



# bumble SMASH



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## About the product



Bumble is an online dating application. Profiles of potential matches are displayed to the users, who can swipe left to reject a candidate or swipe right to indicate interest.

## What is the problem?



Waiting for a match on bumble can be a tedious process and is often met with disappointment when you don't receive one for a long period of time, especially for males.



Rohan, 22  
Bangalore

- Wants to meet new people
- Is tired of not getting matches
- Often loses confidence in himself
- Wishes for more matches

## Problem breakdown

Swipes right on profiles who he wants to match with

Does not get matches

Loses confidence in app gradually

Shifts to other dating apps



Riya, 19  
Mumbai

- Wants to meet like-minded people
- Complains about the quality of matches
- Wants to see more variety
- Often confused about whether to swipe left or right

# Defining the problem

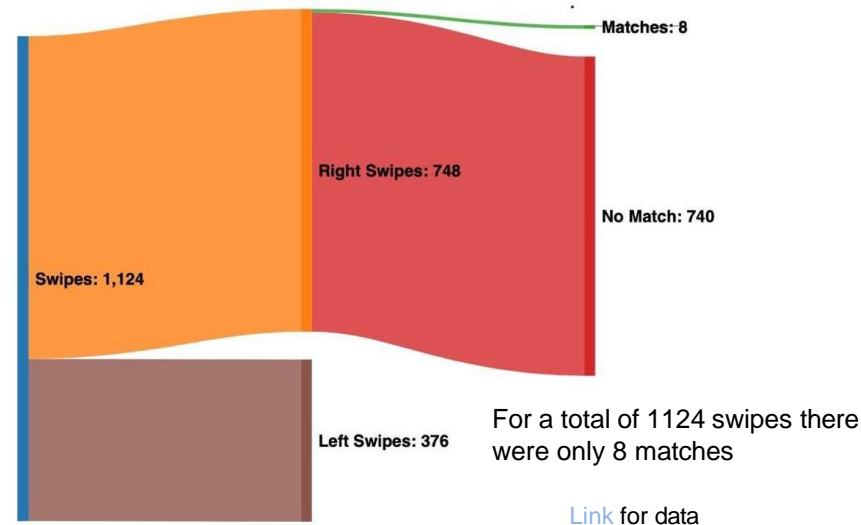
## User Research [\(Link\)](#)

- **76% of** users complained about having fewer matches on Bumble.
- **87% of** male users complained about having fewer matches
- **64% of** female users found their matches to be not interesting.
- **91% of** users felt that it would have helped if they had a reference to choose from
- **22% of** users did not receive a message after matching

## Why solve this now?

- Online dating platforms have a cut-throat competition for a similar user base.
- Solving the problem of getting matches can get us way ahead in the game in terms of user acquisition and user satisfaction.
- Due to the pandemic, Gen Z prefer to meet online rather than offline

## Sankey Diagram for bumble user behaviour



## Business Value

- Bumble Smash can be a game-changer in the user segment with potential to attract competitor customers.
- It can increase the number of users who will avail the Bumble premium service and thus provide monetary benefit.

## Possible Solutions

### Bumble Smash

- Users will be shown two profiles simultaneously and will be asked to swipe right on any one of them.

### Bumble Bot

- Users will have an AI assistant to help them curate a perfect profile. It will help them select their best pictures and suggest a bio according to their personalities.

### Bumble Buzz

- Users will be able to text the profiles they swipe right on before matching for bumble tokens.

Parameter	Bumble Smash	Bumble Bot	Bumble Buzz
Customer need	✓		
Efficiency	✓   ✓   ✓	✓	✓
Revenue potential	✓   ✓	✓	✓   ✓   ✓
Ease of use	✓   ✓   ✓	✓   ✓   ✓	✓   ✓
Implementation effort	✓	✓   ✓   ✓	✓

# The solution : Bumble Smash

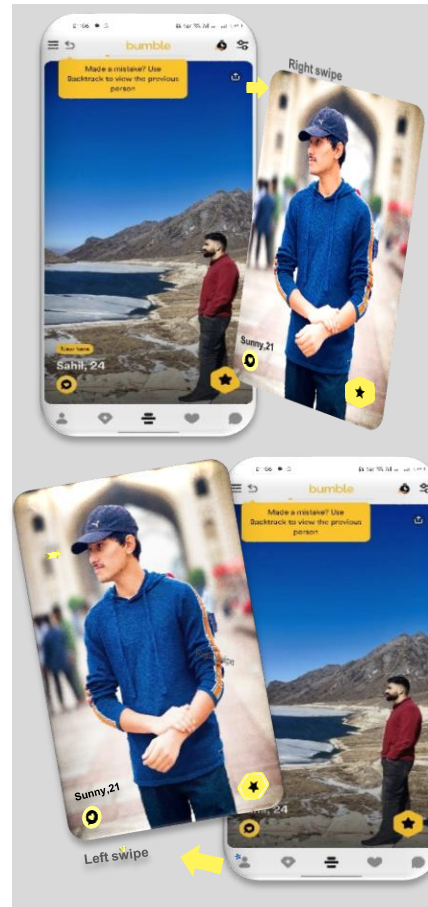
Bumble Smash is the new way people will swipe on the profiles they want to match with.



User will be **shown two profiles simultaneously** and will swipe right on the profile they want to vibe with.



User will have the option to swipe right on any one of the two profiles displayed or they can swipe left to see 2 new profiles



## How Does it Work?

Creates a reference based swiping mechanism

Saves user from excessive cognitive overload

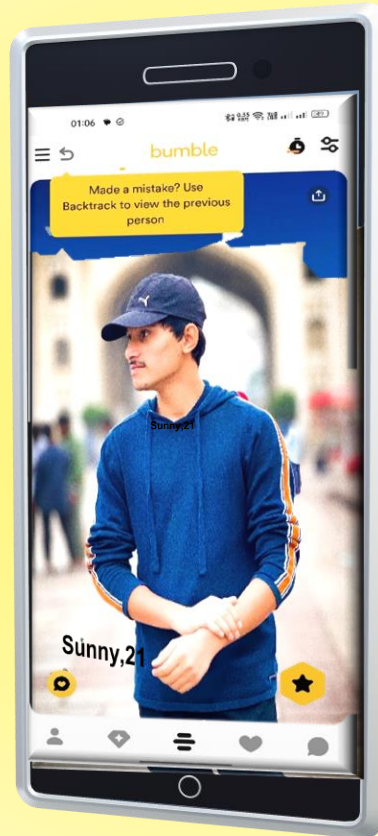
## Psychological Aspect

- Often the brain fails to make the right decision when given too many options and no reference.
- For a dating site, **every failed choice results in a loss of a potential match.**
- When choosing between 2 similar objects, the brain **invariably decides on a winner**
- This is what **Bumble Smash** relies on.

## Logic



- Profiles are given a score by bumble based on swipes.
- Profiles with similar scores are displayed together.
- Scores are updated using the [ELO rating system](#) between the two profiles.
- Previously when swiped left, the profile would vanish forever.
- In bumble smash, the profile may **appear again** according to its updated score.



## Benefits

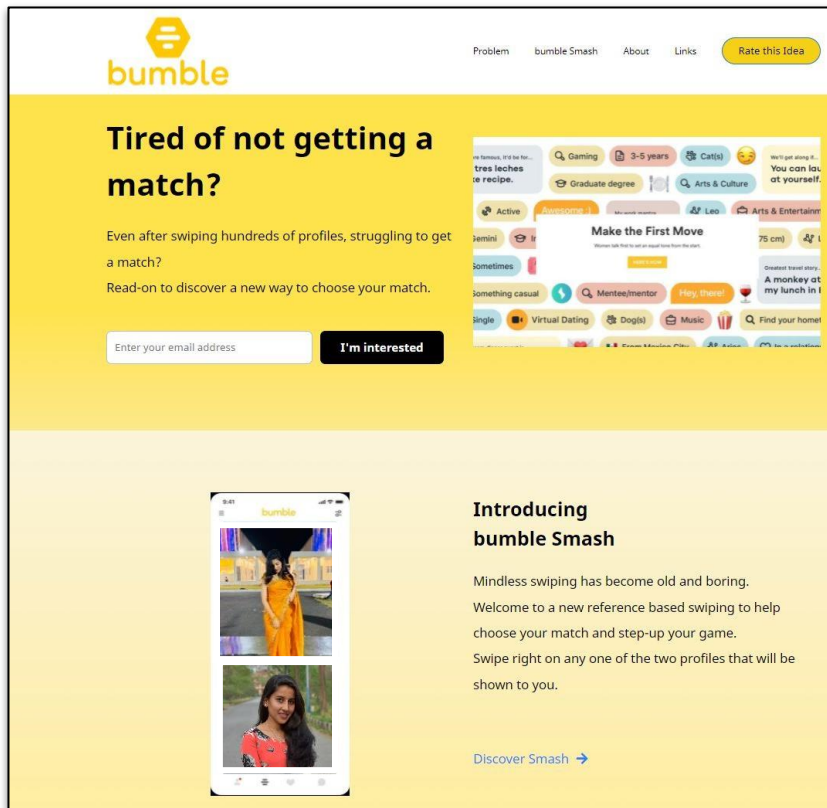


- **Referenced Based Swiping** makes it easier for girls to make a choice.
- This increases the probability of guys to **get swiped right**.
- In **x** number of screens, users can now see **2x** number of profiles, therefore saving time.
- **80/20 rule** has chained the dating app flow where the top 20% guys have 80% of the matches.
- Bumble Smash tries to shift the flow to the entire cohort by limiting on the matches obtained by the top 20% and hence **providing access to the entire array creating diversity**.



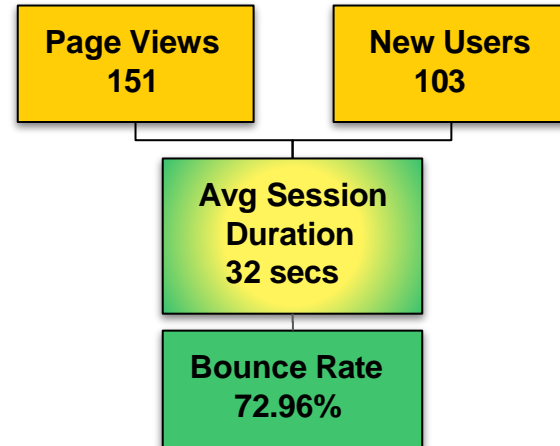


# Desirability from users : Landing Page



<http://bubblemanasa.ccbp.tech>

Please refer to above link for full landing page view



Metric	Value
Email Button CTA Click Through Rate (#Email Submissions received / Total # Visitors)	21%
Feedback Completion Rate (#Feedback submissions / Total # Visitors)	18%
Customer Satisfaction (User feedback)	95%

# Success Metrics

Metrics	Definition
Match Rate	Number of Matches / Number of Right Swipes
Conversation Rate	Number of Matches with more than 3 messages exchanged / Number of Total Matches
Date Conversion	% of real or virtual dates / Total number of matches
Bumble premium	% of people subscribing to bumble premium to see the users who have liked their profile after the surge in likes from bumble Smash/ Total number of users
Retention (D7 & D30)	Number of users who use bumble Smash for 1 week (or 1 month) / Number of users who use bumble smash on Day 0
Time spent to get a match	Total time spent swiping on app/ total number of matches



## Pitfalls and Solutions

Pitfall	Solutions
The feature might be confusing for existing users who have been using bumble for quite some time.	This can be solved by implementing a tutorial which gives the user a walkthrough of the feature.
It may become more difficult for a few users since they are psychologically used to swiping based on 1 profile.	This will get solved as the users use the feature more often and get accustomed.
Two profiles which are poles apart in the perspective of the user, will make the feature redundant.	The algorithm must be fine tuned in a manner that the two profiles that are shown together are close enough for the user.
There will always be one loser who will not be able to get a match due to being pitted with someone else.	User perceptions can change over time and they might get picked over someone else, some-time later.