



National Institute of Design

# BUMBLE

## VIRTUAL SOCIAL BEHAVIOUR

ANCHORED BY: S. GURUPRASAD

## ACKNOWLEDGEMENTS

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Our heartfelt gratitude to Mr Asutosh Kar, expert in the field of User Interface Design, for his time and guidance. Special thanks to Ms Gunangi Nayar, a user interface designer, for her time and inputs. We would like to extend our sincere thanks to all the people who participated in the research.

Lastly, we would like to thank our classmates, friends and family for their unwavering support throughout the course of this project.

Bhoomika | Dikshita  
Strategic Design Management '20



# INTRODUCTION

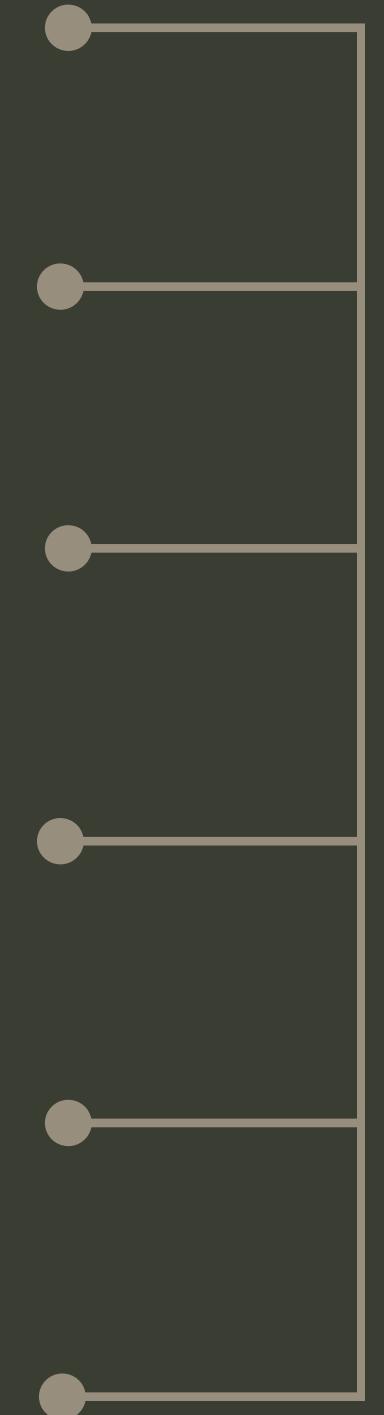
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# INTRODUCTION

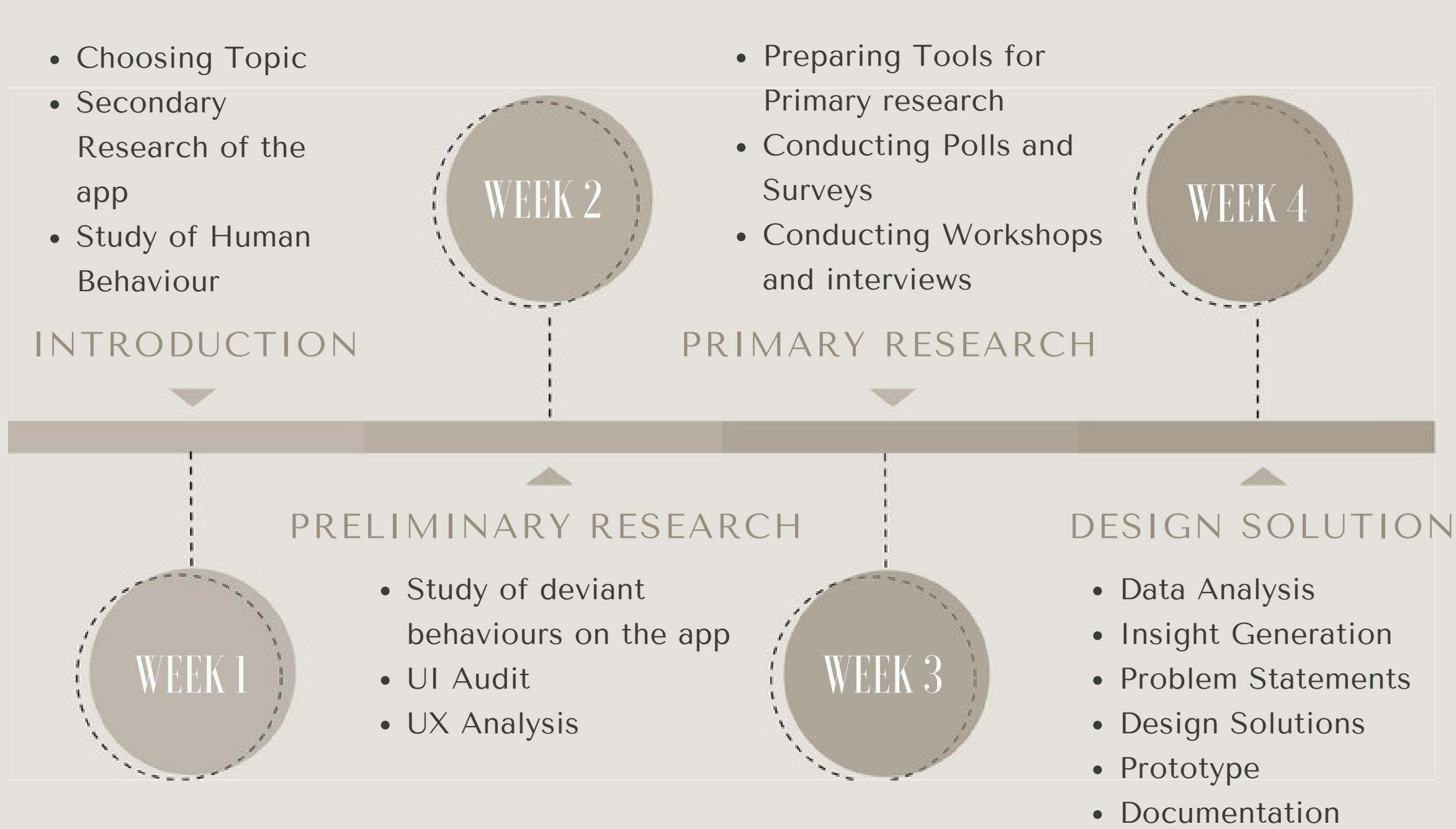


Humans are social creatures. Our lives consciously and unconsciously revolve around interactions that we may have with other individuals. These interactions shape a large chunk of our behaviour, depending on which social circles we fall into. Our behaviour gets altered based upon the situations we are in, creating a complex set of rules of engagement.

With the advent of technology and social media, new complexities have emerged and impacted the existing rules of behaviour.

Digital platforms nudge us to reproduce the behaviours we have in different social settings. However, there is an added layer of visibility, immediacy and reach. These virtual behaviours might be amplified and in contrast with our personalities in the real world.

This project aims to study human behaviour on one such digital platform, Bumble. To question the intent and expectations of the users and the features of the application. And lastly, to uncover the deviant behaviours that exist on the platform and explore the possible solutions to the issues that arise as a consequence.



# RESEARCH PLAN

We commenced the project by looking into the data that was already available to us, to gain an understanding of everything that is BUMBLE

## SECONDARY RESEARCH

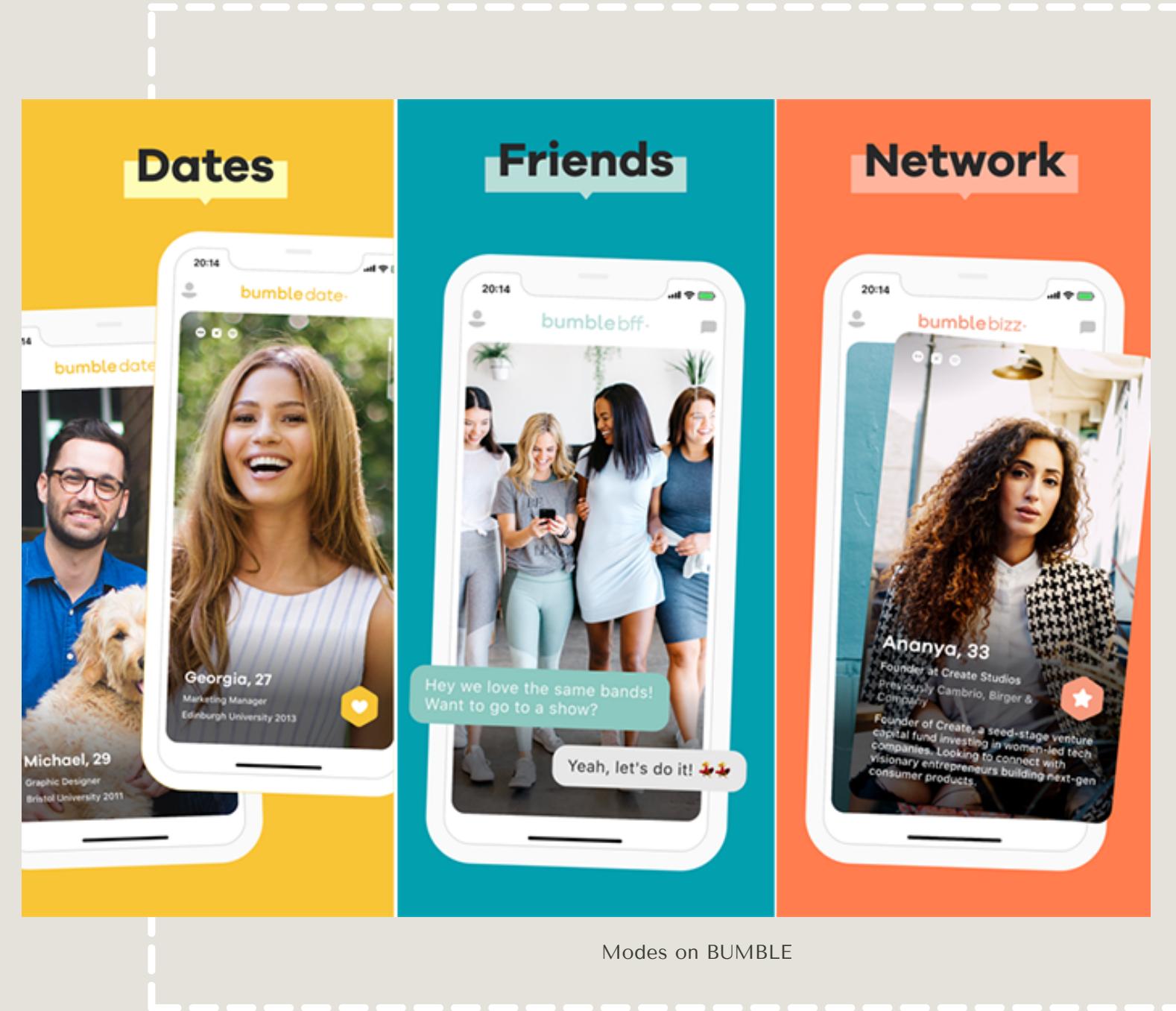
Bumble was created by Whitney Wolfe Herd, Former employee of Tinder app, in December of 2014 in America. It has become one of the fastest growing apps in America with over 100 million users in over 150 countries. Millions of people have signed up for Bumble to start building valuable relationships, finding friends, and making empowered connections. Creating new connections has never been easier. Bumble claims to be working to lift the stigma of online dating by employing unprecedented standards for respectful behavior. Because of this relentless dedication, millions of people are using Bumble to build valuable relationships every single day.

Bumble is at the forefront of matchmaking technology by providing an app that allows users to foster more than just romantic connections.

The industry-leading app empowers users to swipe through potential connections across three different modes:

- Bumble Date: On Bumble Date, women make the first move. We've changed the archaic rules of the dating game so that you can form meaningful relationships in a respectful way.
- Bumble BFF: Life is better with friends. Whether you're new to a city or looking to expand your circle, Bumble BFF is the easiest way to make new friends.
- Bumble Bizz: Now we're in business. Use Bumble Bizz to network, find mentors, and create new career opportunities.

Bumble is the first app of its kind to bring dating, friend-finding, and career-building into a single social networking platform.



## Bumble Mission Statement

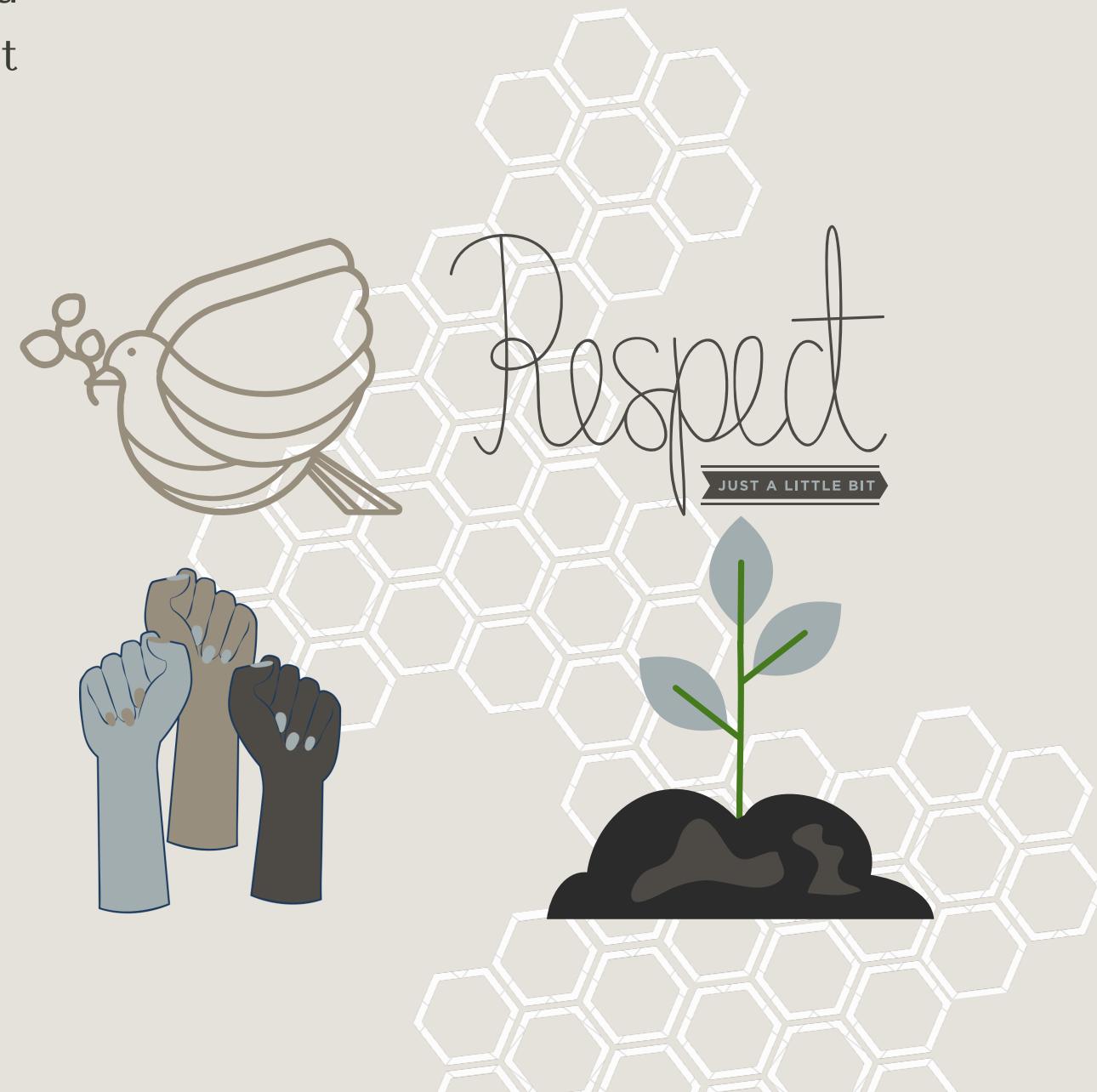
Bumble is a platform and community that creates empowering connections in love, life, and work. We promote accountability, equality, and kindness in an effort to end misogyny and re-write archaic gender roles. On Bumble, women always make the first move.

## Bumble Vision Statement

Bumble envisions a world free of misogyny, where all relationships are equal.

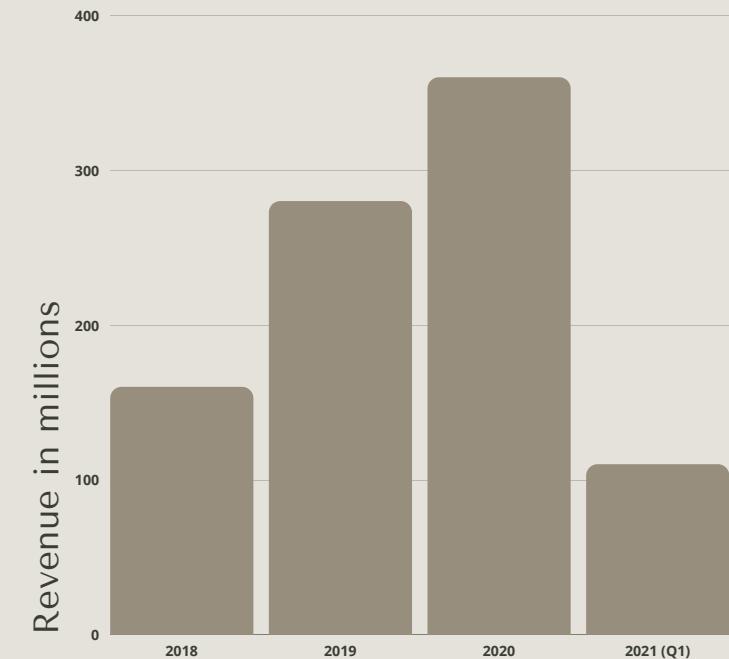
## Bumble Values

- Kindness
- Respect
- Equality
- Accountability
- Growth



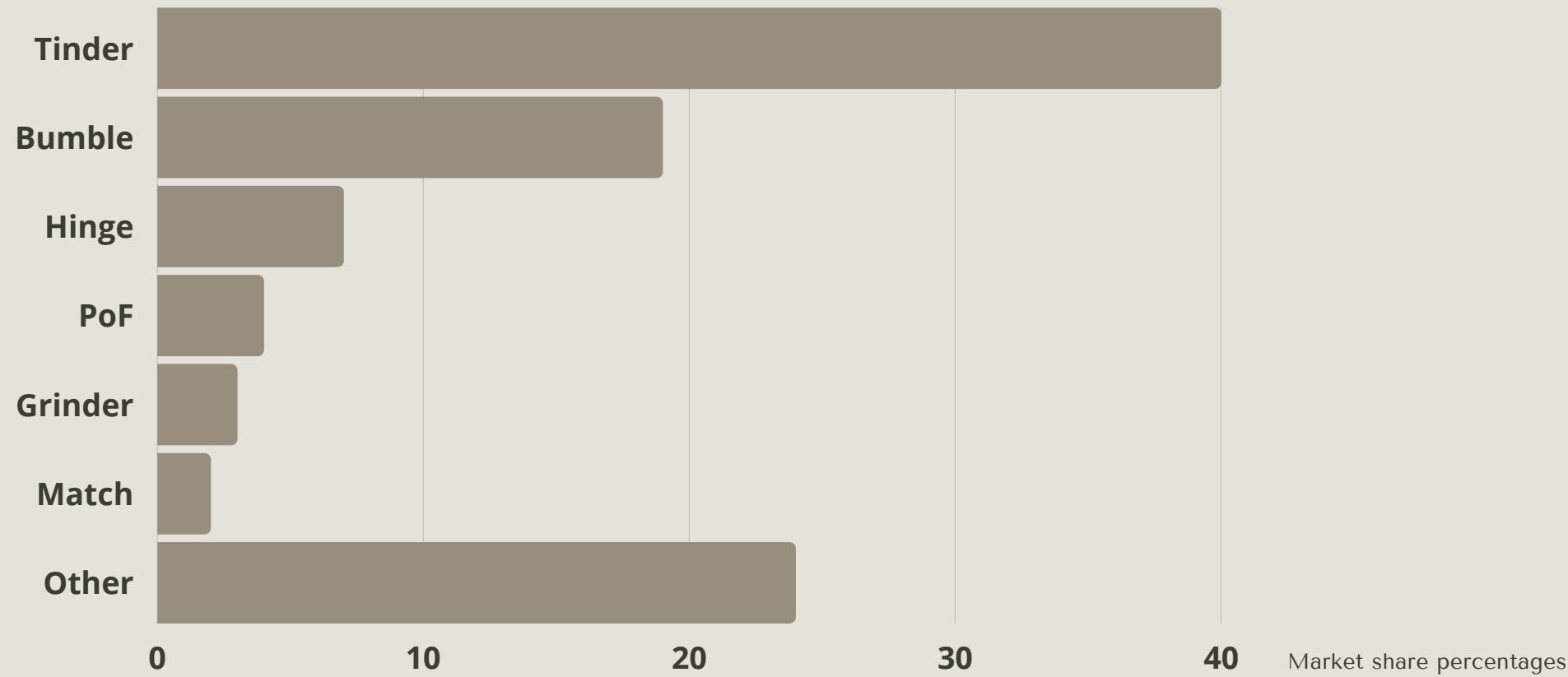
Bumble has a "freemium model," which means users can join and match for free. It earns the bulk of its revenue from in-app purchases and different subscription offerings like Bumble Boost, which starts at US\$12.99 a week( INR179/w), and its upgraded Bumble Premium, which starts at US\$17.99 a week (INR 449/week).

It is currently owned by Blackstone, an investment firm and generated \$337 million revenue in 2020, with a market value of \$8 billion as of 2020. Bumble raised its IPO Pricing to \$43 per share to sell 50 million shares , hence company's valuation grew from \$3billion in 2019 to \$8.2 billion in feb 2021.



## COMPETITOR ANALYSIS

The global dating app market is expected to surpass \$8.4 billion by 2024. With these kinds of proposed growths there is plenty of competition in the market for bumble, 'Tinder' being the largest. Other Apps and websites like POF, Match, OKCupid, Grinder, Hinge, Zoosk, Meet me, Ashley Madison, Simply marry, Shaadi.com, Bandhan, Foot loose no more, Bharat Matrimony, Truly Madly, Matchfinder etc, are some more examples.

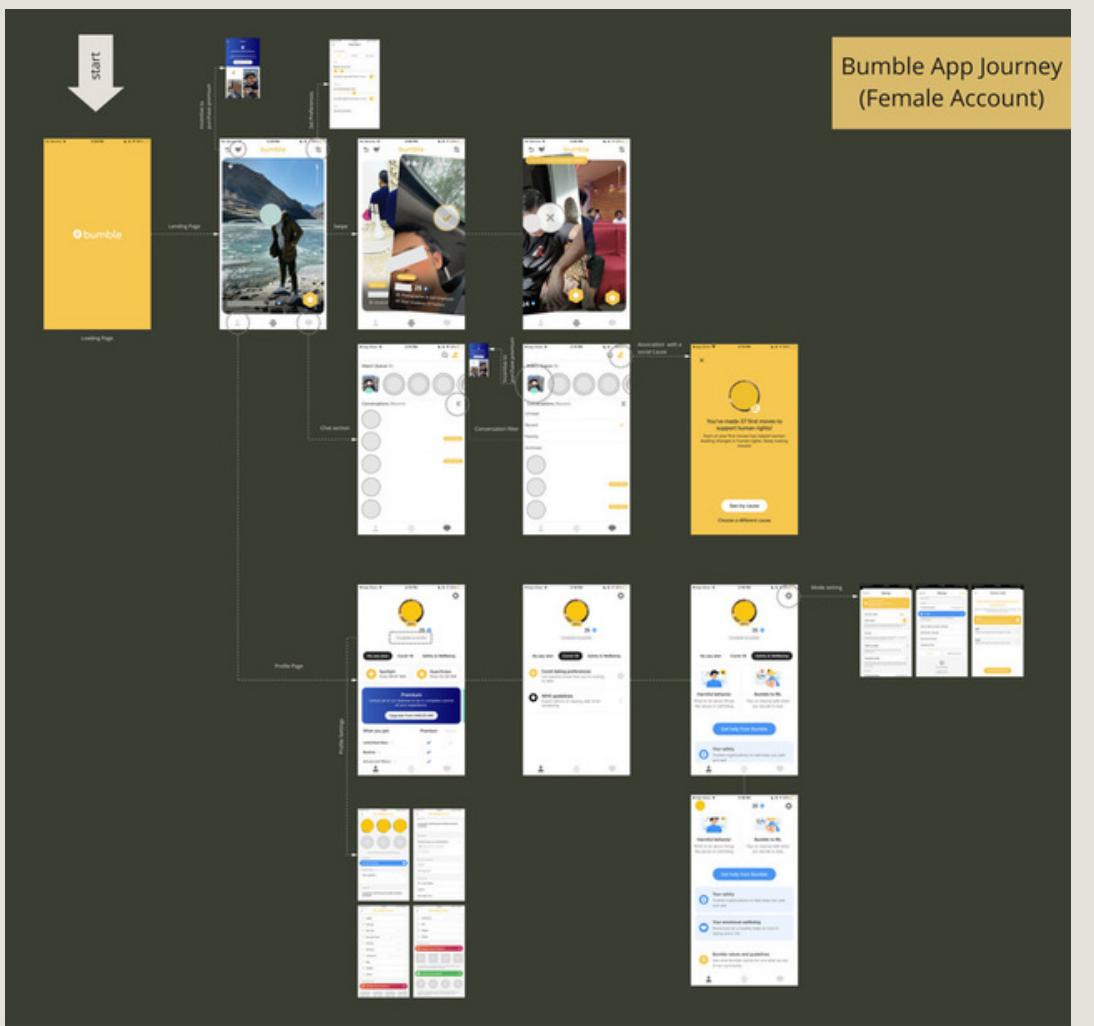


Post the secondary research that largely focused on understanding Bumble as a brand and as a business, we graduated towards looking into Bumble as an application

# PRELIMINARY RESEARCH

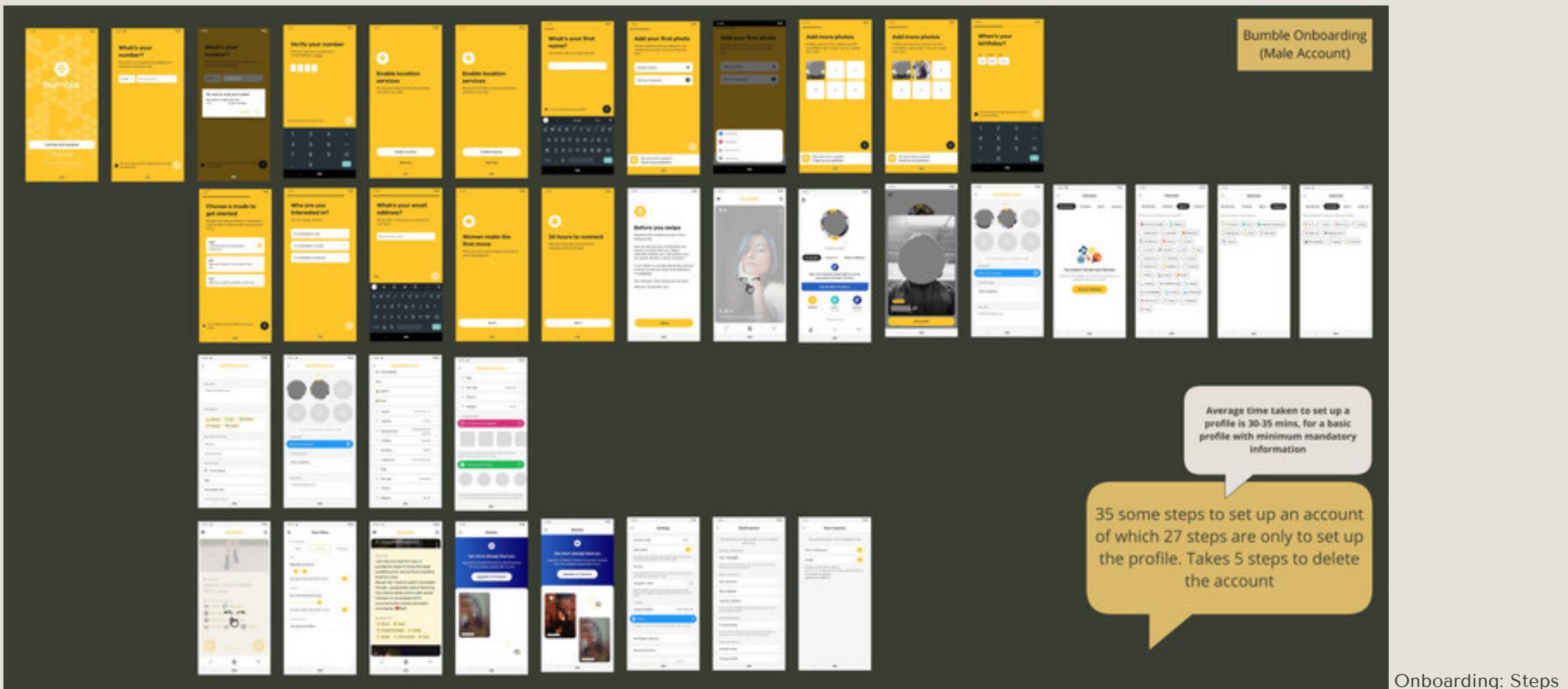
# APP JOURNEY

We looked at the account of an existing female user, to get a lay of the land. The objective was to locate features that reside within the application and understand the user journey(s) that exist on the platform.

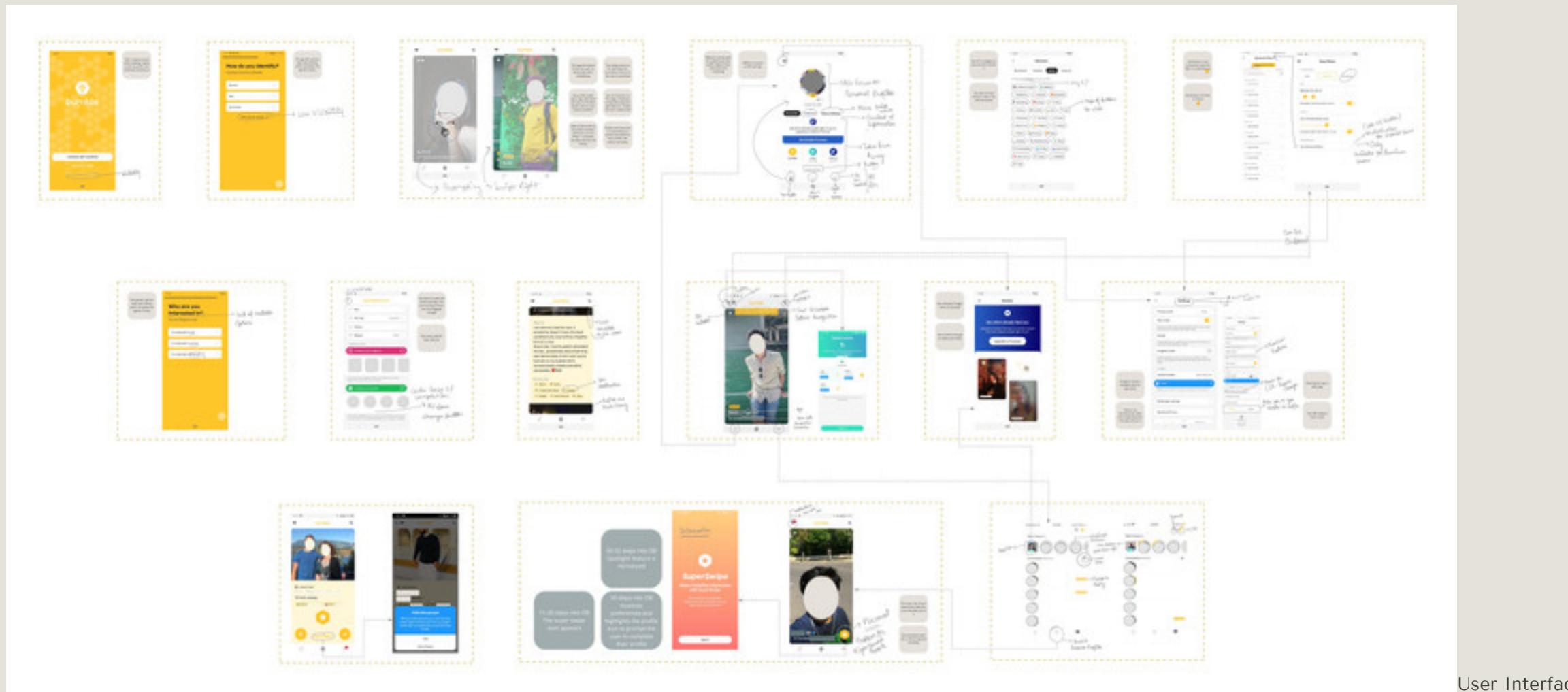


# ONBOARDING

We asked a male participant to set up their Bumble account from scratch. This was done to understand the onboarding process and identify the differences that may exist between the male and female profiles on the platform.



We looked at all the screens of the application together, to understand what lives where. Each feature was examined and this examination was accompanied by questioning the reasons for it's placement within the application.



## UI AUDIT

As a culmination of preliminary research, we conducted a heuristics analysis to understand what works for the platform and what does not.

<p><b>Visibility</b></p>  <ul style="list-style-type: none"> <li><b>Low Visibility</b> <ul style="list-style-type: none"> <li>Terms and conditions</li> <li>Gender Options</li> <li>Profile Settings</li> </ul> </li> <li><b>High Visibility</b> <ul style="list-style-type: none"> <li>Profiles and pictures</li> <li>Super Like button</li> <li>Paid Features</li> </ul> </li> </ul>	<p><b>Consistency</b></p>  <ul style="list-style-type: none"> <li>The colour palette is inconsistent across the application</li> <li>Similar features are scattered across the application</li> <li>'Interests' tabs are too many, with varying sizes</li> <li>Icons used to depict interests in profiles are inconsistent in terms of their colour scheme</li> </ul>	<p><b>Freedom</b></p>  <ul style="list-style-type: none"> <li>The Swipe action is at an angle</li> <li>This leads to accidental swipes while browsing through profiles</li> <li>There is no way to undo a swipe, the only exit is to unmatch</li> </ul>
<p><b>Mapping</b></p>  <ul style="list-style-type: none"> <li>The language is fairly easy to understand</li> <li>The prompts in the profile feel outdated</li> <li>Phrasing of the CSR feature is confusing</li> <li>certain features are specific to Bumble and are not easily understood</li> </ul>		<p><b>Error Prevention &amp; Recovery</b></p>  <ul style="list-style-type: none"> <li>The error messages are easy to comprehend</li> <li>The application asks and informs the user before taking any permanent action</li> </ul>
<p><b>Recognition &amp; Flexibility</b></p>  <ul style="list-style-type: none"> <li>The app largely relies on recall as most features are not recognisable through their icons</li> <li>There exist two different 'settings' menu which is redundant</li> <li>It is difficult to locate profile settings for novice users</li> </ul>	<p><b>Help and Documentation</b></p>  <ul style="list-style-type: none"> <li>The terms and conditions are not easily visible</li> <li>The Guidelines are not a part of the app</li> <li>Redirects to the website, every time you access guidelines</li> </ul>	<p><b>Minimalism</b></p>  <ul style="list-style-type: none"> <li>The Profiles are highly cluttered</li> <li>The information is being represented in different ways</li> <li>Too much cognitive load</li> </ul>

# HEURISTICS

## USABILITY

With Primary research, we did a deep dive into understanding the users and their pain points, in tandem with the deviant behaviours that emerged

## PRIMARY RESEARCH

# SAMPLING

The sample of the research was diverse and based on the following criteria

- Gender Identity
- App Usage
- Sexuality
- Age

## METHODS

Probability Sampling

- Cluster Sampling

Non Probability Sampling

- Convenience Sampling
- Snowball Sampling
- Voluntary Sampling





To commence primary research, we conducted a short study into the various kinds of research tools that exist. For this we referred to the Golden globe method by Think design and Ideo Method Cards. Both of these methods divide the research into four steps:

- Observation and Analysis of information and data
- Developing perceptions, opinions and validations by user testing
- Developing Insights and interpreting the context
- Creating hypothesis by synthesising the research findings

## TOOLS

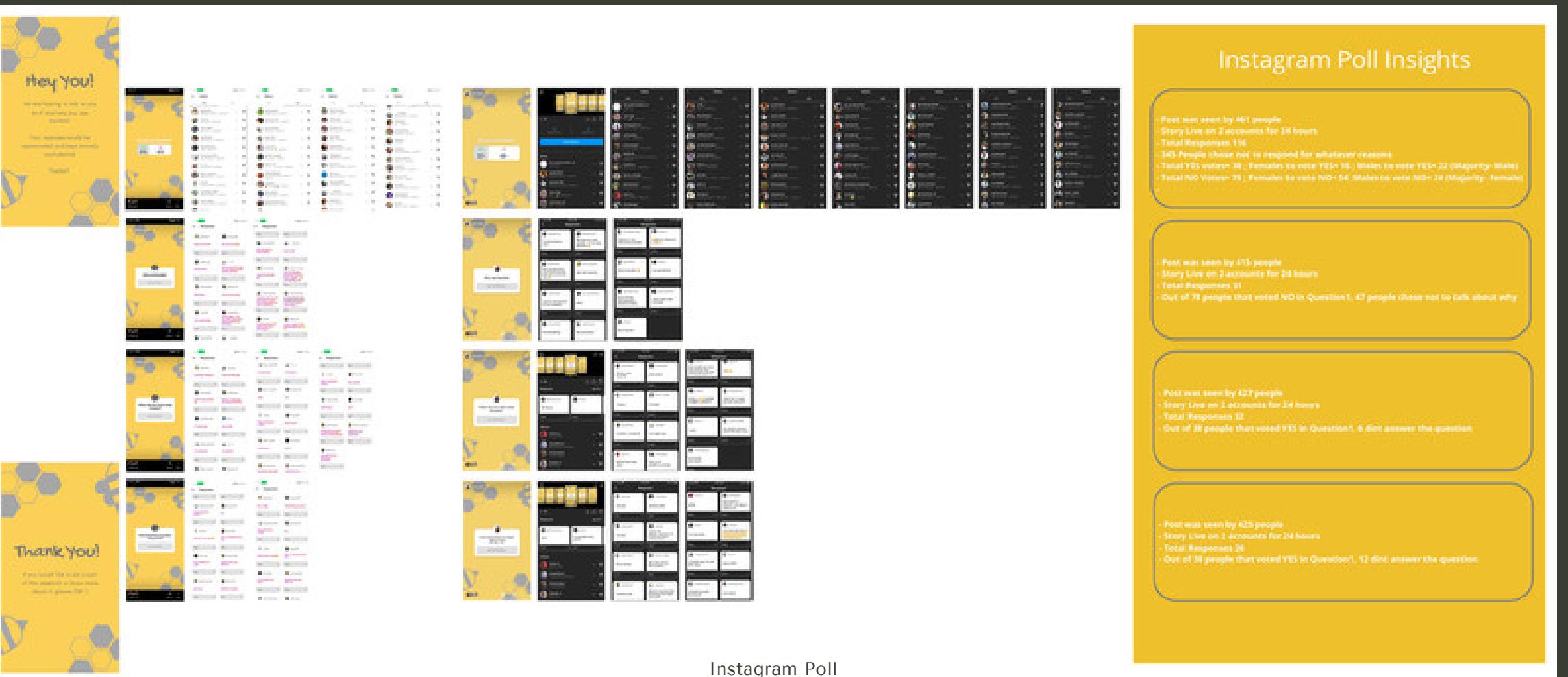
Instagram Poll -  
Survey -  
Depth Interviews -  
Expert Interview -  
Set up your profile -  
Feature Analysis -  
User Journey -

# TOOLS

# INSTAGRAM POLL

To commence primary research, we started off by trying to reach out to a larger audience to understand the user base better. We put up stories on our instagrams for people to engage with, and asked them basic questions like:

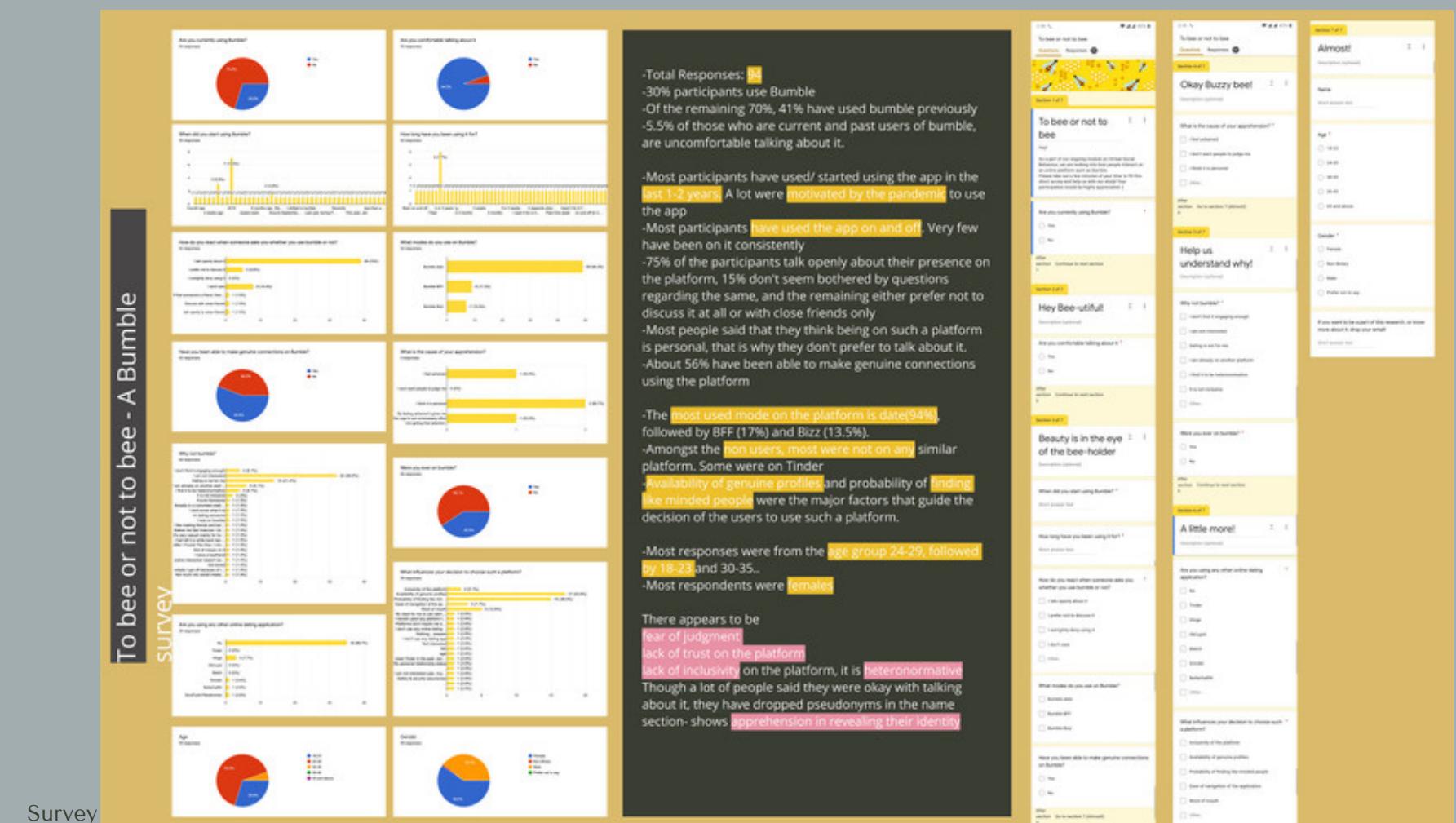
- Do you use Bumble?
- If no, then why not?
- If yes, when did you start using it?
- How long have you been using it for?



# SURVEY

To validate the observations and insights that we generated from the initial Instagram poll, we created a dynamic survey and shared it with as many people as possible. The survey was designed such that the demographics of the participants were recorded at the end and were not compulsory fields, to gather honest responses and maintain confidentiality.

The survey was live for about a week and we gathered 96 responses in total.



## USER INTERVIEWS

The next step in the research was to talk to the various users. For this we designed our sample for maximum representation and reached out to participants who were willing to speak with us regarding their experiences, preferences, likes and dislikes related to Bumble. We spoke to 10 users in total for this.



User Interview

## EXPERT INTERVIEW

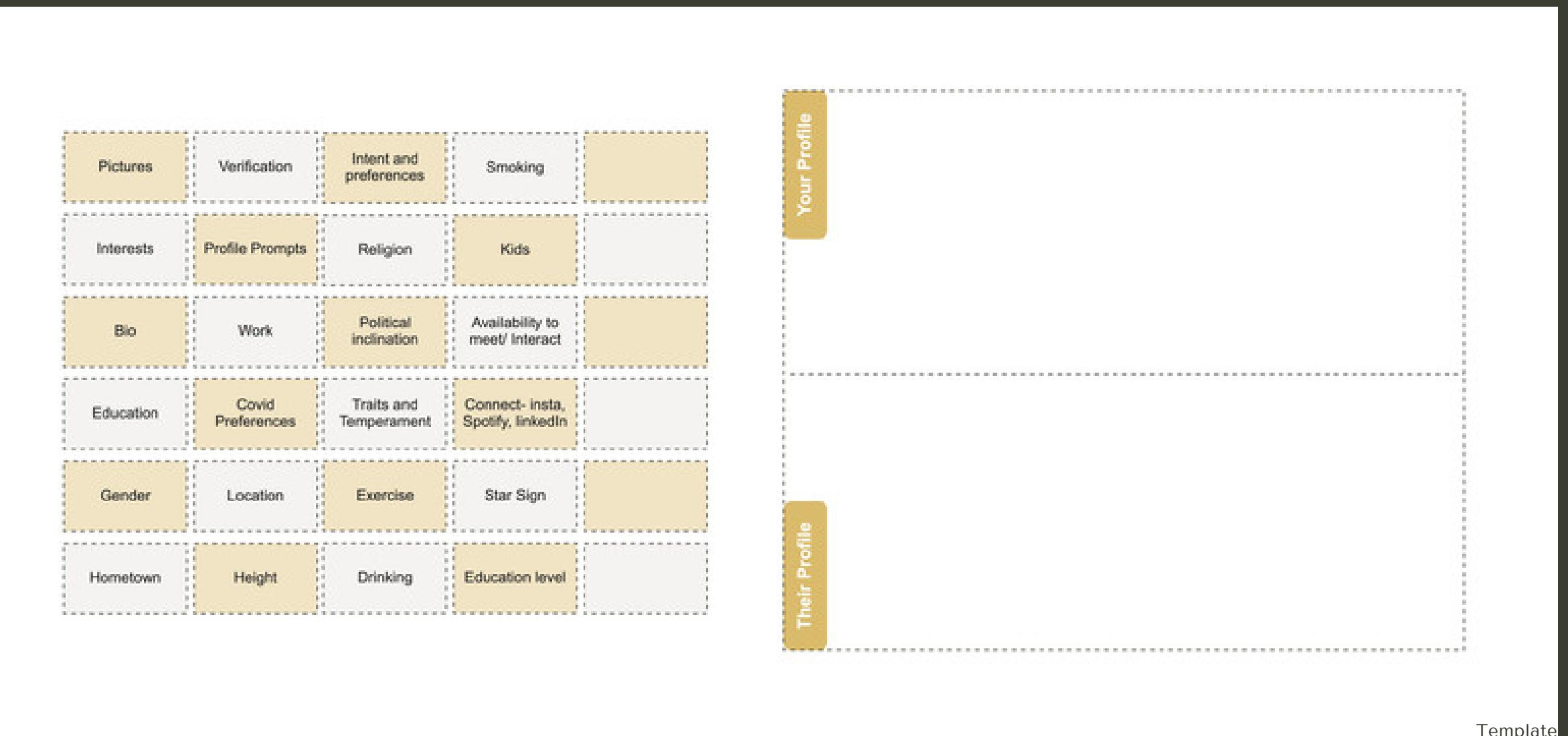
Following our interviews with users, we sought out an expert in the field of user interface and experience. We discussed our findings related to the platform and user experience with them and took their inputs regarding the same. A lot of our insights and observations were validated through this tool.



# SET UP YOUR PROFILE

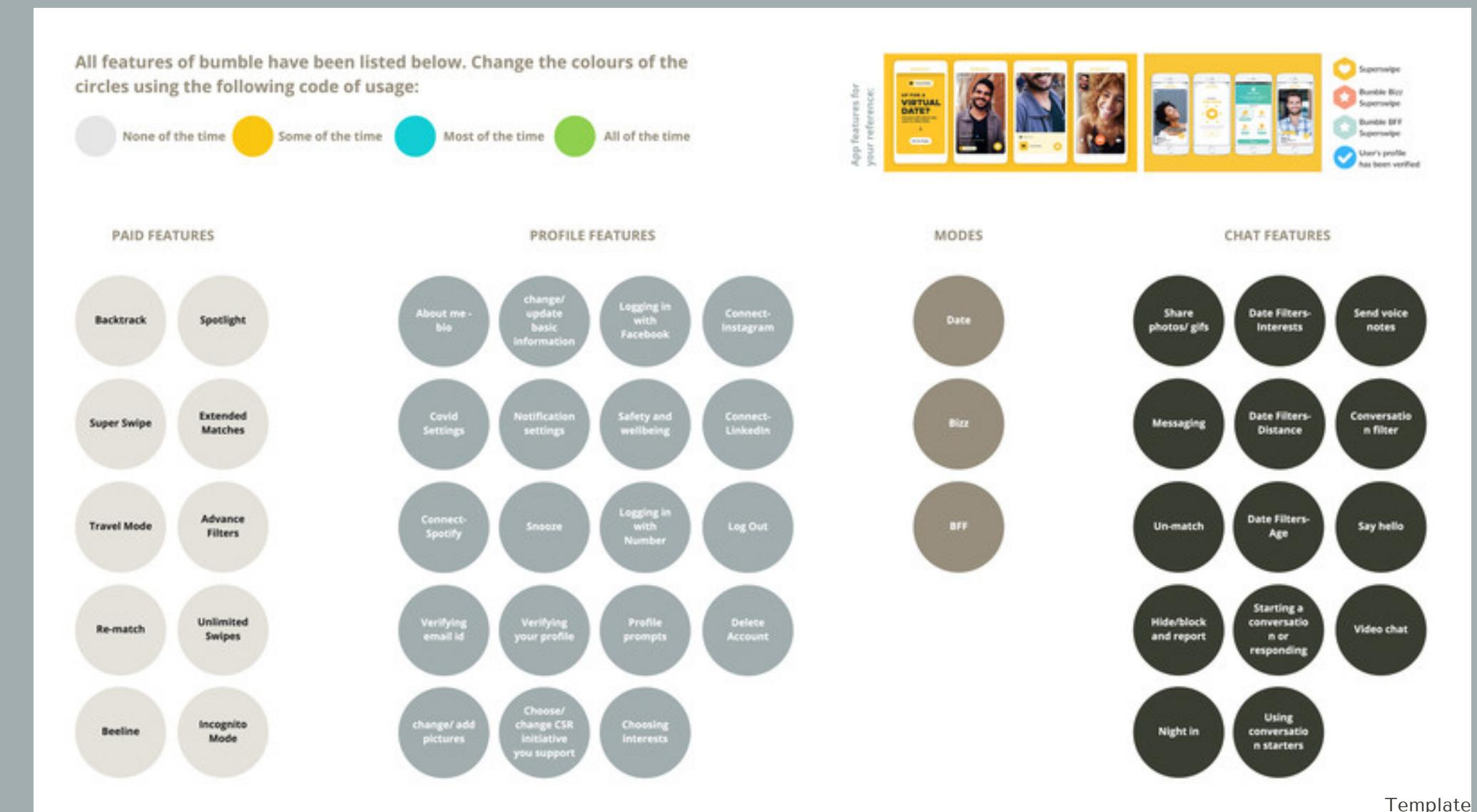
'Set up your profile' probed the users to tell us the kind of information they were looking to see on the profiles they were swiping to and the information they were willing to share on their own profiles.

It was conducted as a card sorting activity as a part of a larger workshop.



# FEATURE ANALYSIS

This tool was designed to examine the current usage of all features available on the platform. All existing features were listed and the users were required to sort them out based on their personal usage of these features, by colour coding them. A simple yet effective tool, it gave us the understanding of how certain features could be put to better use on the platform. This too was conducted as a part of a larger workshop



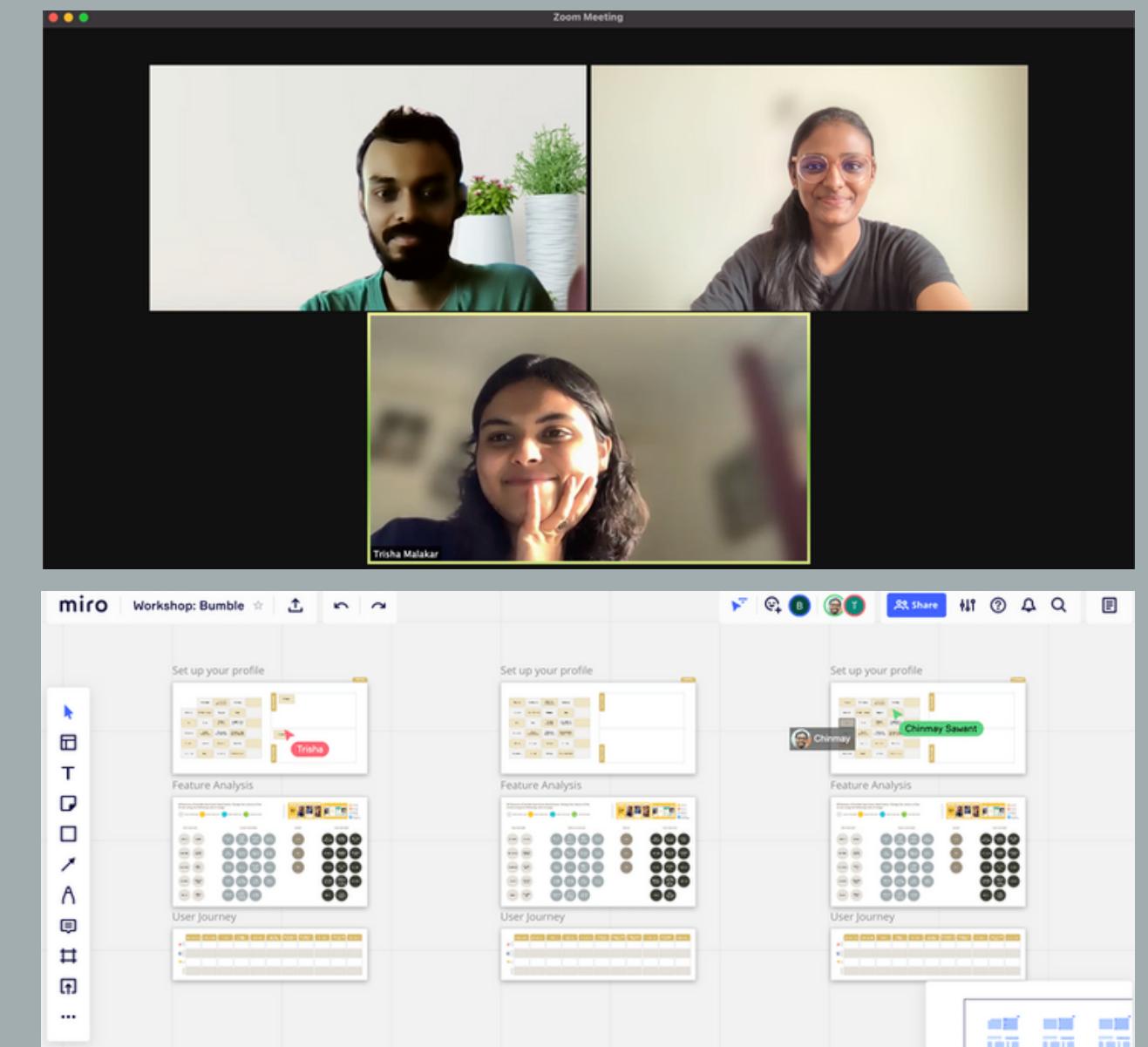
## USER JOURNEY

To better define the problem areas in the user experience, we asked participants to rate their experiences on the application. Following the individual mapping activity, we studied the maps together to get an overall picture of the user journey and experience. This activity was conducted as a part of the larger workshop.



# WORKSHOP

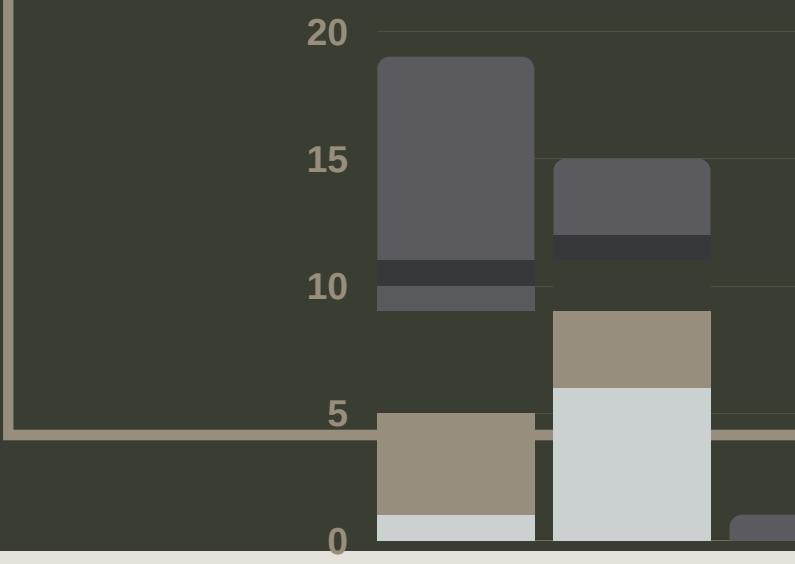
The workshop was conducted over 3 days, with a total of 30 people, in smaller groups. For this we sent out invites to participants through mail with a form to know their availability, preferred day and time. It was conducted over Zoom and Miro.



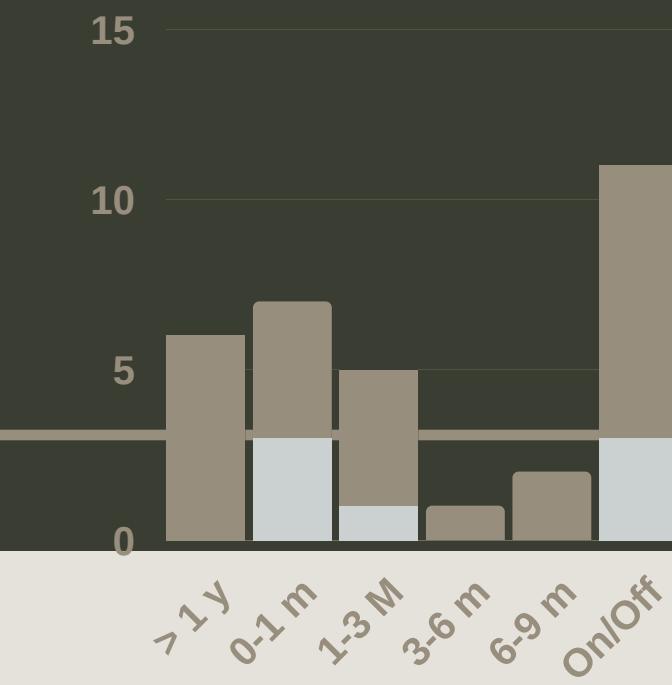
The data that we collected through the various research methods was analysed and collective insights were generated

# DATA INTERPRETATION

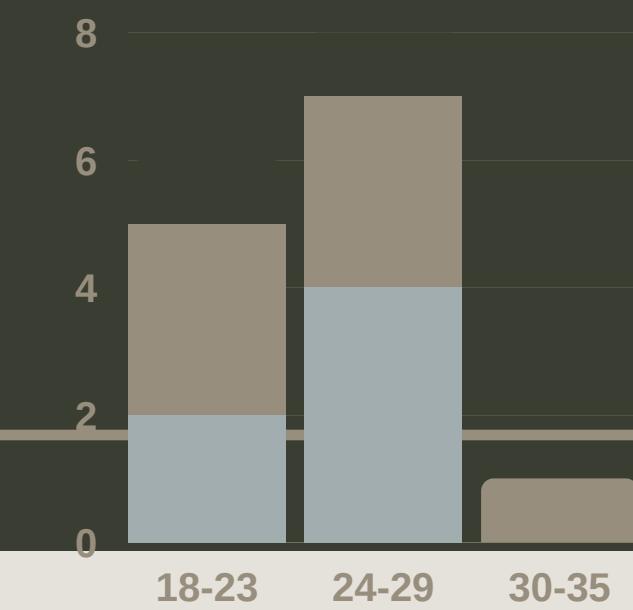
# DATA SURVEY



GENDER

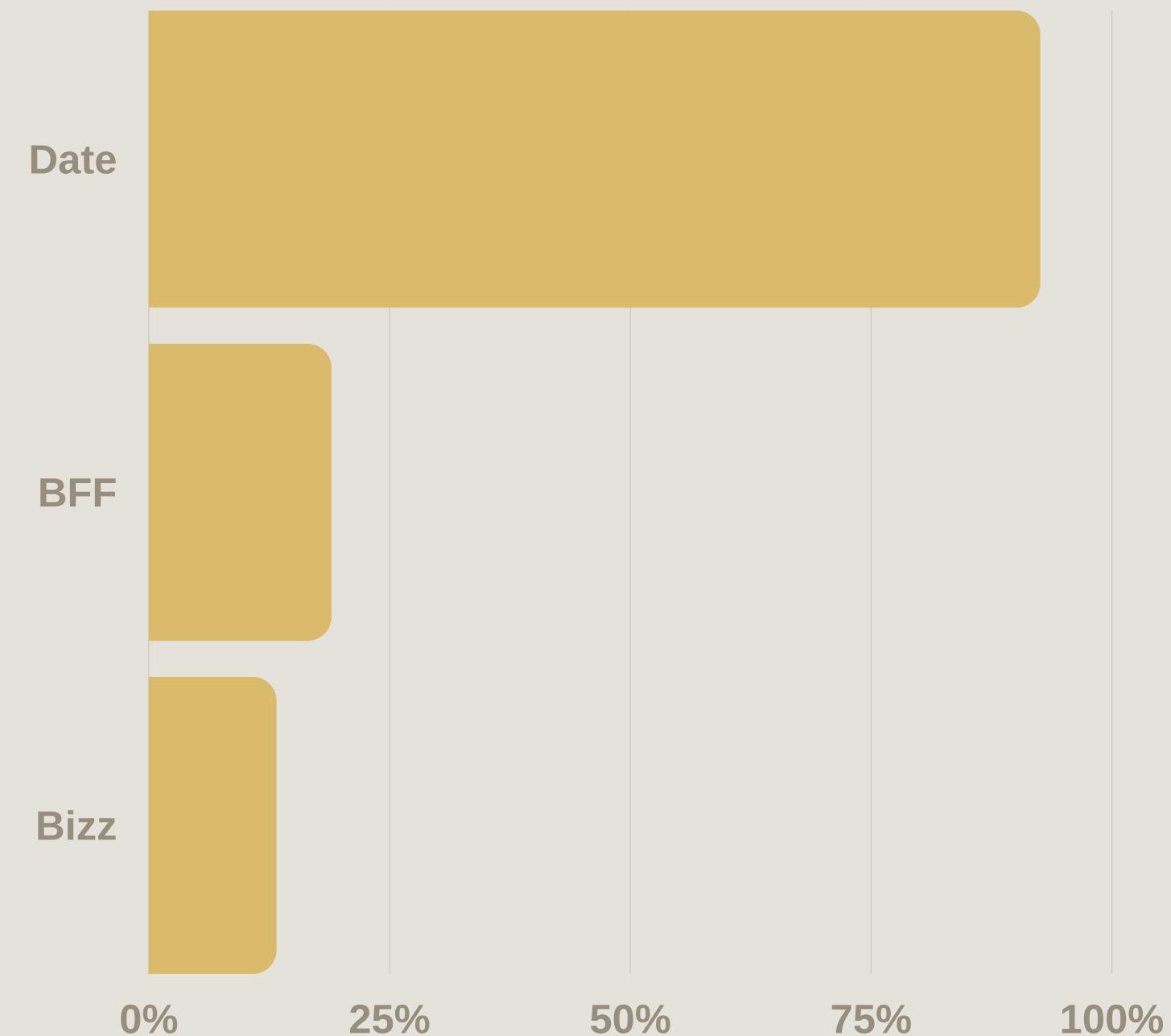


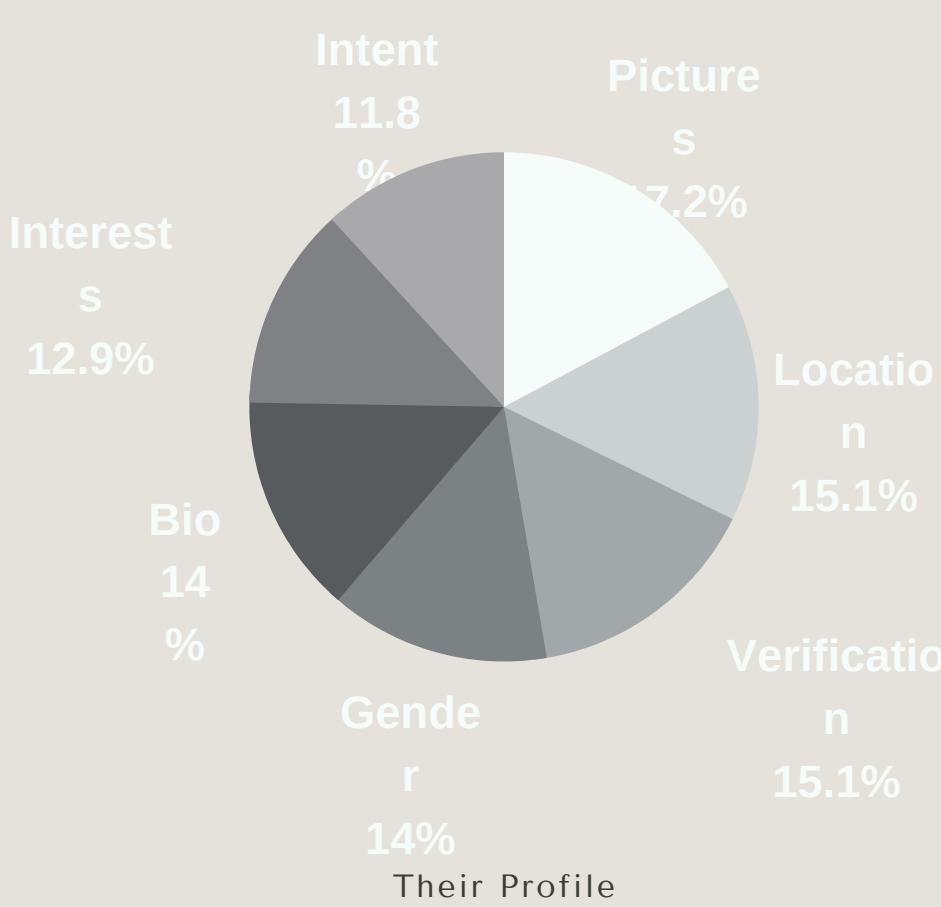
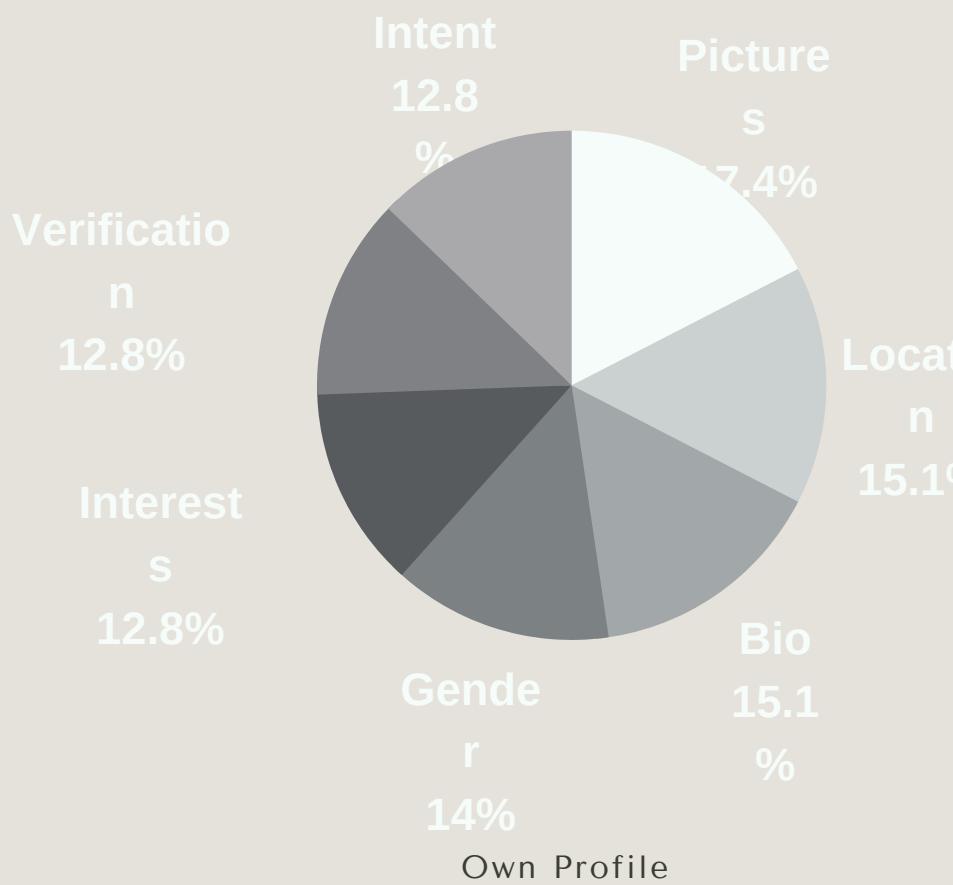
USAGE PATTERN



AGE

- Date is the most used section on the app
- Most people refrain from using bumble due to functional reasons
- Women admit to having made more genuine connections on the app
- Men used the app for a longer stretch of time
- Most women have been using the app on and off
- Unavailability of genuine profiles and ease of connecting with like minded people are the two things people look for in the app
- Larger chunk of users are from the age bracket of 24-29 years





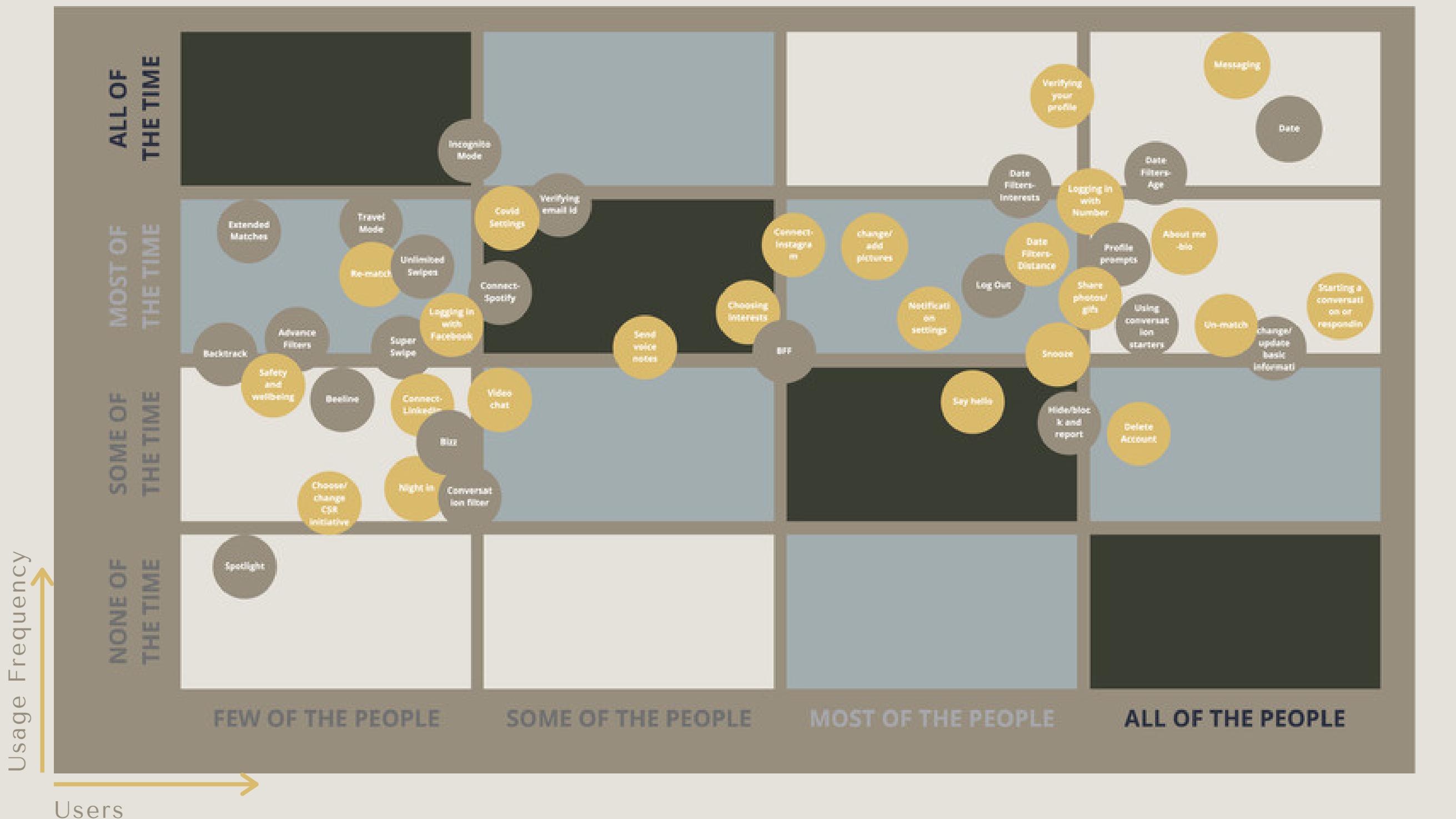
The top 5 categories of information for the user's own profile and the profile they are viewing are shown in the charts above.

Of the users under study, 25% had the same categories for both profile types and the other 75% had more information categories under the profiles they view

People want to see more than they want to show

The type of information for both types of profiles is largely similar.

SET UP YOUR PROFILE  
DATA



# FEATURE ANALYSIS DATA

## FEATURE ANALYSIS

### DATA

The most used features of the app

- Messaging
- Date mode
- Age filter
- Bio
- Logging in with number

The paid features are not widely used. they have a selected set of users, with the most popular paid feature being incognito mode, followed by travel mode and unlimited swipes. Spotlight is the least used feature.

A lot of unpaid features such as conversation filters are not used much. This maybe due to the fact that the filters are not very relevant.

Connecting with other social media platforms is moderately used.

# USER JOURNEY DATA



- Major dissatisfaction is with engaging with the paid services and continuing conversations
- A large part of initial journey offers 'Neutral' Experience for the users in their journey. Which can be elevated to 'Happy'
- The logging in and out of the application is a good and simple experience for the users

# DEVIANT BEHAVIOURS

- Faux Feminism
  - Lack of inclusivity
- Cat Fishing
  - Presence of fake profiles
- Shame associated with being on the app
  - Lack of interest amongst the users
- Promotion of superficial, short term relationships
  - People open the app to pass time

## PROBLEM AREAS



- Setting up of profiles is lengthy process and puts a lot of cognitive load on the users
- In a hurry to start swiping, the users miss out on relevant information in their profiles
- Different settings are scattered across the app
- The promotion of the paid features mostly leads to dead ends and needs to be relooked at
- The profile is live as soon as the user uploads their photos. This pressurises the user to get to swiping quickly
- The paid and unpaid features need a clear distinction
- Verification of profiles is an important features for the users yet it is not compulsory
- Profiles are majorly photo heavy

“ The majority of apps lose approximately 75% of users within the first week because the first experience/onboarding isn't great ”



# OPPORTUNITY MAPPING

# OPPORTUNITIES



After a careful analysis of the data collected we move towards creating solutions that cater to both interface and behavioural issues

## DESIGN SOLUTION

# Our Solution

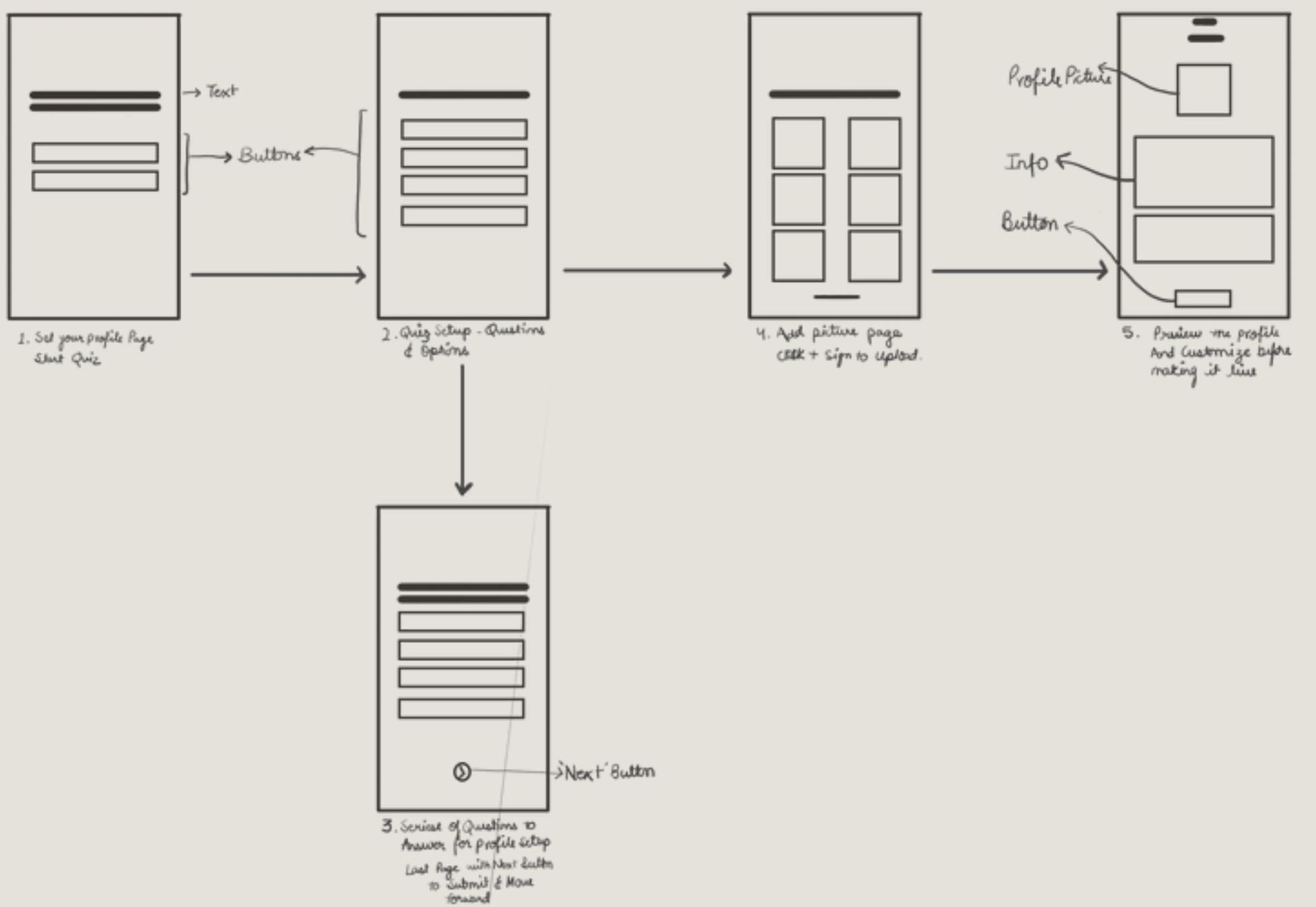
## THE IDEA

We propose a gamified experience of setting up profiles on Bumble. The user answers some questions in a quiz format, adds photos, and previews the auto generated information on their profile, before going live!

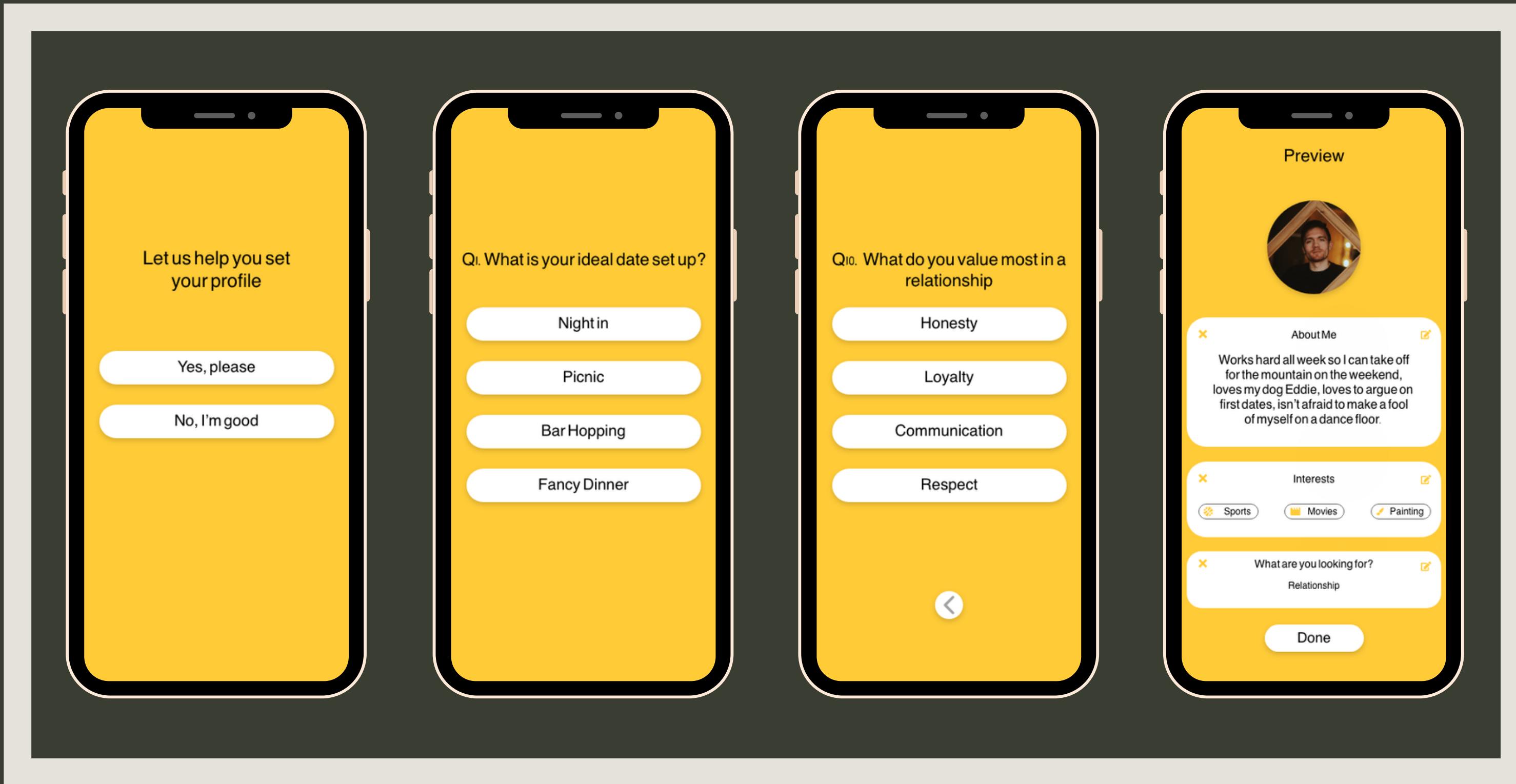
## THE AIM

The purpose of this solution is to simplify the onboarding process, and ensure that relevant information is shared by users. This helps us focus more on 'people' rather than photos and enhances user experience.

# PROTOTYPE



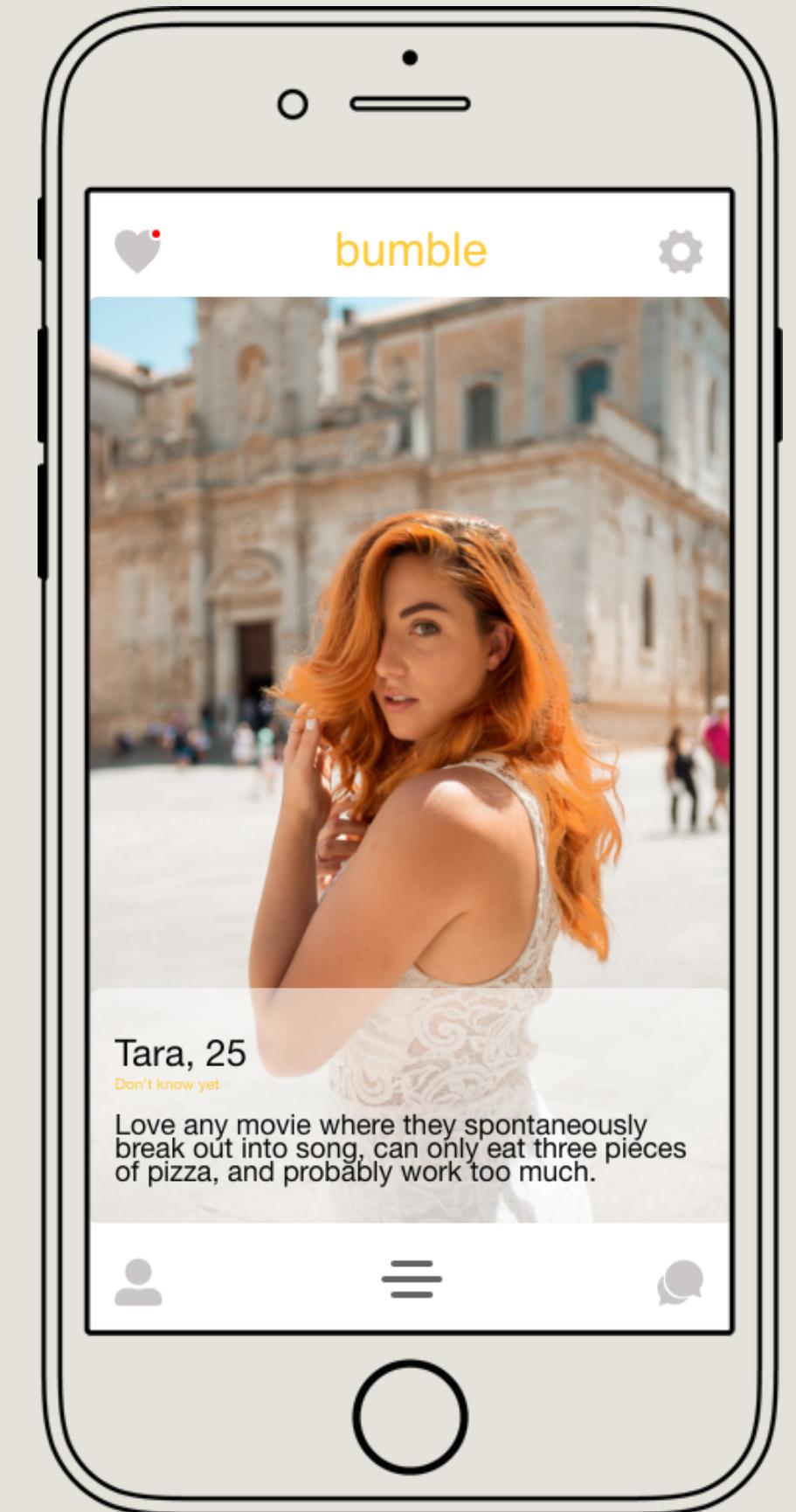
# DESIGN SOLUTION



## New & Improved Profiles

90%

of the screen real estate is maintained for the profile with increased focus on the person, their interests and intent



# ISSUES WE ARE SOLVING

Through this design we are delivering:



Information in  
profiles that are  
relevant



Reduction in  
cognitive load for  
the users while  
setting up the profile



A considerable  
reduction in  
profiles without  
information



Shifting the focus  
from photos to  
personality



Contribution  
towards building  
trust

Summing up the process

# CONCLUSION

# CONCLUSIONS

- There are a lot of devient behaviours that can be observed in the application
- A lot of functions on the app which facilitate those devient behaviours can be eliminated with the help of UI/UX interventions
- Promoting instant gratification combined with the perpetual lack of interest leads to unfulfilled expectations from the application leading to loss of users
- There is a lot of scope for changes in the application. But these may have business implications, which can be better explored if more data on the business is made available

Incentivising 'continuity in conversations' with a system of reward points that are redeemable against a short subscriptions of paid features Example: Free super swipe for the next 24 hours.

The settings are currently scattered across the app. Combining them under one tab would reduce the cognitive load on the users and enhance user experience.

Making verification of people compulsory on the app could prove to be a great step in building trust on the app, also serves to enhance user experience.

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Colour coding the chats based on the mode. This establishes a clear distinction between the modes, such that conversations do not get lost.

The 'interests' and 'information' tabs in the bio can be revisited and made more streamlined with Bumble's brand language.

Improving the promotion for the paid features such that it does not hamper the user experience on the app

## SUGGESTIONS

# PROJECT TEAM



**BHOOMIKA JAIN**  
Student  
Strategic Design Management



**DIKSHITA PANT**  
Student  
Strategic Design Management

A repository of our resources and  
information used for this study

# REFERENCES & ANNEXURES

# MIRO BOARDS



## RESEARCH BOARD

[https://miro.com  
/app/board/o9J  
\\_lEgOvgQ=/](https://miro.com/app/board/o9J_lEgOvgQ=/)



## WORKSHOP BOARD

[https://miro.com  
/app/board/o9J  
\\_l5CWNSs=/](https://miro.com/app/board/o9J_l5CWNSs=/)

**Bumble - Bumble Web: The Bumble Experience, Without Your Phone!**  
All it takes is logging into your current Bumble account through Bumble.com.

**How Much Does An App Like Bumble Cost?**

We're facing something unprecedented. Something we've never experienced before. Because of the coronavirus, a crisis of communication and...

**Match & Connection with Bumble & Minimal Dating Apps**  
Dating is no longer something we do with our significant other, and *minimal dating* is still doing what we often expect from our culture: that is, not being afraid of being alone and prioritizing authenticity, compatibility and connection.

**Bumble - a UX case study**

Bumble is one of the most popular apps in the App Store and is quickly becoming the go-to dating, friendship, and networking app. Here's a...

**Building a brand for your app — Bumble case study**

Bumble is one of the most popular apps in the App Store and is quickly becoming the go-to dating, friendship, and networking app. Here's a...

**Bumble Social Media Strategy: A Brand Case Study**  
I analyzed Bumble's social media profiles across Facebook, Twitter, and Instagram from Jan 01, 2020, to Jan 11, 2021. Here's what we found out.

**What's All the Buzz About? Bumble Bizz — A Case Study**

Bumble Bizz is an aspect of the current "Bumble" platform. If you're unfamiliar with Bumble, it is an app for dating, finding friends, and...

**Programming the Gender and Creating Relationship Outcomes in the "Bumble" Dating App Bizz**  
Lena Mihalea & Anna-Maria Popescu, Cluj-Napoca University

**I Like That It's My Choice: a Couple Difference Theory: Gender, Affordances, and User Experience on Bumble Dating**  
Iwona Pacholska | International Journal of Communication

**Bharat Matrimony | Myself**

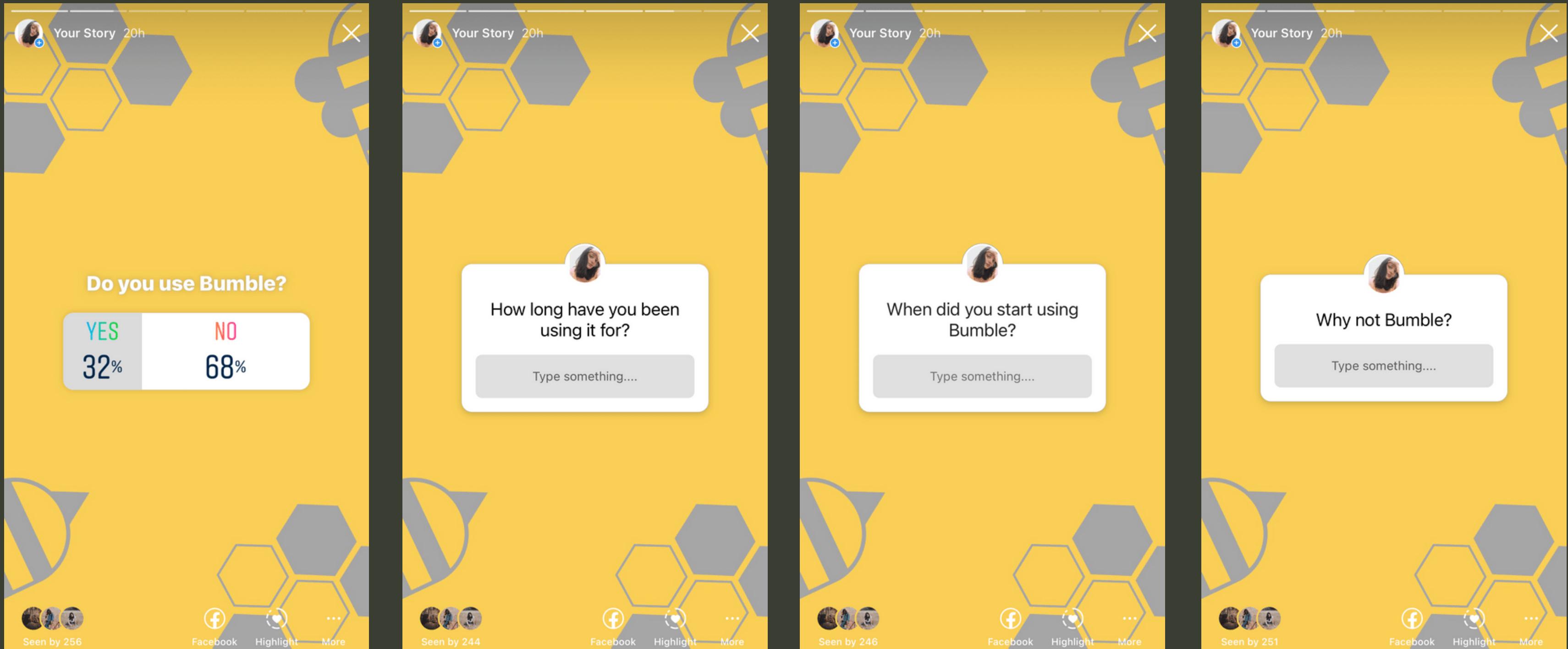
**Identity Performance and Self-Presentation Through Dating App Profiles: How Individuals Curate Profiles and Participate on Bumble** - ProQuest

**Dating Apps and Data Privacy: A Critical Assessment of Communication Approach**

**Bumble**

**Bumble hits 4 million users in India, women continue to make the first move**

Gender	Users
Male	1.2M
Female	2.8M



Instagram Poll

<p><b>To bee or not to bee</b></p> <p>Hey!</p> <p>As a part of our ongoing module on Virtual Social Behaviour, we are looking into how people interact on an online platform such as Bumble. Please take out a few minutes of your time to fill this short survey and help us with our study! Your participation would be highly appreciated :)</p> <p>* Required</p> <p>1. Are you currently using Bumble? *</p> <p>Mark only one oval.</p> <p><input type="radio"/> Yes <a href="#">Skip to question 2</a>  <input type="radio"/> No <a href="#">Skip to question 9</a></p> <p>Hey Bee-utiful!</p> <p>2. Are you comfortable talking about it *</p> <p>Mark only one oval.</p> <p><input type="radio"/> Yes <a href="#">Skip to question 3</a>  <input type="radio"/> No <a href="#">Skip to question 8</a></p> <p>Beauty is in the eye of the bee-holder</p> <p>3. When did you start using Bumble? *</p> <p>_____</p> <p>4. How long have you been using it for? *</p> <p>_____</p>	<p>5. How do you react when someone asks you whether you use bumble or not? *</p> <p>Check all that apply.</p> <p><input type="checkbox"/> I talk openly about it  <input type="checkbox"/> I prefer not to discuss it  <input type="checkbox"/> I outrightly deny using it  <input type="checkbox"/> I don't care  Other: <input type="text"/></p> <p>6. What modes do you use on Bumble?</p> <p>Check all that apply.</p> <p><input type="checkbox"/> Bumble date  <input type="checkbox"/> Bumble BFF  <input type="checkbox"/> Bumble Bizz</p> <p>7. Have you been able to make genuine connections on Bumble?</p> <p>Mark only one oval.</p> <p><input type="radio"/> Yes  <input type="radio"/> No</p> <p>Skip to question 13</p> <p>Okay Buzzy bee!</p> <p>8. What is the cause of your apprehension? *</p> <p>Check all that apply.</p> <p><input type="checkbox"/> I feel ashamed  <input type="checkbox"/> I don't want people to judge me  <input type="checkbox"/> I think it is personal  Other: <input type="text"/></p> <p>Skip to question 13</p> <p>Help us understand why!</p>	<p>9. Why not bumble? *</p> <p>Check all that apply.</p> <p><input type="checkbox"/> I don't find it engaging enough  <input type="checkbox"/> I am not interested  <input type="checkbox"/> Dating is not for me  <input type="checkbox"/> I am already on another platform  <input type="checkbox"/> I find it to be heteronormative  <input type="checkbox"/> It is not inclusive  Other: <input type="text"/></p> <p>10. Were you ever on bumble? *</p> <p>Mark only one oval.</p> <p><input type="radio"/> Yes <a href="#">Skip to question 2</a>  <input type="radio"/> No <a href="#">Skip to question 11</a></p> <p>A little more!</p> <p>11. Are you using any other online dating application? *</p> <p>Check all that apply.</p> <p><input type="checkbox"/> No  <input type="checkbox"/> Tinder  <input type="checkbox"/> Hinge  <input type="checkbox"/> OkCupid  <input type="checkbox"/> Match  <input type="checkbox"/> Grinder  <input type="checkbox"/> BetterhalfAI  Other: <input type="text"/></p>	<p>12. What influences your decision to choose such a platform? *</p> <p>Check all that apply.</p> <p><input type="checkbox"/> Inclusivity of the platform  <input type="checkbox"/> Availability of genuine profiles  <input type="checkbox"/> Probability of finding like minded people  <input type="checkbox"/> Ease of navigation of the application  <input type="checkbox"/> Word of mouth  Other: <input type="text"/></p> <p>Skip to question 13</p> <p>Almost!</p> <p>13. Name</p> <p>_____</p> <p>14. Age *</p> <p>Mark only one oval.</p> <p><input type="radio"/> 18-23  <input type="radio"/> 24-29  <input type="radio"/> 30-35  <input type="radio"/> 36-45  <input type="radio"/> 45 and above</p> <p>15. Gender *</p> <p>Mark only one oval.</p> <p><input type="radio"/> Female  <input type="radio"/> Non Binary  <input type="radio"/> Male  <input type="radio"/> Prefer not to say</p>
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COUNTA of TIME Gender				
TIME RANGE	Female	Male	Non Binary	Grand Total
> 1 y	0	0	0	0
0-1 m	1	6	3	7
1-3 M	4	2	0	6
3-6 m	4	1	0	5
6-9 m	1	1	0	2
On/Off	8	3	1	12
<b>Grand Total</b>	<b>19</b>	<b>15</b>	<b>1</b>	<b>35</b>

COUNTA of TIME Age		18-23	24-29	30-35	Grand Total
TIME RANGE					
> 1 y		0	0	0	0
0-1 m		3	4	1	7
1-3 M		1	4	1	6
3-6 m			1		1
6-9 m			2		2
On/Off		3	8	1	12
<b>Grand Total</b>		<b>7</b>	<b>25</b>	<b>3</b>	<b>35</b>

## Workshop Data

## Survey Data