

Need of a Roommate Searching Service

There are lots of reasons who an individual would like to share his/her room/apartment with someone else who they then call a roommate. The major reason why someone chooses to live with a roommate is the cost issue, as renting a whole flat alone in most cases is very expensive especially to the people of younger age group of 22-30 years old . In this case, this age group has faced most problems because of its expense. So room sharing is a platform where someone can share or find someone to live with ,in their room and by that they'll divide the expenses rather renting it individually. The most important part is to find someone trustworthy for this shared accommodation service.

Finding a good roommate, however gets harder as more people swarm into cities. Although, there are a lot of platforms for people to search rooms and roommates, most of them are flooded by advertisements and listings posted by brokers & builders.

Some Of The User Stories

To capture the user goals and benefits we have the following user stories:

User story 1

“As a busy individual, I want to spend as little time as possible to look for a room in a shared space, so I can focus on things I enjoy to do.”

User story 2

“As a sociable person, I want to live with people who have the same lifestyle, so I can feel comfortable as I get back home”.

User story 3

“As a woman, I want to live with people I can trust, so I can feel secured as I leave home”.

Problems;

High rents are driving people to organize themselves to share rooms with strangers in order to live in the city. Room sharing outside a family environment is also occurring in some professions. This includes Teenage students or hospitality workers in remote or seasonal locations. Also sometimes they cannot afford an apartment single because of his/her over budget.

The Real Issues;

- Most of the services or brokers don't offer both facilities like renting a flat and finding a flatmate.
- People fail to provide accurate information about their, lifestyle, move-in date , preferences etc.
- There are many people who can't afford an individual flat.
- Trust issues appear most of the times in the beginning of sharing a flat with a person.
- Different religion, lifestyles, timings, preferences and living habits.
- People are unable to afford the one time starting security deposits and advance payments.
- In a place far from home one has to find a quick solution and cannot continue living in hotels/someone else's place and make hasty and wrong decisions.
- Takes a lot of time to search for places matching user expectations.

Facts related to this Industry & India

- India has one of the largest populations which comprises of the people in the age group of 22–38 years, their population in India is estimated at 426 million, which is approximately 34 per cent of the total Indian population.

Further, it is also estimated that the millennial population forms approximately 47% of the total work force.

- Some people choose to live with roommates for companionship. This comes with complex social dynamics.

- There are a few products on the market trying to ease the pains of sharing a home, but nothing has a complete solution.
- People in the targeted age group and working in tier 1, 2 cities would prefer living in shared accommodation to reduce financial stress.
 - College students are not the only ones living with roommates. Many people living in shared households are older than twenty-two and trying to lower their financial burdens.

Insights from user;

- All the users were living and working in Tier-1 cities like Bangalore, Delhi and Gurgaon before the COVID-19 pandemic hit. 3 users were living in their respective city for 2+ years and 3 users were living there for 1+ years.
- 4 users used to live in 2BHK & 3BHK apartments, 2 of them had private rooms while the other 2 were sharing their rooms. Three of them live with flatmates while one is looking for a flatmate to share the other room in his 2BHK apartment with. Two of them found the apartments listed on a Facebook group while the other two found the apartment through their colleagues.
- The remaining 2 users were living in PGs. One in a double-sharing room who found the PG on an app while the other one in a private room who found the PG via google search recommendations.
- Users living in apartments were paying 18-24K per month including rent and electricity bill.
- Users living in PGs were paying 10–14K per month including rent, electricity bills and food expenses.

- All the users living in apartments were satisfied with their current accommodation and lifestyle, they enjoy their private space and also have the companionship of their flatmates.
- Users living in PGs were not satisfied with the living conditions, one of them complained about privacy issues but because of financial conditions, they have no other options.
- Ideal accommodation for every user is a private room with attached bathroom that fits under their budget and is also in close proximity to their work place. 2 of the users were even okay with the accommodation being semi-furnished/having less amenities, as long as it's a private room in an apartment, they're okay with it.
- Ideal roommate/flatmate for every user is someone compatible, like-minded, sharing common interests, having good etiquettes and respects their privacy.
- All users have used different platforms to look for rooms/ roommates, ranging from Facebook groups to apps like Housing, Magicbricks, etc. They interact with the listers and schedule visits to the properties.

- Hardest part of looking for a suitable room is going through the hassle of so many listings, out of which most of them are listed by brokers having unfurnished apartments and quoting absurd amounts of rent and security deposits.
- Hardest part of looking for a roommate is the lack of platforms and dealing with fake and anonymous profiles on existing platforms.
- Only one user out of the 6 users was aware of roommate searching platforms.

Analysis of the competition;

The major existing roommate finding platforms in india are;

- Zolostays.com
- Flatmate.in
- Findmyroom.in
- Rentroomi.com
- Housing.com (housing.com/roommate)

Insights of other players in the industry :

FLATMATE.IN

Flatmate.in is a popular Indian-based flatmate-finding platform that offers a wide range of verified rental options and an easy-to-use interface. Some key strengths of the platform include:

- 1.Verified listings: Flatmate.in ensures that all of the rental options on the platform are verified, which helps to reduce the risk of fraud or scams.
- 2.Easy-to-use interface.
- 3.Wide range of options: Flatmate.in offers a wide range of rental options, including shared accommodation, individual rooms, and entire apartments.
- 4.Strong presence in India.
- 5.Mobile App: Flatmate.in also have mobile application which makes it easy for the user to access the platform from anywhere
- 6.provide basic things furniture , cleaning service etc .

Location: New Delhi, Delhi, India

Website:www.flatmate.in

Founded date :2015

Founders;

Sarang Jain, Sukhbir Singh, Tanuj Chopra

Total Products Active

15



Downloads Last 30 Days

8,452



Active Tech Count

31



Monthly Visits

59,352



Monthly Visits Growth

-43%



Mobile App Metrics by Apptopia

Overview

Downloads Last 30 Days
8,452

Monthly Download Growth
-12.71%

FlatMate.in has 8,452 monthly app downloads, according to Apptopia. The most popular apps downloaded are Find FlatMates, Rent Rooms/Fla, FlatMate:Find RoomMate & Rooms, and Find Rooms,Flatmates, Roommate.

App Name	App Store	Monthly Downloads
Find FlatMates, Rent Rooms/Fla	Google Play	7,383
FlatMate:Find RoomMate & Rooms	Itunes Connect	901
Find Rooms,Flatmates, Roommate	Itunes Connect	168
Find Roommate,Rooms For Rent,F	Google Play	0
Smart School Apps	Itunes Connect	—
PG Owners App - Manage Your PG/Hostel, Find Tenant	Google Play	—
FlatMate Flats House Home Rent	Google Play	—

Web Traffic by SEMrush

59,352

Monthly Visits Growth

-43%

FlatMate.in is ranked 565,872 among websites globally based on its 59,352 monthly web visitors.

Site's traffic:

Country

- India

Share of Monthly Visits

88%

Monthly Visits Growth

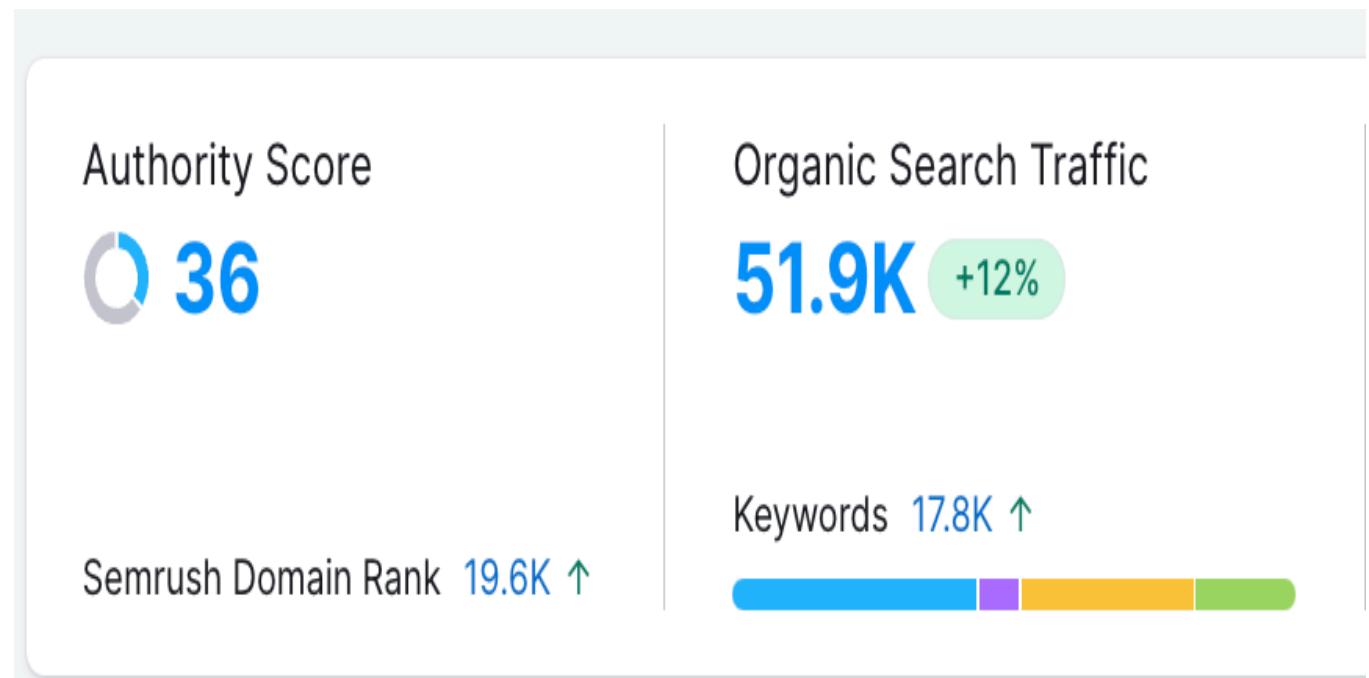
-46.12%

Site's Rank in Country

42,076

Monthly Rank Growth

69.78%



Organic search traffic

Organic Search: Top Keywords (17,786)

IN | flatmate.in

Keyword	Pos	Volume	CPC (USD)	Traffic
rooms for rent	3 (3)	40,500	0.07	7.01%
flatmates	1 (1)	5,400	0.08	4.88%
flatmates in bangalore	1 (1)	1,600	0.11	2.46%
pg near me	20 (23)	368,000	0.10	2.12%
roommate	4 (5)	12,100	0.06	1.63%

Main Organic Competitors 4,016

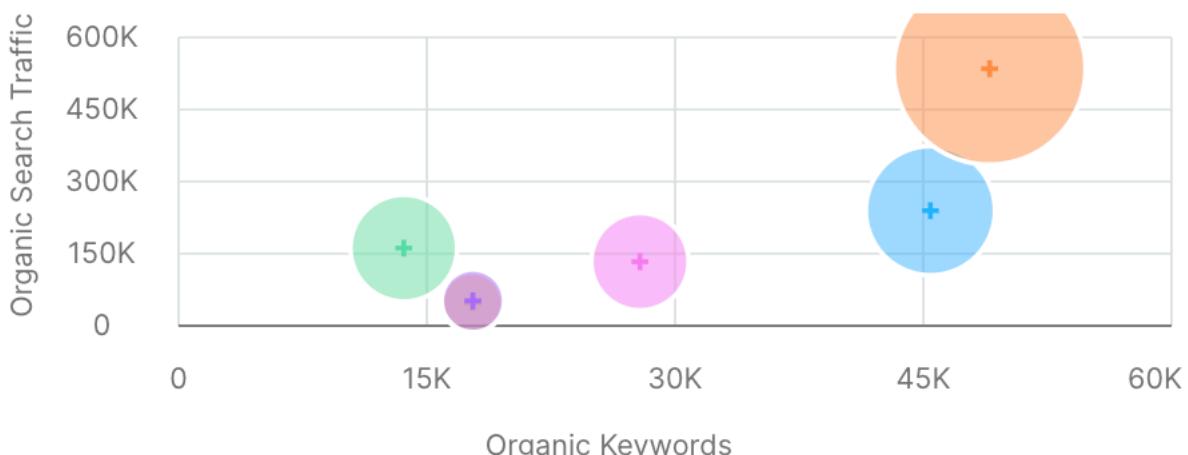
Competitor	Com. Level	Com. Keywords	SE Keywords
nestaway.com ↗		2,383	45,430
cofynd.com ↗		896	13,606
zolostays.com ↗		1,589	49,006
colive.com ↗		587	27,878
rentmystay.com ↗		716	17,754

[View details](#)

Competitive Positioning Map

nestaway.com cofynd.com zolostays.com colive.com

rentmystay.com flatmate.in



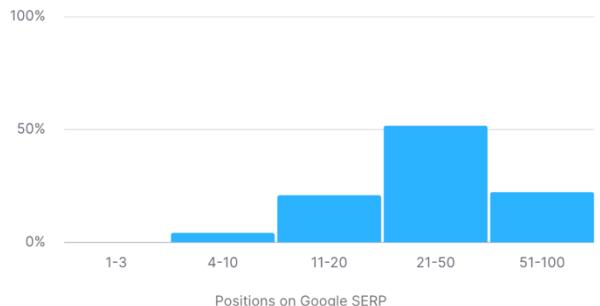
Organic Research

Top Organic Keywords 17,786

Keyword	Intent	Pos.	Volume	CPC (INR)	Traffic %
rooms for rent >>	I	3	40.5K	5.71	7.01
flatmates >>	I T	1	5.4K	6.52	4.88
flatmates in ba... >>	I	1	1.6K	8.97	2.46
pg near me >>	T	20	368K	8.15	2.12
roommate >>	I T	4	12.1K	4.89	1.63

[View details](#)

Organic Position Distribution

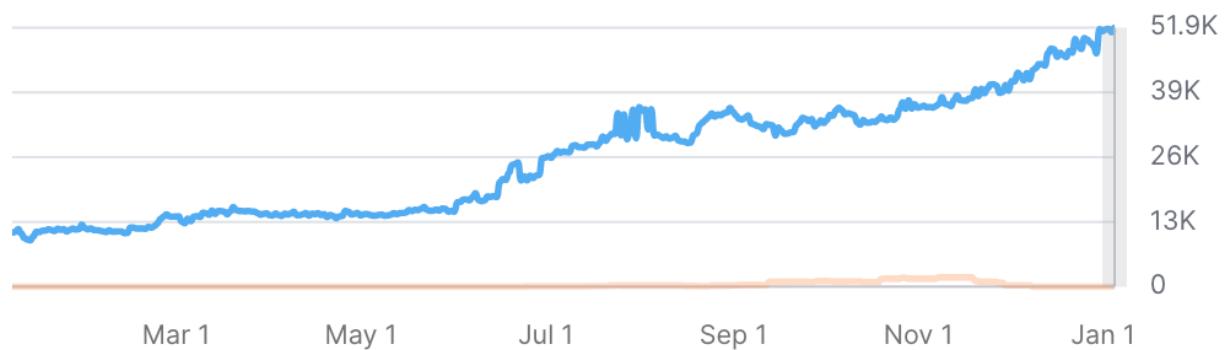


1M 6M 1Y 2Y All time

Export

Organic Traffic 51,935/month

Organic Traffic Paid Traffic Notes ▾



[!\[\]\(3488592b4a8f4d31e7880a75336bfbc7_img.jpg\) Back](#)

Ratings & Reviews

3.4

out of 5



Sort by: Most Critical ▾

What a waste of money

★☆☆☆☆

24 Nov

naazneen142

On the free version, the app only lets you view the flats you're looking for. I bought the plan worth ₹500, to be able to chat with the people posting their listing, and there has been no response whatsoever (I had texted more than 10 people!) and neither do the listings update. Absolutely do not recommend.

I would have rated this app in negative if I...

★☆☆☆☆

21 Nov

ayushh__10

I paid for the basic version to contact other people but people are not responding now. This is just waste of money. I will never recommend this app to anyone.

Messaging option not working

★☆☆☆☆

12 Oct

5hu8am

I bought premium service, still not able to send messages.

Sent mail on support Id, no one responded yet

Seems like it's a fake app.

A very useless app

★☆☆☆☆

11 Aug

EsYou_08

Most of the postings are dead and a lot of them are just brokers with dummy accounts.

A very useless app



11 Aug

EsYou_08

Most of the postings are dead and a lot of them are just brokers with dummy accounts.

Very awful



31 May

dilshad2244

Useless app, getting problem to post the add, images is mandatory but their image selection is not happening, its spoil my time.

Useless



25 Apr

Richa Suyal

This app crashes whenever i fill details. Useless application.

Pathetic App



31 Mar

Sonu Ladia

The listing of houses do not change. No body replies to your calls or messages. This app is fraud, please stay away.

Couldnt see wording



1y ago

StRiKeR@1425

Bad UI

One of worst user experience when it com... 1y ago
★☆☆☆☆

I still see the same old ads which I have been seeing from last 15 days . Most of ads are old and expired .When clicked for refund or give feedback the app gets crash.

Worst app 1y ago
★☆☆☆☆

This app has deducted money from my account and still plan has not been added

Too many bugs on iOS 2y ago
★☆☆☆☆

I can't upload images.crappy app.Don't buy.it's a cross platform application not native.

Location Issue 2y ago
★☆☆☆☆

Location search is not working in ios.

Can't register without Facebook and I dnt... 2y ago
★☆☆☆☆

Worst app no option to connect with google or phone number or email. You can register only with Facebook

 Back

Ratings & Reviews

3.4

out of 5



91 Ratings

Sort by Most Favourable ▾

Superb application

3y ago



rohit3336

Users connected with flatmate application are genuine, not like other application with dummy data. This application is very easy to use. Great work.

Superlike

Amazing app

3y ago



ushi@12

Amazing app with good services

Nice app

3y ago



mudit123

It's a good app for finding room and roommates and easy to access too.

Highly Recommended

3y ago



muskan a

Amazing Service and Best Results!

App review

3y ago

 Back

Ratings & Reviews

Amazing app



3y ago

ushi@12

Amazing app with good services

Nice app



3y ago

mudit123

It's a good app for finding room and roommates and
easy to access too.

Highly Recommended



3y ago

muskan a

Amazing Service and Best Results!

App review



3y ago

siyaguptaa26

Great app. Very useful for finding suitable flats!

Fanstatic App



3y ago

Apoorva.1707

Flatmate is fabulous app that allows me to find a
roommate to my liking. No more having to worry about
the pesky habits of incompatible flatmates.

Loved this app



3y ago

karankambojj

Best app to find rooms..!

5 star from my side..

Analysis By Ratings;

The all overall have a good footprint in the industry and in working since years in this area but due to poor user experience and an unattractive freemium model its unable to scale up.

ROOMSTER

- Single contractor for the whole line of software products.
- Increased audience and constant inflow of new users:A variety of software products - webportal, and iOS and Android mobile apps - allows the Client to cover a huge audience, which is virtually all users of mobile phones

and people having access to the Internet from any device.

- Amazing security of all users
- No scum or unmatching offers
- Secure financial transactions

The leading multi-platform roommate matching & shared housing application. IOS, Android & fully responsive design
Location:New York, New York, United States
Website:www.roomster.com/

Details

Headquarters Regions

Greater New York Area, East Coast, Northeastern US

Founded Date

2003

Founders

John S. Shriber, Roman Zaks

Downloads Last 30 Days

48,201

Active Tech Count

57

Mobile App Metrics by Apptopia



Overview

Downloads Last 30

Days

48,201

Monthly Download

Growth

-30.13%

Roomster has 48,201 monthly app downloads on its Roommates by Roomster app, according to Apptopia.

App Name



Roommates by Roomster

App Store

Google Play, Itunes Connect

Monthly Downloads

48,201

Organic search traffic

Organic Search: Top Keywords (17,786)

IN | flatmate.in

Keyword	Pos	Volume	CPC (USD)	Traffic
rooms for rent	3 (3)	40,500	0.07	7.01%
flatmates	1 (1)	5,400	0.08	4.88%
flatmates in bangalore	1 (1)	1,600	0.11	2.46%
pg near me	20 (23)	368,000	0.10	2.12%
roommate	4 (5)	12,100	0.06	1.63%

Authority Score

36

Organic Search Traffic

51.9K +12%

Semrush Domain Rank 19.6K ↑

Keywords 17.8K ↑

Main Organic Competitors 4,016

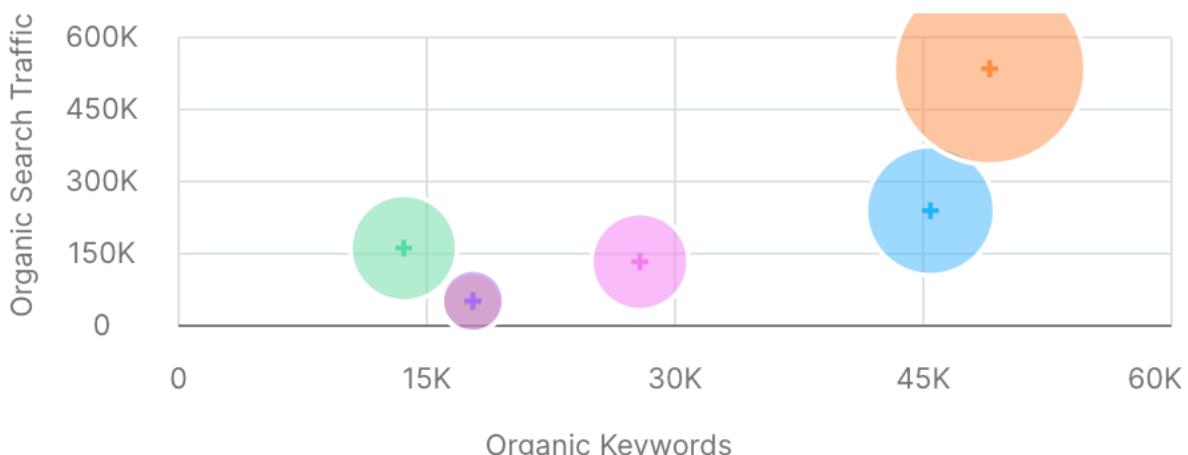
Competitor	Com. Level	Com. Keywords	SE Keywords
nestaway.com ↗		2,383	45,430
cofynd.com ↗		896	13,606
zolostays.com ↗		1,589	49,006
colive.com ↗		587	27,878
rentmystay.com ↗		716	17,754

[View details](#)

Competitive Positioning Map

nestaway.com cofynd.com zolostays.com colive.com

rentmystay.com flatmate.in



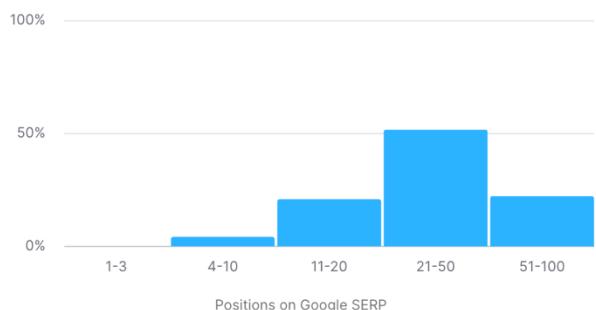
Organic Research

Top Organic Keywords 17,786

Keyword	Intent	Pos.	Volume	CPC (INR)	Traffic %
rooms for rent >>	I	3	40.5K	5.71	7.01
flatmates >>	I T	1	5.4K	6.52	4.88
flatmates in ba... >>	I	1	1.6K	8.97	2.46
pg near me >>	T	20	368K	8.15	2.12
roommate >>	I T	4	12.1K	4.89	1.63

[View details](#)

Organic Position Distribution

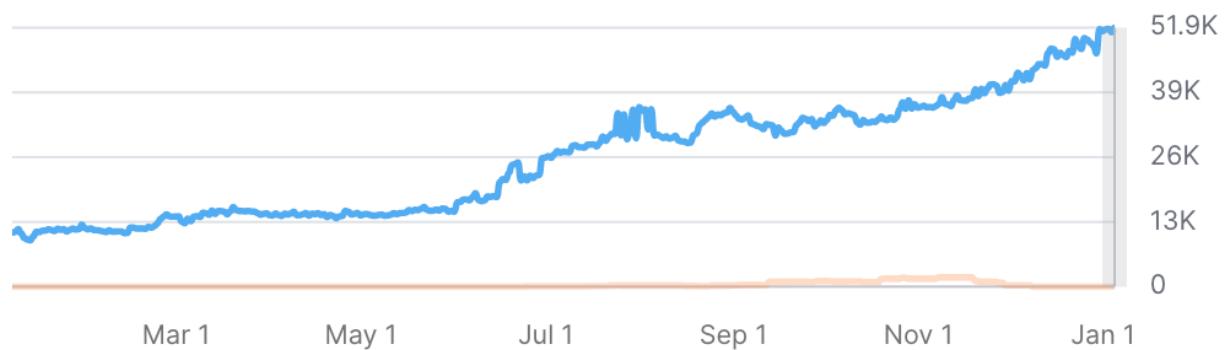


1M 6M 1Y 2Y All time

Export

Organic Traffic 51,935/month

Organic Traffic Paid Traffic Notes ▾



 Back

Ratings & Reviews

3.9

out of 5



74 Ratings

Sort by Most Helpful ▾

Extremely useful

20 May



Ashruti1296

Used to it search for an apartment in Brooklyn and the listings are pretty authentic

Unable to Sign In

1y ago



YushSharma

I am not sure what is wrong. I tried logging in from Google, Apple, even tried signing up with email and nothing seems to work.

Giving it a two stars because my friend happen to get in and said that the app is good otherwise. Developers, can anyone help?

Very useful and helpful app

8 Apr



Casterstroy54

Very useful and helpful app

Stupid App keeps asking for money

10 Jul



Sagar balyan

You guys are asking for money for even basic functionalities like chat. That's why no-one uses this



Today



Games



Apps



Arcade



Search

 Back

Ratings & Reviews

Not a useful app

5 Sep



namestony

I was trying to find an accommodation in Dublin. So install and started looking.

It asked me to set the listing, after that people are asking me for any accommodation. (I did purchase their 1 month plan.. approx 220Rs per month) I get messages from others stating if there's any accommodation.

[more](#)

Stupid App keeps asking for money

10 Jul



Sagar balyan

You guys are asking for money for even basic functionalities like chat. That's why no-one uses this app. If you had focused more on users and less on money, you'd be raining in money right now.

Bad app

1y ago



coustrmer

Minus 1 rating

Fake in India

1y ago



asim_kn

Roomster in India is totally money laundering technique, firstly they will ask you to share your personal details and after getting yourself registered they will ask for money for viewing the msgs done by their team daily.

Dont fall for it guys.

Fake useless app

3y ago



st.jais

 Back

Ratings & Reviews

Fake in India

1y ago



asim_kn

Roomster in India is totally money laundering technique, firstly they will ask you to share your personal details and after getting yourself registered they will ask for money for viewing the msgs done by their team daily.

Dont fall for it guys.

Fake useless app

3y ago



st.jais

It's a totally useless app never use this app. I had taken 1 week subscription and it was of no use.Fake people messages came

Soft Cheat

3y ago



Shahbaz Sid

Hi I downloaded this app to get a roommate and after downloading they asked for 3 different social verification that took too much time but I gave as it was the matter of security. But after downloading I get message notifications but when I click on them then their subscription offer of 79 Rs comes and I can't not check messages without this payment even if I ta [more](#)

Useless app

3y ago



aieba

Most useless app

Not opening

3y ago



ajit singh 143001

 Back

Ratings & Reviews

Useless app



3y ago

aieba

Most useless app

Not opening



3y ago

ajit singh 143001

It's not opening on my iPhone Xs max

App itself is a Cheat !



3y ago

voidyman

Unable to message even after going premium . The whole point of paying money is wasted. The screen just gets stuck during message load. Cheats!

This is the worst app I have ever used.



3y ago

Sundarraj MCA

It's useless and support team is not responding

Waste app



3y ago

akkrwnm

Waste app Dnt use.they asking money for use app 😡



Worst app



4y ago

anjusohu

3rd class n useless app ..

Analysis By Ratings;

The service is quite popular in the abroad but due to a pathetic UI of the app and lack of basic functionalities like chatting or connecting with people is not available for free and the device compatibility is also not so versatile and due to this this app isn't able to scale up in the market

COLIVE

Roommate is a Indian-based platform that helps users find verified flatmates and shared accommodation options. Some key strengths of the platform include:

- 1.Verified listings: Roommate ensures that all of the rental options on the platform are verified, which helps to reduce the risk of fraud or scams.
- 2.Strong presence in India: Roommate has a strong presence in India, which makes it a popular choice for people looking for flatmates in the country.

About

A technology powered network of Branded Serviced Homes conveniently located near educational institutions & workplaces.

Location:Bangalore, Karnataka, India

People:101-250

Series A

Private

Website:www.colive.in/

Highlights

Active Tech Count

23



Monthly Visits

3,859



Monthly Visits Growth

700.62%



Web Traffic by SEMrush

Monthly Visits :3,859

Monthly Visits Growth :700.62%

Colive.in is ranked 3,254,086 among websites globally based on its 3,859 monthly web visitors.

Site's traffic: (More via Paid Ads)

Country

- India

Share of Monthly Visits

52%

Monthly Visits Growth

312.45%

Site's Rank in Country

227,160

Monthly Rank Growth

-65.41%

Authority Score

26

Semrush Domain Rank 0 ↑

Organic Search Traffic

103 +8.4%

Keywords 178 ↓

Paid Search Traffic

118 +100%

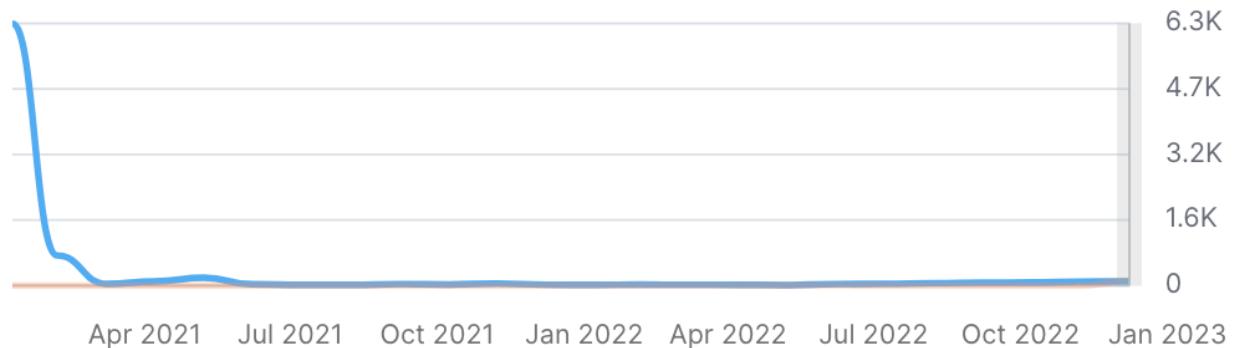
Keywords 7 ↑

1M 6M 1Y 2Y All time

Export

Organic Traffic 103/month

Organic Traffic Paid Traffic | Notes ▾



Top Organic Keywords

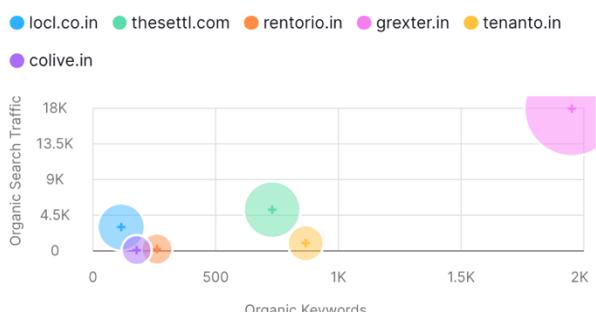
Keyword	Intent	Pos.	Volume	CPC (INR)	Traffic %
colive signature	N T	10	1.9K	50.55	10.67
spice garden l...	I	29	6.6K	8.97	8.73
colive orange	N T	7	880	61.96	6.79
colive akshaya...	I T	11	590	0.00	4.85
colive kingston	N T	10	880	61.14	4.85

Main Organic Competitors 224

Competitor	Com. Level	Com. Keywords	SE Keywords
locl.co.in	Low	16	115
thesettl.com	Medium	13	730
rentorio.in	Medium	6	261
grexter.in	Medium	23	1,951
tenanto.in	Medium	16	867

[View details](#)

Competitive Positioning Map



Top Paid Keywords

Keyword	Pos.	Volume	CPC (INR)	Traffic %	
unisex pg in bangalore »	1	1,900	8.15	75.42	
flatmates in bangalore »	2	1,600	8.97	16.94	
mens pg in marathah... »	3	480	12.23	3.38	
pg for men in marath... »	3	480	12.23	3.38	
co living koramangala »	4	260	21.20	0.84	

[View details](#)

Sample Text Ads

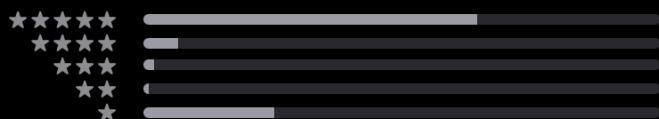
Find it On Colive - Minimal Rent and Deposit https://www.colive.in/	1, 2, 3 Sharing Rooms Colive - Rent Kar, Colive Par https://www.colive.in/	1, 2, 3 Sharing Rooms Colive - Best Pg In Marathahalli https://www.colive.in/bangalore/marathahalli	1, 2, 3 Sharing Rooms Colive - Best Pg In Marathahalli https://www.colive.in/bangalore/marathahalli
Professional housekeeping, nutritious food and zero lockin in all our flats in Bangalore. Clean, well maintained hygenic and sanitized flats with high speed internet. Daily Housekeeping. Fully Furnished Rooms. Free Wifi & Electricity. No brokerage rental homes.	Professional housekeeping, nutritious food and zero lockin in all our flats in Bangalore. Clean, well maintained hygenic and sanitized flats with high speed internet. No brokerage rental homes. Free Meeting Rooms. Fully Furnished Rooms. Daily Housekeeping.	Professional housekeeping, nutritious food and zero lockin in all our flats in Bangalore. We have already provided home to 15,000+ single professionals & young couples.	Professional housekeeping, nutritious food and zero lockin in all our flats in Bangalore

 Back

Ratings & Reviews

3.8

out of 5



2,181 Ratings

 Back

Ratings & Reviews

App review

Sun



Akshad6757

Booking process and is friendly to use, you can easily locate the property.

App review

Sun



Sankha13

Easy process to move in and good place to stay. The process is smooth and the people are helpful and cooperative

Colive Carolina

Sat



Genie008522222

Responsive and Helpful Manager, staff. Timely cleaning love the experience 😊

Good stay for girls with all basic amenities pr... Thu
niv_pinky

Good stay for girls with all basic amenities provided

Colive Novara

Wed



ayuriti

This is the best property I had ever been too for a stay, property manager (Shiva) is of very good nature and humble too, must visit for a stay here

Colive Novara

Wed



ayuriti

This is the best property I had ever been too for a stay, property manager (Shiva) is of very good nature and humble too, must visit for a stay here

nice

Wed



tinky.yyyyyy

wonderful!

Hi

Wed



Chiya siru

Nice place to stay

Colive

10 Jan



Bond007**

Best place to stay in , we'll maintained apartments

Colive

10 Jan



Anusha Murthy

Well Designed! Helpful app !

Nice app and helpful

10 Jan



Solo Lord

Nice app and helpful

Colive FRAUD !!Be aware

edited Sun



Abhishek017

FRAUDSTERS!!!This is the worst choice you will ever make by choosing to stay at colive, it's been more than 4 months and they DO NOT refund the security [more](#)

Developer Response

Sun

Hi Abhishek, thank you for the perfect stars and perfect review. Your kind words make us feel eve [more](#)

Fraud and scammers

edited 6 Jan



gandloju

Fake promises followed by looting money. Nobody will respond once you checkout and asks for deposit money, in return they ask us to pay penalty even [more](#)

Developer Response

6 Jan

Hi, We are sorry to hear this from you. Please share us the service ticket ID raised for the issue so that w [more](#)

Deposit not received

28 Dec



dreamer1286

I have vacated my colive sunrise room on sep 30 and done one month notice period and applied for the deposit amount refund. Its been 2 month no upda [more](#)

Developer Response

3 Jan

Hi, The team has already responded the ticket with the details and request you to please refer the same [more](#)

[Back](#)

Ratings & Reviews

Deposit not received

28 Dec



dreamer1286

I have vacated my colive sunrise room on sep 30 and done one month notice period and applied for the deposit amount refund. Its been 2 month no update [more](#)

Developer Response

3 Jan

Hi, The team has already responded the ticket with the details and request you to please refer the same [more](#)

Do not trust this website/ service

25 Dec



Akshatchd

I booked a PG by paying advance amount to colive, the PG owner straight away refused to entertain me, the team is sooo irresponsible, I raised a ticket, no solution [more](#)

Developer Response

3 Jan

Hi, We are sorry to hear this from you. Please share us the service ticket ID raised for the issue so that we can take action [more](#)

Colive - Scam and live

18 Dec



arjun_yagav

We stayed in Colive Elanza in Sholinganallur. They charged 2-3k per person [4sharing]for electricity but our actual EB consumed was 250 units. Second time [more](#)

Developer Response

3 Jan

Hi, We are sorry to hear this from you. Please share us the service ticket ID raised for the issue so that we can take action [more](#)

Colive is overpriced and treat's it's tenant... 16 Dec

★☆☆☆☆

Gagan0611

I lived in a Colive for around 6 months, and I paid much more than the avg price. While leaving Colive, I raised the notice period and even paid the amount in [more](#)

Developer Response

3 Jan

Hi, We are sorry to hear this from you. Please share us the service ticket ID raised for the issue so that we [more](#)

Worst of the worst

15 Dec

★☆☆☆☆

Sivasai_S

There is only fake promises here. Not at all worthy services for the money we pay. They charge insane and unethical amount of electricity bill. No proper fee [more](#)

Developer Response

3 Jan

Hi, We are sorry to hear this from you. Please share us the service ticket ID raised for the issue so that we [more](#)

Scamming People

13 Dec

★☆☆☆☆

Shubham0810

Booked a private room 20 days back by paying booking amount - 2999 which is refundable as told by Colive's agent. 2 days before the move in date they tell [more](#)

Developer Response

3 Jan

Hi, We are sorry to hear this from you. Please share us the service ticket ID raised for the issue so that we [more](#)

Analysis By Ratings;

The app overall have good ratings in terms of UI and simplicity of the app but the payments and the customer support of the service isn't up to the mark and needs improvement also the promised services were not given to the users after they saw the place physically themselves.

nestaway.com

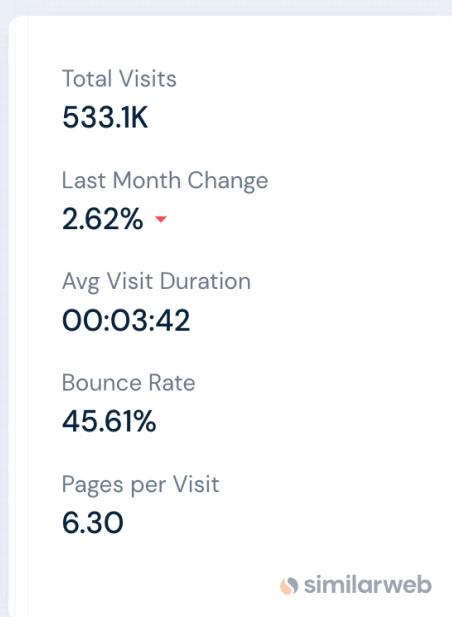
live in a fully furnished home instead of a paying guest (pg) with no brokerage and only 2 months' deposit. at nestaway, we offer rental options ranging from shared rooms, single rooms or entire

apartments, catering to singles and families. Come and be a part of our community of 30,000+ tenants.

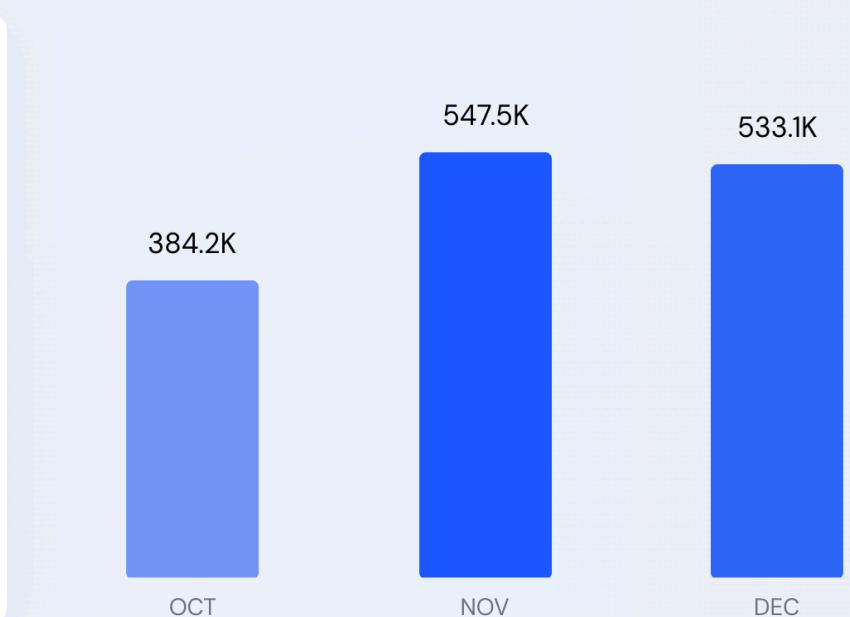
The top traffic source to nestaway.com is search traffic, driving 60.41% of desktop visits last month, and direct is the 2nd with 36.73% of traffic. The most underutilized channel is ads. Drill down into the main traffic drivers in each channel below



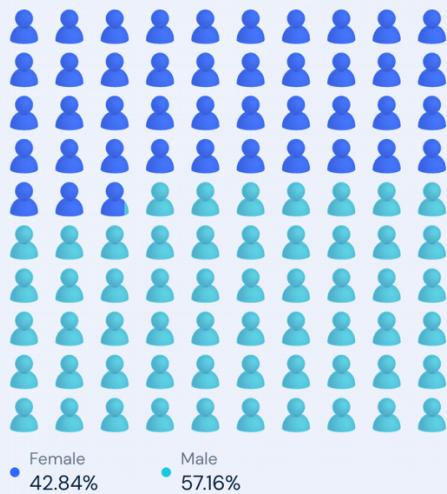
Traffic & Engagement Last Month



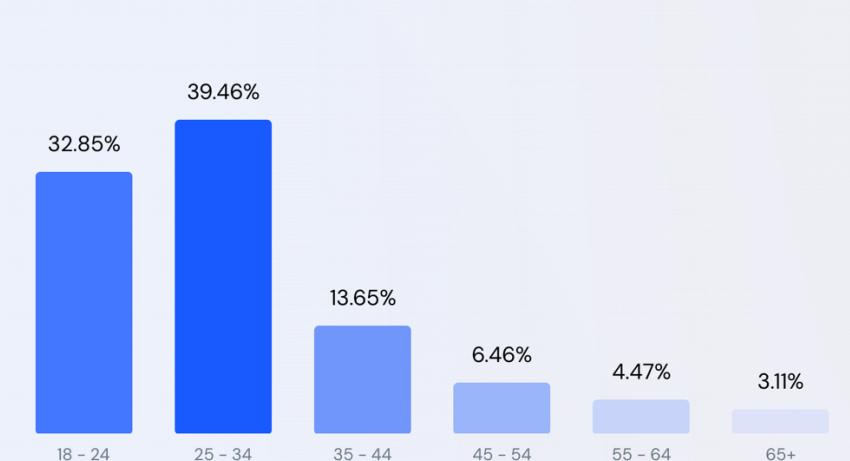
Total Visits Last 3 Months



Gender Distribution



Age Distribution

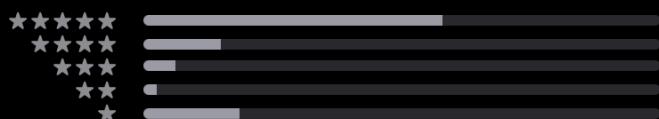


[!\[\]\(b5ab48bef48fd0724f8e63e58edc692e_img.jpg\) Back](#)

Ratings & Reviews

3.9

out of 5



8,347 Ratings

[!\[\]\(b23bf7909a7eba79cc55617131da70b0_img.jpg\) Back](#)

Ratings & Reviews

3.9

out of 5



8,347 Ratings

[Sort by Most Helpful ▾](#)

Special mention to hard work of Sales manager

3y ago



Prabhpreet@1991007

So i am writing this post because I am extremely happy and satisfied with the patience and service of Sales people in Nestaway.

I have lived in Nestaway property for 2years in gurgaon location and its services were fantastic. So when i relocated to Pune, I thought to go with Nestaway again. Got aligned with a sales folk name Sourabh Shelar. I described my requirement and he helped me visit properties. Though visit was planned for just one property but he took extra time for me to make me see other flats too so that I can finalise one.

There is a believe that Sales people always run behind closing a deal but Sourabh is different here. He helped me alot in figuring out exact requirement, my budget and showing me properties.

Though I did not choose nestaway but I will certainly want to opt for it again in near future.

I would like to end by thanking Sourabh for his efforts.

Extremely dissatisfied

1y ago



ozso1

Nestaway employees will respond only till u book the house and once it is done please be assured that they won't attend to any of your issues. The area manager they do not pick up the phone call. You raise a service request they do not respond to that. It almost took 4 months to get my rental agreement. For any assistance there is absolutely no assistance. They just stop [more](#)

Nestaway is a complete fraud

2y ago



ParagB@99

Well i've stayed in nestaway's property for nearly 1 year and my experience is not so good, first of all they take maintenance assurances from us while paying the rent every time even if there's not a maintenance issue, secondly they keep fining you for nothing it just pops up in your app's dashboard that you've XYZ amount of dues but there aren't any so you've to place a rec [more](#)

Worst experience staying with NestAway

2y ago



pk_bglr

Charging money from tenants in a fraud way. I followed up them since month March for my feb month electricity bill because it was showing 850 rs for a one bhk where I hardly stayed in my room for 20 days and used a bulb and a fan only in day time. But till now that issue didn't got resolved and instead of resolving the tickets I raised they started charging 100 rs fine [more](#)

What to do when you are planning for nestaway 7 Apr

★★★★★

hdhdhdkeleke

First of all when you move in please make a video of the property and capture every corner of house you are going to stay this will help you when you move [more](#)

Developer Response

13 Apr

Hello, could you share your contact number with us, by editing this review, so that we can connect to [more](#)

Worst customer service experience

3y ago

★★★★★

linkin4787

For any service provider, customer satisfaction has to be a key concern.

This is where nestaway sets an example by being the worst customer service provider in this industry.

Once you move in, they don't really care about the issues that you call out. They have been successful in deceiving a lot of people. [more](#)

They do not return your security and does... 1y ago

★★★★★

Deeeppsshii

I have been living in their home from last 6 month, when my contact was over i did all the formalities. I set the date for inspection bec they only return security after their inspection manager come home and check for everything , the date I gave them for inspection was 30 april 2021 , they didn't came at that day, after raising complaint regarding this matter [more](#)

this is a nightmare

3y ago



Auxwires

This is a good example of bad management, people can learn from Nestway that this the worst it can get. Even if u pay rent on time, knowingly they charge fine, and argue according to the script on customer support, more like customer debate. They will charge you for monthly maintenance, but send no one, when inquired, they said it our job to initiate the maintenance, which wasn't mentioned anywhere, also the process they explained doesn't exist in their app, which brings me to the poorly built app, whenever you click on the help button, the app crashes. They haven't fixed this bug for months now, and when ever you call the customer support, you have to wait for 15 mins before u can actually talk to someone and when u do talk to a representative, they talk like they are programmed and till date haven't solved any issues of mine. My bathroom door is broken, the house stinks and there is no area manager for the apartment im in. So watchout for this crap

Issue with NestAway home

2y ago



blood Carlos zero

For everyone reading this review, please note the 3 star instead of 1 star rating is only because of the star staff Purushottam who resolved our case which was stuck for more than 4 months. We had moved in one of their properties, and faced lots of issues with the electricity connection; a house with disconnected electricity line for which NestAway wanted rent, [more](#)

Analysis By Ratings;

The app overall have poor ratings and lacks basic

functionalities but this service has very huge web traffic

much more than its competitors and is quite popular in India

Response	<ul style="list-style-type: none"> • Primary: Most young working professionals in the age group 25 - 35 years and working in tier 1 cities would prefer living in shared accommodation to reduce financial stress. • Secondary: People looking to stay in shared accommodation would not mind staying with strangers as their primary goal is cost reduction <p>Our primary hypothesis has been validated during the course of our research through surveys and interviews. It was found that most people moving between cities to work preferred staying in shared accommodation with the topmost reason being to reduce the cost of living.</p> <p>Our Secondary hypothesis has been nullified as 92% of the survey participants preferred staying with either friends or relatives.</p> <ul style="list-style-type: none"> • Majority of the population surveyed worked in Tier1 cities (90%) and were working professionals (84.1%) • Max people belongs to the Age group belongs to 23-32 (Approx. 75%) • The population surveyed consisted of 58.7% males and 41.3% females • About 68% of the population was unmarried • Maximum population preferred to stay in apartments (68.3%) • Maximum population preferred to have individual/separate rooms in shared accommodation (74.6%) • 70% of the population is willing to pay up to 15k. • 62% preferred semi-furnished accommodations. • The top amenities preferred were Lift, parking, nearby Public Transport, nearby grocery shop, and gas connection. (68%, 67%, 65%, 66% and
----------	--

44%)

- While the majority population stayed in tier 1 cities, they were originally from tier 2 and tier 3 cities(Like Nagpur, Haryana, Andhra Pradesh, Bihar, Pune, etc). This means they have traveled from hometowns to work in tier 1 cities.

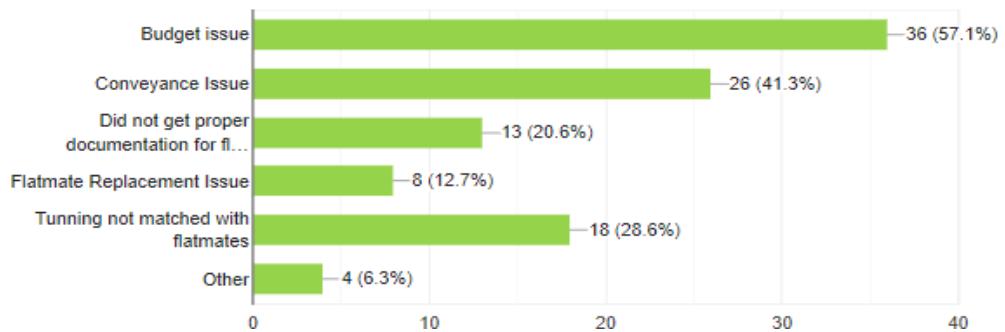
Based on the below mentioned both the Hypothesis i.e. (Primary & Secondary) state to be True

Pain Point

- Budget Issue (57.1%)
- Conveyance Issue (41.3%)
- Tuning not matching with flatmates (28.6%)

What are the challenges for finding/stay in Room/Flatmates?

63 responses

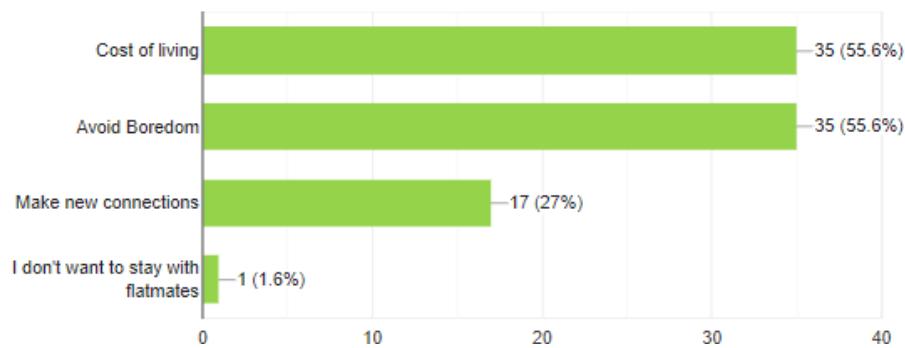


Motivations/Goals

- Decreasing Cost of living
- Avoiding Boredom
- Make new connections

What motivates you to stay with flatmates

63 responses

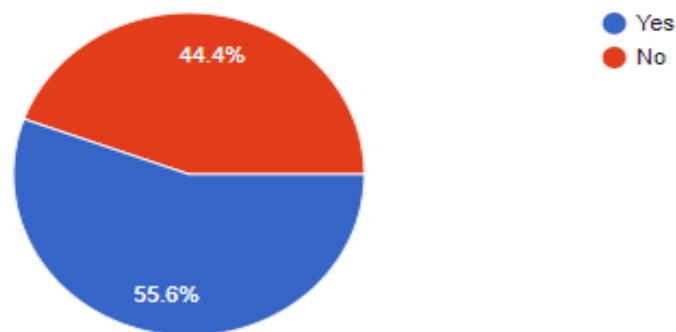


Personality

- Most of the people have No issue on stay with Unknown person.
- Most of the people want to stay with their friends and family on weekends
- People are Tech savvy and preferred digital mode to search flat mate

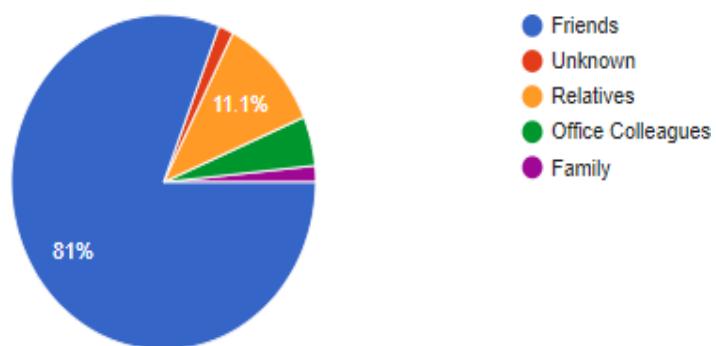
Is it fine to stay with Unknown friends

63 responses



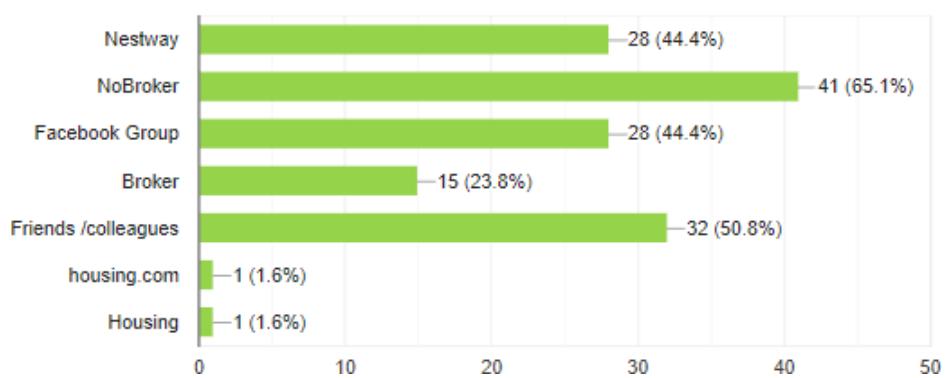
Whom do you prefer to stay with

63 responses



How would you go about searching for a space to stay

63 responses

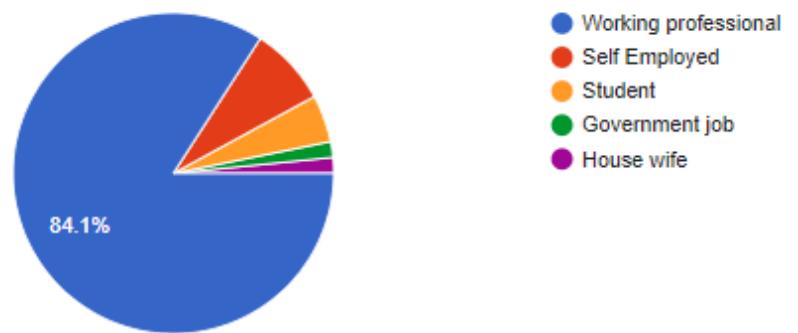


Demographics

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

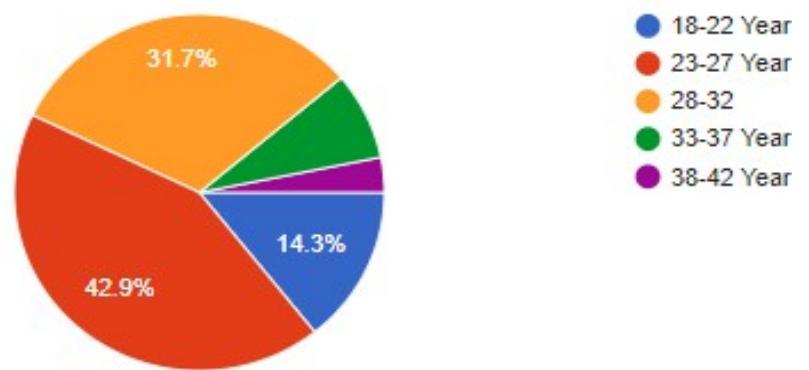
What is your occupation?

63 responses



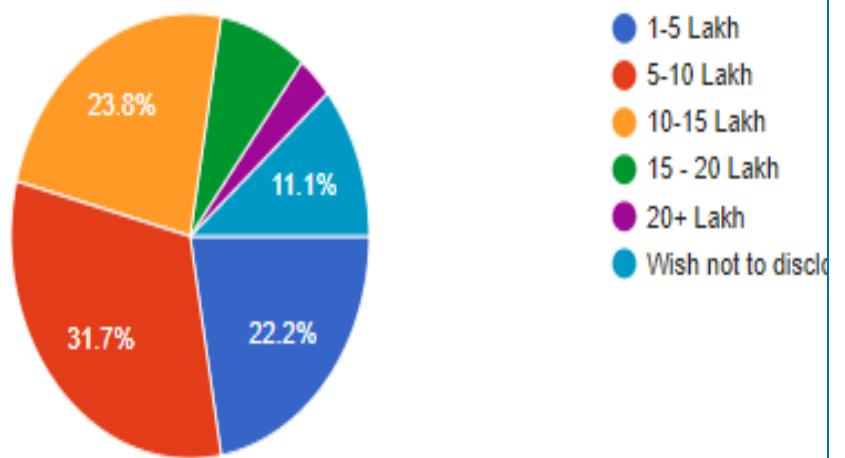
What is your age?

63 responses



What is your income in a year?

63 responses



Part 2: Product Artifacts

Creating a persona for from the user research data.

Response:

NAME:	Kartikeya Shukla	
AGE: 28 LOCATION: Mumbai Gender: Male OCCUPATION: IT Professional MARITAL STATUS: Not Married INCOME: 5 - 10	MOTIVATIONS <ul style="list-style-type: none">Decreasing Cost of livingAvoiding Boredom	PERSONALITY <ul style="list-style-type: none">Mostly IntrovertPrice Sensitive

	<p>GOALS</p> <ul style="list-style-type: none"> • Decreasing Cost of living • Avoiding Boredom • Make new connections 	<p>TECHNOLOGY</p> <p>Smartphones and personal laptops</p> <p>Use laptops mainly for studying and browsing while</p> <p>smartphones for communication, entertainment, and social media access</p> <p>Top 5 Apps</p> <p>LinkedIn, Instagram, Gpay, FB, and WhatsApp</p>
--	---	---

	<p>PAIN POINTS</p> <ul style="list-style-type: none"> • Traffic • Connectivity • Rent Increase • Tuning doesn't match with the flatmate 	
	<p>BIO</p> <p>Kartikeya is an unmarried working professional who is from tier 2 or tier 3 city but has travelled to tier 1 city for work. He is looking for a place to stay that is reasonably priced, has basic amenities and saves his travel time to the office. He prefers to live with known and trusted friends/ relatives rather than with strangers.</p>	<p>BRANDS</p> <p>Xiaomi, Apple, Dell and One Plus</p>
<p>QUOTE: "I would like to find a reasonable place to stay with trusted flatmates"</p>		

Creating 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) Finding roommates with whom I share preferences in terms of:
 - Food habit

- Timings
- Visitors

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"> • Proximity to Workplace, Recreation, Utilities • Amenities e.g. Gym, Swimming Pool, Parking • Support ecosystem e.g. Cook/Maid, furniture, laundry etc • Cost
User Expectations	<ul style="list-style-type: none"> • To find the best place to stay in a society with all the amenities with expected budget. • Near by it should have all the facilities (Grocery & conveyance) • To Find the best place in the expected budget.
Process	<ul style="list-style-type: none"> • Search all nearby flats in Google and filter based on rating/reviews • Check with Friends/relatives for any Reliable flat in nearby Areas • Shortlist flat based on rating/Review criteria • Visit the shortlisted flat and observe the flatmate behaviour and explore facilities provided, Equipment availability
Experience	<ul style="list-style-type: none"> • Time consuming to visit different flats for exploring facilities • Flat are not up to the mark as shown in the picture

	<ul style="list-style-type: none">• Sometimes amenities are only available for owner not fortenant but in the ad they are showing the amenities list
Touchpoints	<ul style="list-style-type: none">• Friends• Facebook group• Flatmate application• Other renting platform application

Pain-points	<ul style="list-style-type: none"> • Budget Issue (57.1%) • Conveyance Issue (41.3%) • Tuning not matching with flat mates (28.6%)
Ideas	<p>Develop a flat mate application for all the (Android iOS and mobile version) users</p> <p>This App will have central repository for all the information verified from owner, Picture should be genuine.</p> <p>The App will have all type filters</p> <ul style="list-style-type: none"> • Required room type • Property Type • Diet category of flat mate • Rent range • Furniture type • Flexi time behaviour

User Journey Map 2	
User Goal	<p>(b) Find roommates with whom I share preferences in terms of:</p> <ul style="list-style-type: none"> • Food habit • Timings • Visitors
User Expectations	<ul style="list-style-type: none"> • To find the flatmate who preferred the same category diet. • To find the flatmate who are open to flexi timing

	<ul style="list-style-type: none"> • To find a flat mate who has no issue on visitors came in flat
Process	<ul style="list-style-type: none"> - Same diet category - Open for flexi timing - Open for visitor • Mostly find a place where same habitat flatmate are lived. • Search flat mate - through reference from friends

Experience	<ul style="list-style-type: none"> • While staying with unknown friend - Brokerage issue • Proper documentation are not available • Inconsistency of flatmate(in terms of tenure of month to bestayed in flat)
Touchpoints	<ul style="list-style-type: none"> • Look flat mate that are referred from friends • Try to stay in the same age of group • Try to stay with same category diet • Flatmate Application • Other renting platform application
Pain-points	<ul style="list-style-type: none"> • Budget Issue (57.1%) • Conveyance Issue (41.3%) • Tuning not matching with flat mates (28.6%)
Ideas	<p>Develop a flat mate application for all the (android iOs and mobileversion) users</p> <p>This App will have a central repository for all the information verifiedfrom owner, Picture should be genuine.</p> <p>The App will have all type filters</p> <ul style="list-style-type: none"> • Required room type • Property Type • Rent range • Furniture type • Diet category • Flexi timings • Visitor allowed/not allowed

Analysis Summary

Overall by the analysis we could see that this industry has a very good potential market in India but the currently offered services are in a mess. While there are several apps available, they are not meeting the needs of the users effectively. The user reviews for these apps are very poor, with an average rating of between 3.6 to 3.9 stars with most users naming the services as soft cheaters and frauds as according to them, the services provided to them were not satisfactory and up to the mark .

I propose that we take this opportunity to gather all of the negative feedback from these apps and use it to enhance the development of our own app. By understanding the pain points and areas of improvement identified by users, we can ensure that our app addresses these issues and provides a superior user experience.

Additionally, by launching our own app and addressing the shortcomings of existing apps, we can position ourselves as a leader in the industry and capture a significant market share.

As the estimated target audience of the industry is very huge all over the world and especially in India. While there are currently other apps available on the market, they do not provide the level of

service that our target audience is looking for. The demand for a reliable and user-friendly roommate finding app is huge and I believe that we can have the resources and expertise to create a successful product.

By launching our own app, we will have the ability to tailor the user experience to our specific target audience, as well as gather valuable data and insights that can help drive future growth and development. Additionally, having our own app will help us establish our brand as a leader in the industry and generate additional revenue streams.

Analysis by;
Mohammad Saood
Intern at NOVO