# Bumble Founder Discusses Future AI Integrations for Enhanced User Experience



Whitney Wolfe Herd, the founder of the dating app Bumble, discussed future AI integrations within the platform at The Bloomberg Technology Summit on May 9, 2024. She explained that AI might soon be used to enhance the user experience by improving how individuals assess compatibility and foster healthy relationships. Wolfe Herd suggested that Bumble might introduce AI "dating concierges" that would interact with each other to determine compatibility between users, potentially simplifying the user's dating process by selecting the most suitable matches in their area.

This new AI feature aligns with Bumble's foundational principle of creating a safer and kinder digital platform, emphasizing equitable relationships and keeping women in control of their interactions. The company's reliance on AI also aims to maintain the user-centric approach that has characterized Bumble since its inception, where traditionally women were required to initiate conversations with male matches.

These developments come after Wolfe Herd stepped down as CEO earlier in the year, with new CEO Lidiane Jones continuing to explore innovations like these AI enhancements to improve user engagement and interaction on the platform.