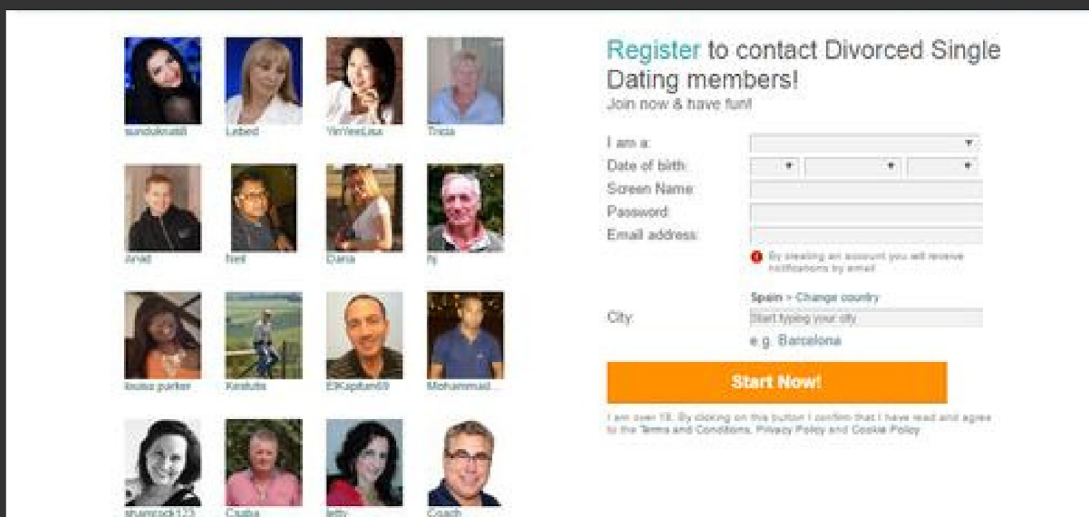


# White Label Dating

In the age of multiple dating apps, it seems strange to consider there was a time in which people were skeptical of online dating but back in 2012 this was very much still the case. The online dating phenomenon was growing, and many companies were trying to hedge their bets in this arena and so the idea of white labelling dating sites was born. I worked closely with this business as we created the base and a number of the graphical themes for the websites.



# White Label Dating

I re-considered the UX and in particular the onboarding flow of users, using market research and user testing to shape our flow. We found that (at the time) people would actually be averse to a platform if they perceived there to be fake people on there. So unlike today where tinder will most likely show you the most matched people in order for you keep using the app, the opposite was actually better for us. We needed to show a wide range of profiles for people to feel more comfortable than the website.

We also find that people needed to have early interaction in order to keep using the app and so created a function where people who had a higher engagement rate (usually meaning more matches or messages) would get early picks on new members, benefitting both.

We created about 20 different template styles that people could use with different themes, but the underlying technology was the same. People could also later upload their own theme styling via a template function.