Product Management Project: Hinge

Hinge is a dating app like Tinder and Bumble. Their target audience is specifically for younger gen-z to millieums, women in the age range of 20-25 and men in their 28-38 looking for long-term relationship. However, some of their users are within their college years, early adults. One key importance of Hinge that set them apart from other dating apps is the ability to choose your location to find potential matches for free, but also their preferences feature where you can narrow down your ideal match.

Problem Statement & Impact

* Many users do not understand the functionality or use the Standout feature
* How effectively do users use the Standout Feature and how often?
* Feature can cause users not to use the app, make wrong matches / indications and not enjoy their time on Hinge

Hypothesis / User Assumption

* People do not use the feature and are confused on how it is different from the discover page
* There is a 10% of the decrease of the app since the feature was uploaded

Goals and KPIS

* Success means to me that there is an increase in user engagement from when the feature was released.
* An increase in user engagement is looking at the percentage of users who are clicking the button to preview standout responses to create their responses. I would also look at how often users are communicating with their matches.

Discovery and Research

# User Journey

1. Existing User
   1. Opens Hinge App
   2. User is placed to the Discover page where they can scroll through the profiles
   3. Swipe yes or no or send a rose to a profile’s picture/questions
   4. Check through the user’s matches and accept or decline users
   5. Go to Matches
   6. Select a profile to chat with
2. New User
   1. Open Hinge
   2. Signs up with their number and receive a code
   3. Set up profile by clicking the add button
   4. Opens photo album/Instagram/Facebook
   5. Select 6 pictures
   6. Add conversational prompts
   7. Add profile info: Name, age, select a location, preferences (ethnicity/religion/drinker/smoker/occupation. etc.)
   8. After setting up profile, user is brough to the discover page
   9. Swipe yes or no or send a rose to a profile’s picture/questions
   10. Check through the user’s matches and accept or decline users
   11. Go to Matches
   12. Select a profile to chat with
   13. Go to settings to adjust location or any other settings

Pain Point

* User changing location frequently
* Not checking or confused on the difference between Standout and Discover
* Users are being shown profiles that have black screen pictures/memes/cars/animals only

User Research

When asked 3 Hinge User about the experience with Hinge and usage of certain features these were their responses:

Questionnaire:

1. How is your experience on Hinge?

* Overall, pretty good and in some ways better than more in demand apps like Tinder and Bumble.

2. What is your favorite and least feature?

- favorite feature: chat

- least favorite: N/A

* I really like the fact that you can see people who likes you and helpful people who are shy to like vary profiles. Least Favorite was the rose option because since you have one opportunity before you must buy it. I wish that we got a new rose every month.

3. How often do you use the standout feature?

- After the launch of the standout feature, the user did not enjoy the app anymore resulting in them leaving the app. They also did not use the rose feature

- none did not like it at all left the app over it

- did not use the rose feature, left the app cause of that

* I used it often to see profiles that are getting the most attention or light shined on because of the prompts used it helped me see profiles catered to my likes.

4. What is the difference in your own words between standout and discover?

- Standout: ppl who stand out the most among other profiles. Discovery: holistic pool of ppl w/varying interest

5. What is one feature you would remove currently?

- Most compatibly feature

6. How often do you use Standout?

- Not often, do not want to pay for the rose

7. Would you prefer if Standout and Discover were combined?

- Yes

8. Have any of your matches come from Standout?

- No use discovers to find potential matches

Key Takeaways

From the user research, here are some key points I noticed:

- Users does not like the Standout Feature, however they do like that they can see what profiles are being noticed all based off their prompts. From here users can use these standout feature to come up with prompt answers.

- The rose feature for some users does not seem to be useful since you only have one and are not receiving another rose. If their rose is rejected, they lose a rose.

Design Decision

- From the user data so far, I would suggest that we either remove the Standout feature or combined it with the discover page. We can combine it by adding a star to profiles that are standing out to others. If we remove it, we can create a feature, when signing up and adding an answer to their prompt. There we can add a button that allows user to see answers from profiles in the app that are receiving a lot of attention.

- The Standout feature is a way Hinge makes a revenue from my understanding, but if they remove this feature, I believe there will be an increase in user engagement.

- Allow users to have a premium account access to all the upgrades for 24 hours after they created their account.

- Create an algorithm that censors accounts that uses pictures such as a black screen, lions etc., or only memes/cars on their account.

Technical implementation

Create a high – fidelity design using Figma and if times permits design an app of what their app would look like without this feature

Design Priorities

1. Adding examples of prompt answers that have been receiving a lot of attention

2. Allow users to have access to all upgrades for 24 hours when they create their accounts

3. Remove the Standout Feature