Student Housing: Roomies

Applied Research Document
S3-ITS

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Version History

Version	Date	Changes	State
1.0	October 7, 2022	Initial release	Incomplete

Distribution

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1.0	October 7, 2022	Frank Coenen & Marcel Boelaars

Contents

Problem definition

As more and more people sign up for the housing platform, the available offers will increase. While this does mean that people have plenty of choice, it also means that there might be offerings that are simply not relevant to most users. Having to check the website every day only to find no suitable offers might eventually tire students. That, in turn, could lead to missed opportunities and offerings that are relevant to their needs.

Similarly, landlords with many listings and / or tenants would also have to spend more time than necessary manually monitoring the website to keep track of closed listings, messages, and other matters.

All these potential issues could inevitably result in users leaving the platform behind for greener pastures. To ensure user retention in the long-term, it is imperative that a solution is found to tackle these issues. To achieve this, applied research will be utilized.

1 Research Questions

How can *Roomies* keep its users properly and adequately informed about new listings that suit their preferences?

Subquestions

- What systems do other companies / competitors use to keep their users informed?

- What functionalities do we need to achieve our goal?

- What are the pros and cons of each possible approach?

- How will *Roomies* ensure that users get properly informed about the correct preferences?

- How would users want to be informed?

2 DOT framework

3 Methods

4 Results

5 Conclusion & recommendations