

## Case Study

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### Part 1: User Research

Question 1: Target Audience	Identify the target audience for the roommate/flatmate finding service. (Word limit: 100 words)
Response	<ul style="list-style-type: none"> <li>• People who have just started working</li> <li>• Employees who stay outside of their hometown</li> <li>• Students who go out of their cities for internships/studies (smaller set)</li> </ul>
Question 2: Interview Questionnaire	Prepare an interview questionnaire (write down the questions here) suiting your objectives & hypothesis. (Word limit: 500 words)
Response	<ol style="list-style-type: none"> <li>1. What is your name?</li> <li>2. Where do you currently stay?</li> <li>3. How long have you been staying in this city?</li> <li>4. Active on Social Media?             <ol style="list-style-type: none"> <li>a. Which Social Media?</li> </ol> </li> <li>5. Which industry do you work in?</li> <li>6. What income group do you belong to?</li> <li>7. Do you work in a shift?             <ol style="list-style-type: none"> <li>a. If yes, Shift Timings?</li> </ol> </li> <li>8. How far from workplace?</li> <li>9. How do you commute?</li> <li>10. Do you own a vehicle?             <ol style="list-style-type: none"> <li>a. If yes, do you have enough parking space?</li> </ol> </li> <li>11. What do you use your vehicle mostly for?</li> <li>12. Who do you currently stay with?</li> <li>13. How much would you be willing to pay for rent?</li> <li>14. Do you stay in a shared accommodation?</li> </ol> <p>If &lt;NO&gt; to Question 14</p> <ol style="list-style-type: none"> <li>a. What disadvantages do you see in sharing accommodation?</li> </ol>

- b. Would you take shared accommodation if you knew the flatmates before moving?
  - c. What details would you probably like to know?
    - Food preferences (Veg/Non Veg)
    - Habits (Smoker/Drinker/Party animals etc.)
    - Work shift timings
    - Frequency of visitors
    - Language
    - Gender
  - d. Strongest factor to motivate you to share accommodation
- If <YES> to Question 14
- a. Advantages of shared accommodation
  - b. How did you meet your flatmates?
  - c. How did you find your current shared accommodation?
  - d. What did you look for when you started looking out for shared PGs/flats?
  - e. What were the pain points that you faced while finding accommodation?
  - f. How long did it take to find a shared accommodation?
  - g. What worked out with your flatmates?
  - h. How comfortable are you in choosing a flat without knowing your flatmates?
  - i. Would you like to know your flatmates before choosing a flat?
  - j. What details would you like to know?
    - a. Food preferences (Veg/Non Veg)
    - b. Habits (Smoker/Drinker/Party animals etc.)
    - c. Work shift timings
    - d. Frequency of visitors
    - e. Language
    - f. Gender
15. How does the idea of choosing accommodation based on the preferences of the flatmates that you are okay sharing with, sound?

#### HYPOTHESIS :

- 1) Most of the people who are staying in shared accommodation are non-localites / have travelled for work.
- 2) Expense sharing / cost sharing is the primary reason for people to choose shared accommodation
- 3) People who are staying at a particular city for considerably large amount of time (4 years) would prefer not to stay in shared accommodation.
- 4) People who belong to higher income category do not prefer to stay in shared accommodation.
- 5) Most of the users would want to know the details about their flatmates / have a discussion with them on various aspects when choosing a shared accommodation.

	<p>All the above mentioned hypothesis are given detailed explanation along with graphical representation and are validated- Proved or disproved in the last section of this document.</p> <p>Responses can be viewed from the below link.</p> <p><a href="https://docs.google.com/spreadsheets/d/1068sBY1Bn2-GvwMcXuKLzK31jqAge4akLs8vBwlymZw/edit#gid=0">https://docs.google.com/spreadsheets/d/1068sBY1Bn2-GvwMcXuKLzK31jqAge4akLs8vBwlymZw/edit#gid=0</a></p>
Question 3: Insights from User Research	<p>Analyse the data you gathered from interviews. Draw insights out of the collected data. You can segregate your insights basis the objectives of conducting user research: users pain points, motivations, personality, goals, and demographics. (Word Limit: 600 Words)</p>
Response	<p><b>Pain Points:</b></p> <ol style="list-style-type: none"> <li>1. Finding accommodation is hard and time-taking.</li> <li>2. Brokerage costs are too high</li> <li>3. Finding flatmates/room-mates to share an accommodation is not easy as there is no prior details about them (such as, are they vegetarians? Do they drink or smoke? Do they have shift timings etc.)</li> <li>4. Individual accommodation is costly</li> </ol> <p><b>Motivations:</b></p> <ol style="list-style-type: none"> <li>1. Users can save expenses by sharing accommodation</li> <li>2. By finding flatmates with similar habits, social life becomes better (people who like to play a certain type of sport, or, people who like a certain type of food cuisines tend to spend more time together)</li> <li>3. Users can have access to major amenities like WiFi, gym, geyser, maid/cook and any house maintenance activities, at cheaper costs by sharing accommodation with others</li> </ol> <p><b>Personality:</b></p> <ol style="list-style-type: none"> <li>1. Most users aren't fitness enthusiasts</li> <li>2. Some of them push for work-life balance</li> <li>3. Almost all users from the IT sector prefer having flatmates without shifts</li> <li>4. Most of the users did not have any strict restriction on language, though they preferred people who speak their mother tongue</li> <li>5. Vegetarians preferred vegetarian flatmates only</li> </ol>

	<p>6. People in the higher income groups tend to choose individual accommodation as they value privacy more than the rental costs.</p> <p><b>Goals:</b></p> <ol style="list-style-type: none"> <li>1. User wants a product that helps him/her to find people with similar habits and lifestyle to share accommodation and thereby save expenses</li> </ol> <p><b>Demographics:</b></p> <ol style="list-style-type: none"> <li>1. Most users were from Bengaluru</li> <li>2. On an average, age group was around 28-32 years</li> <li>3. Annual income was around 10 LPA</li> <li>4. More than 70% of the users worked in IT industry</li> </ol> <p>Insights / validation of hypothesis are documented at the end.</p>
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## Part 2: Product Artifacts

Question 4: Create a persona from the user research data. Use the template given below.

Response:

<b>NAME:</b>	Bharat Bhat	
<b>BIO</b> <ul style="list-style-type: none"> <li>• <b>GENDER:</b> Male</li> <li>• <b>AGE:</b> 31 years</li> <li>• <b>LOCATION:</b> Whitefield, Bengaluru</li> <li>• <b>LANGUAGES KNOWN:</b></li> </ul>	<b>GOALS</b> <ul style="list-style-type: none"> <li>• Wants to shift to a new accommodation with better amenities and closer to work</li> <li>• To reduce expenses, he is looking for someone with similar preferences to share accommodation</li> <li>• Wary of house hunting (previous experiences - took more than 1 month to get a house) and high</li> </ul>	<b>PERSONALITY</b> <ul style="list-style-type: none"> <li>• Tech Savvy</li> <li>• Smartphone user (Apple XR)</li> <li>• Stays fit and involves himself in regular sports and physical activities</li> <li>• Wants to have a work-life balance and goes frequently on road trips</li> <li>• Loves to play badminton</li> </ul>

<ul style="list-style-type: none"> <li>• Kannada (Mother tongue), Hindi, Telugu, English</li> <li>• <b>OCCUPATION:</b> Senior Software Engineer</li> <li>• <b>MARITAL STATUS:</b> Unmarried</li> <li>• <b>INCOME:</b> 12 LPA</li> </ul>	<p>brokerage, he wants to find a house quickly without having to pay a brokerage</p> <ul style="list-style-type: none"> <li>• Wants to have food home cooked rather than ordering from outside</li> <li>• Is a vegetarian, does not want to share accommodation with non-vegetarians</li> <li>• Prefers staying with people who speak his mother tongue</li> <li>• Prefers having home-cooked food over ordering food from outside</li> </ul>	<ul style="list-style-type: none"> <li>• Is a part of a bikers club and loves to go on road trips over the weekend</li> </ul>
	<p><b>MOTIVATIONS</b></p> <ul style="list-style-type: none"> <li>• Heard from friends that they found flatmates or accommodation without paying brokerage, using flat sharing apps</li> <li>• Easy to use and simple UI and UX</li> <li>• Good reviews from multiple users</li> <li>• Read reviews that stated flats with good amenities could be shared with lower expenses compared to renting out an entire apartment</li> </ul>	<p><b>TECHNOLOGY</b></p> <ul style="list-style-type: none"> <li>• iOS user (iPhone, iPad)</li> <li>• Windows PC (Dell)</li> <li>• Well versed with MS Excel</li> <li>• Handles DSLR camera well (Nikon)</li> <li>• Tech Savvy, follows MKBHD on Social media to stay tuned with latest updates on electronic gadgets</li> </ul>
	<p><b>PAIN POINTS</b></p> <ul style="list-style-type: none"> <li>• Takes time to mingle with others</li> <li>• Not keen on moving/shifting accommodation frequently and wants to settle in a well</li> </ul>	<p><b>BRANDS</b></p> <ul style="list-style-type: none"> <li>• Apple</li> <li>• Samsung Electronics (Oven/Refrigerator etc.)</li> <li>• Yamaha</li> <li>• Google</li> </ul>

	<p>furnished place at a reasonable price</p> <ul style="list-style-type: none"> <li>• Cannot cook and does not like ordering food from outside</li> <li>• A significant amount of his salary goes in rent and maintenance</li> </ul>	
<p><b>QUOTE:</b> <i>"It would be fun if flatmates share similar preferences and go along well. In fact, so well that they end up becoming best friends!"</i></p>		

Questions 5: Create a user journey map for the given user goals:

(a) Find a shared accommodation space that satisfies my logistical constraints

- Proximity to Workplace, Recreation, Utilities
- Amenities e.g. Gym, Swimming Pool, Parking
- Support ecosystem e.g. Cook/Maid, furniture, laundry etc.
- Cost

(b) Find roommates with whom I share preferences in terms of:

- Food habit
- Timings
- Visitors

Use the templates given below.

Response:

User Journey Map 1	
User Goal	<p>(a) Find a shared accommodation space that satisfies my logistical constraints</p> <ul style="list-style-type: none"> <li>• Proximity to Workplace, Recreation, Utilities</li> <li>• Amenities e.g. Gym, Swimming Pool, Parking</li> <li>• Support ecosystem e.g. Cook/Maid, furniture, laundry etc</li> <li>• Cost</li> </ul>
User Expectations	<ul style="list-style-type: none"> <li>• The user wants to opt for an accommodation – shared / personal at a location nearby his workplace.</li> <li>• User wants to shift to a new accommodation which is nearby his workplace , has a locality filled with people who speak his mother tongue.</li> <li>• User Is fed up of outside food / restaurant and plans to move to a house / accommodation where he has the liberty to cook his own food / hire a maid.</li> <li>• The user wants to move to a place with excellent amenities like gym , swimming pool, Private vehicle parking , no restrictions on the presence of the user at house ( coming late / leaving early ).</li> <li>• The user wants to move to an accommodation where the house / accommodation is furnished / semi furnished along with other basic facilities such as laundry / washing machine, etc.</li> </ul>

Process	<ul style="list-style-type: none"> <li>• The user initially speaks his fellow college mates, colleagues, friends about the availability of accommodation.</li> <li>• The user has to visit some websites / apps to get a clear picture on the locality that he is willing to move into.</li> <li>• The user personally visits few places and does a small survey.</li> <li>• The user if selects a property / accommodation, has to negotiate with brokers on various aspects.</li> <li>• The user has to clearly understand all the legal and financial clauses before selecting an accommodation and has to speak to the landlord / schedule a visit to the accommodation with his landlord.</li> <li>• If all the above mentioned processes are completed and turned out to be positive, then the user has to search for packers and movers and move in to the new place.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• The entire process of manually looking for an accommodation is very tedious.</li> <li>• The entire process of looking for an accommodation might be fruitful or not but still consumes a lot of time.</li> <li>• Language barriers affect negotiations a lot – A landlord or a broker may not be able to speak the language that the user knows and this is a major drawback.</li> <li>• High brokerage costs.</li> <li>• Decision making is difficult as the user is not clearly aware of the existing circumstances with respect to the flat or its existing users.</li> </ul>
Touchpoints	<ul style="list-style-type: none"> <li>• Simple and effective search.</li> <li>• Communication with the landlord / advertiser directly through an integrated and verified chatbot system</li> </ul>



	<ul style="list-style-type: none"> <li>• Integration of packers and movers with the existing application / app to facilitate the users for easy shifting process.</li> <li>• Complete payment related integrations onto the existing platform.</li> <li>• Usage of filters and selection criteria (checkboxes) in an effective and efficient manner under all relevant sections wherever necessary and feasible.</li> <li>• Automation of rental receipt creation and disbursements soon after the payments by a user to the landlord.</li> <li>• Integration of legal services team onto the existing application to facilitate the end users for a smooth, easy and transparent assistance towards the legal aspects of accommodation occupancy.</li> </ul>
Pain-points	<ul style="list-style-type: none"> <li>• The entire process of manually looking for an accommodation is very tedious.</li> <li>• The entire process of looking for an accommodation might be fruitful or not but still consumes a lot of time.</li> <li>• Language barriers affect negotiations a lot – A landlord or a broker may not be able to speak the language that the user knows and this is a major drawback.</li> <li>• High brokerage costs.</li> <li>• Decision making is difficult as the user is not clearly aware of the existing circumstances with respect to the flat or its existing users.</li> </ul>
Ideas	<ul style="list-style-type: none"> <li>• Help users ( specifically those who are located at long distances from the target location ) take look at the house using integrated VR concept/ Panaromic views</li> <li>• Tie Ups and integration of legal services team / companies with the website / app.</li> </ul>

	<ul style="list-style-type: none"> <li>• Tie ups and integration of Packers and movers' company with the website / applications.</li> <li>• Integrating a feature rich messenger chatbot platform with the website / application that facilitates a user to chat / interact with the landlord.</li> <li>• Extensive search and filter usages in the entire application throughout the users' navigation journey.</li> </ul>
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User Journey Map 2	
User Goal	<p>(b) Find roommates with whom I share preferences in terms of:</p> <ul style="list-style-type: none"> <li>• Food habit</li> <li>• Timings</li> <li>• Visitors</li> </ul>
User Expectations	<ul style="list-style-type: none"> <li>• Finding roommates / flat mates who share similar preferences</li> </ul> <p>Eg :</p> <ul style="list-style-type: none"> <li>✓ Food habits – Veg / Non veg, hiring a maid for cooking and washing , etc.</li> <li>✓ Smoke zones</li> <li>✓ Parking zones</li> <li>✓ Visitor frequency</li> <li>✓ Gender ,etc</li> </ul>

	<ul style="list-style-type: none"> <li>• User wants to shortlist a property based on amenity presence like gym , swimming pool , indoor and outdoor game</li> <li>• User wants to know the various restrictions applicable to a shared accommodation like In time and out time policies, parking restrictions, etc.</li> <li>• The user wants to understand if there are any restrictions on visitors.</li> </ul>
Process	<ul style="list-style-type: none"> <li>• There are two cases in here – An owner who is interested to rent out/ share complete or a part of his house / room / flat or he might be a user who is looking to move into a shared accommodation.</li> <li>• An owner / shared owner will be posting ads on social medias, through brochures and pamphlets, marketing in social media through statuses, personal messages or group broadcasts.</li> <li>• The Owner / shared owner will be posting the ad on various public forums, social circles, facebook messengers – public forums.</li> <li>• He would communicate with respondents / people who are interested to move into his place.</li> <li>• Connect them with the actual landlords.</li> <li>• The process related to the finding of accommodation is the same as that of the User journey map 1.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Communication is one of the main challenge faced by the users as language barrier sets in.</li> <li>• There is no proper communication channel available in the existing applications.</li> <li>• There is no proper information about the existing number of vacancies or filled up slots in a shared accommodation.</li> </ul>

	<ul style="list-style-type: none"> <li>There is no way to analyse or predict the compatibility with probable flatmates.</li> </ul>
Touchpoints	<ul style="list-style-type: none"> <li>Being able to filter potential flatmates using preferences – using filters and checkboxes based search</li> <li>The above mentioned concepts may also be used to create a compatibility meter.</li> <li>Messenger integration to chat with flatmates / probable flatmates.</li> <li>Complete automated system.</li> </ul>
Pain-points	<ul style="list-style-type: none"> <li>Communication channels</li> <li>Discussion about preferences – certain kind of preferences should be discussed with anonymity and a chat bot would really help a user to achieve this</li> <li>Genuine Data – No source to validate the genuinity of a flatmate.</li> <li>Uncertainty about compatibility of flatmates – compatibility meter</li> </ul>
Ideas	<ul style="list-style-type: none"> <li>Compatibility meter.</li> <li>Individual financial submission status - the financial data , individual contribution data should be tracked at a flat level.</li> <li>Dashboard to show the flat activity/ flat mate activity for a flat in the recent past to understand and analyse various factors related to a person or group of people.</li> </ul>

### Graphical representation of data and hypothesis validation –

Note: All the below represented graphs have been derived out of available User Research response data.

- 1) Most of the people who are staying in shared accommodation are non localites/ have travelled for work -

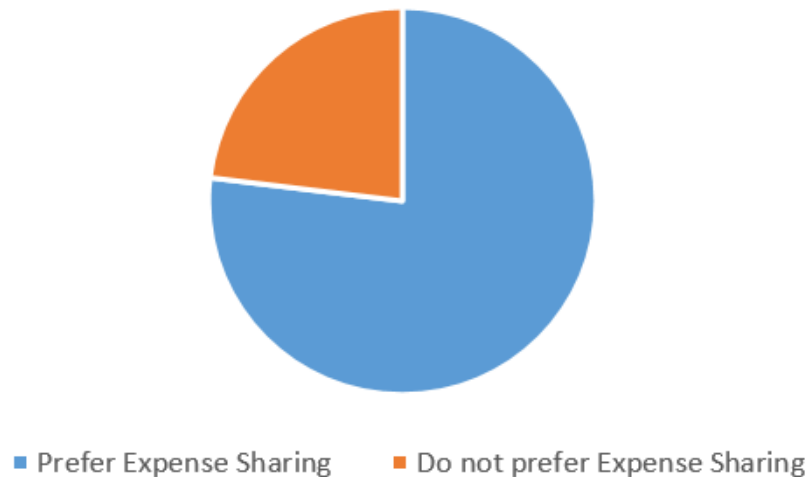
3 out of 13 do not stay in shared accommodation, rest 10 stay in shared accommodation – Hypothesis proved.



- 2) Expense sharing / cost sharing is the primary reason for people to choose shared accommodation.

10/13 People prefer expense / cost sharing as one of the primary reason to choose shared accommodation – Hypothesis proved.

Population distribution of people who prefer / do not prefer expense sharing as the main reason for opting a shared accommodation.



- 3) People who are staying at a particular city for considerably large amount of time (4 years) would prefer not to stay in shared accommodation.

In our research data, 7 / 13 have stayed at a particular location for more than 4 years but only 3 out of these 7 do not prefer to stay in shared accommodation.

Hence, this hypothesis is considered to be neutral (need large sample size) or disproved.

**Population distribution of people who have spent a good amount of time at a particular location**



- 4) People who belong to higher income category do not prefer to stay in shared accommodation

As per our research data, 4 people are categorized into people with higher income and 3 /4 do not wish to stay in shared accommodation - Hypothesis proved.  
This can be proved to much more extent with larger sample sizes.



- 5) Most of the people would know the details about their flatmates / have a discussion with them on various aspects when choosing a shared accommodation.

As per our research response, 10/13 people are willing to know their flatmates before making a decision while selecting a shared accommodation – Hypothesis Proved.

**Population distribution of people who wish to know / do not wish to know about their flatmates before making a decision**



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