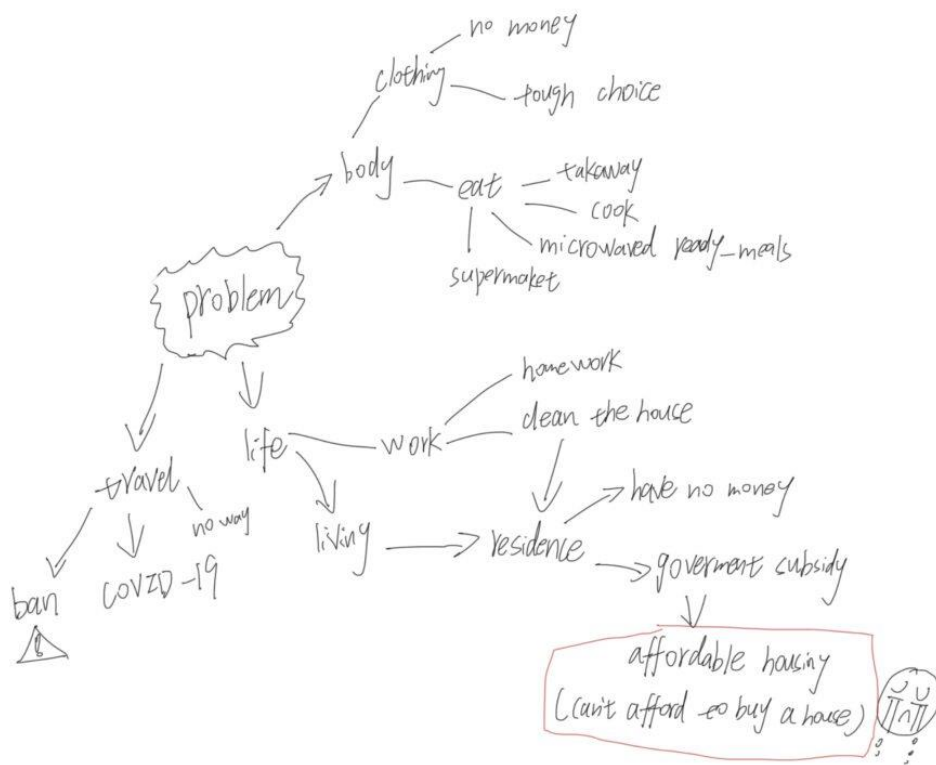


Project 2-Affordable housing by country



Research:

Mind Map



For young people today, it is not easy to buy a house on their own, especially in very large cities. Take Beijing as an example. It is a very scary thing that young people who have just joined the job need to buy a house without eating or drinking for 30 years. Therefore, the government-provided affordable housing is a very good solution. Although the system is still being improved, personally, I am willing to wait to receive the government's affordable housing.

Affordable housing by country

From Wikipedia, the free encyclopedia

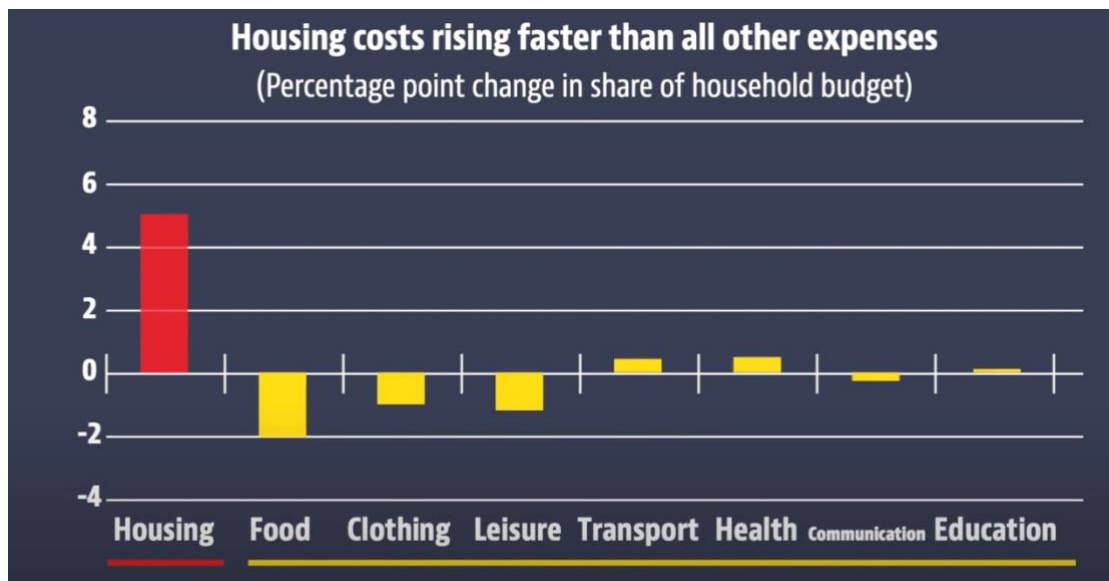
Affordable housing is housing which is deemed affordable to those with a **median household income**^[1] as rated by the **national government** or a **local government** by a recognized **housing affordability index**. The challenges of promoting affordable housing varies by location.

Contents [hide]

- 1 Australia
- 2 Canada
- 3 China
- 4 Mali
- 5 India
- 6 Indonesia
- 7 Republic of Ireland
- 8 Philippines
- 9 Turkey
- 10 United Kingdom
- 11 United States
- 12 References
- 13 External links



This video introduces the increase in global demand for affordable housing:
<https://www.youtube.com/watch?v=tnjN2JYW6vQ>



Brief:

who: Young people

when: In the era of high housing prices

what: Those who cannot afford a house receive affordable housing

Questionnaire:

The questionnaire was distributed online for the people within the survey area, and some community committees in Beijing were contacted. Questionnaires were distributed for specific groups of people, and 121 questionnaires were obtained, of which 101 were valid, and the valid questionnaires were intercepted. Make the following analysis.

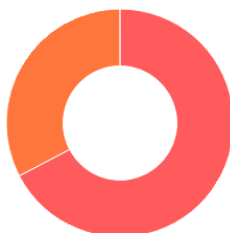
第 2 题 性别 Gender [单选题] [Single choice question]

选项	小计	比例
男 Male	58	57.43%
女 Female	43	42.57%
本题有效填写人次	101	



第 3 题 有无子女 Have children [单选题] [Single choice question]

选项	小计	比例
无 No	33	32.67%
有, 未成年子女人数 Yes	68	67.33%
本题有效填写人次	101	



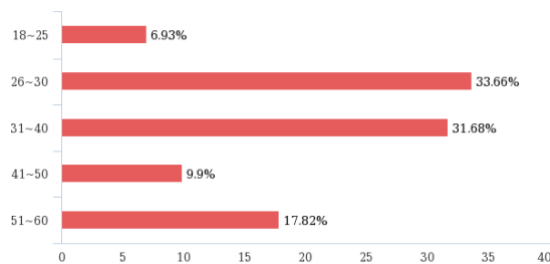
第 4 题 户籍地址 Residence address [单选题] [Single choice question]

选项	小计	比例
北京市户籍 Beijing household registration	52	51.49%
非北京市户籍 Non-Beijing household registration	49	48.51%
本题有效填写人次	101	



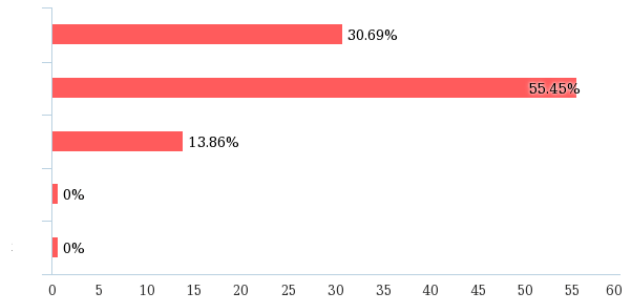
第 5 题 您的年龄段：Your age [单选题] [Single choice question]

选项	小计	比例
18 岁以下 Under 18	0	0%
18~25	7	6.93%
26~30	34	33.66%
31~40	32	31.68%
41~50	10	9.9%
51~60	18	17.82%
60 以上 Above 60	0	0%
本题有效填写人次	101	



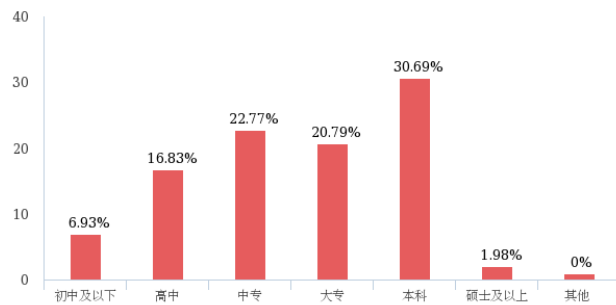
第 6 题 婚姻状况 marital status [单选题] [Single choice question]

选项	小计	比例
未婚 unmarried	31	30.69%
已婚 married	56	55.45%
离异 divorced	14	13.86%
丧偶 widowed	0	0%
其他 other	0	0%
本题有效填写人次	101	



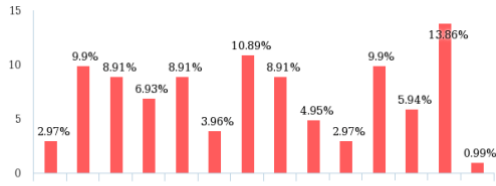
第 7 题 文化程度 Education [单选题] [Single choice question]

选项	小计	比例
初中及以下 Junior high school and below	7	5.93%
高中 High school	17	16.83%
中专 Technical secondary school	23	22.77%
大专 Junior college	21	20.79%
本科 Undergraduate	31	30.69%
硕士及以上 Master degree and above	2	1.98%
其他 Other	0	0%
本题有效填写人次	101	



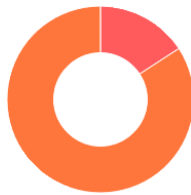
第 8 题 您目前从事的职业：Your current occupation [单选题] [Single choice question]

选项	小计	比例
全日制学生 Your current occupation	3	2.97%
生产人员 Production staff	10	9.9%
销售人员 Salesperson	9	8.91%
客服人员 Customer service	7	5.93%
行政/后勤人员 Administrative/logistics	9	8.91%
人力资源 Human Resources	4	3.96%
财务/审计人员 Finance/auditor	11	10.89%
文职/办事人员 Civilian/clerk	9	8.91%
技术/研发人员 Technical/R&D personnel	5	4.95%
教师 Teacher	3	2.97%
专业人士(如会计师、律师、建筑师、医护人员、记者等) professional	10	9.9%
无业 Unemployed	6	5.94%
退休 retirement	14	13.86%
其他 other	1	0.99%
本题有效填写人次	101	



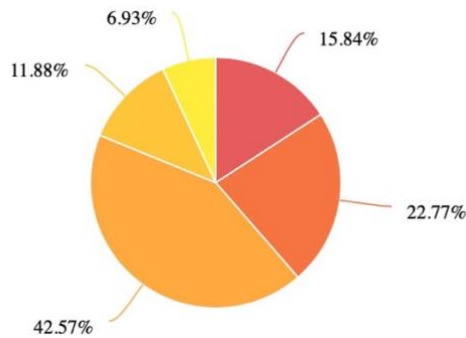
第 10 题 在北京市有无自有住房 Do you own housing in Beijing [单选题] [Single choice question]

选项	小计	比例
有, 建筑面积约为 (单位: m ²) : Yes, the building area is approximately	16	15.84%
无 NO	85	84.16%
本题有效填写人次	101	



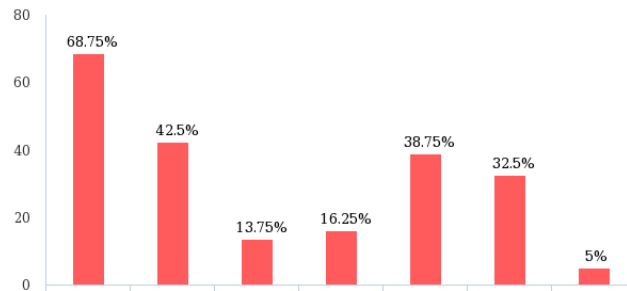
第 11 题 现居住情况 Current living situation [单选题] [Single choice question]

选项	小计	比例
自有住房居住 Owned housing	16	15.84%
租住私房 Rent a private house	23	22.77%
借住父母/亲戚/子女家 Borrowing parents/relatives/children's home	43	42.57%
租住工作单位宿舍 Rent a dormitory at work	12	11.88%
住在临时搭建住房 Live in temporary housing	7	6.93%
本题有效填写人次	101	



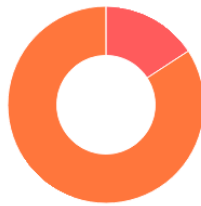
第 14 题 家庭成员是否有以下特殊情况 Do family members have the following special circumstances [多选题]

选项	小计	比例
无 No	66	65.35%
65 岁以上老人 Seniors over 65	33	32.67%
重症病人 Critically ill patient	0	0%
残疾人 Handicapped	4	3.96%
慢性病患者 Patients with chronic diseases	14	13.86%
失业 unemployment	4	3.96%
其他特殊情况 Other special circumstances	0	0%
本题有效填写人次	101	



第 16 题 对保障性住房有无需求 Is there a demand for affordable housing [单选题] [Single choice question]

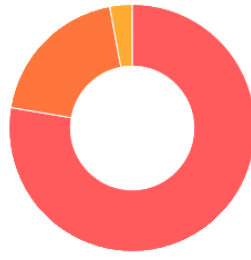
选项	小计	比例
有 yes	80	79.21%
无 no	21	20.79%
本题有效填写人次	101	



第 18 题 最希望获得哪种形式的住房保障 [多选题]

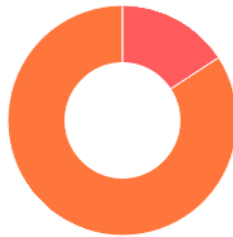
What kind of housing security do you want most

选项	小计	比例
公共租赁住房 (需每月向政府交纳一定的租金) Public rental housing (need to pay a certain monthly rent to the government)	66	82.5%
租房补贴 (获得政府金钱补贴, 自行租房) Rent subsidy (receive government financial subsidy, rent a house by yourself)	7	8.75%
购入保障性住房 Purchase affordable housing	26	32.5%
本题有效填写人次	80	



第 21 题 保障性住房需求区域意向 Affordable housing demand regional intention [多选题] [Multiple Choice Question]

选项	小计	比例
北京市市区（五环内） Downtown Beijing (within the Fifth Ring Road)	80	100%
北京市市区（五环外） Beijing City (outside the Fifth Ring Road)	20	25%
其他 other	3	3.75%
本题有效填写人次	80	



Insight:

The survey is mainly young people, and the proportion of Beijing household registration and non-Beijing household registration is similar

The survey found that the proportion of people who do not have a house in Beijing is larger

In this survey, the proportion of renting houses, borrowing other people's houses and temporary residences is relatively large

Personas:

Draft:



Layout:



Wilt Thompson

Age	30
Occupation	Engineer
Income	¥10k
Location	Beijing

About

1. He can't afford a house in Beijing
2. Renting a house requires a lot of expenses every month.
3. If you live in the suburbs, it takes two hours.
4. Apply for affordable housing three months ago. He needs to fill in a lot of information, and he needs to wait in line for spare affordable housing.
5. He is very anxious. He is looking forward to applying for affordable housing, but he has to wait a long time.

Hobby

Playing games.
Look for an intermediary agency to see the house.
Set an alarm, draw lots online-grab affordable housing

Pain Point

1. High monthly rent.
2. There is no fixed settlement.
3. Worried that this year's affordable housing will not have its own.
4. Spent a lot of energy

Current Feeling

Anxious

Pressured

Depressed

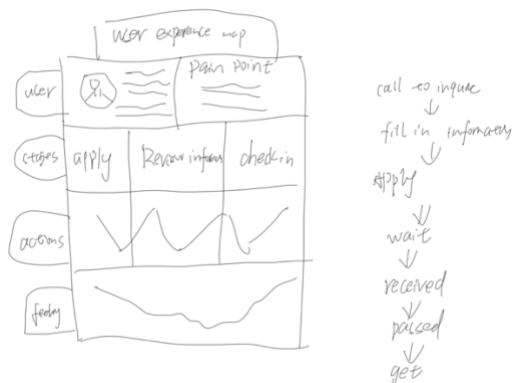
Heartrending

User Need

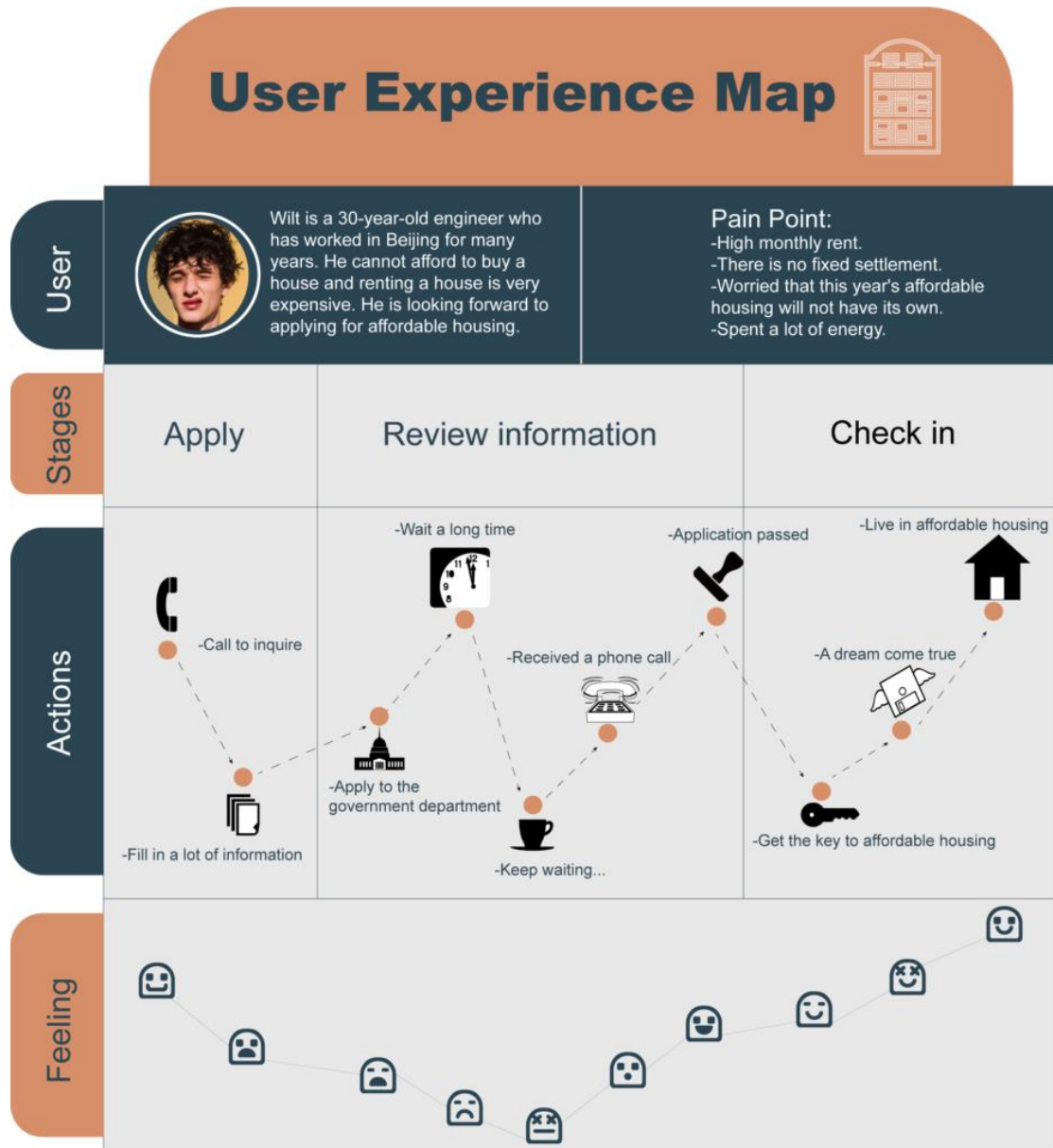
1. The process of affordable housing can be simplified
2. The government has invested a large amount of affordable housing

User Experience Map:

Draft:



Layout:



Story board:

STORY BOARD



Brief

1. Phone inquiries about affordable housing
2. Need to fill in a lot of personal information.
3. He went to the service center to ask about the situation, but there was no result.
4. Long wait.
5. Finally received a reply.
6. Got affordable housing