

# Hinge Overview

## Hinge

Designed to be deleted



Hinge believes the entire point of using a dating app should be to find someone—and dump the app, and hence the tagline "Designed to be deleted".  
Hinge prioritizes meaningful relationships above casual relationships .  
It brings users together based on same interests, values, and lifestyles.



Downloads 10M+



Ratings (India) 3.9/5



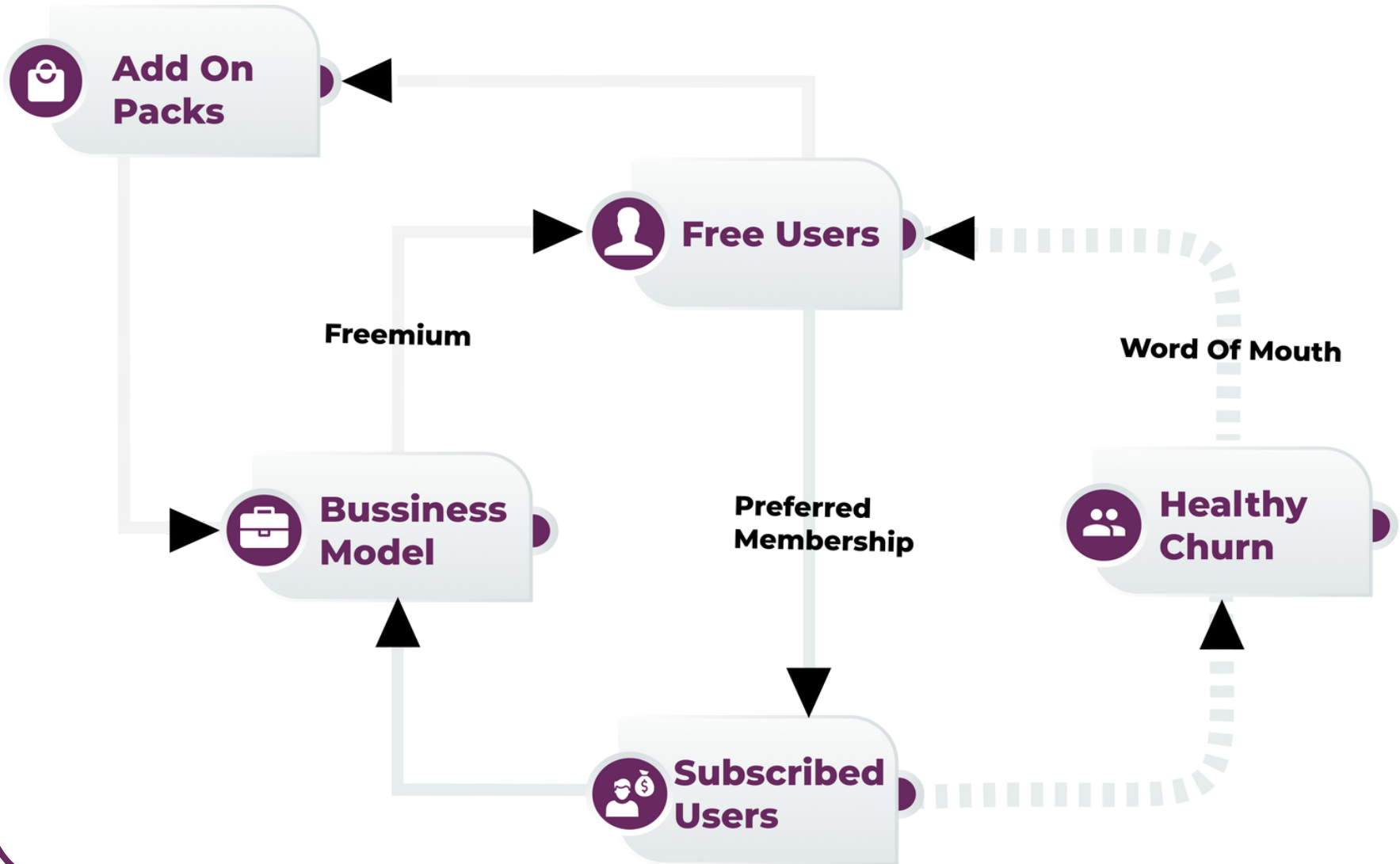
Reviews 223k



[PlayStore Link](#)

## Business Model

- **Freemium** : offers free (lite) versions to customers with limited features. Users can
    - Only give out 8 likes every day
    - Only give 1 rose per week
  - **Preferred Membership** : members have the option to upgrade their membership for advanced features, including:
    - Unlimited number of likes
    - Ability to see everyone who likes you at one time
    - Access to additional filters, like whether someone uses drugs or wants children
  - **In-App Purchase** : members have the option to purchase packs as per their needs & wants.
    - Purchase Boosts to increase visibility of your profile
    - Purchase Rose to get noticed
- \*Healthy Churn = Users who quit the app after finding meaningful relationship through the app

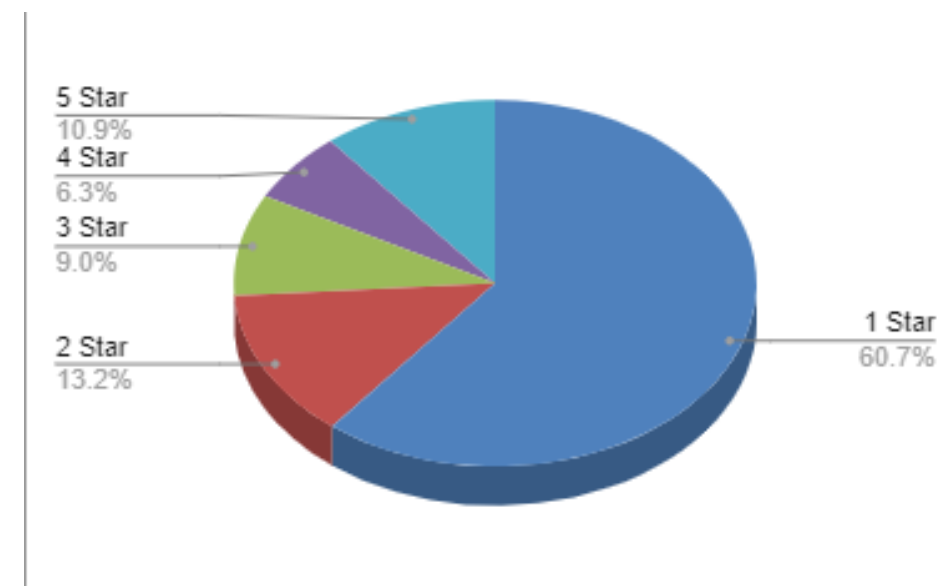


# Decline in Playstore ratings

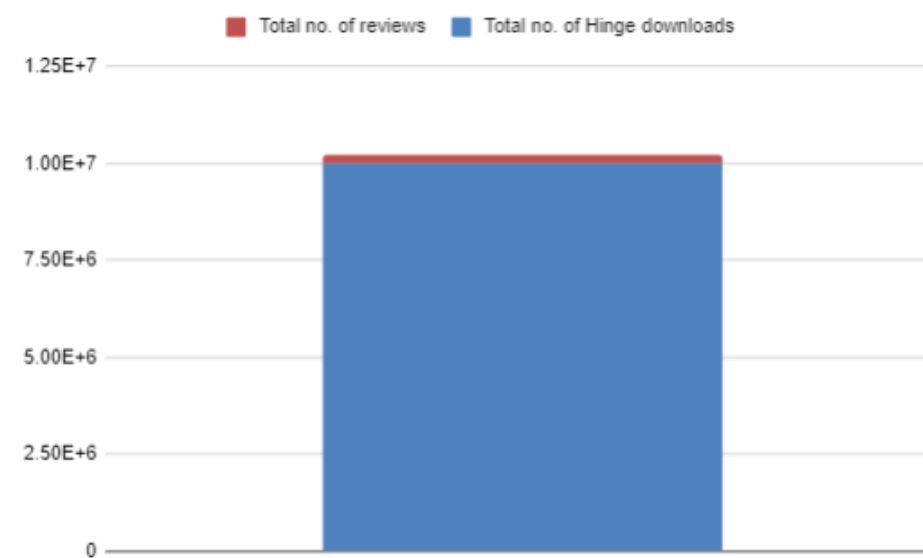
## Hinge's Playstore ratings are on decline

- The Playstore app ratings for India geography fell from 4.2 in Dec '22 to 3.9 in Feb '23
- The Average app rating from Nov '22 to Jan '23 is 1.93 Stars
- The number of ratings have gradually increased per month from Nov '22.
- 1 Star rating percent stood at 60%, with count being 1280 out of 2108 ratings.

Database - [LINK](#)



- Total no. of app downloads on PlayStore = 10M+
- Total Number of ratings on PlayStore = 223K
- Less than 2.2% users have rated the app



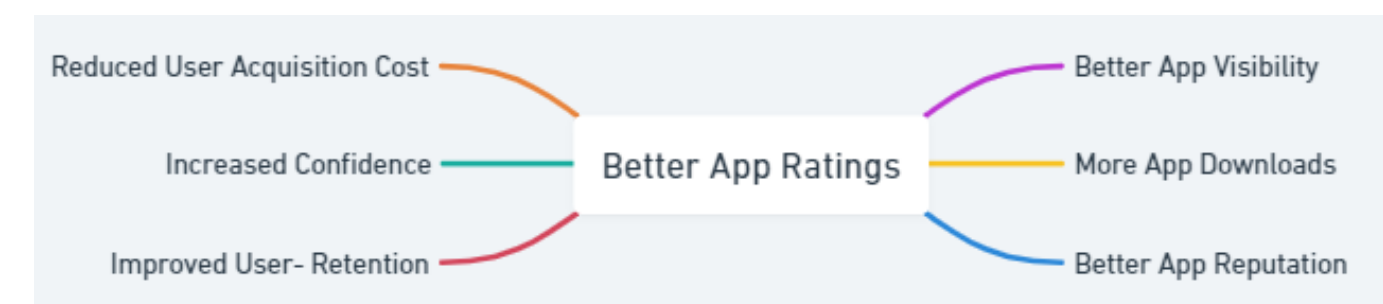
## How Google PlayStore Ratings Work

- Users can rate an app on Google Play with a star rating and review
- Users can only rate an app once, but they can **update their rating or review** at any time
- The ratings are calculated based on the app's current quality ratings from user reviews, rather than the lifetime average value of user reviews, unless the app has very few ratings.
- The average star ratings are calculated based on country while the total rating count and app download count is calculated globally.
- Ratings are provided by people with verified google account based on their experience with apps they have downloaded.
- Google does not publicly post user reviews immediately, and new ratings do not immediately impact your published rating. Instead, new submissions are generally held back for around 24 hours.
- **Google Play In-app Review API** : The in-app review flow can be triggered at any time throughout the user journey of your app. During the flow, the user has the ability to rate your app using the 1 to 5 star system and to add an optional comment.
- There's no limit to the number of in-app prompts that can be shown to the user.

[Ref1](#) [Ref 2](#)

## Why to address this problem?

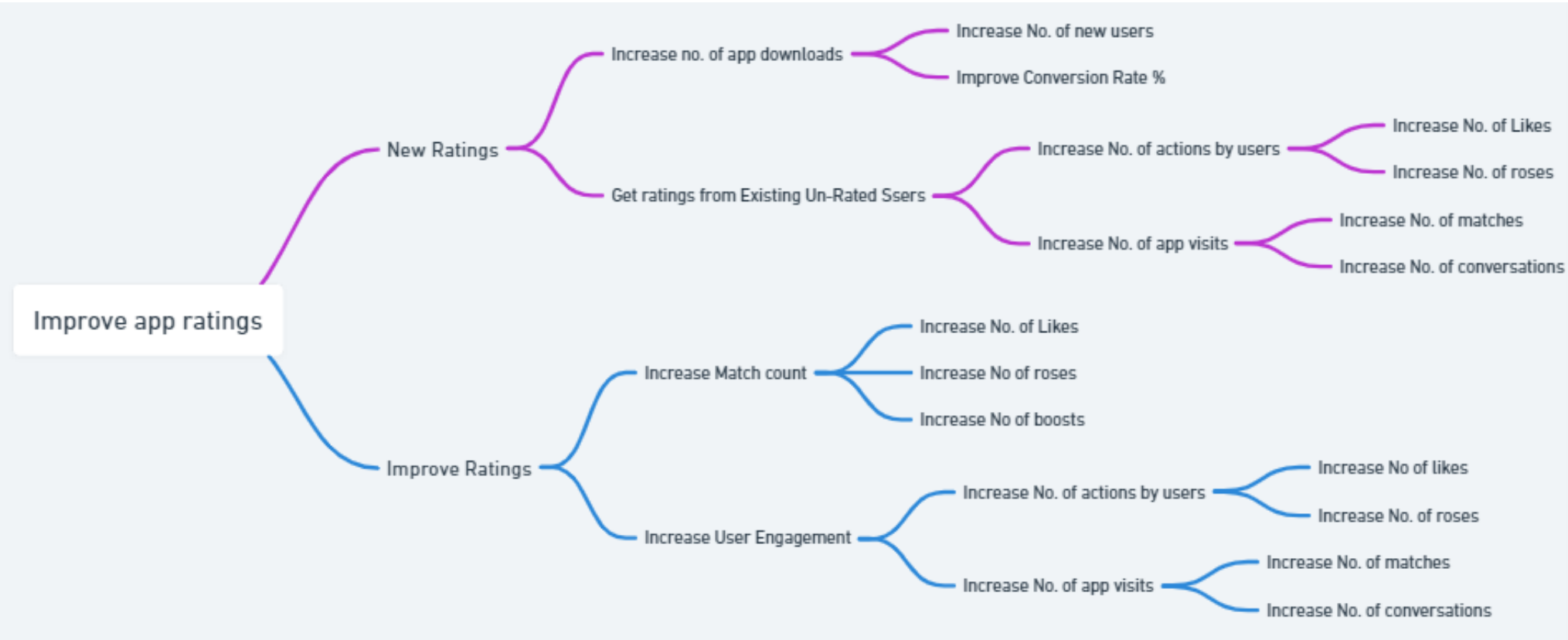
- 53 percent of Android users discover apps through their respective app store's search engine. [\(Source\)](#)
- 59% of users check app rating before making a download. [\(Source\)](#)
- 70% of users feel they get a more positive view of a brand if they see a 5 or 4 Star app store rating. [\(Source\)](#)



Benefits of Improving App Ratings

# Deep Dive To Analyze Opportunity For Improvement

## Mapping the Desired Business Outcome to Product Outcomes



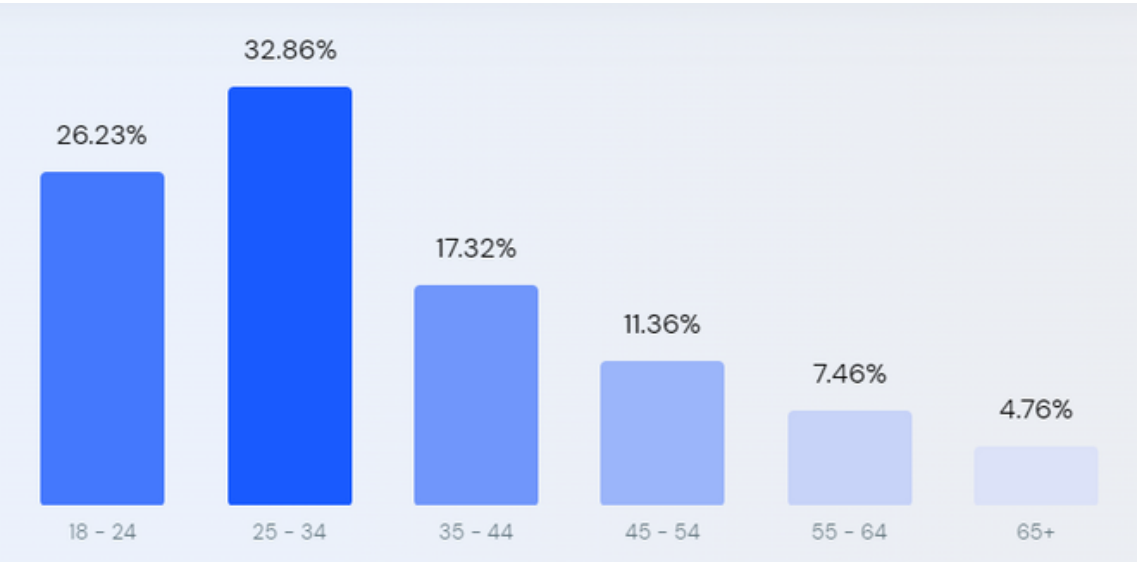
[Mind Map Link](#)

## Hypothesizing problems faced by users

- Lengthy onboarding process
- Difficult interface
- Limited no. of likes
- Less profile options available
- Fake Profiles
- Difficulty finding right section to Like/Rose/Comment
- Difficulty thinking the right pick-up comment
- Difficulty getting matches
- Difficulty initiating conversation
- Security

Above problems are hypothesized by analyzing PlayStore reviews

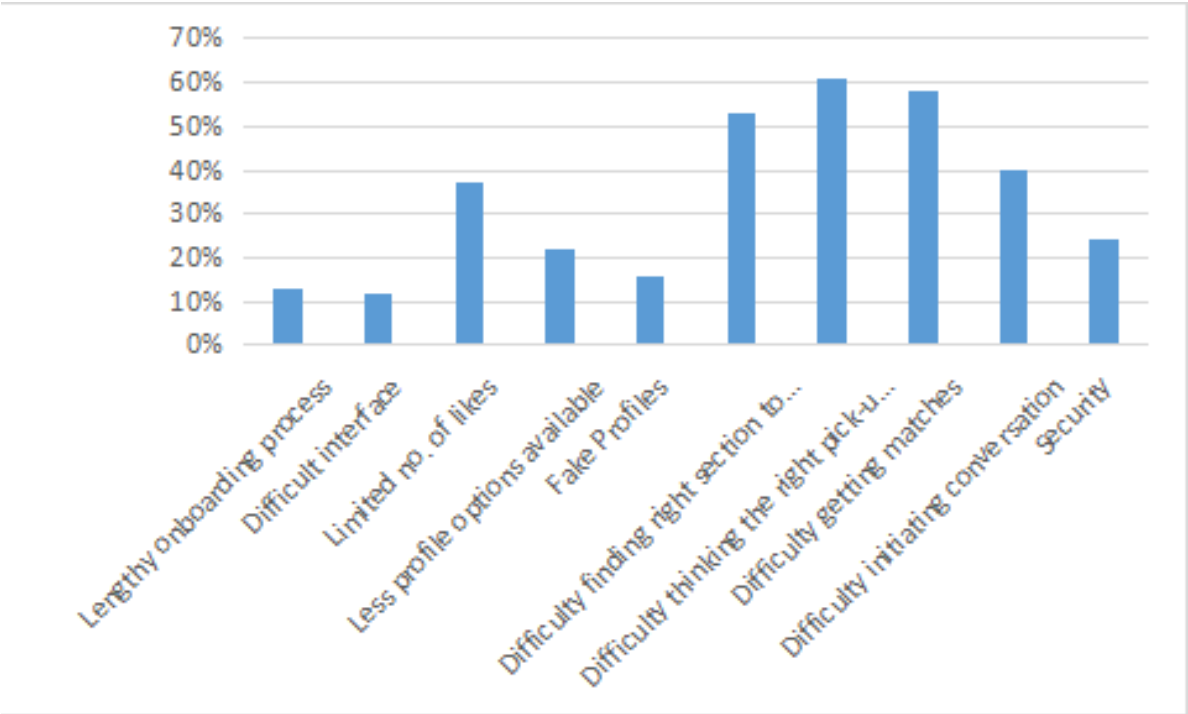
## Understanding target users



Global user age distribution (Source)

- 59% users lie in the age bracket of 18-34 yrs
- 28% users lie in the age bracket of 35-50 yrs

## Validating the user problems



- 53% users found it difficult to select the right section to like/rose/comment
- 61% respondents found difficult to think of an engaging pick-up comment
- 58% found it difficult to get matches
- 40% felt difficulty initiating conversation

Survey link - <https://forms.gle/khioqxs3pYFcv2Qd8>

102 respondents, the above data did not vary based on respondent's age

Validating The Improvement Opportunity



Sanket, 27YO, Male

- Sanket's family is looking for a suitable bride for him but he wants to marry someone of his choice
- He has set his preferences and is very choosy in selecting a partner
- He also feels nervous while conversing with girls

Analyzing User Flow

Ankit 19YO/M: I bought preferred membership, but girls never start match. This is just another dating app and I feel I wasted my money.

Neha 32 YO/F: I wanted to find a companion during my depression state. My Matches would only like my photos and ask questions regarding that.

|                     | PROFILE SELECTION   | STANDOUTS  | SECTION SELECTION  | ROSE/COMMENT  | CLOSES APP  |
|---------------------|---|--|--|---|---|
| ACTION              | -doesn't select profile   | - Selects profile  | - Selects section she wants to like  | - Selects to write a comment with rose  | - Closes the app                                  |
| THOUGHTS & EMOTIONS | - Wants to pick choose profiles<br>- doesn't find the right fit<br>- Doesn't want to waste likes<br>- Selective | - Hesitates to like at first<br>- unsure of which section to like<br>- Selective | - Looks for a section which can portray his preference/character<br>- Thoughtful                       | - Thinks if simply liking would trigger a match<br>- Doesn't want to spent the Rose since there is only 1 for a week<br>- Wants a write attractive lines to trigger match<br>- Doubtful | - Unsure if he would find a match<br>- Nervous    |
| OPPORTUNITY         | - provide match compatibility details<br>- motivate to like   | - Show detailed match criteria<br>- Motivate to send rose                        | - Suggest section with reason<br>- feature to like sections of basic bio<br>-motivate to take the step | - help user write comment<br>- Let user know a suitable section to like   | - comfort the users<br>-improve match probability |

Problem Definition

Users are cautious with their likes since they are very limited and often struggle with ways to make a mark in their LIKE's mind to trigger a Match. This has reduced the user activity and engagement which has led to negative user emotions, attrition and lower ratings on the app .

Who is facing the problem?

Users irrespective of their age who are actively looking for good companions.

Value Generated

| FOR USERS   | FOR BUSINESS   |
|---|--|
| <ul style="list-style-type: none"><li>• Greater matching possibility</li><li>• Reduce their hesitancy of liking profiles</li><li>• More conversations &amp; improved engagement</li></ul> | <ul style="list-style-type: none"><li>• Improved user actions (likes, comments)</li><li>• Improved User persual for buying Add-ons and Preferred Membership</li><li>• Improved user satisfaction</li><li>• Improved app rating</li></ul> |



Brainstorming Ideas To Leverage The Opportunity

Rewards

- Men receive only 14% of likes
- 9/14 of them go to top 20% attractive men
- users hesitate to make a match fearing wasting a like and eventually ending up missing the profiles which could have been a match.
- females (mostly) are inclined to not to MATCH a profile even after receiving a like.
- A system may be introduced where the users are rewarded for every action."

| ACTION                  | REWARD |
|-------------------------|--------|
| 3 Consecutive Likes     | 1 Like |
| Match                   | 1 Like |
| Successful conversation | 1 Like |

Benefits

- Users would be persuaded to take the actions of Like, Match & Conversation.
- This would improve the rates of Likes, Matches & Conversations, resulting in improved user satisfaction

\*Successful Conversation = conversation with 5 messages from each side

Smart Assistant

- Hinge uses the Nobel award winning Gale-Shapley algorithm that pairs people who are likely to mutually like one another. It measures this based off your engagement and who engages with you, as well as matches you to people with similar preferences.
- While users are worried about a profile not liking back or, who should make the move first, or making sure they don't respond to seem over-eager, someone who would have been good for them might be meeting someone else who actually talks to them like a normal person.

| ACTION             | FEATURE                 |
|--------------------|-------------------------|
| Discover Profile   | Match Score             |
| Standout           | Detailed Match criteria |
| Like/Comment /Rose | Section Assistance      |

Benefits

- Users would take informed decisions & actions
- This would result in reaching profiles with greater mutual preferences
- The above benefits would sum up to improve the overall experience around Likes and Matches and would trigger quality conversations


Like Shortlist

- Users are cautious with spending their limited LIKES for the day.
- They tend to skip the profiles which could have been a potential match, with expectation of finding a better match in the next appearing profiles.
- While they miss out the potential matches and still keep waiting until they run out of their patience to LIKE a profile whose chances of being a match are lower.
- A Feature may be introduced where a user can Shortlist a profile to LIKE later.
- A list may be created for a user from where the user can like the profiles once he/she runs out of patience or quality profiles on his daily feed.

Benefits

- Users would have a provision to revisit the profiles
- By doing this the better matching profiles stand a chance to be Liked and/or Matched.
- This leading to improved rates of Likes & Matches

Choosing The Best Idea

|                                   | REWARDS  | SMART ASSISTANCT   | LIKE SHORTLIST   |
|-----------------------------------|--|--|--|
| IMPACT ON USERS (X1.5)            | 3.5<br>user satisfaction would remain above average for increased engagement | 4<br>With improved quality of Likes & Matches, the user satisfaction would be the most     | 3<br>Average impact on user since the feature isn't direct connected with better Likes & Matches |
| IMPACT ON RATINGS (X2)            | 3.5<br>With above avg user satisfaction, users would drop better app ratings | 4<br>With improved user satisfaction, more users would rate the app better                 | 2.5<br>Averagely satisfied, would share average reviews  |
| USER PREFERENCE                   | 1.5<br>~29% respondents chose this feature                                   | 2.5<br>~53% respondents chose this feature   | 1<br>~18% respondents chose this feature   |
| USER REACH & RETENTION            | 3.5<br>Above avg due to incentivized actions                                 | 3.5<br>Above avg due to improved quality of engagement                                     | 3<br>Avg due to indirect connection with match count   |
| EASE OF IMPLEMENTATION (5 = EASY) | 4<br>Fairly easy   | 2.5<br>Due to number of parameters involved, multiple rounds of testing may be required    | 4.5<br>Extremely easy  |
| CHOICE                            | 21.25  |  22.5 | 18   |

\*Efforts = Unlimited

Why the other solutions will not work?

Rewards

- Since the users are incentivized to take actions, majority of the actions would be taken with the motivation to get the attached reward.
- The quality of matches would not be too good and would fail to leave a long lasting impact.

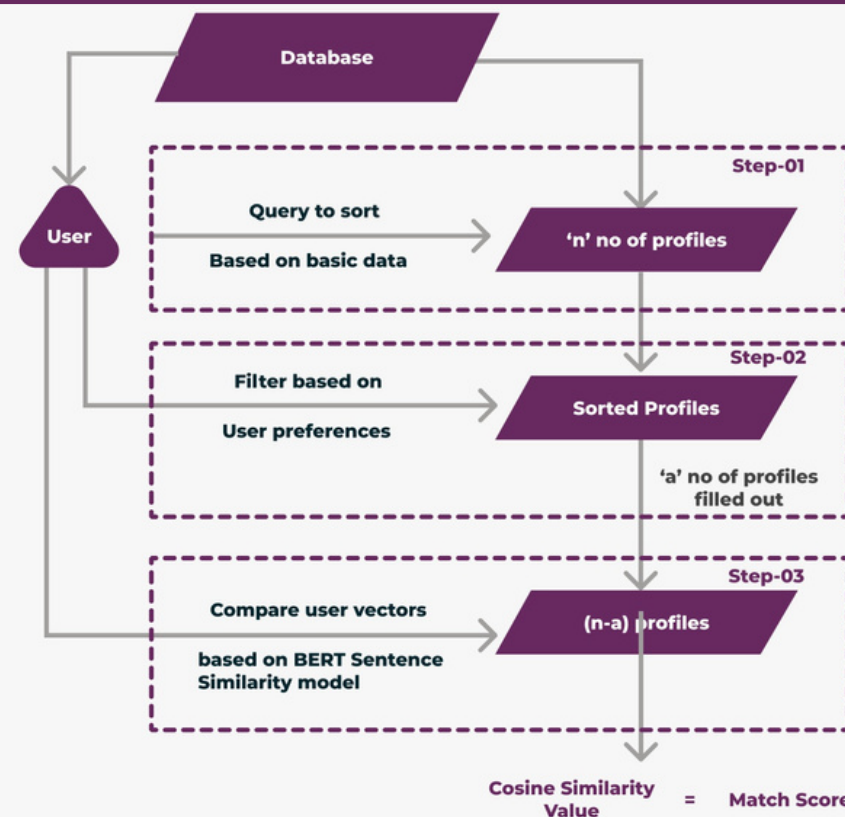
Like Shortlist

- As the users are given the opportunity to save a list of profiles to match later, the chances of users revisiting the profile and Liking remain slim as the list keeps populating.
- The users would still be in dilemma to look for the perfect candidate to spend a Like since they aren't completely sure of receiving a match.

Why the Smart Assistance will work?

- Since the users are fed with better insights on the profiles, their confidence of interacting with the suggested profiles would increase.
- Well informed interactions would provide better user actions to get Matches and continue to having a successful conversation.
- An improved overall experience would increase the chances of users rating the app better.

# Implementing 'Match Assistant' To Improve PlayStore Ratings



- Hinge collects basic user data & preferences during its onboarding process of 31 Steps
  - Users set-up their profiles which has their basic data along with a set of 6 photographs & 3 sections of prompts, attached with user's answers.
- The Hinge database for a region would have all the above mentioned parameters for each user

**Step 1 :** Select a user to create suggestions for. Fire a query to the database to sort the profiles based on the basic user data. This would sort the profiles with most matching ranked first

**Step 2 :** Fire a query to filter the sorted data based on user preferences. This would eliminate the data that ranks 'false' to the user preferences

**Step 3 :** Create vectors of user and the filtered profiles based on BERT Sentence Similarity Model of ML. This would help generate Cosine Similarity Value for each profile with user. (Source) The Cosine similarity value = Match score for each profile.

User Suggestions are based on tracking profile's activity and understanding pattern of responses.

## When to ask for ratings?

- Currently, users are prompted to rate the app when they receive their first ever match. Majority of users tend to skip this step.
- There lies a human tendency to rate the app when user has a negative experience,
- It is important to ask users to rate and review the app at appropriate times throughout the user experience. The best way is to make the request when users are **most likely to feel satisfaction** with your app, such as when they've completed an action, level, or task but also to make sure not to interrupt their activity. (source)

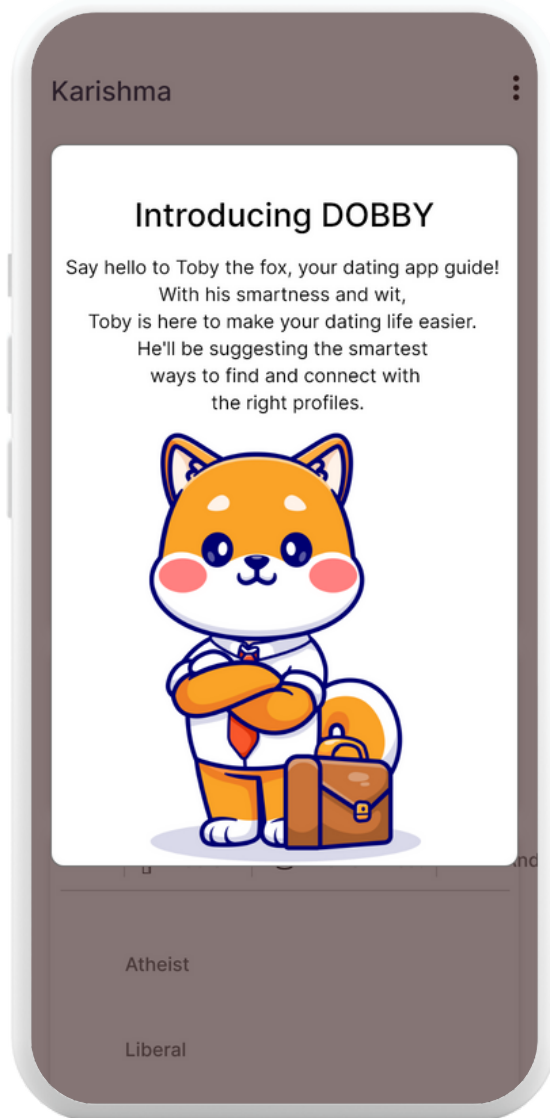


Appropriate times to prompt users for rating based on their type ([Link](#))



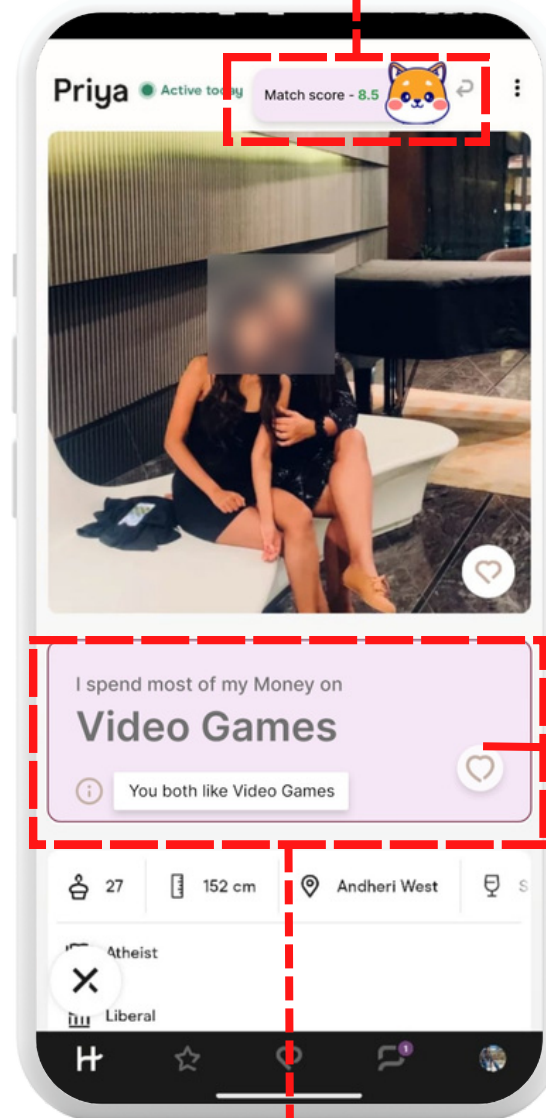
# Experiencing 'Dobby' - Your Match Assistant

For existing users on Hinge who struggle to receive a match, Dobby acts as a helping hand and helps them with prompts to suggest their profile match score/criteria & like appropriate sections to receive a match.



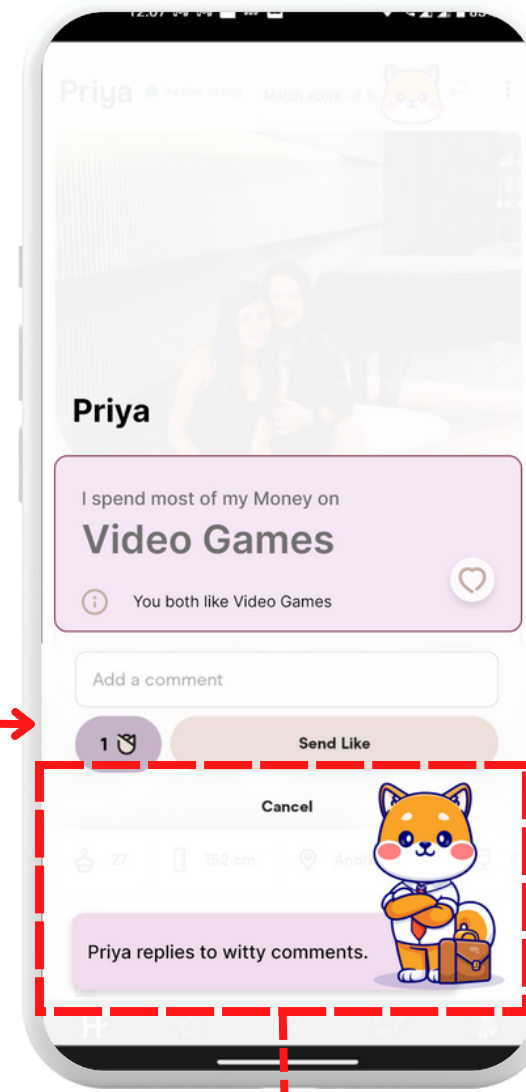
Introducing the Match Assistant  
When user logs in

**Profile Match scores**  
Higher the score, better match it is



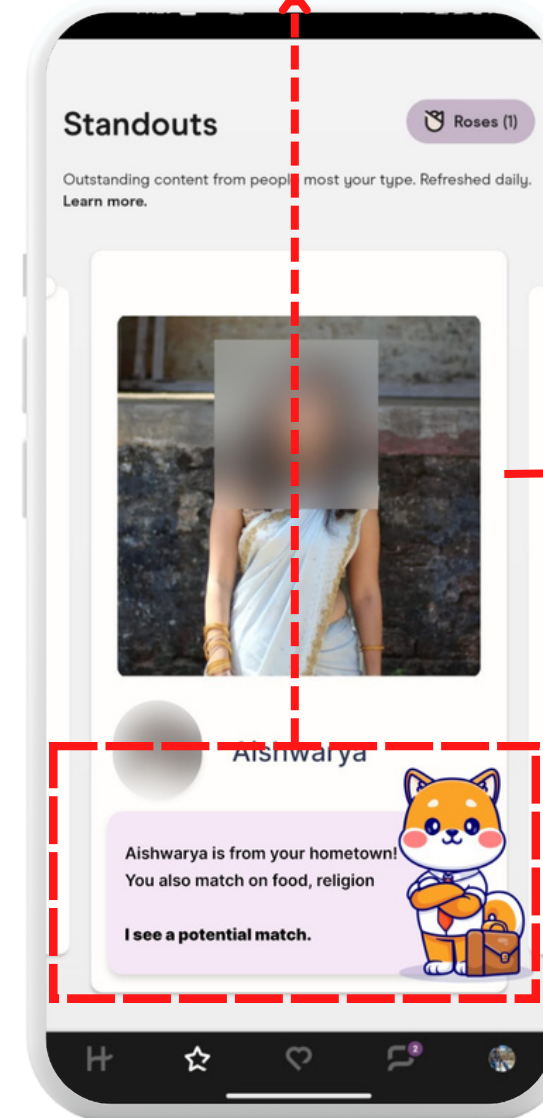
Suggests sections to like/ rose &  
comment for to increase chances of  
matching

Assisting the user with Match Scores & Appropriate Section to Like to increase  
chances of getting match



Suggests type of comments that could  
increase chances of matching

Gives a detailed analysis of matching  
features of the profile with user to  
give an idea of how likely this profile  
would match to user's preference.



Assisting the user while using Standouts with Matching qualities to denote  
precision of Matching and prompting with precise questions to improve  
chances of getting matched.

Suggests topic of comment that could  
increase chances of matching





# Measuring Success & Mitigating The Pitfalls

## Metrics

Time frame : Monthly

North Star Metric



L1

Avg time ↑

Split in ratings ↓

Change in ratings ↑

No of new users ↑

% of likes ↑

% of matches/likes ↑

No of existing users ↑

L2

MAU ↑

No of Likes ↑

No of conversations ↑

Healthy Churn ↑

Unhealthy Churn ↓

Healthy Churn = Users who have active successful conversations while leaving the app  
Unhealthy Churn = Users who don't have active successful conversation while leaving the app

## Pitfalls

### 1. Users not liking profiles below a certain Profile score

Prompt the user with a affirmation message -  
"Our unique smart match score feature is just a starting point. Don't let a low score keep you from taking a chance on someone special."

### 2. Users getting used to regular prompts & ignoring the prompts

Make the templates of suggestions dynamic in nature.

- Change the tone of the prompts
- Change the positions of prompts
- Add an additional mascot
- Add feature to rank profile sections from most matching to least matching

### 3. Users not wanting Dobby

- Add an option to disable assistance
- Request users to rate Dobby

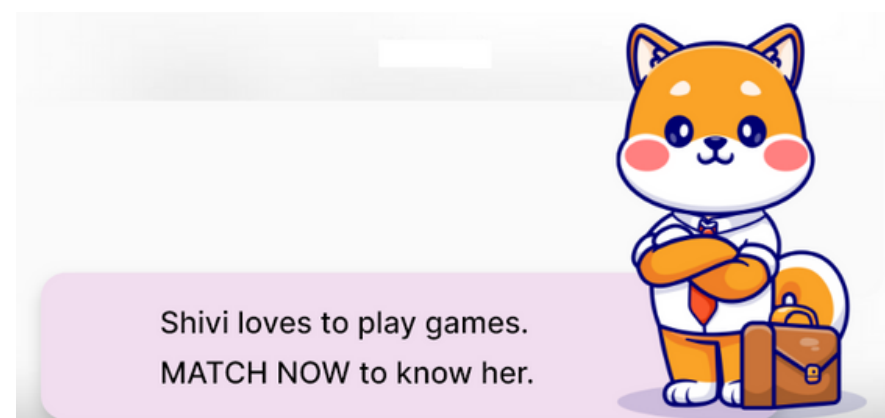
## Future Scope

If the metrics are working as per the desired trend and users are satisfied with Dobby, it can be used to better the rest of the user journey to improve engagement.

Users can be assisted on additional steps that contribute to improved user engagement.

- To increase number of matches

Users struggle to get matches. Introducing a feature to briefly describe the profile and leave the rest to discover post MATCH. This would trigger the user to Match would increase the number of matches.



- To increase number of successful conversations

Less than 50% of successful matches end up having a successful conversation. These can be triggered by infusing a FOMO in users mind.

Good relationships begin with conversations. Imagine missing out on an opportunity to connect with a potentially perfect match, ALL BECAUSE YOU DIDN'T TAKE THAT FIRST STEP!!

