



Roomy

# Project Proposal

Roomy - Connects seekers to ideal roommates and living spaces.



**Surbhi Kataria** : UI/UX Designer • **Anshul Gupta** : Full Stack Developer

**Raghav Khanna** : Full Stack Developer • **Sanmeet Singh Malli** : Full Stack Developer

Visit us at [www.roomyapp.ca](http://www.roomyapp.ca)

Langara College  
WMDD - CAPSTONE 2023



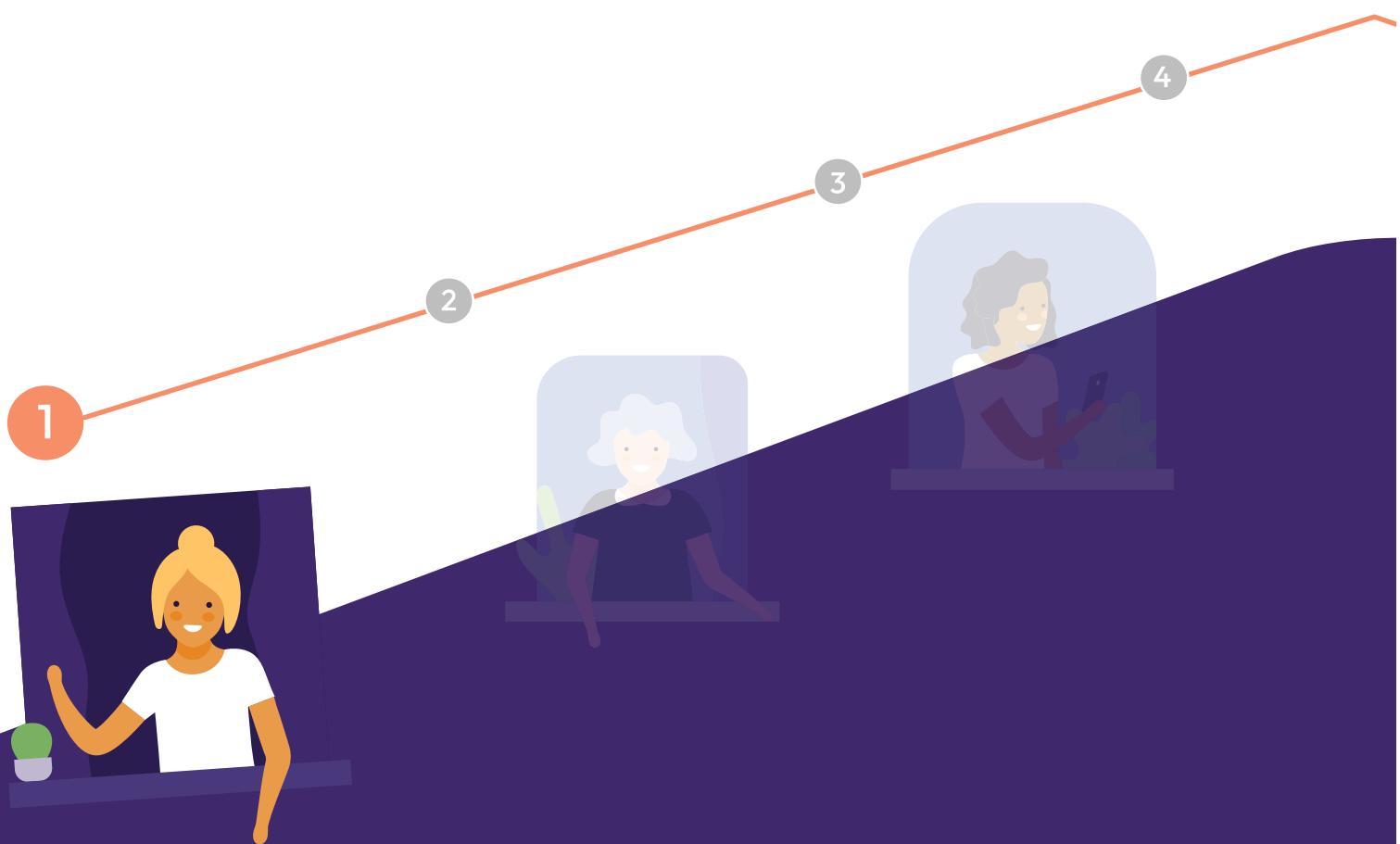
Connecting Lives, Connecting Homes





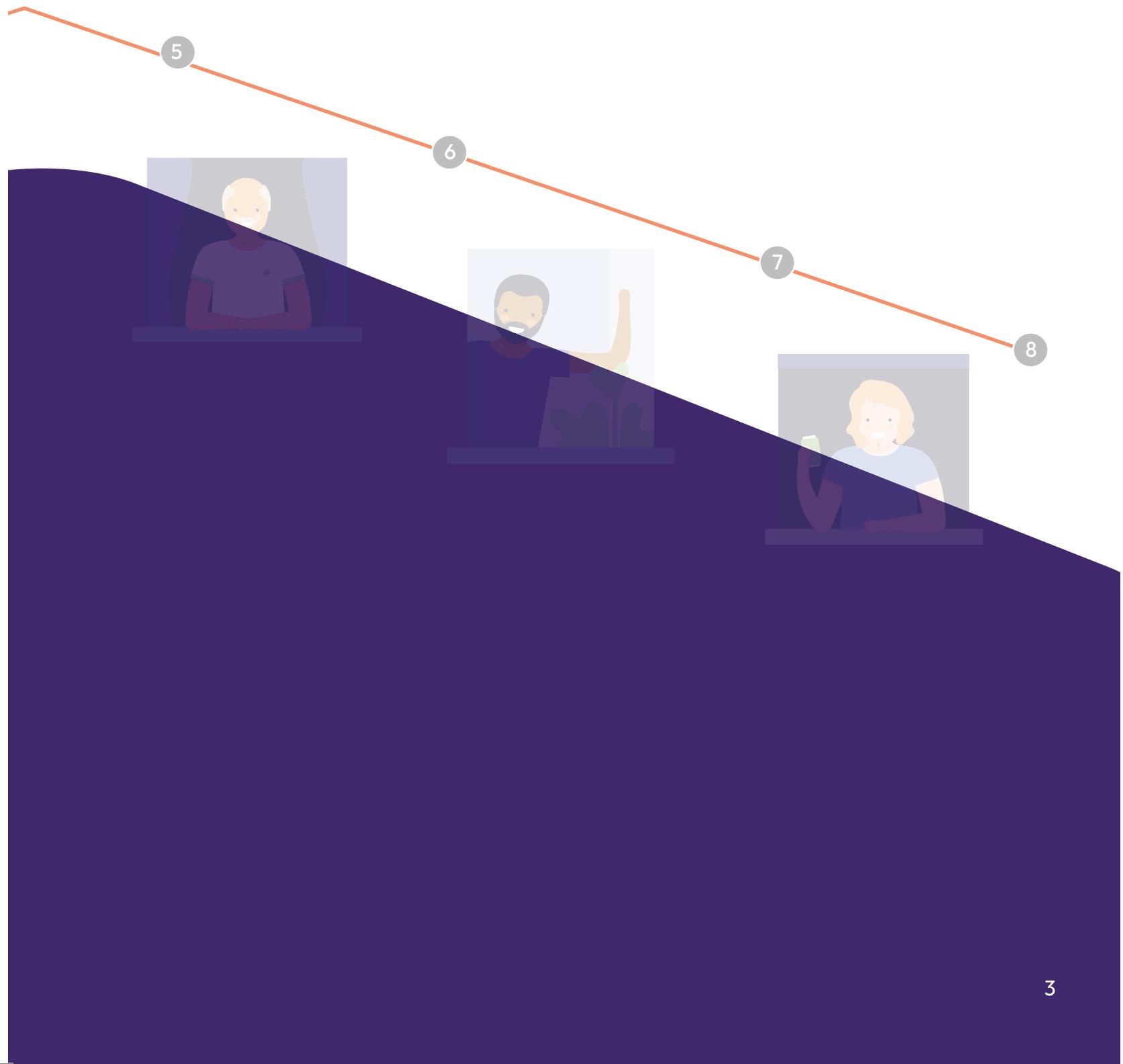
# Table of Content

1	<b>About Roomy</b>	
	Project Overview	4
	Main Features	5
2	<b>Market Analysis</b>	
	Roomy Competitors	8
	Personas	9
3	<b>Project Schedule</b>	
	Design Plan	12
	Development Plan	13
4	<b>Design Process</b>	
	User Flow	16
	Branding	18
	UI Kit	20
	Wireframes and Mockups	22
5	<b>Development Process</b>	
	System Architecture	26
	Data Model	27
	Tech Stack	28
6	<b>Marketing Assets</b>	
	Social Media	30
7	<b>Our Pals</b>	34
	Team Rasva	



# About Roomy

- Project Overview
- Main Features





# Project Overview

Roomy is a revolutionary mobile application designed to simplify the daunting tasks of finding compatible roommates and ideal rental properties. Operating within the broader domain of Real Estate and Housing Technology, Roomy caters to the needs of individuals in search of housing solutions and like-minded roommates. It addresses the common pain points in the realm of roommate and property hunting, where many individuals grapple with the challenges of aligning lifestyles, habits, and preferences, often resulting in conflicts and an unpleasant living experience.

Users turn to Roomy for a hassle-free solution to efficiently discover compatible roommates who share their interests, habits, and preferences. The app introduces a sophisticated compatibility algorithm that streamlines the roommate search process, reducing the likelihood of conflicts and ensuring a harmonious living experience. Moreover, Roomy extends its functionality to assist users in identifying rental properties that precisely match their criteria and budget. By simplifying property searches and presenting listings that align with user preferences, Roomy transforms the housing search process into a seamless and personalized experience.

In summary, Roomy is the go-to app for anyone seeking a convenient and effective platform to connect with like-minded roommates and discover the perfect rental property, ultimately making the entire housing search journey efficient and enjoyable. Say goodbye to the challenges of roommate and property hunting with Roomy's user-friendly and tailored approach.

# Main Features

Roomy offers a wide array of essential features carefully crafted to streamline the process of finding the perfect roommate and an ideal rental property. With our platform, users can efficiently connect with compatible roommates, create meaningful connections through our in-app chat and meeting scheduler, and discover rental properties tailored to their preferences. By seamlessly integrating these key features, Roomy empowers users to simplify their roommate and property searches, leading to more harmonious living experiences. Whether it's roommate compatibility assessment, secure in-app communication, or personalized property listings, Roomy provides a comprehensive solution to enhance the roommate and property search experience and ultimately create comfortable and enjoyable living spaces.



## Precision Roommate Matching

Discover ideal roommates effortlessly with Roomy's algorithm, pairing your preferences and GPS precision for harmonious living.



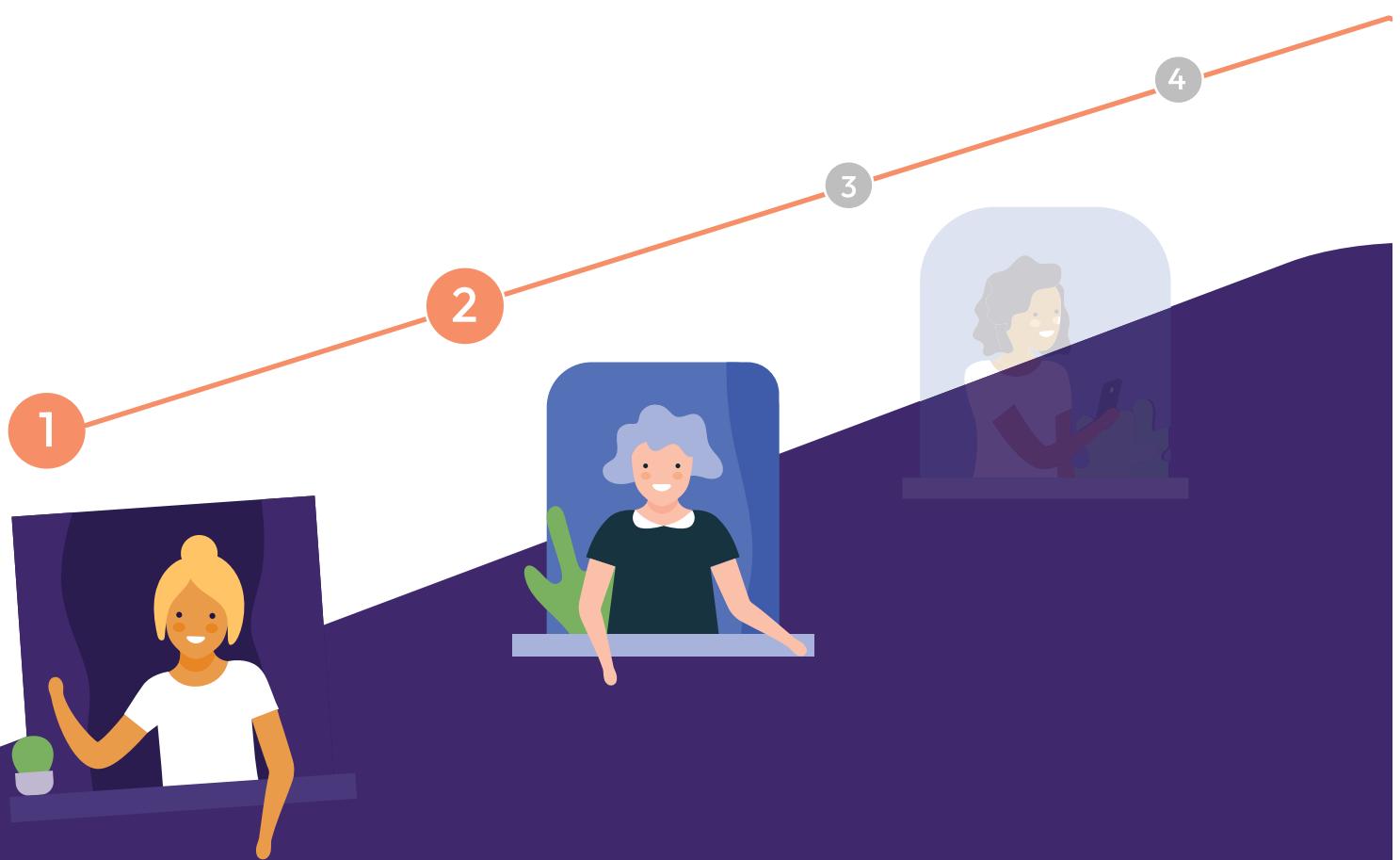
## In-App Personalized Space Showcase

Effortlessly list your space, capture it with the in-app camera, and connect with roommates who appreciate your unique style.



## Easy Connect & Schedule

Simplify roommate connections and planning with Roomy's seamless in-app chat and scheduler.



# MARKET ANALYSIS

- Roomy Competitors
- Personas

# Market Research

Roomy is a mobile application that helps users to connect like-minded roommates and ideal rentals effortlessly.

This app falls into the broader category of Real Estate and Housing Technology, which serves individuals looking for housing solutions and roommates. Changing Housing Trends: The dynamics of housing and living arrangements have evolved, with an increasing number of people seeking shared living spaces to reduce costs and enhance social connections.

“Roomy” caters to this trend by simplifying the roommate and property search process.

**Compatibility Algorithm:** The heart of “Roomy” is its advanced compatibility algorithm, based on users’ preferences, habits, and lifestyles. This technology significantly streamlines the roommate selection process.

**Enhanced Security:** The message approval system sets “Roomy” apart by prioritising user safety and privacy, ensuring that communication remains controlled.

**Meeting Scheduling:** The in-app meeting scheduling feature simplifies the process of arranging meetings, eliminating the need for external communication tools and enhancing user convenience.

# Competitive Analysis

Features	Roomy	RoomSync	roomies	Roomster™
Compatibility Check	✓	✗	✓	✗
Privacy Profile Lock	✓	✗	✗	✗
In App Meeting Scheduler	✓	✗	✗	✗
In App Space Listings	✓	✓	✗	✓

**RoomsSync** specializes in creating roommate communities for student housing. It streamlines the process of finding compatible roommates within educational institutions and often integrates with housing management systems.

**Roomies.ca** is an established online platform in Canada, focused on connecting individuals in search of roommates and rental properties. It provides an extensive database of room listings and roommate profiles.

**Roomster** is a global roommate and room-finding platform. It offers a wide range of features, including room listings, roommate matching, and a diverse user base from various locations around the world.

## Overall Comparison

Roomy stands out with its precision roommate matching algorithm, in-app personalized space showcase, and easy connect and schedule features. While Roomies.ca and Roomster have their strengths, Roomy aims to offer a more advanced and user-friendly experience in the competitive roommate and room-searching market. RoomsSync, on the other hand, has a niche focus on student housing communities, catering to a specific demographic.

# Personas



**Gunjan Anand**

"I want to effortlessly connect with like-minded roommates, list my place, and find a budget-friendly living space hassle-free."

## DEMOGRAPHICS

Age: 27  
 Education: Master of Accountancy  
 Job Title: Cash Flow Analyst  
 Location: Vancouver, British Columbia

## PSYCHOGRAPHICS

Leadership Adventurous  
 Tech-Savvy Resilient  
 Analytical Innovative  
 Fast-paced Ambitious

## GOALS

- Finding a roommate with similar preferences and interests.
- Listing a place to find a suitable roommate.
- Finding a budget-friendly place in a hassle-free environment.

## FRUSTRATIONS

- ⌚ Difficulty in finding a decent place to live.
- ⌚ Challenges in finding a good social place in the city.
- ⌚ Wanting a space where people share and care for each other.



**Danish Arora**

As an international student and part-time Line Cook, I aim to find a housemate effortlessly, avoiding the hassle of multiple viewings, and to live with people who maintain good hygiene.

## DEMOGRAPHICS

Age: 21 years old  
 Education: International Student  
 Job Title: Part-Time Line Cook  
 Location: Abbotsford, British Columbia

## PSYCHOGRAPHICS

Creative Travelling  
 Socially conscious enthusiast  
 Health-conscious enjoys baking  
 work-obsessed competitive

## GOALS

- Find a housemate without the hassle of multiple viewings.
- Live with people who prioritize good hygiene.
- Accommodate my late-night study sessions.

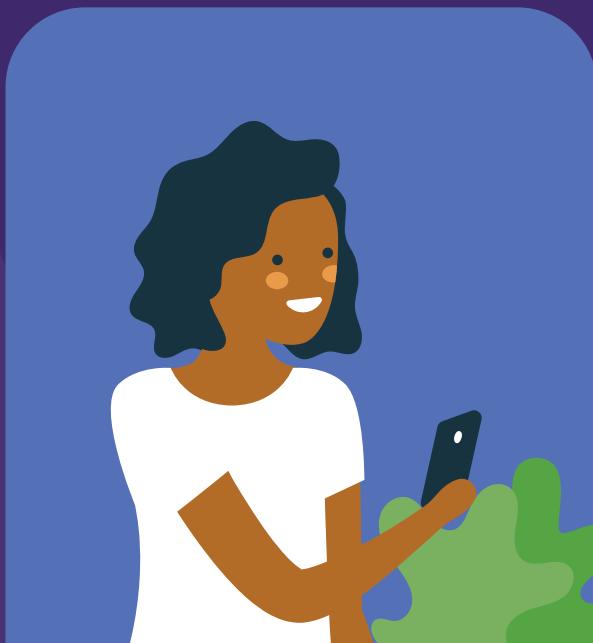
## FRUSTRATIONS

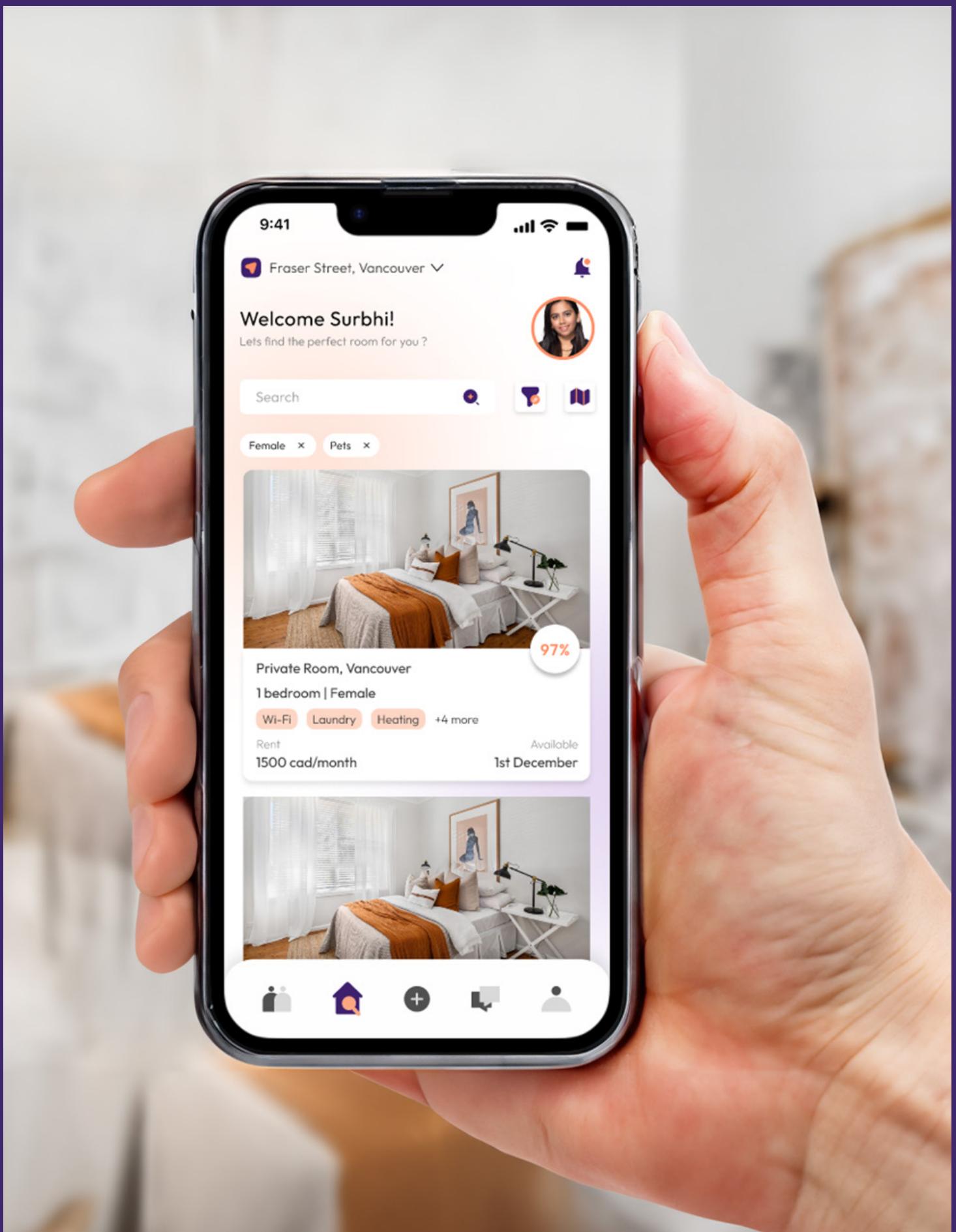
- ⌚ Scheduling multiple viewings without knowing the other person.
- ⌚ Affordability for an individual home.

3

## Project Schedule

- Design Plan
- Development Plan







# Design Plan

Week 1	Team Formation / Project Idea / Research Report
Week 2	Project Plan / User Stories / User Flow / Information Architecture
Week 3	User Flow
Week 4	Sitemap, Wireframe
Week 5	Wireframe Review
Week 6	Branding, UI kit
Week 7	Mockups Components Creation
Week 8	Mockups / Usability Testing
Week 9	Project Proposal Draft
Week 10	Project Proposal and Social Media Assets
Week 11	Promotional Video / Presentation Script
Week 12	Presentation Dry-Run / Presentation Slide Deck

# Development Plan

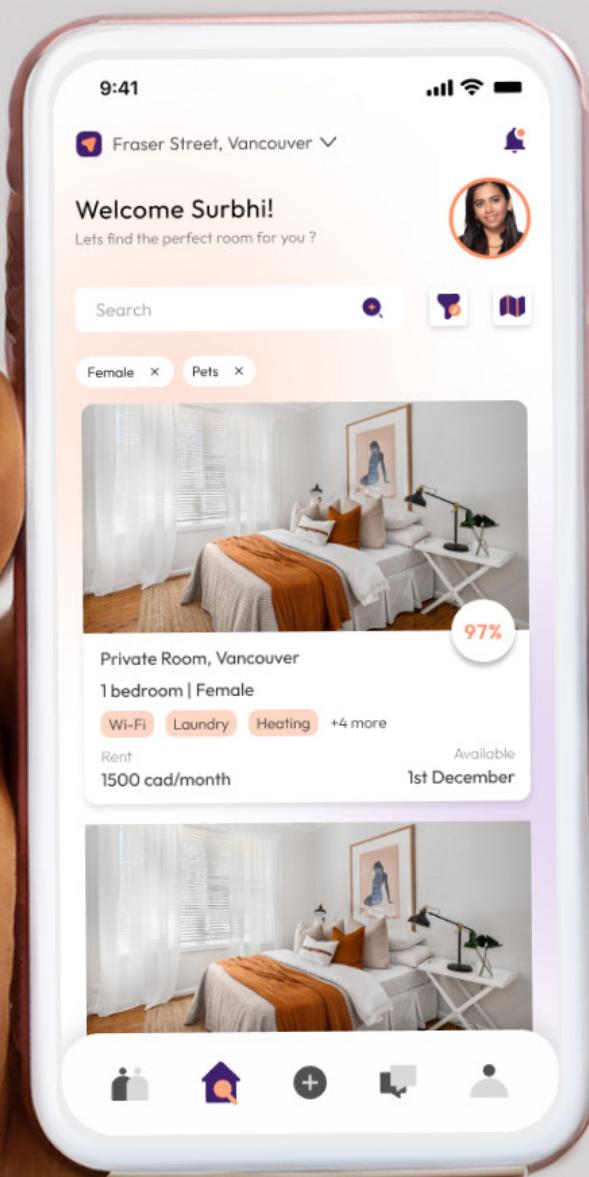
Week 1	Team Formation / Project Idea / Research Report
Week 2	Information Architecture and planning Data Model
Week 3	Learning back-end/ Front-end
Week 4	Setting Front and Back End functionality
Week 5	Creating and finalizing API Endpoints
Week 6	Issue Management and Tracking
Week 7	Creating and finalising API Endpoints
Week 8	Alpha Build- Functionality completed and all API workings
Week 9	Alpha testing and Finalising the styling
Week 10	Beta Build- Functionality and Styling
Week 11	API & Front - End Finalization, Debug
Week 12	Presentation Dry-Run / Presentation Slide Deck



4

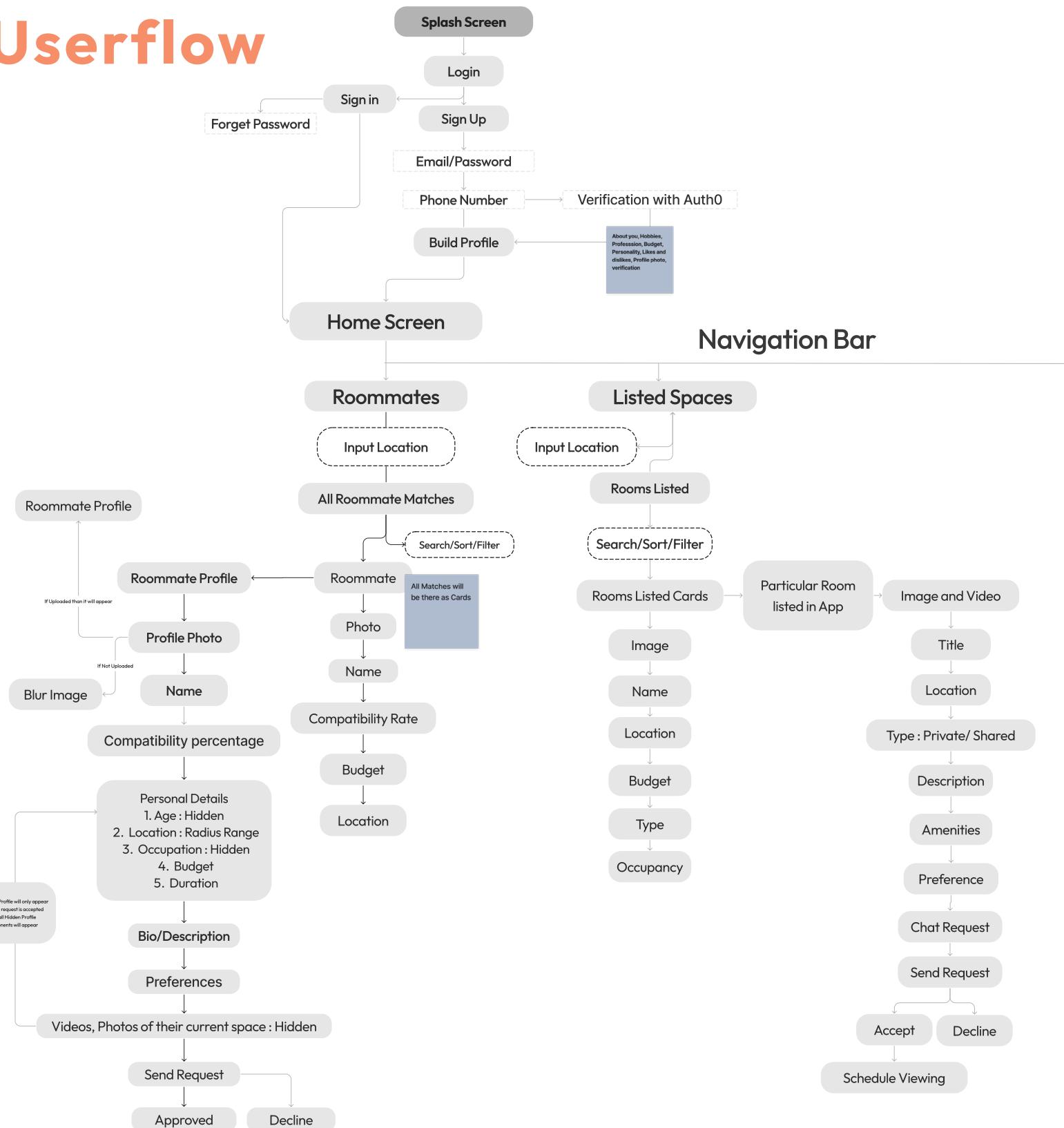
## DESIGN PROCESS

- Userflow
- Branding
- UI Kit
- Wireframes and Mockup

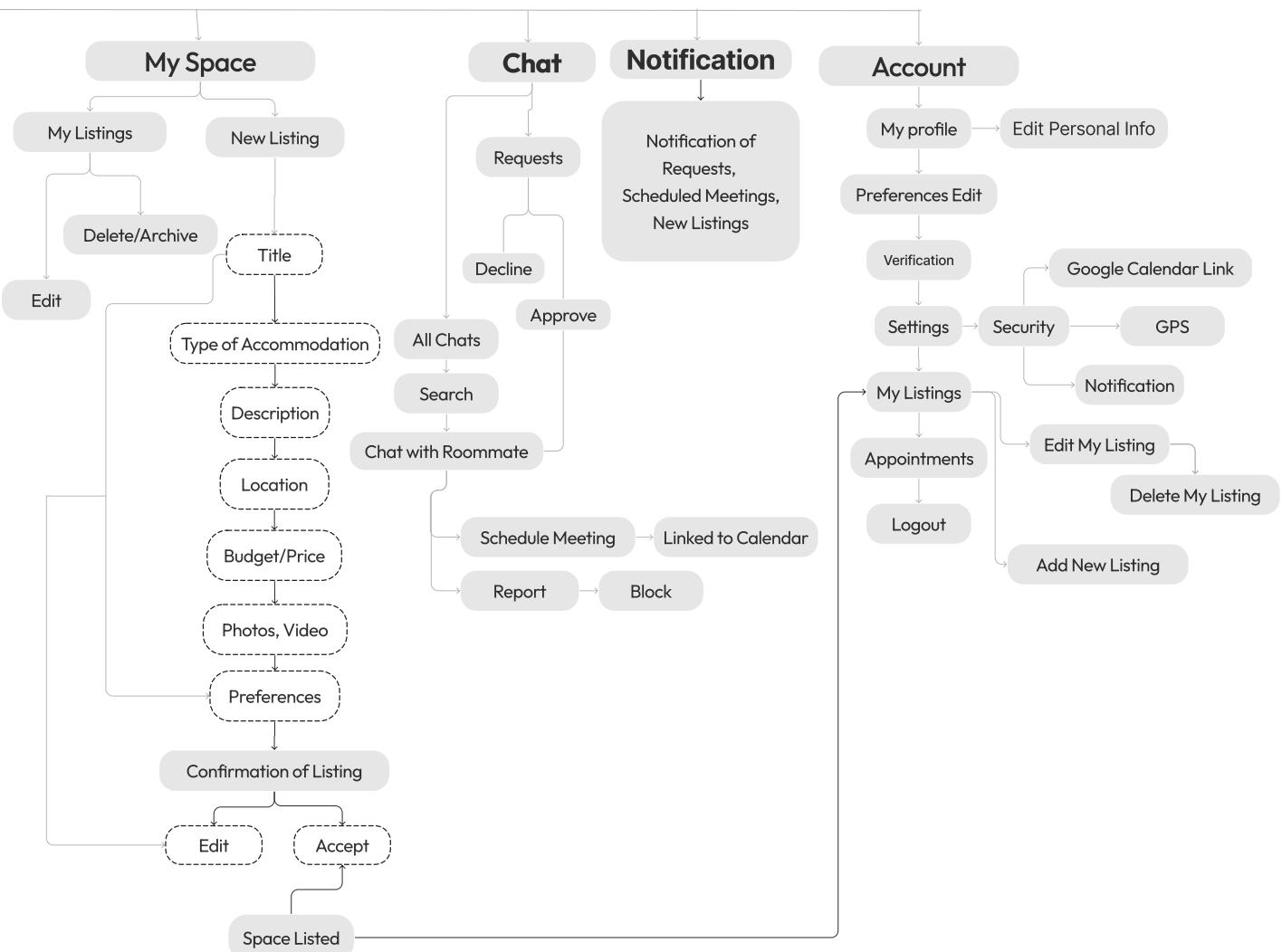


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# Userflow



In crafting the UX flow for Roomy, we embarked on a comprehensive journey grounded in meticulous research and analysis. We began by delving into the intricacies of our target market, studying user personas, and understanding their needs and pain points. Leveraging this valuable insight, we meticulously constructed a user flow that seamlessly guides users through the app, ensuring an intuitive and enjoyable experience. From these well-defined user journeys, we transitioned to wireframes, sketching out the blueprint of our app's interface. The culmination of this process led us to create stunning and functional mockups, where every detail was meticulously designed to resonate with our users. Roomy's UX flow is a testament to our commitment to providing a user-centric platform, ensuring that each interaction is not just intuitive but also elevates the overall experience.

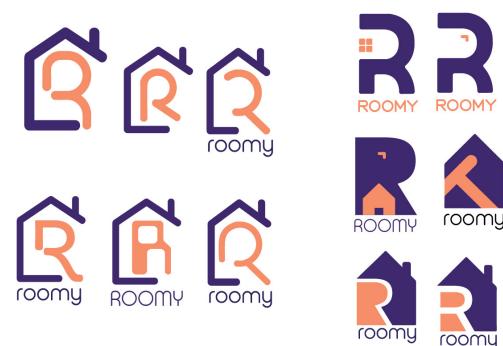




# Branding

## LOGO

Exploration



Final



- The Roomy logo features a house shape with the letter “R” and four windows, symbolizing shared living and community harmony. It visually represents the essence of Roomy – connecting individuals for shared living spaces.

## TYPOGRAPHY

Outfit

# Roomy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8

Aa

Roomy app utilizes the Outfit font, which is google font that provide a clean and modern aesthetic for enhanced readability and a contemporary visual appeal.

## COLOR PALETTE

Primary



Royal Amethyst  
#3E206D

Secondary



Sunset Tangerine  
#FF8F66

Neutral



Charcoal Gray  
#3E325A

- Roomy's palette blends Royal Amethyst for connection and luxury with Sunset Tangerine, adding vibrancy and energy. This combination symbolizes Roomy's commitment to fostering meaningful connections in shared living spaces.

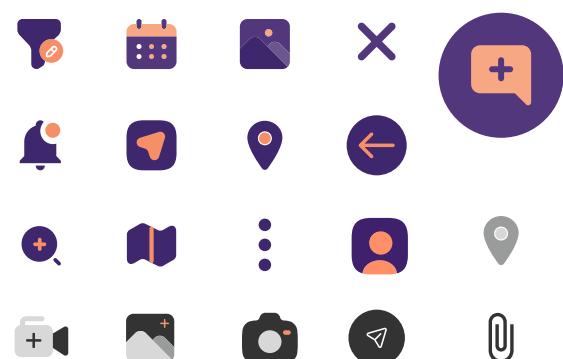
# UI Kit

For Roomy's UI, we have embraced a modern and visually appealing flat design approach. This design philosophy prioritizes simplicity, clarity, and a sleek aesthetic, ensuring a seamless and user-friendly experience. By employing flat design principles, we have curated an interface that is not only aesthetically pleasing but also enhances usability. The clean lines, vibrant colors, and minimalist elements create a visually engaging environment that promotes easy navigation and a delightful interaction with the app.

## BUTTONS

	Large	Medium	Small
Default	<a href="#">Button &gt;</a>	<a href="#">Button &gt;</a>	<a href="#">Button &gt;</a>
Hover	<a href="#">Button &gt;</a>	<a href="#">&gt; Button</a>	<a href="#">Button &gt;</a>
Pressed	<a href="#">Button &gt;</a>	<a href="#">Button &gt;</a>	<a href="#">Button &gt;</a>
Disable	<a href="#">Button &gt;</a>	<a href="#">Button &gt;</a>	<a href="#">Button &gt;</a>

## ICONOGRAPHY



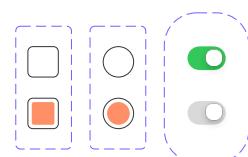
## FIELDS

### Empty

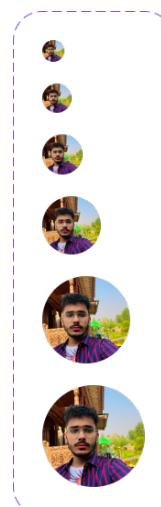
Placeholder/Input text

Placeholder/Input text  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Morbi in ex eleifend, faucibus libero  
ac, lobortis leo.

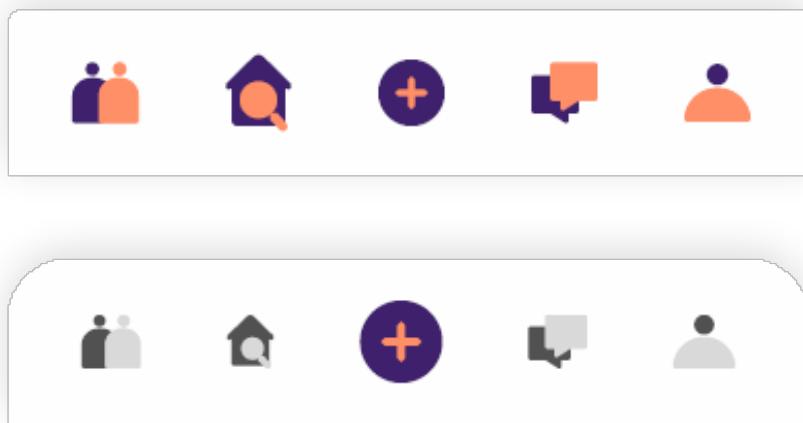
## TOGGLES



## AVATAR



## NAVIGATION



## MODALS



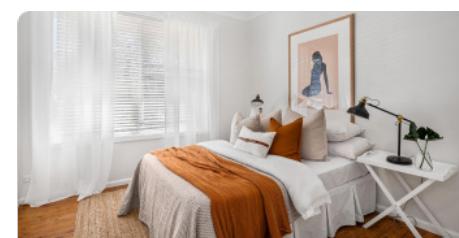
**Anshul Gupta, 26**  
Vancouver  
Male | Student | immediate  
Budget : \$900 / month

Main Street  
Main St, Vancouver BC, Canada

Main Street  
Main St, Vancouver BC, Canada

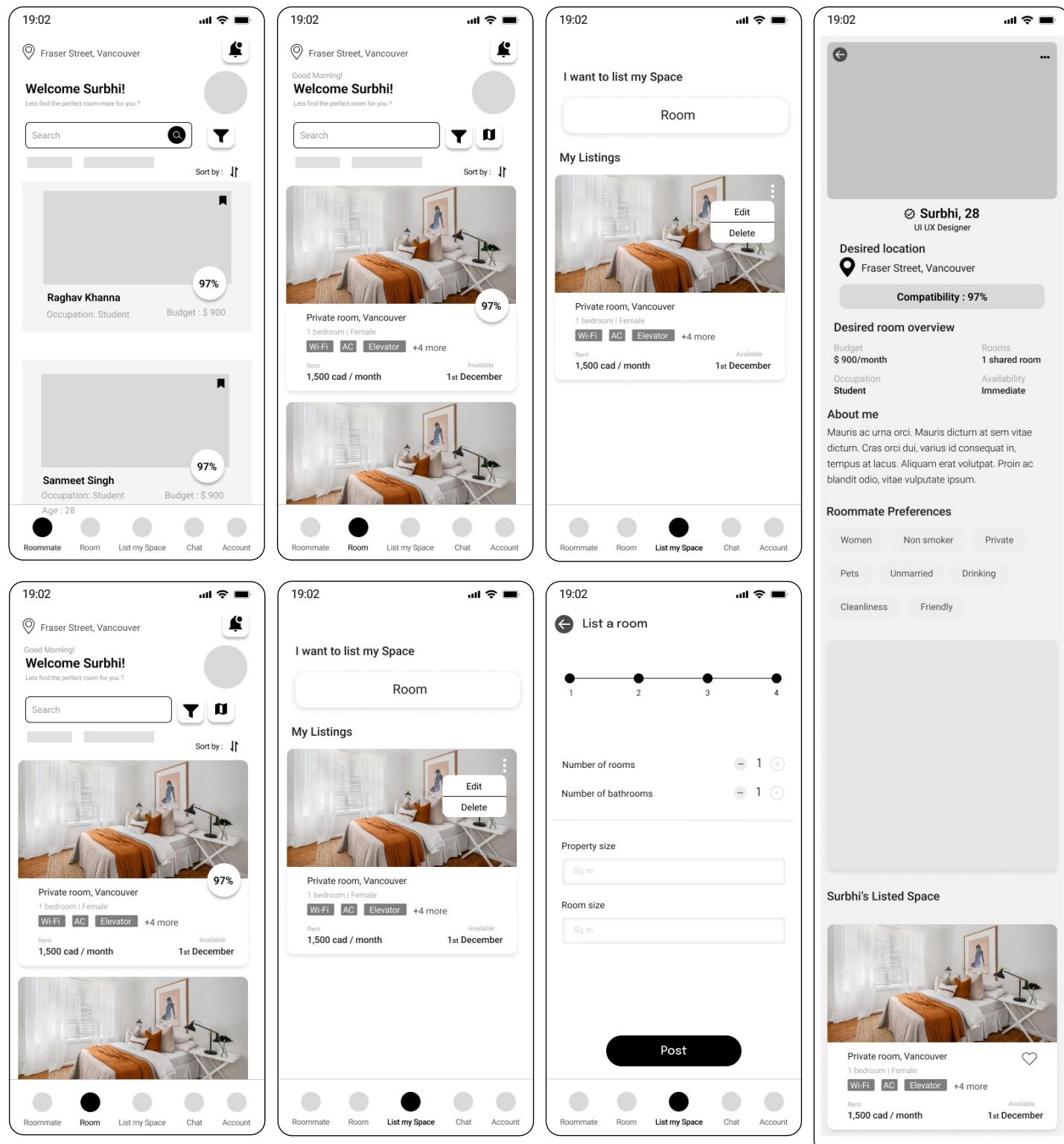
 There are 4 available properties, you recently selected. Click here for more details.



**Private Room, Vancouver**  
1bedroom | Female  
Wi-Fi Laundry Heating +4 more  
Rent 1500 cad/month Available 1st December

# Wireframe



**19:02**

Fraser Street, Vancouver

Welcome Surbhi!

Lets find the perfect room-mate for you ?

Search  Filter

Sort by: Up/Down

Raghav Khanna 97%  
Occupation: Student Budget : \$ 900

Sanmeet Singh 97%  
Occupation: Student Budget : \$ 900  
Age : 28

Roommate Room List my Space Chat Account

**19:02**

Fraser Street, Vancouver

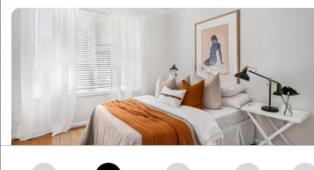
Good Morning!  
Welcome Surbhi!

Lets find the perfect room for you ?

Search  Filter

Sort by: Up/Down

  
Private room, Vancouver  
1 bedroom | Female  
Wi-Fi AC Elevator +4 more  
Rent 1,500 cad / month Available 1st December

  
Roommate Room List my Space Chat Account

**19:02**

I want to list my Space

Room

My Listings

  
Private room, Vancouver  
1 bedroom | Female  
Wi-Fi AC Elevator +4 more  
Rent 1,500 cad / month Available 1st December

**19:02**

Surbhi, 28  
UI UX Designer

Desired location  
Fraser Street, Vancouver

Compatibility : 97%

Desired room overview

Budget \$ 900/month Rooms 1 shared room  
Occupation Student Availability Immediate

About me

Mauris ac urna orci. Mauris dictum at sem vitae dictum. Cras orci dui, varius id consequat in, tempus at lacus. Aliquam erat volutpat. Proin ac blandit odio, vitae vulputate ipsum.

Roommate Preferences

Women Non smoker Private  
Pets Unmarried Drinking  
Cleanliness Friendly

**19:02**

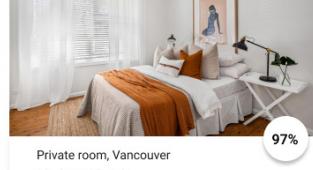
Fraser Street, Vancouver

Welcome Surbhi!

Lets find the perfect room for you ?

Search  Filter

Sort by: Up/Down

  
Private room, Vancouver  
1 bedroom | Female  
Wi-Fi AC Elevator +4 more  
Rent 1,500 cad / month Available 1st December

  
Roommate Room List my Space Chat Account

**19:02**

I want to list my Space

Room

My Listings

  
Private room, Vancouver  
1 bedroom | Female  
Wi-Fi AC Elevator +4 more  
Rent 1,500 cad / month Available 1st December

**19:02**

List a room

1 2 3 4

Number of rooms - 1 +  
Number of bathrooms - 1 +

Property size  Sq m

Room size  Sq m

Post

**19:02**

Surbhi's Listed Space

  
Private room, Vancouver  
1 bedroom | Female  
Wi-Fi AC Elevator +4 more  
Rent 1,500 cad / month Available 1st December

**Profile Creation Screen:**

- 9:41
- User Photo: Surbhi Kataria
- Name: Surbhi Kataria
- View Profile
- Edit Personal Info
- My Listing
- Setting
- Appointments
- Logout

**Step 1: Record a Video/ Add Video**

**Step 2: Add Photos**

**Rental Address:**

- Rental Address: Property Address
- Keep property address private: We won't show the exact address. The exact address helps us verify and list your property so people can find it.

**Property Description:**

Description. Word limit 200.

**Success Screen:**

9:41

Congratulation!

Your Profile is completed created.

Your profile has been successfully created. Enjoy a tailored experience with us based on your preferences.

**List My Space**

**My Listings:**

Private Room, Vancouver  
1 bedroom | Female  
Wi-Fi Laundry Heating +4 more  
Rent 1500 cad/month Available 1st December



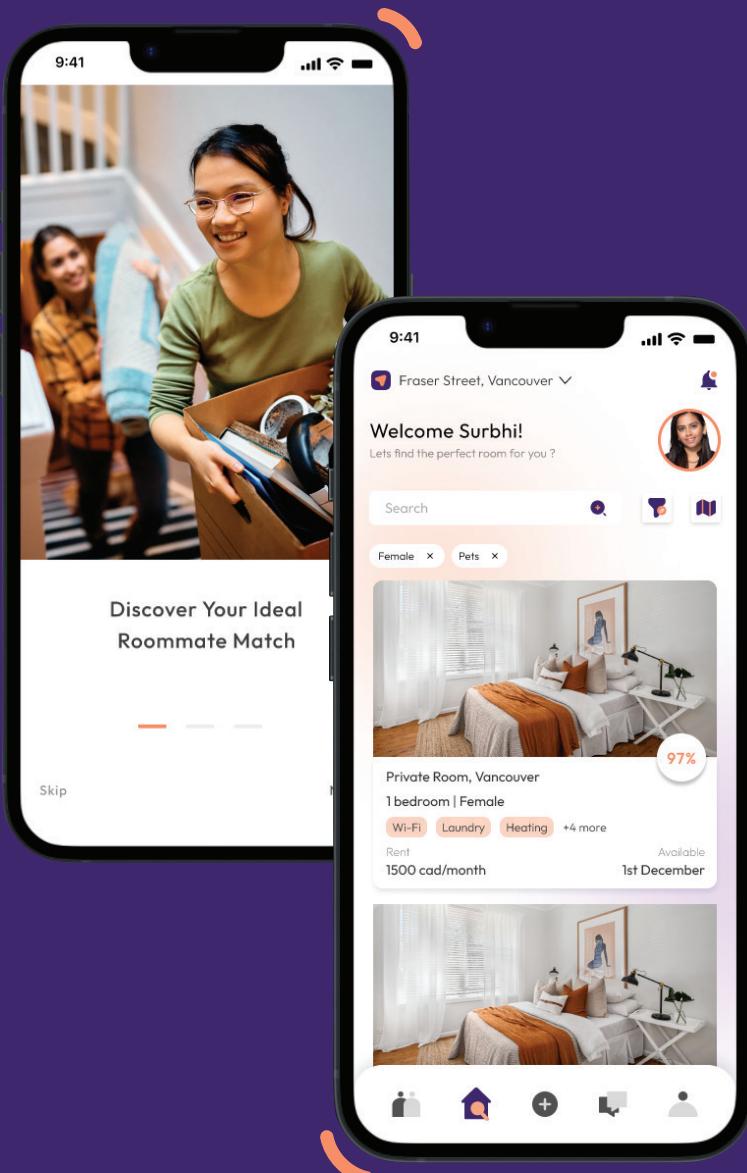
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## DEVELOPMENT PROCESS

- System Architecture
- Data Model
- Tech Stack



## Main Features



Precision Roommate Matching



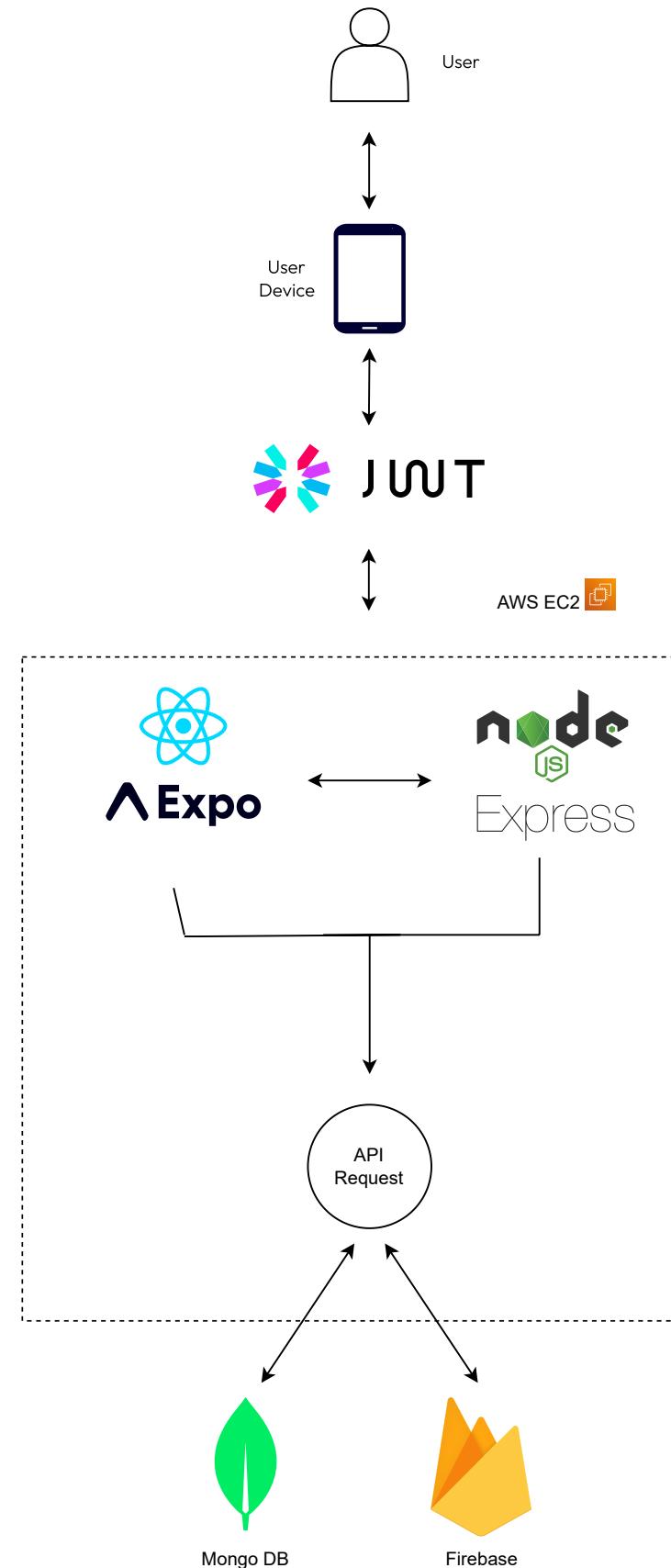
In-App Personalized Space Showcase



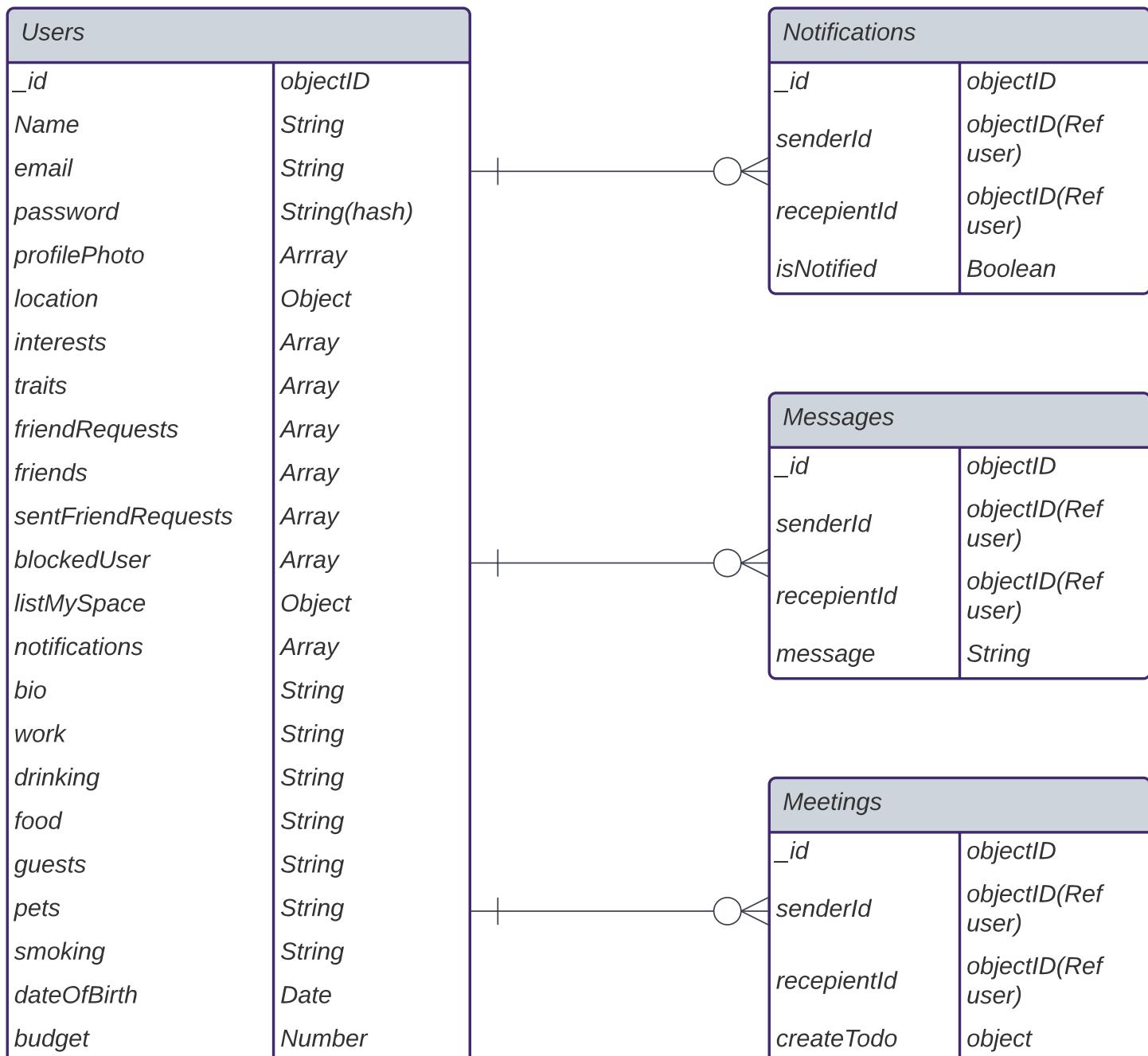
Easy Connect & Schedule

# System Architecture

We are using React Native and Expo with express as it is the industry standard practices for mobile app development. React Native offers a base for cross platform development and expo simplifies the deployment process . Express framework aligns with the industry standard for creating sustainable and maintainable API's. Mongo DB and firebase offers a wide range of cloud services that helps build a scalable and reliable backend for mobile applications. Auth0 is a robust identity platform that simplifies authentication and authorization. JWTs are a secure way to transmit user information between the client and server. They are signed and can be encrypted, ensuring data integrity and privacy.



# Data Model



# Tech Stack

## DESIGN



**Jira**

Project Management



**Slack**

Communication and File Sharing



**Figma**

Wireframes, Mockups and Prototype



**Illustrator**

Logo, Icons, UI Kit and Illustrations



**InDesign**

Proposal Layout and Marketing Assets



**Photoshop**

Mockups and Image Editing



**Premiere**

Video Editing

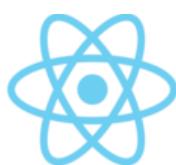


**After Effects**

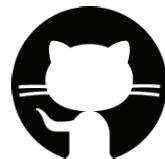
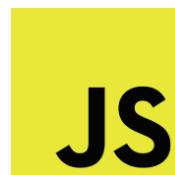
Motion Graphics

► We utilized a combination of powerful design tools for seamless collaboration and creative tasks: Figma served as our platform for UI/UX design collaboration, encompassing user flows, wireframes, mockups, and UI prototypes. Meanwhile, Adobe Illustrator and Photoshop played a vital role in crafting stunning illustrations, icons, and marketing materials. Also, we utilized Adobe InDesign to create print-ready project proposal. To create teaser video and logo animations, we used Adobe After Effects.

## D E V E L O P M E N T



Express



- The mobile app's frontend is constructed using React Native and Expo, incorporating React Navigation for user flow. Elements are implemented with components from Native Base and custom design. The backend relies on Node.js with Express|S, ensuring secure authentication through JSON Web Tokens and hashing passwords using Bcrypt. MongoDB and Firebase serve as storage solutions to store user data and images respectively, while AWS EC2 hosts the backend. Github is employed for version control, and Jira facilitates collaboration and project management within the team.

# 6

## Marketing Material

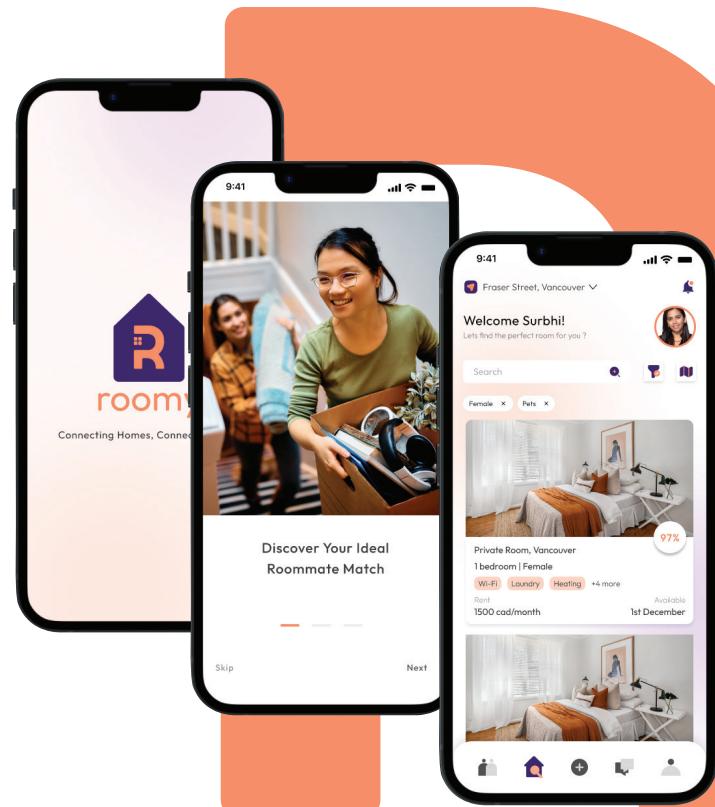
### S O C I A L M E D I A

Choosing the right social media platforms for Roomy is essential to maximize our reach and engagement with the target audience. Given the nature of our app, platforms like Instagram and Facebook, with their visually appealing content format, will be primary channels for connecting with our user base. These platforms are popular among young adults and professionals, aligning with our target demographic. Additionally, LinkedIn can be a valuable platform, especially for reaching working professionals and those in search of roommates. YouTube will play a crucial role in our strategy, where we plan to upload shorts and videos providing insights into the app's features, success stories, and useful tips for users. Utilizing visual content on Instagram, regular updates on Facebook, professional networking on LinkedIn, and engaging videos on YouTube will form the core of our social media strategy. Twitter may be explored for concise updates and community engagement. By strategically leveraging these platforms, we aim to create a strong online presence and foster meaningful interactions with our audience.



Your stress-free solution for roommate hunting and rental property searching. Utilizing cutting-edge GPS technology, we match you with like-minded roommates, provide seamless in-app chat and meeting scheduling, and offer curated rental listings tailored to your preferences.

[roomyapp.ca](https://roomyapp.ca)



## Main Features



### Precision Roommate Matching

Discover ideal roommates effortlessly with Roomy's algorithm, pairing your preferences and GPS precision for harmonious living.



### In-App Personalized Space Showcase

Effortlessly list your space, capture it with the in-app camera, and connect with roommates who appreciate your unique style.



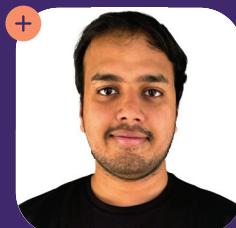
### Easy Connect & Schedule

Simplify roommate connections and planning with Roomy's seamless in-app chat and scheduler.

## OUR TEAM

**Anshul Gupta**  
Lead Developer /  
Full Stack Developer

[in /anshulgupta](https://www.linkedin.com/in/anshulgupta)

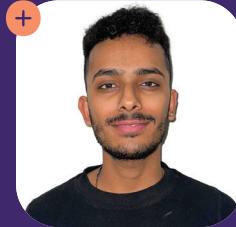


**Surbhi Kataria**  
Design Lead /  
UI/UX Designer  
[in /SurbhiKataria](https://www.linkedin.com/in/SurbhiKataria)



**Raghav Khanna**  
Full Stack Developer

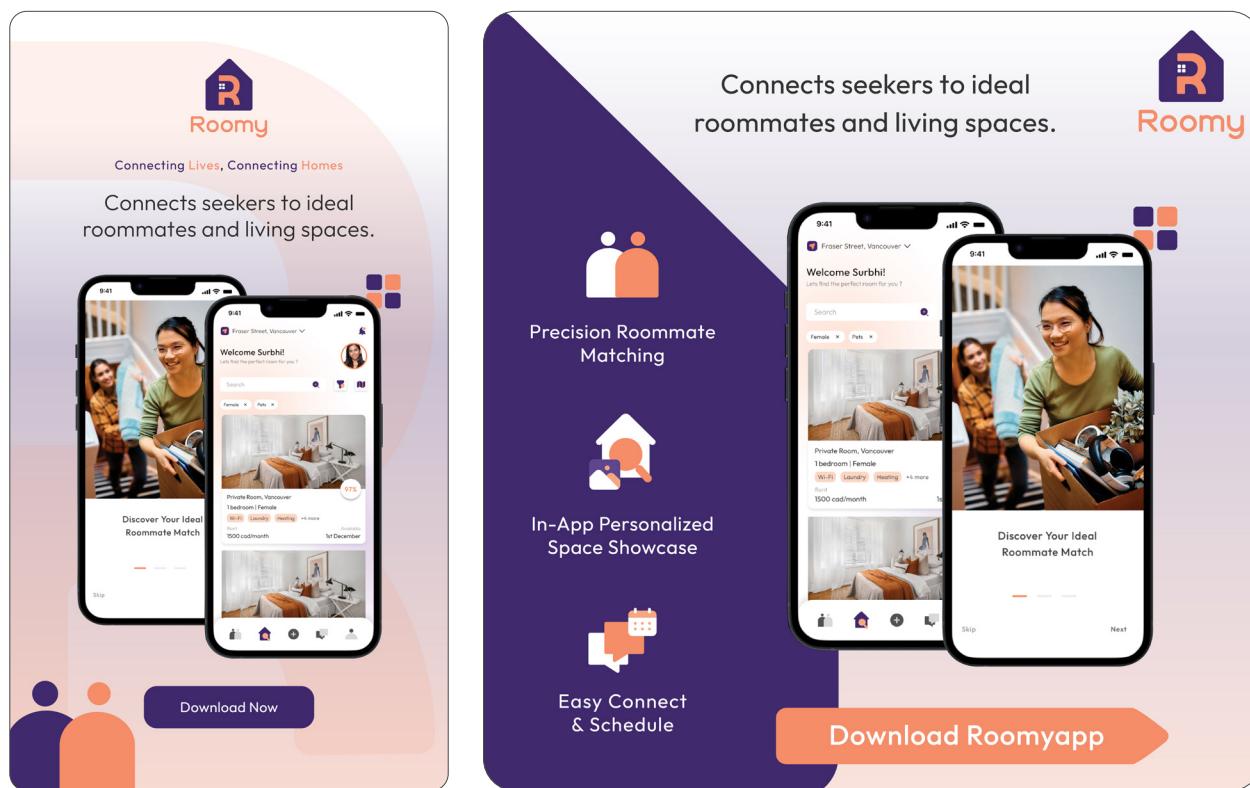
[in /raghavk03](https://www.linkedin.com/in/raghavk03)



**Sanmeet Singh Malli**  
Project Manager /  
Full Stack Developer  
[in /sanmeet-malli](https://www.linkedin.com/in/sanmeet-malli)



## LINKEDIN POST AND COVER



The image displays two LinkedIn post and cover designs for the Roomy app. Both designs feature the Roomy logo at the top. The left design is a vertical post with a light blue background. It includes a 'Download Now' button at the bottom. The right design is a horizontal cover with a white background and a large orange arrow pointing right at the bottom.

**Post Content:**

- Header: Roomy
- Slogan: Connecting Lives, Connecting Homes
- Text: Connects seekers to ideal roommates and living spaces.
- Image: Two smartphones showing the Roomy app interface.
- Call-to-action: Download Now

**Cover Content:**

- Header: Roomy
- Text: Connects seekers to ideal roommates and living spaces.
- Image: Two smartphones showing the Roomy app interface.
- Icons and descriptions:
  - Precision Roommate Matching
  - In-App Personalized Space Showcase
  - Easy Connect & Schedule
- Call-to-action: Download Roomyapp

## LINKEDIN POST AND COVER



The image displays two LinkedIn post and cover designs for the Roomy app. Both designs feature the Roomy logo at the top. The left design is a vertical post with a light blue background. It includes a website URL 'roomyapp.ca' at the bottom. The right design is a horizontal cover with a white background and a large orange arrow pointing right at the bottom.

**Post Content:**

- Header: Roomy
- Slogan: Connecting Lives, Connecting Homes
- Text: Your stress-free solution for roommate hunting and rental property searching. Utilizing cutting-edge GPS technology, we match you with like-minded roommates, provide seamless in-app chat and meeting scheduling, and offer curated rental listings tailored to your preferences.
- Image: Two smartphones showing the Roomy app interface.
- Call-to-action: roomyapp.ca

**Cover Content:**

- Header: Main Features
- Icons and descriptions:
  - Precision Roommate Matching
  - In-App Personalized Space Showcase
  - Easy Connect & Schedule
- Image: Two smartphones showing the Roomy app interface.

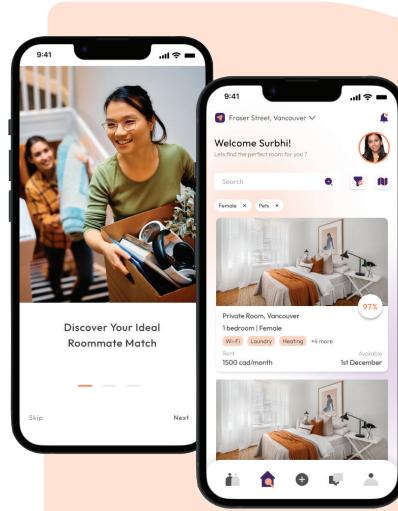
## PRINT HANDOUT



**Roomy**  
Connecting Lives, Connecting Homes

Your stress-free solution for roommate hunting and rental property searching. Utilizing cutting-edge GPS technology, we match you with like-minded roommates, provide seamless in-app chat and meeting scheduling, and offer curated rental listings tailored to your preferences.

[roomyapp.ca](http://roomyapp.ca)



**Main Features**



Precision Roommate Matching



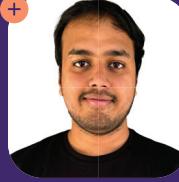
In-App Personalized Space Showcase



Easy Connect & Schedule

## OUR TEAM

**Anshul Gupta**  
Lead Developer /  
Full Stack Developer  
[in /anshulgupta](#)



**Surbhi Kataria**  
Design Lead /  
UI/UX Designer  
[in /SurbhiKataria](#)



**Raghav Khanna**  
Full Stack Developer  
[in /raghavk03](#)



**Sanmeet Singh Malli**  
Project Manager /  
Full Stack Developer  
[in /sanmeet-malli](#)



[roomyapp.ca](http://roomyapp.ca)



## Meet the Team

Roomy's team is a group of four members with diverse backgrounds and a wealth of experience spanning graphic design, marketing, engineering, project management, business, and computer science. What unites us is not only our passion for leveraging technology to solve everyday challenges but also our shared commitment to making a positive impact on the community through our innovative products.



**Sanmeet Singh Malli**

Project Manager / Full Stack Developer

 / sanmeet-malli

I am a dedicated full-stack developer with a passion for creating innovative and efficient web solutions. With a strong foundation in both front-end and back-end technologies, I specialize in crafting seamless, user-friendly experiences. I thrive in dynamic environments where I can apply my problem-solving skills to deliver high-quality, scalable projects. Excited about the opportunity to contribute my skills to Roomy, I am committed to driving success through cutting-edge development and a collaborative approach.

**Surbhi Kataria**

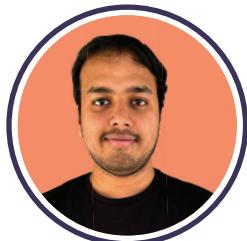
Design Lead/ UI/UX Designer

 /SurbhiKataria

An experienced Visual Communication Designer with a versatile skill set tailored for analytical, strategic, and experiential design. Having dedicated six years to Graphic Design, I am currently transitioning into the realm of UI/UX design. My diverse expertise spans across multiple industries, reflecting a keen attention to detail and a passion for crafting visually engaging and user-centric designs.

**Anshul Gupta**

Lead Developer / Full Stack Developer

 /anshulgupta

I possess extensive experience in both front-end and back-end development where I have worked on developing complex web applications using various programming languages, frameworks, and tools. I am looking to be a part of an organization where I can expand my learning horizon and utilize my maximum potential.

**Raghav Khanna**

Full Stack Developer

 /raghavk03

I am a Full Stack Developer skilled in building web and mobile applications with expertise in diversified technologies, languages and multiple cloud platforms and authentication services. I have experience building various complex web and mobile apps. I am committed to continuously enhance my skills and be a part of orgnaization where I can utilize my full potential.



Roomy

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Visit us at [www.roomyapp.ca](http://www.roomyapp.ca)

