

## **Service Summary**

### **Streamline**

*Store smart. Travel light.*

Streamline is a service that empowers locals to rent their idle goods to tourists who want to travel light. It seeks to connect travelers' destination needs to shared resources in a local community. At the same time, it helps locals capitalize on their unused goods, and save space in their home too.

## **Service Promise**

Streamline empowers locals to post, promote, and lend their idle goods. They are incentivized to participate because they can store their unused items for a reasonable one-time fee, and make money at the same time. To make their experience as smooth as possible and help them rent their goods, Streamline provides convenient pickup and photography services.

Tourists, on the other hand, can avoid the hassle of traveling with large, bulky items by renting through Streamline. The process of preparing for a vacation can be a hassle and just getting to a destination even more so. By selecting from a variety of goods located right at their travel destination, tourists can have items delivered right to their place of stay for use during their vacation. When returning for home, they can simply leave behind the places they rented instead of packing them up.

Streamline could be a potential source of value for related services such as storage and hotels. By partnering with storage facilities, we can assure them a steady source of income and also a way to win their own customers from our user base. By partnering with hotels, we can create a competitive advantage for them, because travelers will choose hotels offering Streamline's convenience over those that do not.

### **Design and the Service Experience**

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# Design Strategy

Our goals are twofold: to eliminate the hassle of carrying bulky luggage for travelers, and to help locals capitalize on the value of their underutilized goods. As mediators between borrowers and lenders, we pledge accountability to both parties. For lenders, we declare that their items are in safe hands. For borrowers, we promise that items always arrive on time, at the right location, and as described. By ensuring a pleasant transaction all around, we will build users' trust in us, as well as of each other.

Our brand image is about crisp, speedy service, delivered with a cheerful touch. All touchpoints and collateral will sport the trademark Streamline yellow, which is an instantly recognizable indicator of our service promise.

The user experience for Streamline should reflect, at all levels, our name. Processes and flows should feel seamless, effortless, and reliable. To this end, we will do everything it takes to partner with or offer additional services to minimize the amount of work a user must do to interact with our core offering: a cohesive system for the loaning out and renting of items. This includes secure payment gateways, pickup/delivery services, hotel services, and, in later stages, maintenance contractors for the cleaning and upkeep of items on loan.

We will also embrace the use of cutting-edge technology to enhance the service experience. This includes using RFID tags for easy identification and tracking of items, native smartphone apps to keep users "in the know" at all times, and communication methods fit for the modern age (text, chat, email). Our website will also be developed in HTML5 with accessibility and responsiveness in mind, and our delivery trucks will be tracked via GPS so that delivery notifications are accurate down to the minute.

Finally, clear communication is very important for all that we do. It is the foundation of building trust and rapport with our users. Policies and service agreements must use plain and accessible language, not legalese. Since the service relies on having a stock of popular, high-quality items to offer travelers, we need to earn the lenders' trust in us for being the caretakers of their items. We must candidly communicate the actual risks of loaning out their items (routine wear-and-tear), as well as what we will do to protect their interests (insurance policies, routine cleaning etc.)

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# Key Components

## Website

The website is the main touchpoint through which our users begin engaging with our service. It allows people to learn about our service, sign up to be a lender, submit items and schedule pickups, rent items, view and write item reviews, and set up user profiles so that others can see who they are renting to/borrowing from. We will also develop a user reputation scoring system, to recognize quality lenders and trustworthy borrowers. For lenders, the website lets them view their earnings statement and location/condition updates on their items. For borrowers, the website lets them view their order history and track the status of their rented items. Finally, for users on-the-go, our responsively designed website will automatically resize to fit a mobile view. That way, they can check the status of their account at any time. In later phases, this functionality will be replaced with a native smartphone app.

## Warehouses/Storage Spaces

We require physical spaces to store items that have been entered into our system for loaning. For the first phase, we will contract with existing storage facilities such as U-Store and Manhattan Mini Storage. We will need to hire the necessary staff to go to these facilities and retrieve/reshelve items as they come and go. A manager will provide quality assurance, evaluating the items as they come in, and assigning maintenance tasks as necessary. Finally, we will need a photographer to take pictures of items for the website. As our service grows, we will acquire storage spaces of our own.

## Delivery & Pickup Service

True to our hassle-free promise, we will arrange to pick up items that are being entered into our system for loaning, as well as deliver items that are being rented out. For our first phase, we will work with an existing delivery service such as FedEx (either through a partnership or contract). As our business grows and the frequency of deliveries increase, we will be able to justify building a delivery infrastructure of our own. This involves hiring and training drivers, purchasing branded delivery vehicles and

## Payment System

Credit card acceptance is universally expected of online transactions these days. For our first phase, we will use Paypal to process credit card payments and to credit our lenders' accounts. Paypal is easy to setup and use, and is widely recognized as a trustworthy payment processor by end-users. Shifting the burden of securing financial transactions to a third party allows us to focus on perfecting the core of our service, at least to start. As our service continues to grow, we will implement our own payment gateway and account system, complete with the necessary security measures.

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## **Key Components (cont.)**

### **Notification System**

The purpose of the notifications system is to give users up-to-the-minute information about where their lent or rented items are at any given time. It also updates lenders on their earnings and renters on their payments. Notifications are delivered through the channels which most appropriate for the situation. Email is used for payment receipts and earnings statements; SMS or email for item tracking and delivery status; and phone or SMS for time-sensitive alerts which require immediate attention (such as unexpected changes, item unavailability, etc.). In later phases, we will also develop a mobile app, which will replace the SMS notifications for smartphone users.

### **Customer Support**

To take care of special use cases and help customers in case of an emergency, traditional phone support will be available 27/4. Additionally, we will have Twitter support for our younger, more social-media-savvy users, and email support for website technical feedback.

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## Service Measures

The success of our core offering can be measured via these primary indicators:

- Number of items in the system
- Frequency of rentals (% utilization of items on loan)
- Number of warehouse locations across the world
- Customer happiness - This is the hardest to measure as there is no one hard metric, but one can get a good feel for this by the quality/tone of user testimonials on our website, the number/type of calls to our support center, and the number of referrals from our existing customers to their friends.

In addition, these secondary indicators can be indicators of a promising future:

- Number of requests for new items (and how quickly they are fulfilled - sign of a healthy community)
- Size of our profit margin - this is a result of increasing efficiency over time, e.g. our ability to "streamline" ourselves
- Number of partnerships with hotels, travel sites, etc.
- % of borrowers who are locals vs. travelers - the greater this percentage, the more we can start to branch out and become the worldwide model for collaborative consumption, serving all audiences, not just travelers

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