

FINAL PRESENTATION

CRIB.

INSY 334

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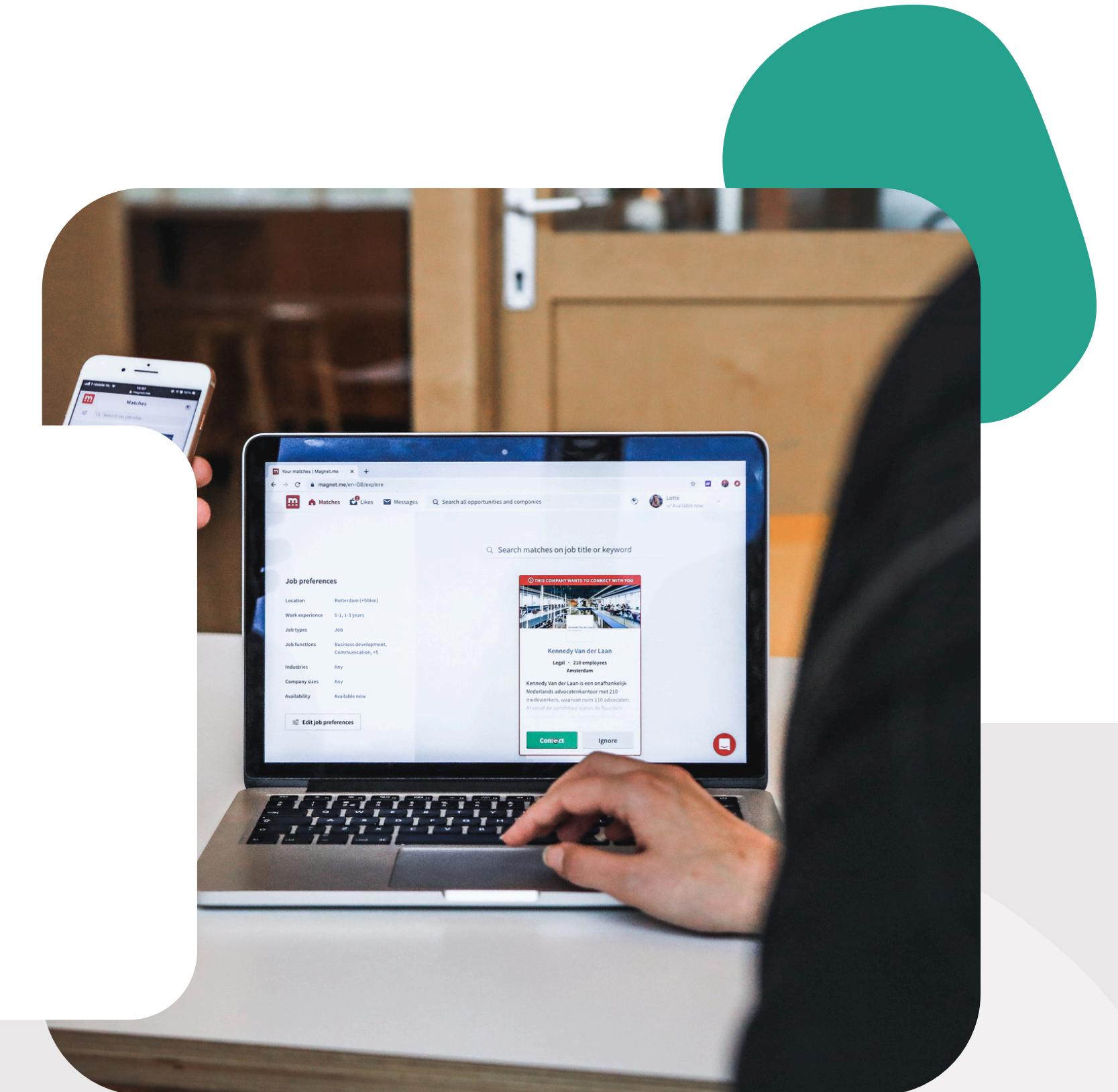
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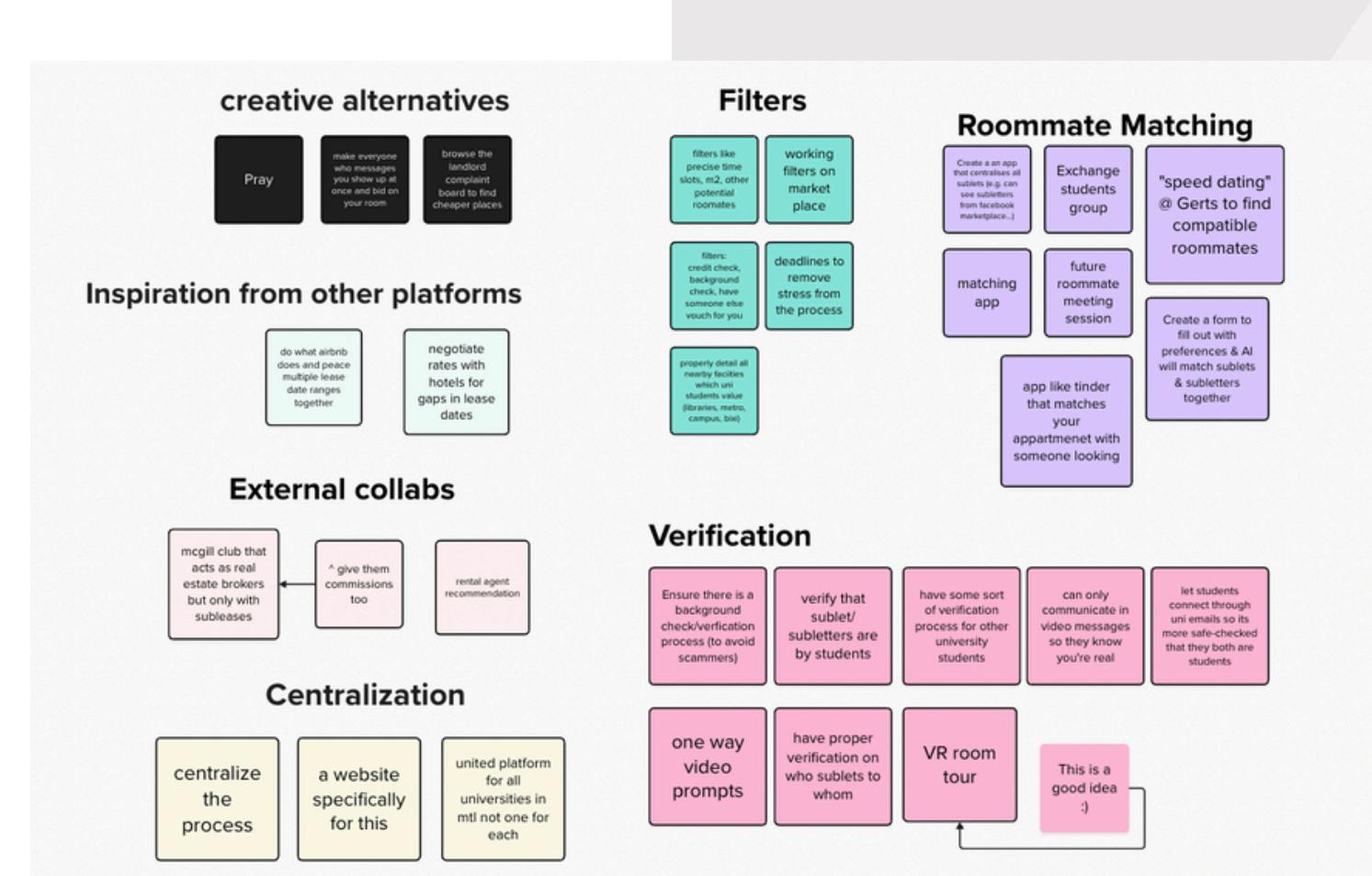
Design Thinking Process



Ideation

- **Ideation Sessions:** We met outside of class time to conduct an ideation session
 - We knew the aspects of what we wanted our design to encompass; however, this session allowed us to discuss layouts, themes, and main features to prototype
- **Affinity Diagramming:** How might we help university students in Montreal and Canada find subletters for their place and find sublets?
 - Interesting verification methods suggested
 - Roommate Matching -> Taking inspiration from dating apps
- **Understanding the Double-Sided Nature of our Platform**
 - Two types of users, so we needed to consider user type and whether the experience would be significantly different from the other
- **Product Analogous Inspiration**

A broad pool [of ideas] to choose from increases the likelihood that one of the ideas will be the seed for a great design solution.”
-Nielsen Norman Group



Inclusive and Ethical Design

- In our first presentation, we received feedback regarding the safety and privacy of users information on the platform
 - We had to decide how we wanted to balance: Choice and freedom vs. safety and security

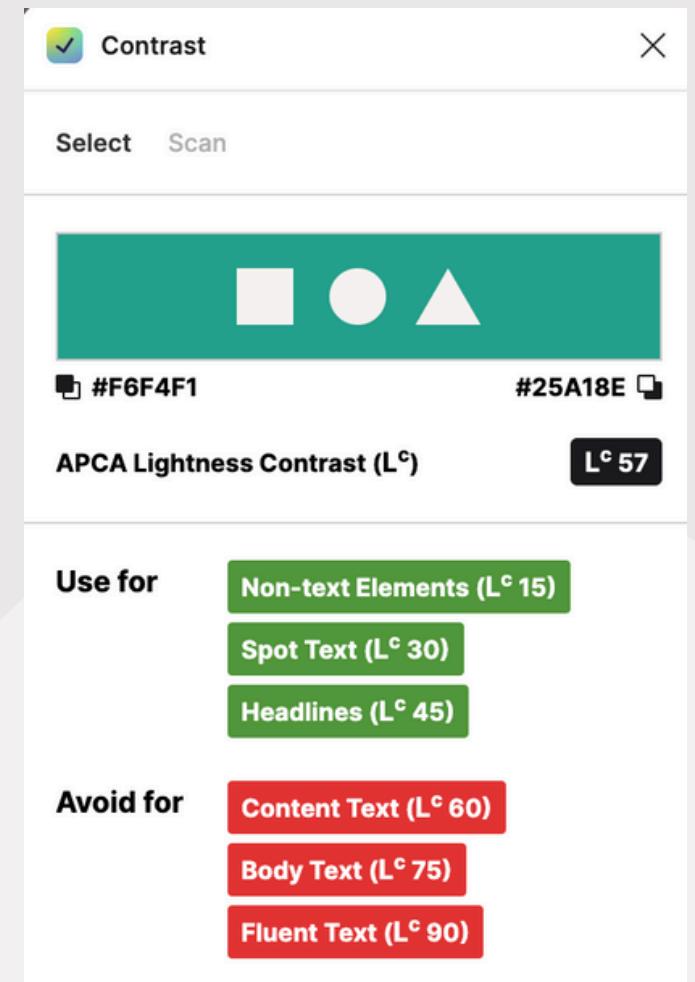
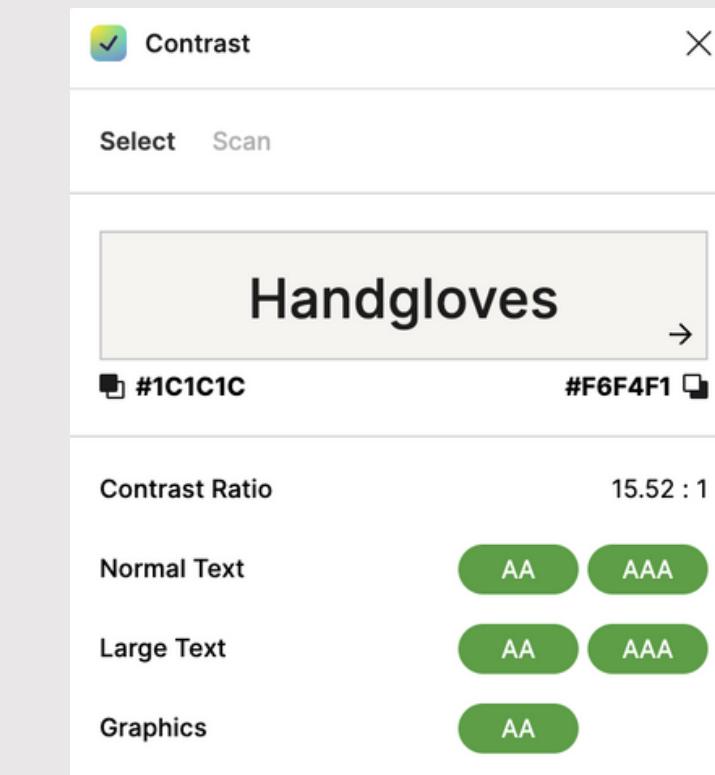
- **Ethical Considerations:**

- Block/Report Users
 - Gender Pronouns
 - Require School Emails

- **Contrast Checker:**

- Black-on-white background passed
 - The main colour failed the contrast test but...
 - Exceptions to the 4.5:1 contrast requirements: large text, incidental text, and logotypes
 - Adjusted font colour of large text to attain 3:1

Contrast Check



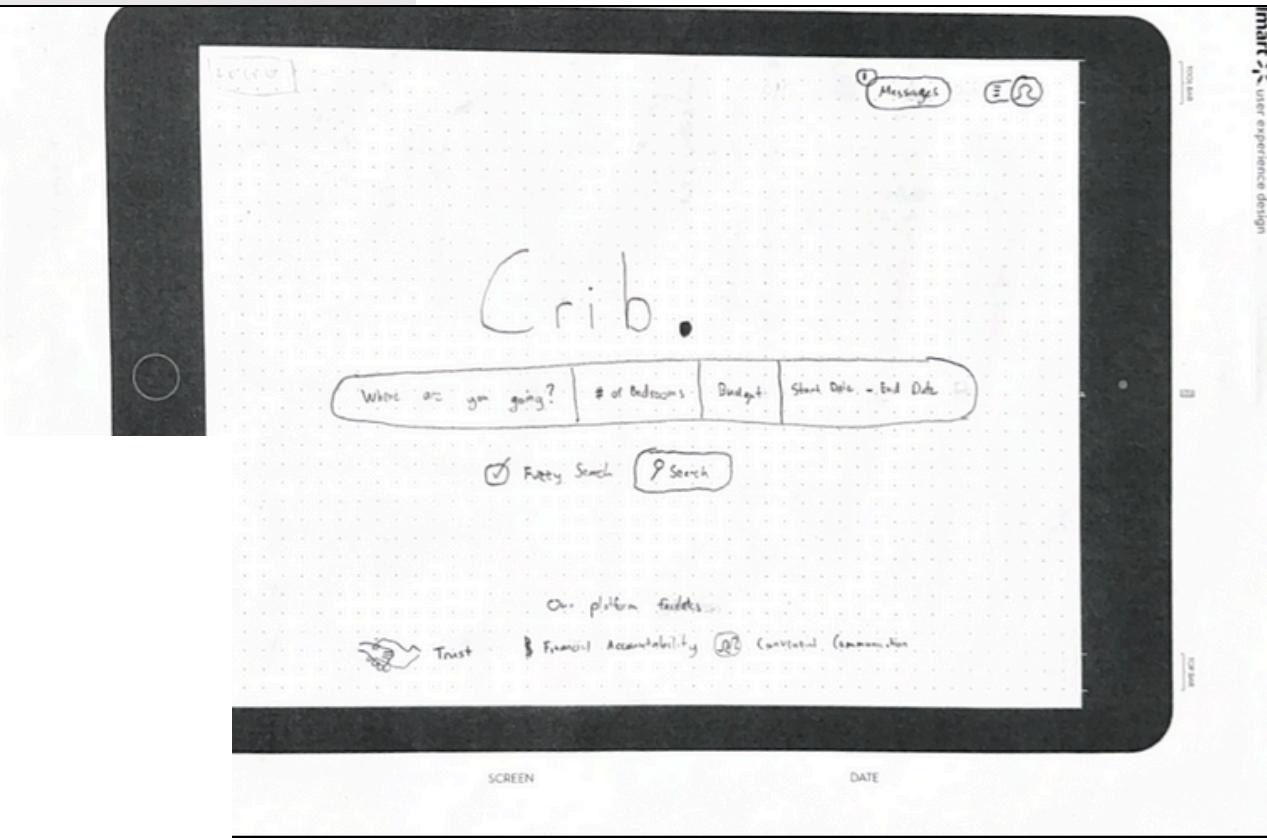
02

Project Evolution

Major Features – Design choices and progression

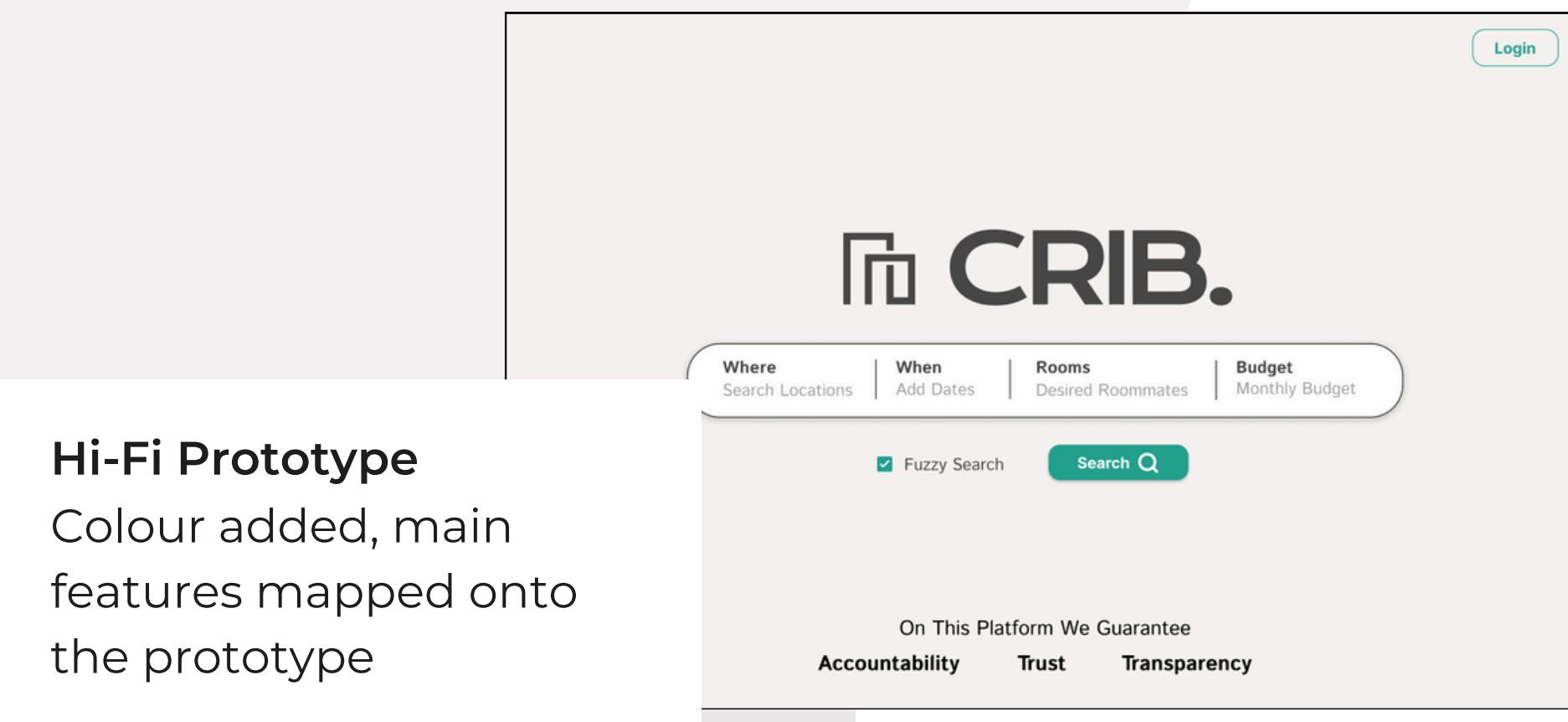
Usability Heuristics – Additional Considerations





Initial Sketch

Mis-aligned components, gaps, extra buttons



Hi-Fi Prototype

Colour added, main features mapped onto the prototype

Search (Homepage)

FEEDBACK RECEIVED

Match between system & real world

- Unclear language ("fuzzy searching") revised, plus additional tooltip to clarify

Help & Documentation

- Unclear platform functionality, values and purpose; clarified with additional context option

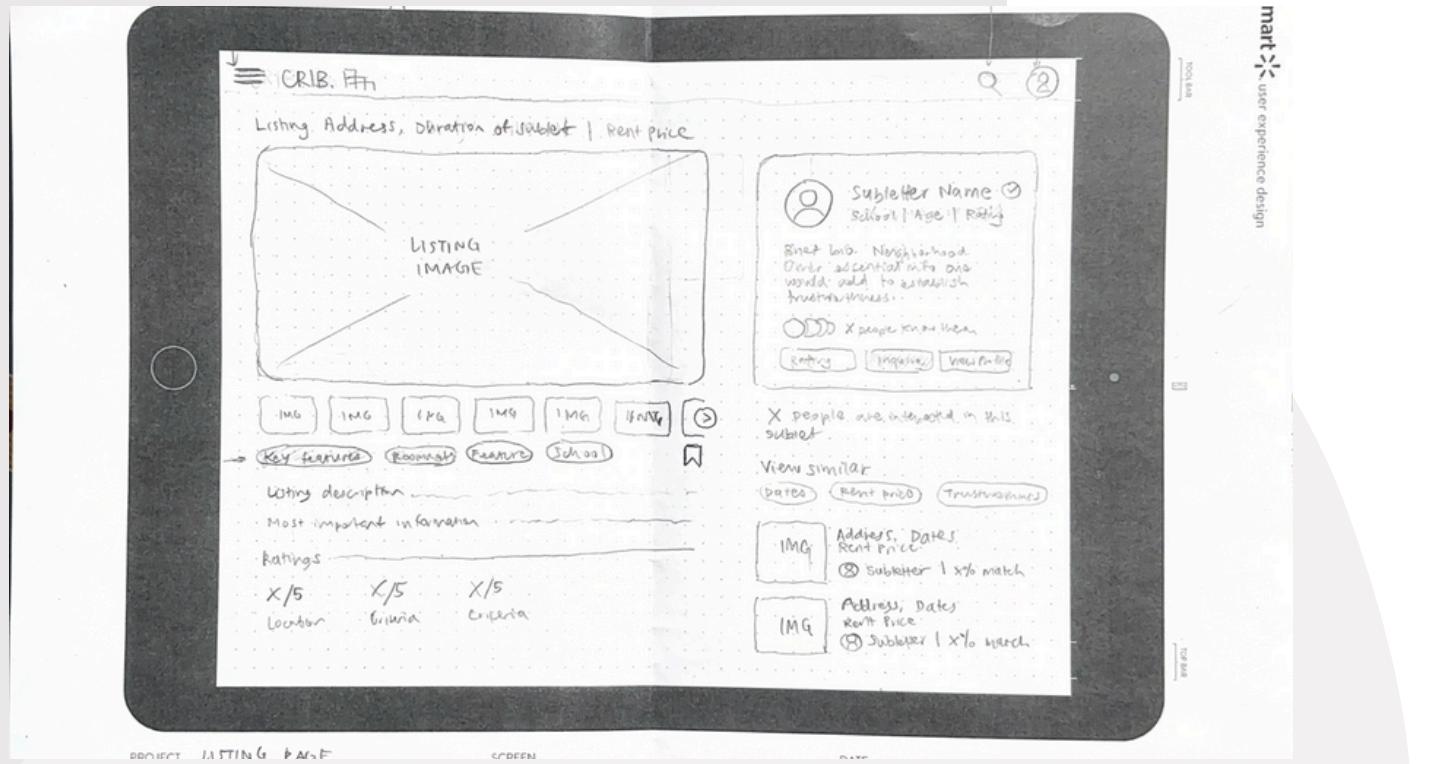
The screenshot shows the CRIB search interface. At the top right is a green "Login or Sign Up" button. Below the CRIB logo is a search bar divided into four sections: "Where" (Search Locations), "When" (Add Dates), "Rooms" (Desired Roommates), and "Budget" (Monthly Budget). Below the search bar is a checkbox labeled "I'm Flexible" with a tooltip explaining it shows results that closely match filters. To the right is a green "Search" button with a magnifying glass icon. At the bottom, there's a guarantee statement: "In This Platform We Guarantee ⓘ", followed by three bolded words: "Reliability", "Trust", and "Transparency".

Final Design
Enhanced clarity of menu options

Search Page

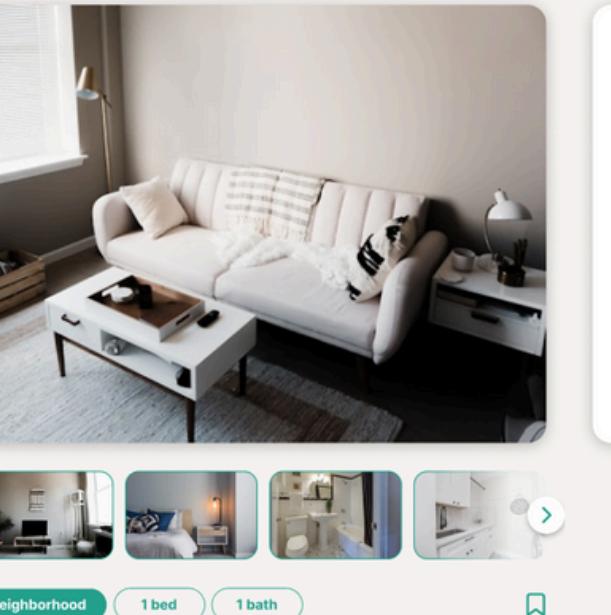
CHANGES

- **Help & Documentation** – Tooltips to add context
- **Consistency & Standards** – Follows external standards for search
- **Match b/w real world & system** – Changed language to be more clear for users



Initial Sketch & Hi-Fi Design

- Main consideration: establishing trust
- Information heavy, but some elements are still relevant



Rue Mackay, Montreal, QC | May–August 2025 \$1350

[Inquire](#) [View Profile](#) [Follow +](#)

Similar Sublets

	Rue Crescent \$1400/mo	Jan 2025–May 2024
	Rue Drummond \$1100/mo	Jan 2025–May 2024

Voluptatibus tempore minus eaque et provident excepturi enim ad odit. Ea excepturi repellat quos quod nobis sed sit enim. Perspiciatis alias rerum qui maxime sed amet nihil eos.

Listing Page

FEEDBACK RECEIVED

Aesthetic & Minimalist Design

- Include relevant content in a way that doesn't overwhelm the user

Scale

- Increase size of elements for improved legibility and clarity

Consistency & Standards

- Distinguish features visible to logged in users vs. not
- Icons and their meanings should be consistent

Other Feedback

- Prioritize price, number of rooms/size, name of neighbourhood instead of the address

[Back to Search](#)

1 bed, 1 bath | Jan–May 2025 | Ville-Marie **\$1350**



Meet the Sublessor



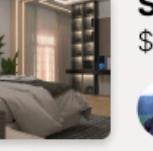
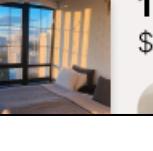
Travis Pouros ✓
@travispouros • he/him

Goes to McGill University 6 mutuals

Libero a repudiandae ullam odit libero et ipsa consequuntur voluptatem. Reiciendis voluptas eos voluptatem et. Aut architecto alias magni id qui.

[Inquire](#) [View Profile](#)

Similar Sublets

 Studio Highrise \$1400/mo by @	Jan 2025–May 2024
 1 bed, 1 ba \$1100/mo by @	

7-6150 Rue Mackay, A1A 1A1

94% match | Utilities included Furnished A/C Wi-Fi included Heart

Vel deleniti perferendis esse aliquam quasi corporis unde illum. Tempora et porro sunt illum enim qui accusantium. Et dolore voluptas omnis. Repudiandae qui distinctio quis. Iusto qui

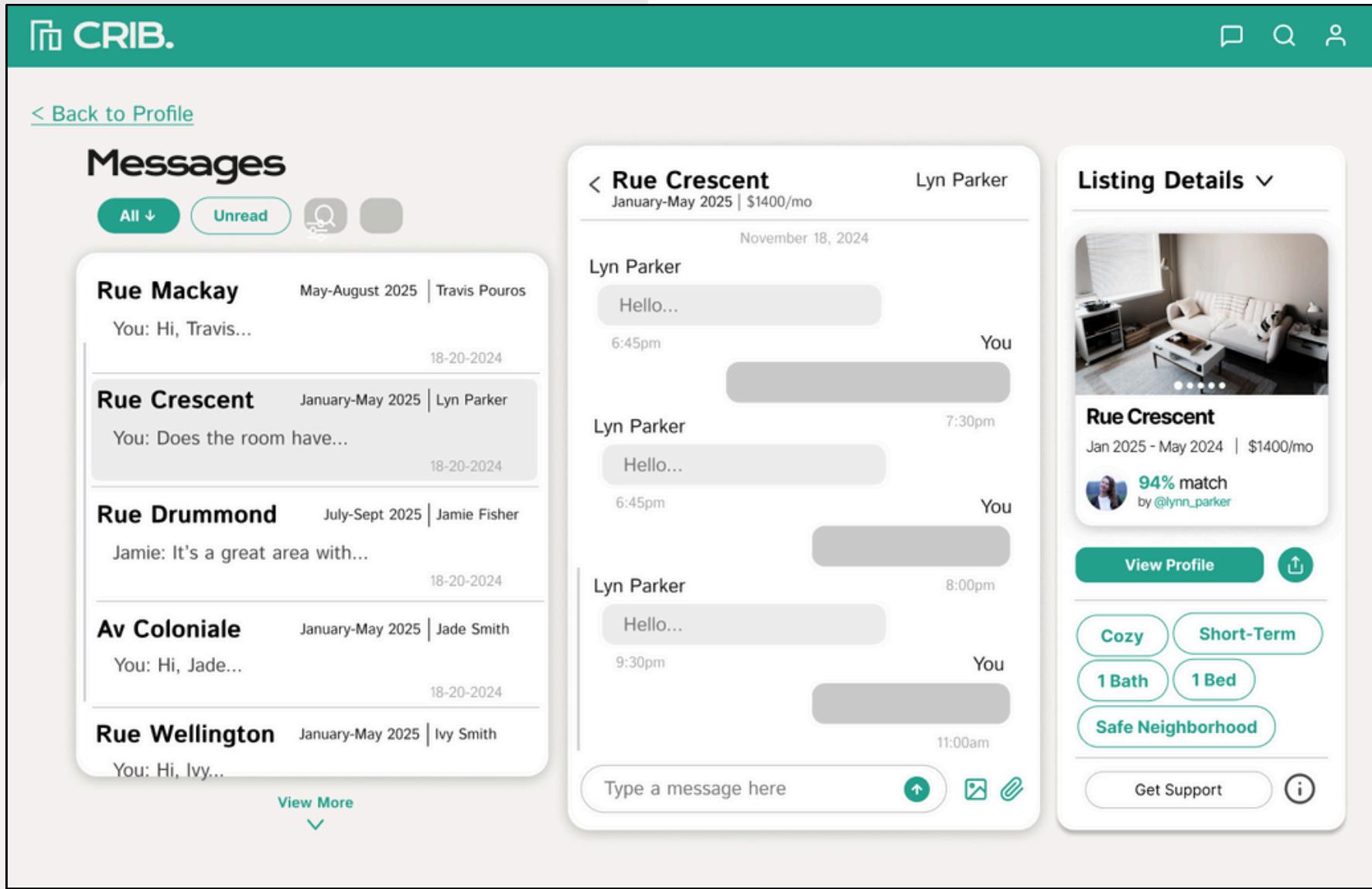
Listing Page

CHANGES

- **Aesthetic & Minimalist Design** – Removed unnecessary button and rearranged most important info
- **Consistency & Standards** – internally consistent page for logged in and not
- **Visual Design** – removed unnecessary fill from key details, adjusted sizing
- **Visibility of system status** – heart icon is filled (as feedback) when added to favourites

Final Design

Streamlined important information and improved clarity of actions



Initial Design

Mis-aligned components, gaps, excess negative space, disjoint panes

Messages

FEEDBACK RECEIVED

Visual Principles

- Alignment, size, balance, and contrast are off

Aesthetic & Minimalistic Design

- Remove unnecessary elements (i.e. “View More”)

Consistency & Standards

- Distinguish features visible to logged in users vs. not
- Icons and their meanings should be consistent

Other Feedback

- Add profile pictures to the messages page to increase feeling of trust and connection

The screenshot shows the CRIB messaging interface. At the top, there's a navigation bar with icons for search, filter, heart, and more. Below it, a listing card for "1 bed, 1 bath" from January-May 2025 at \$1400 is displayed. The card includes a photo of a bedroom, a 94% match rating by @lynn_parker, and icons for Furnished, Utilities included, A/C, and Wi-Fi. On the left, a sidebar lists other available listings. The main area shows a conversation between the user and Lynn Parker. The user sent a message with placeholder text: "Placeat consequatur magnam nisi. Nam rerum esse nihil aliquid in rerum quidem. Facere dignissimos rerum. Nobis consectetur nulla aliquid dicta eaque maxime porro. Error veniam voluptatem quisquam. Minima omnis nihil quisquam quia natus dolor dolor et occaecati." Lynn Parker responded with: "Aliquid aperiam sed illo velit fugit lorem." Below the messages, there are buttons for "View Profile", "Mark as Subletted", "I'm no longer interested", and "Get Support".

Final Design

Took a more balanced, standard layout to the design

Messages

CHANGES

- Visual Design** – Increased contrast, maximized use of space
- User Freedom & Control** – Exit conversation or leave messages tab
- Help & Documentation** – Tooltips to clarify actions
- Flexibility & Efficiency of Use** – Gestures/shortcuts to open, select, archive, and delete conversations
- Consistency & Standards** – Follows external standards for messaging interfaces
- Recognition over recall** – Listing card, key details and profile images are visible for reference

Welcome, _____

Information > Name

Profile Pic

University

Location

Program

Social Media

- LinkedIn:
- Instagram:
- Facebook:

Connections

Female Other Male

% Match

Name Name Name

[View Profile](#)

Travis (he/him)

Goes to **McGill University**

Studies **Mechanical Engineering**

Lives in **Ville-Marie, MTL**

Matching Degree 88%

- ✓ Cleanliness
- ✓ No smoking
- ✓ Pets
- ✓ Introvert
- ✓ Prefer living alone

[View More](#)

About Travis Pouros

Sublessor Away for exchange Short-term

Speaks English, French Hobbies: coding, detective novels

Voluptatibus tempore minus eaque et provident excepturi enim ad odit. Ea excepturi repellat quos quod nobis sed sit enim. Perspiciatis alias rer...

Social Media

in f
t
g

Mutual Connections

>

Profile

FEEDBACK RECEIVED

Match b/w system & real world

- Unclear what “Matching Degree” and checklist items meant

User Control & Freedom

- Lack of profile editing option
- Incorrect mapping in the prototype that led to wrong profile

Other Feedback

- Include reviews, history, and length of time on the platform to add to profile authenticity and enhance trust

The screenshot shows a user profile for Travis Pouros. At the top, there's a circular profile picture of a man with a beard. Below it, the name "Travis" is displayed with a checkmark and the pronouns "(he/him)". To the right, it says "Goes to McGill University", "Studies Mechanical Engineering", and "Lives in Ville-Marie, MTL". A teal circular icon indicates a "Matching Degree" of 88%. On the right side, there's a section titled "About Travis Pouros" with details like "Active since: May 2024", "Previous sublet experience: sublessor and sublessee", "Languages: English, French", and "Hobbies: coding, playing golf". Below this is a section titled "Travis' Sublet Stays" showing two thumbnail images: "Bright 3 bed" and "Airy Studio", each with a "match" percentage (85% and 92% respectively) and a small photo of a person.

Sublessor Profile

The screenshot shows a user profile for Erica Kim. At the top, there's a circular profile picture of a woman with long hair. Below it, the name "Erica" is displayed with a checkmark and the pronouns "(she/her)". To the right, it says "Goes to McGill University", "Studies Business Analytics", and "Lives in Griffintown, MTL". On the right side, there's a section titled "About Erica Kim" with details like "Active since: Oct 2024", "Previous sublet experience: N/A", "Languages: English", and "Hobbies: video games, reading detective novels". Below this is a "Settings" sidebar with links for Personal Information, Preferences, Notifications, Help Center, Sublet Your Residence, Reviews, Favourites, and FAQs. At the bottom, there's a "Connections" section showing five small profile pictures of other users.

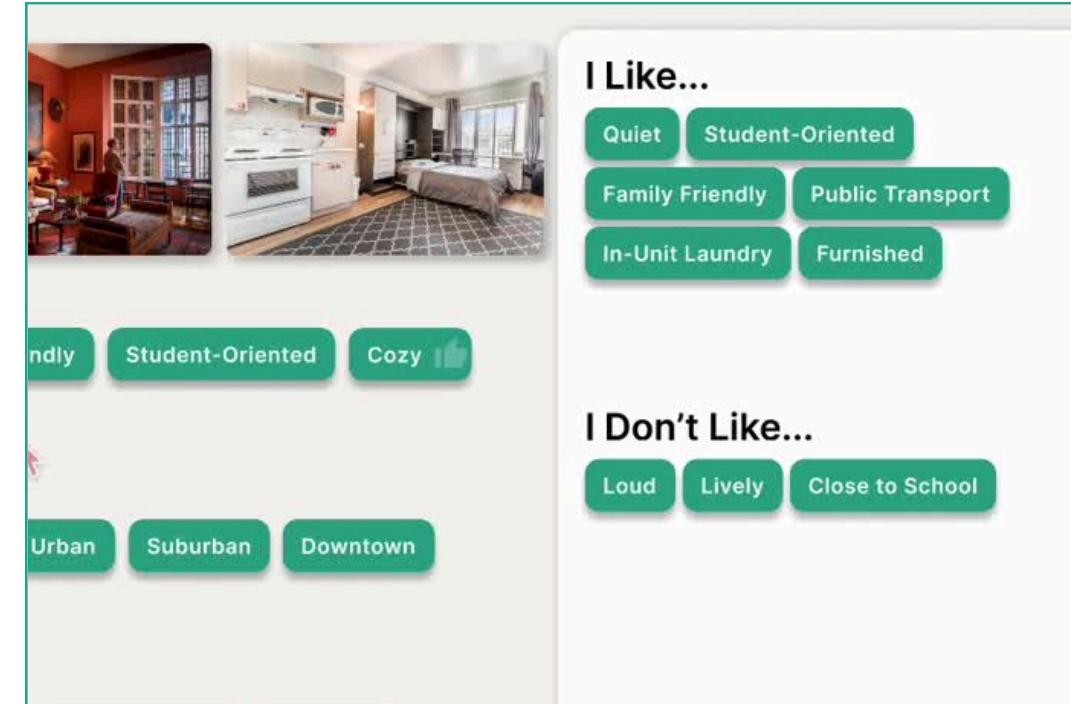
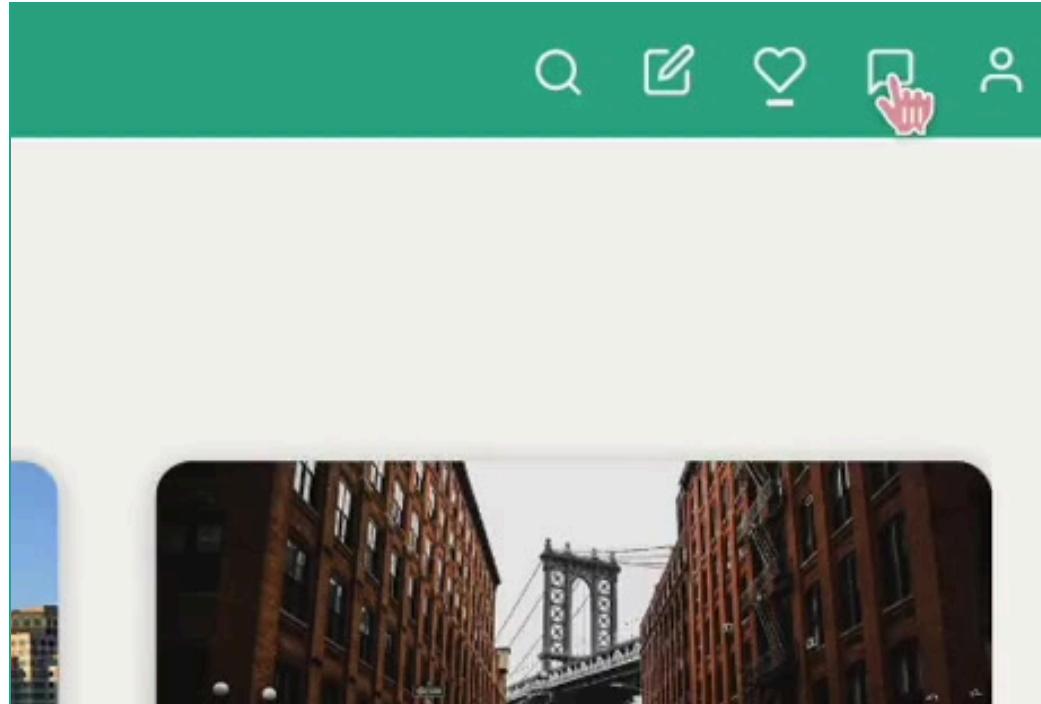
User Profile

Profile

CHANGES

- Other's profile vs. "Mine"
- **Consistency & Standards** – Similar profile layouts; added setting section and editing function; included reviews and past sublet stays
- **Flexibility & Efficiency of Use** – Multiple ways to access same menu items
- **Recognition over recall** – Same profile card on the profile/user page and listing page

Additional Considerations



Original:

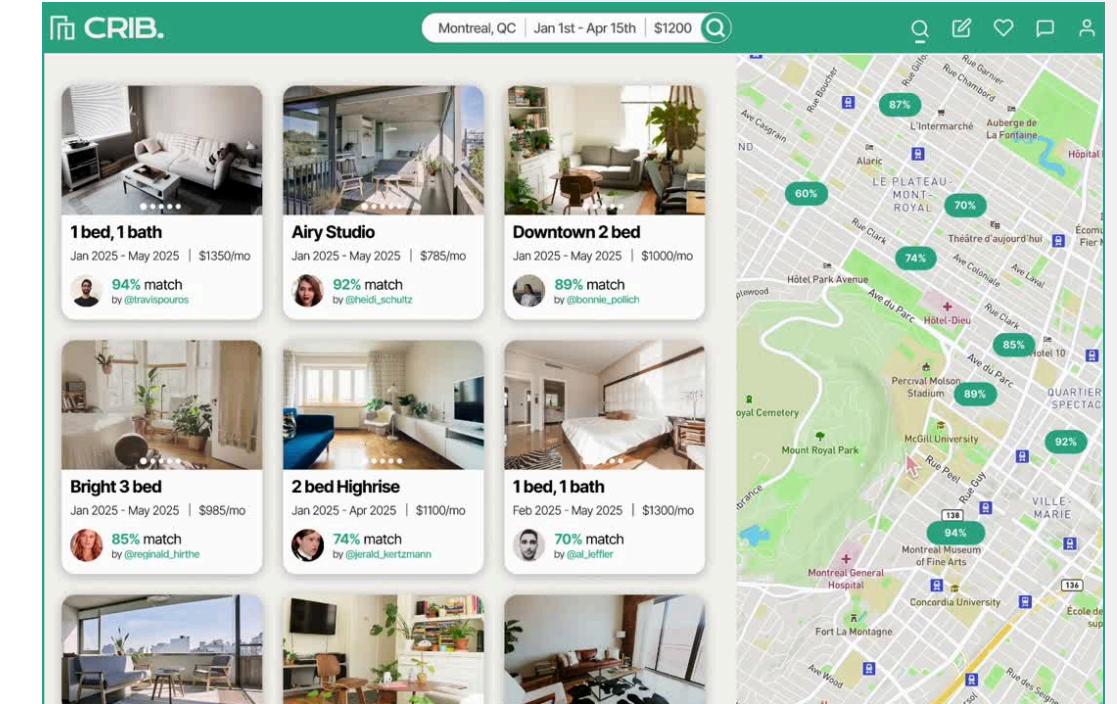
Student Oriented 

Visibility of system status

- Indicating which page a user is actively on
- Different colour and icons on navigation bar to show login vs. logged out state

Match b/w system & real world

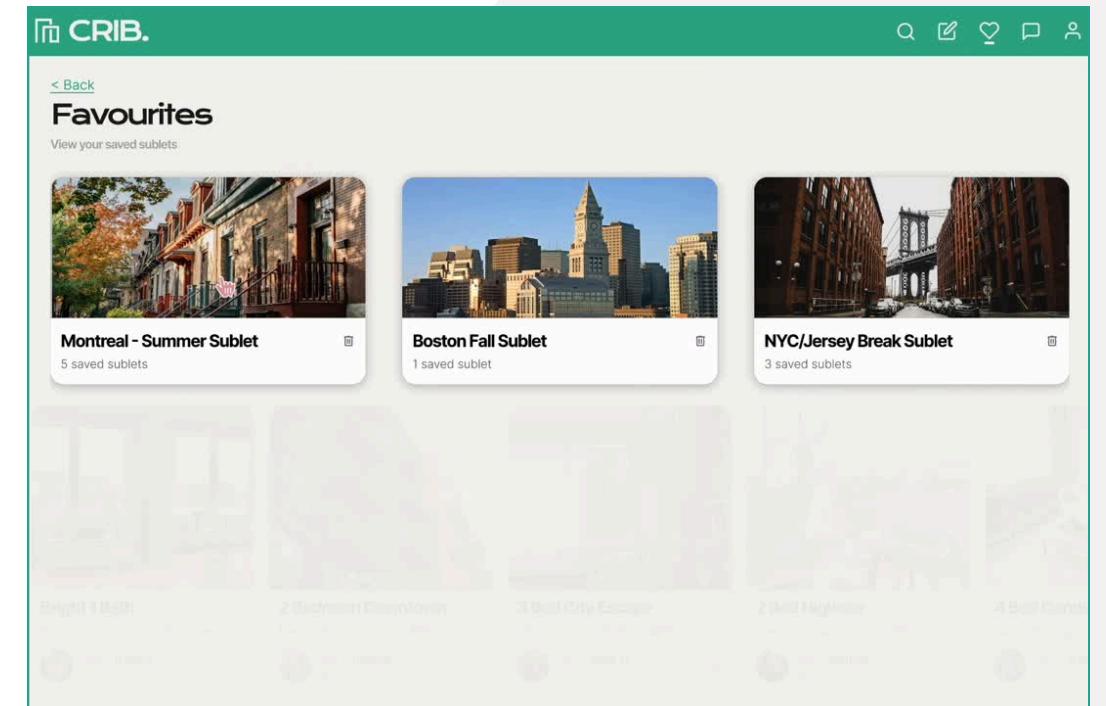
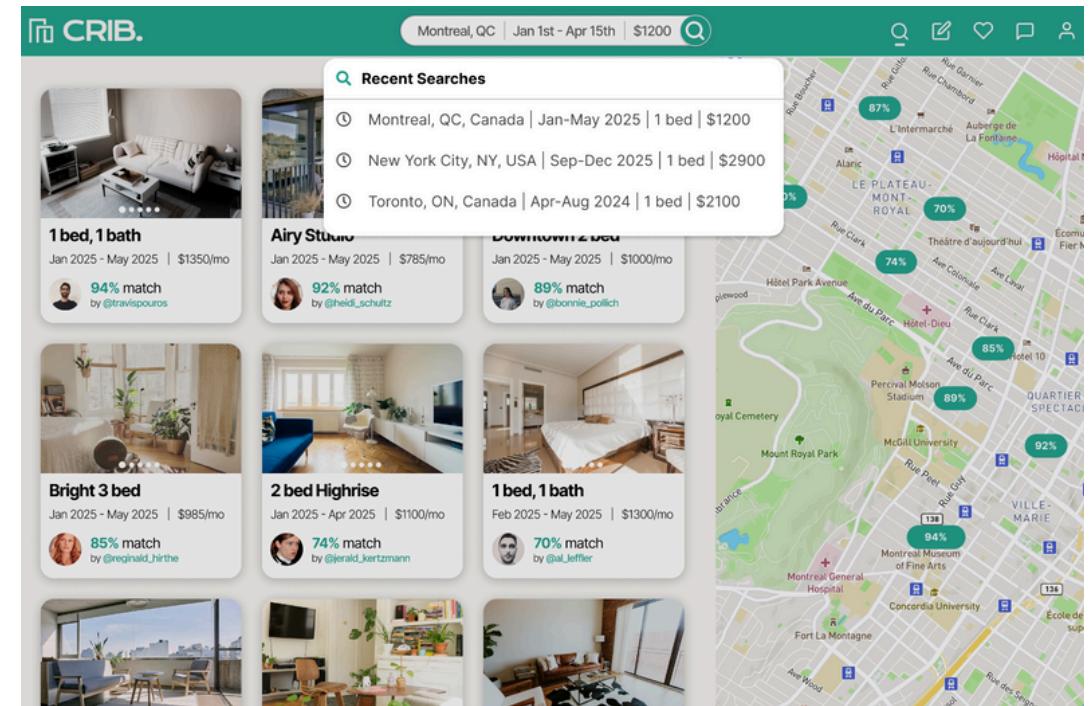
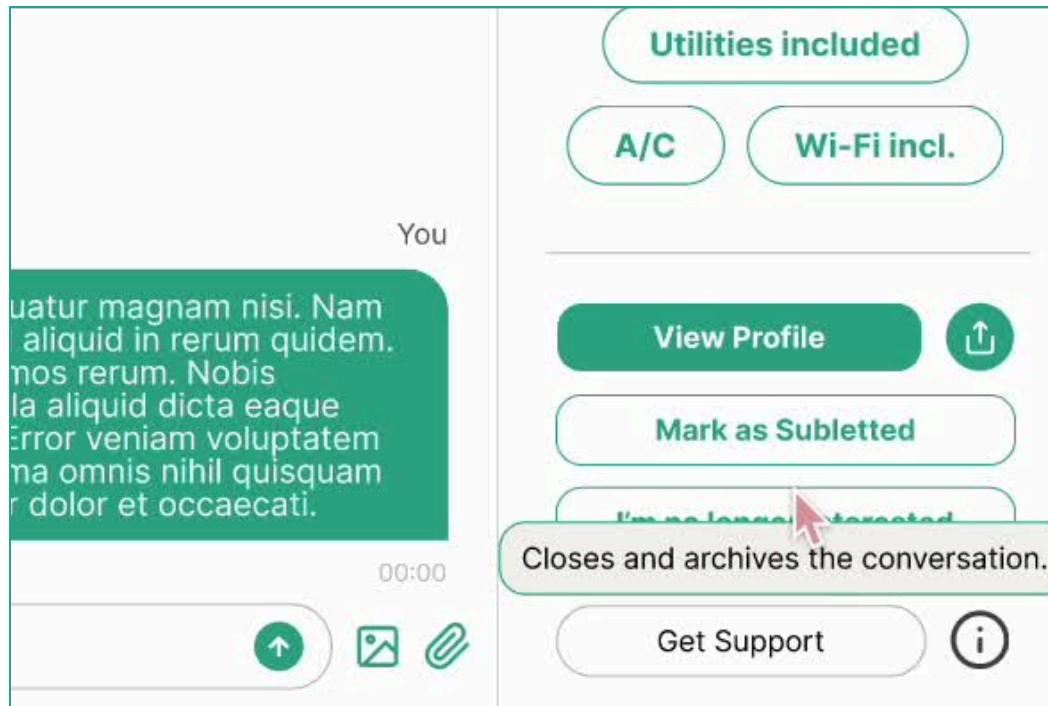
- Change 'Plus/Minus' buttons to 'Like/Dislike' buttons
- This is to signal sorting attributes instead of removing and adding



Consistency & Standards

- Following external standards (i.e. Airbnb) to increase sense of familiarity and mastery over similar platforms

Additional Considerations



Help and Documentation

- Tooltips for features, actions, and other elements that are may be unfamiliar

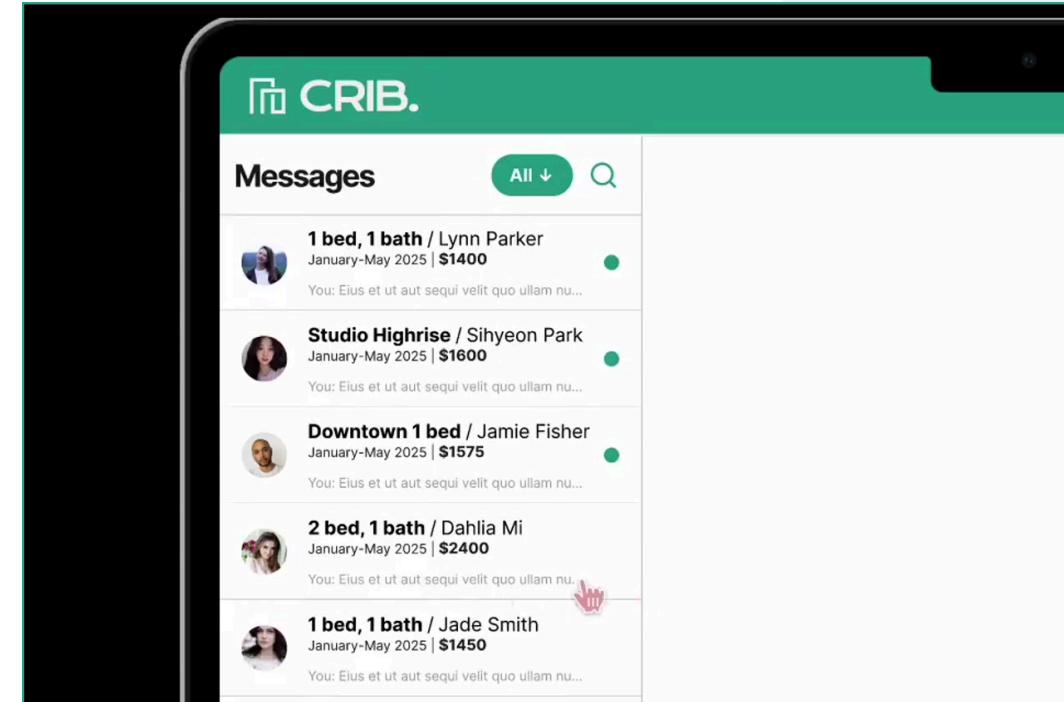
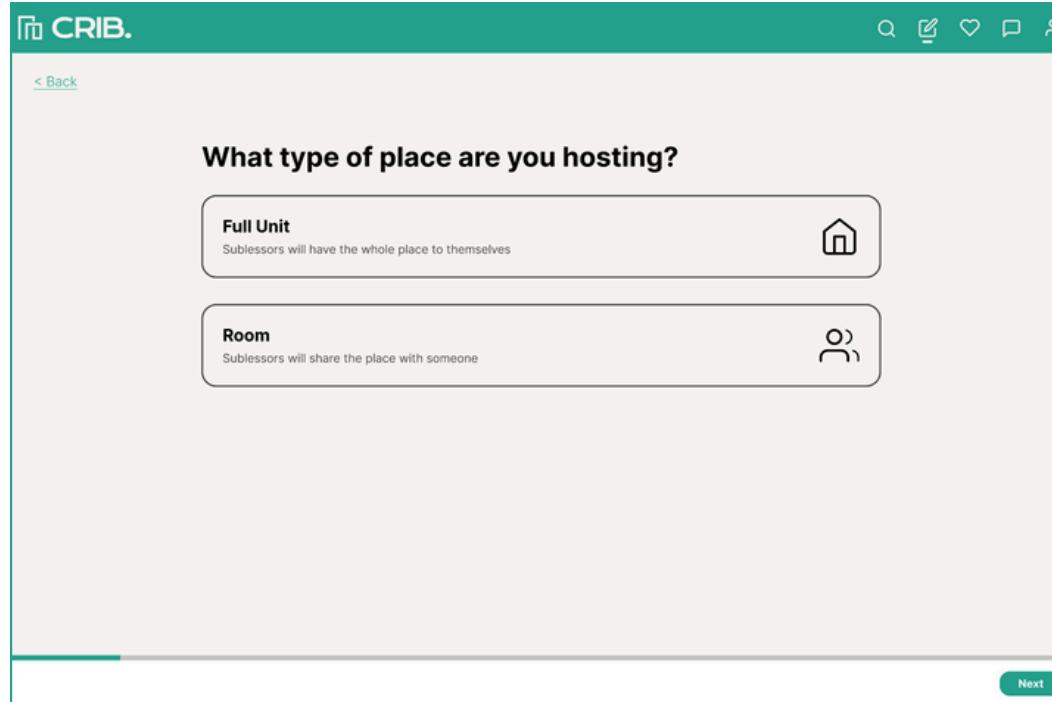
Recognition over recall

- Predetermined selection options and references reduce users' cognitive load

Aesthetic & Minimalistic Design

- Only the most relevant information appears
 - Internally consistent brand identity, colours, icons

Additional Considerations



User Control and Freedom

- Including various buttons to go back, exit, delete, edit, and more!
- Consistent menu bar on all screens allows the user to escape

Flexibility & efficiency of use

- Embedded gestures and customization for more experienced users

Additional Considerations



Error Prevention

- Identifying error prone areas (user input) and adding friction or constraints

Help recognize, diagnose and recover from errors

- Considering edge cases and developing corresponding error pages, with actionable and clear next steps

03

Reflection



Design Question

“How might we streamline the process of finding trustworthy student sublessors and sublessees?”

Yes, our final design answers the design question!

It helps student sublessors and sublessees through:

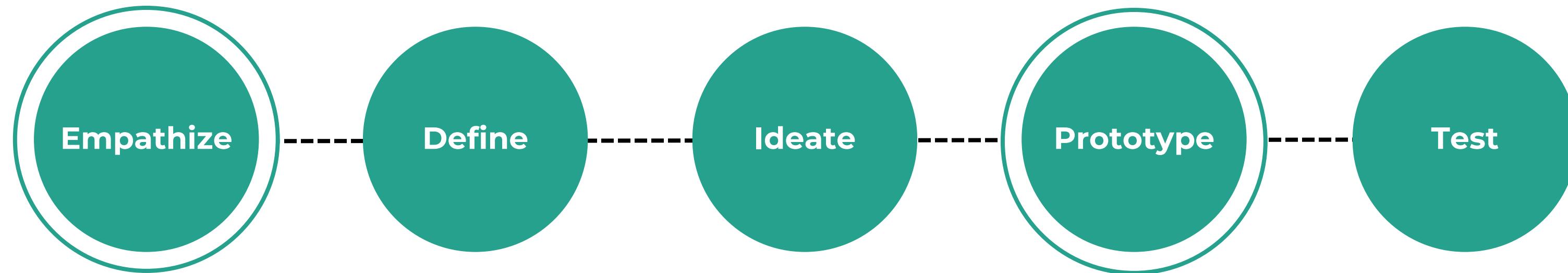
- Create a student-only sublet platform with verified identities
- Allow users to link their mainstream social media accounts to their profiles
- Integrate complementary preference-based matching to quickly find the ideal sublet
- Display personal information (e.g. university, program, hobbies) to learn about others

Usability Testing Results



Tasks	Major Findings	Recommendations
Choose your preference (sign-up)	<ul style="list-style-type: none">Users want preferences to auto-update in relevant sectionsUsers are unable to reset all preferences at onceUsers are unable to undo their actions (i.e., deleting)One user is confused about being directed to Profile page rather than the Main page	<ul style="list-style-type: none">Display selected preferences instantly in relevant sections when users click thumbs up/thumbs downAdd a "Delete All" or "Reset" button to clear all preferences at onceAdd an undo snack bar to restore removed preferencesDirect users to main page after sign up completed
Sublet your residence	<ul style="list-style-type: none">Users are confused about the placement of "Back to Profile" and "Home" buttons on the completion pageOne user finds including utilities twice repetitive	<ul style="list-style-type: none">Have both buttons in the middle of the pageUpdate the options on "What are some features of your place" and exclude utilities
Search for a sublet	<ul style="list-style-type: none">Users are confused about the functionalities of buttons ("Try New Search" and "View Similar Sublet") on the error page and find them repetitive	<ul style="list-style-type: none">Use a single button for returning to the search page; rename the button to "Back to Search" or a similar label
Message	<ul style="list-style-type: none">Users find message and listing search icons too similarUsers are unclear about "Inquire" on the listing pageUsers are confused when the back button redirects to the search page instead of the message thread after selecting a profile card	<ul style="list-style-type: none">Redesign search icons for better distinctionUpdate "Inquire" button to "Message"Update back button to return users to the message thread after viewing a profile card

Being User Centric



Empathy Map
Persona
Customer Journey Map

10 Usability Heuristics



THANK YOU!

 **CRIB.**