



BUILDING WIREFRAMES

AI DATING APP

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DATING APPLICATION - AT A GLANCE

HOW DO THEY ACTUALLY WORK

User Onboarding

- Users **sign up** using email, phone, or social accounts
- **Create profiles** with photos, bios, and preferences
- Some apps offer **verification for safety**

Matching Algorithm

Suggests people based on:

- Location (GPS)
- Preferences (age, gender, interests)
- Behavior (who you swipe/like)
- Some use AI to personalize matches

Discovery & Swiping

- Users browse profiles via **swiping (like/dislike) or scrolling feeds**
- **Premium users** may get boosts or more visibility

Mutual Match & Chat

- Messaging **unlocks** when both users like each other
- Apps may offer texting, voice notes, or video calls

Monetization

Freemium model with paid features like:

- Unlimited swipes
- See who liked you
- Boost profile visibility

Safety & Moderation

- AI + human review flag inappropriate behavior
- Features include blocking, reporting, and photo filters

Retention

- Push **notifications, email nudges, gamified features** (e.g., super likes, daily rewards)

COMPETITOR ANALYSIS

App	Positioning	Key Features	Strengths	Weaknesses
Tinder	Casual, swipe-based dating	Swipe UI, Super Likes, Boosts, Passport feature	Massive user base, global reach, easy UX	Shallow engagement, low intent, poor post-match
Bumble	Women-first, safe and empowering	Women message first, video calls, voice notes, lifestyle modes (BFF, Biz)	Strong female engagement, focus on respect/safety	High drop-off after matching if no first message
Hinge	Designed to be deleted (serious dating)	Rich profiles, prompts, limited likes, Roses, We Met follow-up	Higher intent, post-date feedback loop	Slower match rate, limited daily actions
OkCupid	Personality-based, inclusive	Matching questions, compatibility %, detailed profiles	Strong algorithm, LGBTQ+ inclusive, deep insights	Complex UI, less sticky for Gen Z
Coffee Meets Bagel	Curated daily matches for serious daters	Limited likes, focus on quality, suggested ice-breakers	High-intent user base, slow-paced for deeper intent	Limited daily engagement, smaller network

TARGET SEGMENT

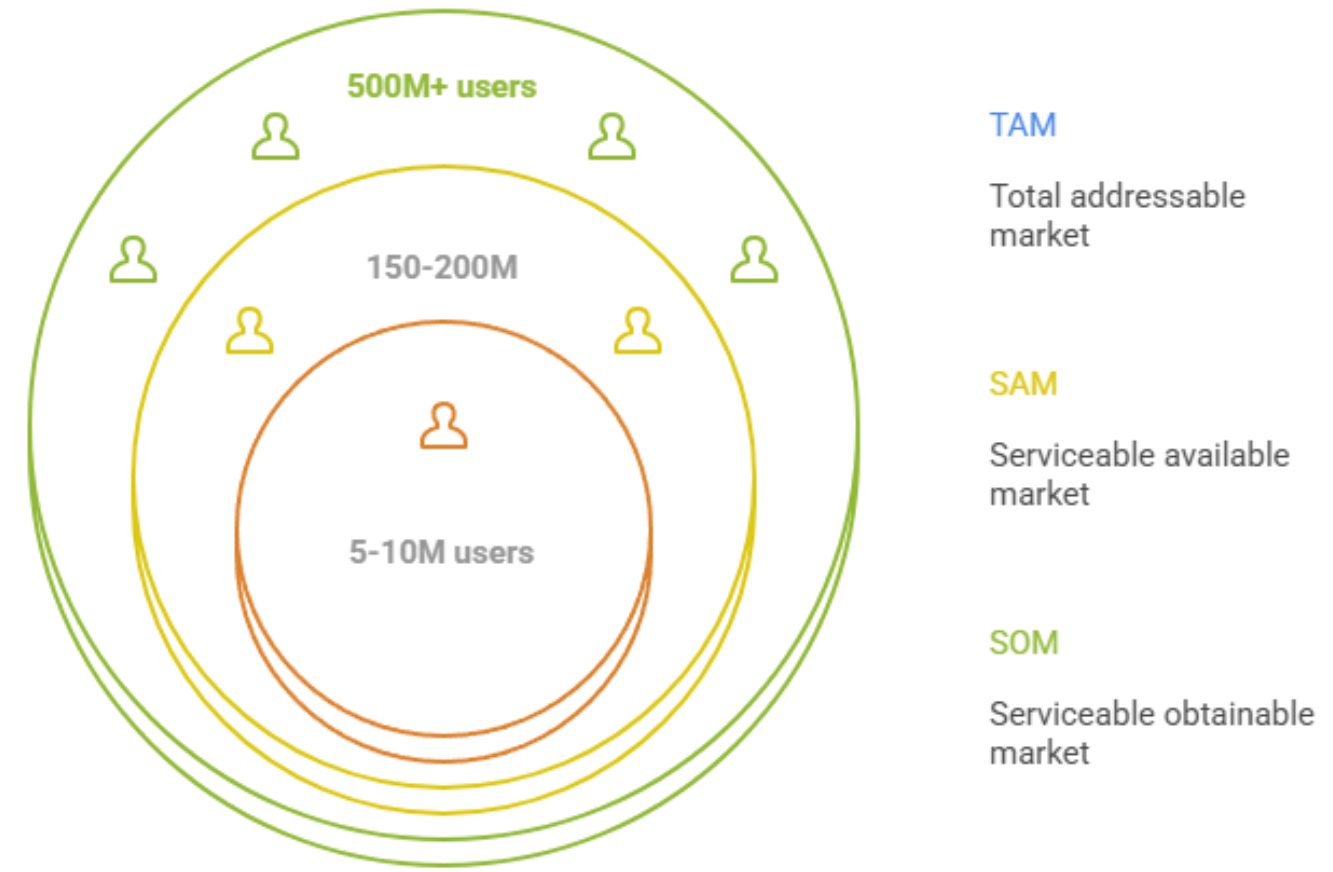
Segment	Age Group	Key Traits	Needs
Urban Millennials & Gen Z	22-35	App-savvy, socially active, experience-driven	Curated, trendy, personalized date plans
Busy Professionals	25-40	Time-constrained, high intent	Fast, low-effort planning assistance
Casual Daters	18-30	Frequent matches, low follow-through	Spontaneous, fun, quick date suggestions
Serious Relationship Seekers	25-35	Looking for meaningful connections	Thoughtful, well-matched date experiences
LGBTQ+ Users in Metro Cities	20-35	Safety-focused, underrepresented needs	Inclusive, vetted, and location-safe plans

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DATING APPLICATION - MARKET SIZING & USER PROSPECTIVE

MARKET SIZING

TAM, SAM, SOM Framework		
Term	Definition	Estimate (Global)
TAM (Total Addressable Market)	Entire dating app user base globally	500M+ users across apps (Tinder, Bumble, Hinge, etc.)
SAM (Serviceable Available Market)	Users who match regularly and plan real-life dates	150-200M active daters likely to go on dates monthly
SOM (Serviceable Obtainable Market)	Users who might realistically adopt an AI date planning assistant in 2-3 years	5-10M users globally to start, growing with partnerships and integrations



MARKET - ANALYSIS

Feature Area	Tinder	Bumble	Hinge	OkCupid	Coffee Meets Bagel
Post-Match Date Planning	⊗ No planning tools	⊗ None	⊗ None	⊗ None	⊗ None
Personalization	♦ Limited (based on swipe data)	♦ Basic filters	☑ Some (prompts, interests)	☑ Strong (via questions & % match)	♦ Limited (curated but not personalized)
In-App Experience to Meet Offline	⊗ No help in planning IRL meetups	⊗ Chat only	⊗ Chat-focused	⊗ Chat only	⊗ Chat and profile-focused
Calendar/Time Coordination	⊗ None	⊗ None	⊗ None	⊗ None	⊗ None
Venue/Activity Recommendations	⊗ None	⊗ None	⊗ None	⊗ None	⊗ None
Inclusivity/Safety Awareness	♦ Basic photo verification	☑ Women-first; good safety tools	☑ Respectful design	☑ Inclusive profiles	♦ Standard tools
Follow-through Tools	⊗ No nudges or reminders	♦ Some prompts, no planner	♦ “We Met” feature post-date	⊗ None	⊗ None

GAP - ANALYSIS

- **No Guidance After Matching** : Apps don't help users decide what to do next after a match, leading to dead-end conversations or ghosting.
- **No Built-in Date Planning Tools** : Users have to juggle between multiple apps (Maps, Zomato/Yelp, Calendar, WhatsApp) to plan a single date — causing friction and drop-off.
- **Lack of Personalization in Date Ideas** : Current platforms don't suggest plans based on user interests, location, time, mood, or dating intent (casual vs serious).
- **No Smart Nudges to Encourage IRL Meetings** : Apps miss the chance to re-engage users with timely, AI-powered nudges to suggest dates, confirm plans, or follow up.
- **Poor Safety-Aware Planning for Women & LGBTQ+ Users** : Apps don't assist in choosing safe, inclusive, or public venues — leaving vulnerable users to research and plan alone.

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USER NEEDS & USER-FLOW

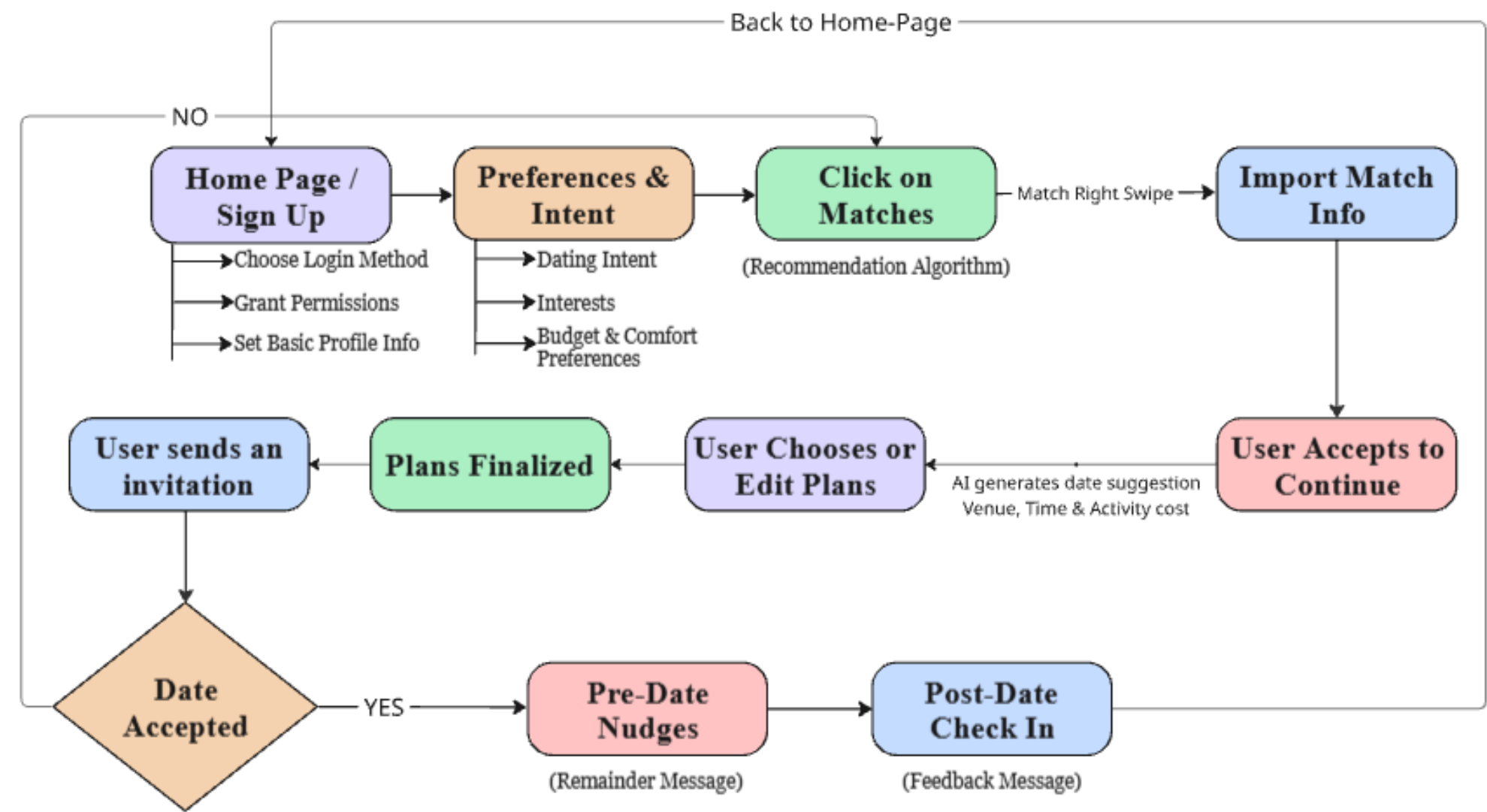
USER - NEEDS

User Needs	
User Need	Description
Easy Post-Match Action	Users need help figuring out what to do next after matching — instantly.
Effortless Date Planning	They want fast, low-effort ways to plan a date without juggling multiple apps.
Personalized Suggestions	Date ideas should reflect mutual interests, mood, budget, location, and intent.
Time & Venue Coordination	Users struggle with setting a time/place that works for both parties.
Safety & Comfort Assurance	Especially for women/LGBTQ+ users, trusted, inclusive venues are essential.
Avoiding Decision Fatigue	Too many choices or pressure to “come up with something” leads to drop-offs.

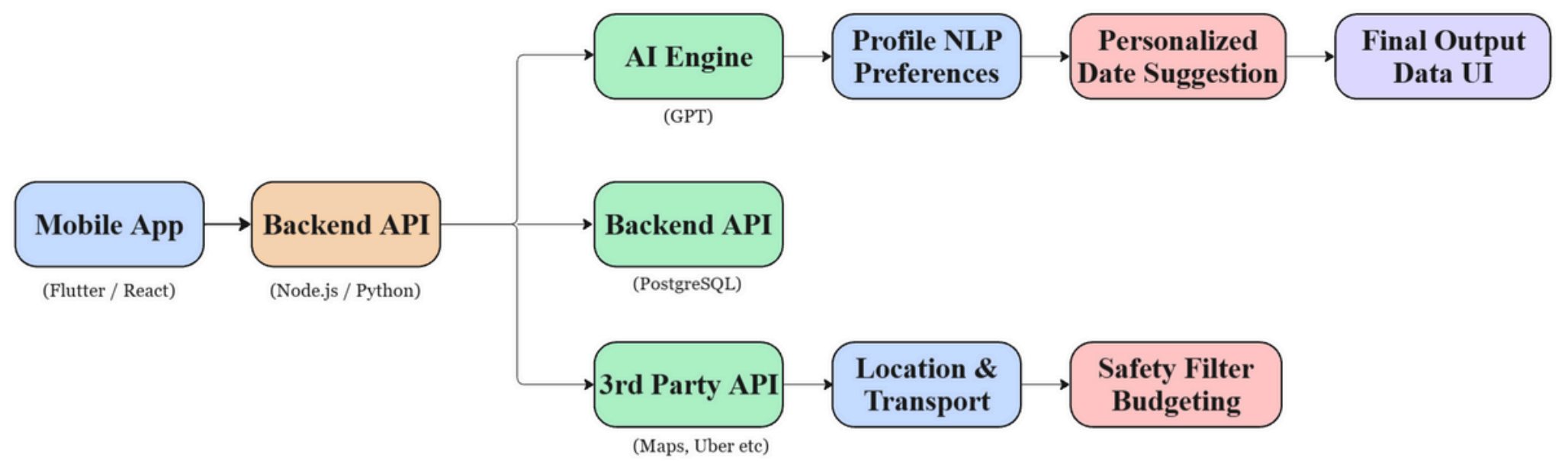
JOBS TO BE DONE

Jobs To Be Done (JTBD)	
Job Statement	Type
When I match with someone, I want to quickly plan a date without much effort.	Functional
When suggesting a plan, I want it to feel personalized and thoughtful.	Emotional
When choosing where to go, I want safe, vetted suggestions, especially as a woman.	Social
When I'm busy, I want the assistant to proactively nudge me so I don't forget.	Functional
When I go on a date, I want it to be memorable and unique, not just basic.	Emotional

USER - FLOW

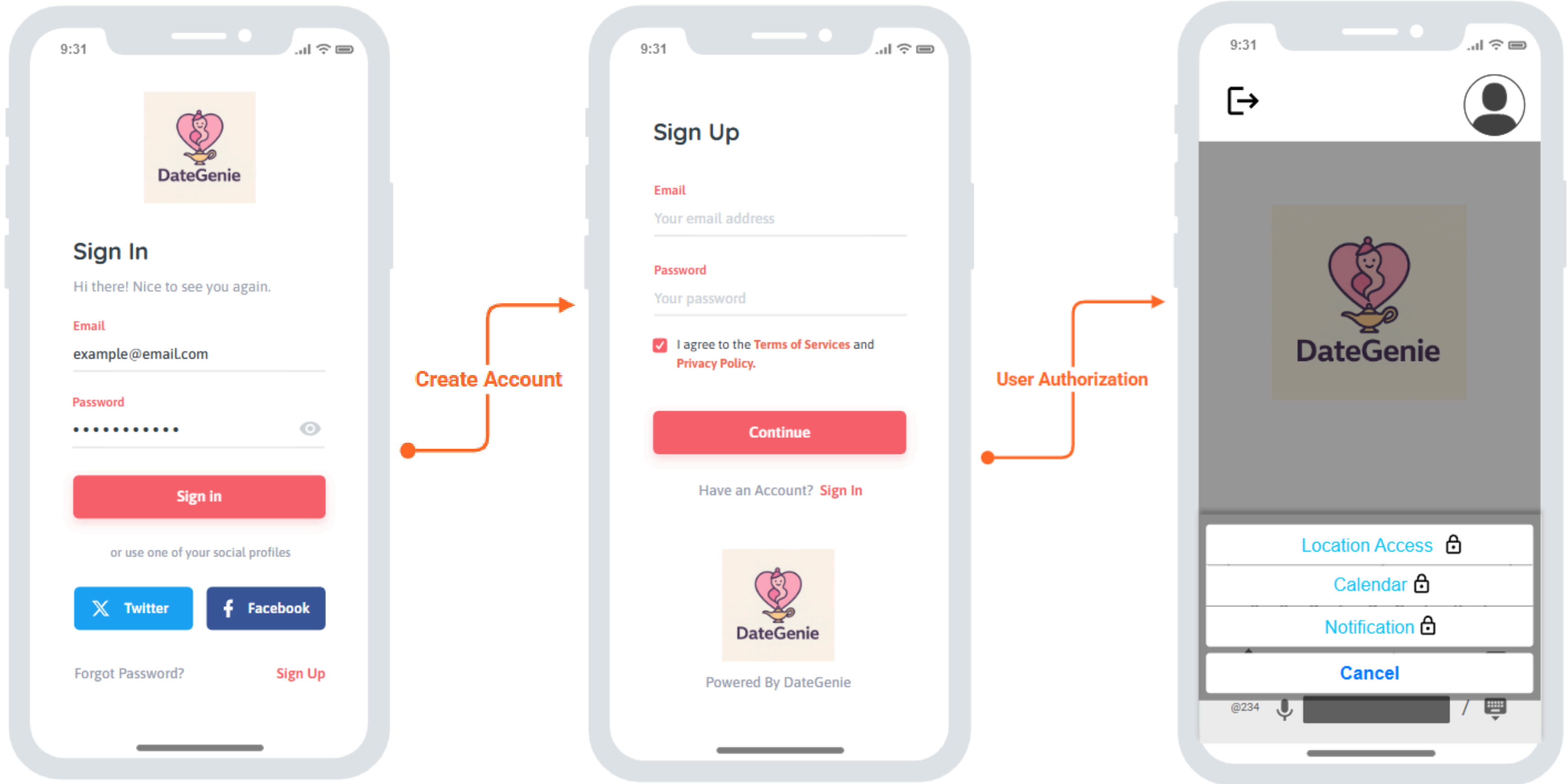


SYSTEM DESIGN (HIGH LEVEL DESIGN)



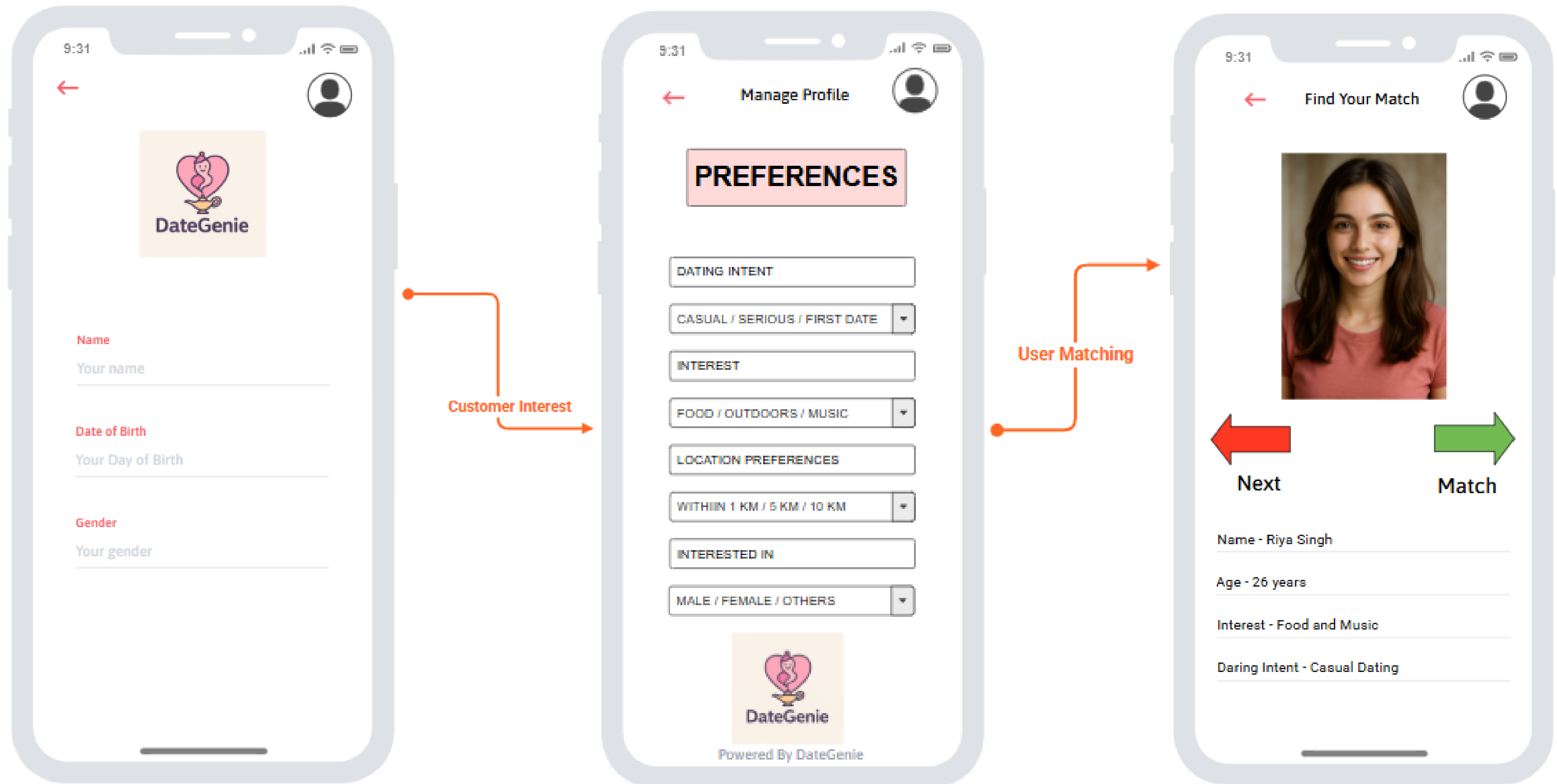
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PROCESS OF WIREFRAMING



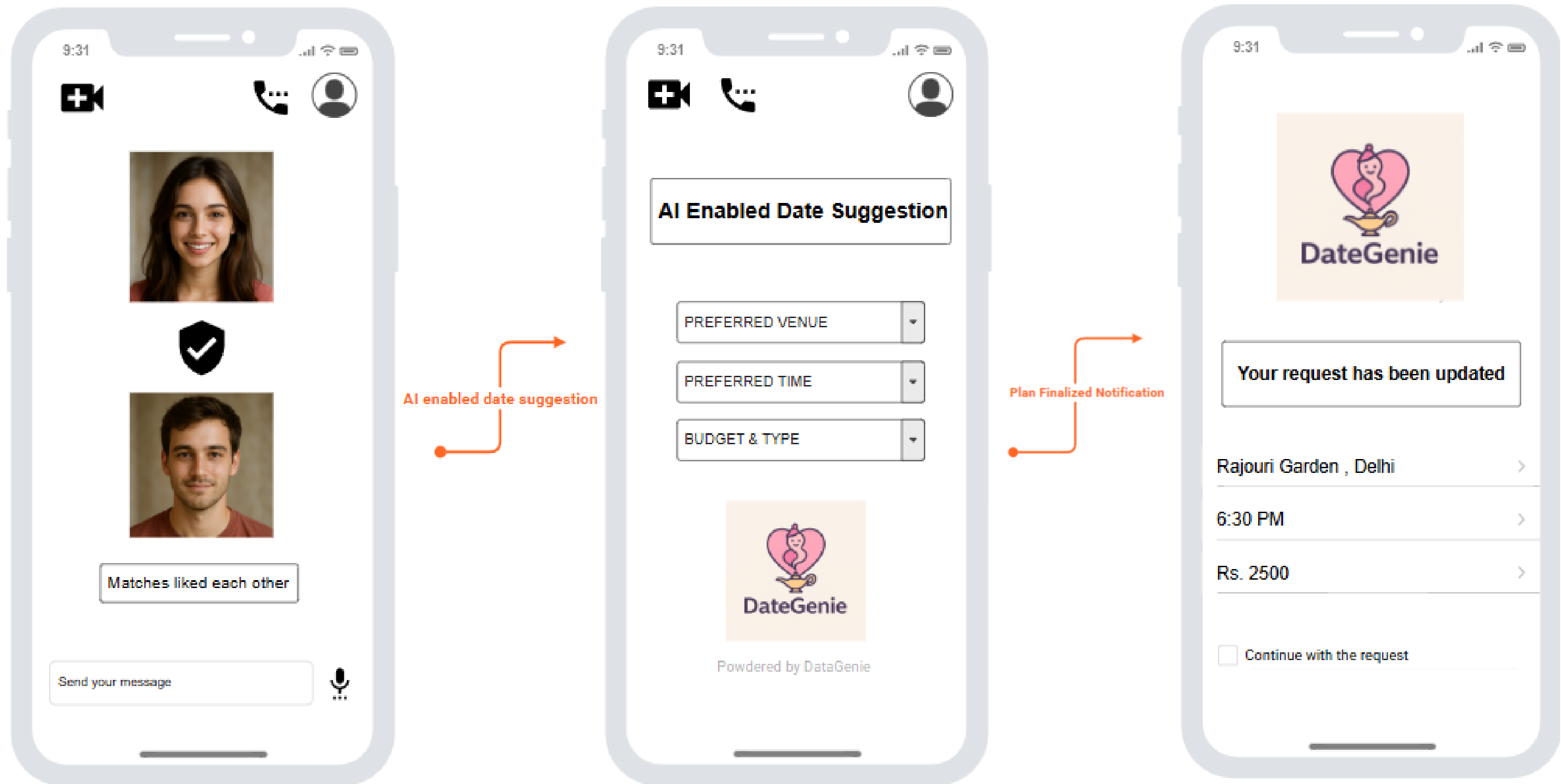
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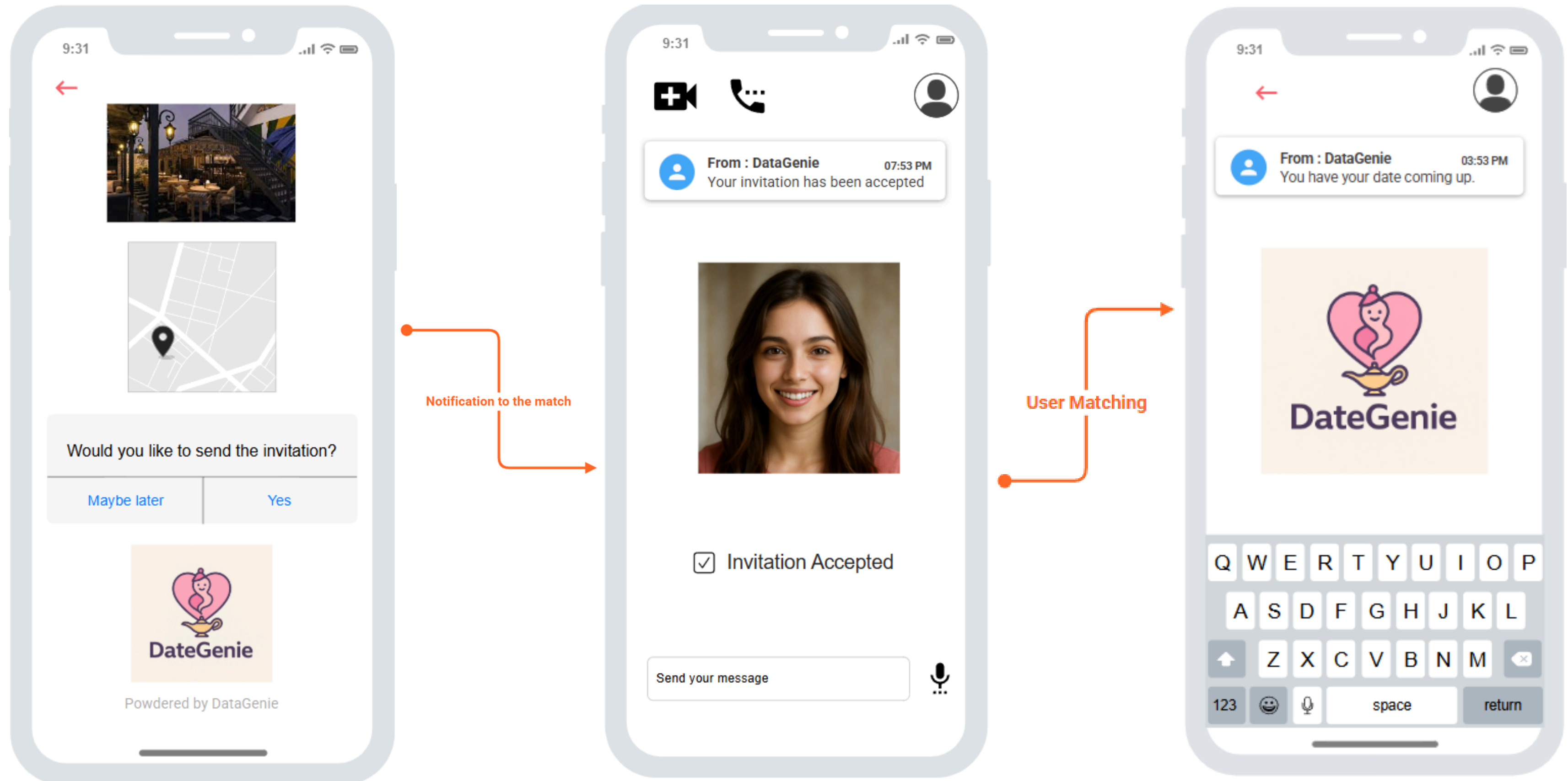
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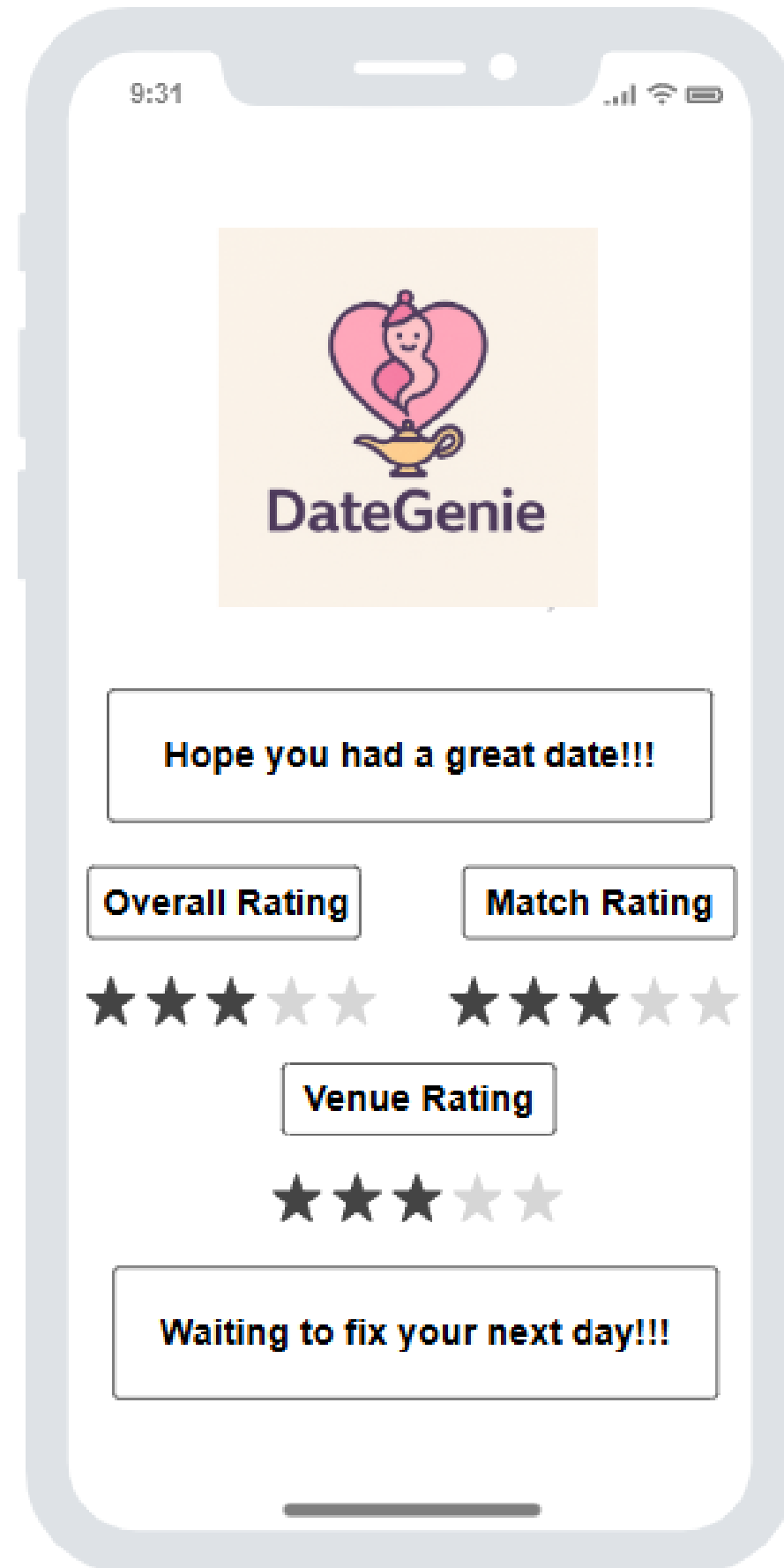
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Improvements from AI-Generated Images in Dating Apps

- **Enhanced Onboarding:**
Users can create profiles quickly with realistic AI-generated avatars if they're shy or privacy-conscious.
- **Profile Quality Control:**
Reduce fake or inappropriate profile pictures by offering AI-generated alternatives as default or verification layers.
- **Personalized Visual Suggestions:**
Show AI-generated images that align with a user's dating intent, personality, or vibe for more relatable matching.
- **Safety & Anonymity Options:**
Allow users to keep their identity semi-anonymous initially via AI-generated lookalikes, helping comfort first-time users.
- **Marketing & UI Assets:**
Use these images across landing pages, tutorials, or promotional materials to make the app feel diverse and relatable.
- **Visual Compatibility Testing:**
Experiment with showing potential matches with AI-enhanced visuals for more engaging swipe decisions.

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