headspin | tinder™

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MARIA ZHANG
CTO, Tinder

THE RESULTS

30% faster development cycles

HeadSpin lets Tinder's engineering team to find and resolve bugs and issues quickly and efficiently

5x smaller data requirement

HeadSpin allowed Tinder engineers to find and resolve an issue that caused their app to use large amounts of data unnecessarily

Better global user experience

Insights provided by HeadSpin let Tinder engineers improve user experience in key markets around the world

Tinder is the world's leading social app for meeting new people. With its global reach, people in 196 countries around the world are swiping right to connect with others, making Tinder a top 10 lifestyle app available in more than 48 languages.

THE CHALLENGE

Tinder's CTO, Maria Zhang, and her engineering team encountered several challenges to trying to provide a consistent user experience in markets around the world.

- **Not enough actionable data.**
  Tinder's testing platform relied on virtualized tests that didn't provide critical insights. "We would hear anecdotes or read customer complaints," says Maria, "but we really didn't have quantified data to know exactly what was causing these issues."

- **Caught in an unending cycle.**
  Each new release of Tinder's app contained a new set of problems and issues. "We'd have to try to re-pro, and fix it, and release the next version," says Maria. "Meanwhile, weeks have gone by, and who knows how many users have had a negative experience." Tinder engineers needed to be able to catch performance issues more quickly and efficiently.

- **Not all markets or devices are the same.**
  Cellular infrastructure, network service, and types of devices vary greatly from market to market. These differences made it difficult for Tinder's engineers to provide the same user experience and features to users in different parts of the world.

THE SOLUTION

HeadSpin provides Maria's team with an innovative testing platform that lets Tinder engineers improve user experience around the world.

Less latency. More agility.

HeadSpin has allowed Maria's team to accelerate Tinder's development cycles. "We can fix bugs faster, because we can discover them faster," says Maria. "I can trace on a specific device, on a specific network anywhere in the world — versus trying to email back and forth or get on the phone with the customer. It really shortened the cycle of discovering and addressing these issues."

Test on real networks, using real devices.

HeadSpin provides Maria's team with quantifiable data about real-world performance. "Your software is running on actual devices on the actual network that your customer is going to experience. HeadSpin really helped us to understand the real customer experience." With thousands of devices connected to networks in 100+ global locations, HeadSpin allows Maria to test Tinder's app performance anywhere in the world.

Better understand performance issues.

HeadSpin provides Maria with concrete data about specific problems — both pre- and post-release. This insight makes it easier for Tinder engineers to understand and prioritize problems. "There are a couple of moments where we realized, oh, wow, this issue is much bigger than we realized, it's actually impacting more users than we thought. That kind of insight helps us prioritize issues — so we could deliver a better user experience."

"It really just brings in this level of pre-release visibility that we didn't have before," says Maria. "HeadSpin helps us to be more confident when we put out a new release, that our users aren't going to be negatively impacted. And this level of confidence is translating to a higher level of agility."

ABOUT TINDER

Top grossing iOS app in the world (August 2017)
2017 Revenue: $309 million (Match Group Inc.)
Users: 50M globally (according to App Annie)
Available in: 196 countries

CATEGORY

Lifestyle mobile application

ABOUT HEADSPIN

HeadSpin empowers app teams to assure optimal digital experiences throughout the development lifecycle with unprecedented visibility into mobile, web, audio, and video quality and performance.

FIND OUT MORE

www.headspin.io

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info@headspin.io

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