
Project 2 :

Service Design to enable peer to peer sharing of goods

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Overview



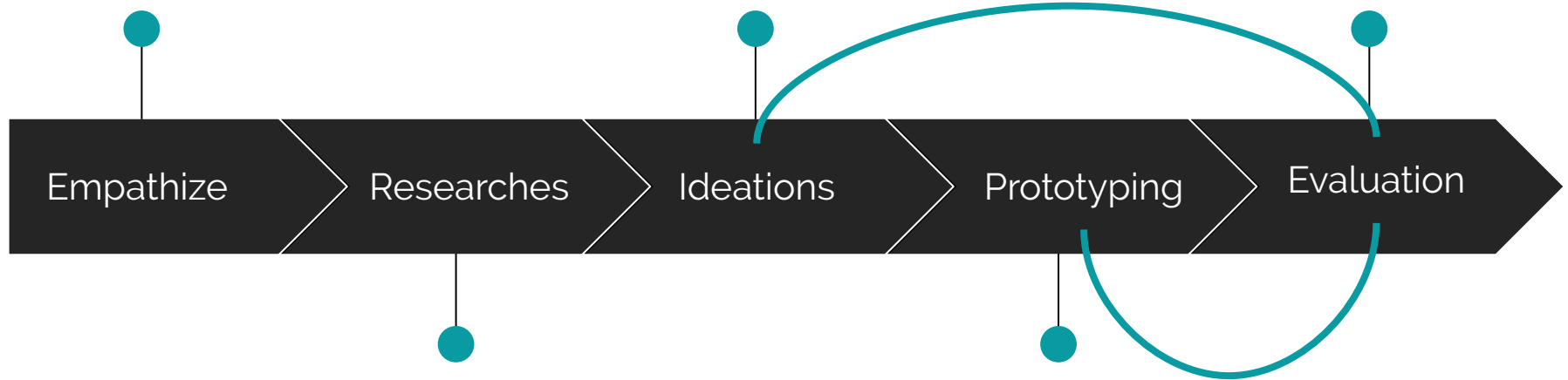
Intention

- Sharing idle products and services
- Reduce the product dominant market. Hence the waste
- Cutting down costs
- New Social behaviour which aims for experience rather product

Understand what the problem is and how user is dealing with it in current situations

Sketches and personas to identify solutions and then designing for them.

Evaluating the prototype using both qualitative and quantitative methods.



Empathize

Researches

Ideations

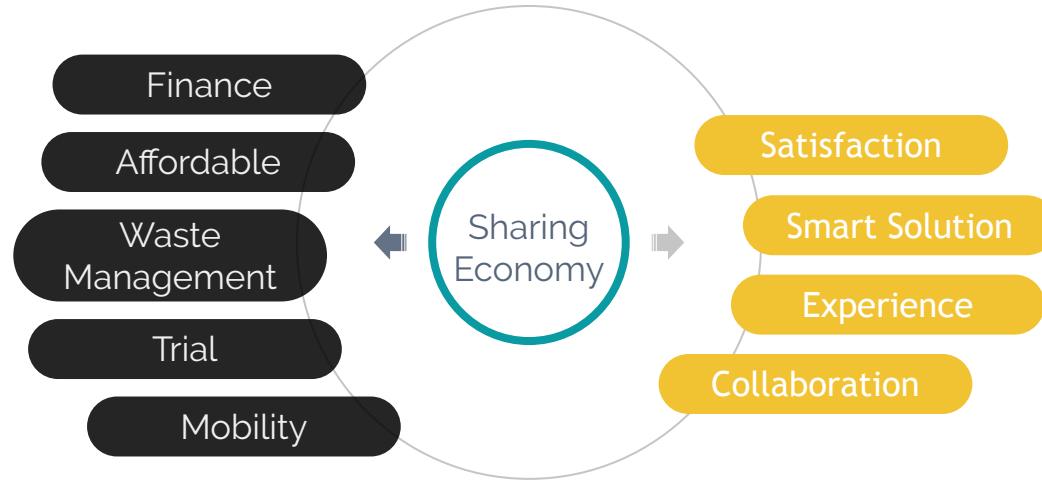
Prototyping

Evaluation

A secondary and primary research to help understand the issue further and find opportunities to solve

Low-fi and high-fi to capture user experience and gather feedback

Sharing Economy will help in -



→ Decreasing environmental effects

→ Increased sense of trust

→ Reducing the sense of ownership

→ Incentive opportunity

→ Frugal is the new way of lifestyle

→ Contributing to the environment

Sharing Economy in India

How does it work in India ?



- Decreasing environmental effects
- Increased sense of trust
- Reducing the sense of ownership

Say

Think

- Decreasing environmental effects
- Increased sense of trust
- Reducing the sense of ownership



- Decreasing environmental effects
- Increased sense of trust
- Reducing the sense of ownership

Does

Feels

- Decreasing environmental effects
- Increased sense of trust
- Reducing the sense of ownership

Design Goals



- Enabling sharing of idle products and services for a closed knit community such as colleges like IIT to conserve resources , cut down costs, eventually reducing Environmental impact.
 - Targets Millennials, Specially college students where migration and affordability is an issue.
 - And they end up accumulating a lot of stuff which they do not need at all or more than once.
-

Evidence Planning

Enhance

- Brings new value to resources underutilized.
- The experience of sharing over traditional way

Replace

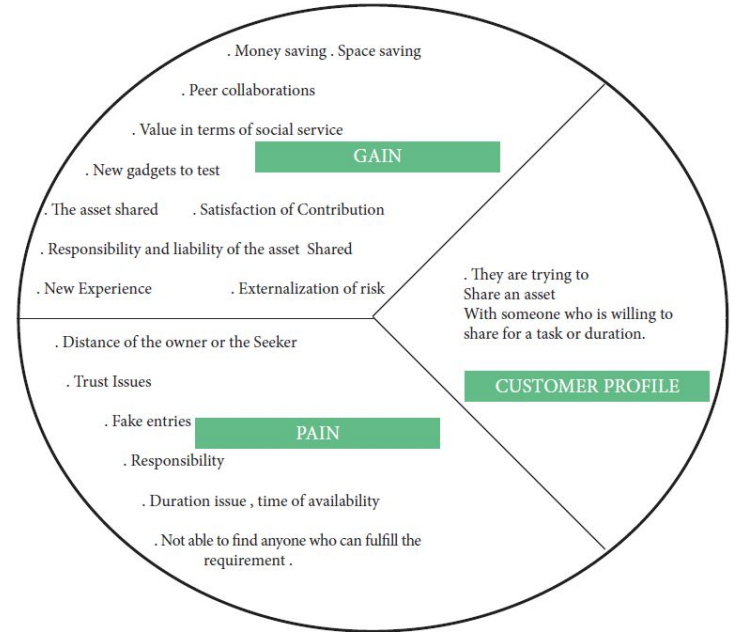
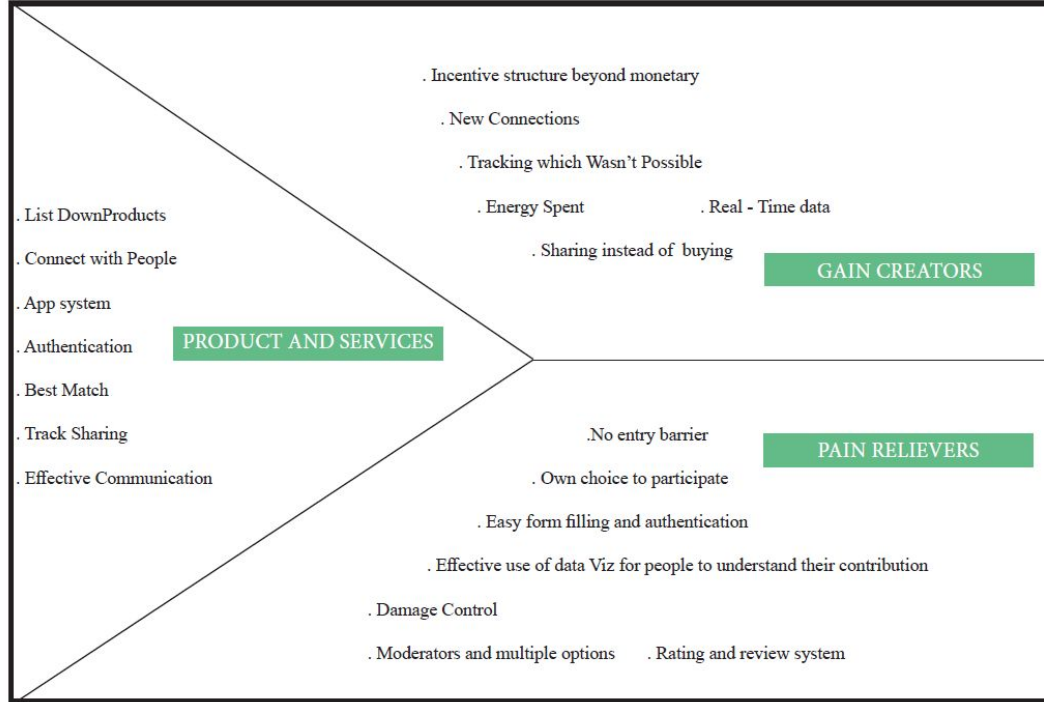
- Desire to own over experiences.
- The expenditure

Re-Use

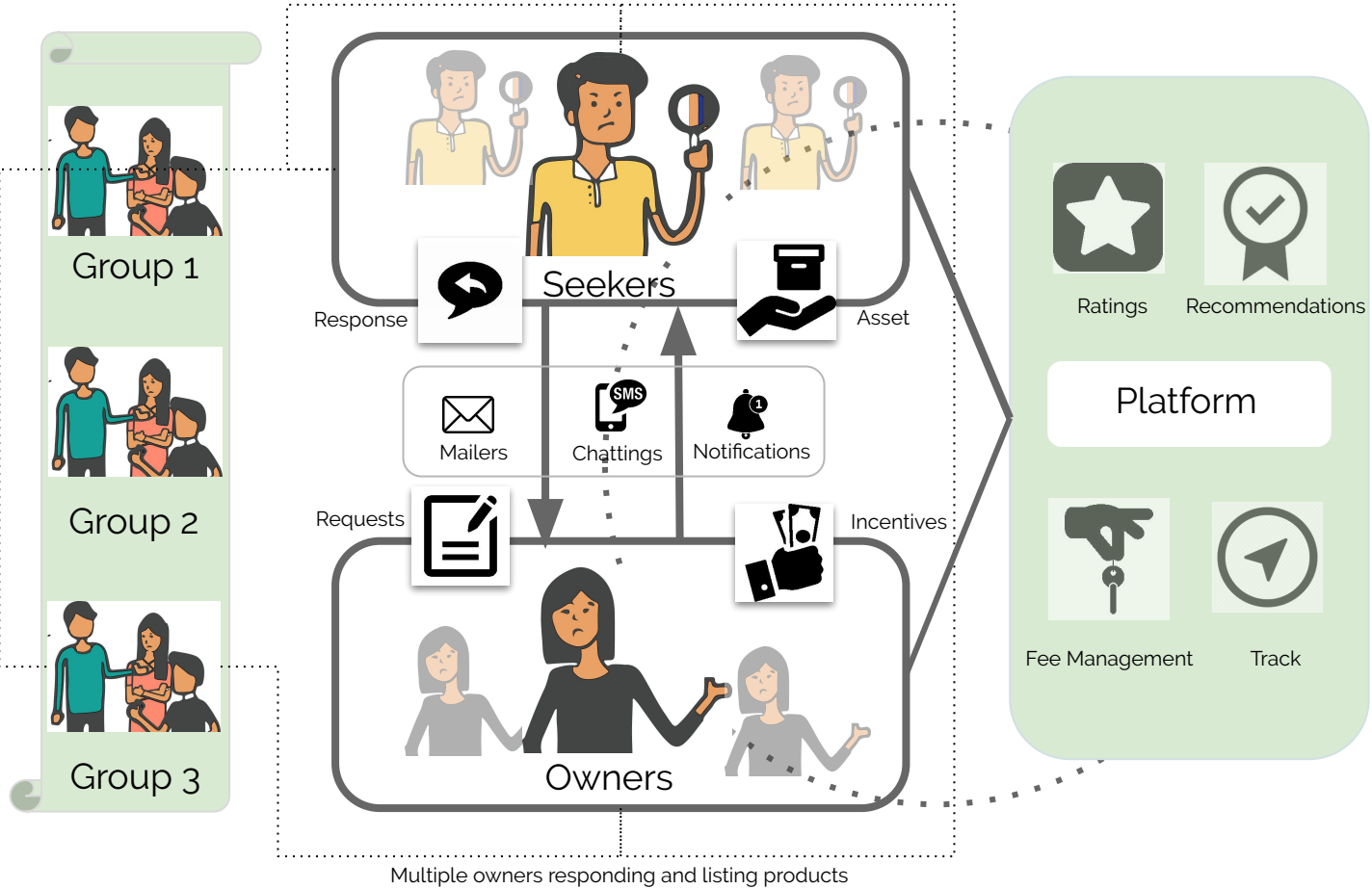
- Build upon Community Sharing
- Trust amongst peers

Limit

- People treat it like a new marketplace.
 - The need for involvement of third party.
-



Connected through various groups and personal contacts



Connected through various groups and personal contacts



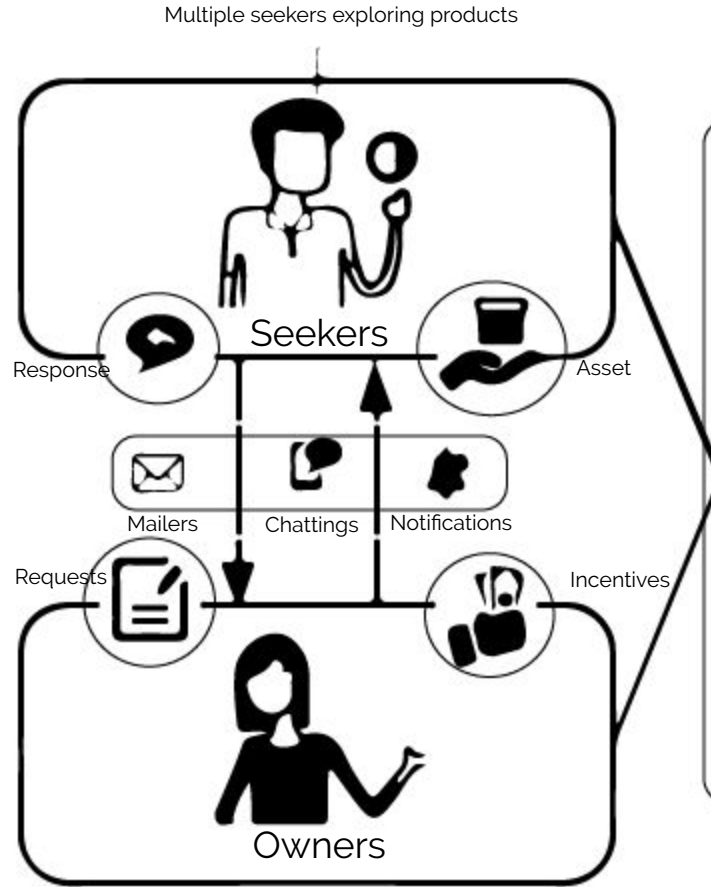
Group 1



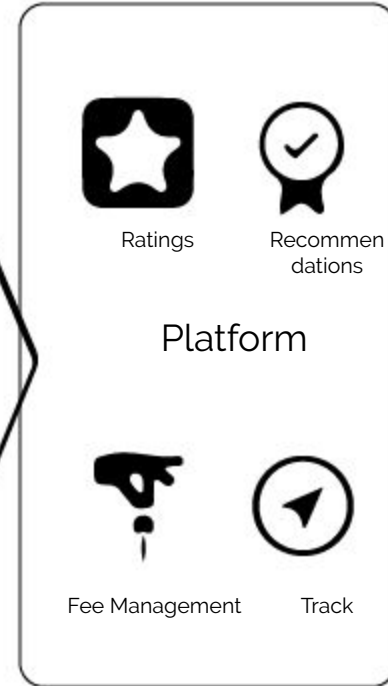
Group 2



Group 3



Multiple owners responding and listing products



Customer Journey Map for an owner and seeker



A student at IIT

Guiding Principle

Online submission of a request or tracking of items shared eases the whole process of sharing and opens up the door to share with people who are not there in your immediate vicinity. Although users are apprehensive during the process, it is identify where an opportunity could be turned into an idea.

The customer is looking to share his asset or a new asset with someone who is willing to share.
or
The customer is looking to share his expenses for a new asset and wants to help someone in need.

To be able to post a request to share an item required for specific amount of time. Timely availability of the asset and cost effective solution

To be able to share expenses of the new possessed asset. Help someone in need and contribute to the environment.
Track the asset and control the responsibility

STAGE	Explorations	Make a Request	Response Time	Communicate & Plan	Delivery & Pick-up	Return Process	Dispute Management
DOING	<p>A need has arisen</p> <p>Research Product</p> <p>Check prices</p> <p>Ask friends & Neighbours</p> <p>Looking for a temp soln</p> <p>Web Search</p> <p>Reading the mail or the handbook</p>	<p>Fill the information and preferences</p> <p>Become a member</p> <p>Add close friends to create new circle.</p>	<p>Wait for people to respond</p> <p>Send invites</p> <p>Reads about the implications of over-owning on environment</p> <p>Decides to list down own products</p> <p>Share this with desired group</p> <p>Wait for people to request</p>	<p>Receive notification on both mails and phone</p> <p>Chat with the seeker or owner</p> <p>Make Quotations</p> <p>Make the appropriate payment</p>	<p>Fix time and date</p> <p>Adding the person to the connection list</p> <p>Confirm the place and time</p> <p>Confirm the product state</p> <p>Decide the place to collect</p>	<p>Get notified before due date</p> <p>Send the request for details to owner</p> <p>Respond back to the seeker</p> <p>Make any remaining payment</p>	<p>Report the damage to the owner</p> <p>Pay the cost.</p> <p>Give Appropriate Reasoning</p> <p>Report the issue using CMS</p> <p>Share logs , pictures</p> <p>Rate the participants</p>
THINKING	<p>I just need this for this one time.</p> <p>Should I buy this product?</p> <p>Where will I find something cheaper ?</p> <p>Can I ask someone to share ?</p>	<p>Will they be willing to share ?</p> <p>What if no one is interested in sharing ?</p> <p>Instead of making any payment of monetary value , will I be able to swap any product for sharing purpose ?</p>	<p>Time required to find something.</p> <p>All my acquaintances from dept. And hostel seems to be here.</p> <p>Will this person be able to take care of my product</p>	<p>Will this be the right amount I am paying for this service ?</p> <p>What if I don't like the product , will there be an option of not accepting</p> <p>Can I negotiate the price ?</p>	<p>Will this be the right amount I am getting or paying for this service ?</p> <p>What if something happens to my product and this fee is not able to compensate for it</p>	<p>What if the returned product claimed to be flawed ?</p> <p>What if you accidently damaged the product ?</p>	<p>Who will bear the cost of repair ?</p> <p>How can I provide proofs?</p> <p>How do I appropriately compensate for the error you made?</p>
FEELING	<p>Taxing </p>	<p>A sigh of relief </p>	<p>Task at hand , waiting </p>	<p>Taxing </p>	<p>Responsible </p>	<p>Responsible </p>	<p>Taxing </p>
OPPORTUNITY	<p>Incentives for first time users</p> <p>Make them join a loyalty program</p>	<p>Option to create a new request with the preference of buying if the item is not available</p>	<p>Let them realise the importance of sharing</p> <p>Additional deposit could be taken</p>	<p>Option to disable acceptance of alternate payment beforehand</p>	<p>A chance to review the product before making the final payment</p>	<p>Option to make payments afterwards as well</p>	<p>Terms and services should include the cost bearing clause.</p>
TOUCHPOINTS	<p>Mallers Handbooks</p> <p>Search Friends & Peers</p>	<p>App Other apps to communicate</p>	<p>Mallers Apps</p>	<p>Mallers Apps</p> <p>Calls</p>	<p>Person to person</p>	<p>Mallers Apps</p> <p>Calls</p>	<p>Mallers Apps</p> <p>CMS Calls</p>



Scenario - 1

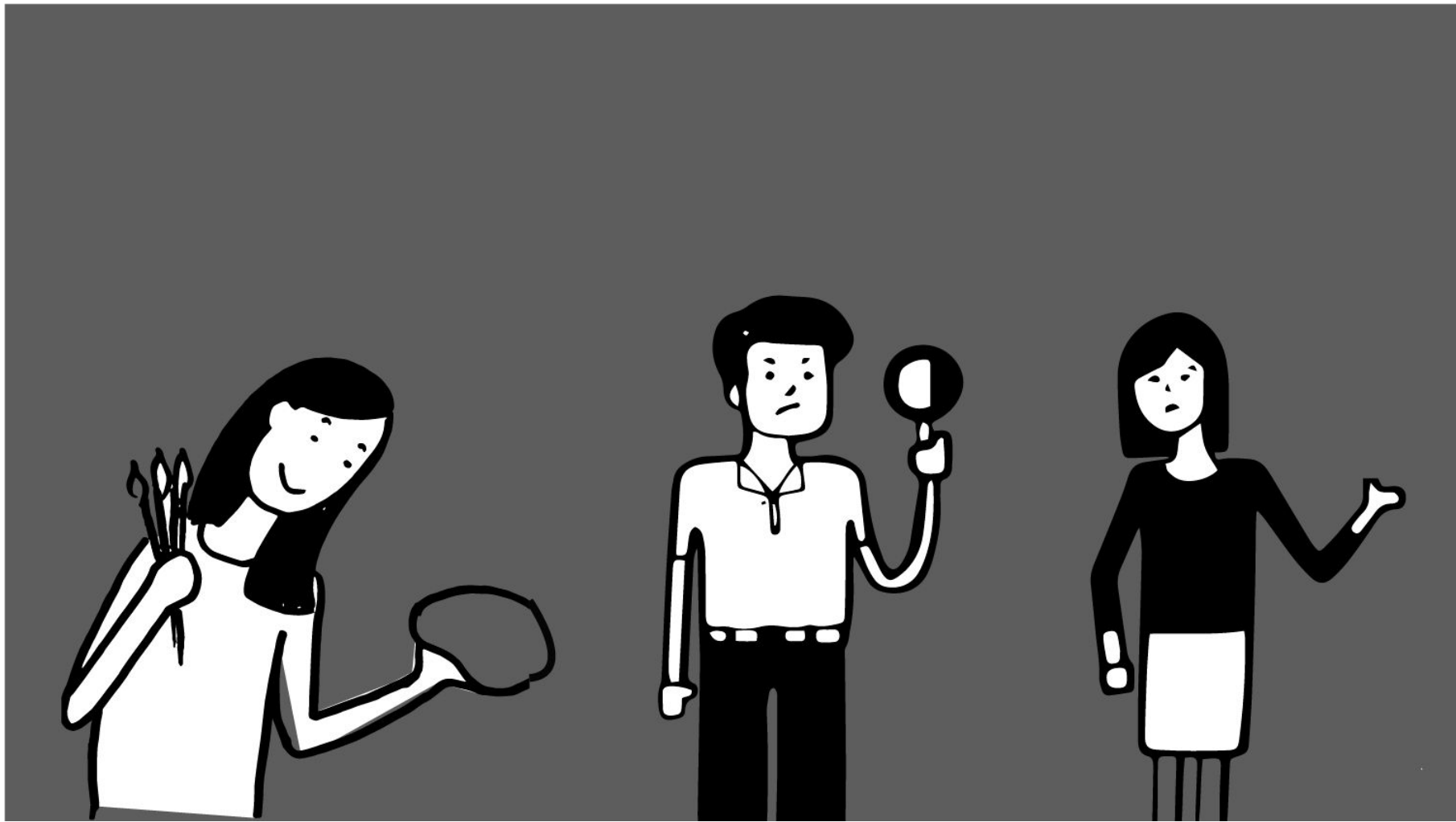




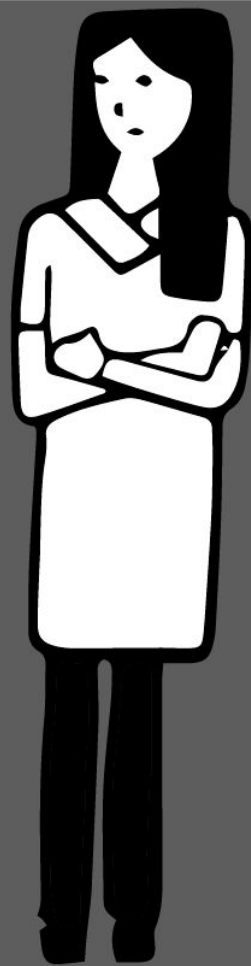


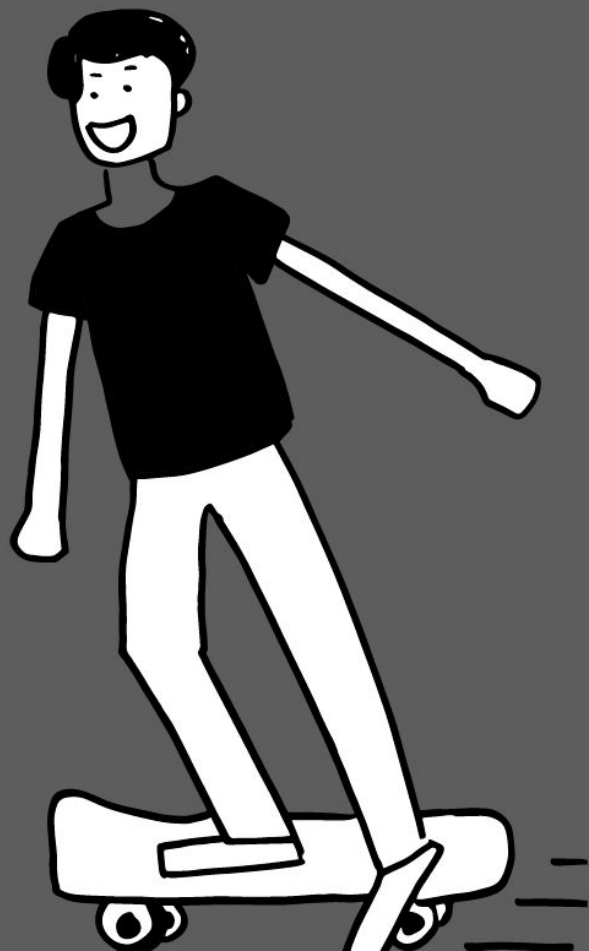








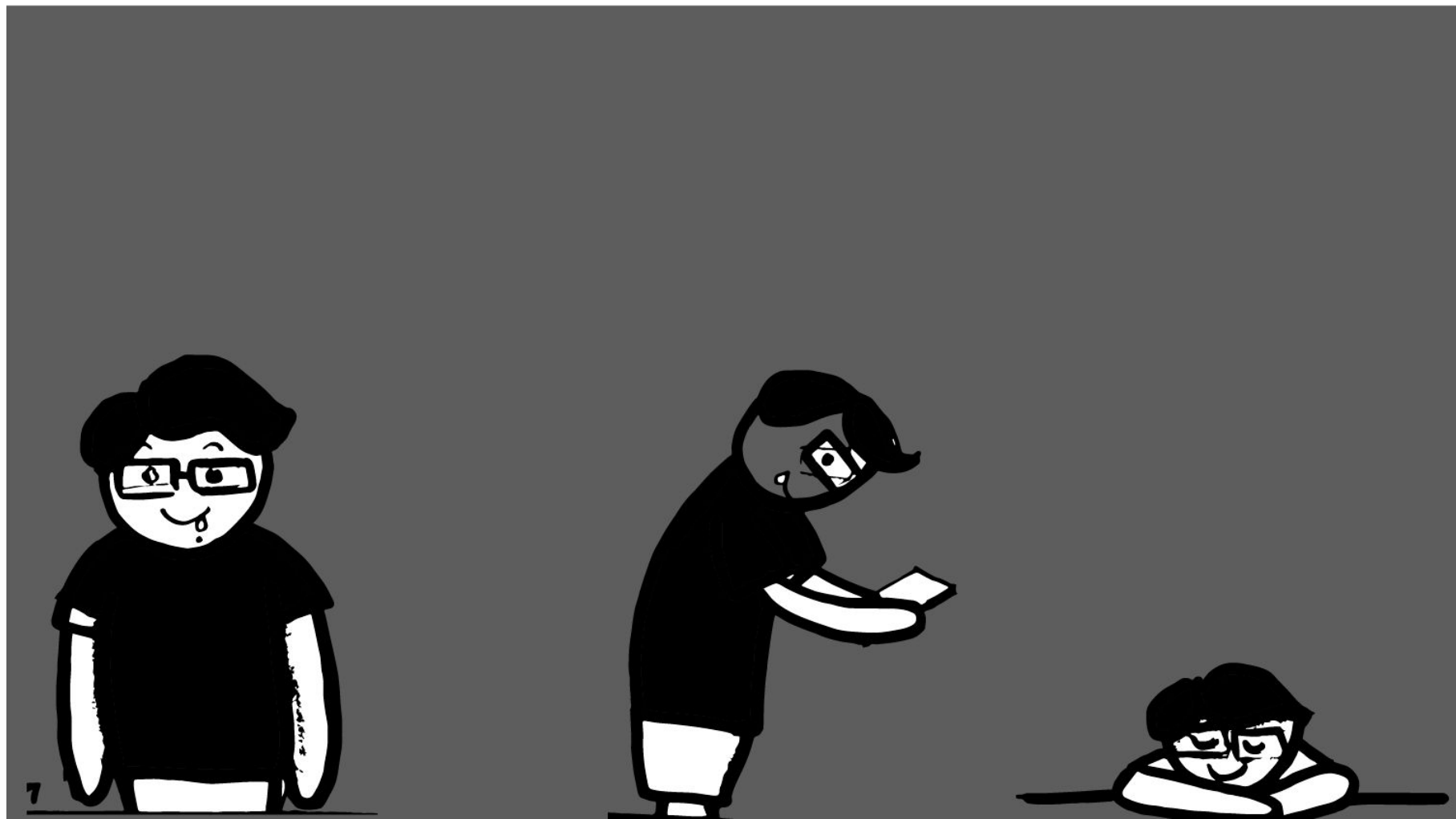


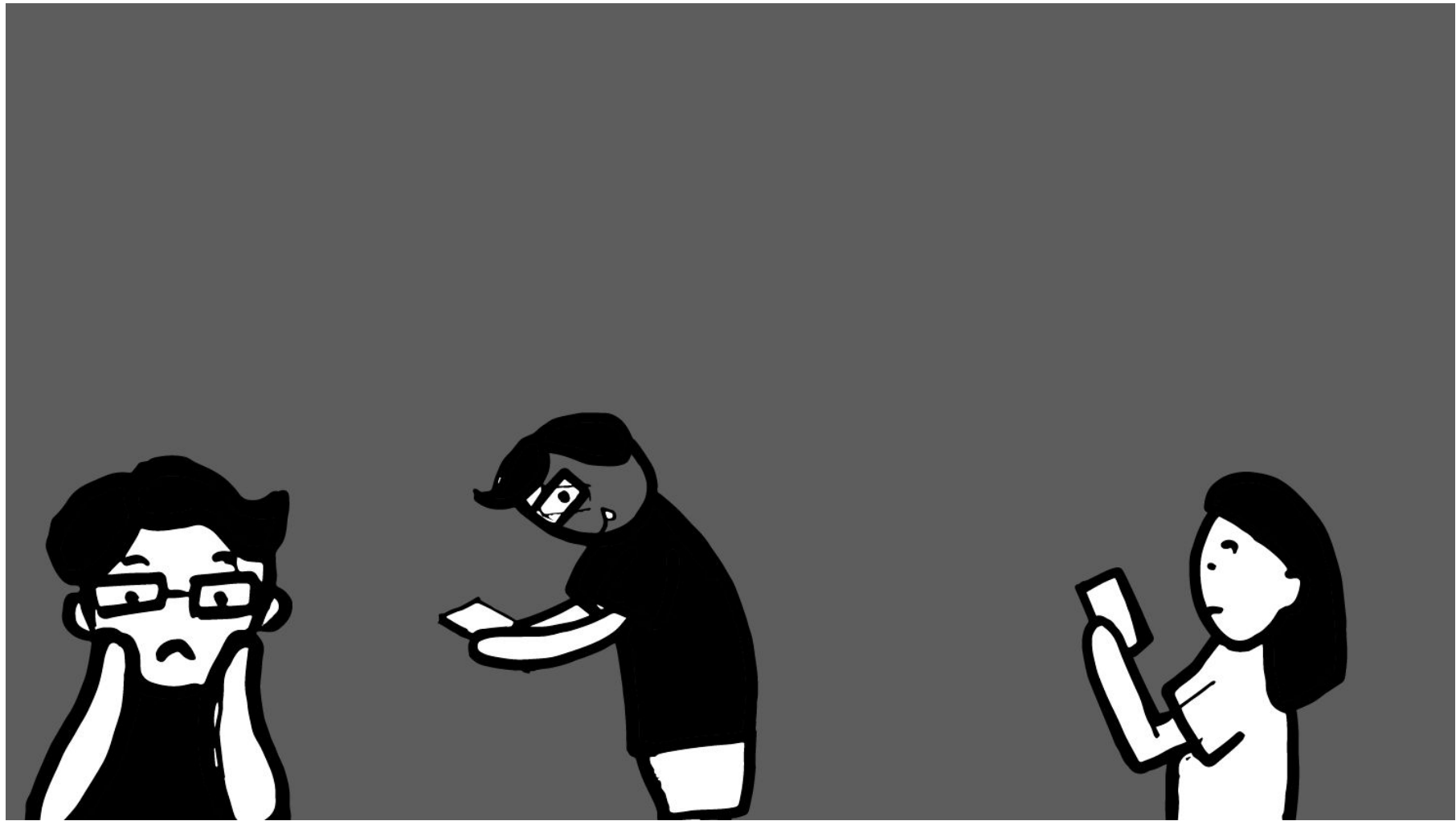


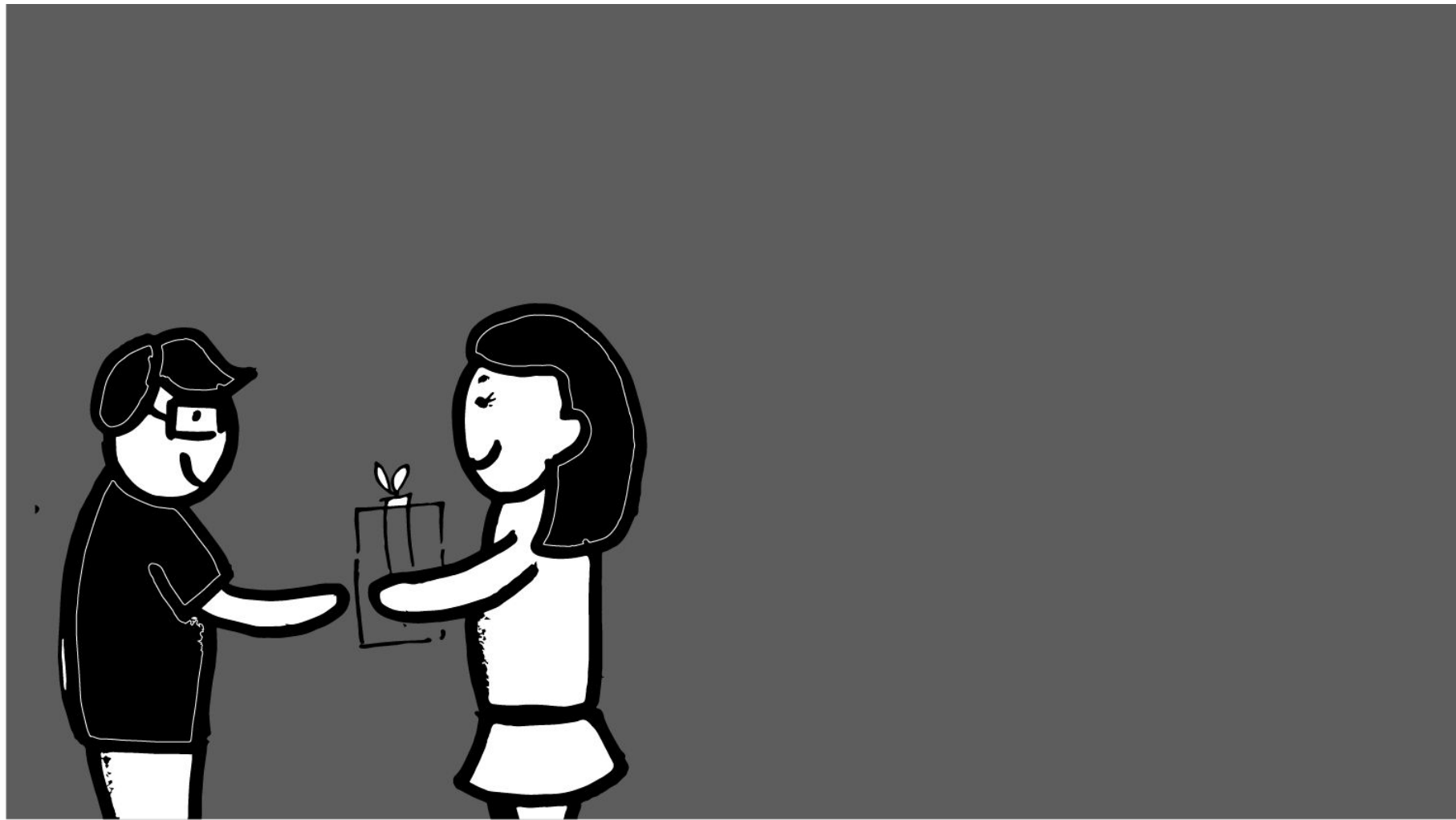


Scenario - 2





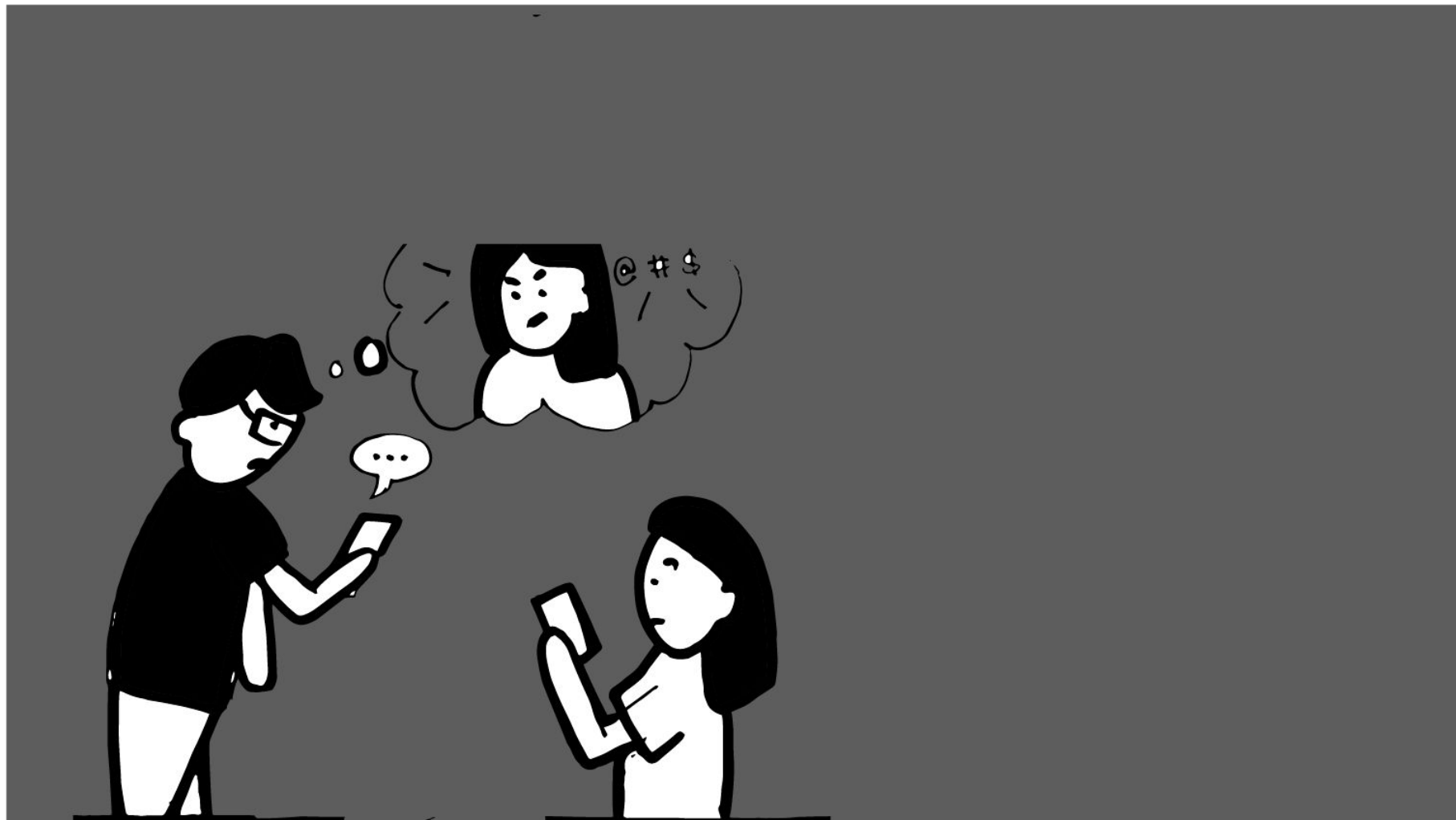


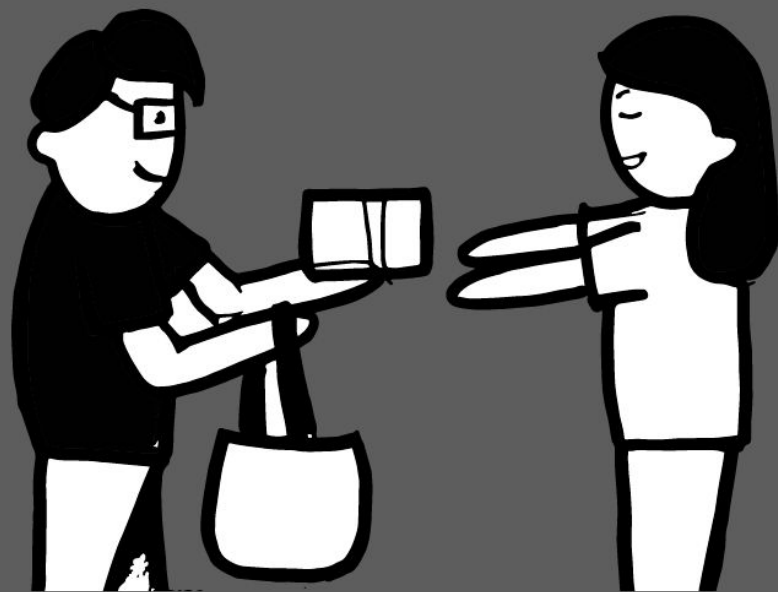








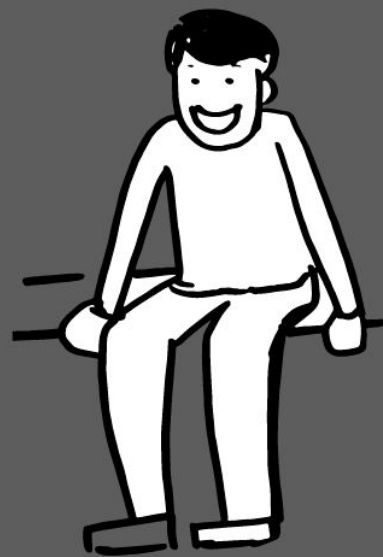
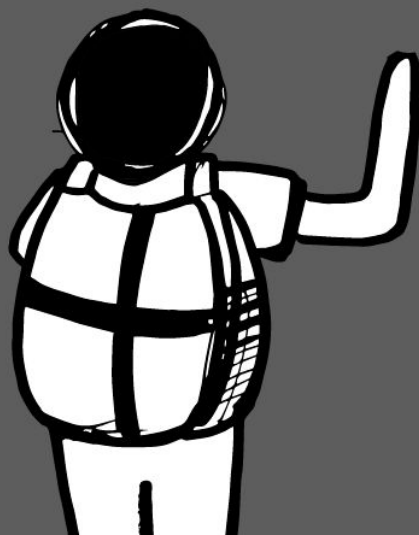




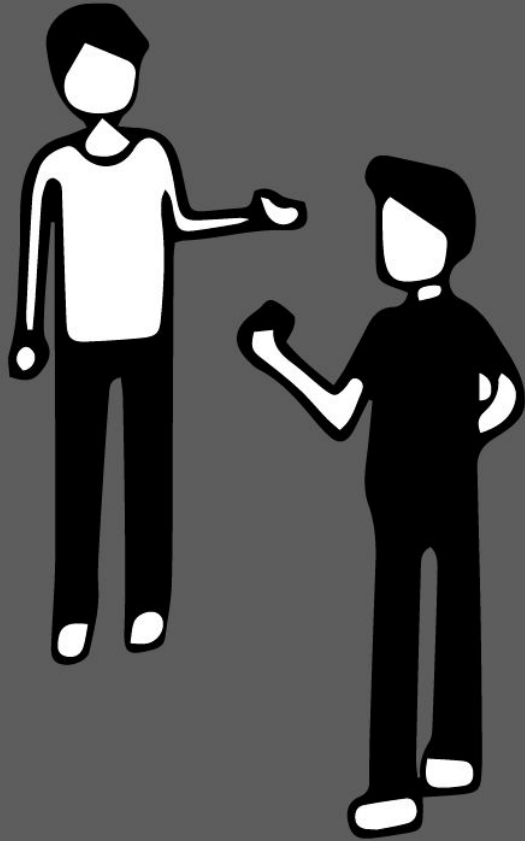


Scenario - 3

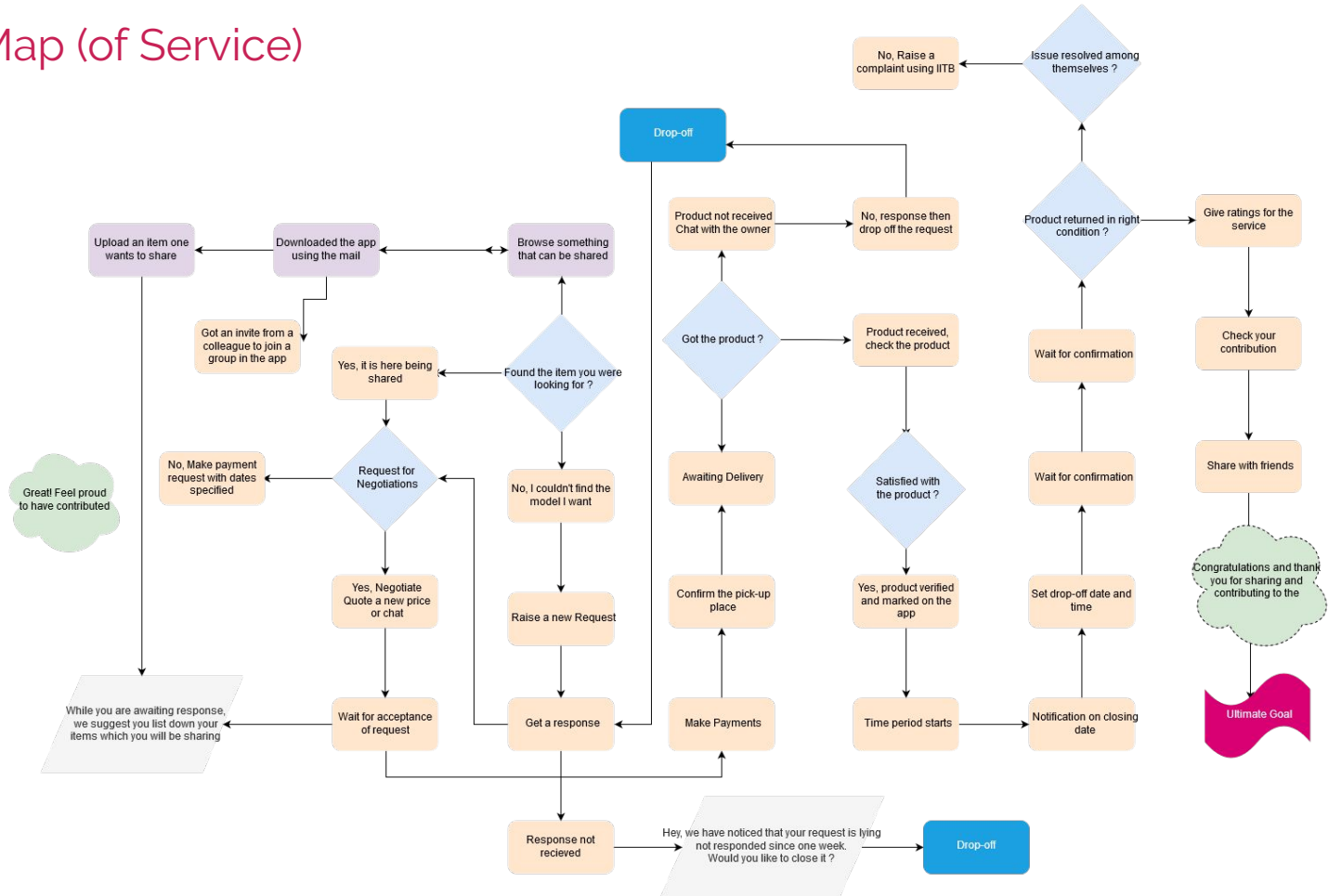


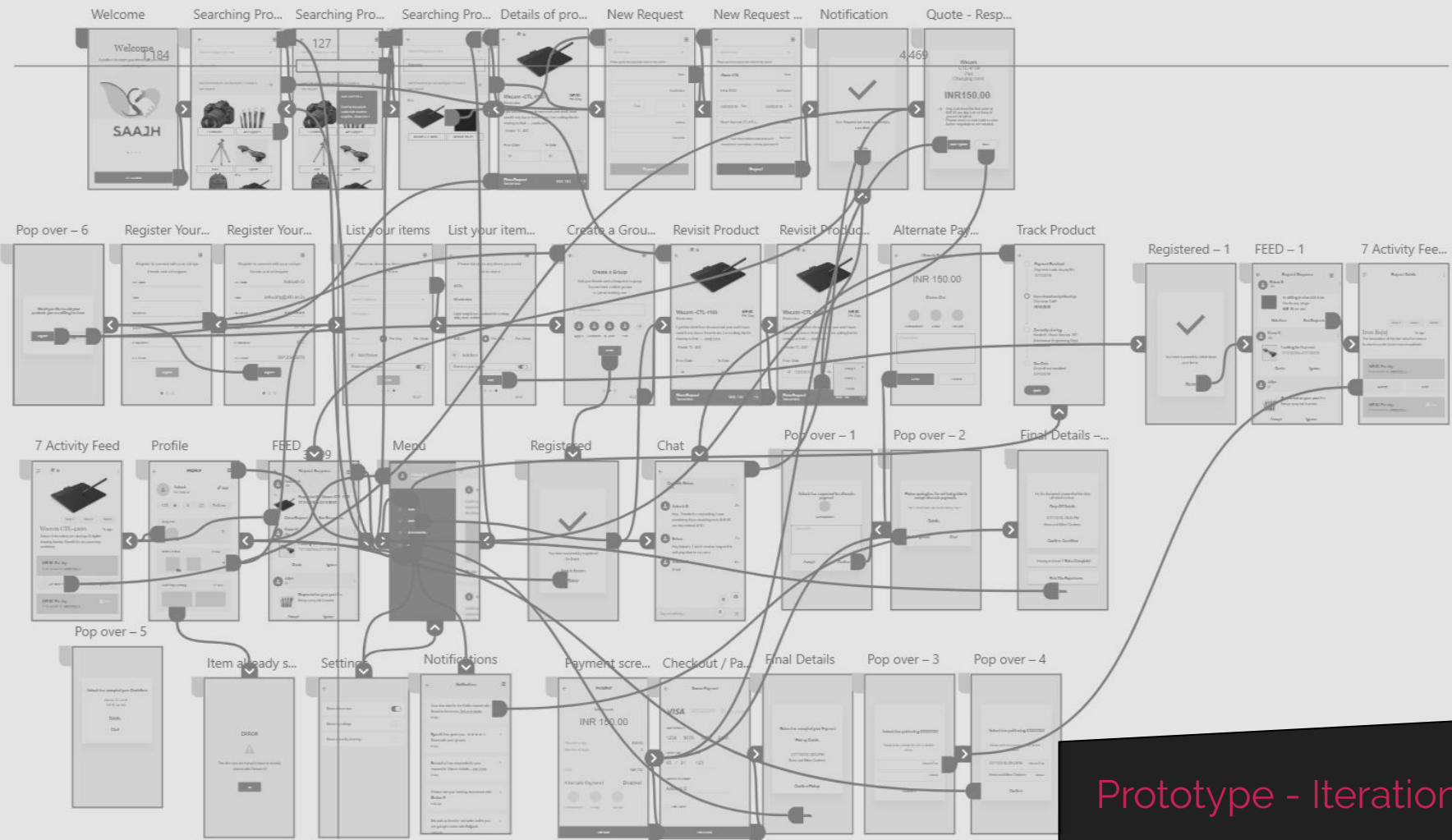




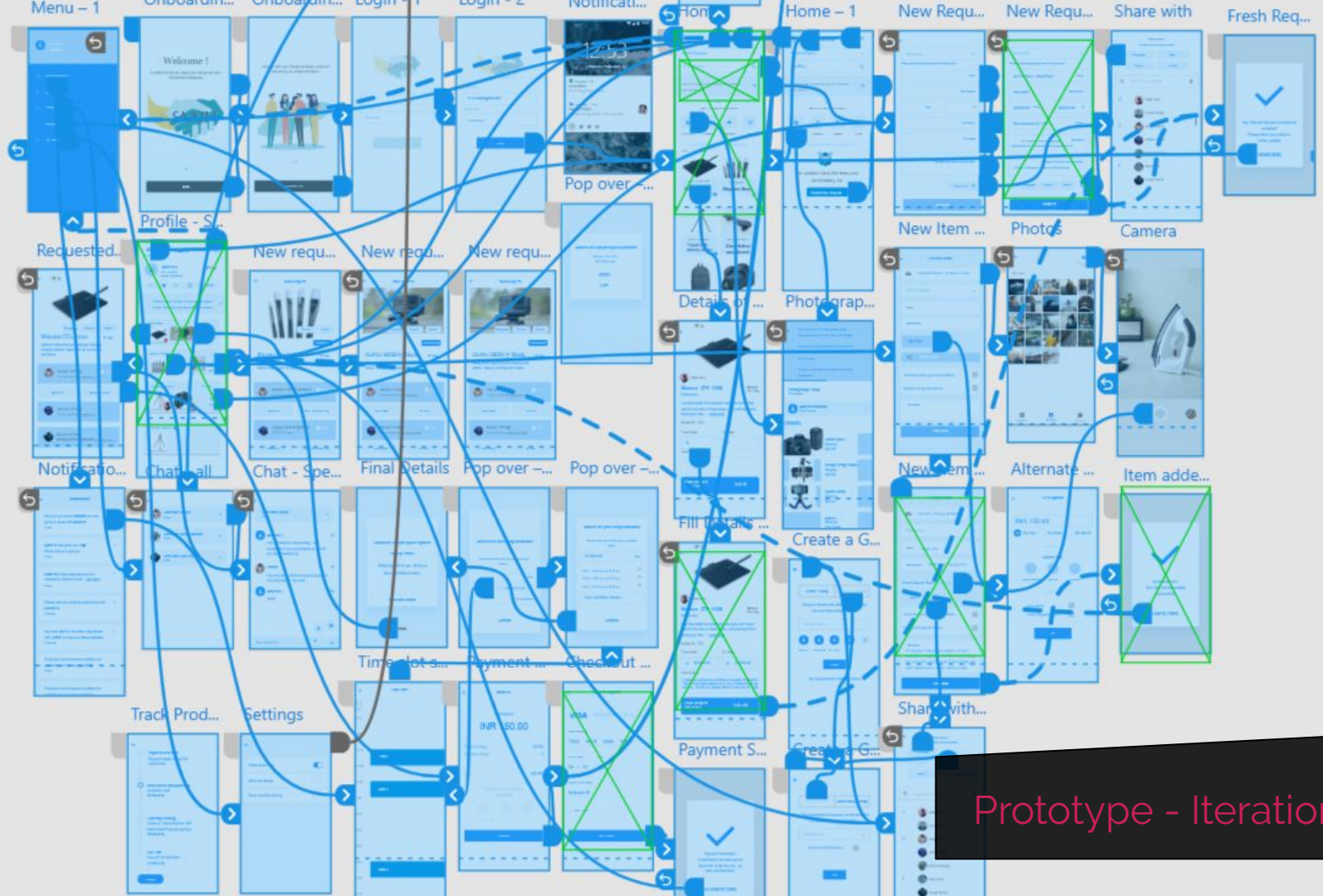


Concept Map (of Service)





Prototype - Iteration 1



Prototype - Iteration 2

SAAJH Evaluation

Product Goals

1. Request for an item that you want to share.
2. Keep a track of the items that have been shared.
3. List down your items for sharing.
4. Respond to requests and share your item.

SAAJH Evaluation

Protocol - How tests were conducted

1. Briefing
 - a. The users were briefed about the service and its goals
 - b. They were explained about think aloud protocol
2. Tasks
 - a. Browse for a wacom and place a request for sharing - Completion Request successfully placed.
 - b. Track the status of your request - Navigate to the request and open the page.
 - c. Negotiate for the price and make the final payment - Identify the CTA for negotiating and successful payment.
 - d. Put an item for sharing - Request Created successfully
 - e. Raise a complaint - NA
3. Other feedbacks were taken
 - a. What and how would they like to rate in the service ?
 - b. How comfortable they are sharing the request to outside platform ?

Material Design



Color Palette

While the care has been taken in order to make it look formal. But this app lacked initial enthusiasm which is achieved using shade of yellow and red.

Logo and Typography

It depicts collaboration amongst two individuals which is leading to contribution to the environment. Lato is used as font.



Illustrations

To make the app more relatable self drawn illustrations were used wherever necessary.

