

IDPS_MAJOR PROJECT - ROHAN, PRIYA, VIBA, ARCHI

HOMIE - ROOMMATE EXPERIENCE

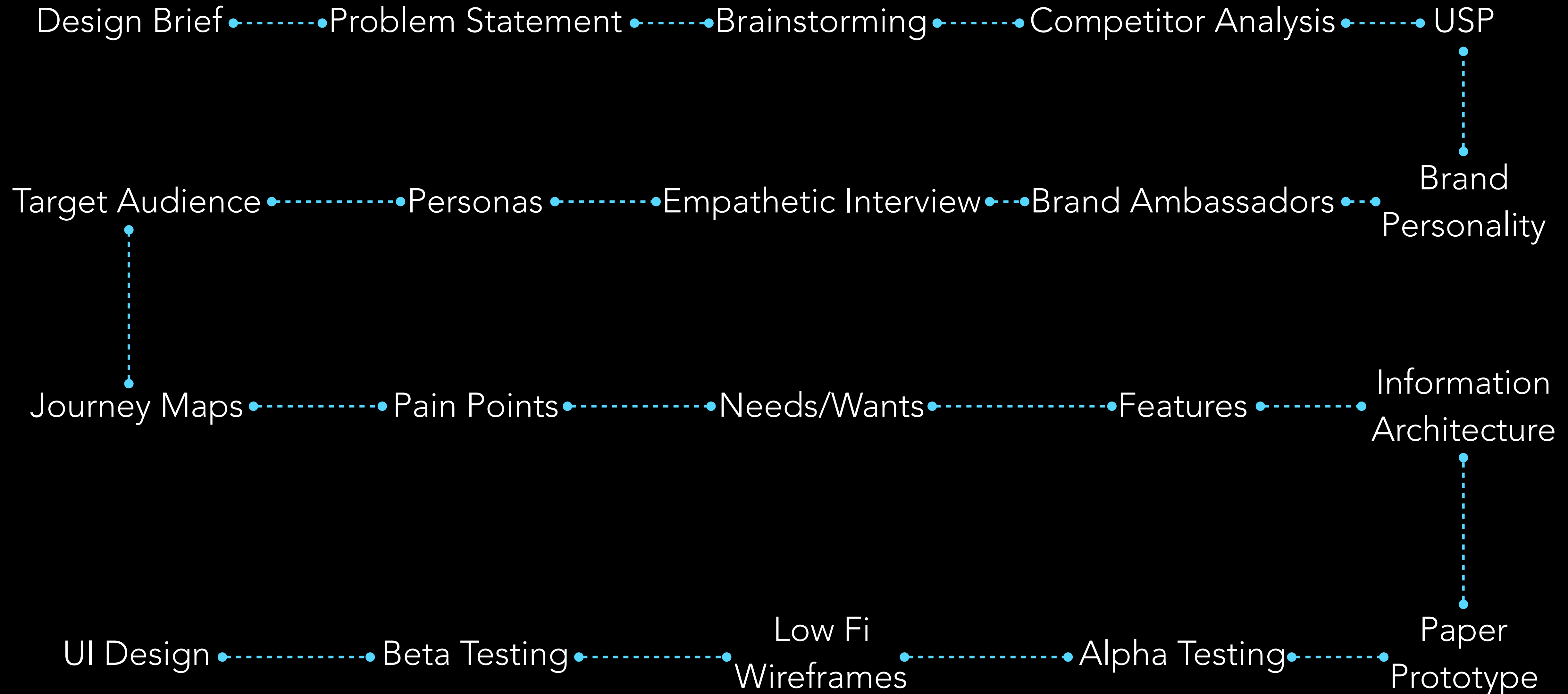
DESIGN BRIEF

To design a service or a platform to help
users find the suitable roommate

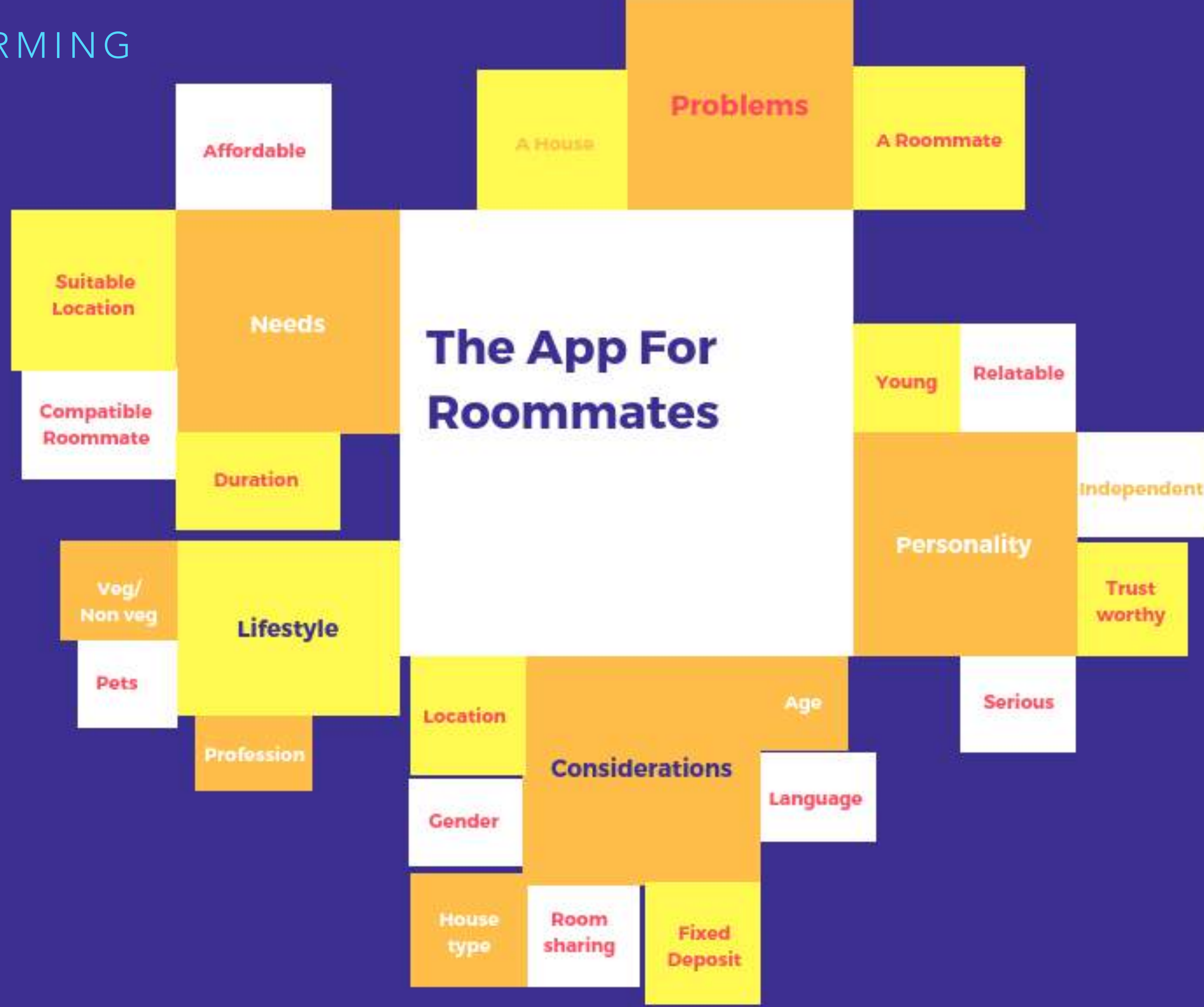
PROBLEM STATEMENT

Finding a room to live is hard and finding a suitable roommate is even harder.

DESIGN PROCESS



BRAINSTORMING



COMPETITORS

- Badi
- Flatmate
- Roomi
- Nestaway
- Diggz
- Roomster

*Estimated industry worth about \$20 million



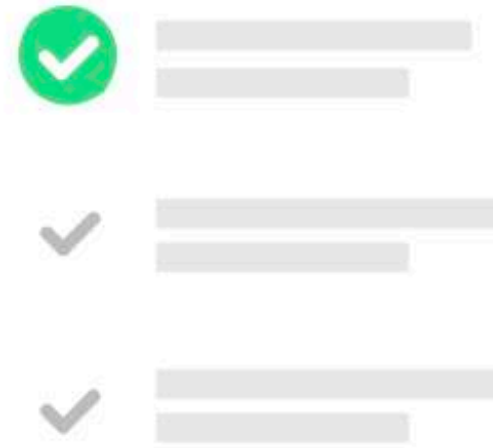
tribbdi

ABOUT BADI

- This app puts people who have a space they want to share get in touch with people.
- Social connections used to increase the potential compatibility between people
- **Smart Recommendation System** - No need to wait for candidates to request your room. Badi's Smart Recommendation System automatically selects a list of candidates according to your profile and interests.



With no waits

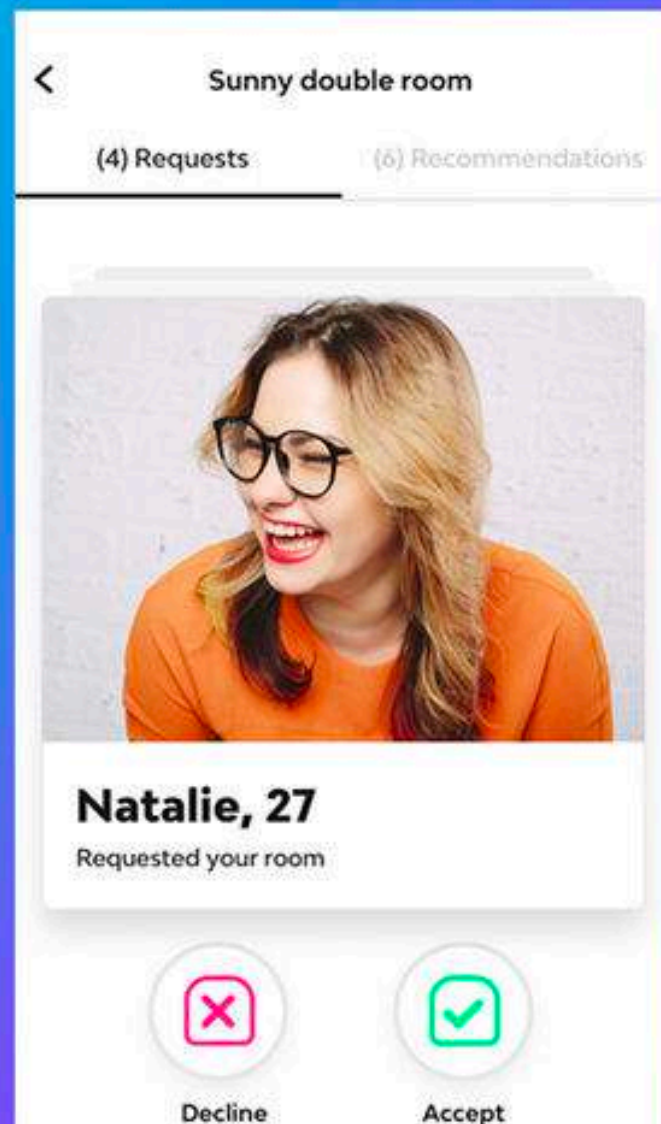


The best Badis for you

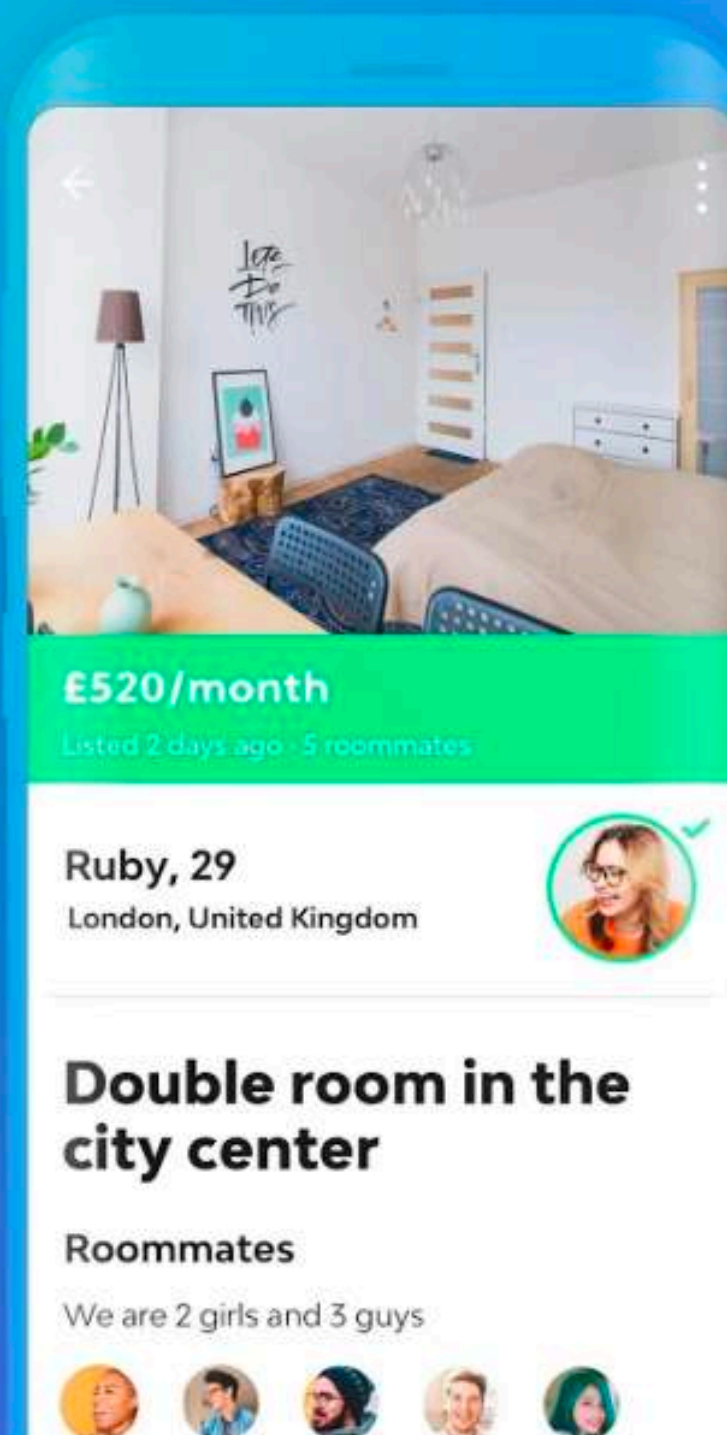


Chat: you decide

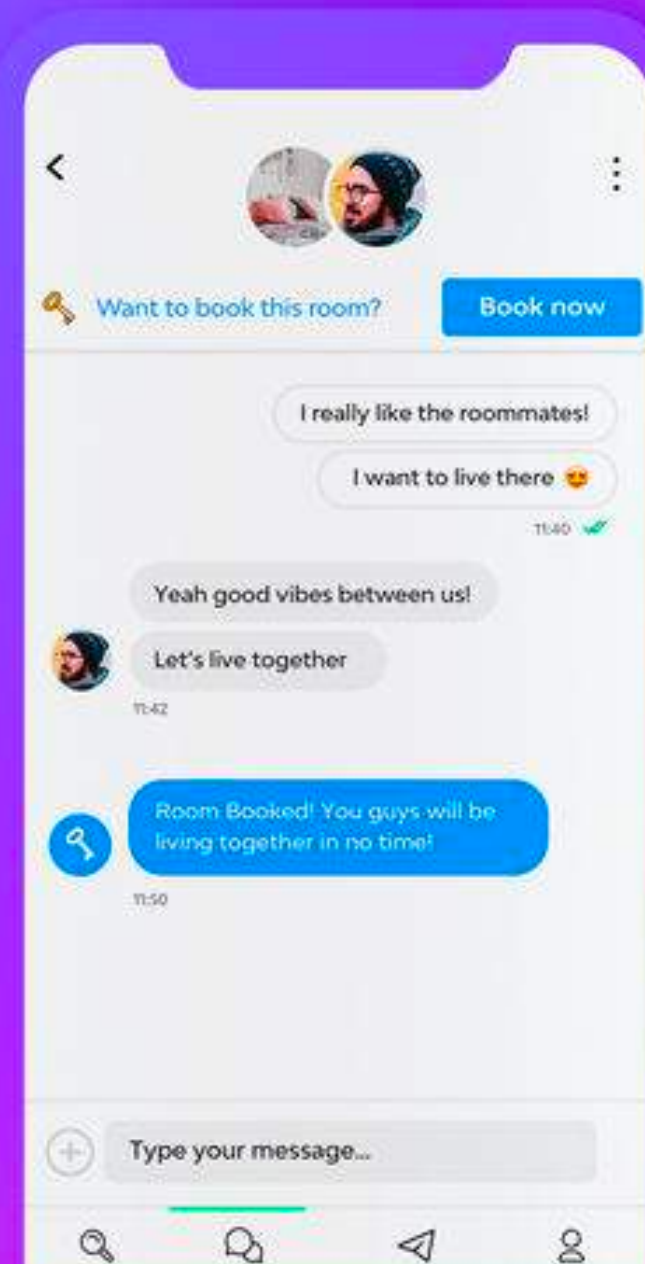
Match with people
that suit you



Browse rooms
and send requests



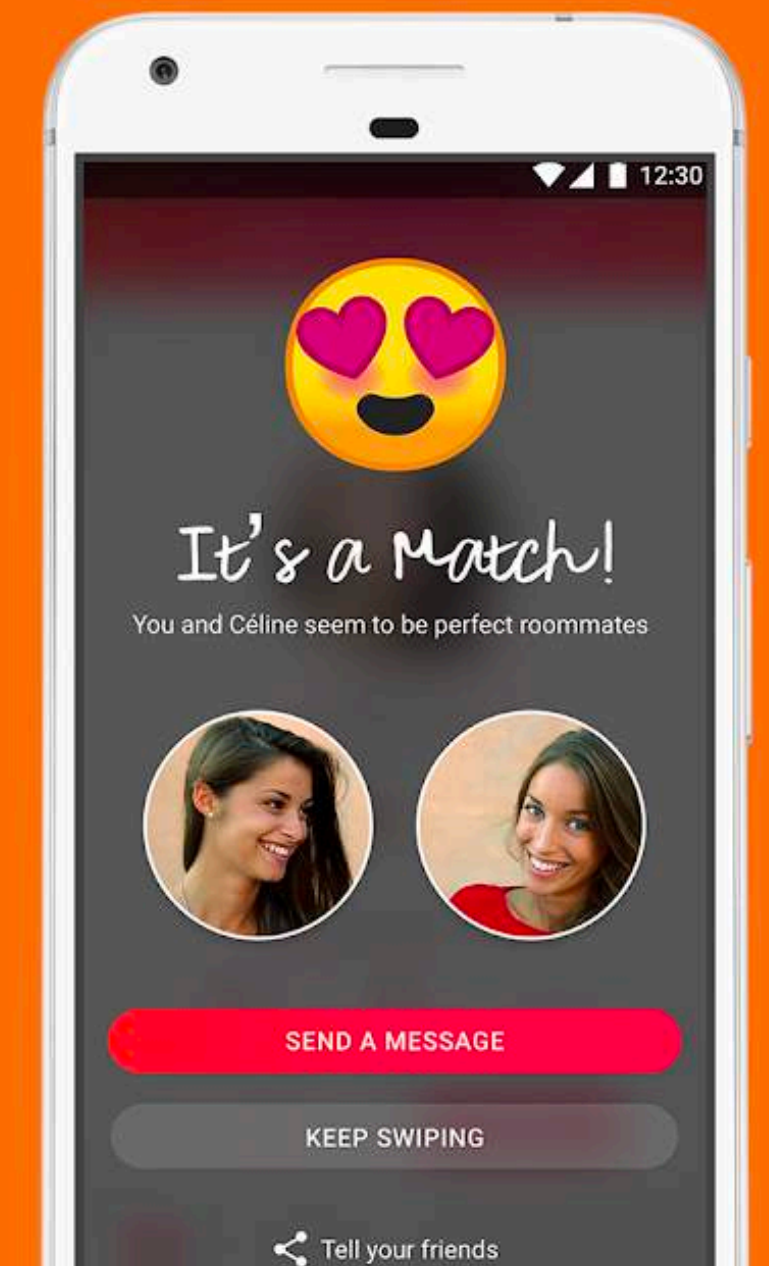
Chat without
intermediaries

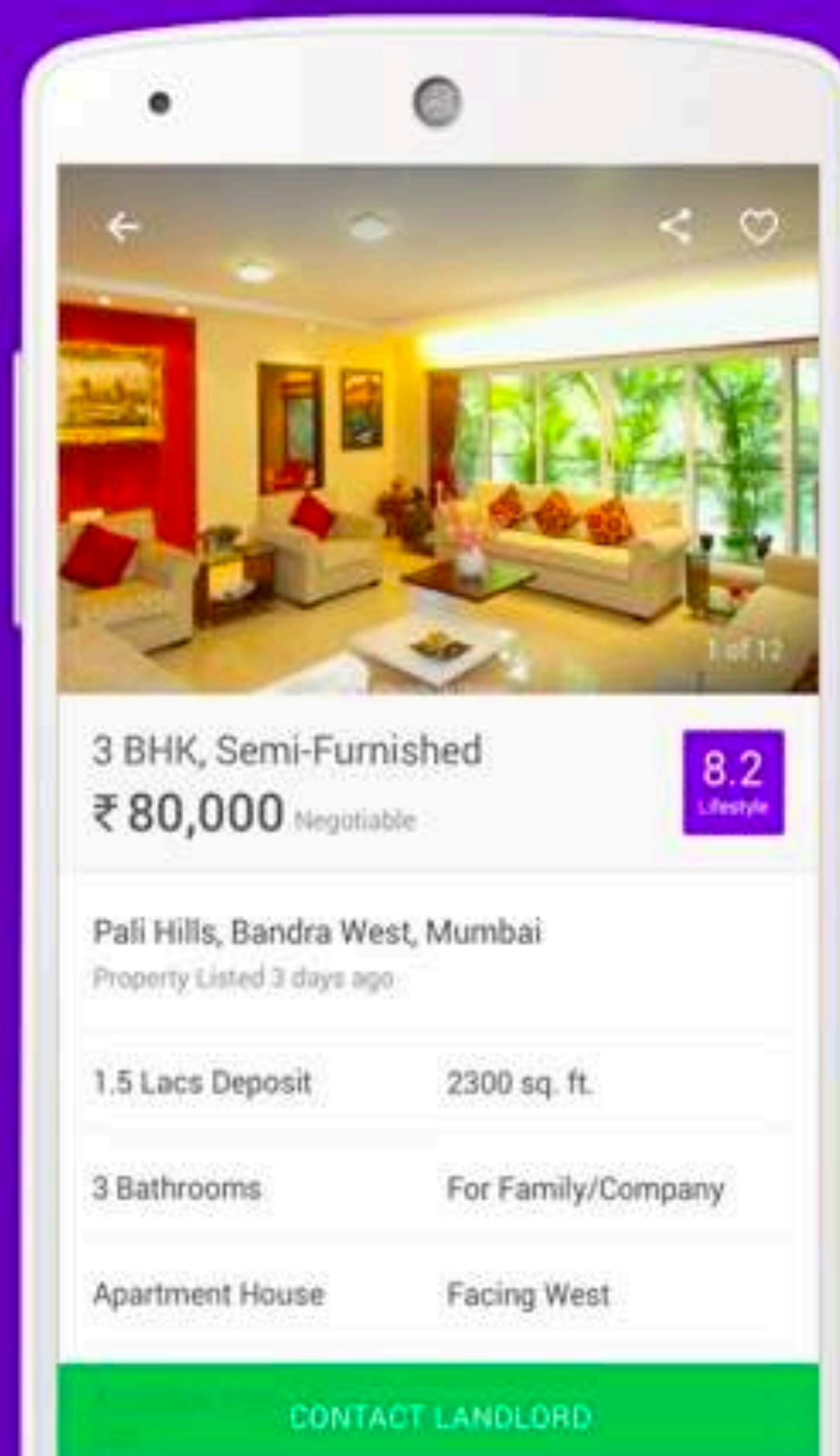
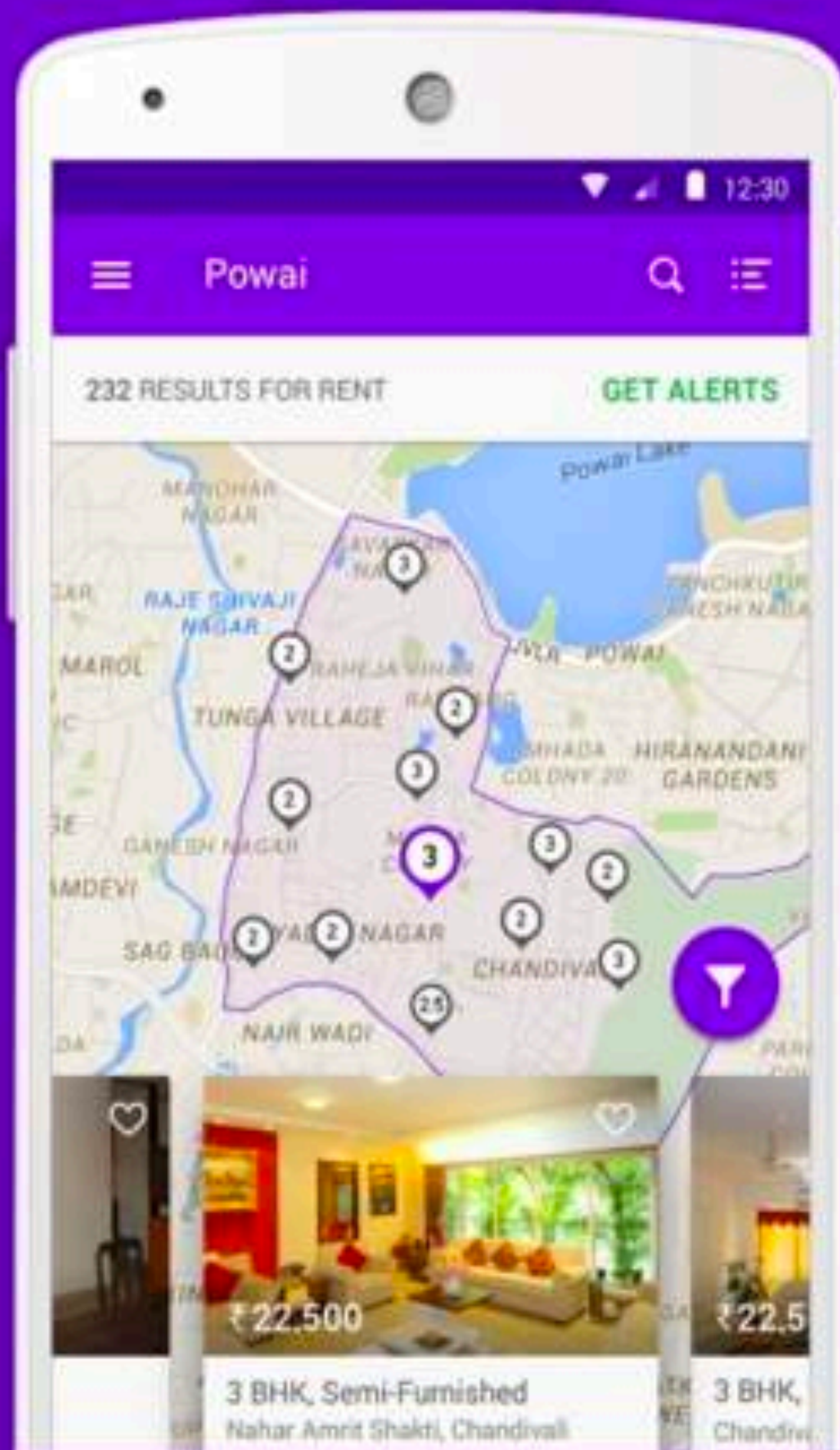


CONNECT
Accept or reject
possible roommates



**MATCH WITH
THE RIGHT
PEOPLE**





FLATMATE

Free



ABOUT FLATMATE

- It is an app that helps students and young professionals find PG's or flatmates
- It allows the user to list their spare rooms, find accommodation or team up with others to look for houses together
- This app offers very limited options, they are not as good as the other apps

92% 4:42 PM

Housing-Real Estate & Property

Downloads: 1 MILLION+ | Rating: 4.1 | Lifestyle | Similar

Easy Real Estate app to Find Flatmates/ PG or Buy, Rent, Sell Apartments & Villas

READ MORE

Photos for every home, taken by us

91% 4:48 PM

List a property with a tap. We'll do the rest

Post My Property

REACH OUT TO HOME SEEKERS

List my property for:

- ☐ Rent
- ☐ PG & Hostels
- ☐ Buy
- ☐ Serviced Apartments

Explore your next neighbourhood

Sandra West, M...

146 RENTALS AVAILABLE | GET ALERTS

1 BHK Sandra West, Mumbai

₹ 60,000

3 BHK (Full H)

91% 4:49 PM

Photos for every home, taken by us

₹ 60,000

3 BHK Fully Furnished Apartment

Panvel, Chembur Road, Near Matri Park Dand, Gurgaon

4.9 LIFESTYLE RATING

CONTACT AGENT

Roomi



ABOUT ROOMI

- Its one of the top players in the industry worldwide
- They recently raised about \$11 million
- Has strict background verification process, users need to verify using their govt. issued ID cards
- They have recently started BETA versions in Indian cities

Sublet Safely

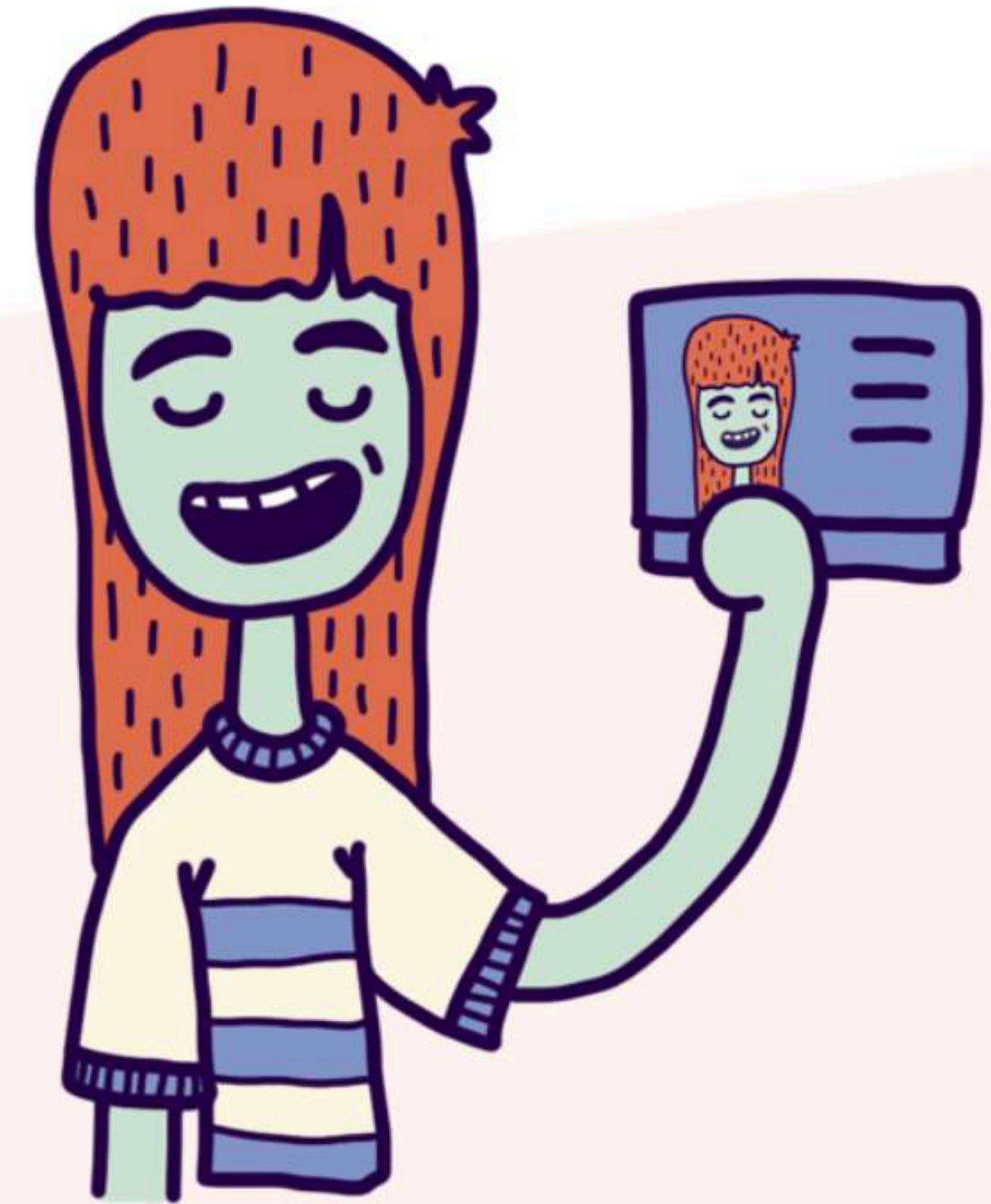
Trust and transparency are key to safe renting – let Roomi help with that!

BACKGROUND CHECKS

Know who you're renting to by asking potential roommates to complete a background check before they apply to your listing.

SECURE IN-APP MESSAGING

Keep your contact info private by chatting with potential roommates through the Roomi app or website.



nestaway

ABOUT NESTAWAY

- This app's appeal lies in the fact that it offers many fully furnished rental options with standardized amenities
- Home rental network NestAway Technologies on Thursday said it has raised \$51 million (about Rs.330 crore) from investors including Goldman Sachs and a joint venture firm of noted industrialist Ratan Tata
- Founded in 2015, NestAway caters to individuals looking for affordable rental housing in the top 10 cities in India. The company, through the acquisition of Zenify in May 2017, has also entered the family rental solution business

House Hunting Simplified

01

Search

Find a house that fits all your preferences.

02

Visit

Check shortlisted houses with our assistance on a convenient day.

03

Move

Book the desired house with online payment and shift-in.

Be a part of the NestAway Community

Join the 40,000+ nesties to get exclusive access to events & meet-ups for sharing & celebrating similar interests



Own a house? Rent it out with NestAway

India's leading property management service with 7,400 + home owners from around the world.

GET STARTED FOR FREE



Tenant Management

Get verified tenants, house visit assistance & Move-in Management.

[KNOW MORE](#)



Rental Guarantee

Get rentals on every 5th of the month irrespective of defaults from tenants.

[KNOW MORE](#)



House Care

Get on demand end-to-end home maintenance.

[KNOW MORE](#)



Documentation Work

Get all paperwork from agreements to police verification done by us.

[KNOW MORE](#)

Designed for every budget



Shared Rooms

Rent a room sharing accommodation with furnishing & fully functional kitchen for boys & girls.

EXPLORE HOMES



Full House

Rent a full Flat, apartment & villas with furnishing & fully functional kitchen for group of bachelors or family.

EXPLORE HOMES



Private Rooms

Rent a single room accommodation with furnishing & fully functional kitchen for boys & girls.

EXPLORE HOMES

COMPETITOR ANALYSIS

Parameters/Brand	Roomie	Flatmate	Badi
Safety	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
Curation	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
Ease Of Use	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
Cost	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>

OUR USP

We find a roommate your mom would approve of!

BRAND PERSONALITY

- YOUNG
- MODERN
- ACCOMODATING
- SUITABLE
- INDEPENDANT
- TRUSTWORTHY



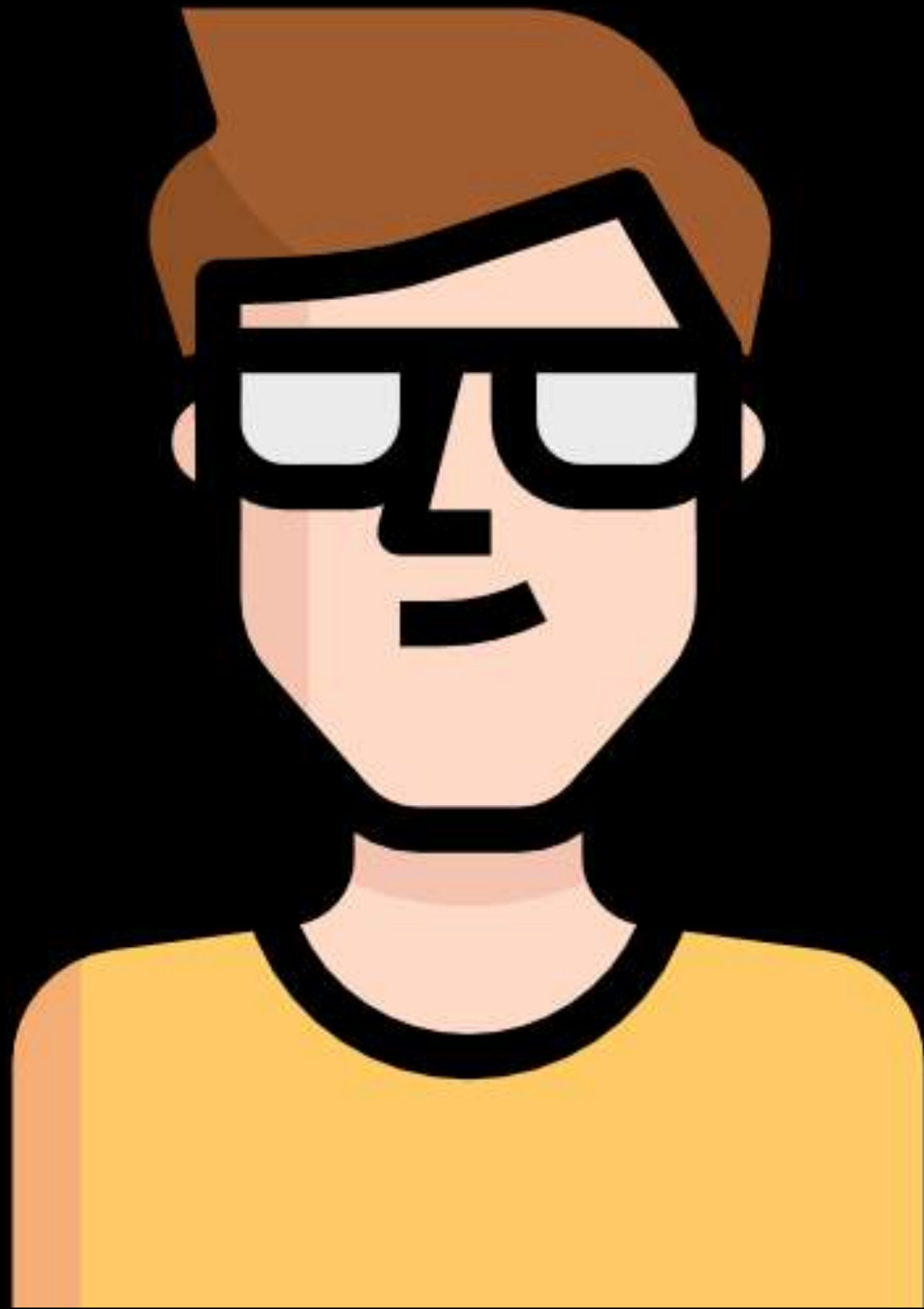
BRAND AMBASSADORS

- The brand ambassador we chose for this app is Joey (Matt Le Blanc) and Chandler (Matthew Perry) from the sitcom F.R.I.E.N.D.S.
- Though the actors who play the character are old, the characters are ever green and everyone connects with Joey and Chandler.
- They have all the traits anyone looks for in a friendship.

EMPATHETIC INTERVIEW QUESTIONNAIRE

- Where are you from ?
- Whats your occupation?
- Which company do you work in ?
- Have you ever lived with a roommate?
- How did you find a room and a roommate?
- Tell me about the time you and roommate decided to stay together.
- What did you look for while searching for rooms/roommates?
- Tell us any interesting stories while you were living with your roommates.
- What kind of difficulties/inconveniences you faced while living with your room/roommates

PERSONAS



ROHAN, 20

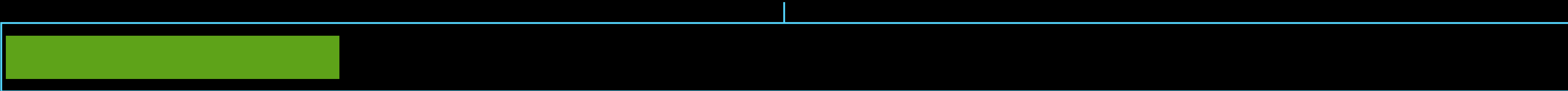
- Super Chill, Modern, Student, Disorganized, Straight Forward
- Extroverted, Short Tempered, Impulsive, Foodie
- Very tech savvy, Slightly busy schedule, Procrastinator
- Studies at PESU, BSK, Bengaluru
- Stays in a 2 BHK house 15 mins away from PESU with his classmate
- Pays about Rs. 13,000 rent per month which both of them split
- He says, "I started looking for a house planning to stay alone, luckily found a roommate."

PERSONALITY



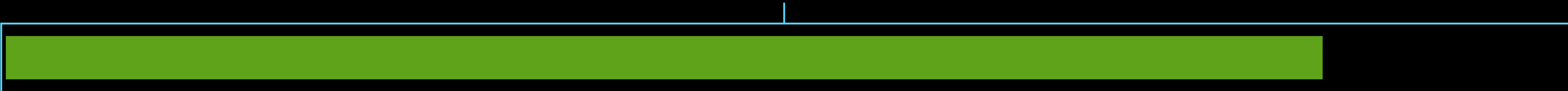
INTROVERT

EXTROVERT



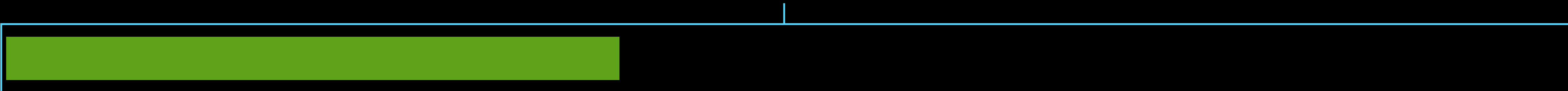
SENSE

INTUITIVE



THINK

FEEL



JUDGE

PERCIEVE

GOALS

- Spend within his monthly budget
- Wants to stay close to the university
- Should be able to get along with his roommate

FEARS

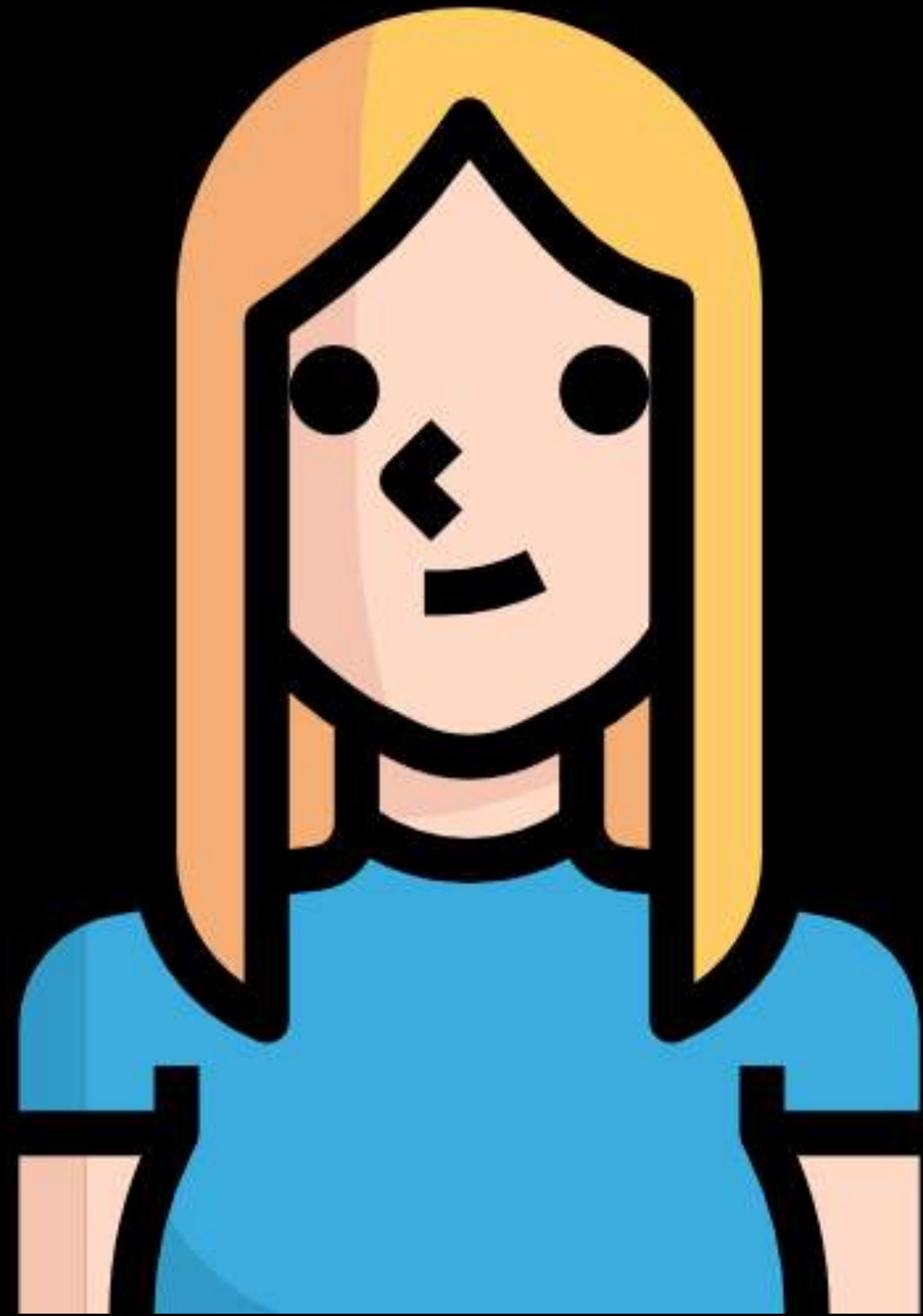
- Getting robbed
- Not getting along with the roommate
- Surprise visits from parents or owners
- Falling sick from consuming outside food

MOTIVATIONS

- Chill life, no rules
- No curfew
- Freedom

FRUSTRATIONS

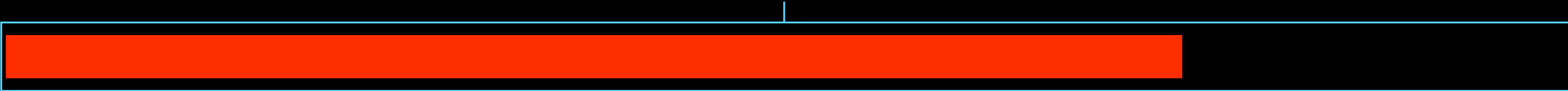
- Paying bills
- Dealing with the maid
- Local language barrier
- Owner intrusion
- No healthy food



PRIYANKA, 25

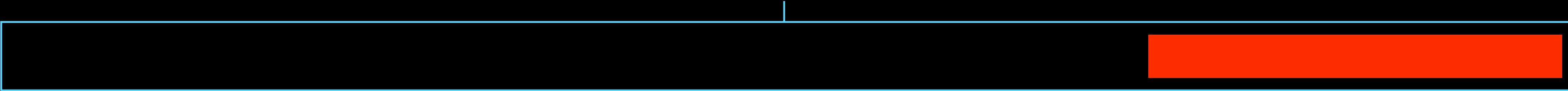
- Modern, patient, pet lover, willing to spend money, beauty conscious, lazy, book worm, OCD for cleaning
- Mildly extroverted
- From Delhi, currently working in Amazon, Bengaluru
- Earns about Rs.10,00,000 per annum
- Goes to Delhi to visit her family on a monthly basis
- She stays near her office in Malleshwaram in a 3 BHK with 2 of her friends
- She says, "I know only one of my roommate very well, we all working in different companies. Since we are all from a good background, we don't worry about money so much!"

PERSONALITY



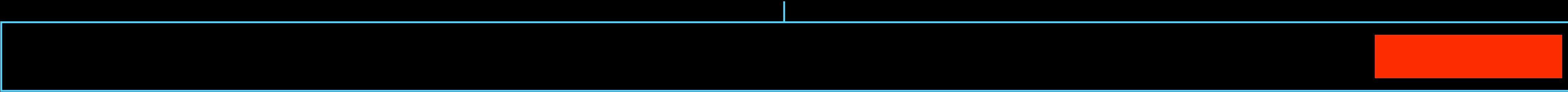
INTROVERT

EXTROVERT



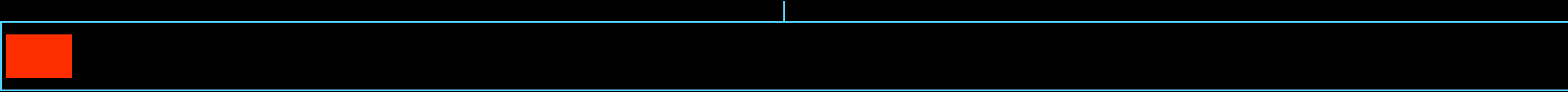
SENSE

INTUITIVE



THINK

FEEL



JUDGE

PERCIEVE

GOALS

- Wants to relax after work
- Have a balanced work and personal life
- Wants to have a peaceful sleep
- Her owners should allow pets
- Wants to visit her parents in Delhi once a month

FEARS

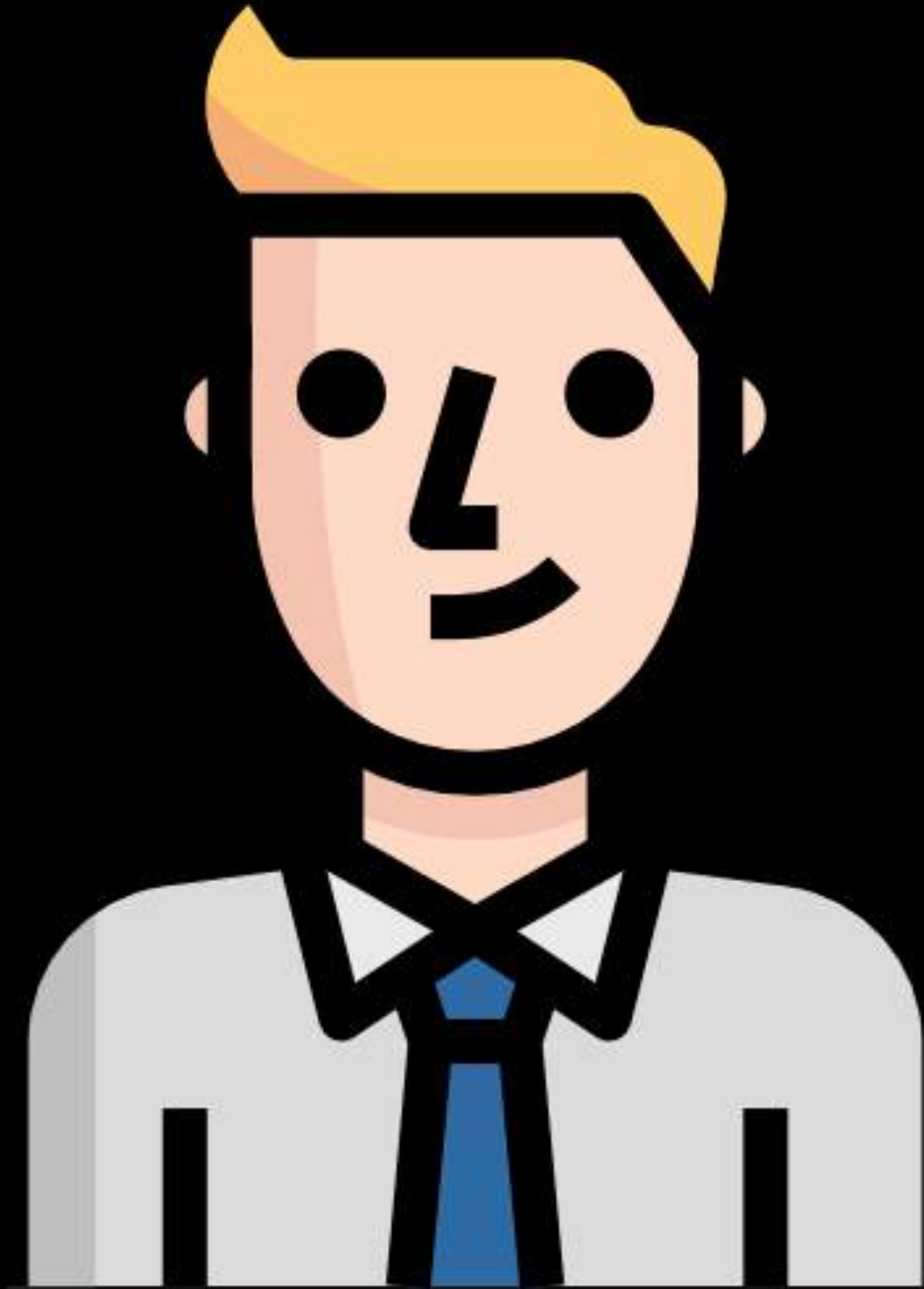
- When her roommates lock up after her
- When her roommates are late and don't pick up phones
- When she is alone in the house
- High traffic on her way from home to office

MOTIVATIONS

- Rejuvenation from stressful life
- Peaceful home environment
- Wants to save and buy a new house
- Planning to move to Delhi soon for a new job

FRUSTRATIONS

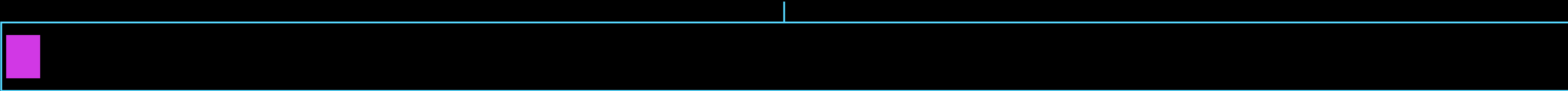
- Hates unexpected visitors
- Hates surprises and when things don't go according to her plan
- Hates dealing with her owner
- Doesn't want to manage expenses
- Hates when her privacy is disturbed



LJ, 26

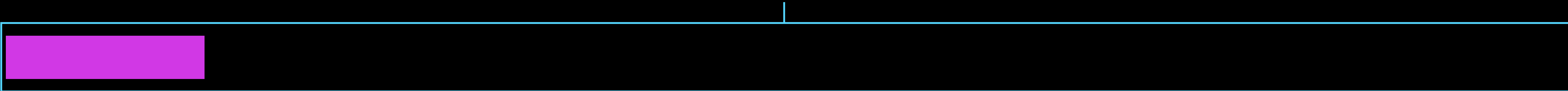
- Impatient, Smart, Party Freak, Lazy, Gamer, spend thrift, loves to drink and smoke, likes to travel
- Introverted, extravagant lifestyle, Currently unemployed
- Used to work in Honeywell, was let go 4 months ago for not meeting the deadlines. Currently looking for jobs
- Has 4 year industry experience, CS Engineer, originally from Goa, stays in Bengaluru
- Stays in Whitefield, in a 3 BHK apartment with 2 other friends. To keep expenses under control he is planning to move to a cheaper location
- He says, "I know I will get a job soon but I want to play safe and save money until then, I can always move out and look for a better house once I get back my job."

PERSONALITY



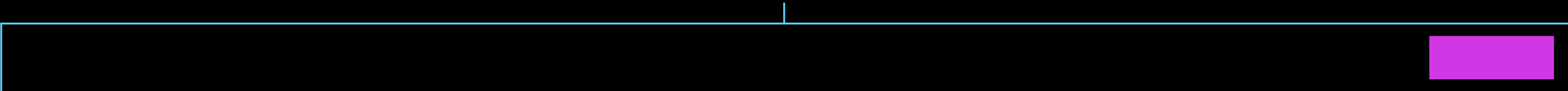
INTROVERT

EXTROVERT



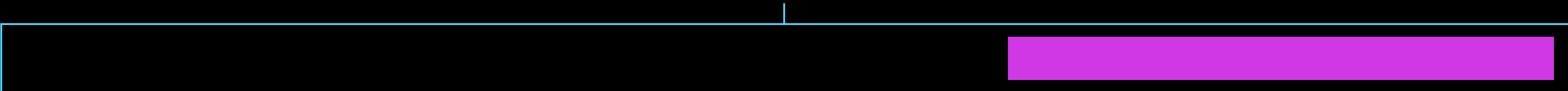
SENSE

INTUITIVE



THINK

FEEL



JUDGE

PERCIEVE

GOALS

- Earn money
- GET A JOB!
- Scale down temporarily
- Has to find a roommate to move in with

FEARS

- No money
- Loosing friends
- Not being able to party
- Compromising on his habits
- Not being able to travel

MOTIVATIONS

- Wants back his lifestyle
- Wants to get serious in his life
- Wants to buy a nice rig for his games

FRUSTRATIONS

- Not being able to control spending money
- Asking dad for money
- Borrowing money from friends
- Hates to being stuck in traffic while driving to his office

TARGET AUDIENCE

- 18 to 35 year old living in a metropolitan city
- User who want to stay in a new city for a short period of time
- Companies looking for houses for their employees
- Students looking for house near their universities under a budget
- Unemployed users looking to scale down

JOURNEY MAP FOR ROHAN

- Joins PESU
- Takes admission in PESU Boys Hostel
- Stays for 2 semesters, gets frustrated with the hostel, decides to leave the hostel for the 3rd semester
- Looks for houses on magic bricks filtered by location
- Travels around the city looking for houses with TO-LET sign
- The user looked for 1BHKs, but they were too dirty, then the user decided to look for 2BHKs.
- Finds a few 2BHKs and starts looking for a room mate
- Asks friends in college and asked for room mates on what's app groups, facebook etc.

- Gets a few responses
- Takes a chance and selects one of the applicants after through stalking on social media
- Discusses the preferences, prices and splitting of costs
- Made transactions to the owners and moved in.
- The user used to work at a MNC, but he was just fired.
- Starts looking for more affordable housing
- Starts enquiring for houses and room mates strictly under his budget
- He finds a house, pays token advance
- meets potential room mates, discusses terms
- Moves in with the room mate

PAIN POINTS

- Couldn't find suitable house on magic bricks
- Lack of local knowledge made him search in locations out of budget also
- Language Barrier
- Landlords don't prefer to rent the house to bachelors, even if they do, they charge extra
- College Semester break
- Most of the responses were not suitable for the user

PAIN POINTS (CONTD.)

- Lack of trust
- Problems of transactions with the owner and between the room mates
- Documentation of the payment and rental agreement
- Has no clue about his future
- Tight on budget
- Takes advance from his previous room

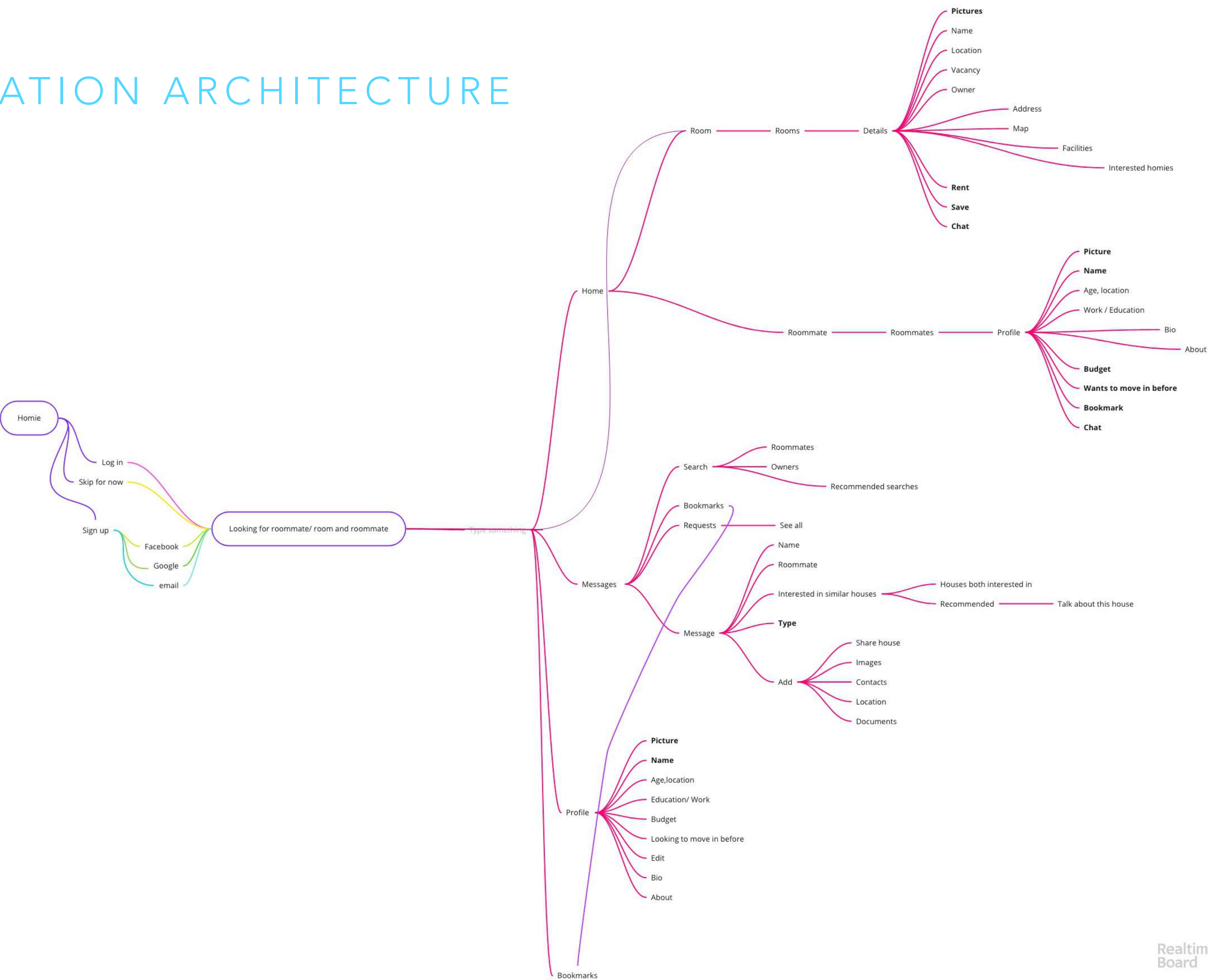
NEEDS / WANTS

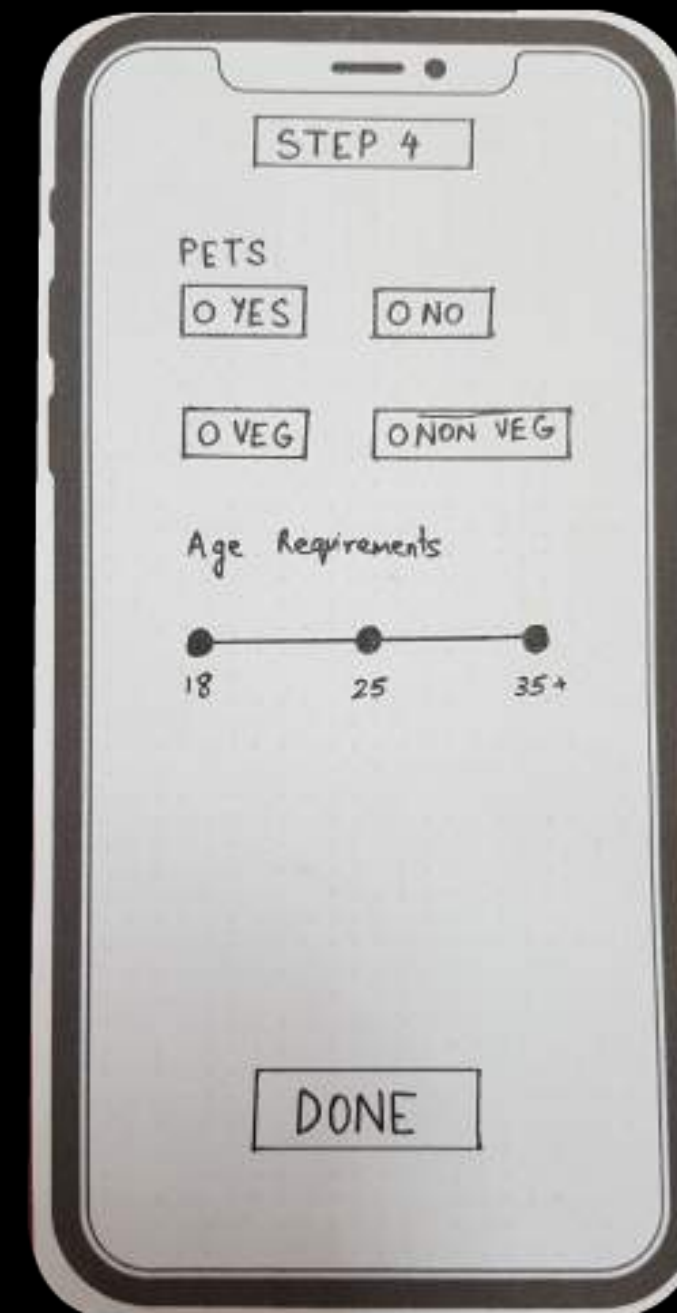
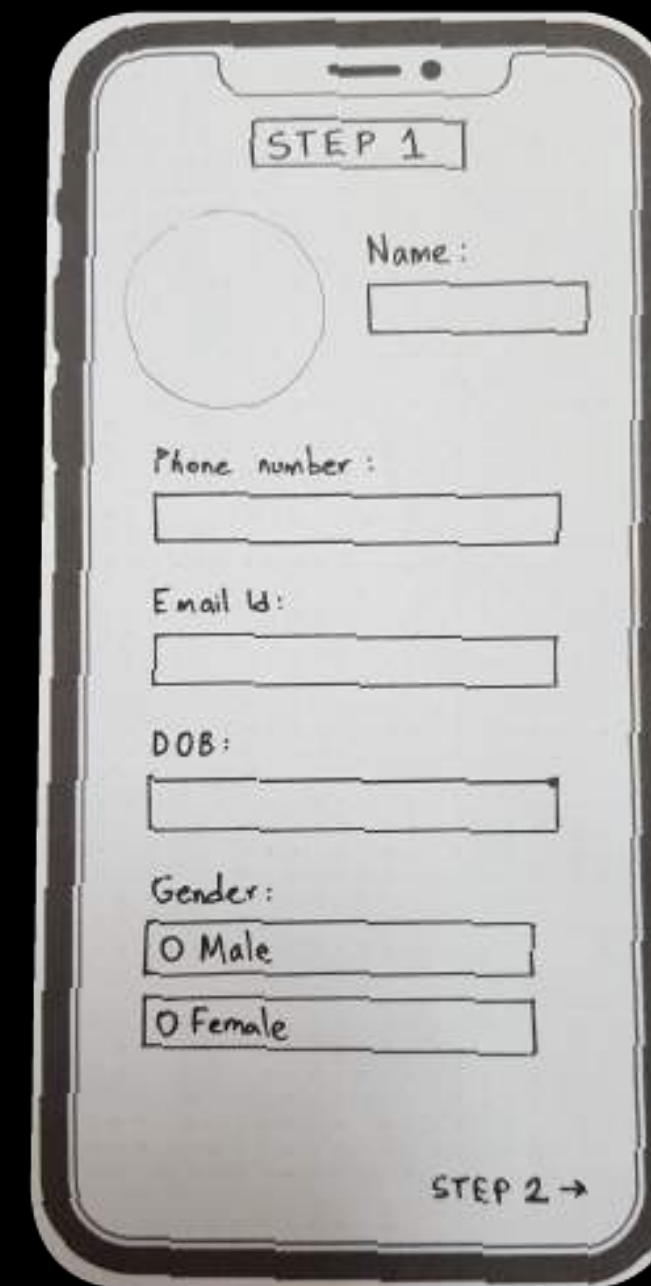
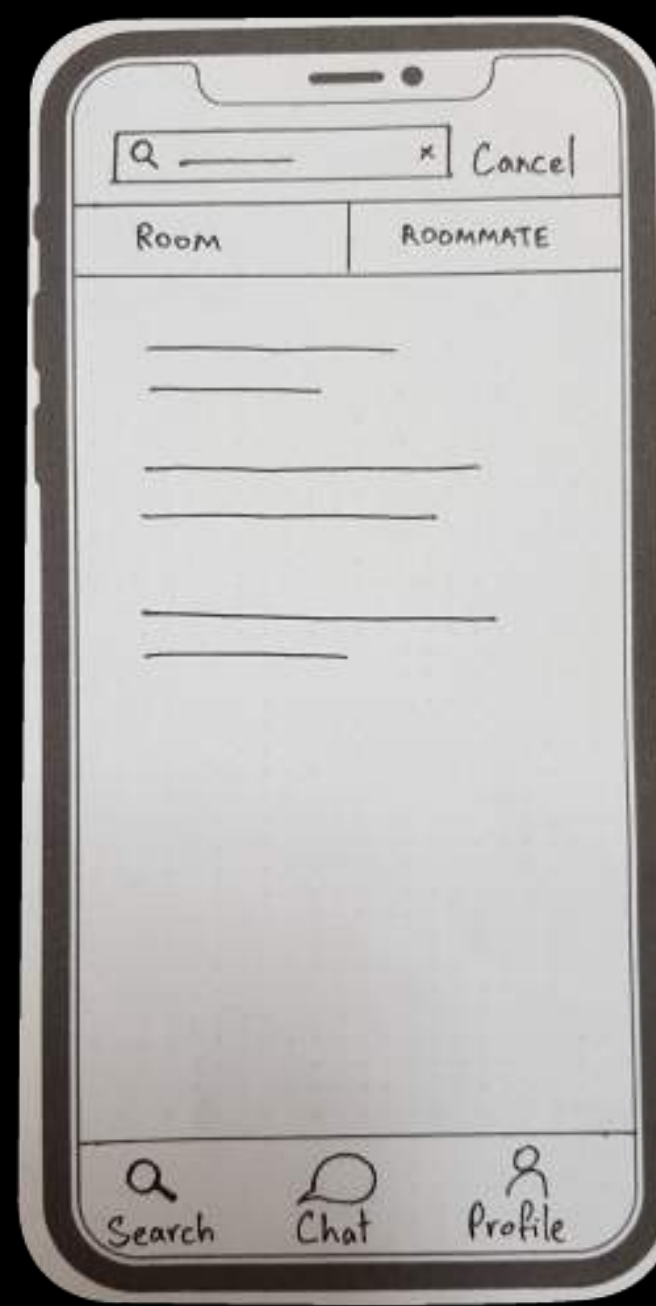
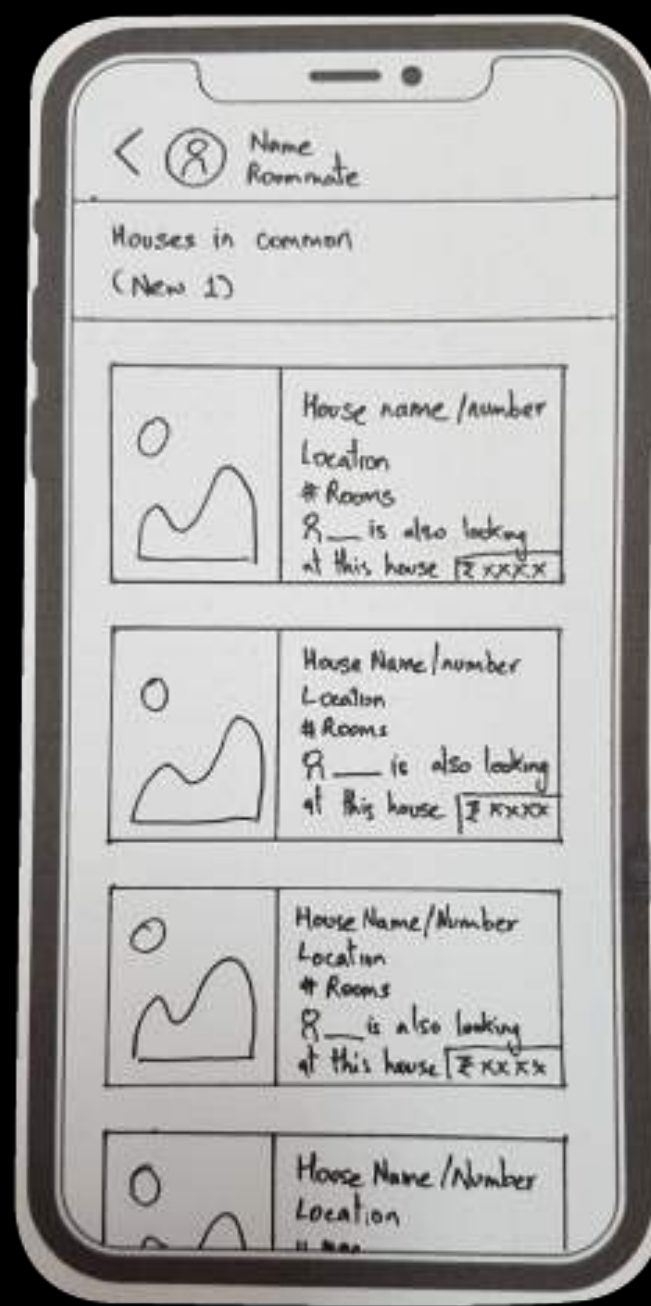
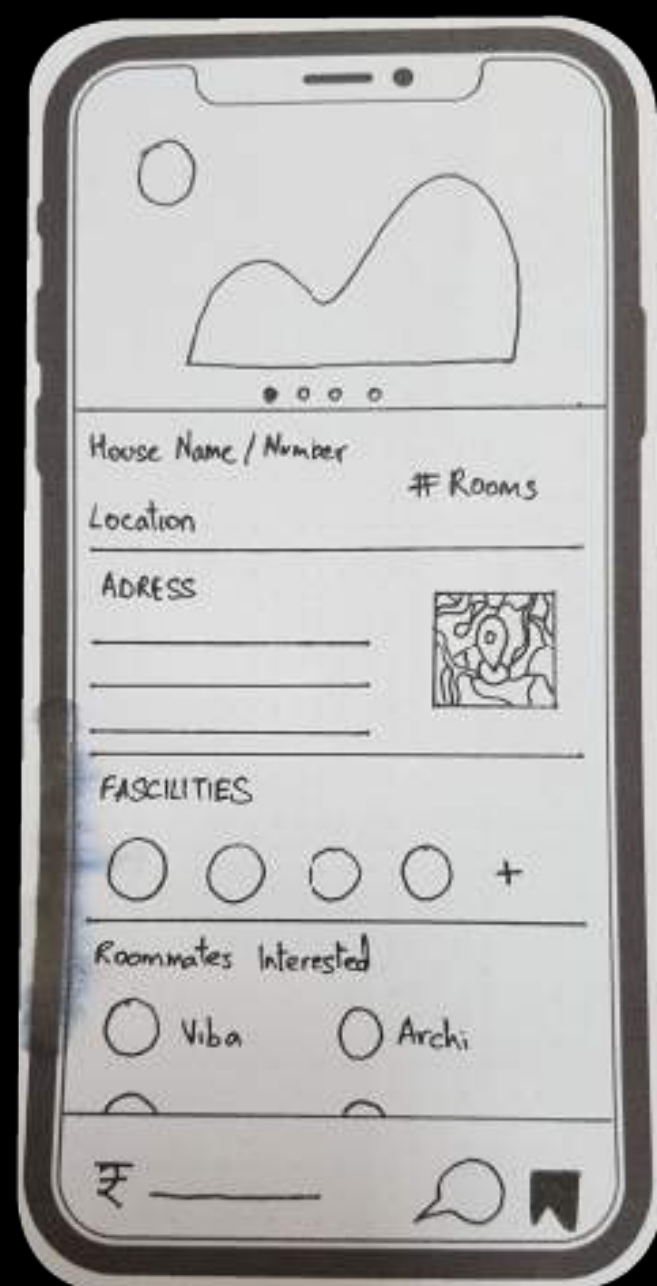
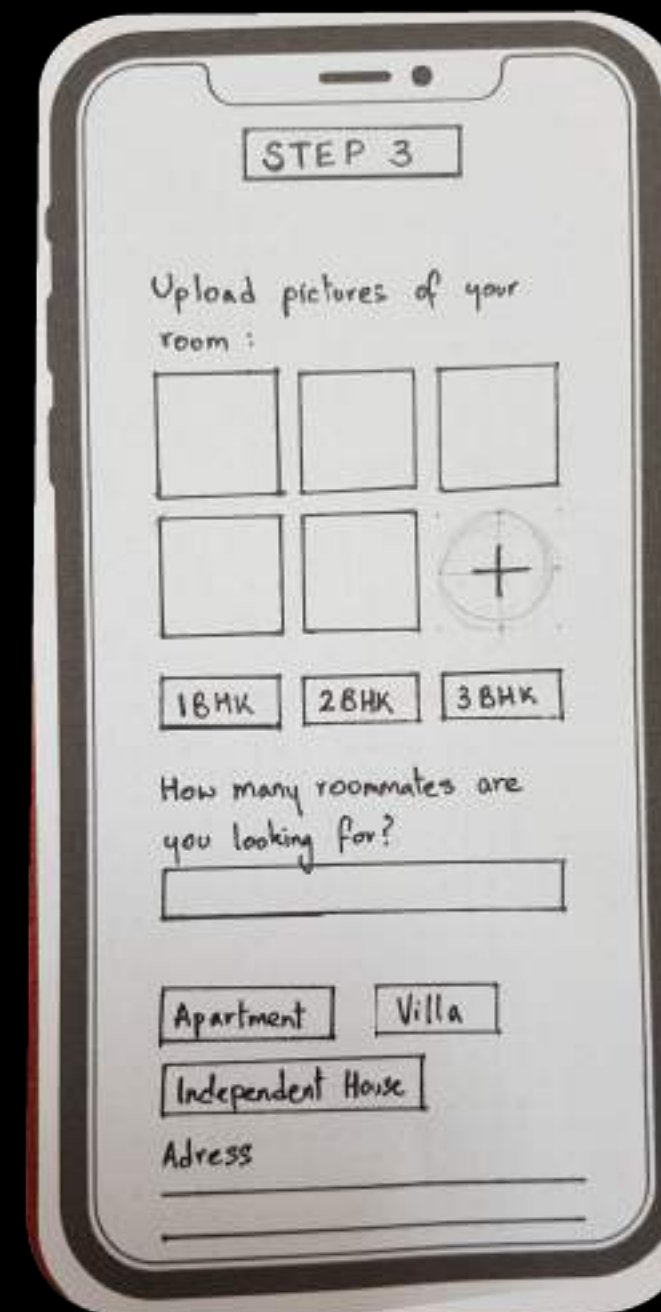
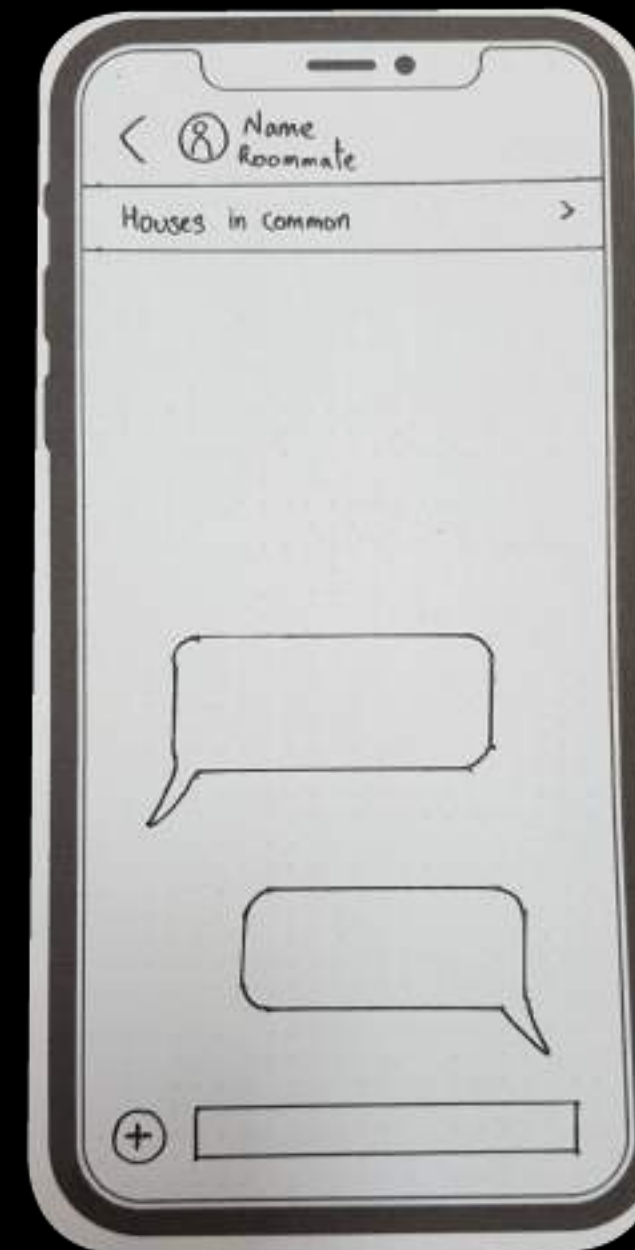
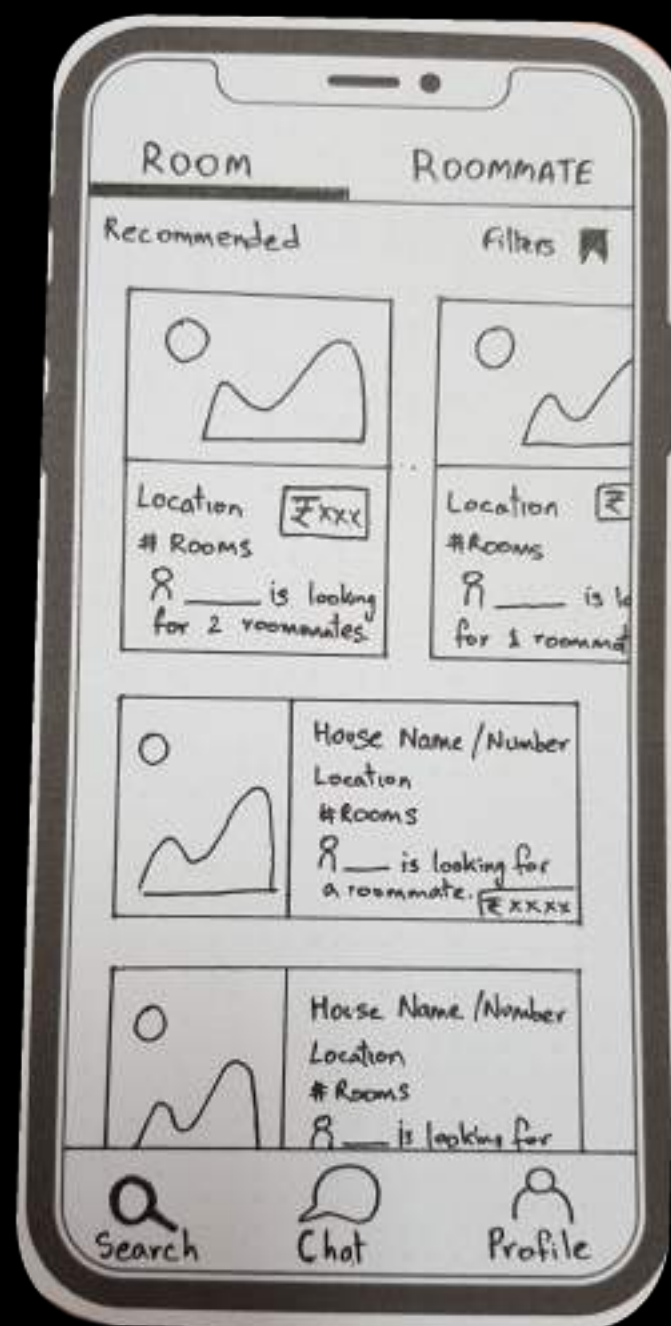
- Finding rooms under their budget
- Suitable, friendly roommate
- House in their preferred location
- Split expenses with roommates
- Pet friendly house/roommate
- No language barrier
- Friendly owners
- Smoking/ non-smoking rooms/ roommates
- Vegetarian/ non-Vegetarian rooms/roommates
- Parking space
- Amenities

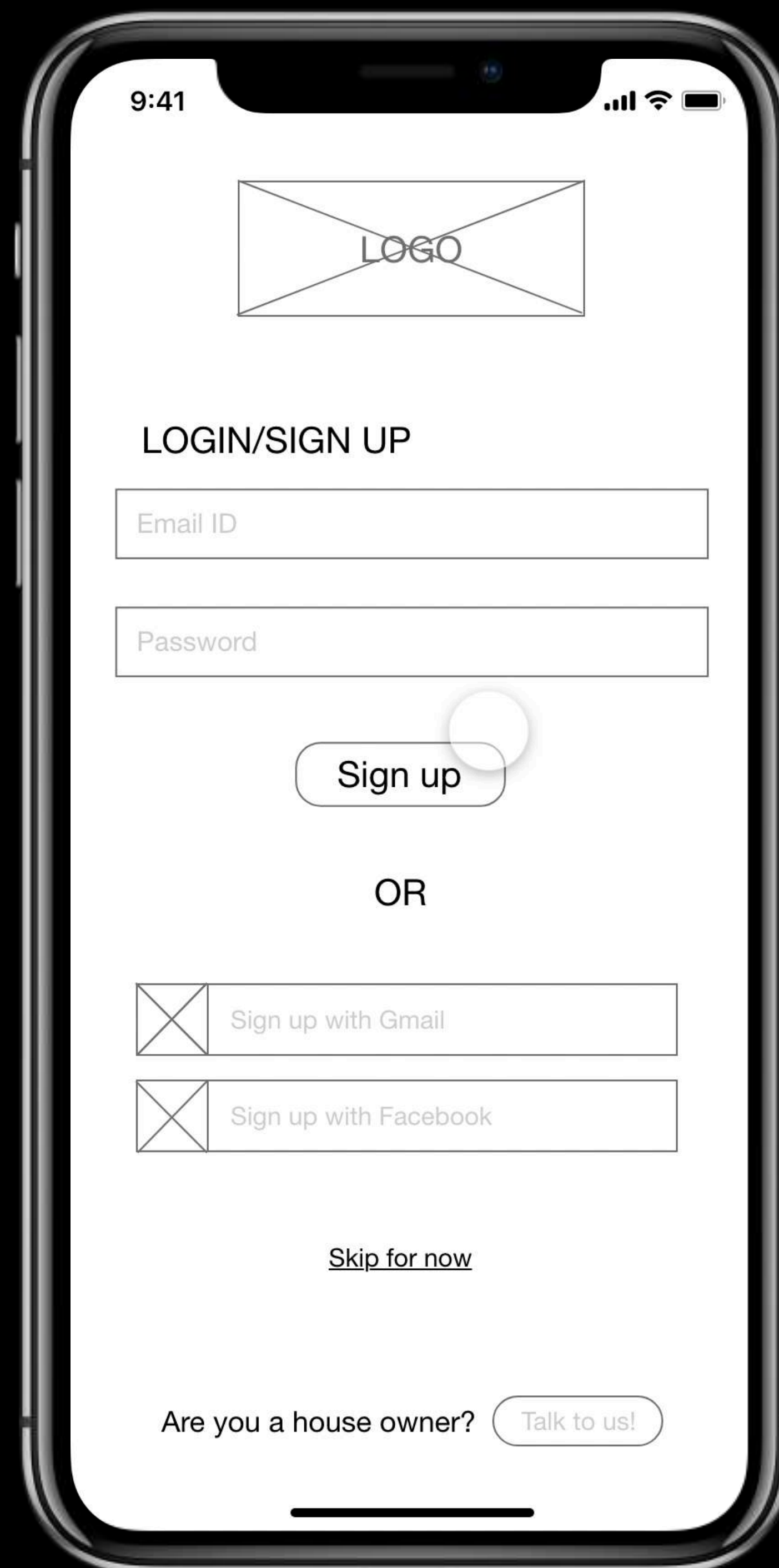
PROPOSED FEATURES FOR HOMIE APP

- Recommendation of rooms/roommates based on your preferences and budget
- In app chat with the roommates and owners
- No brokers
- Verified profiles
- Browse through thousands of rooms/roommates suitable for you

INFORMATION ARCHITECTURE







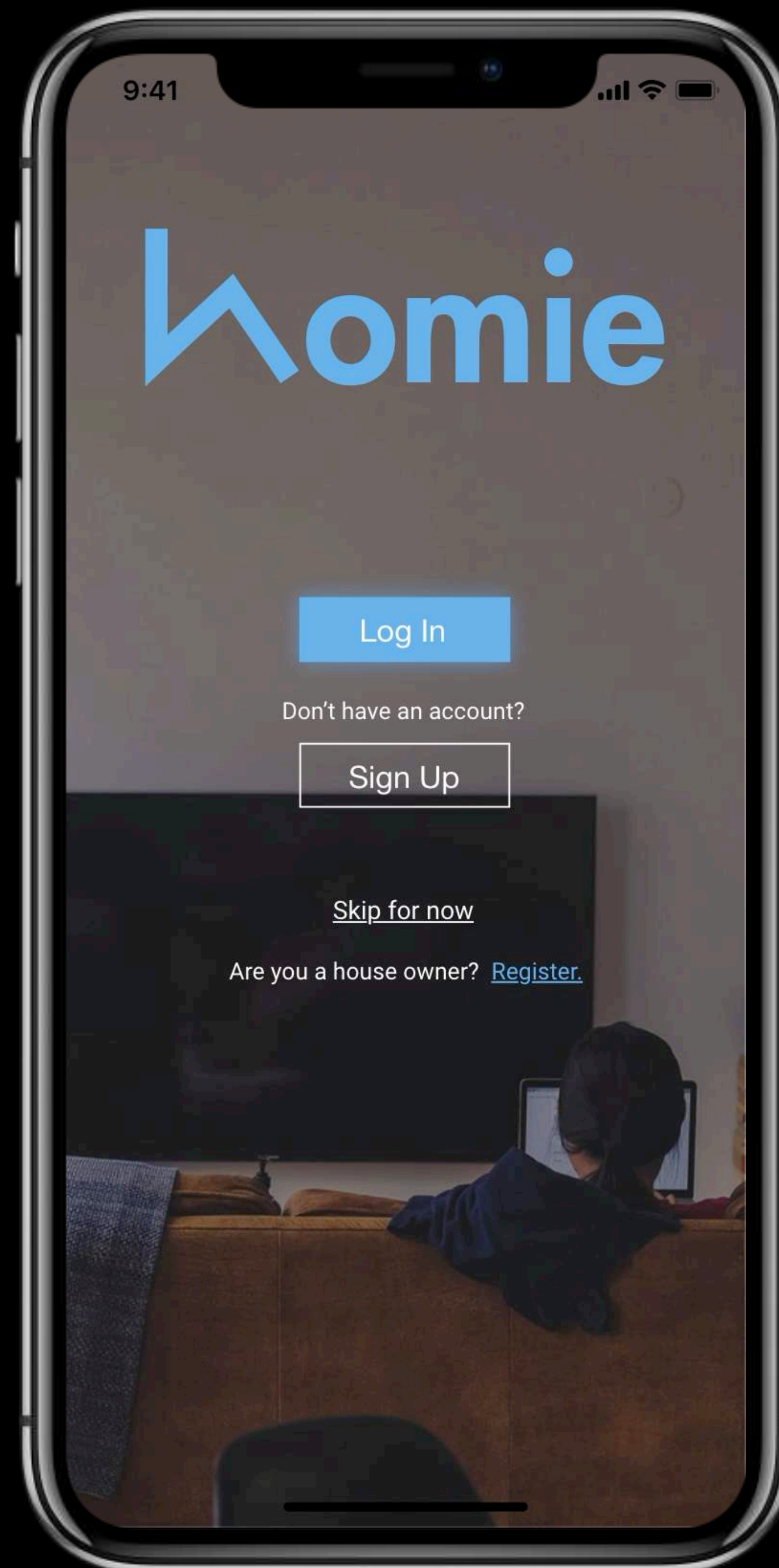
LOW FI WIREFRAME

ALPHA TESTING

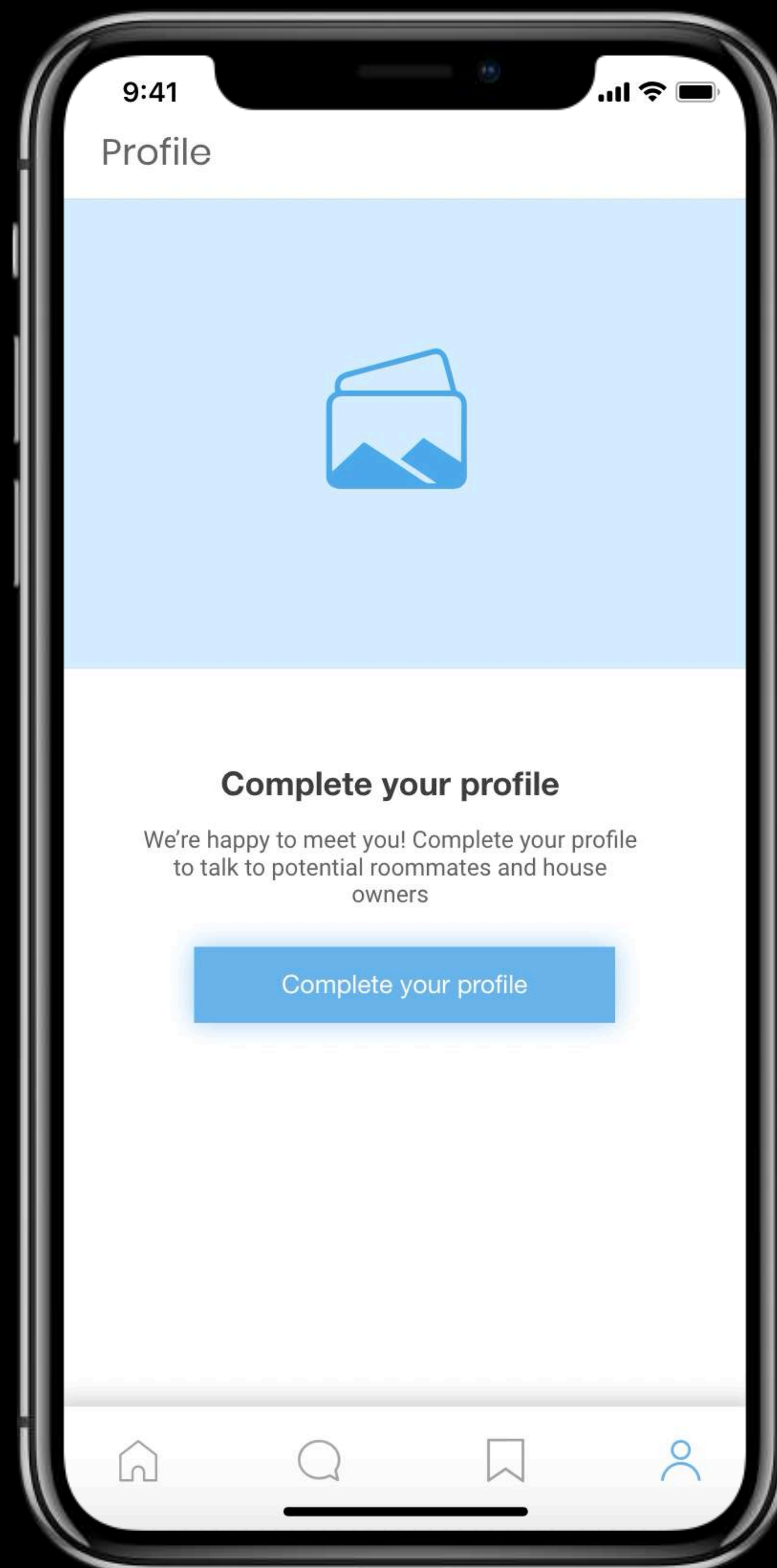
- **ROUND 1:** Concept Validation + General Insights
- We found that all the users we tested with understood and appreciated the concept behind the app.
- **Insights:**
 1. On Boarding screens were confusing and tedious
 2. Call-To-Actions weren't clear enough
 3. Terms and phrases needed to be better expressed
 4. The app needed a bookmarks tab

BETA TESTING

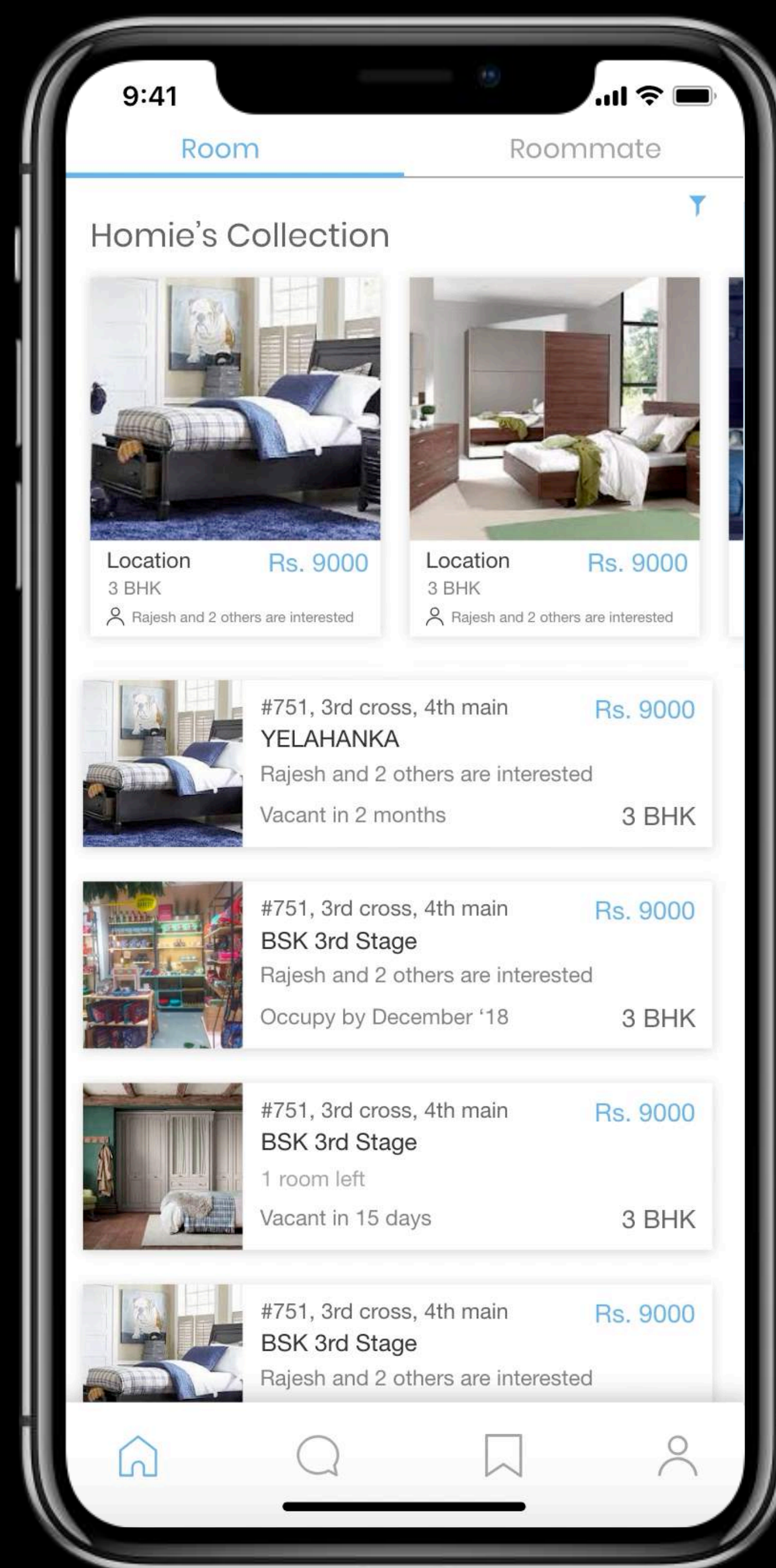
- **ROUND 2:** Validation of Solutions + Metrics
- In this phase, we measured the success rate of each of the following criteria:
- Task Completion: 13 users satisfactorily completed the tasks
- Discovery of features: Roughly 60% of users discovered features such as "Mutually interested houses", Bookmarks, "Interested Homies".
- On Boarding: 12/14 users had no trouble with on boarding
- Comprehension of terms (to see if we solved problem #3 from Round 1): 12/14 comprehended the meaning behind new phrases with no help at all with the exception of the bookmark symbol.



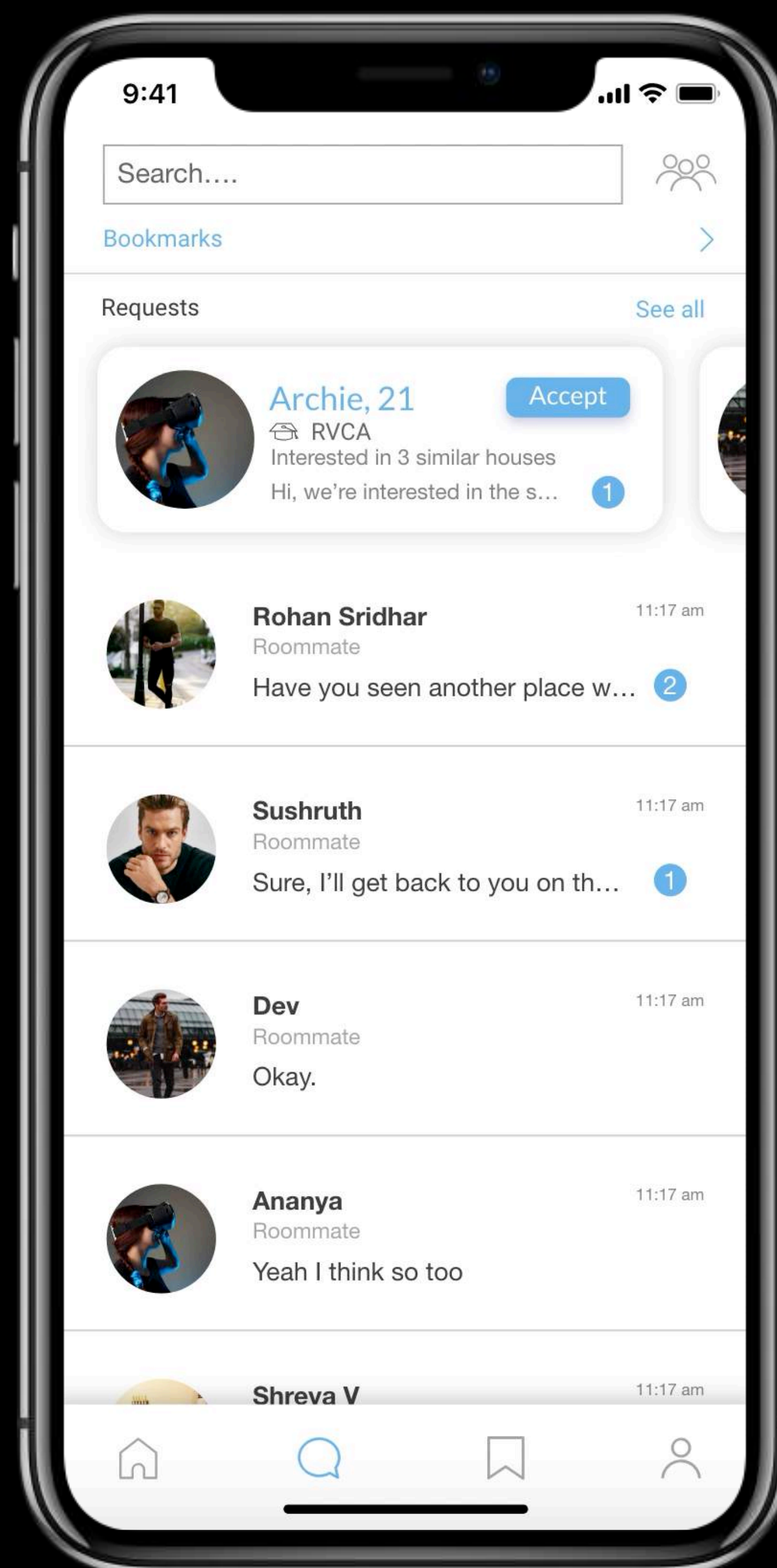
ON BOARDING



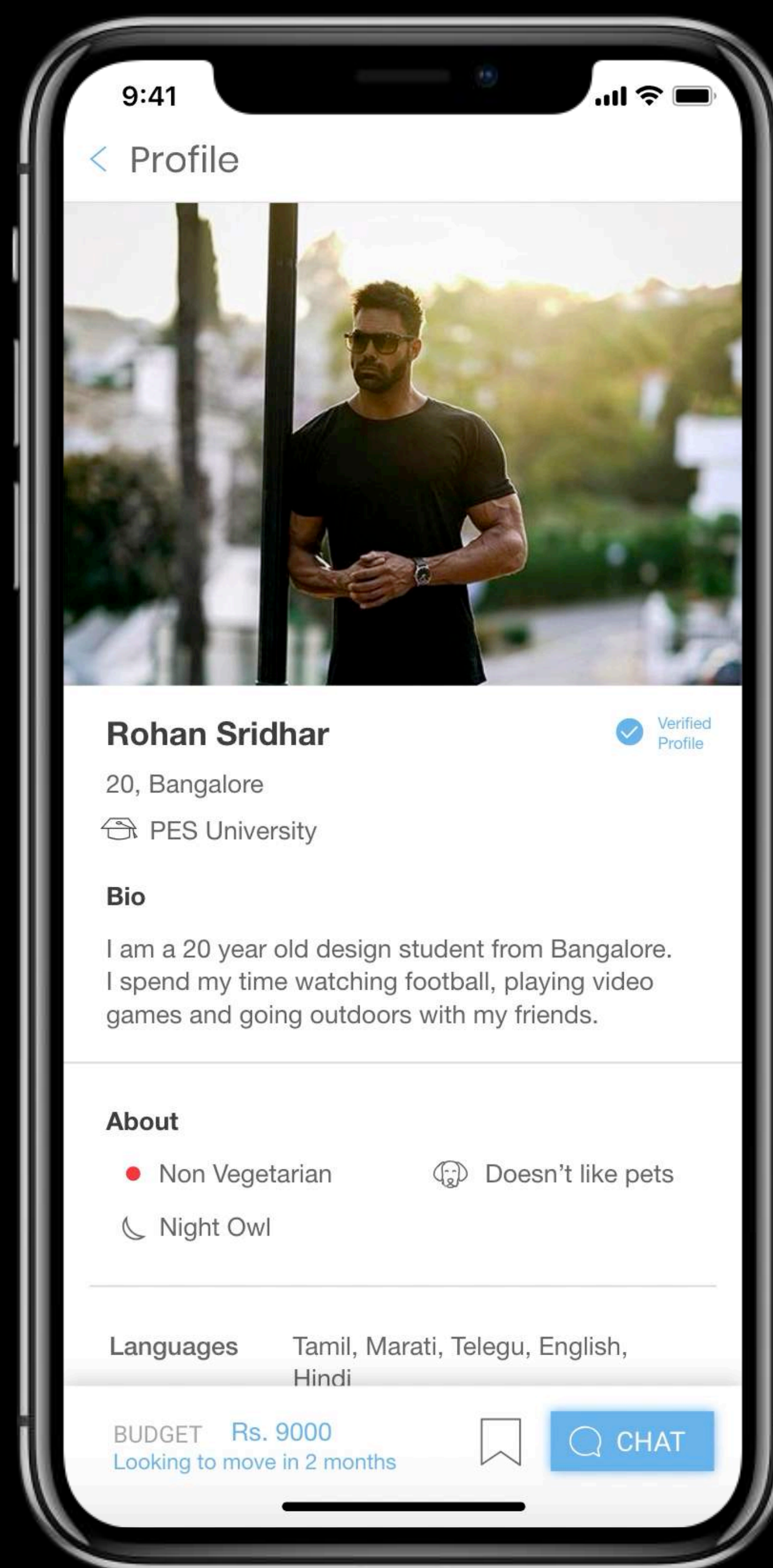
PROFILE






HOME SCREEN



CHAT SCREEN




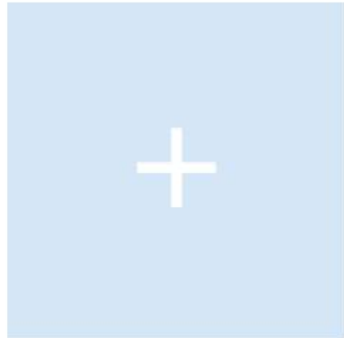
On boarding

9:41   

STEP 3 [Skip](#)




Room Information

Upload pictures of your house


Select the type of house

Home


9:41   

[Room](#) [Roommate](#)


Homie's Collection




Location **Rs. 9000**
3 BHK
Rajesh and 2 others are interested




Location **Rs. 9000**
3 BHK
Rajesh and 2 others are interested




#751, 3rd cross, 4th main
YELAHANKA
Rajesh and 2 others are interested
Vacant in 2 months **3 BHK**







#751, 3rd cross, 4th main
BSK 3rd Stage
Rajesh and 2 others are interested
Occupy by December '18 **3 BHK**






#751, 3rd cross, 4th main
BSK 3rd Stage
1 room left
Vacant in 15 days **3 BHK**




#751, 3rd cross, 4th main
BSK 3rd Stage
Rajesh and 2 others are interested


   

Chat


9:41   



Requests [See all \(5\)](#)




Archie, 21
RVCA
Interested in 3 similar houses
Hi, we're interested in the s... **1**




Rohan Sridhar
Roommate
Have you seen another place w... **2**

11:17 am




Sushruth
Roommate
Sure, I'll get back to you on th... **1**

11:17 am




Dev
Owner
Okay.

11:17 am







Ananya
Roommate
Yeah I think so too

11:17 am






Shreya V
Roommate


11:17 am

Profile

9:41   

[Profile](#)




Priya Srivatsav
20, Bangalore
PES University
Budget **Rs. 9000**
[Looking to move in 2 months](#)





Bio
I am a 20 year old design student from Bangalore. I spend my time watching football, playing video games and outdoors with my friends.

About

☒ Non Vegetarian

 Doesn't like pets

☒ Night Owl

Personality_profile

9:41

< Personality

Choose the options that describe you best

Night Owl

Early Bird

Health Enthusiast

Foodie

Dancer

Cinema Goer

Music Lover

Bookworm

Introvert

Extrovert

Fashionista

Techie

Chef

Theatre Fan

Workaholic

Organised

Easy Going

Save

Filters_Profile

9:41

Discovery Filters

Skip

ROOMMATE

Gender

Woman

>

Age Range

20-25

Dietary

Any

>

ROOM

Location

Sadashiv Nagar

>

Maximum Distance

5 kms

Budget

₹ 9000

Maximum Flatmates

- 2 +

Amenities

Select amenities required

>

GENERAL

Pet Friendly

Save

preference

>

Couple Friendly

No preference

>

Chat

9:41

<

Rohan Sridhar

Roommate

Interested in 2 similar houses

>

didn't look the same in the pictures

Today

I completely agree.

Have you seen another place we might like?

#751, 3rd cross, 4th main

YELAHANKA

3 BHK

Vacant in 2 months

Rs. 9000

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Chat_Interested Houses

9:41

< Houses mutually interested in

#751, 3rd cross, 4th main

BSK 3rd Stage

Rs. 9000

3 BHK

Talk about this house

#751, 3rd cross, 4th main

BSK 3rd Stage

Rs. 9000

3 BHK

Talk about this house

Recommended

#751, 3rd cross, 4th main

BSK 3rd Stage

Rs. 9000

3 BHK

Talk about this house

#751, 3rd cross, 4th main

BSK 3rd Stage

Rs. 9000

3 BHK

Talk about this house

#751, 3rd cross, 4th main

BSK 3rd Stage

Rs. 9000

3 BHK

Talk about this house

#751, 3rd cross, 4th main

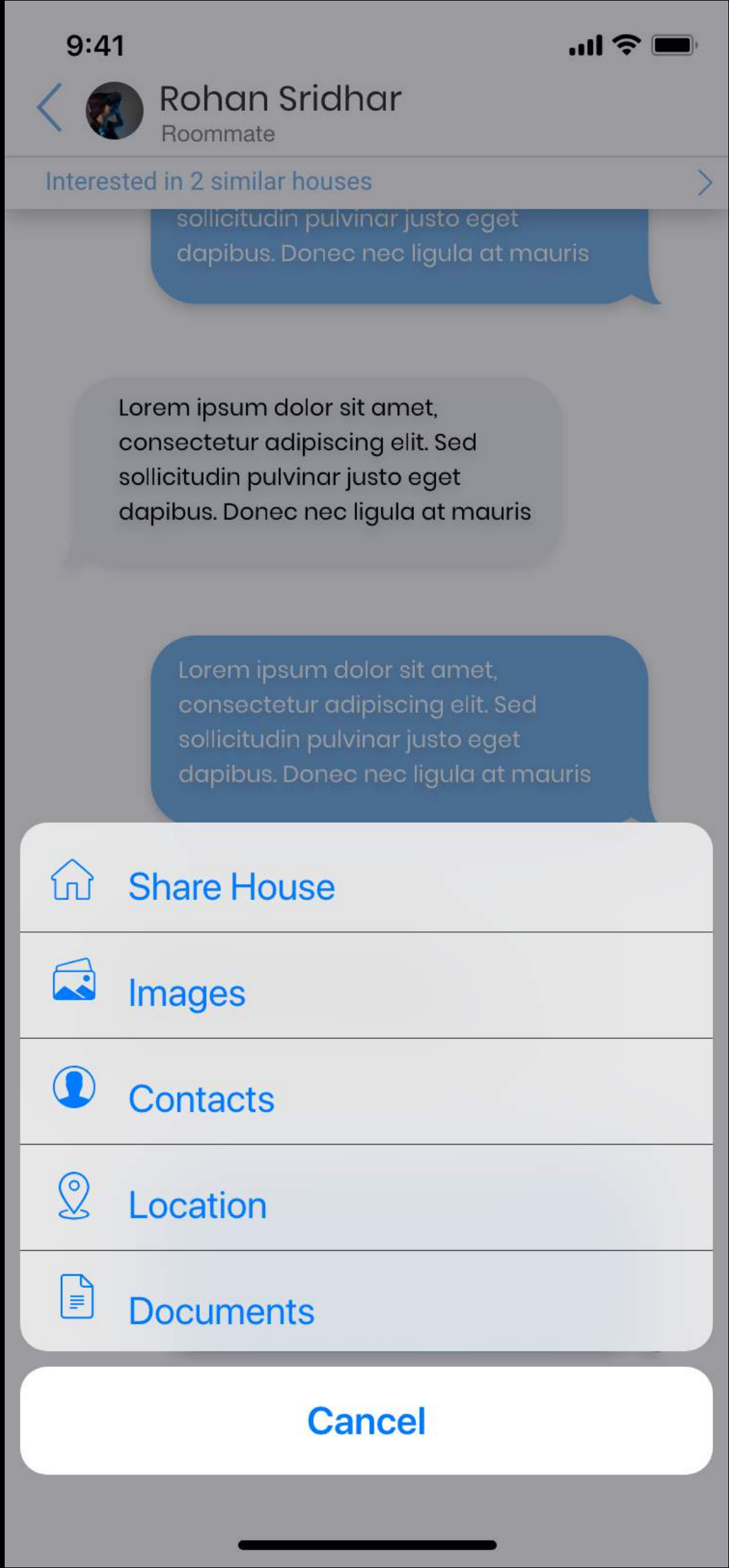
BSK 3rd Stage

Rs. 9000

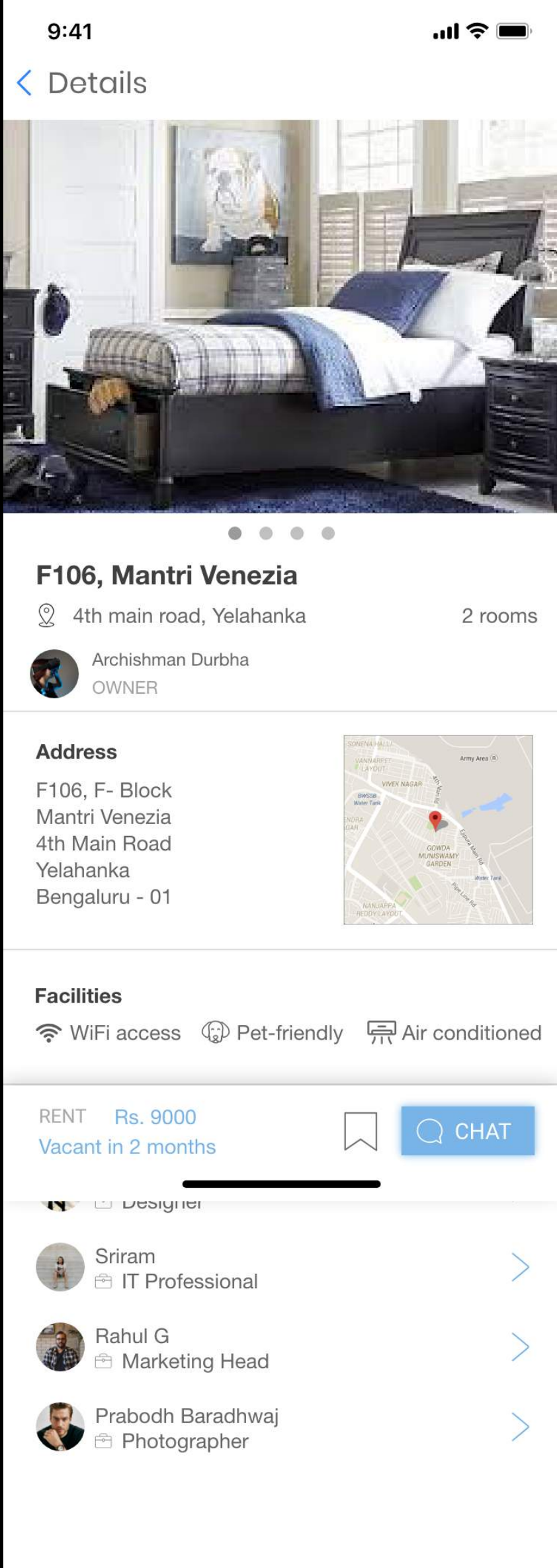
3 BHK

Talk about this house

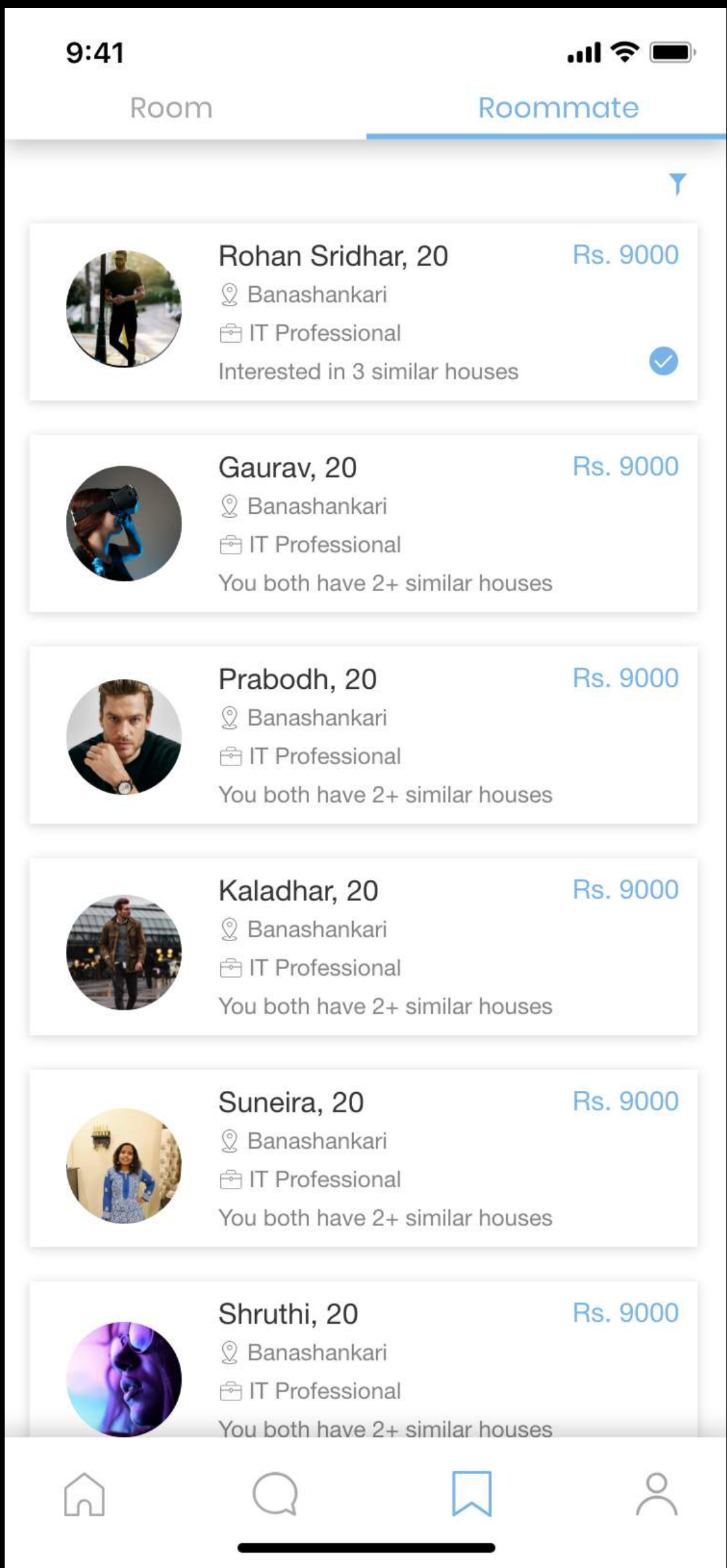
Chat_Share



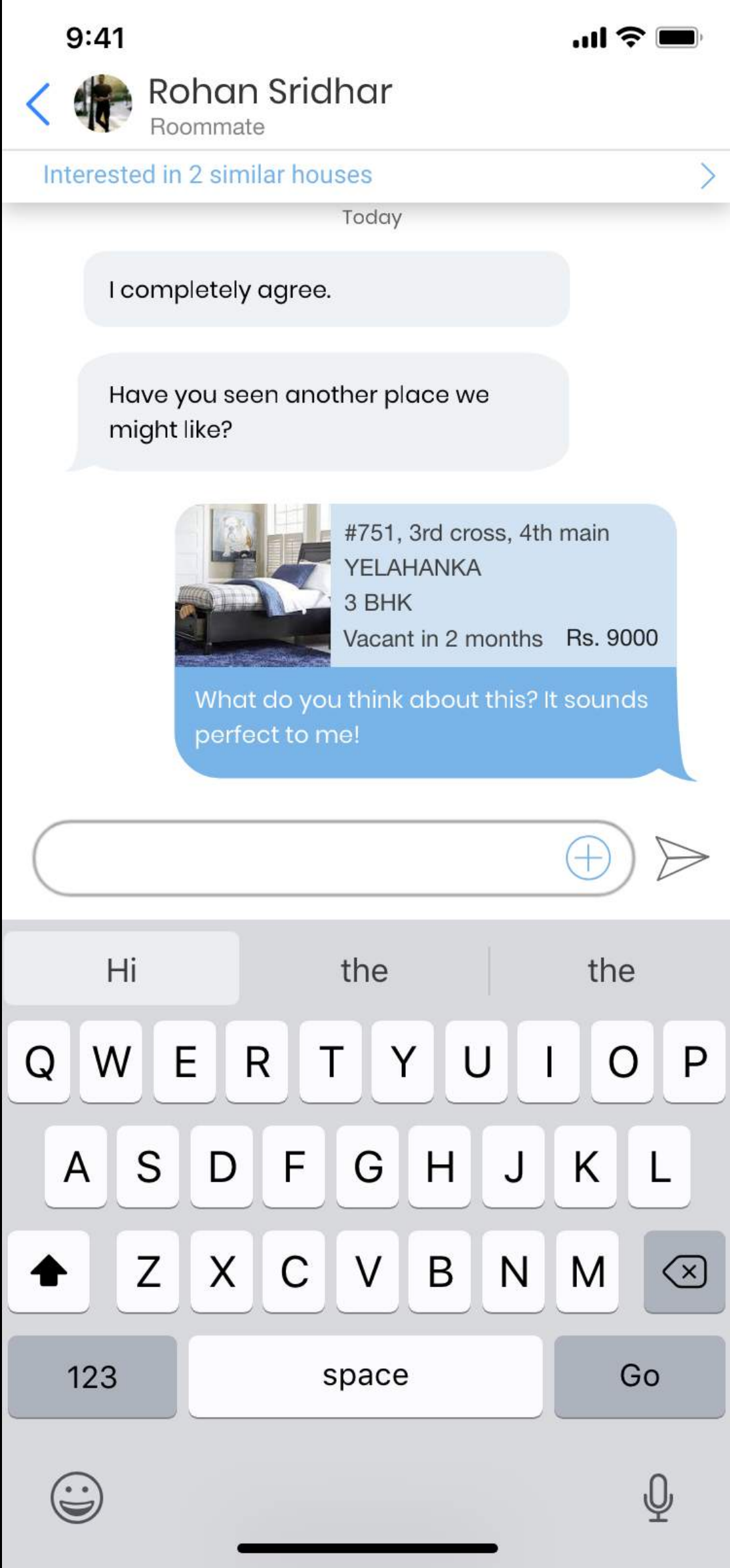
House Details



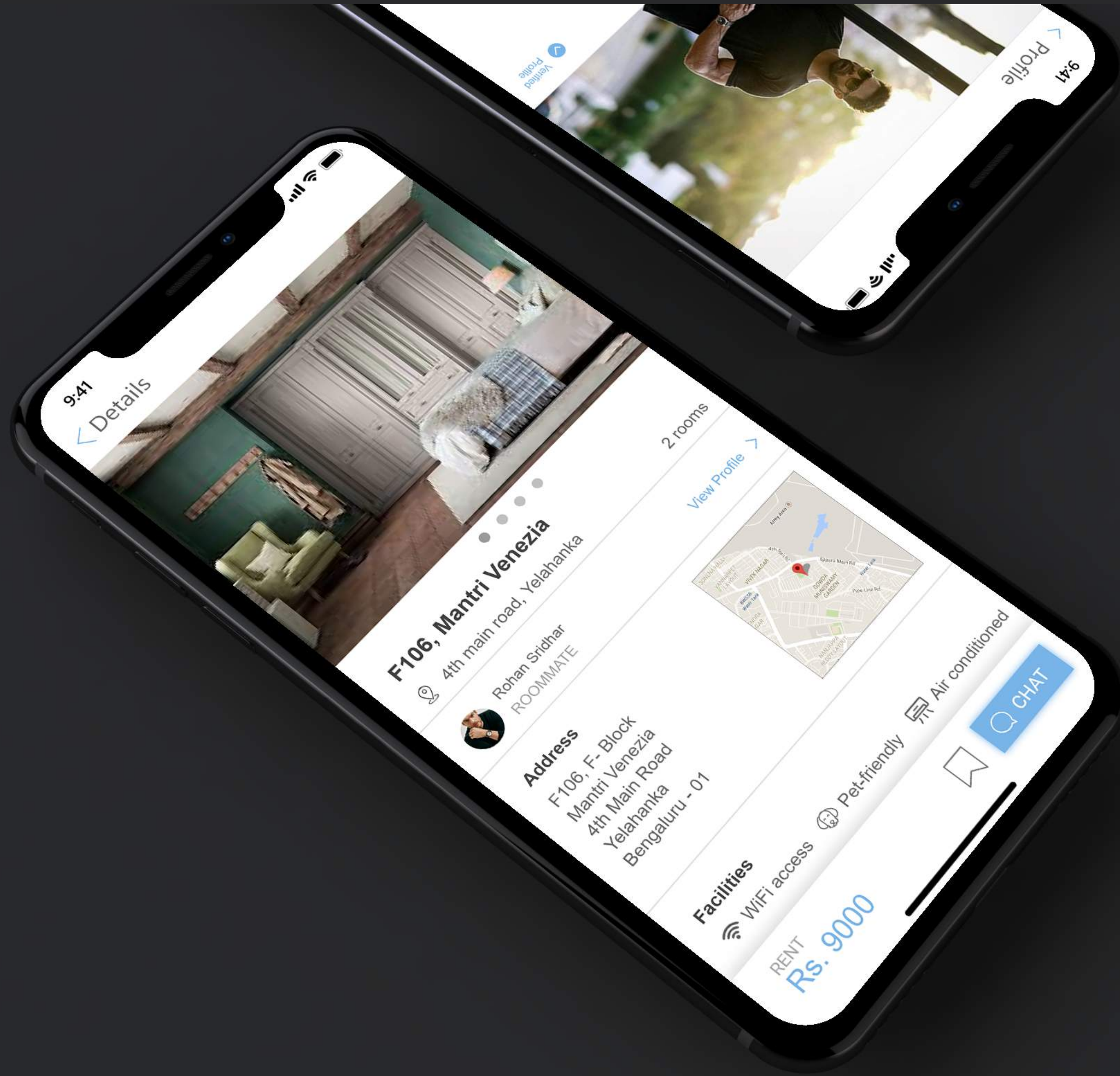
Bookmarks_Roommate

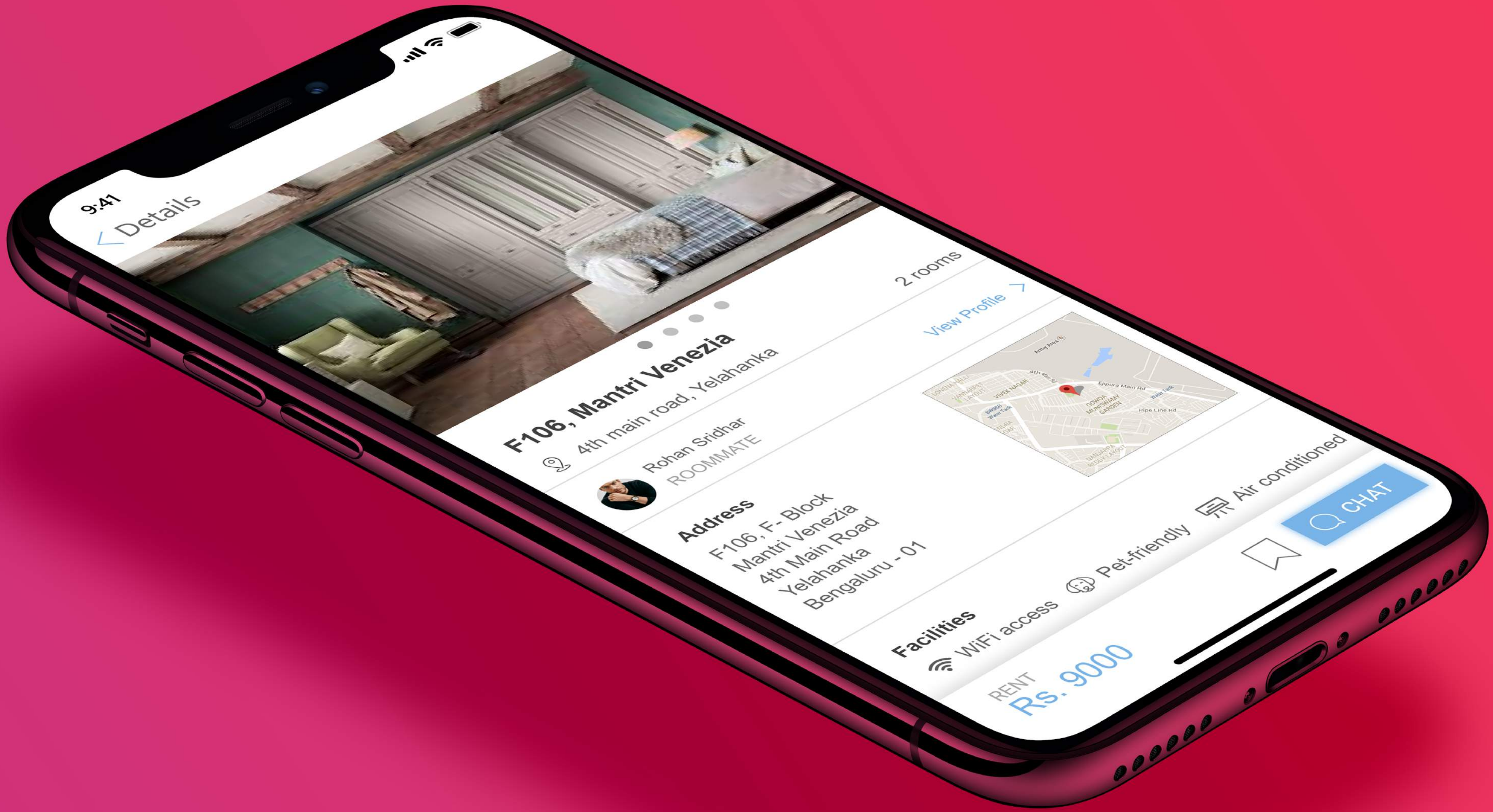


Chat









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< Details

2 rooms

View Profile >

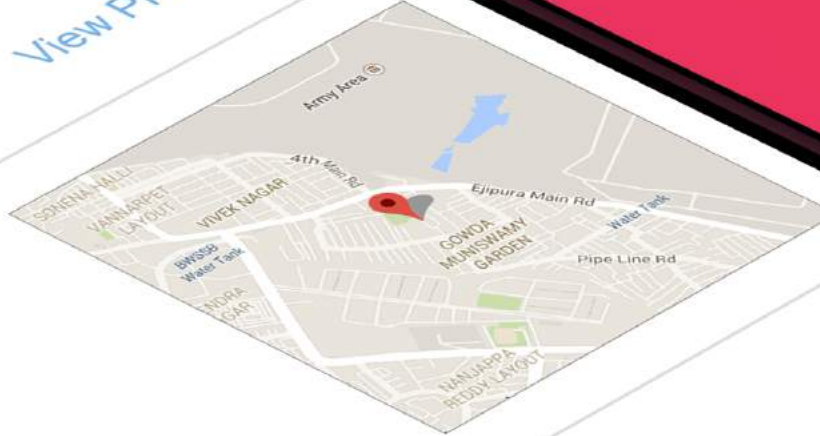
F106, Mantri Venezia
4th main road, Yelahanka



Rohan Sridhar
ROOMMATE

Address

F106, F- Block
Mantri Venezia
4th Main Road
Yelahanka
Bengaluru - 01



Facilities

WiFi access



Pet-friendly



Air conditioned

RENT
Rs. 9000



CHAT



