

GTM

1. **Target audience:** The target audience for a flatmate app that searches for roommates would generally be individuals who are looking for a shared living arrangement. Specifically, this might include young adults, college students, professionals, or anyone looking for an affordable and convenient living option. This target audience may also be tech-savvy and comfortable using mobile apps to find and communicate with potential roommates. Additionally, our app may be more popular in areas with high housing costs, such as major cities where renting a room or apartment can be expensive.

We can also assume that the major part of our audience will be 1st and 2nd year college students who are new to the college region and don't know a lot of people and may find it difficult to look for a roommate of their own.

2. It is important to have a clear understanding of who our target users are and what their needs and preferences are. To do this, we need to gather demographic and psychographic information about our target audience, including their age, income, education, lifestyle, and personality traits and personal preferences. I've, to this report, also attached the demographic survey results for the Bangalore region. This information will help us create a messaging and marketing strategy that highly resonates with our target audience.
3. Conducting market research: To gain insights into our target audience's needs and preferences and assess the current market landscape for flatmate apps, we may conduct surveys, focus groups, and do some competitive analysis to help us to understand what makes our app unique and how you can differentiate it from other flatmate apps on the market and what and the pain points of the users and how can we give to our users that no other competitor could.

As per the conducted research there are several apps that order similar kinds of service but after looking into the reviews of the users we could find that some apps don't have a friendly UI while others lack basic functionalities like messaging inside the app and some app's don't offer a lot unless a user buys a premium subscription and mostly in every app we could find that the users find themselves cheated after paying for the app and these apps offer very low or no customer support.

4. Developing our value proposition: Clearly defining the unique value that our app provides to users, including the key features and benefits that set our app apart from others. This will help us create a compelling messaging and marketing strategy that emphasizes the benefits of our app and positions it as the best solution for finding a flatmate. By offering unique and valuable features, our app could differentiate itself

from other similar apps and attract users who are looking for a more personalized and effective living arrangement.

Some of the features that may separate us from the crowd and help us get more attention are the features like below;

- a) **Personality matching:** One way to differentiate your app is by incorporating a personality assessment tool that matches potential roommates based on their compatibility. This feature could help to increase the chances of a successful living arrangement and reduce the risk of conflict between roommates.
- b) **Local area information:** Providing information about the local area, such as nearby shops, restaurants, and public transportation options, could help users to make more informed decisions about potential living arrangements. This feature could be particularly helpful for individuals who are new to the area or are unfamiliar with the neighborhood.
- c) **Lifestyle matching:** This feature could help users find roommates who share similar lifestyles and habits, such as sleep schedules, dietary preferences, cleanliness, and more. By matching individuals based on lifestyle, the app could increase the chances of finding compatible roommates and reduce conflicts in the living arrangement.

While taking our app to the next level we can run personality check aglo's through a questionnaire and match them to the most matching mate .

- d) **In-app video chat:** In-app video chat could provide a convenient and secure way for potential roommates to meet and get to know each other before deciding to live together. This feature could also be useful for individuals who are unable to physically visit a property or meet in person due to distance or scheduling conflicts.
- e) **Advanced search filters:** Advanced search filters could help users narrow down their search to specific criteria, such as location, rent price, move-in date, and more. This feature could make it easier for users to find potential roommates who meet their specific needs and preferences.
- f) **Roommate reviews:** Roommate reviews could allow users to rate and review their previous roommates, providing valuable insight into their behavior, habits, and compatibility. This feature could help users make more informed decisions about potential roommates and increase the chances of finding a successful living arrangement.
- g) **Landlord approval:** Landlord approval could provide an additional layer of security and accountability for users by requiring landlord verification before a

roommate match is finalized. This feature could help to reduce the risk of scams, fraud, or other safety concerns.

h) **Expenses tracker:** Expenses can be a major tension in shared room situations. A unique feature our app could be a built-in expense tracker that helps roommates keep track of who owes what and when and allows them to split it and then settle up the expenses and also reminds them to add an expense that it fetches through received SMS on the devices(Android only).

i) **Safety features:** Safety is a key concern for people looking for roommates, especially if they are not familiar with the area. Adding safety features such as a background check or a verification system could help to build trust among users and increase the likelihood of successful roommate matches.

Additionally we can offer few extra premium features to our users amongst which few can be implemented immediately and few may be added after the app scales to a certain level ;

- Like a background check verification system.
- Verification of profiles after providing extra details like multiple alternative mobile numbers and uploading few government ID's and clicking selfie's inside the app.

5. **Creating a user-friendly app:** A user-friendly app is critical for user engagement and retention. Develop an easy-to-use and engaging app that meets the needs of your target audience and provides a seamless user experience. This includes intuitive navigation, clear and concise messaging, and a visually appealing design.

6. **Optimizing the app for app stores:** To increase app's visibility and drive downloads, optimizing the app for the Play Store and App Store. This includes including keywords in your app's title and description, creating compelling app screenshots and videos, and encouraging user ratings and reviews.

7. **A successful Launch :** A successful app launch requires a well-planned and executed marketing strategy. Launching the app through a combination of paid advertising, influencer marketing, and social media promotion. Offering incentives to encourage users to download as our major target audience is students so this is assumable that we can lure them using these kind of gimmicks and get them to download use and share our app.

8. **Continuous Analysis:** To continuously improve our app's success, it is important to monitor the app's performance and user engagement. Using analytic tools to track

metrics such as downloads, user engagement, and user feedback. Based on these metrics, making adjustments to your marketing strategy as needed to optimize our app's performance and achieve your goals. Moreover these metrics like the user rating should be monitored continuously and to improve our app's performance and in case of any negative reviews we can reach out to the those users who had rated us low and ask them to re-rate us.

By following this GTM strategy, we can successfully launch and market our app to the target audience, increase its visibility, and drive downloads. However, it's important to continuously monitor and analyse the app's performance and make adjustments as needed to optimize its success.