



## Online Double-Dating Service Website with Innovative Matching Mechanism

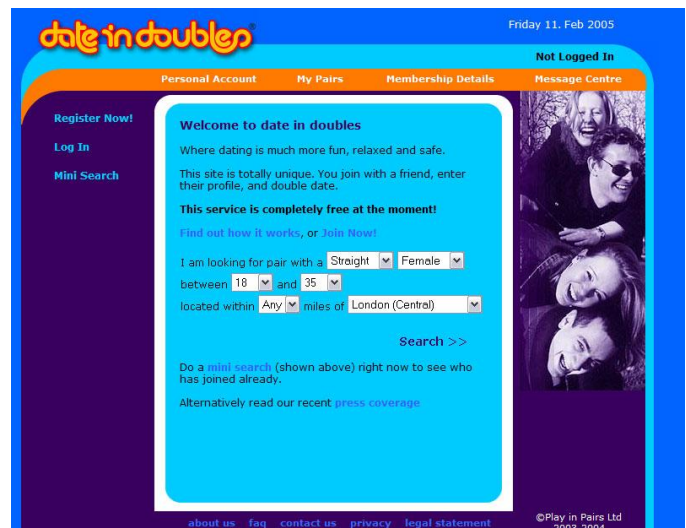
NeoWorks, DateInDoubles

### THE CUSTOMER

Play in Pairs (trading as DateInDoubles) is a newly formed company set up to exploit a niche in the online dating market for group dating.

### THE CHALLENGE

DateInDoubles approached NeoWorks at an early stage in the development of their consumer proposition. The brief was to build a web site, from a design provided and to implement a matching system for pairs of individuals based on character traits and sexual compatibility and to enable them to find and communicate with each other as pairs.



### OUR SOLUTION

NeoWorks commissioned research into the psychology of relationships to use as the basis for the development of a software system for matching groups of individuals based on character attributes and relationship compatibility.

The site was designed to provide a very simple process for customer sign up and to enable each customer to create and join one or more dating pairs with their friends. Each member of a pair then provides information about their friend. The matching engine acts as a cybernetic Cupid, putting pairs in touch with each other so that they can choose to communicate and eventually meet on a "double date".

### SUCCESS

DateInDoubles.com launched for St. Valentine's Day and is successfully matching pairs of friends up with new friends and potential partners.

*"Deciding to work with NeoWorks was one of the best decisions I have made. They care sincerely about the quality of their work and have worked closely with me to achieve the end result. The quality of the technical solution that they have built for the site is extremely high."*

*Duncan Campbell - Founder, DateInDoubles*