Case Study

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Part 1: User Research

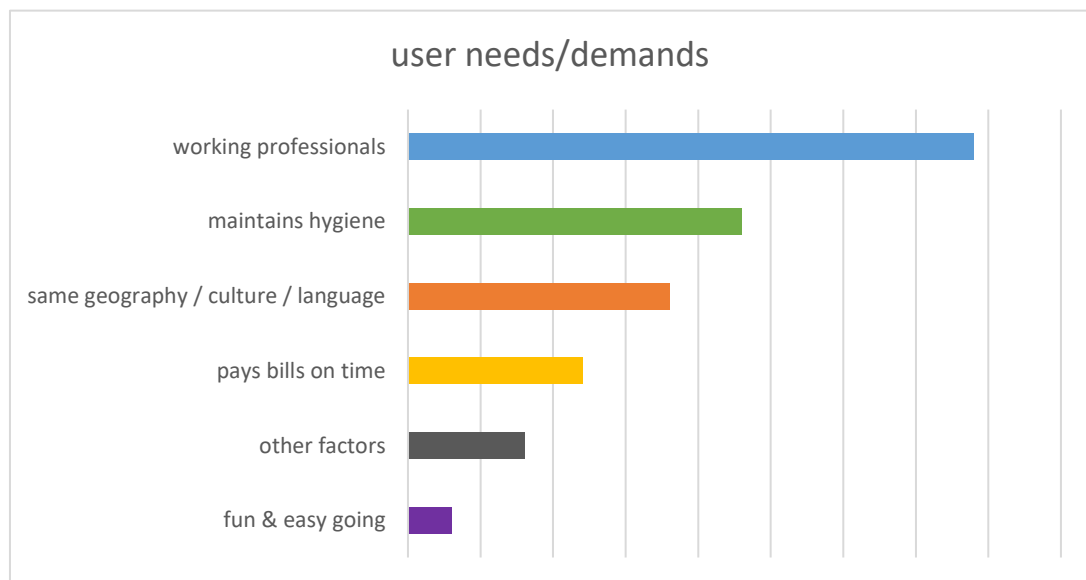| Question 1: Target Audience	Identify the target audience for the roommate/flatmate finding service. (Word limit: 100 words)
Response	*From context given:* *Skilled millennials migrate from city to city for employment.* *For various reasons, these millennials and others seek to live in shared accommodation.* *If I am a PM at a start-up working towards building a platform for roommate/flatmate finding service which matches users seeking roommates and/or shared accommodation.* **Target Audience would be:** - **Un-married** - **Working Professionals** *(skilled)* - **Age group 20 – 39 Years** *(age group of millennials)* - **Migrated to Tier 1 Cities for job**
Question 2: Interview Questionnaire	Prepare an interview questionnaire (write down the questions here) suiting your objectives & hypothesis. (Word limit: 500 words)
	From context given: *This platform aims to become extremely sophisticated,* **_by discovering and matching roommates across various factors and preferences_**, *rather than limit itself to a passive online group or bulletin-board service.* Objective: To understand user personality, needs, goals, pain-points, and motivations involved in **searching a roommate/flatmate** and derive helpful insights to build a sophisticated platform that helps users find roommate/flatmate based on various factors and preferences. Hypothesis: 1. Majority of users prefer to offer space to a working professional compared to a student or a jobseeker. 2. Users have an inherent partiality towards people hailing from same geography/culture or speak same native language. 3. Users are conscious about maintaining cleanliness and hygiene. 4. Resources exploitation is not expected from roommates/flatmates.

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Response	1	What is your name?
	2	How old are you?
	3	What is your work experience?
	4	Could you please let us know about your annual salary from the following range?
	5	Where are you from actually?
	6	What languages are you familiar with?
	7	What is your favourite food/cuisine?
	8	Could you please share your current marital/relationship status?
	9	Describe yourself in terms of who you are and what you love to do. Max 5 words.
	10	Could you tell us about your current residential status?
	11	Is that an independent house/apartment/gated community?
	12	Do you live alone or sharing with someone?
	13	As you mentioned you are renting a flat with friends - how big is your flat and how many are sharing it?
	14	Could you please list the amenities at your place?
	15	Could you please list other **amenities** that are currently missing /needed?
	16	Do you have any issues per say at your current residence?
	17	Issues with place? **issues with people?**
	18	Could you please list some of the issues you are facing?
	19	Do you wish to look for a new place?
	20	How'd you go about searching/looking for a new **roommate** considering the problems you've been facing with the people you share the flat currently?
	21	How'd you go about searching/looking for a new **place** considering the problems you've been seeing the problems with people you share the flat with?
	22	What is your choice of preference mobile/lap to do this task?
	23	which mobile device do you use?
	24	What are some of your favourite brands?
	25	Could you please describe about the people with whom you'd like to share a flat with?
	26	Could you please state your gender preferences if you have any?
	27	Could you please state your Smoking and Drinking preferences if you have any?
	28	Could you please state your Food and Cooking preferences if you have any?
	29	Could you please state your timing preferences of coming in or going out if you have any?
	30	Could you please state your views in regard with visitors coming in for your roommate(s)?

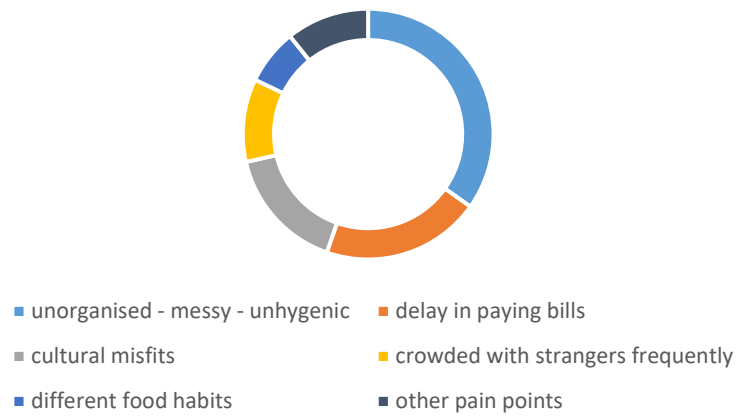| Question 3: Insights from User Research	Analyse the data you gathered from interviews. Draw insights out of the collected data. You can segregate your insights basis the objectives of conducting user research: users pain points, motivations, personality, goals, demographics. (Word Limit: 600 Words)

Response	**Our Objective successful:** To understand user personality, needs, goals, pain-points, and motivations involved in searching a roommate/flatmate and derive helpful insights to build a sophisticated platform that helps users find roommate/flatmate based on various factors and preferences.
	
	We were able to get valuable responses from the set of questions and that helped to fulfil the objective and Key Points to help build persona are the insights that are drawn from the data collected.
	
	Validation of the interview hypothesis:
	
	Hypothesis 1:
	Majority of users prefer to offer space to a working professional compared to a student or a jobseeker.
	
	It was clear to us that many of the interviewees prefer to stay with working professionals for various reasons.
	   - **A working person would be more reliable to expect to pay bills**
	   - **Understanding level and maturity**
	   - **Etc.**
	
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	Hypothesis 2:
	Users have an inherent partiality towards people hailing from same geography/culture or speak same native language.
	
	Though there is no hard resistance to share a room with anybody but there is an inherent partiality and users prefer to avoid any cultural misfits.
	
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	Hypothesis 3:
	Users are getting more conscious about maintaining cleanliness and hygiene.
	
	From the responses of our interviews, we understood that due to many reasons and with the ongoing global pandemic people are more aware and making conscious choices into a healthy lifestyle by maintaing cleanliness and hygiene.
	
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	Hypothesis 4:
	Resources exploitation is not expected from roommates/flatmates.
	
	Many of the participants complained about the exploitation of resources by their roommates/flatmates and that is an ongoing trouble which they go through everyday and they expect the new roommate/flatmate does not do that.
	
	We used **Trello** to organise the **insights into various buckets that reflect persona elements**
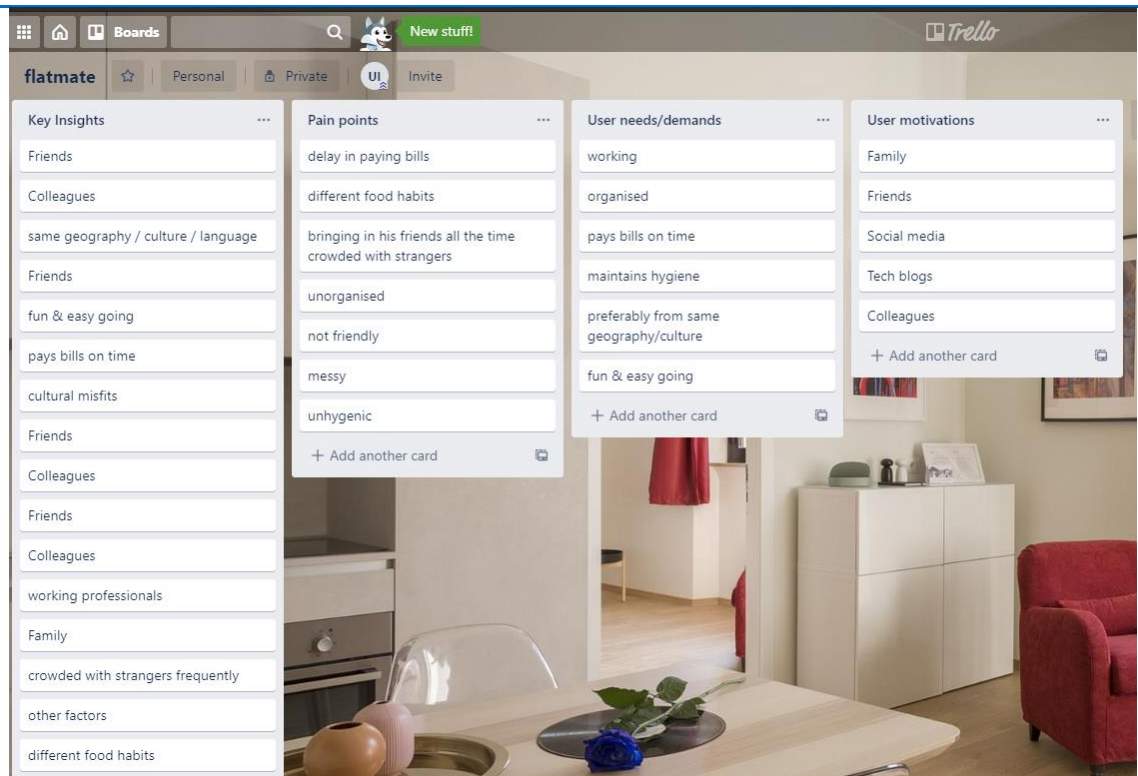
We tried to quantify the qualitative data derived from the telephonic interviews conducted.
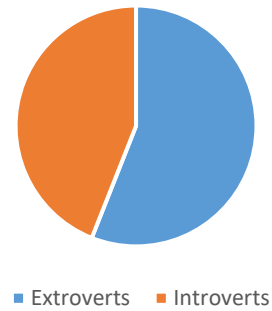
Based on the number of mentions we tried to moderately quantify the results -
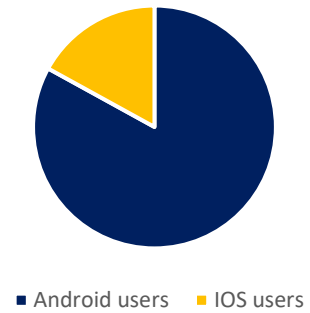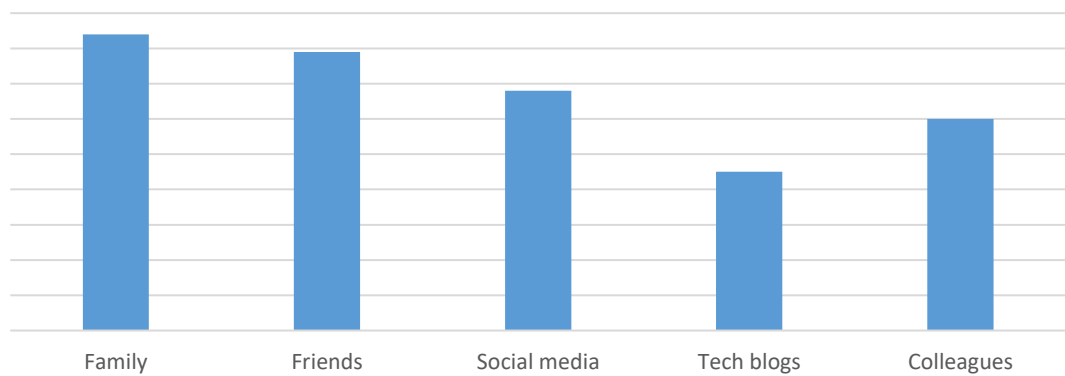Represent the data using visually appelaing and easily understandable charts

user needs/demands

- working professionals
- maintains hygiene
- same geography / culture / language
- pays bills on time
- other factors
- fun & easy going

users pain points

- ■ unorganised - messy - unhygenic
- ■ delay in paying bills
- ■ cultural misfits
- ■ crowded with strangers frequently
- ■ different food habits
- ■ other pain points

user personalities

- ■ Extroverts
- ■ Introverts

user mobile OS

- ■ Android users
- ■ IOS users

user motivations

| Family | Friends | Social media | Tech blogs | Colleagues |

Actionable Insights:

These are the insights to are actionable and help **build a sophisticated platform that helps users find roommate/flatmate based on various factors and preferences.**

1. Build a **user profile** with most valuable information about the **preferences**
    - **personality** – question 25
    - **working / job seeker / student** – *preferences*
    - **food preferences** – *preferences*
    - **hygiene maintenance** – *preferences*
    - **visitors allowed? / frequency?** – *preferences*

    the responses for questions 26, 27, 28, 29 & 30 would be of great value to build a profile
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2. Profile building with **proper attributes and attribute types**

    For e.g.
    Employment status: single-select dropdown field with options like

WORKING
LOOKING FOR A JOB
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3. **Profile to Profile matching**

    For e.g.
    A property "ABC" listing provided with conditions/preferences offering space for 1 person and has mentioned preference only to working people.

    *A user logged on the platform searching for a shared accommodation for 1 person, and the profile of the user has **Employment status**: Working, would be able to see the results listing of property "ABC"*

    This saves time for the user by short listing the valid options to choose from and all avoid unnecessary hassle for the ad poster to deal with people who are not working.
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4. **Curated Results**

    from steps 1, 2 & 3 if we could build this profile-based platform, then the results for a user would be **curated based on his preferences and choices matching** to the ad poster.
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5. **Select – Compare – Choose** *(e.g. as we do on any **e-commerce** site for mobile device comparisons)*

    Out of the curated results, the **ability to view and compare multiple property listings** and get a comparative **analysis of the profiles, preferences, amenities, distance, cost** etc. to help make the user take a better decision in choosing the roommate/flatmate.
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6. **Feature to provide feedback** *(as we use on **Airbnb**)*

    Feedback could be a very **efficient driving mechanism** in this platform where we are trying to build profile centric user matching to help find users ideal roommates/flatmates.

Part 2: Product Artifacts

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

Based on the insights and understanding the user needs, pain points, motivations with the data collected from the interviews, we tried to analyse the personalities of users and their preferences. we came up with the preliminary or basic idea for the platform, on how it is going to be and how we try to implement and work so that it becomes a **sophisticated profile centric roommate match platform**

Having the idea in mind to solve the user pain points and help with user goals we built a primary persona, RAM. He is searching for a flat for himself to share with other people and wants to know more about them before making the decision. Applies the other way too, he wants the ad poster to know about him and match the preferences.

The Primary user persona of RAM detailed with the following elements:

Profile: This section includes the user's age, location, education level, annual income and other demographic and geographic details

Quote: This is a one-liner that sums up what the user would like the product to do

Bio: This section creates a story about what the person does and what he feels would make his life easier

Pain points: This bit contains all the problems the user would like the product to solve

User goals: This section includes the aspirational as well as essential goals that the user would like to achieve through the product
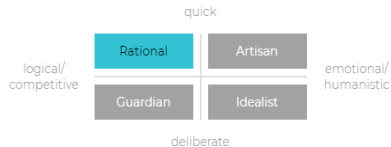
Motivations: This list includes all the factors that would motivate the user to use your product

Personality: This section tells you about the psychology of the user and comes in handy while creating the interaction design or adding/deleting features

Brands: Knowing the type of brands the user likes would help you understand the thought process of your user better

Technology: This section provides information about the devices used by the user, and the software and apps they prefer so that you can make an informed decision about the platform for your product

Primary Persona: **RAM**

NAME: **RAM**		
	MOTIVATIONS - Tech Blogs and Social Media - Family and Friends - Colleagues	**PERSONALITY** Rational Person quick logical/ competitive Rational Artisan emotional/ humanistic Guardian Idealist deliberate
AGE: 25 **LOCATION: Bangalore** **OCCUPATION:** **Software Developer** **MARITAL STATUS: Single** **INCOME: 5 – 10 LPA**	**GOALS** - Detailed information about the roommate in terms of his personality and preferences - Validated listings of verified properties and profiles - Curated results of matching profiles sorted by % match - Ability to interact with Room-seeker/Roommate seeker - Feature to compare the listings based on profile, amenities, ratings & reviews, and cost - Feedback specific to profiles and properties	**TECHNOLOGY** - Prefers Mobile device to go online for mostly everything - Uses Android device packed with high-end specs - Linux Operating system for work
	PAIN POINTS 1. Finding like-minded people to share a flat is difficult online 2. Some flatmates lack responsibility in paying bills on time 3. Cultural misfits with the flatmates 4. Privacy concerns with frequent visitors 5. Unpleasant living with flatmates' unhygienic lifestyle 6. Resources exploitation is intolerable	
	BIO Ram is a software engineer working for a large IT company. He wishes to live by renting into a shared flat/accommodation as he believes it would be cost efficient and would help make new friends. He would be happy if the roommates are like-minded, responsible, and hygienic.	**BRANDS** Linux, Apple, Google, Tesla, Amazon, Facebook
QUOTE: **"***I would like to share a flat with friendly and responsible people in a safe neighbourhood with comfortable accommodation and has solutions to my everyday needs.***"**		

UXPressia to represent our primary persona RAM

NAME
RAM

Quote

" I would like to share a flat with friendly and responsible people in a safe neighborhood with comfortable accommodation and has solutions to my everyday needs. "

Bio

Ram is a software engineer working for a large IT company. He wishes to live by renting into a shared flat/accommodation as he believes it would be cost efficient and also would help make new friends. He would be happy if the roommates are like-minded, responsible and hygienic.

Demographic

♂ Male   25   years

⦿ Bangalore

Single

Software Developer

Engineering Grad

5 - 10 LPA

User Goals

- Detailed information about the roommate in terms of his personality and preferences
- Validated listings of verified properties and profiles
- Curated results of matching profiles sorted by % match
- Ability to interact with Room-seeker/Roommate seeker
- Feature to compare the listings based on profiles, amenities, ratings & reviews, and cost
- To be able to read & provide feedback specific to profiles and properties

Pain points

1. Finding like-minded people to share a flat is difficult online
2. Some flatmates lack responsibility in paying bills on time
3. Cultural misfits with the flatmates
4. Privacy concerns with frequent visitors
5. Unpleasant living with flatmates' unhygienic lifestyle
6. Exploitation of resources is intolerable

Technology

- Prefers Mobile device to go online for mostly everything
- Uses Android device packed with premium specs
- Linux Operating system for work

Brands and Influences

Motivations

Tech blogs and Social media

Family and Friends

Colleagues

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:

(a) Our Persona, RAM is trying to find a shared accommodation and he has some logistical constrains.
(b) Our Persona, RAM is trying to find a shared accommodation and he has preferences
     with respect to Food habits, Timings and Visitors.

User Journey Map 1	
User Goal *This is the end goal the user wants to achieve.*	(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
User Expectations *This element tells you how the user expects each step to take place.*	▪ Discover applications/sites that provide shared accommodations ▪ Select and browse the application ▪ To be able to provide a location and draw / specify geographical radius on a map to find the available shared accommodations ▪ From the list of affordable results, to be able to view and select from options of the amenities available *(multiple select options)* ▪ From these selective results, to be able to know about the available services in the local vicinity ▪ With the final list of accommodations to be able to sort them accordingly by their costs and be able to select the affordable shared accommodation.

Process
 	
*This element provides details about **how** the user does any particular step of the user journey.*
	1. **Sign up** / **Login** to the application
	2. **Update** profile, preferences, limitations etc.
	3. Select an action
	   a. ***Search for a flat / shared accommodation***
	   b. *Post ad listing of available flat / shared accommodation*
	4. **Select** option a.
	5. **Enter** a location *(enter text data or pin on map)*
	6. **Specify** the radius *(e.g. 5KMs)*
	7. **Filter** and select the required amenities
	8. **View** the available services per listing *(e.g. cook/maid, furniture, laundry etc.)*
	9. **Sort** the listing based on the Cost – *'highest to lowest'* or *'lowest to highest'*
	10. **Select** the shared accommodations that satisfies all the logistical constraints
	11. **Interact** with the ad poster and schedule a visit
	12. **Visit** the shared accommodation
	13. Based on the likes and dislikes of the particular property, visit the other selected shared accommodations (from point 9)
	14. optional - Provide feedback on the authenticity of the ad and actuality of the listed amenities and services after visiting

Experience *Through this element, you can learn what the user **feels** while*	▪ The Discovery phase is time consuming to find the ideal application which has user driven features to choose, select and use.

undertaking in any particular step of the journey.	▪ Visiting each selected option and to find out that the property is not up to the mark as per the listing is disappointing. ▪ Validation of amenities and services availability at the property for each is frustrating.
Touchpoints *These could be user **interactions** with products or people while he/she completes any particular step.*	▪ Websites / Apps ▪ Friends
Pain-points *This element lists down the **pain points** faced by the user while undergoing any particular step of the user journey.*	▪ Time consuming in finding the right website / app ▪ Filters are not sufficient to better results ▪ Disappointing when amenities and/ or services are not available ▪ Frustrating when the actual visit proves that ad listing is not genuine
Ideas *This element includes the **inputs** by the user on how he/she feels his/her pain points can be solved.*	1. Incorporate validation process of property w.r.t the amenities & services mentioned on the ad listing. we could use the **feedback of users visited the property, and users from the past** who lived in the property. 2. Make visible of parks, shops, malls, supermarkets, pubs, gyms, etc into the map while the user is selecting the location & radius, also possible ads for some of these that could also be a revenue opportunity. 3. Try the feasibility of building the right **filtering** properties and **sorting** parameters that is hugely demanded by the users

UXPressia to represent journey map of RAM to find a shared accommodation space that satisfies his logistical constraints.

	DISCOVERY	LOCATION	FILTER	SORT	SELECT / SHORTLIST	INTERACT	FEEDBACK
	Discover various websites / apps	Set Location and Radius	Filter based on choices	Based on cost	Shortlist selected few / one	Interact with the ad poster	Provide feedback on the experience
User goals	Ram wants to find a shared accommodation space	which satisfies logistical constraints like proximity to Workplace, Recreation, Utilities	filter based on the amenities like Gym, Swimming Pool, Parking and services like . Cook/Maid, furniture, laundry	sort the results based on the costs	shortlist or select the ad listings	interact with the ad poster	Write feedback
User expectations	Discover applications/sites that provide shared accommodations.	Select and browse the application. To be able to provide a location and draw / specify geographical radius on a map to find the available shared accommodations	From the list of affordable results, to be able to view and select from options of the amenities available (multiple select options) and also be able to know about the available services in the local vicinity	With the final list of accommodations to be able to sort them accordingly by their costs	be able to select the affordable shared accommodation from the shorted list	feature to interact with the ad poster and schedule a visit	Provide feedback on authenticity of the ad and actuality of the listed amenities and services after visiting

Process	1. Sign up / Login to the application
	2. Update profile, preferences, limitations etc.
	3. Select an action
	  a. **Search for a flat / shared accommodation**
	  b. Post ad listing of available flat / shared accommodation
	4. Select **option a.**
		1. Enter a location
		  (enter text data or pin on map)
		2. Specify the radius
		  (e.g. 5KMs)
			1. Filter and View the required amenities
			  (e.g. Gym, Swimming Pool, Parking etc.)
			2. select available services per listing
			  (e.g. cook/maid, furniture, laundry etc.)
				Sort the listing based on the Cost –
				'**highest to lowest**'
				or
				'**lowest to highest**'
					Select the shared accommodations that satisfies all the logistical constraints	Interact with the ad poster and schedule a visit	1. Based on the likes and dislikes of the particular property,
							  visit the other selected shared accommodations also Provide feedback on the authenticity of the ad and actuality of the listed amenities and services after visiting

Experience	boredom	acceptance	joy	acceptance	apprehension	neutral	pensiveness
Touchpoints	• friends • website / apps	• website / app	• website / app	• website / app	• website / app	• website / app	• Ad poster • website / app
Problems	Time consuming	not able to set the radius appropriately	frustrating when filters are not sufficient enough	sort not working	no feature to shortlist	Disappointing	Frustrating
Ideas / Opportunities	Build a "flat and flatmate" service app	map and circle radius visually	appropriate filters and useful number of filters	multiple sort parameters like Cost, Ratings, Proximity, Latest etc.	feature to shortlist and select	internal chat module	Qualitative Feedback on every aspect of ad listing

User Journey Map 2	
User Goal *This is the end goal the user wants to achieve.*	(b) Find roommates with whom I share preferences in terms of: • Food habit • Timings • Visitors
User Expectations *This element tells you how the user **expects** each step to take place.*	▪ Discover applications/sites that provide shared accommodations (or) ▪ Discover applications/sites where I can post an ad 'looking for a roommate' ▪ Select and browse the application ▪ To be able to find roommates based on the preference of similar **food habits** ▪ Users who are willing to adhere to the **Time constrains** that may be set by landlord / property / society / gated community etc. ▪ Users who are willing to adhere to the **Visitor limitations** that may be set by landlord / property / society / gated community etc.

Process
 	
*This element provides details about **how** the user does any particular step of the user journey.*
	1. **Sign up** / **Login** to the application
	2. **Update** profile, preferences, limitations etc.
	3. Select an action
	   a. *Search for a flat / shared accommodation*
	   b. *Post ad listing of available flat / shared accommodation*
	4. After short-listing the properties, open each ad listing
	5. Read the profile of the user
	6. Read the limitations / policies for time and visitors
	7. Interact with the other party
	8. Visit the property
	9. Provide feedback on the experience

Experience *Through this element, you can learn what the user **feels** while undertaking in any particular step of the journey.*	▪ Preference matches are mostly from family, friends & colleagues ▪ The user matching profiles are hard to find online ▪ Not many ads / uers mention the time constrains and that is something that are bound to individual's work / lifestyle and finding a match is distressing ▪ Unyielding results when it comes to Visitor limitations that address the privacy concerns
Touchpoints *These could be user **interactions** with products or people while he/she completes any particular step.*	▪ Family, Friends, & Colleagues ▪ Websites / Apps
Pain-points *This element lists down the **pain points** faced by the user while*	▪ Distressing when no results are found with specified preferences ▪ frustrating users are not willing to accept to preferred timings

undergoing any particular step of the user journey.	▪ Hard to find users with same preference criteria
Ideas *This element includes the **inputs** by the user on how he/she feels his/her pain points can be solved.*	1. To build a sophisticated platform that helps users find roommate/flatmate based on various factors and **preferences**. 2. It has to be **profile centric roommate match platform**

UXPressia to represent journey map of RAM to find roommates with whom he could share preferences in terms of: Food habit, Timings & Visitors

	DISCOVERY	LOCATION AND PROPERTY DE	PROFILE AND PREFERENCES	SELECT / SHORTLIST	INTERACT	FEEDBACK
	Discover various websites / apps	Set Location and Radius	Set preferences	Shortlist selected few / one	Interact with the ad poster	provide feedback
User goals	Ram wants to find a shared accommodation space	Location is the first thing to set for searching a flat/flatmate	Preferences in terms of: Food habit, Timings & Visitors	shortlist or select the ad listings	interact with the ad poster	write specific feedback
User expectations	Discover applications/sites that provide shared accommodations.	Select and browse the application. To be able to find a flat/ flatmate shared accommodation	To find a flatmate with whom he could share preferences in terms of: Food habit, Timings & Visitors	be able to select the affordable shared accommodation from the shorted list	feature to interact with the ad poster and schedule a visit	Profile specific and preferences specific feedback

Process	1. Sign up / Login to the application
	2. Update profile, preferences, limitations etc.
	3. Select an action
	  a. Search for a flat / shared accommodation
	  b. Post ad listing of available flat / shared accommodation
		Enter a location to search
		(or)
		Enter property details to post an ad
			1. Read the profile of the user
			2. Read the limitations / policies for time and visitors
			3. Get to know the match criteria
				Select the shared accommodations that matches the preferences in terms of: Food habit, Timings & Visitors	Interact with the ad poster and schedule a visit	

Experience	boredom	acceptance	sadness	apprehension	neutral	neutral
Touchpoints	• friends • website / apps	• website / app	• website / app	• website / app	• website / app	• website / app
Problems	Time consuming	not able to update the property details	Not many users fit into the matching criteria of preferences is frustrating	no feature to shortlist	Disappointing	Not available
Ideas / Opportunities	Build a "flat and flatmate" service app	map and circle radius visually	profile centric roommate match platform	feature to shortlist and select	internal chat module	Feedback could help users better understand from the both parties

Thank You!