

Questionnaire - User Interviews

These questions are to understand the mentality of the user. Please be as honest as possible. There are no wrong answers.

We will ask you questions about your living preferences, how you make choices when it comes to picking a place to live, why you reject/approve of a place, what are your current needs, what parts of the process you think are broken and can be made better and what potential solutions could make your life better!

- ☐ What type of accommodation do you currently live in (Eg - dorm, apartment, suite, house)?
 - ☐ Is it on or off campus?
 - ☐ Did you visit the place before moving in?
 - ☐ Can you estimate how much time you spent looking for an apartment, including traveling to and from it?
 - ☐ How did you find the process of finding apartments/houses to rent?
 - ☐ Give me three words to describe the housing process, whether it's on-campus or off-campus.
 - ☐ (ONLY ON CAMPUS INTERVIEWEES) If you live on campus, were you stressed about where you were going to live? what problems were existent during this process.
 - ☐ (ONLY OFF CAMPUS INTERVIEWEES) If you live off campus, how much did the location of your place matter to you? Or what factors influenced your decision (proximity to campus, cheap living, larger pace, better neighborhood, etc.)?
- ☐ What do you think is needed to improve this experience? (Only ask if they think there needs an improvement!)

☐ If you were to pick, give me some potential solutions that would make your life easier when it comes to visiting and viewing these places.

Questions

Viraj

Gilbert

Find difference in apartments and send data to brokers

How to conduct interview:

- Make participant sign the NDA, Explain what the NDA is:
 - Take 10-15 minutes to ask the questions
-

Arkash Pitch notes:

- Competitors
 - Market Entry
 - Flaws
 - Differentiation
-
- Most solutions either fall into the 3d realm or the Vr real
 - Our target geography is North America
 - This list includes closest companies
 - Spacely - Japanese, 360 view
 - Company Cam - SaaS tool for sharing info
 - OpenSpace - IoT tool for generating pics
 - Closest is ImagineX. They generate VR models

- Most 3D tools focus on legacy industries like construction.
- Real estate ones resemble google maps
 - Issue is its static and not interactive enough
 - People want to move across the apartment
 - Even though 3d is visually better, its not customizable.
 - 3D models are expensive, not every apartment has it. We can do it at a fraction of the price. Not only do they get an accurate representation.
 - You may want to see the place without furniture
- For VR
 - Early stage
 - Industry focus has been games and metaverse
- In our appendix, we have generating factors dividing the section in 4 quadrants. There is no SaaS + VR tool in the market
 - Easy entry
 - Student Centric
 - Making payments, legal, connecting to realtors and more

We conducted 30+ interviews with students and our on the process of finishing over 100 interviews

- visit at least 3 apartments before choosing place
- spend at least 2hours for 2-3 weeks
- feel that listings are not clear
- There's no pictures and videos and if there are, inaccurate
- Common theme is need to better visuals and reducing time