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|  | **Roommate App with Spring Boot and MongoDB** | **Date**: 02/11/21 |
|  |  | **Version**: 2.0.0 |

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| **Problem**  **List** | **Solution** | **Unique Value** **Proposition** | **Competitive Advantage** | **Customer Segments** |
| *University students, especially freshman, often find themselves forced to join a random assortment of other students (referred to colloquially as “randos”) when they have not yet been able to find students with which they would prefer to be roommates. Often the allocation of students, being as random as it seems, will sometimes group students with incompatible traits and preferences that make living together a living nightmare. Additionally, these students often struggle to reach out to each other unless their social media handles are placed within their student biographies. This inhibits students from coordinating shopping and move-in plans, further frustrating their semesters together.* | *This app allows students to sign in using their student credentials, input their roommate preferences and social media handles, to view potential roommates and judge their similarities in preferences, and to reach out to said potential roommates for further discussion and move-in planning.* | *Not a single other student on campus has attempted to design this application. This app may reduce roommate conflicts (and therefore save the University money) by a significant margin.* | *Unique app providing service inspiration that is untapped in the current market of this university.* | *The target user base for this app would ideally be students at Grand Canyon University. The app’s primary functionality is meant to be available to students who live on campus grounds during a given semester.* |
| **Key Metrics**  *Application speed*  *Application responsiveness*  *20,000 students registered onto the website*  *15,000 DAU/MAU* | **Channels**  *Instructors, students, deans, and general university faculty.* |
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| **Cost Structure** | | **Revenue Streams** | | |
| *$0 at this scale.* | | *N/A* | | |