

CPCS Develops a Mainstream Dating Platform



🎯 Objective

Develop a custom platform aiming to automate the services of dating and marriage agencies rendering matchmaking services for couples around the world.

⚠️ Challenge

Our Client from the UK approached CPCS with a request to design and develop a dating platform. The initial idea was to come up with a solution that could accumulate dating agencies around it. The request included equipping the platform's partners with efficient although intuitive tools that log the subscribers' activities within the platform to calculate their non-flat fees based on that.

/// Solution

After a thorough discovery of the Client's business needs, our business analysts came up with a set of technical requirements to develop and implement. According to the features discovered, the application is easily configurable via its multi-role admin panel. We were also to integrate our matchmaking platform with a number of payment systems, add a sophisticated search engine, and an online shop for gifts.

The admin panel we designed is a multi-level content-management tool. This includes owner, agency, and client roles. For instance, the agency role presupposes moderation of client profiles; whereas, the client role has extensive search filters options and chats in its disposal. Admins from partner agencies are provided with online "Private cabinets", which are special interfaces, where the agencies' managers can create user profiles and receive reports on user dating activities, see their payment intake points in real time.

A separate module logs all end-user activities to ensure members can pay non-flat rates for contact privileges only. It is a mainstream trend of the dating industry to charge male end users per email and video chats communications. We implemented this request together with the Awards feature. From the end-user perspective, the Awards engagement technique is reaching Silver / Gold membership statuses that open additional privileges (e.g. being able to see the analytics of profile views).

Technology choice

- Backend development – PostgreSQL, Symphony 4, integrations with PayPal and Stripe payment gateways
- Frontend development – React, adaptive design

Team and Duration

- 2 backend engineers
- 4 frontend programmers
- 1 BA
- 1 PM
- 1 QA
- 6 months for the MVP

✓ Results

As the result of our collaboration on the dating platform, our Client started a successful matchmaking business. The Client's company has partnered up with a number of marriage agencies and they run their business via the platform's multi-role admin panel together. Online daters, in turn, are subscribing to the platform to find love in our digitalized world. All in one, our matchmaking platform has solved a number of social problems, including the social distancing challenge in the times of a quarantine.

/ Industry

Dating and marriage agencies

/ Application

Online matchmaking platform

/ Quick Fact

These days, more and more couples meet online via dating apps. And the percentage of subscribers is growing rapidly. This all is translated in billions of dollars by the dating industry as its net worth.

/ About CPCS

From artificial neural networks to custom electronics design, highload and big data projects. CPCS is a team of 100+ senior-level dedicated engineers open to go through an in-depth feature-by-feature product discovery process with you. We believe you would also benefit from our client-first approach, transparency of all our magic, as well as fair and flexible rates.



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