



current



Our Rules

Respecting Diversity
Be thoughtful of other thoughts
Mistakes Forgiven
Open to respectful criticism
Do not force anything



Creative Brief

Overview

In the city of Milwaukee, we have found that students and low-income individuals have experienced problems when renting.

While a university setting has more access resources, we feel that there are not enough resources for first time renters or students struggle to find the resources that they need.

Renting, and issues with renting, is an area in which people are able to connect and discuss. People are interested in learning more about renting and having a better understanding as a renter.

Property Management companies that cater to students and lower-income individuals may take advantage of these tenants, therefore having a better understanding of their perspective is important.

Project Objective

Our group wants to:

- Get resources like the UWM Neighborhood Housing resources
- Tools on how to communicate with your landlord
- Reach low-income renters that's more accessible/easier resource

All in all, our objective is to create a 'tool kit' for low-income renters. We see this becoming like an extension (like grammarly) that can help low-income renters to notice what properties are meeting their needs and provide resources throughout the renting process.



Target Community

- Those who have had difficulties renting in the past
- First time renters
- University students living off campus
- Low-income renters
- Those who are recently graduated and finding first "non-college" housing

Who are they?

Low-income renters like:

- single-household
- Students
- Recently graduated
- Community members from other areas of Milwaukee

Where are they?

- Low income areas or neighborhoods
- Growing and upcoming areas
- Community renewal areas that are causing an increase in prices

How will you communicate with them?

- Reaching to communities and sectors relating to our topic
- Sending out surveys and getting first hand experience

What else do we need to know about them?

- What area needs the most assistance?
- What are people confused on in the process? What resources are available?
- How are current resources missing parts of the target audience?



Focus

The focus of this project is to be able to provide our target community with the resources or tool kit that they need to be able to feel confident in renting. We want to consolidate and create a well rounded resource for people so that they can navigate the process of renting. Currently there are resources available to students, although sometimes they are hard to find. For low income individuals that are not in a university center, while there might be some resources available, still they might be hard to find. Our goal of this project is to make these resources readily available and part of the renting process. If it is already part of the process, this will hopefully more accessible and used.

Having these resources more accessible will not only make renting easier but will also help to educate renters. This will also be helpful for landlords as well as their tenants go through the renting process.

Other Initiatives and Organization

- UWM provides students with different resources to help ease the process of renting
- Housing Authority of the City of Milwaukee, working to improve the narrative and individuals with finding housing in Milwaukee
- City of Milwaukee has the Department of Neighborhood Services
 - Offer Landlord Training Program
- Habitat for Humanity offer affordable housing options for families
 - Affordable Mortgage Program
 - Building 20 new homes in the Harambee Neighborhood in MKE
- Our project allows resources like these to become more accessible to our target audience of low-income renters.



Project Scope

The Dream:

Our dream is to make the relationship between tenants, landlords, and property as transparent as possible.

Why does the community need this?

We want people within the low income community to feel secure in their decision to rent from someone. A landlord is looking for good tenants as much as tenants are looking for good landlords, and we believe you should feel on the same side of each other. Finding a good apartment or home is just as important as finding a good landlord. Having an absent landlord or one that doesn't care about their tenants can negatively affect your living situation. We want renters to easily have access to a landlord's pricing history, online reviews from previous renters, and any possible legal disputes all in one place, because we believe having a positive tenant-landlord relationship directly impacts the quality of life within neighborhood communities.

Materials:

Adobe Creative Suite (design software), website design software, preliminary research data, sketching materials, knowledge of online plug-ins/plugin software, laptop display

Deliverables:

Logo, Marketing Campaign (digital social media campaign and physical poster prints), website, mockups of plug-in, mockups of posters and brochures, branding elements.

Project Schedule

Digital Social Media Marketing begins 4/15

Production onto Exhibition website begins Friday 4/29, completed by 5/5.

Exhibition website user testing begins 5/2-5/5.

Exhibition site launches 5/5

Exhibition Install 4/26 – 5/5



Detailed Project Schedule

Deadline Date	Done	Name	Description
April 5	✓	Gather Co-creator List	
April 7	✓	Finalize Copy Doc	
April 7	✓	10 thumbnails sketches of Logo each	
April 7	✓	Brainstorming Brand Identity	
April 9	✓	Mockup of Widget	Ruby
April 9	✓	Digital Assets	Makayla
April 9	✓	Digital Logo Variations	Sydney
April 9	✓	Create a Marketing Campaign	Natalie & Cat
April 10	✓	Finalized Site Map	
April 10	✓	Start on Copy for Our Website	@catherine
April 12	✓	Final Brand Identity	*link goes to photos to use in 'Brand Folder' (logo images)
April 12	✓	Create our Instagram & Social Media Accounts	
April 12 - May 5	✓	Create Content for Social Media	introduce the 'problem' first from survey
April 12	✓	Install new site on SOIS	
April 12	✓	Start on Copy for DVCIII Website	
April 14	✓	Need to figure our brand values	*together in class*
April 14	✓	Final Icons	@makayla
April 14	✓	Create Copy for 1 & 2nd IG post	@catherine
April 14	✓	Start Process Book	@makayla (everything should be organized in Figma but I also made a Folder on GD)
April 14	✓	2nd Mockup of Website	
April 15	✓	Digital Social Media Marketing Begins	@natalie & @catherine
April 16	✓	Rough finalized copy for website	@catherine
April 16	✓	Start website design	rubywilso@gmail.com
April 16	✓	Exhibition Mockup Sketch	everyone: image of the space was sent, we just need to all mockup a space
April 19	✓	Copy for IG post	@catherine - Poster "in the wild"
April 19	✓	Start copy for production files	@catherine
April 20	✓	Start Design Production Files	will need to have copy for designs
April 21	✓	Finish Website Copy	@catherine
April 23	✓	Copy for IG Post	@catherine - local resources
April 23	✓	Start Brand Guidelines	@sydney
April 26	✓	Finish Brand Guidelines	@sydney
April 27	✓	Poster Card Design Completed	
April 27	✓	Band Posters Design Completed	
April 28	✓	Copy for IG Post	@catherine - tagline?
April 28	✓	Print Posters	
April 28	✓	Print Band Posters	
April 28	✓	Order Post Cards	
April 28	✓	Paint Wall	
April 28	✓	Final Presentation of Work	??? not sure what this is
April 29	✓	Start INSTALLATION	
April 29	✓	Production into Exhibitions	
April 30	✓	Finish Website	
April 30	✓	Final Process Book	
April 30	✓	Copy for IG Post	@catherine - success stories, using key chains
May 2	✓	Everyone Paid back	
May 2 - 5	✓	Exhibition site user-testing	
May 5	✓	Exhibition & Site launches	

Expenses

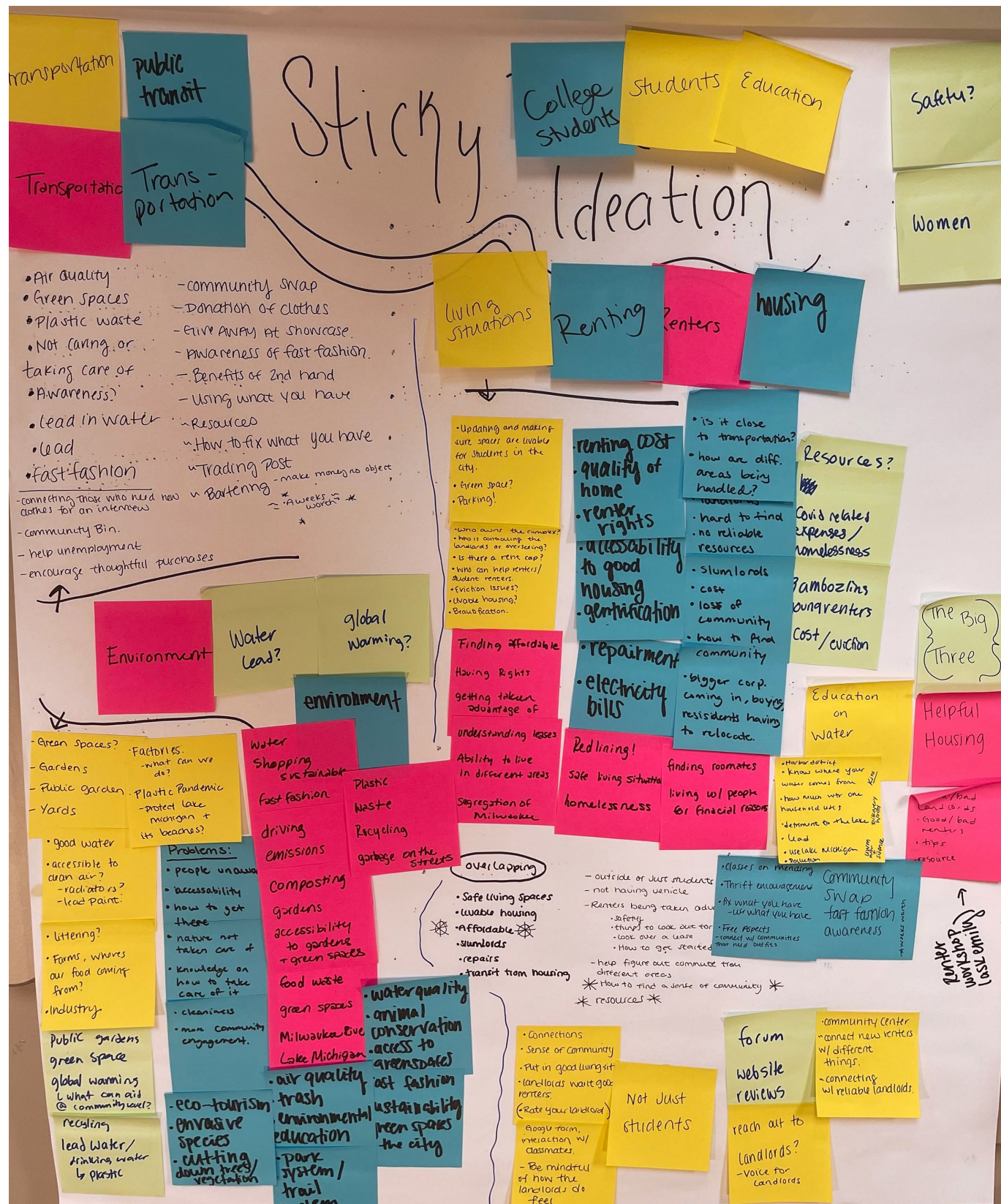
Item	Cost	Who Purchased It	cost divided by 5 people
Vinyl Sheets	\$30.00	Makayla	\$6.00
Post Cards (qty 100)	\$15.50	Catherine	\$3.10
Paint, For Rent Sign, Screws, Roller	\$54.92	Natalie	\$10.98
		Total:	\$20.08

Team Roles

Catherine Melotik	Makayla Adams	Natalie Wallace	Ruby Wilson	Sydney Flynn
Designer Outreach Copywriting Social Media/Marketing	Designer Logo & Icon	Designer Copywriting Social Media/Marketing	Designer Animation	Designer Mockups Brand Guidelines



Initial Ideation & Research



Rules

- Respecting Diversity
- Be thoughtful of others thoughts
- Mistakes Forgiven
- Open to respectful Criticism
- Dont force anything

Powers given to me

- vehicle
- Technology
- Education
- Jobs
- How I want to spend my \$
- personal choices from your upbringing
- to relax
- The opportunity/choice to say NO
- Boundaries

Spaces/Places/share give up power.

Share

- classroom space
- work environment
- with peers
- Personal Relationships
- first impressions.

Give up

- work environment
- Parents
- where my voice isn't the strongest
- first impressions.

Powers that are helpful

- higher educationers
- our age
- Capitalism
- Police
- Employers
- Connections to people.
- Identity

Harnessing the power

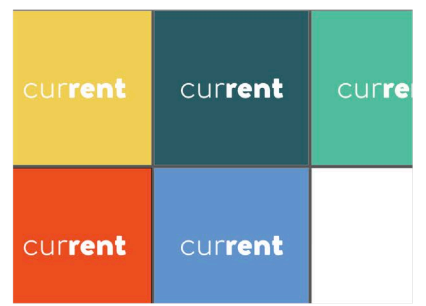
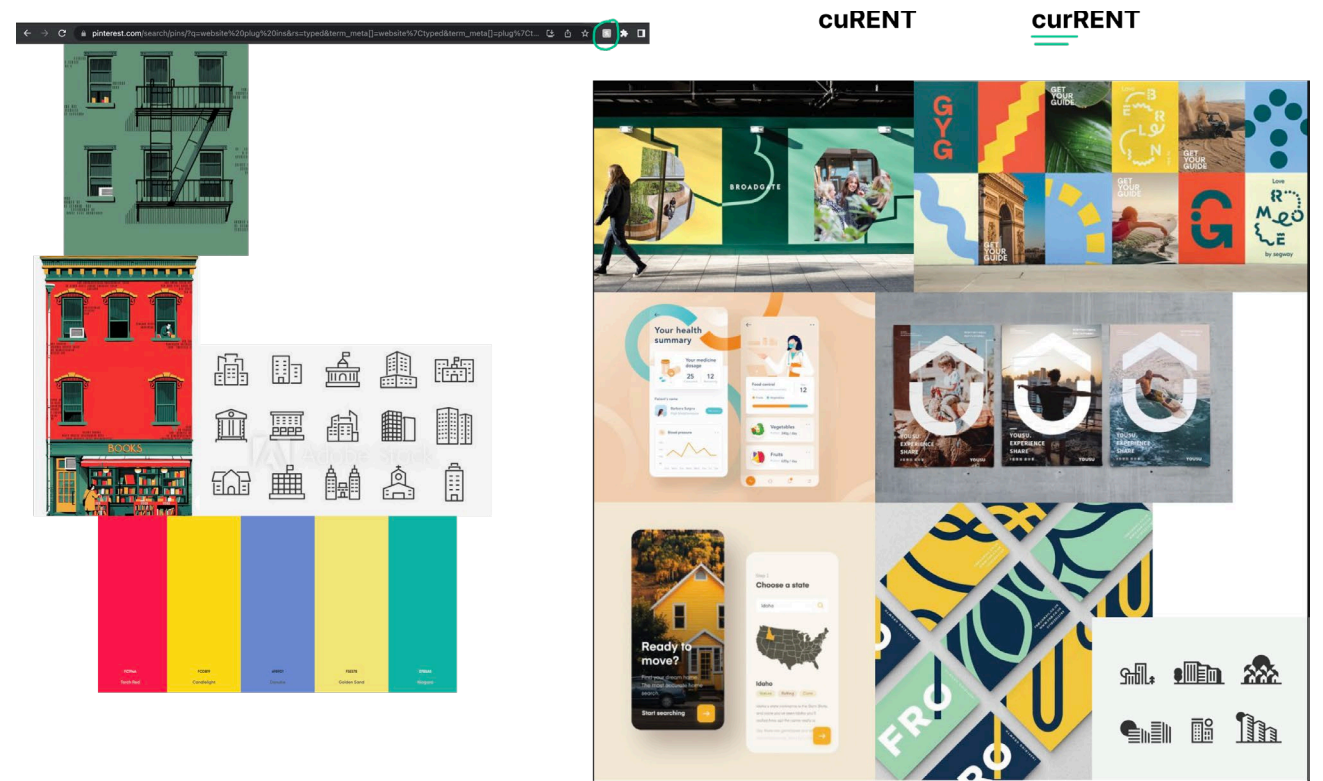
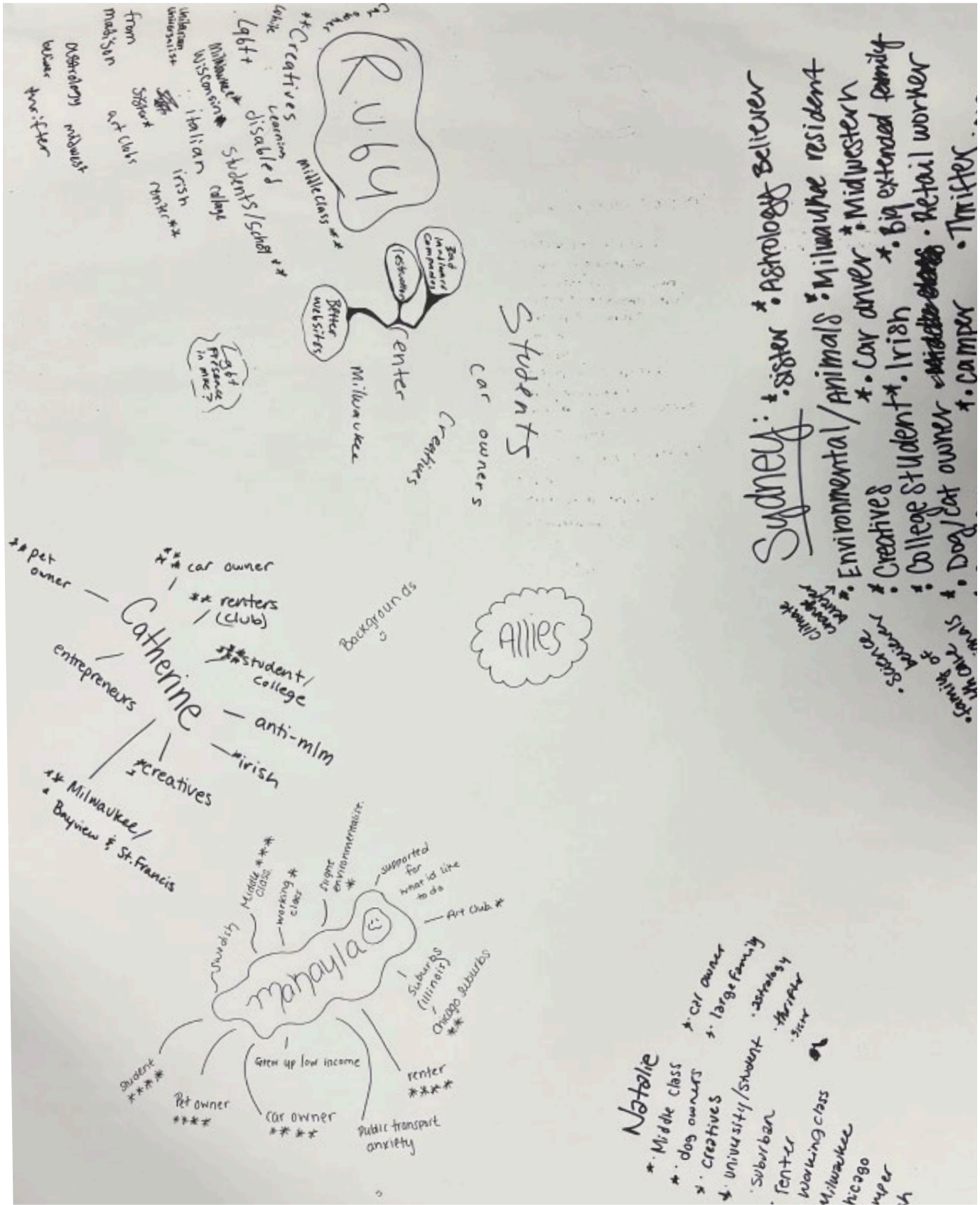
- Educating
- Give confidence
- Be a useful tool for bigger impacts.
- Being aware of what you dont want.

Powers that are harmful

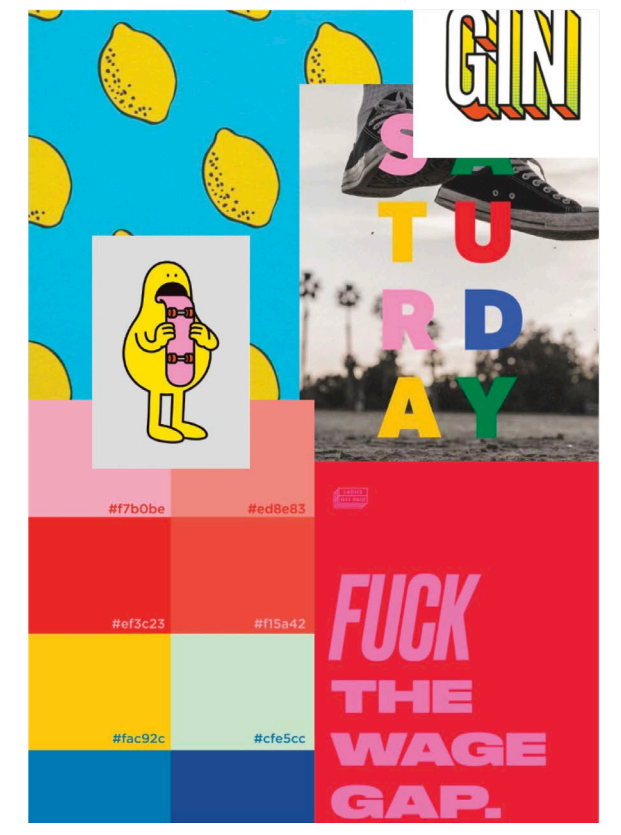
- The Government
- Systems in America
- Consumers /Capitalism
- The Police
- The Education System
- Religion
- harmful Employers
- Our age
- higher education
- The Patriarchy

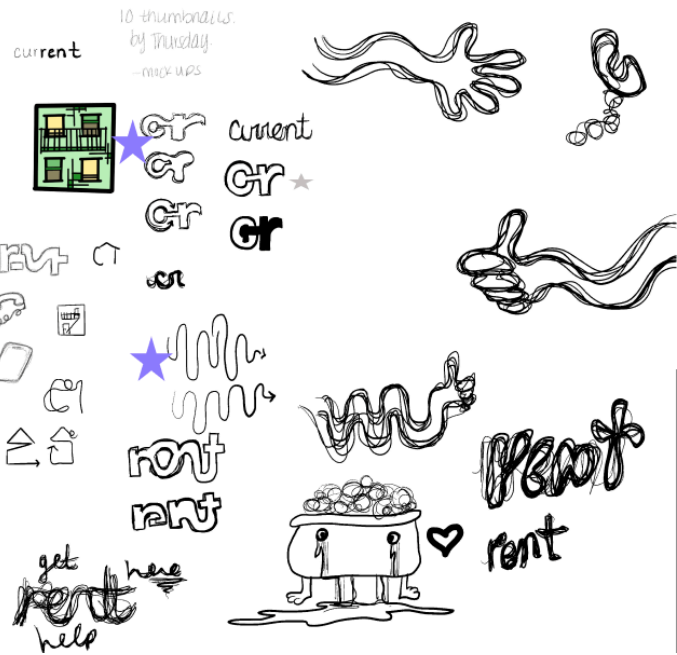
Power Relationship impact work/community? other people?



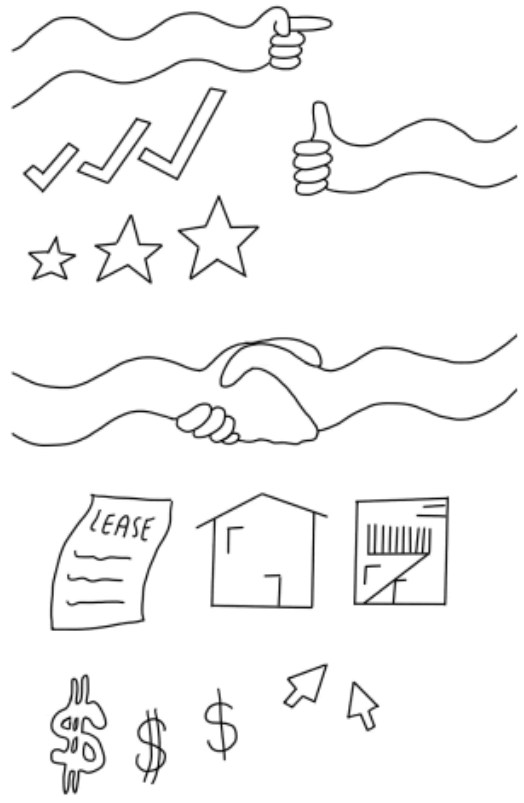
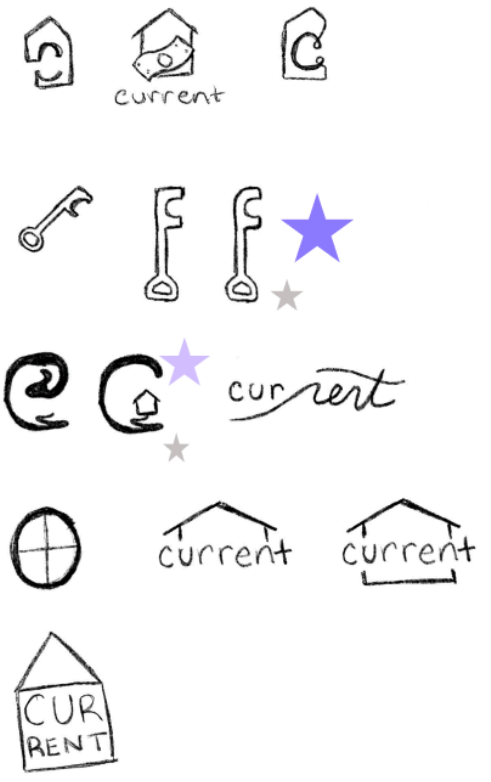


Icon ideas:
house
apartment
money
love
hate
landlord
pets
parking
garage
beds
utilities
rating
accessibility
elevator
laundry
a/c
city/neighborhood





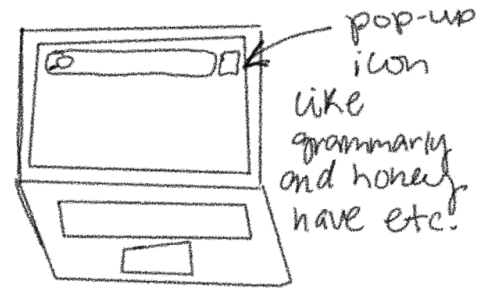
current logo



ICON IDEATION FOR current:



We definitely need an icon for our logo! NOT just type



• We're also going to probably need a wire frame map of how the plugins work
↳ idk how plugins work tho

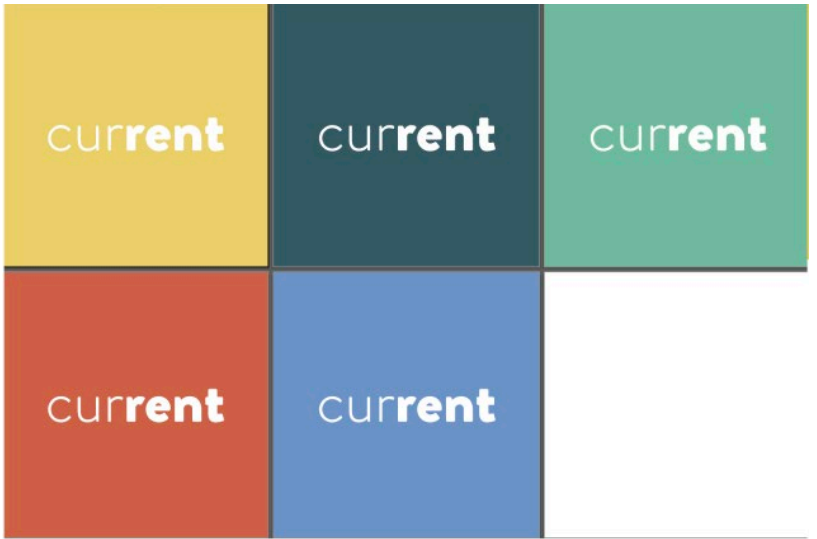


Table of Collaborations

Community Members

East Side College Students
 College Students
 Local Business Employees
 Service Drivers
 Food Pantry Volunteers/Users
 Older Generation
 Jewish Community etc.
 Festivals

Creative Sector

Route Creators
 Arts at Large
 The Bindery
 Imagine MKE
 Flee Markets
 All Goods
 Bayview Printing
 Team Nerd

Education Sector

Advisors
 Social Workers
 Museums
 Isles of Brilliance
 Urban Ecology Center
 Instructors
 Student Orgs.
 Lower Education

Social & Civic Sectors

Police
 Firefighters
 Activists
 Healthcare
 Mayor
 Nick Lampert
 Social Workers

Media Sectors

Influencers
 News Local
 Marketing managers for small businesses
 Entertainment/ Local Shows
 Theatre/ Concerts

Business Sectors

LEC
 The Hive
 Local/ small businesses
 Big Corps
 Boss Ladies MKE
 Food Trucks
 Finance/ HR Block

Customer Journey

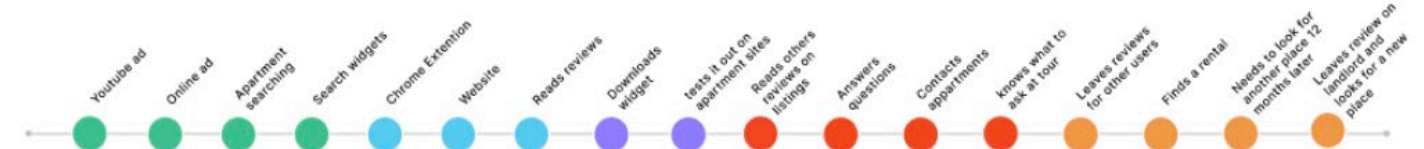
Stages



Steps



Touchpoints



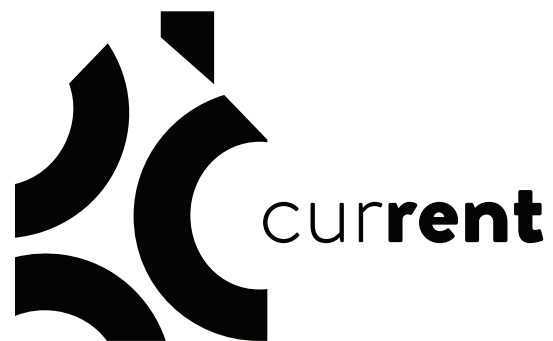
Brand Guidelines

Brand Description

current is a Milwaukee based organization that is dedicated to helping create a 'toolkit' of resources for aiding low-income renters through the renting process. Our extension helps those by recognizing listings that meet the needs of each individual renter while providing resources like: how to communicate with a landlord, what to look for in a property, or what to do if you need to relocate.

Our toolkit acts as a web browser extension that is integrated to be part of the renting process. Partnering with existing rental sites, our extension will aid users throughout the renting process. The extension will crowdsource information on landlords and properties, as well as provide renters with information and prompt them with questions they should ask based on the listing.

The Mark



Our Mission

To provide low-income individuals with a toolset of resources to make the renting process transparent and accessible.

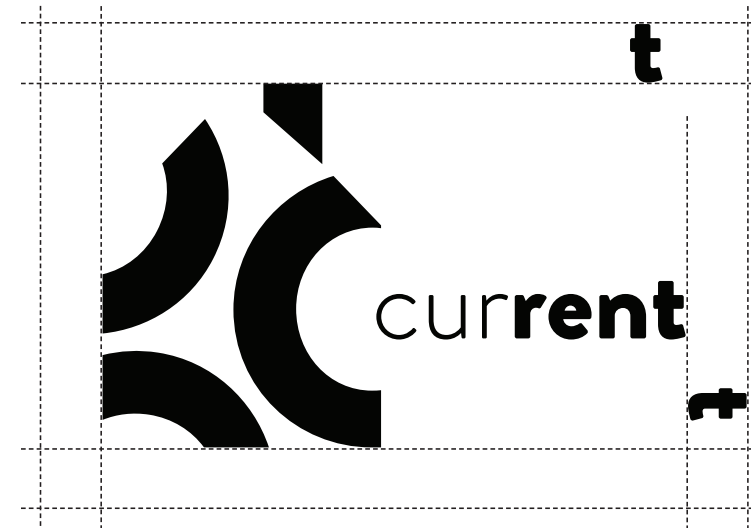
Tagline

the key to
modern renting

Our Vision

Our vision is to create accessible housing for everyone.

Clearspace

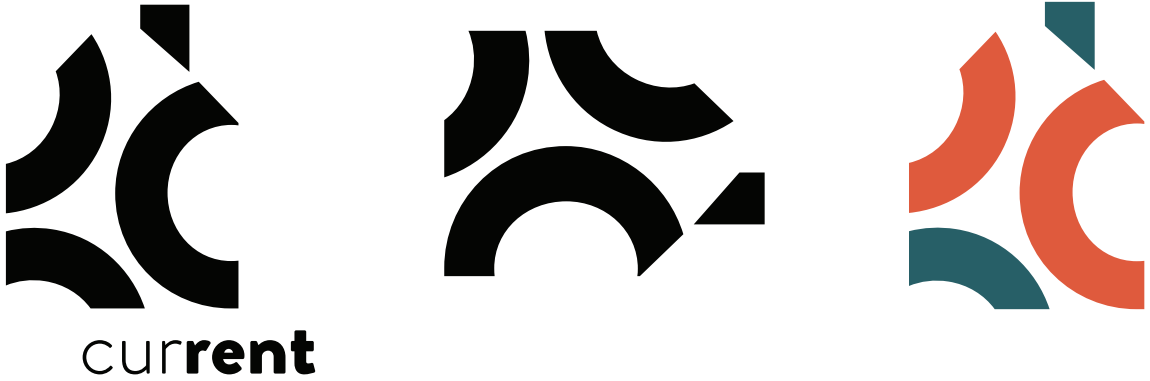


Proper Logo Use

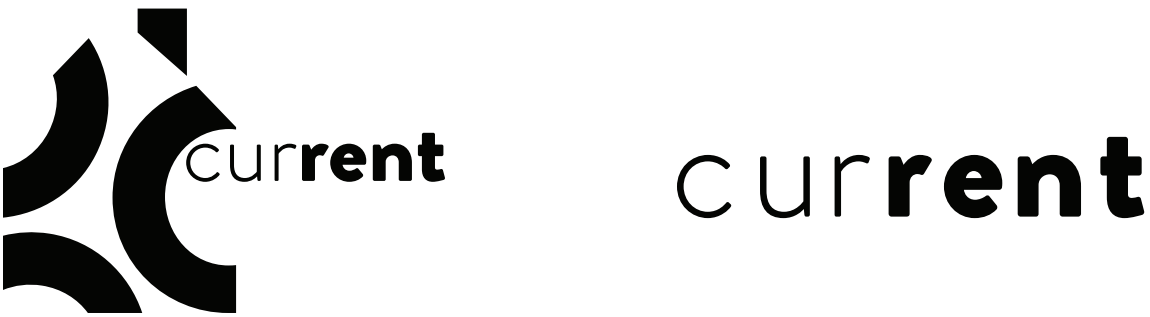




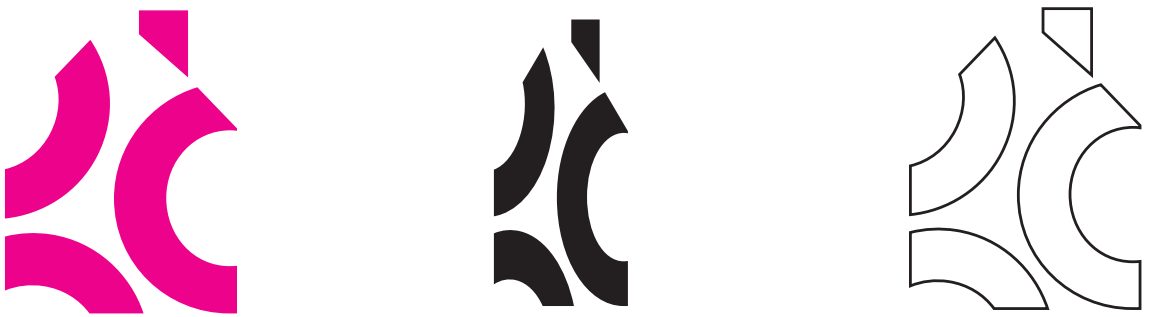
Brand Dont's



Don't offset logo from mark Don't rotate logo Don't change to colors on the logo



Don't move logo Don't change kerning of logo



Don't put the logo in unapproved colors Don't squish or stretch logo Don't use outline on logo



Colors Palette

The color palette we chose for current represents the bright and welcoming nature that we hope to bring to our renters.



Blue
Hex: #6594CD

Blue Green
Hex: #2E5F67

Green
Hex: #53BF9E



Red
Hex: #DE5B3F

Yellow
Hex: #EFD055

White
Hex: #ffffff

Typography

Brandon Grotesque Regular

Body copy and general use

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8 9 0

Brandon Grotesque Bold

Emphasized or important text

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8 9 0

Personas

Liam Wyatt, 36

He is a single parent looking for a good living environment for him and his son. Liam needs affordable living since he only has one income to support his family. He is also looking for good landlords since his past ones have been uninviting and hard to work with.

What They need:

- Good living environment
- Affordable rent
- Better landlord

Stella Abrahams, 23

She is fresh out of college and finally looking for her own place. Without the previous resources provided by her University she is a bit lost looking for new resources.

What They need:

- Understanding the lease
- Affordable rent
- Knowledge on different areas

Ash Dittoh, 28

They live with their dog in a studio apartment on the East Side. They are looking to relocate to a different area and into a one bedroom apartment, which allows dogs.

What They need:

- One-Bedroom
- Dogs Allowed
- Knowledge on different areas

Co-Creators & Survey

Alyssa v

UWM Neighborhood Housing

Q: What are students struggles with renting?

- The main challenges heard from students include: difficulty communicating with landlords, misunderstanding of expectations, rent affordability, and being taken advantage of by predatory landlords.

Q: What are the biggest misconceptions with renting?

- Cheaper than living in university housing. This isn't necessarily true when you consider the total cost of rent, utilities, and other amenities. The meal plan is more expensive than grocery shopping though.
- Many students don't understand that a lease is a legally binding contract and once that is signed, you have a legal obligation to adhere to the terms.

Q: What resources or programs do you offer for students?

- Preferred Tenant Program
- Housing Fair
- FAQs on our website
- Listing service
- Good Neighbor program
- Referral to the University Legal Clinic for free lease reviews
- So much more! See our website for details on these programs: uwm.edu/neighborhoodhousing

Q: Do you have resources or connections we could reach out to to gain more insight?

- <https://uwm.edu/university-legal-clinic/>
- Dean of Students
- UWM PD
- Milwaukee Department of Neighborhood Services

Q: What strategies do you use to help students and people find affordable, high-quality housing?

- Good Neighbor Program
- Preferred Tenant Program
- We are unable to control the price of rent, but students who complete the preferred tenant program are eligible for 2% off their Monthly rent or \$250 off their security deposit from landlords who want to offer the discount.

Q: Are there differences to helping non-traditional students? And how do you adjust?

- We have very few non-traditional students that seek assistance from our office. Many are looking for rentals further from campus than what is listed on our listing service, but we are learning that many non-traditional students own their homes through the off campus census survey.

Q: How many students have utilized your resources - pairing roommates, preferred tenant program, etc.?

- We don't pair roommates but I can say that we had 386 students complete the course in canvas in 2021 which is about 3 times the completion total of the prior two years combined so we are seeing the usage of this increasing. We are also working with campus leadership to offer this as a 1 credit course but nothing has been determined just yet.

Q: Do you have an area in which students can provide feedback?

- Students can provide general feedback via email or at the end of the census survey.

Notes: Speaking with Alyssa and gaining this information was helpful to our process coming from an educational standpoint. She was able to give us additional resources and advice that Neighborhood Housing shares with the students that they assist. Many of the resources provided were specific to students in Milwaukee, so while this was helpful it was also still important to find resources for those who are out of a University setting.

Lily

New Land

Q: How do rules and regulations vary from your different properties/areas in Milwaukee?

- Rules and Regulations are consistent within all our properties both Vintage And New Construction

Q: What problems have you run into with tenants?

- Mainly Maintenance. Tenants have a portal to enter their own work orders and are able to attach photos etc.

Q: How do you calculate your building's rent?

- Sorry but that is not within my position as a Leasing Specialist.

Q: How do you determine what utilities & amenities are included and not included?

- We have a standard at most properties in the Vintage Portfolio where Heat, Water, Sewer, Trash & Recycle are included. Tenant would pay Electric and Cable/Internet

Q: How do you help to change the narrative on the standard of living in Milwaukee?

- By providing the very best in Property Management services to our tenants.

Q: How have the past 2 years affected your company and your tenants' living costs?

- I think mostly all of our tenants were able to cope.

Q: How do you market your properties?

- By our own website as well as others such as Apartment.com etc. We are on various Social Medias as well. Also attending UWM Housing Fair.

Q: What is your company's criteria for accepting renters?

- At least a 640 Credit Score and Gross Monthly Income of 3X Rent.

Notes: As students who live off campus, a couple of us have had experience living with New Land before speaking to them about this project. We met Lily at the UWM Housing Fair, and while they did not want to set up a meeting, we were able to email them some questions to gain more perspective from a larger property management company. While receiving this information was valuable, we thought that it would still be important to talk to another landlord or property management company.

Jake

BG Lein

Q: How do rules and regulations vary from your different properties/areas in Milwaukee?

- We have one standard lease for our market rent apartments, so therefore the rules and regulations do not vary at all. Our lease is relatively standard for the industry, it just seems long to the naked-eye. Our low-income subsidized apartments use the lease mandated by HUD.

Q: What problems have you run into with tenants?

- Due to owning 1,500 apartments, we have seen it all. With apartment style living, some people tend to not get along with each other. Some people can be invasive, while others can be inconsiderate. Some tenants do not clean up after themselves. Low-income section 8 properties tend to have the most issues, to the point we no longer want to own subsidized apartments.
- The most common issues we run into are when people move-out. Tenants trash units and do not clean at all. Then they are surprised when they have an outstanding balance and lose their security deposit. Also, people tend to not provide 60-day notices, when vacating the unit.
- During covid some tenants were under the impression a moratorium meant they no longer had to pay rent. In my opinion, rental assistance needs to stop unless the balance is from 2020 to early 2021. Lots of tenants are scamming the government for “free rent.” It is very evident which tenants need it and do not. We are more than happy to work with the tenants, who make efforts and keep lines of communications open. Some tenants have the ability to pay back rent and choose not to. The organizations do not do their due diligence and properly vet assistance applications. At least now during 2022, delinquencies for rent have been returning to normal.
- One of the biggest things tenants do is not read their lease and just sign it.

Q: How is rent calculated?

- Factors such as the market rate, location, price per sq. ft, utilities included increase the rent such as heat, etc... I more so do accounting, accounts payable, and a multitude of other things. I cannot really explain how to set rents in a condensed form, there is no simple answer.

Q: How do you determine what utilities & amenities are included and not included?

- Garbage/recycling being included is standard
- Heat/gas included depends on the utility systems for the building
 - A boiler system usually has one meter, so it's impossible to divide up usage. So, the heat is included in the rent.
 - Electric heat is the most expensive and is going to have individual meters, so it is going to be the tenant's responsibility.
- Water/sewer is becoming so expensive, more and more landlords are charging out water to the tenants. We do not do this, however, in the future we might be forced to.
 - Our East Side properties are the only property where water is the tenant's responsibility. In my experience, this is standard within that specific area of the city.
- Laundry is always shared and coin machines are in the basement of our buildings.

Q: How do you help to change the narrative on the standard of living in Milwaukee?

- Since we bought the majority of our buildings 10-20 years ago, we can provide apartments at a lower cost than other landlords. For example, landlords that bought properties during the pandemic at a premium increase the rents an insane amount, in order to get any sort of return. We sold one property during 2020, the new landlord increased rents from \$799 to almost \$1,000, which is a 25% rent increase. Our old tenants have been calling us to live with us again. Our business model is predicated on setting rents below the market rate. In turn hopefully we foster a relationship with tenants where a lower rent decreases our turnover and makes them stay longer. Some of the tenants have been with us for 20 years. Almost all of the rents are way below the market rent, which is why vacancy is always so low. Our apartments are not the nicest or newest, they are more of a happy medium between providing affordable housing and quality.

Q: How have the past 2 years affected your company and your tenants' living costs?

- Our cost of materials and labor has massively increased over the past two years, which means we must increase rents. We have experienced some turnover with employees because the labor market is so competitive now. Increasing gas prices currently are killing the average American. The cost of heating a home or apartment is skyrocketing. Virtually, everything is delivered by a truck, which increases the cost of all goods.
- The market is extremely competitive to purchase additional property/buildings. It is more of a new construction environment. However, new construction is primarily luxury apartments, not affordable housing. Inflation, caused by ineffective monetary policy (artificially low interest rates) and printing money, increases the cost of everything and decreases the buying power of money. Banks are currently, loaning money at a deficit because they are mandated to abide by the rates the Federal Reserve set. Certain real estate markets throughout the country have seen a 30%-40% year over year increase in the cost of rent. In the past this has been a sign of an impending recession.
- The cost of capital is so incredibly cheap right now, anyone can be a buyer. With more potential buyers, the cost of real estate skyrockets. Think about it like this, if 50 people can purchase a property vs 100 people, how will the asset price be affected? Additionally, people are loaning money at 3%, while inflation is roughly 10% yr. over yr. or more depending on how you measure inflation. That is a 7% deficit, which massively devalues our currency. More and more people want hard assets that appreciate during inflationary periods. The increased cost of acquiring property is then passed onto renters through increased rents. Almost anything on the market is being sold 10%-15% above asking price or more
- Inflation mainly affects lower income households living paycheck to paycheck. If the cost of goods increases while wages stagnate or grow less than inflation, they have less money to spend and are forced to cut in certain areas. One person's spending is another person's income, spending drives the economy. In my opinion, we are headed for a major recession. We are experiencing economic conditions mimicking the late 1970's. Inflation is only going to get worse, especially when the government is not tightening monetary policy.

Q: How do you market your properties?

- Free marketing thru AppFolio (property management software) and Rent College Pads for Upper Eastside Properties
 - The free marketing uses Zillow and their affiliate websites they own. AppFolio has agreements in place to provide this service for free. We manage most of our apartments through this software.

Q: What is your company's criteria for accepting renters?

- Rental application requires last two pay stubs and form of photo ID
 - An employment letter stating estimated wages and hours on company leader head could be accepted in lieu of pay stubs
- Gross income (before tax) must exceed three times the monthly rent.
 - Ex. \$1000 rent, Income criteria=\$3,000/month, \$36,000/annually
- No sex offenders, or violent criminal history allowed
 - Felony convictions may be grounds for denial depends on the crime
- No evictions within the last 5 years or evictions where money is owed to the landlord (unsatisfied judgements)
- To conduct any sort of background checks we do a simple CCAP search.
 - <https://wcca.wicourts.gov/case.html>
- No repeat drug offenses and zero tolerance for drug dealing offenses
- First time renters must have a co-signer or a double security deposit
 - Strength of co-signers income depends on applicants' income. Let's say the applicant is a student without a job, the co-signer gross income must be 5-6 times the monthly rent.

Notes: The information that Jake supplied us was extremely helpful in understanding the landlords perspective. We initially met in person at the Housing Fair and then were able to have correspondence through email.



Adam White

Artist

Q: What resources did you find/use while you were forced to relocate?

- Boss was a resource
- Talking to Mandel, owned the apartment
- Walker's Point Association Meeting
- Alderman, Historic Preservation
- Relied on friends to find a place

Q: Was it just your apartment or your area?

- Corner of Bruce & 5th, happened last summer in May/June
- Paid \$500 for a one bedroom, maybe +\$200 for a two-bedroom
- Apartments were old, falling apart - moved in knowing it would be sold, too quick of a notice - 18 day notice
- Sold to the Mandell Group
- Selena Mural & La Fontana - whole block slated to be demolished - going to house 200 residents, taller than regulations allow (check into this)
- Invited 20-30 peers, artist, retrospec of all of their work, had roof acces - awesome view, offered a trade so gave everyone a chance to take a polaroid in the house - Goodnight Bruce
- The land is beginning built - people can move in in Fall
- Adam did receive \$500 in visa gift cards to help in the move

Q: Do you have any other people that come to mind that we could get in touch with?

- 5 Points Art Gallery and Studios Exhibition: Signs O' The Times
- Siara Berry, Artist, "My studio practice is an overarching critique of American housing systems and ideals."
- Jeremy Ebersole of the Milwaukee Preservation Alliance
- Walker's Point Association

Additional Resources:

- 5 Points Art Gallery and Studios Exhibition: Signs O' The Times
- Siara Berry, Artist, "My studio practice is an overarching critique of American housing systems and ideals."
- Jeremy Ebersole of the Milwaukee Preservation Alliance
- Walker's Point Association

Notes: We connected with Adam in order to speak to someone within the creative sector. Hearing his story was a really great and unique perspective. He was able to give us feedback on our idea and ephasized the importance of including a variety of resources.

Amy Hall

Housing Authority of the City or Milwaukee

Q: We noticed on your website that your mission is to provide high-quality, affordable housing options to families all over Milwaukee. We are wondering who are the biggest communities you help?

- Low-income individuals
- Manage public public housing and section 8 (very low income renters, 50% of the area medium)
 - Section 8 having trouble finding units (30% of income towards rent)

Q: What strategies do you use to help families and people find affordable, high-quality housing?

- Provide low income housing to over 10,000 people
- HACM has their own portfolio of housing
 - They have waiting lists for their properties, waitlists are open
- Providing rent assistance
- Some properties have preferences, could be geared to someone with disabilities or elderly, having a better clance to getting into a space sooner
- Case management for supportive services, for example: meal plans

Recommended Resource:

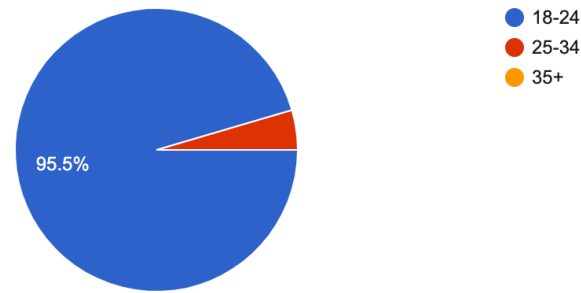
- Community development alliance

Notes: Talking to Amy from the HACM was really informative for learning about low-income renters who are not students. From a social and civic perspective, it was great to see the resources they have available.

Tenant Survey

Community

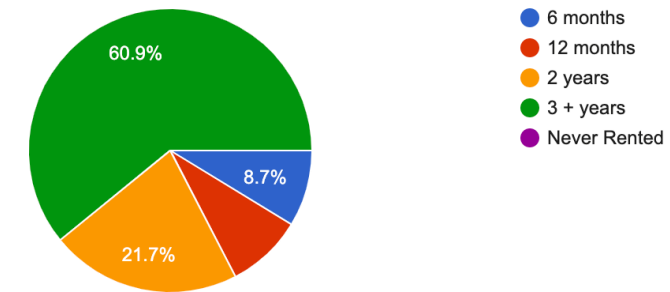
Q: What's your age range?



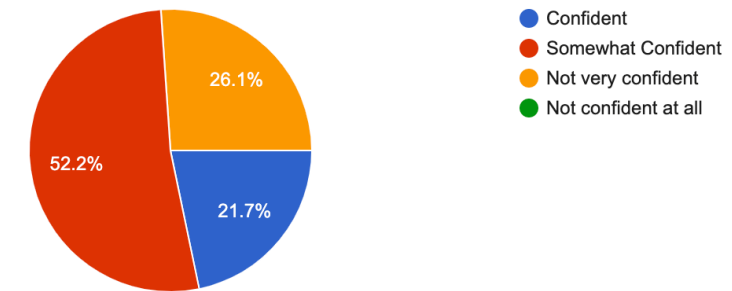
Q: What do you look for in housing in the city of Milwaukee?

- affordability, cooking space, cleanliness, close to school
- I sort by rent amount at first and to narrow it down how close it is to campus/ places i go to often
- Low prices with a decent quality of housing.
- Being able to not have to share room.
- Updated kitschens/remodels
- decent size bedrooms, affordable rent, good communication w landlords
- Affordability, location, cleanliness
- Clean affordable living
- Decent sized bedrooms, parking
- good location, washer/dryer, parking
- Respectful landlord, cared for building, parking included, still affordable, close to campus.
- A nice house. I don't want to live in a beer stained falling apart college house. I'm not a partier I want my space to feel like a nice safe home. Also price bc renting by UWM is expensive as all hell.
- Free heating and cheap utilities
- I look for a fair price especially in balancing what they include for utilities, I usually look for one that comes with heat. Also places, that have good location to grocery stores especially since I don't have a car (looking at public transportation locations).
- close to campus, cheap, good landlord
- Affordability, location, condition of the house/apartment
- Close to campus, cheap, three rooms
- Proximity to campus and non-management company run
- Nice property, affordable rent, pet friendly, nice neighborhood
- Affordable rent in a building that's well-kept and managers who are professional (and responsive).
- Clean building, amenities included, cheap rent
- What I look for in housing in the city of Milwaukee is clean floors. A good kitchen, there does not have to be a dishwasher. Decent sized bedrooms with big closets. I like when at least water is included in rent.
- Reasonable price and not falling apart

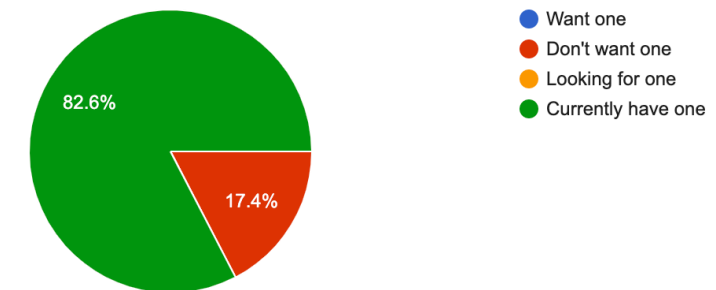
Q: How long have you been renting?



What is your confidence level in understanding a lease?



Roommates?



Q: What is your approximate total housing cost rent/utilities/etc.?

- around \$500 a month
- ~\$500
- \$600
- 400-500, changes between colder and warmer months
- 620
- \$1000
- Max 600 per month
- 700
- \$1200
- 575
- 520 with all utilities
- Our unit is \$1200 total, utilities like \$170ish Wi-Fi \$26
- 1900
- 740 -including rent, wifi, water/sewage, electricity
- just my section is about \$550 for everything
- \$550 a month
- \$1700 split between three people
- \$550 ish
- ~\$900/month
- Rent = ~\$890, utilities = ~\$30, wifi = ~\$70
- \$750
- about 600
- \$700

Q: Did you have any experiences that were positive while renting?

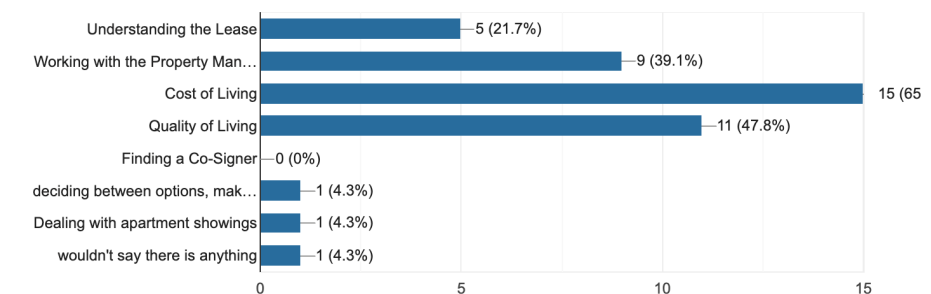
- my current landlord is very attentive and makes repairs when we need them
- Finding a house with air conditioning
- Not yet
- landlord is nice and helpful
- i don't think any renting experience of mine has gone above and, either it was alright experience or it was awful?
- Having my own place and having an understanding/helpful landlord
- No
- i've had 1 (one) nice landlord out of like 4 landlords total
- My last apt was really wonderful. It was super clean and well build. and the windows let in so much light that I could always feel awake.
- Honestly I have had only good experiences renting
- No
- I think being able to view places was helpful. Also having a tenant portal site to work with on my rent payment and sending in work orders was helpful.
- i enjoy living in my house for the most part, i think it's nice for a college house and i love the location.
- At my current place the landlord and property manager is the woman who owns the building with her husband. It's nice to have a direct line with her to get help with problems that arise, versus a company that in my experience can be hard to get a hold of for help.
- Some landlords are very honest
- My landlord is super nice and responsive to issues we have.
- Yes, nice living space & helpful management
- My fridge broke down several times over the course of my first 9 months, after the third time they actually replaced my entire fridge without penalty/charging me.
- My landlord right now is excellent, he answers maintenance requests right away and keeps the building very clean.
- Landlords are very understanding and let us do anything.
- Yes. Smaller landlords are better



Q: In your opinion, what makes a landlord bad?

- doesn't visit property, ignores issues of mold/safety, overcharges for homes in bad condition
- Doesn't communicate well!! Doesn't fix a problem after asking them multiple times and when they do they skirt around the issue and act like it's something smaller when it's a huge problem. Also coming over unannounced
- They don't care for the building or take you into consideration at all.
- One that overcharges for property
- Not taking care of issues quickly
- lack of communication, if it's an apartment building with constant maintenance issues in common areas, i feel like a lot of landlords take advantage of the fact that most renters in the area are in college, so apartments and building quality and cleanliness is not a priority, insane fees for pets, one landlord I had previously did yearly apartment inspections which is insane
- Lack of communication and stubborn
- Not being understanding of certain situations and not responding to issues in the apt
- lack of communication (regarding building maintenance)
- Someone who doesn't care about his properties.
- Not listing to the renters about issues with the apt, or where wishes when it come to leaving the apt. Coming in the the apt with out proper notification, and then when in the apt judges the renter based on what they have in the apt.
- If he is frequently bothering us or not listening to concerns
- Not answering and not caring about the conditions of the property
- One that lacks communication on what's going on with the building or in scheduling when they are going to show up if they are supposed to. Just lacking common curtesy; not caring for you needs as a renter.
- not responding in a timely manner to fix things that need fixing. also not giving the full 24 hour notice when they or other repair people will be coming by.
- Being absent when tenants need help. Not being reasonable about normal wear-and-tear that happens when living in any space, being unreasonable about the security deposit
- Not completing maintenance requests
- Unresponsive/not helpful and management companies
- Lack of communication, not being transparent about information, changing information, taking advantage of college students
- If they don't respond or are reluctant to fix issues.
- Not answering maintenance requests and not being transparent about lease and rent.
- What makes a landlord bad is if they are restrictive in the lease and not understanding. Also when a landlord is not flexible for no reasons.
- Bad communication

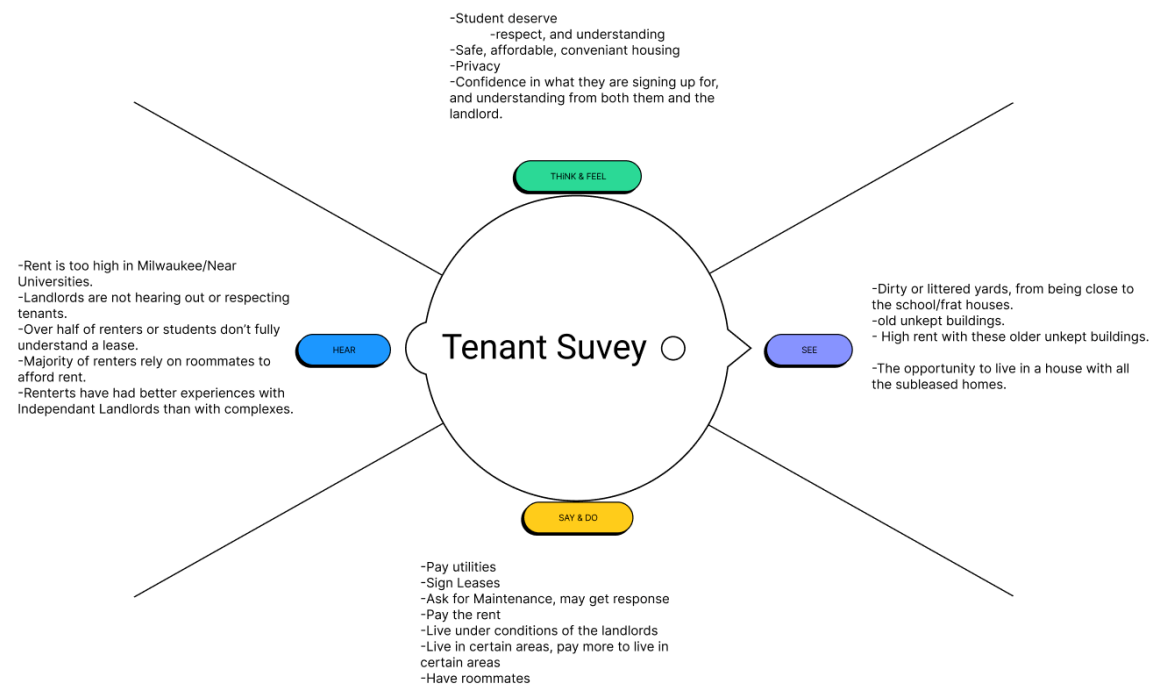
What is your biggest struggle when renting?



Q: If you rent, what company do you rent with?

- we rent from a private landlord not a company
- private landlord, and a different private landlord in a previous house
- Structure
- Sorry I don't know the company, just know the name is Sam Skoufis
- Zolper Properties
- katz properties
- Kenwood Company
- Katz Properties
- Shertok
- Not a company associated with my current landlord.
- Not a company
- Bieck Management
- green door property, however our house was just sold and will be switching owners
- Kenwood Company (terrible)
- MKE Estates LLC
- Just one guy - Scott Tucker
- New Land
- Northland Management
- Bella Property Management
- I currently live in an upper unit of a house. The landlords live below so there is no company.
- Wilkins property management

Notes: We created this survey to get a large amount of information from a variety of backgrounds. The survey ended up collecting information from mainly from students, but the information was still valuable in helping to narrow in on the problem that tenants are experiencing. This was some of the first information we collected when starting our research and was a great jumping off point.



Resources

Milwaukee's Collective Affordable Housing Plan
<https://www.housingplan.org/>

UW-Milwaukee Neighborhood Housing Office
<https://uwm.edu/neighborhoodhousing/>

Housing Authority of the City of Milwaukee
<https://www.hacm.org/>

Milwaukee Rental Housing Resource Center
<https://www.renthelpmke.org/>

Community Advocates
<https://communityadvocates.net/welcome.html>

Milwaukee Habitat for Humanity
<https://milwaukeehabitat.org/>

Milwaukee Preservation Society
<https://www.milwaukeepreservationalliance.org/>

Milwaukee Public Library
<https://www.mpl.org/>

Milwaukee, Department of City Development
<https://city.milwaukee.gov/DCD/NIDC>

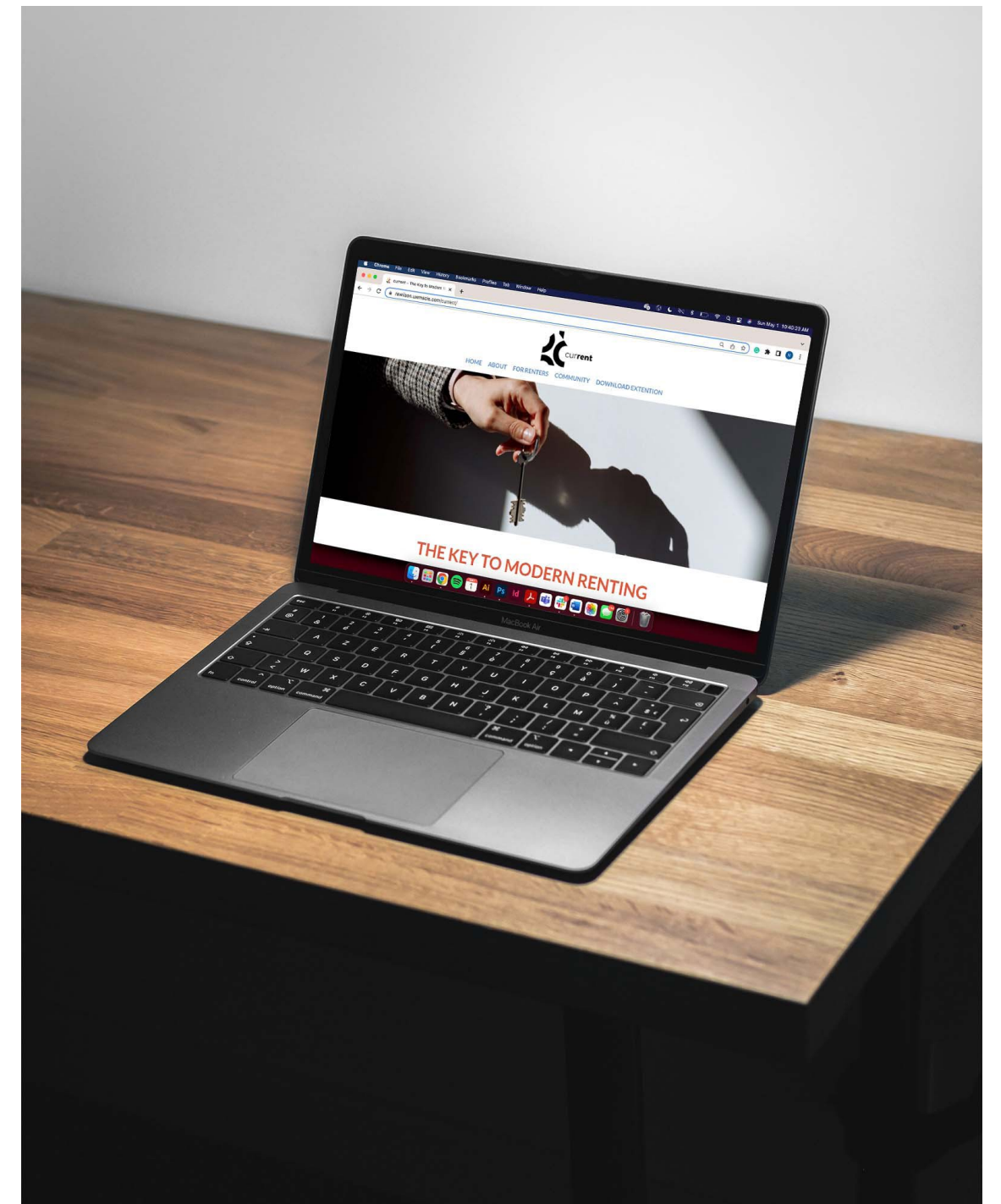
Site Map

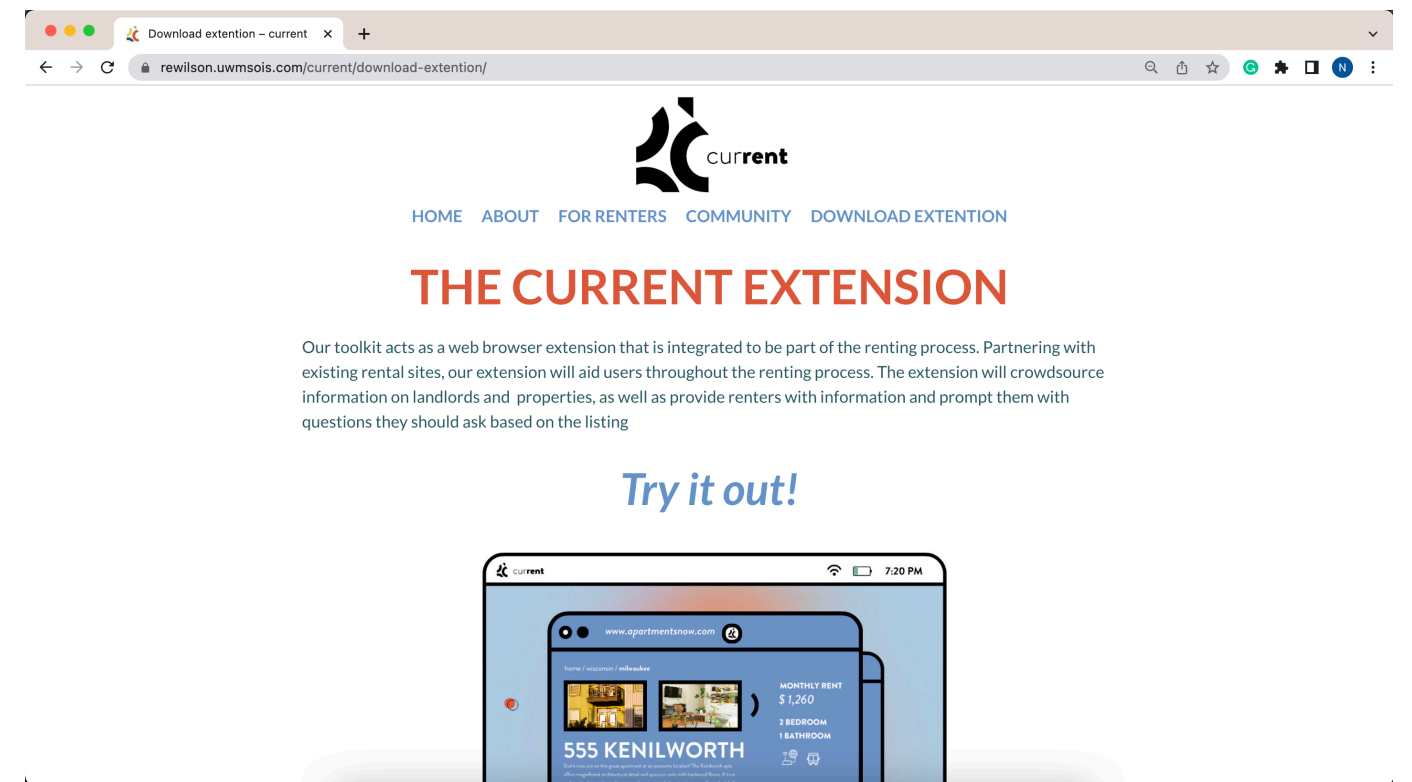
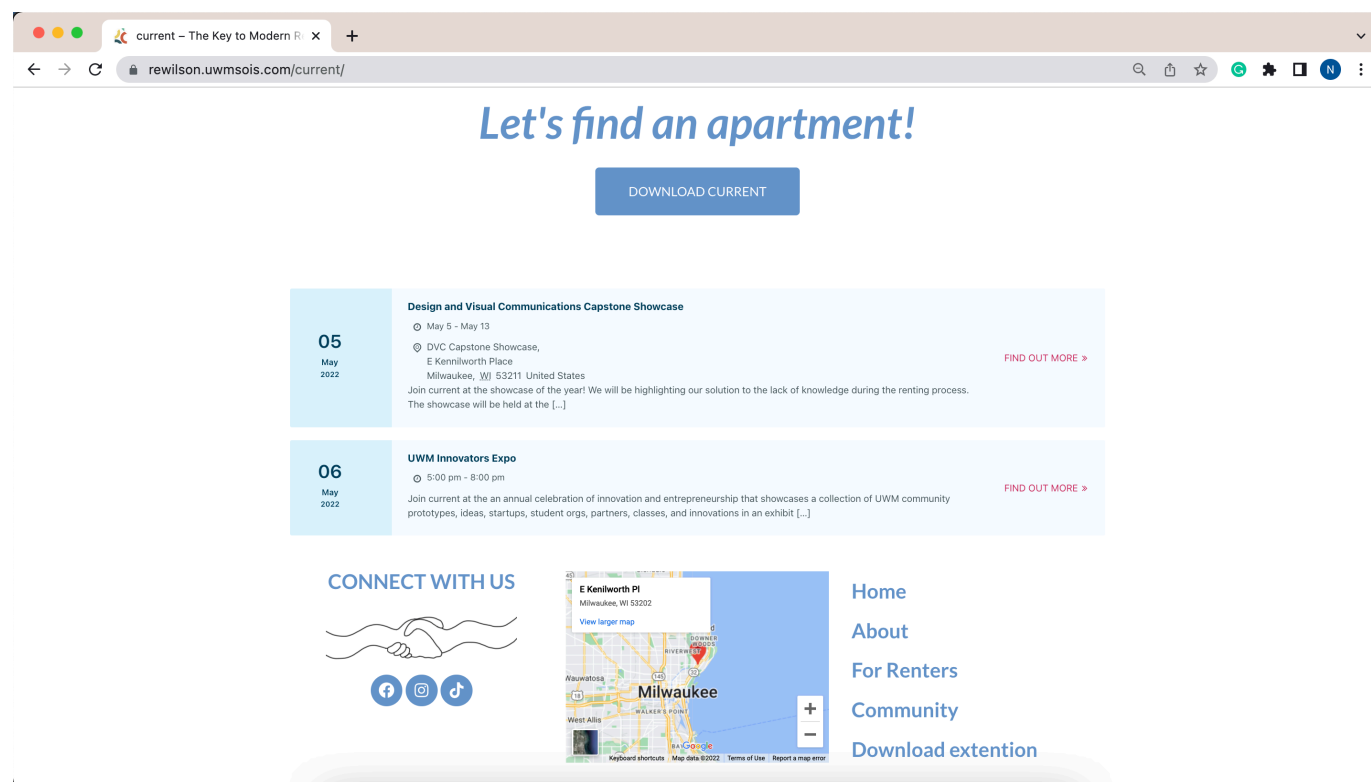
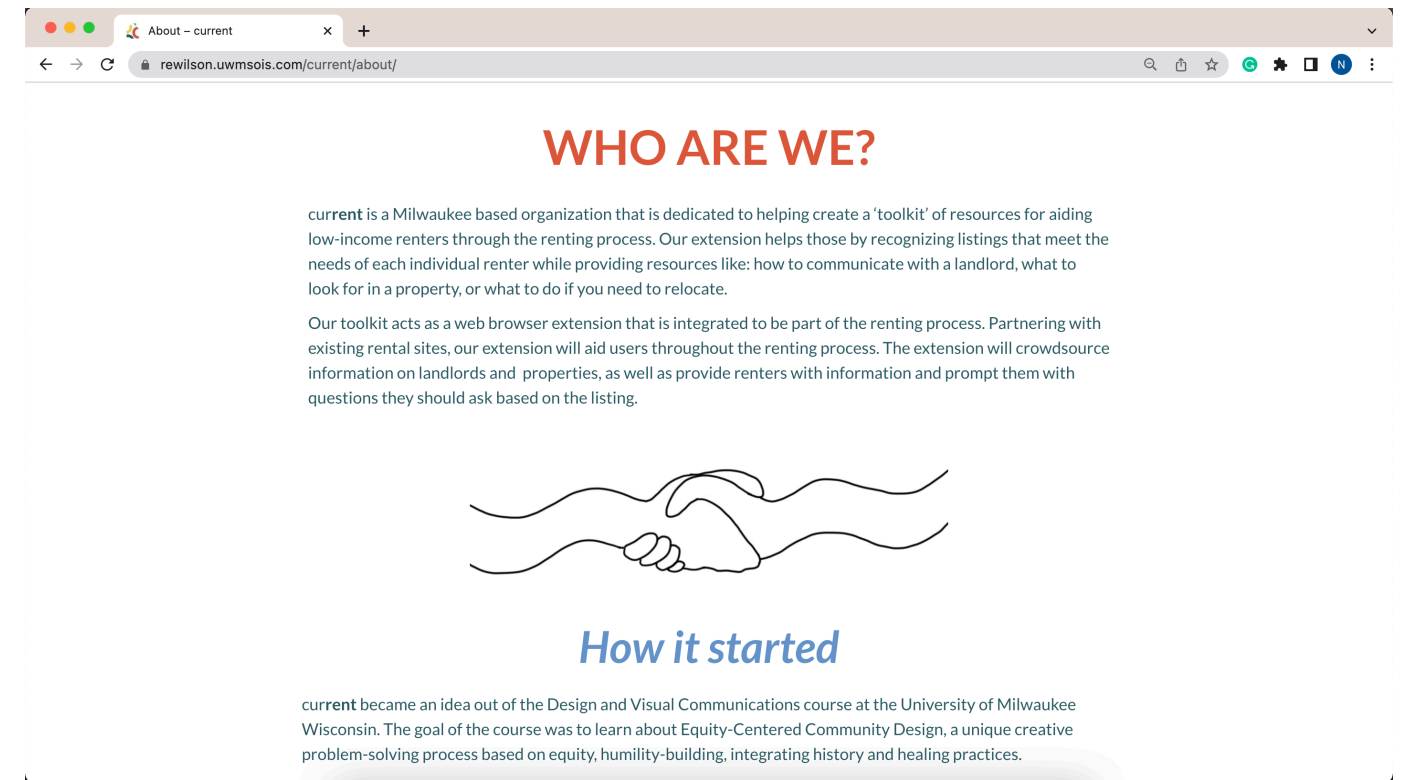
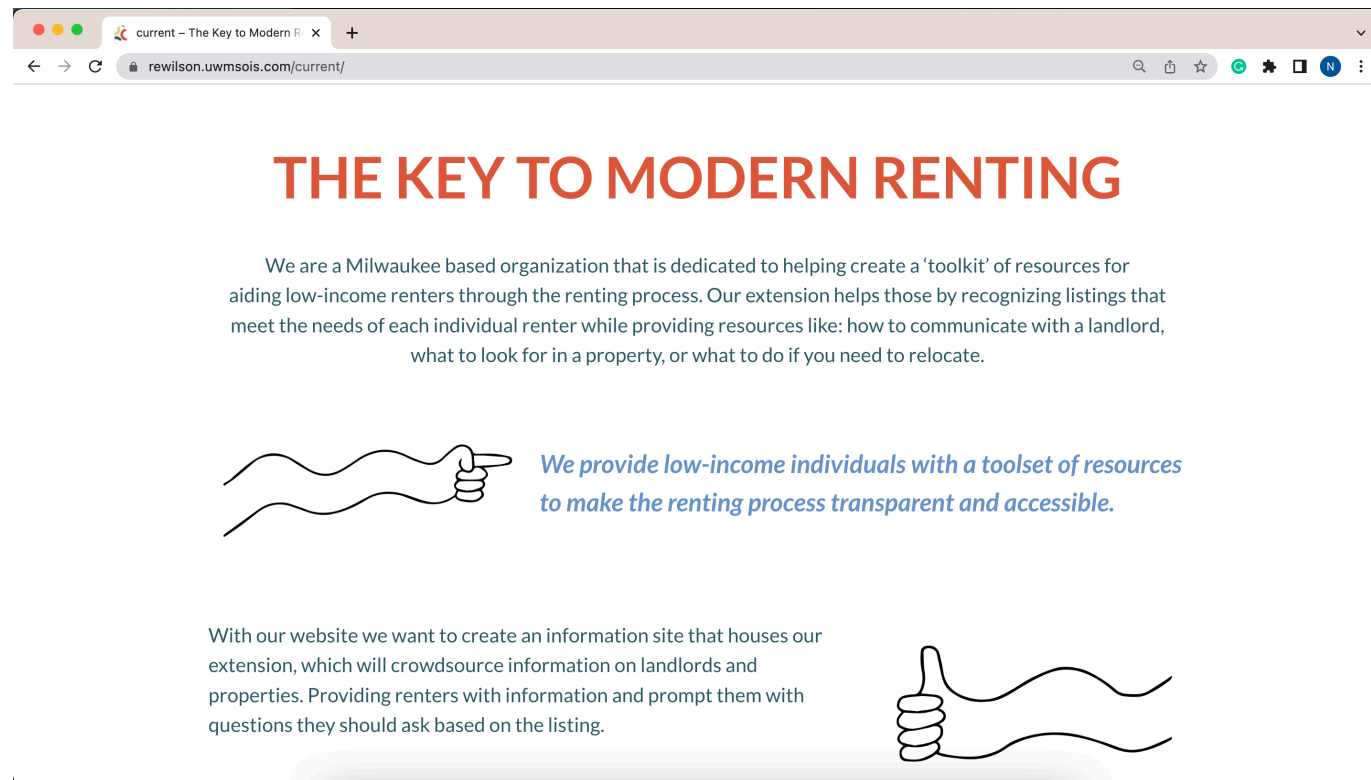
Home Page	About	For Renters	Community	Download Extension
About current	Who are we?	How to be a better renter	Questions & forum for responses	instructions
Our mission	How it started	Reading your lease	Upload pictures/reviews	animation
Our Goal	Research	Resources in your area		
		Look up places		

Website Sketches

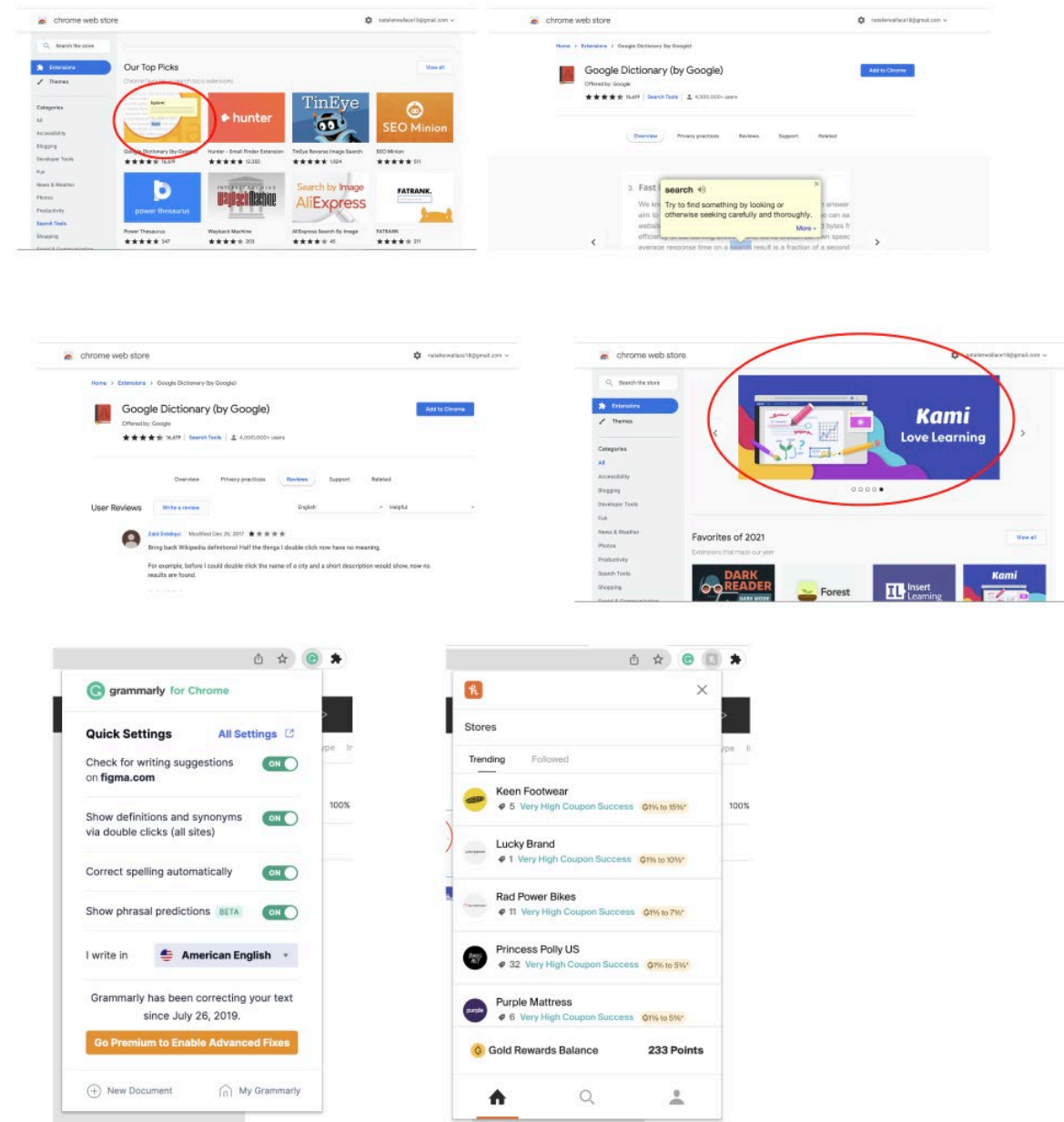


Final Website Design

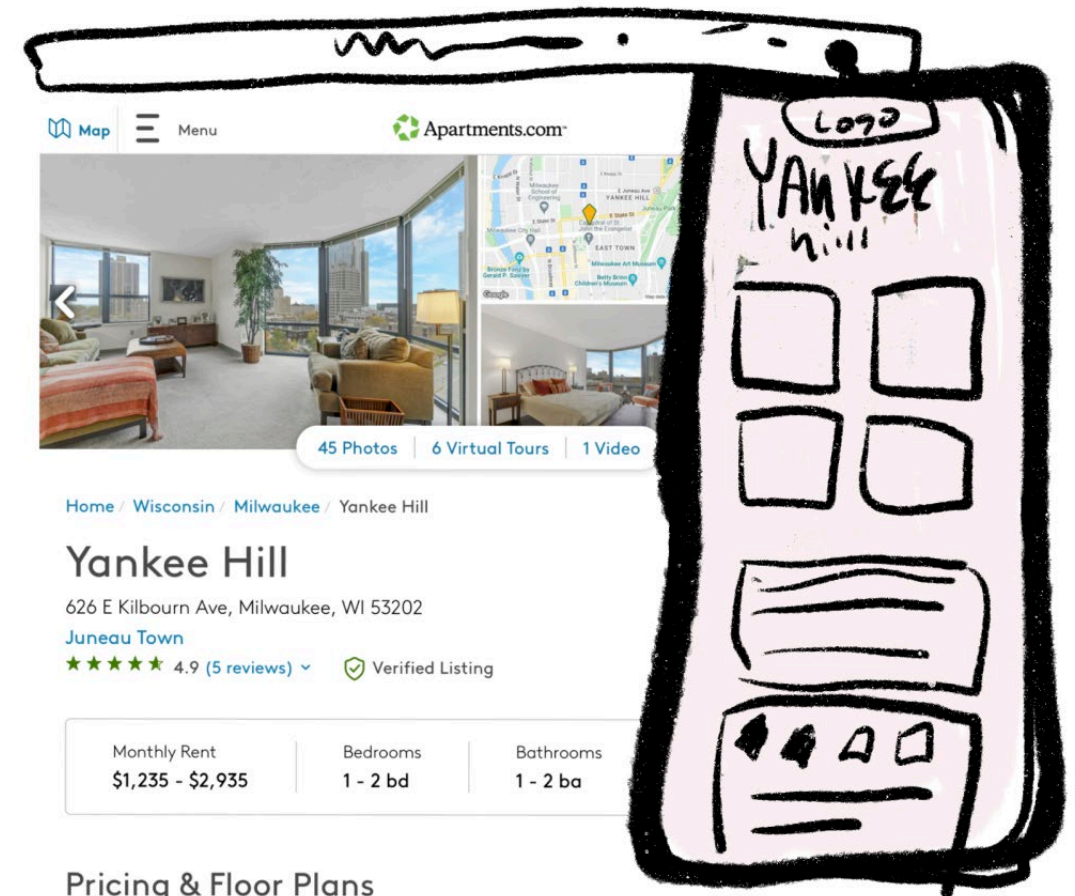




Extension Exploration



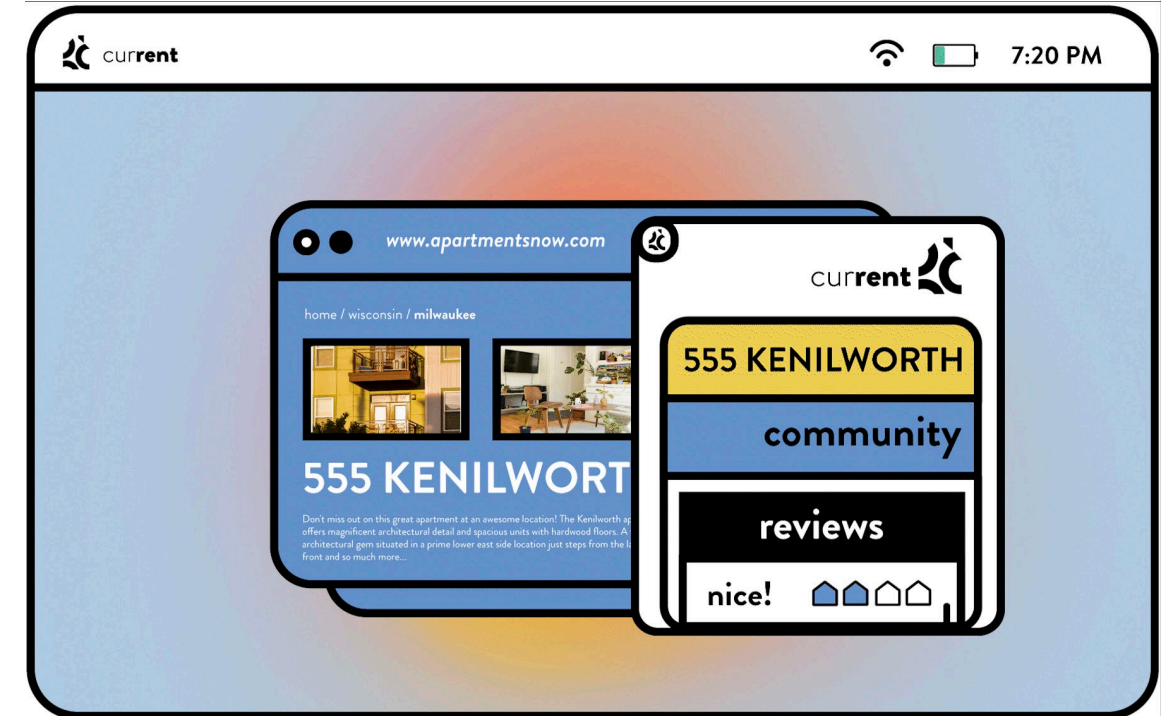
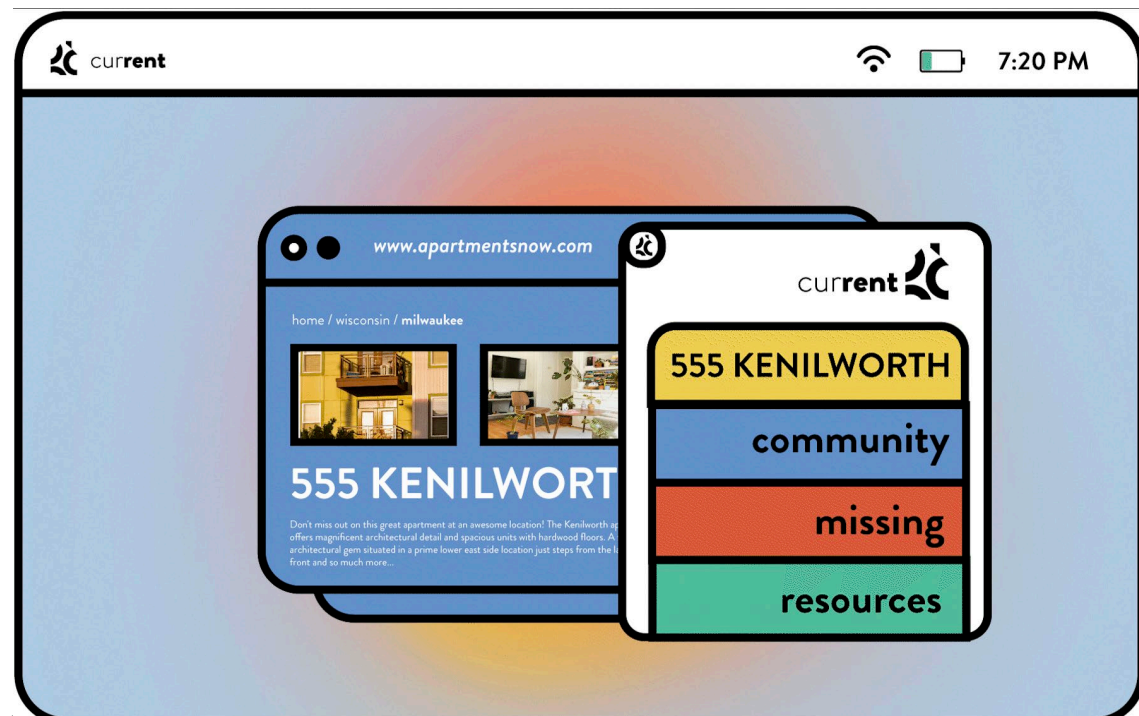
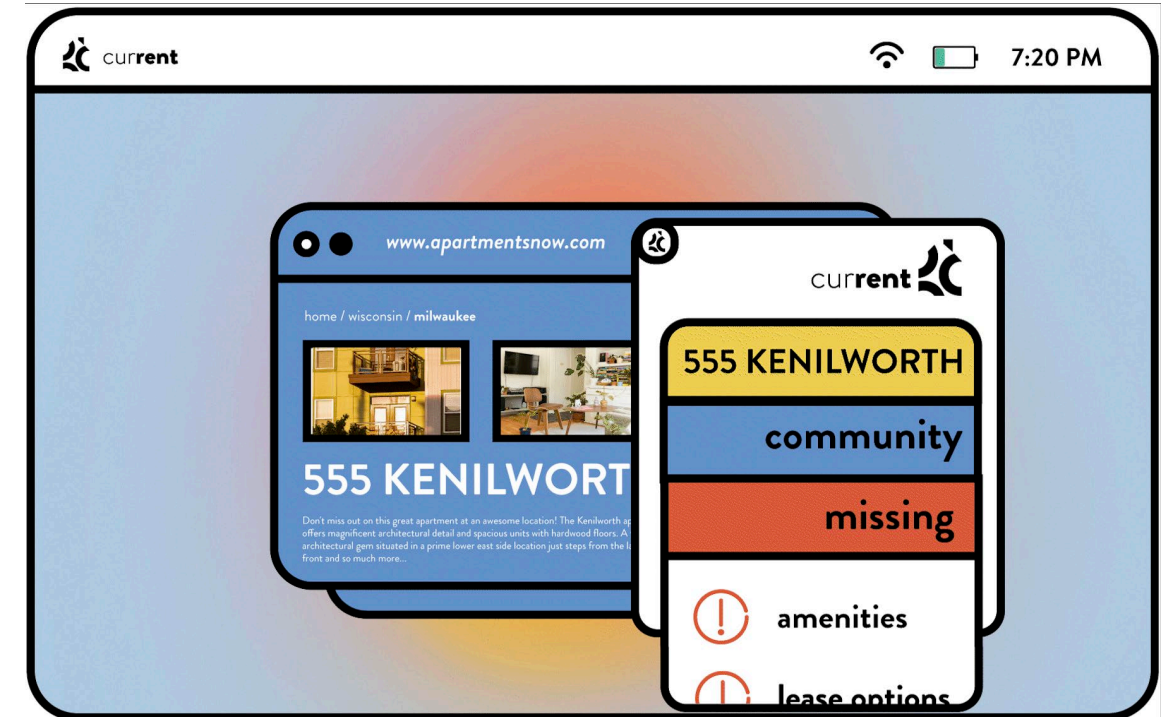
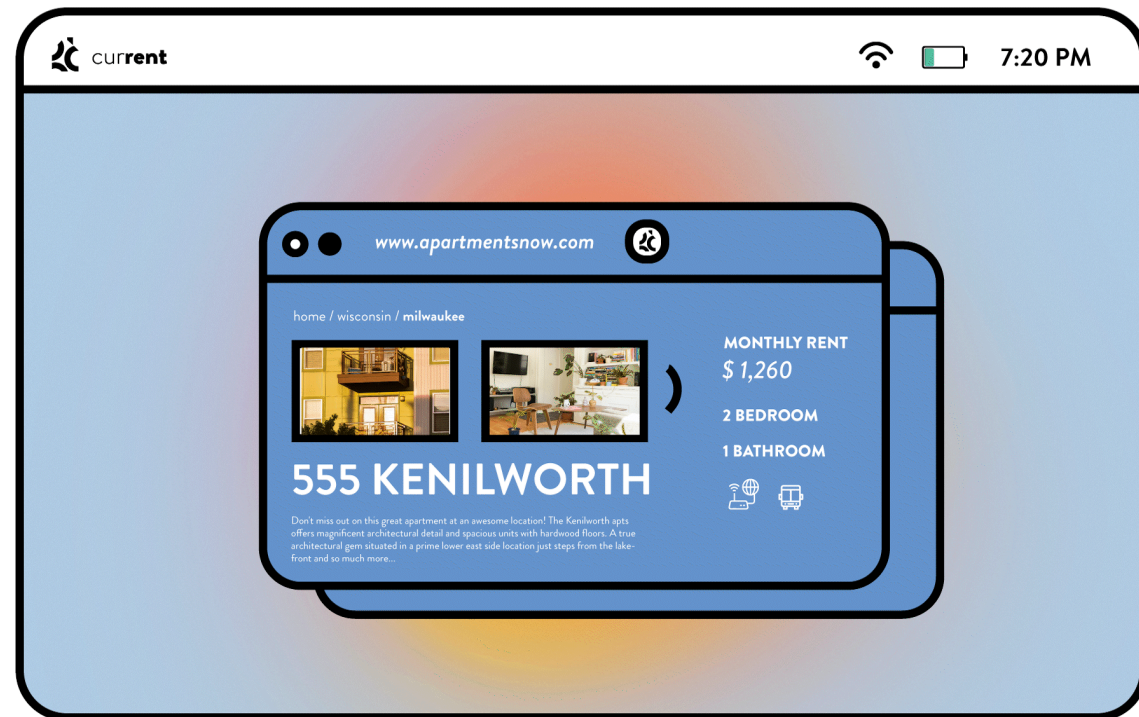
Extension Sketches



Pricing & Floor Plans

Final Extension

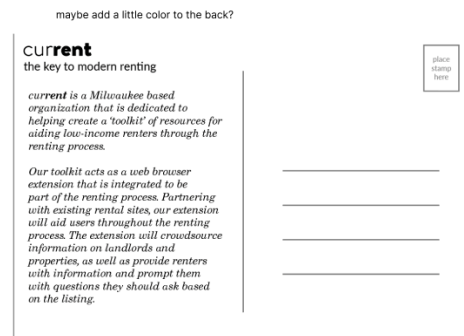
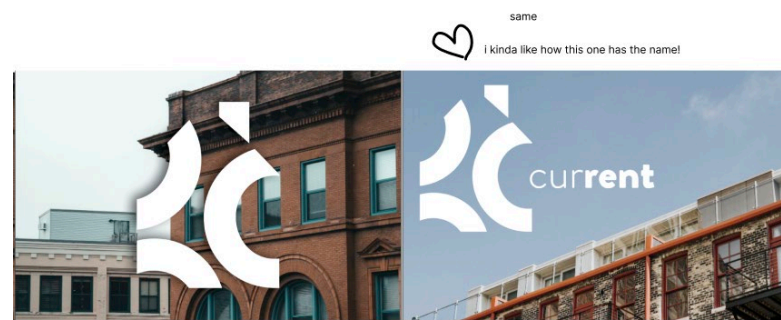
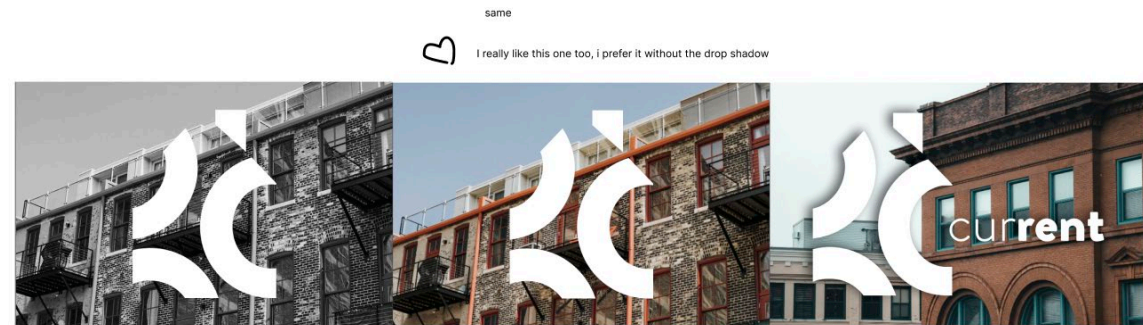
Animation Stills



Deliverables

Post Cards

Drafts



Final

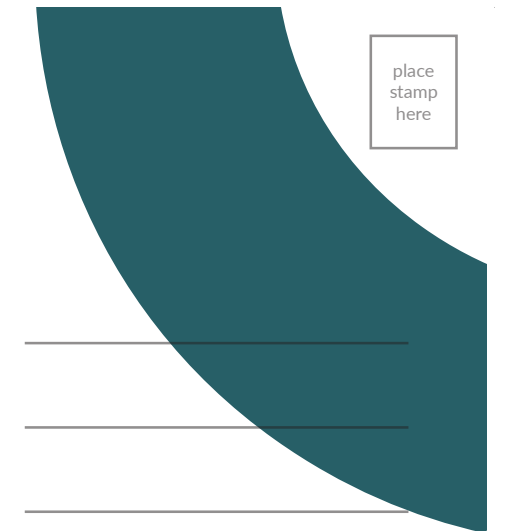


current
the key to modern renting

current is a Milwaukee based organization that is dedicated to helping create a 'toolkit' of resources for aiding low-income renters through the renting process.

Our toolkit acts as a web browser extension that is integrated to be part of the renting process. Partnering with existing rental sites, our extension will aid users throughout the renting process. The extension will crowdsource information on landlords and properties, as well as provide renters with information and prompt them with questions they should ask based on the listing.

place stamp here



Persona Posters

Drafts

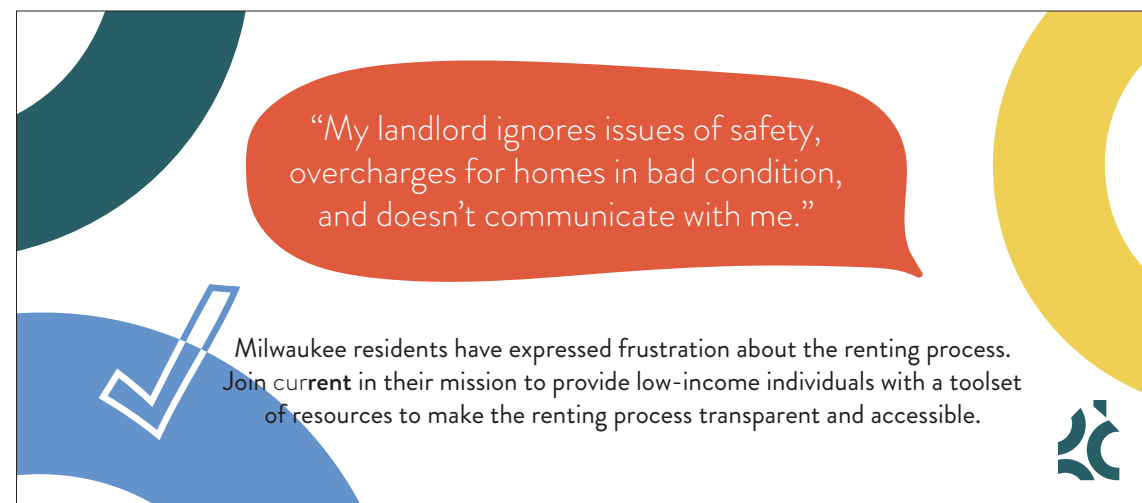


As we designed our exhibition space, we decided to change directions with the style of our persona posters. We wanted them to blend with the apartment aesthetic and decided to design them like band or musician posters.

Final



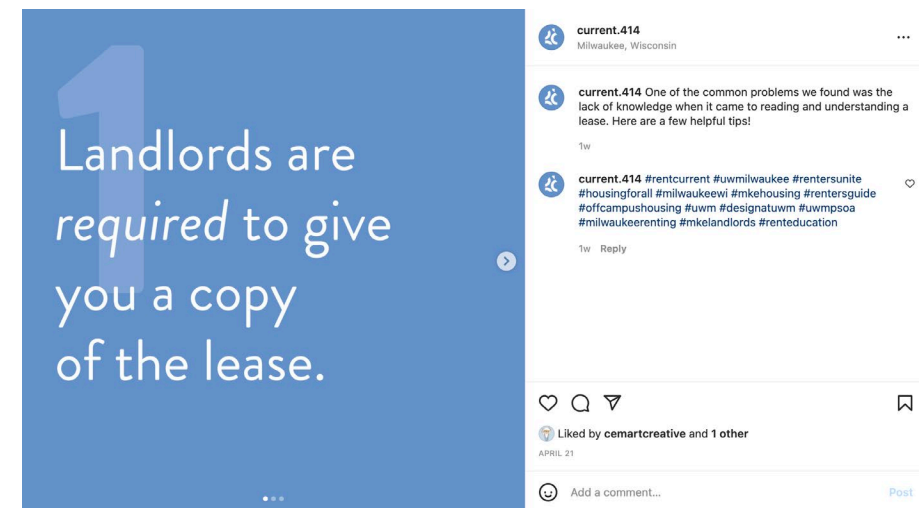
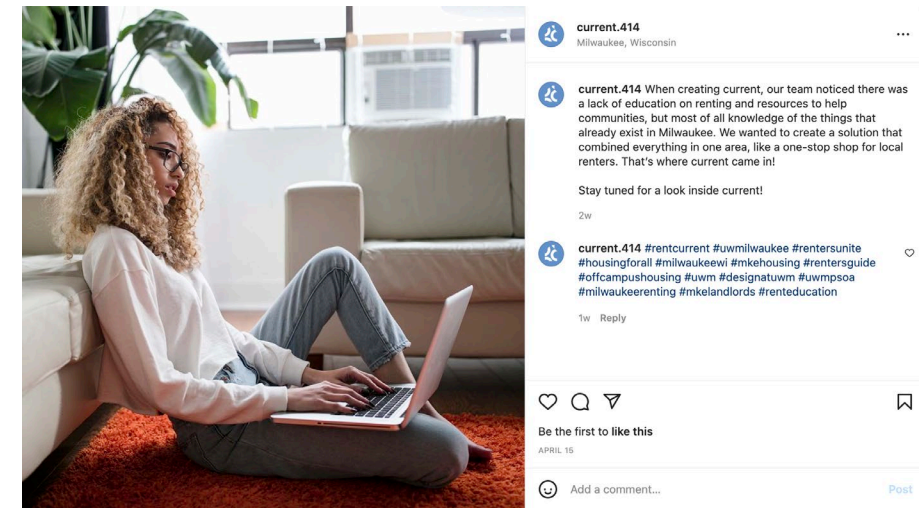
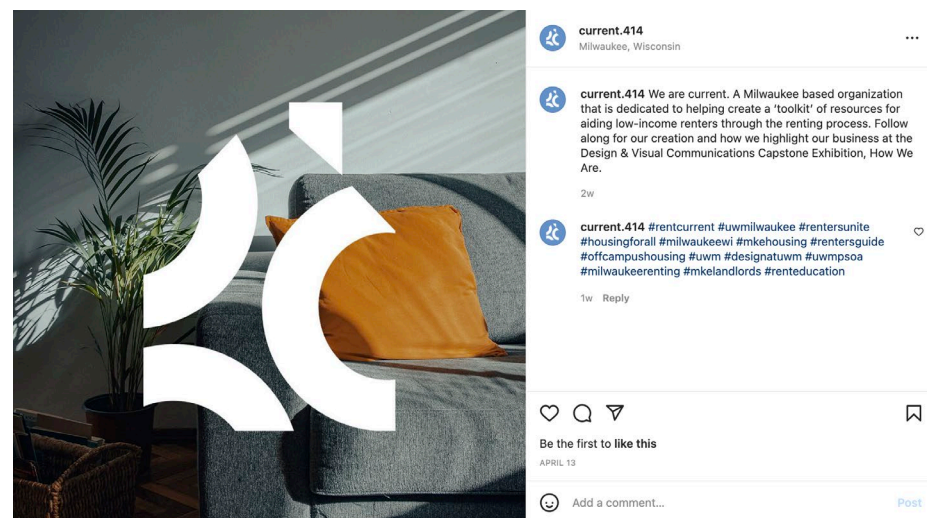
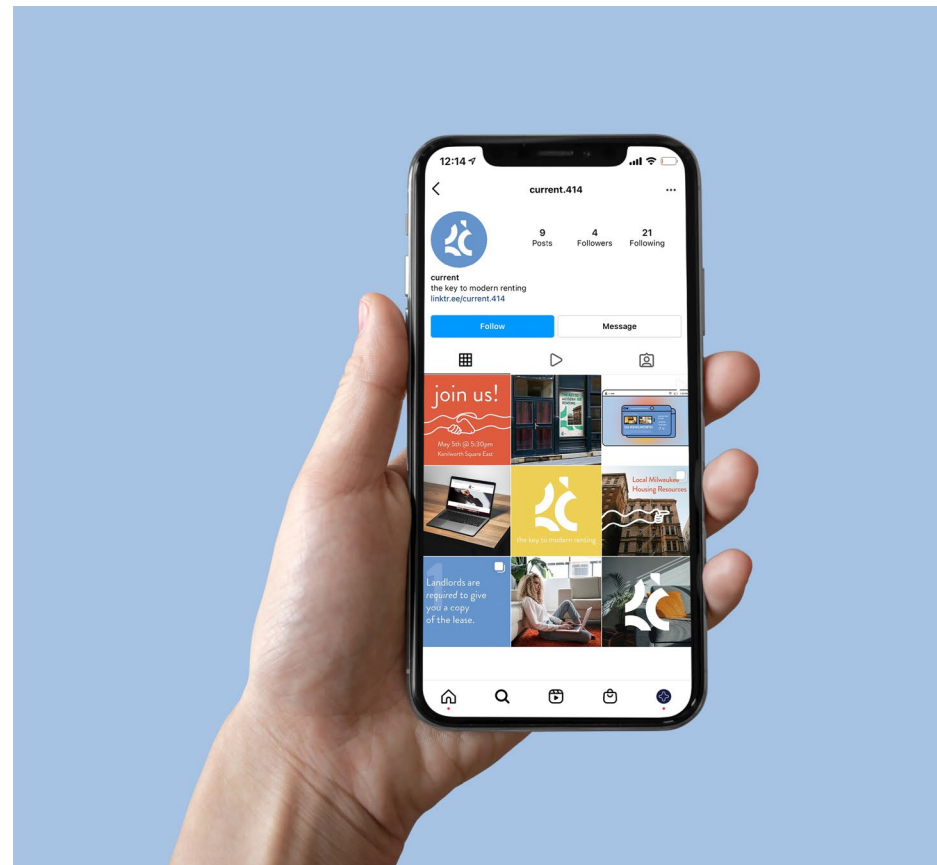
For Rent Sign



Community Posters



Social Campaign

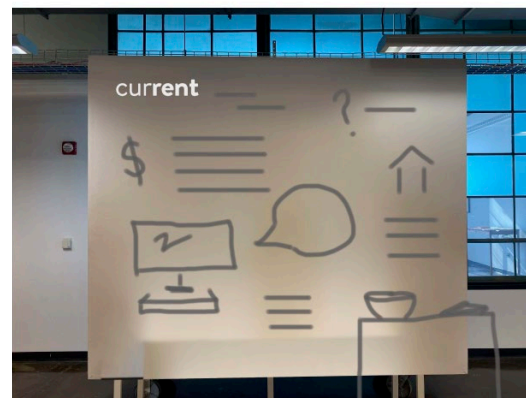
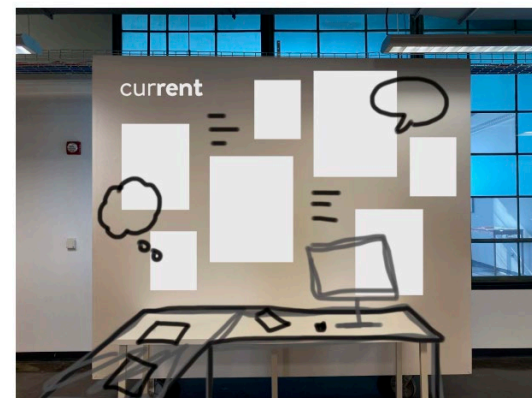
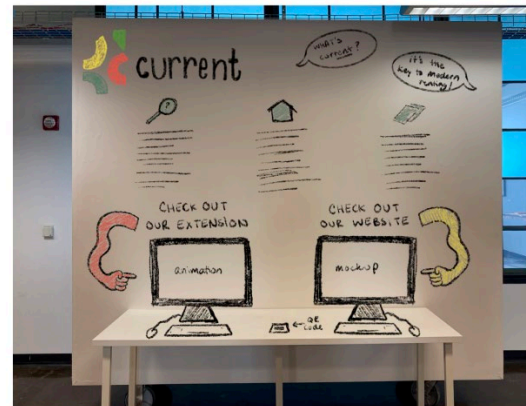
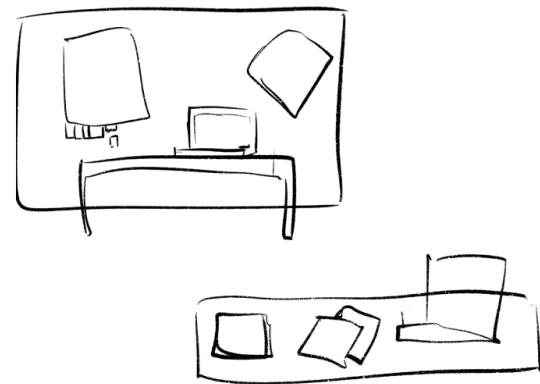


Exhibition Design

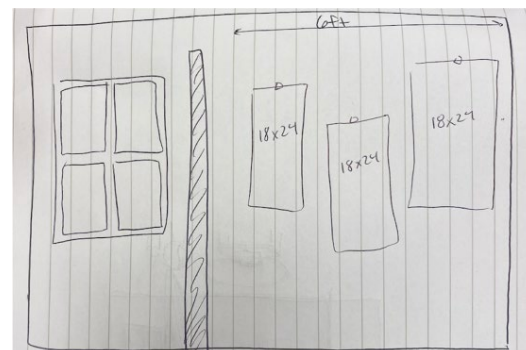
Sketches

Round 1

Wall size: width 9ft 6 in, height 8 ft



Round 2



In-Progress Install



