



Project Tinder

Problem statement and
solution proposal



Outline

The Problem

Solution Proposal



The Problem



Problem statement

Swiping has become a common interface element.


"I'm rejecting this person in need based on this photo and basically nothing else."



We don't read we scan

Changing the flow of selection and adding visual elements to underline what a person's interests are.

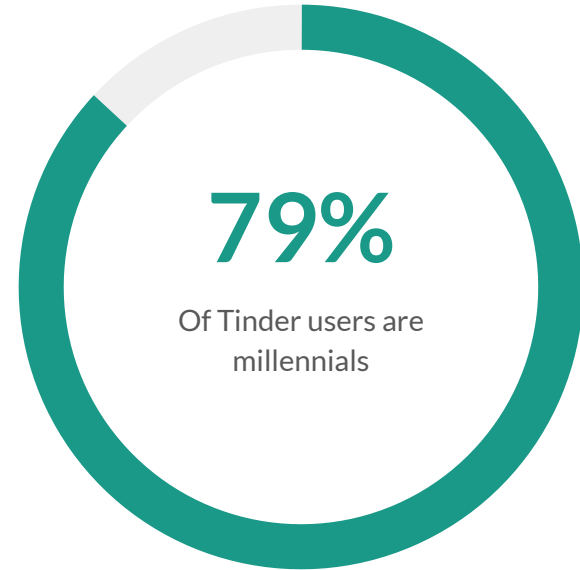
Giving more visuals on a profile rather than words will grab the users attention faster.



Supporting information

MILLENNIALS READ
DIFFERENTLY.

**They are reading for
information, so they read
with purpose and are very
good `scanners`.**



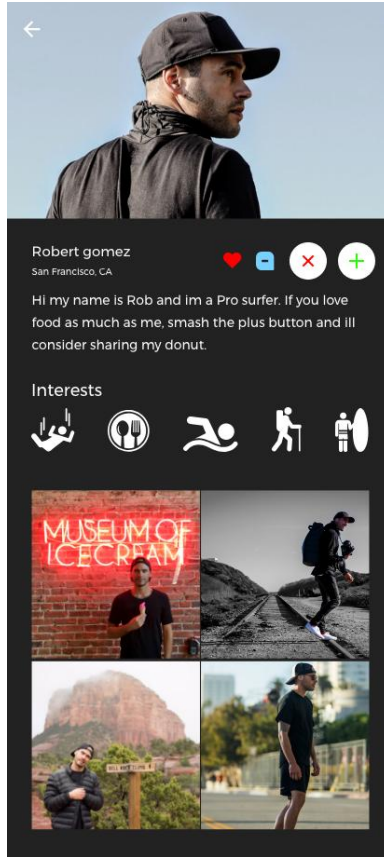
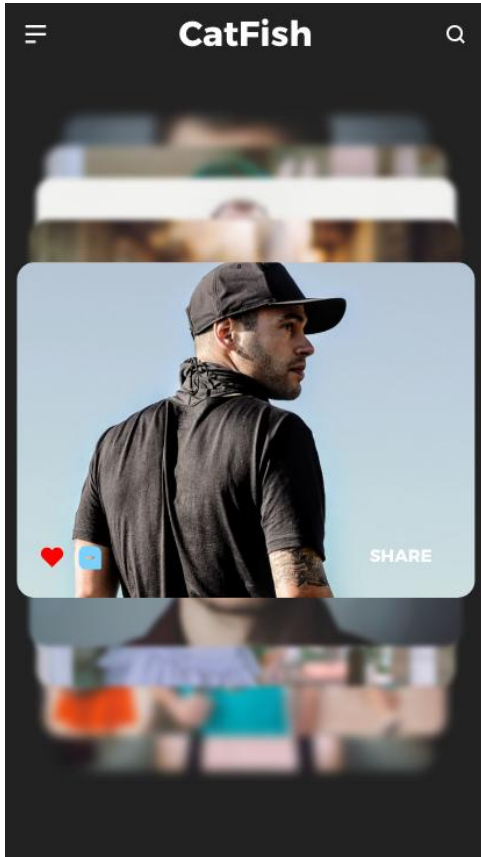
Solution Proposal



Solution description

Changing the swipe gesture to a scroll gesture for match selection. Introducing Peek and pop for quicker viewing without having to actually view the persons profile.

For users profile adding icons for personal interest to minimise the use of words on someone's profile



Catfish App



Absorbing images is faster

Many apps have fallen to Tinders way of selection but I feel it's not the most efficient nor best way of selection. Having more visual elements alongside clean photos cuts back on premature selecting based on one individual picture.

Questions?
