

# One Pager: Griffin Martin

The Michigan State University Student Housing Cooperative (MSU SHC) website provides for a non-profit organization providing a low-cost housing option for students at MSU and surrounding schools.

We Provide housing for more than 200 students and rely heavily on our web site to provide students with easily accessible information in regards to our organization and each of our 15 houses. We aim to showcase our homes through virtual tours to give interested students an opportunity to get a strong idea for the atmosphere of each house. Along with this we provide rooming availability for each house along with an application form for prospective members.

## Personas:

John the Hippie: He loves everything and sharing with everyone. He makes up the stereotypical cooper.

Xao the international student: Looking for cheap affordable housing whilst partaking in a unique and enthralling experience.

Ben on a budget: Looking for an off-campus housing option that is affordable.

## Comps:

<http://elfco.coop/wp/> (East Lansing Food Coop)

<http://www.icc.coop/index.php> (O of M ICC)

<http://www.westmichigancoop.com> (West MI Coop)