

Needfinding - Moving

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Honing in on topic

- Moving?
- Home buying?
- Apartment rental?

All key stages of a person's life and often significant investments.

David Serpa

- Top Realtor in the Inland Empire area
- Worked with hundreds of families
- Expert on home buying and selling.

Alison Valentine

- Didn't do the house-search herself, parents did all searching, bought house and are renting.
- Stereotypical overscheduled Stanford Student
- Recently began renting a house in Menlo Park to live in while taking classes here.
- Sharing house with other college-aged roommates.
- Very recently went through the huge ordeal of relocating.

Matt Chiswell

- Recent college graduate and former UK resident
- Currently living at home, but will soon have to move out
- Wants to begin apartment-hunting, but can't until he knows where he will be relocated in the winter

Takeaways-David

- Buyers come in with unrealistic expectations
- Online tools for home buying unreliable and inaccurate
- Most buyers are in the market due to their family situation
- Biggest issue for home buyers is “lack of transparency”
- Buyers have to coordinate with up to five different agents to finalize purchase

Takeaways - Alison

- Moving into a first house is an incredibly exciting if somewhat nerve-racking experience.
- Moving takes a LONG time and a lot of work, especially if new furniture needs to be bought.
- If renovations necessary, can take months if not years to get proper permits/materials, even for only a few weeks of work.

Takeaways-Matt

- Nervous to leave parents' home.
- Previous moves have been tied to parents or organized by a university, so did not affect him.
- Unfamiliar with the moving process, and worried about having the added pressure of a time-constraint.
- Finding a place to live is often much more stressful than moving in

Empathy Map

<u>SAY</u>	<u>Think</u>
<ul style="list-style-type: none">Homebuyers come in with unrealistic expectationsCollege students often find housing through word of mouthPost-mortgage crying people distrustful of realtors	<ul style="list-style-type: none">Homebuyers can be naive in their expectations"Is it worth the trouble?"dependent of circumstanceUpon reality check open to compromiseFirst time buyers might be willing to overbake
<ul style="list-style-type: none">Use Zillow to get infoHave to talk to agent, loan agent, credit agency, a contractor, inspectorFirst time buyers will backout to save for "down"Sellers keep their "cards" closeSites like Zillow, don't verify, its user-submittedDrawn-out process - auctions, remodeling etc - multiple visits	<ul style="list-style-type: none">Biggest issue lack of transparencycan be dauntingprice/excitement about First Time Home"Bait and switch" might be more annoying than effectiveCriteria that may prevent relocating<ul style="list-style-type: none">- not finding "dream home"- neighborhood/school district- broadband availability- not being to move <p><u>tree</u></p>

Analysis

- Pride/excitement about first home purchase.
- Relocating unnecessarily stressful/complicated?
- Lack of transparency – nature of business?
- Drawn out process.
- Modern web tools not trustworthy. Word of mouth/open houses/ads most successful.