



JIBBE

CASE STUDY

SECTION 1

GOALS & INSIGHTS

The goal is to design an interactive, consumer-facing mobile app. JIBE is a new and exciting way for singles to meet people and for non-singles to play matchmaker. JIBE will stand out in this space by making its matches more personal and curated.

SECTION 1

PRIMARY FEATURES

Personalized feed of potential matches

Recommendations for friends / matchmaking

Relevant and useful filters and search criteria

User profiles that showcase personality

Unique ice breaker moment

Message center

Place to view matches and recommendations

SECTION 1
BRAND VOICE

The primary goal of the brand expression is to leverage the qualities listed to the right. These should be epitomized in all aspects of the app from the user experience, visual design, to the copy used in outgoing and in-app user communications. It has to look visually appealing while maintaining a seamless and intuitive user experience. Most importantly, the app needs to provide content that is both helpful and engaging.

Simple

Bright

Conversational

Youthful

Modern

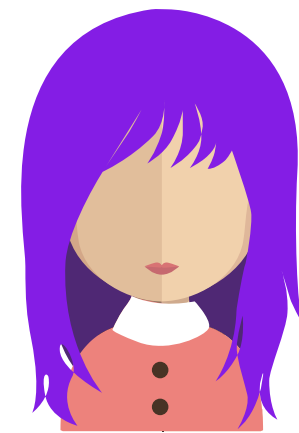
Trustworthy

Expressive

SECTION 1

TARGET AUDIENCE

Audience profiles and their journeys are an integral part in the design process. They help us understand the psychology behind the target audiences' behaviors and motivations, ultimately informing the UX and visual design decisions made throughout development.

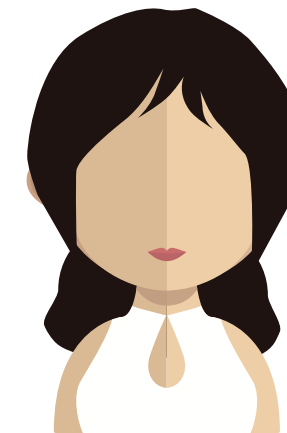


TARGET 1:

The Single Matchmaker

AGE 25

“JIBE is a fun way to meet people and it lets me express my personality in a unique way. I appreciate the meaningful connections I make for myself and for my friends.”

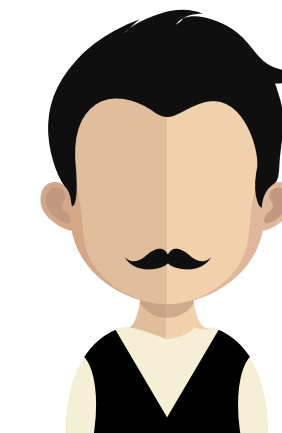


TARGET 2:

The Happily Married Love Guru

AGE 29

“JIBE allows me to recommend matches to my single friends. My friends have a lot of trust in me and they value my opinion when it comes to dating and relationships.”



TARGET 3:

The Single Who's Ready to Mingle

AGE 34

“JIBE helps me meet new people and allows my friends and family to recommend people to me. I'm confident that I'll meet quality people on JIBE with suggestions from people I trust.”

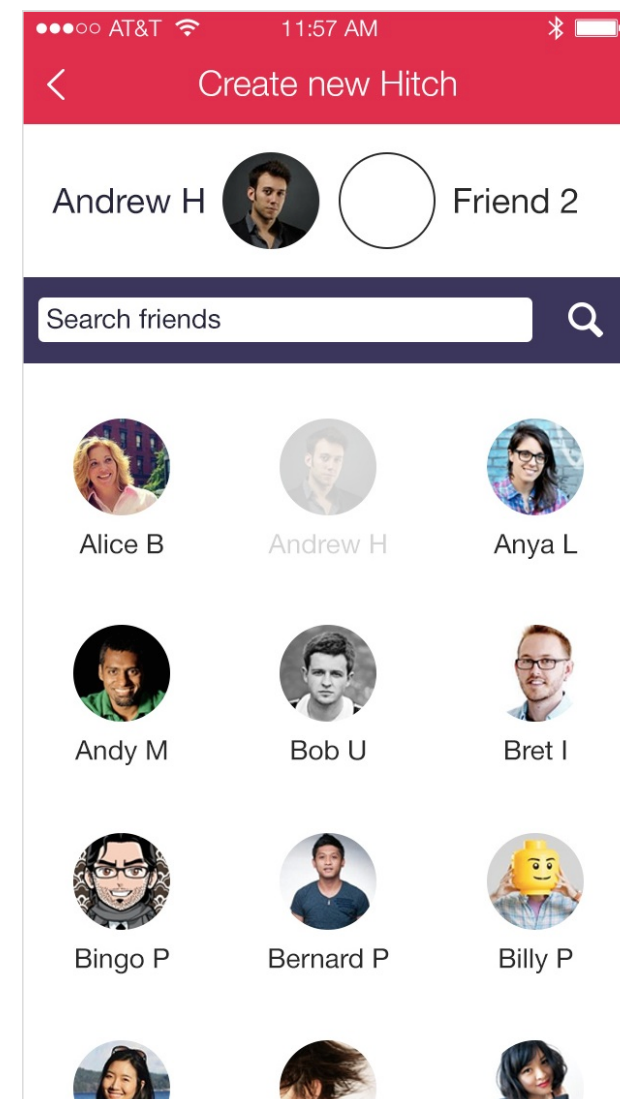
SECTION 2

PROJECT CONTEXT - COMPETITIVE LANDSCAPE

Here's where we review competitive apps. These applications may represent features that we should consider, interesting flow or architectural elements.

SECTION 2

COMPETITIVE LANDSCAPE

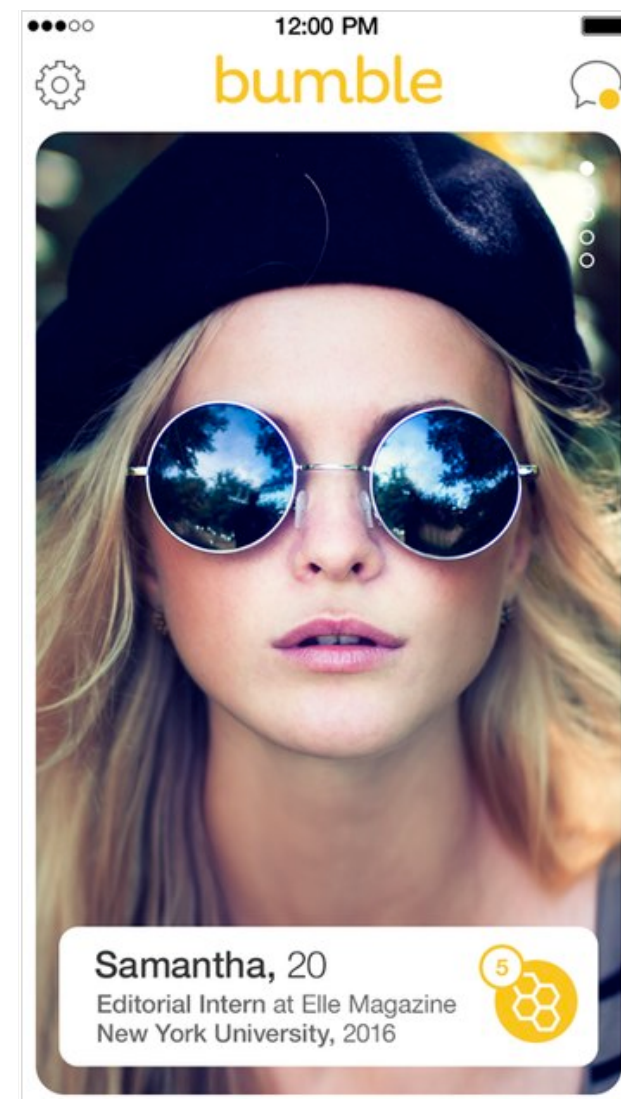


Hitch

Overview: Invite-only app where you play matchmaker and meet new people through friends. Tinder for matchmakers.

Pros: Exclusive community that cares more about quality than quantity. Simple minimal UI.

Cons: It's invite only even for matchmakers. UI is not very engaging and feels clunky. Hard to scan since elements lack clear separation.

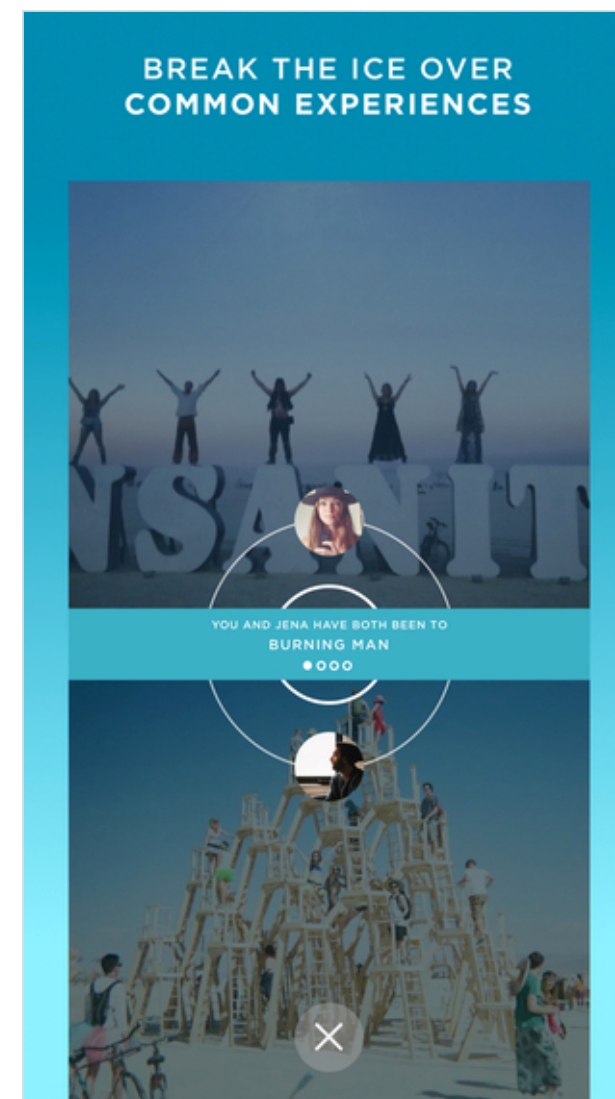


Bumble

Overview: After two people opt in by swiping right they're added to each other's 'hive' of connections. Women make the first move within 24 hrs or connection disappears.

Pros: Straightforward and easy to scan card layout. 24 hr time limit to stimulate interaction between users that show interest.

Cons: Displays people I already know which defeats the purpose of discovering new people.

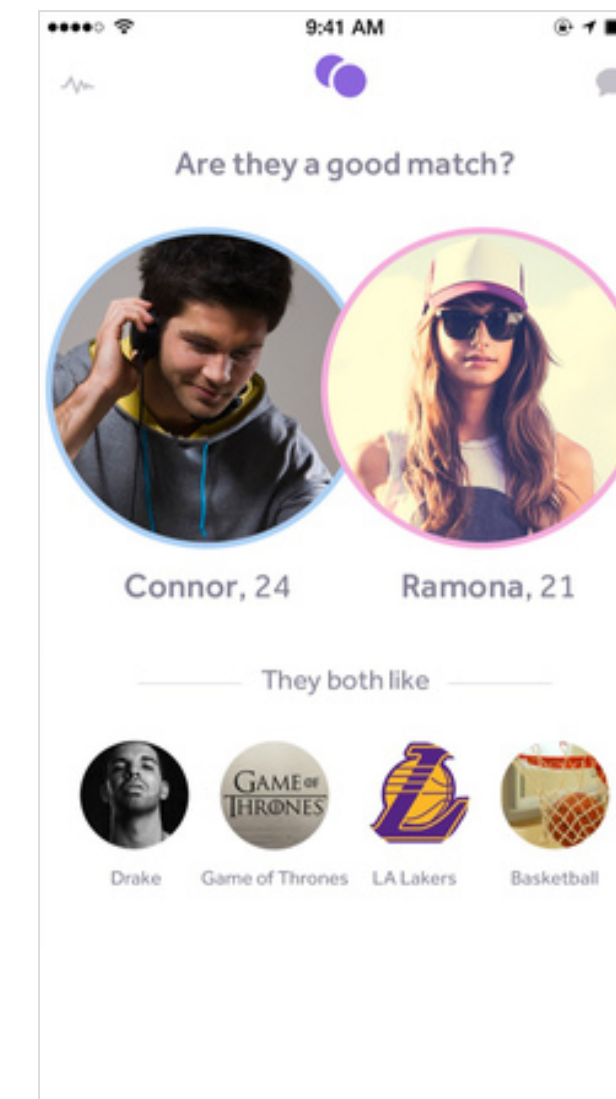


Glimpse

Overview: Glimpse taps into your Instagram account to help you meet your match. Allows Instagram images to represent you rather than dating profiles.

Pros: Beautiful gradients and colors used throughout helps with engagement. Simple clean UI also feels young and current.

Cons: People who aren't on Instagram miss out.

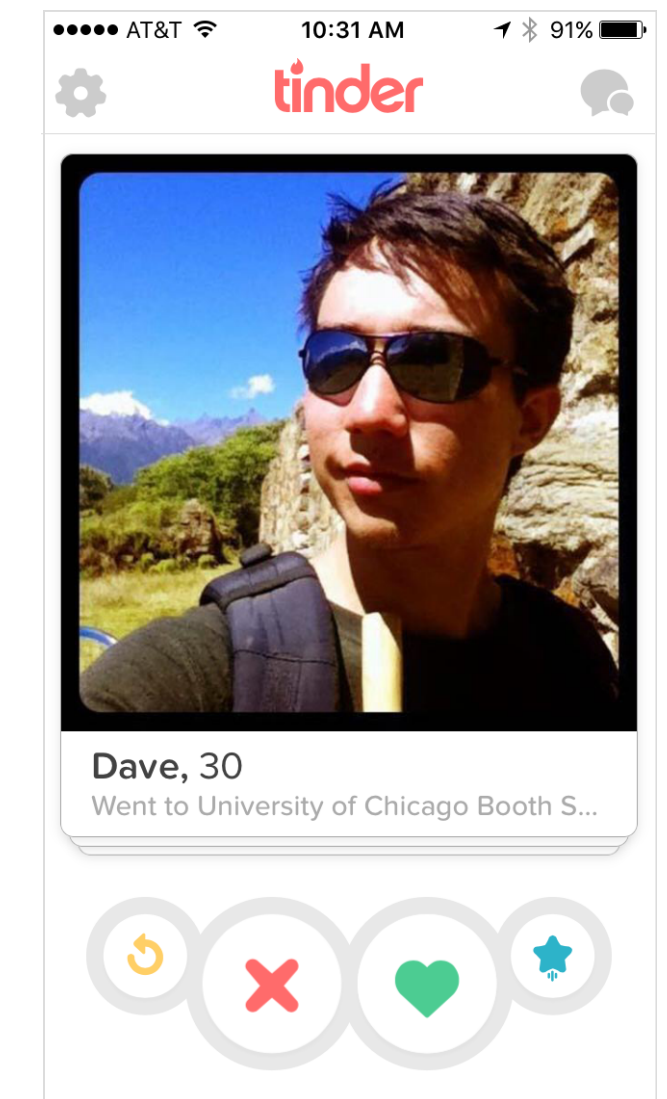


MatchUp

Overview: MatchUp pairs people with common interests, but the community makes the final decision. If enough users vote for a couple introductions are made.

Pros: Simple clean UI with pops of color feels lively and is easy to scan. Sliding Interactions are engaging and used in a meaningful way.

Cons: Users mainly vote for a couple by appearance and age.



Tinder

Overview: Fun way to connect with people around you. Mutual likes makes a match.

Pros: Meaningful and easy to learn interactions of swiping left to pass and right to like.

Cons: For first time user it's unclear what buttons do.

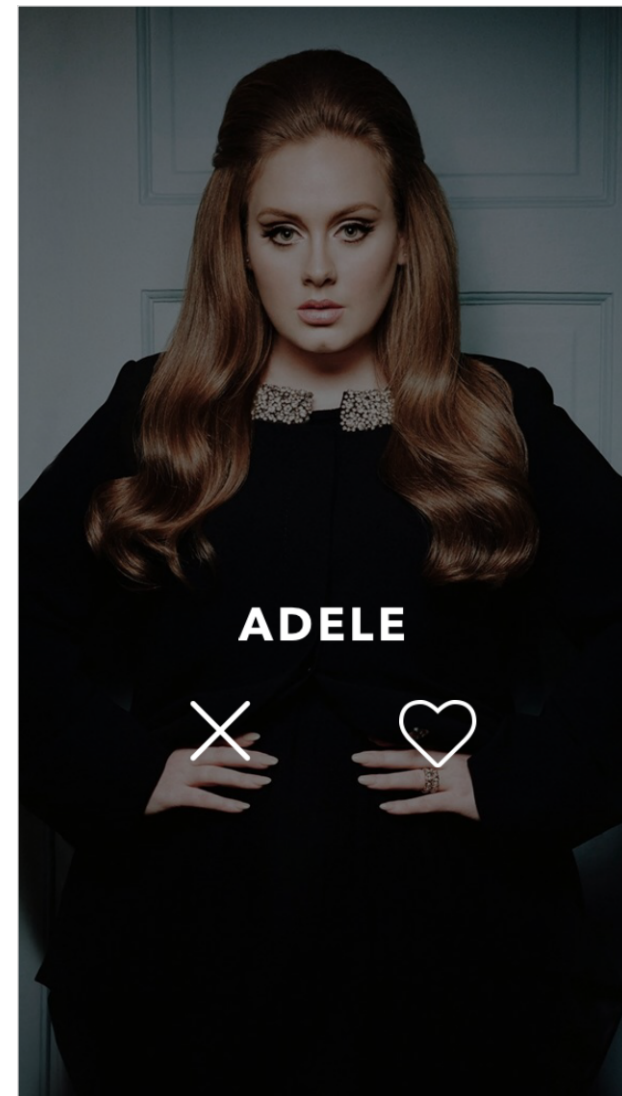
SECTION 2

PROJECT CONTEXT - BEST IN BREED

In this section, we'll review best in breed apps that convey noteworthy user experiences and/or interactive elements. Consideration was taken here to present apps with approachable UX and visual systems that encourage repeat usage.

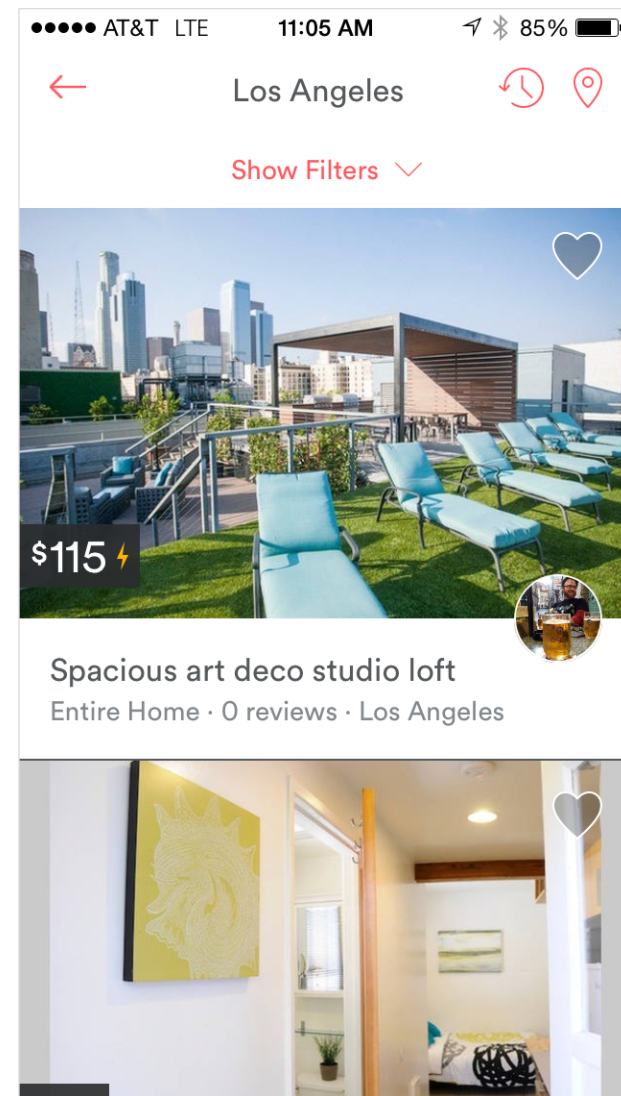
SECTION 2

BEST IN BREED



VEVO

VEVO takes advantage of stunning full screen images throughout the app. Parallax is used thoughtfully when swiping through sections making it fun and interesting to browse. Generous whitespace on artist screens makes it easy to scan. Onboarding is well executed. Users slide right to favorite an artist or left to dismiss.



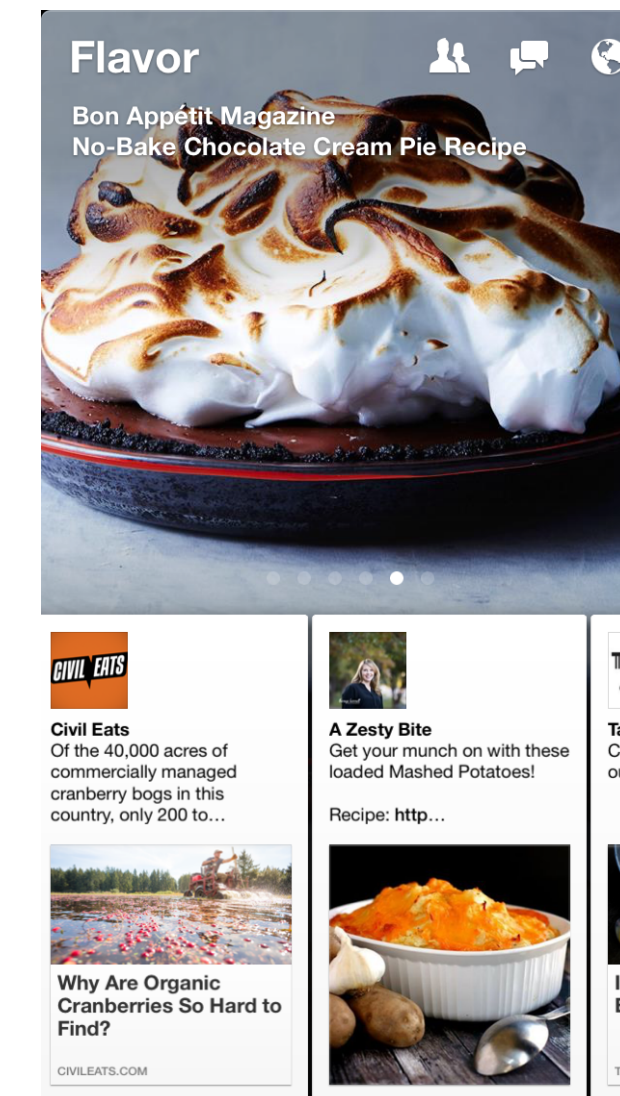
Airbnb

Airbnb makes it easy for users to browse and book properties as well as save and share results. Iconography used throughout the app helps users navigate quickly and easily. The best and the most important feature in this app is the filtering system. Wide use of icons and interaction makes filtering fun and engaging.



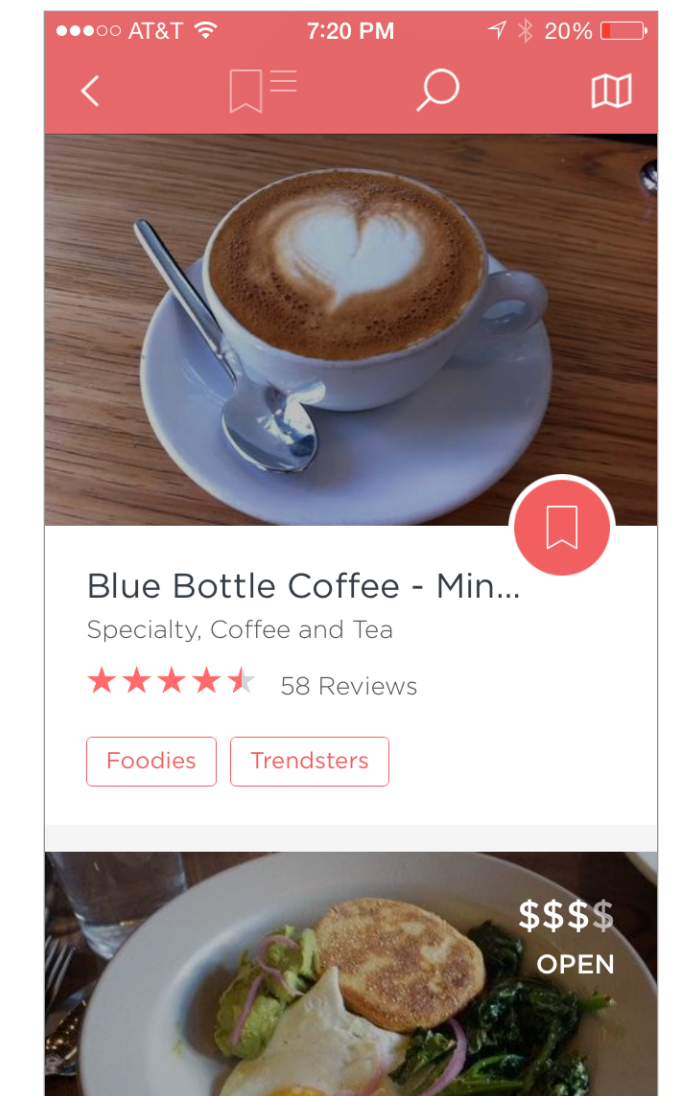
Spring

Spring lets you shop and discover over 800 brands in a single app. The combination of beautiful lifestyle photography with tasteful typography makes this app feel like a fashion magazine, which is appropriate for the service they provide. Spring also does a great job of organizing content in a way that is digestible.



Paper

Paper by Facebook provides its users the ability to explore and share stories based on their specified interests. Beautiful images and thoughtful micro-interactions keep users engaged. Its innovative use of cards makes navigating the app and consuming news simple and delightful.



Gogobot

Gogobot is a recommendation and discovery app similar to Yelp. The three categories are color coded to easily identify the different sections. Large imagery along with charts and graphs make it easy to sort and visualize ratings.

THANK YOU