Couple platform application

Introduction:

I’m pretty sure that everyone had either tried or heard of tinder. It’s a great application that can hook up two people. The goal of the app is to help you quickly filter and narrow down who you want to hangout with and I admit it does a good job at it. However there are so many dating apps that does the same thing, hooking people up. But they don’t have after support for the couples.

Problem:

The problem is Tinder only does hooks two people up… and that’s it. What about the dating process? What about maybe the couple wants to get married? Honeymoon? There’s google! But google only shows you search results from all over the job and you have to manually visit every search results and find things that are relevant. Take myself for an example. I started dating my girlfriend 6 weeks ago. I met her through my job, without the help of tinder. Because a lot of people on tinder are just looking for “fun”, whereas I’m looking for a more serious relationship. So we started dating and I realize that I don’t know where to take her. For people who’s experienced or have friends who can give dating ideas, they will have an easy time. But for me who’s not that experience, I had to struggle through the process of google dating ideas. But wait, it gets more complicated, there are places you shouldn’t take your date to on the first few dates. There are a bunch of do’s and don’ts. What makes it more complicate is that google give you so much search results, and some are bad advises that people who’ve never dates posts.

Solution:

The solution is actually very simple. We can either be a platform that will consolidate the best results on our ios/android app. So let’s say a couple hooked up on tinder, they decided to meet up. The couple can download our app and here’s where the magic begins. The app will use machine learning technologies and model the user’s preference’s and recommend based on user data. Not only will this app be the go to app for couples looking for dating places, like yep, Couple can also find vacation places. There will be a community built from couples. Couples can post their reviews and cute pictures together. To keep it short, this app target specifically couples that are looking for dating ideas, people who’ve visited the places or have done that can post reviews. There is a sense of community behind this and people feel good helping other people, especially helping couples succeed in a relationship.

Timeline/Cost:

The timeline to built the initial parts will only take a couple weeks(no pun intended). Once the app gets more users, we will add more features to keep users interested. We will also implement features that people recommend, because after all the goal is to make couple’s dating process seamlessly. The cost will just be developer’s salary and marketing. Which will be around 100k. We will make a lot of money from ad and sponsor from places that wants to target couples. For example, Cafes, vacation spots, wedding company, jewelry, gifting company, and the list goes on and on.

Future:

There isn’t really a platform currently that provide this kind of feature and support for couples. I know because I’ve done so much research on them market. The app is meant to be a social media app that will help couples out. Of course, there will always be couples and dating around. So, the app will last as long as there’s still couples. I predict that one of the social media company might buy us out. I will sell it because Facebook will just make a replica and destroy us.