

	Hinge	Tinder	Bumble	OKCupid
Branding & Marketing	Modern & clean, with flat illustrations. Deep purple colour. Marketing campaign where the "Hingie" mascot gets deleted as users fall in love	Fun & playful, photography-focused. Red to orange gradient colour.	Happy & playful, imagery of bees. Bright yellow colour	Inclusive, bright, happy. Lots of photography and typography
Tagline	"The dating app designed to be deleted"	"Dating, Make Friends & Meet New People"	"Make the First Move"	"Dating for every single person"
Philosophy	Hinge exists to help users find love, by setting up great dates. Hinge encourages "good churn" – people leaving the app because they found a relationship.	It doesn't matter if you want to find love, a date, or just have a casual chat, you still want to find an app that's the right match for you.	There's no equality without respect, and that's where all healthy relationships start. To challenge outdated heterosexual norms, women make the first move on Bumble.	OKCupid puts emphasis on matching on what matters, whether it be interests, hobbies, dating intentions, or political beliefs.
Target Audience	Hinge's core user base is millennials, people in their 20s and 30s who are looking for commitment.	50%+ of members are ages 18-25 (Gen Z)	People 18-34, median age is 26	Most OkCupid users are between 25 and 40, the median age being 32
User Interface	Modern & Clean, lots of white space. Mixture of sans serif + serif type	Modern & Clean interface, lots of white space. More focus on user images (fills up most of the screen)	Modern & clean. Lots of yellow and shades of yellow. Name of the app is shown at the top of explore	Quite busy interface, many features and widgets on each page. Black and hot pink colours. Lack of visual hierarchy on some pages
Navigation	Bottom Navigation bar contains: Cards (homepage), Standouts, Likes you, Matches, Profile/Account	Bottom Nav Bar contains: Swipe (Homepage), Explore, Likes you, Matches	Bottom Nav Bar contains: Profile, Cards (Homepage), Likes you, and matches. Side hamburger menu opens to select between date, bff, and bizz	Bottom nav bar contains: Discover, Likes, Messages, Preferences, Profile
Sign-up Process	Sign up with Apple, Facebook, or Phone number. Sign up asks basic info questions, then asking for photos and prompts. No undo button. Can't select preferences in sign up	2- 3 minute sign-up time: Sign up with Apple, Facebook, or Phone number. Asks for name, birthday, gender, orientation, preferences. School, passions (minimum 3, maximum 5), photos. Choose to hide profile from contacts	Sign up with apple id, facebook, or phone number. Asks for name, photo, age, mode, gender, sexuality, what you're looking for, email, IG, interested, basic info, prompts, bio. (These questions feel out of order)	approx. 6 min sign up time. Name, gender, birthday, location. Dating intentions, monogamy / non-monogamy, gender preferences, age preferences, photos, bio. Asks a 15 question quiz to match for compatibility
Profile	First Name, 6 images/videos (Mandatory), 1 voice prompt (optional), 3 written prompts. Basic info (virtues, vitals, vices)	First name, 1-9 Photos, Bio, Passions, Job title, Company, school, City, Swipe night decisions	Name, age, work, school, bio, basic info, and interests. 1-9 Photos, prompts, and location.	Name, age, location, self-summary. Also shows compatibility % based on quiz answers. Can click into profile to see more detailed profile information
Preferences + Filters	Free to set: Gender, age range, maximum distance, ethnicity, religion. Paid preferences: Height, children, family plans, education level, politics, drinking, smoking, marijuana, drugs	Gender, Maximum distance, Age range	Basic filters (Free): Gender, age, distance. Advanced Filters (Only 2 free): verification, height, exercise, star sign, education, drink/smoke, relationship type, children, religion, politics	Free to set detailed preference filters. Need to pay to set them as dealbreakers. Filters include: Gender, age, distance, connections, body type, height, languages, orientation, ethnicity, religion, politics
Connected Accounts	Instagram	Instagram + Spotify (Anthem + Top artists)	Instagram + Spotify (Top artists)	Instagram
Matching	Users can scroll through profiles and "Like" or "Comment" on images & prompts, or say no. Users who liked you appear under "likes you". If you match with someone, they move to your "matches"	Users Swipe left (no) or right (yes) to potential matches. If both people swipe yes, they match and the match goes into your matches.	Users scroll down to see the entire profile, and they swipe left (no) or right (yes) to potential matches. If you match it will go into your matches and the woman has 24 hours to send a message, otherwise the match disappears	Users can swipe left or right to a profile, and can also tap into the full profile too see more detailed information. Once you like someone they go into the "you like" tab. You can either start the conversation by sending an intro, or waiting until they match with you. Other people can also send you intros.
Other Features	Standouts: 10 Users who Hinge suggests are most your type, refreshed daily. You can only send standouts a rose. Most compatible: Shows you someone the algorithm thinks you're compatible with, once a day. Roses: Users only have 2 roses to send per day, are always seen first. Boost: boosts your profile for more views	Face to face: Video chats where both users need to say they are interested. Common Connections: allows users to see mutual Facebook friends Panic button: feature provides emergency assistance, location tracking, and photo verification. Explore: Swipe based on vibe or passion. Swipe night: Interactive game where you can swipe based on other users' answers	Question feature: Ask other users a question and it's revealed when you both answer. Other paid features: Unlimited likes, Spotlight, Superswipes, extend timer, rematch, backtrack.	Compatibility: Every user has a compatibility %, and you can see where you agree or disagree with the questions that they answer. Discover: Top bar toggles between different types of users; eg. likes you, match %, passport, new people, online, popular, nearby
Business Model	Freemium model - Free to use, can upgrade to "preferred" or buy "boosts" and "roses"	Freemium Model - Free to use, can upgrade to Tinder plus, Tinder Gold, and Tinder Premium. Can also purchase super likes or boosts	Freemium Model - Free to use, can upgrade to Premium. Can also purchase super likes or boosts	Freemium Model - Free to use, can upgrade to Premium. Can also purchase boosts
Strengths	Targets millennials who have outgrown swiping/hookup apps, and now want serious relationships. Has algorithm that shows you compatible matches	Biggest dating app in the world, so they have the most # of users. "Swiping" is addictive and keeps users on the app. Lack of preference filters makes it more inclusive	Bumble does a lot of "influencer" events. Lots of compatibility preferences and filters to choose from	Very detailed preference filters, and compatibility quiz. Good for people seeking more serious relationships.
Weaknesses	For a relationship app it lacks more detailed compatibility features & dating intentions.	Has reputation for just "hook-ups", more focussed on appearance. Lack of preference filters for those who want it. A lot of features are paid features	Some women dislike making the first move, and some people dislike the timer. A lot of features are paid	Not widely used with the younger generation. Interface is confusing / cluttered. Needing to enter lots of detailed info (eg. quizzes, preferences) can deter people from signing up
References / Sources	https://www.hinge.co/	https://tinder.com/	https://bumble.com/	https://www.okcupid.com/