

Competitive Analysis • BUMBLE

	Tinder	OK Cupid	Hinge	The League	Coffee Meets Bagel
Content	Hook up/Casual Relationship/Relationship	Hook up/New Friends/Casual/Long Term Relationship	Long Term Relationship	Long Term Relationship	Long Term Relationship
Main user profile setup	Asked to upload a photo, asked for birthdate, asked for email for verification, asked for school	Facebook or email set up, First Name, Gender identity, birthday, enabling location services, kinds of connections you're looking for, who we're open to connecting with, age range, add photos, summary introduction, answering 15 questions (calculate best matches)	Current location enabler, preferences: gender specifications for you and person you're interested in, height, ethnicity, kids and family plans, work and job, education and highest level degree, religious beliefs, hometown, political beliefs, drinking and smoking habits, drug habits, profile photos via facebook/camera roll/insta, answer 3 prompt questions	Profile picture, bio summary, personal preferences,	Asks you what you're looking for, location, school/degree, daily login rewards
Main app functionality	Rewinds, Decline, Super Like, Like, Skip The Line, message feature, feed feature within the message feature	Double take (swiping left/right), discovery (browse), like (who you like and who likes you, also has a get boost), conversations, profile settings (settings have questions for you to answer more about yourself after the initial 15 question set up that will be visible on your profile)	Liking someone by liking something on their profile, if not click X button.	Settings, Messages (Matches, Expires, Friends, Events, Groups), Browse/Search page (sections of learning more about benefits of subscription plans)	Suggested section, discover, chat, me
Search functionality	There is no function to search for potential dating candidates on a browse level, but there is a search option to look up specific matches that you've already matched with	Has the option to swiping right/left or browse through discovery	No search functionality, liking something on the person's profile, messaging them, or exiting out; one profile at a time	No search functionality	Discover, Suggested Section (completing your profile to help get better matches)
Social Links/connectivity	Connect to Instagram + Spotify	Instagram	Facebook	Linkedin and Facebook	Instagram
Age verification	No age verification when signing up with your phone number, when you sign up through Facebook it automatically updates your age through the FB account	Facebook or in put of date yourself	Facebook	Linkedin and Facebook	Facebook + Email
Sign in	Facebook or Phone Number	Facebook + email	Facebook or phone number	Linkedin, Facebook, Instagram	Facebook + Email
Navigation	Swiping left/right	Double take feature - swiping left/right, Discovery - browse in your area, has a search filter function categories by looks, background, availability, personality, vices, questions, and more. Each goes into depth about what you specifies you are looking for in each category	No search functionality, liking something on the person's profile or exiting out. One profile at a time	No Navigation	Discover, Suggested Section (completing your profile to help get better matches)
Member profile detail view (what's included)	Big square profile picture, with age, career title, school, location mileage, information icon which pops up with their individual profile with a bio	Image is condense in a small circle, name, age and location, tells you who type I am, my background, what I'm interested in looking for, sections that i can write more about me with: self-summary bio, aspirations, talent, my traits, my needs/values, my hobbies, my moments, my secrets, dating (what I'm actually looking for), questions, possible my instagram (if I connect)	Name, profile pictures, prompt questions and answers, and personal preferences and background,	Profile pic, age, location, height, about me, education, profession, interests, groups, religion	Profile picture, age, location, height, ethnicity, religion, occupation, employer, education: I am, I like, I appreciate when my date...
Help / Customer Service	Help + Support directs you to website on the app. Main page includes a search bar and 3 options: A Guide To Tinder, Something's Not Working, Safety, Security, and Legal, and a hamburger bar (that leads you back to tinder).	Profile > Profile edit > Settings > Help > Has 8 main categories plus a search function: Getting Started, FAQ, Your Account Settings, Billing and Paid Features, Troubleshooting, Safety, Privacy, and Moderation, Questions and Matching, Contact + Feedback	Profile > Settings > Help Center; theres contact support button in green; search function; popular searches location, undo, hide, 3 main categories: getting started, account settings, trouble shooting; Top Articles section: new login options, creating/editing/updating hinge profile, your turn/hidden chats/conversation in matches, free hinge membership + preferred subscriptions, technical support + tips; submit a request button.	Settings > Support > FAQ, Report A Bug, Send Feedback, Get Help From Support, Request A League Time Out, Restore Purchases, Email Me My Data,	Me section > Help + Support > bot chat messenger
Payment Method / Free?	Free, there are subscriptions that give users more functionality/features if they pay. Tinder gold (exclusive features), Tinder+ (unlimited likes + more), Get Boosts to increase Matches,	Boost features: 10 boosts 169/ea, 5 boosts 179/ea, 1 boost 199/ea (get an entire's day worth of activity in one 15-min burst, be seen first in doubletake and shown in more match results)	1/month \$12.99, 3 months \$20.99 (6.99 /month), 6 months \$29.99 (\$4.99/month); More date selections, see who likes you, set advanced preferences, expert access/dating advice	With no subscription, you get 5 matches per day at 5pm 12 month subscription \$29/month, 6 month \$33/month, 1 month \$39/month (You get more benefits)	Subscribe: 6 months \$120, 3 months \$75, 1 month \$35 (activity report, message read, more beans); Buy beans (unlike features like extra bagels and ability to view mutual friends); 3,000 \$24.99, 2000 \$23.99, 100 \$1.99,