

Vision

Time is precious for our users. Save it for them.
Minimize meaningless options and choices.
Remove options for skimming through hundreds of profiles.
Stay away from offering instant gratification to our users.

As a product our aim is for people to mention HiMy when they tell the story of "How they met each other". We need to strive for maximizing meaningful relations that stem from our app.

Target group

- People who are ready to invest time in getting a good match by knowing more and sharing more rather than spend time skimming through 100's of potential matches and ending up with none.
- People who are not interested in instant gratification of getting likes or matches.
- People in the age of 25 ~ 30 and above which means we are not catering to teens.
- People who are overwhelmed by the number of profiles and matches or lack thereof.
- People who are ready to commit to one relation at a time.
- People who want to know more about themselves.

Needs

- Reduce time spent by users to find partners.
- Guide users subtly towards what they are looking for.
- Remove the swiping and scrolling features of traditional dating apps which consumes time.
- Promote relations than instant gratification.

Product

- Dating app with no options to swipe and scroll.
- Periodic behavioral questions and interests based questions which helps in building a stronger user personality for the ML model and thereby promoting better matches.
- Offer to choose restricted amount of highest potential matches in a periodic basis.
- Restrict at a time matches to one or a few so that user choices and selections become thoughtful.

Business goals

- Target and attract users who are looking for serious dates.
- This niche target group values time which obviously points to another niche or subset who values time over money in a substantial way.
- Increase number of subscribed users which will be the primary source of revenue.
- Premium features like prioritizing profiles are not options for us since we want to treat all users fair and square in the matchmaking process. What we can aim for instead is features like extending a match, analyzing the profile, suggesting improvements and feedback based on inputs. etc
- Integrate native ads and look for sponsorship from products interested in the domain.