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Feature-Packed Dating App For a US Company

How building a dating app around the ideas of 24 potential matches per day and a shot clock to turn a 'match' into a 'date' allowed a US-based company to hit the mark of **2.4 million** total users and **0.2 million** paying users in the first post-rollout year.
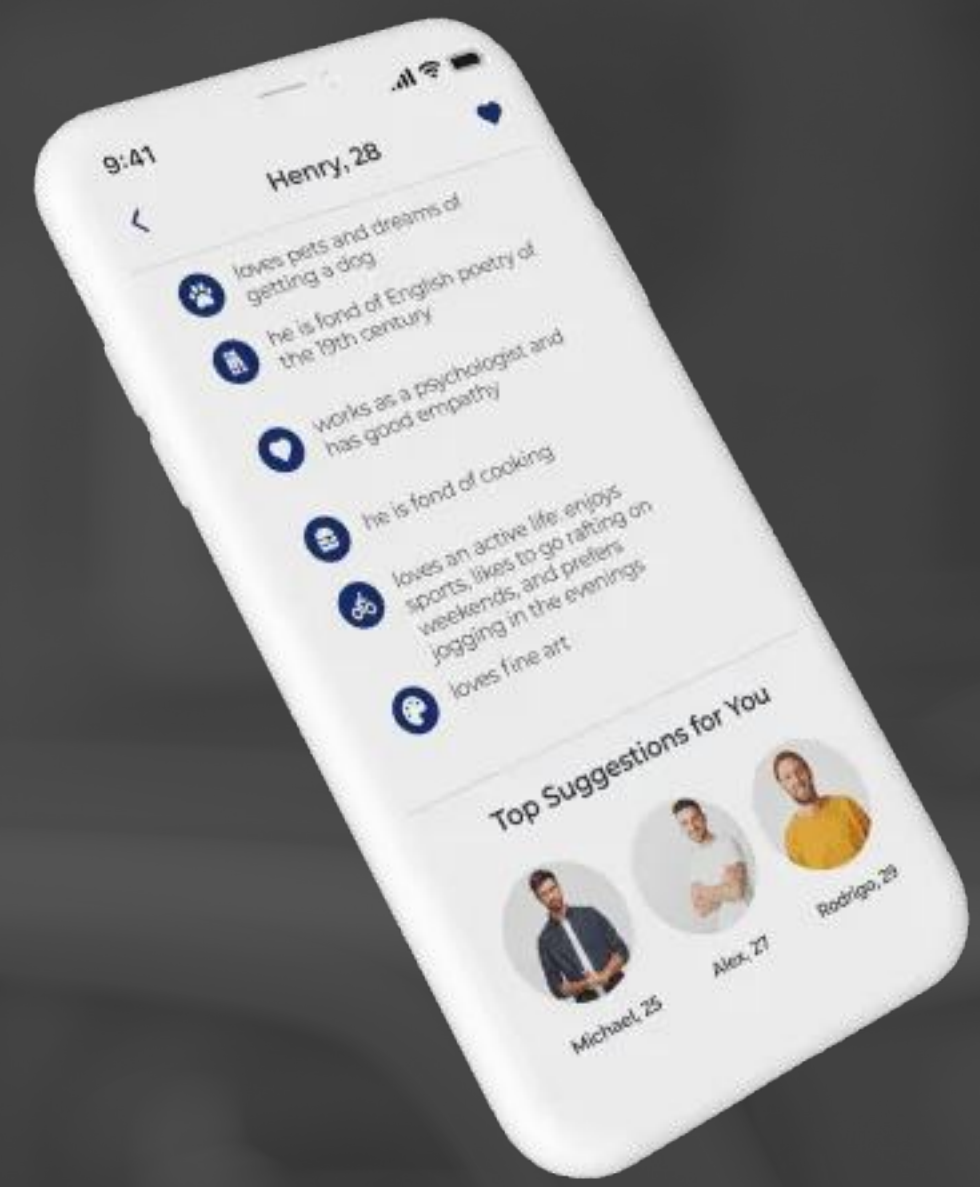
About the Project

Each hour the user gets a so-called "potential" match, i.e. up to 24 potentials per day.

The user can examine the potential's profile: photos, common friends, compatibilities, etc. If the user and the potential "like" each other, they become a "match": from this very moment they can chat with each other, but there is only 24h to start conversation with a new match ortherwise the user will lose this match forever.

In addition to this, there's one more limitation - the user has only 15 days for getting a real date with the match or the match disappears from the user's match list. Such features are created to embolden the user to be proactive and meet their match in a real life.

Key features

- Shot clock / game clock for matches
- Conversation starters that helps the user to send flirt messages to the match
- Dynamic questions that help to find touch points between people
- Unique algorithm for potential generation

Technologies & Frameworks

Frameworks

- Typhoon
- Aspects
- AFNetworking
- XCTest
- OCMock

Technologies

- CoreData
- Analytics integration (Mixpanel, AppSee, Adjust, NewRelic)
- Background synchronization, background data fetch, push notifications

Facebook SDK

Instagram KIT

Google Maps

Core Animation, Core Graphics

Google Analytic Services

PubNub
Layer messaging platform, PubNub messaging platform

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