

Date

Roommate



Roommelt

Match Roommates for College Students

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CMGT 528 Web Strategies


01


Users


college roommates


COMPLETED ACTION


100%


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Published


\$9.35/hr
Average reward per hour


3,506 of 129,718
Eligible Participants


105 / 105
Submissions Progress


After 21 days,
submissions auto-approve

✓ Approve all

✉ Message all

\$ Bonus payment all

🚩 Bulk report

Find by ID...

More

<input type="checkbox"/>	PARTICIPANT PROLIFIC ID	STARTED ↓	TIME TAKEN	COMPLETION CODE	STATUS ↓	BONUS
<input type="checkbox"/>	5e4d2e7f6603cd16888864e7	8 Apr 2022, 18:06	00:01:54	4E774884	APPROVED	✉ ✓ ✕
<input type="checkbox"/>	60fd0aa1b7fab4c6243f854c	8 Apr 2022, 18:00	00:02:18	4E774884	APPROVED	✉ ✓ ✕

User Research



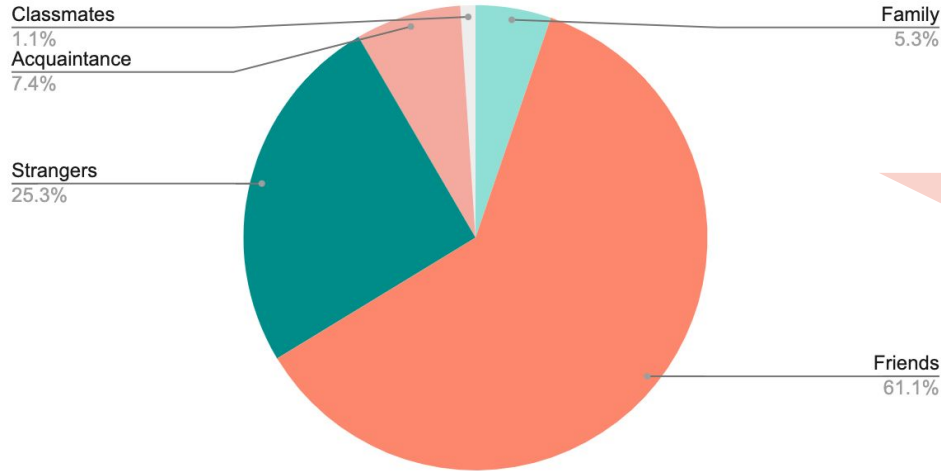
67% of participants hangout with their roommates multiple times a week

Meanwhile.....

73% of participants have roommate conflicts/tension weekly

User Research

What's your relationship with roommate(s) before moving in together?



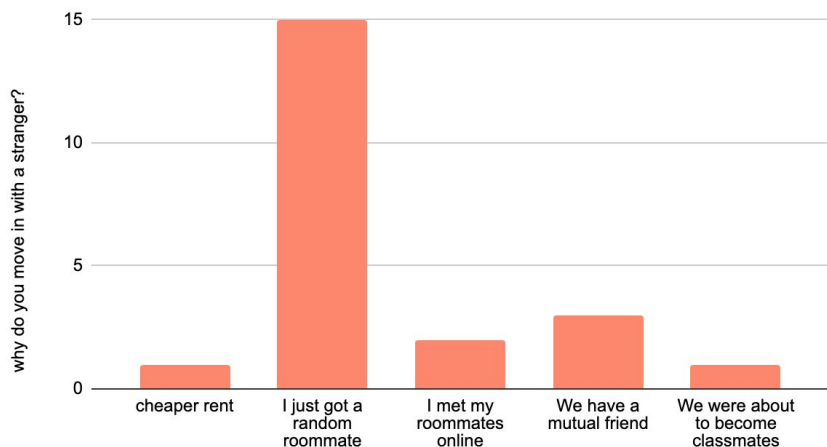
20% of students living with people they know think that living together **“Negatively impact”** their relationship.

My roommate was my best friend of 9 years before moving in together. Our relationship was strained because she tended to be way messier than I remember. I kept finding old cups with gross liquids inside of them, but our biggest argument ever was when about a smell in her room...

——Prolific participant:5d3dfb9322ed840001722278

User Research

why do you move in with a stranger?



33% of students who move in with a “random roommate” rate their living experience as “Dissatisfied”

I never party, but most of my roommates partied every day. They would cram the frat house members into our tiny dorm, and people would get so drunk they would pass out on the floor or vomit on themselves.

——Prolific participant:5fbb57b9335997c295215ff7 who got a random roommate by college

User Research



I honestly think that having the roommates that I have has made me come out of my shell so much more. **They're extroverts** and they drag me along to parties and events when I don't feel like going and they really just have **made me a better person.**

——Prolific participant:5d3dfb9322ed840001722278

I moved into my apartment building not knowing what to expect from my new roommates. On the day we moved in, my roommate offered to bring me to the store to get groceries, even though it was only **my first time meeting her.** Ever since then, we have all gotten along really well.

——Prolific participant :60ff2b5ee0fd69cbf82cd071

My roommate was diagnosed with cancer after we lived together for a year. **I am now her caregiver.** She has an unhealing wound because of radiation. I packed it for 2 years. She helps me deal with my very stressful job by being there for me to talk about the stress. We watch movies together in the evening. Her special needs son lives with us too. **I wouldn't trade her for the world.**

——Prolific participant :5eeaa7fe85ba0117909799df

I had a roommate that was a complete slob, took forever to get him to clean his room up. He even **white rug into a brown one.**

——Prolific participant:60ed002ab14443e94a7162b6

I had 4 roommates throughout the pandemic. Several times there was **someone with COVID and everyone had to quarantine** in the house and use masks in the common space.

——Prolific participant :6108ac1e801e23ad2a25e7f0

...Bailey was a nightmare that we lived with for two years. I blame the half eaten shake for all of our issues, let it be noted, NEVER throw away half eaten yellow freezer burned shakes that are not yours unless you wish to **feel the wrath of your roommate.**

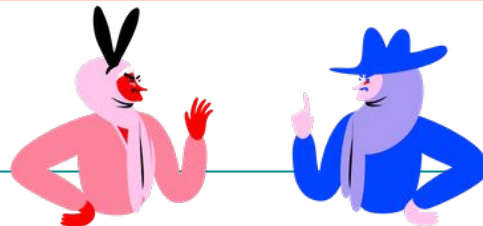
——Prolific participant :5eeaa7fe85ba0117909799df

...She eventually climbed into the bed and they **started making out all while I was awake trying to get rest for my midterm.** This went on for a while and I couldn't get any rest, so I tried to ask them to be quiet or to leave the room several times, but to no avail.

——Prolific participant :6110bf5ecb8149c172c7069e

I once had a roommate that would **order escorts to his room.**

——Prolific participant :5bb239a60cc22c000146833e



It wasn't a great experience. I thought that if anything bad would happen it would be a big thing like a fight or not paying rent.

In reality, it was a bunch of little things that had a snowball effect.

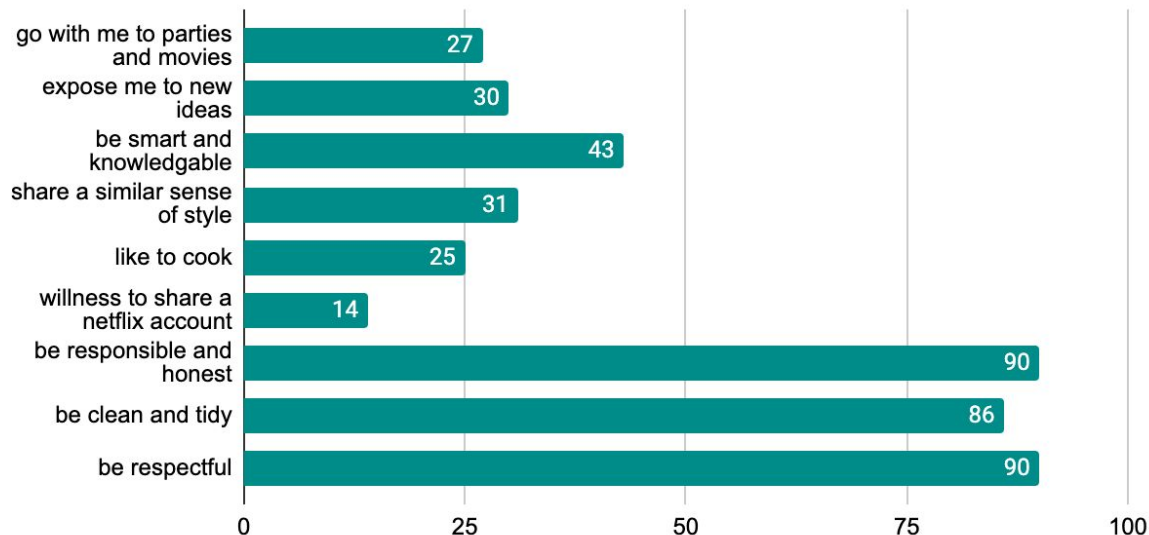
—Prolific participant:5e7909d956b26e4aba9a460b

A graduate student who lived with his acquaintances, thinks living together negatively impacted their relationship, and rate this experience as "very dissatisfied."

User Research



What are you looking for in roommates?



What are you looking for in roommates?

User Research

After you find your roommates

.....

I took a 13-hour flight from Beijing to Los Angeles and **spent my first night sleeping on the floor**. I had no idea that houses in the U.S. did not offer bed or couch unless it was advertised as “fully-furnished”. For the next couple of days I was busy carrying furniture from IKEA, Walmart and Costco. The whole move-in process was a disaster.

——Haiyun Cheng, USC

I drove all the way from Michigan to Los Angeles for relocation. It wasn't my best experience especially when I found seniors at school **selling used bed frames on Facebook Marketplace** while I have brought my own.

——Megan Morris, USC

I found a guy in Wechat Group who pick up students at LAX and drove us to our student housing. He didn't charge me money but asked me to **bring 2 cartons “ZhongHua” cigarettes from the airport**. (2 is the maximum amount of cigarettes a man can bring across the border legally). Then I realized his chunk was filled with hundreds of cartons of “ZhongHua”. It was **cigarette smuggling** and I have become part of that.

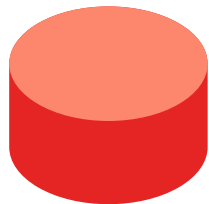
——Yining Yu, UCLA

Pain Points



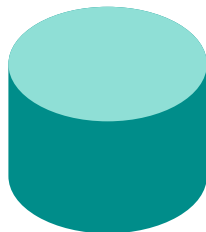
Where do I meet my future roommates?

In a Community designed for
verified college students



What should I expect from my roommates?

Write a profile for yourself
Write testimonials for your roommates



We move in, and then?

Find services you need by networking
with your neighborhood

User segment

College student

Primary User:

Looking for roommates and/or rooms

Secondary User:

Looking for/providing local service



User persona

Rachel the roommate seeker

Need:

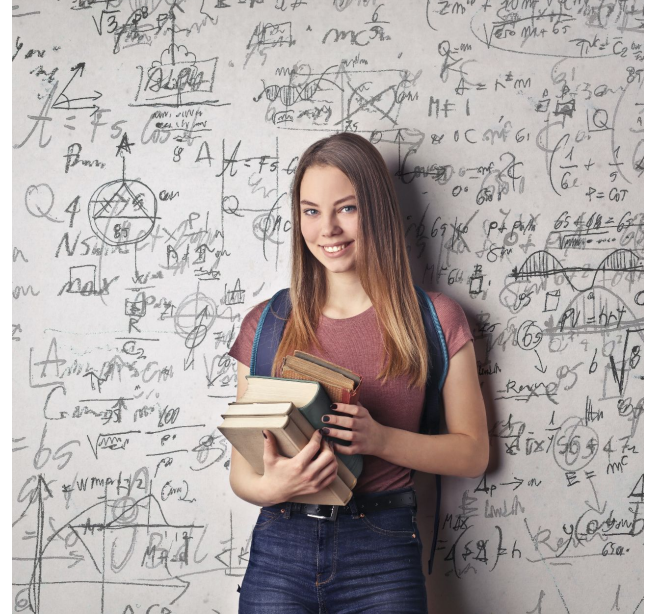
Rachel wants to find a roommate that she can be friend with.

Concern:

Rachel once lived with her acquaintance but living together ruined their relationship. She has a dog named Venice but her roommate couldn't stand the smell. She expects to find a dog-lover as her roommate. She is looking forward to studying together and spending quality time with her roommate.

Value:

As this platform is characterized by its unique algorithms to match roommates, college roommate finders are our primary users. They can also stay on the platform and post about neighborhood once they find a roommate here.



User persona

Robert the Relocater

Need:

Robert wants to buy some second-hand furniture from neighbors.

Concern:

Robert has moved in an off-campus housing this semester. As he doesn't have a car, he'd like to pick up some second-hand furniture from students moving out in the neighborhood. He also wants some free-ride from neighbors to do some grocery.

Value:

Robert is one of our secondary users. It's also important for our platform as they motivate students who are moving out to sell their belongings on our platform.



User persona

Donnie the Dog Walker

Need:

Donnie wants to make some money in her spare time to pay the tuition of USC.

Concern:

After entering college,,Donnie feels it necessary to make some money on her own. However, she can't spare much time with her school schedule. She decided to help people walk their dogs after class. She prefer helping college students for safety concern and she hope there would be a system to guarantee her being paid.

Value:

Donnie is also one of our secondary users. We would like to invite people as Donnie to provide service such as walking dogs and picking up at airports in our community so more students can stay on our platform.



02

Description



Platform Overview



Roommelt

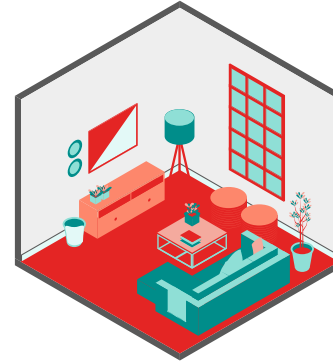
Roommelt is an **independent social networking platform**, where our main function is to help college students **identify and connect with compatible roommates**.

Besides, we also serve as a big **exchange platform** for university students to offer paid services/help by using **location services**.

Problems & Needs

Problems

- Financial burdens from skyrocketing tuitions and living expenses.
- Limited housing affordability for international students to choose in peak season
 - Too much info to process, time cost, delayed posts.....



Needs

- Living with roommates makes not only social sense but also financial sense.
- A platform that integrates information for students to match their compatible roommates

MARKET OVERVIEW



- In California, housing affordability is an issue that extends beyond community college.
- According to a 2020 report from UCLA, 1 in 5 community college students, 1 in 10 California State University students, and 1 in 20 University of California students experienced homelessness that year, a number that has risen nearly 50% in the last decade.
- A new survey published by StudySoup, estimated that students can save an average of \$15,542 over four years of college by living with others, which of course means savings not only in rent but in shared costs of utilities, cleaning supplies, toiletries and even food.

MARKET OVERVIEW - COMPETITORS



Facebook groups

- Primarily not designed to serve as a marketplace and has an inefficient UI
- Lack of security and trust

WeChat accounts/groups

- The posts are oftentimes too many to integrate/update
- Cannot be boosted to the top of the feed
- Security issues

Roomsurf/Roomsync

- No individual university marketplace services
- Only focuses on social networking

eBay/Craigslist

Not directly compete against them
Few students would spend more money than needed or meet with strangers

Vezy

- No roommate-matching services
- Only Available at Emory University - limited target

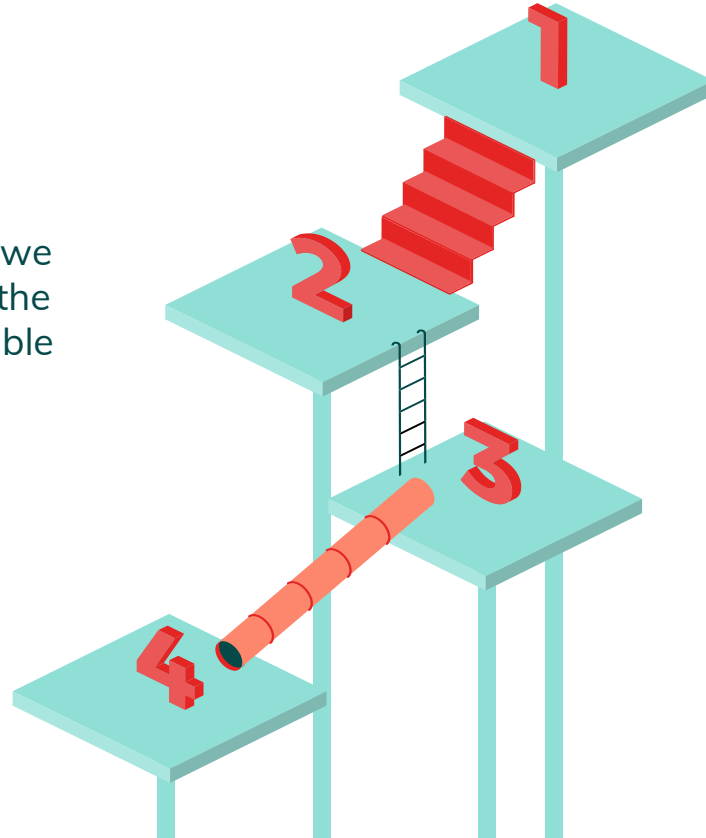
Our Product- Find your roommates

STEP 2

Take a super short matching quiz so that we could match you with the most possible compatible roommate(s)

STEP 4

After getting matched, you guys are very welcome to start chatting to get to know each other



STEP 1

Sign up with your edu email address, along with your selfie(s) and a short bio

STEP 3

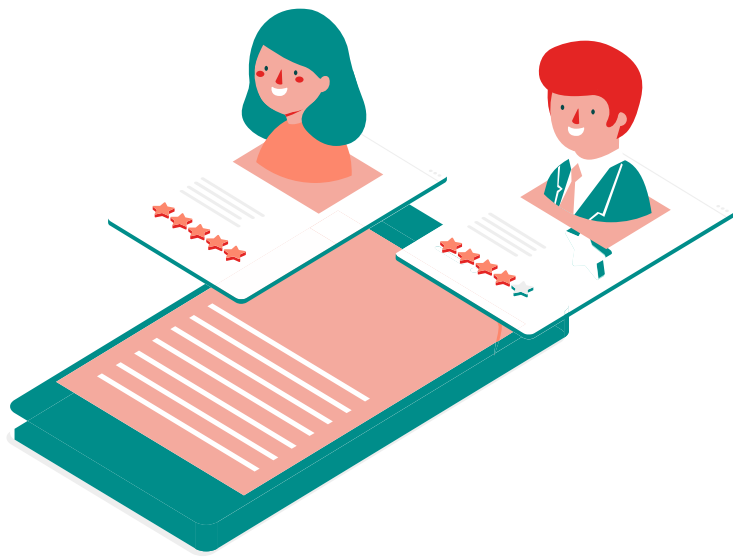
Get ready to swipe left/right to find potential matches for future roommates!

Roommates – Tag your hobbies

Haven't found anyone interested in the feed? Don't worry !

You can also search for someone who may have the same hobbies/lifestyles as yours by applying filters, or simply refine your search with tags, such as “skateboard,” “hiking,” “night owls,” “party animals,” “cats,” “K-pop,” etc.

This search will find any threads with tags that contain your favorite key words.



Our Product – Exchange Platform

01

Sublease your house/apt/studio

Post a thread on our platform to sublease your apartment whenever you prefer

02

Second-hand furniture/clothes

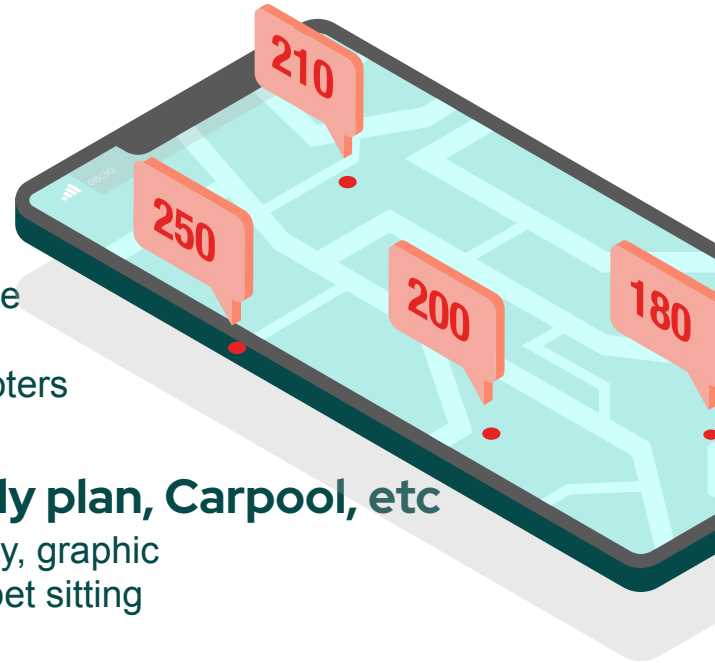
More often than not, students may want to exchange second-hand items, ranging from furniture, clothes, makeup, textbooks and so on. Concert tickets, scooters and cars are also welcome to post on the platform.

03

Paid services/tutoring /errands; Family plan, Carpool, etc

Services come in all shapes and forms, photography, graphic design, resume editing, and errands like cleaning, pet sitting and carpool to and from the airport, etc.

Others may include join in family plans, mobile plans and/or carpool with others



03

TRANSACTIONS

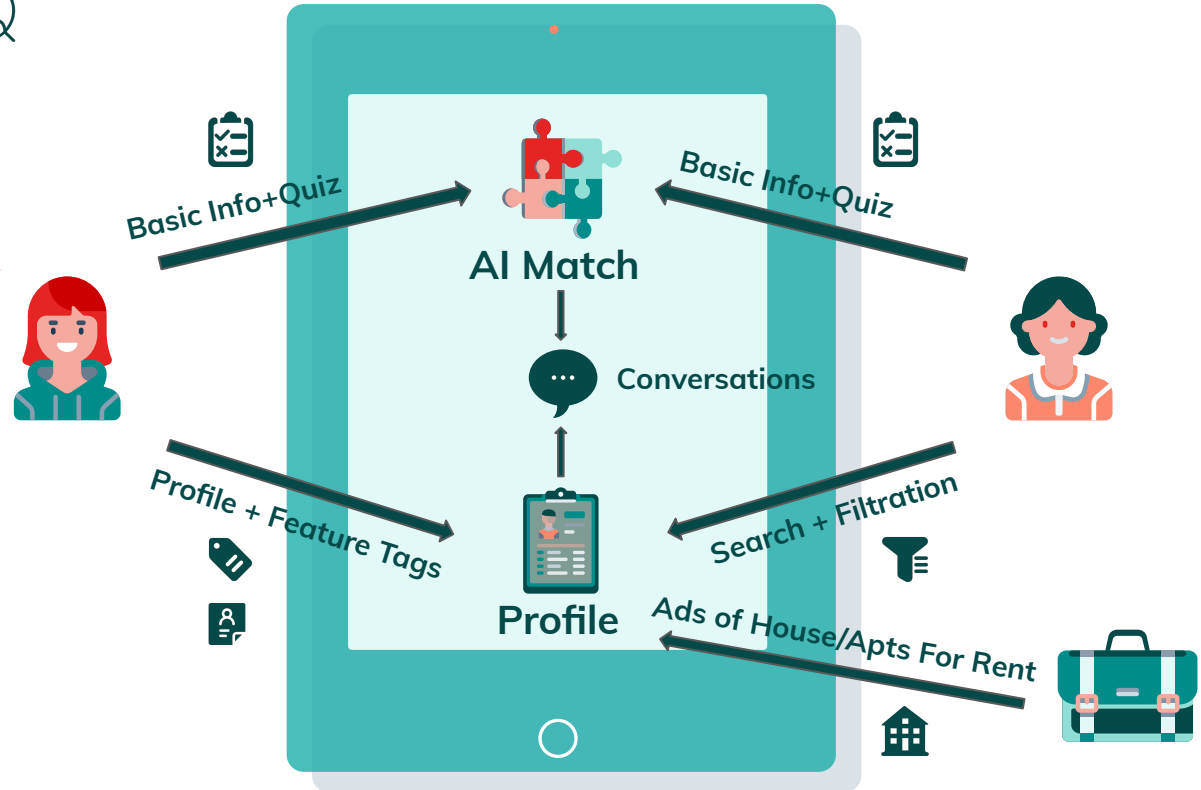
- The primary transactions on your platform
- A brief example of how it might work with personas

Primary Transactions

(1) Find Roommates



- **Rachel** created her profile with her basic information, roommate requirements, etc., and set it to "in need of roommate status and visible to all users".
- She added tags such as "love cooking" and "dog lover" to showcase herself.
- She also took a personality quiz, and through matching she found another outgoing girl from Detroit, Michigan, also studying at USC, and Rachel started a chat with her.

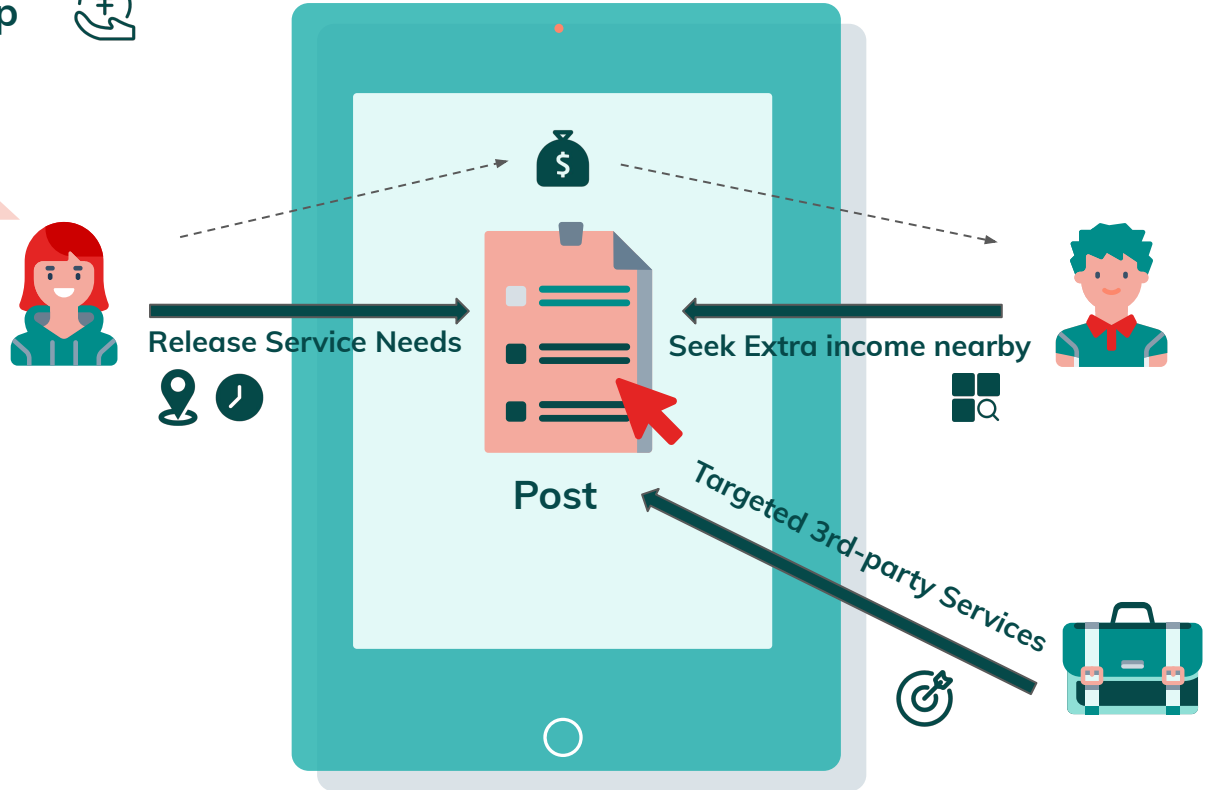


Primary Transactions

(2) Find Nearby For Help

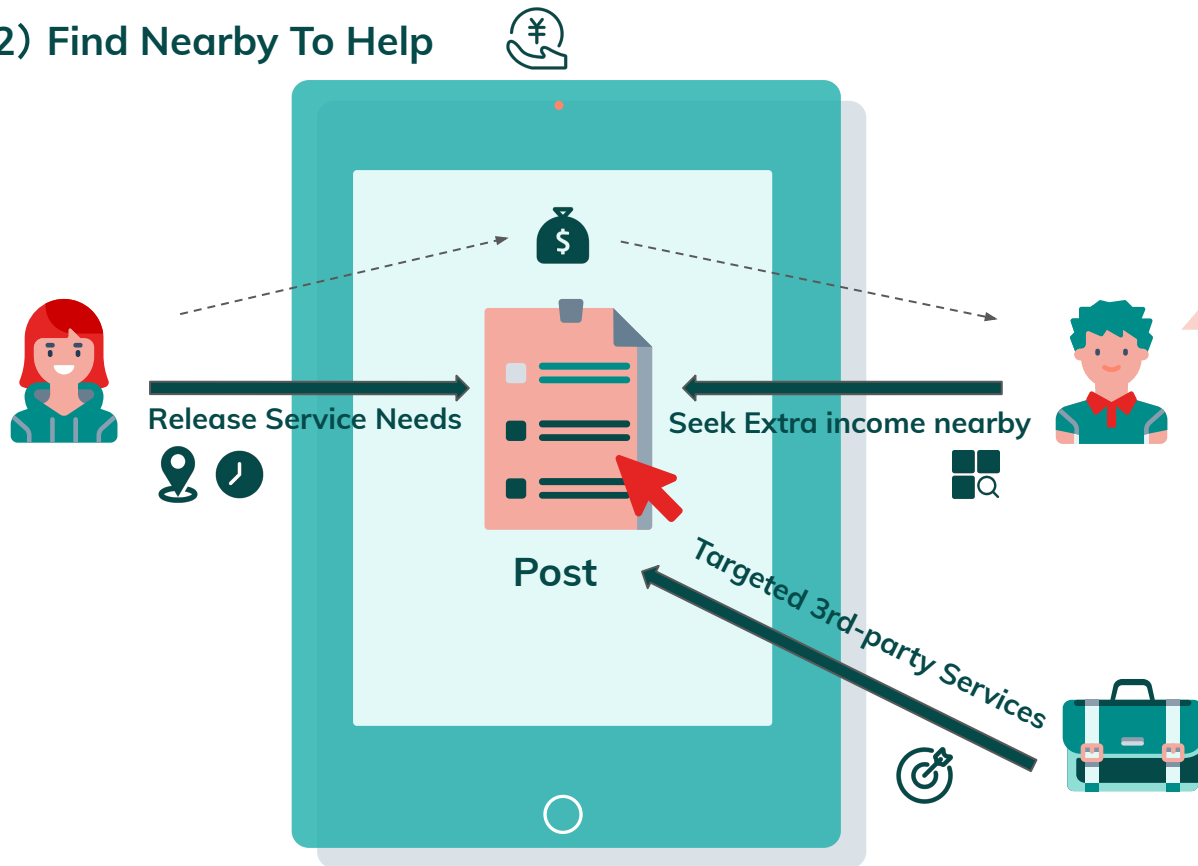


- **Rachel** planned to visit a friend for three days during spring break. She wanted to find a neighbor to take care of her dog and walk it every day.
- She wrote the need as a post on the Service board and marked the location: K-town, time: March 13 to 15, pay \$60 per day. Waiting for a neighbor willing to help.



Primary Transactions

(2) Find Nearby To Help



- **Donnie** wanted to make use of spring break. He selected the "Errands" category in "Service" and set the demand time as March 13 to 20.
- Then he saw a post from Rachel nearby. He asked Rachel about the size of her dog, its dietary preferences, etc.
- He felt he was up to the task and initiated an acceptance request.

04

Monetization



Monetization



01

Free plans - non-premium users

5 messages a day at most to DM others

Not able to boost your profile

Limited number to receive recommendations

Not able to see who viewed your profile

Ads

02

Premium plans - \$9.9/month

Unlimited number to boost their profiles to the top of the feed to find a roommate quicker

Unlimited number to DM users interested in

Unlimited number to receive recommendations

Able to see who viewed your profile

No ads

03

Advertisements - 10% flat fee, negotiable

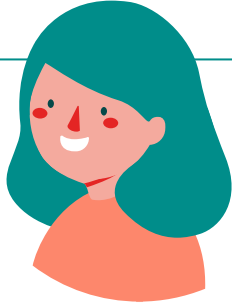
Roommelt will partner with trustworthy rental agencies & student housing & third-party vendors to post their listings, which helps to bridge the information gap and provide students more deals

05

GOVERNANCE

- The most important rules for using your platform
- Guidelines on how you'll moderate transactions

Potential Concerns



Party A

Personal Privacy

Content Piracy

Transaction Violation

Party B

Identity Authenticity

Trade Security



Laws

01 Identity authentication

- Users without identity authentication cannot enter the platform to interact
- You can only register through edu email and authenticate your identity through face recognition technology. New users can experience and understand the platform within the limited number of 10 contents.

02 Objectionable content & copyright

- Text and pictures can not contain objectionable or uncivilized content.
- Do after warning: illegal and harmful content will be deleted and users will be banned from the platform
- Undetected: the potential bad content reported by users will be automatically hidden, and the platform will give feedback within 48 hours and deduct user reputation points if it is true.
- All pictures and contents are forbidden to be reproduced and used without the author's consent.



Laws

03 Deals outside the platform

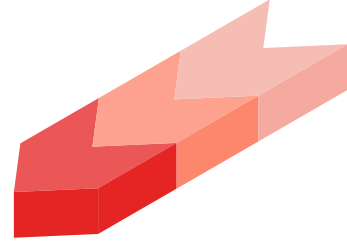
- Transactions and agreements made outside the platform are not supervised or responsible by the platform.
- Third-party company services are not under the supervision and responsibility of the platform.

04 Prevention of harassment

- Users can only send a maximum of three messages when they have not become friends with each other
- Can only send pictures after the other party replies.
- After three requests are rejected will not be able to send requests to that user (including friend requests, agreement requests, transaction requests, etc.).



Norms



01 Defaults

- Once an agreement is reached and a transaction is agreed upon, those who default in the middle of the deal within 24 hours before the start will have their reputation points deducted.

02 Initiative & responsibility

- Those who take the initiative to write a testimonial to a former roommate will be immediately rewarded with reputation points. Users with less than a passing credit score will be restricted from posting.
- Users with a high service rating will also be rewarded with reputation points each time. Conversely, users will have their reputation points deducted and will be limited to the number of services they can agree to.

03 Timely feedback

- The user has three days to agree or reject a roommate agreement request after it has been sent.
- Once the service provider has completed the service, the requesting party will have 3 days to offer to pay and will have 5 days to evaluate the service.

Architecture

01

Privacy restrictions on third parties

- Third-party service providers can only filter and target ads based on the user's demand classification and geographic location provided by the platform's big data
- 3rd-party cannot directly view user information and specific needs

02

Warning and detection

- The platform provides spelling help and warnings on the risk of bad words and bad content related topics
- Users with low ratings will be sent a warning for friendship risk



Architecture

03

Progress Assurance

- When the transaction agreement is reached, the party being served will be deducted from the advance payment and stored in the platform, if the party being served does not make active confirmation of payment within three days, the system will automatically pay the service provider; if there is no evaluation within five days, the service provider will be automatically praised.
- If the other party does not reply to the agreement request within three days, the system will automatically reject it, and the unresponsive party will have its reputation points deducted.
- After three requests are rejected, the request cannot be sent to the user.



Market

Reputation points

Users with high reputation points can get priority exposure and more automatic recommendations



Testimonials

Those who get more recommendation reviews are more popular and show more interesting stories



06

Promotion

- Acquisition
 - Gaining new users for Roommelt by providing unique value
- Activation
 - Ensure the user is gaining value from Roommelt at every step

How to attract our first users



01

Single Side Strategy

10 Off Campus
Student Housing Property
around USC to get started

02

SEO Marketing

Long-tail keyword:
Questions to ask potential
college roommates

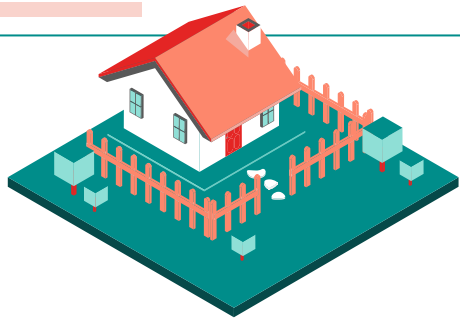
Content Strategy

5-10 Educational content
On college life
Build brand image:
Professional,
Trustworthy,
Caring

03



Activate our users



Referral Program

Refer friends,
Both referral and referee
earn \$10 account credit

Big bang adoption

Launch Back-to-school Campaign

Online: **#Back to roomie** on Instagram

Offline: QR Code to our website;
freebies to help students settle down



THANKS

Do you have any questions?

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Muli

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#f4aa9e

#008d8a

#e3f9f7

REFERENCES

- Set of isometric houses
- Several decorative houses in isometric style
- Nice background with a concept of house for rent
- Living room with window and blue couch in isometric design
- Home interior
- Interior of house in isometric style
- Infographic steps template isometric design
- Infographic element collection
- Isometric infographic steps concept
- Modern isometric infographic steps concept
- Isometric running mobile app infographic
- Nice background with a concept of house for rent
- Nice background with a concept of house for rent II
- Plain credit card concept illustration
- House searching concept illustration
- For sale concept illustration
- New message concept illustration
- Isometric travel landing page
- Travel landing page
- Isometric smart city
- Isometric view of modern home interior
- Isometric view of modern home interior II
- Isometric hiring background
- Isometric smart city background template

Photos

- Interior of bedroom with guitar on bed
- Living room design with yellow armchair

ALTERNATIVE RESOURCES



BUSINESS MODEL

01

Quick Search



Neptune is the
farthest planet from
the Sun

02

Real-time Chat



Mercury is the
closest planet to the
Sun

03

Secure Payment



Despite being red, Mars
is actually a cold place



...and our sets of editable icons

You can **resize** these icons without losing quality.

You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.

In Google Slides, you can also use [FlatIcon's extension](#), allowing you to customize and add even more icons.

