# User Segmentation

## Age group 18-22

About me

Playing games is my go to pastime.
Always fun to meet people at cafes.
Love partying and outdoorsy stuff, gymnast.
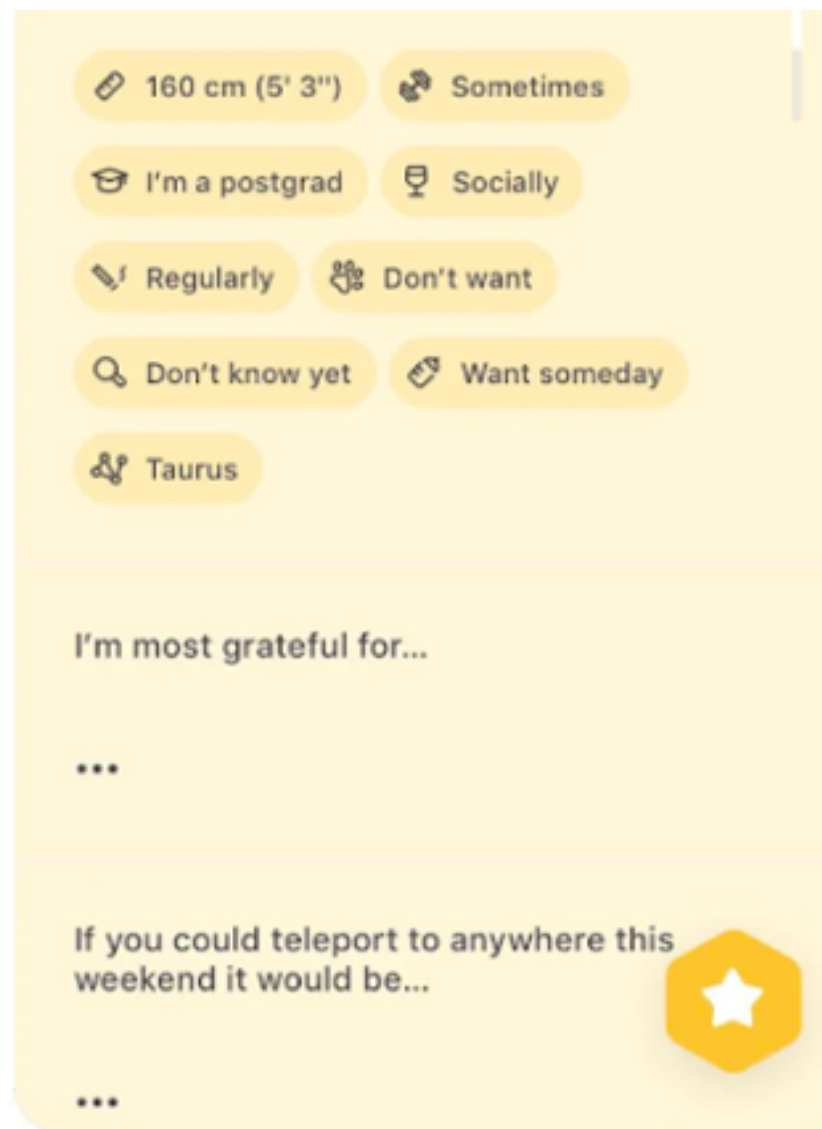Lets keep it casual.
HAKUNA MATATA

My basic info

🖊 6' 3''  🏋 Active  🎓 In college

🍷 Socially  🚭 Never  🔍 Relationship

👶 Want someday  ♑ Capricorn

🏛 Liberal

My interests

🎤 Singing  🍸 Bars  🎲 Board games

Travel mode

Edit profile

Sigmund, 21

## Age group 23-29

🖊 160 cm (5' 3'')  🌀 Sometimes

🎓 I'm a postgrad  🍷 Socially

🖋 Regularly  🐾 Don't want

🔍 Don't know yet  👶 Want someday

♉ Taurus

I'm most grateful for...

...

If you could teleport to anywhere this weekend it would be...

...

Shaun, 24

👤 she/he/they

Edit profile

# User Segmentation

## Age group 30+

Wanting to make some new friends since my close friends moved out. I love hiking, traveling, trying new restaurants and watching horror movies/shows. My boyfriend is my only friend around. Please save me!

♡ In a relationship   ♍ Sagittarius

My life

💻 Career focused

🪶 Working on my life

My interests

🌮 Foodie   ⛰️ Hiking trips

🏳️‍🌈 LGBTQIA+ ally   📜 Human rights

👢 Hiking

Languages I know

💬 English   💬 Portuguese

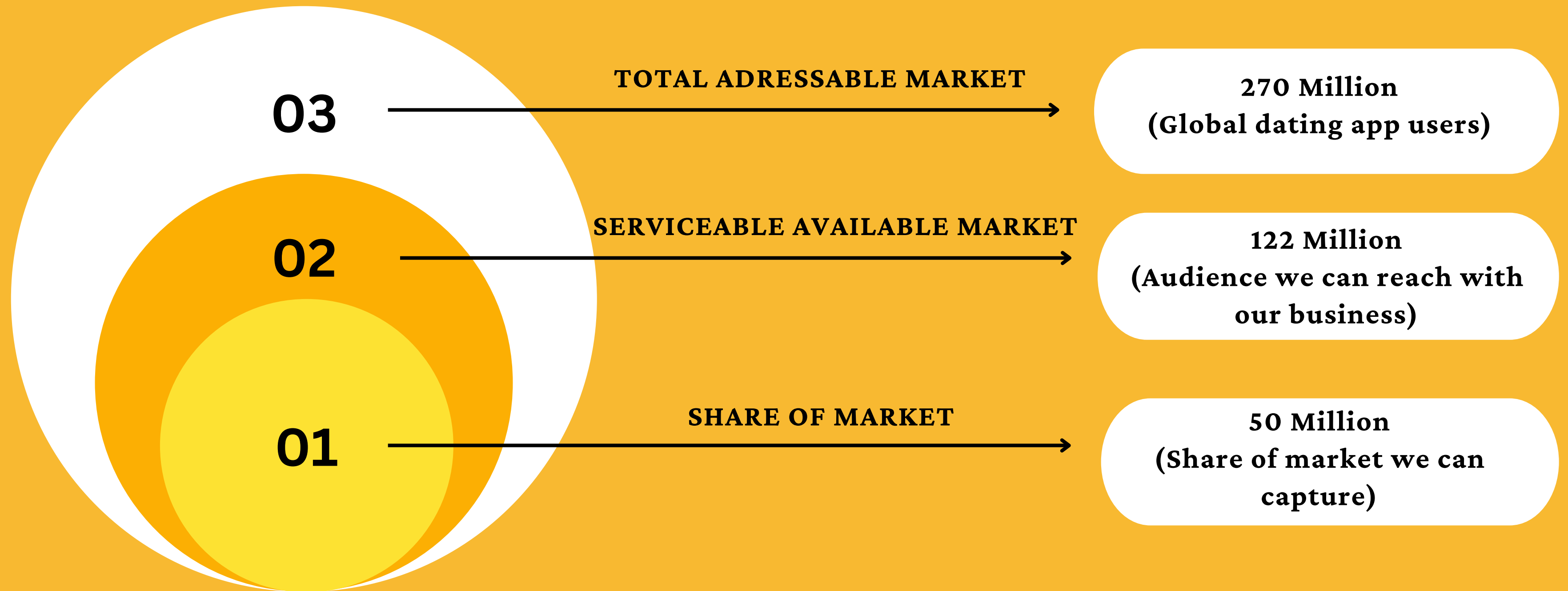Portia, 36

Strategist at Communications

# Pain Points

**1** Users have to **rely entirely** on Bumble's **existing suggestions**

**2** **Very hard** to connect and **find** interesting matches

**3** **Difficult** to break the ice after a match is found

**4** **Limited options** to keep matches engaged

# VISION

Introduce a social platform to **forge better** and **deeper connections.**
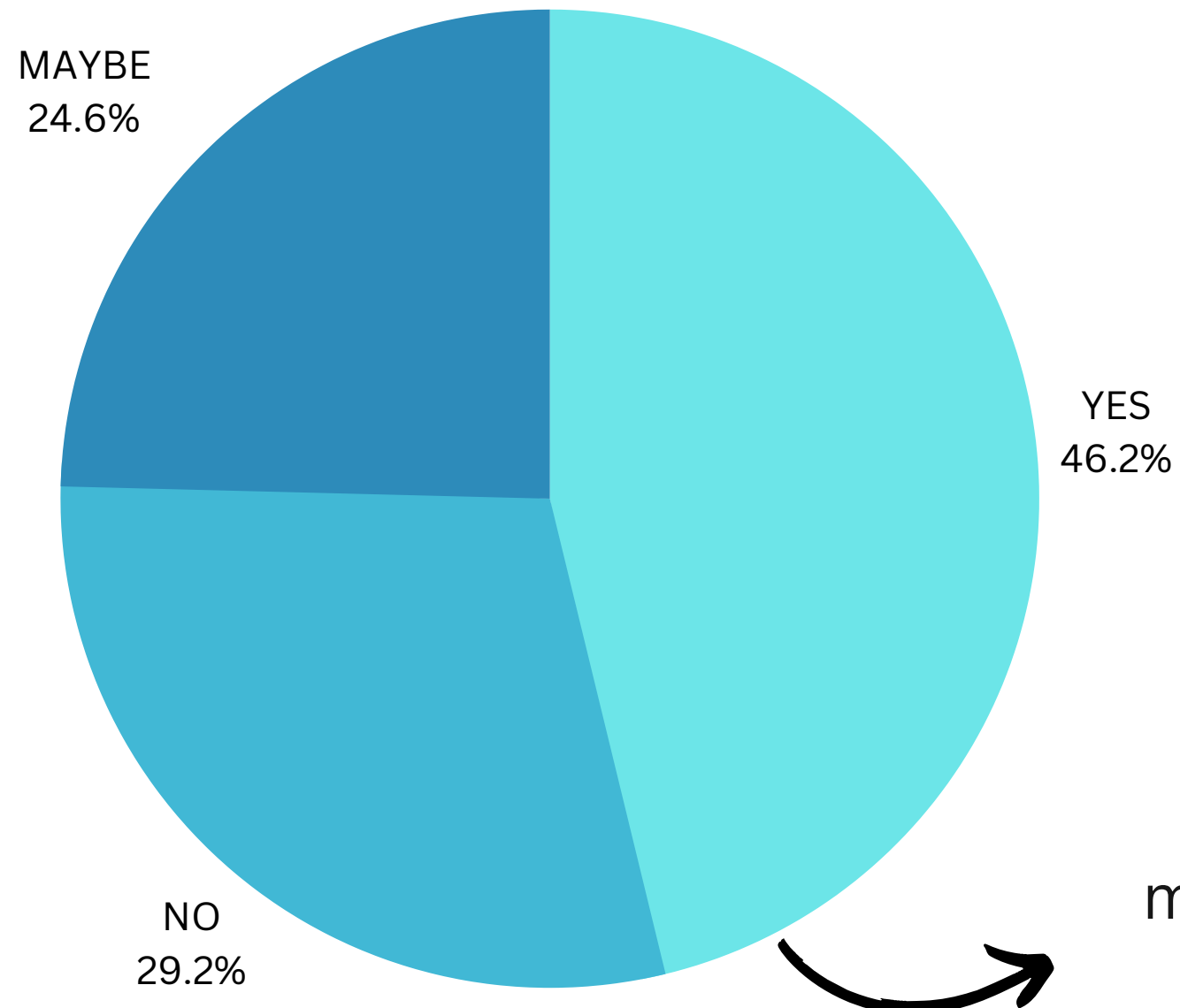
# Market Sizing: ESTIMATED

**03** — TOTAL ADRESSABLE MARKET →

270 Million
(Global dating app users)

**02** — SERVICEABLE AVAILABLE MARKET →

122 Million
(Audience we can reach with our business)

**01** — SHARE OF MARKET →

50 Million
(Share of market we can capture)

- **Projected increase in market share 13.6% YOY**

# Competitor Analysis:

| | Tinder | Hinge | Bumble |
|---|---|---|---|
| **ACTIVE GLOBAL USERS** | 6.2 MILLION | 1 MILLION | 1.8 MILLION |
| **FIRST MOVE BY WOMEN** | ✗ | ✗ | ✓ |
| **VIRTUAL WORLD DATING EXPERIENCE** | ✗ | ✗ | ✓ |
| **PREMIUM PRICING IN USD(6 MONTHS PACK)** | GOLD $75 | PREMIUM EXTRAS $59.99 | BOOST $64.99 |

# Idea Validation

Recorded 100+ responses from an avid
group of dating apps users.

**only 30%** people use bumble to **stay connected** with their
matches

MAYBE
24.6%

YES
46.2%

YES
30.8%

NO
29.2%

NO
69.2%

more than **45%** people are open to **new virtual
experiences** on bumble!
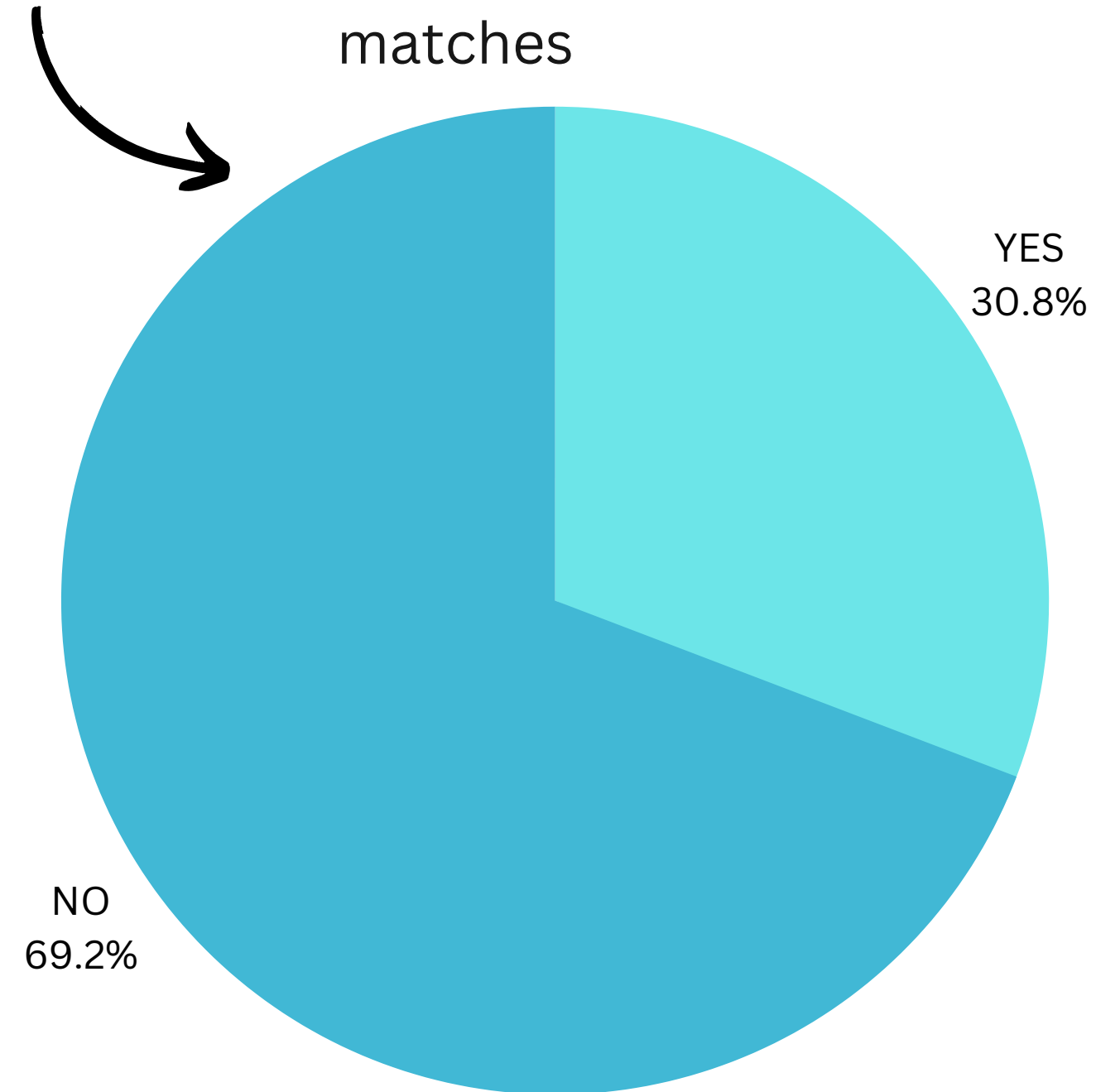
# LIST OF FEATURES

**MUST HAVE**

**PERFORMERS**

**DELIGHTERS**

AVATARS creation

Report/Block feature

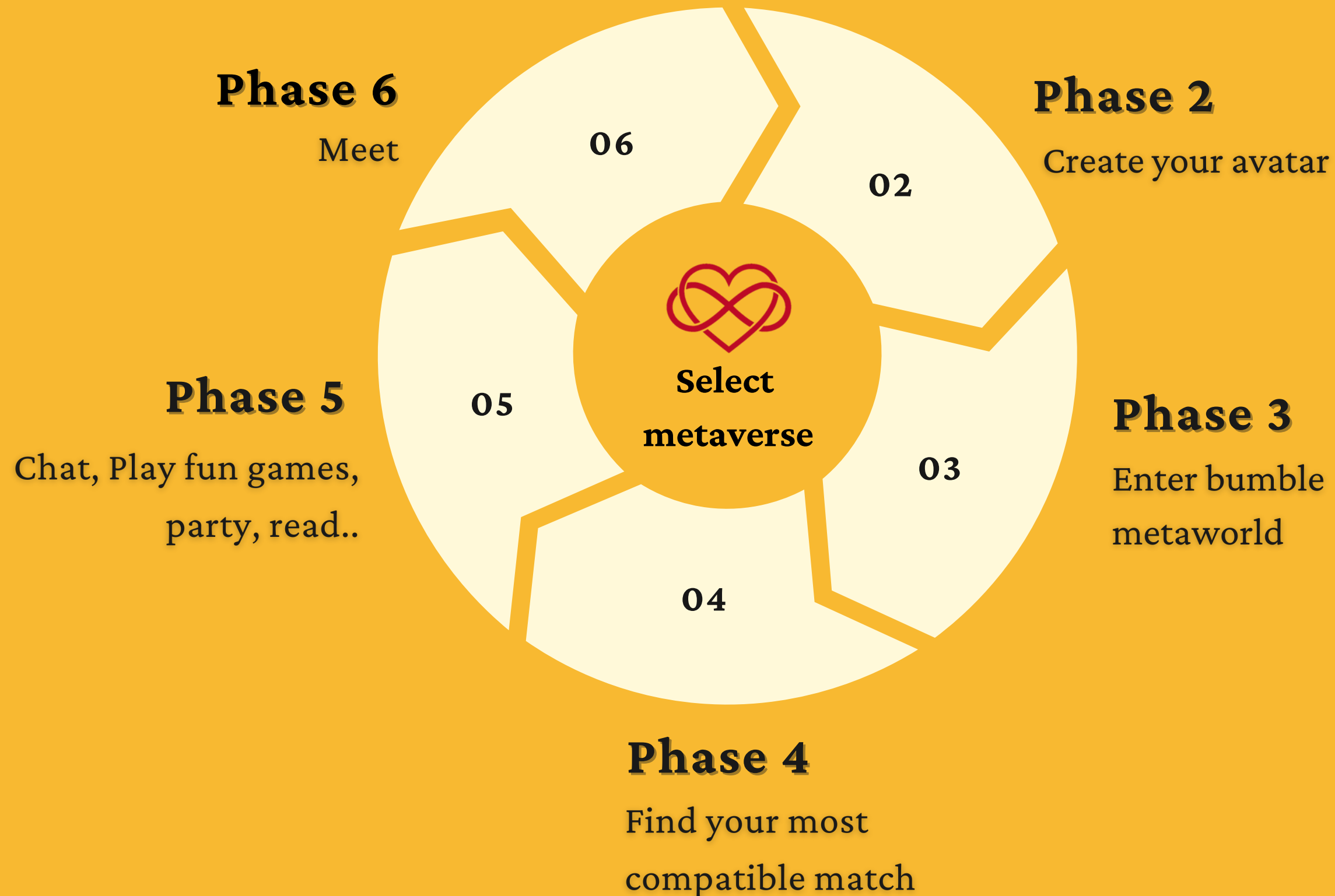Match percentage

Mini-games

Map spaces

Personalization of avatars

AI expressions

Snap sharing

Rewards from games/events

# Success Metrics

- North Star Metrics: The percentage increase of daily active users.

  - How many users have continued using metaverse relative to the bumble swipe?

    - How many new users have switched to subscriptions after introducing metaverse?

# USER LIFE CYCLE

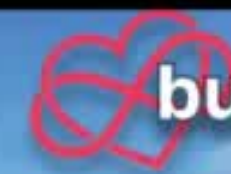How will this feature increase user engagement on the app?



**Phase 6**
Meet

06

**Phase 2**
Create your avatar

02

Select metaverse

**Phase 5**
Chat, Play fun games, party, read..

05

**Phase 3**
Enter bumble metaworld

03

04

**Phase 4**
Find your most compatible match

# High-fidelity Prototype

# Product Roadmap

| | JAN '23 | FEB '23 | MAR'23 | APR'23 | MAY'23 | JUN'23 | JUL'23 | AUG'23 | SEP'23 | OCT'23 |
|---|---|---|---|---|---|---|---|---|---|---|

**Creation of Personalized Avatar**

Create Metaverse Landing Page

Develop Create Avatar Page

Introduce Avatar Personalization features
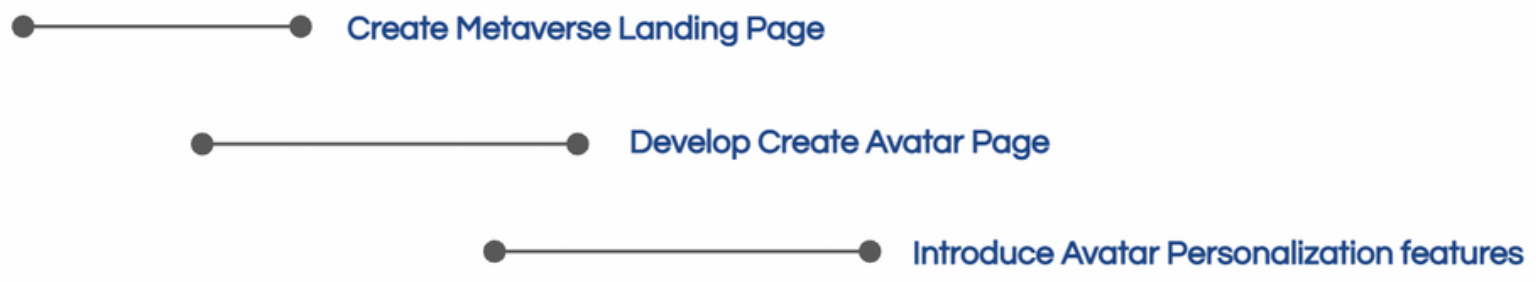
**Creation of Virtual Maps**

Design Map Wireframes

Develop the Navigation and Interaction Maps

Integrate Avatar activity with Maps

**Design the Matching Process**

Integrate compatibility Percentage with Avatars

Integrate Profile pop up and like functionality

Integrate User Engagement Activities such as Games

# DID YOU MATCH?

with

# METAVERSE?