

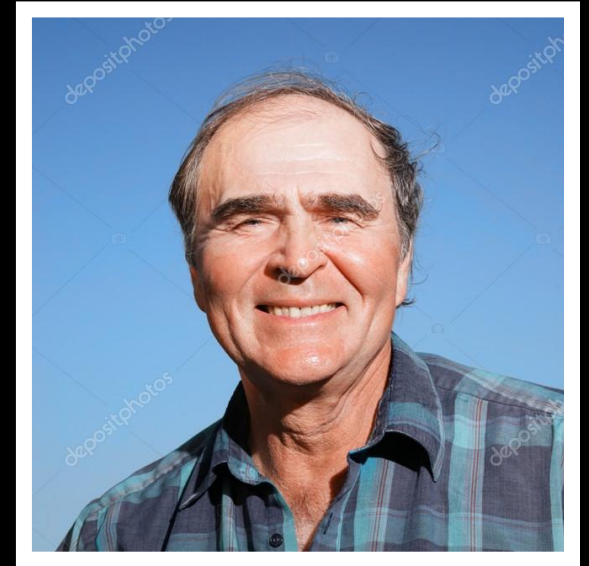
Nicholas Miller

Background:

- **Property Manager for he & his brother's 25 rental units**
- **Retired homeowner with grown children and a dog**

Demographic:

- **63yo Male**
- **Annual household income: \$63,000**
- **Lives in the suburbs with his wife**



Identifiers:

- **Large garden and well cared for landscaping**
- **Knows how to fix everything around the house and likes making wood things in his shop**
- **Not very tech savvy**

Difficult Task - Setting up a new lease	Easy Task - Enter a new payment
Nicholas has a unit that has come available again. Before he can begin taking applications, he must setup the lease in the HomeEasy system. He will first log in and navigate to the Leases page. There he can click the new lease button. He selects the appropriate unit from the list of units without a lease. He assigns the rent and fee schedule and marks it as 'Taking Applications'. Once complete, potential tenants can begin filling out applications for the unit. Applications for given leases can be reviewed and showings can be setup. Once Nicholas selects the applicant to become tenant, he assigns their application to the unit and the lease is now setup.	After logging in, Nicholas will be on the dashboard screen. He will then click on the box corresponding with the month's rent that is being entered. This brings up a window with selection for the payment type; cash or check. For each method, there is corresponding boxes for the information (such as check #, amount, date received, check image, etc.). The entered amount is then broken down into receipt line items (rent, late payment, pet fee, utilities, etc.). Finally he clicks done and the payment is recorded and the server sends a confirmation email to the tenant (if that option is selected by the tenant).

Natalie Pierson

Background:

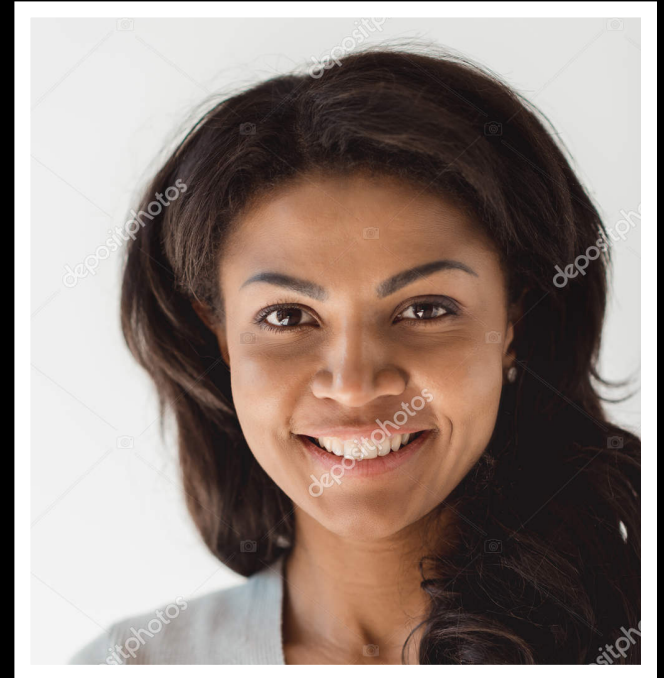
- Finishing up college, pursuing a finance degree
- Waitresses at local Applebees
- Single with a pet lizard named Leroy

Demographic:

- 22yo Female
- Annual household income: \$22,000
- Rents a house near campus with a single garage for her car

Identifiers:

- Driven / passionate
- Likes hanging out with friends
- Spends lots of time studying and working



Difficult Task - Setup receiving emailed receipts

Natalie has had trouble in the past where her rent check wasn't received or got lost in the mail. To help detect this sooner, she wants to set up an alert on HomeEasy so she gets emailed once the property manager receives her check. She first logs in and navigates to the settings page. There she is able to update her email address and under the payment receipt section, she can check the box for receiving emailed receipts upon payment receipt.

Easy Task - Login and view if the payment has been received.

Natalie wants to check if her payment has been received. To do that, she logs in to the website provided by her property manager. She is immediately presented with the information she's looking for; the rent for this month has been paid!

Ron Johnson *(Stretch goal persona)

Background:

- Current lease is about to expire next month
- Works a stable job as a new car salesman
- Likes to hit the gym and drive cars

Demographic:

- 37yo male
- Annual household income: \$67,800
- Looking for home for him and his fiancé

Identifiers:

- Driven / passionate
- Likes a good deal, but knows you gotta make money
- Always Be Closing



Difficult Task - Applying	Easy Task - creating account
Ron looks up a new apartment and scans the QR code to open the link for then application. He then fills out all the information for himself and his fiancé. Including all his job history, references, vehicles, previous renting history, etc. After he submits it, he's able to modify it by creating an account.	After Ron submits an application, he is prompted with the option to create an account. He enters a new password and his account is created.