

Interview Open Codes

Search Mechanisms

Craigslist

Google
Maps

Facebook

UMN
Roommate
Matching

Friend
recommendations

Apartment
websites

Roommate Finding

*Hard to gauge others'
expectations for
desired roommates*

Gave up finding roommates,
let landlord match

Clashing values b/w
roommates

Complex permutation (X
members, Y members
needed)

Compatibility difficult
to determine (if you
aren't friends)

Listings

Poor listing
design

Video tours
preferred by
some

*Some listings fake,
no verification
system*

Often interior
shown in listing
differs from
move in day

Almost no
platform neatly
describes
surroundings

Scattered Information

Pricing not
easily found

Lack of amenity
information

*Apartment listings
scattered across
different services*

Lack time to
research

Roommate & apartment
search often 2 diff
searches/processes

Ratings

Skewed ratings;
inconsistent on
Google Map
reviews

Very subjective,
mostly just
complaints

Experiences with
apartment
management rarely
available

Direct Communication

Hard to get in
contact directly
with
management

UMN Roommate
Matching
"impersonal" -
random
assignment with
no prior meeting