

PARKER, 33

Brooklyn, NY

"Flexibility appeals to me, it is one of the reason why I enjoy coliving and love it."



SCENARIO

Parker recently moved to New York for work. He chose a coliving apartment that is conveniently located to his work and friends, however he finds coliving involves engaging with the community and management.

GOALS

- Get status updates on apt work orders
- Find alone time in the apartment

BEHAVIORS

- Likes casual hangouts with suitemates

NEEDS

- Quick feedback from management
- Shared calendar schedule

PAIN POINTS

- Gets frustrated when issues in his space are not addressed or fixed quickly
- Lack of privacy in the apt