

Plan my
Date
please !!

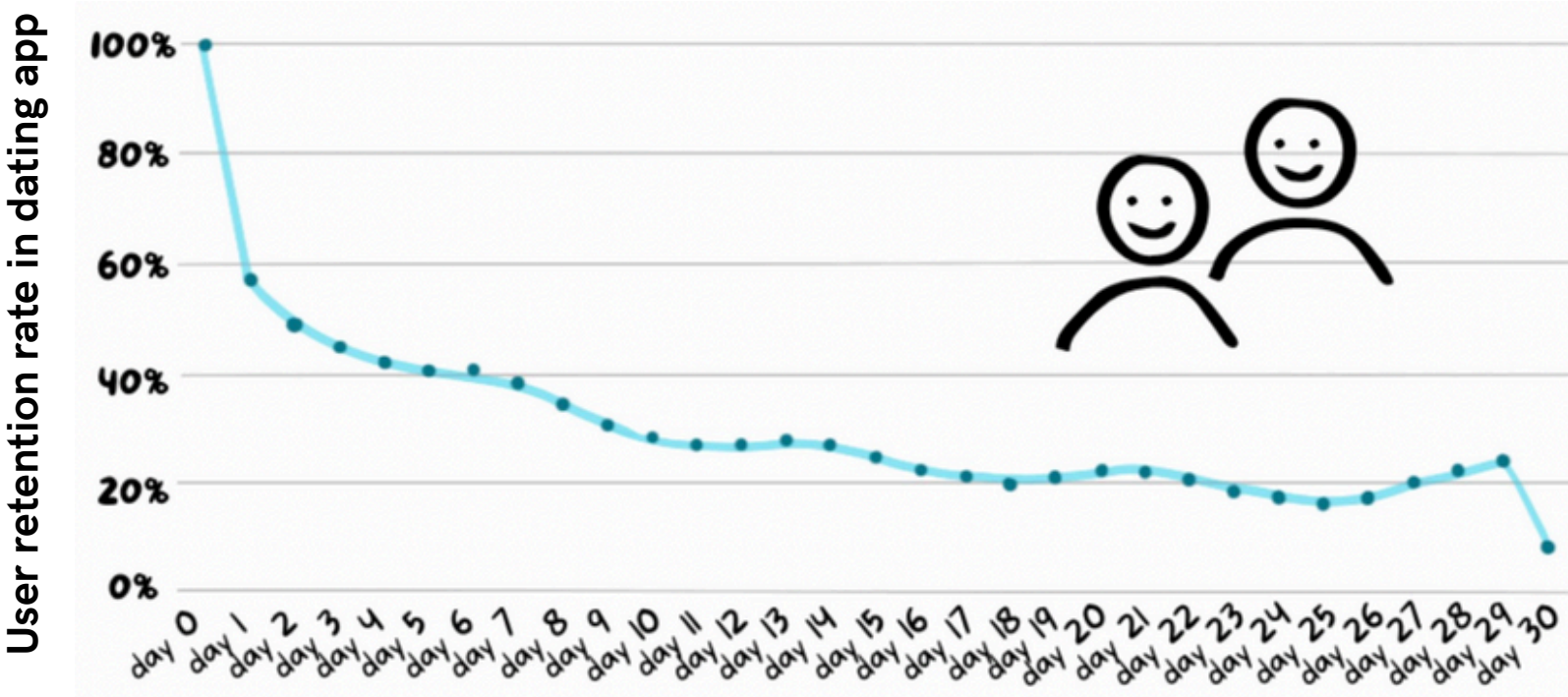


Dating Apps Nightmare: **Low User Engagement**

Market Research

Day 30 retention rate is **just 10%**, Why ?

- Once users find a suitable-match, they no longer need the app
- If they fail to find the suitable-match, they leave the app



One of the leading **dating app in India** is:

bumble *Where woman makes the first move*

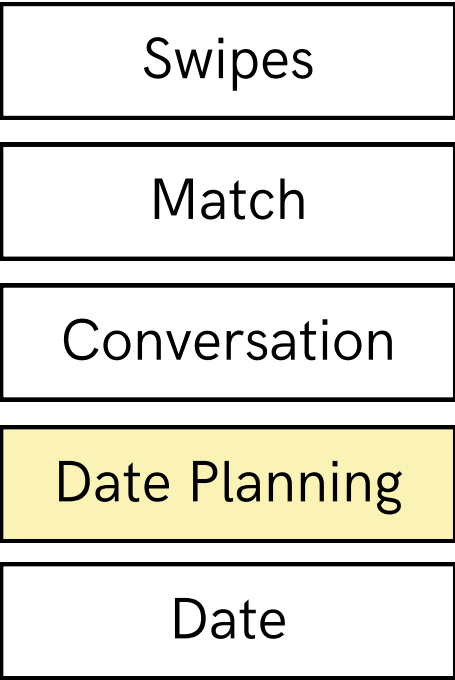
As per Bumble’s annual report (2023):

- Biggest risk to revenue is **low user engagement**
- Acquired “Official app”, which helps couple to stay together, indicating **company’s focus beyond match-making**
- Focused on introducing new **AI capabilities**

Source: [Bumble AR 2023](#), [Dating in India](#) | Refer my: [full market research](#)

Why Bumble should solve for date planning ?

Dating Journey



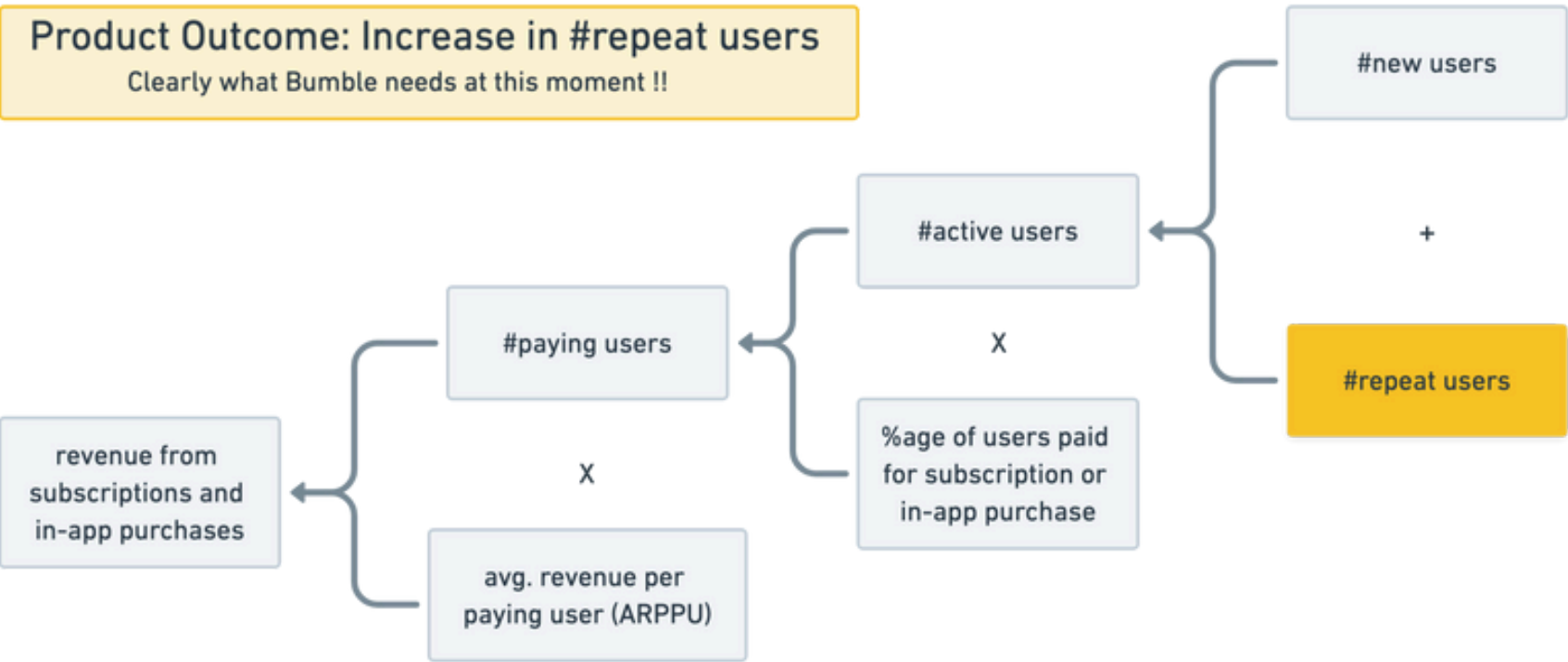
Two key reasons:

- It will give **first-mover advantage** as no other competitor has this problem solved
- It will **increase user engagement** leading to additional revenue



What product outcomes should Bumble focus on ?

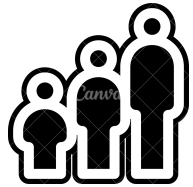


Product Outcome: Increase in #repeat users
Clearly what Bumble needs at this moment !!



Refer: [KPI Tree](#)

User Segment: Young professionals from metro cities

Segment Profile


1. Age
 25-35 years old
 Young professionals
 &
 
2. Location
 Metro Cities
 With Busier Lifestyle
 &
 
3. App Behavior
 At-least one active match
 So they can plan dates

Why this Segment?

1. According to statista report**, Bumble has a **high share of users** that are **millennials (51%)**
 2. **Impact Analysis** shows an incremental revenue of **7.2 Cr INR (\$9.6m per year)** if retention rate goes from existing **10% to 15%**

A) Users Calculation
 # MAU = 7m* X
 %users in age group (25-35) = 60%** X
 %users in metro cities = 85%** X
 %users with 1 active-match = 70%^ X
 retention rate = 10% X
monthly active segment users = 240k

B) Revenue Calculation
 #segment users = 240k X
 %users paying = 5%^ X
 Avg revenue/ paying user/ month= Rs.1000^ X
monthly revenue from segment = 1.2 cr

C) If retention rate increase
Retention rate: 10% ➡ 15%
Monthly segment users
 240k ➡ 360k
 increased by 180k users
Monthly revenue from segment
 1.2 cr ➡ 1.8 cr
 increased by 0.6 cr
Incremental yearly revenue
7.2 cr (\$9.6m)

* Source: [Link1](#) (might need to buy report) | **Source: [Link2](#) | ^ Based on assumption

Why dates are repetitive ?

Hypothesis

- Unaware about partner's interests
- Lack of information about nearby activities
- Lack of creative ideas
- Budget constraints
- Difficulty in coordinating schedules

User Research: 62% responders agrees that the dates are repetitive



User Survey (91 users)

Survey Stats

91

Responders

65%

25-35 Age

70%

Metro cities

▶ Insights on Dating

- 50% go to dates at-least once a month
- 60% plan dates spontaneously
- 80% people prefer unconventional dates

▶ Insights on Date Planning

- 75% feel confused while planning dates
- 62% feel the dates are repetitive

▶ Insights on reason of repetitive dates^ ?

- 52% feel there are **lack of creative ideas**
- 48% feel there is a **lack of information of nearby unique events/places**



User Interviews (7 users)



"I only have weekends to go on dates"

"I start planning for date 1-2 days ago and it is mostly spontaneous"



"Even if we start researching to do something unique, it just feels impossible to do in 1-2 days"



"Once we went for hiking but the place was closed and the day was ruined :("

"She wanted something else, I wanted something else but we both wanted to eat so we decide to dine in :D"



"Unique date requires research time and we don't have that :("

Key Patterns Identified

- People go on **dates only on weekends**, due to busier lifestyle
- Most dates are **planned spontaneously**, 1-2 days before
- Unique idea **needs research & discussion** with partner which in-turn require time

^ Multi-choice responses

True Problem: Lack of time to research unique-idea that can be planned in 1-2 days with mutual agreement

What is the true problem ?

Young professionals often experience repetitive dates because they **plan spontaneously**, typically within 1-2 days. This leaves them with **limited time to research and find** unique date ideas that can be **quickly organized end-to-end** (what to do or buy, where to go, etc.) and **agreed upon by both partners**.

Who are the customers facing this problem ?

Customers who are 25-35 years old **young professionals** living in metro cities and have busier lifestyles

How do we know it is a real problem ?

In my survey,

- **62%** feel their dates are repetitive and conventional
- **75%** feel indecisive & confused while planning dates
- **60%** plan dates spontaneously due to busy lifestyles

Secondary Research
Google Trends suggests a notable increase* in search interest for 'unique date night ideas' after covid

* Source: [Link1](#)

What value is generated by solving this problem?


For the target customers
They will be able to quickly plan creative and unique dates, leading to a more enjoyable and **memorable dating experience**

For the business
Users will return frequently to plan their dates, **increasing engagement**. Higher engagement leads to more paying users and, consequently, **increased revenue**

Why should we solve this problem now ?

Bumble's annual report 2023 mentioned **low user engagement** is biggest risk to revenue and they need to actively work on solutions which can increase engagement.
Also, market research suggests **lower retention rates** to be biggest nightmare for dating apps which makes this a market problem

User Personas: Meet Purab with his Bumble-match Priya (both with hectic lifestyles)




PURAB DAS 30 Yrs | Bangalore | Tech Lead
 Purab is a young IT professional working long hours. He enjoys exploring new places during his free time. He goes on dates almost every week using bumble.

Needs & Goals

- Wants unique date activities, as dining out every week is boring
- Need ideas that can be planned spontaneously
- Prefers option that is easy to organize

Pain Points

- Limited time to research & plan unique dates.
- Repeating same type of dates every week
- Struggles finding mutually agreed ideas




PRIYA MEHTA 28 Yrs | Bangalore | Analyst
 Priya is working analyst and is more of a homely person and enjoys comfort of home. She is currently using Bumble for dating and looking for long-term relationships.







Needs & Goals

- Seeks unique, engaging date ideas to organize at home.
- Needs easy, last-minute idea options
- If going out, prefers nearby and safe places

Pain Points

- Limited time to research & plan unique dates
- Struggles finding mutually agreed ideas



User Journey	When to meet?	What to do?	Where to go?	Making Arrangements
Actions	Discussion about day, time and duration	Research unique date ideas & discuss them with partner	Research on nearby locations & discuss them with partner	Book tickets, make reservations & decide transportation
Emotions		 → 	 → 	
Thoughts	Excited to meet partner after long working week	Confused with scattered information in limited time Difficulty agreeing on an idea and then plan	Early planning needed for good events Hard to find nearby/ safe unique places/ events	Check if the reservations are correct/ not cancelled, should not be out of budget Finally, it is done!






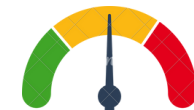




Ideation: How might we help users in planning unique date ideas (end to end) within short span of time ?



Ideas



Ideas Prioritisation

Idea	Description	Usability Risk	User Value Risk	Viability Risk	Score
<p>➤ Instant Unique Dates !</p>	<p>Suggest them fully curated unique ideas according to their preferences Significantly reduces research time</p>	<p> Low (1) Straightforward approach where users simply select suitable ideas</p>	<p> Low (1) Users will get end-to-end curated ideas which saves their time & effort</p>	<p> Low (1) Aligns with Bumble's business model & vision, allowing for future premium features while fostering meaningful matches</p>	<p> 3</p>
<p>➤ DateIdea GPT</p>	<p>GenAI powered chatbox which answers any questions regarding ideas Significantly reduces effort to find answers from search engine</p>	<p> Low (1) Chatbox is easier to use & learning curve is not steep</p>	<p> Medium (2) Some user effort needed to ask relevant questions & get meaningful answers</p>	<p> Low (1) Bumble position themselves as tech-first company & AI is at centre of heart right now</p>	<p>4</p>
<p>➤ Custom Date Planner</p>	<p>Allows user to plan their own custom date collaboratively by giving them options for what to do, where to go etc Flexibility over each step of date planning</p>	<p> Medium (2) Customisation can be complex & potentially overwhelming if interface is not intuitive</p>	<p> Medium (2) Gives high degree of flexibility but still need significant time & effort to curate a custom date</p>	<p> Low (1) Engaging users more in date planning, aligns with Bumble's mission of fostering meaningful match & supports a freemium model</p>	<p>5</p>

*Not considered the feasibility and scalability risk due to infinite tech bandwidth

**Scale: Low - 1, Medium - 2, High -3

Proposed Solution: **Instant Unique Dates** ! Effortlessly find unique idea for your next date

What is "Instant Unique Dates" ?

Personalised, unique date ideas with complete plan, including activities, nearby locations, and purchases.

Filter, like, and share ideas with ease.

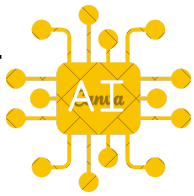
Key Features

- 1. **Well-Curated Unique Date Ideas:** Access unique, end-to-end date ideas with detailed planning guides with nearby locations and venues suggestions
- 2. **Personalised Recommendations:** Get date ideas based on your profile, shared interests with matches, and personal preferences
- 3. **Sorting and filtering of ideas:** Users will be able to sort or filter the idea
- 4. **Like and Save Ideas:** Save favourite ideas for later and easily manage them
- 5. **Share Ideas:** Share ideas with the match for discussion and finalisation

Find [Mind Map](#) here

How will we generate & curate ideas ?

In an experimental phase, we will keep it manual & take help from genAI like ChatGPT. Please [hop here](#) for detailed plan.



How the solution will look like ?

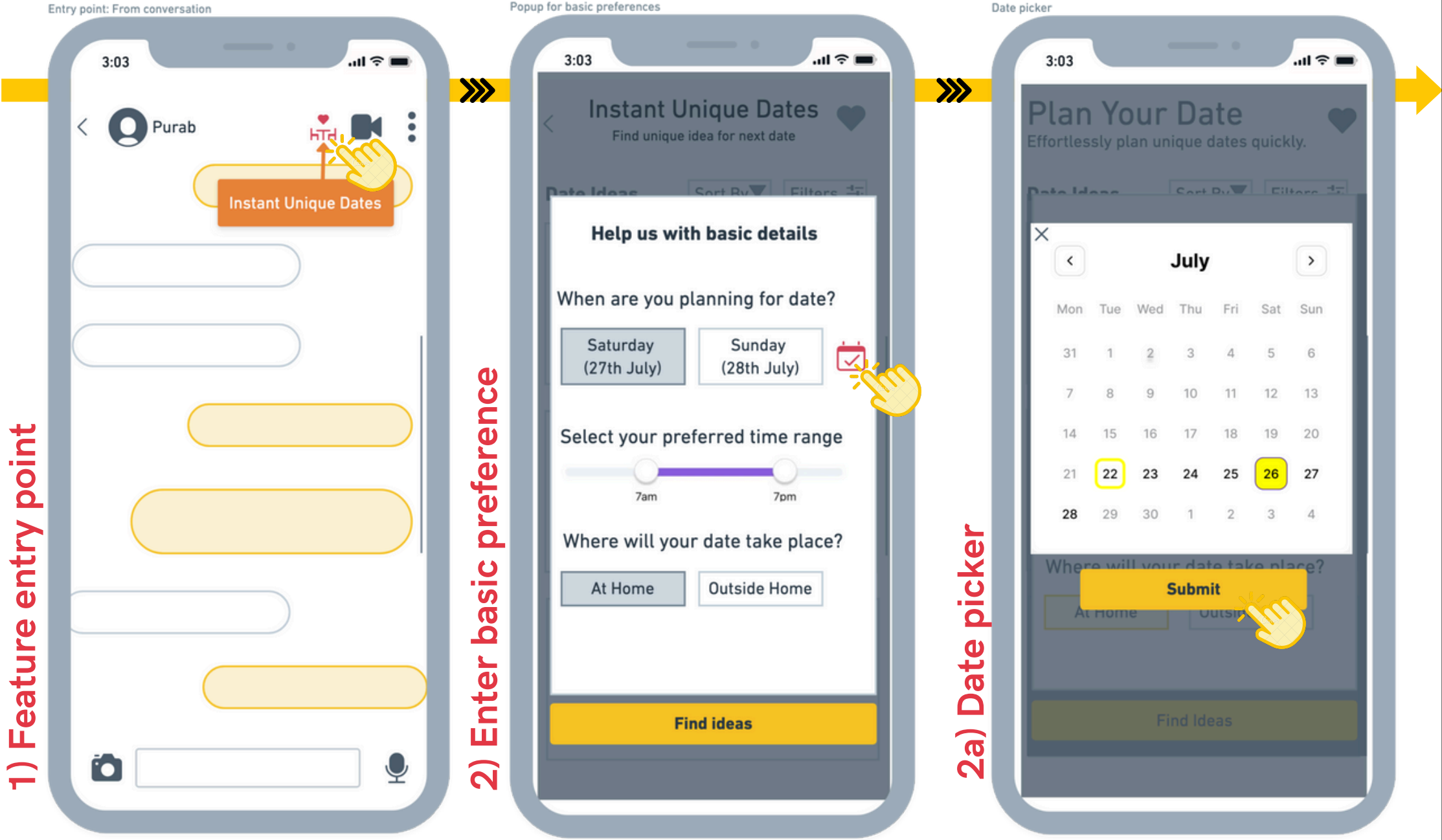


If Priya wants to plan a unique date with his match Purab

Priya clicks on 'instant unique dates' icon from conversation

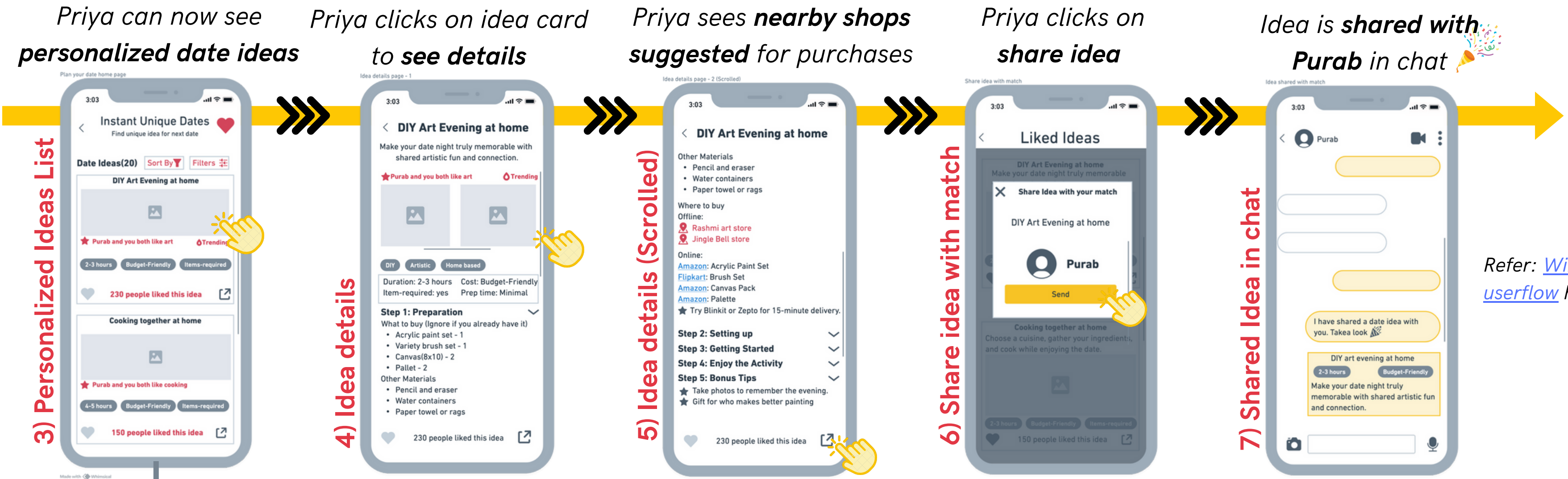
Priya selects just 3 basic preferences to start with

Priya can only select dates up to the coming weekend



Wireframes and Risks: Imagine yourself as Priya and experience the visual journey

 **Noticable features**



Refer: [Wireframes and userflow here](#)

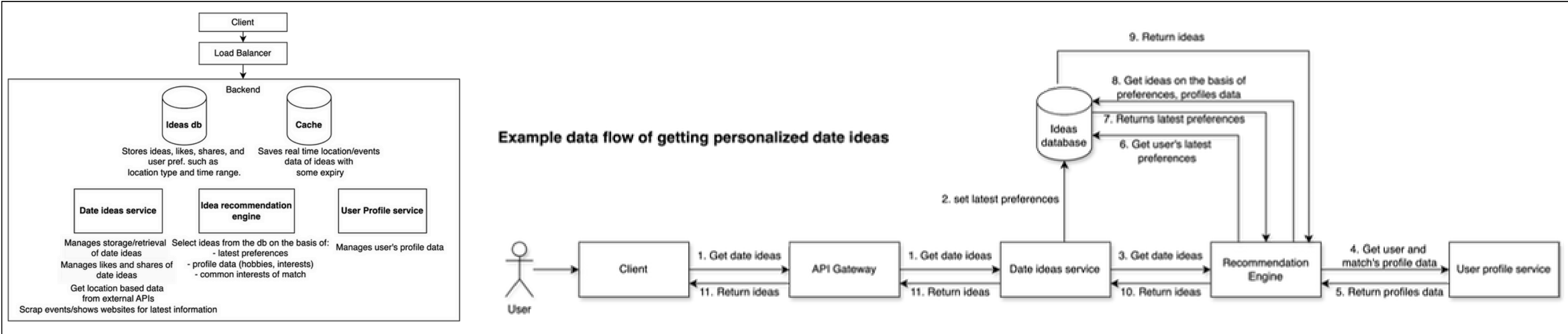


Risk	Mitigation
Users might exchange contact info & leave the app	Strong marketing of feature from the start to prevent user drop-off
Higher operational costs at scale to generate quality ideas	Automate generation of ideas using AI and machine learning
Irrelevant and repeated ideas for users	Take feedback from users on ideas & improve recommendation

Product outcome metric: Retention rate - Measures User Engagement

Refer [System Diagram](#) here

System Diagram



How will we measure the success of our solution ?

Metric Type	Metric Definition	Why this metric ?
Product Outcome	Day 30 retention rate post feature usage = $(\#users\ returning\ on\ day30 / \#users\ used\ feature\ on\ day\ 0) * 100$	Increase in retention rates -> Increase in repeat users -> Increase in revenue
Feature LO	#ideas shared by users with match (tracked weekly)	Users found ideas which are date worthy
Adoption	#users clicking on entry point/day (first time), #users clicking on idea card/day (first time), #users clicking on 'find ideas' button/day, #users using filters/week, #ideas liked/day, #ideas shared/day	To identify if people have started using the feature after launch
Conversion	(entry point -> find ideas)/week (idea lists -> idea viewed)/week Idea (Viewed -> Liked)/week, Idea (Viewed -> Shared)/week	Track funnel drops & interaction of user at each step
Engagement	Avg shares by users/ week, Avg likes by users/ week, Avg session duration/ week, Monthly active users (MAU) of feature	Track consistent user engagement through views, shares, and likes of ideas.
Non-Functional	APIs response time (Specifically GetIdeas API), Error rates, Page load times	To detect user issues from system failures