

NYC RoomMate

THE APP TO FIND A PERFECT ROOMMATE



GOAL

Design a mobile product experience millennials can use to find an ideal roommate in New York City.



RESEARCH

GENERAL RESEARCH AND CHECKING COMPETITION

There are several apps offering the same, but none is focused on the one city.

There are few pain points in each of the app.

Apps are mobile focused.



PAIN POINTS

WHAT MAKES USERS CRY AND SEARCH FOR ANOTHER APP

Time - it takes a while to find a perfect roomie.

Communication - hard to arrange a meeting in person, especially during COVID.

Trust - get to know another person might be scary.

Fake images/details - everyone wants to look astonishing at first sight.

Payment organisation - safe payment to the landlord.

Unauthorised user - the need for verification of people.

Different life habits - Roomie can have annoying habits.



SIMPLE UX FLOW

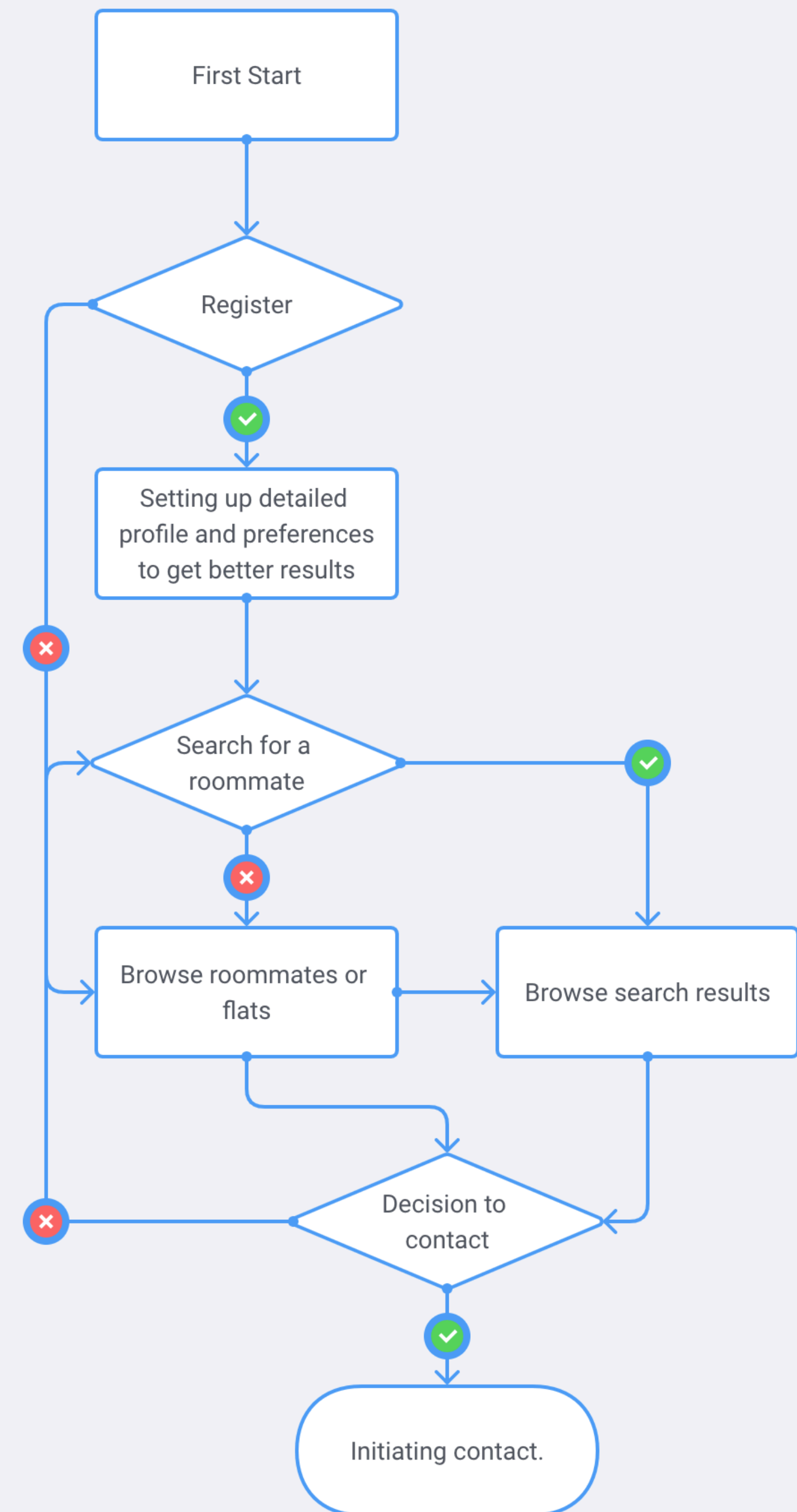
ROUGH SKETCH OF THE APP FUNCTIONALITY

The rough sketch of the UX Flow just to see how the app could work.

Each of the actions can be torn into pieces.

For example:

Search should also have filters and sorting options to get more precise results.



PROTO-PERSONA

WITH WHO WE DEAL WITH

Without deeper research, it's hard to describe the real persona.

Proto-persona:

Name: **Joseph**

Nationality: **English**

Age: **22**

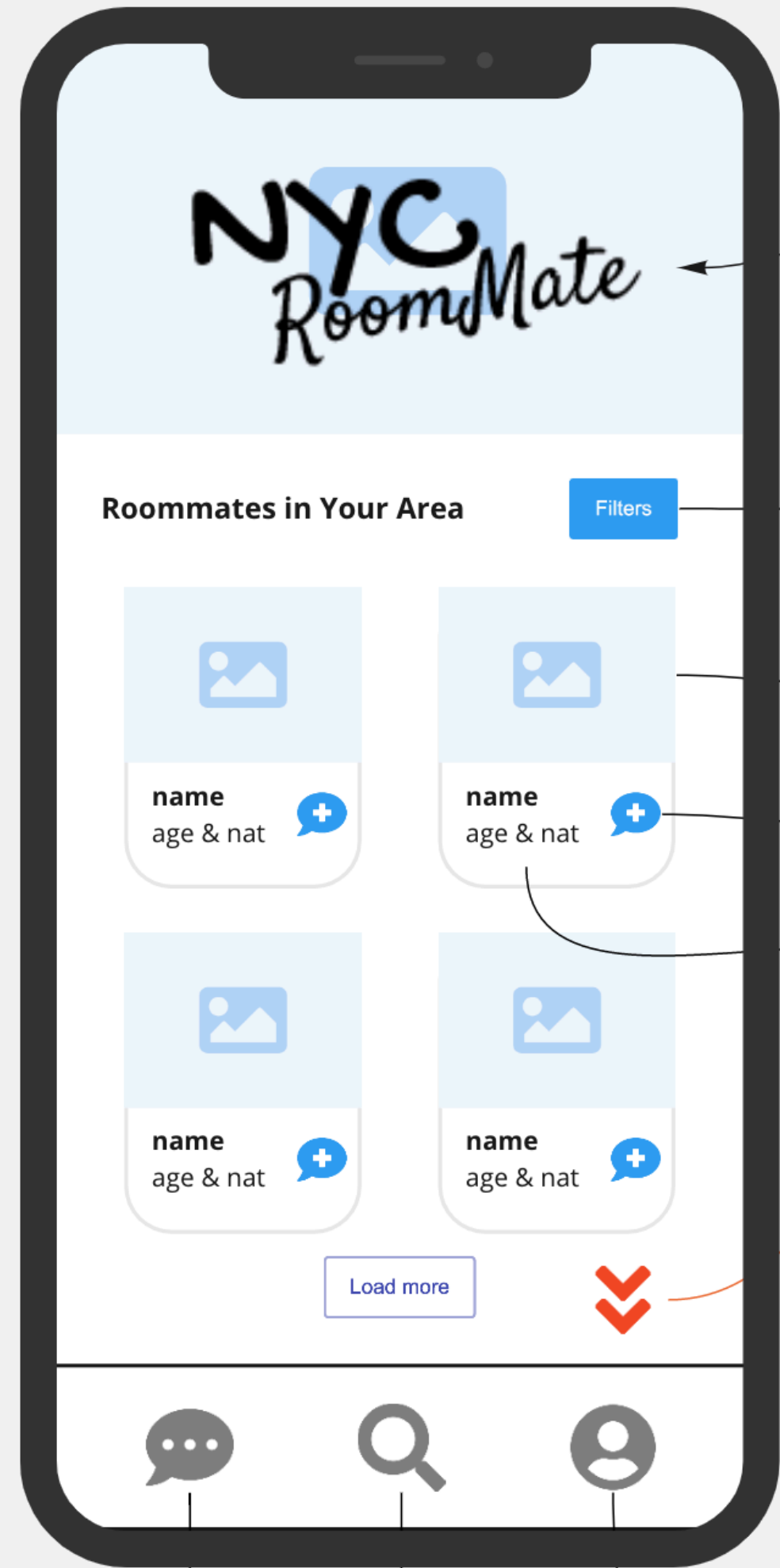
Personal Interests: **Snowboard, Skateboard, Party, Hip-hop, Rap, Books, Internet**

Habits: **non-smoker, early bird, talkative, extraverted**



HOME SCREEN WIREFRAMES

HomeScreen



possibility to select different image

filter roommates by age, ethnicity etc.

roommate photo

open chat with a person

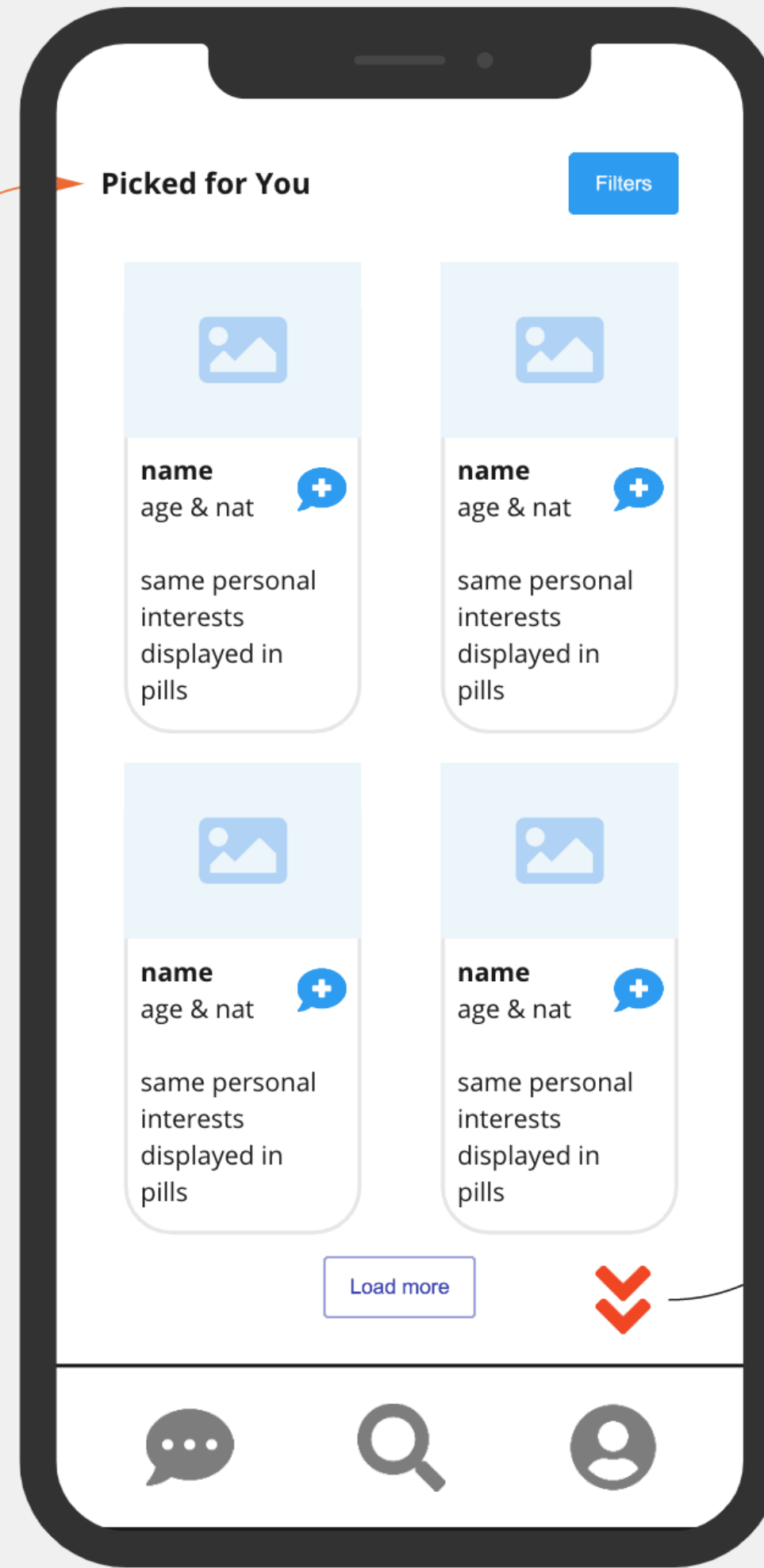
more labels to display based on research

your chats

search for a flat or roomie

profile

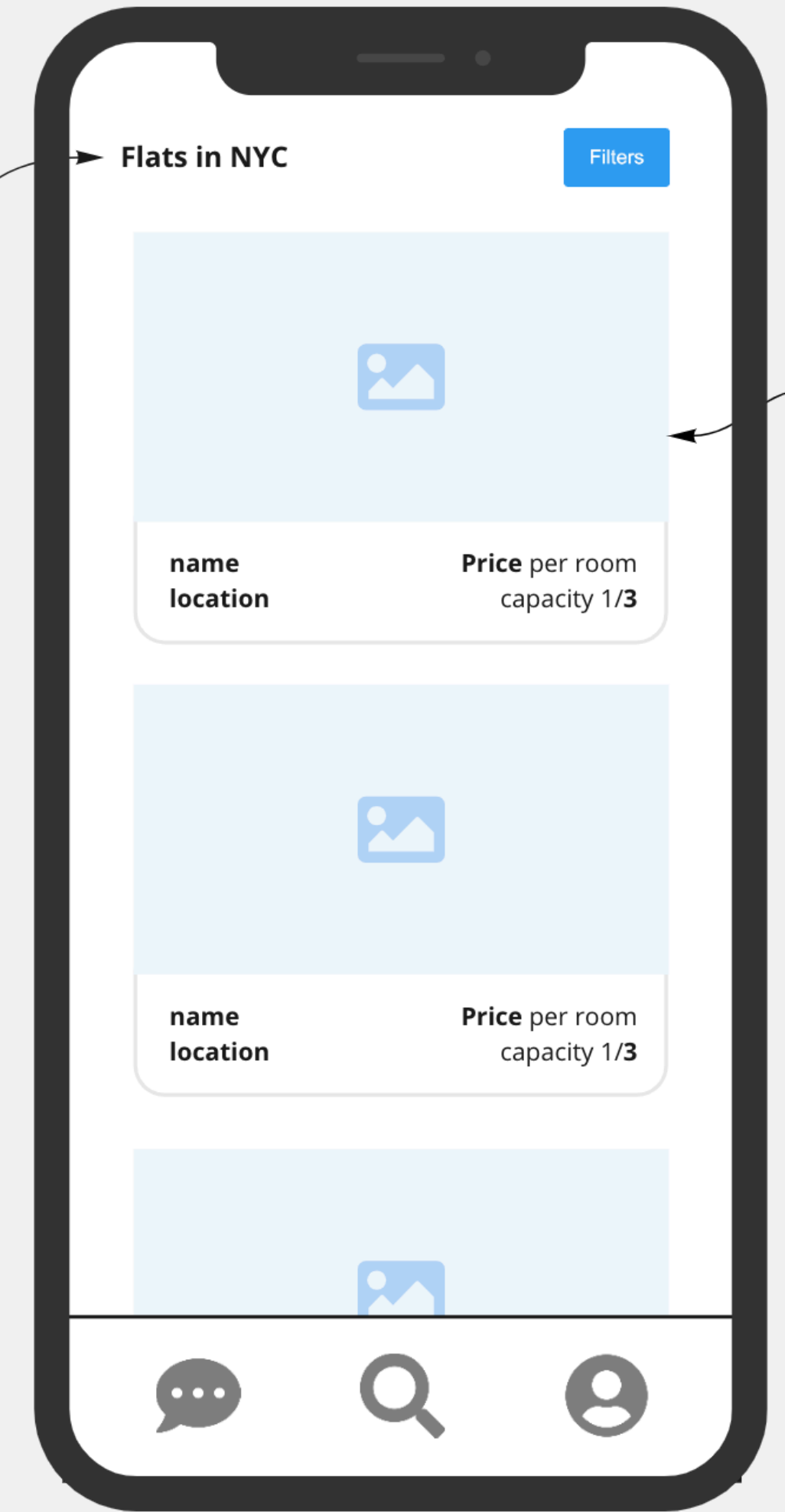
HomeScreen Cont.



Scrollable, next section named "Picked for you"

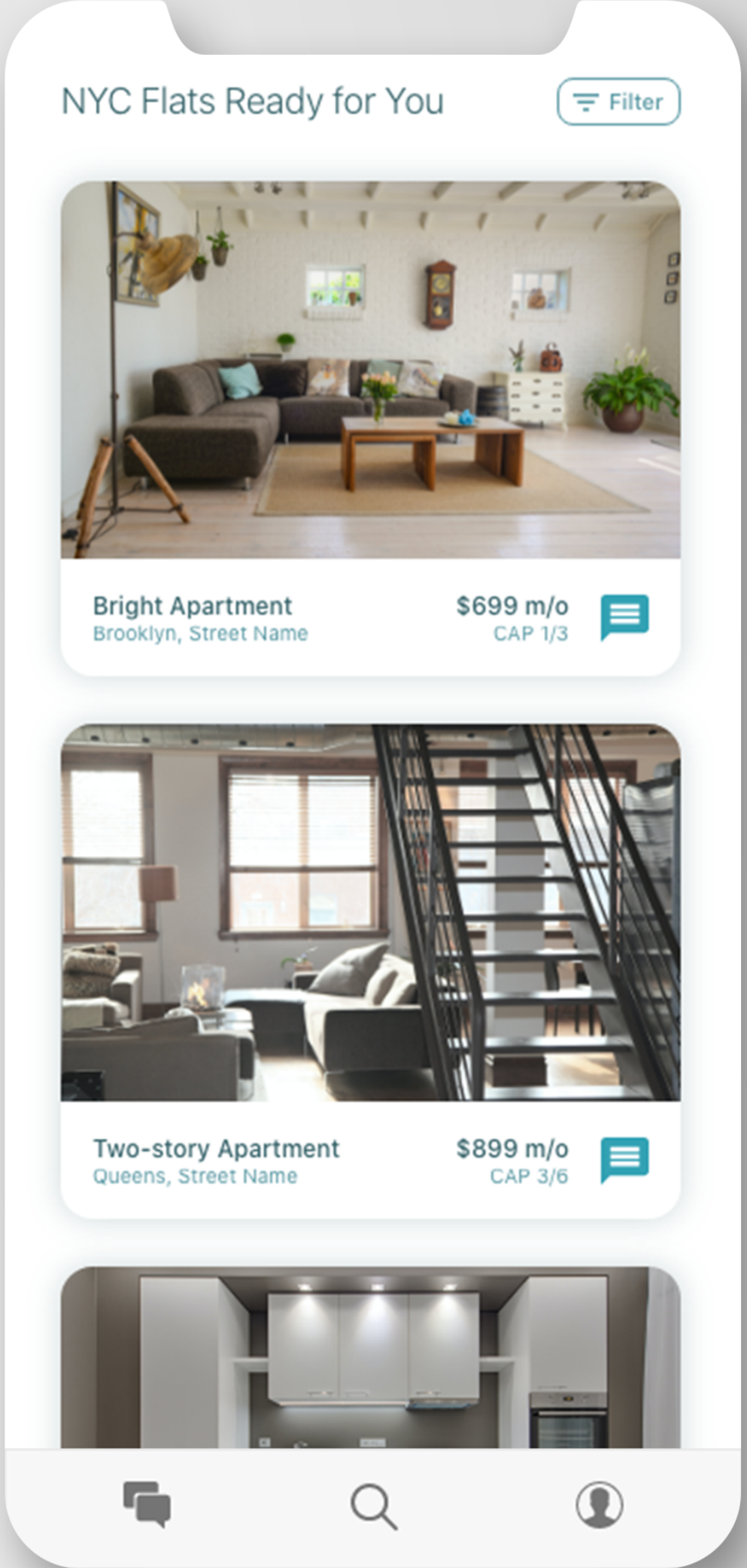
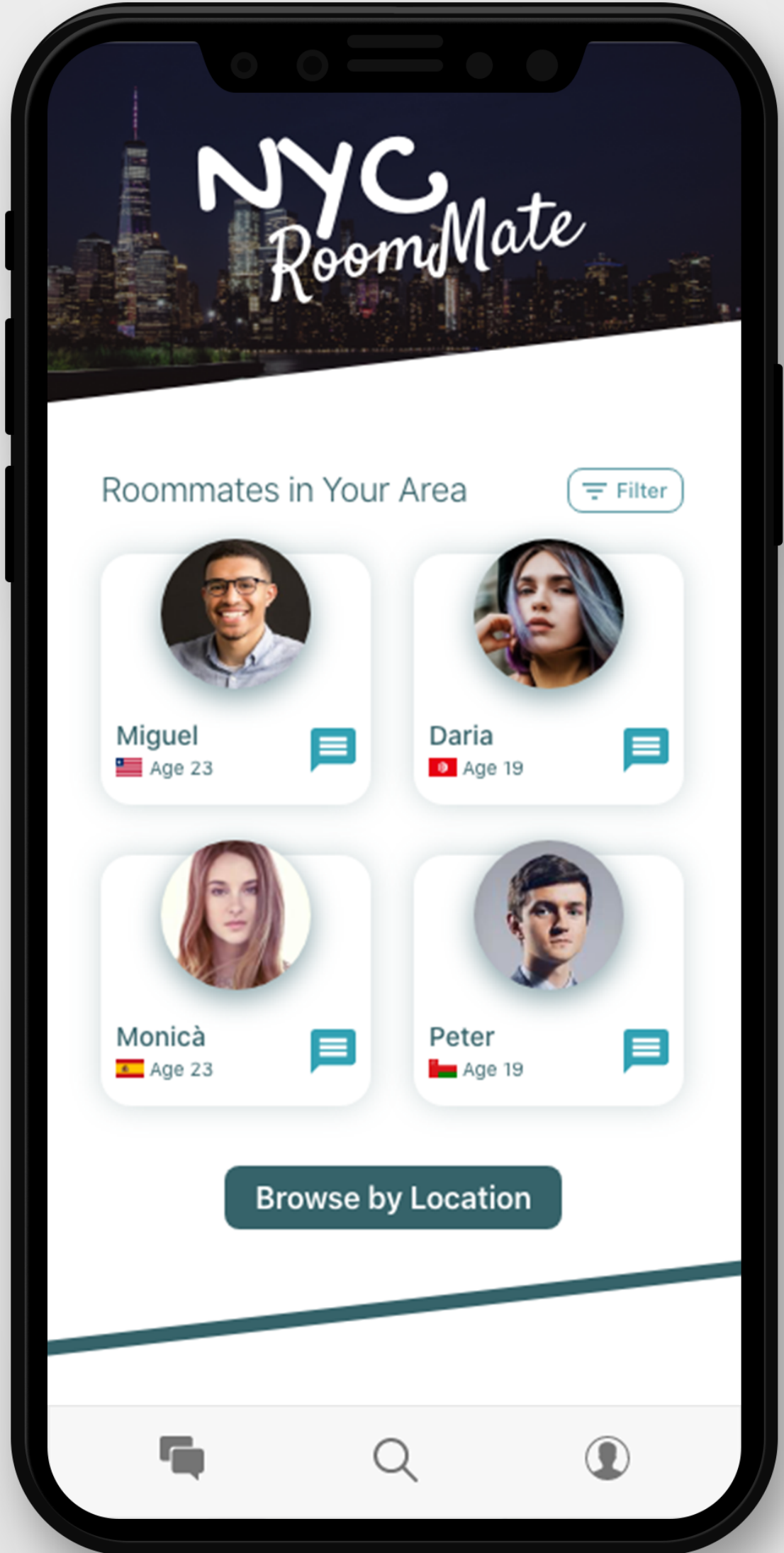
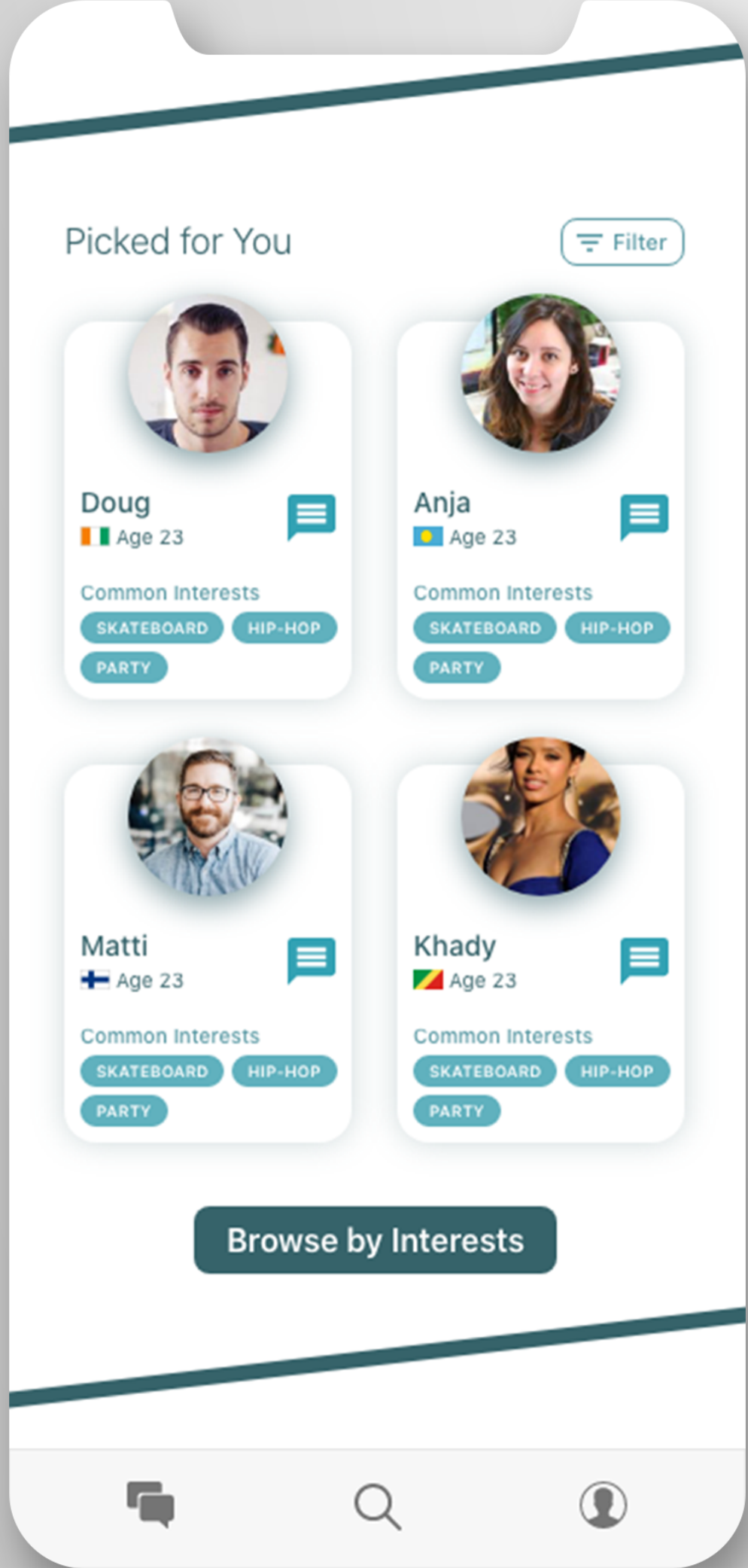
Scrollable, next section named "Flats in NYC"

HomeScreen Cont.



(2nd view option)

HOME SCREEN HI-FI MOCKUP



CONCLUSION

AND THE NEXT STEPS

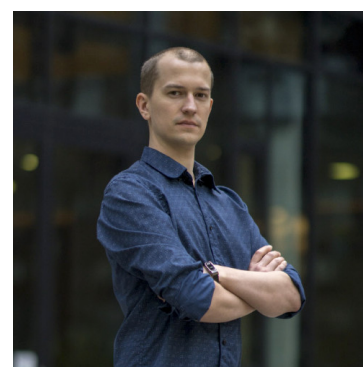
Many more useful techniques could be applied to a project.

User Journey Map is an investigation that could be carried out on an interactive prototype. All the steps taken would lead to the creation of a prototype suitable for more research, and after the improvements, the application could be developed.

A sample map is on the right.

Not Sele... >>	Awareness / Discovery	Consideration / Research	Desicion / Purchase	Post-Experience
Description	Lorem Ipsum is simply dummy text of the printing and typesetting industry.	Lorem Ipsum is simply dummy text of the printing and typesetting industry.	Lorem Ipsum is simply dummy text of the printing and typesetting industry.	Lorem Ipsum is simply dummy text of the printing and typesetting industry.
Actions	<ul style="list-style-type: none">◆ First action◆ Second action◆ Third action	<ul style="list-style-type: none">◆ First action◆ Second action◆ Third action	<ul style="list-style-type: none">◆ First action◆ Second action◆ Third action	<ul style="list-style-type: none">◆ First action◆ Second action◆ Third action
Customer experience				
Motivations	<ul style="list-style-type: none">◆ First motivation◆ Second motivation◆ Third motivation	<ul style="list-style-type: none">◆ First motivation◆ Second motivation◆ Third motivation	<ul style="list-style-type: none">◆ First motivation◆ Second motivation◆ Third motivation	<ul style="list-style-type: none">◆ First motivation◆ Second motivation◆ Third motivation
Questions	<ol style="list-style-type: none">1. First question2. Second question3. Third question	<ol style="list-style-type: none">1. First question2. Second question3. Third question	<ol style="list-style-type: none">1. First question2. Second question3. Third question	<ol style="list-style-type: none">1. First question2. Second question3. Third question
Pain points	<ul style="list-style-type: none">✗ First point✗ Second point✗ Third point	<ul style="list-style-type: none">✗ First point✗ Second point✗ Third point	<ul style="list-style-type: none">✗ First point✗ Second point✗ Third point	<ul style="list-style-type: none">✗ First point✗ Second point✗ Third point
Ideas to improve	<ol style="list-style-type: none">1. First idea2. Second idea3. Third idea	<ol style="list-style-type: none">1. First idea2. Second idea3. Third idea	<ol style="list-style-type: none">1. First idea2. Second idea3. Third idea	<ol style="list-style-type: none">1. First idea2. Second idea3. Third idea

Let's talk



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