

VALUE PROPOSITION CANVAS (HINGE: COURT)

Hinge's "Court" feature aligns closely with the evolving needs of online daters who prioritise emotional maturity and authenticity. It addresses key pains in the current online dating landscape and capitalises on the growing market trend towards meaningful connections. By focusing on deeper aspects of compatibility, "Court" enhances Hinge's value proposition, positioning it as a leader in meaningful dating and potentially driving premium subscription growth and user engagement.

This Value Proposition Canvas outlines how "Court" could effectively meet the needs of Hinge's target customers, providing a strong foundation for marketing strategies and product development.

