



SEARCH PROCESS

Lindsey Jazmine Lopez Cacho

OBJECTIVE

Based on student feedback, how can we improve Ohana's search experience and Ohana's customer acquisition strategy to become the go-to-student sublease marketplace?



INTERVIEWEES



LYN NA NGUYEN

Columbia '25

Incoming Amazon SWE
Intern



JAKE TORRES

Columbia '25

Incoming Microsoft SWE
Intern



MARIO CARRILLO

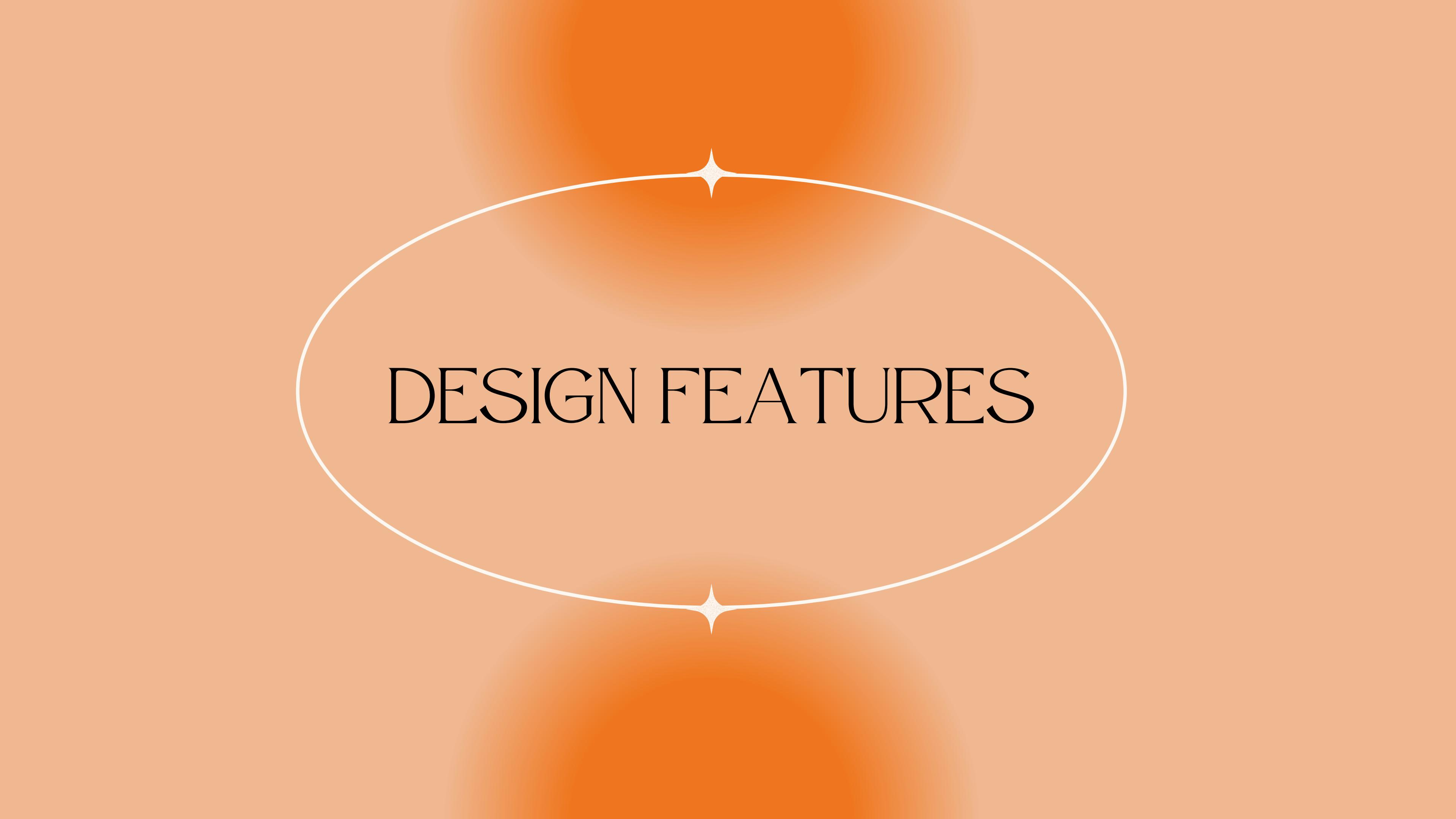
Columbia '25

Incoming Microsoft Explore
Intern

SEARCH EXPERIENCE

Comparison with Facebook + Airbnb





DESIGN FEATURES

ENHANCE USER PROFILES

- Social media integration
 - Allows listers to embed their social medias in order for users to identify similar interests, mutuals, and legitimacy off the platform
- Profile biography
 - During the search process, you can only currently see the lister's name and profile picture if applicable
- Roommate compatibility tags
 - Allow users to implement tags in user profiles to indicate specific preferences for roommates, such as interests, lifestyle, hobbies, or habits
- Compatibility questions (Q&A)
 - Allows listers to answer addressing factors
 - How do you describe your cleanliness habits?
 - How do you feel about parties or social gatherings?

Private bedroom in Seattle
1 bedroom • 1 bathroom
Available starting Jun 5, 2023 • Flexible move out date
We live right next to UW. Bathroom, Kitchen, and living space. Chill roommates.
Posted May 10, 2023

Luxury spacious...
1 private room available in 4 bedroom apartment
2 minute walk to university village, which consists of shopping outlets, restaurants, and grocery stores. 10-minute walk to UW Campus, and 5-minute bus ride with close proximity to bus stops.

hover over the profile to learn more about lister/roommates

Lindsey
20 yrs • female
Columbia University
Hosted by
Joined in January 2012
624 Reviews Identity verified
We work in e-commerce and media - our work often takes us traveling for business, and we love meeting other travelers while on a trip or hosting, and really enjoy discovering local customs in eating and drinking. We believe staying with or at locals is the best way to understand the world and enjoy life - don't hesitate to hit us up for tips about things to do while in town! Local history, design, and vintage homes (architecture and interior design) are interests of ours.

Airbnb
Hosted by
Joined in January 2012
624 Reviews Identity verified
We work in e-commerce and media - our work often takes us traveling for business, and we love meeting other travelers while on a trip or hosting, and really enjoy discovering local customs in eating and drinking. We believe staying with or at locals is the best way to understand the world and enjoy life - don't hesitate to hit us up for tips about things to do while in town! Local history, design, and vintage homes (architecture and interior design) are interests of ours.

Q&A

How do you describe your cleanliness habits?
My roommates and I clean the space every weekend. It's a great way for us to bond as well!

How often do you enjoy socializing or hosting guests in the living space?
I enjoy hosting guests every now and then, but I will always let my roommates know before and ask them if it would be okay to do so.

ADDITIONAL INFORMATION SECTIONS

- Long descriptions often become cluttered, affecting flow and readability
 - Current information sections on Ohana like "Amenities" and "House Rules" facilitate easier navigation through the description
- Incorporating additional information sections can mitigate this
 - Important details, such as other things to consider, nearby grocery stores, walkability in surrounding areas, nearby public transportation, and safety can be included in additional specific sections

Ohana

Amenities



Stove



Refrigerator



Oven

House Rules



No pets allowed

Airbnb

About this space

Fabulous location. Less than 5 minutes drive to downtown Kirkland. Minutes walk to Juanita Beach. Close to hospitals, restaurants, Totem Lake Mall, and easy access to major highways. Recently updated kitchen quartz countertops and cabinets, LVP flooring, and bathroom vanity.

The space

It is about 600 square feet. It is a basement unit but there are windows in the living room, bedroom, and bonus room which gives a nice light. The bathroom space is small but large enough to include a full shower.

Guest access

Guest can park at the front of the house. Public transport is readily available on 98th street, which is a short walking distance from the house.

Other things to note

1. Ceilings are low. Persons 5 ft 10 inches or less would be most comfortable.

2. A family lives in the upper unit. You will hear normal movements e.g. getting ready in the morning and cooking.

Facebook

Getting Around

Provided by Walk Score®

Walk Score®

99 out of 100

Daily errands do not require a car.

Transit Score®

85 out of 100

Transit is convenient for most trips.

Bike Score®

81 out of 100

Biking is convenient for most trips.

Nearby Transit

Provided by Walk Score®

University Way NE & NE 41st St

Routes: 45, 73, 79

330 ft

University Way NE & NE 41st St

Routes: 73, 75, 79

423 ft

Brooklyn Ave NE & NE Campus Pkwy - Bay 3

Routes: 67

537 ft

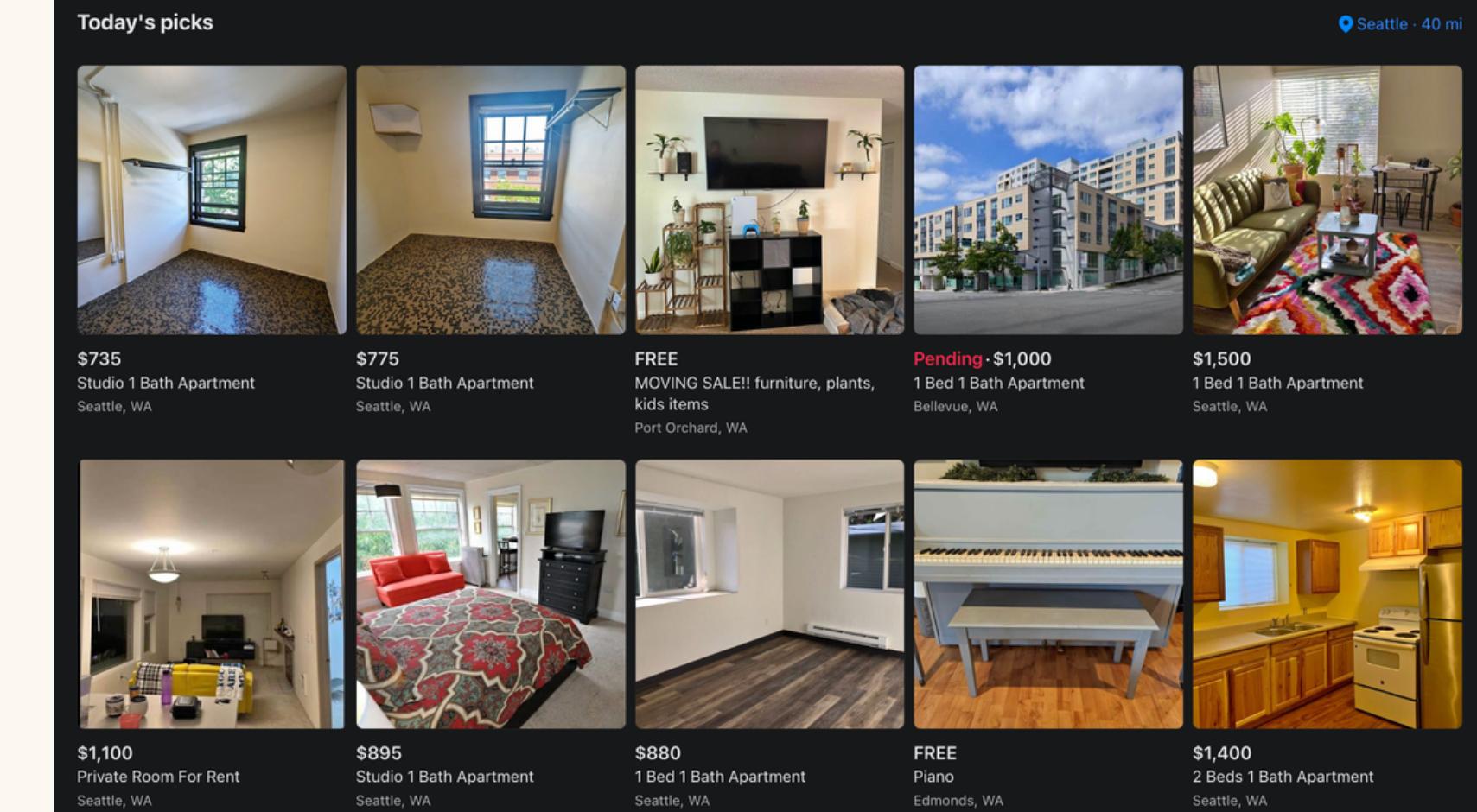
important since many student interns may not be from the area and need nearby public transportation

GALLERY VIEW OPTION

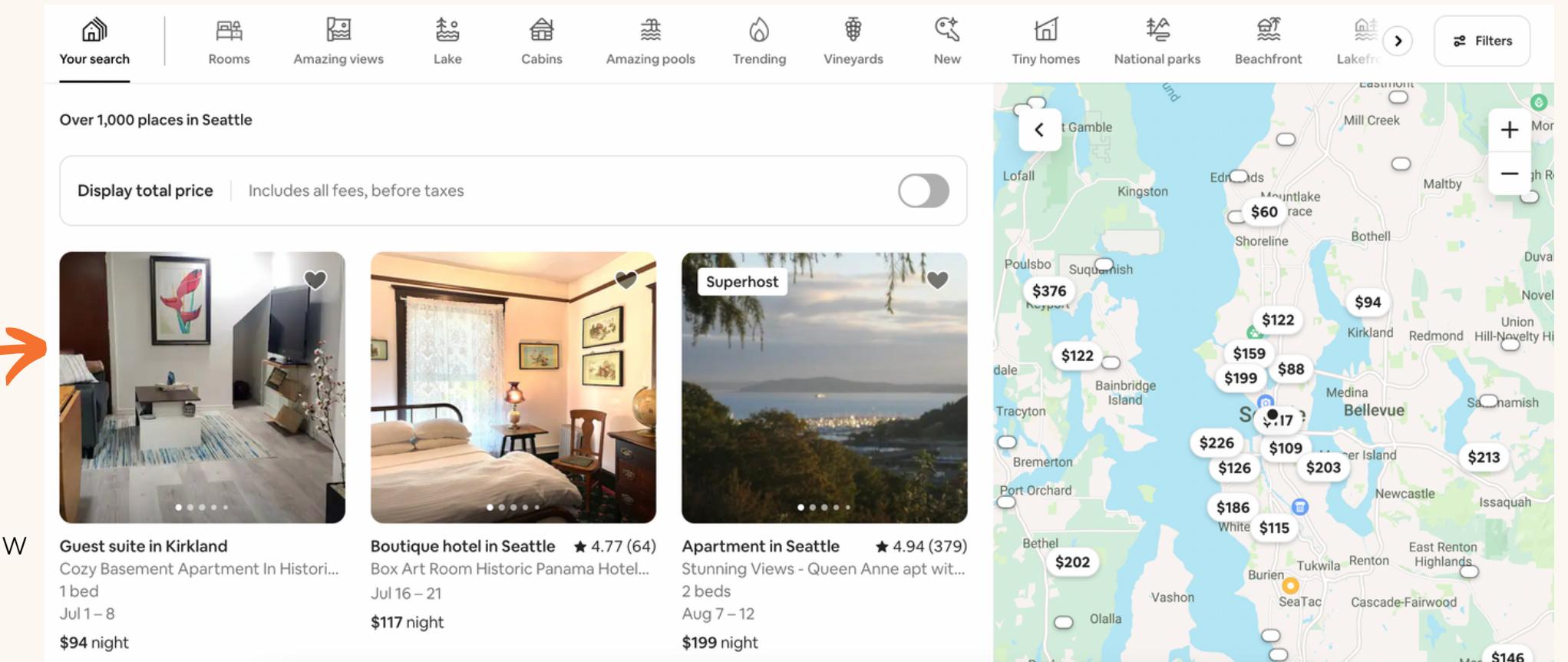
- Interviewees noted they preferred a gallery view option when searching to compare the pictures of several spaces simultaneously
 - Something to revisit once the platform continues to grow with more listings later on for students to scroll through easier

interviewees
preferred this view
with a map
alongside it

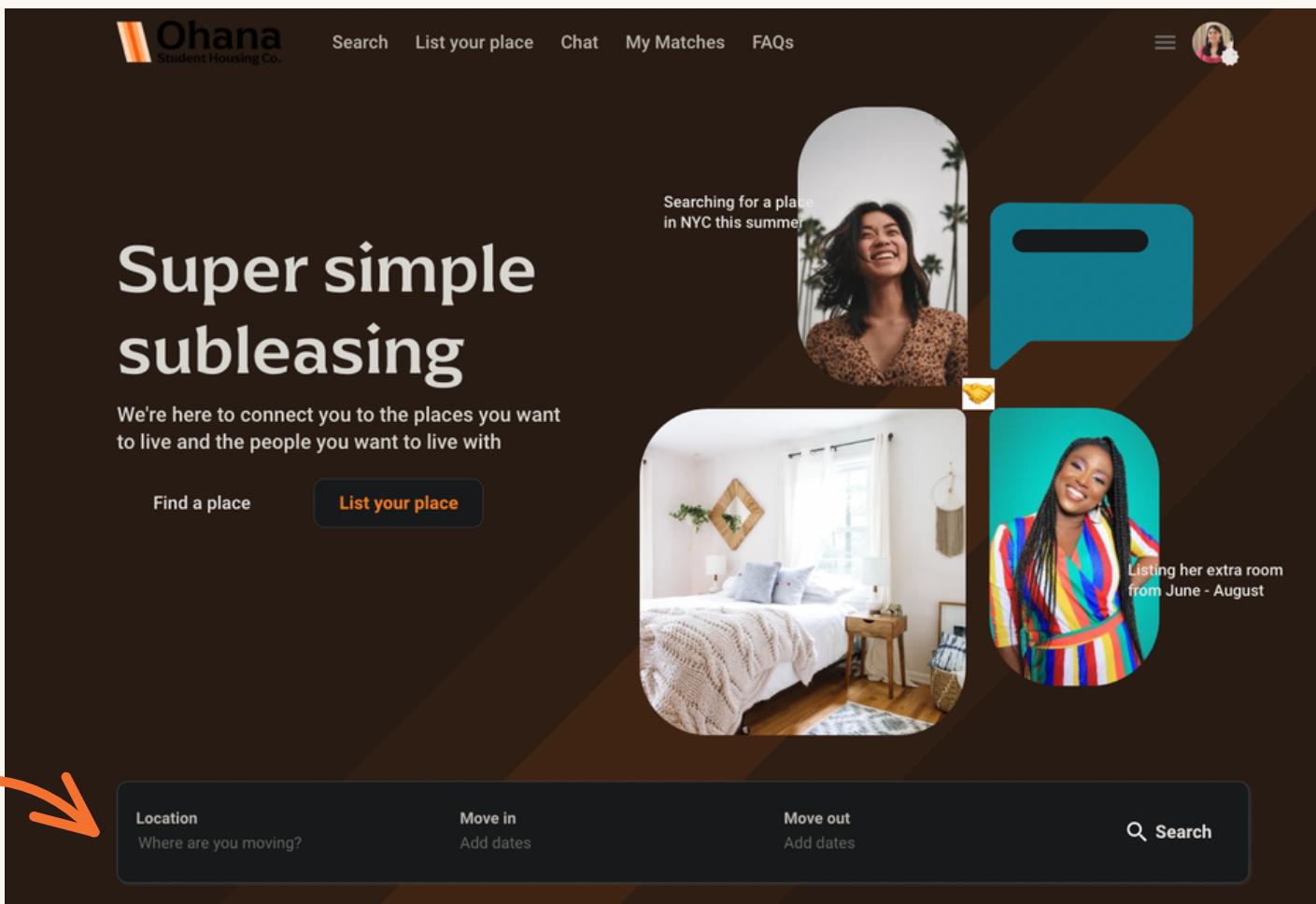
Facebook



Airbnb



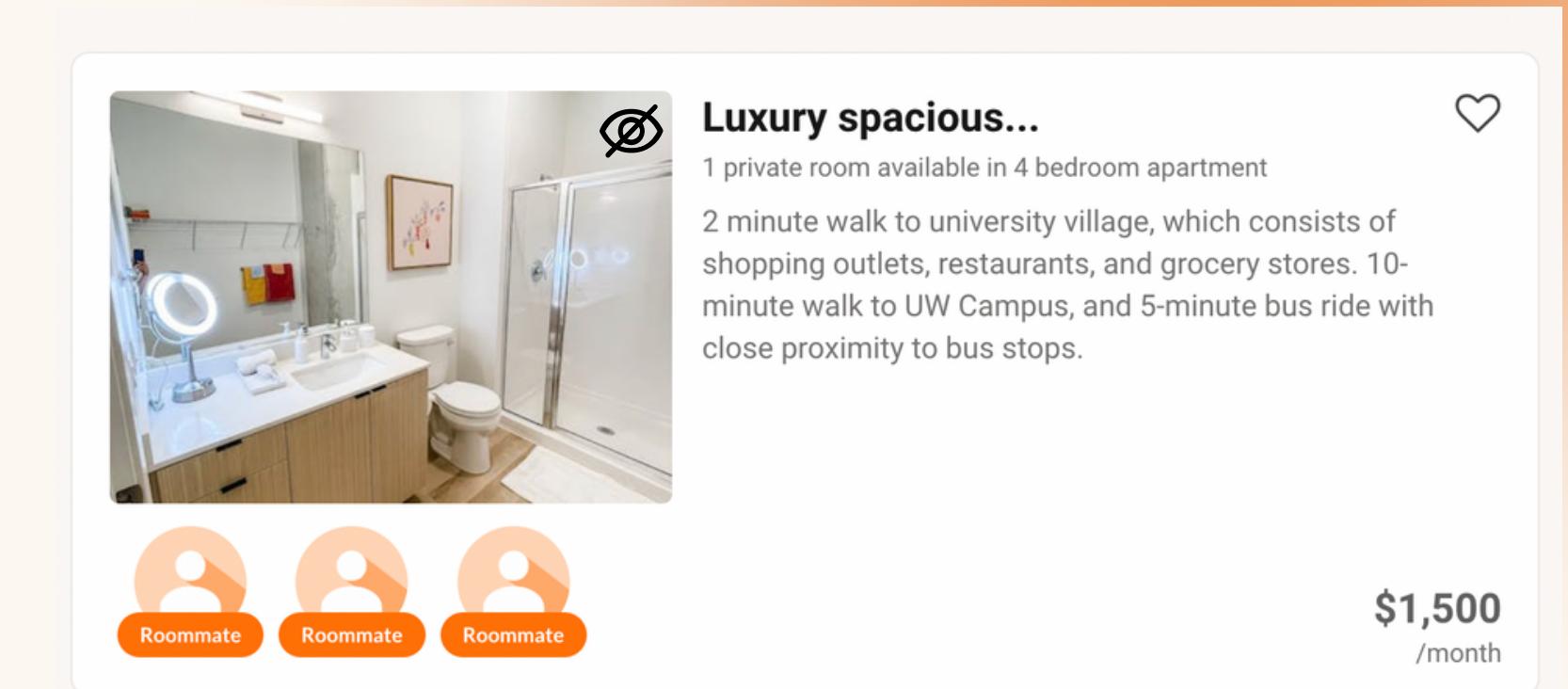
OTHER SUGGESTIONS



adjust colors as
needed for it to
look better on dark
mode

DARK MODE

A built-in dark mode would make it easier on the eyes (since extensions do not display all parts well)



EYEBALL/SEEN ICON

To signify that you have already looked at a place (some places look similar)

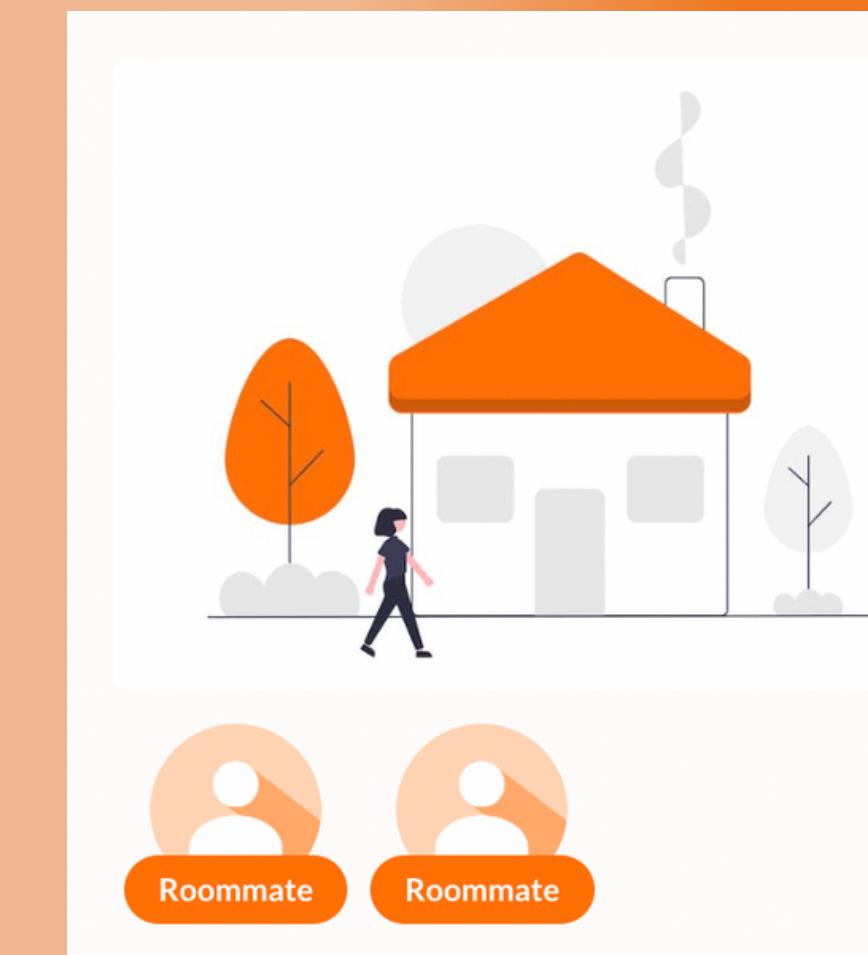


PAIN POINTS

LACK OF PICTURES FOR LISTINGS

- 3/8 Seattle listings did NOT have a picture
- Yet, pictures provide...
- Visual representation
 - Allows students to visualize the space they might be living in
- Assessment of amenities and condition
 - Allows users to assess if the space meets their expectations
- Create transparency and trust
 - Verify authenticity
- Provides efficient decision-making through comparison and evaluation
 - Filter and narrow down options = saving time and effort
- OVERALL, images help build an emotional connection to the space, increasing the likelihood of a student subleasing a space through Ohana
- Solution: Require listers to upload pictures

a cozy apartment could look like anything... having pictures is a necessity for the search experience



Cozy Apartment Right...

1 private room available in 1 bedroom apartment
We live right next to UW. Bathroom, Kitchen, a space. Chill roommates.

SHORT DESCRIPTIONS

- 3/8 Seattle listings has REALLY short descriptions
 - Interviewees noted that most descriptions were not detailed enough compared to many Facebook and Airbnb listings
 - Also noted that longer descriptions make it worth messaging someone
- Lack of sufficient information do not provide enough details about the property, such as amenities, room size, available facilities or nearby attractions
- Difficulty in making comparisons
- Uncertainty and risk
 - Create uncertainty and doubt about property's suitability
- Missed opportunities
 - If a description fails to highlight unique selling points or key features of the property, potential renters may overlook it in their search
- Solution: Encourage detailed descriptions for listers, a word minimum, providing structured templates or guidelines for listing descriptions to ensure consistency and completeness

Private bedroom in Seattle

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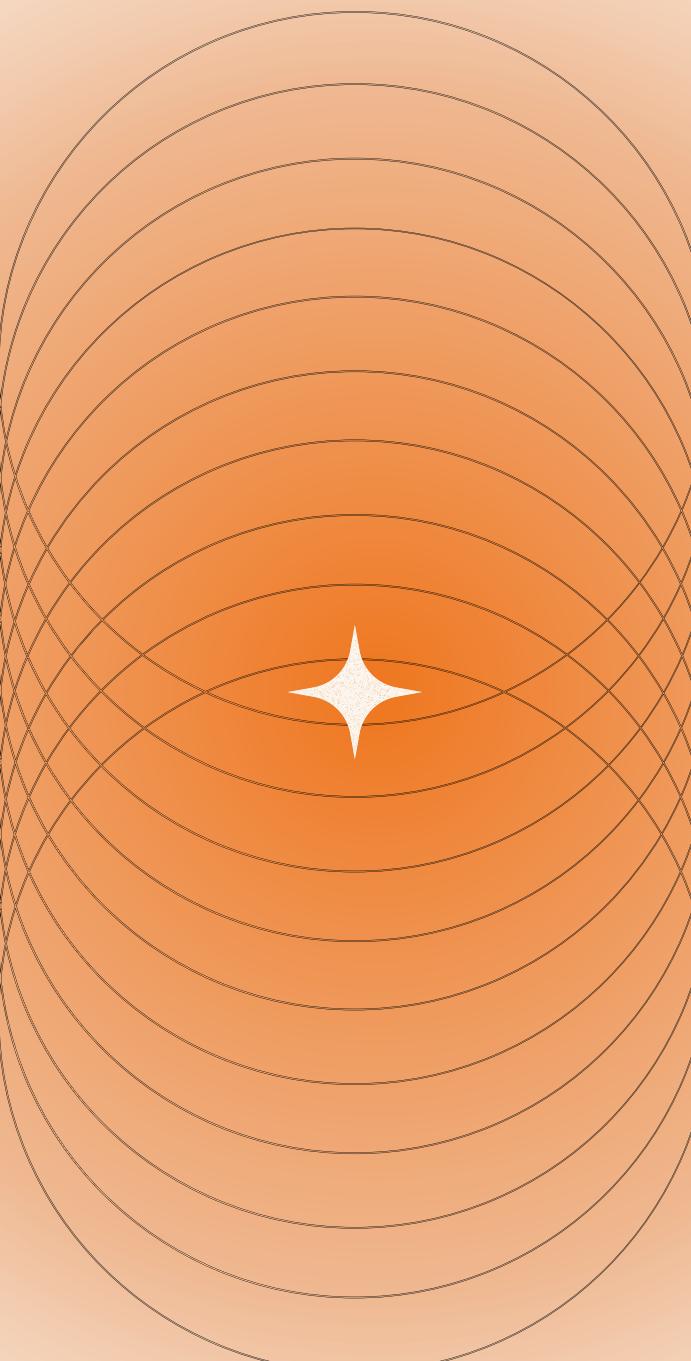
We live right next to UW. Bathroom, Kitchen, and living space. Chill roommates.

Posted May 10, 2023

Facebook

-Location: 4730 University Way NE Seattle WA 98105 (Very close to UW around 10 minutes walk to the campus)
-Leasing period: June 21th(6/21) - August 27th(8/27) Sign the take-over lease with the apartment office
-Facilities Free High-Speed Internet Access, Room Heating ,Within Unit Washer/Dryer, Mailbox and Delivery room
-Furniture: the studio is fully furnished, including queen size mattress, desk table, bedside table, round table, office chairs, bookshelves, shoe rack, (All pieces of furniture need to be cleaned out of Apt before leaving; Apt used to be empty)
-Convenience: 7/11 & BoA downstairs, Target & GoodWill(2-min walk), Trader Joes, UW Bookstore, and H-Mart(6-min walk), Bus Stops downstairs(route 73/75/79), Link station(5-min walk)
-Entertainment nearby: AMC Seattle 10, The Varsity Theatre, Karaoke, Earl's on the Ave (all 5-min walk)
-Food nearby: Dominos, Thai Tom, Just Burger, Time Bistro, Jack in the Box, Chi-Mac, Tofu House, U:Don, and other choices on the Ave like the Red Pepper, Taste of Xi'an, DingTea, Share Tea(all just 5-min walk)
-Pet and Parking Policy
Cats and dogs are allowed. Parking allowed. For details please contact the leasing office(4710 University Way NE). Leasing Office opens Mon to Sun Most of Day time
For further information please email me using the contact info below. I can send pictures/videos of my room.

what attracted interviewees to click on more



CUSTOMER ACQUISITION STRATEGY

POSITIVE APPROACHES

- Effective outreach utilizing class groups to connect with students proved successful in generating responses
- Email communication has engaged students as it was perceived differently compared to contacts on Facebook Messenger
 - Students tended to treat emails with more significance and attention, leading to increased response rate

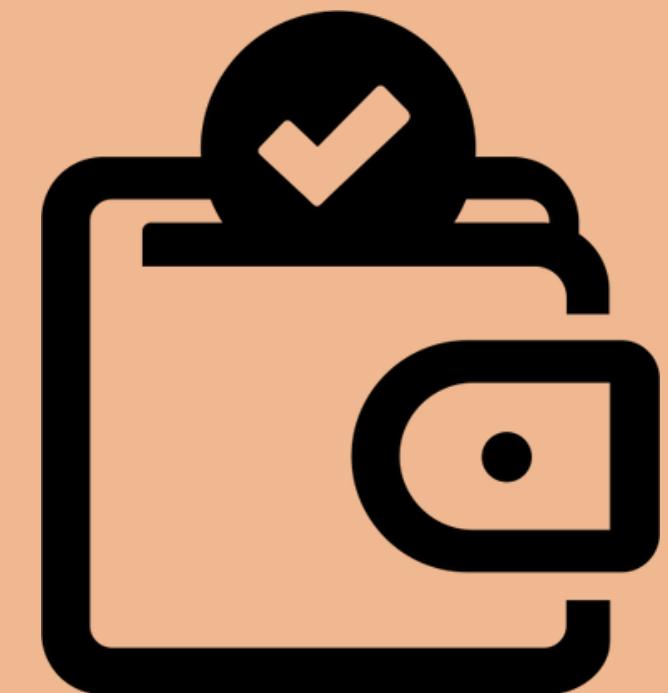
CHALLENGES FACED

- Messaging students on Facebook
 - Very low response rate despite it being the place where most students post their rooms/apartments

* based off of own personal experience conducting outreach

COMPETITIVE PRICING

- Focus on highlighting Ohana's affordability compared to platforms like Airbnb, emphasizing cost savings for students
 - Main reason why many students are driven towards Facebook since they know they will generally find places that they will get their money's worth from



VERIFICATION SYSTEM

- Since interviewees were not familiar with Ohana as a platform, they were unsure on the legitimacy of listings
- Highlight verification system further to create trust, credibility and safety
 - Also helps differentiate from competitors as a unique selling point
 - Can be done on the home page and provide a badge to verified users like how Airbnb does





THANK YOU!