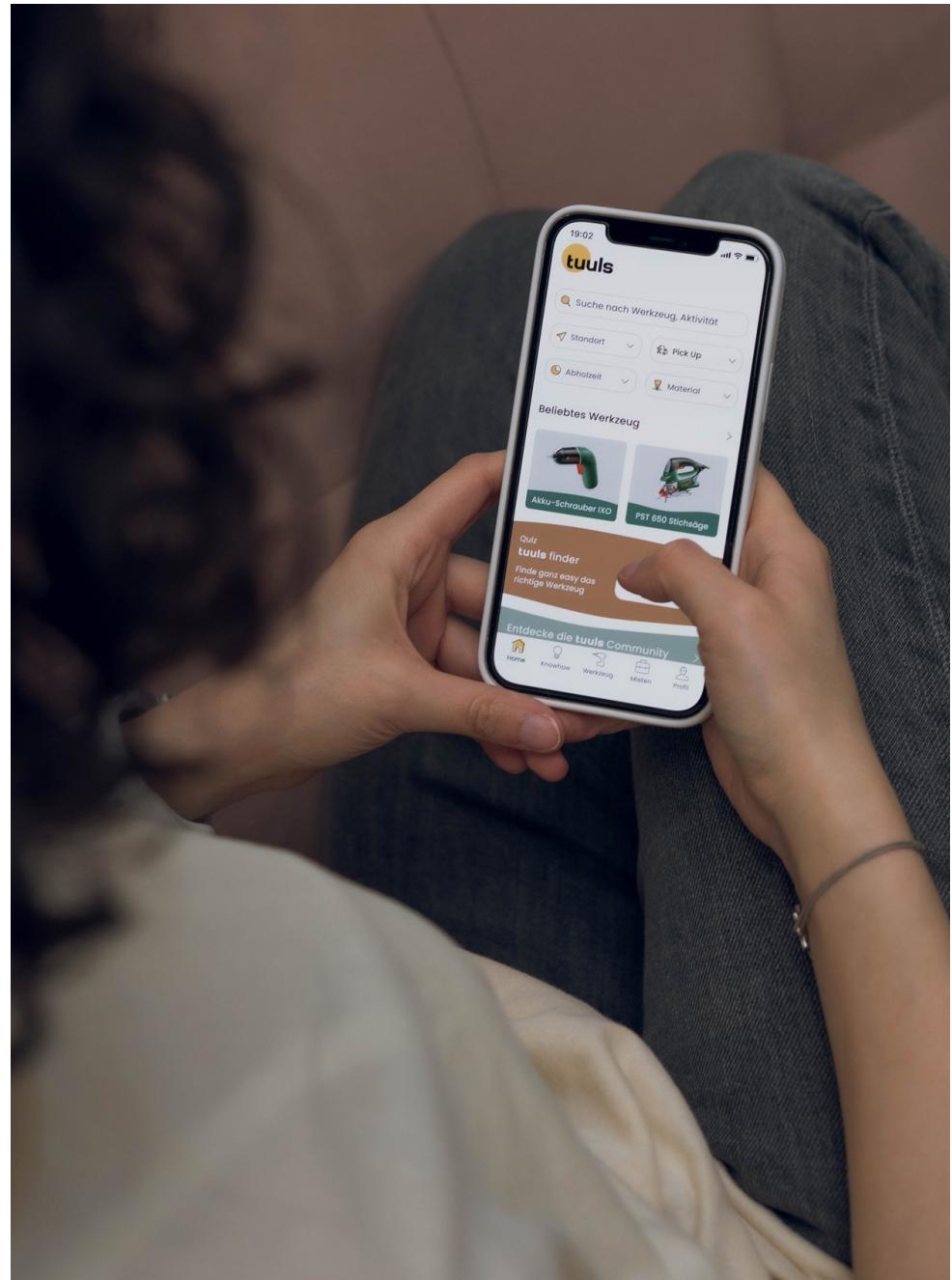
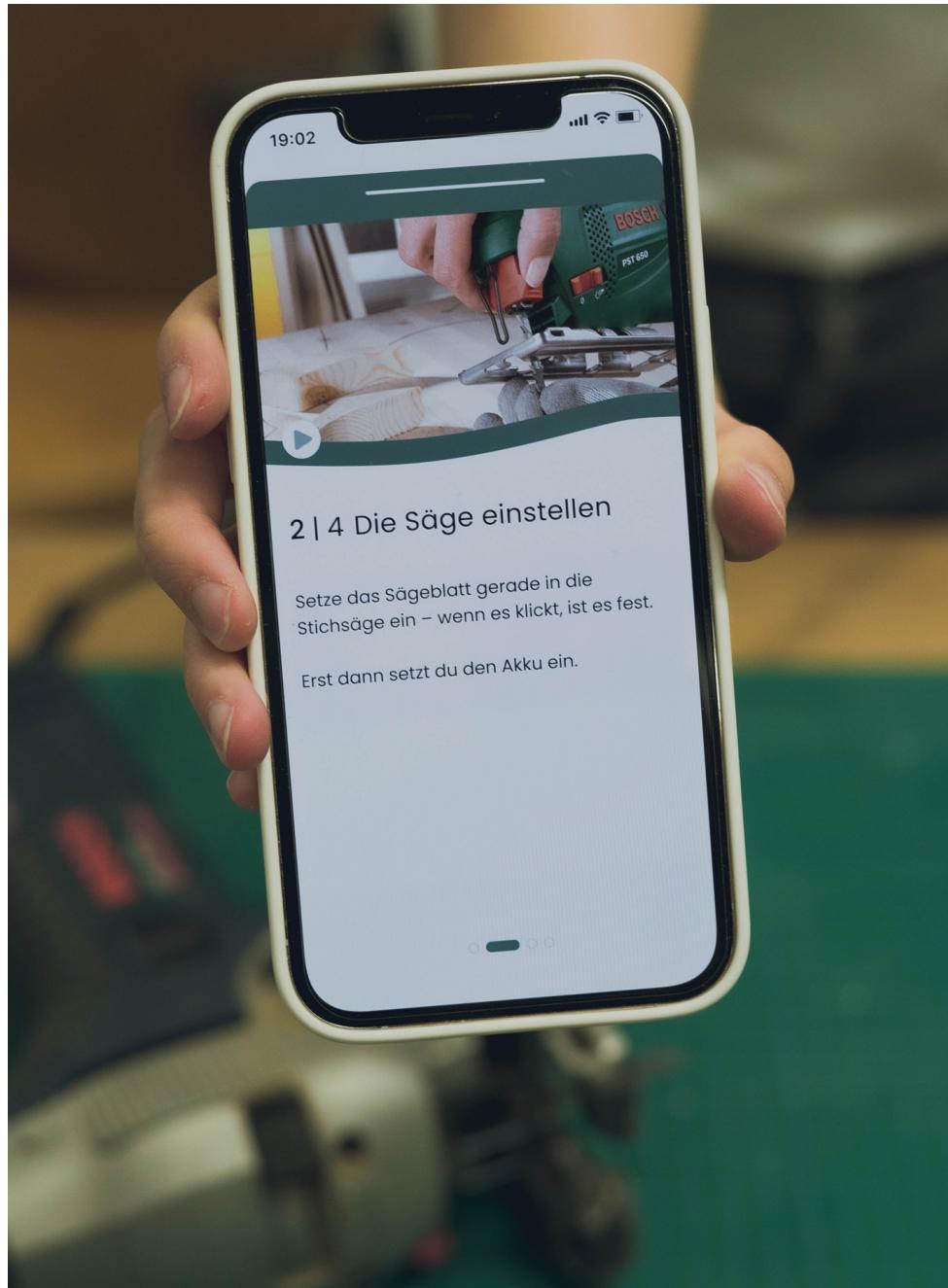


In Short

tuuls is platform for renting power tools, comprised of a physical station and app. The app offers an intuitive rental process and valuable resources like tutorials and a community of DIY enthusiasts, reducing entry barriers and promoting tool usage. In collaboration with Bosch, we delved into expanding their concept with an app with a distinctive brand presence, as well as ensuring a consistent and intuitive user experience.

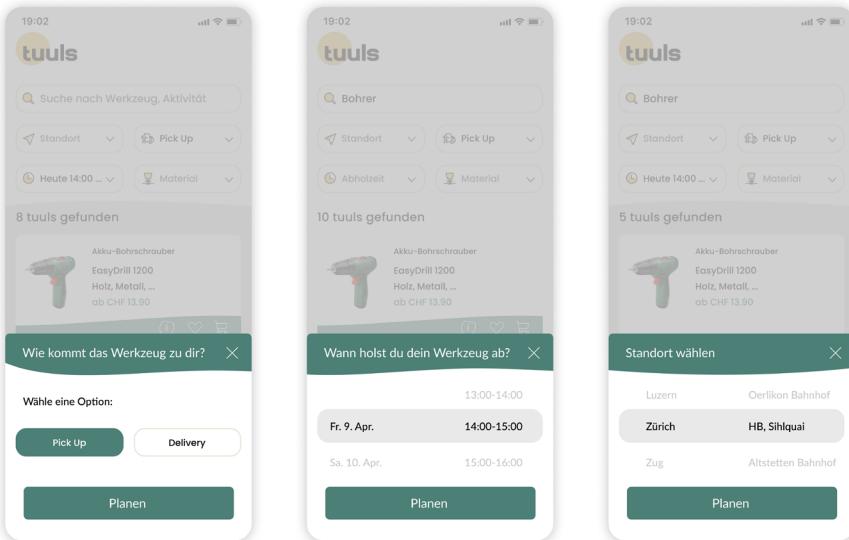




Challenge

People who do not use tools daily tend to be reliant on other people who have them. If this is not an option, they need to buy them, which can be inconvenient. Through an on-demand renting service of power tools, Bosch investigated the viability of their concept targeting DIYers. They did this via a working prototype of a station containing the tools in highly-frequented locations in cities, complemented by a website on which to make reservations. However, there is potential in expanding the target group the service is currently catering to, since offering easy accessibility to tools combined with knowledge of how to handle them can transform the service from being a fringe to a mainstream offering. Therefore, through a collaboration with Bosch, we worked on improving their concept by exploring how to expand it. Providing not only the tools but also information on how to use them seemed a promising prospect that would get more people interested in Bosch tools.

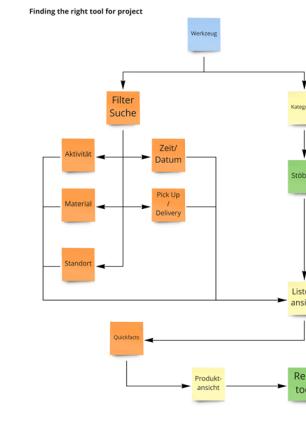
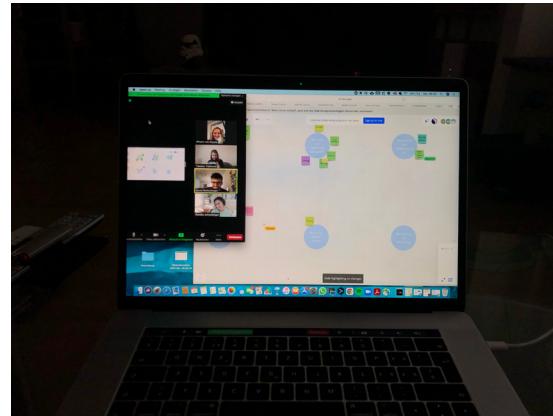
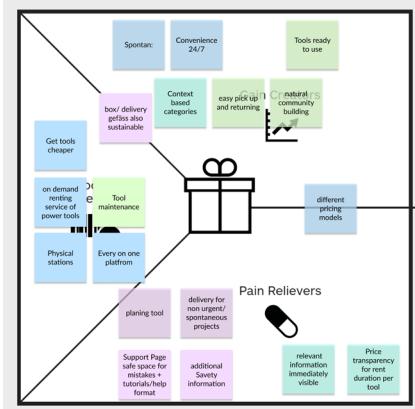
Concept Video: tuuls



Concept

The goal was to bring a more inclusive angle of empathy into this world of people who were accustomed to handling tools, in regards to differing knowledge degrees and gender identities. We aimed to meet users at varying degrees of tool knowledge at eye-level by offering support and the ability to acquire and use tools independently.

Our intention in our research was to approach this project in as unbiased a manner as possible, having the user in mind first and foremost. Our research indicated that the use of power tools was not widespread and that stereotypes were perpetuated in this field, which could be demotivating for some. Key features we found in our research were a need for an inspiring platform that offered knowledge through articles or a community in a gender-neutral way. The offering a mix of planning possibilities and spontaneity would ensure that the platform remained flexible enough to be used in relation to a variety of contexts or circumstances. Our concept proposal therefore entailed restructuring the renting process while also adding new features to the service.



Process highlights

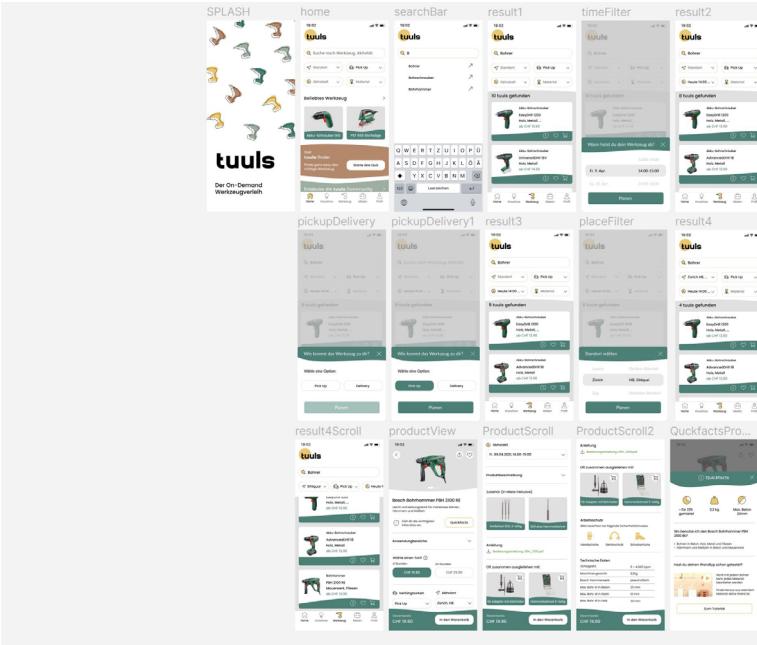
During the field research we prioritised the user's perspective on the service, which is why we continued to follow a human-centric approach. We wanted to examine and identify the differing perceptions and emotional responses of our user groups. Through interaction with the user through surveys, interviews, workshops and user tests, we formulated possible solutions iteratively based on their feedback. Due to Covid19 restrictions, the majority of our interactions with our users were online.

From insights gained through lengthy interviews with our users, we attempted to address their needs in form of gain creators and relievers. We saw most potential in focusing on pain relievers such as being able to plan.

By conducting an online workshop on Miro and Zoom, we aimed to involve our users in the ideation process, while also focusing on more subliminal information. We wanted to test if and to what extent the areas of our potential solution, were of interest to our users or if

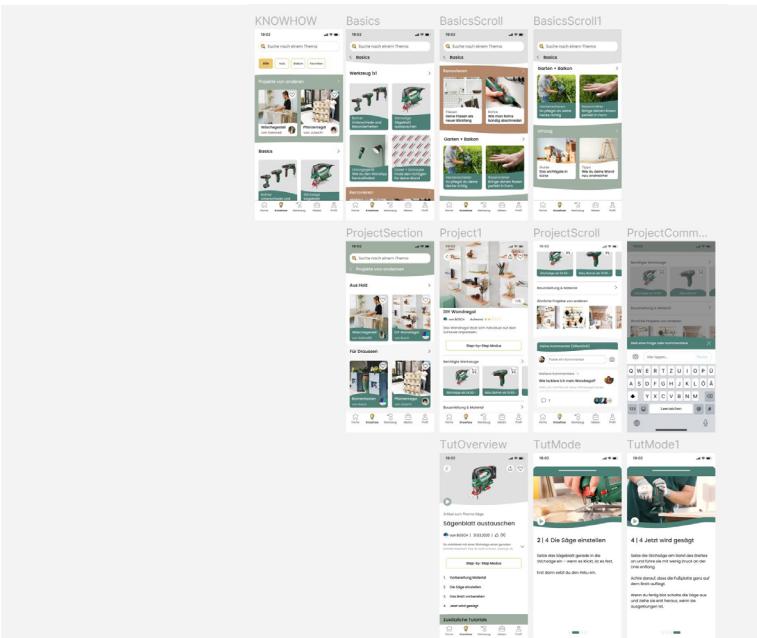
they prioritised other aspects.

The outline of our most important functions was both, a tool as well as to gain an overview of the interconnections.

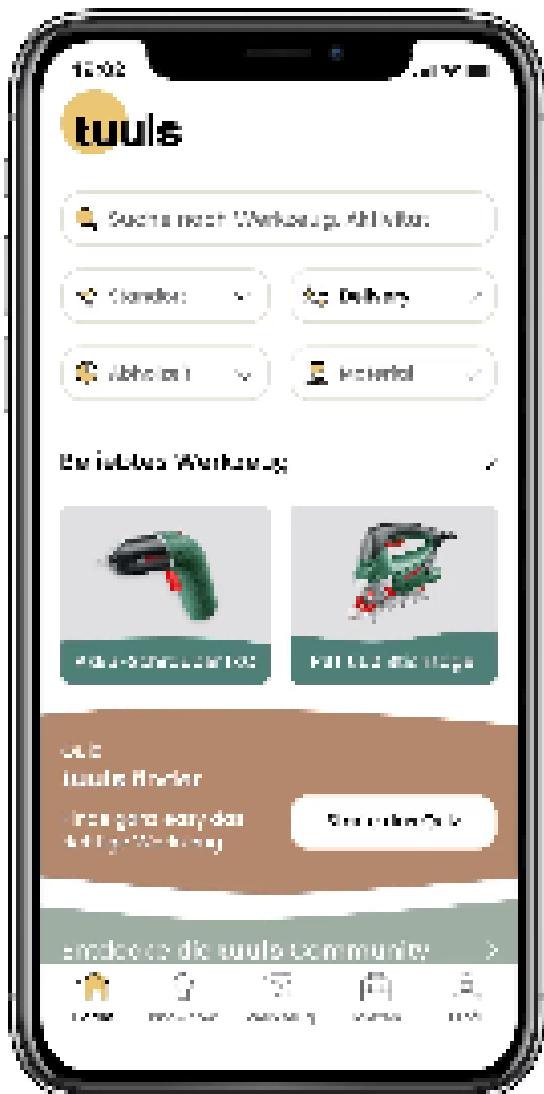


Wireframes & Visual Identity

We developed all our wireframes on Figma, and used the prototype function to create microinteractions. In addition, we also conducted user tests on this platform.



As for our visual identity, we decided on more muted tones of greens and browns. They are used to create a visual separation between the content, since they are neutral enough to fill larger areas without being obtrusive. Also, they evoke associations of different context where tools could be used. We found that these colours harmonised with Bosch's green and red colour scheme. They are neutral enough to accommodate the tools in Bosch's portfolio or third party products. We decided to use curved elements as an additional element for separation. Through this, we wanted to create a recognition value that conveyed creativity and the process of learning lending from the principles of Wabi-sabi. We see the process of acquiring knowledge as continuous, because learning goes hand in hand with making mistakes. By using imperfect shapes, we wanted to invite people to learn and experiment.



[A screencast of the clickable prototype](#)

**Keen to find out more?
Drop me a line:)**

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