

TEAM SPARK

TINDER



VS

BUMBLE



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Tinder

Social Application

Matches you with other users in your area

Used For

Dating, social networking, meeting new people

Profiles

Age, name (optional bio, school, etc)

Interface

Swiping (Other users are displayed and user can decide to like (right) or dislike (left) other users)

Matching

Users who both like (right) each other can then enter a chat interface to talk.

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Bumble

Social Application

Matches you with other users in your area marketed under “Empowered connections”

Used For

Dating, social networking, meeting new people
Bumble has entirely separate interfaces for meeting different categories of people.

Profiles

Age, name (optional bio, school, etc)

Interface

Swiping (Other users are displayed and user can decide to like (right) or dislike (left) other users

Matching

Users who both like (right) each other can then enter a chat interface to talk. However only female users may send the first message

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Heuristic Evaluation

Issues

Users are unable to recover from accidental swipes without payment

Too many icons on the bottom of the screen

Cluttered interface can be overwhelming for newer users.



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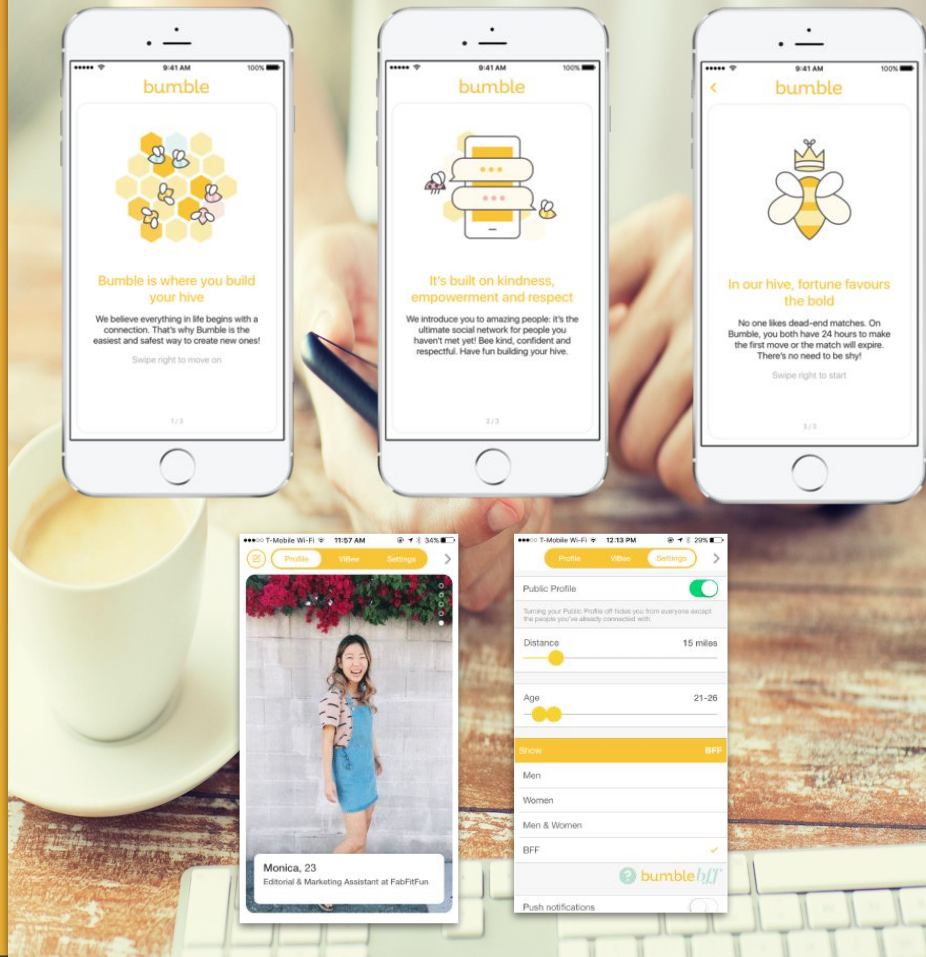
Conclusions

Heuristic Evaluation

Issues

Only allowing users to register through Facebook

Only allows users to match with people of the same sex in the Bumble BFF section



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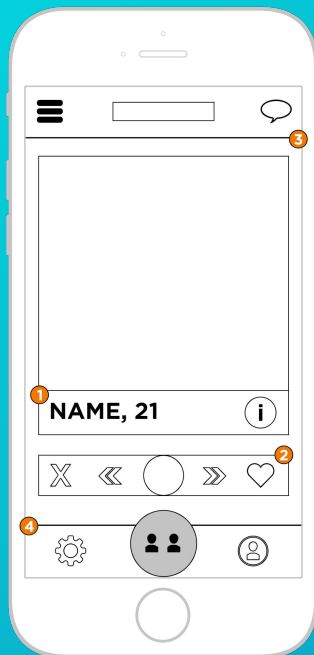
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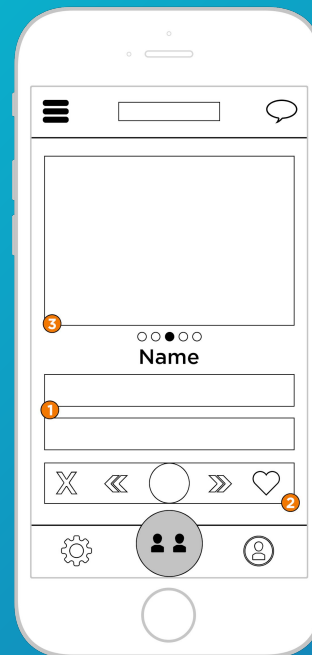
Initial Wireframes



1. MATCHING

MAIN SWIPING INTERFACE

- 1 Shows the person's name and age, along with an icon to display their whole profile
- 2 A visual interface to swipe left and right. Similar to answering a call on Android, this is a constant reminder of which way to swipe
- 3 A simple top bar that contains a collapsible menu, and an icon to access messages
- 4 The bottom bar allows users to quickly access their settings, profile, and main matching interface



1. MATCHING

VIEWING A PROFILE

- 1 Individual rectangles to show categories of information (location, interests, biography, age, etc...)
- 2 The same swiping interface as the previous screen. After viewing a profile, users have no reason to go back to the original matching screen. This lets the user make a decision without having to press an exit button.
- 3 Additional pictures to scroll through

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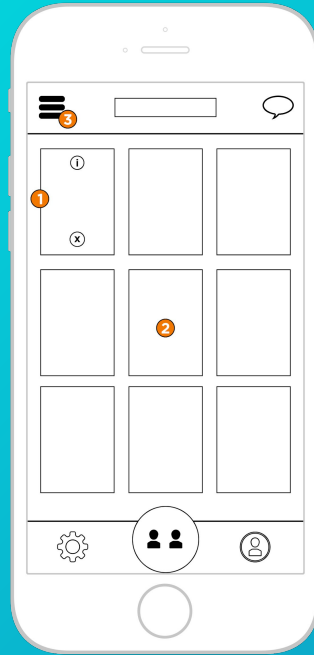
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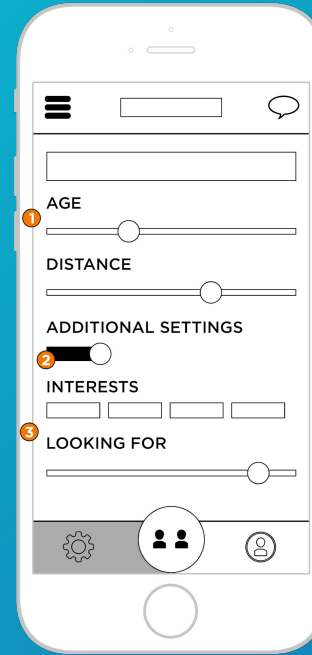
Initial Wireframes



2. UNDO SWIPES

LIST OF MATCH HISTORY

- 1 After tapping the photo of a profile that has been liked, the user is presented with the option to either view the profile again, or undo the like
- 2 All profiles that the user has matched with would be available by scrolling
- 3 This page would be accessible via the collapsible menu



3. SETTINGS

ADDITIONAL SEARCH OPTIONS

- 1 Essential settings like age preference, distance, profile visibility, gender, etc
- 2 On/off button to display additional settings to narrow down profiles that are displayed
- 3 Input methods like radio buttons and sliders to create more effective search parameters

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Empirical Test Objectives & Questions

Objective 1

Can users easily change matching filters? (Distance age etc.)

Questions

Will users be able to find the setting?

Will users get confused about which menu is settings vs edit info/profile?

Can they easily adjust the options available ?

Can users change filters efficiently (within a few seconds)?

Variables

Test scenario needs to give user access to menu/profile page

Will users understand the differences between the menus?

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Empirical Test Objectives & Questions

Objective 2

Are users easily able to undo mistakes?

Questions

Are they able to recognise the go back option ?

Are they able to remember how to activate undo feature?

What do users initially think they need to do to undo a mistake?

Will users get frustrated that they can't use the button that is visible to them without paying?

Variables

Test scenario needs to give user access to swiping interface

Users must perform a dislike swipe before they can undo an action

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Empirical Test Objectives & Questions

Objective 3

Can users remember how to like or dislike profiles?

Questions

Are they able to swipe in the right direction after the first use

Do users get confused by the superlike/superswipe buttons/gestures?

Can users recognise the icons and what they do (tinder)

Do participants use gesture or buttons

Variables

Have the users used the application before? Have they tried other similar apps?

If not, how do they learn gestures?

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Empirical Test Design

Pre-Test

- Pre-Test questions
 - Age, experience, comfort

During Test

- Think aloud testing
 - 3 scenarios to evaluate test objectives

Post-Test

- Questionnaire
 - Overall thoughts, cover final points
- Active Same place, same time for five participants
- Within subject design
- Swapped ordering of products and scenarios for each participant

Questionnaire - Bumble

* Required

How easy was it to figure out how to like or dislike? *

1 2 3 4 5
Very Easy ☐ ☐ ☐ ☐ ☐ Very Difficult

Do you prefer the option to use a button rather than gestural motion to like or dislike profiles? *

☐ Button
☐ Gesture (Swipe)
☐ Other: _____

How difficult is it to use the undo option? *

1 2 3 4 5
Very Easy ☐ ☐ ☐ ☐ ☐ Very Difficult

How easy is it to find the filter options? *

1 2 3 4 5
Very Easy ☐ ☐ ☐ ☐ ☐ Very Difficult

What additional options do you think would be useful in the match filtering settings?

Your answer _____

Overall how satisfied are you with your experience ? *

1 2 3 4 5
Very Satisfied ☐ ☐ ☐ ☐ ☐ Very Dissatisfied

Additional Comments

Your answer _____

SUBMIT

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Test Scenario 1 - Preferences

Objective

Can users easily change matching filters? (Distance age etc.)

Context

User: New or casual user

Knowledge: Familiar with mobile apps, new to dating apps

Environment: In public, on the go

Previously: Setup profile

Criteria

Effectiveness:

Rate of correct settings no lower than 95%

Rate of incorrect navigation under 90%

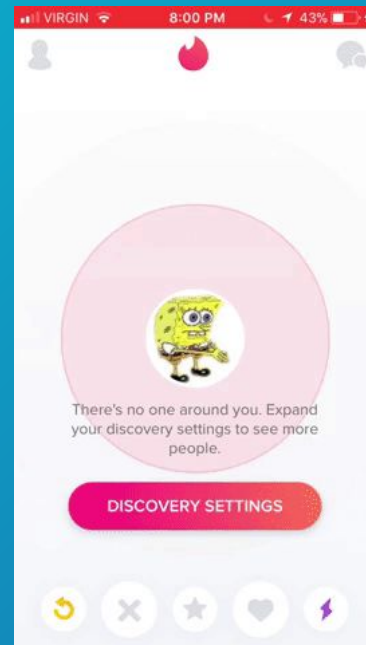
Efficiency:

Navigation to settings menu no longer than 10 seconds

Viewing new filtered matches within 8 seconds of applying settings

Satisfaction:

Rate of complaints about process lower than 10%



Workflow



Test Scenario 2 - Undoing

Objective

Are users easily able to undo mistakes?

Context

User: Intermediate or casual user

Knowledge: Used app for a few days in a row, but has never made a mistake

Environment: In public, on the go

Previously: Setup profile, filtered matches, swiped through multiple profiles

Criteria

Effectiveness:

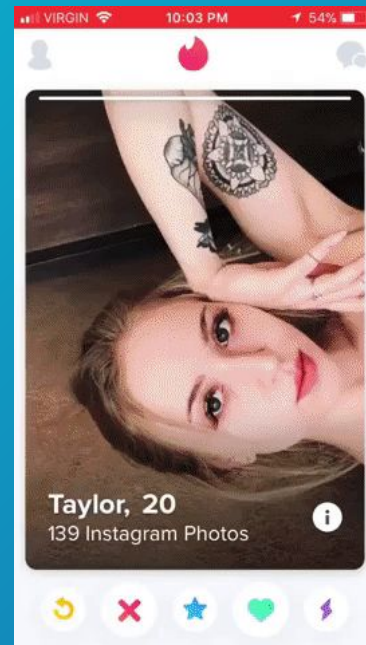
Rate of successful undos no lower than 95%

Efficiency:

Undo function discovered within 10 seconds

Satisfaction:

Rate of complaints about process lower than 10%



Workflow



Test Scenario 3 - Swiping

Objective

Can users remember how to like or dislike profiles

Criteria

Effectiveness:

Less than 5% of users make errors

Efficiency:

User can go through an average of 2 profiles every 10 seconds

Satisfaction:

Rate of complaints about process lower than 10%

Context

User: New or casual user

Knowledge: Used app before, but has forgotten most functionality

Environment: In public, on the go

Previously: Setup profile, filtered matches, swiped through multiply profiles



Workflow



Test Methods & Procedures

- One evaluator per participant
 - completed at home & campus
- Pre test questions were asked
- Participants were briefed on the nature and process of test and asked if they consent to audio and visual recordings
- Three scenarios were asked of participants
 - Users encouraged to vocalize thoughts
 - Evaluators timed tasks
- A short online survey followed the scenario
- Same scenarios and surveys were used for both apps

Summary of Findings

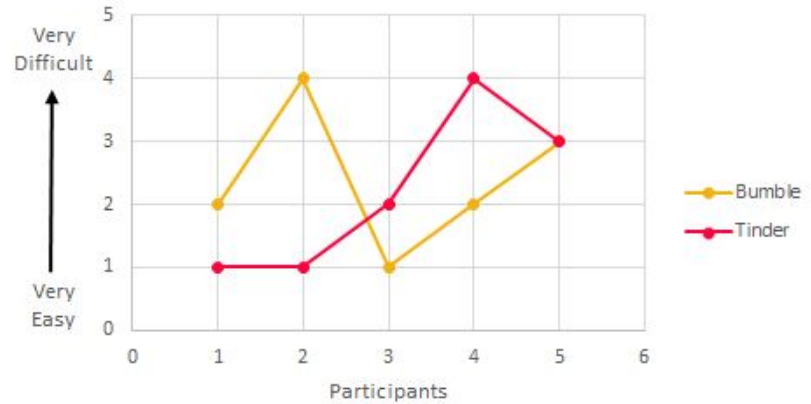
Participants:
Age 20 – 29
No experience to regular users

"I am aware that I can swipe but i don't know what direction"

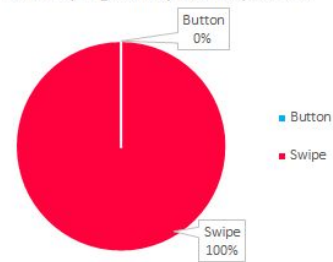
"Okay I know you're supposed to swipe or something - oh shit, okay I didn't mean to like that person. Okay so right is like, left is dislike. Alright, I got this."

Participants like to have the button option

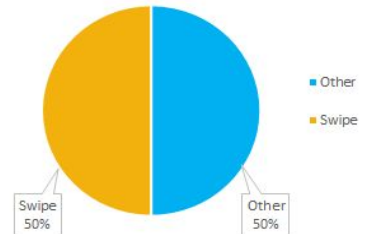
Ease of figuring out how to like/dislike profiles



Tinder - Preference of buttons vs. swiping to like/dislike profiles



Bumble - Preference of buttons vs. swiping to like/dislike profiles



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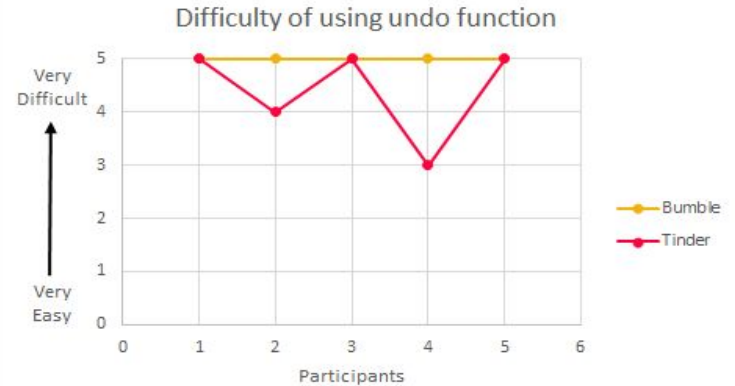
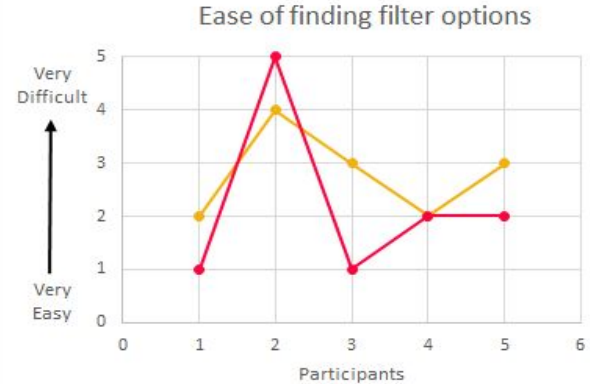
Easy

"Okay wait how do I-- oh you go to settings. It's under edit profile. I don't know where you can choose if it's men or women. Am I blind? I can't find that. I can find distance and age but not gender.."

Confusing because it is a paid feature

"There's no button here, I'm not really sure how to do that."

"No way I could have figured that out without the pop-up that was not intuitive at all."



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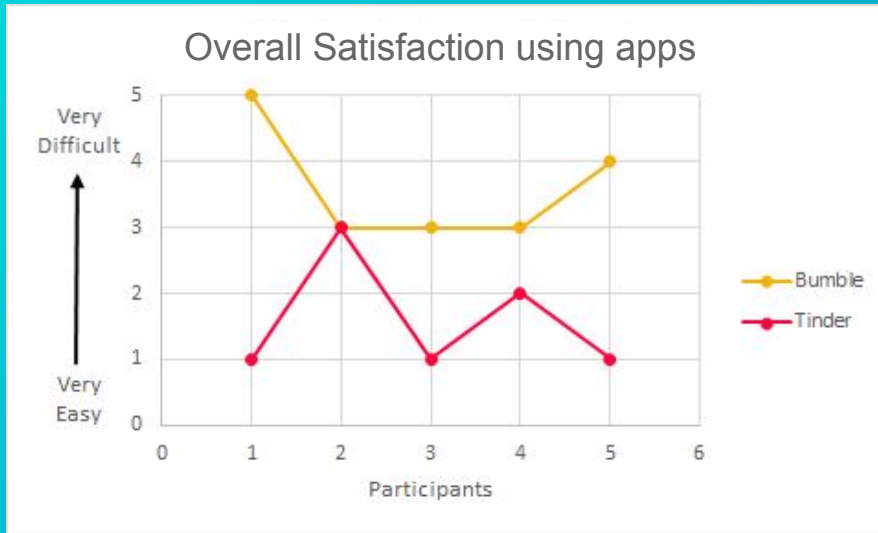
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Summary of Findings



Participants generally preferred Tinder, more user friendly.

"If I had never used Tinder I would have a really hard time learning Bumble"- Participant

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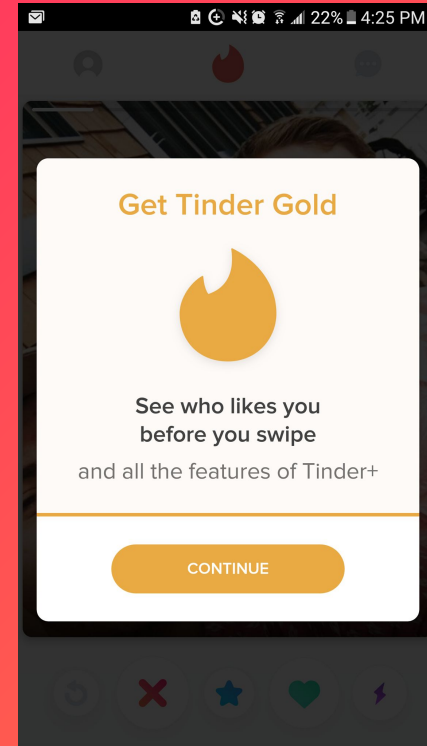
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Conclusions | Tinder

- Users generally liked Tinder better
- Undo function is a lot clearer and easy to use then Bumble's
- Like/dislike buttons were occasionally used instead of swiping
- Users did not enjoy that key features were locked behind a paywall



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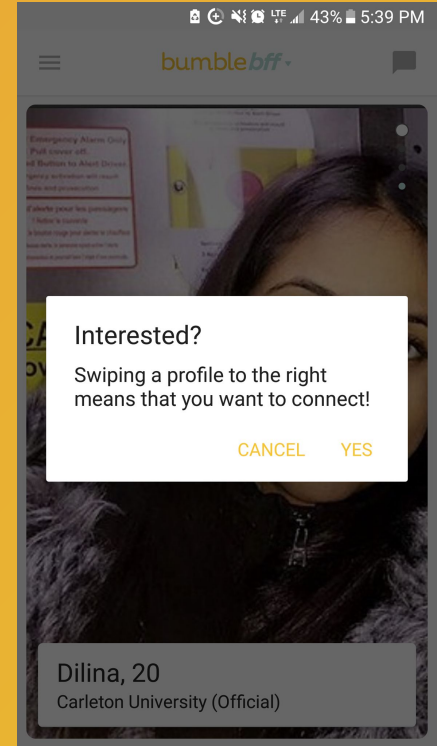
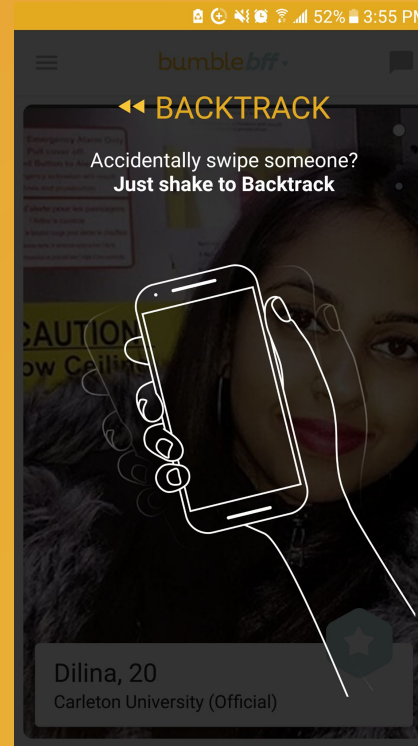
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Conclusions | Bumble

- Users provided strong feedback regarding their dislike of the undo feature
- Lack of buttons caused slightly more errors in matching than Tinder



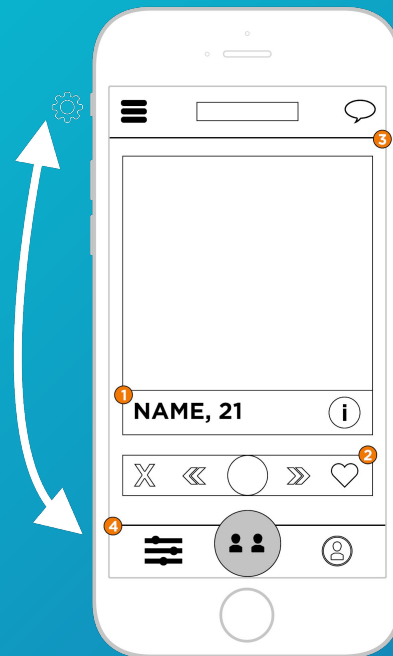
Conclusions | Suggested Direction

Can users easily change matching filters?

- Most users went to the “profile” section first, which is incorrect
- This is due to confusion as to whether filters are in settings or profile

Solution

- Give the filter menu its own button
- Make it visible on the matching screen
- This makes it easier to access while matching



1. MATCHING

MAIN SWIPING INTERFACE

- 1 Shows the person's name and age, along with an icon to display their whole profile
- 2 A visual interface to swipe left and right. Similar to answering a call on Android, this is a constant reminder of which way to swipe
- 3 A simple top bar that contains a collapsible menu, and an icon to access messages
- 4 The bottom bar allows users to quickly access their **search filters**, profile, and main matching interface

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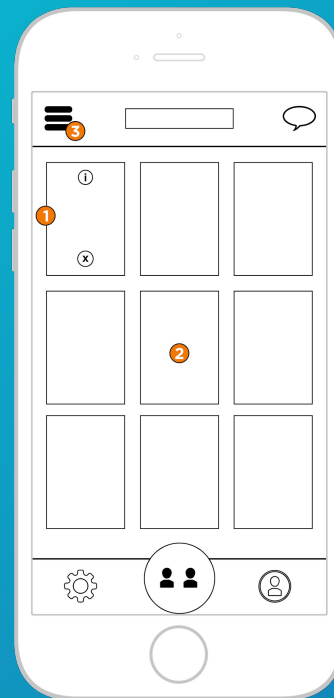
Conclusions | Suggested Direction

Are users easily able to undo mistakes?

- Tinder's undo button was more effective than Bumble's "shake"
- 100% of users think this should not be locked behind a paywall
- Feature lacks flexibility

Solution

- Create a "previously liked/disliked" screen
- Accessible through main menu
- Allows users to undo all actions, not just the previous one



2.UNDO SWIPES

LIST OF MATCH HISTORY

- 1 After tapping the photo of a profile that has been liked, the user is presented with the option to either view the profile again, or undo the like
- 2 All profiles that the user has matched with would be available by scrolling
- 3 This page would be accessible via the collapsible menu

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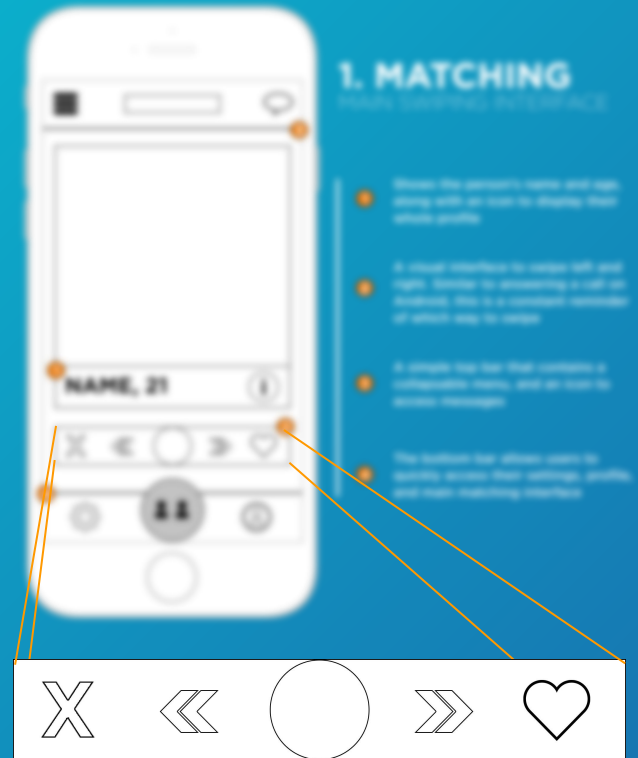
Conclusions | Suggested Direction

Can users remember how to like or dislike profiles?

- Users are able to remember which way is like/dislike after some practice
- Some users use Tinder's buttons interchangeably with swiping

Solution

- Keep the like/dislike buttons, in addition to swiping
- Serves as a constant reminder which way is which
- Does not distract too much from the photo



Thank You!

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