



fast forward delivery

GWS Case Studies

Global Web Solutions (GWS) has developed over 1500 website projects over the last 6 years across many industry sectors. We would like to provide the following profile and case study as a reference document. You are welcome to use this information under your own letterhead if required. Please email info.gws@iemsupplier.com if you require more information.

Case Study – Online Dating Service

Client: EMM Holdings

URL: www.matchmonkey.com



Description: Matchmonkey.com is a dating website dedicated to serving a community of busy professionals and business executives of diverse backgrounds. Designed to offer the members tremendous flexibility to tailor their dating search experience to meet their personal expectations.

Unlike other dating services that are just about matching, this website also emphasizes content. There are sections for humour, Relationship articles, and useful resources. All of which can be administered by non-technical persons.

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Objective: Matchmonkey.com was designed to become the industry benchmark for “safe and fun dating” by:

- 1) Offering added security in the membership services that they provide that are not offered by competitors, and
- 2) Becoming the “dating service watchdog” in its user communities. The business model includes a set up to do

background checks as a condition of their highest level of membership, and a tiered safety program for various levels of paying memberships.

The main goal was to construct an infrastructure that could be completely administered by the end-user. This would minimize the dependence on programmers to offer fresh content on a daily basis.

The business model and features selection was developed by repeated benchmarking of existing industry leaders. The goal was to produce a “best of breed” product that borrowed the best from the best.

Technical Specifications: Highlights include: -Interest Forums (Modified web board) -Links Modules for Resources - Dynamic FAQ Systems -Banner System. The highlight however is the tremendous Custom Programming:

- a. 3 different search functions including an automated feature that seeks out your matches and emails them to you every night.
- b. “Favourites” feature so members can keep track of their contacts
- c. “Note Pad” feature that allows members to keep track of their thoughts about their favourites.
- d. “Smart Login” programming to allow for 3 different membership levels with various degrees of user privileges.
- e. Gift Certificate feature to buy memberships for friends.
- f. Multi-tiered “Suggestion Box”
- g. “Places to Go” system that allows members to review great dating venues the same way amazon.com allows buyers to rate books (including comments).
- h. Featured City of the Week (for travellers) that automatically rotates each week.
- i. Full administration to manage members and all the functions.
- j. 3rd Party integration of Instant Messaging and e-Mail systems.