

Case Study

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Submission Date: 19th August

Part 1: User Research

Question 1: Target Audience	Identify the target audience for the roommate/flatmate finding service. (Word limit: 100 words)
Response	The target group is young male and female, who are mostly unmarried, in the age group 20-30 and living in Tier1 cities. They do not belong to these cities and are living here due to their professional commitments. They are willing to share accommodation to reduce living expenses and avoid boredom. They are tech savvy, price sensitive and are heavy smartphone users.
Question 2: Interview Questionnaire	Prepare an interview questionnaire (write down the questions here) suiting your objectives & hypothesis. (Word limit: 500 words)
Response	<ol style="list-style-type: none"> 1. Have you ever shared accommodation in a rented flat/house? 2. What best describes your current accommodation? 3. How frequently do you relocate to a new house 4. What is your preferred accommodation type? 5. What is your preferred choice of accommodation if you opt for rent? 6. How is your experience of living in rented or shared accommodation (current or last)? 7. What are the factors important for you to consider for rented/shared accommodation? 8. What is your preferred medium for searching rented/shared accommodation?

9. What are the parameters you would consider for selecting rented/shared accommodation?

10. What is your location preference?

11. What are the qualities you look for a roommate/flatmate?

12. What are the issues/challenges have you faced with a roommate/flatmate while sharing accommodation?

13. How much rent are you willing to pay per month if sharing a room?
(Options were provided in range)

14. How much rent are you willing to pay per month if sharing a flat/house?
(Options were provided in range)

15. What are the issues/challenges did you face while using the service such as Nestaway/flat and flatmates etc?

16. How has your experience of using the services of Nestaway/Flats and Flatmates/nobroker.com etc been (if used any of these services)?

17. On a scale of 1 to 5 rate how tech-savvy(ability to order something online/use features of mobile and computer easily) do you consider yourself (with 1 being the least and 5 being the highest)?

18. On a scale of 1-5 Rate with whom are you willing or are comfortable to share an accommodation

- Friends
- Friends of Friends
- Far off relatives
- Family members
- Complete strangers

19. Are you comfortable to share accommodation with strangers if you do not find a person whom you prefer to share accommodation with?

Personal Information (All questions in this segment were asked after informing the interviewee that they had an option to skip any of the question if they did not feel like answering)

20. Which city do you currently live in?

21. What age group do you belong to? (Options were provided in range which were equally spaced from 18+ to 30+)

22. Gender?

23. What is your marital status

	<p>24. What is your occupation</p> <p>25. What is your annual salary range. (Range was provided from 3 lakhs to 18 lakhs+)</p> <p>26. Which mobile device do you use?</p> <p>27. Which mobile apps do you use regularly?</p>
<p>Question 3: Insights from User Research</p>	<p>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>
<p>Response</p>	<p>Hypothesis:</p> <p>1: Most unmarried young professionals in the age group of 20 - 30 years and working in tier -1 cities prefer living in shared accommodation to reduce living expenses.</p> <p>2: Some people feel living alone is boring and to tackle the boredom they are open to go for shared accommodation.</p> <p>3: Majority of them share accommodation with friends/family members or someone they already know. They share accommodation with complete strangers only if they find nobody related to them in any capacity to stay with.</p> <p>Number of interviews conducted=14</p> <p>Observations:</p> <p>Of the total response recorded</p> <ol style="list-style-type: none"> 1. 71.4% are male and 28.6% female. 2. 85.7% belong to the age group 23-30. 3. Everybody is unmarried and is a working professional. 4. 78.5% of them live in Tier 1 Cities. 5. 71.4% of them are sharing accommodation with friends/family/strangers. <ul style="list-style-type: none"> • 64.2% of the total people interviewed preferred to have a single room for themselves in a rented house/flat, which can guarantee them their privacy while sharing accommodation. <p>Factors that prompt people to opt for sharing an accommodation</p> <ul style="list-style-type: none"> • 92.8% of the people we interviewed share accommodation and feel most of the other people share accommodation to reduce living expenses, this validates our Hypothesis 1.

- 64.2% of them feel sharing accommodation helps them to tackle boredom, **this validates our Hypothesis 2.**

Preferred medium for searching rented/shared accommodation.

- 78.57% of the people we interviewed claim to prefer websites and mobile apps of services like Nestaway/nobroker/quikr etc. as their 1st choice for flat/house/flatmate hunting.
- Facebook groups like flat and flatmates etc. came out to be the 2nd most preferred option with 50% votes.

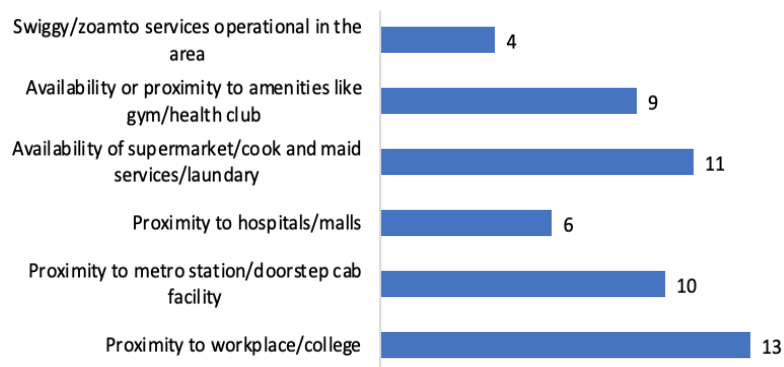
Important parameters to consider before selecting a place to share accommodation.

- 85.7% people felt 24*7 power, water supply along with lift services as a major factor which influences their decision.
- 78.57% people feel condition of the house is important
- 71.4% of people feel security parameters such as CCTV cameras and security personnel are important.

Location preferences:

- 92.8% of the total people interviewed prefer to stay near to their workplace to avoid traffic and cut down on travelling time.
- 78.5% of people felt services such as availability of supermarkets/cook and maid services are equally important.
- 71.4% of the people interviewed mentioned doorstep cab facility and proximity to metro station as of great importance.
- Although not backed by majority but few people also factor in the availability of Zomato/Swiggy services at their preferred location to live of equal importance.

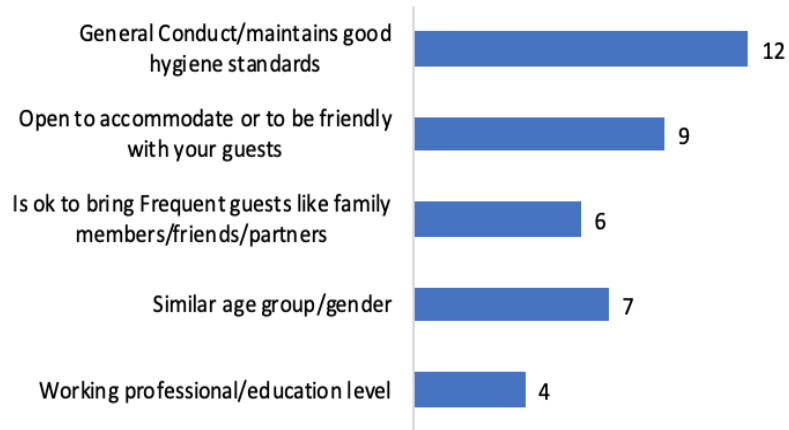
Location preference



- Qualities that people look for in a roommate/flatmate
- 85.7% of the people interviewed feel cleanliness and hygiene standards are of paramount importance.

- 64.2% people want to share accommodation with people who are friendly with their guests and family members.
- 50% felt similar age groups and gender as important.

Qualities people look for in a roommate/flatmate



- On being asked if they have ever faced any issues/challenges while sharing an accommodation, 64.2% stated that they faced issues with the general conduct of the people with whom they were sharing accommodation.

On being asked to state the issues/challenges faced while finding a roommate/flatmate while using the services such as Nestaway/nobroker etc.

- 78.57% of people felt that the difference between the pictures listed on websites/apps and the actual feel of the house/flat was the major issue.
- Equal number of responses were recorded for issues such as inability to find a good place to rent or somebody to share accommodation with, High deposit charge/Service charges.
- 50% of them felt it was a very time-consuming process.

On being asked to rate with whom they preferred to share accommodation.

- 85.71% selected friends as their 1st choice.
- 71.4% selected complete strangers as their least preferred choice

which validates our 3rd Hypothesis.

Part 2: Product Artifacts

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

Response:

NAME:	Binod Shrivastava	
AGE: 25 LOCATION: Marathalli, Bengaluru OCCUPATION: Data Analyst MARITAL STATUS: Unmarried INCOME: 7 LPA	MOTIVATIONS <ul style="list-style-type: none"> ● No brokerage/service fees to use the services of the platform. ● Actual photos of the house/flat taken are listed on the website/app. ● Availability of chat options on the app/website with people already staying in the flat/house along with a short personal introduction to help people get to know each other. ● Mandatory background verification for all tenants staying in the flat/house listed on the app/website. ● Lesser advance deposit 	PERSONALITY <ul style="list-style-type: none"> ● Sensible and Intelligent ● Logical thinker ● High Analytical Skills ● Price Sensitive ● Friendly ● Ambivert ● Tech Savvy
	GOALS <ul style="list-style-type: none"> ● Minimal lock-in period, if he wants to relocate to a new place in case of any issues. ● Does not want to pay high deposit and brokerage fees. ● Multiple rent payment options. ● Wants to share a well-maintained accommodation to reduce cost of living ● Living in shared accommodation to avoid boredom. ● No issues with roommates for bringing visitors (friends/relatives). ● Proximity to the workplace, gym, and availability of domestic services. 	TECHNOLOGY Mobile OS- Android Computer/Laptop- Windows Laptop used for work and study purposes. Smartphones to listen to songs, communicate and access social media platforms. Most used mobile apps- Whatsapp, Facebook, Instagram, Swiggy, Zoom, Spotify, Youtube, Amazon.

	<p>PAIN POINTS</p> <ul style="list-style-type: none"> ● High Deposit/Brokerage charges ● Time consuming process ● Difference in pictures displayed on App/Website Vs real ● Could not find a decent accommodation/roommate to stay with. ● Lengthy Minimum lock in period ● Nobody from the Service provider was present for the house tour. ● Limited interaction pre shifting with the people already staying at that flat/house. ● Compatibility issues with roommate/flatmate. ● Had issues with Flatmate/roommate/owner/neighbours in bringing guests or conducting a house party. 	
	<p>BIO</p> <p>Binod is a 25-year-old bachelor and belongs to Bhopal, Madhya Pradesh. He is a vegetarian and teetotaler. However, he does not have any issues in sharing accommodation with someone who smokes/drinks occasionally.</p> <p>Recently he got a new job as Data Analyst and relocated to Bengaluru.</p> <p>He is looking for accommodation which is in the vicinity of his office and gym. The flat/house should be well maintained, should have all the basic amenities, and suit his budget. He prefers to have a single room in a rented flat/house. He prefers to stay with his friends rather than complete strangers.</p>	<p>BRANDS</p> <ul style="list-style-type: none"> ● Dell ● HP ● Samsung ● Oneplus ● Google
<p>QUOTE:</p>	<p><i>“I would like to stay at a place that suits my budget, preferences and share it with people whom I feel comfortable.”</i></p>	

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>Finding a great accommodation</p> <ul style="list-style-type: none">● Which should be near to the Workplace, recreation centres and supermarket.● Should have amenities e.g. Gym, Swimming Pool, Parking within the vicinity of society/independent house.● Should have easy access to domestic services● should be in affordable range

<p>User Expectations</p>	<p>To find best accommodation</p> <ul style="list-style-type: none"> ● With less amount of effort and time ● Less Brokerage charges ● Virtual tour of the accommodation ● Visit multiple properties in same locality at one go ● Option to transfer to another house for free with extended deadline ● Various payment methods
<p>Process</p>	<ul style="list-style-type: none"> ● Word of mouth, recommendation from friends/co- workers ● Using newspaper/online Ads through different channels like Facebook, OLX, Quikr,Sulekha,Google,NestAway etc ● Using Property Website ● Going through Local Broker ● Self-hunting by going through to-let board
<p>Experience</p>	<p> Thinking to look for affordable accommodation</p> <p> Lack of house property details, not enough property pictures.</p> <p> Did not like few places as it was not as per the picture mentioned in the ad or description provided.</p> <p> False commitment for showing the place on a day.</p> <p> Interested after finding matching options as per the expectation</p> <p> Happy to finalize the place, option to pay the deposit through preferred payment mode, rent agreement support</p> <p> Relaxed upon finding accommodation of his choice, hassle free move in.</p>
<p>Touchpoints</p>	<ul style="list-style-type: none"> ● Newspaper /online ads ● Search Engine ● Local Brokers ● Self-hunting ● Map Navigation ● All rental Websites

Pain-points	<ul style="list-style-type: none"> ● Deposit, rent, brokerage charges are too high. ● Language barrier. ● Research and searching are time taking. ● Broker is not active enough/did not turn up for the assisted house tour. ● The property did not turn out to be as per the description on the website/app. ● Not enough photos for evaluation
Ideas	<ul style="list-style-type: none"> ● Detailed Description for property should be provided (More photos, distance to nearest metro station, floor level details) ● Quality check of the photos listed on the website ● Offers from online rentals platform/apps ● Advanced filter to provide matching options ● Chat option with matching property owner ● Digital assistant to casually asks if the user is experiencing any problems. If yes, then what are those? For every line of text, automated responses are provided to the user.

User Journey Map 2	
User Goal	<p>Finding a roommate to share accommodation with as per preferences</p> <ul style="list-style-type: none"> ● To find the eating preferences of a roommate ● To Find if roommate is smoker and takes alcohol. ● To find the working hours of a roommate ● To check the frequency of visitors ● To check if a roommate is having any issues in case of occasional visitors.
User Expectations	<p>To find roommate as per his preference:</p> <ul style="list-style-type: none"> ● Eating preference of a roommate in terms of vegetarian and non-vegetarian. ● Does indulge in drinking/smoking or is comfortable with him doing so. ● Check working hours in case of any odd hour it can impact his daily routine.

	<ul style="list-style-type: none"> ● Check the frequency of roommate’s visitors during weekends and weekdays. In case of high frequency, it might create disturbances. ● Check if the roommate is having any issues in case of occasional visitors there may be visitors coming during weekends. ● Provides enough privacy and personal space. ● Maintains good Hygiene standards
<p>Process</p>	<ul style="list-style-type: none"> ● Ask friends and search online-Talk to friends, office colleagues and search online to get to know more about roommate finding ● Finding a roommate through social media/online platform-Join roommate finding groups on social media and learn about the roommate community and search for good options. ● Searching Roommate-Start actively looking for a roommate by checking the groups daily. ● Connection with potential roommates-Talk to the potential roommates to know the person more in detail and to check if the person matches with his preference. ● Decision Making-Based upon the interaction with selected potential roommates, decision will be taken to finalize the roommate.
<p>Experience</p>	<p> Thinking to look for roommate who can match the preference and it can help him financially to reduce living expenses</p> <p> Started searching for a roommate through different channels like online ads, social media groups, friend’s recommendation etc.</p> <p> Had a conversation with a few potential people and some did not respond, and some did not show interest.</p> <p> False commitment for meeting and did not turn up</p> <p> Interested after finding potential roommates. Met with them and discussed their preferences.</p> <p> Happy to finalize the roommate after getting a good match as per the expectations</p> <p> Relaxed upon finding a roommate of his choice and moving into the house.</p>

Touchpoints	<ul style="list-style-type: none"> ● Friend/Co-worker recommendation- Research the person in different social networking platforms like Facebook, Instagram, LinkedIn etc. ● Online Ads- Looking at the Online Ads Binod will find a matching person and will establish the connection to understand the match more in detail. ● Social media groups like Flat and Flatmates ● Search engine ● Websites like olx,flatmate,sulekha
Pain-points	<ul style="list-style-type: none"> ● Not finding potential match for roommate ● People not answering calls or responding to messages ● Hygiene standard of roommate ● Not comfortable in living with strangers ● False feedback given by people already living there ● Requires lot of time and effort
Ideas	<ul style="list-style-type: none"> ● A user-friendly app which will provide information about potential roommates by taking minimal data from the user ● Good communication between customer who are searching for roommates ● Personalized filters for each user to provide matching options ● Short description about potential roommates on rental website/apps ● Chat option with matching roommate ● Digital assistant to casually asks if the user is experiencing any problems. If yes, then what are those? For every line of text, automated responses are provided to the user.

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