

BLACK SOCIAL

This app is for people of all ethnicities & backgrounds but it specializes in highlighting the talents of the Black community.

Contact@amilcolabventures.com



ABOUT THE APP

Black Social is designed for dating, networking and events in a user friendly and seamless way. Black Social connects all of our users to the amazing talent, businesses, & events within our community. The three separate features allow users to pick & choose how they will interact with the platform.

CHALLENGES

- Standing out in a crowded market
- Combining dating, networking, and events smoothly
- Balancing inclusivity while highlighting Black talents and events
- Encouraging active engagement

RESULTS

- Cultural compatibility matching
- Representation and belonging
- Prioritized safety and inclusivity
- Tailored platform for the Black community

APPROACH

- **Questionnaire** : made a detailed questionnaire to match users based on interests.
- **Matching Algorithm** : advanced algorithm connects users with similar interests for genuine connections.
- **Diverse-Options** : Beyond dating, users can network and access community events on this platform.
- **Safety** : prioritize user safety with strict verification and proactive moderation.

TECH STACK

FRONTEND - React Native
BACKEND - PHP, Laravel

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