

Geo-Sharing: A Mobile Application

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- **Problem background/motivation:** People too often buy consumer goods for a simple, one-time task when they could simply borrow or rent them from someone nearby. Rental services are prevalent but often overpriced.
- **Particular problem that you're trying to solve:** In particular, people do not know of the availability of things to borrow from neighbors or people nearby. My application will hope to provide a craigslist-type posting and reply solution to people looking for goods or services in their nearby area.
- **Taste of past solutions:** Craigslist.com is the obvious model from which I am basing my application. There are many mobile applications for Craigslist already in existence (although there is not an actual “Craigslist” app). [1]
- **Your proposed solution and how it's different from past attempts:** This app will provide a geographical, map-based component to the craigslist model, while focusing on sharing: users are encouraged to post a pin at their location with a description of what they are willing to share or to rent out to someone. There will need to be appropriate legal documentation and agreements and personal information provided to the app's database so that users will be punished for returning goods in worse shape than they were lent or if they fail to return them at all. Each posting will require tags. For example, if User A posts that he has a lawnmower that people can rent from him for 5 dollars, he would tag “lawnmower” in his post. When User B searches for “lawnmower”, pins will be dropped on his map for any postings in a specified radius with the lawnmower tag, including User A. Then, User B can go borrow a lawnmower from User A, using personal information provided in the posting such as a phone number or email address.
- **Your target users:** My target users are anyone who is willing to share their things with others to promote neighborly practices and to cut down on the unnecessary consumption of consumer goods.
- **Evaluation plan:** lo-fidelity user testing, iterating upon receiving feedback and updating if needed, then possibly releasing on a TBD mobile app store.
- **References:**
 - 1. *Google.com*. Retrieved September 8' 2013, from <https://www.google.com/search?q=mobile+app+craigslist+map&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a#q=mobile+app+craigslist&rls=org.mozilla:en-US%3Aofficial>