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Social Housing Innovation Lab Feb 23 2016

Homer

In the lab we discussed and agreed on the following outcomes for the pilot:

- Increase use of data
- Improve knowledge of properties
- Algorithm to select and choose, sorting
- Email updates
- Feedback to applicants

Problems / Options

- We looked at a few options
- e.g. Rightmove & Zoopla
- Many options / choice / no external suitability
- Users do all the work. Confusing. Difficult
- Not innovative

PROPERTY TO RENT IN UNTITLED (DRAWN AREA)

The screenshot displays a property search interface. On the left, a sidebar titled 'CHANGE LOCATION AND CRITERIA' contains the following filters:

- Location:** Untitled (Drawn Area)
- Radius:** This area only
- Price (£):** No min, 450 PCM
- Beds:** No min, No max
- Property:** Any
- Added:** Anytime
- Let Agreed

At the bottom of the sidebar is a blue button labeled 'Update results'. The main area shows a map with a green-outlined search area. A pop-up window for '1 PROPERTY' is visible, showing a photo of a building and the following details:

- Manor Mills, Ingram Street, LS11**
- £100 pcm | £23 pw**
- fees apply**
- Parking**

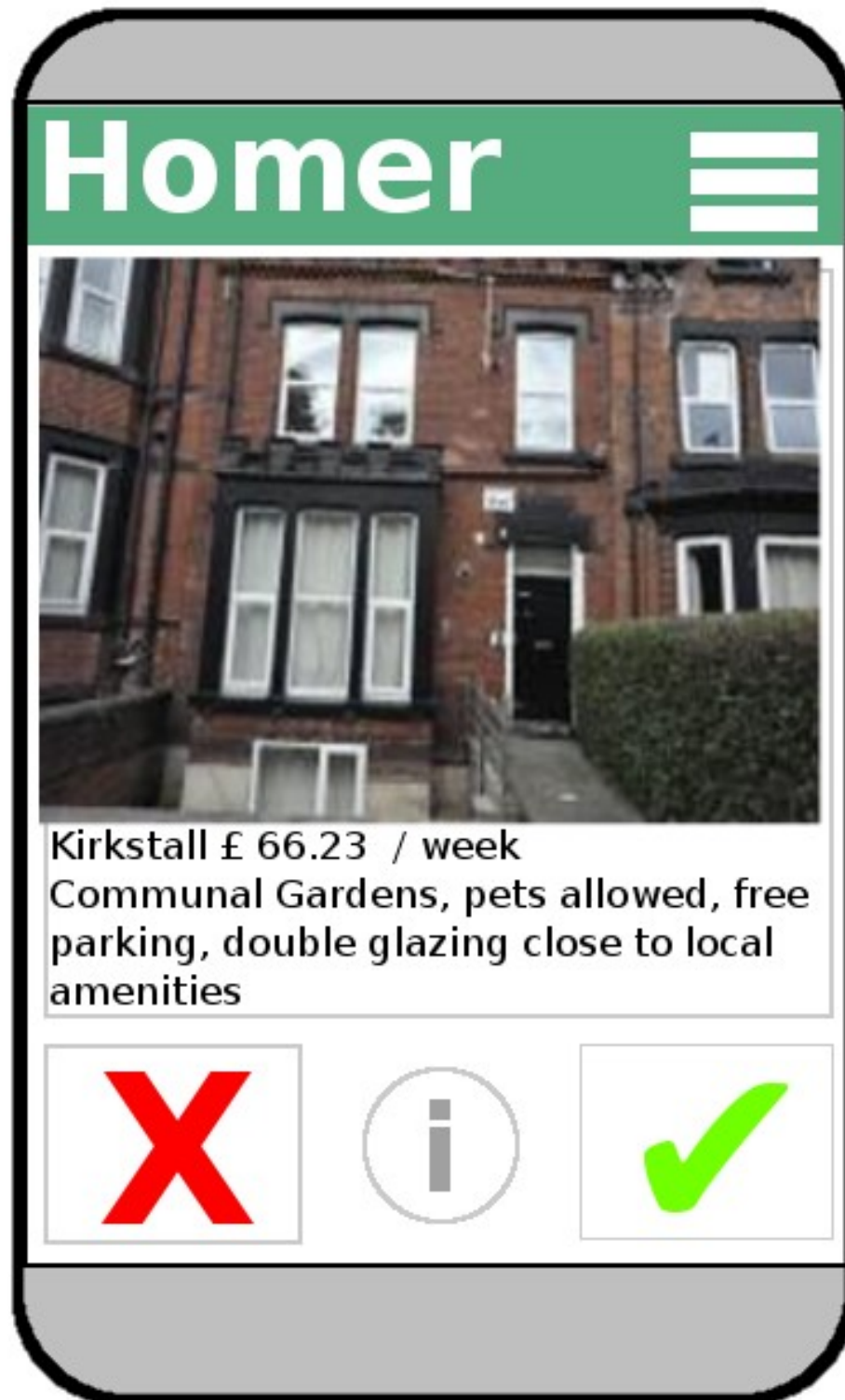
Below the pop-up are links for 'More info' and 'Save property'. The map includes a 'Draw a Search' button and options to 'Create a new area', 'Edit this area', and 'Save this area'. The footer contains 'Map data ©2016 Google', 'Terms of Use', and 'Report a map error'.

Solution

- Choice should be influenced by user
- “Tinder” / swipe idea
- Intelligent matching Algorithm
- Mobile app idea (hand held, simple interface)
- Much simpler to use
- Selections made by app and given to user

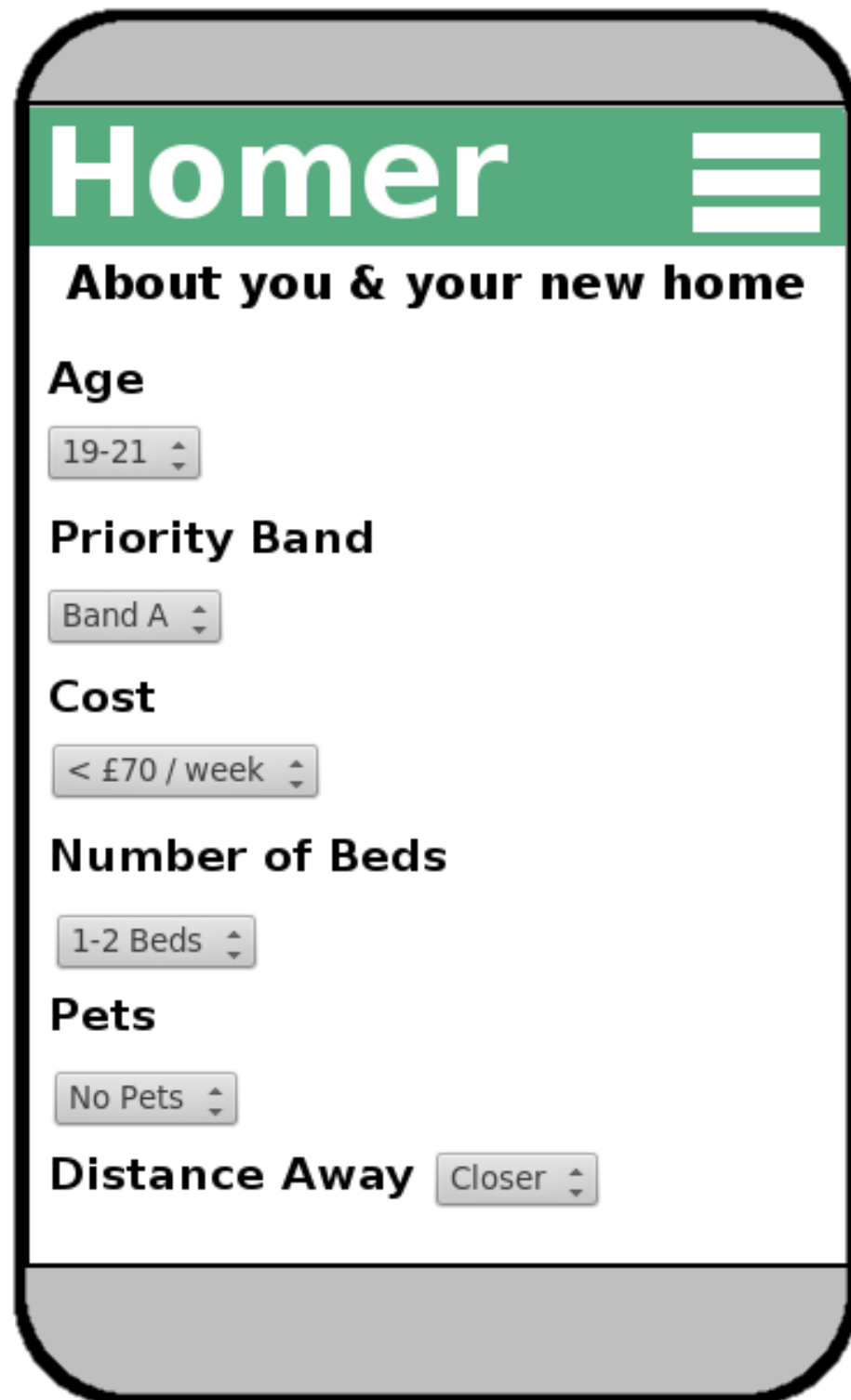
Homer: Property

- Only 3 buttons to click
 - Like
 - Dislike
 - More info



Homer : Filter / Profile

- Initial profile set up
- Basic filters



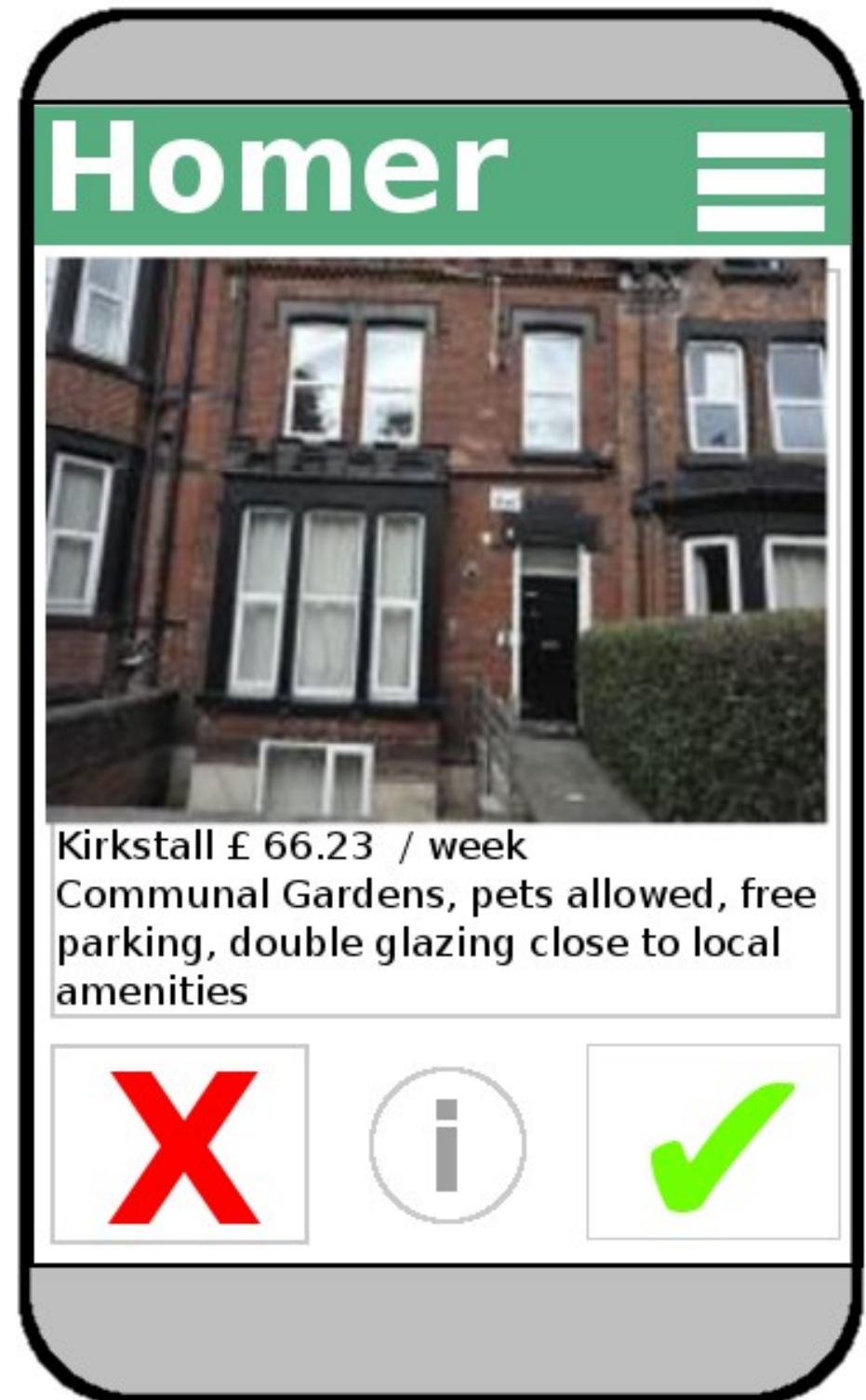
The image shows a mobile application interface for 'Homer'. At the top, there is a green header with the word 'Homer' in white and a white hamburger menu icon on the right. Below the header, the text 'About you & your new home' is displayed in bold. The screen contains several filter sections, each with a title and a dropdown menu:

- Age**: 19-21
- Priority Band**: Band A
- Cost**: < £70 / week
- Number of Beds**: 1-2 Beds
- Pets**: No Pets
- Distance Away**: Closer

Homer: Property

- After liking a property the user sees another that is:
 - Close geographically
 - Close suitability
 - Close preferentially

This choosing is done by an intelligent algorithm



Homer: Property Details

- More info screen
- Property on map
- Distances from many local amenities for any property is displayed
- Simple to understand community statistics also shown

Homer



Kirkstall £ 66.23 / week

Communal Gardens, pets allowed, free parking, double glazing close to local amenities

Previous: Bids: 23, A priority, 9 Months
Wheelchair Accessible, Energy Level B



123 m from Post Office

80m from groceries shops

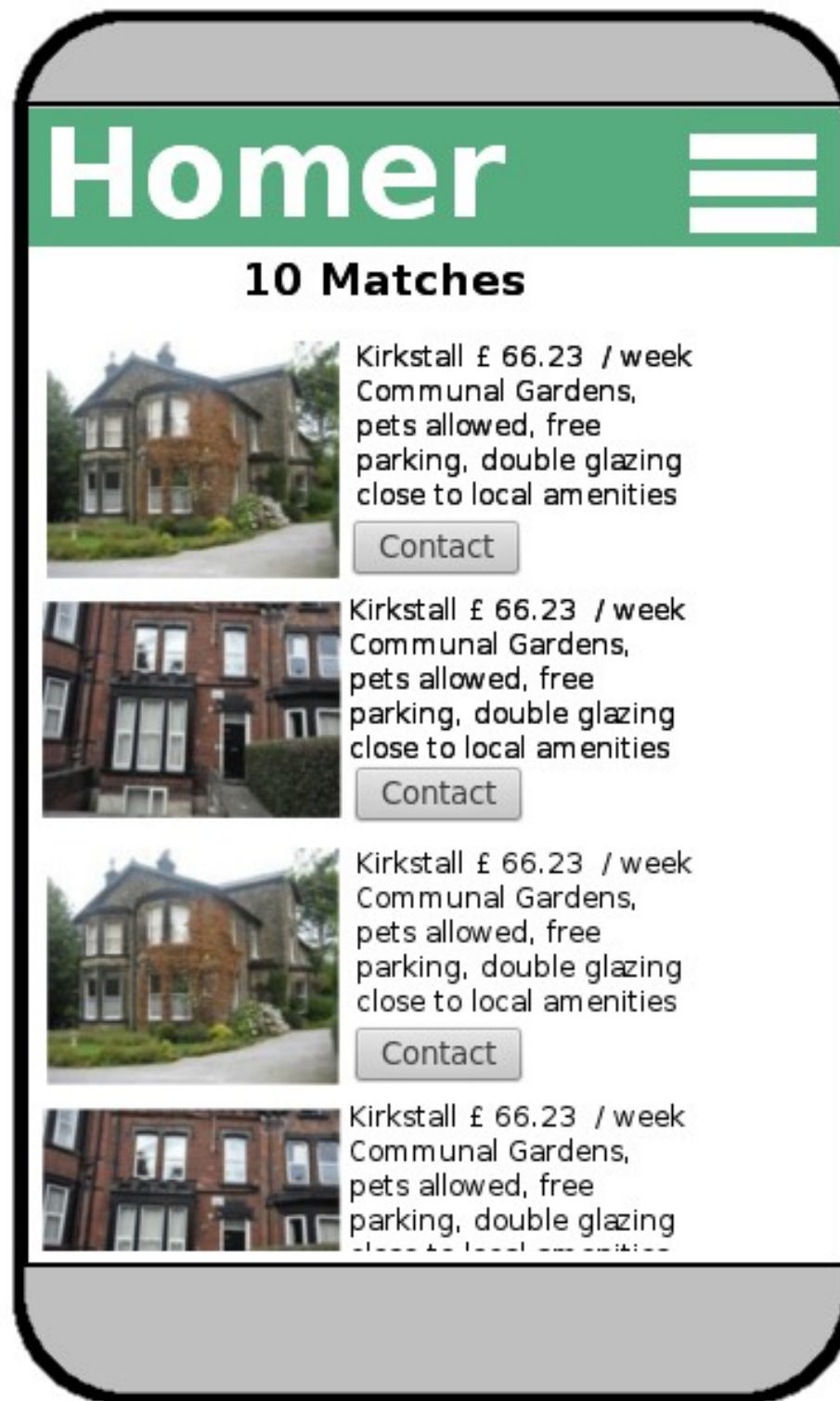
3 nearby schools

in safest 10 council wards

Contact

Homer: Review


- At end, user see which ones they like





The screenshot shows the Homer app interface. At the top, the word "Homer" is displayed in white on a green background, with a white hamburger menu icon to its right. Below the header, the text "10 Matches" is centered. The main content area displays four identical property listings, each consisting of a small image of a house, a price and location, a list of features, and a "Contact" button.


Homer ☰

10 Matches

 Kirkstall £ 66.23 / week
Communal Gardens,
pets allowed, free
parking, double glazing
close to local amenities
[Contact](#)

 Kirkstall £ 66.23 / week
Communal Gardens,
pets allowed, free
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[Contact](#)

Homer - Email updates

For future matches

To: Tim Waters
From: Leeds Homes
Subject: New homes matching your choices

Hello,

There's two new houses that matches your search criteria



Kirkstall £ 66.23 / week
Communal Gardens,
pets allowed, free
parking, double glazing
close to local amenities

[Contact](#)

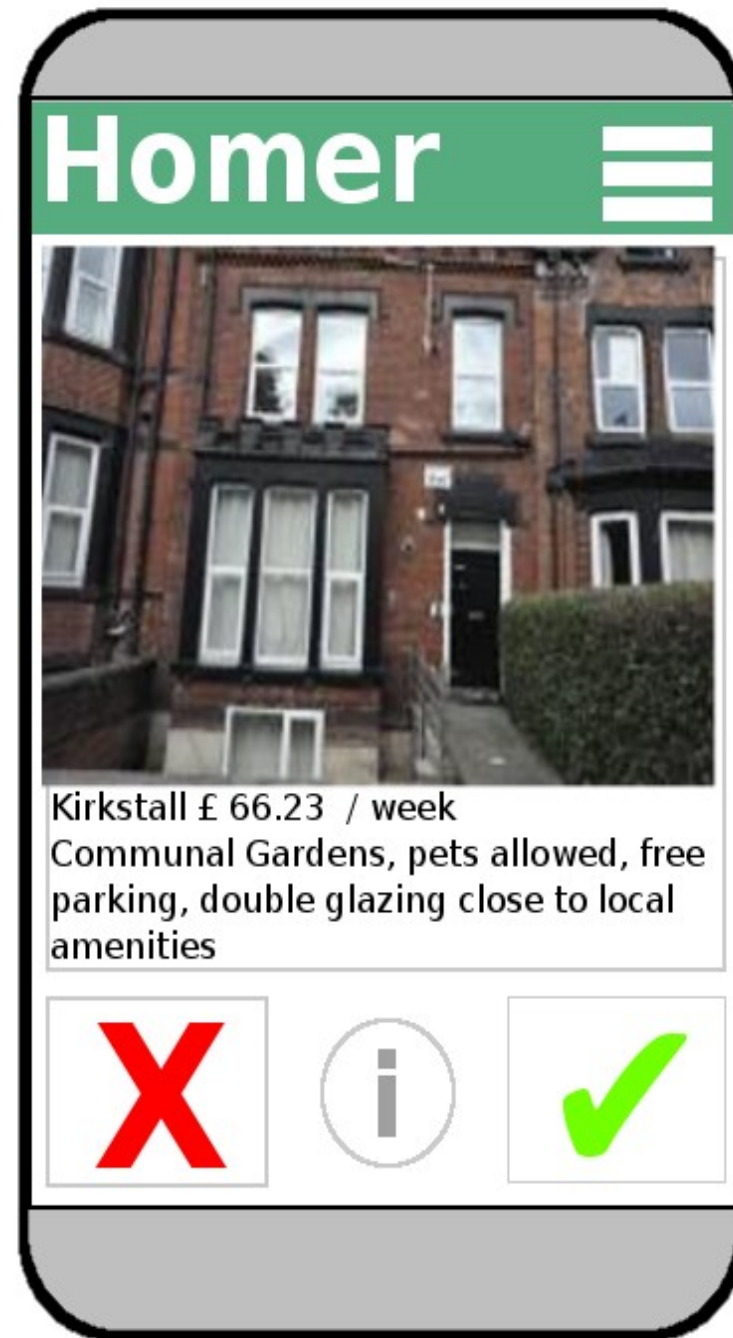


Kirkstall £ 66.23 / week
Communal Gardens,
pets allowed, free
parking, double glazing
close to local amenities

[Contact](#)

Homer: Challenges

- Sorting algorithm
 - Distance
 - Less bids
 - Lower band
- What properties the user sees in order is determined by the algorithm



Homer - Conclusion

Pilot would answer the following:

- Increase use of data
- Improve knowledge of properties
- Algorithm to select and choose, sorting
- Email updates
- Feedback to applicants

Through:

- Easy interface
- Intuitive modern way of information design
- Sorting and presenting properties matched to a user
- Users can express their opinion, wants and needs
- Desktop app with email updates
- Inspirational flagship application to pioneer future improvements

