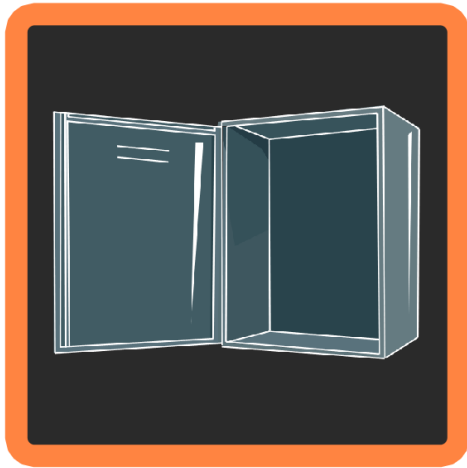


## First Delivery for final project

**Name of team:**

Rentlock

**Logo:****Members:**

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### Project Overview / Concept:

**Description:**

The project consist in creating a website/app for renting and renting out products. The products will be placed inside lockers which will be connected to the internet. After creating an account the user will be able to rent or rent out whatever they want except illegal items, then go to the lockers (it will have multiple lockers stations, located in different parts) and deposit their item if the user is renting out, or pick up if he/she is renting, to inspect the product, or if he/she decides to retire his product.

**Navigation on the interface:**

The User will be able to search products and see products (by name/ price/ category), without having an account. The account will be only required for renting or renting out (like in modern selling-buying websites). it will have buttons for logging in, creating an account, search, renting out, support, terms and conditions, and privacy politics.

**Creating the account:**

The user must fill in his/her personal data (name, last name, address, mail, id, password, and credit card) and accept the politics of the service. After creating the account he will be able to rent or rent out. The user will be warned that making a fraud will have legal consequences.

#### **The process of renting out:**

For renting out, the User has to submit the item inputting the name of the item; the description, category, photo(s), location (lockers station), size, the minimum and maximum amount of time of the renting; define the renting price (\$ per hour/day/year); and define the fines for delay loss (or not return of the product), and damage. After the confirmation of the submission the product, the User will receive a password and a locker, and he/she will have to go to the lockers station and input the given password, then the assigned locker will be unlocked, after placing the item inside the locker it will be locked again, then the object is submitted on the website. After the object is rented and returned, the renting-out user will be requested to inspect the product to finally rate the user.

#### **The process of renting:**

The User will be able to search a product that he/she wants to rent, after he/she finds the desired product, he/she will input the amount of time that he/she wants to rent the object (as long as it applies). The time will start running after he receives the product, he/she must pay the requested amount (he/she will be informed of the fines). After the confirmation of payment the user will receive a password. He/she will have 2 days for going to the locker and input the password to open the locker with the product and receive it, and he/she must return it after the time has ran out (if not he/she will get a fine). After returning the product he/she will be able to rate the product.

#### **Reporting frauds and malfunctions:**

In case of the user experiences a fraud, he/she will be able to report it and afterwards it will be evaluated in order to take legal action. In case of detecting a malfunction, the user will be able to report it, in order to inspection it, and give support to the user if he/she is being affected by it.

#### **Technology and Human workforce:**

The service will have Lockers station, this will have multiple size lockers and a interactive screen which will allow the users to input their password, and depending if the password is valid, the assigned locker will be open and unlocked, the password will be validated by a connection to internet.

This service will require workers in charge of the maintenance of the website, the maintenance of the lockers, a technical support group, an anti-frauds committee, and a group of lawyers to take legal actions.

#### **How will the interface add value to Users:**

The interface will be easy to use, its design will be elegant and professional to inspire trust in the users. The interface design will be inspired in similar services webpages (amazon, ebay, alibaba, mercadolibre, etc).

#### **Target users profile:**

The first profile are students. They usually need expensive material or books, and they don't have money to afford it

The second one are young professional workers. They don't want to spend too much money in things that they are going to use probable once, and usually they need formal clothing for interviews, so they can rent them instead of paying for them.

The third one are not professional athletes. People that like to try new sports and sometimes the equipment is expensive and they are going to use it occasionally, for example: a guy that wants to try surf and he doesn't has a surf table.

The fourth one are Travelers. People that are travelling and they don't want to travel with their personal things, therefore they are looking for renting things like mobile phones, computers, SIM cards, etc.

What is the added value that the service / product provides to its users:

This application is very useful to all of these persons because we are given just the things that they need or they are asking for, so we are satisfying a direct need.

Why should we use our product or pay for it:

Because you are renting something for its use and this will be a benefit for you.

What problems and needs of customers solve our solution:

the main problem is that people do not want to pay too much money buying something that you are just going to use for a couple of days, therefore they prefer renting it.

## **PERSONAS:**

**Name:**

Jose Juan Perez García

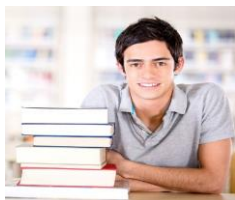
**Occupation (position, if employed):**

Medicine student.

**Age:**

20

**Picture:**



**A phrase that this person would probably say if they asked him to define himself in a sentence.**

I'm a young men that study a lot and makes a lot of effort.

**Describe a hypothetical situation in which this person would use our service:**

He is requested to buy to expensive books of medicine and he needs a lab coat for some days, and he prefers renting than buying it.

**Skills:**

Hard studying, smart and responsible.

**Frustrations:**

To get good notes.

**Name:**

Maria Gonzalez Peredo

**Occupation (position, if employed):**

Recently graduated lawyer.

**Age:**

25

**Picture:**



**A phrase that this person would probably say if they asked him to define himself in a sentence:**

I'm a young woman that cares a lot about law.

**Describe a hypothetical situation in which this person would use our service:**

She needs clothes for her first trial in the court, and she wants to wear very expensive clothes to look better.

**Skills:**

Responsible , Determined , Smart

**Frustrations:**

look good.

**Name:**

Mariana Gutierrez Fonseca

**Occupation (position, if employed):**

Sports teacher

**Age:**

30

**Picture:**



**A phrase that this person would probably say if they asked him to define himself in a sentence:**

I'm responsible women that love sports and teaching.

**Describe a hypothetical situation in which this person would use our service.**

She wants to try downhill, but she doesn't has a bike for downhill, therefore she wants to rent a downhill bike to try that sport.

**Skills:**

Sportive, Strong, Healthy and Disciplined

**Frustrations:**

Not be healthy.

**Name:**

Pedro Sanchez

**Occupation (position, if employed)**

Administrator in international scholarships (he needs to travel a lot for work)

**Age**

38

**Picture:****A phrase that this person would probably say if they asked him to define himself in a sentence:**

I'm a very strong man that always wants be better and help people around the world.

**Describe a hypothetical situation in which this person would use our service:**

He is travelling into a very poor and unsafe country, therefore he doesn't want to travel with his personal working laptop, and thus he prefers to rent one.

**Skills:**

Good administrator and very good with numbers.

**Frustrations:**

Make a good job and his son.

**Benchmarking:**

What competitors do we have:

We are competing versus several enterprises which are not on the internet dedicated mainly to rent formal clothing, for formal events.

What services or products already exist today and potentially compete with us:

- "KeepGo" is an enterprise dedicated to rent out smartphones and international SIM cards. (<https://www.keepgo.com/>)

Keepgo About▼ FAQ Shipping Activate Data Refill Business▼

GET FREE DATA

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**115\$99** ★★★★★ 334 Reviews



LIVE HELP ONLINE

- “Bag borrow or steal” is an enterprise that supplies the service of renting out expensive bags and jewelry, mainly used by people that want to dress with expensive things for formal events.(<http://www.bagborroworsteal.com/borrow>)

## BAG BORROW & STEAL

BORROW, COLLECT & SHARE LUXURY.

SIGN IN |   
 SELECT   
 WE GUARANTEE AUTHENTICITY

NEW ARRIVALS

DESIGNERS


HANDBAGS

SALE

BUY

HOW IT WORKS

Borrow Louis Vuitton Handbags | Borrow Chanel Handbags | Borrow Gucci Handbags | Borrow Tory Burch Handbags



FIND  
**Perfection**  
...and then find it again next month!

LOVE IT. BORROW IT.  
RETURN IT.

**BORROW NOW ▶**

How will our service be different from the competition:

Our service is different because we offer any kind of item.

How can we do things better or different:

Our service works different because, now we are not having the products, the users are the one that are renting out their product and making profit for it, and we are only providing the technology and tools for them for doing it.