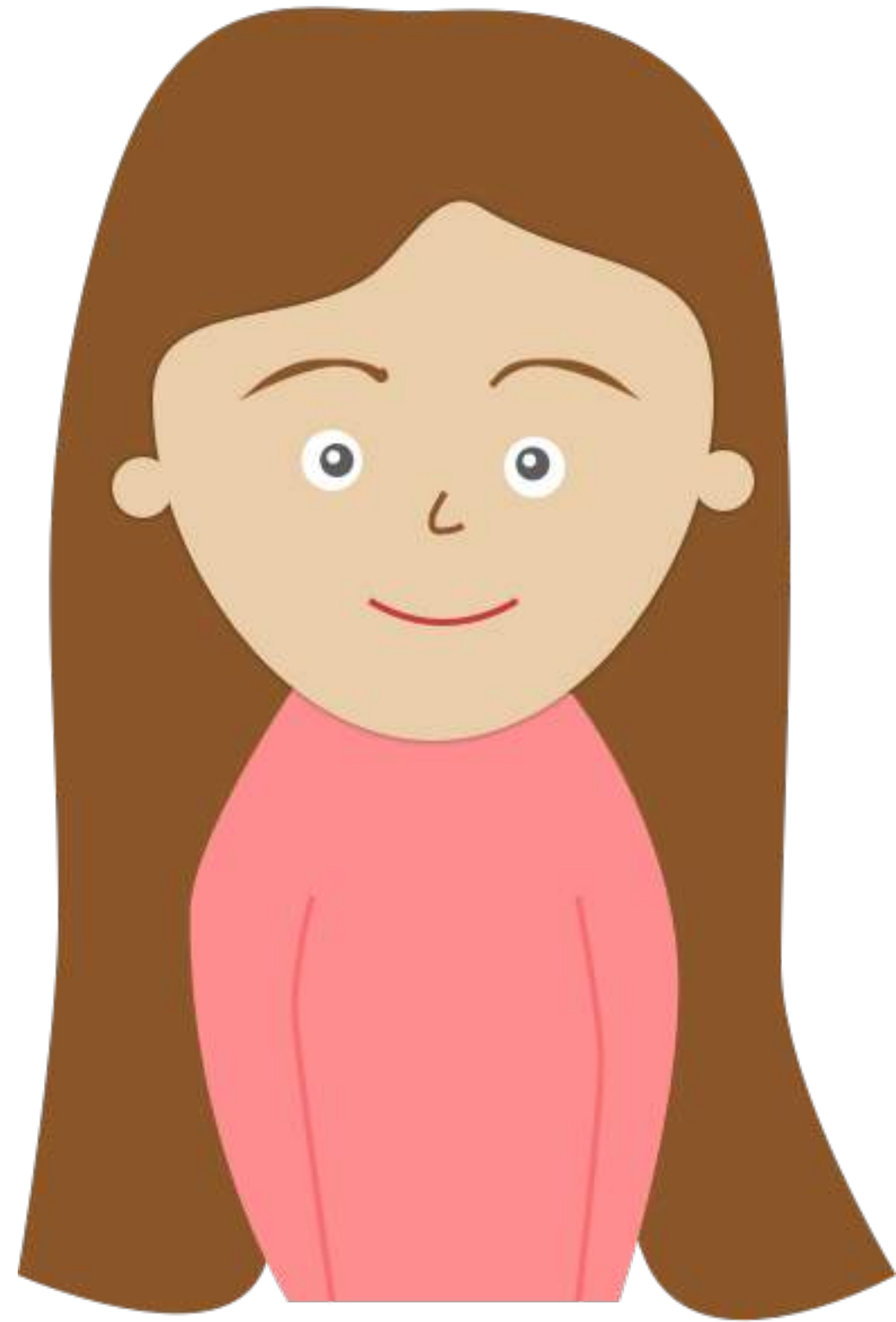
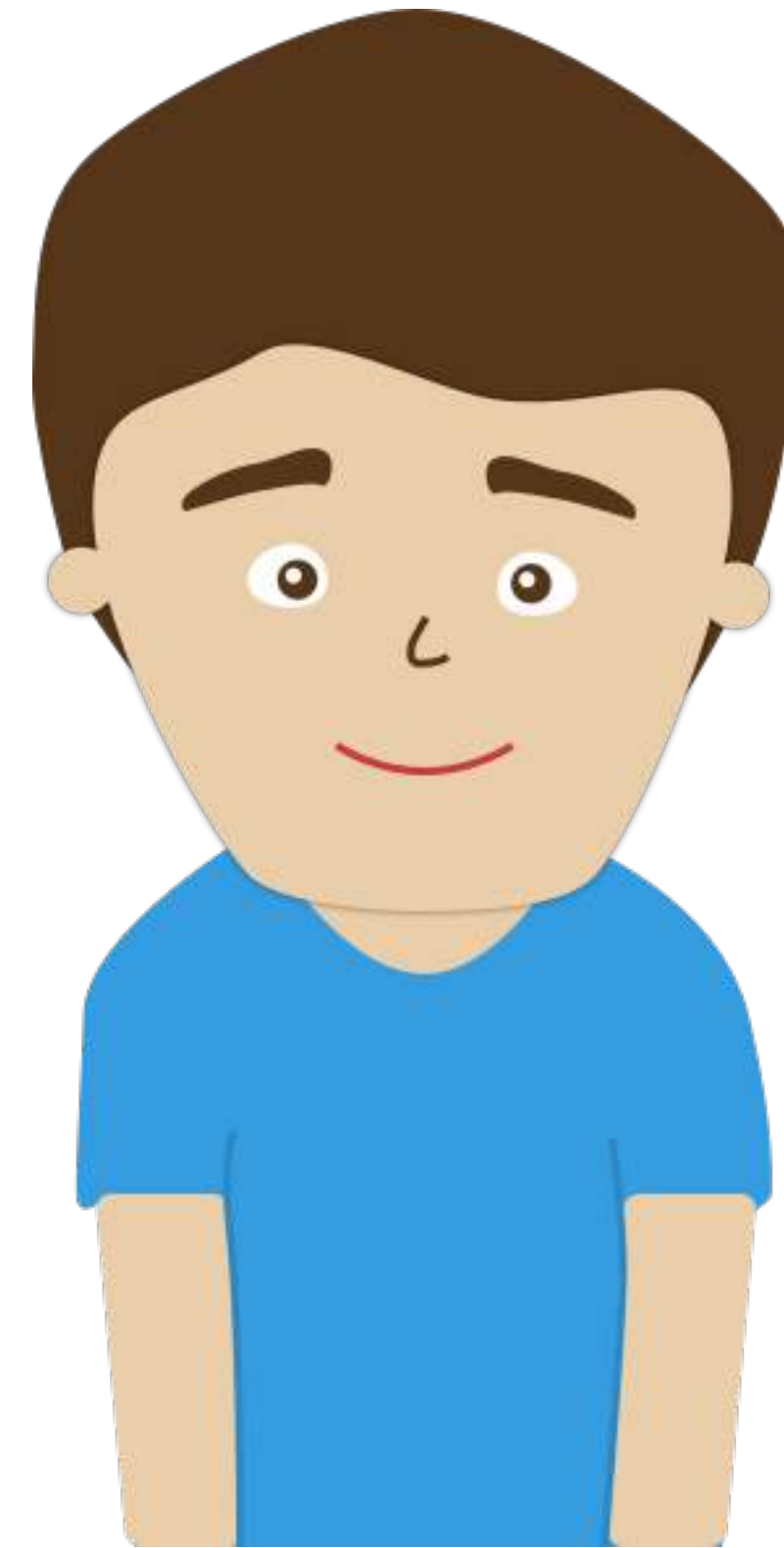


Phase I Zoosk to Zoosk

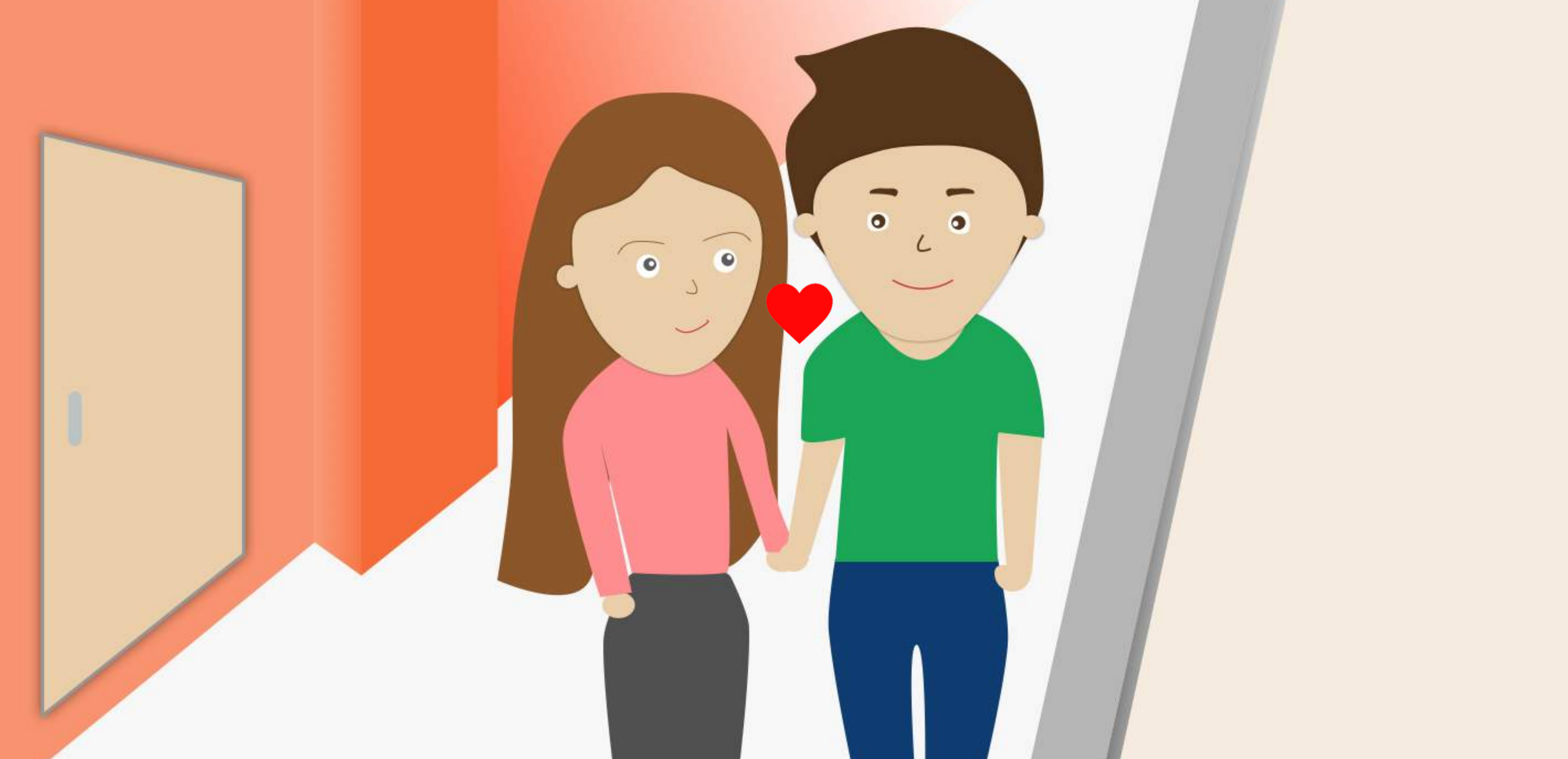


Julie

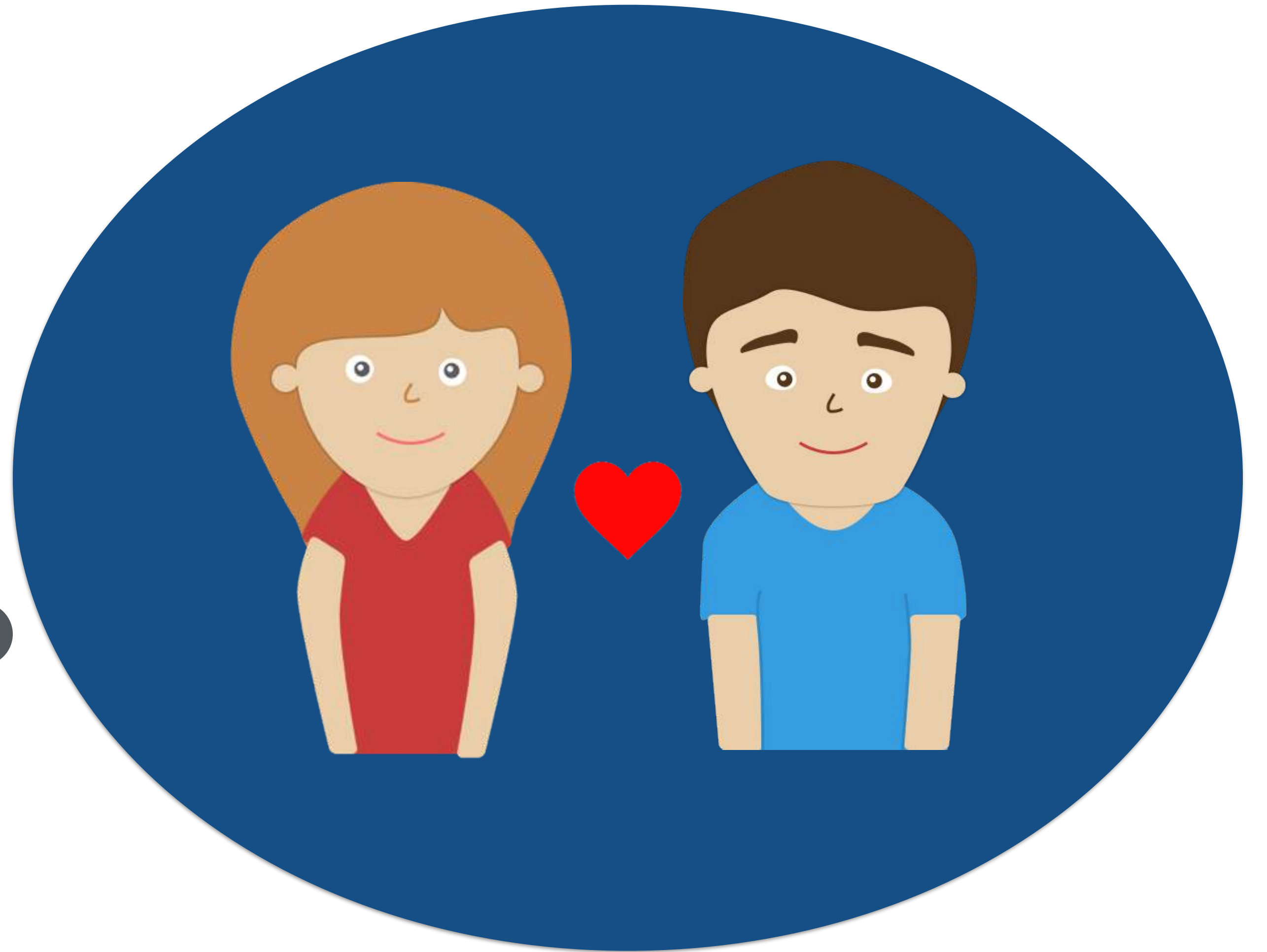
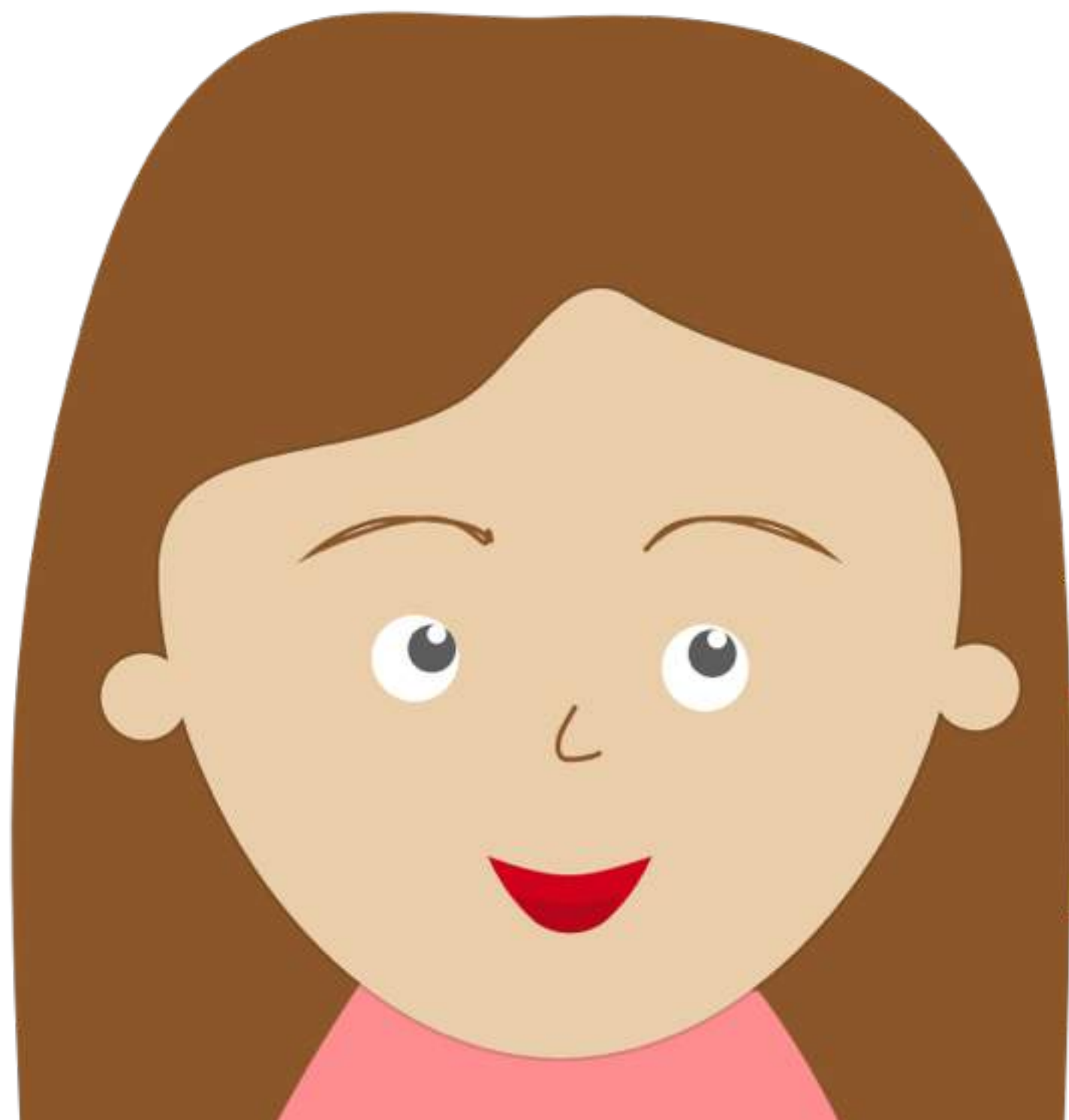


Matt

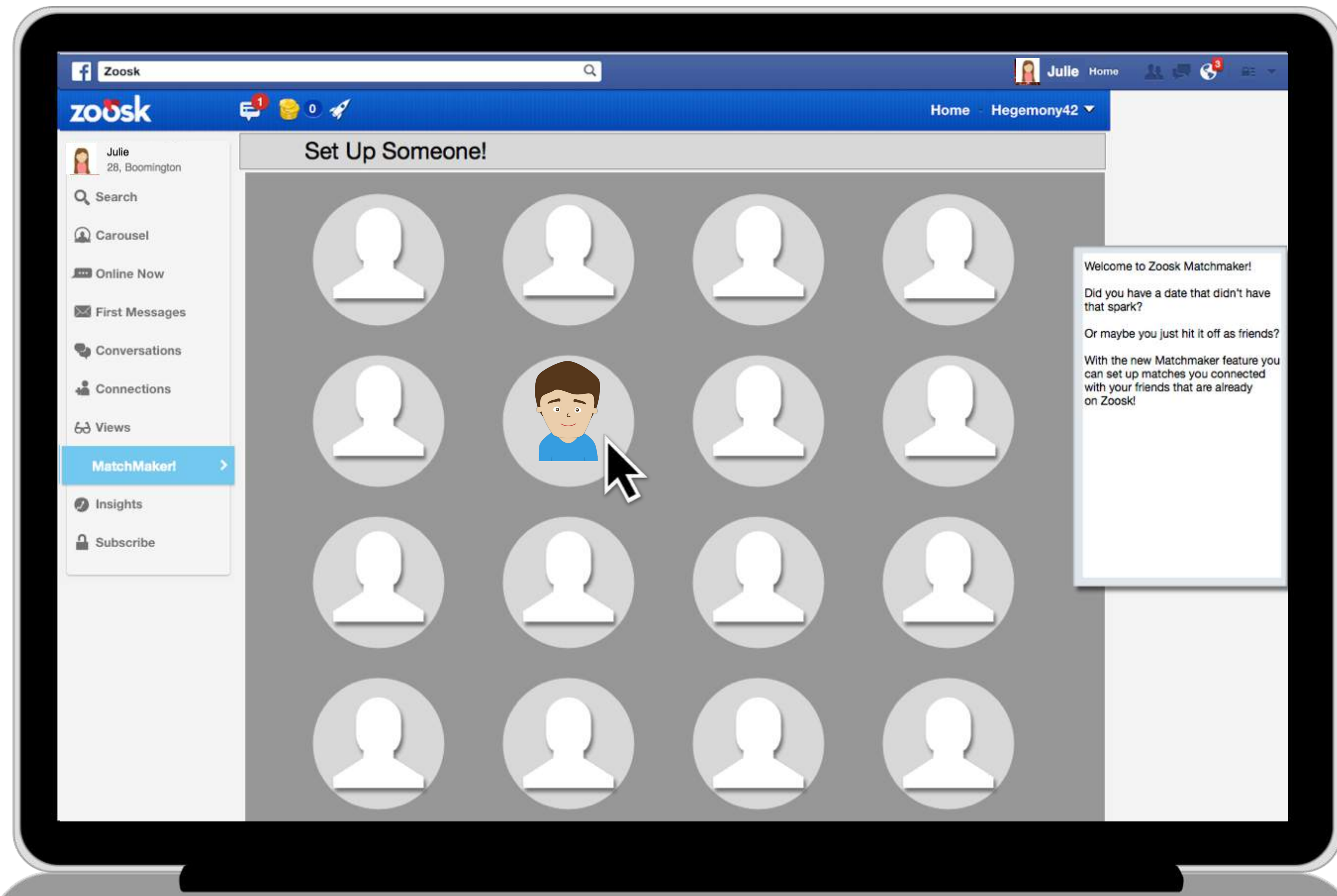
Julie and Matt met through Zoosk. Julie thinks Matt is a good guy, but she just doesn't feel the spark.



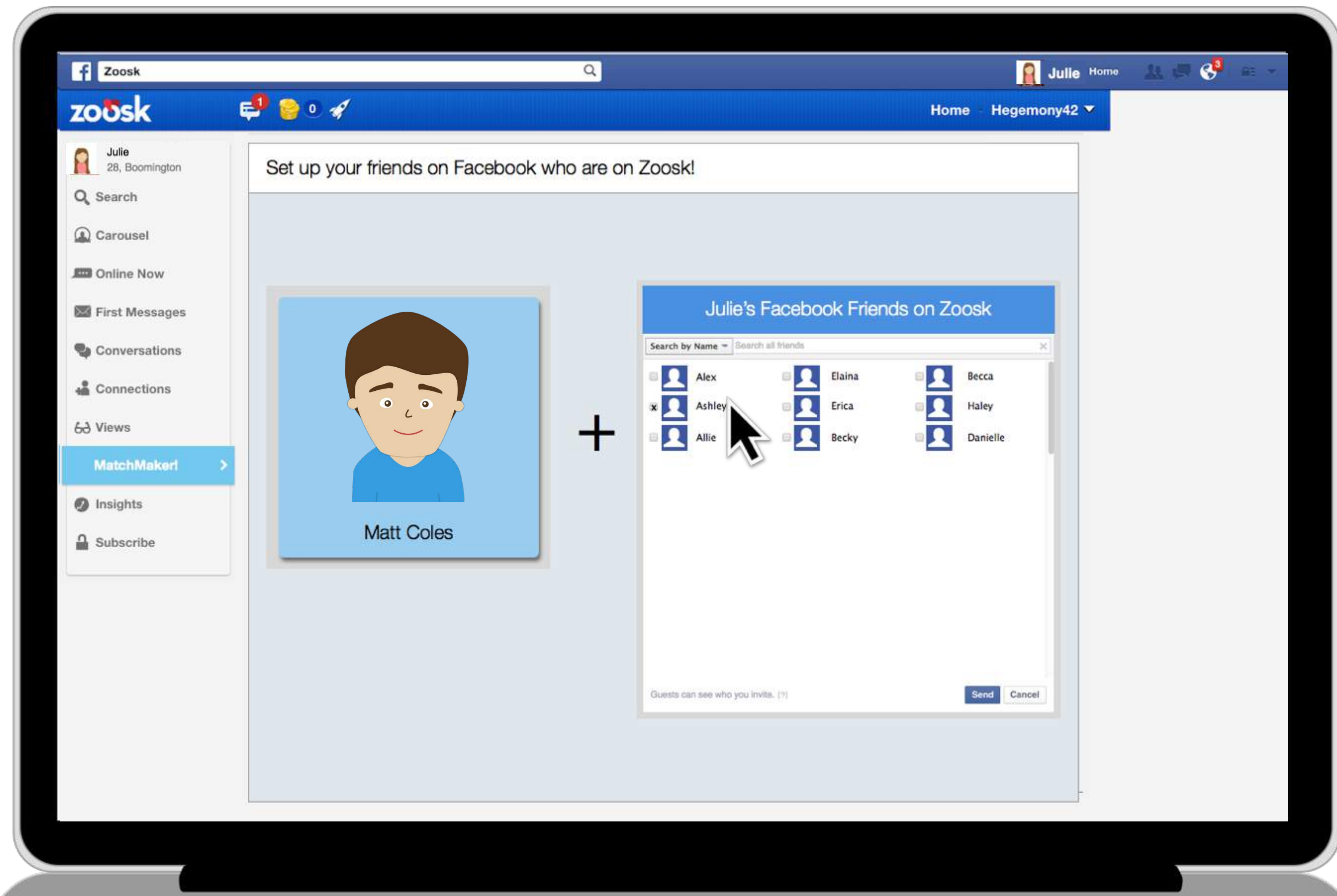
Julie then met another guy through Zoosk and they started dating. She's really happy.



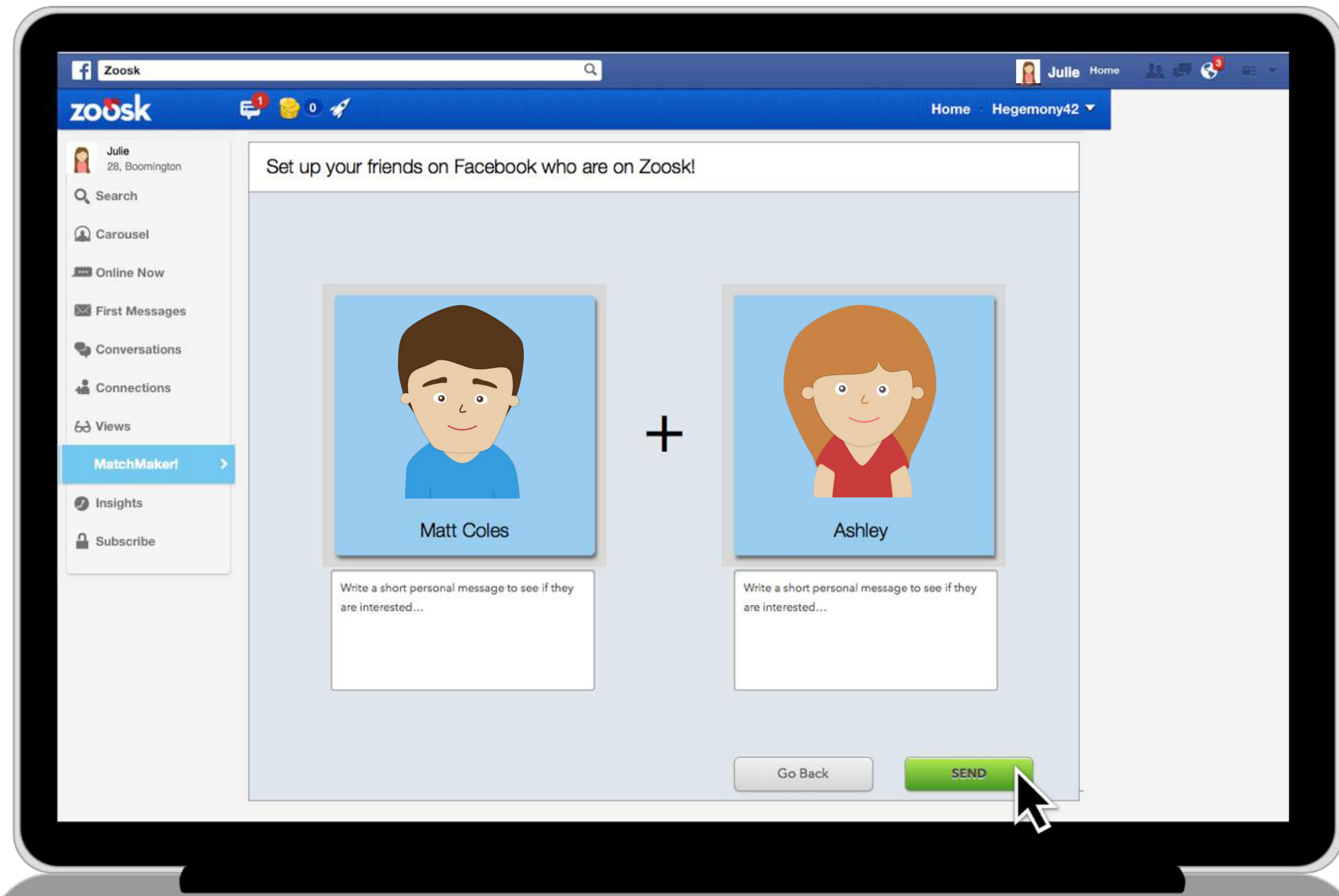
Then Julie thinks about her good friend Ashley, who is also using Zoosk now. "Ashley and Matt might like each other since they have the same sense of humor!"



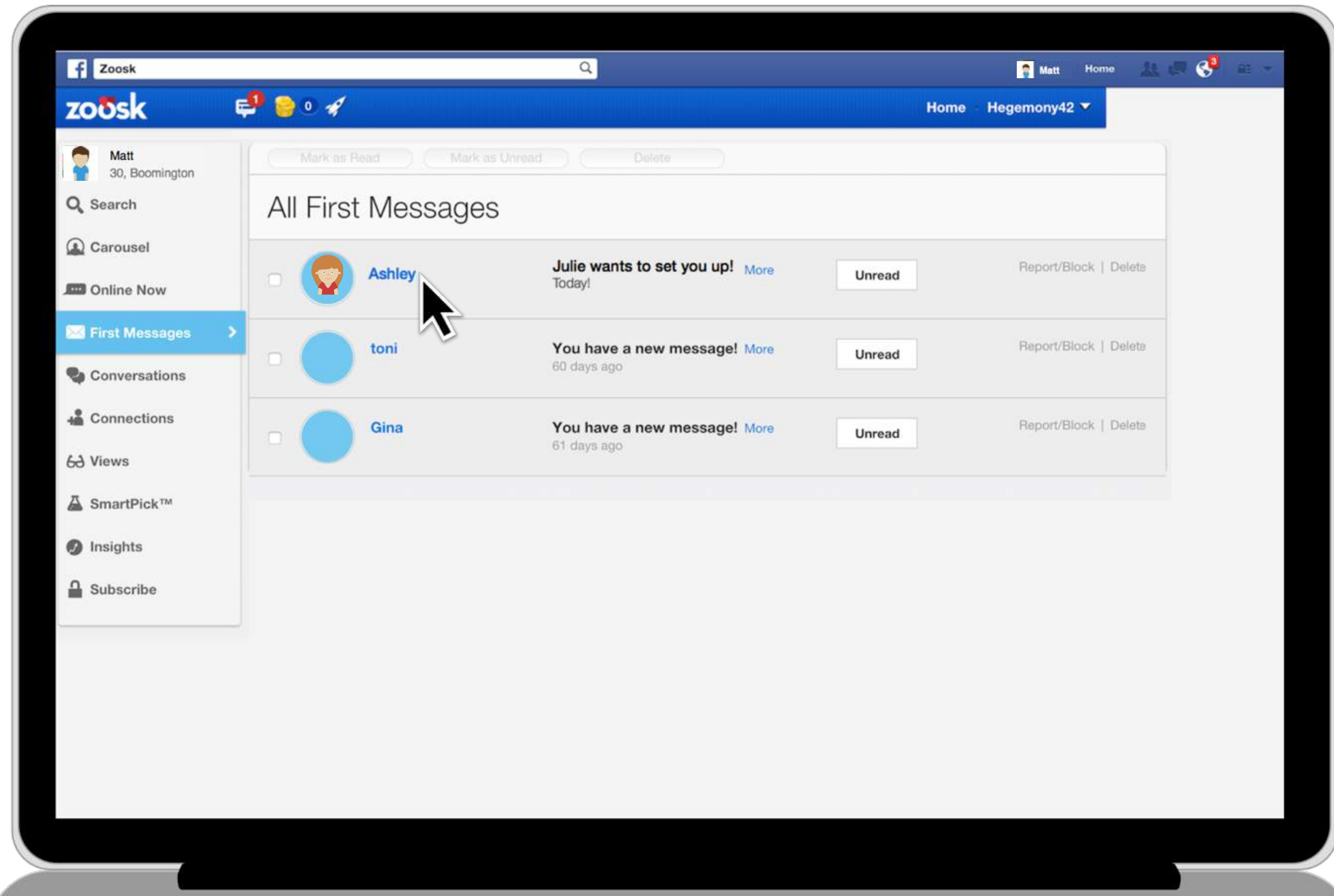
So Julie goes to the "Matchmaker" tab in Zoosk. She sees all her facebook friends that use Zoosk as well as her Zoosk Connections. She selects Matt from the list.



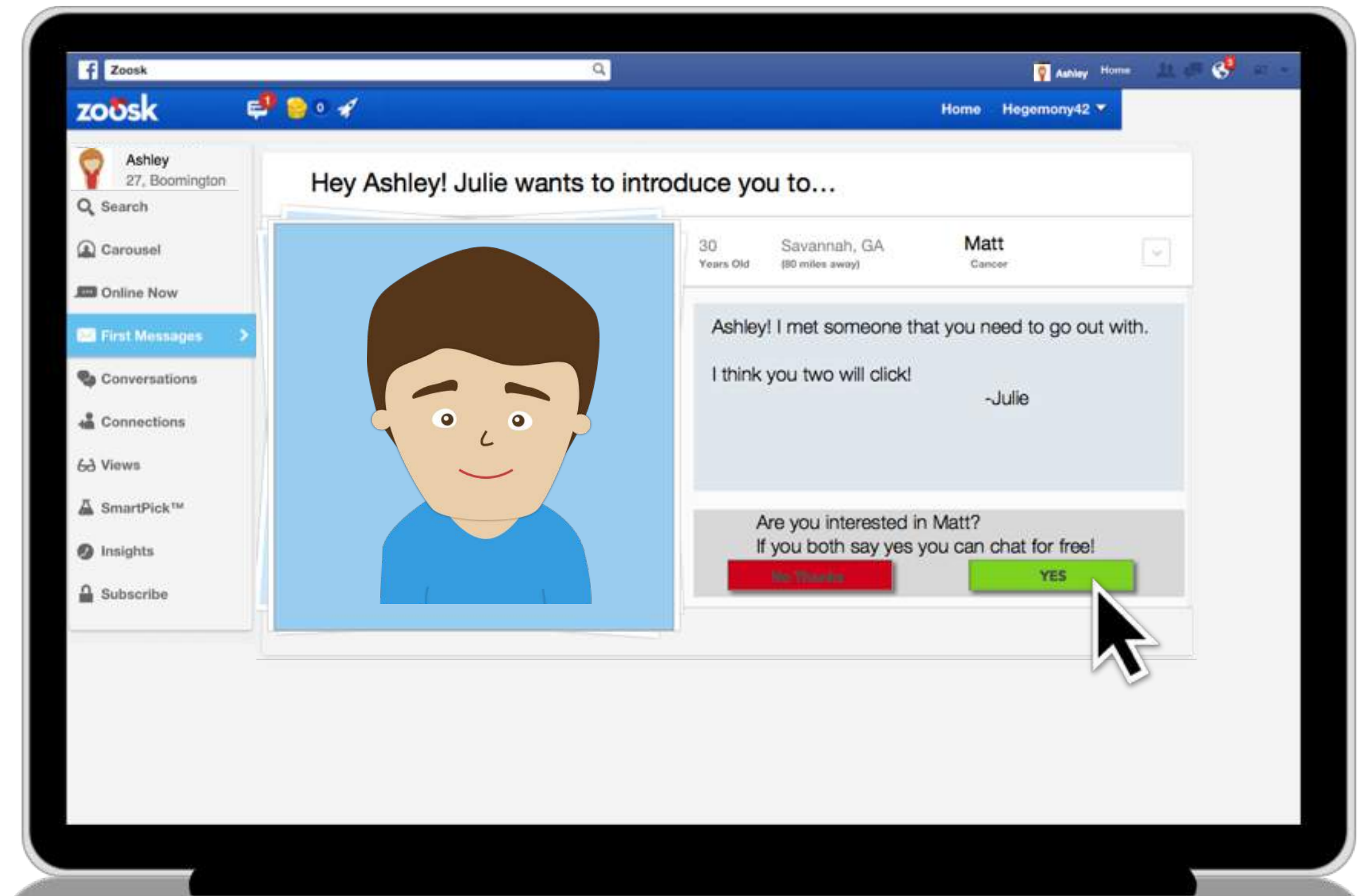
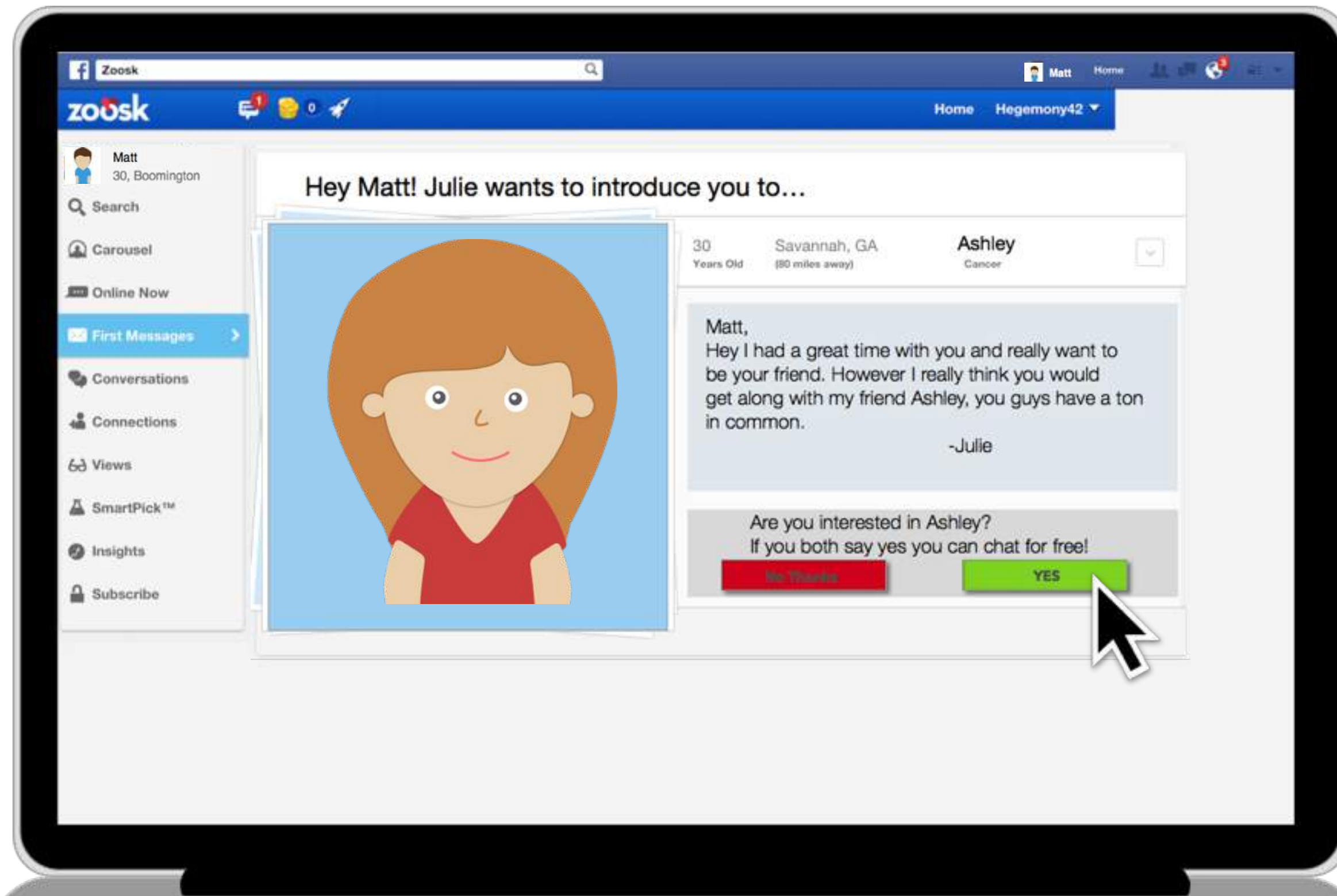
Then she is prompted to choose who she wants to set Matt up with. She searches for her friend Ashley - who is both a Facebook friend + Zoosk user - and selects her.



She writes separate + personalized messages to both Matt and Ashley, explaining why she thinks they would make a great match! Then she sends out the matchup invitation!



Ashley + Matt both see that they have a new message in their "First Messages" tab.



After reading the message from Julie and looking at Ashley's profile, Matt's interest is peaked. Ashley who respects her friend Julie's opinion is interested in connecting with Matt. They both accept the invitation.



Chatbox Tips

Matt

Hey, Ashley. How are you doing?

Ashley

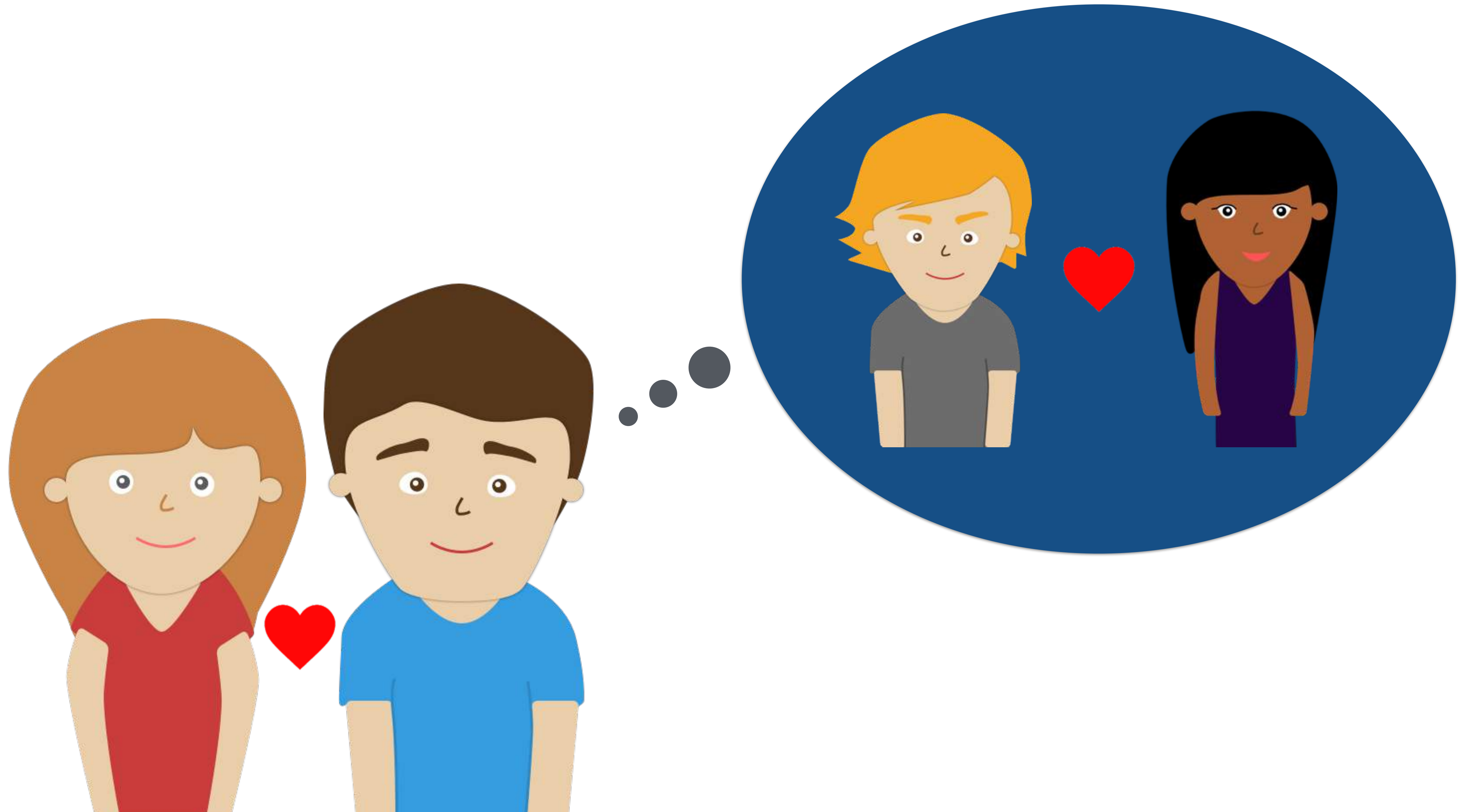
I'm good, Matt. How are you?

Type your message Send

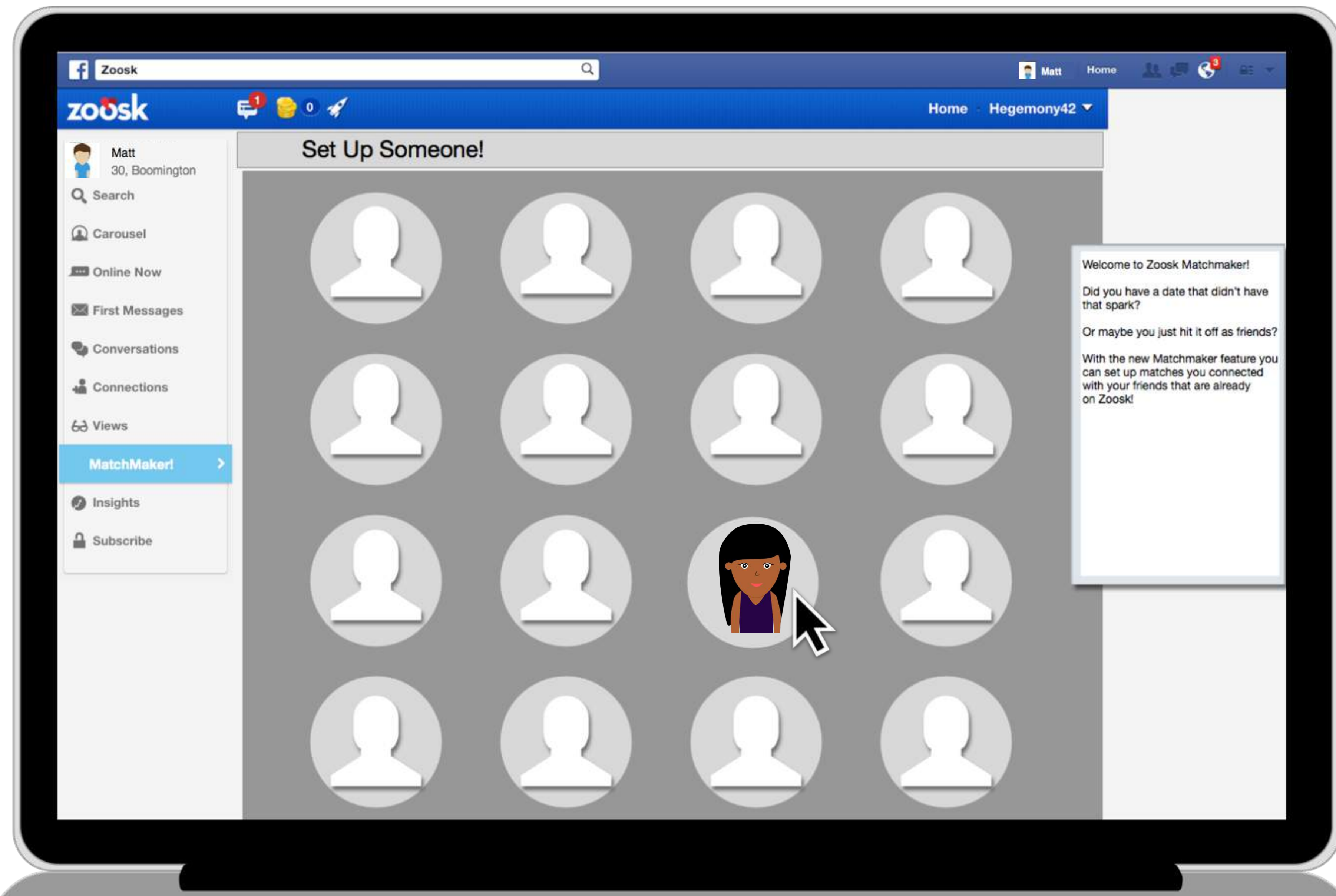


Similar to SmartPick, the chat is automatically set up only after both Ashley and Matt accept the match up invitation. Ashley and Matt start chatting through Zoosk.

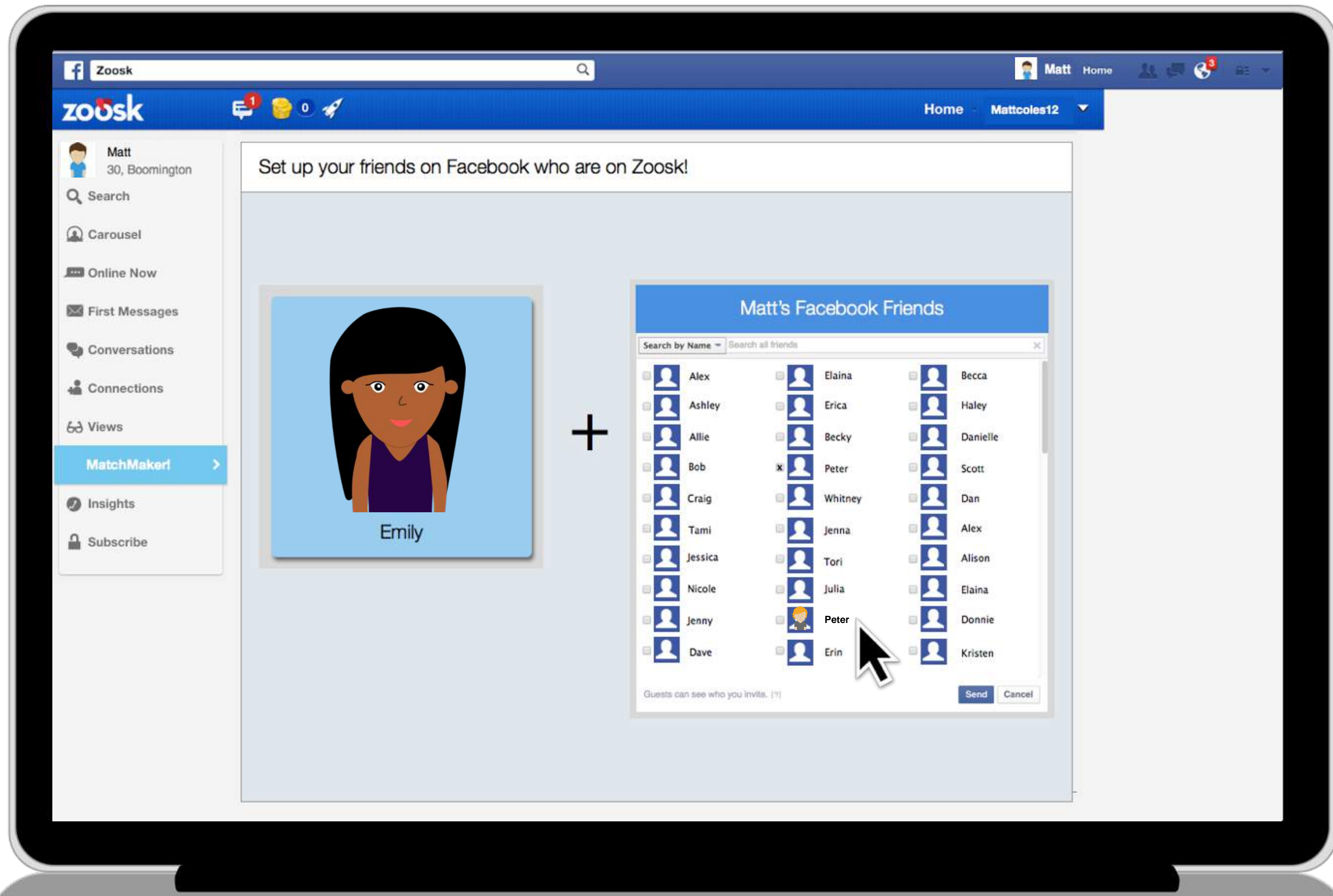
Phase II Zoosk to Facebook



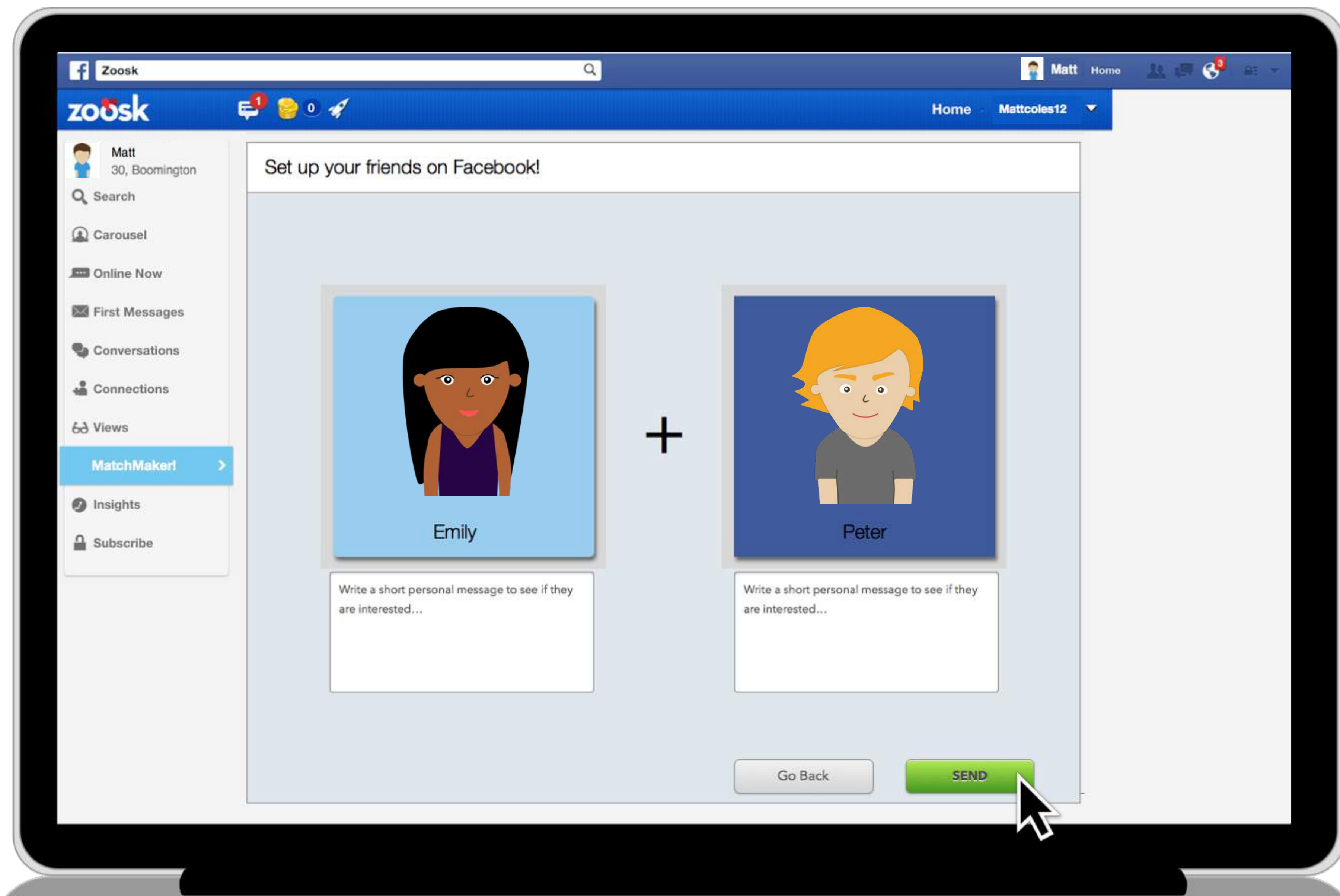
Matt met his new girlfriend Ashley through being matched up and wants to pay it forward. He decides to match up his friend Peter who doesn't use Zoosk + has been single for a while with Emily - a girl that he used to chat with on Zoosk, who he remembers has a lot in common with Peter.



Matt goes to the "MatchMaker" tab on Zoosk and proposes a match between Peter and Emily. He selects Emily from the list.



Then he selects Peter. Even though Peter isn't on Zoosk, Matt is able to select him on the Zoosk platform, because Matt agreed to share his Facebook friendlist with Zoosk when he created his Zoosk account.



Matt writes a personal message to both Emily and Peter and then sends the match invitation!

The image shows a Facebook interface for a group named "Movement Culture". The page header includes the group name, a search bar, and the user's name "Peter" with a "Home" button. Below the header are options to "Write Post", "Add Photo / Video", "Ask Question", and "New Event". A "Write something..." text box is present. The main content area features a "PINNED POST" by "Ido Portal" shared on September 28 in Prenzlauer Berg, Germany. The post title is "Rules of engagement - Movement Culture:" and contains two numbered rules. Below the text is a large image with the word "MONTH" in bold letters and a sketch of a hand holding a pen. On the right side, there is an "ABOUT" section showing "14,148 members" and a "Closed Group" status. Below this is a "CREATE NEW GROUPS" section with a "Create Group" button. A chat window from "Matt" is overlaid on the bottom right of the page. The chat message reads: "Peter, I met someone you need to meet and you two have a ton in common. Her name is Emily and she is on Zoosk, you can talk to her for free and if it doesn't work you can just end the chat. No worries about her being creepy -Matt". Below the message is a "zoosk" logo and a link that says "Click here to get started". A mouse cursor is pointing at this link. The chat window also shows a "Chat (20)" indicator at the bottom right.

Movement Culture 14,148 members

Write Post **Add Photo / Video** **Ask Question** **New Event**

Write something...

PINNED POST

Ido Portal shared Arbel Meidav's photo. September 28 · Prenzlauer Berg, Germany

Rules of engagement - Movement Culture:

1. No ads, no shameless plugs, direct or indirect. The group is not here to promote your/others services, blogs, products, etc. Breaking this rule will lead to immediate and final ban, first strike - you are out.
2. Read through and look for the answer within the relevant blog posts, threads, posts and comments before you ask something. 98% of questions have been answered before. Another 1% cannot be answered probably through on... [See More](#)

MONTH

zoosk
Click here to get started

Matt

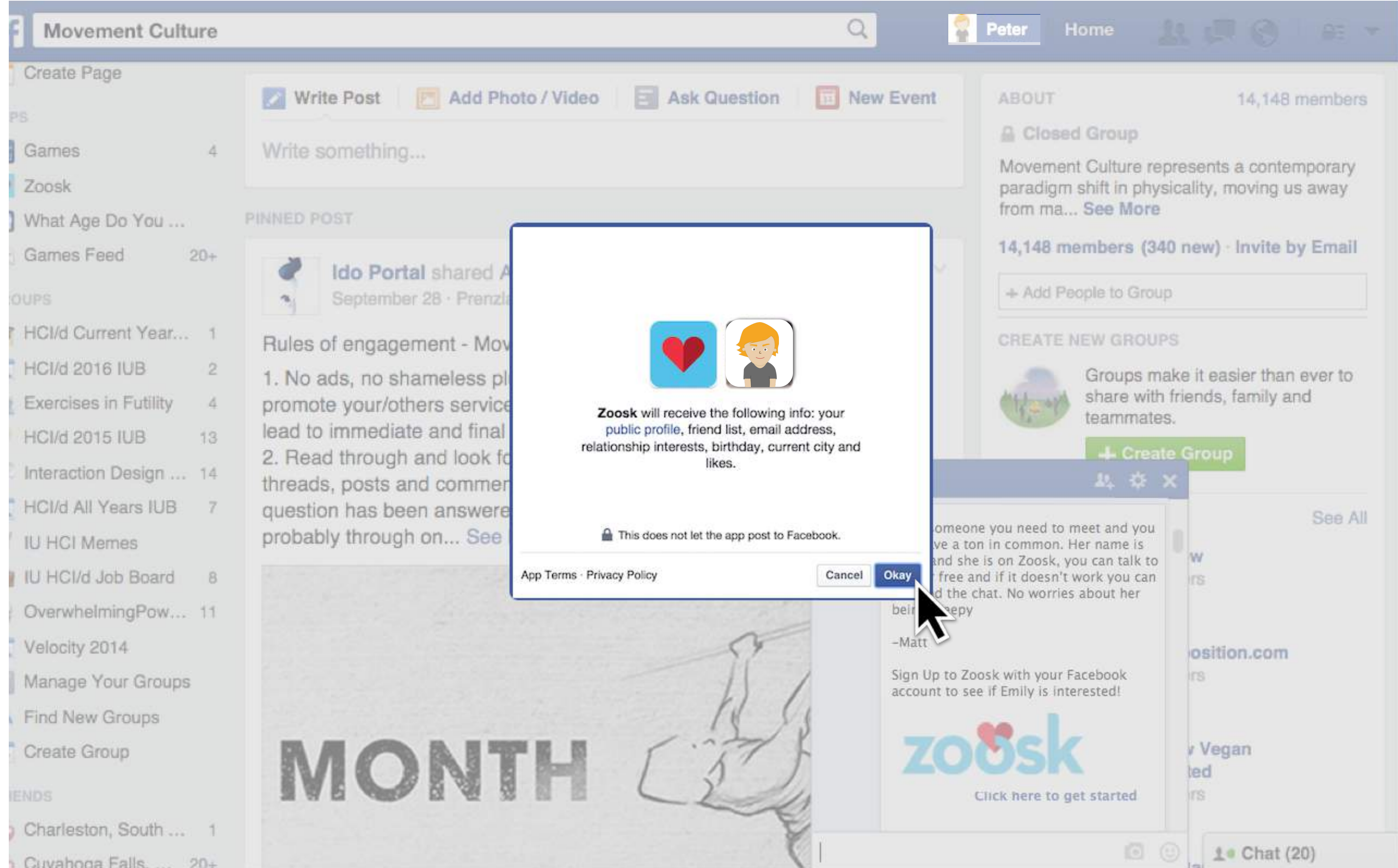
Peter,
I met someone you need to meet and you two have a ton in common. Her name is Emily and she is on Zoosk, you can talk to her for free and if it doesn't work you can just end the chat. No worries about her being creepy

-Matt

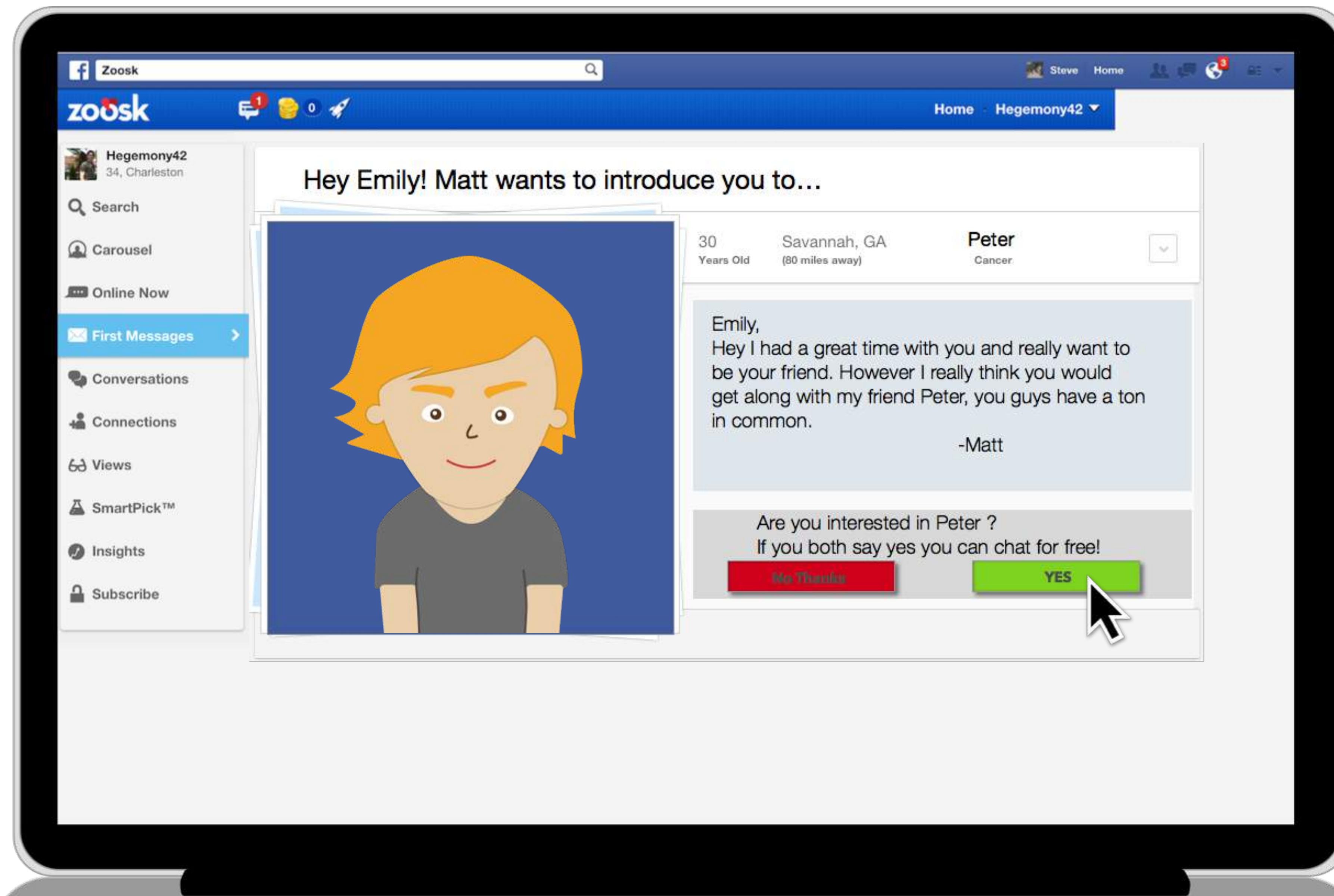
Sign Up to Zoosk with your Facebook account to see if Emily is interested!

Chat (20)

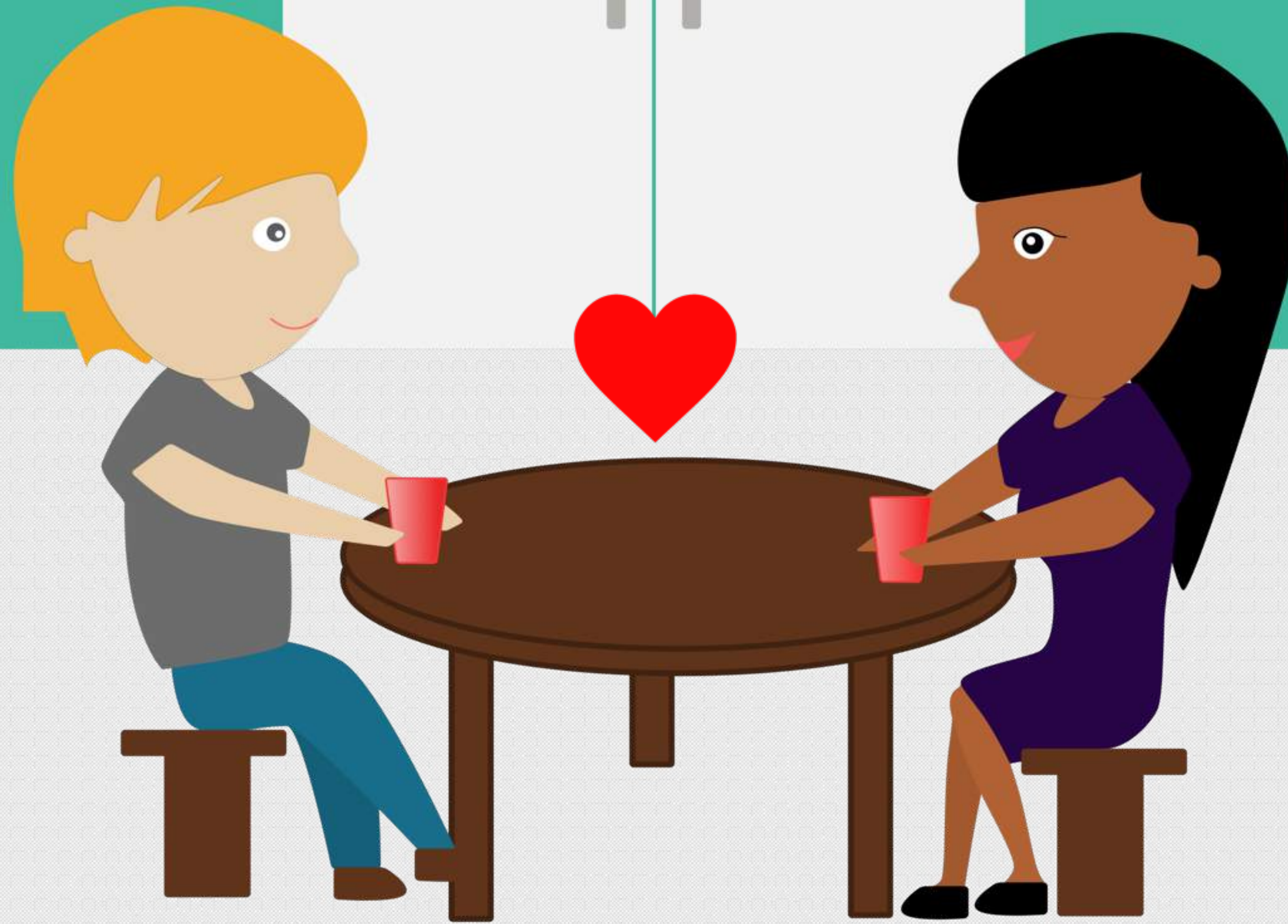
Peter receives a facebook message from his friend Matt about potentially being matched up with Emily. Peter who has been feeling lonely lately accepts the matchup through clicking on the Zoosk link.



Peter agrees to login to Zoosk via his Facebook account, which allows for his Zoosk profile to be automatically set up.

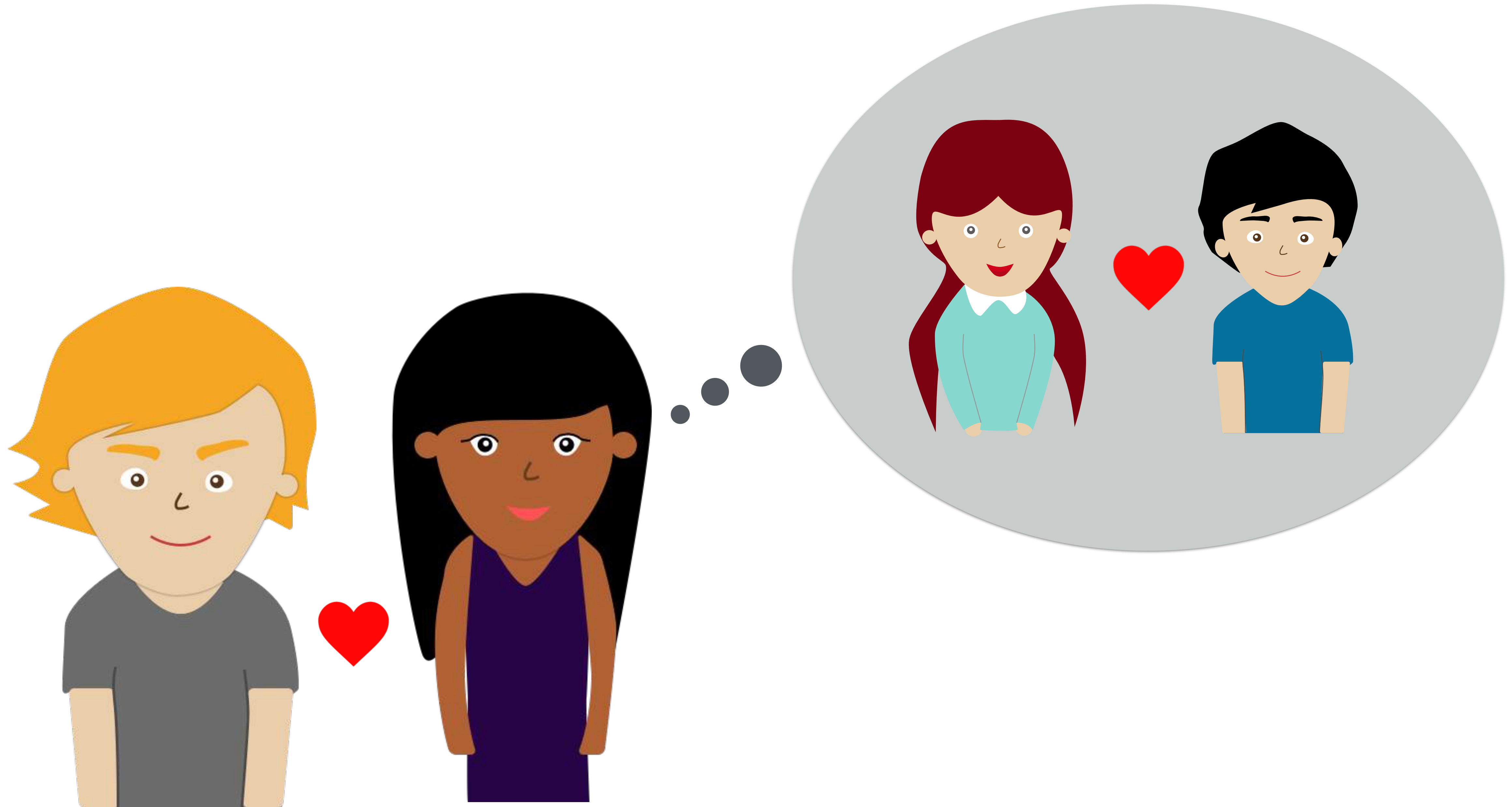


After Peter's Zoosk profile is set up, only then does Emily receive the matchup invitation from Matt. She has good memories of chatting with Matt and therefore is open to his match suggestion. After viewing Peter's newly-created profile, which she finds appealing, she agrees to the invitation.

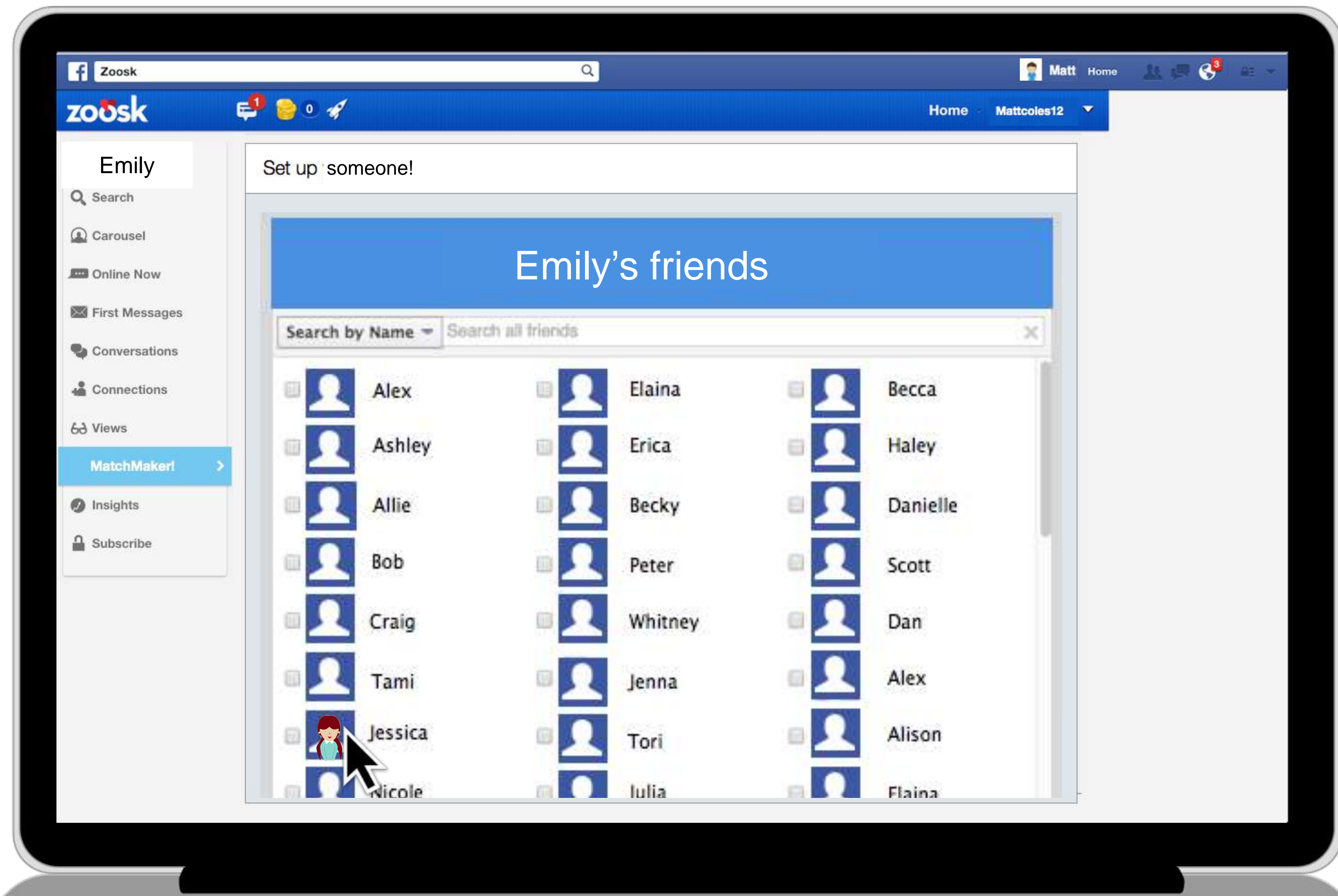


Emily and Peter start their romantic safari..

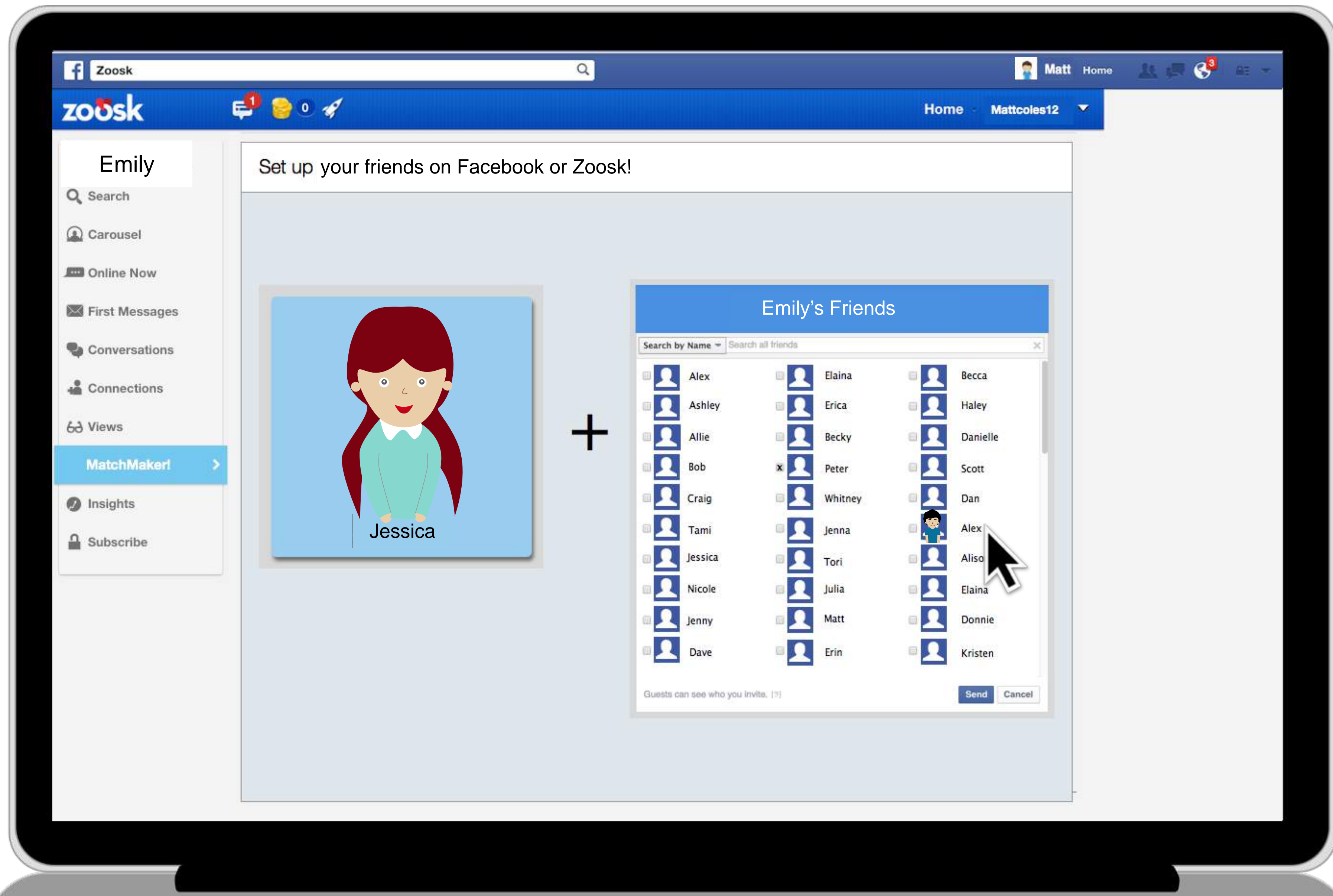
Phase III Facebook to Facebook



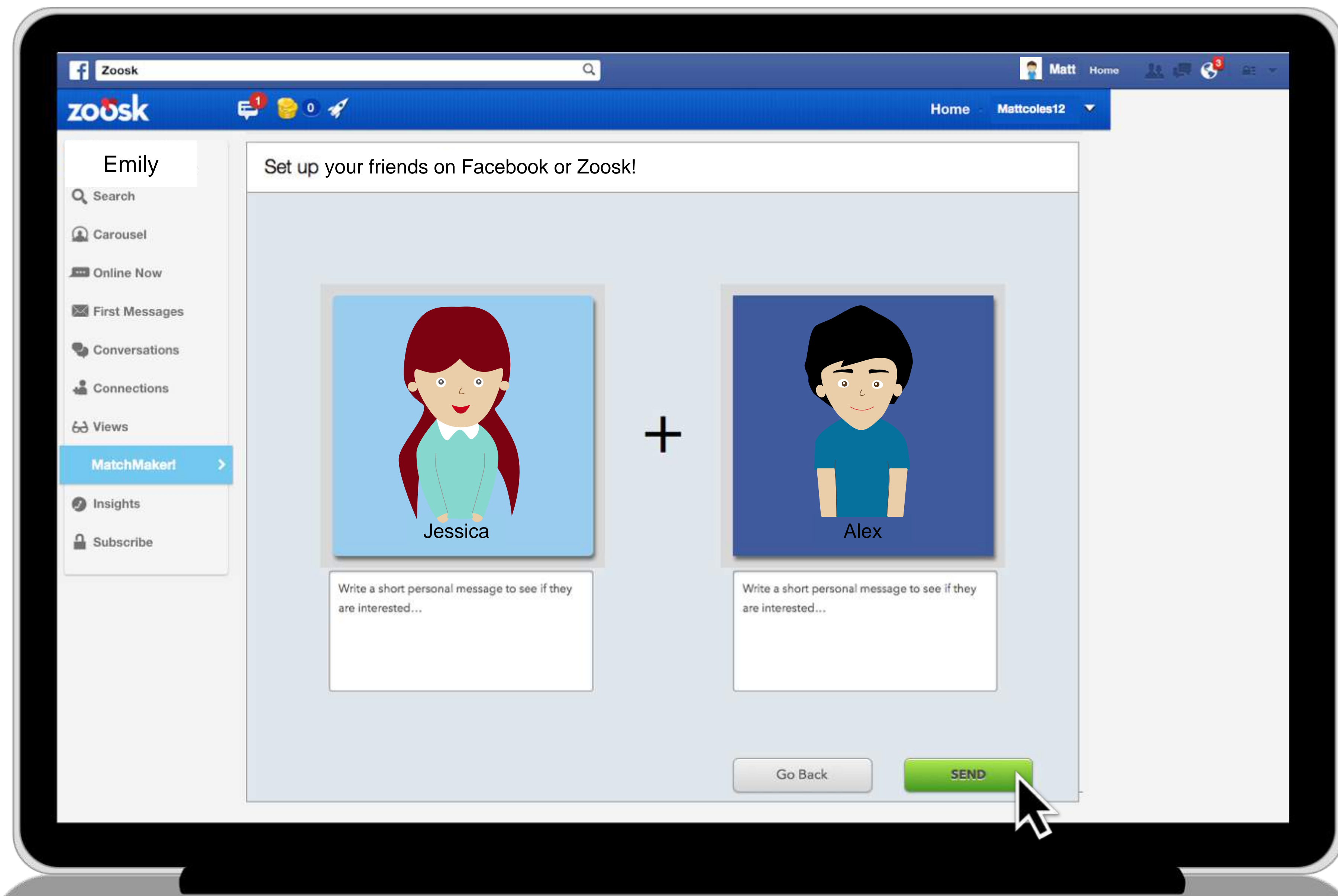
Emily follows Matt's step to match up her friends. She used to have the idea of setting up her two friends on Facebook but not using Zoosk. Now she knows that Zoosk can help, she wants to use Zoosk to match up the two friends.



Emily goes to the "MatchMaker" tab on Zoosk and proposes a match between Jessica and Alex. She selects Jessica from the friend list which include all her Facebook and Zoosk friends.

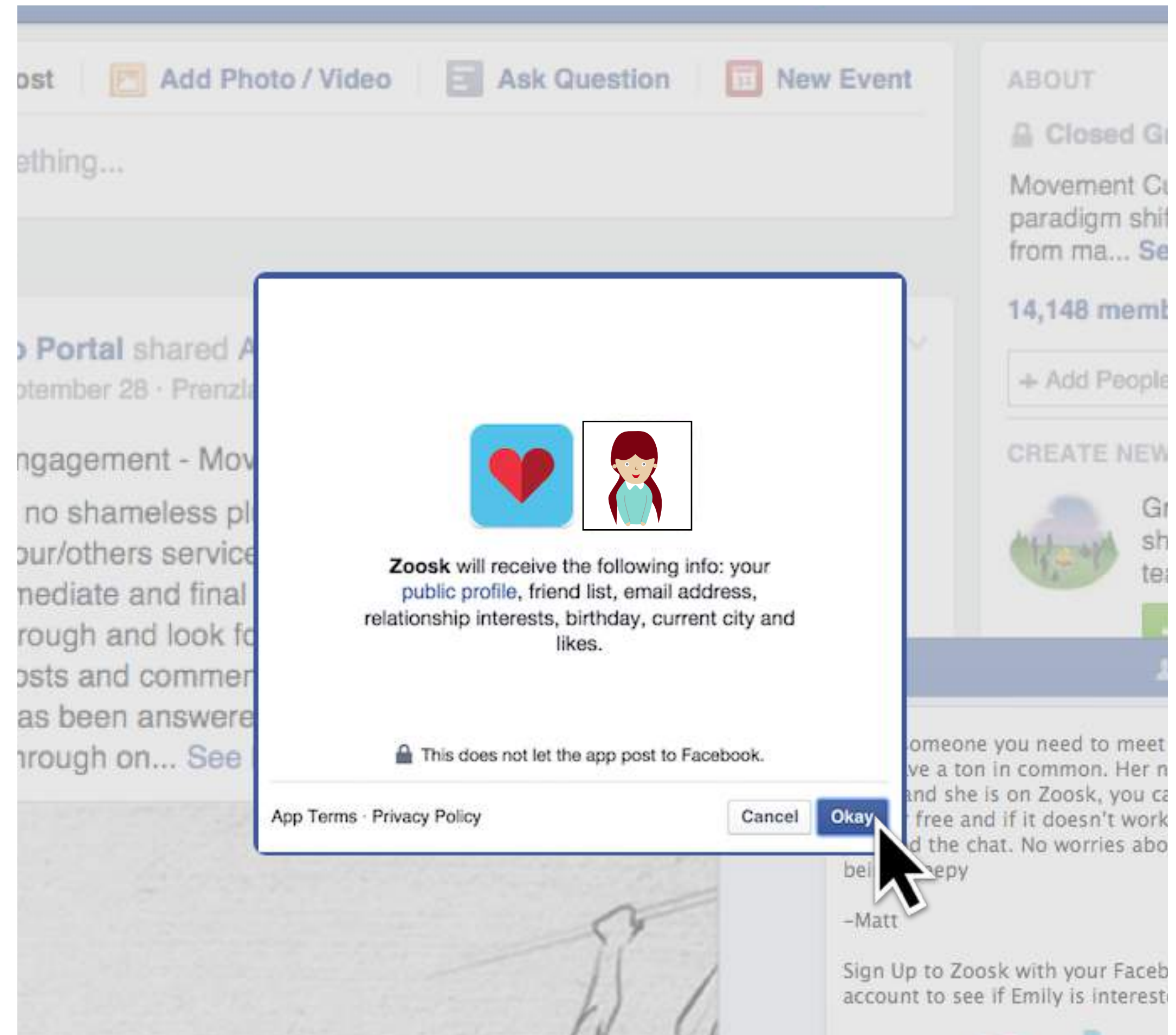
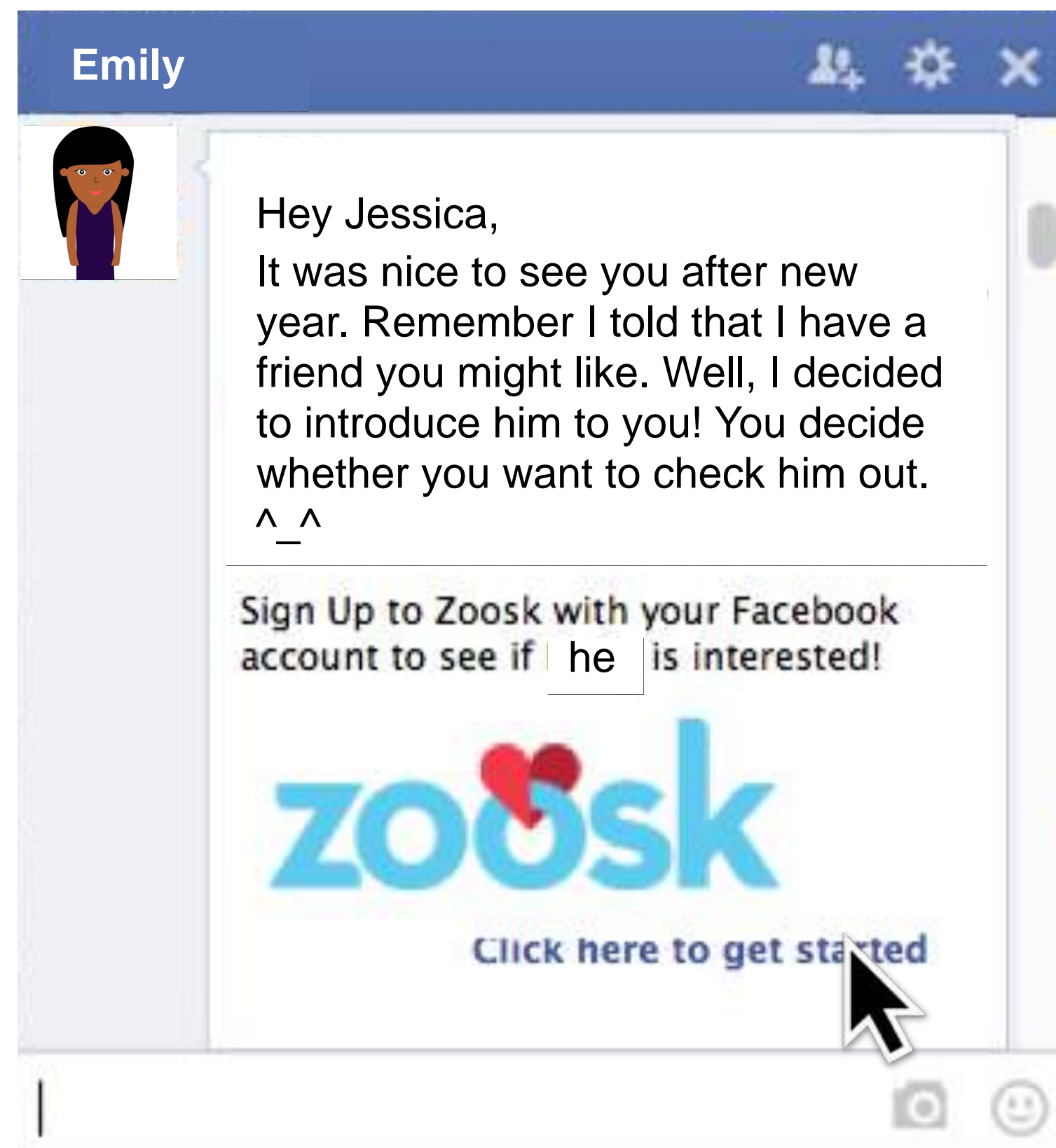


Then she selects Alex also from Facebook friendlist. Although both Jessica and Alex are not on Zoosk, Emily is able to select them on Zoosk platform.

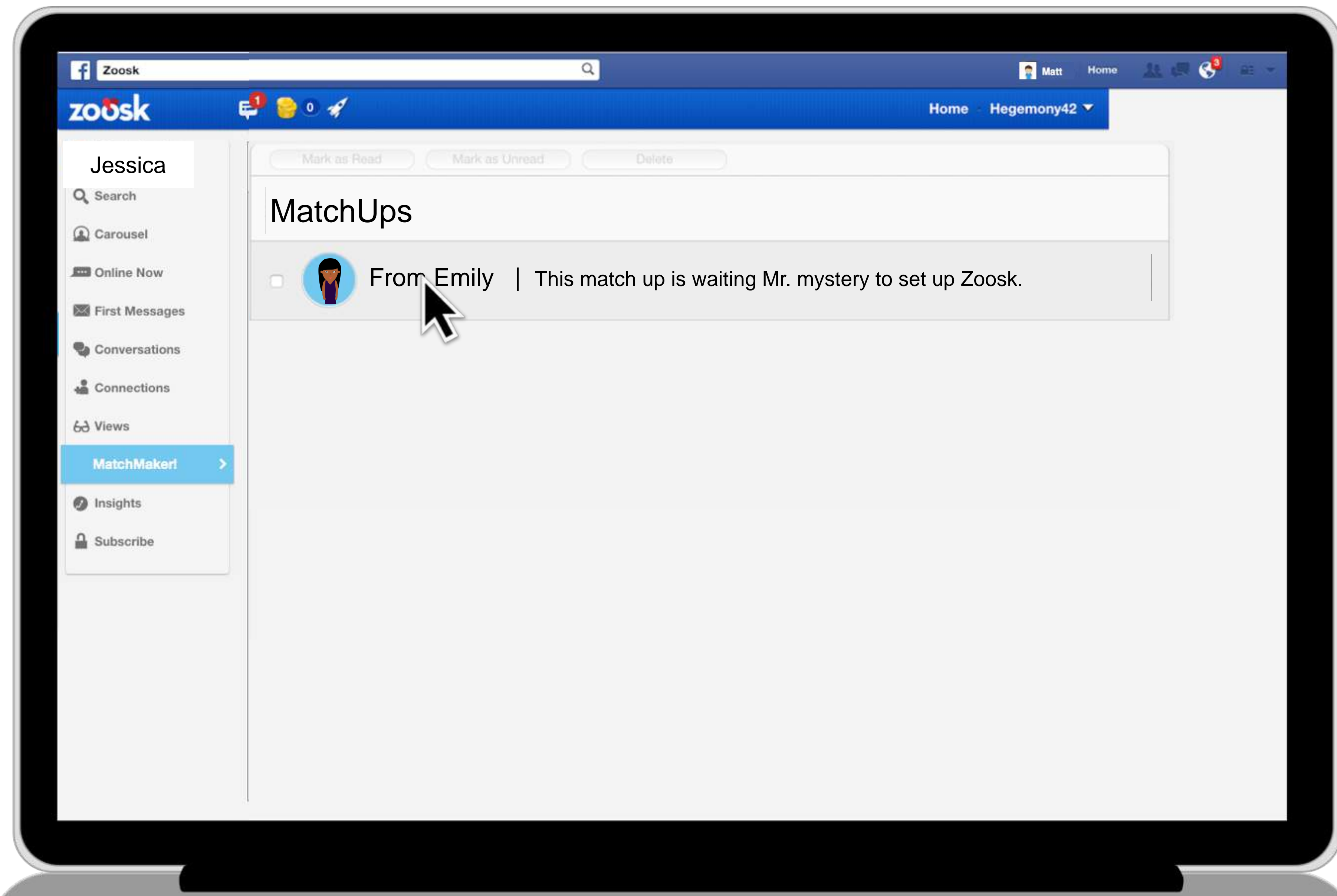


Emily writes a personal message to both Jessica and Alex and then sends the match invitation!

Jessica's Facebook Messenger

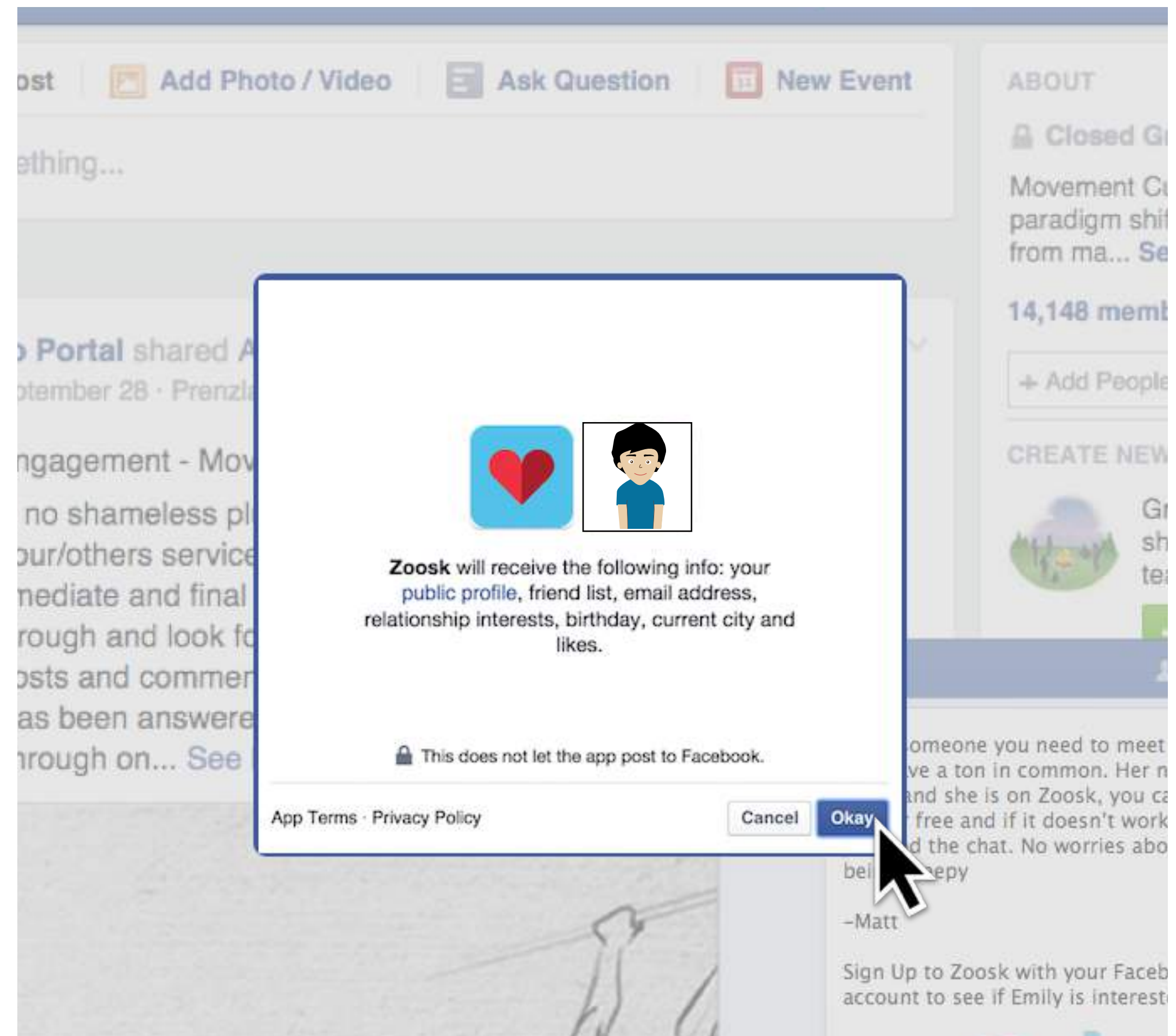
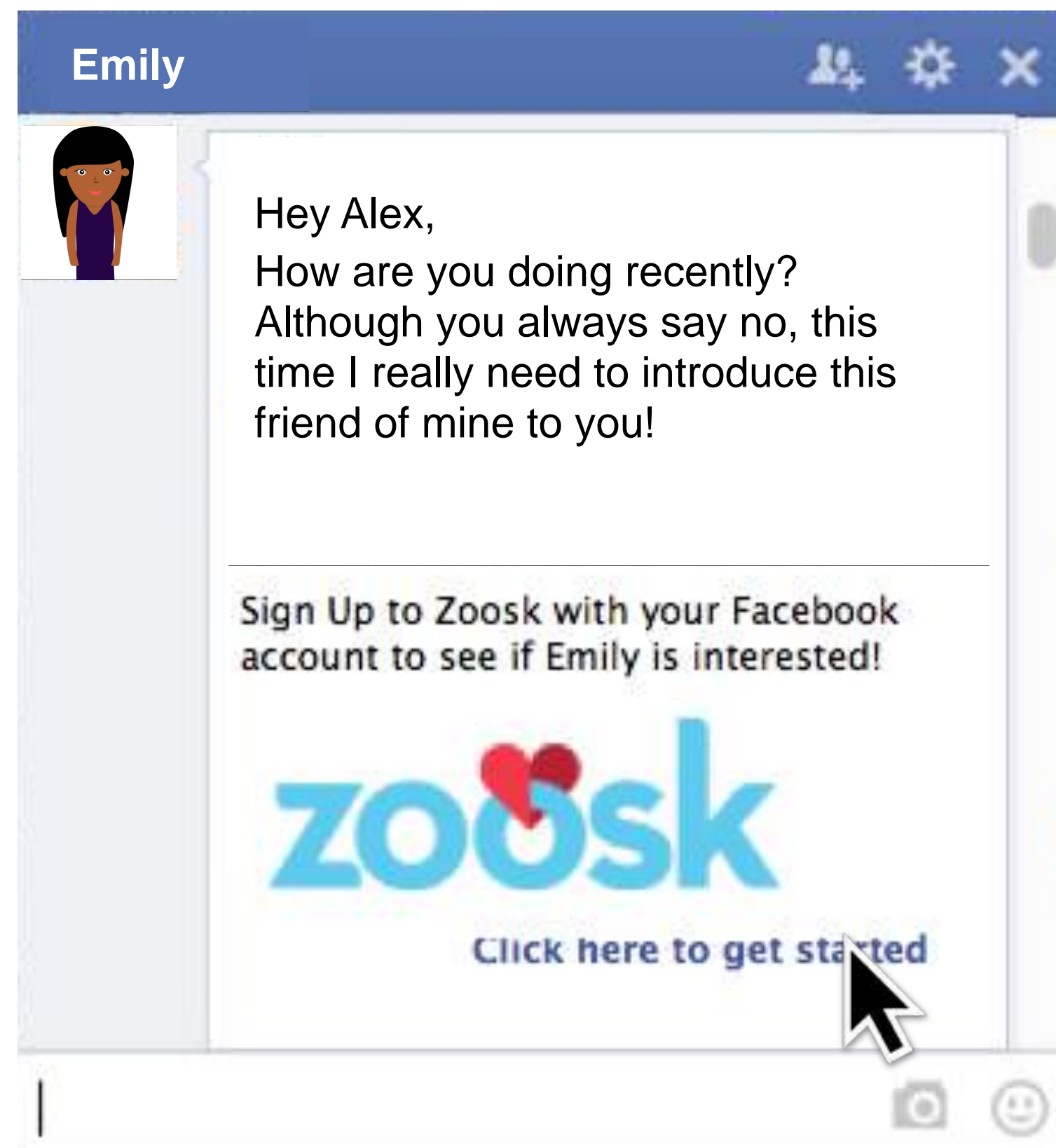


Both Jessica and Alex receives a Facebook message from their mutual friend Emily about potential matchup. Jessica is really curious to see the person Emily recommended, so she accepts the matchup through clicking on the Zoosk link and sets up her Zoosk account.

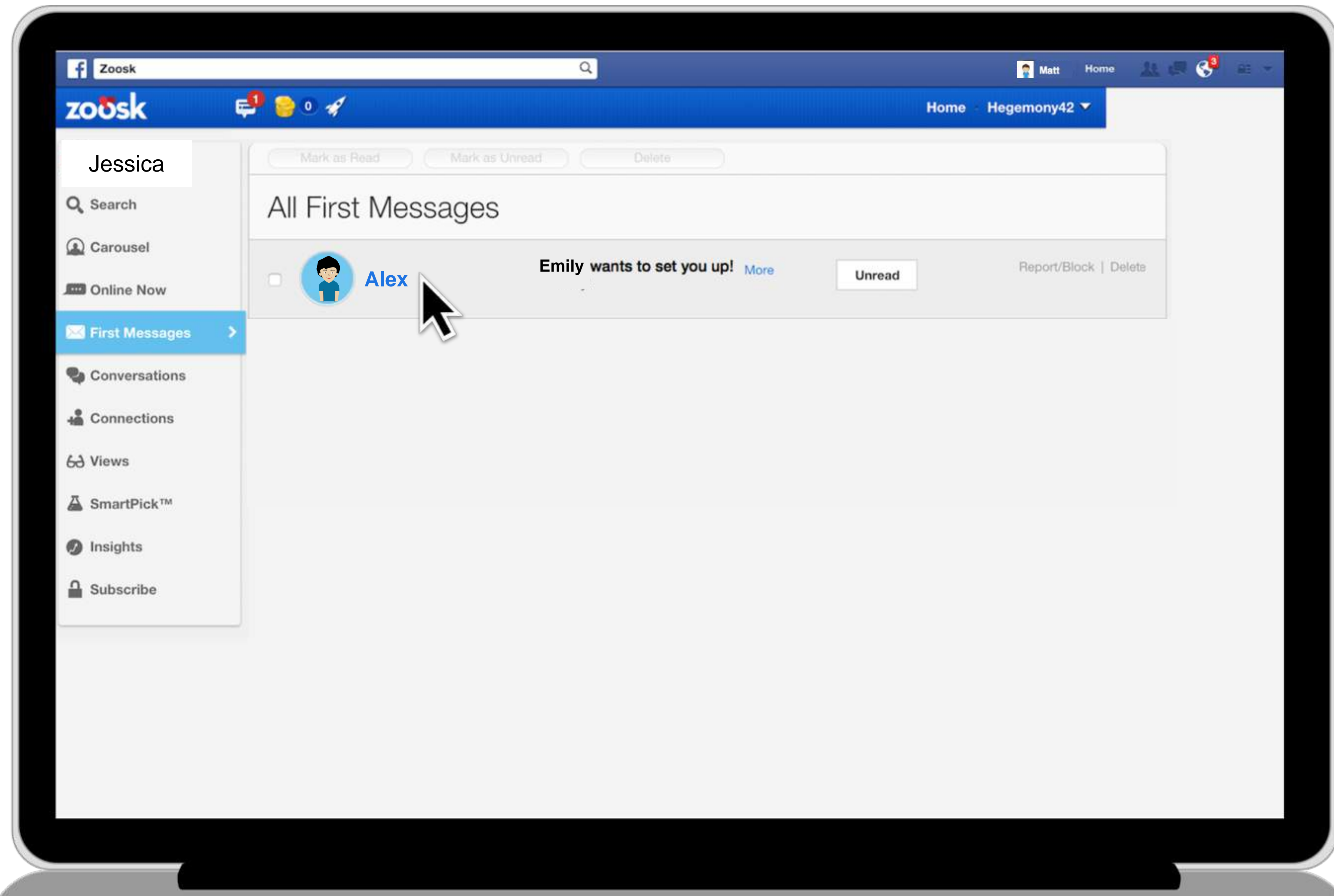


Then Jessica sees one message in Matchmaker section stating that now the matchup is waiting for Mr. mystery to sign up his Zoosk account.

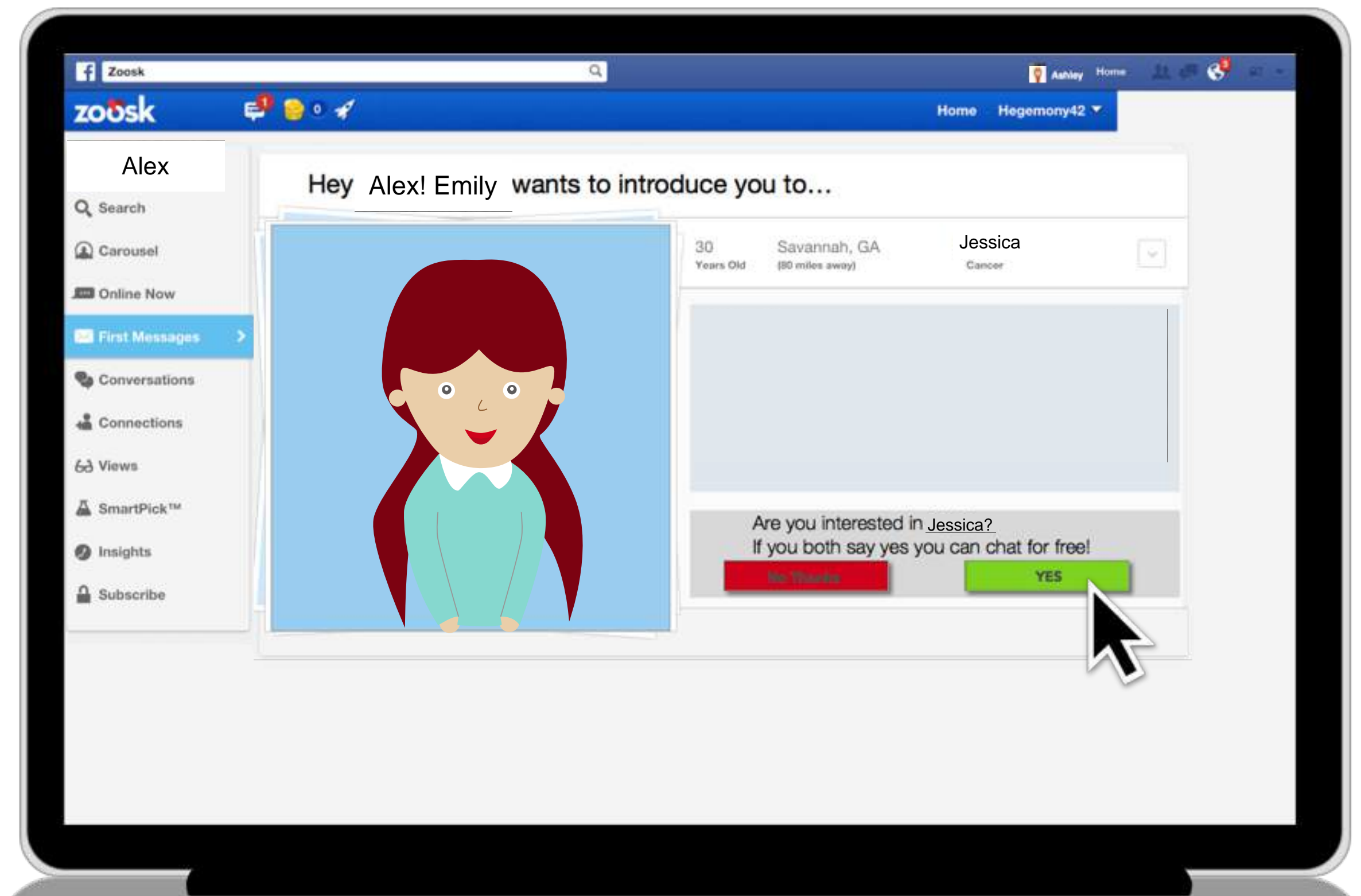
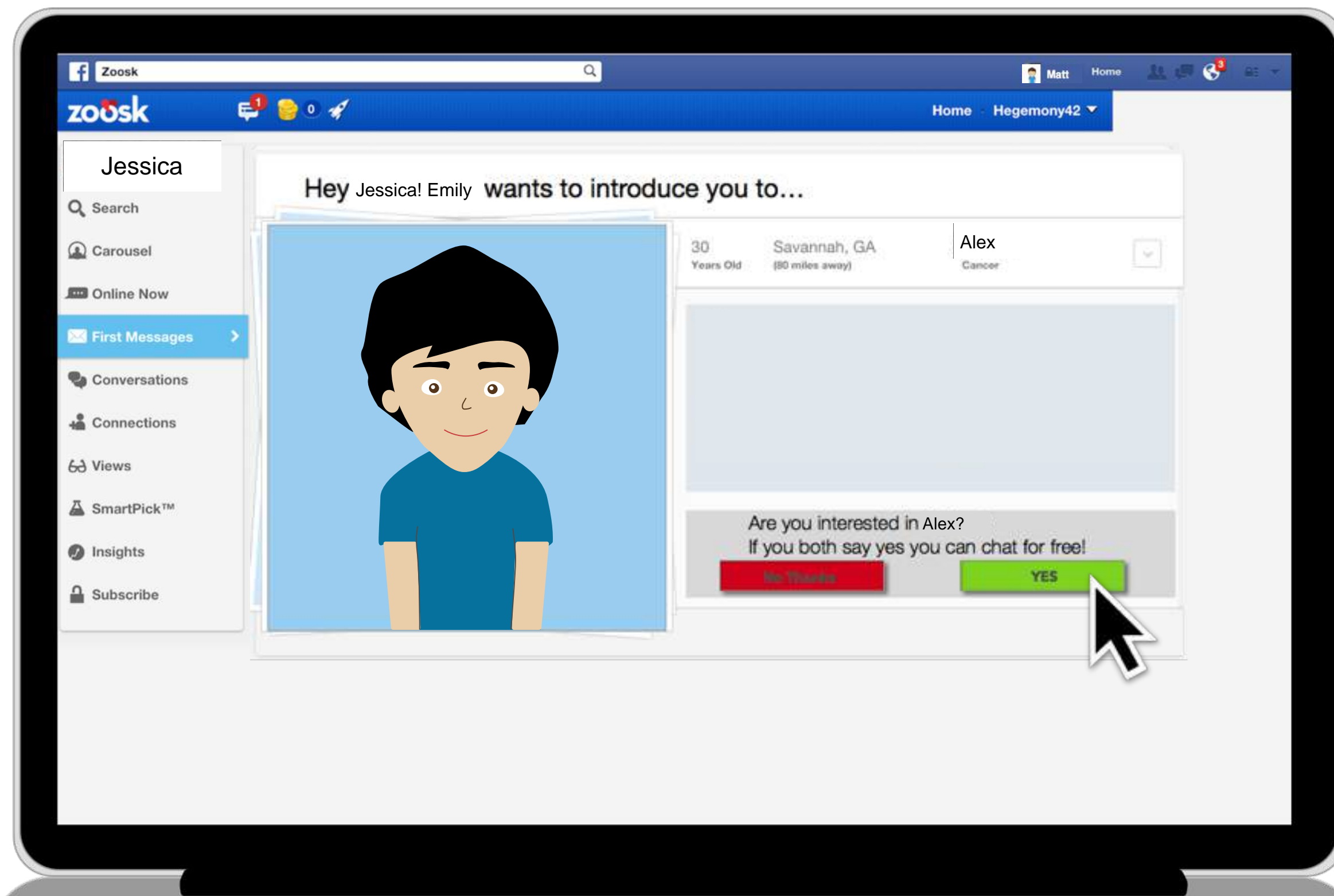
Alex's Facebook Messenger



Alex logs in Facebook and notices the matchup message Emily sends out. He has been thinking about start meeting someone recently so he clicks the link to sign up Zoosk.



Right after Alex signs up his Zoosk account, Jessica and Alex both receive the matchup invitation from Emily in First Messages



Will they both accept the matchup invitation? We end here but their story keeps going on.