



unle

bumble

Graduate Thesis Presentation

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Human

Connection





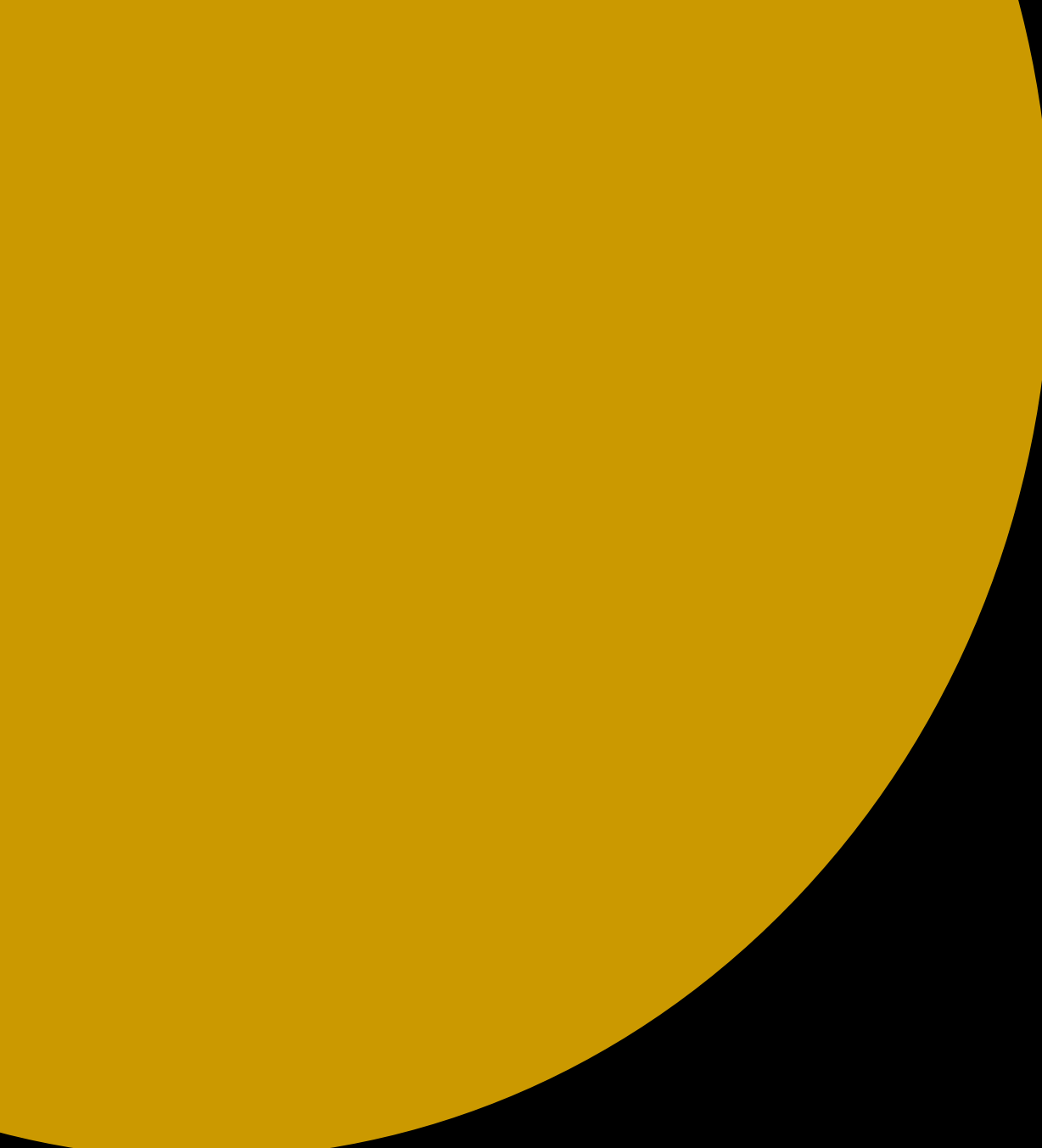
Relationships feel frozen in time,
No one new coming along,
No one known growing closer



Who's feeling this the most?

Individuals who's formative years have been defined by the changes digital transformation has brought with it

Who are strained of the opportunity to build meaningful relationships



studying how brands *inspire* human connection
using technology to empower *real* human interaction

brand

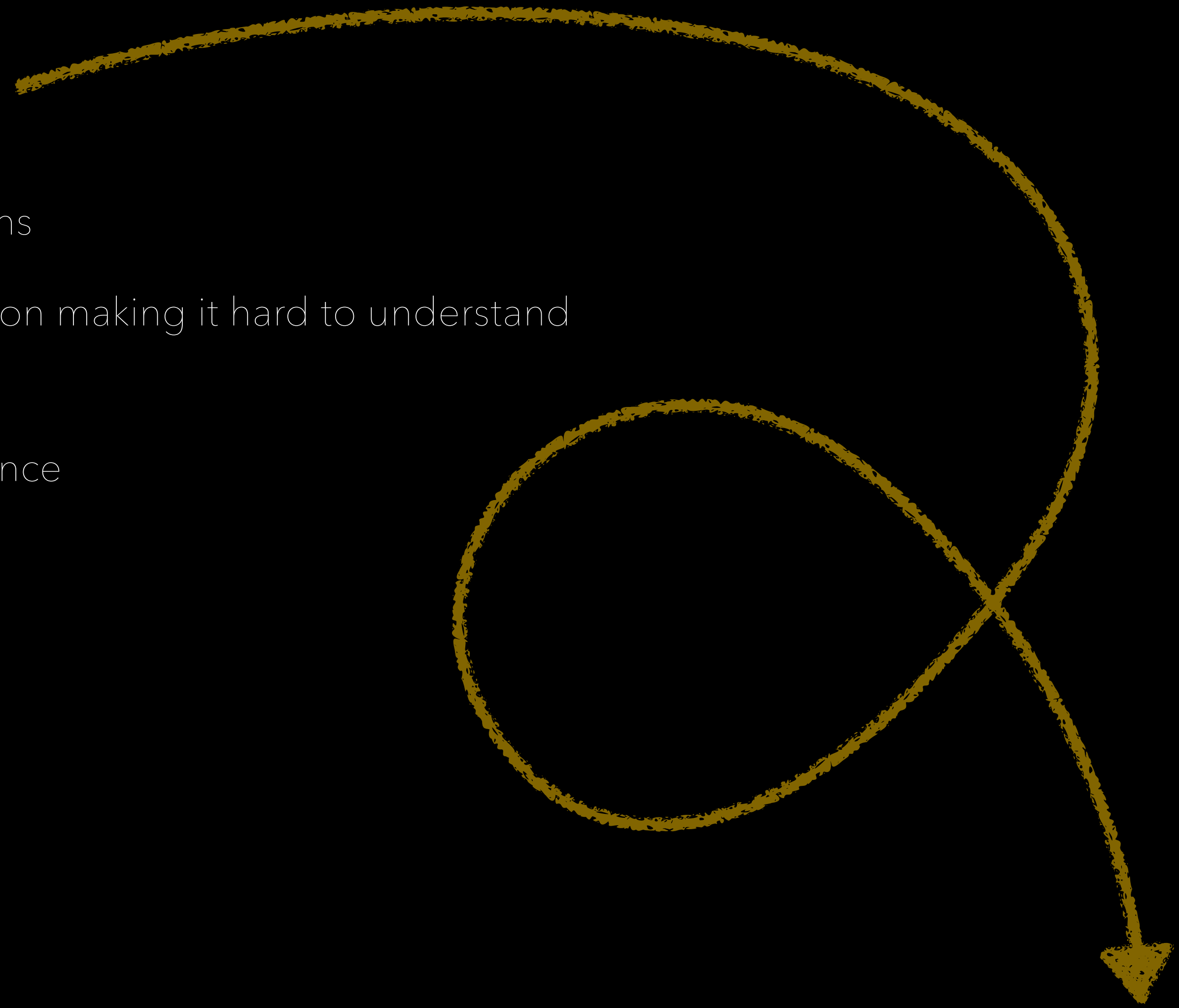
+

technology

Online dating helps
me meet and break
up with someone
without leaving
the house.



- ▶ Connections fading online
- ▶ Burn out through monotonous swiping
- ▶ Inability to carry meaningful in-person conversations
- ▶ Seeing the same people on other dating application making it hard to understand someone's true intentions
- ▶ A lack of differentiation in terms of human experience



Lingering sense of loneliness due to the lack of real, genuine and impactful moments of human connection



Making the first move with bumble, a brand and a technology that's meant to bring people closer to people





Brand Promise

**the
brand
gap**

Human Experience

Brand Promise



Human Experience

The first iwl experience

A physical manifestation of the application that becomes a space to meet your Bumble match for the first time. The space serves as a transition from virtual interactions to connecting with each other in person.

Values

Integrity, kindness, equality,
confidence and respect during
all stages of any relationship,
both online and offline

Attributes

“People” first, a genuine chance,
promise, playful, energetic,
approachable, all things bright,
happy, and yellow

Ambition

To increase the success rate of
people meeting on the
application by creating a transition
between the online and offline
experience of the brand

Statement

“Swipe to meet IRL”

To design a first date experience that
creates a pathway for Bumble
matches to give each other a genuine
chance to connect

brand ladder



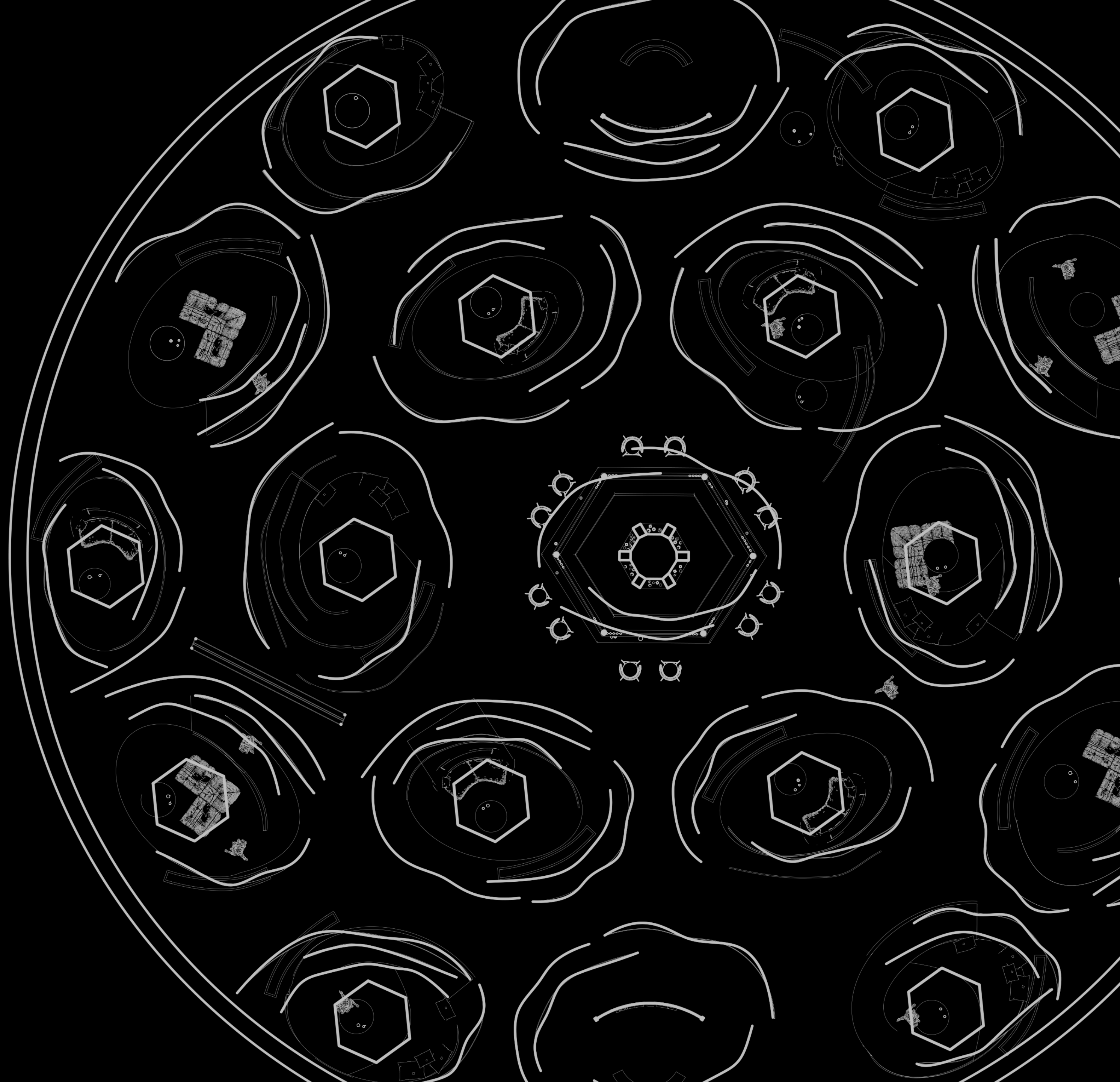
"hey, do you wanna grab a drink?"

A space that symbiotically exists with the Bumble application. A "let's grab a drink" experience that gives you the opportunity to have just the right kind of conversation to meaningfully explore your initial connection with a match. The building blocks of this space are a variety of talking points that help each couple give each other a genuine chance
(and maybe kill the occasional awkward silence....)



3313, Sunset Blvd, Silverlake

“a space that
feels like a
warm cozy **hug**”



Material Palette

Hopeful, Excitement, Butterflies, Comfort, Ease



Organic, Lighting, Bumble Yellow

Spatial Requisites

Privacy

Safety + Comfort

Varied Experiences

Adaptable

Playful

Intimacy + Safety



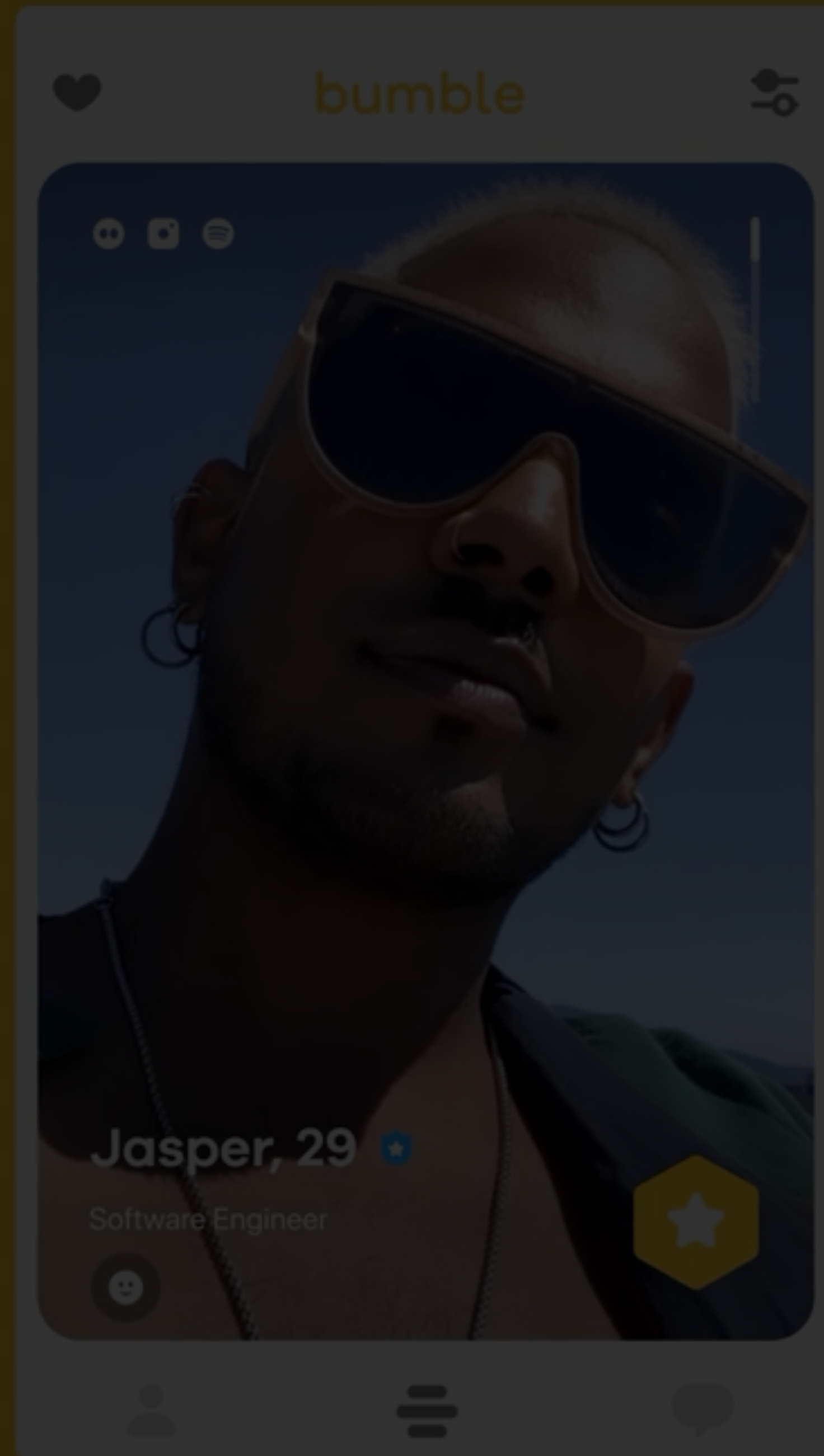
- layered translucency
- varied levels of seating
- seamless movement



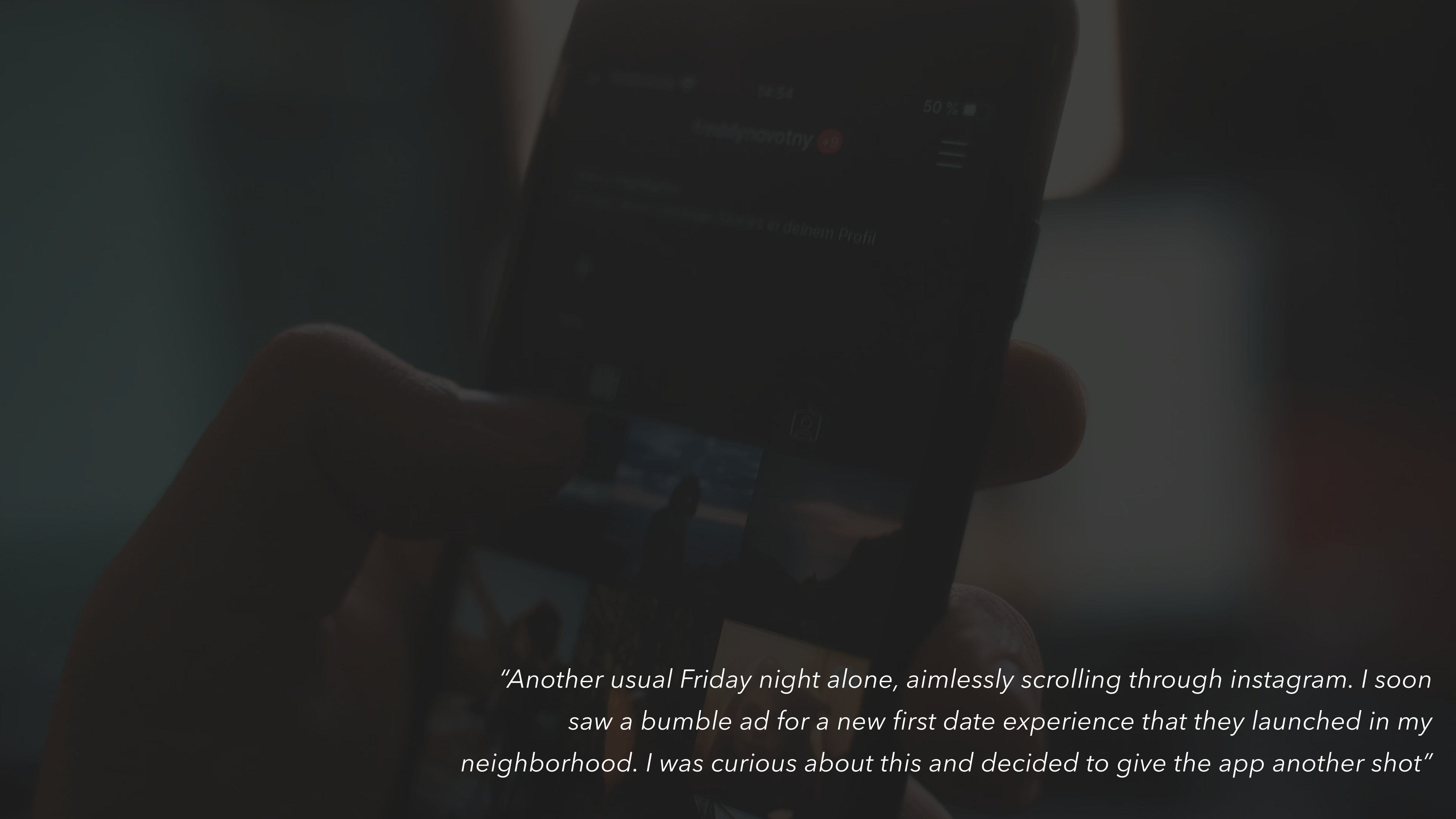
experience

"A story that takes you on a journey of emotions and experiences that are impacted by the spatial elements of this concept"

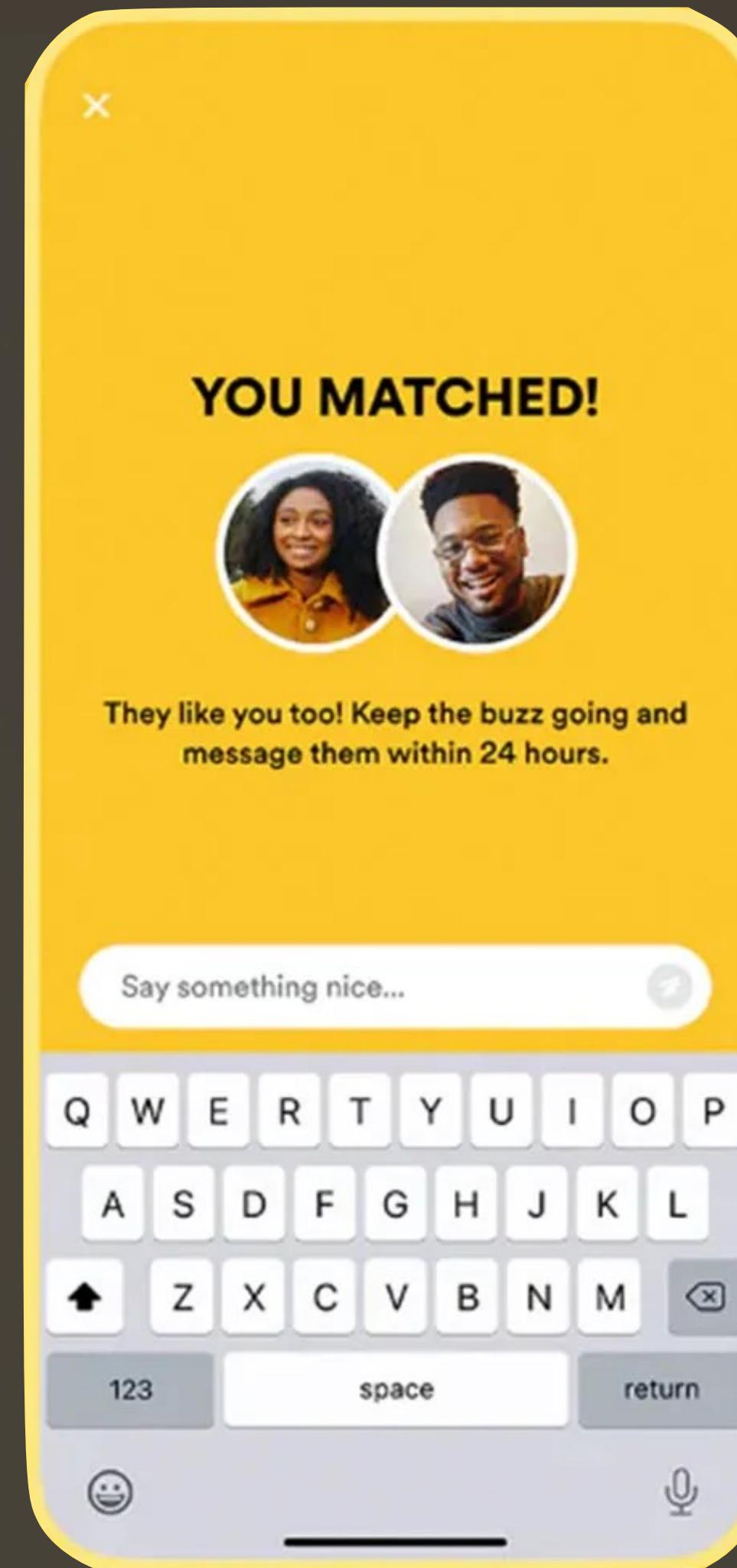
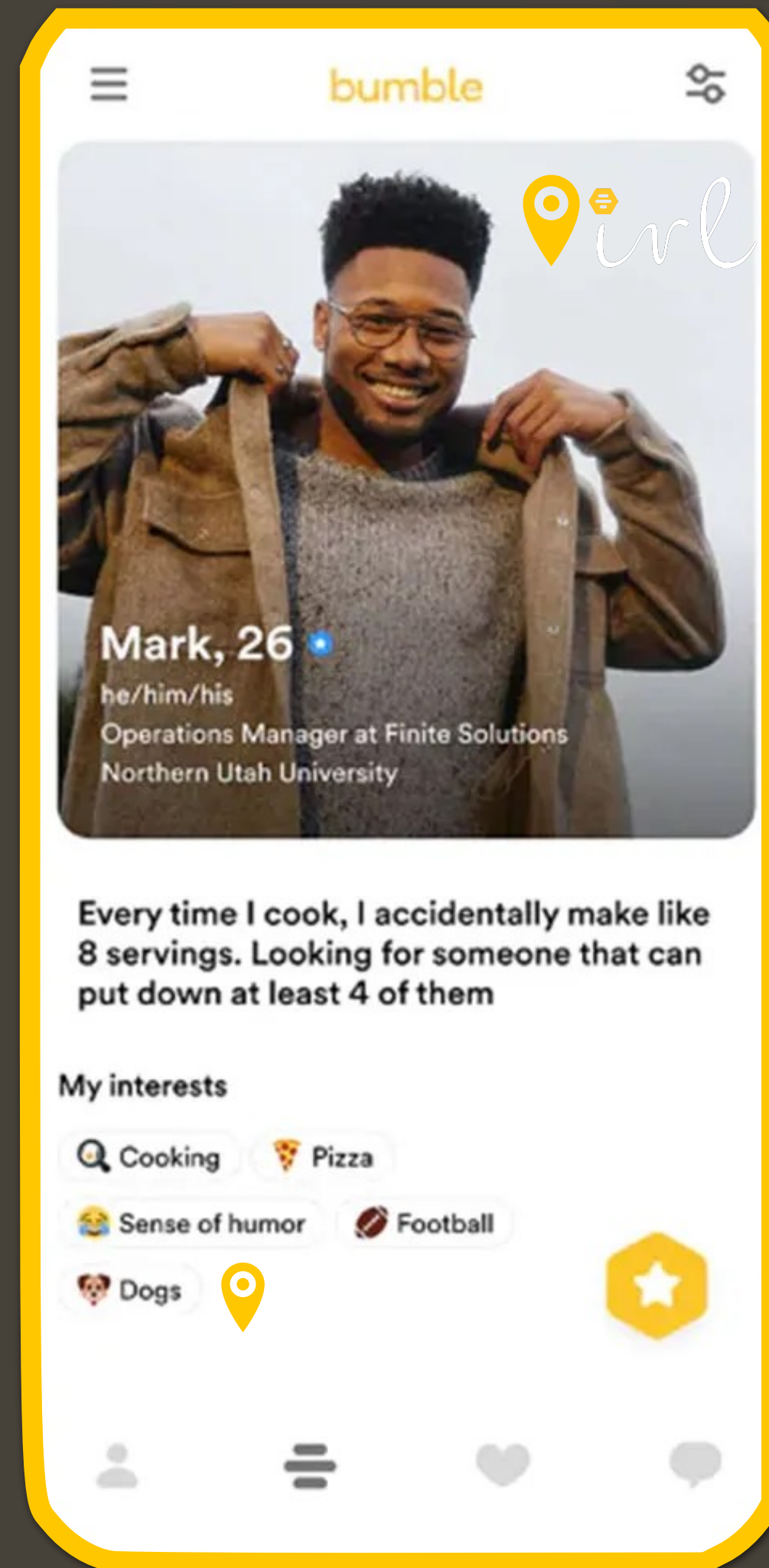
walkthrough



"I was tired of the constant swiping and seeing all my connections fade online. I've never felt this single before"

A hand holding a smartphone displaying a social media profile page. The screen shows a profile name, a bio, and a grid of photos. The phone is held in a dimly lit environment, with the screen being the primary light source. The background is dark and out of focus.

"Another usual Friday night alone, aimlessly scrolling through instagram. I soon saw a bumble ad for a new first date experience that they launched in my neighborhood. I was curious about this and decided to give the app another shot"



"A few more swipes, and I found them. I liked that we both had the Bumble IRL badge. One right swipe and we matched. The first thing we spoke about was how refreshing it was to know that bumble was encouraging it's matches to move offline"



Swipe right on a space that feels more you!



Hold on, there's more!



What's your first date mood?



Looking for good conversation



I'm crushing hard



This feels promising



I want this to be quick!

Set your check in time -

9:30pm



You've got this!

"Soon enough, we decided to meet IRL. It was cool that I could use the app to make a reservation and also set a few preferences. It felt good to have control over how this could begin.."




"I got a sweet deal on my cab fare, using the Bumble IRL discount code. The driver dropped me off at the ride share zone. As I got out of the car, I noticed how a hexagonal portal drew me into the entrance. The doors let through an ephemeral glow of the space inside"



"I walked in feeling welcomed by the host at the check in counter. My conversation with her was comforting. The ambience had a certain buzz that gave me the confidence to keep going.."



"As I was guided to my table, I walked between layers of soft fabric that hung from the ceiling. It was funny how calm yet excited I was to meet my date. I immediately knew that these were the good kind of butterflies"

A modern lounge area with a curved sofa, a round table, and a large plant. The scene is illuminated with warm, golden light. A large, dark green plant is in the foreground on the left. The sofa is a light purple color with several orange and purple pillows. A round, dark purple table with a gold top holds a glass and a small container. The background features a wall with vertical wooden slats and a large, textured, golden wall. A large, purple, textured canopy hangs from the ceiling.

"Our table felt just right. walking down the ramp into a cozy little space was my moment to breathe in, breathe out and relax. The seating felt like a warm hug that comforted me as I waited for my date to arrive. To my surprise, one of my favorite songs began to play and I knew that this was going to be a good night"



“Watching them smile at me as they sat down, made me a little giddy. It was nice to have a little space and still feel like we were sitting together. We both quickly acknowledged how happy we were to be finally meeting in person ”



"It was fun to customize our drink orders on the digital table. I got to learn more about their tastes and heard a few funny college memories, as they screen casted a video onto the table This motivated me to open up a little more too"



"My 'check in' notification buzzed and I realized that we had already spent 2 hours together. As I looked around, I observed that the lighting was dimmer and our space felt more intimate. The music was a great blend of our playlists and personalities."



"Before we decided to leave, our table screen suggested an upcoming event for us to attend together. And now we had our plan for a second date. It was such an effortless way to decide to see each other again"



"While walking through the space, we realized that we weren't the only ones having our first date. It was nice to meet in a space that felt both safe and personal. I smiled to myself as they held my hand on the way out. I was grateful that it had been so easy for us to be ourselves today"

And.....

If this story were to end a little differently





“Even though we had great conversations, we realized that we’re both looking for different things. It’s comforting to know that it wasn’t an awkward goodbye. In fact, I ended up hanging out by the bar for a bit and guess what...

I have another date now”

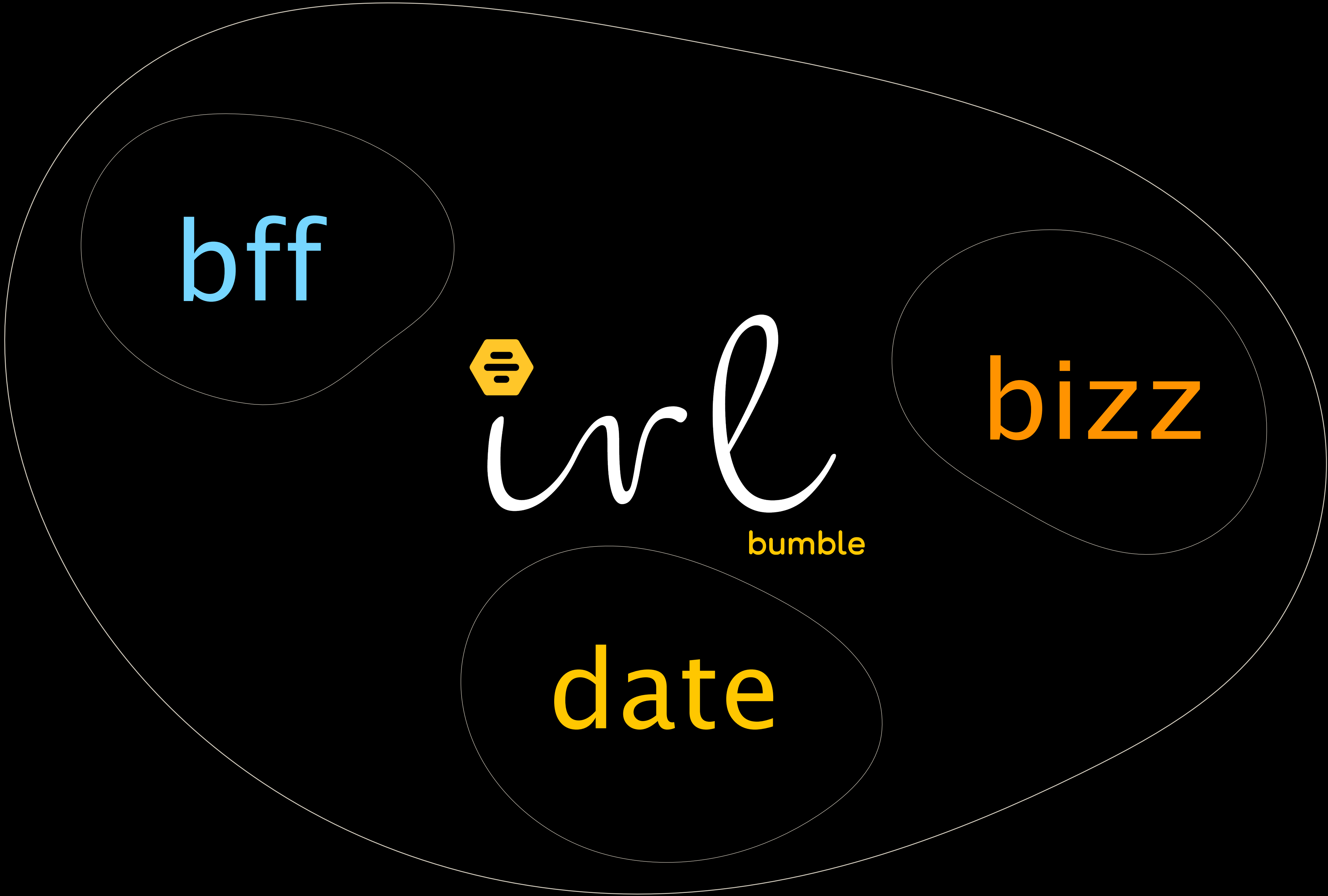
brand

value

“Bumble is for people who want to connect IRL”

This creative concept gives the brand a distinctive identity by differentiating the experience of matching on Bumble, from other online dating applications.

By expanding the brands' focus to extend into first dates and offline interactions, we're giving our users a genuine chance to find their someone special...



TOUCH

Two kinds of touch; One that brings us closer and one that keeps us apart

Reimagining the role technology plays in our lives