

Learn In Public Challenge (3/5)

Building wireframes

For  bumble

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Company Overview

Bumble, launched in 2014, is a dating and networking app

Founded by **Whitney Wolfe Herd**

Offers **different modes** for various types of connections:

- Bumble Date
- Bumble BFF
- Bumble Bizz

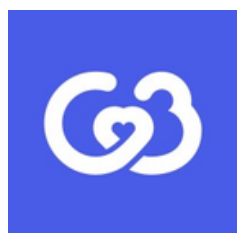
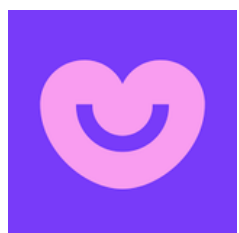
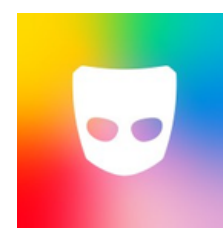
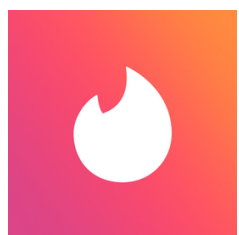
Women Make the First Move in heterosexual matches

Bumble by the numbers : FY 2024

Total Revenue : \$1,066-\$1,072 Million

Bumble App Revenue : \$861-\$865 Million

Competitors



Hinge

Objective

Design wireframes to enhance the user experience by providing an **AI-powered date planning feature** that simplifies the process of planning dates reduces indecisiveness, and ensures equal participation, leading to more successful and enjoyable dates

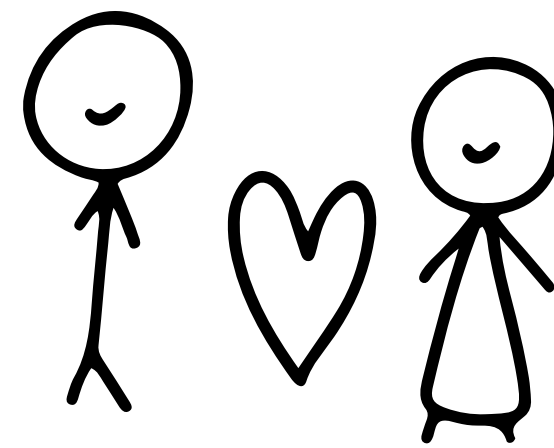
Jobs To Be Done

When: Matched and want a date.

But: Planning is hard and indecisive.

Help me: Find great date ideas, easily.

So I: Have a fun, successful date!



User Persona



Gagandeep

Product Manager

Age : 27 y/o

 Delhi

Post-graduate

BIO

Gagandeep is an ambitious product manager, 27, balancing a demanding career with her dating life, but struggles with time and date inspiration

GOALS

- Find love, simplify planning, and discover new experiences
- Reduce stress and maximize date enjoyment

MOTIVATION

- Seeking meaningful connection and valuing efficient time use
- Interested in discovering new experiences











PAIN POINTS

- Limited time, decision fatigue, and lack of inspiration
- Coordination challenges and awkwardness

INTERESTS

- Tech
- Travel
- Food
- Culture

Key Jobs To Be Done from the user's perspective

-  Suggest Date Ideas
-  Recommend Places and Activities
-  Offer Real-Time Availability
-  Handle Booking
-  Personalize Suggestions
-  Coordinate Preferences
-  Sync Calendars
-  Facilitate Communication
-  Handle Rescheduling
-  Incorporate Icebreaker Activities

User Needs

- Inspiration
- Efficiency
- Connection
- Personalization

User Pain Points

- Indecision
- Time waste
- Awkwardness
- Incoordination

AI Assistant: GoDo

What is GoDo?

GoDo, powered by OpenAI, is Bumble's AI-driven date planning assistant—not a chatbot—designed to streamline the entire date planning process

Key features include

Booking Tickets

Up-to-date City Events

Local Recommendations

Interest Mapping

Date Ideas

Availability Checker

Venue Browsing

Calendar Sync

Rescheduling

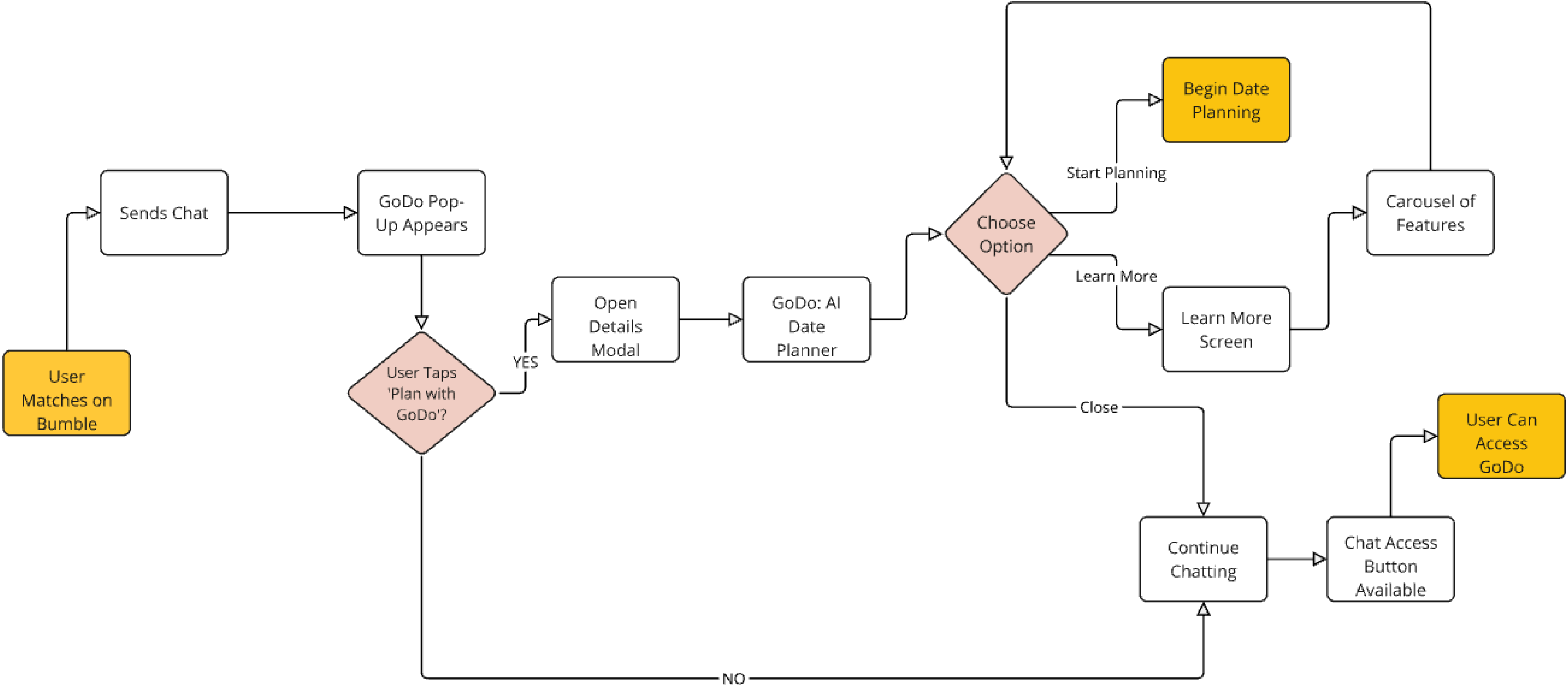
Real-time Tracking & Location Sharing

Use Case

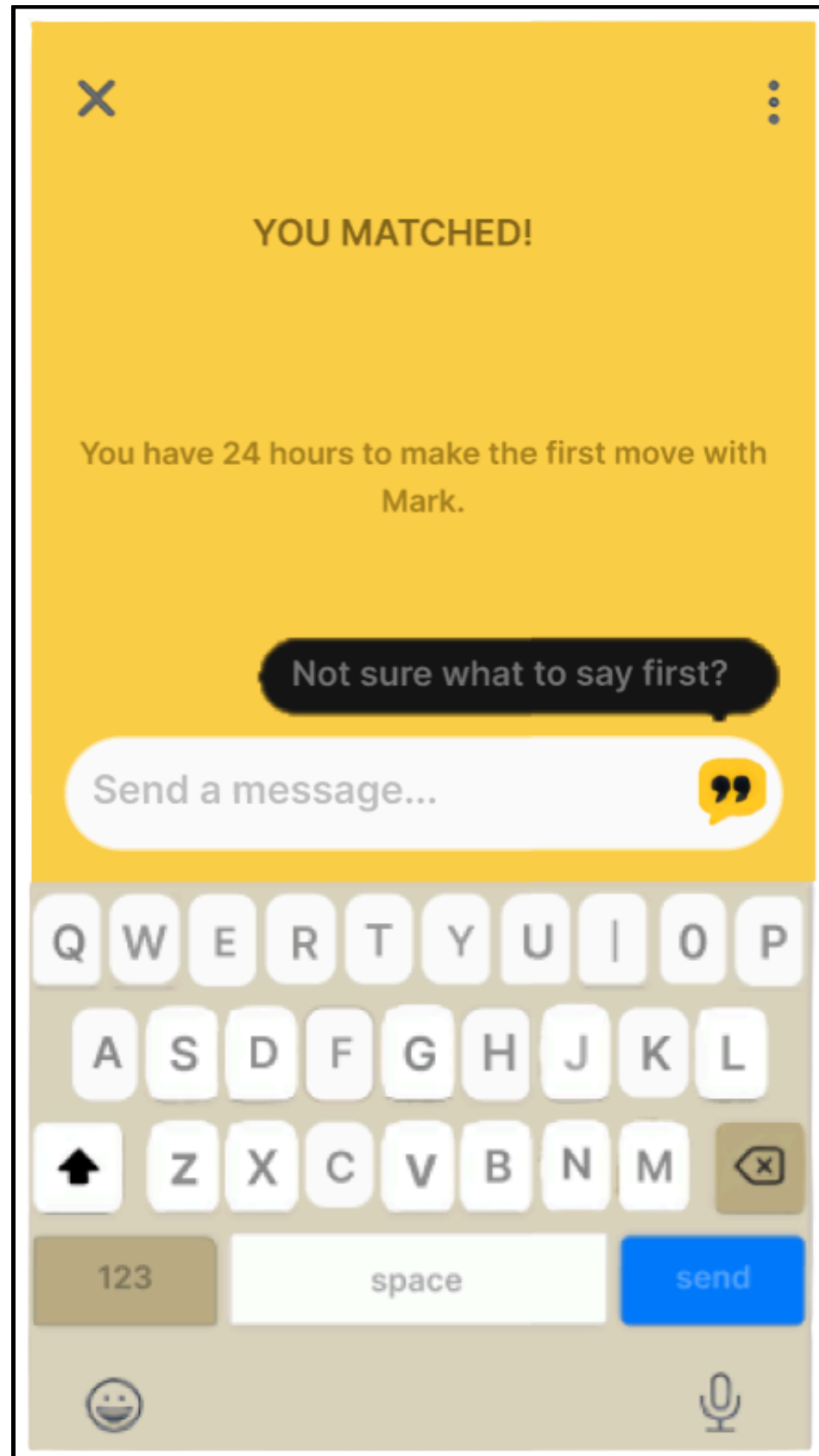
Gagandeep & Jassi Match on Bumble

- GoDo Pop-Up: Post-match, a non-intrusive "**Plan with GoDo**" pop-up appears in the chat
- **Details Modal:** Tapping it opens a modal:
 - Headline: GoDo: AI Date Planner
 - Body: AI simplifies date ideas, times, booking
 - Highlights: Smart Suggestions, Easy Scheduling, Venues, Tickets, Location Sharing
 - Buttons: Start Planning, Learn More, Close
- **Learn More** Screen: Carousel of detailed features
- Chat Access: **Accessible** via a dedicated button in the chat

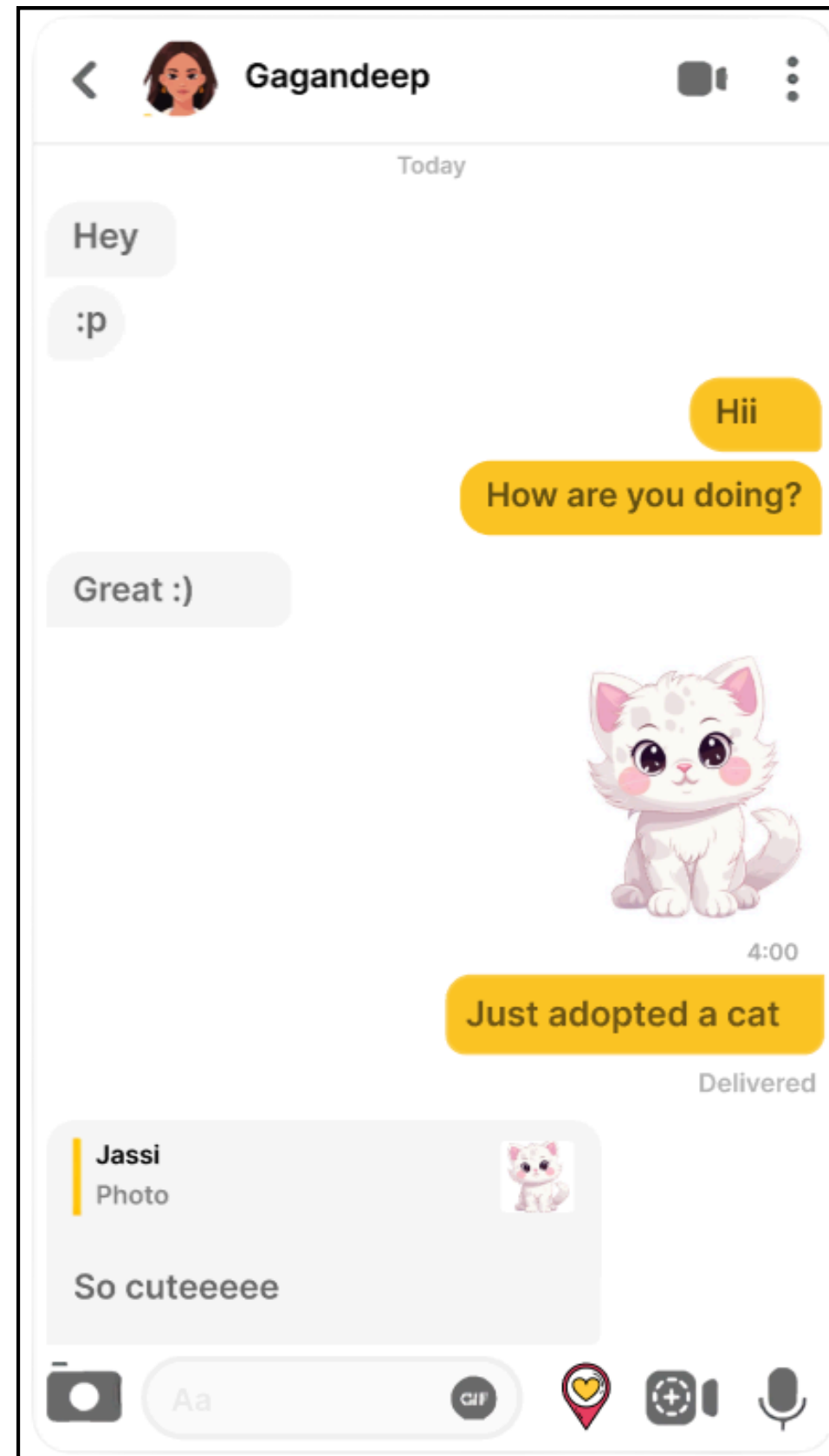
User Flow



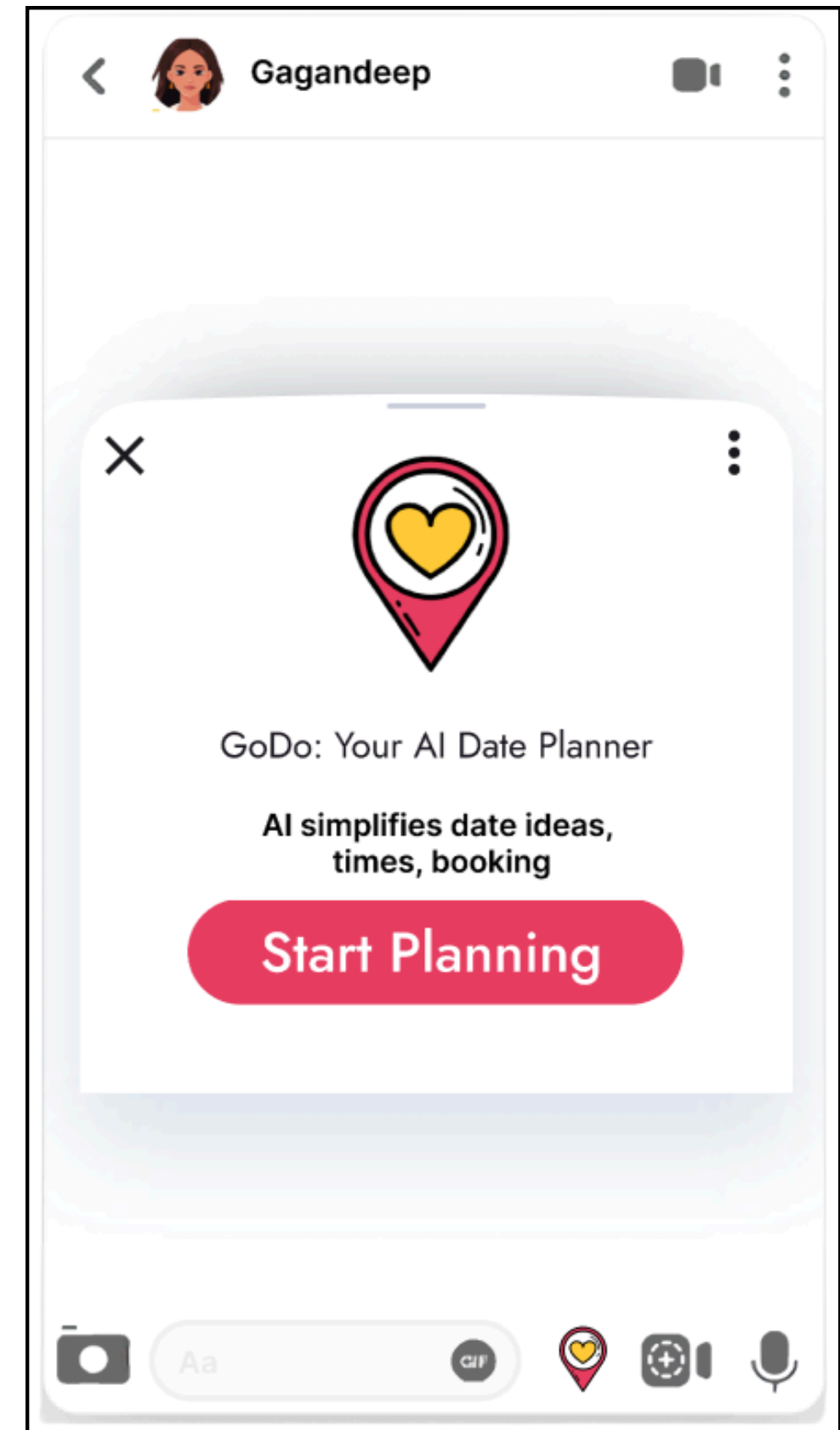
Wireframes



Pair Matches

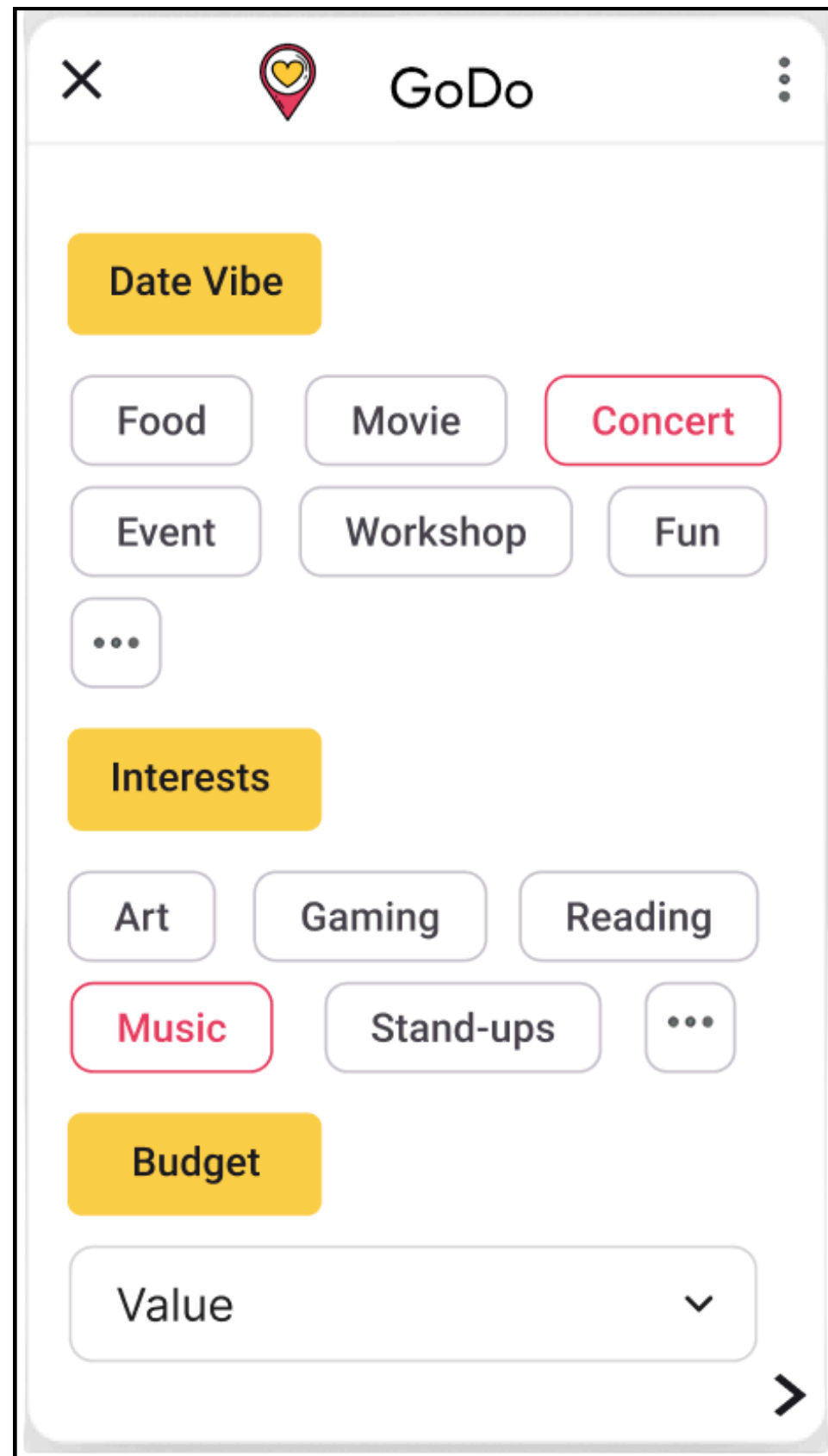


Woman makes the first move

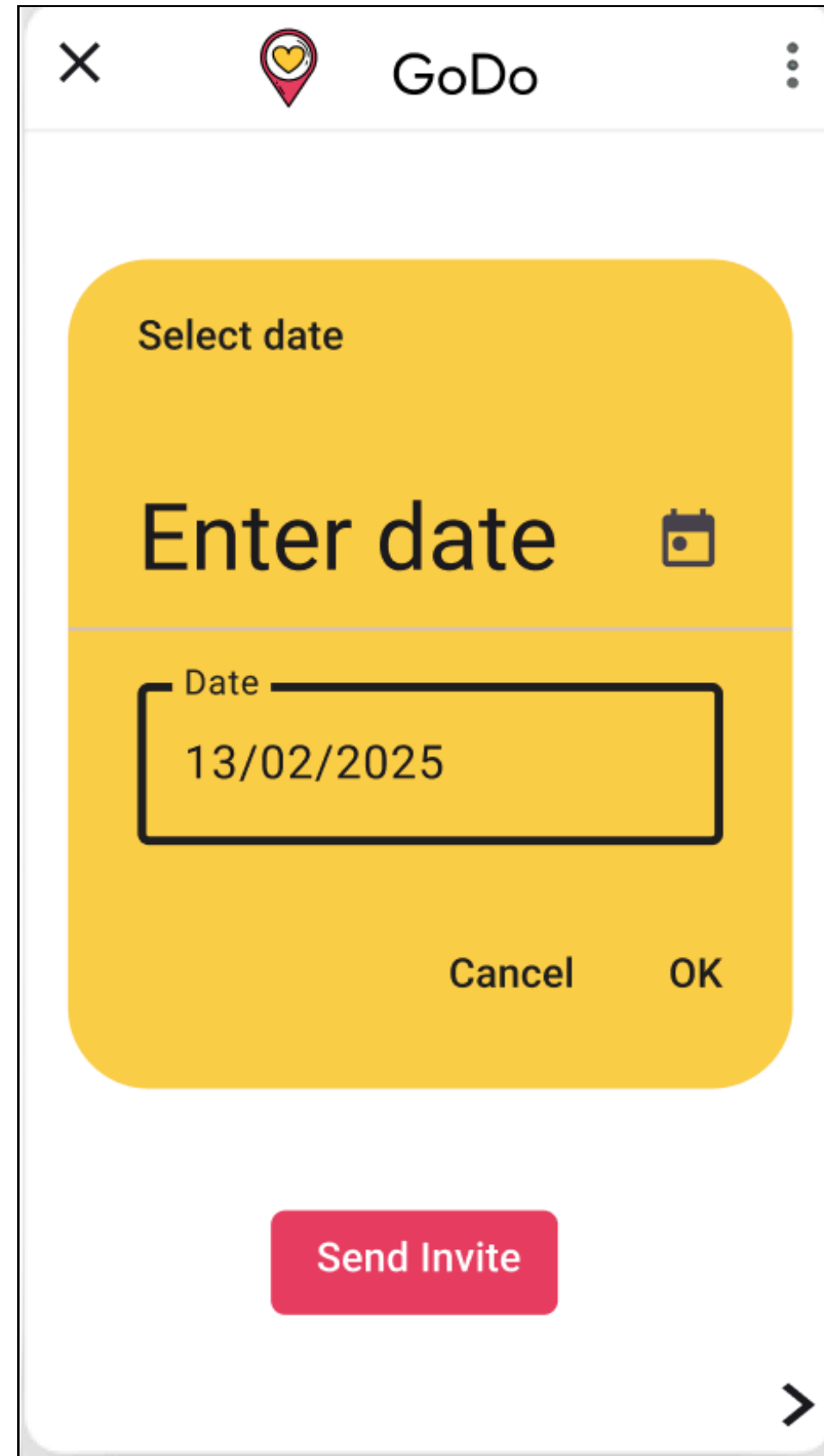


AI assistant modal pops up

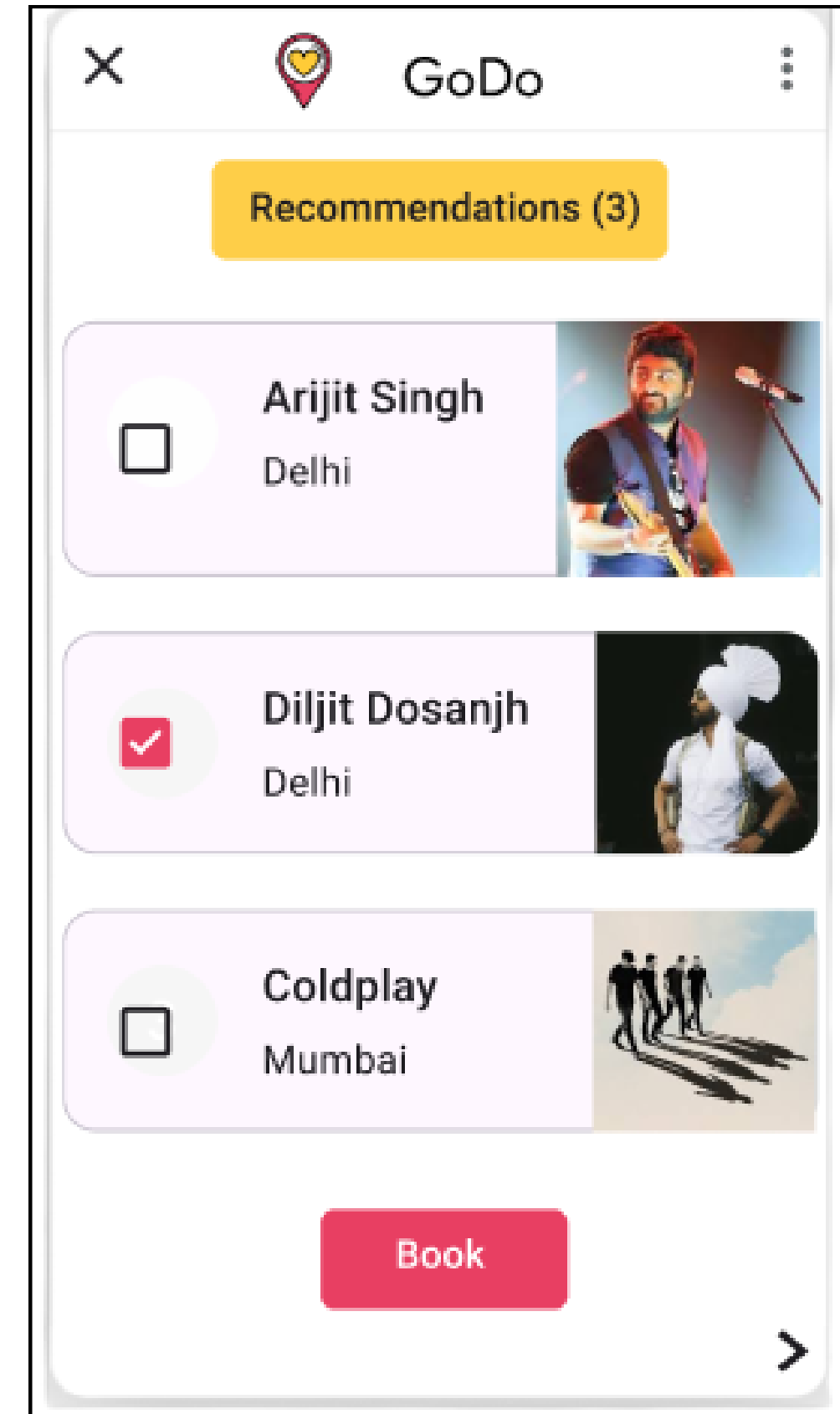
Wireframes



User starts planning and fill their preferences

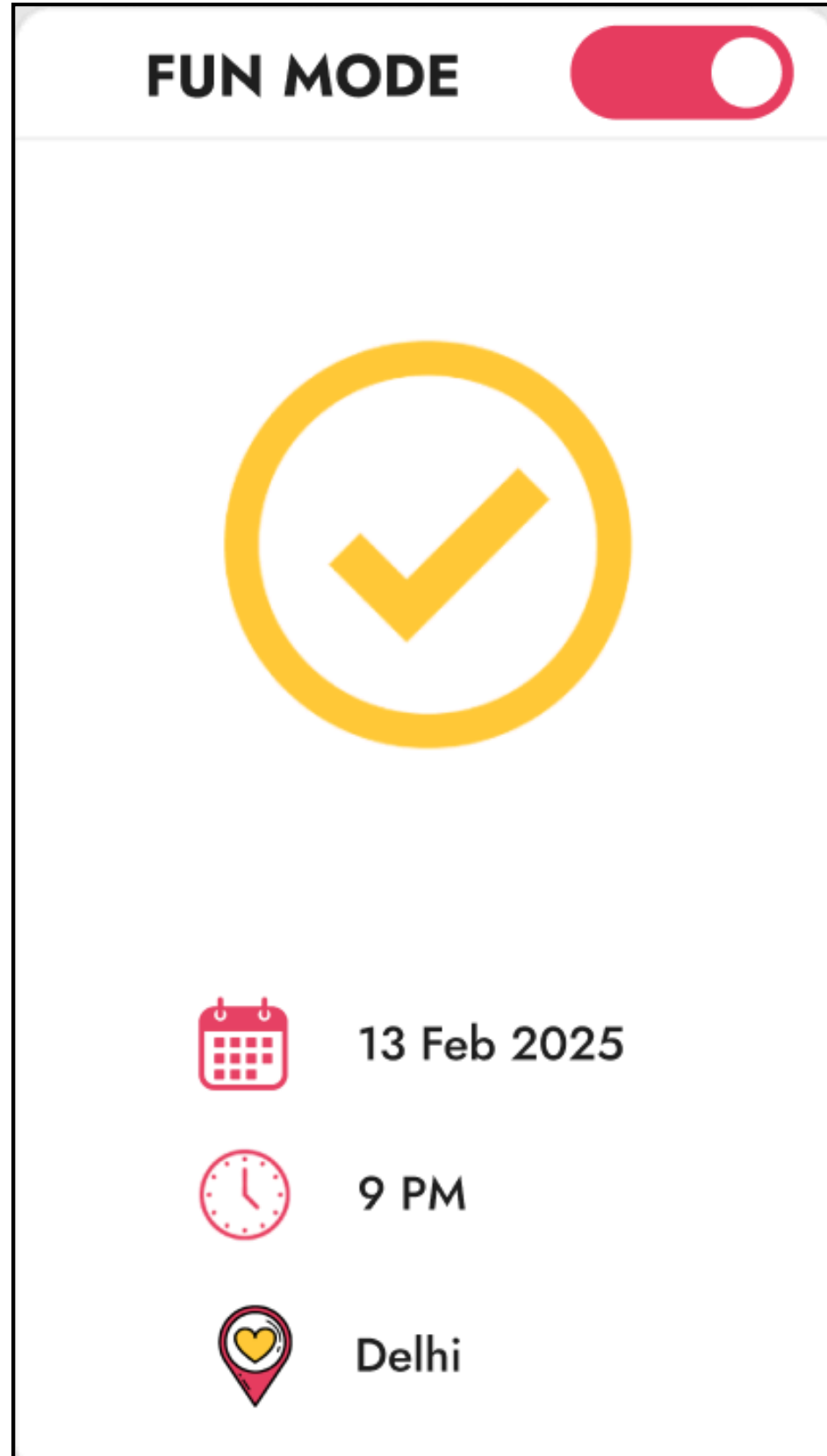


User selects a suitable date and sends invite to their match



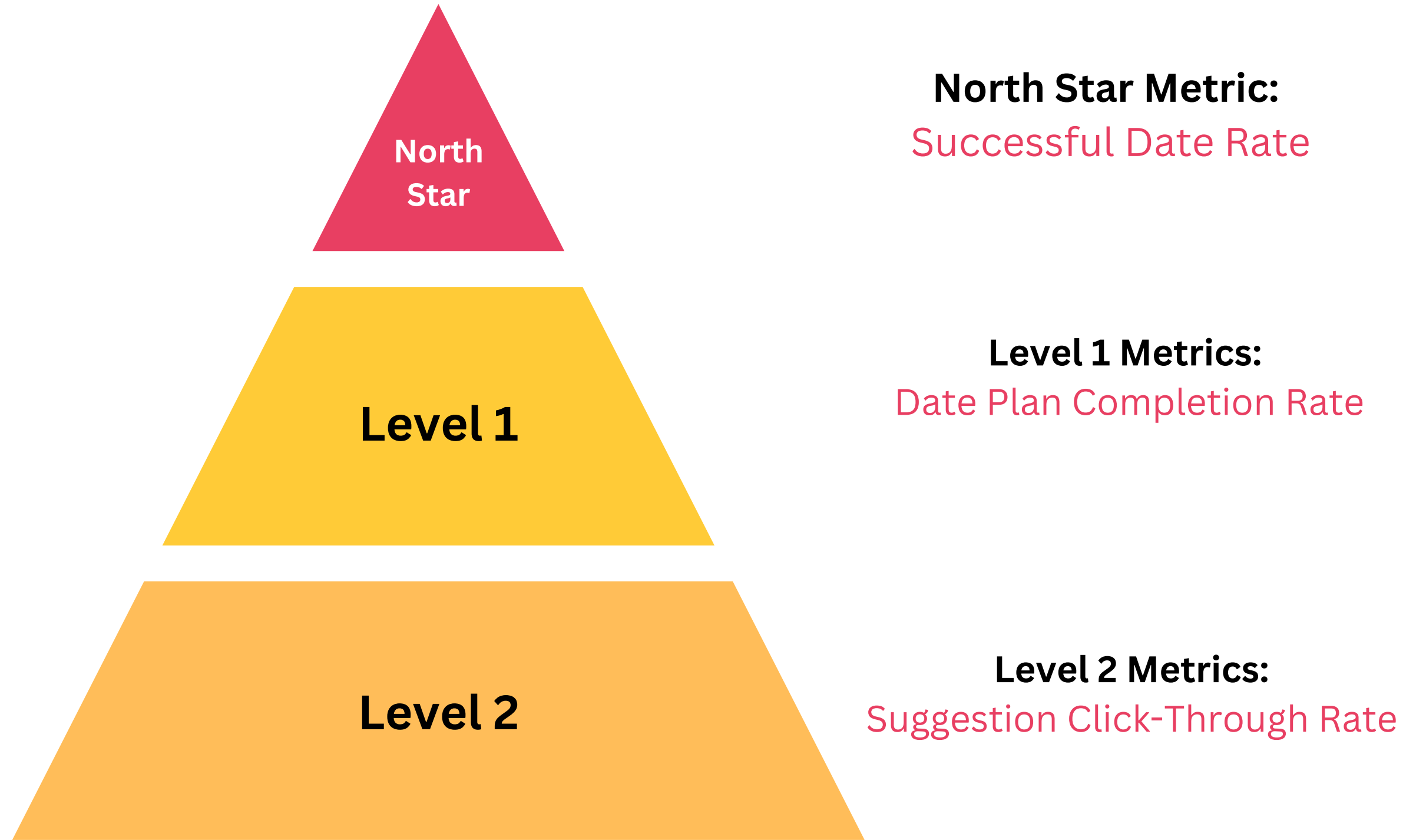
User explores recommendations, makes a choice and books

Wireframes



Date planned successfully

Metrics



Thank You



WE BEE-LONG
TOGETHER

