

Roommate Design Challenge

Task

Design a mobile product experience that appeals to millenials that makes it safe to find the ideal roommate in Florence. Design the experience from the perspective of a person that has an apartment and is looking for a roommate, as well as the person looking to come into the appartment. Once the ideal roommate is found, what else can this product do to make the roommate experience better?

W.B.C. framework

For this task I have used as reference the Whiteboard Challenge framework outlined by Adhithya, (read article). The framework is split into 2 parts:

- The Quadrants: user needs, goals, pain points, assumptions (competitor research, interviews, personas)
- The Experience: customer journey, ideas, sketches and final outcomes.

The market

- Some tools are non-specific to find a room/roommate
- The specific ones ask for subscription and have bad UX
- Some tools are advertised as roommate finders but are like Airbnb







Stanze in Affitto, Posti Letto e Coinquilini



The Quadrant

User Needs

Looking for a trustworthy roommate in Florence

Assumptions

User needs to evaluate if person fits lifestyle and habits through profile and filtering

User Goals

Find a match through habits, interests and personality

Pain Points

Culture fit: hard to find people you like

Habits (cleanliness, noise factor, partying)

Expanse management (rent and bills)

Personas: The room/roommate seeker



Demographics

Name: Stefi

Age: 29

Location: Bologna

Job: Developer

Living Situation: needs room and roommate

Typical day

Gets up at 6:30 in the morning, has breakfast and travels to work by train.

At 5 pm she finishes work and catches the train home. In Bologna meets up for aperitivo, does the groceries. Then goes home to eat, relax and have a shower before bed.

Tech

Internet

Social Networks

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Messaging

Games

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Online Shopping

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Interests

- Travel
- Technology
- Music

Personality

- Sociable
- Pet friendly
- Quiet
- Nerdy

Living habits

- Pays rent and bills on time
- Smoker
- Clean but not obsessive
- Doesn't mind moderate partying
- Out of the house most of the day
- Early riser

Goals

- Looking for a room/roommate
- Roommate must share interests
- Roommate must share habits
- Roommate must share personality

Frustrations

- Culture fit
- Habits
- Expense management

Customer Journey: The room/roommate seeker

Stefi is a 29 year old developer from Bologna. She's looking for a roommate in Florence. Her choices will be affected by culture fit, habits and personality of her potential roommates.

Post Experience Desire/Need Research/Compare **Planning** Experience Look at classifieds, social Compare possible roommates Share experience and give I have to look for a roommate Roommate and room found. and narrow down selection feedback. networks, ask friends, agencies Moving in. and a room Pay bills, live together, clean up Look for information on Call and schedule interviews potential roommates and visits on site These people were ok. Hope this coexistance AGAIN! This is going Not much info about I wonder what these I want to share my to be tricky... roommates. Apps suck! people are like... goes well. experience. but how? Info all over the place! I hope there's a So far so good... I can't do this alone... winner here... Last experience was ups and downs Agencies are thieves! Fingers crossed!!! Motivated Aspirational Skeptical Expecting Satisfied Dubious Unmotivated Overwhelmed Frustrated **Excited** Satisfied Hopeful **Empowered** Mission accomplished! Relaxed Effective payoff communicating Build app with: personlity and Messaging and appointments Cleaning schedule, bills/rent Rating and feedback system added value of mobile service, habits matchng system, favourite management, household chat system marketing, advertising on social section for comparison, access to channels, tv, internet. person's social networks.

Personas: The roommate seeker



Demographics

Name: John Michael

Age: 25

Location: Florence

Job: Store manager

Living Situation: 2 cats, needs roommate

Typical day

Gets up in the morning and goes to work for most of the day, (shift work).

After work he does the groceries and goes to gym. He has dinner quite late in the evening and then relaxes with his 2 cats and a cigarette on the sofa, before going to bed. Sociable yet reserved.

Tech

Online Shopping

Interests

Travel

Surf

Music

Hiking

Internet

Social Networks

Messaging

Games

Personality

- Sociable
- Pet friendly
- Reserved
- Sporty

Living habits

- Lives with 2 cats
- Smoker
- Pays rent and bills on time
- Clean but not obsessive
- Daily shift work
- Average sleeping habits

Goals

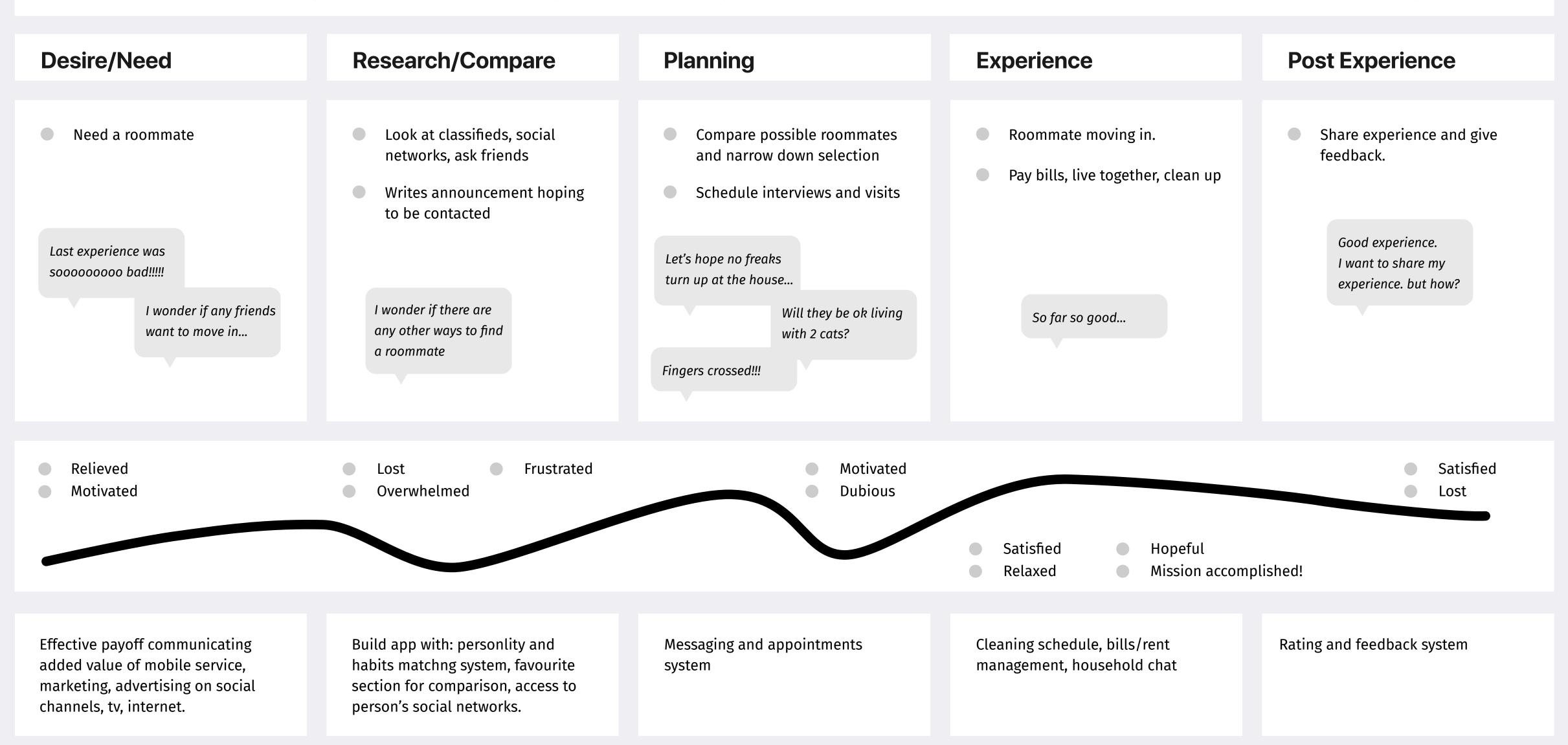
- Looking for a roommate
- Roommate must share interests
- Roommate must share habits
- Roommate must share personality

Frustrations

- Culture fit
- Habits
- Expense management

Customer Journey: The roommate seeker

John Michael is a 25 year old store manager and has a free room to rent. His goal is to find a pet loving person to share the house with him and his two cats. This person will have to put up with his smoking as well.



Considerations and findings/ideas

- People don't have faith in mobile apps due to bad experiences. Need to plan good advertising and copy, through social networks and the web, to educate the user in wanting to use the app and change their opinion.
- The social aspect if very important to millennials. They want to look at people's social networks to find out about their living habits and connections.
- The customer journey showed that the experience is split into 3 phases:

Before moving in toghether

- Filtering through personality, interests and habits
- Matching system
- Access to social networks
- Favourite section for cadidate comparison
- Messaging system
- Appointment system

Living together

- Cleaning roster
- Bills management system
- Household chat

Post living

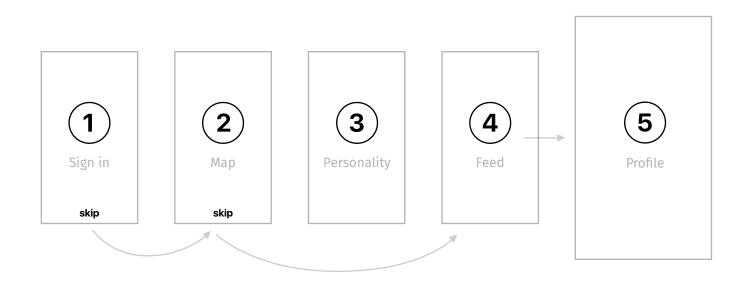
2 way feedback and rating

Solution

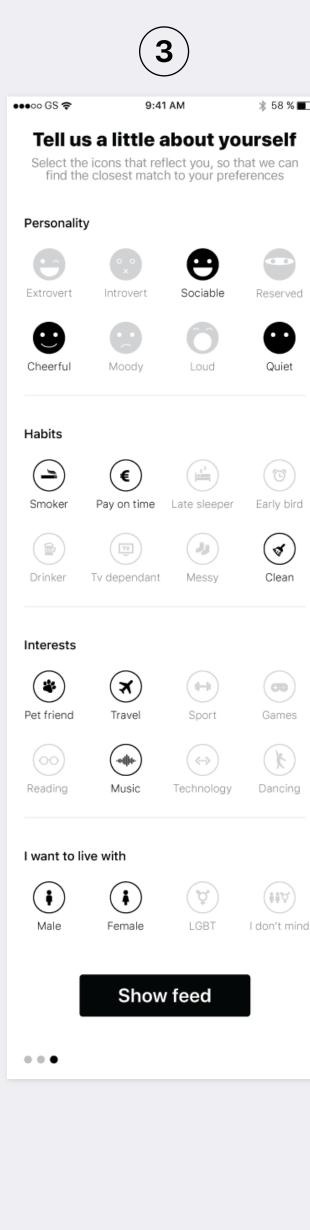
Considering the information gathered, the solution chosen for this task shows the very first steps into the user's mobile experience. (view prototype)

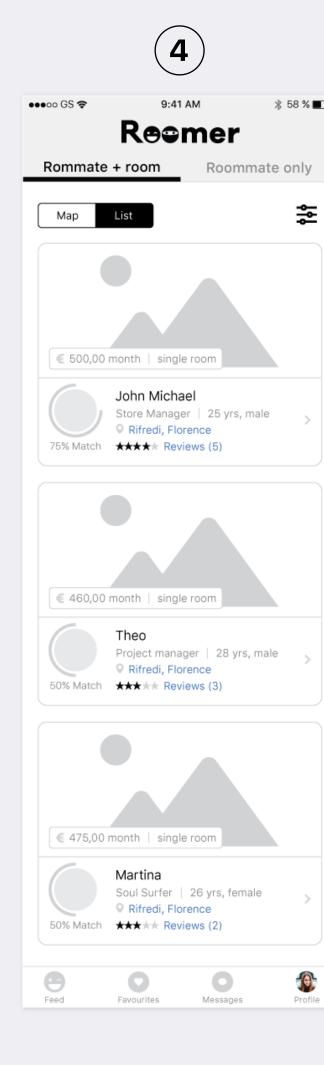
- 1 Sign in: user can skip this step if not ready
- 2 Map: neighbourhood selection on map
- 3 **Personality**: quick icon selection method to gather info about user to match
- **Feed**: results based on preferences
- **Profile**: info on personality, habits, reviews, access to social networks. Possibility to message or add to favourite section.

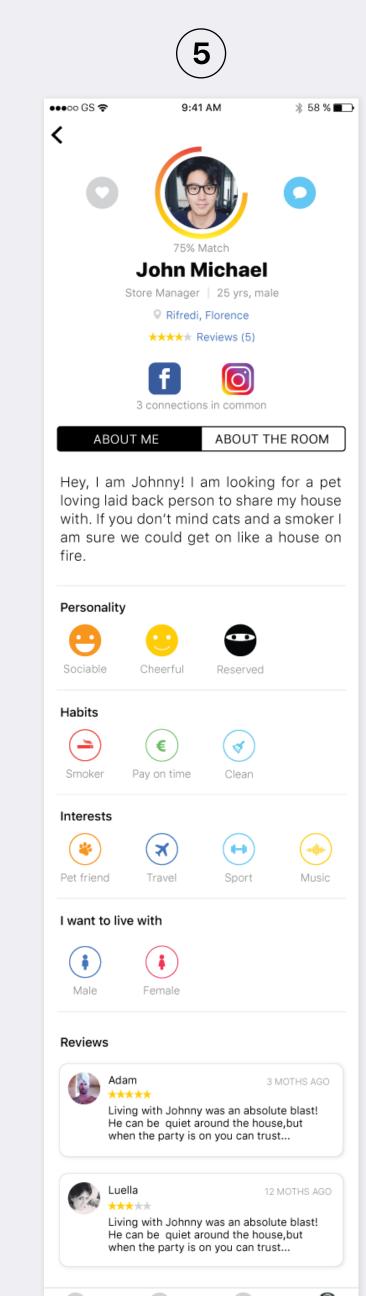
User flow











Thank you

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