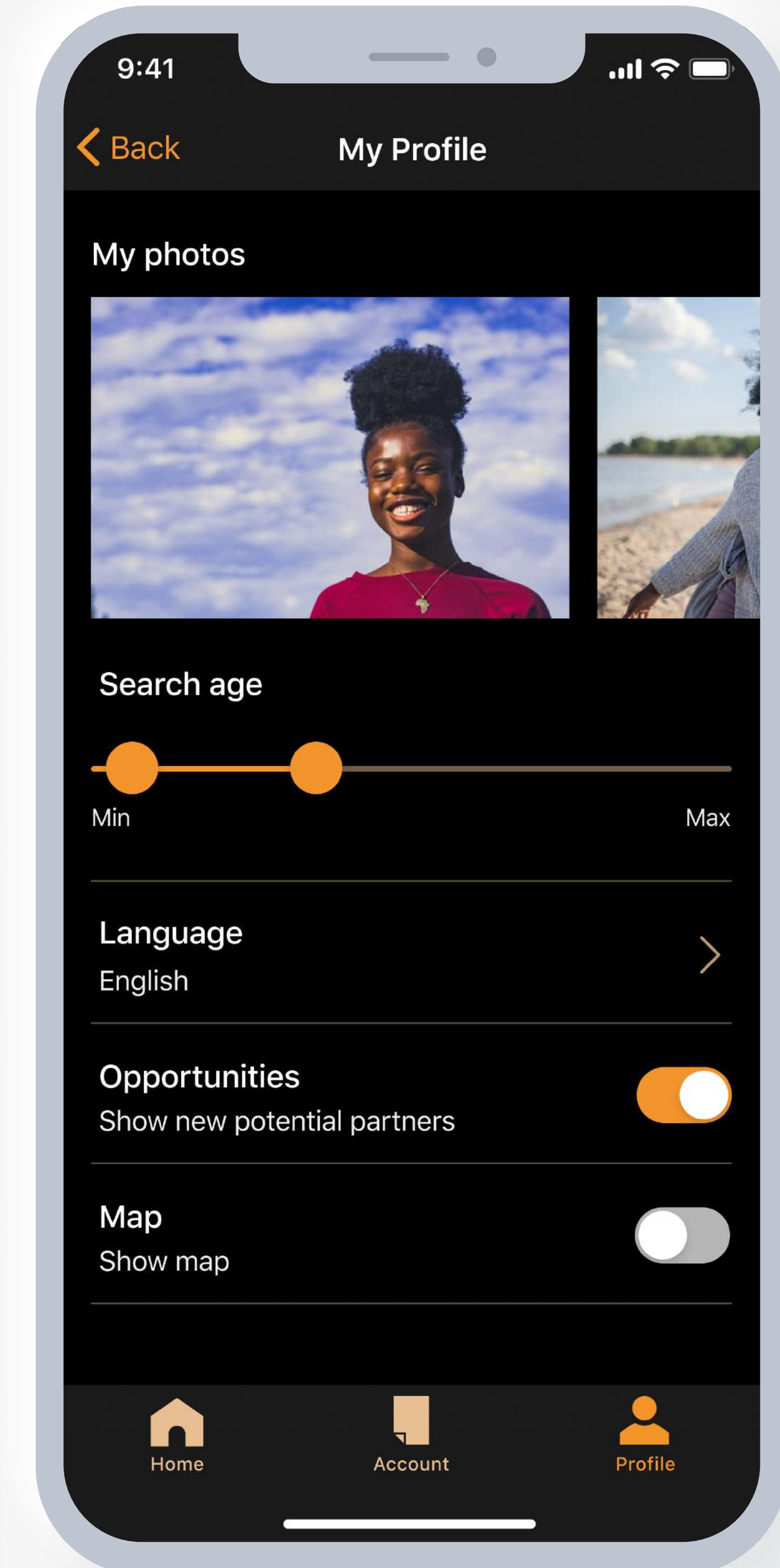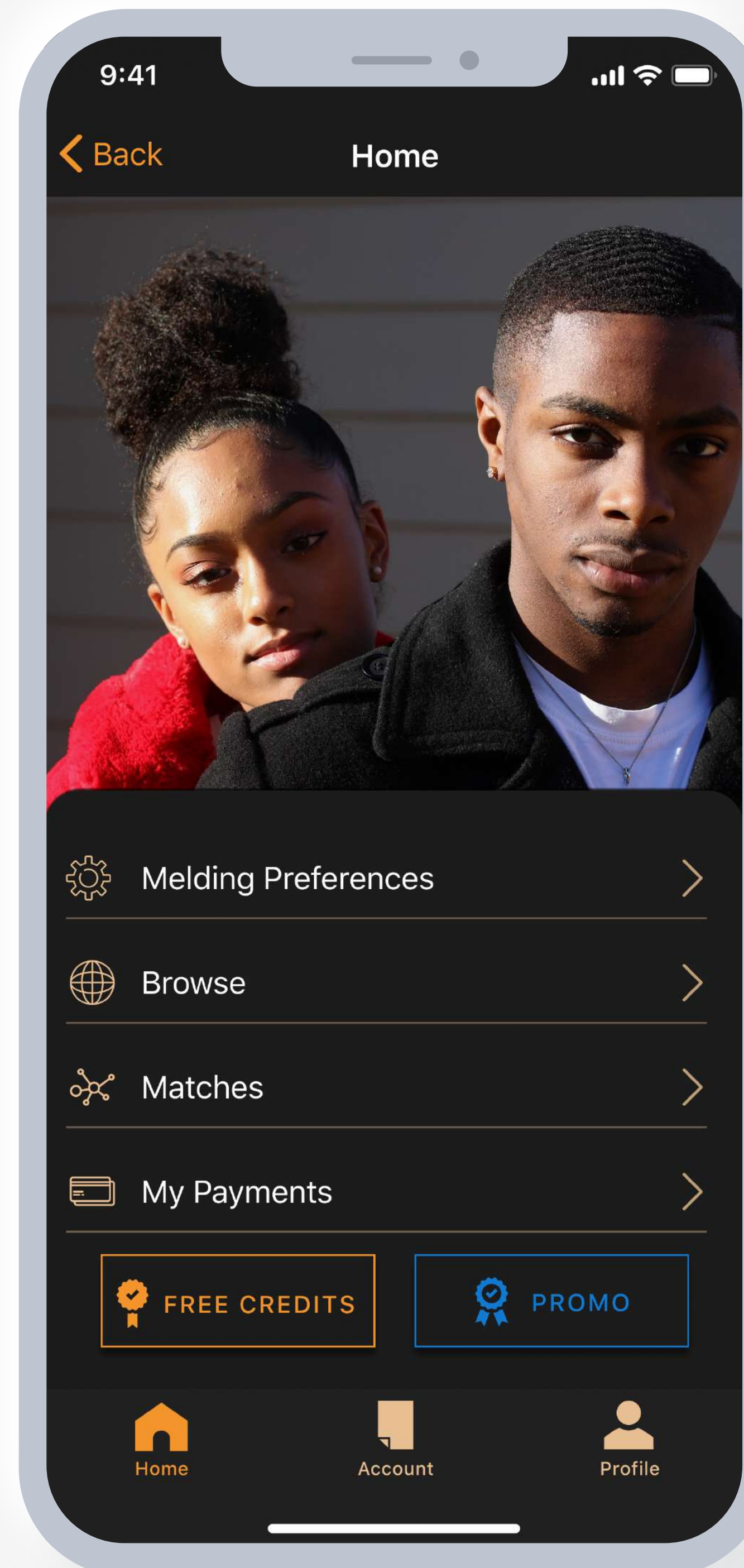TopDevs Inc.

CASE STUDY

Dating Industry

Meld

Supplying a Serious Dating App to Find Quality Matches

How TopDevs made a dating app for single black professionals willing to find romantic relationships and date with alike people.

Project Summary

Meld is a dating application for African Americans that allows them to screen the potential acquaintances for the career path and connect with people of similar interests. It works like a usual dating app where people get the ability to message each other after they prove to have a mutual sympathy.

Country
– USA

Duration
– 7 months

Industry
– Dating

Platform
– iOS

Team
– 1 iOS Developer
– 1 Designer

Services
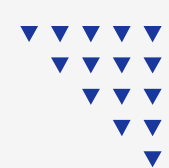– iOS App Development
– UX/UI Design

Target Audience
– African American Professionals

Tech Stack
– FB SDK
– In-App Purchase
– Objective-C
– Parse

Challenges

App founders had got statistics proving that black professionals have the lowest response rate on the ordinary dating platforms.

They have decided to create a specific application which will give more opportunities for finding serious relationships for this group of people.

Our goal was to design a great looking app that will give familiar experience with advanced features for more efficient connections.
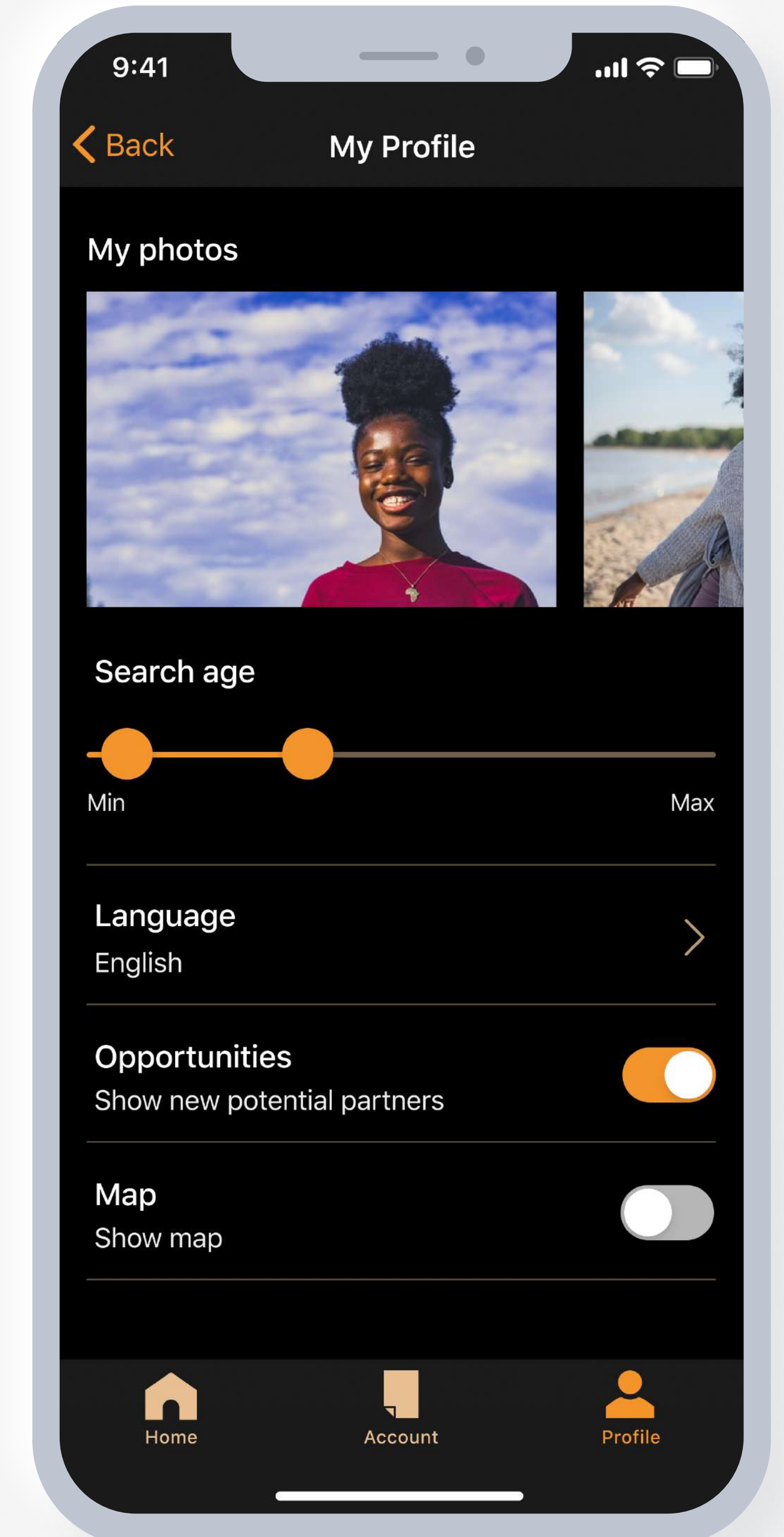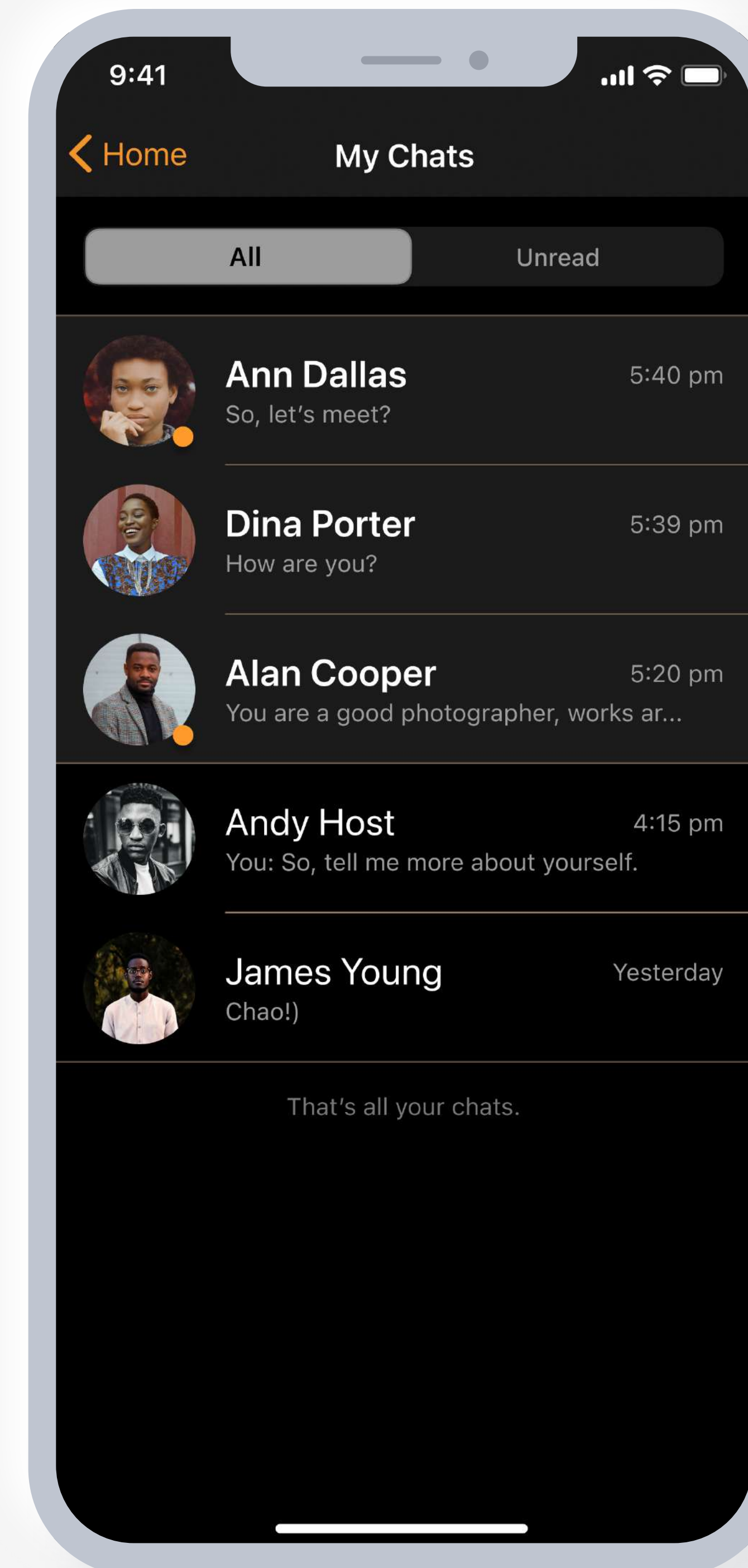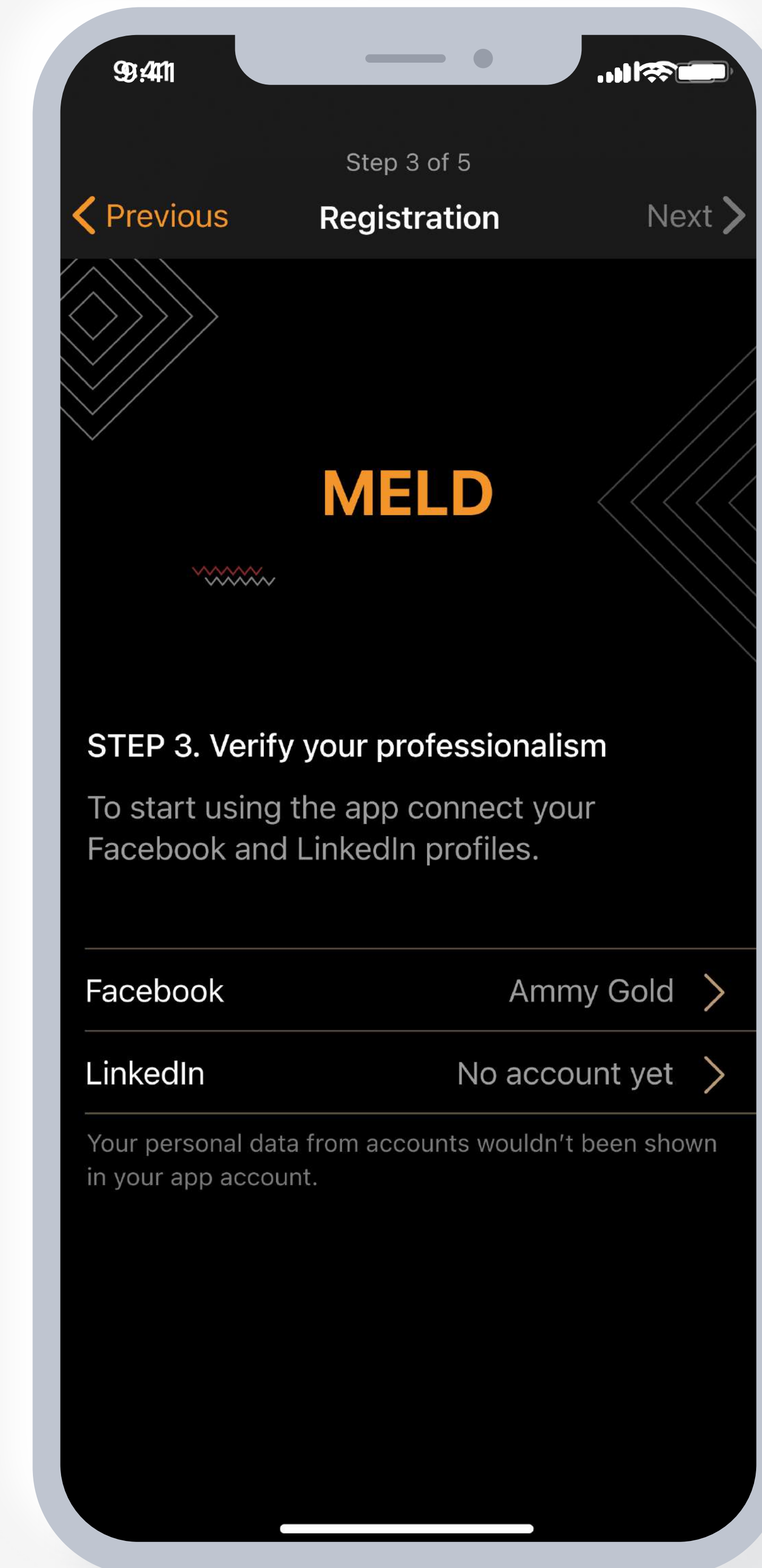
Solutions

Our vision was to present an app that will be understandable for match seekers and at the same time provide additional value for a specific group of people. So we've created a pleasant design and ensured all interactions within the app are fast and easy-to-use. Professional network integration gave an added value and was favorably received by the black community.

1. Facebook / LinkedIn Sign-In

To start using the app users should connect their Facebook and LinkedIn profiles to verify their professionalism though it doesn't require you to show all personal data.

Step 3 of 5

Previous   **Registration**   Next

MELD

STEP 3. Verify your professionalism

To start using the app connect your Facebook and LinkedIn profiles.

Facebook   Ammy Gold

LinkedIn   No account yet

Your personal data from accounts wouldn't been shown in your app account.

Solutions
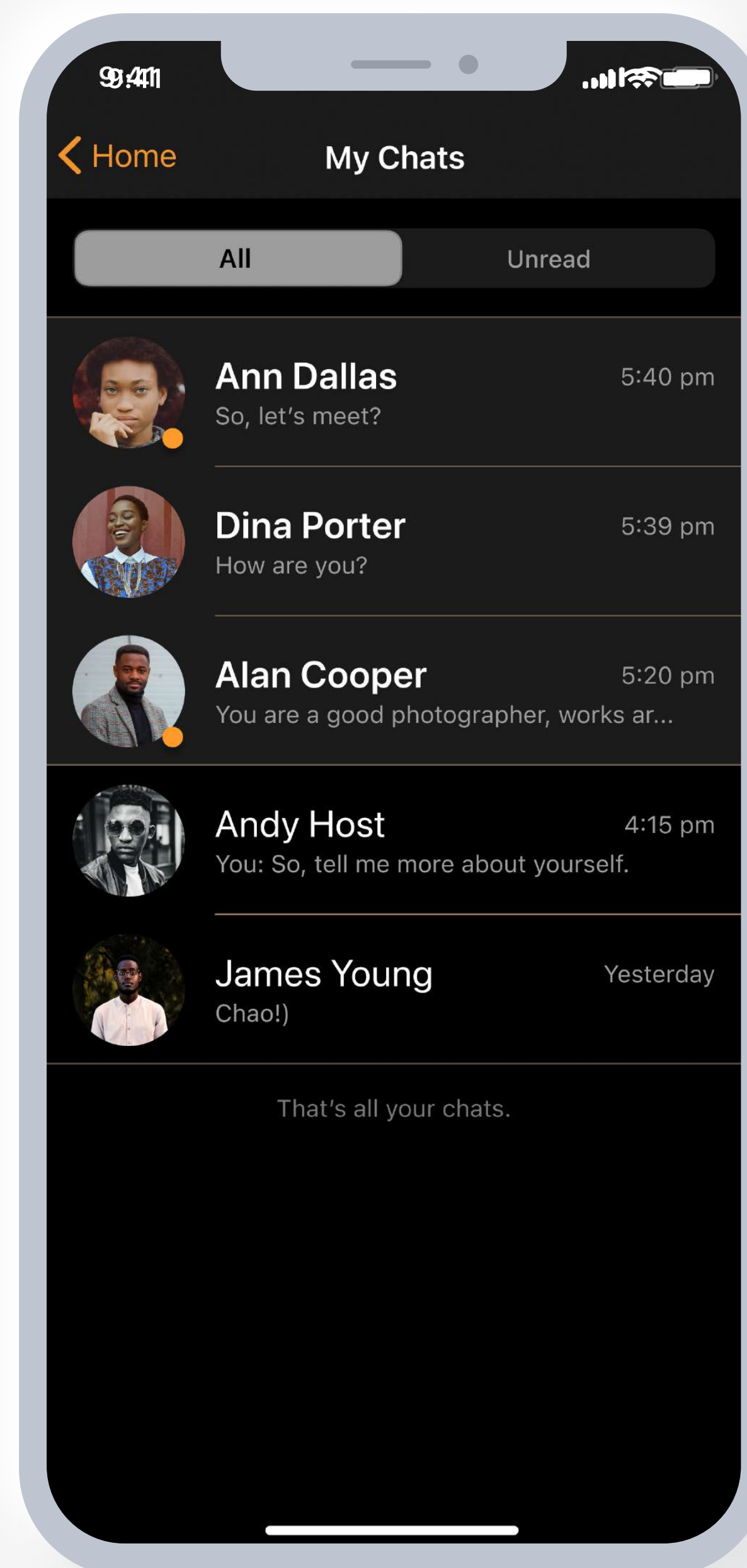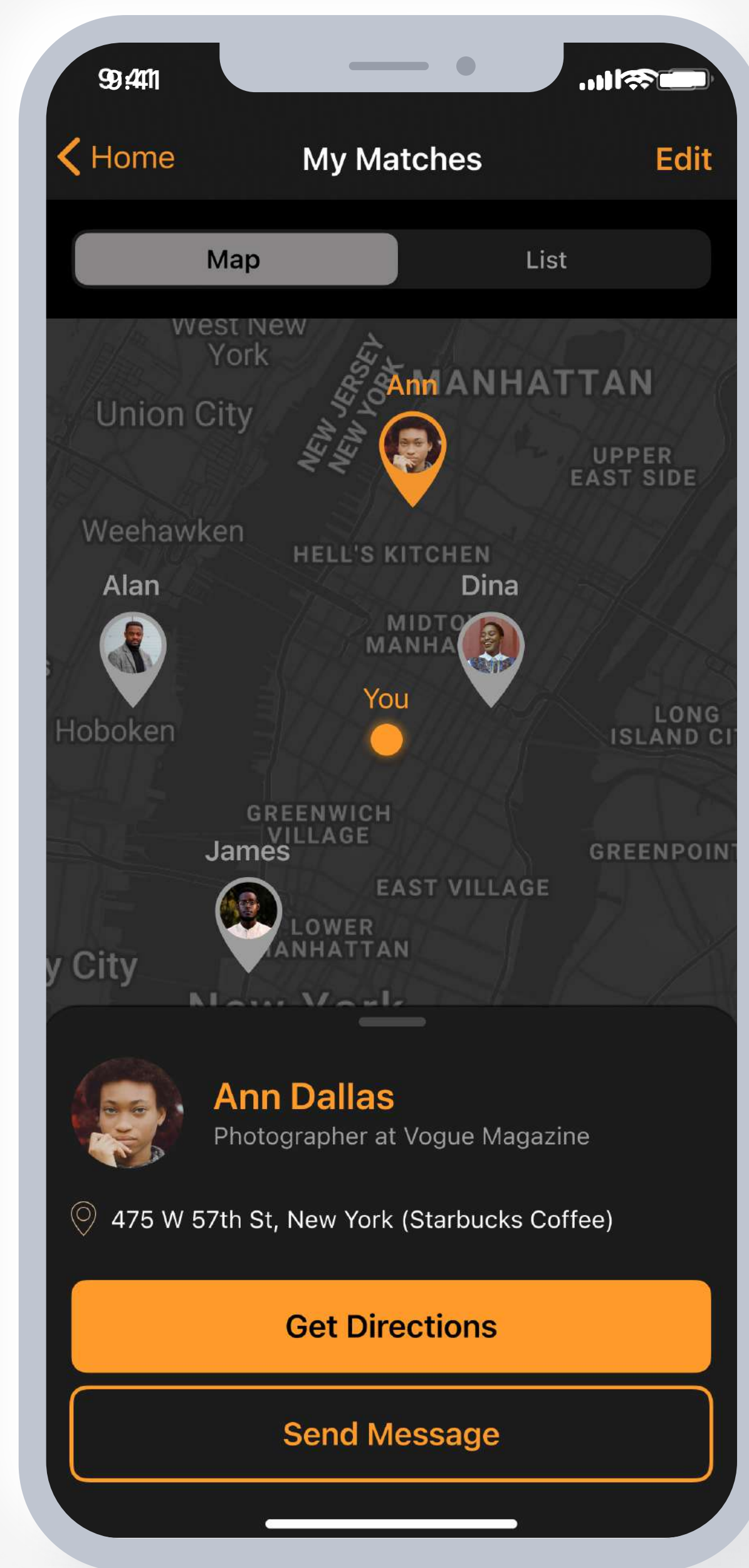
2. Location-Based Suggestions

Users can still choose where to search for new acquaintances and allocate the ones living near them as well as choose other personalized matches.

3. Instant Messaging

Once some person matches the defined criteria and shows mutual sympathy, both individuals can chat with each other and get to know closer.

Results

Our team was driven by the idea to present a unique dating solution for a specific audience with intelligent goals. We've covered the UX/UI design along with the actual mobile app development process.

The Meld application helps black professionals to connect with like-minded people easily and safely. It has already built numerous happy matches and there's more to come.
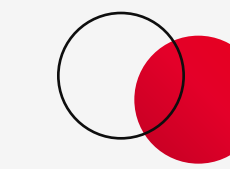
Meaningful Connections

The app helps to meet people with similar interests aiming at serious relationships.

Uniqueness

Users feel themselves special and celebrate their belonging to a certain social group.

OUR WORKING PROCESS

Our Operational Models, Methods and Operational Systems

Operational Models

The TopDevs team cooperates with partners and customers on 2 models: **outsource** (Vendor Collaboration) and **outstaff** (full integration of our experts into the customer's team to solve the issues of the business).

Operational Systems for Project Management

We use the operational system **Jira** to track the progress of the project development, setting and controlling tasks.

Methods for Project Management

When using the outsource model our team deals with the technical implementation of the project. When we implement the project we use one of the **Agile methodologies** (Scrum or Kanban), that allows the product owner to be integrated into the development process. Also, these methodologies allow to quickly respond to the project changes, called with the demand of the customer's business.

End-To-End Development – Process In Action

Discovery Phase

Initial idea discussion and project requirements gathering to get the whole understanding and correctly plan further work.

Estimation & Planning

Detailed project estimation with planning each product development iteration to fully see the comprehensive scope of work.

Product Delivery

All cycle of software development including PM services and QA testing to ensure the product of first-class quality.

Concept & Design

Reasoning out the project architecture with design ideation and interactive prototyping to imagine the future product.

MVP Development

Market validation of a product idea via a minimum viable product to examine the unknowns, test its potential and scale quickly.

Support & Maintenance

Post-release support including feature update and product improvement to tackle the ever-changing market conditions.

WE ARE SPECIFIC

Focus on Native Development

Our experienced native developers create mobile apps and web solutions of exceptional quality.

Smooth Communication

Our clients don't feel the distance with the well-organized ongoing connection and ease in progress monitoring.

Non-Disclosure Agreement

We value your confidentiality and offer NDA signing to protect sensitive information from third-parties.

Full Cycle Development

We take care of all technical aspects of your product delivery from discovery to deployment and more.

11+ Years of Experience

Our development team is always ready to put into practice their rock-solid expertise in iOS app development.

Appealing UX/UI Design

We invest in perfect first impression with inspiring design to exceed user expectations and push brands further.