



# A HEALTH AND FITNESS-BASED DATING APP POWERED BY MONGODB GOES LIVE

Suyati with its expertise in MongoDB, created a health and fitness dating iOS app for a US-based client. From the launch to optimization, we offered end-to-end support for the impeccable functioning of this app.

## THE CLIENT

A unique idea struck the mind of a California-based entrepreneur: to combine fitness with dating. With this USP in mind, the client wanted to build a health and fitness-based dating app that became an evolution in online dating.

## THE BACKGROUND

The client wanted us to create an iOS app with a difference.

The idea was to implement a fitness and dating app that can bring together two persons with similar passion and fitness interests.

They also wanted the following additional features to be included:

- A location-based algorithm that displays fitness classes happening in your city, which you can attend with your partner who has similar interest.
- An opportunity to have two minutes of video chat to add that bit of trust before going all out.

## THE CHALLENGES

Following were the major challenges which we had to overcome:

- Schedule an instant live video date (LiveDate) between the chosen partners.
- For the first time, we built-in video chat into an iOS app which initially faced technical hiccups, but we could successfully manage it.
- Integrating OpenTok platform into the app was also a great challenge.

## THE TASKS

- To create a scalable platform that can handle huge amount of user data
- Find suitable partners from Facebook using Custom Matching Algorithm, along with third-party health trackers (Apple HealthKit, Fitbit or Microsoft Band)
- Managing the back-end as well as the user interface to get the app running
- Managing the user control, making the required alterations and optimizing the app (in the second phase)

## SOLUTIONS IMPLEMENTED

- Registering your profile is pretty painless, as login is done using Facebook account.
- Post-registration, using custom matching algorithm, matching users are selected based on the location, interests, chats and videos stored on Facebook or third-party health trackers (Apple HealthKit, Fitbit or Microsoft Band).
- This project required a scalable, effective and dynamic method to store data, along with high availability and responsiveness. MongoDB just fitted the role perfectly.
  - When one has to work with huge amount of data, it makes perfect sense to use MongoDB as the database, as it supports dynamic queries on documents using a document-based query language.

- Another supportive feature MongoDB offers is it can query for locations that intersect with a specified geometry.
- Aggregation framework is the preferred method for data aggregation in MongoDB. It is modeled on the concept of data processing pipelines, through which the documents enter and transform into an aggregated result. The pipeline provides efficient data aggregation using native operations within MongoDB. It provides tools for grouping and sorting documents, and the filters operate like queries.
- Admin console dashboard was built on the incredible AngularJS framework.
- Python flask was used as the micro server framework as it helps complicated APIs to run quickly and efficiently.
- The project was deployed on Amazon Web Services (AWS) Platform as a Service (PaaS).
- Platform uses auto-scaling and failover features from AWS.
- It supports more than 100,000 concurrent connections.

## THE RESULTS

- The app was launched successfully and accepted well in the US.
- Though this iOS app is free, in-app purchases are available to extend the user experience. It is possible to schedule an instant live video date (LiveDate) with your match.
- The feature called 'Heatmap' displays the fitness classes happening in your city and gives you an option to connect with someone who is attending a class of your interest.
- The Health-tracker connections feature lets you connect your app with Fitbit for better matchmaking. For example, it finds a date that equals in the fitness level as you are in.



## THE HIGHLIGHT

OpenTok.framework is generally used to facilitate video chat. But we successfully managed to use this framework for text chat as well.

## TEAM COMPOSITION AND PROGRESS

A 6+ months long project that with a team of 10 members to work on the user interface and back-end of the app.

The client was quite impressed with Suyati's implementation work and handed over the second phase of development to us. The second phase had its focus on optimizing and making the necessary alterations in the app.

## THE ENGAGEMENT MODEL

The project was executed in a Fixed Price model with a clearly defined project scope that helped in deriving more value for the client. The project concerns and issues were discussed regularly through weekly/ daily meetings. The Fixed Price Model ensured more transparency on the workflow.

### **Advantages of Suyati's Fixed Price Model:**

- Developing and implementing solutions easily
- Coordinating well with the Security Review Process
- Efficient License, Release and Patch Management
- Clear visibility on the scope of the project including timeline and deliverables

## ABOUT SUYATI

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.



[www.suyati.com](http://www.suyati.com)



[services@suyati.com](mailto:services@suyati.com)

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