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2021

Increase relationships by increasing user's message response rate

A Hinge Case Study about how to improve the user experience of in-app conversations in order to create more real life relationships.

THE PROBLEM

What's the problem?

Based on App Store reviews, here are the 9 most common complaints in order

- 1

Banned
- 2

Men say poor algorithm because bad choices
- 3

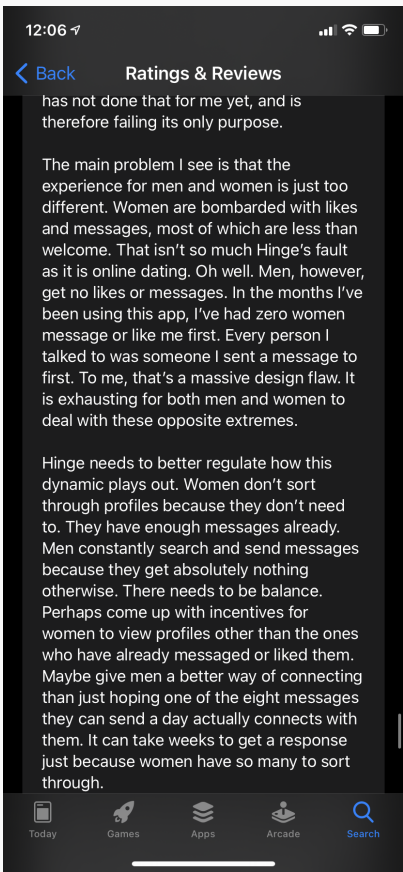
Men say no matches
- 4

Everyone says slow conversations or quickly dead after match
- 5

Women say men just want to hook up
- 6

Paywall & paid features
- 7

Women say they can't get back to so many people at one time



Screenshot of browsing the App Store

THE PROBLEM CONT.

Issues with messaging experience

2 of the top 7 complaints are related to the messaging experience.
Improving messaging will increase new relationships

- 1

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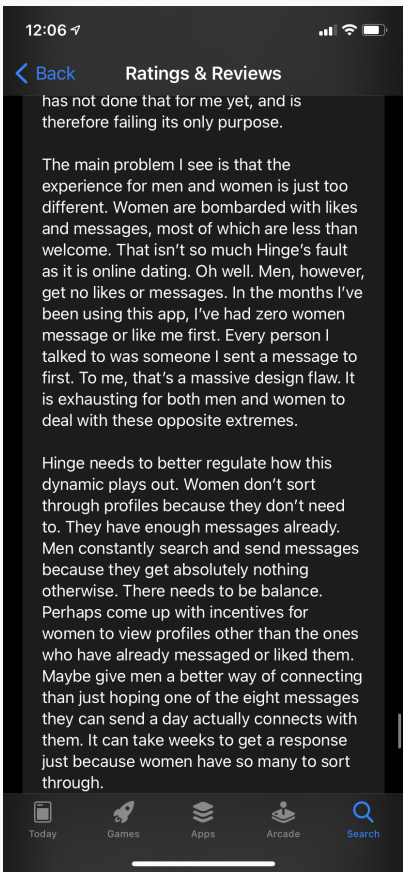
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Screenshot of browsing the App Store

GOAL

Why target messaging?

MATCH

MESSAGE

MEETUP

RELATIONSHIP



Improving relevant metrics related to messaging, like response rate and time, will improve the quality of connections made with current matches.

Hinge's philosophy is that dating is not a numbers game. Instead, it is best to think about facilitating connection with a lower amount of prospects.

WHAT OUTCOMES DO WE WANT TO SEE?

The outcomes we're designing for —

1. Shorter time to respond

This will cause more fluid conversations

2. More messages back and forth

This increases the odds they form a connection

3. More meetups

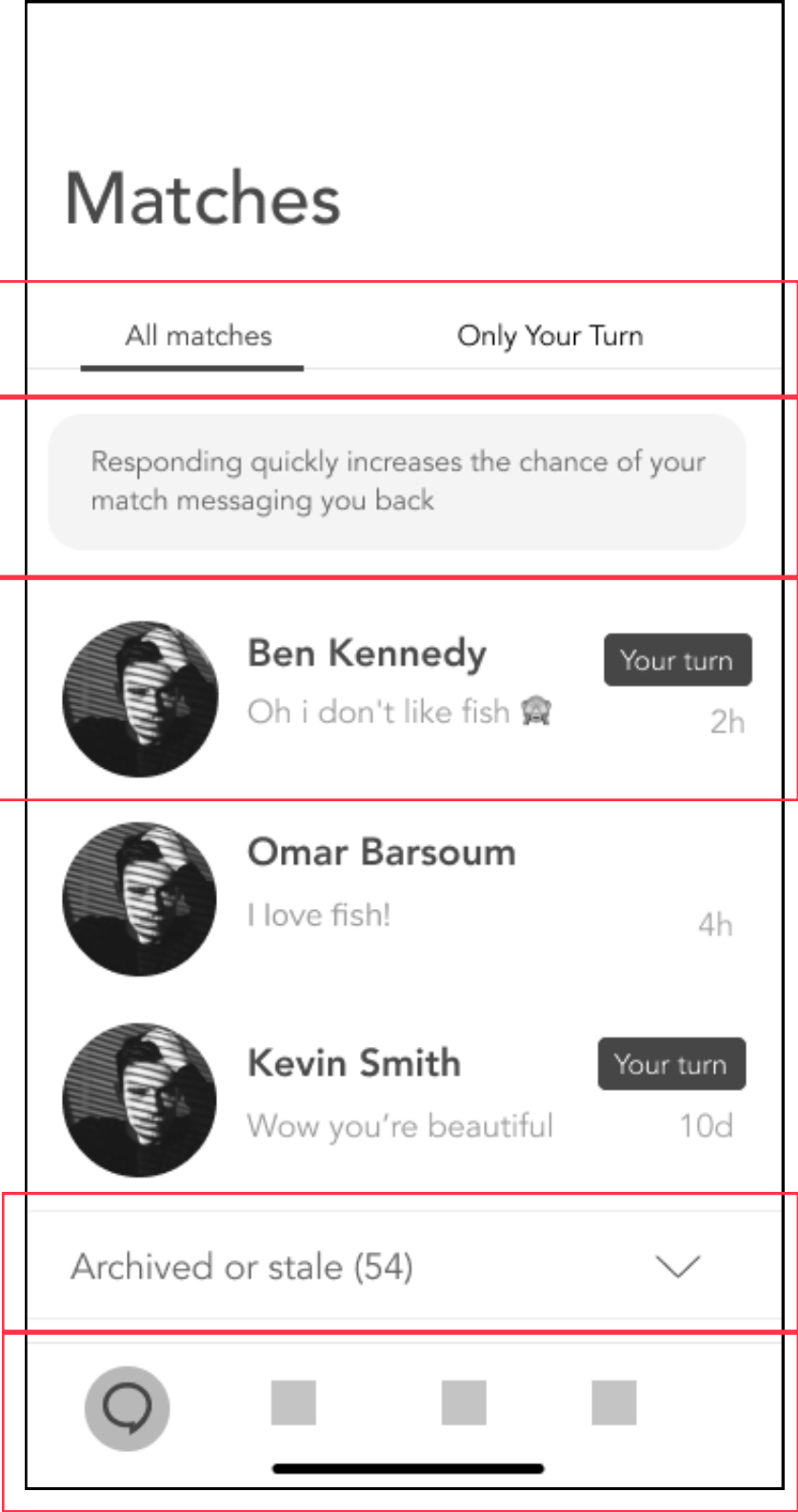
Face-to-face is the best way to see if two people vibe

4. More relationships

Time to delete the app!

SOLUTION

Before & After



new top nav

new notif

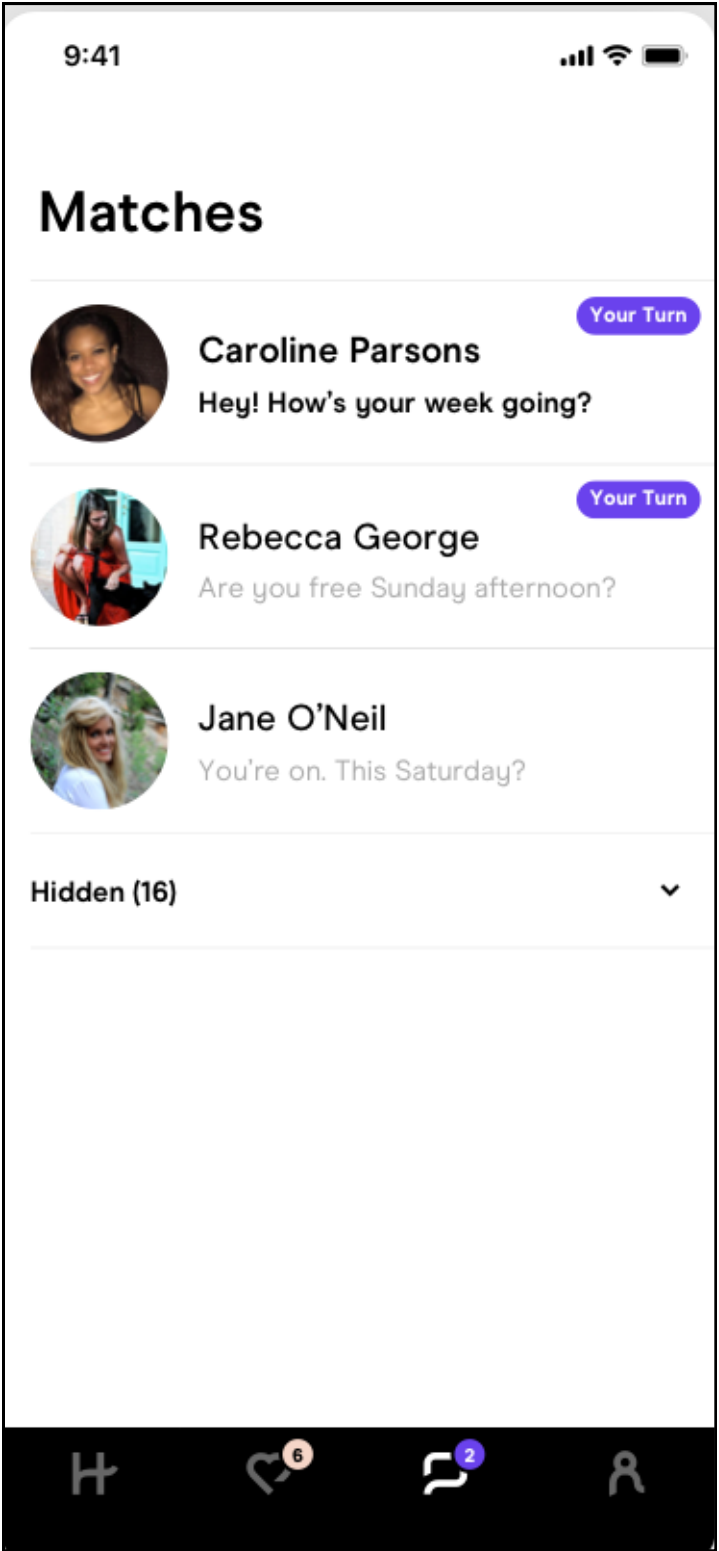
larger

- badge
- cell height

“stale” messages

main bottom nav tab

Product ideas



Original

SOLUTION

8 solutions to the problem

1

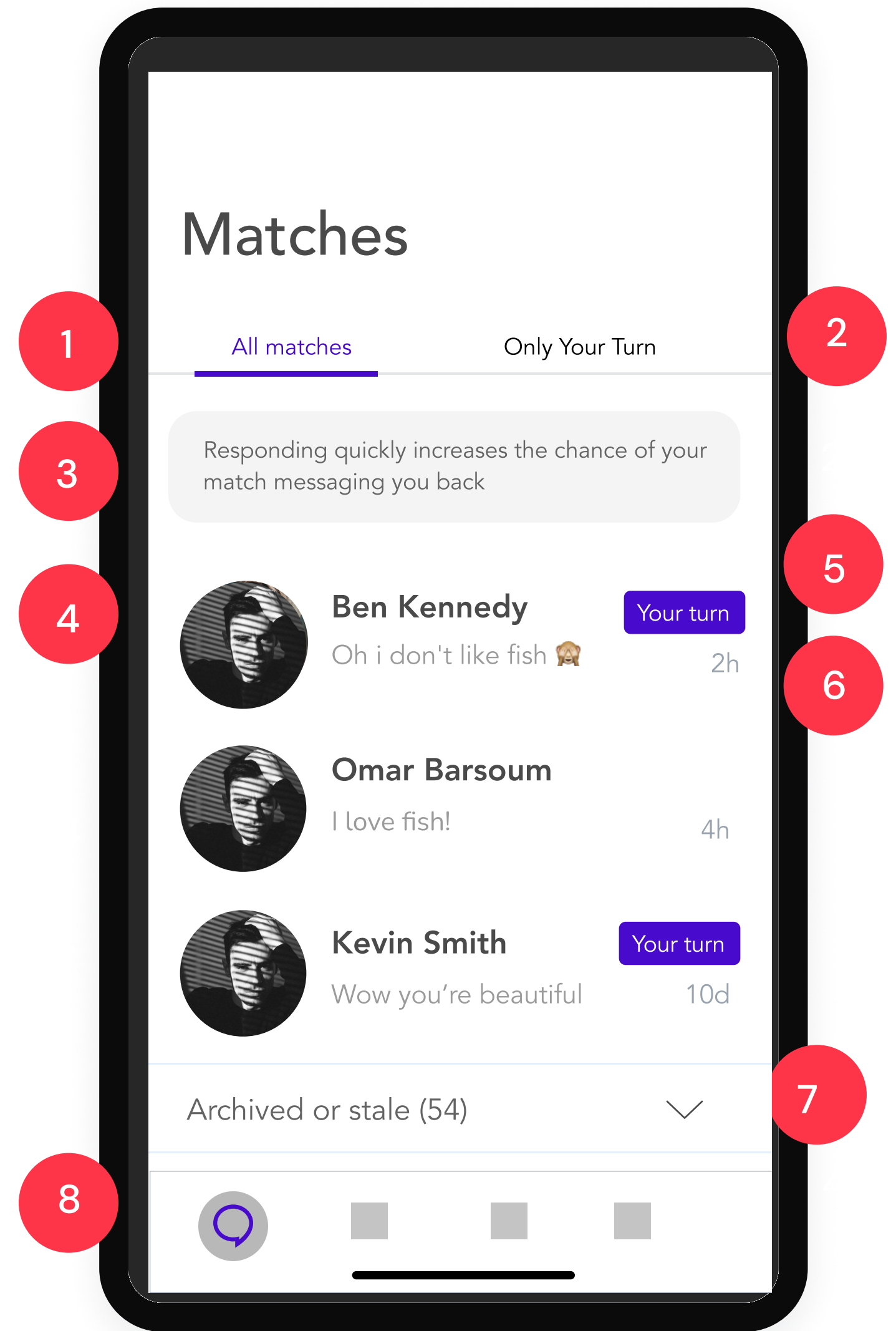
Having a tab below the title will increase the height of the overall header space. This will make the most recent message closer to where the user's thumb is and decrease interaction cost of clicking on it. Therefore, there will be more clicks on most recent message and more responses

2

This second tab serves as a reminder that the user should be responding to what's currently in their court. In that way, it will have a priming effect. In addition, it will make it easier to focus on a specific "task" – which is doing what's in their control: responding

3

Just like any sales funnel, response *time* is incredibly important to getting a response from the lead in return. Giving an explicit nudge to the user to respond quickly could potentially improve this KPI



Note: Colors and spacing are inaccurate

SOLUTION (CONT.)

8 solutions to the problem

4

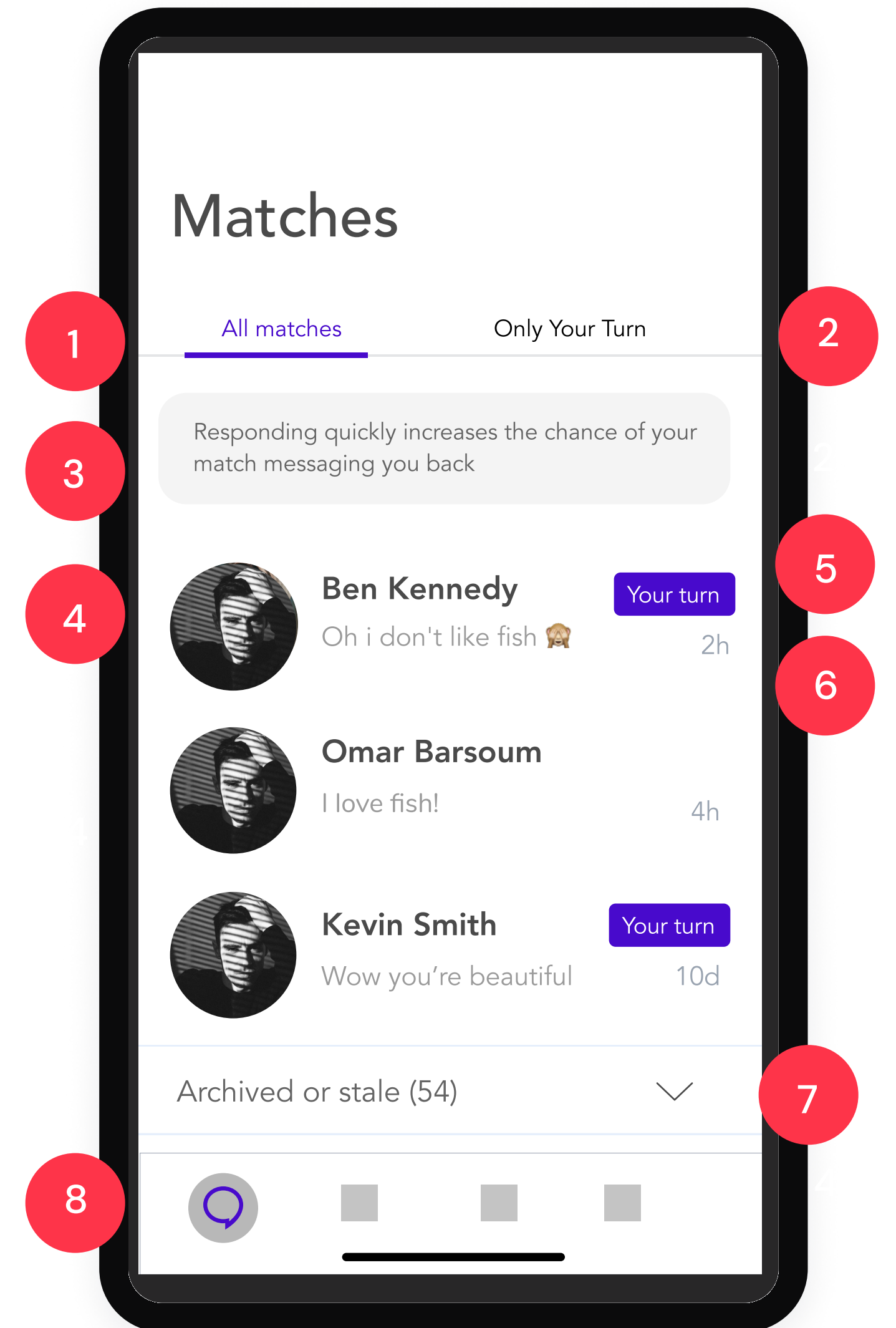
Increase the tap height of each list item will provide a larger tap area, helping with interaction cost of clicking a conversation

5

Increase the size of the label “your turn”. Again, this will encourage the user to respond quickly

6

With the increased height of the line item, there will now also be space to put the time of their match texted them. By showing this date or time, it will remind them that they have not responded at an appropriate time



SOLUTION (CONT.)

8 solutions to the problem

7

Archive the “stale” conversations so that the user can focus on who is more likely to turn into a significant other. They can be archived after 1 month

8

For (straight) women only, research in the App Store suggests that they receive more messages to respond to.

Therefore, when the female user opens the app post-onboarding experience (e.g. registering for the first time), she should be shown messaging as the first tab.

