

Task

Design a mobile product experience that appeals to millennials 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 apartment. 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



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)

Expense 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



Messaging



Games



Online Shopping



Personality

- ☐ Sociable
- ☐ Pet friendly
- ☐ Quiet
- ☐ Nerdy

Goals

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

Frustrations

- ☐ Culture fit
- ☐ Habits
- ☐ Expense management

Interests

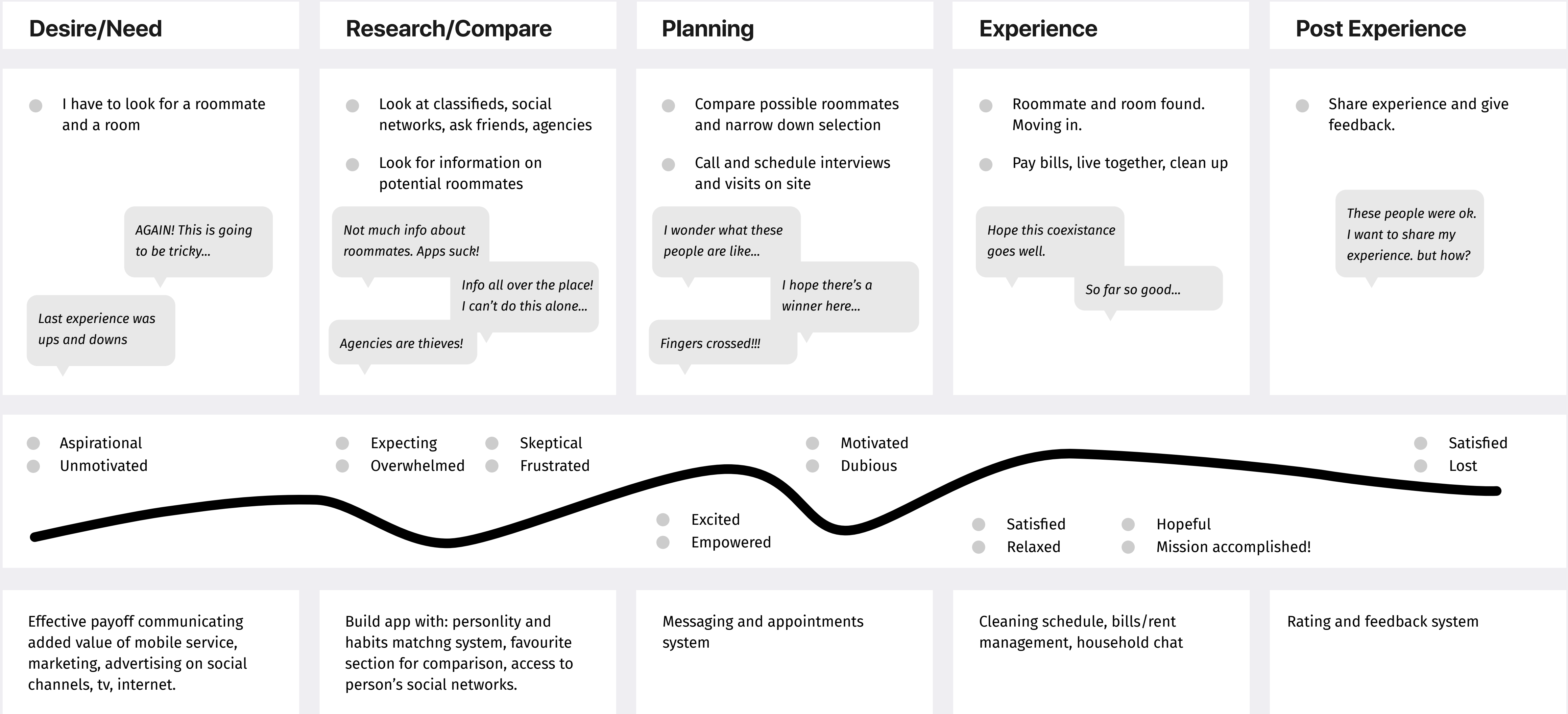
- ☐ Travel
- ☐ Technology
- ☐ Music

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

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.



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

Internet



Social Networks



Messaging



Games



Online Shopping



Personality

- ☐ Sociable
- ☐ Pet friendly
- ☐ Reserved
- ☐ Sporty

Goals

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

Frustrations

- ☐ Culture fit
- ☐ Habits
- ☐ Expense management

Interests

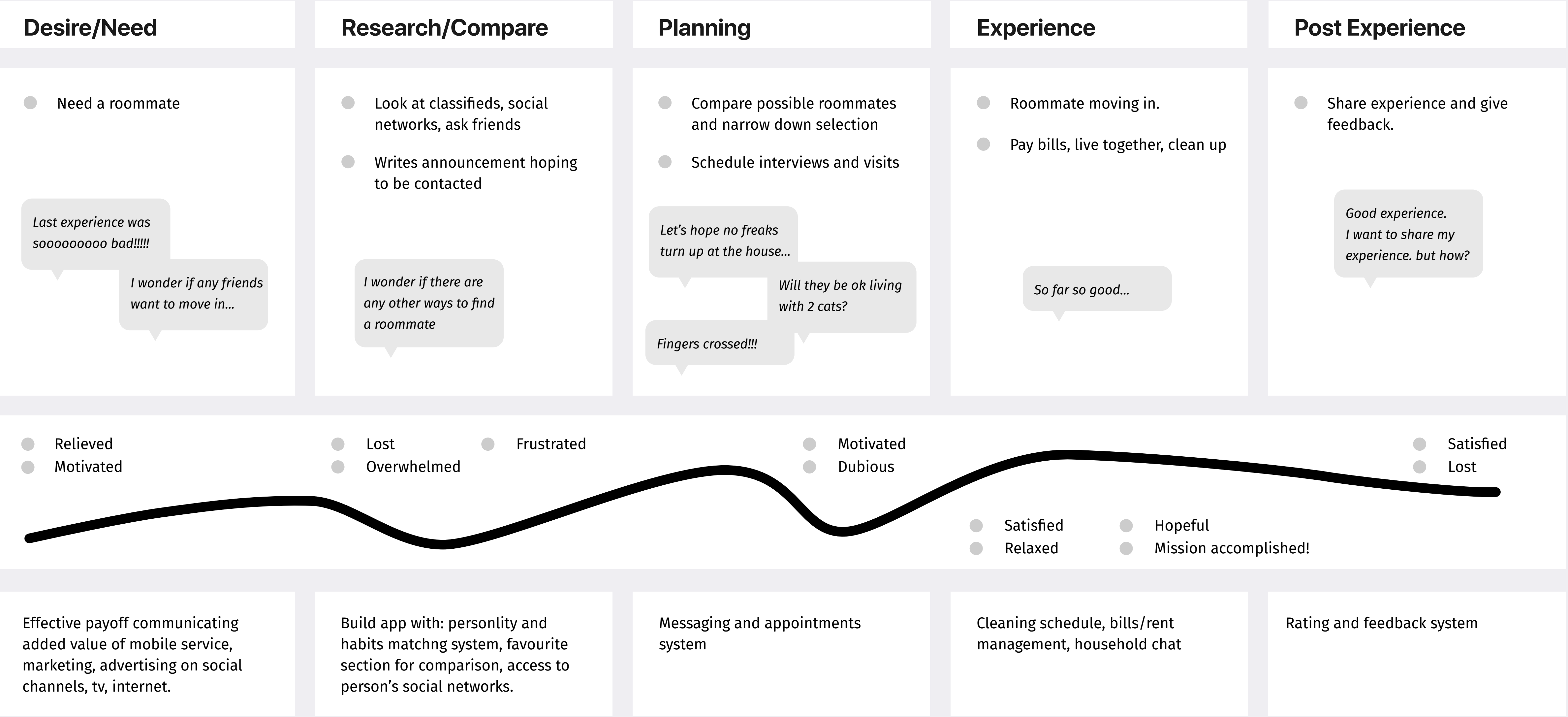
- ☐ Travel
- ☐ Surf
- ☐ Music
- ☐ Hiking

Living habits

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

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 is 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 together

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

Living together

- Cleaning roster
- Bills management system
- Household chat

Post living

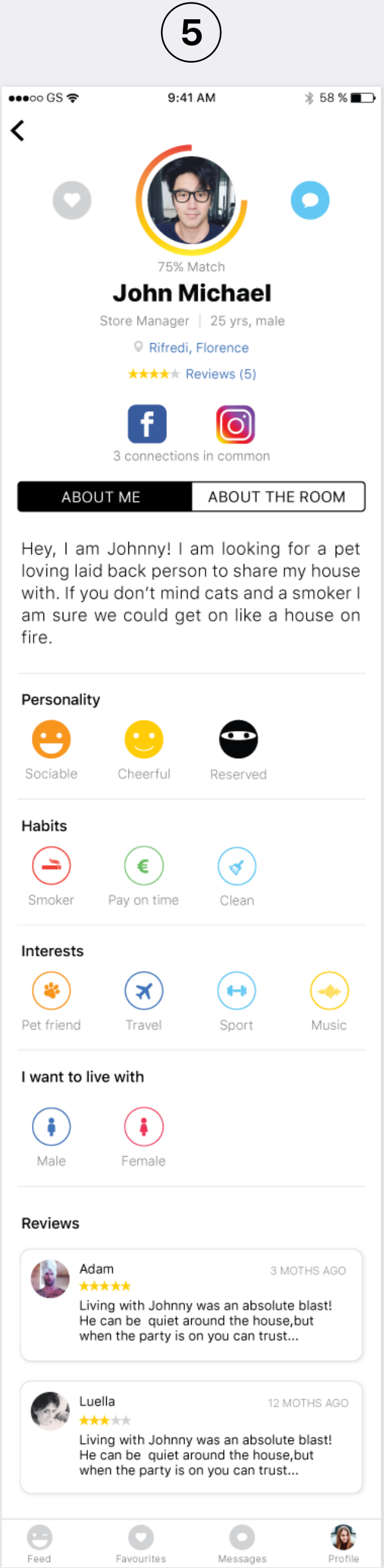
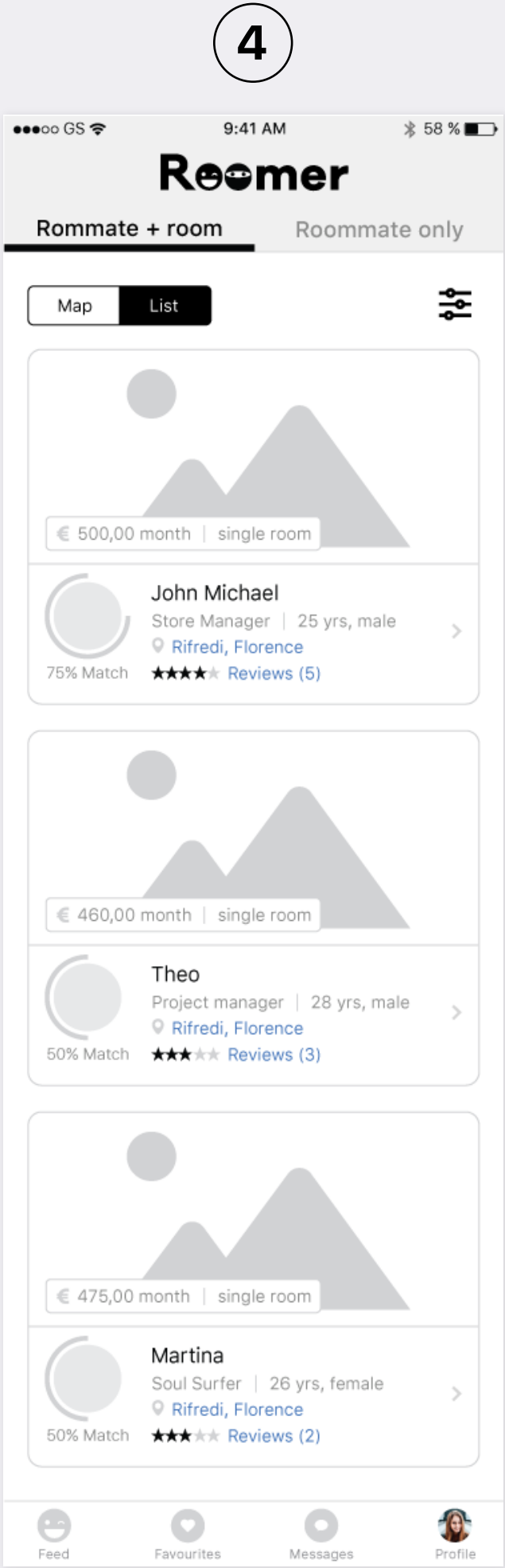
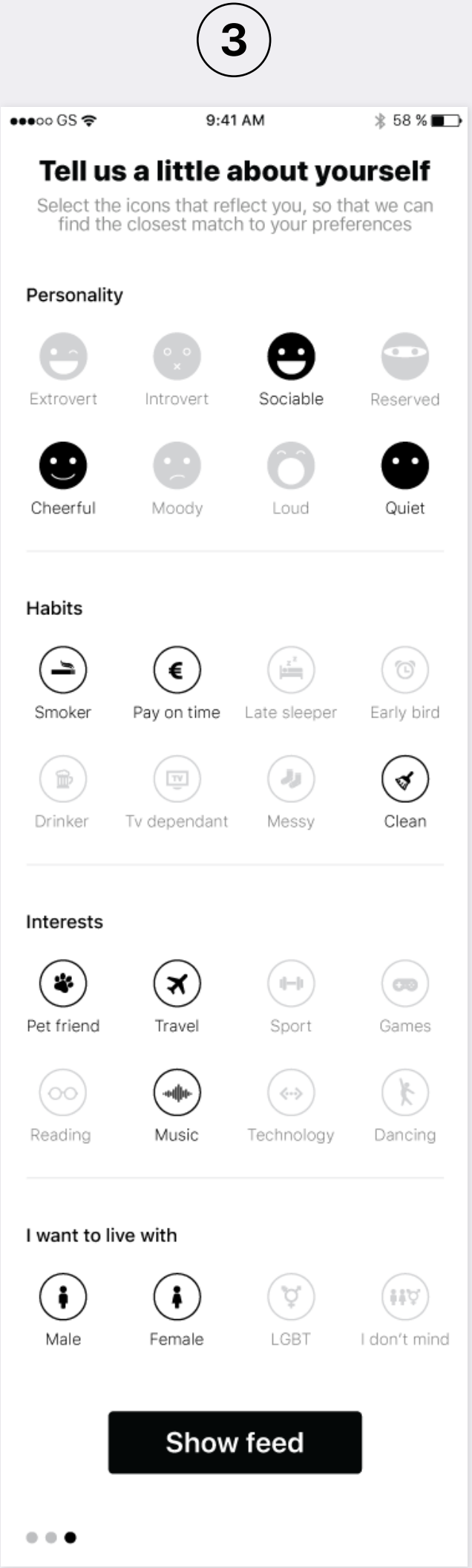
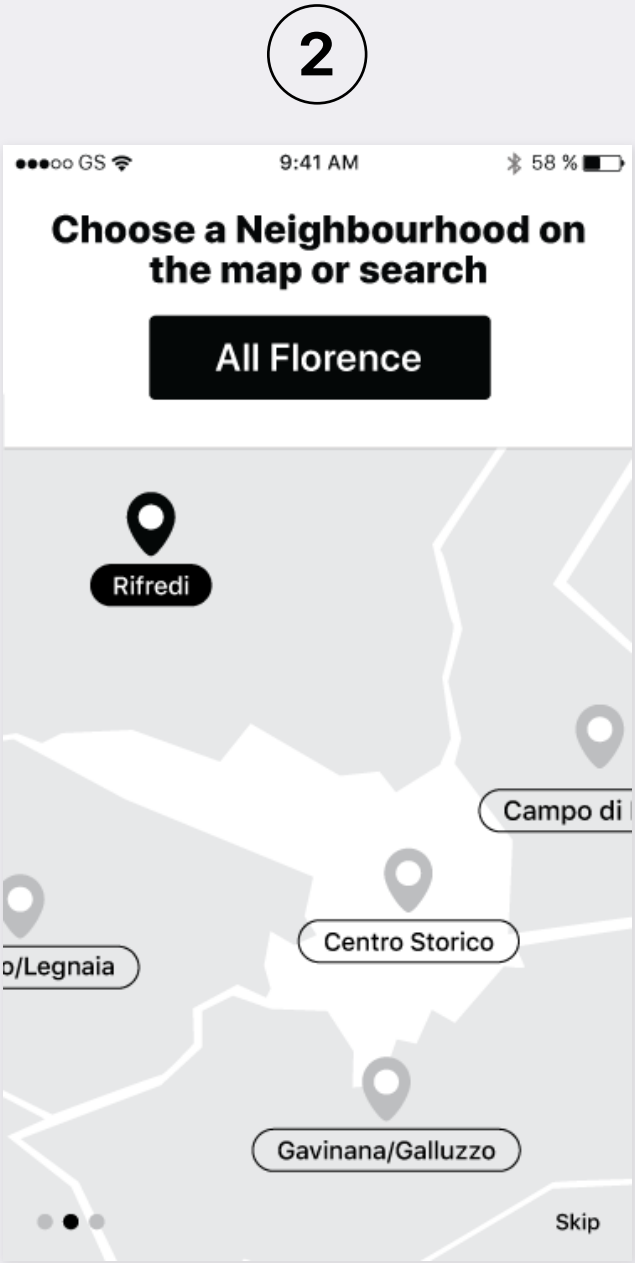
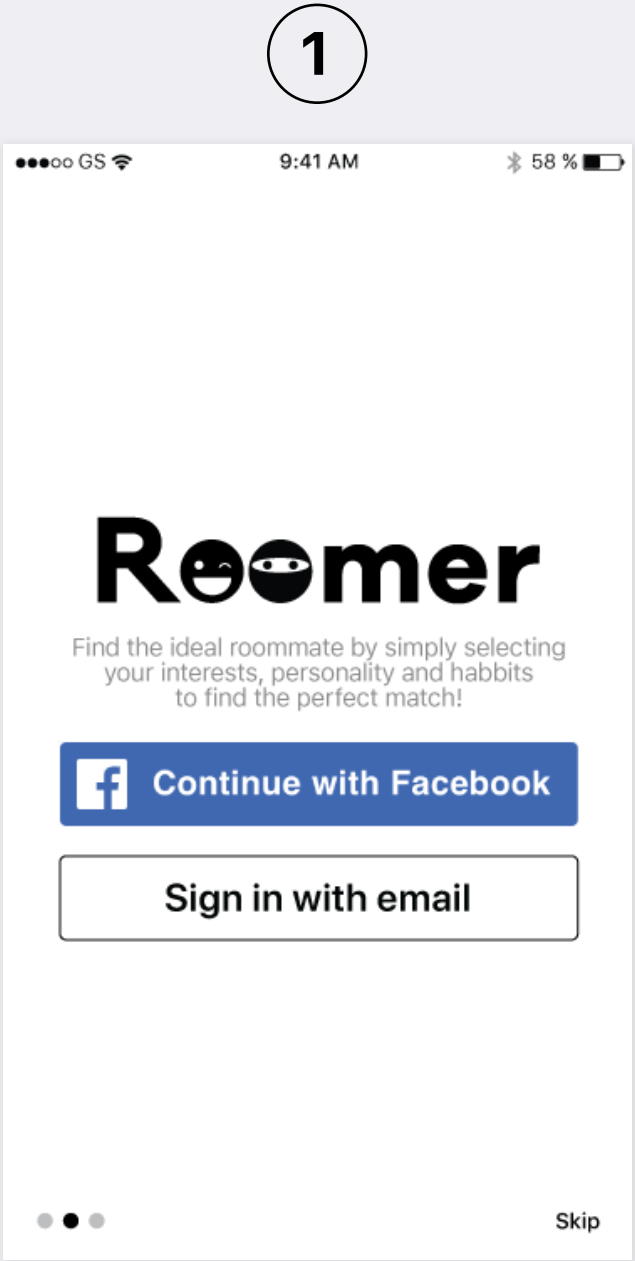
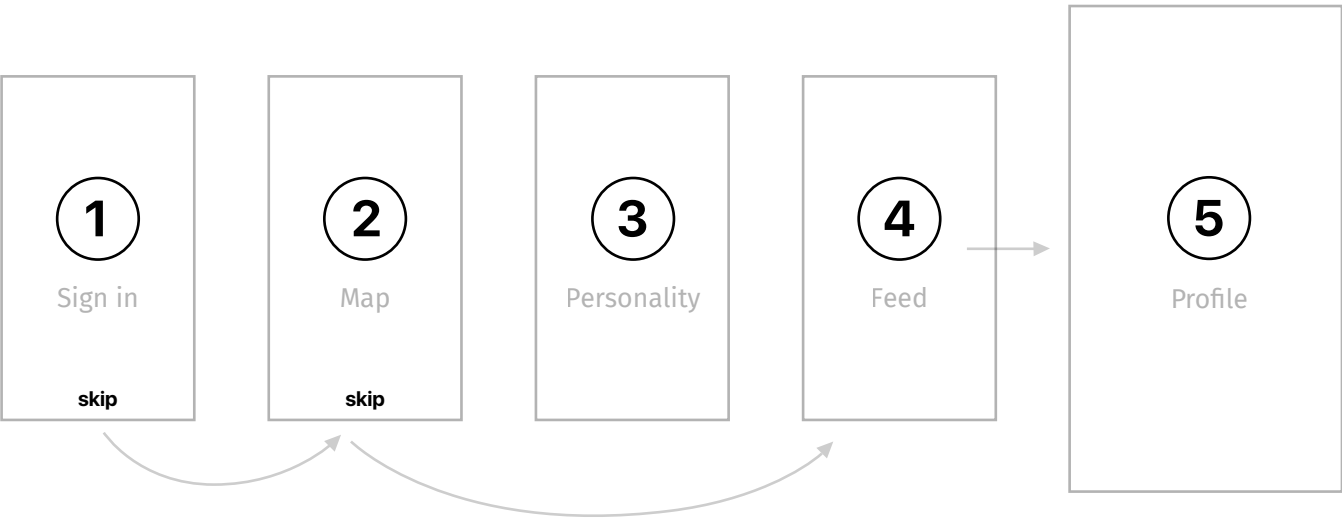
- 2 way feedback and rating

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
- 4 **Feed:** results based on preferences
- 5 **Profile:** info on personality, habits, reviews, access to social networks. Possibility to message or add to favourite section.

User flow



Thank you

Suzey Levis