perch
a new way of living

Kevin Cigolini 2016

> **❝** You can find a dizzying number of short-term sublets on websites like Airbnb and Craigslist. But it takes a lot of effort to sort through their listings, and may not lead to the type of bargain you were hoping for. **❞**

- *The New York Times*

Problem Statement

The lack of reliable and trustworthy resources for subletting housing, has created intense frustration for both landlords and potential lessees.

Perch

Perch is a simple, trustworthy app that provides a secure service to those who are seeking or listing temporary housing.

Interviews

Key Findings

Interviews with 12 people, ages of 25-60 M/F

- Users become frustrated easily

- limited resources available

- Trust issues

- Unreliable communication

- Learn more about each other and lifestyles

Quotes

I just went to google knowing I can look on craigslist and other sites, but nothing good.

You need to look for somebody who you could trust, it's very important.

I wanted to stay away from craigslist. It's not intuitive, the quality of people and products are shady, I've heard about horror stories and scams.

Affinity mapping

Organize points of data and visually see trends from my interviews

Not enough information

Personas

User Searching for a Sublet

Ashley is a Project Manager at an ad agency in NYC, she is originally from Texas and moved to NYC for work. She likes to live within a close walking distance to work, in a neighborhood that she knows and feels safe and secure. Shopping at the local grocery store, good restaurants, and a fun night life must also be close by. When searching for a sublet she has used Craigslist through her desktop or the apps RadPad and Roomi on her iPhone.

Characteristics
- Life is an adventure
- Loves exploring new cities
- Is focused on her career
- Wants to have fun and enjoy good food to relax

Goals
- To easily find the perfect sublet without added stress
- Feel safe and secure while communicating with a subletter
- The apartment must be close to work and nightlife
- Must be in a safe neighborhood

Frustrations
- When people are not responsive through email about a listing
- Unreliable, sketchy websites, has heard horror stories and scams
- Word of mouth is unreliable
- NYC's housing market is competitive

Ashley Watters

"Searching for a sublet is exhausting and the lack of communication and information on apartment listings are really frustrating."

- 28 Years old
- Project Manager
- Single
- Manhattan New York, NY

User Listing a Sublet

William is a Sales Executive at a startup in NYC, he needs to sublet his apartment because he's in the process of purchasing his own apartment in Manhattan, and will have to leave before the lease ends. He would like to find someone who is clean, holds a steady job and responsible to sublet his place. He has tried listing his apartment on Craigslist using his laptop and reached out to his network of friends on Facebook using his iPhone.

Characteristics
- A hard worker
- Lives a structured life
- Is planning for his future
- Wants to finally have a place of his own

Goals
- Finding someone quickly
- To find someone reliable to sublet his apartment
- Relieving the stress of paying his lease and a mortgage
- Avoid breaking his lease and being charged an additional cost

Frustrations
- Unable to find quality applicants
- The current methods he's been using are not working
- Working within a specific time constraint

John Douglas

"I have been advertising my apartment to sublet, but there isn't a reliable place to list it or meet reliable applicants."

- 33 Years old
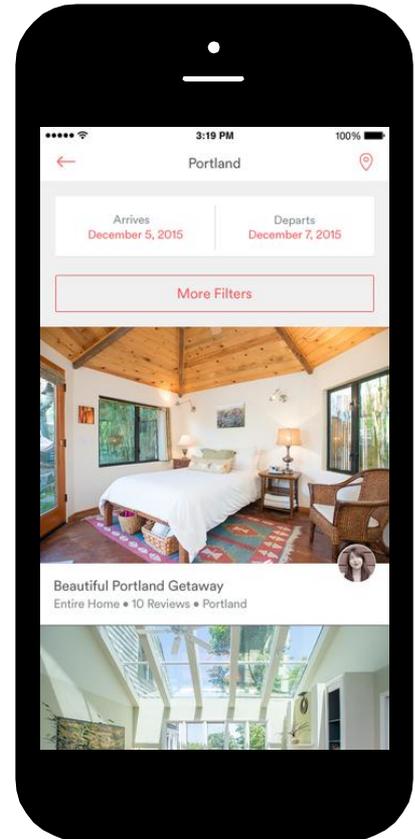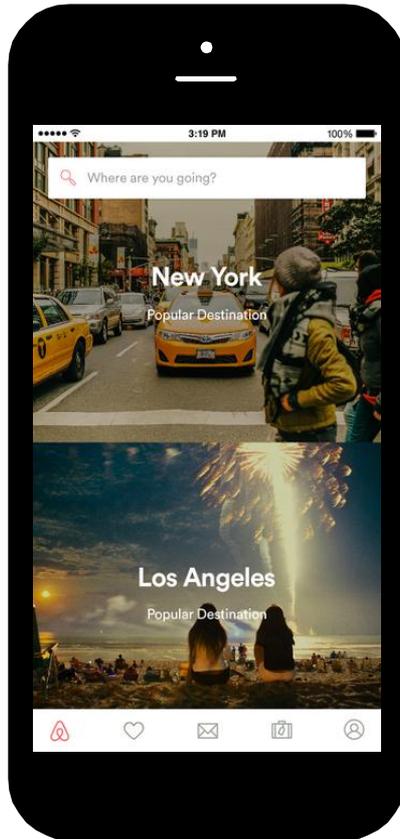- Sales
- Single
- Manhattan New York, NY

Competitive Analysis

Airbnb

Positives
- Pretty UI, easy to navigate
- User profiles
- Favoriting

Could be better
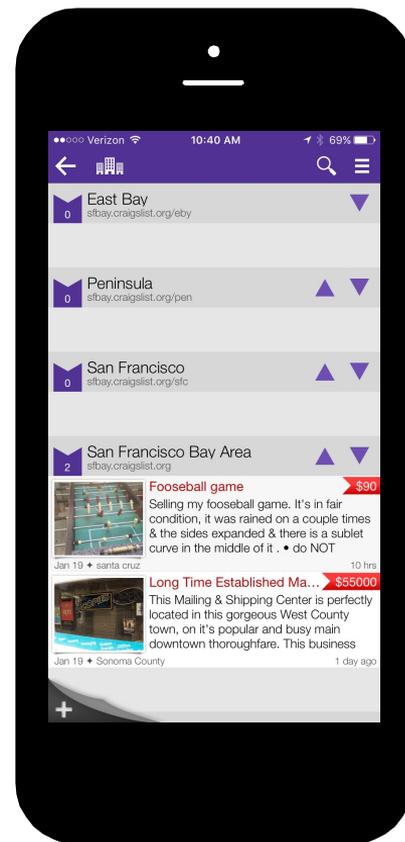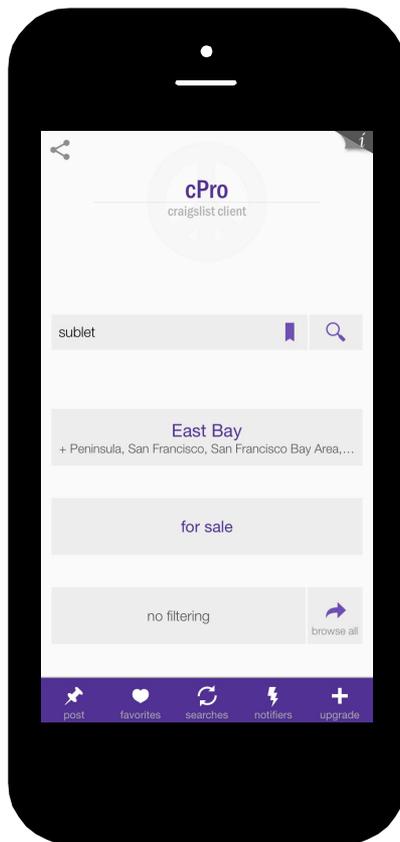- Facebook integration
- Charges 3% hosting service

Craigslist

Positives
- None

Could be better
- Confusing to use
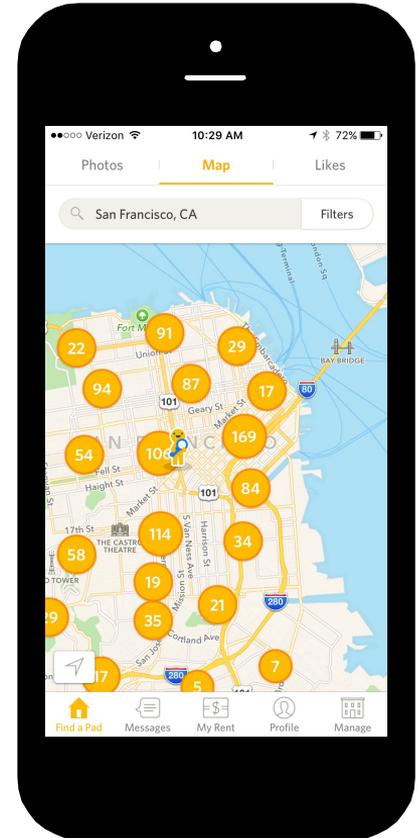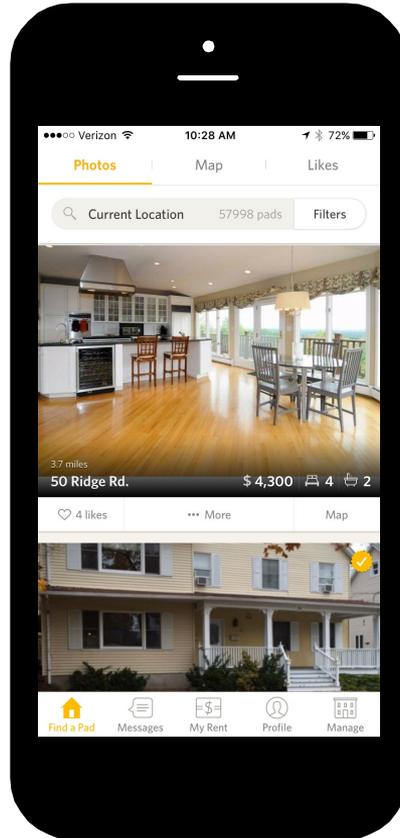- No social connectivity
- Users lost completing a task.

Radpad

Positives
- Nice looking interface
- Favoriting
- Payment system

Could be better
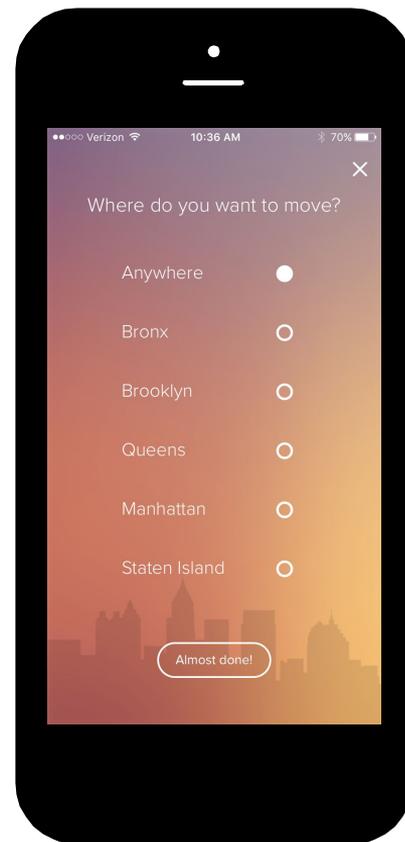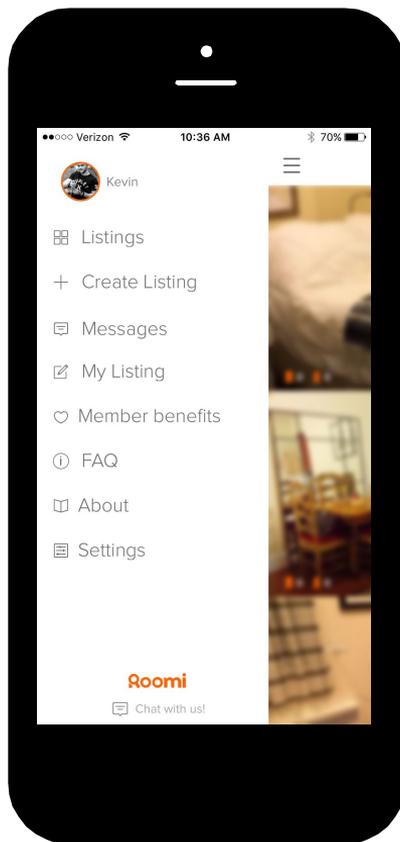- Too many clicks to complete a task
- No social connectivity

Roomi

Positives
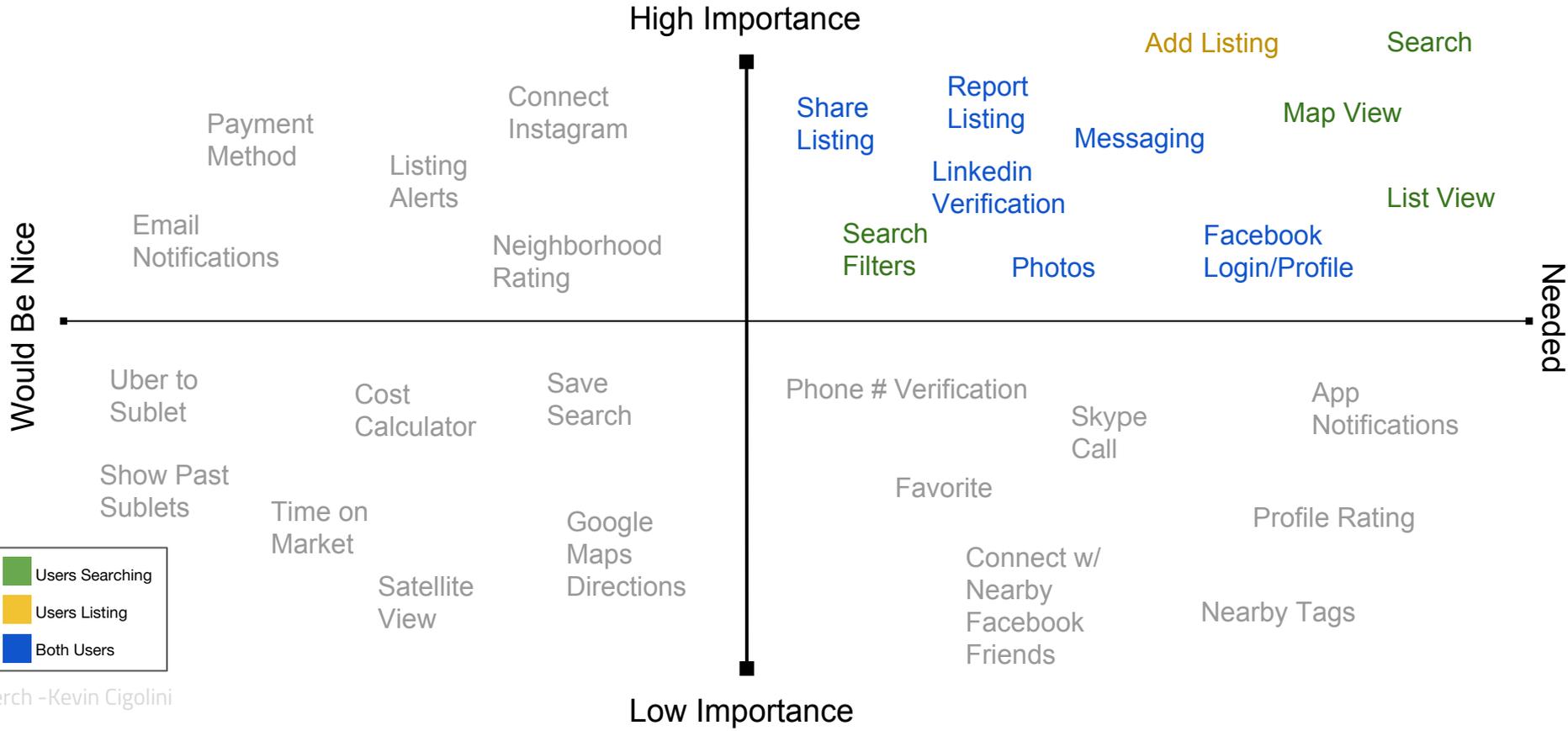- Somewhat easy to use
- User profile

Could be better
- messaging only through craigslist relay system
- No social connections
- Pulls data from craigslist
- Slow loading data

Where do you want to move?

Anywhere
Bronx
Brooklyn
Queens
Manhattan
Staten Island

Almost done!

The Solution

Perch is an iPhone app tailored to the needs of people searching and listing sublet housing, offering an easy way to search and list reliable properties, while connecting trustworthy people.

Feature Prioritization

High Importance

Add Listing   Search

Connect Instagram

Share Listing   Report Listing   Messaging   Map View

Payment Method

Listing Alerts

Linkedin Verification   List View

Email Notifications

Neighborhood Rating

Search Filters   Photos   Facebook Login/Profile

Would Be Nice   **Needed**

Uber to Sublet

Cost Calculator   Save Search   Phone # Verification   Skype Call   App Notifications

Show Past Sublets

Favorite

Time on Market

Google Maps Directions   Profile Rating

Satellite View

Connect w/ Nearby Facebook Friends   Nearby Tags

🟩	Users Searching
🟨	Users Listing
🟦	Both Users

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Low Importance

Features Included

Search

Search Filters

Messaging

Add Listing

Map view

List View

Facebook Login

Photo Upload

Profile

Report Listing

Share Listing

Cardsorting

I learned content I thought was important, was not true for the users. They organized the content in a different way than I imagined.
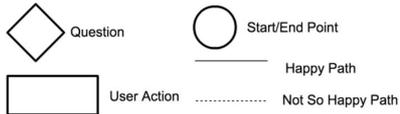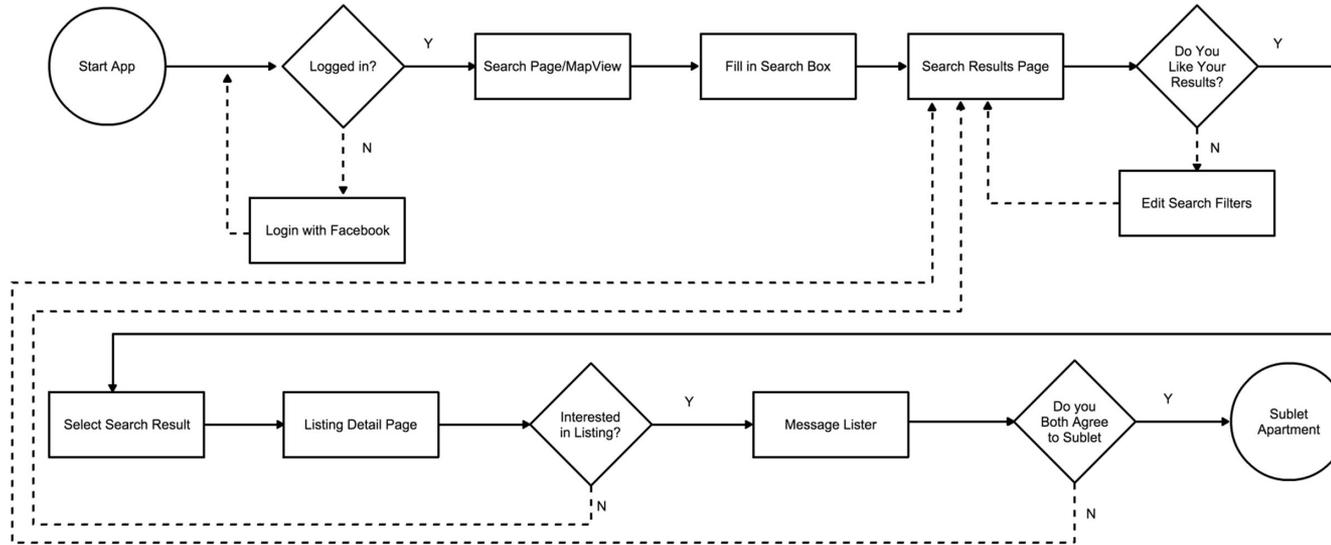
Sitemap

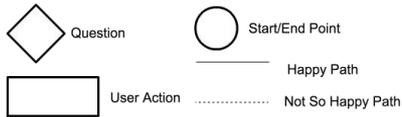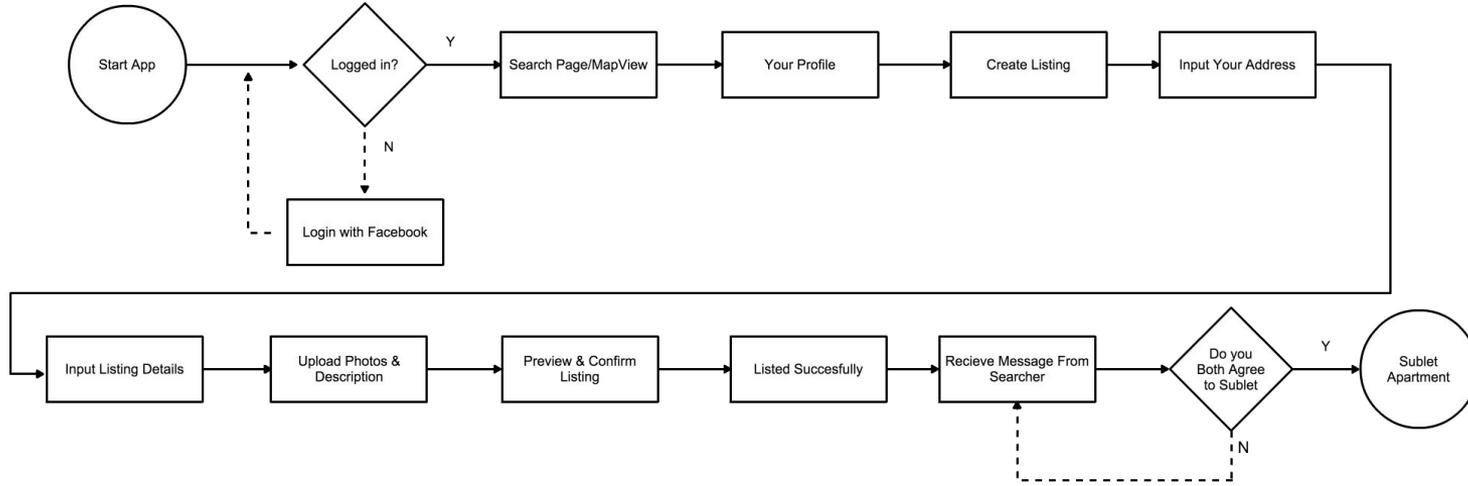Homepage

Messages
- View Messages
- Write Message

Search
- Map View
- List View
- Filters
- Search Result Listings
- Listing Details
  - View Property Lister Profile
  - Message The Lister

Your Profile
- View Profile
- Your Listings
  - Add Your Listing
  - View Your Listing
    - Edit Your Listing
    - Delete Your Listing
- Connected Accounts
- Logout

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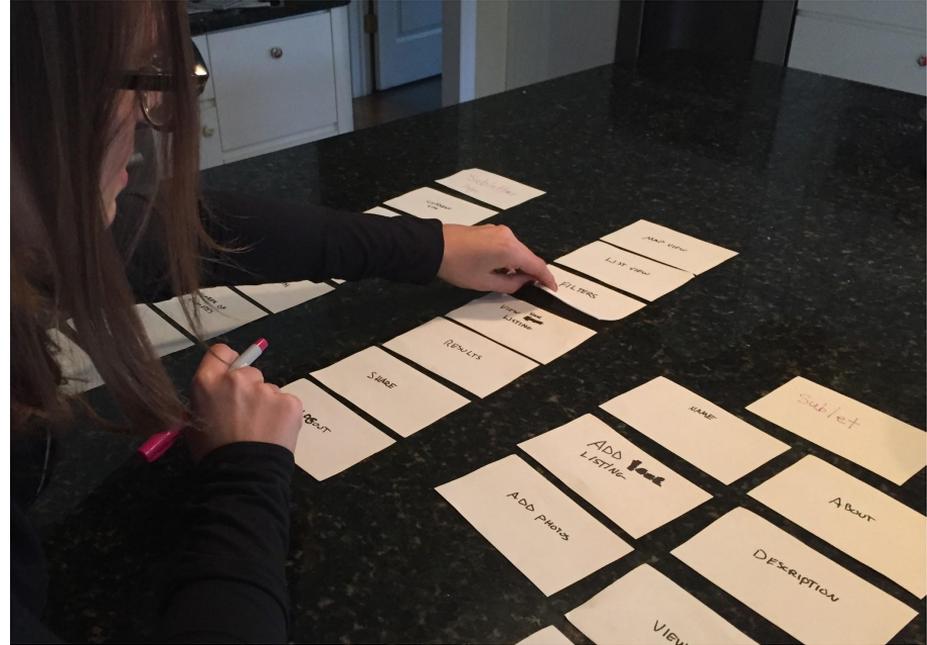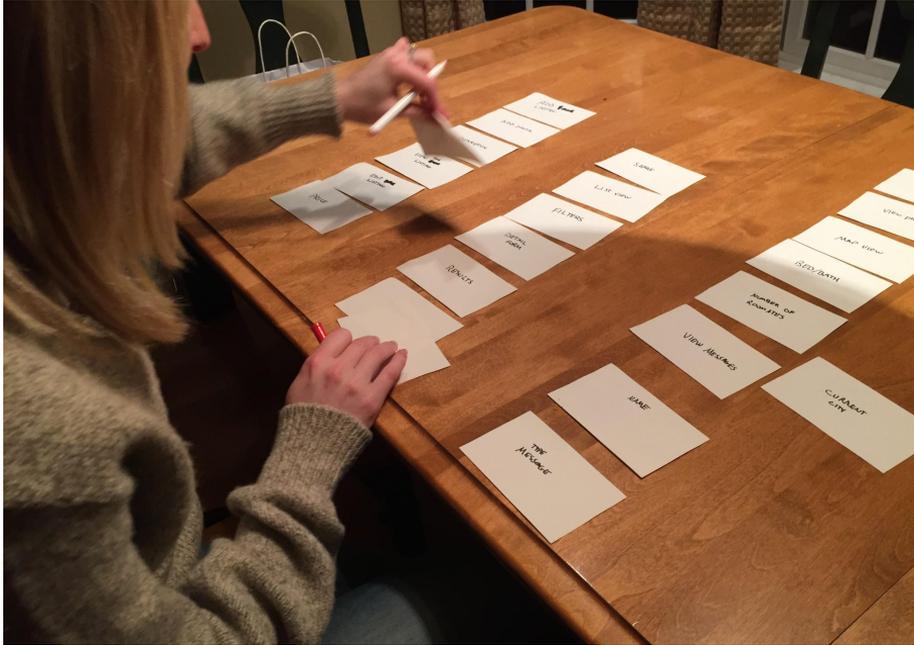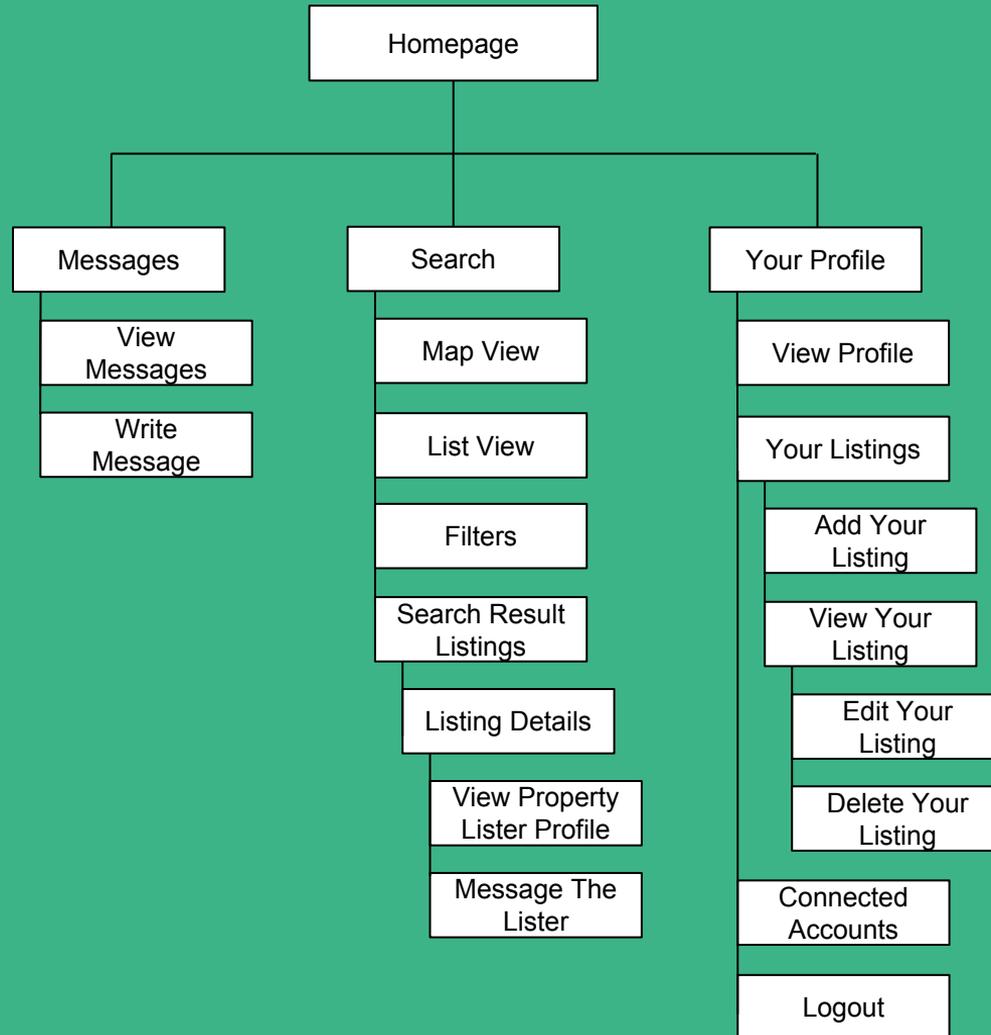
User Flows

Searcher User Flow

Start App → Logged in? —Y→ Search Page/MapView → Fill in Search Box → Search Results Page → Do You Like Your Results? —Y→

Logged in? —N→ Login with Facebook

Do You Like Your Results? —N→ Edit Search Filters

Select Search Result → Listing Detail Page → Interested in Listing? —Y→ Message Lister → Do you Both Agree to Sublet —Y→ Sublet Apartment

Legend:
- ◇ Question
- ○ Start/End Point
- ▭ User Action
- —— Happy Path
- ······ Not So Happy Path

Lister User Flow

Start App → Logged in? →(Y) Search Page/MapView → Your Profile → Create Listing → Input Your Address

Logged in? →(N) Login with Facebook

Input Listing Details → Upload Photos & Description → Preview & Confirm Listing → Listed Succesfully → Recieve Message From Searcher → Do you Both Agree to Sublet →(Y) Sublet Apartment

Do you Both Agree to Sublet →(N) Recieve Message From Searcher

Legend:
- ◇ Question
- ◯ Start/End Point
- ▭ User Action
- —— Happy Path
- ·········· Not So Happy Path

Paper Prototype
& User Testing

Iteration 1
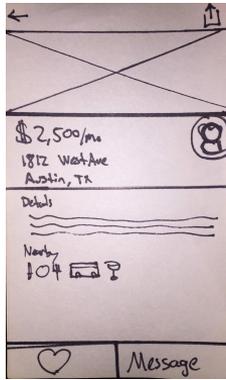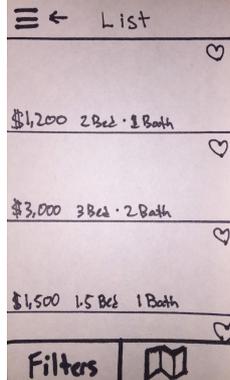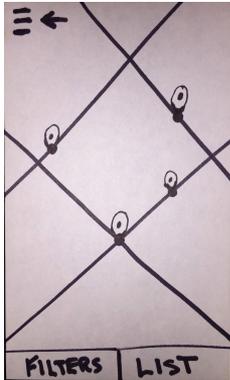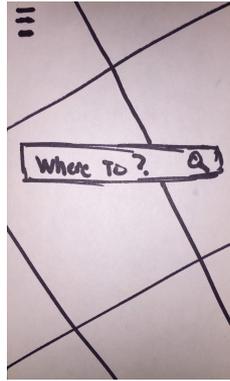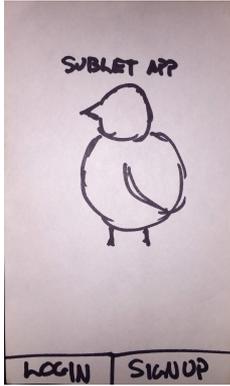
Findings

- Cut down the features of the app.

- Difficulty with navigational layout

- Too many steps to complete one task
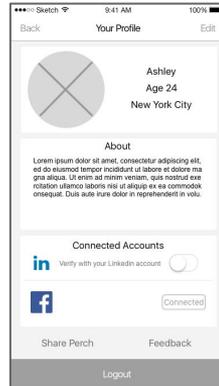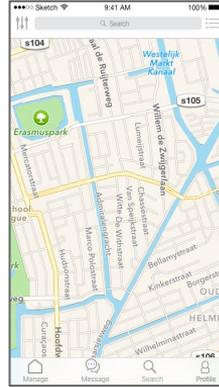
Iteration 2
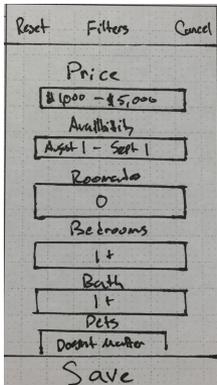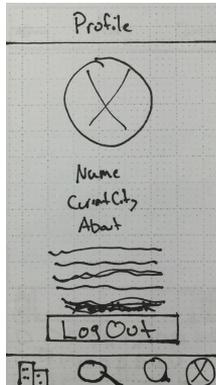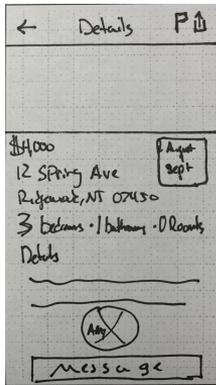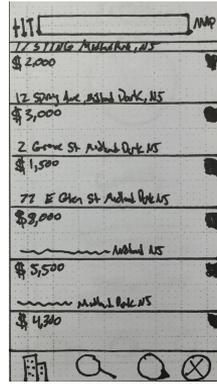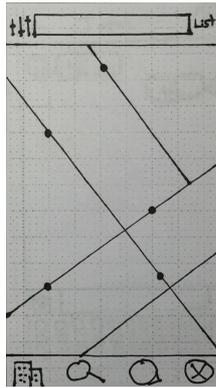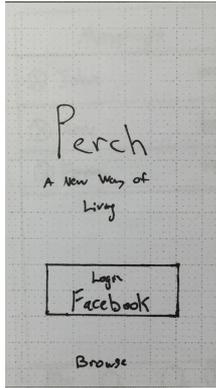
Findings

- Redesigning the navigation resulted in an easier interaction with the user.

- Grouping search inputs to one area

- Removing an unneeded section
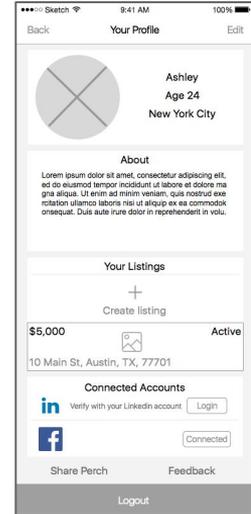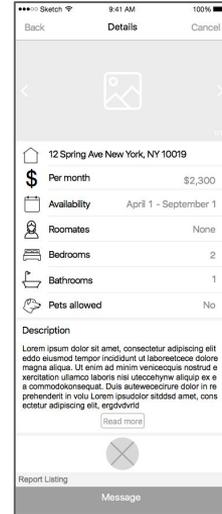
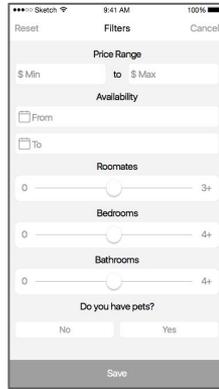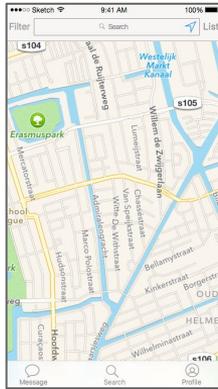# Wireframes & User Testing

Iteration 1
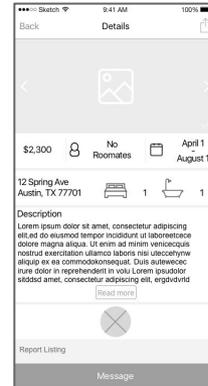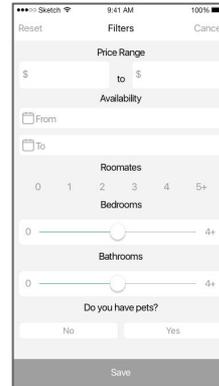
Findings

- Usability tested on 6 people ranging from 21–55 years of age.

- Users were lost about their location on the map.

- Confusion as to which page they were on.
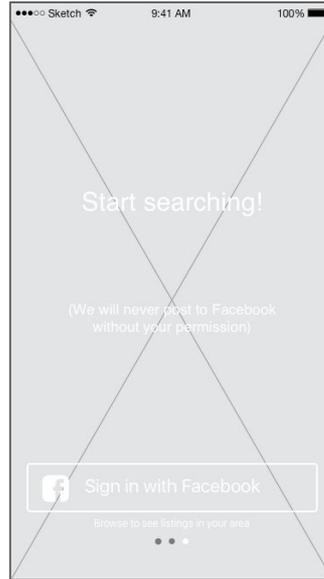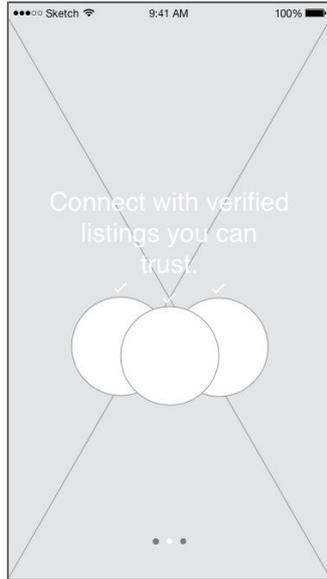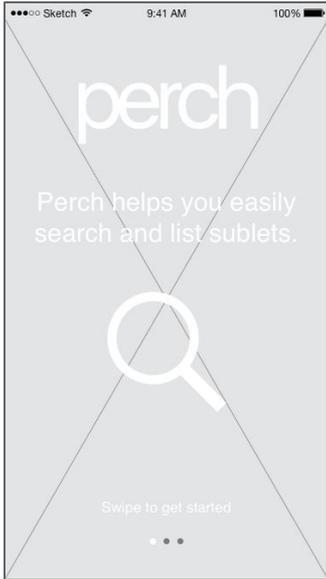
- Trouble completing task analysis.

User Testing

Iteration 2

Findings

- Overall easier and improved experience using the app.
- Highlighting active screen for clearer user navigation.
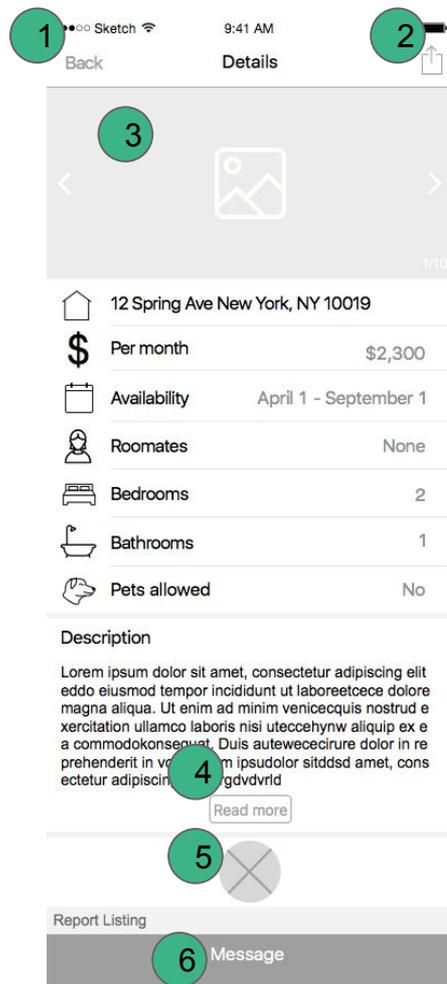- Removal of an entire screen

Onboarding

- Tested well

- Users understood the message

- Simplified and quick onboarding process

Annotations

Listing Details Screen

●●○○ Sketch 📶 9:41 AM

Back **Details**

1/10

12 Spring Ave New York, NY 10019

$ Per month $2,300

Availability April 1 - September 1

Roomates None

Bedrooms 2

Bathrooms 1

Pets allowed No

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit eddo eiusmod tempor incididunt ut laboreetcece dolore magna aliqua. Ut enim ad minim venicecquis nostrud e xercitation ullamco laboris nisi uteccehynw aliquip ex e a commodokonsequat. Duis autewececirure dolor in re prehenderit in voletum ipsudolor sitddsd amet, cons ectetur adipiscin yhygdvdvrld

Read more

Report Listing

Message

1. Brings the user back to the search results screen. sliding in from the left side of the screen.

2. Allows the user to share the listing with friends. The share modal will slide in from the bottom of the screen with sharing options. See share modal on slide 13.

3. Users can swipe left or right between photos, if clicked it will expand showing photos at a larger scale with a black background. To exit the large photo view, users can click the black background or the 'X' button. See large scale photo screen on slide 13

4. Expands the description field, allowing more information to be read. Once expanded the user has the option to collapse it, see screen on slide 13.

5. Brings users to the lister's profile viewing more information. The profile will slide in from the right side of the screen.

6. Initiates private messaging between the searcher and lister. The message screen will sliding in from the right side of the screen.
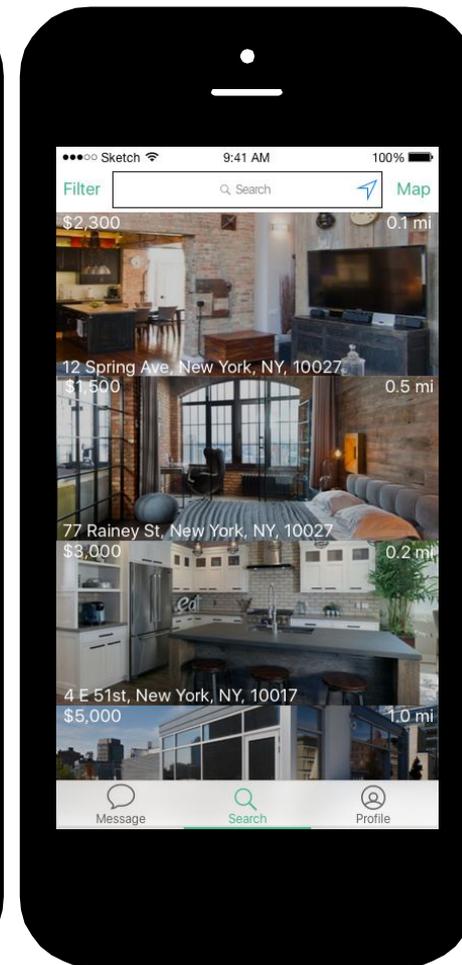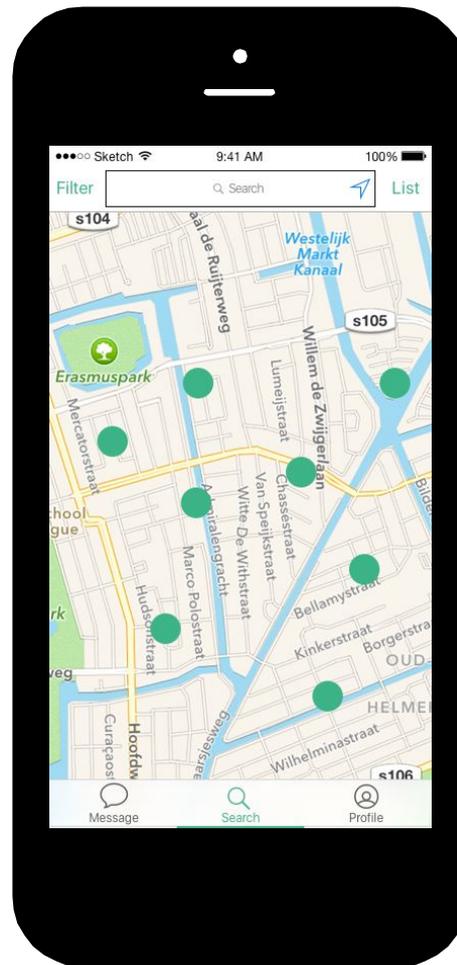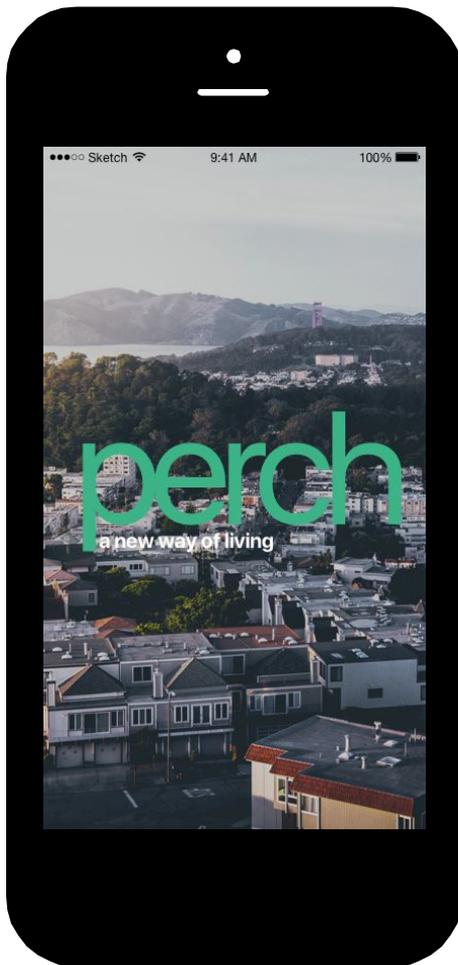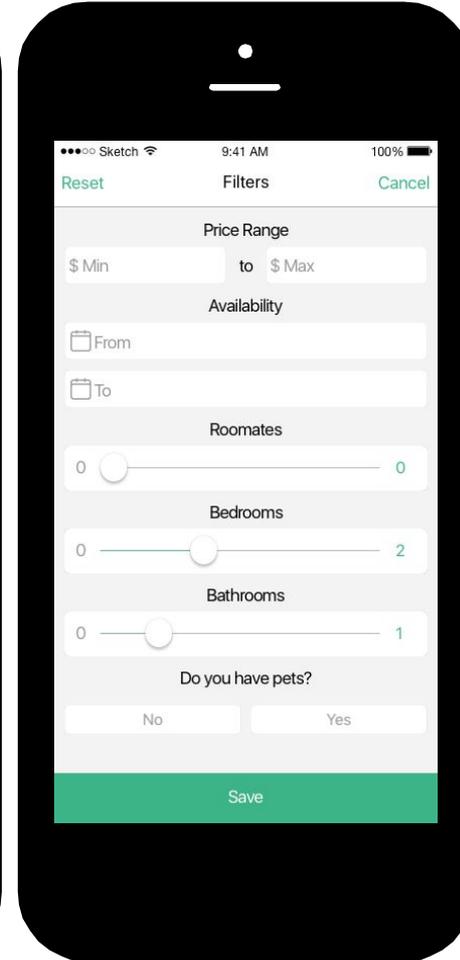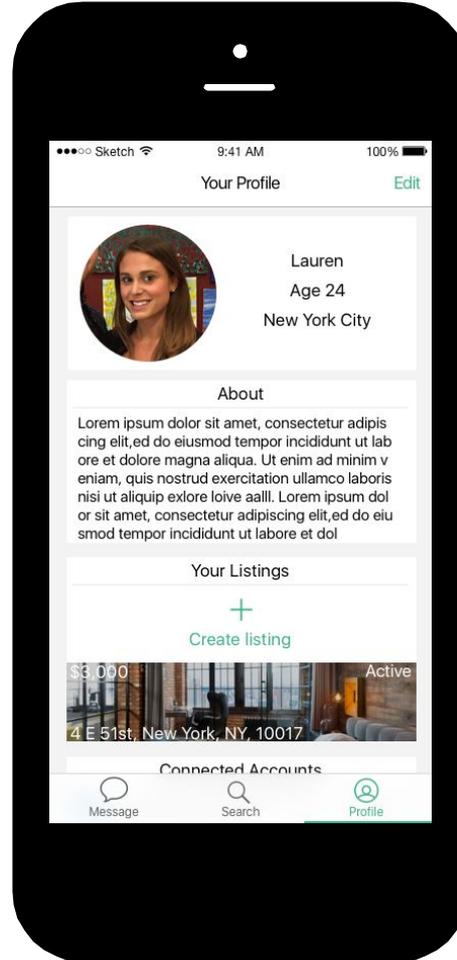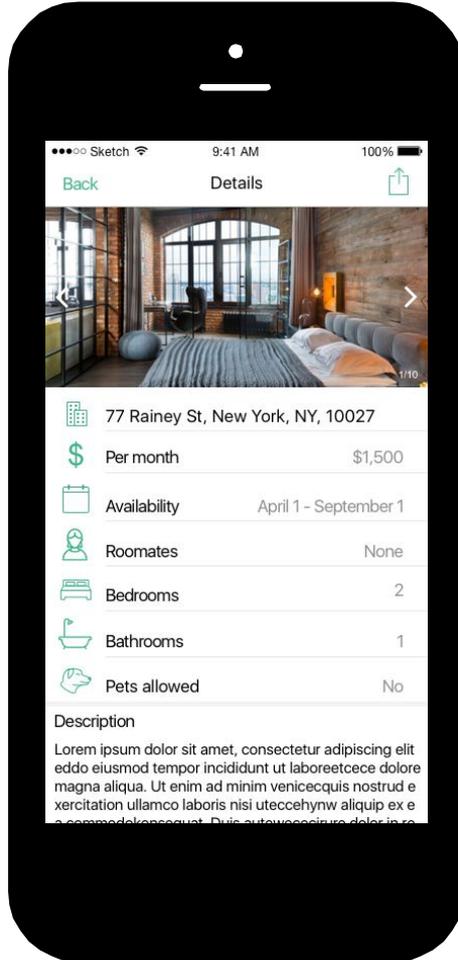
Visual Design
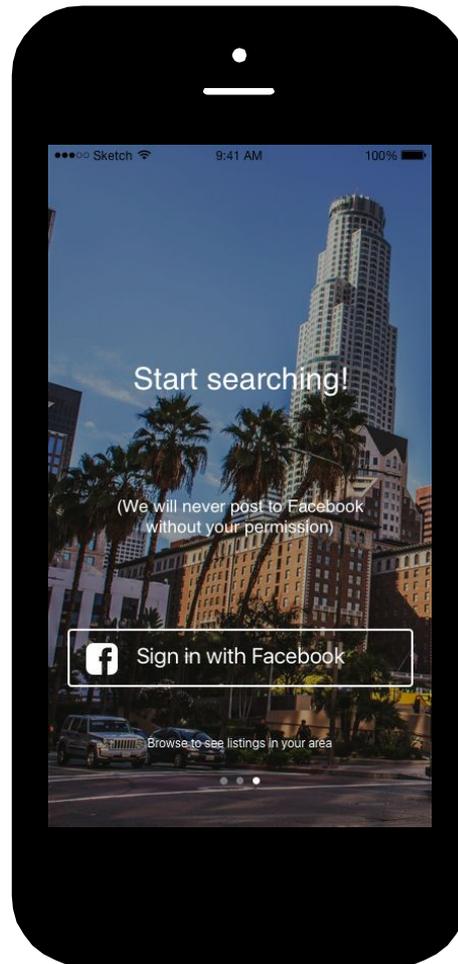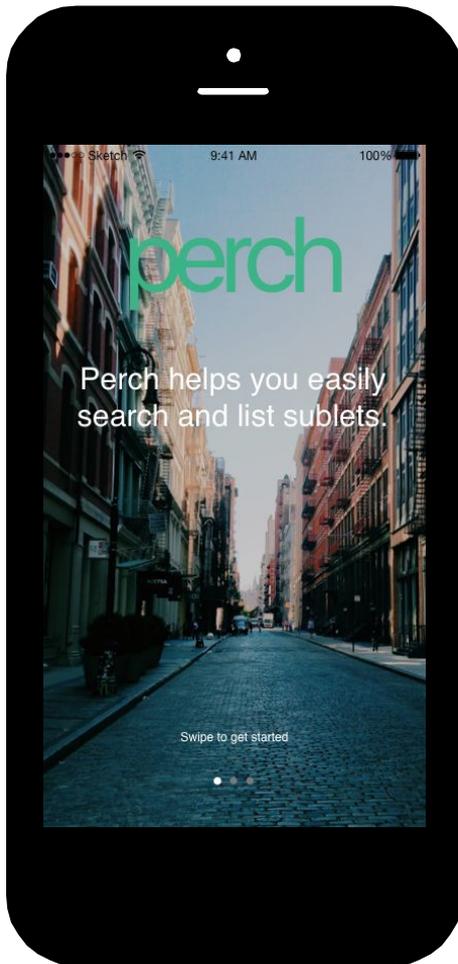
Visual Design

perch

Visual Design
perch

What I learned

Next Steps

First

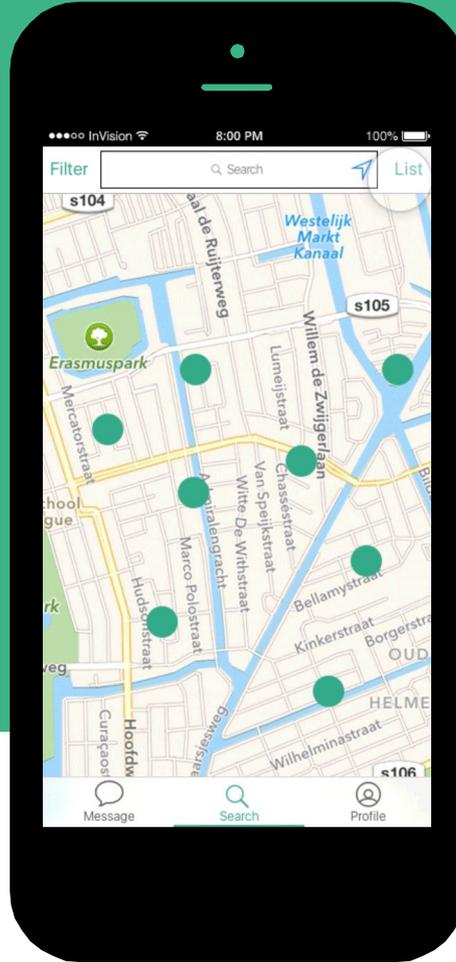Connected with an iOS developer, planning to launch the app Spring 2016.

Next

Add new features like video chat, profile/neighborhood rating, nearby tags in search.

Later

Continue user testing the app and implement new features, repeat.

Final Prototype

The final perch prototype is accessible at the following link:

https://invis.io/JB5QH6EH7

Thanks!!

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