

Dating Reinvented: A look into the UK's revolutionary app, 'TrueView'

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## Introduction

Online dating is defined by the Oxford dictionary as, “The practice of searching for a romantic partner on the internet or other device, typically via a dedicated website.” American online dating services such as Match.com, eHarmony, Christian Mingle, etc. all have one thing in common- they typically have not been viewed positively in the past. Currently, over 15% of American adults have reported to have tried online dating (5 Facts About Online Dating). The purpose of our case study is to explore the reasons most online dating sites do not end up working, and to dig deeper into the UK app TrueView to share what makes that specific version of online dating work for more individuals as compared to other types. We look to elaborate upon the features that most dating sites lack, which make some individuals reluctant to actually use these sites. Along with those problems, we plan to highlight the features TrueView embodies that make it a more appealing and safe site to use.

TrueView is an online dating app that was created in and is currently headquartered in London. The app has not yet been introduced in the United States; however, it has spread widely across the United Kingdom. With its increasingly important security features, TrueView will be the future of online dating; if consumers give it the chance to be. After having a timely and informative meeting with one of the TrueView CEO's, Matt Verity, we have had the chance to analyze the purpose of this app. We will be analyzing the company's image as a stand-alone, start up company. We will also be analyzing it in comparison to apps that already exist in the United States today. The issue we will be studying is the negativity online dating services portray and

how TrueView has the answers to solving those issues. We discovered many differences between TrueView and other dating apps that really make TrueView stand out against its competitors. When TrueView is brought to the United States, it is inevitable that it will succeed over the apps already on the market.

### **History of Online Dating**

Many individuals are wary of trying online dating sites and apps. Most sites require a payment for membership, subscription to services, or access to special features--these payments are not cheap. More often than not, unfortunately, members of these sites and apps invest substantial sums of money for these sites to help them find love. The biggest problem is that these sites are not fully invested in the quality and efficiency of its "matchmaking" process, programs, algorithms, etc, and members can struggle to have meaningful interactions with others. Fortunately, one of the people who was left alone, disappointed, and poorer from one of these sites was Andrew Ibbotson, co-founder of TrueView.

Andrew co-founded the London-based app in November 2012 with Matt Verity and Damian Mitchell after the trio won an investment award from the O2 Wayra Academy. The start-up is dedicated to quality. Quality of user integrity, user-to-user interaction, and relationships grown from using the app. It is evident that the TrueView team holds its principles near and dear to them through each feature, update, and service offered.

In our interview, Matt was sure to instill that this app is meant for serious, honest, and safe relationships between its users. He explained that the goal is for the app to

simply help introduce people with similar interests, affinities, and hobbies, and if they wish to continue conversation, a friendship, or even a relationship, that TrueView will be there to assist them. Another point of interest was the inclusion of various security features to prevent user abuse. These features serve to establish a much safer and genuine environment than those experienced on other platforms--a keystone of TrueView's goals and mission.

### **TrueView: Dating Reinvented**

TrueView is a different type of dating app. It revolves around making connections and finding common interests, rather than flipping through pictures and swiping left or right. When the company began operations, its founders knew there was something really wrong with online dating and wanted to create an app that actually worked. Affinities are simply commonalities and similar interests. TrueView stands on a foundation of the fact that people build relationships through these affinities.

The purpose of this new app is to help singles navigate through a world of fake profiles and false identities in hopes to find someone that is interested in creating a real relationship. The idea around TrueView is that relationships need to begin with a conversation rather than a picture. An organic conversation can stem through any type of similarities and really help grow the relationship (Dating Sites Reviews). TrueView has a Tumblr blog dedicated to posting events, gatherings, food deals, and other experiences that could help two singles meet up or to keep the dating scene interesting. Their latest posts included art shows, dining deals, and nightclub events in the London area (TrueView Blog).

While dating is very unique and individualistic, TrueView does have standards that they expect their members to follow, which they refer to as 'Date Safe'. This is not only for TrueView, but they suggest that everyone should follow these guidelines when dating in general. Their main concern is control and safety, and they take a lot of responsibility with that one. With the new version of the app, TrueView will be teaming up with an online security system that will work with the members to ensure the people they are talking to are who they say they are. Along with this, there is a Community Score that is incorporated in the new app that allows members to report or submit a complaint about another member who is not acting appropriately. Matt mentioned in the interview that "We're not a Tinder, we're not a local hook-up, our members are serious" and explained that with this Community Score, it discourages you from acting inappropriate because all members can see those scores so it's really just wasting your time in the long run.

This app is currently only available in the United Kingdom and has been up and running for about 3 years. Matt and his team explains that there are still kinks that need to be worked out and the system needs adjusting, but they are confident that this app will be end-all dating app.

Matt explained to us that while as different sites, such as Match.com and eHarmony, created their sites for the sole purpose of making money, TrueView created their company because they genuinely want to help people meet and fall in love. He emphasized on the fact that they don't care about the money, because to them it is about so much more. Matt stated multiple times in the interview that their overall goal

from the company is to create something so much more than what is already out there, to bring new, lifelong connections between individuals, and lastly to keep people safe. The target market of TrueView is people in the middle 20's to 30's. They want to help individuals looking for real, and honest relationships.

### **TrueView vs US Dating Apps**

“We’re not a Tinder, we’re not a local hook-up, our members are serious” (Matt Verity).

This sentence alone highlights enormous differences between TrueView and US dating apps. The new Tinder revolution has helped create a stigma around dating apps as being crude, superficial, and sex-driven. Also, it helps establish how serious and honest users of TrueView should be. Users are to be open and sincere with others throughout their time using TrueView.

One thing TrueView does not do is attempt to lure users by advertising how easy it is to find your soulmate or how many marriages have come from using its app. Although this is partly due to the app only being three and a half years old, it does not wish to provide a false sense of hope like other sites.

“Founded in 2000, eHarmony now boasts more members than any other online dating site (20 million) and claims it is responsible for 80,000 marriages annually” (Infographic: A History of Love & Technology).

Sites like eHarmony and Match.com love to proudly proclaim how successful and easy their services are for finding love. However, members often struggle to establish

meaningful and lasting relationships because users tend to abuse the site and other users whilst practicing crude, unpleasant, and impersonal behaviors. TrueView looks to counter this with its identification verification and community score security features.

Another innovative feature of TrueView that is lacking in US dating apps is the integration of its interactive profiles. Almost like a Facebook profile in terms of sharing events, updates, and photos, the personal profile is what the operators decided to use to make the first step the easiest. TrueView assists the user with first contacting another by sharing similar profiles, provides ideas and suggestions for dates if the conversation goes well, and assures security of all parties interacting. This is not seen in the bland, non-interactive profiles of match.com, eHarmony, and Tinder.

## **Conclusion**

After researching all of the different apps and our interview with Matt, our views of online dating have really changed. Some of our biggest concerns with online dating sites were answered with TrueView. Not only have they addressed the security/'catfishing' fear most individuals face when using online dating, they also encourage real connections between individuals because they made their app about who you are, not just the shallow 'what you look like technique that some apps use. When the app releases in the United States, we really believe that it could be such a revelation to individuals, and it has the potential to be one of the most widely used dating sites the United States has ever had.





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