

## Case Study

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### Part 1: User Research

<b>Question 1: Target Audience</b>	Identify the target audience for the roommate/flatmate finding service. (Word limit: 100 words)
<b>Response</b>	The target segment we have identified here are the people in the age group of 23-35 years old and living in Tier 1 and Tier 2 cities (Metro, Urban, Semi-Urban City) who are more actively looking for a shared accommodation with appropriate roommate/flatmate.
<b>Question 2: Interview Questionnaire</b>	Prepare an interview questionnaire (write down the questions here) suiting your objectives & hypothesis. (Word limit: 500 words)
<b>Response</b>	<p><b><u>Objective:</u></b></p> <p>To comprehend the users' needs/requirements to find a suitable roommate/flatmate or shared accommodation using web-application service</p> <p><b><u>Hypothesis:</u></b></p> <p>To understand the needs and demands of the youth to find a roommate/flatmate. Based on our survey, there are certain reasons and factors which make them motivated to share the accommodation with other people through the application</p> <ul style="list-style-type: none"> <li>• People in the age group of 23-35 years old are more likely to search for a shared roommate/ flatmate</li> <li>• Both the male and females may be equally interested in looking for a rented house with a fully furnished/ semi-furnished single occupancy room flat or shared occupancy room flat</li> <li>• A country like India, having one of the largest populations where its major proportions is youth generation and versatility in professions like students, employed, entrepreneurs(self-employed), and freelancers who generally earn between 1 L to 15 L and above</li> </ul>

	<ul style="list-style-type: none"> <li>• As per the description above, we can also assume that most opportunities for earning are also available in Tier 1 and Tier 2 cities ( Metro, Urban, Semi-Urban City)</li> <li>• Despite earning well out of their work, people still tend to pay less money for their accommodation, keeping the savings aspect in mind</li> <li>• People are more likely to share a room/flat with their own logical preferences and calculated reasons such as; to cut down the routine expenses, to be more socialized, need someone around as a helping hand in household chores, and to live alone</li> <li>• People would likely prefer to share a roommate/flatmate with someone who has some basic routine living etiquette, manners, and other attributes</li> <li>• Widely popular web applications and platforms by users to explore the accommodation like Magicbricks, 99acres, Nestaway, etc</li> <li>• Also, there are a number of Possibilities that Few people do not want to share their accommodation with anyone such as; maintaining their privacy, Expenditure dependency, and regarding hygiene issues</li> </ul> <p><b><u>Questions for Interview (Survey):</u></b></p> <p>We have decided to float our interview questions to people through a survey questionnaire as we were unable to contact such people through phone call neither during their working hours nor after that, as earlier, we have also tried to contact a couple of people through phone call asking such questions as part of the interview but they all find it less interesting but more boring and lame.</p> <p>Hence, we have decided to incorporate our interview questions into survey forms and it turns out as more responsive and gripping.</p> <p>However, we also decided to conduct an interview of one random person from all the respondents of the survey questionnaire and we choose Miss. <b>Kajal Singh</b> as interviewee. We have further asked her about herself and her choices (motivations, pain points, goals, and technology) through an interview phone call in detail. On the basis of the responses we received from her end, we have created a user persona and a user journey map.</p> <p>&lt;<a href="#">Survey Questionnaire</a>&gt;</p> <p>&lt;<a href="#">Survey Responses</a>&gt;</p>
<b>Question 3: Insights from User Research</b>	<p>Analyze the data you gathered from interviews. Draw insights out of the collected data. You can segregate your insights basis the objectives of conducting user research: user's pain points, motivations, personality, goals, demographics. (Word Limit: 600 Words)</p>

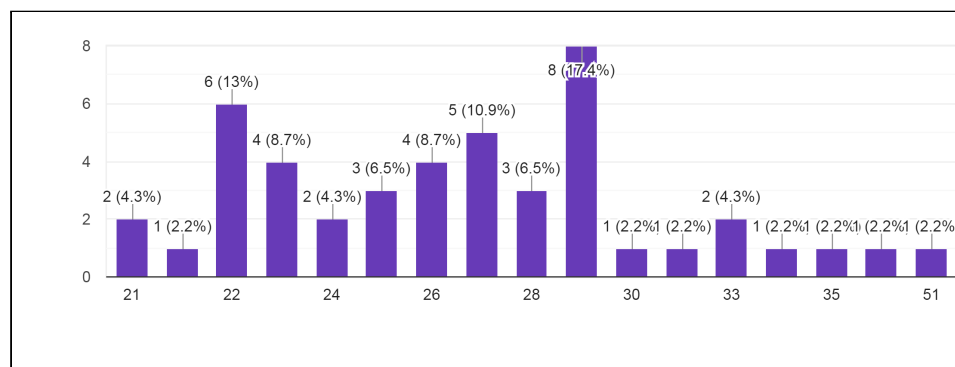
**Response****Survey Response Analysis/Insights**

On the basis of the survey questionnaire, we have received data/statistics of a total of 46 people from various geographic & demographic features and we have analyzed the same as per the following.

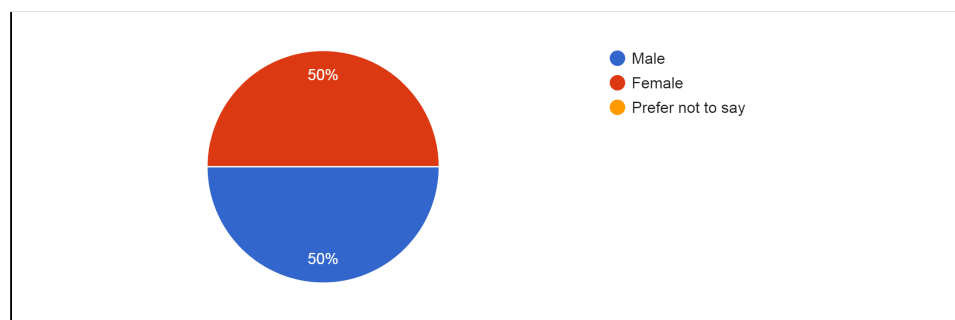
**Age :**

People between the ages of 21- 51 years have responded to the survey questionnaire. Out of that given age group, the highest age of people is around 29 years old(17.4%) and the second-highest age of people is around 22 years old (13%) have submitted their responses.

Hence, From the received data we can assume that the people between the ages of 22 - 29 years are actively looking for a flatmate/ roommate using different technologies and platforms.

**Gender:**

We have received responses from 50 % of male and the rest 50% from females as a responder. Both of the parties are equally looking for a flatmate/ roommate from the same website or similar technologies.

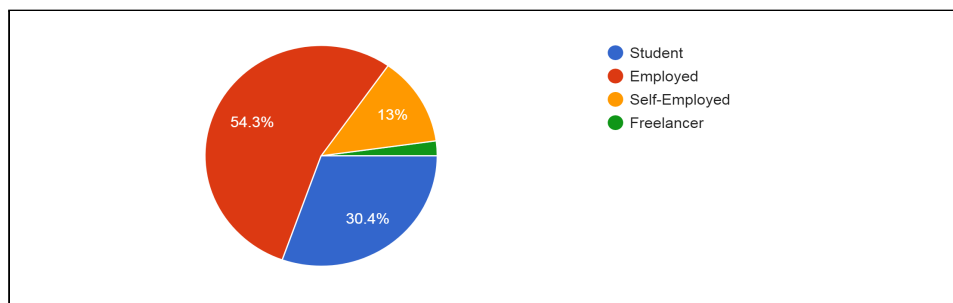


**Profession:**

We have floated our questionnaire among the students, employed and self-employed people, and out of these selected criteria, we have received a different percentage of the profession for each of the criteria.

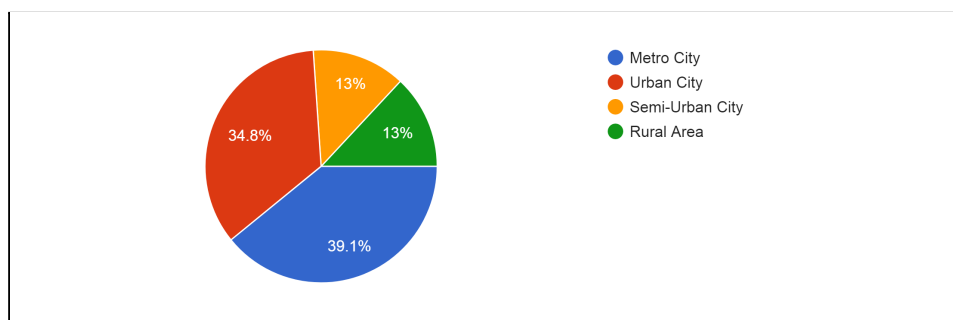
Among them, the highest percentage of people are employed with 54.3% ( count of 25 people). The second-highest percentage of people are students with 30.4%( count of 14 people)

Together, employees and students are more actively seeking a flatmate in comparison to self-employed people.

**Location:**

We have set the question asking people of their current residing location. We have considered different regions like Metro, Urban, Semi-Urban Cities & Rural areas for the survey.

39.1% of people living in metro cities, which is the highest proportion of people responded to this survey. The second-highest proportion of people are living in urban cities with 34.8% and both of these are actively seeking a roommate as per their requirements and terms, which we have discussed further below.

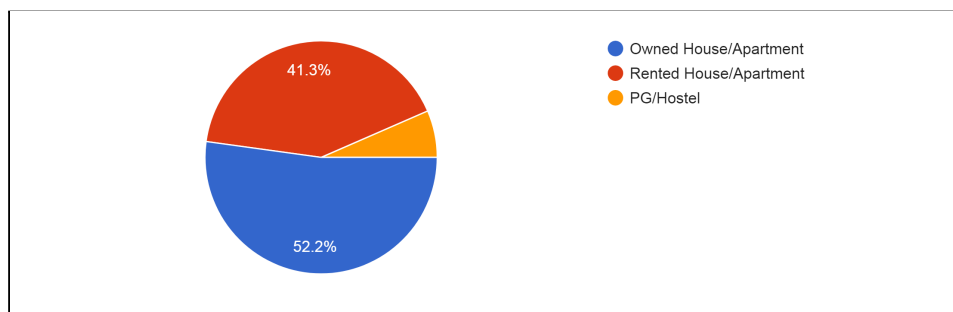


**Accommodation/Type of accommodation they wish to share:**

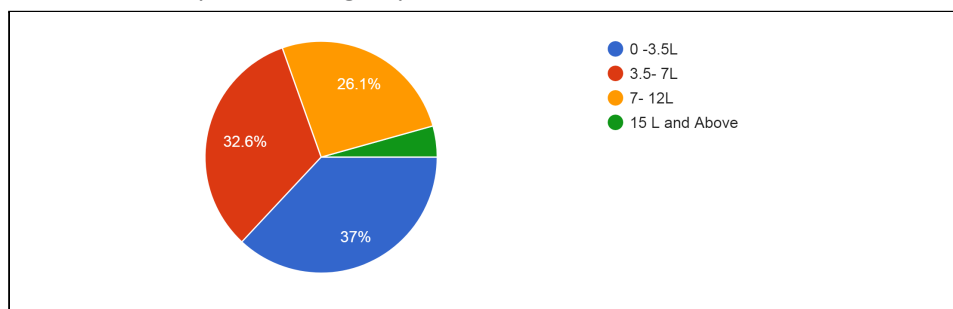
Out of the total 46 no. of people, 24 people(52.2 %) and 19 people(41.3%) are residing in owned properties and rented properties respectively.

Most of them also wish to share an accommodation like Single Occupancy Room-Flat (fully furnished) with 47.8% and some of them also wish to share Shared Occupancy Room-Flat (fully furnished) with 30.4%, which is the second-highest number of people.

Apart from the top 2 requirements as above, 17.4% of people are also interested in Single Occupancy Room-Flat (SemiFurnished).

**Income Range /Rent expenditure they wish to pay:**

We have considered the range of income between 0 - 15 L and above. People earning an income between 0 -3.5L are the majority with 37 % and people earning between 3- 7L holds second place in the group with 32%.

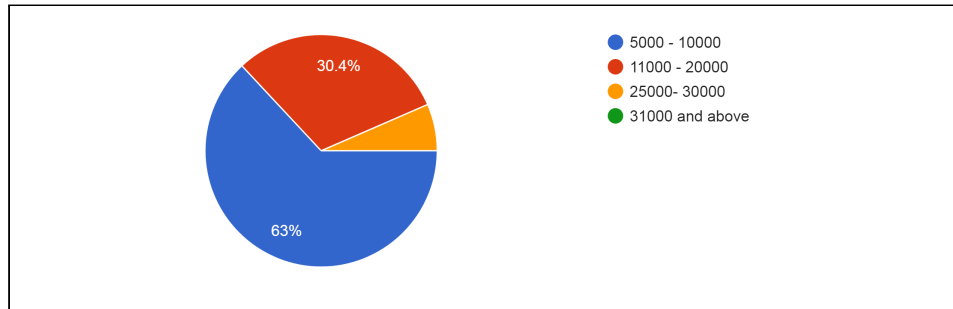


On the basis of the income range, we have also incorporated a segment of rent expenditure which they wish to pay for shared accommodation.

People who earn between 0 - 7L are more likely to pay rent within the range of Rs.5000 - 10000 with a percentage of 63% out of total.

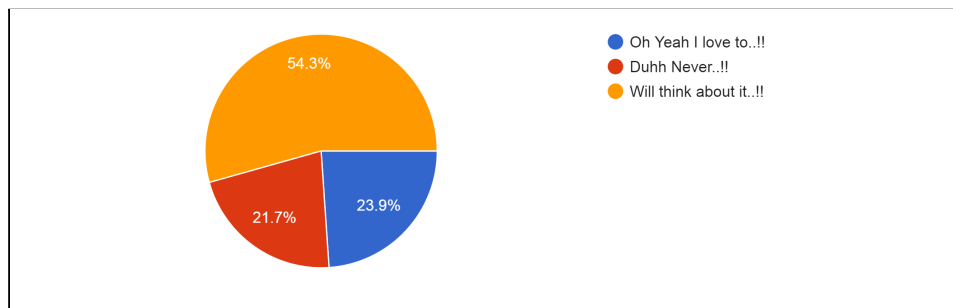
In addition to that, people are also considering a rent amount within the range of Rs. 11000 - 20000 with a percentage of 30.4%, which stands as the second-highest

preferable option for rent payout. However, the people with an income range between 7L-15L and above are also not even considering themselves to pay rent more than the preferable range limit of Rs. 20000.



#### **People's willingness towards having a shared accommodation:**

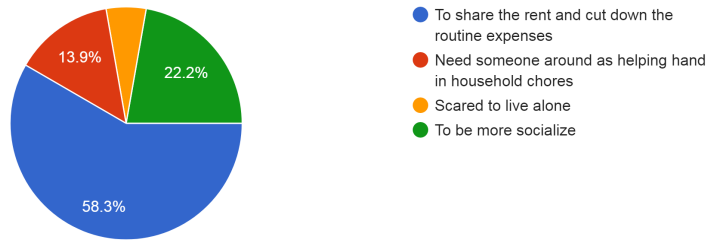
Out of the total number of people who responded to the question of their willingness to share their accommodation with another person, 23.9 % of people are actually willing to share the accommodation in the current situation and 54.3% of people are also looking forward to sharing their accommodation in the future as per their needs.



Altogether 78 % of people also have their reasons and choices in choosing the flatmate which is as per the following,

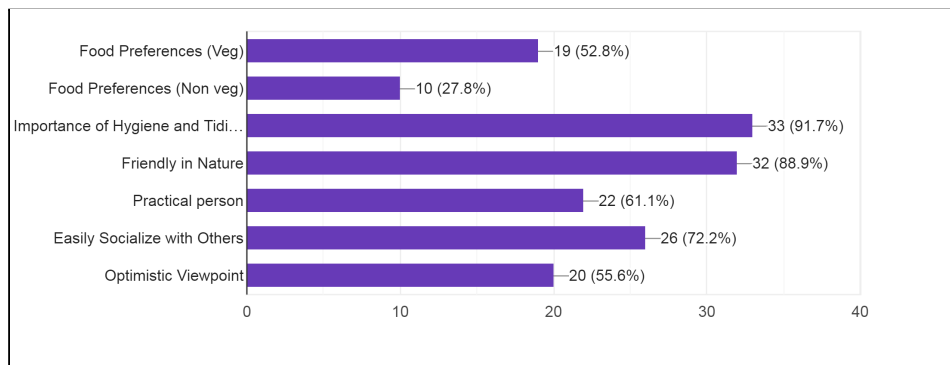
#### **Reasons**

- To share the rent and cut down the routine expenses - 58.3% of people
- To be more socialize - 22.2% of people
- Need someone around as helping hand in household chores - 13.9% of people
- Scared to live alone - 5.6% of people



### Attributes

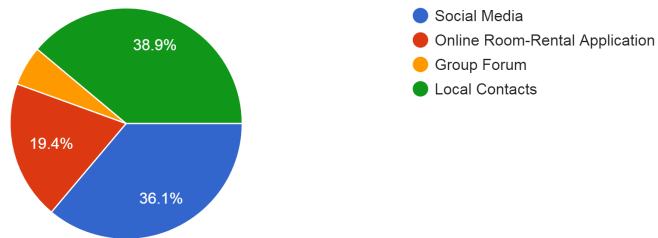
- No Importance of Hygiene - 91.7 % of people (33 people have responded)
- Friendly in Nature - 88.9 % of people (32 people have responded)
- Easily Socialize with Others - 72.2% of people (26 people have responded)
- Practical person - 61.1% of people (22 people have responded)
- Food Preferences (Veg) - 52.85% of people (19 people have responded)
- Food Preferences(Non-Veg) - 27.8% of people (10 people have responded)
- Optimistic Viewpoint - 55.6% of people ( 20 people have responded)



Furthermore, we have received responses from these segments of people who like to use different sorts of platforms and room renting apps as per the following statistical data,

### Platforms

- Local Contacts - 38.9% of people
- Social Media - 36.1% of people
- Online Room-Rental Application - 19.4% of people
- Group Forum - 5.6 % of people

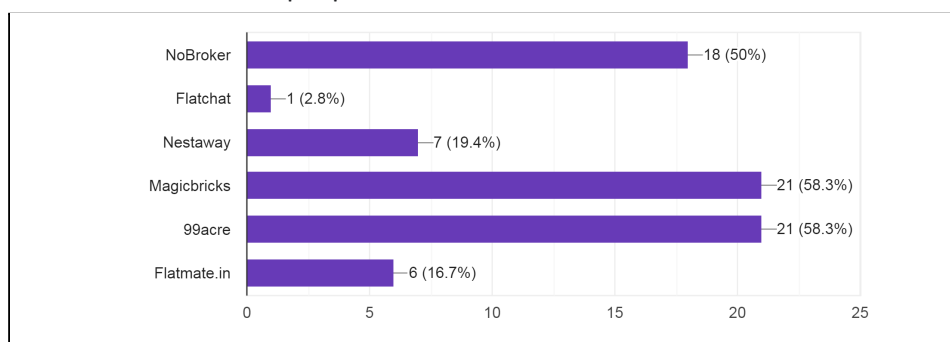


Most people still prefer a conventional way ( local contacts ) to find a flatmate. Social media is the second most popular platform to search/rent accommodation for sharing.

However, knowing the fact and as we mentioned above people have also started using online room rental applications as their preferred choice for the same. Learning the statistical data of the survey, Online room rental applications should provide or blend a social media option for better growth in the future.

#### Applications

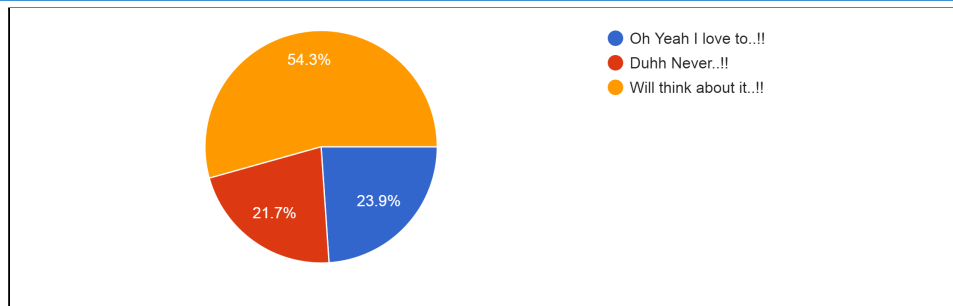
- Magicbricks - 58.3 % of people
- 99acre - 58.3 % of people
- Nestaway - 19.4% of people
- NoBroker - 18 % of people
- Flatmate.in - 16.7% of people
- Flatchat - 2.8 % of people



#### People's hesitancy towards not having a share accommodation:

Considering 78% of people willing to share their accommodation with others. On the other side still, we have a fraction of people with 21.7%, who don't like to share their accommodation with others.

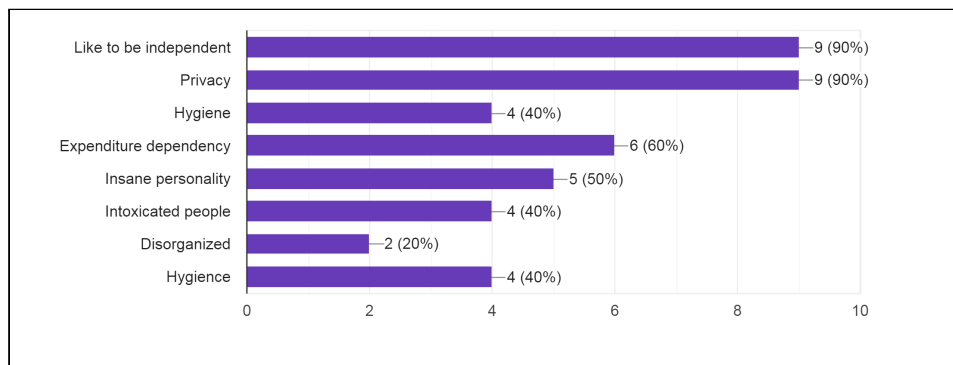




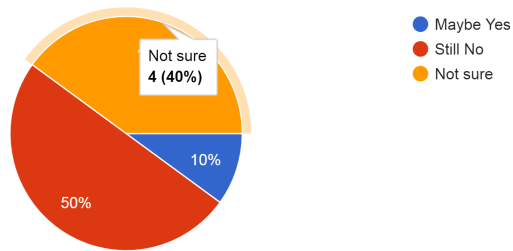
For the hesitant people, We have also asked them to provide with the choices from the listed out reasons of why they don't prefer to share their accommodation with others. We carried out the statistics on the data that we received and listed out the reasons and their percentage as per below,

### REASONS

1. Like to be independent - 90% of people
2. Privacy - 90% of people
3. Expenditure dependency - 60% of people
4. Insane personality - 50% of people
5. Hygiene - 40% of people
6. Intoxicated people - 40% of people
7. Disorganized- 20% of people



Despite their inclination towards a “No” ( 21.7 % of people ) to sharing accommodation with others, still, 10 % of people out of 10 people might be ready or consider themselves to share their accommodation with others in future, where 40% of people out of 10 people are still not sure about their choice.



#### Motivation:

- To cut down routine expenses and share rent
- To connect with more people and socialize
- To have someone as helping hand or to share workload **household chores**

#### Personality:

- Most people are hesitant to share accommodation as they wish to be independent
- Few of them are also interested in shared accommodation if their needs are satisfied
- Most people are Tech savvy and prefer digital platforms to search/find a flatmate

#### Demography:

- More than half of the respondents are from the age group 22-29 years
- Most of the people actively looking to share accommodation are working professionals and students
- Metro and Urban cities are where the majority of the respondents actively look for roommates or someone with whom they can share the accommodation

#### Pain Points:

- Most of the customers want to be independent
- Unable to find the right flatmates as their preferences/choices will be different
- Customers also feel hesitant to share accommodation with others if they feel their privacy is interrupted

## Part 2: Product Artifacts

**Question 4:** Create a persona from the user research data. Use the template given below.

**Response:**

<b>NAME:</b> Kajal Singh		
<b>AGE:</b> 26, Female  <b>LOCATION:</b> Ahmedabad  <b>OCCUPATION:</b> Employed  <b>MARITAL STATUS:</b> Unmarried  <b>INCOME:</b> 9L	<b>MOTIVATIONS</b> <ul style="list-style-type: none"> <li>• To cut down routine expenses</li> <li>• Prefer to be more socialize</li> <li>• To have someone around as a helping hand or to share household chores</li> </ul>	<b>PERSONALITY</b> <ul style="list-style-type: none"> <li>• Food Preferences (Veg/Non-Veg)</li> <li>• Importance of Hygiene</li> <li>• Tidiness</li> <li>• Friendly in Nature</li> <li>• Extrovert Personality</li> <li>• Technical Skill</li> </ul>
	<b>GOALS</b> <ul style="list-style-type: none"> <li>• To have affordable shared accommodation</li> <li>• To make a new connection around</li> <li>• To become more engaged with extra activities</li> </ul>	<b>TECHNOLOGY</b> <ul style="list-style-type: none"> <li>• Primarily Smartphones(iOS) and Personal Computer</li> <li>• Tablet</li> <li>• Fast 4G Network</li> <li>• Mostly used App: LinkedIn, Instagram, FB, and WhatsApp</li> </ul>
	<b>PAIN POINTS</b> <ul style="list-style-type: none"> <li>• Hard to find preferable Flatmate/Roommate</li> <li>• Excessive rent price</li> <li>• Difficult to find well-behaved communities in budget</li> <li>• Continuous inquiry from local housing broker</li> </ul>	
	<b>BIO</b>  Kajal is an independent woman, who is a working professional specialized in IT. She lives in the Urban city of Gujarat. She is currently residing in a rented apartment on a sharing basis of	<b>BRANDS</b> <ul style="list-style-type: none"> <li>• Apple</li> <li>• Google</li> <li>• Amazon</li> <li>• Myntra</li> </ul>

	accommodation with others. She is lively and friendly in nature, who loves to socialize. She also prefers to budget her expenses. Also, she is a tech-savvy person who likes to spend her free time on microblogging sites.	
<b>QUOTE:</b>	"I would prefer to share rented accommodation with a person having my type of personality in a mannered society with a hope of extra savings and liveliness in a life"	

**Questions 5:** Create a user journey map for the given user goals:

(a) 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

(b) Find roommates with whom I share preferences in terms of:

- Food habit
- Timings
- Visitors

**Response:**

User Journey Map 1	
User Goal	<p>(a) Find a shared accommodation space that satisfies my logistical constraints</p> <ul style="list-style-type: none"> <li>● Proximity to Workplace, Recreation, Utilities</li> <li>● Amenities e.g. Gym, Swimming Pool, Parking</li> <li>● Support ecosystem e.g. Cook/Maid, furniture, laundry, etc</li> </ul>
User Expectations	<ul style="list-style-type: none"> <li>● To choose a suitable accommodation near to your workspace with people having common to attributes which they like</li> <li>● Affordable shared accommodation within budget</li> <li>● People prefer furnished or semi-furnished accommodation in metro cities</li> <li>● People look for amenities like cook/ maid and other essentials in a home</li> </ul>
Process	<ul style="list-style-type: none"> <li>● Talk to friends or colleagues to get a recommendation</li> <li>● Check local posts in Facebook, Instagram or any social media platform</li> <li>● Use google for online listing of data</li> <li>● Filter the rooms based on preferred location and room type</li> </ul>
Experience	<p><b>This is very confusing and time consuming task</b></p> <p>Most of the online data posted may not provide details about the flat mate's personal attributes, room type and proper price in cooperation with the shared accommodation.</p> <p>Some of the details listed will not have the location , and the amenities provided for the room. High advance payments are asked for shared rooms in Metro cities and people don't prefer to pay that much.</p> <p>It is a waste of time for people to visit a house to and find out that it's different from the online data provided in social media that is not verified</p>

<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>● Conversation with colleagues and friends</li> <li>● Social Media</li> <li>● Apps</li> <li>● Google search</li> </ul>
<b>Pain-points</b>	<ul style="list-style-type: none"> <li>● Flatmate lifestyle is not acceptable to some people eg Hygiene, alcoholic habit, Insane personality and disorganization</li> <li>● Budget for rent should not be high, it must be within the 20000 range</li> <li>● Incomplete and invalid information in social media</li> </ul>
<b>Ideas</b>	<p>Build an online app with inadequate information about the shared room, locality, price and the person whom they are going to share the accommodation with. The data provided must be valid and verifiable</p> <p><b>Must included features in the App</b></p> <ul style="list-style-type: none"> <li>● Information about the location</li> <li>● Filtering option for rent</li> <li>● Filtering options for choosing flatmate personal attributes</li> </ul>

<b>User Journey Map 2</b>	
<b>User Goal</b>	<p>(b) Find roommates with whom I share preferences in terms of:</p> <ul style="list-style-type: none"> <li>● Food habit</li> <li>● Timings</li> <li>● Visitors</li> </ul>
<b>User Expectations</b>	<ul style="list-style-type: none"> <li>● To find a roommate/flatmate who has the same taste/preference in food</li> <li>● To find a roommate/flatmate who doesn't have any problem with flexible "In" and "Out" timing</li> <li>● To find a roommate/flatmate who is comfortable/friendly with visitors like family, friends and others</li> </ul>

<b>Process</b>	<ul style="list-style-type: none"> <li>● An online search for an accommodation and roommate/flatmate through various applications e.g magicbricks, 99 acres and Nobroker etc</li> <li>● Enquire about available options for flatmate/roommate from friends, colleagues, relatives, advertisements or To-Let posters</li> <li>● Post or ask for the available flatmate/roommate on social media, local contacts, group forms</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>● High advanced payment along with one month rent payment before shifting and brokerage fees extra</li> <li>● Time taking formalities to complete the documentation which is in a manual way</li> <li>● Financial dependency on roommate/flatmate in sharing house expenditure which is sometimes frustrating</li> <li>● Finding a good roommate/flatmate as per the preferences or comfort</li> <li>● Difficulty in finding a roommate/flatmate who matches with the same food preferences example: Vegetarian or Non- Vegetarian or Vegan</li> <li>● Owner applies certain rules and regulations for visitors or interference in personal life can impact</li> </ul>
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>● Google search results</li> <li>● Aggregators Listing Flatmate/roommate websites</li> <li>● Calls to broker or owner of the flat</li> <li>● Shortlisting from social media like facebook page - Flats &amp; flatmates etc</li> <li>● Referral through friends, colleagues or relatives</li> <li>● Various types of application like- Magicbricks, 99acres, Nobroker and NestAway</li> <li>● According to roommate, following the same type of meal</li> </ul>
<b>Pain-points</b>	<ul style="list-style-type: none"> <li>● Most of the customers want to be independent</li> <li>● Unable to find the right flatmates as their preferences/choices will be different</li> <li>● Customers also feel hesitant to share accommodation with the others if they feel their privacy is interrupted</li> </ul>

<b>Ideas</b>	<ul style="list-style-type: none"><li>● For maintaining the Privacy and independent life, there should be a separate room for each person</li><li>● Enlisting the profile which has all the details about the person and matching with their expectations</li><li>● Verified listed house with images and videos</li><li>● Hassle free to schedule appointments to meet with the owner as well as roommate/flatmate</li></ul>
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