



bumble

# Mission and vision



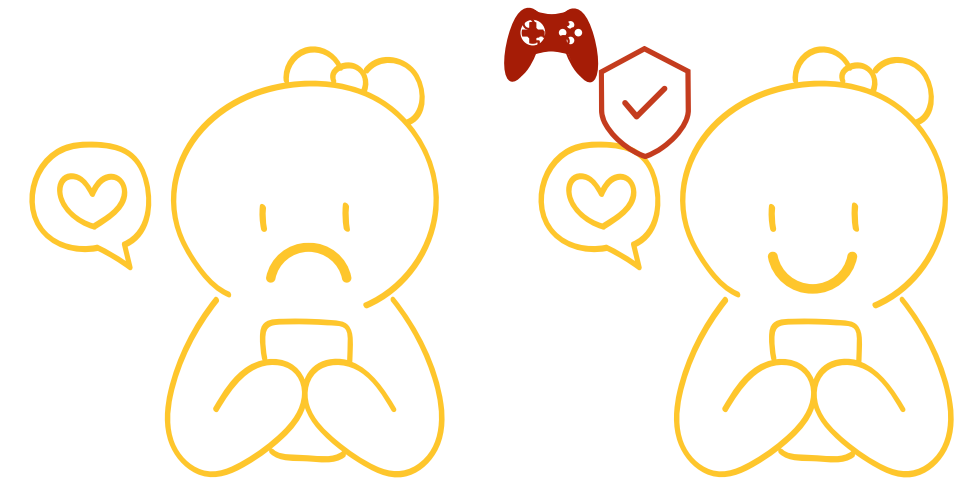
## Mission

Our mission is to empower people by providing a platform that enables authentic & engaging connections in love, life, and work.



## Vision

Our vision is to foster a world where individuals can form authentic, inclusive, and empowering connections in all aspects of life.



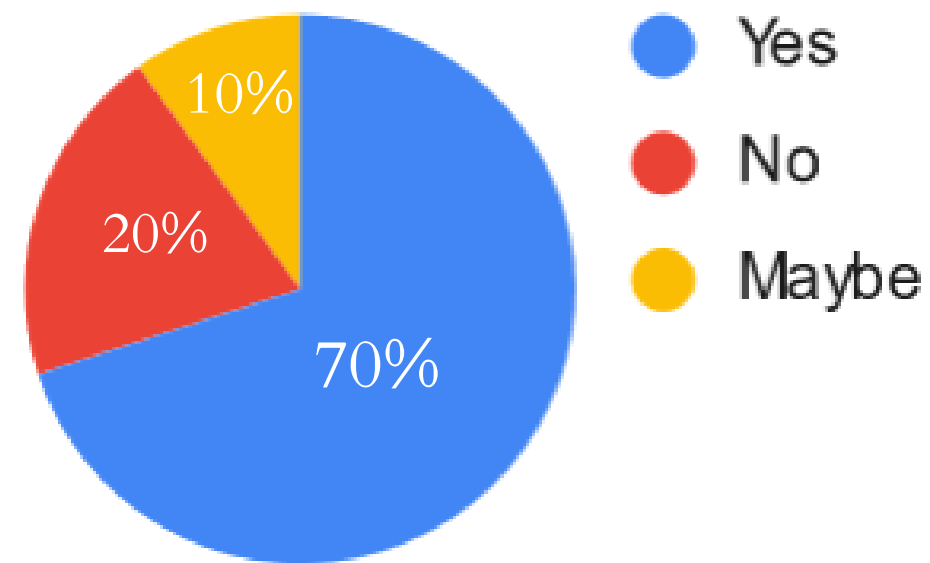
# Problem Statement

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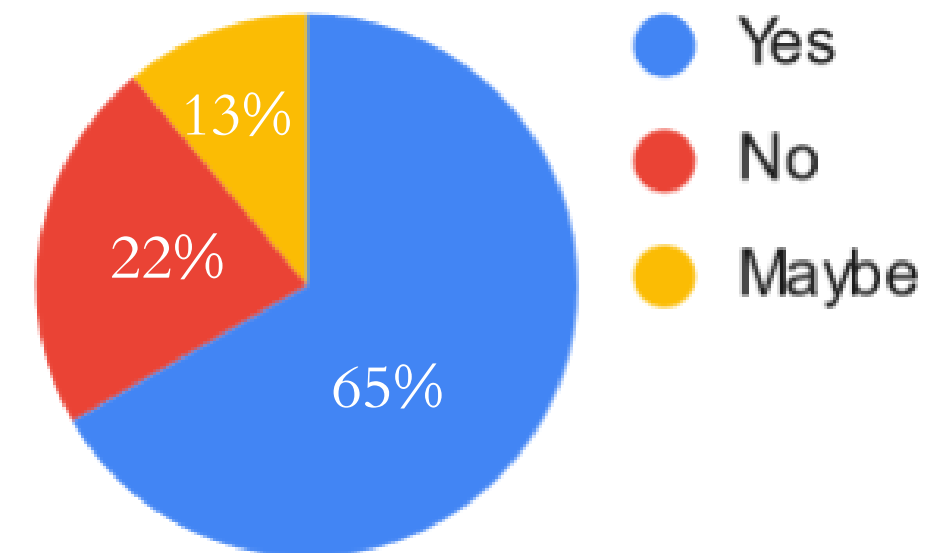


# Problem Statements

Q1. Do you feel nervous about how your new match might be in real life?



Q2. Would you like to have a free swipe counter to track your swipes for the day?

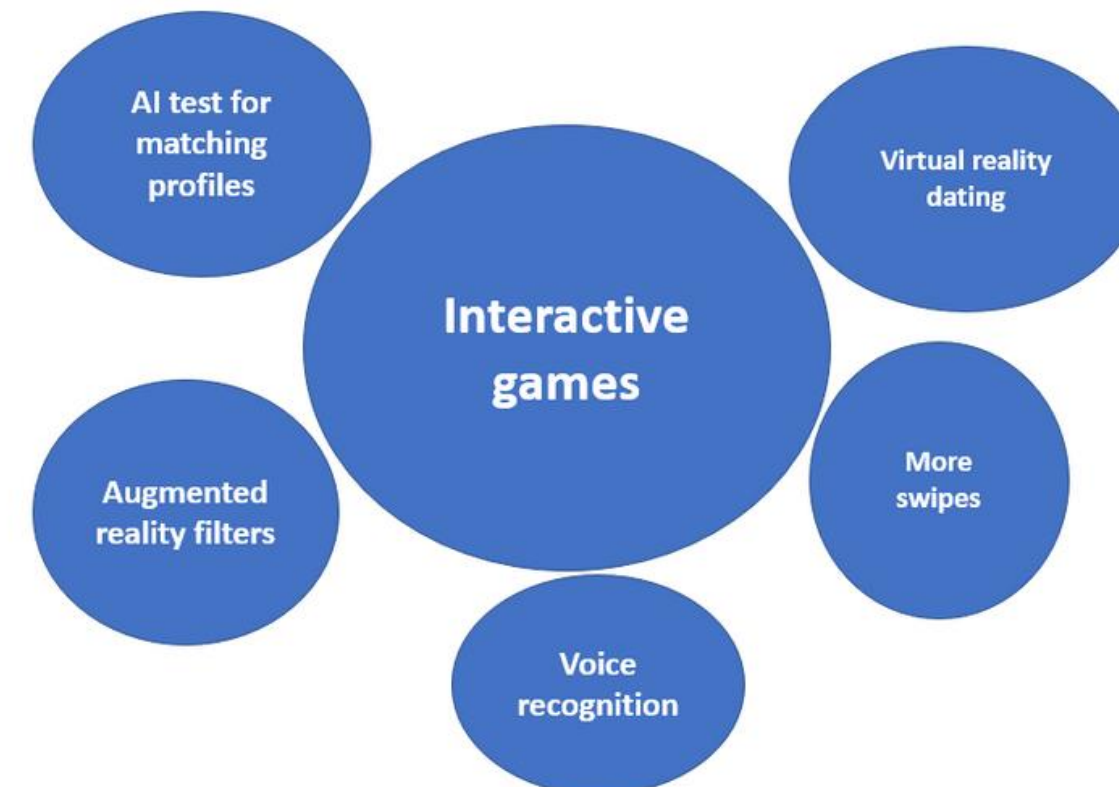


# Problem Statements

Q3. Why do you shift to other platforms after matching on Bumble?



Q4. What additional features would you like to have in Bumble?



# Features

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01

BeYou



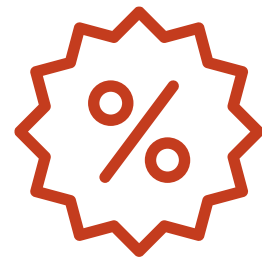
02

Swipe Counter



03

Bumble Discounts



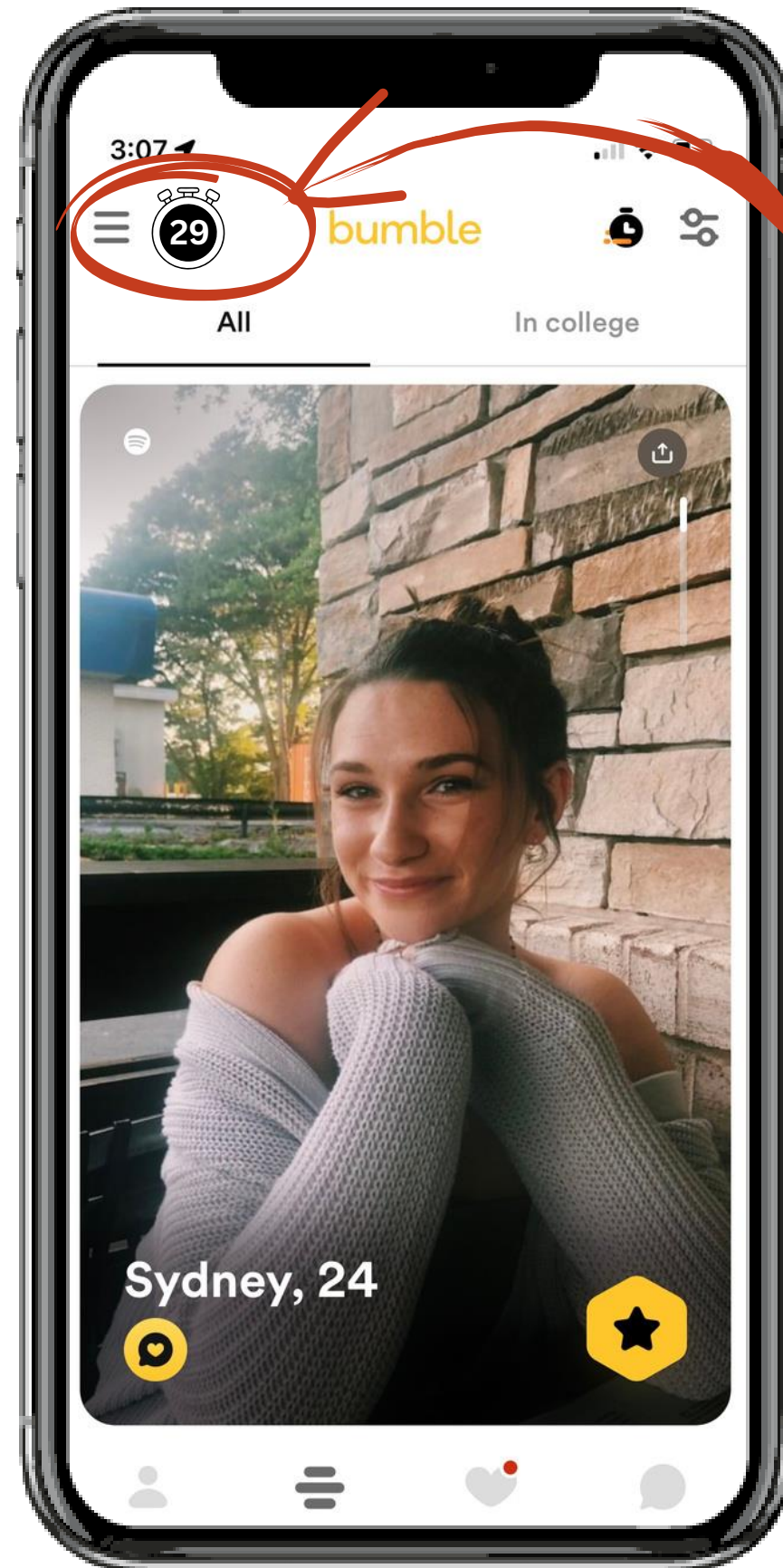
04

Interactive Games



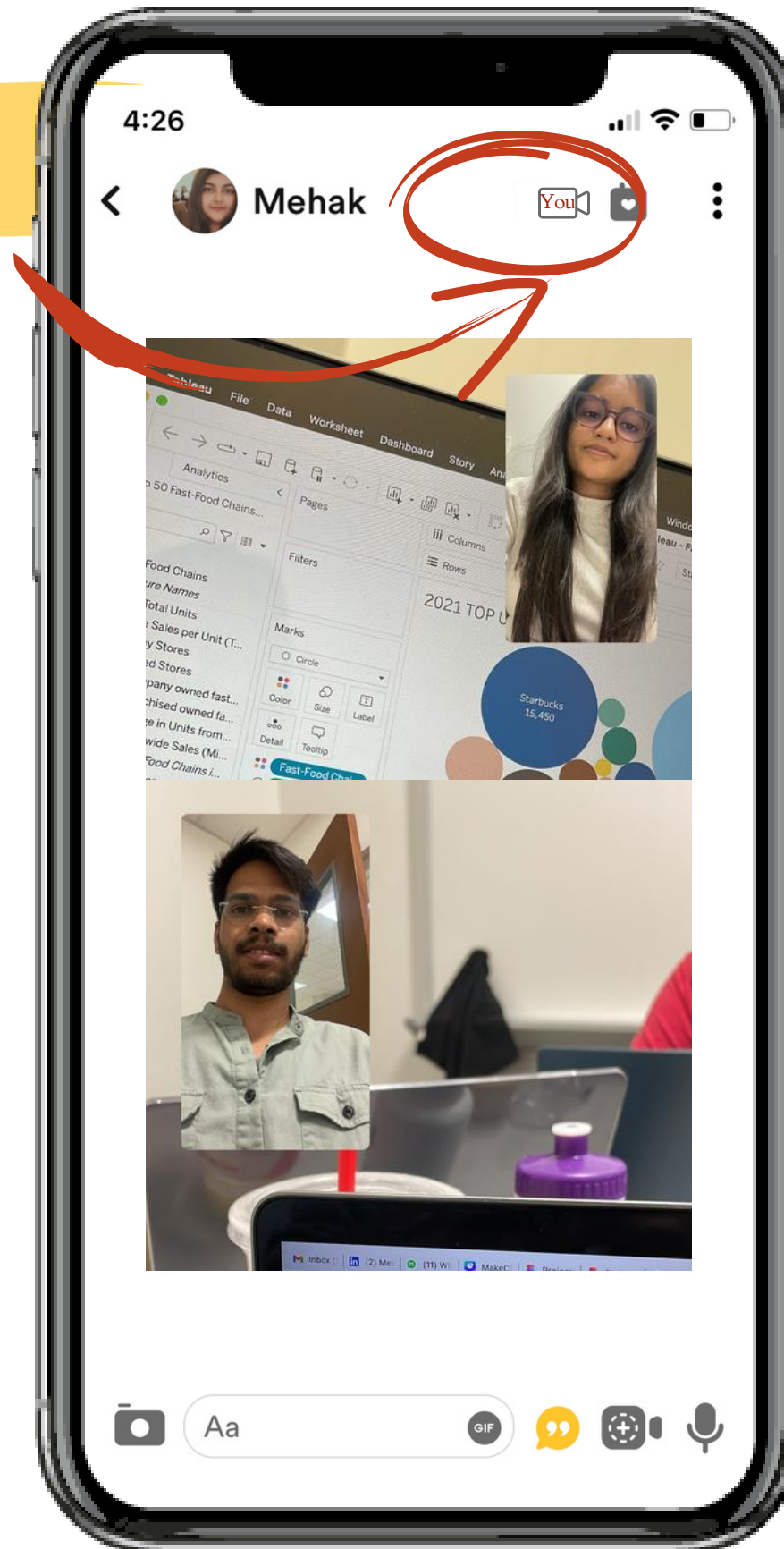


# How will the new feature look



Swipe Counter

Be You

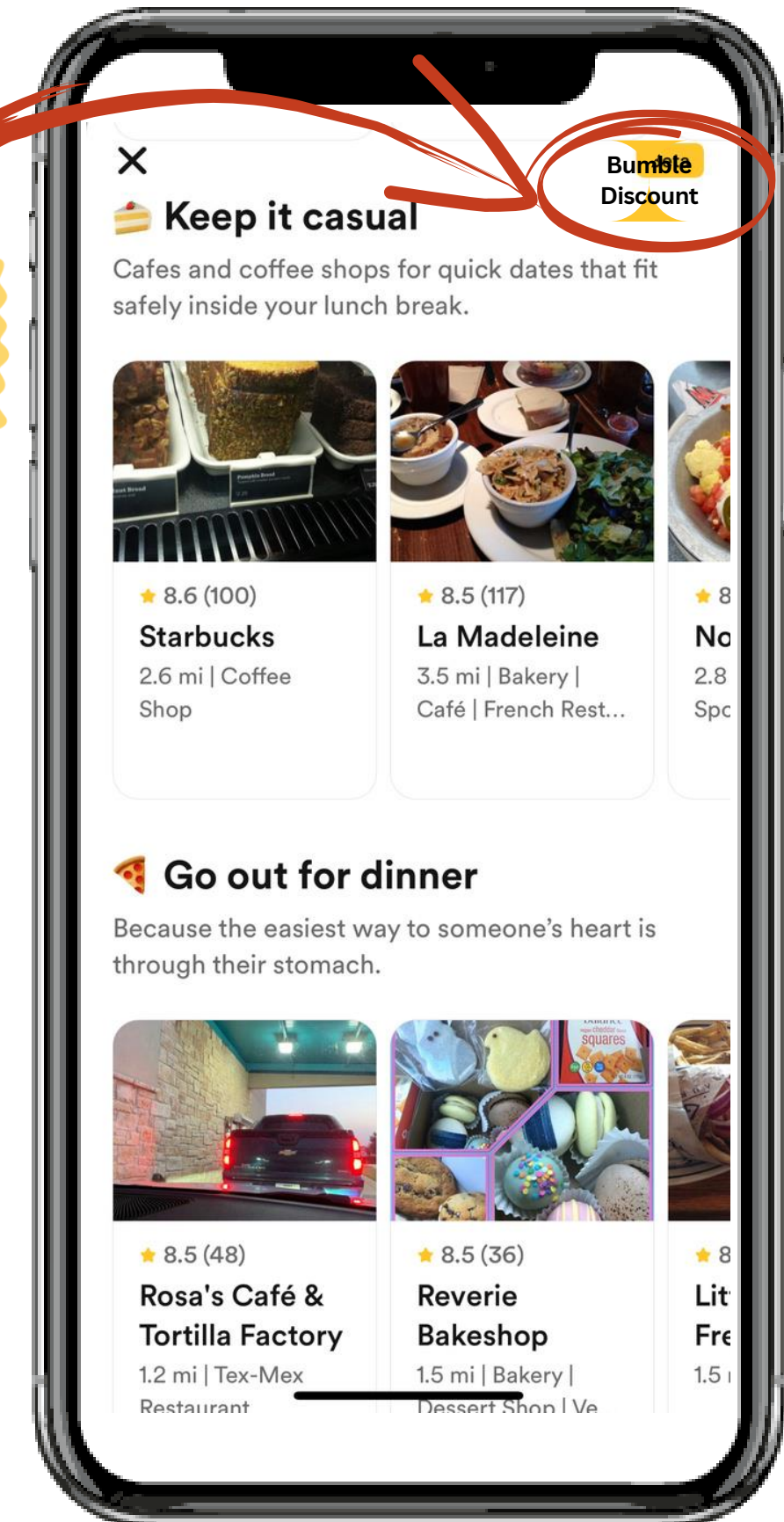


# How will the new feature look



Bumble Discounts

Interactive Games





# User Persona



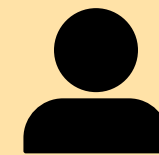
Hanna, 28  
Economics  
Student



5'6"



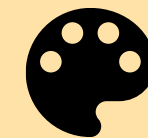
Stanford  
University



Talkative



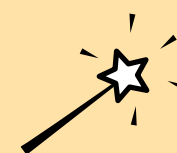
Partner in  
Crime



Gymnastics,  
Debate



Has been misled several times  
on dating apps



Wishes there was a way to know more  
about  
the person before going on a date.





# User Persona



6'2"



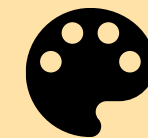
Google, New York



Shy,  
Introver  
t



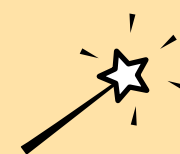
Life  
Partner



Reading, Movies,  
Football





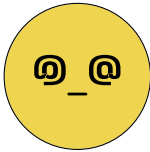




Difficulty continuing conversations  
on Bumble!



Wishes for more creative outlets to connect  
with matches.



# Customer Journey Mapping

Poor Experience	Feeling Bored 	Mindless Scrolling		Hey, how's the weather?	Cliche Icebreaker Prompts	 She's too good to be true.	Anxious, Unsure of what I am getting into
	Feeling Adventurous	Intentional  Swipes Left		Never Have I Ever?	I can beat you in Scrabble!	Show me the real YOU! 	Excited ! 
Open Bumble App      Start Swiping      Get Matched      Start Conversations      Online Games      Be Real Snaps      Date Ready							









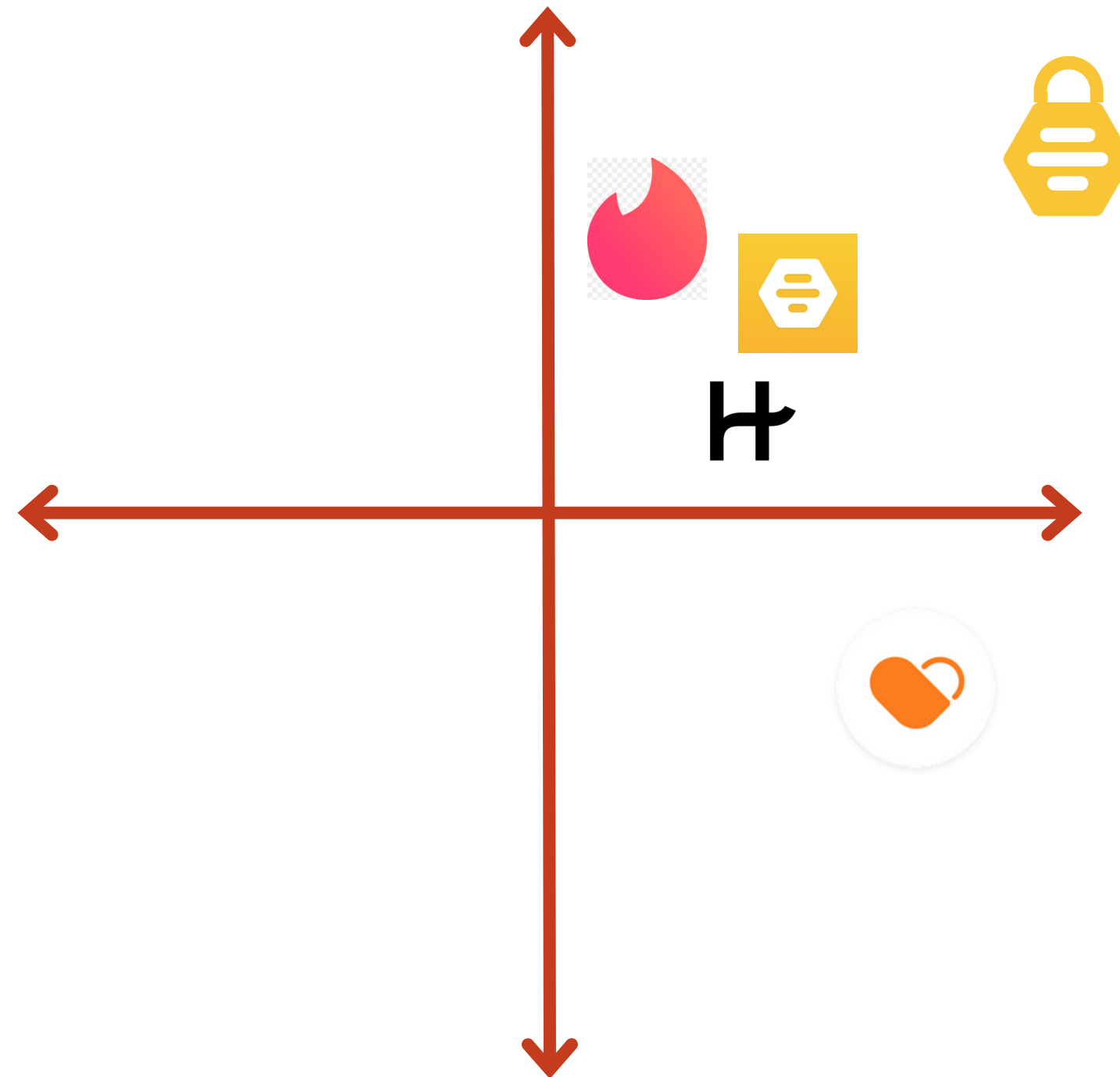
# Competitors Matrix

High User Engagement

Low Authenticity

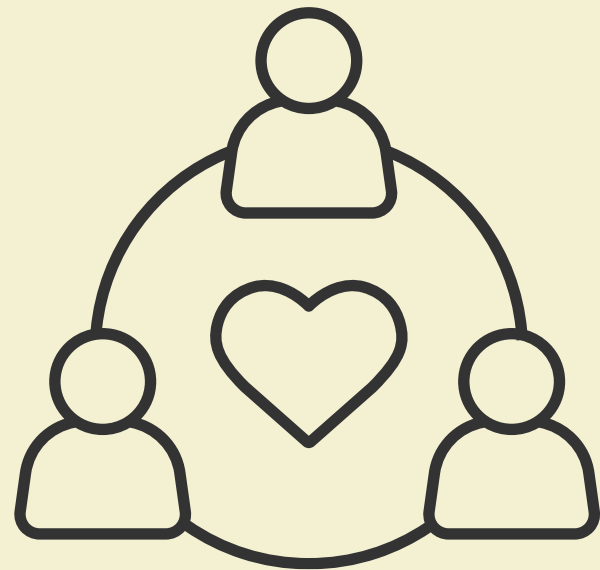
High Authenticity

Low User Engagement



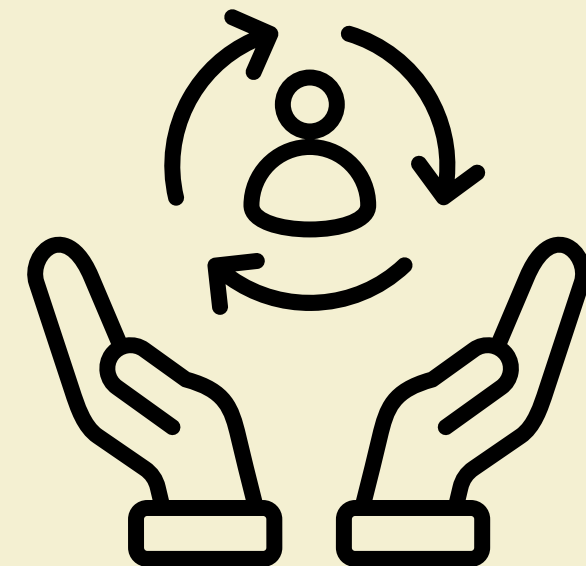
# Impact and Metrics to Track

Session Length  
Feature Usage



Engagement

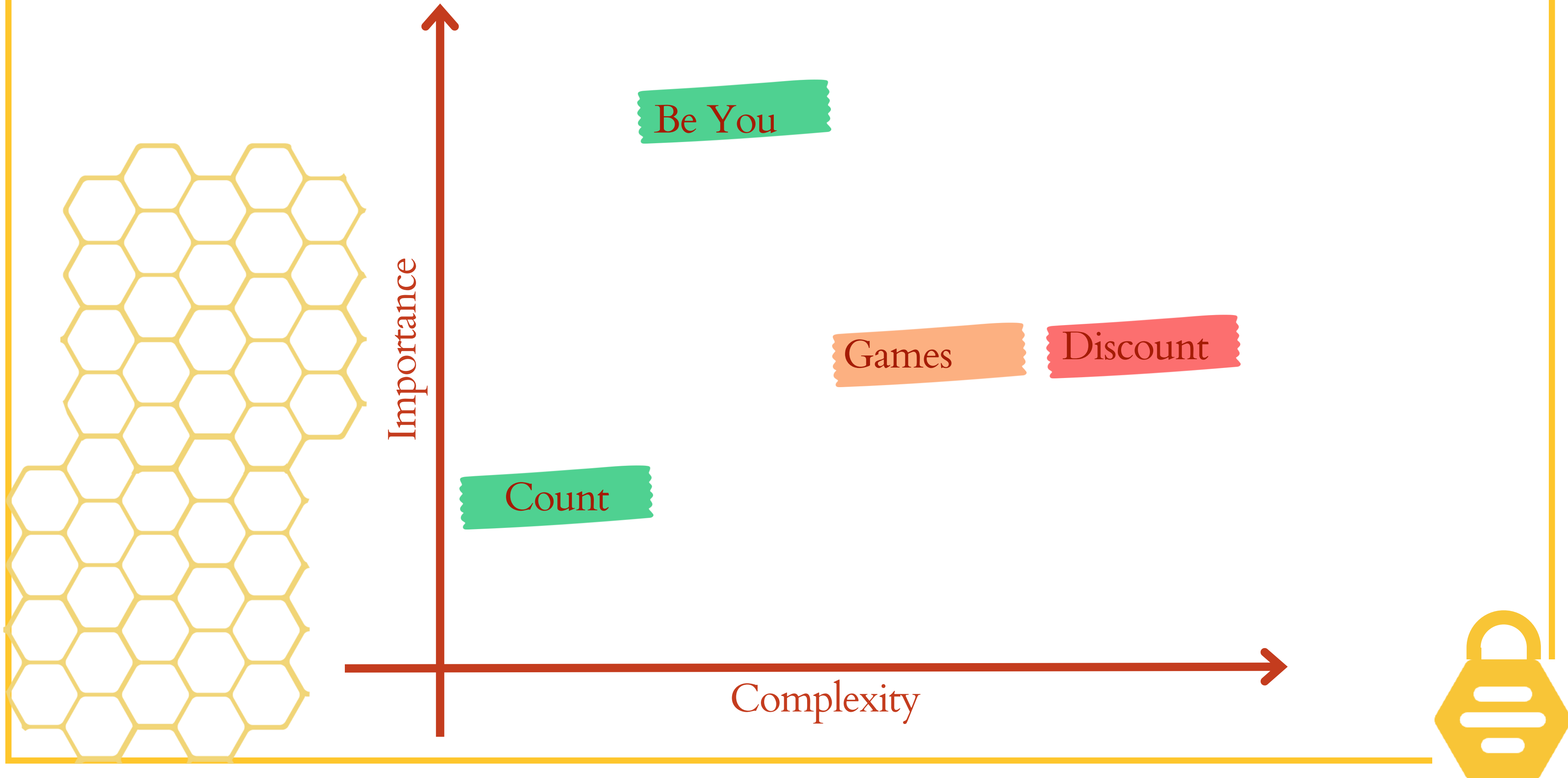
Churn Rate  
Customer Life Time



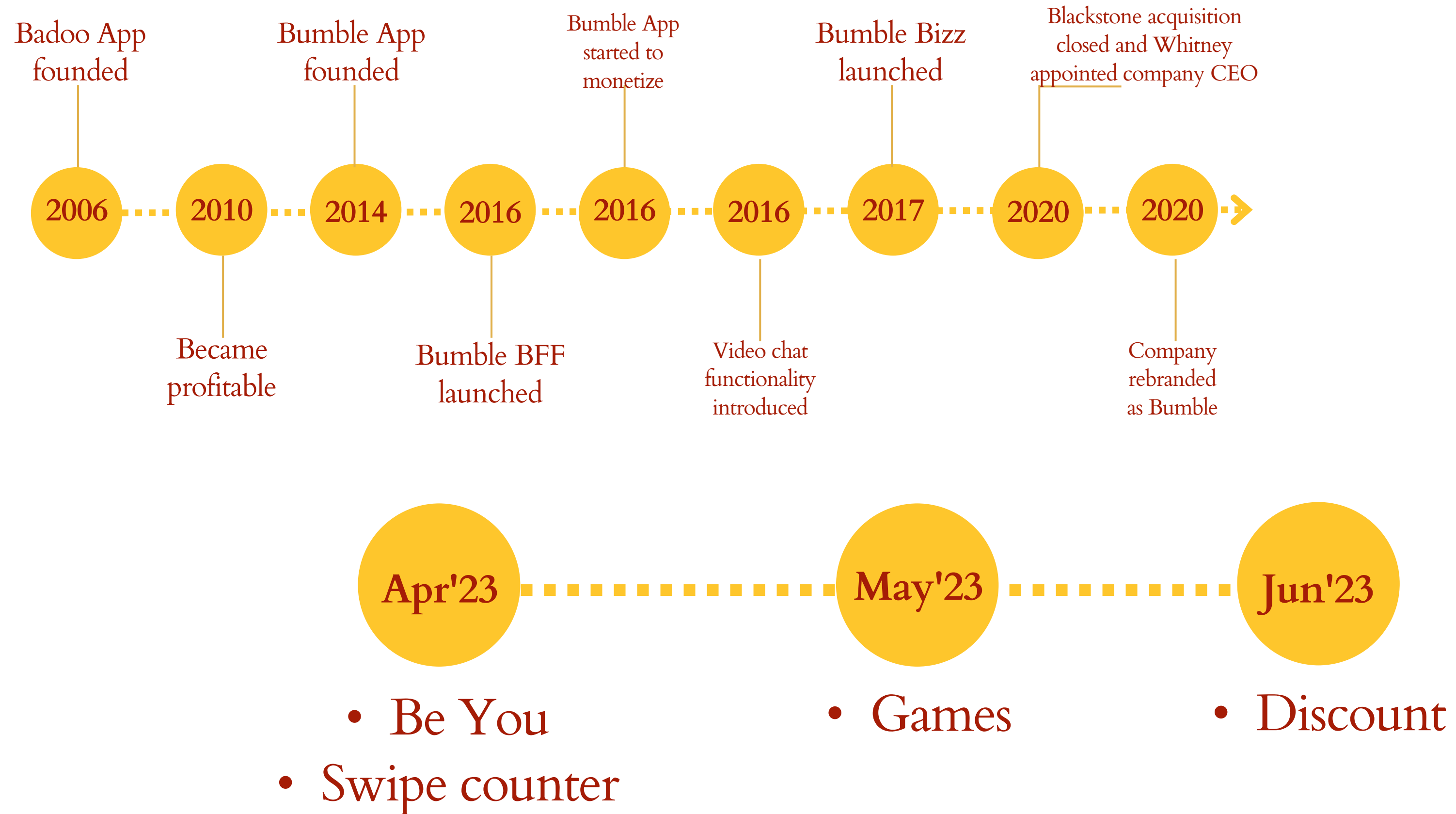
Retention



# Feature Prioritisation Matrix



# Roadmap







# Thanks!



Do you have any questions?

