**User Research**

Analysis and Assumptions made for Persona:

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| --- | --- |
| **Ideal Customer Age** | 15 years+ |
| **Profession** | Student or Employee |
| **Objective** | Find a suitable place and roommate to share space with. |
| **Motivations** | * Study or Job * Friendly environment * Similar interests and enjoyment * Mood booster * Pocket friendly living * Near to professional location * Time saver |
| **Concerns** | * Budget * Safety * Basic needs * Connectivity |
| **Thought Process** | Complete studies or going for job from a peaceful pocket friendly environment living with likeminded people sharing similar interests and helps in motivating each other |

**Personas:**

1. Student



**Emily 18/ College Student/ Bengaluru, India**

Emily is a college student who is staying away from home in an unknown city which makes her feel homesick.

Emily likes reading books and listening to music, she also likes to dance sometimes and do things in her own pace.

1. Professional



**Augustus 24/ Professional/ Bengaluru, India**

Augustus is a bachelor who is working in an IT sector and is staying away from home in an unknown city which makes him feel lonely.

Augustus likes watching movies and involving himself in games like Pubg, Clash of Clans, etc.

Augustus wants to look for a roommate who shares similar interest in games and movies so as to include him in all the upcoming games & have fun watching the movies innumerable times.

1. Married Couples



Jane and Joe are a married couple of age 29. Shifted to a new city for job and internship, they are looking forward to meet people and make friends having similar interests in a secure, trustworthy living environment.

Jane and Joe like gatherings with music, boardgames and movies. They like knowing new people with different interests and are open for new ideas and lifestyle.

**Jane & Joe 29/Married Professionals/ India**

4.

1. Owner



**Rosie 28/ Professional/ Owner/ India**

Rosie is 28 years old professional looking for roommates for her own house.

The house is Rosie’s future investment for which she is searching for roommates who are having interests like her or agree to live on her terms.

Rosie being a professional is very responsible and hardworking person. She likes reading books, friendly gathering and is a big-time foodie. She likes doing experiments and sharing experiences as well.