



Smitten



DATING AS A SERVICE



KYLE SMITH





GAGNA SÉRFRÆÐINGUR



GAH • GNAW
CHER • FRIED • GINGER

lie DETECTOR

What is Kyle's lie?

I am a professional bowler



I have been in a cult



I have broken 16 bones in
my body



GUESSARY



Has Kyle been arrested?

NO

YES

CHALLENGES FOR DATING





**SERVER-
SIDE LOGIC**



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Firebase



AppsFlyer



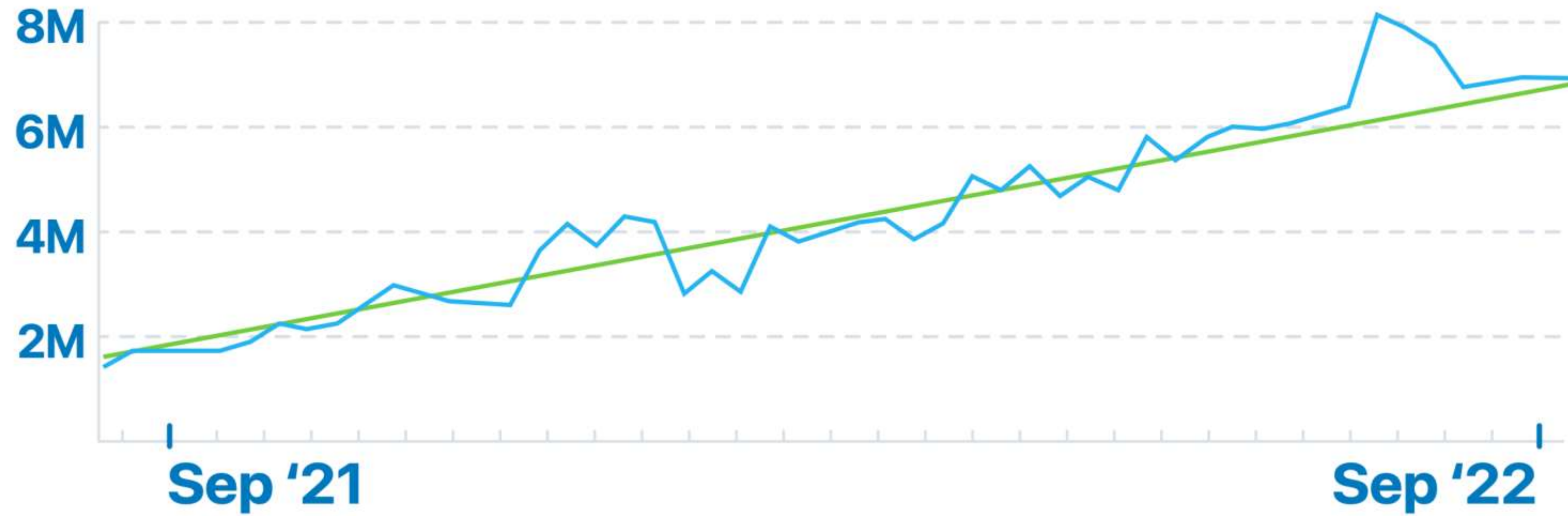
Amplitude



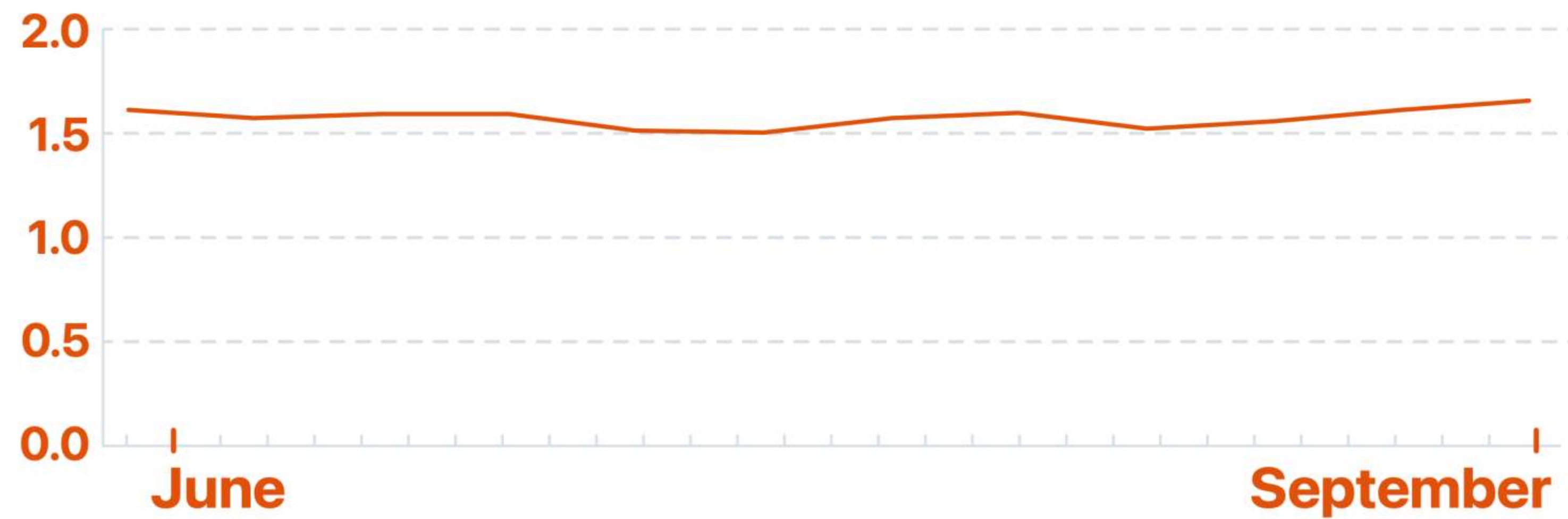
SIFTING THROUGH THE DATA



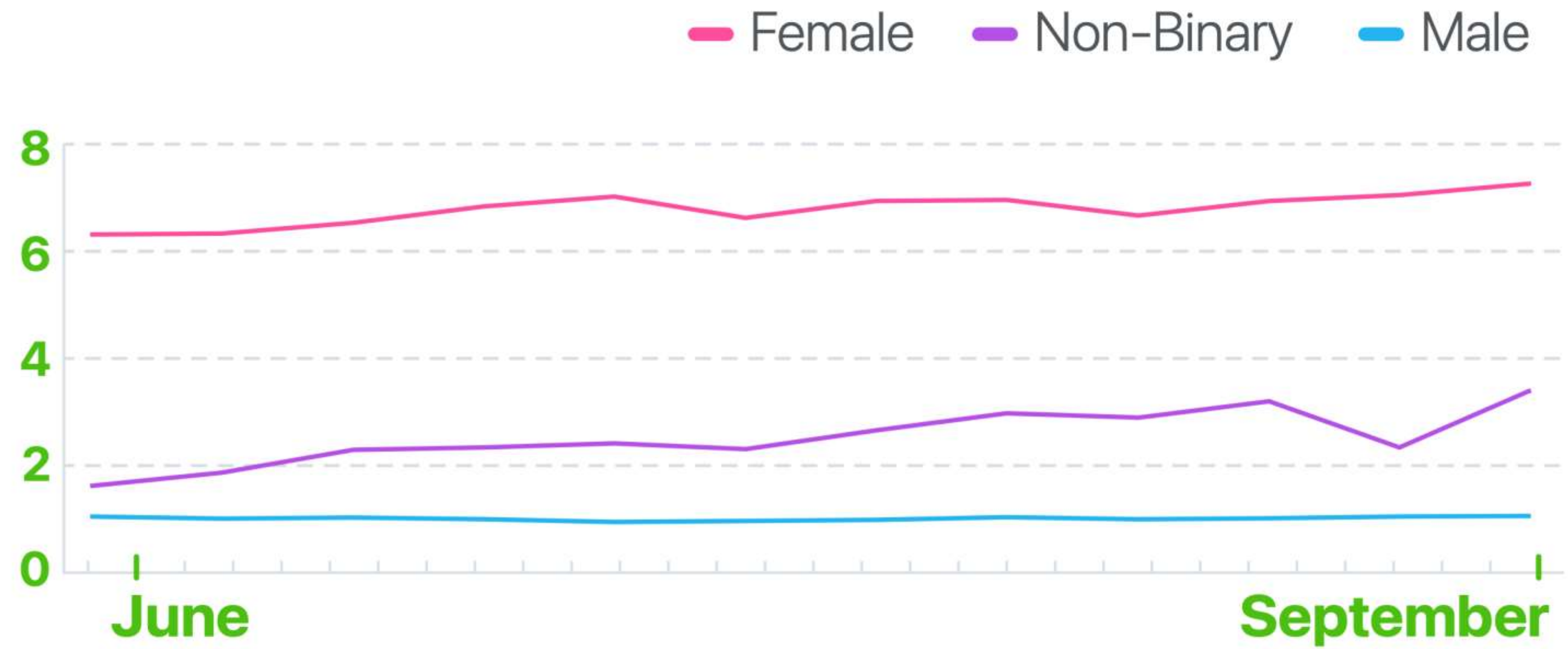
Total events per week | September 2021 - September 2022



Selectivity | Rejects/Likes



Selectivity | Rejects/Likes

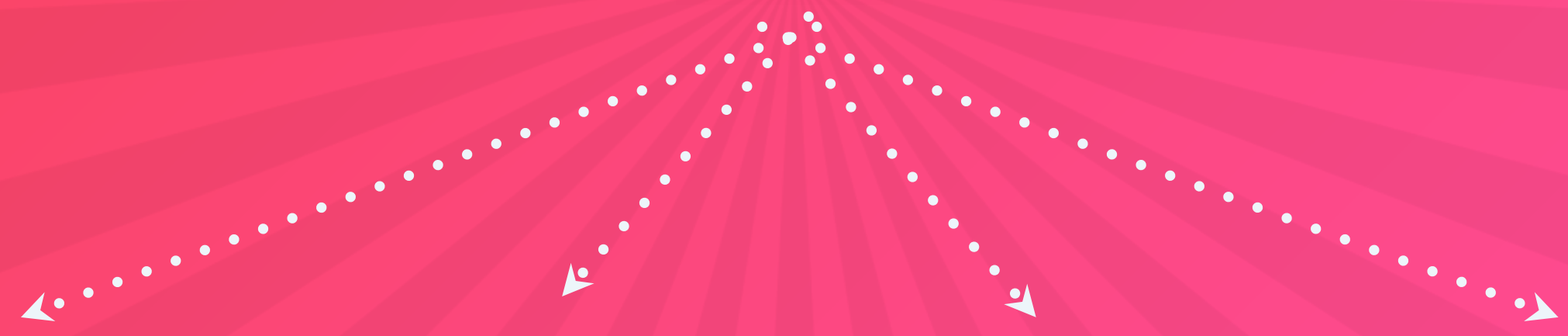


Split into Male, Female & Non-Binary

USER FEED & MATCHING ALGORITHM

LIKE

NOPE



**OTHER
10'S**

**SIMILAR
INTERESTS**

**7-9 BUCKET
MIX**

**PAID
USERS**

**RELATIVE
ATTRACTIVENESS
LEVEL**

The text is rendered in a bold, bubbly, pink font with a dark blue outline and a light blue drop shadow. The words are stacked vertically: 'RELATIVE' on the top line, 'ATTRACTIVENESS' on the middle line, and 'LEVEL' on the bottom line. The text is centered horizontally. On the left side, there are three yellow starburst graphics of varying sizes. On the right side, there are also three yellow starburst graphics of varying sizes. The background is a gradient from red on the left to pink on the right, with a white curved shape at the bottom.



LOOKS

INTERESTS

REQUIREMENTS

OBJECTIVE

BELIEFS



+1

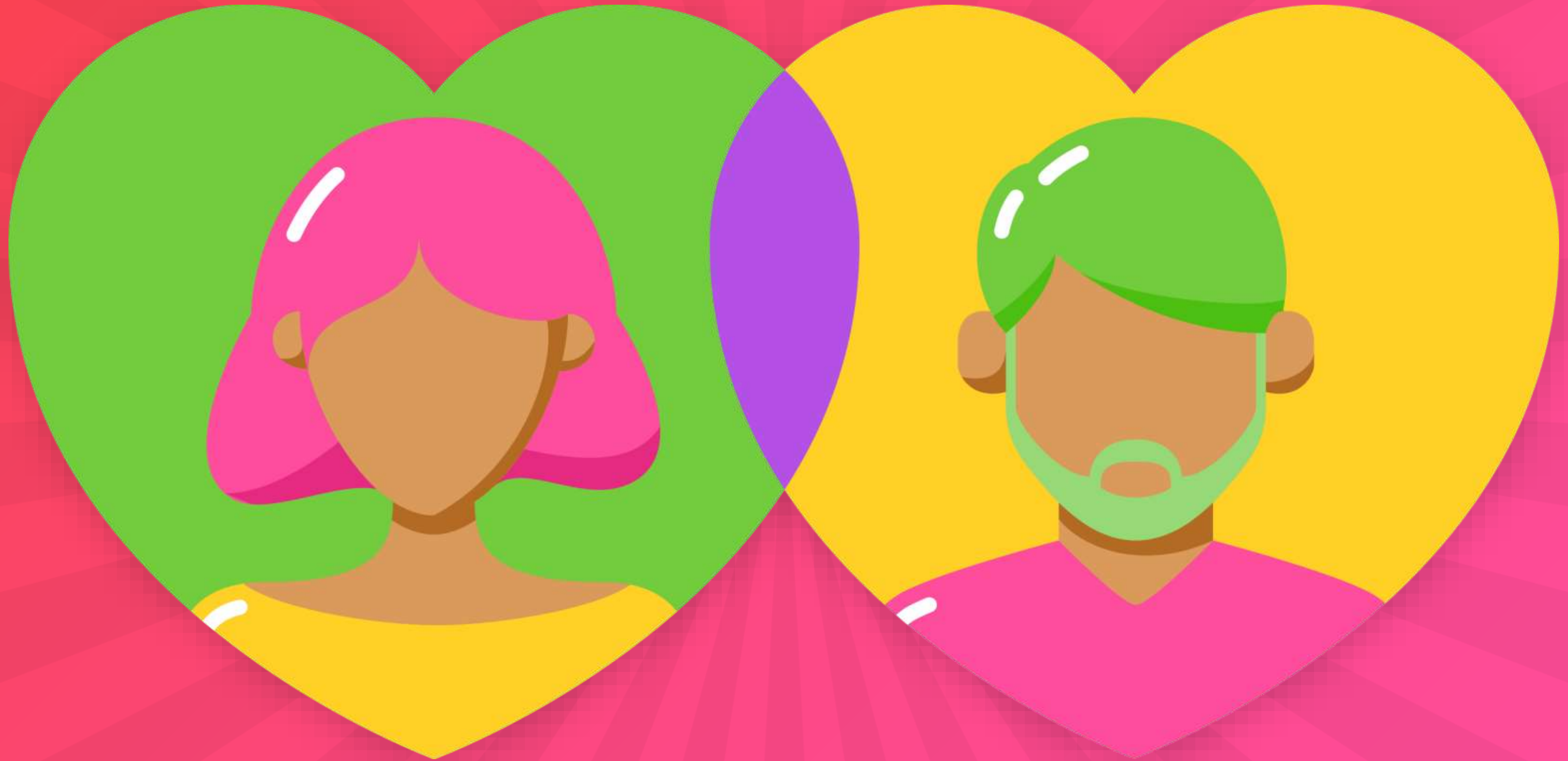
-1





**SELF-INFLICTED
USER CHURN**





TESTING

ITERATIONS

**MACHINE
LEARNING**



**DATING DATA
AS A SERVICE**

 **TAKK FYRIR** 



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