



# Product Management Certification Program

# Name

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# TARGET AUDIENCE

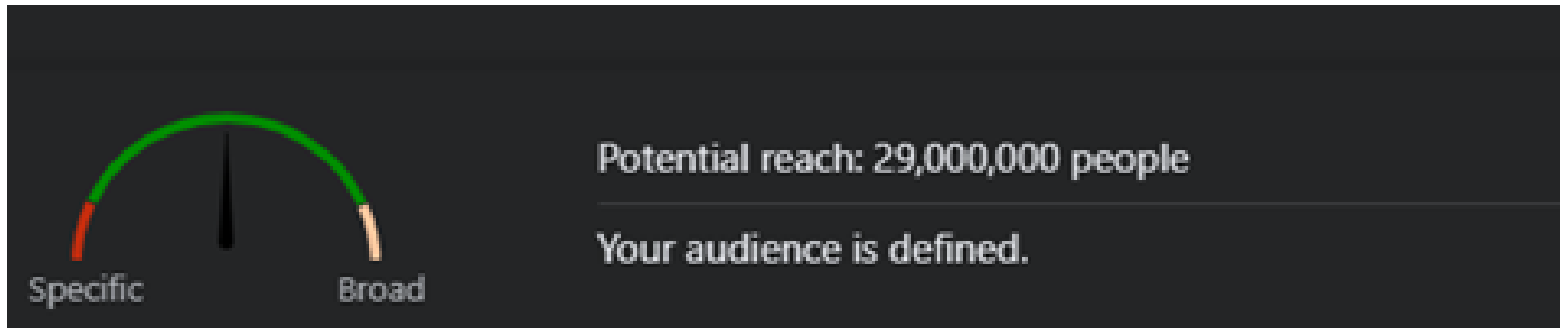
The Target Audience can be divided into two groups:

Users searching for flatmate(s)/roommate(s) in metro cities and are in the age group of 21-32 years

Users who move to a new metro cities and are in the age group of 21-32.

We used Facebook to find the target audience. We used filters and included metro cities like Chennai, Delhi, Mumbai, Bengaluru, Pune.

The target audience is 29,000,000 users



# INTERVIEW

## Objectives:-

- To find how users are searching for a place to rent
- To find their pain points
- To find what works for them
- What factors they keep in mind while searching for a flatmate.

## Hypothesis:-

- Users are looking for a flatshare option because they want to live in a safe place
- Users are looking for a flatshare option to have a lively atmosphere
- Users want a professional environment when living in a flatshare option
- Users want like minded users in a flatshare option
- Users want good facilities while sharing a flat
- Users want to move into a furnished apartment

# INTERVIEW QUESTIONNAIRE

<https://docs.google.com/document/d/1cabZTCZO-Gwb52zvK-cDMo1v9-q-Dj5dSaN0lCNSkdM/edit?usp=sharing>

# ANALYSIS

## PAIN POINTS:

- Brokerage
- Bad pictures
- Fake listings
- Living alone is costly
- People don't get fully set place to rent

## MOTIVATIONS:

- No Brokerage
- Good Facilities
- Less commuting to work/college
- Cheaper Living

## Goals:

- Less commuting
- More Safety
- No brokerage
- Cheaper living
- To live with like minded people

# ANALYSIS

- Users are looking for a flatshare option because they want to live in a safe place: True
- Users are looking for a flatshare option to have a lively atmosphere: Not entirely true. Some users want to live in a peaceful environment
- Users want a professional environment when living in a flatshare option: True. Users want to have working professionals around them in a co-living situation
- Users want like minded users in a flatshare option: Not entirely true. Some users want cheaper flat sharing options as compared to living with like minded users.
- Users want good facilities while sharing a flat: True. Users want good internet connectivity, good internet connections, properties in safe localities and closer to markets



# ANALYSIS

- Users want to move into a furnished apartment: Not entirely. Users who have been living in a rented space for a longer time prefer to have a semi furnished house.
- Users also want a better app structure, real pictures, better filters and brokerless listings. The apps currently present in the markets are not really providing any solutions and most of the listings are done by brokers. The users especially emphasized on better property pictures.
- Younger users (21-25) tend to have more people over as compared to older users (25-32).
- When considering a co-living situation, users want the comfort of privacy with pocket friendly benefits and vibrancy of a co-living space.

# **Part 2: Product Artifacts**



Azeem  
21, Delhi

College Student

• STATUS  
Single

• ARCHETYPE  
Extrovert

### PERSONALITY

- Extrovert
- Minimalist
- Musician

### BIO

Azeem is a college student who recently moved to Delhi to complete his education. He is out during the first of the day attending classes but has friends over almost everyday in the evening. He is also into music and loves to play his guitar whenever and wherever he can. He is looking for a place that has good internet connection and is close to his college.

### Motivations



### Goals

- To have a place to study
- Well lit environment
- To have a place where friends can be invited
- To have a place that is close to his college
- To have a pocket friendly place

### Frustrations

- Brokerage fees
- Fake Listings
- Too expensive listings
- Bad Pictures/less information
- No security options available

### Modes Used Before:

- Broker
- Flat and Flat mates

### Behavior

- Extrovert
- Party Animal
- Needs a lot of personal space

### Influences

- Good Facilities
- Hygienic
- Home cooked food
- Closer to his college

### Preferences:

- Prefers sharing a flat with separate rooms
- Prefers a space in good locality
- Prefers people who are okay with smoking
- Prefers a place close to his college

### Frequently used apps

YouTube   Google Classroom   Instagram



### PERSONALITY

- Outgoing
- Easy Going

### BIO

Andrew is a freelance writer who moved to Mumbai from Guwahati. He lives with his partner and is looking for a place to shift. He likes to meet new people. In his freetime, he likes to cook and play violin. He doesn't like to party much but likes to have friends over. Security is one of the major factor he considers before he rents a place

### Motivations



### Goals

- To have a place to work from
- Professional environment
- To have a place where friends can be invited
- To have a place that is safe

### Frustrations

- Brokerage fees
- Fake Listings
- Bad Pictures/less information
- No security options available

### Modes Used Before:

- 99 acres
- Broker
- Flat and Flat mates

### Behavior

- Outgoing
- Easy going
- Likes to meet new people

### Influences

- Clean setup
- Closer to market
- Good Facilities
- Hygienic
- Good internet connection

### Preferences:

- Prefers a separate room for him and his partner
- Prefers a space in good locality
- Prefers people who are okay with smoking and drinking

### Frequently used apps

Zomato   Google Suite   YouTube

Andrew  
29, Bombay

Freelance Writer

• STATUS  
In a Relationship

• ARCHETYPE  
TRAVELLER



Sara  
28, Delhi

Product Manager

• STATUS  
SINGLE

• ARCHETYPE  
MINIMALIST

• TIER  
MID-SENIOR  
LEVEL

### PERSONALITY

- Extrovert
- Minimalistic

### BIO

Sara is a Product Manager at a leading e-commerce store. She lives with her parents and is looking for a place to rent. She is generally busy during the first half but likes to read and play ukulele in the evening. She also likes to go out or have friends over during the weekends.

### Motivations

Ease of commuting

Access to Privacy

No Broker involved

Furnished Homes

### Goals

- To be able to work when working from home
- To have like minded people to chill with
- To have enough privacy to be able to have enough me time

### Frustrations

- Fake Listing by brokers to get leads
- Bad picture quality/less or no information
- Brokerage fees
- Bad/poor facilities available
- Doesn't have much time to set up the place/facilities

### Modes Used Before:

- 99 acres
- Magic Bricks
- Housing

### Behavior

- Outgoing
- Loves to spend time with like minded people
- Loves to read
- Generally busy with work during the first half

### Influences

- Trendy Setup
- Hygiene
- Good Facilities
- Less commuting time
- Home cooked food

### Preferences:

- Prefers staying in separate rooms
- Prefers people who are okay with smoking and drinking
- Prefers a place closer to markets and her office

### Frequently used apps

Instagram   Twitter   Netflix





### PERSONALITY

- Introvert
- Workaholic

### BIO

Saurav is a sales representative who moved to Gurgaon from Lucknow. He is new to the industry and works really hard. He has a pretty hectic schedule and is looking for a place to rent where he doesn't have to worry about anything. However, he likes party every now and then on weekends.

### Motivations

Ease of commuting

Pocket Friendly

No Broker involved

Furnished Homes

### Goals

- To have house help to do all the daily chores
- Professional environment
- To have a place where one can party once in a while
- To rent a place closer to market and office space

### Frustrations

- Brokerage fees
- Time Taking Process
- Doesn't have much time to setup the place/facilities
- Not Trustworthy

### Modes Used Before:

- 99 acres
- Nestaway
- Flat and Flat mates

### Behavior

- Introvert
- Workaholic
- Parties sometime
- Focusing on career

### Influences

- Good setup
- Less commuting time
- Good Facilities
- House Help

### Preferences:

- Can share rooms
- Prefers a space that is pocket friendly
- Prefers people who are okay with smoking and drinking
- Prefers a place closer to markets and his office

### Frequently used apps

LinkedIn Instagram YouTube

Saurav

24, Gurgaon

Sales Executive

• STATUS  
SINGLE

• ARCHETYPE  
WORKAHOLIC

• TIER  
Executive Level

# **USER JOURNEY-1**

- User Goal

Find a shared accommodation space that satisfies

- My logistical constraints
- Proximity to Workplace,
- Recreation,
- Utilities
- Amenities e.g. Gym, Swimming Pool, Parking
- Support ecosystem e.g. Cook/Maid, furniture, laundry etc.
- Cost



- User Expectations

- Should be enough space where users can have a proper workplace with utilities .
- Parking to park their vehicles
- Maintenance and parking security required
- Being a working professional , time constraints are there so house help, laundry etc facilities should be there
- It should be budget friendly
- Option to choose from furnished and non-furnished listings

- **Process**

- Search online / websites
- Different online platforms like justdial, magic bricks , etc
- Facebook pages
- Friends recommendations

- Experience

- Faced problems related to visitors and timings in most of the societies
- Finding a good cook was a tough task.
- Friends recommendations helped a lot in terms of house help, good society etc. as they know my requirements
- The brokers are generally the biggest problems
- Fake listing was a huge problem

- Touchpoints

- Online/apps/website page.
- Listed pages like just dial , magic bricks , housing.com etc
- Friends recommendations

- Pain-points

- Fraud ratio is high
- Brokerage charges involved.
- Can not trust pictures and visit is a must hence time consuming .
- Budget friendly places are usually out from main city areas .
- No proper way of paying rent. Mostly Cash Transfers

- Ideas

- A seamless login is required for android/IOS users.
- One can select the area and according to their budget and requirement they can customize the facilities.
- By using some Artificial Intelligence techniques we can add some features like VR visits where user do not need to visit 10 different flats and instead by sitting at home they can visit multiple locations any time.
- Also the residence should be verified on our application on the basis of basic and user needs like electricity, inverter, home appliances, taps etc. So that the user does not have to physically visit that place in order to check these.  
Hence by combination of 3rd and 4th idea user can save time to eliminate the visiting and verifying process
- A feature for couples to rent a space that is more private, comparatively bigger and is made to be used by two people.

# **USER JOURNEY-2**

- User Goal

- Find roommates with whom the users share preferences in terms of:
  - Food habit
  - Timings
  - Visitors



- User Expectations

- Home cooked food is preferred .
- Being a working professional/ student , timing issues should not be there .
- Gender dpecific flats are preferred
- There should not be any problems for visitors along with the timings
- Privacy is must.

- Touchpoints

- Online/apps/website page.
- Listed pages like just dial , magic bricks , housing.com etc
- Friends recommendations

- Pain-points

- Good quality food and proper house help is not available
- Most of the times even after confirming about timings and visitors, chaos was there .
- False commitments done by broker related to house party, late night visitors etc.
- No laundry option available

- Ideas

- A tie up with local laundry and groceries shops can be provided. User just needs to put their location and accordingly, the lists of laundry and groceries will show up.
- We can have out membership for example. 99INR , 199INR through which we will be giving them reminders about their laundry and grocery shopping and will list the most cheapest options available .
- Also we can add a feature called “FIND YOUR COOK” which has all different users reviews about their cook and cook details will be mentioned . Through this one can get online friends recommendations as well .
- Additional discounts in every now and then only for users having membership