



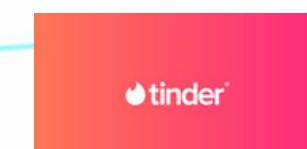
FIND ME A DATE

About Bumble

Launched in 2014, Bumble is an online dating and networking app. Users can "swipe left" to reject a candidate or "swipe right" to show interest after seeing the profiles of possible matches. Prior to 2024, only female users could initiate contact with matched male users, however in cases of homosexual matches, any party may initiate communication.

[Survey link](#)

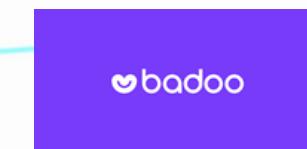
Majors competitors and their Market size



Tinder:27.2%

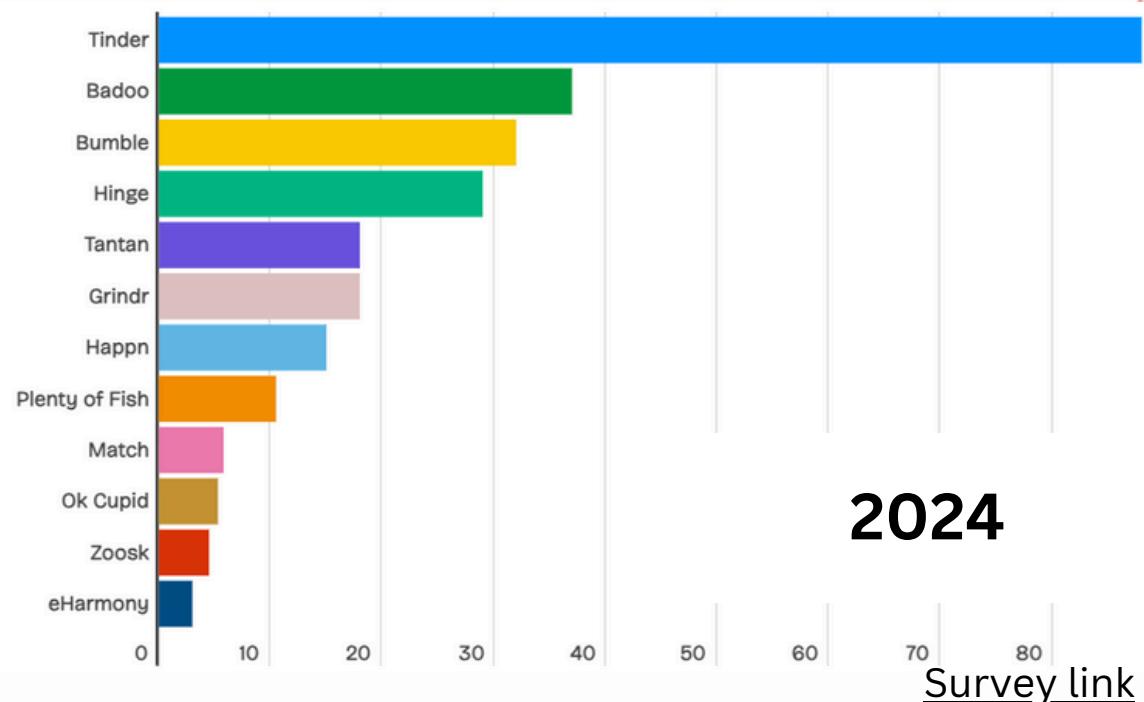


Hinge:18%



Badoo:5%

Global dating users by app

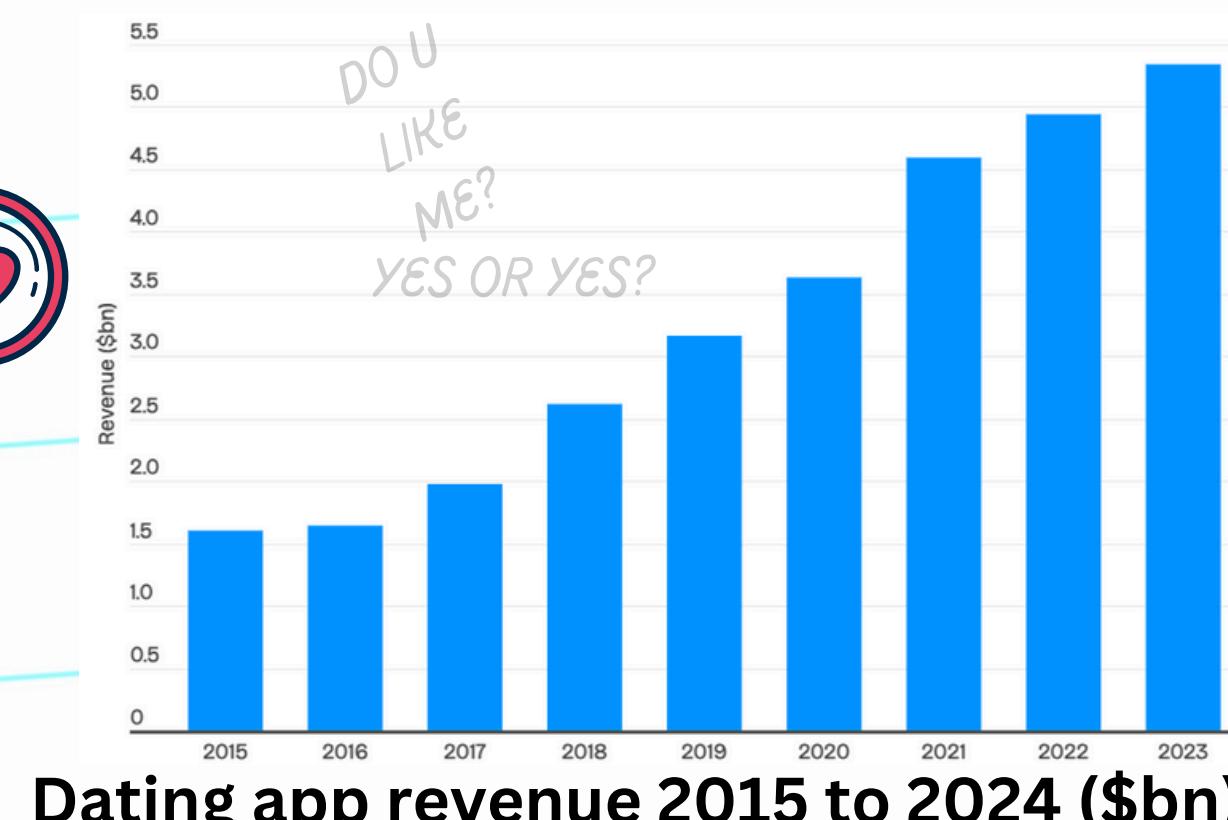


2024

[Survey link](#)

Goal of the company

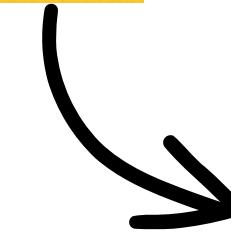
Bumble is a network and a platform that facilitates empowering relationships in life, career, and love. In an attempt to eradicate misogyny and rewrite outdated gender norms, we advocate for responsibility, equality, and kindness. Women are the ones that initiate contact on Bumble.



- It is anticipated that the dating services market would generate US\$402.110 million by 2024.
- Matchmaking market is expected to generate US\$297.10 million
- (ARPU) is anticipated to reach US\$4.45 in 2024.
- User penetration in the Dating Services market will be at 6.3% in 2024.



Reason we choose Bumble?



Gen AI is built into Bumble's offerings. Using Azure OpenAI Service, they have introduced voice-assisted booking date in Indian languages. to improve the experience for users

Constraints

Distribution of genders:

Content that is specific to each gender

Goals according to gender:

Customized monitoring based on gender.

Objectives by nation: It is also vital to examine app awareness in each country and for each gender, since this will specifically affect the types of ads.

Investing based on seasonality:

Valentine's Day, weekends, back-to-school, and vacations all have an impact on dating apps.

Actors involved

Internals:

- Marketing team
- Customers support team

Externals:

- Users
- Providers
- Payment Gateways API
- Regulatory Bodies
- Other Competitors
- Area of dating destinations

App	# of paying users	# total users
Tinder	10.4 million	75 million
Happn	3 million	100 million
Bumble	2.4 million	58 million
Hinge	1.4 million	28 million

Why is it necessary for Bumble to incorporate Gen AI?

- Instead of seeing random profiles, AI generates intelligent recommendations. It saves you frustration and time.
- In order to identify high-risk accounts, AI and machine learning can evaluate user profiles and activity patterns. Every user's safety is enhanced by this.
- AI chatbots provide users with low-risk chances to hone their conversational abilities for successful relationships.



How do Bumble make money?

B2C

• **"Freemium" subscription plans:**

Bumble monetizes by offering a Premium subscription and a Boost to the profile

• **In-App Purchases**

• **Advertisements on the site (Through Ads)**

• **Custom Advertisements**

• **Social Media and Content Partnerships**

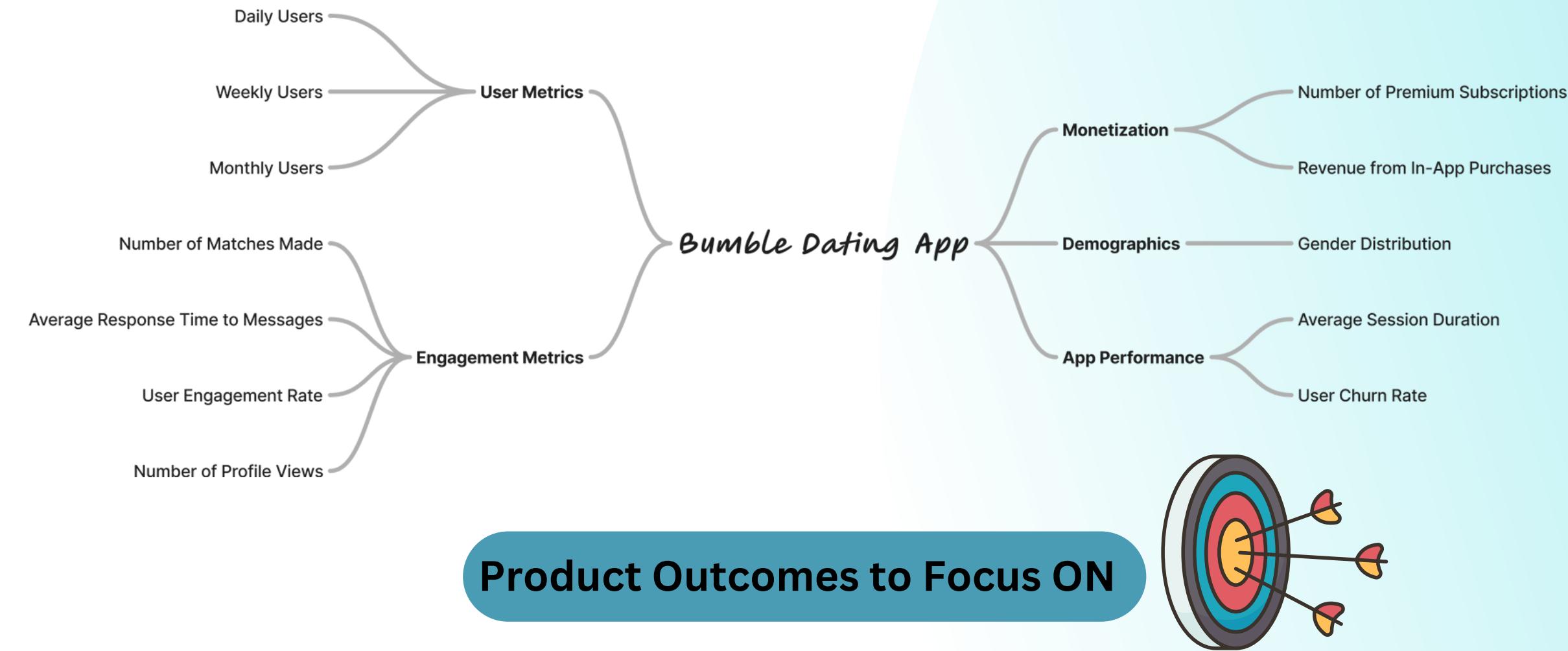
• **Rewarded Video Ads**



comparison of paying and total users of the online dating market

KPI Tree - Mapping Business outcome to Product outcomes and

Problem Hypothesis



- **Explicit content:** It's crucial to steer clear of any explicit or implicit references to sex on store sites and in newly released creatives.
- **Location based match:** A more locally relevant experience can be provided by location-based matching and social media integration.
- **PPC:** Dating apps can augment user acquisition through pay-per-click ads, referral programs etc.
- **Investments according to seasonality:** Dating apps are particularly affected by seasonality (vacations, back to school, weekends, Valentine's Day, etc.).
- **Gender distribution:** Separate by gender and tailored content

1. People desire more than simply hookups. 54% of users want to use dating apps to locate a committed romantic relationship.
2. Users want communication to be as easy as possible, and they want their apps to represent their personalities and routines.
3. Because many users would rather spend their time on Facebook or Instagram than on dating apps, acquiring new users remains a struggle for dating apps.
4. Millennials find it difficult to naturally meet individuals in regular situations because of their hectic schedules.
5. Users of dating apps may have feelings of insecurity over their privacy. A lot of services don't offer strong security or encrypted connections, so your data could be lost at any time.



Which user segment should we can focus more?

- Approximately 38% of individuals feel loved when they share their experiences, 31% value their alone time.
- 55% feel most loved when their loved ones attend to their emotions and feelings,
- 75% find someone more attractive if they prioritize their mental health
- Approximately 14% find their ideal match on dating apps.
- 80% of individuals between the ages of 18 and 25 prioritize self-care before dating.

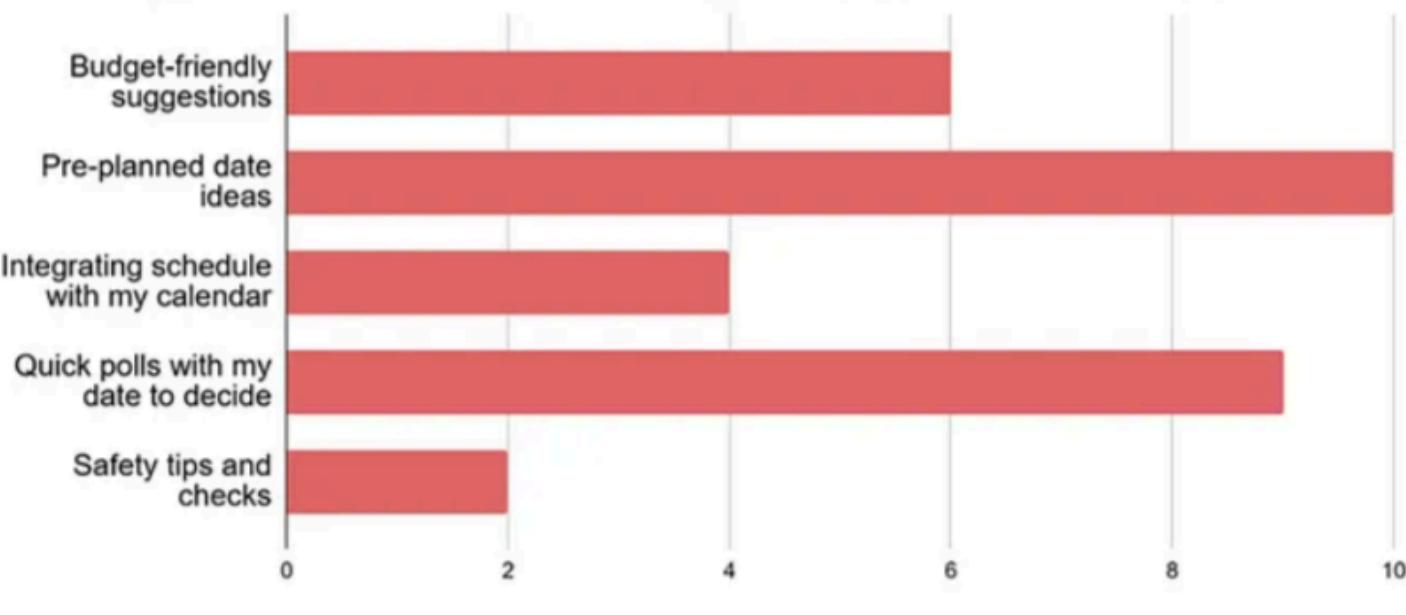
Hypothesis for Target Users Needs

- Found better dates on another app/website.
- Find home page confusing, don't know where to start.
- Didn't like too much of time spending on finding dates

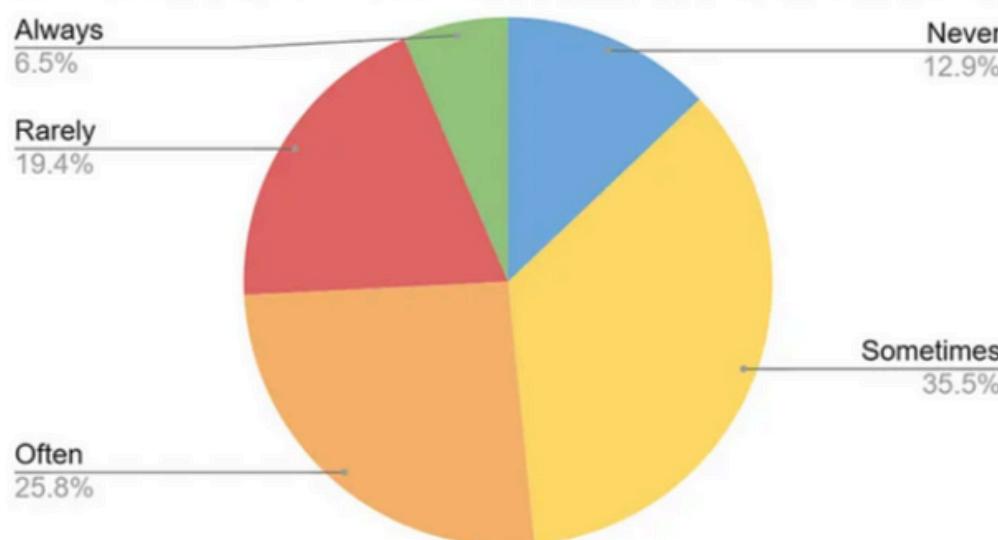
Why we need to solve the issue now?

- Solving issue now can boost the Bumble app competition better compered to other dating apps
- With a projected rate of 17.7%, the user penetration in the Online Dating market is highest in the United States as compared to India
- Unmet needs: current solutions are very limited

What do you think would make the date planning process easier for you?



How often do you initiate conversation with your matches?



Interview insights

- **4/5** users says date plan is a significant challenge
- **5/5** users say are nervous and hesitant before dates.
- **3/5** The problem affects both students and working professionals indicating need for date planning assistance.
- **4/5** Users are familiar with the use of AI and use it accordingly

[Survey link](#)



Priya | 24 years old
Business Analyst
Kolkata



GOALS

- To build a diverse social network through meaningful dating experience
- To create a dating routine that is spontaneous and requires minimal planning



To avoid the hassle of planning date to time constraints



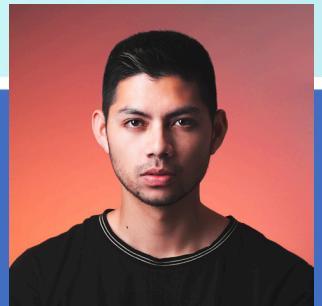
PAIN POINTS

- The monotony of typical date options and the desire for more creative alternatives
- Find dates which are cost effective and reliable

User Survey Insights.(31 user responses)

- 4 out of 31 participants identified as bisexual, while the rest identified as straight.
- 62.3% of people have called off a date due to planning issues.
- 12 out of the 31 participants were students and the rest were working professionals.
- 71% Users gets influenced by photos and videos

[Google form link](#)



Rajiv | 28 years old
IT Professional
Mumbai



GOALS

- To discover dates ideas for his introvert nature
- To use dating app that can bring tech into dating in fun, helpful ways



To create special memories which are simple and meaningful



PAIN POINTS

- Difficult to have conversation with girls and breaking the ice on dates
- Limited activities align with his interest and hence hampers the overall dating experience

01

The Future Of Dating powered by AI.

- Personality-based matchmaking apps using AI and natural language pattern.
- Realistic online dating mentors Bots recommendations.
- Virtual dates with AI could facilitate

How it will solve the problem?

- With the help of AI user will be more engaged in conversation and will get easy recommendation

02

Front Page

- We reasoned that the user would understand what to expect from that screen, better if we replaced the Bumble icon with a more appropriate one.
- Giving people a way to indicate that they can swipe down on the screen in addition to the little scroll indicator

How it will solve the problem?

- We assumed that user can be better informed about the affordance of scrollability.

Possible solutions that can be taken?

03

Premium" subscription plans

- Subscription plan' cards should be made easier to understand
- Look and feel of the Boost page should be consistent
- The 'Premium' plan should be displayed first instead of 'Boost'.

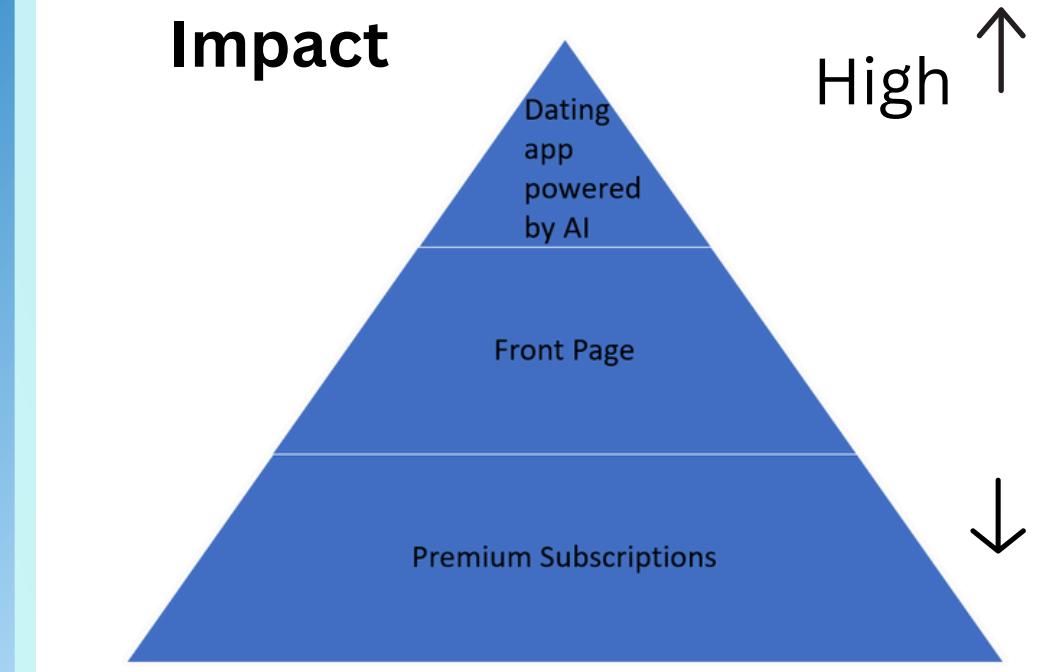
How it will solve the problem?

- To engage more user by giving attractive features in premium version will help boost the page

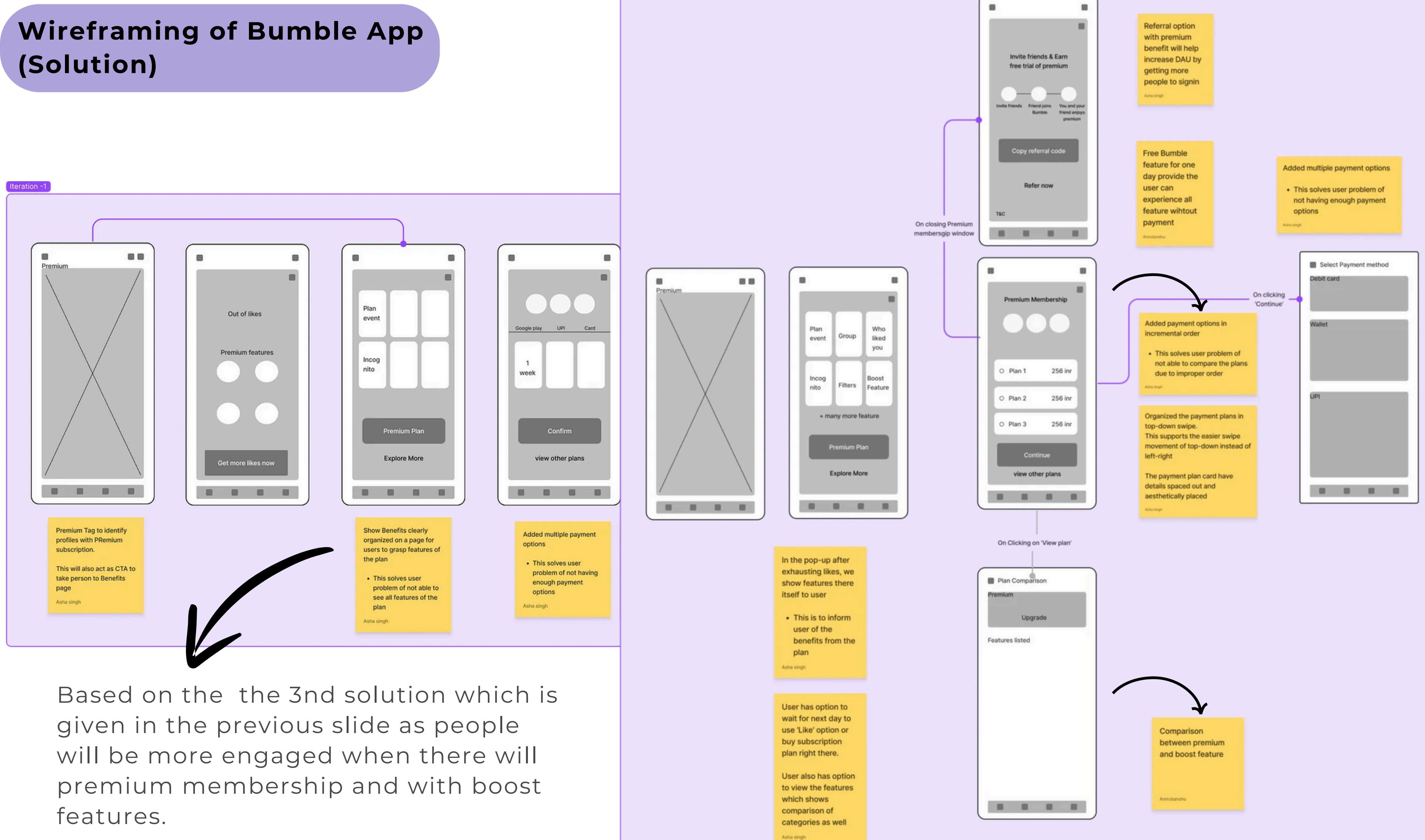
Prioritization framework

Option	Impact on users Bad(1-5)Good	Usability Risk Bad(1-5)Good	Feasibility Risk Bad(1-5)Good	Score = Iu+Ur+Fr
The Future Of Dating powered by AI	4	3	3	10
Front Page	5	2	1	8
Premium subscription plans	4	2	1	7

Impact

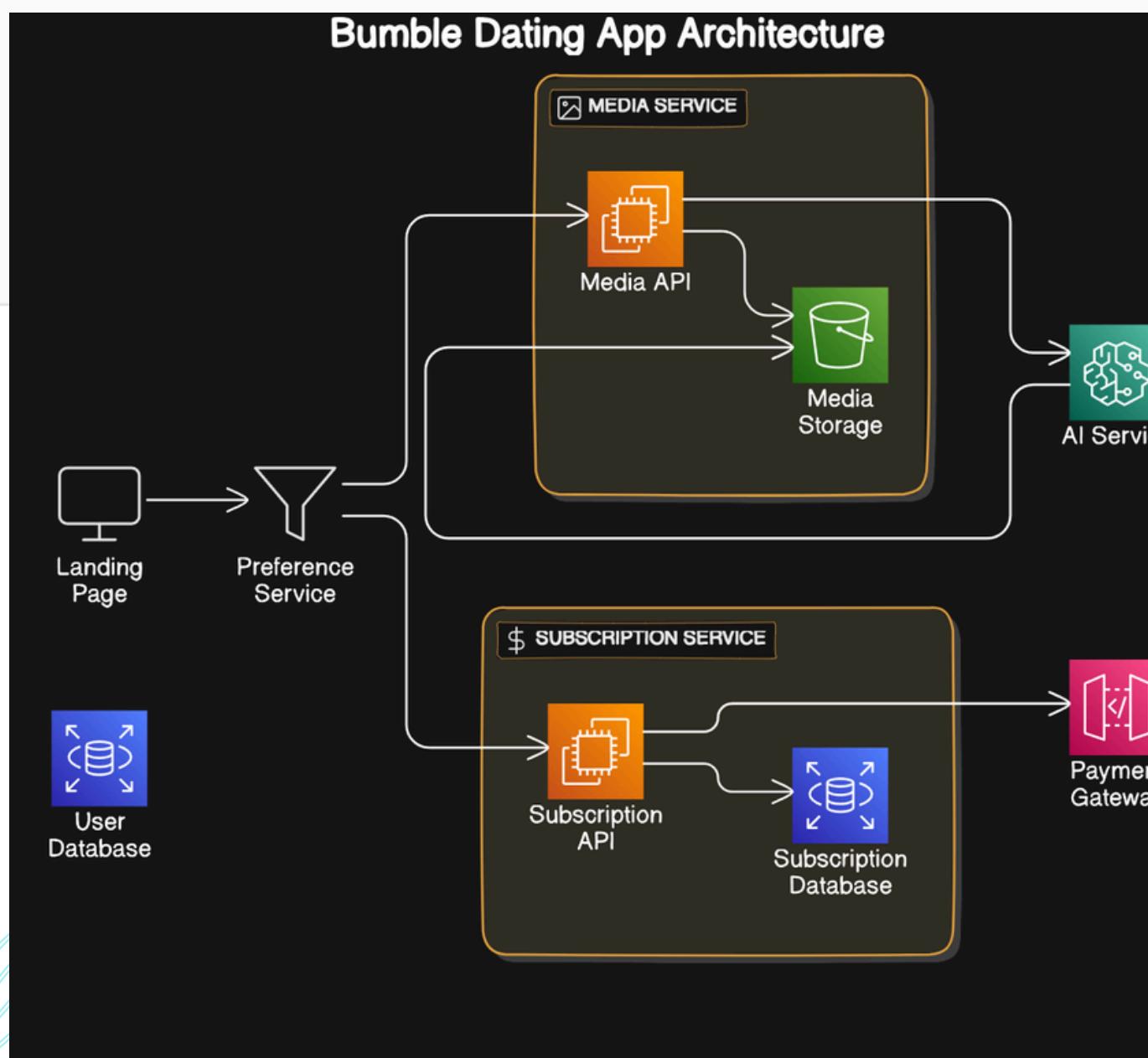
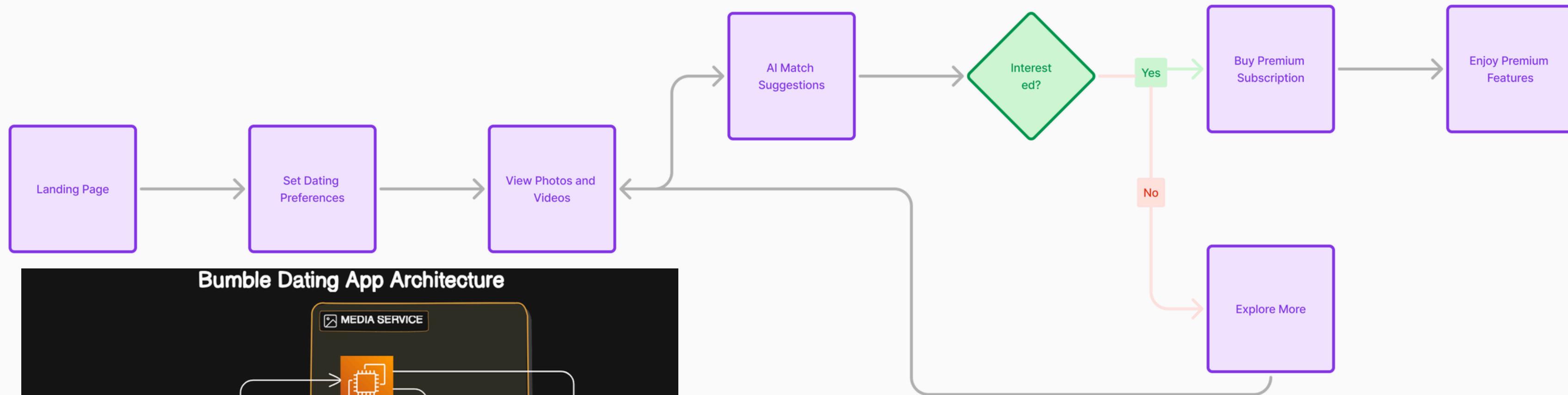


Wireframing of Bumble App (Solution)



Based on the the 3nd solution which is given in the previous slide as people will be more engaged when there will premium membership and with boost features.

Userflow of Bumble App



Userflow journey

- First the user will go on the landing page
- Then he/she will have dating preference based on photos and videos
- The AI and ML will suggest matches based on that user and will validate further for the selection of date if not will return to preference page
- Based on interest user will buy premium plans and make payment through gateway

Measuring Performance Using Metrics and Watching Out for Hidden Risks



North Star Metric:

Finding matches that result in meaningful interactions and even long-term relationships is Bumble's main goal.

FRAMEWORK	METRIC	GOAL
New users activation	No. of Users completed activation / Total No. of Users X 100	Increase high number of users engagement
Revenue	ARPU (Average revenue per user) = Total revenue from the feature / Total Users used the feature.	Increase revenue through users
Awareness	No. of Clicks on the feature / No. of impression on the feature X 100. (CTR)	Boost this feature's exposure and awareness
Retention	No. of people who came back on a particular day / total number of users on the day of launch	Retain those users that consistently utilize the functionality.
Referral	No. of Users which referred the feature / Total Users which used the feature X 100.	To increase awareness, encourage users to recommend this feature to others.
Net Promoter Score (NPS)	No. of loyalty and happiness measured / how likely they are to tell others about the app.	To increase loyalty based on recommendation

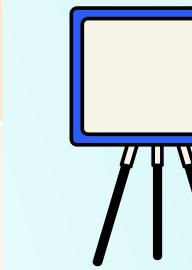


Pitfall and Mitigation

Why the solution might fail?

Pitfall: Data Privacy Concerns: Bumble has been accused of misusing user data

Mitigation: Be cautious with the information you share on the app. review it properly



Pitfall: New subscription hindrance: It can be difficult for users to subscribe to new features as they do not know weather it will help them or not.

Mitigation: Take your time getting to know someone and follow your gut.



Pitfall: Announcing and safety: Bumble has updated its guidelines to address doxing (revealing personal information) and improve safety.

Mitigation: Prioritize your safety when meeting someone in person, become familiar with Bumble's safety features, and report any harassment.

