The "Fix" App

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Introduce your App

Introducing Fix - A New Approach to Online Dating

Online dating is broken. Platforms like Tinder rely on superficial factors like appearances and social status to drive matches. This results in a lopsided dynamic where a tiny fraction of users get a majority of matches, while most struggle to make connections. The root cause is that these apps offer only limited profiles and matching based on superficial credentials. This exacerbates the issues that online dating originally aimed to solve - making finding a partner easier in the digital world.

Our app Fix presents a new approach to solve these problems. Fix is a semi-blind dating app where you go on dates facilitated by your trusted friends. You connect with friends on Fix who have single friends looking to date. When you find someone promising, you send a match request, and your friend can approve it or not. If approved, they select one of their single friends to match with you.

You and your match are notified of the date but full profile access is restricted until you meet in person, maintaining an exciting spontaneity. Upon meeting, you can tap phones to unlock full profiles and confirm the date. After the date, you review profiles and give feedback to your matchmaker friend.

So let's say I'm trying to set Alec up for a date. I follow Lauren who has a stat that she has 4 friends looking to date. I click a connect button that sends Alec's profile to Lauren and she can either reject him or accept and pick a friend to set him up. Lauren accepts and sets Alec up with Lindsay. Alec and Lindsay are separately notified about the date and set up in a chat to finalize the details of the date. Once at the date, there are multiple security features (tap to secure / profile picture access at the time of date).

By having friends match you based on deeper compatibility versus just appearances, Fix creates higher quality dates. Target users include singles aged 18-30 and anyone eager to play matchmaker. In a world where dating has become impersonal, Fix brings back the magic of forging genuine connections, empowering people to date on their own terms with help from friends.

Fix fills a need for blind dating facilitated by social connections. Our testing shows this leads to better matches compared to traditional dating apps. In summary, Fix presents a new model to solve the growing issues of superficiality and imbalance in online dating by leveraging the power of trusted social networks.

Your competition

While our app is unique, we do face competition from a handful of other blind dating apps. The most direct competitors are Wingman and Blindmate.

Wingman operates on a similar concept of friends facilitating blind dates. However, adoption has been limited, with just 10,000+ downloads according to the Google Play store. One major shortcoming is that Wingman does not incorporate real-time location sharing during dates for safety. Reviews also suggest bugs and limited user bases in most regions.

Blindmate has found a bit more traction, with 100,000+ downloads. It is active primarily across Germany, Switzerland, and Austria. Blindmate lacks a friend matchmaking component though. Users are randomly matched based solely on a basic profile and preferences. This removes the accountability and trust factor of a friend's endorsement.

Beyond these niche blind dating apps, Tinder, Bumble, and other major dating apps also represent indirect competition. However, none offer a true blind dating experience. Big players succeed based on scale, not novel formats. Our key advantage is integrating the excitement of blind dates with the context of friends matching based on deeper compatibility. No app has perfectly executed this model. Early testing proves our matched couples have better first dates on average compared to normal apps.

As first movers in friendly blind dating, we feel well-positioned to become the definitive brand. While competitors offer similar concepts, they have stumbled on execution. By focusing on our core product strengths and user experience, we can address this market gap and achieve healthy user growth over time. Blind dating is still a relatively untapped segment in dating. Our tight focus on delivering a top-notch blind dating solution will help us stand out from both niche apps and giant players alike. We're excited to disrupt the status quo.

Main modules of your app

Our app architecture consists of several key technical components that enable the unique blind dating experience:

- GPS module - Integrates with device GPS to track user location before/during dates and enable profile unlocking based on proximity.
- Servers - Backend servers store user profiles, preferences, messaging data, friend networks, date details, etc. Servers also run matching algorithms to recommend potential dates based on compatibility.
- Notification services - Push notification services tied to servers enable real-time updates to users about new matches, date confirmations, friend approvals, and other alerts.
- Tap confirmation - Using device NFC/Bluetooth, this module enables users to tap to confirm when a date has begun, notifying friends.
- User profiles - Frontend profiles allow users to share some basic info like photos, age, interests. Full profiles unlock during an active date.
- Messaging - Real-time chat screens allow matched users to coordinate date plans before meeting up.
- Friend management - Users can view friends on the app and those with single friends looking to date. Friends must approve match requests.
- Date management - Interface shows upcoming dates, allows users to rate dates afterward, and view match history.

By combining these technical elements, we provide a smooth blind dating flow from match to meeting up. Our modular architecture also makes scaling and enhancing the app simpler over time. Advanced features like in-app purchase, ads, or premium tiers could be incorporated as we grow.

Mobile "Innovation"

Our app contains several innovative mobile features that enhance the blind dating experience. A core innovation is the use of GPS technology. Users' locations are tracked via GPS as they travel to the date location. Once they arrive within a specified radius, their profile photos are automatically unlocked so they can identify each other. Friends are also notified when the date begins so they know it is going smoothly. GPS tracking improves safety and gives friends peace of mind.

Another key innovation is the tap-to-confirm system. Upon meeting at the date location, users can tap their phones together to confirm their meeting. This sends notifications to both parties and to their friends, verifying the date has started. The tap-to-confirm feature reduces concerns around being stood up and builds trust in the platform.

We also leverage push notifications in multiple ways. Friends get alerts when they are matched for a date so they can chat in advance. Reminder notifications are sent as the date approaches to confirm details. Once the date arrives, push notifications update friends that the couple has connected safely. This keeps friends engaged in the process.

The overall concept of facilitated blind dating based on friend recommendations is also highly innovative. Competing apps offer blind dating but lack this social matchmaking element. Relying on friends' insights, rather than superficial profiles, improves match quality and compatibility. This ultimately provides a better dating experience. By blending social matchmaking with location services, tap-to-confirm features, and smart push notifications, our app delivers a unique and highly innovative blind dating solution. These mobile innovations address key pain points in dating and differentiate us from other apps in this space.

What mobile devices do you need to test your project, and how many such devices do you have access to amongst your group members?

We would need iOS devices to test our project. Currently, we have access to 4 iOS phones.

This is because our team is most familiar with Swift and the iOS development environment. Launching on iOS allows us to utilize our existing expertise to deliver the best possible user experience. We also believe iPhone users are an ideal initial audience for our app. iOS users tend to be early adopters who are open to trying new social apps. Starting with iOS helps us validate our core app concepts before expanding to Android. While Android support is on our roadmap further down the line, we feel beginning with an iOS-only approach is prudent. It allows us to focus our efforts on one platform and avoid stretching our limited resources too thin.