### **Business Model Evolution Stages of Smarta:**

* Off Campus Housing marketplace → connecting students to homes, information on leasing process and their campus, getting them engaged with Smarta app
* Property management platform → for property-owners with expanded social and management features within Smarta community
* Private and secure IoT smart home management platform

**App Structure:**

* My Home
  + Name, current school year
  + Current address and picture of property
  + Current roommates
* Property searching
  + Roommates
    - Personality/livability quiz
    - Match with new roommates
  + Homes
    - Search with roommates
    - Landlord contact information for interested tenants to apply with
    - Walking distance length and/or time from VIPs (Very Important Places)
      * Designated by the student as part of their profile
    - Property badges (free laundry, rec room, outdoor area)
      * Helps students easily digest amenities available without reading a whole list
      * Student can filter properties by selecting badges they need in a home
* My School
  + Campus map
    - With landmark locations pointed out
      * Potential for partnership: Doordash/Grubhub links for popular restaurants
    - Neighborhood safety ratings
      * Based off responses from Get Smarta Quiz, continually updated automatically
        + Green = feels very safe
        + Yellow = safe but be aware
        + Red = not the safest, please be aware and travel with others
  + Campus events calendar
    - This can come from school’s Office of Student Activities or related office
* Smarta Rewards
  + Get Smarta Quiz
    - Regarding neighborhood safety, favorite local eats and places to hang out, etc.
  + Rewards Balance and Trade In
    - Rewards include gift cards to places like Starbucks, tickets to movies, etc.

Personal profile, separate chat

**Additional Features Available Through Payment (For Property Owner/Manager)**

* Smarta Certified Features
  + For property listing
    - Automatically placed on top of property listings that aren’t certified
    - “One-click application” on their properties
    - Online lease agreement review and signing
    - Smarta Certified badge
  + Following signed lease
    - Chat with tenants in real time
    - Issue reporting

### 

### In order from highest to lowest priority:

#### (Remember: gamify for tenants, simplify for landlords)

##### Mobile App: Students

1. Sign-Up/Login functionality
   1. Forgot password process
   2. Double-authentication to sign up/log in UNLESS they use phone’s ID system
      1. FaceID, TouchID, Fingerprint, Text, Call, Email
   3. Student email must be used
2. Tenant user profile creation
   1. **Preferences (location based) for finding a new apartment**
   2. Personality quiz → **roommate finder**
      1. Tenant social tags (funny, hipster, etc.)
   3. Chat feature required!
      1. Group of potential roommates communicating with each other → filtering process
      2. Once filtered, set a concrete chat with chosen roommates
      3. In the chat, we can share properties, info, shortlists, etc.
3. Property listing system
   1. Pictures of property separated by unit
   2. Unit Names and Descriptions
   3. Landlord name
   4. Location
      1. User enters up to 3 “Very Important Places”
      2. Every listing has a section that shows the distance in driving time from the property to the user’s important locations
   5. Badges based on amenities available
4. Roommate Finder
   1. User plugs in city they’re moving into and Tinder style matching system can match them with somebody looking for a roommate in the same city so they can look for apartments together
   2. We must have an algorithm that recommends most compatible roommates
      1. What are the metrics for this algorithm?
5. Chat Platform
   1. Search housing with roommates - **is this chat or a separate feature?**
   2. When the student has an active lease with a Smarta Certified property, they and their roommates can chat with landlord whenever they need to right through the Smarta app
   3. Landlord with Smarta Certified property should be able to send out a message to every resident through Smarta app
   4. Eventually, have residents of properties speak to their neighbors. **This can be added with an update and isn’t necessary at launch**
6. Shortlists
   1. Allow user to add properties they like to a shortlist to narrow their search process
      1. This could be a simple “liked properties” system with a heart icon
   2. Allow residents to add potential roommates they like to a shortlist to narrow their search process
      1. This could be a simple “liked roommates” system with a heart icon
   3. These should be integrated into the property listing and roommate search features respectively, not a standalone section of app
7. Campus Information
   1. Campus map
   2. Events calendar
      1. Property manager can also add events their property is hosting
8. Issue Reporting
   1. Example of process for reporting issue by tenant:
      1. Where is the problem?
         1. My Unit
         2. Another Unit
         3. Elevator
         4. Floor Hallway (Which Floor?)
         5. Outside
      2. What’s the problem there?
         1. Something’s Broken
         2. There’s a Mess
         3. Disturbance (Loud Noise, Smoking, etc)
      3. How urgent is it?
         1. Scale of 1-10
9. Smarta Rewards
   1. Get Smarta Quiz
      1. Collect information regarding neighborhood safety, favorite local eats and places to hang out, etc.
   2. Rewards Balance and Trade In
      1. Rewards include gift cards to places like Starbucks, tickets to movies, etc.
   3. Has to be balanced so as to not make us go broke while continually incentivizing users to return for the next week’s quiz

##### Desktop App: Property Managers

###### Off Campus Housing Marketplace Features (Phase 1 of Evolution Cycle)

1. Sign-Up/Login functionality
   1. Forgot password process
2. Landlord user profile creation
   1. Look into: login for agents/individual landlords, login for governing agency
   2. Landlord preferences for tenants (not public, only used for tenant application screening)
   3. Landlord badges
3. Contract Management
   1. Secure repository for lease agreements
   2. Process of reading and signing a contract on the Smarta platform
      1. Section by section take up the whole screen, tenant must swipe through all screens and sign at end
      2. If tenant does not agree to some parts of agreement, they can highlight them and send it back with notes

###### Property Management Features (Phase 2 of Evolution Cycle)

1. Accounting and Finances
   1. Income and expense reporting
      1. Rent
      2. Utilities, employee pay, taxes, etc.
   2. Quickbooks integration
      1. Incorporate income and expenses into Smarta system
         1. Some property managers solely use Quickbooks. Accounting and Finance may become addon feature if this is common in industry
2. Landlord dashboard
   1. Overview of important stats
   2. What’s included?
3. Employee user profile creation
   1. Simple: Name, Job title, picture
4. Employee Management
   1. See all employees, see and edit schedule, automate maintenance tickets, send custom tickets
   2. Send notifications to employees
   3. Employees can chat with landlord and vice versa
   4. Employees can see their schedule when they log into app, request a sick day, call out, etc.
5. Splitwise Integration
   1. Why use splitwise?
   2. Must be able to collect money and transfer to individual properties
   3. Must have low issue count and high throughput
      1. People hate when money is an issue, let’s ensure as much accuracy as possible
6. Automated Issue and Maintenance Reporting
   1. Automated to whatever employee is available
   2. Automatically schedules maintenance worker based on tenant’s recommended times if entering a unit
      1. Example of recommended time:
         1. Would you like the maintenance worker to come when you’re home or away? (We recommend being home, but workers can come whenever you feel most comfortable.)
            1. Home
            2. Away
         2. Okay, what time are you usually away from home?
            1. Slider for setting time zone when tenant prefers maintenance to come fix the issue
7. Subleases
   1. Must allow tenant to request sublease permission from landlord
   2. Landlord can approve a sublease, but tenant must be aware that the financial liability of this sublease tenant is on them
8. Points System for Landlord
   1. Reward landlord for using the Smarta system through cost savings and feature incentives
      1. Smarta funded community events, Smarta swag and decor, etc.