Interview Analysis by Lingfeng Yang

I interviewed with two international students from China, who I think could be representative of our target customers, international student potentially seeking housing. I asked them several questions regarding how they found their current housing, housing/ roommate preferences, etc. Based on their responses, I found that some of the aspects that our interviewees value when they find housing are location and roommates. First, they tend to prefer housing that is close to campus. Both of them walk to school so distance to campus is crucial to them. Besides, they care a lot about choice of roommates. Both of them prefer to live with people similar to them or from the same background, as they think that these people would be easier to get along with. Therefore, based on the interview responses, I think that our web app should place on heavy focus on features that are related to location selection and roommate pairing. We should provide detailed information of how close apartments are to campus. Also, students should be able to post their roommate preferences on the app so that they can find suitable roommates. Both of these features should enhance user experience and simplify students' process for finding a perfect apartment/ roommates.