**Evaluation Exercise 1**

Thank you for agreeing to take part in this evaluation for Sift.

Before completing this evaluation, please make yourself familiar with the following 5 user personas.

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| Persona | Preferences |
| 1 - Young professional moving to London for new job in city, looking for a property to share with 2 others. £37,000 per year income each. | Property Type: Flat  Location: Clapham  Bedrooms: 3  Price: ~ £3,000 pcm |
| 2 - 35-year-old working in design industry, sharing with one partner. £130,000 per year combined income. | Property Type: Apartment/Flat  Balcony if possible  Bedrooms: 1 or 2  Location: Peckham  Price: ~ £4,300 pcm |
| 3 - Second-year Imperial College university student, sharing in house of 5 students at other universities. High income parents to support on top of student loan. | Property Type: House  Bedrooms: 5  Price: ~ £5,500 pcm  Furnished: Yes |
| 4 - Low-income parent, living with partner and two children. Currently living in outer London but struggling with cost-of-living crisis. | Property Type: House  Price: As low as possible  Bedrooms: 4+  Price: ~ £2,500 pcm |
| 5 - 25-year-old founder of real estate application, living with partner. Works remotely so location does not matter. | Property Type: House  Price: £10,000+ pcm  Swimming Pool if possible |

For this evaluation exercise, you will be presented with 15 properties. For each property, state which persona you feel that it is best suited to, and rate on a scale of 1-5 how satisfied you feel that the chosen user would be with the recommendation, based off the information provided about their preferences.

**Results**

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| **Property** | **User** | **Satisfaction with Recommendation (1-5)** |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |
| **6** |  |  |
| **7** |  |  |
| **8** |  |  |
| **9** |  |  |
| **10** |  |  |
| **11** |  |  |
| **12** |  |  |
| **13** |  |  |
| **14** |  |  |
| **15** |  |  |

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| **Property 1**  Price: £3,000 pcm  3 Bedrooms  Graphical user interface, application  Description automatically generatedFlat | **Property 2**  Price: £4,650 pcm  5 Bedrooms  Town House  Graphical user interface, application  Description automatically generated | **Property 3**  Price: £69,117 pcm  5 Bedrooms  Terraced  Graphical user interface, text, application  Description automatically generated |
| **Property 4**  Price: £2,550 pcm  4 Bedrooms  Maisonette  Graphical user interface, text, application  Description automatically generated | **Property 5**  Price: £26,000 pcm  5 Bedrooms  Detached House | **Property 6**  Price: £3,792 pcm  2 Bedrooms  Flat  Graphical user interface, text, application  Description automatically generated |

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| **Property 7**  Price: £2,800 pcm  4 Bedrooms  Semi-detached House | **Property 8**  Price: £4,498 pcm  5 Bedrooms  Semi-detached House | **Property 9**  Price: £3,500 pcm  3 Bedrooms  Flat  Graphical user interface, text, application  Description automatically generated |
| **Property 10**  Price: £3,270 pcm  2 Bedrooms  Flat  Graphical user interface, text, application  Description automatically generated | **Property 11**  Price: £41,167 pcm  7 Bedrooms  House  Graphical user interface, text, application  Description automatically generated | **Property 12**  Price: £3,400 pcm  2 Bedrooms  Flat  Graphical user interface, text, application  Description automatically generated |

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| **Property 13**  Price: £3,500 pcm  3 Bedrooms  Flat  Graphical user interface, text, application  Description automatically generated | **Property 14**  Price: £4,600 pcm  5 Bedrooms  House  Graphical user interface, text, application, chat or text message  Description automatically generated | **Property 15**  Price: £2,500 pcm  4 Bedrooms  Terraced House  Graphical user interface, text, application  Description automatically generated |