

Assignment 1
Product Selection and Analysis



IMD3001/PSY4800

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1.



Marketed as “the world’s most popular app for meeting people”, Tinder is a social application that matches you with other users in your area. While Tinder can be used to grow your social network or meet new friends, it is most commonly used for dating. Every user has a profile with mandatory information (photos, age, name), and optional information (short description, favourite song, location, school, etc.). Once a profile is created, other users’ profiles are then displayed one by one. If the profile is interesting to them, they can make a swiping motion to the right to “like” that person. Swiping to the left means “not interested” or “dislike”. If two users “like” each other, they will then gain access to a private chat with one another, where they can chat and exchange details if they wish. Each user is only allowed to “like” a limited number of profiles per day.



Another social app with similar features to Tinder is Bumble, which markets “empowered connections”. Like Tinder, users create a profile with mandatory and optional information, swipe left and right on other people’s profiles, and then interact with any matches. Both Tinder and Bumble have implemented monetization in their apps, where users can pay a fee to do things like have their profile featured, get unlimited “likes”, and more.



However, with Bumble, only women can be the first to send a message to their matches. This differs from Tinder’s model, as there are no restrictions on who can send messages first. If the woman does not send a message to one of their matches within 24 hours, then that match expires and those two users can no longer talk to one another. Another difference between Tinder and Bumble is that Bumble has separated their user base into three different categories; dating, friend finding, and networking. On Tinder, if a user was trying to find a professional to network with, they would have to filter through all the people looking for relationships since Tinder’s user base is not separated into categories. Bumble allows users to define what they are looking for with one of the three categories, and will only show other users interested in that same category.

2.



When first opening Bumble you must log in with your Facebook account. This limitation excludes certain members of society from using this app and will force them to either make a Facebook account or to use a different dating app.

A major problem as a first-time user is that there is no indication of how you match with others. Once you swipe a message bubble will appear telling you what you're doing (swipe left - you're not interested, swipe right - you're interested). If you have not used the app recently you may have forgotten what direction to swipe and miss the opportunity to match with someone you were interested in.

By using Facebook to create your account, Bumble takes images, information, and preferences to create your profile. Most elements can be adjusted, but your age and gender cannot be. These parameters have to be changed in Facebook, adding multiple unnecessary steps to personalise your profile.



When creating an account using Facebook, Tinder also makes use of your personal information for your profile. This information can be modified, though some personal information is displayed on your Tinder profile without consent until the profile is completed.

Alternatively, in the settings tab, constraints of age or distance relative to one's self can be placed to eliminate profiles that are not what you're looking for, but some still may not fit within the desired limitations. Equally, when changes are made to those constraints, profiles that have previously been rejected will reappear, this can be annoying as you should not have to revisit the same profile time and time again after rejecting them as a match.

3+4.



The overall goal of Tinder is to match people. In order to accomplish that goal, Tinder's top level functionality involves setting up a profile, swiping through profiles, and messaging successful matches. The secondary level functions that aid to accomplish these can be broken down based on the three top level functions. (See Appendix 1 for diagram)

Setting up a profile

- Adding photos: Users can manually add pictures of themselves or, if registered through Facebook, Tinder automatically picks your top few profile pictures from your account. Users can select up to six photos, and have the option to adjust which order the photos appear to other users
- Writing a biography: Users can write their own 'about me' section as a means to 'sell' themselves to potential matches. There is also the option to include your current workplace, school, as well as widgets to link Instagram and Spotify accounts.

Swiping

- Analyzing/judging profiles: Due to the nature and layout of the application, users can swipe through many profiles per minute. The main interface of Tinder gives the majority of screen space to the first picture on a users profile, along with their name, age, and school or workplace. Users can swipe and tap to view additional pictures and read the bio of the selected individual
- Like/Dislike/Superlike: Once the user has decided whether or not they are interested in the person, they can swipe left to dislike, swipe right to like, and swipe up to Superlike. Each function continues the list to the next available person, with likes/Superlikes resulting in matches being formed if both parties have liked one another. On Tinder, one free Superlike is granted every 24 hours, with additional Superlike's requiring an in-app purchase.

Messaging

- One-on-one conversing: Once a match has formed, each party will have access to a messaging feature that allows for one-on-one communication. From here, either party can start up the conversation and the sparks can start flying.



The overall goal of Bumble is to create meaningful relationships. To accomplish this goal, it follows the same three top-level functions as Tinder with setting up a profile, swiping, and messaging. (See Appendix 2 for diagram)

Setting up a profile

- Adding photos: Users can upload photos the same way that Tinder users can, through either Facebook or their own camera roll. Users also have a maximum of six images allowed and can change the display order in which the images are viewed in.
- Writing a biography: Users can create biographies similar to Tinder in which includes a short “about me” section with an option to include current occupation and school. Users also have the option to link their Spotify account to compare music preferences.

Swiping

- Judging profiles: Users can swipe through potential matches in an identical manner to Tinder with a few minor differences: for example, Bumble allows for three free “re-swipes” a day if you accidentally left swipe a potential match, undoing the previous action.
- Like/Dislike/Superswipe: Bumble follows the exact same swiping system as Tinder, with Superswipe’s strictly being a paid feature. User can swipe on unlimited potential matches.

Messaging

- One-on-one: Once users match, they have the option to have a one-on-one conversation via the messaging tools provided in app. However, since the Bumble brand is built on giving power to females in heterosexual matches, once matched, a 24 hour timer is placed and it is up to the female to message the male. If no message is made in this time frame,

the match disappears. The same system applies to the male once the first text is made to reply within 24 hours.

5.



Tinder's goal is to make it easy for users to easily meet new people, based on location. Two users will match only if they both "like" each other, strictly opening the chat feature to users with mutual interest, creating an environment with "*No stress. No rejection.*" (App Store).

Tinder has additional features that users can pay for to get more attention from other users, and its main aim is to make meeting people easy and fast. (See Appendix 4 for Tinder Bio)



Bumble's goal is to create a safe and respectful environment for people to create relationships. Much like Tinder, two users will only match if there is mutual interest. However, in heterosexual matches, users who identify as female have 24 hours to send the first message, with their match having 24 hours to respond, otherwise the connection will expire. This allows people to "*form meaningful relationships in a respectful way*" (App Store).

Bumble has several different versions depending on the relationship that the user is looking for; Bumble for dating, Bumble BFF for friendships, and Bumble Bizz for career networking. (See Appendix 3 for Bumble bio)

6.



Bumble does a better job at meeting their vision than Tinder, but both of them have work to do to become better. They are both available as free applications, with paid features being used to provide an edge on finding more matches. A big problem with Tinder's platform is that it has cornered itself into catering specifically towards dating and, more specifically, hookups. On

Tinder, you are not given the option to group yourself into a category based on what your relational goals.

Bumble is open to different types of users by providing the option to select your relational objective, whether it be dating, friendship, or networking. Because of this, Bumble allows for more opportunities to connect with others. When users log into Bumble and communicate with their matches, there is a much lesser chance of there being a conflict in intention due to the nature of the platform.

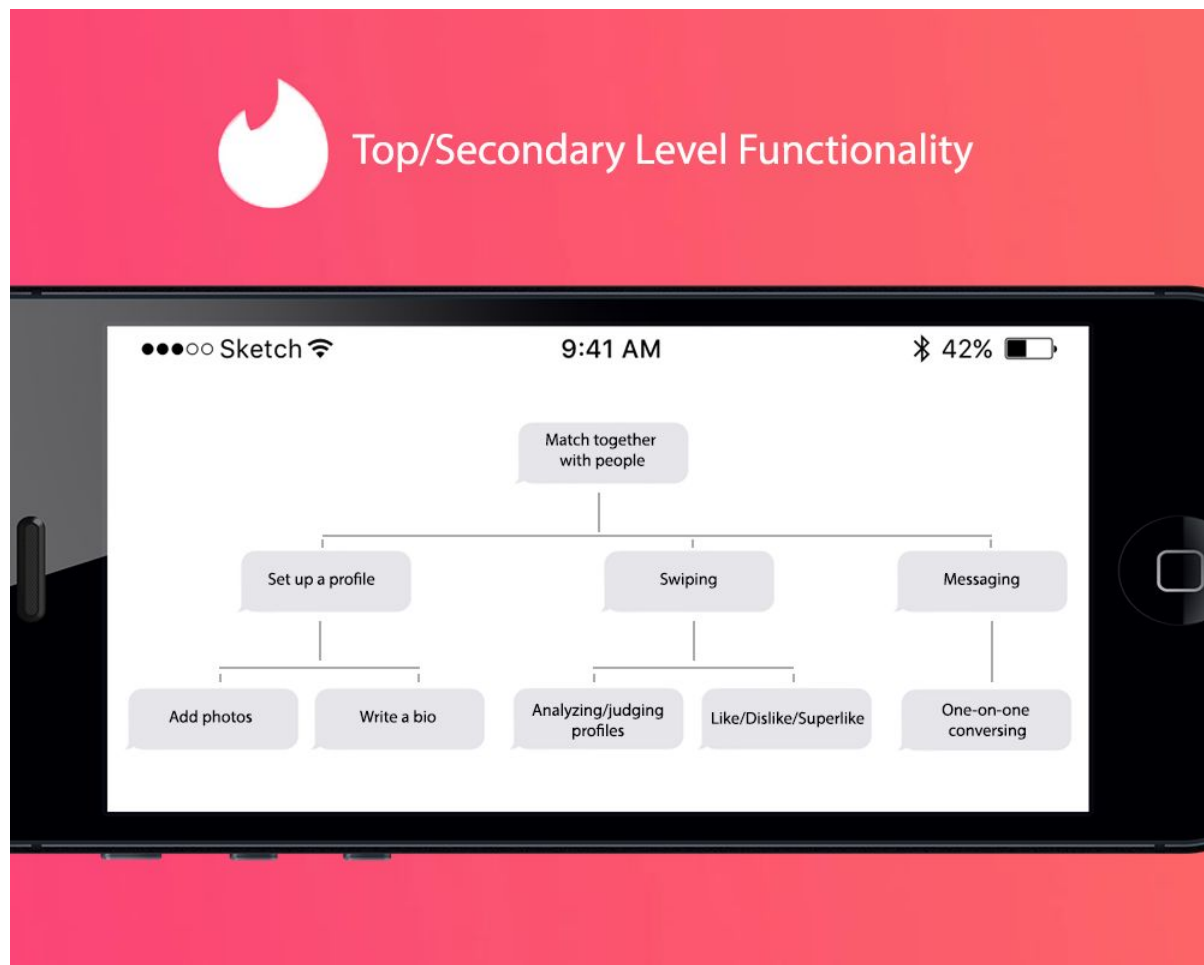
A problem that both platforms suffer from is that there are not enough measures in place to narrow the list of people you see on your feed. Both Tinder and Bumble find users based on your location, gender, and age preference. Having additional options to help filter through users based on interests would help save time in searching through profiles.

7.

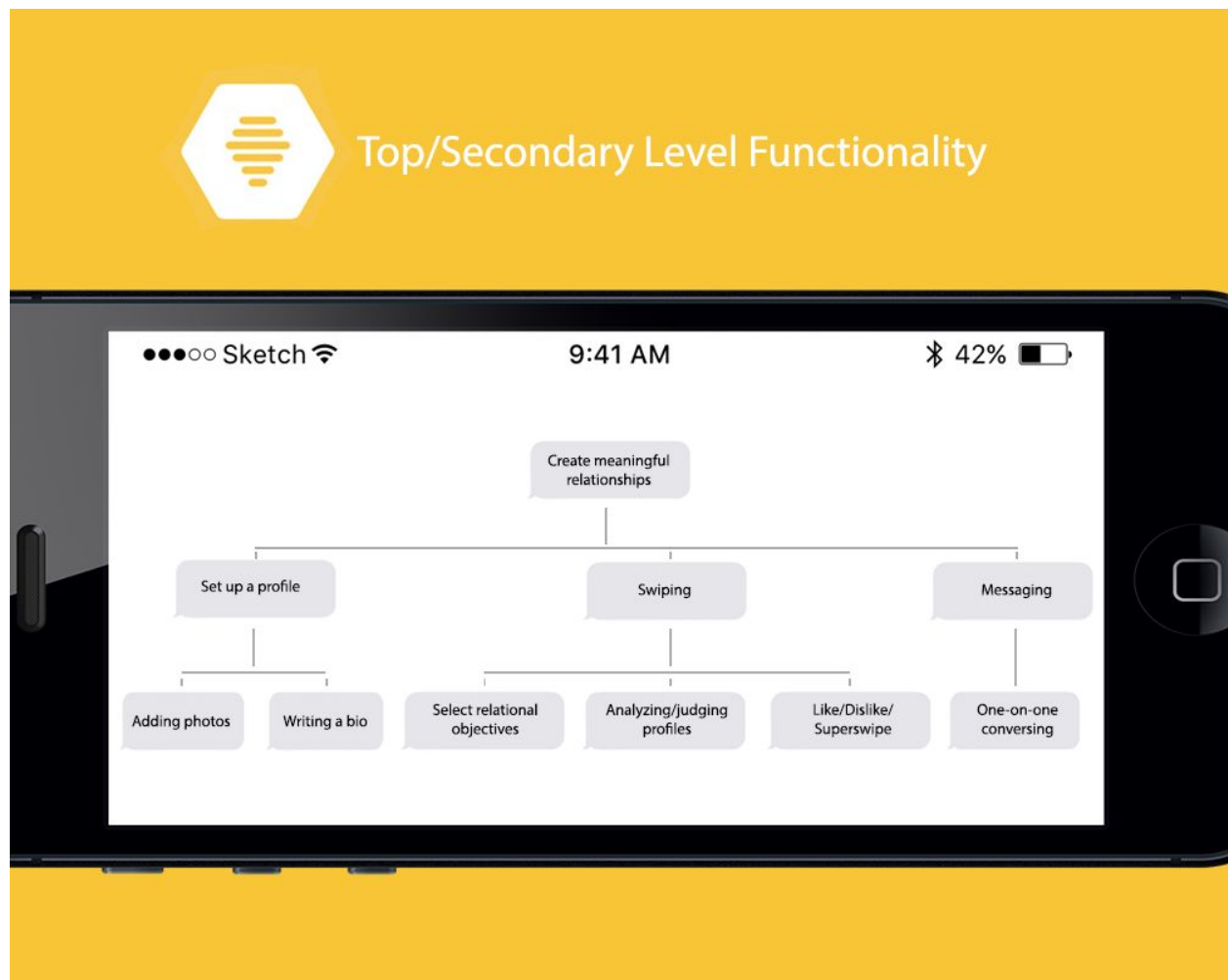


Tinder and Bumble both have similar goals of bringing people together. They both have similar approaches to meeting this goal, with their own unique attributes. Based on the goals of the applications, Bumble provides more flexibility in terms of finding matches based on specific needs. When creating an account, Bumble requires that you connect with Facebook, while Tinder does allow the option to use email over Facebook. The Facebook requirement for Bumble could limit its user base by targeting individuals with a social media presence. Users of either application have limited options in terms of finding others with similar interests, with both platforms relying on location, age, and distance as a means of connecting people. Given these restrictions, it is possible to use the analysis of the strengths and weaknesses of these platforms to our advantage in order to study possible improvements that can be made, resulting in a platform that can better meet the vision set out by Tinder and Bumble.

Appendix 1. Top/Secondary Level Functionality for Tinder



Appendix 2. Top/Secondary Level Functionality for Bumble



Appendix 3. Bumble Bio

“Bumble is about creating new connections. It’s social networking for people you haven’t met yet. Whether it’s for dates, meeting friends or growing your network, you can use Bumble to make empowered connections.

As a social network rooted in promoting kindness, respect, and empowerment, Bumble provides opportunities for you to make genuine connections across all facets of your life. Bumble is the first app of its kind to bring dating, friend-finding, and career-building to a single platform.”

- (<http://thebeehive.bumble.com>)

Appendix 4. Tinder Bio

“The people we meet change our lives. A friend, a date, a romance, or even a chance encounter can change someone’s life forever. Tinder empowers users around the world to create new connections that otherwise might never have been possible. We build products that bring people together.”

- (<https://www.gotinder.com/press>)