bumble

THE HOME OF MAKE THE FIRST MOVE

Here, kindness is sexy, you being you is perfect, and women come first. Always.

Problem Statement link

76% 24%

Online dating Market in India

Revenue in the Online Dating market is projected to reach **US$69.90m** in 2024.

Revenue is expected to show an annual growth rate (CAGR 2024-2029) of -**1.75%**, resulting in a projected market volume of **US$63.98m** by **2029**.

In the Online Dating market, the number of users is expected to amount to **29.2m** users by 2029.

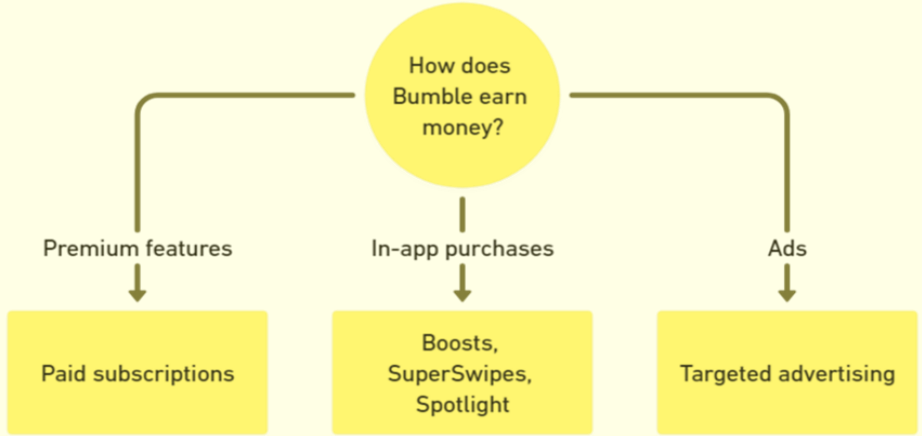
The average revenue per user (ARPU) is expected to amount to **US$2.57**

Bumble statistics

Bumble currently boasts a staggering **50 million users**, with **2.3 million** of them opting for a subscription, indicating a significant revenue stream.

80 million swipes are made daily on Bumble

Objective: As a **Growth PM** at Bumble, propose a solution to seamlessly plan dates with personalized suggestions and integrated bookings.



Competitors Strengths & Weakness

tinder

Swipe Night offers a unique way to engage users and initiate conversations.
Primarily used for casual encounters rather than serious date planning.

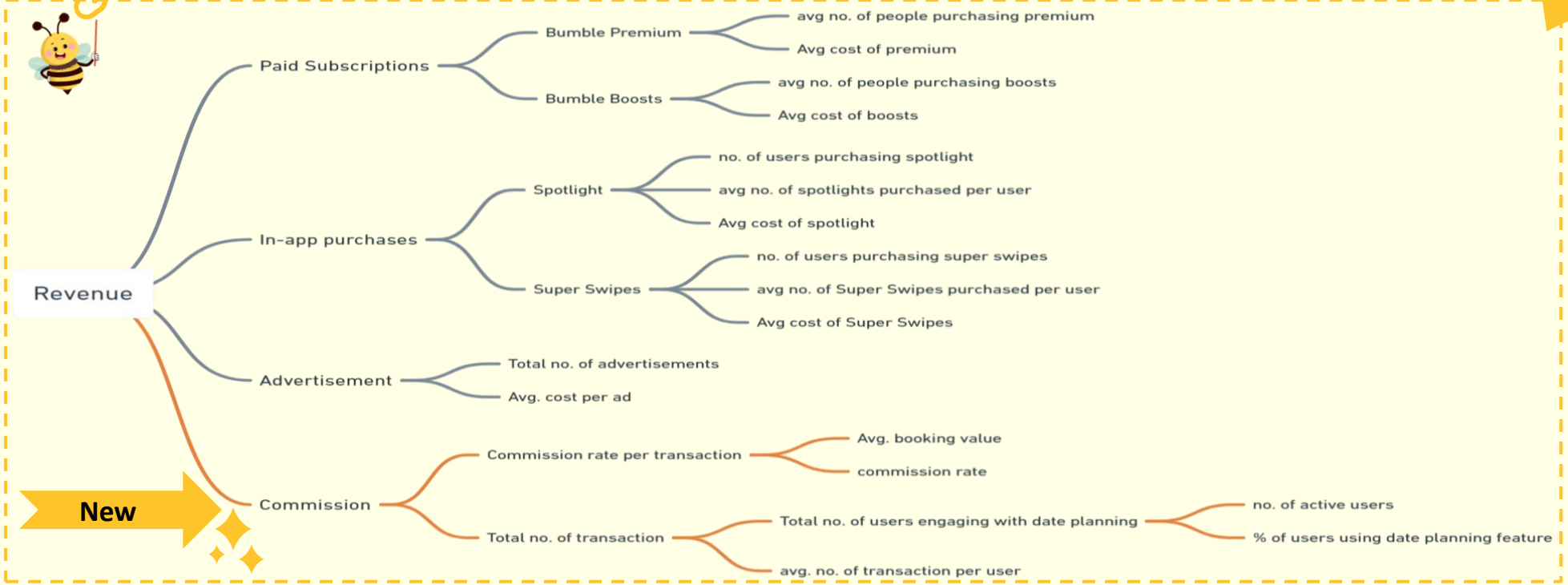
Hinge

"We Met" feature helps refine future matches and date suggestions.
Lacks integrated date booking or venue suggestion features.

okcupid

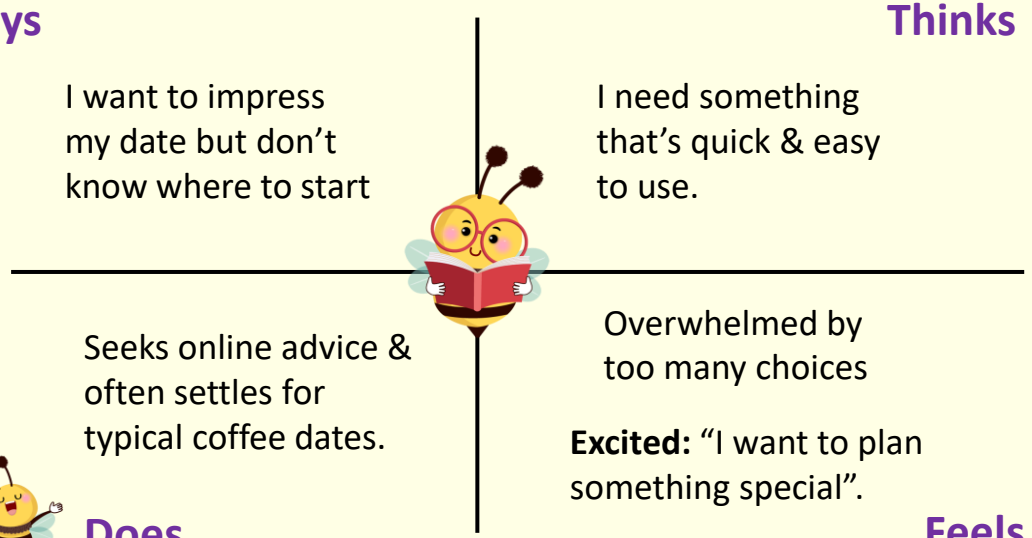
Extensive questionnaires and interests help users find common activities.
No specific features for booking dates or suggesting activities directly in the app.

Mapping Business & Product Outcomes



New

User Empathy Map



Impact Analysis

Active Bumble users = **58 m**

Assumption:

- Percentage of users engaging with the date planning feature = **20%**
- Users who make at least one booking per month = **10%** of engaged users
- Average booking value = **$50**
- Commission rate = **10%**
- Average number of bookings per user per month = **2**

Calculations:

- Total engaged users = 58 million * 20% = **11.6 million users**
- Users making bookings = 11.6 million * 10% = **1.16 m users**
- Total monthly bookings = 1.16 m users * 2 bookings = **2.32 m bookings**
- Average commission per booking = **$50 * 10% = $5**
- Total monthly commission revenue = 2.32 bookings * $5 = **11.6 m**
- Yearly Revenue after feature implementation = **139.2 million**

Analysing User Research Insights

75% Users in **18–25** age group

81% Users are **male**

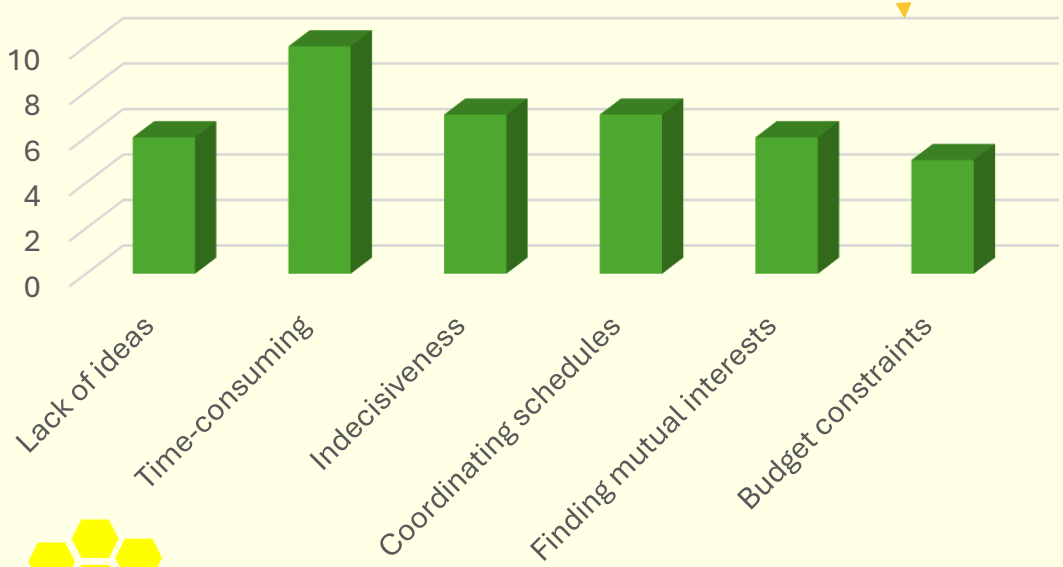
47% Users research online or ask **friends** on where to go on a date

Majority of users prefer to go on **dining**, **outdoor** or entertainment (movies, comedy shows) dates

67% Would be interested in receiving **personalized date suggestions**

67% Will use an **in-app reservation** system for booking dates

Biggest challenges



Key Takeaways

- **User Demand:** **67%** of surveyed users expressed interest in integrated booking and personalized date suggestions.
- **Pain Points:** **67%** of users find date planning time-consuming and stressful, while **40%** struggle with a lack of date ideas.
- **Preferred Activities:** **80%** prefer dining out and **47%** enjoy outdoor activities, indicating a clear direction for personalized recommendations.
- **Market Gap:** Competitor analysis shows a lack of comprehensive date planning tools in other dating apps, suggesting an opportunity for Bumble to innovate and lead in this space.

Jobs To Be Done

I want to find and explore new restaurants, events, and activities.

But I don't always know where to look or what places match my date's interests.

Offer me tailored recommendations based on my and my date's interests and past activities.

So that I can discover exciting new spots that both my date and I will enjoy.

Let's understand Bumble users



NEEDS:

- likes exploring new spots in the city and wants to impress his dates with creative ideas.
- He wants an easy and efficient way to plan unique and engaging dates.

PAINPOINTS:

- Finding a great match is tough enough, and planning a unique date just adds to the stress. I wish there was an easy way to get personalized suggestions and book everything in one place



NEEDS:

- looking for a serious relationship and values quality over quantity.
- She wants a hassle-free way to plan unique and memorable dates without spending too much time.

PAINPOINTS:

- Her demanding job leaves her with limited time to plan dates and explore new activities.
- Often struggles to decide on date ideas that both she and her date will enjoy.

Phases	Onboarding	Swiping	Match	Conversation	Date Planning
Thoughts	Excited to create & customize the profile. Ready to get into a serious relationship.	Curious to explore, scanning through many profile, looking for a perfect match.	Got matched with the people whom she right swiped, confused how to start a conversation now	Found a meaningful connection, had some deep conversations, ready to go on date & explore more of his personality	Frustrated on where go & what activity to plan, both have conflicting interest & ideas on where to go
Emotions	🤩	🤔	😖	😇	😣

Pranjal's Date planning Journey

True Problem



Users find date planning stressful and time-consuming, leading to suboptimal dating experiences.?

- **Why** Because they lack ideas and struggle with indecisiveness.
- **Why** Because they don't have access to personalized suggestions and seamless booking options.
- **Why** Because current dating apps don't integrate date planning tools effectively.
- **Why** Because these apps focus primarily on matching rather than the full dating experience.
- **Why** Because there's a market assumption that users prioritize finding matches over planning dates.

How do we know it's a real problem?

USER RESEARCH

- Conducted surveys where a significant percentage (**67%**) of users reported that date planning is **time-consuming and stressful**.
- **40%** indicated a **lack of ideas** as a major challenge.
- **67%** showed interest in **integrated booking features**, suggesting a gap in the current app offerings.

SECONDARY RESEARCH

Competitive analysis shows a market gap in integrated date planning tools, confirming the need for enhanced features to improve user satisfaction and engagement.

Value generated by solving this problem



CUSTOMERS

- Enhanced User experience
- Increased success rate in forming a meaning full connection
- Convenience, simplifying the entire dating process

BUMBLE

- Increased Revenue
- Higher User Engagement
- Market Differentiation

Why Solve it now?

- The online dating market is expected to grow to **$3.6 billion** by 2025 (Statista).
- Addressing user pain points now can significantly **increase user satisfaction and engagement**, tapping into this growing market.
- Meeting this demand immediately can enhance **user retention** and attract new users who are looking for a seamless dating experience.
- Implementing these features now positions Bumble as a user experience leader, providing a distinct edge over competitors.

Exploring Possible solutions



Bumble Date Planner

About

Develop an in-app feature that offers personalized date suggestions and allows users to book restaurants, events, and activities directly within Bumble.

Features

Personalized Date Suggestions:

- Use AI to analyze user preferences, interests, and past activities to suggest unique and suitable date ideas.
- Categorize suggestions by type (dining, outdoor activities, cultural events, etc.) based on user data.

Integrated Booking:

- Partner with platforms like Zomato, Swiggy, Book my show and other booking services to enable seamless reservations for restaurants, events, and activities.
- Provide real-time availability and booking confirmations within the app.

Scheduling Assistant:

- Implement a tool that helps users coordinate schedules and find mutually available times for dates.
- Send reminders and updates about upcoming reservations and activities.

Benefits

User Convenience: Streamlines the entire date planning process, making it easier and less stressful for users.
Increased Engagement: Encourages users to spend more time on the app, exploring and booking date options.
Revenue Generation: Bumble earns commission from bookings and enhances the value of premium subscriptions.

Bumble Hive Ideas

About

Create a feature within Bumble that leverages the community of users to share and review date ideas, providing a rich database of tried-and-tested options.

Features

User-Generated Date Ideas:

- Allow users to submit their own date ideas, including detailed descriptions, locations, and tips.
- Categorize date ideas into different themes such as romantic, adventurous, budget-friendly, and unique experiences.

Filter and Search Functionality:

- Implement advanced filters and search options to help users find date ideas that match their interests, location, and budget.
- Allow users to save their favorite date ideas for future reference.

Date Reviews and Ratings:

- Enable users to review and rate date ideas after trying them, sharing their experiences with the community.
- Implement a rating system that highlights the most popular and highly-rated date ideas.

Benefits

Rich Content: A continuously growing database of diverse and creative date ideas generated by the community.
Trust and Authenticity: Real user reviews and ratings provide trustworthy recommendations and reduce the uncertainty of trying new date ideas.
Community Engagement: Encourages users to contribute and interact with each other.

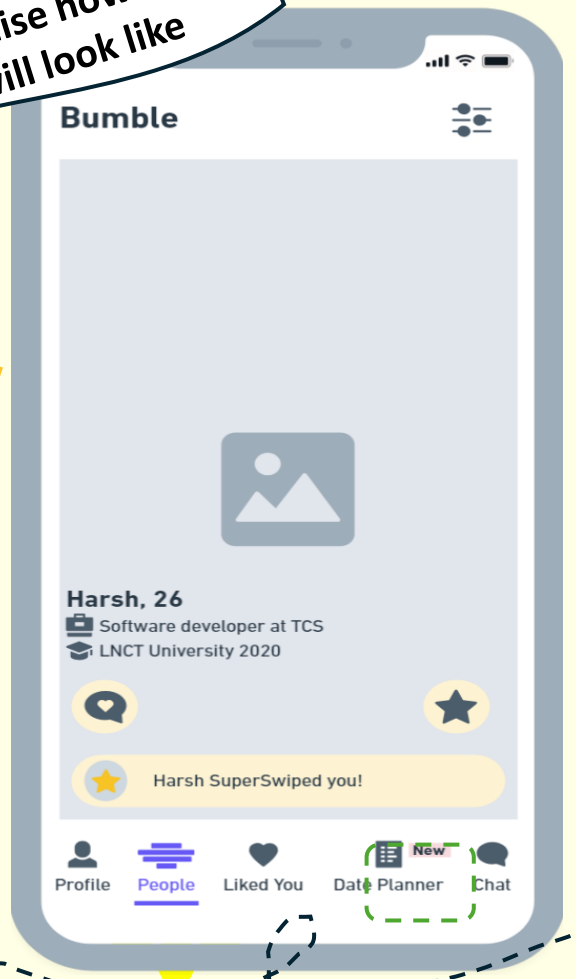


Let's Prioritise the solution

	Reach	Impact	Confidence	Efforts	Calculations
Bumble Date Planner	4	5	4	3	4*5*4/3 = 26.67
Bumble Hive Ideas	3	3	3	2	3*3*3/2 = 13.5

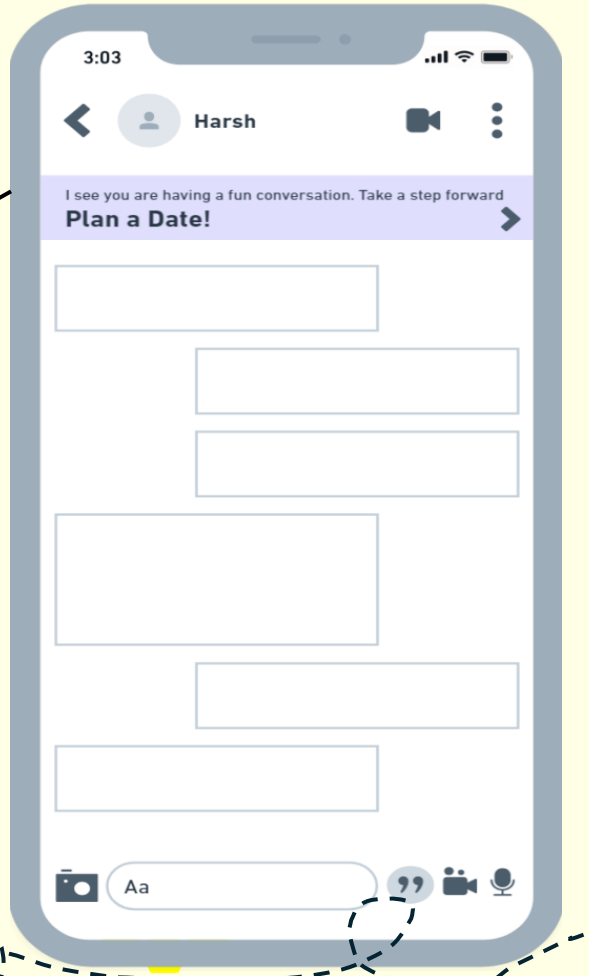
Let's Visualise how the solution will look like

Link to Wireframes



1

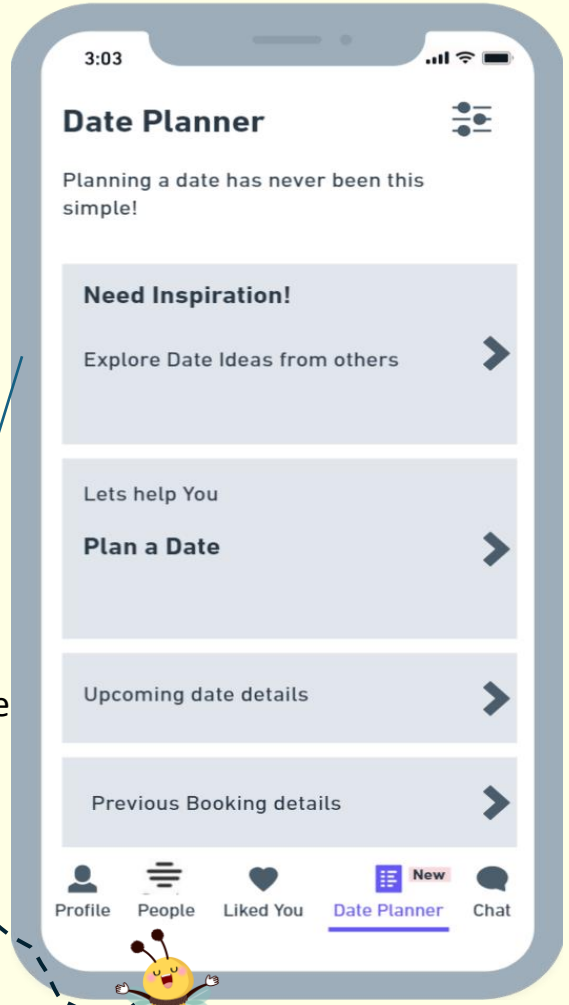
The Feature is introduced on the tool bar at the bottom & as a notification banner on the personal chat

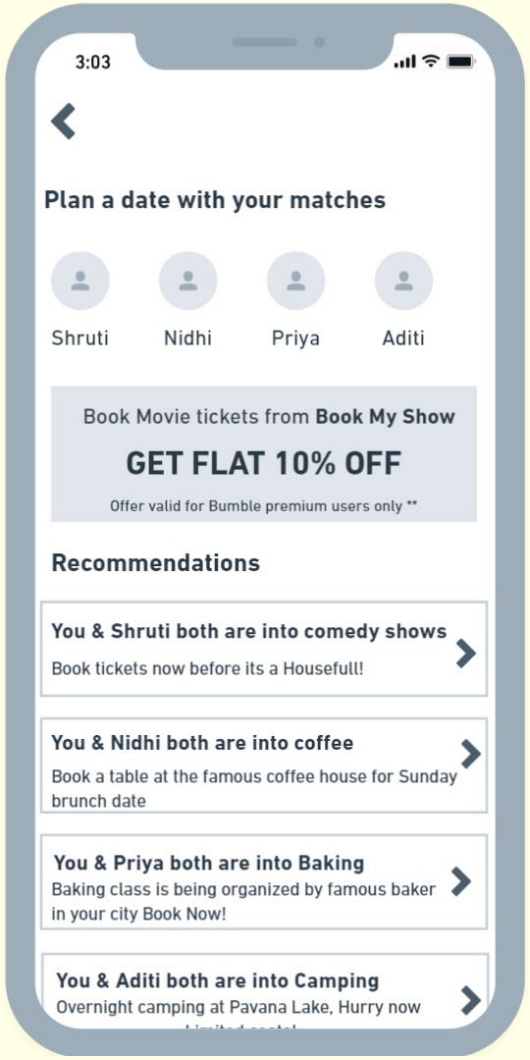


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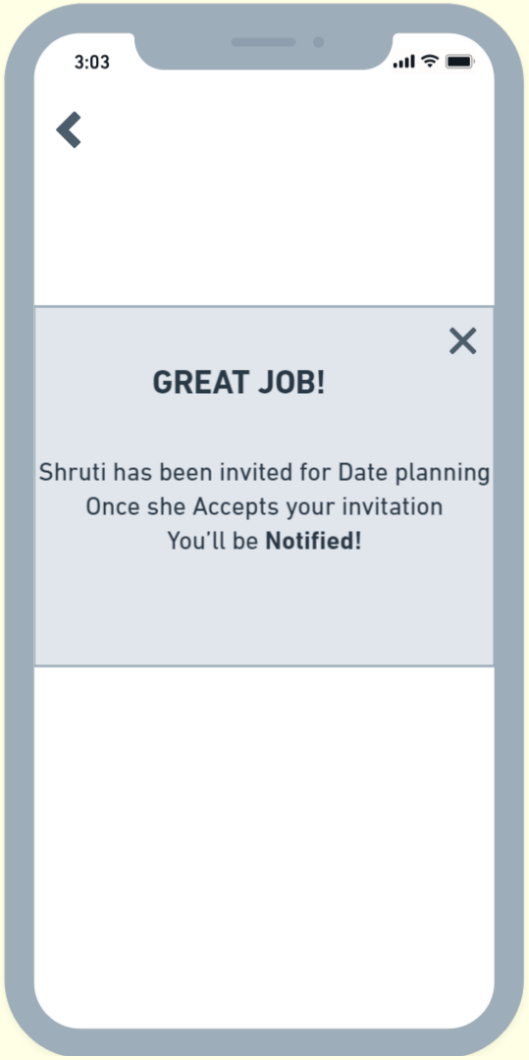
Date planner screen for Date Ideas & planning

Bee Hive Idea solution can be integrated later

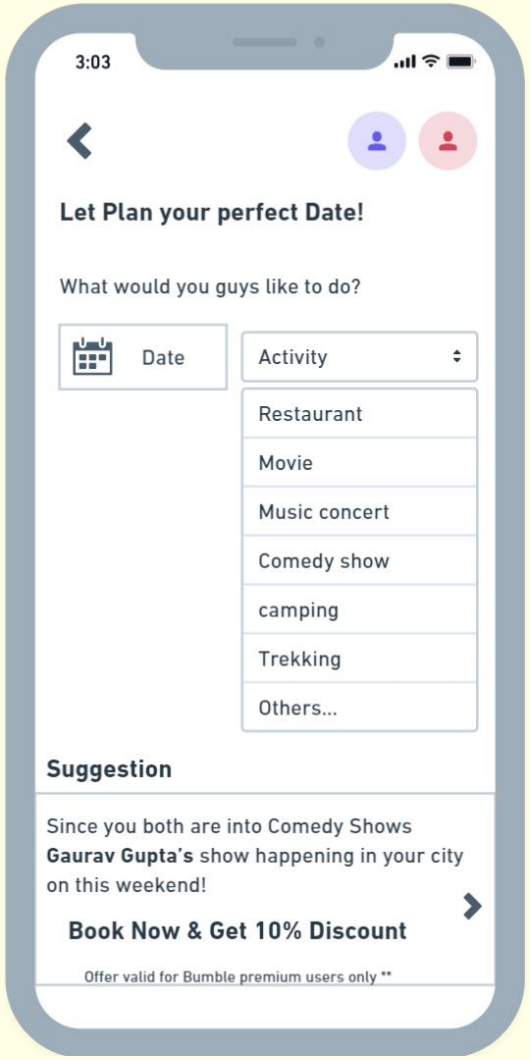




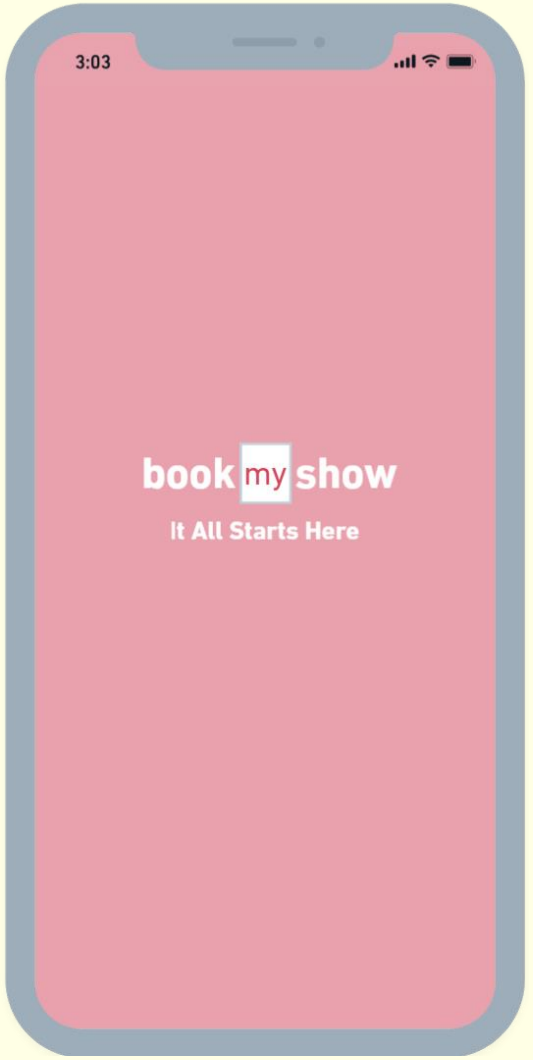
3 Once user click on **plan a date** option, this screen asks user whom they want to plan a date with and provides recommendations based on Both's interest



4 When a user decides on a date partner, the chosen person is notified and invited to participate in date planning.



5 Both the persons are asked for date & the activity for their date



6 Once the person chooses the activity & date, its redirected to the booking app for booking completion

Metrics To Track for success of the solution



North Star Metrics

Date Bookings Per Month

This metric shows users successfully booking dates through Bumble, enhancing their dating experience & ensures that users are actively engaging with the new features, leading to **increased user satisfaction, retention, and revenue growth**.

Primary Metrics

- **Conversion Rate from Match to Booking**
- **Average Booking Value**

- A higher conversion rate signifies that the feature effectively addresses user needs and contributes to successful dates, driving user satisfaction and retention.
- Higher booking values can increase Bumble's revenue through commissions and encourage users to plan premium experiences.

Secondary Metrics

Feature Adoption Rate

A high adoption rate suggests that the feature is well-received and aligns with user expectations, potentially leading to increased app usage.





Mitigation

Integration Complexity
Integrating Bumble with multiple third-party platforms can pose significant technical challenges, potentially resulting in delays or service interruptions.

Technical Feasibility Studies: Before finalizing partnerships, conduct thorough technical evaluations to ensure seamless integration.

Robust API Testing: Implement extensive API testing phases to identify and rectify potential issues before deployment.

High Commission Costs
Commission fees from booking partners could affect the profitability of the feature, especially if rates are high.

Negotiation of Favorable Rates: Engage in strategic negotiations with partners to secure competitive commission rates.

Diversification of Partnerships: Partner with multiple booking platforms to create a competitive environment that optimizes costs.

