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Dating Website / App 100% match

# Introductie

Heb je wel eens een date? Of ben je lonely assholl. No problem. We come in place.

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# Story line

We willen graag een app bouwen waarbij mensen kunnen aanmelden en een relatie kunnen starten, daarbij is het zeker van belang dat de matches accurate zo hoog mogelijk is.

# Market Research

Here

# App specificaties

Platform: Website & Mobile App

Account

Register & Login & Change Pass

Name, verification, photos, location

Profile:

Gender (Man, vrouw, ect…)

Length (Inch & cm)

Build (Skin, Slank, average, wide, Muscluair, Heavy)

Rase (Asian, African, American, Europe, Ect..)

Zodiac (Western Zodiac, for Asians Asian Zodiac)

Geloof (geloof list, idk…)

Work or school (Naam & Positie, (Uni name, IT) or (ING, DC ))

Languages (Language List, idk)

Smoke, Drinks, Diet

Kids, Pets -> (Yes, no, want.)

TEXT BASE FIELDS

About me text, Current Goal, Talent, Golden Rules, Needs in person, Hobbies,, Moments perfect day Secrets, Looking for, video

Preferences

Basics:

Age, gender, distance, type connections

Looks:

Body type, height, weight

Background identity:

Language, religion, politics, education, employment, astrological sign

Lifestyle:

Alcohol, smoke, diet

Familie:

Pets, kids

Matching

Match users on preferences and give score of 0-100% match

Chat:

Able to chat with matched persons,

See how many persons liked you. <3 but blurred.

Account Strikes:

Not verified, not online for a while, no actions long time, Fake profile,

# Building

Make sure to pay attention to those.

1. A clear and simple layout: The website should have a clear and simple layout with an easy-to-use navigation menu that allows users to easily find the features and functions they need.
2. High-quality images: The website should use high-quality images that are attractive and engaging. These images can be of couples, people socializing, or anything else that is relevant to dating.
3. Eye-catching color scheme: The website should have a color scheme that is visually appealing and matches the theme of dating, such as soft colors or romantic tones.
4. Clear and concise messaging: The website should have clear and concise messaging that tells users what the site is about and what they can expect to find.
5. User-friendly features: The website should have user-friendly features that allow users to easily create profiles, search for matches, and communicate with other users.
6. Mobile-friendly: The website should be optimized for mobile devices, with a responsive design that allows users to access the site from their smartphones or tablets.
7. Privacy and security: The website should prioritize user privacy and security, with features like secure messaging, data encryption, and a strict privacy policy.

# Algorithms

Types of algorithms to build according to OkCupid app

1. **Matching algorithm**: OkCupid uses a matching algorithm that takes into account factors like a user's personality traits, interests, and preferences to suggest compatible matches.
2. **Questionnaire**: OkCupid has a detailed questionnaire that users fill out when they sign up, which helps the algorithm match users based on their answers.
3. **Machine learning**: OkCupid uses machine learning algorithms to learn from user behavior and improve the accuracy of its matching algorithm over time.
4. **Behavioral tracking**: OkCupid tracks user behavior on the app, such as the profiles they view and the messages they send, to help improve the accuracy of its matching algorithm.
5. **A/B testing**: OkCupid uses A/B testing to test different variations of its app and website to see which features and designs are most effective at engaging users and increasing matches.: OkCupid uses A/B testing to test different variations of its app and website to see which features and designs are most effective at engaging users and increasing matches.

* **Collaborative Filtering**: This algorithm analyzes the preferences and behavior of users to recommend potential matches based on shared interests, hobbies, and personality traits.
* **Machine Learning**: This algorithm uses historical data to predict the likelihood of a match based on various factors such as age, location, and preferences.
* **Content-based Filtering**: This algorithm matches users based on their interests and preferences, such as favorite movies, books, or music.
* **Genetic Algorithm**: This algorithm attempts to optimize matches based on factors such as distance, attractiveness, and shared interests by continually refining and improving the matching process.

# Toekomst

Add gratis versie:

Limited Matches Day, no % view, no AI,

Mobiel app:

IOS & android

Acchievements goals:

e.g. 100 hour active, get 2x match day extra

e.g. liked by 20 ppl, get promotion 1day.

e.g. user promotion, on subscribtion

e.g. verified meet upspots.

# Payment

Payment strategies to implement.

1. **Flat rate pricing**: A flat rate subscription pricing model involves charging a fixed fee for access to all content or features on the website. This can work well for websites with a broad range of content that appeals to a wide audience.
2. **Tiered pricing**: Tiered pricing involves offering different subscription levels with varying levels of access to content or features. This can work well for websites that offer content or services with different levels of complexity or value.
3. **Freemium**: Freemium involves offering a basic version of the website for free, with limited access to content or features. Users can then upgrade to a premium subscription for access to additional content or features.
4. **Dynamic pricing**: Dynamic pricing involves adjusting subscription prices based on factors such as user behavior, demand, or time of day. This can be a more complex pricing strategy, but can be effective for websites with a large amount of data or user behavior to analyze.

# Kosten

Alle kosten berekenen hosting, site, betaling, ect

Google ads. 20e pdag. 1 week lang.

Hosting 10pm. Ong

Domain ssl, mail 20pj

Ads, 7 x 20 = €140

Website, 100pj

Develop tijd, 800 uur. Ong.

€20 p uur loon \* 800 = €16.000

# Omzet

Prijs calculatie, beste prijs en market onderzoek

Launce free aanmeld: Leden nodig.

1000 leden gratis.

1keer afbetalen

150e

Abonnement:

20pm, 50pq, 80pj.

Goal:

1/1000 match. Min 5000 users.

4k\* 20pm = 80k omz.

<https://www.datingsitekiezen.nl/artikelen/wat-kost-een-datingsite-hoe-duur-is-een-abonnement/>