



**F06 - InfoDog**

# Our Team



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Full-stack Developer



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UI/UX Designer



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Frontend Developer



# Problem Context 🤔

- 🏠 **Information Gap:** insufficient comprehensive platform match tenant with available places.
- 💰 **High Rent Pressure:** Financial strain due to high housing costs around the campus.
- 🔒 **Security Concern:** Lack of trusted platform for secure matches between leaseholder and tenant. (Also avoid scam)
- 🕒 **Demand for Flexible Time:** Struggle to find suitable place for flexible term stays.

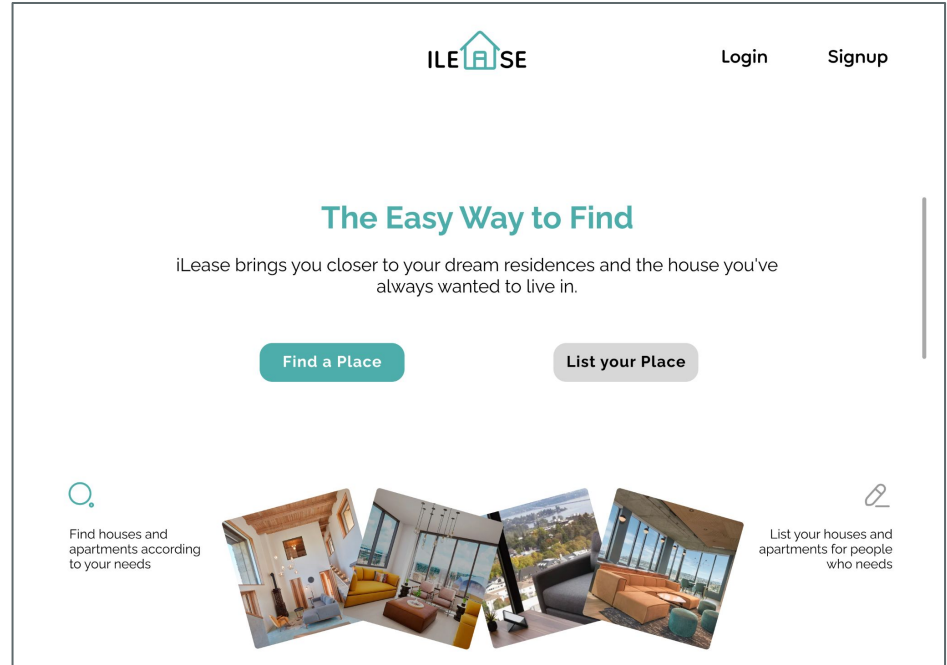
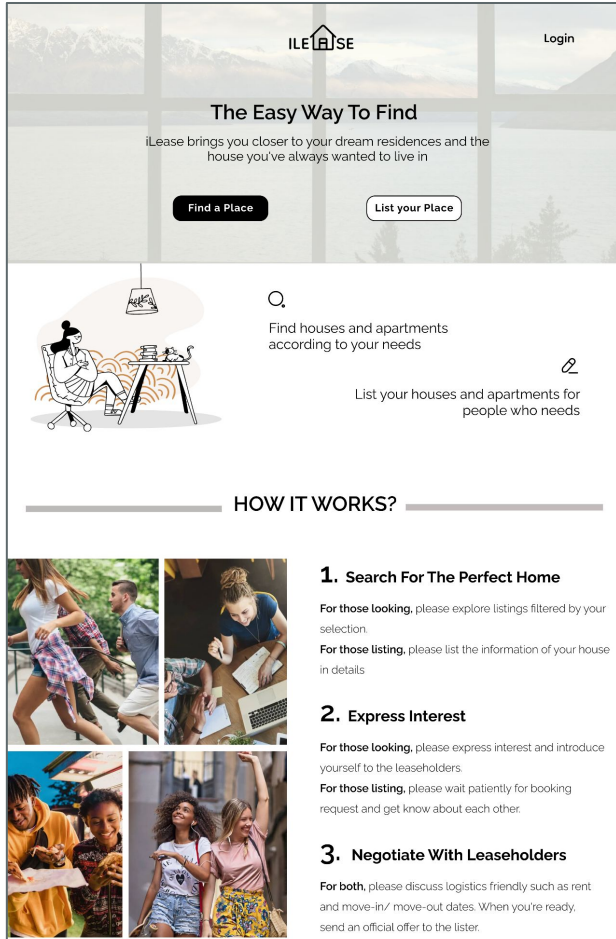
## Key research insights

- Feeling **100%** comfortable to sublease from a student
- **62%** of past leaseholders and **56%** of past tenants think there is lack of effective information platform
- **74%** of past leaseholders think there is difficulty verifying tenants identity and avoid scams

# Problem statement




What if **UW students**   
have **an attractive information platform**   
so that **they can find trusted tenants?** 

# Concept Validation



We conducted **A/B testing** on our homepage with target users to **validate the layout and color scheme**. The feedback favored the **FIRST design** for its professionalism, guiding our final interface choice.

# Key concepts

- **User-friendly Design** : Visually appealing and easy-to-navigate UI enhances user experience.
- **Privacy-First Communication** : Only access the user's email upon request approval.
- **Enhanced Security Measures** : Verification through institutional email.

# Key feature 1 - Explore

Property Type Any	Room Type Any	Furnished Any	Pet Friendly Any	Deposit Any
Bedroom number	Bathroom number	Roommate Number number	Price 1200 --- 2000	Area Range (sqft) 400 --- 800



Explore

List Your Place

About us

Profile

Logout

filter



The **'Explore'** section of the platform offers a sophisticated search experience with highly functional filters to aid users in their property search. Users can refine their search by particular features to find properties that match their specific needs.

Location

U District

Move-in

mm/dd/yyyy

Move-out

mm/dd/yyyy

Search



Pet-friendly 1b1b apartment with perfect amenity



Luxury condo



The Standard



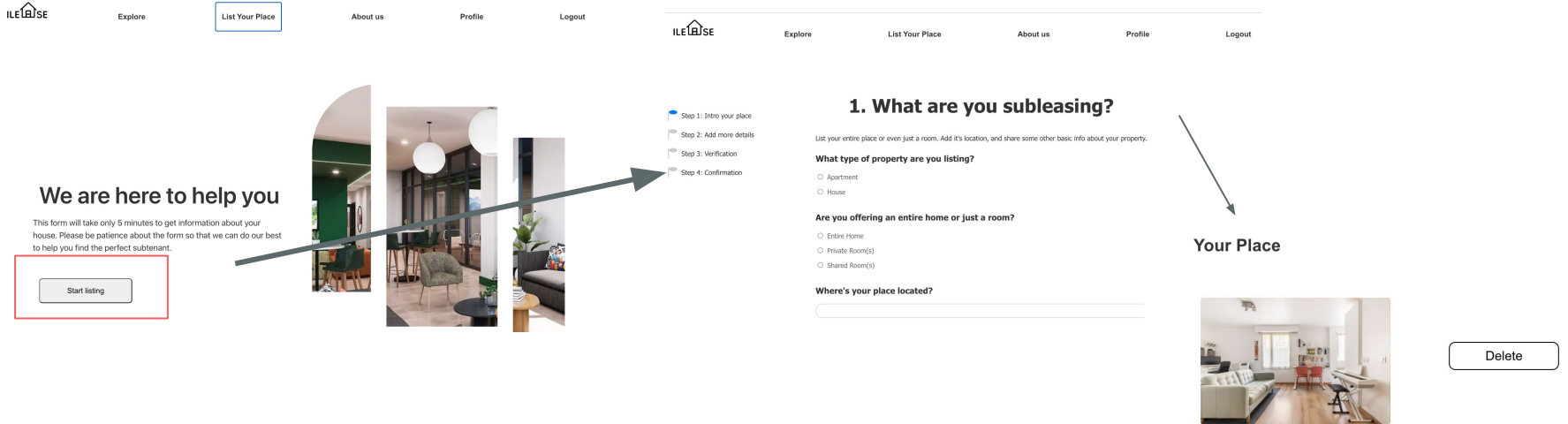
U place



Montlake



# Key feature 2 - List your place



We are here to help you

This form will take only 5 minutes to get information about your house. Please be patience about the form so that we can do our best to help you find the perfect subtenant.

Start listing

Step 1: Intro your place  
Step 2: Add more details  
Step 3: Verification  
Step 4: Confirmation

### 1. What are you subleasing?

List your entire place or even just a room. Add it's location, and share some other basic info about your property.

**What type of property are you listing?**

Apartment  
 House

**Are you offering an entire home or just a room?**

Entire Home  
 Private Room(s)  
 Shared Room(s)

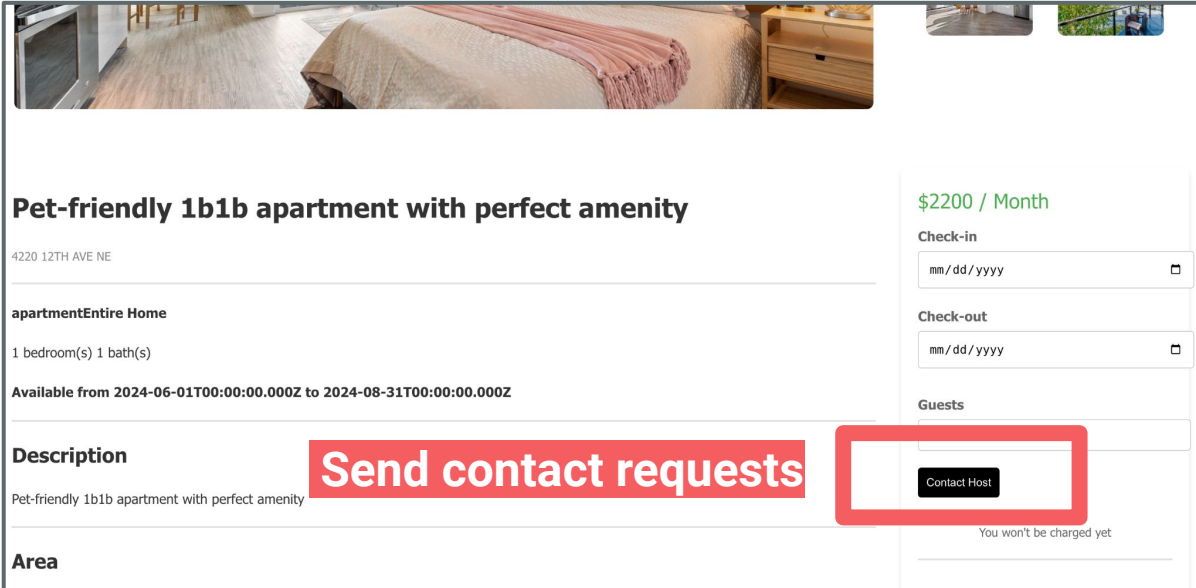
**Where's your place located?**

Your Place

Delete

In the '**List Your Place**' section, Leaseholders are guided through a streamlined process to provide essential details about their rentals. Clear **instructions** are provided to ensure that leaseholders can easily and accurately fill out the necessary information regarding their properties. They can their **house information** in the **profile page**.

# Key feature 3 - Contact requests



**Pet-friendly 1b1b apartment with perfect amenity**

4220 12TH AVE NE

apartmentEntire Home

1 bedroom(s) 1 bath(s)

Available from 2024-06-01T00:00:00.000Z to 2024-08-31T00:00:00.000Z

**Description**  
Pet-friendly 1b1b apartment with perfect amenity

**Area**

\$2200 / Month

Check-in  
mm/dd/yyyy

Check-out  
mm/dd/yyyy

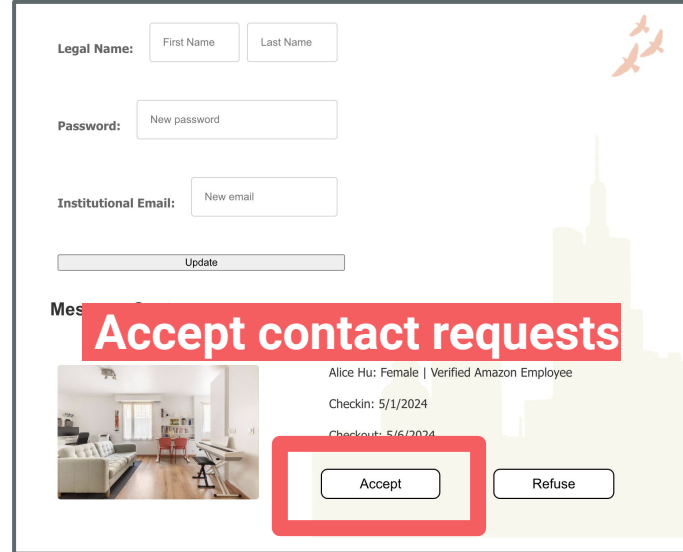
Guests

Contact Host

You won't be charged yet

**Send contact requests**

Tenants can **send contact requests** to leaseholders from the detail page.



Legal Name: First Name Last Name

Password: New password

Institutional Email: New email

Update

Message

**Accept contact requests**

Alice Hu: Female | Verified Amazon Employee

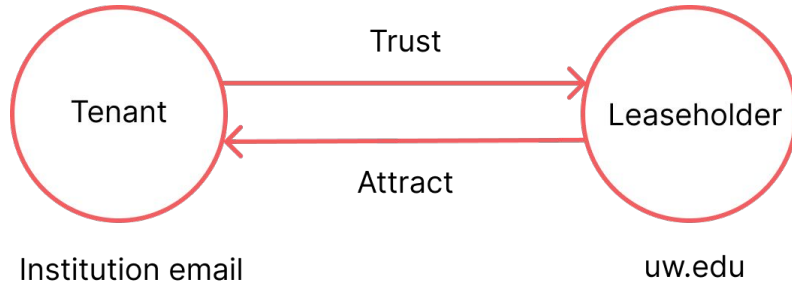
Checkin: 5/1/2024

Checkout: 5/6/2024

Accept Refuse

Leaseholders can view these requests and decide whether to **accept or reject** them.

# Key feature 4 - Verification

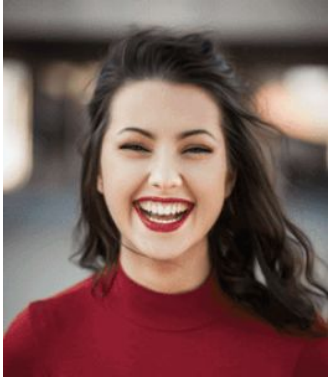


For **verification**, we ask **tenants** to verify their identities through institution email.

And **leaseholders**, who are uw students, need to be verified through their uw emails.

In this way, tenants can trust their students leaseholders and leaseholders can attract tenants to use our platform through this reliability.

# Personas



Amy   
Age - 21  
Student  


## Bio

- Junior Computer Science student at PSU.
- Summer internship at Amazon AWS in Seattle.
- Practical and resourceful; focuses on effective financial management.

## Goal

- Find Affordable Housing and Trustworthy leaseholders
- Convenient Commute to Work
- Short-Term Lease
- Compare Local Prices

# Personas



Jeff 

Age - 22

Student



## Bio

- Senior in Informatics at UW.
- Active member of the International Students Club; enjoys exploring the city
- Lives off-campus in an apartment near the university.

## Goal

- Sublease Apartment During Summer
- Find Trustworthy Tenants
- Have a convenient platform to sublease
- Clear Subleasing Process

# Ethical considerations

No Institutional Email :

During this quarter, we redesign our registration pattern and we decide to only allow people with institutional email to use our web app.

Accurate representation of properties :

Some tenants are concerned about inaccurate information in the listing, but that's not a problem. The authenticity of the home will be manually verified by our team, which is one of the advantages of targeting only the UW market, which we are more familiar with than the big companies that are blindly expanding.

# We decide to close down our project

- The github repo will become private after **June 30**
- Link to the **repo**: <https://github.com/LUKEZFLU/iLease>
- Link to **YouTube Presentation Demo** if you are interested:  
<https://youtu.be/5TTQIJadOyE?si=jYd2SHe-IsG3AHW9>

**Thank you**

