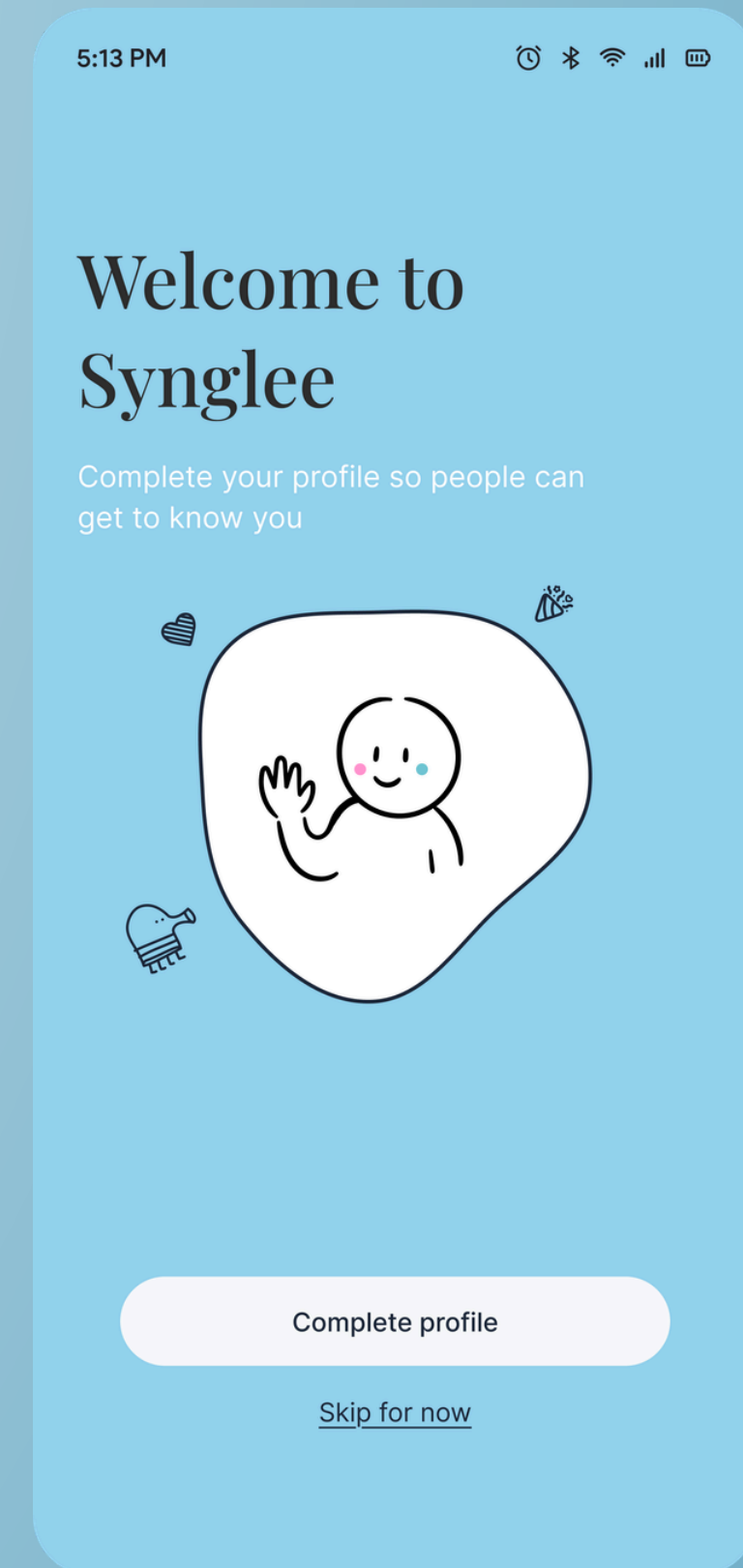
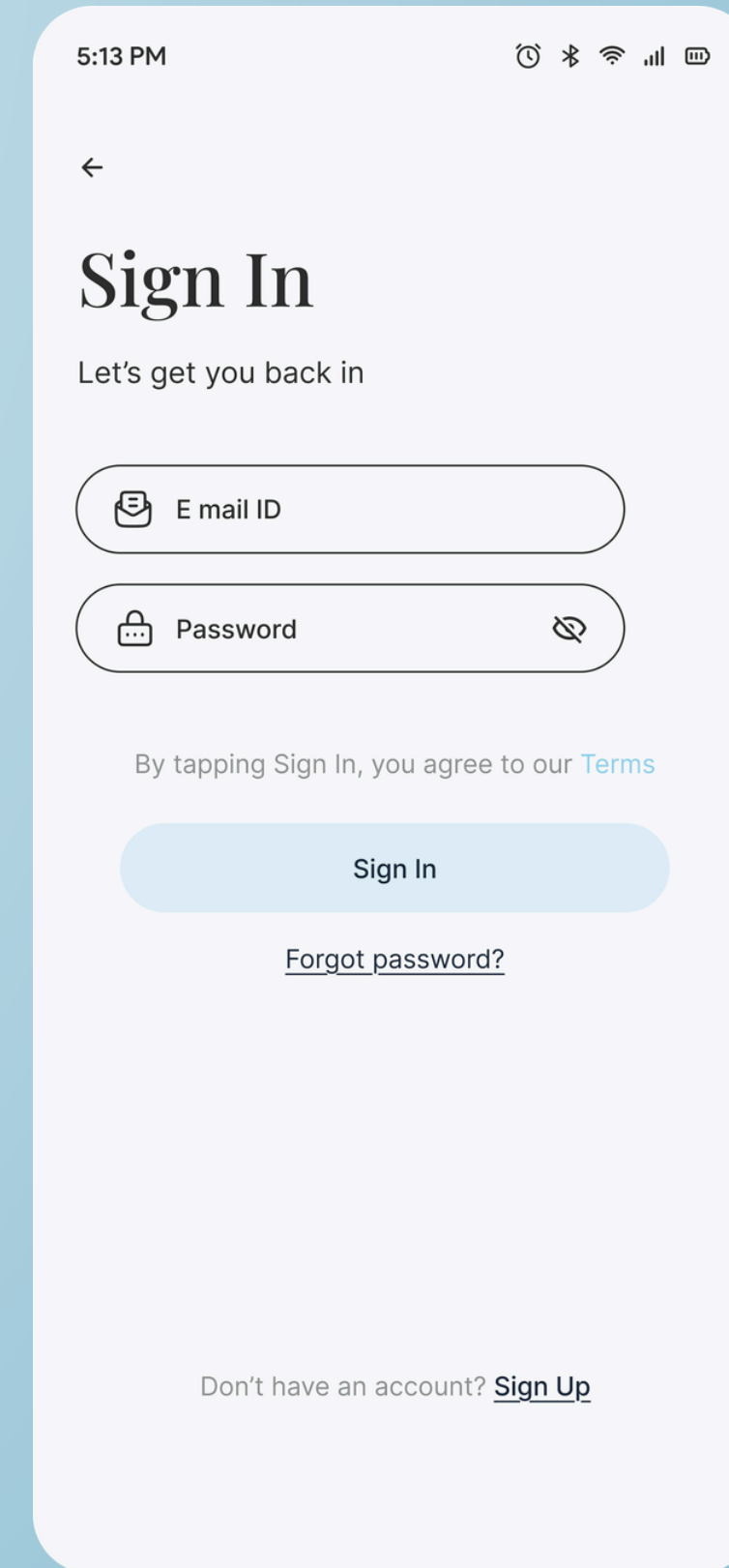
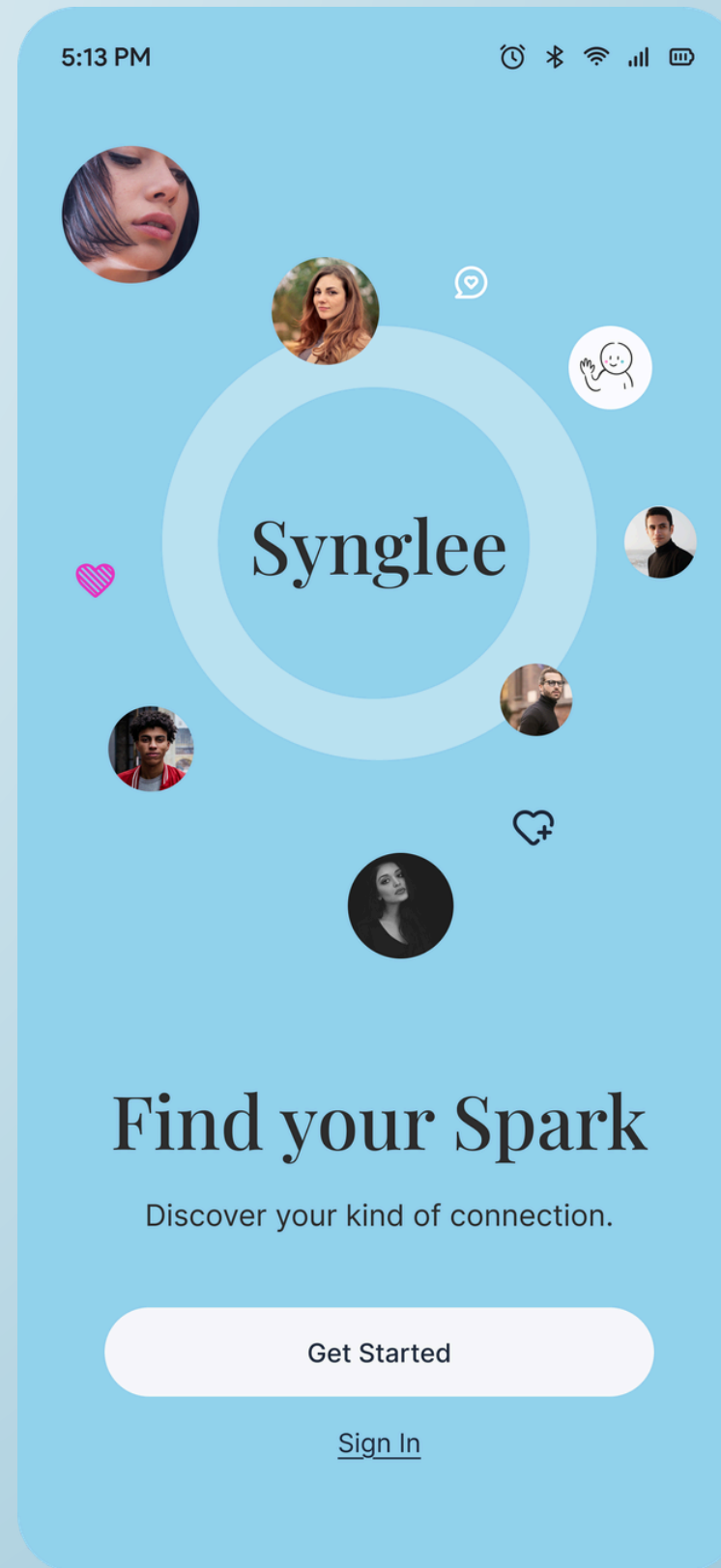


Case Study

Match Meaningfully
Build Trust First
Date With Purpose



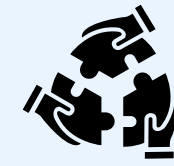


We Help Your Ideas Grow

Canws is a software development studio that builds scalable, design-led digital products. With 8yrs of expertise and over 300+ projects shipped with a top rating of 4.9★. We combine strategy, design, and engineering to turn complex ideas into market-ready solutions. Fast, reliable, built for long-term growth.

The Challenge

Modern dating apps often prioritize quantity over quality, leading to superficial interactions, fake profiles, and mismatched expectations. The challenge was to create a relationship-focused platform that encourages authentic connections through identity verification, intent-based matching, voice interactions, and meaningful engagement before conversations begin.



Client
Synglee



Domain
Dating Technology



Engagement
End-to-End Product Development



CLOUD
AWS



The Feature Offerings



Verified User Onboarding

Email verification, selfie verification, and profile moderation ensure a trusted community.



Intent-Based Matching

Users define their dating goals and preferences to receive highly relevant matches.



Voice-First Profiles

Voice introductions and voice replies help users connect beyond photos.



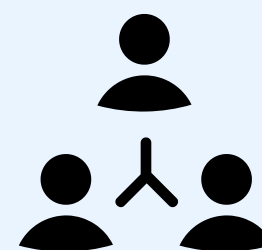
Smart Compatibility Engine

Matching algorithms evaluate compatibility, effort scores, interests, and dealbreakers.



Guided Conversations

AI-powered conversation starters, progressive chat stages, and date-planning tools.



Premium Membership Features

Unlimited matches, profile boosts, voice calls, advanced discovery, and visibility insights.



Product Design & User Experience

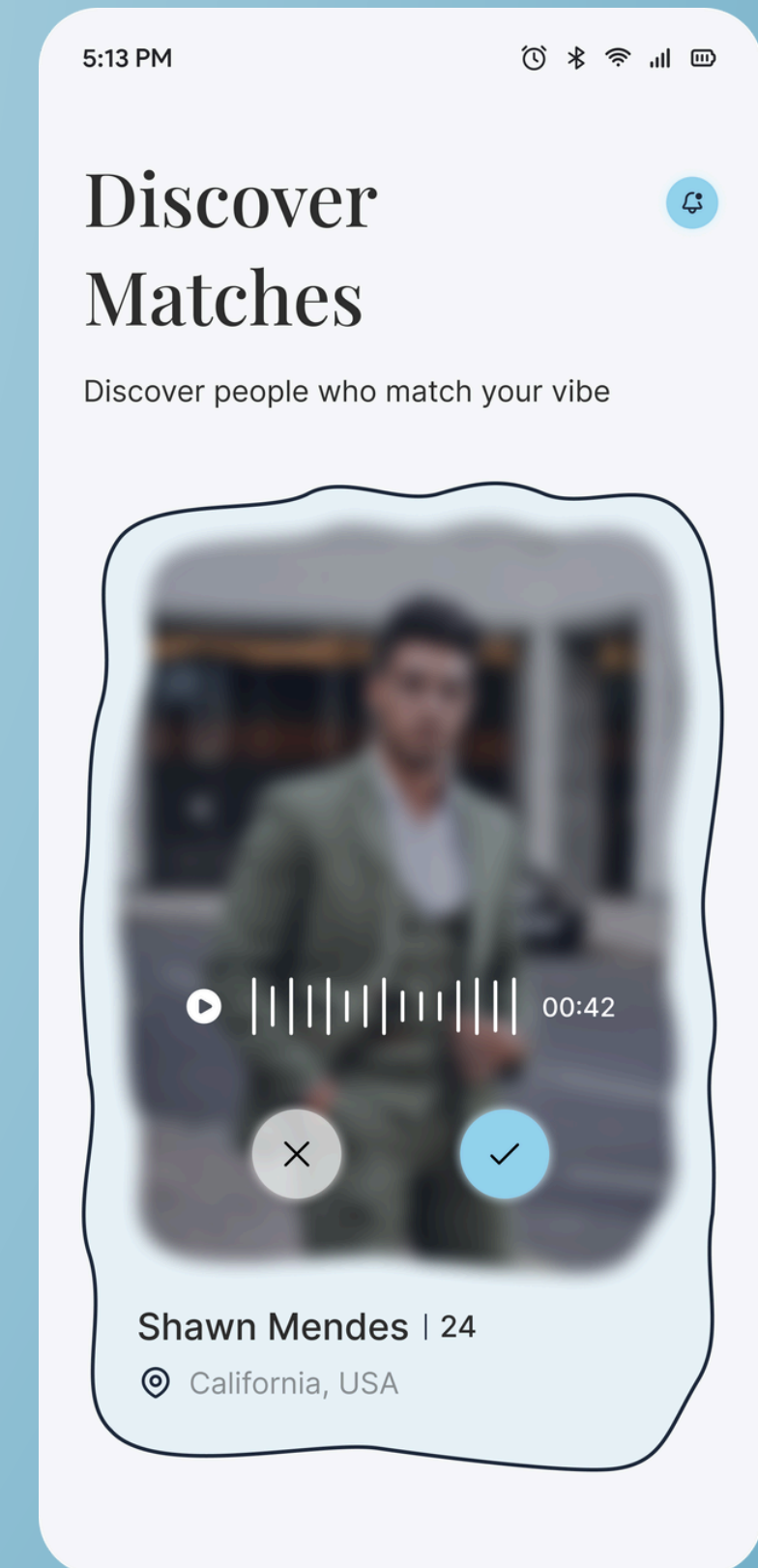
We designed a thoughtful dating experience focused on authenticity, safety, and intentional relationships. Every interaction encourages meaningful conversations instead of endless swiping.

Design Highlights

- Clean and distraction-free interface
- Intent-focused onboarding flow
- Selfie and identity verification
- Voice-first user experience
- Progressive conversation stages

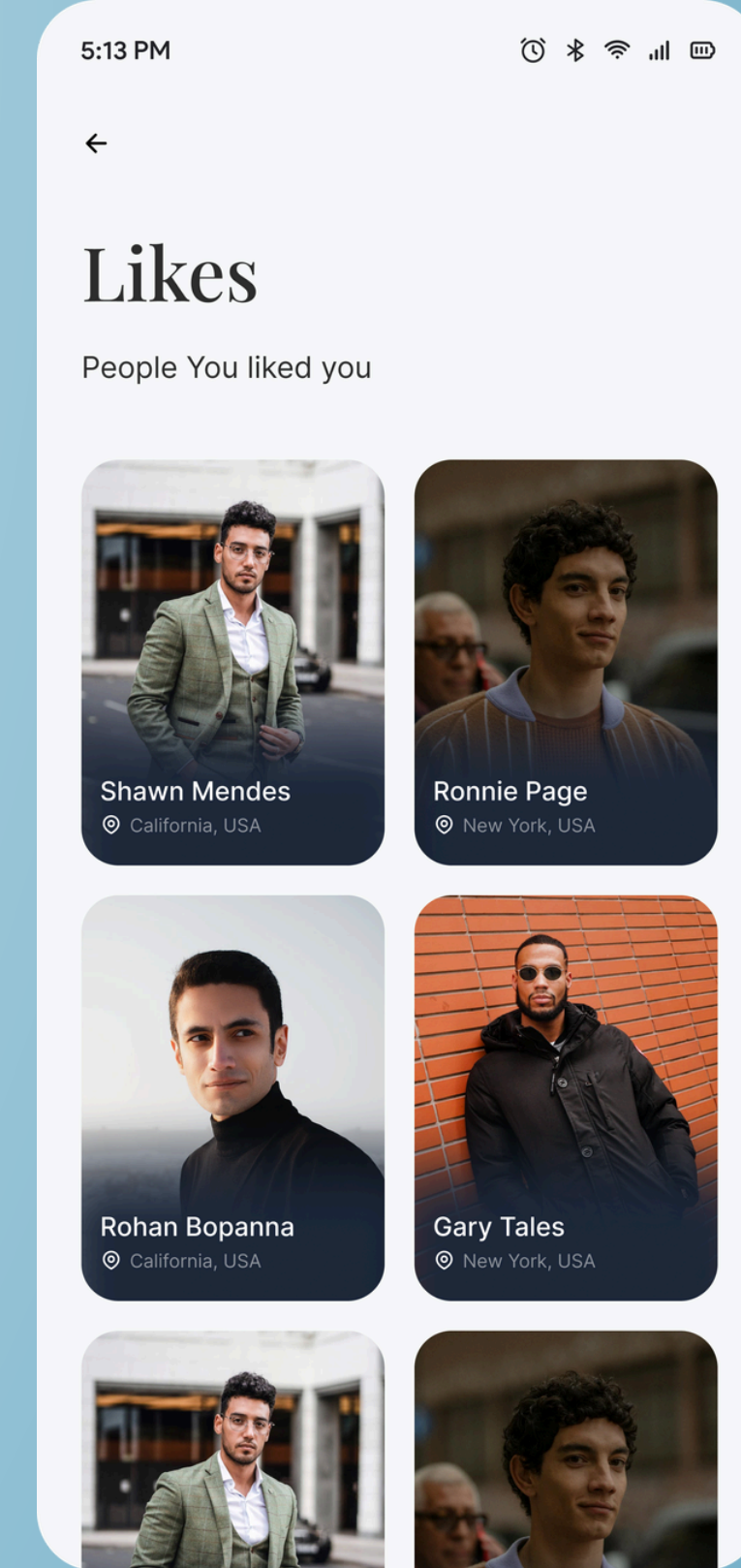
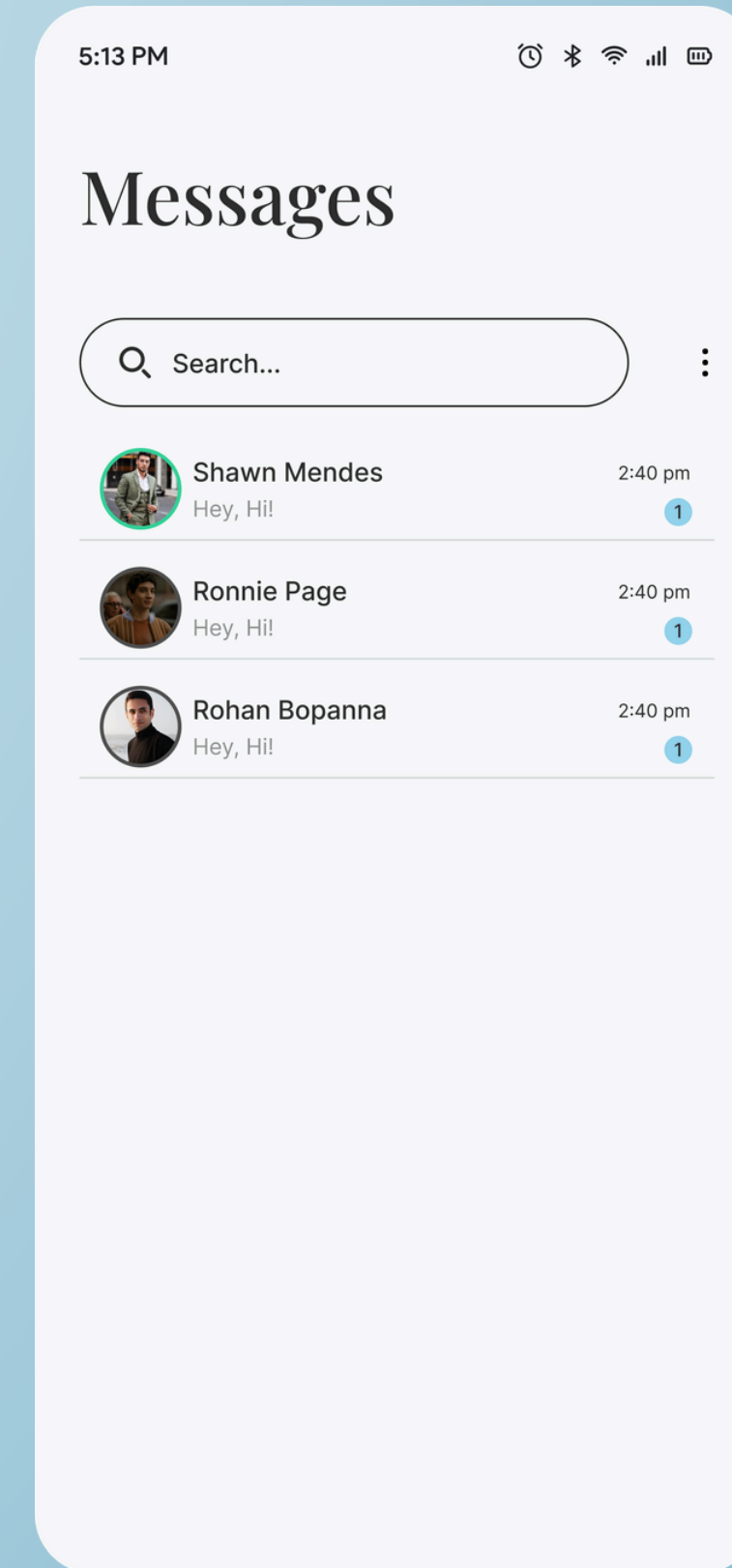
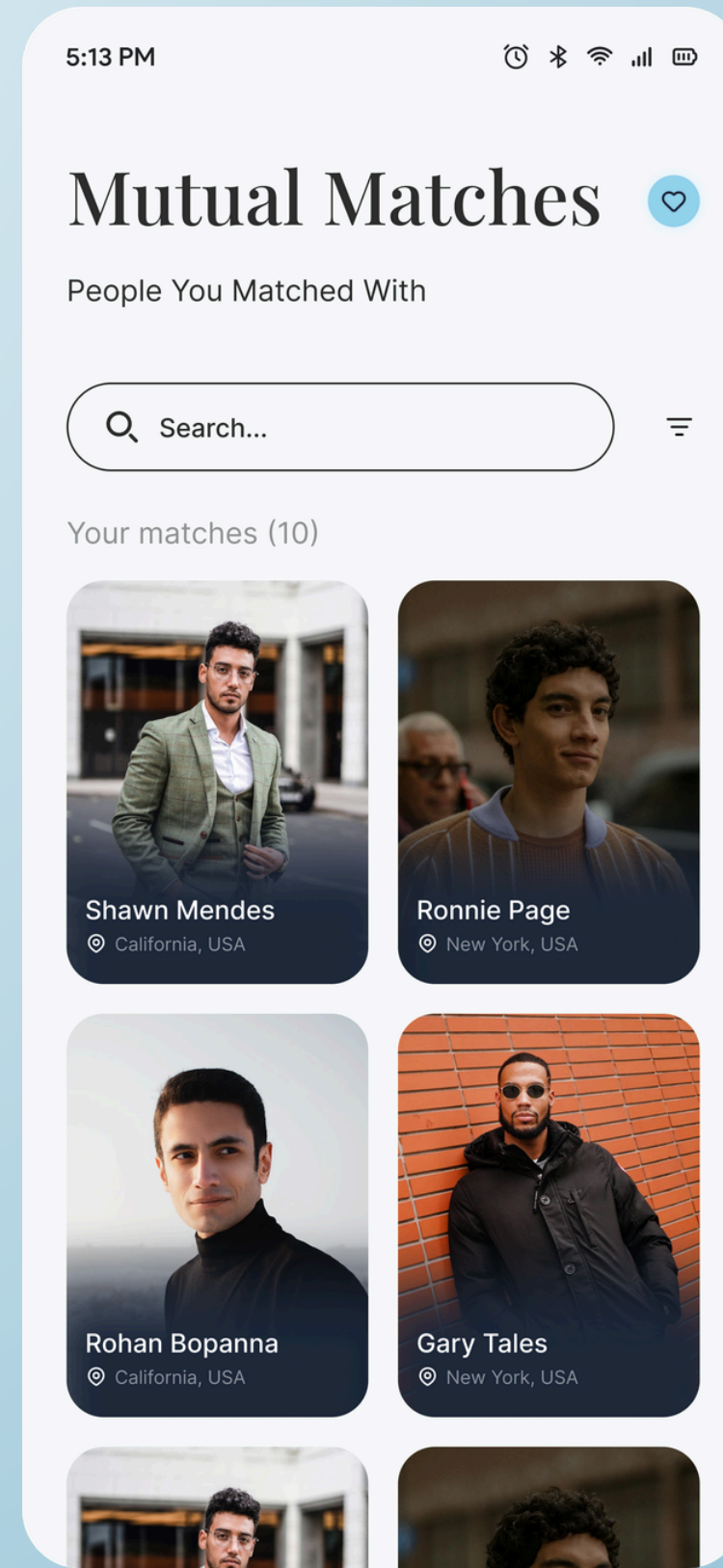
Design & Development Scope

- User Research & Behavioral Analysis
- High-Fidelity UI/UX Design
- Profile Verification Workflows
- Matching & Discovery Experience
- AI-Powered Conversation System



Architecture & Delivery

We built a scalable matchmaking ecosystem that combines identity verification, intelligent matching algorithms, voice communication, premium memberships, and real-time messaging into a seamless user experience.





Higher Match Quality

Intent-based matching
significantly improved
compatibility

Increased Trust & Safety

Selfie verification and profile
moderation.

Meaningful Conversations

Voice-first interactions
encouraged deeper
engagement

Premium Conversions

Exclusive features increased
subscription adoption

Better User Retention

Guided conversations and
relationship experiences

Community Growth

Verified profiles and trust-driven
design



What We Can Build For You

With a 10+ year experienced team and 20+ products shipped, we're ready to be your end-to-end tech partner.

Dating Applications

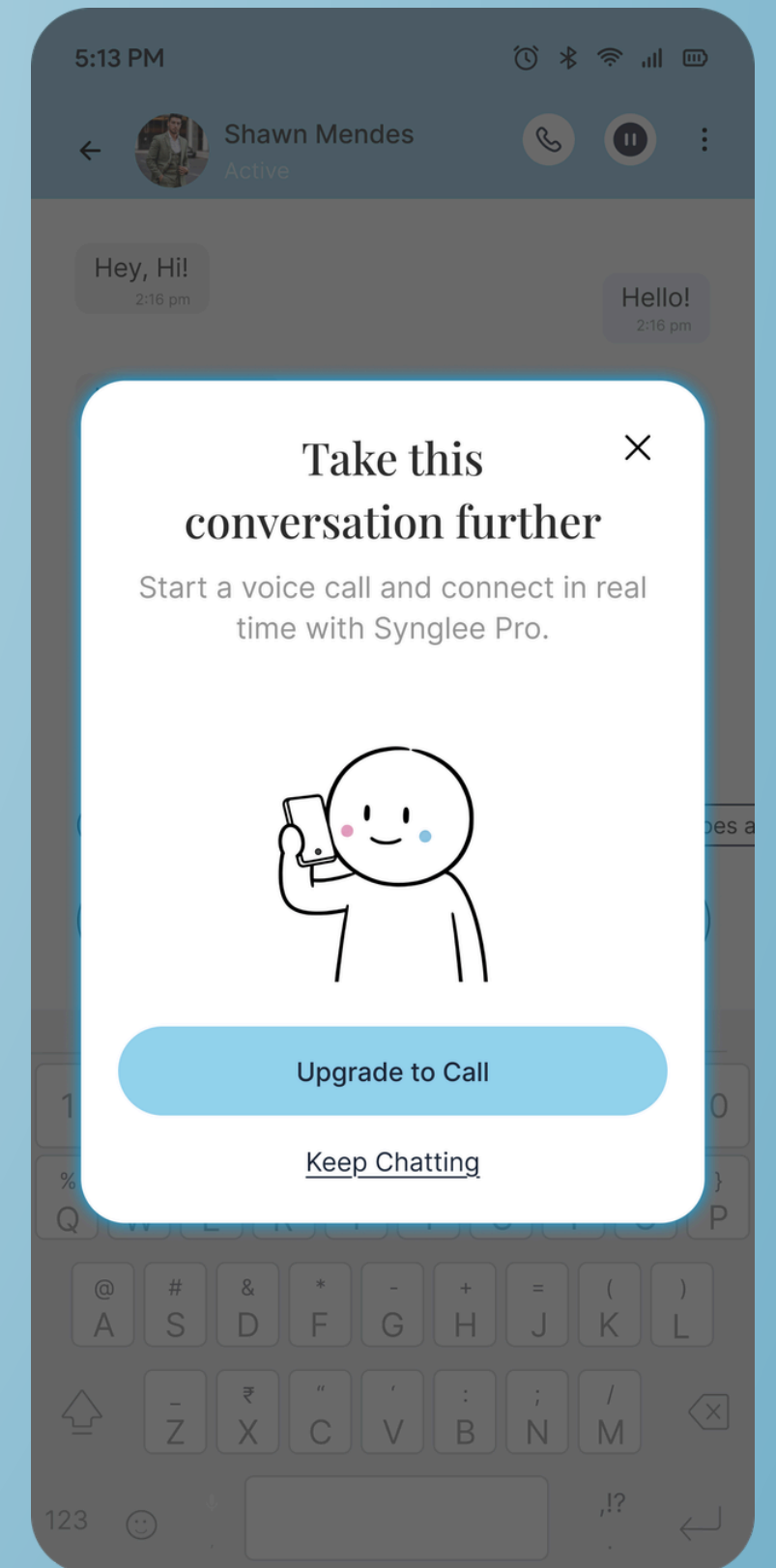
Matchmaking Platforms

Social Networking Solutions

AI-Powered Recommendation Systems

Subscription-Based Platforms

Real-Time Messaging & Voice Apps



Let's Build Something Impactful

Have an idea, a challenge, or a product to scale?

Let's collaborate and bring it to life.

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