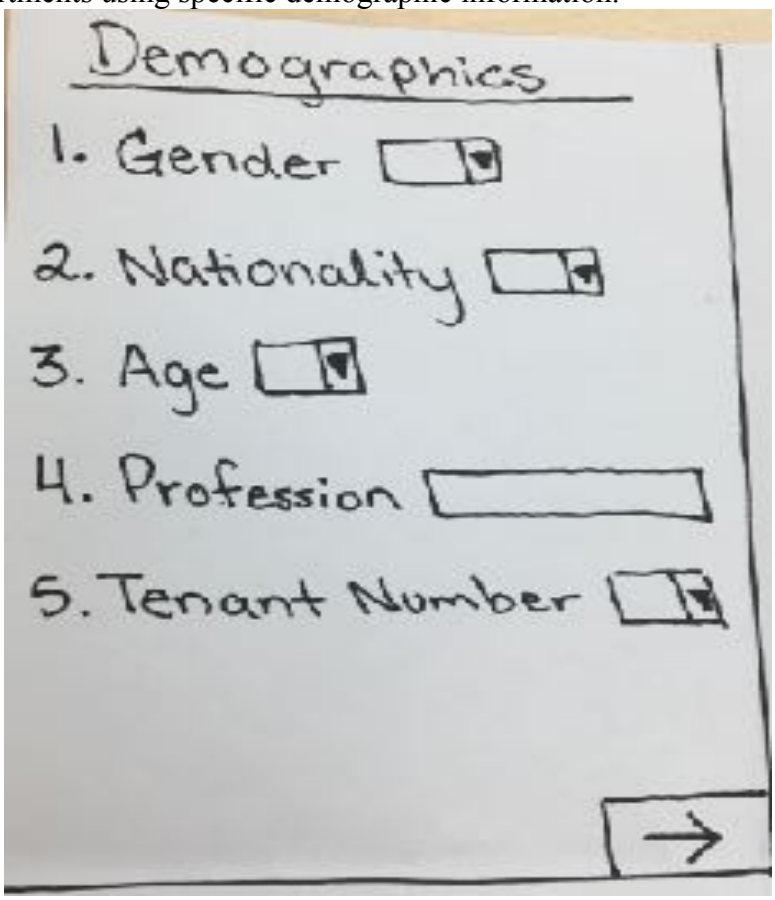
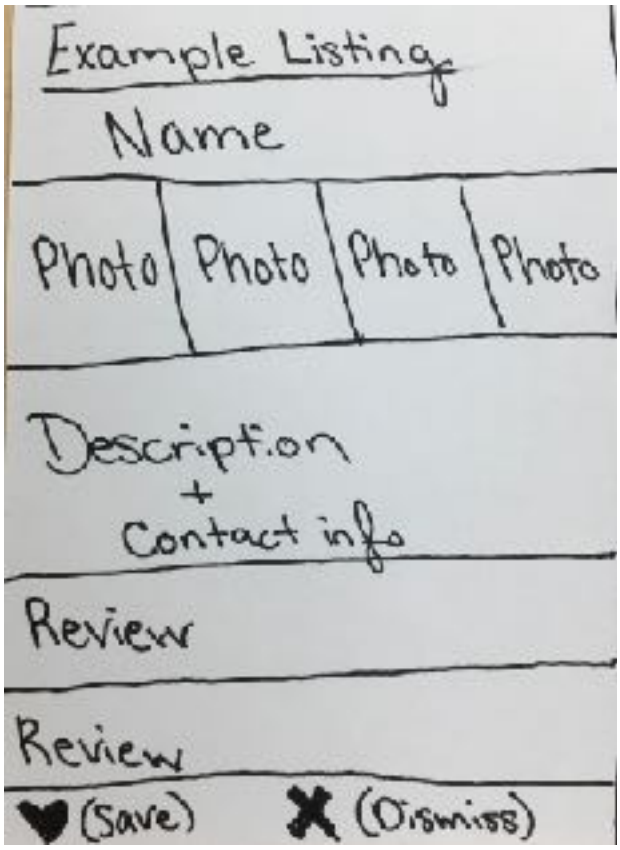
Our persona for this seminar was a Korean professor visiting the US to teach informatics for a year. To assume this, we were very loose with our expectations and didn't assume anything such as if this professor has kids, a pet, etc. The name of our app was HouSwipe and it focused on finding apartments using specific demographic information.



For our demographic information, we centered on gender, nationality, age, profession, and tenant number. Through these statistics, the app would use data already in its system to preset preferences typically chosen for these demographics. If the user chose not to change their preferences, the app would choose the apartment that was a best fit for them. However, if any preferences were changed the app would show a map with a few different apartment options for the user to choose from. From there, the user could click on individual profiles for the apartments shown that would show various information as well as options to save, dismiss, or contact the landlords. One aspect we thought would be important for us to include is to put the pictures at the forefront of the listing as people are generally very visual. We also wanted to include reviews in our listings so that users would have a good idea of how well this apartment would fit for them.



Working with the Korean students brought one very profound difference into light. When discussing ideas, they allowed us to speak until they felt that they had an idea to intervene with. Overall, they were really quiet and did not speak much unless we specifically asked them for an opinion on certain ideas we had. In terms of story boarding our ideas, the Koreans students also differed from us in the fact that while we focused on the overall big picture for the app, they were really detailed oriented.

As for assumptions made by UW versus SNU students, we noticed that the SNU students assumed that restaurants were more easily available in neighborhoods than they are in Seattle. This is because Seoul is a city filled with establishments right next to or even on top of apartments, so food is easily available for them. A short walk for them is less than a block, whereas Seattleites will be willing to walk several blocks for a nearby restaurant. Another assumption that the SNU students held was the necessity for the Korean professor to live in a community surrounded by other Koreans. However, when we asked them about what they would think about a US professor living in Korea they didn't find foreign neighborhoods to be a requirement for living in Seoul.

As for process, if we had the resources, we would've further developed our visuals with color, and a more realistic interpretation of what a real app would look like. We thought, given the time, we did an efficient job of designing our app for attractiveness, but not being able to use any applications on our computer that could draw examples digitally put us at a disadvantage. In terms of building the team, we thought it might have been easier to have the new groups that split from the old groups pre-assigned, which we figured may be a cultural difference compared

to the SNU students. Korean students are very good at coming together for a quick, efficient goal, like forming a group, or even taking a group photo. Americans always seem to be a bit more lost when it comes to organizing, so maybe we could learn a thing or two from our friends at SNU.