# Overview

It is no surprise that online dating is now one of the popular ways to meet new people. Online dating services such as Tinder are being seen increasingly by people as a convenient way for people to find partners. But there is a few things that we think Tinder could do better, So our project is a dating app to do just that.

Did you know that Tinder, one of the most popular dating apps has a Total Tinder users estimated at 66 million (Staff, 2021) worldwide and has been "downloaded over 100 million times on Android’s Google Play Store” (Stancheva, 2020) .

That is a lot of people looking to find love over the internet. Now to break it down a bit further, please look at the graph below.

Machine generated alternative text:
How often do UK/US Tinders users engage with the app? 
Tinder usage frequency 
Several times per day 
Once per day 
Once every few days 
Once a week 
Once every few weeks 
Less often 
UK 
14% 
20% 
16% 
14% 
27% 
US 
17% 
19% 
20% 
13% 
12% 
20% 

(Hashemi, 2018)

Now with all those people using the app this consistently, surely it must be working, well that is where we all think wrong. The limited research out there suggests the probability of a match using dating apps such as Tinder is low, with some studies reporting women find a match about 10% of the time, and men around 0.6% of the time on Tinder. (Karantzas, 2020)

## Motivation:

Mean O'Chutoy's motivation is to help the people, and we believe that we can help. Our application will not be just a swipe right type of dating app, we will ask a few more questions when the user first signs up that helps us identify if the user wants to look for love, or simply just have fun. By separating this main factor into two different pools we think we can bring the matching and dating rates up a bit higher!

## Landscape:

We are aware from the similar systems and products that we will have to compete with, other than the obvious quoted numerous times above, we will also have to rival the likes of Plenty of Fish, Bumble, OkCupid, Match.com and eharmony.

A lot of these sites are comprised of either mostly looking for love or just looking for fun, our application will be able to highlight what the person is looking for and you will only see their profile if their goals meet your own. (With the ones that do both seem to have the lower success rates I.E Tinder)

# References

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