



# Tinderezem a lakásom

Avagy a Tinder felhasználói élménye más iparágakban

péter • szántó

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A márkák fogyasztókat nyernek  
és veszítenek a felhasználói  
élmény színvonala alapján

Pszichológusok és UX kutatók egyetértenek abban, hogy az  
“infinite scroll” unalmassá válhat egy idő után.  
Az oka, hogy a felhasználók elvesztik a jutalom faktor érzését.

tinder

It's how people meet

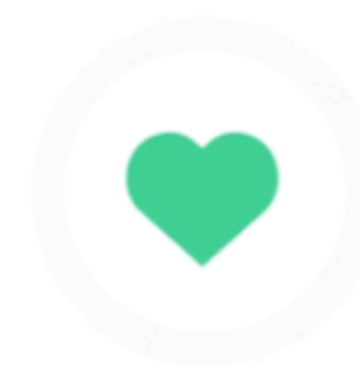
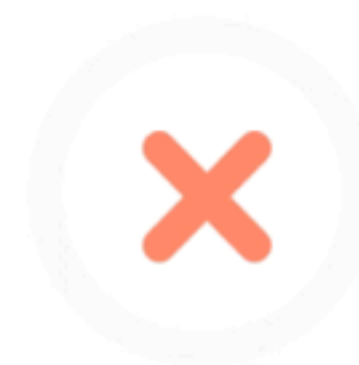
Card Swipe

Ismerkedés

Játék és visszacsatolás

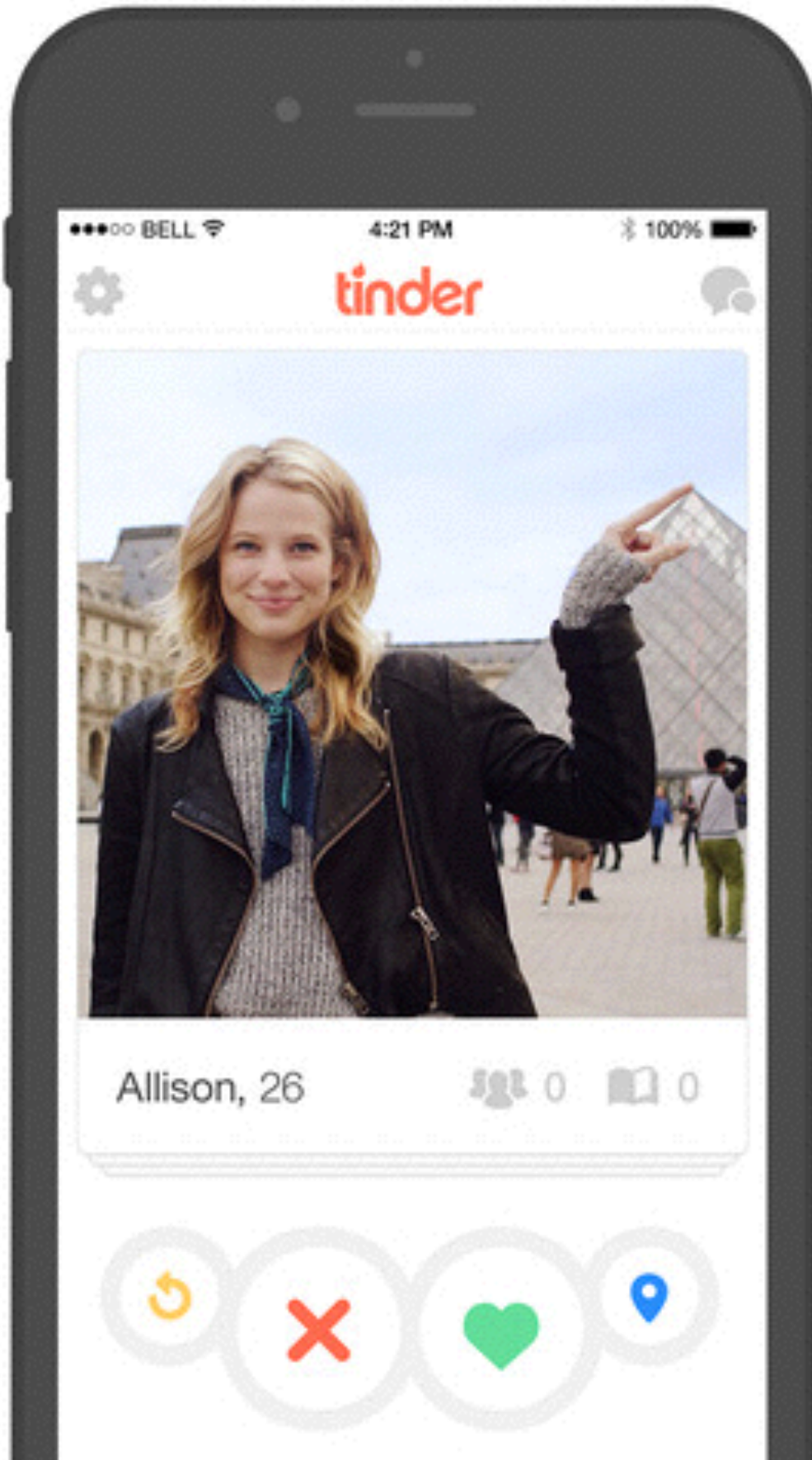
Helymeghatározás

Üzenetváltás és folyamatos interakció





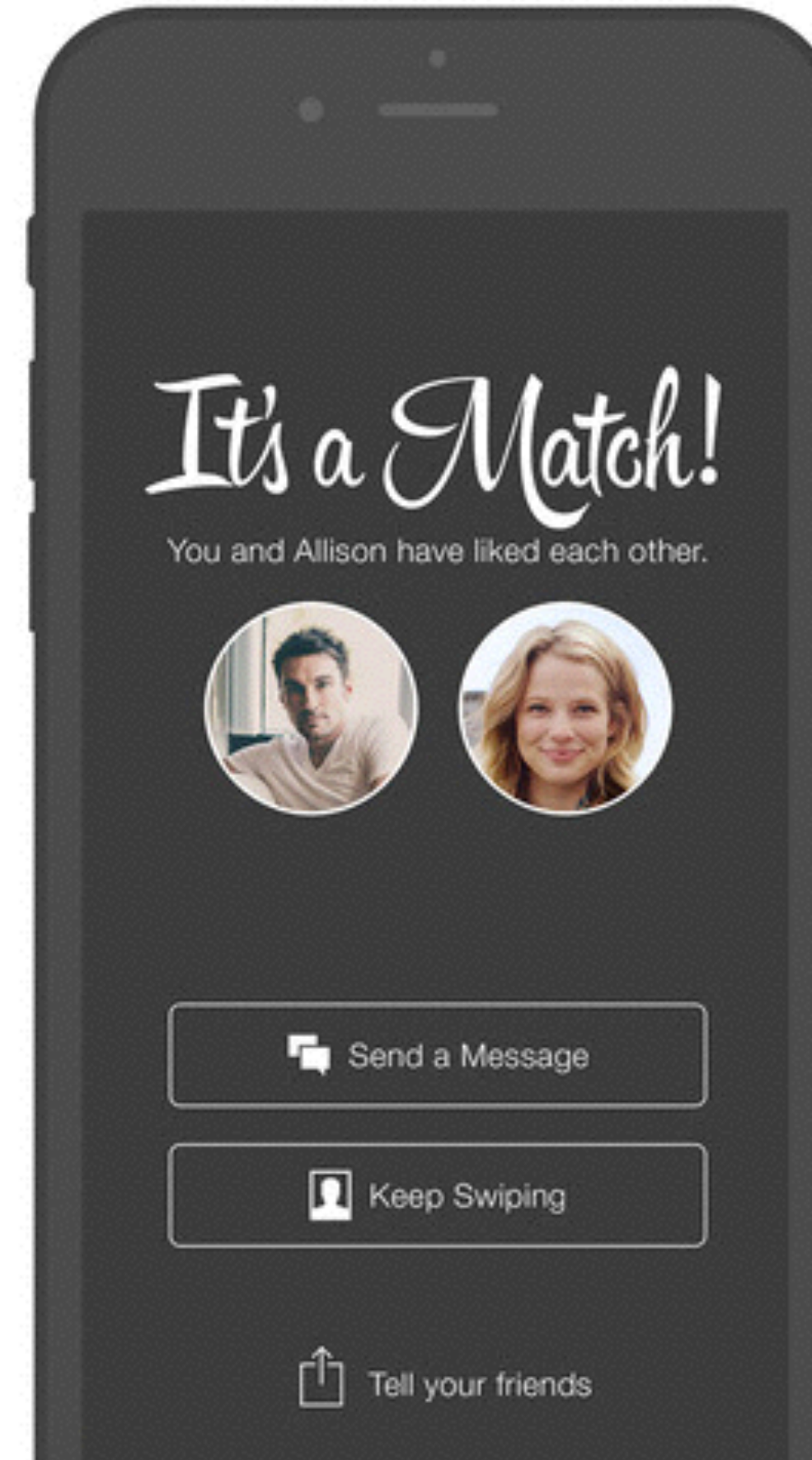
Tinder shows you  
interesting people nearby



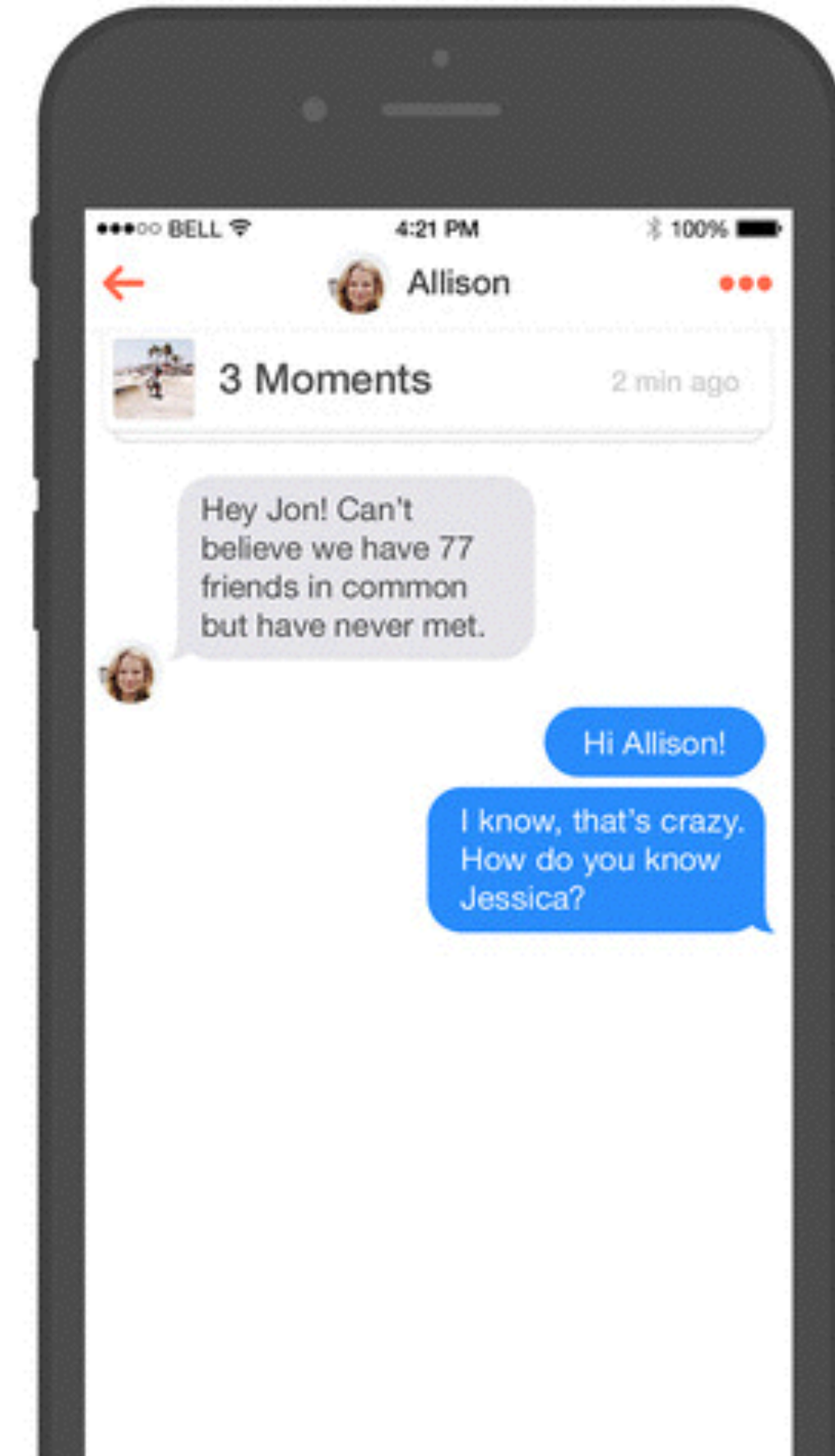
Anonymously like  
or pass each person



If someone happens to  
like you back...

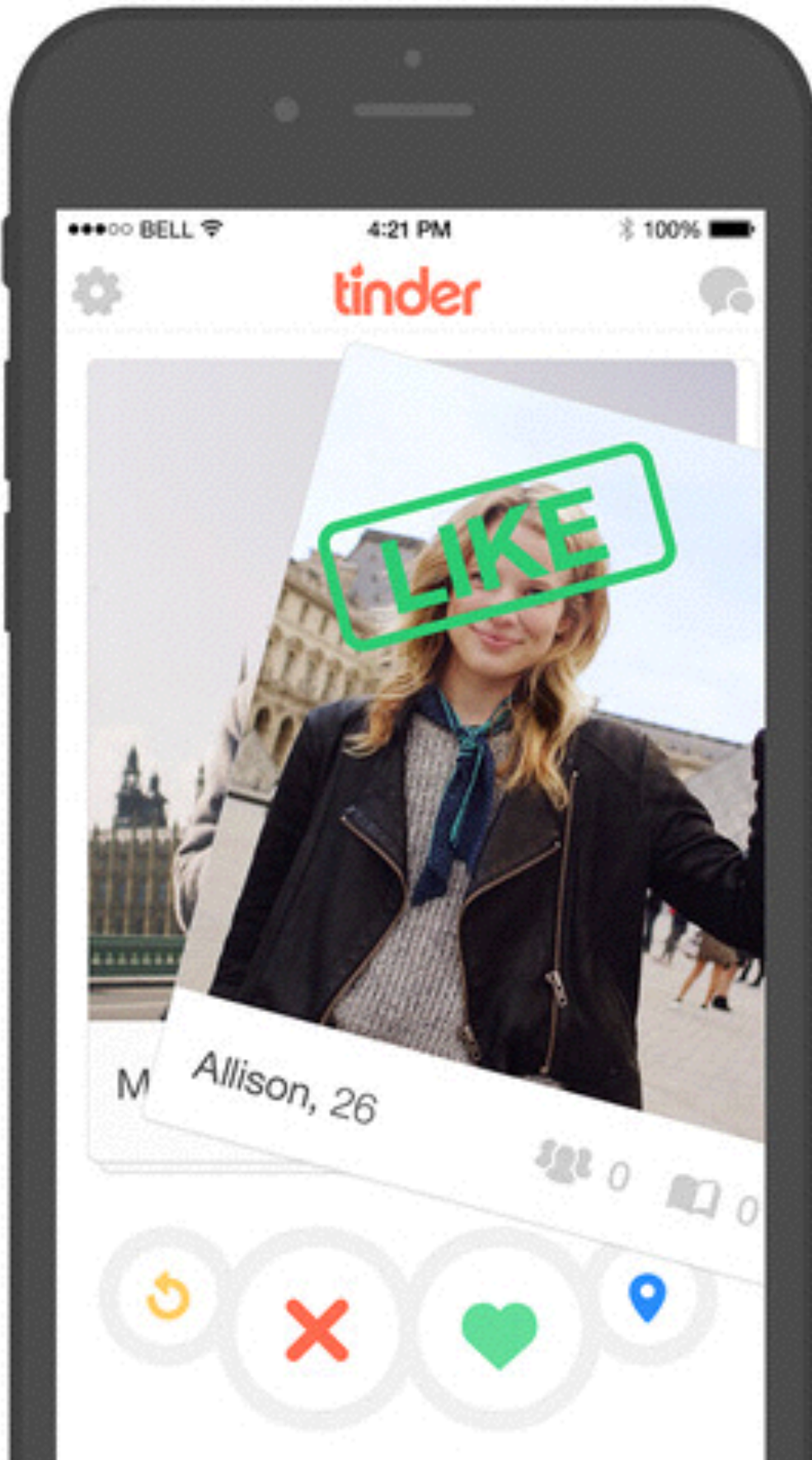


Chat with your matches  
inside the app

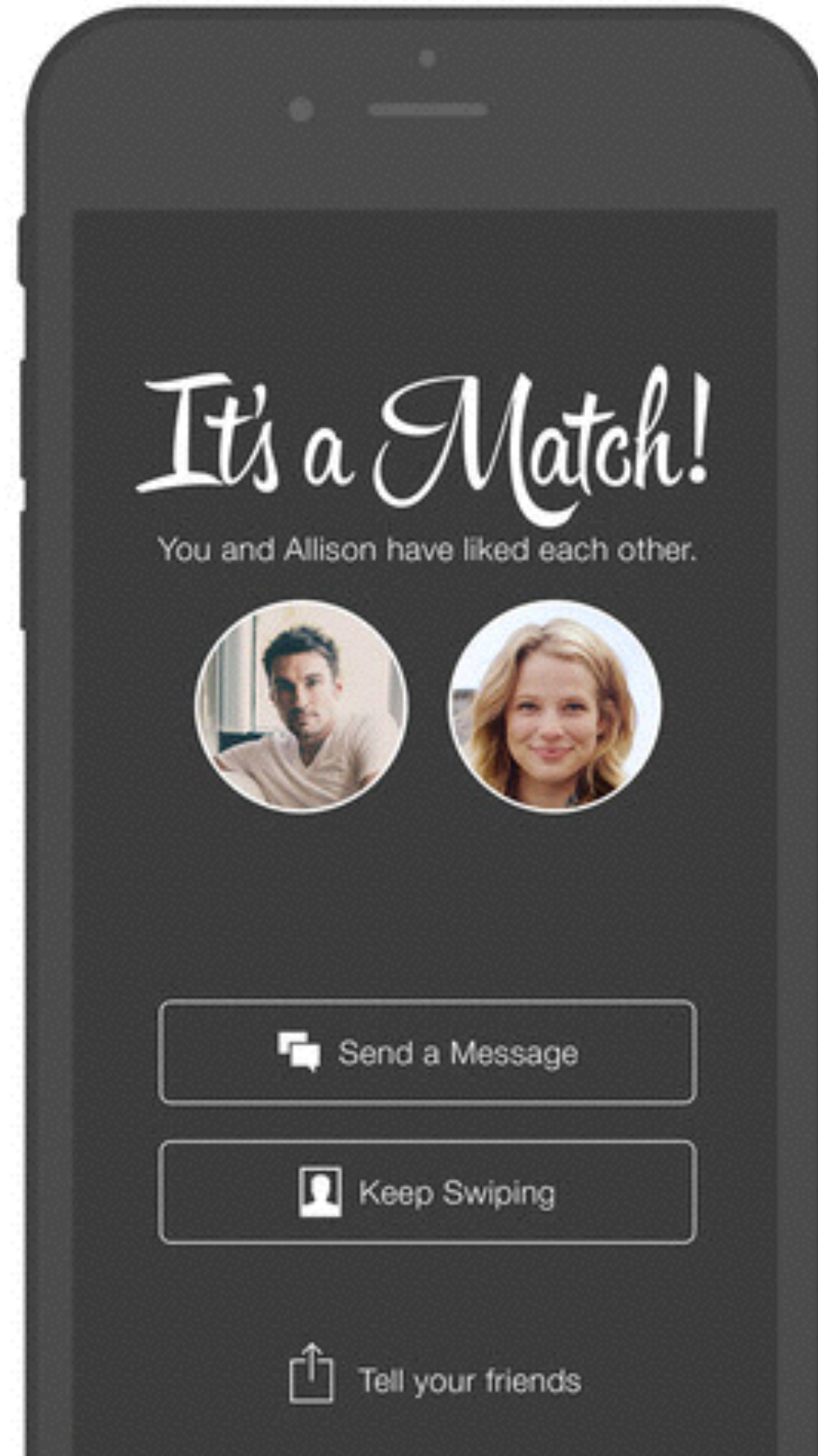




Anonymously like  
or pass each person



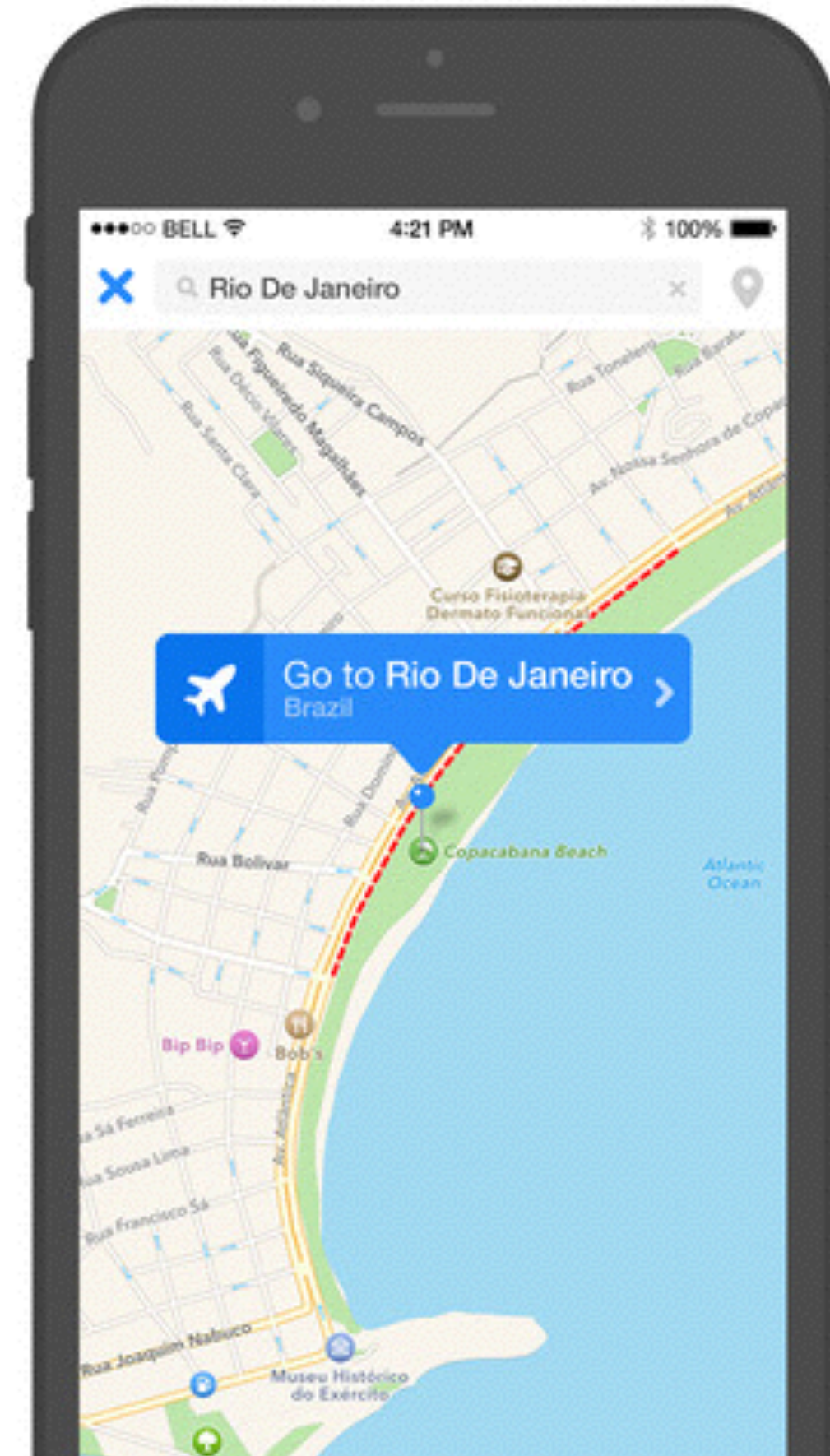
If someone happens to  
like you back...



Chat with your matches  
inside the app



Connect with people in  
any city in the world





RISE OF CAPITALIST COMMUNES • THE \$135 BILLION FARMER

NOVEMBER 24 • 2014 EDITION

# Forbes

WORLD'S 72 MOST POWERFUL PEOPLE  
THE NEW  
BOND KING  
PUTIN VS.  
OBAMA VS.  
THE POPE

FOUNDER  
SEAN RAD

"LINES WERE BLURRED;  
BOUNDARIES SHOULD  
HAVE BEEN STRONGER."

## THE CRAZY SAGA OF THE WORLD'S HOTTEST APP

TINDER IS REVOLUTIONIZING SEX AND DATING.  
WHAT'S GOING ON AT THE TOP IS EVEN WILDER.

"Tinder works like walking into a room, looking around and subconsciously going 'yes, no, yes, no' while scanning people. If you give someone across the room that look and they give you that look back, you're now both responding in the moment and that's a match."

—Sean Rad, Co-founder Tinder



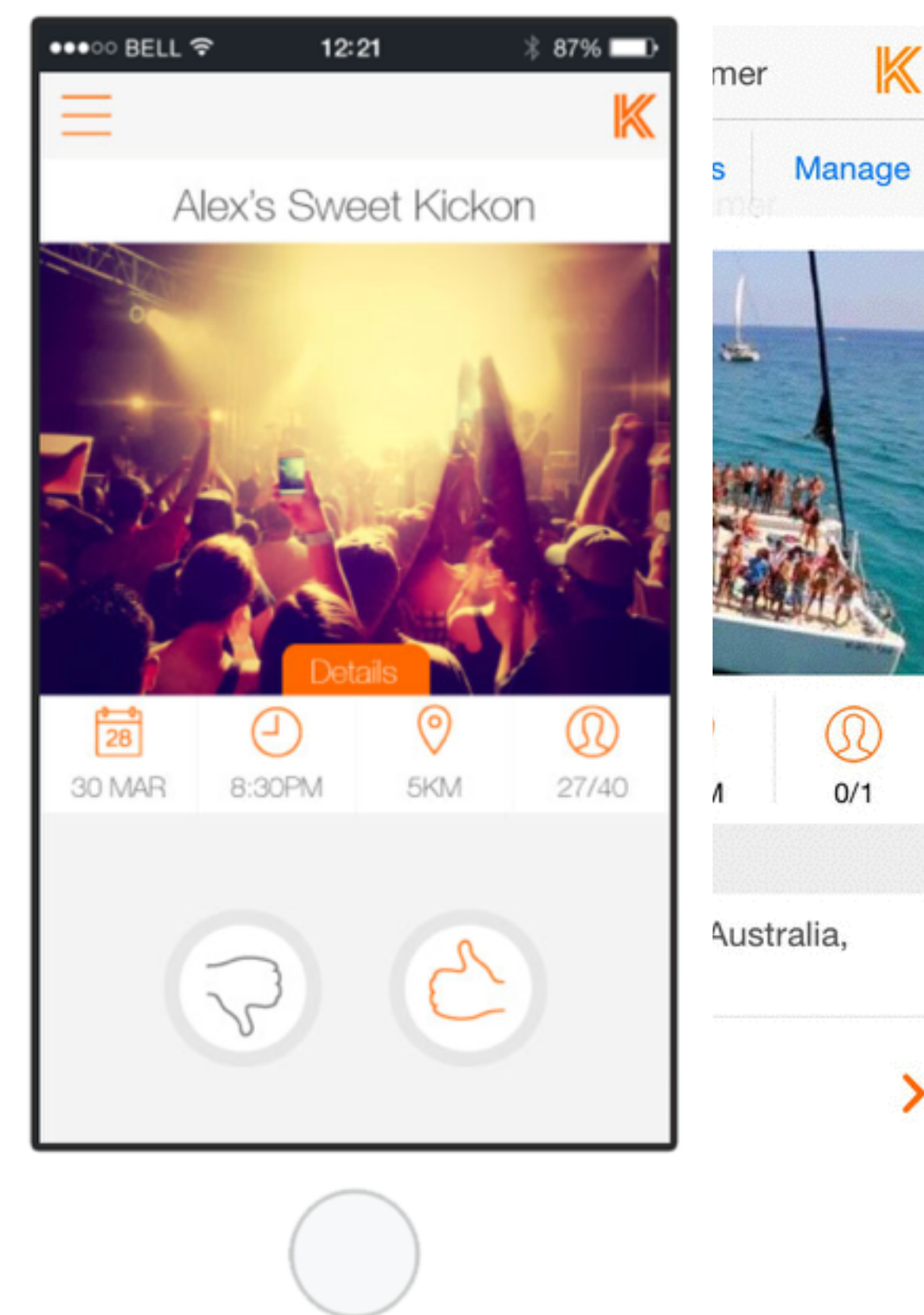
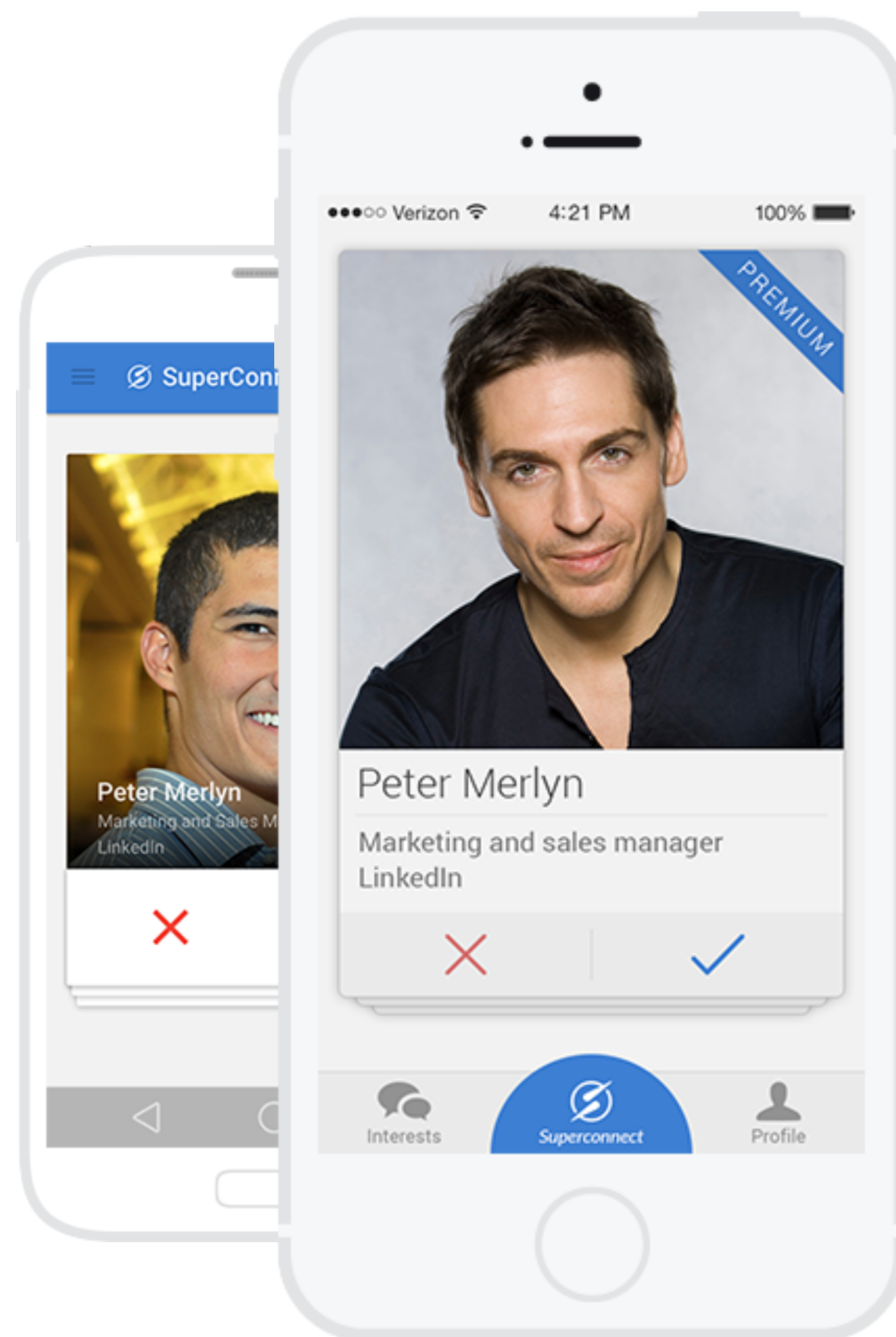
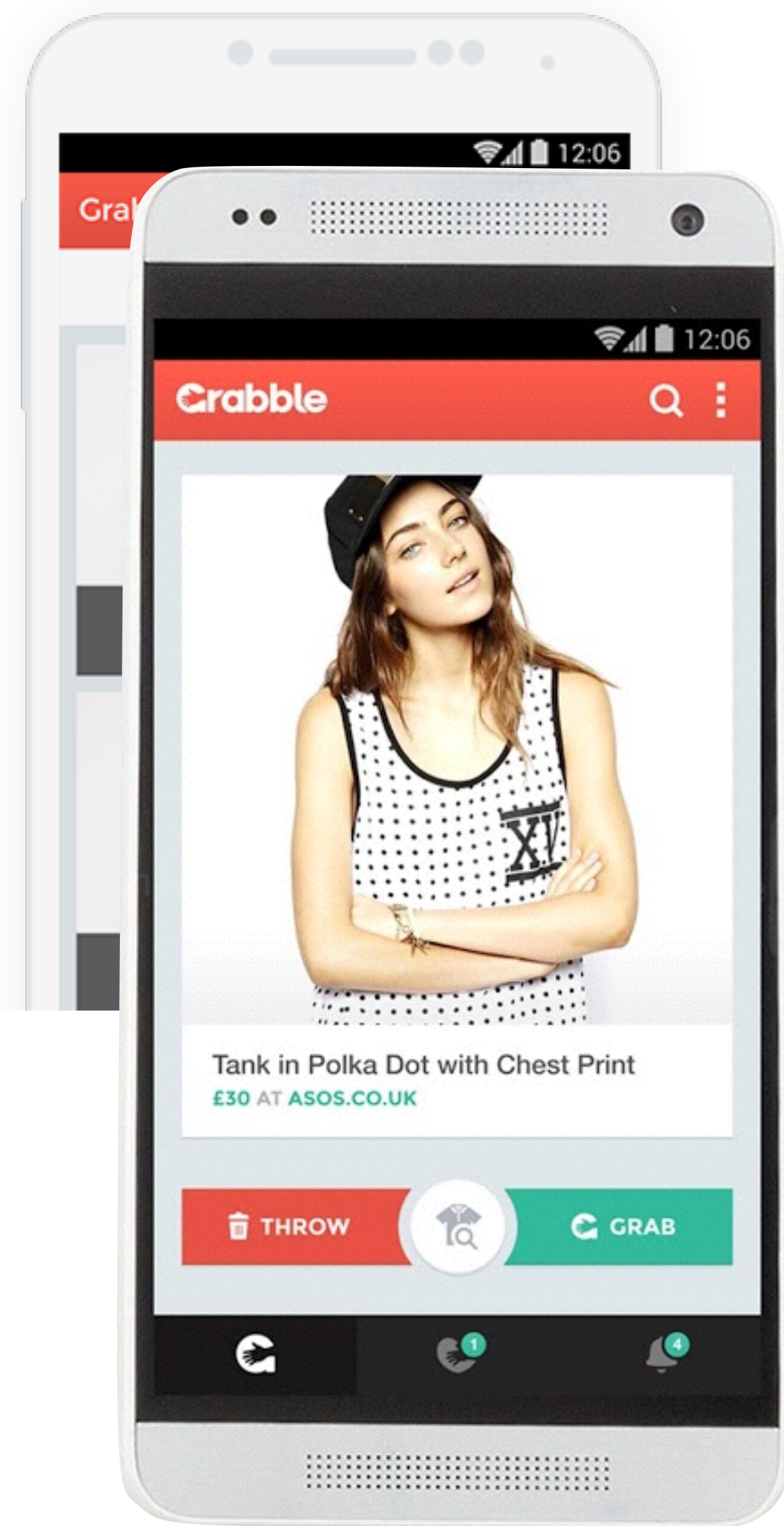


# Interakció. Szimplán.

A Tinder felhasználók 65%-a az kíváncsiság és a szórakoztatás miatt használja az appot.  
Olyan mint egy játék



Minden egyes swipe  
**INFORMÁCIÓT**  
gyűjt



supercharge.io/projects  
grabble.com  
kickon.com







Card Swipe

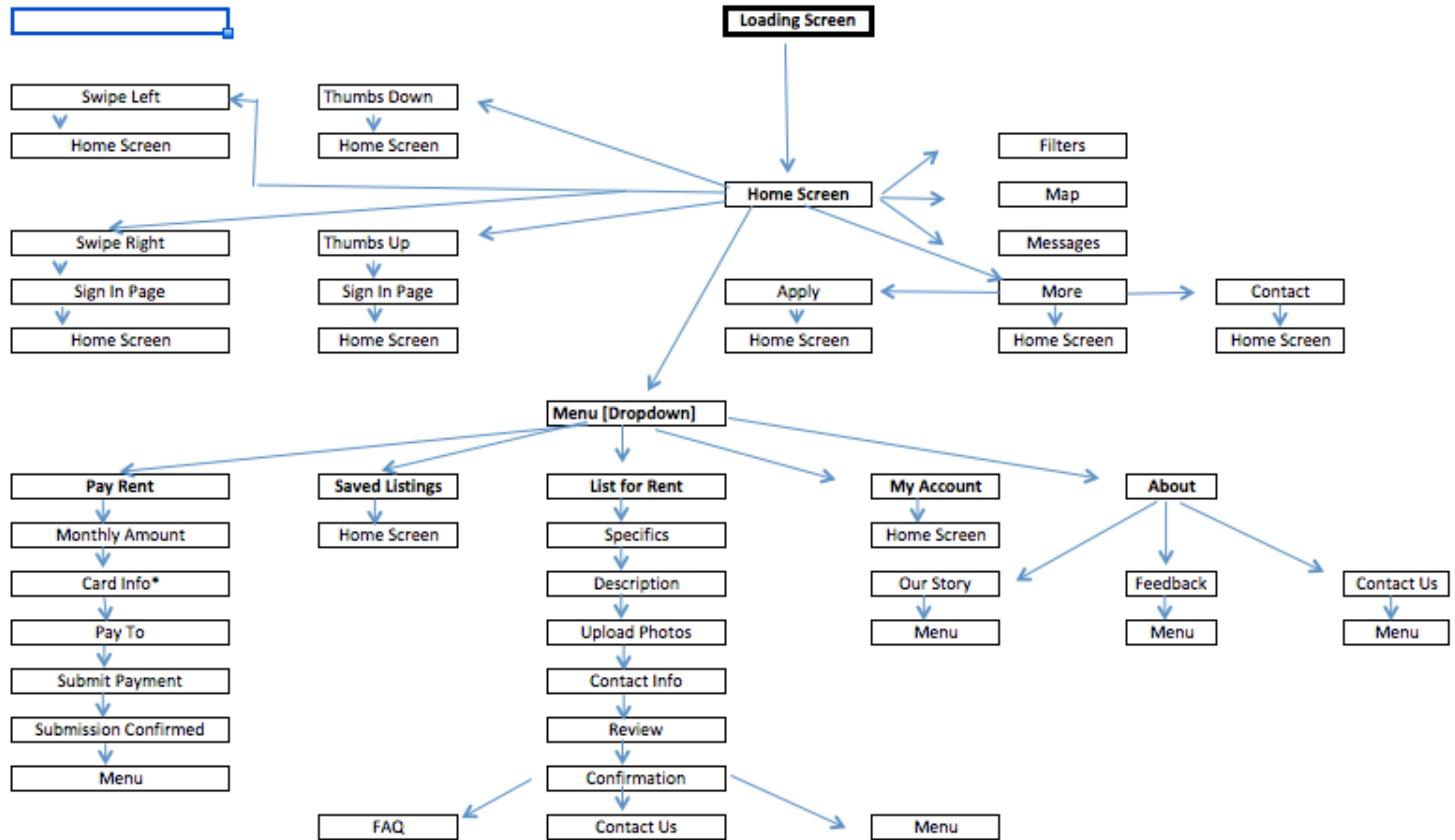
Lokáció alapján ajánlás

Tulaj - bérlő ismerkedése és ajánlás

Értékelés

Elmentett elemek

Interakció, üzenetváltás





When user clicks on **Menu** symbol and takes up half the screen, it automatically takes user to **Home** screen, then user clicks on **Menu** and clicks on Icon to indicate which Screen user



When user clicks **Contact [Maria]**, below is the screen that appears



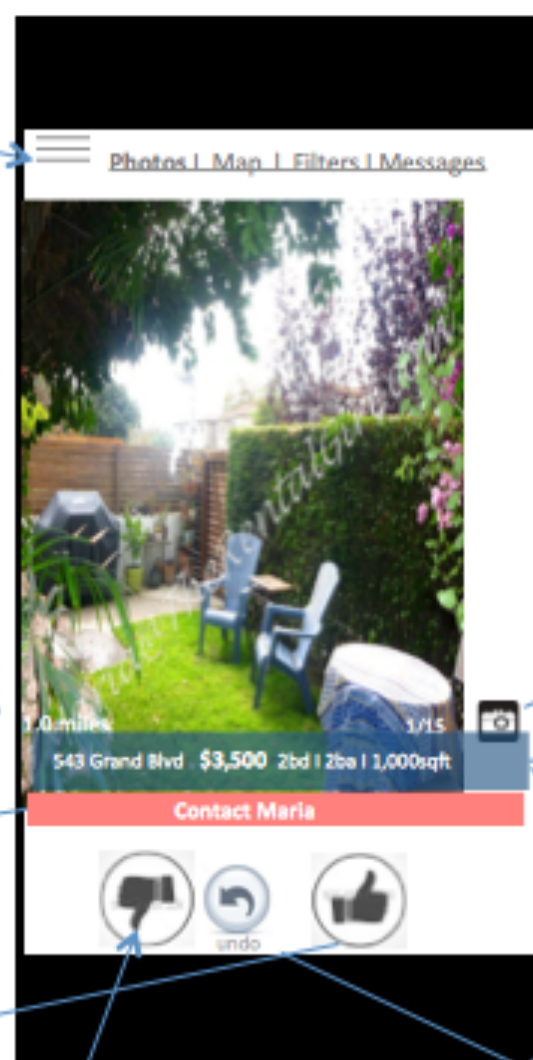
Clicking the Phone icon allows user to call directly. Phone automatically starts dialing when this is selected. Clicking the Email icon automatically prompts the email on users phone and autopopulates email with the same message as below. User can delete and customize message if he/she chooses

**Menu** (click for dropdown)  
Swipe Right on the picture to Save, swipe Left on the picture to Pass

indicates how close this address is to current location

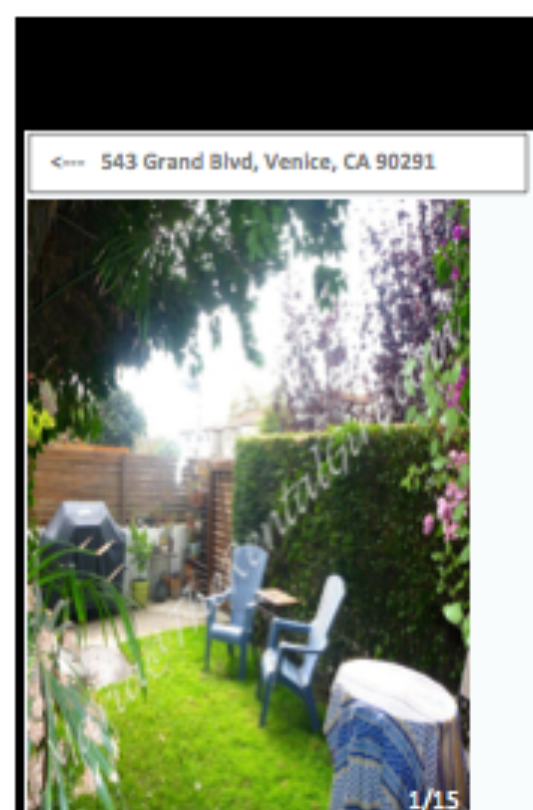
Links to a **Contact** screen that shows Maria's name, phone, email, and PadSwiper Message that would show up like a linkedin banner message on Maria's phone

This screen opens when user opens the app. **Home** Screen



Thumbs down to pass, thumbs up to save, undo to undo last selection. Let's say user swiped left on the previous listing on accident, click undo and the previous listing will pull up again

When user clicks on image and/or blue banner, **More** information appears and user can scroll thru pictures and scroll down for more info. When user clicks back arrow (<-- ) back to home screen



links: **Photos** is what is currently showing, **Map** shows this listing on a Map and directions from where user currently are, **Filters** links to the Filters screen

camera icon and indication of how many photos there are. Click on this or anywhere on the picture or blue banner, and it takes user to **More** Information and allows user to scroll thru pictures

Address not including City, State, Zip (**More** screen will show that info). Rent separated by space while bedroom count, bathroom count, and square footage are separated by divider line. If one of these is not available, indicated as NA

blue banner would be slightly transparent and kind of fade into the picture

small font below undo button says "undo" in small gray font

while scrolling thru Address and Back banner should remain on top. Clicking on this will take user back to **Home**

**Map** - Indicates where the asset is with driving directions from current location. Also, shows pins of assets in the area for rent that fit the criteria



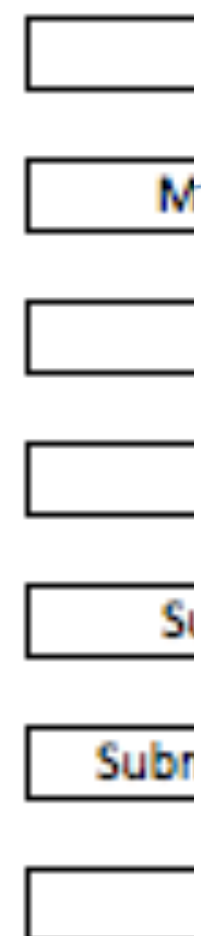
should be before

Us

10



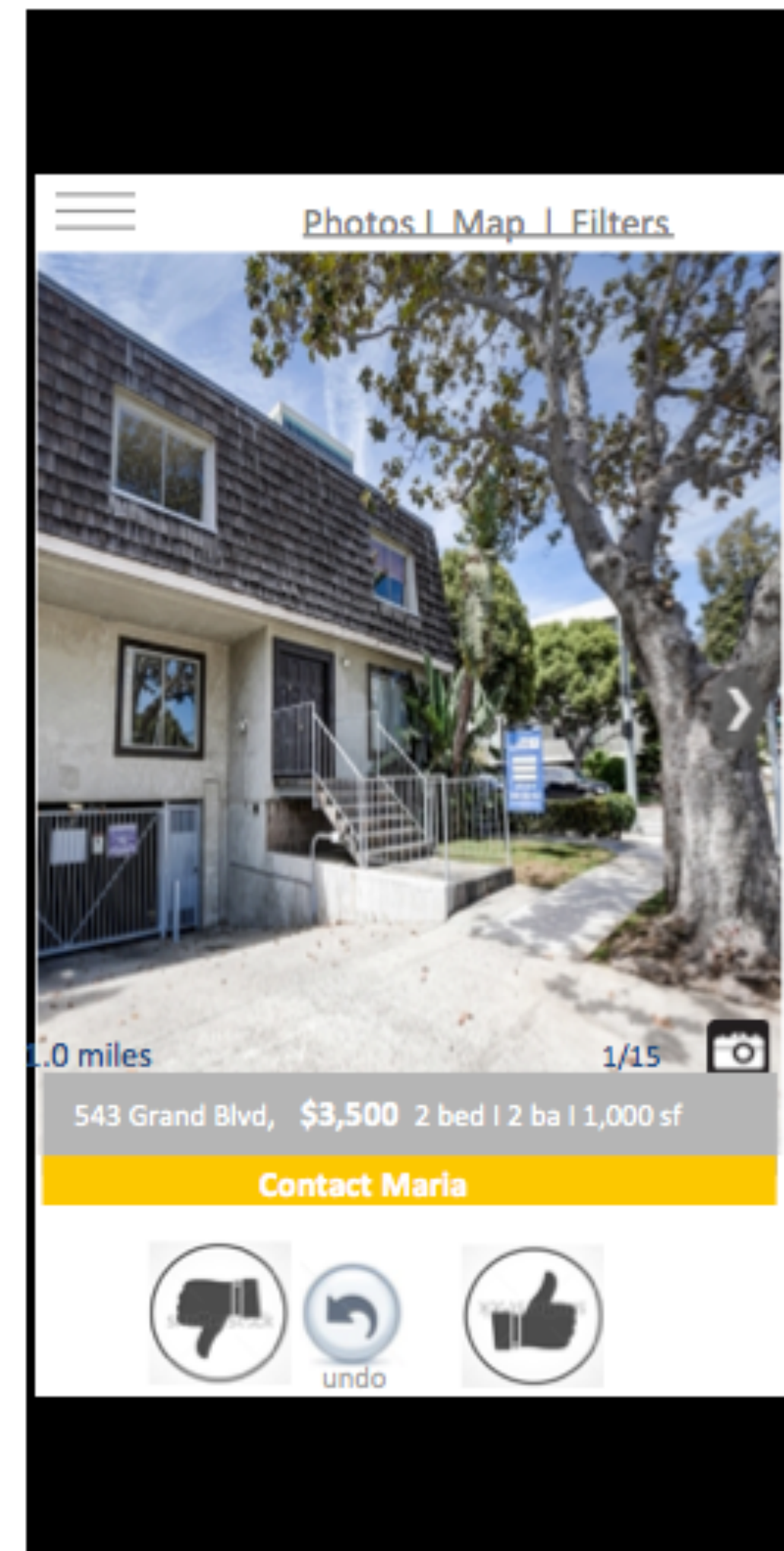
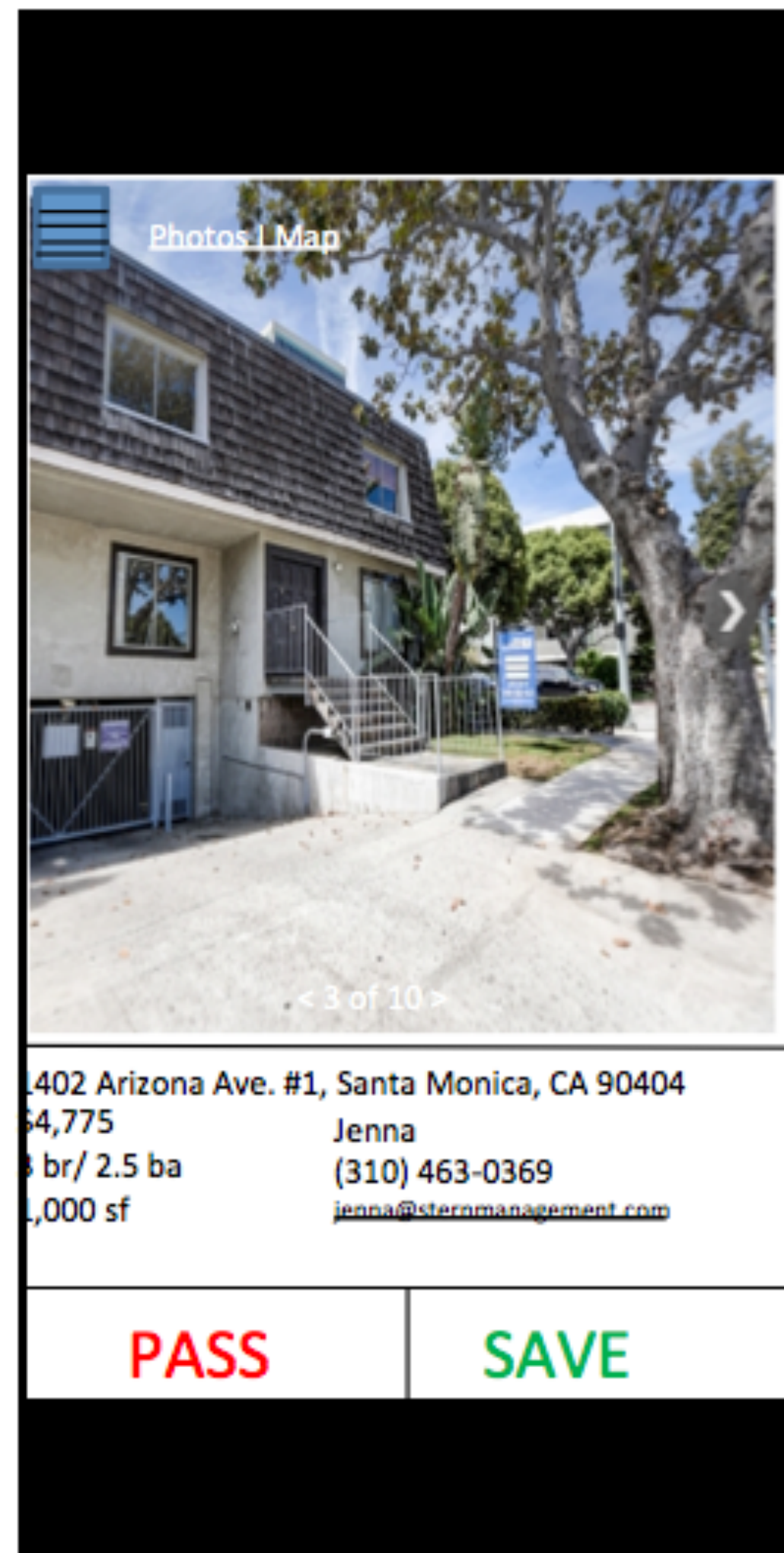
When user clicks on Menu symbol and takes up half the screen, then user automatically takes user to Home screen, then user clicks on Menu and clicks on Icon to indicate which Screen user



When user clicks Contact [below is the screen that appears]



This screen opens when user opens the app. Home Screen



Map - Indicates where the asset is with driving directions from current location. Also, shows pins of assets in the area for rent that fit the criteria

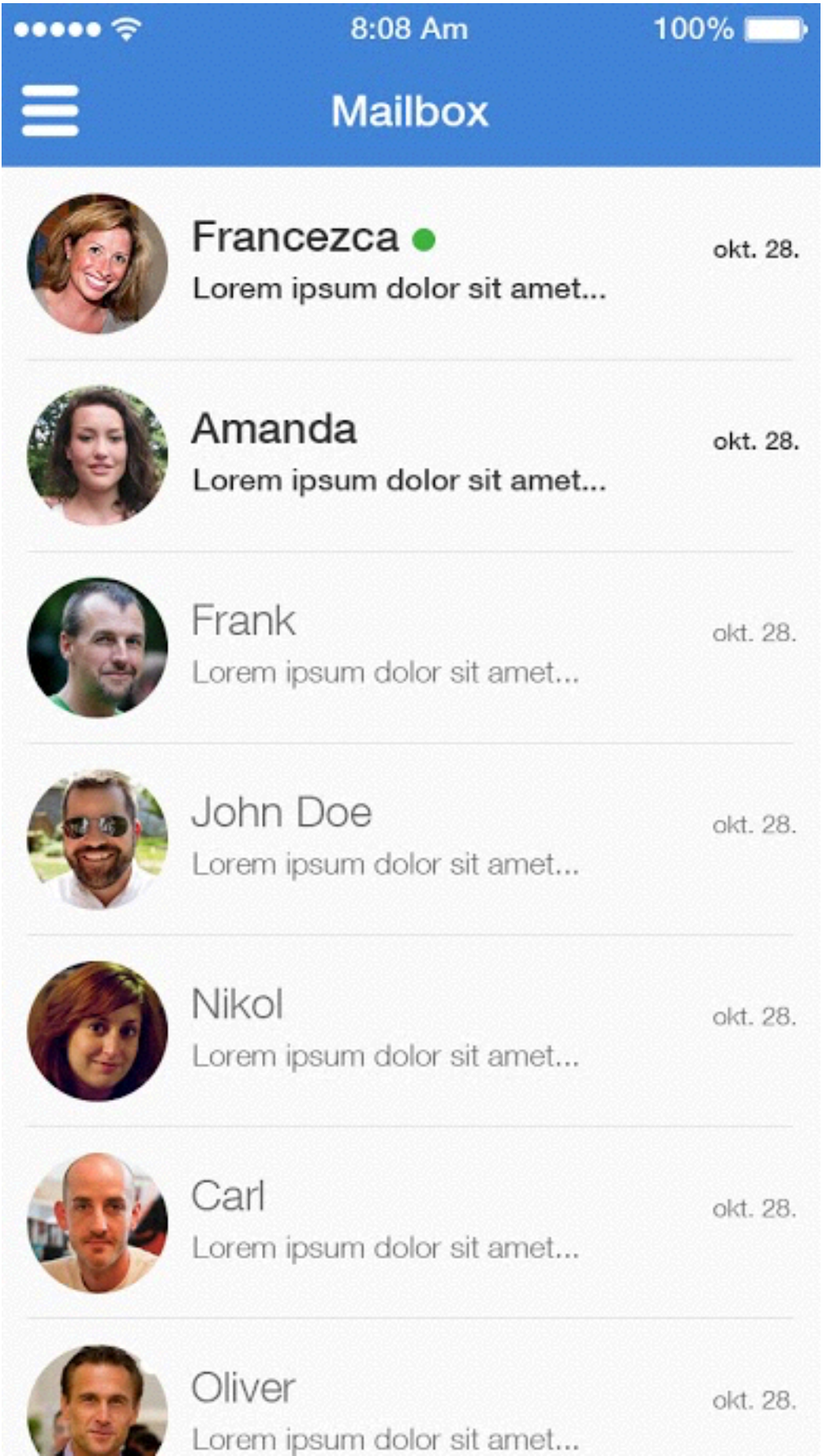
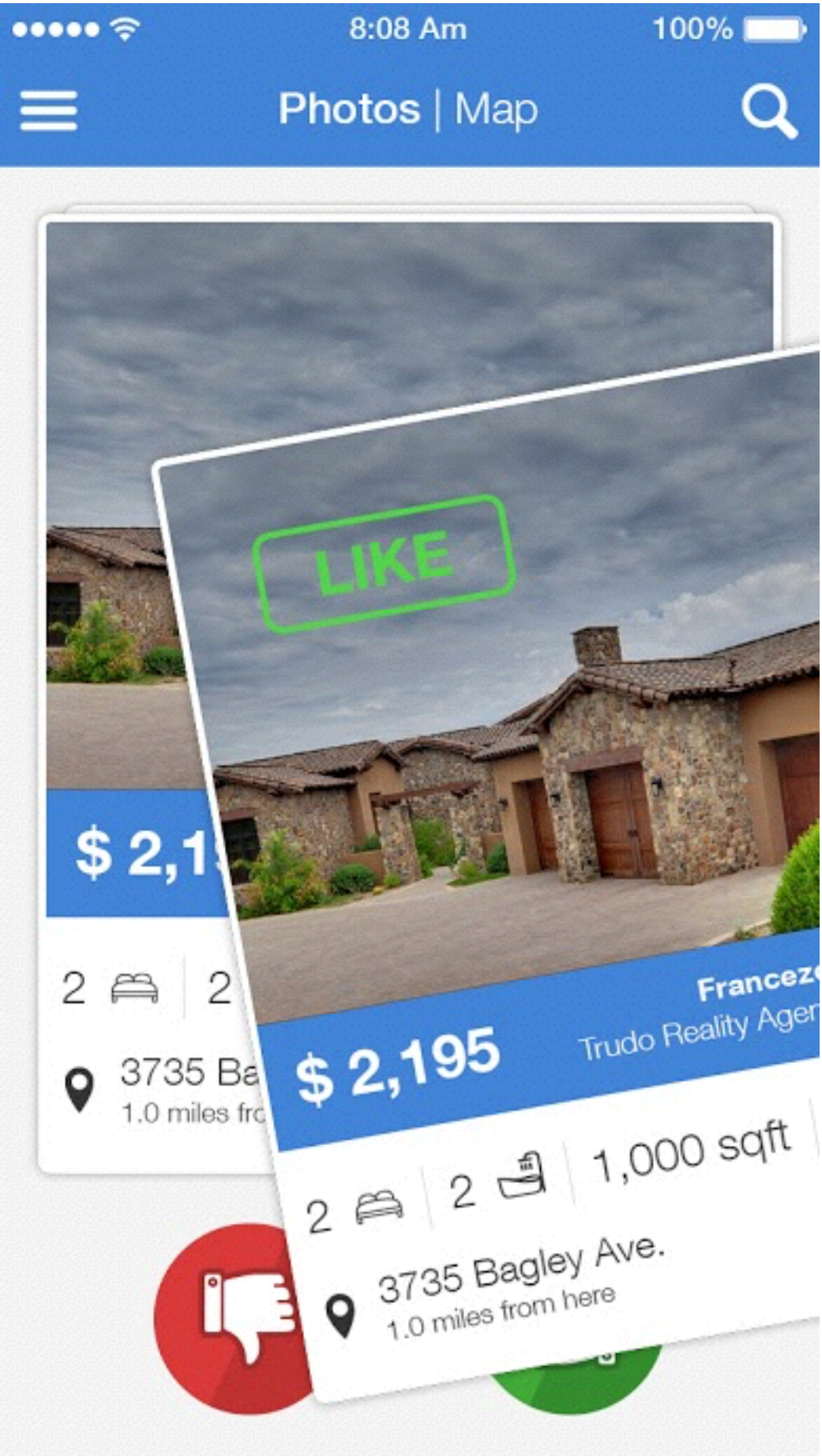
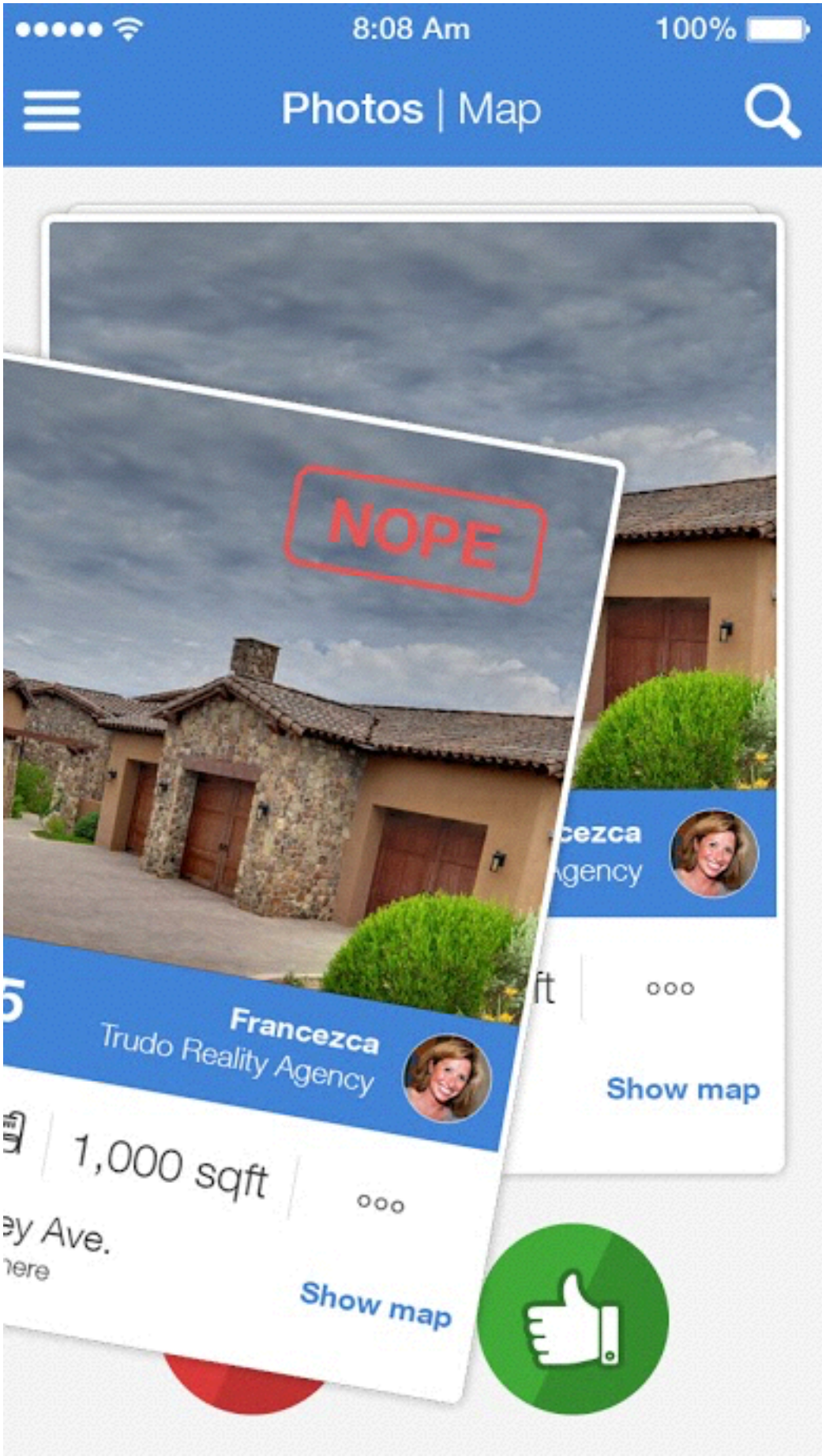
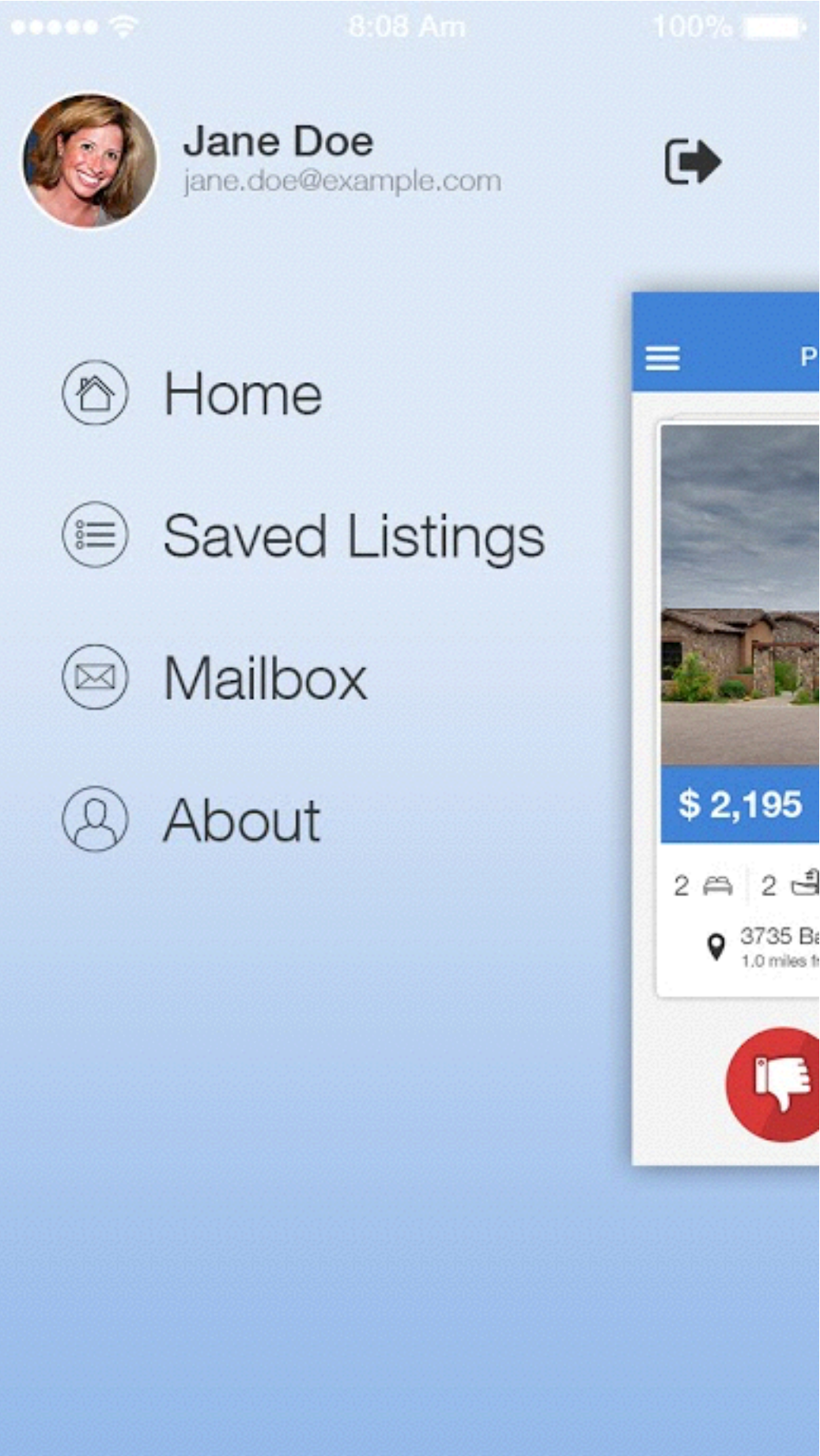


should be before

it Us

10









# #YOSO

## You Only Swipe Once!

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