



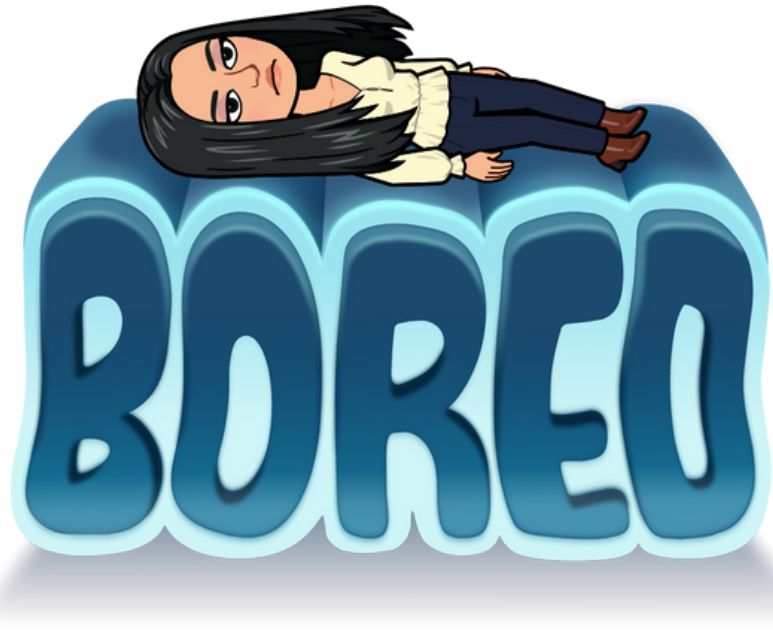
Product Teardown

8-10 minutes read

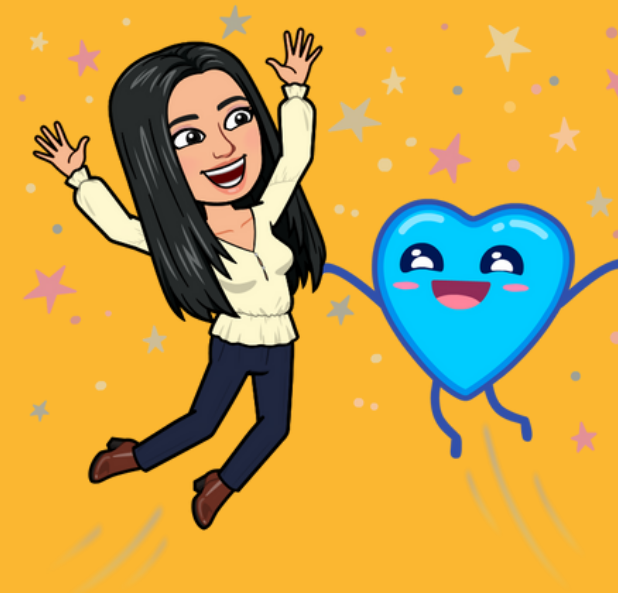
-Sharanya Chaturvedi

LOCKDOWNS CAN GET BORING

Especially when you just got through the semester exams and have nothing to do. On one such day when Sharanya was getting bored

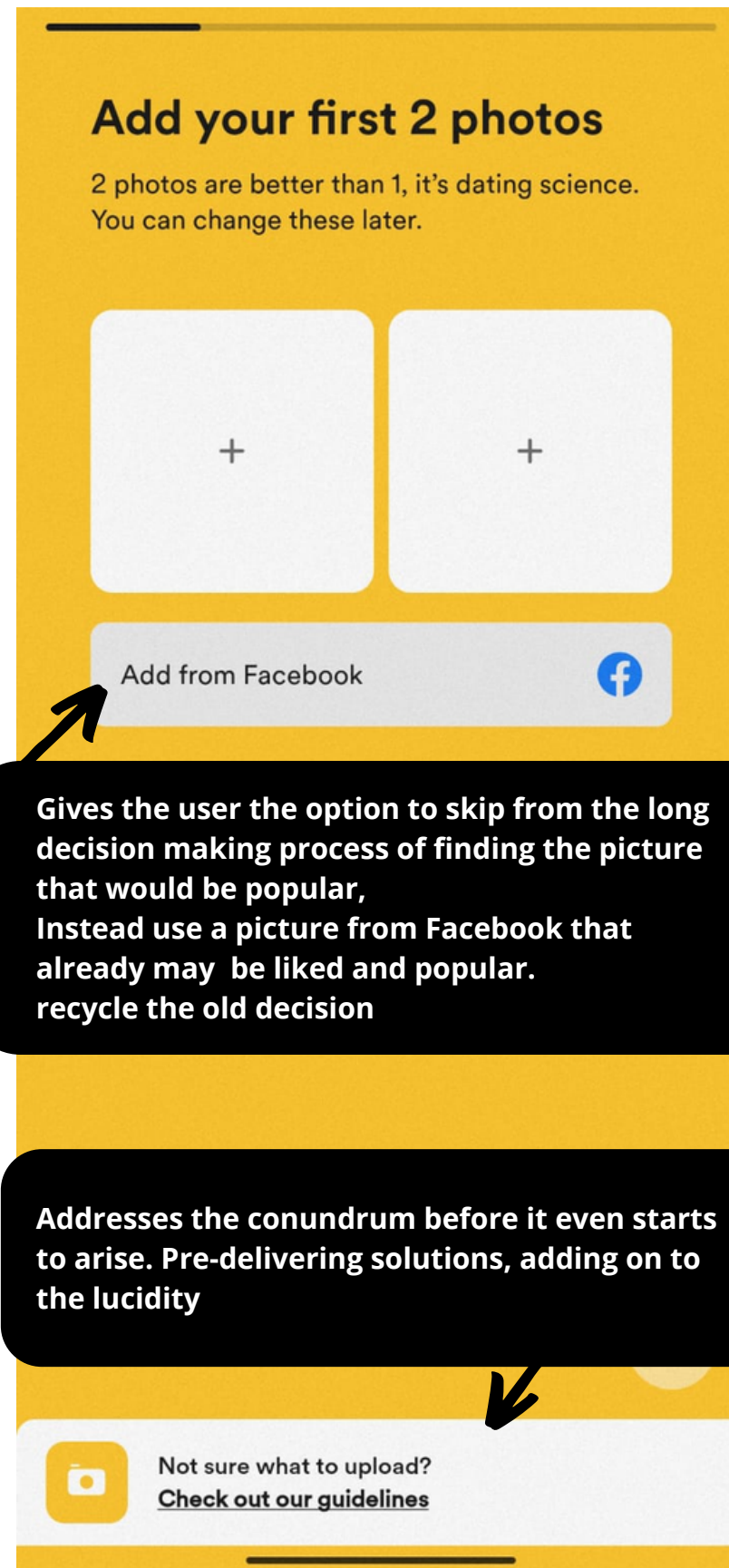


LET'S SEE WHAT
BUMBLE HAS TO
OFFER



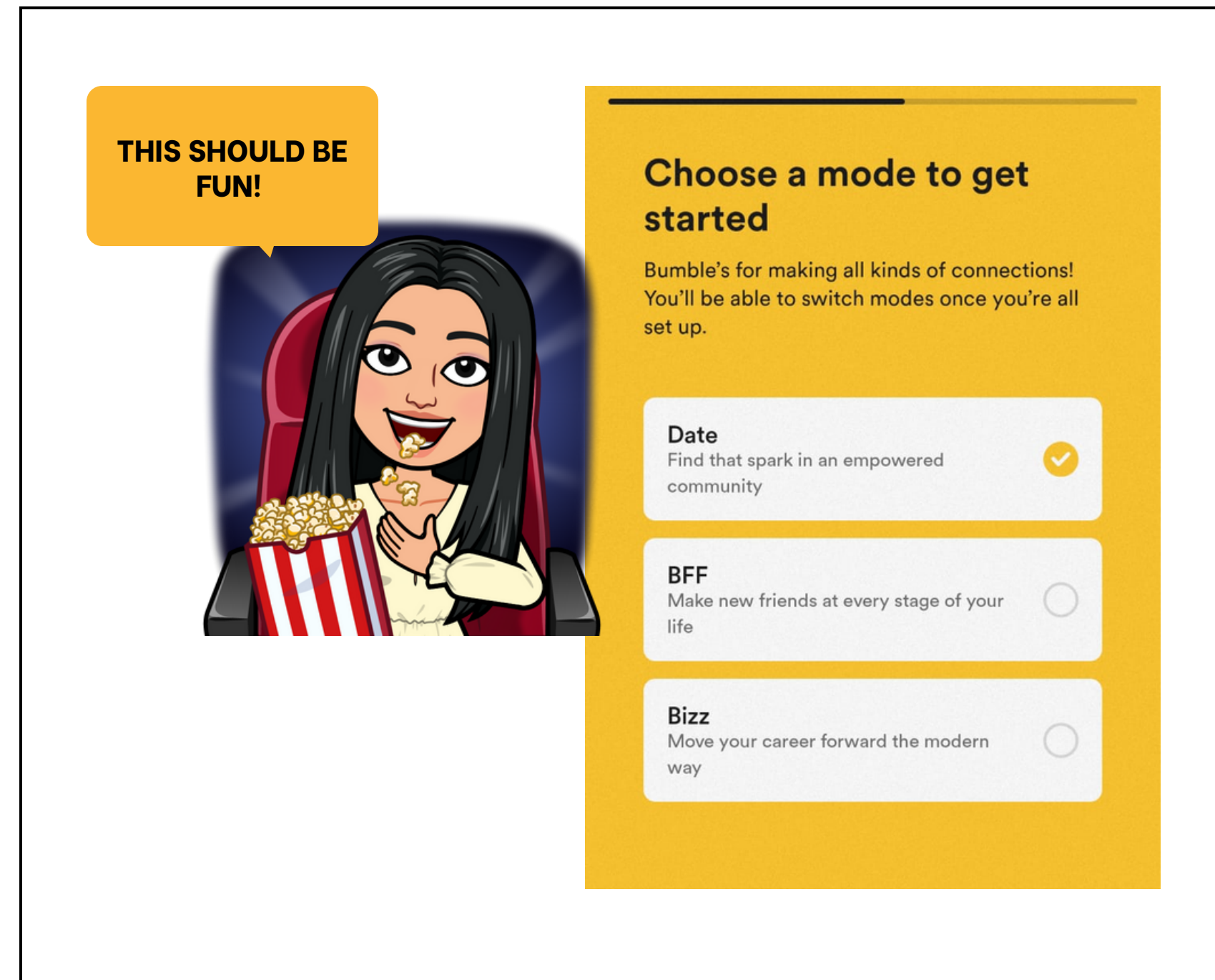


USP firstly and clearly delivered to the user. Adds onto the social narrative of women taking charge and gives the product a added benefit of contribution to the change in the dating culture.



Gives the user the option to skip from the long decision making process of finding the picture that would be popular, Instead use a picture from Facebook that already may be liked and popular. recycle the old decision

Addresses the conundrum before it even starts to arise. Pre-delivering solutions, adding on to the lucidity



Seamless slide based application set up with self explanatory slides. The minimalist design makes navigation easier.



-Sharanya Chaturvedi

What are you hoping to find?

Honesty helps you and everyone on Bumble find what you're looking for.

A relationship



Something casual



I'm not sure yet



Prefer not to say



The platform enables the user to set and clear intentions for transparency and sets the user expectations from the application

The application requires the user to choose interest tags to not only make the profile focus on things more than the profile picture but also provides grounds for engagement.

Your interests

Pick up to 5 things you love. It'll help you match with people who love them too.

Creativity



Art



Design



Make-up



Photography



Writing



Singing



Dancing



Crafts



Making videos

Sports



Yoga



Running



Gym



Football



Cricket



Tennis



Badminton



Basketball

Show more

Going out



Gigs



Stand up



Festivals

Skip

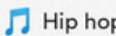
5/5 selected



Biographies History Science
Psychology Philosophy

Show less

Music



Hip hop



Rock



Electronic



R&B



Classical



Country



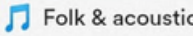
Desi



Jazz



Soul



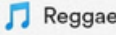
Folk & acoustic



Afro



Arab



Reggae



Metal



K-pop



Blues



Punk



Latin



Funk



Pop



EDM



Techno



House



Rap



Indie



Sufi



Punjabi

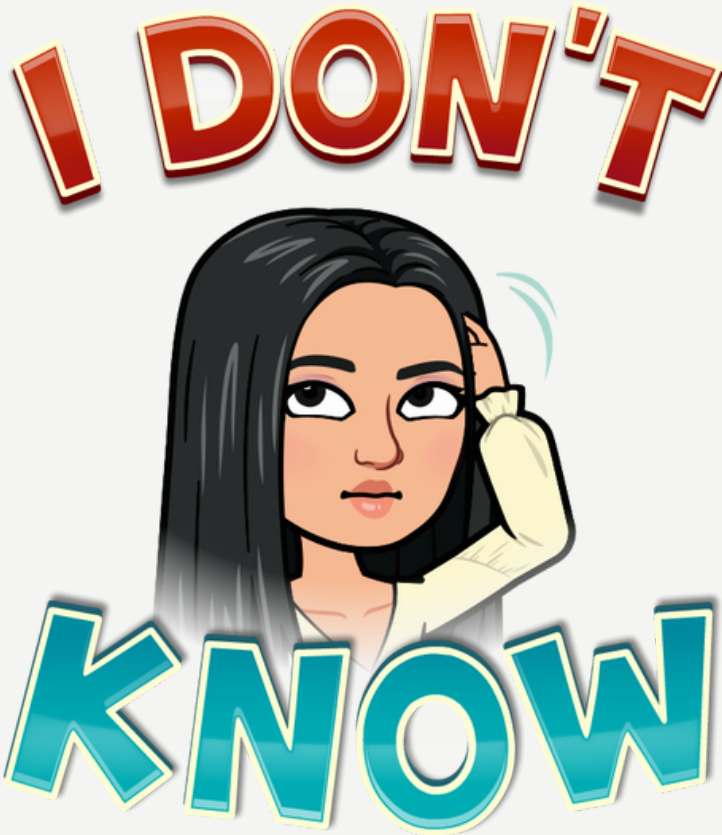
Show less

Food & drink

Skip

How ever the list of tags lie in the grey area of bboth creating selevtion confusion because of the number of options yet is very limited and exhaustive.

Suggestion: instead of it being a click on pre-existing tag layout, an input bar with drop down options of popular tags and the option to add a customized tag will not only bring clarity on the existing page but also inclusion.



The application allows to user to make their profile engaging and more insightful about their personality

- Featuring their social media persona
- Taste in music
- Values, beliefs, opinions

My basics

-  Work Add >
-  Education Add >
-  Covid dating Add >
-  Gender Woman >
-  Location Add >
-  Hometown Add >

Connected accounts

Show off your music and your latest Instas.

 **Connect your Instagram** 

Connecting your Instagram will add your latest posts to your profile. Your username won't be visible.

 **Connect your Spotify** 

Connect your Spotify account to add your top artists to your profile. Your top artists will be selected based on your streams on Spotify.

< bumble date

-  Hometown Add >
- More about me**
Cover things most people are curious about.
-  Height Add >
-  Exercise Add >
-  Zodiac Add >
-  Education level Add >
-  Drinking Add >
-  Smoking Add >
-  Looking for Add >
-  Kids Add >
-  Religion Add >
-  Politics Add >

My pr

Be you on

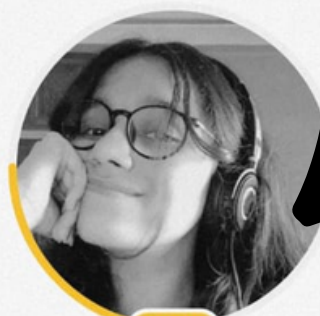
Hey there! Added your pronouns yet?

Add your pronouns >

- The existing tag and headings removes the streamlines the process of having to spend time thinking about what to say.
- The application provides the user a template to easily give insights about themselves.

I HAD NEVER REALLY THOUGHT IF I WOULD CALL MYSELF A AGNOSTIC OR A SOCIALIST. THIS IS INTERESTING, IM GETTING TO KNOW MUCH MORE ABOUT MYSELF ASWELL





25%

S, 22

Complete my profile

My pay plan

Covid-19

Safety & Wellbeing



Spotlight
from 39.97 INR



SuperSwipe
from 23.27 INR

Premium

Unlock all of our features to be in complete control of your experience.

Upgrade from USD\$0.79

What you get:

Premium

Boost

Unlimited likes



Beeline



Advanced filters



Incognito mode



The profile completion metric indicates the user to explore further in the application and build on their profile for better reach and conversion.

The option to hide name and reveal it as per the user's choice to only matches not only adds value to the privacy policies but also makes the connection of the two users exclusive to the platform, unreciprocated on other applications

You've hit the end of the line — for today!

Want to see more amazing people? Upgrade to Bumble Boost, or wait until tomorrow for more potential connections

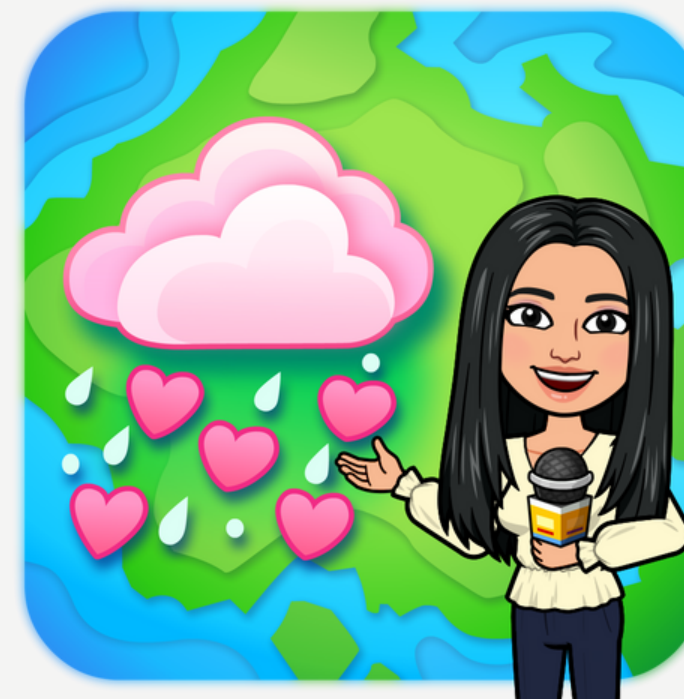
Upgrade for more people

Piquing User Curiosity with data "50 people like you" and instilling excitement to drive premium sales.

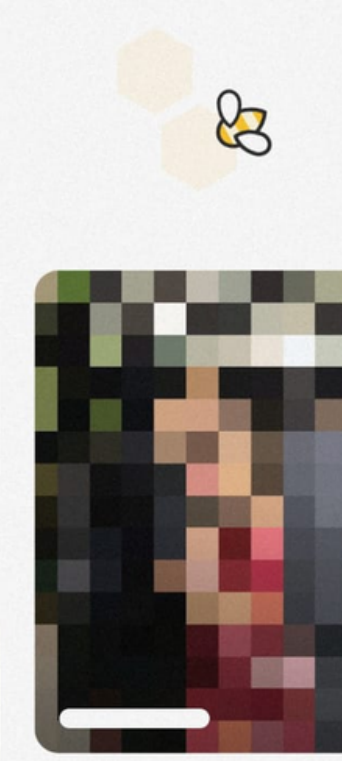
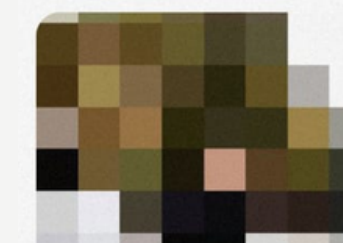
See who's already liked you

Upgrade to Bumble Premium to see the 50 people who have already swiped right on you.

Upgrade to Premium



Making the user come back for more

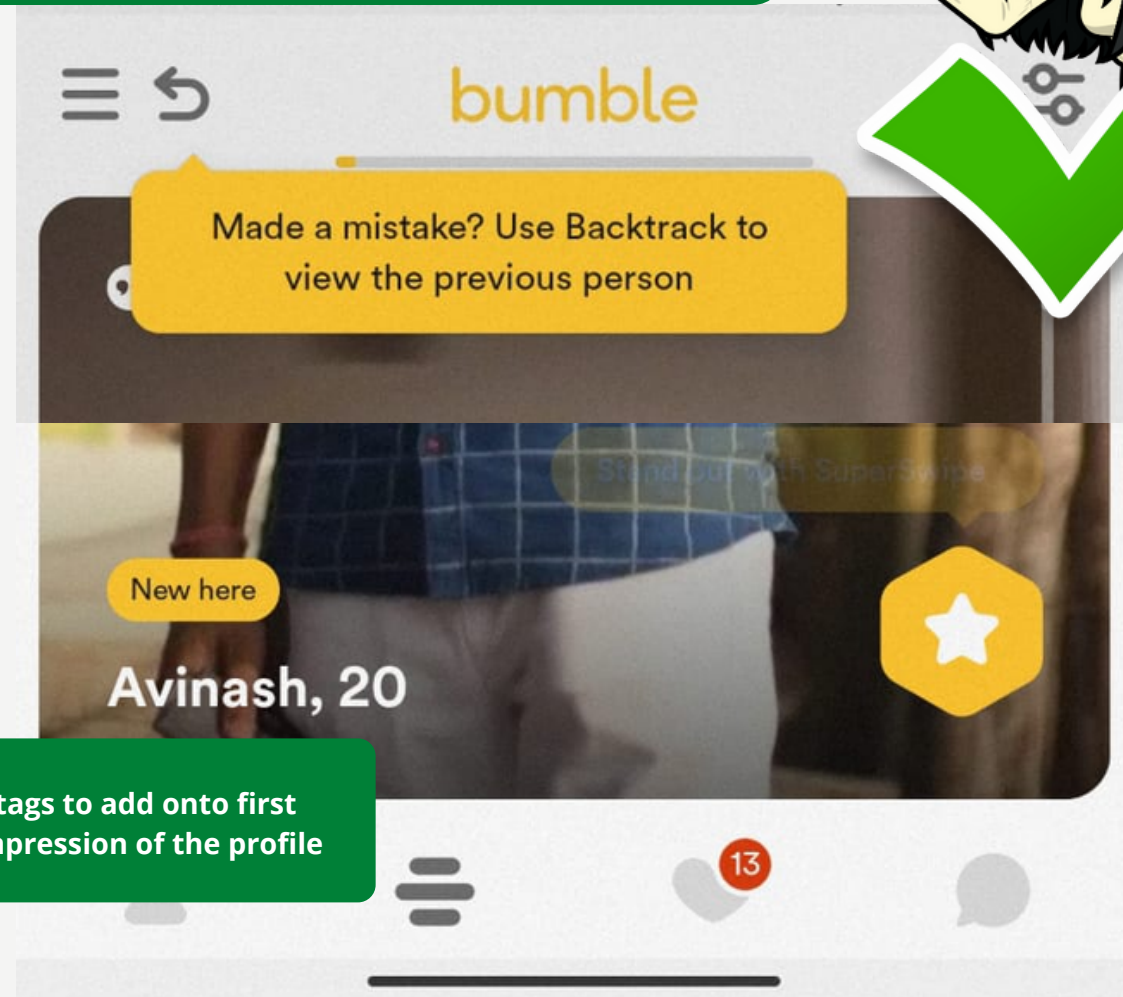


The application pushes the premium version and has more alluring paid features to increase match rates however the free version is very substantial and engaging enough without commitments.

giggle

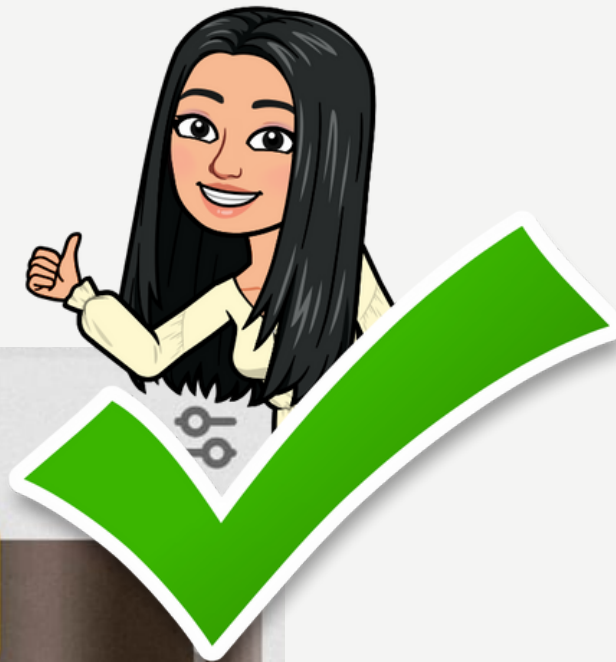
THIS IS THE MOST INTERESTING THING THAT HAPPENED IN COVID

Another aluring reason to get bumble premium



tags to add onto first impression of the profile

Super Swipe is an easy to understand picture to deliver clarity in intend to match



Uninteracted match icons have a visual timer icon to show time left for expiry. Adding anticipation and excitement to MATCHES using expiry time.

Match Queue



Conversations

Unread

Match Queue to keep a track of the matches. The 24hr interaction period not only declutters the long list of matches but also drives value to interaction and the MATCH phenomenon.



Too sleepy to be doing this honestly

Unmatch this person

When you unmatch someone, you won't be able to contact each other and you won't see each other's profiles. If unmatching someone isn't enough, we'd urge you to block and report them - your safety comes first.

Unmatch

Unmatch & report

The Option to unmatch is seen both in the maatch tray as well as further in the chat section thus empowering the choice to say no of both the parties at all points .Security concerns addressed by a three step report funtion.

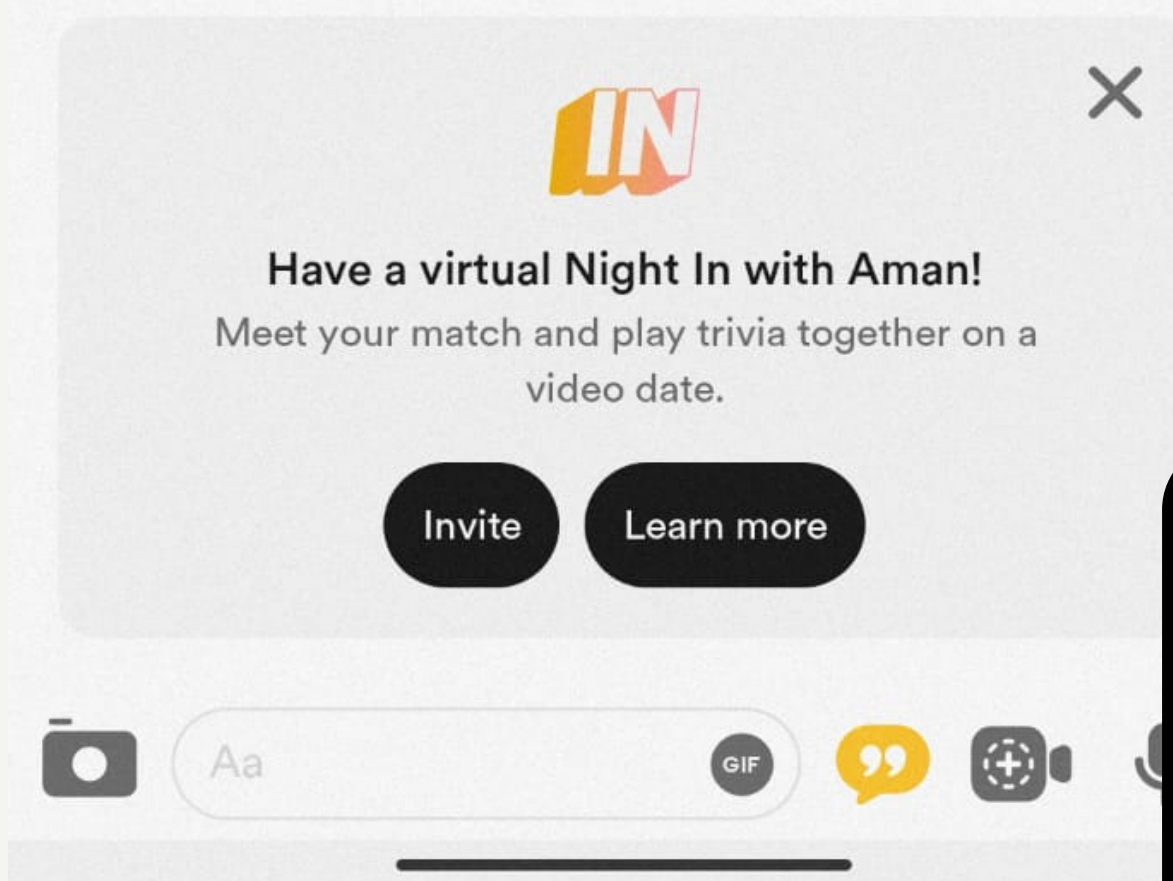
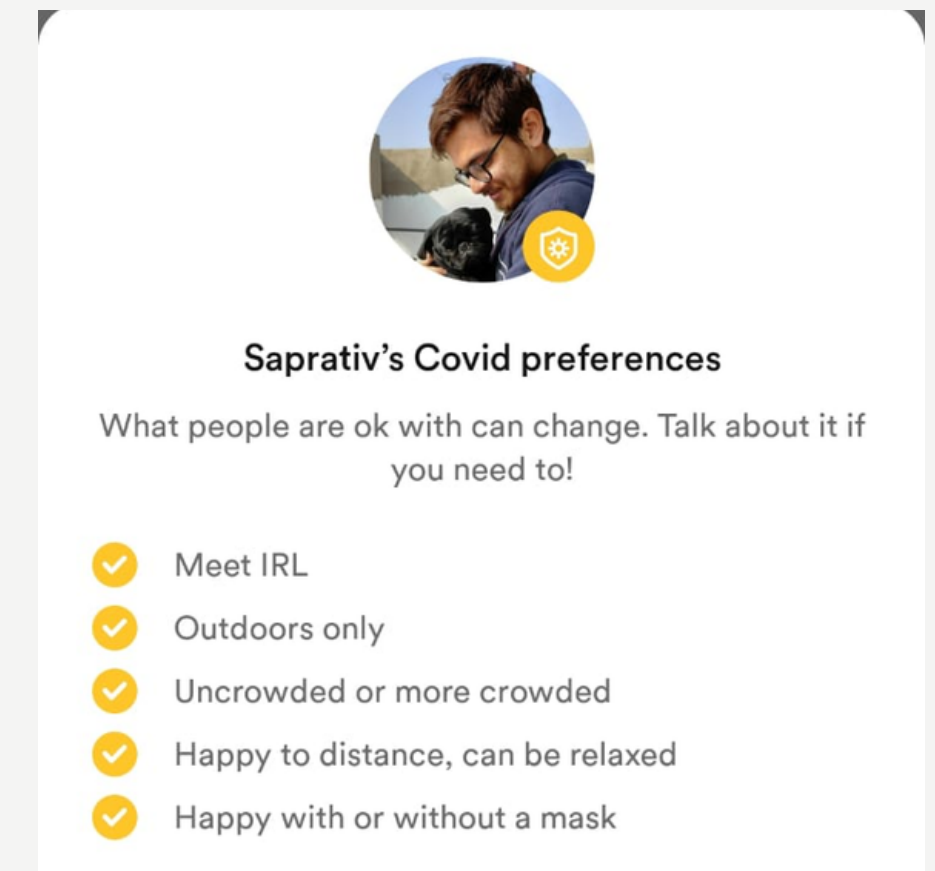
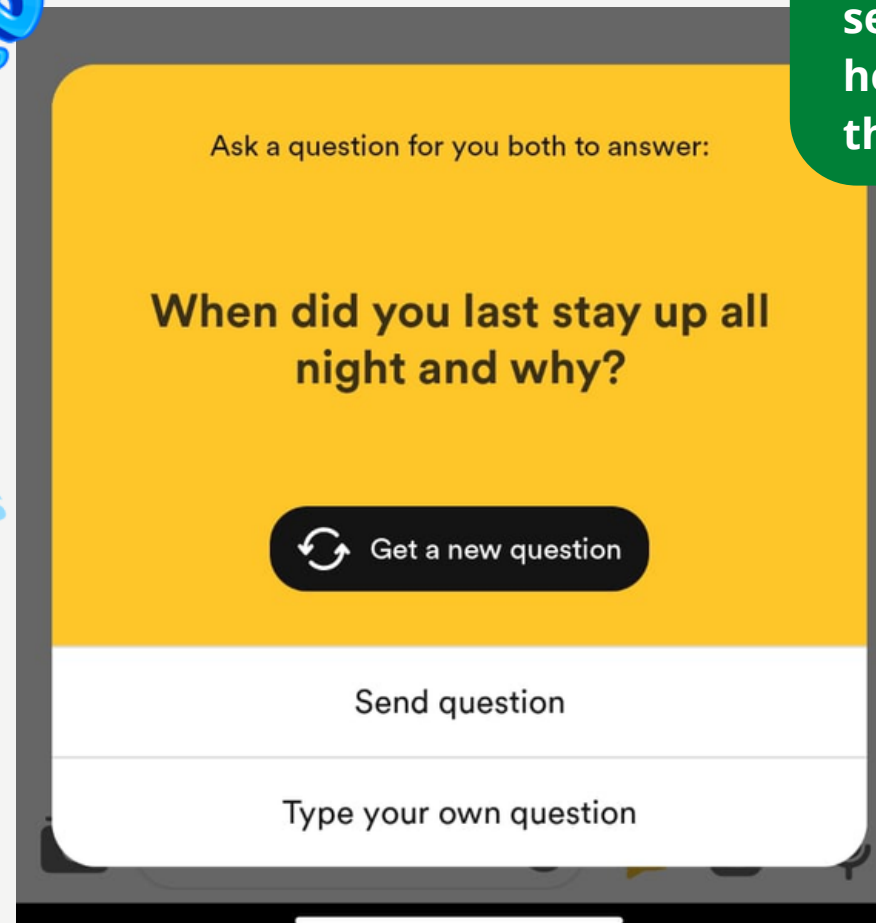
Breaking Ice has never been easier.

The application is built to keep things interesting and take the pressure off the users and solve the biggest problem with the concept of dating.

no pressure



The very interesting set of questions that bumble requires the user to answer without seeing the other person's response. Hence helping users be authentic and honest. thus revolutionizing match making.



The inexhaustive chat zone of Bumble has it all.

- GIFS
- Videocall
- Videocall Games
- Audio Calls
- Date Night Templates
- 20 Questions



Keeping relevant with real time the applicationn gives the chance for the users to upright declare what they are commfortable with to make dating more seamless.





THIS APPLICATION IS SO INTERESTING AND HAS SO MANY NEW PEOPLE THAT I CAN NOW NEVER GET BORED

Sharanya thus survived the lockdown meeting interesting new people around her and having much more interesting conversation and was never bored again



- Minimalist design easy navigation guide for dating.
- The myriad of profile prompts helps user engage with their own selves thus making the dating platform diverse
- Abundance of choices for ice breaking makes it an effortless solution for all especially introverts
- The Application also has a variety of resource links and features to promote self-Love, mental health awareness and healthy boundaries.
- The application also spoils the user for choices as the available tags and references are too many in number yet don't cater to all.
- The application offers a lot of quick solutions to the persistent dating roadblocks.

Thank You!