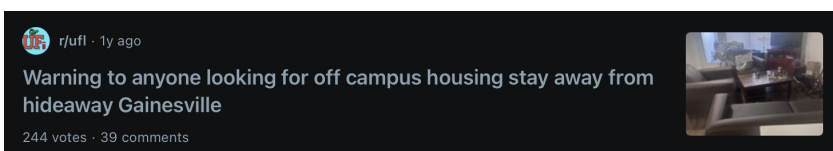
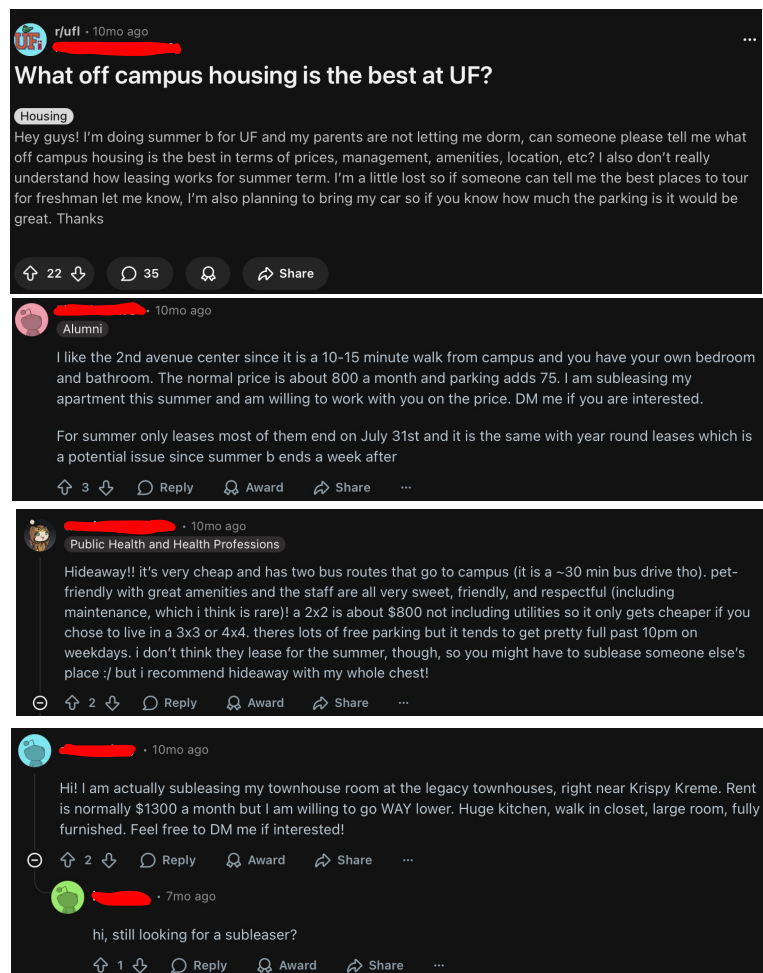



# User Journey Map Student Housing

	STAGE 1: DISCOVERY	STAGE 2: APARTMENT RESEARCH	STAGE 3: ROOMMATE SEARCH	STAGE 4: CLOSE CONTRACT	STAGE 5: CO-LIVING
OBJECTIVES	<ul style="list-style-type: none"> <li>Narrow down the safe neighborhoods and reputable apartment buildings near the university</li> <li>Find apartments that peers recommend based on prior experience</li> </ul>	<ul style="list-style-type: none"> <li>To visit and reduce the apartment pool within her budget before the semester starts</li> </ul>	<ul style="list-style-type: none"> <li>Find potential roommates to split the costs of living together</li> </ul>	<ul style="list-style-type: none"> <li>To confirm the rent amounts, apartment rules, pay the deposit, and sign the contract to close the deal</li> </ul>	<ul style="list-style-type: none"> <li>Befriend and bond with her current roommates</li> <li>Live a healthy lifestyle</li> </ul>
NEEDS	<ul style="list-style-type: none"> <li>Access to a safe and comfortable place to live within her budget</li> </ul>	<ul style="list-style-type: none"> <li>Verify if the collected information about the apartment is true</li> <li>Access to the leasing offices to verify that their rent price matches her budget</li> </ul>	<ul style="list-style-type: none"> <li>To fill the apartment so that the financial burden doesn't only fall on one person.</li> <li>To have people to spend time with to make the college experience more enjoyable</li> </ul>	<ul style="list-style-type: none"> <li>A secure, verified channel to communicate with the individual responsible for paying the rent</li> </ul>	<ul style="list-style-type: none"> <li>To be able to sleep and study comfortably</li> <li>To enjoy co-living in a clean environment</li> </ul>
FEELINGS	<ul style="list-style-type: none"> <li>Lots of pressure due to the amount of unreliable information</li> <li>It is not apparent where it is favorable and unfavorable to live</li> </ul>	<ul style="list-style-type: none"> <li>She mentioned that it is stressful and she felt rushed since it takes a long time ago visit these apartments</li> <li>If the apartment has a landlord, it is unsafe if she has no idea who this person is</li> </ul>	<ul style="list-style-type: none"> <li>She expressed a feeling of wanting to belong and find roommates with which to share a special bond</li> <li>She felt insecure during the process of finding potential roommates</li> </ul>	<ul style="list-style-type: none"> <li>A feeling of relief once the roommates are all under a contract before classes begin</li> </ul>	<ul style="list-style-type: none"> <li>She feels happy now that her roommates are also her close friends and study partners</li> </ul>
BARRIERS	<ul style="list-style-type: none"> <li>There are too many options to live in the city and she couldn't travel to all of them so she went on Facebook groups and forums such as Reddit to find out more information about possible living spaces</li> </ul>	<ul style="list-style-type: none"> <li>There is a time constraint on finding a suitable apartment before classes begin</li> </ul>	<ul style="list-style-type: none"> <li>Not every potential roommate has the same budget for living expenses</li> <li>Fragmentation of roommate pool. She has to speak to people in classes, in shared groups, or on social media to ask if they are interested in living with her</li> </ul>	<ul style="list-style-type: none"> <li>There are concerns about the roommates not paying on time or in full each month</li> <li>The payments may or may not be standardized: cash, money order, transfer</li> <li>Each roommate should only be responsible for their own rent</li> </ul>	<ul style="list-style-type: none"> <li>Roommates violating apartment rules which can lead to stress (not cleaning dishes, inviting people over too many times, etc)</li> </ul>





Very responsive

January 25 at 2:22 PM

1 Bed 1 Bath - Apartment

104 NW 17th St, Gainesville, FL 32603-1832, United States

☀️ PRIME SUMMER SUBLEASE – FULLY FURNISHED STUDIO AT MIDTOWN APARTMENTS! ☀️

Looking for the ultimate summer setup right across from UF? I've got the perfect spot for you!

- Dates: May 1 – July 31
- Rent: Just \$1,214/month + utilities (great deal for this location!)
- Location: Midtown Apartments – literally steps from campus, Ben Hill Griffin Stadium, The Swamp, and all the best spots on University Ave. Walk to class, games, bars, restaurants, and nightlife—no car needed!



This cozy, modern studio is fully furnished and ready for you to move right in. Enjoy resort-style amenities like:


- Sleek fitness center
- Private & shared study rooms (perfect for summer classes or just chilling)
- Outdoor courtyard & clubroom with arcade games
- Secure bike storage
- And that unbeatable Gator vibe right in the heart of Midtown!

Ideal for summer interns, grad students, summer session warriors, or anyone wanting to soak up Gainesville life without the hassle. Clean, quiet building – previous tenants loved the convenience.

DM me ASAP for photos, floor plan, more details, or to set up a tour! Serious inquiries only – this won't last long at this price and location. 🏡💙

Don't miss out on the best summer spot across from UF!







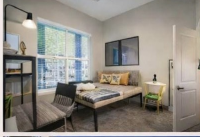

January 25 at 11:28 AM

1 Bed 1 Bath - Apartment

1259 NW 22nd Ave, Gainesville, FL 32609-3476, United States

Summer Sublease - Reduce Rent - Males Only

SPACIOUS 1X1 IN A 4X4  
SUMMER 2026 SUBLEASE  
@ THE METROPOLITAN



MALES ONLY

Private 1 bedroom in a 4x4 sublease from May 1st - July 31st!

- Rent \$589 + utilities
- Less than 1 mile from UF
- UF bus stop located right outside
- Pool, gym, jacuzzi, game lounge & more


MORE INFO?

Message me for more details / pictures!

\$599 · GAINESVILLE, FL

1 bed · 1 bath · Apartment

Message



You're not friends on Facebook

Lives in Port Washington, New York

Studied at University of Florida

5/3/24, 6:01 PM

Hi! My roommates and I are subleasing a 3 bedroom 2 bathroom apartment at social 28 (directly across from campus on 13th street) from the end of May to July 31st. Price is very negotiable and we have a parking space available as well. Please let me know if you're interested and we can discuss logistics?