



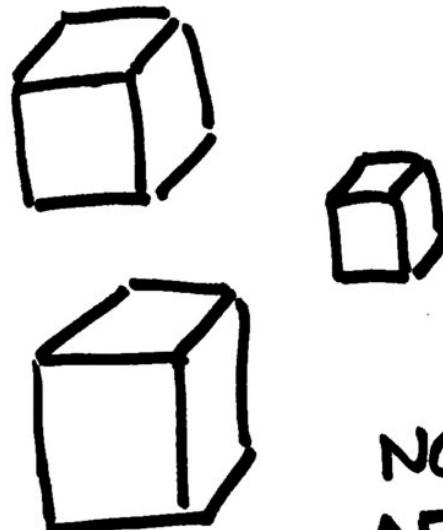
STORME (UX)

UX/UI school project that allowed me to establish a peer-to-peer platform for college students to store their items over the summer months easily, conveniently, and without worry.

Through the use of design thinking and lots of conversations, we were able to create a design that fit our users needs.

Project duration: August 2017 – December 2017

GUESTS

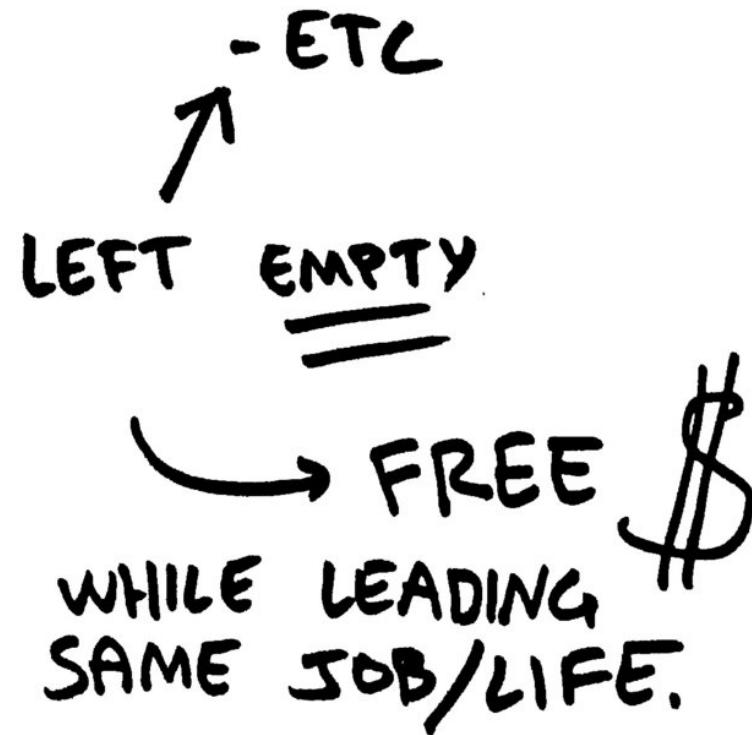


NOTHING IS
AFFORDABLE
+ DOESNT CATER
TO SHORT PERIOD
OF TIME.

HOSTS



UNUSED SPACE
- EXTRA ROOM
- BASEMENT
- UNDER STAIR CASE



PROBLEM

People on the move (guests), such as college students, need a way to store their items, but have trouble finding cheap, convenient storage for short periods of time. People with extra space (hosts) and tight work schedules want an extra source of passive income to live up to their desired lifestyle.

Pedro Sousa

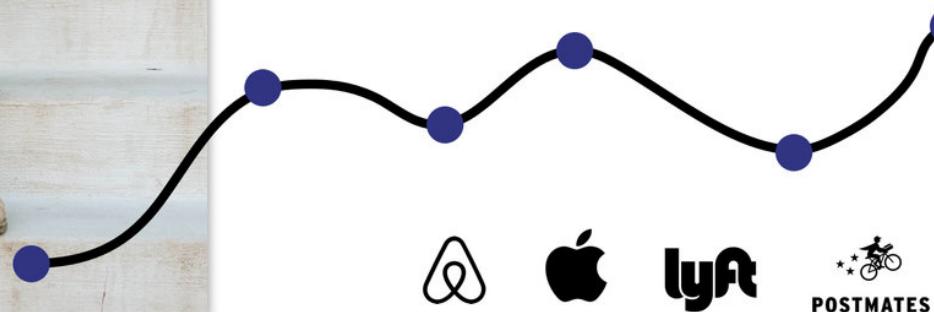
"The Guest"



20 / LA / Student / Tech Junkie

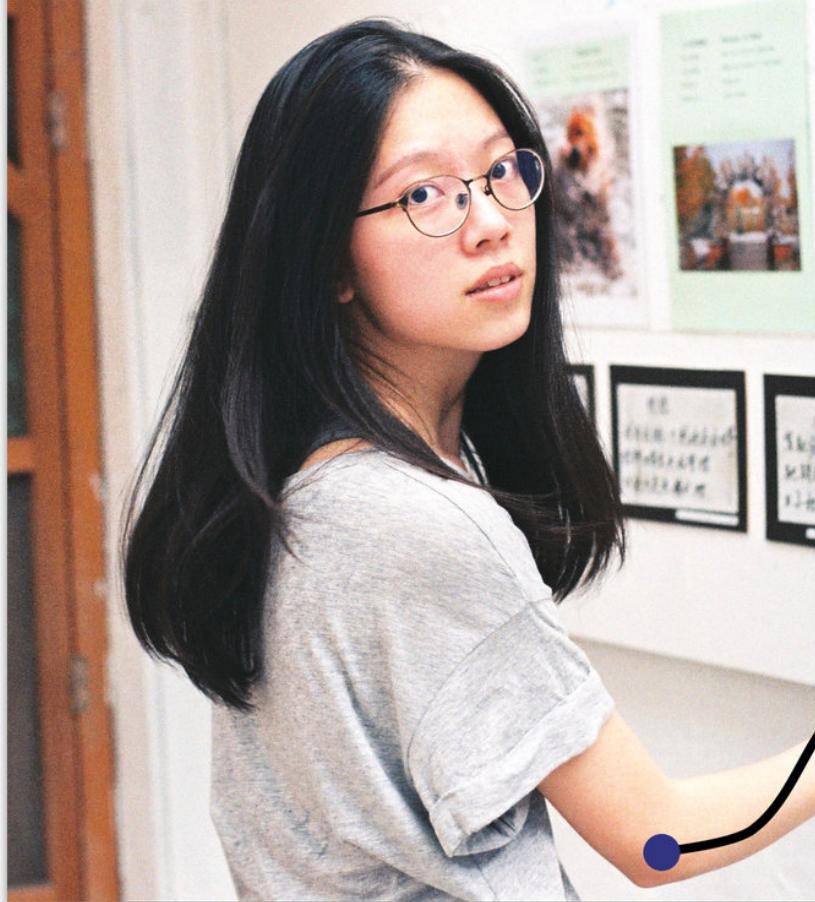
Goals: Save money on storage, not worry about belongings, have furniture ready

Frustrations: Unsure about storage options, short on time, previous storage was inefficient



Jessica Hao

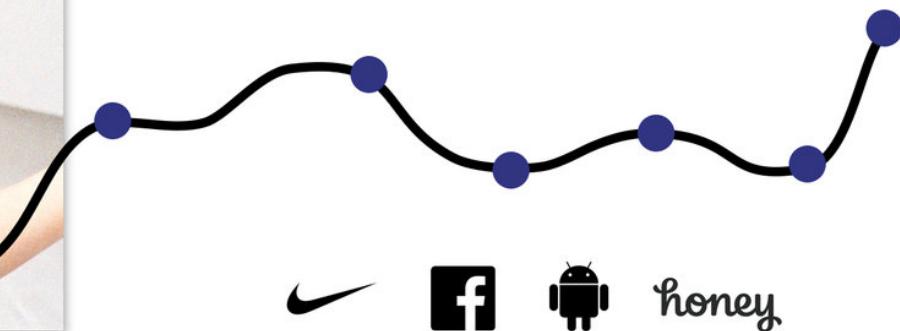
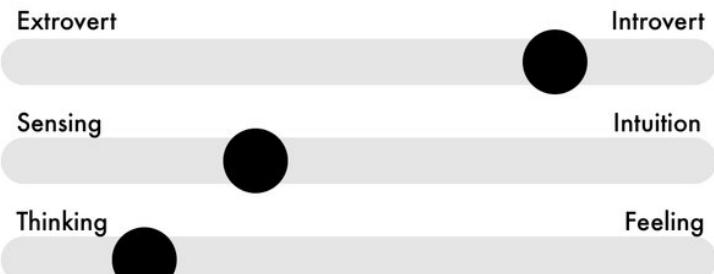
"The Host"



22 / LA / Grad Student / Scholar

Goals: Save and make money, graduate and get full time job, minimize cost of living

Frustrations: Trust issues, privacy and noise levels, not enough time in a day



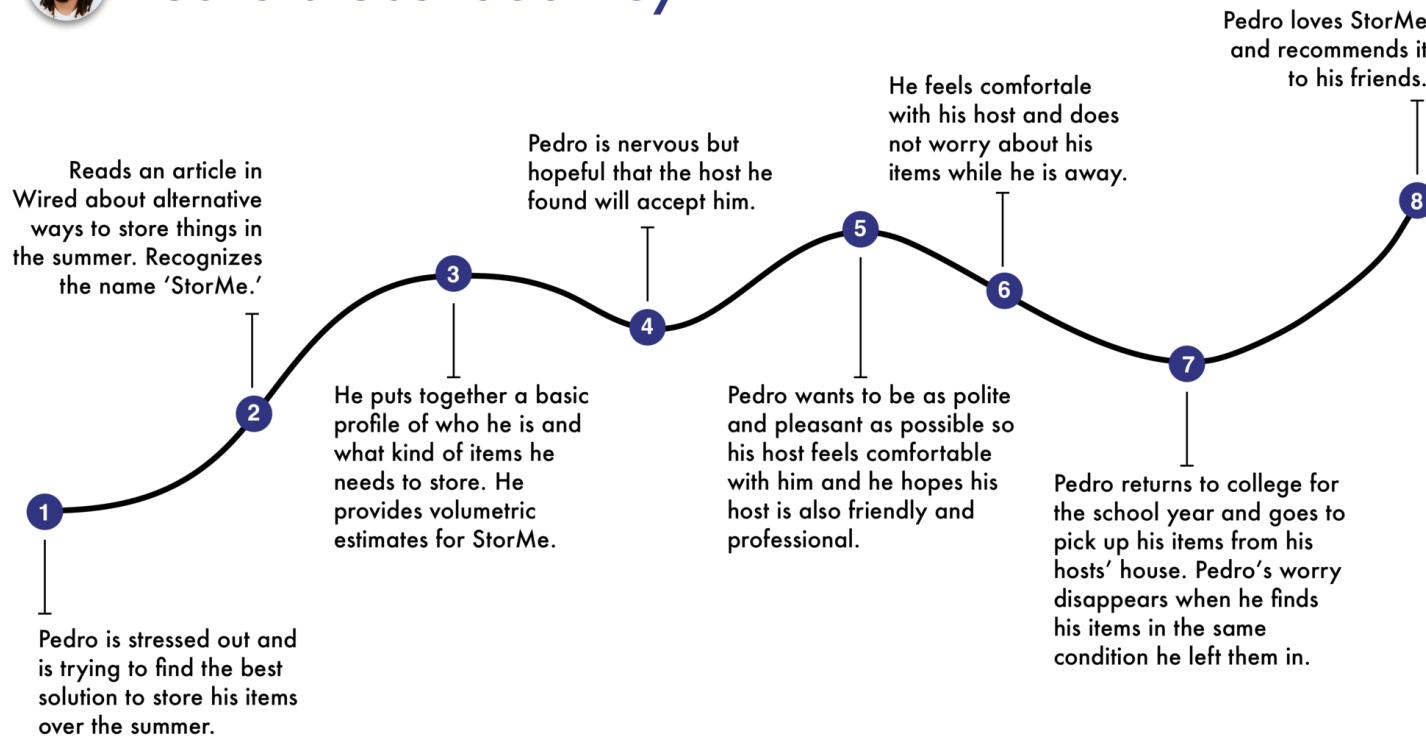
PERSONA BUILDING

After having gone through the empathy stage of the design thinking process and conducting over 30 interviews, we came up with Jessica and Pedro to help us get a broader

understanding of our users.

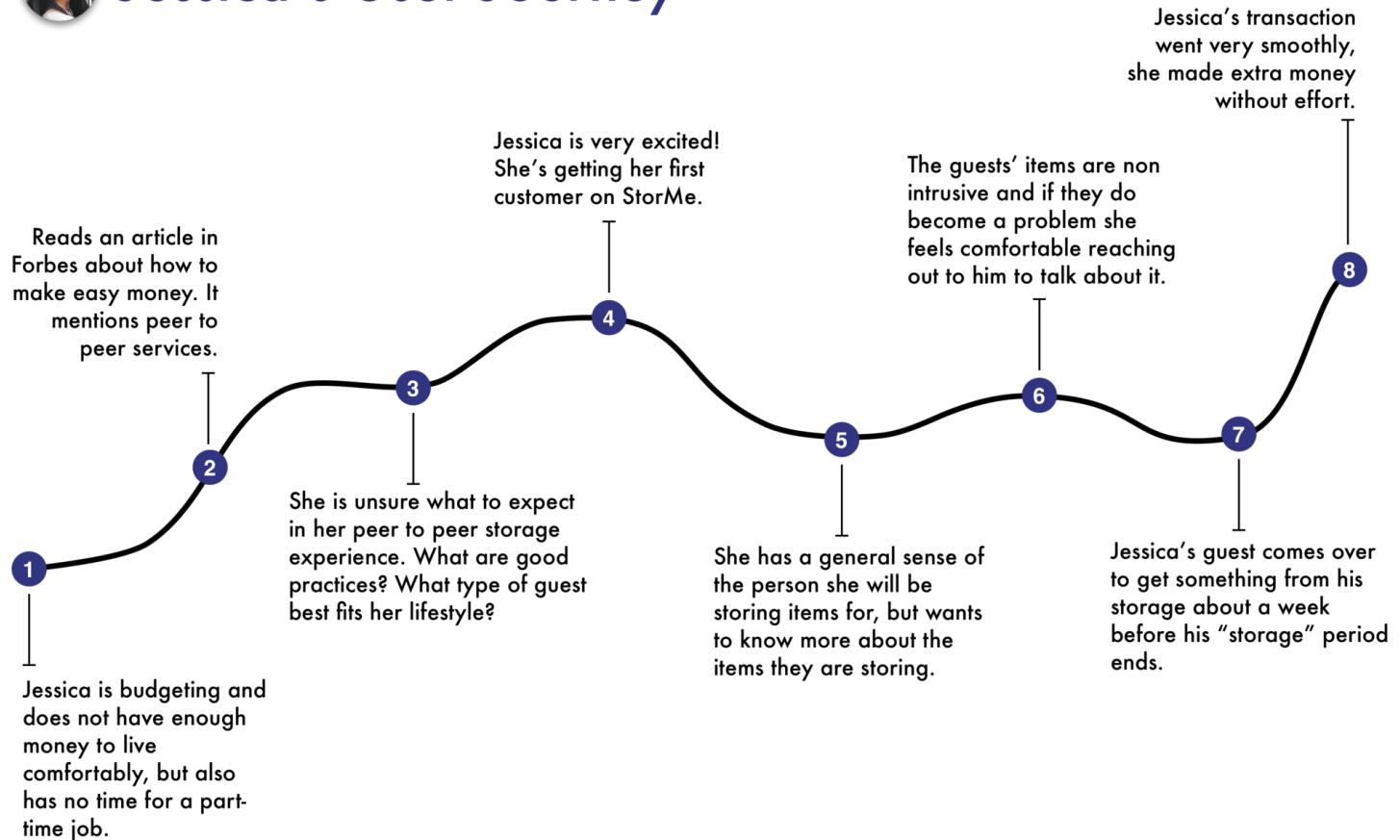


Pedro's User Journey



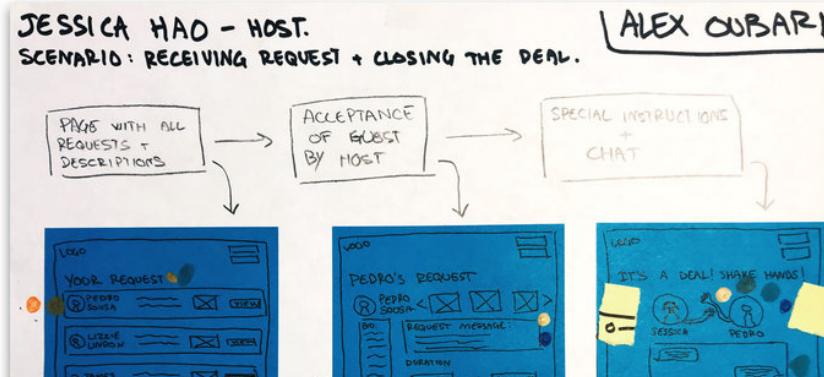
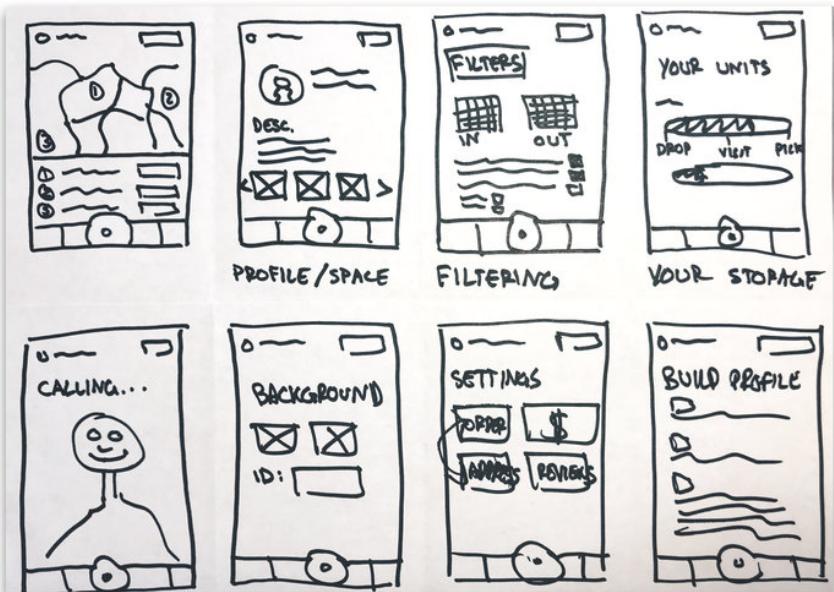
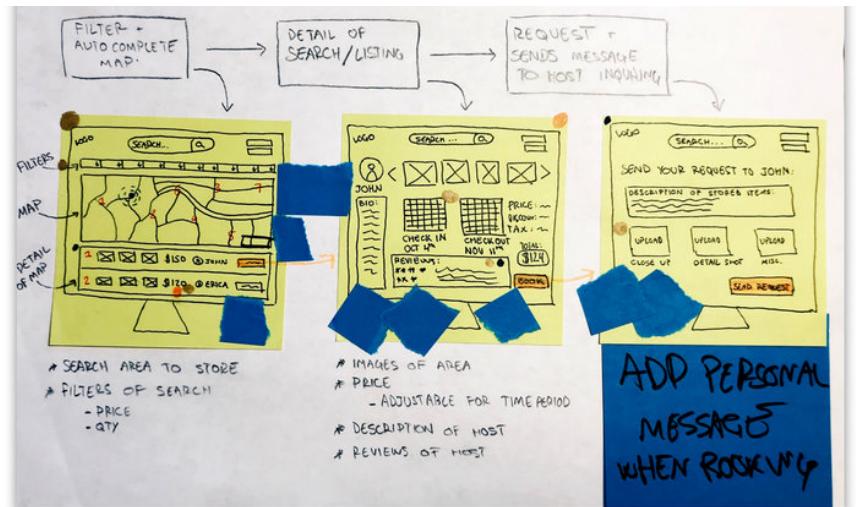
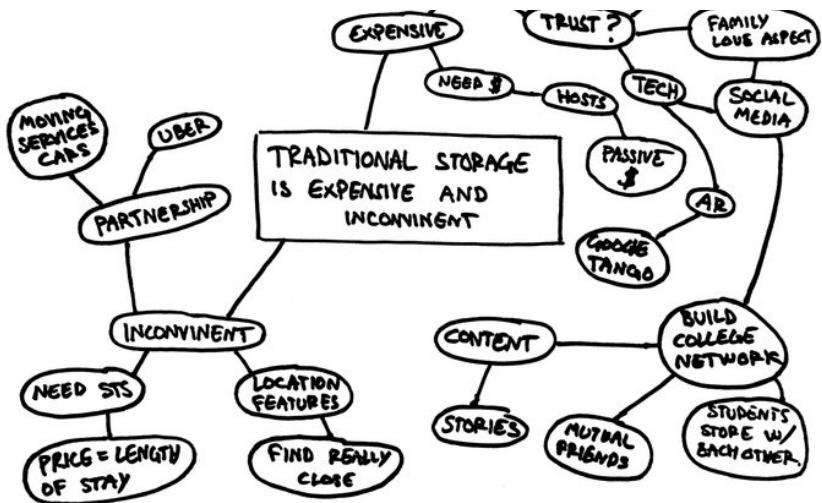


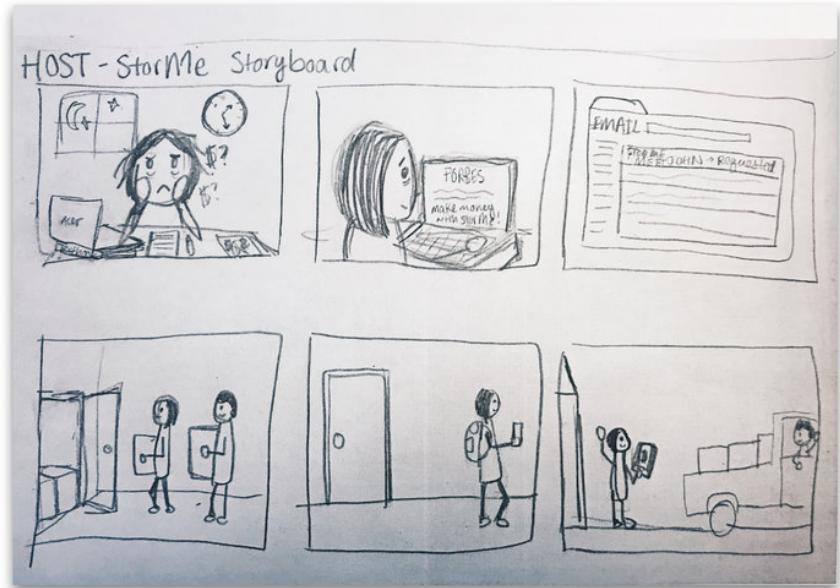
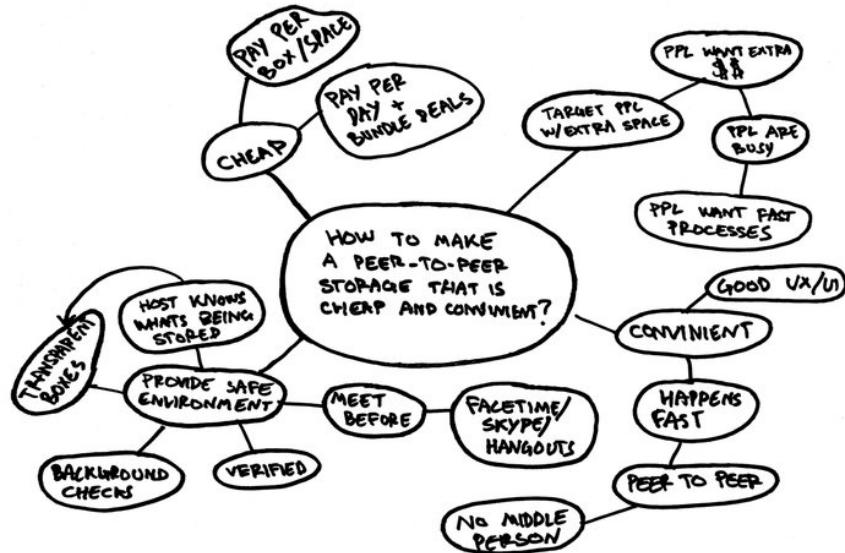
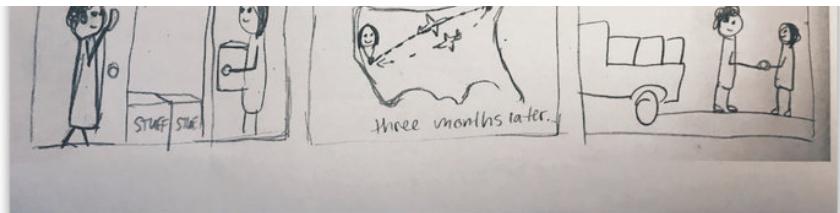
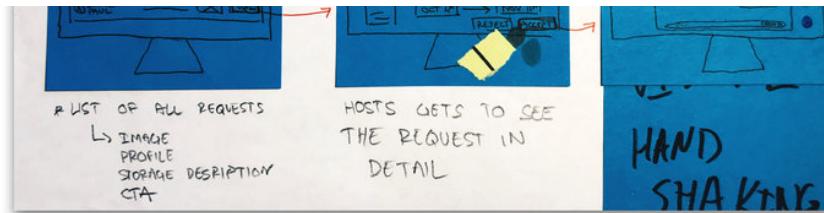
Jessica's User Journey



PEDRO SOUSA - GUEST.
SCENARIO: FIND + REQUEST HOSTS.
HIGHLEVEL WIDE FRAME:

ALEX OUBARI





TIME TO THINK

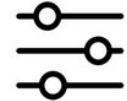
By going through the ideation stage of the design thinking process we had lots of post-its, lots of ideas. We did crazy 8's, user scenarios, mindmaps, in order to figure out the key features to build.



Verified



Become Host
Button



Filters



Storage
Pictures



Request
Message



Fun Fact



Chat Box

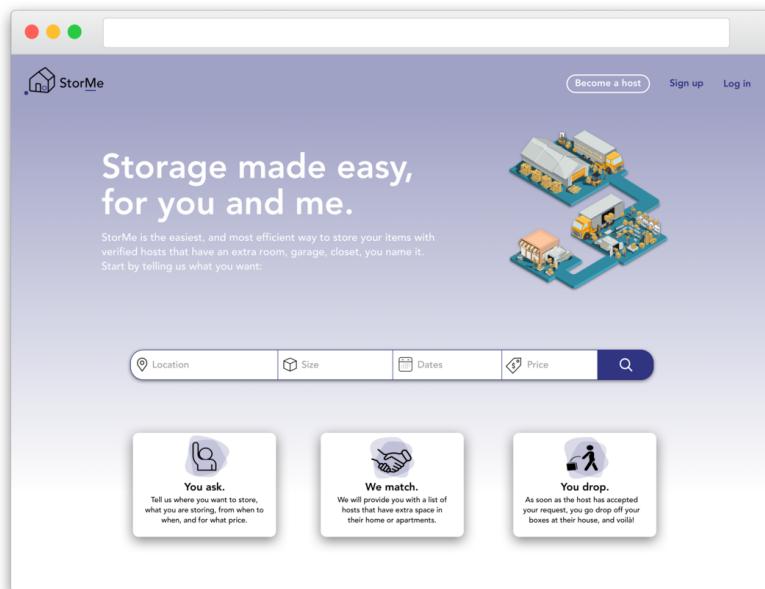


Secure
Payment

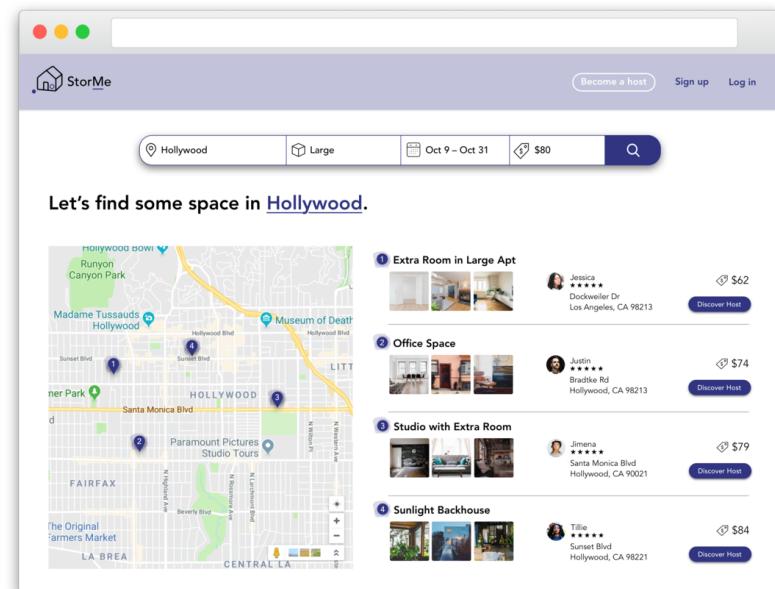
KEY FEATURES

Based on the ideation process, we came up with 8 key features that we needed to incorporate into StorMe in order to create the most seamless user experience, but also to ensure

that our users are getting everything that they would have wanted.



The homepage features a central headline: "Storage made easy, for you and me." Below it is a sub-headline: "StorMe is the easiest, and most efficient way to store your items with verified hosts that have an extra room, garage, closet, you name it. Start by telling us what you want." To the right is a 3D illustration of a storage facility with a truck and a building. At the bottom are three cards: "You ask." (Tell us where you want to store, what you are storing, from when to when, and for what price.), "We match." (We will provide you with a list of hosts that have extra space in their home or apartments.), and "You drop." (As soon as the host has accepted your request, you go drop off your boxes at their house, and voilà!).



The search results page shows a map of Hollywood with several location markers. The search filters are: Location (Hollywood), Size (Large), Dates (Oct 9 – Oct 31), and Price (\$80). The results are listed below the map:

- 1 Extra Room in Large Apt**
Jessica, 4 stars, Dockweiler Dr, Los Angeles, CA 98213
Discover Host
- 2 Office Space**
Justin, 4 stars, Bradlee Rd, Hollywood, CA 98213
Discover Host
- 3 Studio with Extra Room**
James, 4 stars, Santa Monica Blvd, Hollywood, CA 90021
Discover Host
- 4 Sunlight Backhouse**
Tina, 4 stars, Sunset Blvd, Hollywood, CA 98221
Discover Host

The Host: Jessica (Traveled to 7 continents)

The Space: Dockweiler Dr, Spacious in-door walk-in closet. The closet's temperature is on average 70F.

Booking Details: Check-in Oct 9, Check-out Oct 31, Number of Boxes: 5, Price: \$2.8 x 22 days = \$61.60, Service Fee: \$8.40, Total: \$70. You won't be charged until the host accepts your request. Next

Write a quick message to Jessica.

Hi Jessica, I am looking forward to potentially storing my items in your lovely space... Here are a few things I think you should know.

Booking Details: Check-in Oct 9, Check-out Oct 31, Number of Boxes: 5, Price: \$2.8 x 22 days = \$61.60, Service Fee: \$8.40, Total: \$70. Payment: VISA, MC, AMEX, Discover. Cardholder Name, Card Number, Exp. Date, CVV. You won't be charged until the host accepts your request. Send Request



All (/work/) Expat Society (/expat-society/) StorMe (/strome/)

Elkouse (/elkouse/) Phenomenon (/phenomenon/) Klickly (/klickly/)

Chef Oubi (/chef-oubi-1/)