It cannot be denied that dating apps have revolutionised the way we interact with others. But whether this is overall positive or negative is a controversial question. Some users are left disappointed, frustrated, and exhausted by the superficial process of online dating; others have been over the moon in love, had relationships, and even married. Yet how will this affect the future of dating apps?

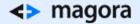## Does technology encourage or discourage us from real human connection?

On the one hand, it could be argued, technology has given us a remarkably innovative way of dating, which was never before possible. On the other hand, however, it could be said that dating apps have deprived us of the natural way to communicate, given us a superficial picture of the world, and has drawn us away from real, meaningful encounters. Nevertheless, dating apps have proven to be successful.

The proven success of Tinder

The first wave of dating apps, namely Tinder, had a universal impact. Everyone from all corners of the world began using the app. What made it such a hit was its simplicity, ease of navigation, and just a very user-friendly experience, which made it stand out world's apart from other competitors.

However, now, it has been noted that things have declined somewhat since the Tinder hype. As times go by, conventional dating apps are becoming old news, and a great deal of companies are rising to the occasion to create the next dating app sensation. But the question remains what is the future of these apps? What do the people really want?

Users are growing tired of matches that never materialise, and therefore are looking for something new and active.

Niche apps

Niche apps may appeal to many who are actively searching for different ways to meet others, but are they successful? With niche apps, people can match with each other on the basis of other interests.

Sapio, for example, is a new app that is marketed towards Sapiosexuals (a neologism meaning a person who is sexually attracted to intelligence or the human mind before appearance). This app focuses on personality and true connection over looks.

Happn, is one of many geolocation-based apps that links people who come within close proximity of each other.

MeetMeOutside connects users with matches based on outdoor activities and interests, such as hiking, running, yoga.

MissTravel, allows solo travellers to meet travelling companions. Instead of a cup of coffee, you can make plans to travel.

Hater, matches you based on the "things you hate".

Tastebuds, a dating app that allows you the meet new people through similar tastes in tunes.

Niche apps are certainly not in short supply. But are these apps not just one in many recycled versions of Tinder but just done poorly?

UI Flaws

The user interface of most of these recycled tinder apps are just so off-putting, and unnecessarily complicated that it makes users run away. In many experiences, having downloading several other dating apps, people have found themselves immediately deleting them off their phones. The common complaint is either poor interface or not enough users.

Innovation and the future

What these apps need is more innovation, simplicity in design, and to realise the chief purpose of dating, which is for people to go on actual dates! The more success people have, the more popular the app will be.

In response to the question of the future of dating, Tiner's CEO Sean Rad, said that one day single people could use an app similar to Pokemon Go to help them find love. He explained that the technology would help people meet in real time; if you walk down the street and point your smartphone at someone you find attractive, you can find out immediately whether or not they are single, and you could also send virtual signals to someone you pass, letting them know you're interested.

This, of course, raises many doubts as to privacy, but it is at least an interesting attempt at innovation.

Conclusion

There certainly is a great deal of room for great success and revenue in online dating if you are willing to create a good app and have a solid idea that stands out.

Research. There are so many dating apps that have been lost in online oblivion.

- The first step is to understand why.
- The second is to think of something innovative, but workable.
- The third step is design and user interface. Simplicity is of the utmost importance.
- If you wish to integrate a monetization strategy, it should be done in a way that is seamless, and unobtrusive. This should be carefully thought out in the planning stage.

This requires a careful study, and a spark of creativity. If you are thinking of creating a dating app, feel free to consult one of our experts for advice; our app development team would be glad to hear from you and answer any of your questions.