

	Description	Strengths	Weaknesses	Communication?	User Flow	Verification	Structure	Payment Process	Reach	Features
Uloop	All services for college students ranging from housing to GPA calculator	Many different services aimed towards college students  Require property manager for stronger verification process	Need to email to check availability no calendar showing availability  NEED TO PAY ULOOP MONEY TO POST YOUR LISTING (\$50 one time listing)	Reply by email or phone	uloop.com > scroll and select housing > college sublets > input ranges > browse > select listing > inquire about availability (email) > communicate with sublesser about payment > pay >signs contract > coordinates pickup of keys > arrives	Address, Property manager information, listing details, amenities, images	Website, app	Uloop doesn't facilitate payment process, only communication b/w subletter and sublesser	141369 listings (total)  CMU listings (136)	Filter by type of room, distance to campus, rent min/max, email to stay updated on recent listings  Amenities listed  floor plans  google maps integration  Saving
Facebook (CMU + UC Berkeley)	Social media groups	Good Reach  <b>Algorithm will make your friend's posts appear first on group feeds. May be beneficial for successful subletting (establishment of trust) [1]</b>	Because of the social media feed format, there are no good filtering methods  No real verification process, anyone can post, don't even have to reveal their address	Direct message seller, comment interest on post	log into FB > search subletting group > browse through listings > comment/ message interest > ask about property details >(schedule a visit) > communicate with sublesser about payment > pay > signs contract > coordinates pickup of keys > arrives	"ATTN: To avoid scams and fraud, use your university email and only rent from users with an official university email." -UC Berkeley Page	Website, app	Facebook doesn't facilitate payment process, only communication b/w subletter and sublesser	UC Berkeley (9,918) Population 2017 (41910)  CMU (5742) Population 2016 (13961)	Description (amount of detail depends on poster)  Photos (amount of detail depends on poster)  Amenities (amount of detail depends on poster)  Messaging integration  Commenting
Airbnb	Helps people find temporary housing used for traveling/short term usually	Trusted  Network around the world	Harder to find long term living situations	Direct message seller	log into Airbnb > search date, location, price range > browse options > pick a listing > book listing (pay with card - can either pay all at once or in two payments > message host > coordinate pickup of keys > arrive	Add identification (Driver's license, ID) - when you make your account  Look at photos	Website, app	Facilitates communication and secure payment method  Credit Card	<a href="#">15 M users</a> , <a href="#">6 M listings</a>	Messaging  Saving Listings  Post a listing  Pay w credit card  Hosting an experience  Booking an experience  Map integration
Craigslist	advertisements website with sections devoted to jobs, housing, for sale, items wanted, services, community service, gigs, résumés, and discussion forums.	Well established (since 1995)	Untrustworthy	Call/email seller	google search > craigslist housing pittsburgh > add filters > browse listings > contact seller > (visit listing) > communicate about payment > pay > sign contract > schedule pickup of keys > arrive	<a href="#">A quarter of all craigslist rental postings are scams.</a>	Website	Facilitates communication (phone number)	3000 listings for Pittsburgh	
Paper Posts	Paper posts on community bulletin boards	Easy to do (for sublesser)	Small reach	Call/email seller	walk by bulletin board > see listing > contact seller > (visit listing)> communicate about payment > pay > sign contract > schedule pick up of keys > arrive	NONE	Paper, bulletin board, kiosk	Facilitates communication phone or email	???????	
Word of Mouth	Hearing about a subletter through common connections	TRUST + accountability (usually subletter and sublesser separated by small degree of separation)	Small reach	Call/email/text/message	hear about someone who is looking to rent their apartment for the summer > receive contact through a mutual connection (or from the person) > (visit listing) >communicate about payment > pay >sign contract > schedule pick up of keys > arrive	Trust	Speaking + Listening		small (in your own community)	