

# THE MOBILE UNIVERSE

MARC LESNICK

CONFERENCE ORGANIZER

INTERNET DATING CONFERENCE

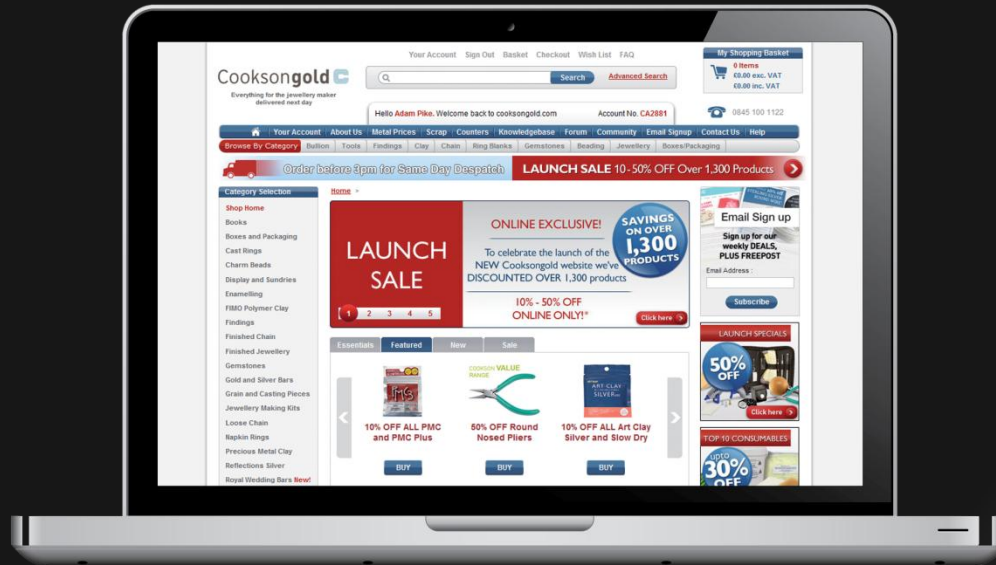
[HTTP://WWW.IDATE2014.COM](http://www.iDATE2014.COM)



# THE MOBILE UNIVERSE

- "WEB" (COMPUTER USE)  
AND MOBILE ARE DIFFERENT
- MORE VARIABLES AT PLAY IN MOBILE
- THESE PROBLEMS DON'T EXIST ON WEB

# THE MOBILE UNIVERSE



# THE MOBILE UNIVERSE

- WEBSITE USUALLY THE SAME
  - OS
    - MAC / PC / LINUX
  - BROWSER:
    - OPERA / SAFARI / MOZILLA FIREFOX / OTHERS
  - ISP

# THE MOBILE UNIVERSE

- WEB
  - CODING IS EASIER
  - LESS BUG FIXING
  - UBIQUITOUS EXPERIENCE

# THE MOBILE UNIVERSE

- VARIABLES THAT AFFECT USER EXPERIENCE
  - SCREEN SIZE
  - BROWSER
  - PHONE MANUFACTURER
  - OPERATING SYSTEM
  - TELECOM CARRIER

# THE MOBILE UNIVERSE

- DROID  
4000+ PHONES ALREADY ON MARKET
- APPLE  
6 iPHONES
- OTHER PHONES & TABLETS

IN THE THOUSANDS

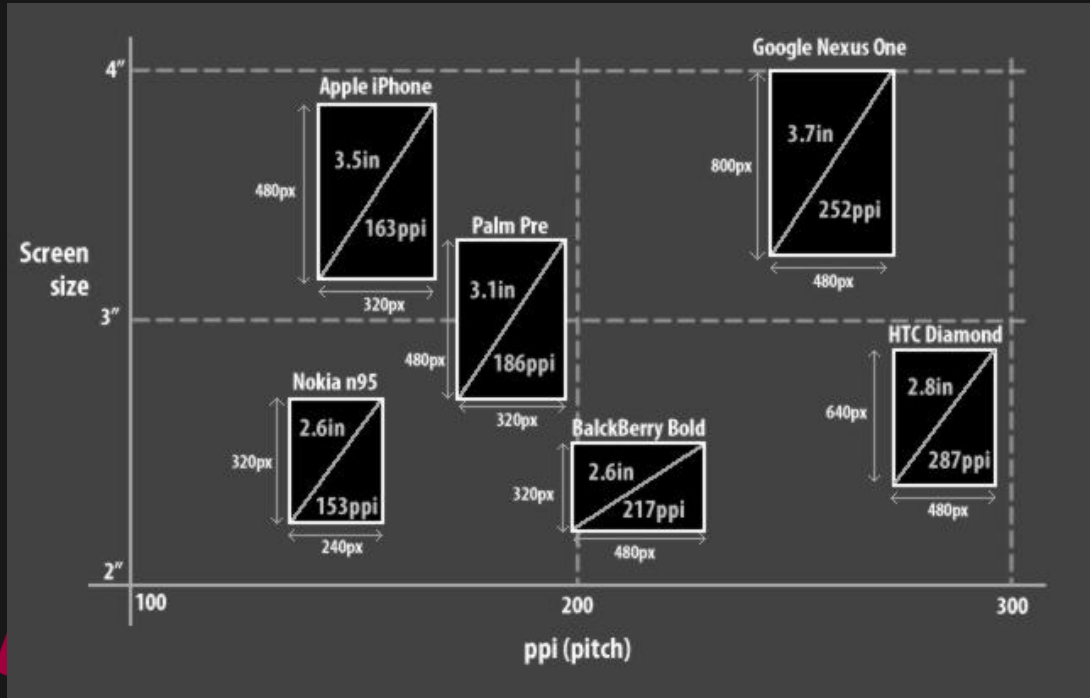
# THE MOBILE UNIVERSE

- SMART PHONES
- FEATURE PHONES
- NON SMART PHONES



# THE MOBILE UNIVERSE

- SCREEN SIZES



# THE MOBILE UNIVERSE

PC



The PC version of the MiniDates website features a large hero image of a couple at a cafe. A hand in the foreground holds a smartphone displaying the app's interface. The text 'it's simple + easy!' is overlaid on the image. Below the hero image, the headline reads 'EASILY MEET NEW PEOPLE WHEN + WHERE YOU'RE FREE' followed by a sub-headline 'Meet in person with matches you're compatible with, when you're free + where you'll be.' A red banner states 'YOU CAN'T JUDGE CHEMISTRY ONLINE QUICKLY MEET TO FIND OUT!'. A five-step process is listed: 1. Quick 3 Step Setup, 2. Get sent get-togethers, 3. Review each get-together, 4. After you both accept, 5. HAVE FUN!. Below this, three testimonials are shown for 'Member Ashley P.', 'Member Sam P.', and 'Member Anna J.'.

mini*dates*  
time2meet

it's simple + easy!

**EASILY MEET NEW PEOPLE WHEN + WHERE YOU'RE FREE**  
Meet in person with matches you're compatible with, when you're free + where you'll be.

**YOU CAN'T JUDGE CHEMISTRY ONLINE QUICKLY MEET TO FIND OUT!**

- 1** Quick 3 Step Setup: about me, who I'm seeking & when + where I'm usually free
- 2** Get sent get-togethers with your compatible matches, in your area, when you're free - sent by text!
- 3** Review each get-together, including profile & photos, & just accept! (You can also reschedule, decline, or message)
- 4** After you both accept, get reminders with location details, then show up for 15 minutes, and after, review!
- 5** **HAVE FUN!** Then easily meet more new matches (or see the same person again!)

**TRY MINIDATES**

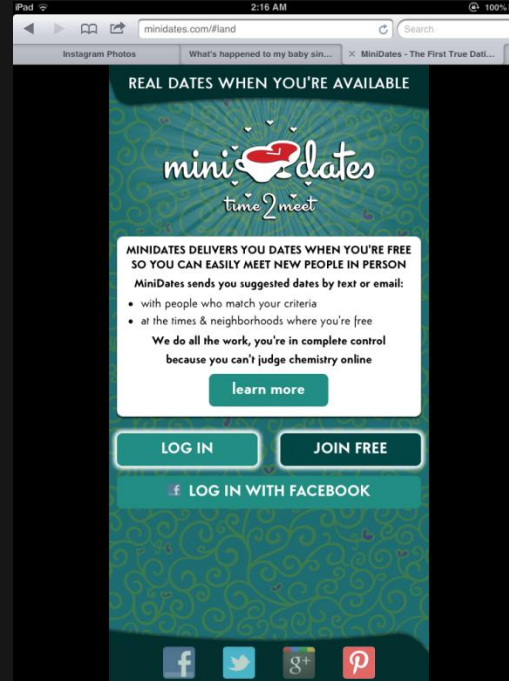
**SUPER EASY**  
"MiniDates has made dating so easy for me! All I do is give a time and place and a great date is planned just like that. It is quick and simple! MiniDates is the best."  
Member Ashley P.

**CONVENIENT**  
"I love MiniDates! I commute in and out of Manhattan to NJ, to easily meet somebody near my work or home, on my time, is the best!"  
Member Sam P.

**FLEXIBLE**  
"What I like most is MiniDates works around my schedule. MiniDates does all the work of finding matches and planning dates for me. It's great!"  
Member Anna J.

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iPAD



The iPad version of the MiniDates website is displayed in a browser window. The layout is similar to the PC version but scaled for the tablet. The hero image and text are prominent. The five-step process is clearly visible. The 'TRY MINIDATES' section is at the bottom. The browser address bar shows 'minidates.com/#land'.

REAL DATES WHEN YOU'RE AVAILABLE

mini*dates*  
time2meet

**MINIDATES DELIVERS YOU DATES WHEN YOU'RE FREE SO YOU CAN EASILY MEET NEW PEOPLE IN PERSON**  
MiniDates sends you suggested dates by text or email:

- with people who match your criteria
- at the times & neighborhoods where you're free

**We do all the work, you're in complete control because you can't judge chemistry online**

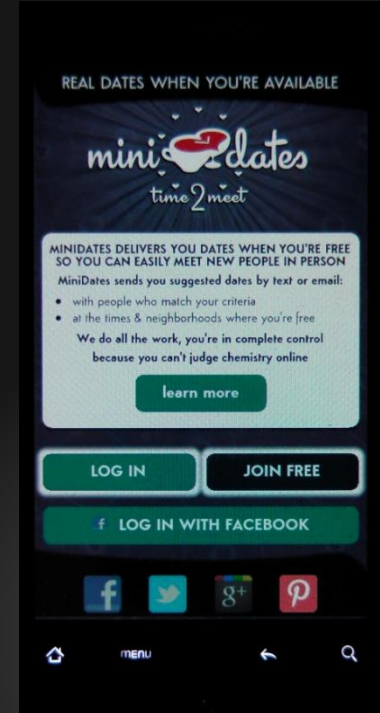
**learn more**

**LOG IN** **JOIN FREE**

**LOG IN WITH FACEBOOK**

Facebook, Twitter, Google+, Pinterest icons

DROID PHONE



The Droid Phone version of the MiniDates website is displayed on a smartphone screen. The layout is optimized for the smaller screen size. The hero image and text are scaled down. The five-step process is clearly visible. The 'TRY MINIDATES' section is at the bottom. The browser address bar shows 'minidates.com/#land'.

REAL DATES WHEN YOU'RE AVAILABLE

mini*dates*  
time2meet

**MINIDATES DELIVERS YOU DATES WHEN YOU'RE FREE SO YOU CAN EASILY MEET NEW PEOPLE IN PERSON**  
MiniDates sends you suggested dates by text or email:

- with people who match your criteria
- at the times & neighborhoods where you're free

**We do all the work, you're in complete control because you can't judge chemistry online**

**learn more**

**LOG IN** **JOIN FREE**

**LOG IN WITH FACEBOOK**

Facebook, Twitter, Google+, Pinterest icons

# THE MOBILE UNIVERSE

- NO MOBILE DESIGN

PC

DROID PHONE



# THE MOBILE UNIVERSE

- DEMOGRAPHICS
  - USUALLY A YOUNGER AUDIENCE
  - LESS PATIENCE
  - TIME ON A SITE IS SHORTER

# THE MOBILE UNIVERSE

- CONNECTIVITY
  - 3G & 4G USERS ARE BELIEVED TO BUY MORE THAN WIFI USERS

# THE MOBILE UNIVERSE

- MARKETING
  - PPC, BANNER ADS, ETC HARDER TO BE EFFECTIVE
  - CLICKING 'BACK' USED MORE
    - MISTAKEN CLICKS

# WEB APP VERSUS NATIVE APP

## WEB APP

- WEBSITE
- CONVERTED LOOK  
FOR MOBILE PHONE
- ADJUSTED FOR  
SCREEN SIZE

## NATIVE APP

- PROGRAMMED FOR A  
SPECIFIC PHONE/TABLET
- ON THE DEVICE IN LIST OF  
APPS

# WEB APP VERSUS NATIVE APP

## WEB APP

- LESS \$\$ TO MAKE & MAINTAIN
- NEED BROWSER TO FIND / VIEW / USE
- LIMITED OR NO ACCESS TO PHONE FEATURES:

EX: CAMERA

## NATIVE APP

- MORE \$\$ TO MAKE AND MAINTAIN
- NO BROWSER NEEDED – EASY TO FIND & USE
- CAN ACCESS PHONE FEATURES: CAMERA, PHONE, SMS, ETC



# WEB APP VERSUS NATIVE APP

## WEB APP (APPLE DEVICE)

0% of every dollar  
collected goes to Apple

...you keep 100%

## NATIVE APP (APPLE DEVICE)

30% of every dollar  
collected goes to Apple

...you get 70%

# MOBILE DATING FEATURES

## NATIVE APPS

# MOBILE DATING FEATURES

## NATIVE APPS

### DROID PHONE & iPHONE

~~TABS~~

~~WEB APPS~~

# MOBILE DATING FEATURES

DROID

APPLE IOS

DEVELOPER 1

DEVELOPER 2

# MOBILE DATING FEATURES

Always

**SPLIT Be TESTING**

Testing

# MOBILE DATING FEATURES

## MAIN SCREEN

# MAIN SCREEN: EHARMONY

## DROID

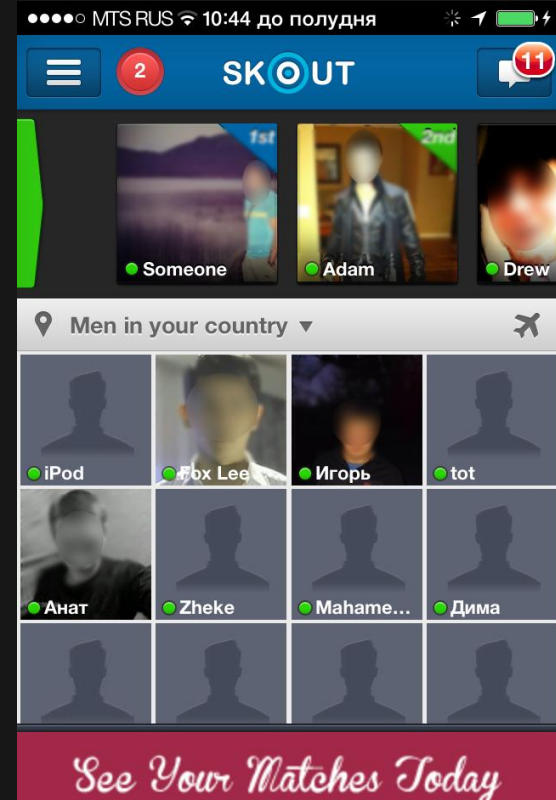
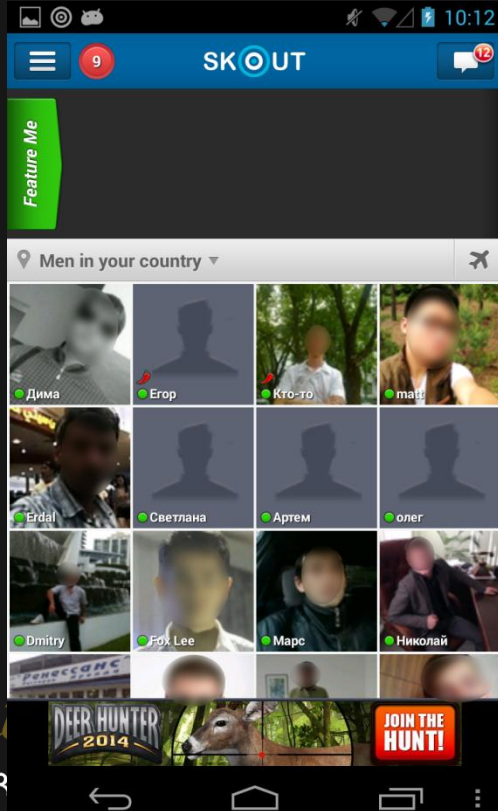
## APPLE IOS



# MAIN SCREEN: SKOUT

## DROID

## APPLE IOS

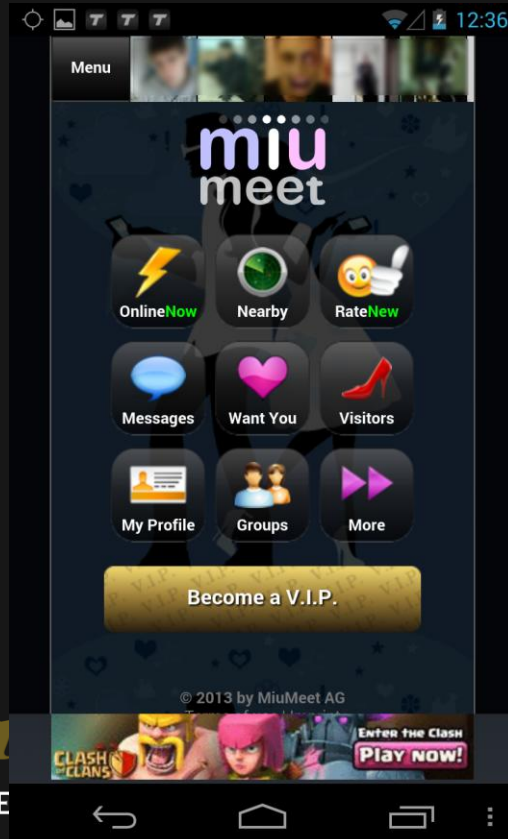




# MAIN SCREEN: MIU MEET

## DROID

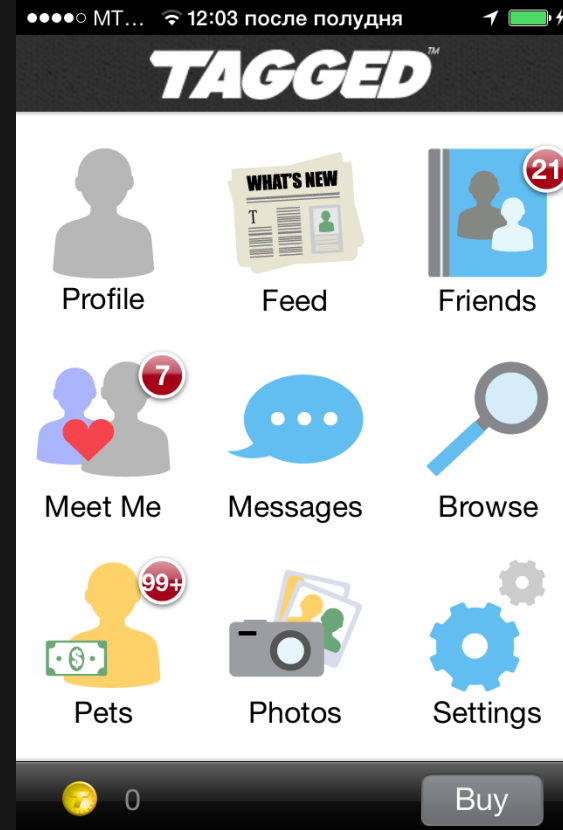
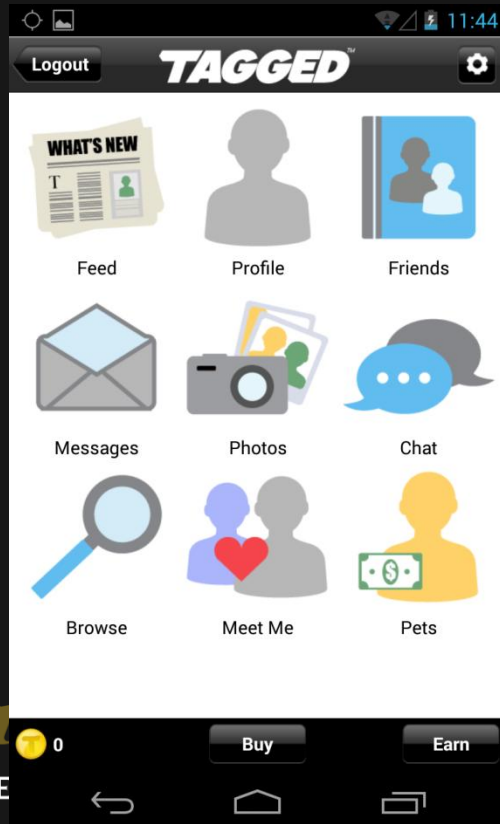
## APPLE IOS



# MAIN SCREEN: TAGGED

## DROID

## APPLE IOS



# MOBILE DATING FEATURES

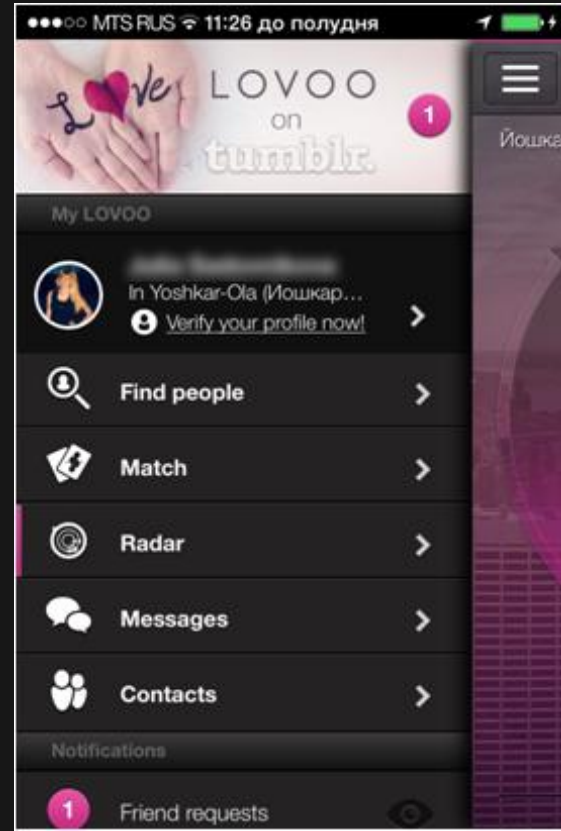
## MENU

# MENU: LOVOO

## DROID

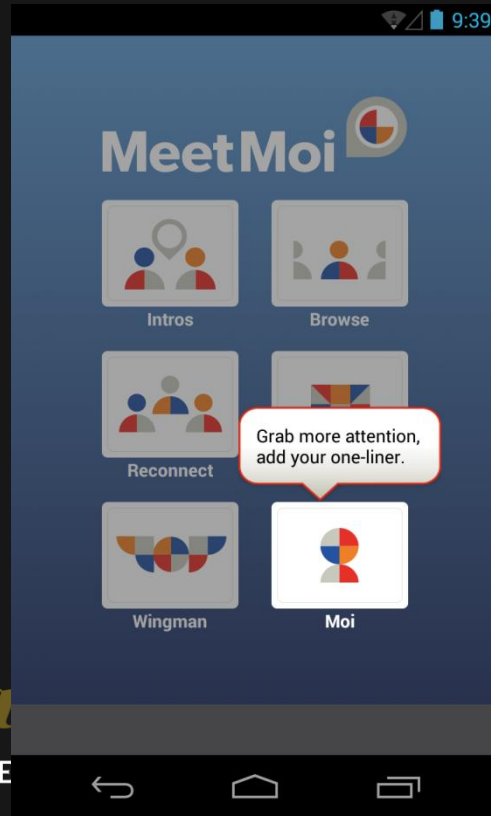


## APPLE IOS

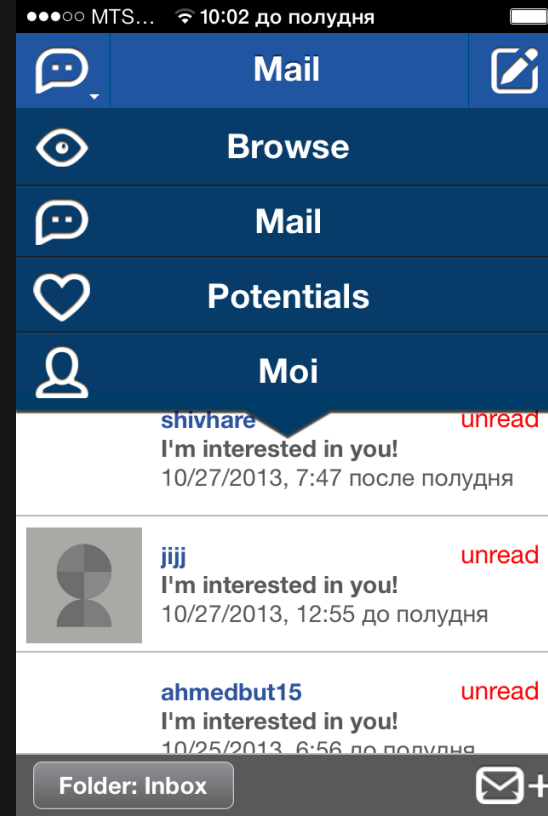


# MENU: MEETMOI

## DROID



## APPLE IOS



# MENU: SKOUT

## DROID



## APPLE IOS



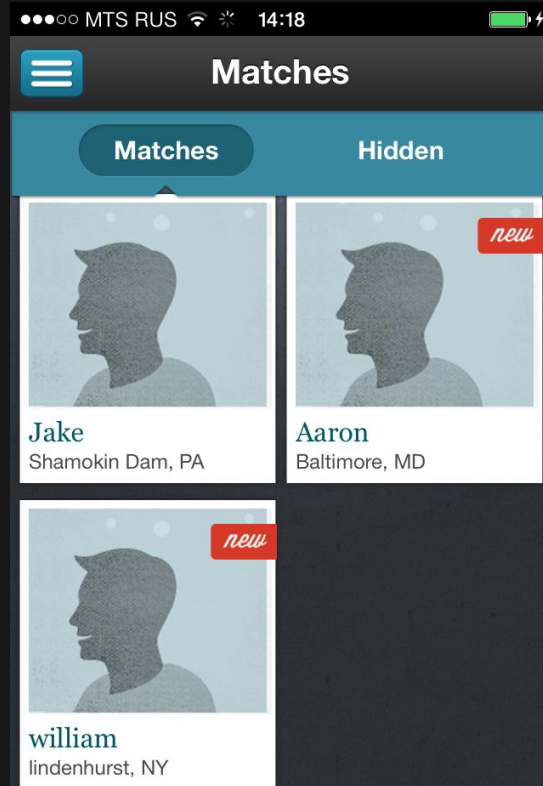
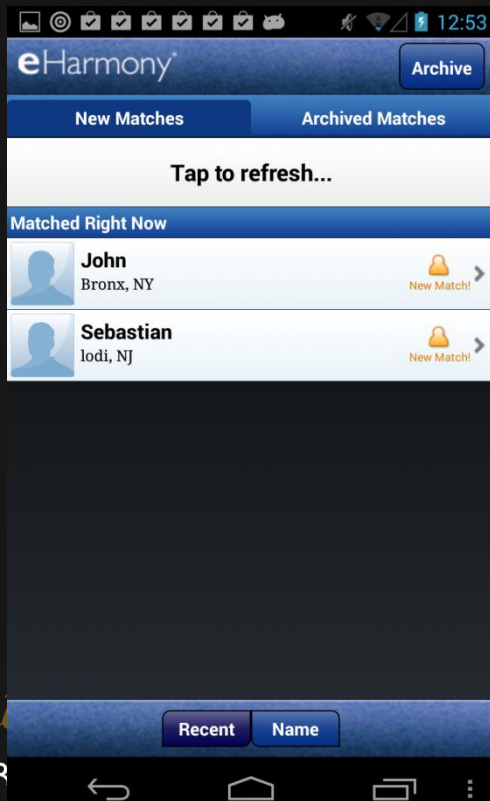
# MOBILE DATING FEATURES

## MATCHES & BROWSE USERS

# MATCHES: EHARMONY

## DROID

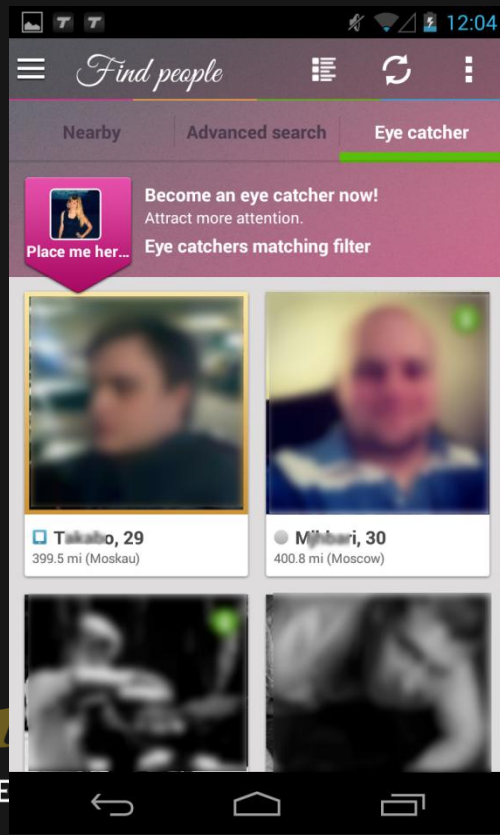
## APPLE IOS





# MATCHES: LOVOO

## DROID

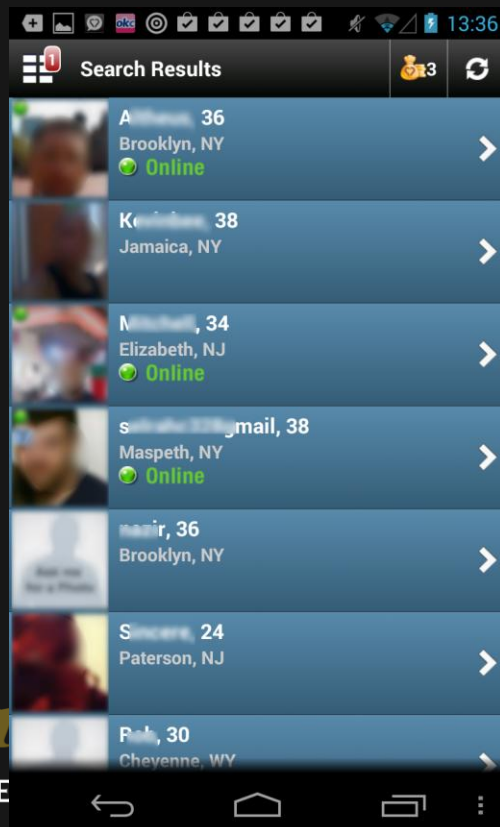


## APPLE IOS

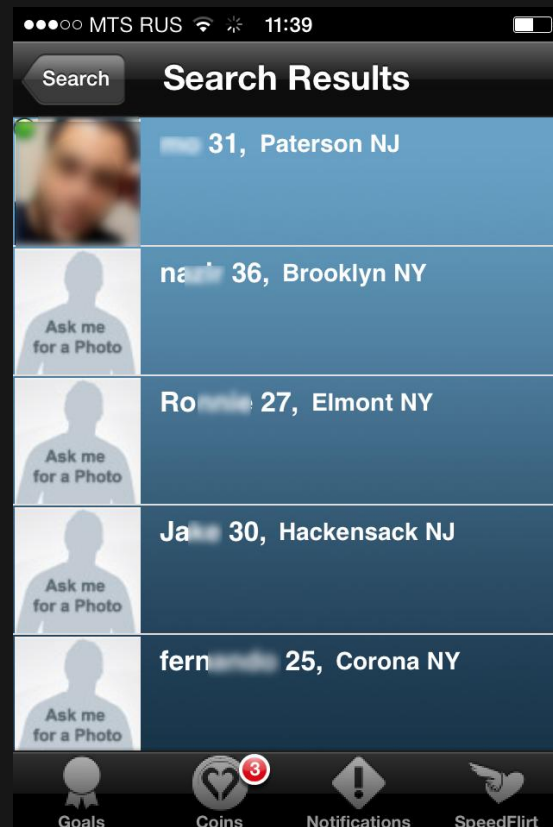


# MATCHES: SPEED DATE

## DROID



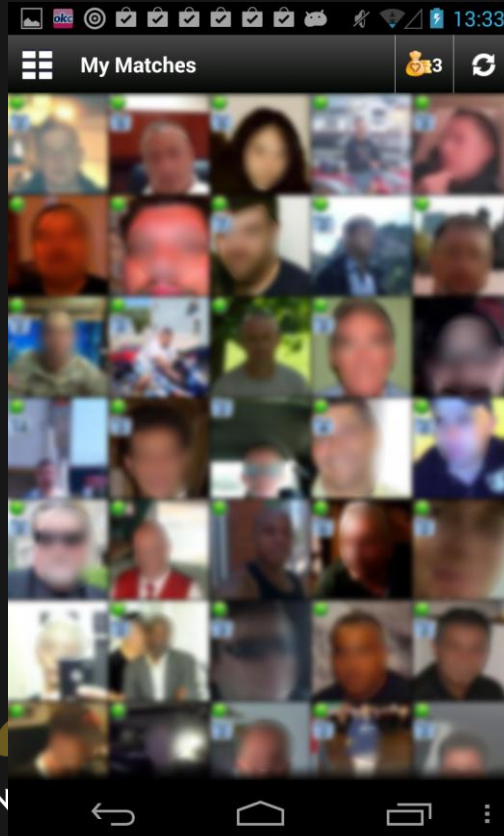
## APPLE IOS



# MATCHES: SPEED DATE

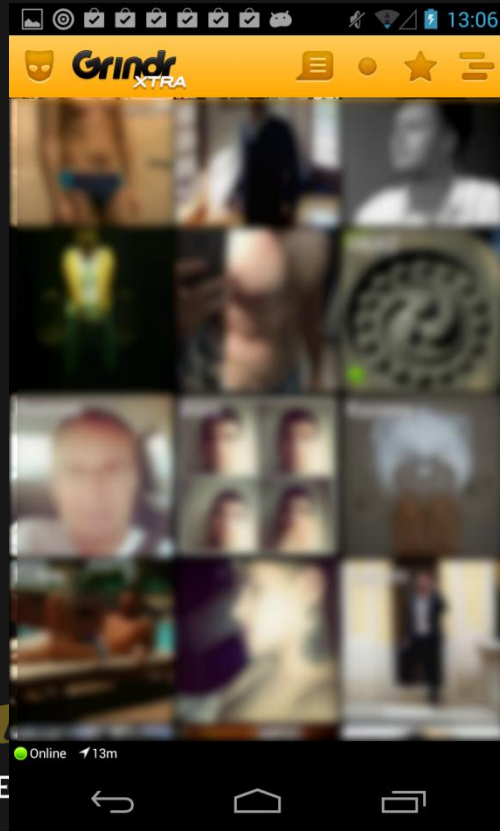
## DROID

## APPLE IOS

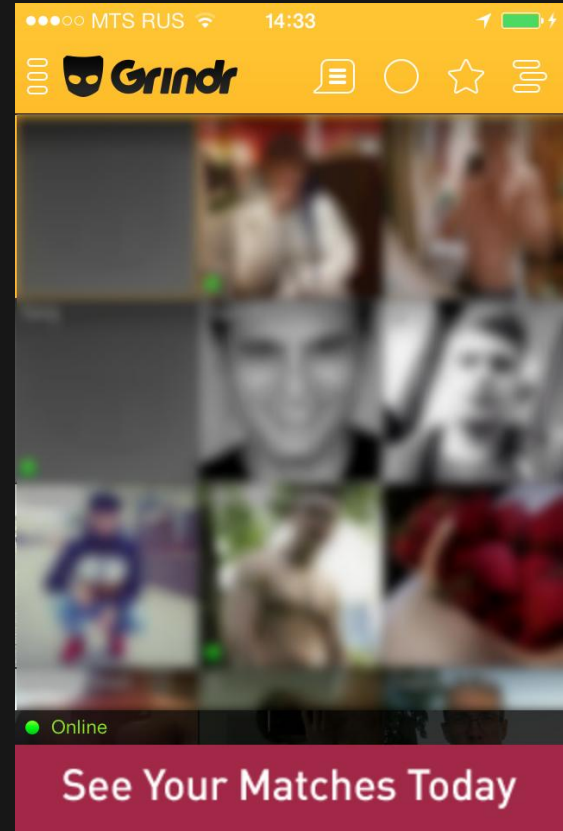


# MATCHES: GRINDR

## DROID

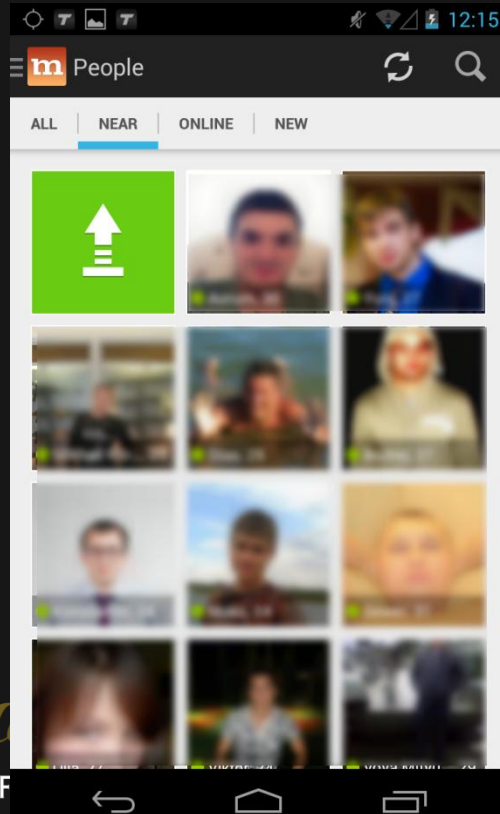


## APPLE IOS

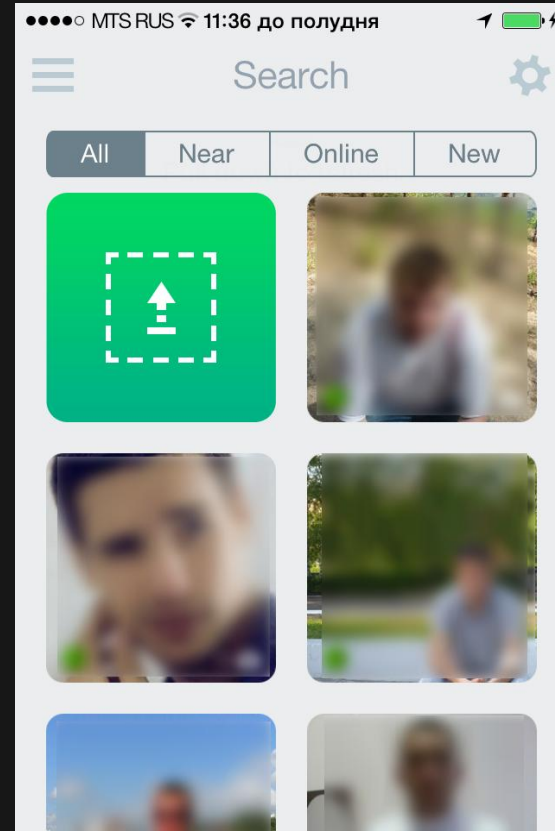


# MATCHES: MAMBA

## DROID



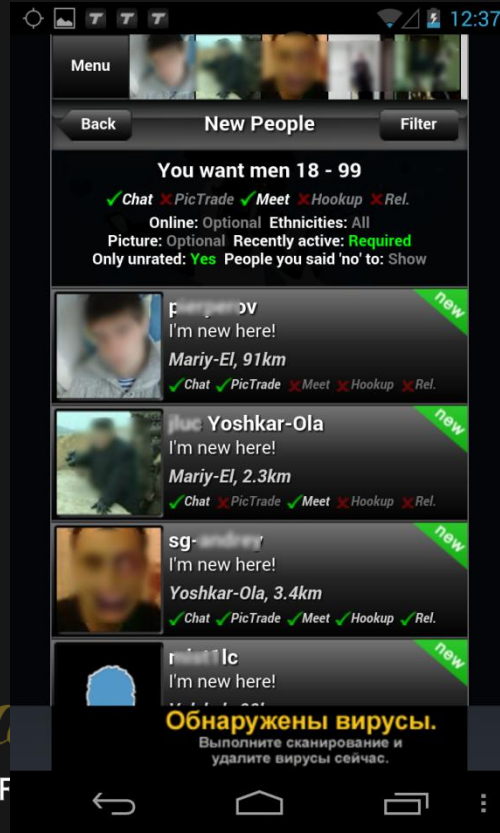
## APPLE IOS



# MATCHES: MIU MEET

DROID

APPLE IOS



CRASH

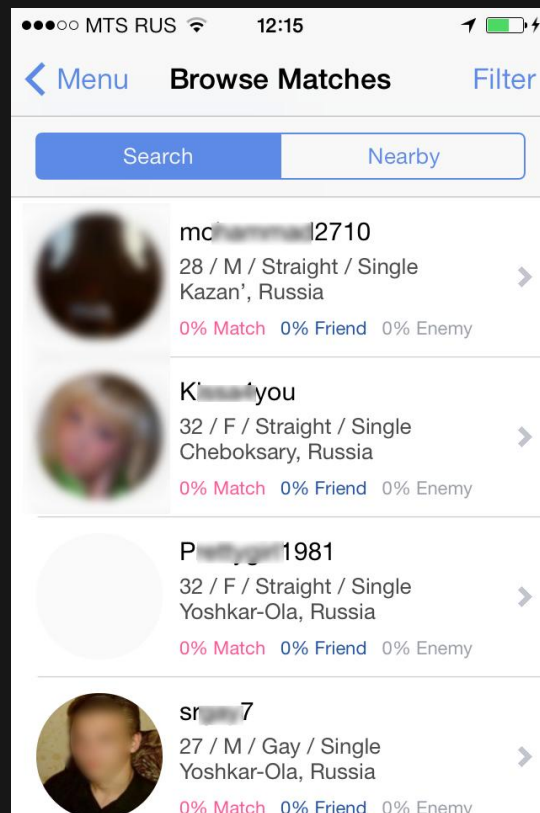


# MATCHES: OK CUPID

## DROID



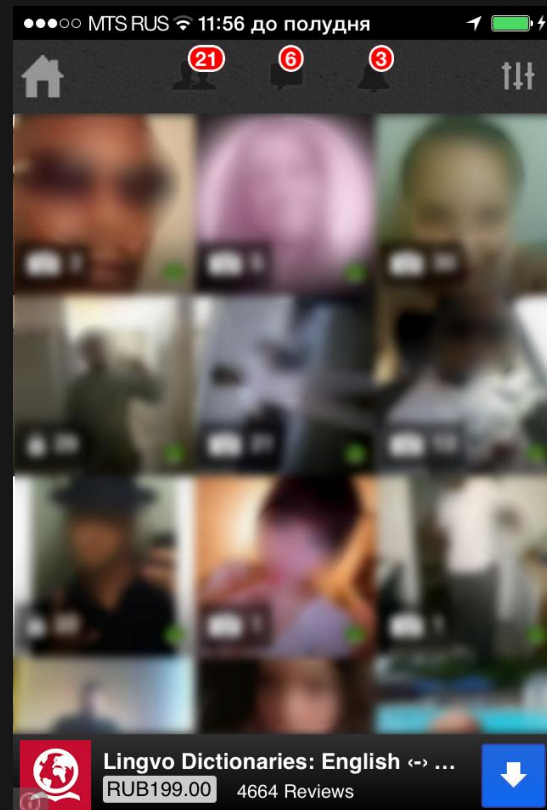
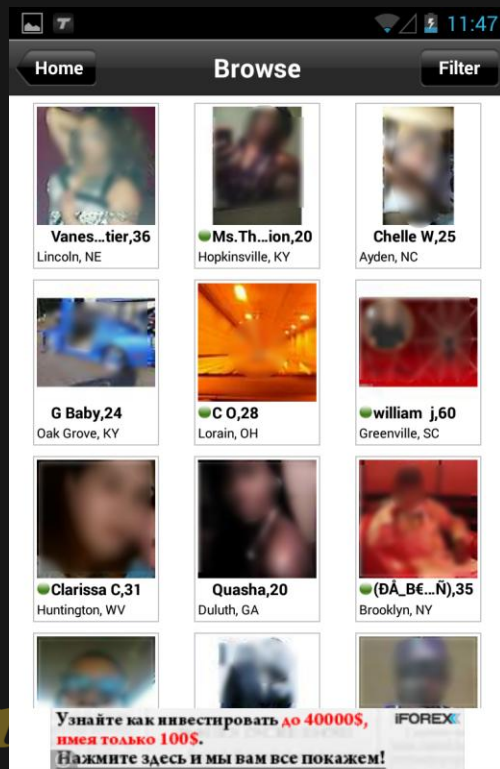
## APPLE IOS



# MATCHES: TAGGED

## DROID

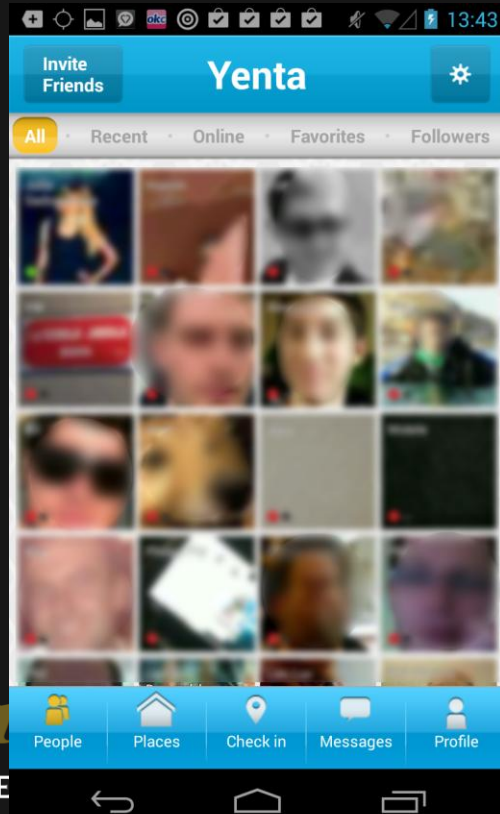
## APPLE IOS



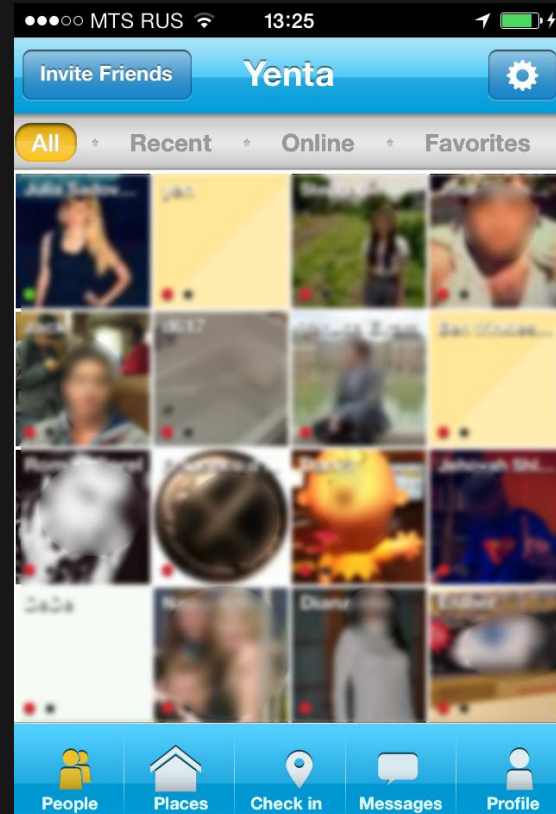


# MATCHES: YENTA

## DROID



## APPLE IOS

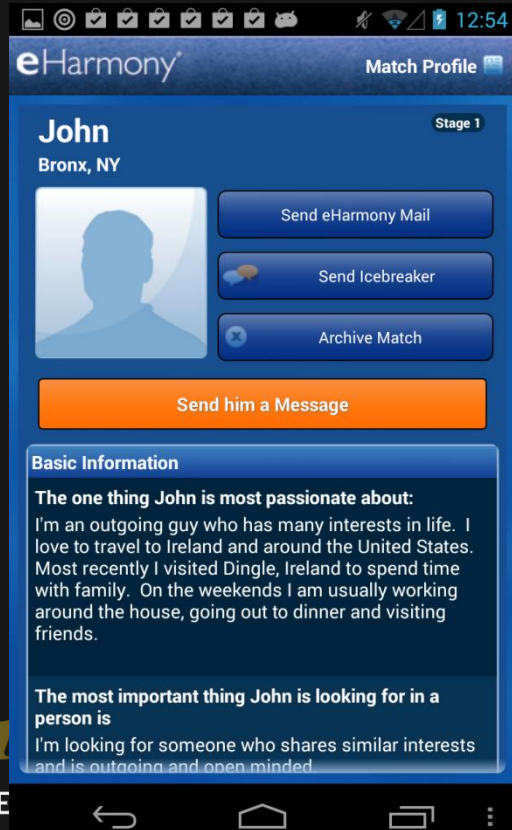


# MOBILE DATING FEATURES

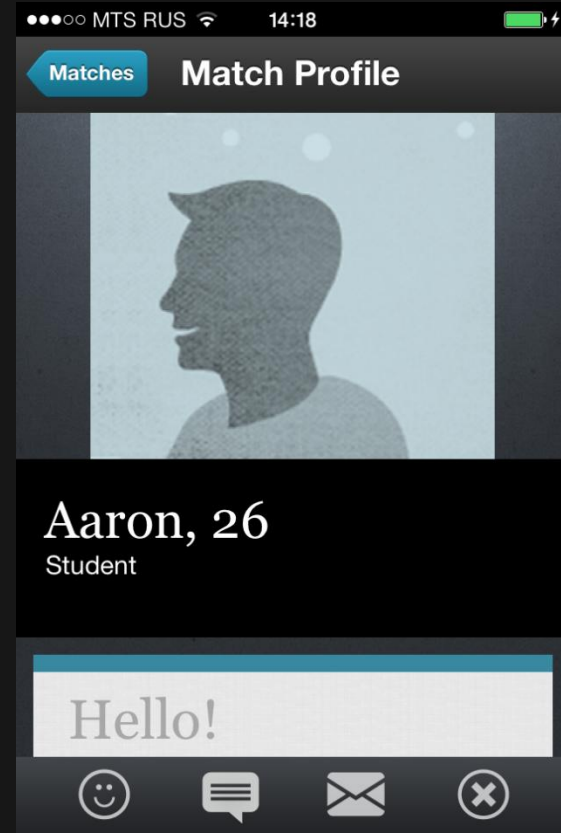
## PARTNER PROFILES

# PARTNER PROFILE: EHARMONY

## DROID



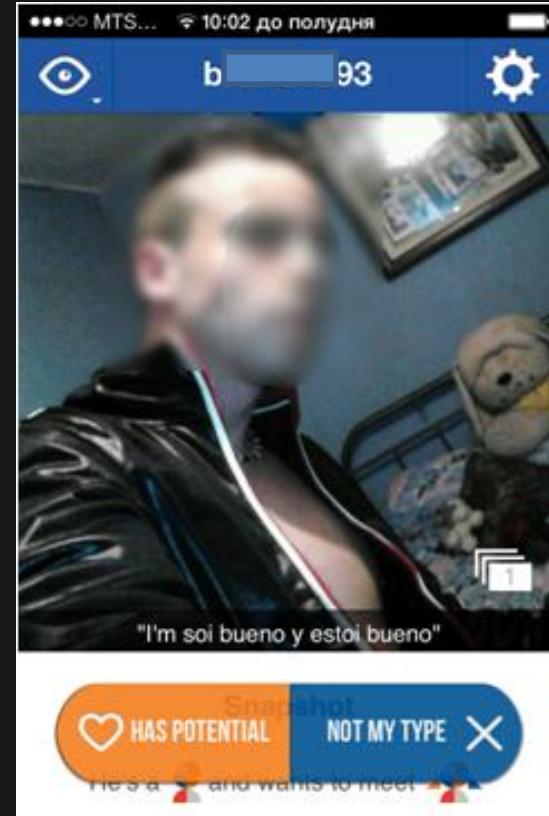
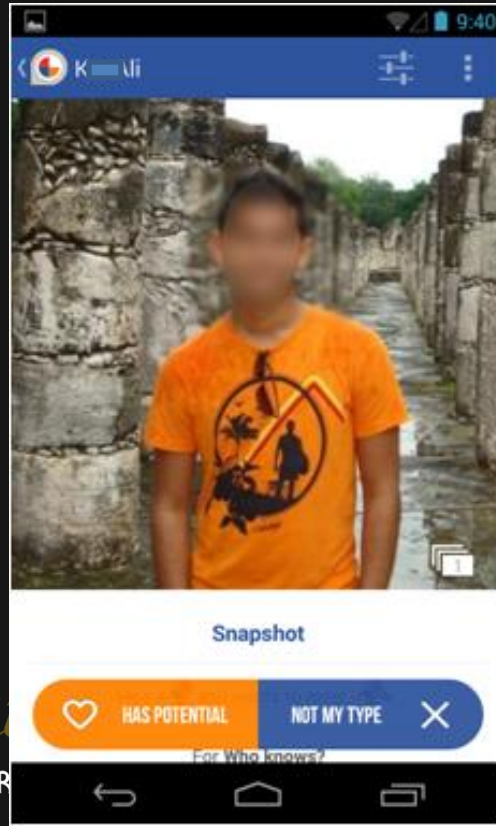
## APPLE IOS



# PARTNER PROFILE: MEETMOI

## DROID

## APPLE IOS

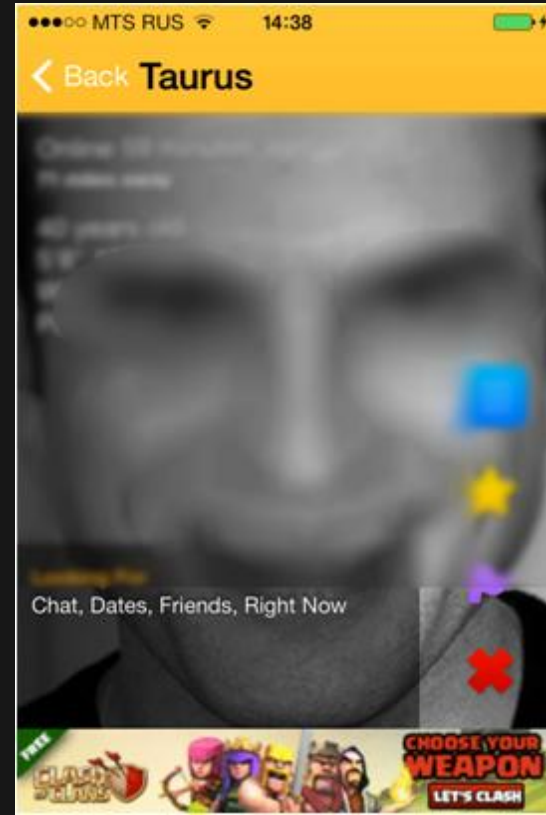


# PARTNER PROFILE: GRINDR

## DROID



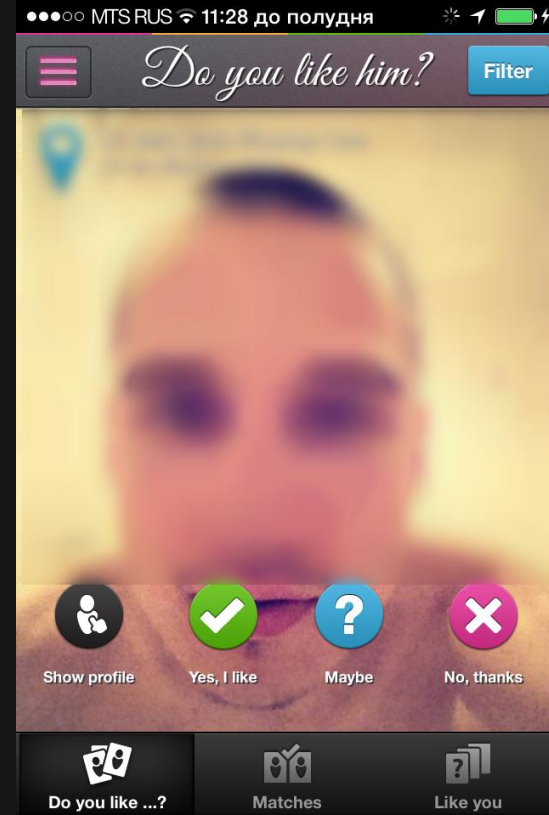
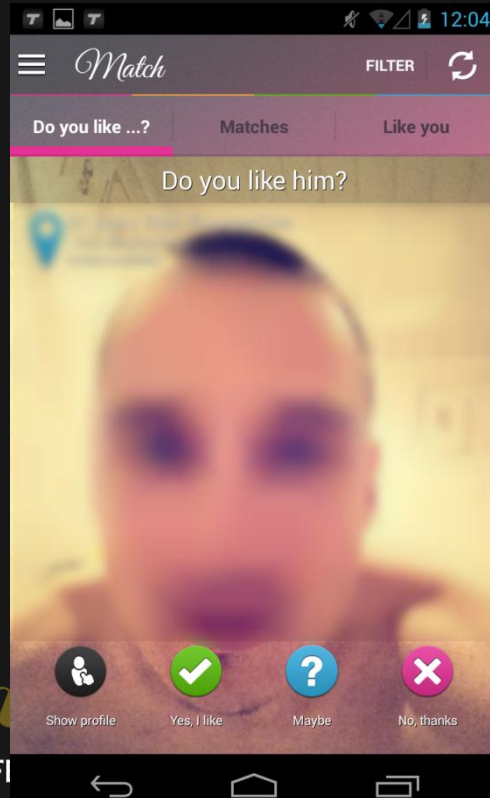
## APPLE IOS



# PARTNER PROFILE: LOVOO

## DROID

## APPLE IOS

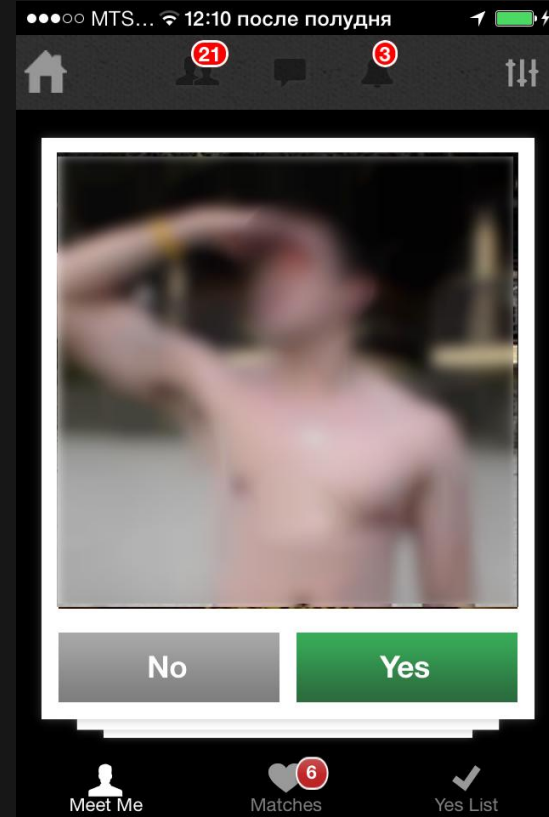
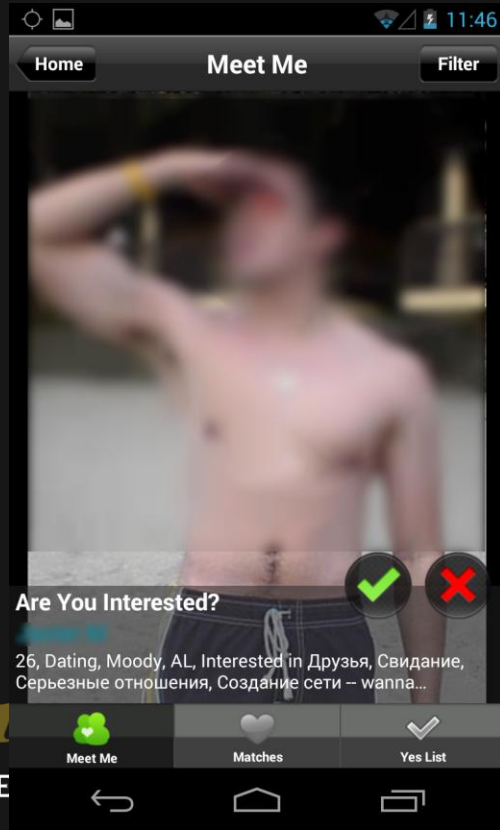




# PARTNER PROFILE: TAGGED

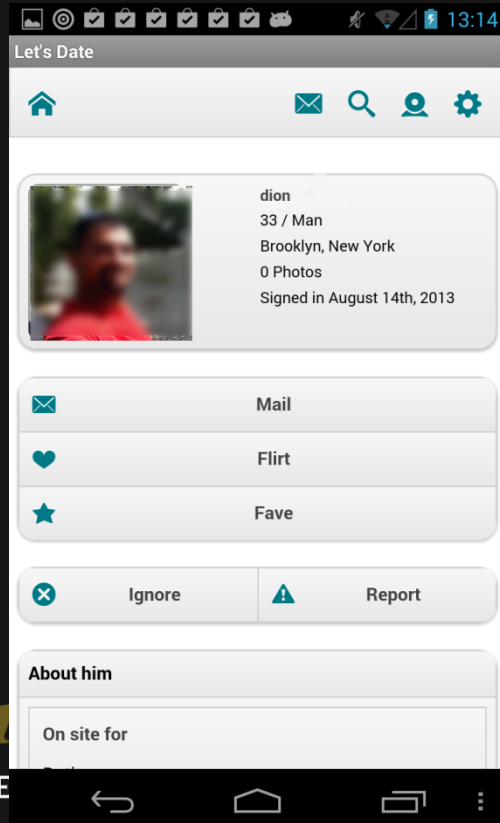
## DROID

## APPLE IOS

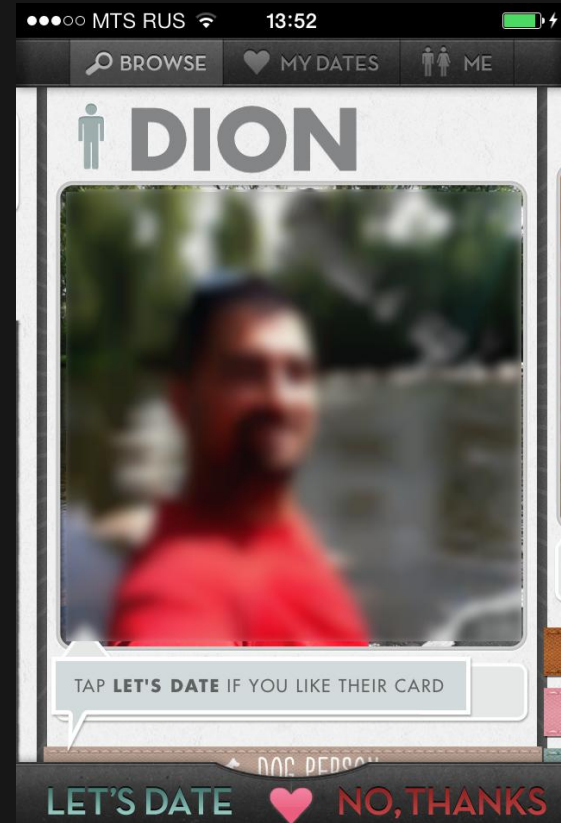


# PARTNER PROFILE: LETS DATE

## DROID



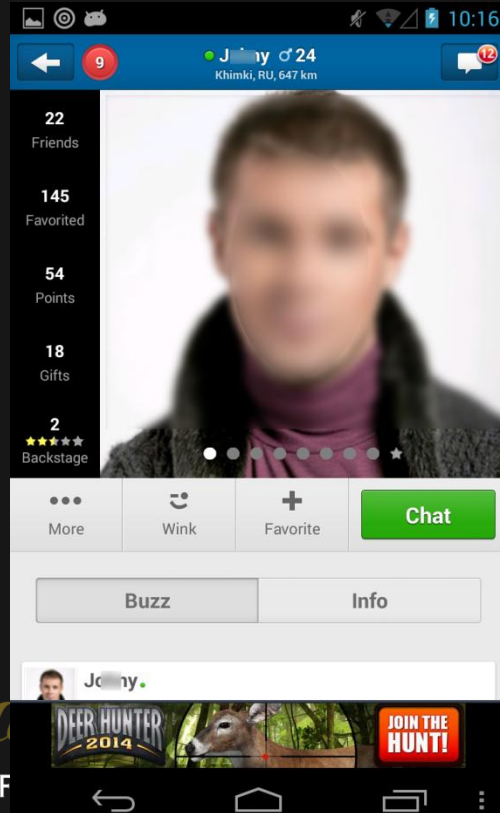
## APPLE IOS



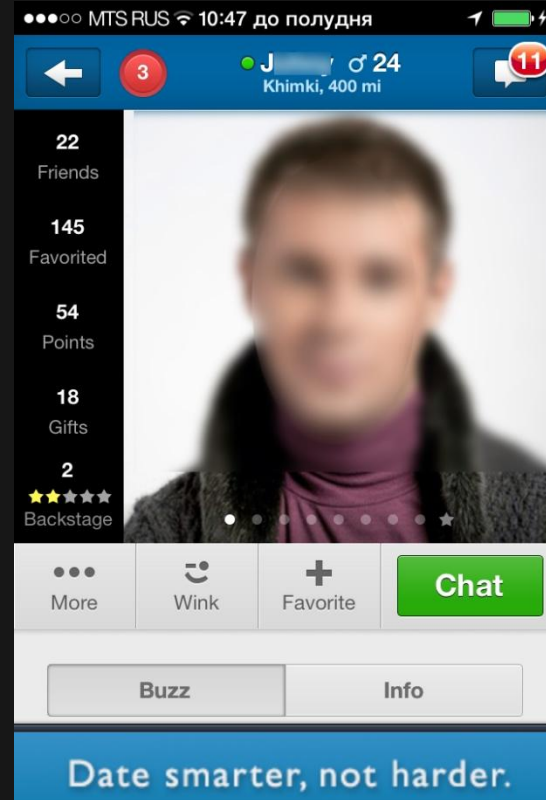


# PARTNER PROFILE: SKOUT

## DROID

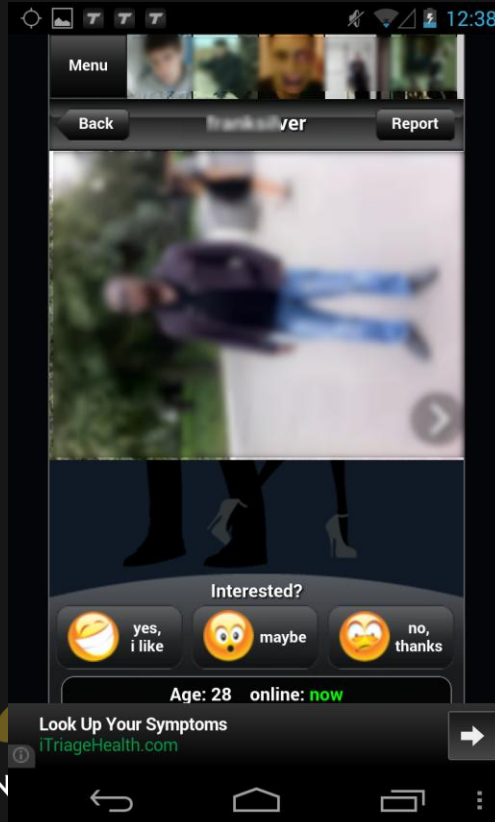


## APPLE IOS

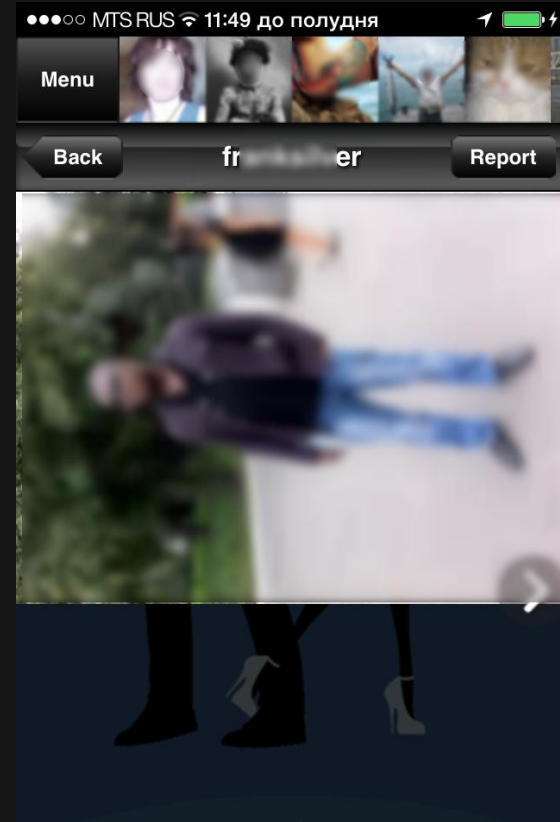


# PARTNER PROFILE: MIU MEET

## DROID

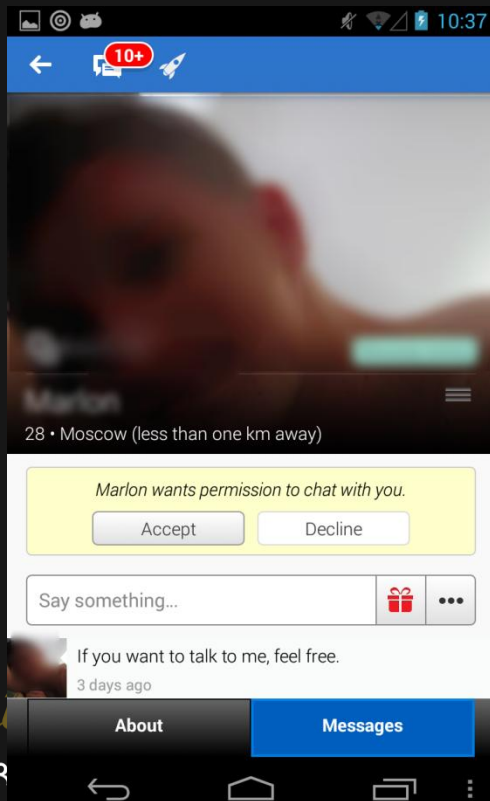


## APPLE IOS

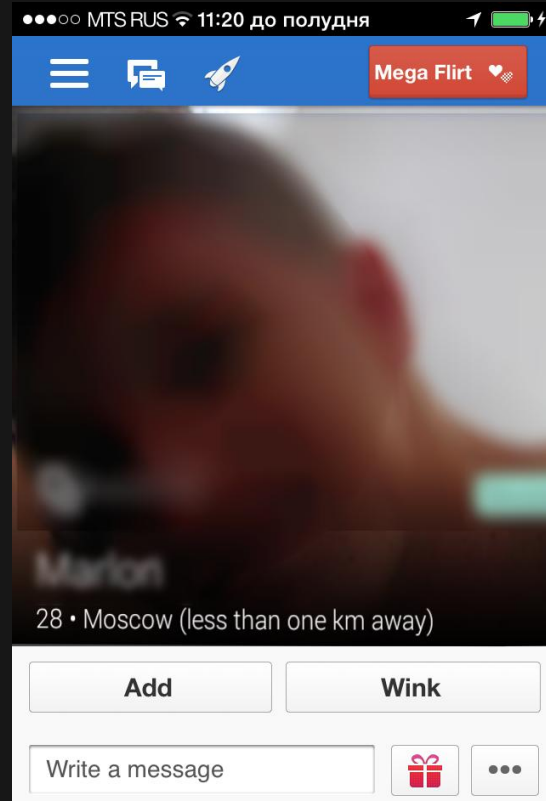


# PARTNER PROFILE: ZOOSK

## DROID



## APPLE IOS



# MOBILE DATING FEATURES

## "MY PROFILE"

# "MY PROFILE": ZOOSK 1

## DROID

Previous Marriage

☐ Never Married

☐ Separated

☐ Divorced

☐ Widowed

☒ Tell you later

Children

☐ No

**Save**

## APPLE IOS

[Logout](#) **Dating Profile**

**Previous Marriage**

Tell you later

**Children**

No

Yes, at home with me

Yes, but they don't live with me

**Ethnicity**

White/Caucasian

Black/African

Latino/Hispanic

Asian

# "MY PROFILE": ZOOSK 2

## DROID

## APPLE IOS

Profile

☐ Asian

☐ Indian

☐ Middle Eastern

☐ Mixed/Other

Education

☐ No Degree

☐ High School

☐ Some College

Save

Logout Dating Profile

Profile

☐ Asian

☐ Indian

☐ Middle Eastern

☐ Mixed/Other

Education

☐ No Degree

☐ High School

☐ Some College

☐ Bachelor's Degree

☐ Master's/Doctorate

# "MY PROFILE": ZOOSK 3

## DROID

The screenshot shows the Zoosk 3 Android app interface. At the top, there's a status bar with icons for notifications, battery, and time (20:18). Below it is a blue header bar with three menu icons and a red notification bubble with the number '3'. The main content area is divided into sections for 'Smoking' and 'Drinking'. Each section has three radio button options: 'No', 'Yes, socially' (which is selected), and 'Yes, regularly'. At the bottom, there is a large blue 'Save' button.

Smoking

☐ No

☒ Yes, socially

☐ Yes, regularly

Drinking

☐ No

☒ Yes, socially

☐ Yes, regularly

Save

## APPLE IOS

The screenshot shows the Zoosk 3 iOS app interface. At the top, there's a status bar with icons for signal strength, carrier (MTS RUS), time (12:58), and battery. Below it is a blue header bar with 'Logout' and 'Dating Profile' text. The main content area is divided into sections for 'Education', 'Smoking', 'Drinking', and 'Religion'. Each section has three radio button options: 'No', 'Yes, socially' (which is selected), and 'Yes, regularly'. At the bottom, there is a large blue 'Save' button.

Logout Dating Profile

Master's/Doctorate

Smoking

☐ No

☒ Yes, socially

☐ Yes, regularly

Drinking

☐ No

☒ Yes, socially

☐ Yes, regularly

Religion

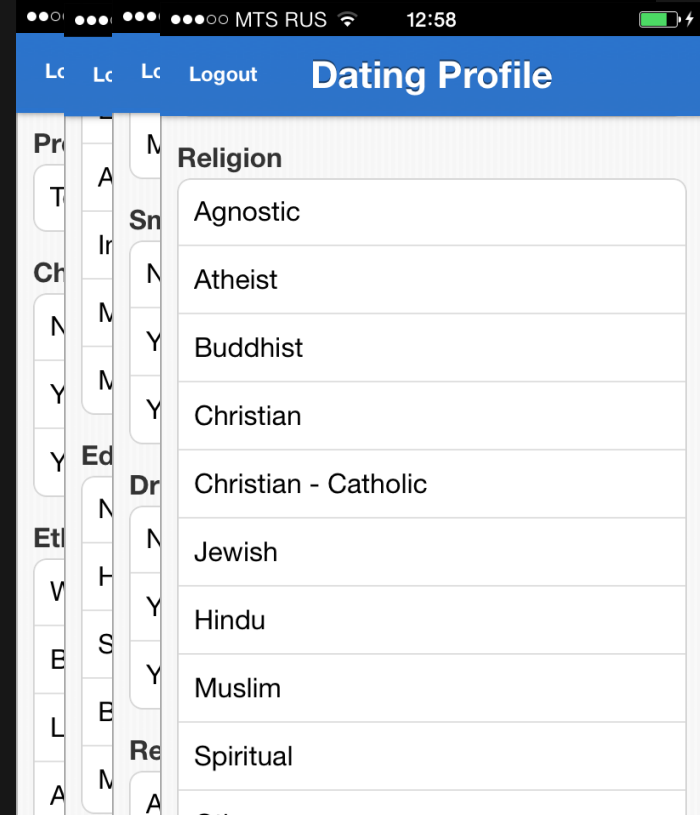
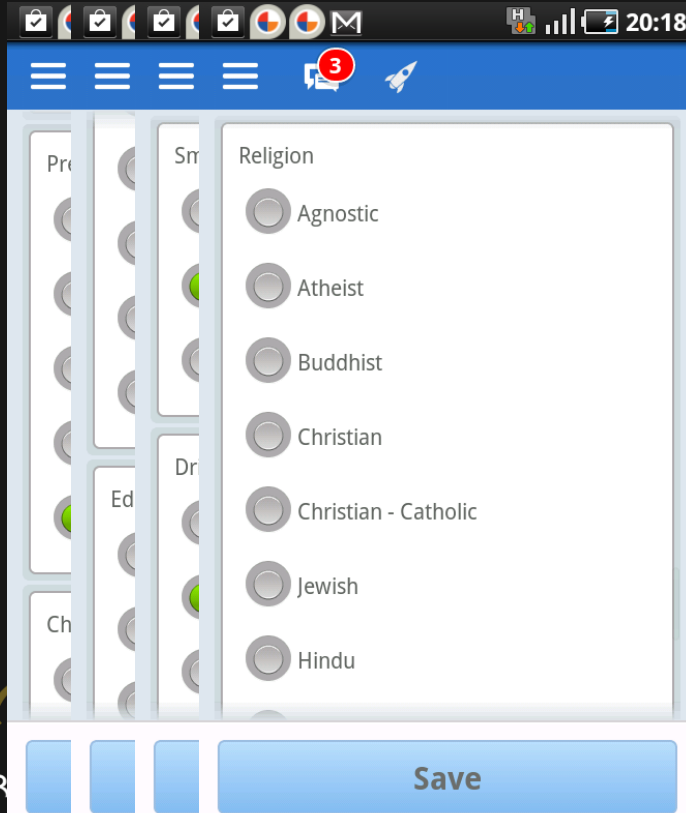
Agnostic

Save

# "MY PROFILE": ZOOSK 4

## DROID

## APPLE IOS





# "MY PROFILE": ZOOSK 5

## DROID

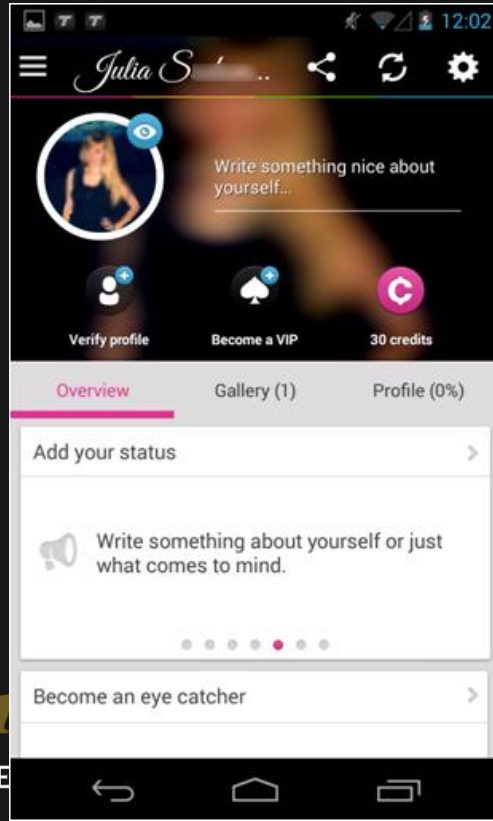
The screenshot shows the 'MY PROFILE' screen on a Droid device. The top status bar displays various icons and the time 20:18. The app's header is blue with a menu icon, a notification badge with the number '3', and a rocket icon. The profile form is divided into sections: 'Relig' (Religion) with options Muslim, Spiritual (selected), and Other; 'Body Type' with options Slim, Athletic (selected), Average, and Curvy; and 'Ch' (Characteristics) with options like Pro, Sm, Dr, Ed, and Ch. A large blue 'Save' button is at the bottom.

## APPLE IOS

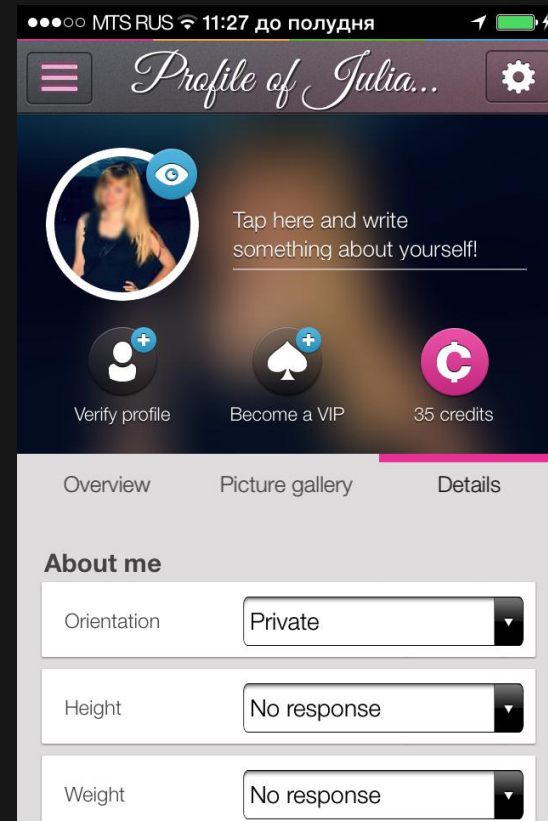
The screenshot shows the 'Dating Profile' screen on an Apple IOS device. The top status bar displays the carrier 'MTS RUS', the time 12:58, and a battery icon. The app's header is blue with a 'Logout' button and the title 'Dating Profile'. The profile form is divided into sections: 'Relig' (Religion) with options Hindu, Muslim, Spiritual, and Other; 'Body Type' with options Slim, Athletic, Average, and Curvy; and 'Ch' (Characteristics) with options like Pro, Sm, Dr, Ed, and Ch. A large green 'Continue' button is at the bottom.

# "MY PROFILE": LOVOO

## DROID

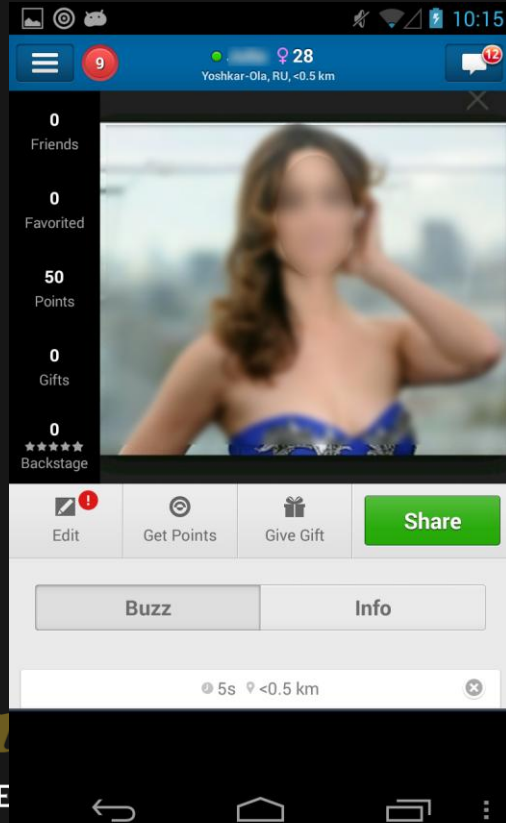


## APPLE IOS

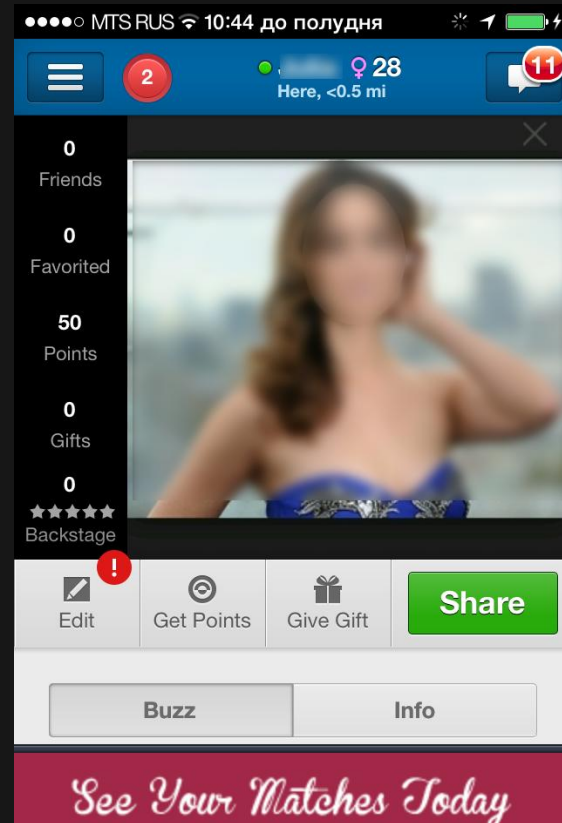


# "MY PROFILE": SKOUT

## DROID

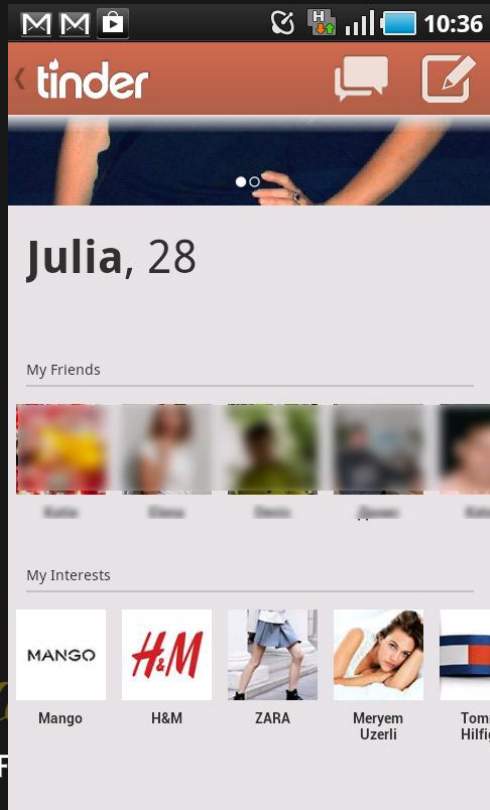


## APPLE IOS

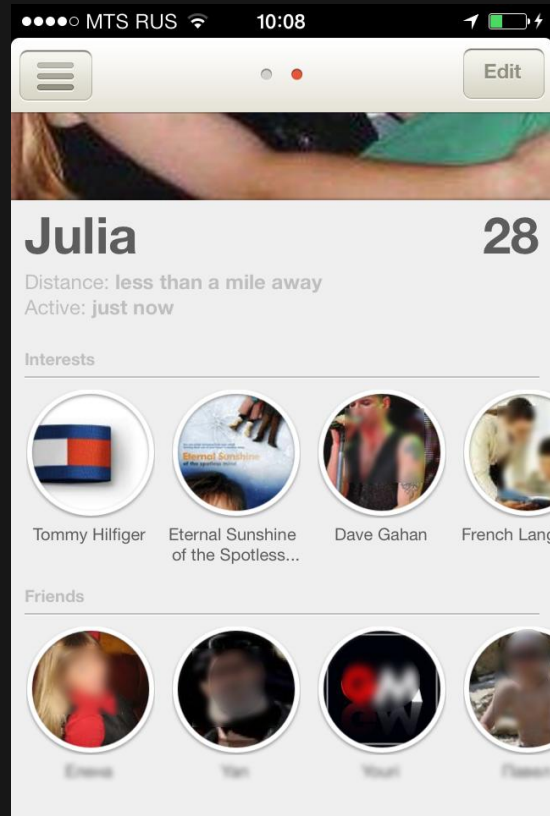


# "MY PROFILE": TINDER

## DROID

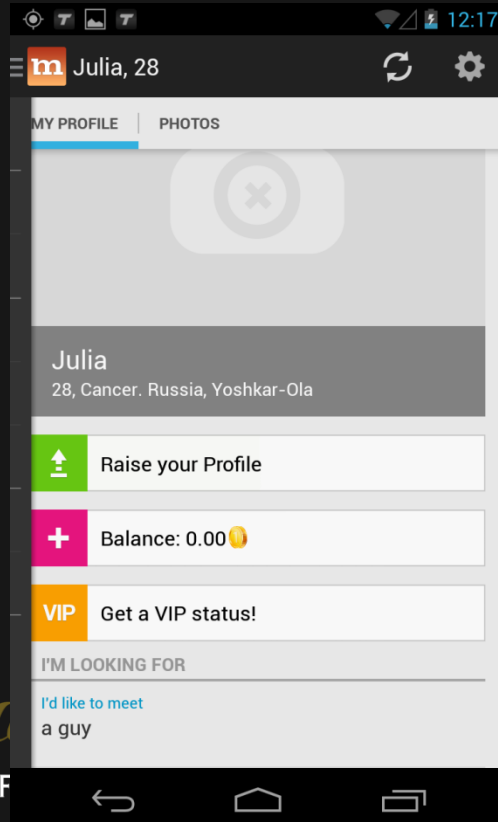


## APPLE IOS

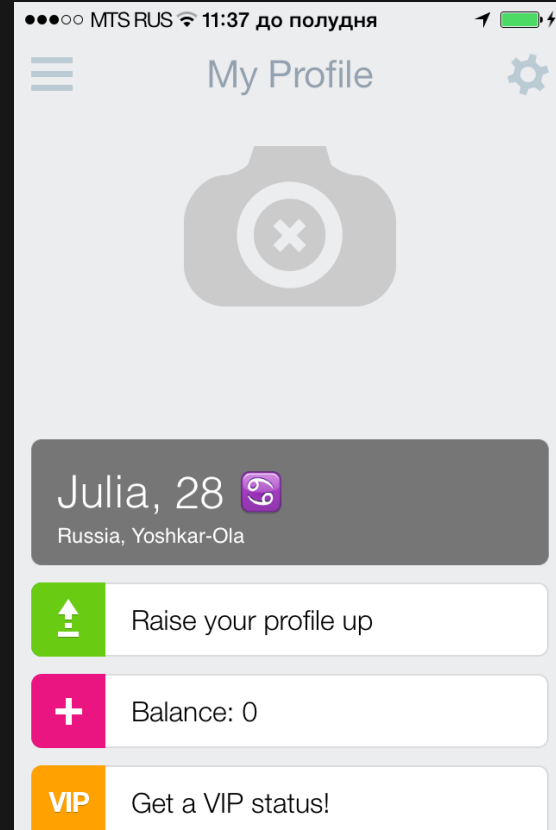


# "MY PROFILE": MAMBA

## DROID



## APPLE IOS

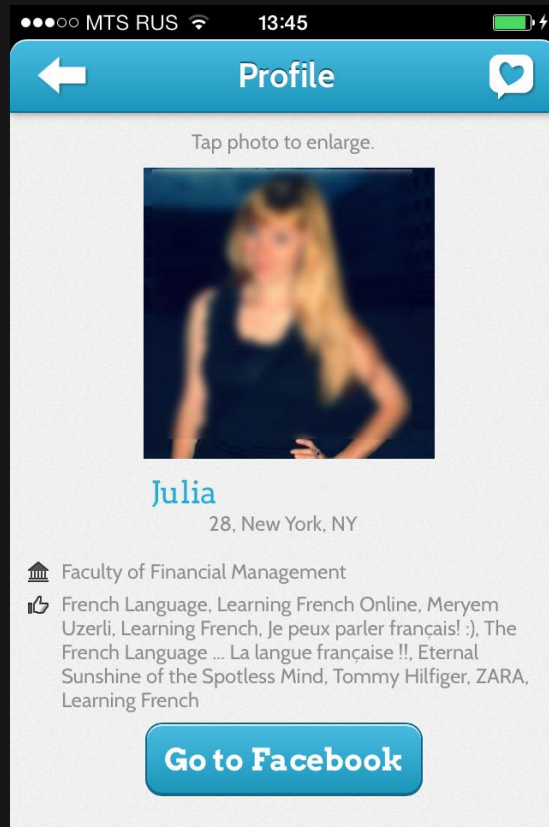


# "MY PROFILE": HINGE

DROID

APPLE IOS

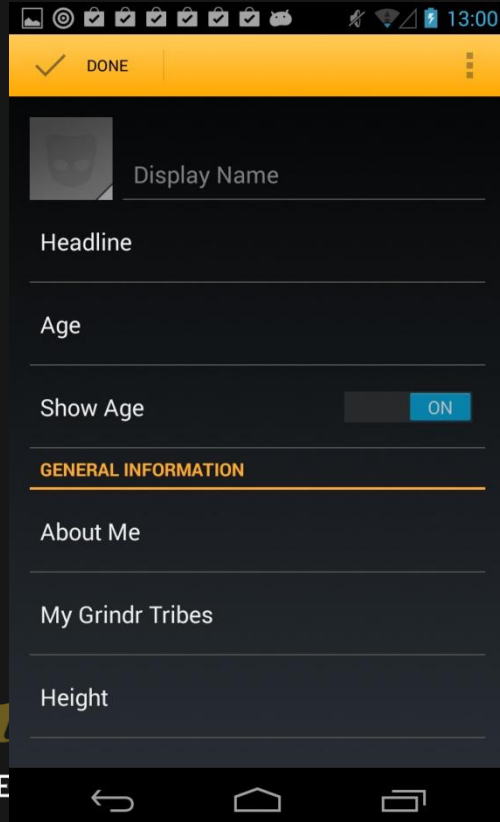
NO DROID  
VERSION



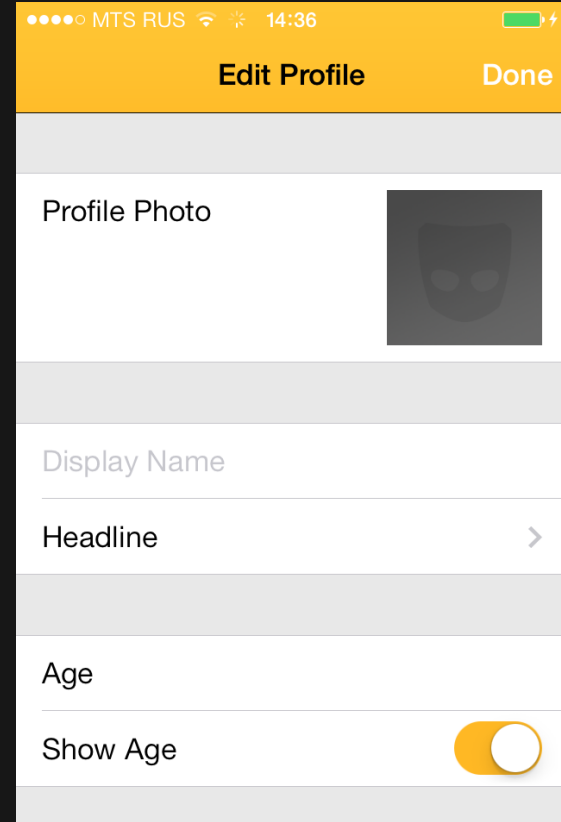
# "MY PROFILE": GRINDR

## DROID

## APPLE IOS



This screenshot shows the 'My Profile' screen on an Android device. The status bar at the top displays various icons and the time 13:00. The app's header is orange with a checkmark icon, the word 'DONE', and a menu icon. The profile section includes a placeholder for a profile photo, a 'Display Name' field, a 'Headline' field, an 'Age' field, and a 'Show Age' toggle switch currently set to 'ON'. Below this is a section titled 'GENERAL INFORMATION' with a horizontal line. Underneath are fields for 'About Me', 'My Grindr Tribes', and 'Height', each with a placeholder icon.

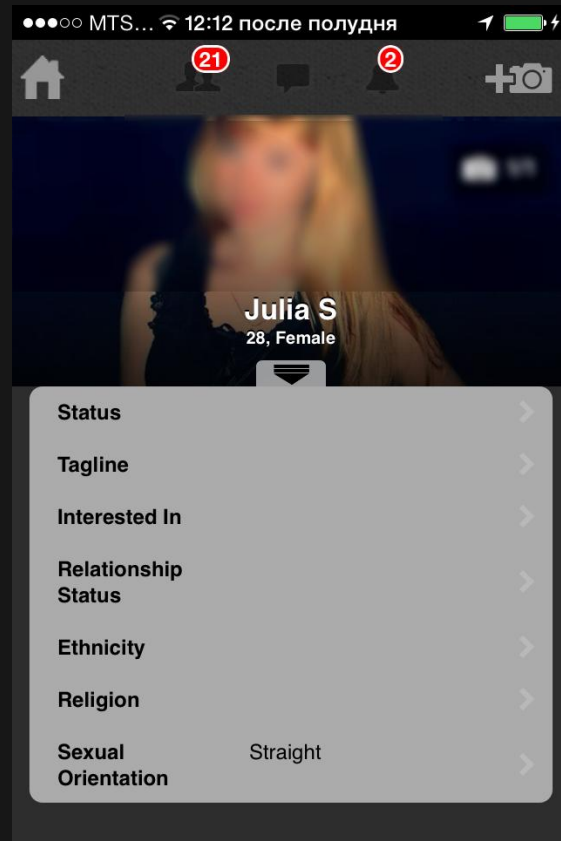
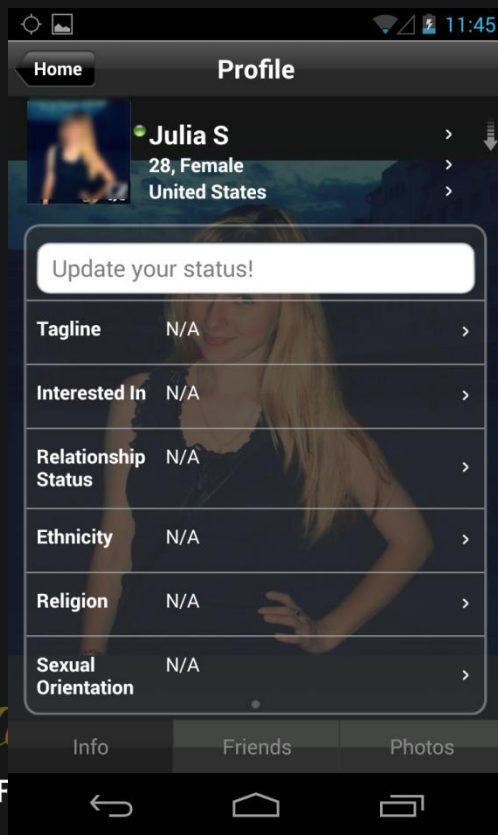


This screenshot shows the 'Edit Profile' screen on an Apple iOS device. The status bar at the top shows 'MTS RUS', signal strength, Wi-Fi, and the time 14:36. The app's header is orange with the text 'Edit Profile' and 'Done'. The profile section includes a 'Profile Photo' label next to a placeholder icon. Below this are fields for 'Display Name', 'Headline' (with a right arrow), 'Age', and 'Show Age' (with a toggle switch currently turned off).

# "MY PROFILE": TAGGED

## DROID

## APPLE IOS



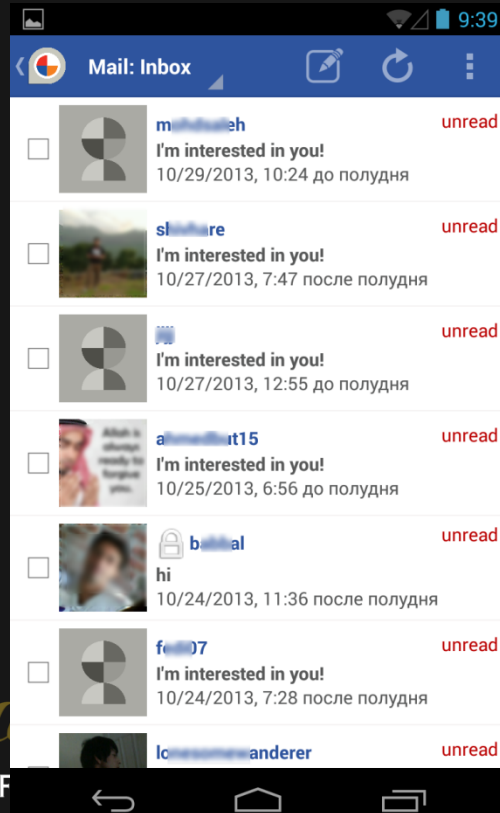


# MOBILE DATING FEATURES

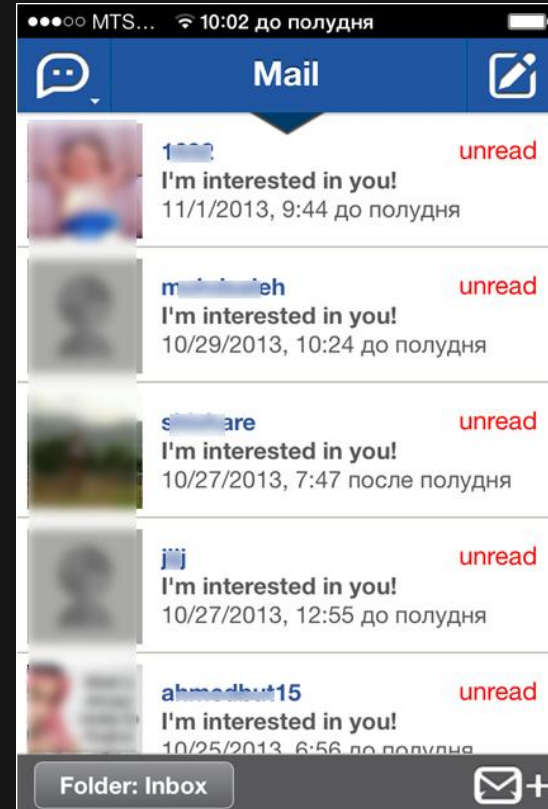
## MAILBOX, MESSAGES & CHAT

# MAILBOX: MEETMOI

## DROID

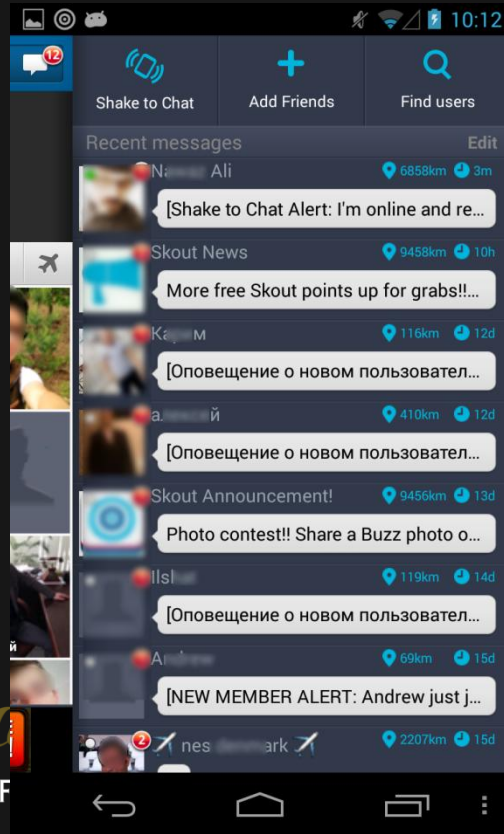


## APPLE IOS

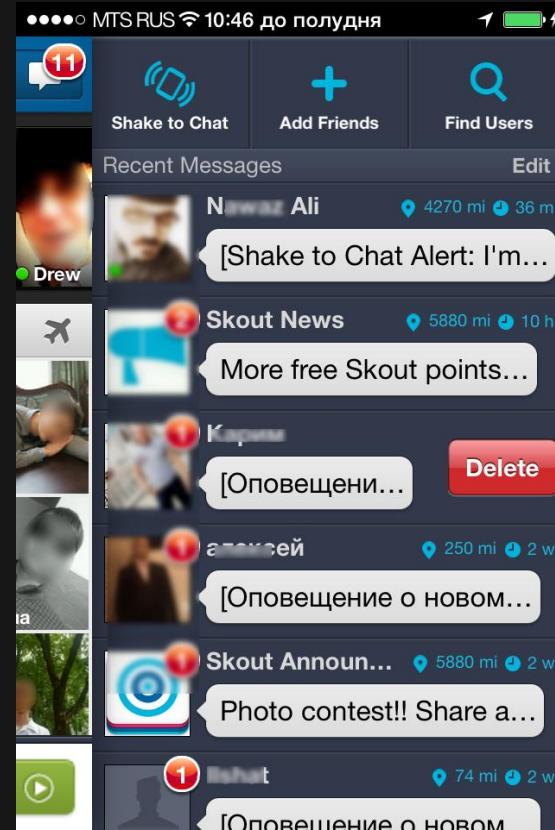


# MAILBOX: SKOUT

## DROID



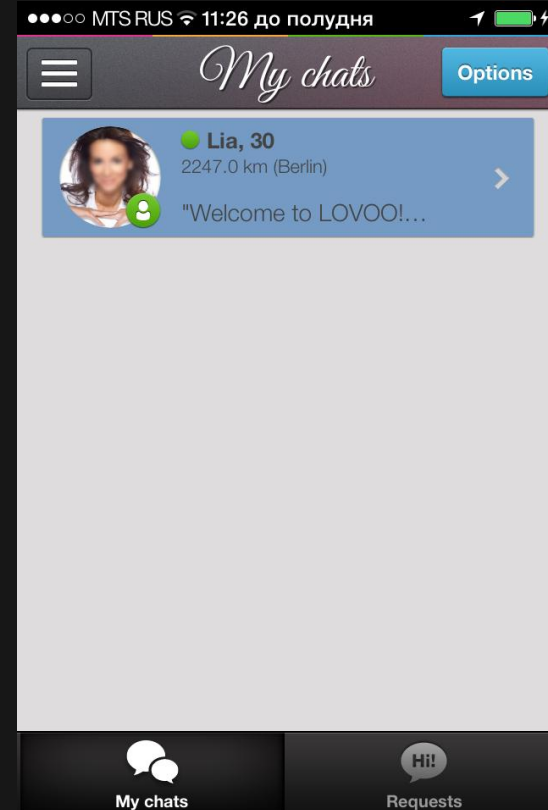
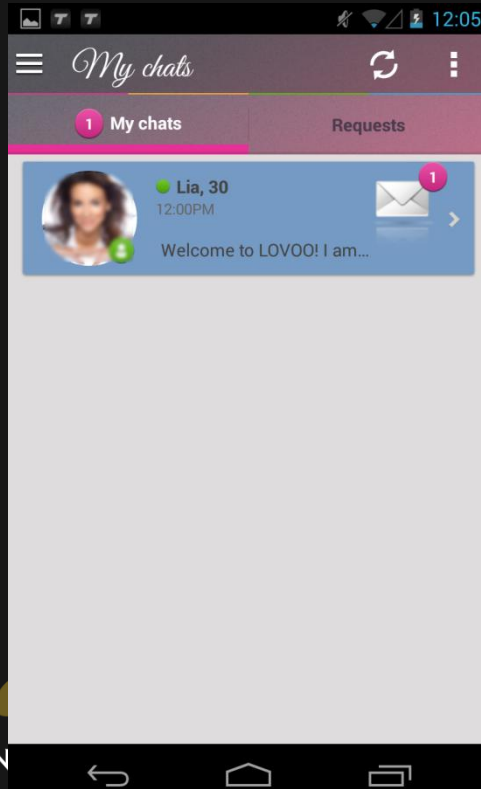
## APPLE IOS



# MAILBOX: LOVOO

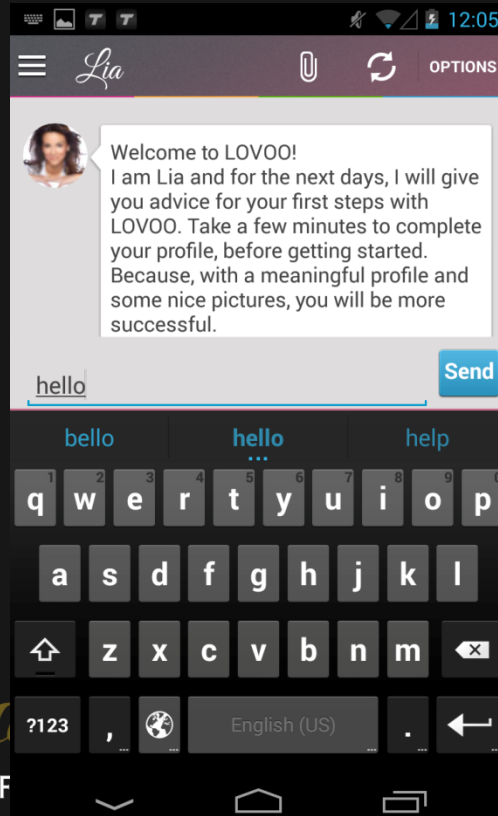
## DROID

## APPLE IOS

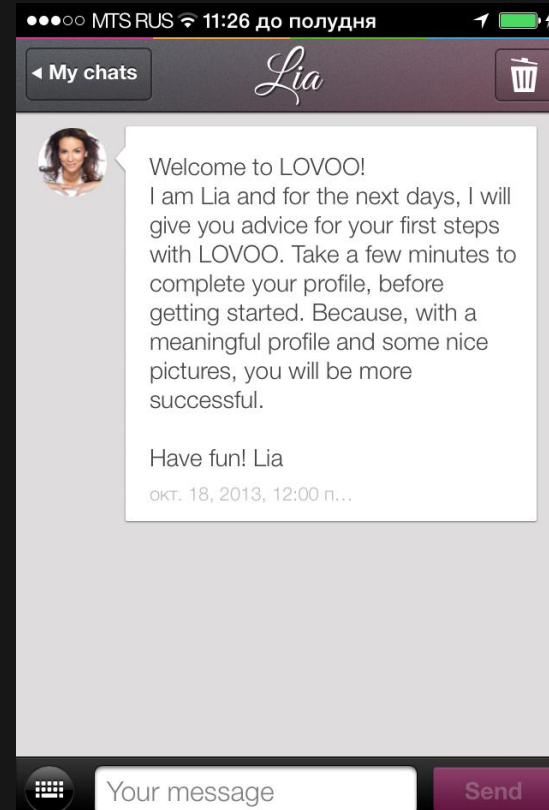


# MAILBOX: LOVOO

## DROID



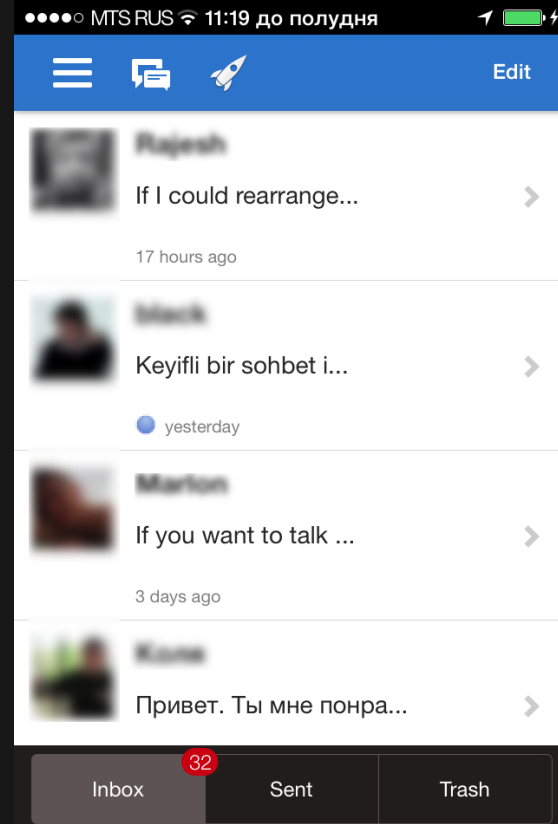
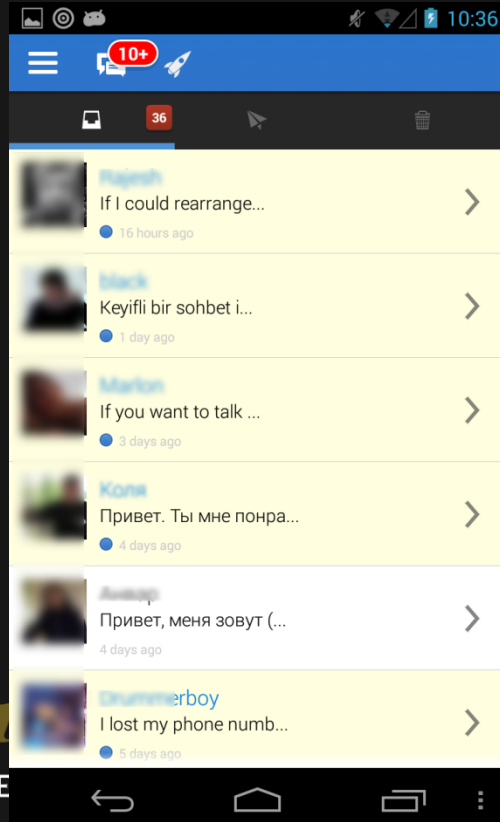
## APPLE IOS



# MAILBOX: ZOOSK

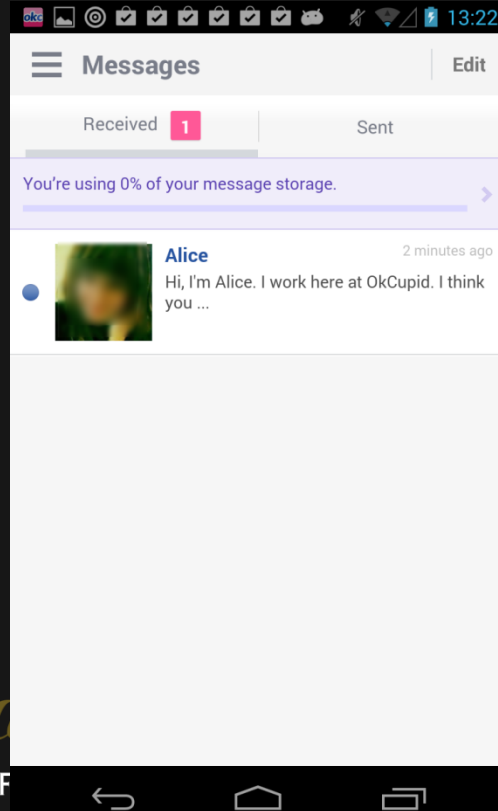
## DROID

## APPLE IOS

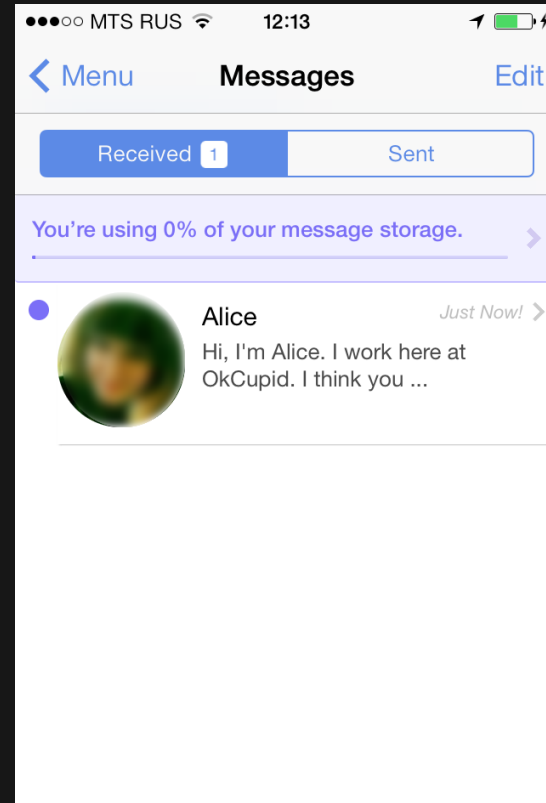


# MAILBOX: OKCUPID

## DROID

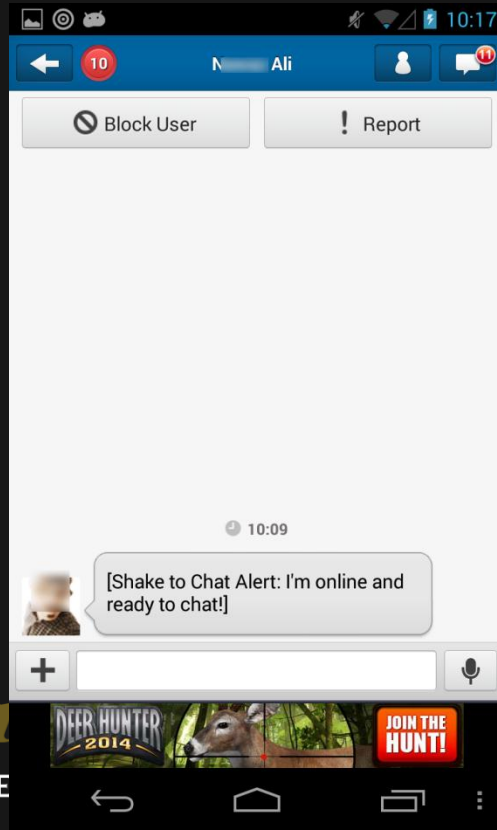


## APPLE IOS

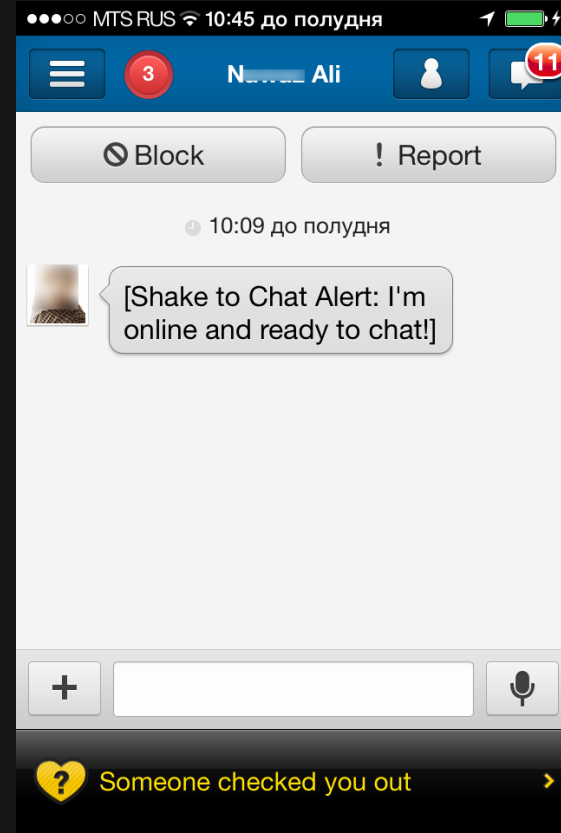


# CHAT: SKOUT

## DROID



## APPLE IOS



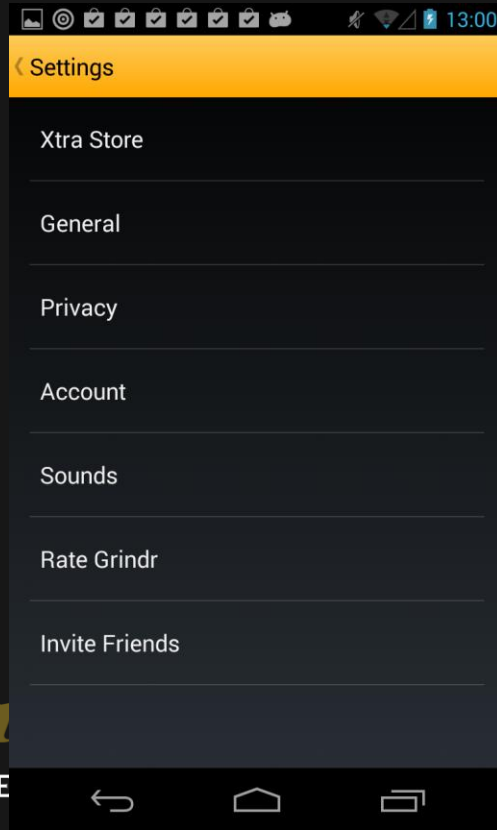


# MOBILE DATING FEATURES

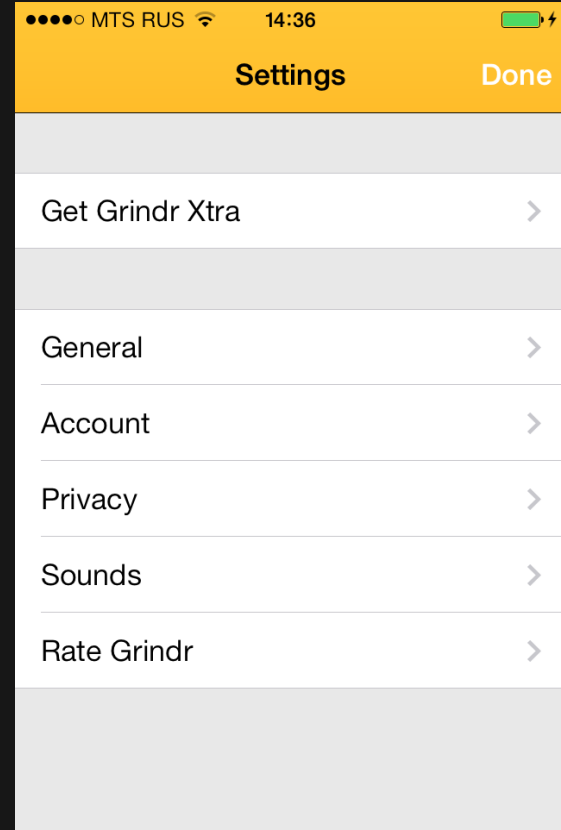
## SETTINGS & FILTERS & LOCATION SEARCH

# SETTINGS: GRINDR

## DROID

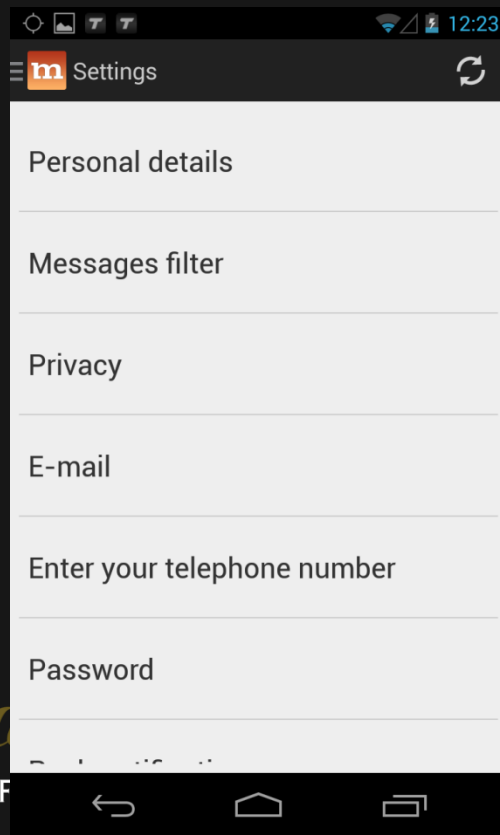


## APPLE IOS

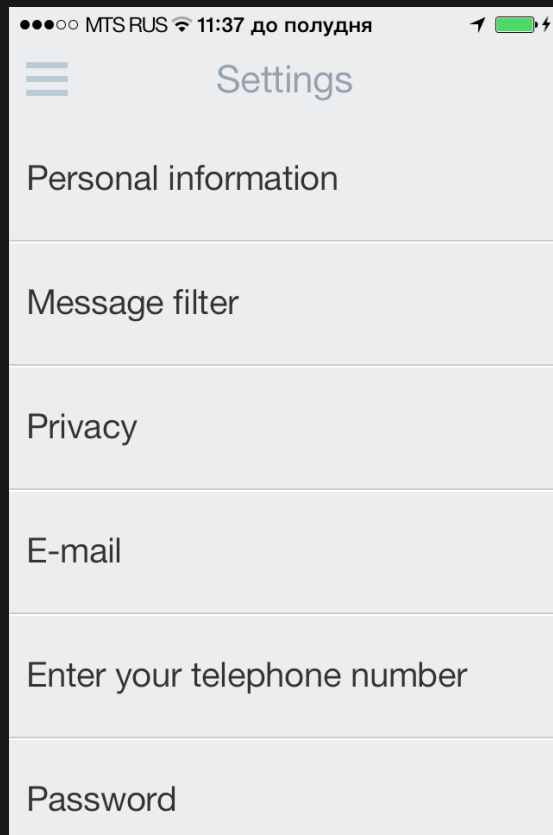


# SETTINGS: MAMBA

## DROID

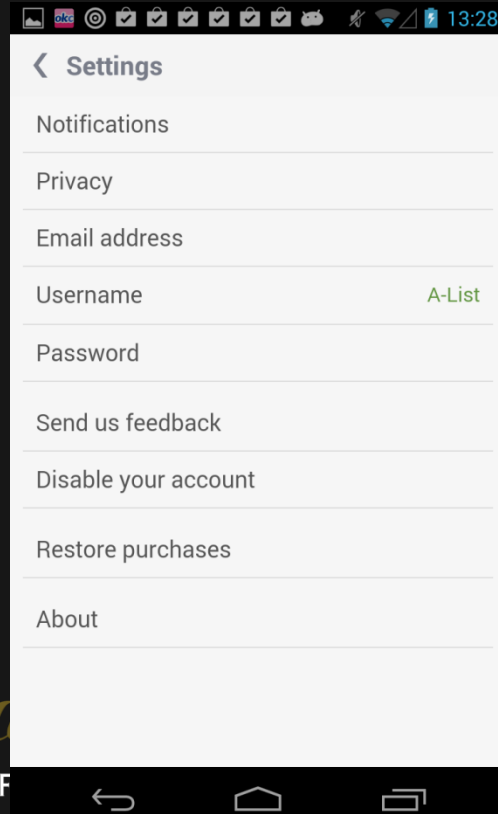


## APPLE IOS

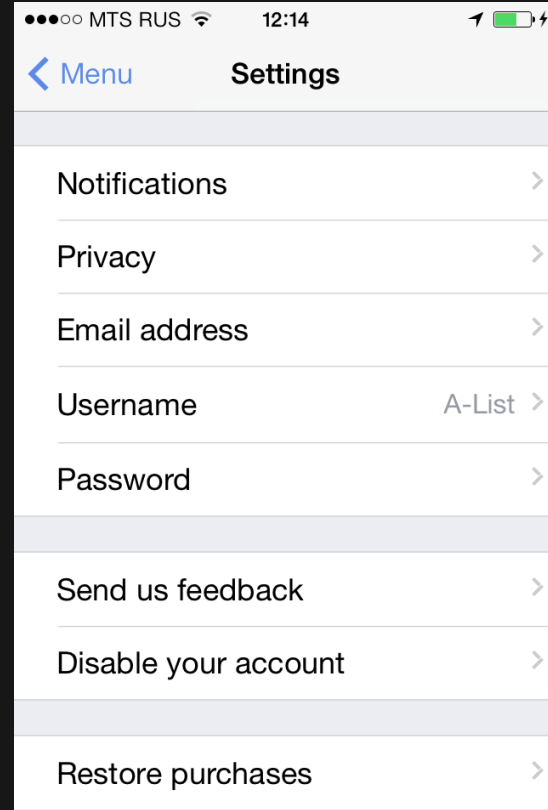


# SETTINGS: OK CUPID

## DROID

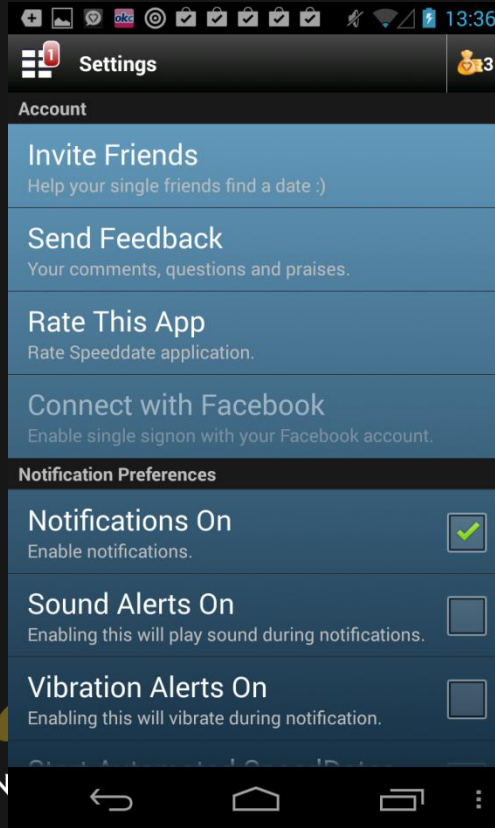


## APPLE IOS



# SETTINGS: SPEED DATE

## DROID

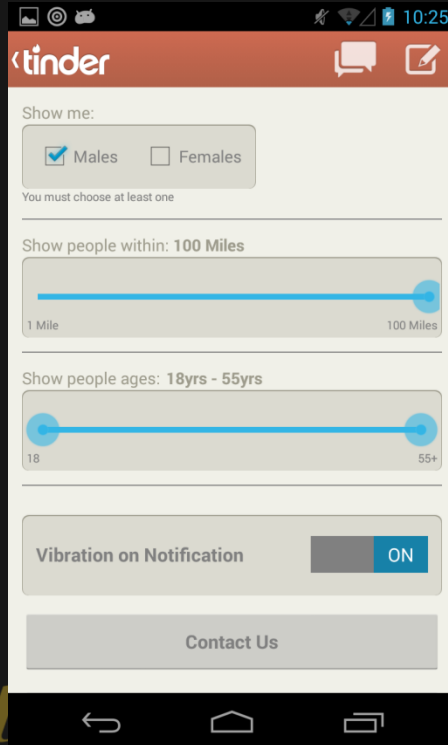


## APPLE IOS

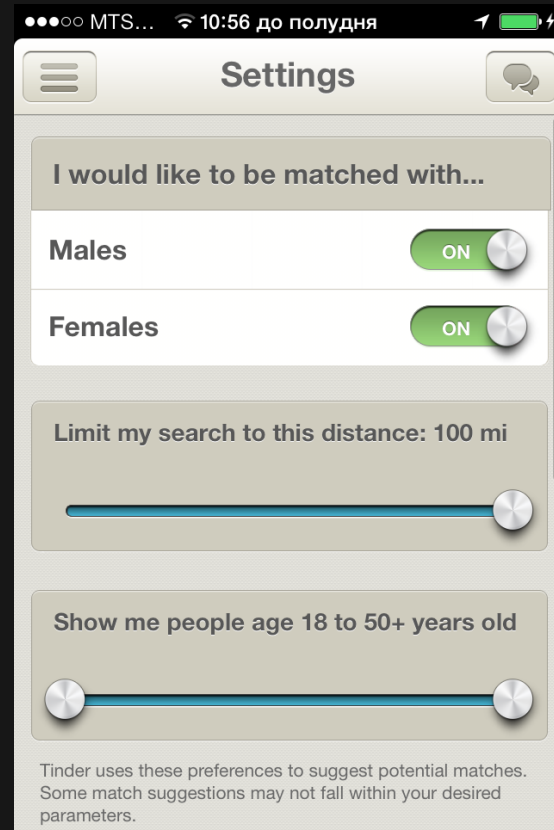


# SEARCH PARAMETERS: TINDER

## DROID

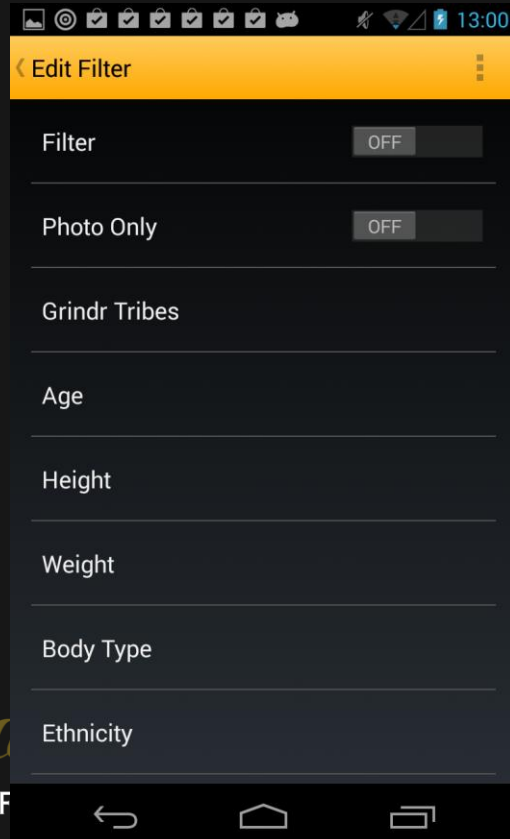


## APPLE IOS

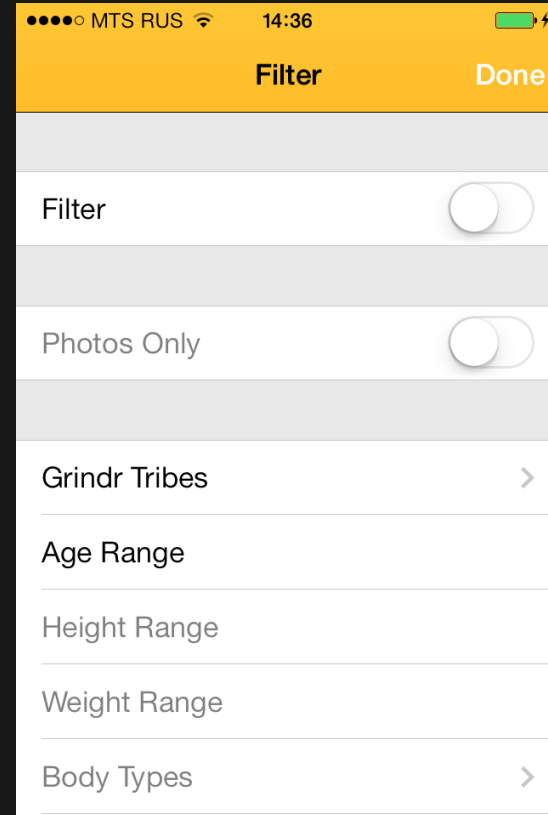


# FILTERS: GRINDR

## DROID

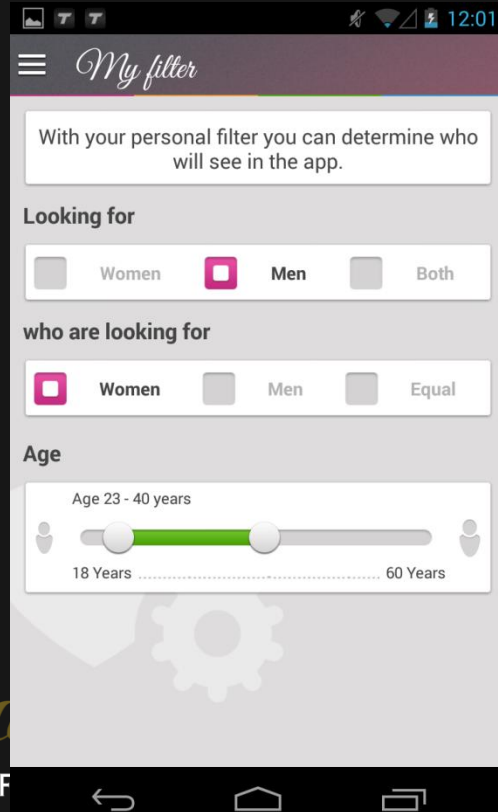


## APPLE IOS

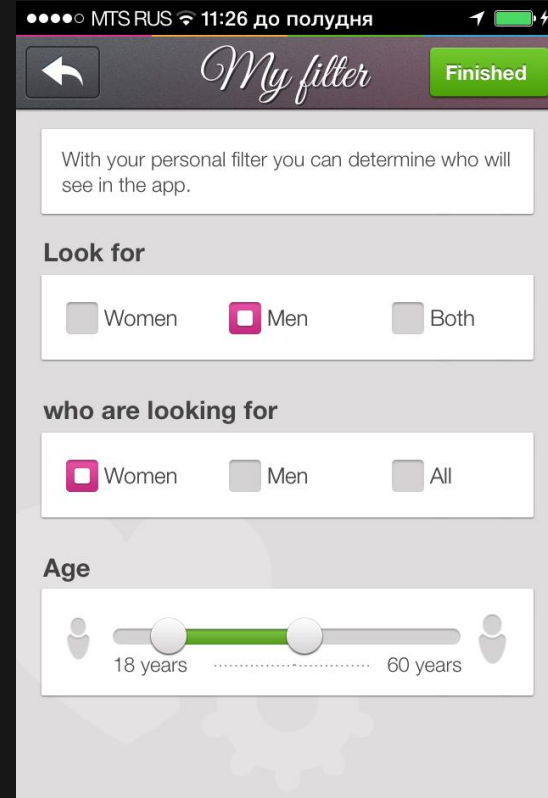


# FILTERS: LOVOO

## DROID



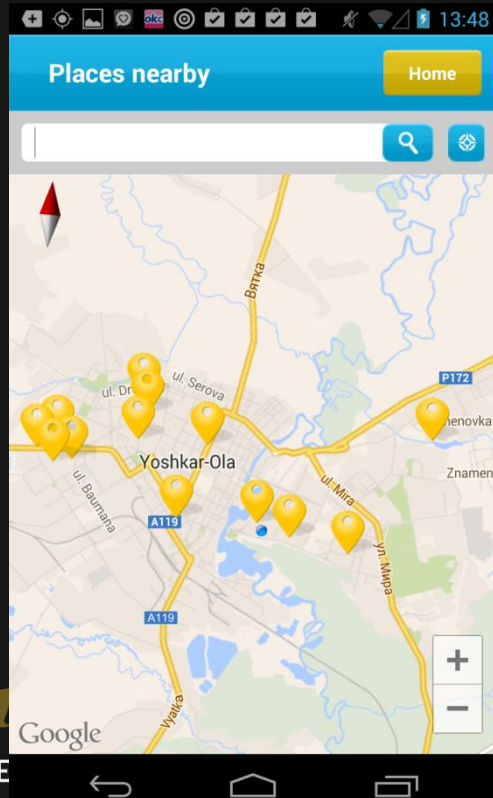
## APPLE IOS



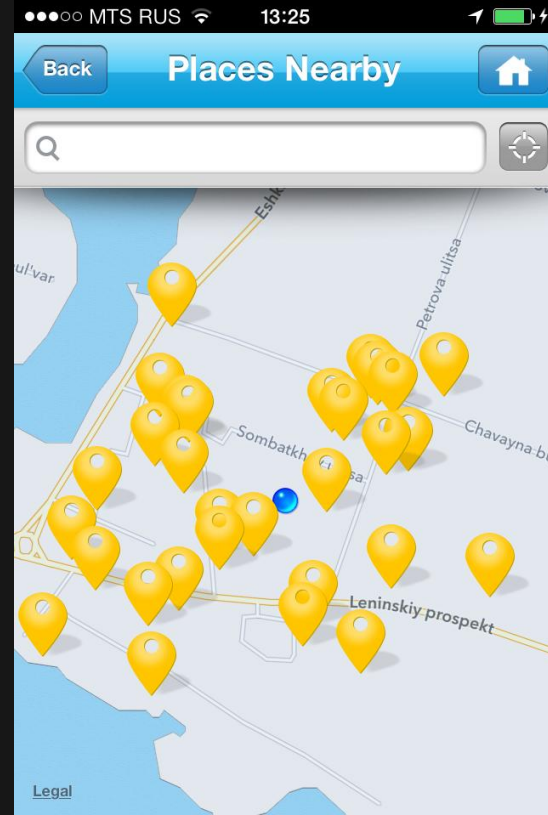


# LOCATION SEARCH: YENTA

## DROID



## APPLE IOS

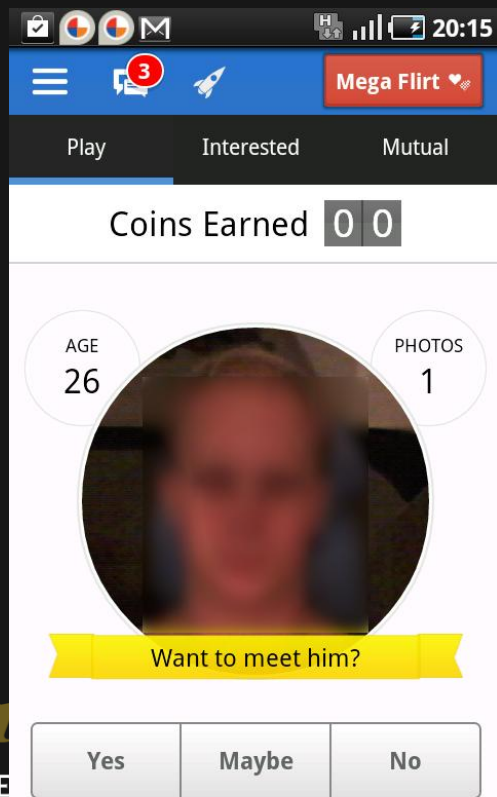


# MOBILE DATING FEATURES

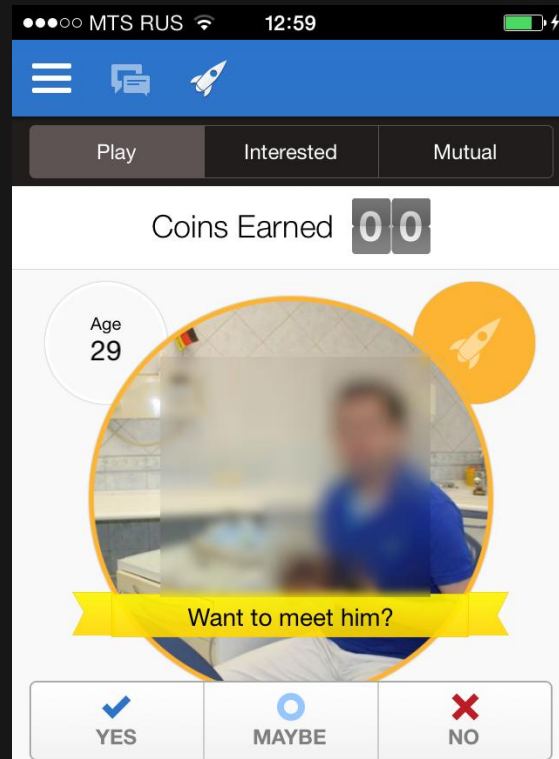
## MISCELLANEOUS

# "GAMING" MATCH: ZOOSK

## DROID



## APPLE IOS

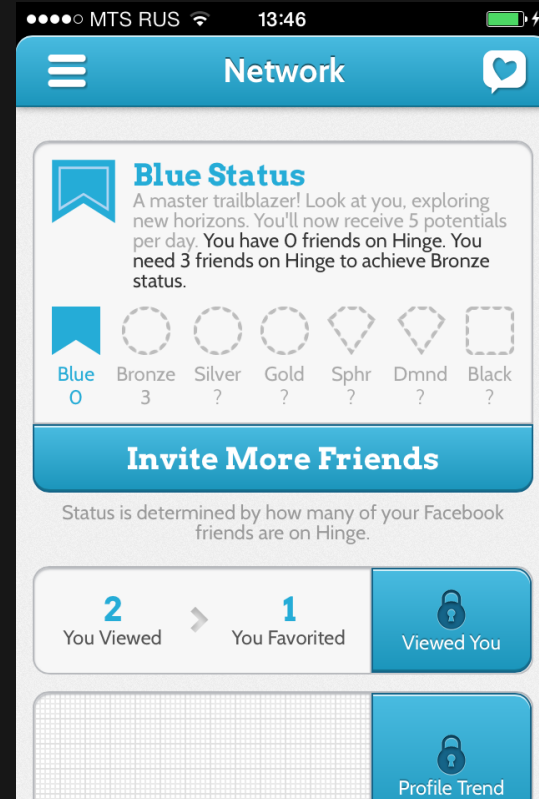


# NETWORK: HINGE

DROID

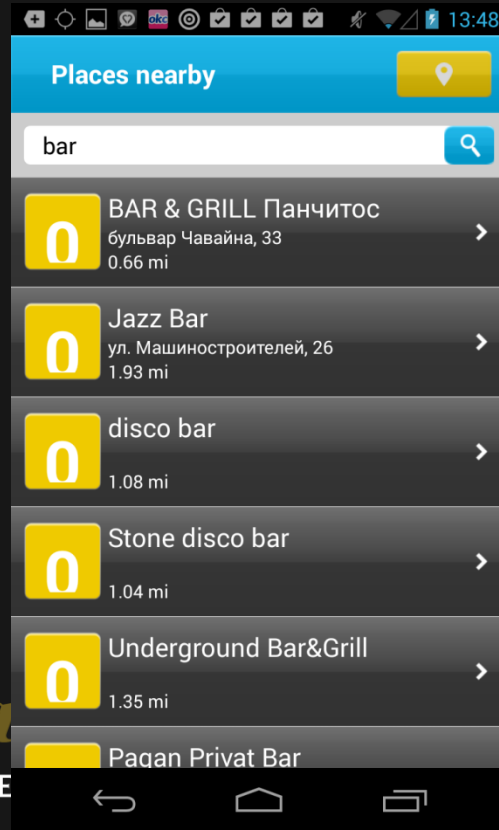
APPLE IOS

NO DROID  
VERSION

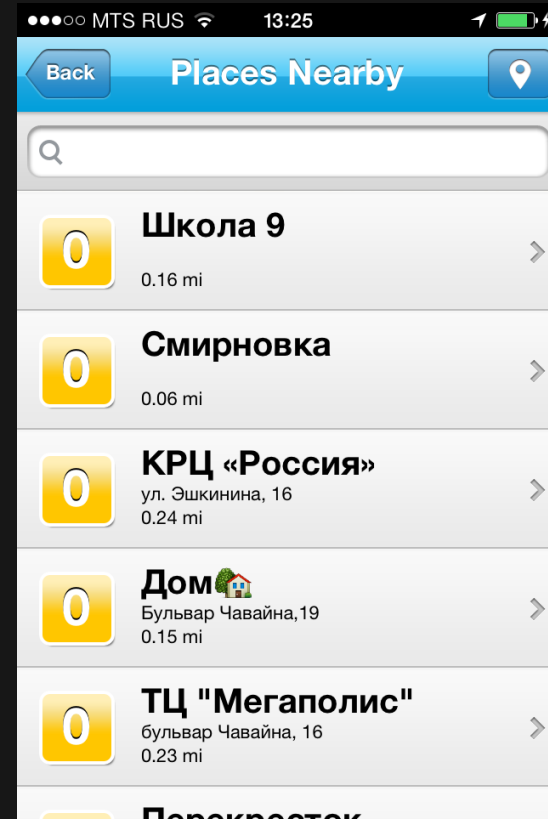


# LOCATIONS NEARBY : YENTA

## DROID



## APPLE IOS

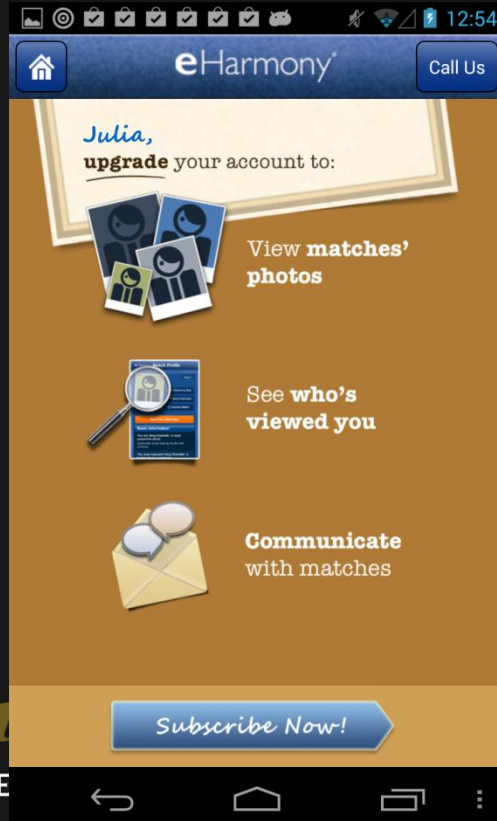


# MOBILE DATING FEATURES

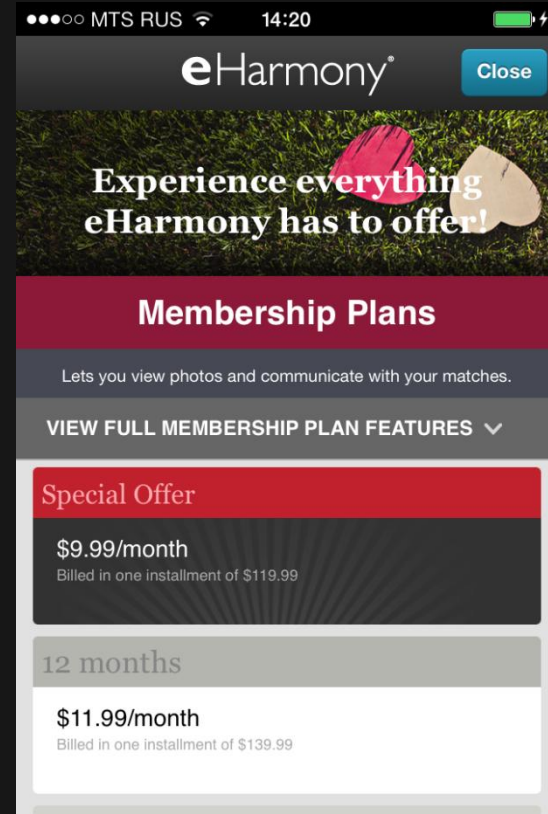
# MONETIZATION & PAYMENTS

# MONETIZATION: EHARMONY

## DROID



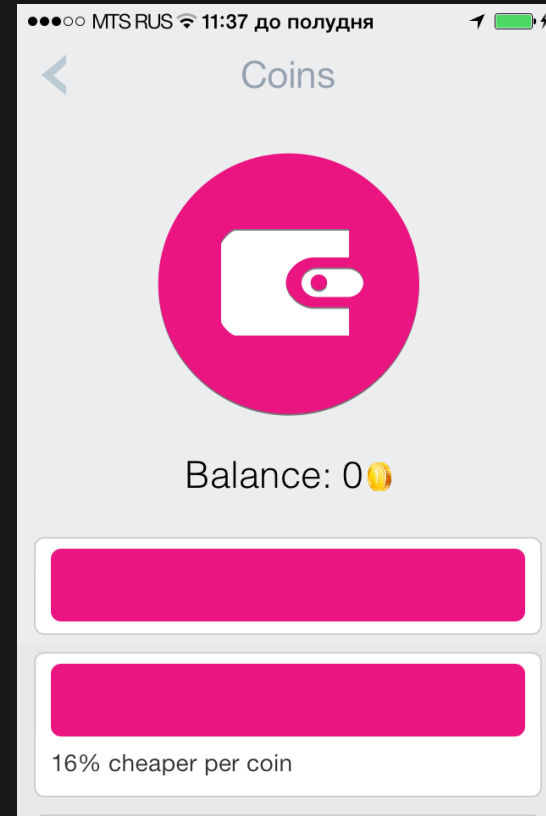
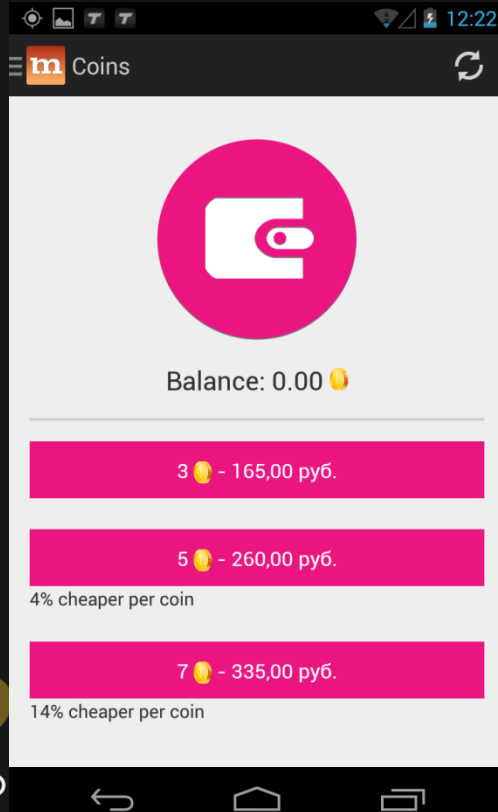
## APPLE IOS



# MONETIZATION: MAMBA

## DROID

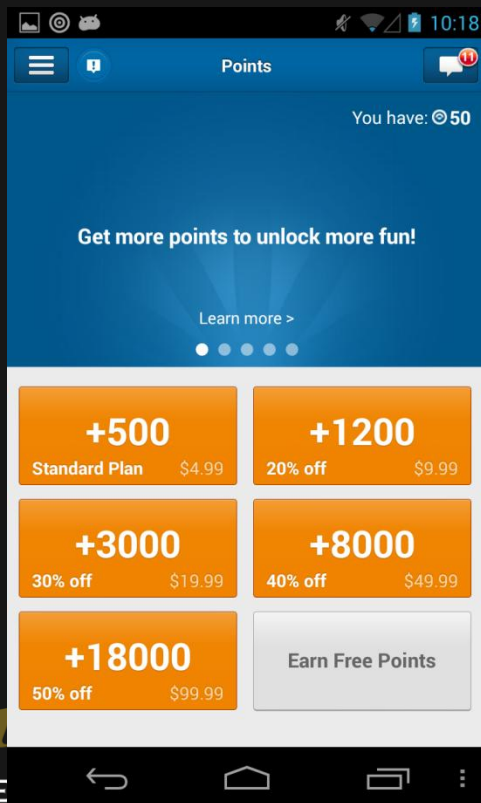
## APPLE IOS



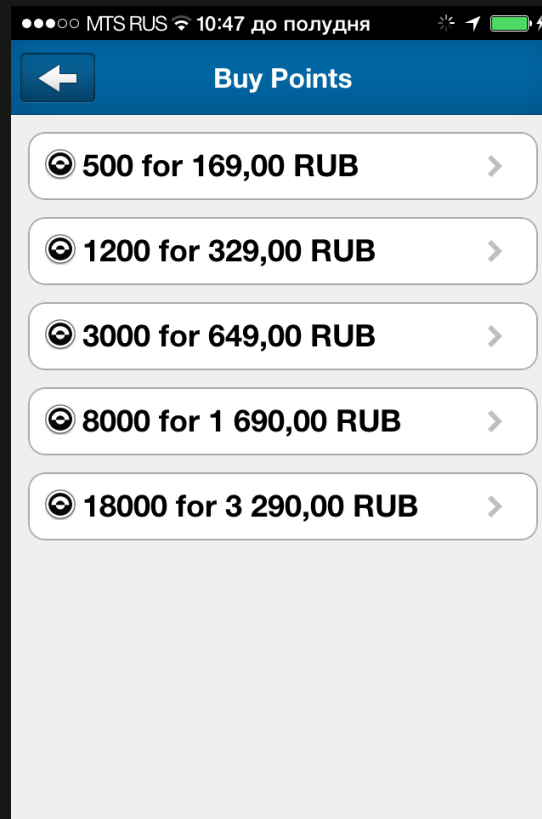


# MONETIZATION: SKOUT

## DROID

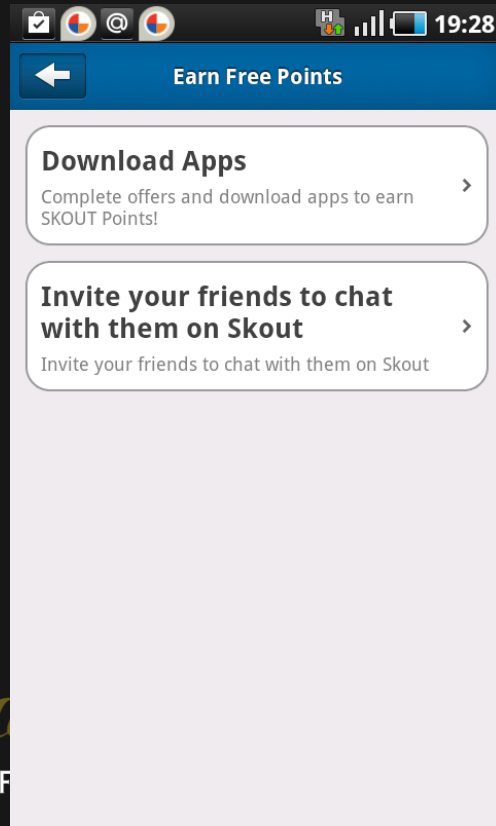


## APPLE IOS

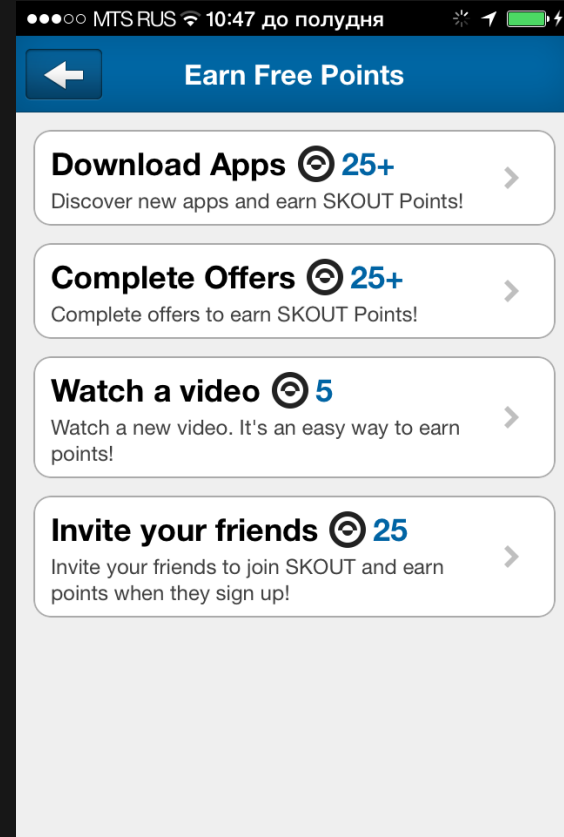


# MONETIZATION: SKOUT

## DROID



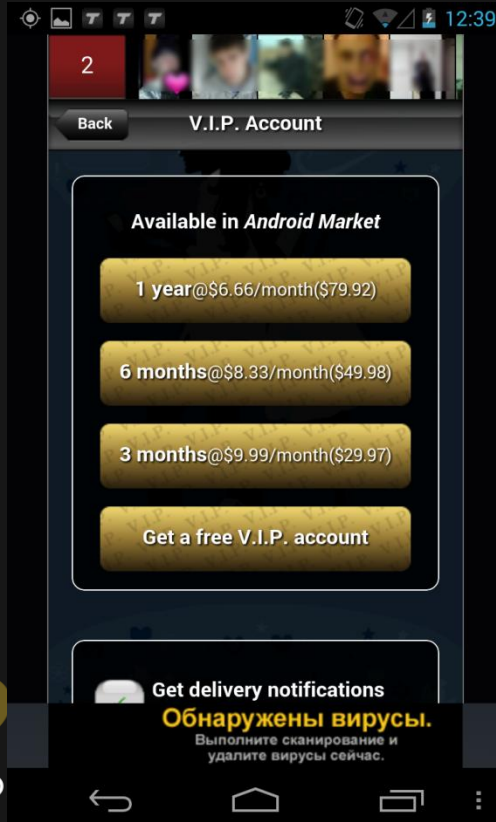
## APPLE IOS



# MONETIZATION: MIUMEEET

DROID

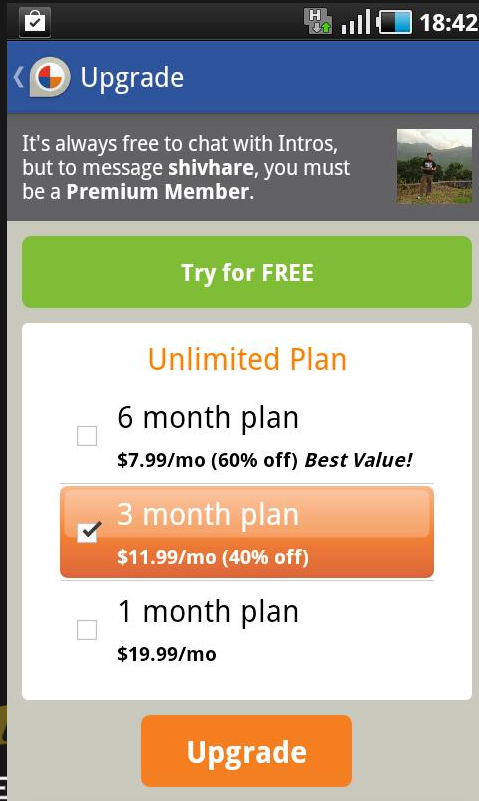
APPLE IOS



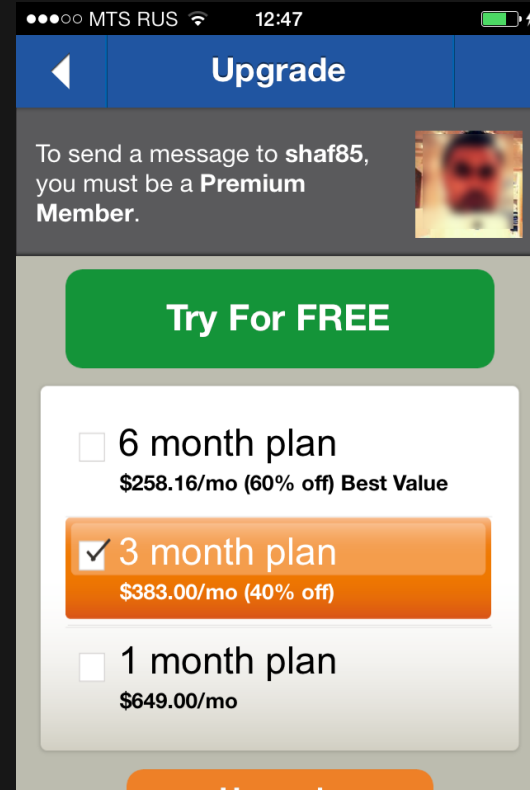
CRASH

# MONETIZATION: MEETMOI

## DROID



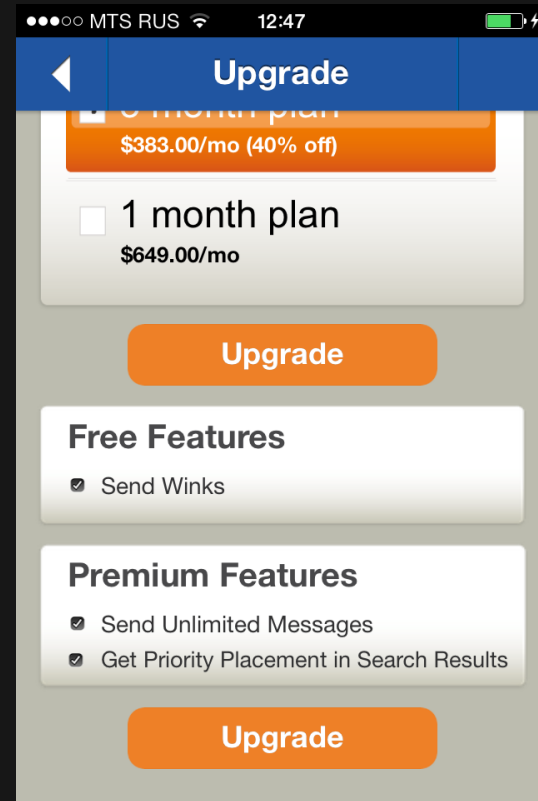
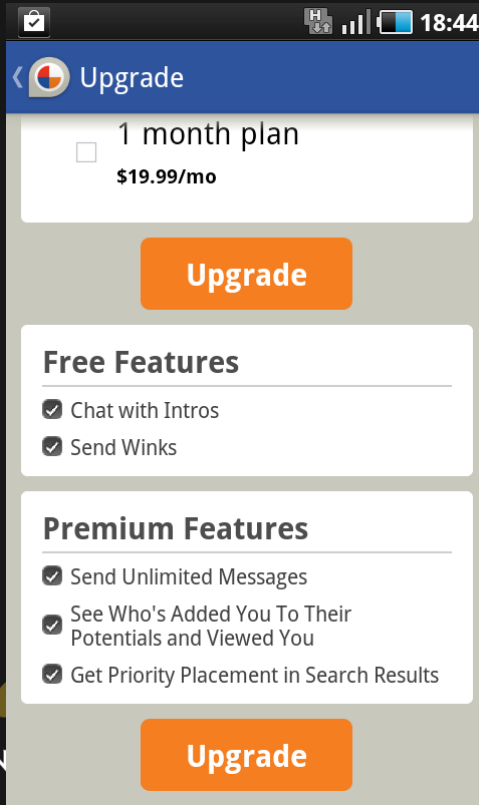
## APPLE IOS



# MONETIZATION: MEETMOI

## DROID

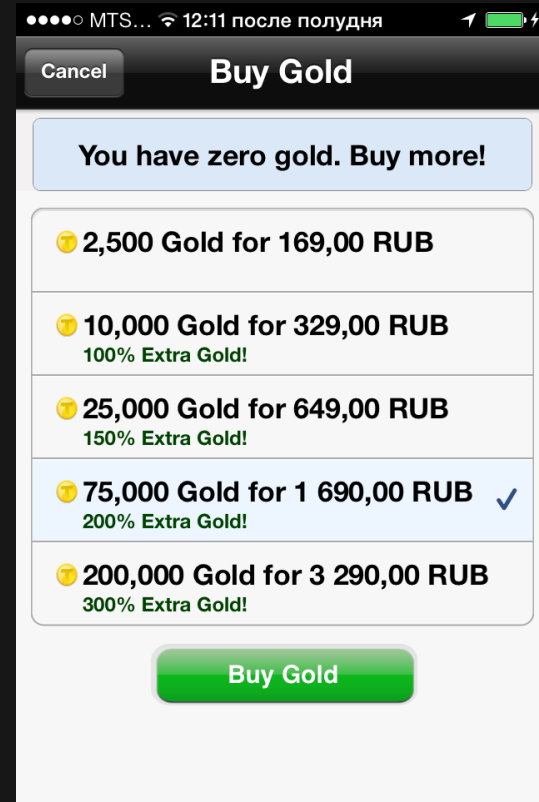
## APPLE IOS



# MONETIZATION: TAGGED

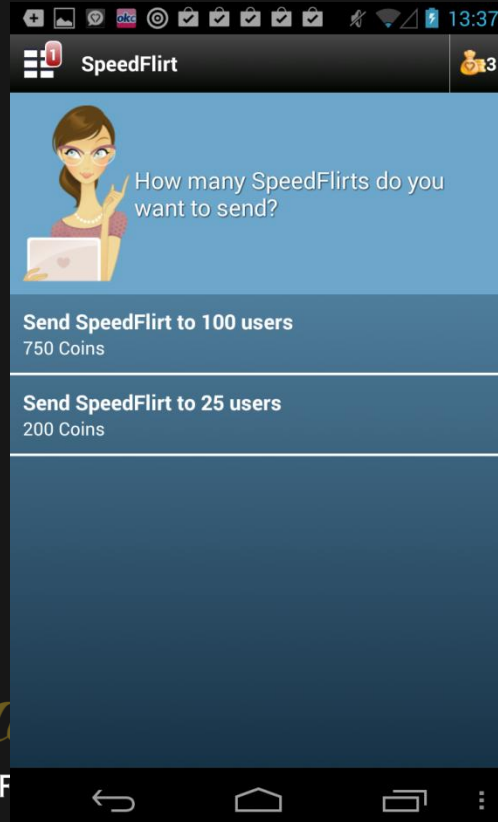
## DROID

## APPLE IOS

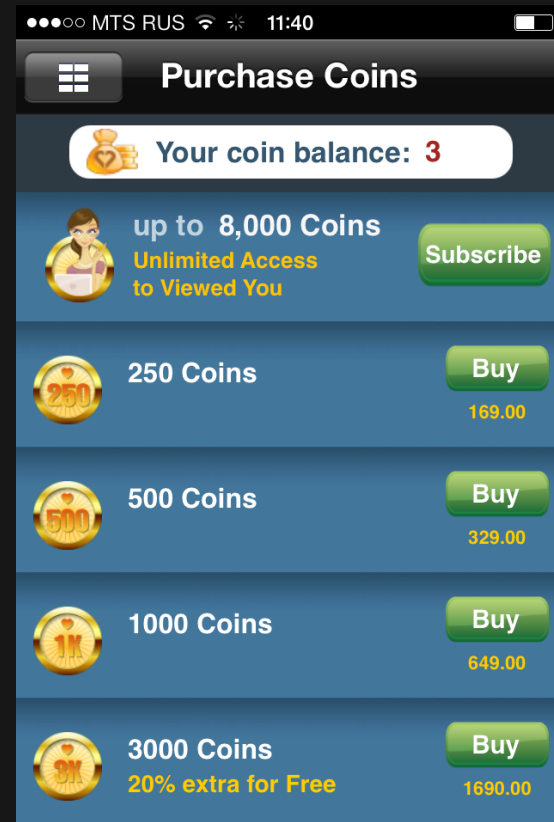


# MONETIZATION: SPEED DATE

## DROID



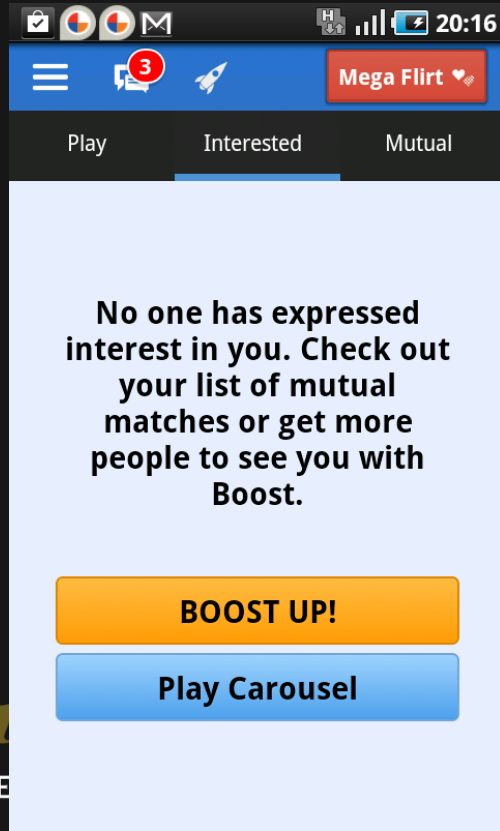
## APPLE IOS



# MONETIZATION: ZOOSK

## DROID

## APPLE IOS





# MONETIZATION: LETSDATE

## DROID

## APPLE IOS

