We define a valid response as a response from a possible user. “Invalid” responses were also useful as a sort of control group (read the first paragraph of the first question), hence why we didn’t delete them.

1. Who are the users?

Although LEIC is a male dominated course, most of the valid responses (possible users) to our survey were made by women (62,5%). The same doesn’t happen with the invalid responses (57,11% male). This gives us confidence in saying that women are overrepresented in our target audience (and not just in our responses).

Most of our users are full time students (91,30% of all responses and 87,50% of valid responses) between the ages of 18 and 23 (91,30% of all responses and 87,50% of valid responses) attending their third year (86,96% of all responses and 81,25% of valid responses).

No response included “Because I'm living independently, I need to support myself “as a reason for seeking employment or “My parents don't want to or don't have the resources to house me” as a reason for living alone. This tells us that that a bad relationship (getting kicked out of home) with their parents isn’t a cause of money problems for our users.

1. What tasks do they perform and what other instruments does the user have?

These two questions are linked since users are already performing tasks with other instruments.

2.1- Housing

70% of our users have searched for housing online. The websites they indicated were: Uniplaces, Idealista, OLX, Custo Justo, Facebook (Groups and Marketplace) and Bquarto. Only one (14,29%) was unsatisfied with their current housing.

40% used Uni resources (full satisfaction) and 50% used personal contacts (one unsatisfied user, 20%) to find their housing. None of the people who didn’t use online resources at all was unsatisfied (we are assuming they didn’t search online because they didn’t need to).

From this we can see that our users will already have experience using online search tools and an expectation of how our product should work. Since satisfaction levels are high we should focus on people looking for new housing (not on people looking to switch arrangements).

2.2- Employment

Three of our users (75%) would search for employment online. The websites they indicated were: Networkme, LinkedIn and Indeed. These people were the most unsatisfied (66%) with their current job.

Two (50%) would search for work in a temporary work agency (Randstad and ManpowerGroup). One of them is currently working for one and is satisfied. These companies have online websites. The person who found employment in his personal connection is unsatisfied.

Just like in our housing subproduct, our users will already have experience using online search tools and an expectation of how our product should work. However, in this case many of them are currently unsatisfied and we should consider those who already have a job more carefully.

1. What tasks are desirable?

Considering that only 57.14% of people who searched online also used university resources or personal connections, we should invest in a network feature.

1. How are tasks learned?

We didn’t poll users on this aspect. No platform has a manual, the only way users can learn is with experience using the tools and, eventually, help from family and friends.

1. Where are tasks performed?

The environment the user is while performing their tasks varies wildly, from using their desktop at home to checking available offers on their phone while walking. We’ll need to prepare for the worst case and create an interface comfortable in stressful, noisy environments.

1. What is the relationship between user and information?

Our users don’t seem to worry too much about privacy. We didn’t want to make the questionnaire too long, so we decide to test our respondents’ preferences in the ‘Employment’ section.

Part-time workers were first asked if they regret giving personal information to job-seeking platforms and all said no. Afterwards, order to test their willingness to divulge personal details, we asked them how much they make and gave them the option to explicitly respond ‘prefer not to say’. Only one of our four responses gave this answer.

1. How do users communicate?

Users communicate within the platforms they are using (either by messaging each other or submitting documents, a CV for example) or by providing another form of contact (cell phone, email).

1. How often are tasks performed?

Very rarely, presumably if something wrong happens and users need to change their circumstances.

Only one out of four student workers is currently searching for a new job and 90% of students renting a room indicated they are satisfied with their accommodations and not interested in exploring other options. Erasmus students follow the same pattern: none of them are interested in finding a job or switching housing.

1. Are there time restrictions?

Users won’t only be using LEICedin to search for rooms/jobs. These two questions are linked, since not finding a home/job in time would mean something went wrong. In this

None of our student-workers need to work. This means that they won’t be forced to find a new job immediately. Regardless of this, 75% said they would need less than a month to find a new job. Therefore, if our app is to be useful to these users, it will have to provide them an opportunity within this time frame.

Only one housing related answer had neither a guarantor nor a place to stay if they suddenly had their lease revoked. We can therefore conclude that users won’t need housing arrangements immediately and can afford to wait for about the same time as those looking for employment.

1. What happens if something goes wrong?

Our app will never be someone’s main way of searching for a new job or new housing. It will be an afterthought, something you experiment because it **might** give a good result. This means users won’t have much patience for errors: if something goes wrong, they’ll simply leave.