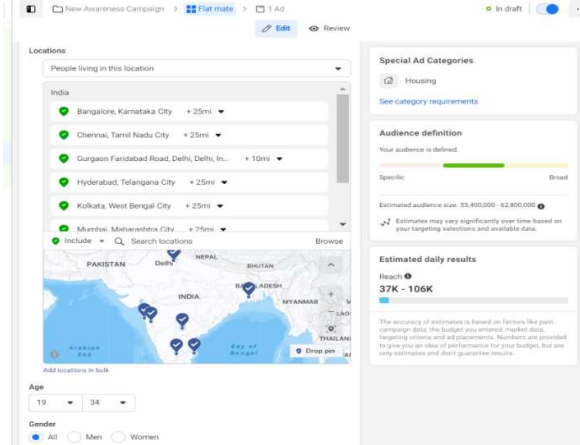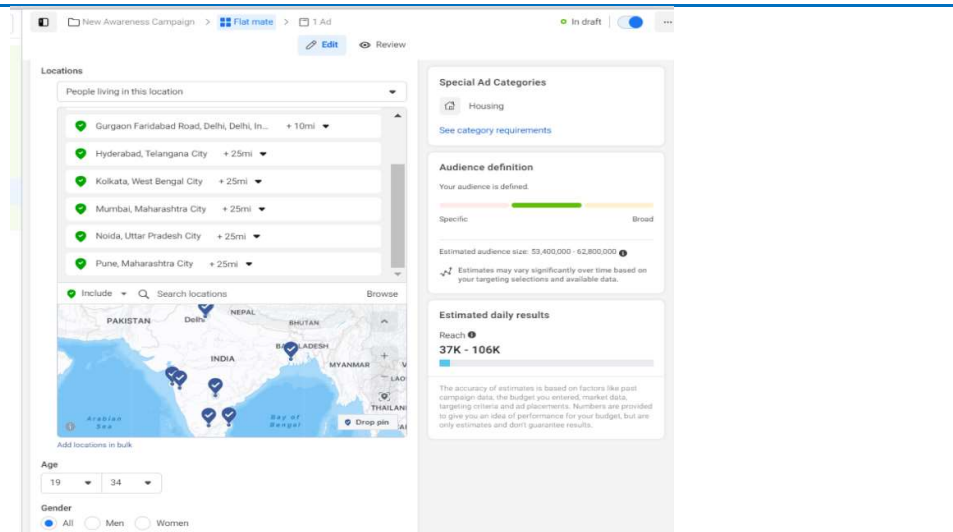# Case Study

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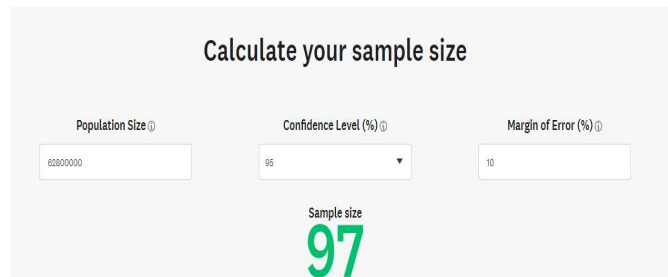
Submission Date: 18-10-2022

Part 1: User Research

Question 1: Target Audience	Identify the target audience for the roommate/flatmate finding service. (Word limit: 100 words)
Response	For our target audience we considered people from Metro Cities like Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, Noida & Pune. To understand our target audience, we used Facebook Ad Campaign and the estimated audience size is in the range of 53,400,000 **to 62,800,000**

Sample size (Survey monkey)

Calculate your sample size

Population Size ⓘ	Confidence Level (%) ⓘ	Margin of Error (%) ⓘ
62800000	95 ▾	10

Sample size
97

Now to find the number of people to be surveyed, we have used the below calculation method.

Let A = The total number of people we have to survey

Response Rate is 10%

Response Rate * Total number of people to survey = Sample size

Sample Size = 97 and
Response Rate = 10%

10% of A =97

So, A = 970.

Target number of people to be surveyed = (10 *970)/97 = 100

For the required target of 10 responses, we need to survey 100 people

Question 2: Interview Questionnaire	Prepare an interview questionnaire (write down the questions here) suiting your objectives & hypothesis. (Word limit: 500 words)
Response	**Objectives:** 1.To understand the user's motivation and pain points while looking for shared accommodation. 2.To understand the various methods used in searching flats. **Hypothesis:** 1.Tenant's primary motivation for shared accommodation will be if they have to pay lesser rent, less boring time, ample natural light and not a dark room. 2.Most of the tenant's face problems with higher rent, cleanliness, late night disturbances 3.Tenants will require rental agreement which will be a primary requirement, along with parking facilities, lesser security deposits **Interview Questions** 1. What is your gender? 2. What is your age? 3. Where do you stay? 4. Whom are you living with? 5. What is your profession? 6. What is your salary? 7. How do you spend time online? 8. What technology do you use mostly? 9. What apps you use more? 10. Would you consider sharing accommodation? 11. What are you looking for a room/flat mate? 12. If yes, what motivates you to share a room/flat? 13. Which device you like to use for searching room/flat mate? 14. How do you search roommates/flatmates? 15. Whom would you prefer to share your room? 16. What are the challenges to share the room/flat? 17. What is your room preference in flat? 18. What will be your choice of preference for a room/flat mate? 19. How much rent can you afford? 20. Do you prefer to share essential services in flat?

	21. What amenities will you like to have? 22. Are you interested in PG? 23. Any Suggestions?
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	We conducted 19 interviews among them we have chosen 13 insights who provided the relevant data to correlate and helped us with the research. **Pain Points/Challenges:**

1. Cleanliness and maintenance	8. Payment concerns
2. Rental Cost	9. Visitors staying late and causing disturbance
3. Landlords asking for heavy security deposit.	10. No power backup
4. Flat size and Rooms	11. Locking doors without intimation/lack of communication
5. Late night disturbance	12. Dark Rooms with little sunlight
6. Replacing the flat mate	13. Poor network in flats
7. Fake calls to share the room	

For most people the *unclean and not so well-maintained is a pain-point, followed by payment concerns and late night disturbance.*

What are the pain points/challenges to share the room/flat?
13 responses

Cleanliness and maintenance	11 (84.6%)
Efficient communications	2 (15.4%)
Payment concerns	9 (69.2%)
Late night disturbance	7 (53.8%)
Replacing the flat mate	2 (15.4%)
Flat size and Rooms	4 (30.8%)
No Individual room in a Flat	2 (15.4%)
Fake calls to share the room	2 (15.4%)
Filter options to select room mate	1 (7.7%)

0.0   2.5   5.0   7.5   10.0   12.5

Motivations/Goals:

1. To have a well-mannered roommate/flatmate.
2. To stay in a good locality near to super-markets, malls, places of worship, park for morning/evening walk.
3. Lesser cost of rent and security deposits.
4. To have good amenities like cook/maid, gyms, power backups.

Of the people we interviewed cost of living and sharing one's thought and happiness is their primary motivation. Also, people want to stay with working professional

What motivates you to share a room/flat?
13 responses

Cost of living	12 (92.3%)
No boring time	6 (46.2%)
Sharing thoughts and happiness	7 (53.8%)
Increasing Friends channel	5 (38.5%)
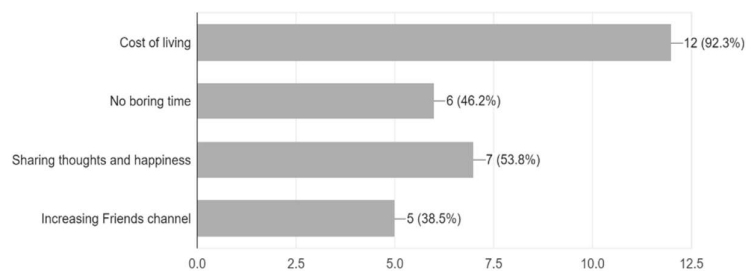
Whom would you prefer to share your room?
13 responses

- Working Professional
- Students
- Opposite Gender

69.2%
23.1%

What will be your choice of preference for a room/flat mate?

Vegetarian	2
Same Gender	1
Non Vegetarian	2
No Smoking & Drinking	5
Friend	9
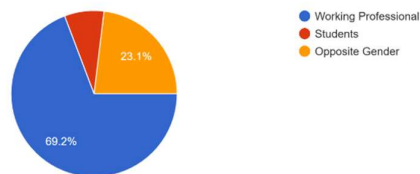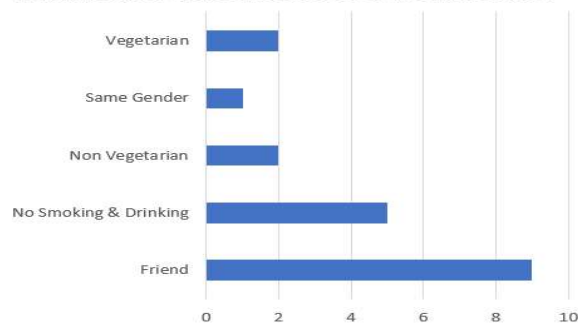
While choosing for essential services that people need, most people selected to have furniture, rental agreement and good internet services. Also, they need good parking space, power-backup and fridge.

Do you prefer essential services in flat to share
13 responses

Service	Count
Home Sanitization	7 (53.8%)
Furniture / Furniture for rent	11 (84.6%)
Rent Agreement & Receipts	12 (92.3%)
Vehicle parking	8 (61.5%)
Internet Services	11 (84.6%)
Security Deposit	4 (30.8%)
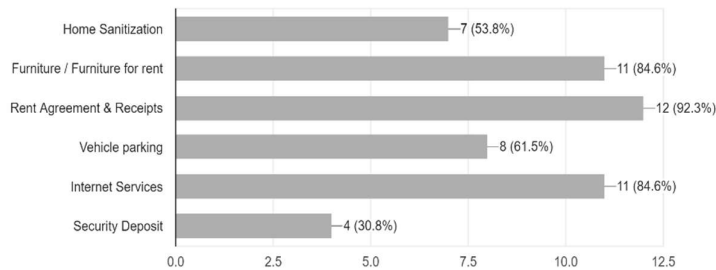
What amenities you like to have ?
13 responses

Amenity	Count
TV	7 (53.8%)
Fridge	11 (84.6%)
Kitchen	8 (61.5%)
Internet	10 (76.9%)
AC	9 (69.2%)
Power backup	10 (76.9%)
Cook	3 (23.1%)
Parking	8 (61.5%)
Laundry	4 (30.8%)
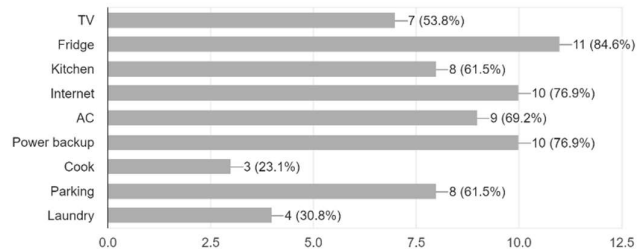
Demographics

Of the 13 people we interviewed 84.6% people were men and 15.4% were women and 77% of people stay in Tier-1 and Tier-2 cities, like Delhi, Bangalore and Hyderabad. The age group was mostly in the range of 53.8% between the age of 25 to 31.

The interviewers 84.6% of them stay with families post the pandemic, 15.4% stay with friends.

76.9% of the people are working professional and 15.4% of them are students and 7.7% are self-employed.

46.2% of the interviewees, are looking into rent within the range of Rs 5K to 10K and 38.5% of them can afford between the range of Rs 10K to 15K

What is your gender?
13 responses

- Male
- Female
- Prefer Not to say

84.6%
15.4%

What is your age?
13 responses

- 18-24
- 25-31
- 32-38
- 39+

23.1%
53.8%
15.4%

Where do you stay?
13 responses

- Mumbai
- Delhi
- Hyderabad
- Bangalore
- Noida
- Dehradun
- Noida

23.1%
7.7%
30.8%
23.1%

Whom are you living with?
13 responses

- Family
- Friends
- Single

84.6%
15.4%

What is your profession ?
13 responses

- Working Employee
- Student
- Self employee

76.9%
15.4%
7.7%

Rent affordable range
13 responses

- Less than 5K
- 5k-10k
- 10k-15k
- 15k above

38.5%
46.2%
15.4%

Part 2: Product Artifacts

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

Response:

NAME: SHILPA		
AGE: 27 **LOCATION**: Bangalore **OCCUPATION:** AI Engineer **MARITAL STATUS:** Single **INCOME:** 7 lakhs	**MOTIVATIONS** • Cost of living • No boring time • Good company • To have a well-mannered roommate /flatmate • Increasing friends channel	**PERSONALITY - *Entertainer*** • Extroverted • Feeling • Outspoken • Passionate • Spontaneous
	GOALS • To have a like-minded flatmate • To find a space near malls & markets • Have good amenities like a cook/maid, gyms, and power backups • Expects privacy with her personal belongings	**TECHNOLOGY** • Smartphone • Laptop • Smart TV • Tablets

	PAIN POINTS	
	- Cleanliness and maintenance - Higher rental costs & security deposits - No power backup - Late night disturbance - Restrictions on guest visiting - Poor network	
QUOTE: "Live for each second without hesitation."	**BIO** Shilpa is a seasoned AI Engineer working in Bangalore. She is an entertainer who can be found spontaneously breaking into song and dance and getting caught up in the excitement of the moment, and wanting everyone else to feel that way too. She is looking for a flat with no boring times, to have a good company and decent amenities.	**BRANDS** - Google - Instagram - YouTube - Amazon

Shilpa

Outspoken | Spontaneous | Passionate

Goals
- To have like minded flatmate
- To find a space near malls & markets
- Have good amenities like a cook/maid, gyms, and power backups
- Expects privacy with her personal belongings

Pain points
- Cleanliness and maintenance
- Higher rental costs & security deposits
- No power backup
- Late night disturbance
- Restrictions on guest visiting
- Poor network

"Live for each second without hesitation."

Age: **27**
Work: **AI Engineer**
Family: **Single**
Location: **Bangalore**

Personality
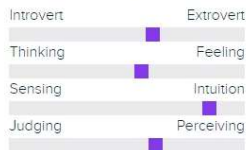
Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio
Shilpa is a seasoned AI Engineer working in Bangalore.
She is an entertainer who can be found spontaneously breaking into song and dance and getting caught up in the excitement of the moment, and wanting everyone else to feel that way too.

She is looking for a flat with no boring times, to have a good company and decent amenities.

Motivation
- Cost Of living
- No boring time
- Good Company
- To have a well mannered roommate/flatmate
- Increasing friends channel

Technology
- Smartphone
- Laptop
- Smart TV
- Tablets

Top 4 apps
G | Instagram | amazon | YouTube
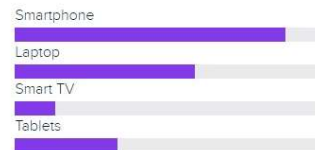
Questions 5: Create a user journey map for the given user goals:

(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	(a) Find a shared accommodation space that satisfies my logistical constraints • Proximity to workplace, recreation facilities, utilities • Amenities e.g. gym, swimming pool, parking • Support ecosystem e.g. cook/maid, furniture, laundry etc • Cost of living.
User Expectations	I want an accommodation near to my work place, with good connectivity of transport facilities and good affordable amenities.
Process	Approaching brokers for rental apartments and paying brokerage. Using facebook pages & chatting with friends for searching the flats.
Experience	User experiences delay when approaching brokers and brokers didn't have correct information on the availability of flats for rental. Customer had to visit site multiple time which is time consuming process.
Touchpoints	1. Facebook pages, WhatsApp & Telegram groups 2. Friends & relatives 3. Brokers
Pain-points	• Cleanliness and maintenance • Higher rental costs & security deposits • No power backup & poor network

	• No good maids and cooks • More travel time to work & connectivity issues
Ideas	To create an application/platform where customers can find their ideal home/flats Application/platform with following options: • Search as guest or Login as Flat rental seekers/Flat owners • Customer secure login with mobile number • Flat owners secure login with mobile number and will provide flat details for rental • Filter by price tag from low to high with location • Select a predefined security deposit with an uploaded agreement • Filter option with verified cooks and maids • Filter options with amenities, locality, essential services. • Filter flats with availability date & future date. • 24x7 Customer care support over chat. • Option to create rental agreement

	User Journey Map 2
User Goal	(b) Find roommates with whom I share preferences in terms of: • Food habit • Timings • Visitors
User Expectations	Roommate with similar eating habits and work/office timings. The roommate should allow visitors and not have any issues with visitors.
Process	Reaching friends to find a roommate. Using Facebook pages & chatting with friends for searching the room mates.
Experience	Not able to find the same age and gender roommates with eating habits. No respect for timings. Fraud room mates with security and trust worthiness.
Touchpoints	1. Facebook pages, WhatsApp & Telegram groups 2. Friends & relatives
Pain-points	1. Security issue with fraud roommates 2. Timings & late nights 3. Different food habits & having palette restrictions 4. Too many visitors & visitors having access to personal information
Ideas	Application/platform where customers can find their room mates • Customers secure login with mobile number • Customer profile page with his preference, food personality and chat option to communicate

	• Filter options to have age, gender, occupation and category
	• Filter by food preferences
	• Filter roommate with work/office time
	• Filter and Upload Roommate/ Visitor submission of ID proof & capture a photo

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