












Naomi PADILLA
College Student, 19

"I want to find someone I can feel comfortable and get along with. College is such a new and daunting experience and it would help so much knowing that I have a safe and friendly place to come back to."

Scenario:

Naomi is looking to move into the city and downloads an app to find potential roommates she can get along well with.

User Actions	Awareness	Consideration	Decision	Onboarding	Advocacy
	Naomi searches online to find apps she can download to find roommates in NYC.	Naomi receives a handful of recommendations of apps and downloads a couple of them based on app reviews.	Naomi downloads the roommate app	Naomi navigates to roommate matching tab and swipes for a while	Naomi is matched with someone she really gets along well with and gets in contact with them
  	 Excitement	 Uncertainty, Excitement	 Annoyance, Impatience	 Excitement, Anticipation, Uncertainty	 Joy  Confusion
Pain Points		<ul style="list-style-type: none">"I hope one of these is what I'm looking for"There are so many apps to consider	<ul style="list-style-type: none">"Ughh his is a lot of information I have to fill out. I hope it's worth it in the end"Inputting a lot of information all at once in forms about self and preferences	<ul style="list-style-type: none">"I wonder who I'm going to get matched with! I hope they are what I'm looking for"Don't want to see places out of her budget or personalities that clash with hers	<ul style="list-style-type: none">"Now that I've found possible roommates, what do I do next?"Confusion on how to rent a place, what bills need to be paid etc.
Opportunities	<ul style="list-style-type: none">Social media ads and promotions to advertise app for younger generations	<ul style="list-style-type: none">Name that suggests "roommate finder"Eye-catching and unique logo/name to stand out from competitors in app storeGood app store reviews and ratingsRespond to negative reviews (fix bugs, less annoying ads, etc.)	<ul style="list-style-type: none">Ability to connect to social media accountsAbility to come back to and edit preference optionsMake the forms fun and engagingDon't overload screen with too many questions at onceSkippable questions	<ul style="list-style-type: none">Have filters for price ranges, pet preferences, roommate preference, living habits, sleeping schedules, etc.Easy to see how many common interests other profiles have in common with userAbility to look at other people's social media/profiles and learn more about themAI takes into account the form preferences and provides the best possible matches	<ul style="list-style-type: none">Ability to contact matches on app (messaging, calls, videos)Ability to pay rent and bills on app to extend app's usefulness beyond initial roommate pairingGuides on app to help new adults navigate financials and independent life
KPIs	<ul style="list-style-type: none">Frequency of app's mention on Google	<ul style="list-style-type: none"># of app downloads# of positive and negative reviews	<ul style="list-style-type: none">% of initial form completionAverage form completion time	<ul style="list-style-type: none">Reviews of app's matching accuracyTime users spent swiping for matches	<ul style="list-style-type: none">Time app is installed/in use forFrequency of other resources being used