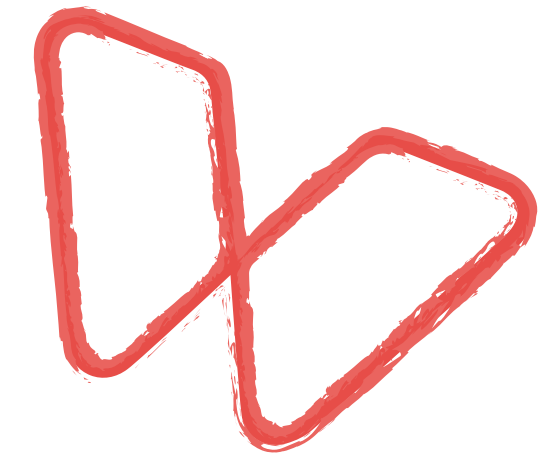# Woo

How We Built One of the Best Dating Apps on the Market with Over 10 Million Users

Several years ago, we were requested to build a dating app for Indians that would help single people find their best matches, based on ethnic and cultural characteristics. Here is how we helped our partner bring their app idea into reality.

What is **Woo?**

Woo is a dating app that aims to match like-minded people. The app includes location-based features, social media integrations, in-app payments, advanced privacy options, etc.
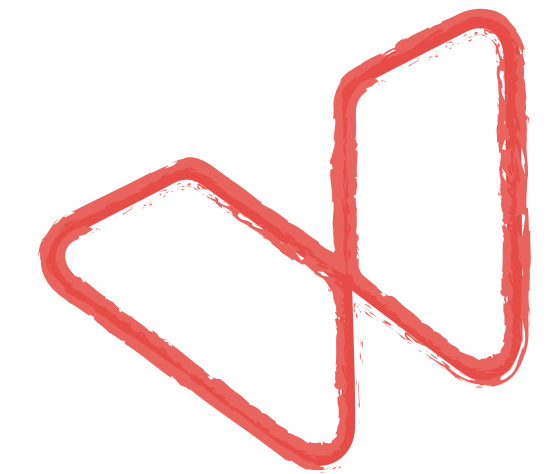
With over 1 million matches to date, Woo (initially called Thedusapp) is a top free dating app that helps single people chat, meet, and build relationships on the go. But what makes the app stand out from the crowd is that it changes the way women date (more on this in a few seconds).

Business Challenge & Objectives

Safety is a critical feature of dating apps. Our client envisioned an app that would stand out from all the other dating applications out there by making women's privacy and safety a top priority.Our client contacted Addevice with a request to bring their app idea into life. We were tasked with:

- **building a successful Minimum Viable Product (MVP)**
- **creating a user-friendly mobile app with a simple user interface**
- **creating a messaging platform that would allow users to connect**
- **staying within the budget and meeting tight deadlines**
- **thoroughly testing the application and ensuring the app meets all**
- **its technical, functional, and business requirements**
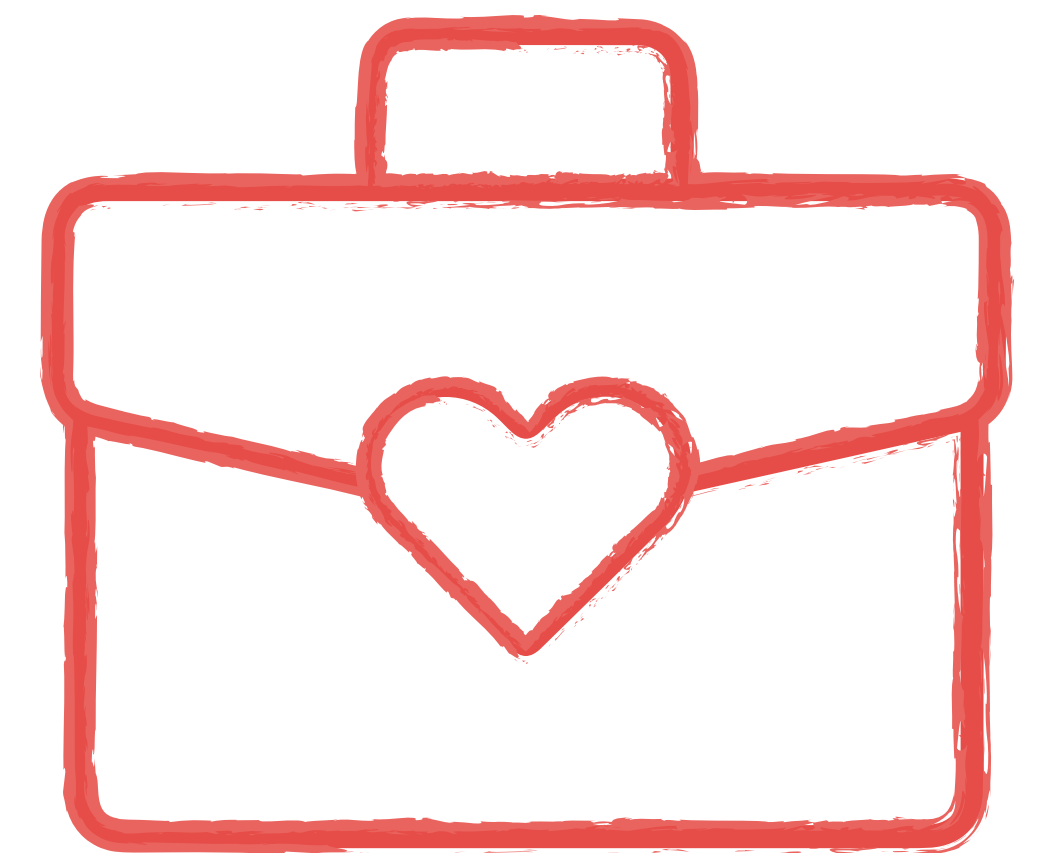
The **Solution**

In less than 12 months we built a user-friendly dating application from scratch with a high level of privacy and security.

Unlike other dating apps in the market, women's details (name, number, location), remain confidential. This information is not seen by anyone on the app. Women can place a voice call directly from the app while their number remains hidden and private.

Woo also enables users to like or ignore someone without revealing their identity. If both users like each other's profile, a private chat room will open for both of them.
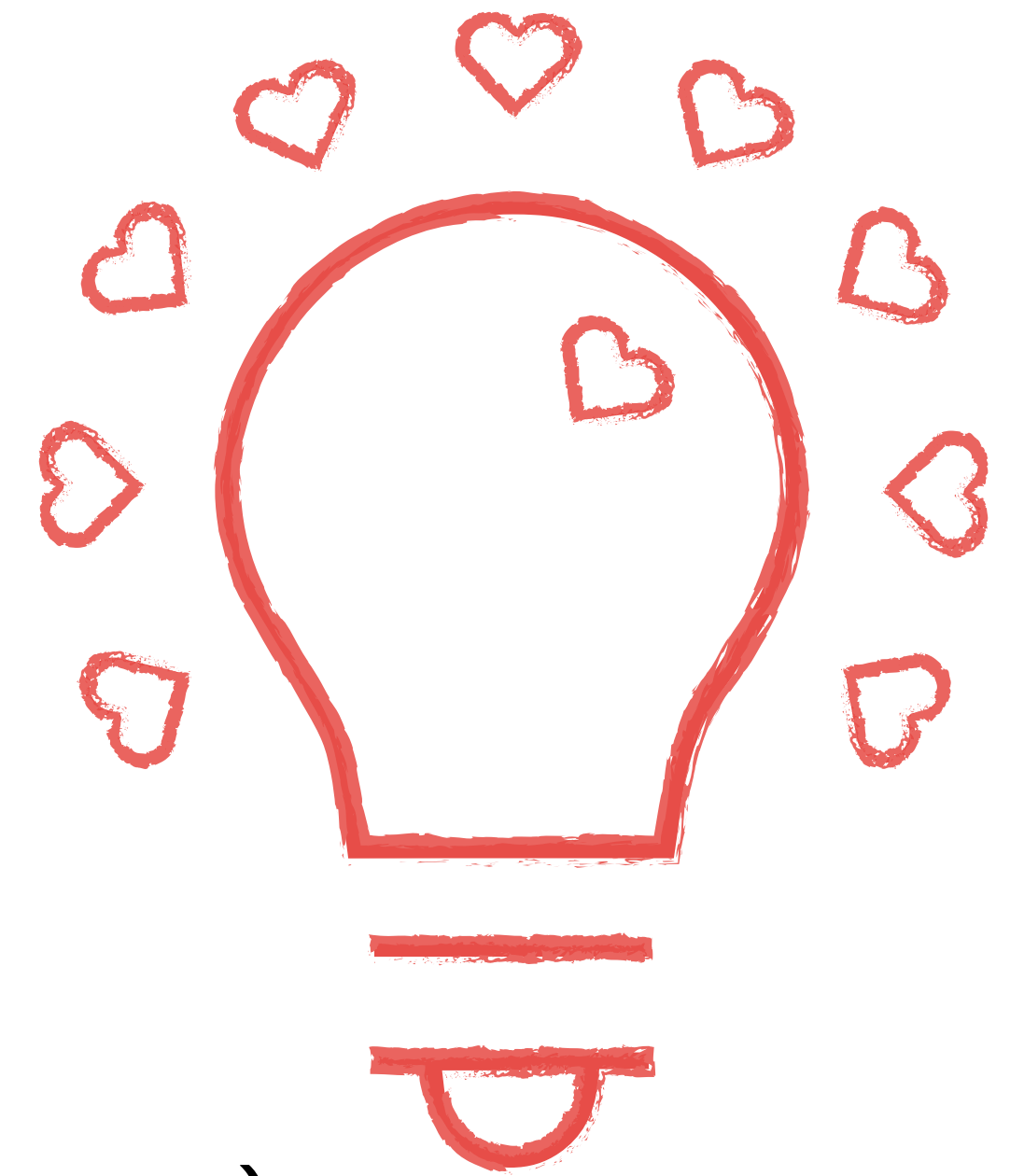
On top of that, we built an Artificial Intelligence solution that uses profile information and preferences (age, interests, location, religion, etc.) to help users find people who share common interests with them. AI is also used to process images from visited profiles and recognize a user's physical preferences. This information is then used to suggest profiles that match the user's preferences.

We provided a full set of IT services to plan, create and launch the application (requirements analysis, solution architecture design, UI/UX design, development, testing, project management, post-production maintenance, and support). Once the application was live and available to users worldwide, we worked closely with the client to make improvements based on user feedback and added new features over time

Summary of **Results**

- Top dating app on App Store & Google Play

- Over **30 million** downloads **worldwide**

- Over **10 million** users worldwide

- Over **1 million** matches

- **4.1 A**verage User Rating

- Developed in less than **12 months**

Turn Your App Idea into Reality!

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