Muslim Match – Top Picks

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Design decisions and user thought process

After having a look at the companies press kit, brand guidelines, alongside current UI I have decided to keep in line with the look of other tabs on the explore page of the app and incorporate base and primary gradient into the colour scheme of the app's UI.

Alongside this I have decided to use the 'mark-primary-transparent' on the header of the top picks profile swipe pages of the application in a fixed position on the centre of the screen, exactly as it would be on the discover swipe pages.

The Top Picks tab is presented on the first tab when you first tap on the explore page, here the user will be presented with 5 top picks everyday around 7pm to where if they try to view any of the top picks profiles they will be prompted to sign up for the Gold upsell. If the user already has Gold then they will be able to continue on to the profile and swipe.

As for the typography on each card I will be using the font as on the branding guidelines DM Serif Display for heading and Spezia for the subheadings, this format appears on each swipe card as well as the tab heading. This format continues throughout previous UI screens on the explore page, including Liked, Passed, and so on.

After selecting the above I then went on to do some research about top picks on dating with similar concept such as Tinder to get an understanding on how they work and what features they tend to have including best UX practices to give the user the best experience using these features. After researching several different apps which have this feature already rolled out on their applications I have designed a way that we can implement this feature on Muslim Match.

After researching on a similar app with the Top Picks feature I have a good understanding on what approach to take in order to get this designed on Muslim Match with a good starting point to design and make this feature as user experience friendly as possible whilst following the brief stated on the task.

My research came across a well-known dating app 'Tinder' who have already integrated this feature into their app which allowed me to comparison the two together and see what's similar about them and what's not.

I will design the Top Picks tab in line with the current layout and styling of all other tabs on the explore page sticking with the brand guidelines and current design concepts. In terms of gesture this will work more closer to the blocked screen where if the user tries to tap on a profile it will prompt for the upsell rather than allowing you to view the users profile by using a move in animation from bottom moving in upwards and an ease in transition.

The grid view of the profiles on Top Picks tab will be in the same format – main profile picture for the card background, Name in DM Serif Display font, and below in Spezia font in individual lines will be displayed Job Title, Ethnicity, Location, Hours left to swipe Top Pick before next batch.

The heading on each tab appears to be pretty consistent throughout the app with the heading in DM Serif Display and a short subheading with a 3 line upsell description. Under this is presented an action button with the Muslim Match gradient color (gradient direction: left to right) which if tapped is led to the Muslim Match gold upsell. For the upsell button on the Top Picks page it will say 'Top Picks' with an icon (as seen below in fig 1.1) on the left to the text and positioned in the centre of the button and below the upsell button will the top picks.

Fig 1.1
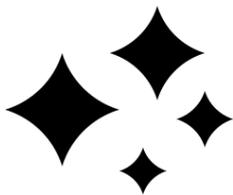
On the upsell prompt this will be the same as all other payment prompts, similar to 'Reset Swipes' where there will be 3 payment plan which user can choose from with a Continue button and a See Gold features button with the difference of the heading and subheading which will say 'Get 5 Top Picks Daily' with a short 2 line subheading description.

Once the payment completes on the upsell the user will be presented with the Top Picks tab again but the Top Picks upsell button will disappear from the page and all the profiles when tapped will be lead to their corresponding profile.

Once the user taps a profile they will be presented with the full profile and be able to swipe up and down to view the whole profile swipe card and either swipe left of right or tap on like or pass buttons to either like or pass that profile. Once they have swiped the profile the next top pick in the selection will appear to which they can carry out the same action or they can click the X on top left of the persons profile to exit and this will lead them back to the top picks page, or use the more icon on the top right corner of the profile to favourite, report or block the user.

Animations and Transitions:
- Tap upsell button or profiles – modal moves in from bottom to top using a ease in transition
- Tap X button on upsell – this leads back to the top picks page using a dissolve effect with an ease out transition.
- Tap X button on profile – this leads back to the top picks page using a dissolve effect with an ease out transition.
- Swipe a Top Picks profile – works in the same manner as swiping other profiles where swipes either left or right have an ease in effect to the next profile. This will

allow user to swipe until all the Top Picks for the day are finished to which it will display a page notifying the user Top Picks swipes for the day are finished and to come back tomorrow for more swipe (countdown timer displayed until next batch of Top Picks available).

Walk through the precise user interactions required

View Top Picks (user not Gold member)

Tap on Explore Tab > Tap a Top Pick profile > Overlays upsell modal

OR

Tap on Explore Tab > Tap a Top Pick upsell button > Overlays upsell modal

If user is not a gold member on the app an overlay upsell modal will display moving in from bottom to top using an ease in transition if not a gold member.

View Top Picks (Gold member)

Tap on Explore Tab > Tap a Top Pick profile > Top Picks profile displays

If user is already a gold member the upsell button is not present and profiles visit is enabled where a dissolve effect is used using an ease in transition).

Exit upsell modal (user not Gold member)

Tap on X button on the upsell model

Overlay modal displayed moves out from top to bottom using an ease out transition (this modal is only displayed in the first instance if the user is not a gold member)

Exit Top Picks profile

Tap on X button on the Top Picks profile

This leads back to the top picks page using a dissolve effect with an ease out transition.

Swipe Top Picks Profile

Tap on X button on the Top Picks profile

This works in the same manner as swiping other profiles where swipes either left or right have an ease in effect to the next profile. This will allow user to swipe until all the Top Picks for the day are finished.

Top Picks stack complete

Tap on Explore Tab > 'Top Picks' tab

Once all Top Picks for the day are finished for the day it will display a page notifying the user Top Picks swipes for the day are finished and to come back tomorrow for more swipe (countdown timer displayed until next batch of Top Picks available).

If there are any top picks profile that the user has not swiped either left or right these will stay in the Top Picks explore tab until they expire and the next batch of top picks are generated the next day.