

# HouseMates

Connecting home seekers to help seekers

# Value Proposition, Problem/Solution Overview

## **Problem:**

Many mobility-limited people need help from others, but don't want to feel like a burden.



## **Solution:**

Enable mobility-limited users to offer free housing in return for reliable help.



## **Value Proposition:**

A platform to connect “home seekers” to “help seekers.”



# Three Tasks

**Simple:** Tom searches for a housing opportunity.



**Moderate:** Tom and Ernest meet (in person) to go over expectations of each other and sign a contract to formalize their agreement.

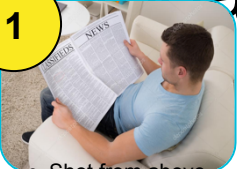


**Complex:** Tom compares 3 different housing opportunities and weighs the pros/cons of each situation.



# Video Planning

## Storyboard



- Shot from above a man's shoulder
- Sitting, **browsing the real estate newspaper**
- Expensive prices



- Man turns over his shoulder and slightly upward to face camera
- Looks sad, unsure what to do



- Takes out phone, looks happy
- Camera shows he is **swiping between different profiles**



- Elderly person looks tired, unhappy
- Camera pans over to laundry nearby



- Elderly person slowly stands up
- Walks to laundry
- Picks it up
- Moves laundry a few ft., struggling

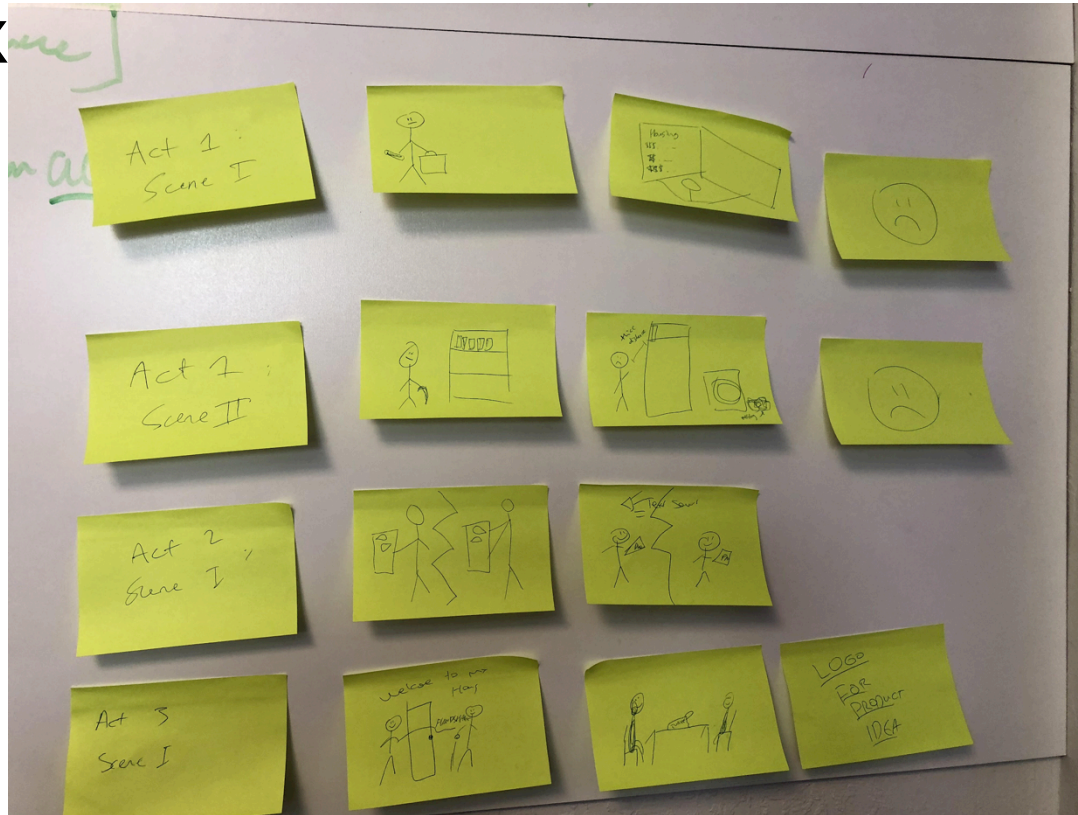


- Camera directly across elderly person, sitting
- Pulls out smartphone, looks happy



- Elderly person and man approach each other
- Both smile at each other
- **Shake hands**
- Both turn to face camera
- *"My House" by Flo Rida plays*

# Appendix



*Our original storyboard*