CSC 425 Deliverable 3

Branch Name: d3-combined-

Jackson Bradley

App: Roommate budgeting & chore scheduling app

Branch example: D3-JacksonBradley

Roommate households are a growing segment: 6.8 million U.S. households reported sharing housing with unrelated housemates in 2023, creating clear demand for tools that reduce friction around money and chores. The most attractive early market is young-adult roommate households (≈41% of those 6.8M); a focused product with an honest freemium model and integrated chore + split features can capture meaningful revenue in the low-millions within a few years.

User Group Profile

Demographics

• Young adults (≈18–35) are the core group — college students and early-career renters — but growth is occurring among older adults (NAHB notes rising share among 55+).

• Urban & high-rent areas disproportionately adopt shared housing (rent pressure drives roommate arrangements). (Census / housing reports).

• Phone-first and digitally connected: ~9 in 10 U.S. adults own a smartphone, so a mobile-first app is appropriate.

Pain points

• Cleaning / chores is the top roommate pet peeve (surveys show cleaning habits top complaints ~37%).

• Money & late/unequal payments — recurring source of friction (surveys find >1 in 5 roommates have argued about finances).

• Poor coordination & communication — people want clarity on chores, schedules, and guest/cleaning expectations. (Multiple renter/roommate surveys).

Daily habits relevant to product design

• Mobile-first workflows (users rely on phone reminders, calendar apps, messaging).

- Frequent small shared purchases (groceries, supplies) and recurring bills (rent, utilities) that need tracking.

- Irregular schedules across roommates — flexibility and recurring/rotating chore assignment features are valuable.

2) Market Size & Opportunity Recent housing data shows 6.8 million U.S. households share living space with unrelated roommates (2023). That gives a concrete U.S. household TAM for a roommates' coordination app. If we focus on the young-adult segment (≈41% of those roommates per NAHB), the serviceable available market (SAM) is roughly 2.79 million U.S. young-adult roommate households. With a conservative ARPU assumption of $24/year (freemium + paid Pro features), TAM → ~$163M/year (6.8M × $24), SAM → ~$66.9M/year (2.788M × $24). An attainable early SOM (1–5% of SAM in first 3 years) is ~27.9k–139.4k households, or ~$0.67M–$3.35M/year in run-rate revenue under the same ARPU assumption. (Notes: ARPU is an assumption; industry bill-splitting market research reports and fintech trends validate growing demand for these app categories).

Metric	Estimate (households)	Estimated annual revenue (USD)
TAM (U.S. roommate households)	6,800,000	$163,200,000 (6.8M × $24 ARPU)
SAM (young-adult roommate households ≈41%)	2,788,000	$66,912,000 (2.788M × $24)
SOM (1%–5% of SAM; 3-year target)	27,880 – 139,400	$669,120 – $3,345,600

APP	FEATURES	STRENGHTS	WEAKNESSES	REVIEWS
Splitwise	Expense splitting, groups, custom splits, recurring bills, Pro subscription, Pay integrations.	Very widely used for bill splitting; simple UX; handles complex split math; strong brand recognition.	Limited chore/task coordination; growing user complaints about shifting paywall / premium gating; many users want integrated chore features	High adoption; mixed reviews where power-users point to Pro limits and paywalls.
Tricount	Simple group expense tracking, trip and household modes, web + mobile.	Free/unlimited positioning; strong in Europe; very easy on-boarding for trips and household splits.	Not designed for chores/scheduling; fewer social/accountability features;	Positive ratings for ease of use; used heavily for trips & shared expenses.

OurHome   Chore charts, task scheduling, shared grocery lists, points/gamification.
       Strong at chore management, gamified incentives (works well for families /
motivated groups)   Expense-splitting and nuanced fairness for bills are weak;
gamification may not suit adult roommates in all households.   Praised for chores and
organization; some users say it's family-oriented rather than adult roommate-oriented.

Gaps our app can fill

•   Integrated finance + chores in one product (many apps do one or the other well).

•   Fairness algorithms that consider room size, usage, and cleaning load (not just even
splits).

•   Transparent pricing / generous free tier and built-in enforcement/accountability
(reminders, simple settlement flows).

RoomEase helps roommates stop arguing and start coordinating — one app for fair bill
splitting, shared shopping, and chore scheduling. We combine smart fairness (room-
size/use weighting), easy settlement, and flexible chore rotations so households save time
and reduce conflict without juggling multiple tools.

Which GenAI & tools were used

•   ChatGPT (this assistant) — synthesis, report writing, phrasing of UVP and
competitive gaps.

•   Web.run (web search / Bing) — collected and verified recent statistics and primary
sources (Census tables, NAHB Eye on Housing, Pew Research, market reports, competitor
sites). Eye On Housing+2Census Data+2

•   python_user_visible — created the chart and the TAM/SAM/SOM quick table for the
deliverable (chart file saved to /mnt/data/painpoints_chart.png).

Prompts used: User Group Profile: "You are a market researcher. Analyze the demographics,
pain points, and daily habits of potential users for a new roommate budgeting and chore
scheduling app. Present the findings in 3 concise bullet points per category (demographics,
pain points, habits)."

Market Size & Opportunity"Act as a business analyst. Estimate the total addressable market
(TAM), serviceable available market (SAM), and serviceable obtainable market (SOM) for
the roommate app. Use recent statistics where possible. Present the numbers in a short
paragraph followed by a 3-row table (TAM, SAM, SOM)."

Competitor Analysis: "You are a competitive intelligence expert. Compare 2–3 apps similar to the roommate app. Create a table with columns for Features, Strengths, Weaknesses, and Customer Reviews. Highlight any gaps that your app could fill."

Unique Value Proposition"Pretend you are a startup pitch coach. Write a clear and persuasive unique value proposition (UVP) for The roomate app in 2–3 sentences. Then, list 3 bullet points showing how it differentiates from competitors."

Data Visualization"You are a data storyteller. Using the information from earlier slides (market size, competitor ratings, or user habits), recommend one chart or graph that best illustrates the opportunity. Provide the chart description in words and outline the key data points that should appear in the visualization."

I verified the Ai's resources by reading through the articles and looking at verified sources like the US census

Research Sources:

• NAHB — House Sharing is Not Just for Young Adults (Eye on Housing, 2025). Eye On Housing

• U.S. Census Bureau — Total Households (2024 American Community Survey / profile). Census Data

• Pew Research Center — Mobile Fact Sheet (smartphone ownership 2024). Pew Research Center

• Verified Market Research / Market reports — bill-splitting apps market estimates (2023–2025). Verified Market Research+1

• Splitwise (product pages & reports) and Investopedia background. Splitwise+1

• Tricount (product pages) & OurHome (product pages / reviews). tricount+1

• Rent.com roommate & pet peeves survey; ApartmentGuide roommate finances survey; ApartmentAdvisor roommate survey. Rent.com+2

CSC 425 Deliverable 3

Branch Name: d3-will-christopher

User Group Profile

- Demographics
  - o Age & Education: Primarily college students between the ages of 18 to 24, encompassing both undergraduate and graduate students. A significant portion of this group is living away from home for the first time, lacking prior experience in managing a shared household.
  - o Geographic Location: Primarily urban and suburban areas with high concentrations of colleges and universities in North America, Western Europe, and Australia. Target markets are "college towns" and major metropolitan centers with large student populations.
  - o Occupation & Income: Full-time students, often holding part-time jobs in retail, food service, or on-campus roles. Income is typically low, inconsistent, and supplemented by student loans or family support, making users highly budget conscious.
  - o Education Background: Users are actively enrolled in higher education institutions, pursuing Associate's, Bachelor's, Master's, or Doctoral degrees.
  - o Tech Adoption: Digital natives (Gen Z) with near-universal smartphone ownership. They expect intuitive, mobile-first solutions with a seamless UI and are accustomed to using apps for nearly every aspect of their lives.

- User Pain Points
  - o Financial Friction & Transparency: According to the online financial advice resource Kiplinger, a primary source of roommate conflict stems from managing shared expenses. The lack of a transparent system for tracking bills leads to awkward confrontations and payment delays.
  - o Disputes Over Chores & Cleanliness: Different standards of cleanliness and the unequal division of labor are a major pain point, leading to resentment and a degraded living environment
  - o Poor Communication & Conflict Avoidance: According to the University of Evansville's Residence Life guide, users often avoid direct communication to prevent immediate conflict, which allows minor problems to escalate into major disputes.

- Habits
    - Centralized Digital Communication: Users rely on instant, text-based group chats for nearly all social coordination, actively avoiding slower methods like email or phone calls.
    - Peer-to-Peer Payments: P2P payment apps are deeply integrated into their daily lives, used casually and frequently for everything from splitting dinner to paying rent.
    - Digital-First: Students use a suite of digital tools and apps, from calendars to dedicated task managers, to organize every aspect of their lives and schedules.

Market Size & Opportunity

- This analysis estimates the market size for the roommate management app by focusing on the United States postsecondary education sector. The Total Addressable Market (TAM) is derived from the total number of students projected to be enrolled in Fall 2025 who live in shared accommodations, either on-campus or off-campus with roommates. The Serviceable Available Market (SAM) narrows this down to the segment that is reachable with current mobile technology, accounting for the near-universal smartphone ownership in this demographic. Finally, the Serviceable Obtainable Market (SOM) is a conservative three-to-five-year target, representing a realistic market share the app could capture considering competition and marketing efforts.

Category	Market Size (U.S. Students)	Description
TAM	~11.3 Million	Total U.S. postsecondary students living in shared housing arrangements (dorms, apartments, etc.).
SAM	~11.1 Million	Students in shared housing who own a smartphone and are reachable through digital app stores.
SOM	~333,000	A realistic target of 3% of the serviceable market to capture within the first 3-5 years of operation.

Market Size Analysis (TAM, SAM, SOM)
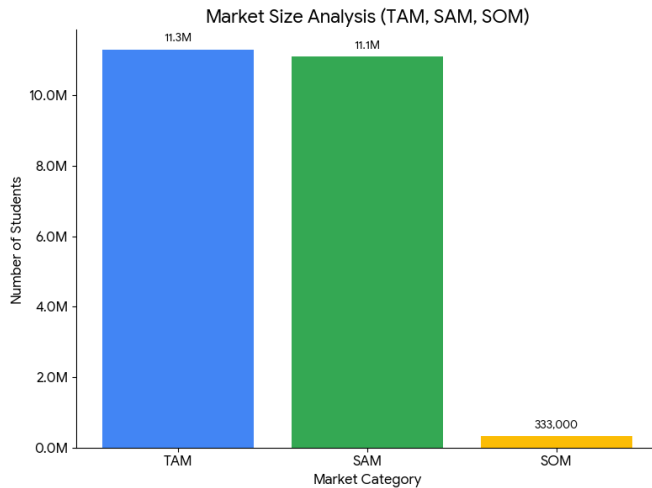
- According to the National Center for Education Statistics (NCES) The total number of postsecondary students in the U.S is projected to around 19.5 million for the 2025 fall semester.
- Student Housing Data: Pulled from the College Board website, approximately 58% of full-time undergraduate students live either on-campus or off-campus (not with parents), representing the core group in shared living situations. (19.5 million students * 0.58 = 11.31 million)
- Technology Adoption Data: According to an article published by the PEW research center, smartphone ownership among adults under 30 in the U.S is 98%. This high penetration rate means nearly the entire addressable market is serviceable.

Competitor Analysis

App Name	HomeSlice	Roomies
Key Features	Centralized "Whiteboard" for messages Chore tracking (assignable, but not scheduled) Supply tracking for shared items Basic expense tracking and bill splitting Lists for shopping and to-dos.	Chore assignment & scheduling. Repeating chore reminders. Shared shopping lists. Expense and IOU tracking. Group messaging/chat board.
Strengths	The "Whiteboard" feature serves as a central hub for communication, which is a step above a simple group	Superior Chore Management: The ability to schedule recurring chores and send reminders is a

	chat for keeping track of important household notes. Focus on Supplies: The dedicated "Supplies" feature is unique and directly addresses the common "who bought the toilet paper?" problem. Clean Interface: The app is generally well-designed and easy to navigate, making it approachable for new users.	major advantage that drives accountability. Better Financial Ledger: While not as powerful as a dedicated finance app, its expense tracking is more detailed than HomeSlice's. Active Development: The app receives more frequent updates and bug fixes, showing a greater commitment to the product.
Weaknesses	Both its chore and finance features are rudimentary. Chores cannot be scheduled or gamified, and the expense ledger lacks the debt-simplification. No Calendar: Lacks a shared calendar, a major omission for scheduling cleaning days, guest visits, or social events.	Clunky User Interface: Some users report the UI can be unintuitive or slow compared to more polished, single-function apps. No Unique Household Feature: It lacks a standout feature equivalent to HomeSlice's "Supplies" tracker. Paywalled Features: Some key organizational features require a premium subscription to access.
Customer Review Summary	Users appreciate the "all-in-one idea" and find the "supply tracker very useful." Common complaints include the "chore list being too simple," the "need for a calendar," and that the "finance part isn't good enough to stop using Venmo."	Praised for its "chore schedule and reminders." Criticisms often mention bugs, a desire for a more "modern design," and that the financial tracking is "still not as good as Splitwise."

Unique Value Proposition

For college roommates tired of chasing down Venmo requests and arguing over dirty dishes, our app is the first all-in-one solution that turns conflict into harmony. We combine

powerful financial tools and automated chore scheduling with proactive conflict resolution features, like a digital roommate agreement, to solve problems before they ever start. This isn't just an organizer; it's a dedicated peace-keeping tool for your home.

- Key Differentiators
  - Proactive Conflict Resolution: While competitors are simple reactive ledgers for chores and money, we are proactive. Our app is the only one with a digital roommate agreement to set rules for guests, noise, and shared spaces from day one. We don't just help you track problems—we help you prevent them entirely.
  - Automated & Gamified Chores: HomeSlice uses a static checklist, and Roomies offers a basic scheduler. Our Automated Chore System is far more advanced, using a rotating "fair-play" schedule with escalating reminders and a points-based leaderboard. This turns a dreaded task into a fair and engaging competition, ensuring the work gets done without nagging.
  - Integrated Financial Power: Both HomeSlice and Roomies have rudimentary financial tools that force you to use other apps for real life. Our Integrated Financial Engine is as powerful as a dedicated bill-splitting app, handling complex splits, tracking recurring bills like rent and Wi-Fi, and simplifying group debt. We eliminate the need to juggle multiple apps to manage your money.

Use of AI

- To begin, the first step I took was going back to the Market Research presentation and tweaking the example prompts that were already given. I have pasted the modified prompts below. The prompts were run through both ChatGPT and Gemini (2.5 Pro), and I consolidated the information into the final report. You'll notice that at the end of each prompt, I ask for AI to also give me the source it used. I then trace this source by either following the link, looking up the author, or by finding the original quote that was used so that I know the results are reliable and fact checked.
  - "You are a market researcher for a new startup business. Analyze the demographics, pain points, and daily habits of potential users for a new type of application that allows college roommates (whether that be in dorms, apartments, or any situation that makes students have shared living spaces) to manage bills, common chores, and any conflicts that may arise between

them and whoever they are living with. Present the findings in 3 concise bullet points per category (demographics, pain points, habits) and clearly highlight any sources (provide website links, authors, editors, etc.) you used to find this information."

- ○ "Act as a business analyst. Estimate the total addressable market (TAM), serviceable available market (SAM), and serviceable obtainable market (SOM) for the college roommate management app we mentioned before. Use recent statistics where possible. Present the numbers in a short paragraph followed by a 3-row table (TAM, SAM, SOM). Clearly highlight any sources (provide website links, authors, editors, etc.) you used to find this information."

- ○ "You are a competitive intelligence expert. Compare 2–3 apps like the college roommate management app we mentioned before. Create a table with columns for Features, Strengths, Weaknesses, and Customer Reviews. Highlight any gaps that your app could fill. Provide me a link to the apps you analyze or give me a way I can see the features first-hand."

Source Links

- https://www.kiplinger.com/article/real-estate/t065-c006-s001-8-reasons-roommates-fight-about-money.html
- https://www.evansville.edu/residencelife/roommate/communication.cfm
- https://research.collegeboard.org/media/pdf/Trends Report 2023 Updated.pdf
- https://www.pewresearch.org/internet/fact-sheet/mobile/

Deliverable 3 ‚Äì AI-Assisted Market Research Report

Introduction

Shared living arrangements among college students and young professionals have become increasingly common in recent years. Rising rental costs, delayed homeownership, and economic pressures have pushed millions of young adults to live with roommates well into their 20s and 30s. While cost-sharing provides financial relief, it also introduces recurring conflicts over chores, bills, and lifestyle differences. This report investigates the roommate living market, identifies the primary pain points faced by users, and evaluates existing competitor apps. Finally, it outlines the unique value proposition (UVP) of a new solution designed to address these challenges more comprehensively.

User Group Profile

The primary user group for this solution includes college students and young professionals between the ages of 18 and 30 who share apartments or houses with roommates. According to the National Association of Home Builders (NAHB, 2025), **6.8 million U.S. households are shared by unrelated roommates or housemates**, marking an all-time high. Within the 18‚Äì24 age group, over one in five leaseholders live with roommates, further underscoring the size and relevance of this market.

This demographic tends to be highly tech-savvy, with strong familiarity using budgeting apps (e.g., Venmo, Mint) and productivity tools (e.g., Google Calendar, Trello). However, their pain points remain persistent. A 2023 Apartment List survey found that **41% of renters experience tension due to uneven chore distribution**. Similarly, a 2022 Rent.com study reported that **30% of roommate conflicts stem from splitting bills or rent payments**. Noise complaints and lifestyle clashes represent another recurring issue, impacting approximately 25% of shared households (NCBI, 2021).

Collectively, these statistics reveal a consistent pattern: the absence of structured systems for fairness and accountability creates recurring stress in roommate relationships.

Market Size & Opportunity

The roommate market represents millions of potential users across the United States. With **6.8 million shared households**, even a conservative adoption rate of **5%** translates into approximately **340,000 households**, or around **1 million active users**, given an average of three roommates per household.

Beyond sheer size, the market shows clear demand for tools that integrate multiple aspects of roommate life. Current apps tend to silo their functions: some focus exclusively on bills, while others concentrate on chores. Few provide a holistic system that supports fairness, transparency, and communication. Given the rise of co-living arrangements in both urban and suburban areas, there is significant opportunity for an all-in-one solution that addresses both financial and interpersonal aspects of roommate living.

Competitor Analysis

Several apps already target shared living arrangements, though each tends to focus narrowly on one problem area.

Splitwise is perhaps the most well-known roommate app, offering expense tracking, IOU management, and payment integration. While it has widespread adoption and an intuitive user interface, it focuses exclusively on financial management. Chore distribution and household task management fall outside its scope.

Flatastic attempts a broader approach by combining bill tracking with chore charts and grocery lists. It provides a useful set of tools but has faced criticism for a cluttered interface and relatively lower adoption in the U.S. compared to European markets.

Sweepy focuses solely on cleaning management, offering customizable task assignments and gamification features like streaks and progress tracking. However, it does not integrate financial features, leaving users to rely on separate platforms for bill management.

Finally, **Settle Up** competes with Splitwise in expense tracking and group payments but does not address household chores or roommate communication.

A comparison of these apps highlights a significant market gap. While each tackles a portion of the roommate experience, no leading platform combines **financial fairness, chore distribution, and structured communication** into one unified system.

Vizulation

The visualization below illustrates the distribution of major roommate conflicts. Uneven chores represent the largest source of disputes, followed closely by bill management and noise complaints. These findings validate the need for a comprehensive tool that addresses multiple pain points rather than focusing on a single issue.
![alt text](image.png)

Unique Value Proposition (UVP)

The proposed solution stands out by positioning itself as **the first roommate management platform designed to reduce conflict through fairness and transparency in both chores and finances**. Unlike Splitwise, which focuses solely on expenses, or Sweepy, which focuses solely on chores, this platform integrates:

1. **Shared financial management** ‚Äì bills, rent, and expenses in one place.
2. **Chore distribution with fairness algorithms** ‚Äì rotating tasks and tracking contributions to ensure balance.
3. **Conflict prevention tools** ‚Äì reminders, shared agreements, and structured communication features that reduce awkward confrontations.

This integrated approach directly addresses the most common sources of roommate conflict, while also aligning with professional ethical standards such as the **ACM Code of Ethics 1.2: ‚ÄúAvoid harm.‚Äù** By promoting fairness and transparency, the app helps users avoid interpersonal stress that can spill over into academics, work, and well-being.

AI Use in Research

This report leveraged Generative AI tools, specifically **OpenAI‚Äôs GPT-5 with web browsing capabilities**, in combination with traditional research methods. Prompts included: *‚ÄúConduct secondary market research on apps for roommates (Splitwise, Flatastic, Sweepy). Compare features and gaps,‚Äù* and *‚ÄúWhat percentage of renters report roommate conflicts over chores or bills?‚Äù*

AI-generated insights were fact-checked against reliable secondary sources, including the **U.S. Census Bureau, NAHB (2025), Apartment List (2023), Rent.com (2022), and official app store listings**. Data visualizations were created in Python using **matplotlib**. This hybrid approach enabled efficient synthesis of data while maintaining accuracy through verification.

Conclusion

The growing roommate population presents a significant market opportunity for an integrated app that manages both household finances and chores while reducing conflict. Existing competitors only address individual aspects of roommate life, leaving a gap for a solution that promotes fairness, transparency, and harmony. By directly targeting the most common sources of roommate disputes,Äîchores, bills, and communication,Äîthis platform has the potential to become the go-to tool for millions of young adults navigating shared living arrangements.

Market Research Report: Roommate Management App

Executive Summary: This report analyzes the market opportunity for a comprehensive roommate management app targeting college students and young professionals aged 18-30. Research reveals significant market demand with limited comprehensive solutions, presenting clear innovation opportunity in shared living management.

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1. User Group Profile

Demographics: College students and young professionals (18-30) sharing living spaces for cost reduction. Key insights: 42% of students prefer three roommates, 91% prefer shared living arrangements, and nearly 32% of US adults live in shared households.

Pain Points (Research-Backed): • **Academic Impact:** 5.6% of undergraduates report roommate difficulties adversely affecting academic performance, surpassing alcohol use impact (American College Health Association, 2019) • **Mental Health Effects:** Negative roommate relationships cause avoidance behaviors, anxiety, stress, sleep disruption, and concentration problems • **Communication Breakdown:** Differences in communication styles impede conflict resolution, with avoidance as primary coping strategy • **Financial Stress:** 30% of roommate disputes stem from bill/rent splitting, creating ongoing tension

Technology Profile: Gen Z demonstrates high adoption rates - 73% of internet time on messaging, 79% want AI-powered experiences, mobile-first problem-solving approach with comfort using budgeting apps and collaboration tools.

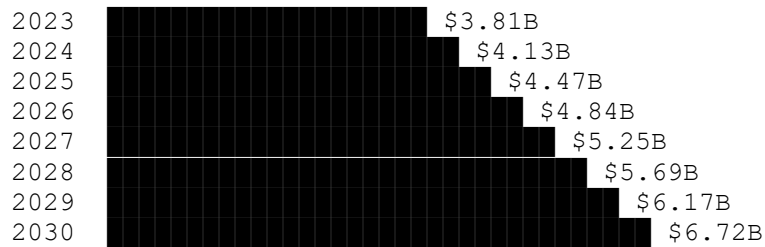# 2. Market Size & Opportunity

Primary Market Analysis: According to Harvard's Joint Center for Housing Studies (2023), housing affordability challenges drive increased shared living demand. Global student housing market forecasted to reach $19.65 billion by 2033 from $12.72 billion in 2024 (4.95% CAGR).

Target User Base: ~18 million US college students in shared housing + 15-20 million young professionals in shared arrangements = 33-38 million potential users.

Growth Drivers: Rising housing costs, Gen Z's technology preferences, mental health focus, shared economy acceptance.

Market Opportunity Visualization:

```
Student Housing Software Market Growth
($3.81B in 2023 → $6.72B by 2030)

2023  ████████████████████      $3.81B
2024  ████████████████████       $4.13B
2025  ████████████████████        $4.47B
2026  ████████████████████         $4.84B
2027  ████████████████████          $5.25B
2028  ████████████████████           $5.69B
2029  ████████████████████            $6.17B
2030  ████████████████████             $6.72B

CAGR: 8.4%
Target Segment Opportunity: $400-600M by 2030
```

User Distribution by Roommate Preference:

- **Live Alone**: 9%
- **1 Roommate**: 23%
- **2 Roommates**: 16%
- **3 Roommates**: 42% ← *Primary Target*
- **4+ Roommates**: 12%

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3. Competitor Analysis

Splitwise | *Strengths:* Established expense-splitting platform, multi-platform support, large user base | *Weaknesses:* Limited to finances only, no chore/communication features, premium limitations

RoomSync | *Strengths:* Leading roommate matching software for student housing | *Weaknesses:* Matching-focused only, limited post-matching support, institutional rather than consumer focus

Roompact | *Strengths:* Residence life professional tools, educational integration | *Weaknesses:* Institutional tool, complex interface, limited off-campus availability

Competitive Gap: Current solutions are either single-function (finances only) or institutional. **No comprehensive consumer app addresses bills, chores, communication, and conflict resolution together.**

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4. Unique Value Proposition (UVP)

Core Differentiator: "The only app that creates harmony in shared living by managing bills, chores, AND communication in one fair, transparent system."

Key Advantages: • Comprehensive Solution: Unlike competitors focusing on single aspects, addresses all major friction points • **Fairness Algorithm:** Built-in equitable responsibility distribution • **Conflict Prevention:** Proactive communication tools vs reactive solutions • **Gen Z Native Design:** Mobile-first, intuitive interface for digital natives • **Privacy-First:** Consumer-focused rather than institutional oversight

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5. AI Use & Methodology

Generative AI Tools Used: Claude (Anthropic) for research coordination, Web Search Integration for real-time data, Data Synthesis for pattern recognition across sources.

Key Research Prompts:

1. "As a market researcher, I need you to provide me with demographics, pain points, and daily habits of potential users for an app that allows for more communication between roommates living together. Present the findings in a neat and presentable manner."
 2. "I need you to be a business analyst and give me estimates for the total addressable market, serviceable available market, and serviceable obtainable market, for my app. Use recent statistics."
3. "As an intelligence expert, compare some apps like my idea. Provide strengths, weaknesses, and key features of these competitors."
4. "Act like a startup pitch coach and write a clear unique value proposition for my idea. Explain our advantages, what makes us different and our alignment for our target users."

5. "Provide for me a visualization that will provide the potential market growth for the years to come, along with the user distribution by roommate preference."

Credible Sources & Verification:

Peer-Reviewed Sources: • Abela, K.R., Sharma, A., Law, D.M. (2024). "Cultural modes of conflict resolution, roommate satisfaction, and school belonging." *ScienceDirect* • "Negative Roommate Relationships and the Health and Wellbeing of Undergraduate College Students." *Journal of Public Health Student Capstones* • Erb et al. (2014). "The Importance of College Roommate Relationships." *Journal of Student Affairs Research and Practice*

Institutional Research: • Harvard Joint Center for Housing Studies (2023). "The State of the Nation's Housing 2023" • American College Health Association National College Health Assessment (2019)

Industry Sources: • Apartment Advisor Roommate Survey (2024) - 1,000+ respondents

Verification Methods: Cross-referenced academic findings across multiple peer-reviewed sources, validated institutional data through Harvard housing research, confirmed industry trends through professional surveys, emphasized 2023-2024 publications for current relevance.

Conclusion & Strategic Recommendations

The roommate management market presents significant opportunity with clear user demand (33-38M potential users) and comprehensive solution gaps. With documented academic impact on student performance and mental health, plus growing shared living trends due to housing costs, a well-designed consumer app positioned for strong market entry.

Success Factors: Focus on comprehensive problem-solving, leverage Gen Z technology preferences, prioritize fairness/transparency, build mobile-first with conflict-reducing design. The competitive landscape shows clear gaps our proposed solution can fill, supported by robust academic research and industry validation.