

## Persona



### **Bianca**

Recent Computer  
Science Graduate

## Confused

**“I don’t any family members or friends in the city to rely upon and also due to the student debt, I can’t afford staying alone”**

Bianca is a recent Computer Science Graduate from the NYU. Her whole life she stayed in the east cost. Last month she got a her dream [job in a Big Tech company in Silicon Valley](#) and she has been working [remotely from her home town](#) in New Jersey due to the Pandemic.

As things are going back to normal, her office is soon going to be in person and have asked her to [shift to California](#). She [has no family or friends in the west coast](#) to rely upon and also due to her [student debt she can’t afford to stay alone](#). She is confused to whether she should find a house first or a flatmate first, where to [start searching from](#), which groups to join and whom to trust

## Problem statement



**Thomas**

Editor at an  
Advertising Agency

### Time and Money Constraints

**“I need to find a roommate fast otherwise I will have to leave this apartment”**

Thomas and his friend have been staying together. His friend is planning to shift out and stay with his partner. He has to **quickly needs to find a new roommate** to move in, otherwise he will have to leave this apartment and find a new one.

He uploaded his roommate search post on various sites like Facebook groups, Roomies and Roomster etc. But didn't get a reply on any of the sites for 2 weeks. After 2 weeks he reuploaded the post. He starts to get replies but people would **flake out at the end moments** and a **lot of scammers keep calling him** and he continuously keeps getting **calls even at odd times**.

## Persona



**Tracey**

Health Researcher  
for non profit

### Negative Experiences

**“I have been living with a toxic roommate for the past 1 year, which has caused low self esteem and anxiety. I hate going back to the apartment”**

Stacy has been living with her roommate for past 1 year. As the rental prices in the cities are at all time high, she cannot afford to stay alone. She found her current roommate on a [roommates app](#) and [didn't get time to interview her before moving in](#).

She was getting along with her fine initially, but over time her roommates behavior started changing towards her, she wouldn't pay her rent, wouldn't clean the house and would throw parties every alternate days. Tracey even after coming from long hours of work, would feel stressful to go back home and is also facing financial issues. [She wants to move out, but she is scared to find a new roommate](#)