

Inspirational Designs

Team Ice Cream Scoop (Mary and Ilya)?

Sortly - Ilya Besancon - <https://www.sortly.com/moving/>

Sortly is an online service specializing in inventory in the context of organization, moving and general tracking purposes for businesses and individuals. In the moving category, their slogan is Stress Less During Your Move - keep calm and move comfortably knowing where everything is packed.

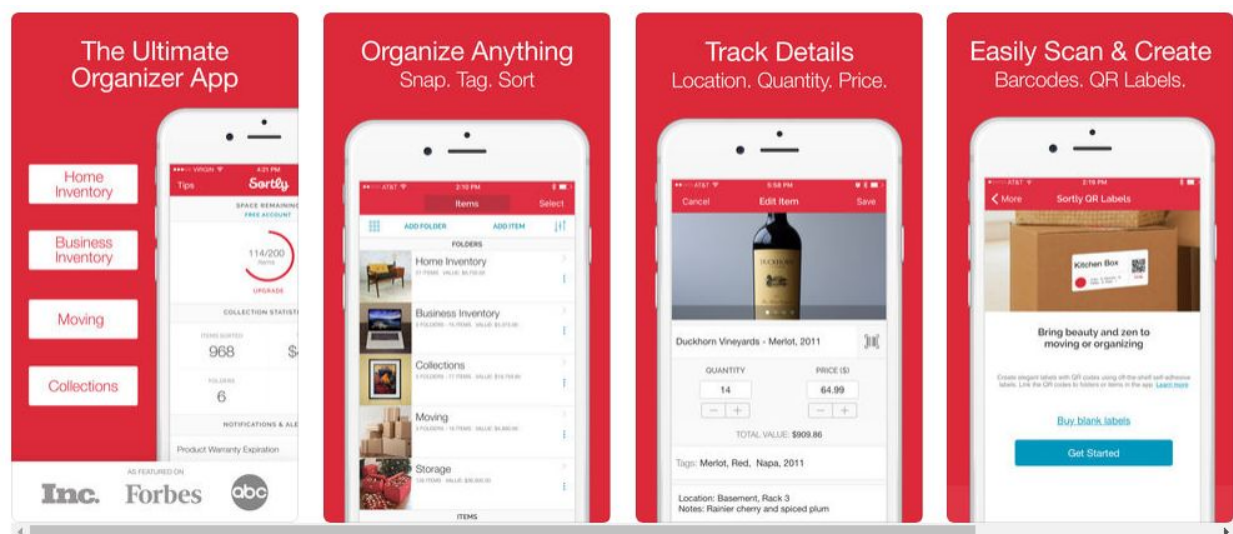
Visual Tracking

Sortly's app allows customers to create lists and visually document their items to make them easier to track. Users can create custom notes for each item or box and tag it by location or category. They can even create scannable QR codes to label each box with specific contents. Part of the apps functionality allows users to distinguish which items they care deeply for and which they are looking to get rid of during the move.

Design

Their website is modern and fluid, a pleasure to look through. They use a friendly, empathetic tone in addressing their customers. Their awareness of the common stress and difficulties of moving is clear. They want to make people's lives easier and turn difficult tasks into enjoyable experiences.

Takeaways



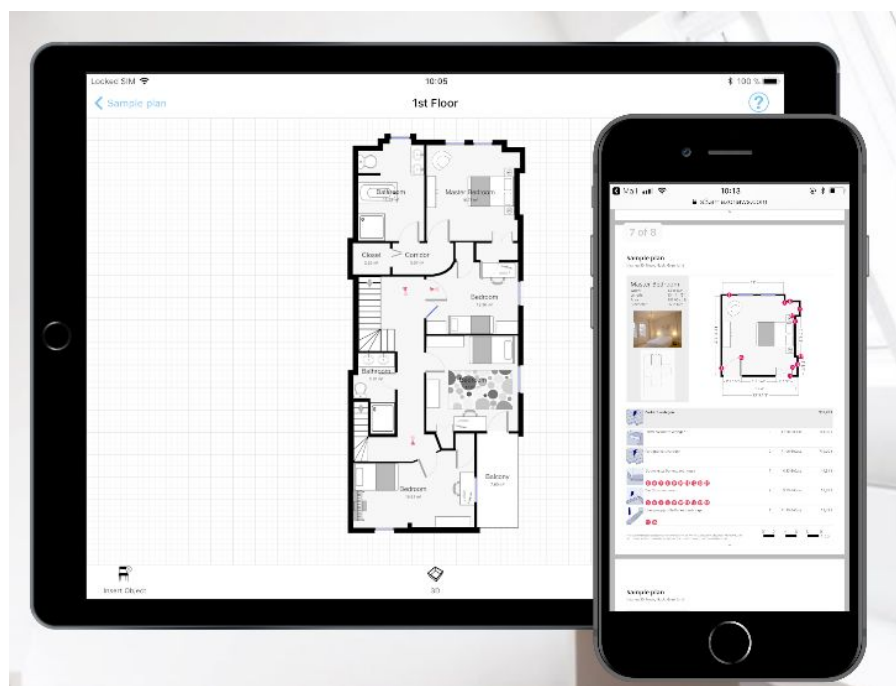
MagicPlan - Mary Keenan - <https://www.magic-plan.com>

MagicPlan uses pictures to create detailed floor plans, which it can then use to create quotes for construction and generate annotated reports (for those using the service for business). It allows new homeowners/renters to plan out where everything will go in their new home, so they don't end up moving furniture or other items they'll get rid of anyway. This approach to simplifying the moving process offers a few insights.

First, not everyone will move everything from one place to another, so helping them realize what they won't need in their new home ahead of time will make moving inherently easier (because there will be less to move). If we're trying to help them differentiate between boxes, we can do so by decreasing the number of boxes of stuff they have.

Second, manually entering information is tedious, especially if you have a large number of belongings. I was able to use the MagicPlan app to map the bathroom and living room of my suite in about three minutes once I figured out how the app worked, which was much faster than measuring each wall, entering that into some piece of software, then explaining how the walls relate to each other, and so on. We should come up with more creative ways to collect the information we need.

Third, the MagicPlan app has a lot of different functionalities (like creating quotes), which could be useful, but ends up making the app feel cluttered and unintuitive. It was easy to map the rooms, but beyond that, the app was confusing -- for example, why does the app have a whole separate cost section for tax information instead of building tax information into its quoted prices? Plus, it never asked where my supposed house is, but I imagine it needs that information for taxes and I don't know how to add my address. If I only want to create a floor plan, what information do I actually need to add? We should create a software solution to moving headaches that does its single job and nothing more to make the experience more straightforward.



Other Ideas

Unpakt -- helps you book, manage, and pay for your move within the mobile/web app; lets you create an inventory list to see how much it'll cost to move certain items and shows you multiple quotes.

unpakt®

About Us

How It Works

FAQ

Services

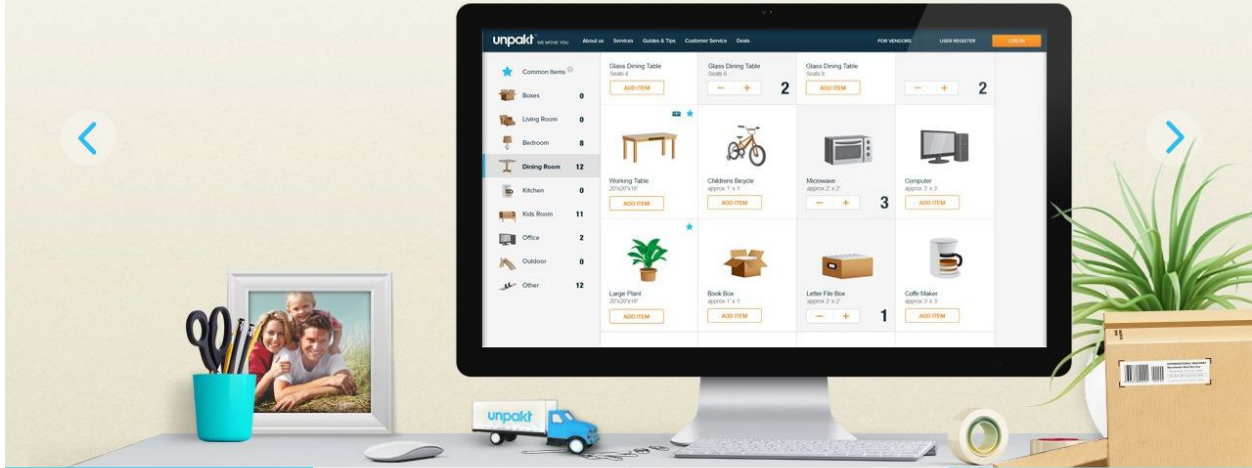
Customer Support

Get \$20

How Moving With Unpakt Works

Book your move in minutes

[READ MORE](#) →



1

Inventory

Create your inventory list using our easy planner. You can make changes any time and see exactly how much it will cost to move each item.

2

Compare

Compare guaranteed moving quotes from multiple moving companies in one screen. Read real customer reviews and select the mover of your choice. All without calling around for moving quotes.

3

Book

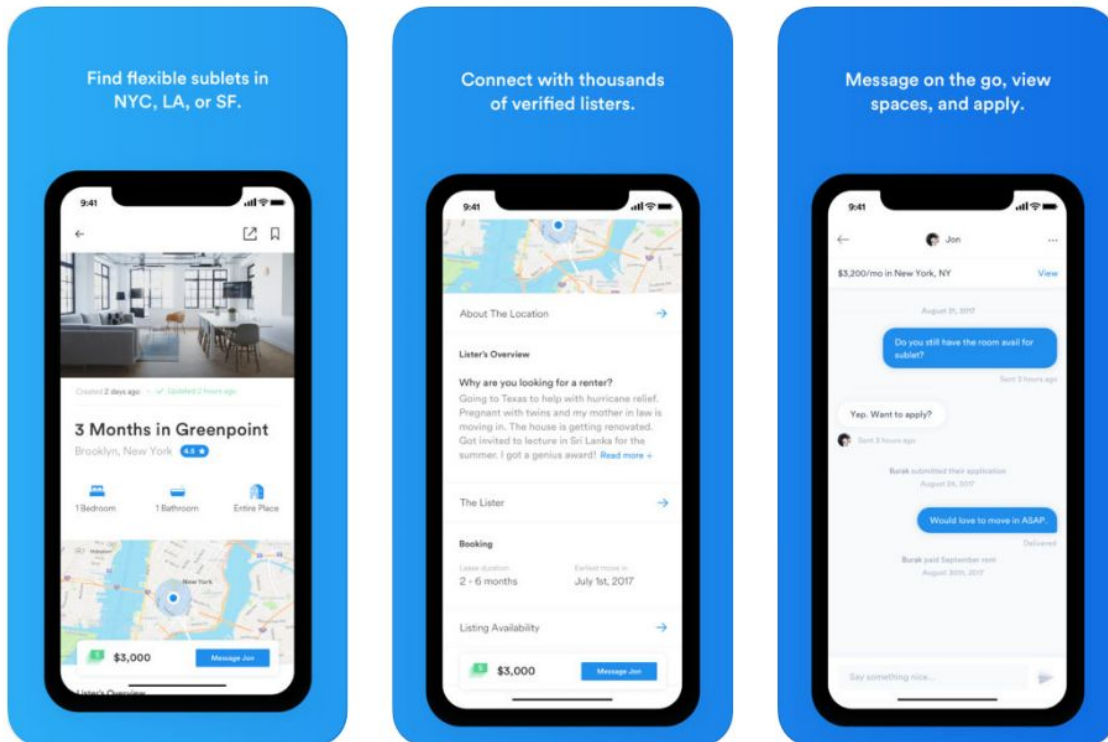
Book your move to lock your price. Make changes even after you book. Pay through Unpakt only 2 business days before your move. Cancel for free before then.

4

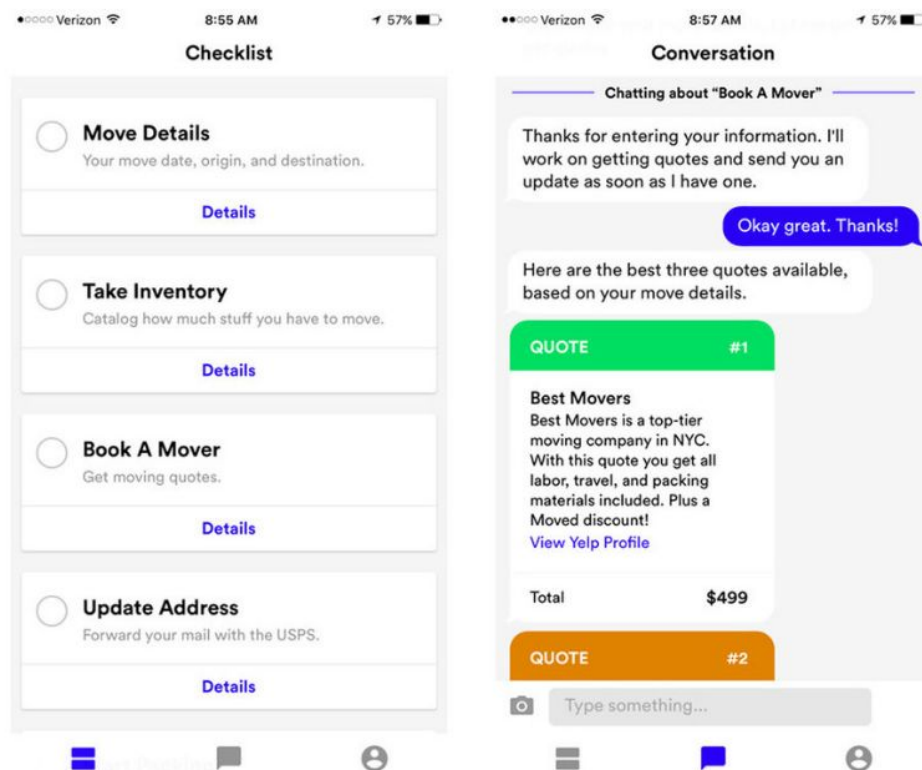
Move

Relax. Unpakt will handle payments so you don't need to worry about surprises on your move day. All moves include an all-inclusive moving package.

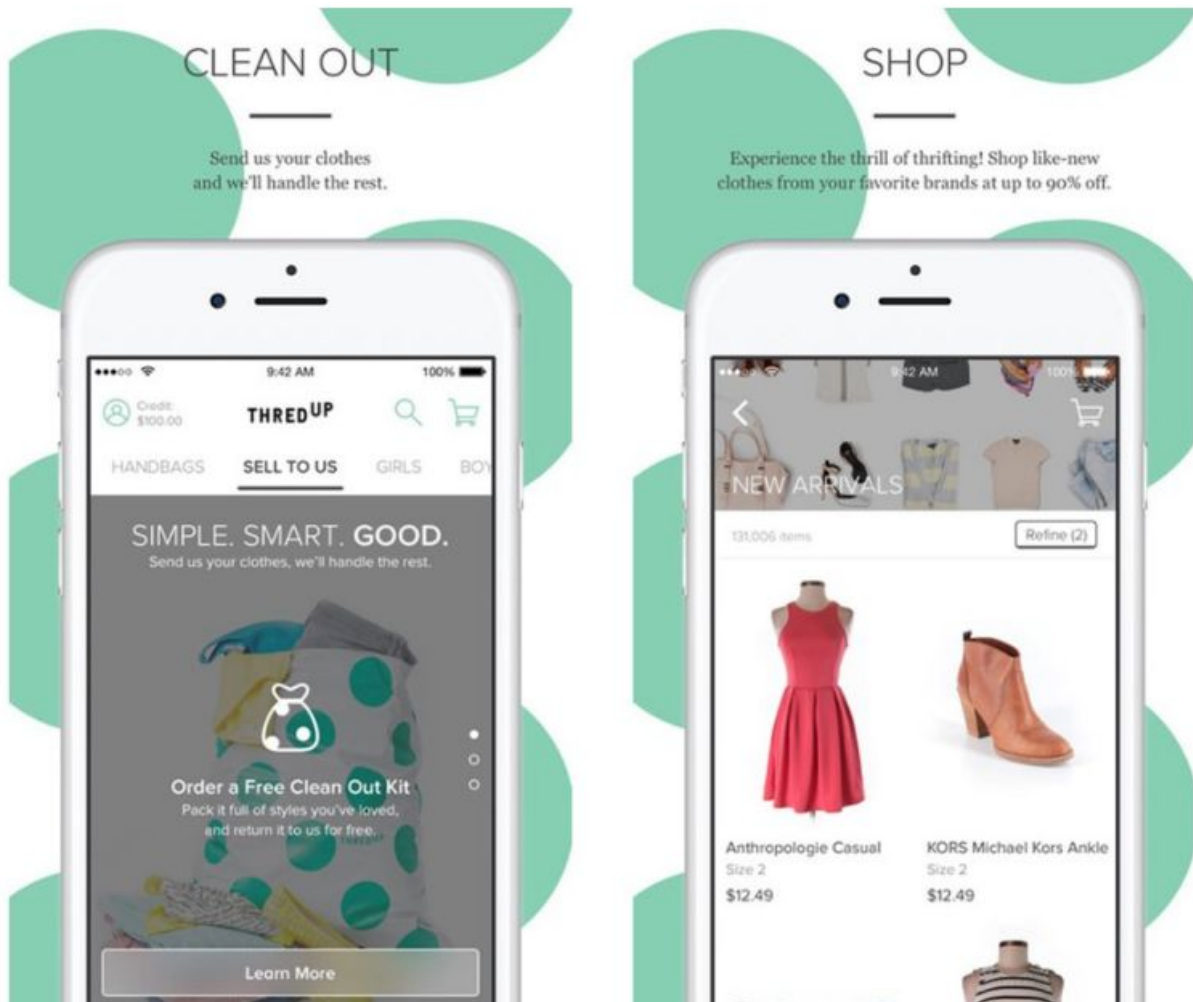
Flip -- app that helps tenants find credible subletters and deal with the landlord; “Flip is an advocate, assistant, and housing expert all rolled into one” -- Business Insider



Moved -- free app that pairs you with a personal assistant to help you organize/execute your move via text



ThredUP -- helps you get rid of old clothes and make some money; sends a huge plastic bag with prepaid return shipping, which you fill up and send back (what they don't buy, they donate)



Moving Checklist Pro -- comes with a list of tasks you need for moving (like finding nearby doctors, banks, cell phone providers, DMV, cancelling services, changing address for newspapers, etc)