach (1-5)	Impact (1-5)	Confidence (0-1)	Score (R*I*C/E)
Sparky	3	4	0.7	8.4
Date Genie	4	2	0.9	7.2

Since we have assumed infinite tech bandwidth, effort can be estimated as uniform across all features . For simplicity , let's take effort = 1.

What is the value generated by the solution?

For customers	For business
<ul style="list-style-type: none"> ◆ Reduces pre-date stress ◆ Boosts confidence ◆ Sparks creativity ◆ Increases date success rates. 	<ul style="list-style-type: none"> ◆ Enhanced user engagement ◆ High user satisfaction ◆ More paid customers ◆ Valuable user data

🔗 For detailed user-flow & wireframes



Step 1: Launch Sparky

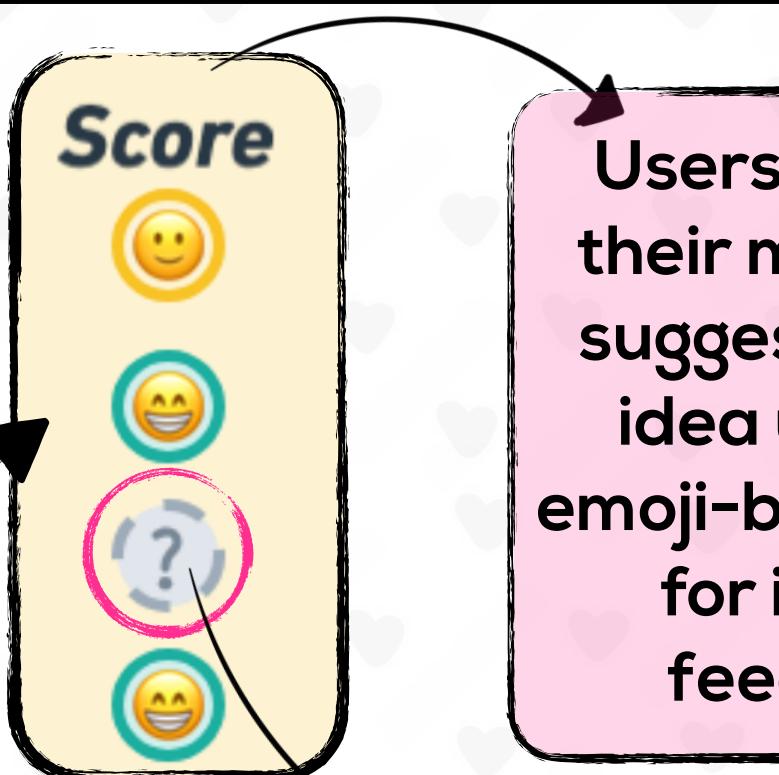
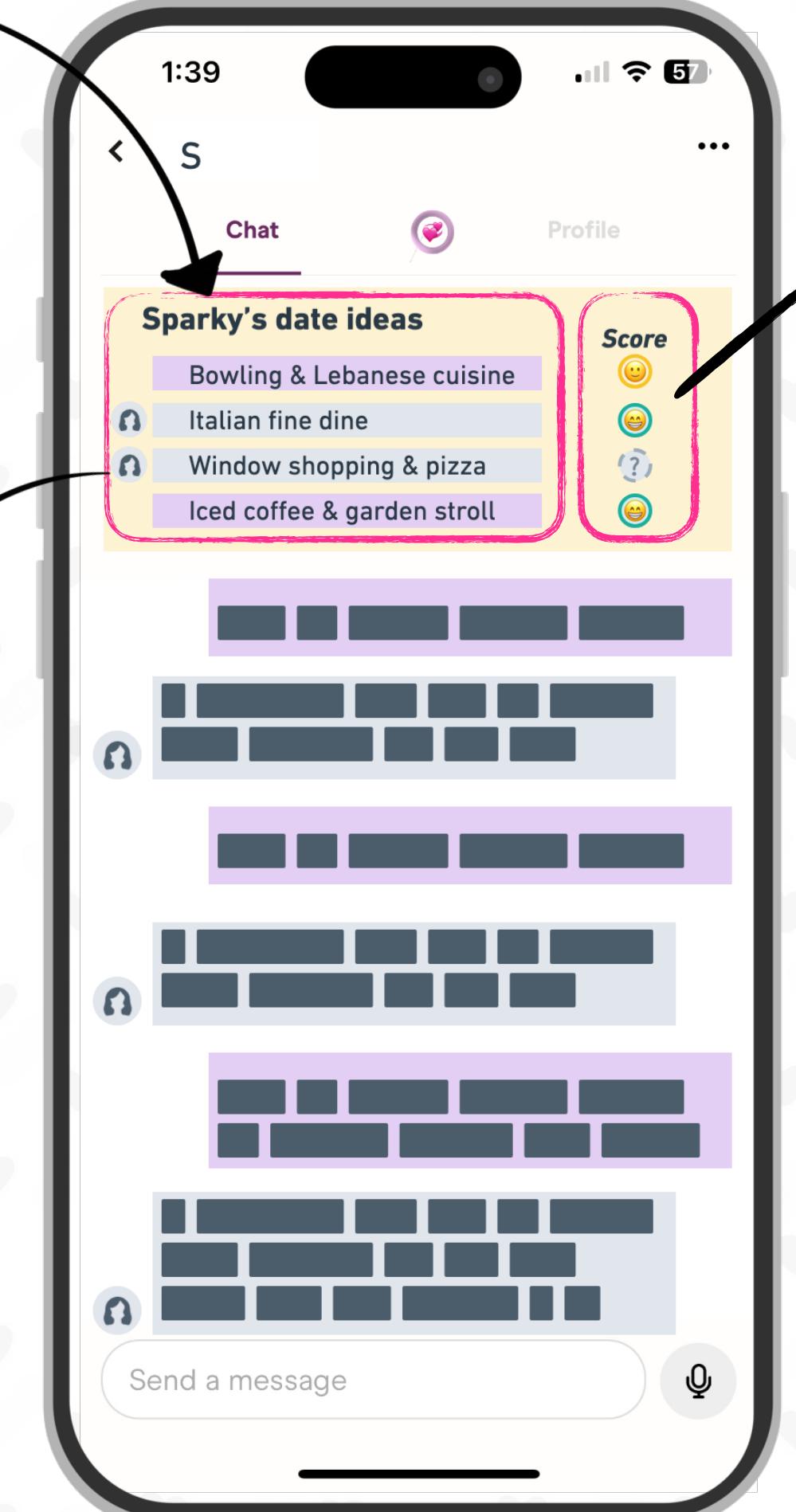
Step 2 : Asking for
coversation starters

Step 3 : Asking for
date suggestions



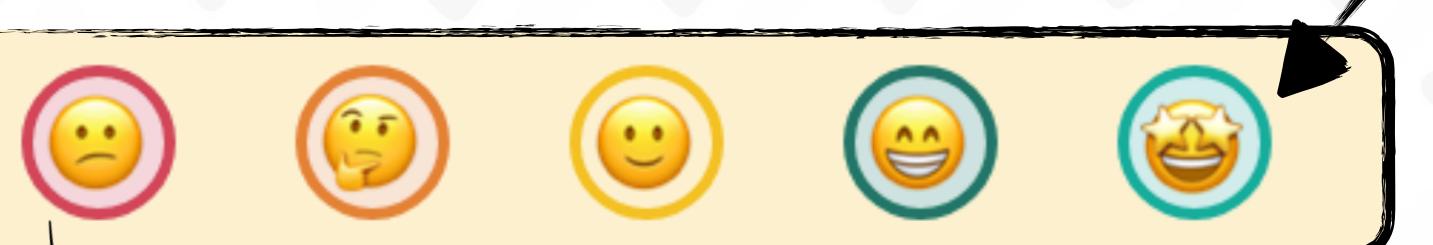
AI-generated date ideas from both users are pinned to the chat window once the 'Like' button is pressed.

Ideas are color-coded to indicate which user's AI assistant generated them.

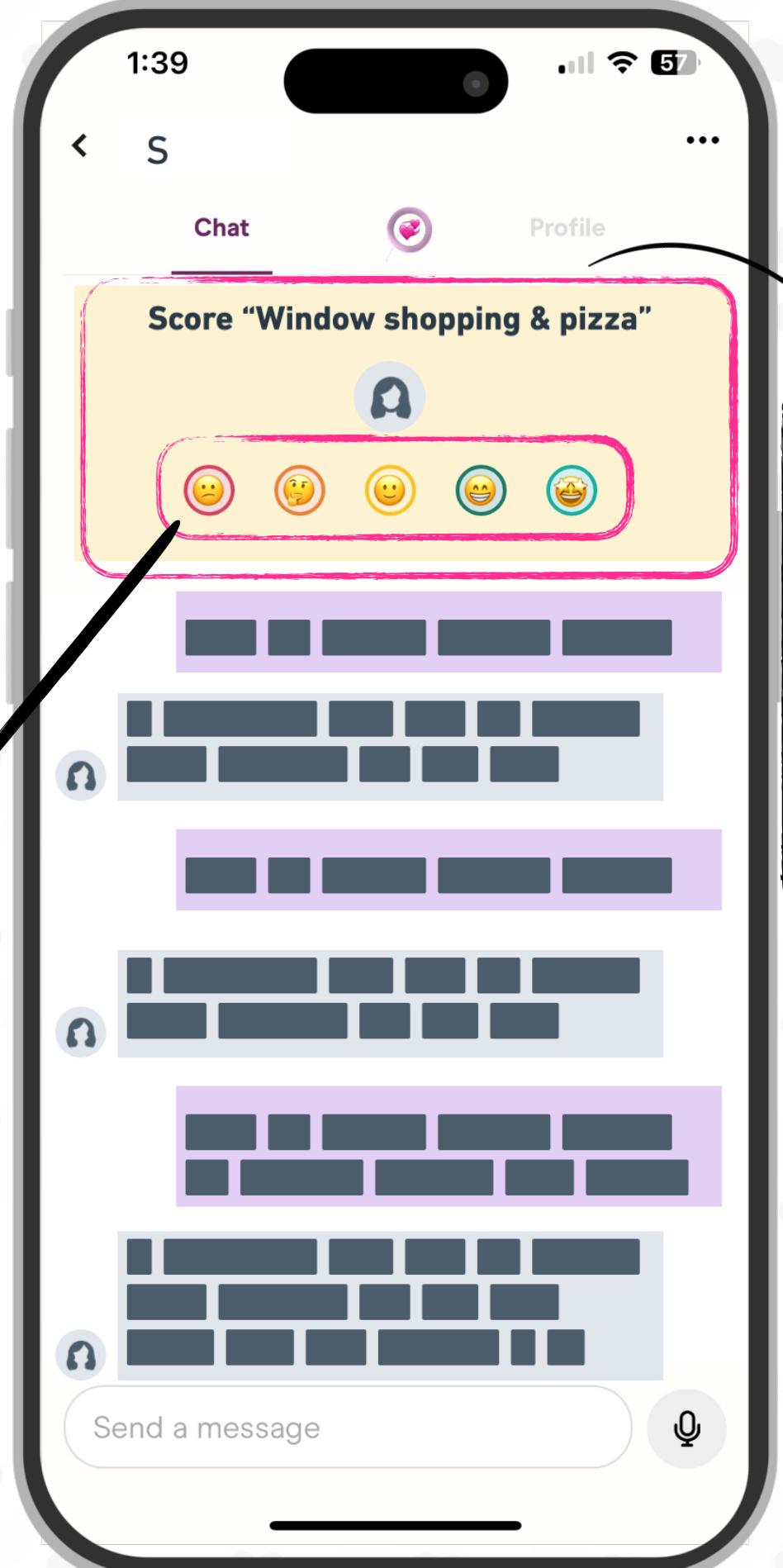


Users can rate their match's AI suggested date idea using an emoji-based scale for instant feedback.

'?' Symbol represents that user has not yet rated the idea.



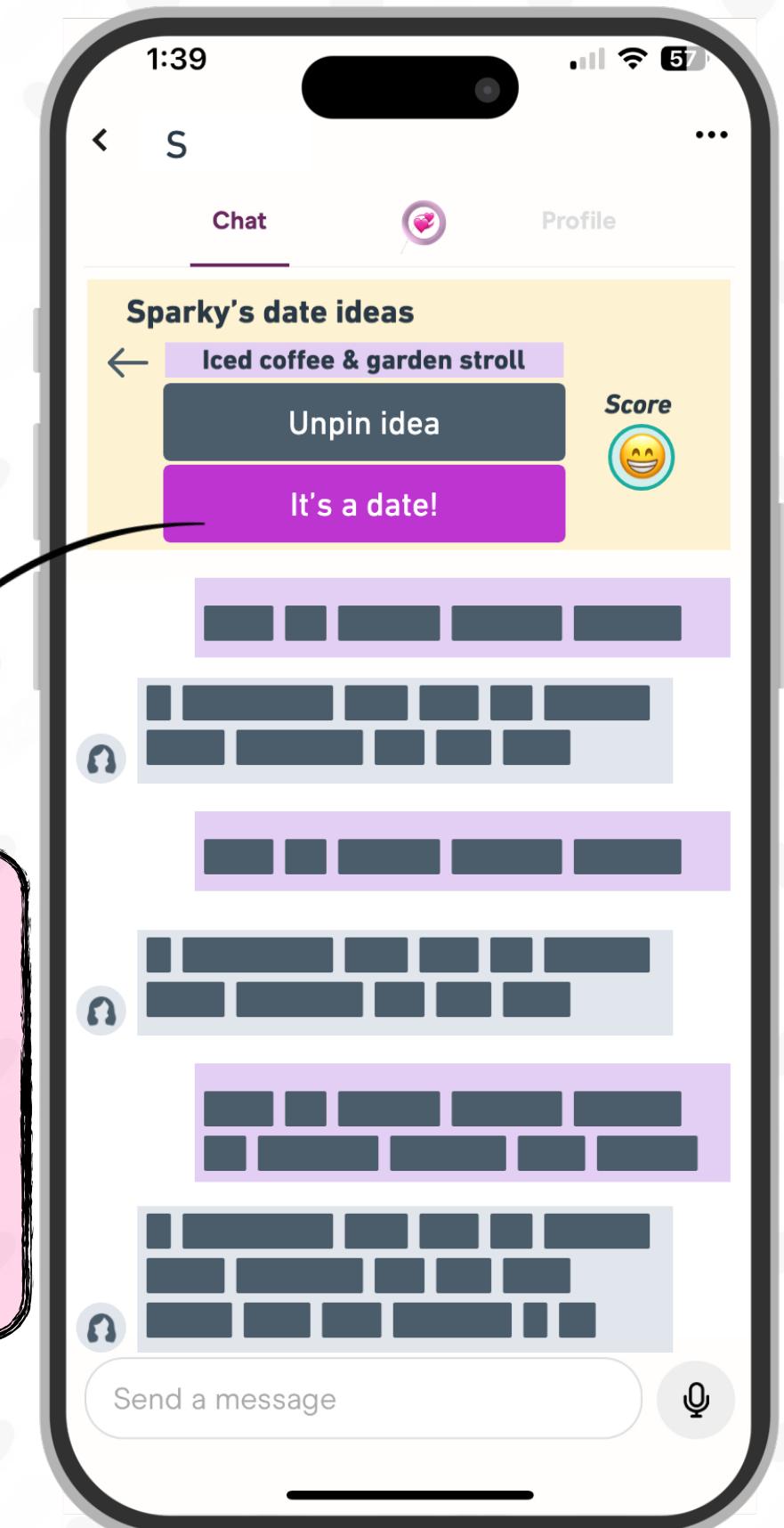
After tapping the '?' symbol, users can score the idea by selecting from the provided emojis.



Scoring dialogue box appears either on tapping '?' Symbol or the date idea (score can be edited as well)

Step 4 : Pinning the ideas in the chat window

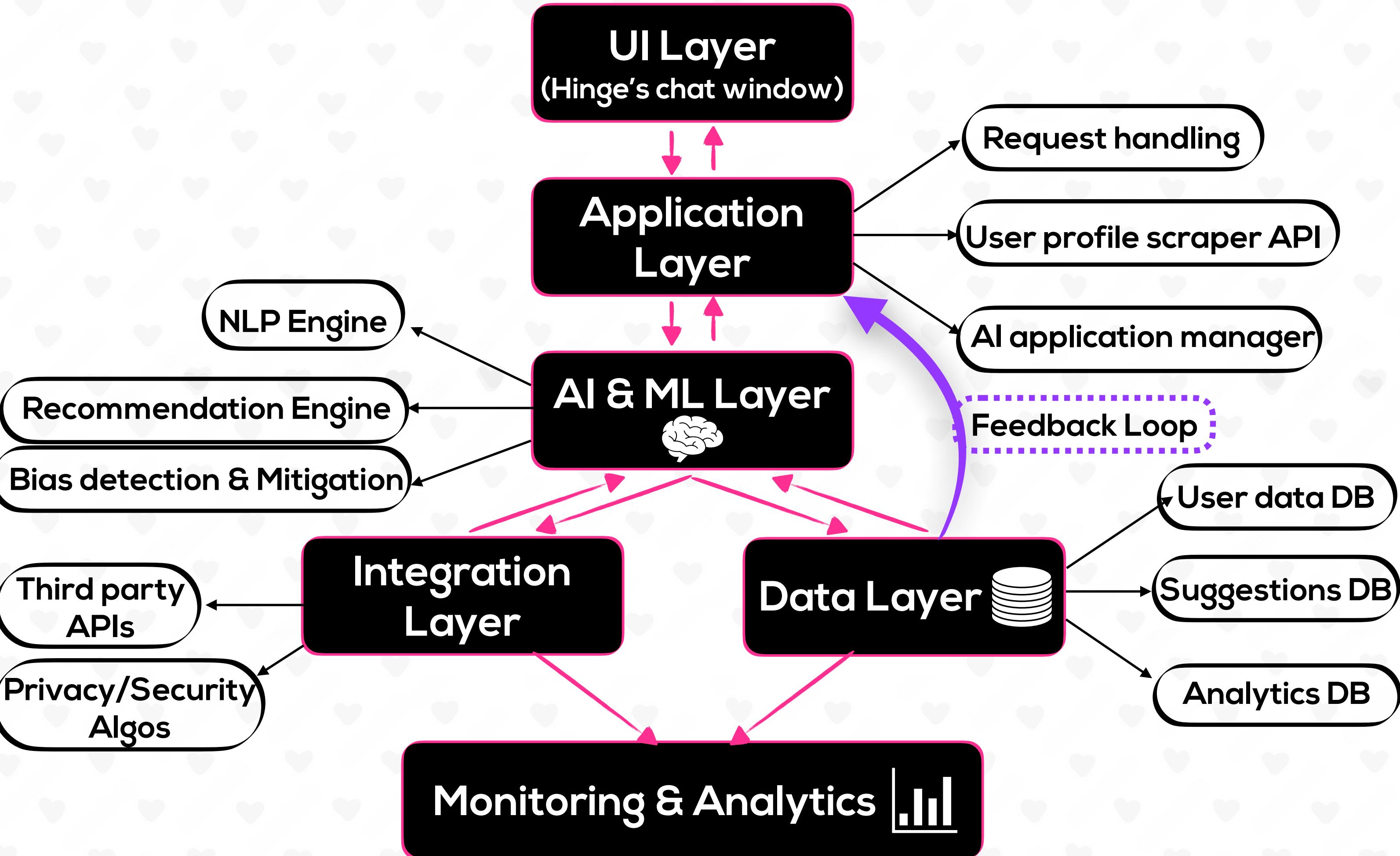
Step 5 : Scoring your match's ideas.



Upon selecting the idea user can either unpin or confirm the date by tapping "It's a date!" button

Step 6 : Finalizing the date plan

System Design



Measuring Success and Anticipating Challenges

Metrics to measure success

Type	Metric	Why are we measuring this ?
North Star	% of sparky's date ideas being finalized ("it's a date" button).	Our primary purpose to introduce sparky is to help users plan a date.
L1 Metric	% of sparky's date ideas getting pinned.	To understand the quality and relevance of ideas generated by
Adoption Metric	% users using sparky post match.	To help us understand how many users are finding value by using it.
Engagement Metric	No. of conversation with sparky per match per session	To help us understand the user's behaviours while using sparky.
Retention Metric	Sparky's repeat usage measured over a week.	To track the % of users using sparky again in a certain time frame.
Customer Satisfaction Metric	<ul style="list-style-type: none"> ♦ Customer Satisfaction ♦ Net Promoter Score ♦ Customer Effort Score 	To analyse customer experiences for further improvement.
Guardrail Metric	% of users clicking the 'we met' button	To measure the impact of Sparky on the conversion rate from match to date.

Why sparky could fail ? How to avoid it ?

Reason 1: Inaccurate Recommendations

If Sparky often provides irrelevant or inappropriate suggestions, users will lose trust and stop using it.

Mitigation

Continuously refine the AI algorithms using user feedback and data analysis. Implement a feedback loop for users to rate and comment on suggestions to enhance accuracy.

Reason 2: Bias in AI Suggestions

If the AI's suggestions seem biased or exclusive, it could alienate users and reduce engagement.

Mitigation

Regularly audit the AI algorithms for biases and train the AI on diverse datasets. Implement checks to ensure the AI's suggestions are inclusive and fair.

Long term implications

Over reliance on AI

Users might over-rely on Sparky, resulting in less authentic interactions and reduced personal connection.

Precautionary measure :

Position Sparky as a supplementary tool, not a replacement. Encourage users to add their own ideas and customize suggestions.