

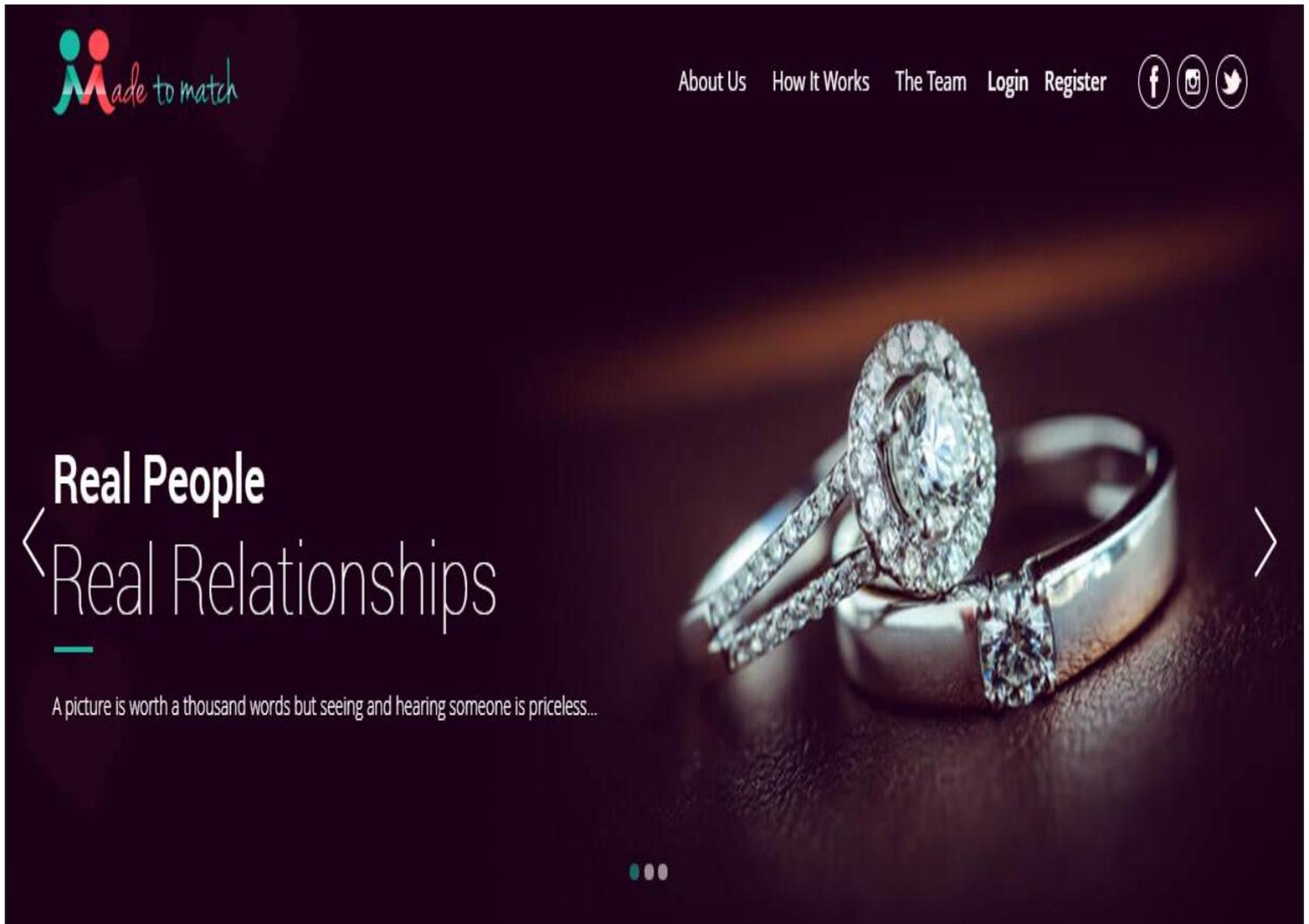
Fullestop case Studies

Made To Match



CASE STUDY

Made to Match



App URL: <https://madetomatch.in/>
Category: Matrimonial Website



Background

Made to Match is a Matrimonial website which allows any individual to find their better half. Made to match was conceived based on real feedback from frustrated eligible bachelors and spinsters on making the process of finding their soul-mate more wholesome than just reading a profile snapshot and gazing at a photo-shopped picture!

Objective

Made to Match was founded with the vision of standing out from all the matrimonial sites that ruled the web. Fake profiles made it hard for individuals to choose their life partner online and made to match wanted to overcome this. The client wanted to give individuals the privilege to connect through Video chat so that both individual can interact with each other and find their perfect match. He was looking for an easy solution for their customers where they can make new connections with others registered on the portal according to their compatibility.

Synopsis

Fullestop designed and developed <https://madetomatch.in/> which challenges the Status Quo by providing immersive experience with the next best alternative to meeting a person live, interacting with them live on screen. Fullestop developed every minor to major functionalities like Video calling and Chatting to meet the client requirements. The objective was achieved by giving attention to most granular details, understanding and realizing the key areas to work on, deploying new technologies to support the idea and committed efforts.

- Easy to search functionality that enables users to find their perfect match.
- Multi layered authentication to eliminate fake profiles and ensure quality member user database. No user detail shared except for customized “made to match” user information to prevent spammers.
- Simple fee and billing structure
- Modern polished layouts & Interactive graphics that binds user interests.
- Audio-visual medium that helps people project themselves in their inimitable styles to their viewers



Solution Implementation

As there are many matrimonial websites already available in the market, the major challenge was to design and implement all the features in such a way that the website stands out among all of its competitors. Fullestop had to look at creative and unique ways to optimize code and UI of the app so as to present a unique solution. The challenges faced by fullestop are listed below:

- Creating an UI which develops visual flair and interactive features to match the goal and vision
- Developing a robust and fully customized bespoke matrimonial platform that could support multiple video profiles
- The Audio Visual medium is itself a unique feature which helped us to achieve the core objective of the website.

Technology Used

- **Nodejs:** Node.js is an open-source, cross-platform JavaScript run-time environment that executes JavaScript code outside of a browser
- **Angularjs 1.X with Mongo DB:** AngularJS is a JavaScript-based open-source front-end web application framework mainly maintained by Google and by a community of individuals and corporations to address many of the challenges encountered in developing single-page applications.

Results

Fullestop delivered the complete portal with all client's concerns and requirements fulfilled.

- Simple, fast, and reliable solution for made to match having classic & sophisticated looks to match the client's vision.
- Quick in operation with fluid transitions
- Intuitive and minimal, yet an engaging and interactive platform

Success Story

Made to Match is India's first video only matrimonial service. It is a secure platform that lets you search for your life partner from the comfort of your home.