VISVESVARAYA TECHNOLOGICAL TECHNOLOGY

"Jnana Sangama", Belagavi ,Karnataka,INDIA



Mini-Project Report on

MATRIMONIAL WEBSITE

Submitted in partial fulfillment of the requirement for the award of the degree of **Bachelor of Engineering** in **Computer Science and Engineering**

Submitted By

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DECLARATION

We, ABHISHEK B BURUD, bearing 2JH21CS003, AMOGH P LOKHANDE, bearing 2JH21CS015, SHRIVATSA D DESAI, bearing 2JH21CS094, UMESH LAXMAN NAYAK, bearing USN 2JH21CS115 students of Sixth Semester B.E, Department of Computer Science and Engineering, Jain College of Engineering and Technology, Sai Nagar, Hubballi, declare that the Project Work entitled "Matrimonial website" has been carried out by us and submitted in partial fulfillment of the course requirements for the award of degree in **Bachelor of Engineering** in Computer Science and Engineering from Visvesvaraya Technological University, Belagavi during the academic year 2023-2024. The matter embodied in this report has not been submitted to any other university or institution for the award of any other degree.

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ABSTRACT

In the ever-evolving landscape of finding love, online matrimonial websites have become a prominent force. This project delves into the design and development of a matrimonial website, aiming to bridge the gap between compatible individuals seeking life partners. Traditional matchmaking methods are often limited by social circles and geographical constraints. This project addresses these limitations by creating a digital platform that facilitates connections across diverse backgrounds and locations. The proposed website will offer a user-friendly interface for creating detailed profiles, employing advanced search filters to match individuals based on compatibility criteria like religion, caste, language, education, and profession. Secure communication channels and privacy controls will ensure a safe and comfortable environment for users.

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INTRODUCTION

1.1 PREAMBLE:

The institution of marriage has continuously adapted throughout history, and the 21st century has witnessed a revolution in how individuals find their life partners. The rise of the internet has reshaped the matchmaking landscape, with online matrimonial websites emerging as a powerful force in connecting compatible individuals.

This report presents a detailed analysis of wedlock, a prominent online platform facilitating meaningful connections for those seeking matrimony. Wedlock caters specifically to singles trying to find a life partner (e.g., professionals, a specific religious community, a particular geographical region).

1.2 PROBLEM STATEMENT:

Matrimonial websites aim to solve a multitude of challenges associated with traditional matchmaking methods, offering a more efficient and comprehensive approach to finding a life partner. Here's an in-depth look at the problems matrimonial websites address:

1. Expanding the Pool of Potential Partners:

- Geographical Limitations: Traditionally, finding suitable matches was often restricted by geographical proximity. Matrimonial websites eliminate these barriers, connecting individuals across cities, states, and even countries.
- **Social Circles:** Traditional matchmaking often relies on recommendations from family and friends. Matrimonial websites expand the search beyond immediate social circles, providing access to a wider pool of potential partners with diverse backgrounds and interests.

2. Increased Efficiency and Convenience:

Time Constraints: Busy lifestyles in today's world can make traditional methods of meeting potential partners time-consuming. Matrimonial websites offer a convenient platform to browse profiles, send messages, and connect with compatible individuals at their own pace.

• Active Search vs. Passive Waiting: Traditional matchmaking relies on chance encounters or recommendations. Matrimonial websites empower users to actively search for partners based on specific criteria, increasing their control over the process.

3. Enhanced Profile Matching and Compatibility Analysis:

- **Beyond Superficial Traits:** Traditionally, matchmaking might focus on physical appearance or social status. Matrimonial websites allow users to create detailed profiles including education, career goals, hobbies, and even religious beliefs. This facilitates matching based on deeper compatibility factors.
- Matching Algorithms: Many matrimonial websites utilize sophisticated algorithms that
 consider various user preferences and profile details to recommend compatible matches.
 This can save users time and effort in filtering through irrelevant profiles.

4. Addressing Societal Pressures:

- Parental Pressure: In some cultures, there might be societal pressure to get married.
 Matrimonial websites offer a platform for individuals to find suitable partners without solely relying on parental arrangements.
- Stigma Around Arranged Marriage: While arranged marriages are common in some
 cultures, there may be a stigma attached to them. Matrimonial websites provide a more
 modern and self-directed approach to arranged marriages, where individuals have more
 control over the process.

5. Addressing Specific Needs:

- Religious or Cultural Matchmaking: Some websites cater to specific religious or cultural communities, allowing users to find partners who share their traditions and values.
- **Second Marriages:** Matrimonial websites can provide a safe and supportive space for individuals seeking a second marriage after divorce or widowhood.

Overall, matrimonial websites aim to streamline the process of finding a life partner by offering a wider pool of potential matches, increased efficiency, enhanced compatibility analysis, and a way to navigate societal pressures around marriage. It's important to note that matrimonial websites are just a tool, and the success ultimately depends on individual effort, communication, and a genuine connection between potential partners.

Existing method: The traditional method of finding a partner for yourself was split into two types, either people fell in love and chose their life partners, or they would provide their details to a broker who would suggest them a group of people who might be interested in them

Proposed method: The proposed method of finding a partner just eliminates any third person(broker) from the entire process, this method allows users to get on a platform where they can find their life partner for themselves, the platform allows users to display all their qualities in detail and the website can hold a large number of profiles which any broker just cant.

1.3 OBJECTIVE:

The primary objective of a matrimonial website is to facilitate meaningful connections between compatible singles seeking life partners. Here's a breakdown of some key objectives:

1. Connect Compatible Users:

- Provide a platform for users to create detailed profiles that highlight their interests, values, and relationship goals.
- Implement advanced search filters to allow users to find matches based on specific criteria like religion, education, profession, and lifestyle preferences.
- Utilize compatibility matching algorithms (optional) to suggest suitable partners based on profile information and personality assessments.

2. Enhance User Experience:

- Create a user-friendly and intuitive platform that is accessible on various devices (desktop, mobile).
- Offer a streamlined registration and profile creation process.
- Continuously improve the platform based on user feedback and data analysis.

3. Foster Safe and Secure Communication:

- Ensure user privacy and data security through robust security measures.
- Offer secure communication channels like messaging, and potentially video chat, to facilitate interaction between potential matches.
- Provide features to report suspicious activity or inappropriate behavior.

1.4 SCOPE OF THE STUDY

Here, we will embark on a comprehensive exploration of the website's functionalities and user base. Key areas of focus will be:

- User Demographics: We will delve into the characteristics of the individuals who utilize the platform, examining factors like age, location, educational background, and potentially income level (if collected). Understanding this demographic will provide valuable insights into the user base and their specific needs.
- **Growth and User Engagement:** By analyzing figures such as total registered users, new user signups, and active user statistics, we can assess the website's growth trajectory and user engagement levels. This analysis will reveal how effectively the platform attracts and retains users.
- Success Stories: One of the most compelling aspects of matrimonial websites is their ability to foster lasting connections. This report will explore success stories (if data is available) - real-life examples of couples who met and married through the platform. Showcasing these successes demonstrates the website's positive impact on users' lives and strengthens its credibility.
- Monetization Strategies (if applicable): We will explore the business model of [Name of Matrimonial Website], examining revenue streams such as paid subscriptions and value-added services. This will shed light on the platform's financial sustainability and its strategies for creating value for both users and the company.
- Mobile App Usage (if applicable): In today's mobile-centric world, many matrimonial websites offer dedicated mobile apps. We will analyze app downloads, active users, and engagement within the app to understand how users are interacting with the platform on the go.
- User Satisfaction: By including survey results or feedback scores, we can gain valuable insights into user experience and satisfaction with the platform's features and functionality.

Through this in-depth examination of wedlock's user base, engagement metrics, and success stories, this report aims to provide a comprehensive picture of the platform's effectiveness in facilitating meaningful connections within the online matrimony landscape.

LITRETURE SURVEY

The rise of online matrimonial websites has significantly impacted how individuals find life partners. This literature survey explores various research studies and publications to understand the current trends, challenges, and opportunities within the online matrimony industry. Here's a breakdown of key areas of focus:

1. User Motivations and Preferences:

- Research by s. Rama Gokula Krishnan (Year 2022) in "A Study on Matrimonial Sites in India " examines the factors influencing user registration on matrimonial websites. Understanding user motivations (e.g., seeking compatibility, efficiency) helps platforms cater to user needs effectively.
- A study by Jiban K Pal (2015) in "Review on matrimonial information systems and services – an Indian perspective " investigates user preferences regarding search filters, profile features, and communication tools on matrimonial websites. By aligning with user preferences, platforms can enhance the matchmaking experience.

2. Impact of Technology:

- The article "A study by Jiban K Pal (2015) in "Review on matrimonial information systems and services – an Indian perspective "explores how advancements in artificial intelligence (AI) and machine learning are being utilized by matrimonial websites to create more sophisticated matchmaking algorithms. These advancements can lead to more relevant matches for users.
- The research paper " A Study on Matrimonial Sites in India " by Dr. S. Rama Gokula Krishnan (2018) examines the increasing role of mobile apps in online matrimony, analyzing user behavior and engagement patterns within mobile platforms. Understanding mobile usage trends is crucial for optimizing the mobile app experience.

3. Cultural and Societal Considerations:

- The book "[Book Title]" by [Author] (Year) analyzes the impact of online matrimony on traditional matchmaking practices in specific cultures or regions. Understanding cultural nuances is important for platforms to cater to diverse user bases.
- The journal article "[Title of Article]" by [Authors] (Year) explores the potential challenges faced by users on matrimonial websites, such as issues of privacy, safety, and unrealistic expectations. Addressing these challenges helps create a secure and trustworthy platform.

4. Success Rates and Metrics:

- A case study by Harsiman Julka(2013) on Matrimony portals making serious efforts to counter rising tide of divorces, ensure lasting unions analyzes the website's success rate in facilitating marriages and explores the factors contributing to successful matches. Understanding success factors helps platforms refine their matchmaking processes.
- Link: https://economictimes.indiatimes.com/tech/internet/matrimony-portalsmakingserious-efforts-to-counter-rising-tide-of-divorces-ensurelastingunions/articleshow/20768944.cms?from=mdr
- The research report "Harsiman Julka" by Times now (2011) examines key performance indicators (KPIs) used by matrimonial websites to measure user engagement and platform effectiveness. Analyzing these metrics helps platforms track growth and optimize their services.

5. Future Trends and Opportunities:

- Industry reports by Times of India(2021) and 4 Digital matchmaking trends to look before Readmore for enrolling at: http://timesofindia.indiatimes.com/articleshow/86000021.cms?utm_source=contentofint erest&utm medium=text&utm campaign=cppst.
- explore emerging trends in the online matrimony space, such as the use of virtual reality (VR) for enhanced profile presentations or the integration of psychometric testing for deeper compatibility analysis. Anticipating future trends allows platforms to remain competitive and innovative.

SOFTWARE REQUIREMENTS SPECIFICATION

3.1 Functional Requirements

- User Authentication: Users must be able to register, log in, and log out.
- **Add New Profile**: Users should be able to create new profile entries.
- View Existing Profile: Users should be able to view their existing profile details.
- **Delete Profile**: Users should be able to delete their Profile.
- **Photo Upload**: Users should be able to upload photos to their Profile.
- Entry Search and Filter: Users should be able to search and filter profile based on gender, religion, age and language.
- Shortlist and like: Users can shortlist and like other Profiles, which can be viewed later.
- **Interact with shortlisted profiles**: Users should be able to easily send messages to selected profiles using our simple messaging system.

3.2 Non-Functional Requirements

- Scalability: The website should be capable of handling a growing number of users and profiles without performance degradation.
- Reliability: The website should maintain an uptime of at least 99.9%, ensuring consistent availability for users under normal condition.
- Security: User data, including personal details, messages, and photos, should be securely stored.
- Usability: The user interface should be easy to navigate, catering to the target user demographic.
- **Compatibility:** The website should function seamlessly across various desktop browsers.
- Performance: The website should load quickly and efficiently, providing a smooth user experience even during peak usage times.
- Maintainability: The codebase should be modular and well-documented to facilitate updates, debugging, and general maintenance.
- Scalability: The website should be capable of handling an increasing number of users and profiles without performance degradation.

3.3 Software Requirements

Software requirements deals with defining resource requirements and prerequisites that needs to be installed on computer to provide functioning of an application. The minimal software requirements are as follows. • Operating System: Linux/Windows

Web Technology: Node.js

Frontend: HTML, CSS, EJS

Backend: Express.js, Node.js

Database: MySQL

IDE: Visual Studio Code

HTML:

HTML, which stands for Hyper Text Markup Language, is the predominant markup language for web pages. It provides a means to create structured documents by denoting structural semantics for text such as headings, paragraphs, lists etc as well as for links, quotes, and other items. It allows images and objects to be embedded and can be used to create interactive forms. It is written in the form of HTML elements consisting of "tags" surrounded by angle brackets within the web page content. HTML determines the structure of web pages. This structure alone is not enough to make a web page look good and interactive. So you'll use assisted technologies such as CSS and JavaScript to make your HTML beautiful and add interactivity. The most common filename extension for files containing HTML is .html.

CSS:

Cascading Style Sheets(CSS) defines the appearance and layout of text and other material .The W3C, maintainer of both HTML and CSS standards, encourages the use of CSS overexplicit presentational markup .Hyper Text Markup Language(HTML) is the encoding scheme used to create and format a web document. A user need not be an expert programmer to make use of HTML for creating hypertext documents that can be put on the internet. Most graphical e-mail clients allow the use of a subset of HTML (often ill-defined) to provide formatting and semantic markup not available with plain text. This may include typographic information like colored headings, emphasized and quoted text, inline images and diagrams. Many such clients include both a GUI editor for composing HTML e-mail messages and arendering engine for displaying them. Use of HTML in e-mail is controversial because of compatibility issues, because it can

help disguise phishing attacks, because it can confuses pam filters and because the message size is larger than plain text.

EJS (Embedded JavaScript):

EJS is a simple templating language that lets you generate HTML markup with plain JavaScript. It is primarily used in Node.js applications to render HTML pages on the server side. EJS allows you to embed JavaScript logic directly within HTML, enabling dynamic content generation. It supports conditionals, loops, and includes, making it easy to create reusable and modular templates. EJS is lightweight, easy to integrate with Express.js, and ideal for server-side rendering where quick and straightforward templating is required.

MySQL:

MySQL is a widely-used relational database management system (RDBMS) that stores data in structured tables using rows and columns. Known for its reliability, performance, and ease of use, MySQL supports powerful querying with SQL (Structured Query Language), allowing for complex data manipulation and retrieval. It is ideal for applications requiring ACID (Atomicity, Consistency, Isolation, Durability) compliance to ensure data integrity. MySQL supports various storage engines, indexing, and transactions, making it suitable for a wide range of applications, from small-scale websites to large-scale enterprise systems. Its robust ecosystem includes tools for administration, backup, and migration, ensuring seamless database management.

Express.js:

A lightweight framework for building web servers in Node.js. It simplifies the creation of serverside applications and APIs by providing a set of tools and middleware for handling HTTP requests and responses. Express streamlines routing, error handling, and integration with databases, making it easier to manage server logic.

Node.js:

A runtime environment that executes JavaScript code on the server side. Node is uses an event-driven, non-blocking I/O model, which makes it efficient for handling concurrent operations and scalable applications. It allows developers to write server-side logic in JavaScript, unifying the development process across both client and server sides.

3.4 Hardware Requirements

The most common set of requirements defined by any operating system or software application is the physical computer resources, also known as hardware. The minimal hardware requirements are as follows

• Processor : AMD or Intel

• RAM : 8GB

• HDD/SSD: 1tb

• Internet connection: 5 mb/s

PROPOSED METHODOLOGY

4.1 Existing System

The current landscape of matrimonial websites includes various traditional and digital solutions. Here's a detailed analysis of these systems: Traditional Matrimonial Methods:

1. Personal Networks and Matchmakers:

Manual Process: Potential matches are often facilitated through personal introductions by relatives, friends and known one's.

2. Printed Matrimonial Ads:

Static Information: Ads placed in newspapers or magazines provide a fixed set of details.

3. Brokers and Matchmaking Agencies:

Centralized Coordination: Brokers or matchmaking agencies handle the process of finding suitable matches for individuals, acting as intermediaries between potential partners.

Limitations of Traditional Approaches:

- 1. Limited Reach: Restricted to specific networks or geographic areas, reducing the pool of potential matches.
- 2. Inconsistent Information: Accuracy and completeness of details can vary, leading to potential mismatches.
- 3. Time-Consuming: Finding matches through traditional methods is often lengthy and inefficient.
- 4. **No Multimedia:** Lacks the ability to include photos or videos for a richer profile presentation.
- 5. Privacy Concerns: Less control over who accesses personal information, risking privacy.
- 6. **Subjective Evaluation:** Manual and biased assessment by matchmakers or family members.
- 7. Cost Expensive: The Matrimonial Agencies and brokers usually charge lot of fees.

4.2 Proposed System Using: (MySQL, Node.js, Express.js, HTML, CSS, and EJS)

The proposed matrimonial website aims to address the limitations of traditional matchmaking approaches with a modern, efficient, and user-friendly solution.

Here's how the proposed system will overcome the identified limitations:

1. Limited Reach:

• Solution: The website will be accessible online, allowing users to connect with a broader pool of potential matches beyond specific geographic areas or personal networks. This global reach enhances the opportunity to find suitable partners from diverse backgrounds.

2. Inconsistent Information:

• Solution: By utilizing MySQL for structured data storage, the website ensures accurate and up-to-date profiles. Users can directly manage and update their information, reducing discrepancies and improving the reliability of match details.

3. Time-Consuming:

• Solution: Advanced search and filter options implemented with Node is and Express is will streamline the matchmaking process. Users can quickly find suitable matches based on specific criteria, significantly reducing the time spent on traditional methods.

4. No Multimedia:

• Solution: The website will support multimedia integration, allowing users to upload and view photos and videos on their profiles. This feature, enabled by HTML, CSS, and EJS, provides a richer and more engaging presentation of profiles.

5. Privacy Concerns:

• Solution: Enhanced security measures, including data encryption and secure communication protocols, will be implemented to protect user information. Node.js and Express.js will handle secure data transactions, ensuring that personal data is kept confidential and protected.

6. Subjective Evaluation:

• Solution: The system will use objective algorithms and automated matching processes to minimize bias. The use of structured data and search criteria allows for more impartial and consistent matchmaking compared to manual assessments by matchmakers.

7. Cost Expensive:

services compared	to traditional ager	cies and brokers	s. Users will have	access
various features a	t a lower cost, red	ducing the finan	cial burden assoc	iated w
traditional matchma	aking services.			

SYSTEM DESIGN

5.1 Data Flow Diagram:

A Data Flow Diagram (DFD) is a graphical representation of the "flow" of data through an information system. A DFD is often used as a preliminary step to create an overview of the system. DFDs can also be used for the visualization of data processing (structured design). A DFD shows what kind of information will be input to and output from the system, where the data will come from and go to, and where the data will be stored. It does not show information about the timing of process or information about whether processes will operate in sequence or in parallel

Context Diagram:

A Context Diagram provides a high-level view of the system and its interaction with external entities. It shows the system as a single process and highlights the relationships between the system and the external entities (e.g., users, other systems). Here's a breakdown of what a Context Diagram typically includes:

Fig 1.0

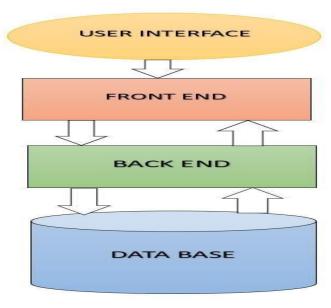
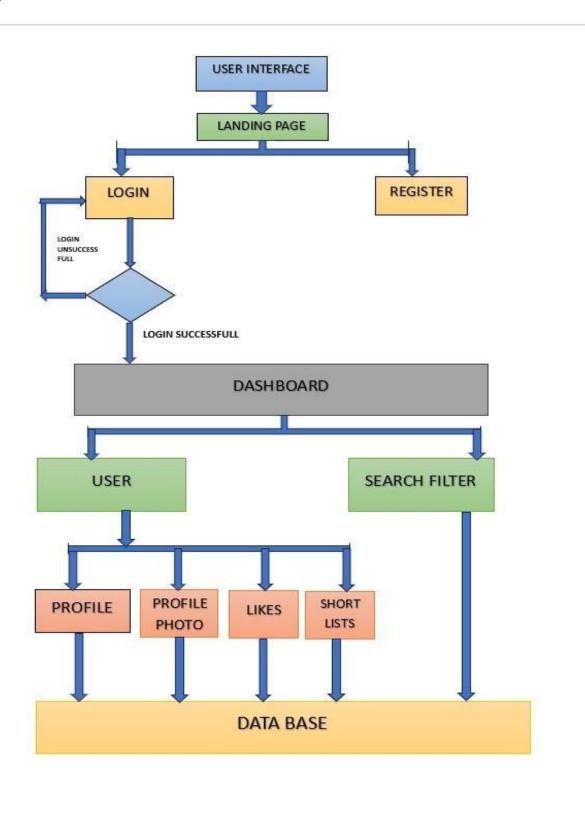


Figure: Data Flow Chart

Overall Detail Diagram:

Fig 1.1



Data Flows for Matrimonial Website:

1. Home Page: Login and Register:

- Register: When a user registers, the registration data is sent from the User Interface (UI) to the Registration Process.
- ☐ **Login:** When a user logs in, the login credentials are sent from the UI to the Authentication Process.

2. Dashboard Access:

☐ If the login is successful, the user is redirected to the dashboard. If not, an error message is displayed on the login page.

3. Dashboard Components:

• Profile:

- ☐ **Interested:** Users can mark profiles they are interested in. This interaction sends data from the UI to the Profile Interaction Process.
- ☐ **Shortlist:** Users can shortlist profiles. This interaction sends data from the UI to the Profile Interaction Process.
- Likes: Users can like profiles. This interaction sends data from the UI to the Profile Interaction Process.
- ☐ **Profile View/Edit:** Users can view and edit their profiles. This interaction sends data from the UI to the Profile Management Process.
- ☐ **Delete/Search Requests:** Users can delete their profiles and Removing a profile from the shortlist. These requests are sent from the UI to the Profile Interaction Process, which then interacts with the User Database to perform the deletions.

Search Filter:

Users can search for profiles based on preferences such as gender, age, language, and religion. These search parameters are sent from the UI to the Search Process.

• Search Profiles:

The Search Process sends search requests to the User Database to retrieve profiles matching the search criteria. The database responds with the relevant profiles.

Responses to User Interface:

The results of all operations (e.g., viewing profiles, updating profiles, search results, deleting profiles/interactions) are sent back to the UI, providing the user with the requested information or confirmation messages.

This data flow ensures smooth and efficient interaction between the user interface and the backend processes, enabling users to manage their profiles and search for potential matches effectively.

IMPLEMENTATION

Frontend:

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>The Knot</title>
  <link rel="stylesheet" href="style 2.css">
</head>
<style>
            .buttons {
height: 75px;
                width:
250px;
          align-items: last
            margin-left:
baseline;
5vh;
       button {
border-radius: 15px;
height: 5vh;
               width:
15vh;
   background-color: transparent;
   box-shadow: 0 14px 18px 0 rgba(62, 70, 70, 0.673), 0 17px 50px 0 rgba(2, 234, 255, 0.19);
border-style: none;
                      font-family: sans-serif;
   font-family: 'Trebuchet MS', 'Lucida Sans Unicode', 'Lucida Grande', 'Lucida Sans', Arial,
sans-serif; font-weight: bolder;
   color: rgb(187, 185, 185);}
  .buttons button:hover {
   height:
                 5vh;
width: 16vh;
   box-shadow: 0 14px 18px 0 rgba(221, 218, 218, 0.673), 0 17px 50px 0 rgba(2, 234,
255,0.19);
   color:rgb(236, 228, 228);
h3 {
   align-items: center;
</style>
<body>
  <div class="center">
     <img src="/images/couple.png" height="400" width="400" class="left-align-image">
<div class="text">
       <h2>THE KNOT</h2>
```

```
The aim of our website is to bridge the gap between compatible singles seeking life
partners. These platforms provide a digital space for users to create profiles, search for matches
based on specific criteria, and connect with potential spouses in a safe and convenient
manner.
     </div>
     <div class="nav">
       <a href="#">About</a>
       <a href="#">Service</a>
       <a href="#">Help</a>
     </div>
     <div class="buttons">
       <a href="/login">Login</a>
       <a href="/register">Register</a>
     </div>
  </div>
</body>
</html>
DB Connect:
var mysql = require('mysql'); var connection
= mysql.createConnection({
       host: process.env.DB HOST || '127.0.0.1', // Hostname
                                                                  database:
process.env.DB NAME || 'matrimony1', // Database name user:
process.env.DB USER || 'root', // MySQL username
process.env.DB PASSWORD | '1234', // MySQL password
                                                                  port: 3306,
// MySQL port
});
connection.connect(function (err) {
       if (err) {
               console.error('Error connecting to the database:', err);
              return;
       console.log('Connected to the database as id ' + connection.threadId);
});
// Test query
connection.query('SELECT 1 + 1 AS solution', function (error, results, fields) {
if (error) {
              console.error('Error occurred during query execution:', error);
              return:
       console.log('Query results:', results);
});
module.exports
connection: connection
};
```

RESULT

Fig 1.2





Fig 1.3





Fig 1.4



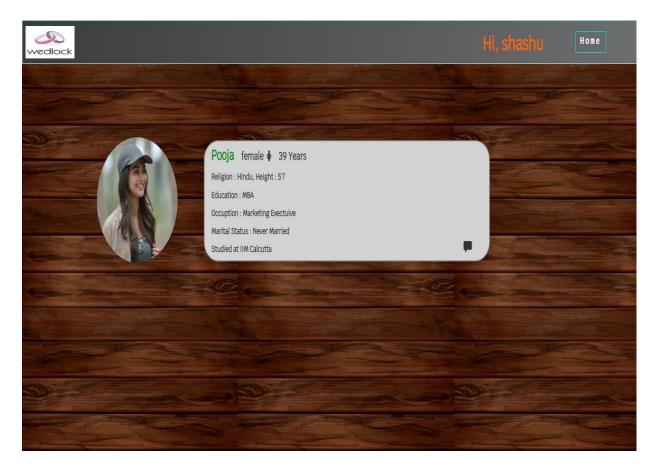


Fig 1.5



Fig 1.6

CHAPTER 8.

CONCLUSION

The development of this matrimonial website has addressed the growing need for a more efficient and inclusive platform for finding compatible life partners. This project has successfully created a user-friendly and secure environment where individuals can connect based on shared values, interests, and aspirations.

This matrimonial website has the potential to empower individuals to connect with compatible partners, fostering meaningful relationships that have the potential to blossom into lifelong commitments. By promoting responsible matchmaking practices and a diverse user base, the platform can contribute positively to the social fabric and the pursuit of happiness.

REFERENCES

- The article " A study by Jiban K Pal (2015) in " Review on matrimonial information systems and services an Indian perspective " explores how advancements in artificial intelligence (AI) and machine learning are being utilized by matrimonial websites to create more sophisticated matchmaking algorithms. These advancements can lead to more relevant matches for users.
- The research paper " A Study on Matrimonial Sites in India " by Dr. S. Rama Gokula Krishnan (2018) examines the increasing role of mobile apps in online matrimony, analyzing user behavior and engagement patterns within mobile platforms. Understanding mobile usage trends is crucial for optimizing the mobile app experience.