

Seeing

- A variety of co-living options available.
  - Online platforms with property listings.
  - Reviews and ratings of co-living spaces.

Hearing

- Recommendations from friends and colleagues.
  - Pricing and availability updates from co-living providers.
  - Feedback from previous tenants about their experiences.

A CRM Application To  
Manage The Booking  
Of Co-Living

Goals

Role

Name

Age



Maximize  
occupancy

streamline  
operations

Co-living  
property

tenant  
satisfaction

Thinking & Feeling

- Concerned about maintaining a high occupancy rate.
  - Anxious about losing potential customers due to a lack of efficient booking management.
  - Motivated to streamline operations and improve customer experience.

Doing

- Managing multiple properties and coordinating bookings.
  - Handling customer inquiries, reservations, and billing.
- Seeking technology solutions to automate and optimize these tasks.

 [See an example](#)