MVP Feature Priority

1. Property listing

* Roommate searching
  + Personality quiz
    - Minimum amount of questions: 5
    - Student can answer as many as they like
  + Student Profiles
    - Standard Info Needed
      * Name, Hometown, Year in College, Major/Minor, Age, Pronouns, Short Bio
    - Picture
* Property searching
  + \*\*Silver, Gold, and Diamond Certified properties should look better than regular listings\*\*
  + Units Available
  + Number of Beds
  + Number of bathrooms
  + Price per bed
  + Walking/Driving Distance from VIPs - Very Important Locations
  + Property Listing has pictures of overall home but also of individual units/bedrooms
  + Smarta Amenity Badges
    - In-Unit Laundry Machines
    - Free Laundry
    - Gym
    - Patio
    - Grill
    - Backyard
    - Heat
    - A/C
    - Stainless Steel Appliances
    - Pool
    - Hot Tub
    - Free Parking
    - Garage
    - Bike Rack/Garage
    - Pet Friendly
    - Smart Devices
    - Furnished

2. Chat

* Landlord Profile
  + Landlord’s Name
  + Company they work for, if they’re not the property owner themselves
  + Picture
  + Contact info
* Chat Rooms
  + Landlord
  + Roommates
    - Property sharing must look clean when posted among roommates
  + Future Roommates? (Is there a better way to address this?)
    - Roommates for upcoming year’s lease
      * \*\*We need to remain mindful that students often move year-to-year in college\*\*

3. One-click applications

* Only Smarta Certified properties provide access to one-click application
  + If not Smarta Certified, student can submit their name and email for more information
* Have landlords build application using a template provided by the Smarta app
  + Modular application building
    - “Building Blocks” are elements of the application
      * Name
      * Birthday
      * SSN
      * Income/Payment Source
      * Pets
      * References
      * Etc.
* Students can fill out application only once and fill out all possible elements to allow for quick one-click applying
  + They don’t have to fill out all possible elements, but if a one-click application requires an unanswered element they will need to fill it out before submitting
* If the student has future roommates, when they click the one-click apply button it prompts them to choose between “Apply Alone” or “Apply with Roommates”
  + If apply with roommates is clicked by one user, the app, through a notification and then by opening up to the property on the roommate’s first use after the user applies, prompts the roommates’ to click an “apply” button, so that they can view the property before pressing it

Students can:

\* Search through properties using Smarta Badges, Smarta Certified status, and more

\* Create a group with roommates and share homes for them to consider together

\* Apply to Smarta Certified properties in one-click alone or with roommates

\* Instant message with Smarta Certified property landlords before and during leasing

\* Know which houses are free of mold and other hazards through Smarta Certified program

\* Book tours on a property’s calendar

\* Chat with roommates during lease

Property Managers can:

\* Upload their property listing(s) for free

\* Become Smarta Certified properties

\* $100/month Silver

\* One-click application for students

\* Instant message prospective and current tenants

\* Smarta inspected for mold, HVAC hazards and other household threats

\* Placed above non-Certified properties

\* $500/month Gold

\* One-click application for students

\* Instant message prospective and current tenants

\* Smarta inspected for mold, HVAC hazards and other household threats

\* Placed above Silver and non-Certified properties

\* Smarta-produced virtual tour

\* $1,000/month Diamond

\* One-click application for students

\* Instant message prospective and current tenants

\* Smarta inspected for mold, HVAC hazards and other household threats

\* Placed above Silver, Gold and non-Certified properties

\* Smarta-produced virtual tour and 1-minute video preview