Point of view - Problem statement

People reaching new cities for employment, business and education need to find a accommodation with good home vibes. Some people wants to share the property with others because they doesn't want to bear the cost individually. However it could be easy for finding our good room mate with similar interests.

Challenges

Verifying the user details

Finding out the room mates interests and preferences

Similar interests must match

Build trust among users with genuine profiles

Solution

A smartphone application that can take the user preference and interests as inputs and finding out the user match in their preferred environment. The users are verified with their social accounts and linking up the card scans accounts. Users can upload 5 photos and Filtering photos for users sort that are generally posted.

Target Users

Students

Professionals

Critical Success Factor

Customers can communicate via chat messenger

Better engagement and bonding of both through it

Ongoing promotions and discounts

Linking up social accounts of best university and for looking up trust in users

Revenue Model

Generate revenue from customers when they signup for premium membership that enables unlimited number of chat and all the functions use

Normal users can chat with customer or qualified user without premium membership

SWOT Competitor Analysis

APPS	Strength	Weakness	Opportunities	Threats
Nestaway	A quick service for a rental property without from finding a good connection	Varies charges like power bill, water bill, taxes or standard fees	More focus on individual homes Dominating the size of dept which uses investment	Local structure could dominate and competition to other brands Limited language support
Roommater	Whenever you find someone interesting or occasionally looking for a roommate go straight to Craigslist Craigslist is an online classifieds site for a quick scan Interaction UI	No property photos in the profiles and upload photos is a big pain Heavy dependency on web	Include more properties and locations Maintain a better customer support	You find someone interesting Craigslist Craigslist accounts are easily hacked This may also lead to have fake accounts Most of the people don't are ages Craigslist is a good place for promoting the search is a bonus for the people looking for a roommate
Spare Room	SpareRoom gives you the option of personalizing your search in order to find the right match for your living situation	More difficult to contact people, because people have multiple sites It has platform Not available in all locations	A modern demo with crisp UI/UX App interface would be more lucid	Limited views would never give a broader results Limited language support UI is not up to the customers

User Persona

Bio

Aspiration of one who wants greater freedom and better opportunities. Has a social responsibility. Wanted to be a good citizen. Wants to be a good parent.

Goals

To maintain good relationship with friends and family

Attain the ancient aspiration of being a citizen

Frustrations

Searching for good accommodation

Finding a good roommate

High expenses

Interests

Travelling

Reading

Gardening

About

Social Media

Online surfing

Gadgets

Scenario

Finding a room mate with similar interests.

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Story boarding

Hey Mina! Have you found a room mate?
Not Yet!
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