

A4:

Concept Video

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Team Members



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CS (AI) + Econ '26
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Symsys '26
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Clarus

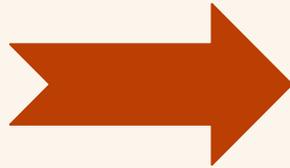
Create together, instantly

Clarus is a **real-time collaboration platform that makes communication between founders and designers effortless.** With an intuitive interface, structured comments and digest features, and multimodal feedback, it **simplifies design collaboration for founders,** enabling ideas to take shape instantly and visibly.

Problem and Solution

Problem

Founders feel like **communicating with designers** is a **long, exhausting process—requiring extensive preparation, length meetings, and lots of waiting, reading, and revisions before seeing results.**



Solution

Creating a **platform that enables real-time collaboration** between designers and founders—**allowing founders to feel genuinely “heard” and to see visible progress unfold.**

Our primary users are start-up founders

Startup founders who **seek a faster, more intuitive and clear way to collaborate** with designers

Specific Groups:
first time founders and early stage founders who have limited bandwidth



Clarus is about creating together.

We chose **Clarus** for several reasons

- **Clarus** means *clear* in Latin, reflecting the app's mission to bring **clarity and transparency** to the collaboration process.
- The name aligns with our goal of making communication between founders and designers **instant, intuitive, and frustration free**, cutting through noise and confusion.
- It conveys a **sense of focus and alignment**, where every comment, visual, and decision contributes to a shared creative vision.

Overall, "**Clarus**" is **clean, memorable, and purposeful**—capturing the idea of creating together, clearly and instantly.

Value Proposition

Unlike typical design tools built for experts, **Clarus** stands out through its **focus on communication first collaboration** between founders and designers. While most tools prioritize design creation or accessibility, Clarus is built to **bridge the communication gap** by making collaboration fast, transparent, and human. Instead of struggling through lengthy meetings and scattered feedback, founders can instantly share ideas, give structured input, and see updates evolve in real time.

Sanity Check: Most design tools emphasize ideation and prototyping over collaboration clarity. This concept fills a unique niche because it tackles the **conversation** layer of design, not just the creation layer. The key difference is Clarus's real-time feedback system with **voice, video, and threaded comments**, which enables founders to **create together, instantly**. No other platform centers communication as the core design experience, making Clarus a truly unique platform.

Market Research

Figma

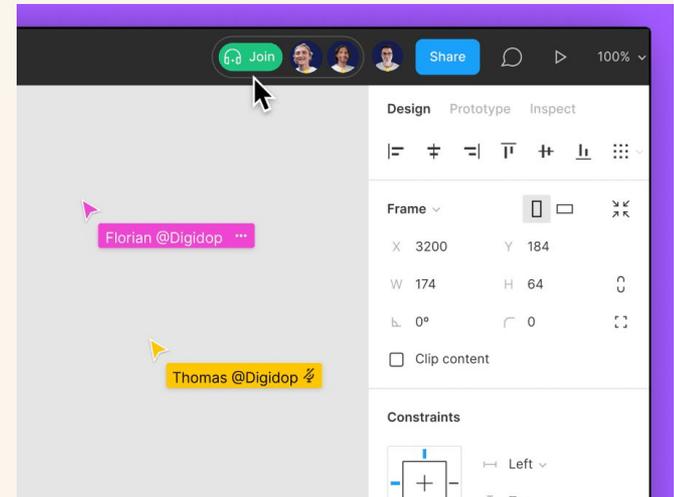
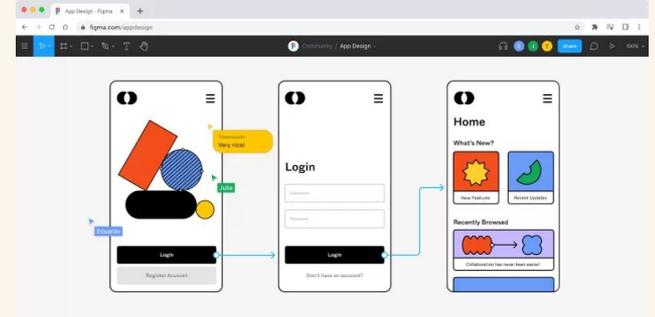
A collaborative interface-design tool that lets multiple designers co-create, prototype, and iterate in real time directly in the browser.

What Worked/Strengths

- Allows **multiple people to edit and comment on one mock design**
- Strong plugin ecosystem & design community
- **Easy to start**, free tier attracts new users
- Good **retention among design teams**
- Browser-first means minimal friction for cross-OS users.

What Didn't Work/Weaknesses

- **Hard for non-designers to navigate** or comment
- **Overcrowded and too much traffic** when too many collaborators join
- Comments lack prioritization or filtering
- Lack of **richer communication modalities** like video annotations
- Large files can slow down scalability and performance



Figma

Implications on Our Solution

- Build **smarter comment management**, threaded discussions, upvoting, and digest summaries for key feedback.
- **Enable multimodal communication with voice notes**, video snippets, or quick sketches linked to specific features.
- Design simple onboarding for non-designers, guiding founders on how to view and comment effectively.
- Create **role-based views** so founders, designers, and developers each see what's most relevant to them.



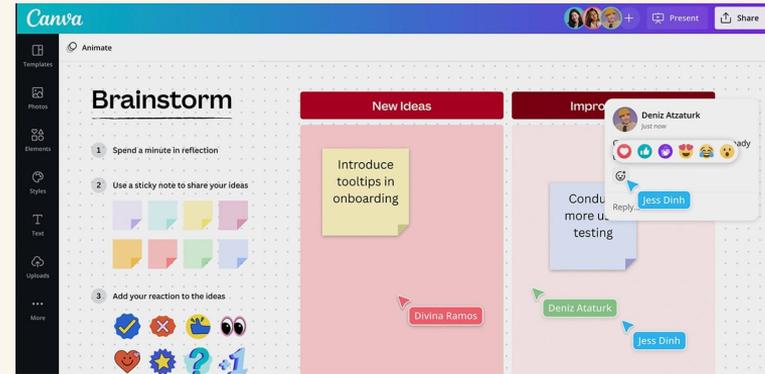
SIMILARITIES	KEY DIFFERENTIATOR
Like Figma, Clarus supports real-time collaboration, multiple people can co-edit, comment, and iterate on the same project.	Clarus focuses on communication-first design, adding voice/video comments and role-based views that Figma lacks.

Canva

A simplified design platform that enables anyone to create professional-looking visuals, presentations, and marketing assets without design training.

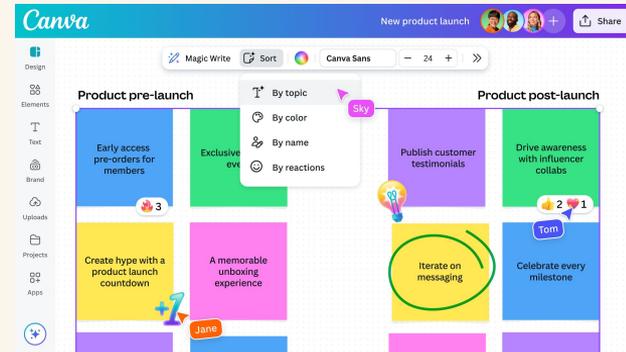
What Worked/Strengths

- Simple **drag-and-drop** interface for quick designs
- Great for non-designers and marketing teams
- **Large library of templates** and brand kits
- Smooth real-time collaboration and sharing
- Freemium model encourages **broad adoption**



What Didn't Work/Weaknesses

- **Limited for complex** or technical design projects
- Commenting and feedback tools are basic.
- **Weak version control** for multiple revisions.
- **Hard to manage** detailed design discussions.
- Lacks feature-level communication options.



Canva

Implications on Our Solution

- Combine Canva's simplicity with **deeper collaboration** for product and design teams.
- Build **structured commenting tools** that go beyond basic notes, threads, priorities, and summaries.
- Introduce voice and video feedback so discussions feel more personal and **less text-heavy**.
- Keep an intuitive interface that's friendly for non-designers while supporting complex feedback.
- Add clear review and approval flows to **manage multi-round** edits efficiently.



SIMILARITIES	KEY DIFFERENTIATOR
Like Canva, Clarus emphasizes simplicity and accessibility, making it easy for non-designers and founders to participate..	Clarus supports deeper collaboration between founders and designers , not just surface-level visual editing.

Miro

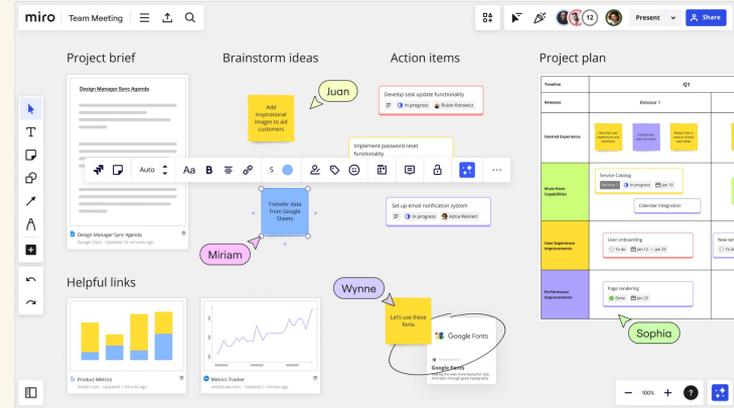
An online whiteboard and visual workspace that supports brainstorming, mapping, and team collaboration across projects and disciplines.

What Worked/Strengths

- Great for **brainstorming, mapping,** and visual ideation
- Flexible infinite canvas with sticky notes, shapes, and frames
- TalkTrack enables asynchronous voice or video walkthroughs
- **Strong integrations** with tools like Slack, Notion, and Jira
- Ideal for **remote teams** and collaborative workshops

What Didn't Work/Weaknesses

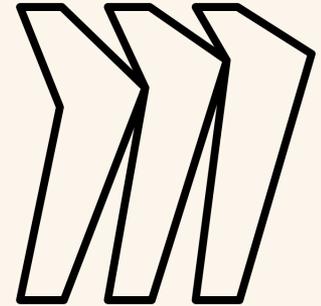
- Becomes **cluttered and hard to navigate** with many collaborators
- **Lacks structure** for detailed product or UI design
- Feedback can get lost across large boards
- **Limited prioritization** or organization for comments
- **No role-based filtering** or targeted communication features



Miro

Implications on Our Solution

- Introduce **structured focus zones** to prevent clutter and help teams stay organized.
- Build **clear feedback channels** where comments are easy to find, group, and prioritize.
- Add multimodal communication (voice notes, video walkthroughs) for async collaboration.
- Provide **role-based visibility** so founders and designers can each focus on what matters most.
- Keep the **flexibility of an open canvas**, but layer it with clarity and structure for design-focused discussions.



SIMILARITIES	KEY DIFFERENTIATOR
Like Miro, Clarus values visual and asynchronous collaboration , allowing teams to share feedback and ideas across time zones and working styles.	Clarus ties feedback directly to specific design features, not general boards, giving structure to creative discussions.

UXPin

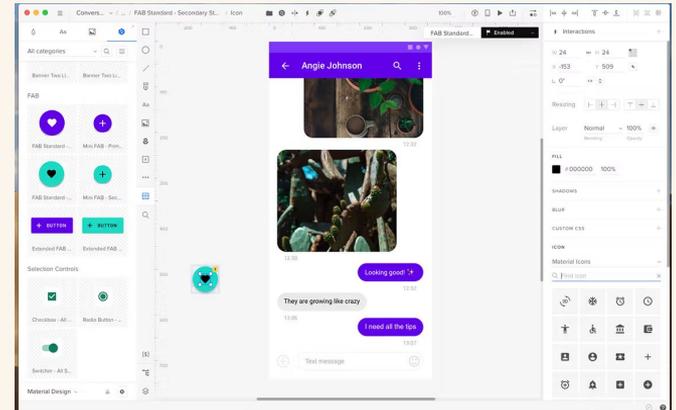
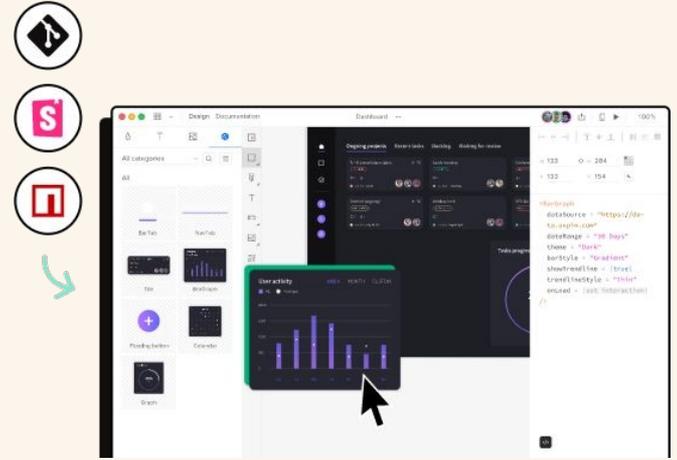
A product design and prototyping tool that allows designers to create interactive, code-based prototypes using real data and logic.

What Worked/Strengths

- Enables high-fidelity, **interactive prototypes** using real data and logic.
- Strong design-to-development handoff features.
- Supports **component reuse and state management**.
- Allows **designers to simulate real app behaviors**, not just visuals.
- Great for advanced product teams needing realism in prototypes.

What Didn't Work/Weaknesses

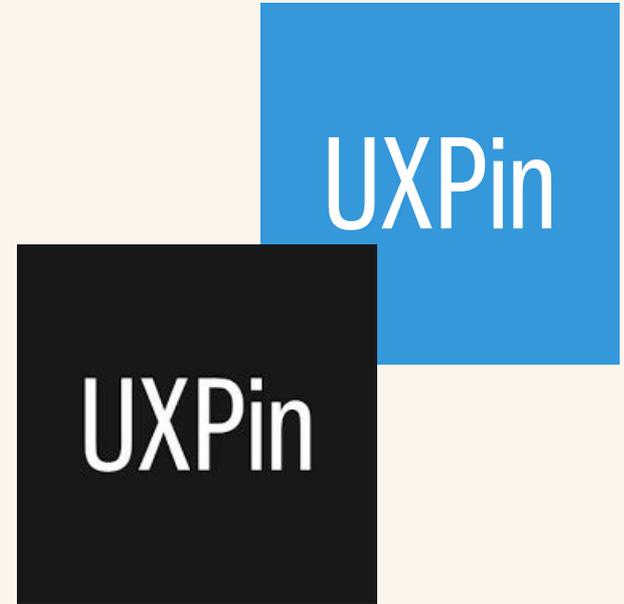
- Steep learning curve for new or non-technical users
- **Collaboration isn't as fluid** as Figma or Canva
- Smaller community and fewer integrations
- Can feel too **complex for early-stage** teams or founders
- **Lacks multimodal** or async feedback options (voice, video, digests)



UXPin

Implications on Our Solution

- Keep realistic **prototyping depth optional**, accessible, not overwhelming.
- **Focus on simplicity** and communication clarity over technical complexity.
- Add interactive, voice-driven feedback loops for richer collaboration.
- Ensure **fast onboarding for founders** with minimal design experience.
- Bridge the gap between prototype and conversation, not just design and code.

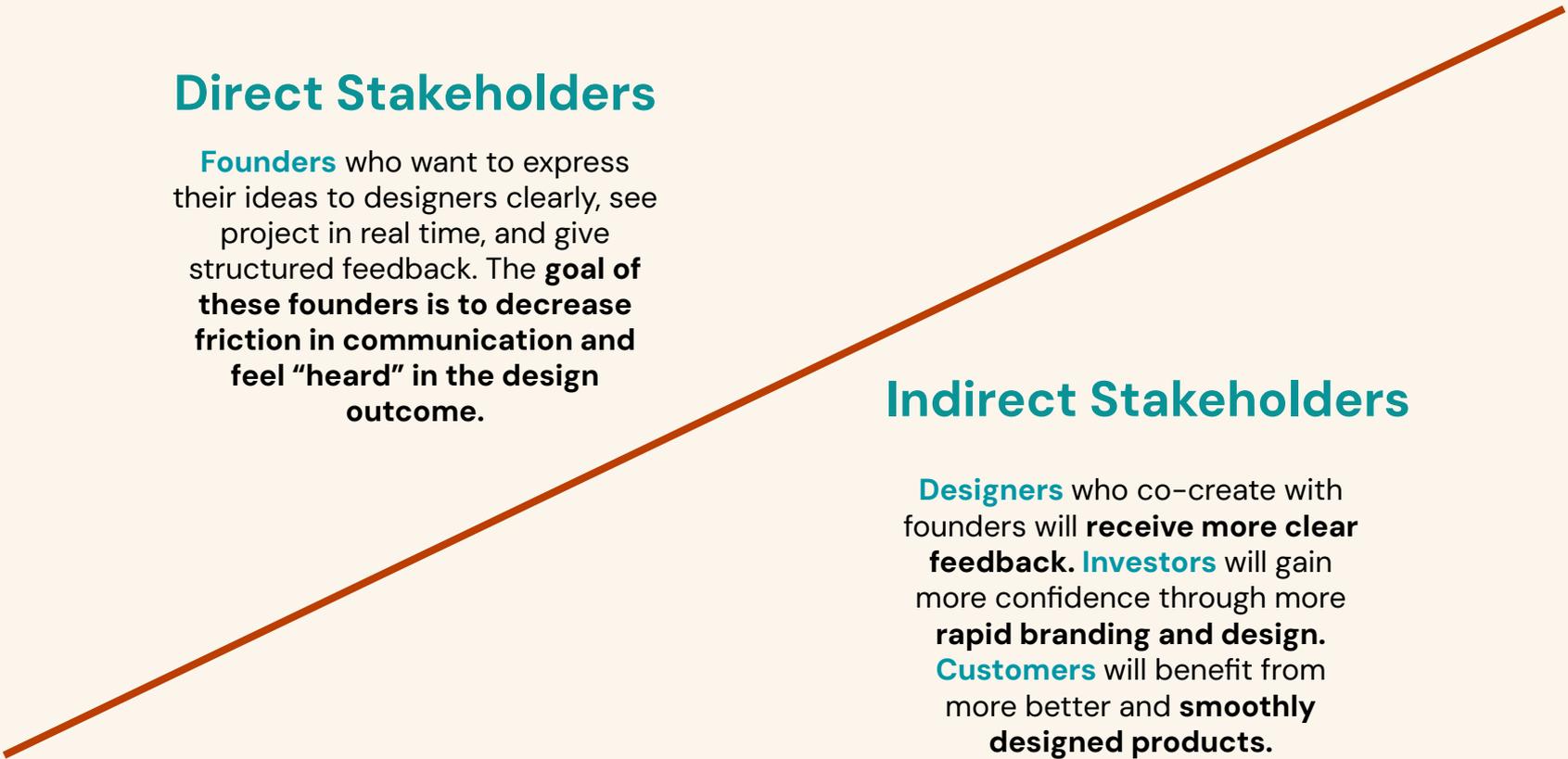


SIMILARITIES	KEY DIFFERENTIATOR
Like UXPin, Clarus promotes high-context design discussions , connecting visuals and feedback closely to product development workflows.	Clarus prioritizes human communication (voice, video, digest summaries) over technical prototyping depth.

			 miro		Clarus
Real Time Collaboration	✓	✓	✓	✗	✓
Multimodal Communication Features	✗	✗	✓	✗	✓
Comment Organization	✗	✗	✗	✗	✓
Ease for Non-Designers	✗	✓	✓	✗	✓
Design Depth	✓	✗	✗	✓	✓
Asynchronous Collaboration	✗	✗	✓	✗	✓

Values in Design

Direct/Indirect Stakeholders



Direct Stakeholders

Founders who want to express their ideas to designers clearly, see project in real time, and give structured feedback. The **goal of these founders is to decrease friction in communication and feel “heard” in the design outcome.**

Indirect Stakeholders

Designers who co-create with founders will **receive more clear feedback.** **Investors** will gain more confidence through more **rapid branding and design.** **Customers** will benefit from more better and **smoothly designed products.**

Values of Clarus

Clarity

Ensure every conversation, comment, and edit is easy to understand. **Transform vague feedback into actionable insights and reduce miscommunication** between founders and designers.

Transparency

Enable **visibility into progress and decision-making so both founders and designers feel aligned**. Real-time updates should make collaboration feel open and trustworthy.

Empathy

Design Clarus to adapt to how both founders and designers think and communicate. Whether visual or verbal, the platform **should make each user feel understood and "heard."**

Efficiency

Rapid collaboration by **removing unnecessary meetings and feedback loops**. Every interaction should feel instant and purposeful and should enforce creation without sacrificing quality.

Co-Creation

Founders and designers should feel like they're **building together, not handing work off**. Clarus should foster creativity, dialogue, and mutual understanding through interactive collaboration tools.

Ethical Implications

THE SIREN



**What would using
your product "too much"
look like?**

How does your product encourage users to engage, and how does it make it easy to disconnect?

How does your product respect people's boundaries and the other parts of their lives?

In what situations might it be inappropriate or distracting to use your product?



Users who consistently rely on real time communication may experience creative fatigue or pressure to respond instantly.

- Continuous collaboration can **blur work life boundaries**, making designers or founders feel they must always be "online" to keep progress moving.
- Clarus should encourage **healthy collaboration** with features like **focus breaks** to help users disconnect.

Power dynamics between founders and designers could unintentionally influence communication flow

- **Founders' feedback might dominate conversations**, limiting space for designers to share creative input and express themselves.
- Clarus should promote **balanced dialogue**, with structured commenting, and **shared ownership of design direction**.

Ethical Implications

Users could lose trust in the platform if Clarus mishandles sensitive design conversations.

- If private feedback or creative conversations are **shared without consent** then designers and founders may feel exposed.
- Clarus should implement **clear visibility controls and permissions**, ensuring users know who can access their designs and discussions.

If Clarus lacks transparency about how it uses feedback and user data, it could lose user trust.

- Users may feel **ignored or exploited** if their input seems to disappear and is not acted upon.
- Clarus should maintain **open communication** about how feedback informs updates and ensure **ethical data practices** that make users feel heard and respected.

THE BACKSTABBER



What could cause people to lose trust in your product?

What could make people feel unsafe or exposed?

What mechanisms are in place for listening to your users?

How will you recognize larger patterns in feedback so that action can be taken?



Ethical Implications

THE FORGOTTEN



When you picture your user base, who is excluded? If they used your product, what would their experience be like?

Whose perspective is missing from product development?

Pretend the opposite of your assumptions about your core user are true—how does that change your product?



Accessibility for users with disabilities

- Users with **visual, auditory, or motor impairments** may face barriers when giving or viewing feedback.
- Clarus should include features like **adjustable text sizes and captioned visuals and voice memos** to ensure equitable participation.

Global collaboration barriers

- Founders and designers from different regions may face **language or cultural gaps in communication.**
- Clarus should integrate **translation tools and culturally sensitive design** to support inclusive, cross-country teamwork.

Tasks

Our tasks are divided into three categories

Simple

Communicate overall vision to designers in real time

Moderate

Giving feedback to designers about deliverables in real time

Complex

Founders and designers both co-create final design

Simple Task

Communicate overall vision to designers in real time

Why?

- This is a **straightforward, high-level task** that requires little effort from the founder
- Communicating vision involves **only one action**: articulating the overall idea to the designer in real time
- **No need for additional planning, detailed edits, or back and forth communication**—just expressing intent, making this task quick, natural, and easy for founders to do regularly



Time Stamp: 0:52–1:00

Moderate Task

Giving feedback to designers about deliverables in real time

Why?

- Requires **more thought** as founders evaluate deliverables and share clear feedback
- Involves **multiple small decisions** on what works, what doesn't, and how to communicate changes
- Real-time discussion adds **focus, context switching, and quick judgment demands**
- Includes **back-and-forth with designers** to clarify intent and refine ideas



Time Stamp: 1:00–1:12

Complex Task

Founders and designers both co-create final design

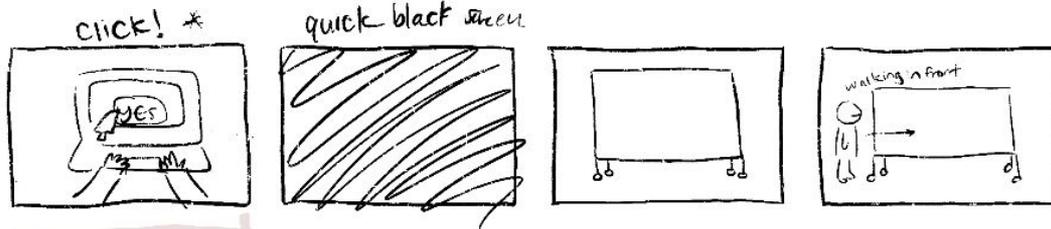
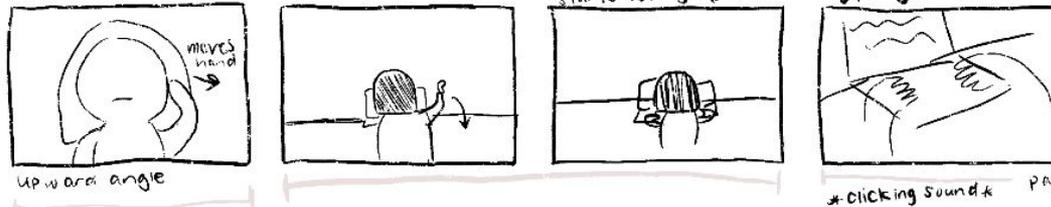
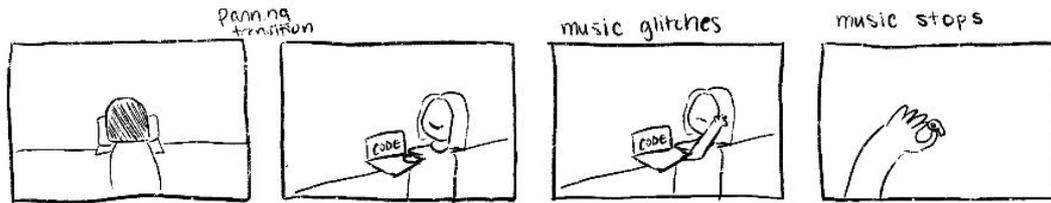
Why?

- Involves **simultaneous collaboration** where both founders and designers make creative and strategic decisions together
- Requires **aligning multiple perspectives, negotiating trade-offs, and iterating in real time**
- Demands **higher coordination, communication, and shared tool use** to co-create a cohesive final design



Time Stamp: 1:12-1:23

Storyboarding



Things we wanted to express

- Founder that is **busy coding**
- Founder that needs to **complete a design task**

What this shows about the problem

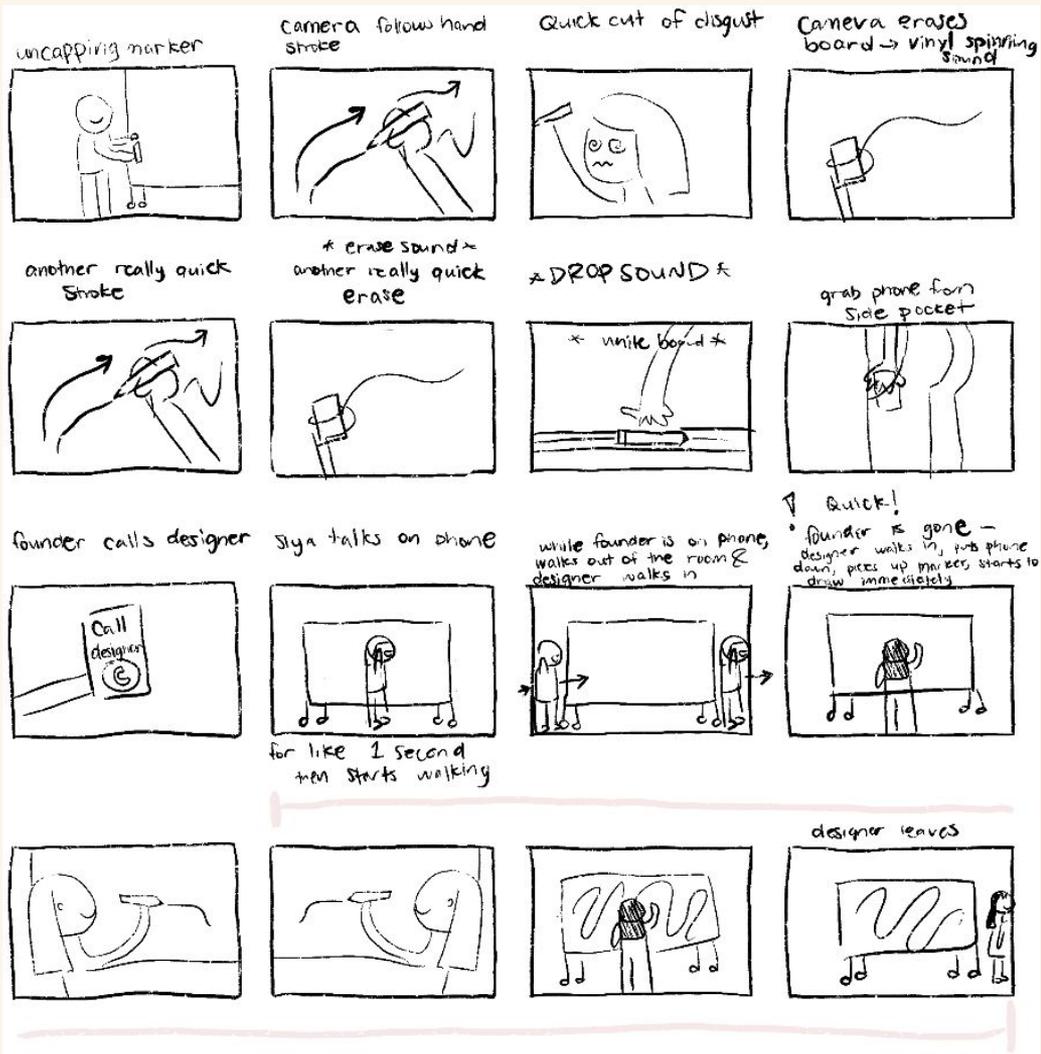
- Founders are **busy** and have **many responsibilities**
- Often times they **need to solve problems that don't match their skillset**

Things we wanted to express

- Founder has **trouble drawing and calls designer** to help them out
- Designer helps founder **draw independently**

What this shows about the problem

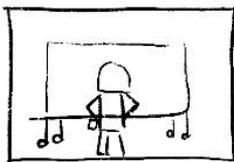
- Founder gets **frustrated with design related tasks**
- **Lack of real time collaboration** between the founder and designer



1 second pause



founder walks in



starts writing sticky notes



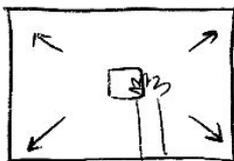
zoom in following sticky notes



Note gets places *bam*

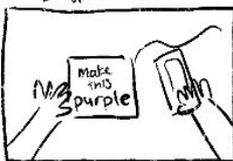
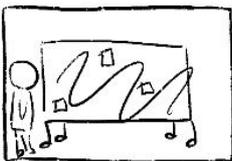
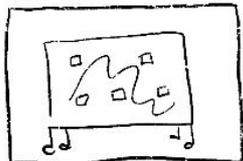


zooms out to fill board & leaves room

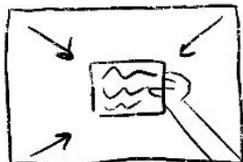


x4

< 1 second shot



start close pull away with camera



* brand new design *



* door knob turn sound * designer looks over



Things we wanted to express

- Founder leaving feedback about aspects that they want to change
- Designer implements the feedback the founder left

What this shows about the problem

- Long iterative process between founder and designer to get to the final product
- Emphasizing the disconnect between the founder and designer

Things we wanted to express

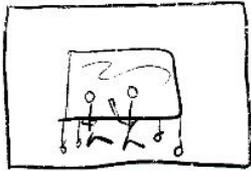
- Founder and designer are now in the **room together and working**
- **Task 1:** Founder is **telling vision in real time**
- **Task 2:** Founder is **giving feedback in real time**

What this shows about the solution

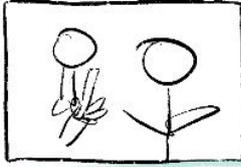
- The solution has an ability to **effectively facilitate instantaneous, clear communication**
- The process is **much faster** than current solutions



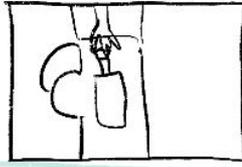
designer drawing,
founder pointing



whiteboard perspective



grabs marker



marker
offer



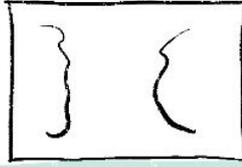
code on
hand



stress



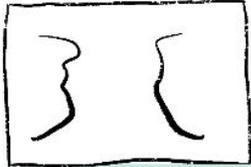
look at



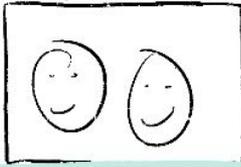
[nice hand
message]



look



look at
whiteboard



yo go go!



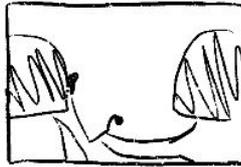
music stops
& cut to black screen



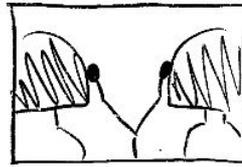
founder puts on
head phone



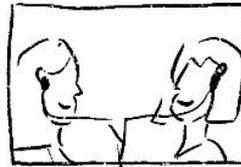
slight pan to designer
& designer puts on
head phone



both of them
with
headphones
on



turn & smile @
each other



Things we wanted to express

- **Task 3: Founders and designers co-create** in real time
- The founder is **nervous about designing**

What this shows about the solution

- The process helps **establish effective co-creation and relationships** between the founder and designer
- Founders can **help actively in design** through this platform

Our Video

Video



Appendix

Handbrake

