

## User Group Profile

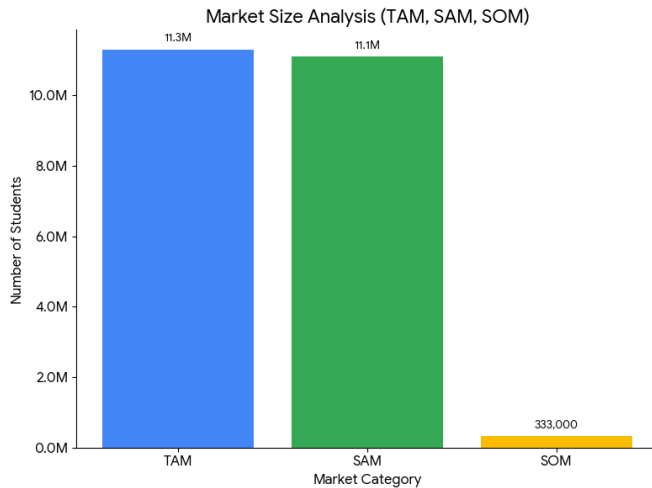
- Demographics
  - Age & Education: Primarily college students between the ages of 18 to 24, encompassing both undergraduate and graduate students. A significant portion of this group is living away from home for the first time, lacking prior experience in managing a shared household.
  - Geographic 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.
  - 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.
  - Education Background: Users are actively enrolled in higher education institutions, pursuing Associate’s, Bachelor’s, Master’s, or Doctoral degrees.
  - 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
  - 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.
  - 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
  - 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
<b>TAM</b>	<b>~11.3 Million</b>	Total U.S. postsecondary students living in shared housing arrangements (dorms, apartments, etc.).
<b>SAM</b>	<b>~11.1 Million</b>	Students in shared housing who own a smartphone and are reachable through digital app stores.
<b>SOM</b>	<b>~333,000</b>	A realistic target of 3% of the serviceable market to capture within the first 3-5 years of operation.



- 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

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

## 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/>