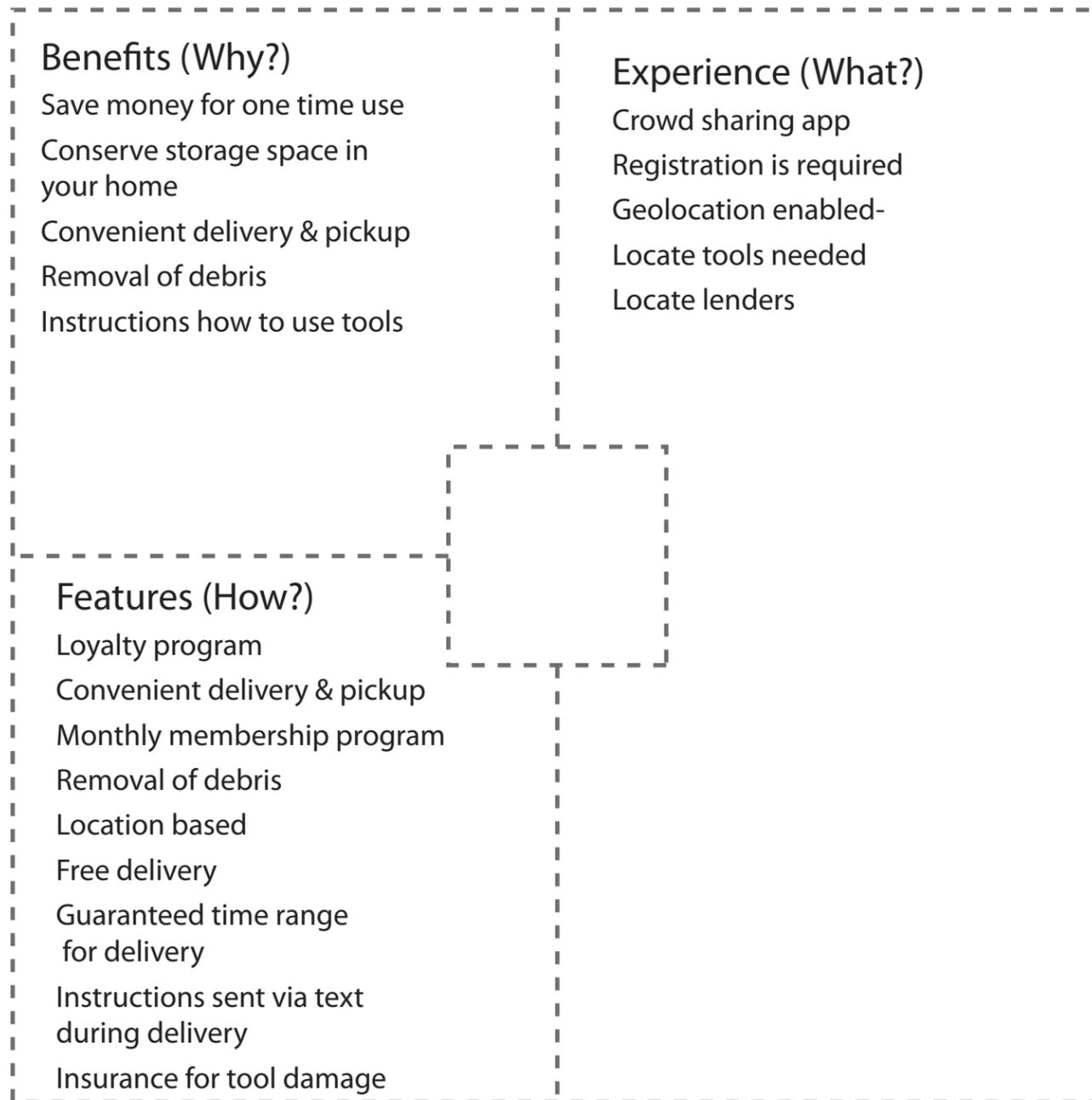
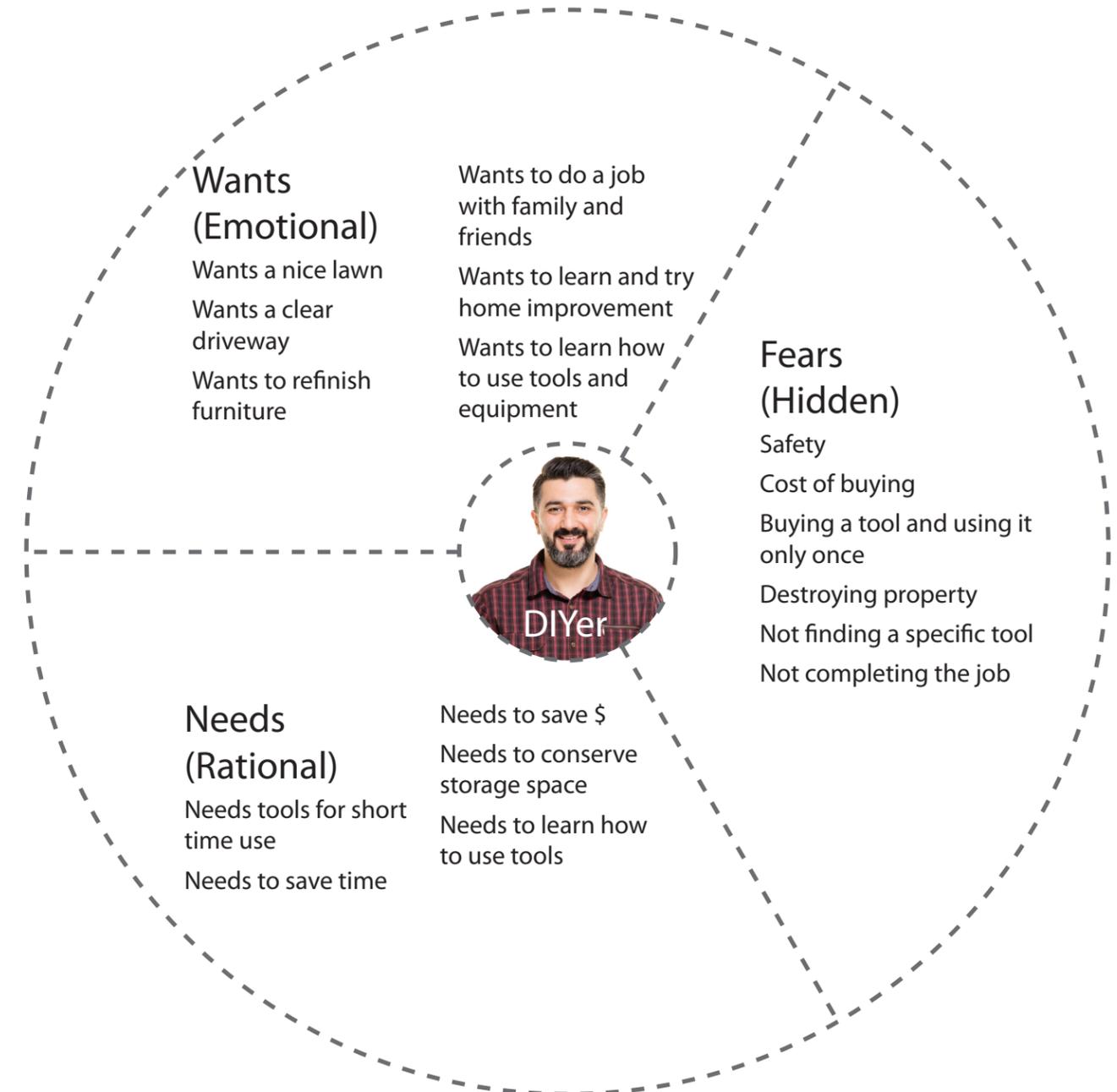


## UX PRODUCT/SERVICE:



## CUSTOMER/USER/PERSONA:



## UX VALUE PROPOSITION:

Company: **Where's My Tool**  
Product: Tool Sharing App  
Customer/User/Persona: DIYer  
Name: Brian Joseph

For DIYers who want to save time and money and conserve storage space. DIY tool sharing app that is geolocation based, with a monthly membership. For lenders and borrowers, it includes free delivery and pickup, insurance and user instructions.

UX BLUEPRINT:

CUSTOMER/ USER/ PERSONA:

**Categories**

- Providing instructions
- Safety
- Help DIYers conserve space
- Save DIYers time and money

**Customer/ User/  
Persona/ Name:**  
Brian Joseph  
DIYer

New homeowner  
Prince William County  
Age: 36  
Married 2 kids



**Aspirations**

- Tools available for sharing across country
- Database of providers
- Create network of DIYers
- Convenient delivery and pickup

**Focus Areas**

- DIYers, independent contractors
- Types of tools categories
- Home improvement
- Tech
- Regions anywhere in US
- Major metropolitan areas
- Home and garden (outdoor)

**Guiding Principles**

- Empowerment
- Personal accomplishment
- Feels knowledgeable
- How-to tutorials
- Membership for borrower
- Membership for lender

**Activities**

- Locate available tools in area
- Reserve tools for rent
- Schedule tools for pickup and delivery
- Locate specific tools in various categories

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**Measurements**

- Total returns
- Total shares
- Networks size
- Regional data
- Average drop off time
- Average borrow time
- Damaged tools

## USER SCENARIO:

Brian is a first time homeowner who recently purchased a fixer upper home. He will try to tackle the smaller projects himself. He is on a budget, has very little experience and owns very few tools. He also has a small garage and little space to store tools.

## THE EXPERIENCE:

### Awareness

1. house needs a lot of work
2. maybe took on too much buying fixer upper
3. can't afford contractor for everything
4. he needs to tackle some projects
5. needs a ladder
6. needs a floor sander
7. needs a lawn aerator
8. expensive to purchase
9. no storage space for large tools

### Discover

10. he can rent some tools
11. needs to pick up and return them
12. it is still expensive to rent tools
13. Home Depot rents tools
14. other home improvements stores rent tools
15. Home Depot rents the sander but not the other tools
16. another store rents the aerator

### Explore

17. can't rent a ladder, but friend can lend him one
18. needs to rent truck to pick up and return tools
19. he will need to rent a truck for each job
20. if he aerates the lawn and cleans the gutters on the same day he can pick up the ladder and the aerator on same day
21. He does not know how to use an aerator; before he rents the tool he looks for videos on how to use one, but the videos vary depending on the manufacturer; he is not sure which model and brand will be available for rental
22. limited time, 2 jobs in one day; needs to go to 2 places, not close to each other
23. he will still need to get a truck for the sander another day

### Convert

24. he rents an aerator from store, rents truck to pick up aerator
25. he picks up the ladder on the other side of town after getting aerator
26. he aerates lawn then he rushes to clean gutters and barely finishes before dark
27. he returns ladder to friend, then returns aerator then car and wife picks him up
28. he is tired and feels that he could do a better job if he didn't have to rush
29. the next weekend his local Home Depot does not have the sander available so he has to go to another Home Depot which is far away; he also had to rent another truck and return it
30. he completes the job, but he is over budget
31. he is happy and feels a sense of satisfaction and accomplishment

## PROBLEM STATEMENT:

Where's My Tool was designed to provide a platform for DIYers to lend and borrow tools that they would not normally purchase for everyday use. We have observed that there is an existing problem among DIYers who need a tool or piece of equipment for a one time or occasional project, and it is not practical or cost effective to purchase or store that tool. We can improve their experience by providing a service where they are able to borrow and lend tools through a database of providers and a network of borrowers.

not all types of tools are available for rent  
expense of needing to rent a truck for each job  
does not know how to use the tool  
rushes to finish job so that he can return tool and truck  
**stock large inventory of various tools, free delivery & pickup, extended rental time, training videos**

local store does not have tool he needs available  
he needs to drive to another store that is not close  
is tired because he rushed the job and spent more time picking up and returning tools than doing job  
his expenses are over what he budgeted for the job  
**accurate inventory tracking in central distribution center, availability scheduling, free pickup & delivery**

## THE OPPORTUNITIES:

expensive to purchase tools  
need storage space for large tools  
**rent or borrow**

Inconvenient to pick up and drop off rented tools  
all tools needed may not be available at same locations  
**delivery, one central distribution center**

