

Fullestop Case Studies

# Fliqpic

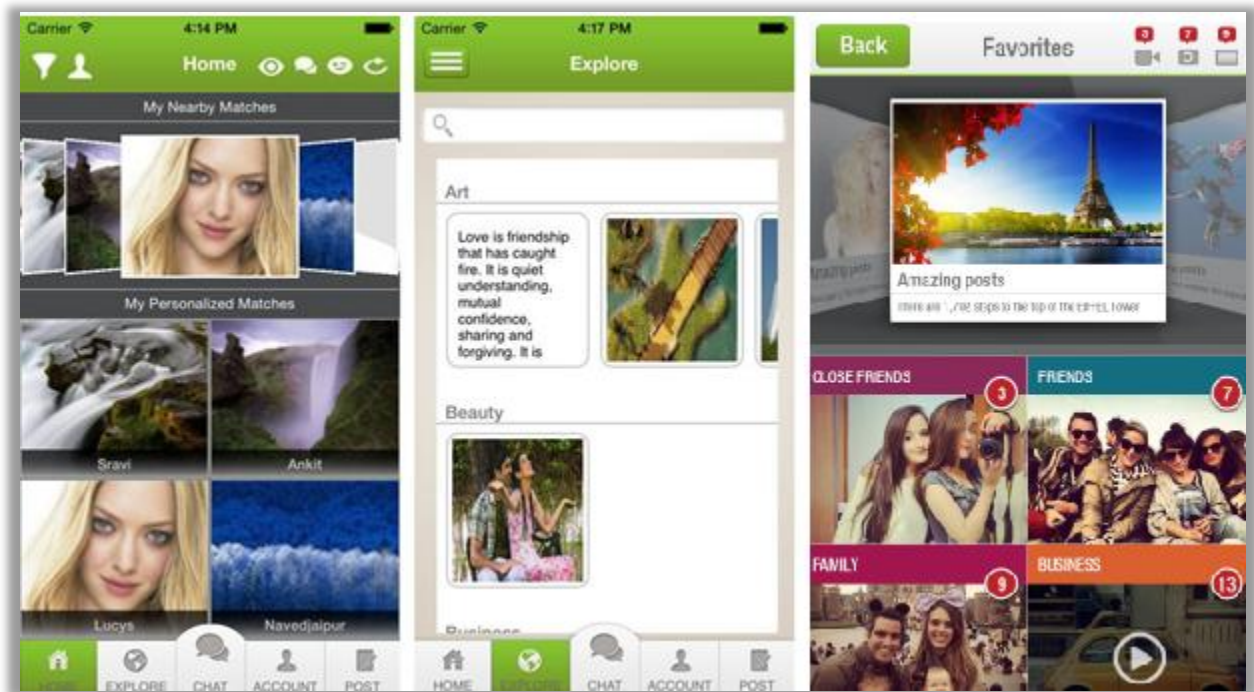
Scalable, Usable application @  
Fullestop

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## CASE STUDY

### Fliqpic- An android dating app with real-time video and texting functionalities



Android App URL: <https://play.google.com/store/apps/details?id=com.fliqpic>

iTunes URL: <https://itunes.apple.com/us/app/fliqpic-dating-live-video/id960306073>

Website URL: <http://www.fliqpic.com/>

Category: Social

### Objective

The objective is to present an honest and unbiased solution for finding a perfect match for you with good chemistry based upon common interests; an app that could provide video and text chat capabilities to encourage interaction between strangers, who may turn out to be a good couple. The matches would be suggested, based on meaningful connections by certified matchmakers and present to the users in a quick, easy and effective way.

The app will be focused on the people who are willing to find their match based upon the details and requirements in their profile. The audience here would be single persons, looking for a partner to



engage into relationship and dating scenario. This app is specifically for android users who wish for a dating app which provides a face to face dating experience via video chat and other interactive features.

## Challenges

- The vast market filled with numerous dating app was the biggest challenge for fliqpic.
- Fullestop came up with a solution that was unique and very useful for the dating scenario: video chat.
- Developing a user friendly interface with nice design and fluid user experience.
- Successful integration of Video chat API for android- OpenTok SDK for AV chat.
- Working on several optimization techniques to handle the load of data generating every minute which included dynamic match making algorithms and handling of numerous users effectively.
- Testing the application in various user scenarios.

## Synopsis

The developed app is an android platform to make match making easier and let users find a perfect dating partner by exploring through different categories of *Fliqs*, video and text chatting with their match using winks and smilies, managing their profile, and ultimately liking the one they find perfect for them. The user follows a simple journey where he/ she only needs to:

- Create a profile in the app.
- Post/ look for the fliqs
- Start conversation with the ones he/ she likes
- Flirt, send winks and share photos, etc with the desired one
- Choose the one they like as their partner

The decision making is upon the user, however, the app handles the match making and creating a better interactive environment for the matched couple.

## Technologies Used

- **Android Native development:** For implementing parts of the app using native-code languages such as C and C++ and developing an intact native app.



- **Eclipse IDE:** Contains a base workspace and an extensible plug-in system for customizing the environment and developing android apps.
- **Android SDK:** Includes sample projects, development tools, an emulator, and required libraries to build Android applications.
- **SQLite:** For a commercial use of a zero configuration library and transactional database engine for the app data.
- **Objective C (for iPhone):** Programming language used in the development of IOS and OS X apps.

## Result

Fullestop developed an app that is:

- Secure in nature with privacy features and profile safety
- Quick in operation with fluid transitions
- Perfect in match making, based upon the user's interests and match requirements
- Promotes safe dating through block feature and user's approval for chat requests
- Robust and having a user friendly UI

With the successful completion and implementation of Fliqpic, Fullestop polished its understanding and development tactics on OpenTok SDK for AV chat and native app development for android.

## Reviews

"Owsm APP :) Very nice and clean application. Perfect Dating Application. Deserve 5 stars."

User's review link: <https://play.google.com/store/apps/details?id=com.fliqpic>

*[Client's review is to be added]*

## Testimonials