AV Superfly

A video and presentation equipment rental house intending to grow quickly and grab marketshare from what they see as lazy competition.

AV Superfly saw a small number of big opportunities to unseat the major players in the video equipment rental space. They wanted to amplify, not just replicate, their top customer service efforts. They wanted to support their established base of San Francisco producers. They wanted a venue for their product and job expertise.
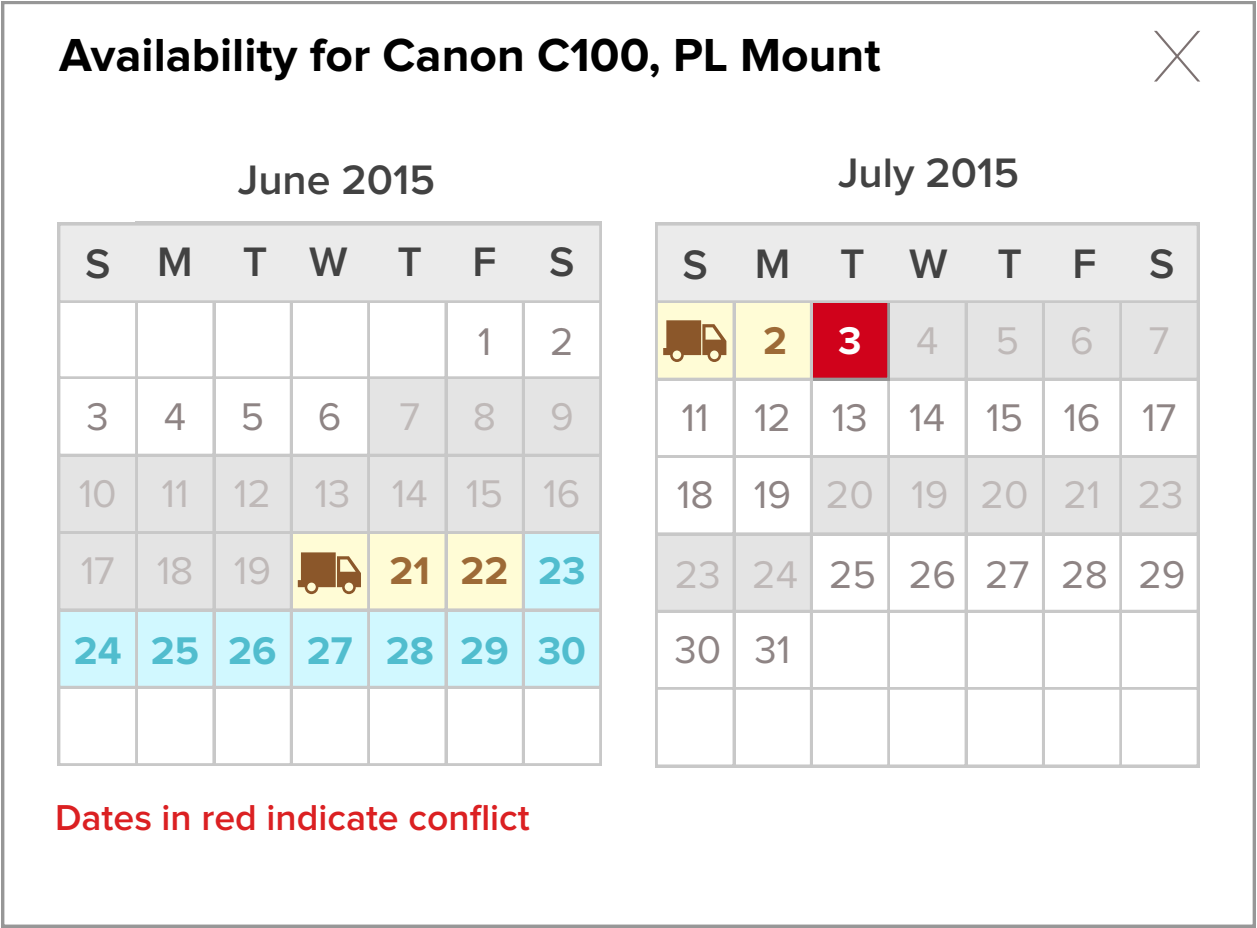
The design challenge for AV Superfly was that they wanted to reuse the industry standard software the big guys were using. And of course, they wanted to do it as inexpensively as possible.

Some of the key innovations we introduced for AV Superfly were producer-oriented rental lists to replace buyer-oriented shopping carts and an intuitive search that works the way producers talk and think. The most concrete innovation for AV Superfly was the ability to show availability of equipment earlier in the process.
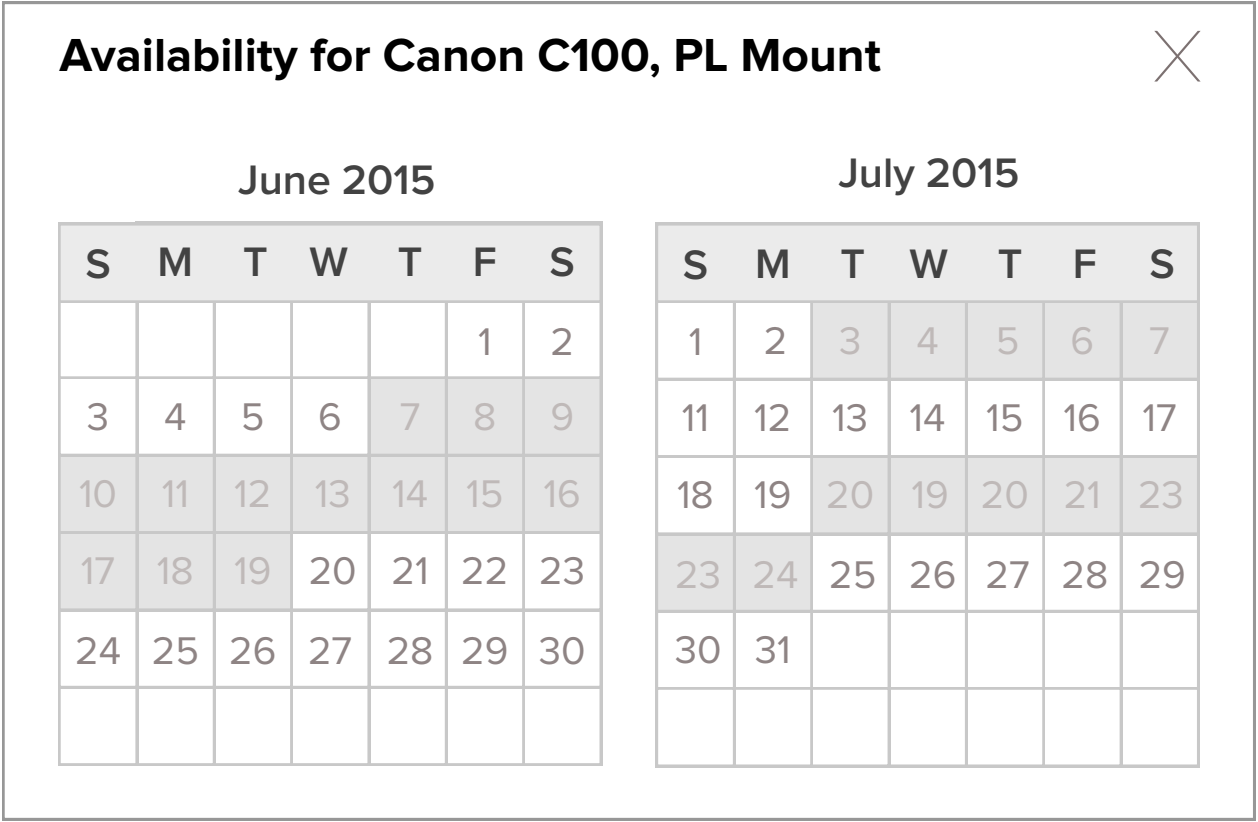
AV Superfly is launching March 2016.

Availability VIZ for an Item

and how it impacts this proposed rental list

no dates

Availability for Canon C100, PL Mount ✕

June 2015

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	🚚	21	22	23
24	25	26	27	28	29	30

July 2015

S	M	T	W	T	F	S
🚚	2	3	4	5	6	7
11	12	13	14	15	16	17
18	19	20	19	20	21	23
23	24	25	26	27	28	29
30	31					

Dates in red indicate conflict

Availability for Canon C100, PL Mount ✕

June 2015

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
11	12	13	14	15	16	17
18	19	20	19	20	21	23
23	24	25	26	27	28	29
30	31					

hover: identify meaning of color/icon

hover: identify meaning of color/icon

Availability for a particular type of equipment

Shows a composite of availability for all instances of this piece of equipment

Customer 2: day 02

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

View Customer 2 would see if there were no conflicts in availability for this piece of equipment

---

View Customer 1 would see if there were no conflicts in availability for this piece of equipment

Customer 1: day 01

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Rental period: 16 thru 26

Shipping buffer: 3 days before and after

Total impact: 13 thru 29

View Customer 2 would see after Customer 1 has booked this piece of equipment

Customer 2: day 02

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

The 13th is the conflict

Consider what the composite means

Breakout of three instances of this piece of equipment

camera 1   instance 01   camera 1   instance 02   camera 1   instance 03

ALL: 13-19 (7) open

1: 7-19 (13), 31-?(2+) open

2: 13-26 (14) open

3: 11-21 (11), 27-31 (5) open

Shift second rental of instance 03 to instance 02 and free up large window

camera 1   instance 01   camera 1   instance 02   camera 1   instance 03

ALL: 13-19 (7) open

1: 7-19 (13), 30-?(2+) open

2: 13-21 (9) open

3: 11-31 (21) open