# UNSEEN Market Requirements Document

## 1. Market Needs

* Users seek deeper emotional connections beyond superficial visuals.
* Introverted and neurodiverse individuals need low-pressure environments.
* There is a gap for privacy-first, consent-driven reveal processes.

## 2. Market Segments

* Emotionally Aware Singles
* Neurodiverse & Introverted Users
* LGBTQ+ & Marginalized Communities
* Corporate Team-Building

## 3. Market Size & Growth

* Online dating market: €4.5B in EU (2024), expected 5% CAGR.
* Mindful tech segment growing 10% annually.

## 4. Competitive Analysis

* Blindlee: basic credit-based reveals.
* Hinge Preferred: image-first with prompts.
* Bumble Premium: visual-centric heavy UX.

## 5. Adoption Criteria

* Easy onboarding with no credit card required.
* Clear value proposition: deeper conversations before visuals.
* Trust signals: GDPR compliance, verification badges.