Create: Signature Assignment - Deliverable #1

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College of Professional Studies, Northeastern University

PJM6620: Project Business Analysis: Needs Assessment

Dr. Wael (Lilo) Altali

May 26, 2023

USER PERSONA

Nick Anderson
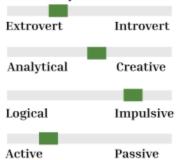
Age: 25
Occupation: Student
Education: Master's Degree
Gender: Male

Location: Boston
Operating System Proficiency: Mac OS & Windows

Personalitys

Extrovert — Introvert

Analytical — Creative

Logical — Impulsive

Active — Passive

Bio

Nick is a first-year international university student pursuing a degree in Project Management. He is passionate about sustainability and wants to contribute to reducing waste on campus. Nick has recently moved into a new apartment near the university and is in need of furniture to furnish his space. He believes in the value of reusing and re-purposing items rather than buying new ones.

Preferences

- Prefers functional and practical furniture items
- Seeks quality furniture in good condition
- Appreciates clear and accurate furniture listings
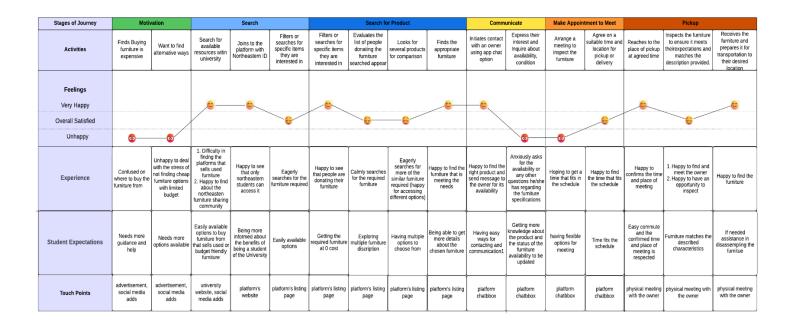- Values prompt and reliable communication with furniture owners

Goals and Motivation

- Aims to discover suitable, affordable furniture aligning with his preferences and values.
- Seeks cost savings by acquiring pre-owned furniture through the platform.
- Aims to contribute to sustainability by receiving donated furniture from fellow students, embracing the circular economy.

Frustrations/ Pain Points

- Limited budget as a student
- Difficulty finding furniture that aligns with his specific needs and preferences
- Coordinating logistics for pickup or delivery of furniture
- Ensuring trustworthiness and reliability of the platform and furniture owners

USER JOURNEY MAP

Stages of Journey	Motivation		Search			Search for Product				Communicate		Make Appointment to Meet		Pickup		
Activities	Finds Buying furniture is expensive	Want to find alternative ways	Search for available resources witin university	Joins to the platform with Northeastern ID	Filters or searches for specific items they are interested in	Filters or searches for specific items they are interested in	Evaluates the list of people donating the furniture searched appear	Looks for several products for comparison	Finds the appropriate furniture	Initiates contact with an owner using app chat option	Express their interest and Inquire about availability, condition	Arrange a meeting to inspect the furniture	Agree on a suitable time and location for pickup or delivery	Reaches to the place of pickup at agreed time	Inspects the furniture to ensure it meets theirexpectations and matches the description provided.	Receives the furniture and prepares it for transportation to their desired location
Feelings — Very Happy / Overall Satisfied / Unhappy	Unhappy	Unhappy	Very Happy	Very Happy	Overall Satisfied	Very Happy	Overall Satisfied	Overall Satisfied	Very Happy	Very Happy	Unhappy	Unhappy	Overall Satisfied	Very Happy	Overall Satisfied	Very Happy
Experience	Confused on where to buy the furniture from	Unhappy to deal with the stress of not finding cheap furniture options with limited budget	1. Difficulty in finding the platforms that sells used furniture 2. Happy to find about the northeasten furniture sharing community	Happy to see that only northeasten students can access it	Eagerly searches for the furniture required	Happy to see that people are donating their furniture	Calmly searches for the required furniture	Eagerly searches for more of the similar furniture required (happy for accessing different options)	Happy to find the furniture that is meeting the needs	Happy to find the right product and send message to the owner for its availability	Anxiously asks for the availability or any other questions he/she has regarding the furniture specifications	Hoping to get a time that fits in the schedule	Happy to find the time that fits the schedule	Happy to confirms the time and place of meeting	1. Happy to find and meet the owner 2. Happy to have an opportunity to inspect	Happy to find the furniture
Student Expectations	Needs more guidance and help	Needs more options available	Easily available options to buy furniture from that sells used or budget friendly furniture	Being more informed about the benefits of being a student of the University	Easily available options	Getting the required furniture at 0 cost	Exploring multiple furniture discription	Having multiple options to choose from	Being able to get more details about the chosen furniture	Having easy ways for contacting and communication1	Getting more knowledge about the product and the status of the furniture availability to be updated	having flexible options for meeting	Time fits the schedule	Easy commute and the confirmed time and place of meeting is respected	Furniture matches the described characteristics	If needed assistance in disassempling the furnitue
Touch Points	advertisement, social media adds	advertisement, social media adds	university website, social media adds	platform's website	platform's listing page	platform's listing page	platform's listing page	platform's listing page	platform's listing page	platform chatbbox	platform chatbbox	platform chatbbox	platform chatbbox	physical meeting with the owner	physical meeting with the owner	physical meeting with the owner

SURVEY

Areas in the journey map that we want to understand further for better product

We are conducting this survey to gather insights and opinions from the university students regarding the potential development of a furniture sharing platform. The aim is to understand the needs, expectations, and preferences of potential users, such as university students who may be interested in receiving furniture. By conducting this survey, we aim to "Assess interest and potential adoption", "Identify key desired features and functionality", "Understand user expectations", "Gather suggestions and feedback".

Introduction and disclaimer

We are excited to announce that we are considering the development of a university furniture sharing platform, and your input is crucial in shaping its design and functionality. We value your opinion and invite you to participate in this survey to help us understand the needs and preferences of potential users like yourself.

Please note that the following survey is conducted for research and data gathering purposes only. Your participation is entirely voluntary, and all responses will be anonymized and kept confidential. The information collected will be used solely for the purpose of improving and developing a university furniture sharing platform. We kindly request that you do not include any personally identifiable information in your responses. If at any

point you feel uncomfortable or wish to discontinue the survey, you may exit the browser or close the survey window.

By continuing with this survey, you consent to the collection and analysis of your responses for research purposes. If you have any concerns or questions regarding this survey, please contact the survey administrator using the provided contact information.

SURVEY QUESTIONS

1. Are you currently a student and Northeastern University?

□ Yes

□ No

2. Are you familiar with the concept of a furniture sharing platform where university students can share their furniture with incoming students?

 □ Yes, I am familiar with it.

 □ No, I have not heard of it before.

3. How likely would you be to use a university furniture donation platform as a recipient to acquire furniture for your living space?

□ Very likely

□ Somewhat likely

□ Neutral

□ Not very likely

□ Not at all likely

4. What factors would influence your decision to acquire furniture from a university furniture donation platform? (Select all that apply)

□ Cost savings on furniture

□ Access to a variety of furniture options

□ Trustworthiness and reliability of donors

□ Positive feedback or ratings from previous recipients

□ Other (please specify)

5. What features would you expect to see in a university furniture donation platform? (Select all that apply)

☐ User profiles for donors and recipients

☐ Search functionality to find specific furniture items

☐ Clear descriptions and photos of the donated furniture

☐ Messaging system to communicate with owners

☐ Rating and feedback system for owners and recipients

☐ Coordination tools for arranging pickup or delivery

☐ Other (please specify)

6. Which operating system do you use?

☐ IOS

☐ Android

7. Would you prefer a mobile app or a website interface for accessing and using the university furniture donation platform?

☐ Mobile app

☐ Website interface

☐ No preference

8. Would you be interested in having the option to search for furniture listings?

☐ Yes, it would be helpful to have those search options.

☐ It would be somewhat helpful, but not necessary.

☐ No, I don't find those search options necessary

9. Would you prefer the university furniture donation platform to have a chat or messaging feature for direct communication between donors and recipients?

☐ Yes, it would facilitate easier coordination and communication.

☐ It would be somewhat useful, but not a major requirement.

☐ No, I don't see the need for a chat or messaging feature.

10. Would you find it beneficial to have the option of saving furniture listings for future reference?

☐ Yes, it would be helpful for organizing and revisiting preferred listings.

□ It would be somewhat helpful, but not a significant feature.

□ No, I don't see the need for bookmarking furniture listings.

11. How important is it for the university furniture sharing platform to have a review system to provide feedback on the overall experience with owners?

□ Very important

□ Somewhat important

□ Neutral

□ Not very important

□ Not at all important

12. Would you find it valuable to have a "Favorites" feature that allows you to create a curated list of preferred furniture items for future consideration?

□ Yes, it would help me keep track of items I'm interested in.

□ It would be somewhat useful, but not a significant feature.

□ No, I don't think a "Favorites" feature is necessary.

13. Would you prefer the university furniture sharing platform to have a notification system that alerts you when a requested or preferred furniture item becomes available?

□ Yes, it would be helpful to receive notifications for desired items.

□ It would be somewhat helpful, but not necessary.

□ No, I don't see the need for notifications on specific furniture items.

14. How important is it for the university furniture donation platform to provide clear guidelines on the process of receiving furniture?

□ Very important

□ Somewhat important

□ Neutral

□ Not very important

□ Not at all important

15. How likely would you be to engage in social features within the platform, such as sharing your experience on social media forums?

□ Very likely

□ Somewhat likely

□ Neutral

□ Not very likely

□ Not at all likely

16. How likely would you be to recommend a university furniture sharing platform to your fellow students?

□ Very likely

□ Somewhat likely

□ Neutral

□ Not very likely

□ Not at all likely

17. What concerns, if any, do you have about participated in a university furniture sharing platform? (Open-ended)

18. Is there anything else you would like to share or suggest regarding the development of a university furniture sharing platform? (Open-ended)

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Signature Assignment- Deliverable #2

Quality Survey

Link:https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_cGbO4sqTMHKqnjw

Scope Your Project

What is a broader area of opportunity around this?
How could we... How could we help NU students to get access to cheaper furniture options and save cost?

What is a broader area of opportunity around this?
How could we... How could we help NU students to reduce time for furniture search?

Ask yourself
What's one reason this matters?

Help NU students to get access to cheaper furniture options and save cost.

START HERE
Current area of opportunity:
How could we...

How could we improve the furniture obtaining experience of the Northeastern University students through online furniture sharing platform?

Ask yourself
What's another reason this matters?

Help NU students to reduce time for furniture search.

Ask yourself
What's one barrier that gets in the way?
Some NU students do not trust online platforms for obtaining furniture.

Ask yourself
What's another barrier that gets in the way?
When students just arrive to the University, they have lack of awareness of communication channels.

What is a narrower area of opportunity focused on this?
How could we... How could we develop trust in NU students for using online platform for obtaining furniture?

What is a narrower area of opportunity focused on this?
How could we... How could we let all NU students to know about online furniture sharing platform for students?

Design Brief	
Project Description	How might we improve the challenges of obtaining furniture for current Northeastern University students? Currently, Northeastern University has only one Facebook page and Yammer where they can communicate in terms of different issues. According to our initial talk with students, they don't find those tools helpful for obtaining furniture. They have challenges in terms of cost and trust in those sources. The goal is to create a comprehensive platform that facilitates seamless connections and enhances the overall furniture-sharing experience for students.
Scope	Focus on Northeastern University students in Boston. Focus on developing a user-friendly platform for sharing furniture. Improve the furniture acquisition experience of Northeastern University students. The product does not include physical logistics, such as transportation or storage of furniture.
Users and Stakeholders:	Users: Current Northeastern University students Other stakeholders: sponsors and partners interested in supporting the initiative; university administrators who may be involved in promoting and supporting the platform, and student government associations, which could help promote the platform.
Exploration Questions:	1. What are the main challenges faced by northeastern students in obtaining furniture? 2. What factors are important to students when obtaining furniture? (e.g., cost, variety, trustworthiness) 3. What are the factors that discourage students from using existing online marketplaces for furniture acquisition? 4. What features and functionality do students expect in a university furniture sharing platform?
Expected Outcomes and Success Metrics:	**Expected Outcomes** • Development of a user-friendly platform where Northeastern University students can acquire and share their furniture • Increased accessibility of furniture for Northeastern students at Northeastern University • Improved satisfaction with the available furniture options within students' budgets • Increased usage and adoption of the university furniture-sharing platform • Positive feedback and high ratings from users on their overall experience with the platform **Success Metrics** • Number of registered users on the platform • Number of furniture listings and successful furniture exchanges • User satisfaction ratings and feedback • Percentage of users recommending the platform to others

360 Empathy

AREA OF OPPORTUNITY

Building a platform that is user-friendly and where students can share their unwanted furniture
Nick: acquiring affordable furniture from trustful source

1. SEEING
Clean & organized interface
Clear search options
Filter option
Multiple Images & description of the furniture
Chatbot to communicate with seller

2. HEARING
"Helped me furnish my room!"
"Unresponsive sellers or buyers "
"Buying new furniture is very expensive."
"Difficult to find relevant listings."

Nick

3. DOING
browsing listings, comparing products, selecting desired one, communicating with seller, entering location details, coordinating pickup/delivery, leaving feedback about experience

4. SAYING
Need a bed/couch/ desk.
It's too expensive.
The received furniture is damaged.
The received furniture had bugs in it.

5. FEELING? (GUESSES)

Stressed, Panicked, Frustrated, Disappointed, Overwhelmed, Feeling scammed, Anxious, Helpless

6. LATENT NEED? (GUESSES)

Awareness: To communicate and create awareness in students about the platform

Easiness: To help the students to have simple and user-friendly experience in acquiring furniture

Affordability: To provide an opportunity for cost saving

Safety: Ensuring the confidentiality of users and quality of shared furniture

Design Criteria

If anything were possible, our ideal solution would...

- Provide easy access to Northeastern University students, Boston campus only.
- Create a user-friendly interface.
- Provide an in-app channel for secure communication.
- Provide a review system by end-users for the verification and trustworthiness of sellers (donators).
- Provide flexibility in the donation process.
- Provide robust search and filtering options to easily search for desired furniture.
- Foster a smooth bidding process.
- Enable collaboration with a third party to provide students with a discounted rate for big furniture transport.
- Provide prioritization to first-year students.
- Attract NU students to interact with the platform.
- Improve NU students' experiences in acquiring furniture.
- Providing access to personalized user profile that showcases their requirements.
- Provide a virtual reality visualization of the furniture.
- Allowing collaboration with the Facebook marketplace, which has $0 values for furniture.

Signature Assignment- Deliverable #2

Reference:

- Liedtka, J., Ogilvie, T., & Brozenske, R. (2019). *The designing for Growth Field Book: A step-by-step project ... - JSTOR*. The Designing for Growth Field Book: A Step-by-Step Project Guide. https://www.jstor.org/stable/10.7312/lied18789

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JOB TO BE DONE

	met	under-met.	unmet
		areas we don't typically address, but could	
latent emotional needs	• Desire for a sense of belonging and community through shared	• Feel relief and comfort for obtaining affordable furniture	• Seek feeling of pride and accomplishment for achieving the objective.
explicit emotional needs	• Feel confident in the choice of furniture that meets personal preferences and style.	• Feel reassured about the condition and quality of donated furniture. • Feel financially capable	• Trust tool and product owners for a secure and reliable furniture exchange process.
functional needs	• Suitable furniture options that align with specific needs, preferences, and budget. • Availability of user review and ratings	• Integration with student support • Easy coordination and pick up • Delivery and pick-up options	• Reliable and timely communication • Student community feedback
		where we typically address	

Discuss the Tool:

The "Job to be Done" (JTBD) is a design thinking tool that focuses on understanding the underlying motivations and needs of users. By focusing on functional needs, explicit and latent emotional needs it enables to get a clearer picture about user expectations and the problem they are facing.

How it was used and its output:

As a team we tried to categorize different needs of the survey participants According Job to be Done tool to see that where we can add value. We tried to analyze their under-met and un-met functional and emotional needs. We identified latent needs based on overall answers and our brainstorming to forecast and evaluate what kind of latent needs can be hidden under the answers provided to us.

STORYTELLING

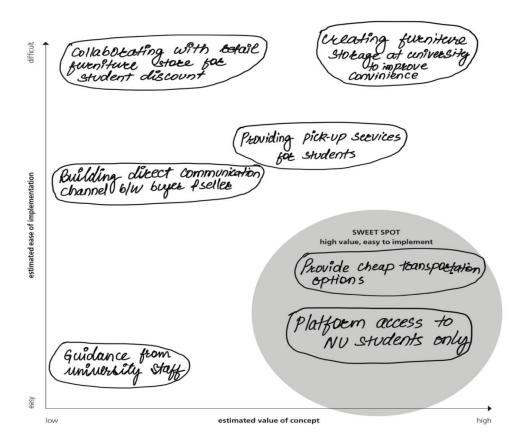|	
Meet ... *Nick*	*hero/user*
He is a ... *current NU students just about to start his studies*	*role*
with a penchant for ... *quality relationships and contributing to sustainable environment*	*personal attribute*
who wants to ... *enjoy his student life and at the same time living space*	*goal*
One day he is at ... *online platform*	*setting*
and he tries to ... *buy secondhand furniture for his new apartment*	*move toward goal*
Instead of ... *having access to categorized choices from trusted sources*	*intended outcome*
he discovers ... *random listings from different people and facing the risk of scammers*	*obstacle*
Now he must ... *find a new way to afford furniture*	*complication*
Just when he feels ... *frustrated and hopeless*	*authentic emotion*
he is surprised to discover ... *that there is NU furniture sharing platform*	*unexpected ally - your solution*
It works like this ... *he can just sign into the platform as NU student and see listings from authentic sources*	*key features*
and that allows him to ... *access affordable second hand furniture from trusted source*	*key benefits*
Today he is able to ... *easily and without worry attain good quality furniture by saving time, money and energy*	*simple path to goal*
and he can realize ... *create a cozy place which he can enjoy, and additionally concentrate on his studies and student life by saving time*	*higher-level goal or need*

Discuss the Tool:

Storytelling, as a design thinking tool, involves using narratives to communicate and understand user experiences, needs, and insights. It goes beyond presenting raw data and statistics by adding a human element and emotional connection. By crafting stories that highlight user journeys, pain points, and aspirations, storytelling helps teams gain deeper insights, uncover latent needs, and generate meaningful ideas.

How it was used and its output:

Based on our survey data collected, we utilized Storytelling to translate our data into captivating narratives. We brought the user experience to life, fostering empathy and understanding. We hoped that Storytelling can enable us to communicate complex findings in a compelling and memorable way, leading to deeper insights. In our case we chose a protagonist named Nick who is a new NU student who just came to the University and wants to obtain a furniture. We went through our data and brainstormed between team members to define the problems encountered while obtaining the furniture. As most of the students mentioned difficulties in awareness about different available resources, affordability of high-quality furniture choices in their budget we wanted to visualize the problem of the students in our storytelling. With all of the gathered data we created a hypothetic pathway to see it ourselves.

VALUE/ EASE GRID

Discuss the Tool:

The Value Ease Grid is a tool that helps assess the value and ease of a decision or option. It uses a visual grid with a vertical axis representing value and a horizontal axis representing ease. Factors are plotted on the grid to determine their importance and difficulty. It helps prioritize options based on their position in the grid
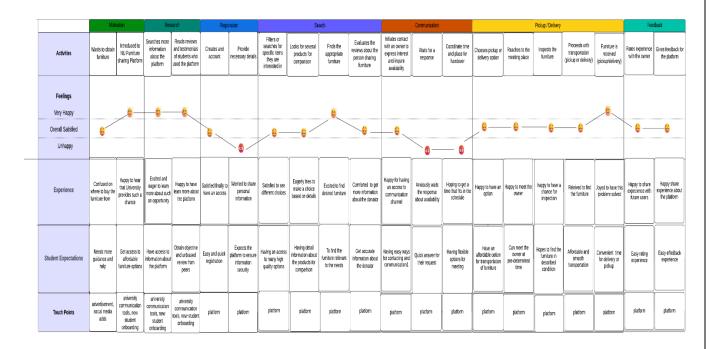
How it was Used and its Output:

With the help of the survey data we have collected from Northeastern Students through Qualtrics, we have found several information based on which we have drawn 7 perspective. We then in a quick brainstorming meeting analyzed and discussed the value it will provide to the customers or user and its ease of implementation. Based on this, we plotted these 7 perspectives on the Value/Ease Grid. Additionally, I want to mention that we found 2 perspective that we of high value to the customer and are easy to implement, which are "Platform access to Northeastern Students only" and "Provide Cheap Transportation Options", therefore leading them to our 'sweet spot'. Overall, this tool has helped us to identify and prioritize the steps to take to meet the needs of the Northeastern Students.

DETERMINE AREAS IN YOUR CURRENT JOURNEY MAP

In our current state journey map, we have primarily concentrated on identifying factors that elicit student frustration and anger during the Motivation, Search, and Make appointment to meet stages. Through meticulous data analysis, we have identified key issues faced by students pertaining to transportation, awareness, affordability, and trustworthiness. Consequently, utilizing survey data and employing design thinking methodologies, we have introduced modifications to the existing journey map. These changes aim to address the identified problems by incorporating a home delivery option (Pickup/Delivery) and implementing a user experience rating system (Feedback). This strategic approach seeks to foster trustworthiness and effectively resolve the aforementioned challenges.

FUTURE STATE JOURNEY MAP

List of Changes Made Based on the Survey Data

After the analysis of the survey data, we made several necessary changes in our journey map. There were some areas which we did not consider beforehand or gave little importance which turned out to be very important for the better experience of our respondents. So, the following are the main changes we considered in the journey map:

- 78 % of respondents mentioned affordability is the main characteristics while they look for the furniture and 50% of respondents said limited budget is one of their main challenges for obtaining furniture. So, we decided that in order to improve furniture obtaining experience of students and help them to save costs the furniture sharing platform can be a place where students can share their old furniture with the ones who need it.
- As majority of respondents (37 %) indicated the need to get awareness about the resources to find furniture, in the motivation stage we incorporated informing students about furniture sharing platform in their onboarding.
- As 63% of respondents mentioned that lack of trust in the platform can discourage them from using furniture sharing and renting platforms, we added research to the journey map of the user. As we thought that before using the platform, they will be interested to learn more about the platform from their peers who have the experience.
- Again, considering their trust issue, we wanted to highlight their concern in sharing their personal information in the registration part of the Journey map.
- 57 % of the respondents indicated lack of easy transportation as a main factor when obtaining a furniture. So, we added in the user map suggestion of the pick-up and delivery options through the platform by collaborating with vendors.
- At the end we added feedback to the journey map. As, as 37% of the respondents mentioned the importance of the trustworthiness of the furniture owners.

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What we want the user to do: We want students at Northeastern University to download and embrace the innovative Husky sharing platform, specially designed for effortless furniture sharing.
Why this action is essential: By encouraging NU students to download the Husky sharing platform, we provide them with a dedicated tool to facilitate furniture sharing within the student community, promoting sustainability, cost-effectiveness, and community engagement. The action aims to create awareness, generate initial interest, and drive adoption of the platform among NU students.
CREATE Funnel
Cue: NU students become aware of the new Husky sharing platform through promotional campaigns, university announcements, social media, or word-of-mouth.
Reaction: Students show curiosity and interest in exploring the platform, driven by the potential benefits of furniture sharing.
Evaluation: Students evaluate the features, functionality, and user interface of the Husky sharing platform to determine if it meets their furniture sharing needs.
Ability: Students find it easy to locate and download the platform from app stores, install it on their devices, and create user accounts.
Timing: The action is time-sensitive, focusing on generating interest and driving downloads during specific periods like at the start of each academic term or specially in Fall.
Experience: Students should have a smooth and engaging experience during the app download process, onboarding, and initial interaction with the platform.
Biases or heuristics that the user holds: *Confirmation Bias*: Students may seek confirmation that the Husky sharing platform aligns with their values, needs, and expectations, based on their prior beliefs and experiences with furniture sharing. *IKEA Effect:* Once students invest time and effort in downloading and setting up the platform, they may value it more and become more committed to using it. This bias refers to the tendency to attach greater value to something we have put effort into creating or obtaining. *Anchoring:* Students may anchor their expectations and judgments about the Husky sharing platform based on initial information they receive, such as promotional materials or positive reviews. This bias involves relying too heavily on the first piece of information encountered when making a decision.

Habits of the user that we will have to account for:
    Cue: Students' desire for accessible and affordable furniture, the need to furnish their living spaces, or the intention to participate in sustainable practices.
    Routine: Students needs furniture for home, opens the app, searches for furniture from various option listings, finds the suitable furniture, communicates with seller, bring the furniture at home.
    Reward: Students experience the satisfaction of finding desired furniture or successfully sharing their own furniture while saving costs and contributing to sustainability

What we want the user to do: We want NU students to start using the new Husky sharing platform for furniture sharing.

Why this action is essential:
Once the students have downloaded the Husky sharing platform, we provide them with a dedicated tool to facilitate furniture sharing within the student community, promoting sustainability, cost-effectiveness, and community engagement.
The action aims to create awareness, generate initial interest, and drive adoption of the platform among NU students.

CREATE Funnel
Cue: NU students starts to explore what the new platform has to offer to them.
Reaction: Students show curiosity and interest in exploring the platform, driven by the potential benefits of furniture sharing.
Evaluation: Students evaluate the features, functionality, and user interface of the Husky sharing platform to determine if it meets their furniture sharing needs.
Ability: Students find it easy to locate and download the platform from app stores, install it on their devices, and create user accounts.
Timing: The action is time-sensitive, focusing on generating interest and driving downloads during specific at the start of each academic term and mainly during Fall.
Experience: Students should have a smooth and engaging experience during the app download process, onboarding, and initial interaction with the platform.

Biases or heuristics that the user holds:
IKEA Effect: Once students invest effort into setting up their profiles and engaging with the platform, they are more likely to value and continue using it due to a sense of ownership and attachment.
Halo Effect: If students have a positive perception of the platform's branding, reputation, or user experience, they may extend that positive impression to other aspects of the platform, such as its furniture listings or communication features.
Confirmation Bias: Students may seek confirmation that the Husky sharing platform aligns with their values, needs, and expectations, based on their prior beliefs and experiences with furniture sharing.

Habits of the user that we will have to account for:
  Cue: Students' desire for accessible and affordable furniture, the need to furnish their living spaces, or the intention to participate in sustainable practices.
  Routine: Students wants furniture for home, opens the app, searches for furniture from various options listing, identifies the suitable furniture, communicates with the seller for availability, schedule time for pickup or get it delivered, get/brings the furniture at home.
  Reward: Students experience the satisfaction of finding desired furniture or successfully sharing their own furniture while saving costs and contributing to sustainability

What we want the user to do: We want NU students to utilize the new transportation option available on the platform for moving furniture without hassle.
Why this action is essential: By offering a convenient and reliable transportation option, we aim to address one of the main challenges faced by NU students when acquiring or donating furniture, which is the logistical aspect of moving the items. This action enhances the overall user experience by providing a solution that reduces the burden of transportation and encourages more students to participate in furniture sharing
CREATE Funnel
Cue: NU students encounter the need to move furniture, either when acquiring new items or when donating their own.
Reaction: What is this actually? How much does it cost? Wow! It's economical and convenient.
Evaluation: Students assess the benefits and convenience of utilizing the transportation service, considering factors such as cost, reliability, and ease of coordination.
Ability: Students find it straightforward to access and request the transportation service through the platform, without any complex procedures or requirements.
Timing: The action is most relevant and impactful when students are in the process of acquiring or donating furniture, ensuring the availability of transportation support at the right moment.
Experience: Students should have a seamless and hassle-free experience when utilizing the transportation option, allowing them to move furniture efficiently and without any hustle.

Biases or Heuristics that the user holds:
 	
Status Quo Bias: Students may be inclined to stick with traditional methods of furniture transportation, such as renting trucks or using personal vehicles, unless they perceive significant advantages or convenience in the platform's transportation option.
Availability Heuristic: Students may base their evaluation of the transportation option on the ease of access, availability of transporters, and previous positive experiences or testimonials from other users.
 	
Habits of the user that we will have to account for:
   Cue: Student needs to move furniture, triggered by events such as acquiring new items, relocating, or decluttering their living spaces.
   Routine: Students request transportation services through the platform, coordinate pickup and delivery details, and ensure the safe and timely transfer of furniture
   Reward: Students experience the convenience of a hassle-free furniture transportation process, saving time, effort, and potentially avoiding the costs associated with alternative transportation methods.