

COMPARISON OF TINDER, Badoo, AND MICO APPLICATIONS' UX

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### Comparison of Tinder, Badoo, and Mico Applications' UX

The experience and emotions that a user gets when acquiring a product directly depend on the thoughtfulness of the interface that is applied. In this regard, modern designers are puzzled by the selection of not only the external feed, but also the functionality and integrity of the image and conception that a person attains when entering the application or the web page. Products of similar themes that have an overlapping audience often provide similar notions. It forces developers to analyze and create fresh approaches to their products in order to help potential audiences choose their offer from among competitive options. A comparison of such three most important products in online dating as Tinder, Badoo, and Mico allows finding similar patterns that designers use to create a memorable experience with customers and comprehend the main features they invest in. The basic stages of interaction are registration, dialogue search, and chat.

#### Tinder UX

The primary stage of interaction between Tinder and the user is the registration form. This step shows the fundamental concept on which this application is built, since the design basis is a pure white background and a bright image in the center of the screen. Developers emphasize ways to register through social networks to simplify and speed it up, which allows performing this action in a few clicks. It is worth noting that already at the registration stage, the user is introduced to the primary navigation system, as the acquaintance with additional criteria is built on the principle of swiping to the right or the left.

Further, when data from an adjacent social network is already loaded into the user's profile and supplemented with his or her comments, they can go to the search process. Repeating the patterns that were applied in the registration phase, the application keeps the accent colors as pink and the determined color as white. Except for a few keys at the bottom of the screen, the

primary functions of the search page are solved via a swipe action. Thus, the focus is on one particular person's photo and not on several options that can be marked by the user. Lastly, the final interaction of the user when searching for an interlocutor is the transition to the chat screen. A feature of Tinder is the variability of the entry points in this case. The user can change the screen via the navigation bar or go to a specific chat when a match message takes place that resulted in the decisions of two clients. Thus, considering this application through the prism of the features of the experience that the user receives when interacting, it is noticeable that it has a simple registration form, a minimalist design, and actively allocates communication opportunities and not just viewing content.

#### Badoo UX

As for the interface with which customers encounter when getting to know Badoo, it also begins with an introduction and registration. The first offer that the user sees is the beginning of the questionnaire that they can fill out through linking with other social networks or manually. Unlike Tinder, in this case, the customer does not have a habitual inquirer with fields that must be filled in, but receives various types of questions with options for answers that simplify the process significantly. In this way, from the point of view of the registration form, Badoo is more welcoming to customers, although it places the same accents while maintaining a light background and bright colors for highlighting text and buttons. The second stage of interaction is the possibility of finding an interlocutor that the program provides. In this aspect, Badoo also differs from Tinder by more complicated mechanics of processes since, in addition to the page that provides the ability to view photos of random people, the application allows users to see the feed with chat options and live video broadcasts of users. All these functions complicate the initial acquaintance with the interface, since the application does not offer the viewer's familiarization with the features.

Nonetheless, in the long run, this approach keeps users more than the monotonous paging of photos. The final stage of the interaction between the user and the application is the ability to create a chat with an interlocutor. The basic concept of the application is supported on this screen, and the advantage of a light background and accent colors for text and images is preserved. Wherein, it is vital to note the broader functionality of Badoo, which allows clients to rate chat rooms, share social networks, and even ask users for a phone number via separate buttons in the profile. Thus, the user's visual experience when using this application is the same as described above, while the functionality increases the possibilities and motivation for the interaction.

#### Mico UX

Trying to compare Mico with the above-described applications, it is possible to note that its registration stage is similar to Tinder, although bright accents prevail over the light background. As in the previous options, designers realized the importance of compiling a short questionnaire and integrating with social networks so that the user's experience became the same as the one he or she could get while interacting with Badoo or Tinder. As for searching for an interlocutor, this resource uses a sophisticated interface that allows people to view a competing photo or list of clients, as well as watch people through video broadcasts. The main feature of this application is its activity in attracting the attention of customers when filling in a profile, as all stages of the search are associated with information about the importance of a significant amount of data on the page. Concerning the chat, it supports not only the overall style of the application, but also the basic concept of the examples above. The main difference is the lack of bright accents on this screen that helps the user focus on correspondence and not on the functions that Mico provides. Thus, this application provides clients with a user experience similar to the options described above.

### Conclusion

Through the analysis of such applications as Tinder, Badoo, and Mico, it is possible to notice that each of them retains the basic patterns that are familiar to users, but do accentuate on a unique experience that the various functions of products can provide. Thus, depending on the need and purpose that the client of similar applications pursues, he or she can choose a product through features that can change the level of interaction with the program. This conclusion allows to state that modern designers should create concepts based not only on common patterns that are dictated by the subject matter of the product, but also on functions that can complement the user's experience.



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