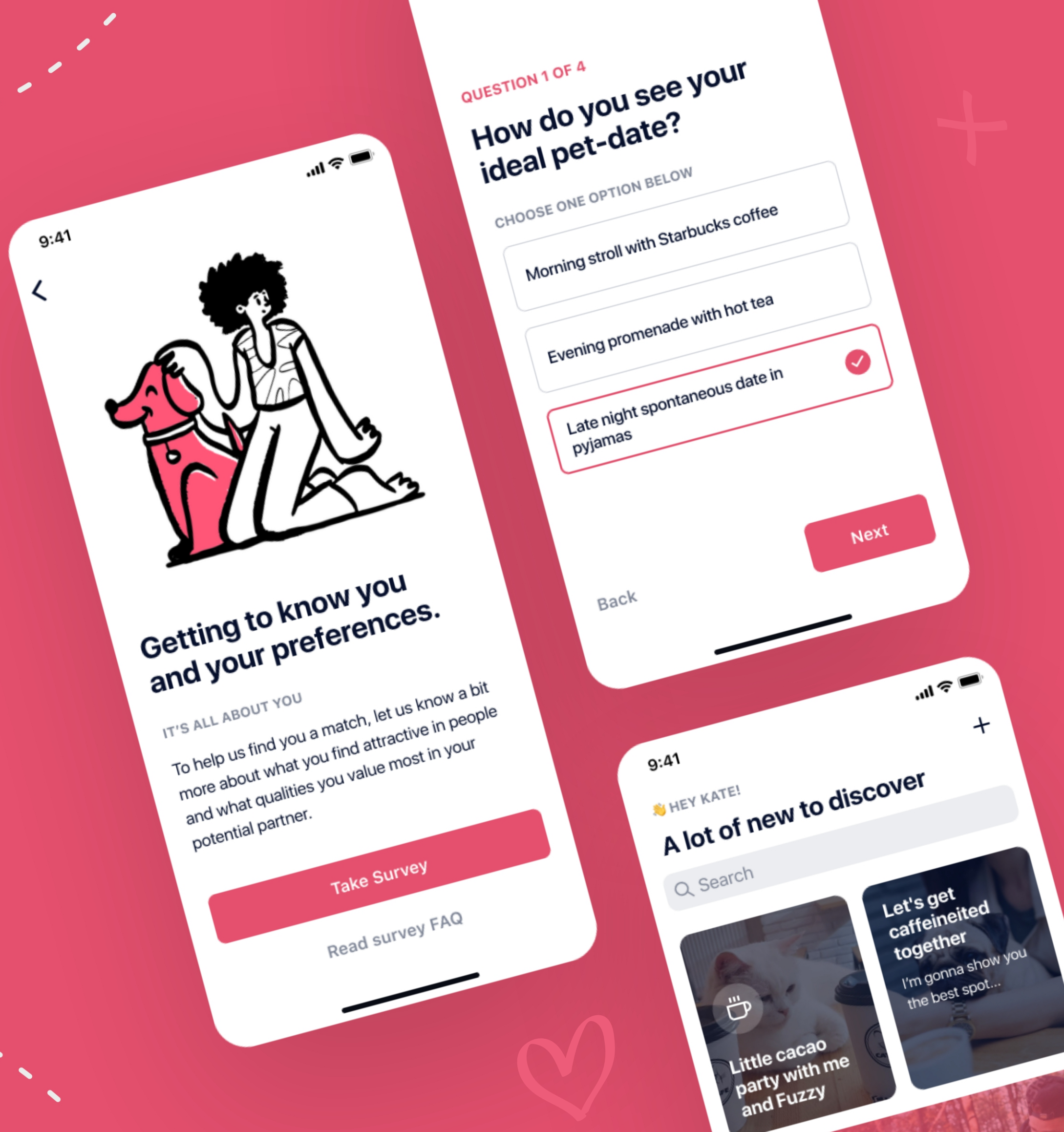
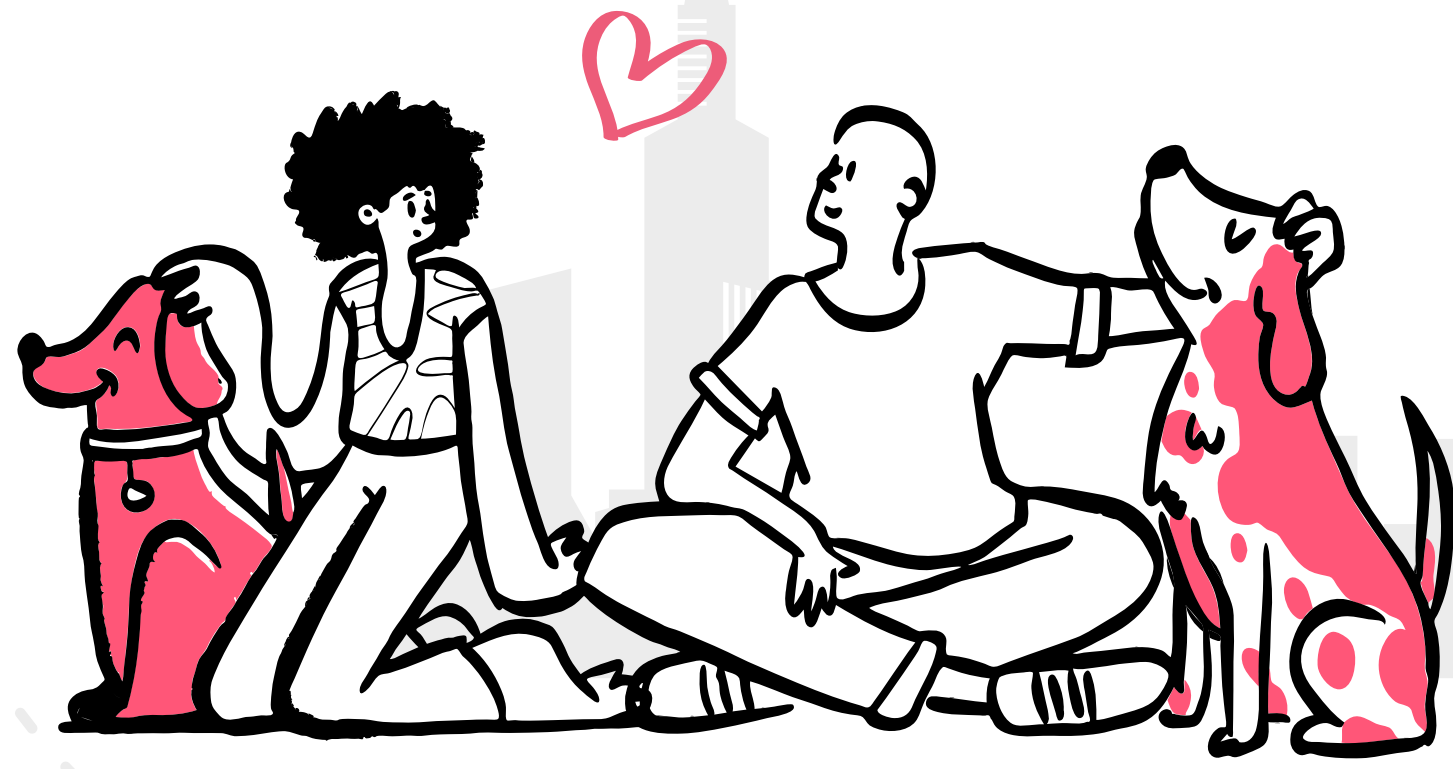


Case Study

# Dating Mobile Application Development



## Client



The Customer is an LA-based couple who wanted Dexis to design and develop a dating mobile application to offer an **affordable, simple, and fun-loving** dating solution offering an intuitive, exciting user experience and an atmosphere of joy and easiness around the whole dating process. The client wanted an app for people who want to romantically connect with someone of a similar mindset.

## Business Challenge

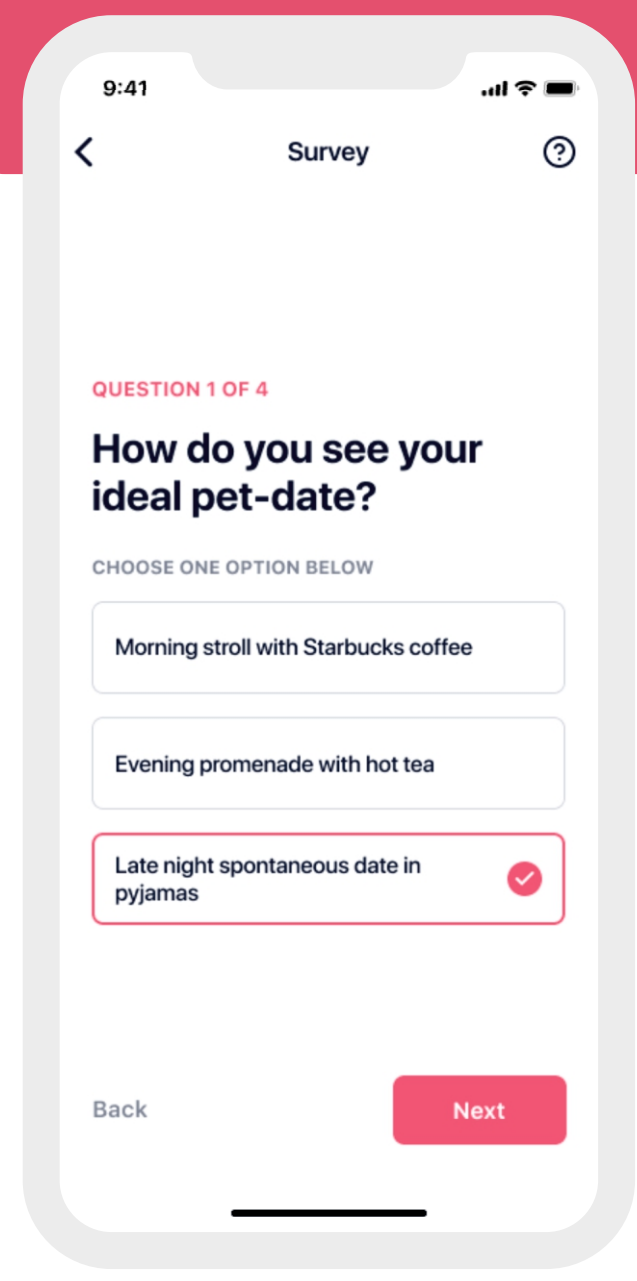
The Client wished the app to provide a new way to socialise with your matches and make the overall dating experience for you and your four-legged friends hassle-free.

Owning a dog or cat is a big part of many people's life and identity that requires time not many people have these days. Looking for a potential partner online comes with the burden to like someone at once. Looking for a partner under the pretext that you have a very significant common interest, immediately removes this need imposed by social networks to like each other and leaves the natural environment to decide this for you.



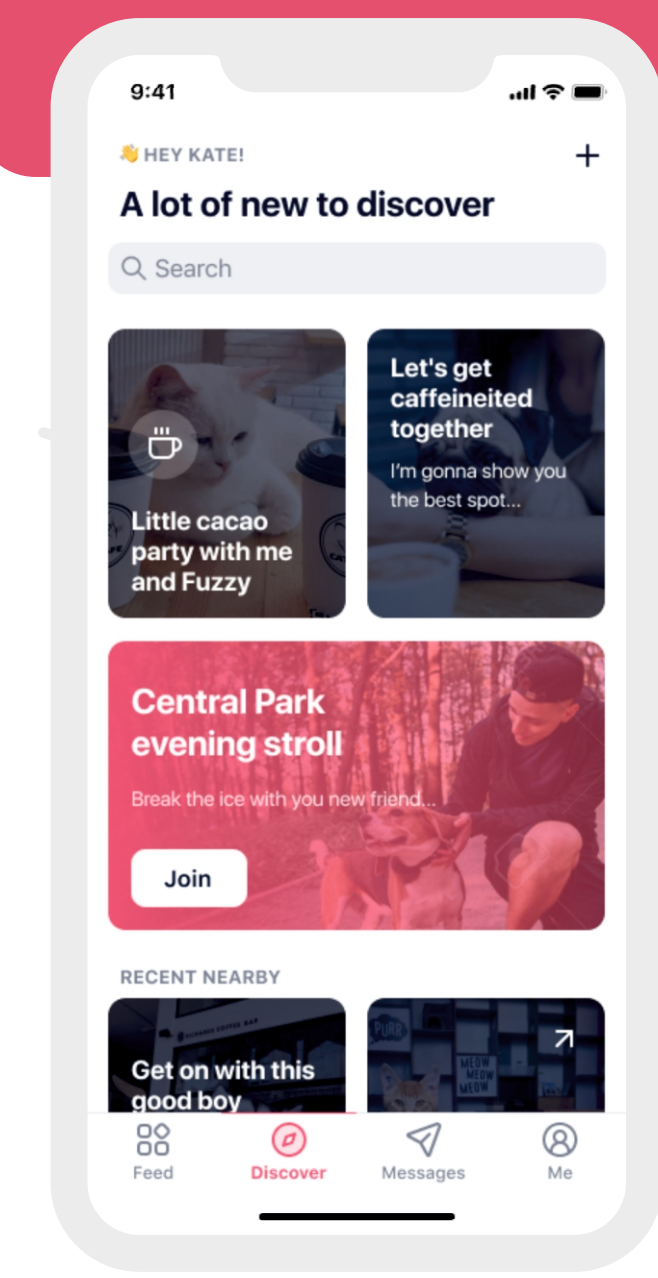
## Solution

Dexis team created an iOS-based mobile application together with the Admin Panel to be able to handle the users flux and some aspects of the app functionality (blog, in particular).



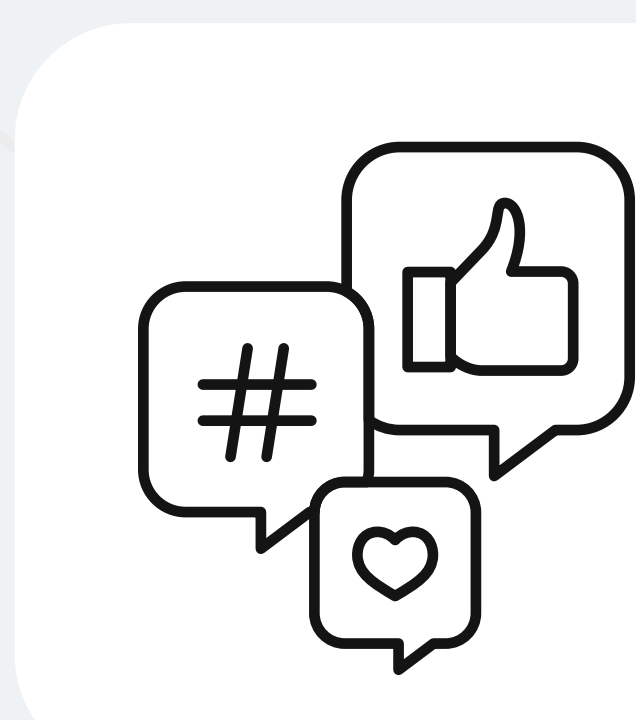
To ensure the interactivens and high engagement at first touch, we ask the user to pass a little survey to determine the potential preferences he has in relationships.

The AI algorithm then suggests the user his matches based on his answers in the order of most suitable to the least suitable match. We diversified the whole "getting-to-know-each-other" process by providing gamification i.e. we encourage users to take part in a little quest in which they must tell each other's likes and dislikes.



To accelerate people communication, we enabled the ability to create meet-ups gathering more than just 2 people to li the barriers of social anxiety between the pet owners, thus increasing the chances of leaving this party together.

## The app made the following possible:



socialising got on a new level



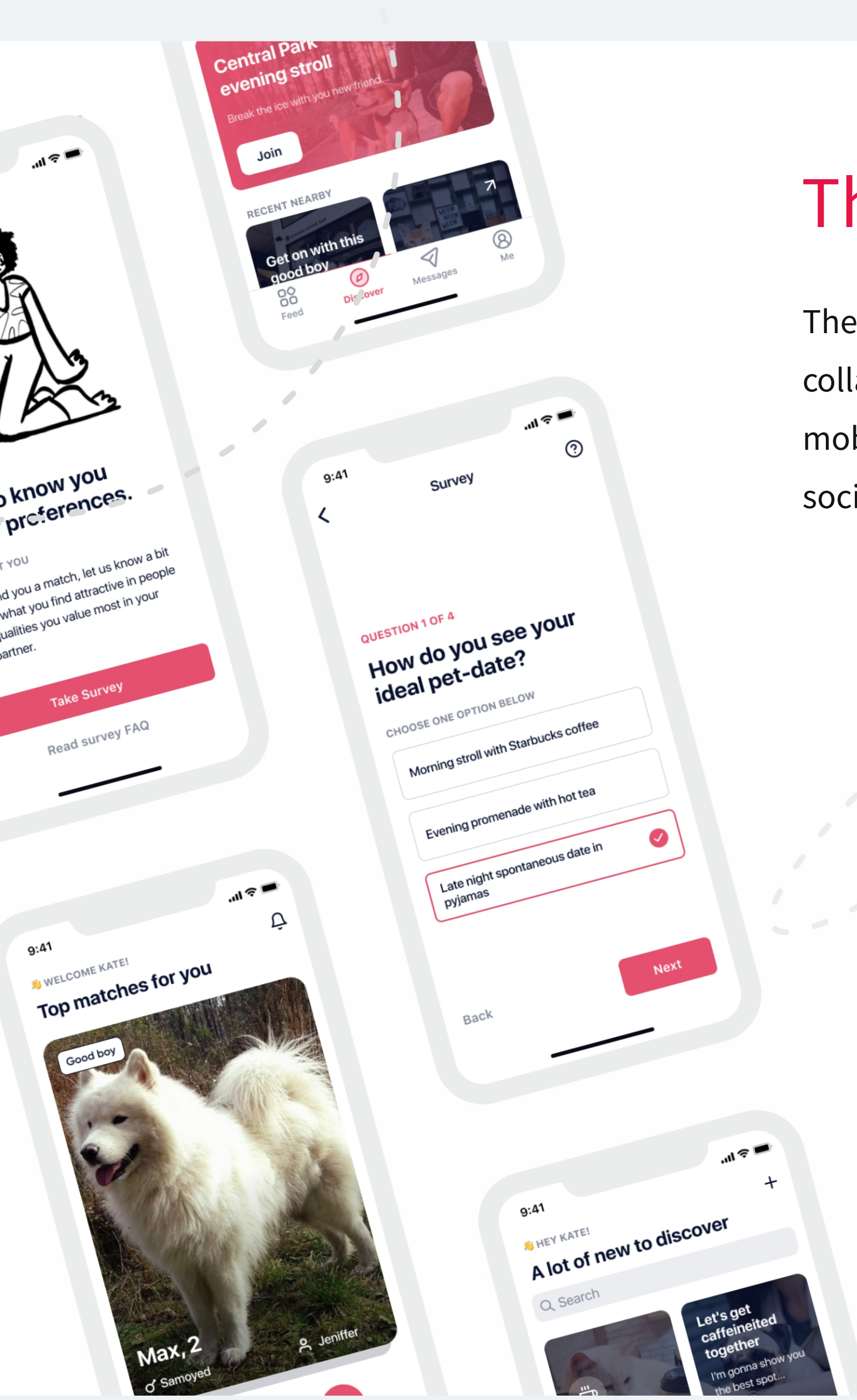
users can now easily find friends or peers to add to their network with the common interest;



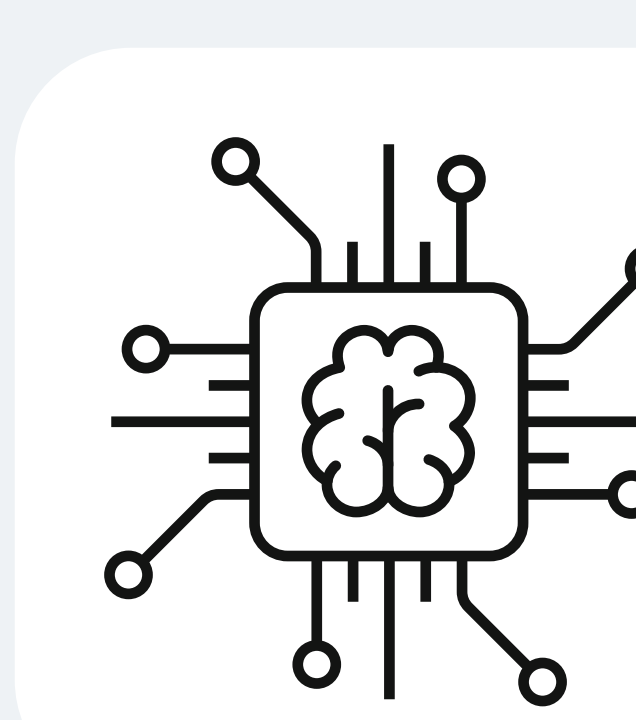
quickly and easily meet men and women in a defined area

## The Project Results

The project is currently undergoing beta testing. During the collaboration, the Customer obtained a high-quality social pet-themes mobile application that provides a fully secure fun smartphone-based social network.



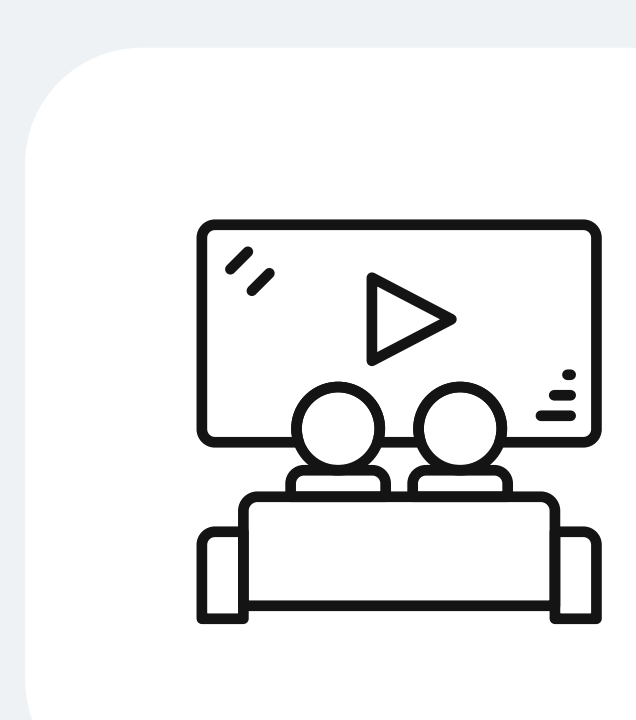
## Tech Stack



**Services**  
Project Management, QA, iOS development, Backend Development



**Country**  
The USA



**Industry**  
Social, Entertainment