

# Hinge

## Research Plan

### Background

Hinge is a dating app built on the belief that anyone looking for love should be able to find it. It emphasizes meaningful, long-term connections between users, and want to make dating effective, not addictive. Hinge doesn't measure success based on time spent on the app, but rather by the number of dates they can set up. Fittingly so, their tagline is *The dating app designed to be deleted.*<sup>TM</sup>

### High-Level Goal

- To design a new feature for the Hinge App that will increase the number of dates that users go on

### Research Goal

- To learn about attitudes of users towards online dating
- To learn about the behaviour of users when using Hinge
- To learn about the process of date planning on Hinge
- To learn about the obstacles of date planning on Hinge

### Methodologies

#### Secondary Research

##### Market Research

- Look at articles, statistics, and studies on trends and best practices in the field of dating apps

##### Brand Audit

- Learn about the brand culture & philosophy, and any publicly available data

##### Competitor Analysis

- Matrix that compares what competitor apps provide in their features and user experience

## Primary Research

### Survey

- To gather quantitative data on user attitudes & behaviour

### Remote User Interviews

- Interview to gather qualitative data on user attitudes & behaviour

## Participant Screening Requirements

### Survey

- People who have or is using Hinge and have gone on at least 1 date from the app in the past 6 months
- Minimum sample size of 25

### Remote User Interviews

- People aged 25-35 who are currently using hinge, looking for a relationship, and have gone on at least 1 date in the past 6 months
- 6 Participants in total

## Research Questions

1. What dating apps do people use? Which do they like the best and least, and why?
2. How often do users use Hinge and in what context?
3. What are some users' past experiences with dating on Hinge?
4. At any given time, how many matches are users usually talking with? How many of them turn into first dates?
5. How often do users go on dates? How do they feel about the frequency?
6. What would make users want to go on a date with someone?
7. How do they gauge compatibility with someone before going on the date?
8. How is the date usually initiated and planned? How do they decide where to go?
9. Usually how long is the process from matching to planning the date? How do they feel about this process?
10. What kind of dates do users usually go on? What kind of dates do they prefer?

11. At what point (if at all) does the conversation move from Hinge to another platform? What usually triggers this?
12. How many of those first dates turn into second dates and why?

## **Assumptions**

- People generally want to go on more dates
- Ghosting is a big issue within online dating
- People are frustrated with the date planning process
- Date planning typically takes place within the first 2 weeks of chatting
- People are unsure of when is a good time to ask to meet up
- Most people aren't good at gauging compatibility over the app

## **Risks**

- Need to discard my own biases about online dating
- Privacy concerns about participants showing me their app
- Need to be mindful of gender differences in dating behaviours, as well as LGBT+ dating
- Difficult to find publicly available data online about Hinge
- Need to screen for frequent users, but may be difficult to find users that fit the requirements
- Need to be mindful of different dating styles and preferences