

An abstract botanical illustration featuring various elements: a dark teal leaf with prominent veins in the top left; a red, scribbled shape with thin red lines trailing off to the right; a yellow flower with a scalloped edge and a thin stem with several dark teal leaves in the bottom left; a red spiral line in the top right; a yellow leaf with a dark red dot above it in the top right; and a large, light teal, rounded shape with small white dots in the bottom right.

Reclaim

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Team Overview

Problem/Solution Overview

As a buyer, finding someone in your community who's selling what you need is hard—even if plenty of people would be willing to sell if asked. Reclaim is a reverse marketplace where buyers post what they need and anyone can fulfill their request. Reclaim unlocks hidden demand for buyers and reduces the burden on sellers to manually list everything they're willing to part with.

Name

Reclaim

Value Proposition

Everything is for sale.



Tasks

Simple


A buyer requesting an item.

Medium

A seller sending an offer to a buyer.

Complex

A seller setting up automatic alerts for when buyers are looking for a particular item.



Video Storyboard

Set-up: buyer cannot find fan 1 card

Group text chat.

Buyer: Hey! I just moved into Stern for the summer. It's so hot out. Do you know where I can buy a fan?

Friend: At the bookstore?

Buyer: They were out...

Friend: Online?

Buyer: Eh, shipping was \$\$\$ and I don't want to have to wait for it to arrive.

Friend: Have you tried Reclaim? They'll connect you to a seller on campus!

Buyer: Sweet! I'll give it a go.

Simple task: buyer requests an item 2 cards



Buyer picks up phone, looks at it, and says to herself "Oh Reclaim, help me find a fan!" Video angle shows front of her face and back of phone.

Moderate task: sellers send offers to buyer 4 cards



Seller1 is sitting at his desk, hears a beep, and reaches for his phone. He puts his hand to his mouth in shock and says "Someone needs a fan?! I can't believe I almost threw one away!" before darting out of the room.

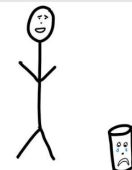


Seller1 racing to dumpster. There is a fan sitting by the dumpster, which he pretends to take a picture. Shutter sound plays.

Moderate task cont 6 cards



Speech bubble appears from fan that reads "I'm saved from the landfill!"



Seller2 in a storage area with a fan that has a sad face on it because it is not being used. Seller2 eagerly pretends to take a photo of the sad fan and the shutter sound plays.



As soon as the shutter sound plays, the fan's face changes from sad to happy and a caption appears that reads "I might have a new home soon!"

Moderate task cont 8 cards



Back to the buyer. Two ding sounds play and the buyer eagerly reaches for their phone. The buyer says "Wow that was fast! Two options already! I'm going to go with this one"

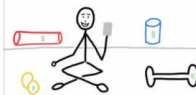


Buyer sitting in front of the fan, enjoying the breeze and smiling, looking happy. Side profile shot to show both the fan and the person.

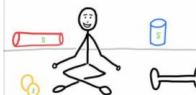
Complex task: seller enabling automatic alerts for when buyers are looking for a particular item 6 cards



Happy seller2 counting their money. The O'Jays - For The Love of Money playing in background.



Zooms out to show seller2 sitting with a pile of unused stuff. Seller2 picks up phone, and says "Hey let me set up automatic alerts on Reclaim if anyone requests any of this stuff"



Seller2 looks at each item, thinks, nods, cash ching nose, and dollar sign appears as each item fades away. Seller2 leans back, smiles, and exclaims, "I made a lot of money selling things I'm not even using!"