



**Feeling
@Home**

Our Team



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Vrinda Vasavada



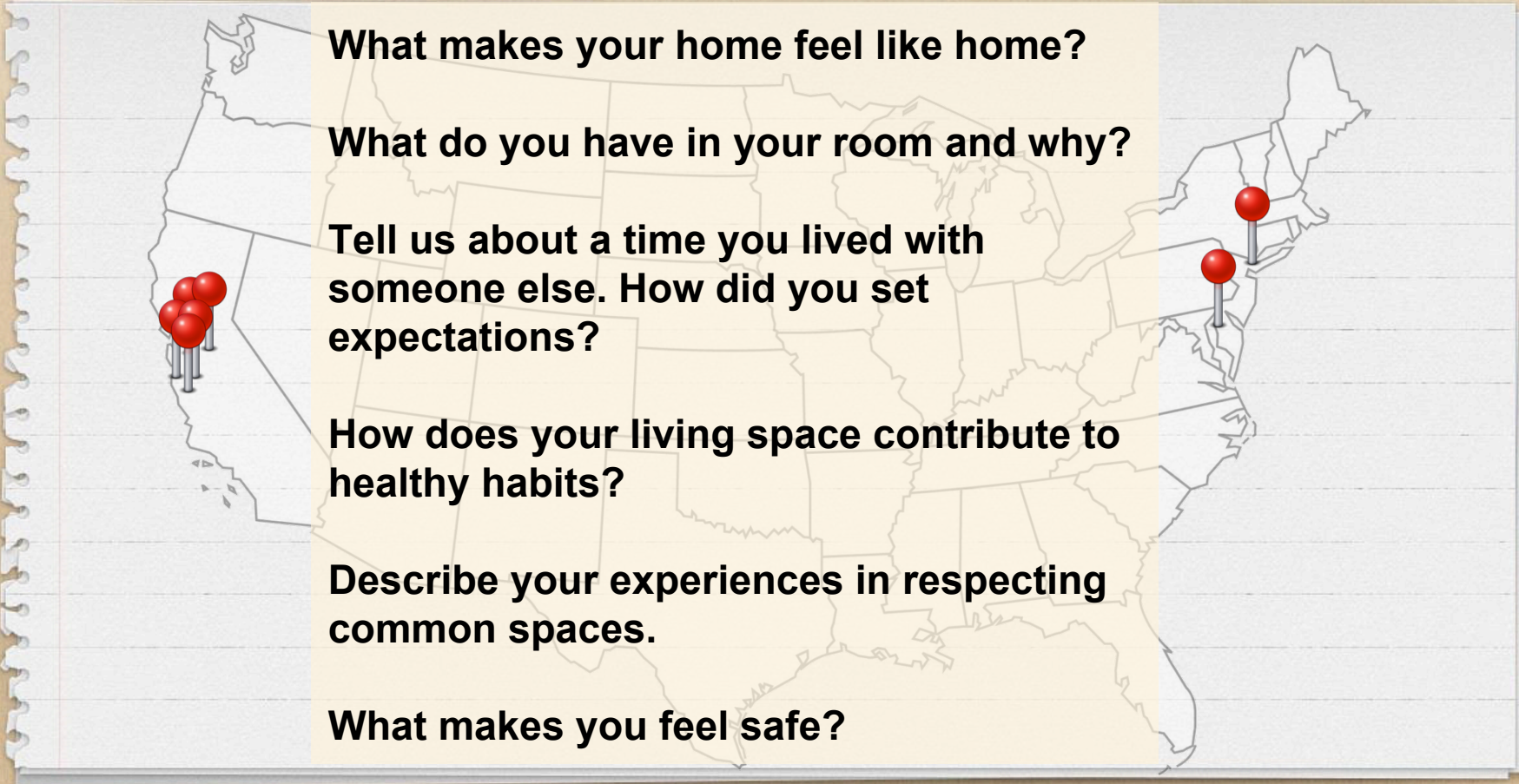
Anjini Karthik



Ellen Roper



**Needfinding
Methodology**



What makes your home feel like home?

What do you have in your room and why?

Tell us about a time you lived with someone else. How did you set expectations?

How does your living space contribute to healthy habits?

Describe your experiences in respecting common spaces.

What makes you feel safe?

Mark

Synergy

- ✗ Senior in college
- ✗ House Manager
- ✗ Lived in a dorm
freshman year





“I choose to live here because **labor is important to me**, and the fact that it is **done by a person that is connected to me in a real way** is important.

Living in a dorm was a strange experience for me... You never see [the cleaning staff] and they're totally separated - it's a distinction that the **work and labor is culturally unvalued**”

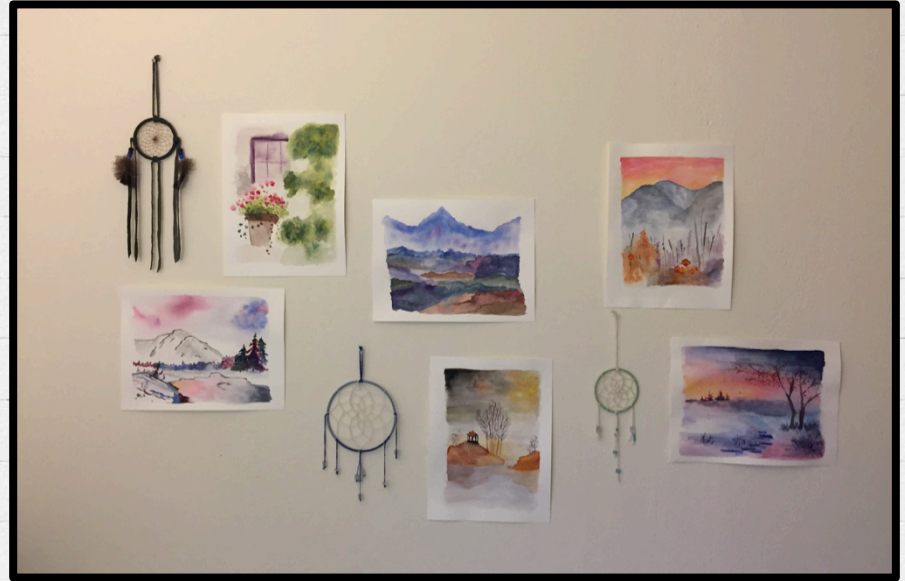


Julia

UC Berkeley

- ✗ Junior in college
- ✗ Loves to cook and paint
- ✗ Lives in a shared apartment

“Being able to **have a say** in what happens in the space: who is in **my space** specifically and **the general space** as well”



Luda

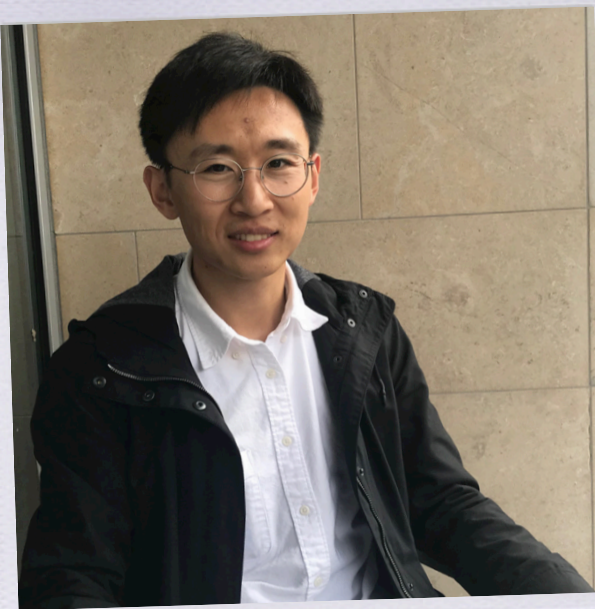
San Francisco

- ✗ 20-something working at AirBnB
- ✗ Never wants to buy a home
- ✗ Prefers sharing to having his own space



*“When you share a house
with people, you are
inevitably **sharing a slice
of life** with them”*





Michael

Palo Alto

- ✗ 20-something working at Amazon
- ✗ Interested in smart devices and interior decor
- ✗ Lives in a townhouse

*“In decorating, I feel the need to **educate myself** first, but it’s hard to **match what I envision**”*





Empathy Map

Empathy Map



Say

“When you share a house with people, you are inevitably **sharing a slice of life** with them”

“If it gets too dirty, somebody will start cleaning and then everybody else will be like ‘ooh good idea’ and **start pitching in**”

“When I moved in as a freshman, that was the **first time** I decorated my room in a very **intentional way**”

“The things that I put up are **associated with an experience**; They remind me of a place that I went to, or like a time in my life, or a friend. Things that **have a story**”

“I really want to **open up** my place to the **community** where I am going to be staying in”

“In decorating, I feel the need to **educate** myself, but it’s **hard to match what I envision**”

“Home means being able to **veg out** for a couple hours and **not feel like someone is judging me**”

“**Space** is something that really matters to me”

“To be honest, I actually **preferred the double**, because I felt like I was hanging out with my friends more”

Empathy Map



Do

Spoke passionately about **lack of responsibility** regarding cleanliness and common spaces in a shared home

When asked about their room, first thought was of the **decorations**, then the furniture / layout

Needed prodding to share, a little **uncomfortable sharing roommate conflict stories**

Showed us the art in his living space, giving an **explanation and origin story** of each piece

Laughed in an embarrassed way when talking about getting along with roommates

Slightly sheepish in accepting that he **doesn't know much about artists**

Empathy Map



Think

A place does not feel like home if other people do all the labor; it is important that **your actions have consequences**

The **responsibility/ownership** of keeping the room clean creates a **feeling of homeliness**

The **norm within a community** or perception by a peer can greatly influence behavior

Realizing and **matching your vision** is really hard

Moving around a lot means it's **not worthwhile to decorate**

I d e n t i t y i s improvisational, and a home supports such experimentation.

What I think of as important things to pay attention to while living with other people are all **common sense**
Decorating takes a lot of **time and effort**

Careful research is important when choosing home decors

Empathy Map



Feel

Comfortable when describing familiar objects or decorations

Anxiety when thinking about home decor

Discomfort when needing to talk to or convince someone to **resolve issues in shared spaces**

Hesitant to establish expectations towards roommates when starting to share living space

Desire to **feel connected to artist** and **understand their work** before displaying in house

Home is **free expression** and the ability to **experiment** with new identities

Surprise in realizing that living preferences may not be "**common sense**"

Satisfied if can have **freedom in making decisions** about home decoration



Insights and Needs

Insight #1

People have a lot of difficulty setting clear expectations around shared living spaces because of fear of damaging relationships and because it is “common sense”

Need

A method of establishing and upholding norms in a communal or shared living space

Insight #2

The perception of peers is one of the most important influences on behavior in a shared space

Need

A way to harness the power of social facilitation to promote healthy living habits

Insight #3

Decorations portray both true and aspirational identity

Need

A stress-free way to reflect one's individuality and style within the home

Insight #4

College is often the first time living with a stranger and thinking intentionally about one's space and decorations

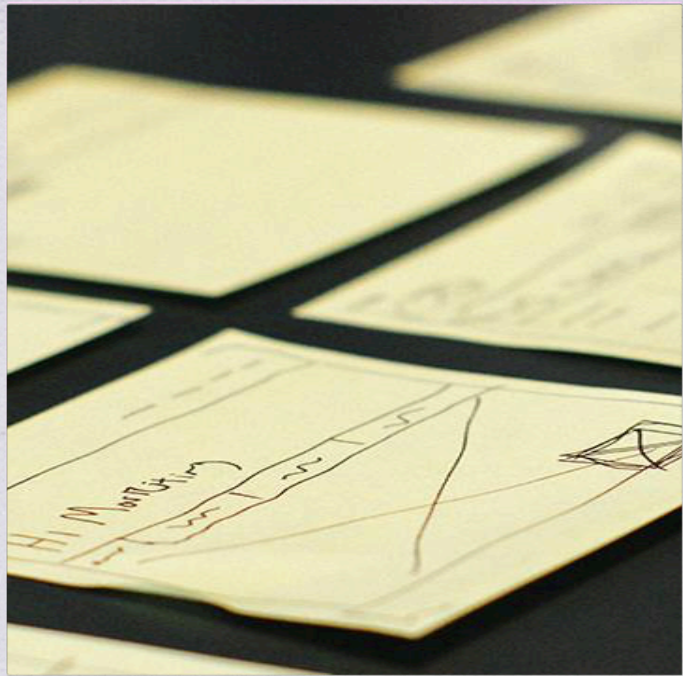
Need

To identify and understand their living preferences before they share a living space with someone else

Summary

People need...

- A means to better understand and articulate their living preferences
- A medium for open conversations about expectations in a shared space
- A system for maintaining healthy habits, both individually and communally, in a living space
- An accessible way to reflect their individuality in the home



Thank you!