

## Exercise Scenario Business Informatics 2 (PWIN) Winter Term 2025

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### Aim and content of the Exercises

The aim of the exercises is to practice and deepen selected contents of the *Business Informatics 2 (PWIN)* lecture based on InstaMatch<sup>®</sup>. It constitutes a fictitious mobile dating platform for location-based, ad-hoc-meetings and takes advantage of the unique features of mobile communications. During the six exercise sessions, fundamental concepts of InstaMatch<sup>®</sup> have to be understood and/or developed.

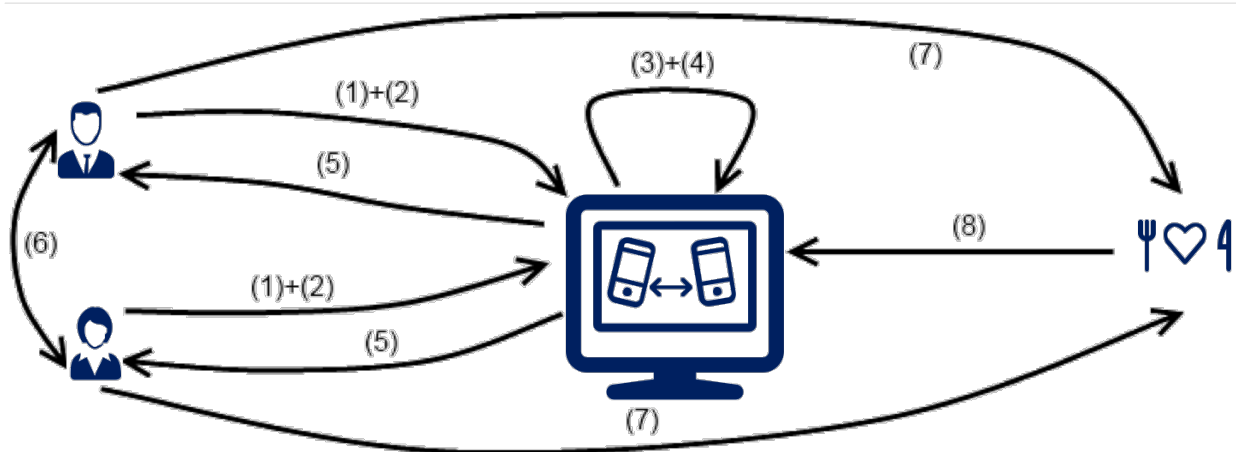
### Mobile Dating with InstaMatch<sup>®</sup>

The Start-up InstaMatch<sup>®</sup> operates a location-based service for real-time dating & matchmaking with the following characteristics and features:

- Users of InstaMatch<sup>®</sup> create personal profiles (e.g. containing gender, age, personal interests) about themselves.
- Users of InstaMatch<sup>®</sup> receive pseudonyms for the communication with other users of the service.
- InstaMatch<sup>®</sup> attempts to certify the profile attributes of its users. It is assumed that users have a very concrete idea of their potential partners. For instance, it could be important for some users that their partner actually “is self-employed”, “drives BMW”, “is blond” or “30 years old”.
- Every user of InstaMatch<sup>®</sup> has his own contact list. It allows them to keep track of pseudonyms or other information about their chat or dating partner. The contact list has also a journal and an appointment calendar, in which appointments and meetings reviews can be documented for the preparation of the next date.
- Users are going to be informed via their mobile device (e.g. text message) whenever another user with a matching profile is in their close proximity. For this, the position of the user is located every minute as long as the service is activated (user tracking).

- The actual matching of users is based on the profile information disclosed by the users. A typical recommendation of InstaMatch® could be “User ABC is in close proximity and has a similar interest profile like you. Do you want to contact him/her?”
- InstaMatch® hosts a database with cooperating meeting points like cinemas, bars, hotels and fitness studios in every German city. With InstaMatch®, two users can agree on a meeting point and get directions to it by using the InstaMatch® navigation functionality.
- The meeting points pay InstaMatch® for being listed in their database. Users of InstaMatch® get charged for the service by InstaMatch® via their mobile phone bill.

A typical InstaMatch® dating process is depicted in Figure 1:



**Figure 1: InstaMatch® Dating Process**

1. Users register at InstaMatch®. Thereby, they receive their pseudonyms and submit their personal profile information. Subsequently, InstaMatch® attempts to certify the profile attributes of the users.
2. In order to start searching for a date, users have to activate the InstaMatch® app on their mobile device.
3. InstaMatch® attempts to find other InstaMatch® users in close proximity who are also currently looking for a date.
4. InstaMatch® matches the personal profiles of all users in close proximity with each other.
5. If there is a match, InstaMatch® informs the corresponding users by presenting them with a list of matching pseudonyms.
6. InstaMatch® enables matching users to communicate with each other using text messages, chat or voice.
7. If users want to arrange a meeting, InstaMatch® suggests a list of appropriate meeting points based on the personal interests of the corresponding users as well as their current geographic location. Then, InstaMatch® navigates the users to their meeting point.
8. After the date, the users can rate their date on the InstaMatch® app. This rating is used to improve their next date matching process.