

## Case Study (Model Solution)

### Part 1: User Research

Question 1: Target Audience	Identify the target audience for the roommate/flatmate finding service. (Word limit: 100 words)
Response	<p>Demographics of Target audience:</p> <ol style="list-style-type: none"><li>1. Single males and females</li><li>2. Young couples (20-35 age group)</li><li>3. Literate and moderately tech savvy individuals from Tier-1, 2 and 3 cities</li></ol> <p>Psychographics of Target audience:</p> <ol style="list-style-type: none"><li>1. Seeking shared accommodation</li><li>2. Concerned about the factors of shared accommodation</li><li>3. Seeking an alternative to traditional solutions</li></ol>

<p>Question 2: Interview Questionnaire</p>	<p>Prepare an interview questionnaire (write down the questions here) suiting your objectives &amp; hypothesis. (Word limit: 500 words)</p>													
<p>Response</p>	<table border="1"> <thead> <tr> <th data-bbox="439 459 1214 555">Objective</th> <th data-bbox="1214 459 1989 555">Hypothesis</th> </tr> </thead> <tbody> <tr> <td data-bbox="439 555 1214 651">Discover user persona who seek shared accommodation</td> <td data-bbox="1214 555 1989 651">Sharing of accommodation is not restricted to just young salaried migrants</td> </tr> <tr> <td data-bbox="439 651 1214 762">Discover the factors that users consider while seeking shared accommodation</td> <td data-bbox="1214 651 1989 762">Users have multiple considerations while choosing shared accommodations</td> </tr> <tr> <td data-bbox="439 762 1214 874">Discover current processes used by users to find shared accommodation</td> <td data-bbox="1214 762 1989 874">Current users use 'ad hoc' and limited mechanisms to find shared accommodation</td> </tr> <tr> <td data-bbox="439 874 1214 986">Discover the pain points of the current processes</td> <td data-bbox="1214 874 1989 986">Users face several challenges with the current processes and sometimes are unaware of these challenges</td> </tr> <tr> <td data-bbox="439 986 1214 1106">Ideate possible solutions to address the challenges faced by the users</td> <td data-bbox="1214 986 1989 1106">A tech solution can address the problems faced by the target audience</td> </tr> </tbody> </table>		Objective	Hypothesis	Discover user persona who seek shared accommodation	Sharing of accommodation is not restricted to just young salaried migrants	Discover the factors that users consider while seeking shared accommodation	Users have multiple considerations while choosing shared accommodations	Discover current processes used by users to find shared accommodation	Current users use 'ad hoc' and limited mechanisms to find shared accommodation	Discover the pain points of the current processes	Users face several challenges with the current processes and sometimes are unaware of these challenges	Ideate possible solutions to address the challenges faced by the users	A tech solution can address the problems faced by the target audience
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Type of Interview Questions:

1. Questions about demographic:
  - Age
  - Gender
  - Location
  - Time spent in the current location
  - Current employment status
2. Questions about current accommodation status
3. Questions about average expenses on
  - Accommodation
  - Transport
  - Lifestyle
  - Utilities
4. Questions about current process followed and issues faced to find accommodation

Sample Interview Questions:


1. What are the usual issues that you face while looking for a shared accommodation?
2. What are your common requirements while looking for roommates?
3. How do you finalise a shared accommodation?

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	<p>The interview was conducted among 15 participants who belong to the target audience.</p> <p>The following insights were observed:</p> <ol style="list-style-type: none"><li>1. 13 out of the 15 participants migrated to Bengaluru from other parts of the country.</li><li>2. 3 out of the 15 participants migrated to the city because it was the location of their first job.</li><li>3. 10 out of the 15 participants migrated to the city because it was the location of their second job.</li><li>4. The above 10 participants needed an independent room in a flat that is close to the workplace.</li><li>5. 5 out of the 15 participants were okay with joining roommates in an already set up flat.</li><li>6. 9 out of the 15 participants wanted to set up their own system in a new house.</li><li>7. 2 out of 15 participants were okay with joining an existing house or setting up a new house.</li></ol>

## Part 2: Product Artifacts

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

Response:



*"I hope my new accommodation set up would solve all my daily problems for me."*

Name: Ankit

Age: 25

Location: Bangalore

Occupation: IT Engineer

Marital Status: Unmarried

Income: INR 8,00,000

**Motivation:**

- Socialising
- Working
- Doing minimal household chores

**Personality:**

- Quiet   ○ Friendly   ○ Outgoing
- Keeps untimely hours   ○ Invites friends home
- Not very religious

**Goals:**

- Finding a single occupancy room in a shared accommodation at a reasonable price (15% of the income)
- Finding an accommodation within a 5 km distance from the workplace
- Finding an accommodation with good public transport connectivity to the workplace
- Finding an accommodation which is close to recreational areas and good restaurants in the city
- Joining an existing set up with occupants

**Technology:**

- Very comfortable using smartphones and websites/applications
- Prefers messaging apps like Facebook or WhatsApp over email



**Pain points:**

- Difficulty in finding accommodation for single people
- High cost of hiring facilities and services
- Interference from neighbours or the landlord
- Time restrictions
- Visiting restrictions on guests

**Bio:**

Ankit is an IT professional working for a large IT MNC. He is looking for an accommodation in Bengaluru. He is comfortable with using different apps and websites.

**Brands:**

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

Response:

## USER JOURNEY MAP 1

User Goal	<p>Finding a shared accommodation that overcomes my logistical constraints</p> <ul style="list-style-type: none"> <li>○ Proximity to workplace, recreational places and utilities</li> <li>○ Amenities like gym, swimming pool and parking space</li> <li>○ Support system like cook/maid, furniture, laundry, etc.</li> <li>○ Reasonable price</li> </ul>
User Expectations	I can find a shared accommodation space that meets all my logistical requirements listed above while being within my budget.
Process	Currently uses Facebook groups and message boards in his company to identify houses available for renting out; negotiates rent and maintenance charges informally
Experience	Currently, the experience is erratic and involves a lot of hassle. A streamlined process, right from discovery through evaluation and closure, and also help with setting up the selected arrangement would be very valuable.
Touchpoints	Facebook groups, Company email groups, Informal requests from friends/family/colleagues
Pain-points	<ul style="list-style-type: none"> <li>○ Inability to evaluate multiple options</li> <li>○ Cost factors due to information asymmetry</li> <li>○ Water or electricity supply problems in the new shared accommodation</li> <li>○ Difficulty in accessing support system, e.g., maid, laundry, cook, etc.</li> </ul>
Ideas	<ul style="list-style-type: none"> <li>○ Create a platform app/website where users can post their requirements and be matched with apartment owners or existing shared accommodation set-ups</li> <li>○ Consider a model where a group of users can 'house-hop' between several houses for ~2 weeks at each house and evaluate the options.</li> </ul>

## USER JOURNEY MAP 2

User Goal	Find roommates with whom I share preferences in terms of: <ul style="list-style-type: none"> <li>○ Food habit</li> <li>○ Timings</li> <li>○ Visitors</li> </ul>
User Expectations	I can find a set of roommates with compatible lifestyles to share an accommodation with for the option chosen in goal 1.
Process	Post on a Facebook group or company's bulletin board
Experience	Often rushed, and people end up living with unfamiliar roommates with incompatible lifestyles
Touchpoints	Facebook group, company bulletin board, WhatsApp group or Gmail group
Pain-points	<ul style="list-style-type: none"> <li>○ Unable to interact with people commuting in same direction/nearby, but not in the same company</li> <li>○ Company bulletin boards give access to users only within the same company and not people who work and live nearby</li> <li>○ Conflict in personality and lifestyle choices <ul style="list-style-type: none"> <li>● Mismatch of food preferences</li> <li>● Social activities mismatch</li> </ul> </li> </ul>
Ideas	<ul style="list-style-type: none"> <li>○ Come up an 'experiential' solution where users live with others for a week or so and get an idea of what it is like to live in a certain shared accommodation with certain roommates.</li> <li>○ Can be extended to currently available co-living solutions</li> </ul>



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