Application Awareness

- Users learn of LendIt through referrals or digital marketing campaigns;
- They then head to the app store and download the LendIt app.

Onboarding

- Users have downloaded LendIt and are then prompted to sign in or create an account
- Most users will be new to the app so they will go through a series of questions to create an account. Key data will include customer name, location, email and mobile number
- Users will receive an email to confirm account then set password to gain access to account

App Use

- There will be various ways our users can utilize the LendIt app. For example, some users may be more interested in using LendIt to Lend whereas other may just want to earn money for the items they have to be lent. Some may want to use both functions equally!

Listing Products

- To list products users will navigate via the menu from the app home screen
- When listing, they will be required to populate information such as product title, description, image, location and cost to lend. We will also utilize the geolocation feature to show a map as to where this product is located to other users.

Lending Products

- To view products available to lend, you will be able to navigate to this using the menu from the home screen
- Products will appear on an image-based wireframe to scroll through and click into a product to review
- Filters will make for a better user experience e.g. filter by product type, colour etc.

User Interaction

- Once users identify a product they wish to lend, there will be the option to message the product owner to ask questions about the product and organize to lend the item.
- In V1 of LendIt all other interactions will be handled offline, this will be better handled come V2