Goal:

Increase Bumble's Date-to-Match Ratio in India

Assumptions:-
- Date - Physical Date
- Match - Once 2 people swiped each other and the girl dropped the first message
- Only dating feature is considered

Into the deck

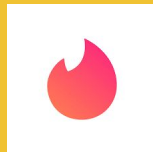**Bumble** is an online dating service. After they match only girl will be allowed to initiate the conversation.
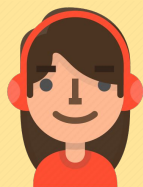
Market Size
Bumble had reported 40 million users in 2021, and 27 million downloads in 2018. In 2019, Bumble was the second most popular dating app in the U.S., with a monthly user base of 5 million.

User Base
49 percent of users used the app daily, and 46.2% of them were female. According to data from Bumble in April 2018, 85% of users were "seeking for marriage or a boyfriend/girlfriend," whereas 4% of men and 1% of women were "searching for a casual relationship." Additionally, they stated that 25% of users had gone on a first date within the previous month with someone they met through the app.

Competitors

Roshni | Age-19
First Year of college

About:
Roshni has just completed her high school and now she joined an NIT. She is currently in her first year. She has lot of time to explore. She has joined a friend circle. In the group, friends mostly talk about new dates. So in order to show off Roshni is looking for a casual relationship.

Pain Points:
- ❏   She doesn't know how to start a conversation with a boy.
- ❏   She does not know whether interests of a boy are genuine or not.

Aman | Age-24
Recently graduated from college

About:
Aman just completed his graduation from a college. He was in some casual relationships before. But now he is looking for a serious one. He is starting his professional career as well and looking for a partner whose goals are matching with him.

Pain Points:
- ❏   He does not know whether interests of a girl are genuine or not.
- ❏   He is unable to express his feelings properly.
- ❏   He is not able to find whether match is perfect for him or not.

Manish | Age-27
Joined a MNC

About:
Manish works at a MNC and has a decent annual income. He is a tech-savvy and worked as a software developer. He has very packed schedule and there is no fixed working hours. He is now thinking to start his family therefore, he is looking to tie a knot with a girl.

Pain Points:
- ❏   He is not able to find whether match is perfect for him or not.
- ❏   He does not have much time to spend with some random girl.

Pain Points in detail:

There are main three stages of a conversation on bumble

I. Introduction - The conversation should start respectfully. Each party can talk about the details they have shared in their bio.

II. Informational - After knowing more about each other's bio, each of them could share more information about each other. This could personalize the conversation. It's a stage where each other could decide if they want to go ahead from the stage they are in.

III. Emotional - A stage where they talk about their feelings. This is a stage where they decide to meet up for a date.

1. **To Express-** There are many people who don't know how to talk and express themselves to their preferred gender, while looking for a partner. Not only men, women are just as bad, if not worse, while in a conversation.There is less expectations for a match to be converted in a date, after having a not so good conversation.

2. **Genuine interests-** It is important to know what the other person really wants from a relationship as early as possible. This could prevent both of them to go in a misleading direction.

3. **Spark-** It's necessary to keep up the spark while talking, to keep the continuation in conversation.

4. **Comfort-** It's important to make the person you are talking to, comfortable with you. One of the best ways to start is to make that person smile.

5. **Belief-** One of the key things for a relationship to stick is that both of them should have similar belief systems and ethics.

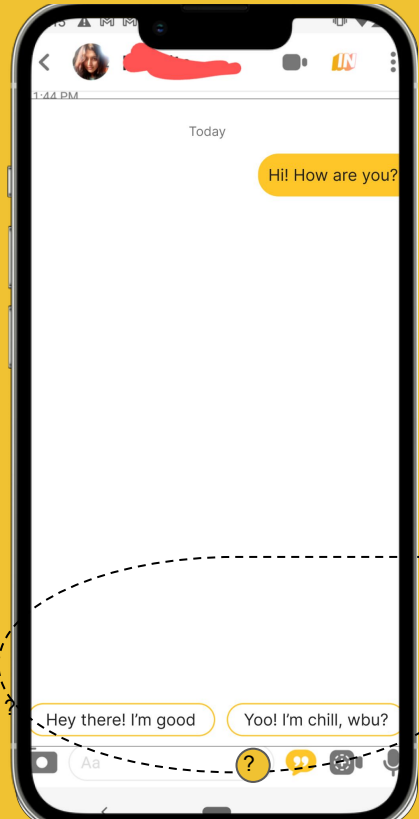| Solution	About	Pain-Point Catered
Recommendation Engine	This recommendation engine will help to get started with a conversation. It will also suggests some interesting topics according to their similar interest to discuss on.	1. To Express 2. Genuine Interests 3. Spark 4. Comfort
Memes	There will be a separate tab for memes. It will be kind of meme repository where there will be lots meme. User can share those in order to make the conversation more engaging.	1. Spark 2. Comfort
Ask the Astrologer	We can integrate our app with some third party astrology apps. This will user how they both are for each other. This can increase the connection between the couples.	1. Genuine Interests 2. Belief
Compatibility Score	A questionnaire will pop after the first message from girl on both side which they have to answer some set of questions in order to check how compatible they are for each other.	1. To Express 2. Genuine Interests 3. Belief

Solution	Reach (out of 50k)	Impact (1- low, 3- Medium 5- High)	Confidence (in %)	Effort (In terms of no of person months)	RICE Score
Recommendation Engine	45k	⚫⚫⚫⚫⚫ 1 2 3 4 5	90	🔵🔵🔵🔵🔵 1 2 3 4 5	40.5
Memes	25k	⚫⚫⚫⚪⚪ 1 2 3 4 5	70	🔵🔵🔵⚪⚪ 1 2 3 4 5	17.5
Ask the Astrologer	20k	⚫⚫⚫⚪⚪ 1 2 3 4 5	60	🔵🔵🔵⚪⚪ 1 2 3 4 5	12
Compatibility Score	35k	⚫⚫⚫⚫⚪ 1 2 3 4 5	50	🔵🔵⚪⚪⚪ 1 2 3 4 5	35

$$\frac{\text{Reach x Impact x Confidence}}{\text{Effort}} = \text{RICE Score}$$

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Recommendation Engine

Pain-Points Catered-

1. To Express

2. Genuine Interests

3. Spark

4. Comfort

Will recommend the text to give reply of the message.
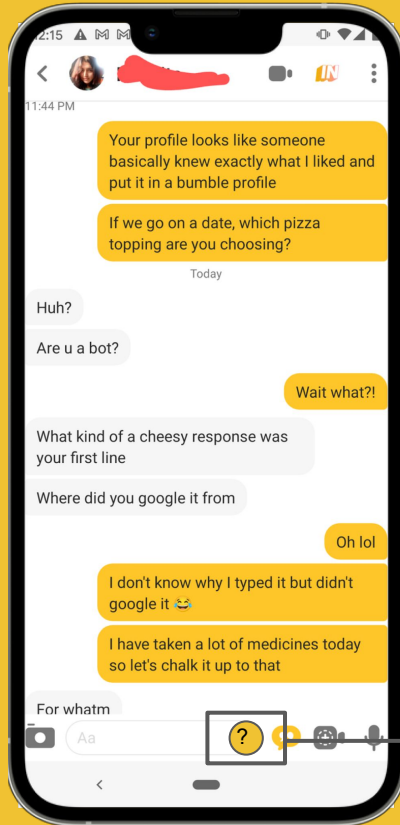It will save time and also helps in making conversation smooth.

What?

It will recommend phrases, from

- Cutting the first turf

- Leading a conversation

- Talking about similar interests and more

Will recommend similar interest topics, related to bio, depending on the conversation, that are trending. Will also give some options for opening message according to similar interests to break the ice.
User will have the option to choose any message from the given choices.

How?

1. It will structure the conversation for both.

2. Recommending them phrases,

   ○ From to lead a conversation;

   ○ also recommending topics to discuss among their common interests, would enhance the quality of the chat and keep up the interest in each other.

3. This feature is similar to what linkedin has in it's messaging section.

To check the success rate of the solution:

❏   Number of clicks per user on the suggested messages in a week
❏   Number of matches converted to dates in a month
❏   Increase in no. of messages in a week per user

For quick check:

We can use a rating system specially for this feature where we can check what % of customers are satisfied with the feature.
Also asking questions like 'Is your match converted to date'.

THANK YOU

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