ENGR112

Team #5 Yingcheng Zhu

Topic: app can arrange housing and transportation for incoming international student.

Interviewee name: Christin Wen

Contact: 415-312-4282

Occupation: apartment manager

Purpose of interview: to find out if our service is needed from a housing manager perspective

1. How far is your apartment from school? How is the environment around the apartment? What are the room type in your apartment? What are favorite room type for international student?

The apartment is about 15 minutes-walking to the school. The neighborhood is pretty safe and the police station is closed to the apartment. We constructed the apartment to have most of the rooms coming with two bedroom and two bath rooms. Most international students prefer to have their own room and bath room.

2. How many present of tenant are international student? When are the empty housing available? How long will it take to lease an empty room during this period?

100% of tenant are international student. We will have the empty spot during the school vacation like winter break or summer break. It will usually take 10 days to lease empty room.

3. In what way do you think my app can help your business? Can you think of any shortcomings of our app?

You app can actually help to me get a new tenant faster. I think having the furniture ready before the international student arrives is a good idea since most of them don’t owe a car at the beginning.

But I have one concern. You app provide one-time housing service for incoming international student. They will use your app one time and then they may ditch your app. Once they are familiar with the neighborhood, they will go behind your app to find room themselves.

Interviewee name: Ernest Wang

Contact: 626-863-9151

Occupation: Uber driver

1. Do you usually drive around the airport area? Who are your primary customer?

No, I don’t go around the airport that much.

Yes. I usually pick up customer around UCLA and USC. My primary customer are student.

2. Do you think my app can help you gain more customers by arranging airport pickup for international student?

No. you app may reduce the number of customers for a specific period. If I am using your app to get customer, it will limit to pick up a specific person at a specific time. If the flight were late, I can’t afford to just wait for that specific person the airport. During the time I am waiting, I may also have customers want to go somewhere else. Why would I not picking up other customers but waiting for you? Will this international student pay a real high price for the pick up? We don’t know.

Analysis:

1. It seems what international student concern is not only the distance from school to apartment but they also care about the safety of the neighborhood. We can add a feature to our app so it can help incoming international student to locate housing with safer environment. I am not worried about they may ditch our app. Because there are new comer every year. The market size is still huge for us to profit even if every new comer just use it for one time

2. At the beginning, I thought the uber or lift can be the key partners to provide transportation services for the incoming student. But it seems like this one-time airport pick up services conflict with the interest of uber or lift driver. So I think the key partner for the transpiration should be companies like suppershule only. Because they always go around the airport and pick up customers.