

# Tinder

Watch out for that  
'innocent' color switch,  
It might just make you  
feel utterly bewitched

## Spoiler

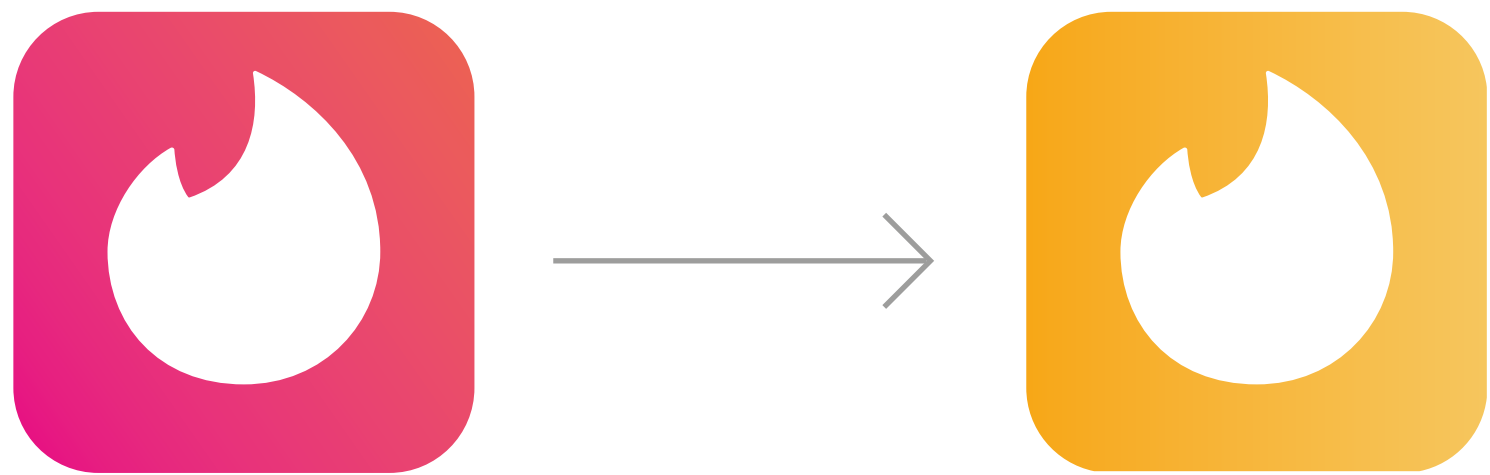
You're about to be demoted, oh dear, to a love private, with nothing to cheer.



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Behavioral, CRO and Product Designer

It all starts with a nifty little prompt: **Fancy a change in your app's icon tint?**



If you've used Tinder and paid for the **Gold subscription**, you'll have noticed that **they offer you the option to change automatically your app icon from red to gold.**

# And what happens now that you're Gold?

Every time you open your app with the golden icon, **you'll get to enjoy extra features.** And we like that. ❤️

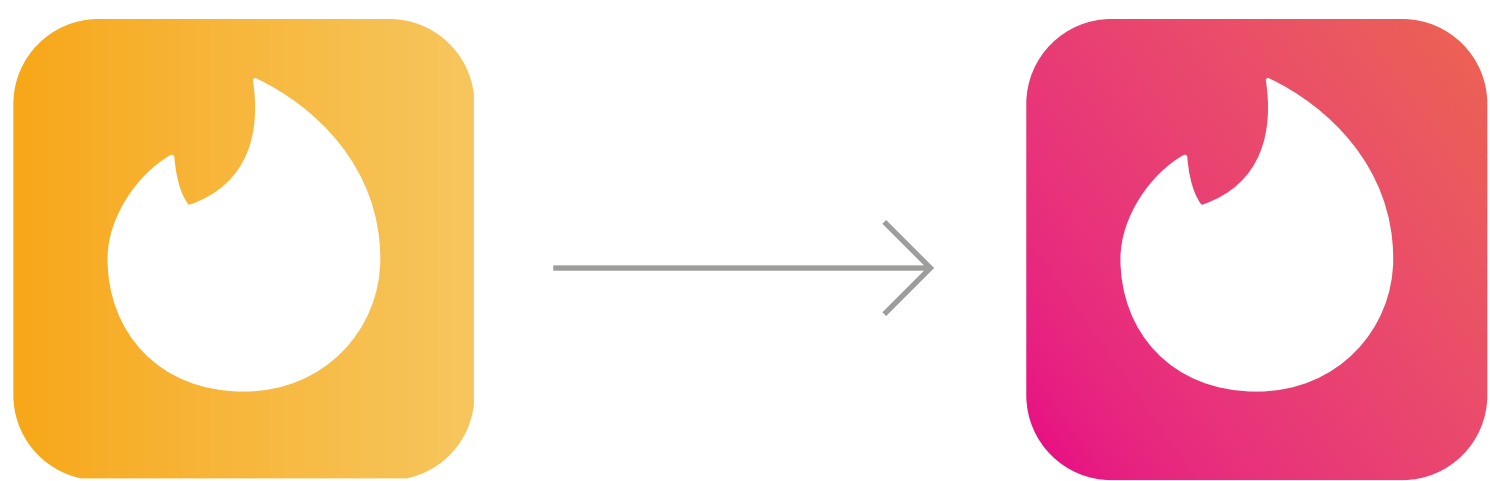
But it will also **constantly remind you that you belong to a premium group.** And we love being part of the elite.” ❤️

## Spoiler

They're savvy, those Tinder folks, it's true, Pouring cash into Behavioral, just for you.

# “What happens when you stop paying?”

Your golden icon magically turns back to red, no questions asked.



Now, every time you go to open your app, **it's a continuous reminder that you're no longer premium.**

**Spoiler**

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# And what happens then?

That many **invisible biases are activated**. I'm going to tell you two:

## 1/ The Endowment Effect

This bias leads us to value things more, simply because we own them. In other words, **we overvalue what we already have**.

“For example, when you buy a mobile phone and customize the screen with a photo you like, immediately that phone becomes more valuable to you. Because it's more personalized.”

**Spoiler**

Here comes our inner 'Gollum' whispering: “My precious. Mine.”



# And what other biases?

## 2/ Loss Aversion

This bias explains that **losing something hurts us roughly twice as much as the joy of gaining something of equal value.**

"For example, if you lose 10 euros, it hurts as if you had lost 20. On the other hand, if you find 10 euros, you don't feel as if you had found 20".

The **red color** reminds us that we no longer have those features, which were ours. **We've lost them** and also stopped belonging to that exclusive group. And that makes us **feel really bad.**



**Tinder knows Behavioral Science and how to trigger the 'Endowment Effect' and 'Loss Aversion.'**

**That's how they get many users like you and me tempted to keep paying the subscription.**

Thank you very much  
for your time!



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