

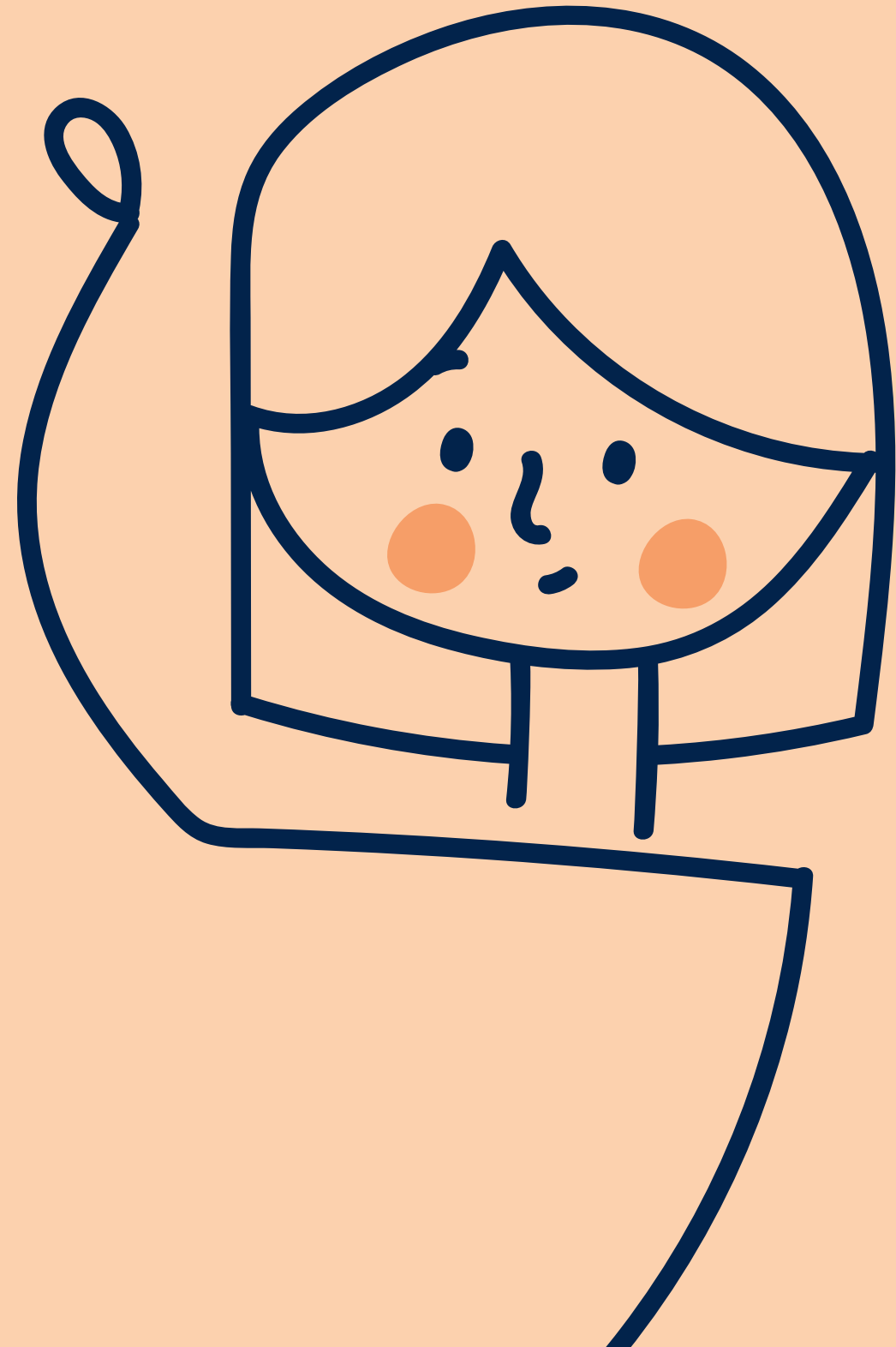


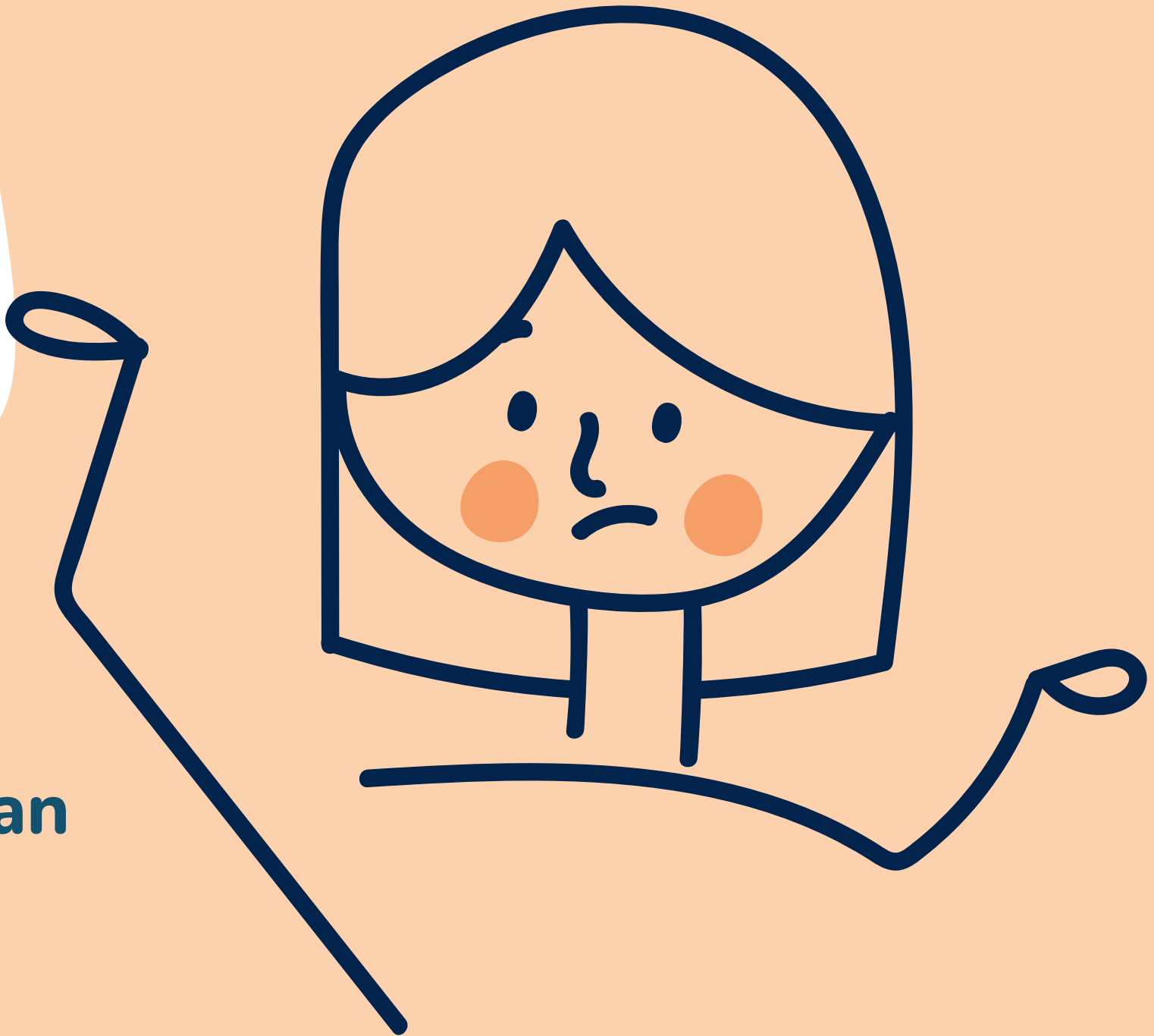
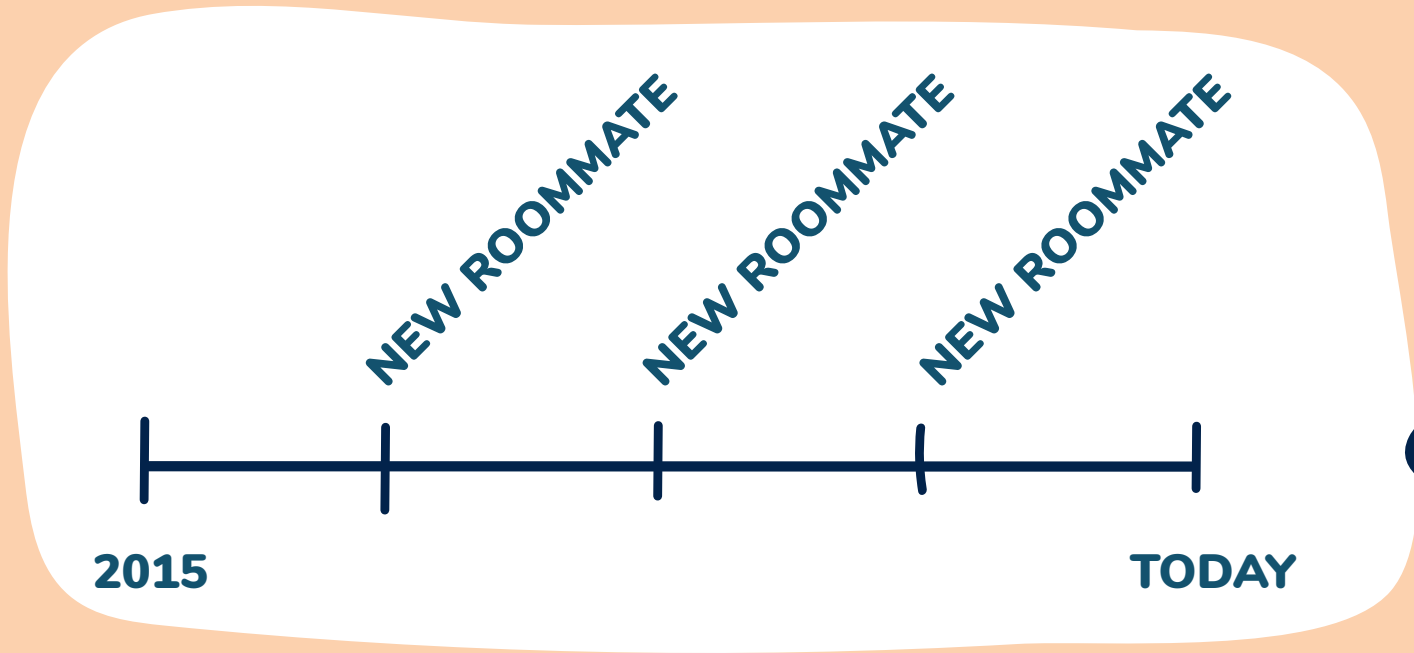
HOMEHARMONY

Say hello to

ANDY

She's in a bit of a pickle.

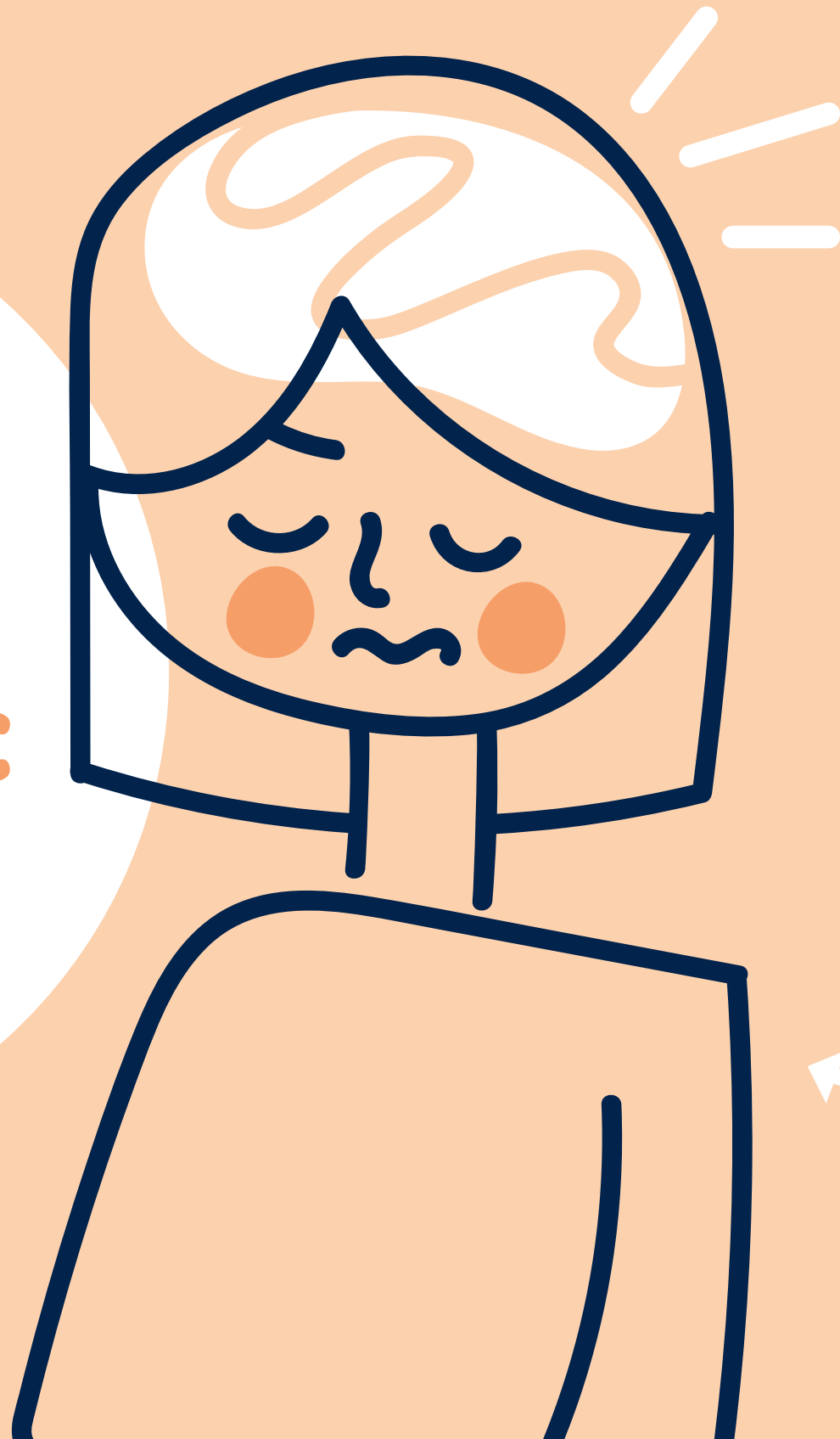




ANDY

has had more roommates than anyone she knows—why do they keep moving out?





She's running heavy on

Automatic

Acting with little

Agency

So how can she turn
it around and get a
longterm roommate?

[Home](#)[Get Started](#)[Preview](#)[More Info](#)[Contact Us](#)[Member Login](#)SYSTEM CREDIBILITY
-ENDORSEMENTETHOS
-WITNESS BRAGGING

REPUTED CREDIBILITY

Quick Search

February 27th: 61,341 Roommates Available

ANDY

discovers HomeHarmony
because their pet peeve
list is an option to help
filter search results.

Find Your Perfect Match

Roommates.com is a roommate finder and roommate search service which covers thousands of cities nationwide. Currently, Roommates.com is the Web's most popular roommate matching service, receiving over 50,000 visits and 1,000,000 page views per day. Let us help you find the perfect roommate. [Become a member](#) now...

Free Photo Profile

Free 2-way matching

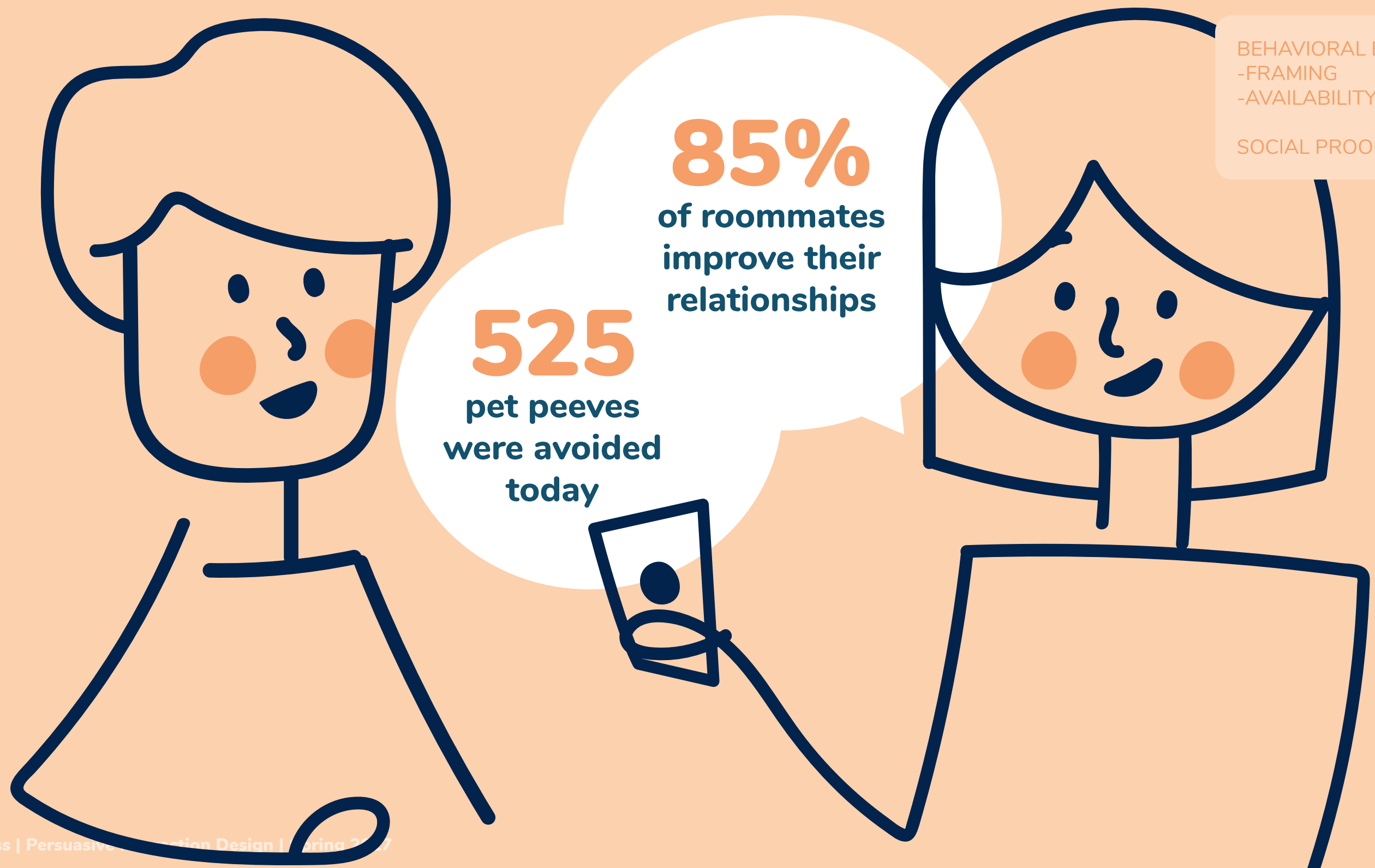
Free Power Roommate Search

Free to contact potential roommates

Free access to



Make those pesky pet peeves a thing of the past



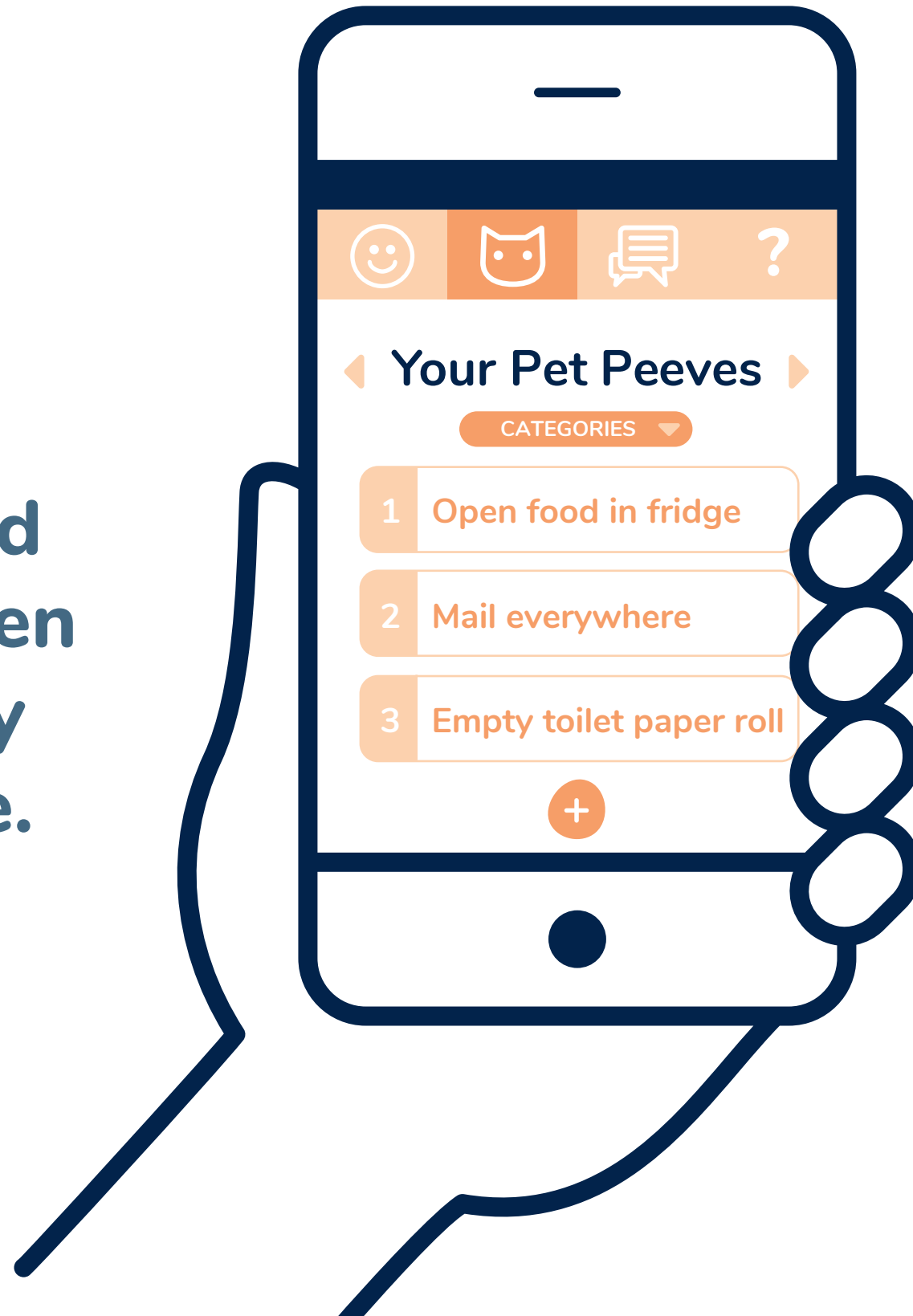
BEHAVIORAL ECONOMICS
-FRAMING
-AVAILABILITY HEURISTIC

SOCIAL PROOF

525
pet peeves
were avoided
today

85%
of roommates
improve their
relationships

Roommates can choose from pet peeves listed or add something new, then they are ordered by level of importance.



FUNCTIONAL TRIAD
-TAILORING

SELF-DETERMINATION
THEORY
-AUTONOMY
-COMPETENCE

Roommates answer questions about their relationship, when they are most likely to offend, and why they are using HomeHarmony.

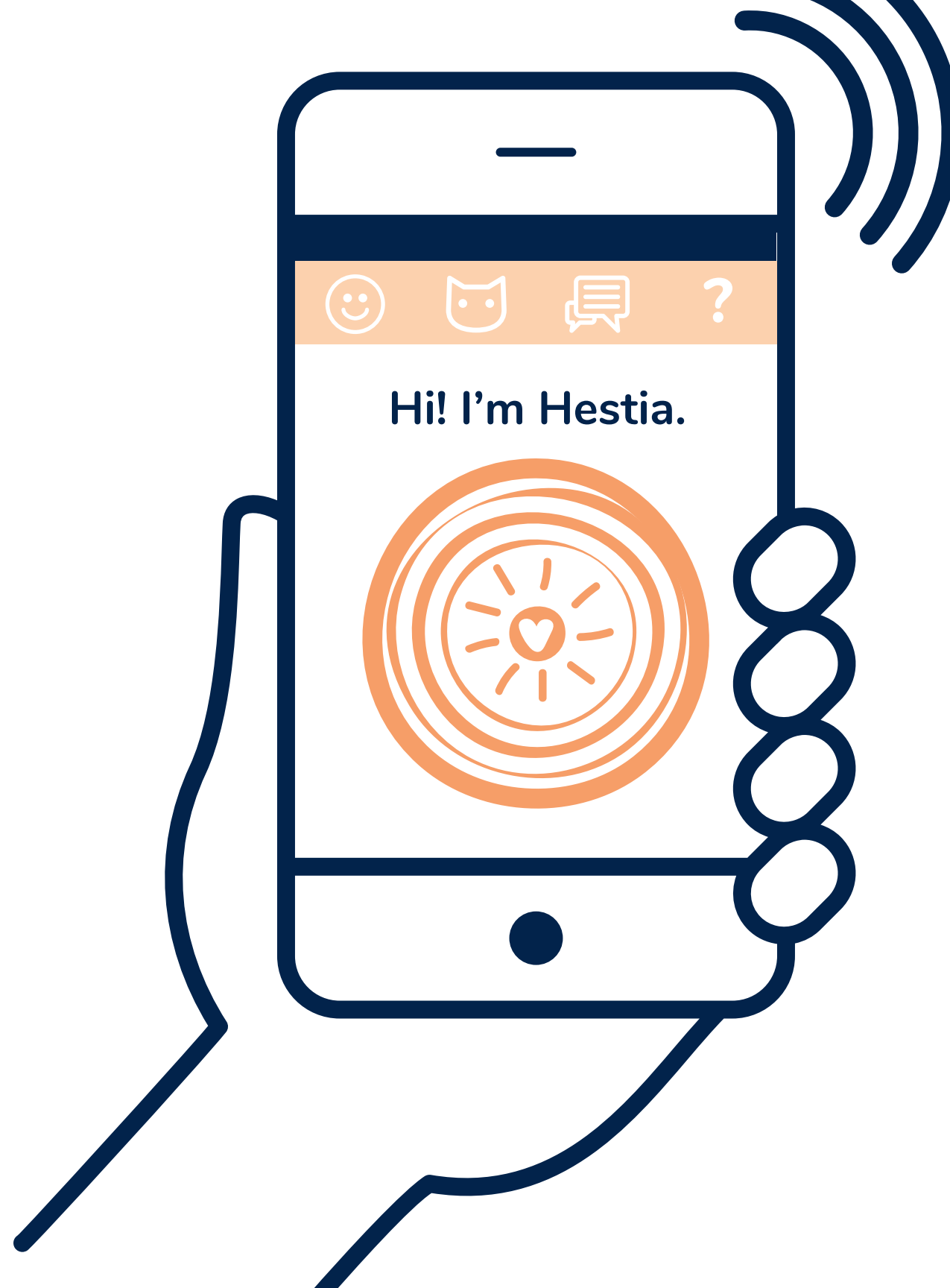


GOAL SETTING THEORY
-CLARITY
-CHALLENGE
-COMMITMENT
-TASK COMPLEXITY

INTRINSIC + EXTRINSIC
MOTIVATION

SELF-DETERMINATION
THEORY
-AUTONOMY
-COMPETENCE

**Hestia is a guru.
She's "been there",
praises stellar
behavior, and
shares advice and
techniques when
things go south.**



DIALOG SUPPORT
SOCIAL ACTOR

SOCIAL ROLE
-ATTRACTIVENESS
-SIMILARITY
-PRAISE
-AUTHORITY

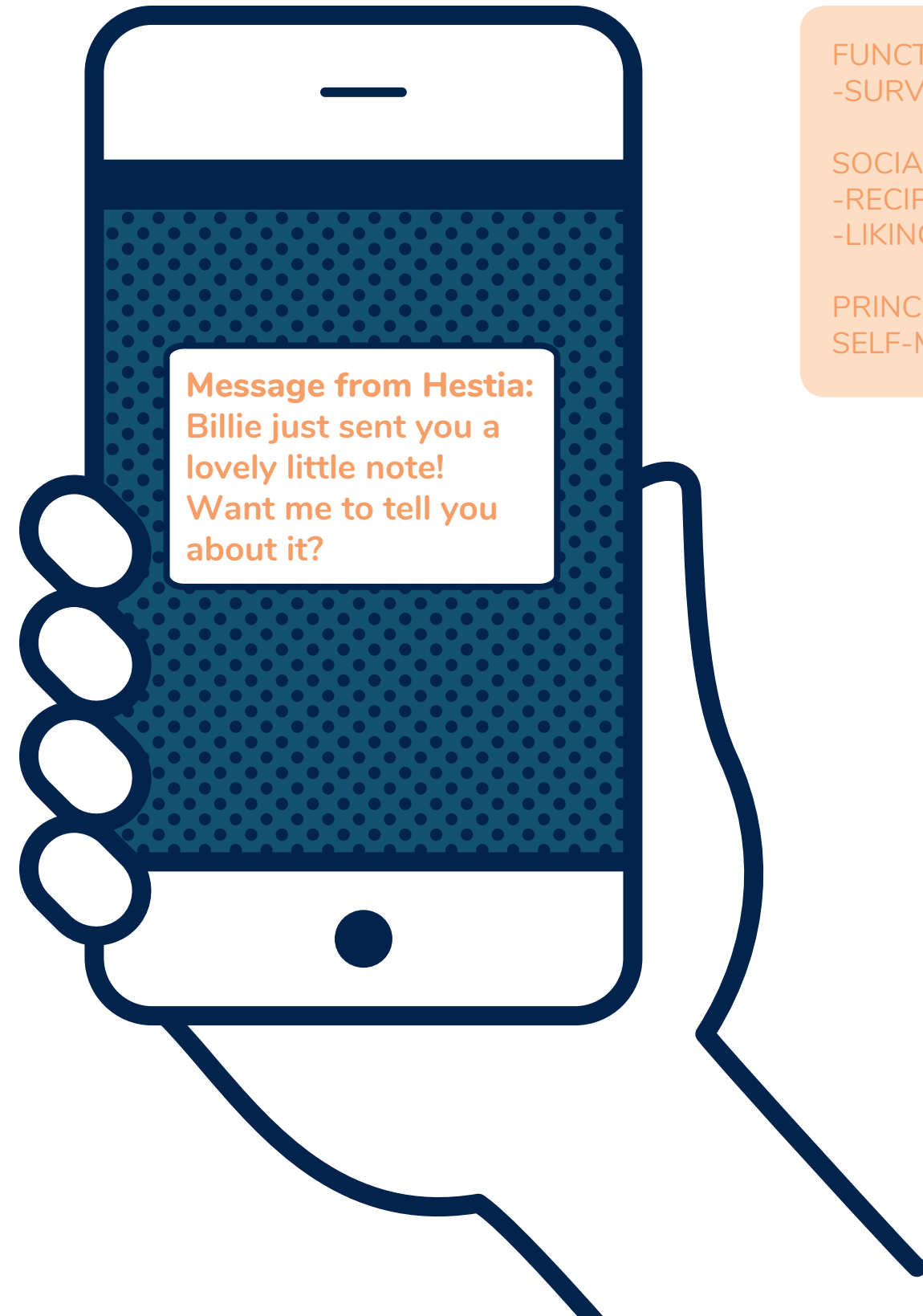
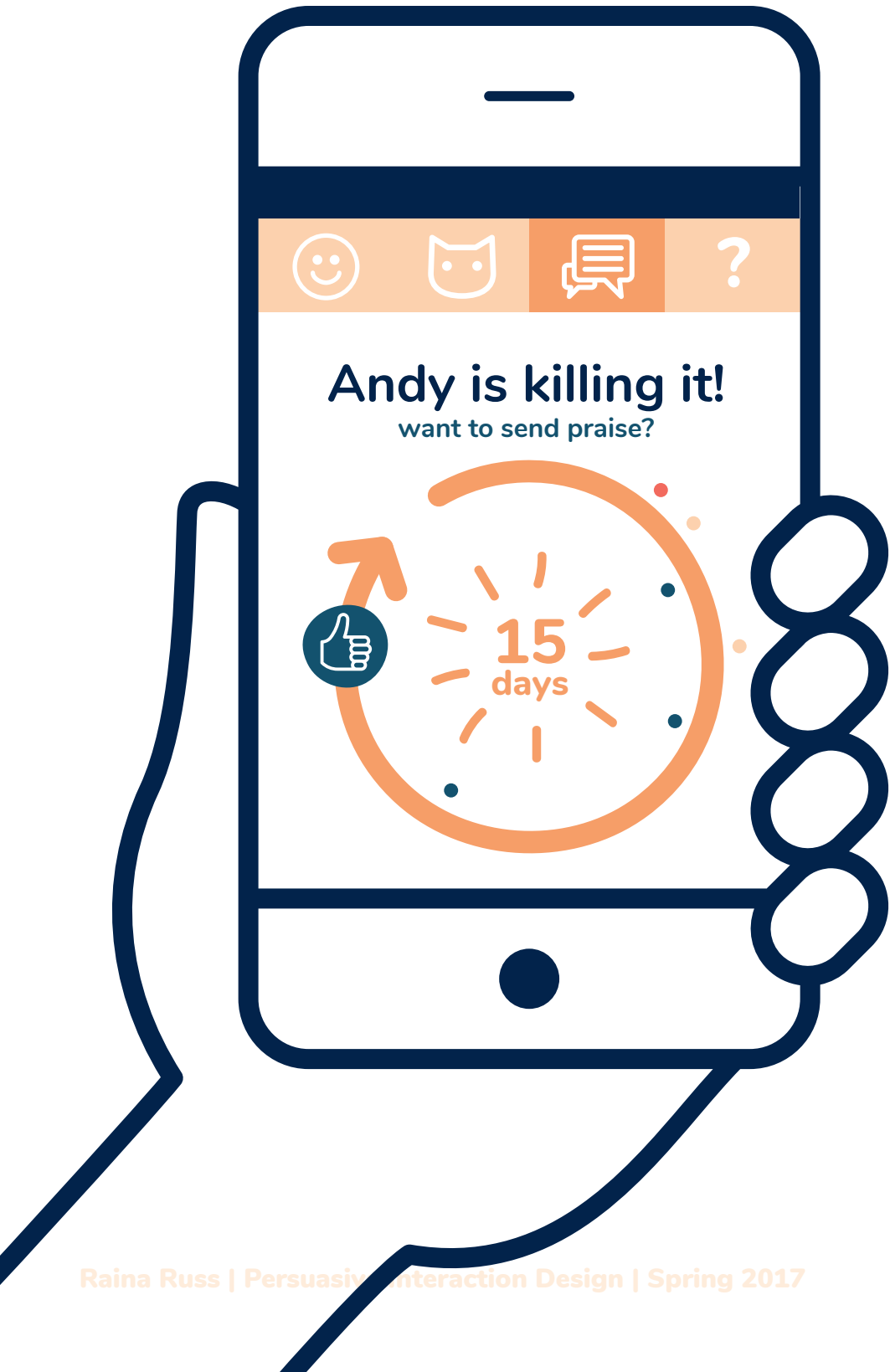


FUNCTIONAL TRIAD
-SUGGESTION

FOGG BEHAVIORAL
MODEL
-MESSAGE DEPENDS ON
ABILITY AND MOTIVATION

PATHOS
-SYMPATHY

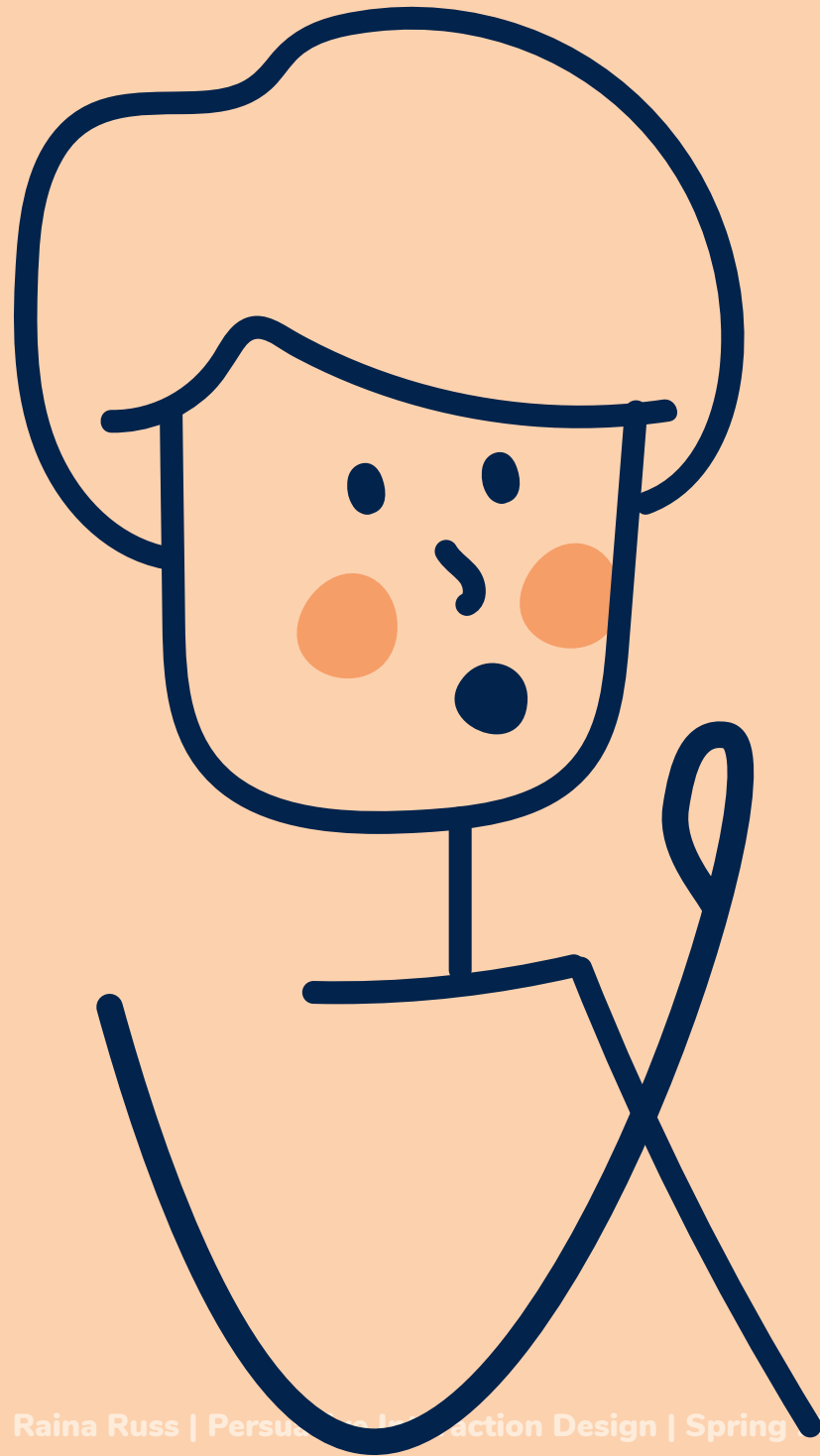
KAIROS
-MOMENT SPOTTER



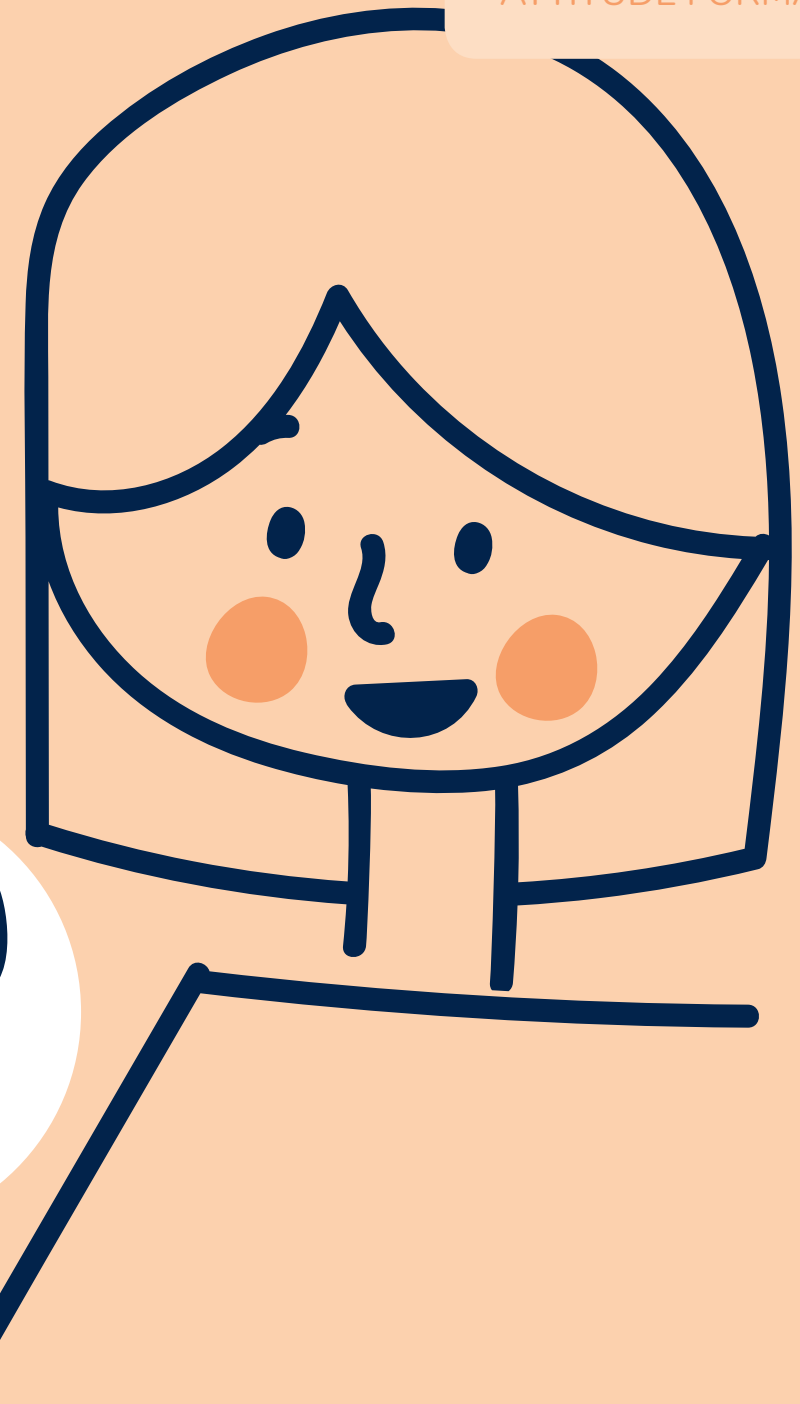
FUNCTIONAL TRIAD
-SURVEILLANCE

SOCIAL INFLUENCE
-RECIPROCATION
-LIKING

PRINCIPLE OF
SELF-MONITORING



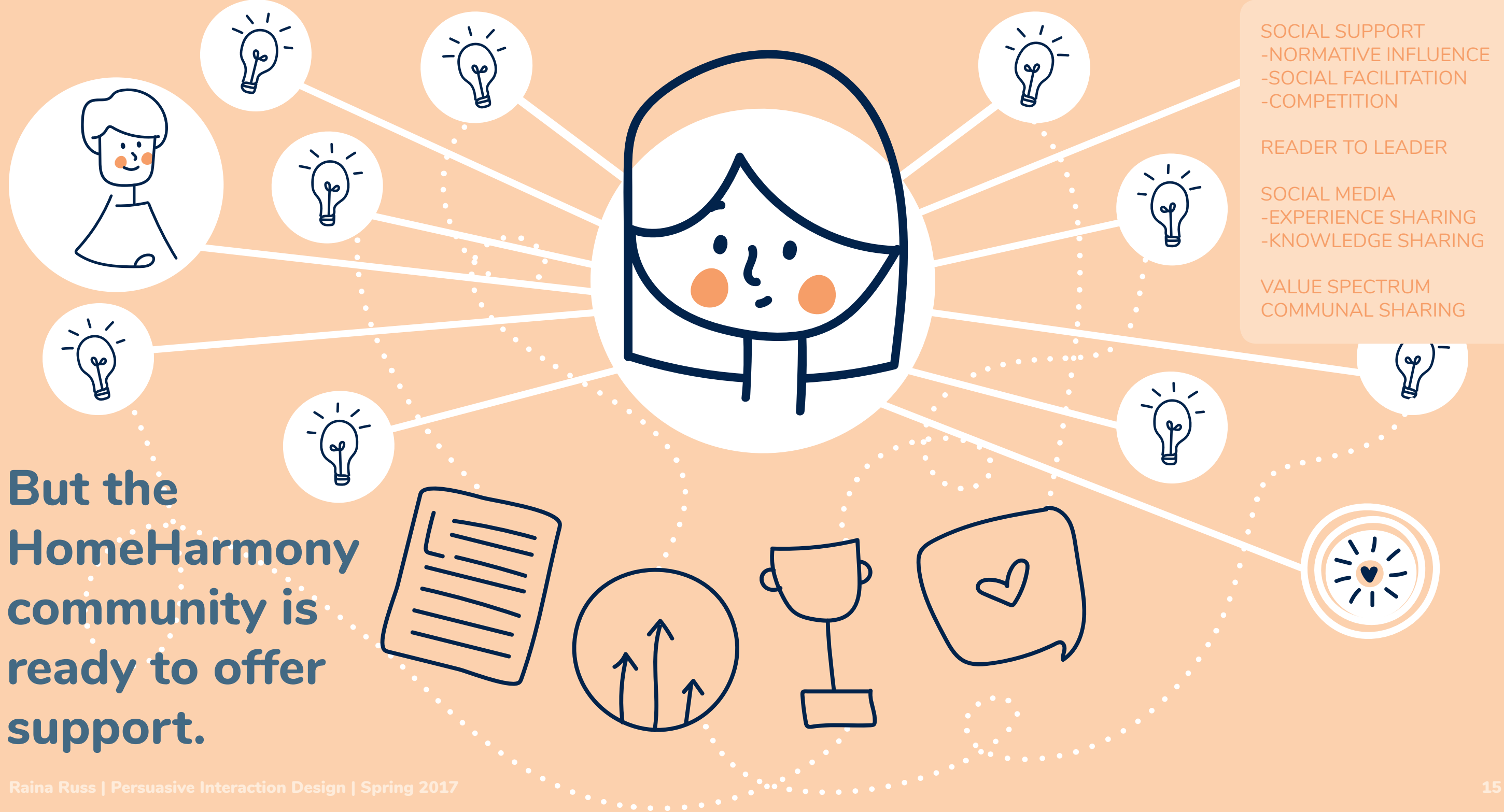
Roommates feel more comfortable talking about their pet peeves even without Hestia as a mediator.





Alas,
Andy is not
perfect.





But the HomeHarmony community is ready to offer support.

With the support
of Hestia and the
HomeHarmony
Community,

ANDY

is acting with

Agency



Eventually, the good
habits will become

Automatic



HOME HARMONY

