



TEAM BOSTON

DIGITAL

Demo Day Presentation

APRIL 28 2017

MEET HEATHER





MLS # 72105817 - Act
 Single Family - Attached

195 W Springfield
 Boston, MA: South End,
 Suffolk County

Style: Other (See Remark
 Color:
 Grade School:
 Middle School:
 High School:
 Handicap Access/Features
 Neighborhood/Sub-Division
 Directions: Tremont Street

SITES VISITED: 1

REALTOR DATABASE

Remarks

Distinctive Federal-style home on quiet tree-lined street offers four levels of living space, significant back yard, and deeded parking for one. This single-family home features four bedrooms, two full and two half baths, extra high ceilings on the lower floor, and four fireplaces. Unique opportunity to remodel or refurbish this wonderful home and create the residence of your dreams in the heart of Boston's South End. Buyer to do their due diligence.

Property Information

Approx. Living Area: 2,376 Sq. Ft.

Living Area Includes:

Living Area Source: Public Record

Living Area Disclosures:

Disclosures:

Approx. Acres: 0.04 (1,600 Sq. Ft.)

Heat Zones: Forced Air, Gas

Cool Zones: Central Air

Garage Spaces: 0

Parking Spaces: 1 Off-Street

Approx. Street Frontage:

Room Levels, Dimensions and Features

Room	Level	Size	Features
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Features

Area Amenities: Public Transportation, Shopping, Park, Public School, T-Station, University

Basement: Yes Full, Finished

Beach: Yes Ocean

Beach Ownership: Public

Beach - Miles to: 1 to 2 Mile

Other Property Info

Disclosure Declaration: No

Exclusions:

Home Own Assn:

Lead Paint: Unknown

UFFI: Warranty Features:

Year Built: 1900 Source: Public Record

OUR TEAM



OSAMA

Junior,
Harvard
College



ELLE

MPP/MBA
HKS HBS



DOUG

MPP/JD
HKS
Northwestern
School of Law



EMILY

MPP
HKS



MARTA

MPP/MBA
HKS
Stanford
GSB

ROADMAP

PROJECT OVERVIEW

USER INSIGHTS

OUR DIGITAL SOLUTION

NEXT STEPS & RECOMMENDATIONS

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NEXT STEPS & RECOMMENDATIONS

OUR CLIENT

B CITY OF BOSTON



**DEPARTMENT OF INNOVATION
AND TECHNOLOGY**



**ASSESSING
DEPARTMENT**

ASSESSING ONLINE

Assessing On-Line

[« New search](#)

[Map](#)

Parcel ID:	0402550000
Address:	195 W SPRINGFIELD ST BOSTON MA 02118
Property Type:	One Family
Classification Code:	101 (Residential Property / SINGLE FAM DWELLING)
Lot Size:	1,600 sq ft
Living Area:	2,376 sq ft
Owner on Friday, January 1, 2016:	DUONG DANA
Owner's Mailing Address:	195 WEST SPRINGFIELD ST BOSTON MA 02118
Residential Exemption:	Yes
Personal Exemption:	No

Value/Tax

Assessment as of Friday, January 1, 2016, statutory lien date.

FY2017 Building value:	\$1,222,500.00
FY2017 Land Value:	\$656,800.00
FY2017 Total Assessed Value:	\$1,879,300.00

FY2017 Tax Rates (per thousand):

- Residential:	\$10.59
- Commercial:	\$25.37

FY2017 Gross Tax:	\$19,901.79
- Residential Exemption:	\$2,432.91
- Personal Exemption:	\$0.00
FY2017 Net Tax:	\$17,468.87

Current Owners

- 1 DUONG DANA
- 2 BASCOMBE DAREN

Owner information may not reflect any changes submitted to City of Boston Assessing after December 15, 2016.

Value History

Fiscal Year	Property Type	Assessed Value *
2017	One Family	\$1,879,300.00
2016	One Family	\$1,724,200.00
2015	One Family	\$1,523,700.00
2014	One Family	\$1,393,700.00
2013	One Family	\$1,369,000.00
2012	One Family	\$1,297,400.00
2011	One Family	\$1,223,000.00

FINDING A TARGET USER



8 HOMEOWNERS



7 HOMEBUYERS



2 LOAN OFFICERS



5 CITY DEPTS



1 APPRAISER



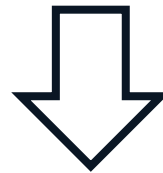
2 RESEARCHERS



2 DEVELOPERS



10 REALTORS



37 USER INTERVIEWS

CRITERIA USED FOR MAKING A DECISION



**FREQUENCY
OF TOOL USE**

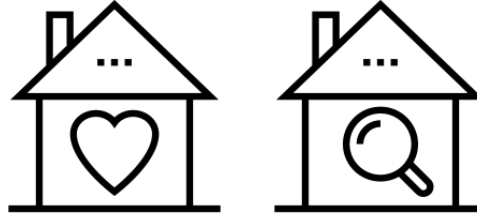


**VALUE FROM
TOOL**



**CONNECTION TO
CITIZENS**

MAKING A DECISION



**HOMEOWNERS AND
HOMEBUYERS**



REALTORS

**FREQUENCY
OF TOOL USE**

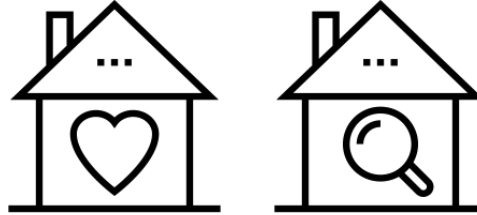
“I used Assessing Online once or twice during my home search. My realtor shared with me nearly everything I needed.”

“I use Assessing Online multiple times every single day.”

**VALUE FROM
TOOL**

**CONNECTION
TO CITIZENS**

MAKING A DECISION



**HOMEOWNERS AND
HOMEBUYERS**



REALTORS

**FREQUENCY
OF TOOL USE**



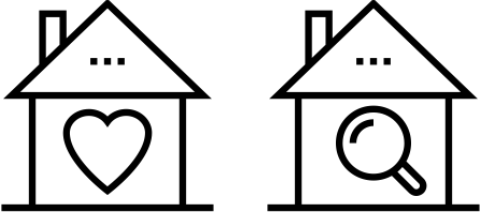
**VALUE FROM
TOOL**

“I found Zillow much more helpful for finding the information I wanted on market value, safety and school district.”

“I want my buyer to be as informed as possible. I get information from Assessing Online, the Registry of Deeds and permitting, and sometimes go to City Hall.”

**CONNECTION
TO CITIZENS**

MAKING A DECISION



HOMEOWNERS AND
HOMEBUYERS



REALTORS

FREQUENCY
OF TOOL USE



VALUE FROM
TOOL

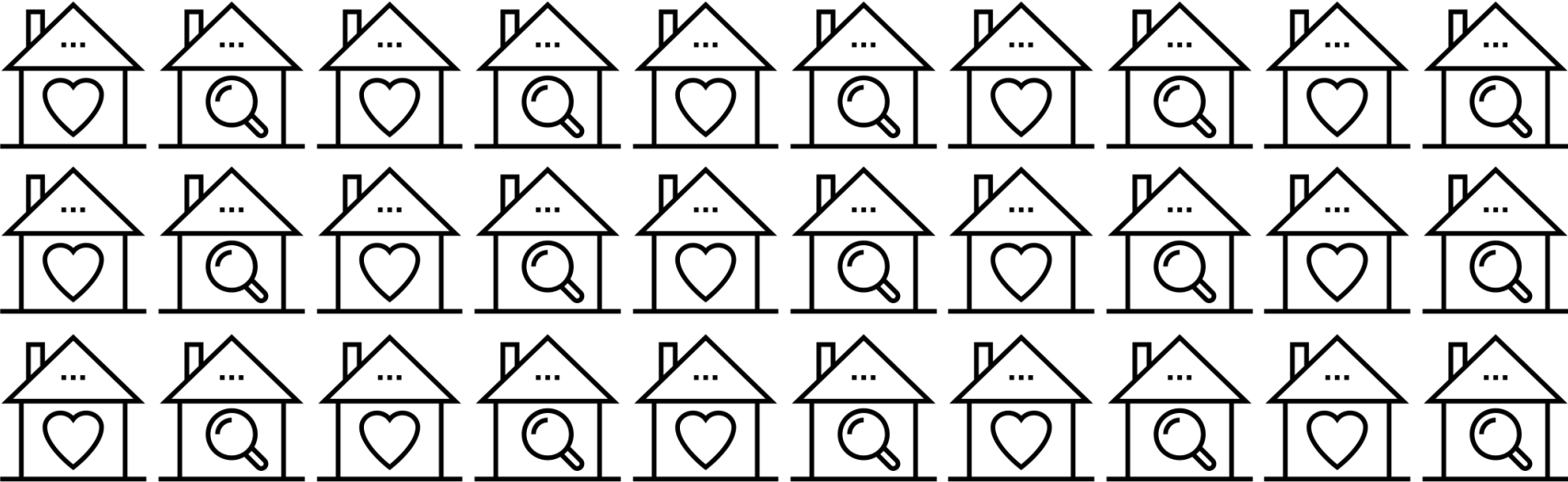


CONNECTION
TO CITIZENS

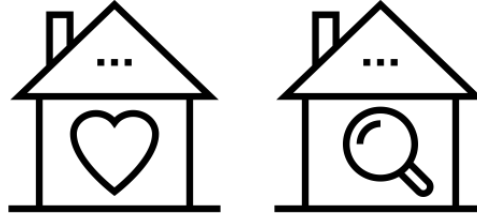
“My wife and I both grew up in Boston and are proud to own property here.”

“My job is to make the process easier for Boston owners and buyers. I’m proud to represent them and empower them to make good decisions.”

CONNECTION TO CITIZENS



MAKING A DECISION



HOMEOWNERS AND
HOMEBUYERS



REALTORS

FREQUENCY
OF TOOL USE



VALUE FROM
TOOL



CONNECTION
TO CITIZENS





PROBLEM STATEMENT

How might we enable citizens – individuals and commercial users – to easily access, understand, and trust city-based property information.

ROADMAP

PROJECT OVERVIEW

USER INSIGHTS

OUR DIGITAL SOLUTION

NEXT STEPS & RECOMMENDATIONS

THE REALTOR MINDSET



THE DETECTIVE

“The more links, the more information the better.”



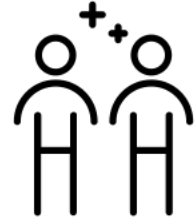
NERVOUS NANCY

“People sue the agent for wrong information sometimes.”



THE EDUCATOR

“I bring homebuyers to the site and show them the assessed value and tax rate.”



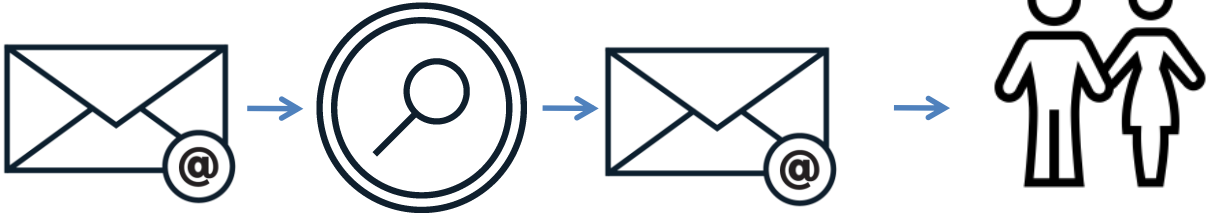
BFF/ SUPPORTER

“Buying a home is a huge life decision. I often find myself encouraging and assuring clients that are nervous and overwhelmed.”

HEATHER'S LAST CLIENT

1

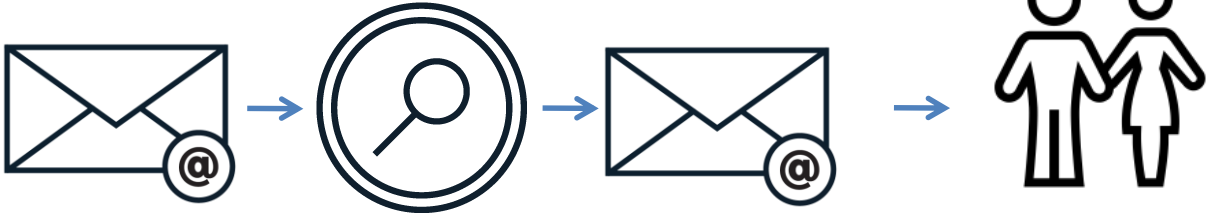
HOW DO THEY
COME UP
WITH THE
ASSESSED
VALUE ?



HEATHER'S LAST CLIENT

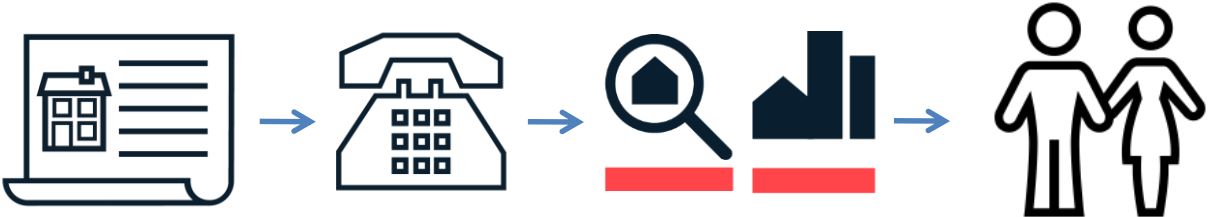
1

HOW DO THEY
COME UP
WITH THE
ASSESSED
VALUE ?



2

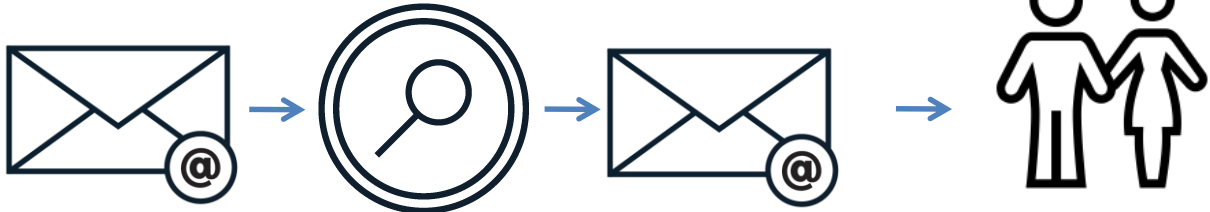
CAN WE
ADD A
PORCH?



HEATHER'S LAST CLIENT

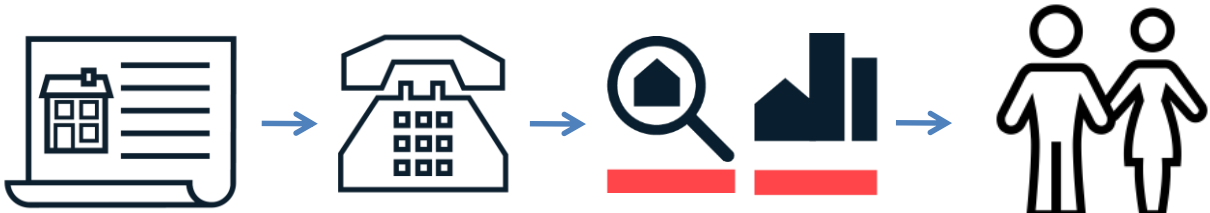
1

HOW DO THEY
COME UP
WITH THE
ASSESSED
VALUE ?



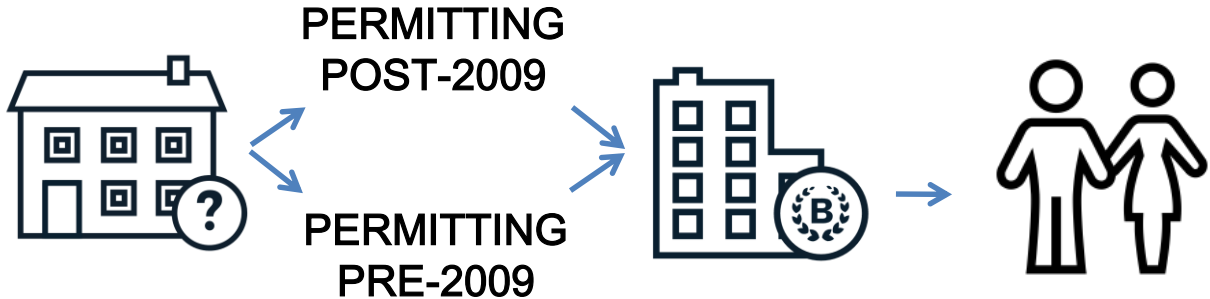
2

CAN WE
ADD A
PORCH?



3

WAS THE
LEAD PAINT
REMOVED?



ROADMAP

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USER INSIGHTS

OUR DIGITAL SOLUTION

NEXT STEPS & RECOMMENDATIONS

SOLUTIONS

**BIG IDEA: CREATE AN INTEGRATED EXPERIENCE
FOR ACCESSING CITY PROPERTY DATA**

SOLUTIONS

**BIG IDEA: CREATE AN INTEGRATED EXPERIENCE
FOR ACCESSING CITY PROPERTY DATA**



APPLICATION PROGRAMMING INTERFACE (API)

Incorporate city data into non-governmental tools that realtors use)

SOLUTIONS

**BIG IDEA: CREATE AN INTEGRATED EXPERIENCE
FOR ACCESSING CITY PROPERTY DATA**



APPLICATION PROGRAMMING INTERFACE (API)

Heard from realtors that they would still go to city websites.

Some realtors tools not accessible to regular citizens

SOLUTIONS

BIG IDEA: CREATE AN INTEGRATED EXPERIENCE FOR ACCESSING CITY PROPERTY DATA



APPLICATION PROGRAMMING INTERFACE (API)

Heard from realtors that they would still go to city websites.

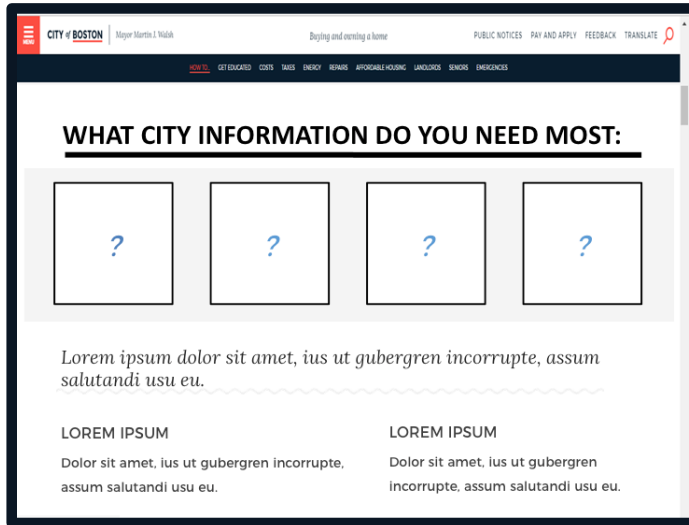
MLS not accessible by regular citizens

PROPERTY INFORMATION TOOL

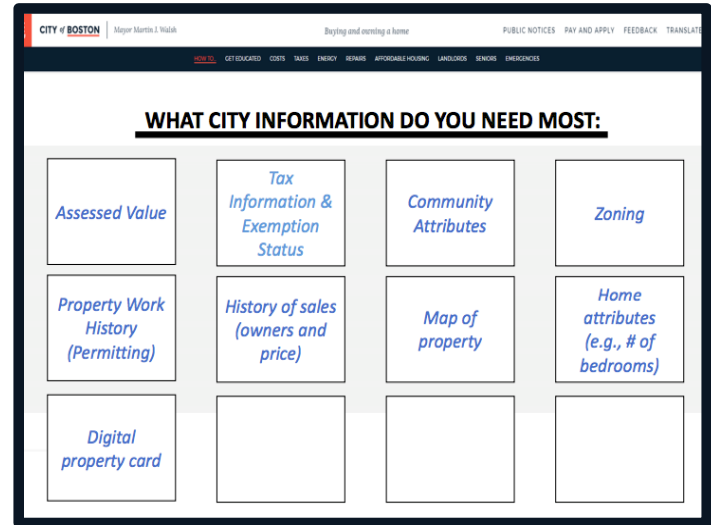
Create tool on Boston.gov where citizens and commercial users can access all city property data for a single property at once.

THE JOURNEY

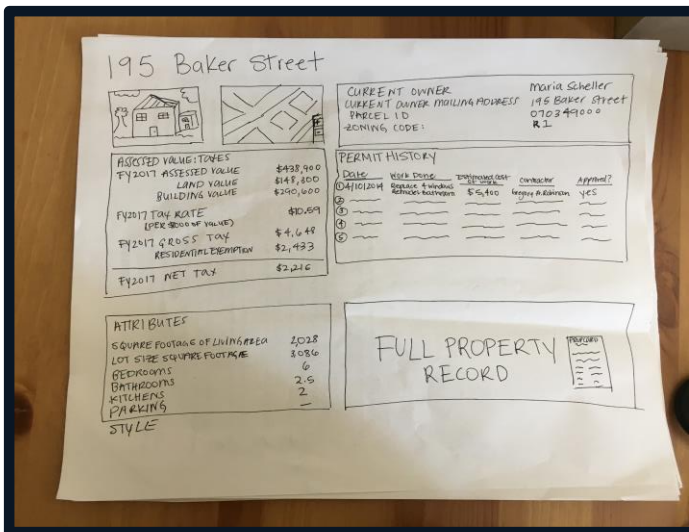
1



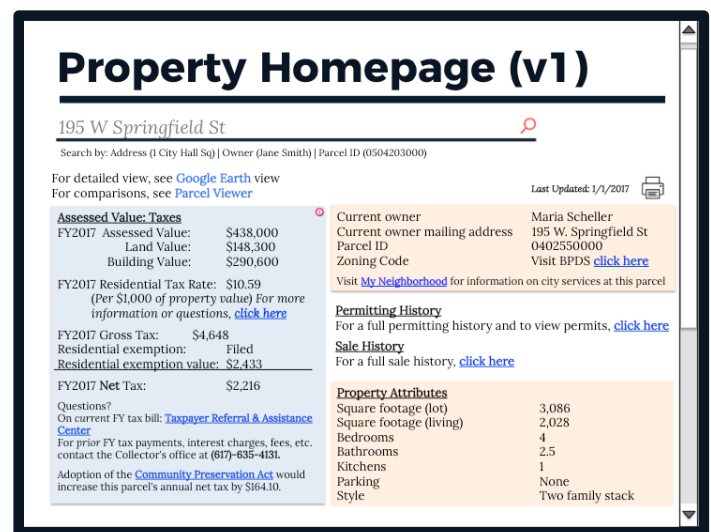
2



3



4





PROPERTY INFO TOOL

“That would be great to have. Nobody has that. Wouldn’t this be a miracle?”

“Perfect. I like this. This is perfect. I love it.”

“It has a lot of information that I would normally pull from different sources. Which is great.”

REVISITING HEATHER



Prototype

ROADMAP

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NEXT STEPS & RECOMMENDATIONS

NEXT STEPS

OVERALL GOAL: PROVIDE INTEGRATED EXPERIENCE FOR ACCESSING CITY PROPERTY INFORMATION

1

Better understand other user groups we identified (taxpayers, appraisers, developers, etc.).

2

Conduct usability testing – we designed based on user insights, but did not formally test design.

3

Compare insights from additional user groups to our proposed “versions” (in the appendix).

RECOMMENDATIONS

DOIT

EXPLORE API SOLUTION FOR CITIZEN-FACING WEBSITES

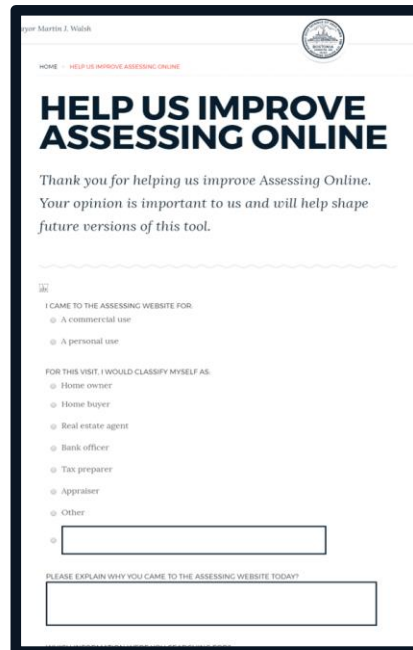
Learn more about how other services are accessing this data (MLS, Warren group, etc.)

Understand how citizens perceive public information on other sites

ASSESSING

CONTINUE THE JOURNEY TOWARD DEEPLY UNDERSTANDING YOUR USERS

Our team quickly added (with DOIT's support) a survey to Assessing Online.



The screenshot shows a survey form with the following content:

per Martin J. Walsh

HOME HELP US IMPROVE ASSESSING ONLINE

HELP US IMPROVE ASSESSING ONLINE

Thank you for helping us improve Assessing Online. Your opinion is important to us and will help shape future versions of this tool.

I CAME TO THE ASSESSING WEBSITE FOR:

- A commercial use
- A personal use

FOR THIS VISIT, I WOULD CLASSIFY MYSELF AS:

- Home owner
- Home buyer
- Real estate agent
- Bank officer
- Tax preparer
- Appraiser
- Other

PLEASE EXPLAIN WHY YOU CAME TO THE ASSESSING WEBSITE TODAY?

Ideas for quick insights:

Track who is **calling TRAC**

Track **who is coming into City Hall** for assessing information

Host **citizen office hours**

THANK YOU

Questions?

