

Problems

- There are too many housing options to choose from
- It's unsafe to meet strangers you know nothing about (both landlords and roommates)
- Many leasing offices provide false expectations
- There are limited options to find potential roommates
- Lack of knowledge regarding surrounding neighborhoods
- Abundance of deceptive behavior/scam related to housing
- Hard to find ideal roommate match with common values and similar budget
- Elevated application fees → cannot apply to too many places
- Difficult to navigate contract payment logistics
- Tough to adapt to a new city without knowing anyone

Alternatives

- Finding available apartment listings on facebook
- Gathering advice from users on Reddit
- Word-of-mouth
- Physically visiting the leasing offices
- Taking a shot in the dark with Bumble friends in hopes of finding suitable roomie
- Stalking the commercial Instagram accounts of each residential complex
- Living on campus with strict guidelines and restrictions
- Attending University-affiliated housing fairs
- Rushing a fraternity/sorority and living on frat row/sorority row
- Living with family

Solutions

Brainstorming

