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# Mini Project 1 – A ROOMMATE FINDER APP



##### Submitted for the Partial Fulfilment towards the awards of the Degree in Master in Business Administration (MBA)

**Of**

# Dr. A.P.J Abdul Kalam Technical University, Lucknow

##### By

**Kirti Tomer**

##### Under the Guidance of

**Ms Manuha Nagpal Assistant Professor at**



# Gl Bajaj institute of Technology and Management

##### Greater Noida

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**DECLARATION**

I hereby declare that the work presented in this report entitled “MINI PROJECT-1", was carried out by me. I have not submitted the matter embodied in this report for the award of any other degree or diploma of any other University or Institute. I have given due credit to the original authors/sources for all the words, ideas, diagrams, graphics, computer programs, experiments, results, that are not my original contribution. I have used quotation marks to identify verbatim sentences and given credit to the original authors/sources.

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#### This is to certify……**Kirti Tomer** has undertaken this mini project-1

*titled “…………****roommate finder app*** *” for the partial fulfilment of*

#### the award of Master Of Business Administration degree from Dr. A.P.J Abdul Kalam technical university, Lucknow (U.P.), India.

*I wish him/her all the best for his/her bright future ahead.*

Project supervisor Department of management Studies

Head of department Department of management Studies

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**ABSTRACT**

Accommodation in today's world has been soaring at high rates. In addition, to get a shelter that matches one's preference, budget, interest and proximity is a challenge. This problem becomes even more bigger if the person looking for accommodation is a student. For students, factors like affordability, proximity to the university, similar company etc. matters the most. There are number of websites and mobile apps that provide facilities for finding suitable roommate and vacant apartment, but as of now, there is no such mobile app that helps to find roommate or apartment for a specific university. This application is aimed at trying to solve the major accommodation problem for university students. This application consists of a variety of features like sending messages, searching based on university name and address, potential match based on user's preferences and shortlisting. This Application is developed using Android API for front end and Spring MVC for creating Restful web service and Google Maps API for location based services.

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## INTRODUCTION

In an average university study, it is proved that living off-campus during study at university has been increased by 13%. There are many benefits of living off campus like less expense, privacy, independence, more space and living with more preferable roommate. This application provides seamless process of searching roommate. It has rich features like sending messages, searching based on university name and address, potential match based on user's preferences and shortlisting. For developing eye catching and interactive user interface, Android Material Design is used.

The proposed application will provide time efficient mobile and tablet Android App for people who are looking for roommate and apartment. The proposed system will have users having an apartment, but looking for a roommate, preferably from the same university. Users can use this app only after signing up for it. The registration process follows 6 steps. After completing the registration process, user will have login access to app. Once the user is successfully logged in, the app provides access to the user to view and update profile and preferences. Potential match will provide preferred matches based on user's preferences and interests. A user looking for roommate can search it using the university name. A user looking for an apartment can use the address as a keyword to search.

The app includes feature to shortlist a person who is looking for roommate or who owns an apartment. This is an android app which facilitates roommate search based on user interests. People generally find it difficult to find a roommate who is compatible and like-minded to oneself. This app helps students/professionals in building their profiles and then searching roommates based on various filters. It also allows you to see the profile of different users based on your search criteria.

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## COMPANY PROFILE



Finding and keeping a good roommate gets harder as more people crowd into cities. Most city dwellers tend to spend most of their early lives living with roommates.

Roomingle is an application that helps users easily find a roommate either in their new location or current location. The target audience is students, Corp members, and young professionals who cannot afford to pay for the cost of a convenient apartment in their new location.

The app makes finding an apartment in your preferred location and finding a roommate of your choice easy. With the application, it is easy to find people who have an apartment that suits your budget.

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## OBJECTIVE OF THE STUDY

* To conduct a study to study the feasibility of developing the app to find roommate in India.
* To understand the user needs and demands for a room-mate application.
* Based on the feasibility study, to propose a business model.

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## USER RESEARCH

Before diving into the user research there are some hypothesis that can be validated through research.

* Budget is the primary concern.
* Places in close proximity to their work locations are more preferable.
* Targeted age group 18-28 years and working in tier 1,2 cities would prefer living in shared accommodation to reduce financial stress.
* There is always a struggle to find someone who resonate with your thinking.

### Survey

User survey is conducted as the first step to collect closed-ended questions. Survey was sent out via Google Forms. Key questions based on hypothesis are as follow:-

1. What is the pain point?
2. What motivates you to stay with the roommates?
3. Is it okay to stay with unknown person?
4. Whom do you prefer to stay with?
5. What is your occupation?
6. What is your age?

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## FINDINGS

### Pain point

It can be seen that the major issue for most of the people is budget issue as the rate of house rent are increasing day by day. 57.10% people thinks that it is much better to live with a roommate so that the rent can be shared.

60.00%



~~57.10%~~

41.30%

26.90%

28.60%

12.70%

budget issue

roommate replacement issue

tuning not matched

45.00%

30.00%

15.00%

0.00%

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1. What motivates you to stay with roommates?

As we can that both cost of living and avoid boredom are acting as a motivating factor for deciding to stay with a roommate.

60.00%

45.00%

30.00%

15.00%

0.00%

cost of living make new connections

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1. Personality

Most of the employees have no issue on staying with unknown person Most wants to stay with friends and family

People opt to search for flat mate through digital mode

Is it okay to stay with unknown person?

yes no

Whom do you prefer to stay with?

friends unknown famiy relatives

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Demographics

Most of the customers are the working professional Most of the customer belong to age group of 23-27 Income level 5-10 lakh

What is your occupation?

working professional student

government job self employed

What is your age?

18-22

23-27

33-37

38-42

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## DESIGN STRATEGY

Design strategy refers to an integrated planning process that examines the relationships between how design and business may complement one another. Simply put, the goal is to merge the business objective with creative solutions that move beyond just aesthetics. It could be described as inventing a language to express your client's philosophy, products or services more clearly.

* **Business Goal:** To create a hassle-free online platform for those who want to share their flat/room.
* **Target Audience:** Students, Working professionals, Age group 20-40, Flat owners.
* **General Task:** Create a user-friendly app for the user though they can choose their desired place with same minded people.
* **Cross Channels:** Designed for Mobile devices & Website.
* **Critical factor:** Get a person highly match, Contact with the other person easily, In one place people could post and find their flat.
* **Technology Constraints:** Help of internet, Smartphones iOS.

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## PROPOSED METHODOLOGY

1. User Options: This app provides following features to the user:

* Once the user logs in the app, the type of the user is determined. The current user can be either looking for an apartment or a roommate.
* User can register for app and fill out preferences and information.
* User can view profile and preferences
* User looking for roommate can search by selecting university name.
* User can view potential match with percentage based on their preferences, interests and university.
* User can shortlist other users.
* Send email to potential users.

1. Login: After opening the app, login page will be displayed. By entering valid username and password, users will get access to respective app features according to their role. By entering wrong username or password, users will get error message.
2. Registration: After opening the app, user can sign up for app. For that, user has to provide purpose of registration. After that second step would be to enter basic information like name, contact details, date of birth, gender etc. Third step is university related information like university name, year of joining, year of graduation, intended major, an education level. Fourth step for user looking for apartment is to add apartment preferences like budget, sharing

preference of room and apartment, type of home they are looking for and ready to move in date. Fourth step for user looking for roommate is to add apartment details like rent, no of roommates, apartment address, apartment website, apartment images and availability date. Fifth step is to add interests and activities. Sixth step is for general preferences like gender preference, eating preference, smoking preference and additional notes.

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1. View profile: This page will display all the details that a user entered during registration process. Users can view basic information, university related information, apartment preference for user looking for apartment and apartment details for user looking for roommate, interests and activities and general preferences.
2. Edit profile: After logging in to app, user can view profile page and by clicking on edit button icon user can make changes to existing records.
3. Search for user looking for roommate: After logging in to app and clicking on Search from menu, user will be redirected to search page. By selecting university from list, list of users looking for apartment will be shown. By selecting any one of them, detailed information page will be shown. If user clicks on “Add to Shortlist” icon, that user will be added to shortlisted profiles. If user clicks on “Send Message” icon, one dialog box will be open, after writing message user can send message to other user by clicking “Send” icon.
4. Potential Match for user looking for roommate: After logging in to app and clicking on Potential match from menu, user will get all the preferred matches with percentage will be displayed on page. By selecting any one of them, detailed information page will be shown. If user clicks on “Add to Shortlist” icon, that user will be added to shortlisted profiles. If user clicks on “Send Message” icon, one dialog box will be open, after writing message user can send message to other user by clicking “Send” icon.

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## INFORMATION ARCHITECTURE

**Roommates** (User name, location, Filter, Move-in date, Matching result, Favourite, Map) **Filter** (Region, House Type, Budget, Move-in date, Gender, Room amenities. Reset) **Map** (Search Location, Rent pin, Filter result, select room)

**Profile** (User Bio, Personal information, My post, Notification settings, Lifestyle preference, Help, Terms and Conditions, Logout)

**Roommate Details** (Roommate name, Move-in date, Matching result, Budget, Location, Type, Map Age range, Room amenities, House rules, Questions, Call, share, Report )

**Post Ad** (Post for, Preferred location, Availability, Roommate preference, Monthly Rent, Room amenities, House rules)

**Report** (Fake user, It's spam, It's inaccurate, Something else)

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## COMPETITIVE ANALYSIS

To observe the existing roommate-seeking and house sharing platforms, I selected 4 direct competitors: Roomi, spare room, Flatmate and roomster along with four indirect competitors: Nestaway, Nobroker, housing and magic bricks.



Insights from competitive analysis:

* Roomster, Spareroom and Roomi are the perfect platforms to search roommates but they are not available in India.
* Flatmate is the only platform available in India to search for roommates.
* Platforms like Nobroker, magicbricks and housing have the feature to pay rent via credit card and generate rent agreements.

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## CONCLUSION

This app is extremely useful for finding roommate or vacant apartment. It is easy to

access and its features can help to search preferred matches. This application can be used by wide range of people as it satisfies need for two types of users. Moreover, it provides different type of communication to connect to two users like app-to-app messages, text message to other user's phone, and direct email to other users.

India has one of the largest millennial population which comprises of the people in the age group of 22-38 years, their population in India is estimated at around 426 million, which is approximately 34% of the total population of India.

There are few products on the market trying to ease the pain of sharing the home but nothing has a complete solution.

People in the targeted age group working in tier 1,2 cities would prefer living in shared accommodation to reduce financial stress

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