**Love at First Bite - Dating App Business Proposal**

Fall 2020

New York City is a densely populated city with millions of people from all over the world. Even with the several dating apps already in the market, it is increasingly difficult to meet the right person at the right time, or even the right place. Data shows that during the pandemic, there has been a major increase in dating app usage. Specifically “New York City, the epicenter of the country’s outbreak, was among the cities that saw the highest increase in sent messages, with 23%” (*Ganz, 2020*). Furthermore, “Bumble has seen similar patterns. Since March 12, there’s been a 21% increase in both messages sent as well as usage in the app’s Voice Call and Video Chat”, providing evidence that there is still a lot of potential for the growth of the dating app market (*Ganz, 2020*). As restaurants and bars begin to slowly open and life comes back to “normal”, New Yorkers are once again ready to explore the restaurant scene that they love. Our app, Love at First Bite, aims to tap into the stratospheric rise in popularity of dating apps, while combining New Yorkers’ passion for eating out. What’s a better way to create a long-lasting connection than through the food and drinks that they love?

Our dating app operates similarly to many of the existing apps, in the sense that they take basic user information like Name, Age, Location, Email, etc., but then takes it one step further. We encourage users to fill out a questionnaire relating to a wide range of their favorite restaurant settings, restaurant types and food types all across New York City. From this information, we match people with similar interests, tastes, and palates in hope that they form a strong connection on their first (and hopefully second and more) date. Once two people agree on meeting up, our app will use the information that the users have input to generate restaurant and bar suggestions for the first date. Then, if they want to end the night on a sweet note, they can use our app for some dessert suggestion. Each time, the app will suggest 3 options based on tags owned by the restaurant, and users will be able to select which option they prefer together. For example, if both users input “Italian” and “Outdoor” for their preferences, our app will search through restaurants with these tags and create the best matches to meet both of their preferences. Finally, after every date is concluded, we will have the customers rate their experience. This feedback will allow us to fine-tune our matching process to ensure a seamless matchmaking experience.

We believe that a memorable dining experience is a fantastic way for two strangers to get to know one another and share a new experience together, and our app is the best way to get there. Whether you are introducing your favorite restaurant to your date or exploring a new one together, Love at First Bite has what it takes to create the lasting experience that singles crave. As Giada De Laurentiis said, “Food brings people together on many different levels. It’s nourishment of the soul and body; it’s truly love.” We couldn’t agree more, and that’s why we can’t wait for Love at First Bite to bring New Yorkers together now and in the future.

References:

1. Ganz, Jami. “Dating Apps See Less Ghosting, More Matches amid Coronavirus Pandemic.” *Nydailynews.com*, New York Daily News, 9 Apr. 2020, www.nydailynews.com/coronavirus/ny-coronavirus-online-dating-patterns-amid-quarantine-20200409-65odetemxfb4tkxzs57szcv3ly-story.html.

Results from our queries:

1. This query will help us keep track of all users that signed up with our app. So far, we have 4 users.
2. Not just the total of the users that signed up, we need to know how many users signed up per year to forecast the potential growth. The query shows that 2 users signed up in 2019 and 2 new users signed up in 2020. By looking at the historical data, we can work on the marketing strategies to advertise our app more to attract more users.
3. So far, we have 3 races that have signed up with our app: American Indian, Asian and White. This query will help us come up with some strategies to attract people from other races that have not signed up, which are Black and Native Hawaiian.
4. Next, based on the fourth query, most users like indoor restaurant settings. By running this query, we know to update more restaurants that have indoor settings to improve the user’s satisfaction.
5. The current average rating app is 4 over 5, which is great! By knowing this, we can come up with some more strategies to aim for the 5 over 5-star quality app.
6. The current average rating for the food suggestion is 3.5 stars. That means we really need to focus on improving our food suggestions because our goal is to connect people through a perfect date with perfect food that matches the users’ preferences.
7. We also want to know who is the most popular user. In this case, we have the most popular user is the user\_id number 4, Thomas, who loves boxing. By knowing this information, we can study different users’ types and find some strategies to attract more users based on these preferences/lifestyles/hobbies to increase the amount of users.
8. The average daily message sent is 1.25. This query will help us track how active the users are with our app. From there, we can come up with more activities to attract users to use our app more often by improving some new features, such as letting them play games or adding more GIFs, emojis or soundtracks, etc.