

# THE MOBILE UNIVERSE

MARC LESNICK

CONFERENCE ORGANIZER

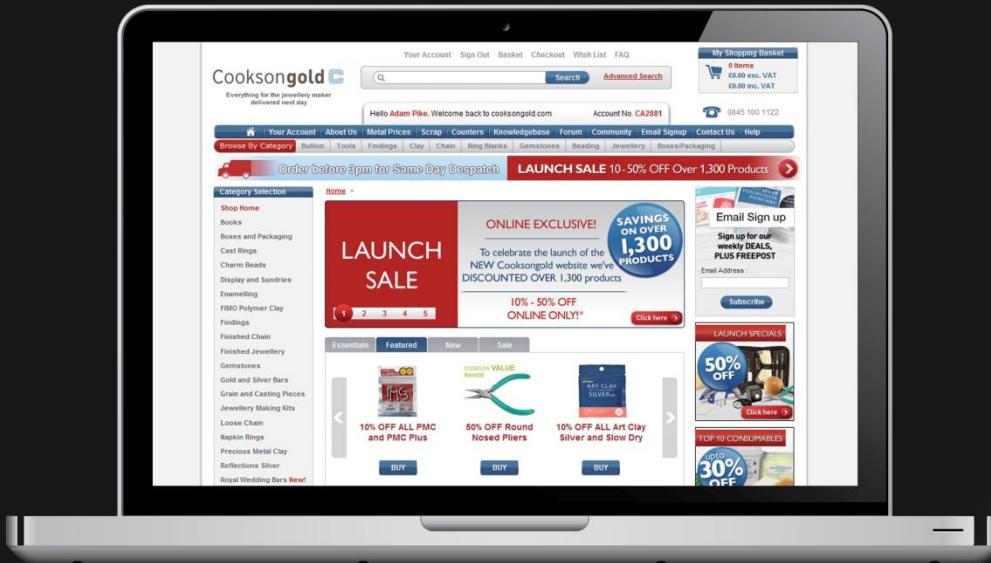
INTERNET DATING CONFERENCE

[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

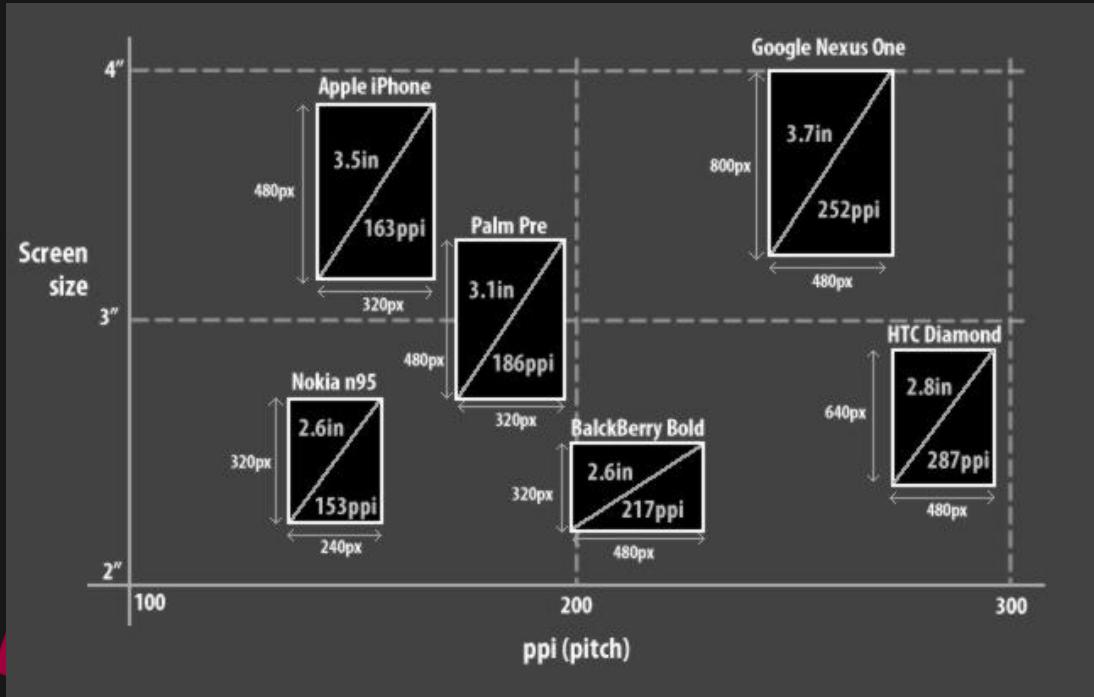
IN THE THOUSANDS

# THE MOBILE UNIVERSE

- SMART PHONES
- FEATURE PHONES
- NON SMART PHONES

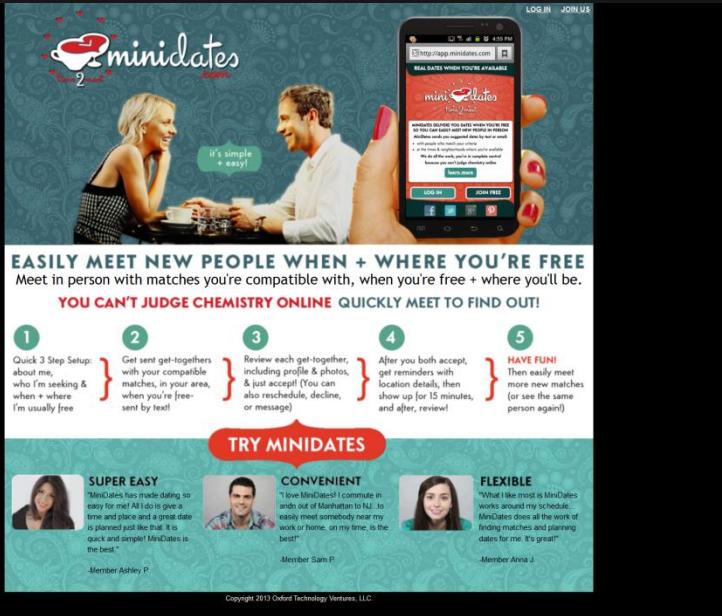
# THE MOBILE UNIVERSE

- SCREEN SIZES



# THE MOBILE UNIVERSE

PC



The screenshot shows the desktop version of the minidates.com website. At the top, there's a banner with a man and a woman at a table, with a hand holding a smartphone displaying the mobile app. Below the banner, the text "EASILY MEET NEW PEOPLE WHEN + WHERE YOU'RE FREE" is displayed, followed by the subtext "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!"

Below this, there's a numbered list of 5 steps:

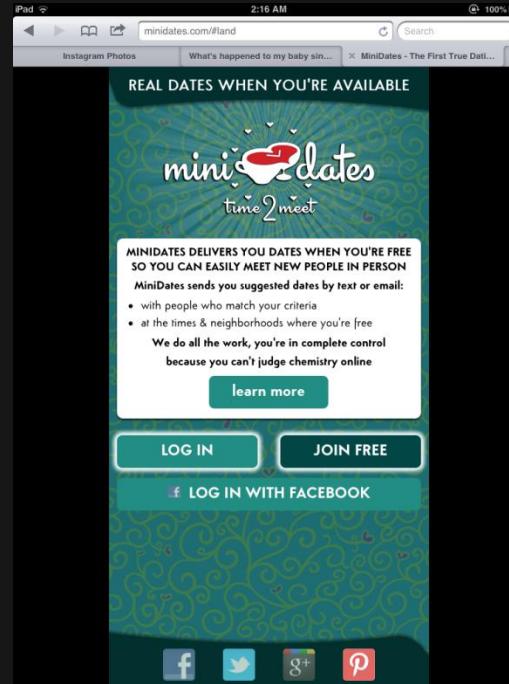
- 1 Quick 3 Step Setup: about me, who I'm seeking & when + where I'm usually free
- 2 Get sent get-togethers with your compatible matches, in your area, when you're free - sent by text!
- 3 Review each get-together, including profile & photos, & just accept! (You can also reschedule, decline, or message)
- 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!)

At the bottom, there are three testimonial snippets:

- SUPER EASY** "Minidates has made dating so easy for me! All I do is give a few details about myself and my 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 office 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 for me, I just have to prepare for my dates for me. It's great!" - Member Anna J.

At the very bottom, there's a copyright notice: "Copyright 2013 Oxford Technology Ventures, LLC."

iPAD

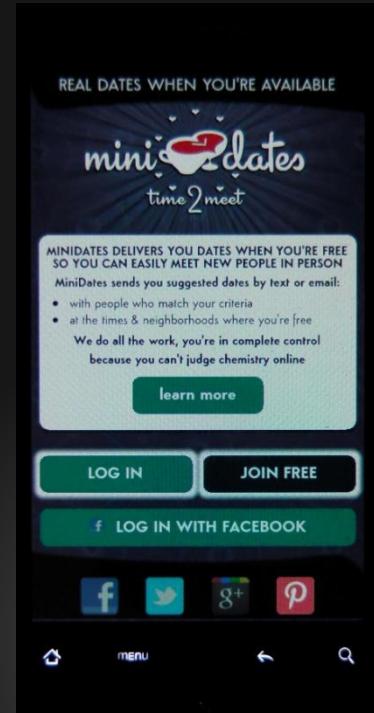


The screenshot shows the mobile website as it appears on an iPad. The layout is similar to the PC version but adapted for a smaller screen. The main headline "REAL DATES WHEN YOU'RE AVAILABLE" is at the top, followed by the "minidates time2meet" logo. Below the logo, the text "MINIDATES DELIVERS YOU DATES WHEN YOU'RE FREE SO YOU CAN EASILY MEET NEW PEOPLE IN PERSON" is displayed, along with a list of benefits:

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

Below this, the text "We do all the work, you're in complete control because you can't judge chemistry online" is shown. At the bottom, there are "LOG IN" and "JOIN FREE" buttons, and a "LOG IN WITH FACEBOOK" button.

DROID PHONE



The screenshot shows the mobile website as it appears on a Droid phone. The design is consistent with the iPad version. The main headline "REAL DATES WHEN YOU'RE AVAILABLE" is at the top, followed by the "minidates time2meet" logo. Below the logo, the text "MINIDATES DELIVERS YOU DATES WHEN YOU'RE FREE SO YOU CAN EASILY MEET NEW PEOPLE IN PERSON" is displayed, along with a list of benefits:

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

Below this, the text "We do all the work, you're in complete control because you can't judge chemistry online" is shown. At the bottom, there are "LOG IN" and "JOIN FREE" buttons, and a "LOG IN WITH FACEBOOK" button. Social media sharing icons for Facebook, Twitter, Google+, and Pinterest are also present.

# THE MOBILE UNIVERSE

- NO MOBILE DESIGN

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

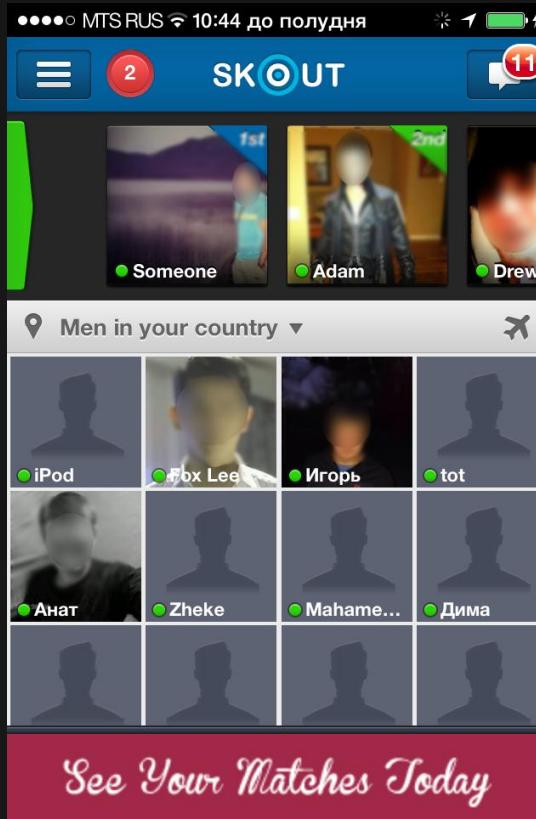
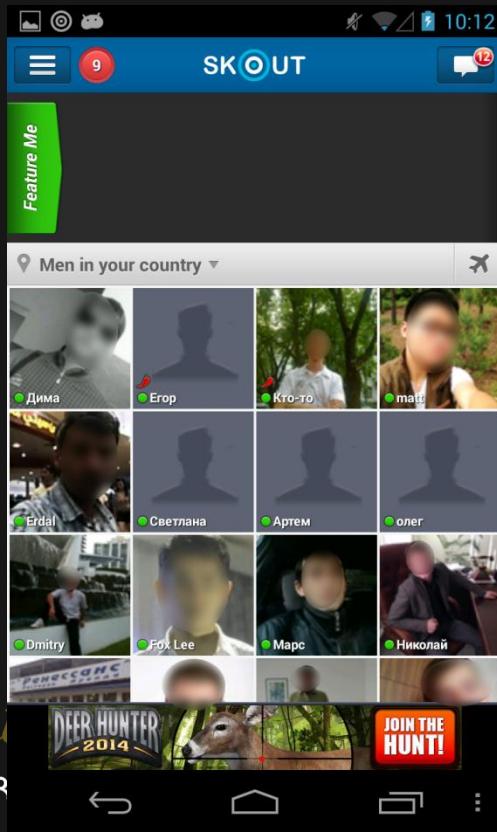
**SPLIT** Be TESTING

Testing

# MOBILE DATING FEATURES

## MAIN SCREEN

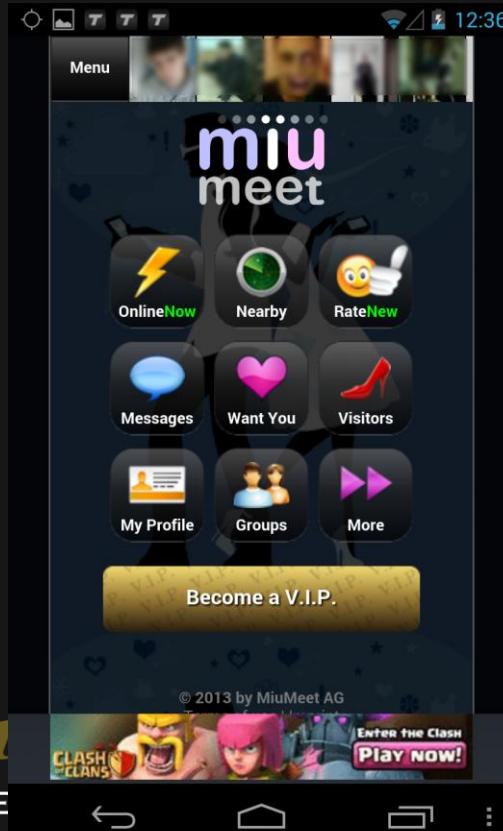




# MAIN SCREEN: MIU MEET

## DROID

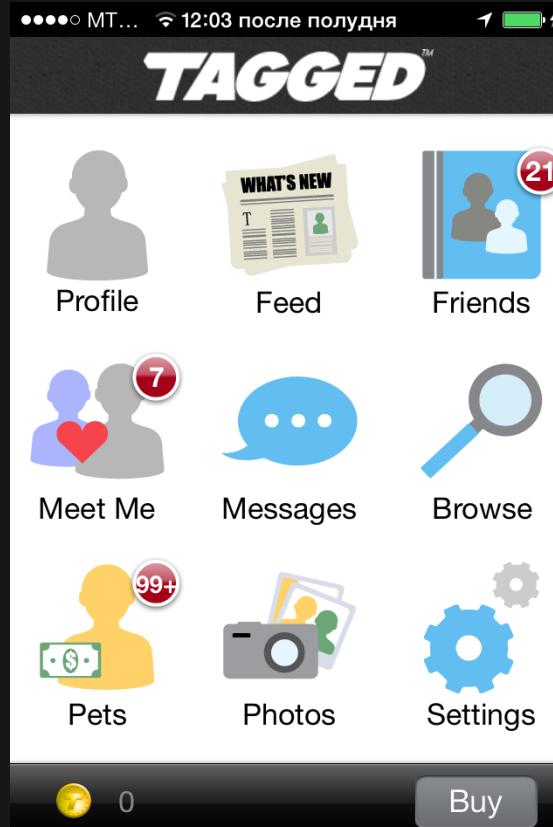
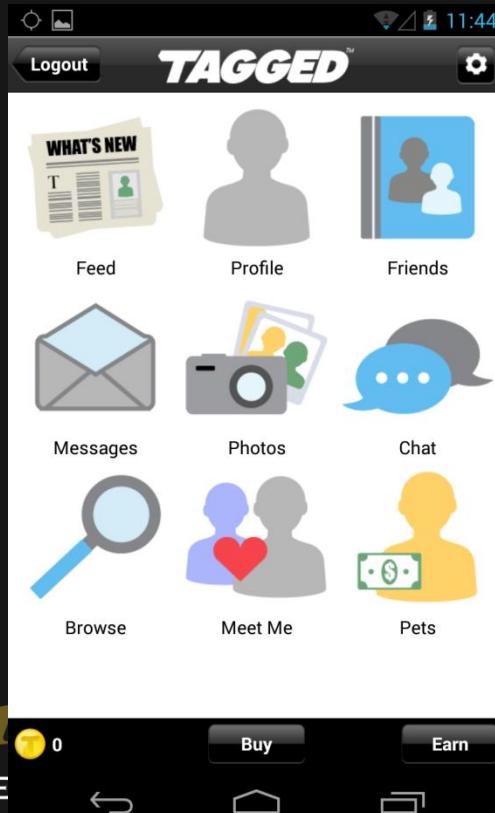
## APPLE IOS



# MAIN SCREEN: TAGGED

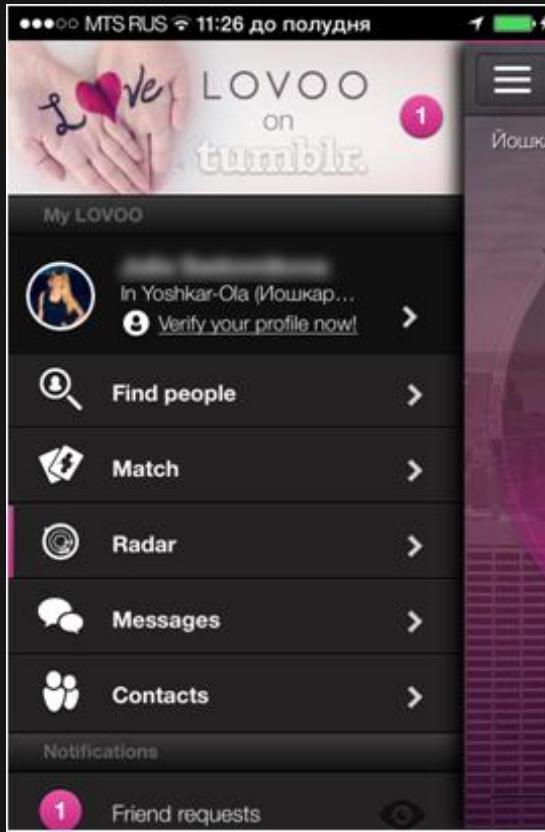
## DROID

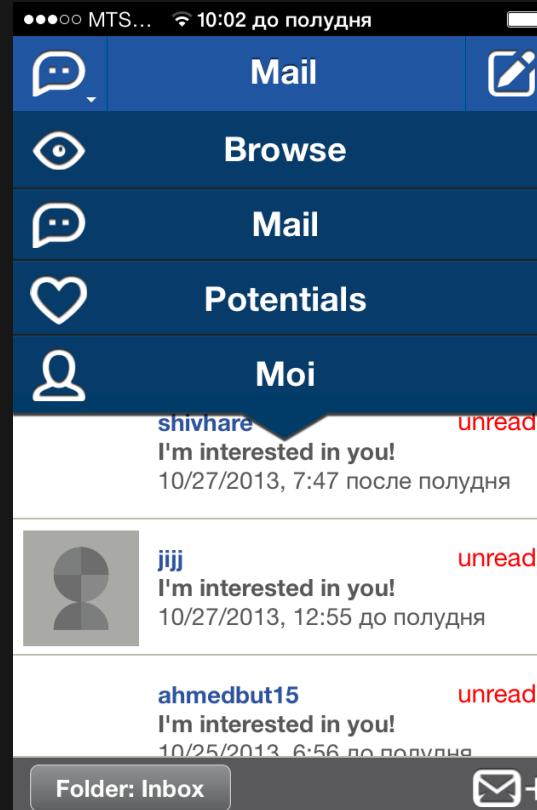
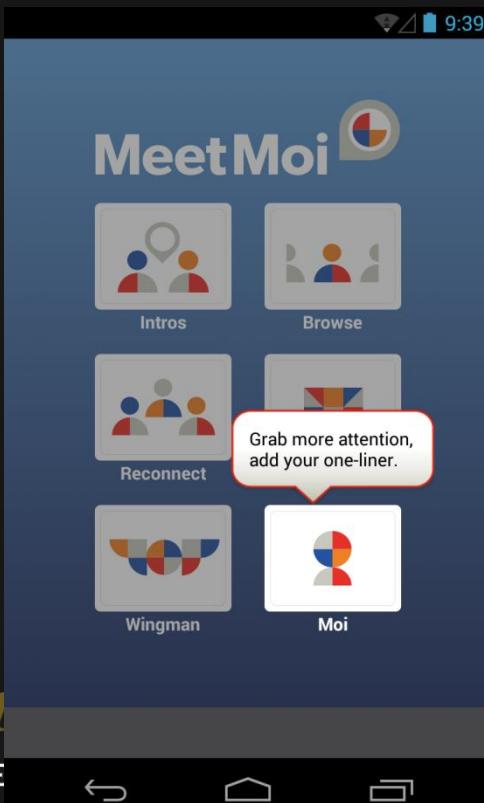
## APPLE IOS



# MOBILE DATING FEATURES

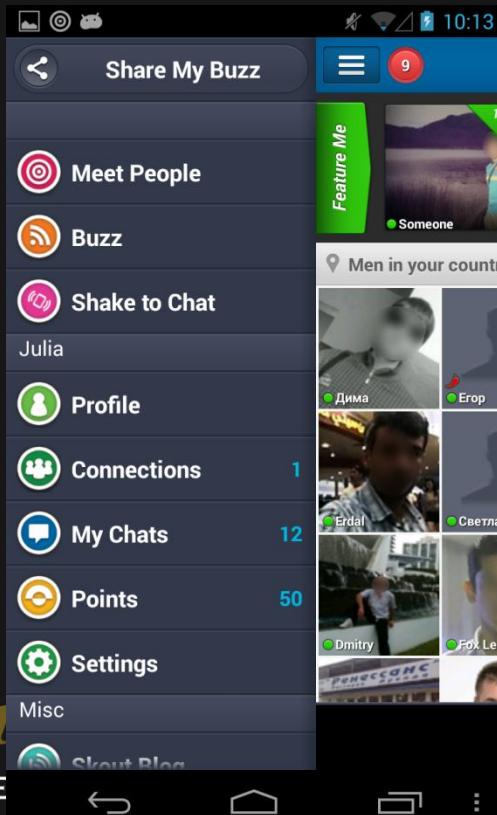
## MENU





# MENU: SKOUT

## DROID      APPLE IOS

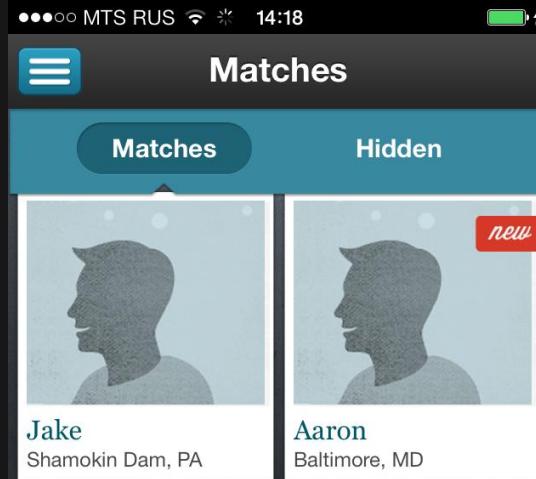
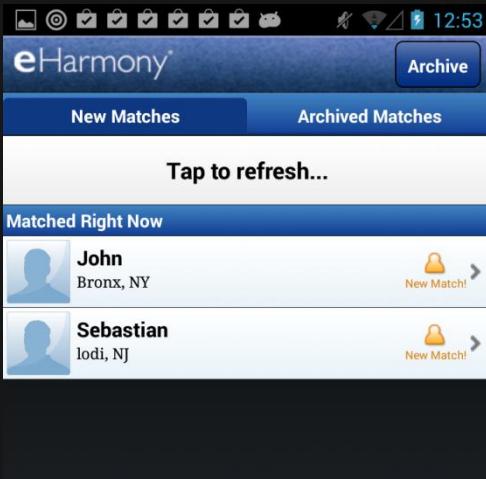


# MOBILE DATING FEATURES

## MATCHES & BROWSE USERS

# MATCHES: EHARMONY

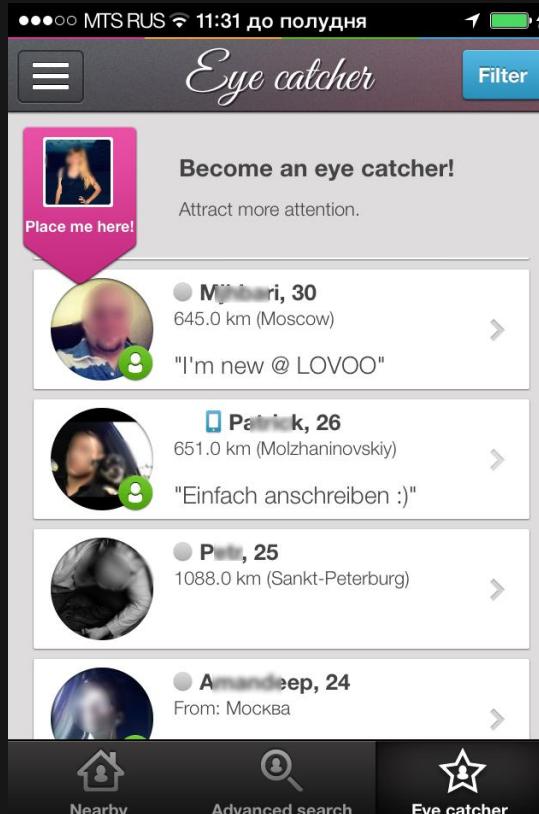
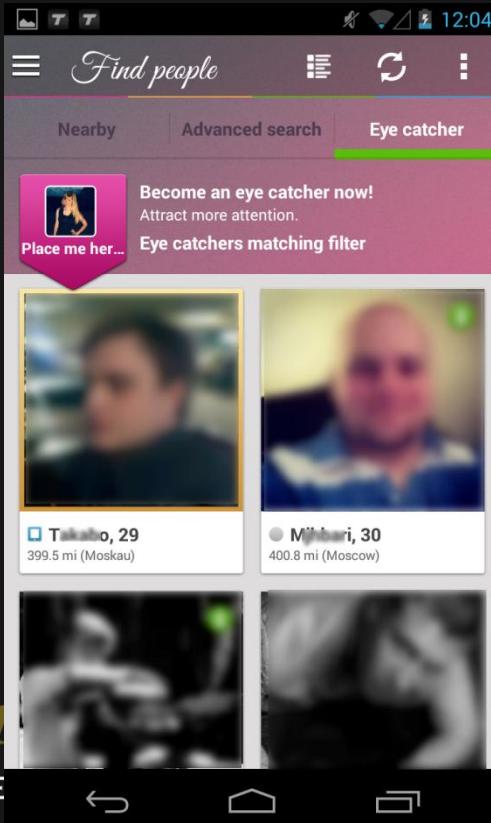
## DROID      APPLE IOS



# MATCHES: LOVOO

## DROID

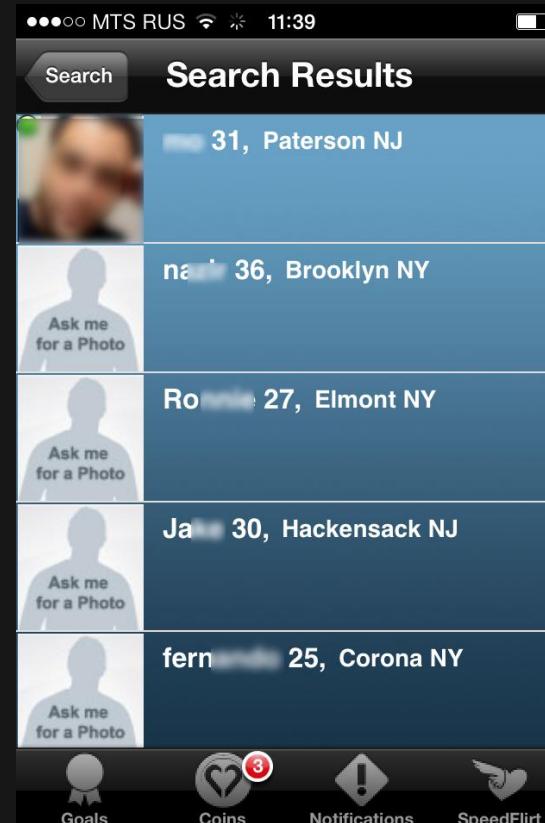
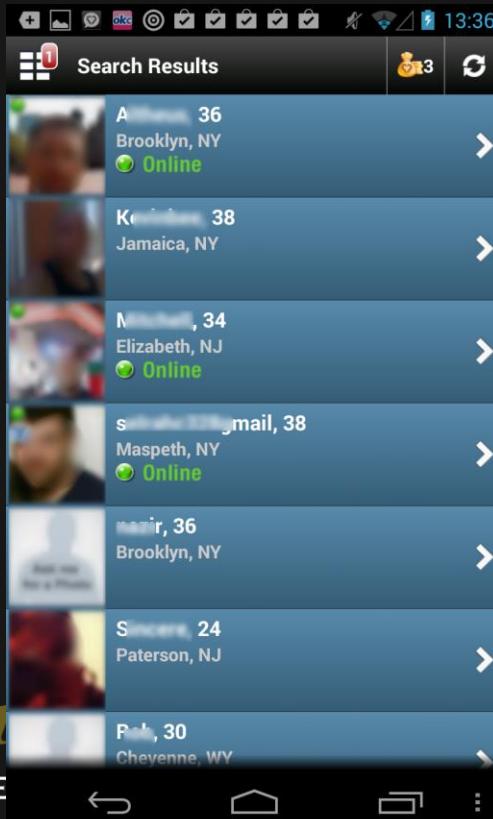
## APPLE IOS



# MATCHES: SPEED DATE

## DROID

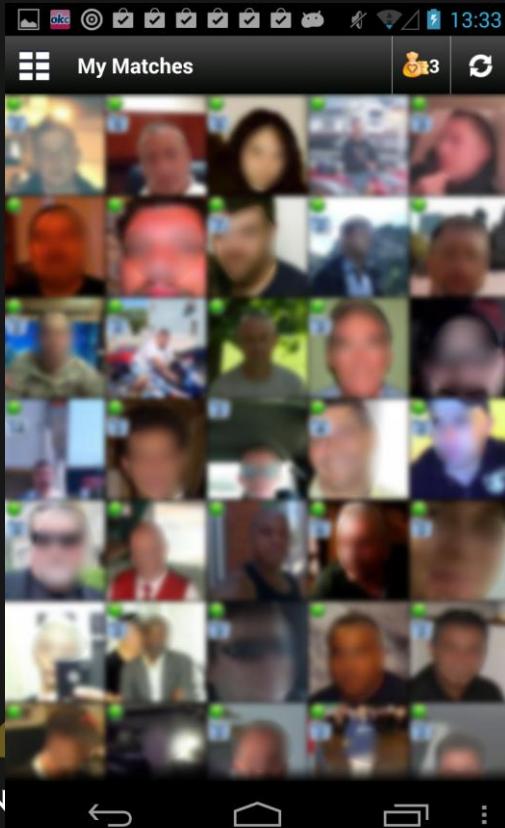
## APPLE IOS



# MATCHES: SPEED DATE

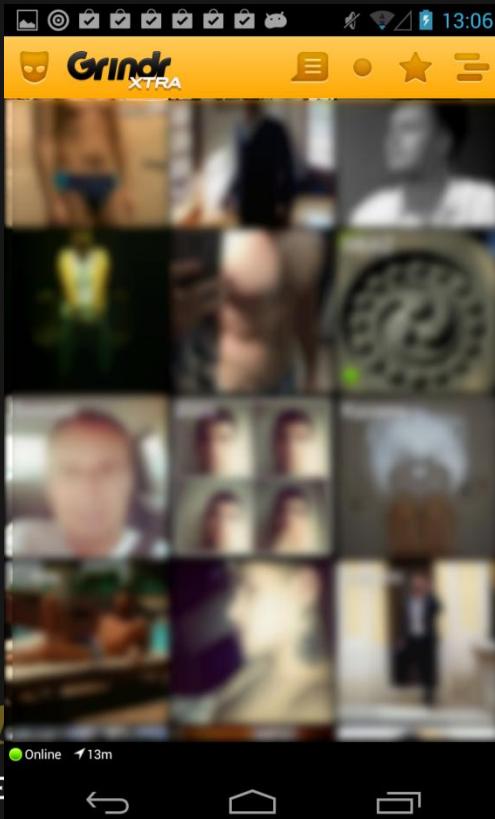
## DROID

## APPLE IOS

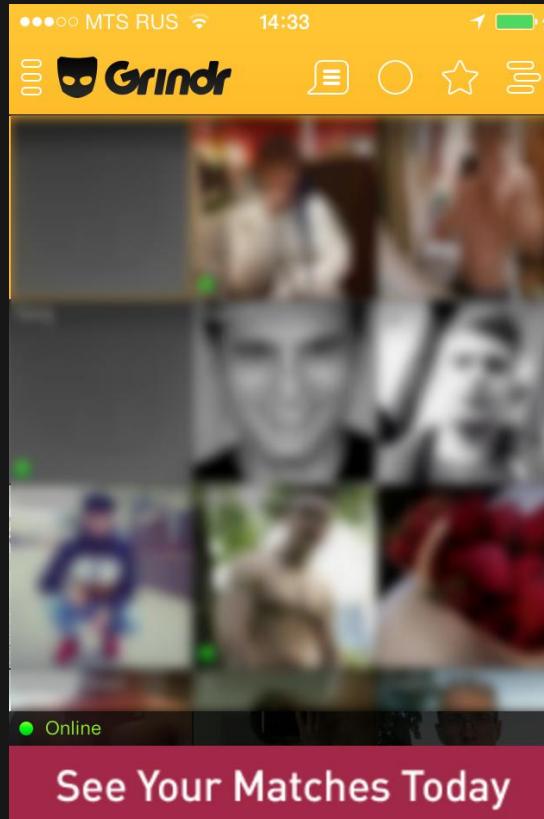


# MATCHES: GRINDR

## DROID



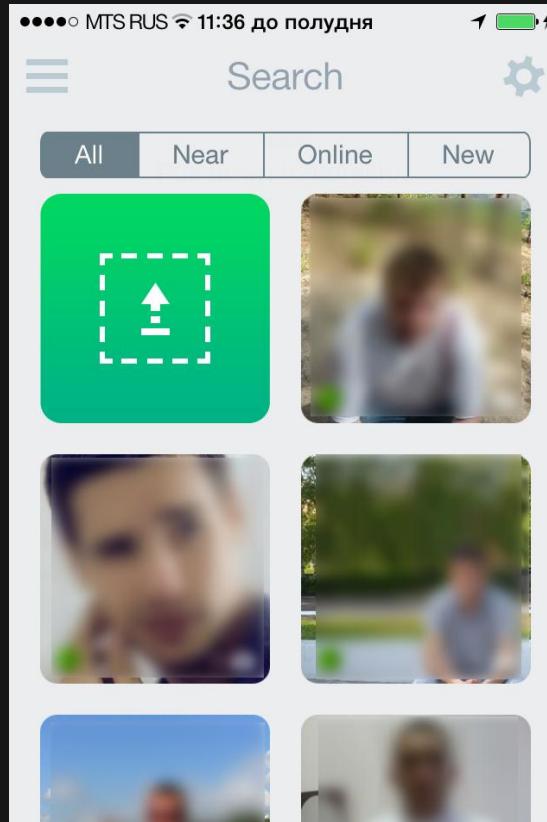
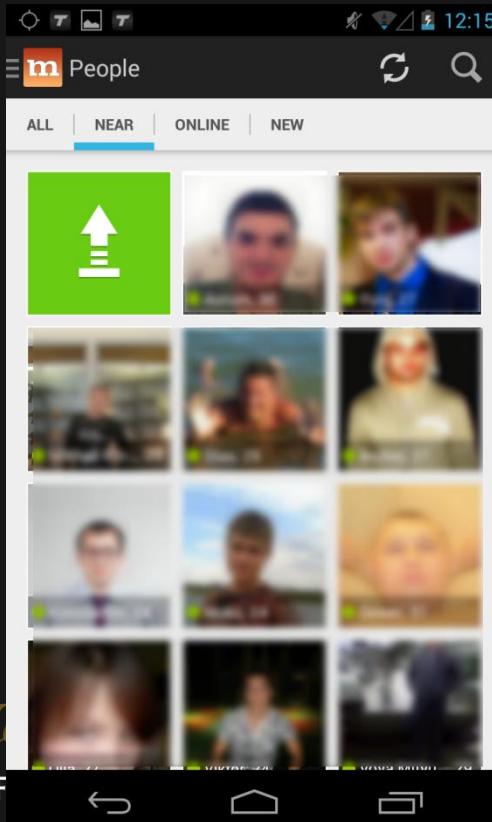
## APPLE IOS



# MATCHES: MAMBA

## DROID

## APPLE IOS



# MATCHES: MIU MEET

## DROID

## APPLE IOS



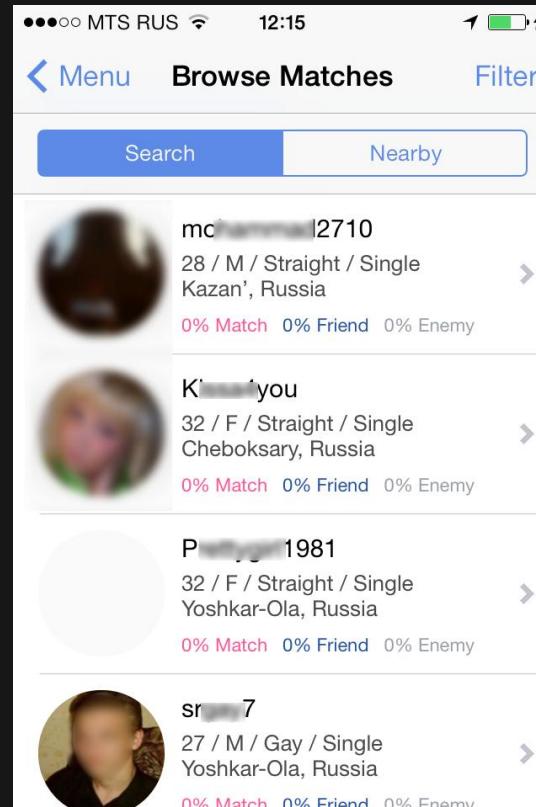
# CRASH

# MATCHES: OK CUPID

## DROID



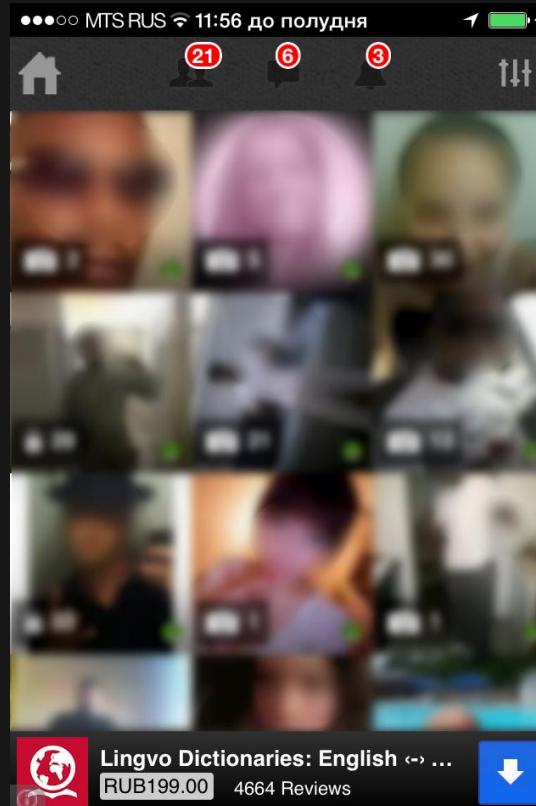
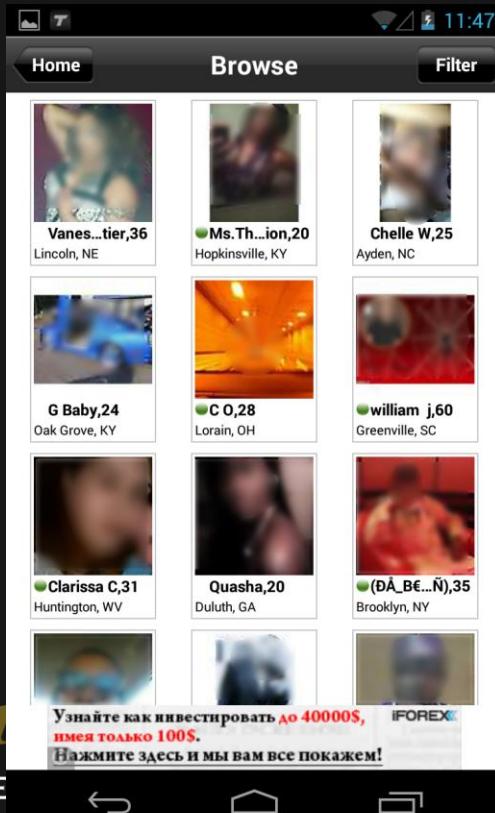
## APPLE IOS



# MATCHES: TAGGED

## DROID

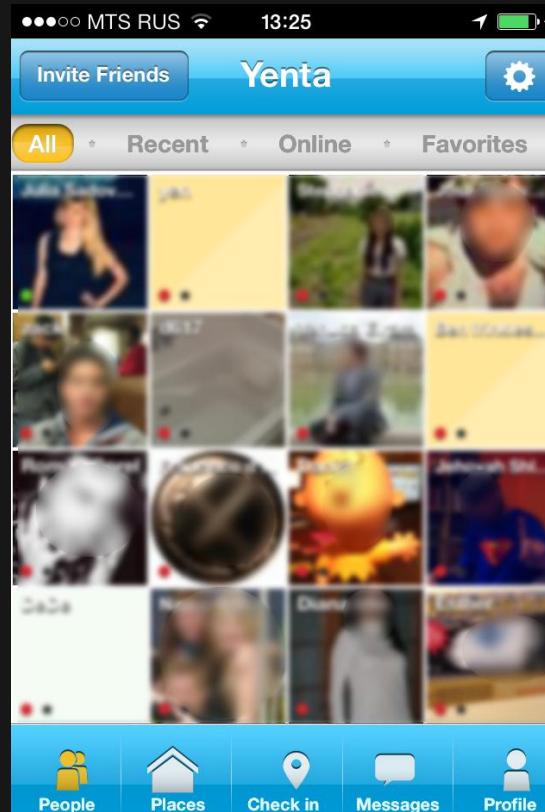
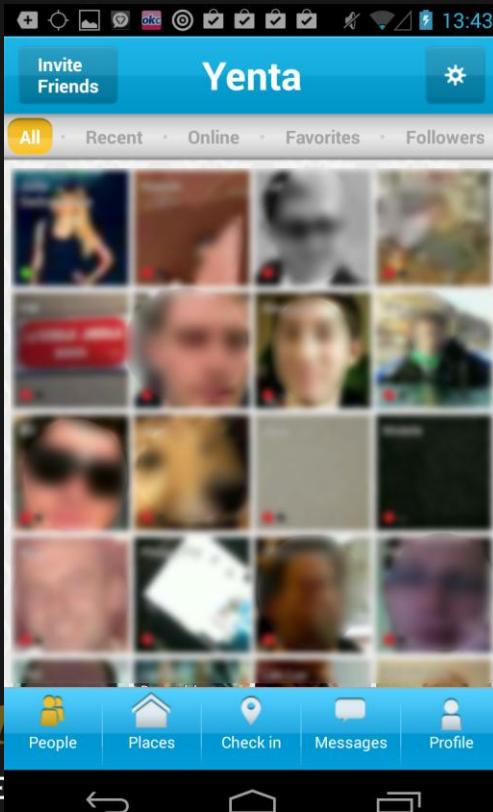
## APPLE IOS



# MATCHES: YENTA

## DROID

## APPLE IOS



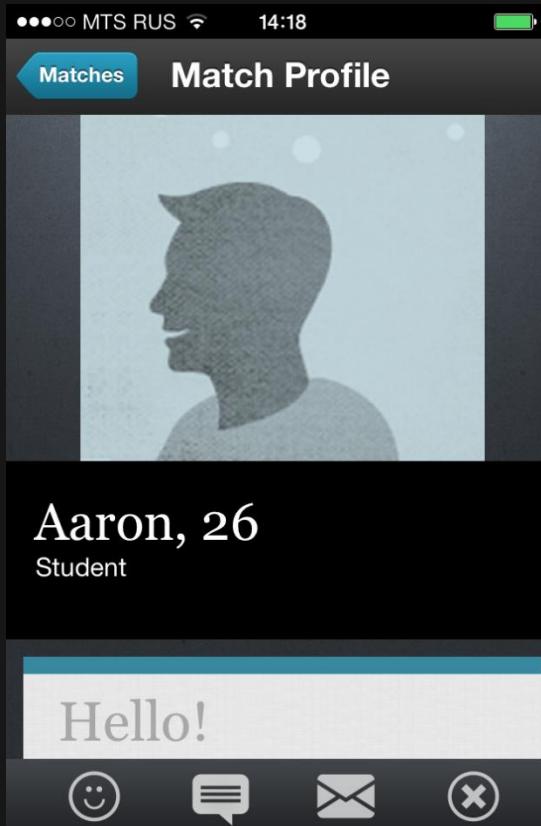
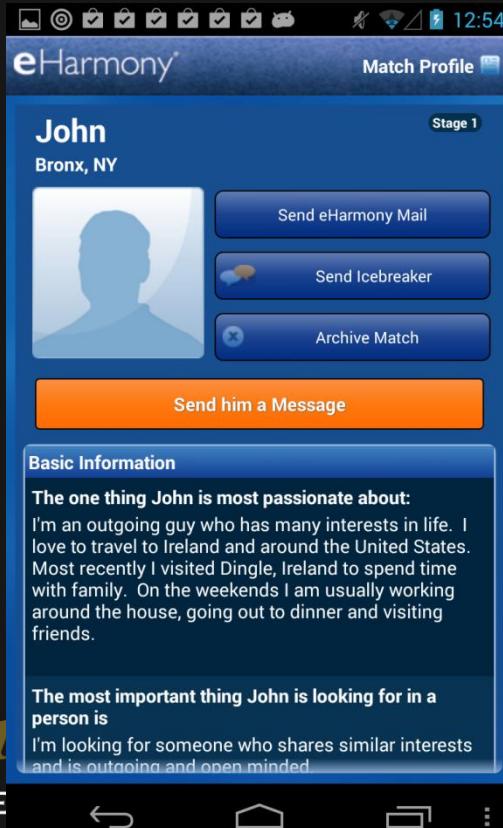
# MOBILE DATING FEATURES

## PARTNER PROFILES

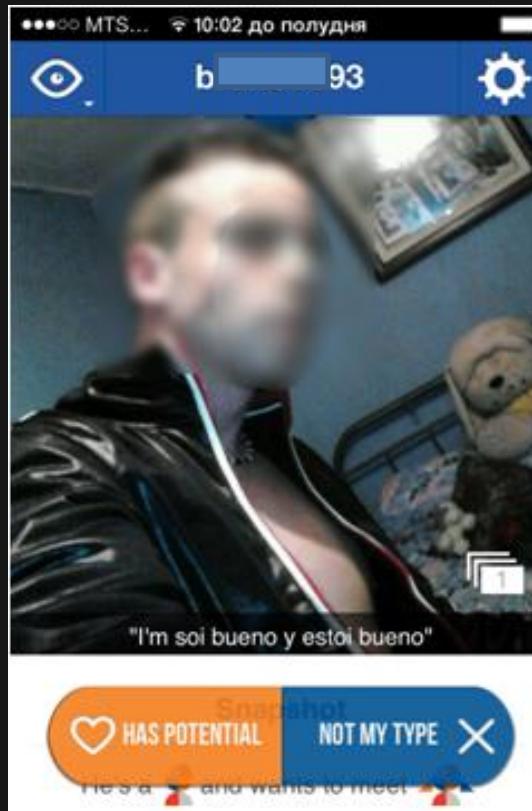
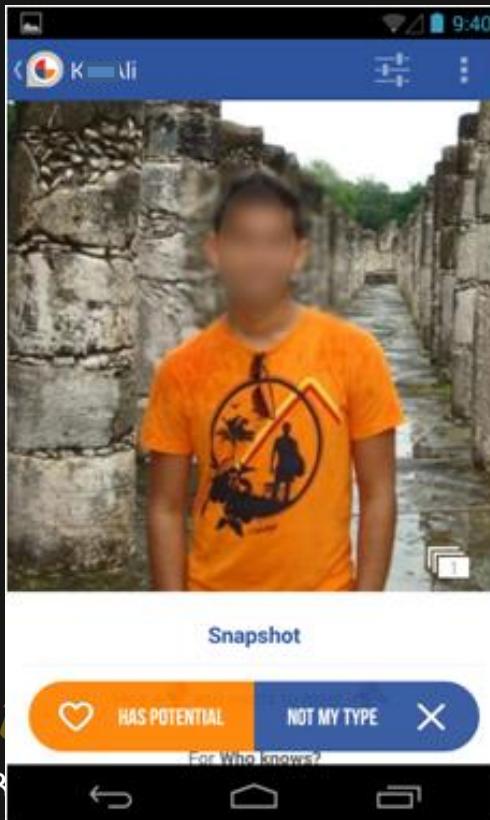
# PARTNER PROFILE: EHARMONY

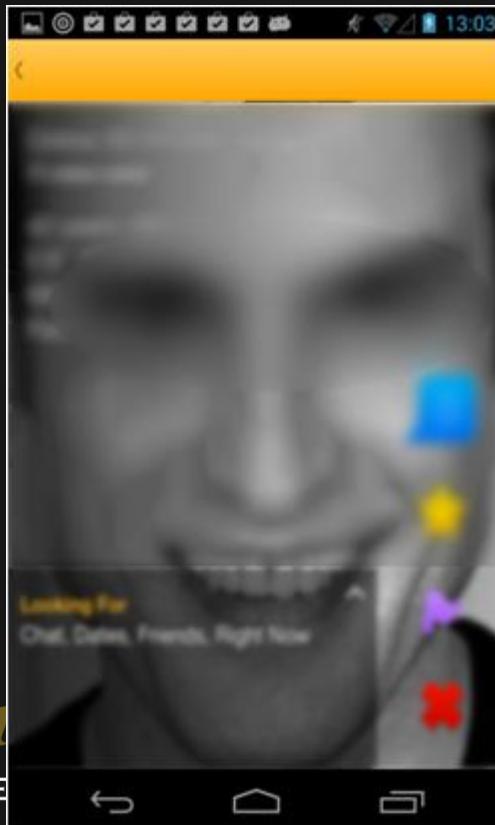
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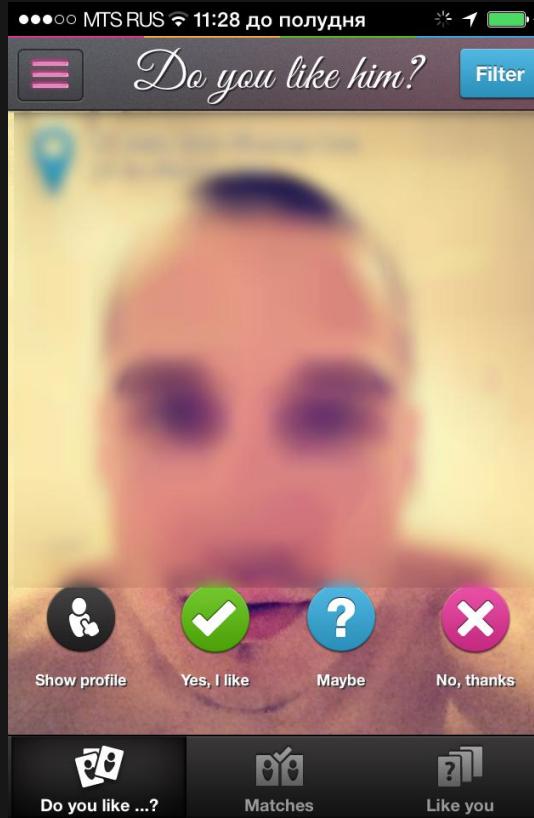
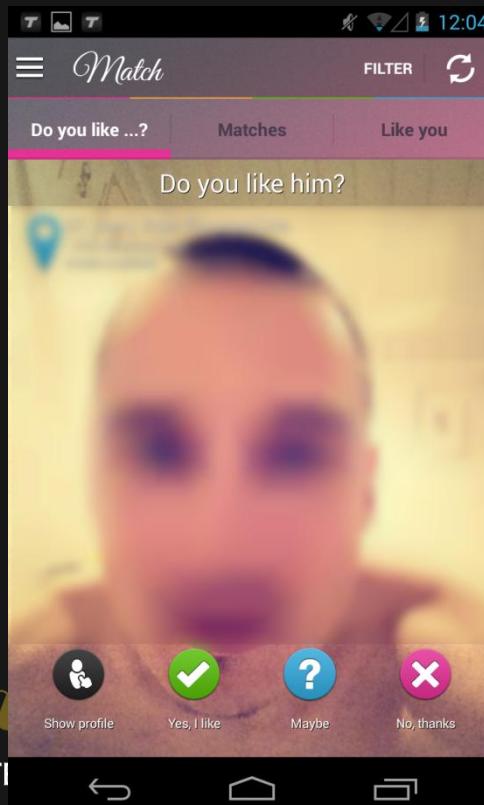
## APPLE IOS



# PARTNER PROFILE: MEETMOI



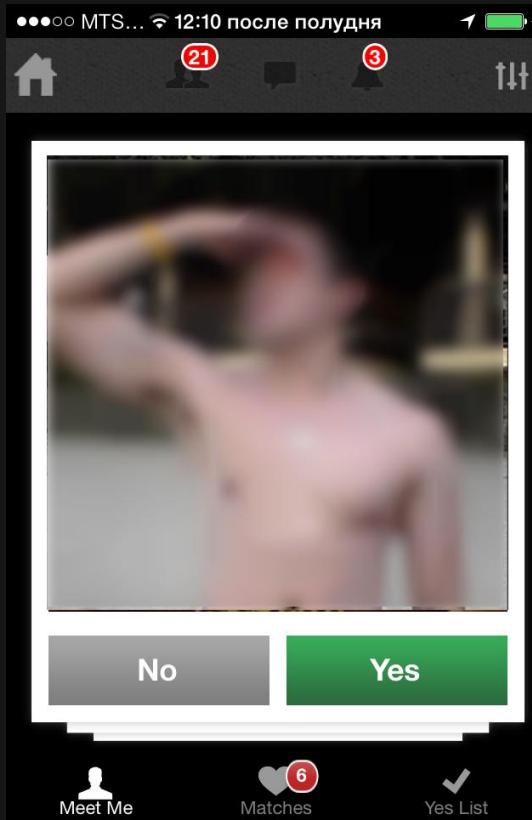
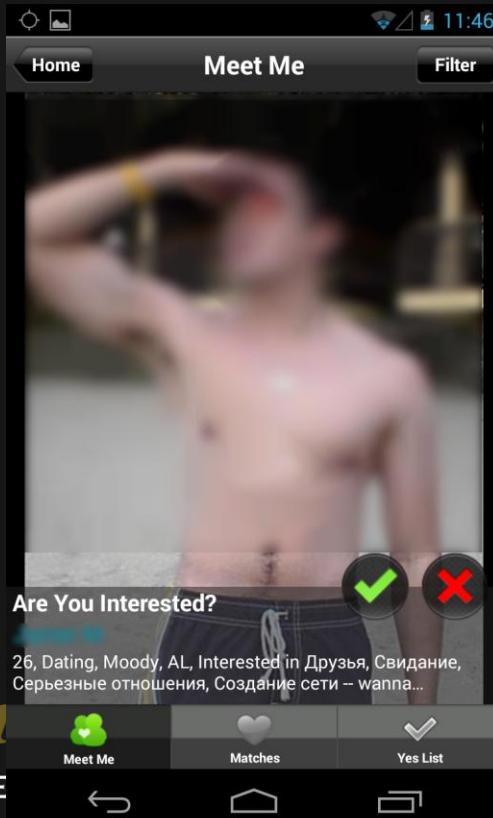




# PARTNER PROFILE: TAGGED

## DROID

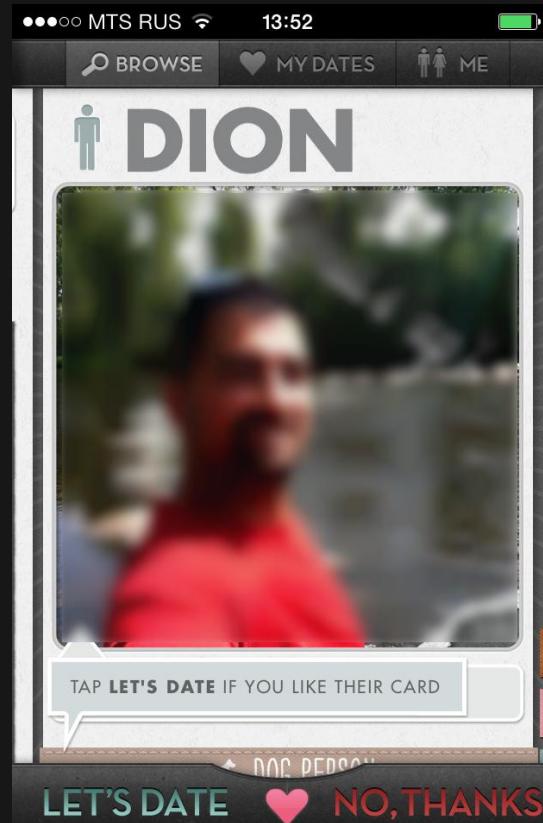
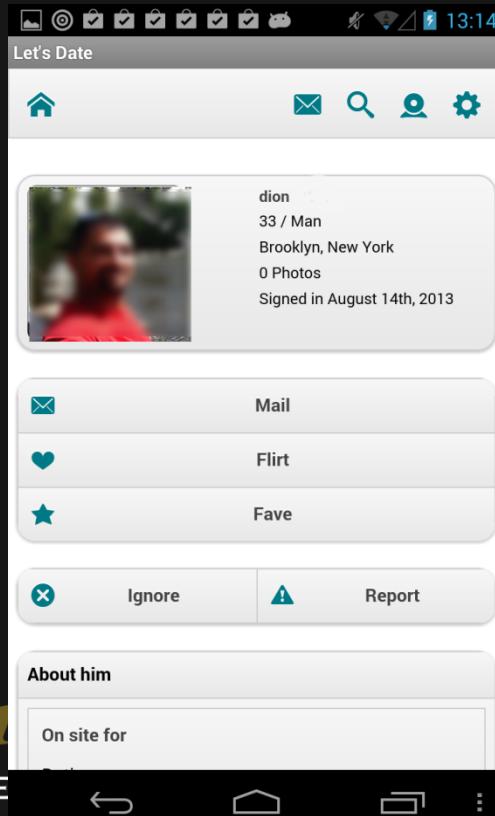
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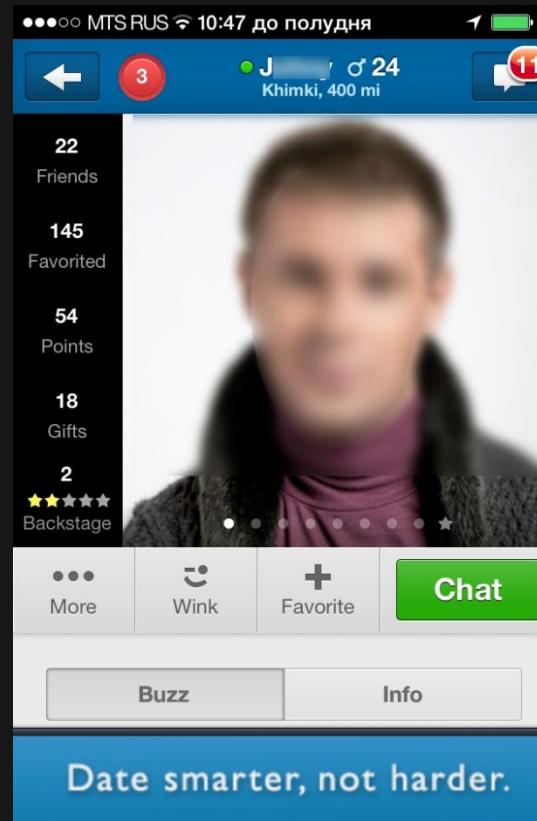
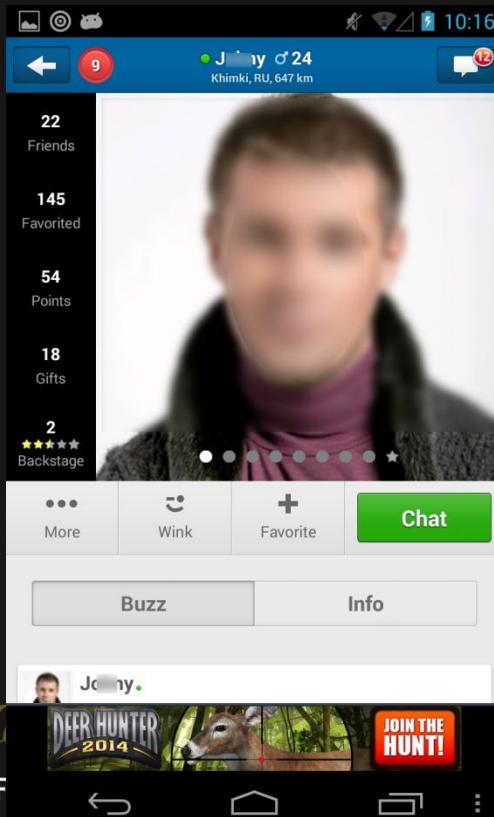


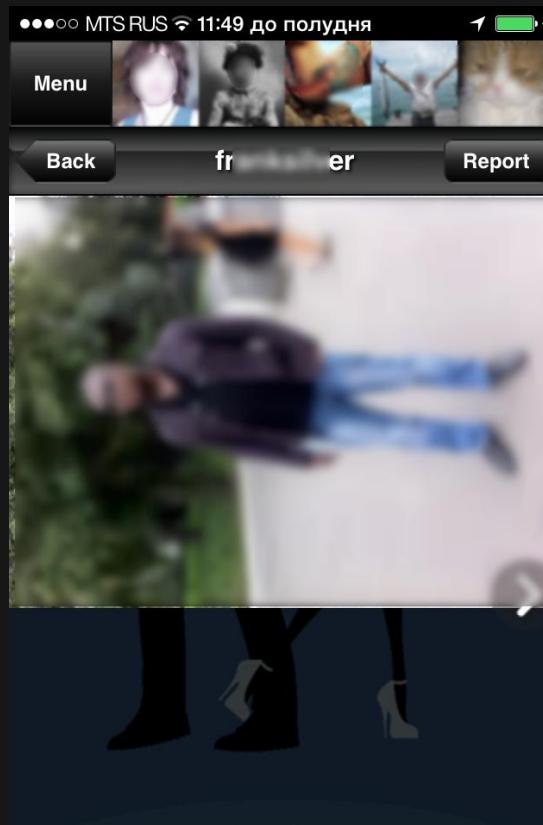
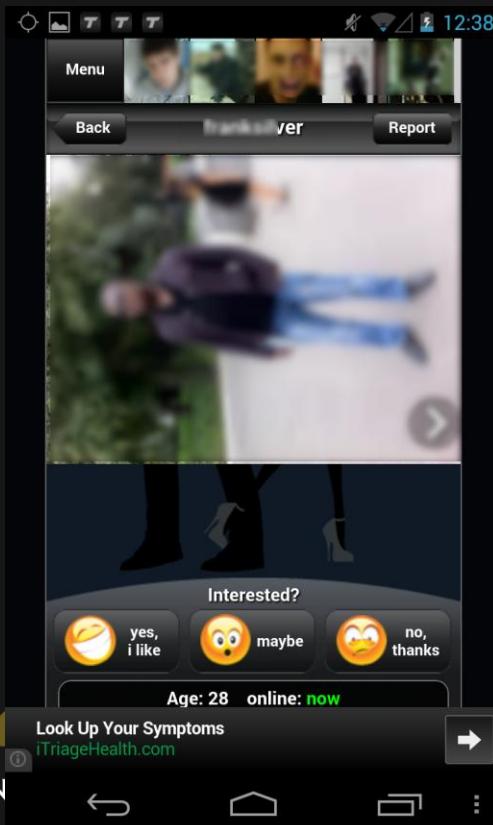
# PARTNER PROFILE: LETS DATE

## DROID

## APPLE IOS



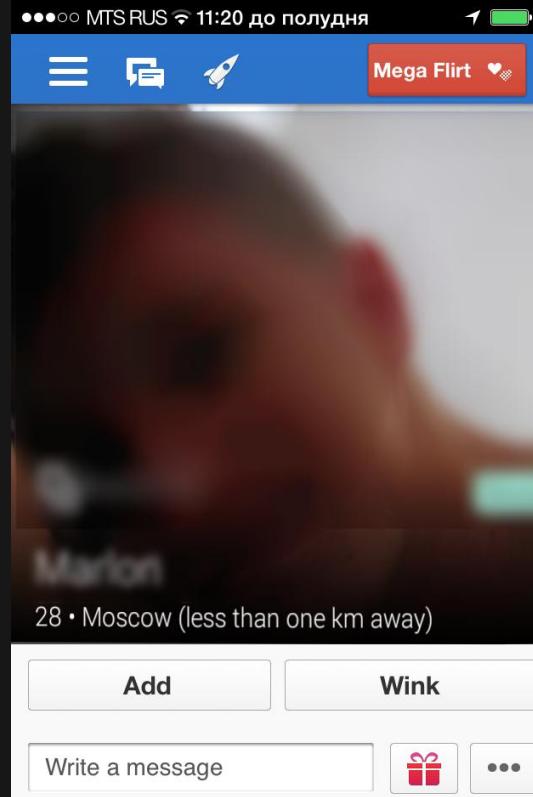
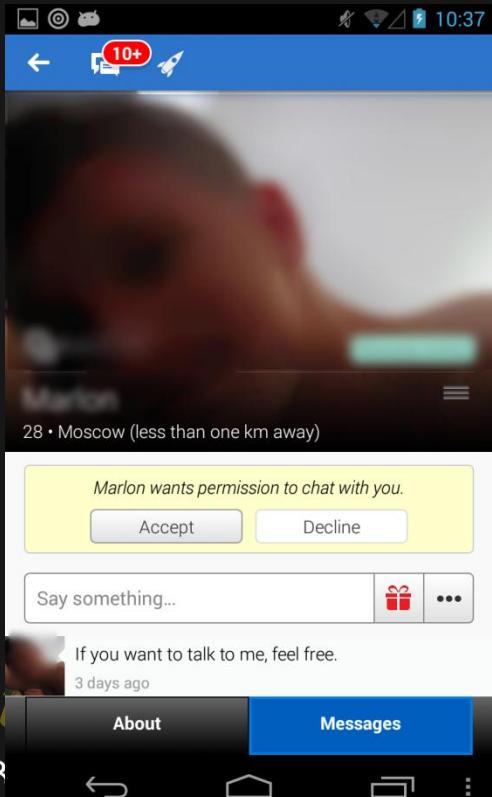




# PARTNER PROFILE: ZOOSK

## DROID

## APPLE IOS

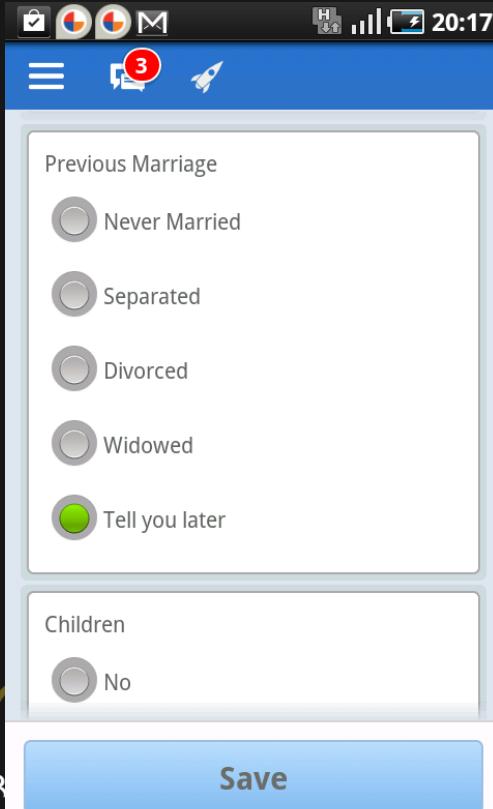


# MOBILE DATING FEATURES

## "MY PROFILE"

# "MY PROFILE": ZOOSK 1

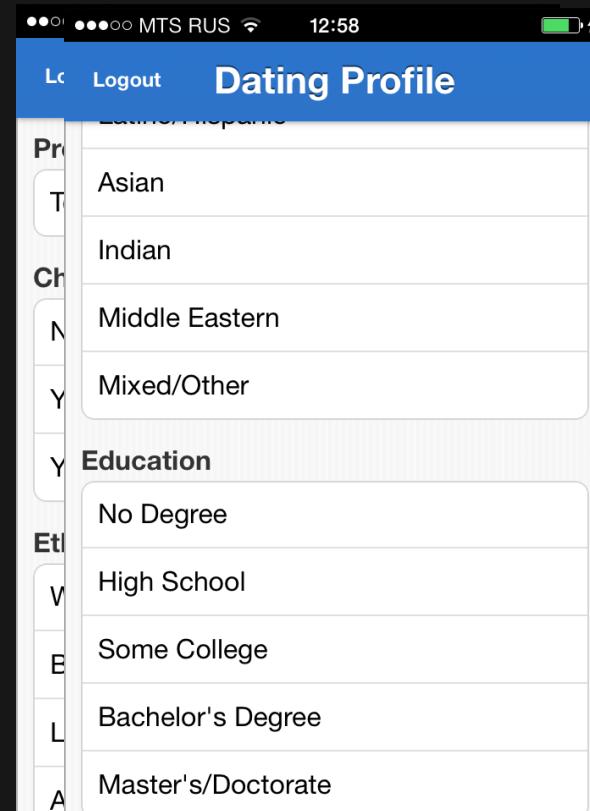
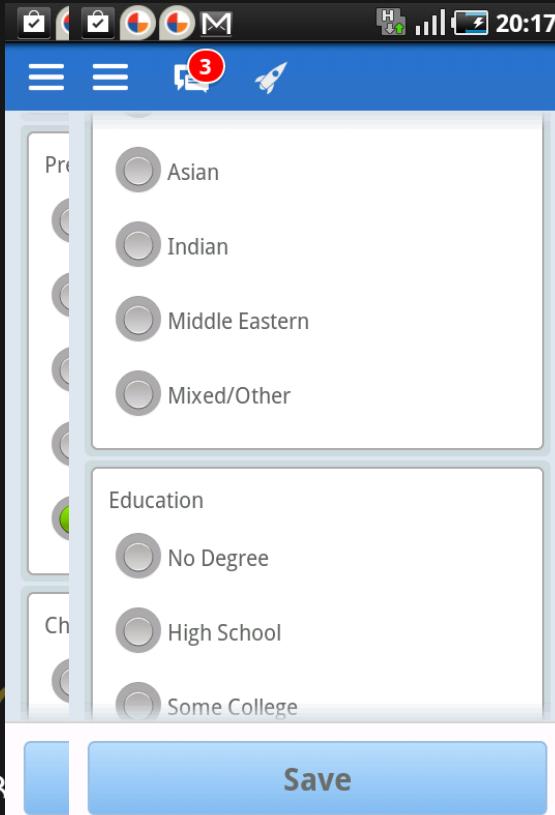
## DROID      APPLE IOS



# "MY PROFILE": ZOOSK 2

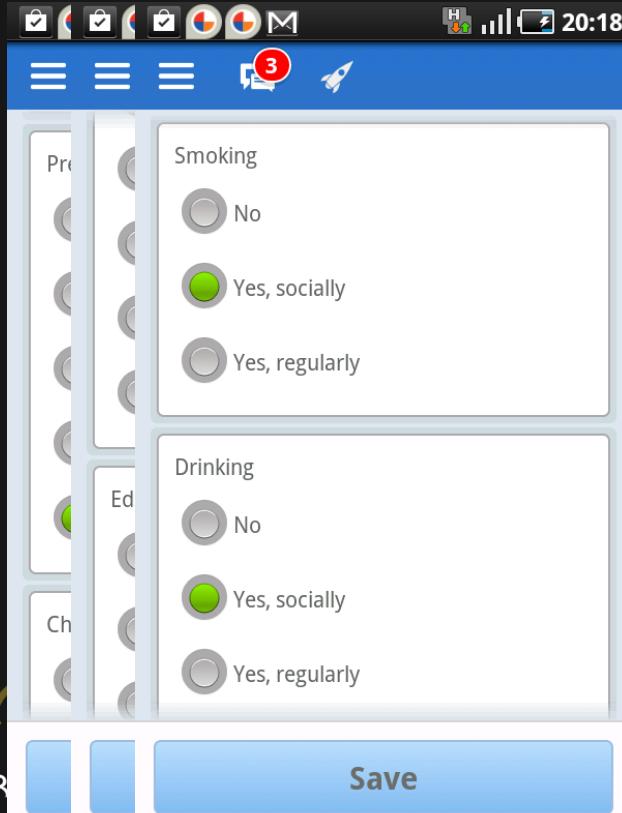
DROID

APPLE IOS

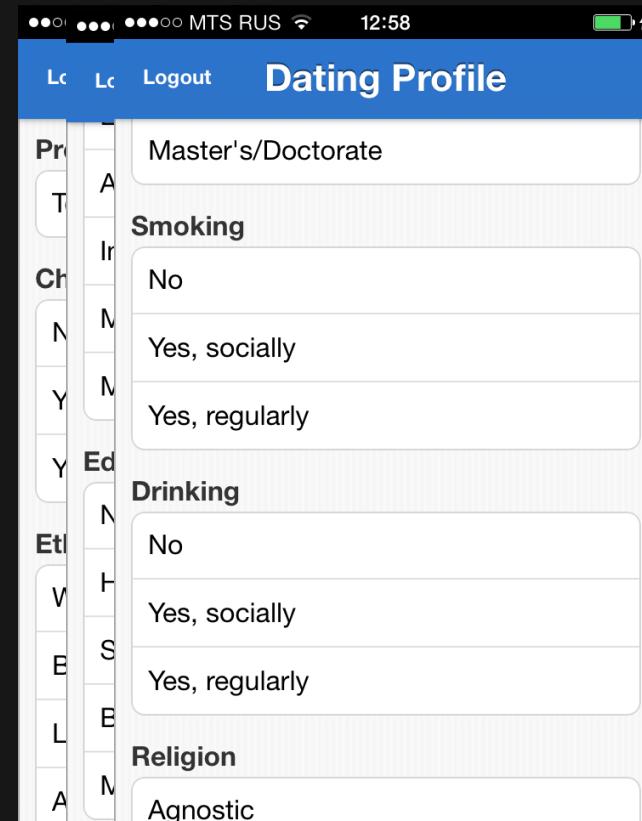


# "MY PROFILE": ZOOSK 3

## DROID



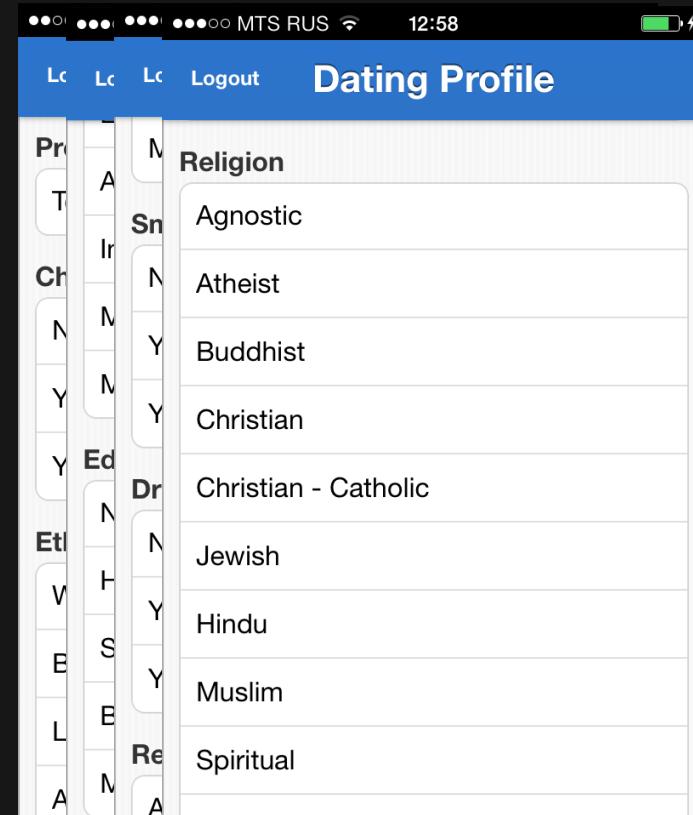
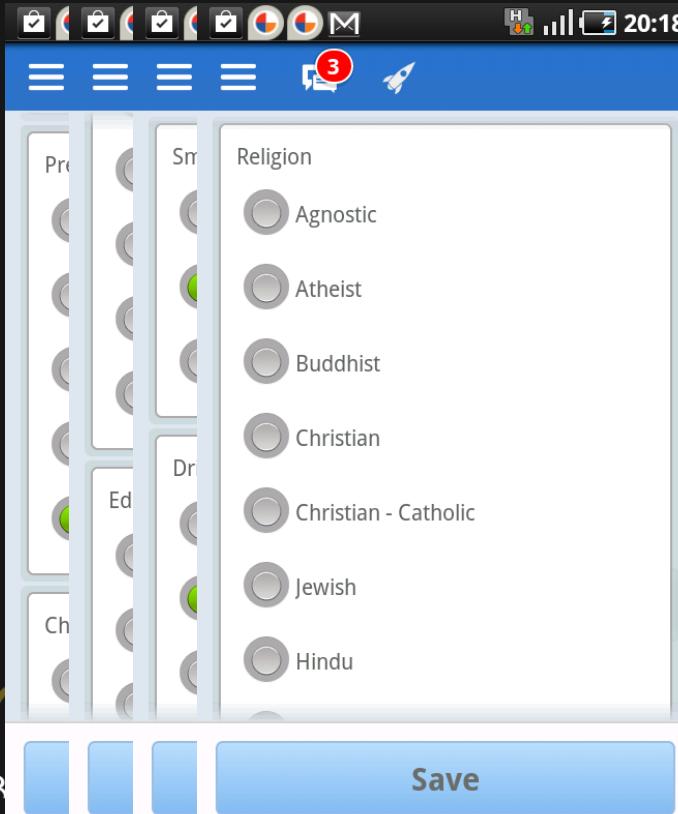
## APPLE IOS



# "MY PROFILE": ZOOSK 4

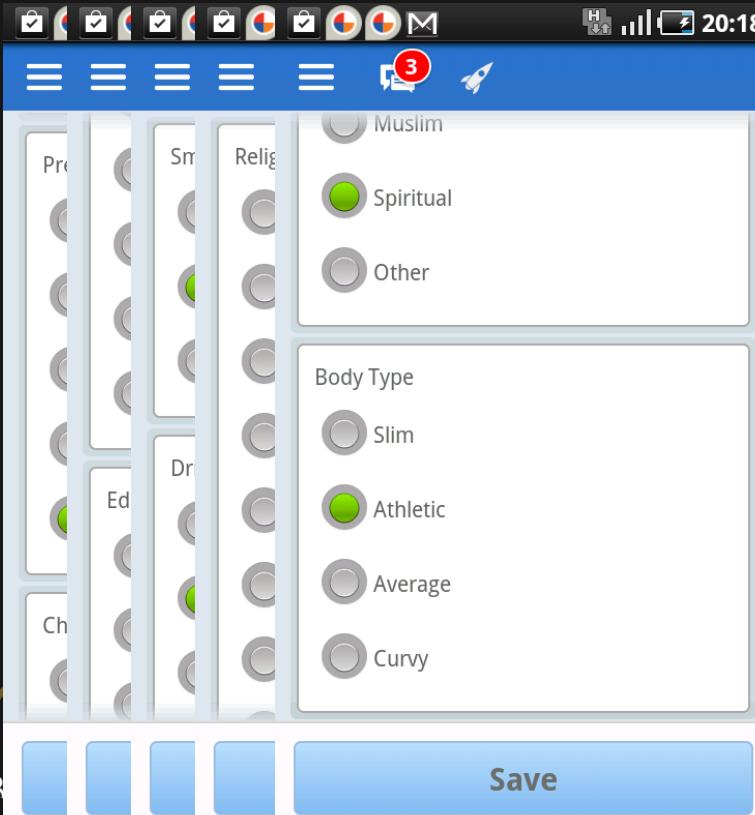
DROID

APPLE IOS

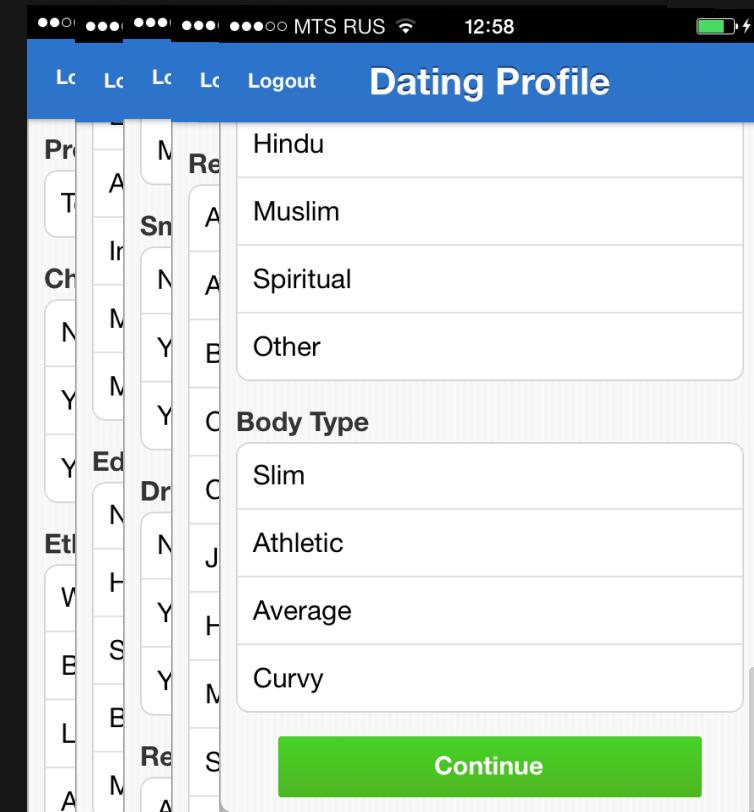


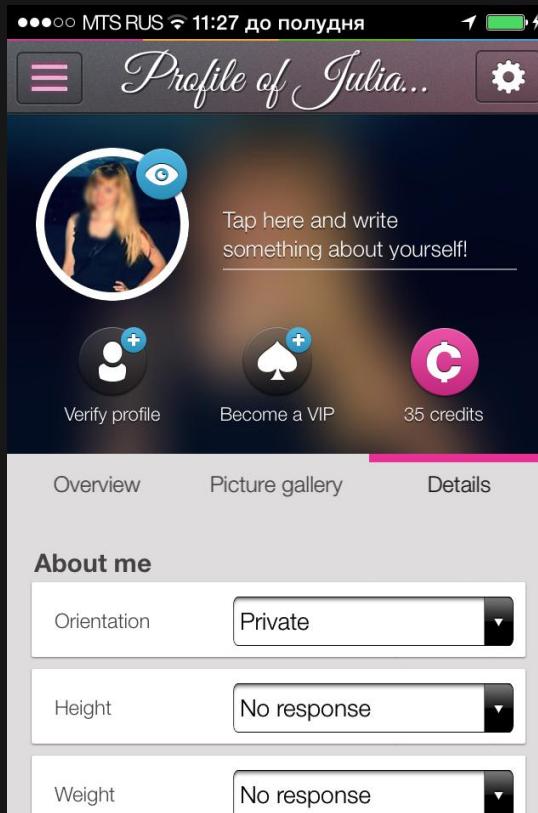
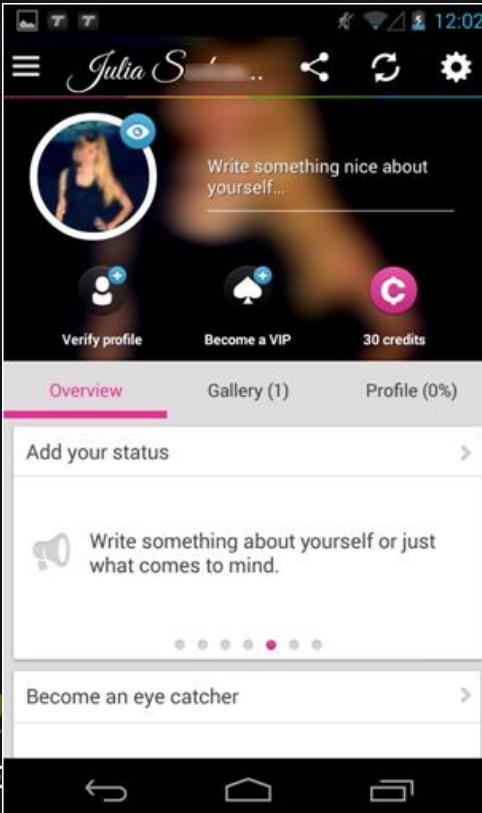
# "MY PROFILE": ZOOSK 5

DROID



APPLE IOS

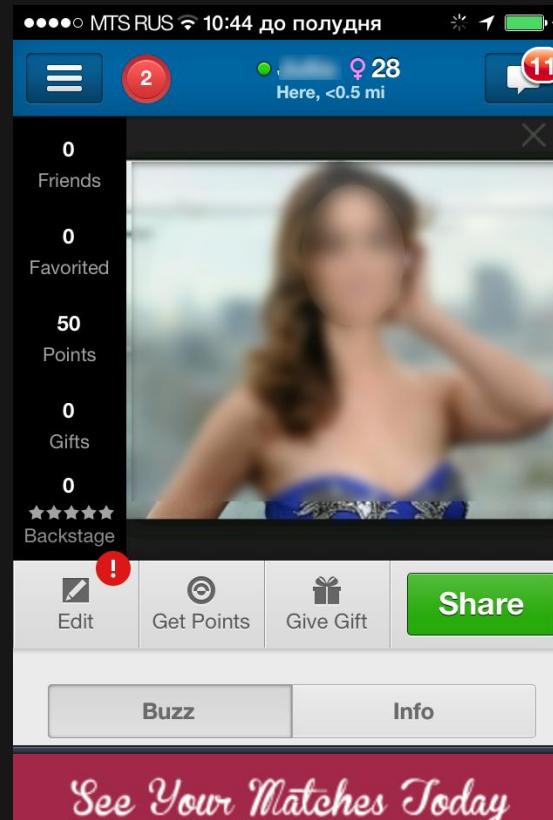
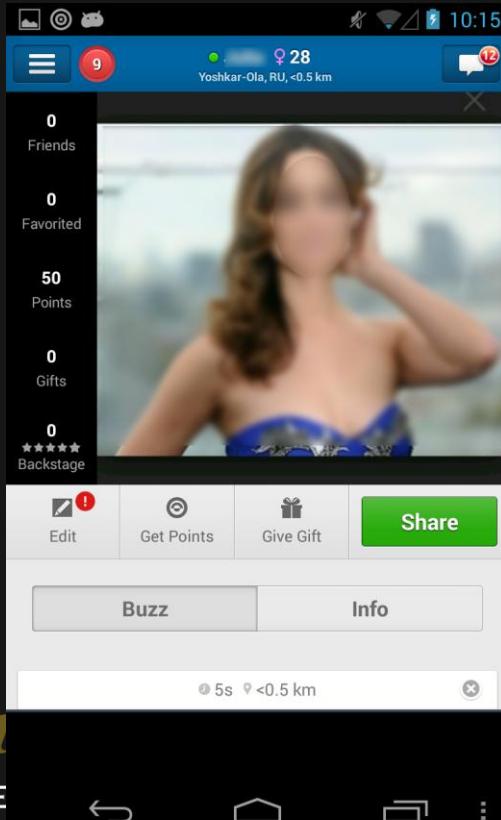


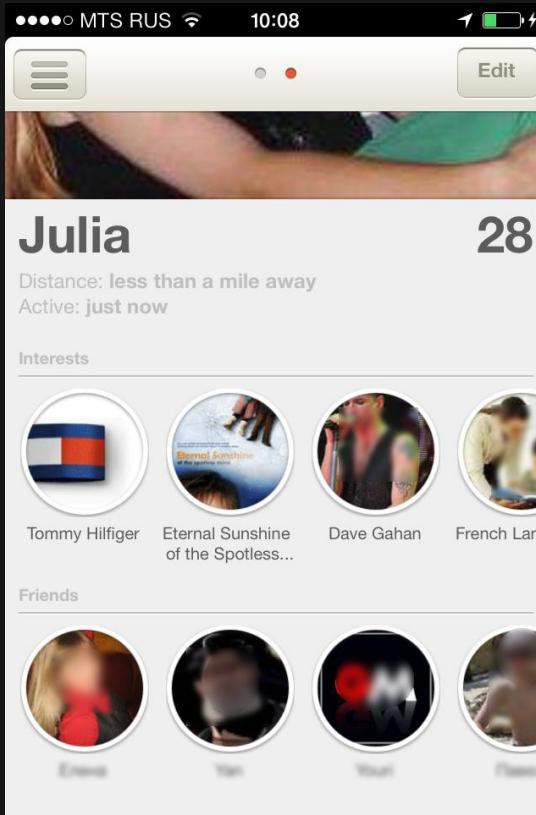
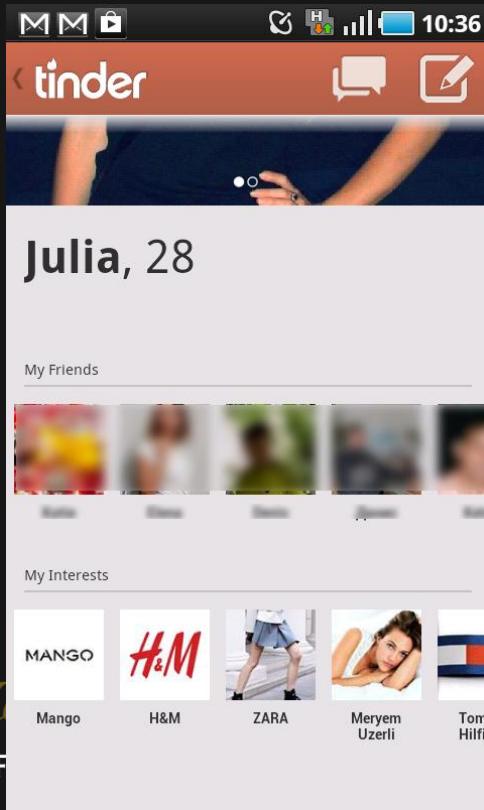


# "MY PROFILE": SKOUT

## DROID

## APPLE IOS

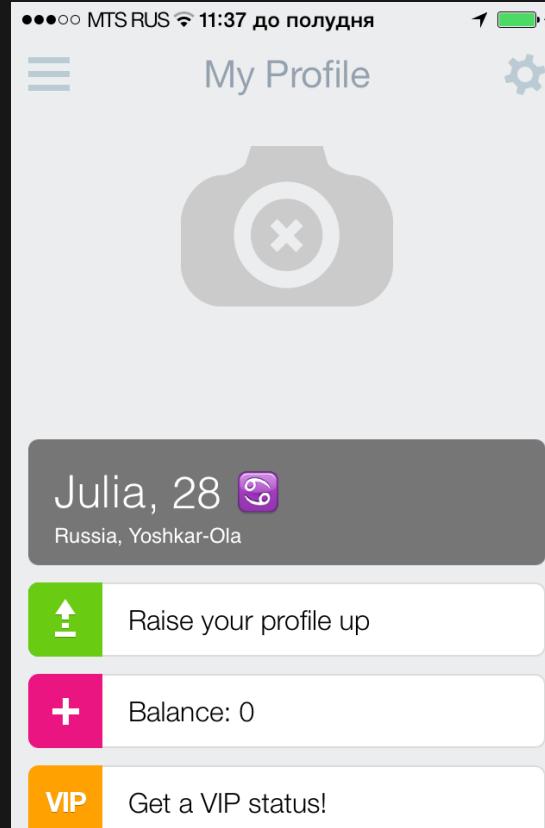
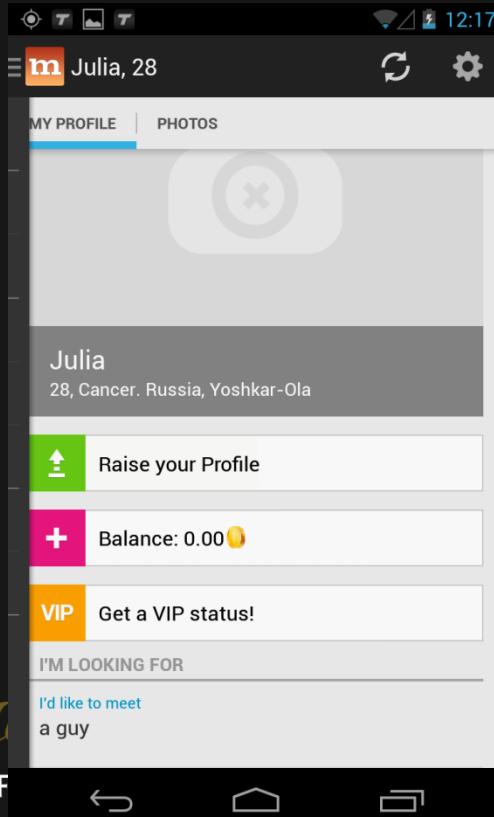




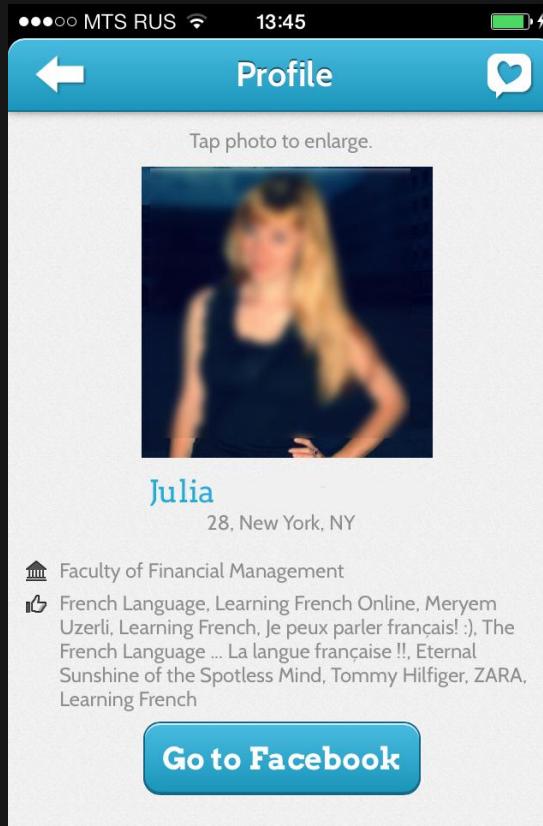
# "MY PROFILE": MAMBA

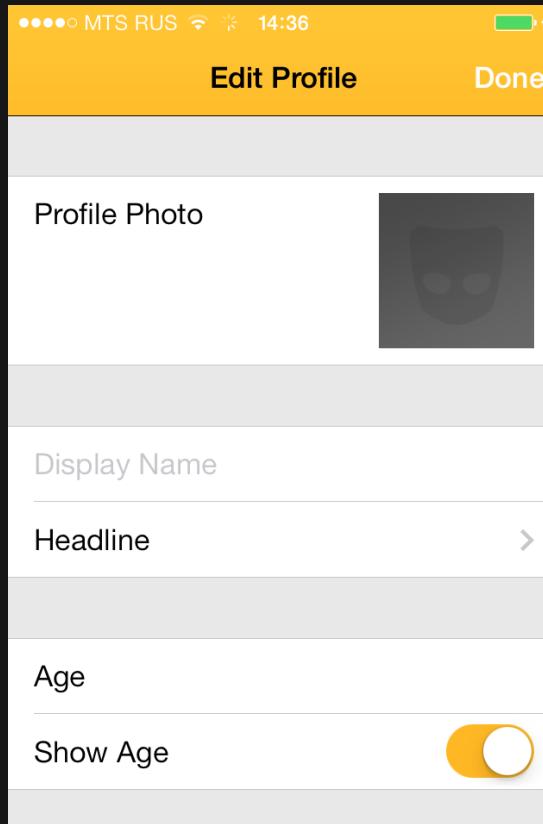
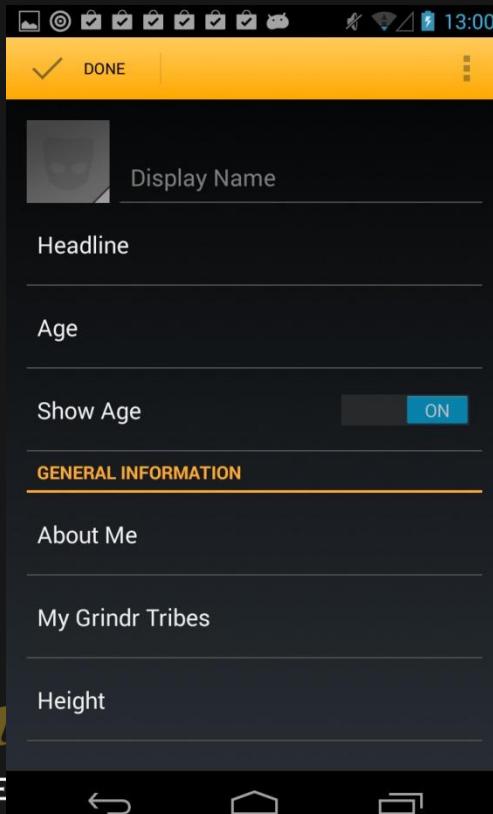
## DROID

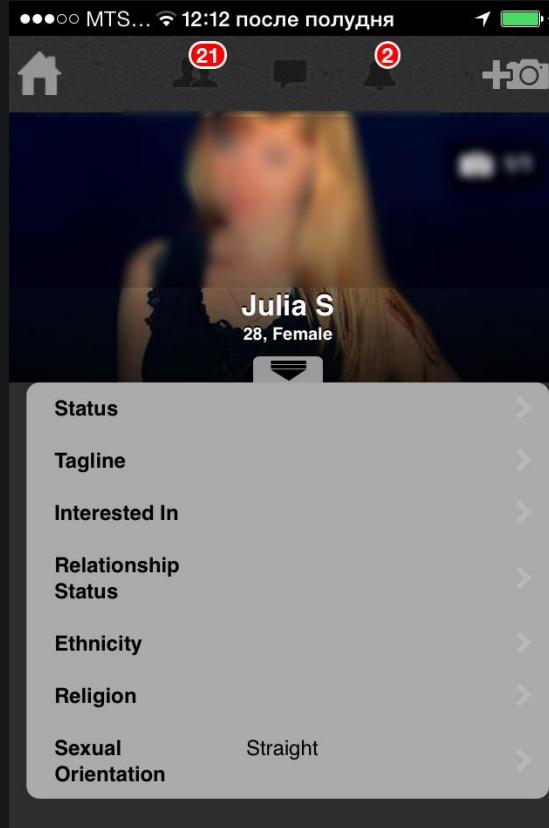
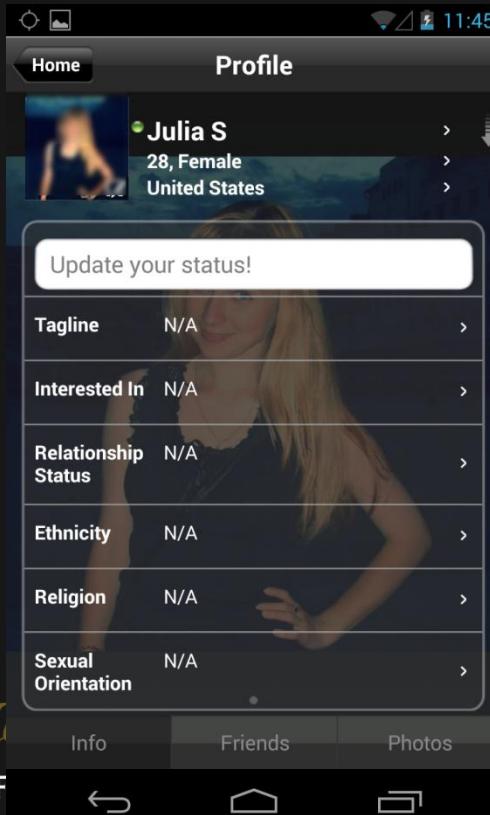
## APPLE IOS



# NO DROID VERSION







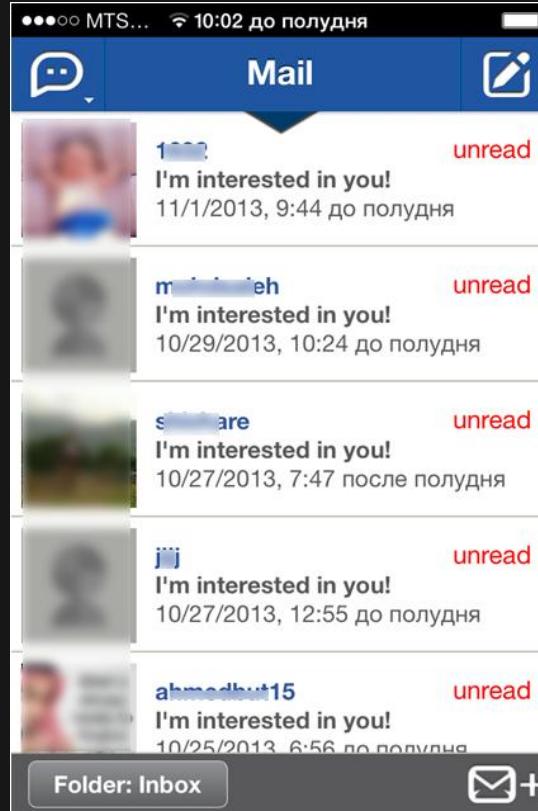
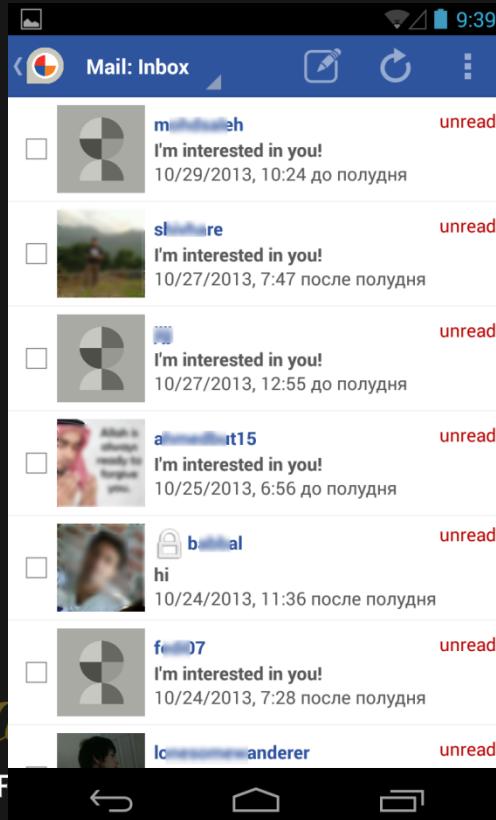
# MOBILE DATING FEATURES

## MAILBOX, MESSAGES & CHAT

# MAILBOX: MEETMOI

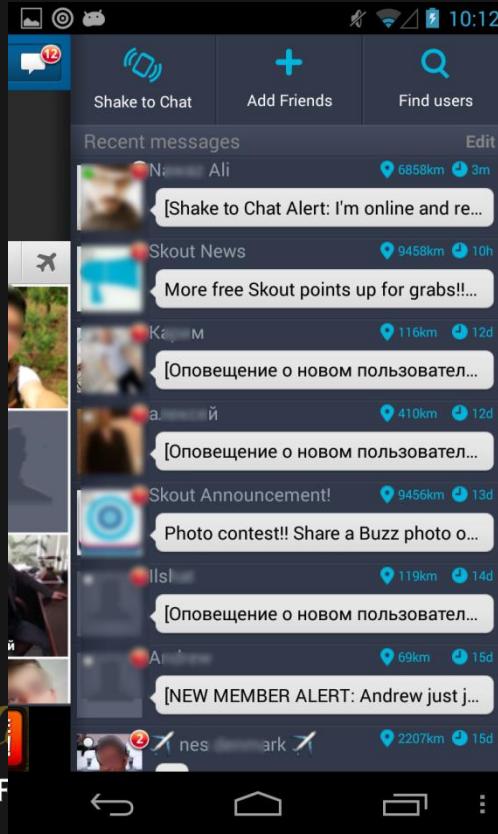
DROID

APPLE IOS

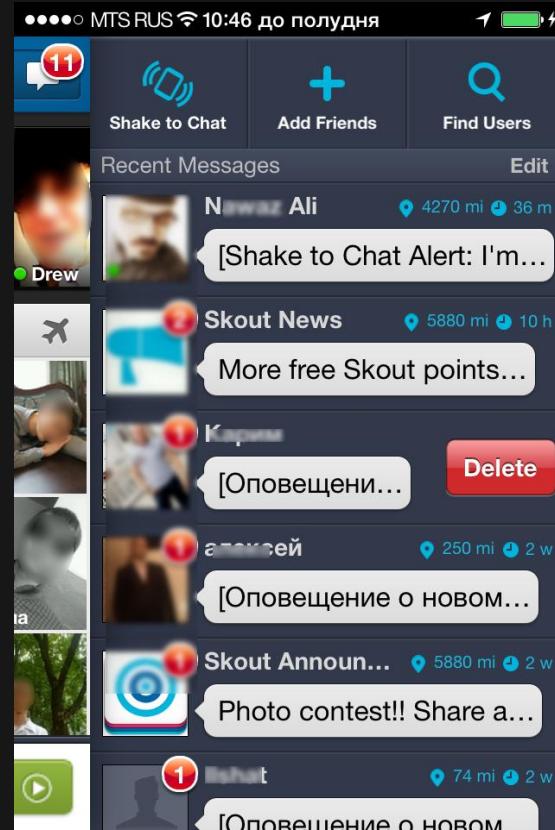


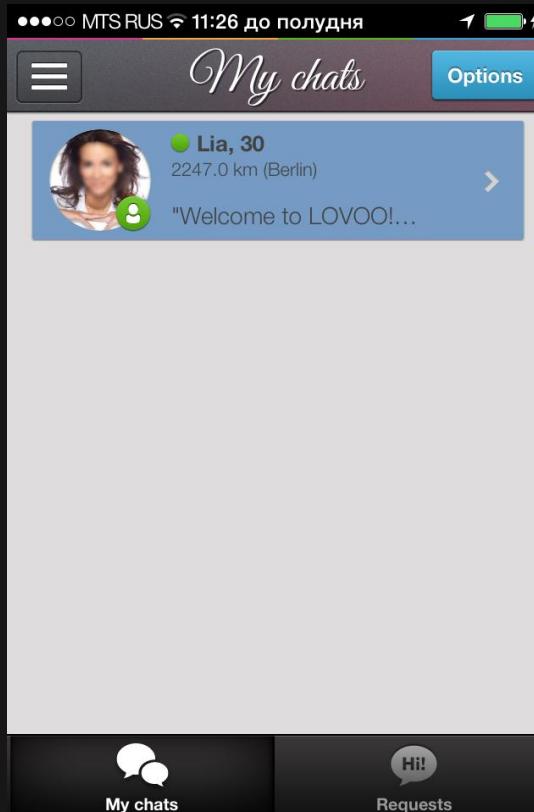
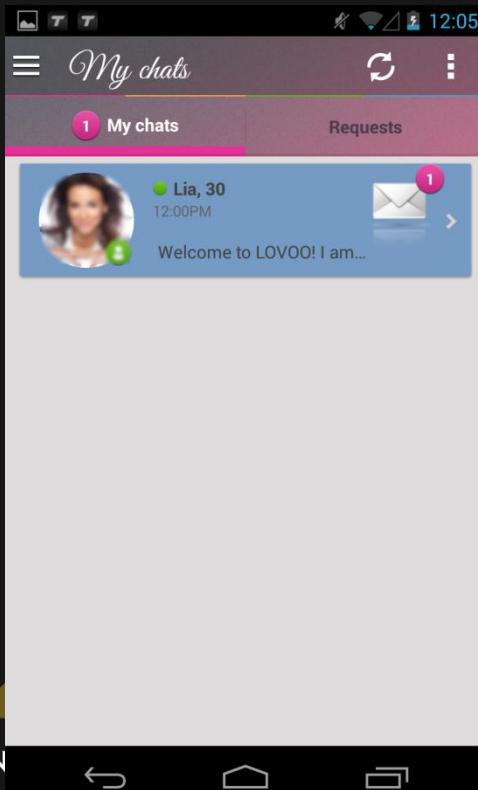
# MAILBOX: SKOUT

## DROID



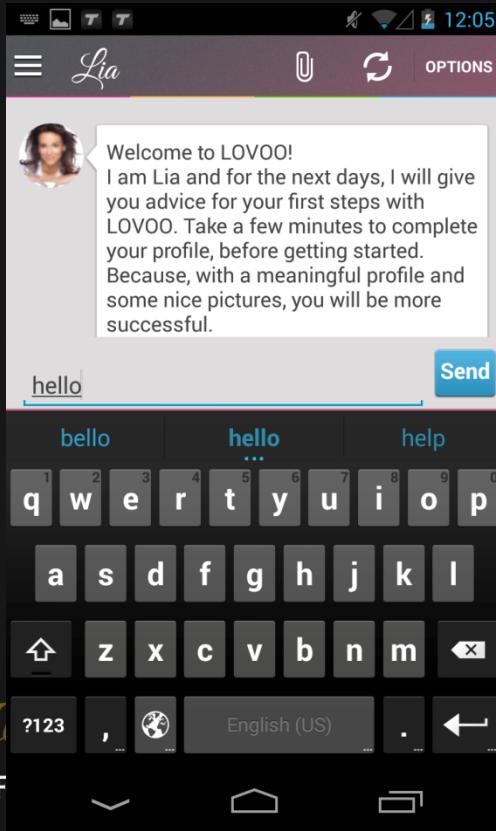
## APPLE IOS



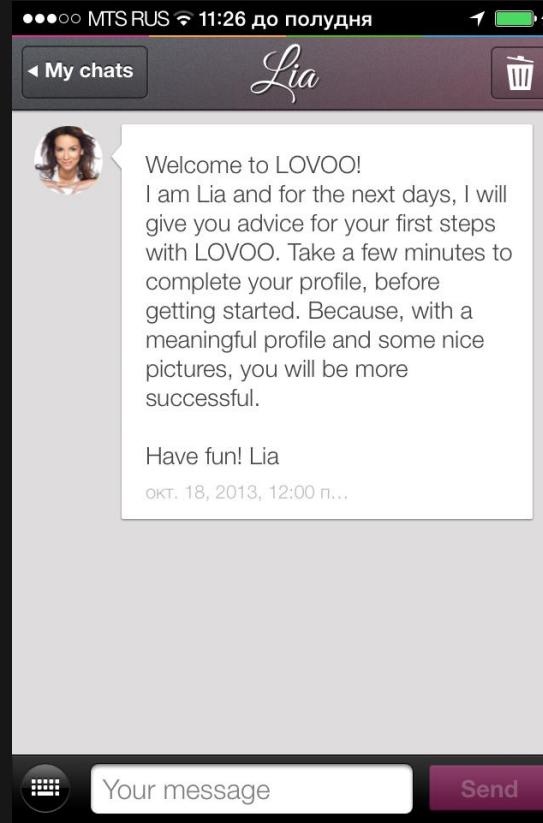


# MAILBOX: LOVOO

## DROID



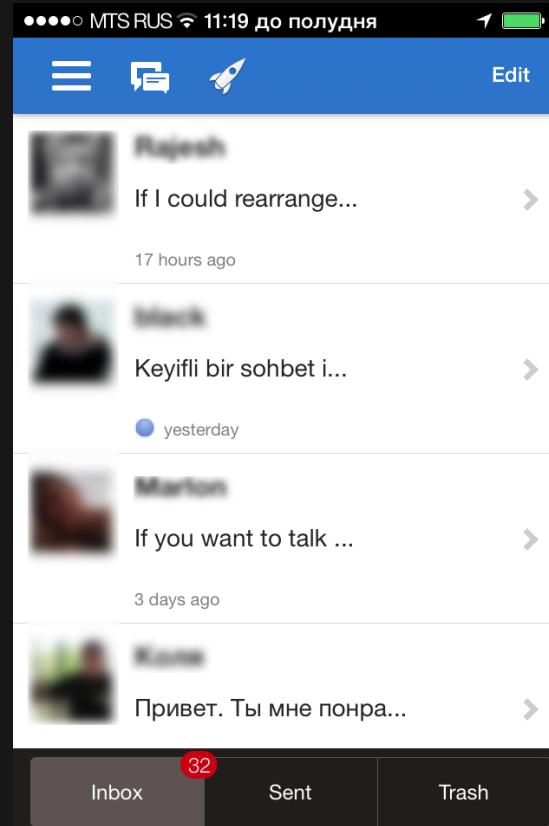
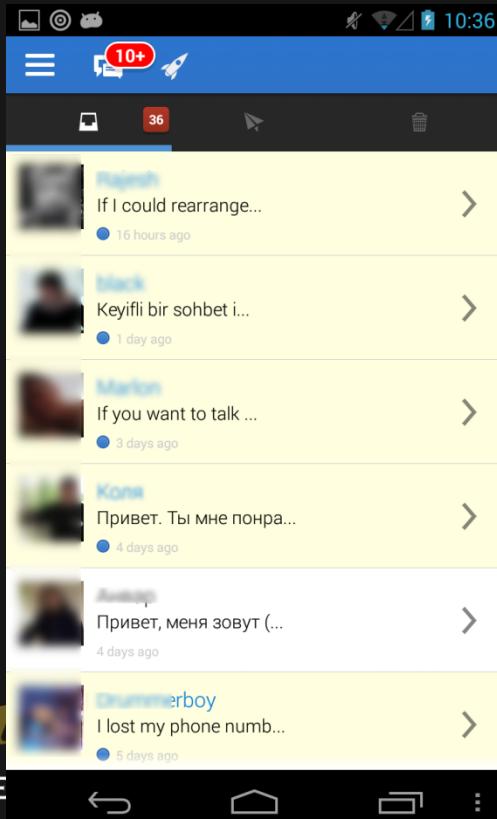
## APPLE IOS



# MAILBOX: ZOOSK

## DROID

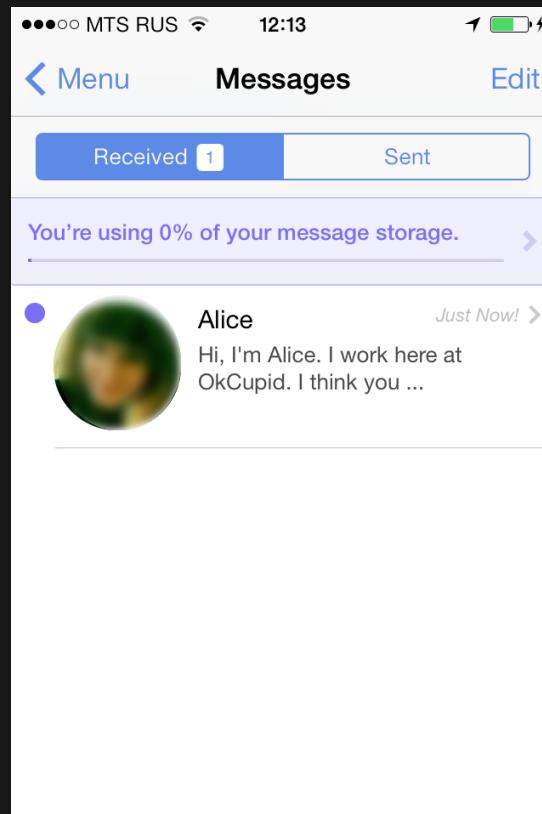
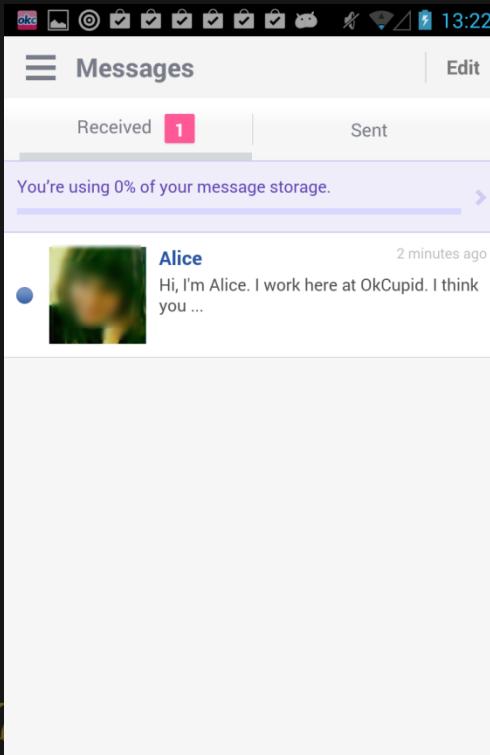
## APPLE IOS



# MAILBOX: OKCUPID

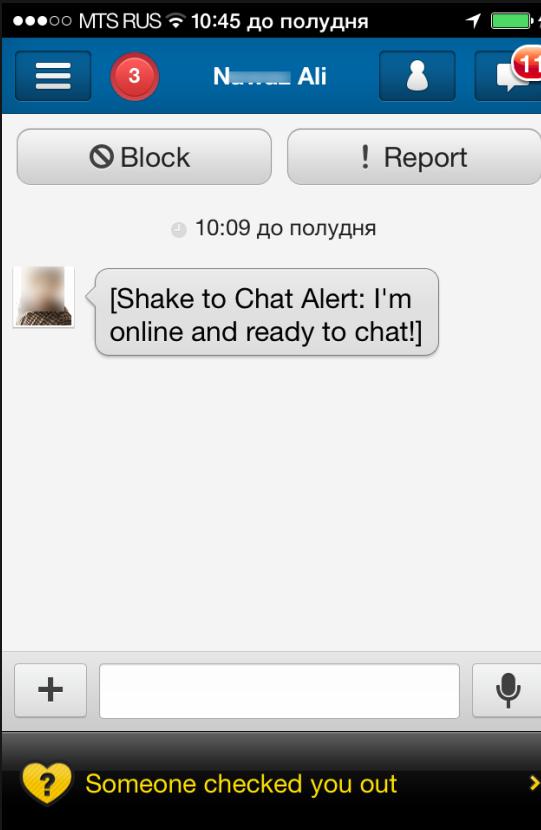
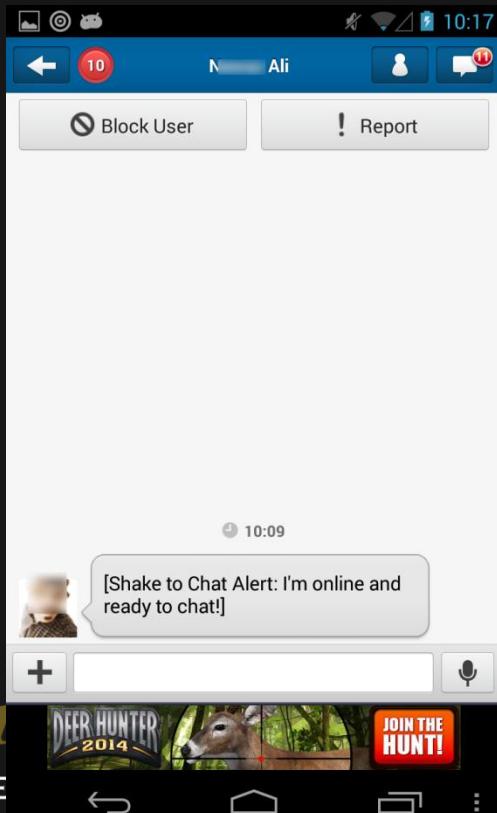
DROID

APPLE IOS



# CHAT: SKOUT

## DROID      APPLE IOS

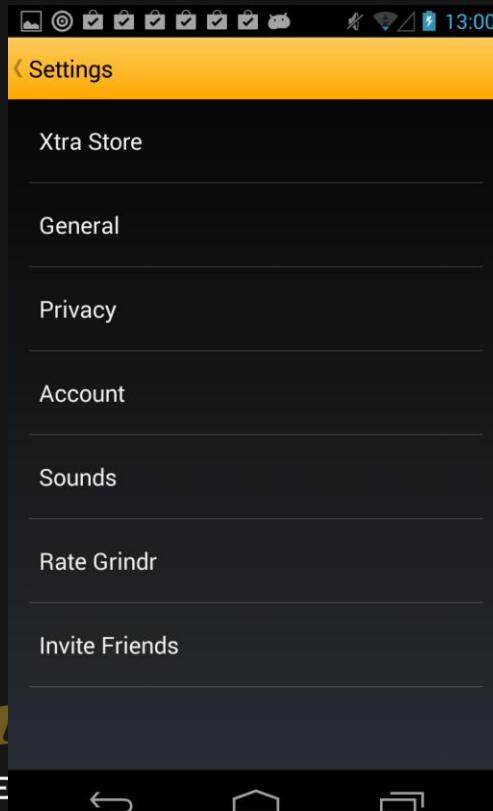


# MOBILE DATING FEATURES

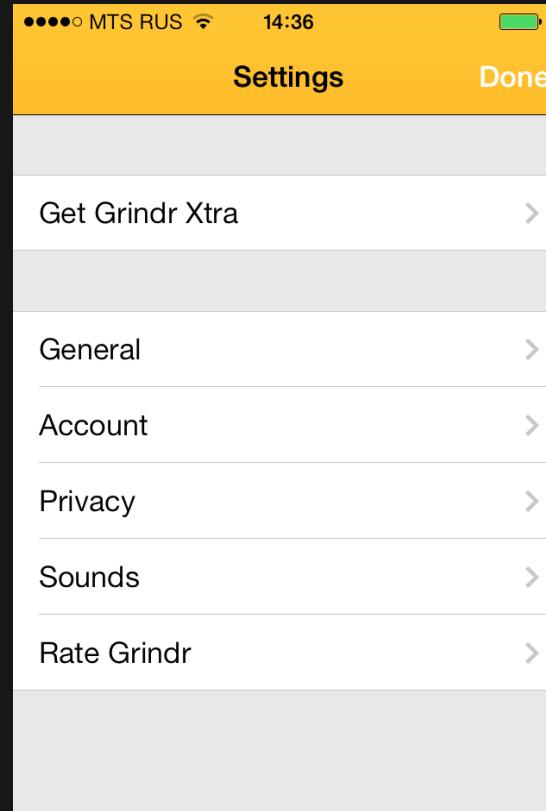
## SETTINGS & FILTERS & LOCATION SEARCH

# SETTINGS: GRINDR

## DROID

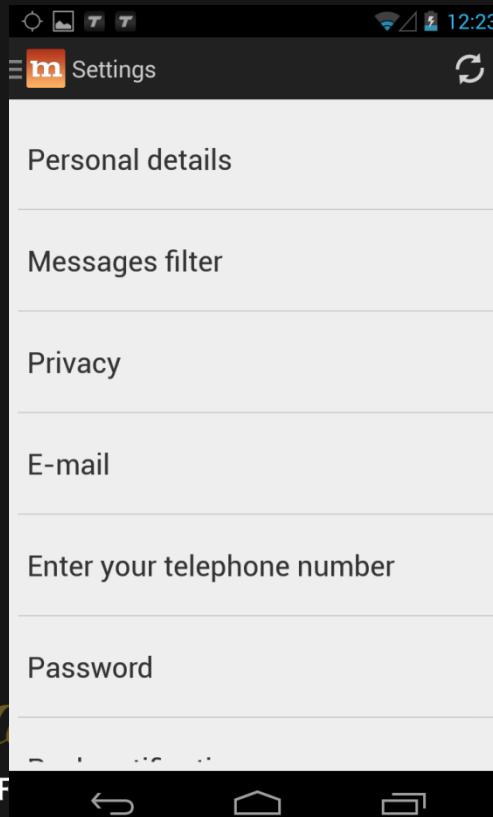


## APPLE IOS

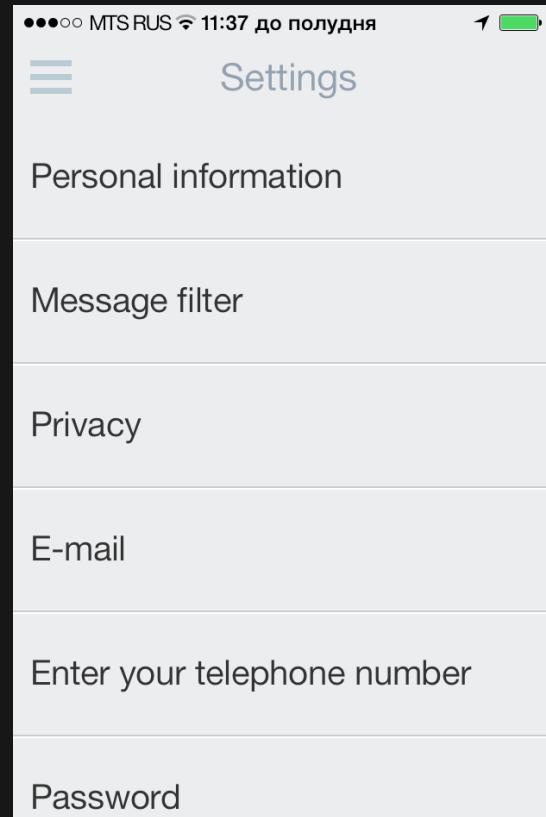


# SETTINGS: MAMBA

## DROID



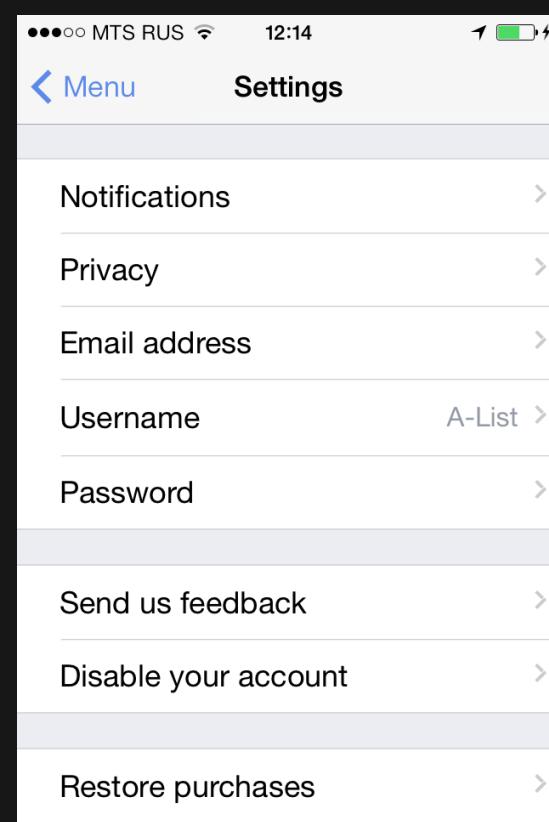
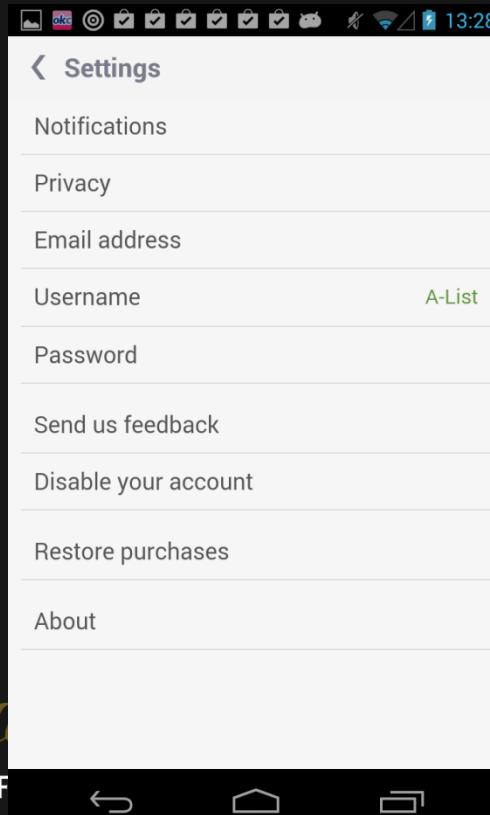
## APPLE IOS



# SETTINGS: OK CUPID

## DROID

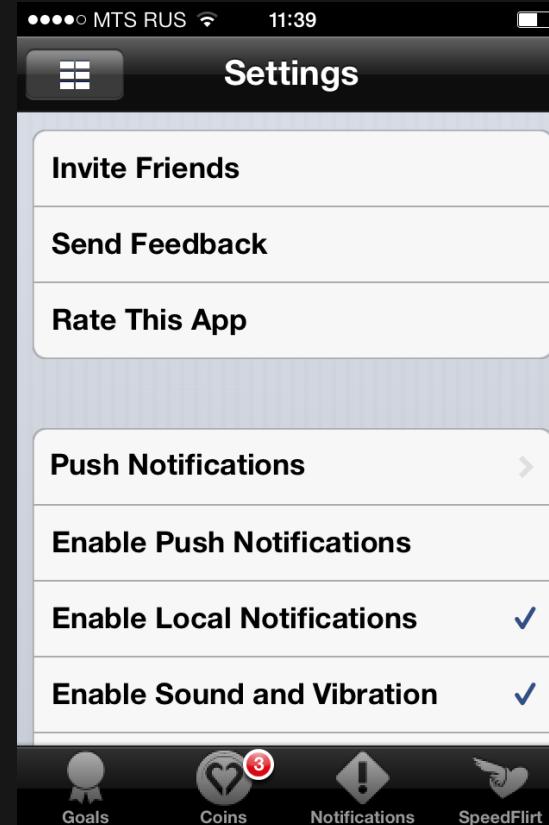
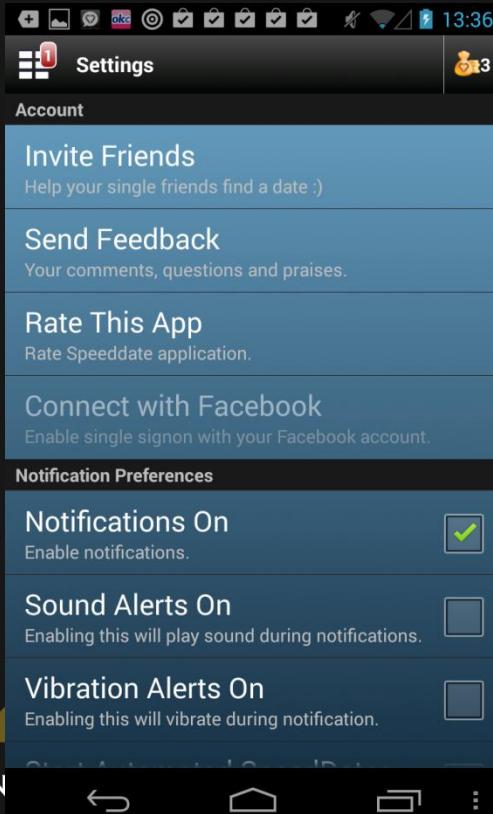
## APPLE IOS



# SETTINGS: SPEED DATE

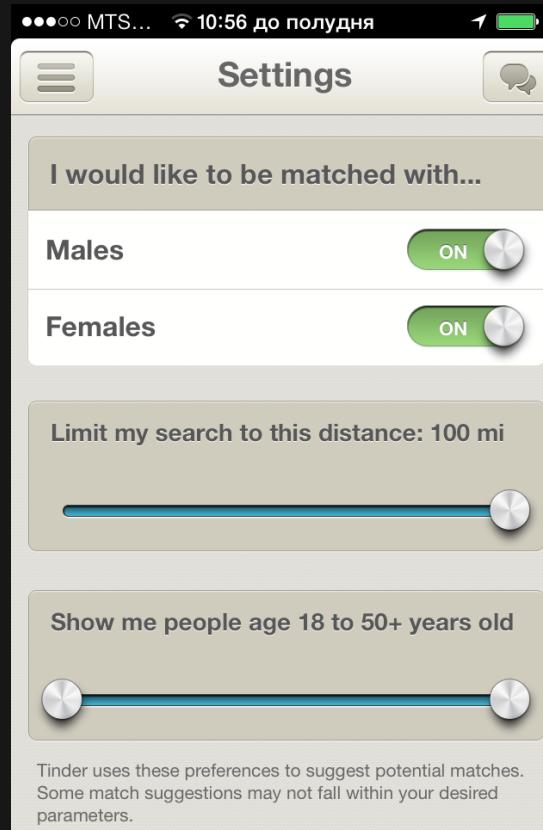
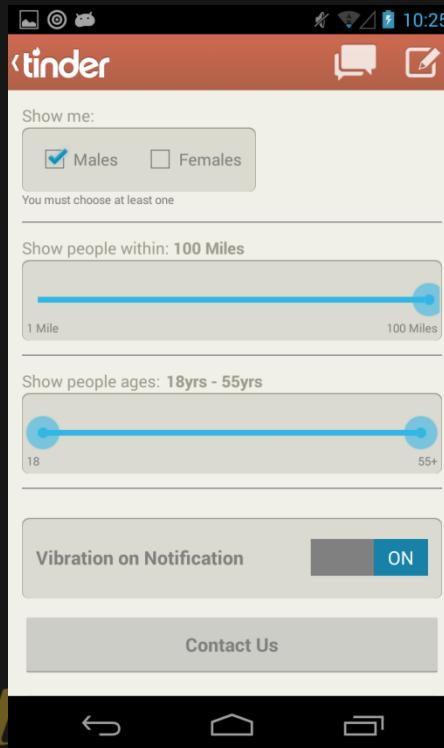
## DROID

## APPLE IOS



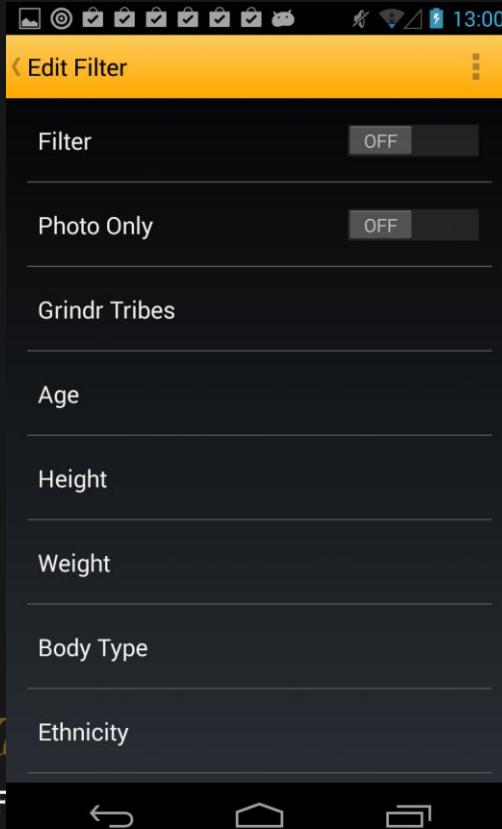
# SEARCH PARAMETERS: TINDER

## DROID      APPLE IOS

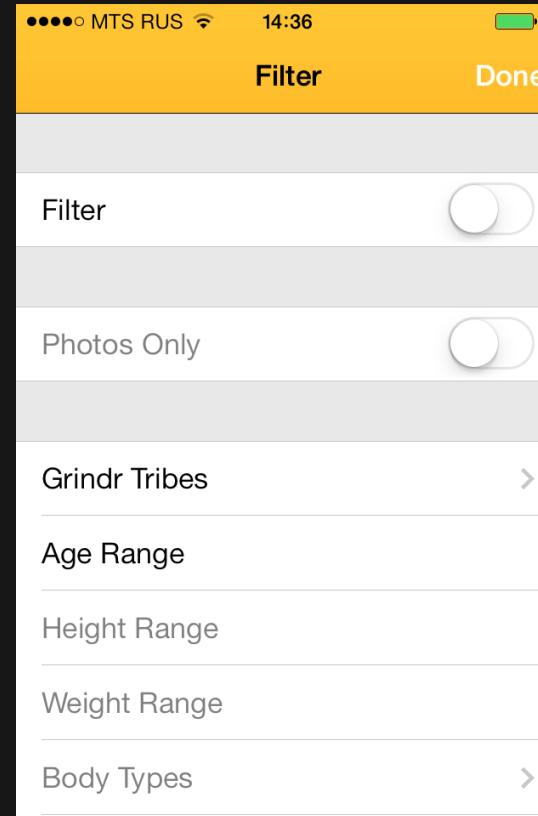


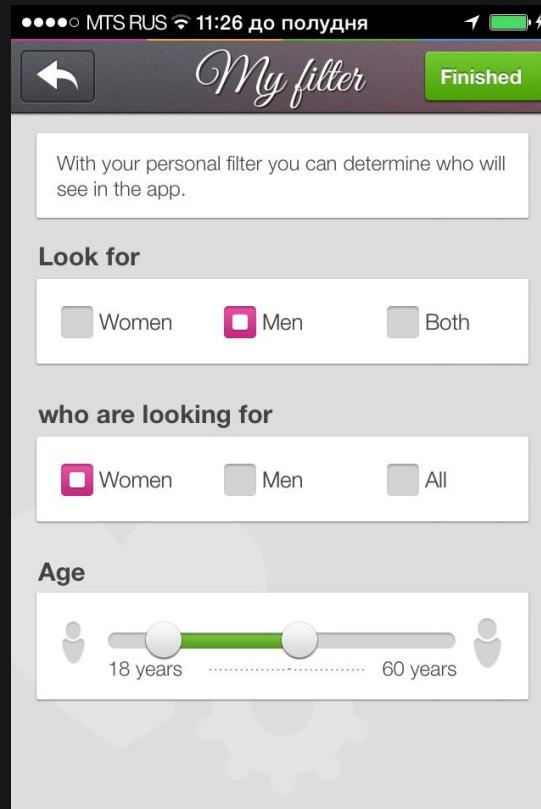
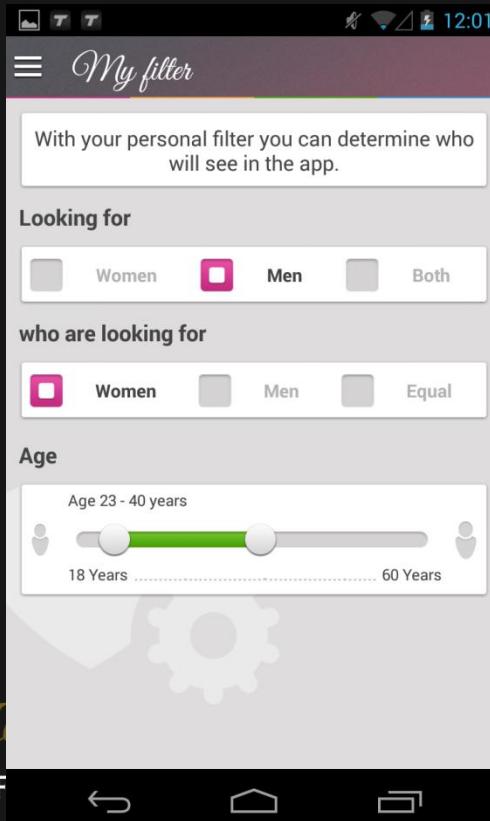
# FILTERS: GRINDR

## DROID



## APPLE IOS

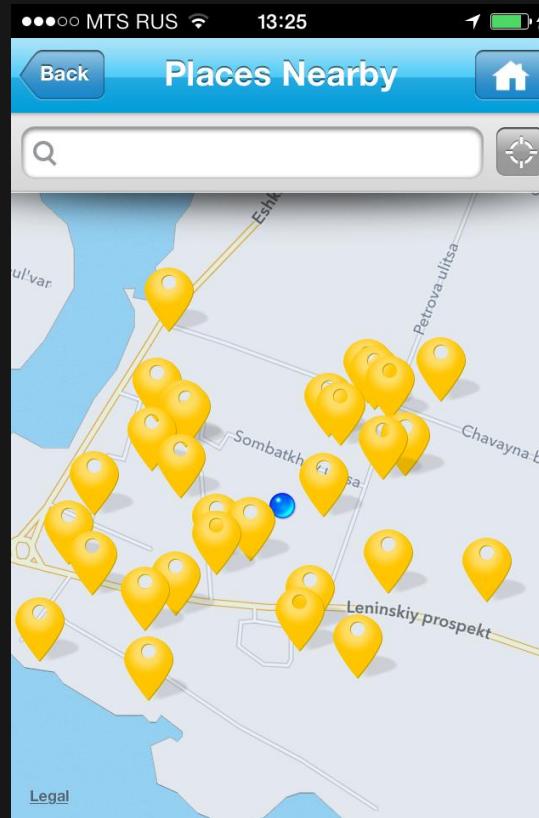
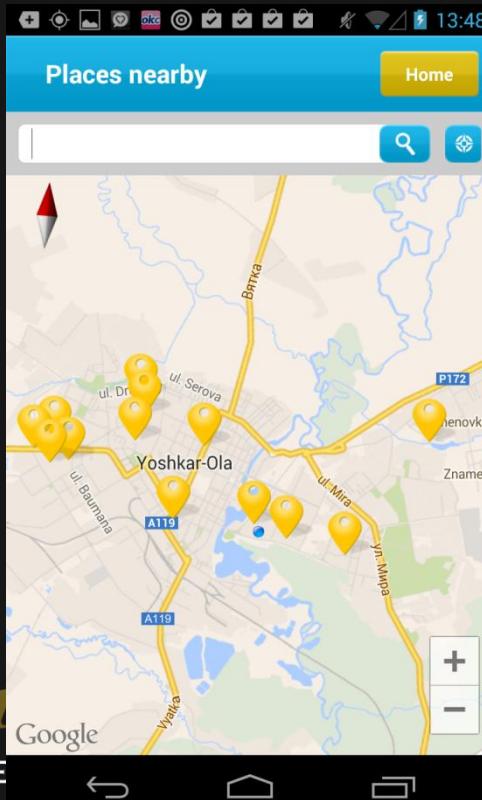




# LOCATION SEARCH: YENTA

## DROID

## APPLE IOS



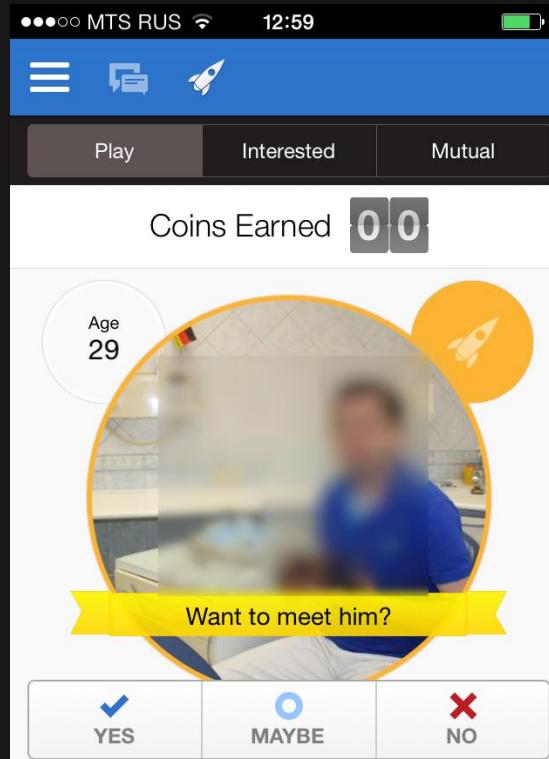
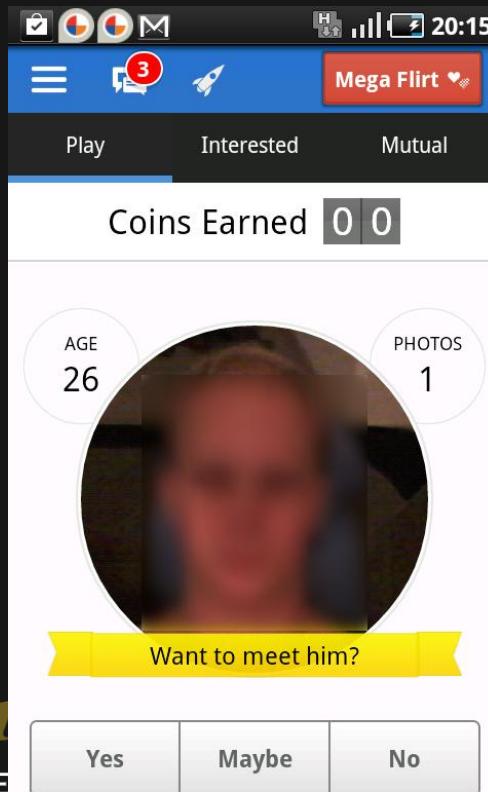
# MOBILE DATING FEATURES

## MISCELLANEOUS

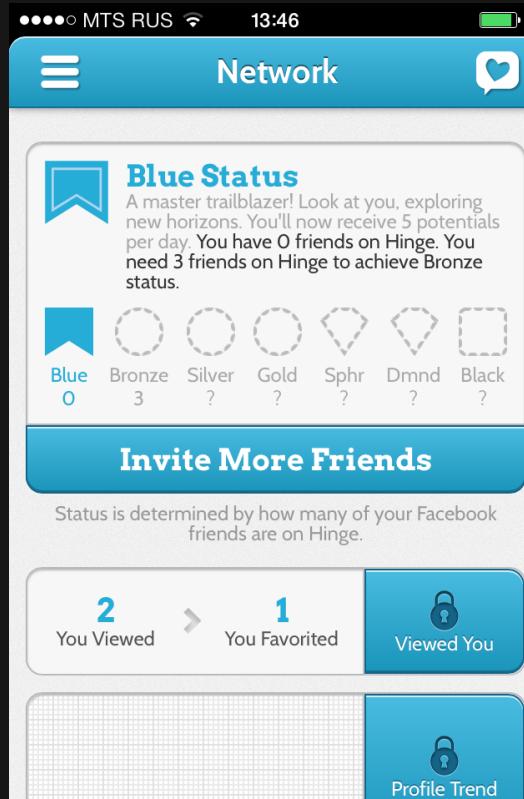
# "GAMING" MATCH: ZOOSK

## DROID

## APPLE IOS



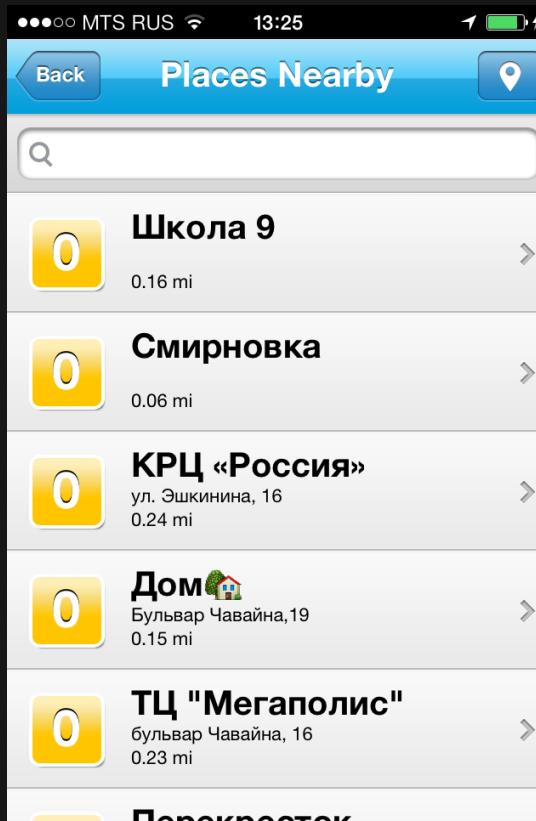
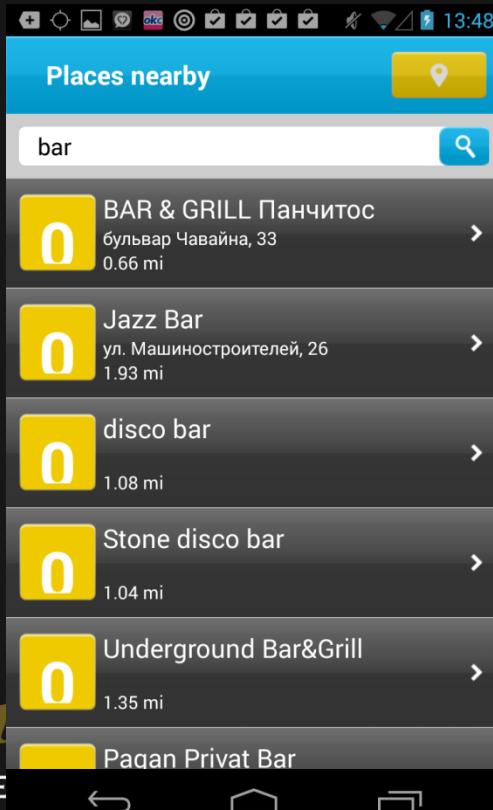
# NO DROID VERSION



# LOCATIONS NEARBY : YENTA

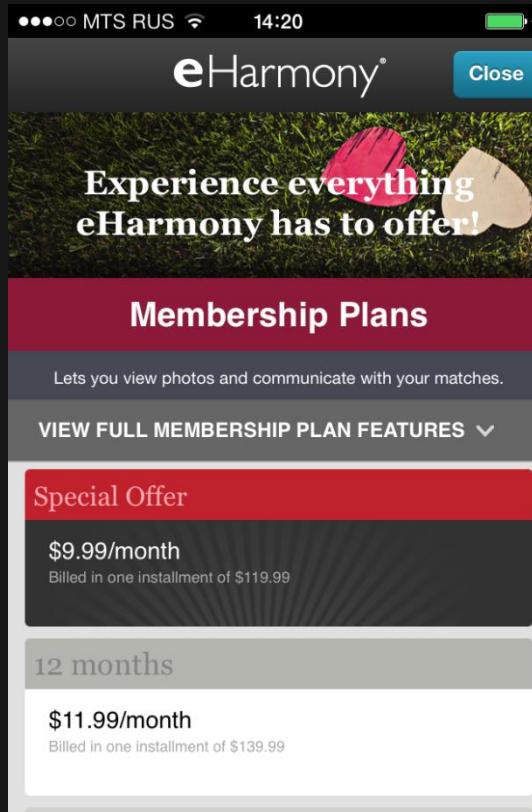
## DROID

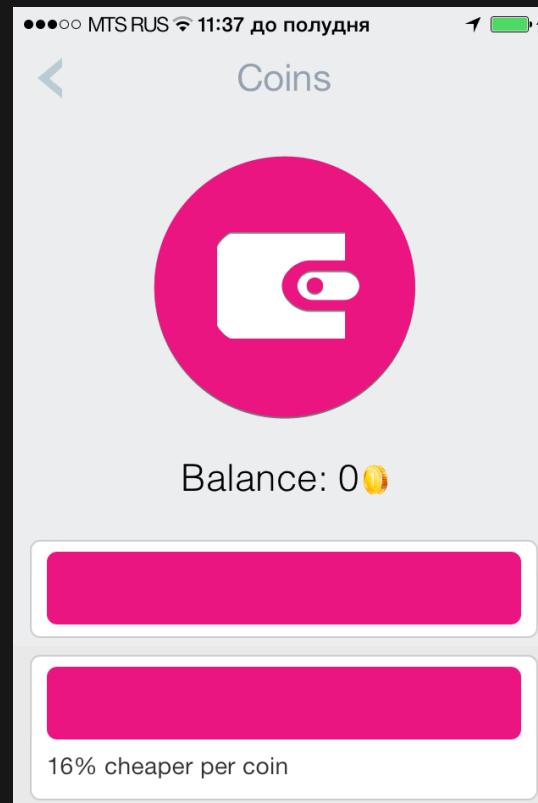
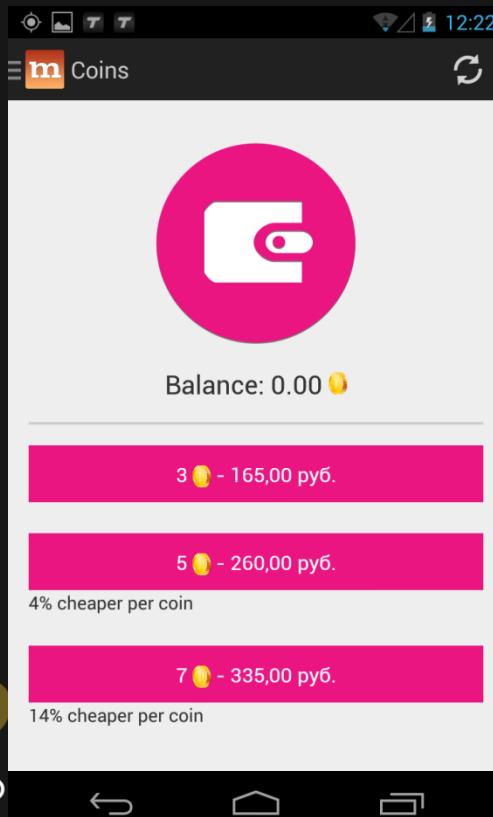
## APPLE IOS

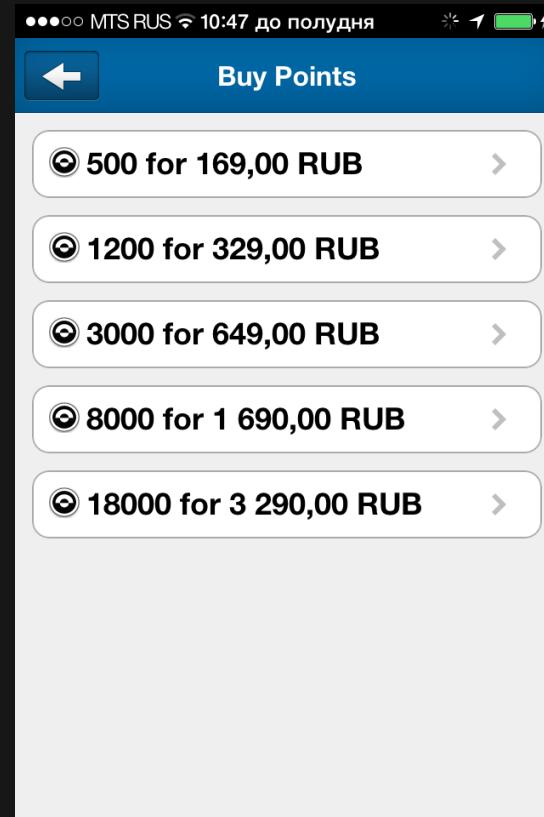
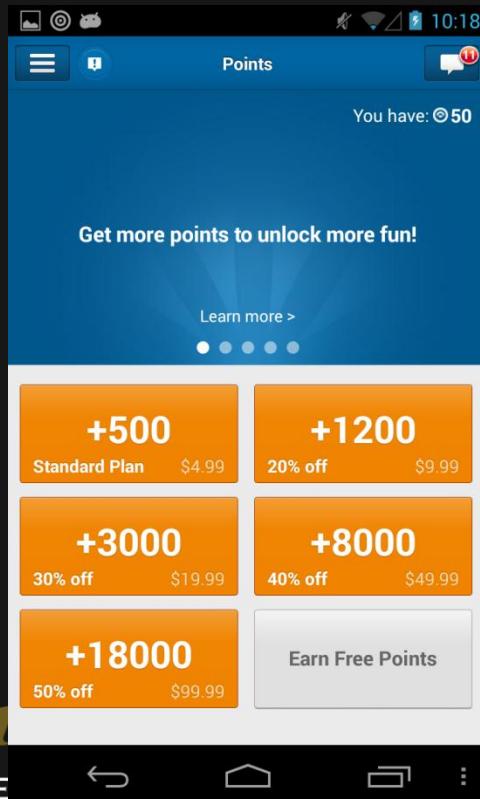


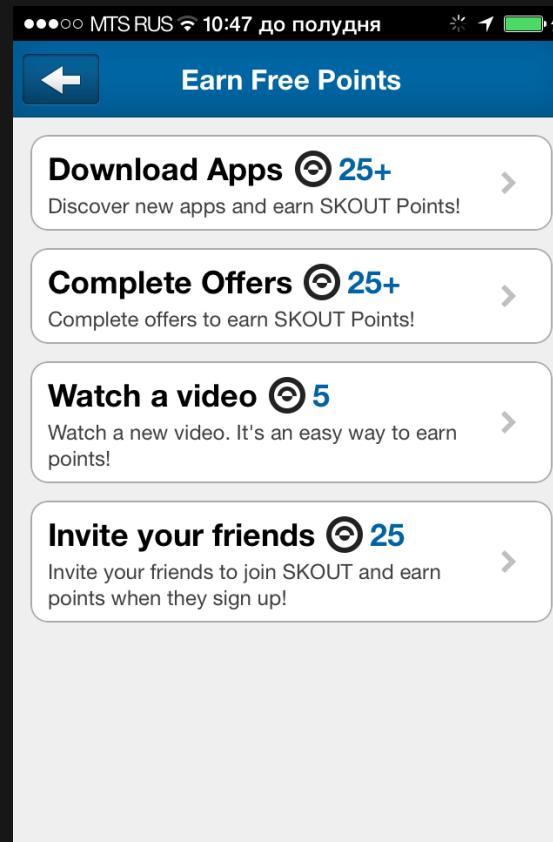
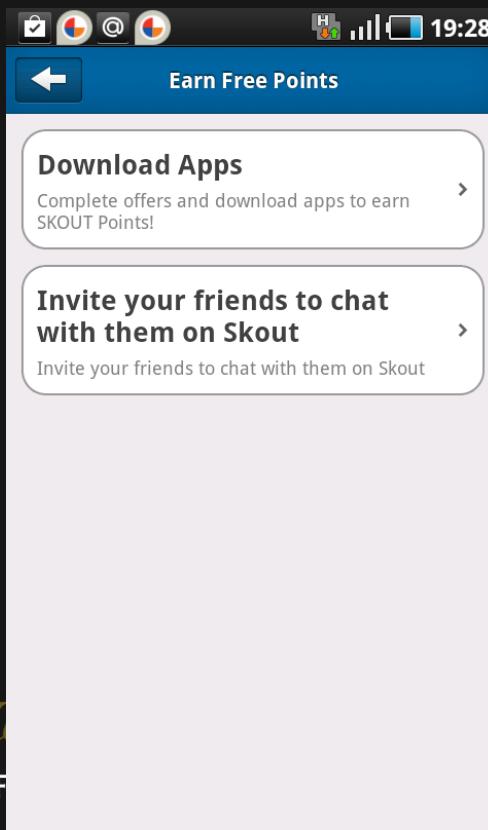
# MOBILE DATING FEATURES

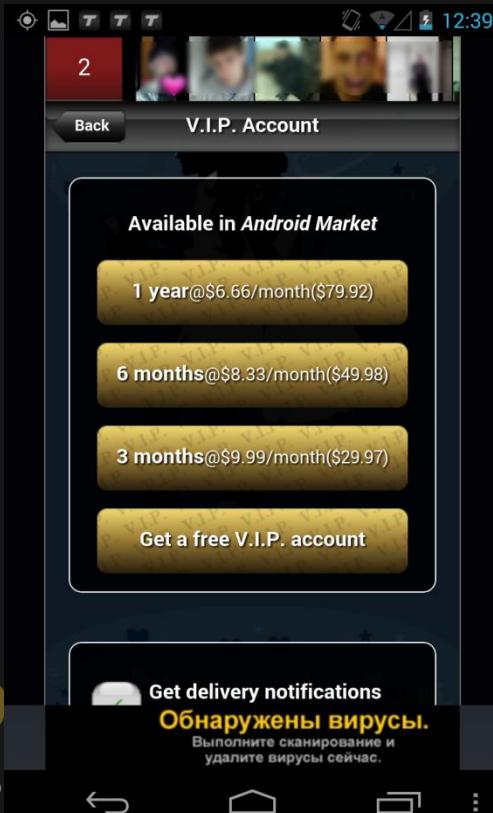
## MONETIZATION & PAYMENTS



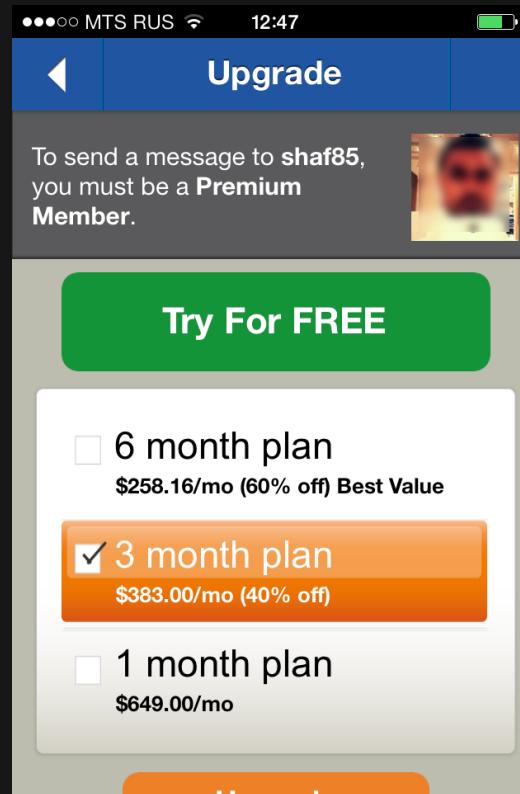
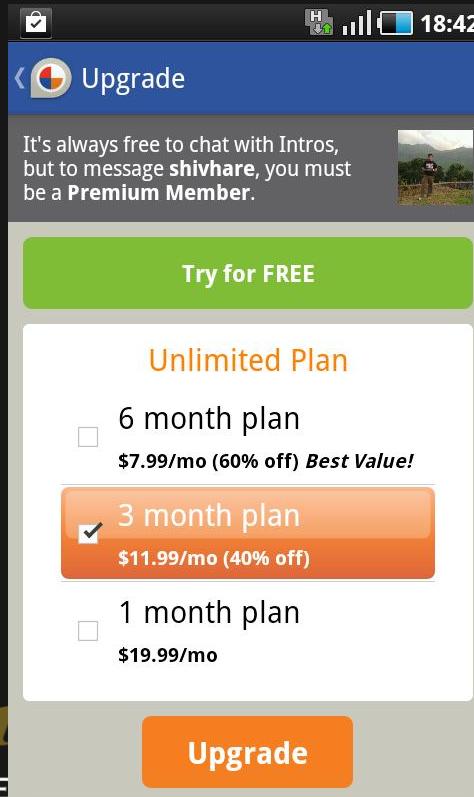


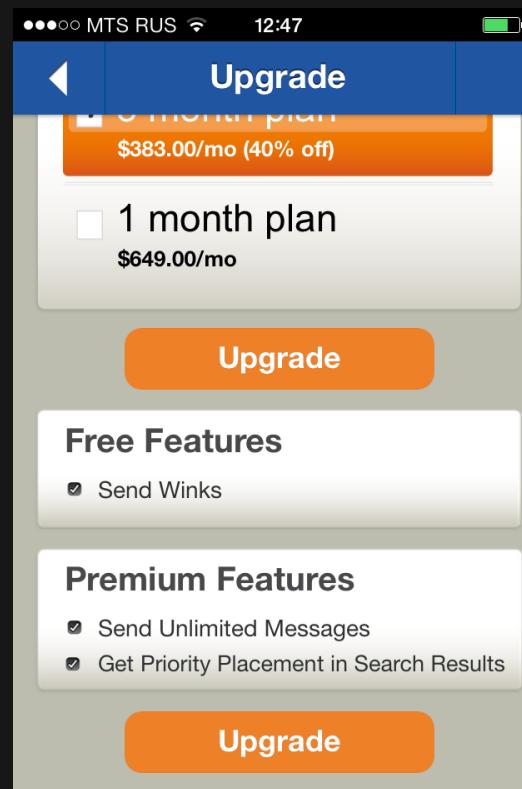
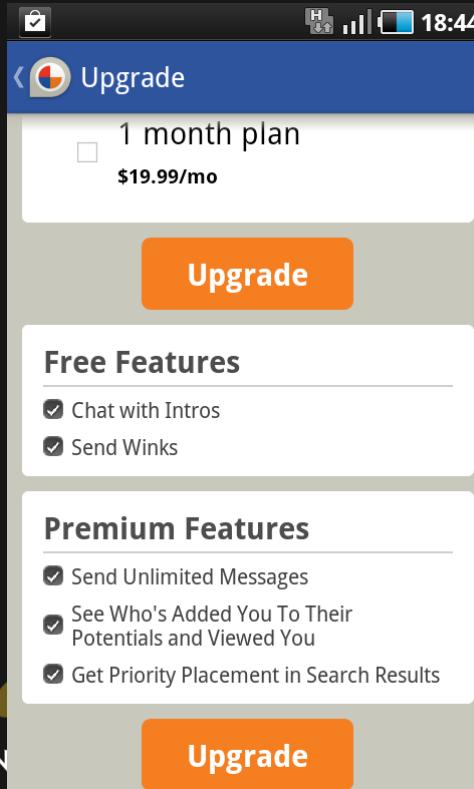


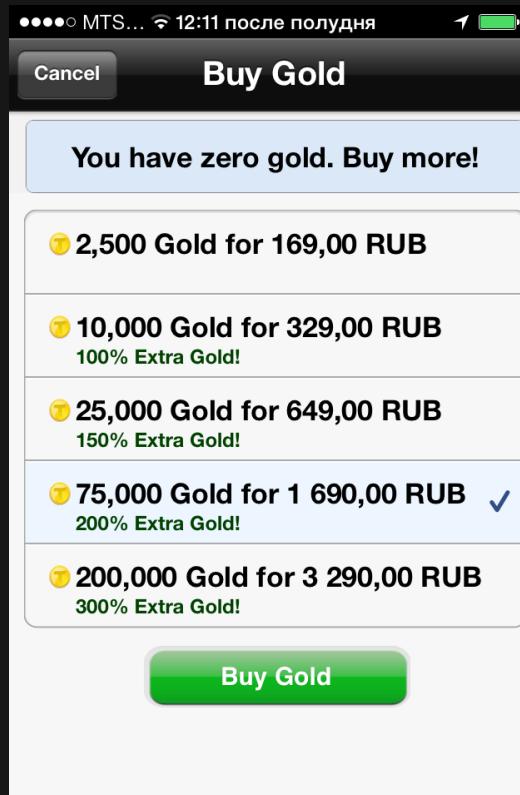




# CRASH



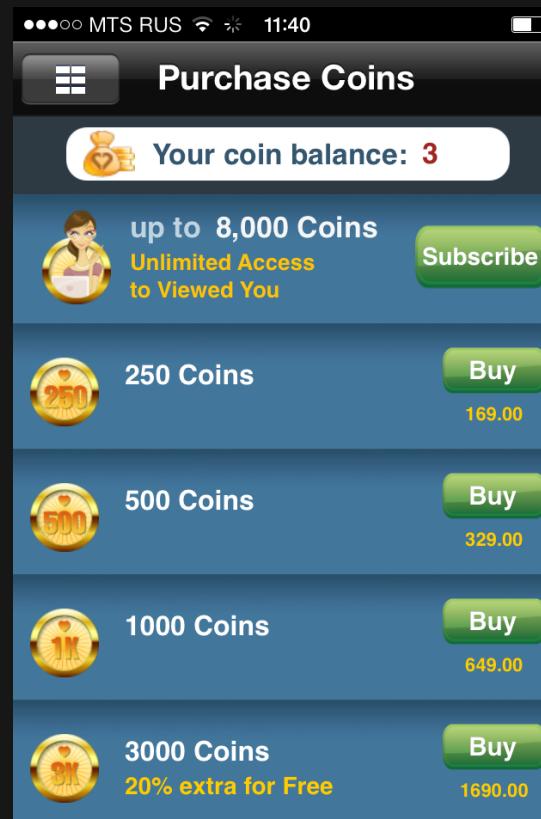
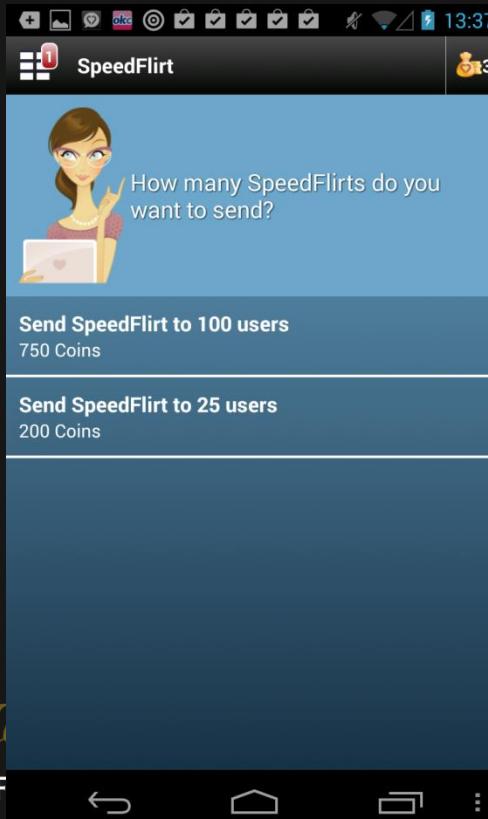


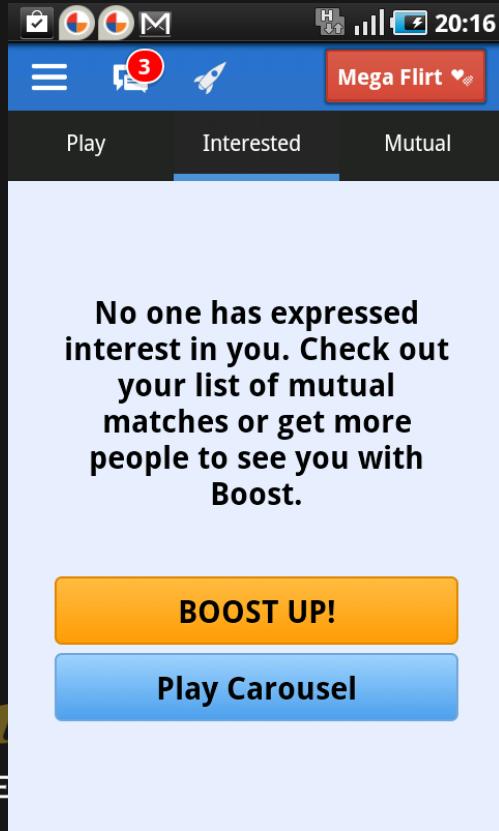


# MONETIZATION: SPEED DATE

## DROID

## APPLE IOS





# MONETIZATION: LETSDATE

## DROID

## APPLE IOS

