

# Strategic Dating

UAR2201 Cyberarts

Members: Liu Shangyan, Wang Deliang, Xu Yan, Ye Yaojing

## *Summary*

The theme of our project is “*Know you, know the other half*”. Our project, called “**Strategic dating**”, is designed just for guys who want to woo the 100% girls. We have here a list of six most sought-after female celebrities. You are given the chance to get them hooked by your charm. You will respond to the tough questions posed by the ladies and be rated by their personal likes and dislikes. If you can handle them well here, you’ve certainly got the head start in your big strategic race – wooing the girl of your dreams.

## *Concepts*

The subtleness of male-female relationships is one of most difficult puzzles faced by mankind. A man spends years looking for his Ms. Perfect and a woman waits for years for her Mr. Right. As a result, how to find your perfect “other half” is the big strategic decision that each of us has to make. We call it strategic, because most of us are all ignorant. We are ignorant of our own personalities, ignorant of others’ preferences, ignorant of what consequences our words or actions might lead to. To put it simply, there is inadequate awareness or understanding of the principle strategy – *know you, know the other half*.

On that note, we hope our project can serve three objectives. Firstly, to help the guys understand the gals as well as themselves better. Secondly, to let them have fun at the same time of learning the techniques of dating. Thirdly, to make sure you’ll have more confidence in making your love decisions in real life.

In addition, we plan to further develop our project into a holistic marketing platform for all things related to dating, like presents, suitable apparels, the hot places for hanging out, ect. What you see in our project is just a trail version while the developed website will be able to enable advertisemets and recommendations to generate revenue for us.