Gators Accomodation Finder

Focus Statement: Understand how students are searching for apartments, and what matters to them most when they are searching. Identify what features they use and prefer, and what features or experiences have caused them frustration when looking for a place to live in the past.

User Needs:
1. To primarily view a place's location and price.
2. To customize search options and filters.
3. To view reviews about apartments and speak with current or former residents.
4. To learn about potential sign on bonuses or discounts for new renters.

Target Users: College students looking for a place to live in Gainesville
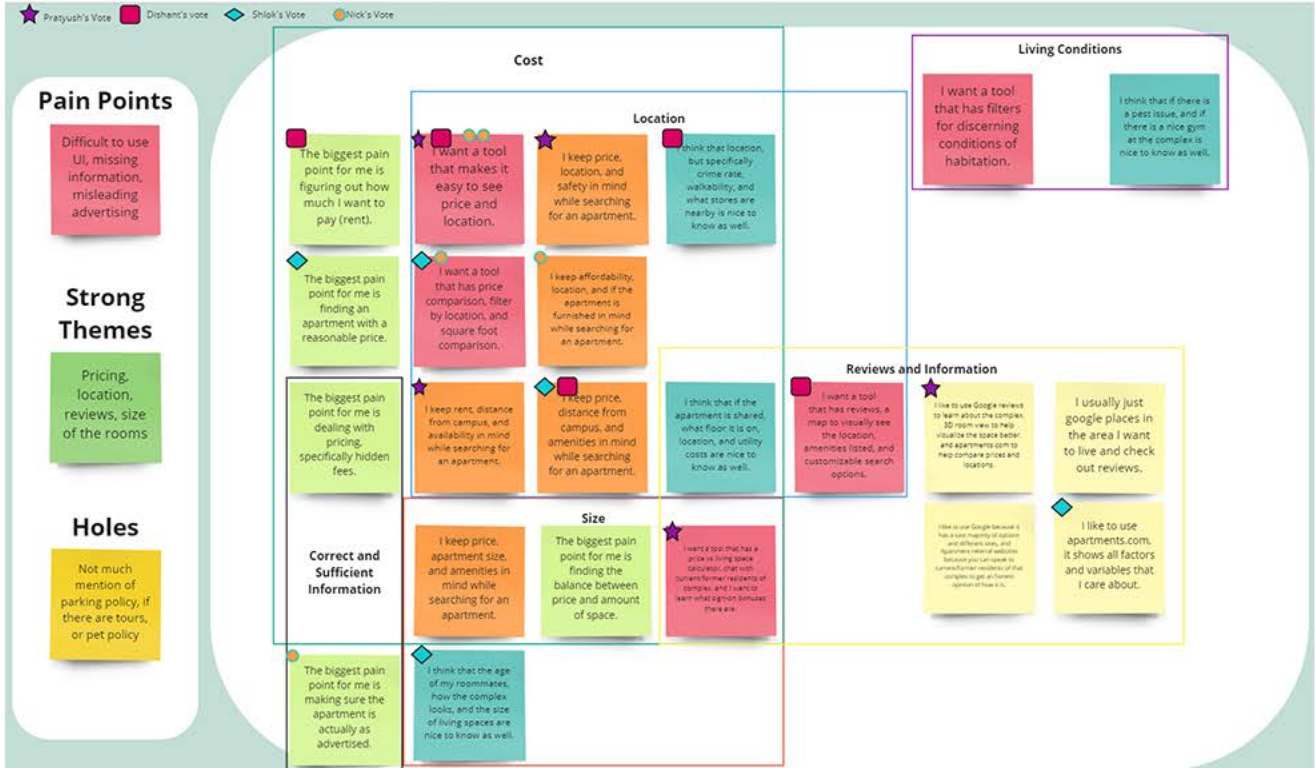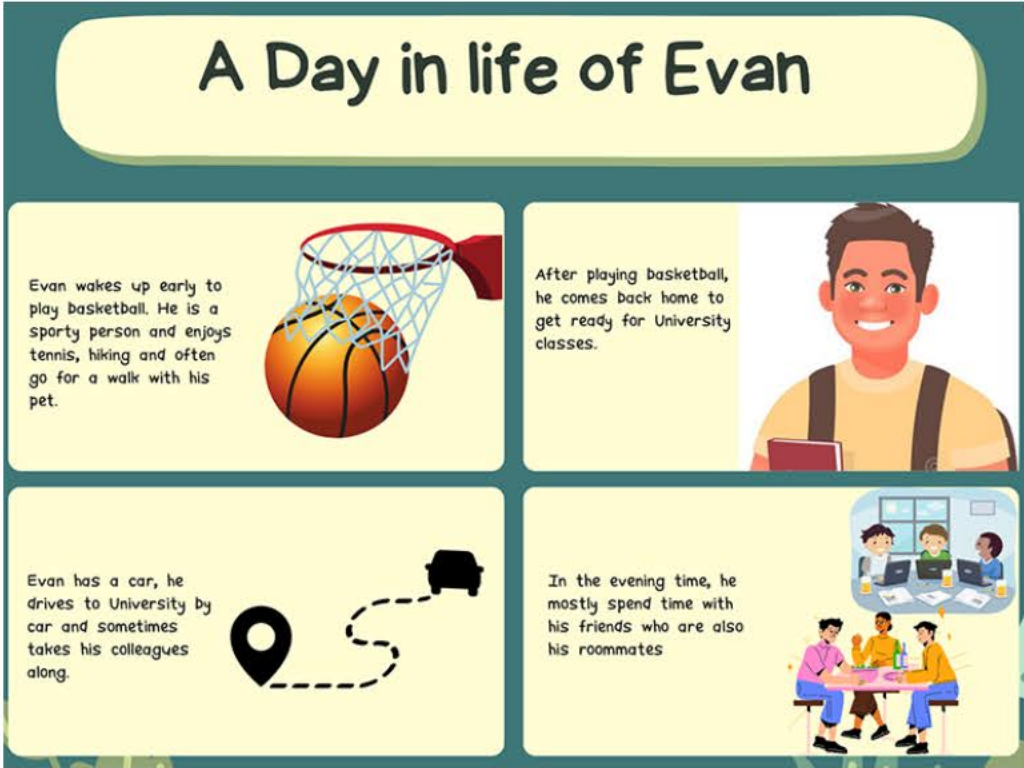**Use Context:** Website Application
Focus Group Profiles – Five Participants:
   1 x Undergraduate Biology Student
   1 x Undergraduate CISE Student
   1 x Undergraduate English Student
   2 x Graduate CISE Students

Evan – Business Student

Age: 20
Background: 3rd year Business Administration Student
Priorities: Space to play board games, tennis court, basketball court, 3bhk layout

A Day in life of Evan

Wireframe Flow Diagram

Profile Creation

Select "Search using Filter"

Select "Price vs Location"

Select an Apartment

Select "Affordability Calculator"

Select "chat with a resident"

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