Adding Notifications for Bumble Precision Location Services on Mobile, Desktop & Watch

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Background and High-Level Analysis Derived from the Original Brief

The Background and Problem Definition sections from the original design brief set the tone and high-level objectives for this specific project, as they reveal several business factors motivating the implementation of this Precision Location Service feature.

First and most importantly, Bumble(best known as a dating app) has been engaged in horizontal and vertical business expansion through feature expansions into **BFF** and **Bizz** to target more casual social relationships while also discovering a new set of features for Date mode. As a market leader second only to Tinder, Bumble has gathered more than 50 million active users, per the original brief. While the expansion of features to funnel wider user profiles into the ecosystem seems logical, Bumble strives to go beyond its 4.8 percent subscription rate out of the total user base in a cut-throat competitive landscape.

Business & Macro Goals

Successful completion of this project increases the overall platform active user base and the conversion rate of non-paying users to paying customers. Whether through the implementation of the Precision Location Service idea from the Customer Acquisition Team or other alternatives, management's goal is to establish Bumble as a platform that meets user expectations with a market-leading user experience that differentiates itself from the competition.

Project Goals

In order to achieve business goals, successful deliverables from the product team should include:

- Extensive market research and context/trend analysis.
- Revealing **pain points** stemming from existing user flows (Date, BFF, or Bizz).
- A "Divide and Conquer" strategy by targeting the most effective feature implementation to grow the user base and increase conversion, whether through:
  - Pushing back on Precision Location Service and doubling down on alternative Date/BFF/Bizz features.
  - Accepting the feature as non-negotiable and integrating it into an enhanced UX flow.
- A new design prototype that resolves prioritized pain points for paying Bumble users, which will increase the likelihood of higher conversion rates.

- A new design prototype flow exploring ways to achieve the goal of the proposed Precision Location notification service: capturing important meta and user data to detect conversion inhibitors, abandonment, and user idleness.

Problem to be Solved

To achieve the overarching goal of higher user conversion and growth, more data might not be the right solution from the start. Thus, identifying the weaknesses and strengths of the current Bumble ecosystem against competitors like Tinder, Hinge, LinkedIn, and Instagram will be a cornerstone of the project. We want to avoid becoming a "do everything, but nothing well" product in a market where user search costs are nearly 0.

Another main problem is validating if the Precision Location Service will actually solve current pain points and serve as an effective way to gather data for internal analyses. If the Precision Location Service details do not seem grounded in research, the product team's task is to identify an alternative feature/flow that elegantly solves user pain points while gathering necessary metadata. The challenge is resolving user frustrations by enhancing the experience while collecting data. Precision Location notifications are just the beginning.

Target Users

Existing, non-paying users who opt in for location/data services.

- **Knowns:**
  - 90% are under 35.
  - Already use (or are willing to opt into) location/data services.
  - Active enough to receive matches on a regular basis.
  - Not currently paying for Premium or Premium+.
- **Inferred:**
  - **Timing:** They want matches but cannot turn them into meaningful interactions due to notification fatigue, lack of attention, or poor timing.
  - **Value Gap:** They might not pay because they don't perceive enough value from premium services or are unaware of what they are missing.
  - **Versatility:** Bumble users might prefer the interchangeable nature of the app, mixing their dating, social, and professional lives.

Competitors

- **Traditional:**
  - **Tinder:** Market leader; strong location-based matching.
  - **Hinge:** Relationship-focused approach; quality over quantity.
  - **OkCupid:** Question-based matching process.
  - **eHarmony:** Serious, long-term relationship focus.
  - **Badoo:** Video chats; strong international presence.
  - **Raya:** Private, membership-exclusive app.

- **Non-traditional:**
  - **Instagram:** Large user base; social focus.
  - **Snapchat:** Emphasis on location and real-time social interaction.
  - **Meetup:** Local community discovery (more planned encounters).
  - **LinkedIn:** A professional network focused on work updates and job postings.

Assumptions Made in the Original Brief

On Product and UX

- Cross-device notifications and support will increase user responsiveness.
- Precision Location accuracy is high enough to have near-zero false positives.
- The value of the precision location feature is already validated.
- Timely notifications of nearby users will incentivize purchasing premium plans.
- Date, BFF, and Bizz can all benefit from the new feature.
- Core features (matching) have reached diminishing returns, necessitating the exploration of new features.

On Business

- User conversion is primarily blocked by a lack of proximity awareness, not other factors.
- Users who try premium plans will retain long enough to justify the acquisition cost.

On Users & Psychology

- Users will adopt the Precision Location (<0.5 km) feature despite increasing privacy concerns/features on smartphones.
- Users value Bumble specifically for its interchangeable modes.
- Users live sufficiently close to each other to trigger a reasonable number of proximity alerts.
- Dating norms prioritize spontaneous, location-based encounters.

Constraints

- **Technical:** Accuracy of the service; varied OS environments (iOS vs. Android); cross-device synchronization; and battery performance during active tracking.
- **Business:** Success is measured by conversion rate, not just engagement; a large free-tier base makes aggressive monetization difficult; and the feature must serve different personas (Date/BFF/Bizz) seamlessly.
- **Users / Context:** High privacy and security expectations; notification overwhelm; and the need for situational context, which is difficult to capture.

What You Don't Know Yet

- **Is 0.5 km a meaningful threshold** for dating vs. networking? Different modes may require different distances.
  - *How to find out:* Concept testing and moderated usability testing.
- **What do users really want** when deciding to pay for Premium? Is it proximity or better core-feature support?
  - *How to find out:* Diary studies with potential follow-up interviews.
- **Does precise location sharing increase trust** or increase anxiety?
  - *How to find out:* Qualitative interviews with general dating app users.
- **Do proximity-based conversations lead to long-term retention?**
  - *How to find out:* Comparison of proximity-prioritizing subscribers vs. non-proximity-driven subscribers.
- **Which devices actually drive user actions?**
  - *How to find out:* User log analysis at the device level. Is it the wearables, phone, or desktop?
- **Is the data collected actually actionable?**
  - *How to find out:* Data audit with product, growth, and data science teams.
- **Is Precision Location the right solution,** or just the first hypothesis?
  - *How to find out:* Parallel concept exploration and "speed dating" with users.

Acknowledgement