

Case Study

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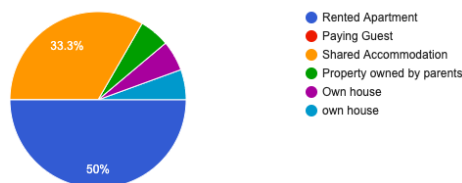
Submission Date: 07 Jan 2020

Part 1: User Research

Question 1: Target Audience	Identify the target audience for the roommate/flatmate finding service. (Word limit: 100 words)
Response	<p>Students who migrate from city to city for graduate and PG (non-residential programs) with no income.</p> <p>&</p> <p>Working Professionals (unmarried, young) or people who are locals but stay away from their workplaces</p>
Question 2: Interview Questionnaire	Prepare an interview questionnaire (write down the questions here) suiting your objectives & hypothesis. (Word limit: 500 words)
Response	<p>Objectives:</p> <ol style="list-style-type: none"> 1) To understand what kind of people rent flats in the city. 2) To understand what kind of items would users want to share 3) To understand the pain points and openness to sharing a flat/room. 4) To understand the kind of features they like in any app offering the flatmate options. <p>Hypothesis:</p> <ol style="list-style-type: none"> 1) People who are fresher's/just started working wants to rent shared accommodation. 2) people want to share accommodation at a lower cost. 3) People are willing to share while living in a shared accommodation. 4) People find it difficult to find shared accommodation. 5) Women don't prefer to share accommodation as much as men do. 6) Building a mobile app to find a roommate or shared accommodation will make people's life easier.

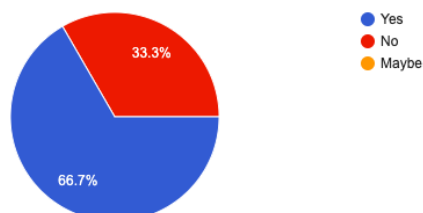
	<p>Questions:</p> <ol style="list-style-type: none"> 1. Hello there, tell us about yourself ? 2. Where you currently put up and how do you put up? 3. What is your Educational background? 4. How do you put up right now? 5. What do you feel about sharing your accommodation with other people? Do you have any preferences? 6. While finding an accommodation for yourself what kind of issues did you face? 7. If there is a mobile app, which would help you find flatmates based on your requirements, what would you like the app to offer you to make it easy to search? Any suggestions? 8. How many people are you willing to share your accommodation with and under what conditions? 9. What difficulties do you face while sharing an accommodation with someone? like Payment? Food? 10. What all do you prefer to be shared as add-ons while sharing an accommodation? 11. Do you prefer your roommates to be on the same profession like yours or are you open? 12. What's your mobile OS?
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)
	<p>Hypothesis:</p> <ol style="list-style-type: none"> 1) People who are fresher's/just started working wants to rent shared accommodation. <p>- out of 83 % of the people who rent a flat, 33% share accommodation and are working professional (who are fresher or with max 5 years of work experience).Hence the hypothesis holds true.</p>

Response



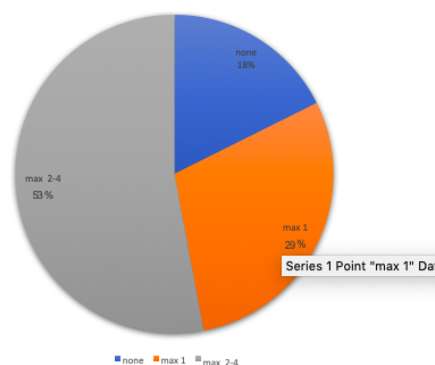
2) People want to share accommodation at a lower cost.

- 66.7 % of people would like to share accommodation to lower down the spending.



3) People are willing to share their things while living in a shared accommodation.

- 53% of the people who are ready to share accommodation with 3 to 4 people are ready to share their selective belongings with their flatmates like furniture and kitchen utilities.



4) People find it difficult to find shared accommodation.

- out of 19 people 15 people find it difficult to find an accommodation.

5) Women don't prefer to share accommodation as much as men do.

- Out of 19 people we interviewed 6 are females, 4 prefer to share accommodation. Hypothesis invalid.

Other Insights

	<ul style="list-style-type: none"> - People who rent via app are mostly residing in the major Metropolitan cities - Pain points : <ol style="list-style-type: none"> 1. Security deposits 2. High rents 3. Locality 4. Compatibility with roommates 5. Convincing owner (single guys or girls) - 33% of people prefer their flatmates with same profession. <p>Conclusion (Optional):</p> <p>Objective 1: To understand what kind of people rent flats in the city.</p> <ol style="list-style-type: none"> a. People who migrate from one city to another for work b. Who migrate for studies or internship. <p>Objective 2: To understand what kind of items would users want to share.</p> <ol style="list-style-type: none"> a. People would like to share kitchen utilities, furniture like sofa etc, also would be ok to share food etc, fridge washing machine. <p>Objective 3: To understand the pain points and openness to sharing a flat/room.</p> <ol style="list-style-type: none"> a. People are very much open with the idea of sharing their accommodation to reduce the spending. b. Also to make new friends c. 33 % of them would like to have the people from the same profession. <p>Pain Points: Major points</p> <ol style="list-style-type: none"> a. Owner willingness to rent to bachelors b. The water and furniture availability c. Security deposits d. Rents in certain cases e. Flatmate of their choice and preference. <p>Objective 4: To understand the kind of features they like in any app offering the flatmate options.</p> <ol style="list-style-type: none"> a. User friendly interface b. Images of the flat c. Maid facility d. Filters e. Price transparency
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Part 2: Product Artifacts

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

Response:

NAME:	Working Raj	
AGE: 28 LOCATION: Whitefield, Bengaluru OCCUPATION: IT/ITES/Tech MARITAL STATUS: Single INCOME: Rs. 800000	MOTIVATIONS Influencers are Real Estate Websites / User Reviews Coliving apps / Customer Reviews Coworkers Family	PERSONALITY Introvert Highly Analytical Great Technical skills
	GOALS <ul style="list-style-type: none"> ● To find a well reasonably priced and comfortable furnished accommodation ● To find an accommodation conveniently connected to the workplace ● To make the search as convenient as possible ● To find accommodating and understanding room/flat mates ● To have a transparent move in charges/ monthly rental breakup ● To find an accommodation with good food options 	TECHNOLOGY Android Websites

	<p>PAIN POINTS</p> <ul style="list-style-type: none"> ● High Move in cost, less flexibility to switch accommodations ● Availability of quality food options ● Less or non-transparent rental / other payment structure ● Incomplete or wrong description of accommodation amenities / condition ● Concerns about flatmates ● Difficulty in searching for the accommodation through brokers and high brokerage ● Inadequacy and non-timely Maintenance ● Poor connectivity to office ● Availability of amenities such as Wi-Fi / cable TV / washing machine etc ● Difficult to convince owners to rent being a single guy 	
	<p>BIO</p> <p>Raj is a techie working for a large multinational often pulling in late hours, he is new to the city and wants to find a comfortable and conveniently located accommodation that he can share</p>	<p>BRANDS</p> <p>Google</p> <p>Samsung</p>

	with room/flatmates to cut down on costs, he is great working with technology.	
QUOTE: ""	"I would like to have a convenient way to search for a comfortable, and conveniently located accommodation that I can share"	

Part 2: Product Artifacts

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

Response:

NAME:	Partying Riya	
AGE: 25 LOCATION: Gachibowli, Hyderabad OCCUPATION: Management MARITAL STATUS: Single INCOME: Rs. 1400000	MOTIVATIONS Influencers are online PG/ Flatmate communities Coliving apps / Customer Reviews Coworkers Friends	PERSONALITY Extrovert Analytical Comfortable with Technology
	GOALS <ul style="list-style-type: none"> To find a reasonably priced and comfortable furnished accommodation To find an accommodation that one can swiftly move in 	TECHNOLOGY iOS

	<p>with lower setup / move in charges</p> <ul style="list-style-type: none"> • To find an accommodation conveniently connected to the workplace and other lifestyle amenities • To make the search as convenient as possible • To find accommodating and understanding room/flat mates • To have a transparent move in charges/ monthly rental breakup • To find an accommodation with good food options 	
	<p>PAIN POINTS</p> <ul style="list-style-type: none"> • High Move in cost, less flexibility to switch accommodations • Longer than desirable move in time • Arranging furniture for shared spaces • Availability of quality food options • Less or non-transparent rental / other payment structure • Incomplete or wrong description of accommodation amenities / condition • Concerns about flatmates 	

	<ul style="list-style-type: none"> ● Difficulty in searching for the accommodation through brokers and high brokerage ● Payment mode issues / digital payments required ● Inadequacy and non-timely Maintenance ● Poor connectivity to office and other places of interest ● Location not great (Lifestyle options and other places of interest) ● Availability of amenities such as Wi-Fi / cable TV / washing machine etc ● Nosey owners ● Privacy concerns 	
	BIO Riya is a manager with a large multinational, she is new to the city and wants to find a comfortable and conveniently located accommodation that she can share with room/flatmates to cut down on costs, she is comfortable with technology and wants to have digital payment options, she wants accommodation closer to office and cool hangout places with less interfering home owners	BRANDS Google Apple
QUOTE: ""	"I would like to have an app that makes my shared accommodation search easy, also I want the option to manage the accommodation through the app itself to avoid nosey owners"	

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	Able to find accommodation on share basis from a website or mobile app which has search filters based on location in addition to listing amenities available with pricing
Process	<p>Words of mouth -> Friends and Family</p> <p>Ads -> Online Ads, Social Ads, Newspaper Ads</p> <p>Search -> Google, Blogs, Websites</p>

Experience	<p>Not much information available about the amenities</p> <p>Not sure about the distance from workplace</p> <p>Takes time for scheduling visits</p> <p>No idea about support ecosystems like maid</p>
Touchpoints	<p>Classifieds/real estate website</p> <p>Google search</p> <p>Social media search</p> <p>Referral from family & friends</p>
Pain-points	<p>Questions about the cost</p> <p>Brokers involvement</p> <p>House owner does not share much information</p>
Ideas	<p>Provide a listing based on users current location or search location with a distance filter</p> <p>List details like amenities available on a particular property</p> <p>Provide cost information upfront including security deposit and negotiations if available</p> <p>Provide details about add-on facilities available eg: maid</p>

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	<p>Search and stay with a roommate who has the same preference in food habit, timings & visitors I like.</p>
Process	<p>Words of mouth -> Friends and Family</p> <p>Ads -> Online Ads, Social Ads, Newspaper Ads</p> <p>Search -> Google, Blogs, Websites</p>
Experience	<p>No information available regarding the food habit of roommates</p> <p>Not sure about the preference of roommates with regards to visitors at home or regarding the odd shift timings</p>

Touchpoints	Referral from family, friends & colleagues Classifieds/real estate website Google search Social media search
Pain-points	fear of dealing with roommates having different food preference. What if my roommates prefers more privacy and not encourage the other roommates on their shift based work timing May be visitors are ok of same gender and not the opposite?
Ideas	Provide search filter to list roommates with their food & visitor preferences Provide details about in - out timings preferred by the roommate & owner and allow direct chat with roommate to talk on their preferences.

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