



**GOAL - Transform Bumble from a platform that starts conversations to one that successfully nurtures real, safe connections.**

## Online Dating Industry Trends and Statistics [LINK](#)

Global online dating market revenue is projected to reach between **\$6 and \$9.91 billion in 2025**, with user numbers surpassing **350 million worldwide**, driven by smartphone usage and expanding internet access.

Indian Dating Apps Market size was valued at around **USD 788 million in 2024** and is projected to **reach USD 1.42 billion by 2030**

The projected value for online dating **in 2030 is approximately \$20 billion, nearly triple the 2020s average**, reflecting the industry's continuous acceleration.

Men constitute **57%** of current users, with **84% of all users aged 18-49**, highlighting a strong youth skew and greater male participation in the online dating market.

TAM 1.6 B potential dating app users

SAM 560 M reachable with current market footprint

SOM 400 M actively using or likely to use apps

## WHY THIS MATTERS ?

- When chats die in the “small-talk valley,” users lose confidence in the app’s ability to create real connections.
- This reduces engagement, retention, and word-of-mouth referrals.
- Fewer successful meetups also lower willingness to pay for premium features, impacting revenue growth.

## KEY CHALLENGES

- Small-talk fatigue: Conversations stay shallow and repetitive.
- Fear of rejection: Users hesitate to suggest meeting.
- No meet-up tools: App lacks features to move chats forward.
- Safety concerns: Users doubt authenticity and trust.
- Unequal effort: One user drives, the other disengages.

## KEY ACTORS



- **USERS**
- **BUMBLE COMPANY (PRODUCT TEAM)**
- **SAFETY & MODERATION PARTNERS**
- **ENGINEERING & DATA TEAMS**

# Understanding Bumble's Current Product State & Competitive Landscape

## 🎯 What Problem Bumble Solves?

- Empowers women by letting them make the first move, creating a safer and more respectful dating environment.
- Provides multiple modes of connection — dating, friendship, and networking — addressing the modern need for authentic social connection online.
- Combats online toxicity through strict moderation, verification tools, and community guidelines .

## 🔴 Bumble User Stats

- Bumble has 2.73 million paying users.
- Bumble's quarterly revenue reached \$215.8 million in Q1 2024.
- Bumble brings in average annual revenue of \$27.75 per paying user

## 💼 Business Model

- Freemium model: The core app is free (match, chat, basic features). Premium features require payment (Boosts, Premium subscriptions).
- Subscriptions : Giving features like unlimited swipes, rematches, seeing who liked you e.g., Bumble Premium, Bumble Boost

Platform	Strength	Weakness	Suggestions
Tinder	Massive user base & fast matching	Conversations feel shallow, few prompts	Add in-chat icebreakers or meeting nudges to reduce drop-offs
Hinge	Deep prompts and thoughtful engagement	Slower pace, limited spontaneity	Introduce smart scheduling or “ready to meet” signals
OkCupid	High compatibility through detailed profiles	Outdated UI, fewer engagement hooks	Introduce smart scheduling or “ready to meet” signals
Grindr	Instant connection, large niche community	Safety risks, limited conversation support	Strengthen verification and introduce optional conversation prompts

# User Survey and research

## SURVEY INSIGHTS AND UNMET NEEDS

From user survey we found out that male and female have different reason for chats going cold

### Male

76.7% of users said they “don’t know what to say next,” showing men struggle with sustaining conversations.

30% admitted they fear asking too soon, confirming uncertainty about timing for meet-up

60% hold back from suggesting a meeting because they’re unsure if the other person feels the same.

Most prefer suggesting a meet only after 3–5 days of chatting, showing the need for timing guidance.

Men want tools that help them communicate better and know when it’s right to move from chat to meet.

(SURVEY LINK) ([Survey Findings Link](#))

### Female

86.7% of women said they would trust a safe meetup feature, showing safety is their top priority

86.7% also liked the idea of an anonymous “interest to meet” option, suggesting comfort in mutual consent

Many women feel disappointed after meeting as some men misrepresent themselves online, reinforcing the need for verification

50% prefer meeting after 3–5 days, indicating women value gradual trust-building before meeting.

73% said they’d consider paying for verified or premium features, proving they’re willing to invest in safer, more authentic experiences.

## Secondary research

A concerning 78 % of female respondents encountered fake profiles on dating or matrimony apps. [LINK](#)  
Further, the prevalence of romance scams emerged with 39 % of Indians saying their conversations with a potential love interest online turned out to be with a scammer.[LINK](#)  
Surveys and studies reveal many men struggle to get matches or replies, endure ghosting and ultimately feel emotionally burnt out .[LINK](#)

## Target User Segment

86.7% of respondents fall in the 22–27 years age bracket. This makes young adults and early professionals the core users  
Primary target segment are seeking meaningful, long-term relationships making it a major problem to be worked on .

## Why This user segment

86.7% of Bumble’s users fall in this age range, making it the most influential segment for engagement and growth.  
This group has higher digital spending power and is most willing to pay for premium features that improve real-life dating outcomes.  
Their focus on genuine connections aligns with Bumble’s trust-driven brand.

# HYPOTHESIS AND IMPACT ON BUSINESS

## HYPOTHESIS (POST RESEARCH)

### FOR MALE USERS

- If male users receive real-time conversation guidance or topic prompts, they will sustain longer and more natural chats.
- If male users get subtle in-app cues about when to suggest meeting, their meet-up acceptance rate will increase.

### FOR FEMALE USERS

- If Bumble adds multi-layer profile verification (video, voice, authenticity badges), women will feel safer meeting matches offline.
- If female users have access to pre-meet reassurance tools (mutual confirmation, safe venue suggestions), they'll show higher comfort and meet-up intent.

## WHAT IS THE TRUE PROBLEM

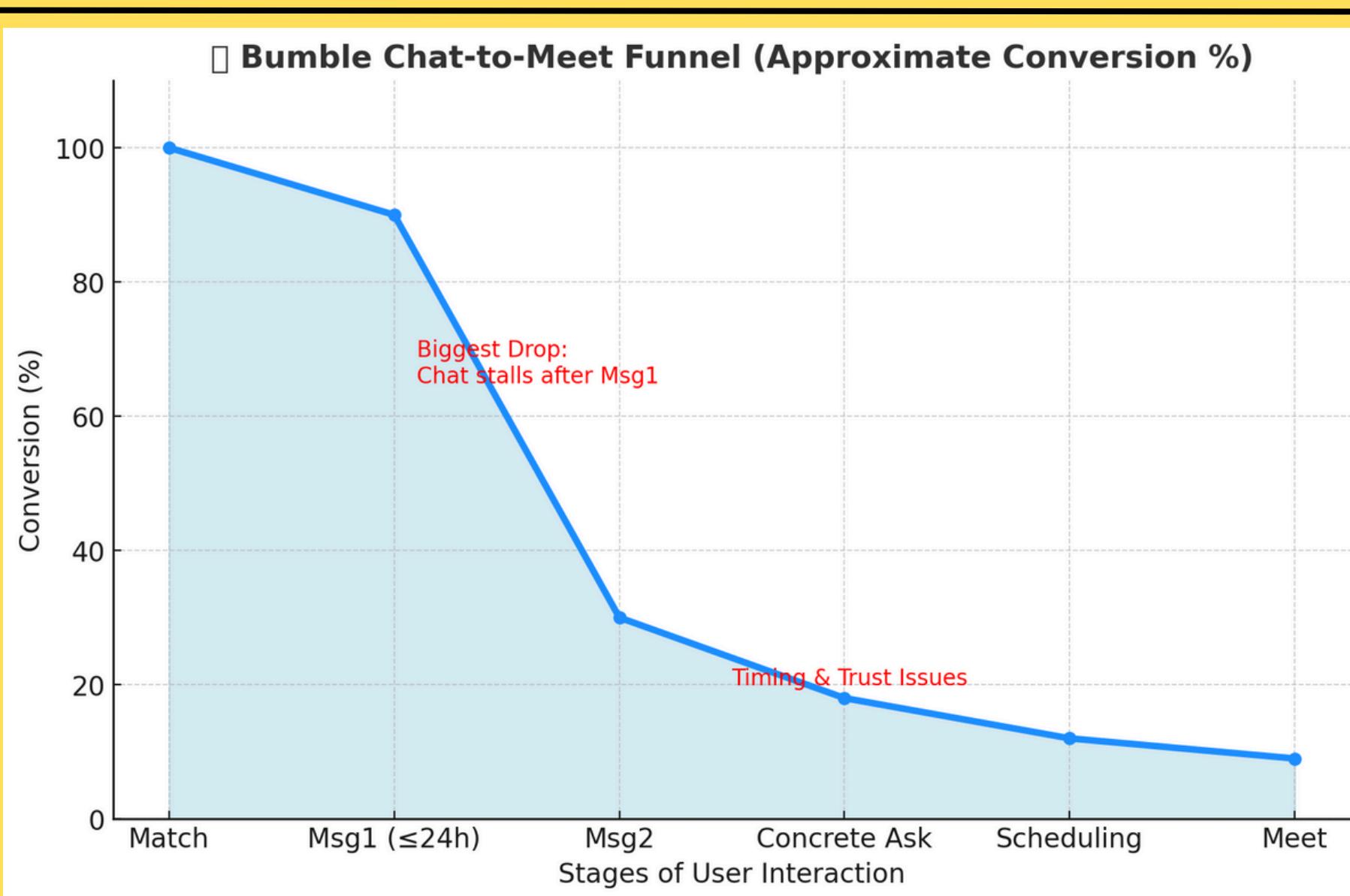
Chats on Bumble often stall because men struggle with what to say or when to suggest meeting, while women hesitate due to trust and safety concerns. This mismatch in confidence and comfort leads to early drop-offs and prevents genuine connections from forming.

## WHY SHOULD WE SOLVE IT NOW THAT IS IMPACT ON BUSINESS

### [LINK FOR BELOW FINDINGS](#)

For Bumble, chats stalling and users disengaging isn't just a product experience issue – it's a direct financial setback. According to Nasdaq, in Q2 2025 Bumble's app revenue fell to **US \$201.4 million**, marking a **7.6% year-on-year decline**, while the number of paying users dropped by **11% to 2.5 million**. These figures highlight how low engagement and poor chat-to-meet conversion lead to fewer premium subscriptions and reduced in-app purchases. If this trend continues, Bumble risks losing tens of millions in quarterly revenue, as user churn forces the company to spend heavily on new acquisitions just to maintain its existing user base.

# PROBLEM ANALYSIS AND POSSIBLE SOLUTIONS



The biggest leakage happens between  $\text{Msg1} \rightarrow \text{Msg2}$ , where promising chats die due to lack of engagement and emotional momentum.

The second biggest drop-off is at  $\text{Msg2} \rightarrow \text{Ask}$ , caused by mismatched timing and lack of trust readiness.

Together, these two stages account for over 70% of failed conversions from match to meet – representing the critical area for product intervention.

## POSSIBLE SOLUTIONS

### Male User Solutions

- Introduce an in-chat AI-powered prompt assistant that suggests relevant topics or questions based on shared interests
- Add a “Readiness Indicator” that appears when mutual engagement is strong (e.g., after 10+ meaningful messages).

### Female User Solutions

- Add video selfie and voice intro verification, creating visible authenticity badges on profiles
- Allow women to set when they’re open to meeting (e.g., “after 3–5 days of chatting”).

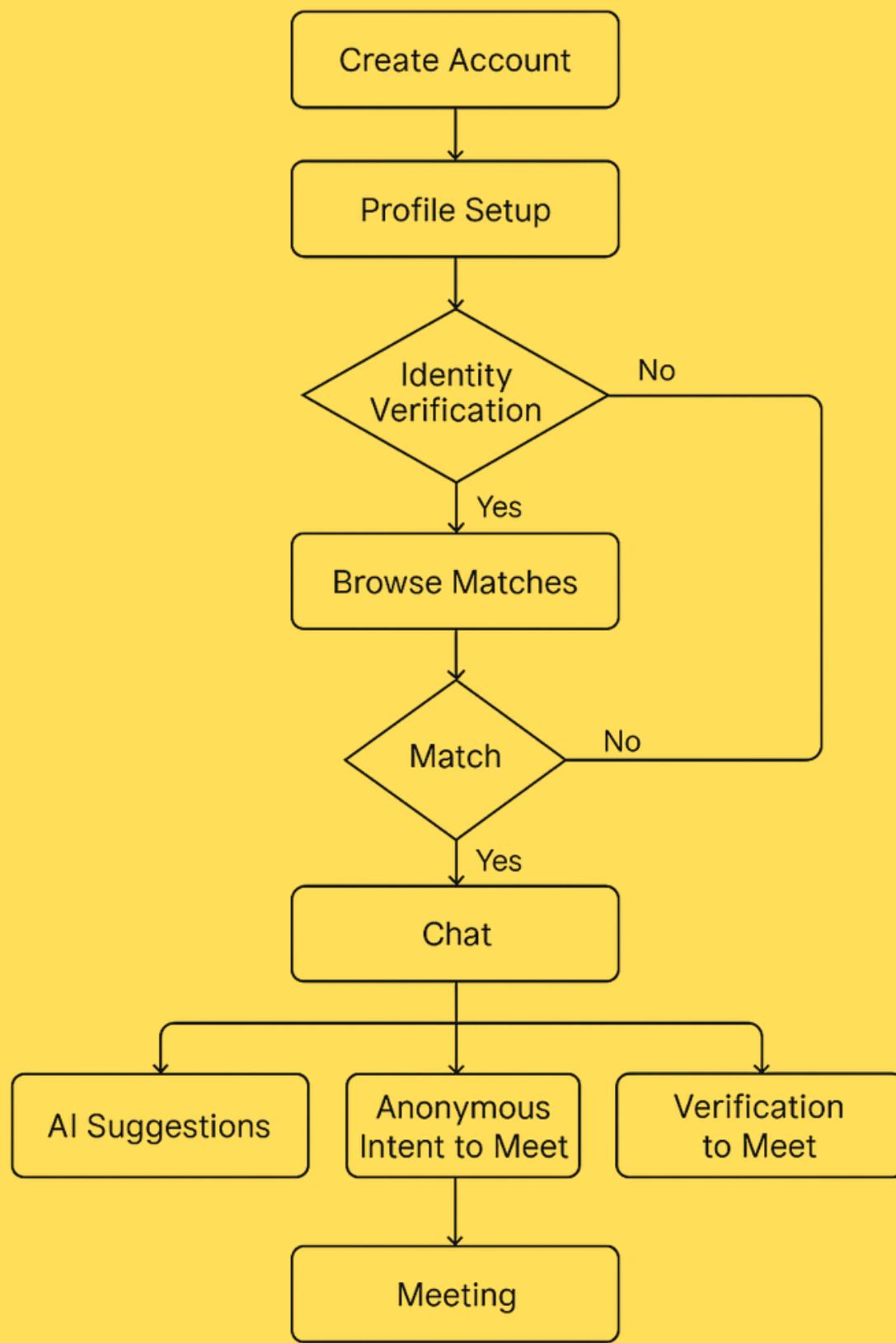
### Common / Cross-Gender Solutions

- Anonymous “Interest to Meet” Button A private feature that only reveals interest if both users choose “Yes.”
- A built-in tool to schedule meet-ups safely, suggesting verified public places and mutual time slots.

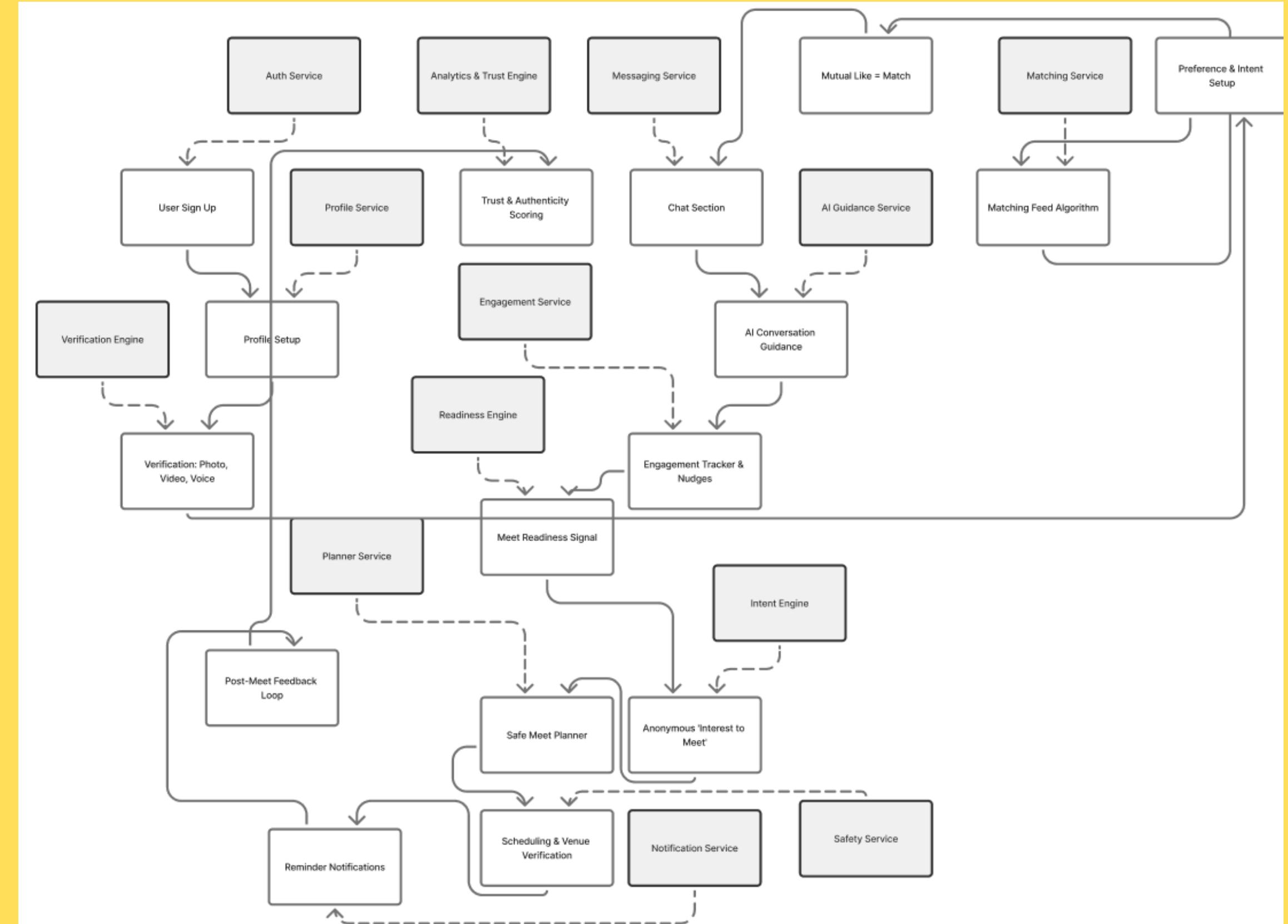
HOW I REACHED TO THIS SOLUTION [LINK](#)

# USER FLOW AND SYSTEM DIAGRAM

## USER FLOW



## SYSTEM DESIGN



[LINK FOR PROTOTYPE](#)

THIS ABOVE PIC IS A SCREENSHOT FROM FIGMA

[LINK FOR THE DESIGN](#)

# Metrics & Measurement Framework

Metric Type	Metric	Risk	Mitigation Strategy
North Star Metric	% of Matches Converting to Verified Meets	Low Chat Engagement → Poor Meet Conversions	Introduce AI chat guidance and “Meet Readiness” nudges to deepen conversations
Acquisition	% of users registering after download	Low sign-up completion rate	Streamlined onboarding and gender-based personalization
Activation	% of users completing profile verification	Drop-off due to friction or privacy concerns	Gamify verification; offer “Verified Badge” benefits
Adoption	% of matches exchanging more than 3 messages	Conversations dying after small talk	Smart AI prompts and interest-based topic suggestions
Engagement	% of matches using “Interest to Meet” feature	Fear of rejection / safety doubts	Make feature anonymous and unlock only on mutual interest
Engagement (Female)	% of female users using Safe Meet Planner	Trust gap due to fake profiles	Venue verification + safety tips and post-meet reviews
Retention	% of users returning within 30 days	Chat fatigue / lack of success	“Meet+” premium offering and daily engagement nudges
Revenue	% of users upgrading to Meet+ premium	Low perceived value	Offer exclusive verified meet venues + AI date coaching
Stickiness	DAU/MAU Ratio	Drop in recurring engagement	Introduce daily interaction streaks and comfort timeline updates

# MONETIZATION AND LAUNCH PLAN

## MONETIZATION PLAN

### Freemium Model

- **Free access to:**
- Profile creation, matching, and messaging.
- AI Chat Suggestions (limited per day).
- Anonymous “Interest to Meet” feature.
- Rewards for completing Safe Meet or giving Post-Meet Feedback (gamified trust points).

### Pro / Meet+ Subscription Plan

- ₹699/month (or regional equivalent).
- **Unlocks:**
- Unlimited AI conversation guidance.
- Priority placement in Meet Readiness signal.
- Verified venue suggestions through Safe Meet Planner.
- Advanced filters (comfort level, intent, conversation depth).
- Post-meet date review analytics and trust score visibility.

### Partnerships

- Collaborate with cafes, co-working spaces, and event venues for verified first-date locations.
- Partner with safety tech companies (e.g., SOS apps, background check APIs).
- Monetize through sponsored meet venues and brand tie-ups.

### Launch Plan

#### 0–2 Months (Pre-Launch)

Beta testing among existing Bumble users; collect early feedback.

Optimize AI chat flow and mutual meet unlock feature.

#### 3–6 Months (Launch)

Public rollout on iOS & Android.

Social media campaigns emphasizing “safe & confident dating.” Launch verified venue partnerships.

#### 6–10 Months (Growth)

Introduce Meet+ Premium and brand partnerships.

Continuous performance tracking; expand to metro cities and university audiences.

# WHY THE PROPOSED SOLUTIONS MAY FAIL

## AI Conversation Guidance

- Feels generic/inauthentic → users ignore or bounce; “samey” chats increase.
- Creates dependency; offline conversation still poor → bad first dates → churn.
- Context errors (wrong suggestions for culture/region) → cringe moments → reports.

## Meet-Readiness Signal

- Premature or late triggers → pushy or useless; could spike unmatches.
- Users “game” readiness (spam messages) to trigger asks; quality drops.

## Anonymous Interest to Meet

- Becomes a default tap with little meaning; false positives waste time.
- Perceived as gimmicky users still DM You free? → no behavior change

## Comfort Timeline

- Adds confusion or slows matches that were ready earlier

## Multi-Layer Verification

- Onboarding friction → drop in activation; privacy concerns → negative PR.
- False rejects (dark rooms, diverse faces/accents) → bias risks.

## Safe Meet Planner

- Feels heavy vs. just texting; low adoption outside tier-1 cities (poor venue coverage).
- Logistics inside chat may be awkward; people prefer WhatsApp/Maps handoff.

## Post-Meet Feedback / Authenticity

- Low response rates; retaliatory or biased reports; moderation cost blow-up.

## Meet+ Monetization

- Users perceive “paywalling safety” → trust backlash.
- ARPU lift offset by funnel shrink (features feel locked)