







Arjun SHAH

College Grad, 25

"I'm not looking for a best friend, just someone who pays their portion of the rent on time and shares a mutual understanding and respect for one another's privacy and space."

Scenario:

Arjun uses the roommate app to find a suitable roommate to share his 2 bedroom apartment with.

User Actions	Awareness	Consideration	Decision	Onboarding	Advocacy
	Arjun gets a notification that he has matched with possible roommates interested in his apartment	Arjun chats/calls his matches to find one that best matches the kind of roommate he is searching for	Arjun and his chosen roommate decide to move in together	Arjun and his roommate have been living together relatively well.	Arjun has a positive experience with the roommate app and leaves a positive review on the apps store
					
					
					
Pain Points	<ul style="list-style-type: none">"I need a decent roommate as soon as possible so I don't end up paying the whole rent"Time conscious	<ul style="list-style-type: none">"There are more people interested than I expected. I find myself repeating a lot of the same questions or information about the apartment"Managing all the meet ups, calls, appointments, tours, etc.	<ul style="list-style-type: none">"I hope they are who they presented themselves as!"Need some way of confirming the person's identity and personality	<ul style="list-style-type: none">"It's going pretty well with only some small misunderstandings here and there, but we've been able to resolve them. We've actually found that we share not just similar lifestyles but interests too!"Bound to be disagreements that arise between cohabitants	<ul style="list-style-type: none">"I'm so glad that I was able to find the exact type of person I was looking for"
Opportunities	<ul style="list-style-type: none">Phone notifications that tell user when they get matched or contacted by a matchCan customize what kind of notifications/matches they want to receive/see	<ul style="list-style-type: none">Frequently asked questions and place details are answered in listingA schedule to keep track of all appointmentsCan unmatch people found to be unsuitable to narrow down list of candidates	<ul style="list-style-type: none">See available social media accounts of othersRange of ways to get to know potential roommates beforehand (texts, calls)	<ul style="list-style-type: none">Tips and guides on app that help roommates communicate effectively and respectfully with one anotherA "chores" schedule to split up tasks fairly"House rules" agreement decided by roommates beforehandSocial events that roommates can attend together in area, ice-breakers	<ul style="list-style-type: none">Useful resources to provide on app that can be used beyond matching experience (notifications for chores, bills, rent)Calendar for upcoming events (upcoming birthdays, inviting friends over, not going to be home)
KPIs	<ul style="list-style-type: none">How often people respond to notificationsHow long matches take	<ul style="list-style-type: none">% of people using schedule trackerFrequently asked listing questions	<ul style="list-style-type: none">Amount of time people spend getting to know one another before selecting roommateRate of successful matching	<ul style="list-style-type: none"># of positive or negative experiences of roommates matched on appWhat kind of disagreements occur the most	<ul style="list-style-type: none"># of positive or negative reviews on apps storeFrequency of app usage after getting successfully matched