

Snippet

**How can we
revolutionize the
dating app space?**

Miguel Molina

Snippet

**Allow users to share video
'snippets' of their lives in order
to increase engagement.**

Snippet

Do Americans think online dating is a good way of meeting people?

15% increase from 2010 to 2015

Okay, but is usage increasing?

20% increase from 2013 to 2015

What about video, is it popular?

64% of all the world's internet traffic was video content in 2014

What about looking forward?

80% of global Internet consumption will be video content by 2019

Snippet

Tinder

Social Media integration used for matches

OKCupid

Long questionnaire used for matches

HowAboutWe, eHarmony

Long + lengthy onboarding process in order to make club exclusive

SnapChat

Short video snippets, centered around video, video disappears after 24 hours

So many others...

Match.com, Coffee Meets Bagel, Hinge, Hitch

Snippet

Features

Short video snippets

Video snippets last 24 hours

User profiles with basic info

Simple intro questionnaire

Profile info used for matching

Videos viewable only by match

Most active get matched

Matches appear on main feed

Block users/report inappropriate videos/profiles

Chat

OUR PRODUCT

Snippet

Positive Feedback

“Videos are a great way to break the ice.”
“Following SnapChat’s business model is the way to go.”

Negative Feedback

“What about privacy?”
“How will you make customers feel comfortable sharing videos?”

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Key Findings

More than 75% think it's difficult to start a conversation

More than 70% would be comfortable sharing video

Less than 40% care about user profiles

Snippet

BOB O'NEAL

23

Single

Long Island

Software Engineer



Bob is a recent college graduate who jumped right into the real world. In college, Bob was in a fraternity so it was easy for him to socialize with many people. However, now that he is in the “real world,” meeting new people is difficult.

Bob has been very hesitant about using dating apps because he feels as though people might make fun of him for using them. However, he is very active on social media. He thinks Tinder is cool and loves using SnapChat and YouTube.

PERSONA 1

Snippet

JENNY PERRY



23

Single

Manhattan

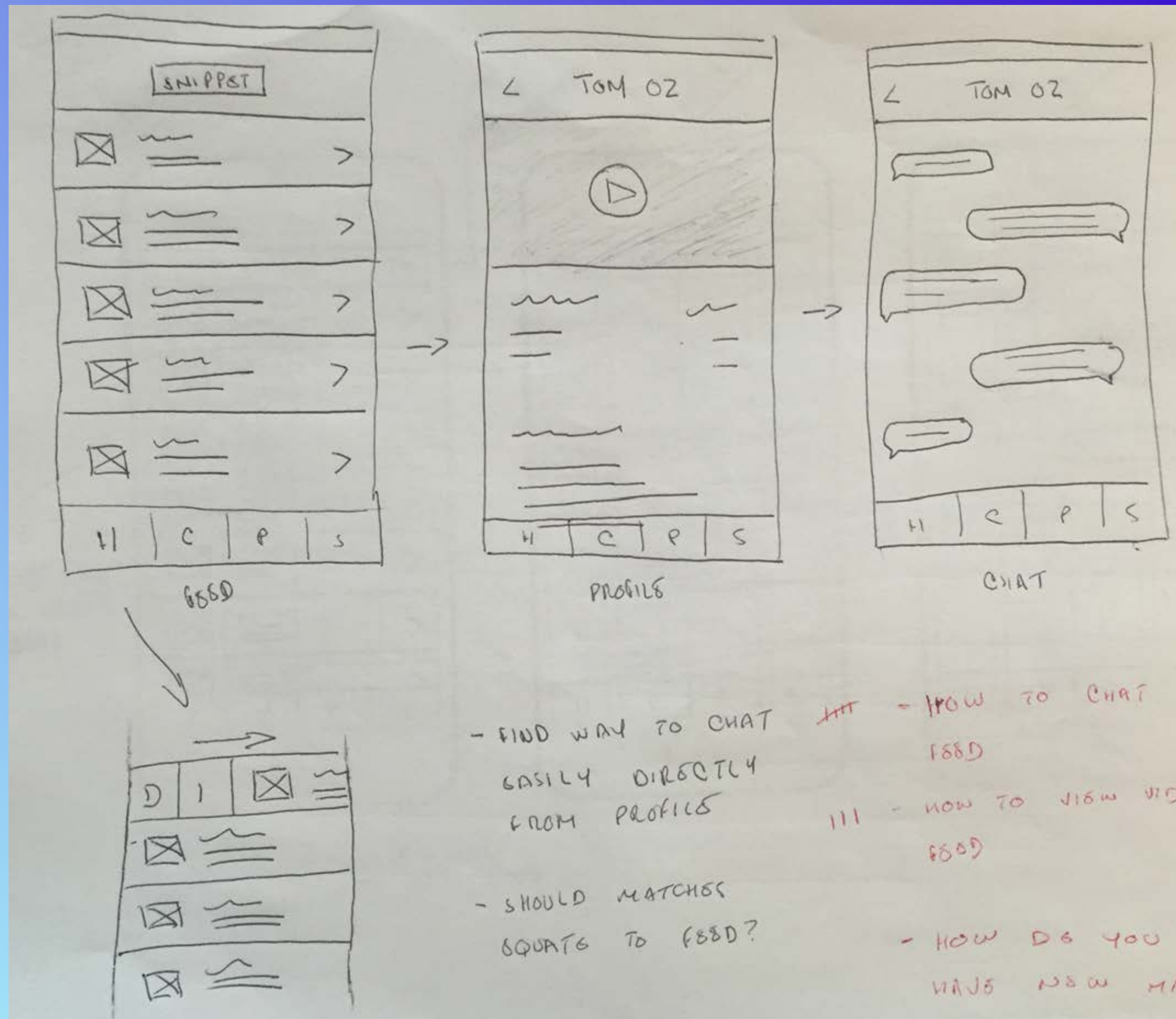
Product Marketing Manager

Jenny is a recent college graduate who now works in the busy streets of New York. She usually goes out with her co-workers and friends from whom she has met in the city. Jenny is a very outgoing person and loves making new friends.

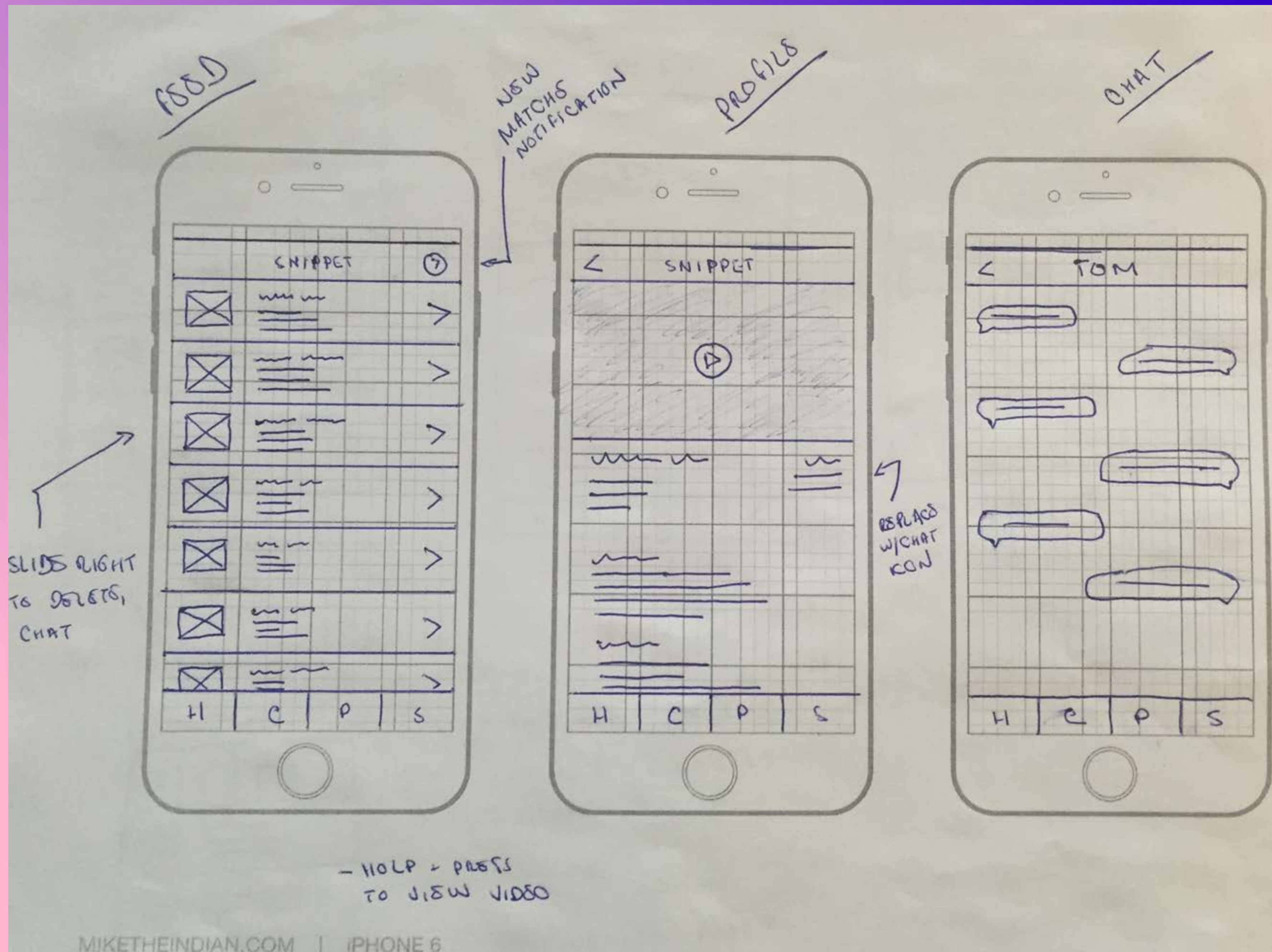
Jenny does not use dating apps or websites and is not very active on social media. She is a busy woman who is constantly on the go, so sitting down and spending a lot of time on her phone is not something she does often.

PERSONA 1

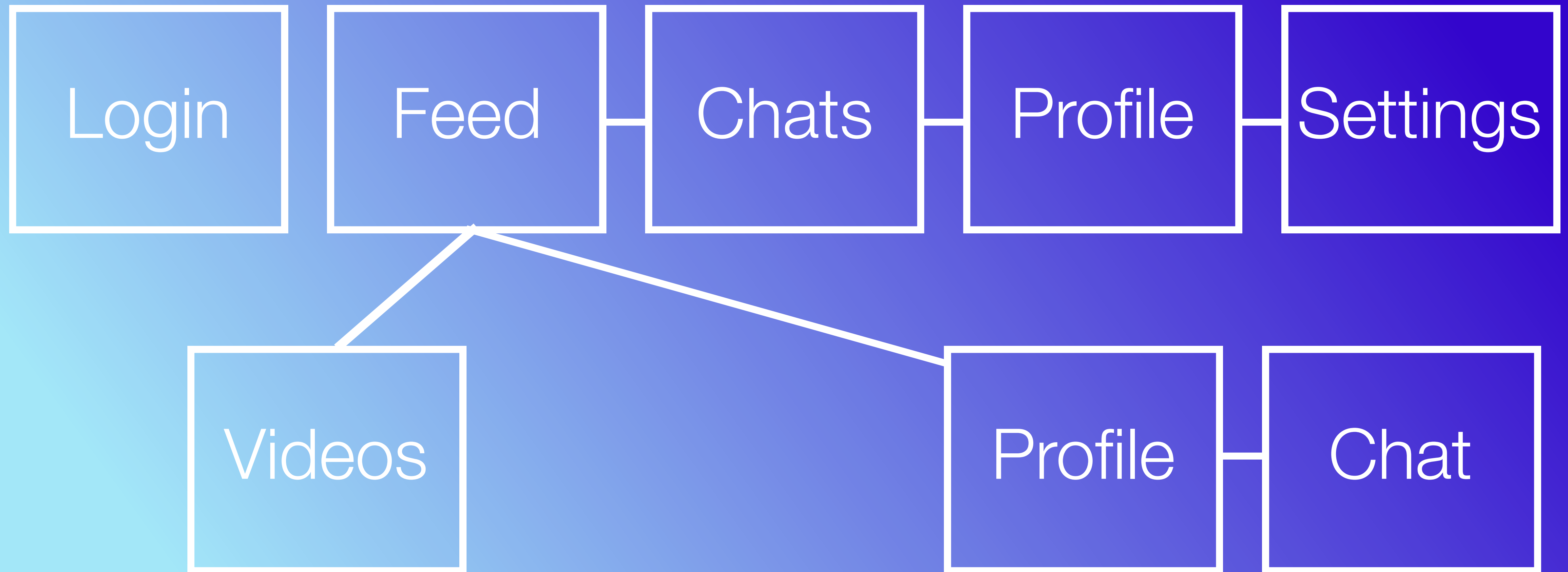
Snippet



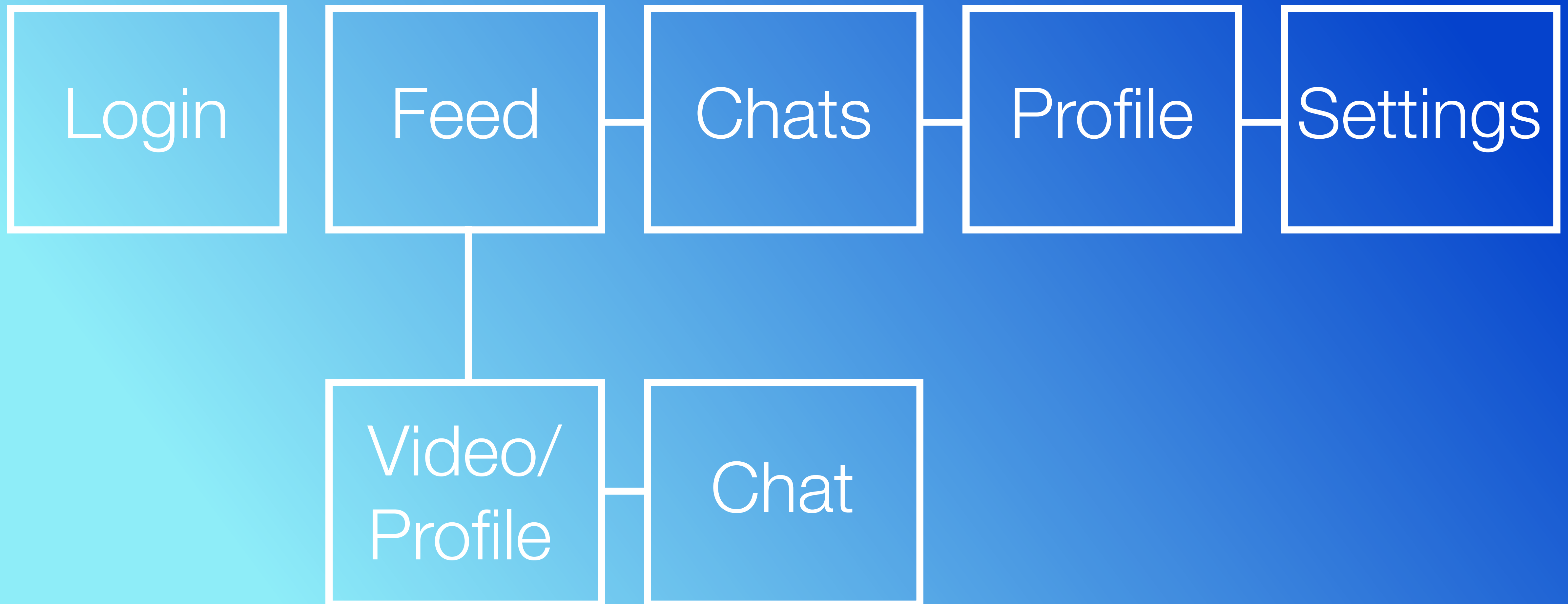
Snippet



Snippet



Snippet



DESIGN PROCESS - JOURNEY

Snippet

Snippet

E-mail

Password

Login

[Forgot Password?](#)

[Need an account?](#)

Snippet

We'll send you a link to renew your password.

Email

Send

Snippet

5

Latest Matches



Dylan Hamilton

Age: 27
Franzport
Graphic Designer



Alex Richards

28
New Davidmouth
Graphic Designer



Todd Soto

25
Port Zoilaville
Gym Owner



Jason Mendoza

25
Simeontown
Stock Broker

Older Matches



Bruce Johnston

28
Lake Rosella
Musician

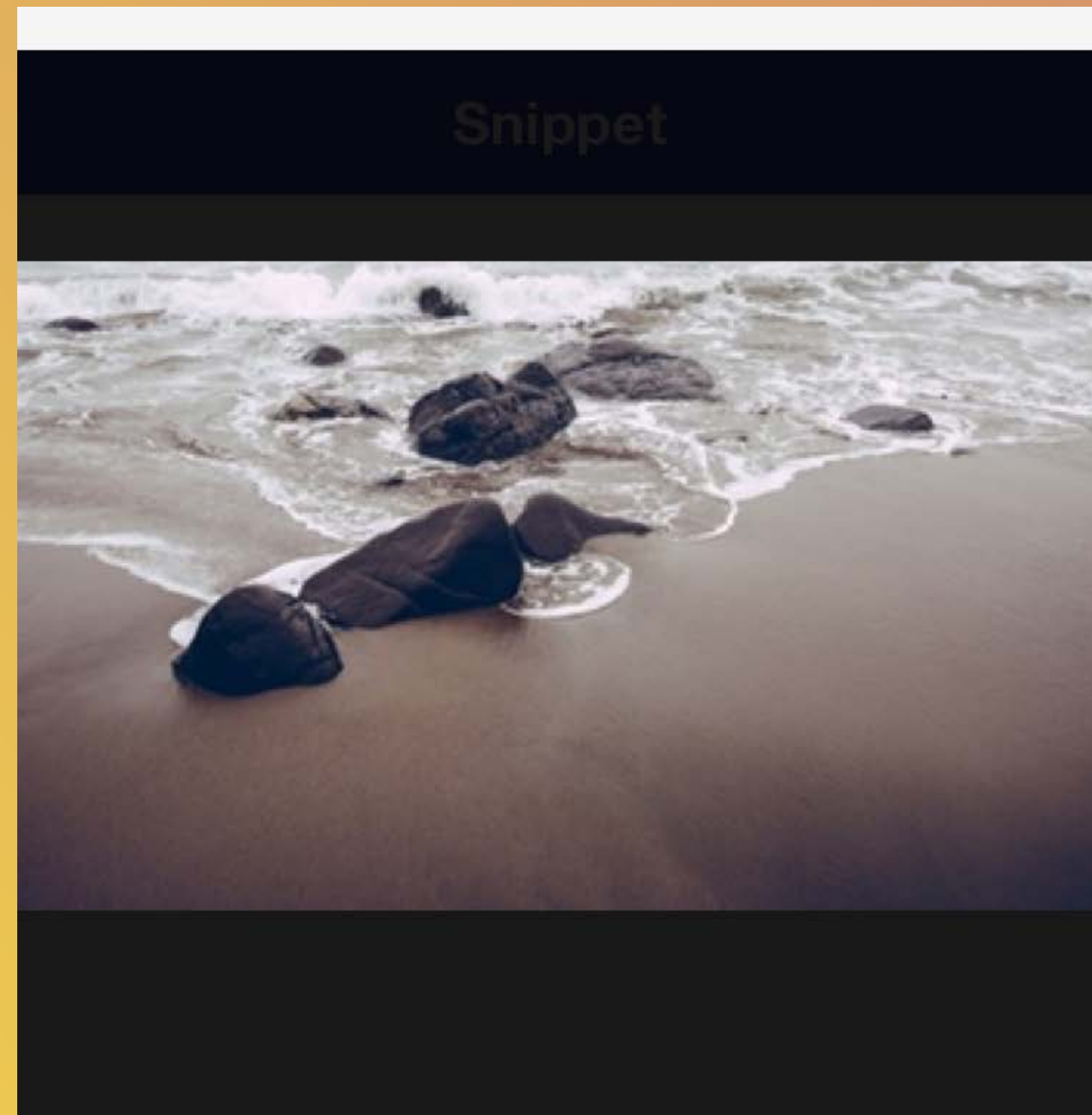


Lee Williamson

25
Breitenbergfort
Gym Owner



Snippet



Dylan Hamilton

Age: 27
Franzport
Graphic Designer

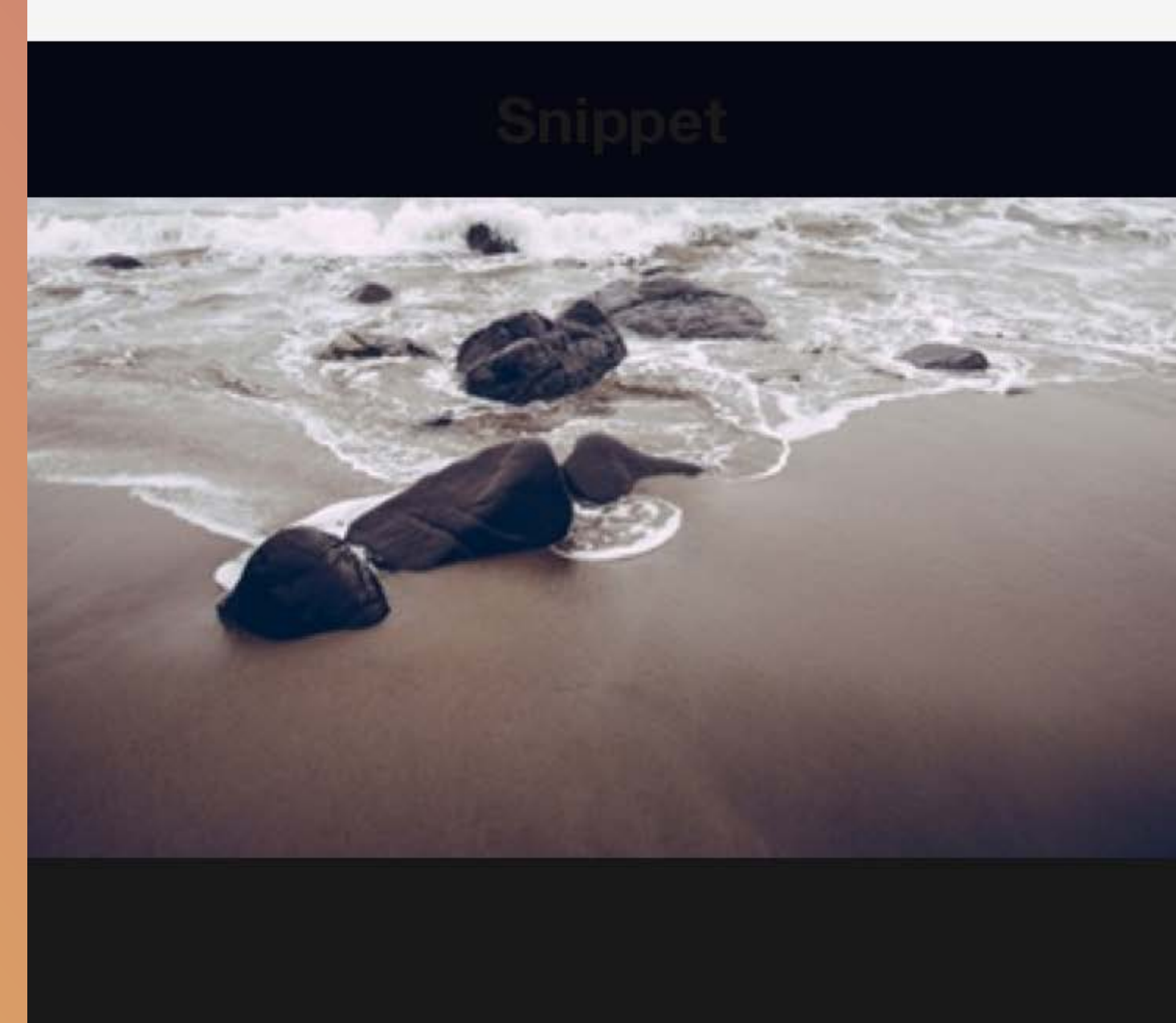


Bio

Hi there. My name is Dylan but my friends call me Dyl. I like to go to the beach, I like to read books, and I like to go on adventures.

Looking For

I'm looking for someone who likes to go on adventures. I'm



Dylan Hamilton

Age: 27
Franzport
Graphic Designer



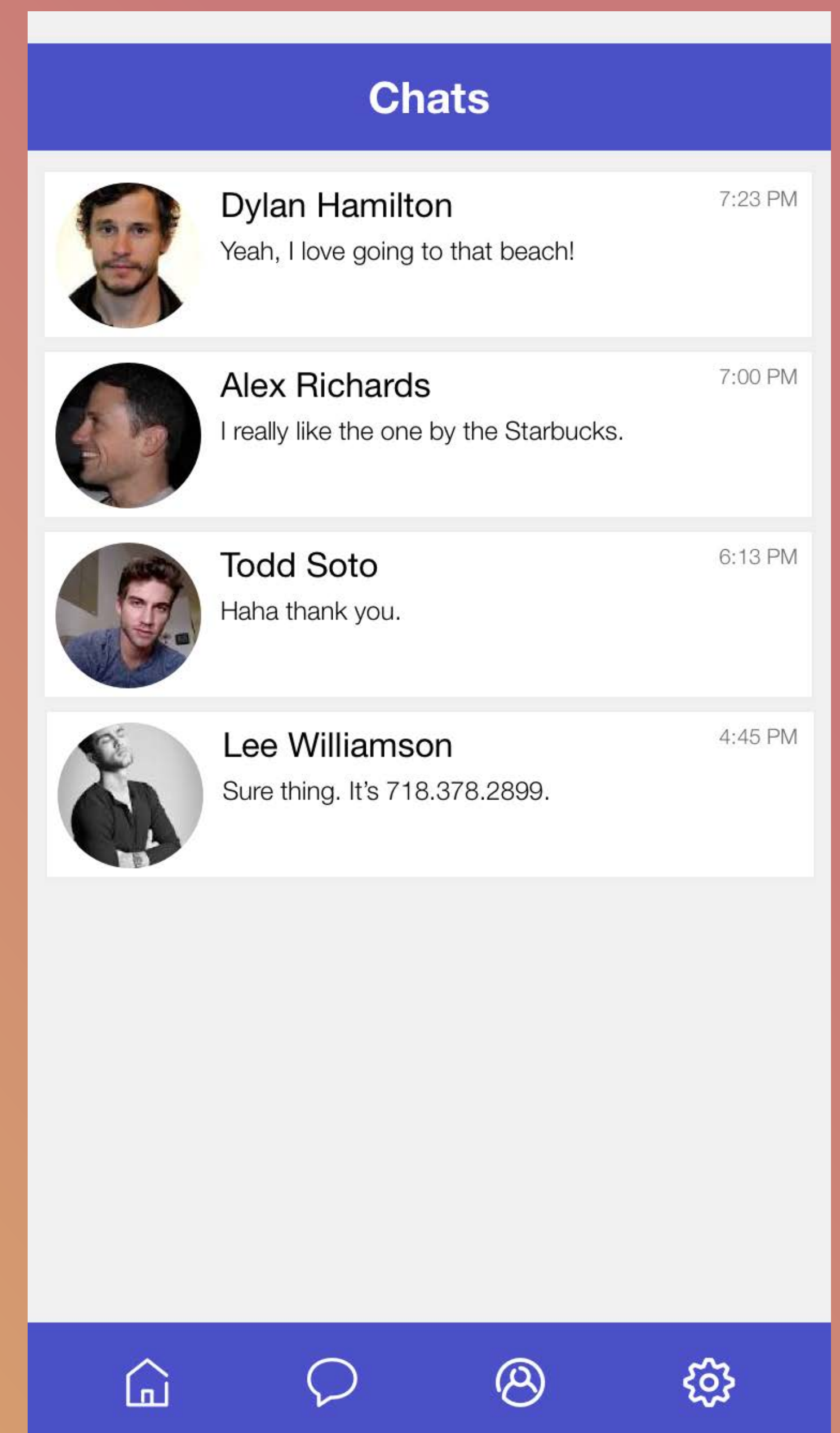
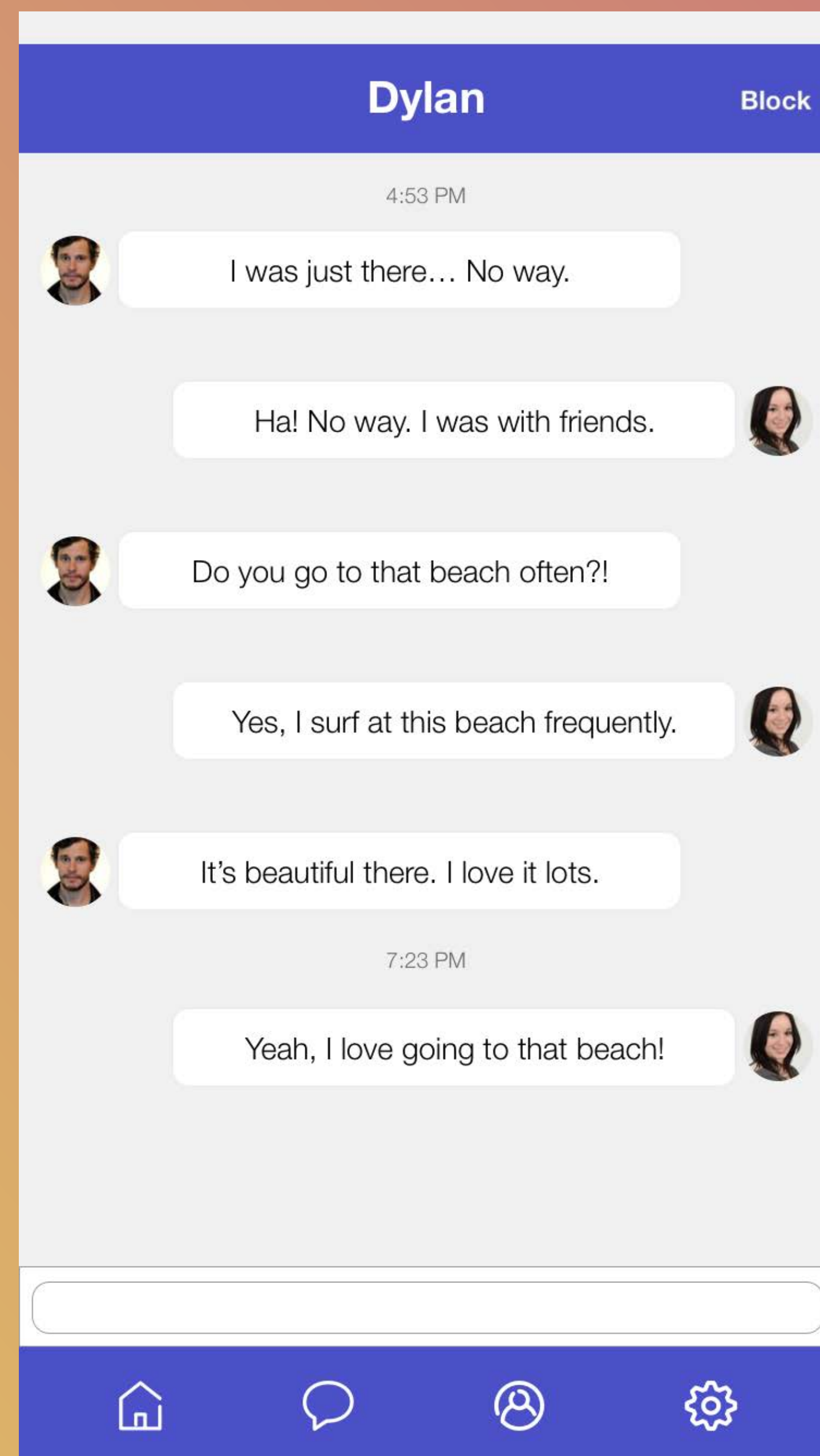
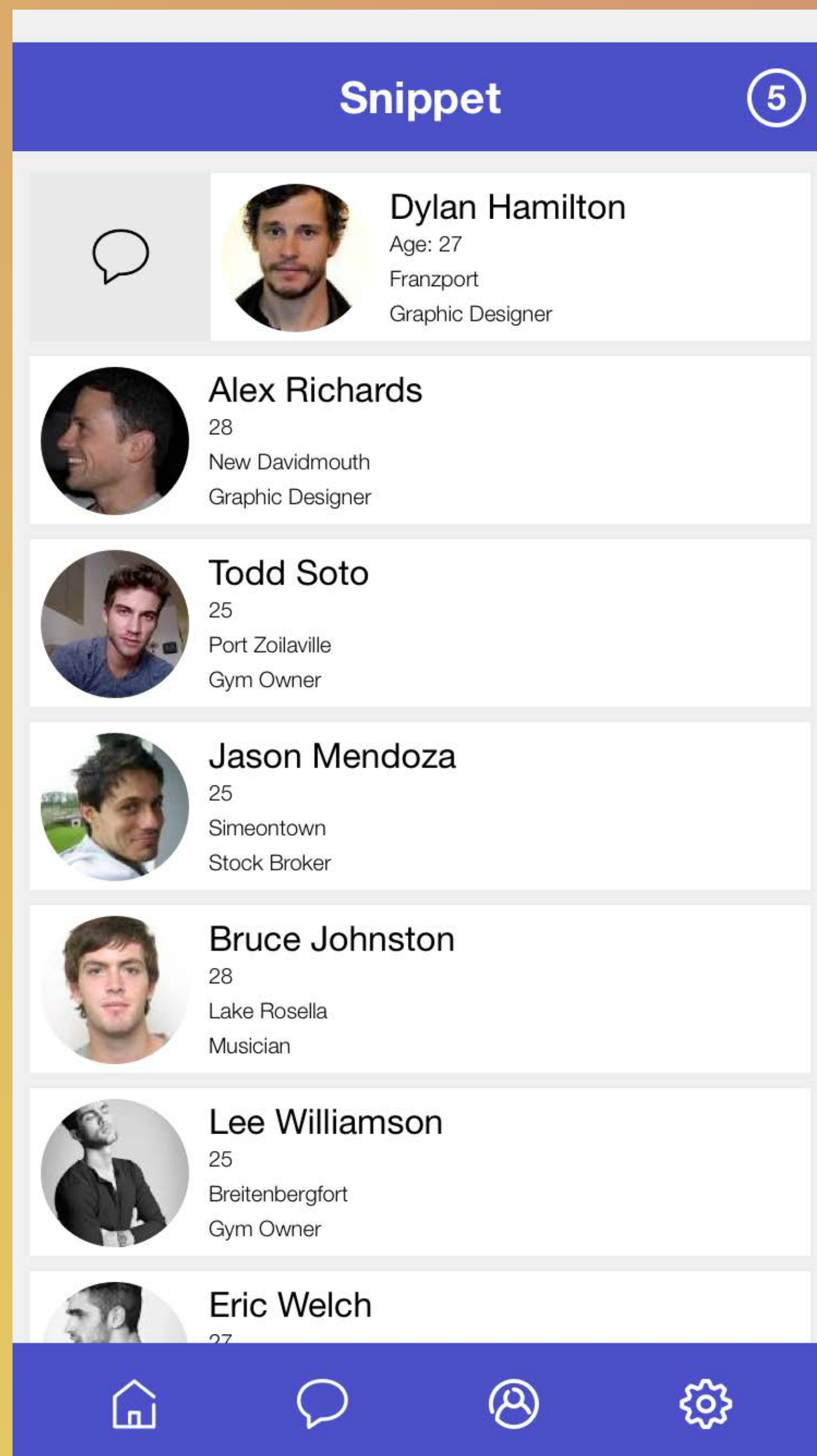
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Looking For

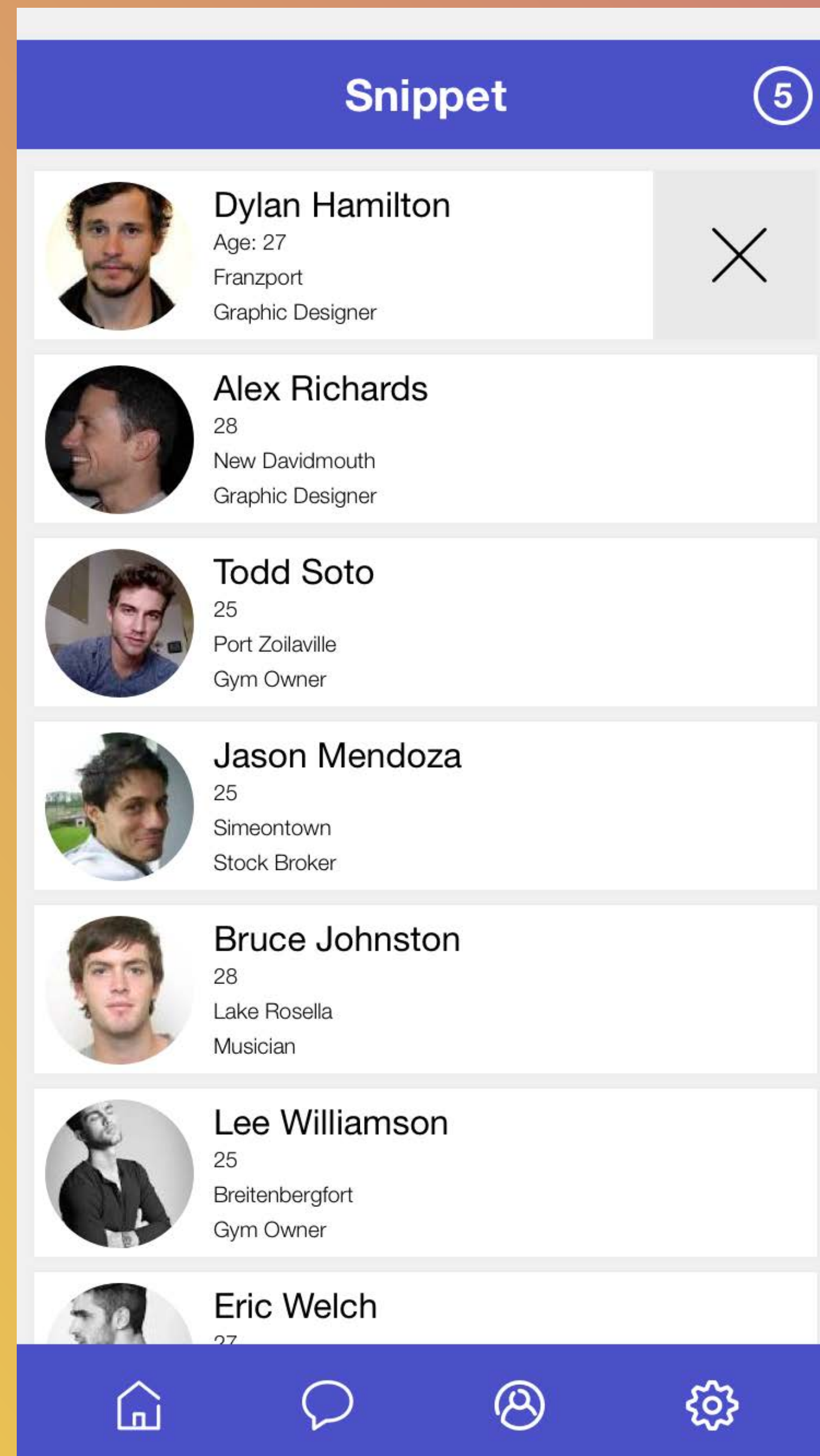
I'm looking for someone who likes to go on adventures. I'm looking for a girlfriend who likes to laugh, who likes to do a lot of different things.

Snippet



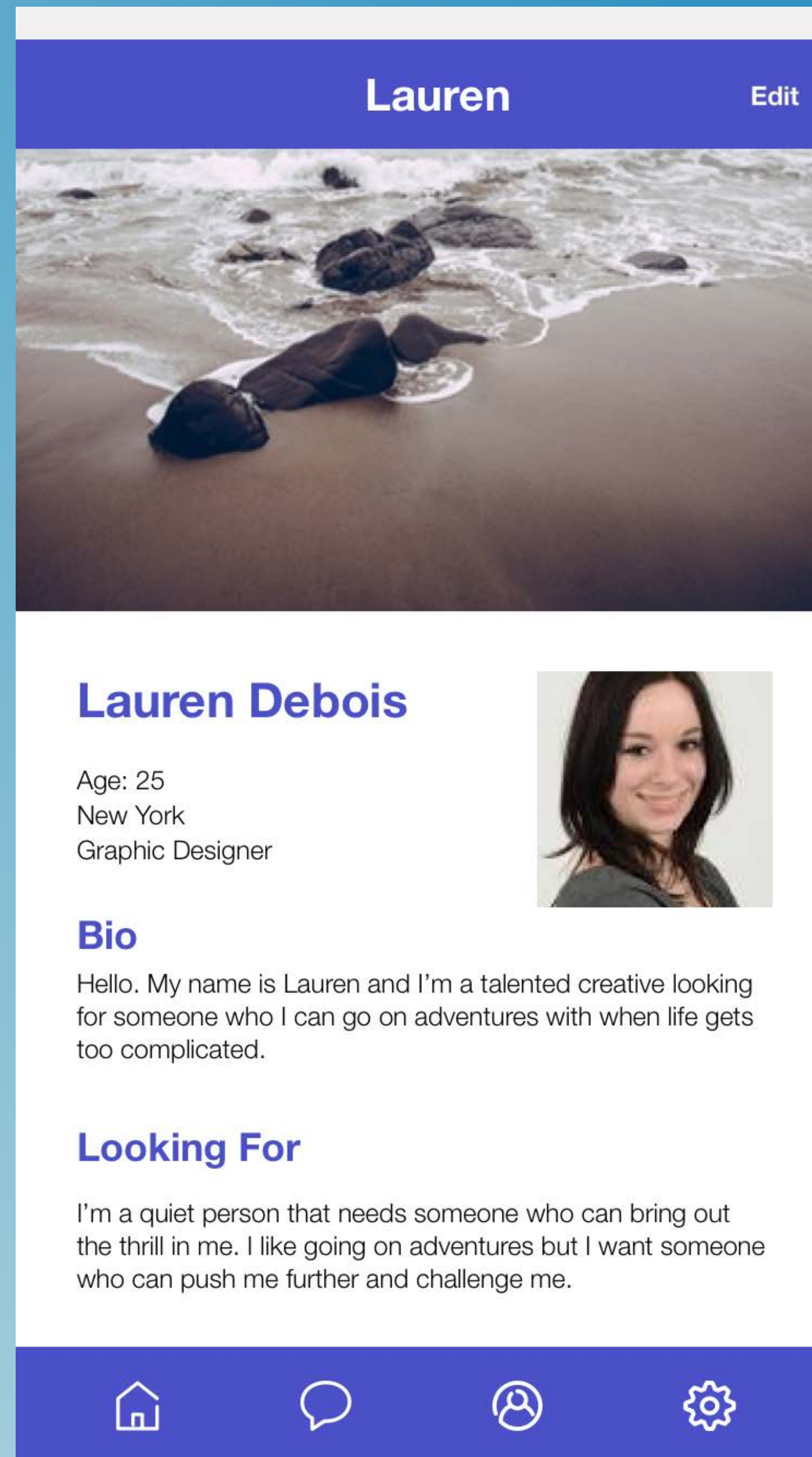
DESIGN PROCESS - MOCKUP

Snippet



DESIGN PROCESS - MOCKUP

Snippet



Snippet

Prototype

Snippet