Tinder Brings Back The Blind Date With New In-App Experience

New Feature in Explore Answers Gen Z's Call for Nostalgia and Authentic Connections

LONDON (February 10, 2022) — Tinder is once again expanding its portfolio of features giving members new ways to create human connection by bringing back an old classic - the blind date. Available in Explore in the US and rolling out globally soon, Fast Chat: Blind Date is a new social experience that pairs members before allowing them to view each other's profile, making conversation, rather than photos, the first impression. Blind Date is the latest addition to the popular suite of Fast Chat features on Tinder, all designed to help members connect faster through fun innovative prompts and games. Members will only be able to view each other's profiles and photos if they both decide to match after chatting.

Inspired by the OG way to meet someone new, usually at the hand of a meddlesome aunt or well-meaning friend, Blind Date gives the daters of today a low-pressure way to put their personality first and find a match they truly vibe with. The experience reflects the modern dating habits of Gen Z, who value authenticity, and also taps into their '90s nostalgia with a callback to dating in a pre-smartphone world. In early testing, members who used the Blind Date feature made 40% more matches than those using another Fast Chat feature with profiles visible, showing a willingness among daters to interact - and ultimately match - with someone they may have overlooked in another setting.

Here's how it works. Members will answer a short series of icebreaker questions and be paired with one another based on commonalities. They'll then enter a timed chat, not knowing any details about the person on the other side of the screen aside from their answers to multiple-choice prompts like, "It's OK to wear a shirt ____ times without washing it" and "I put ketchup on____." When the timer runs out, they can Like the other's profile, which will be revealed if there is a match, or they can choose to get paired with someone new.

"We've all seen the mix of anticipation and excitement going on a blind date brought some of our favorite movie or TV characters, and we wanted to recreate that experience for today's generation with the Blind Date feature," said Kyle Miller, VP of Product Innovation at Tinder. "There's something really special about letting conversation introduce someone's personality, without the preconceptions that can be made from photos. The new Blind Date experience brings a surprisingly fun, banter-based way to interact and create connections that's all new to Tinder."

Blind Date can be found in Explore, the new interactive space on Tinder. Similar to the IRL preferences we all have in where we go to meet someone new, Explore gives members options to view profiles arranged by interest and offers them new ways to connect with a growing list of shared social experiences, like Hot Takes, Vibes, Swipe Night, Music Mode and now Blind Date.

Blind Date is now available in the US and rolling out to Tinder members globally soon.

About Tinder
Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 500 million times and led to more than 60 billion matches.

Additional assets available online: **Photos** (2) **Video** (1)

https://uk.tinderpressroom.com/2022-02-14-Tinder-Brings-Back-The-Blind-Date-With-New-In-App-Experience