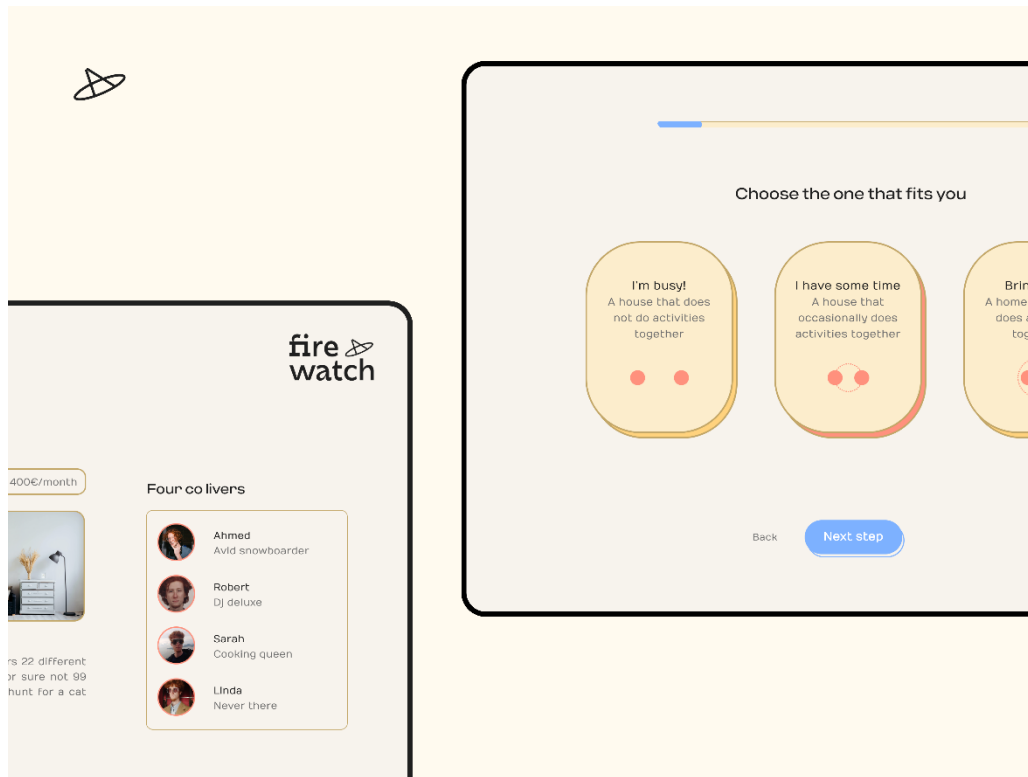


Improving co-living rotation through design

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Introduction

The objective of this thesis is to create a research backed product for a better, compared to current options in the co-living market, way for house(mate) seekers to find compatible co-livers. The design is to be created according to the needs of the end-users and functionality will be tested by and with the end-users to create a design that speaks to them. The (web)design for the product is to be created if there is market demand for such design. Throughout the thesis there is research, design and testing to substantiate a proof of concept. That is potentially further development by the client.

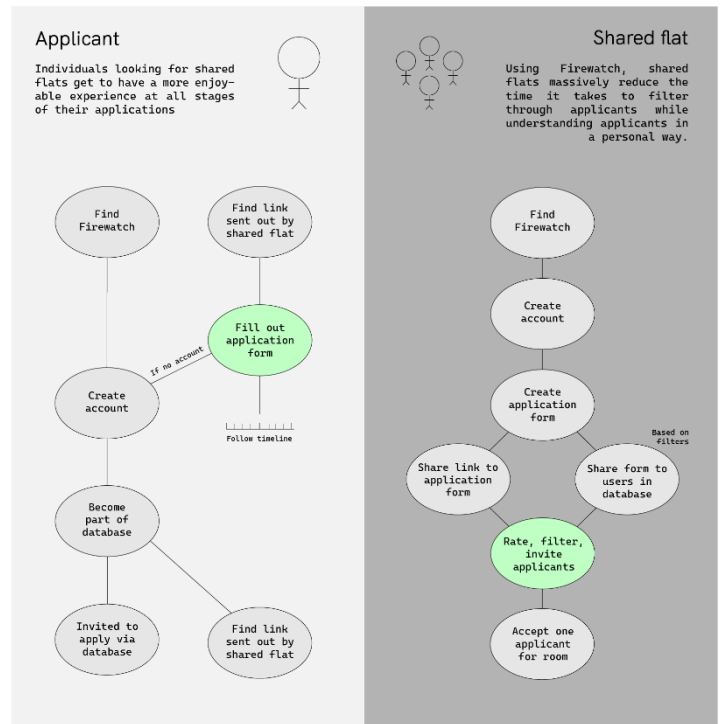
This thesis is done in collaboration with the company Creative Mules. Creative Mules is diversifying with venture capital. This thesis is part of their expansion into venture capital. The 10 members of the company have expertise with application, site, and marketing design. They do this with a business minded perspective under the mission statement 'The future of living and mobility', their Firewatch concept explores opportunities within the co-living sphere. This thesis explores a potential opportunity in Firewatch, showing the process from a research direction to an interactive prototype.

Process

To answer the main research question, 'How can we improve co-living rotation through (web)design?', a set of different research is done. Market analysis is done to understand which products (websites, businesses) are currently used in co-living rotation. Literature research is done to understand what knowledge is out there regarding co-living and compatibility and field

research is done to understand how current products are used and build on knowledge gained from the literature research. This research was analyzed and validated the market need of improving co-living rotation. It was then converted into functional requirements and a concept design. The testing of the concept design showed promising results with some parts needing more testing before a conclusion can be made.

The design was tested by two groups, each group representing the applicants or the shared flat. Both groups find the flow of the design logical and understood what was asked from them. Some features should be adjusted, and one feature is received positively but not used. Research showed a popular function for development; however, this function was not used. This is possibly due to group used. The sample size for the prototype testing and field research was limited. The engagement process with the shared flat testing the prototype was not smooth. New tests can potentially have different results. Literature review was limited in the fact that the sphere of co-living research is small. The referenced papers are predominantly from the same researchers.



Literature researched showed that compatibility with other tenants while co-living improves wellbeing and satisfaction. With a product design based on a set of requirements and functions derived from research, applicants have a better experience in applying to shared flatting/co-living compared to current options in the market.

Concluding

This thesis has shown that the development of a product to improve co-living rotation is valid to develop. The further development of the product designed in the design process chapter is validated in the testing chapter and Creative Mules can continue with developing the product presented in this thesis. The recommended path to do this is through discussions and testing. It is recommended for the company to assess their next steps and figure out how to attract users and potentially bring on an executive director. Future testing should be done without a 3rd party application like AirTable as part of the product as this was not favoured. Part of future testing should measure the difference in humanity and care of the designed product compared to the current options in the market as the thesis did not test this. Two other forms of recommendations are a change in communication between development and design with the Firewatch project and that launching the product can be done quite quickly if some necessary components are designed and developed.

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