

Vision

Wrenture is a rental platform connect people who want to rent out their unused furniture and people who want to rent for furniture. Unlike current existing rental platform, our vision is excursively focusing on furniture rental and tailor our feature to provide like-new, high quality, stylish furniture setup to our customer while providing them with a dedicated and consistent level of customer service throughout entire process.

That brings me back to the time that I was on a UX project called Wrenture which the team designed a rental platform connect people who want to rent out their unused furniture and people who want to rent for furniture. Unlike current existing rental platform, our vision is excursively focusing on furniture rental and tailor our feature to provide like-new, high quality, stylish furniture setup to our customer while providing them with a dedicated and consistent level of customer service throughout entire process.

From this case I learned creating products that provide meaningful and relevant experiences to users. This involves the **design** of the entire process of acquiring and integrating the product, including aspects of branding, **design**, usability, and function.

Motivation

Unmet needs

We believe Our customers experience the problems that they only need some extra furniture for a short of time or have no idea to deal with some idle items which he will never use again or rarely use. Since the most likely option for furniture renter owning spare furniture is to get rid of it (e.g. by selling it, giving it away, etc.)

For people who have some extra furniture at home that is left unused but cannot find the people who will like to take it and people who has the need but don't want to buy and own furniture upfront.

Our product is a new application platform that links those two kinds of the customer together and provides a smooth and exciting experience that can satisfy both party need.

Target customer segments

1. Furniture renter.

The primary segment is the owner of furniture who has spare furniture due to different reasons (e.g. Home remodeling, travel, relatives' departures, not using it anymore, etc.) and want to cash in on them while keeping ownership.

2. Temporary user.

People who require to use furniture for a limited period (e.g. corporate transferees, business travelers, foreigner students, etc.).

For example:

Student:

For college student, they may only need the furniture for two to four years. Furthermore, future of most of student are uncertain and they have no idea where they will be staying after graduation so buying a brand new furniture can be both costly and troublesome when trying to get rid of furniture

For student who only plan to stay in the city for four years and are not sure whether they will be staying in the same city after graduation. Instead of purchasing furniture, renting them will be the best option for them. By renting the furniture, it not only reduces the cost but also reduce the hassle when they try to get rid of them after graduation.

Existing solutions

The next char shows the main differences of WRENTURE when compared to the other choices. There it can be seen is the choice that provides the most support to the customers to have a successful transaction:

Feature \ Company	Wrenture	Craigslist	facebook market place	Zilok	peer renter
For rental/for sale	😊 for rental	😊 for sale/ for rent	😞 for sale	😊 for rental	😊 for rental
Categories of object	😊 furniture specialized	😞 everything	😞 everything	😞 everything	😞 everything
Trust mechanism	😊 linking social media account to the profile	😞 anonymous	😊 Facebook profile	😞 not provided	😞 not provided
Simple delievery and setup	😊 provide delievery and setup option	😞 everything	😞 everything	😞 everything	😞 everything
Stylish furniture setup guidance	😊 provided	😞 not provided	😞 not provided	😞 not provided	😞 not provided
Available matching options display	😊 provided	😞 not provided	😞 not provided	😞 not provided	😞 not provided
Virtual room stimulator	😊 provided	😞 not provided	😞 not provided	😞 not provided	😞 not provided

Differentiation

Our team has covered all elements that other competitors already have and adding new services for people who would like to lend to others. Wrenture focused on the specific type of the service to meet the customer needs. Furthermore, the application in users' phone would be more convenient with checking instantly without location restrictions. The App would have notifications for processing status and the expiration date.

Verbal/Visual Walkthrough of Use Cases

SON OUT OF TOWN (OWNER)

Martha and john are happy because their son, Peter, has left town to study computer science in another state. Peter is going to live in the campus of the university and expects to be back in a year during vacations.

Martha is a little tired of cleaning dust from all cabinets and desks that peter used when he was living at home. Now, she sees an opportunity to free some space while making some money allowing someone else to use these pieces of furniture.

<back Post your item

location

category

make

price

description

next>

Martha and John open the Wrenture app on their smart phone, start to post Peter's furniture online. Martha takes a picture of the desk, puts in their location into the app, puts a brief description of Peter's desk and determines that they will charge \$3 per hour for Peter's desk.

<back Shipment

Owner Delivery

Time

Location

Note

Delivery Fee

Renter Pick-Up

EZ-Wrenture

next>

Since John has a pickup truck that can easily fit in the desk, Martha and John decide that they can deliver the furniture themselves if the renter is willing to pay a \$10 delivery fee.

Congradulation, you have successfully post the item : IKEA desk

List another item Find your Love

With a couple clicks and a couple minutes, Martha and John have successfully posted Peter's desk online. Now, all they need to do is wait for people to request the table.



After few days, Martha and John receive many requests on renting peter's. Martha and John find out that Adam wants the table for a month and he live relatively close to them, do they decide to accept Adam's offer.



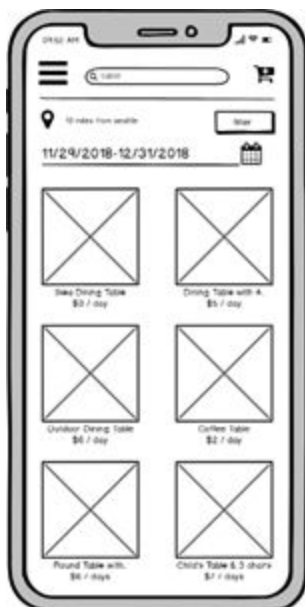
Martha and John soon receive a confirmation notice that the offer has been prove. They receive Adam's address and delivery instruction. Now, all they need to do is to deliver the desk to Adam at the given day.

MOM'S VISIT AND HELP (RENTER)

Maria is pregnant of twins. Now she is about to take her maternity leave and does not have relatives nearby, as she and her husband are from another country. But she is now somewhat relieved, because her mother has offered to come for 4 months and help. The thing is that, even though she has space in the apartment to accommodate her mother, she does not have bed, closets and other basic furniture required. Maria knows that in Internet she can find furniture for rent for temporary use, but she has concerns about the people she may contact, the use of internet for these purposes and finding the appropriate furniture through the web rather than physically.



Maria want to start with renting a dining table in her living room first. In Wrenture, Maria find out that the filter function is really helpful. She put in living room furniture, select a maximum of \$500 dollar total and she also want the table to deliver to her directly.



After applying the filter, Maria found out there is a lot of option that meet her requirement.



She immediately falls in love with the dining table with leaf and 6 chairs. That table is perfect fit for her style and the rental price is amazing for this kind of stylist table. Then she clicks on the detail to see if the available date will work for her. It does work! She is so exciting about this table, everything look perfect.



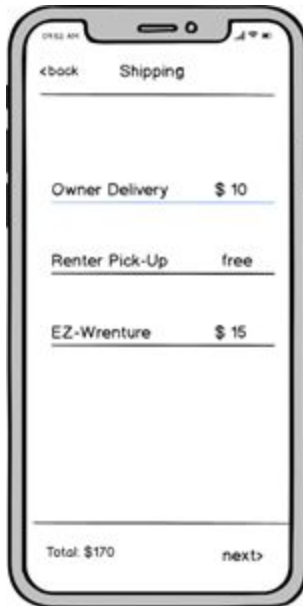
She want to make sure that the owner is legit and this is not some kind of fraud so she go ahead and check on the Sara's profile.



At this page, Maria found out that Sara is actually a great owner who have a lot of positive review and rating on her profile. One of the review also says that the table is in a great condition. At this point Maria finally decide to put a request on the table.



Maria go ahead and put in the data where she want to rent the table and Wrenture automatically calculate it cost \$160 for her.



Shipping

Owner Delivery \$ 10

Renter Pick-Up free

EZ-Wrenture \$ 15

Total: \$170 next>

It looks like Sara does offer delivery for the table. And it only cost \$10 which is reasonable. So, Maria go ahead and choose to let Sara delivery the table to her.



Payment

Card number
5555-5555-5555-4444 VISA

Expiration Date
MM/YY

CVV
345

Total: \$170 next>

Then, Since Wrenture provide payment system for every transaction, Maria goes ahead and put in her credit card information.



Confirmation

Dining table with leaf and 6 chairs

Dates

Starts Thurs, 11/21/2018

Ends Mon, 12/11/2018

Total days: 32 Days

Shipment

Self-delivery

To: 401 Terry Ave N, Seattle, WA 98109

By: 5:00 P.M. Thurs, 11/21/2018

Payment

Rental	32 Days * \$5/Day	\$160
Delivery		\$10

Total: \$170 next>

Finally, Maria receive a confirmation about her order. So now, all she need to do is wait for the table to delivery to her.

Detailed Design & Features Description

Design Principles

- Simplicity
- Ease of use
- Intuitive to Owners
- Intuitive to Renters
- Provide Data security for all user personal information
- Scalability

Features/information architecture

Feature	Detail	Dependencies	Priority
Search for item: keywords	Allow user to search furniture by key words	Furniture inventory	1
Search for item: filter	Allow user to search furniture by applying filter <ul style="list-style-type: none">· Area· Price range· Delivery option· Color· geolocation	Furniture inventory	1
User account creation	Allow user to create account by providing following detail: <ul style="list-style-type: none">· name· address· date of birth· sex· phone number· username and password· payment information· preference	Payment system User database	0
User review	Allow user to post review and rating base on verified previous order	User database	1
User history	Allow user to store following information into their account <ul style="list-style-type: none">· previous order history· previous search history· favorite item· watch list· floor plan	User database	1
Customer service: general	Create customer service team include following function: <ul style="list-style-type: none">· FAQ page· Email support· Customer hotline		0

Customer service: stylist recommend	Create customer service that provide professional interior designer furniture recommendation and provide a whole room set up suggestion to user	User database Hiring designer	2
Shopping cart	Allow user to store multiple item in shopping cart and check out at once		1
Insurance integration	Allow owner to have Wrenture-provided furniture insurance to prevent any furniture damage during rental period	To have a partner insurance company to provide furniture insurance and getting legal approval to provide insurance service	2
Payment system: credit card	allow user to check out using credit card	To partner with existing payment service provider and getting legal approval to use user provided credit card information	2
Payment system: PayPal	Allow user to check out using PayPal API	To have PayPal authorize wrenture to integrate PayPal API into wrenture system	2
Furniture suggestion	Create also-like item suggestion under search based on user previous viewing history	User history	2
Virtual room stimulator	Provide a virtual room stimulator allowing input their floor plan and desire furniture so that user can see 3D stimulation of how the room will looks like when install selected furniture		2
Insite message	Allow user to communicate using Wrenture build-in message system		1
Log in	Allow user to login to Wrenture using username and password set up by them while registering on Wrenture	User database	0
Furniture detail	Allow user to view furniture detail information including <ul style="list-style-type: none"> · Available date · Color · Dimension · Condition · Description · Delivery option 	User database	0

Order confirmation	Allowing user to see their order confirmation including following information <ul style="list-style-type: none"> · Start and end date · Delivery option · Detail Delivery date · Total cost · Furniture information · Owner information 	Furniture inventory Insite message	0
owner listing creation	Allow owner to post their furniture and store in Wrenture furniture inventory	Furniture inventory	0
Renter order request	Allow renter to request specific available furniture in Wrenture furniture inventory and allow owner to receive notification	User database Insite message	0
Furniture inventory	Allow wrenture to store all available furniture information created by user		0
User database	Allow wrenture to store all user personal information and user behavior on wrenture website		0
Promotion	Create selective promotion and discount rate during holiday season		1
Wrenture delivery	Allow user to use Wrenture-provided delivery service to provide hassle-free delivery	To partner with existing shipping company to provide Wrenture delivery	2

Alpha test

Priority 0 - Critical Feature

These features will be included in our alpha test

- User account creation
- Customer service: general
- Shopping cart
- Log in
- Furniture detail
- Order confirmation
- Owner listing creation
- Renter order request
- Furniture inventory

- User database

Beta test

Priority 1 - essential feature

These features will be adding in our product during our beta test for the public

- Search for item: keywords
- Search for item: filter
- User review
- User history
- Shopping cart
- Promotion
- Insite message

Version 1 and Version 2 launch

Priority 2 - nice to have feature

Our long term plan is to provide key distinguish feature to our customer which will differentiate Wrenture from regular online renting platform. However, these feature will take much greater effort and both internal and external resource to accomplish.

- Customer service: stylist recommend
- Insurance integration
- Payment system: credit card
- Payment system: PayPal
- Furniture suggestion
- Virtual room stimulator
- Wrenture delivery

Roadmap / Timing

We will begin to roll out our product concept by launching a landing page to collect information about user who are willing to participate in our beta test. This users will be our test user during beta launch.

Q1 2019: we will be building a complete back-end servicer and all the priority 0 feature during quarter 1. At the end of quarter 1, we will begin our Alpha test. Alpha test will be available only for our internal team including friends and family. The Alpha test is expected to last for two to three weeks. During Alpha test, we will collect feedback from our internal team to improve our information architecture and fixing bugs.

Q2 2019: at the beginning of quarter 2, we will start our Beta test, which will include all P0 and P1 feature and this will be our MVP. Our Beta test will be invited only. Our beta user will be who participate in our initial landing page. we expect the whole beta test will last around 12-18 weeks. During beta test, we will start to collect key metrics and KPI to continuing improve our product. Also, we aim at pushing out new iteration every two weeks in beta test. After we have gathered significant feedback from user, depending on the process, we will release the full lunch to public.

Q3 2019: during quarter 3, our main goal is to incorporate some of the priority 2 feature into our Version 1 launch. The main feature we try to incorporate will be Virtual room stimulator, and stylist recommend team which will take majority of our internal resource to accomplish. At the same time, we will be analyzing key metrics and KPI to access our product performance.

Q4 2019: during quarter 4, our main goal is to push out our Version 2 of our product. In version 2, we will be focus on incorporate other priority 2 feature like Insurance integration, wrenture delivery and payment system integration which require us to partner with external resource like insurance partner and shipping company.

Wrenture Roadmap

Themes	Q1(Alpha)	Q2(Beta)	Q3(Ver1)	Q4(Ver2)
Building website	Building back end Description: building back end server include user database and furniture inventory, user login, Owner listing and Renter request Goals: generate a 100,000 new visit by first quarter Priority: must have Effort: high	Search for item: filter, geo Description: allow user to use filter to search for different style color, etc. Allow user to search for nearby item. Goals: increase search request by 40% Priority: should have Effort: medium	Stylist recommend team Description: create customer service team that provide stylist recommend option and suggested whole room set up Goals: increase user active time by 15% Priority: good to have Effort: high	Insurance integration Description: allow user to have Wrenture provided furniture insurance Goals: increase revenue by 20% Priority: good to have Effort: high
Product discovery	customer service : general Description: create customer service team include FAQ page, email response and customer hotline Goals: increase customer satisfaction by 20% Priority: must have Effort: Medium	Insite message Description: allow user to communicate via Wrenture build in message system Goals: increase user active time by 20% Priority: should have Effort: medium	Furniture suggestion Description: create also like item suggestion under search base on user previous history Goals: increase new visit by 20%, user active time by 15% Priority: good to have Effort: high	Payment System: PayPal Description: integrate PayPal as default Payment system Goals: generate \$10,000 revenue by first quarter Priority: must have Effort: Medium
User profile	Shopping cart Description: allow user to select multiple item and store it in shopping cart Goals: increase core user action by 20% Priority: must have Effort: low	User review Description: allow user to rate owner/renter with a scale of 1-5 Goals: increase user active time by 20% Priority: should have Effort: low	Virtual room stimulator Description: provide a virtual room stimulator to user allowing user to see how user room look like with selected furniture Goals: increase new visit by 20% , user active time by 15% Priority: good to have Effort: high	Payment System: credit card Description: allow user to use credit card as payment Goals: increase revenue by 10% Priority: good to have Effort: Medium
Customer Service	User account : creation Description: allow user to sign up for new account Goals: generate 5,000 account by first quarter Priority: must have Effort: low	User history Description: allow user to see previous rent/ own item Goals: increase user active time by 30% Priority: should have Effort: low		Wrenture delivery Description: allow user to use Wrenture provide delivery service to provide hassle free delivery Goals: increase revenue by 20% Priority: good to have Effort: high
Order process	Renter order request Description: allow renter to submit request for furniture and notified owner Goals: increase core user action by 20% Priority: must have Effort: low	Search for item: keyword Description: allow user to discovery desire item by searching keyword Goals: generate 50,000 search request by first quarter Priority: must have Effort: medium		
UX improvement	Owner listing creation Description: Allow owner to post their furniture into furniture inventory Goals: increase core user action by 20% Priority: must have Effort: low	Promotion Description: create interactive promotion and discount rate during holiday season Goals: increase new visit by 20%, revenue by 15% Priority: good to have Effort: low		
User communication				

Operational Needs

For its operation Wrenture will require the support of the following areas:

ASPECT	DESCRIPTION
Website development	as a flagship feature of the site, Wrenture will offer the Virtual Room simulator which will require the joint effort from the IT staff working together with the interior designer to make sure the experience is appealing and a real help to the customer.
Third party service providers	As one of the key differentiating points of its service, Wrenture offers pick up and delivery to offer a better experience to its customer. This requires contacting and having deals set up with different carriers to make this possible at competitive costs.
Legal compliance	The Wrenture provided furniture insurance as well as the optional rent agreement and personal information handling require a solid process that prevents Wrenture from falling into legal disputes that could bring down the whole project. Thus, legal advice and review of the process will be required for the initial stage of the service.

Metrics for success

Our primary metric for success will be:

User adoption - How many times has the app been downloaded, and how is this overall trending over time?

User engagement- After installed, how many active users after sign up? This could be measured by the data from back-end.

- $\text{Conversion rate} = \frac{\text{Renters(borrower)}}{\text{Visitors}}$

Rental rate monthly: How many items have been rented or leased verse the inventory within that month.

- **#Posting vs #actual ordered(user part):** Level or credential of Users, individual or professional. Our user could create their own leasing workspace and also allowed other users to make the decision via the profile of the owner. The profile

data based on exclusive marketing and merchandising tools, plus scores of customer feedback that keeps customers coming back.

- **#Items rent by Wrenture company vs the inventory from Wrenture:**
compared the rate between the official platform and self-renting. This could minimize the stock and save the funds for the company.

Features usage: what kind of furniture would be rented at most frequently? If users are primarily renting stuff, we could change our marketing strategy in order to encourage users to list items for renting which also increased the virtual inventory.

International plans

We started in the domestic area for the first year and plan to launch in other countries so that the customers could have global service. However, we are still working on international shipping and the import/export agreement of the custom. Proven success in the US is a prerequisite for considering international expansion.

Projected Costs

During the 1st year this is the expected fixed costs to be incurred by having the business up and running.

Variable cost will depend on additional services required by customers (pick up, delivery, etc) and will be executed by a third party at an additional cost assumed by the customer.

DESCRIPTION		COST (US\$K)	
TWO DEVELOPERS		140	(1)
ONE INTERIOR DESIGNER		50	(2)
FOUR CUSTOMER SERVICE EMPLOYEES (On shifts to provide 24/7 service)		120	(3)
PRODUCT MANAGER		90	(4)
SUPPORT	IT INFRASTRUCTURE	50	
	OFFICE SPACE	40	(5)
	ADMINISTRATIVE SUPPORT	30	
TOTAL		520	

(1) according to developers avg salary: <https://collegegrad.com/careers/web-developers>

(2) according to interior designer avg salary: https://www.payscale.com/research/US/Job=Interior_Designer/Salary

(3) according to cust.serv. staff avg salary: https://www.glassdoor.com/Salaries/customer-service-salary-SRCH_KO0,16.htm

(4) according to product manager avg salary: https://www.payscale.com/research/US/Job=Product_Marketing_Manager/Salary

(5) based on 6 seats private office rent: <https://www.wework.com/buildings/1411-4th-ave--seattle--WA>

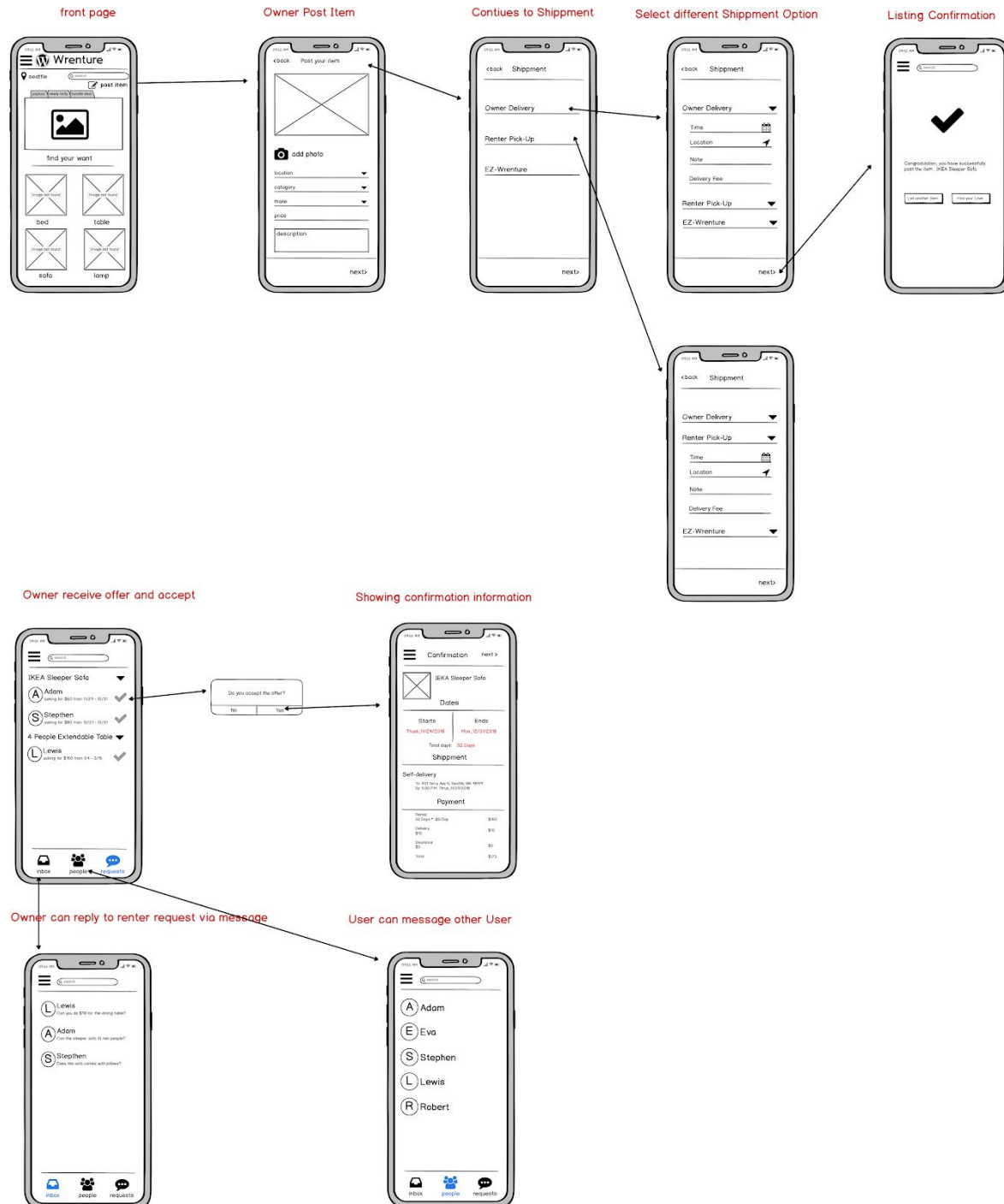
Addressing Risks

As a new start up there are challenges and risks that Wrenture will face. These are the ones already identified by its co-founders:

RISK	SOLUTION
Competition	
Other competitors like PeerRenters.com and Zilok.com are already providing a platform that allows renters and users to meet. These sites could deploy strategies to avoid the surge of a new competitor.	Wrenture has a very specific niche and as such will keep, as part of its payroll, an interior designer full time to provide and specialized support to our costumers. This will also be the focus of marketing and webpage design. As the competitors do not address a specific niche, this will make it hard for them to dedicate resources to defend this niche at additional costs.
Customer's Trust	
As a new business, Wrenture customers will have many questions and concerns about specific details of the service. This could have an impact in their decision to give Wrenture a try or not	Wrenture will provide 24/7 customer service support through chat, email and or phone, as required, to solve all questions from costumers.
Customer retention	
Wrenture is focusing on a niche which reduces the market size when compared to competitors which offer other options besides furniture and might try to allure Wrenture's customers	Wrenture will launch a program of promotions and discounts to reward the loyalty of frequent wrenters and to offer specials during holiday seasons.
Legal weakness in procedures	
<p>Insurance related. There can be some potential legal problem where we provide insurance service toward the furniture while the furniture does get damage during the term of use.</p> <p>Delivery service related. There can be some potential legal problem where we provide furniture delivery service that can include potential property damage toward both renter and lessor as well as the traffic accident when delivery the furniture.</p> <p>Intellectual property related. In our virtual room stimulator function, we need have the furniture dimension and appearance input to our system, this can create a potential IP volition concern</p>	For this aspect Wrenture will contract the services of a law firm to review the compliance of all procedures and to verify and correct any weakness in the processes.
3rd Party Dependency	
We will rely heavily on external payment system to provide safety deposit and checkout function in our platform. If the service provider has a service crash, our platform functionally can be heavily influenced. The same happens with the pickup and delivery service.	Wrenture will seek out for well established companies as 3rd parties. In addition to this, it will have a 2nd alternative in case a major failure causes a downtime in the service of a single 3rd party service provider.
Privacy concerns	
Highly personal information including address, payment information, and credit history about both renter and lessor is collected to evaluate a trust mechanism in the platform. And User can be concerned about who can have the access to their personal information	Wrenture will ensure that all data is double encrypted and stored on secure data instances.

Appendix

Renter storyboard



Renter storyboard

