Roomie
UI/UX Case Study

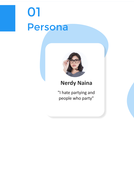
Roomie

Roomie is an app designed specifically to find a roommate with similar interest and mindset.It will be helpful for the people who are moving into new city for their studies and jobs.It is a platform where you can find other people who are in a similar situation or vice versa.This helps you to connect to the people, helps in knowing their hobbies and you can also look at the room,facilities,amenties and roomates preference

Process Followed

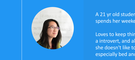
- User Interviews
- Create Persona
- Build Persona & Scenario
- User Journey Map
- Wireframe
- Visual Design

01 Persona



02 Persona & Scenario

User Persona



A 21 yr old student studying at SRM, spends her weekends at her home!!

Loves to keep thing organized.Divya is a introvert, and also has OCD problem she doesn't like to share her things especially bed and towels!!

Looking for a roommate who matches her mindset and should be adjustable

User Goals

Her goal is to find a roommate who matches her personality or someone who is elder than her and responsible

Needs

- To have a proper lifestyle
- To reach room on time
- To sleep peacefully on time

Frustration

- Living with people that we don't like
- Not able to find people with same mindset
- Roomies are not understanding their mindset

Challenge

- It's hard to get like minded people
- Trusting new people without knowing them is difficult
- It's hard to live with someone who we don't like is difficult

Motivation

- Cooking
- Comfort Zone
- Elders
- Student

Expectation

- Same interest
- Adjustable
- Student

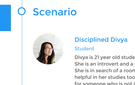
Personality Trait

- Introvertion
- Well Organized
- Analytical Detailed
- Sensitive Nervous

Maslows Heirarchy

Basic

Scenario



Disciplined Divya
Student

Divya is 21 year old student studying at IIM. She is from Chennai shifting to Banglore for her studies She is an introvert and a studious person, she loves cooking and prepare delicious south Indian food She is in search of a roommate who is a student too, preferably a senior because it would be helpful in her studies too!! And someone who is responsible and not carefree. She also is looking for someone who is not into parties ,smoking and alcohol

Limitations

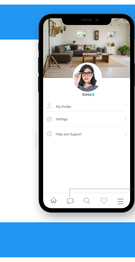
- Trust issues
- Privacy
- Fake accounts

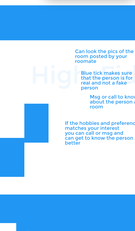
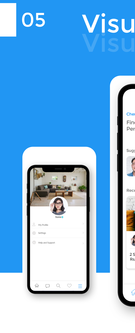
Decision Making

- Variety of options to choose from
- Connecting with Like minded people
- Sharing room with whom we can trust

03 Journey Map

04 Wireframes





05 Visual Design