

CHERRY DATE

Innovative Progressive Web App for Dating in the Telegram Messenger

Development service

Custom bot development,
Telegram bot development.

Business niche

Social networks and dating
platforms

Time spent on the project

1000h

Technologies we used

WebSocket, Django, Python,
Telegram Web Apps for Bots,
React.js.

CHALLENGE

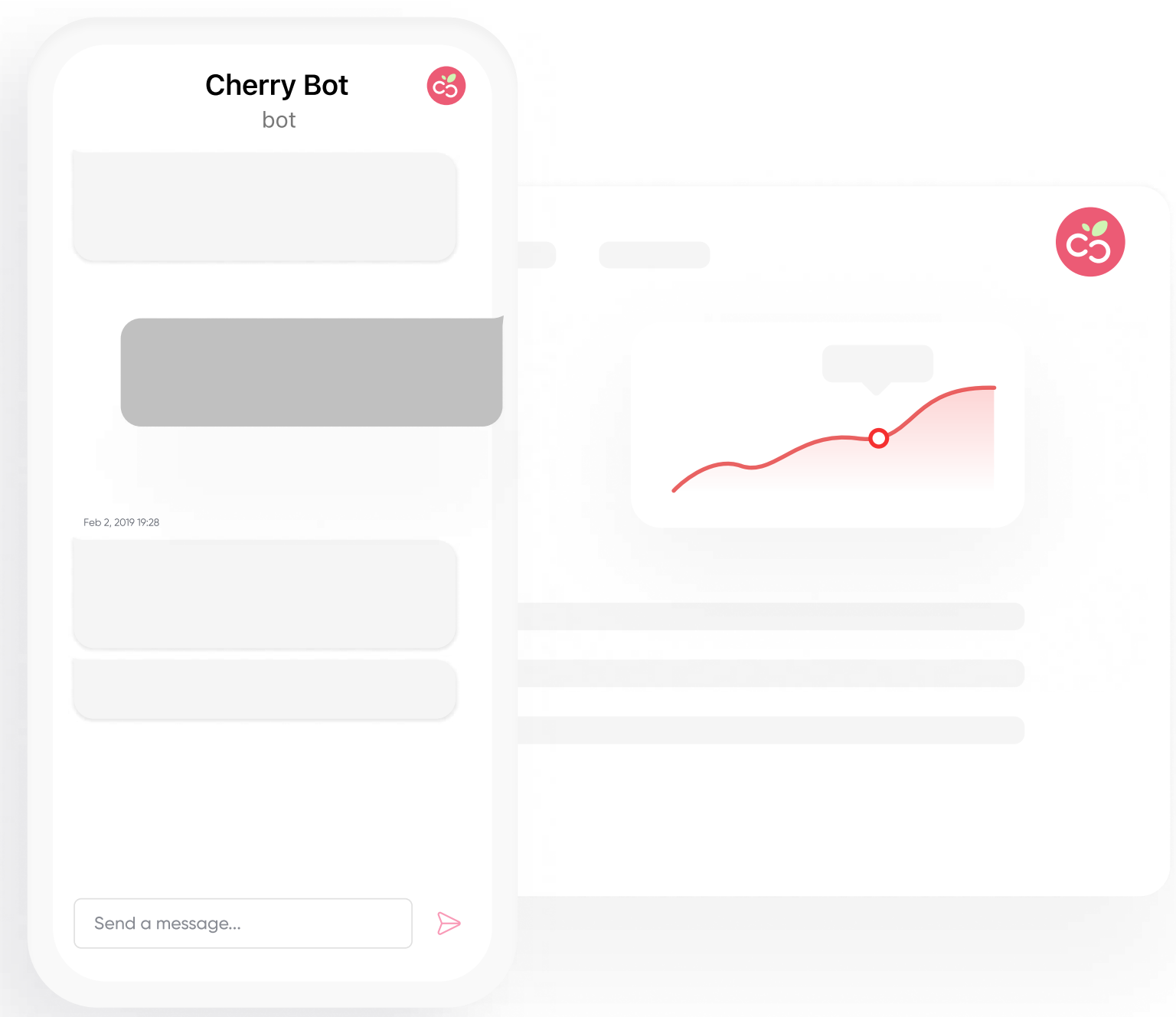
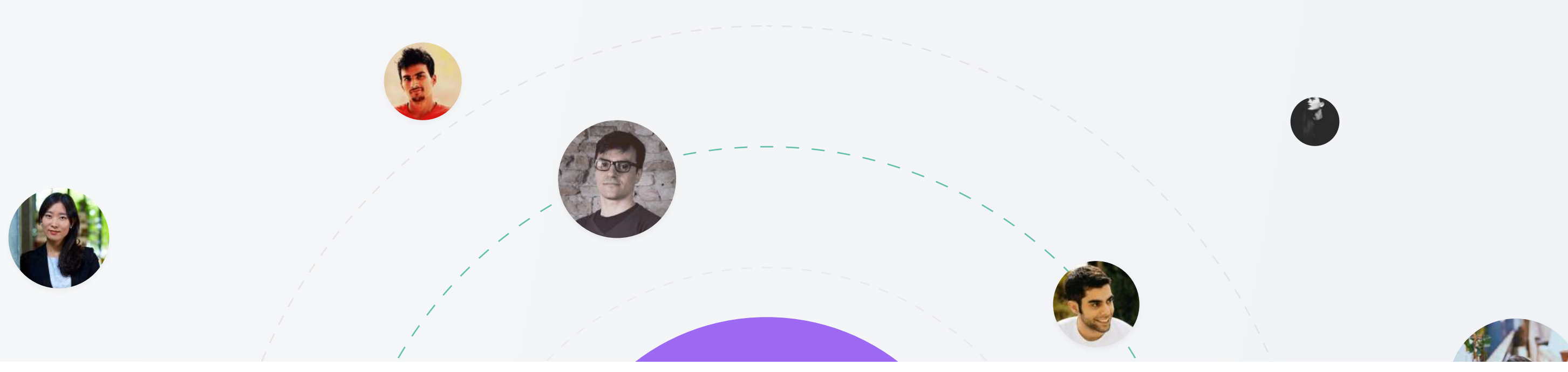
Modern dating applications have quite primitive functionality, which greatly limits the options for users and their experience of using dating platforms.

Owlab has developed a solution that not only improves the classic functions of dating apps, but also significantly expands the options for users. Cherry Date users can easily find a company for any event, a partner for a date or a companion for a simple trip to the cinema or a concert. It's not just a dating app, it's a social network right in the Telegram messenger.



Client/Target audience

Users of dating apps and social networks, entertainment business owners, event managers and concert platforms



Product overview

Cherry Date is implemented using Telegram Web Apps for Bots, which allows you to reach users of both the Telegram mobile app and its portable version for PC (or any other device that can run Telegram).

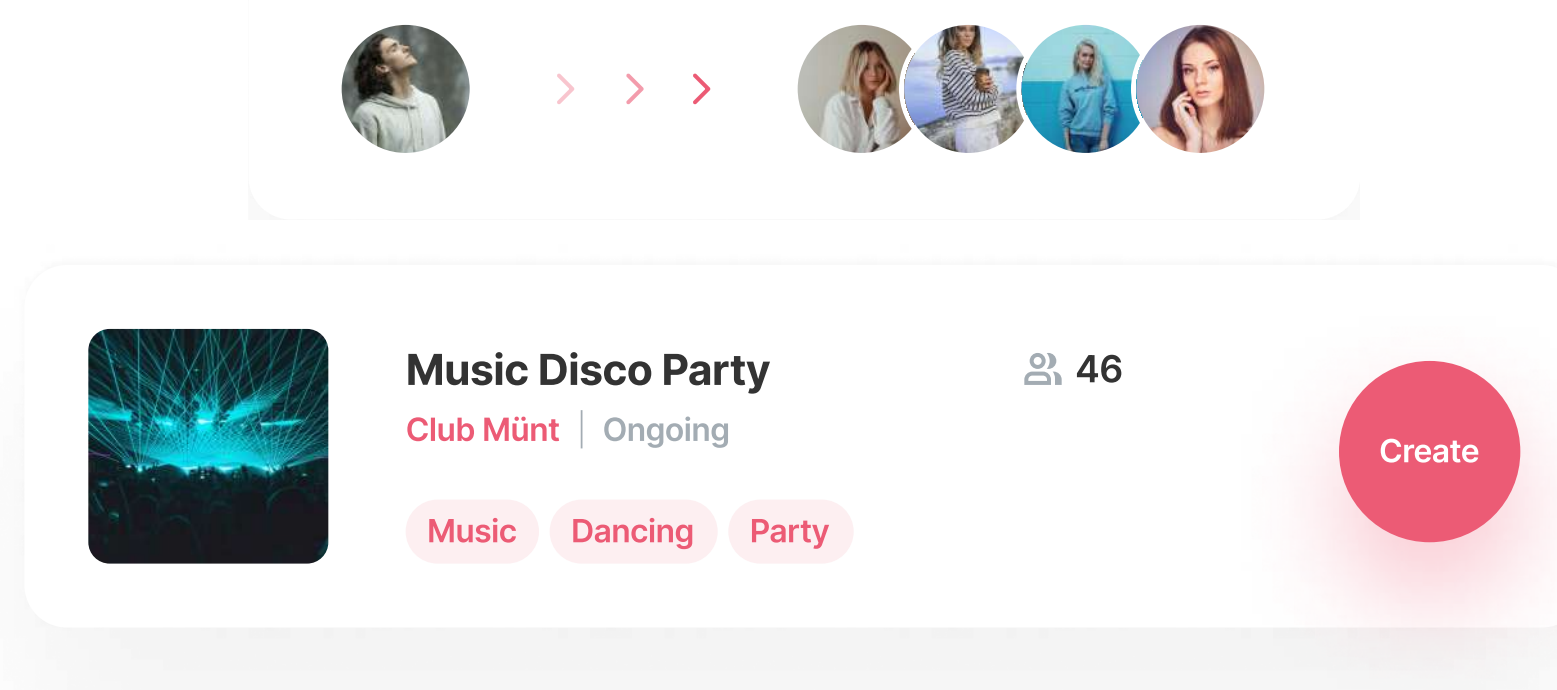
Chats on WebSockets allow users to communicate directly through the Cherry Date bot, and the user-friendly UI/UX design ensures the most positive experience of using the application.

Cherry Date by Owlab opens up a lot of possibilities for both users (personalizing their experience) and business owners (venue and event advertising companies).

Important features

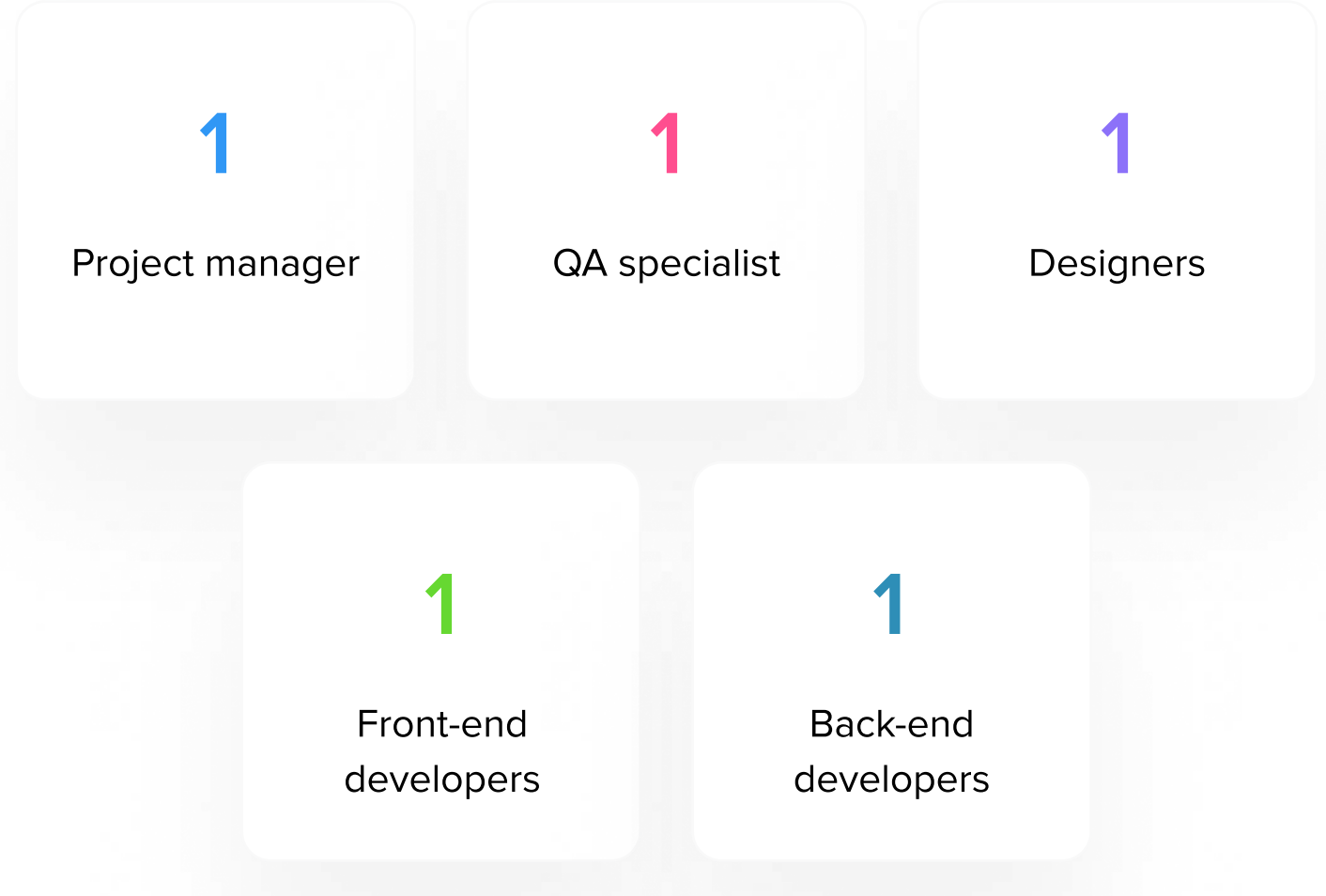
Cherry Date has 2 account modes. Basic mode allows users to search for people by interests, geolocations, and nearby events. In addition to the classic functionality of dating applications, the user can easily communicate within the application and find a company to go to the nearest planned event.

Create mode allows users to create event and venue pages in the Cherry Date ecosystem, thus not only promoting a conditional event, but also finding a target audience.



Our development team

Thanks to the efficient and well-coordinated work of a small team, the development of telegram bots saves the client's resources significantly.



Our approach

Custom bot development by Owlab is an elegant solution for the fastest possible implementation of MVP/MMP and its launch on the market. Our team has developed a cross-platform app and 2 admin panels: a custom web panel and a Django admin panel. To implement this, we used these tools:

Django

This is a JS library for creating user interfaces, we used it for frontend development

WebSocket

This is a predictable state container for JavaScript apps

Python

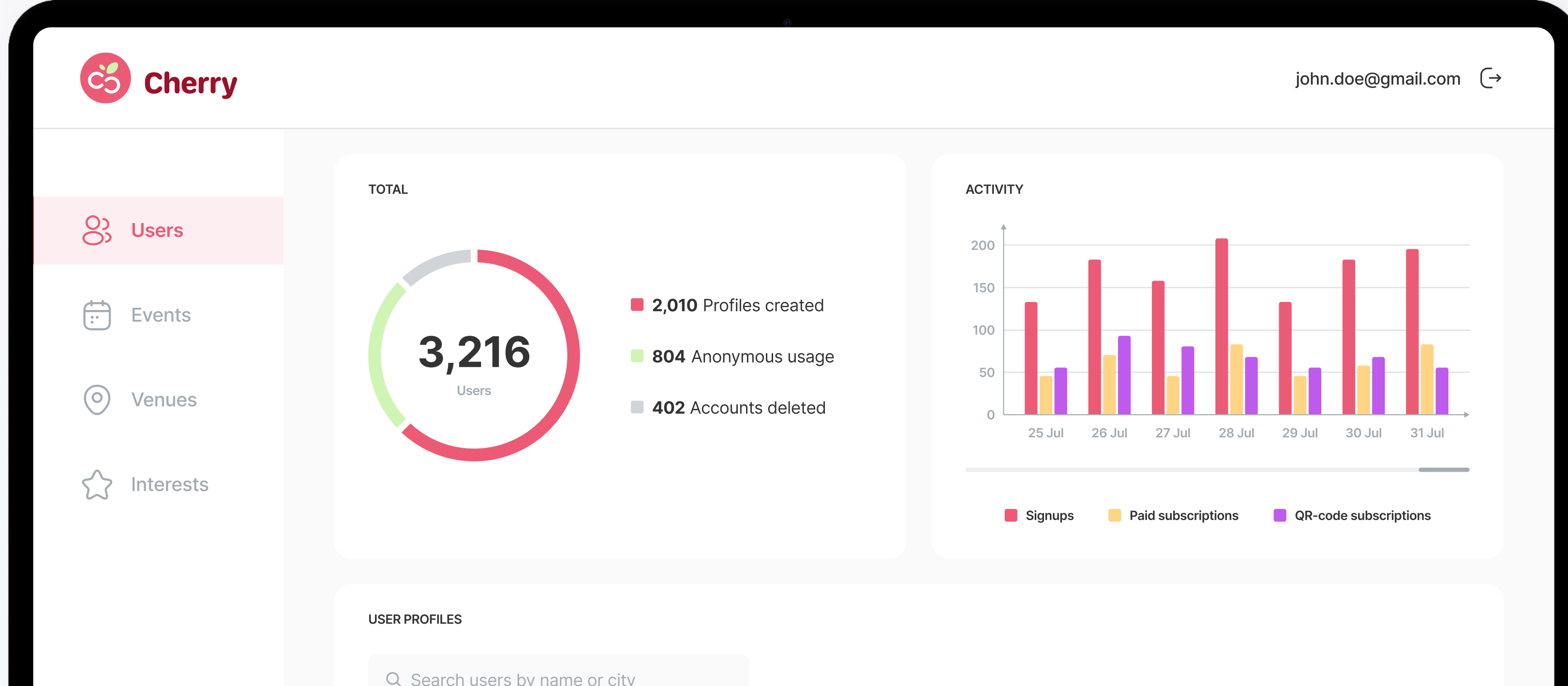
A class-based, object-oriented programming language that is designed to have as few implementation dependencies as possible.

Telegram Web Apps for Bots

We paid special attention to testing the usability of the solution so that its interface has a minimal learning curve

Solution overview

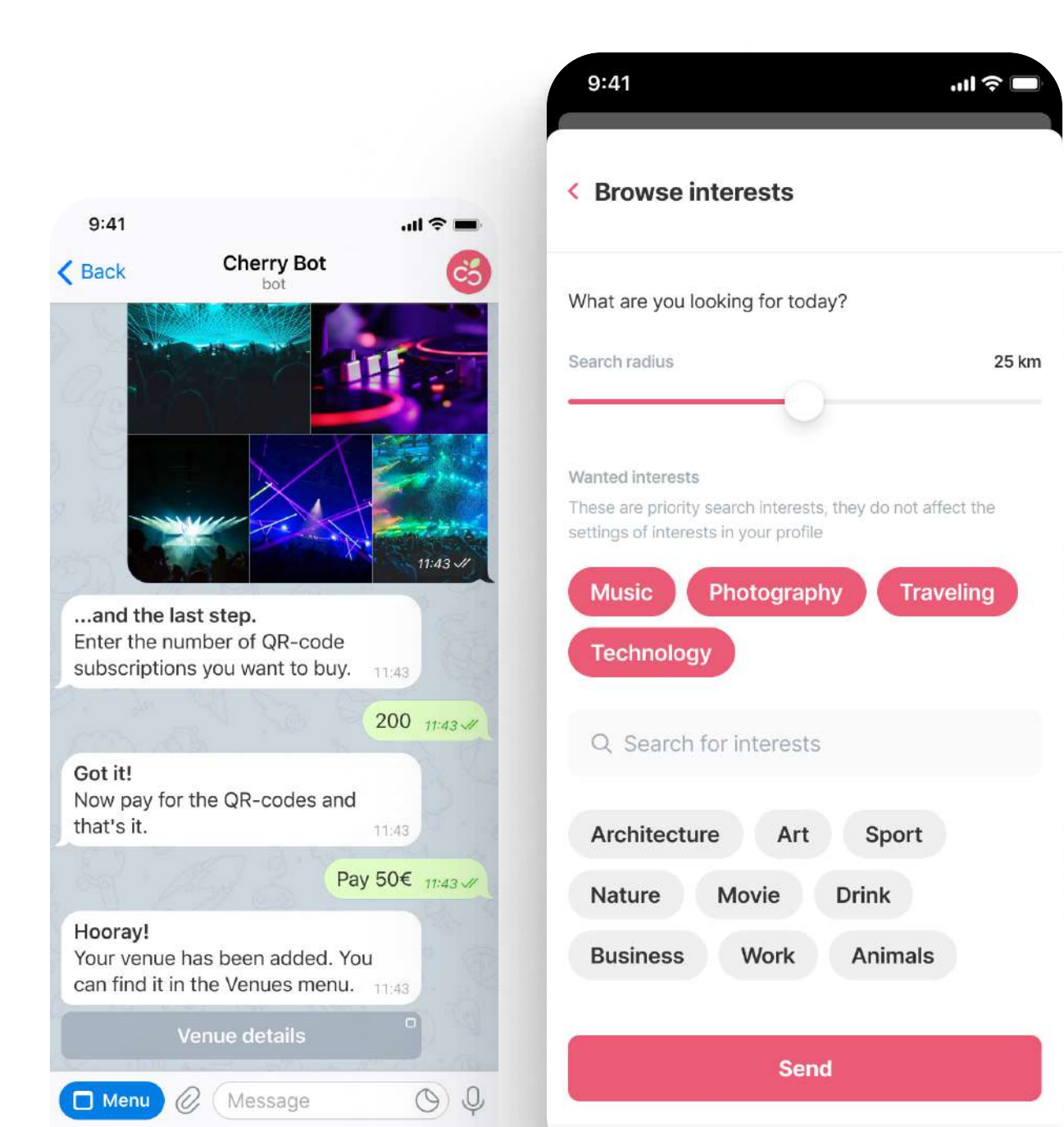
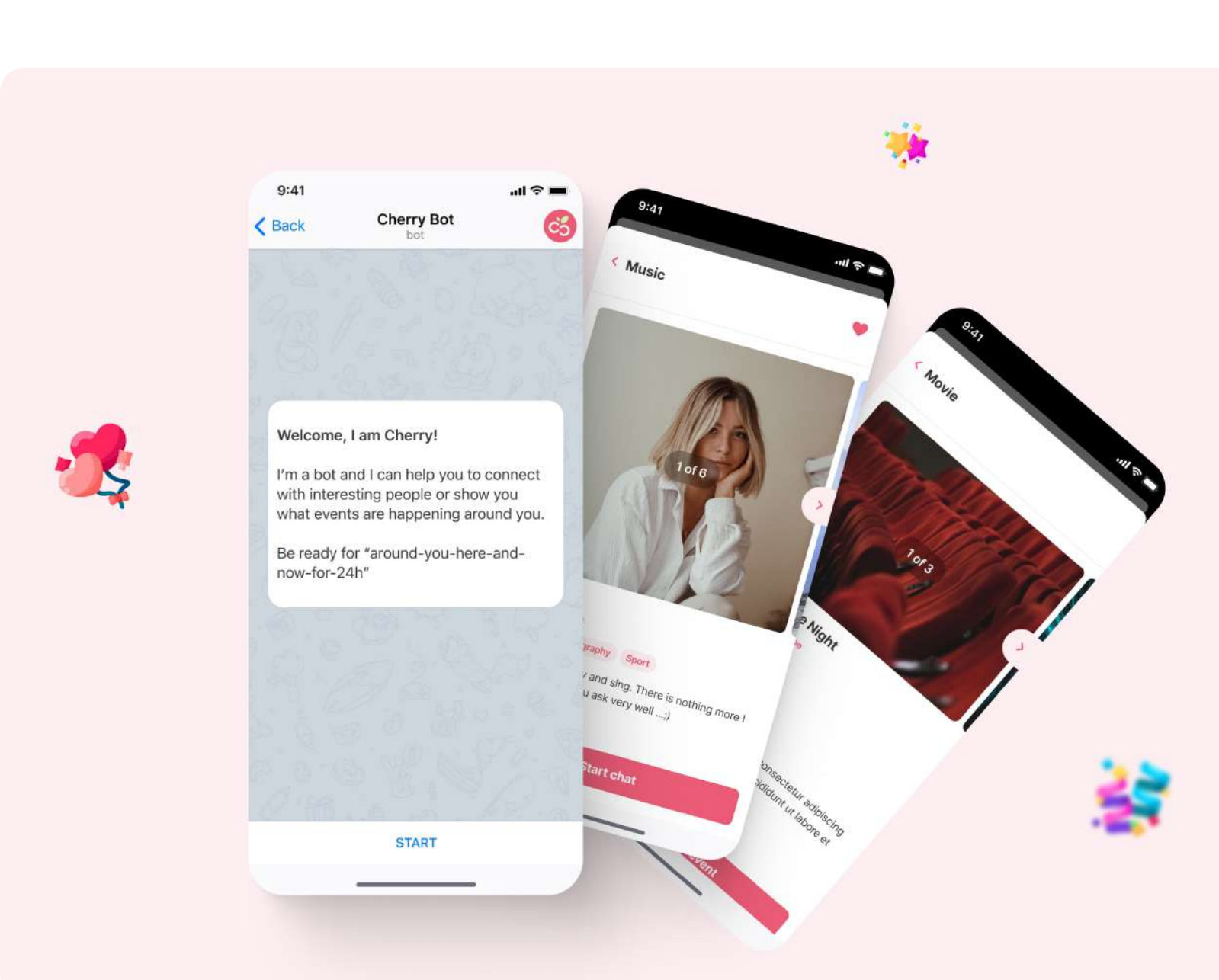
Cherry Date is an entire ecosystem in one of the most popular and safest messengers in the world - Telegram. Thanks to Telegram bot development, the Owlab team managed to significantly reduce the development time and optimize the customer's resources. The optimal subscription-based monetization model creates all the conditions for the further development of the project.



Cherry Date is a great telegram web apps for bots example. An effective cross-platform MVP development solution that saves development costs.

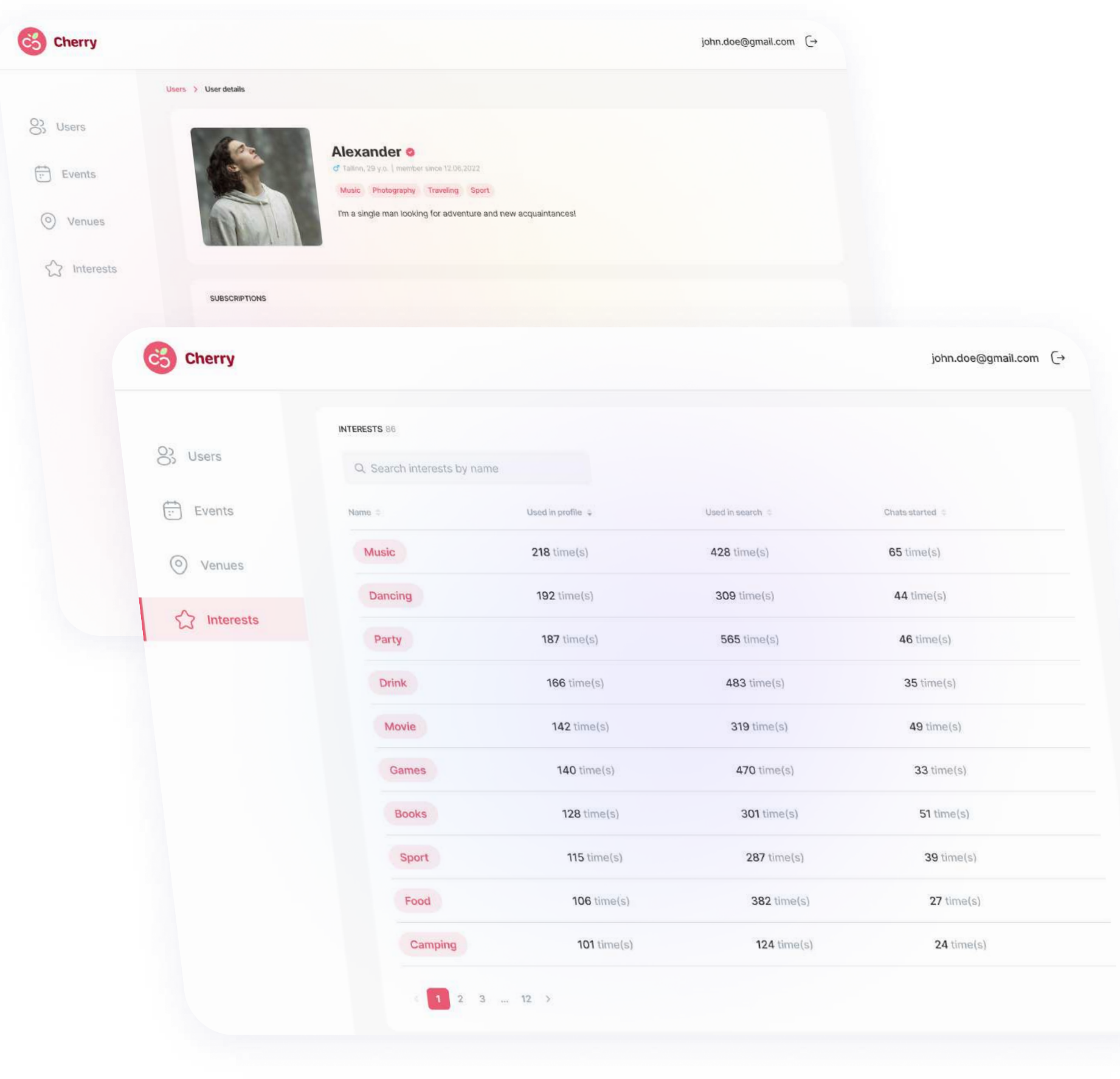
Features for the community of users:

- ✓ An app within an app. Owlab has created an entire ecosystem inside the Telegram messenger. Thanks to Telegram Webview and Telegram Web App, users get user-friendly UI/UX instead of the classic Telegram bot.
- ✓ Cross-platform. Owlab has developed an app that can be run on any device that has the Telegram messenger, without having to create an app for each individual platform
- ✓ 2 account modes: Basic and Create. This significantly expands the possibilities for Cherry Date users compared to other dating platforms with limited functionality of a classic account.



- ✓ 2 payment plans: paid and free. The paid plan unlocks premium features for users, such as private websocket chats and the ability to create events in Create mode.
- ✓ WebSocket chats. Our team is perhaps the first among all development companies to successfully use this technology in the Telegram messenger.
- ✓ Creation of events and business profiles. New opportunities for business promotion thanks to this is a kind of targeted advertising on the institution's official business pages. This is an interesting targeted advertising, where users themselves search for your cafe or bar.

- ✓ An exhaustive number of options for the filter. Users can adjust the filters to the smallest detail to find their like-minded person.
- ✓ Custom admin panel displays statistics, graphs and other useful information. The Django admin panel serves as a tool for the admin function.



Thanks for watching!

Talk to us and get your project start

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