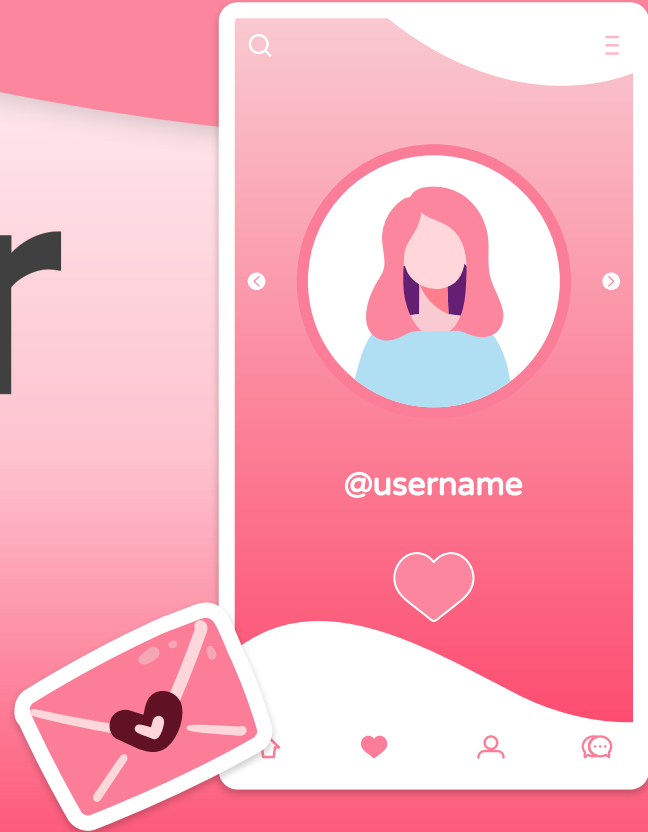




Zak Olson, Alfred Murala, Soma Sekhar, Lindsay  
Fielden

IS 6420-002





# Mission Statement

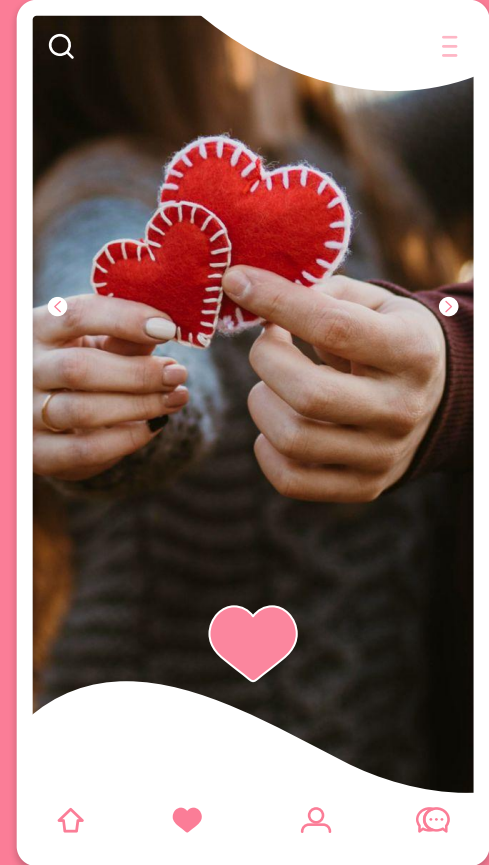
“Tinder makes being single more fun and rewarding by connecting people who many not have otherwise met in real life. We celebrate that being single is a journey. And a great one. Being single isn’t the thing you do, unhappily, before you settle down.

We stand up for how a whole generation chooses to live their lives”

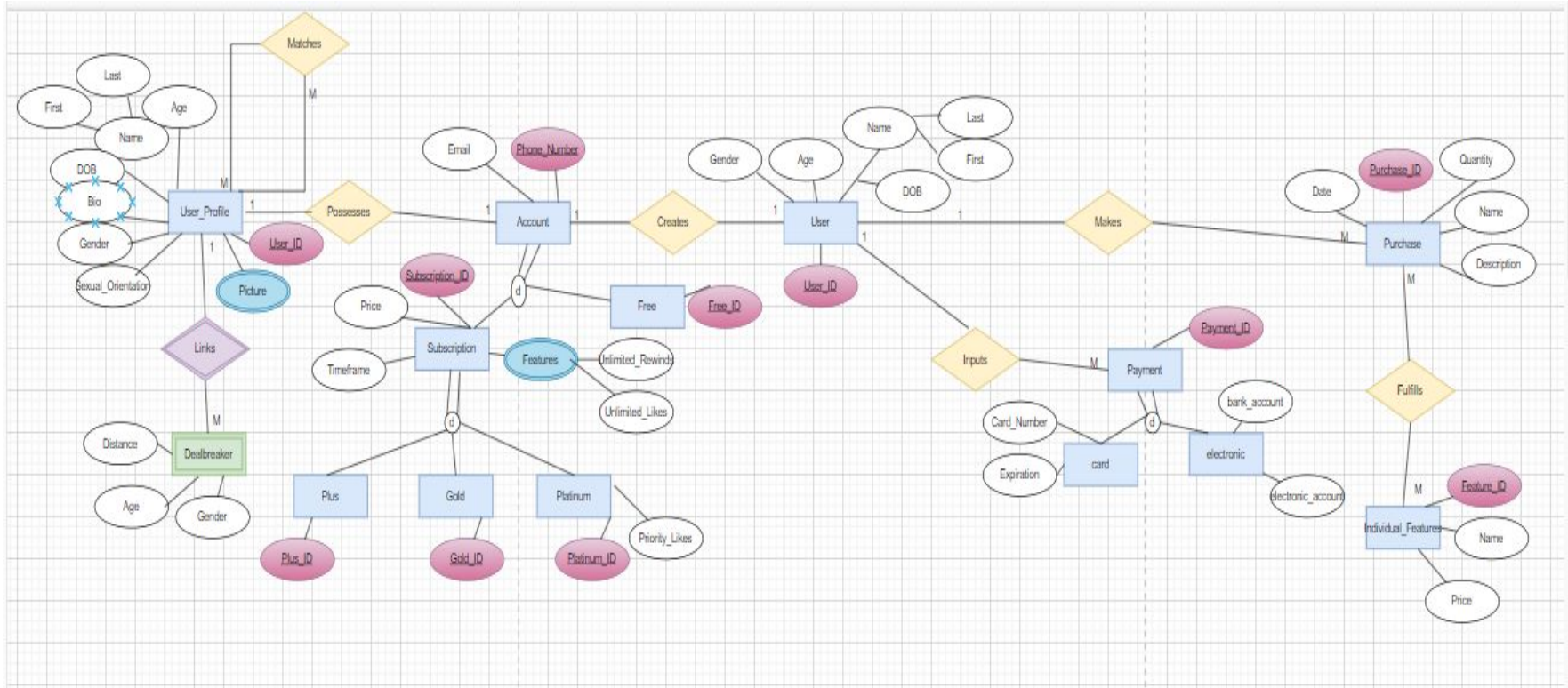


# What is Tinder?

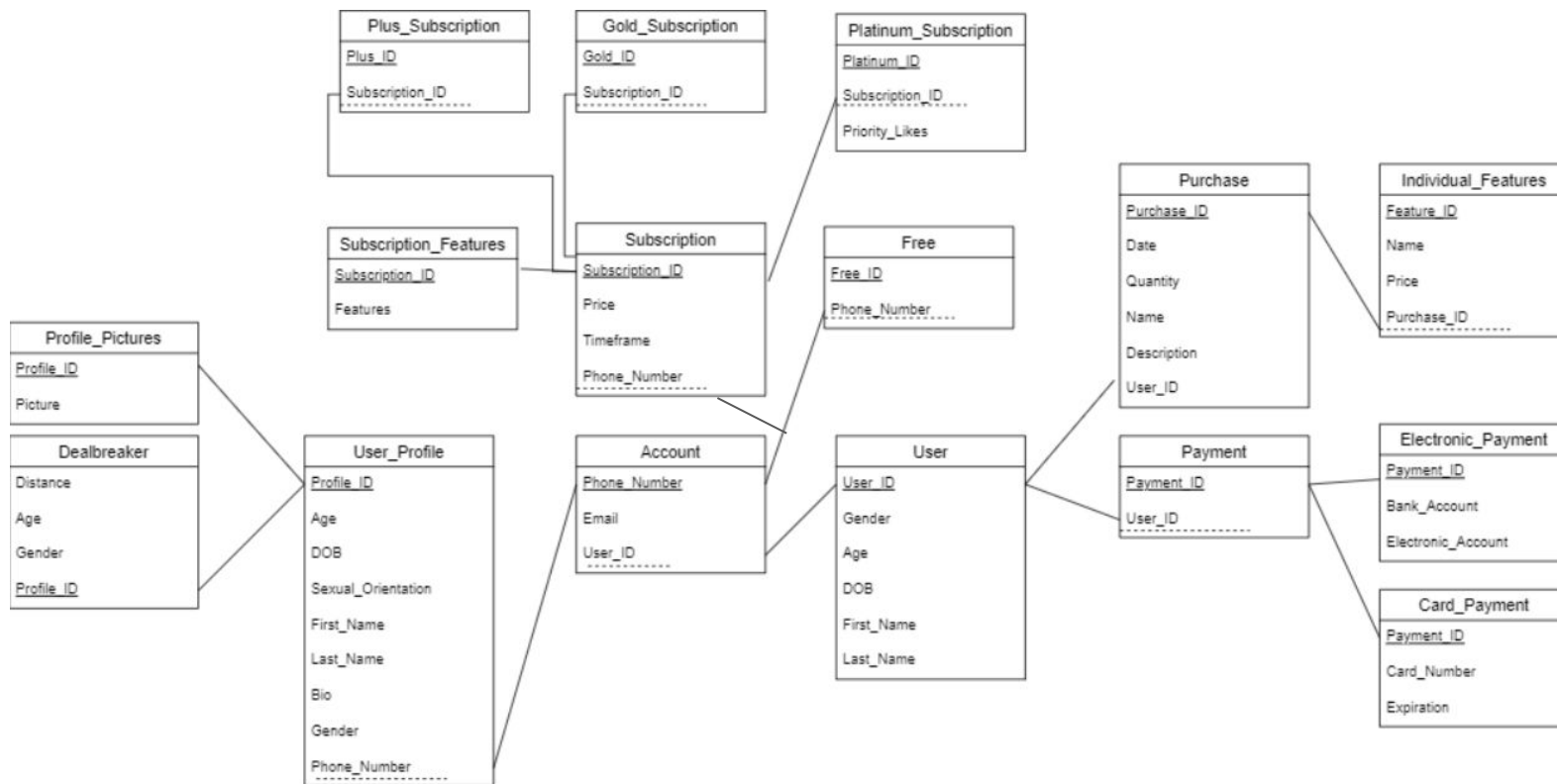
- Launched: September, 2012 on iOS
- Founded by: Sean Rad, Jonathan Badeen, Justin Mateen, Joe Munoz, Dinesh Moorjani, and Whitney Wolfe.
- A dating app that matches users based on their location, and allows users to input their likes and dislikes through the concept of swiping.
- Was primarily being used by college kids, then grew to include older users after 17 months. (Went from having 90% college kids to only 50% due to growth)



# Conceptual Model



# Relational Model





## Table Breakdown

01 User

02 User\_Profile

03 Account

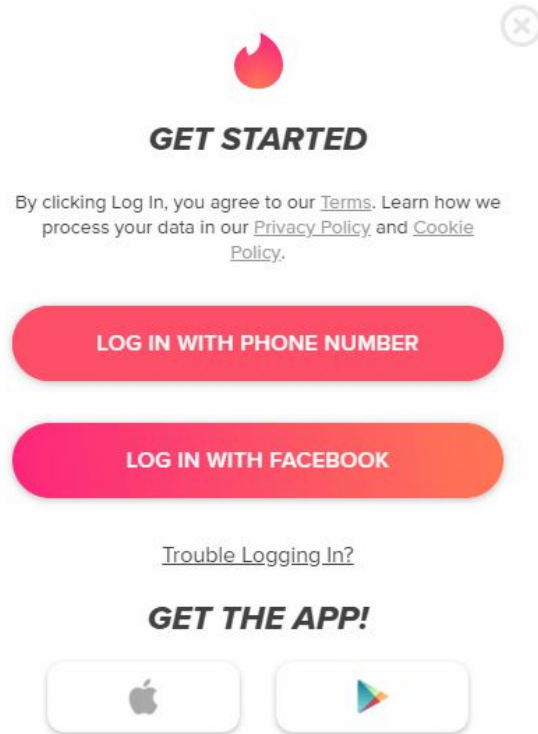
04 Payment

05 Purchase





# User Table

- The center of everything
- Stores basic information about the person user creating the account:
  - DOB
  - Name
  - Age
  - Gender



# User Table-Example Data

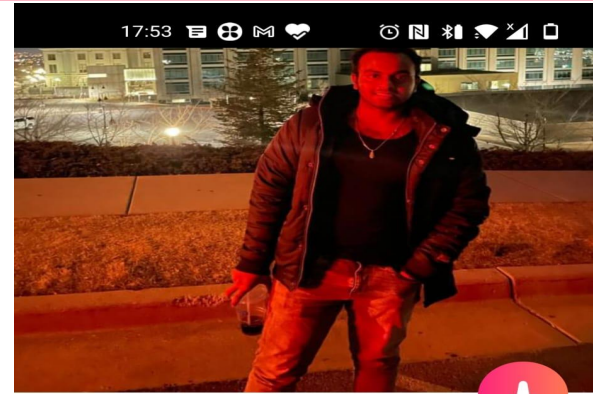
 select \* from account  Enter a SQL expression to filter results (use Ctrl+Space)

	phone_number	email_id	user_id	
1	7754570808	anna.morrison@hotmail.com	anna	
2	3081577003	jasmine.phillips@aol.com	jasmine	
3	6484332921	henry.gibson@outlook.com	henry	
4	9732898776	emma.howard@gmail.com	emma	
5	7690257623	reid.thompson@hotmail.com	reid	
6	2127787993	haris.warren@hotmail.com	haris	
7	7846938061	honey.russell@hotmail.com	honey	
8	1414608738	mary.morrison@outlook.com	mary	
9	1627714224	paige.hamilton@hotmail.com	paige	
10	6322814700	kimberly.richards@aol.com	kimberly	
11	4774272568	aida.walker@gmail.com	aida	
12	2477082150	carson.clark@gmail.com	carson	






# User\_Profile Table

- Stores information
- Information on the User\_Profile is used to match users with similar attributes
- Has a multi-valued picture attribute
- Has a weak Dealbreaker attribute



**Somasekhar 25**

 **Verified**

 Senior Analyst at Capgemini Mumbai  
 Aditya Junior College, Bhimavaram, V...  
 Lives in Salt Lake City  
 Straight  
 less than a mile away

**About me**

Looks don't define u but ur behavior  
2wards others define u.

 Aquarius

 Fish

 Non-smoker



Preview

Done

Edit

Preview



Preview

Done

Edit

Preview



# User\_Profile Table-Example Data

select \* from users Enter a SQL expression to filter results (use Ctrl+Space)

	user_id	age	gender	date_of_birth	first_name	last_name
1	anna	20	F	11/08/1994	anna	morrison
2	jasmine	22	M	11/09/1996	jasmine	phillips
3	henry	24	M	09/10/1990	henry	gibson
4	emma	30	M	11/11/1994	emma	howard
5	reid	19	F	11/12/1994	reid	thompson
6	haris	34	M	11/13/1994	haris	warren
7	honey	22	M	11/14/1994	honey	russell
8	mary	21	F	11/15/1994	mary	morrison
9	paige	28	F	11/16/1994	paige	hamilton
10	kimberly	27	F	11/17/1994	kimberly	richards
11	aida	19	F	12/18/1994	aida	walker










# Account Table

- Stores verification and contact information for the account
- Possesses a supertype subtype relationship (Free & Subscription)
- Is linked to the User\_Profile



# Account Table-Example Data

 `select * from account`  Enter a SQL expression to filter results (use Ctrl+Space)

	 phone_number 	 email_id 	 user_id 	
	1	7754570808	anna.morrison@hotmail.com	anna
	2	3081577003	jasmine.phillips@aol.com	jasmine
	3	6484332921	henry.gibson@outlook.com	henry
	4	9732898776	emma.howard@gmail.com	emma
	5	7690257623	reid.thompson@hotmail.com	reid
	6	2127787993	haris.warren@hotmail.com	haris
	7	7846938061	honey.russell@hotmail.com	honey
	8	1414608738	mary.morrison@outlook.com	mary
	9	1627714224	paige.hamilton@hotmail.com	paige
	10	6322814700	kimberly.richards@aol.com	kimberly
	11	4774272568	aida.walker@gmail.com	aida
	12	3477003160	maria.clark@gmail.com	maria

# Payment Table

- Stores basic payment information for each user
- Has a supertype subtype relationship (Card & Electronic)





# Payment Table-Example Data

	ABC payment_id	ABC user_id
1	102985678	anna
2	102985679	jasmine
3	102985680	henry
4	102985681	emma
5	102985682	reid
6	102985683	haris
7	102985684	honey
8	102985685	mary
9	102985686	paige
10	102985687	kimberly
11	102985688	aida
12	102985689	emma

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# Purchase Table

- Stores purchase/order number for each transaction
- Stores the quantity for each item in the purchase
- Stores the name of the person making the transaction
- Stores a brief description of each transaction





# Purchase Table-Example Data

`select * from purchase` Enter a SQL expression to filter results (use Ctrl+Space)

	123 purchase_id	ABC purchase_date	123 quantity	ABC plan_name	ABC description	ABC user_id
1	1,235	11/09/2020	3	Plus	Unlimited likes, Choose who sees you,	jasmine
2	1,236	11/10/2020	12	Plus	Unlimited likes, Choose who sees you,	henry
3	1,237	08/17/2020	6	Gold	Unlimited likes, 1 Free Boost A Month,	emma
4	1,238	05/16/2020	6	Gold	Unlimited likes, 1 Free Boost A Month,	reid
5	1,239	11/07/2020	12	Platinum	Message before matching, Prioritized I	haris
6	1,240	01/28/2021	12	Platinum	Message before matching, Prioritized I	honey
7	1,241	11/24/2020	12	Platinum	Message before matching, Prioritized I	mary
8	1,242	04/13/2020	12	Plus	Unlimited likes, Choose who sees you,	paige
9	1,243	09/18/2020	6	Gold	Unlimited likes, 1 Free Boost A Month,	kimberly
10	1,244	07/29/2020	6	Gold	Unlimited likes, 1 Free Boost A Month,	aida

< >

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# Thank you!

