



Concept

Swiping to match with someone with a mutual attraction

Females **must take initiative to begin conversation first**. Does not apply to same sex users.

Once matched, **the user has 24hrs to start a conversation**, if not the match is lost.

It is **free to start** but has the option to upgrade



Concept

Swiping to match with someone with a mutual attraction

Either gender can begin a conversation once matched

No expiration time for matches who haven't been messaged.

It is **free to start** but has the option to upgrade



Concept

The app generates specific people that share the same interest and characteristics as you.

There are no limitations on messaging. **Anybody can contact anybody** they come across on the app.

It is **free to start** but has the option to upgrade

Issues

Biased towards men because men cannot message first.

Users can only have **one match per day unless an upgrade is made**

Issues

Users can **run out of matches** and have to wait 12 hours to start matching again.

Users **reappear** once the swiped left.

Issues

Anybody can message anybody, which can be overwhelming for some users who are not interested.

More likely to get **scammed** by having anybody contact the user.