



# hashtags

product case study for Snack

# background

 **snack** is a video-first dating app which launched to the App Store in April 2021. On Snack we encourage users to ditch their stale selfies and show off what makes them unique. Capturing their personality by video enables our users to kickstart meaningful connections to find their person 

# summary

As the product owner and designer for this feature, I was tasked with exploring ways to help our users discover people most relevant to them.

We implemented hashtags as a solution to this opportunity. Users add 1 to 5 hashtags to their profile to capture their interests/personality. This feature which was shipped in October 2021 had huge success (over 20% of users added hashtags within to first week of release). We have since iterated on this feature, which today acts as a robust search engine for finding people you share interests with.

**goal**

**Increase user retention by  
improving the quality of matches.**

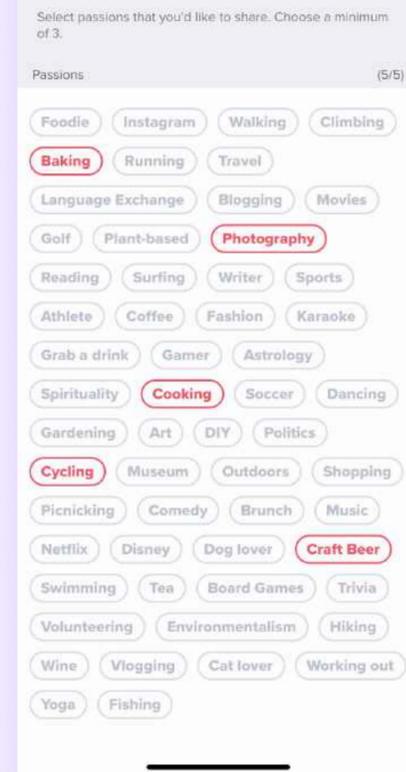
prediction: users will spend more time in the app if they are matched  
with relevant people they're actually interested in dating

# opportunity

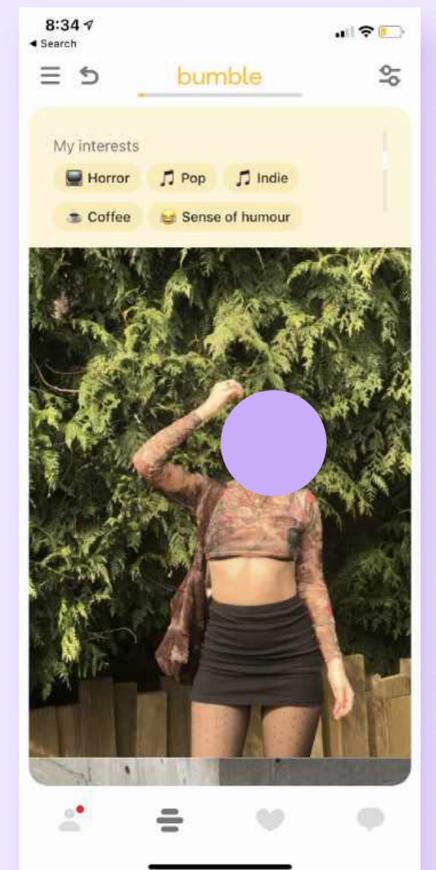
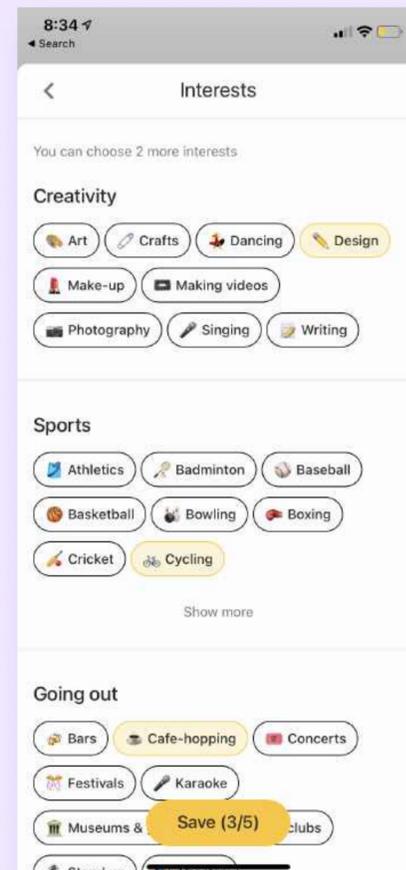
Competitors (Tinder, Bumble, etc) use tags as a mere decoration on users' dating profiles. They fail to provide browsing functionality and the ability to discover potential matches based on their interests.

I discovered that we had the opportunity to enhance browsability using hashtags, and could be the first of our competitors to do so

Tinder

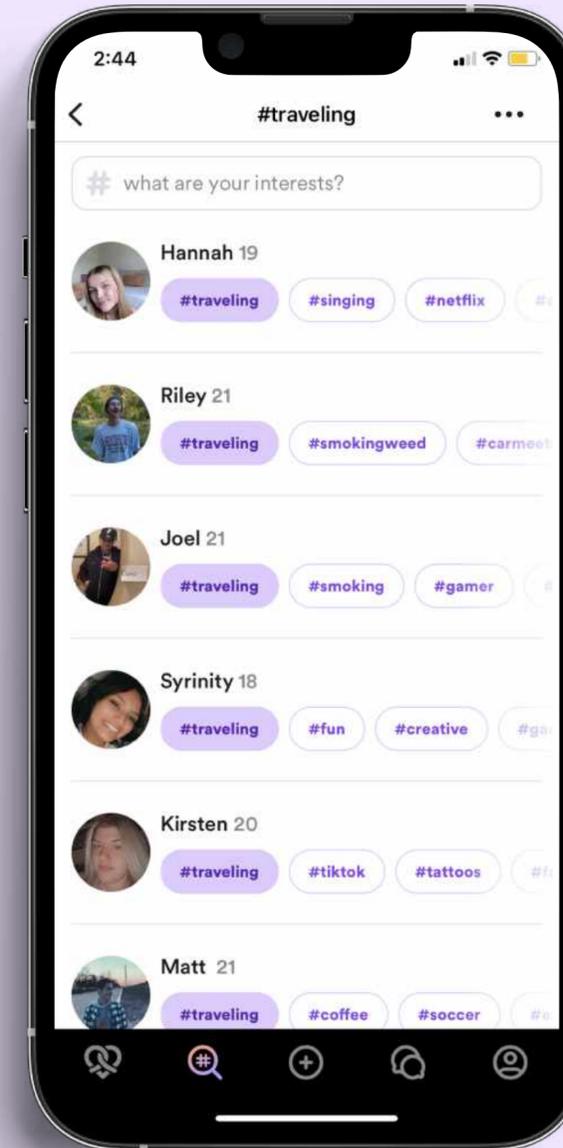
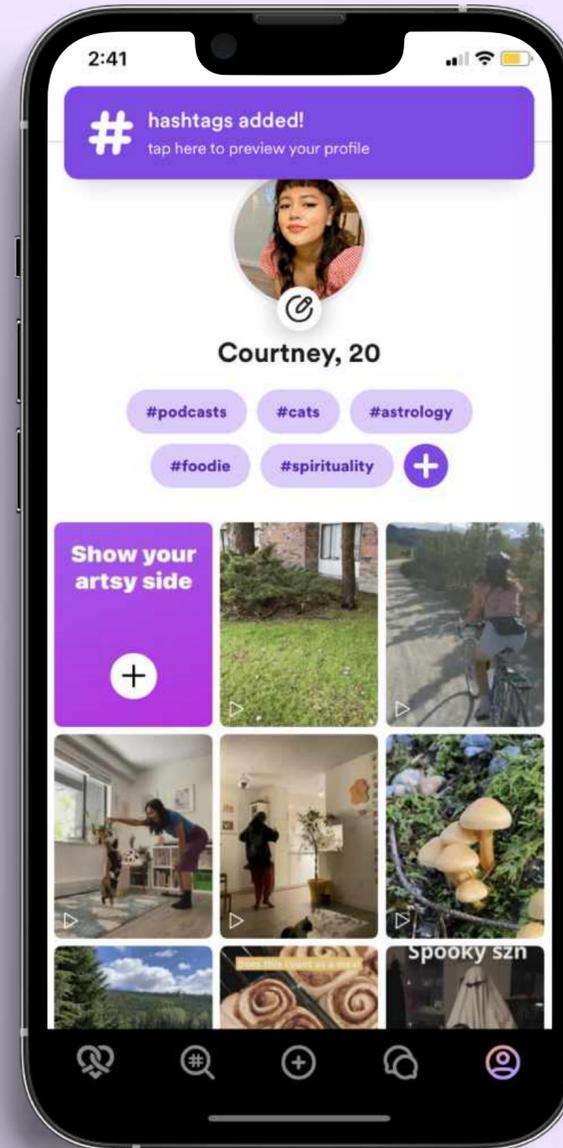
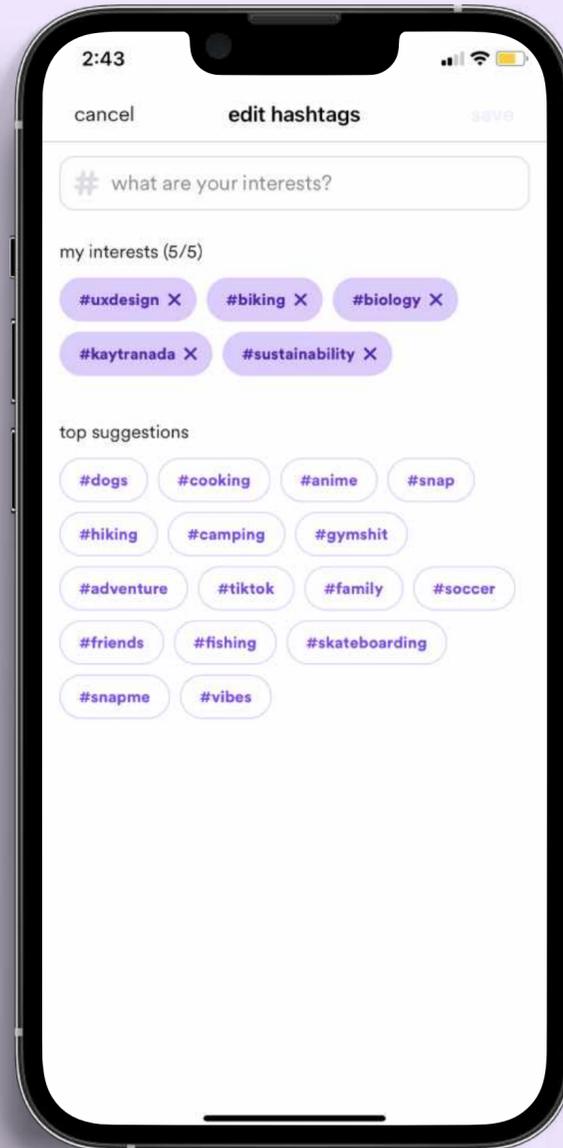


Bumble

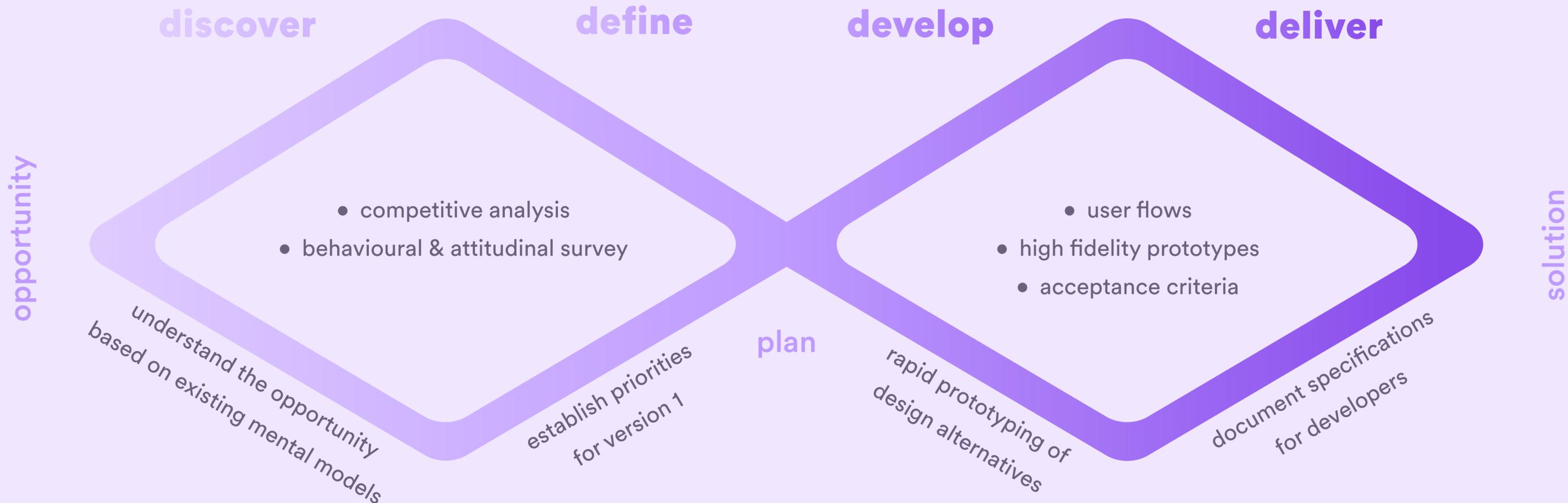


# solution

see video walkthrough [here](#)



# my process



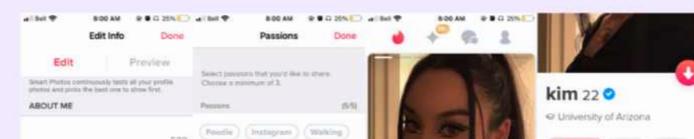
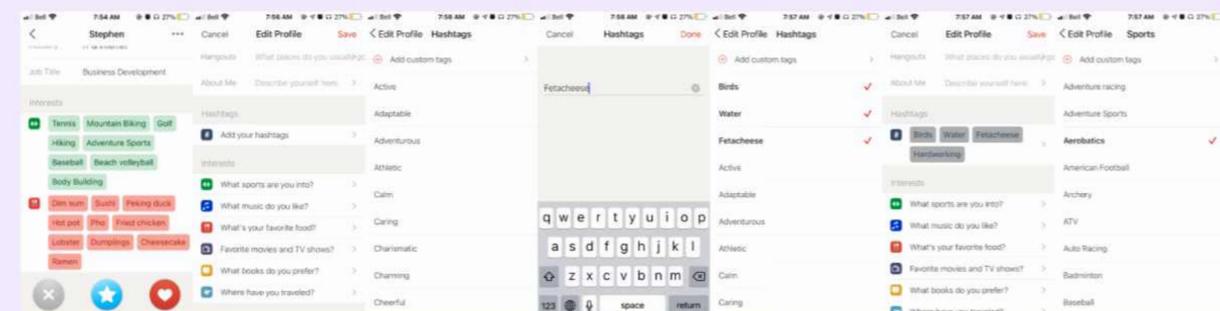
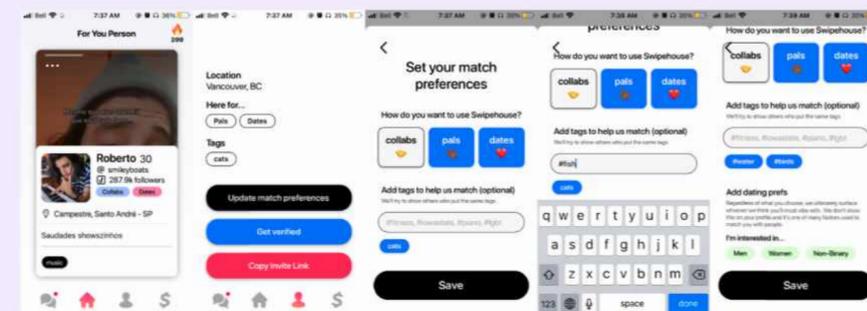
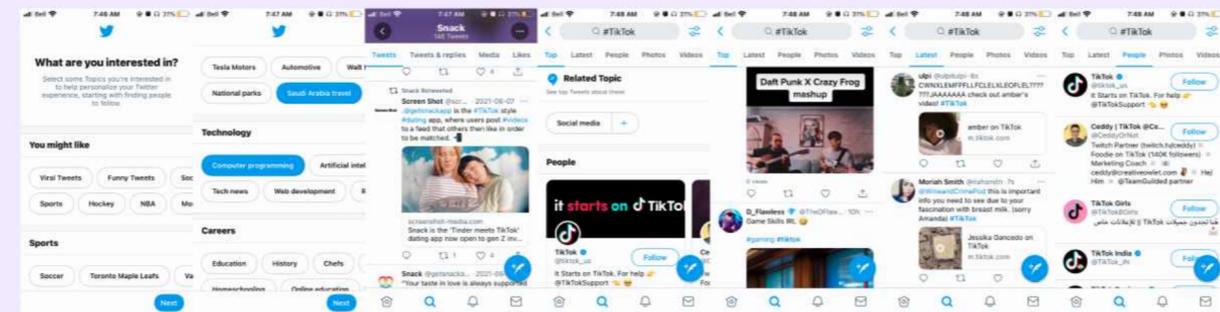
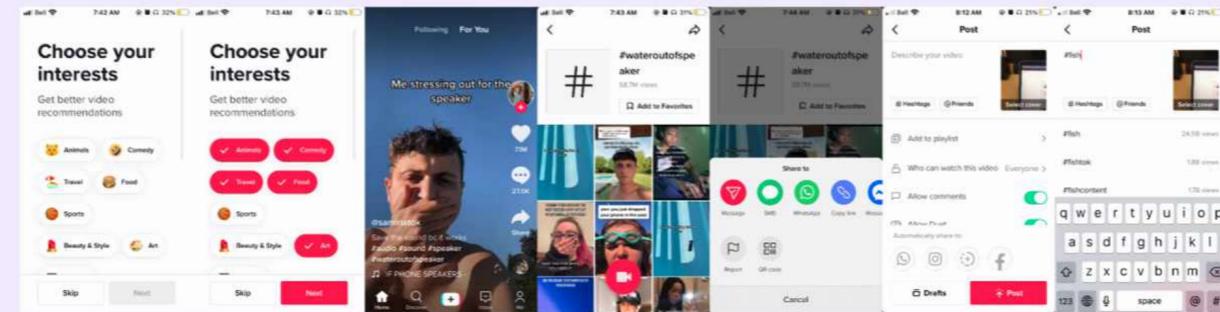
# step 1a: discover

## competitive analysis

goals:

a. determine the current behaviour using hashtags and interest tags in social apps

b. identify the value, if any, hashtags bring users of these interfaces



# step 1b: discover

## questionnaire

### goals:

- understand the sentiment people have towards hashtags*
- determine what expectations (mental models) users have regarding hashtags in the dating space*

q1

### how do you primarily use hashtags?

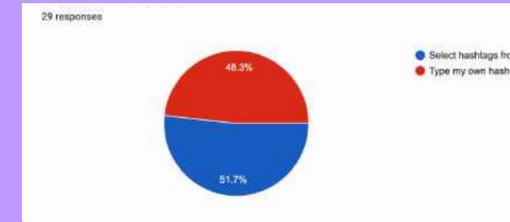


i.e. this indicates that people are motivated to use hashtags as a means to both:  
a) *find relevant content* and  
b) *to attract people that would relate to their content*

People are equally likely to add hashtags as they are to use them browse them

q4

### When adding hashtags to your own profile, rather select them from a list or type them



i.e. this suggests that our implementation might allow users to suggest a couple categories/hashtags to begin with to help create/type their own, or we could do some form of auto-complete to find relevant hashtags upon typing

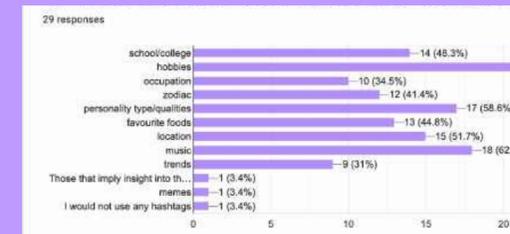
q2

### Can you describe the value of hashtags, if any?



q5

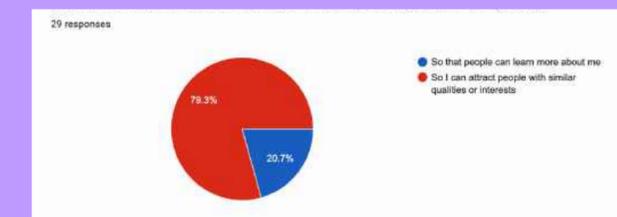
### What kinds of hashtags would you want to see on a dating app?



i.e. "hobbies" likely dominates because it is such a broad category, hobbies are especially relevant for determining compatibility, indicate the range of hashtags that would be relevant in the dating space

q3

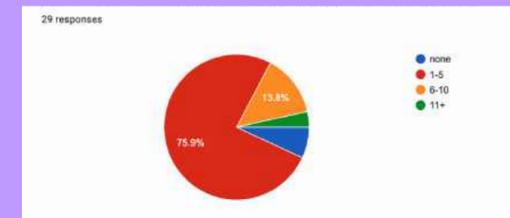
### What would be your primary reason for adding hashtags to your dating profile?



i.e. people aren't that interested in using hashtags to act as a bio or an icebreaker. instead, they're more interested in letting hashtags help them stand out to relevant people

q6

### How many hashtags would you add to your dating profile?

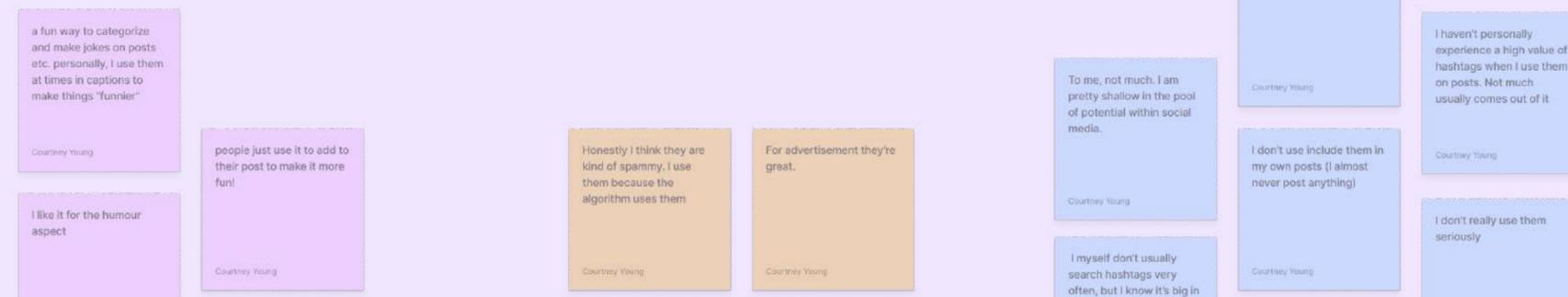
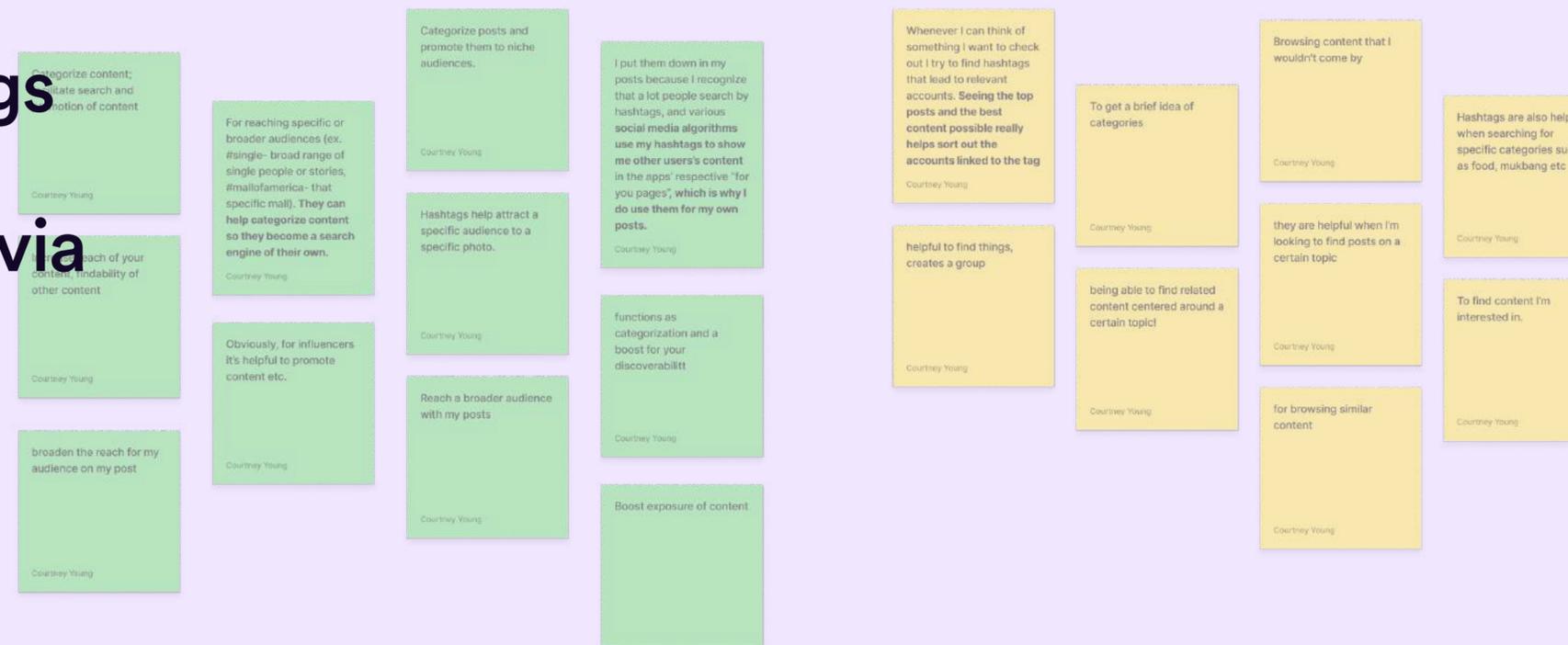


i.e. respondents are not interested in adding more than 5 hashtags to their profile. this indicates that encouraging users to create an extensive list of hashtags like Tantan does would not work in our favour

# step 2: define

I conducted thematic analysis on the findings from our behavioural & attitudinal research via affinity diagramming (thanks FigJam!)

I used these themes to inform our priorities for V1 of this feature



I generated acceptance criteria, as informed by the user research, and prioritized them based on their perceived reach, impact, confidence, and effort (RICE)

	must haves:	should haves:	could haves:
v1	<ul style="list-style-type: none"><li>• 1-5 tags visible from profile</li><li>• ability to select hashtags from a predefined list</li><li>• ability to type out -&gt; autocomplete to existing hashtags</li><li>• ability to type out -&gt; create new hashtags</li></ul>	<ul style="list-style-type: none"><li>• boost profiles that have hashtags that match your own</li><li>• hashtags are tappable -&gt; returns list of other profiles that also use the hashtag</li><li>• hashtags become a form of search engine -&gt; can browse hashtags to find relevant profiles</li></ul>	<ul style="list-style-type: none"><li>• illustrate compatibility between 2 profiles based on similar hashtags</li><li>• show videos from the profile that demonstrate the hashtag</li></ul>
v2	<ul style="list-style-type: none"><li>• boost profiles that have hashtags that match your own (increase findability)</li><li>• hashtags are tappable -&gt; returns list of other profiles that also use the hashtag</li><li>• hashtags become a form of search engine -&gt; can browse hashtags to find relevant profiles</li></ul>	<ul style="list-style-type: none"><li>• illustrate compatibility between 2 profiles based on similar hashtags</li><li>• show videos from the profile that demonstrate the hashtag</li></ul>	

## step 2: define (con't)

I presented requirements along with a unifying user story to the dev team at a technical review. we assessed the feature's feasibility and discussed the technical constraints we would have to work with

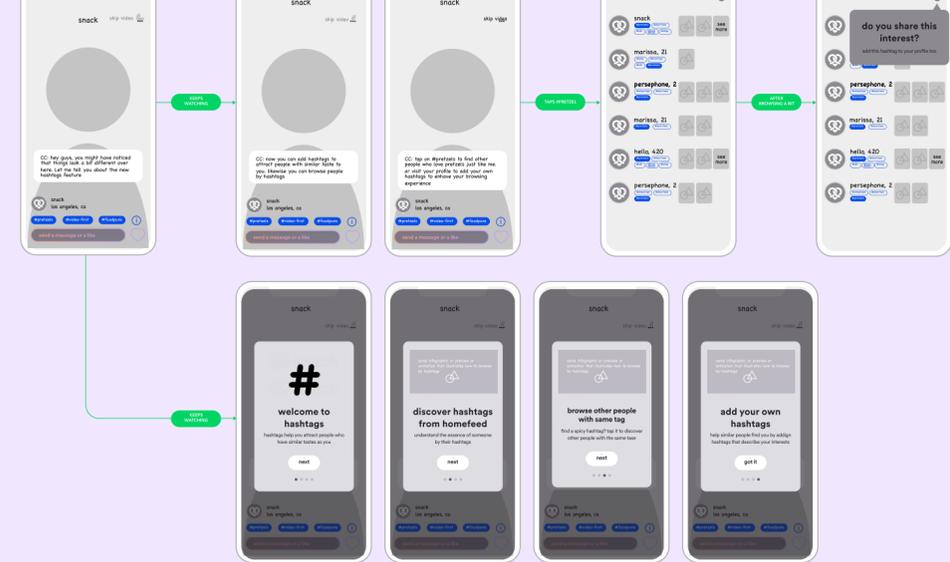
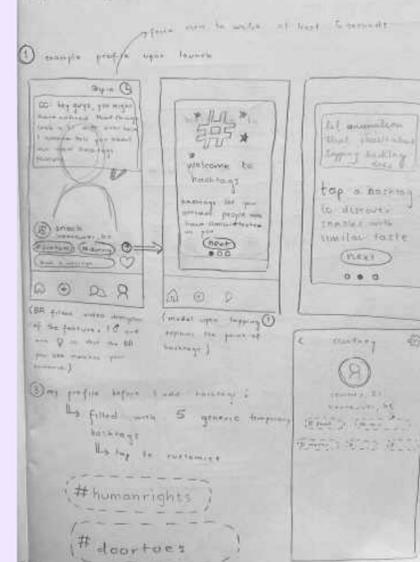
user story:

as a snack user, i want to add hashtags to my profile so that i can attract people that i can relate to

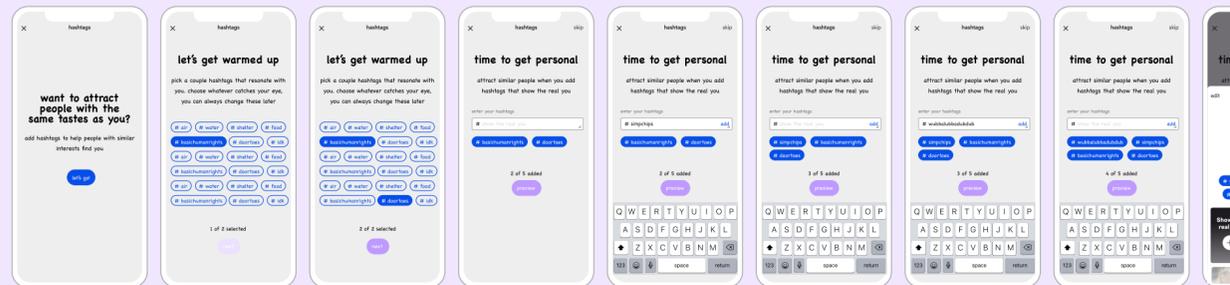
# step 3: develop

## sketching / lo-fi prototyping

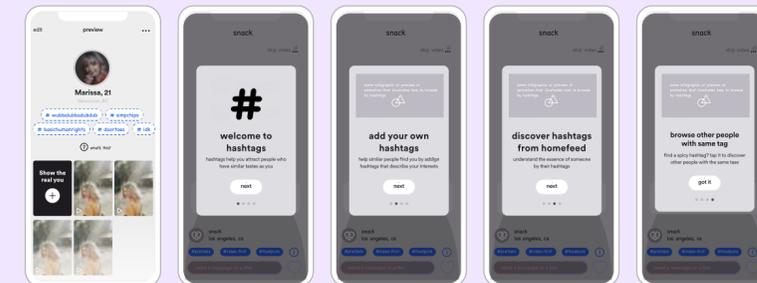
I identified the key touchpoints and generated task flows needed to achieve the main user goal.



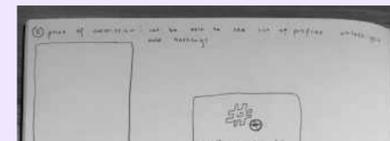
3. fullscreen modal takeover prompting users to add hashtags upon launch



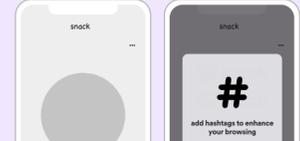
4. badge profile - empty/temporary/generic hashtags in place ready to be customized. tap ? to learn more



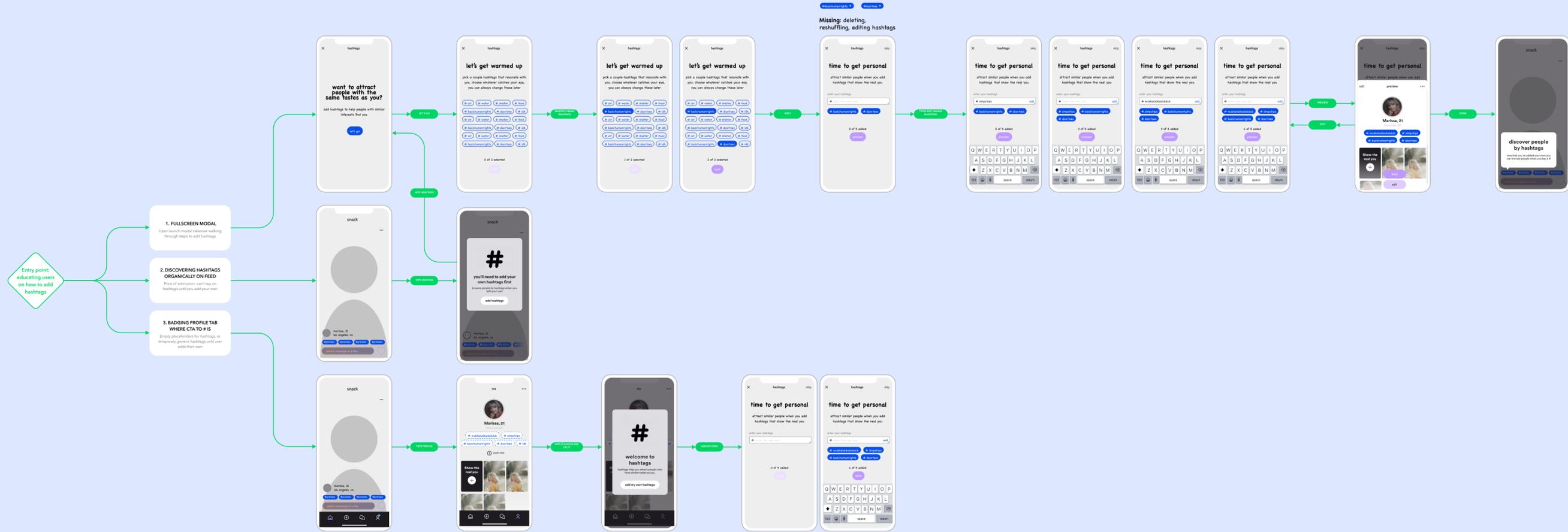
5. price of admission: can't tap on hashtag to see other profile until their add their own



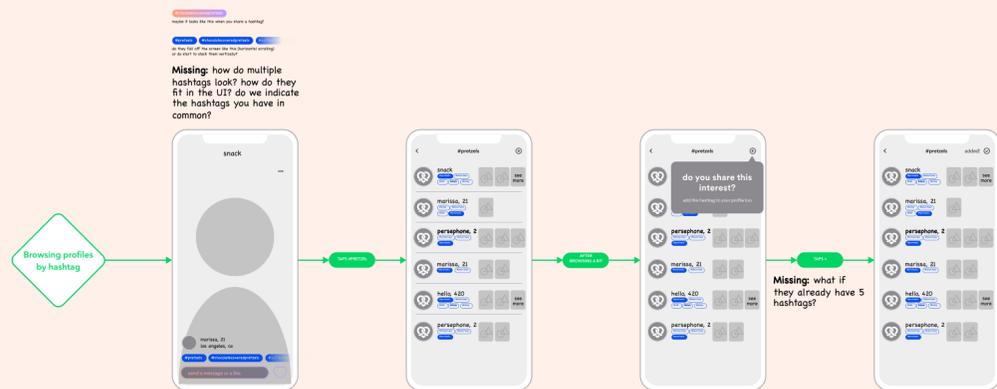
2. price of admission: blur hashtags until user adds their own



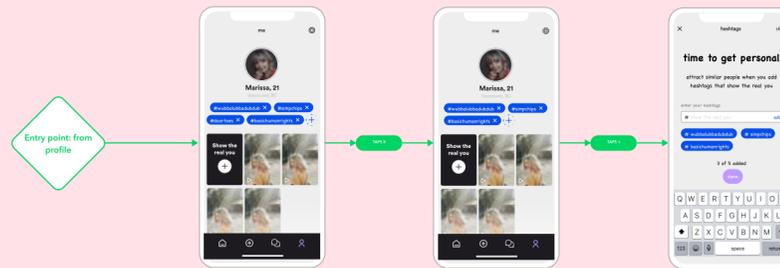
# STEP 1: educating users on how to add hashtags



# STEP 2: browsing profiles by hashtag



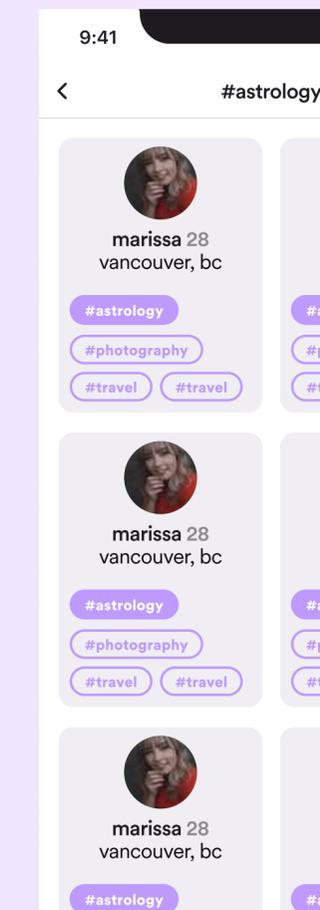
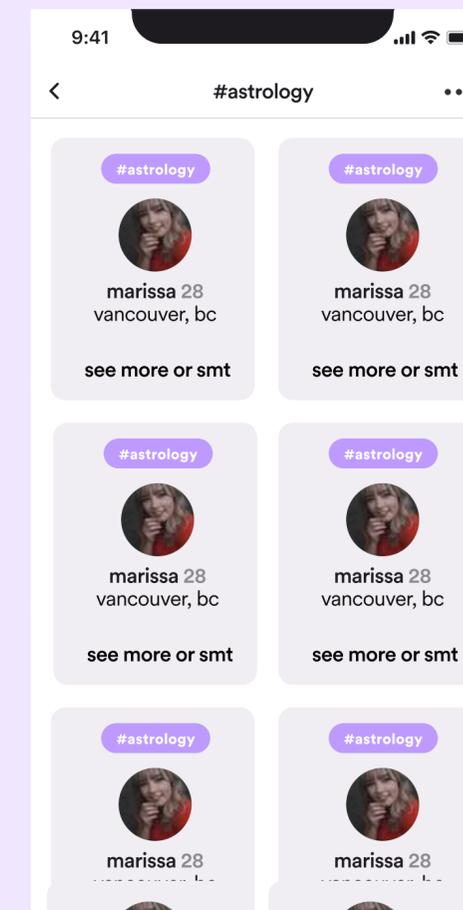
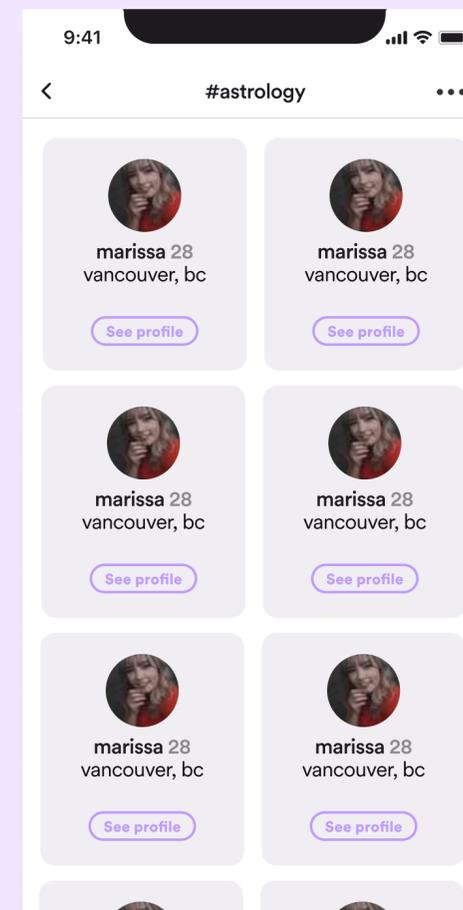
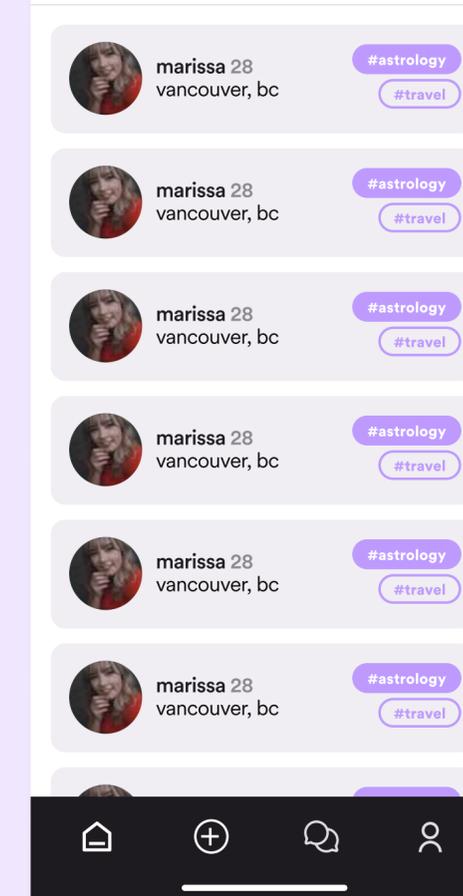
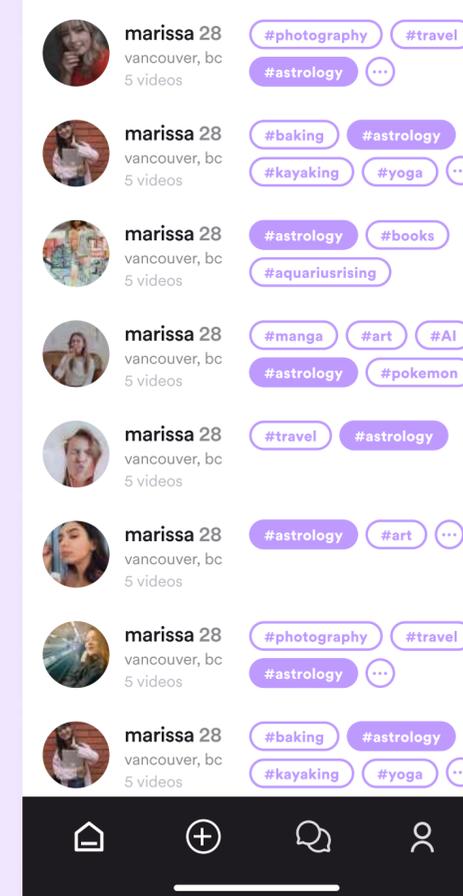
# STEP 3: editing your hashtags

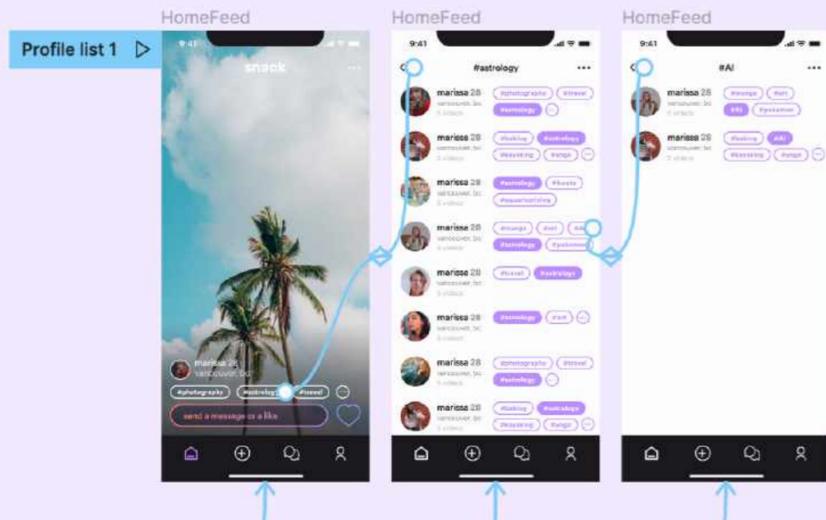
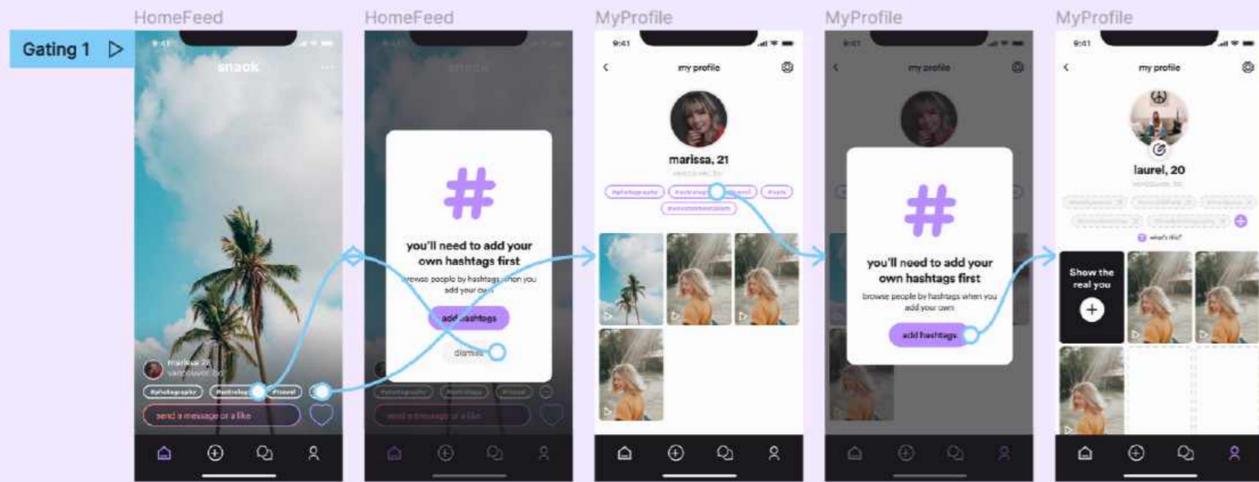


# step 3: develop (con't)

## med-fi prototyping

After generating loose task/user flows, I took a deep dive into the UI and designed alternatives for each of the key states and components.





## hi-fi prototyping

Finally, I created interactive prototypes which were shared with the team and stakeholders. I got feedback from these individuals, which informed my final edits

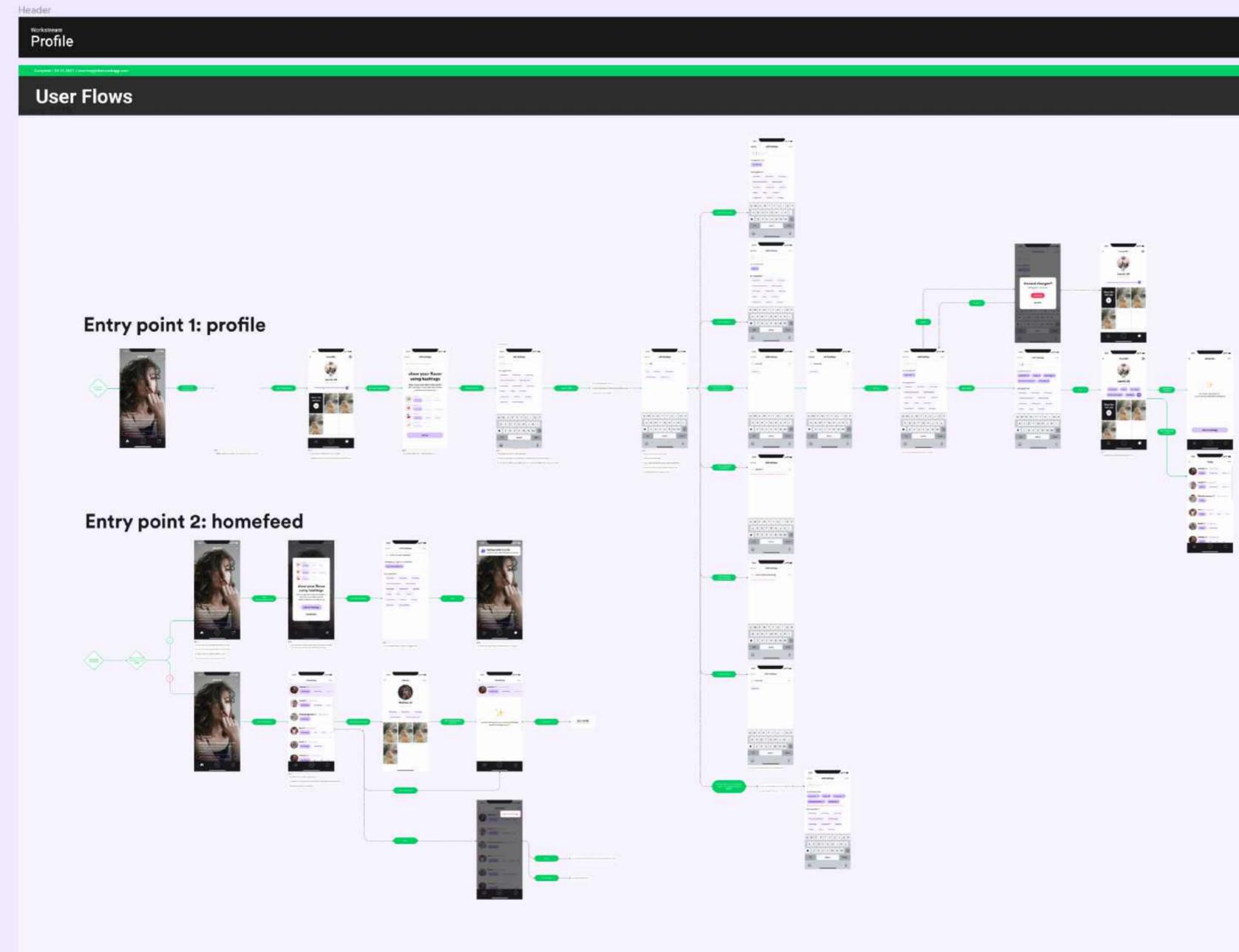
**step 3: develop (con't)**

# step 4: deliver

The final deliverable included

- *user flows*
- *documentation for core components*
- *interactive prototype*
- *job stories*
- *acceptance criteria*

I participated in rigorous QA with frontend developers leading up to the release of this feature



# reflection

## why did this process work well?

- dev team was looped in early and often, which paved the way for a smooth handoff
- roadmapping for future versions gave me a more holistic view of the feature which helped me anticipate how this feature might scale

## in what ways did this process not work?

- final research was done internally, users weren't able to report on the usability
- entered the process with some assumptions, which may have biased my exploration

**thank you!**

**Don't hesitate to reach out regarding any questions you might have.**

**I look forward to sharing with you more insight into how I made my design decisions. as well as sharing more details about this feature's success!**

**Cheers,  
Courtney**