



## Alex

*Renting an apartment in San Francisco is a contact sport!*

### Demographics:

Male, 25–45 years old

Moved to the Bay Area from another large city 1–3 years ago for work

Uses his iPhone or laptop for research or to use apps on the go

### Context:

On a mobile phone, anywhere around the city. Will use the app in situations where he needs immediate information about how to navigate a situation that's specific for his new environment, or how to get around on transit.

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### Goals:

- To learn more about the diverse neighborhoods in the City
- To find out about proximity to natural beauty
- To find out what's walkable
- To find an apartment that's in a decent area, and takes pets
- Wants to generally know what to expect from his new City environment

### Priorities:

- Ease of use
  - Speed of use
  - Relevancy of information
  - What's walkable
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### Pain Points:

Cost of living is a big one, as well as what various neighborhoods are like. He has trouble knowing which neighborhoods are good, and which to avoid. He also finds it difficult to know how to navigate transit, the plethora of crazy people, and busy streets. It's been difficult for him to get used to the tiny apartments, cost of living, and general noise and norms of the City.

### Scenario #1:

Needs to know what the various neighborhoods are like. Would like to have a neighborhood guide that tells more than just where to eat, and what shops are trendy. He wants to know neighborhood boundaries, norms, and what to expect.

### Scenario #2:

Though he prefers to walk everywhere, he sometimes needs to drive and finds parking difficult because of the slopes and the parking restrictions. A guide to how to park on a hill (which way to you curb your wheels!?), and a guide to what those parking signs mean would be helpful, as well as helpful tips about when to park and where.

### Sources of Information:

Apps such as Yelp, AroundMe, Google Maps, and local sources such as SFGate, Zillo, and word of mouth have been his main sources of information.