

Asunto

YOUR APARTMENT BUILDING CONCIERGE.

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Asunto

FINNISH *asua* ("live") + *-nto*

1. A residence (place where one lives).
2. An apartment.

SPANISH *m* (plural *asuntos*)

1. Matter
2. Affair
3. Business

Hunt Statement

Asunto seeks to explore the needs people have within the context of an **apartment building**. This service would open up and streamline a **channel of communication** to facilitate management and maintenance, as well as add value and convenience to the **experience of being a resident** in that building.



Social

- Real estate seller's market smothers the power of the tenants
- Improve interactions between building management and tenants
- Helping tenants see their management is about serving them
- Increasing tenant voice while respecting their busy lives

A real-time communication channel to facilitate transparent and effective communication between building managers and tenants.

Economic

- Building managers already pay for mediocre software that does this; payment for this type of service would not be something new
- Subscription service provides monthly revenue

Technology

- Smart phones and web services are increasingly prevalent for consumers and businesses
- Improve efficiency of management-tenant interactions
- Extend the functionality of management software to directly reach tenants
- Improving transactions to be more transparent and secure
- Providing "just-in-time" information for emergency and non-emergency situations

Original Idea of Asunto

Asunto's revised goals



A COOL IDEA



A REAL NEED AND UNDER-DEVELOPED GREY AREA

What we did!

Field Research:

5 interviews *with people who live in 5 different buildings*

7 interviews/surveys *with apartment building managers*

2 surveys *(44 total responses)*

Off-field:

Readings *centered around community building in apartments*

Researched and read *many Pittsburgh apartment building websites and online reviews*

Competitive Analysis *in the property management software space; RealPage, Yardi, and other secondary competitors*

When I first moved to the city, I found my apartment in June for an August move-in, so I might believe the companies that are telling you they might have more units available in a month. Now's about the time that companies are asking current tenants if they plan to renew their leases. I used Craigslist during my apartment hunt, and also just called up some of the big companies.

Good luck!



Morgan "Everything Tastes Better With Bacon" H. says:

5/11/2010

Nearly all the management companies, especially those in the Oakland area where you are looking, are geared at college students and looking to screw them over. You're better off going with an individual landlord and trying to find a flat/apartment in a house type setup. There unfortunately aren't many other options besides Craigslist for searching...the local papers are hit or miss. It's true that the rental season is largely based around the semesters...my husband and I had a hard time searching for an apartment in March of this year.



Susan "Four Strings and an Insulin Pump" D. says:

5/12/2010

Do NOT rent from Mozart Management, F.K.A. NALCO. They were fined in a huge housing discrimination lawsuit. They are real bastards when it comes to getting money out of you. Their leases require a legal degree to read them. <http://www.apartmentra...>
<http://www.judysbook.c...>

And check out one of their leases [http://imacomputa.org/...](http://imacomputa.org/)

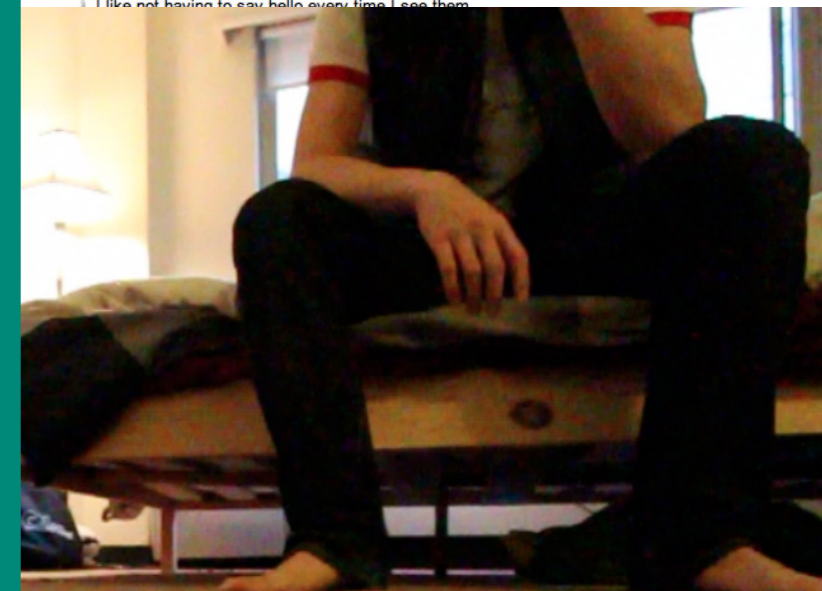


*1. How well do you know your neighbors?

- I'm not even sure what they look like.
- We say hi sometimes.
- We say hi and chat once in a while.
- We've met and I'd feel comfortable asking them for help, like a ride or a hand moving something.
- We've hung out or partied together.
- We're friends or sort of friends, like we might watch the Superbowl/a foreign film together.

*2. How well do you want know your neighbors?

- Not at all.
- I like not having to say hello every time I see them.



Interviews



Research: Management

- Management companies use software now, but its use is far from perfect
- No tenant outreach built into the software
- Tenant communication is the hardest thing for a building manager: knowing tenant's needs and being able to provide that service quickly
- Thinks a lot of people see management as an "operating background" as opposed to the normal people that they are
- **"Communication is the key thing to any business."** — Leasing Agent

Survey Results: Management

"If there were possibly a way to send notifications out via text message, I feel that would assist in effectiveness of communication with an instant notification. We do, however, send periodic newsletters which are contingent on the season and what we feel is the most important for tenants to be aware of..."

Survey Results: Management

"Reviews in almost all cases are a detriment. They clutter the Internet, do not provide REAL information, and tend to be written by people who have issues. Word of mouth, on the other hand is one of the most important ways we attract new customers."

Survey Results: Management

What is the most difficult part of managing a building?

What is cumbersome that you wish was easier?

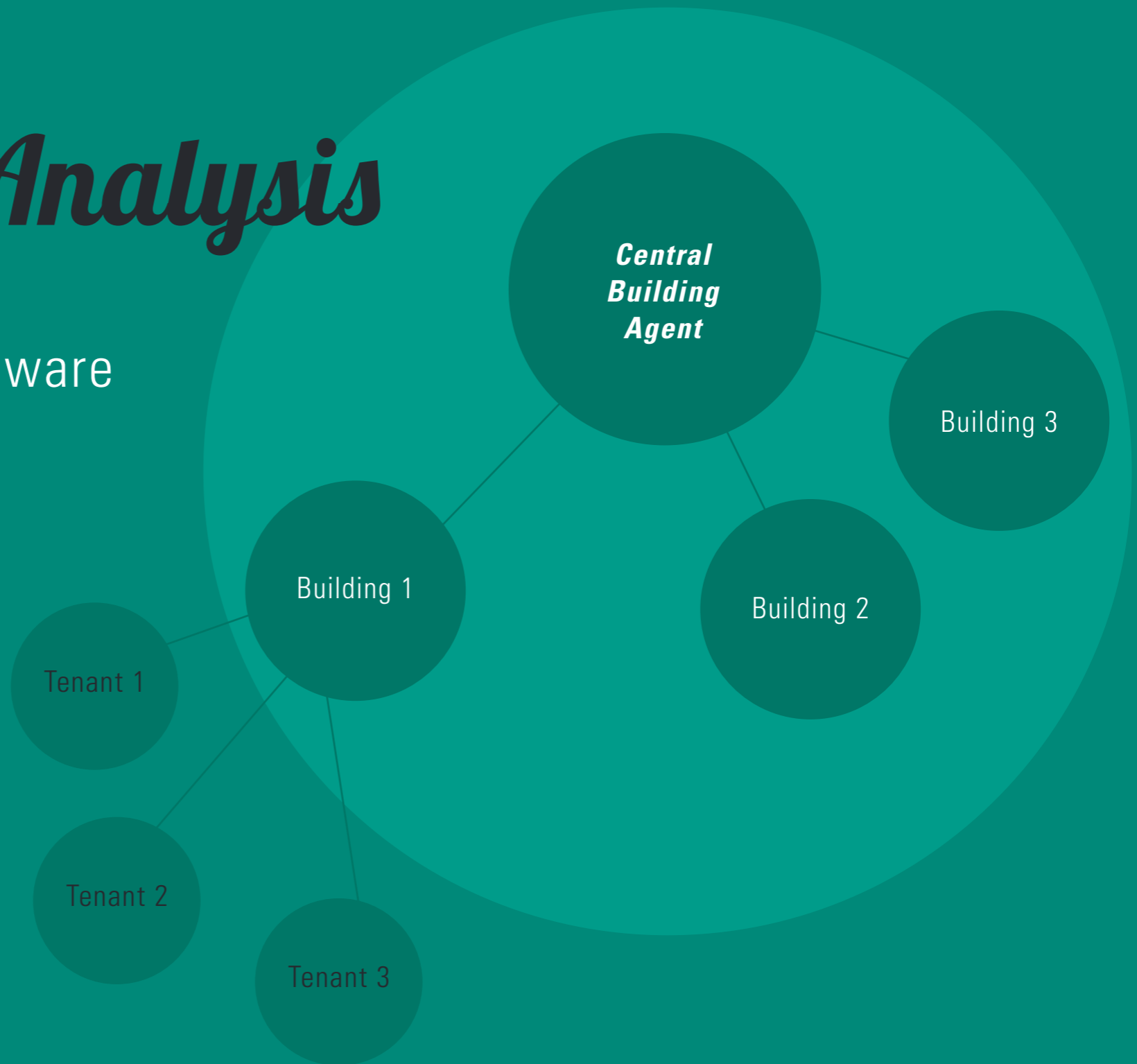
"It is difficult when residents do not take the resources that are available (ask the management re: problems, questions, concerns). It is also hard to respond to negative comments that are posted on public forums (especially when people whom live here do not complain!!!!)."

Competitive Analysis

Property Management Software

Examples: RealPage, Yardi

- Revenue management, utility billing
- High cost
- On demand software



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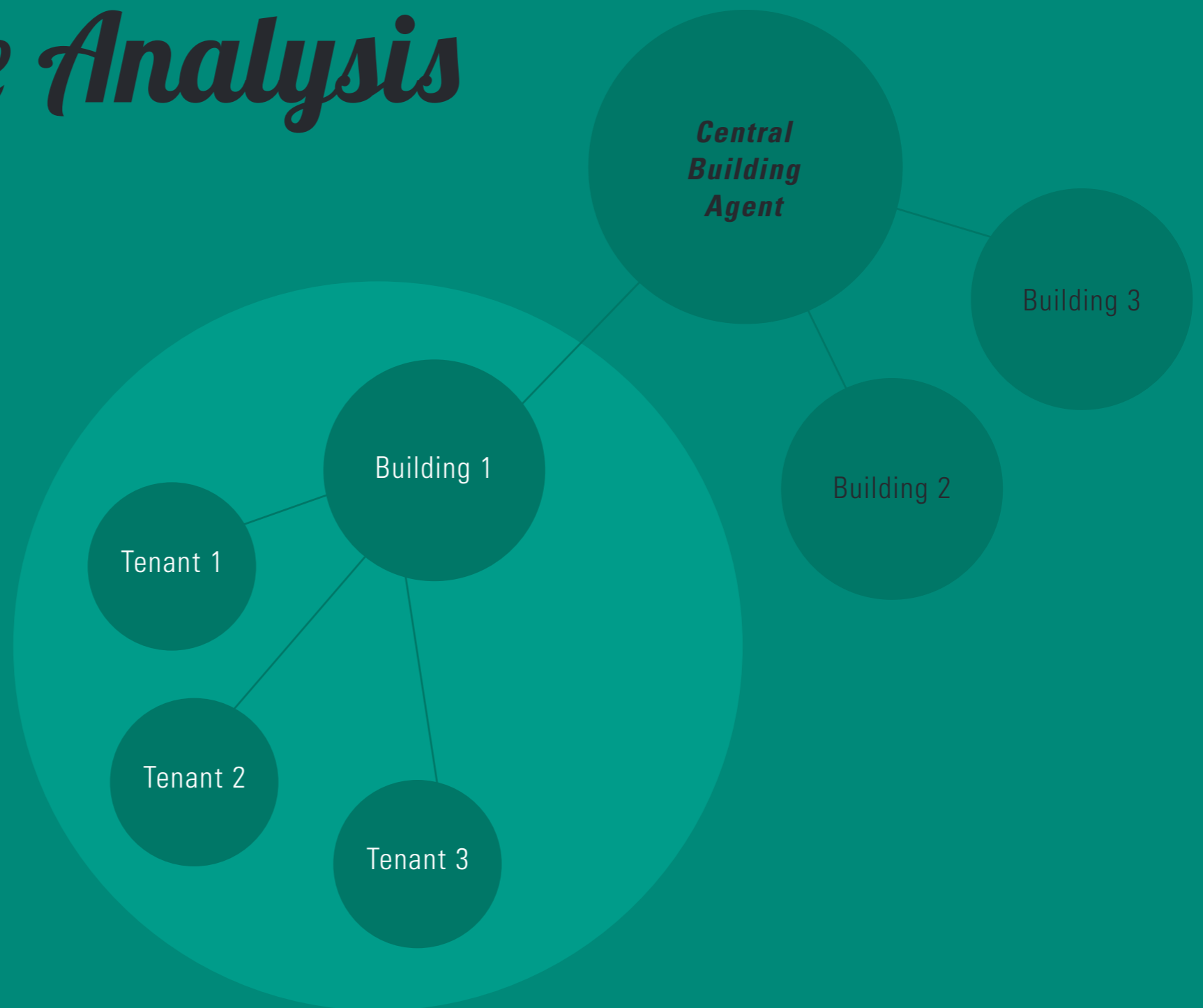


Competitive Analysis

E-payment Solutions

Example: RentPayment.com

- Online rent payment
- Utility payment



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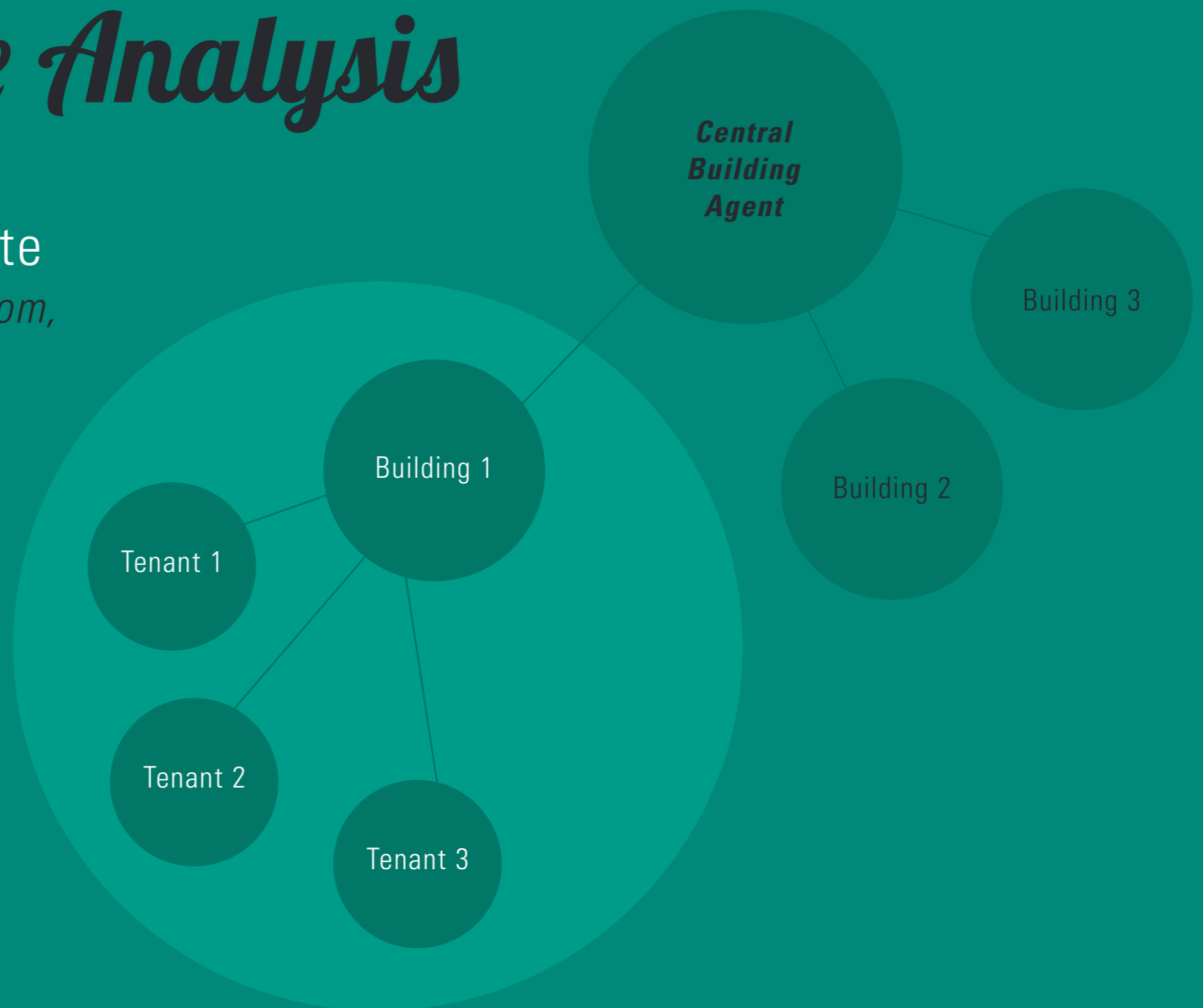


Competitive Analysis

Rating & Review Website

*Example: ApartmentRatings.com,
San Francisco ParkScan*

- Tendency to provide only negative feedback
- Standardizing ratings is better for managers and tenants, and makes everyone more proactive



Competitive Analysis

Rating & Review Website

Example: *ApartmentRatings.com*

- Tendency to provide only negative feedback

The screenshot displays a property's rating and review interface. At the top, it shows an 'AVERAGE RATING' of 2.6, with a 'RECOMMENDED BY' percentage of 35%. Below this, various categories are listed with their respective ratings: PARKING (2.3), MAINTENANCE (2.8), CONSTRUCTION (2.8), NOISE (2.8), GROUNDS (2.8), SAFETY (3.3), and OFFICE STAFF (2.5). A 'Write a Review' button is visible on the right. A banner below the ratings promotes a reward program: 'Use ApartmentSearch.com and collect up to \$200 IN REWARDS with participating properties!'. Below the banner, there are navigation tabs for 'REVIEWS', 'MAP', 'FLOORPLANS', 'SAFETY', and 'ASK A RENTER'. The 'REVIEWS' tab is active, showing a section for 'Opinions' with 26 of 26 reviews. A 'Write a review' and 'Manager Reply' link are present. A table lists the reviews, with the first one dated 12/26/2010, titled 'Responsive maintenance, but poor upkeep', with a 'NO' recommendation and a 3.0 rating. The review text reads: 'I've been here 3 years. The management is friendly, and responsive to in-apartment maintenance requests, and the maintenance staff are very good at what they do. However, the upkeep is poor, and the public areas in the building (passage ways, ... more'.

DATE & OPINION	RECOMMEND	RATING
12/26/2010 Responsive maintenance, but poor upkeep I've been here 3 years. The management is friendly, and responsive to in-apartment maintenance requests, and the maintenance staff are very good at what they do. However, the upkeep is poor, and the public areas in the building (passage ways, ... more	NO	3.0

Competitive Analysis

Rating & Review Website

Example: San Francisco ParkScan

- Standardizing ratings is better for managers and tenants, and makes everyone more proactive

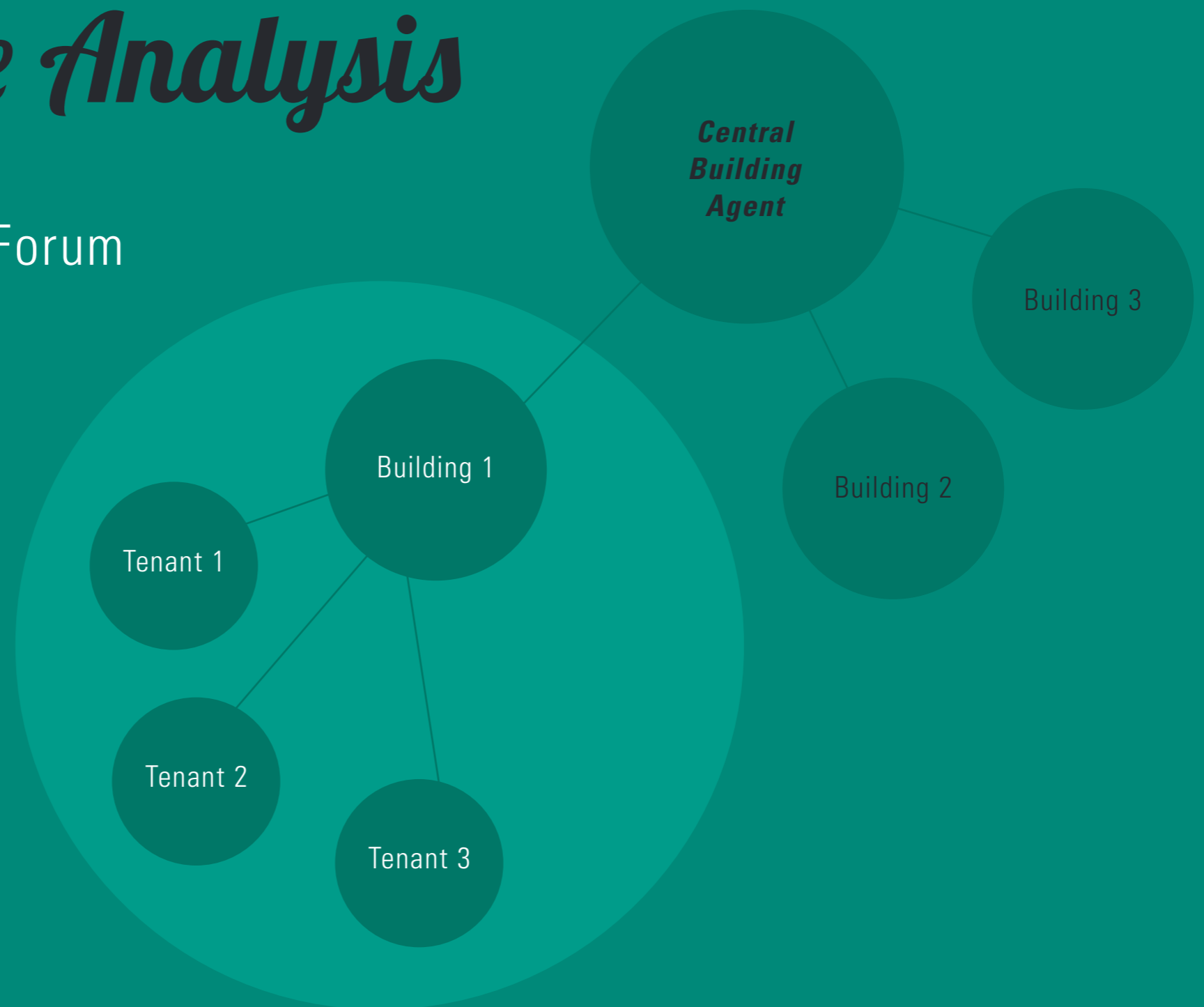
Playground	Grade	Playground	Grade	Playground	Grade
10th & Clement Mini Park	A	Glen Canyon Park	B*	Golden Gate Heights	D
24th & York Mini Park	A	Golden Gate Park (Fulton)	B	Herz Playground	D
Alamo Square	A	Golden Gate Park (Lincoln)	B	India Basin Shoreline Park	D
Alta Plaza Park	A	Huntington Park	B	Juri Commons	D
Aptos Playground	A	Hyde & Turk Mini Park	B	Laurel Hill Playground	D
Bay View Playground	A	James Rolph Playground	B	Miraloma Playground	D
Crocker Amazon (Geneva)	A	Jose Coronado Playground	B	Panhandle Playground	D
Eureka Valley Playground	A	Joseph Lee Rec Center	B	Sunset Playground	D*
Franklin Square	A	Julius Kahn Playground	B	Washington Square	D
Garfield Square	A	Kimbell Playground	B*	West Sunset Playground	D*
Golden Gate Park (Koret)	A	Koshland Park	B	Youngblood Coleman Playground	D
Hamilton Rec Center	A	Louis Sutter Playground	B	Chinese Rec Center	F*
Hayward Playground	A	McKinley Square	B	Crocker Amazon (Italy)	F
Helen Willis Playground	A	Palega Playground	B*	Dolores Park	F*
Holly Park Playground	A	Palou & Phelps Park	B	Selby & Palou Mini-Park	F
J.P. Murphy Playground	A	Parkside Square	B		
Jackson Playground	A	Randolph Bright Mini Park	B		
Junipero Serra Playground	A	Rolph Nicol Park	B	Closed for Renovation in 3/2010	
Kelloch Velasco Park	A	SOMA Rec Center	B	Lincoln Park	-
Kid Power Park	A	States Street Playground	B	Cayuga Playground	-
Lesing-Sears Mini Park	A	Tenderloin Rec Center	B	Hayes Valley Playground	-
Little Hollywood Park	A	Visitacion Valley Playground	B	Presidio Heights Playground	-
McCooch Square	A*	Walter Haas Playground	B		
Michaelangelo Playground	A	Washington & Hyde Mini Park	B		
Midtown Terrace Playground	A	Alloto Performing Arts Piazza (N)	C	Cement Slides Only	
Minnie & Lovie Ward	A	Bernal Heights Rec Center	C	Seward Mini Park	-
Mission Playground	A*	Boeddeker Park	C*	Hilltop Park	-
Moscone Rec Center (West)	A	Brooks Park	C		
Noe Valley Courts	A	Buchanan St. Mall (Fulton)	C		
Parque de los Niños Unidos	A	Buchanan St. Mall (S of Turk)	C	Playgrounds Removed	
Patricia's Green	A	Buena Vista Park	C	McLaren Park (Gambler)	-

Competitive Analysis

Apartment Community Forum

Example: *10ants.com*

- Solely web-based
- Fewer social interactions



Competitive Analysis

Apartment Community Forum

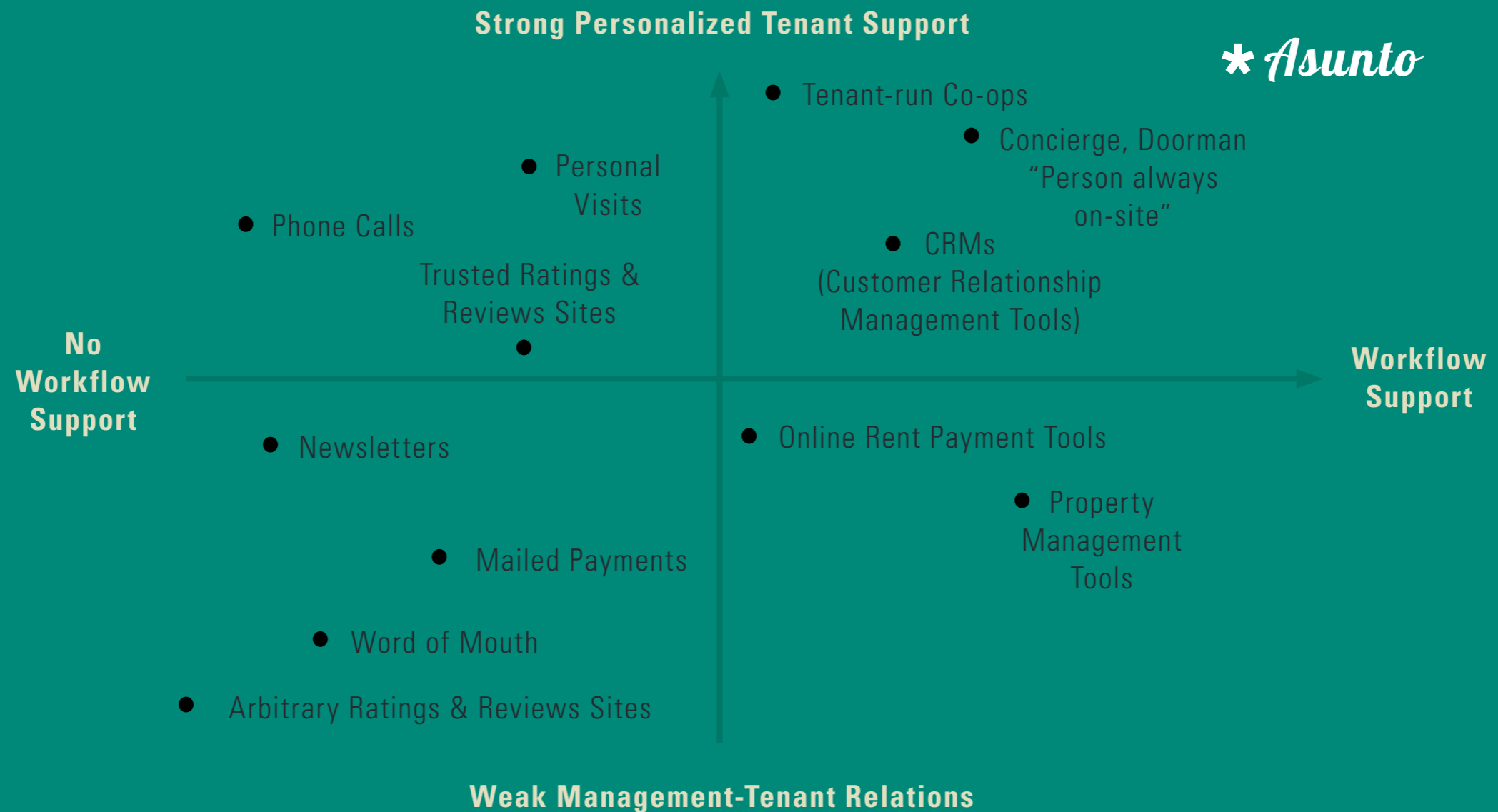
Example: *10ants.com*

- Solely web-based
- Fewer social interactions

The screenshot shows the 'Forums' section of the 10ants.com website. At the top, there is a navigation menu with links for HOME, BULLETIN BOARDS, EVENTS, GROUPS, FORUMS (highlighted), FOR RENT, and OUTREACH. Below the navigation, there is a 'Home' link and a 'Forums' heading. A 'Login to post new content in the forum.' prompt is visible. A table lists forum topics with columns for Forum, Topics, Posts, and Last post. The topics listed are Maintenance and Repairs, Tenant Rights, Management and Staff, and Rental Rates and Renewals: Let's talk Turkey!. The 'Rental Rates and Renewals' topic has 2 topics and 3 posts, with the last post by Ethan Renniks 1 week and 23 hours ago.

Forum	Topics	Posts	Last post
Maintenance and Repairs Getting repairs done quickly and properly. Things that work.	0	0	n/a
Tenant Rights Discussions and topics on tenant rights.	0	0	n/a
Management and Staff Good management or bad? What's the difference?	0	0	n/a
Rental Rates and Renewals: Let's talk Turkey! The better prepared the better we can move forward fairly. We have a right to negotiate market rates.	2	3	1 week 23 hours ago by Ethan Renniks

Territory Matrix

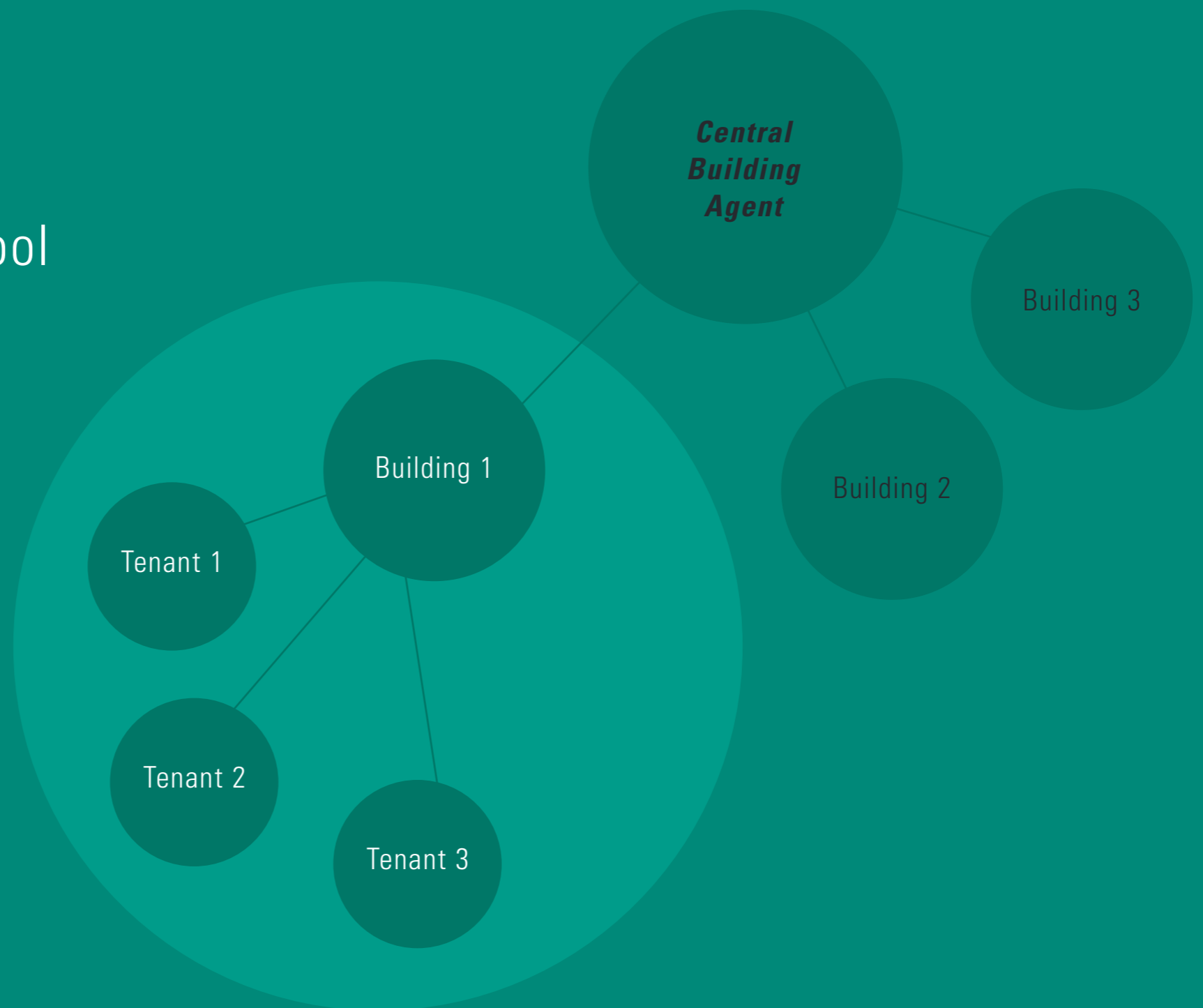


Asunto

Building management tool

Serving the tenants

- Mobile-based, web supported
- Build manager-tenant relationship
- Enhance communication efficiency
- Provide just-in-time information



Focus Setting

Brainstorming and listing out all of tasks/features/desires tenants and managers might want in this space

tenant relations

- food delivery
- ride share/shuttle
- help w/ something
- pick-up games...

luxury

- doormen
- garden
- parking
- newsletters
- borrow/check-out equipment
- fitness room
- game room/community room

Warning a building, etc. etc.
Camera - security

Strange people / suspicious activity

fire alarm ...

logging the state of the appliances

park-scan-esque report card

laundry machine status (esuds)

being more aware of neighbor complaints

paying for laundry movers = a building crew?

losing keys/locking yourself out...

termination of lease notification

apartment wings

tenant-to-tenant communication
manager-to-tenant communication
get info abt. surrounding area

pay utilities

pay rent

file maintenance request

complain abt neighbors

pay security deposit - getting

track filed maintenance request

package distribution (& rec)

broadcast messages to other

alert of long fire away/vaca

online lease (PDF/text) -

Building FAA's

Selling stuff

taking & saving pics of

If they're robbed - docu

bug tracking -> P

Focus Setting

Moving in

- Taking & saving pics of apartment
- Logging the state of the apartment
- Pay security deposit

Living there

- Manager-to-tenant communication channel
- Tenant-to-tenant communication channel
- Pay rent/utilities/laundry
- Rent payment confirmation
- File maintenance request
- Track field maintenance request
- Bug tracking - paper trail
- Logging the state of the appliances
- Complain about neighbors
- Online lease & abridged version
- Condition of the apartment
- Security, no doorman/concierge

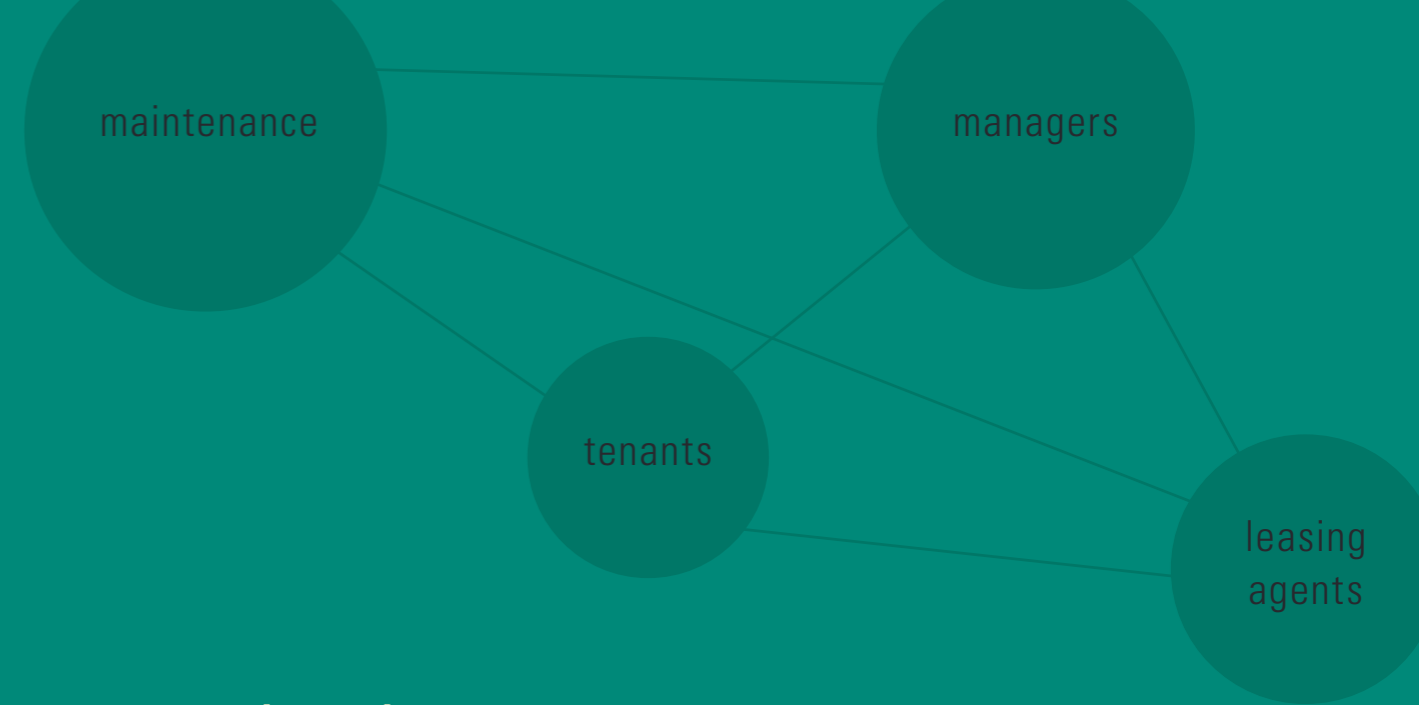
Moving out

- Selling stuff
- Get security deposit back

Reminders

- Pay rent
- Pay utilities
- Trash, recycling

Asunto's Goals



By opening a channel of communication, Asunto will **co-create value** with tenants and building managers.

We are **rebundling** the experience of living in an apartment and interacting with management.

maintenance

the **managers** are our clients.

The **tenants** are our users,

leasing
agents

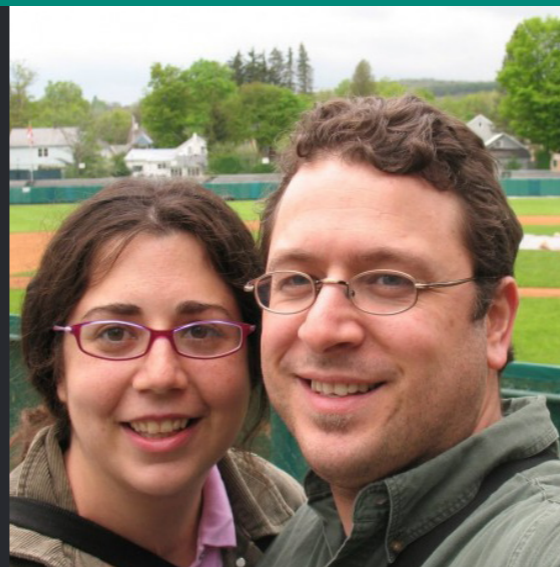
Personas



Building managers



Tenants — moving in, moving out, living



Maintenance

Maya Shelling

21 years old, Psychology Major at University of Pittsburgh

- Just moved out of the dorm into **her own studio apartment** in Oakland, a mile away from campus. She knows some friends who live in the surrounding area, but is **excited to finally have her own space** after living with roommates for the last three years.
- Has an **iPhone**. She uses online and mobile services to do tasks like scheduling, social networking, navigation, and loves texting.
- Generally **not at her apartment during the day**, and instead spends all her time on campus in class, working or hanging out with friends.



Maya Shelling

21 years old, Psychology Major at University of Pittsburgh

Life goals:

- Graduate this year, find a job
- Have fun during her last year in college

Experience goals:

- Feel independent, grown up and good living on her own
- Get any questions or concerns she has about her new apartment quickly addressed

End goals:

- Manage her living situation quickly and without hassle



Angela Mills

41 years old, Building Manager

- Pittsburgh native, divorcée. Has ***been a building manager for 6 years*** after raising 2 kids who are now teenagers.
- Receives ***complaints and maintenance requests*** from tenants and ***dispatches to maintenance***.
- Not so tech savvy. Recently got a ***Blackberry*** for work but hardly uses it for anything but calls, checking emails and solitaire.



Angela Mills

41 years old, Building Manager

Life goals:

- Get a raise
- Send her kids to good colleges

Experience goals:

- Do her job well, stay on top of all of her tasks
- Improve her relationship with tenants

End goals:

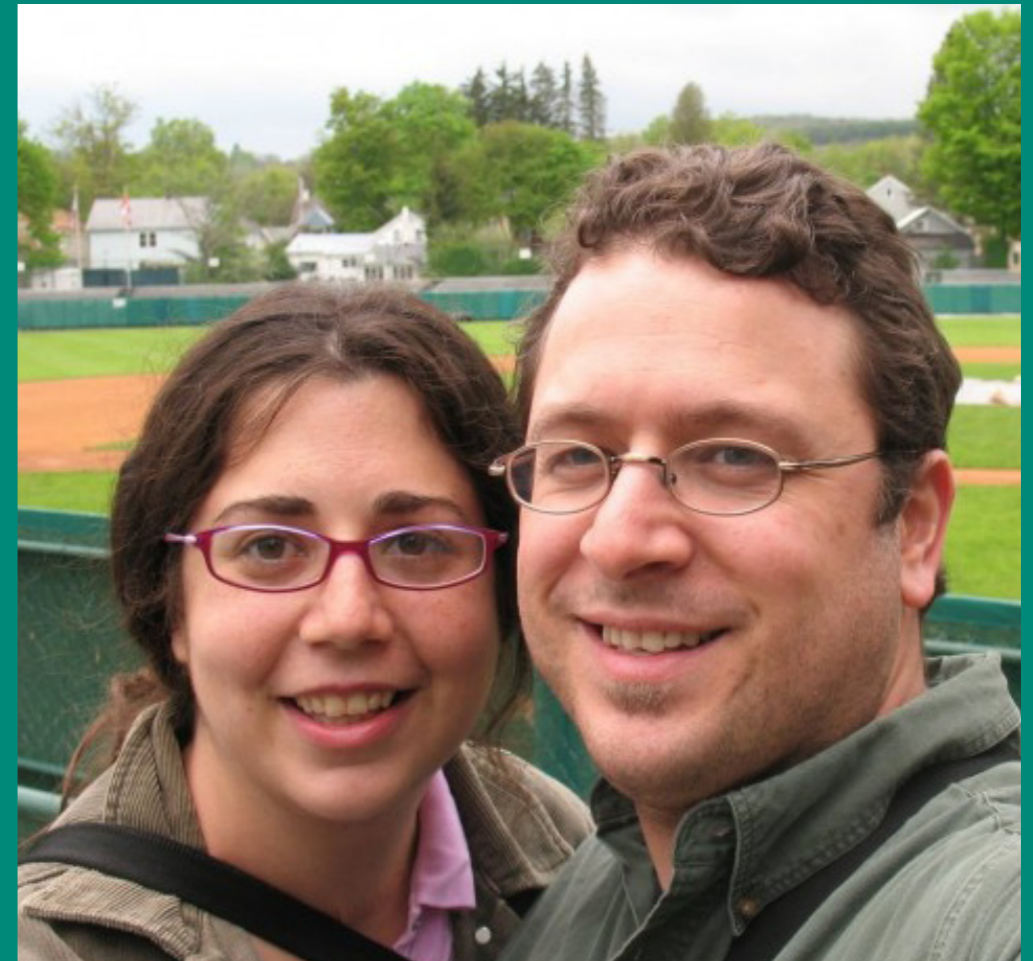
- Make tenants and her boss happy, and get promoted



Matt and Tiffany

Young married couple, looking to buy a house

- Matt just moved to Pittsburgh from Atlanta for a new job as a mechanical engineer.
- They are saving up for a house but are **leasing a place** in Squirrel Hill this year.
- Tiffany worked in Atlanta in human resources for an Internet service provider. She has transferred to the Pittsburgh office to be with Matt.
- They miss Atlanta but are finding **Pittsburgh to be a friendly town.**



Matt and Tiffany

Young married couple, looking to buy a house

Life goals:

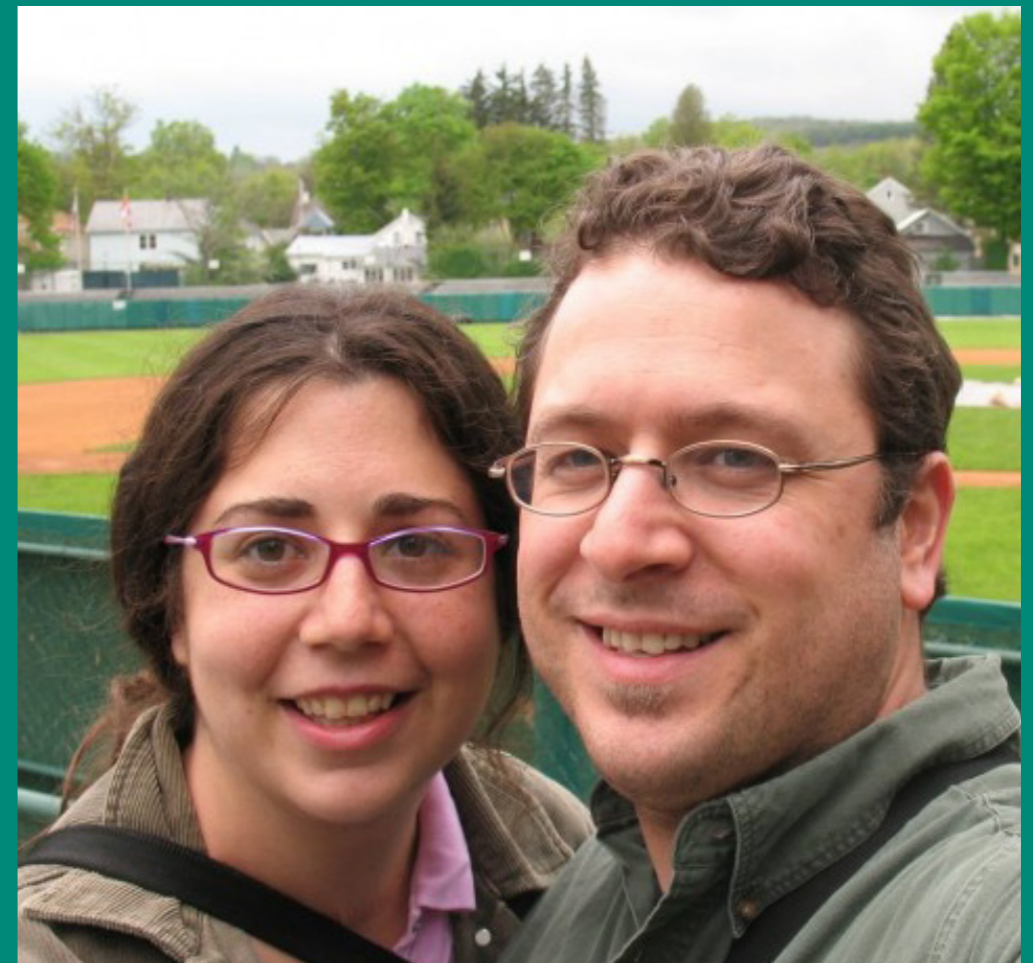
- Find a nice house to buy in Pittsburgh

Experience goals:

- Pay rent, get maintenance issues taken care of promptly
- Maintain a good relationship with management so they can have good references for when they buy a house

End goals:

- Live comfortably in their apartment in the short term
- Get to know Pittsburgh, get through the winter



Steve and Jason

Maintenance team at Angela's management company

- Jason has been **working at the company** for 4 years, while Steve started last year
- Jason drives the company's van, Steve tags along and learns from each task
- They often **go out** for beers after work
- Their weekends are often filled with **getting calls** from tenants, so they have problems scheduling their weekend leisure activities with family and friends
- Jason has a new baby girl named Cheri; it's hard to find someone to babysit, and his wife is a busy nurse



Steve and Jason

Maintenance team at Angela's management company

Life goals:

- Become experts of maintenance in the company
- Help tenants feel comfortable in their homes

Experience goals:

- Feel in control of their work and life
- Be kindly treated by tenants

End goals:

- Be able to respond to maintenance requests on time
- Know the needs of the job before going to the apartment



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THANK YOU *from*

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