



**FlatMatch** is a **housing platform** designed to **efficiently match landlords and tenants** to solve the problem of overwhelming communication overhead for both, by presenting landlords with a **curated selection of profiles**, based on **tenants' preference selections** and facilitated by a **matching algorithm**.

Software Engineering for Business Applications (SEBA Master) – Team 11

Jema Karachantsava, Maurice Lichtenberg, Julian Strietzel, Raphael Travnicek

## Personas:



**Tom**

AGE 24  
EDUCATION Bachelor's degree  
STATUS Single  
OCCUPATION (Working) Student  
LOCATION Munich  
TECH LITERATE High

**“** I am looking for a site where I can easily find flats matching my preferences. I don't want to write hundreds of landlords but only those where I could get accepted by the landlord.

**Personality**  
Ambitious Reliable Busy  
Tech-savvy

**Motivation**  
Money Time  
Social Security

**Channels**  
Social Media Web Ads

**Bio**

Tom has recently completed her Bachelor's degree in his hometown whilst living with his parents. Pursuing a Master's degree, he decided to change location and move to another country. There he is currently living on short-lived temporary housing options, but he is insistant that this cannot be a longer term solution for him. He is looking for a flat for himself, which fits all his preferences.

### Core needs

- Only need to review limited amount of listings which fit personal matches
- Be certain that listings are not fraudulent

### Frustrations

- Tedious and time-consuming search for apartments
- Many fraudulent ads or outdated listings
- Finding only apartments that fit personal preferences

### Brands





**Lara**

AGE 47  
EDUCATION Master in Psychology  
STATUS Married, no kids  
OCCUPATION HR manager  
LOCATION Munich  
TECH LITERATE Medium

**“** I would love to find suitable and reliable tenants without having to put lots of time into the selection process.

**Personality**  
Busy Hardworking  
Opportunistic

**Motivation**  
Time Reliability  
Convenience

**Channels**  
Web Newspaper Mail

**Bio**

Lara is a 47 year old HR manager living in a flat in Munich. Recently she inherited two more flats in Munich which she currently has no use for. As she would love to travel once she has retired, she would love to have some more money on the side. Therefore, she decided that she wants to rent out the flats.

**Core needs**

- Find reliable and suitable tenants for her flats
- View only potential candidates which fit her preferences
- Should be a very efficient and quick process

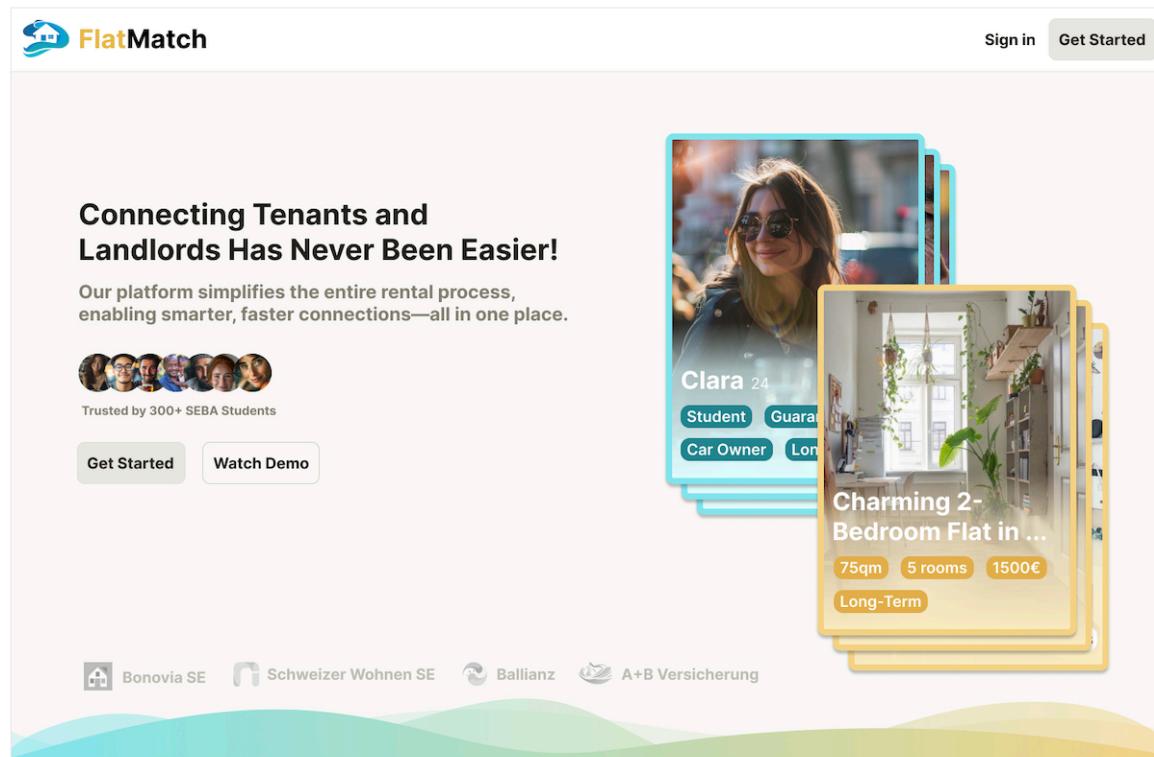
**Frustrations**

- High volume of requests on rental platforms
- Time-consuming process of finding the best fit

**Brands**

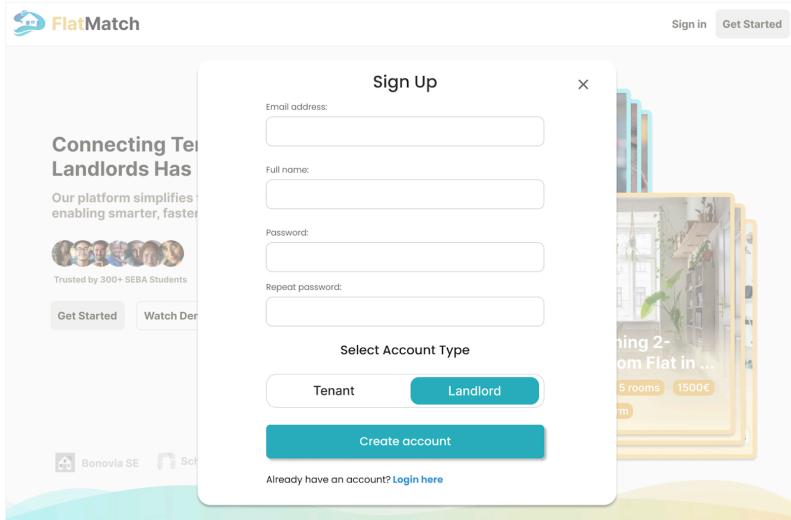
## 1. Discovery :

- **Landlord:** Lara, a property owner, learns about FlatMatch through an online advertisement targeting landlords. She clicks on the ad and is directed to the FlatMatch landing page. Being new to the website, she clicks on the "Get Started" button.
- **Tenant:** Tom, a university student, learned about FlatMatch from a friend who found a great apartment. Following his friend's recommendation, he previously created an account. Upon visiting the home page, he clicks on "Sign In".



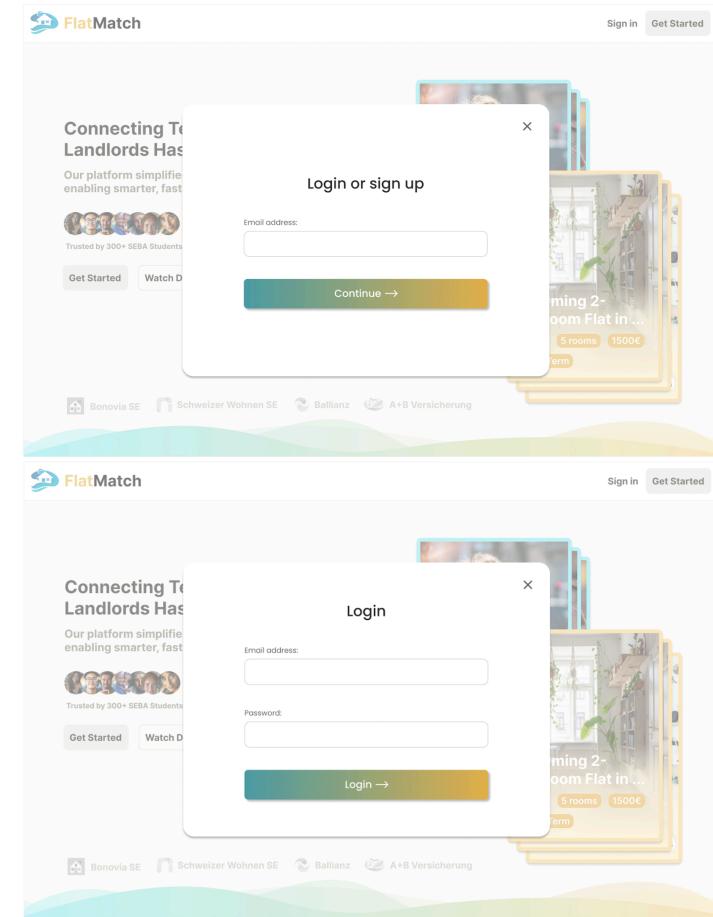
## 2. Login or Sign-Up:

- **Landlord:** Landlord Lara, being new to the platform, is redirected to the sign-up page. Here, she proceeds to fill out the required information to create her landlord account, including her name and any additional details. After completing the sign-up process, Lara's account is successfully created, and she gains access to the landlord dashboard.



The screenshot shows the 'Sign Up' form for the FlatMatch platform. The form includes fields for Email address, Full name, Password, and Repeat password. Below the fields is a 'Select Account Type' section with 'Tenant' and 'Landlord' options, where 'Landlord' is selected. A large teal 'Create account' button is at the bottom. To the right of the form, there's a preview of a flat listing titled 'Rental 2-room Flat in ...' with '5 rooms' and '1500€'.

- **Tenant:** Tom Tenant, having already created an account, simply logs into his existing account. After successful login, Tom gains access to the tenant dashboard, where he can set up his search criteria and then start swiping.



The screenshot shows the 'Login' form for the FlatMatch platform. It features fields for Email address and Password, with a teal 'Login →' button. To the right, there's a preview of a flat listing titled 'Rental 2-room Flat in ...' with '5 rooms' and '1500€'.

### 3. Profile creation

- Landlord:** Lara enters the details of her apartment, uploads images and fills in the missing information about herself.

Ready to list your property?

Now is the perfect time to get started! [Create your first listing](#) and let our platform connect you with potential tenants.

Our user-friendly tools make it easy to showcase your property and attract the right matches.

[Create Listing](#)

List Your Property

Basics      Flat Details      Rental Prerequisites      Upload Images

Rental Prerequisites

Select Tags 4/4

[Income Verification](#) [Guarantor](#) [Home insurance](#) [Rental History](#)  
[SCHUFA](#) [Non-Smoking](#) [Previous Landlord Reference](#) [No pets](#)

💡 "Why limiting Rental Prerequisites?" We cap selections to enhance inclusivity, streamline processes, and prevent bias, ensuring listings focus on other criteria for an efficient and equitable match.

Upload Images

Add clear photos to highlight your property's features, aiding tenants in assessing suitability and accelerating the rental process.

Drag and drop images or [click here](#)  
Supports: JPG, PNG, JPEG2000

List Your Property

Basics      Flat Details      Rental Prerequisites      Upload Images

**Basics**

Name\*  
Charming 2-Bedroom Flat in Schwabing

Street\*  
Nr.\*

City-Code\*  
City\*

Square Meters\*  
Number of Rooms\*

Rent Price (cold)\*  
Additional Costs  
0,00 €  
0,00 €  
0,00 €

Additional Costs

Available at

Account Settings

**Basics**

Email address  
Mehrabzorgi.business@gmail.com

Password  
[Change your password](#)

Language  
[Choose...](#)

Country  
[Choose...](#)

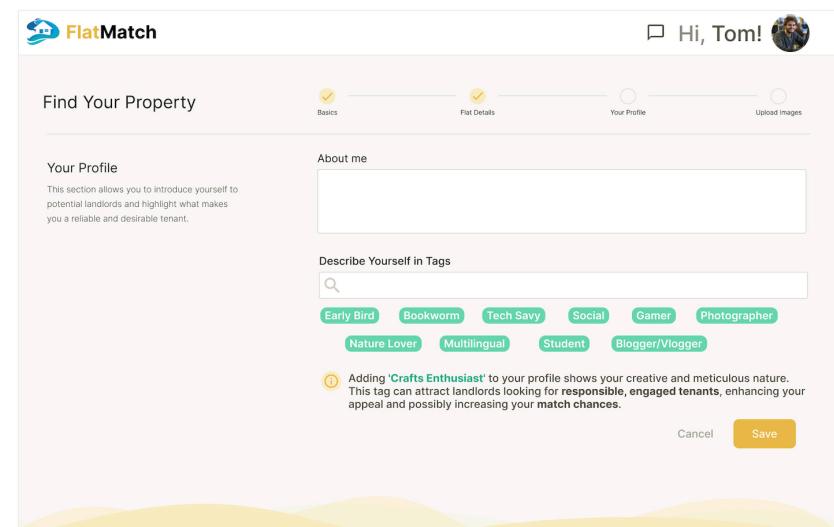
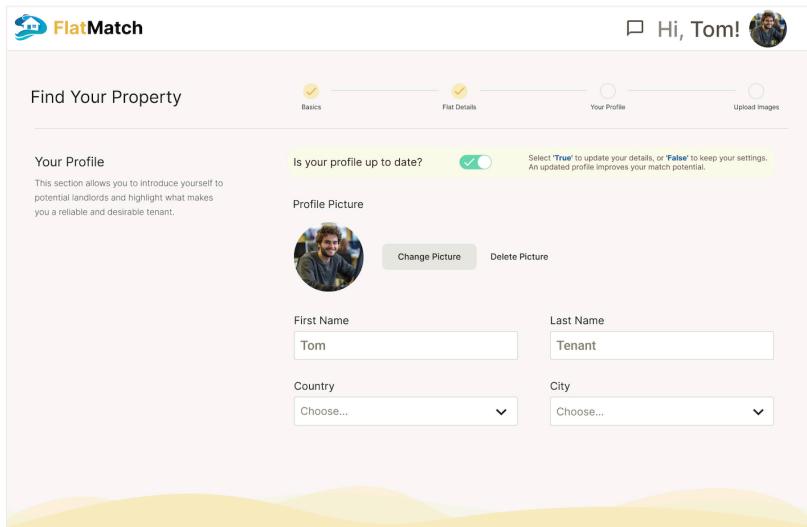
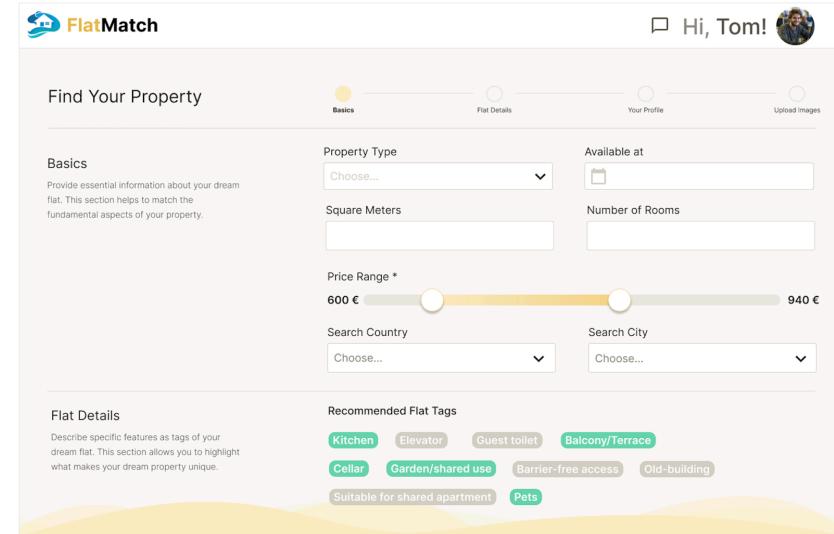
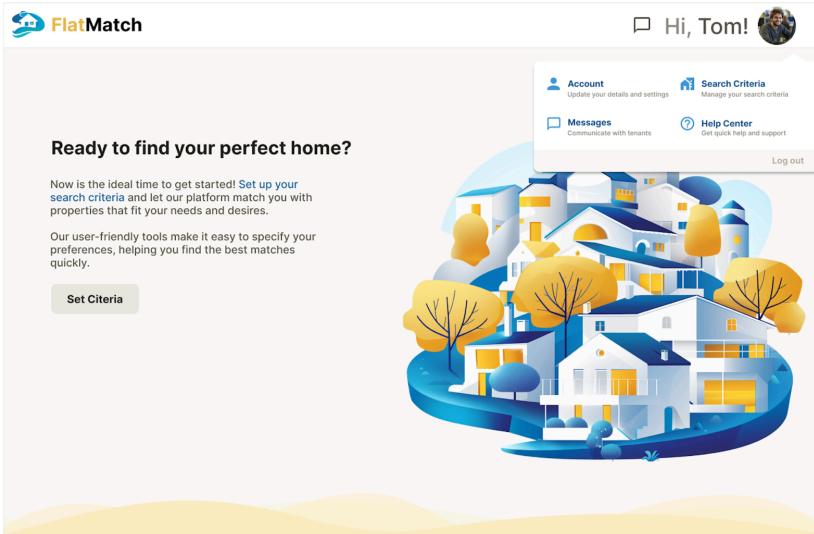
**Profile**

Be cautious about the information you provide, as it will be displayed publicly.

First Name  
Lara

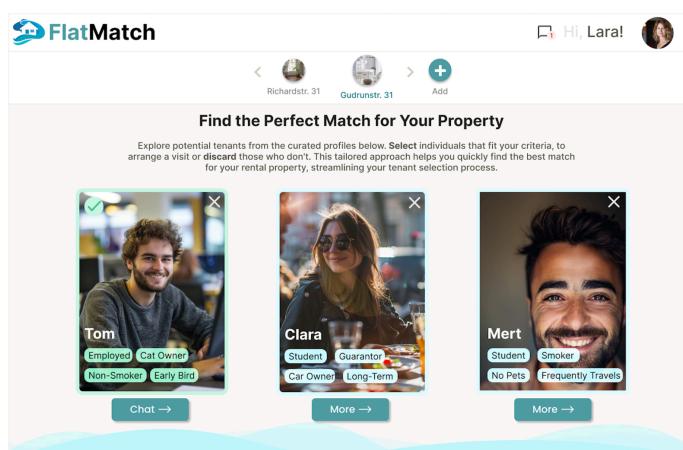
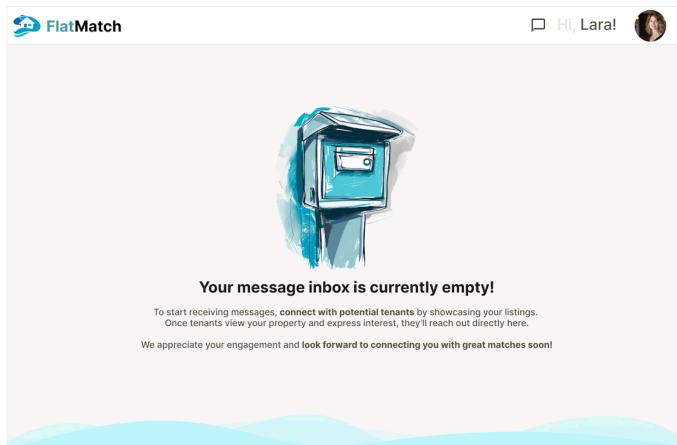
Last Name  
Landlord

- **Tenant:** Tom completes his tenant profile, specifying that he's looking for a furnished apartment near his university campus within a certain budget. Similarly, Tom is guided to create his user profile after signing up.

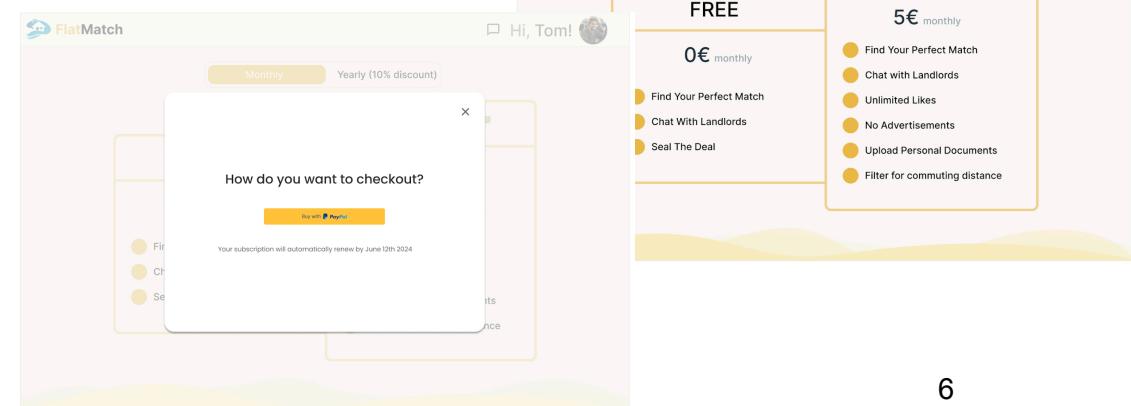
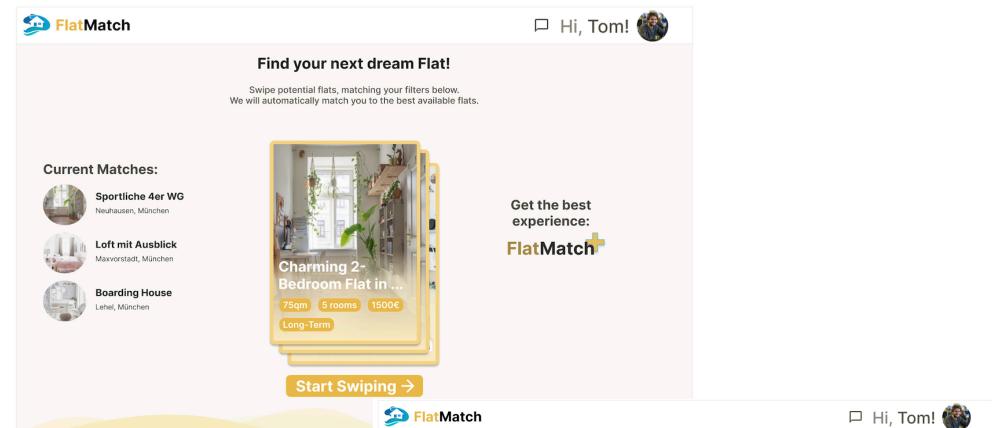


## 4. Preference Matching

- Landlord:** FlatMatch's matching algorithm analyzes the information provided by Lara and compares it with the profiles of registered tenants. After a while Lara receives a selection of three potential tenant matches, displayed on her dashboard, that closely align with her preferences and like her flat. This allows her to review each potential tenant's profile.

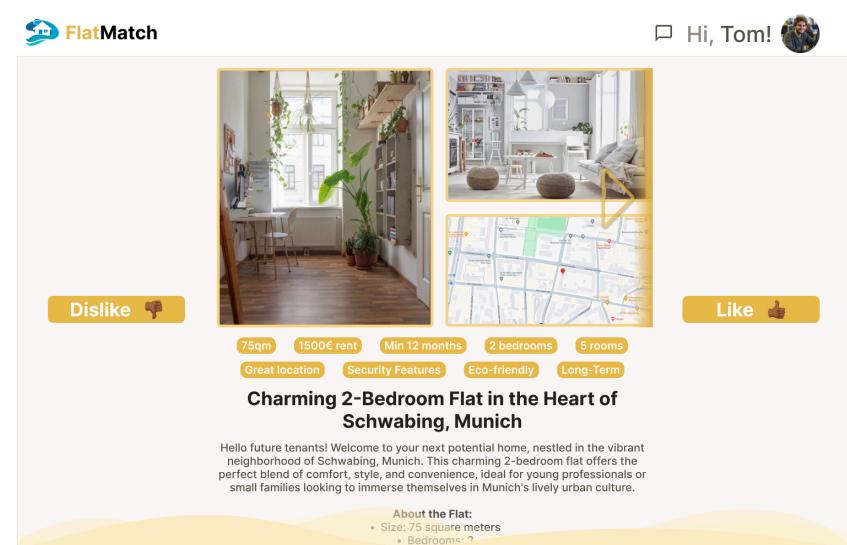
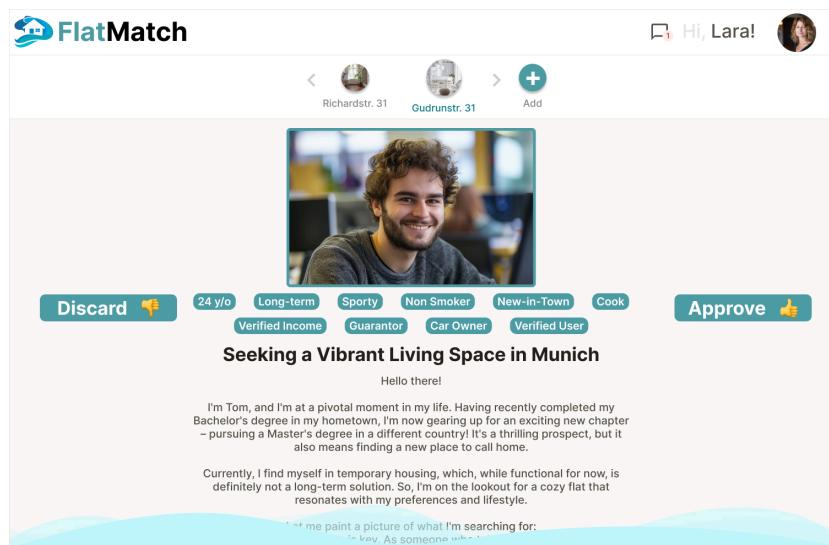


- Tenant:** Tom's preferences are matched with available listings that meet his criteria. He receives recommendations for apartments based on his specified requirements. He subscribes to FlatMatch Pro to use the advanced platform features and checks out using PayPal.



## 5. Exploration and Selection:

- **Landlord:** Lara reviews the profiles of potential tenants who have expressed interest in her apartment. She finds Tom's profile appealing and decides to approve the match and initiates a chat.
- **Tenant:** Tom explores the suggested listings. Viewing photos, descriptions, and roommate profiles, he engages in a gamified swiping experience offered by FlatMatch. He expresses interest in all suitable apartments.



## 6. Communication and Negotiation:

- **Landlord:** Using the integrated chat feature, Lara responds to Tom's messages promptly. She provides additional details about the rental agreement, answers questions and arranges convenient visits for interested tenants.
- **Tenant:** Tom communicates with the landlord through FlatMatch's messaging system to schedule an apartment viewing and answer some questions. To verify his financials and identity he uploads the documents requested by Lara to the chat.

The image displays two side-by-side screenshots of the FlatMatch messaging interface. Both screenshots show a list of previous messages on the left and a new conversation on the right.

**Left Screenshot (Tom's messages):**

- Message from Tom: "Hi, I'm interested in your 2-bedroom apartment on Elm Street. Is it still available?" (Sent 08.05.2024)
- Message from Lara: "Hello! Yes, it's still available. Would you like to schedule a viewing?" (Sent 08.05.2024)
- Message from Tom: "That would be great! How about tomorrow at 4 p.m.?" (Sent 08.05.2024)
- Message from Lara: "Tomorrow at 4 p.m. works. I'll send you the details." (Sent 08.05.2024)
- Message from Tom: "Perfect, thank you! Looking forward to it." (Sent 08.05.2024)
- Message from Lara: "You're welcome! See you tomorrow." (Sent 08.05.2024)
- Message from Tom: "Go through the yard and ring at 'Müller' when you arrive." (Sent 08.05.2024)

**Right Screenshot (Lara's messages):**

- Message from Tom: "Hi, I'm interested in your 2-bedroom apartment on Elm Street. Is it still available?" (Sent 08.05.2024)
- Message from Lara: "Hello! Yes, it's still available. Would you like to schedule a viewing?" (Sent 08.05.2024)
- Message from Tom: "That would be great! How about tomorrow at 4 p.m.?" (Sent 08.05.2024)
- Message from Lara: "Tomorrow at 4 p.m. works. I'll send you the details." (Sent 08.05.2024)
- Message from Tom: "Perfect, thank you! Looking forward to it." (Sent 08.05.2024)
- Message from Lara: "You're welcome! See you tomorrow." (Sent 08.05.2024)
- Message from Tom: "Go through the yard and ring at 'Müller' when you arrive." (Sent 08.05.2024)

# FlatMatch Data Modell

Team 11 | May 13, 2024

