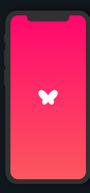
Muslim Match

Top Picks

Figma



About the app?

Muslim Match is a dating app for single muslims which aims for muslims all over the world a platform to find, chat, and marry their partner.

Goals

Premium
Top picks will be offered as a premium feature, users will have to invite to keep users free / must likely to match partner

Payment CTA
As Top picks is a part of gold membership, emphasize the payment CTA will need to be taken into consideration

Brand Guidelines
The features must follow the current brand guidelines, the app must be in a match the current interface

Simple UX
The UX and navigation to the Top picks must be simple as the simple to result in Gold upsell conversion

Research

In order to understand the current users of the app and what motivates them research was done in order to find out who the users are, where are they from, what motivates them and what are their pain points.

Gender

Male	55%
Female	45%

Age

18 - 21 years	22%
22 - 28 years	45%
29 - 35 years	12%
35+ years	8%

Top Countries

UK	14%
USA	11%
Indonesia	9%
Bangladesh	6%

Gold motivators

Advanced preferences	28%
See who's liked you	16%
No ads	12%

Gold pain points

No compatibility score	12%
Only one instant chat a day	6%
Hard to find compatible match	10%

Design Process

Prepare | Compose | Test

Research | Analyse | Testing | Testing

UX Design

UI Design

Research
- Setting objectives
- Web features analysis
- Competitor analysis
- Competitor feature analysis

UX Design
- User journeys
- Page prototype
- Flow prototype
- Usability testing
- Concept testing

UI Design
- Stick to the brand guides
- Keep interface easy to navigate
- Keep interface consistent

Testing
- Prototyping
- A/B testing
- Usability testing
- Concept & analysis data

Style guides

In order to maintain consistency throughout the application a style guide was implemented

Primary colors

#FFFFFF | #3D2A4C | #FF4A5C

Secondary colors

#FFFFFF | #FFFFFF | #EEF1F2

Gradient

#FF5A5F #FF4A5C #FF4A5C | #FF4A5C #FF4A5C | #FF4A5C #FFFFFF

Typography

DM Serif Display

Regular
Aa
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@$%

Bold
Aa
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@$%

Spezia

Regular
Aa
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@$%

Black
Aa
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,!@$%

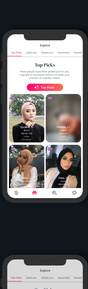
Typography colors

#7D8A97 | #6D6D6D | #EEF1F2

#A6B1B9 | #FF4A5C

Magenta can be used for marketing purposes only

Screens

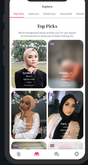


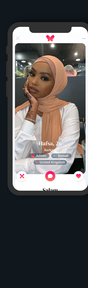
Navigation

Users will find the Top Picks screen on the first tab of the explore page

Payment

User will be presented with payment prompt for gold upsell when they try to like a Top Picks profile





Match

When users have purchased gold upsell they will be able to select the 10 daily Top Pick profiles and send them a like