

CASE STUDY

# Real Dating



[www.creativethoughts.ai](http://www.creativethoughts.ai)

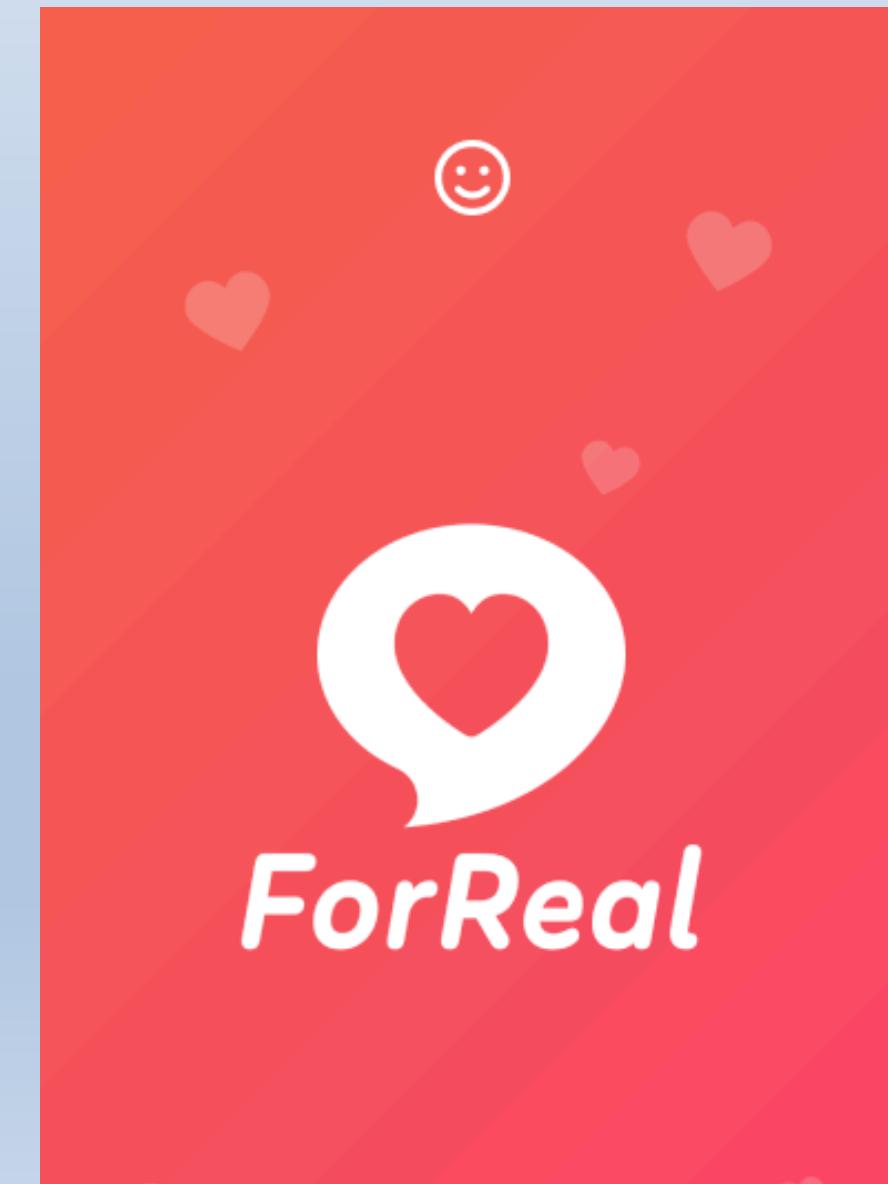


# Real Dating

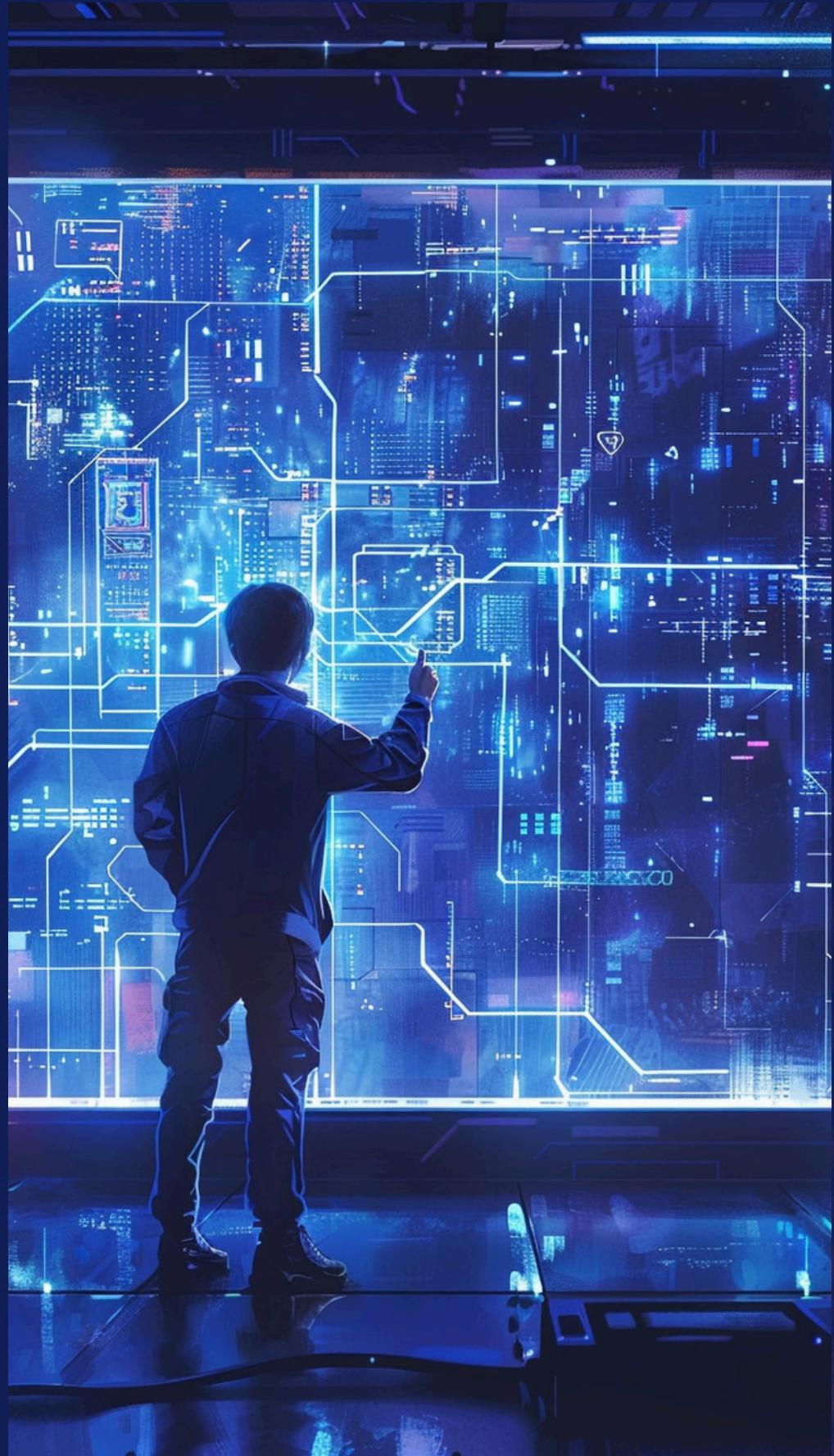
For-Real aimed to create a modern dating platform that provides a seamless user experience, enabling users to connect with others based on specific interests and activities. The goal was to design an interactive environment where individuals could organize social meetups, offering options like dinners, coffee, or casual activities. The platform was also intended to support both regular users and businesses, catering to a broad audience.

## Core Features:

- **User Profile Creation** – Personalized user profiles with detailed preferences.
- **Search and Filter Options** – Advanced search functionalities to find users based on location, interests, and preferences.
- **Activity-Based Connections** – Users can select activities (e.g., lunch, coffee, dinner) for meetups.
- **Event Planning** – Organize meetups with chosen activities, time, and location.
- **Geo-Location Services** – Find nearby people and events.
- **Business Profiles** – Separate login and features for businesses.
- **Messaging System** – In-app secure chat for communication.
- **Rating and Review System** – Rate and review users after meetups.
- **Favourites List** – Save profiles for future interactions.
- **Push Notifications** – Alerts for messages, activities, and upcoming events.
- **Custom Interests** – Personalized tags and preferences for tailored connections.
- **Newsletter Signup** – Stay updated with the latest platform news and offers.
- **Post Classifieds** – Businesses and users can post event details or services.



# Challenges and Solution



- **Ensuring User Privacy and Safety**

The platform required smooth integration of both social and business features. We created distinct user journeys for individuals and businesses while ensuring a cohesive design for easy navigation

- **Building a Secure Environment**

Given the sensitive nature of the platform, security was a top priority. Implementing SSL encryption, secure authentication, and moderation tools ensured privacy and protection for all users.

- **Cross-Platform Compatibility**

Developing the app for both iOS and Android with a unified user experience was essential. Utilizing React Native allowed us to efficiently develop for both platforms while ensuring high performance and smooth functionality.

- **End to End Security**

JSON Web Tokens (JWT) are a compact, URL-safe means of representing claims to be transferred between two parties. JWT provides a powerful method for securing authentication in Node.js applications. Its stateless nature, combined with signature verification and customizable claims, makes it an excellent choice for modern web applications. By implementing JWT correctly, developers can enhance the security of their applications while providing a seamless user experience. We always follow best practices, such as using strong secret keys, implementing token expiration, and securing storage mechanisms.

# Technologies Used



- **AWS** : AWS hosting with seamless integration over server with front and backend.
- **Backend Development**: Node.js and MySQL for scalability and real-time interactions.
- **Frontend Development**: Flutter for cross-platform development on iOS and Android.
- **Payment Integration**: Stripe for secure transactions and tipping.
- **Geo-Location Services**: Google Maps API for accurate and real-time location tracking
- **Cloud Hosting – AWS** (Amazon Web Services) for reliable and scalable cloud infrastructure.
- **SSL Certification** – For secure data transmission and encryption of user information.
- **Push Notifications** – Firebase Cloud Messaging for real-time notifications.
- **User Data Encryption** – AES-256 encryption for protecting user data at rest and in transit.
- **Real-Time Messaging** – WebSocket protocol for instant communication between users.

# Technologies Used



**Cloud hosting**  
AWS (Amazon Web Services) for reliable and scalable cloud infrastructure.



**User Data Encryption**  
AES-256 encryption for protecting user data at rest and in transit.



**Node JS**  
Single Thread Back-End able to withstand thousand request per second.



**MySQL**  
Seamless Relational Database with Atomicity, Concurrency, Integrity and Durability.



## Google Maps

**Google Maps**  
Navigate your world with Google Maps—where every journey starts with a tap!



**Firebase**  
Build fast, scale effortlessly, and connect with confidence!



**Stripe**  
Stripe: Where Payments Flow Seamlessly!



**Flutter**  
Beautiful native apps in record time.

# Commercial Benefits



For more details, visit the [For Real website](#).

- For Real successfully launched a sleek and user-friendly platform that allows people to connect and arrange meetups based on shared activities.
- The platform's flexible design and user-centric approach have helped it stand out in the competitive dating market, offering users a unique way to form meaningful connections both socially and professionally.
- For Real market is now positioned as a standout product in the dating app market, offering a refreshing take on connection by emphasizing compatibility based on values and life goals.



## CONTACT

[www.creativethoughts.ai](http://www.creativethoughts.ai)



[info@creativethoughtsinfo.com](mailto:info@creativethoughtsinfo.com)



+919923448345



**519 Shekhar Central Manorama Ganj, Indore,  
Madhya Pradesh 452001**

