

Hinge

User Testing Report

Updated Jan 12, 2021

Background

Hinge is a dating app that emphasizes meaningful, long-term connections between users. The new feature *Date Preferences* helps users plan more in-person dates, by providing users with a Toggle to indicate if they want to go on a date. Once both users indicate that they want to go on a date, they can view each other's Date Preferences, that provide more information like *Things to Do*, *Food + Drink*, and *Places to Go*.

Research Questions

- Do users understand the feature from the 3 tutorial screens?
- How easy is it for users to set up their date preferences?
- How helpful is this feature for users? How likely are they to use it?
- Do users feel there's anything either missing or unnecessary from this feature?
- Which dating widgets did they find the most helpful? Which ones are the least helpful?
- How easy is it for users to find where to edit their date preferences?
- Do users have any privacy/security concerns when sharing their date preferences?
- Are there any usability issues when going through any of the flows?

Methodologies

Remote Moderated User Testing

- Provide users with certain scenarios and tasks and ask them to interact with prototype
- Observe users as they think out loud
- Ask follow-up questions

Screening Requirements

Remote Moderated User Testing

- People aged 25-35, have used the Hinge app in the last 6 months, and gone on at least 1 Hinge date in that period.
- 6 Participants in total, 3 male and 3 female

Key Findings

Severity Rating:

Critical - Leads to task failure. Causes user extreme irritation.

Moderate - Causes occasional task failure for some users; causes delays and moderate irritation.

Minor - Causes some hesitation or slight irritation.

Investigate - Users mention an idea or observation that does or could enhance the overall experience.

Critical

1. **TOGGLE SCREEN: While users did like the concept of a “I’m interested in a date” toggle, it caused fear and uncertainty amongst users.** Some users thought “Date Preferences” and “I’m interested on a date Toggle” should be separate features. A lot of (male) users said this toggle is not very useful, as if they wanted to ask someone out, they would just ask directly in the chat. Most users thought that toggling means it would notify their match, which makes them feel anxious and intimidated about using it. They noted that if they toggled and the other person didn’t, they would feel rejection. Some users also noted that they would want to see someone’s date preferences before deciding if they want to go on a date, and thought it would be a great way to help initiate conversation.

SOLUTION: Remove the “I’m interested in a date” Toggle - Needs further research and iteration to find a better solution.

Severity: **Critical**

Effort: **Moderate**

Moderate

- 2. INTRODUCTION SCREEN: Users tapped “Check it out” on the introduction screen before swiping through the full 3 slides.** Because the “Check it out” button was so large and eye-catching, all users intuitively tapped on it first. Most users did not even see the carousel indicators (grey dots). The ones who noticed it, thought that tapping “Check it out” would actually take them into the next slide.

SOLUTION: Because users need to see the full 3 slides in order to understand the feature, change the “Check it out” button to a “Next” button for the first 2 slides, only changing it to “Check it out” for the last slide. This encourages the user to look through all 3 slides before moving on.

Severity: Moderate

Effort: Low

- 3. DATE PREFERENCES: Some users were confused about who’s date preferences they are looking at.** Some thought they were looking at their own preferences.

SOLUTION: Add in a more obvious title that says “Ryan’s Date Preferences”.

Severity: Moderate

Effort: Low

- 4. RANKING WIDGETS: All 3 main widgets were helpful for users, and they did not think this information was a privacy/security concern.** However, the 2 additional widgets I tested, Neighbourhoods and When to Meet had mixed feedback. Most users thought these additional widgets revealed too much information about their location and schedule, which gave them privacy concerns. Two users noted that When to Meet was actually very helpful in planning dates, however 1 user noted that his schedule changed too much throughout the week for it to be accurate.

SOLUTION: Keep the 3 main widgets and do not add in the additional 2 widgets.

Severity: Moderate

Effort: Low

5. **EDITING DATE PREFERENCES: Users had trouble finding where to edit date preferences.** Almost all users first went into “preferences” within the profile. Users were confused as the word “Preferences” is in the title. However, users were able to eventually find their date preferences.

SOLUTION: Change the title of “Date Preferences” into “Date Profiles”. Adding the word “Profile” gives users the hint to look within their dating profiles, instead of preferences.

Severity: **Moderate**

Effort: **Low**

Minor

6. **INTRODUCTION SCREEN: One user mentioned that he did not like the idea of “skipping small talk”.** He actually likes to chat with someone for a while first, before deciding if he wants to go on a date with them.

SOLUTION: Rewrite the copy to take out the part saying “skip the small talk”.

Severity: **Minor**

Effort: **Low**

7. **FOOD + DRINK: Users noted that the list of food options was very long and felt daunting to look at.**

SOLUTION: Simplify foods into cuisines only, and put in alphabetical order.

Severity: **Minor**

Effort: **Low**

8. **FOOD + DRINK: Users wondered why only “Food + Drink” had highlighted similarities, and why the other widgets did not do this.** Also users wondered about what would happen if they didn’t have any similarities at all.

SOLUTION: Make the non-highlighted pills black or a darker grey, so even if users don't have any similarities, it would not look "inactive". The inconsistency of the highlight is not an issue with usability, and would need further investigation.

Severity: Minor

Effort: Low

9. **PLACES TO GO: Users wanted a way to see more information about the places that they are inputting and seeing.** Examples include pricing, menus, reviews, more photos, etc. Most users suggested to link each location to google maps.

SOLUTION: Link the locations to Google Maps.

Severity: Minor

Effort: Moderate

10. **PLACES TO GO: Users wondered about what kind of things they could put into "Places to go".** One user wondered if she could only input restaurants and bars, and whether she can also input things like hikes and activities.

SOLUTION: Show examples and suggestions for the variety of things users can input into "Places to go".

Severity: Minor

Effort: High

Investigate

11. **FOOD + DRINK: Some users noted that some people might want to do other activities on a first date, not just get food + drinks.** For example, one user liked to do outdoor activities such as hiking and kayaking, and wanted a place to input this.

SOLUTION: Need further investigation - Does not hinder usability. Research shows that most people prefer dates to do with food and drink for a first date. Too many variables to consider when it comes to coming up with a list of activities.

Severity: Investigate

Effort: High

12. DATE PREFERENCES: Users wanted the Date Preferences page to not only include their matches' preferences, but also theirs. Users noted that sometimes this helps gives them a longer list of available options.

SOLUTION: Need further investigation - Does not hinder usability. Users having to see their same date preferences over and over again may feel annoying.

Severity: Investigate

Effort: High

13. PLACES TO GO SUGGESTIONS: Users wanted Hinge to help suggest places, based on their location and activity preferences. Users noted that after a while, going to the same places might get boring, and they enjoy trying out new places. One user called it the "Surprise me" feature - the concept of Hinge picking a new place excites her.

SOLUTION: Need further investigation - Does not hinder usability. Potential new feature for later launch.

Severity: Investigate

Effort: High

14. LIKING DATE PREFERENCES: One users wanted a way to indicate in the chat that they "like" something within date preferences.

SOLUTION: Need further investigation - Does not hinder usability. Potential new feature for later launch.

Severity: Investigate

Effort: **High**