Clearvision

Tinder Case Study

clearvision-cm.com
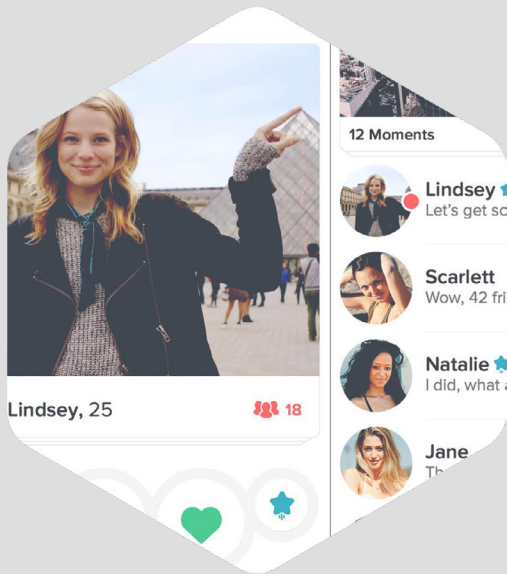
tinder™

About Tinder

Tinder is a location-based dating and social discovery app that facilitates communication between mutually interested users. The app was launched in 2012 and by 2014 it was registering around 1 billion 'swipes' a day.

- 1.4B swipes per day
- 26M matches per day
- 9B+ total matches
- 196 Countries

The challenge

- Bugs and defects were being tracked in spreadsheets, which was inefficient.
- Data analytics requests were being managed by email.
- Test management tools were not integrated with issue tracking.
- There was difficulty tracking bug fixes with deployment requests.
- The IT help desk was swamped with email requests and couldn't manage the workload.
- The team was experiencing rapid growth and needed processes in place to scale.

Tinder had various platform-based goals relative to Jira and Confluence. These were mainly related to bug tracking with a focus on automation and team project management. Tinder approached Clearvision with a plan.

The solution

Clearvision's team helped Tinder customise existing workflows to link bug fixes. Experts helped the team at Tinder integrate 3rd party tools, such as TestRail, HackerOne, and Crashlytics.

Clearvision also helped implement a governance strategy, which organised users and permissions and improved their backlog management with Jira Agile.

Overall, Clearvision:

- Organised Confluence and improved the user experience with RefinedWiki.
- Implemented a governance strategy with the improved organisation of users and permissions.
- Improved backlog management with Jira Agile.

Tinder now has both engineering and non-engineering teams using Jira and Confluence for the first time in years. With ticket tracking working in harmony with user documentation, Tinder has better control over customer service.

> "We were able to utilise a specialist, and precisely define the architecture needed as per our team and company goals. We received everything we requested."
>
> - Brian Haney - IT Department

Now and in the future

Tinder is now able to track data effectively, and every department is using Jira and Confluence to gather and share work. Having helped them save time and boost productivity, Tinder is exploring further support from Clearvision.

It's a match!

Ready to increase productivity? Clearvision Consultants will help you get the most out of your investment in Jira, Confluence, and any other Atlassian application you've adopted.

Contact Clearvision