

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	Working professionals in the urban sector between the age group of 18-25 who reside in Tier 1/Tier 2 cities make up the prospective customers. Customers who are tech savvy and to save money and prevent boredom, prefer to live in communal housing.
Question 2: Interview Questionnaire	Prepare an interview questionnaire (write down the questions here) suiting your objectives & hypothesis. (Word limit: 500 words)
Response	<p>Survey Form: https://forms.gle/ZFGZUwKCMAG1nhLz7</p> <p>Survey Response: https://docs.google.com/spreadsheets/d/1sil8zWvatmMKXlBlUIGN6H8J549xgo6YoLMlcq3_8gE/edit?usp=sharing</p> <p>Interview Question:</p> <ol style="list-style-type: none"> 1. Gender 2. Age group 3. Marital Status 4. Occupation 5. Where are you located? 6. Would you like to share your room with someone from your hometown? 7. Maximum amount of rent you would pay for a house? 8. What is your per share in rent currently?

	<p>9. How likely are you to pay extra for a fully furnished place or a fine for the non-furnished one?</p> <p>10. What type of locality you would prefer to live in?</p> <p>11. What was the ideal reason you left your home and moved towards a metro city?</p> <p>12. Challenges you faces with your roommates?</p> <p>13. Who cooks food at your place?</p> <p>14. Chores that you don't like but would like that your roommate should take care of</p> <p>15. Amenities you prefer</p> <p>16. Whom would you prefer to stay with?</p> <p>17. Do you have any issue if some of your flatmate friends come to stay for couple of days in regular interval of time?</p> <p>18. What motivates you to stay with flatmates</p> <p>19. Rate your current experience with your roommate. If you are sharing your room with some one.</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, demographics. (Word Limit: 600 Words)</p>
Response	<p><u>Objective</u> Recognizing customer requirements and needs for a flat-mate application service.</p> <p><u>Hypothesis</u> Primary - Young professionals within the age range of 18-25 who work in Tier 1 cities want to live in shared housing to lessen financial stress.</p> <p>Secondary - Since their main concern is saving money and connections, many seeking shared housing wouldn't mind staying with strangers.</p> <p>Through surveys and interviews, our main hypothesis has been confirmed over the course of our investigation. It was discovered that most individuals who commuted between cities for employment chose to live in shared housing, with the cost of living being the prime motivation.</p> <p>60% of survey respondents said they preferred to stay with friends, which rules out our secondary hypothesis.</p> <ul style="list-style-type: none"> - Most of the respondents resided in Tier 1 cities of India and were working professionals 50%. - Around 60% of respondents are single(bachelors) within the age group of 18-25. - 40% are willing to share their room with a person who belongs to their hometowns.

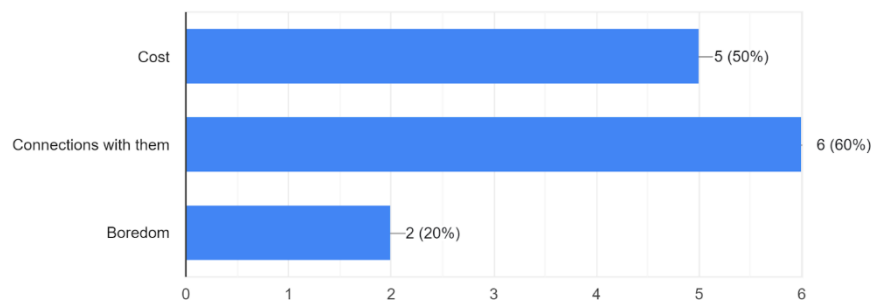
- 40% of respondents pay less than 5k from their incomes.
- Respondents around 60% are somewhat likely to prefer a furnished home.
- There is a 50 - 50% audience who moved to the city for better opportunities and a standard of living.
- 60% of respondents cook food within themselves, and the rest prefer a cook or a meal provider.
- Most of the respondents prefer Gym, Lift and Parking as the prior choice for the amenities.

As per the hypothesis shared above-

1. Motivation

What motivates you to stay with flatmates

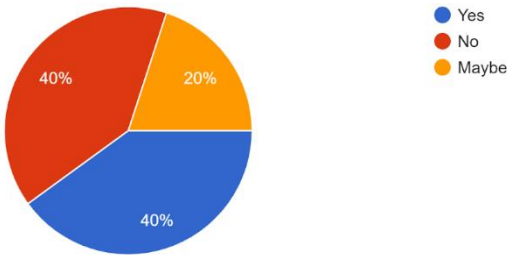
10 responses



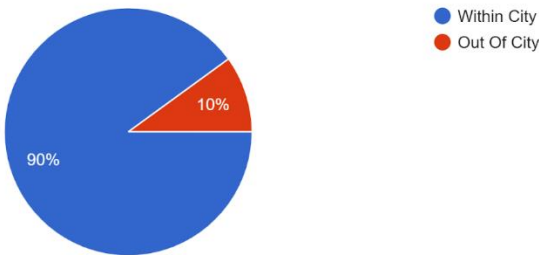
- Cost, Building connections and were the main reasons which were motivating the respondents to share their room with their roommates.

2. Personality

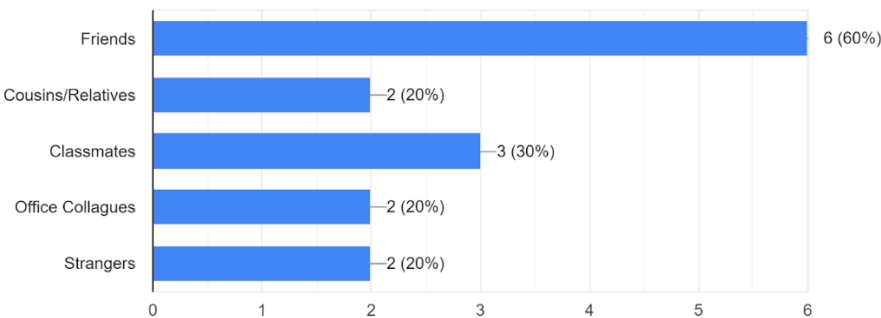
Would you like to share your room with someone from your hometown?
10 responses



What type of locality you would prefer to live in?
10 responses

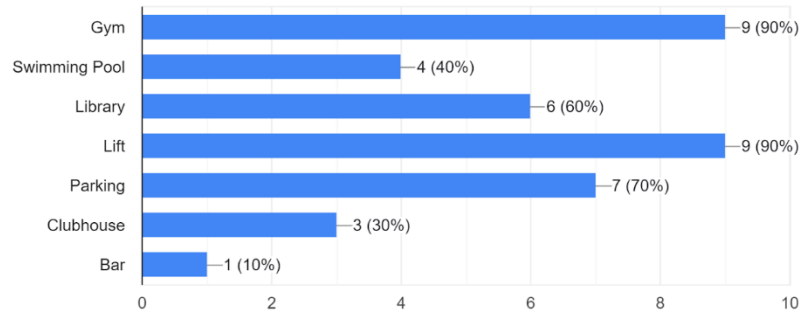


Whom would you prefer to stay with?
10 responses



Amenities you prefer

10 responses

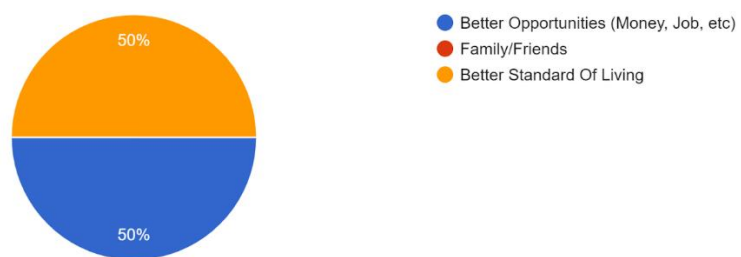


- Few of the respondents were ready to share their room with the people who belong from their hometowns,
- Most of the respondents preferred to live within the city.
- Staying with friends and having gym, lift were the common preferences among them.

3. Goals

What was the ideal reason you left your home and moved towards a metro city?

10 responses

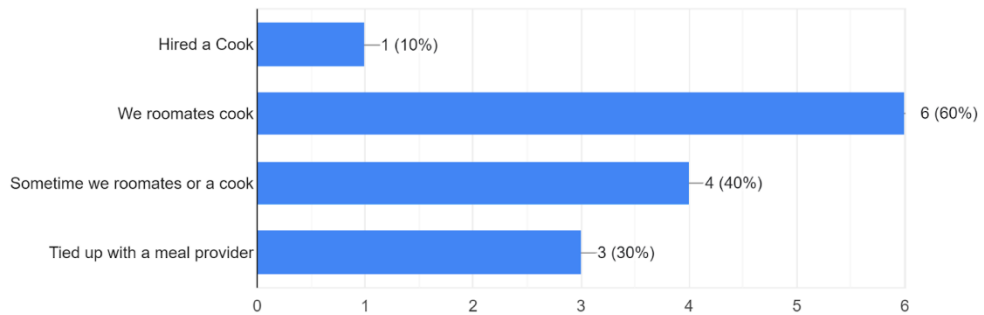


- The major goal of respondents was to have a better opportunity and standard of living.

4. Pain Points

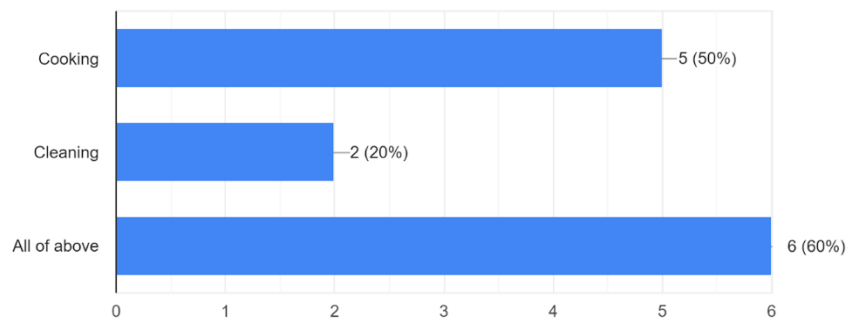
Who cooks food at your place?

10 responses



Chores that you don't like but would like that your roommate should take care of

10 responses




- Cooking and Home chores were one of the major pain points for the respondents.

Part 2: Product Artifacts

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

Aaryan Acharya



"I'd like to find a decent apartment with dependable roommates."

AGE: 28
LOCATION: Mumbai
Gender: Male
OCCUPATION: IT Professional
MARITAL STATUS: Not Married
INCOME: 5 - 10 Lakhs

Technology

Personal laptops and smartphones. Utilize smartphones for communication, entertainment, and social media access, and laptops mostly for studying and browsing.

Bio

Aaryan, who is single and has a job, is originally from a tier 2 or tier 3 city but has moved to a tier 1 city for work. He is looking for cheap housing that comes with the necessities and cuts down on his commute time. He would rather live with trusted friends or family members than with strangers.

Personality

Introvert

Price Sensitive

Preferred Apps

LinkedIn

Instagram

GPay

Facebook

WhatsApp

Goals

- Decreasing Cost of living
- Avoiding Boredom
- Make new connections

Pain

- Travelling
- Traffic
- Dependable on others for meal
- Rent Increase
- Availability of maid/cook


Motivation



Decreasing cost of living


Avoiding Boredom

Connection Building

Brands



Response:

NAME:	Aaryan Acharya	
AGE: 28 LOCATION: Mumbai OCCUPATION: IT Professional MARITAL STATUS: Unmarried INCOME: 5 -10 Lakhs	MOTIVATIONS <ol style="list-style-type: none"> 1. Cost of living 2. Building Connections 3. Avoiding Boredom 	PERSONALITY <ol style="list-style-type: none"> 1. Introvert 2. Price Sensitive
	GOALS <ol style="list-style-type: none"> 1. Cost of living 2. Building Connections 3. Avoiding Boredom 	TECHNOLOGY Laptop & Smartphone Apps- WhatsApp, Netflix, Instagram, LinkedIn, GPay,
	PAIN POINTS <ol style="list-style-type: none"> 1. Travelling/Traffic 2. Dependable on others for a meal 3. Rent Increase 4. Availability of maiden/cook 	
	BIO Aaryan, who is single and has a job, is originally from a tier 2 or tier 3 city but has moved to a tier 1 city for work. He is looking for cheap housing that comes with the necessities and cuts down on his commute time. He would rather live with trusted friends or family members than with strangers.	BRANDS Apple, Zomato, Instagram, Dell, Uber

<p>QUOTE:</p> <p>"I'd like to find a decent apartment with dependable roommates."</p>		
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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"> Proximity to Workplace, Recreation, Utilities Amenities e.g. Gym, Swimming Pool, Parking Support ecosystem e.g. Cook/Maid, furniture, laundry, etc Cost
User Expectations	To find an affordable place in a good locality with decent amenities & good access to all the places you need to go (grocery & conveyance). Good & Interesting roommates.
Process	<ol style="list-style-type: none"> Will check with Friends/relatives for rooms on rent. Google searches (99 acres, housing.com) Shortlist the flats within the best options available. Visit all the shortlisted options and shared ratings Visit and check all the facilities provided as per the room listings.
Experience	<ol style="list-style-type: none"> Huge deposits and rent Searching for rooms is a time-consuming process Not up to mark apartments
Touchpoints	<ol style="list-style-type: none"> Will check with Friends/relatives for rooms on rent. Google searches (99 acres, housing.com) Housing agents
Pain-points	<ol style="list-style-type: none"> Huge deposits and rent Increase in rent Inappropriate roommates Office is far from home

Ideas	<ol style="list-style-type: none"> 1. Create a roommate app for all Android, iOS, and mobile device users. 2. The information in this app will be centrally stored and checked by the owner. The pictures should also be real. 3. The application will feature all types of filters. 4. Room type selection 5. Property type (Bungalow, Apartment) 6. Location type (posh/town/suburbs) 7. Flatmate's category (occupation) 8. Rent range 9. Furnished/Semi Furnished/Non-Furnished 10. Flexible schedules 11. Real image integration (through AR/VR in the website) 12. Amenities selection
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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"> • Food habit • Timings • Visitors
User Expectations	<ol style="list-style-type: none"> 1. To find a roommate from a similar culture/region/Interests. 2. To find a roommate from a similar industry. 3. To find a roommate who has similar food habits. 4. To find a roommate who has the same work timings.
Process	<ol style="list-style-type: none"> 1. Will check with Friends/relatives for rooms on rent. 2. Google searches (99 acres, housing.com) 3. Shortlist the flats within the best options available. 4. Visit all the shortlisted options and shared ratings 5. Visit and check all the facilities provided as per the room listings.

Experience	<ol style="list-style-type: none"> 1. While staying with an unknown friend – A brokerage issue 2. Inconsistency of flatmate(in terms of tenure of the month to have stayed in the flat). 3. Inappropriate documentation.
Touchpoints	<ol style="list-style-type: none"> 1. Will check with Friends/relatives for rooms on rent. 2. Google searches (99 acres, housing.com) 3. Housing agents
Pain-points	<ol style="list-style-type: none"> 1. Diet Preferences (Veg/ Non-Veg) 2. Different work schedules 3. Problems with roommate visitors/guests who remain over an extended amount of time. 4. Access to supermarkets, local stores, and public transport.
Ideas	<ol style="list-style-type: none"> 1. Create a roommate app for all Android, iOS, and mobile device users. 2. The information in this app will be centrally stored and checked by the owner. The pictures should also be real. 3. The application will feature all types of filters. 4. Room type selection 5. Property type (Bungalow, Apartment) 6. Location type (posh/town/suburbs) 7. Flatmate's category (occupation) 8. Rent range 9. Furnished/Semi Furnished/Non-Furnished 10. Flexible schedules 11. Real image integration (through AR/VR on the website) 12. Amenities selection

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