

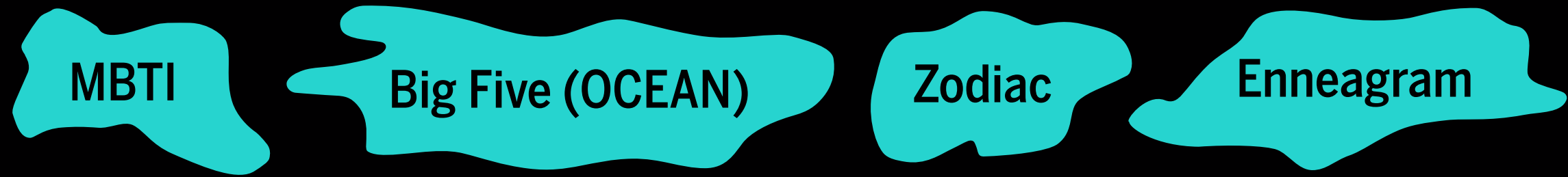
10 minute read

Boo - Dating. Friends. Chat

Product Teardown

👤 What is Boo?

Boo is a social connection platform blending dating & friend-finding. It facilitates **connections** based on personality compatibility—leveraging frameworks like



to help users discover like-minded “souls” for **meaningful interactions**

💎 Value System

Interactions should emphasize love, kindness, empathy, authenticity, transparency, and empowerment

🎯 Product Goal

Eliminate wasted time on mismatched dates by promoting deeper understanding & genuine connection

What Problem is Boo Solving?

Emotional burnout, misalignment and inefficiency of modern dating by focusing on psychological compatibility, authenticity, and deeper social engagement

Unique Value Proposition

It positions itself as a personality-first platform. It differentiates from swipe-based dating apps by offering deep psychological insights & compatibility tools that go beyond superficial attraction

👤 Who are it's users?

- Individuals aged 18+, seeking dating or friendship rooted in deeper compatibility
- Individuals who are burnt out from conventional online dating

📊 Global Statistics

10M+ Downloads	Unavailable
4.2	4.3
★★★★★	★★★★★
2.92M Ratings	53k Ratings
(Google Play Store)	(App Store)

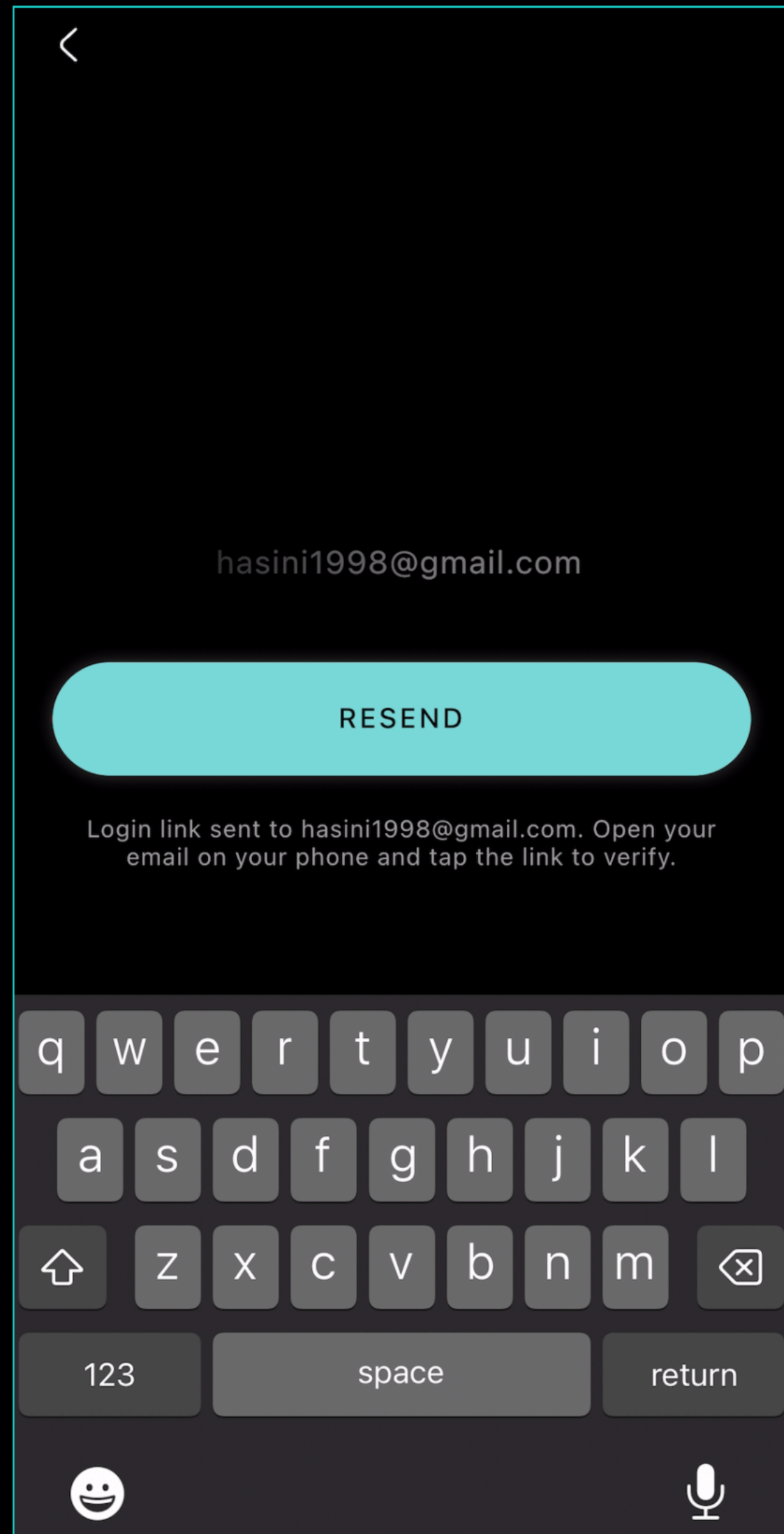
⚡ Main competitors



🌟 Key Differentiating Features

- Personality Quiz & Compatibility Matching via Personalities
- In-Profile Insights & Flirting Tips
- Social Networking Communities

Onboarding Experience



As a user

Action

I exited the app and went to my email, waited, & browsed through my other emails to check if I missed it

Emotion

Distracted because of other emails, slight frustration because I had to search through spam as well

Thoughts

Why is this so time consuming! I'm switching apps continuously, resending and waiting for the mail

Vulnerable Metrics

- Churn
- Verification Success Rate



Moving forward, I will be commenting on the dating aspect as a first time-user myself & also insert my thoughts as a



PM Notes

Quickly speeding through verification steps is crucial to avoid churn at verification step.

To reduce churn, Boo can

1. Diagnose email delivery delays (ESP, rate limits, UI issues) and fix it
2. Add a "Go to Inbox" deep link to speed up verification

Metrics Impacted

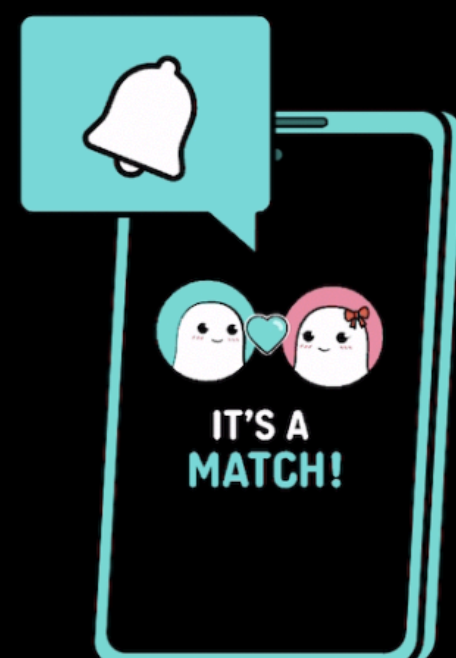
- Account Verification Rate (+ve)
- Time Spent on Task (+ve)

“Okay, that was a slightly frustrating, moving on.. I logged in now”

Never Miss a Match

Enable notifications to never miss a match or message.

Earn  50



ALLOW




As a user

Thoughts

I know the drill

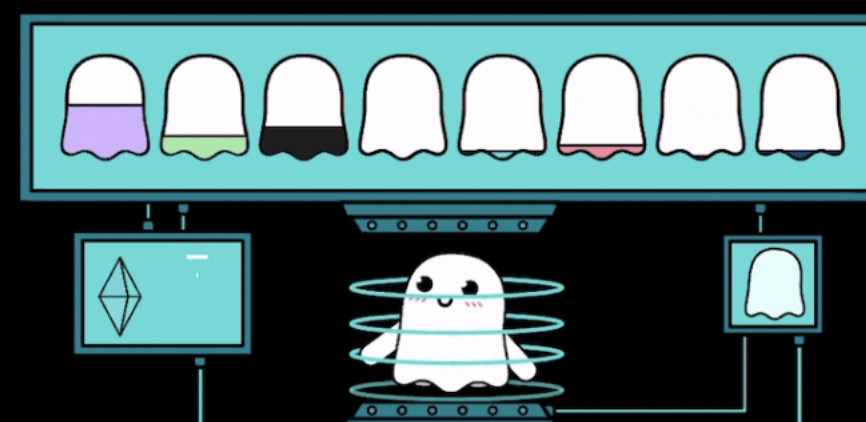
Action

Allows Notifications

 You earned 50 coins
Enable Push Notifications Reward

Boo Personality Quiz

Take our personality test and get a "scary accurate" description of who you are, why you do things the way you do, and who you're most compatible with. Be yourself, try not to think too hard.



TAKE QUIZ
30 questions



As a user

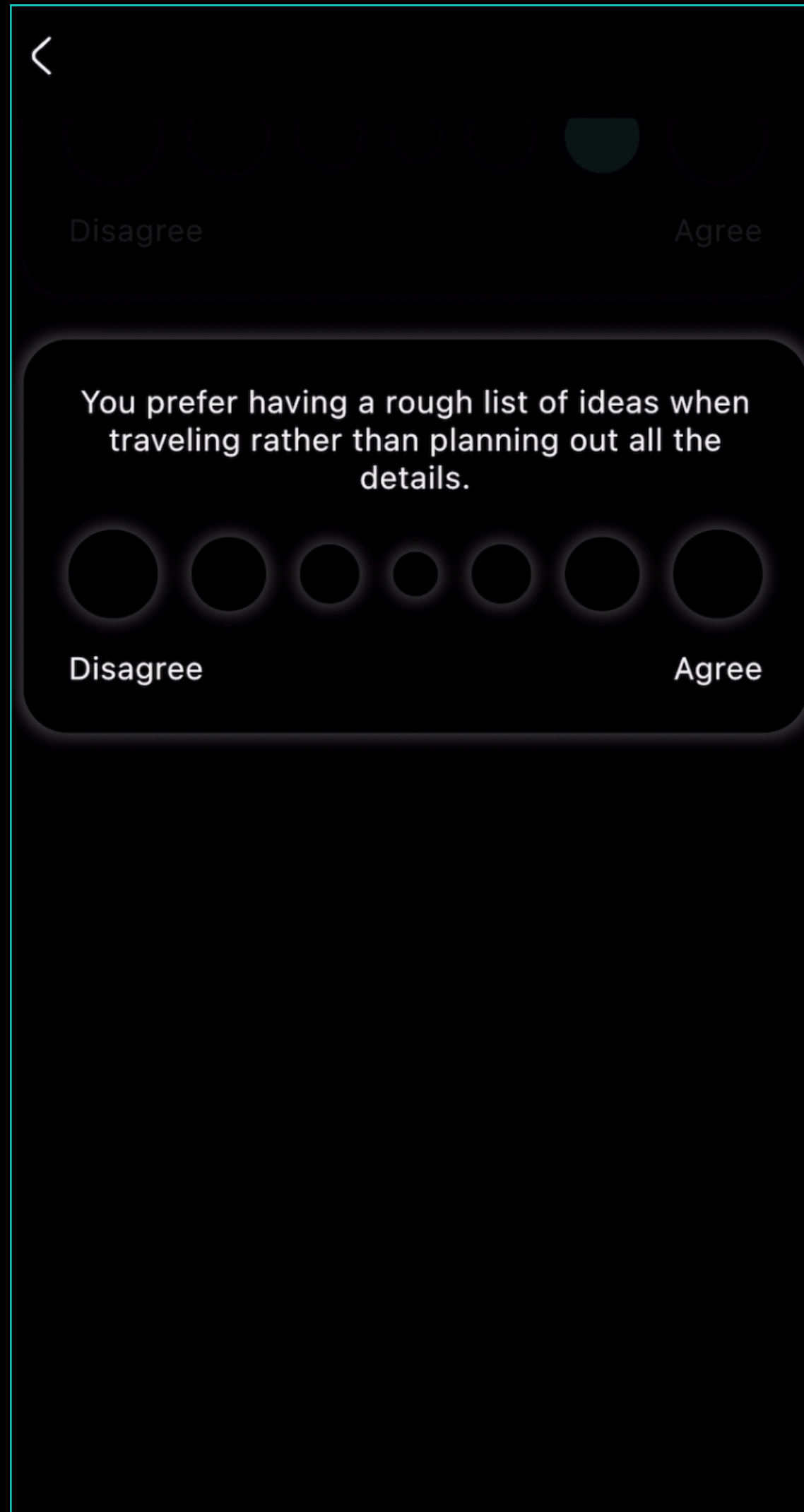
Thoughts

1. Interesting, I earned some coins. What do they do?
2. “scary accurate” huh. I’m curious to check it out now.
3. 30 questions?! Well, most questionnaires are long but okay

Action

Takes the quiz anyway despite feeling its a lot

After several questions..



As a user

Thoughts

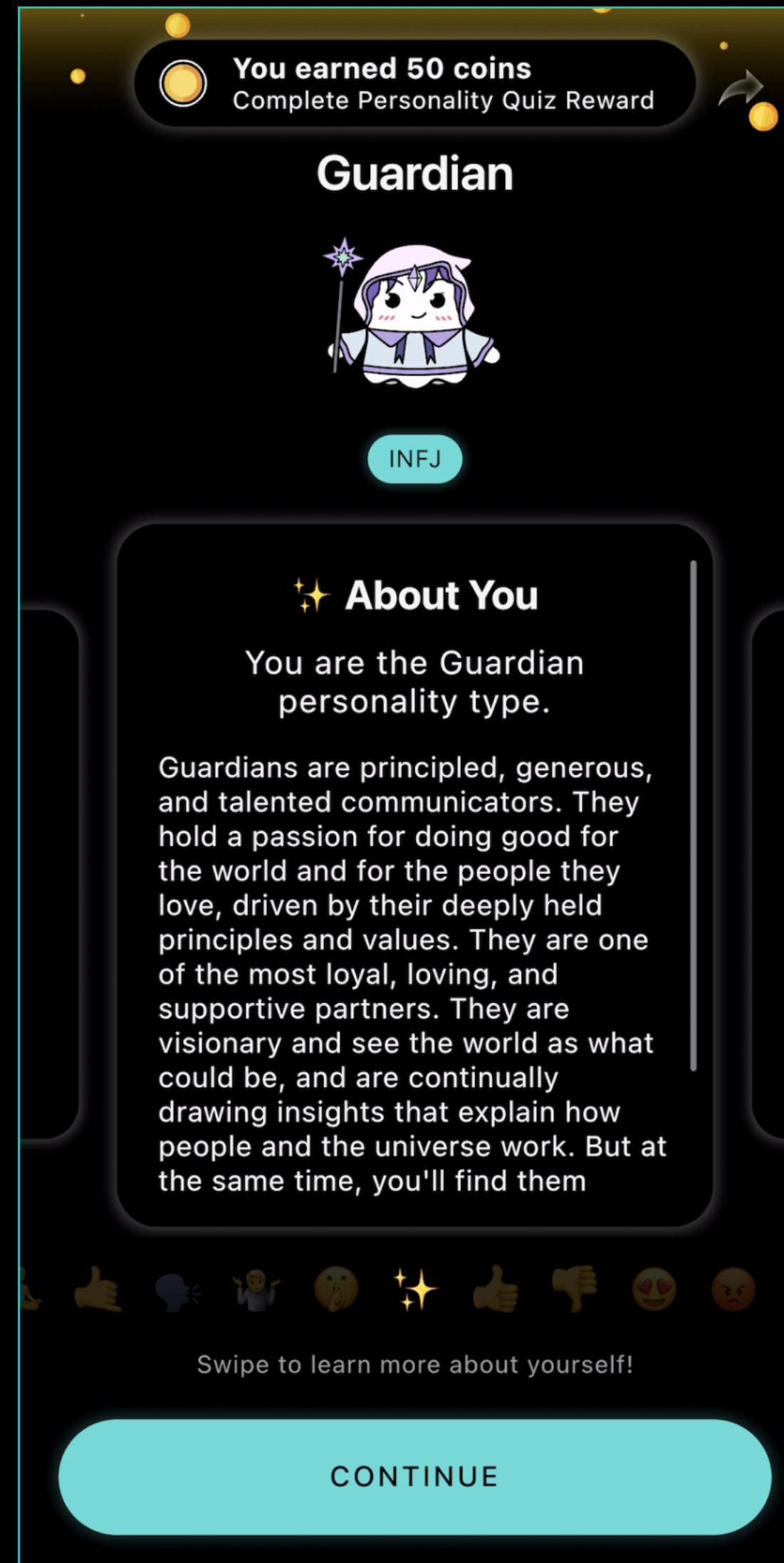
How many more questions are there?! This keeps on going

Action

Continues answering

Emotion

Slightly irritable



As a user

Emotion



Thoughts

No matter how often I take these, I'm always curious to see my results!
Earned some coins again, hopefully it's useful

PM Notes

- The questions are similar to Hinge's prompts, but completion rates rise by 20-30% with progress indicators
- Boo should add a progress bar with encouragement to keep users engaged and informed

Metrics Impacted

- Test Completion Rate (+ve)
- Churn (reduced)

Compatible Personalities

These are the personalities you're most likely to love, and most likely to understand and appreciate you for who you naturally are.

Tap any to learn more

Compatible



Hero

ENFJ



Crusader

ENFP



Challenger

ENTP

Has Potential



Commander

ENTJ



Mastermind

INTJ



Genius

INTP



Guardian

INFJ

CONTINUE

+3

As a user

Emotion

Optimistic



Thoughts

Now I know who I gel with!
I can use this information
outside of this app as well

Action

Continues answering

Advanced

Exercise >

Education Level >

Drinking >

Smoking >

Kids >

Religion >

Ethnicity >

CONTINUE

SKIP

-1

As a user

Emotion



Thoughts

Advanced what? (after a second) Oh,
maybe they want more details for my
profile. Why can't they convey it
properly?

PM Notes

Although this doesn't affect any
metrics, users generally quit if they
feel confused at any point -- especially
users who are new to dating apps

Clarity prevents drop-offs—always
state what's expected.

“I’ve answered all the questions on that previous screen. Moving on”

What are you looking for?

♥ Dating
Find your partner

👋 Friends
Make new friends

You may select both options

CONTINUE

What are you looking for?
You may only select one option

SHORT TERM FUN

LONG TERM PARTNER

SHORT TERM, OPEN TO LONG

LONG TERM, OPEN TO SHORT

UNDECIDED

CANCEL

+5

Who do you want to meet?

♥ DATING

Male Female Non-Binary

You may select multiple options

👋 FRIENDS

Male Female Non-Binary

Private by Default

Only people who match your preferences for dating or making friends will see what you're looking for, and will only see the preference that they match. For example, only friends, only dating, or both. We use this data to match you with other souls.

CONTINUE

As a user

Emotion

Optimistic



Thoughts

We're going somewhere. The options are also quite broad and open minded. All this will be used to personalize my matches & match me with someone I can actually cool

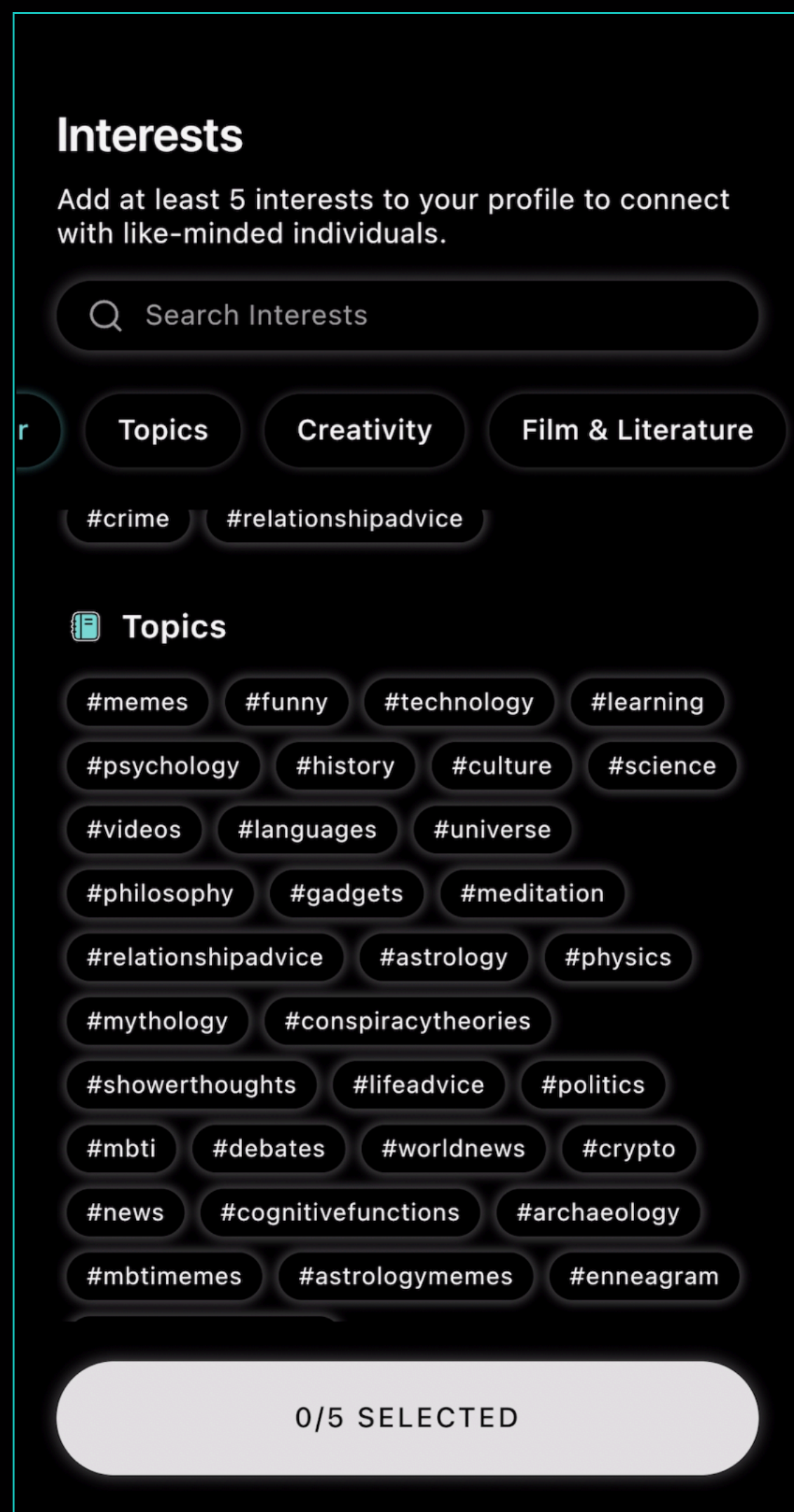
Action

Continues answering

PM Notes

Showing empathy with detailed options helps users feel safe and improves their chances of finding a good match.

“I’ve answered all the questions on that previous screen. Moving on”



As a user

Emotion

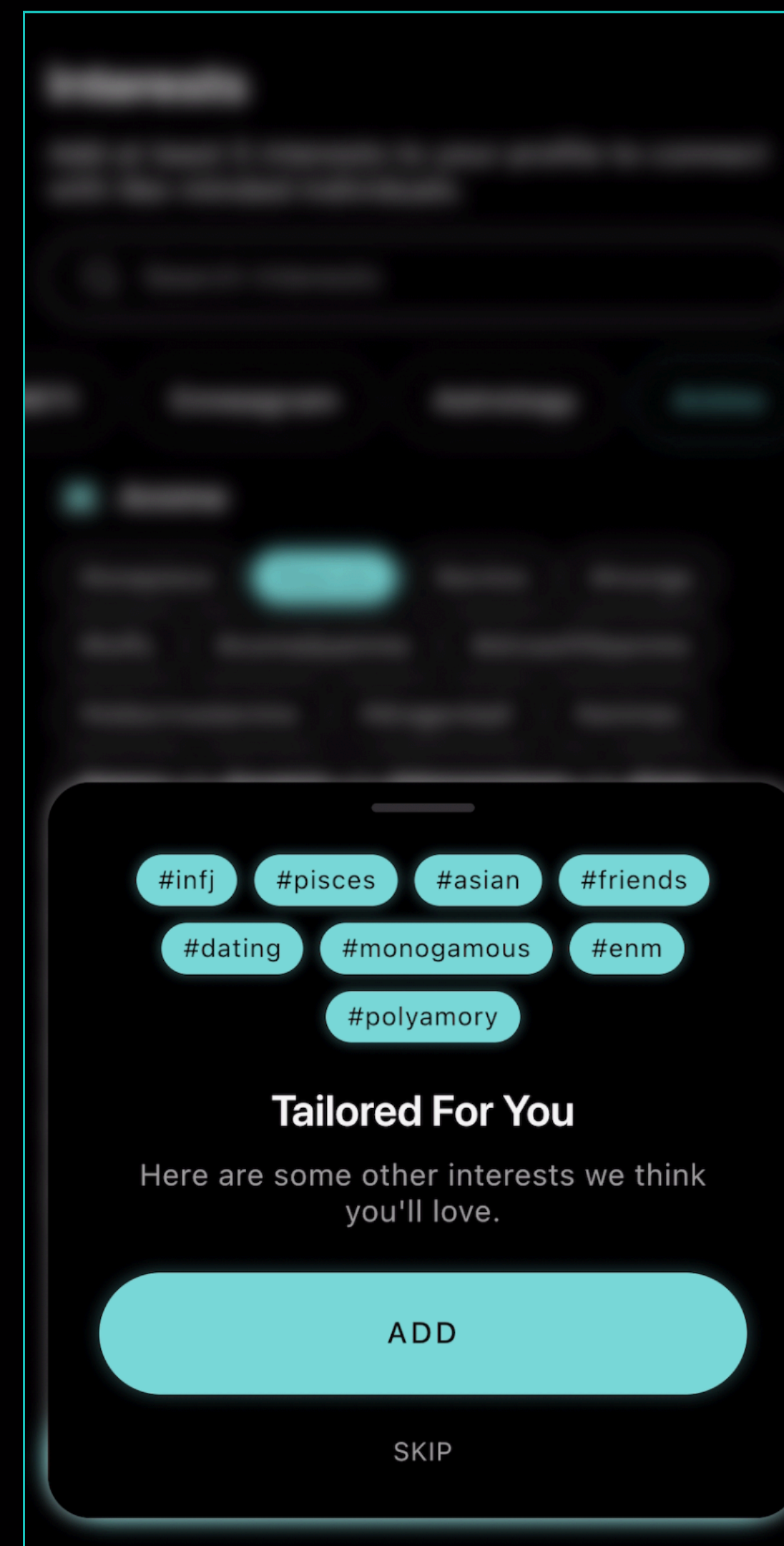


Thoughts

There are so many! But the payoff will be good, I'm hoping. I better pick the best interests

Action

Browses through the catalog and picks the best interests



As a user

Emotion

Optimistic



Thoughts

The more, the better. Feels like it's been a while and I've been just answering questions

Action

Adds additional interests

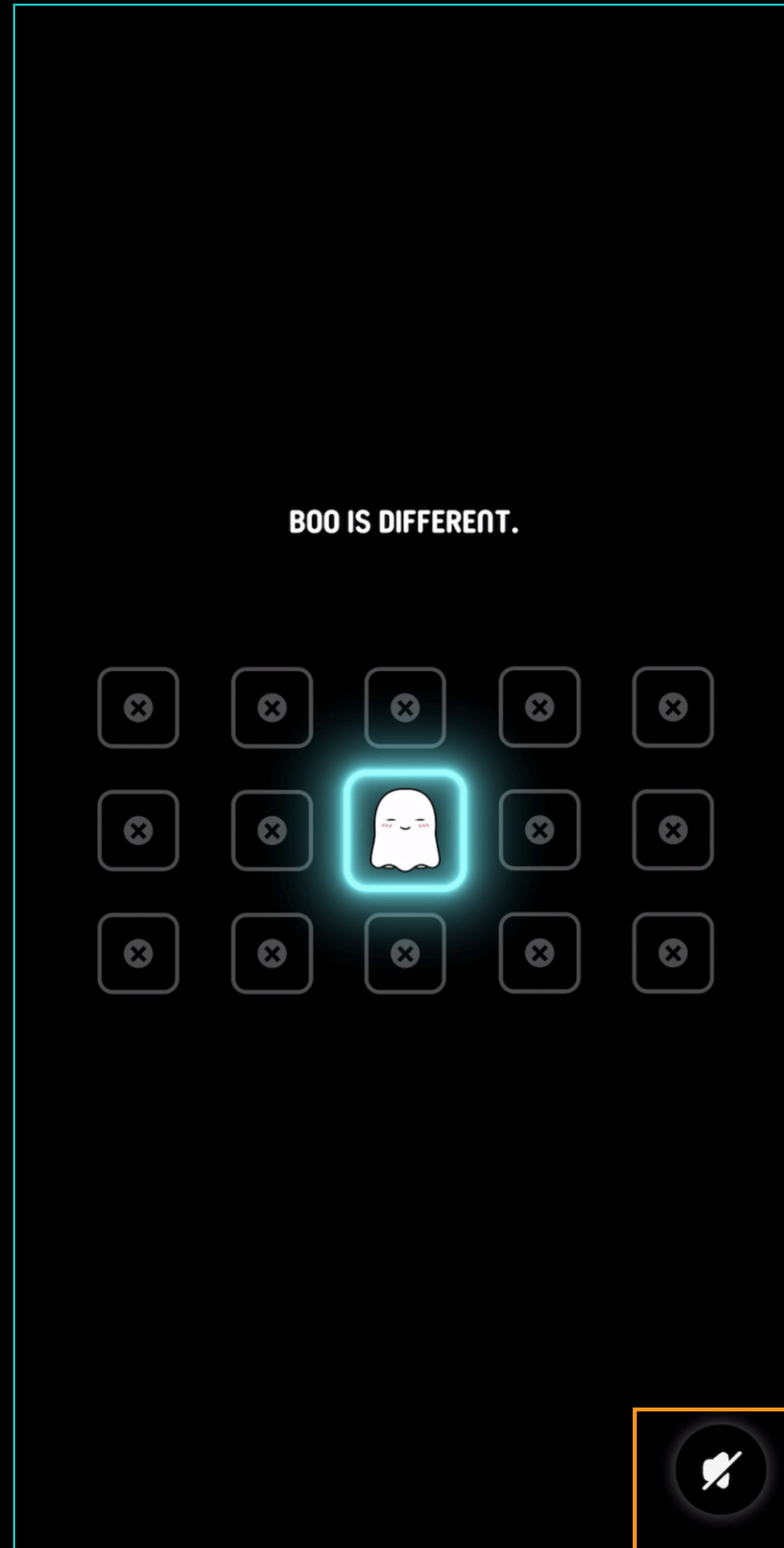
PM Notes

Personalization is good, but adding steps delays Time to Value. The extra interests step could be skipped

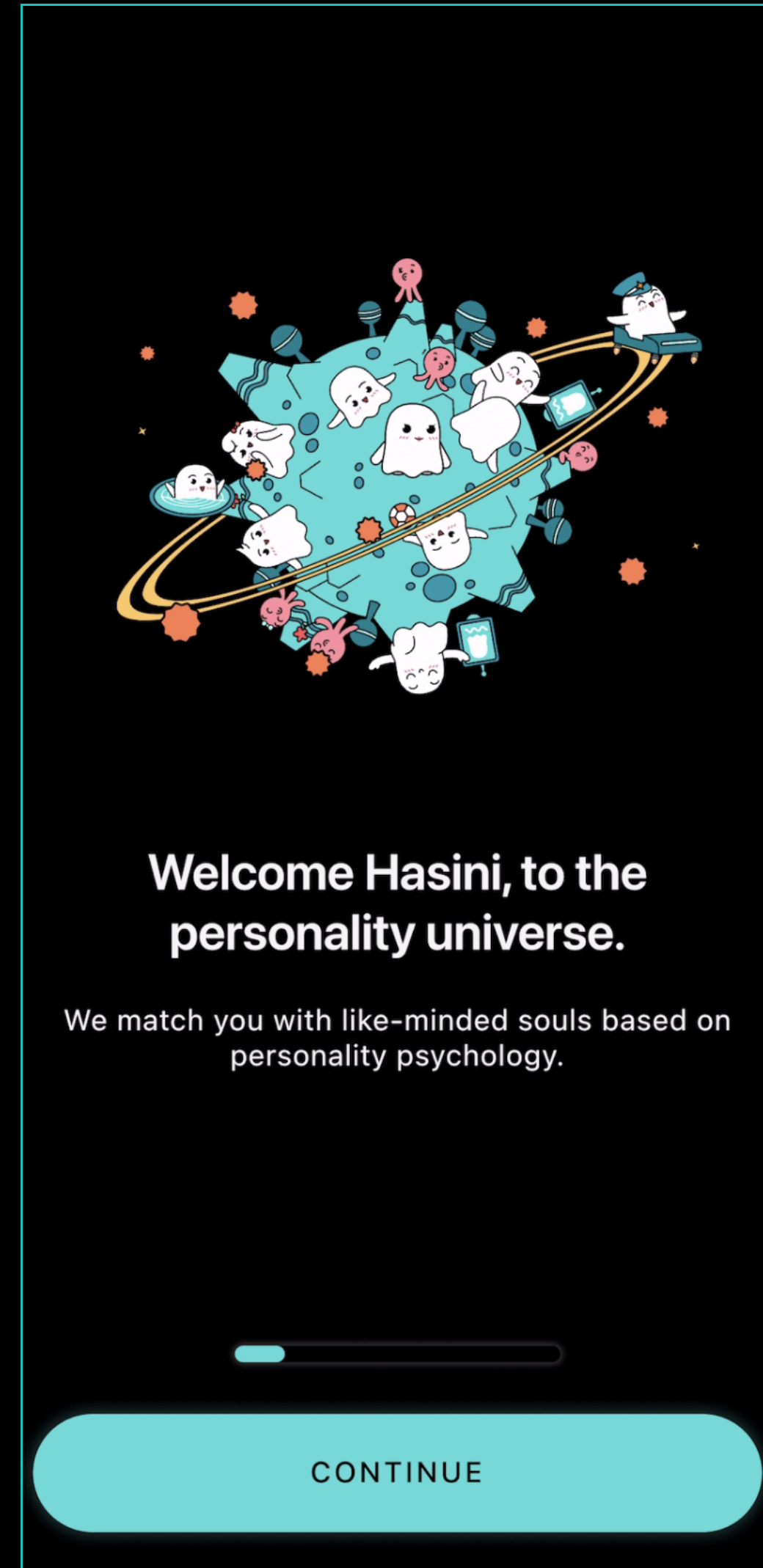
Metrics Impacted

- Time to Value (-ve)

“I hope we are done here. It’s not too bad but nothing I can’t handle”



+5



As a user

Emotion

Surprised, Excited, Hopeful




Thoughts

That little video about why Boo is different is really good! I'm quite entertained

Action

Continues


“I hope we are done here. It’s not too bad but nothing I can’t handle”



No more bad dates and endless swiping

Save time, money, and emotions on just the right people.

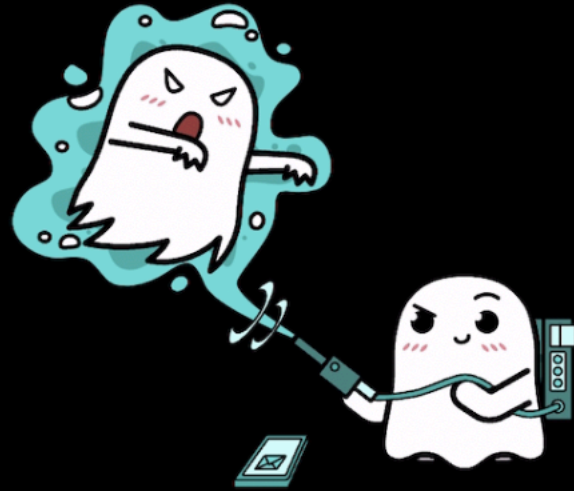
CONTINUE



Meet people by any #interest

Meet others by any interest, identity, and niche. There's a #hashtag and community for everyone.

CONTINUE



No more ghosting

Our Ghost Meter limits ghosting and ensures active and meaningful chats. Your matches are limited in the number of unresponded messages they can have at any time.

CONTINUE

As a user

Emotion



Thoughts

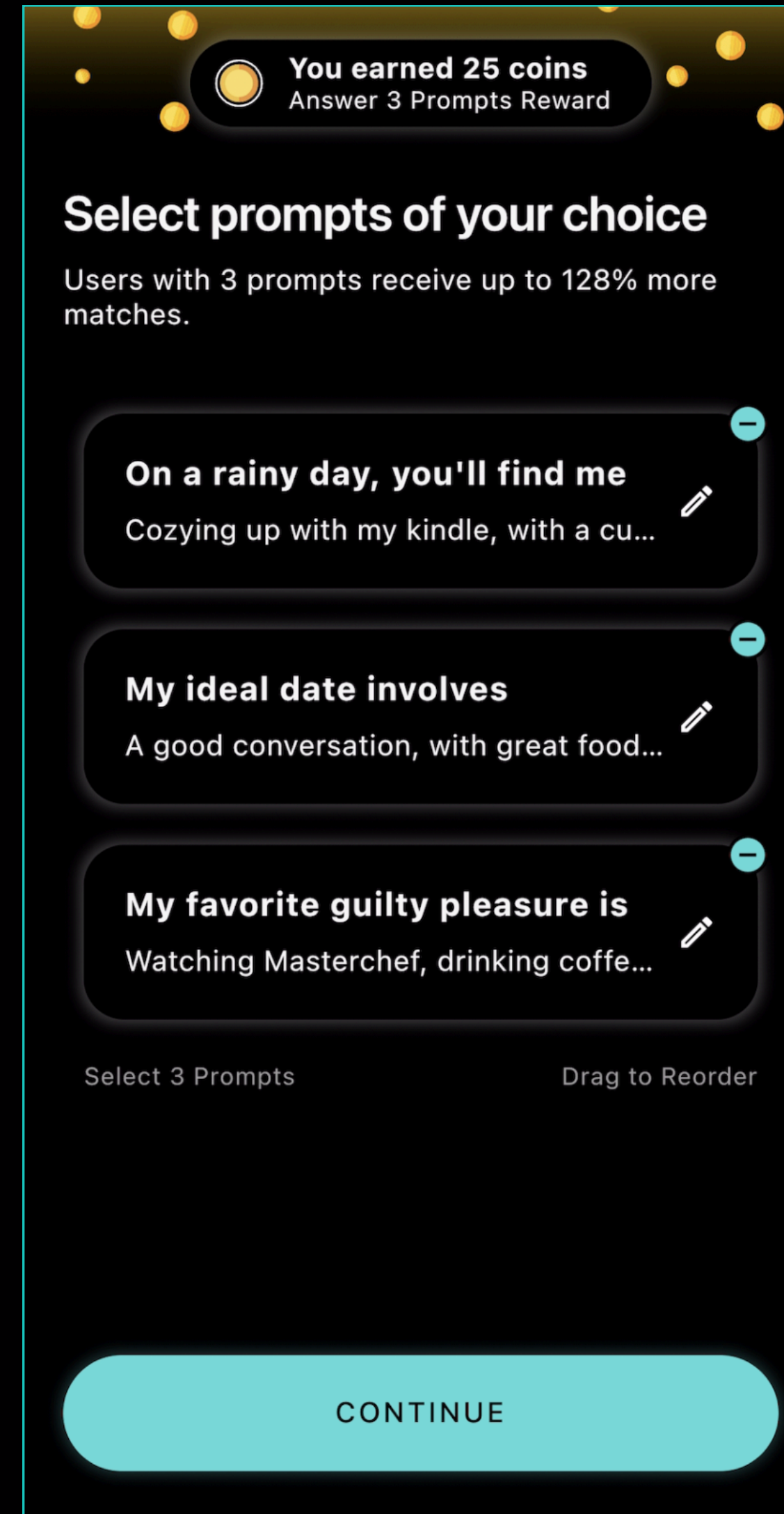
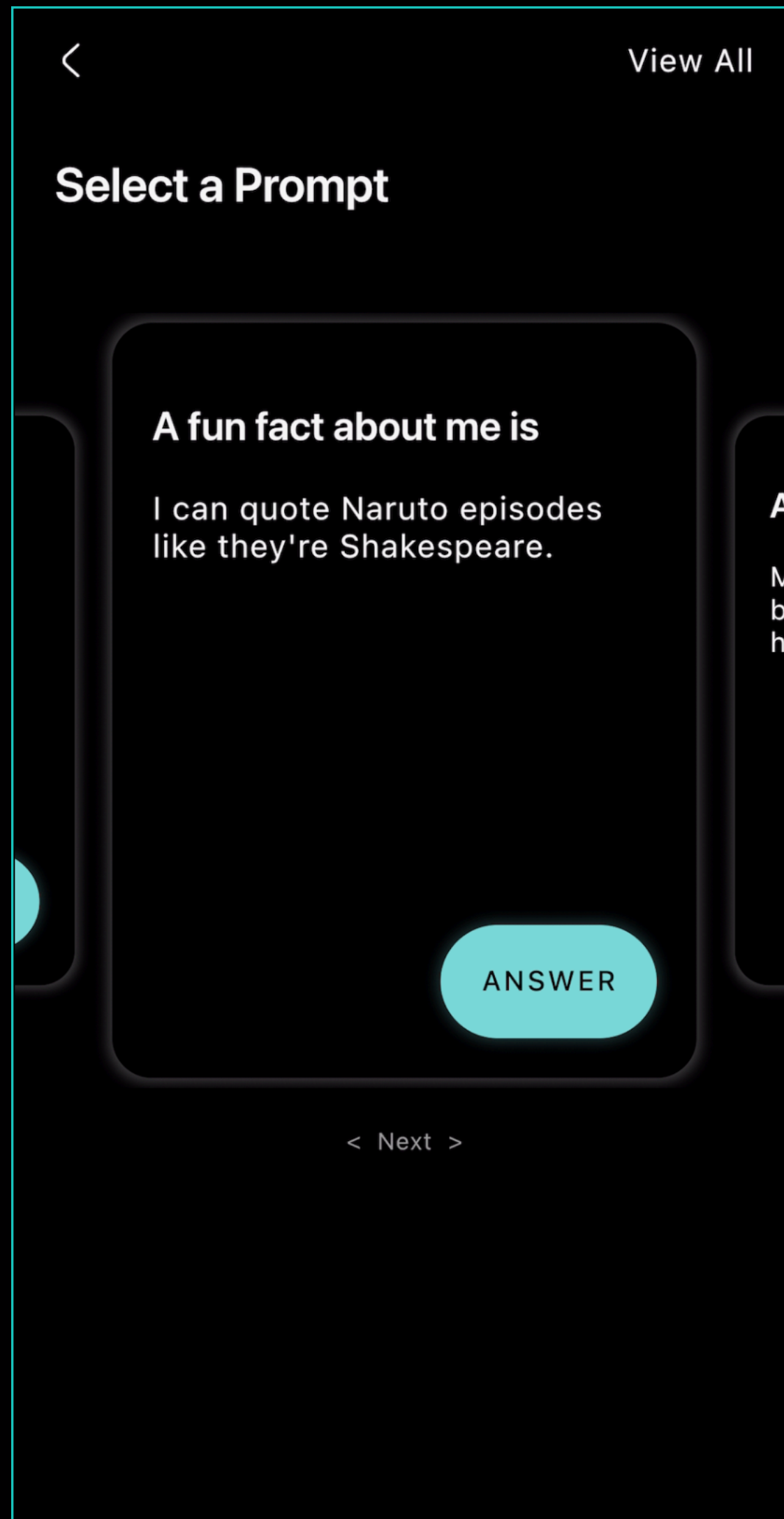
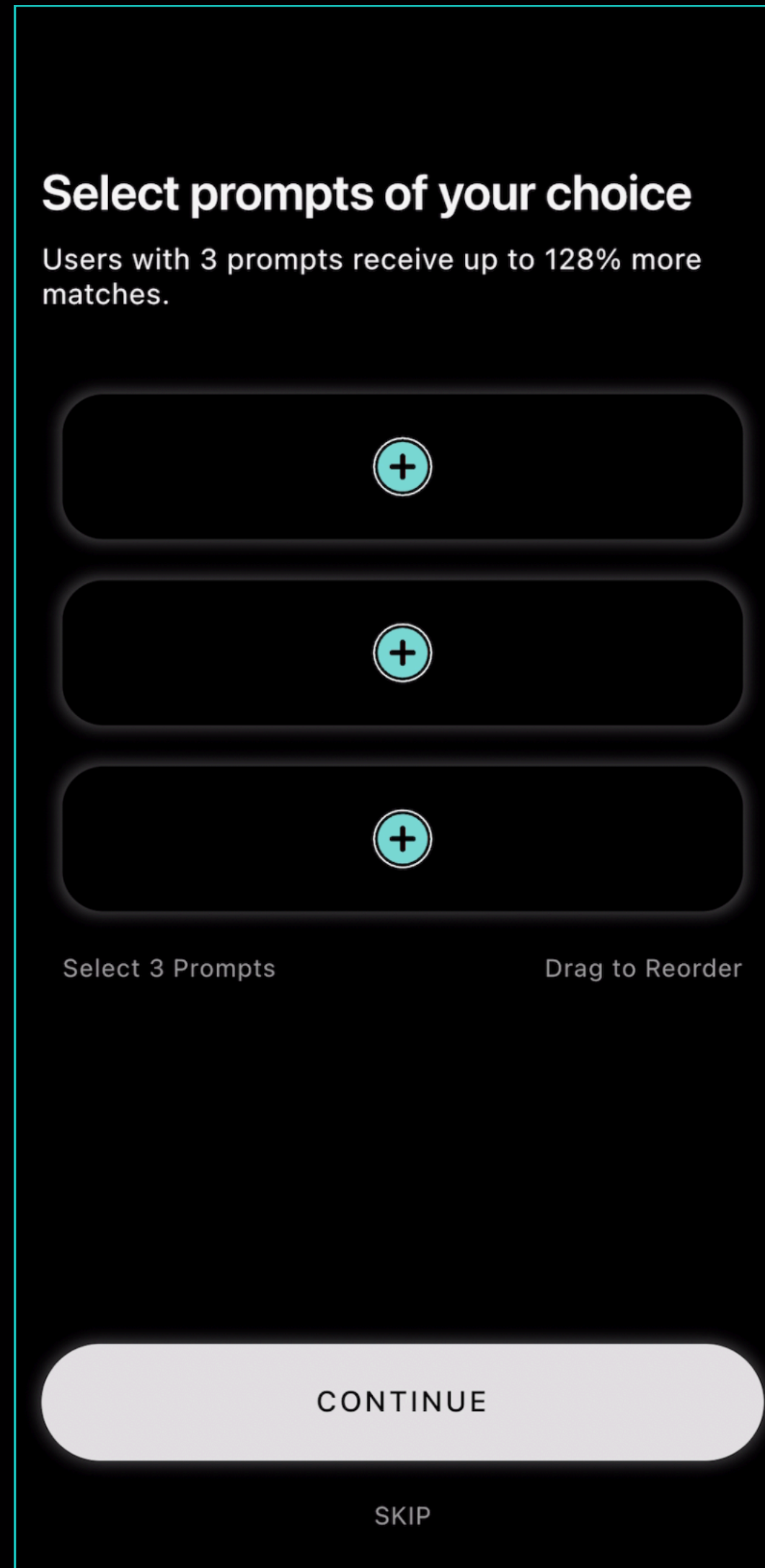
This is a lot of steps but it is not tiring as such. Its okay, it’s not boring stuff

Action

Clicks on Continue



“I hope we are done here. It’s not too bad but nothing I can’t handle”



As a user

Emotion



Thoughts

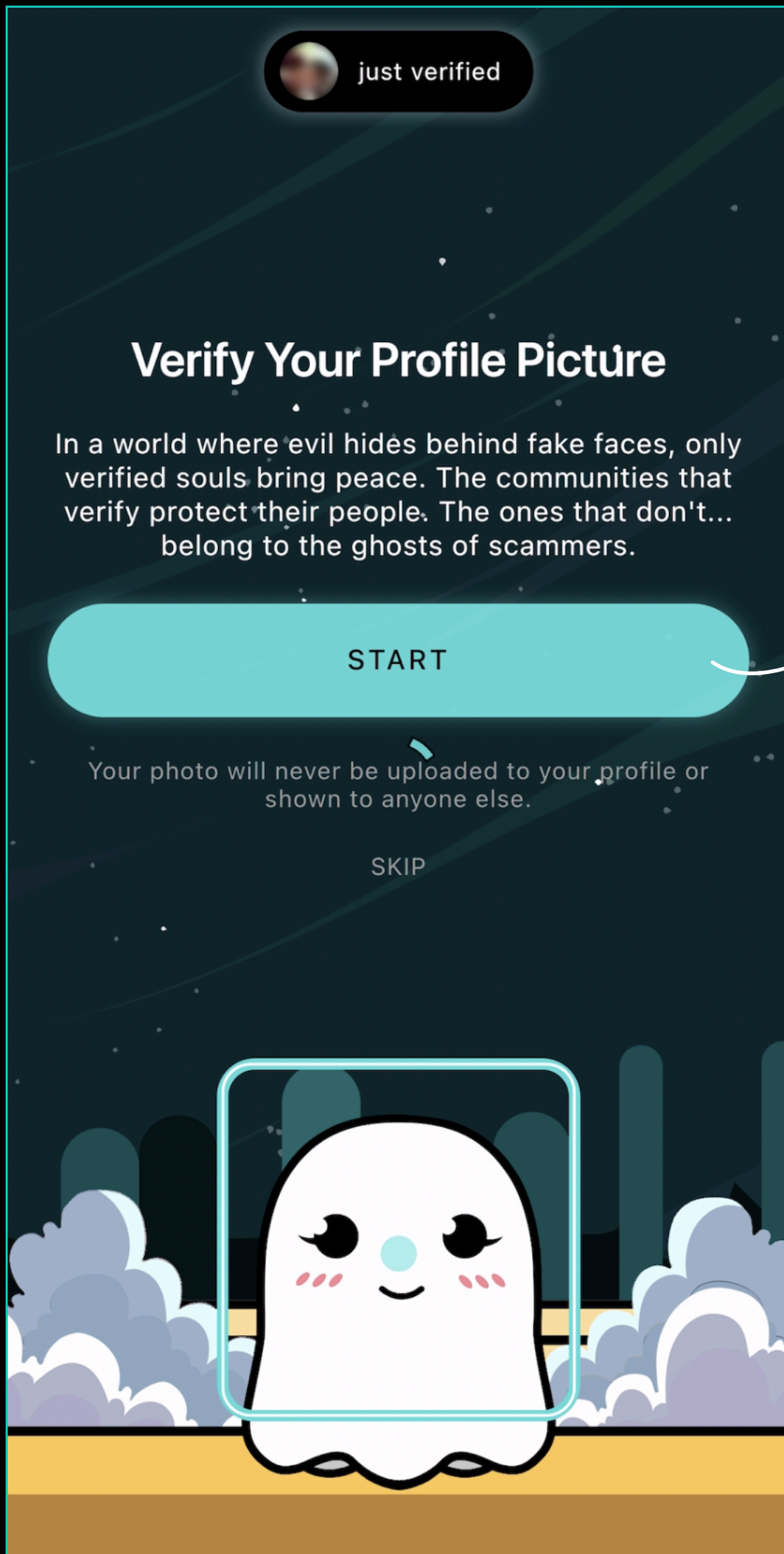
Why am I spending so much time on this?!

Action

Clicks on Continue



“I hope there is nothing more to come”



As a user

Emotion



Thoughts

How much longer?

Why does it say “Start”?

This is going to take time

Action

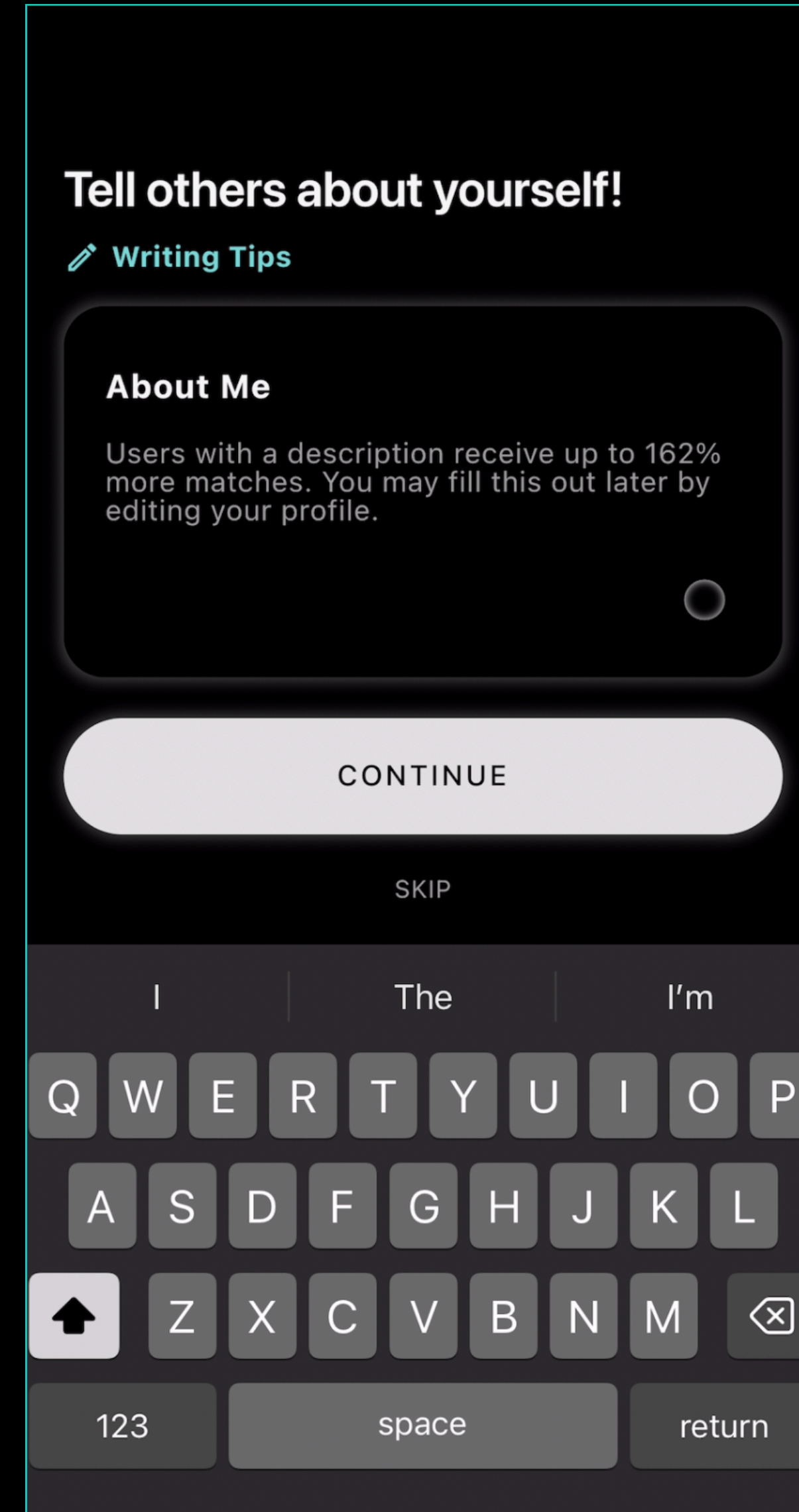
Exits

PM Notes

1. Labeling verification as “Start” makes users think it’s another long process like the earlier questionnaire
2. Testing patience before the Aha moment can cause steep churn.

It can be resurfaced later as a home page banner to unlock further actions.

“Fine, I have finished the verification. Just match me with someone great already!”



As a user

Emotion



Thoughts

Let’s just get done with this

Oh, there are some writing tips!

Let me check that out

Action

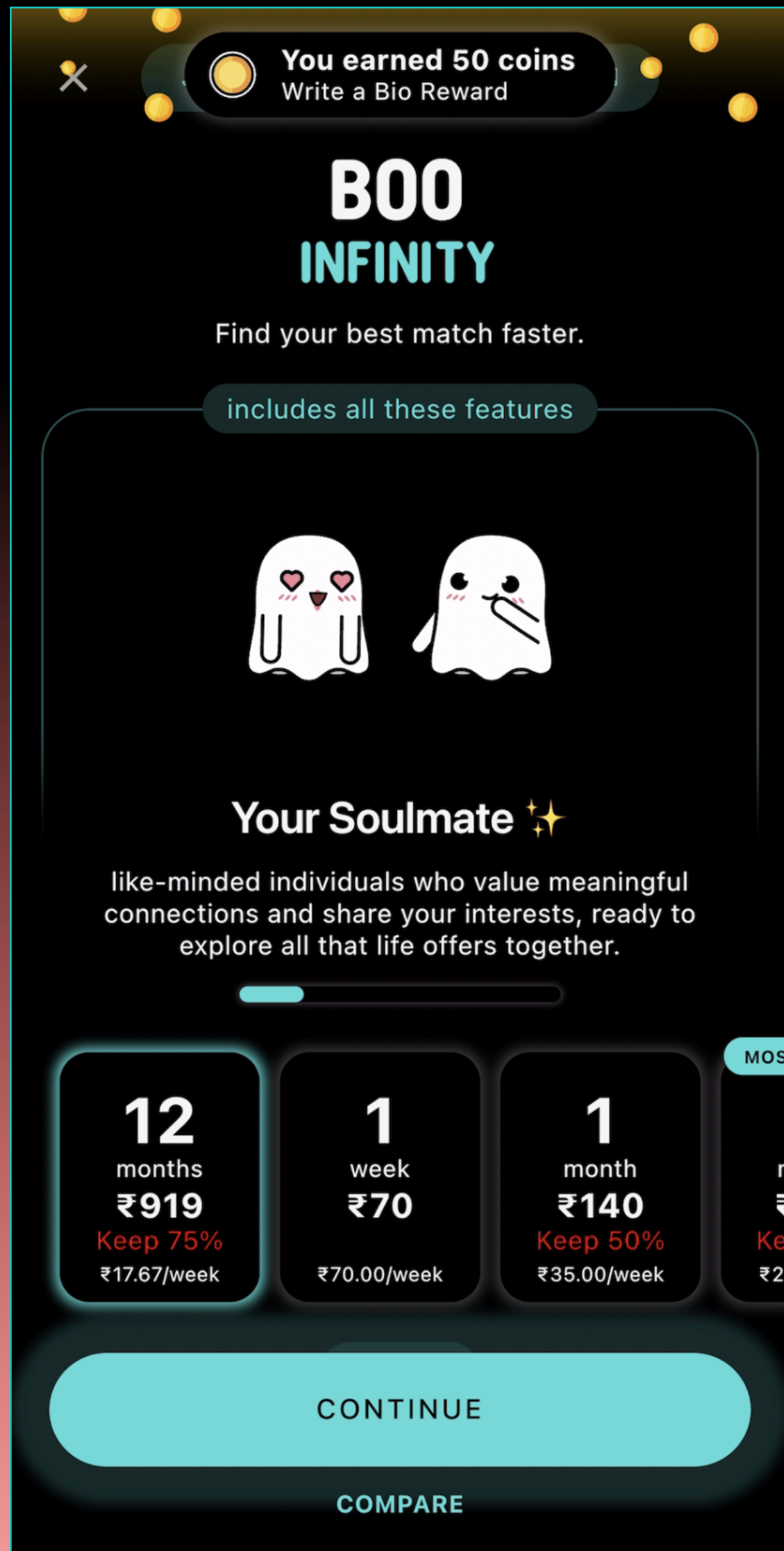
Completes bio unwillingly



User empathy is shown by recognizing the intimidation of writing bios. Adding tips reduces anxiety and boosts confidence for more authentic profiles

Metrics Impacted

- Profile Completion Rate



As a user

Emotion



Thoughts

This is really, really annoying. I don't even know if all this time taken for onboarding is worth it. On top of that, I HAVE TO PAY NOW?

Action

Quits the app

PM Notes

A user at this point would feel angry and cheated because they had been putting through with the long onboarding in hopes of seeing how their problem is solved. Without showing the glimpse of the solution, when they are asked to pay to access the solution, they would likely

- have low motivation to continue
- have a negative feeling attached to the app

Many metrics would be suffering by this point

- NPS
- Onboarding Completion Rate
- Onboarding to Paid Conversion Rate
- Activation Rate
- App Store Ratings & Reviews
- Time to Value

Suggestion:

Place the paywall after the user has experienced the aha moment (ex: after 1 successful conversation with a match) (Defining "successful" is crucial to ensure value is delivered)



“Although it was annoying, I paid for a week to see what happens”

For privacy, the matches tab is blocked from screenshots & recording by the app

Therefore, only user’s perspective and PM notes are shown

As a user

Emotion



Thoughts

Finally! I can now go through “souls” who match with me personally

Action

1. Checks the location of the soul
2. Goes through the profile
3. Reads about their interests & personality

+2

As a user

Emotion



Curious

Thoughts

1. This is interesting. I like how Boo explained their MBTI in the profile so I could understand them better.
2. But I don’t get why so many souls are far from me even though I gave GPS permission.

Action

Likes a “soul” to convey interest

+3

Key Features Related to Dating

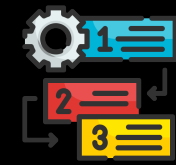
1. Limited conversations at a time to allow deeper engagement
2. Match score with user’s personality
3. Coins are utilised for bringing back lost souls/souls that were given up initially

Final PM Notes

1. Overall, well-designed navigation layout
2. Improve onboarding and time-to-value
3. User psychology around paywalls before value delivery must be understood and addressed

Is the user’s problem being solved?

In theory, users could find real connections thanks to Boo’s thoughtful design, verification, and matching analysis. But in practice, onboarding is long, local reach is low, and response rates are weak in India (per secondary research)



Prioritization of Improvements

Suggestion	Metric Impacted	Reach	Impact	Confidence	Effort
Go to Inbox Deep Link	<ul style="list-style-type: none">Account Verification RateTime Spent on Task	Very High	High	High	Low
Progress Bar (Questionnaire)	Task Completion Rate	Very High	Very High	High	Medium
Verification Setup Post Onboarding	<ul style="list-style-type: none">Profile CompletionReduced Churn	Very High	Very High	High	High

Why this solution?

It would boost questionnaire completion, which is a key aspect for matching algorithm and deep understanding of themselves. It also ensures more users actually retention steps. Without this, churn happens earlier in the funnel, making other fixes less effective.