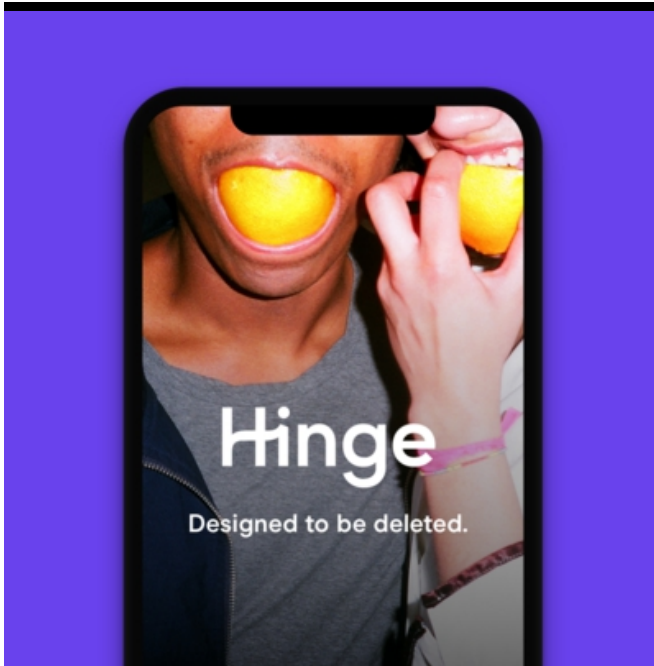


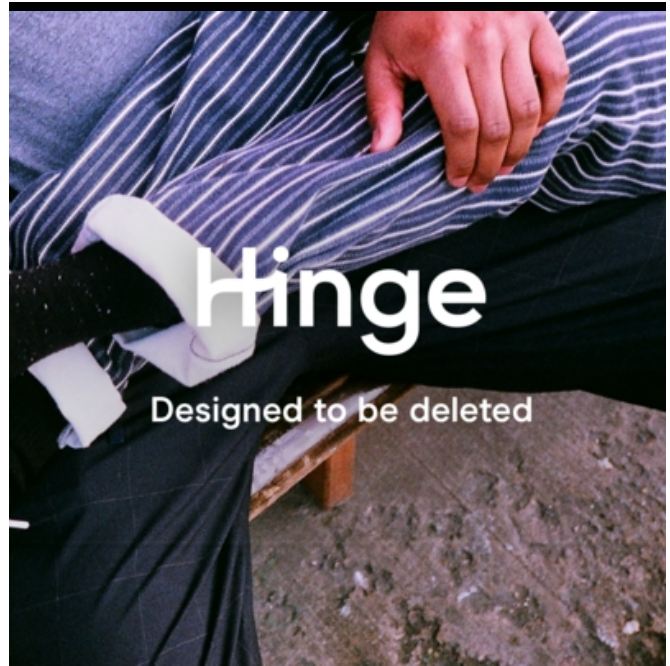
DATING APP HINGE WANTS TO BE LESS ADDICTIVE

By Holly Friend and Margaux Hendriksen

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Hinge app



Hinge Application

Global – Running with the tagline 'Designed to be deleted', the app has rebranded to make its interface less addictive.

Hinge, which launched in 2012 as a 'relationship-focused app', has unveiled a new look that will be rolled out worldwide. As well as employing more playful colours and illustrations, the redesign reverses the type of language and techniques used by dating apps, such as gamified swiping.

Instead, Hinge wants users to get off the app and into the real world of dating. It has consciously avoided several techniques used by developers to make interfaces more addictive. For example, users won't come up against game-like animations that rival apps use to keep engagement high. In addition, Hinge's notifications will appear subtly in-app before fading into the background.

By promoting its own deletion, Hinge is showing its commitment to meaningful relationships, while Tinder has taken a **different, pro-single approach**. To see why digital companies should encourage more moderate uses of their services, read our macrotrend [The Focus Filter](#).