Google Real Estate Project
- User Research

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Fundamental of Interaction Design
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Archetype Definition

Perfectionist
- Has very specific conditions
- Looking for a roommate with similar living patterns
- Is willing to search for a long time and through many apartments to find the right one.

Immigrant
- Prioritizes living in a neighborhood that is living similar to his/her native culture
- Searches by word of mouth
- Collects information from family, church and native language media network (website, newspaper, etc) to find cheap apartments in a safe neighborhood

Match Maker
- Looking for a shared lease or sublet apartment.
- Looking for a roommate as a friend, with shared interests and a lifestyle
- Tries to determine the personality of the roommate at every step
  Very selective
Archetype - Perfectionist

name   Anah Clinton

demographics  31
job : Fashion coordinator, works 9-6 for a luxury fashion company
unmarried from North Jersey and occasionally go home to see family

statistics  West Village, Soho,
1 intensive month - 3 months

tools   3-5 Brokers
websites - Rent.com, Craigslist.org
Asking to friends

goals  find ideal location : Greenwich Village and west Village and near SoHo
find ideal price : from $1500~$2000
find ideal apartment : door man building, full a/c, laundry in building, elevator,
trash & recycling room, shared two or three bedroom apartment includes living room.
ideal room would include huge windows and lots of sunshine, built-in closet,
a clean, peaceful, and diverse neighborhood
find ideal roommate : Very friendly, clean, educated, non smoking and mid-twenties or
early thirties female roommate,
professional or student who wants to share for up to one year,
No live in boyfriends
No Pet because of allergy

behavior  Contacts brokers often and makes schedule to see the apartment
Looking for a perfect place, condition of apartment and a roommate
Have a very detailed idea about a room and a roommate
Takes long time to make a decision
Building guideline
Investigates and evaluates best location for rent
Collects data about ideal condition of room and roommate from friends and colleagues
Makes a list of own rent guideline

Contact brokers or rental websites
Contacts recommended brokers from friends
Registers on a rental website
Gathers and analyzes rent information and makes list for visiting an apartment

Make schedule to see
Makes an appointment with a broker and schedules with owner of apartment
Visits place and talks with a tenant

Analyze condition and search again
Analyzes and evaluates searching results
if the result is not enough to match the ideal goal, searches again

Find perfection
Never gives up until finds ideal condition of location, apartment, and roommate
Archetype - Immigrant

name  Ewa Gryzbowski

demographics  42
job : babysitter, nurse, cleaning woman, housewife
married, 2 children

statistics  green point or red hook
minimum 3 months

tools  Internet: www.bazarynka.com (site for native polish new yorkers)
Polish Newspapers, spread sheets
Friends and polish networks, word of mouth, asking around

goals  location, polish neighborhood, safety, good price, nice people in the building
expectation to cooperate and be friends with neighbors
expectation to have your children live with you until marriage
motivation to have a community around you that understands your culture
and culture specific behavior/needs

behavior  lively
social values like active family life, keeping up religious traditions, commitment and
being involved in community work
thinking open minded since living in two different worlds at once
Feeling strongly connected to friends and family in the home country
strong integration to a certain community helps to know about new apartments
or homes from first hand
Being family bound makes the search for a place more complicated
since you need a big place for a long time
Areas to look for new home are limited to those with native country neighborhood.
Archetype - Immigrant

family/friends members ask:
- their friends
- their neighbors
- in the community
- in church
- family in home country

collecting spread paperadds and asking in specific buildings if there are apartments available

try to find something connected to community

keeping eyes open
informing friends and family

searching in (native language)
newspapers and websites

collecting word to mouth information

answering fitting adds in newspapers
seeing different places
writing emails and talking to owners, often in native language

getting information from community about circumstances and quality of chosen apartment

making sure members of community already live in neighborhood and it's safe

Decision
making contract without fee, moving in with family staying until kids get married and move out
# Archetype - Match Makers

<table>
<thead>
<tr>
<th>name</th>
<th>Tom Herald</th>
</tr>
</thead>
<tbody>
<tr>
<td>demographics</td>
<td>23</td>
</tr>
<tr>
<td>job</td>
<td>student</td>
</tr>
<tr>
<td>unmarried</td>
<td></td>
</tr>
<tr>
<td>statistics</td>
<td>20 - 45 places</td>
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<td></td>
<td>1 intensive month - 3 months, but long time.</td>
</tr>
<tr>
<td>tools</td>
<td>websites- craigslist.com, rent.com, web maps</td>
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<tr>
<td></td>
<td>comfortable with email, im, other technologies</td>
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<td></td>
<td>no real estate agents etc because looking for a share</td>
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<tr>
<td>useful info</td>
<td>extra information</td>
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<td></td>
<td>for example a picture of the person as well as the room.</td>
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<tr>
<td></td>
<td>these people are filtering information for personal characteristics</td>
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<tr>
<td>goals</td>
<td>looking for a shared with a meaningful neighborhood</td>
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<tr>
<td></td>
<td>and a meaningful roommate</td>
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<tr>
<td>behavior</td>
<td>finds descriptions useful in general for filtering character</td>
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<tr>
<td></td>
<td>would probably find pictures of the person or description of the neighborhood useful</td>
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<tr>
<td></td>
<td>filters through a lot of posts before choosing appropriate personalities</td>
</tr>
<tr>
<td></td>
<td>visits are just as much a judgment of character as room situation</td>
</tr>
<tr>
<td></td>
<td>sometimes emails back and forth to determine character</td>
</tr>
<tr>
<td></td>
<td>seems to do this stuff online and using emails rather than phone conversations</td>
</tr>
<tr>
<td></td>
<td>also interested in the usual (location/ price to quality ratio)</td>
</tr>
<tr>
<td>notes</td>
<td>there is room for roommate matching tied into social networking sites</td>
</tr>
</tbody>
</table>
source filter
gleans internet postings for shares, avoids brokers and stuff, probably avoids newspaper listings because those are done by phone number and are also old school uses lists that predefine some personalities, such as the ITP mailing list.

ad filter
filters first by necessities, such as location and price. probably prefers those ads with extra material about the roommate. not as interested in pictures of the place as with description, which conveys more personality

email filter
primarily uses emails further filter people that are really worth visits, or makes some compromises for great looking places

visit filter
visits each potential place, tries to understand what the roommate is about through conversation, personal interaction, and artifacts like cd collections

Match
is satisfied with the first match, which is usually indicated by a feeling that he/she doesn't need to keep searching anymore.
Other Frustrations

“There are 101 different apartment complexes in this area and I can’t figure out how to talk to any of them.”
Apparently, no one was ever in these offices, and no one ever called Rakesh back, but there were apartments all over his neighborhood.

“Pictures make me believe the apartment actually exists.”
Brokers posted listings everywhere with great descriptions, but when Shilpi went down to the office, the apartment wasn’t available anymore. It seemed like a scam after a while.

“I tried to filter out the creeps by mailing back and forth before actually going to see a place, still there was a guy who said the price was “negotiable” with a sexual connotation.”