bumble

"Somethings are just meant to bee"

Overview

Bumble is a social discovery app which positions itself around women empowerment and normalizing that women can make the first move. For all the advances women had been making in workplaces and corridors of power, the gender dynamics of dating and romance still seemed so outdated. With a powerful statement of "what if women made the first move, and sent the first message?"

Since it's founding on 2014, Bumble has grown not only from a dating app but also a place to meet your gal pals or network with others.

Bumble is available for free on any smart phone, with the exception of having a premium account, and is open to wide range of genders.

Strengths

- Widely recognized
- Women empowered
- Offers more than just romance (find friends and networking)
- Easy to join
- Verified user option
- Can video chat
- Uses social media as a background check
- Use anywhere in the US

Weaknesses

- Isn't user friendly to other gender identities
- Can be hard to make connections
- Relies on physical attraction through images
- Fake profiles
- Premium features cost money
- You have 24 hours to reply to a match

Opportunities

- Gender inclusion
- Deeper background checks
- Choose location
- Better matching algorithms
- Fix accidental swipes

Threats

- Other dating apps in the market
- More focused on just women less men could potentially use it
- Have to pay to see more matches
- May not get a reply in the 24 hour time span

tinder

"Swipe right"

Overview

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. It's been downloaded more than 340 million times and is available in 190 countries and 40+ languages.

Tinder is a place built on a world of possibility. The possibility of forming connections that could lead to more. If you're here to meet new people.

Tinder is simple and fun—use the Swipe Right™ feature to Like someone, and if someone likes you back, it's a Match! Just tap through the people you're interested in meeting to spark something new.

The app is free and available on all smart phones.

Strengths

- "Everyone is on it"
- Brand features and engagement opportunities
- Anonymous rejection (if someone swipes left you won't know)
- Gender inclusive
- Quick set up
- Use anywhere in the US

Weaknesses

- Ads
- Has a hook-up culture stigma
- Fake profiles
- Relies on physical attraction through photos
- Ego gratification
- Limited swipes unless you upgrade
- Over abundance of users

Opportunities

- International connections
- Background checks
- Fix accidental swipes
- Show more information on profiles
- Expand to other devices tablets, desktop

Threats

- Shifting away from casual dating
- Saturation of user base
- Other dating apps in the market

Hinge

"The app that is meant to be deleted"

Overview

Hinge finds you matches by searching through your Facebook friends list, rather than setting you up with "randos" (ie. potential catfish). Users are only matched with people they have mutual friends with on Facebook, meaning you already have something in common with each and every match. This connection doesn't necessarily make or break a potential match, but it does help to weed out the possibility of catfish and other Internet creepers either way.

The app is free and available on all smart phones.

Strengths

- Profiles provide lots of information about members
- All users must have at least six photos
- Lots of conversation prompts and ice breakers
- Get emails on potential connections
- Simple to use

Weaknesses

- Minimal verification process, easy for scammers to get in
- Limited daily likes for free users
- You might run out of potential matches quickly
- Potential matches are pulled from Facebook friends
- If you don't have a large amount off friends on Facebook you have limited match potentials

Opportunities

- Only available on an app could become a desktop
- Background checks
- Fix accidental likes and prompts

Threats

- Other dating apps in the market
- Fake accounts
- Only workd off of Facebook