



Vibe Matching: A Strategic Design Case Study

Prioritising People Over Content.

The Industry Standard: Chaos and Virality

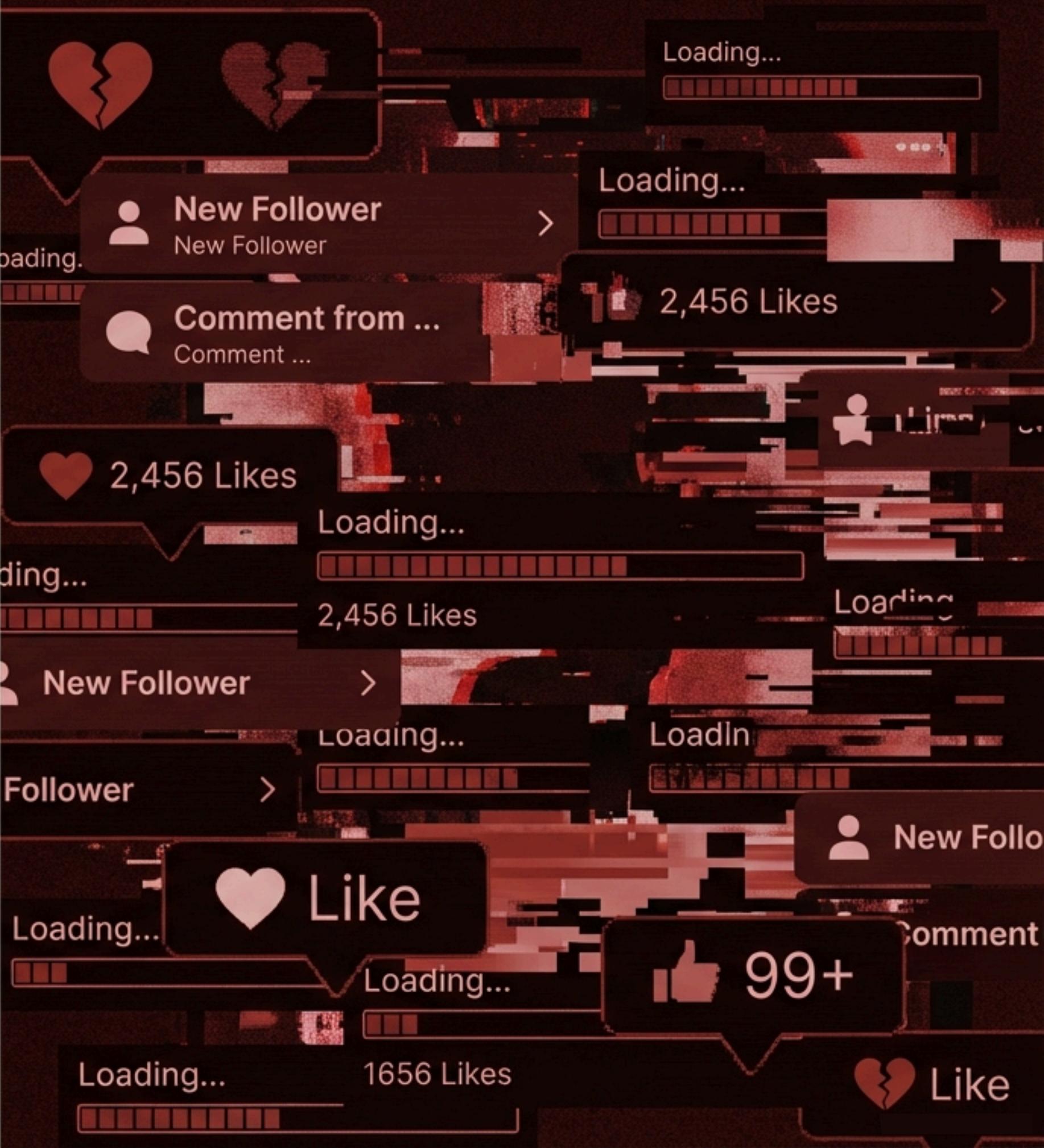


- Chasing virality
- Engagement maximisation
- Follower counts as currency
- Result: Isolation

The Exhaustion of Modern Social Media

Current platforms are driven by the pressure to perform. Users are broadcasters, not connectors.

“The constant pressure to perform creates isolation rather than connection.”

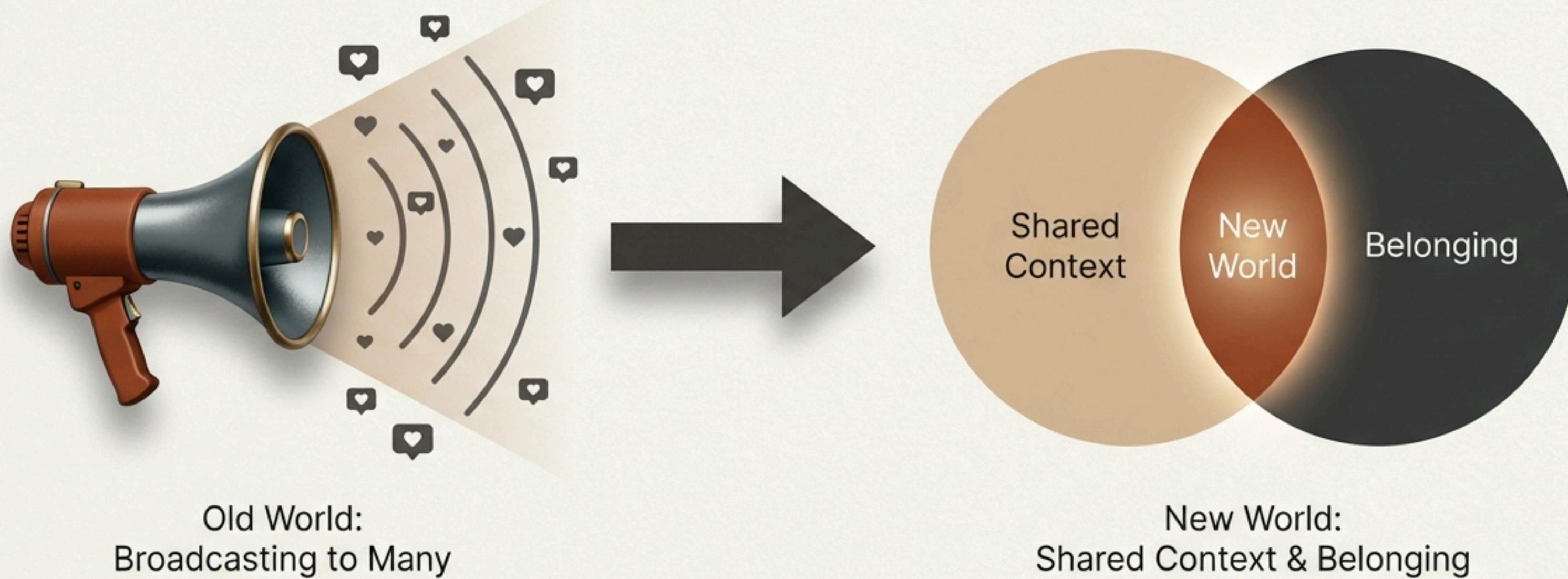


Transforming the User Journey

**“From Performance
to Presence.”**

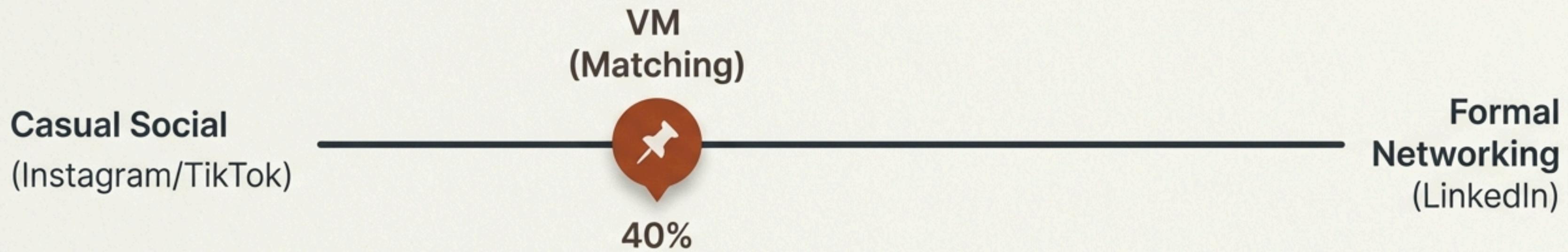
Vibe Matching exists to facilitate ‘In Common’ discovery,
reducing isolation through shared professions, interests, and context.

Moving from Broadcasting to Shared Context.



Rejecting the broadcasting model in favour of closed, intentional experiences.

Defining the ‘Casually Professional’ Tone



Human

Approachable and grounded

Unpolished

Authentic rather than curated perfection

Identity-Focused

Centred on who the person is, not just what they do

The Core User Question

Do people like me
actually exist here?



Discovery:
Find individuals with
shared attributes
(skills, education).



Emotional Safety:
A space free from
metrics of 'reach'.



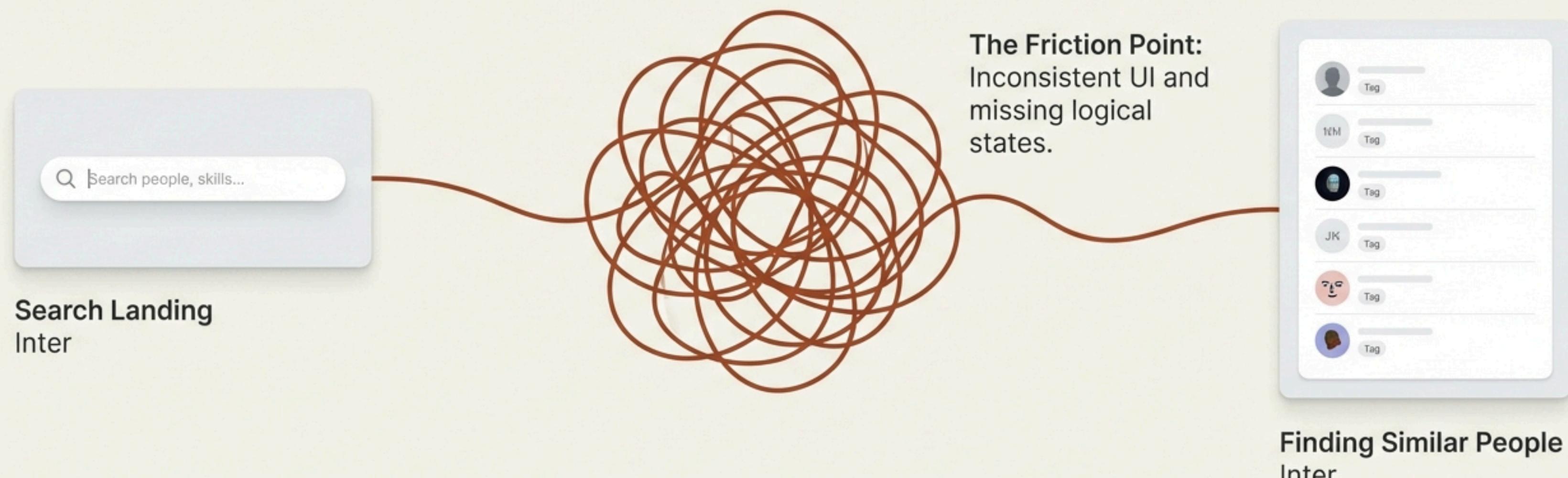
Belonging:
Validation that their
background has
intrinsic value.

Strategic Shift: People Over Content



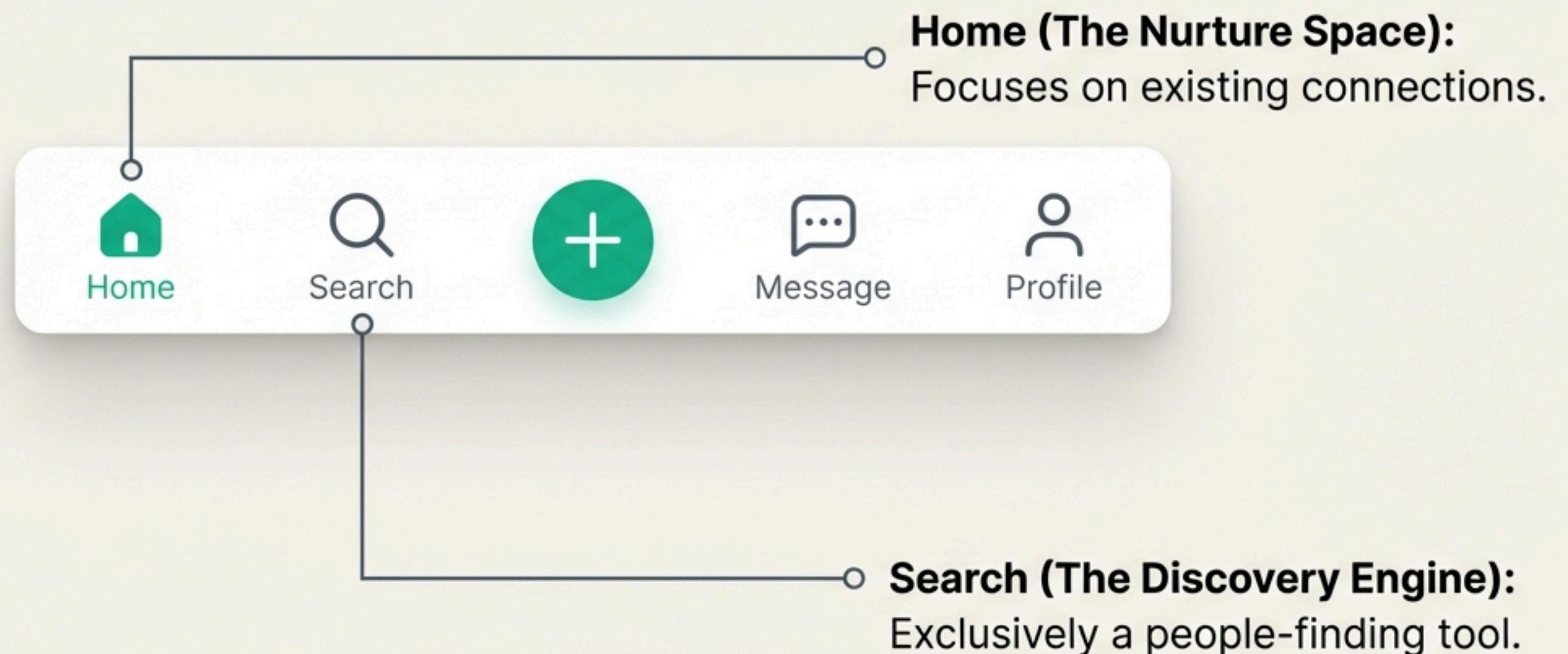
Pushing identity-based discovery over content consumption. Visuals must highlight human attributes rather than media posts.

The ‘Creativity Test’ Challenge



Objective: Transform the ‘In Common’ → ‘See All’ user journey into a seamless flow.

Distinct Roles, Clear Paths



Discovery Through Context

These tags instantly signal "People like me actually exist here," reducing the cognitive load of finding peers.

Same Age

California

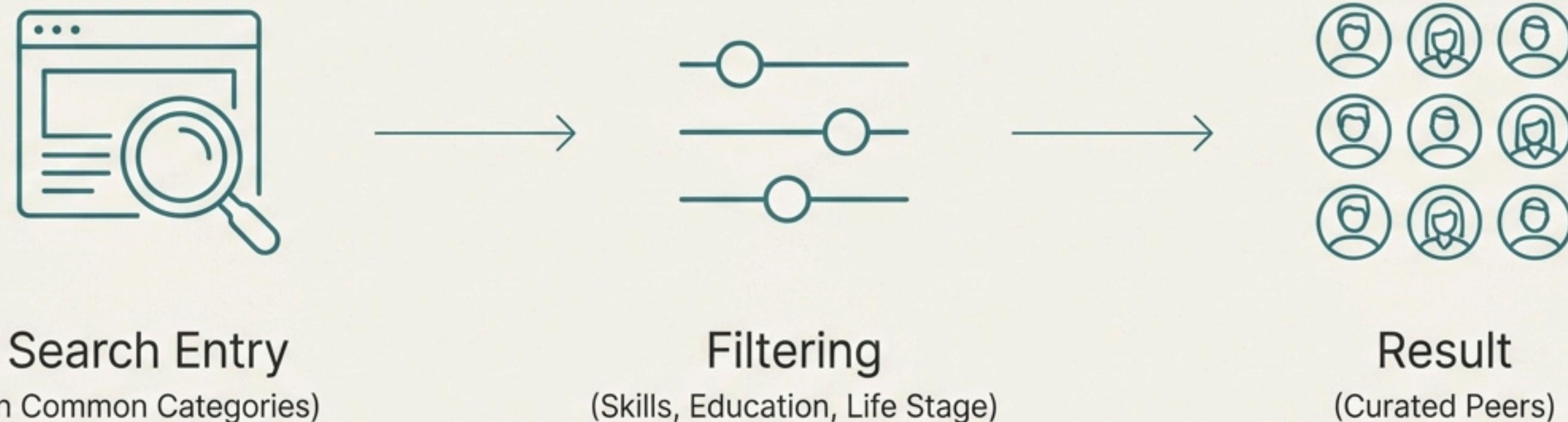
Student

Golf

UI Designer

The Discovery Funnel

Empowering users to drill down into specific signals without noise.



Prototype Step 1: The Search Entry

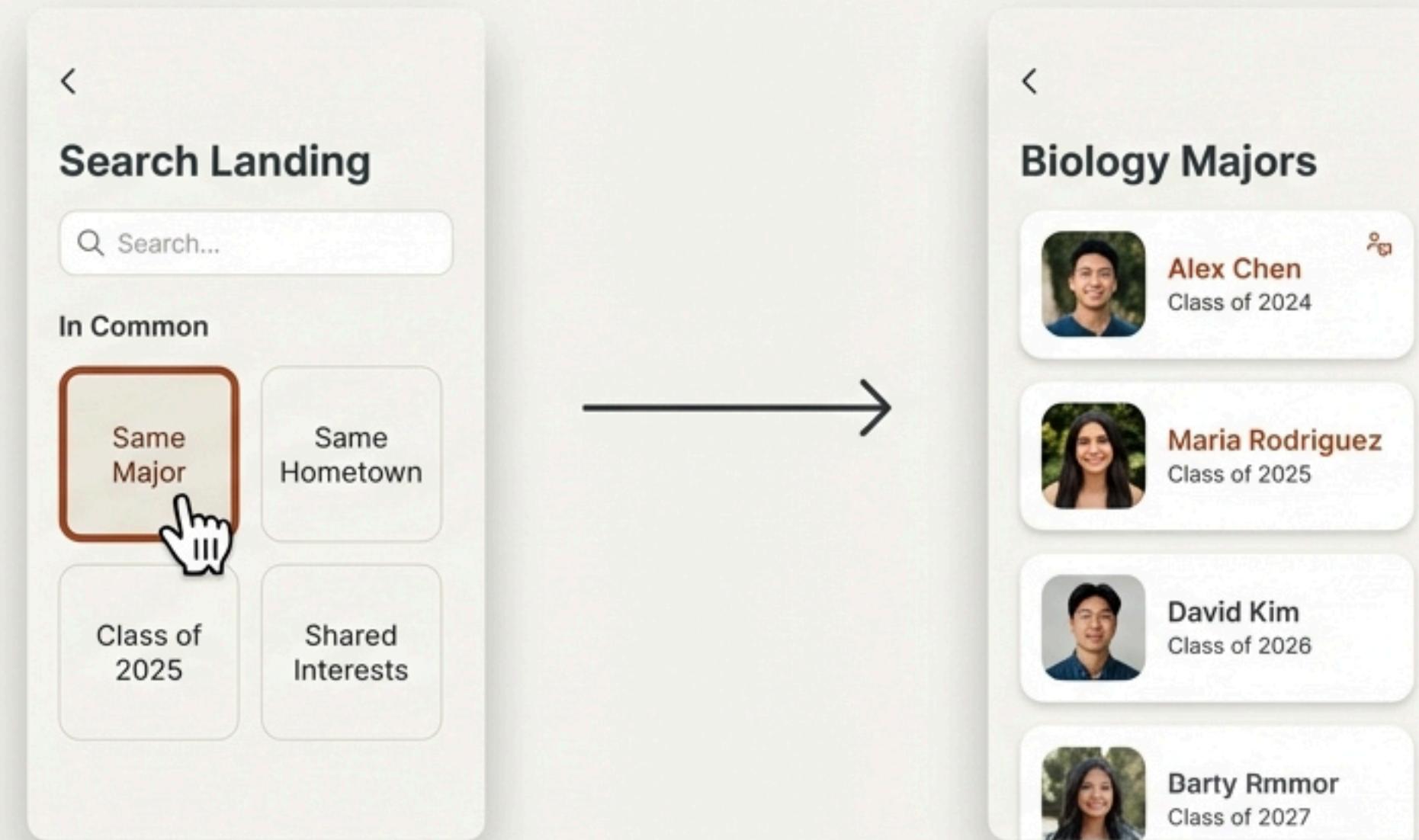


Reducing Clutter Through Filter Placement

Placement Strategy: The filter icon is prioritised within the Search ecosystem to keep the primary feed free of clutter.



Prototype Step 2: Category Expansion



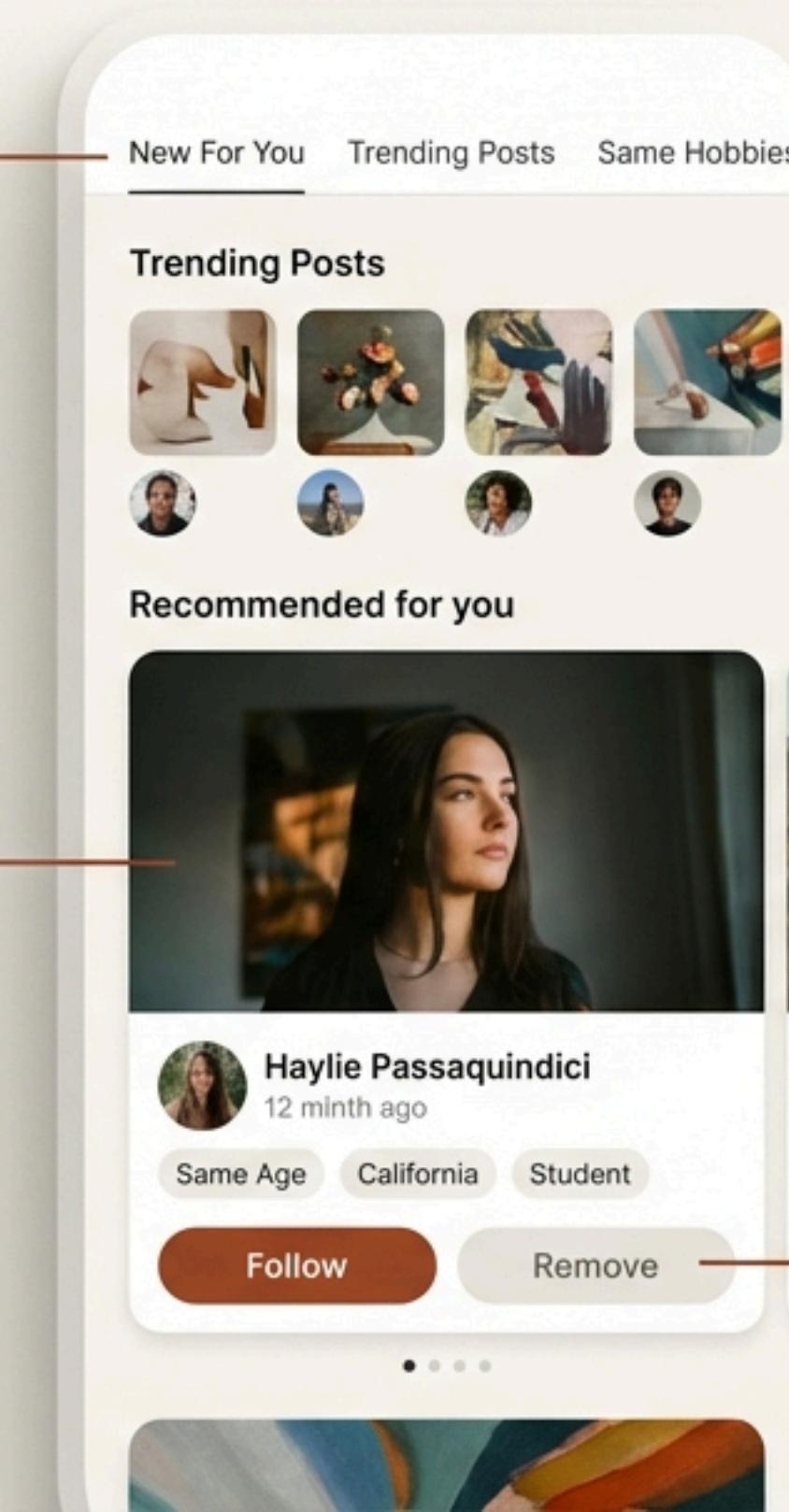
The "See All" transition moves the user from broad intent to a curated list of peers.

The Interface: A Space for Belonging.

High--end, editorial product
design case study.
Muted Cream (Hex: #F9F7F2)

Top Navigation: Sorts by relevance (Same Hobbies), not just recency.

Content Cards:
Immersive imagery with clear attribution.



Interactions: Soft friction to ensure intentionality.

Success is Qualitative, Not Quantitative.

Connection Quality:
Ease of identifying a meaningful peer.

Emotional Resonance:
Does the UI feel like a safe ‘home base’?

Clarity of Discovery:
Speed from query to meaningful result.

Measuring Success Beyond ‘Time Spent’

~~Engagement Maximisation~~

Success for this redesign is strictly qualitative—how easily does a user identify a meaningful peer?

A Design for Intentional Connection

From Virality → **To Shared Context**

From Stiff Professionalism → **To Casual Authenticity**

From Cluttered Feeds → **To Precision Filtering**

By shifting focus from content consumption to identity-based discovery, we solve the “Creativity Test”.

The Mission.

Our mission is to facilitate safe, comfortable connections that reduce isolation and foster a genuine sense of belonging.