

'How To Build A Dating App' Podcast – Episode 8 Transcription

- Kate: [00:09](#) Hello, and welcome to 'How To Build A Dating App'.
- Michael: [00:12](#) This podcast will chronicle our journey of building and launching a brand new dating app. Our aim for this podcast is to take you through the whole experience of what it takes to build a dating app from scratch. And not just any dating app, but one that we really hope can take on the big competitors in the market.
- Richard: [00:28](#) We're definitely going to be learning some lessons along the way, as this is the first app of this scale that any of us have been involved with. And none of us have worked in the dating industry, or are experts on dating.
- Kate: [00:37](#) So, to really help us delve into the current dating landscape and online dating trends, we're gonna be speaking with some of the leading dating industry experts, coaches, and app developers to share their insights on the industry.
- Michael: [00:50](#) Our interview with Hayley Quinn continues, now.
- Michael: [00:55](#) Hayley Quinn is a London-based dating expert and coach who has helped hundreds of thousands of men and women rethink their love lives. Hayley, thanks very much for being here today.
- Hayley: [01:04](#) Thank you very much for having me.
- Kate: [01:06](#) Do you think there's a gap in the current dating app market? For instance is there a niche that hasn't been addressed or ... I mean that's kind of endless ...
- Hayley: [01:15](#) Yeah, I think the potential niches are endless. I think we were cracking jokes earlier about silver foxes, glistening vixens, and bald men ... or bald women. So, I think that there's endless kind of gimmicky niches that we can find. But I think what would be cool is to do one that isn't sort of too aesthetically driven. Because, I think there's a general trend against that, and people getting tired.
- Hayley: [01:38](#) There's also, obviously, lots of little starter apps that are out there that try to look more qualitatively. So, you don't get to see a person's picture fully until you've answered a certain set of questions or things like that.
- Hayley: [01:52](#) However, I don't know how many of them are actually doing that really effectively. If we look at the big hitters of the dating market, they still really are very much swipecy-based apps and platforms that are largely aesthetically driven. And also, the

platforms that do well are often the platforms that have captured a lot of users early on. And there's obviously been some really interesting strategies to do that.

Hayley: [02:14](#) So, I think if we were looking to doing a new dating app, having a unique feature that obviously has a kind of a part of a matching algorithm that's unique is great. However, lots of apps have tried in different ways to explore ways do that, and lots of them haven't yet to be successful.

Hayley: [02:30](#) Alongside that, there also has be to clear brand differentiation. I think we were discussing earlier how I think Bumble did such a good job in many ways of overtaking Tinder. Platform pretty similar. There was the kind of almost a gimmick of women making the first move because many male users of Bumble will complain that women will just say, "Hi," and will make no effort whatsoever with the first message, thinking, "It is still the man's job to make an effort with me!" But what they did which was smart, is that very much their brand story was very timely. It was about women making the first move, women being empowered. Their branding, it's not that red, fiery ball, it's a little, cute, yellow bumblebee. It also sat on a press story of Whitney Wolfe splintering off from Tinder, and that kind of thing.

Hayley: [03:21](#) And they also did, much like many of the social media apps, and many of the dating apps, they did a campus by campus, city by city expansion. So, it was almost like capturing small pockets of users in a circle, they've also done that. So I see that as a really ... So I think alongside having a niche and trying to go some way to provide an app that's more ethical, that addresses the concerns that people often have with online dating, whether that's fake users or, "I get too many messages a day, it feels like a chore," or "No one gets back to my messages," or "I'm just not ... Everyone I meet with is perfectly nice, but I totally don't fancy them whatsoever." And recognising the extent that we can try to solve that problem whilst creating a really unique brand message and story.

Hayley: [04:13](#) And then looking at how you're going to attract that initial user base, because obviously if people join a platform, there's no one on it or there isn't enough options, that's the beginning of the end of a platform.

Kate: [04:26](#) Is there any dating app business model, even if it's not one of the big hitters, that you feel is the right way to go? You mentioned Hinge earlier, I think that, when we've been doing our research, that format seems to me like it's one we should go

down, as in like connections and friends. Because it inherits that first step, like you said, which even in traditional dating, of kind of meeting someone in your social circle, inherits a better relationship. Is there any model that you think, even if they're not well known?

- Hayley: [04:54](#) Yeah, so I think the two that we've ... couple that I've mentioned before. So, obviously, Hinge isn't the only one. Loads of dating apps connect a user Facebook, kind of API. So, they have a sense of meeting a friend of a friend. And obviously, there's may be a little privacy issue there, or some concerns for safety. And also there's the-
- Kate: [05:12](#) Hinge market that don't they, as a feature. Whereas maybe, like Tinder doesn't, even though we all know it connects your Facebook friends.
- Hayley: [05:17](#) Yeah, exactly.
- Hayley: [05:19](#) And then we also have many apps, as I said, Coffee Meets Bagel, is the obvious one, or, is it Once? They always just introduce a very small amount of people. And I think that limiting supply is ... you know, there's a balance there. I don't think anybody wants one match a day, just in case you really don't fancy your 365 of them. But I think there's a good balance to be struck, because I think a common complain is overwhelm. So I think a limited selection, but not so limiting that you're just, you know, desperate to get to the next day. Also doing things like, when you have matched with someone, prompting people to follow up on that connection and addressing that need, because we know people match with far more people than they then go on to actually follow up with.
- Hayley: [06:05](#) And, when it comes to kind of other users and features, I think anything that removes a degree of separation, and I think this is probably why some niche dating apps have worked, is it ... I can't remember. The muddy ... there's a mud one.
- Michael: [06:20](#) Oh, for farmers. Or, for countryside people-
- Hayley: [06:23](#) Side people. Yeah, Muddy Matches or something like that-
- Michael: [06:26](#) Something like that, yeah.
- Hayley: [06:29](#) Something like that. I can't remember. But I think that's good because again, there's a sense of community, that even though it's not direct, like Hinge, which is actually leveraging Facebook

friends and connections, it's so niche, it's speaking to a particular kind of person. So I think all the inner circle, where you have to be invited in by somebody, you know. All of these things are doing the same thing. They're saying this isn't actually this kind of anonymized thing.

Hayley: [06:49](#) This is actually something where you can meet people that are closer to you. And I think making that user experience whilst they're actually in the app, really pleasurable and enjoyable. And I think it's kind of an interesting thing to think about, how we spend so much time on social media, and that seems to be endlessly enjoyable, if not also deeply traumatising, you know, and like make you comparison analysis all the time. I think finding a way to incorporate some of those things that keep people really engaged and on the platform.

Michael: [07:18](#) That's a good case for looking at making it a dating/social kind of hybrid, is bringing elements of social media, which people are using every day, into their kind of dating app experience.

Michael: [07:29](#) One thing I wanted to ask you is, so, we mentioned briefly Facebook, and sort of the pros and cons of allowing people to connect their Facebook to it, or sign in with their Facebook. What do you think the pros and cons of that are?

Hayley: [07:40](#) I think pros are obviously, speed. The amount of times I've clicked through saying, "Do you wanna sign in using Facebook?" And be like, "Yeah, I'm in a rush, here we go." I haven't really thought about the applications for data. So speed, you have uptake, also, ability to establish, you know, using all that wealth of information that Facebook holds on us, but actually for the purpose of matchmaking good. Problems though, with privacy and security. And also, what is happening, you know, to your data. Also, I've heard Facebook APIs are actually the easiest ... a really liable area for hacking.

Hayley: [08:12](#) As well as stealing data, so I think it makes the actual app within itself more vulnerable, to have things taken from it. And I also think, we have to think about the lifetime of Facebook. Because I think Facebook's user base is shift ... from what I understand, Facebook's user base is shifted a lot. You know, and I think that no longer is ... I mean, I use Facebook when I was at university and that was it. We didn't have anything else. And now, I think younger people are on Instagram, they're on Snap, you know, probably on infinitesimal other social medias that I'm just simply too old to know about. And then with Facebook, I think that generally, it has people that are more mature on it. And

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also, the people that I think are the biggest users of Facebook, now, I think they're women, and I think they're over 40.

- Hayley: [08:58](#) So, does that represent your client base and what is the future of Facebook? And I mean, I have no idea, but, and I know they're almighty, all powerful company, and please don't strike me down, Mark Zuckerberg, but ... I think the fact they've gone Facebook dating and they're also doing Facebook marketplace, and it's very diffuse and very confusing, you know, their app platform. But I'm wondering if these are all strategies to grow, or if it's about retaining users for them-
- Kate: [09:23](#) They can't bring younger people back on it, it seems to be honest. But, I don't know if this is the biggest problem for Facebook, but like, aesthetically, Facebook looks awful, I think-
- Hayley: [09:33](#) Yeah, I think so too.
- Kate: [09:34](#) Like, and young people ... And it seems so simple, but they're drawn to things that have really slick design and are easy to use and Facebook just isn't that anymore. And that, I think, is when the massive barrier is for it, for people to switch back on to using it. But, yeah, I read a stat the other day about how this year is gonna be the year that we actually have a massive majority of 55s and over on Facebook-
- Hayley: [09:56](#) Right.
- Kate: [09:56](#) So it's like switching over right this year where they can safely say, "Okay, the majority of our users are now over 55-"
- Hayley: [10:01](#) Your mum ... Yeah. Your mum.
- Kate: [10:03](#) My mum. Yeah.
- Hayley: [10:07](#) I mean, also with ... when you're thinking about Facebook users and who's going onto that, part of that, you might be potentially tying the outcome of your dating app to the outcome of something like a much bigger group, like Facebook. And even in my own little mini world of dating coaching, we used to have, obviously, forums and pages where people who are my members could ask me questions when they subscribed to my site. And, you know, we are now consciously swapping over from using Facebook groups to WhatsApp threads.
- Hayley: [10:35](#) Just because we find that for engagement, for immediacy, for simplicity, people just are kind of ... core issue that we faced is

people just not logging on to Facebook enough, or not checking that little group that's hidden a sidebar, whilst people will be checking and engaging with WhatsApp. So I think it's about being really canny in terms of what platforms you're integrating with, and as you said, noticing that trend for younger generations towards wanting something that's really simple to utilise.

Michael: [11:02](#) We noticed, too, sort of potential issues with Facebook, when we were researching this. I think during the whole Cambridge Analytica thing, a lot of people just deleted their Facebook accounts. But because it was tied to their dating app, they lost a lot of conversations and lost a lot of matches, so I guess your resting a lot of your success on, like you said, like an outside company, bigger company that could close, or could cause issues that you can't help.

Hayley: [11:29](#) Right.

Michael: [11:29](#) And the other one was ... We did sort of a little bit of testing, and one particular app that kind of pulled through your Facebook interests and things, actually like, one of the guys that we spoke to, it pulled through things that obviously he'd liked over the 10 years of him being on Facebook. So it was like, homeless people fighting, or like, extreme street fights, and things that you wouldn't necessarily want representing your personality on your dating profile-

Hayley: [11:55](#) Wow.

Michael: [11:57](#) So that, I guess, is not necessarily things that we think about when it just seems easy to ... it seems like a no brainer to have a quick sign in with Facebook or something.

Kate: [12:05](#) It shaves off a lot of time, and they have the security pieces in place. Then that's one of the biggest issues, it's like, you wanna like stuff over time on Facebook to get a 10% off or whatever, and it's like this random, it's like your local pharmacy. And then that represents a part of your interests and likes, it just doesn't make sense.

Hayley: [12:23](#) Right, and also, then you can only be introduced to people, or you only see Newsfeed stories, which are already relevant to you, so and that's all that, the rise of fake news, or only being represented viewpoints that are very, very similar to yours And in fact, that tunnel vision, or I think, what'd be great is moving away from that idea of looking for a perfect match, or I want

someone ... I always worry, for instance, when someone comes to me, and they're like, "Oh, I really want someone who ..." and then the list begins. And you start to think, "Oh, you're not really looking for a compromise, or a relationship, right? You're actually looking for some sort of perfect cyborg, you know, other version of yourself." And I think actually, sometimes the best matches, or people that get on really well, they don't have some key things in common, whether it's like, you don't like sci-fi movies and they do, or, you know, one of you is Brexit, one of you's remain.

- Hayley: [13:14](#) People are in relationships across these divides all the time. It may not be the super most optimum relationship, but then if you had absolutely everything in common, would there be that spark? Or that connection?
- Hayley: [13:26](#) And so I think, getting us out of a tunnel vision is one of the good things that dating apps have really brought to us, that randomization and ability to meet people across, you know, social bonds. So it would be quite good, I think, not to lose that, all just to see more of what we've already seen.
- Michael: [13:41](#) What do you think about the whole "opposites attract" adage from the old days? We were talking about this in the office yesterday, about whether it's a thing, or whether it's just a myth. Have you found that in your work, that kind of opposites do succeed better in the early stages than ...
- Hayley: [13:58](#) I think, interestingly, they say that often people will date people that have a very different genetic background to them, 'cause they, you know, I think you look, apart from the fact ... Side note: Disappointingly I did '23 and Me' and discovered myself to be entirely English.
- Kate: [14:13](#) That's why I'm scared to do it-
- Hayley: [14:13](#) I know.
- Kate: [14:13](#) I know I'm gonna be like, 50% Irish, but it's like ...
- Hayley: [14:14](#) I know, and you're like, "Oh, god-"
- Kate: [14:14](#) Boring.
- Hayley: [14:14](#) But allegedly, though, this never occurred to any of my ancestors throughout 40,000 years. Apparently if you meet someone who like, smells a bit different and a little exotic and

nice, because they've got a different immune system, you should be creating stronger and healthier babies. So that's why they say opposites attract. But also, weirdly, in terms of attraction, people are often very attracted to people who look very similar to them, as well, or similar to close family members, not to get too weird for everyone.

Michael: [14:42](#) Yeah, I've heard that. That essentially, you marry your mum, or you marry your dad.

Hayley: [14:46](#) Yeah, so you look for similar characteristics. And also, that can be, I think, socio-economic background, family values, that kind of thing. Like a weird division I've noticed with my own life is, my family always went in big, for stuff like, you know, birthdays, any celebrate ... Easter, Valentine's. My mum would always post me a Valentine's Day card, it was really depressing by the end. But not all families, you know, see celebrations as such an important thing, so it's all these little ways that we're brought up, and also just on a physical level, we're supposed to like people, and sometimes you do see that, you see couples who look really, really, really similar. They look like little man and woman, or man, man, or woman, woman versions of one another.

Hayley: [15:30](#) So I think attraction can be familiarity, and also familiarity builds attraction, so, if you see someone every day, whether that's the person that serves you coffee in the morning at your coffee shop, or the person at dance class, or who sits opposite you on the tube, you might start to wonder about them. So I think it's a funny cross of you want enough that you feel that you have a little sparky conversation or, you know, that the other person is distinguishable enough that you can kind of enjoy and learn something from them. But I actually think for a long time, relationships, it's ... again, by no means means that relationships that don't have these things are completely impossible and unworkable, but obviously, a lot of the time, you do see people, shared friends, shared family background, shared similar values. All of those things add up, I think sometimes make things a bit easier and make for a more sort of stable and maybe somewhat less dramatic and easier version of forming a relationship.

Michael: [16:27](#) When we were talking about this yesterday, it kind of made me think about my life, and me, and my brother, and my sister, all of our partners, like my wife, she's an extrovert. I'm probably more of an introvert. And actually, it's the same in all of the other couples in our family. It's one of each. So maybe there's

something to that, that these opposite personality types do kind of work well together.

Hayley: [16:50](#) Yeah. And I think even we can talk about that, and I know you're thinking with dating apps, as well, could they, as Bumble has done, and a bunch of other people, are they gonna evolve into forms of that, for friendship, or business networking. We can see that personalities can be really complimentary in other ways as well. I remember talking to you guys over the lunch break about how I'm a real, like, doer. Like, I love to get stuff done. But sometimes that means I get stuff done but it's kind of like an 80% job. So I pair up really nicely with someone who's more perfectionist and more methodical.

Hayley: [17:20](#) And I think that can happen in our personal relationships, as well. You know, maybe someone is a bit more hardheaded and you want someone who's a more feeling person to soften that person up. So I think that's also a nice perspective to come from, where, instead of looking for someone who's like, the perfect match, or agrees with you on everything, that's almost unnatural, and I don't even know if it would be fun.

Hayley: [17:42](#) I think some compromise and some disagreement, as long as it's taken in a lighthearted way, is not a bad thing. And actually for us to value all of those parts that make people complimentary, and that has really wide reaching ways that you could think about that. So it could be, "Well, you know, my career is really important." This could be a woman. "My career is really important to me. I spend a lot of time doing it. I really actually would like a man or another woman who's really supportive, and who's maybe okay to kind of ... who isn't quite so like, aggressively career focused as I am, and finds value in other ways". And no longer seeing that as like, lesser than, or not as good, because I think that's the whole point, isn't it, of pairing up, or more, with people. It's that you're supposed to find relationships that are complimentary. And it doesn't mean just because somebody's good at something and someone's good at someone else, or, it doesn't mean extrovert is better than introvert. Or the super bread winner is better than supporter. It just means difference, and I think celebrating those differences and finding ways to work together and compromise are really good roots for any relationship.

Kate: [18:49](#) Yeah. It's like seeing those opposite, or what you deem as like an opposite attribute, as like, can you get value from it?

Hayley: [18:56](#) Yeah.

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- Kate: [18:56](#) I know, like, my partner's like, really different. Not super different, but some new interests that I've not come across, I never have been passionate about. But I'm learning a lot from that, and I imagine he's learning maybe from me, and that's what's working. But it can go one or the other way. It's hard to say, 'cause I look at my parents, I mean, they're actually not together now, so it doesn't really matter. But they were very much opposite, you know, and like, you never would've put them together, probably, but they did work for as long as they did.
- Michael: [19:23](#) Yeah.
- Kate: [19:24](#) So yeah, it's a tricky one. But, yeah, maybe it's a bit old fashioned to say it.
- Hayley: [19:30](#) Do you think being best friends is the secret? For long time happiness.
- Kate: [19:33](#) Well my sister got married two years ago, and when they had their first baby, like whatever, just after that, when ... Anna was very young. And she was up at night, crying or whatever, and Claire said she had a ... two weeks in, she was like, "I just had one night where I was like, I can't take this," and was really crying and just like finding the non sleep difficult, and she turned to her partner, and they both said to each other, almost at the same time, "Aren't we so lucky we're best friends." 'Cause you can only do this with your best friend, not even your partner.
- Michael: [20:06](#) Yeah.
- Kate: [20:06](#) I mean, Michael, you have children. I don't know if you?
- Michael: [20:09](#) Yeah, it's a test.
- Kate: [20:11](#) Like that was really interesting test, yeah.
- Michael: [20:11](#) Yeah, it definitely is a test, because you ... So we've got a 17-month-old-
- Hayley: [20:15](#) Wow.
- Michael: [20:16](#) So it's kind of getting past the hard stage, or I think, I guess, terrible twos is coming, so that's the next hard stage. Yeah, he's a real terror, and I don't know how ... I know that people make it work, but when they have a kid very early on the relationship,

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yeah, and they don't know each other that well, and it's a real test, 'cause you're tired and you're stressed and you've gotta try and do sort of do normal life as well as deal with feeding a baby and so ... Yeah, you do ... And if you're not best friends, you know, that's gonna force you to become it, because ... or the opposite, I guess-

- Laura: [20:47](#) You get to know everything.
- Michael: [20:49](#) You just, yeah, you know everything, like if you can go through-
- Kate: [20:51](#) Yeah, your bad side, your good side.
- Michael: [20:51](#) Yeah.
- Hayley: [20:51](#) It sounds like a business accelerator programme-
- Michael: [20:53](#) Yeah.
- Hayley: [20:54](#) I was like, "By the end of this, guys, you are gonna be best friends."
- Kate: [20:56](#) Here's a baby.
- Michael: [20:57](#) It's like a team building exercise. But yeah, I guess some couples don't survive that, and that first kind of year is a real challenge that you can't really prepare for, so ... yeah, it's interesting. There's definitely something to even being friends before or kind of getting to be friends as well as like an in a relationship quite quickly. Which is I guess why sometimes people get together years after they've met and years after they've become friends.
- Hayley: [21:24](#) Yeah. Again, that's pretty anti the spark, isn't it?
- Michael: [21:27](#) Yeah, exactly, yeah-
- Hayley: [21:28](#) It's the direct opposite of the spark, can often work out really, really well. Both of my parents are best mates. Sickeningly so, best mates, still. So I think, again, I love that conversation, and maybe that's an interesting thing to think about for any future dating app development, we can look and we know in a very like, there must be a stat on this somewhere, but we're just sharing and relating kind of common knowledge stuff about relationship, right, which is you kind of need to be best friends, 'cause it's not gonna be easy and you're gonna have to pull through some difficult times together. And I think it's about how

can we equate that, or what does best friendship, or what do those values mean, and how can we kind of try and introduce people to one another through a service like a dating app, that mirrors that?

Michael: [22:12](#) And because I think even, not even just having a baby, just being in a relationship is quite a challenging time where you need to work together.

Hayley: [22:20](#) Yeah, you're preaching to the converted, here! That's why I'm like, I literally, I just scratch my head over people saying, "Oh, but what if he doesn't want commitment?" I'm like, "Wow." You know, like, it's quite a thing to sign up for it, you know, so I think it's such an important thing to not, again, if you're entering dating, you're single, it's like to not chase that as some kind of ideal, you know, we'll evolve with people if they're the right kind of people for you. But it's not this idealised state, where, you know, you're somehow superior to all single people. In fact, it can be really a lot of hard work. And you have a whole other person's feelings and family and friends and pets to take into consideration, all of a sudden. And even that is quite a shock.

Laura: [23:01](#) So, what marketing strategies did you use to attract to your initial client base?

Hayley: [23:06](#) I love when you say "marketing strategy," 'cause it makes me sound like I really had a good plan here. I think I definitely now have a marketing strategy but didn't have one that wasn't so well thought out at the time. So when it came to my initial client base, I think there was a couple of things that really helped my business to get off the ground. This is a totally bizarre metaphor, but I think, 'cause there's such a volume of people wanting to enter into ... especially the dating coaching market, very low barriers to entry, seems easy to set up, but is actually really hard, I think, to establish a foothold. And I think one of my ways that I did that was I was always very good at producing content very quickly. So I could just churn out YouTube videos and blogs and articles for other people, which then, again, started to attract customers to my business. Because I was a good sort of content creator, any other companies that I'd work with would often help me out to sort of bigger news outlets to create some piece for them. So I think that really helpful.

Hayley: [24:04](#) I obviously initially started out just working in men's dating, so I was doing that classic thing that we discussed on the lunch break, actually, of how bizarrely dating coaches only usually work with one sex or the other, and oftentimes, it's the opposite sex that you work with. And I think, based on, there

was actually a woman called Kezia Noble who's still very much out there, a big player in the men's dating coaching market. Because she was so sort of men's dating and had kind of a sexy image, I just knew that I didn't wanna go down that route. So that's why I started to do things that would very, obviously, non sexualized me. You know, I just would decide to wear no makeup to any things and just, I wanted to present myself also very much as a, you know, a coach within my own right, not just a woman talking about women, you know, and acting as official spokesperson for all double X chromosome bearers. So I did that.

Kate: [24:58](#) I also did lots and lots of grass root ... I still do a lot of grass roots stuff, but I did tonnes back in the day. Now, at least, I'm at the position where I get to be somewhat discerning about where I speak. And you know, since my TedTalk did really well, I'm finally actually kind of doing well as a speaker, but that all started out with me doing free talks, often hosted with Meetup groups, like Meetup was really helpful, though their kind of platforms kind of ... really at an end. At the time that I was going, again, it was in its hay day, and because of that, there'd be lots of small sort of men's dating advice groups, and I'd go down to Pret in Covent Garden, or sometimes even literally there's an alleyway that we used to give our talks in. And I'd do these grass roots talks.

Hayley: [25:45](#) Also, another funny thing about the men's dating or pick up artist world, is there's this kind of almost social code that says, "If you are in a foreign city, the resident pick up artist of that city shall welcome thee, and you know, host you, and will give you somewhere to stay." So often I would literally be in Amsterdam, or Belgrade, or one of these other cities, I'd gone over there, would probably have scraped a couple of coaching clients together and might've helped the local pick up artist run their sort of dating bootcamp, would've given them a talk in return for bed, and, you know, food.

Michael: [26:21](#) Wow, it's like a club. Like a secret club.

Hayley: [26:24](#) It is, and you know what, even to this day, one of the famous pick up artists, Mystery, who is famous from the book, The Game. His girlfriend was visiting London last week and lo and behold, I took her out for two nights because I still abide to this bizarre, nomadic code of the industry.

Hayley: [26:40](#) But that was really ... it was through that kind of cross-pollination and being able to kind of move around quite freely, because my costs were really low, it was ... Being a woman was

undoubtedly really helpful. I know that's not the coolest business move I've ever made, it was just how I was born, but it would actually, I think, it'd been far harder for me to get to where I am if I had been a guy, because there's so many more men that are entering that market space. And then choosing a kind of a slightly different angle and approach to the other women, who were very few, that were in the market, then was a lot easier for me, and it was much easier for me to kind of have a more original voice, and then I could back that up with being a natural at kind of public speaking and content production.

Kate: [27:24](#) You've mentioned before that you advise a pattern break when using dating apps. Can you explain what this means, and have your clients found it successful?

Hayley: [27:32](#) Totally, like, pattern break ... definitely something I've stolen from the pick up artist world and dragged into the mainstream, for men and women to use. So a pattern break is this idea that, I think lots of people are more compatible than they think they are, however we can come to kind of a wrong assessment of someone's compatibility with us, because, you know, imagine, for instance, that you just finished working, you're at a networking event. You're bored, you're tired. Someone walks up to you and they're quite attractive but they just say, "Oh, you know, so who are you here representing? How long have you worked ..." And you have a short, small talk conversation. That conversation is so generic, it doesn't give you the opportunity to discover if that person could be compatible with you or not.

Hayley: [28:18](#) So I like to get ... I also think for the five percenters of the world out there, who are very proficient daters, they can often be quite good at presenting an image of themselves on the first few dates. And I think what's great is to get people off script, and to say something a little bit unexpected. Because it prompts a response that's more original, more unique, therefore hopefully getting a better, more authentic view of their character, having a more entertaining conversation, and, you know, all to throw another pseudoscience in there, an LP. Your linguistic programming would say, often our first interaction with a person, in terms of our body language and the speech patterns and styles we use, can really set up for the future social relationship that is to follow, so, if you begin in a very distant, formal, you know, small talk-y way, you might maintain to have a distant, formal relationship. If you start informal and playful, then that can actually work quite well.

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- Hayley: [29:12](#) So I remember you saying the example of your friend who did what, he was like, "Would you rather have the legs of a-
- Michael: [29:18](#) Legs of a horse or the head of a giraffe ... or something.
- Hayley: [29:19](#) Yeah.
- Michael: [29:20](#) It just, it gets more random-
- Hayley: [29:21](#) As it goes on.
- Michael: [29:22](#) Yeah.
- Hayley: [29:22](#) But you know, that would technically be a pattern break because, first of all, that question is totally unexpected. It's not logical. And it provides the person, if they choose to participate, to think more creatively about what their response might be.
- Kate: [29:37](#) Makes sense.
- Michael: [29:38](#) So if we were to successfully build a dating app, what tactics and channels would you recommend for us to reach potential users? And is there any features that you think a good dating app should include, such as hints and prompts for conversation, icebreakers, or games?
- Hayley: [29:58](#) I think when it comes to successfully building a dating app, I mean, as far as I can tell, I think that doing something in a more geographic way actually makes a lot of sense. At the beginning is gonna be really challenging. Working, I think, in communities, whether that was the pick up artist community, or the community of London, or the community of the University of London, it's probably a lot more achievable. So you're kind of chunking it down and reaching a very specific user base. Because I think then that allows you to do on the ground kind of events and publicity.
- Hayley: [30:34](#) I also think then you can capture an initial wave of users, and even though you might not have the largest amount of users, you're probably gonna have users that are highly compatible, or like, more similar, so that will indeed have its own benefit. And sometimes I've seen with these apps, they've done it in several cities, simultaneously, so the inner circle, you know, I think it actually was Amsterdam. They had Amsterdam, London, Paris, you know, and then gradually that network grew out, and as we all became even more exclusive and cool, and started jetting

around, then that also led to extra levels of connectivity between the cities.

- Hayley: [31:06](#) So I'd definitely go for a small kind of clique or user based to begin with and doing on the ground activities. I also think, in terms of additional features, it's a tough one, because I think sometimes simple works. Tinder is really simple. You can definitely say that. And I think sometimes we can look at something that's got too many, or what feels like a lot of additional features, like Facebook, and there becomes a point where it feels no longer purposeful. I do think people like a sense of progress, though, so if I was running a ... When I do run courses, we have a sense of okay, this is the foundation level, and then this is the intermediate, and this is advanced. And you're working your way through this course programme and you have a sense of achievement because you see that not all the map is revealed straight away, you know, you get more and more access as you go on.
- Hayley: [31:57](#) So I think that could be a really interesting way, whether it's filling out, you know, personality questionnaires or quizzes which make your profile more and more complete, and you get access to more and more users, or something like that. I could see that anything that's related to attainment and progress is a very, very good motivator, and with motivation, I think being a key factor in why people drop off dating sites and dating apps, I think that could be a really cool one to address.
- Michael: [32:23](#) Give people a reason to put more effort in , add more to their profile or ... Yeah. More engagement, I guess.
- Hayley: [32:30](#) Yeah.
- Michael: [32:31](#) Great. So thanks for coming in, Hayley, and talking to us today. How can people find you online?
- Hayley: [32:36](#) First I want to say I've had a really, really good time. Thank you very much, everyone.
- Michael: [32:39](#) Great.
- Hayley: [32:40](#) If you're an avid social media user, you can find me @hayleyquinnx. Also shout out to @hayleyquinn on Instagram. Please relinquish that user handle. You can find me at hayleyquinn.com. I've got a site there for men and women. And if you head over to our coaching session, you can hop onto a free consultation call with one of my team.

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Michael: [33:01](#) Great. Thanks very much.

Kate: [33:02](#) Thank you.

Hayley: [33:02](#) Thank you.

Speaker 6: [33:04](#) Stay connected.

Michael: [33:06](#) If you want to get in touch with any questions or feedback, you can find us on Facebook, Twitter, Instagram, and SoundCloud. Just search for 'How To Build a Dating App Podcast'. Thank you for listening.