



Audience and User Segmentation



Target Audience: College Students

1. Undergraduates:

- College students who are pursuing their first degree.
- Likely to prioritize affordability, proximity to campus, and social activities.
- May prefer to live in shared apartments or dormitories.

2. Graduate students:

- College students who are pursuing advanced degrees.
- Likely to prioritize quiet, comfortable living arrangements that support their academic work.
- May prefer to live in studio or one-bedroom apartments.

3. International students:

- College students who are studying in a foreign country.
- Likely to prioritize safety, accessibility, and proximity to campus.
- May need additional assistance with language and cultural barriers.

Target Audience: Faculty Members

1. **New Hires:**

- Faculty members who are new to the university or area.
- Likely to prioritize convenience, affordability, and proximity to campus.
- May need additional assistance with navigating the local housing market.

2. **Experienced Faculty:**

- Faculty members who have been at the university for several years.
- Likely to prioritize comfort, quality, and proximity to amenities.
- May have specific preferences and requirements for their living arrangements.

3. **Families:**

- Faculty members who have dependents or family members living with them.
- Likely to prioritize safety, space, and access to local schools and activities.
- May need larger living arrangements such as apartments with multiple bedrooms or townhouses.

Target Audience: Temporary Workers

1. Seasonal Workers:

- Temporary workers who are employed on a seasonal basis.
- Likely to prioritize affordability, flexibility, and short-term lease options.
- May need housing that is close to their place of work or public transportation.

2. Remote Workers:

- Temporary workers who are employed remotely or work from home.
- Likely to prioritize comfortable and quiet living arrangements.
- May need access to reliable internet and workspace within the apartment.

3. Contract Workers:

- Temporary workers who are employed on a contract basis.
- Likely to prioritize proximity to their worksite, cost-effectiveness, and flexibility.
- May need access to furnished apartments or temporary storage solutions.

User Segmentation: Location

1. Local Residents:

- People who live in the area where the apartment hunting website operates.
- Likely to prioritize convenience, familiarity with the area, and community.
- May prefer apartments close to their workplace, family, or friends.

2. Out-of-Town Renters:

- People who are planning to move to the area from a different city or state.
- Likely to prioritize proximity to their new job, access to public transportation, and affordability.
- May need additional information about the area, such as local attractions and amenities.

3. International Renters:

- People who are moving to the area from a different country.
- Likely to prioritize ease of communication, access to language services, and cultural sensitivity.
- May need additional assistance with visa requirements, finding a roommate, or navigating the rental market.

User Segmentation: Gender

1. Female Renters:

- Women who are searching for apartments.
- Likely to prioritize safety, proximity to amenities such as grocery stores and public transportation, and affordability.
- May prefer to live in areas with a strong sense of community and access to recreational activities.

2. Male Renters:

- Men who are searching for apartments.
- Likely to prioritize proximity to work, access to nightlife and entertainment, and modern amenities such as gyms and pools.
- May prefer to live in neighborhoods that are more independent and less family-oriented.

3. Non-Binary Renters:

- Individuals who do not identify as exclusively male or female.
- Likely to prioritize inclusive and diverse neighborhoods, access to gender-neutral facilities, and affordability.
- May require additional resources and support in navigating the rental market and finding safe and welcoming living spaces.

User Segmentation: Purchasing Behaviour

1. **Budget-Focused Renters:**

- Users who are primarily concerned with finding an apartment that fits within their budget.
- Likely to prioritize affordability over other factors such as amenities or location.
- May be interested in promotions, discounts, and other cost-saving measures.

2. **Value-Focused Renters:**

- Users who are interested in finding an apartment that offers good value for their money.
- Likely to prioritize a balance between price, amenities, and location.
- May be interested in long-term leasing options or other incentives that increase the value of their rental.

3. **Luxury-Focused Renters:**

- Users who are interested in finding high-end and luxurious apartments.
- Likely to prioritize amenities such as pools, gyms, and concierge services, as well as prime location and upscale finishes.
- May be interested in short-term leasing options or furnished apartments.

User Segmentation: Relationship

1. **Singles:**

- Users who are single and living alone or with roommates.
- Likely to prioritize affordability and proximity to work or social activities.
- May be interested in apartments with shared common areas or communal events to meet other singles.

2. **Couples:**

- Users who are in a committed relationship and living together.
- Likely to prioritize space and privacy, as well as location to work or shared interests.
- May be interested in apartments with multiple bedrooms or amenities such as a pool or gym.

3. **Families:**

- Users who are living with children or other family members.
- Likely to prioritize space, safety, and proximity to schools and parks.
- May be interested in apartments with playgrounds, family-friendly activities, and access to public transportation.

User Segmentation: Demographics

1. Age:

- Users can be segmented based on age, such as young professionals, seniors, or students.
- Age can impact preferences for location, amenities, and price.
- For example, young professionals may prioritize proximity to work and trendy nightlife, while seniors may prioritize accessibility and safety.

2. Income:

- Users can be segmented based on income levels, such as low-income, middle-income, or high-income.
- Income can impact preferences for affordability, luxury amenities, and location.
- For example, low-income users may prioritize affordable rent and access to public transportation, while high-income users may prioritize luxury features such as concierge services and fitness centers.

3. Ethnicity:

- Users can be segmented based on ethnicity, such as Hispanic, Asian, or African American.
- Ethnicity can impact preferences for cultural amenities and community.
- For example, Hispanic users may prioritize proximity to cultural events and grocery stores that carry Hispanic foods, while Asian users may prioritize access to Asian restaurants and cultural centers.

User Segmentation: Online Shopping Exposure

1. **Tech-savvy users:** This user segment consists of individuals who are comfortable using technology and prefer to do most tasks online. They are likely to be younger and may prefer websites that are easy to navigate with clear information and a user-friendly interface.
2. **Traditional users:** This user segment consists of individuals who prefer more traditional methods of apartment hunting such as newspaper classifieds or contacting a real estate agent directly. They may not be as comfortable using technology and may require more hand-holding when using an apartment hunting website.
3. **Mobile users:** This user segment consists of individuals who primarily use their mobile devices to browse the internet and use apps. They may prefer apartment hunting websites that are optimized for mobile use and have a seamless mobile experience.
4. **Budget-conscious users:** This user segment consists of individuals who are primarily concerned with finding an apartment within their budget. They may prefer apartment hunting websites that offer advanced search filters to help them find affordable options quickly.
5. **Time-constrained users:** This user segment consists of individuals who have limited time to search for an apartment and need to make a decision quickly. They may prefer apartment hunting websites that offer virtual tours or 3D floor plans to help them get a better sense of the apartment before visiting in person.

User Segmentation: Technical Exposure

1. **Tech-savvy users:** This user segment consists of individuals who are comfortable using technology and prefer to do most tasks online. They are likely to have a high level of technical exposure and may be interested in using advanced features such as virtual tours, 3D floor plans, or online chat support.
2. **Technologically challenged users:** This user segment consists of individuals who may struggle with using technology and may require more hand-holding when using an apartment hunting website. They may be interested in simple and easy-to-use features that are intuitive and require minimal technical knowledge.
3. **In-between users:** This user segment consists of individuals who may have some technical exposure but are not experts. They may require guidance and support when using complex features on an apartment hunting website but may be interested in using advanced features if they are explained clearly and are user-friendly.
4. **Early adopters:** This user segment consists of individuals who are eager to try new technology and may be interested in using cutting-edge features on an apartment hunting website. They may have a high level of technical exposure and may be willing to spend time learning and exploring new features.
5. **Luddites:** This user segment consists of individuals who are resistant to new technology and may prefer more traditional methods of apartment hunting. They may require more hand-holding when using an apartment hunting website and may need clear explanations of how to use certain features.

User Segmentation: Financial Background

1. **High-income users:** This user segment consists of individuals who have a high level of income and may be interested in luxury apartments or premium features. They may be willing to spend more money to get the best apartment for their needs.
2. **Low-income users:** This user segment consists of individuals who have a lower level of income and may be interested in affordable apartments or rental deals. They may be looking for options that fit their budget and may prioritize cost-effectiveness over other features.
3. **Budget-conscious users:** This user segment consists of individuals who may have a moderate level of income but are conscious of their expenses. They may be interested in apartments that offer good value for money and may prioritize features that help them save money, such as low rent, energy-efficient appliances, or free parking.
4. **Credit-constrained users:** This user segment consists of individuals who may have a low credit score or other financial constraints that limit their options for renting an apartment. They may be interested in apartments that offer flexible lease terms, low security deposits, or other features that make renting more accessible.
5. **Investors:** This user segment consists of individuals who are interested in buying or investing in rental properties. They may be interested in features such as rental yield, occupancy rates, and capital appreciation potential when searching for apartments.