



Find My Soulmate!

Apoorva Ullas, Lau Wee You, Wanchen Zhao, Qing Yang
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Department of Computer Science
National University of Singapore



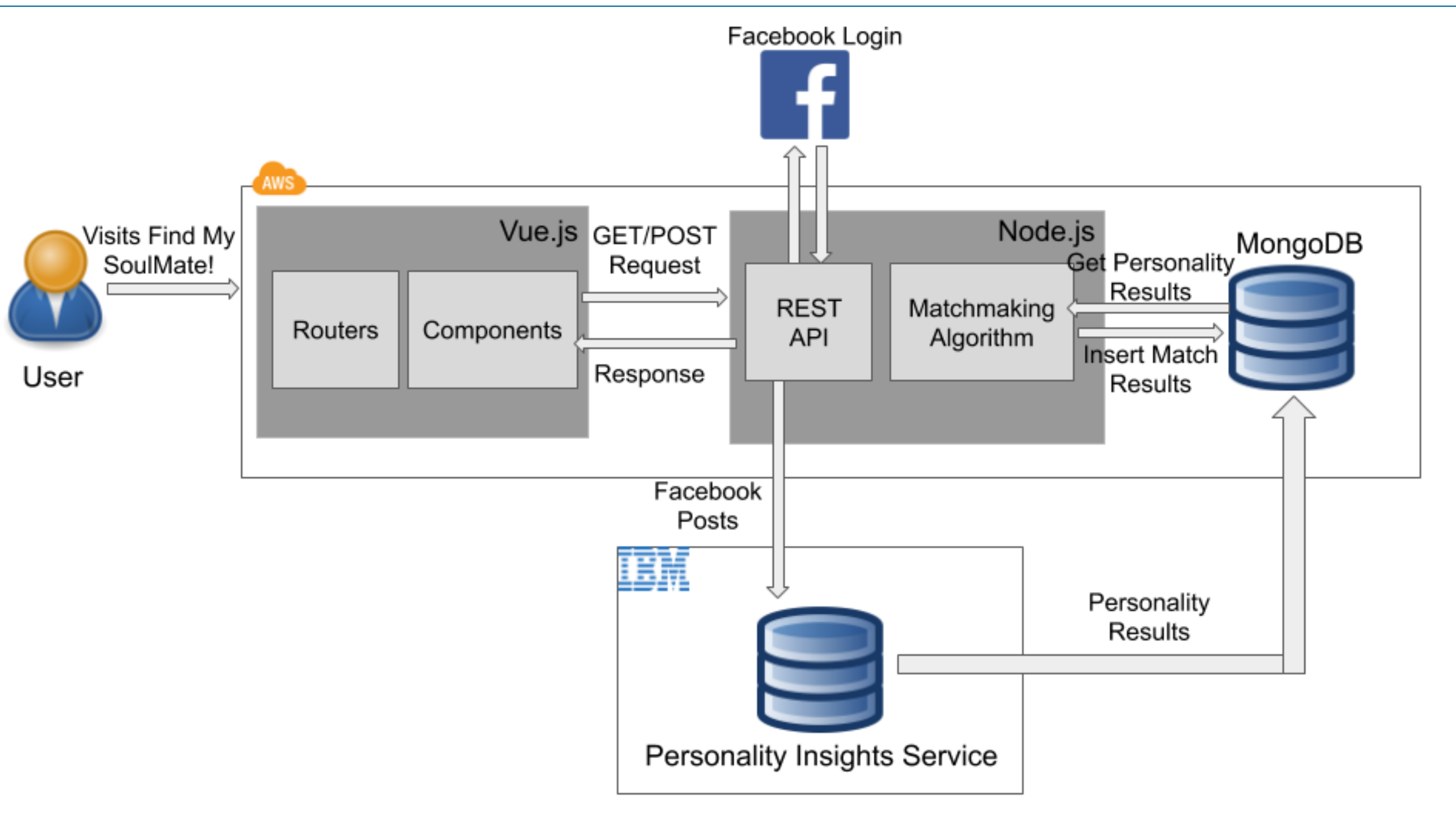
About Us

Find My Soulmate! is a **personality-driven matchmaking service** which identifies the user's match based on how compatible they are with someone.

Motivation

Find My Soulmate! believes that feeling understood is a core human need and essential for any healthy relationship, which can be achieved by taking personality into consideration. Other dating apps use tests to assess personality which can be time-consuming and not comprehensive enough. Find My Soulmate! provides a **user-friendly, efficient and comprehensive** way of deriving a user's personality from their social media profile to find their match.

Approach



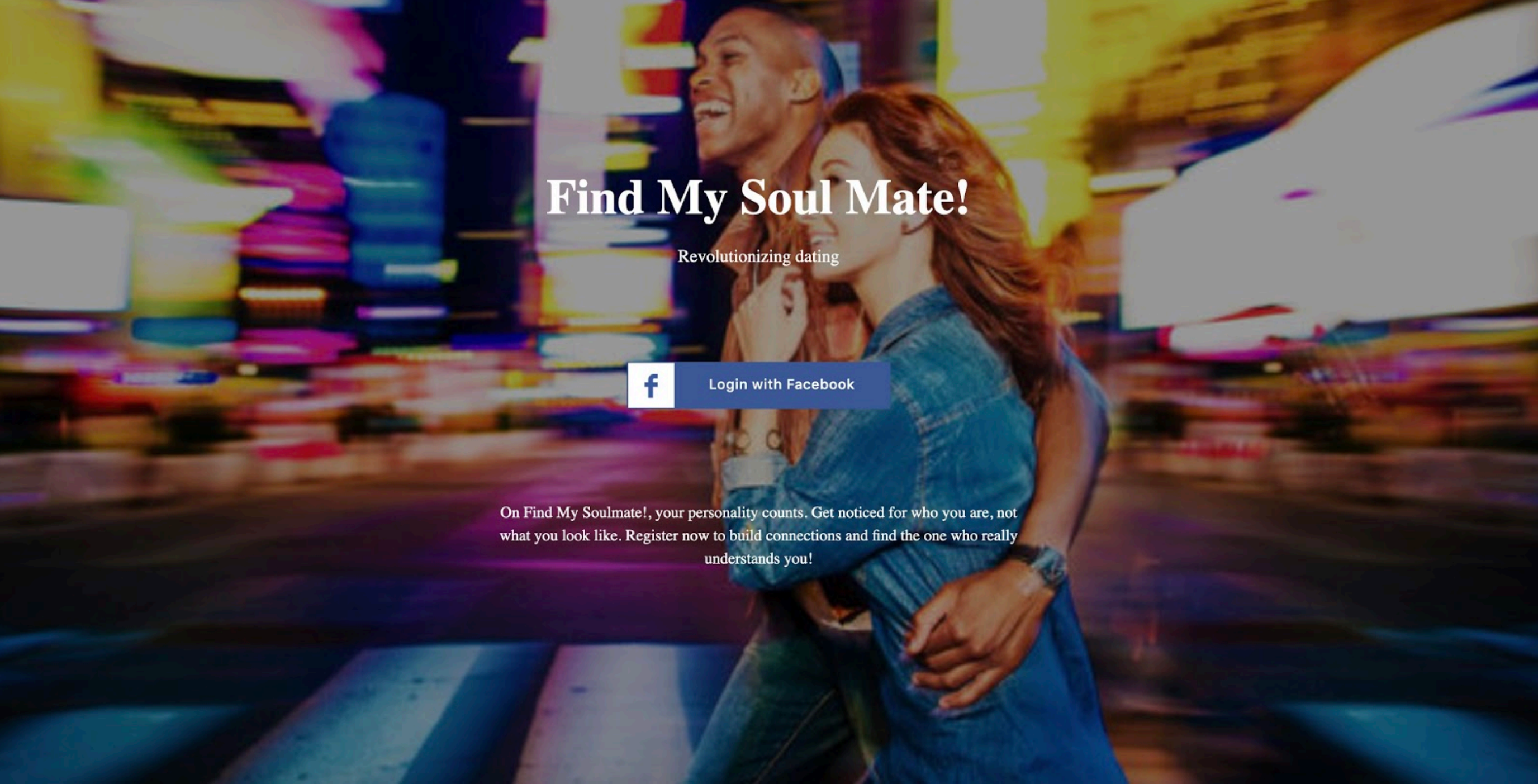
- Hosted on AWS
- Login using **Facebook**.
- Facebook posts → **IBM Personality Insights Service** → Personality Results
- Personality Results → Matchmaking Algorithm → Find Matches
- Front-end: Vue.js
- Back-end: Node.js with MongoDB

Implementation – Matchmaking Algorithm

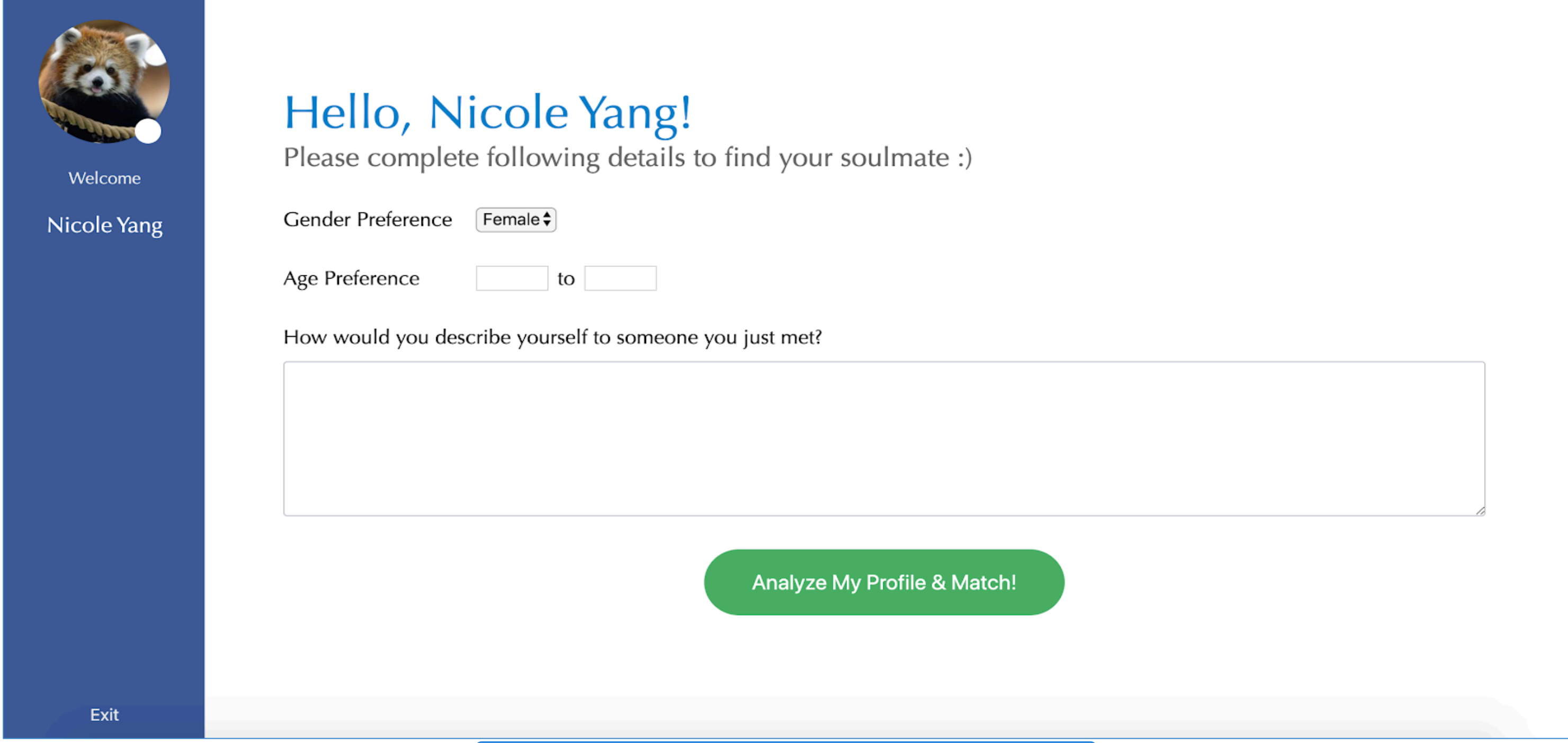
$$closeness = \frac{\sum_{i=1}^{total\ number\ of\ attributes} user\ 1's\ attribute\ i \times user\ 2's\ attribute\ i}{\sqrt{\sum_{i=1}^{total\ number\ of\ attributes} (user\ 1's\ attribute\ i)^2 \times \sum_{i=1}^{total\ number\ of\ attributes} (user\ 2's\ attribute\ i)^2}}$$

- **Vectorization Stage:** Skim out attribute names and scores/percentiles from personality results and vectorize them as input for calculation stage
- **Calculation Stage:** Use *closeness* formula to calculate matching score between users
- **Results Stage:** Return top 3 matches with highest scores

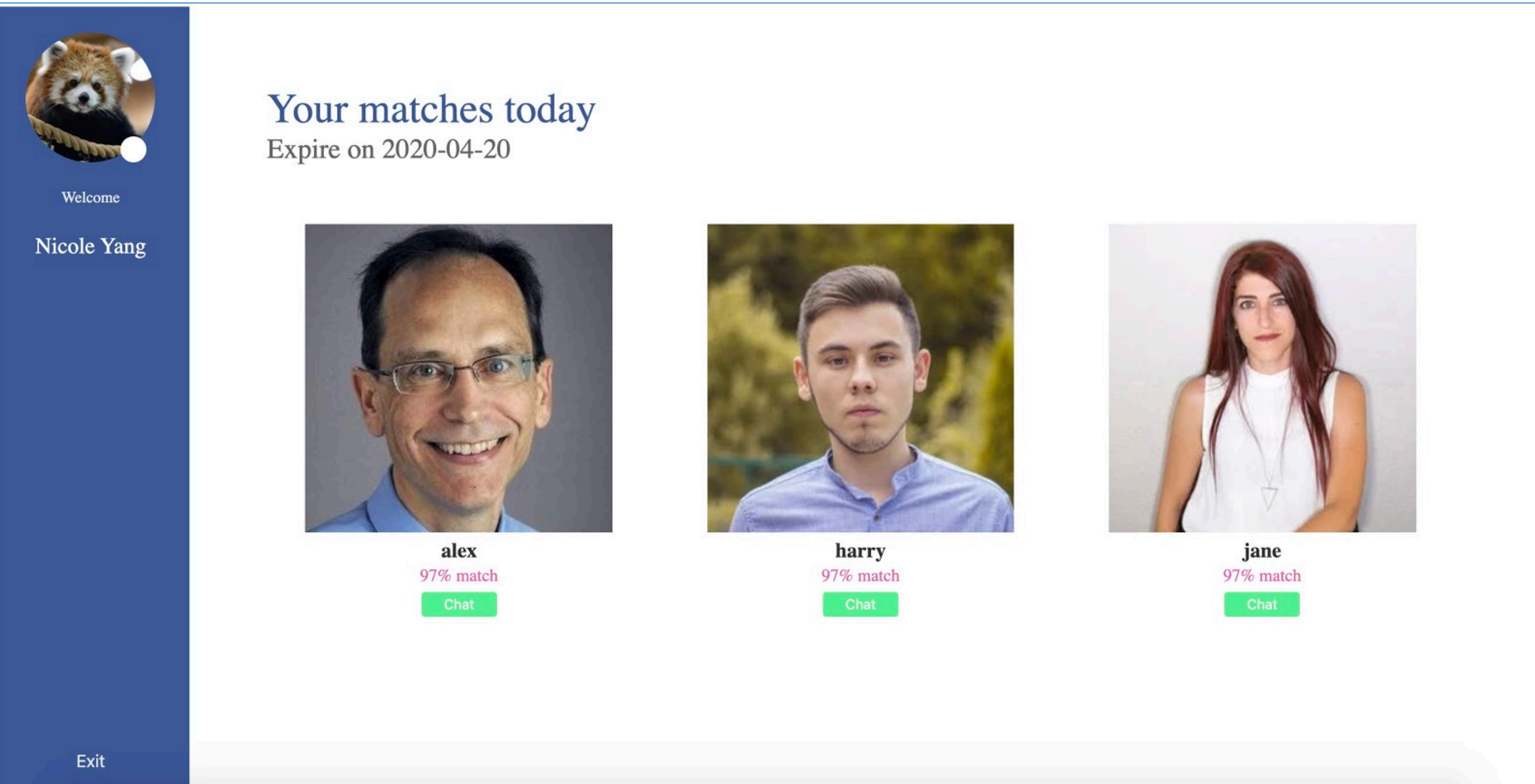
Implementation – Workflow



GUI of Login Page



GUI of Matches Page



GUI of Matches Page

Revenue Model

- Free to download and use (freemium)
- Ad Campaigns
- Subscription plans e.g. upgrades to turn off ads, get more matches per day
- Paid standalone features: e.g. boosting profile to get more exposure