TYMPAN
INTERACTIONS
ORIENTATION BEFORE ACTION

PROFILE POSITIONING / POSITIONING THESIS

Let someone picture a Thursday with you

THE CURRENT SIGNAL

Your bike and gym show what you do. Your portrait shows who they'd meet.

Put your face first, then give someone an easy way to picture an evening with you.

CURRENT IMPRESSION

They see the bike and gym. They have to look harder to find your face.

TARGET IMPRESSION

They can recognize you, see your playful side, and picture getting coffee with you.

YOUR AVAILABILITY AND TRAVEL LIMIT

Example inputs: You're starting in Downingtown, working weekends, and free Tuesday or Thursday after 6:30. You can travel up to 30 minutes each way.

WHAT TO SHOW PEOPLE NEARBY

Start with Downingtown, Exton, and West Chester. For a Phoenixville match, check the drive at your meeting hour or agree on a midpoint. For your full-body photo, choose a West Chester spot you actually visit. The bio on page 3 gives someone nearby a first date they can picture.

PROFILE POSITIONING / ASSET DECISIONS

The final photo order

P = existing picture · **R = replacement picture** · Illustrations shown.


01 / P3


02 / P6


03 / R1


04 / R2


05 / P2


06 / P4

01 / P3	**Natural-light portrait.** Lead with this so they know who to look for.
02 / P6	**Dog at the park.** Put this second to show an afternoon with you.
03 / R1	**Everyday full-body photo.** Replace P5, the gym mirror, with a natural full-body frame.
04 / R2	**Motorcycle with face visible.** Replace P1, the sunglasses image, while keeping the hobby.
05 / P2	**Group dinner.** Move later, after the viewer knows who to look for.
06 / P4	**Hiking landscape.** Close with the trail photo once they've already seen you up close.

R1 / SHOT BRIEF

Have a friend shoot you head to toe outside your usual West Chester café. Keep the phone out of frame.

R2 / SHOT BRIEF

After a ride, take off the sunglasses. Stand beside the parked bike in daylight, with your face in front.

PROFILE POSITIONING / WRITTEN RECONSTRUCTION

Three openings worth answering

CURRENT SUNDAY	**Typical Sunday:** Gym, errands, and figuring out where to eat.
CURRENT HUMOR	**We’ll get along if:** You can handle sarcasm.
CURRENT GREEN FLAGS	**Green flags I look for:** Good communication, consistency, and no games.

WHAT TYMPAN SEES

Your Sunday answer lists chores. The sarcasm line asks them to pass a test. Show them how you spend time and what making plans with you looks like.

REPLACE ANSWER / TYPICAL SUNDAY

A morning lift, coffee outside, and a long walk with my dog.

REPLACE ANSWER / WE’LL GET ALONG IF

You’ll play mini golf with me and still want coffee after I demand a rematch.

REPLACE ANSWER / GREEN FLAGS I LOOK FOR

You’re looking for something long-term and will pick a night for coffee when we hit it off.

OPTIONAL / IF YOUR PROFILE HAS A BIO

I’m looking for something long-term. My kind of first date is coffee in West Chester and a walk that goes longer than we planned.

PROFILE POSITIONING / SCREENING AND MEASUREMENT

Run the rebuild for 30 days

Who you’re looking for. You want something long-term with someone warm, curious, and active who takes a turn making plans. An Exton profile that says “long-term” and invites you to share a favorite walk gives you something to respond to. If they ask about your favorite walk and suggest Thursday, that shows curiosity and initiative. You’ll see follow-through if they keep the plan. If the profile is vague about intent, ask what they’re looking for.

DAY 1 / PUBLISH	Once both replacement photos are ready, save your current profile and last month’s counts. Publish the six photos in the order shown and paste the new answers. Keep discovery settings fixed.
DAYS 2–29 / LOG	Log whether each incoming opener mentions your profile. For each conversation, record who helped make the plan, whether you agreed on a day, time, and place, and whether it fit your weekday and travel limits.
DAY 14 / DIAGNOSE	Check where plans stall. Note whether it’s timing, distance, or one of you leaving the next step open. Keep your profile, search area, and approach to messaging steady through Day 30.
DAY 30 / DECIDE	Compare the share of specific openers and conversations that reached a concrete plan with the prior 30 days. Keep the rebuild if both improve and the new plans fit your schedule. If distance repeatedly stalls plans, test your search area next. Extend the test if you have too few conversations.

WORKED COMPARISON / ILLUSTRATIVE

Before: **4/22** specific openers and **2/16** conversations with a concrete plan. Example after: **8/24** and **5/18**, with four of the five plans fitting the weekday travel limits. That supports keeping the rebuild in this example. Weekday fit has no baseline, so track it separately.