

ROOMEZ

Make Roommate Finding Easy

Official Press Kit Materials

ROOMEZ

INTRODUCTION:

This document includes all materials and assets needed to launch a press campaign for RoomEZ. The document starts by defining RoomEZ as a brand and system through the organizational profile and fact sheet. It then continues by offering insight into the roommate finding industry and research, and includes an initial news release to be shared at the start of the campaign. The document also offers a gallery of potential images, branding guidelines, and story ideas that could be used throughout the initial campaign. It ends with contact information of all group members.

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ORGANIZATIONAL PROFILE

Company Name: RoomEZ

Vision:

We aim at creating lasting roommate connections by being the best app at matching roommates through compatibility.

Values:

We value the idea that fostering deep connections should be infused with security, trust, and overall ease. We believe that having a great relationship with your roommate increases your overall quality of life, and we strive to make these connections long-lasting.

History:

RoomEZ was created by four Lebanon Valley College seniors in the Digital Communications capstone class in Annville, PA. After the team experienced a few negative roommate experiences, they decided to design RoomEZ as a way to combat these experiences. While there are many traditional roommate finding applications on the market, none succeed in targeting college students and their campus specifically without having high upfront and monthly costs. Because of this, the team aimed at creating an efficient, affordable, security-centered algorithm concentrated on servicing college students in their journey in finding a successful living situation.

MEET THE TEAM



Brandon Kemmery | Project Manager

As a senior digital communications student with a concentration in business technology, Brandon leads all areas of project success. He heads the project planning, maintains the project schedule, and acts as the main liaison between the group and all outside organizations.

Sofia Pascuzzo | Editor & Research Analyst

As a senior digital communications student with a concentration in communications, Sofia enhances the written word. As our Editor and Research analyst, Sofia writes copy for research reports and edits and proofreads all copy pertaining to the project.



Alyssa Matheus | Designer & UX Prototyper

As a senior digital communications student with a concentration in design, Alyssa creates all design aspects. As our main designer and prototyper, she generates stunning graphics encompassing all branding elements and identity including our functional prototype.

Kaleb Longenecker | Videographer & Creative

As a senior digital communications student with a concentration in design, Kaleb assists in all project phases. As our main videographer and creative, he not only shoots all cinematography, but aids in creating brand awareness, research, and development.



FACT SHEET

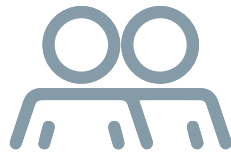
How it Works: RoomEZ is an app that uses a unique question-based algorithm that matches user profiles based on elements such as smoking/drinking preferences, living style and social tendencies. Once students create an account with their school email and answer the questions in the questionnaire, they will be shown multiple user profiles that have similar answers to their own. Then, it is the user's choice if they want to swipe right, possibly match, and start messaging the person.

System Components:



User Questionnaire

Ensures every aspect of living is considered



Main Matching Page

Creates a quick and easy way to match with potential roommates



Chat Feature

Allows for users to gain a deeper understanding of matches and preferences



User Profiles

Easy access to edit and update information for best results

Target Market:



Individuals

- Will be attending or is currently attending a college or university
- Looking for a roommate who they can trust and get along with
- Aims to be happy in their living situation

BACKGROUND

Our group has performed in-depth research into the problem of having in-compatible roommates through focus groups, usability tests, and questionnaires. We surveyed 80 college students online using Google Forms to ask questions about how their roommate compatibility affects their daily lives, and found these results:

67% had a roommate they struggled to live with

40% had trouble finding a roommate

82% report that who you room with affects your work/school performance

88% report that who you room with affects your social life, sleep and overall quality of life

Additionally, Cass Sunstein and Richard H. Thaler report in their book *Nudge: The Final Edition* that "The academic effort of college students is influenced by their peers, so much so that the random assignments of first-year students to dormitories or roommates can have big consequences for their grades and hence on their future prospects."

RoomEZ addresses these issues and more by using specific questioning and an exclusive algorithm to match users quickly and efficiently. There are a significant number of roommate finding apps on the market, but very few have features and services like RoomEZ. Unlike other roommate finding apps, RoomEZ will not make users pay a monthly fee after a week trial. It also offers college students a way to connect with other students from their colleges using a school email address, unlike other apps.

ROOMEZ

RoomEZ to Help College Students Find Compatible Roommates with Ease

ANNVILLE, PA
May. 15, 2022

Four digital communication students at Lebanon Valley College announced their plans to launch a new app called RoomEZ that aims to connect people to compatible roommates. RoomEZ matches students based on unique survey questions pertaining to living style and social preferences, while also requiring user verification for safety and security.

Brandon Kemmery, one of the creators of RoomEZ, says how his previous roommate experiences helped shape the roommate finding problem and develop a solution.

"In my last four years of college, I've lived with multiple different people, all of which had some similarities to myself, but drastically different lifestyles, he says. At some point, it started affecting all aspects of my life, including my mood and grades in school. We wanted to create a way to eliminate these experiences by matching roommates not only with similar hobbies, but with preferred lifestyles and social lives."

Kemmery, along with his team members, Sofia Pascuzzo, Alyssa Matheus and Kaleb Longenecker, set out to create not only a personalized matching experience, but to make it affordable, safe, and easy for college students to use. '

"Many of our competitors charge high prices and take forever to match with someone. That's how RoomEZ is different. We realize that our users often don't have the time or money to spend of finding a quality roommate," says Kemmery.

The team has a live Kickstarter campaign where they hope to reach their goal of \$130,000. To learn more about RoomEZ and to back their campaign, go to [\(kickstarter link\)](#).

RoomEZ helps connect college students that are looking for roommates by employing unique survey questions detailing one's behavior, likes and dislikes, and more to create compatible, long-lasting roommate connections.

###END###

STORY IDEAS

- Feature story on RoomEZ's creation and its founders
- A look at the program's success and how it has benefited new students (interviews of first-year students)
- A feature story on one user and their experience before using our app, and how it has changed their life after using it
- Highlights of the unique features like questionnaire and security and how it differs from competitors

INFOGRAPHIC IDEAS

- Data displayed about how many people receive matches within a certain amount of time using the app
- After matching survey data that shows how many people believe their match was a success
- After matching survey data that shows what kind of question answers are most popular
- Unique feature highlights
 - Security
 - Questionnaire
 - Refer a friend

ROOMEZ

BRAND GUIDELINES

Wordmark:



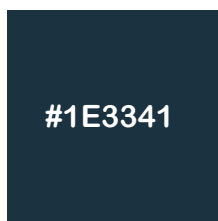
App Icon:



Alternate Logos:



Colors:



Font Families:

Arial Rounded MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789



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PHOTOGRAPHS



Photo by Antonio Guillem on Adobe Stock



Photo by Kaleb Longenecker



Photo by Viacheslav Lakobchuk on Adobe Stock



Photo by Kaleb Longenecker



Photo by Antonio Guillem on Adobe Stock



Photo by Stock Rocket on Adobe Stock

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