

Home - desktop

SpareRoom (logo)Find a roomFill a roomHow we check

46Log in

1Find a room, and meet who lives there first.

Every room shows the people you'd live with. Messaging is free.

2I need a roomI have a room to fillFind people to rent with

3Area, postcode or stationSearch

★ 4.7 on Trustpilot · ID-verified flatmates · Most people reply within a day

6WHO LIVES HERE

Tom, 29

Sam, 27

You?

Real flatmates, verified, before you visit.

How it works

Search

Message

Video call

Visit

Agree

Move in

You always know where you are: one step lights up at a time.

Rooms with people in them

Photo

Double room, Hackney

£950 a month · about average for the area

14

Lives here: 2 · 26-31 · professionals

ID verified

Photo

Double room, Hackney

£950 a month · about average for the area

Lives here: 2 · 26-31 · professionals

ID verified

Photo

Double room, Hackney

£950 a month · about average for the area

Lives here: 2 · 26-31 · professionals

ID verified

41How we check

Every ad reviewed by a person

Photo ID for advertisers and flatmates

Rent compared to the area

Never pay before you visit

44Find & fill a room

Link · Link · Link · Link

Trust & help

Link · Link · Link · Link

About

Link · Link · Link · Link

FINDINGS ADDRESSED (AUDIT GRID NO.)

46 Visitor header: search, offer, how we check, log in. "Search" and "Browse" merged.

1 The promise of use replaces "The UK's Number 1 Flatshare Site".

2 Three entries as verbs, from the user's point of view, instead of "Rooms / Flatmates / Buddy ups".

3 A single search at the centre (kept).

6 People become the first argument, shown with a real excerpt.

14 Every card says who lives there.

41 "How we check" becomes a visible entry.

44 A 3-column footer instead of 40 links in 7 columns.

Search results - desktop

SpareRoom (logo)

Find a room

Fill a room

How we check

Log in

Hackney, London

Search

Max £1,000

Move in: Nov

Bills included

More filters

10

Rooms in shared homes · 8,412

Whole properties · 3,979

13

8,412 rooms in Hackney and around

Sorted by: Newest ▾

14

15

Photo

Bright double room near London Fields

£950 a month · bills included · about average for E8

Lives here: Tom, 29 and Sam, 27 · professionals

Current flatmate

ID verified

Replies within a day

Available 1 Nov · min 6 months

Photo

Bright double room near London Fields

£950 a month · bills included · about average for E8

Lives here: Tom, 29 and Sam, 27 · professionals

Current flatmate

ID verified

Replies within a day

Available 1 Nov · min 6 months

12

Photo

Sponsored · Double room, London Fields

£950 a month · bills included · about average for E8

Lives here: Tom, 29 and Sam, 27 · professionals

Current flatmate

ID verified

Replies within a day

Available 1 Nov · min 6 months

Photo

Bright double room near London Fields

£950 a month · bills included · about average for E8

Lives here: Tom, 29 and Sam, 27 · professionals

Current flatmate

ID verified

Replies within a day

Available 1 Nov · min 6 months

Map

FINDINGS ADDRESSED (AUDIT GRID NO.)

10

Rooms in shared homes by default; whole properties in a separate tab.

13

An exact counter, a named sort (findings 13 and 16).

14

"Lives here" on every card: first names, ages, routine.

15

The advertiser's role stays visible (kept).

12

Sponsored content is flagged and never first; no more commercial badges for seekers (finding 11).

Listing - desktop

SpareRoom (logo)Find a roomFill a roomHow we checkLog in

Photos of the room

Photo

Photo

Bright double room near London Fields

£950 a month · bills included · about average for E8 (Rental Index)

Living room

Shared, yes

Bathroom

Shared with 1

Flatmates

2 people

Bills

Included

Who lives here

Tom, 29

Developer · early riser · cooks on Sundays

« Quiet weeknights, big Sunday lunches. »

ID verified

Sam, 27

Nurse · nights twice a week

« I'm out a lot, but I always say hi. »

ID verified

About the room

The room

Double bed, desk, wardrobe, window on the garden.

The home

2nd floor flat, 3 bedrooms, kitchen-living room.

House rules

No smoking, guests welcome at weekends.

FINDINGS ADDRESSED (AUDIT GRID NO.)

20The 4 deciding facts moved to the top of the listing.

18"Who lives here" at the top: the brand's promise.

21Verification shows on every person.

19The ad is structured in guided fields; no more free text in capitals.

22Reply time shown next to the button.

24We say what is shared before sending.

23Safety at the moment it matters.

Message - desktop

SpareRoom (logo)

Find a room

Fill a room

How we check

Log in

27

Message Tom and Sam

Messaging is free for every room, whatever its age.

About you

Hi! I'm Lena, 26, moving from Leeds for a job in health...

Your rhythm

Early riser · quiet weeknights · cook on Sundays

Move-in date

1 November

Send message

26

One step to send

We'll create your account with it.

Email address

Continue with Google

Continue with Apple

29

After sending

Step 2 of 6 · Message

Sent. Tom usually replies within a day. If the room goes, we'll tell you and show you three similar ones.

FINDINGS ADDRESSED (AUDIT GRID NO.)

- 27

Contact is free for every ad: no more Early Bird for seekers.
- 26

Write first, one-step account afterwards (instead of a full sign-up).
- 29

After sending: reply time, what comes next, and never silence.

Post an ad, step 2 - desktop

SpareRoom (logo)

Find a room

Fill a room

How we check

Log in

Fill a room

34

1 The home

2 Who lives here

3 The room

35

Who lives here?

Room seekers want to know who they'd live with. Each flatmate approves their own profile.

First name

First name

Age

Age

Approved ✓

One line

One line about them

First name

First name

Age

Age

Pending approval

One line

One line about them

+ Invite a flatmate to add theirs

Continue to the room

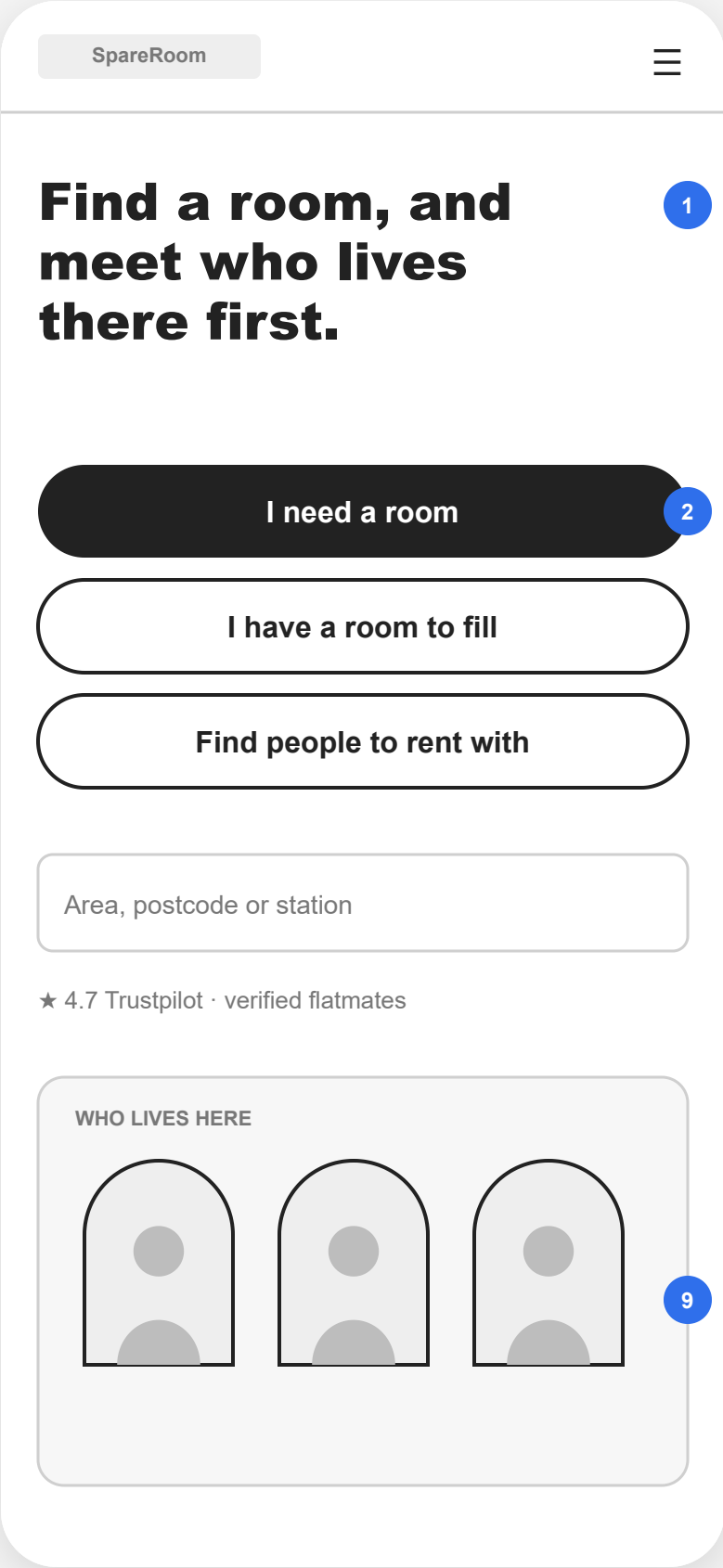
FINDINGS ADDRESSED (AUDIT GRID NO.)

- 34

Three steps instead of six.
- 35

We introduce the flatmates, not just how many; each approves their own profile (consent).

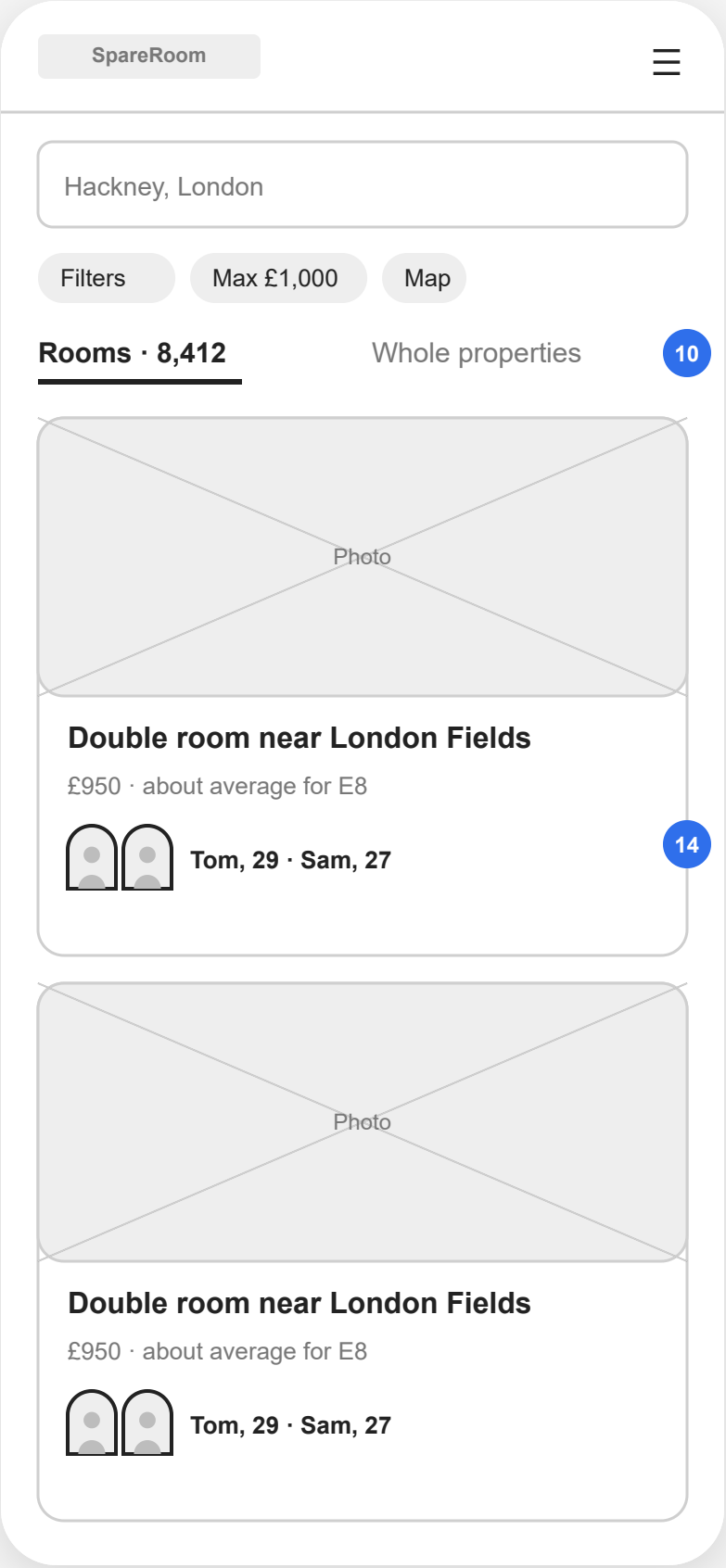
Home · mobile



FINDINGS ADDRESSED (AUDIT GRID NO.)

- 1 Promise of use.
- 2 Three entries as verbs, full width.
- 9 No app banner on the first screen.

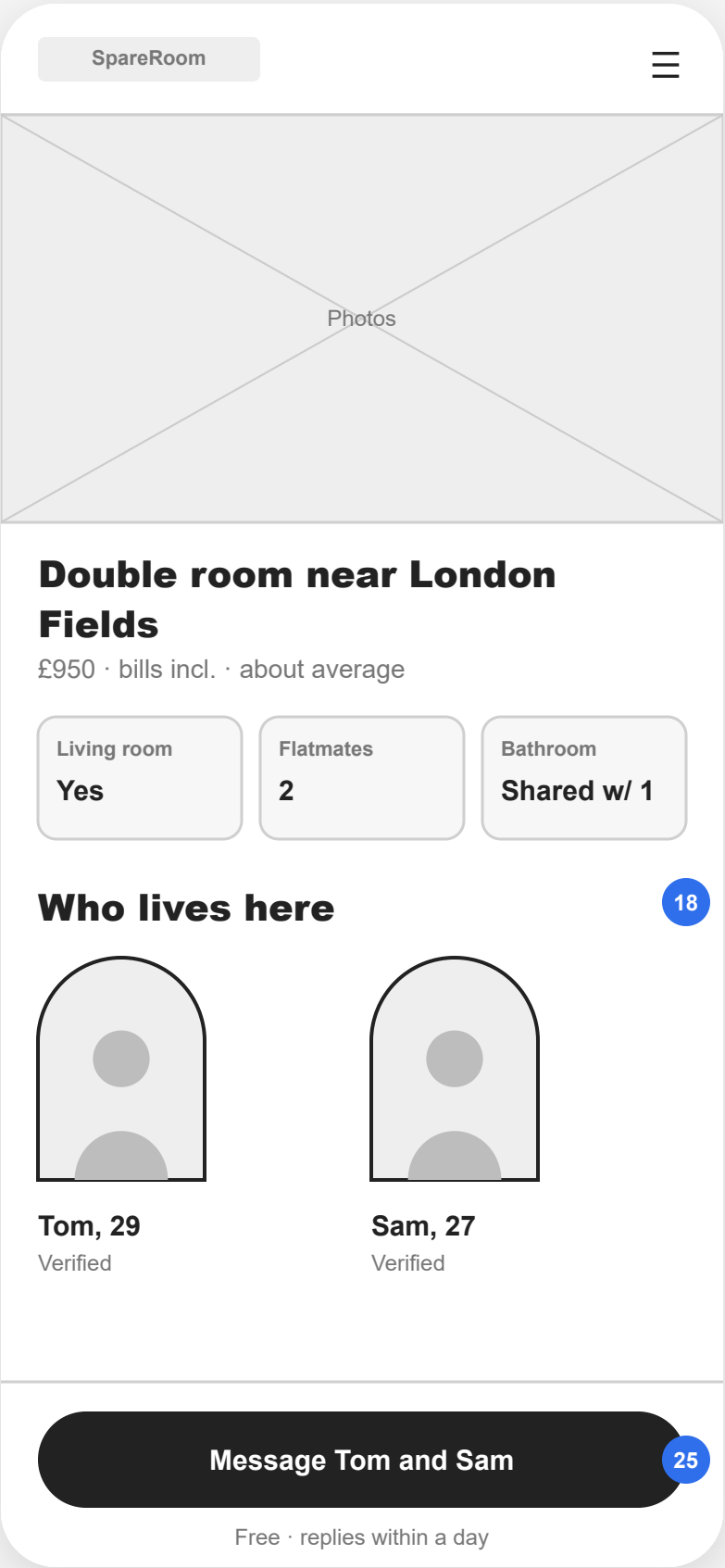
Search results - mobile



FINDINGS ADDRESSED (AUDIT GRID NO.)

- 10 Tabs by type of offer.
- 14 "Lives here" on every card.

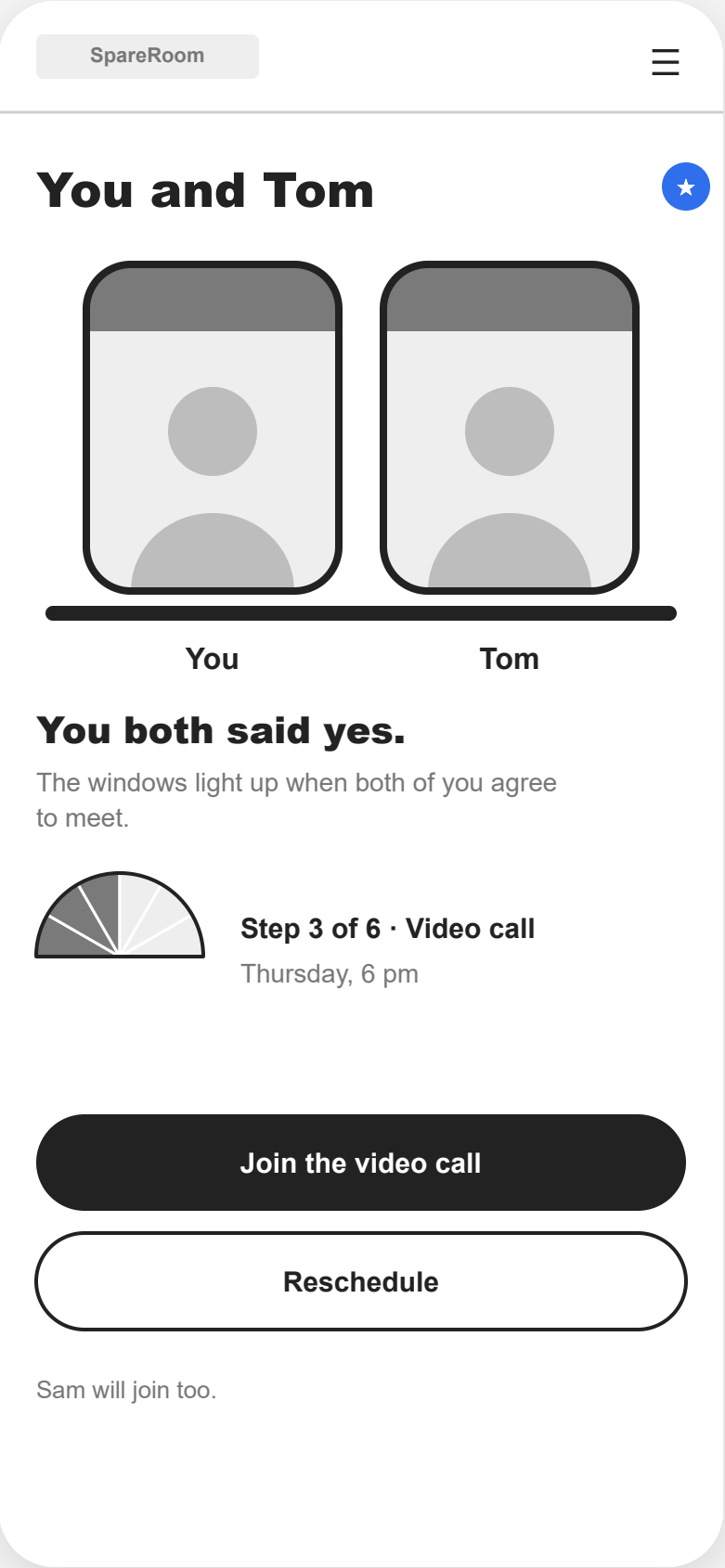
Listing - mobile



FINDINGS ADDRESSED (AUDIT GRID NO.)

- 18 "Who lives here" before the description.
- 25 Sticky button (kept), with free contact and reply time (finding 22).

The "you and them" pair · mobile



FINDINGS ADDRESSED (AUDIT GRID NO.)

- ★

 New: the "you and them" pair.

Post an ad ▪ mobile

SpareRoom

Step 2 of 3 · Who lives here

How many people live there?

37

—

2

+

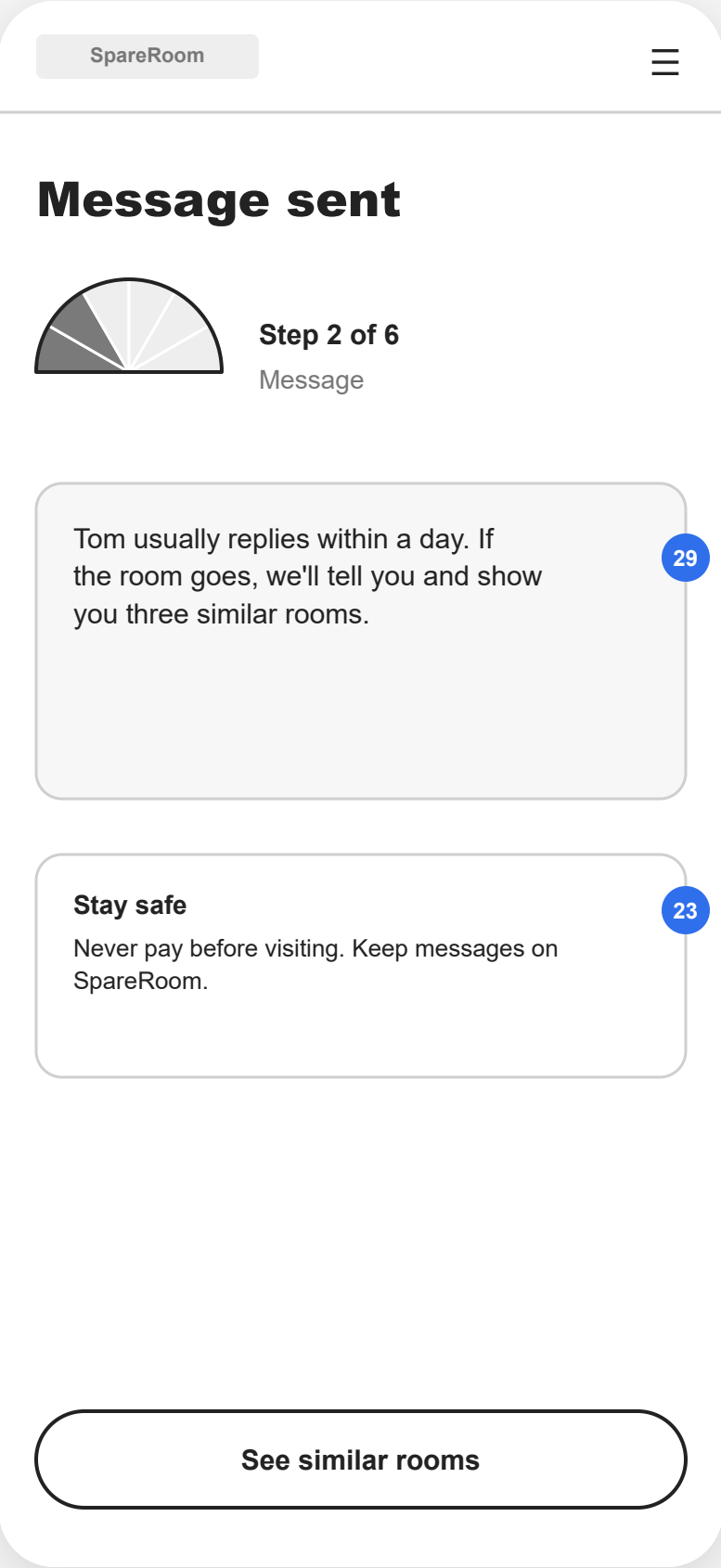
Not counting you.

Next

FINDINGS ADDRESSED (AUDIT GRID NO.)

- 37A form designed for mobile: one field per screen, large selectors.

Message sent ▪ mobile



FINDINGS ADDRESSED (AUDIT GRID NO.)

- 29 Never silence: reply time, next step, alternatives.
- 23 Safety reminder at the right moment.