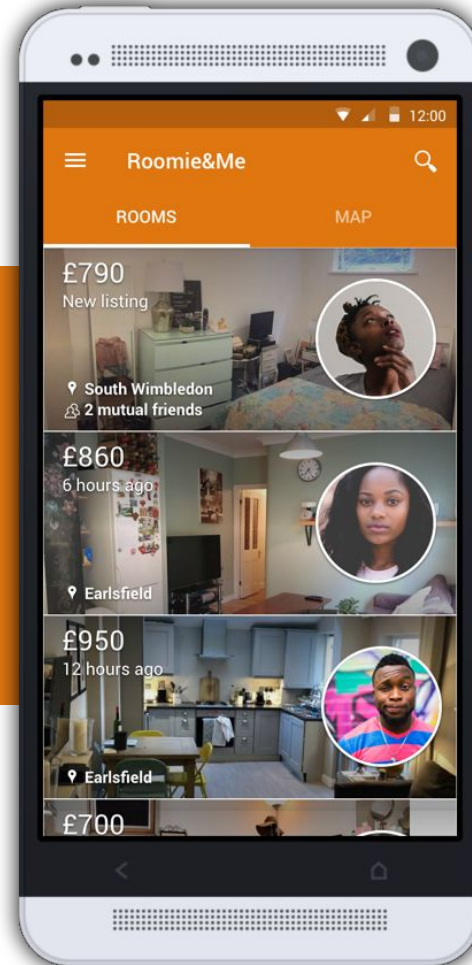


Roomie&Me

Connecting personalities and rooms

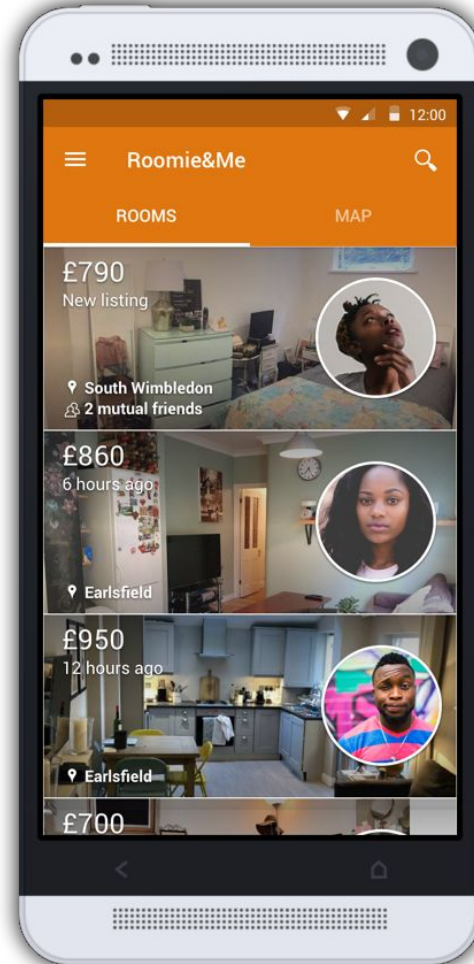


Brief

Spend 1-2 days designing a mobile product experience that appeals to millennials and makes it safe to find the ideal roommate in London.

- Identify needs and pain points in the “finding/keeping a good roommate” journey
- Find ways to leverage those needs and solve those pain points

Once the ideal roommate is found, what else can this product do to make the roommate experience better?



Pain points and opportunities

Pain points

- ✗ High demand (competitive)
- ✗ Dead listings
- ✗ Ghosting/No response/Flakiness
- ✗ Attract the wrong people
- ✗ Disputes between roommates
- ✗ Contract pressures
- ✗ Reclaiming deposits

Opportunities

- Speed of notification and instant messaging
- Prompt advertisers to sign in to keep advert going
- Referral system
- Personal validation options
- Select candidates by personality type
- Digital contract templates (legal partnership)
- Deposit handling service (financial partnership)

Needs



Advertiser

Support in determining personality type of any potential new roommate

Portal for reviewing potential candidates

Mechanism for handling multiple message requests



Room seeker

Access to selection of available rooms (choice on-demand)

Ability to send and receive speedy communications

Confidence that the service provides genuine adverts

Jonathan, 28

Jonathan is halfway through a 2-year lease on a 2-bed property in Greenwich. His current roommate will be moving out soon to take a job in another part of the city and Jonathan needs to find a suitable person with whom to share the rent and household bills.

In the past, Jonathan has lived with a mixture of personalities and would like to find a roommate with a similar personality.





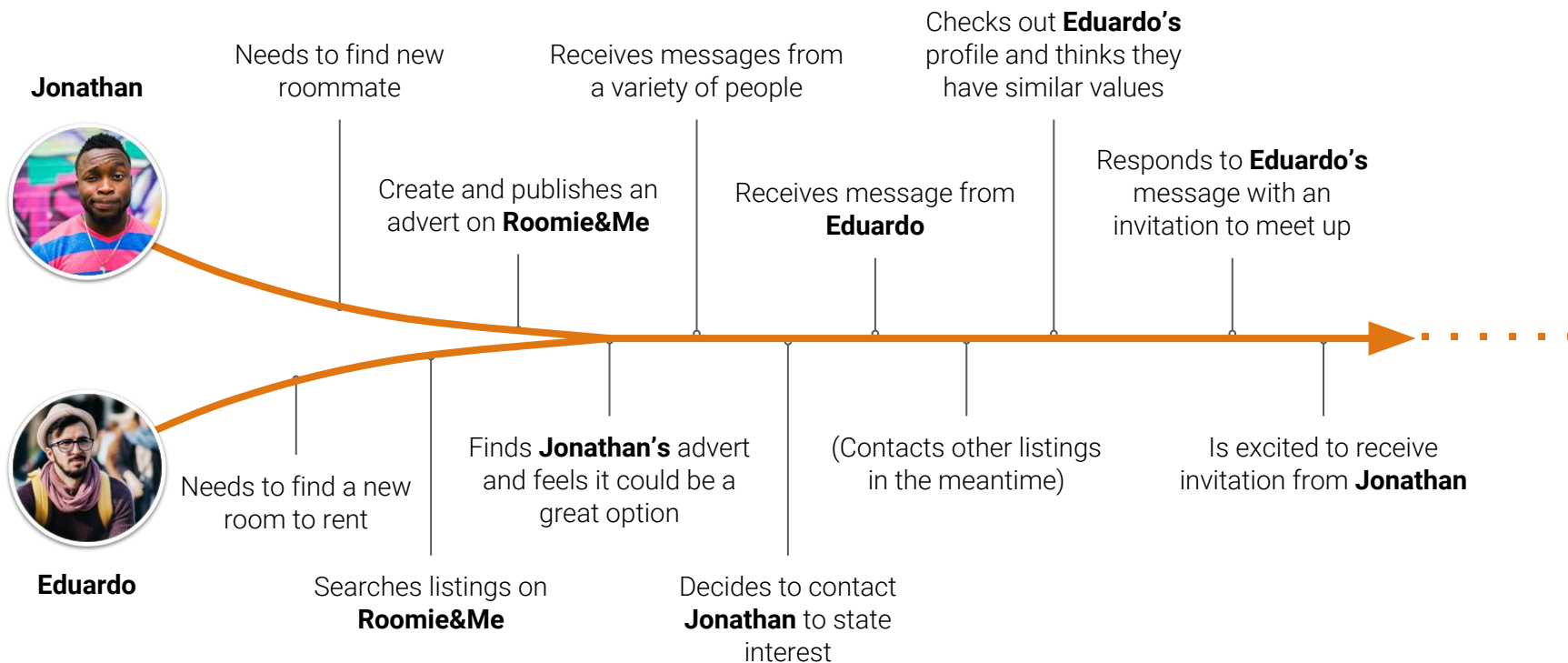
Eduardo, 31

Eduardo has been living in London for 6 months. Because of the challenge of finding accommodation, when he first arrived he lived with his cousin.

Now that he feels more established in the city, Eduardo is searching for his own place. He doesn't yet have many connections in the city, but he has heard good things about the Roomie&Me service and its personality matching approach.

Becoming good roommates

How the journey begins...

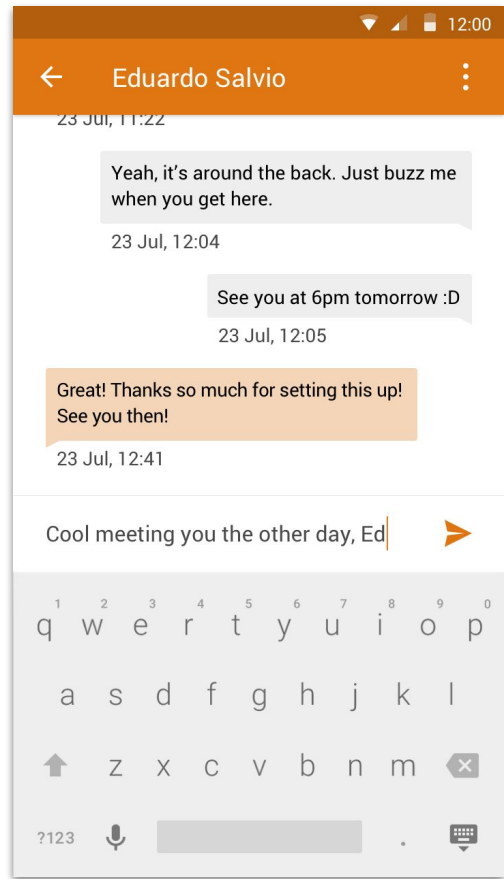


Ease of communication

Key feature

In today's rental market, options come and go quickly – speed-of-response is crucial. An in-app messaging feature would offer a fundamental part of the 'search and match' experience.

A reliable notification mechanism should be a key feature of the service, as instant messaging is often the 'make or break' between getting the right candidate or not.



Personality matching

Key feature

When joining the service, each user will complete a short questionnaire that determines a basic lifestyle type as well as defining profile personality.

When declaring interest in an available room, users will have their basic lifestyle type shared with the landlord.

Create profile

×

Your personality

Select tags that describe your personality

●●●●○

Outdoor person

Concerts

Gym

Squeaky Clean

Smoker

Healthy

Morning person

Conservative

Indoor

Night person

Take out food

Music

Talkative

Video Gamer

Bars/Clubs

Partier

Quiet person

Cooks

Hard worker

Religious

Liberal

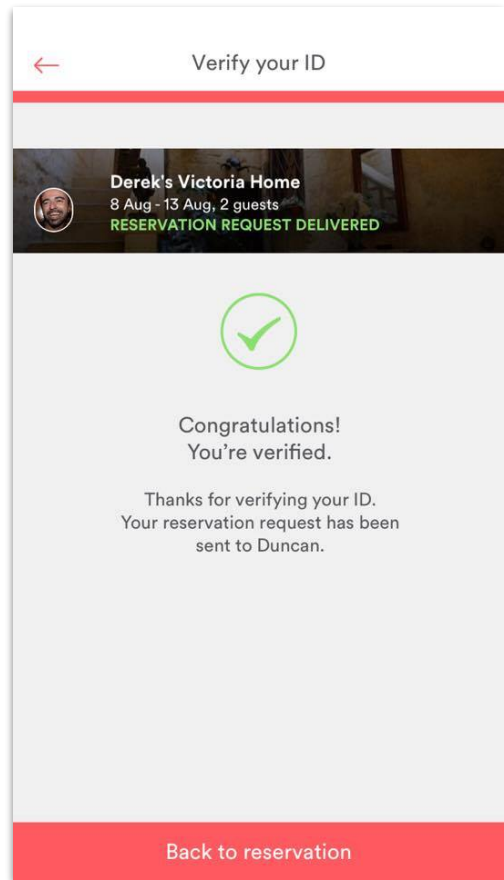
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Authenticated profiles

Key feature

As with similar services such as AirBnB, verified profiles provide a higher level of trust among users of the service.

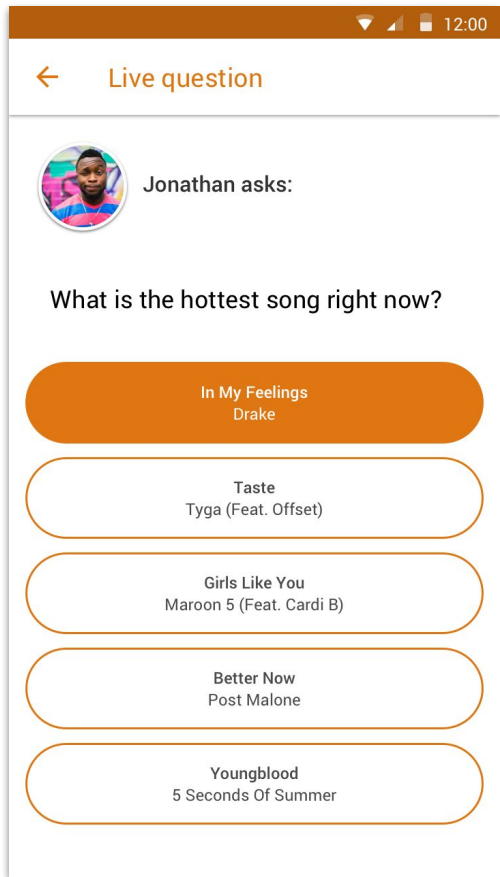


Personal verification

Key feature

As an added verification step, landlords can set a custom 'personality question' for people who declare their interest in an advertised room.

This question could be specific to the landlord's personal tastes, living preferences, etc.

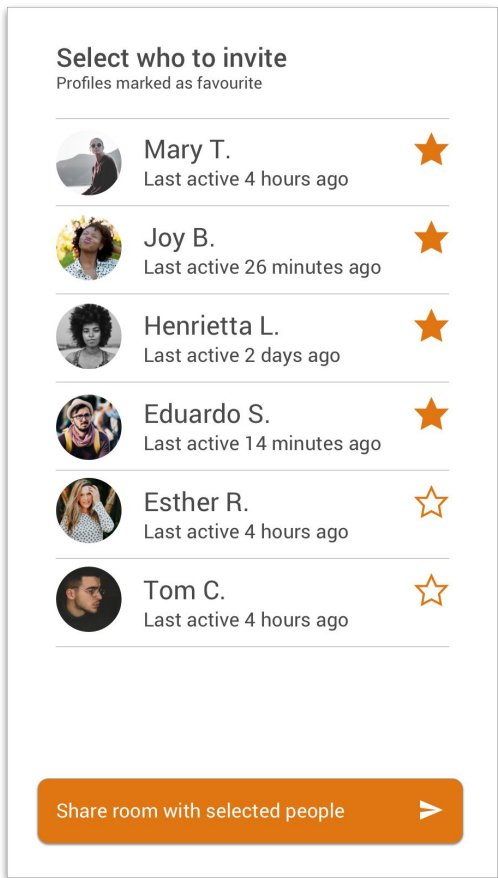


Landlord control

Specialised feature

Landlords contact first

1. Landlord creates and sets their profile and advert to 'hidden'
2. Landlord searches through the list of roommate profiles, selecting some as 'favourites'
3. Landlord sets their profile and advert to 'favourites only', causing those on their favourites list to receive a notification of interest



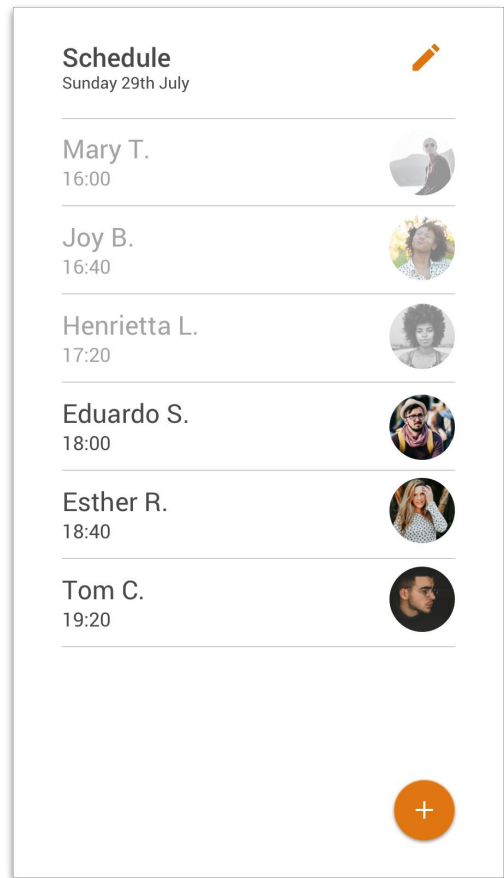
Viewing Day

Specialised feature

Using the app, landlords can create a schedule for inviting potential candidates to attend a viewing appointment.

Advantage – an efficient way for advertisers to meet potential new roommates and vice versa.

Risks – could create a competitive/nervous atmosphere (like a job interview!)



Beyond connection

Features for sharing life

Management

Use the app to track shared spending, set reminders and make requests to roommates.

Reduce the risk of surprise bills and make day-to-day living smoother.

Moments

Upload photos and videos to create a 'household moments' – for future renters to plug into.

Create a household reputation – measured by happiness, social activity, longevity?

Housechat

Whether it's a single person or seven, send and receive chat messages from any/all of your future roommates.

Check and discuss any potential new roommates by sharing their profile in a chat message.

