

# Vibe Matching: A Strategic Design Case Study

Prioritising People Over Content.

# The Industry Standard: Chaos and Virality

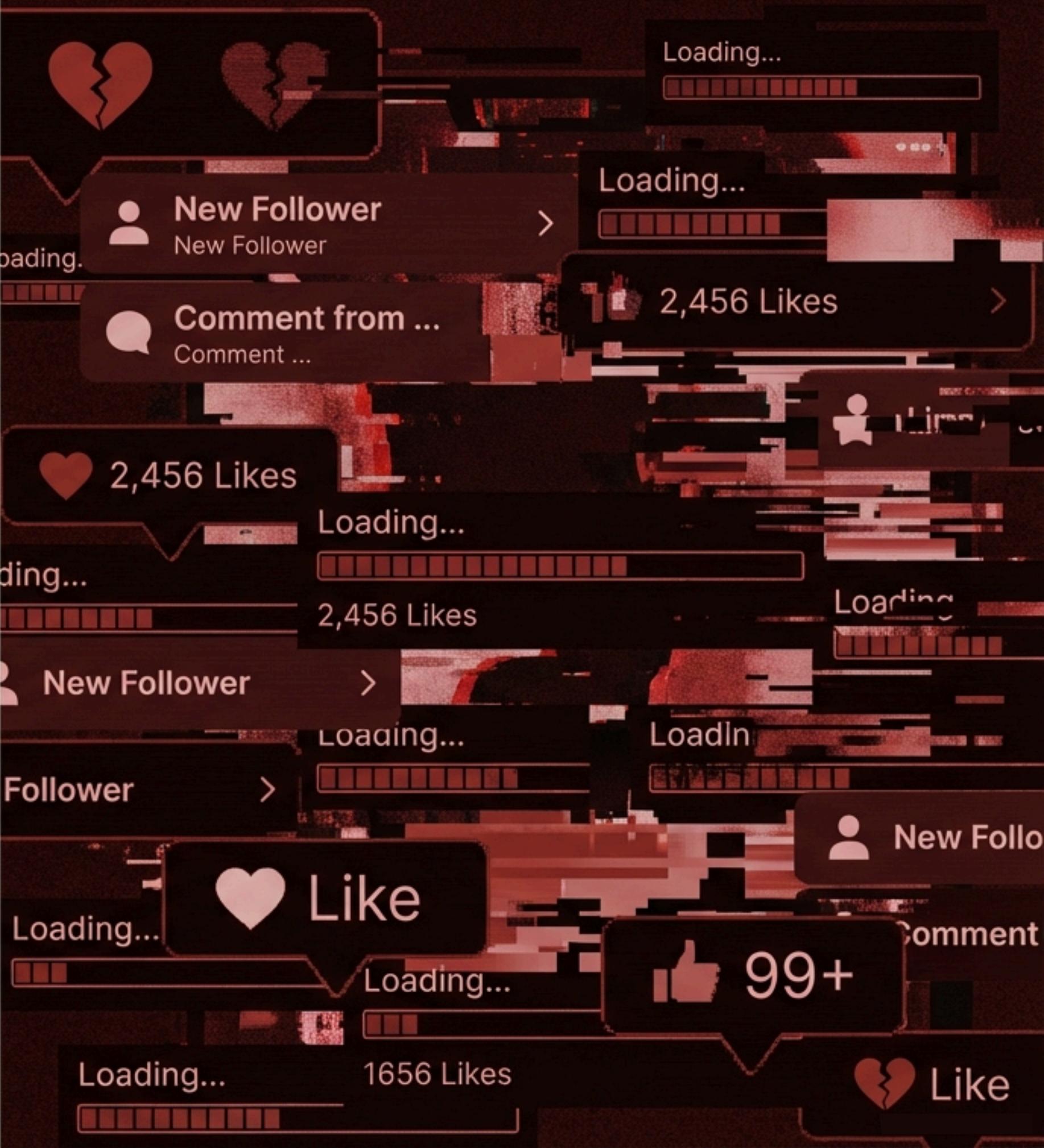


- Chasing virality
- Engagement maximisation
- Follower counts as currency
- Result: Isolation

# 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.”

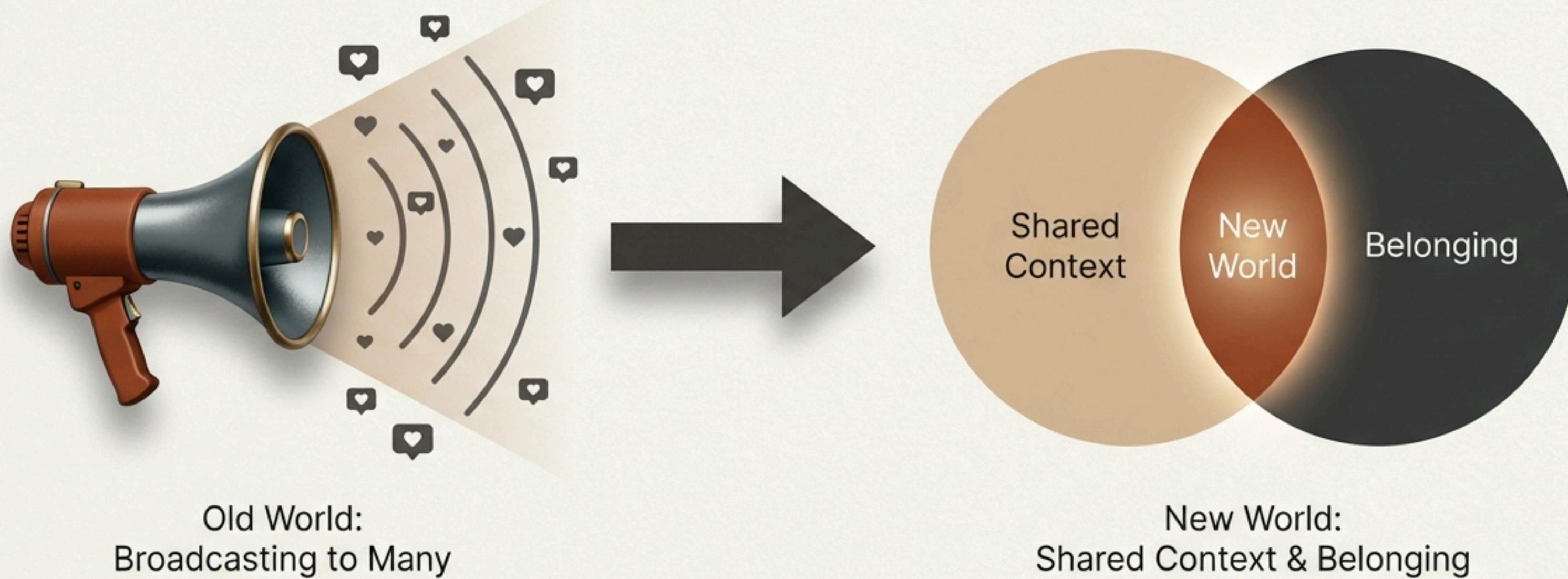


**Transforming the User Journey**

**“From Performance  
to Presence.”**

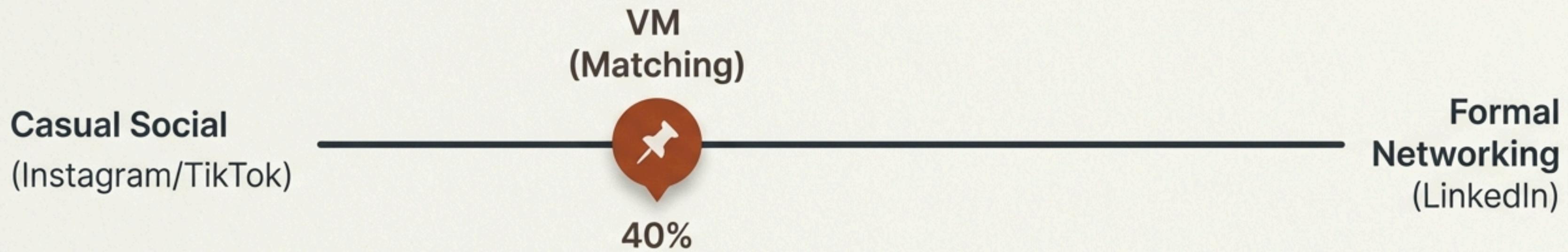
Vibe Matching exists to facilitate ‘In Common’ discovery,  
reducing isolation through shared professions, interests, and context.

# 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'.



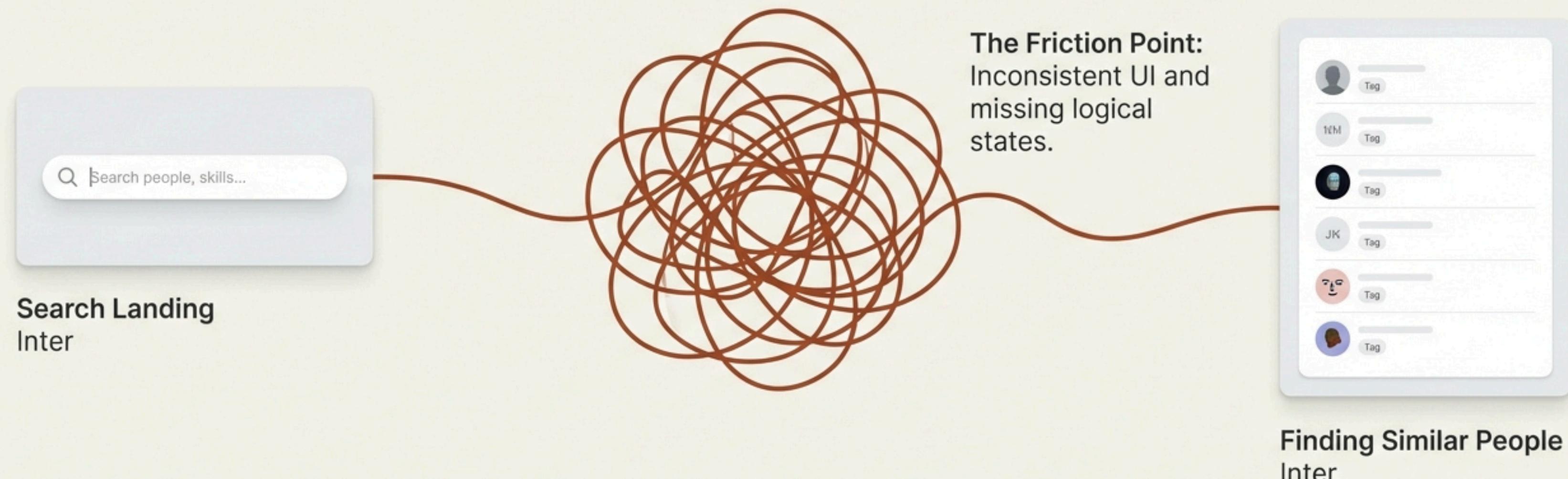
**Belonging:**  
Validation that their  
background has  
intrinsic value.

# Strategic Shift: People Over Content



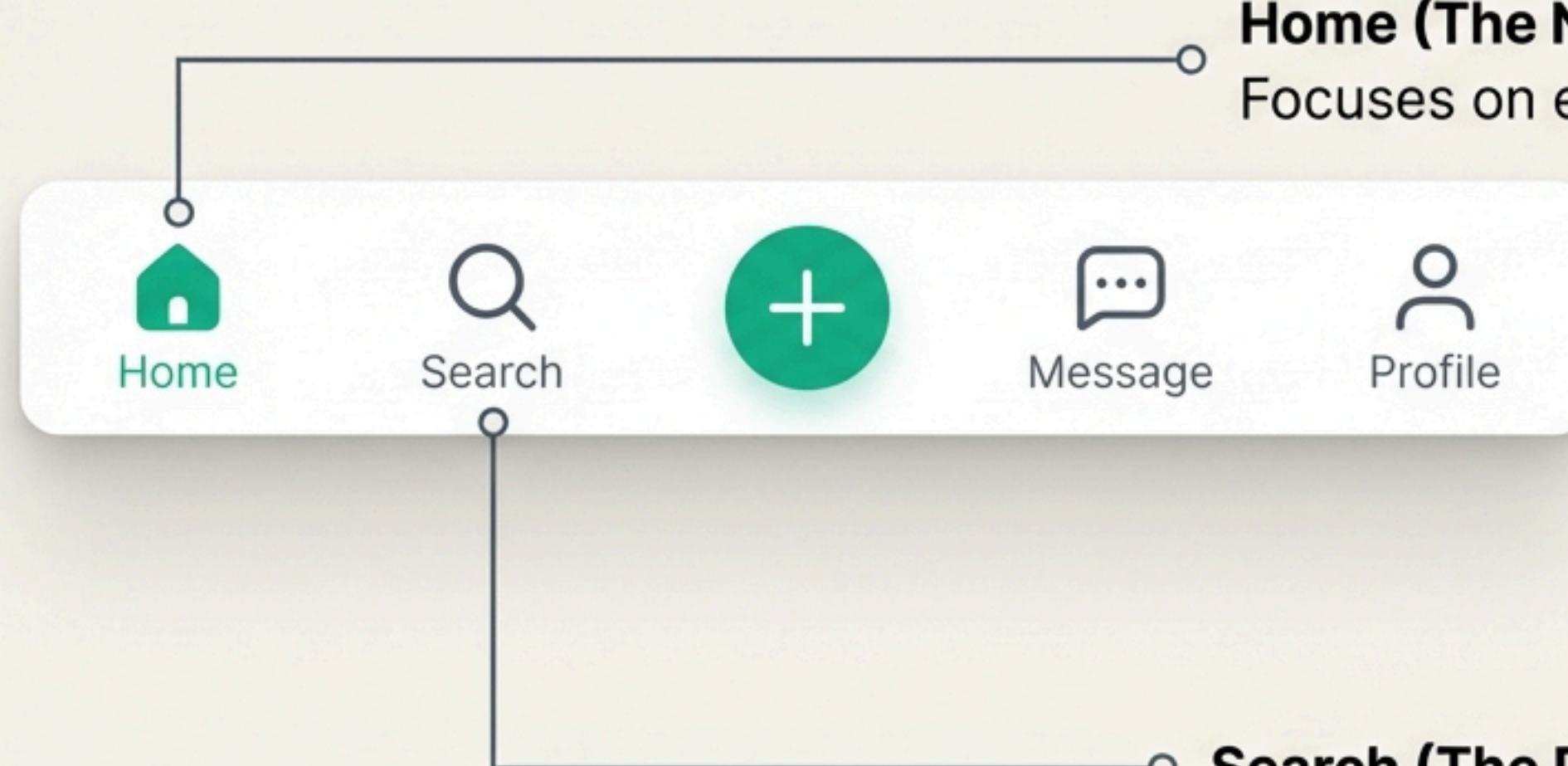
Pushing identity-based discovery over content consumption. Visuals must highlight human attributes rather than media posts.

# The ‘Creativity Test’ Challenge



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

# Distinct Roles, Clear Paths



**Home (The Nurture Space):**  
Focuses on existing connections.

**Search (The Discovery Engine):**  
Exclusively a people-finding tool.

# Discovery Through Context

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

Same Age

California

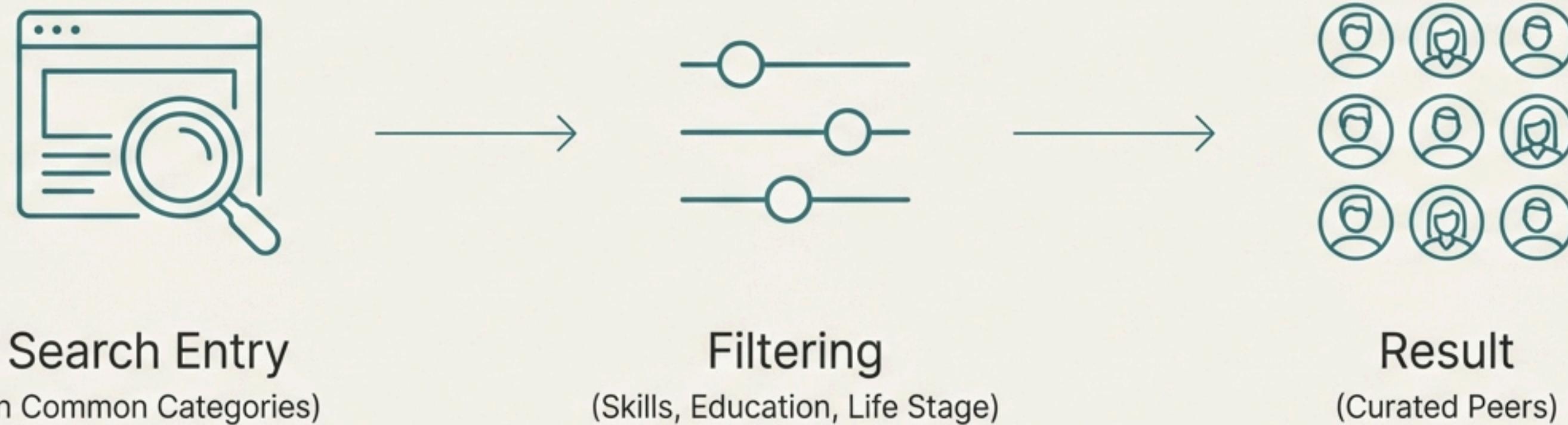
Student

Golf

UI Designer

# The Discovery Funnel

Empowering users to drill down into specific signals without noise.



# Prototype Step 1: The Search Entry

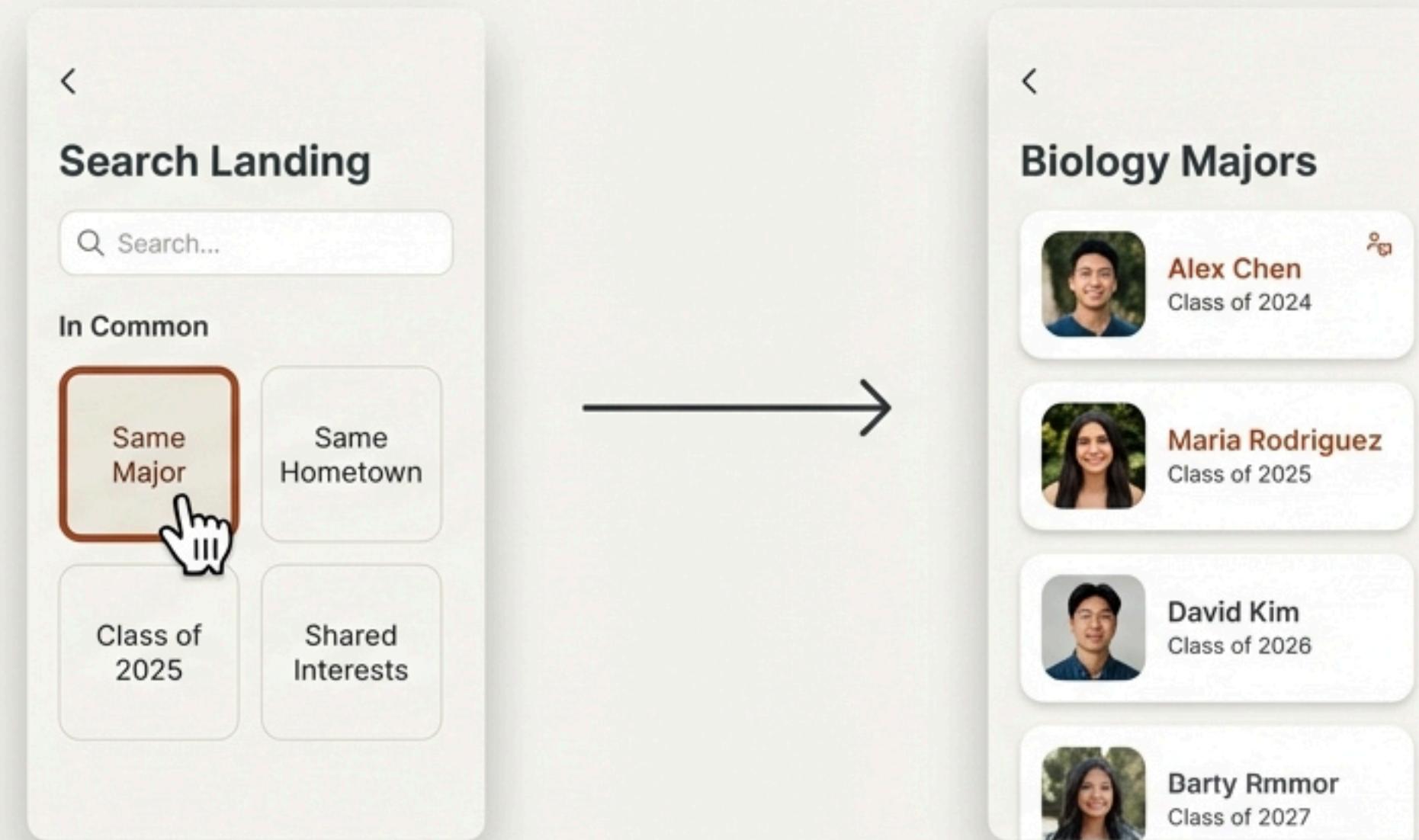


# Reducing Clutter Through Filter Placement

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



# Prototype Step 2: Category Expansion



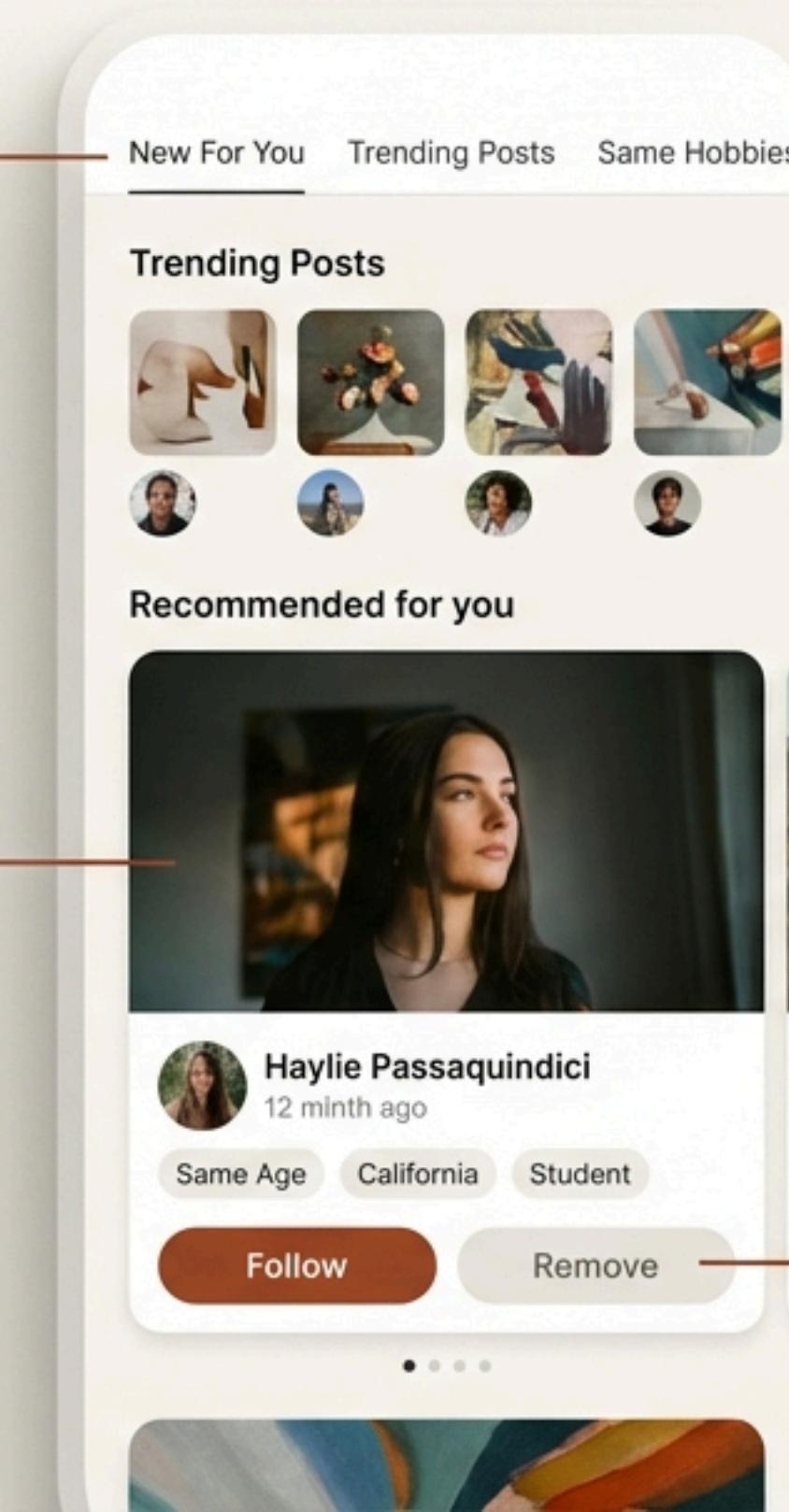
The "See All" transition moves the user from broad intent to a curated list of peers.

# 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.