

## Alice Kim

Alice is a 19-year-old female undergraduate student enrolled in the B.Com program at York University. As an international student arriving from South Korea, securing suitable accommodation for her studies is a top priority. Her primary concerns revolve around safety, convenience, and cost-effectiveness as she navigates living abroad. There are particular criteria that Alice would like to use to filter potential rentals, which include:

- Quiet ambience: Alice is a dedicated student with high personal standards. She intends to spend the majority of her time at home studying, and therefore will not tolerate any noisiness from roommates or neighbours.
- Short commute to campus & grocery stores: She does not have access to a car or any private vehicle, leaving her to rely on public transportation to get to school and run her errands.
- Low cost: Alice would prefer accommodation with low rent that would be able to fit the budget she has set to fit with her financial goals.
- Amenities: Given Alice's academic focus, a rental with reliable high-speed internet would be ideal, enabling her to conveniently study and participate in online classes from home.
- Transparent lease: Alice is looking for a lease that is straightforward and easy to understand, with no hidden clauses or unexpected terms. She wants to avoid spending excessive time poring over complex legal jargon and prefers an agreement that is clear from the outset.

She has been searching for a place on two of the most popular rental platforms, Kijiji and Facebook Marketplace, but after some time, she has encountered several frustrations, including:

- Scammy and misleading listings: The descriptions frequently contained false information or tempting promises that are too good to be true, making it difficult to discern legitimate opportunities from fraudulent ones.
- Time-consuming: Alice found the search really time-consuming because she had to look very closely at every listing. She needed to go through all the details to properly sort out the many choices and find the rentals she actually liked.
- Inactive Listings: Alice frequently stumbled upon listings that were no longer active. Even after investing time in reviewing them, she had no way of knowing they were unavailable until she tried to inquire or found out through other means. This constant discovery of outdated information proved to be a major time sink and a source of irritation.

## Sunny Johnson

In his 40s, Sunny Johnson is an office worker whose days are structured around a demanding 9-to-5 schedule. Living in a three-story house with his wife and three children, he's looking to generate reliable passive income by renting out his basement. The basement is well-equipped for a tenant, featuring a separate entrance, its own private bathroom, essential furniture, and laundry machines. His children absolutely love playing in the backyard whenever they get a chance, and their enthusiasm often comes with a lot of noise. His house is a street over from the elementary school and five minutes away from the nearest grocery store. The rental includes a dedicated parking space, and for those relying on public transit, a bus stop is conveniently located right in front of the house. Sunny is very particular about who he allows to rent his basement. His criteria for a future tenant include:

- **Personality:** Sunny prefers a resident who demonstrates respect for the living space by keeping it clean and tidy, and who is mindful of noise levels, particularly by maintaining quietness at night for the sake of his young children's sleep. Sunny also requires the resident to refrain from smoking anywhere near the building to maintain a healthy environment and protect the property.
- **Financially-steady:** Sunny needs a tenant who is financially stable. This means they should either be employed full-time or have a consistent, reliable income. He also requires them to be willing to undergo a credit check to verify the accuracy of their financial claims and ensure they can reliably meet rent payments. Sunny wants to ensure his children don't live in a hostile environment, which means he's particularly keen to avoid any confrontation over missed payments.

After exploring various websites like Kijiji and Facebook Marketplace, he encountered several significant pain points. These include:

- **Unqualified applicants:** A significant hurdle Sunny faced was sifting through unqualified applicants. Many prospective tenants provided inaccurate information, failing to disclose crucial details like desired stay dates or their true employment status. Even more frustrating, some applicants he initially accepted didn't work out as expected. This led to issues like missed payments or a higher number of occupants than stated, ultimately resulting in damages to his property that he had hoped to avoid.
- **Lack of Screening Tools:** Sunny hoped to leverage robust screening tools to ease his search and verify applicant information, but no such comprehensive tools were readily available on the platforms he used. This made his search painful.