

# Ask

by CAPA

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## Problems

### **WHY**

would I buy something I only use once?

### **HOW**

do I give value to my unused items?

*No easy way to find something I need from people near me that might have it.*

# Approaches

## *a. Non-digital solution*

- Basic list of items, showcased on a reference point in a neighborhood. (ex : ads on bus station)
- Non-digital, Not real-time

## *b. Digital scheduling but in person meet up*

- Use social media to set up a 'garage sale' & do transactions on stage.
- Not real-time, Logistics complexity (people / items), no agreements on quality/quantity/content

## *c. A Tinder-like platform to sell & buy items.*

- Consumers would push requests of items they need.
- Providers would swap between their items and pick the one they could rent.
- Smart matching algorithm, help to reduce the time for getting / renting items.

## Best Approach & Why

- Ask provides a mobile application that is user friendly and will be nonrestrictive to groups
- The user interface will be simple to use and will provide a service in which users will continue to use the app
- Transactions could provide opportunities to meet new people
- Intermediary platform with fixed rules and user ranking assure quality and security insurance
- How is this different from Craigslist or Facebook?
  - Craigslist has no official mobile application and is only for 1 buy/sell transaction
  - Facebook is limited to groups for an area / category of people and design is not adapted.
  - Often a one time use application

# Learning Prototype

- Development needs
  - How long will the user be using our app in one sitting? How often will they return to the app?
  - How much are users willing to pay to rent an item? For how long?
  - How can we make searching for items simple and efficient?
    - Matching of provider's item with consumer's need
- Features to implement for user experience improvement
  - User profile: provider, consumer, or both
    - Customized UI
  - Item tracker: what items are consumers looking for
    - Improved matching algorithm
    - Request an item and search algorithm will notify when a match is found
  - Consumer/Provider reviews and rating systems to ensure valid transactions
    - Quality assurance

## Solution

A mobile app where users can request / rent unused items for a defined period of time:

**SAVE  
MONEY**

**MAKE  
MONEY**

**MEET  
PEOPLE**