

# Phase 3: Features, Prioritization

Bumble – Single Male Users

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# Brainstorm Solutions

| Task                                    | Short Description                                                                                                                       | Key Assumption                                                                                | Category                                |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------|
| Female User Acquisition Campaign        | Targeted marketing, referral incentives, campus programs, and safety-first campaigns to increase female user base.                      | Increasing female supply improves match probability and reduces male-side frustration.        | <div><div></div>High Confidence ▾</div> |
| Profile Performance Insights Dashboard  | A dashboard showing visibility score, swipe-to-like ratio, profile strength, and actionable improvement suggestions.                    | When users understand how their profile performs, they will optimize instead of churn.        | <div><div></div>High Confidence ▾</div> |
| Human Matchmaker Program                | Onboard professional or trained matchmakers who use past behavioral data to curate and suggest high-quality matches for selected users. | Personalized human curation increases perceived fairness, quality of matches, and engagement. | <div><div></div>Low Confidence ▾</div>  |
| Rejection Feedback (Optional for Women) | Women can optionally select reasons while swiping left; men receive anonymized aggregated feedback.                                     | Structured feedback reduces confusion and increases perceived fairness.                       | <div><div></div>Low Confidence ▾</div>  |
| Scarcity Model (Limited Likes per Day)  | Restrict number of likes per user daily to increase intentional swiping.                                                                | Scarcity increases perceived value and reduces mass swiping behavior.                         | <div><div></div>High Confidence ▾</div> |

# Brainstorm Solutions

| Task                                        | Short Description                                                                              | Key Assumption                                                                  | Category                                |
|---------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------|
| Freemium Until First Like                   | New male users receive boosted visibility or unlimited swipes until they get their first like. | First match is a critical activation moment that reduces early churn.           | <div><div></div>High Confidence ▾</div> |
| Offline Curated Bumble Events               | Host city-based curated events to increase real-world trust and engagement.                    | Offline interactions build stronger trust loops and long-term retention.        | <div><div></div>Low Confidence ▾</div>  |
| Limit Active Conversations for Women        | Cap number of simultaneous conversations women can actively maintain.                          | Reducing overload improves response rates and match-to-conversation conversion. | <div><div></div>Moonshot ▾</div>        |
| AI-Powered Compatibility Score              | Display a compatibility percentage based on intent, interests, and behavioral data.            | Clear compatibility indicators increase confidence and intentional swiping.     | <div><div></div>High Confidence ▾</div> |
| Reliability Score (Anti-Ghosting Indicator) | Users receive a reliability score based on response consistency and conversation completion.   | Visible accountability encourages better behavior and reduces ghosting.         | <div><div></div>Low Confidence ▾</div>  |

# ICE Scoring Framework

| Solution                            | Impact | Confidence | Effort | ICE Score | Reasoning                                                                                                  |
|-------------------------------------|--------|------------|--------|-----------|------------------------------------------------------------------------------------------------------------|
| Behavioral Reliability Score        | 3      | 2          | 2      | 3         | Direct ecosystem-level engagement improvement. Improves match → conversation conversion and swipe quality. |
| Interest-Based Segmentation         | 2      | 2          | 3      | 1.33      | Helpful but heavy implementation (clustering logic, ranking change). Impact is moderate, not guaranteed.   |
| Freemium Until First Like           | 2      | 1          | 2      | 1         | Activation lever but risky. Uncertain outcomes. Might distort fairness or never trigger.                   |
| AI Compatibility Score              | 2      | 2          | 3      | 1.33      | Improves perception and confidence but not guaranteed to increase matches directly.                        |
| Limit Women's Ongoing Conversations | 2      | 1          | 2      | 1         | High marketplace risk. Low confidence.                                                                     |
| Human Matchmakers                   | 1      | 2          | 3      | 0.66      | Operationally heavy, low scalability.                                                                      |
| Offline Events                      | 1      | 2          | 3      | 0.66      | Limited digital engagement impact.                                                                         |

# Wireframe





★ 92  
Reliability

**Sarah, 28**  
📍 2 miles away

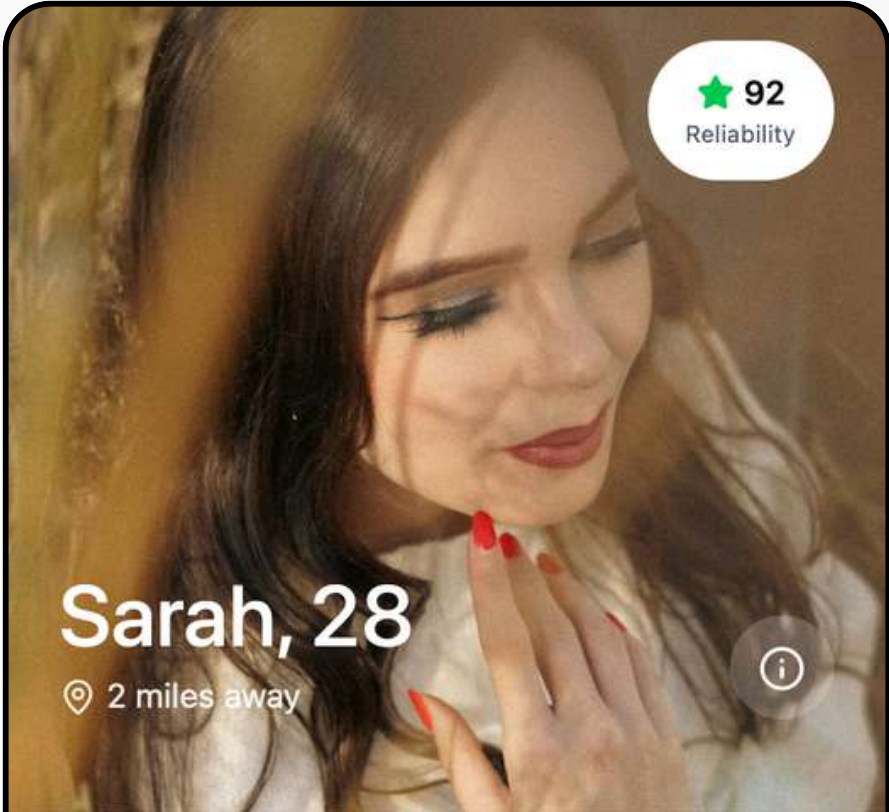


Love exploring new coffee shops, hiking on weekends, and trying out new recipes. Looking for someone who can make me laugh and appreciate a good brunch.

 Occupation  
Product Designer

 Education  
NYU

 Location  
Brooklyn, NY



★ 92  
Reliability

**Sarah, 28**  
📍 2 miles away



Interests

Coffee

Hiking

Cooking

Photography

Travel

Art

★

**Reliability Score: 92** High

This score reflects response rate, meeting consistency, and community feedback. Higher scores indicate more reliable connections.



92

**Excellent Score!**  
+2 points this month

Your reliability score reflects how trustworthy and consistent you are as a connection. Keep up the great work!

 **What Makes Up Your Score**

 **Response Rate**  
How often you reply to messages **95%**

 **Meeting Consistency**  
How often you show up for dates **88%**

 **Community Feedback**  
Positive reviews from **4.8/5**

# Success Metrics & Experimentation Plan

 **Feature: Reliability Score**

**Objective:** Increase meaningful engagement among male users without negatively impacting female experience.

## Weaknesses

**Meaningful Engagement Rate (Male Users)**  
Definition: Percentage of male matches that result in at least 3–5 message exchanges within 7 days.  
Rationale: The goal is not to increase raw matches, but to improve conversation depth and interaction quality. This directly addresses the P0 problem of low engagement and frustration among male users.

 **Secondary Metrics**

- 1. **Male 7-Day Retention** - Ensure improved engagement translates to user stickiness.
- 2. **Average Messages per Match (Male Users)** - Measures depth and quality of conversations.
- 3. **Match-to-Conversation Conversion Rate** - Percentage of matches that lead to at least one response.
- 4. **Daily Active Male Users (DAU)** - Track ongoing engagement consistency.

# Success Metrics & Experimentation Plan

 Guardrail Metrics

1. Female 7-Day Retention - The feature must not negatively impact the female user experience.
  2. Low-Score Male Match Rate - Ensure users with lower reliability scores do not experience excessive visibility penalties.
  3. Churn Rate - No increase in churn due to perceived judgment or unfair scoring.
  4. Complaint/Report Rate- Monitor user sentiment around fairness and transparency.

 Experiment Design (A/B Test)

- Control Group: Standard Bumble experience (no reliability score)
  - Treatment Group: Reliability score visible with breakdown and improvement suggestions
  - Duration: 2–3 weeks
  - Sample Size: Statistically significant male user cohort across key geographies

 Success Criteria

1. The experiment will be considered successful if:
  2.  $\geq 12\%$  increase in meaningful engagement rate (male users)
  3. No statistically significant drop in female retention
  4. No  $>5\%$  increase in churn or complaint rates

# Identify Pitfalls & Mitigations

 Purpose

To identify the most critical assumptions behind the Reliability Score solution, anticipate how the feature could fail during pilot, and define clear detection and rollback mechanisms before full rollout.  
The goal is to proactively design safeguards that protect engagement, marketplace balance, and user trust.

 Primary Detection Signal During Pilot

The single most critical metric to monitor:  
Female 7-Day Retention (Treatment vs Control)  
If this declines significantly, it signals systemic marketplace risk and requires immediate containment.

 Containment Principle

- 1. During pilot, the score will remain:
- 2. Informational first
- 3. Lightly weighted in ranking
- 4. Easily removable from UI
- 5. This ensures fast rollback without major engineering disruption.

# Identify Pitfalls & Mitigations

| Assumption at Risk                                     | Failure Mode                                                                 | Impact | Likelihood | Mitigation (Practical)                                                                                      | Detection Signal                               | Containment / Rollback                                                   |
|--------------------------------------------------------|------------------------------------------------------------------------------|--------|------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------|--------------------------------------------------------------------------|
| Reliability score motivates better engagement behavior | Users feel judged and reduce swiping or conversations                        | High   | Medium     | Use supportive, non-punitive language; avoid red indicators; make score informational during pilot          | Male DAU (treatment vs control)                | Remove score visibility while keeping backend experiment running         |
| Score does not negatively impact female experience     | Female users feel pressured to respond to maintain score                     | High   | Medium     | Clearly communicate that score reflects consistency, not obligation; add "How it works" transparency screen | Female 7-day retention                         | Disable score visibility for female users                                |
| Low-score users will improve instead of churn          | Users with low scores disengage due to perceived penalty                     | High   | Medium     | Do not apply hard visibility penalty in pilot; provide improvement coaching before ranking impact           | Churn rate among bottom 25% score cohort       | Pause ranking weight influence; convert score to informational-only mode |
| Scoring logic accurately reflects meaningful behavior  | Algorithm unfairly penalizes certain usage patterns, leading to trust issues | High   | Low-Medium | Use rolling 30-day average; weight long-term behavior over short-term; manually audit early edge cases      | Support ticket rate referencing "unfair score" | Adjust scoring weights and freeze score updates if required              |