

tinder

Pick-up lines

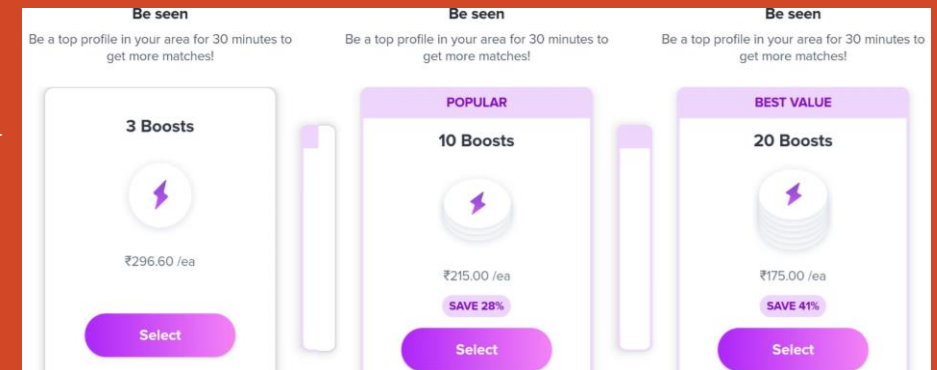
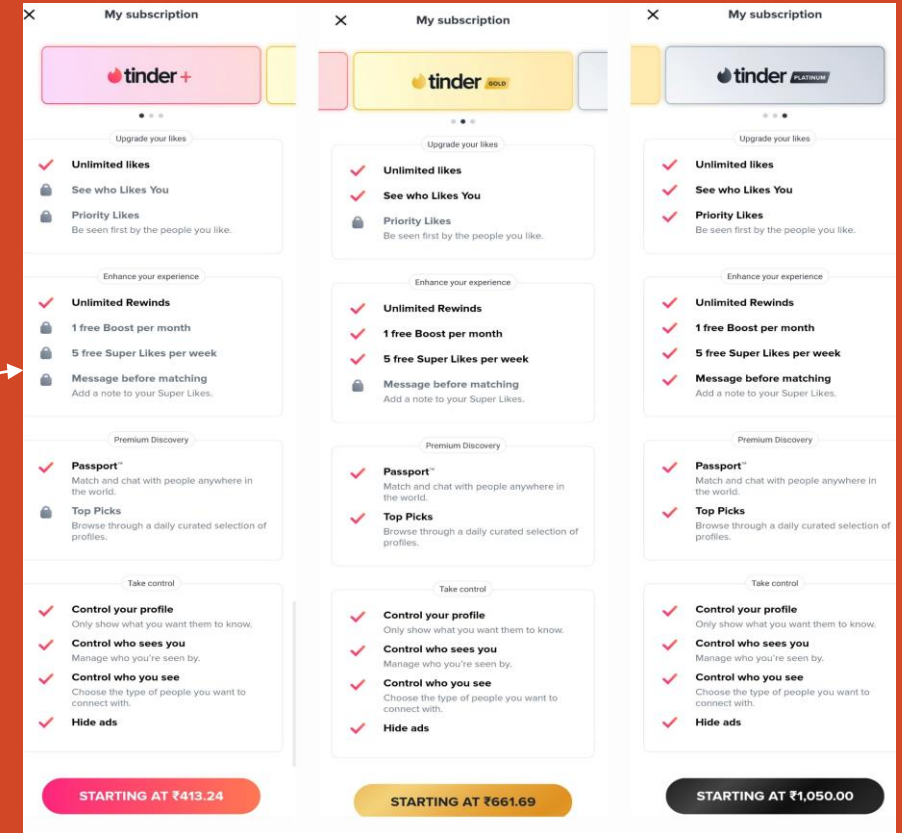
About Tinder :

Tinder is a location-based social dating app that allows users to view and connect with other users based on their proximity and preferences. The app was launched in 2012 and has since gained 6.2 million subscribers and currently has 75 million monthly active users. When using Tinder, users swipe through profiles of other users and indicate their interest by swiping right or their disinterest by swiping left. If two users both swipe right on each other's profiles, it creates a match, and they can start messaging each other within the app.

Business Model :

Tinder primarily works on a **Freemium business model** where the basic, restricted version of the app is available to all, while a tiered subscription model is given to users to choose from based on their preference of features.

Along with the subscriptions, Tinder sells "Boost" which is a feature that makes your profile more visible and makes it a "top profile" in your area



The Problem Statement:

"As a Product Manager on the growth team of Tinder, we are required to increase the app ratings."

Deep Dive into the problem :

1.) Which app rating are we talking about?

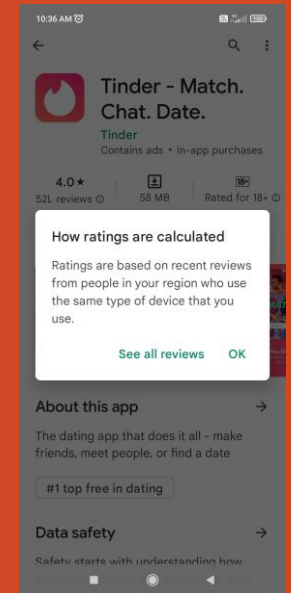
Tinder primarily has apps on two platforms : iOS and Android. The difference between app ratings on these two platforms is that the ratings on iOS(Appstore) are equally weighted, while on Android (Playstore) more weightage is given to recent ratings. For this reason any change made to the app will reflect in app ratings quickly on the Google Play store than on the Apple Appstore. Hence we will go ahead with Playstore ratings and any positive changes in app ratings we observe can be duplicated for the Appstore later.

2.) Why the need to increase app ratings now?

Lot of competing dating platforms have emerged in recent years, with main competitor being Bumble. Better app rating implies better playstore ranking, which in turn implies more downloads and increased user acquisition. Also, as of writing this section, Playstore rating for Tinder was 3.8 while that of Bumble was 4.1. It is important to identify and rectify such a gap in app rating.

How do Playstore ratings work?

Playstore ratings are an average of the rating given by the users, while taking into account the recency of reviews, the region where you are and the type of device you're seeing the review on. →



Formula for Rating calculation :

$$\text{Rating} = (5 \times \text{no. of people who gave a 5 star rating}) + (4 \times \text{no. of people who gave a 4 star rating}) + (3 \times \text{no. of people who gave a 3 star rating}) + (2 \times \text{no. of people who gave a 2 star rating}) + (1 \times \text{no. of people who gave a 1 star rating}) / \text{total no. of users who gave a rating}$$

User Research :

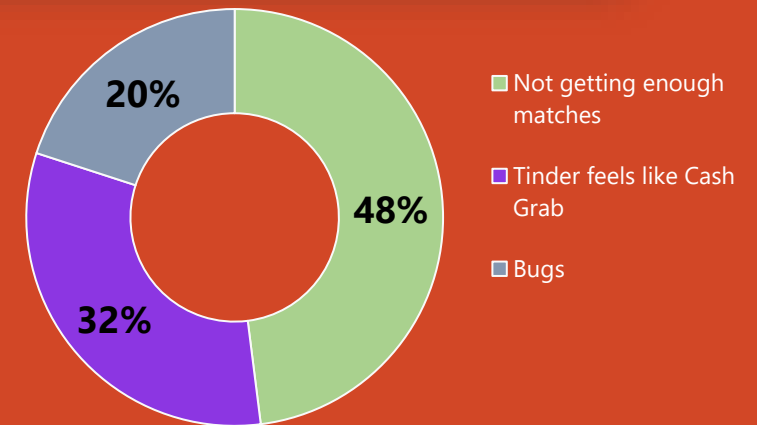
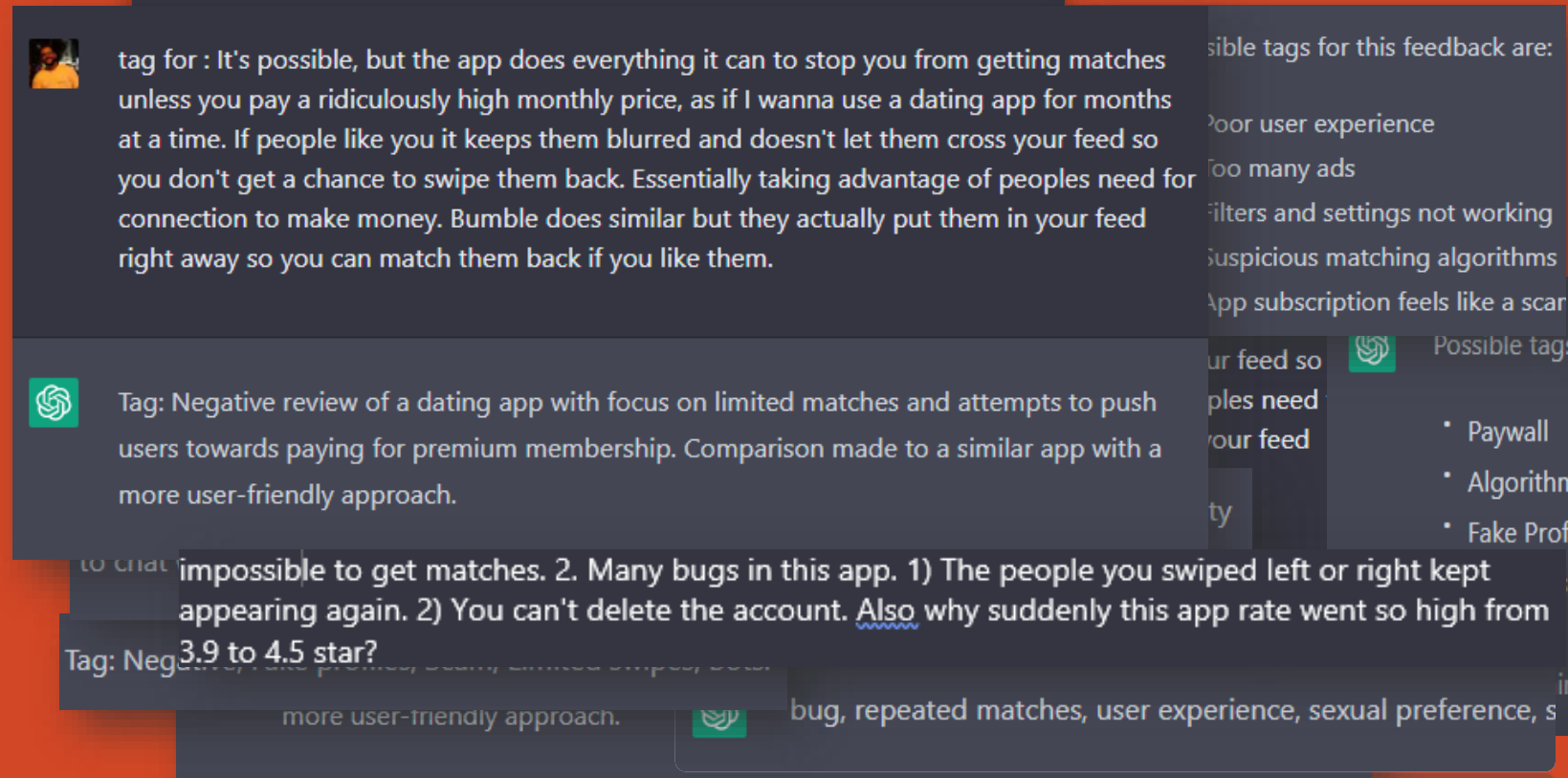
We did a meta research of the recent app reviews (Jan-Feb' 2023) posted on the Playstore.

Research Methodology :

I scraped most relevant reviews from the Playstore using a python script and sorted out the reviews with maximum number of "likes" or the reviews with maximum number of people finding it useful. I then picked out top 30 reviews and put them in ChatGPT to get the most relevant tags out of each of the reviews. Also manually checked the tags for verification.

Research Insights :

- 95% of bad reviewers were the Male users
- 20% of reviews mentioned bugs like app crashes, login issues, getting notification for a like but not having them in their liked section, etc.
- 48% of reviews mentioned that users were not getting enough matches, and that paywall was useless and premium subscription didn't provide any increase in getting more likes.
- 32% of reviews mentioned that Tinder feels like a cash grab with too many pop ups nudging to buy premium.



Understanding the problem:

Male audience on our platform are not getting enough matches. To increase their chances of getting right swiped they turn to our paid subscription plans. But the **end goal of getting matches** for majority of them is not met. This leads them to believing that they are not getting the value of their money and are leaving poor reviews on the playstore as a result.

KPI tree mapping app ratings to product outcomes



User Persona :

Our target user segment is male users in the 18-26 age group, who can afford to pay the premium subscription plans. This is the segment that had the most complains in regards of the app and paywall. They don't mind paying for subscriptions, but should get the value of the money they are spending. They expect Tinder to do the job that they are hiring it to do, i.e., getting matches which might turn into dates.



NAMAN SINGH

"I believe in soulmates. I also believe that soulmates need to date to figure out if they're soulmates :D"

Age : 26

Occupation : Software Engineer

Status : Single

Location : Ghaziabad

Gender : Male

Sexual Orientation : Straight

Archetype: Gen-Z

Salary : 15lpa

TECH KNOWLEDGE



DATING APPS THEY USE :



BIO

Naman is a straight cis male who hails from Ghaziabad. He loves to travel and dreams of traveling to every state of the country by the time he is 30. He fulfills his passion for photography while on these trips and showcases his talent on his Instagram page. Recently turned 26, Naman has decided to make a profile on Tinder and other dating apps because he wants to start dating, in hopes of finding love, before he has to settle down in a couple of years. He thinks that having talked to a person over text prior to meeting them makes them more comfortable with each other. He firmly believes that he must know a person for a couple of years before deciding to settle down with them, and thinks dating apps can help him in this.

GOALS/ NEEDS

- To find potential matches with similar personalities, seeking a long-term romantic relationship.

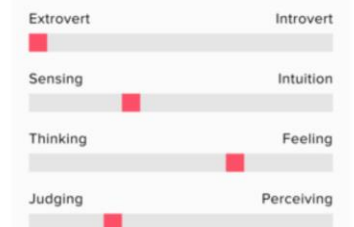
MOTIVATIONS

- Wants to find a partner to settle down with
- Thinks that a couple years of dating is crucial before making such a long term commitment decision.

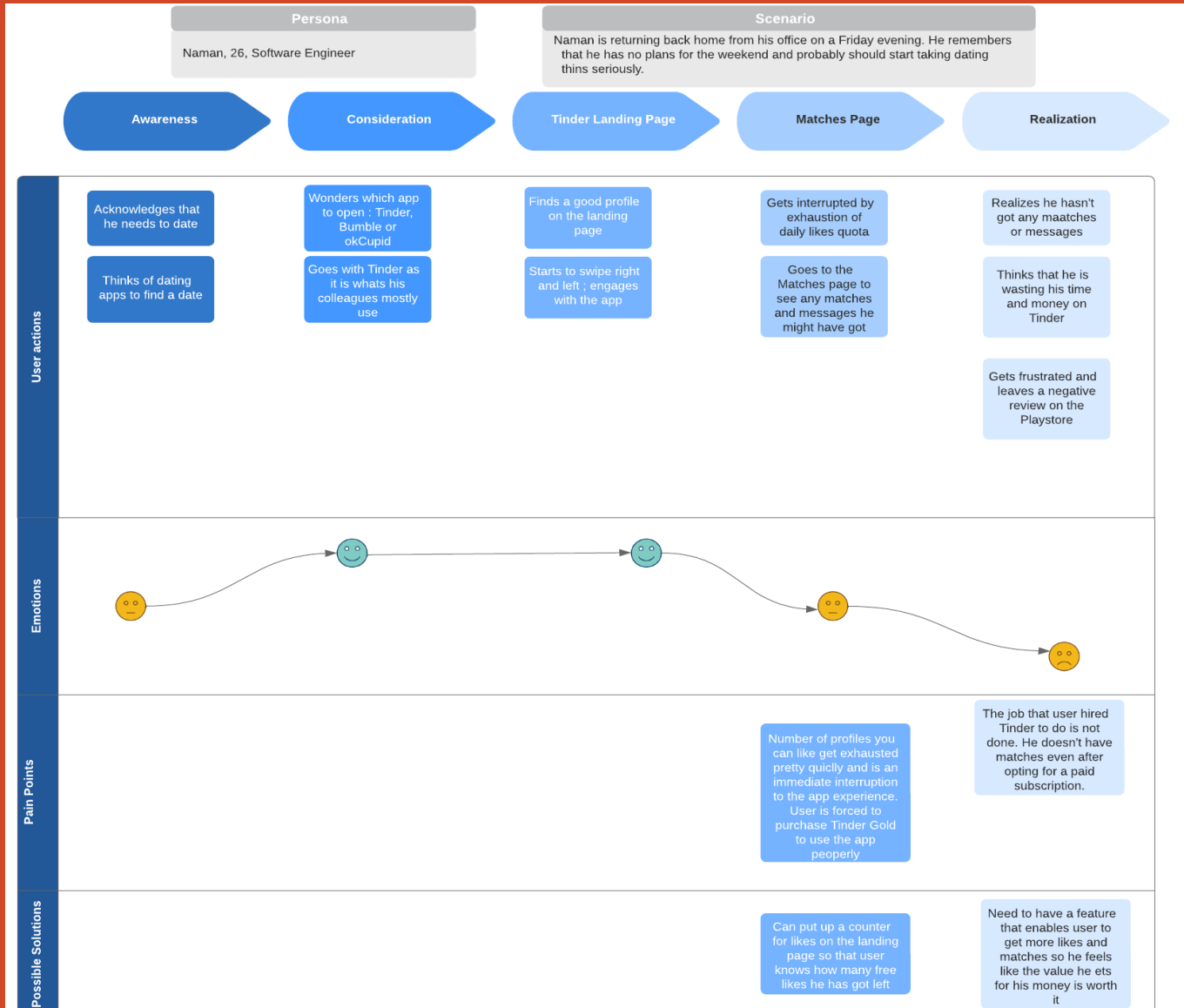
FRUSTRATIONS/ FEARS

- Tired of swiping right and not getting matches
- Thinks dating platforms are only interested in taking his money and not facilitate matchmaking
- Thinks the premium he pays for subscriptions does not justify the value he's getting
- Thinks he has a better chance of having date with a woman he met at a bar than anyone he meets on any dating app..

PERSONALITY



Customer Journey Map :



JTBD Statement :

“When I open Tinder to find potential partners
 But I see that I do not have any matches or likes
 Please help me get more likes and matches
 So I can find suitable people to date ”

New problem statement:

Increase the number of matches that premium users get, focusing on male profiles, but not limiting to it.*

*Any product outcome achieved for male users can be used for female users as well

Possible solutions :



- **Compatible** is a landing page feature where each profile has a **percentage rating** which shows how compatible you are with that person based on interests, personality tags, and previous right swipes.
- The theory behind this feature is putting a Netflix-like rating system created by an algorithm, which prompts user to swipe right.
- When a user sees that a profile has a higher compatibility rating next to it they are more likely to swipe right, thereby increasing matches on the platform.



- **One By Two** is a feature where premium members will be given a privilege to increase their right swipe probability to 0.5.
- On the home page, 2 premium member's profiles will be displayed at a time and the user will be required to swipe right to one of them.
- The 2 profiles will be combined based on interests, location and personalities so that the other user can make an informed decision.
- Drawback : might make users feel restricted and forces to swipe right and might lead to drop-offs.



- **Pick Up Lines** is a feature that mimics real life dating interactions.
- It breaks the barrier in One By Two by allowing premium users to **make the first move** and send pick up lines to the profiles of their choice.
- Premium Users will be shown a collection of profiles that are most likely to match with them (from the **Compatible** feature), using their right swipe patterns and personality and interest matching.
- They can see these profiles and send **1 personalized message with a predefined character limit**.
- The user on other end will see these messages (pick up lines) in their inbox in a special highlighted section.
- **Opposite user is more likely to engage in conversation if they've already received an interesting pick-up line.**

Why **pick-up lines**?



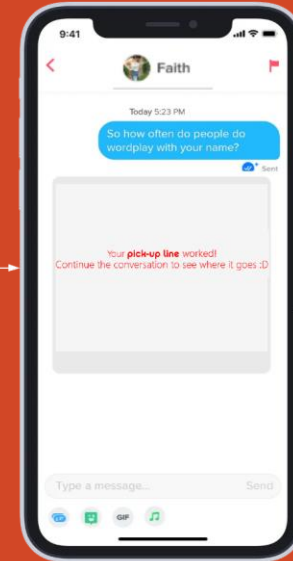
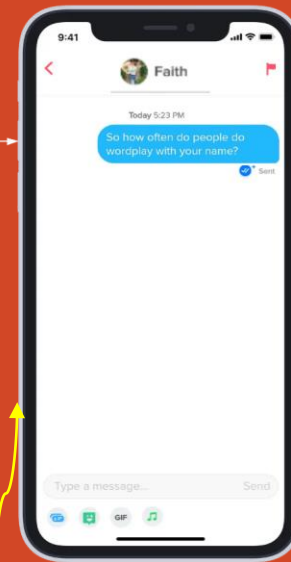
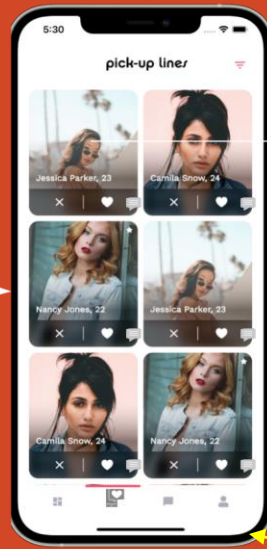
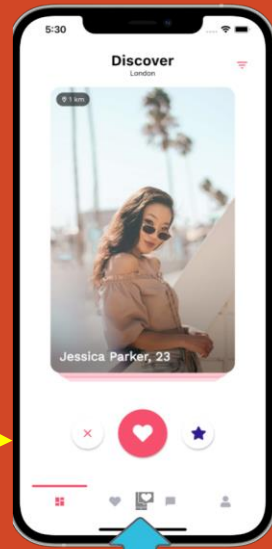
	compatible	one by two	pick-up lines
Discovery	5- Every profile will have the compatibility percentage displayed on the app landing page	4- Will be part of one of the paid subscriptions	4-Will be part of one of the paid subscriptions
Impact	3- Might not be a very decisive factor liking a profile	4- Opposite user will have to chose one of the 2 profiles displayed	4.5-Removes barrier of getting liked, by giving users an option to make the first move
Ease of Use	5- Easy to use as it is right there with other personality and hobby tags	3-Easy to use because part of subscription and follows same swipe right and swipe left concept	3-Potential Profiles will be shown in a separate tab to send pick-up lines to. Receiving user will receive in their inbox in a special highlighted section above other messages
Potential for Monetization	1- Due to low potential impact, the feature is too small to be monetizable	3-Good potential for monetization given great promised impact	3.5-Huge scope for monetization as this feature mimics real word interaction which users would be inclined to opt for
D*I*E*M	75	144	<u>189</u>

- Compatible doesn't look like an impactful feature.
- One By Two might be perceived as a feature which forces you to chose one of two. In a case where the user doesn't deem any of the two to be a good profile for them, this feature might result in drop offs.
- **pick-up lines** has the most potential for being a winning feature as it mimics real world experience and gives first move advantage to anyone willing to pay for it. User at the receiving end is also **more likely to engage in conversation** after receiving an interesting first message, which might turn into a potential date, **thereby fulfilling our JTBD.**

Wireframe for pick-up lines

Sender's POV:

1.) User clicks on the **pick-up lines** tab and goes to the next activity



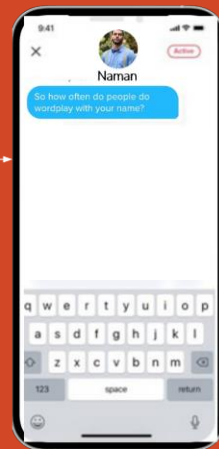
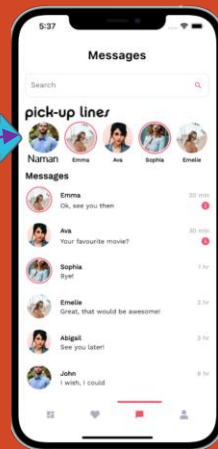
2.) User is shown the profiles he is most likely to match with. They select one and send their **first and only** message

3.) User is notified that their pick-up line has been accepted. They receive a message back

4.) Match has been made and both the parties begin their conversation. JTBD accomplished

Receiver's POV :

1.) Receiver can see the received pick-up lines at the top of the inbox



To accept the pick up line, they can just start the conversation, hence acknowledging a positive match

Metrics :

NORTH STAR METRIC	Change in Google Playstore ratings after deployment of the feature
AWARENESS	CTR on the pick-up lines tab at the bottom navigation bar in the app's landing page
ACTIVATION	No. of users signing up for premium from the pick-up lines tab
ENGAGEMENT	<ul style="list-style-type: none">No. of pick-up lines sent by the subscribersNo. of pick-up lines accepted by receivers
RETENTION	<ul style="list-style-type: none">Daily Active UsersWeekly Active UsersMonthly Active UsersRate of users re-subscribing next billing cycle
PERFORMANCE	<ul style="list-style-type: none">NPS scoreIn-app surveysIncrease in matches on the platform

Second Order Thinking :

- There can be initial inhibition especially from women users to accept/ view message from strangers.
- If increase in app ratings is observed on the Google Playstore, then same changes should be made to the iOS app as well.
- A basic version of the feature can be implemented for the non premium users with limited number of allowed pick-up lines per week to push them to buy premium.

Pitfalls:

- Initially users, especially women, might not accept the idea of receiving pick-up lines in their inbox and this might lead to higher drop-off rates and lower retention
- Some users might be disrespectful while sending the pick-up line. This can be mitigated by prompting users to be mindful of what they send, and having a report and ban system ready.

