



Room Magnet

Analysis, User Research & Design Report

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Client

Room Magnet is an innovative digital platform that serves as a host-tenant pairing service. Their goal is to connect homeowners who have additional space and those who are in need of a place to stay at a lower cost with the potential to exchange services such as household chores.

Goals

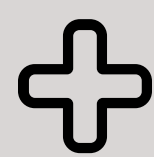
- ✓ The site should feature a design that is visually appealing and entirely accessible for all users.
- ✓ The site should establish a trusted community marketplace between users and between users and Room Magnet.
- ✓ The site should aid users in finding a host or tenant with the use of customizable profiles featuring searchable tags.



User Research

Design Question

How might we improve the experience of homeowners with extra space trying to find a tenant to share their home with them?



How might we improve the experience of prospective tenants trying to find a low-rent living situation?

How can we implement a tenant-homeowner matchmaking service that encourages low-rents and the exchange of household chores?

Hypothesis

- Most people our age wouldn't want to live with adults that are a lot older than them.
- Older adults will not want to share a living space with college kids/young adults because of biases against them.

Approach

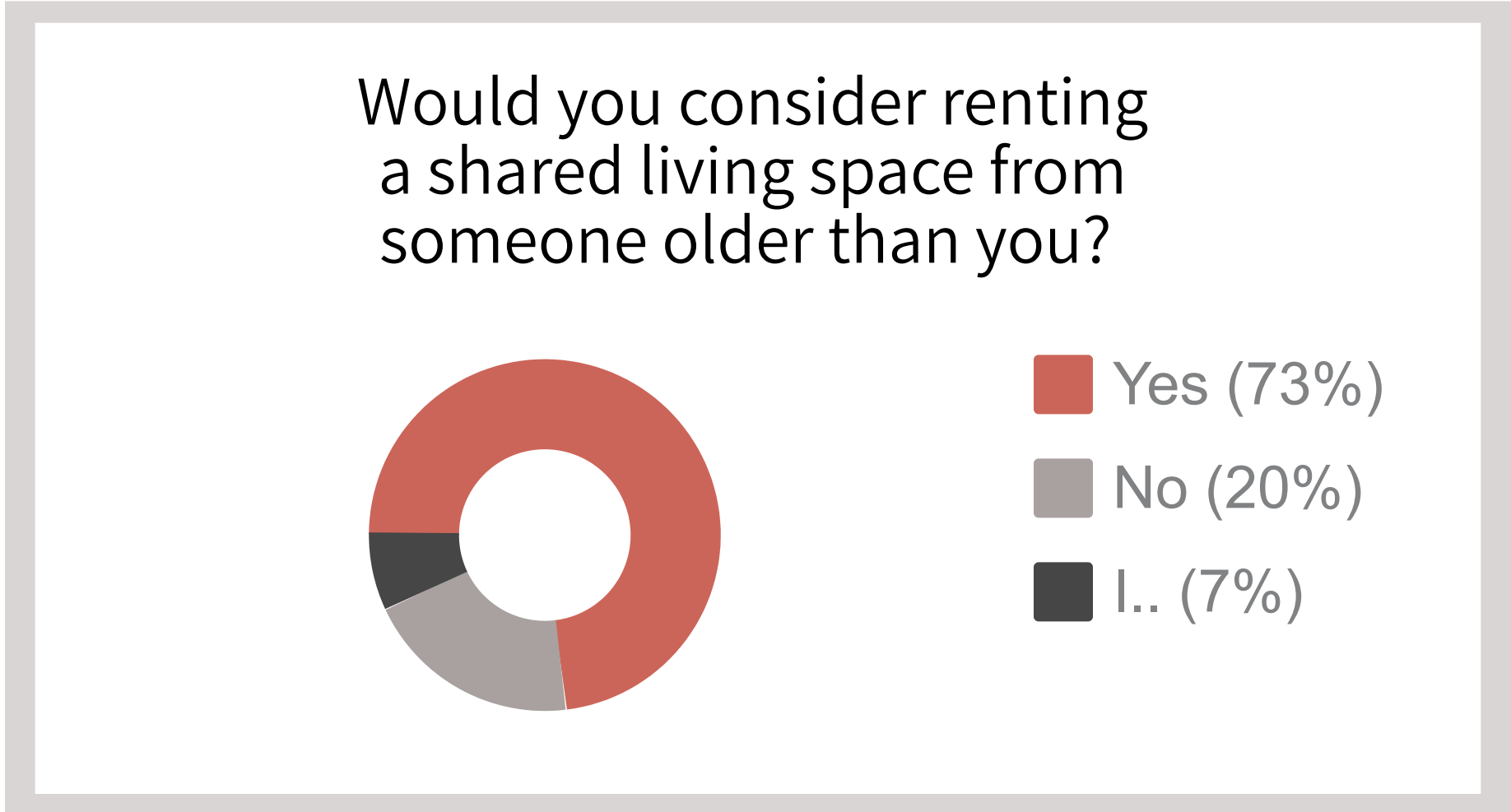
Since our user pool is so large, we decided to conduct our user research through surveys. We composed two Google Forms, one for each user group: Tenants & Homeowners. This way, we were able to gather responses from a wider range of users and compare results. Our users who filled out the survey ranged from the age of 18 to 70+ years old.

Research Questions

1. Which existing rental/roommate sites have you used before?
 - a. What did you like about them?
 - b. What did you not like about them?
 - c. Did you feel like you could trust these sites? Why or why not?
2. What would you want to know about someone before agreeing to share a living space with them?
 - a. Which would you consider to be most important?
3. Would you consider living with someone who was significantly older than you?
 - a. If you answered no, can you explain why not?
 - b. Can you think of any reason or circumstance that would change your answer to yes?
4. Have you ever rented to or from someone online? Or Have you ever lived with someone you found online?
 - a. Describe that experience.
5. Would you ever be interested in the following idea:
Lowering the price of rent to a tenant that was younger than you in exchange for them providing services for you. These services could include things such as making grocery runs, mowing the lawn or cleaning. Paying a cheaper rent in exchange for providing services to an older adult that was renting you a living space. These services could include making grocery runs, mowing the lawn or cleaning.

What Users Liked About AirBnB

- Accessibility
- Transparency
- Detailed descriptions
- Trustworthiness



43.3%
of young adults responded
Yes
when asked if they were interested in Room Magnet's idea

Design Requirements

1

Background Check & ID Verification

Room Magnet should implement background check and ID photo match verifications because users want confirmation on who they are talking to and assurance that the person is safe.

2

Simple & Accessible Design

Room Magnet should feature a simplistic design that comes across as professional but not too modern or intimidating. It should be visually appealing but most importantly, accessible for any kind of user.

3

Self-Evident & Quick Sign Up

The “Get Started” form process should be self-evident, divided into comprehensible sections and require a minimal time to complete.

4

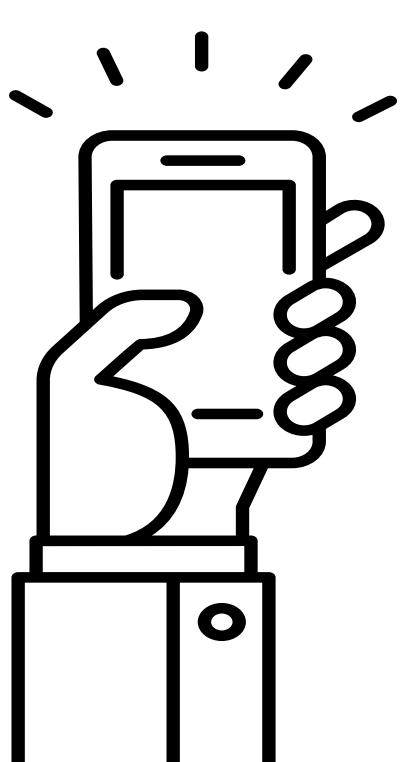
Filter & Sort Results

The search feature should allow users to filter and sort results in order to make the pairing process as easy and customizable as possible.

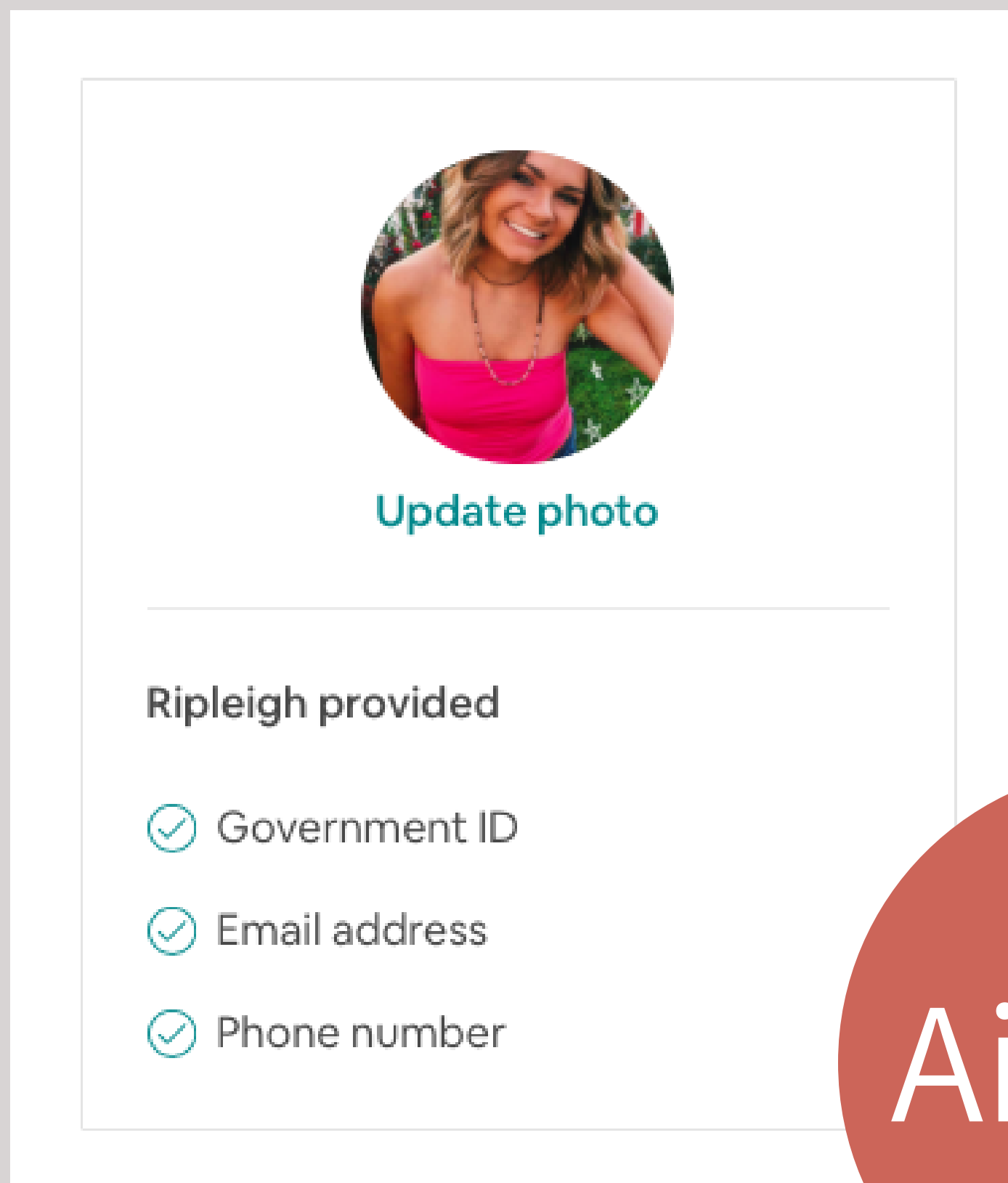
5

Testimonials & Reviews

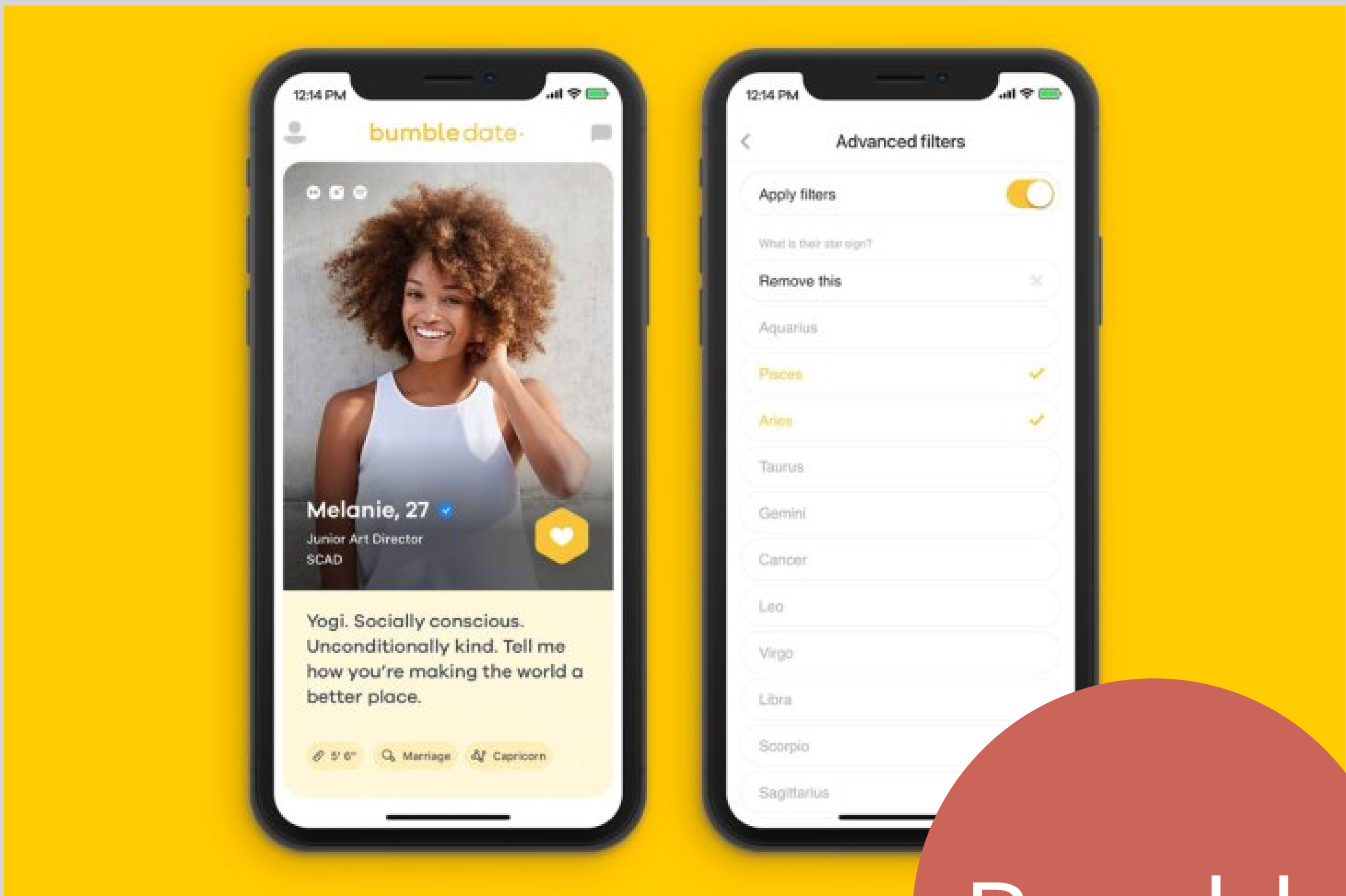
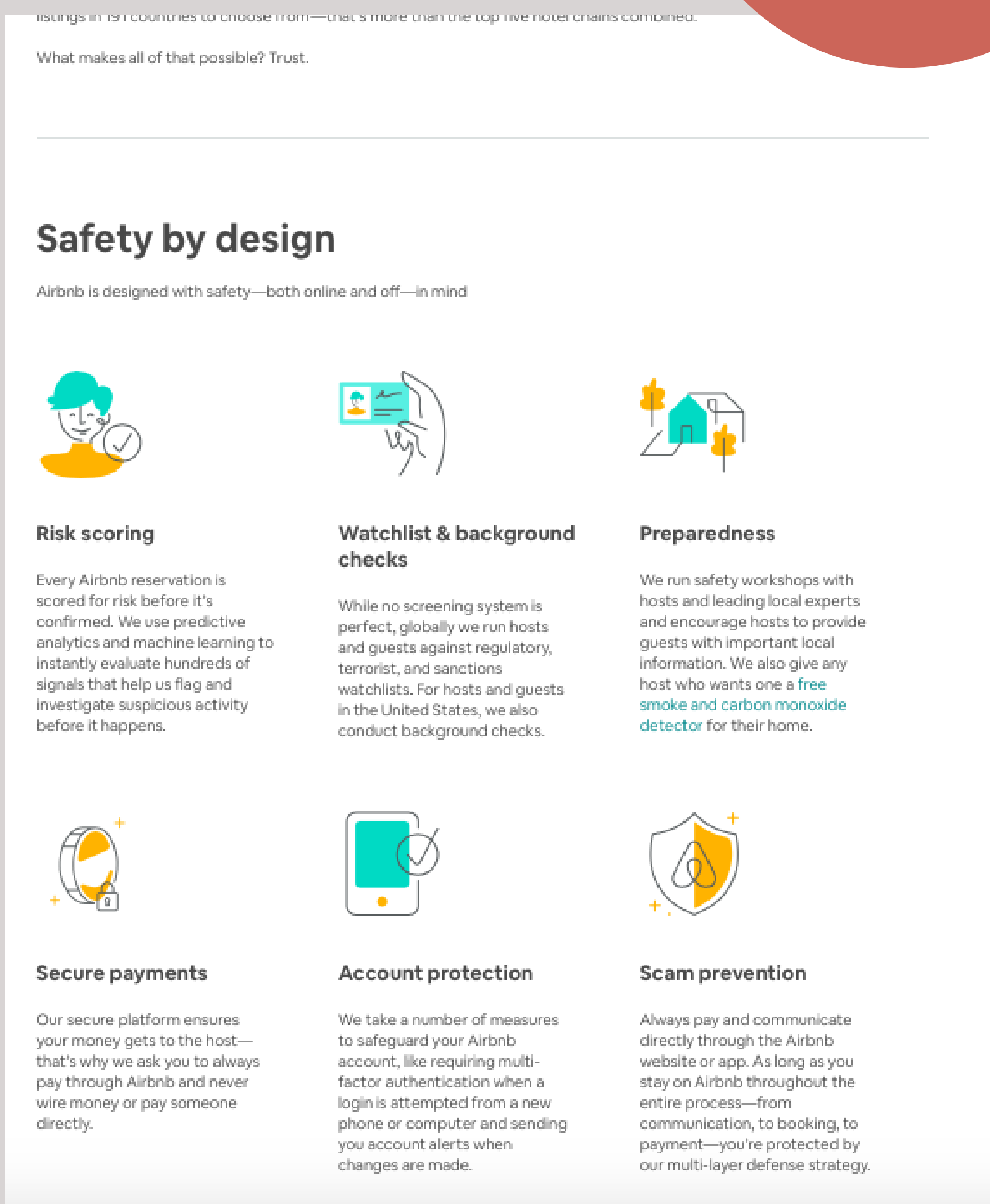
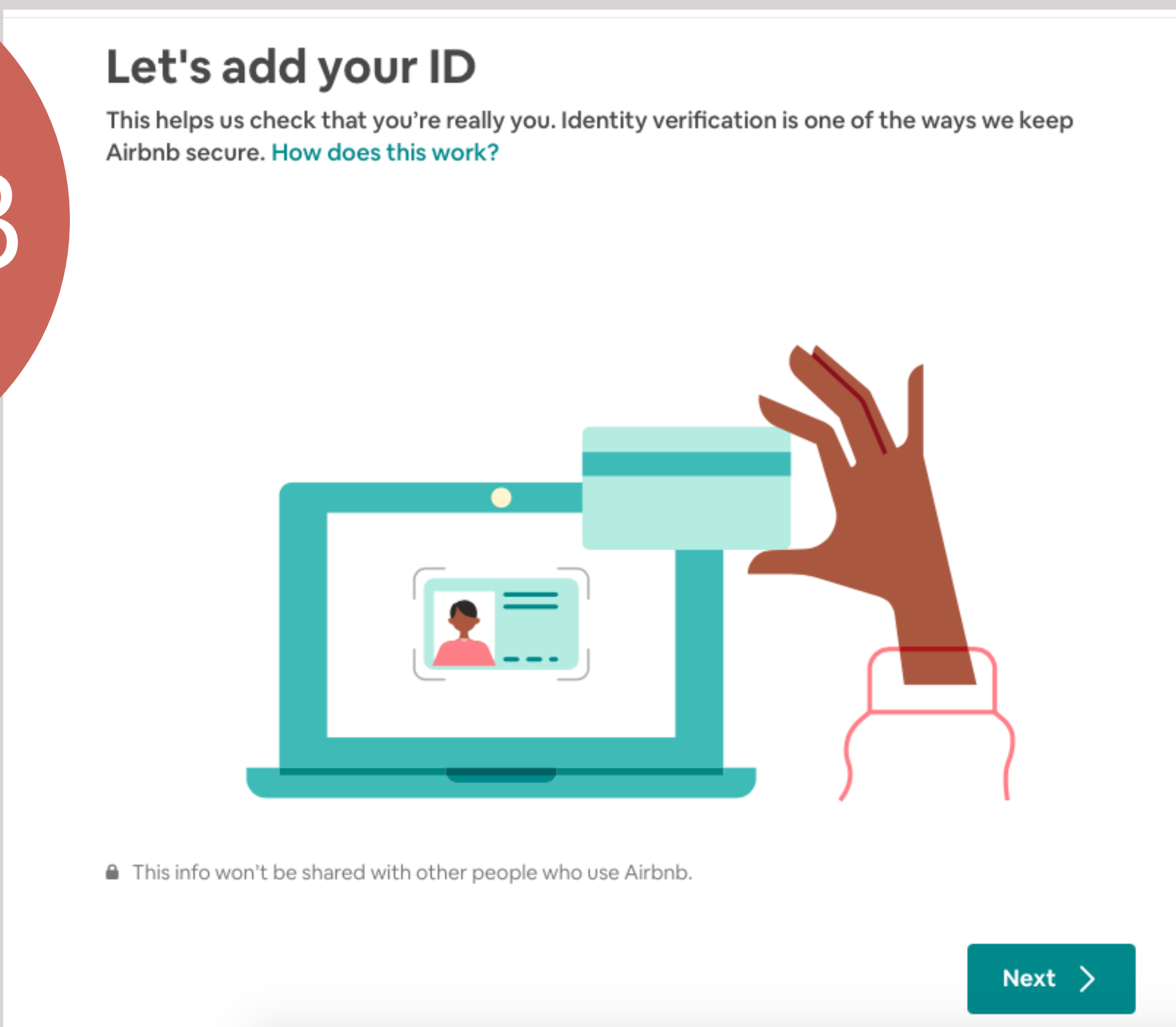
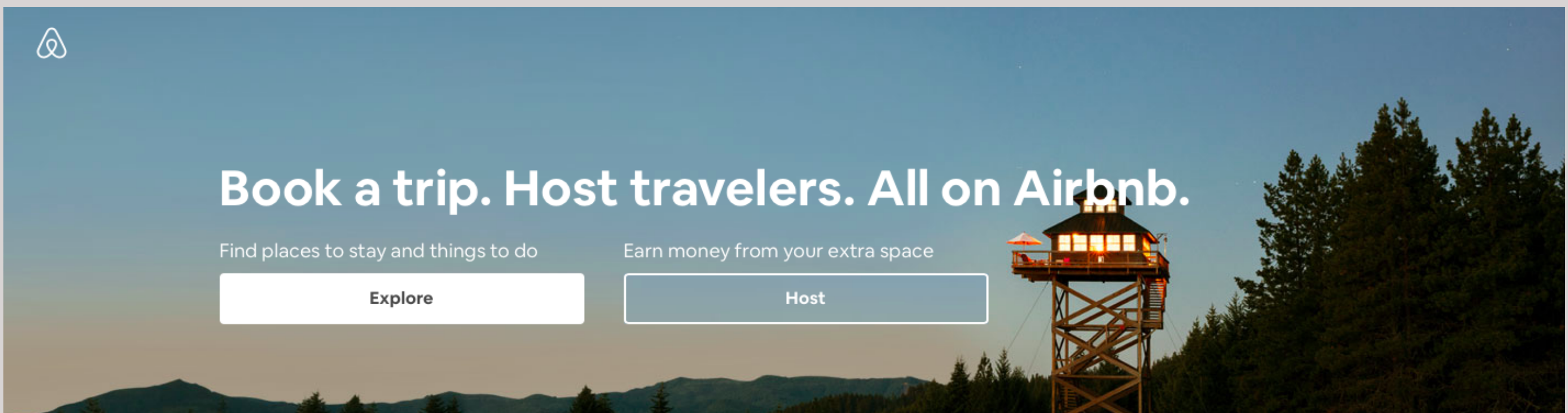
Room Magnet should display testimonials and reviews by users on the home page to provide a sense of trust in the company.



Design Inspiration



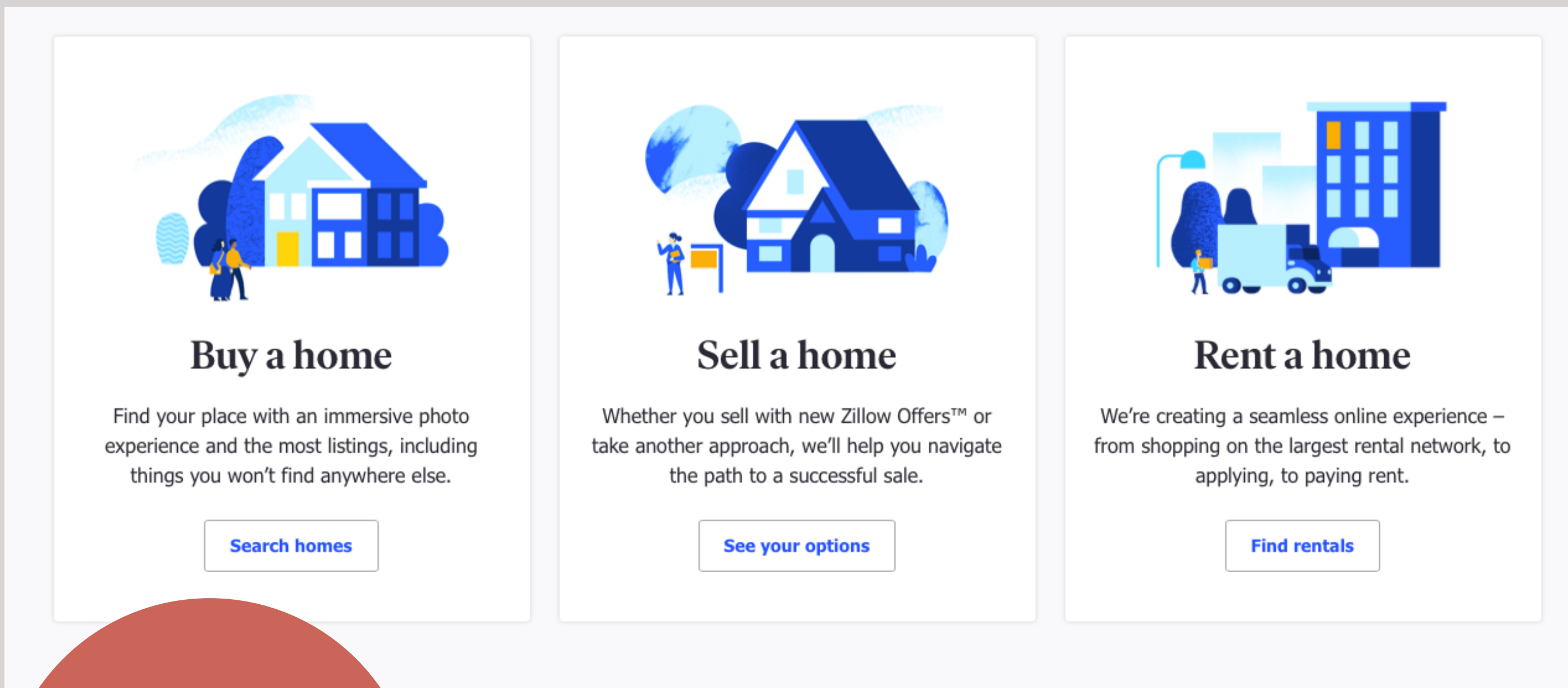
AirBnB



Bumble

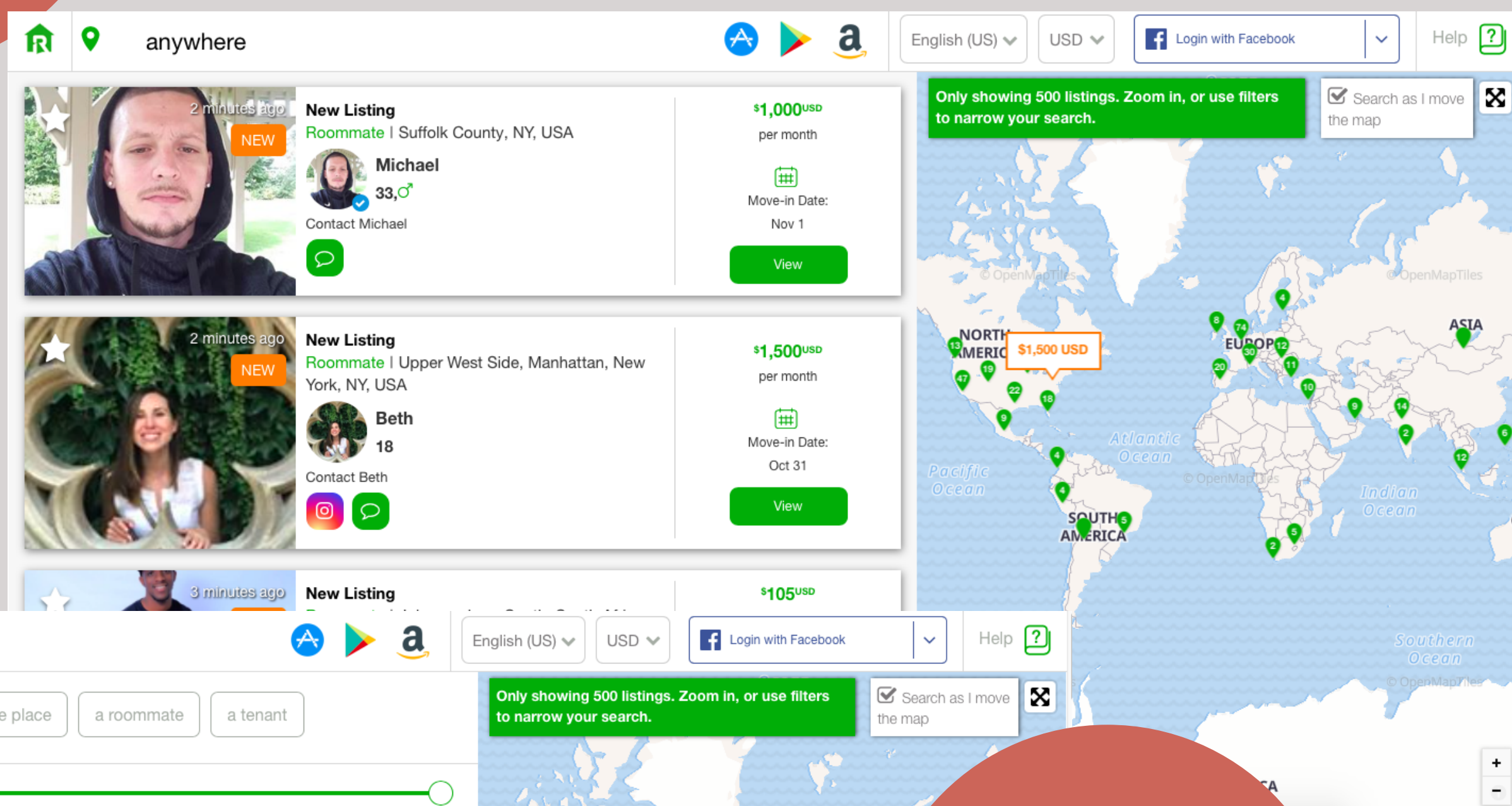
AirBnB	Bumble
<ul style="list-style-type: none"> • Safety Features Page • ID Verification & Checkmarks • Header with 2 Call To Action Buttons 	<ul style="list-style-type: none"> • "Tagged" Profile Information

Design Inspiration

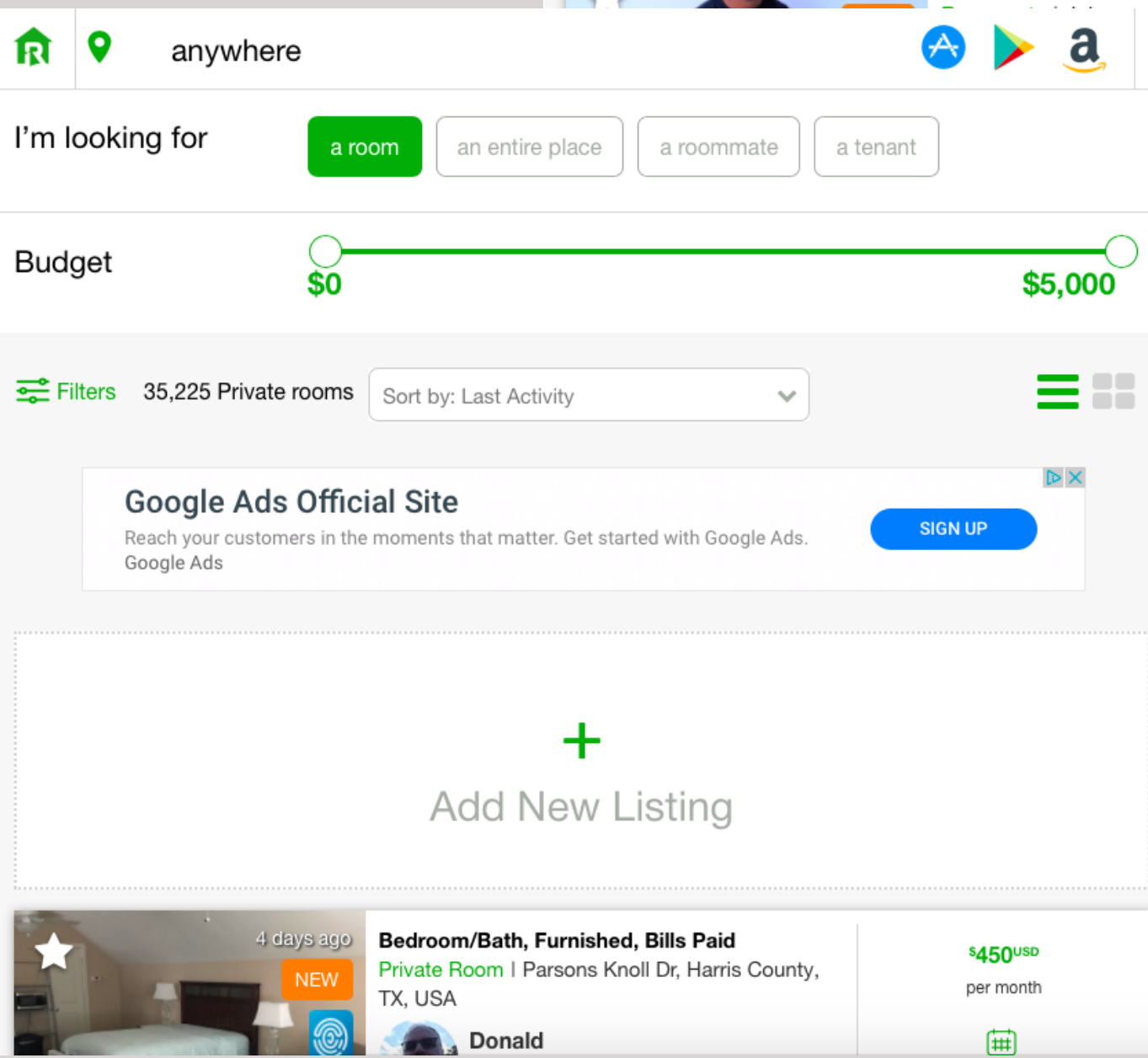


Zillow

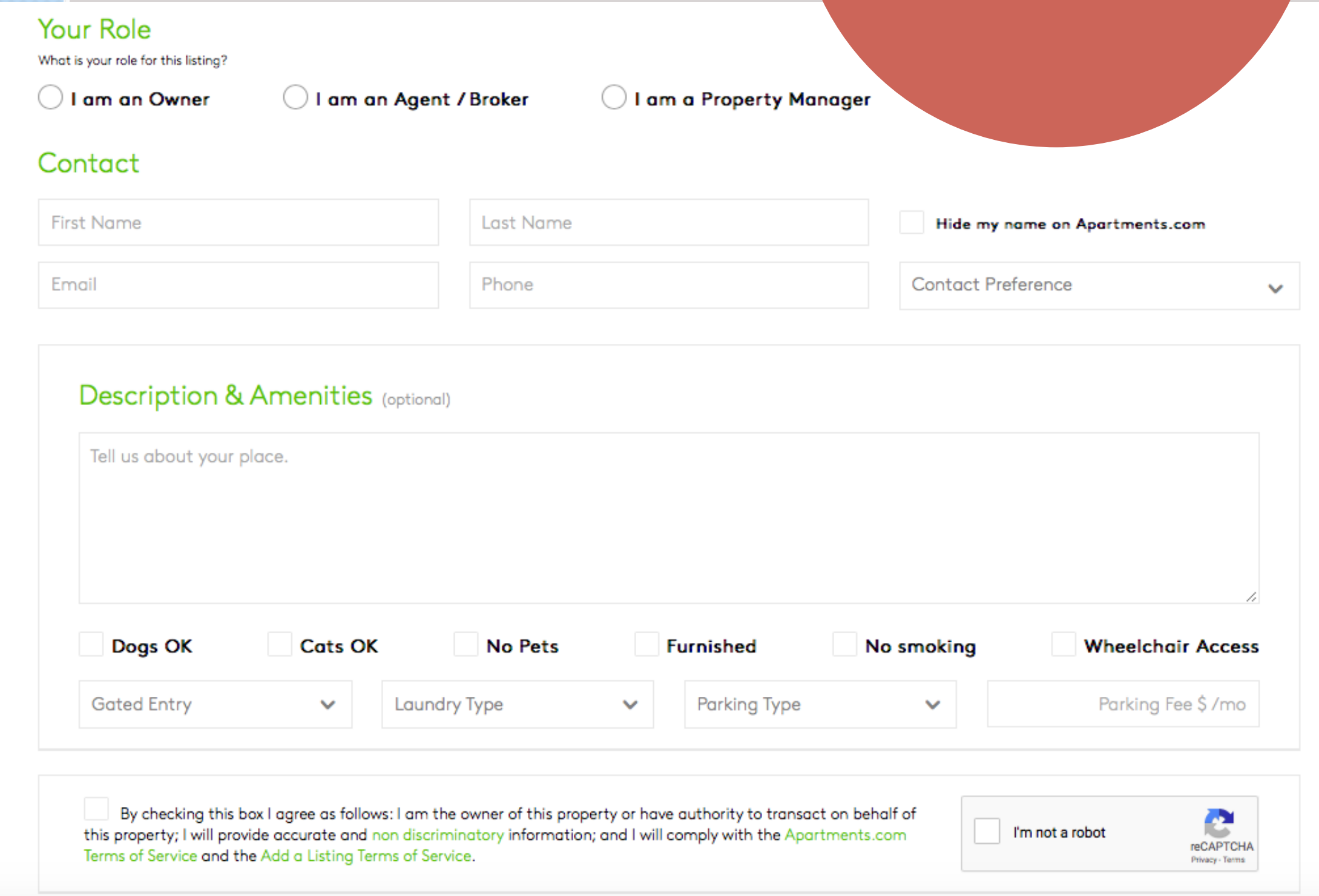
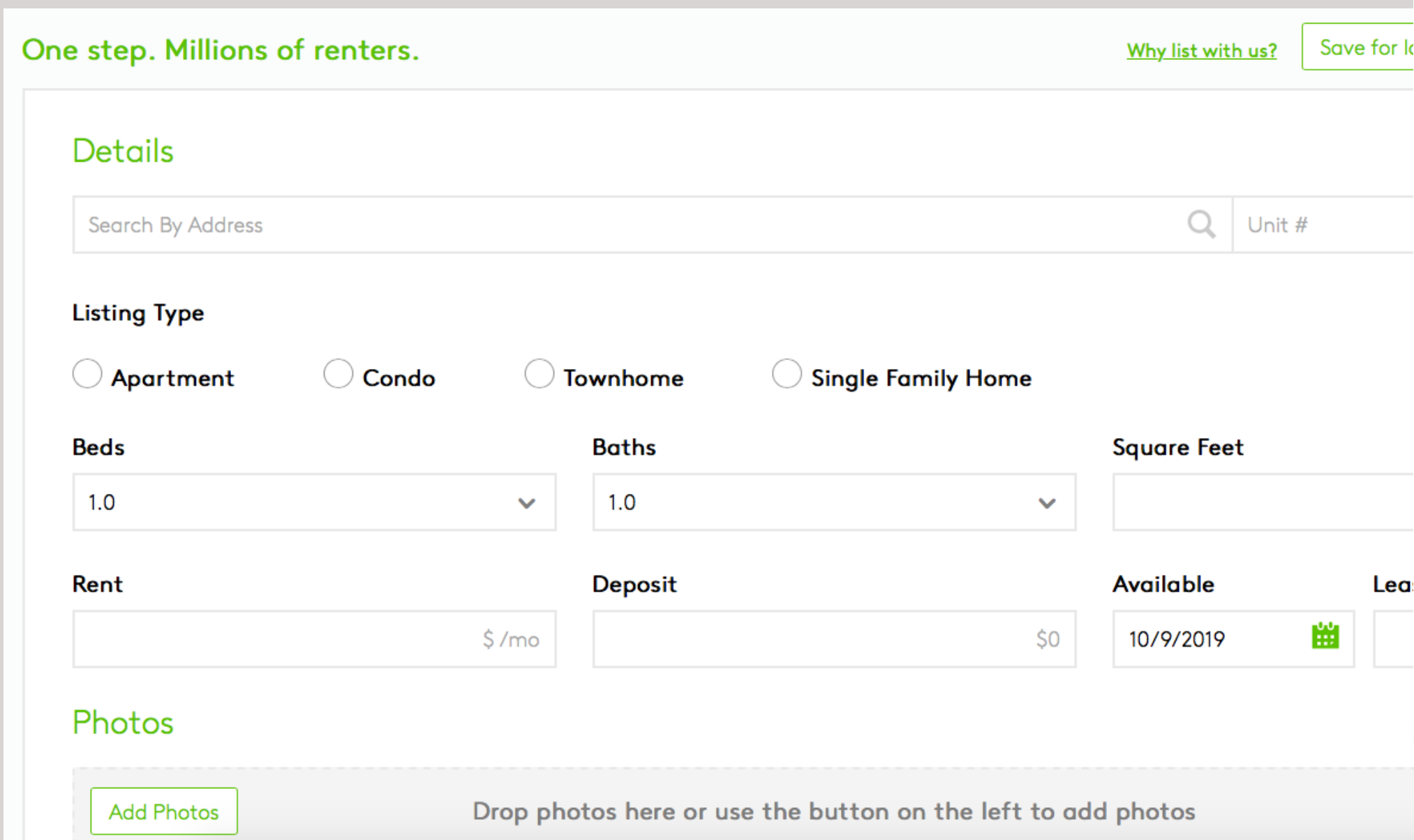
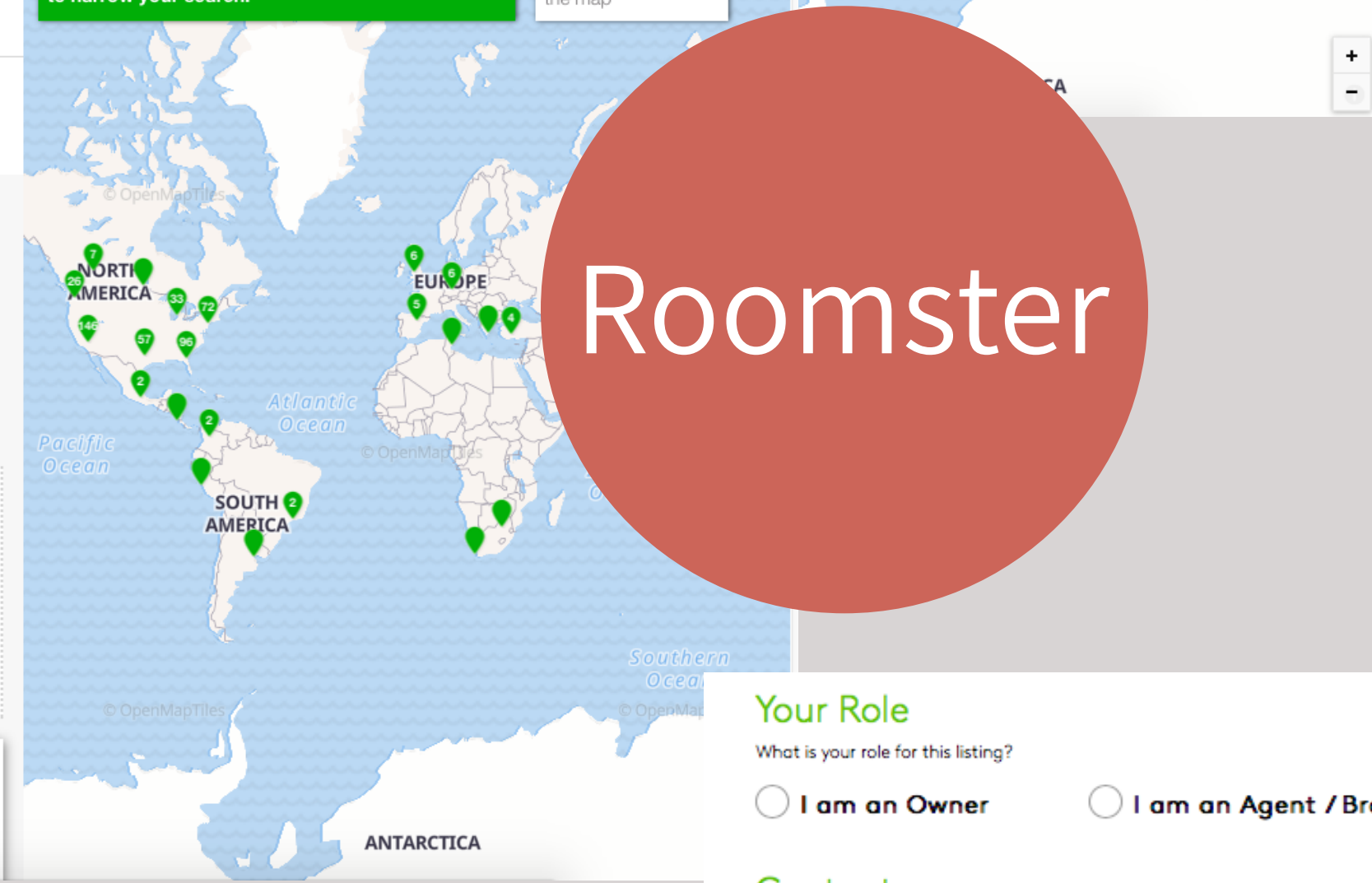
- Zillow
- 3 Distinct CTA buttons for different user goals
- Roomster
- Search Filters
 - Sort By
 - Map & Profile List View
- Apartments.com
- Checkboxes for "Tagged" features
 - Simple Design
 - Large Font
 - Provides options for users



Roomster



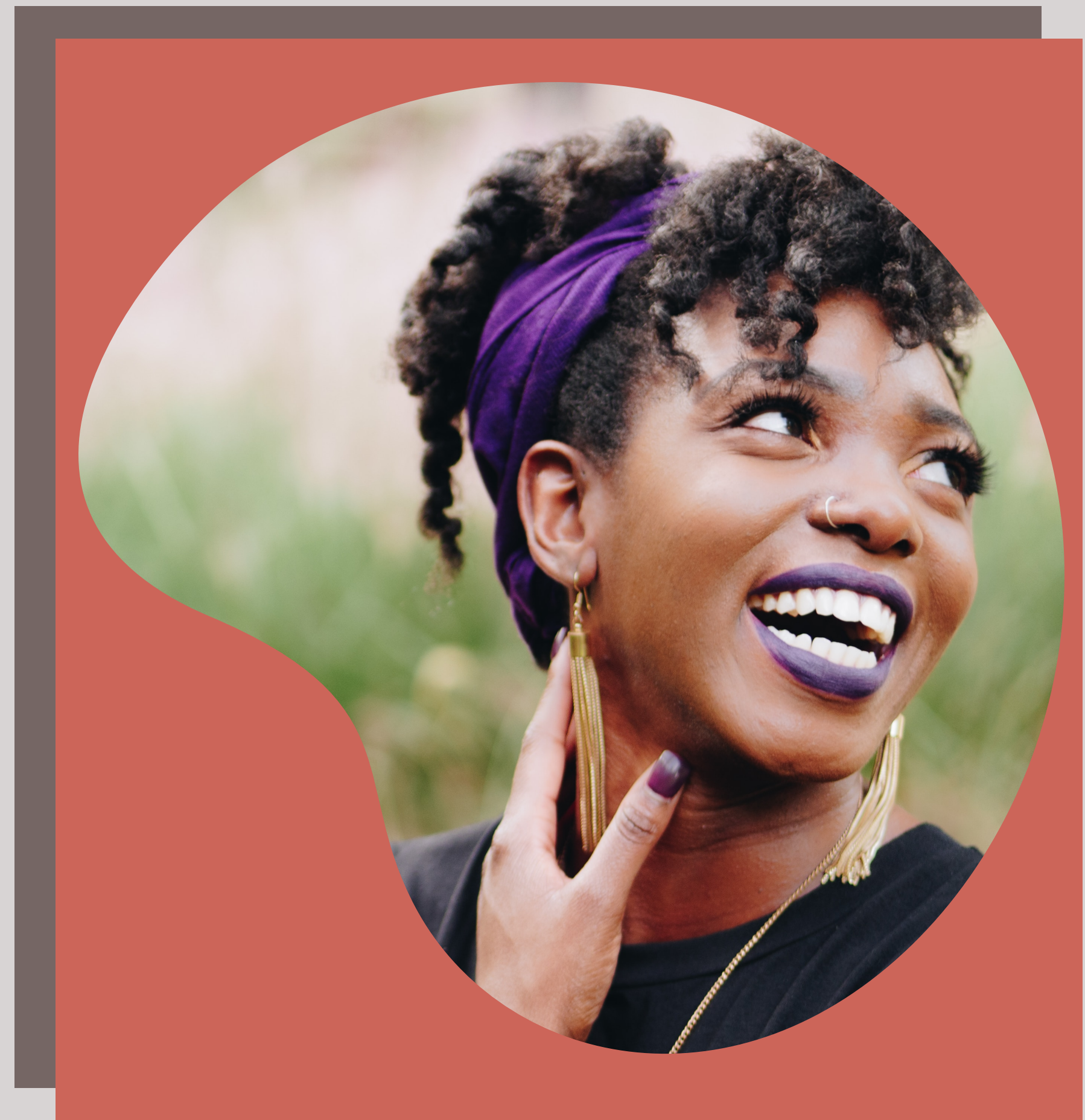
Apartments.com



Jordan Cooper

Tenant

"I just want to focus on learning at my internship this Summer without worrying about paying expensive rent in the city."



Age: 20

Gender: Female

Occupation: Undergraduate College Student

Location: Harrisburg, Pennsylvania

Technology Level: High, Tech-Savvy

Bio

Jordan is finishing up her Junior year at the University of South Carolina. She is studying economics and recently got offered an internship at a large company at their Washington D.C. office for the upcoming Summer. She knows she cannot pass up on the opportunity but she is worried about finding a place to live. She knows D.C rent is very expensive and she won't be making that much money at her internship. She also doesn't have any friends or relatives in the city and is scared about living on her own in a new place. Jordan has always been a bit of a homebody and isn't much of a partier.

Frustrations

- Rent is too expensive
- Has no current connections with people she could live with in the city
- Tried looking for roommates her own age but rent was too expensive even when splitting it with others

User Story

After searching online for "cheap rent in D.C", she stumbles upon RoomMagnet.com. She never considered renting a living space from someone older than her. She begins to search around the site and isn't scared off by the rental prices she sees. She grew up being required to do weekly chores so she doesn't mind the idea of helping out an older couple in exchange for a more reasonable rent cost. She makes an account and begins to look for spaces in the local area where her internship would be located. She finds a friendly couple who are empty nesters. After messaging back and forth, they agree on renting out their kid's old bedroom to Jordan in exchange for helping with their pets and a few other simple chores. Jordan is able to say "Yes!" to her dream internship and is excited for the upcoming Summer.

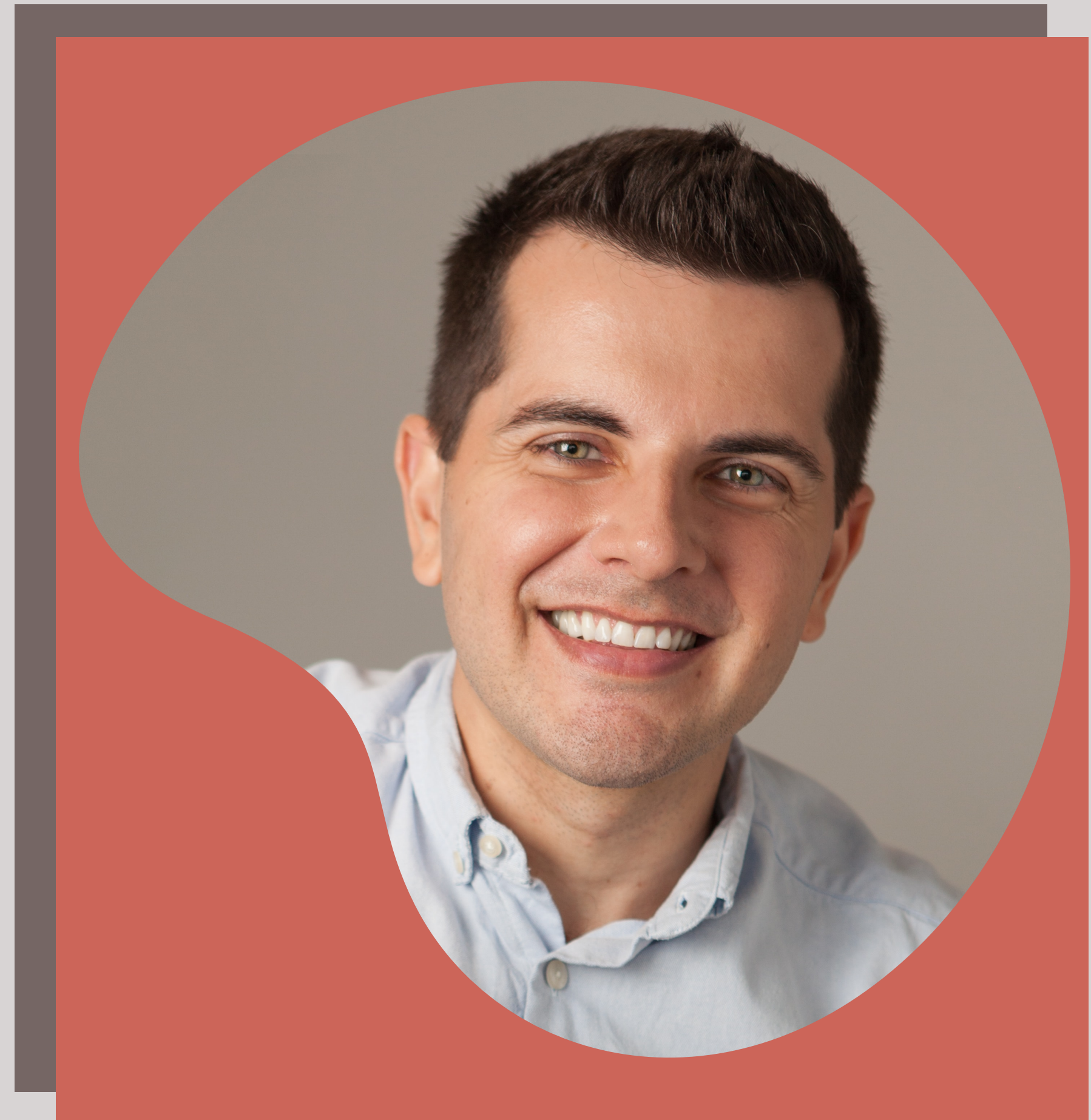
Goals

- Find a low rent living situation in the city
- Find roommates/housemates who could help her get adjusted to the city and help show her around
- Be able to work at her dream internship this Summer

Tyler Jones

Tenant

"I need to be able to get to the hospital as quickly as possible so I don't get behind as a resident."



Age: 27

Gender: Male

Occupation: Medical Resident - Surgery

Location: Scottdale, Georgia

Technology Level: High, Tech-Savvy

Bio

Tyler has recently finished his years in medical school and his one year internship. He is moving out of his parents house in the suburbs to the city of Atlanta so he can complete his residency at the Emory University Hospital. Tyler knows he is about to begin some of the most crucial and stressful years of his life as he trains and prepares to become a certified surgeon. Between packing and training, he is beyond stressed out and trying to find a place to live isn't helping. He doesn't have that much money saved up currently as he hasn't been able to work much alongside his medical training.

Frustrations

- Doesn't have much money saved up
- Has a limited amount of time before beginning his residency
- Is worried about commuting to the hospital in a busy city and being able to get there fast when he is on call
- Wants something temporary

User Story

Tyler knows he cannot afford a high rent and is also planning on getting his own place within the next year or two. He is looking for a temporary place to live that has cheap rent and is close by to the hospital. He spends days searching online and is starting to panic as he can't seem to find a place that matches all of his needs. Then he finds RoomMagnet.com and the promise of low rental rates catches his eye. He creates an account and starts to search. By the end of the day, he is messaging with 3 different older couples who live in the area surrounding Emory University Hospital. He finds out a husband in one of the couples is a retired doctor and his wife, a retired nurse. They find a lot of common ground as they message back and forth and their house is within walking distance of the hospital. They love living in Atlanta but since retirement, they have been a little tight on money. They don't have much use for their home office anymore and decided to rent it out as a means of making extra income. Tyler decides to commit to rent out their room for the next year as he focuses on his residency and look for his own place.

Goals

- Find a low rent living situation
- Find a place that is close enough to the hospital that he wouldn't have to deal with traffic when commuting
- Be able to focus on his residency and save up enough money to get his own place soon

Dave & Theresa Brown

Host

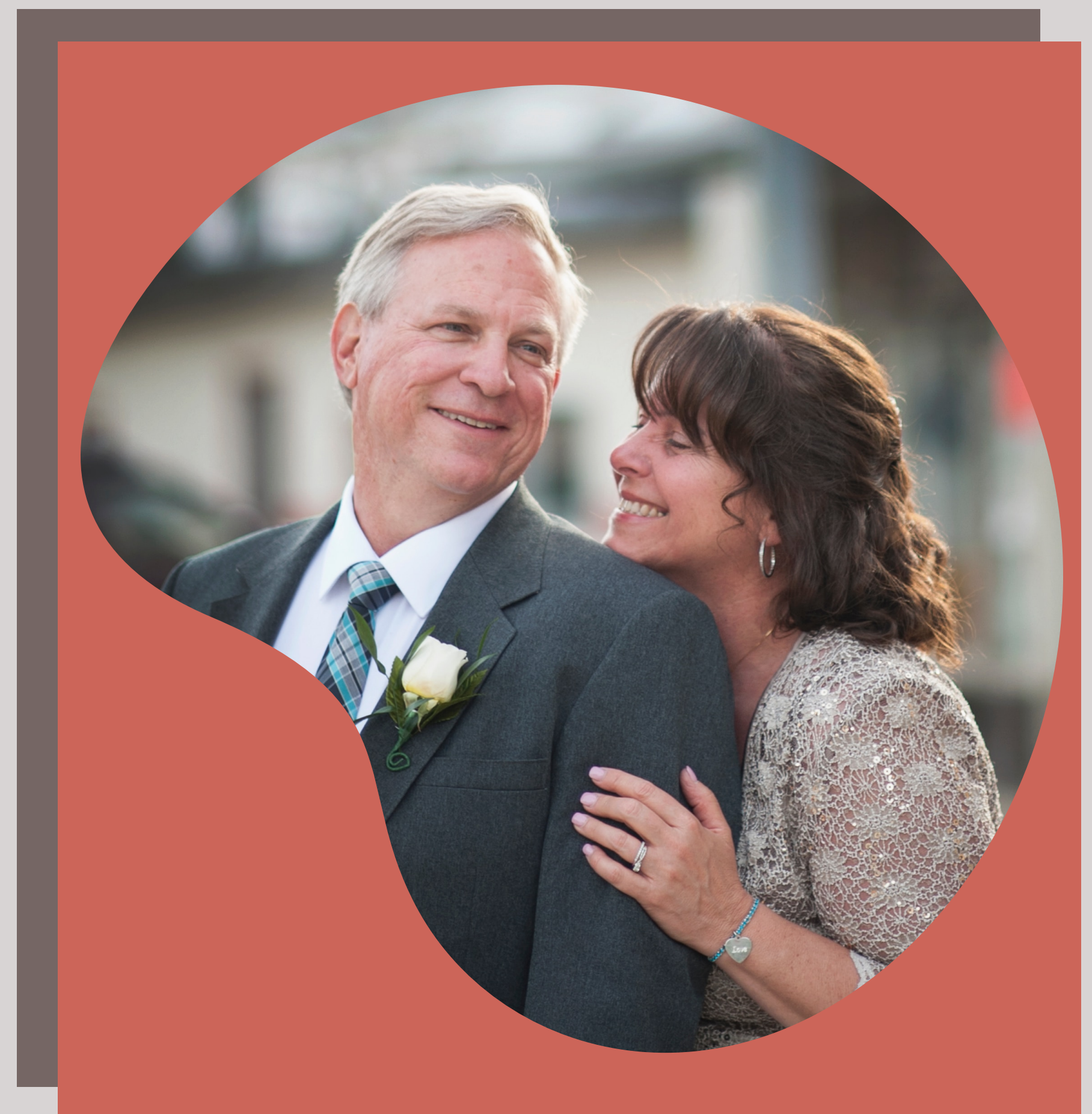
"I haven't worked since I had our 3 kids and I'm worried we don't have enough money saved up for the retired life we want"

Bio

Dave and Theresa have been married for 32 years and have had three kids together. Since having her first child, Theresa stopped working to take care of the kids. Dave continued to work as a successful marketer but lately, it has felt like they are spending more than he is making. After paying for their children's college tuitions, they are worried they are not financially stable enough for Dave to retire when he wanted to. They have a relatively large 3 bedroom home in the outskirts of Seattle. Dave suggested renting out one of their children's old rooms since they all have moved out by now.

Frustrations

- Love their house but it feels too large of a space for just them
- Worried they don't have enough money saved
- Dave wants to retire



Age: Middle 50s

Occupation: Marketer & Housewife

Location: Seattle, Washington

Technology Level: Medium, Familiar with Desktop

User Story

Dave convinces Theresa to agree to rent out on their children's old bedrooms as he knows a few friends and coworkers who have done it before. Dave goes online to find a place to list their room. He tries Craigslist and gets no hits. He also tries Zillow but he can't seem to find someone who wants to rent a shared living space with an older couple. He doesn't know of other sites and he is getting frustrated with searching the Internet. He asks his friends where they listed their room and one coworker suggests "RoomMagnet". He looks it up and with ease, makes an account and lists their room. He's pleasantly surprised to get a couple of different interested tenants. He finds a young college graduate student named Brian. Brian is looking for a low rent room in Seattle as he attends medical school in the city and hasn't saved up enough money to get an apartment with his girlfriend yet. Dave is able to retire within the next year and Brian helps out around the house as they go on the mini excursions they have been looking forward to doing.

Goals

- Fill up space in their house
- Make an extra income each month

Debra Johnson

Host

"I hate having to pay for cleaning and lawn services but I just can't handle doing the work myself."



Age: 72

Occupation: Retired

Location: Philadelphia, Pennsylvania

Technology Level: Medium, Familiar with Desktop

Bio

Debra has been retired from her nursing job for a while and has been living on her own in a two bedroom town home in the heart of Philly. Her husband passed away a little over five years ago and her only daughter has recently moved to Charleston, South Carolina with her own husband and children for work purposes. Debra has been feeling lonely lately and missing them often. Due to her age, she has started paying for cleaning and lawn work services. However, she feels like she is paying too much money for them and she wants to save up so she can visit her daughter and grandkids often.

Frustrations

- Isn't physically able to clean home or do lawnwork
- Is spending so much money on cleaning and lawnwork services
- Wants to save up money to be able to go visit her daughter's family often

User Story

Debra's daughter tries to help out her mother and sets up an account for her on RoomMagnet.com. She explains to Debra that she could find someone through this site to rent out her old room who can also help out with household chores and her lawn work. Debra logs in to her account and finds it surprisingly easy to use. She begins to message with a few prospective tenants who are interested in her extra bedroom. One girl reminds her of her daughter and as they message, Debra finds out the girl is looking for a place to stay while she completes a 6 month internship at a company she is interested in getting hired on full time with. The internship doesn't pay much so she needs a cheaper than usual rent price and in exchange, offers to do the cleaning and lawn work that Debra currently pays for. With the extra rent income and her savings from paying those previous service companies, Debra is able to plan a trip to see her family once a month.

Goals

- Find cheaper way to get her lawn work and cleaning done
- Save up money for trips to see her family
- Make the house not feel as lonely

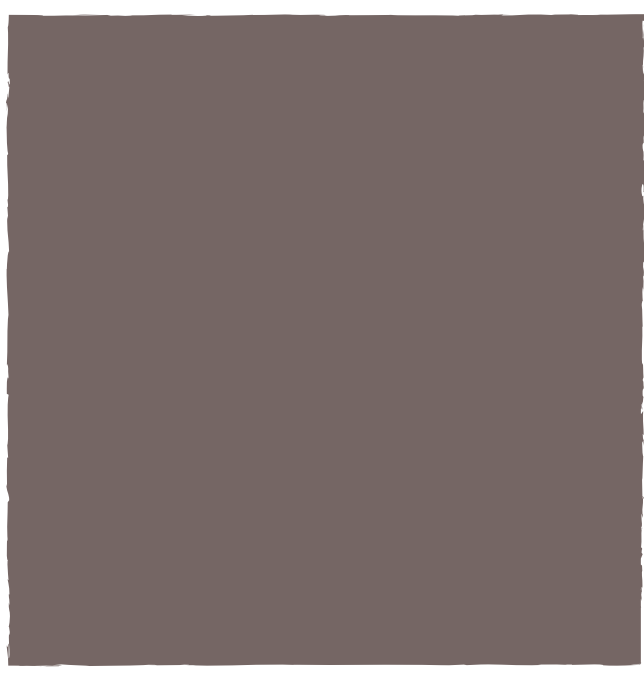
Visual Design

Typography

DIN Alternate Bold

Avenir Light Avenir Medium

Color Scheme



#756664



#A8A1A0



#B23325

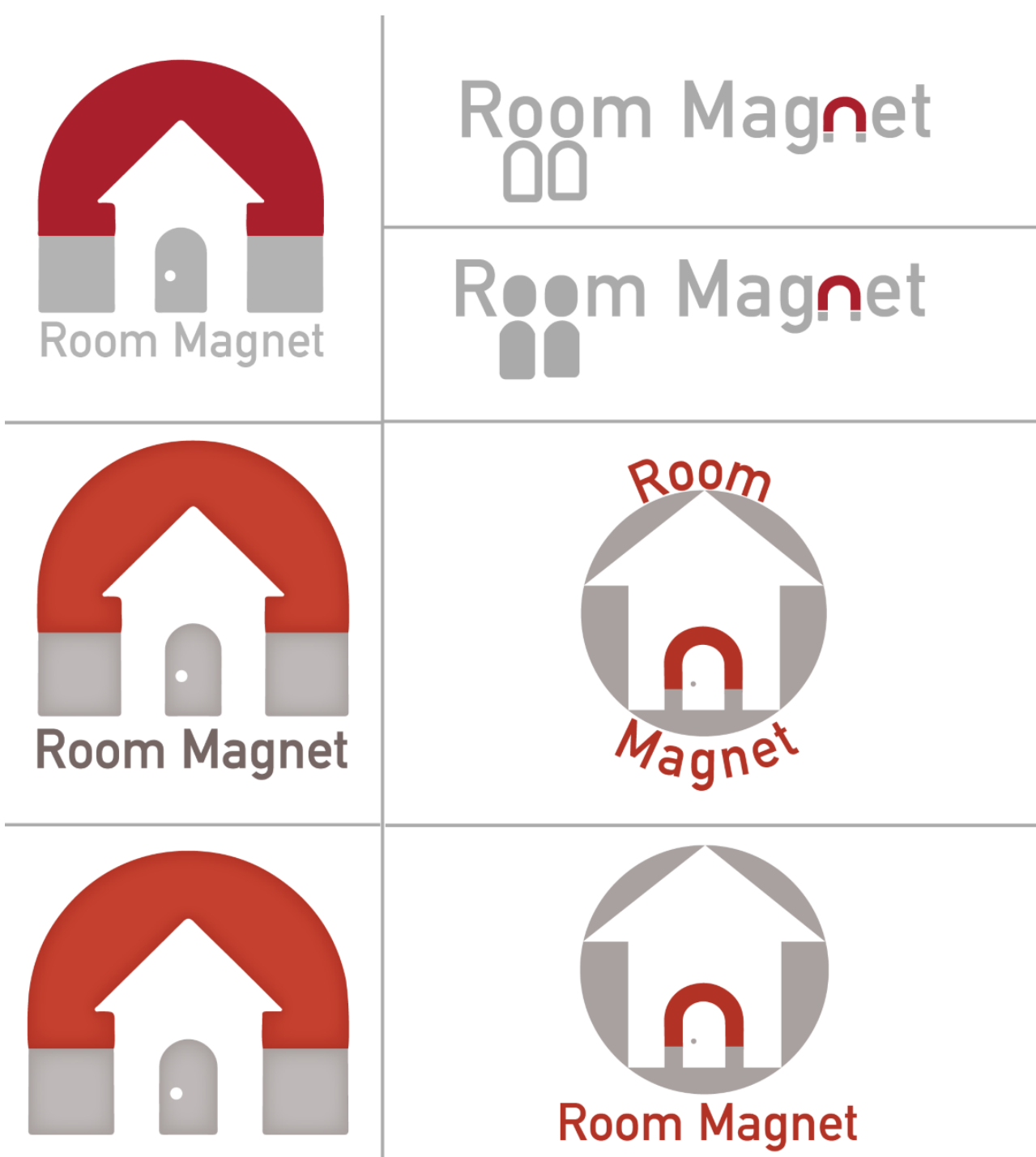


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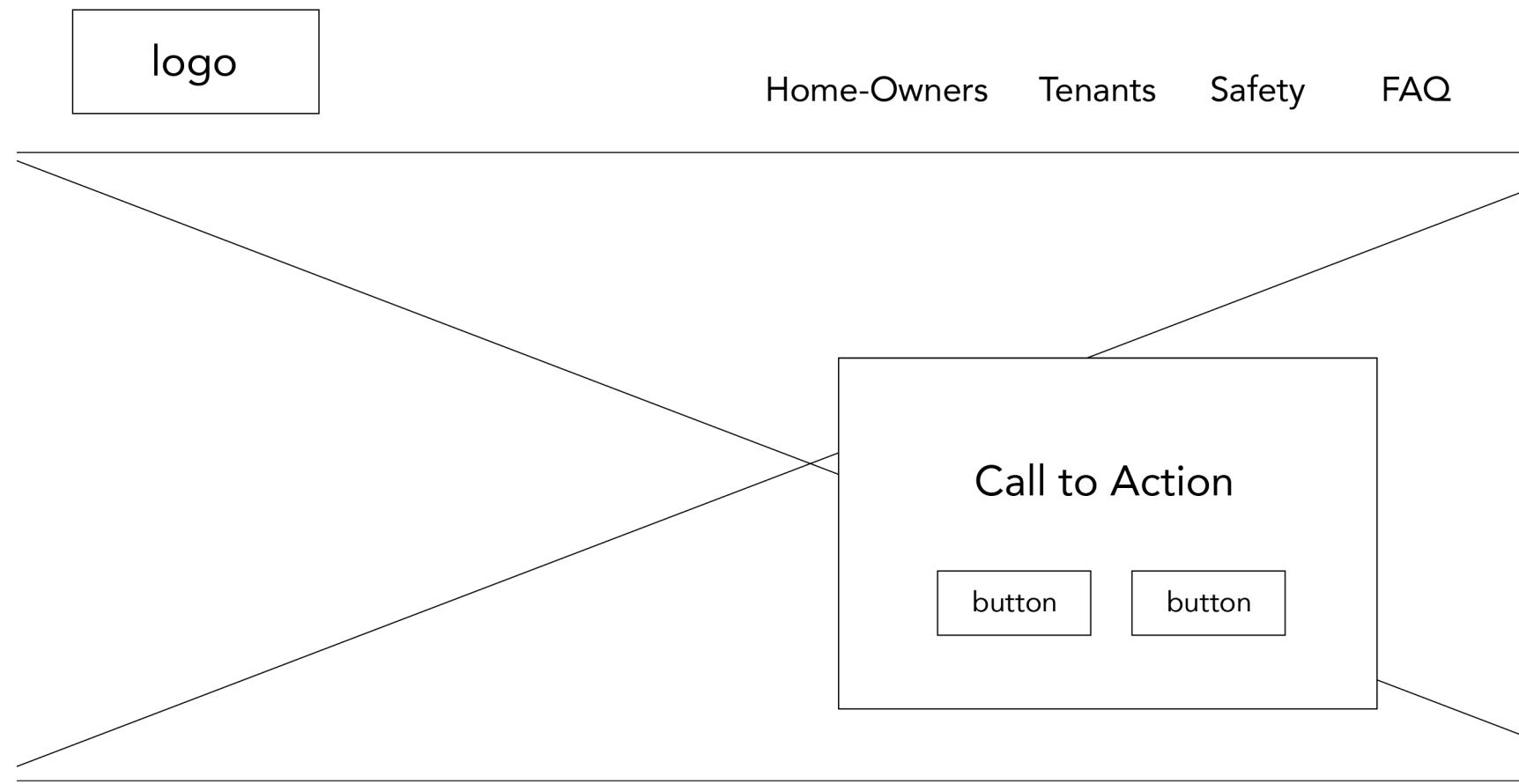


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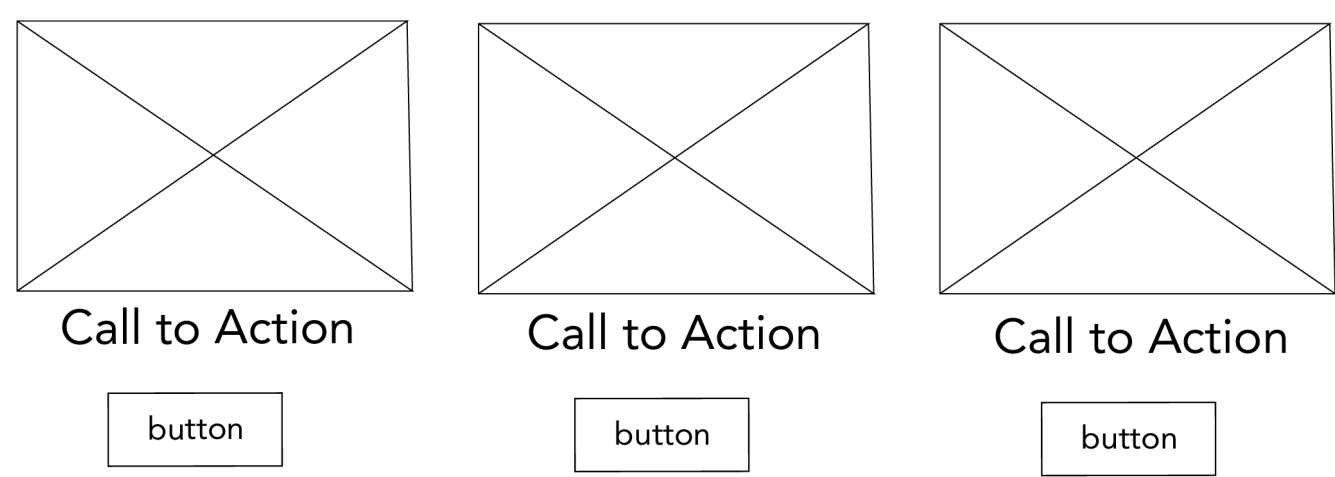
Logos



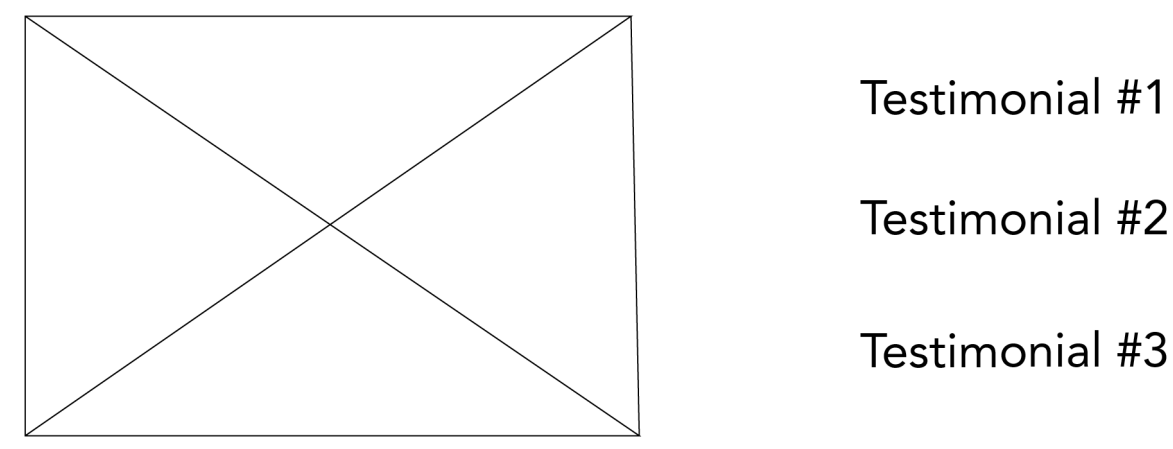
Site Map & Wireframes



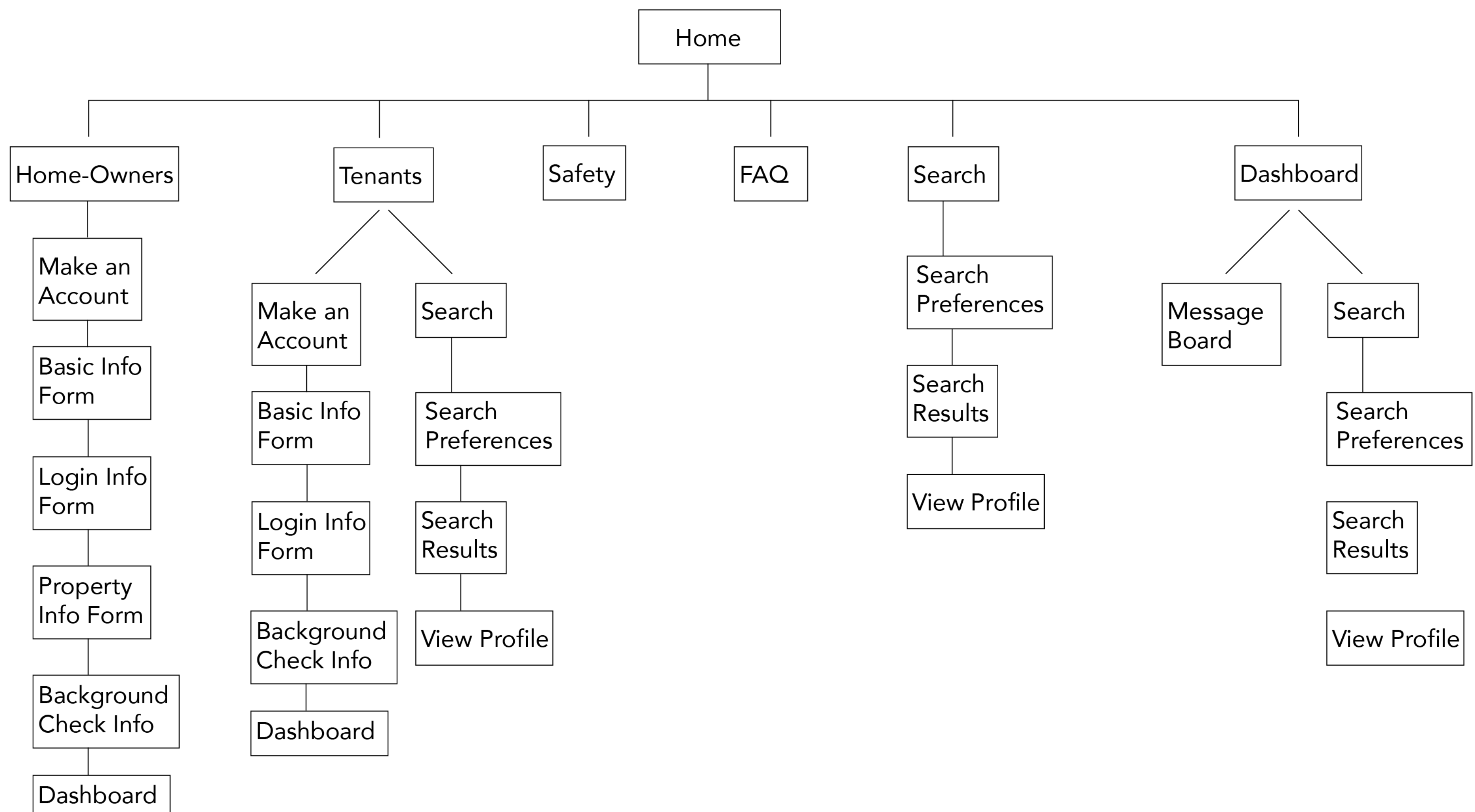
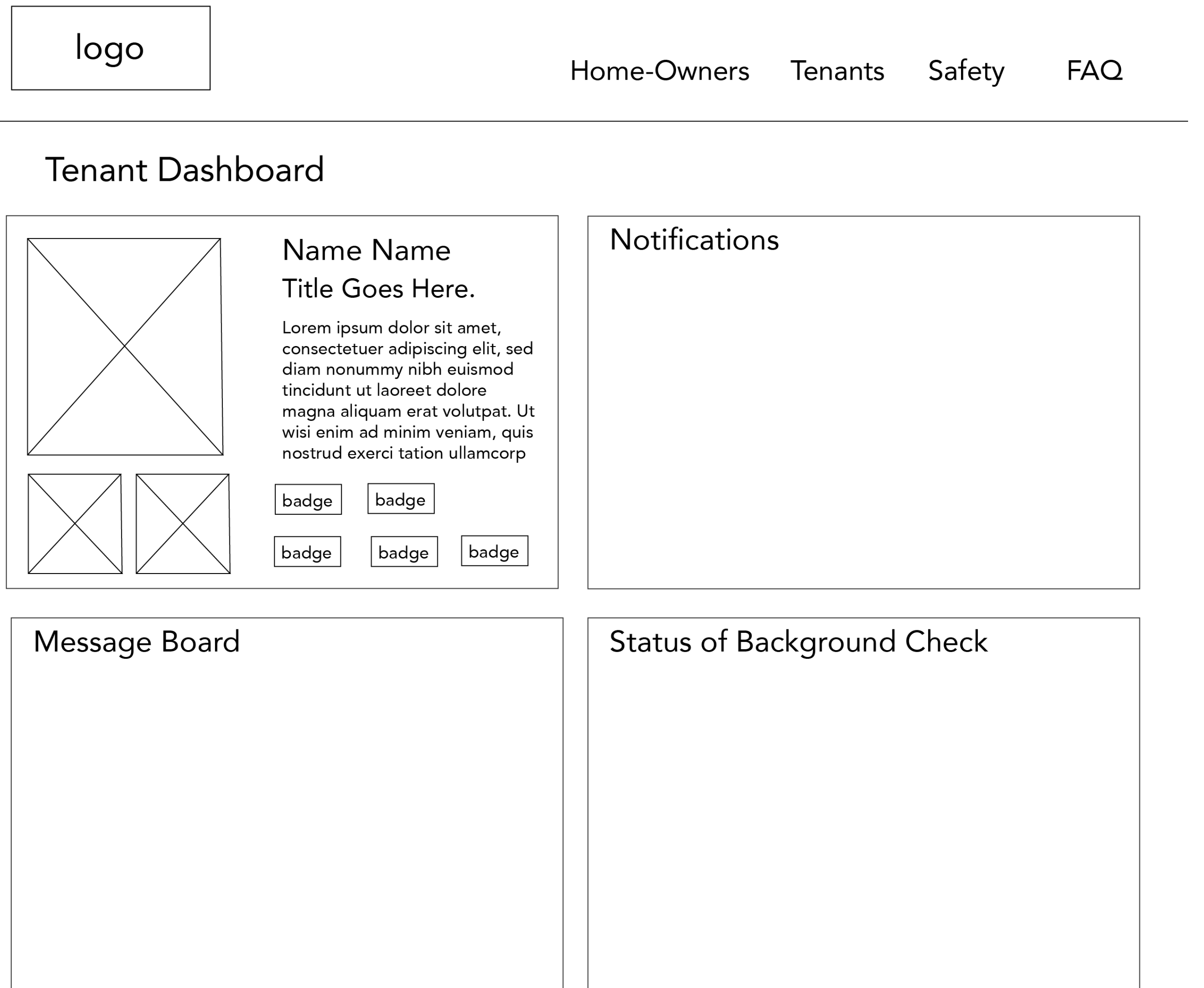
Section Title



Section Title



Section Title



Wireframes

LOGO Get Started My Profile English
 Home-Owners Tenants Safety FAQ

John Smith's Dashboard

Your Profile Edit Profile

John Smith
 Undergraduate Student at JMU
 I'm a junior Nursing major at JMU. From Boston Massachusetts, so I'm a long way from home. I'm a member of our club soccer team and I love to watch football.

Undergrad Friendly
 Medical Skills Lawn Mowing

Your Notifications

Your Message Board

Your Background Check Status

Your Matches

Room Magent
 Contact information
 Contact information 2
 Contact information 3

Footer Nav Link
 Footer Nav Link
 Footer Nav Link
 Footer Nav Link
 Footer Nav Link

Stay Connected

LOGO Get Started My Profile English
 Home-Owners Tenants Safety FAQ

Room Magnet

A rental matching service that attracts the best option for your needs.

Rent My Room Find a Room

Search by preference.

Your safety is our #1 concern.

Search by city.

Don't Just Take Our Word for It

“ We had such a wonderful experience with Room Magnet. Our house-mate has been a blessing. ”

- Karen & Karl
 Harrisonburg, VA

How it Works

Create a profile. → Fill out your preferences. → Get cleared. → Find your housing match.

1,000
 housing matches made this month.
 Be the next one.
Get Started

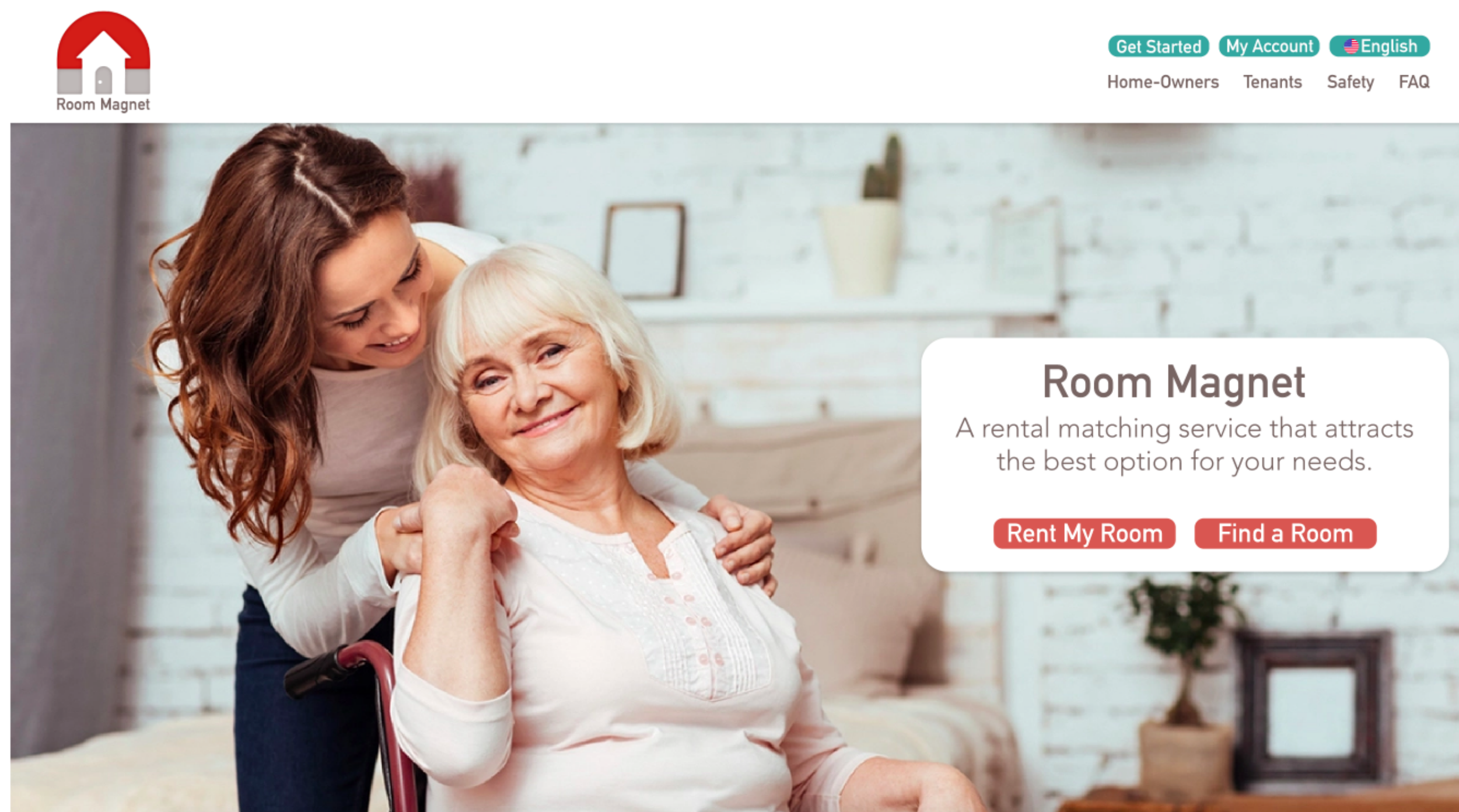
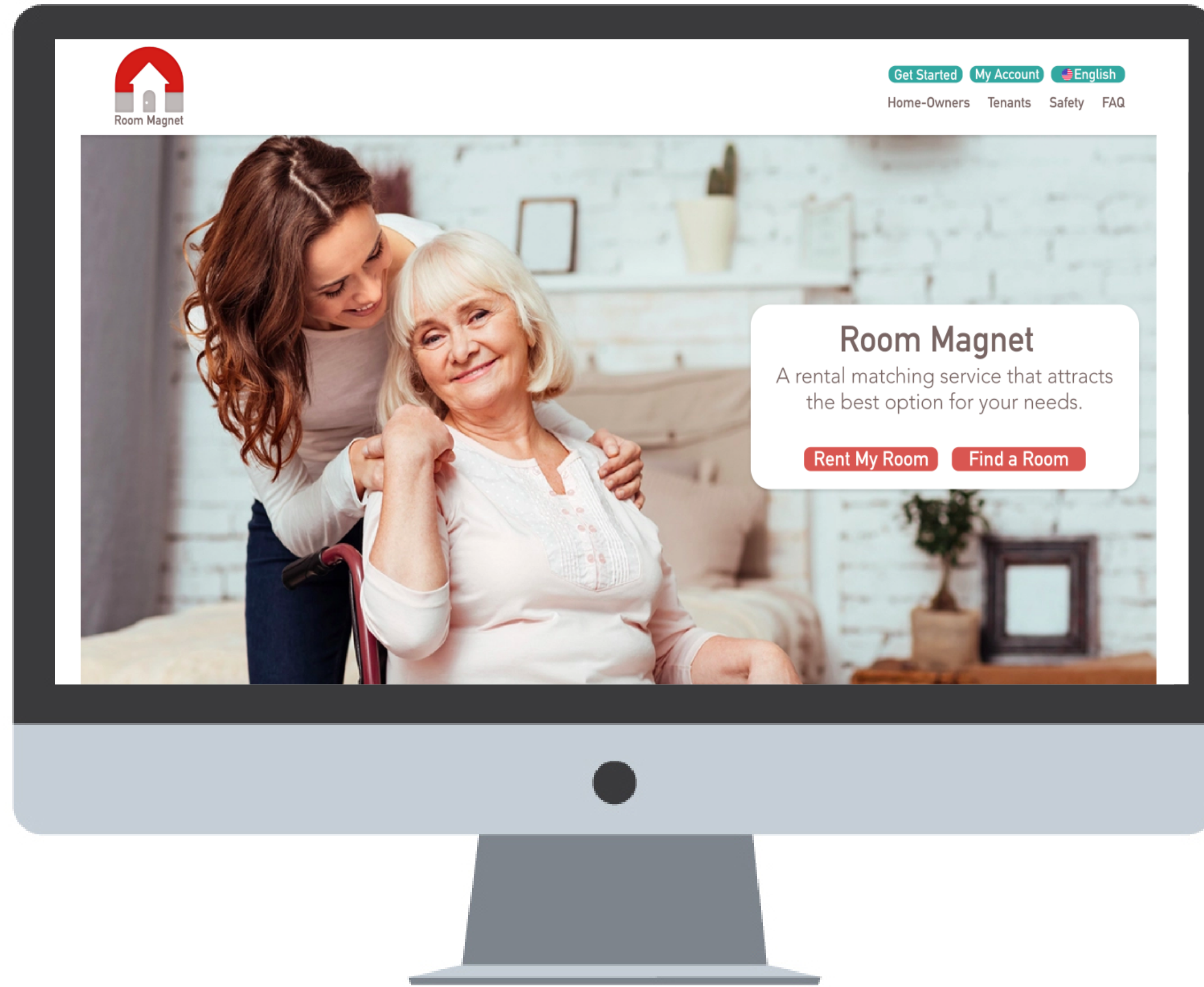
Room Magent
 Contact information
 Contact information 2
 Contact information 3

Footer Nav Link
 Footer Nav Link
 Footer Nav Link
 Footer Nav Link
 Footer Nav Link

Stay Connected

Mockups

Home Page



Room Magnet

Get Started My Account English

Home-Owners Tenants Safety FAQ

How It Works

Create a profile. → Fill out your preferences. → Get cleared. → Find your housing match.

1,203
housing matches made this month.
Be the next one.

[Get Started](#)

Mockups

Get Started



[Get Started](#) [My Account](#) [English](#)
[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)

Welcome to the first step in finding your perfect housemate.

Tell us some things about yourself so we can find the best option for you.



Rent My Room



Find a Room



[Get Started](#) [My Account](#) [English](#)
[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)

Tell us about yourself.

Let us find you the perfect space.



First Name

Last Name

Gender

Date of Birth

Email

Phone

Next ▶

Mockups

Property Form



[Get Started](#) [My Account](#) [English](#)
[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)

Tell us about your property.

Let us find you the perfect housemate.

Address Line 1*

Apt # (if applicable)

City*

State*

ZIP Code*

Don't fret, only your city, state, and zip code will appear on your profile to potential housemates.

Describe Your Property for Rent Briefly*



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[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)

What Best Describes Your Property for Rent*

Does the space have a private bathroom?*

 Yes No

Does the space have a private entrance?*

 Yes No

Does the space have closet/storage space?*

 Yes No

Is the space furnished?*

 Yes No

Do you smoke/allow smokers?*

 Yes No

Do you have pets?*

 Yes No

Tell us more about your rental space.*

Mockups

Safety



[Get Started](#) [My Account](#) [English](#)
[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)

Your safety is crucial to us.

Let us find you the perfect space.



In order to provide our customers with the best, most secure living and housemate matching experience, we ask that the home-owners and tenants alike go through a background check. This ensures a superior housemate matching process. You can read more about our background check process and standards on our Safety page after you've completed your profile.

An email with more information on the background check process will be sent to your inbox shortly.

Other users will be able to see the state of your background check process, just as you will be able to see theirs. The following indicators will appear at the specified steps in the process:



Approved

This person has completed the background check process and was cleared and approved.



[Get Started](#) [My Account](#) [English](#)
[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)



Pending

This person has started the background check process but it has not yet been completed.



Not Begun

This person has not yet begun the background check process. They could be a new user.



Not Approved

This person has gone through the background check process, but they were not cleared by our standards.

ID Verification

Want another step of security? We have an additional verification step available to users. Simply take a picture of the front of your drivers license or state-issued ID, and a picture of yourself. This ensures that our users are legitimate and over the age of 18.

Other users will be able to see the state of your ID verification, just as you will be able to see theirs. If a user



[Get Started](#) [My Account](#) [English](#)
[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)

ID Verification

Want another step of security? We have an additional verification step available to users. Simply take a picture of the front of your drivers license or state-issued ID, and a picture of yourself. This ensures that our users are legitimate and over the age of 18.

Other users will be able to see the state of your ID verification, just as you will be able to see theirs. If a user does not opt into this step, no additional symbol will appear on their profile. The following indicators will appear based on the user's completion of this step:



ID Verified

This person's ID has been verified based on the pictures sent to us.

[Take Photo of ID](#) [Take a Selfie](#)

[I Understand >](#)

Mockups

Search



- [Get Started](#)
- [My Account](#)
- [English](#)
- [Home-Owners](#)
- [Tenants](#)
- [Safety](#)
- [FAQ](#)

Search for your perfect space.

Search by City or ZIP Code

Add preferences to your search to find a place perfect for your specific needs.

Search for...

- Single Room
- Furnished
- Non-Smokers
- Private Entrance
- Private Bathroom
- Pets
- Private Apartment
- Closet/Storage Space
- No Pets

Search



- [Get Started](#)
- [My Account](#)
- [English](#)
- [Home-Owners](#)
- [Tenants](#)
- [Safety](#)
- [FAQ](#)

Search for your perfect space.

 Search

Spaces in Harrisonburg, VA

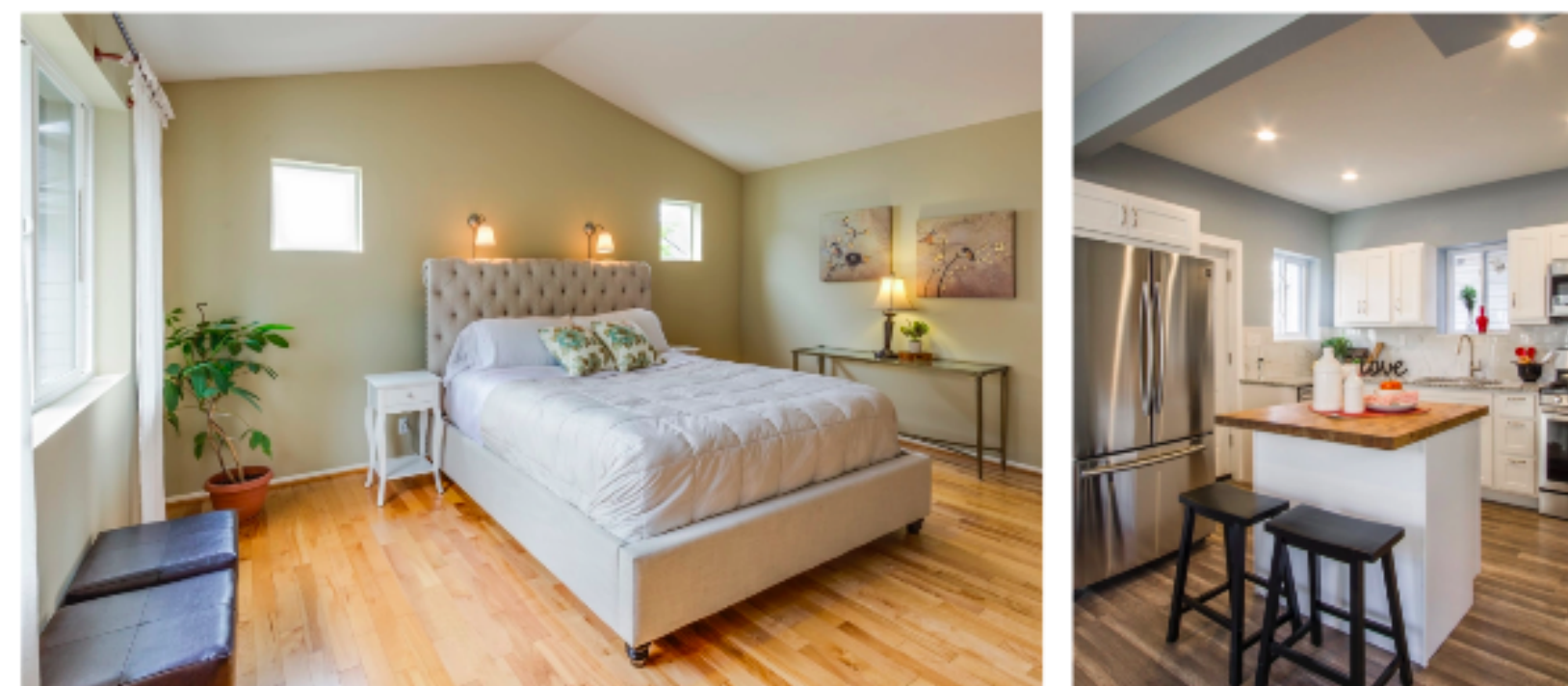
Steve Smith & Ray Charles

Basement Apartment in Harrisonburg 22801

Basement apartment of a three level home. Has a private entrance, bathroom, and kitchen. Neighborhood is quiet. Short walk to JMU's quad.

- Private Entrance
- Attached Apartment
- Kitchen
- Private Bathroom
- Closet Space
- Furnished
- Non-Smoker

- Favorite
- Message
- View Profile



Emma & Nick Jones

Single Room & Bathroom in Hburg

- Favorite
- Message
- View Profile



Mockups

Tenant Dashboard - New User

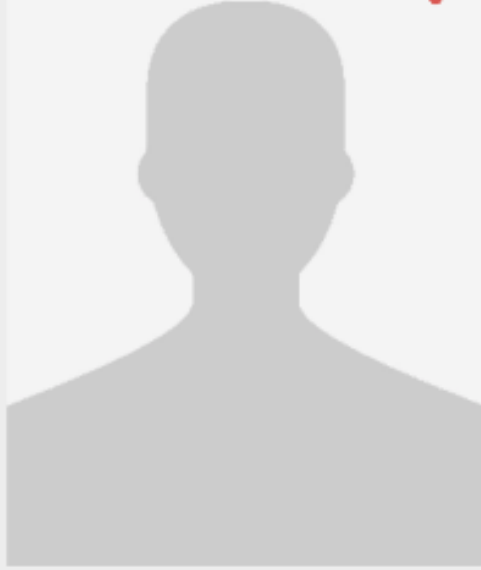




Jess Winston's Dashboard

[Search Properties](#)

Your Profile

[Edit Profile](#)

 **+** **Jess Winston, 21** 
Click Here Add Title
Click here to add a bio.
 [Click Here to Add Badges](#)

Your Favorites

When you "favorite" properties they will appear here, so you can come back to them.


Don't worry only you will be able to see the properties you favorite.



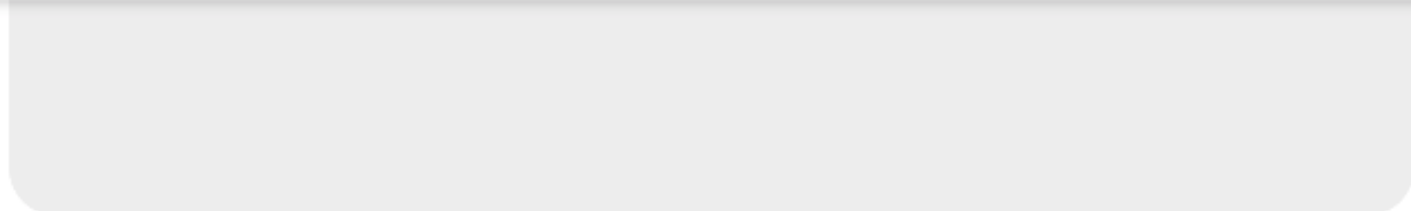
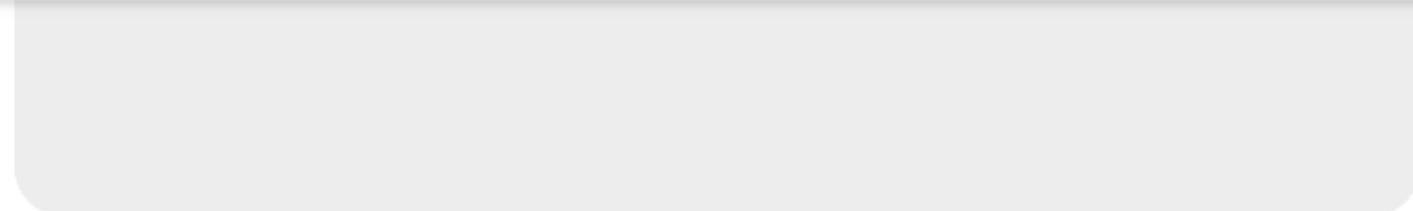
Message Board

When you send or receive messages they will appear here.

Background Check Status

Not Begun 

You have not yet begun your background check process, but don't sweat it, you're a new user. An email with the details on how to get this started will be sent to your inbox within 72 hours.



Your Rental Agreements

When you make a rental agreement it will appear here.

Mockups

Tenant Dashboard - Existing User



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[Home-Owners](#) [Tenants](#) [Safety](#) [FAQ](#)

John Smith's Dashboard

[Search Properties](#)

Your Profile

[Edit Profile](#)



John Smith, 22
Undergraduate Student at JMU
I'm a junior Nursing major at JMU. From Boston Massachusetts, so I'm a long way from home. I'm a member of our club soccer team and I love to watch football.



- Undergraduate
- Friendly
- Medical Skills
- Chores
- Non-Smoker

Your Favorites

Kerry & Jack Johnson [View Profile](#)
Single Room and Private Bathroom in Harrisonburg 22801

Steve Smith & Ray Charles [View Profile](#)
Basement Apartment in Harrisonburg 22801

Cecilia Wilson [View Profile](#)
One Furnished Room in Harrisonburg 22802



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Message Board

Kerry & Jack Johnson
We are doing well thank you. Jack also loves football, he's a huge Baltimore Raven's fan, you're not a Patriots...

Steve Smith & Ray Charles
Can you tell me more about the basement level apartment you have for rent?

Background Check Status

Approved

Congratulations, your background check has been processed and you have been approved. Anyone that views your profile will see this **green** checkmark, indicating that you have been cleared and approved.

Mockups

Host Dashboard




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Cary & Jack Jones' Dashboard

Your Profile

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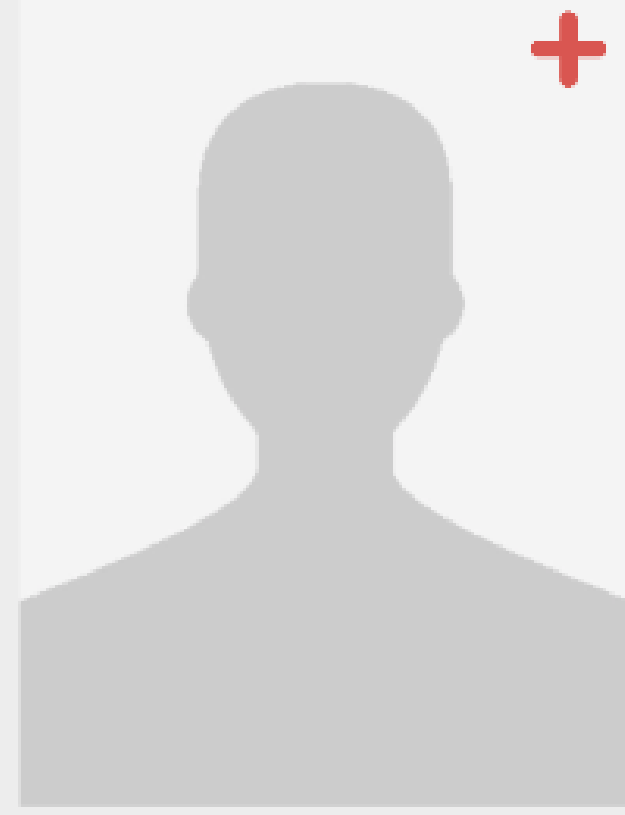



+ Single Room in Harrisonburg 22801

Single furnished room on a quiet street

Medium sized room comes with a desk, bed with mattress, and large closet. Owners have 2 sweet cats.

- [Private Bathroom](#)
- [Non-Smoker](#)
- [Closet Space](#)
- [Pet Owner](#)
- [Furnished](#)



+ Cary & Jack Jones, 60s 

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