# Topic

During the project proposal, we collectively decided to work on a Dating service for RMIT students as our IT project for this semester. This service was actualized as a website where users can log in with their accounts and start their journey of finding their other half. However, later, we decided to expand beyond RMIT students and expand the reach of our product to not only students from other universities and colleges but also a broader age range. Nonetheless, this product’s primary target audience is still focused on young adults.

To consolidate this shift, we decided to alter our existing product name from “Dating for RMIT” to “BEAT.” The systems for this project are designed for the user’s convenience. As such, this service is no longer only in website form but also a mobile app that users can access at any time and place. Our main objective is to get people out to the dating market and let them get to know new people as soon as possible without the hassle that more conventional dating services offer. Using our no-nonsense preference feature and a free monetary system, anyone can expect to get started just a few minutes after making an account. Combined with a user-friendly UI, a wide array of communication methods, and an intuitive matchmaking algorithm enhanced via Machine Learning, love has never been more effortless.

# Motivation

The primary reason we, the Matchmakers, chose this as our project to work on for this semester is how this project has everything that piques the interest of each member. From Machine Learning to Web Development, these topics gave us the enthusiasm to research and delve deep into these sides of the IT industry without burning out. Furthermore, we were all interested in creating a product that would improve the lives of others, and as a result, choosing a project that could help people find their soulmates only seemed natural.

Through our personal experience and research on current trends in the IT industry, we concluded that dating services are on the rise in Vietnam and that many of Vietnam’s young demographic find it challenging to meet people who share the same hobbies and interests and navigate the dating landscape, especially in this digital age. We were motivated to ease people through this rather tricky progress and guide them toward the path of finding their future loved ones. Working on this project will allow us to demonstrate our programming abilities with various languages and frameworks and our entrepreneurship capabilities to prospective employers.

# Landscape

Numerous companies present in Vietnam supply similar services to our product. Currently, our top 4 competitors in Vietnam include Tinder, Badoo, EZmatch, and Bumble, with Tinder taking the top spot, controlling over 60% of the dating service market [Statista]. However, most of these services only provide a temporary pass for users to take advantage of their services, such as Tinder with its subscriptions and Bumble with their Bumble coins; they force users to pay money to use their services comfortably. Furthermore, these services have gamified their user experience, causing the loss of human connection between users. As mentioned before, our product is more focused on enhancing the user experience rather than the monetary gain of the service. Thus, we aim to provide this service to anyone with an Internet connection, regardless of their financial situation. Moreover, our streamlined preferences setup feature makes it so users can use our services with a couple of clicks and taps without all the hassle present in other dating services.