

PROJECT PROPOSAL

A PEER-TO-PEER PLATFORM FOR SHARING PHOTOGRAPHIC EQUIPMENT

By **Bradford Prairie**

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PART

01

DESIGN PROPOSAL

DESIGN OPPORTUNITY

THE PROBLEM

One of the greatest challenges for professional and serious amateur photographers and videographers is the cost of acquiring the proper equipment for their craft. Photographic gear is expensive and requires constant upgrades to remain current. In addition, many pieces of photographic equipment are specialized and are only seldom used.

Rental houses (both online and brick and mortar) have existed for many years as a great option for photographers. Unfortunately, the high cost of rentals can reek havoc on a professional photographer's profits for a job.

Gear acquisition is especially challenging for new, part-time, and lower-rate photographers. Buying gear is a huge up-front cost. Every day that gear goes unused represents a loss of a return on that photographer's investment. Renting gear is also tougher for these photographers since they face lower budgets with slimmer margins.

THE IDEA

Every moment that piece of photographic equipment sits on a shelf represents an inefficiency society's consumption of this expensive gear. A platform that allows photographers to facilitate peer-to-peer rentals would help close this inefficiency.

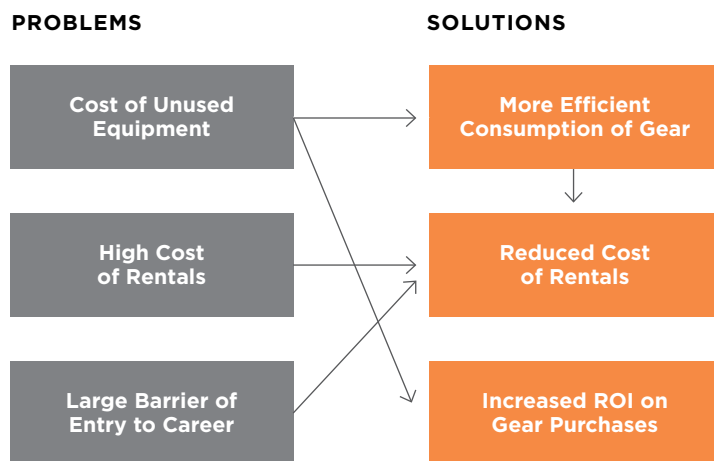


PROJECT SUMMARY

THE SOLUTION

A peer-to-peer photographic equipment platform would allow photographers to make money on their unused equipment, thereby allowing them extra return on their gear investment and lessening the hardship during slow periods. It would also lower the overall cost of equipment rentals, thereby reducing the barrier of entry for new photographers or photographers looking to expand into new specialties.

SOLUTION MAPPING



TARGET AUDIENCES

Experienced Photographers - Ages 35-55, Skews Male

Experienced photographers would use the platform to gain extra money from their vast collection of gear. They would also use the platform to rent specialized gear for certain jobs.

Aspiring Professionals - Ages 20-33, Male and Female

New professional photographers would use the platform to rent gear for jobs, reducing the barrier to entry into the industry. It would also allow them to try out expensive gear before making purchasing decisions.

Serious Amateurs - Ages 30-45, Skews Male

The platform would allow serious amateurs the ability to try out professional-grade gear for important projects.

Small Studio Heads - Ages 35-55, Skews Male

Small studio heads would use the platform to rent their unused gear. This would allow them to lessen the hardship caused by equipment and labor expenses during slow periods.

USER PERSONAS



JEFF

Title

Wedding Videographer

Employer

Self-Employed

Age

45

Income

\$55,000 / year

Location

Los Angeles, California

Narrative

As my business has grown, I've had to invest more and more in expensive equipment. I don't mind laying down the cash, but I hate when it goes unused. Despite the fact that I'm pretty busy, the wedding business is quite seasonal. I also have had trouble with the cost of renting specialty equipment or extra equipment for jobs that require a second shooter.

Goals and Motivations

- Increasing margins on jobs
- Accessing specialized equipment
- Putting his unused equipment to work
- Helping new photographers

Fears and Pain Points

- Investing in equipment that goes unused
- Frequently paying for expensive rentals
- Not having the right equipment for a job
- Depreciation of equipment

FEATURES/SOLUTIONS

Earn Money from Gear

Jeff's fear of investing in equipment that goes unused is addressed by this feature, because it allows him to see some return on gear when he isn't using it. This feature also addresses his fear around depreciation of gear, because it gives extra return from gear, lessening the hardship of having to make equipment upgrades.

Peer-to-Peer Rentals

Jeff's fear of having to pay for expensive rentals is addressed by this feature, which will provide cheaper rentals by lessening the inefficiencies that exist in the way we currently consume equipment. This feature will also address Jeff's fear of not having the right equipment for the job by allowing him to rent more often, due to the cheaper cost of rentals.

USER PERSONAS



FRANCISCO

Title

Business Owner

Employer

Small Portrait Studio

Age

51

Income

\$95,000 / year

Location

Miami, Florida

Narrative

During my busy season, both of my studios are booked up. Unfortunately, during my slow season, my equipment and employees don't have much to do. I've tried bringing in more seasonal contractors, but I'm worried about a decrease in the quality of my product. Putting my equipment and employees to work during my slow season would greatly reduce the hardship of those several months.

Goals and Motivations

- Keeping his staff busy
- Reducing the financial hardship of his off season
- Maintaining high standards for his work
- Utilizing his vast collection of equipment

Fears and Pain Points

- Operating his business at a loss during the slow season
- Buying equipment that goes unused
- Not keeping his staff busy

FEATURES/SOLUTIONS

Earn Money from Gear

Francisco's fear of losing money during his slow season will be addressed by this core feature of the app. Francisco can leverage his unused gear to create extra income for his studio. This feature also addresses his fear of buying equipment that goes unused, by allowing him to see some return, even when equipment sits around. This feature also addresses his fear of not keeping his staff busy, because manpower can be redirected towards the management of gear rentals during slow periods.

USER PERSONAS



LINDSAY

Title

Photography Student

Employer

Part Time Freelance

Age

21

Income

\$25,000 / year

Location

Atlanta, Georgia

Narrative

I want to take on more freelance work, but often times my profits are completely eaten up by my equipment costs. I'd love to work with what I have, but I'm obsessed my work meeting professional standards. It's also embarrassing to show up to a job without the correct gear. Renting specialized equipment also sometimes requires deposits that are hard to facilitate. It's hard to make purchase decisions without trying the gear first.

Goals and Motivations

- Having the right gear for the job
- Having professional-quality work
- Accepting as many jobs as possible
- Building an equipment base

Fears and Pain Points

- Losing money on professional jobs
- Investing in the wrong gear
- High cost and high deposits for rentals
- Being embarrassed by her amateur gear

FEATURES/SOLUTIONS

Peer-to-Peer Rentals

Lindsay's fear of losing money on professional jobs will be lessened by this feature, which will unlock cheaper rentals for her. This feature will also address her fear of investing in the wrong gear, because it will provide a cost effective way of trying gear before making purchasing decisions. This feature also addresses her fear of gear embarrassment by providing her a cost effective way to bring professional gear to her jobs.

Community Feedback Scores

This feature will address Lindsay's fear of high deposits for rentals. By relying on Community Feedback Scores for trust, deposits and insurance requirements are not needed for most rentals.

USER PERSONAS



MICHAEL

Title

Film Student

Employer

Student

Age

24

Income

Unemployed

Location

Los Angeles, California

Narrative

While I try to mostly focus on my cinematography and direction, it's hard to be taken seriously when production quality isn't at a certain level. It's tough to balance spending money on rentals versus spending money on sets, actors, and crew. Also, many rentals houses don't want to deal with my small orders or require expensive business insurance. I'd love to find a way to up my production quality within budget.

Goals and Motivations

- Increasing production quality
- Making his budget go as far as possible
- Having the right gear for his crew
- Getting his films accepted into festivals

Fears and Pain Points

- Having his films look amateurish
- Deposits and insurance requirements at rental houses
- Making a film with a low budget
- Cost of rentals

FEATURES/SOLUTIONS

Peer-to-Peer Rentals

Michael's problem with high-cost rentals will be addressed by this feature, which will decrease the cost of rentals by lessening the inefficiency in the way we currently consume expensive camera equipment. This feature will also help Michael meet budget requirements on his films, but reducing his equipment costs. The feature will also allow him to readily access high-end equipment, addressing his fear of his films looking amateurish.

Instant Insurance

This feature will address Michael's pain point around insurance requirements at rental houses. Although many peer-to-peer equipment rentals may not have insurance requirements, this service allows him to purchase insurance for gigs that do.

USER PERSONAS



MAXINE

Title

Part Time Blogger

Employer

Self-Employed

Age

38

Income

\$55,000

Location

Portland, Oregon

Narrative

My basic equipment gets the job done for most of my work, but I'd love to rent some more professional equipment for my upcoming tour of Europe. Unfortunately, the cost has made me wonder whether it's worth the expense. I've also considered upgrading my equipment, but it's hard to figure out what to buy without trying it first.

Goals and Motivations

- Having attractive photos for her blog
- Increasing readership of her blog
- Staying within budget for trips

Fears and Pain Points

- The high cost of rentals
- Buying the wrong gear
- Losing readership to blogs that look better

FEATURES/SOLUTIONS

Peer-to-Peer Rentals

Maxine's problem with high-cost rentals will be addressed by this feature, which will decrease the cost of rentals by lessening the inefficiency in the way we currently consume expensive camera equipment. The feature will also address her fear of buying the wrong gear by allowing her to more easily try gear out before she makes purchasing decisions. Lastly, the feature will address her fear of losing readership to blogs that look better because it will allow her to rent any specialized equipment she needs to increase the production value of her blog.

COMPETITIVE RESEARCH



KITSPLIT

Peer to Peer Rental Platform

- Renters are prescreened.
- Offer a damage coverage insurance policy to renters for an additional fee.
- Relies on community feedback and ratings to judge the quality of renters and owners.
- Inventory seems to be focused primarily on high-end equipment and video equipment.
- Inventory is somewhat sparse outside of Los Angeles.
- Offers a concierge service that helps studios list their rentals for competitive prices.
- Currently in Beta.



LENSRENTALS

Online Rental House

- Minimum 4 day rental.
- Offers insurance for gear damage and theft.
- Shipping costs are considerable, but they offer a subscription plan similar to Amazon Prime that grants 2-day free shipping.
- Limited inventory of video equipment.
- Some rentals require a deposit for new renters.
- Relies on robust information blog for marketing.
- Has some support equipment, but is limited to lightweight and smaller pieces due to the limitations of shipping carriers.

COMPETITIVE RESEARCH



SHAREGRID

Peer to Peer Rental Platform

- The largest peer-to-peer rental platform.
- Currently available in only 8 markets.
- Offers insurance for both renters and owners of equipment.
- Has a renter verification process.
- Requires renters and owners to meet to exchange gear (no shipping allowed).
- ShareGrid takes care of the payment and insurance (similar to AirBnB)
- Has 40,000 registered members.



LENSPROTOGO

Online Rental House

- Similar features to LensRentals.
- Offers rewards for frequent renters.
- Offers many coupon codes and specials.
- Has a rent-to-buy program for keeping gear.
- Offers a larger inventory of video and audio gear compared to LensRentals.
- Also uses a blog for marketing, but it is less informative.

COMPETITIVE MOODBOARDS

new year, new gear

20% OFF

All orders arriving by Jan. 21



Sony FS7 - Basic Package
\$240/day or weekend

DJI Ronin Gimbal
\$120/day or weekend

Arri
\$800



HOW IT WORKS

1 SHOP
Browse our exhaustive inventory until you find the perfect gear.

2 SHIP YOUR ITEMS
We'll ship your order to arrive on the day you ask to receive it.

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<p>Canon 8-15 f/4L Fisheye \$83.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>	<p>Canon 10-22 f/3.5-4.5 \$62.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>	<p>Canon 11-24 f/4L \$126.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>	<p>Canon 14 f/2.8L II \$97.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>
<p>Canon 14 T3.1 CN-E L F Cine Lens \$222.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>	<p>Canon 15.5-47 T2.8 CN-E L S Cinema Zoom Lens with Duclos PL/EF Mounts \$745.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>	<p>Canon 16-35 f/2.8L II \$85.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>	<p>Canon 16-35 f/4L IS \$67.00 4 DAY RENTAL</p> <p>MORE INFO ADD TO CART</p>

READ OUR BLOG

Reviews, how-to's, and an occasional cat GIF to prove a point.

PROS & PARTNERS

Our industry creatives shared their secret sauce with us.

SHIPPING IS INCLUDED
We keep our pricing simple and include up to 2 day round trip shipping in our price.

PELICAN CASES
Need us say more? We ship in hard shell Pelican Cases so your gear remains safe on the way to you.



"I use ShareGrid because I believe it is absolutely revolutionizing the film rental industry. By allowing anyone to both become a renter and rentee it helps balance the scales, because it makes filmmaking more affordable. I haven't looked anywhere else for my rentals since I found ShareGrid, and the inventory is growing everyday!"

- Corey T. >

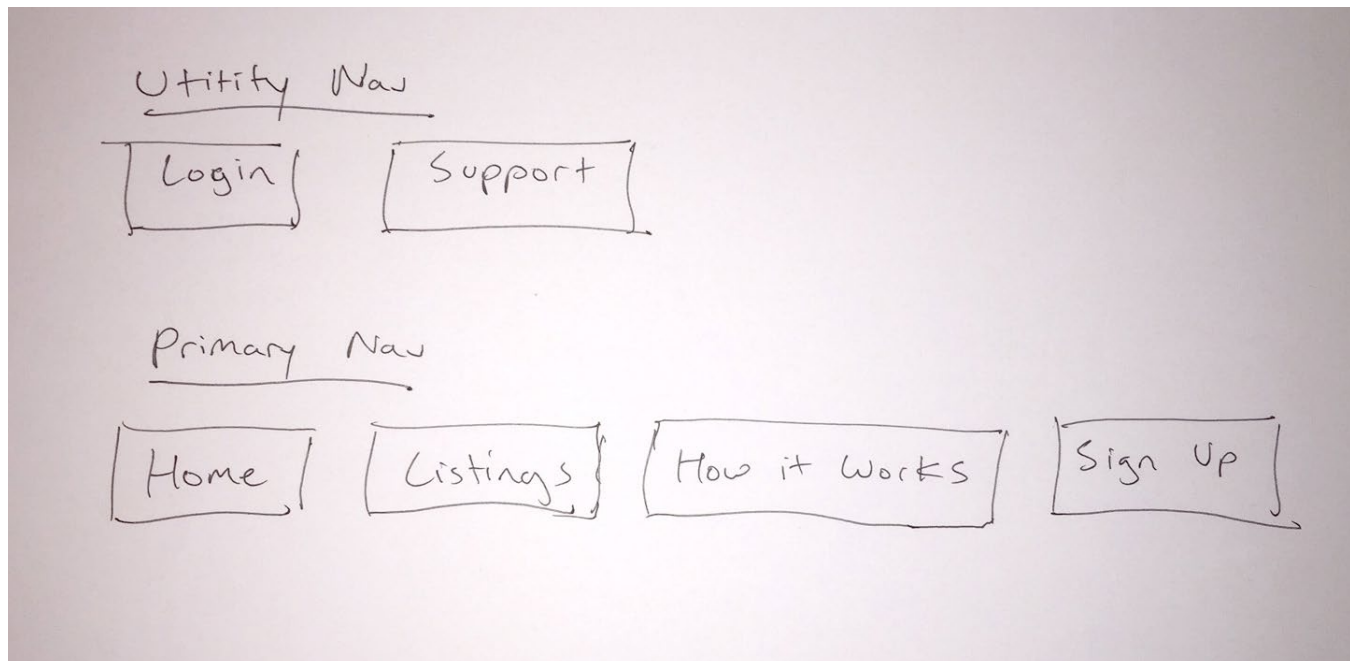


"ShareGrid makes renting equipment a breeze! Clients are insured, vetted, and payment is handled up front. It eliminates a lot of risks and challenges for local owner ops looking to make a passive income on their gear. It has also saved me by sourcing hard to find kits that bigger rental houses just don't carry. It's the Airbnb of film equipment!"

- Doug B. >

PRELIMINARY SKETCHES

SITEMAP



PRELIMINARY SKETCHES

CONCEPT PITCHES

Project options

①

Mobile APP Focused

- More location based
- Lightweight / simple interface
- Allows users to facilitate rentals freely
- ~~Ad~~ Ad-supported

②

High Policing Model

- Prescreen users for trust
- Require insurance
- App takes larger cut

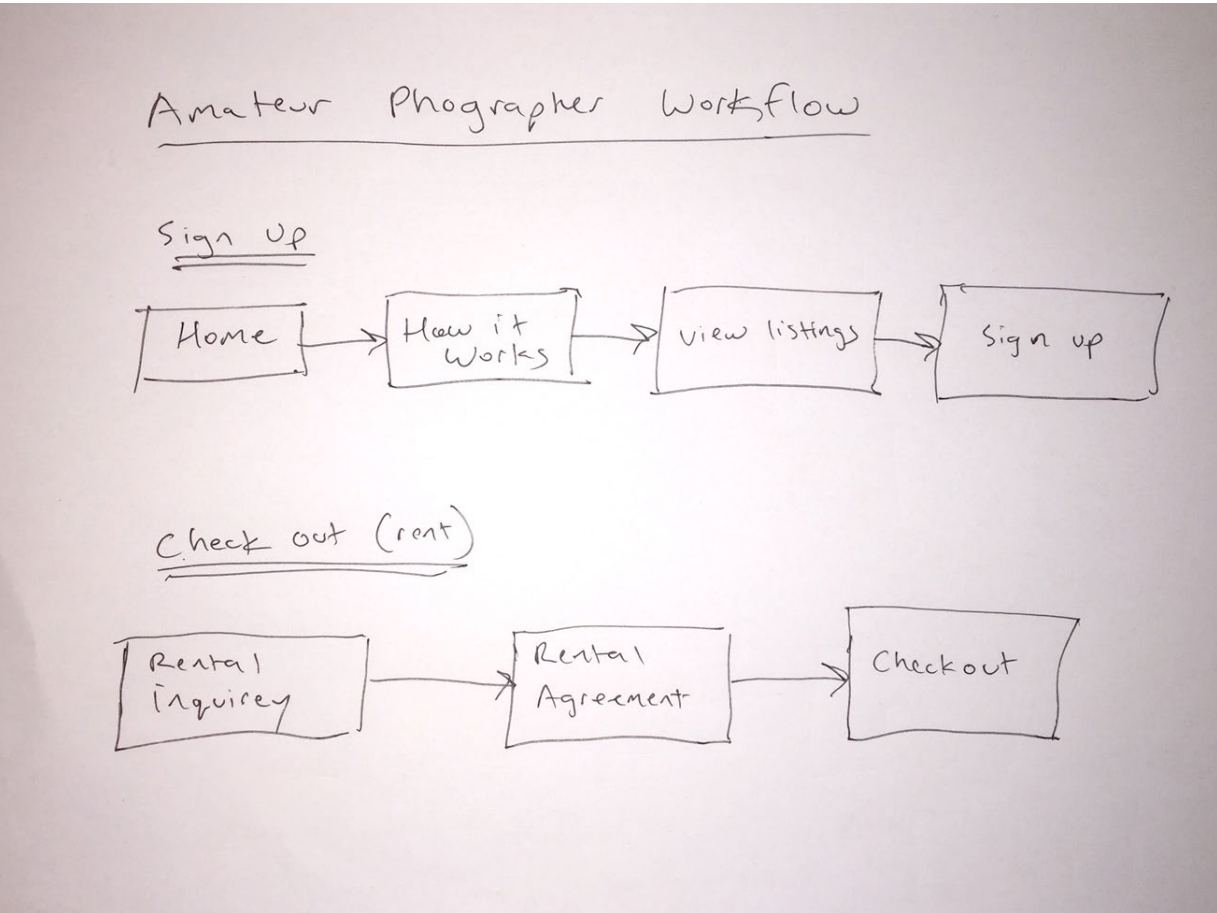
③

Low Policing Model

- Rely on user feedback and ratings for trust
- Optional insurance
- App takes lower cut

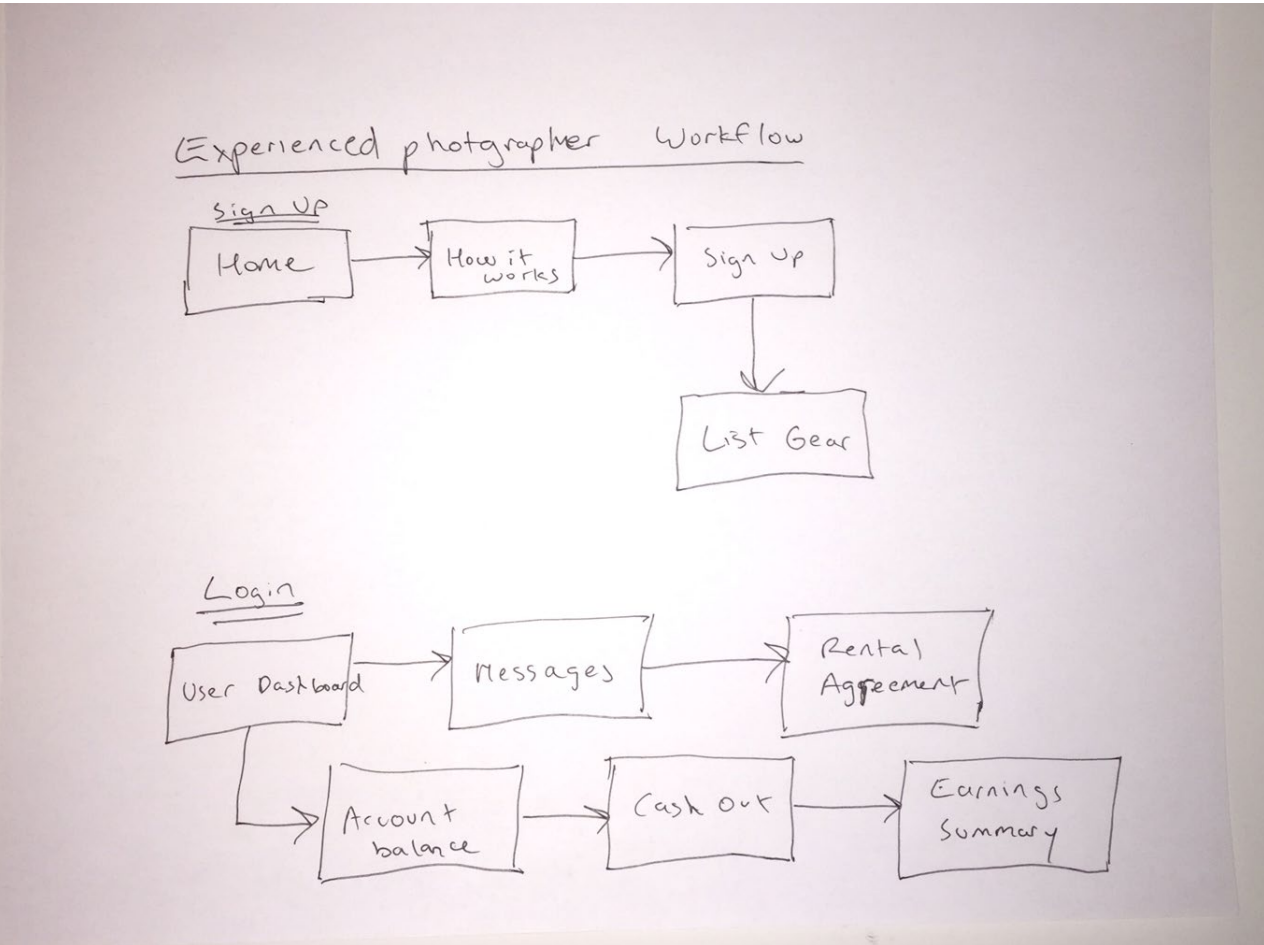
PRELIMINARY SKETCHES

WORKFLOW 1



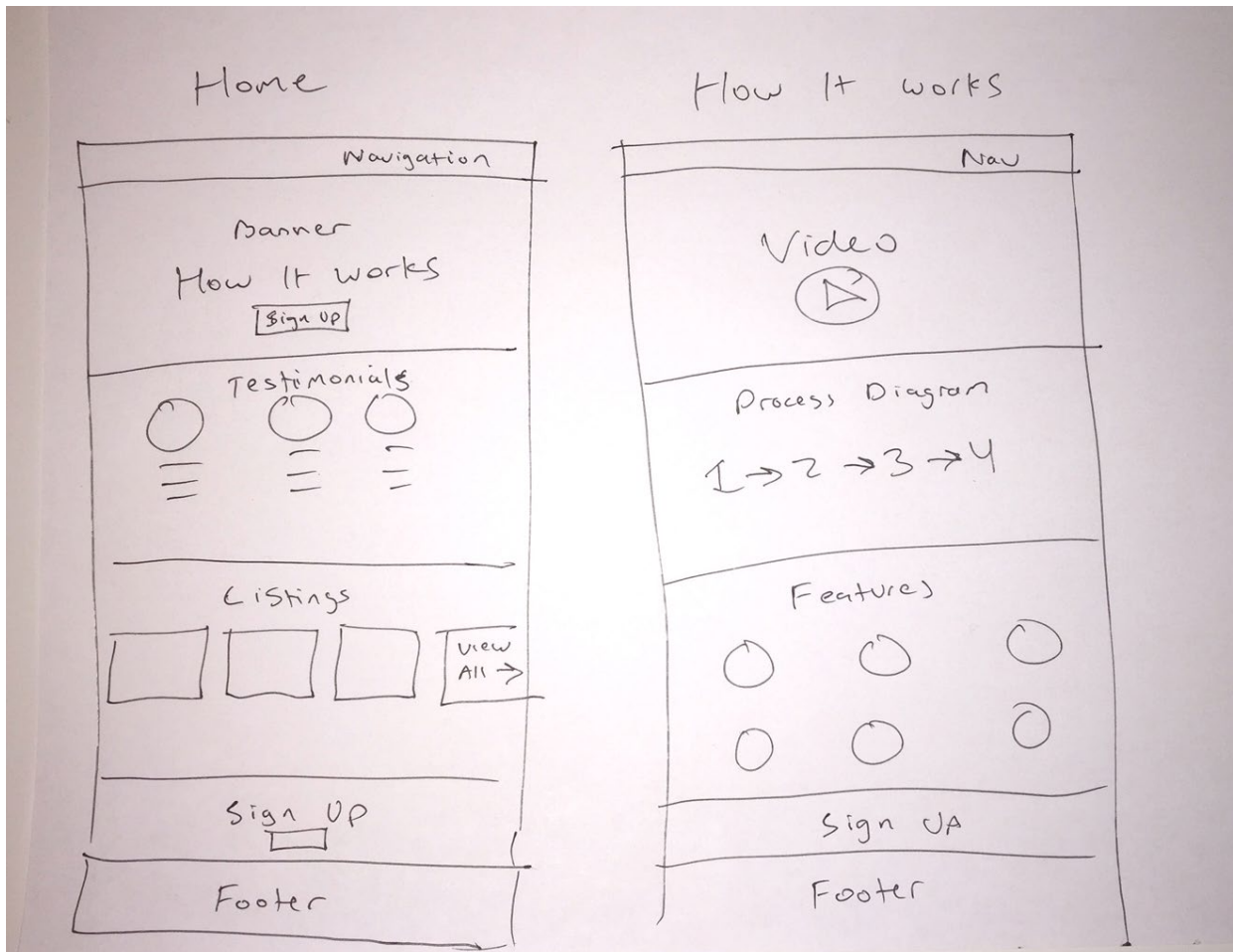
PRELIMINARY SKETCHES

WORKFLOW 2



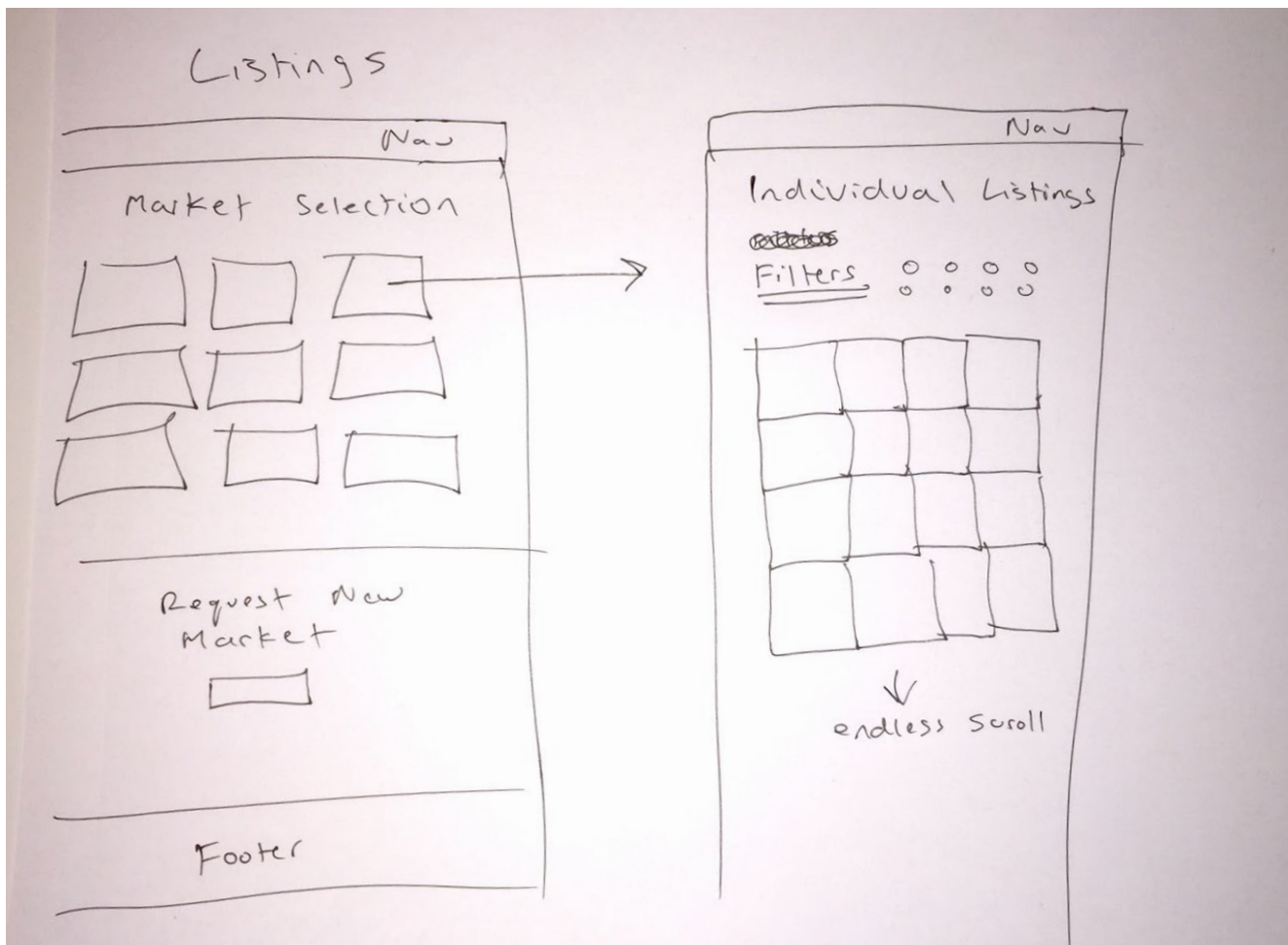
PRELIMINARY SKETCHES

USER INTERFACE CONCEPTS



PRELIMINARY SKETCHES

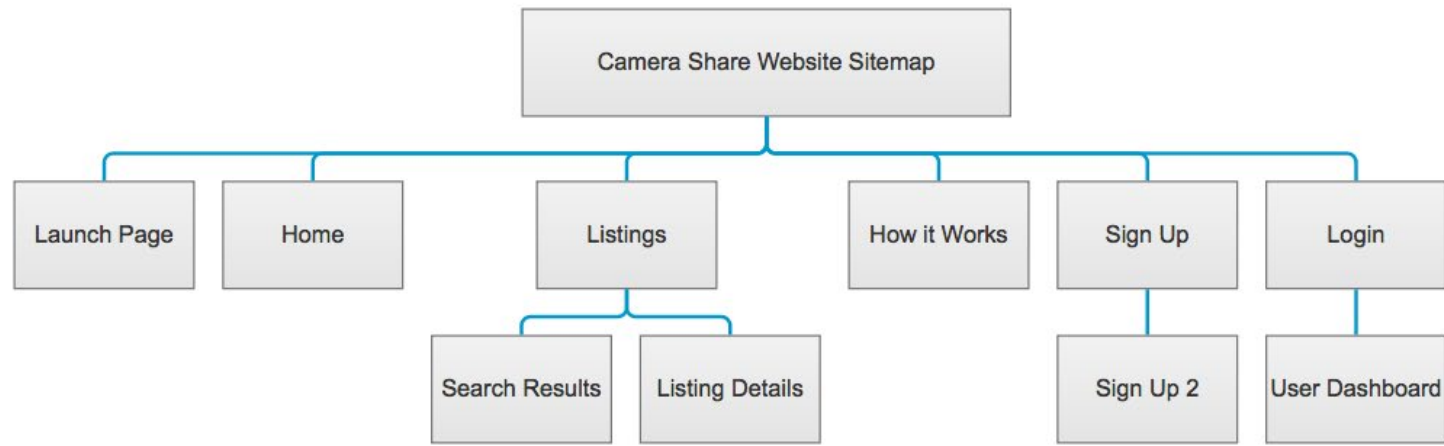
USER INTERFACE CONCEPTS (CONT)



PART
02

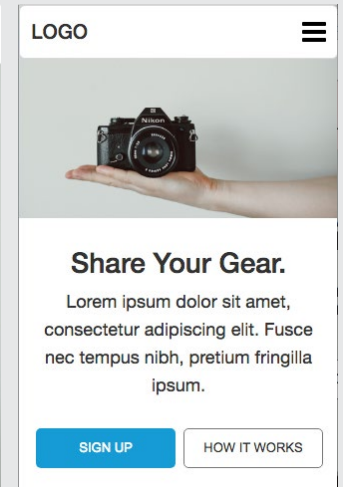
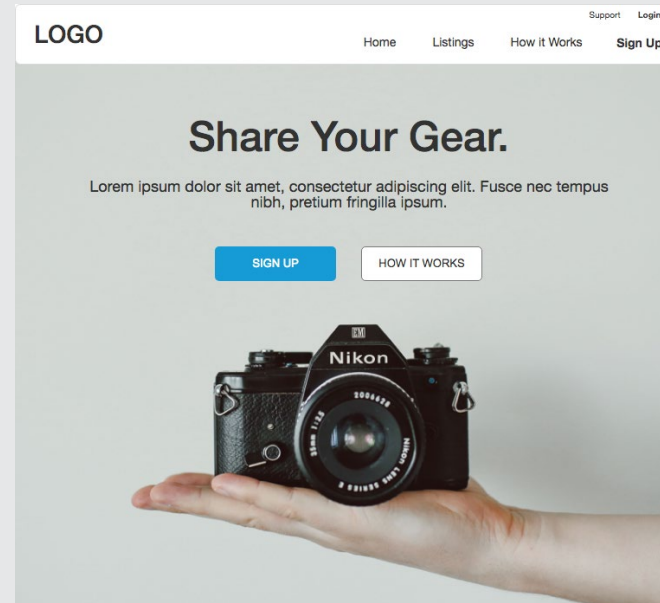
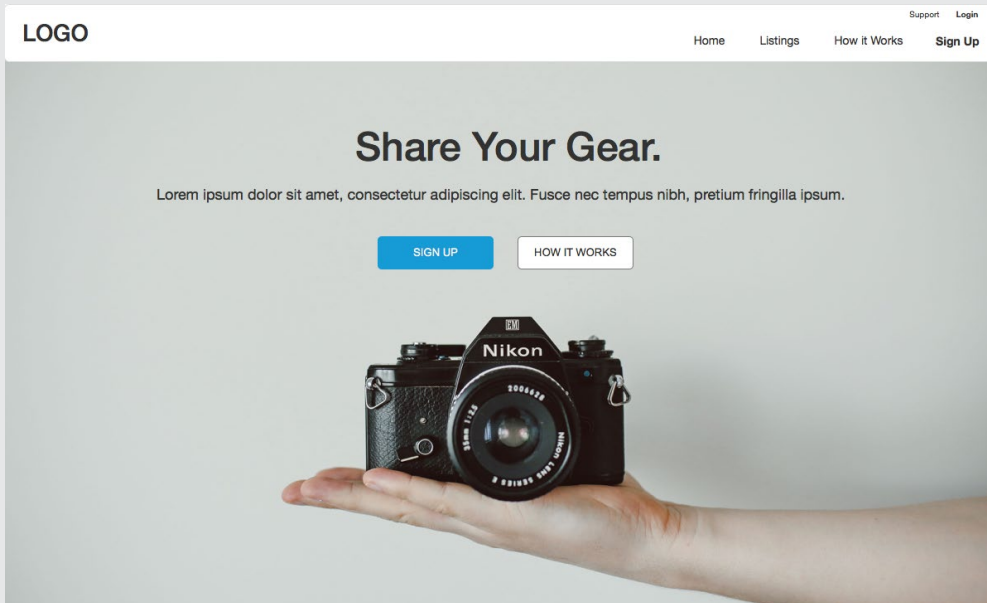
WIREFRAMES

AXURE SITE MAP/PAGE FLOW



LINK TO AXURE PROTOTYPE <https://9d3vy4.axshare.com/#c=2>

WIREFRAME: LAUNCH PAGE



WIREFRAME: HOME

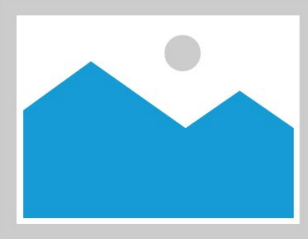
LOGO Support Login

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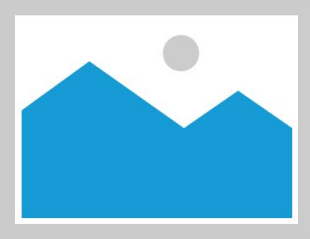
Share Your Gear.

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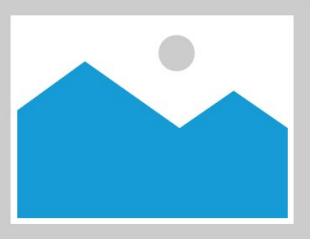
[SIGN UP](#) [HOW IT WORKS](#)



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[SIGN UP](#)

Footer Area

WIREFRAME: HOW IT WORKS

LOGO Support Login
Home Listings How it Works Sign Up

How it Works



The Process

01

List Your Gear

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02

Make a Deal

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03

Drop Off Gear

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04

Get Paid


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Features


Features




Find What You Need




Get Your Gear Fast




Instant Insurance



Wide Market Coverage



10,000 Trusted Users



Make Money

Sign Up Now

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WIREFRAME: LISTINGS

LOGO Support Login


Home Listings How it Works Sign Up


Find Gear for Your Project

Listings





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Footer Area

WIREFRAME: SEARCH RESULTS

LOGO Support Login

Home Listings How it Works Sign Up

56 Results for "Nikon DSLR" in your area.

Search [Search Again](#)

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[View Listing](#)

Gear Listing
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[View Listing](#)

Gear Listing
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod.

[View Listing](#)

Gear Listing
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[View Listing](#)

Gear Listing
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[View Listing](#)

Gear Listing
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[View Listing](#)

Gear Listing
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod.

[View Listing](#)

[Load More Listings](#)

Footer Area

WIREFRAME: LISTING DETAILS

LOGO Support Login

[Home](#) [Listings](#) [How it Works](#) [Sign Up](#)


First Last (Feedback Score)

Nikon DSLR

Description
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod.

Included
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Cost
\$56 / day



Specifications

Specification	Lorem Ipsum Dolor
Specification	Lorem Ipsum Dolor
Specification	Lorem Ipsum Dolor
Specification	Lorem Ipsum Dolor
Specification	Lorem Ipsum Dolor
Specification	Lorem Ipsum Dolor
Specification	Lorem Ipsum Dolor
Specification	Lorem Ipsum Dolor

Book Gear

Book Gear

Rental Term

Options

- Option One
- Option Two
- Option Three

Accessories

- Checkbox
- Checkbox checked
- Checkbox
- Checkbox checked

Calendar

April 2016

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

[Book Gear](#) [Add to List](#)

Footer Area

WIREFRAME: SIGN UP

LOGO

Support Login

Home Listings How it Works **Sign Up**

The Perfect Gear is a Few Steps Away.

Email


Password

Password

Register

Already a User?

Login



Footer Area

WIREFRAME: SIGN UP 2

LOGO

Support Login

Home Listings How it Works **Sign Up**

Almost Done!

First Name


Last Name

Phone Number

Preferred Communication

Email Text Message

Send Confirmation




Footer Area

WIREFRAME: LOGIN

LOGO

Support Login

Home Listings How it Works **Sign Up**



Welcome Back!

Remember me

Not a Member?

Footer Area

WIREFRAME: USER DASHBOARD

LOGO Support Login

[Home](#) [Listings](#) [How it Works](#) [Sign Up](#)

Your Dashboard Account Settings

Account Balance

\$531.00

[Request Cashout](#)

Gear You've Rented

Gear Listing

Return Dec 13

241 Total / Day

[Manage Rental](#)

Gear Listing

Return Dec 13

241 Total / Day

[Manage Rental](#)

Gear You're Renting

Gear Listing

Return Dec 13

241 Total / Day

[Manage Rental](#)

Your Listings

[LIST MORE GEAR](#)

Gear Listing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod.

[Manage](#)

Gear Listing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod.

[Manage](#)

Gear Listing

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[Manage](#)

Gear Listing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod.

[Manage](#)

Gear Listing

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[Manage](#)

[VIEW ALL](#)

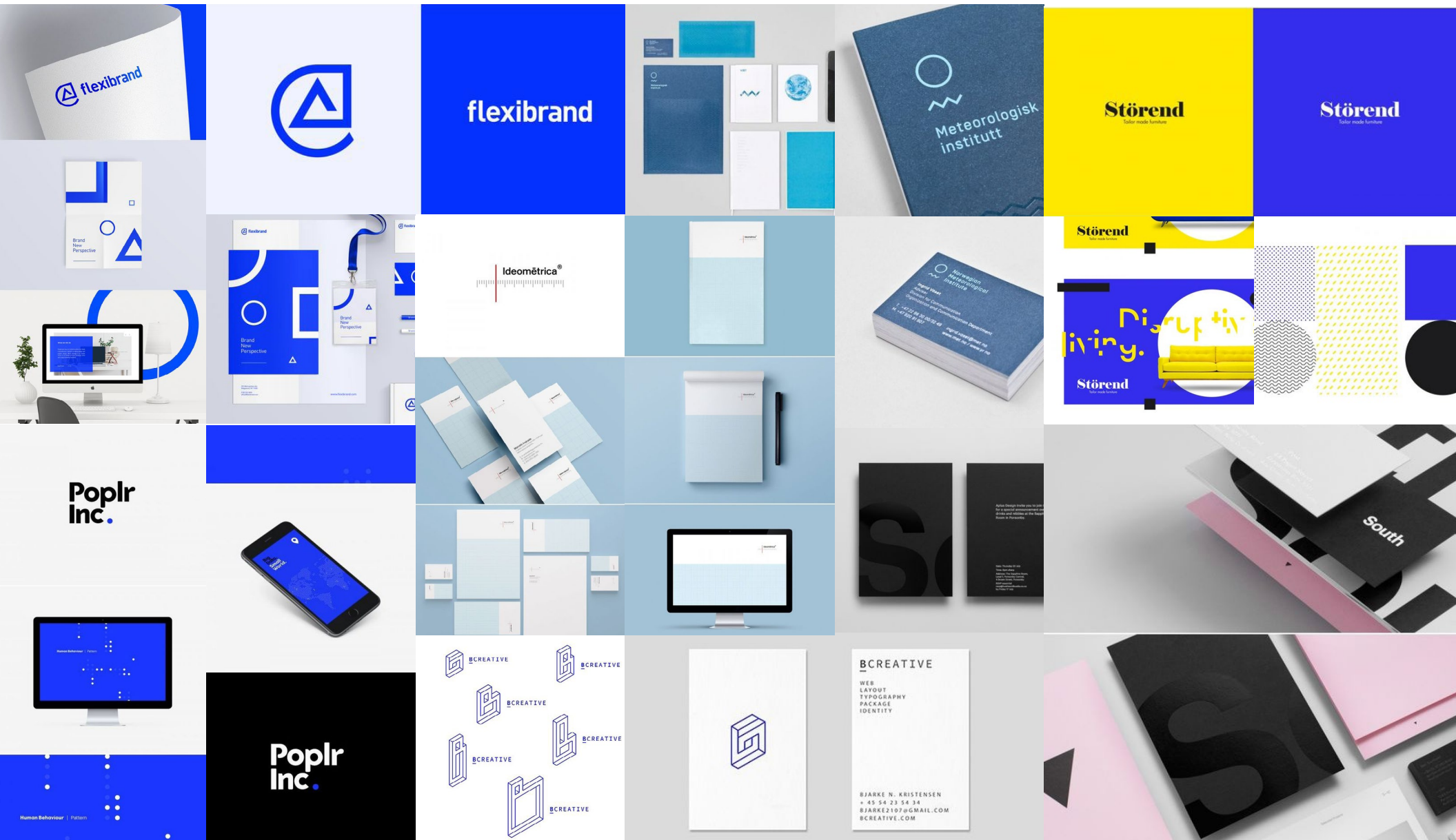
Footer Area

PART

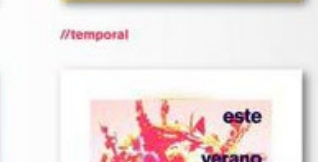
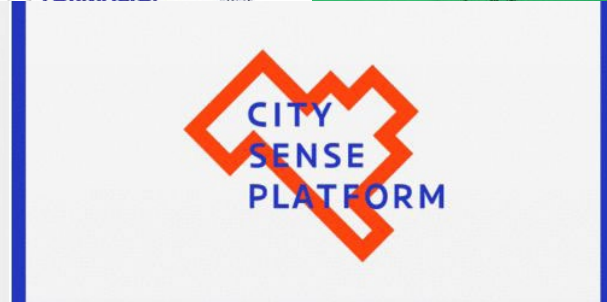
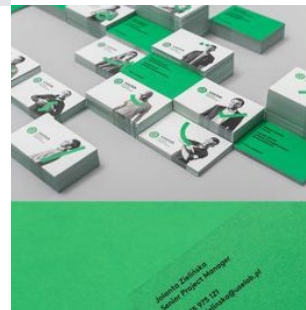
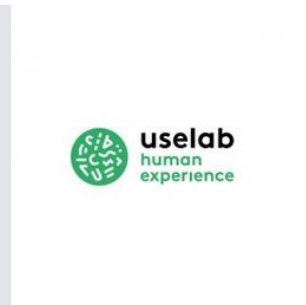
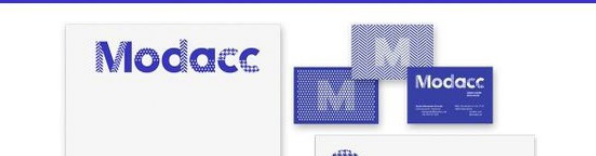
03

VISUAL DESIGN

MOODBOARDS



MOODBOARDS



DESCRIPTIVE KEYWORDS

Photography

- Equipment
- Gear
- Cameras
- Lenses
- Support
- Tripod
- Lighting
- Backdrops
- Film
- Video Support
- Slider
- Jib
- Drone
- Steadicam
- Audio Equipment
- Microphone
- Recorder
- Lav

Sharing

- Peer-to-peer
- Education
- Tryout
- Learn
- Practice
- Experiment
- Trust
- Community
- Social
- Meet
- Explore
- Style
- Specialty

Interface

- Intuitive
- Easy
- Open
- Accessible
- Grid
- Images
- Videos
- Dynamic
- Big
- Fun
- Responsive
- Mobile

Brand

- Inspirational
- Creators
- Artists
- Photographers
- Videographers
- Local
- Community
- Exploration
- Vivid
- Fun
- Dynamic
- Expert
- Culture

NAMING

Photoshare
Sharegear
gearexchange
gear lend
✓ gear friends
photo friends
Camera friends
Camera ~~to~~ buddies
Photo buddies
Lens Lend
✓ Lens Friends
✓ Lens Buddies
Lens Exchange

Lens Trade
Lens Bay
✓ Lens List
Lens House
Camera Bay
Camera Trade
Lensnation
Lensation
Lens Lender
Find Lens
Lens Grid
Lens Pod
Camera Pod

Lens Xchange
Camera Xchange
Camera X
Camera Community
Camera Together
✓ Lens Together
We Lens
We Camera
We Gear
Gearly
Gearology
Lensology
Cameraology

BRAND IDENTITY

**LENS
GRID**

**LENS
GRID**

MAKE SOMETHING BIG.

HOW IT WORKS

SONY A7 CAMERA BODY WITH KIT LENS

DESCRIPTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat

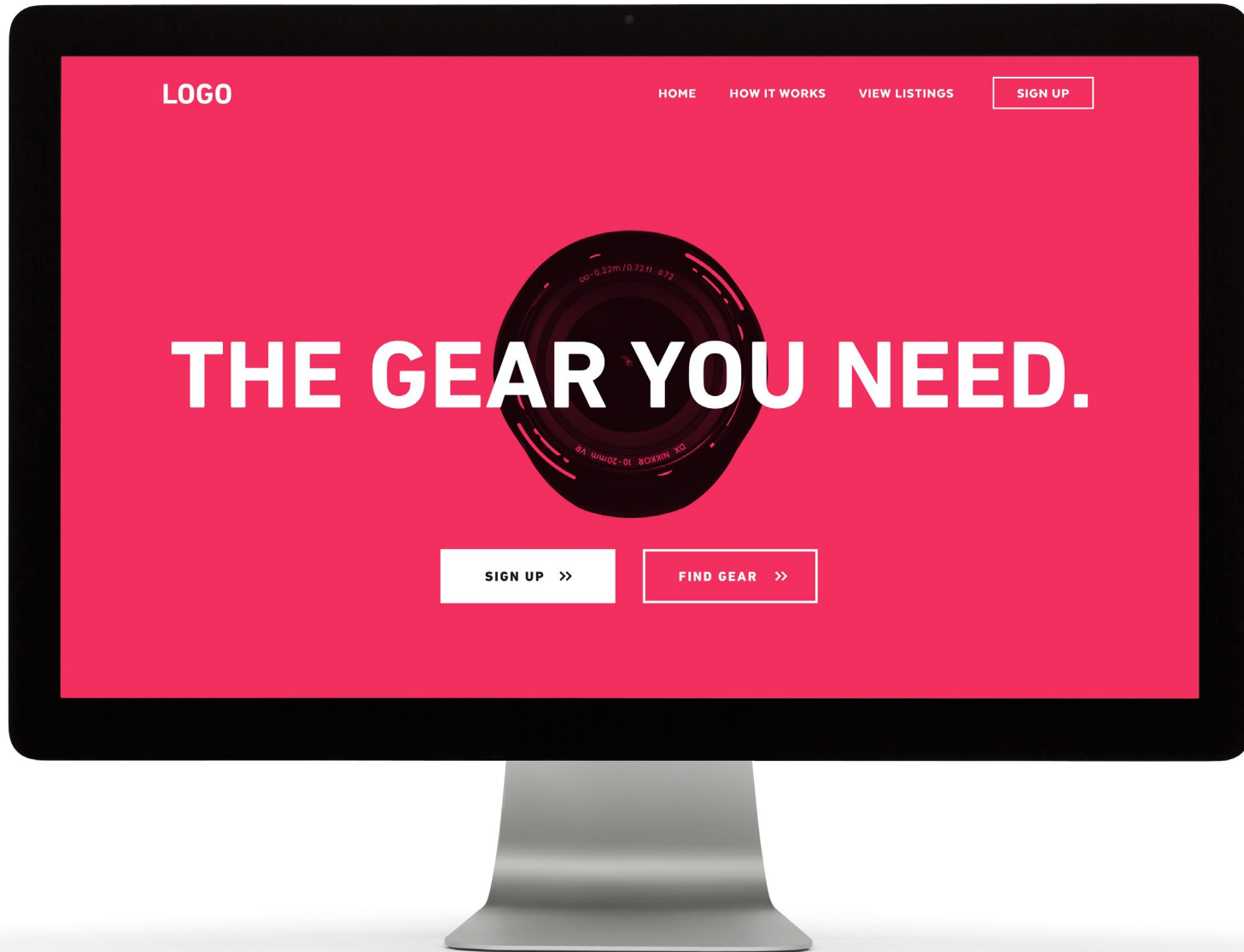
THE FEATURES

01

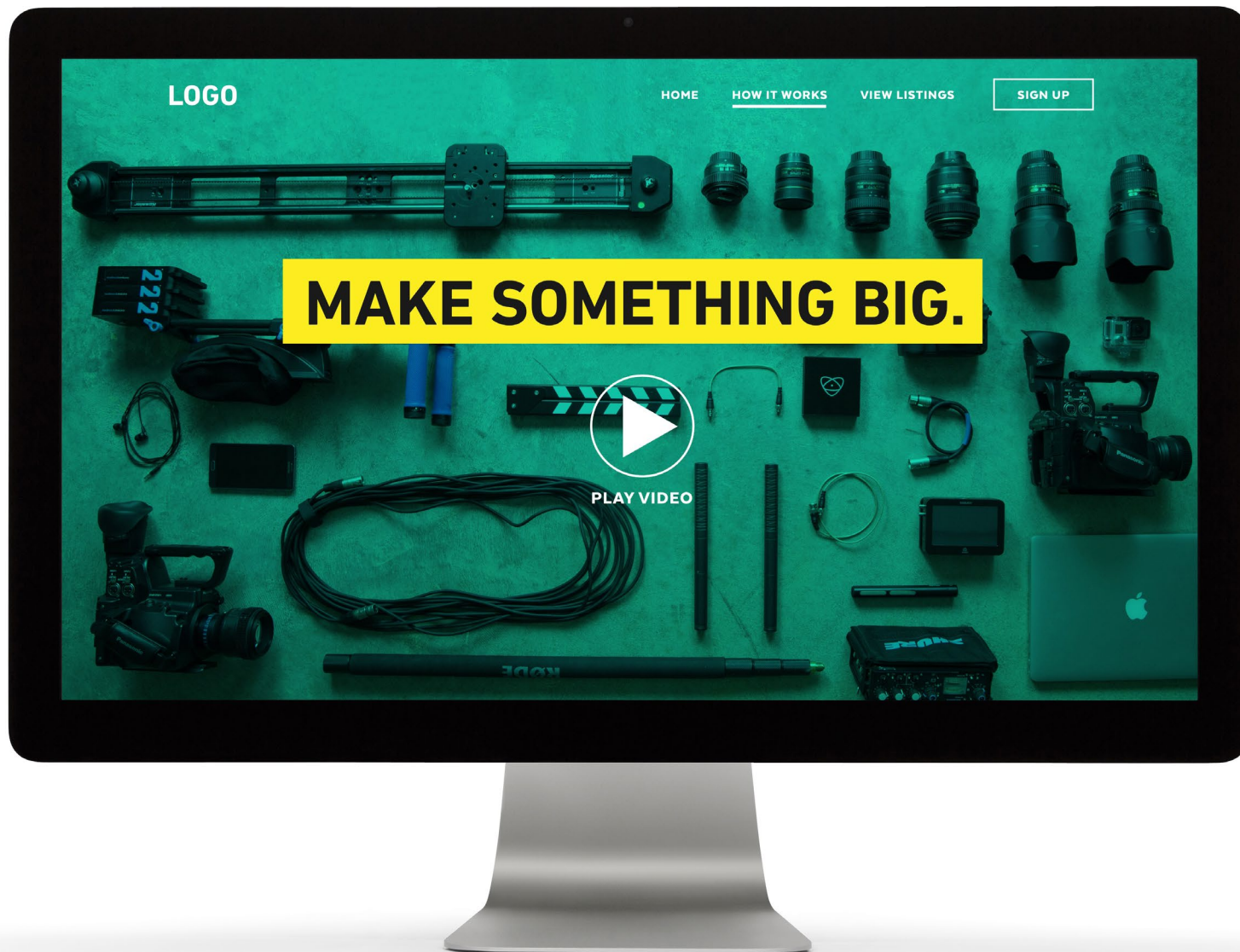
LIST YOUR GEAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

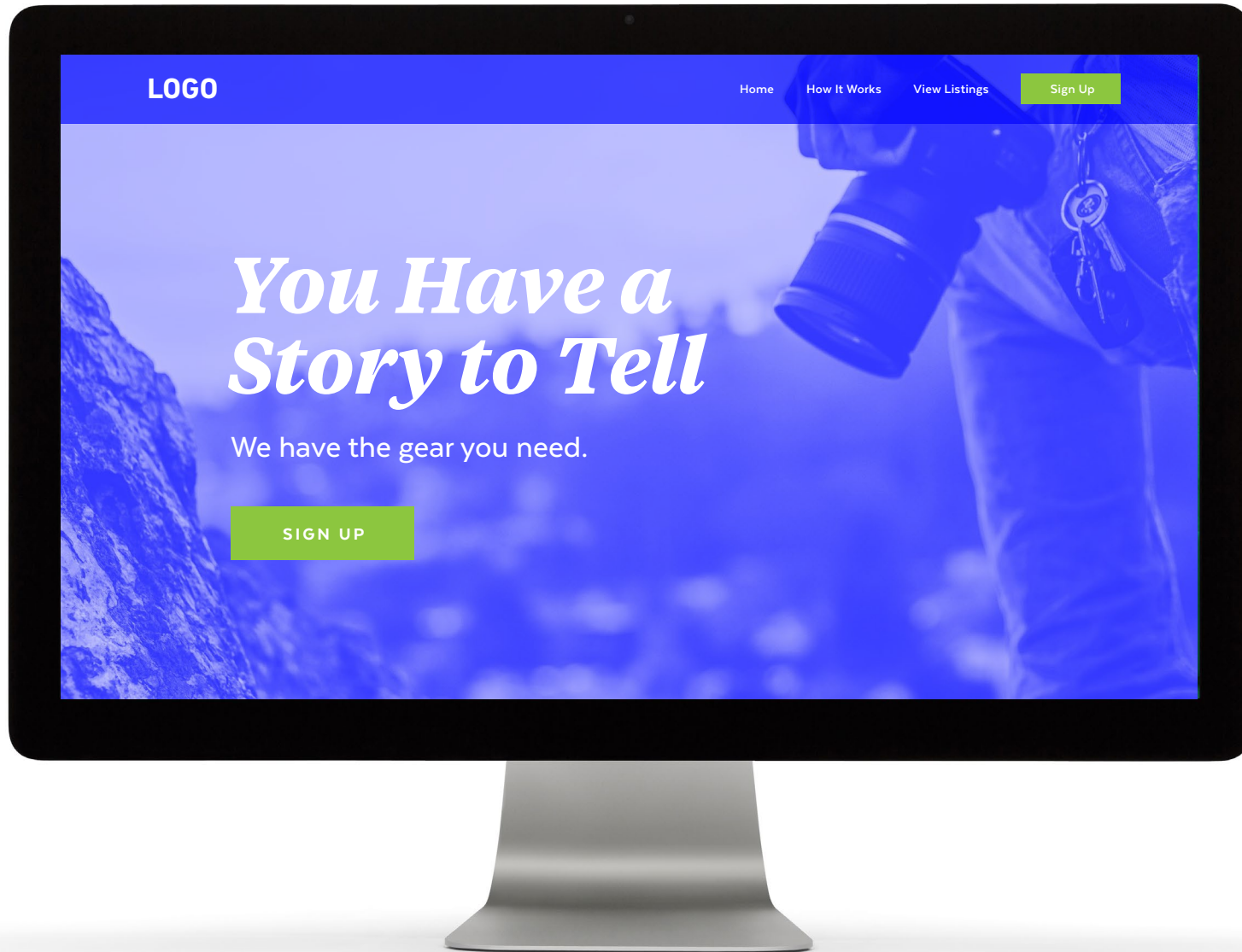
PRELIMINARY MOCKUPS



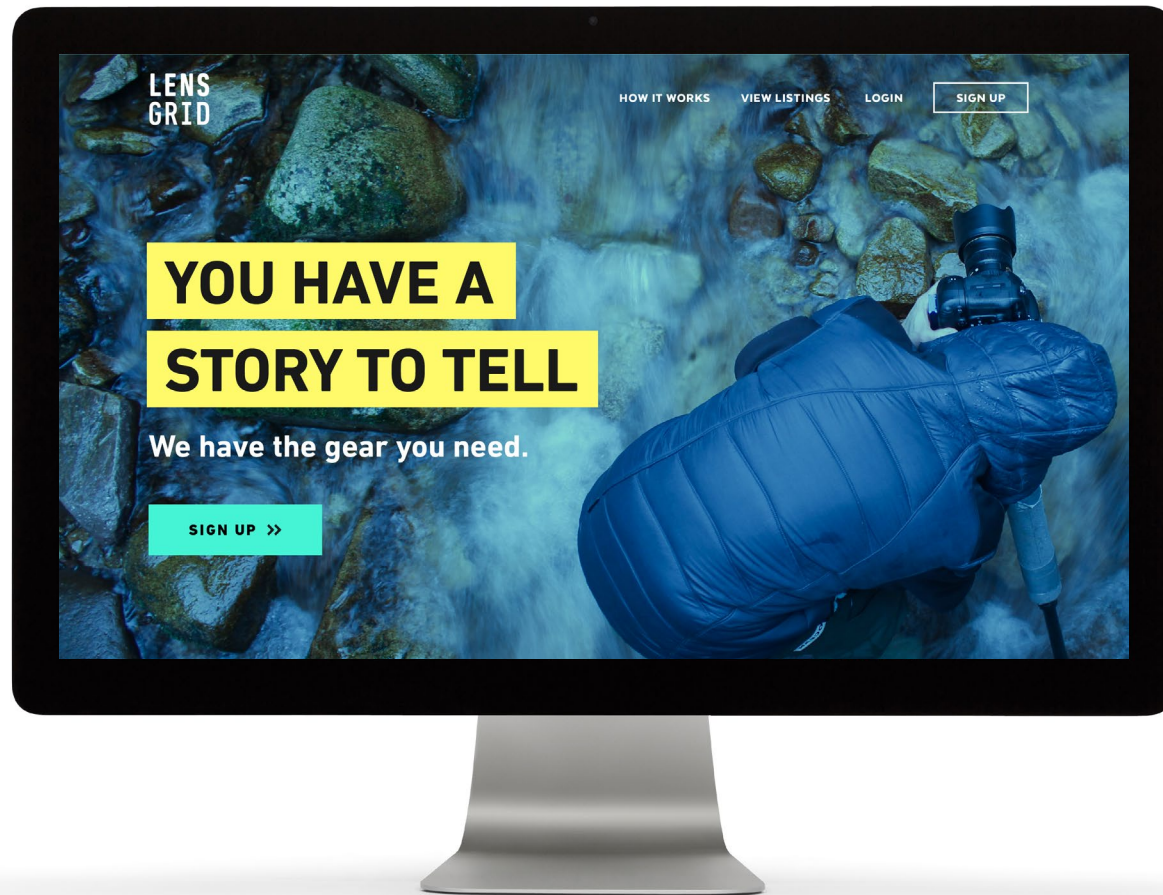
PRELIMINARY MOCKUPS



PRELIMINARY MOCKUPS



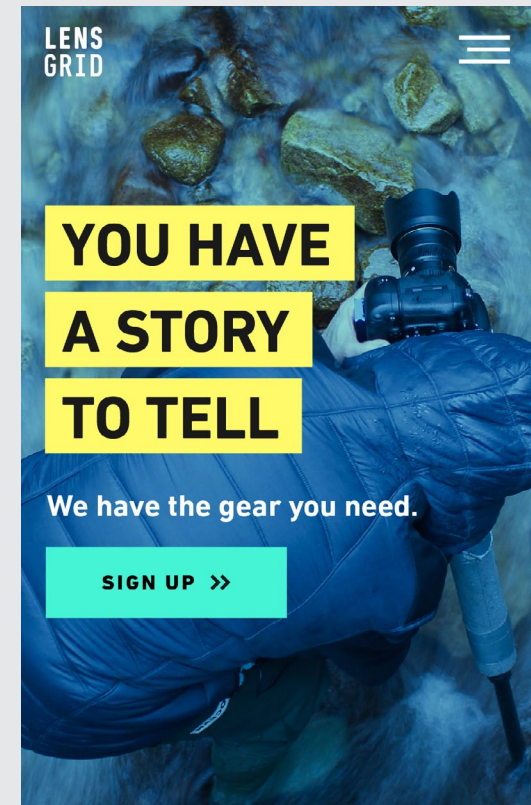
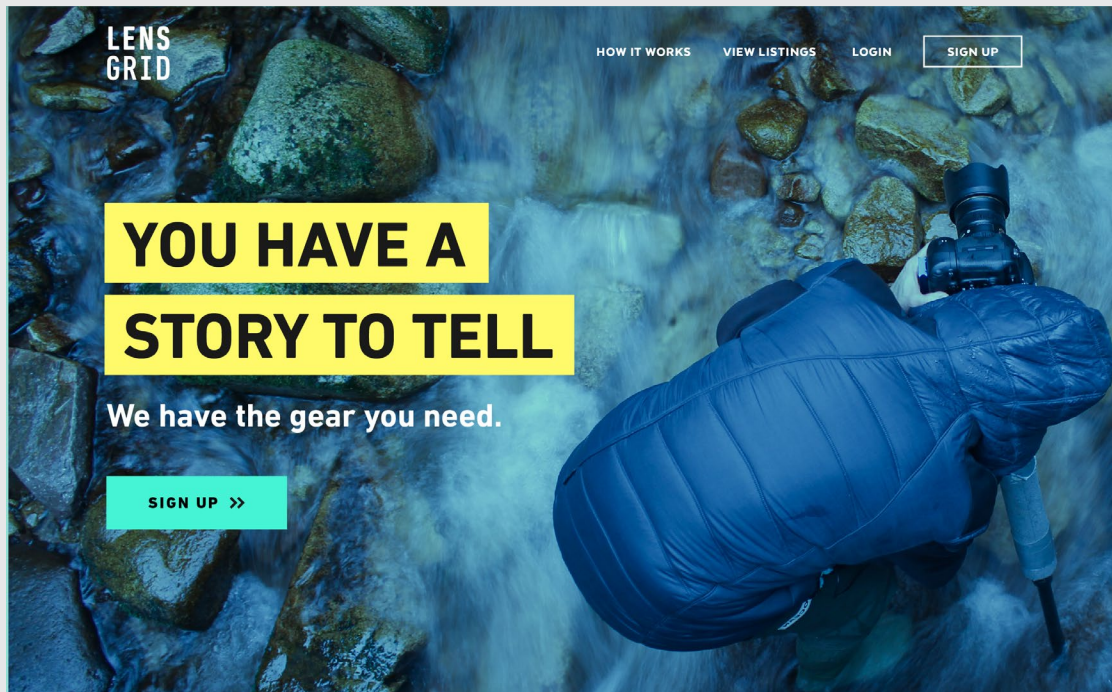
FINAL MOCKUPS: LAUNCH PAGE



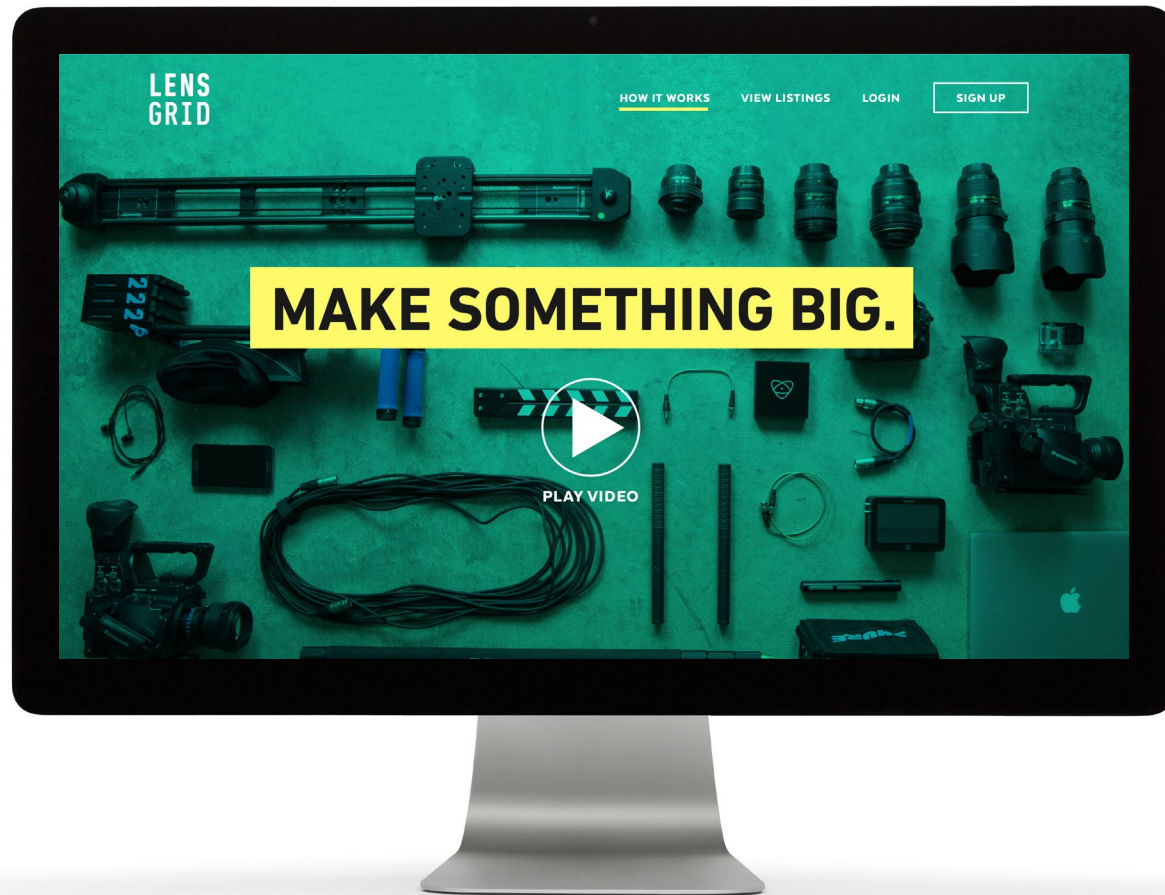
LAUNCH PAGE

The Launch Page uses a large banner photograph that fills the browser window. H1 text has a special highlight effect that is used throughout the site.

FINAL MOCKUPS: LAUNCH PAGE



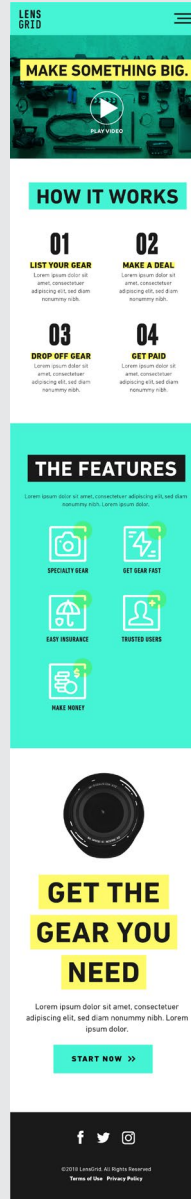
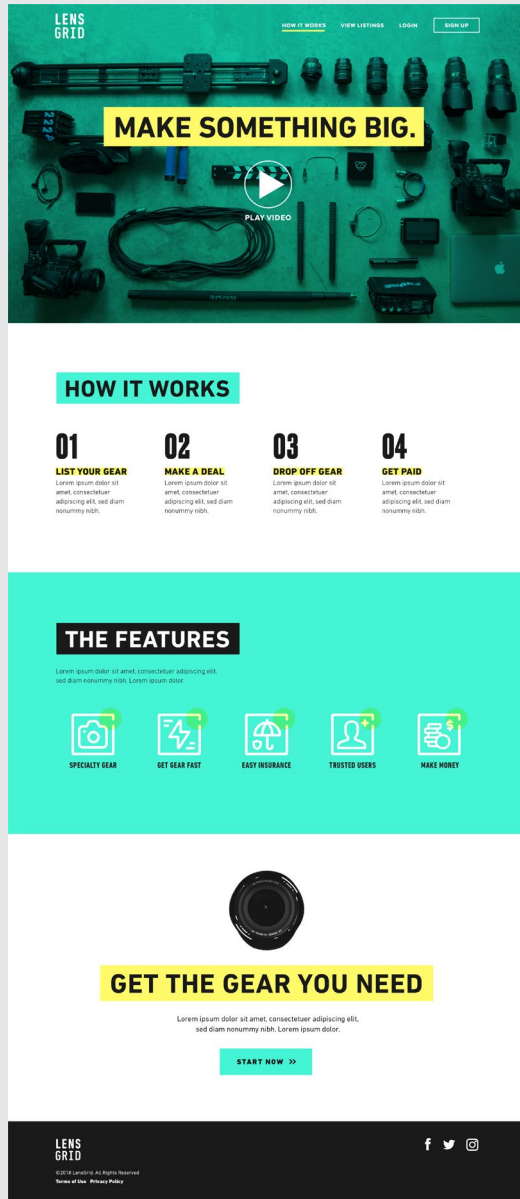
FINAL MOCKUPS: HOME



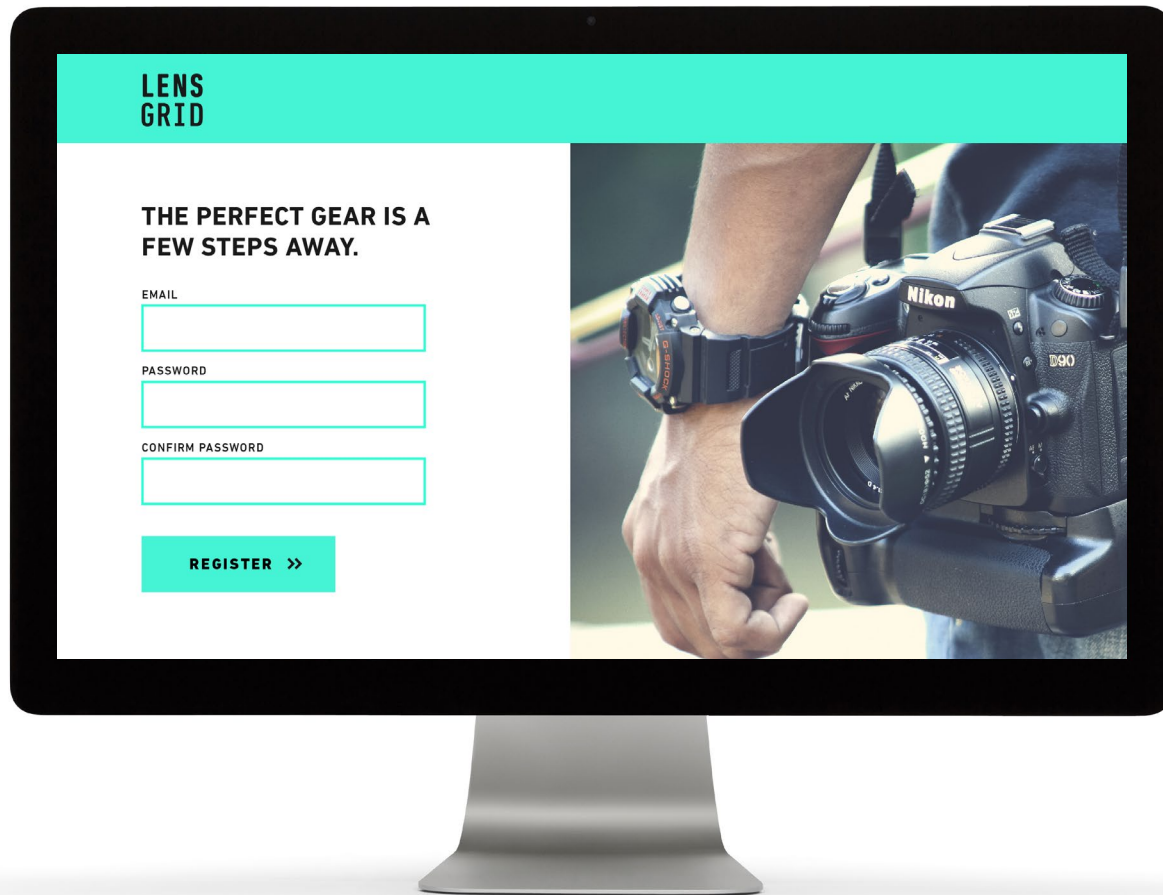
HOME

The Homepage, called “How It Works” on the site, uses a large banner video that fills the browser viewport for desktop breakpoints. All UI elements disappear when the video is played. After the banner, there is a content block to explain the process in a step by step manner. Then, comes a content block to summarize some of the special features of the platform using icons. Last, is a Call to Action content block that urges users to sign up.

FINAL MOCKUPS: HOME



FINAL MOCKUPS: SIGN UP



SIGN UP

The Sign Up process is split between two pages to give the design a visual simplicity. Users are first asked to provide their email and password. A login link is provided in case an existing user reached this page by mistake. On the second page, the user is asked to give their first and last name, phone number, and communication preference. The sign up process is complete after the user verifies their account through email or text. On the mobile breakpoints, the images are hidden.

FINAL MOCKUPS: SIGN UP

LENS GRID

THE PERFECT GEAR IS A FEW STEPS AWAY.

EMAIL


PASSWORD

CONFIRM PASSWORD

REGISTER >>

ALREADY A USER?

LOGIN NOW >>



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Terms of Use Privacy Policy

f t i

LENS GRID

THE PERFECT GEAR IS A FEW STEPS AWAY.

EMAIL

PASSWORD

CONFIRM PASSWORD

REGISTER >>

ALREADY A USER?

LOGIN NOW >>

f t i

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LENS GRID

ALMOST DONE!

FIRST NAME

LAST NAME

PHONE NUMBER

COMMUNICATION PREFERENCE

Text Message Email

SEND CONFIRMATION >>

f t i

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LENS GRID

ALMOST DONE!

FIRST NAME


LAST NAME

PHONE NUMBER

COMMUNICATION PREFERENCE

Text Message Email

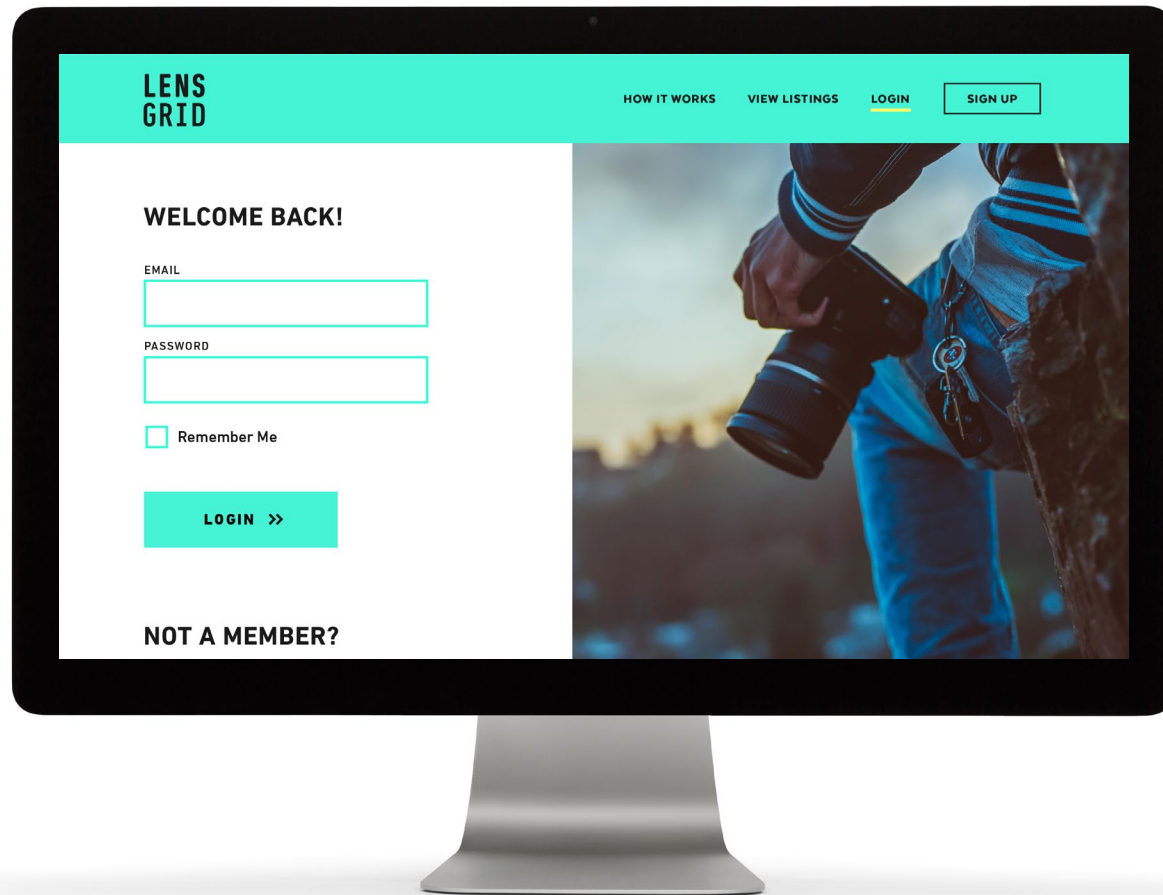
SEND CONFIRMATION >>



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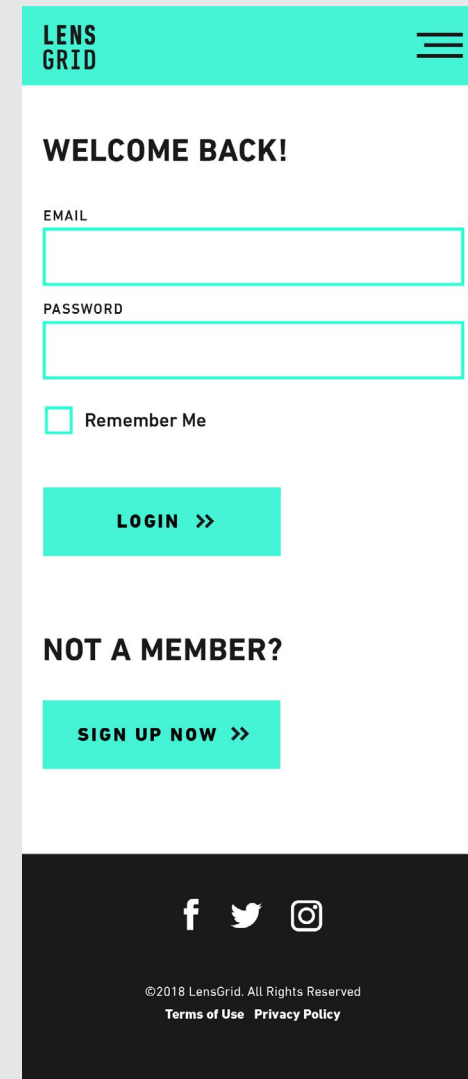
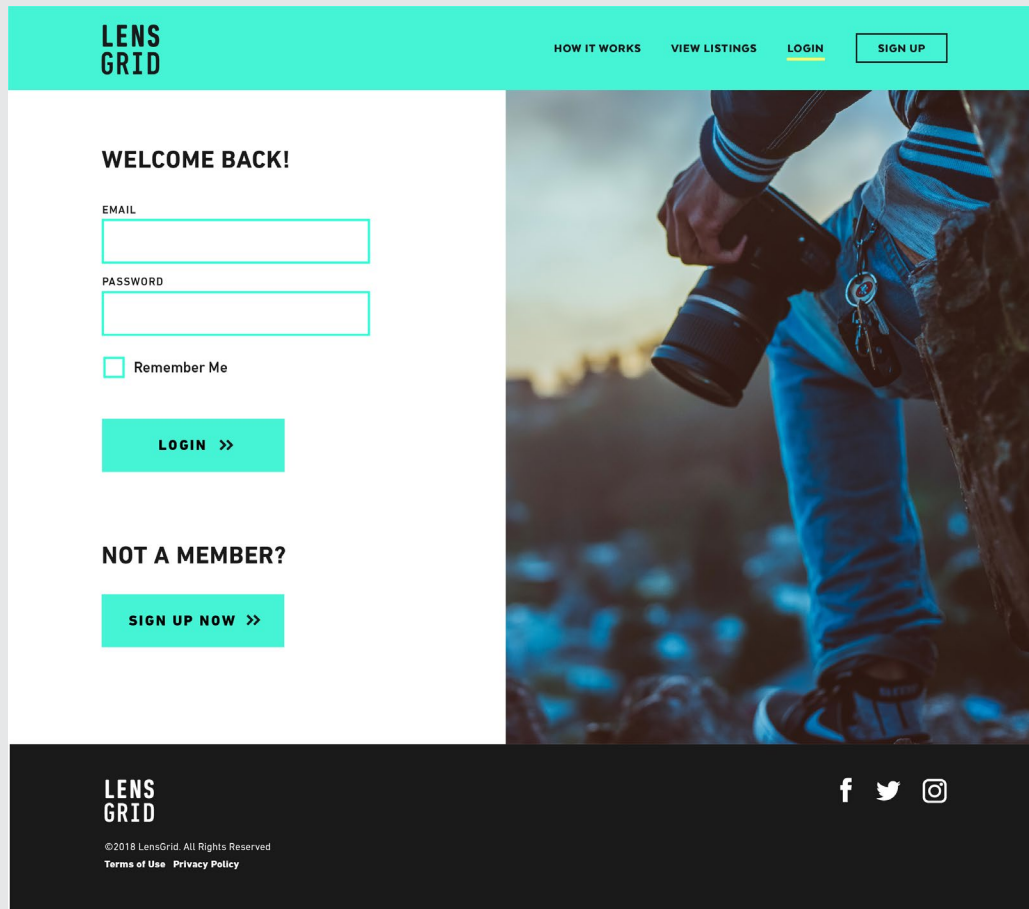
FINAL MOCKUPS: LOGIN



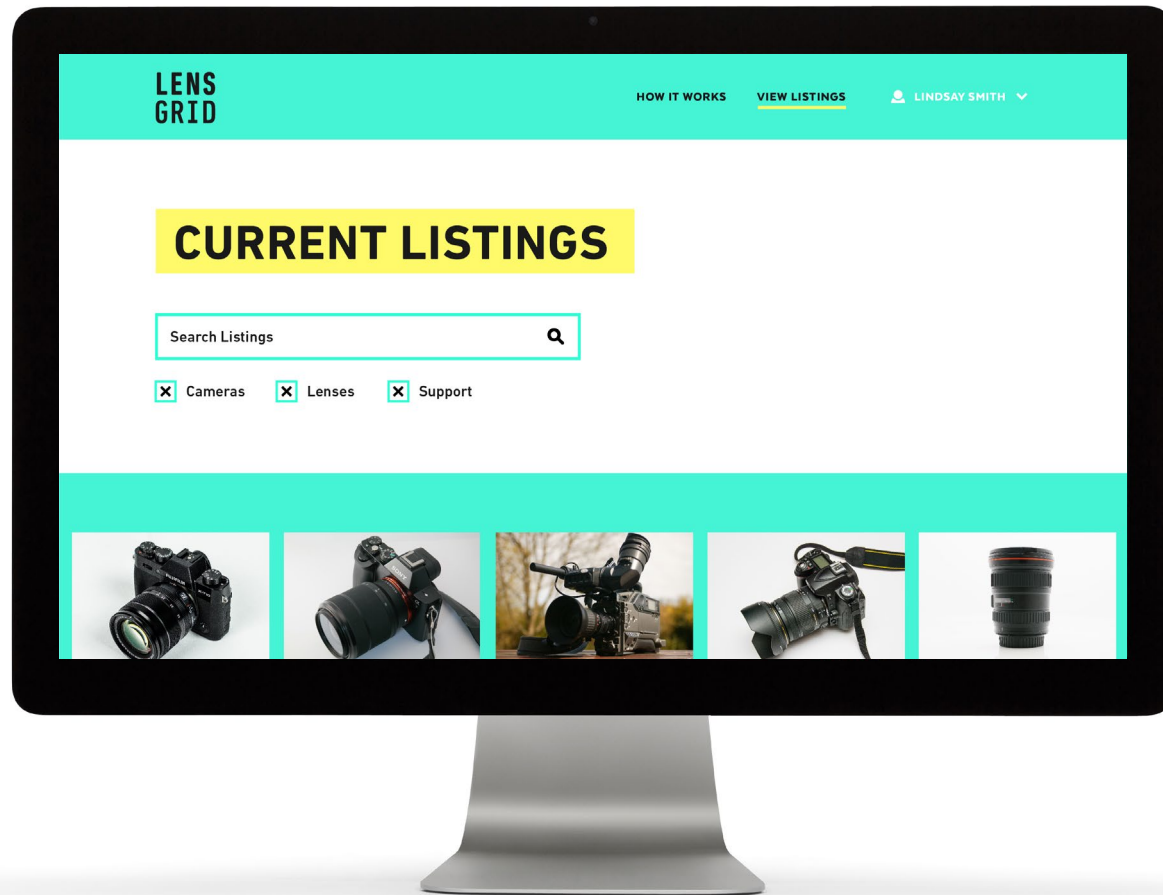
LOGIN

The Login page uses the same template as the Sign Up page, for a reduction in development costs. A link is provided to go to the Sign Up page in case a new user reaches this page by mistake.

FINAL MOCKUPS: LOGIN



FINAL MOCKUPS: LISTINGS

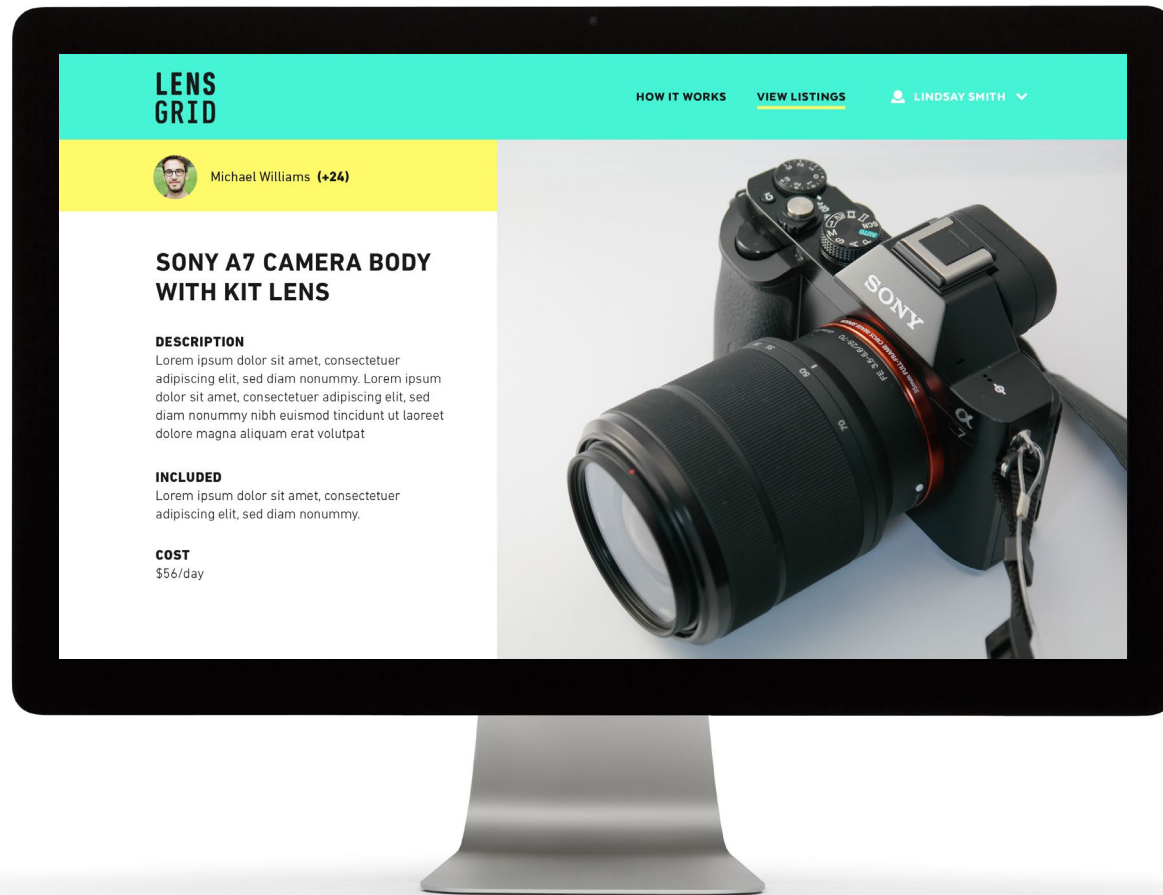


LISTINGS

The listing page looks different depending on whether the user is logged in or not. If the user is not logged in, a large call to action appears at the top to increase conversion. The listings are also limited in quantity. If the user clicks “View All Listings” at the bottom, he/she is prompted to register. Another large call to action is located at the bottom of the page.

If the user is logged in, the listing page uses an infinite scroll design—more listings populate the page when the user scrolls to the bottom. There is also a search and filter system at the top.

FINAL MOCKUPS: RENTAL DETAILS



RENTAL DETAILS

The rental details page gives all the information that a user needs to initiate a rental. The top content block gives the renter's username and trust score, followed by a description of the rental terms. The second content block contains details specifications about the product to be rented. The third content block shows the area of town in which the rental is located. The last content block is the booking area, where the user makes decisions about the rental length, date, and options.

FINAL MOCKUPS: RENTAL DETAILS

LENS GRID HOW IT WORKS VIEW LISTINGS LINDSEY SMITH


Michael Williams (424)

SONY A7 CAMERA BODY WITH KIT LENS

DESCRIPTION
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

INCLUDED
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

COST
\$56/day

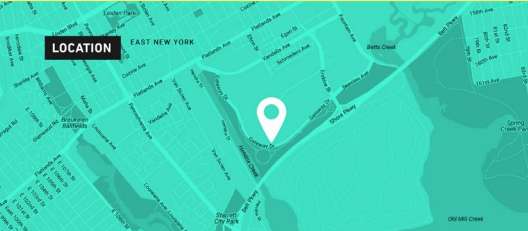


SPECIFICATIONS

MODEL NUMBER	SA75281nu1
WEIGHT	1.85 kg
LENS SPEED	f/3.5-4.5
FOCAL LENGTH	24-80mm
MODEL NUMBER	SA75281nu1
MODEL NUMBER	SA75281nu1

LOCATION

EAST NEW YORK



BOOK GEAR

RENTAL TERM
Feb 2-Feb 6

ACCESSORIES
 Extra Battery
 Pelican Case

INSURANCE
 Insurance Coverage

TOTAL COST
\$220.00


[SEND REQUEST >>](#)

LENS GRID
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f t i

LENS GRID

Michael Williams (424)



SONY A7 CAMERA BODY WITH KIT LENS

DESCRIPTION
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.


INCLUDED
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

COST
\$56/day

SPECIFICATIONS

MODEL NUMBER	SA75281nu1
WEIGHT	1.85 kg
LENS SPEED	f/3.5-4.5
FOCAL LENGTH	24-80mm
MODEL NUMBER	SA75281nu1
MODEL NUMBER	SA75281nu1

LOCATION



BOOK GEAR

RENTAL TERM
Feb 2-Feb 6

ACCESSORIES
 Extra Battery
 Pelican Case

INSURANCE
 Insurance Coverage

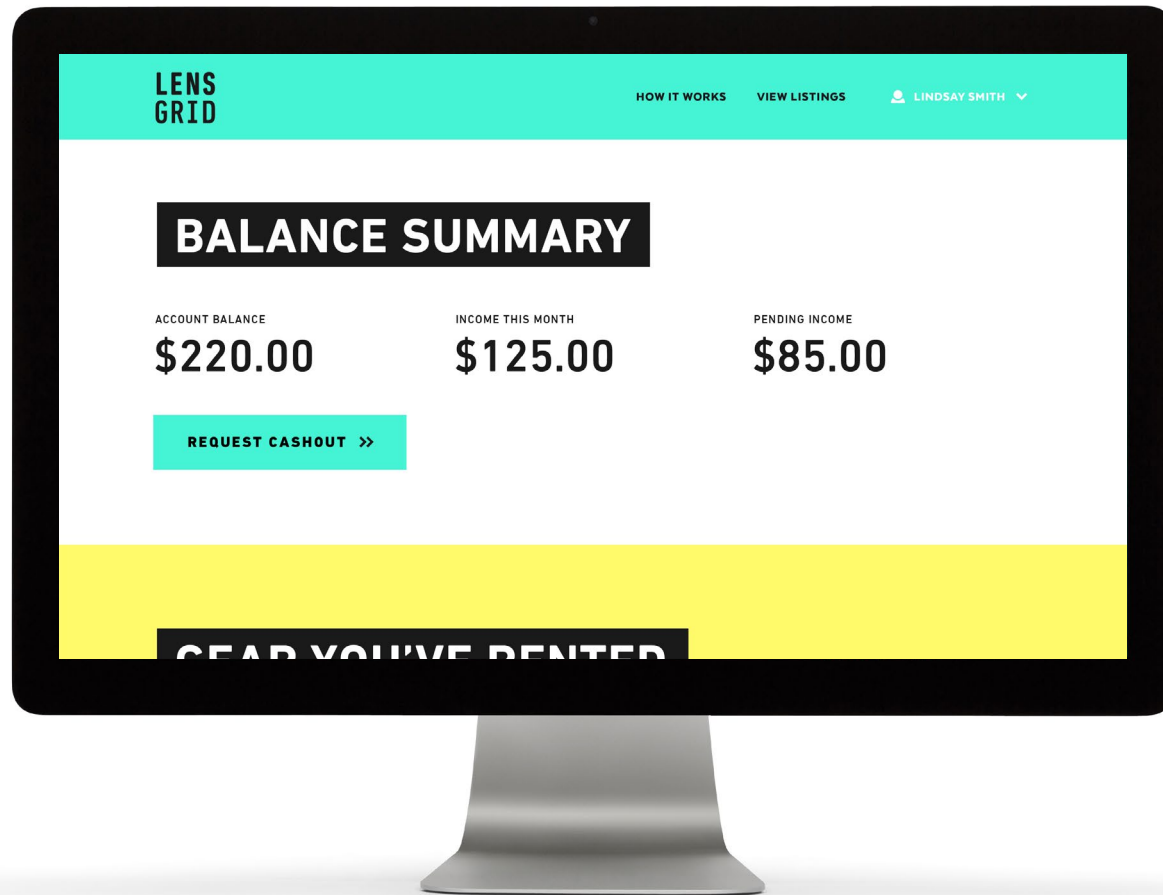
TOTAL COST
\$220.00

[SEND REQUEST >>](#)

f t i

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FINAL MOCKUPS: USER DASHBOARD



USER DASHBOARD

The dashboard gives the user all the information about their account activity. The first content block gives their balances and income numbers and provides a link to initiate a cash-out. The second content block gives a list of gear that the user has rented to other users with links to manage those rentals. The third content block lists the rentals that the user has purchased from other users. The last content block lists all the gear listings that the user has active.

FINAL MOCKUPS: USER DASHBOARD


LENS GRID HOW IT WORKS VIEW LISTINGS LANDSLAY SHOTS


BALANCE SUMMARY

ACCOUNT BALANCE: **\$220.00** INCOME THIS MONTH: **\$125.00** PENDING INCOME: **\$85.00**


[REQUEST CASHOUT >>](#)


GEAR YOU'VE RENTED

 **FUJIFILM X-T10 & LANDSCAPE KIT**
Returns Dec 13
Total: \$241.00
[MANAGE RENTAL >](#)


 **FUJIFILM X-T10 & LANDSCAPE KIT**
Returns Dec 13
Total: \$241.00
[MANAGE RENTAL >](#)


GEAR YOU'RE RENTING


 **FUJIFILM X-T10 & LANDSCAPE KIT**
Returns Dec 13
Total: \$241.00
[MANAGE RENTAL >](#)

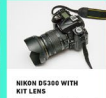
 **FUJIFILM X-T10 & LANDSCAPE KIT**
Returns Dec 13
Total: \$241.00
[MANAGE RENTAL >](#)

YOUR LISTINGS

 **FUJIFILM X-T10 & LANDSCAPE KIT**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
\$78/day
[VIEW GEAR >](#)

 **SONY A7 MIRRORLESS WITH KIT LENS**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
\$78/day
[VIEW GEAR >](#)

 **SONY J1-77 PROFESSIONAL**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
\$78/day
[VIEW GEAR >](#)

 **NIKON D5300 WITH KIT LENS**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
\$78/day
[VIEW GEAR >](#)

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LENS GRID ☰


BALANCE SUMMARY

ACCOUNT BALANCE: **\$220.00** INCOME THIS MONTH: **\$125.00** PENDING INCOME: **\$85.00**


[REQUEST CASHOUT >>](#)

GEAR YOU'VE RENTED


 **FUJIFILM X-T10 & LANDSCAPE KIT**
Returns Dec 13
Total: \$241.00
[MANAGE RENTAL >](#)


 **FUJIFILM X-T10 & LANDSCAPE KIT**
Returns Dec 13
Total: \$241.00
[MANAGE RENTAL >](#)

GEAR YOU'RE RENTING

 **FUJIFILM X-T10 & LANDSCAPE KIT**
Returns Dec 13
Total: \$241.00
[MANAGE RENTAL >](#)

YOUR LISTINGS

 **FUJIFILM X-T10 & LANDSCAPE KIT**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
\$78/day
[VIEW GEAR >](#)


 **SONY A7 MIRRORLESS WITH KIT LENS**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.
\$78/day
[VIEW GEAR >](#)

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PART
04

DEVELOPMENT
(ROUGH)

HOME (Rough)



LENS GRID

[Home](#) [How it Works](#) [Listings](#) [Your Account -](#)

YOU HAVE A STORY TO TELL

We have the gear you need.

[SIGN UP NOW](#)

LENS GRID

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HOW IT WORKS (Rough)

LENS GRID

Home New **How It Works** Listings Your Account



MAKE SOMETHING BIG.

PLAY VIDEO

HOW IT WORKS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh. Lorem ipsum dolor.

- 01 LIST YOUR GEAR**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
- 02 MAKE A DEAL**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
- 03 DROP OFF GEAR**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
- 04 GET PAID**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

THE FEATURES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh. Lorem ipsum dolor.

- SPECIALTY GEAR
- EASY INSURANCE
- EARN MONEY
- GET GEAR FAST
- TRUSTED USERS



GET THE GEAR YOU NEED

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh. Lorem ipsum dolor.

START NOW

LENS GRID

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LISTINGS (Rough)



















LENS GRID Home How It Works Listings Your Account

THE PERFECT GEAR AWAITS.

Get Started Now.

[SIGN UP NOW](#) [LEARN MORE](#)

CURRENT LISTINGS

- | | | | | | |
|---|---|---|---|---|---|
|  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |
|  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.</p> <p>\$78/day</p> <p>VIEW GEAR >></p> |  <p>FUJIFILM X-T10 & LANDSCAPE KIT
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GET THE GEAR YOU NEED

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DETAILS (Rough)


LENS GRID Home How It Works **Listings** Your Account -

SONY A7 CAMERA BODY WITH KIT LENS

DESCRIPTION
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INCLUDED
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COST
\$56/day



SPECIFICATIONS

LOCATION

BOOK GEAR

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SIGNUP (Rough)

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THE PERFECT GEAR IS A FEW STEPS AWAY

EMAIL


PASSWORD

CONFIRM PASSWORD

[REGISTER NOW](#)

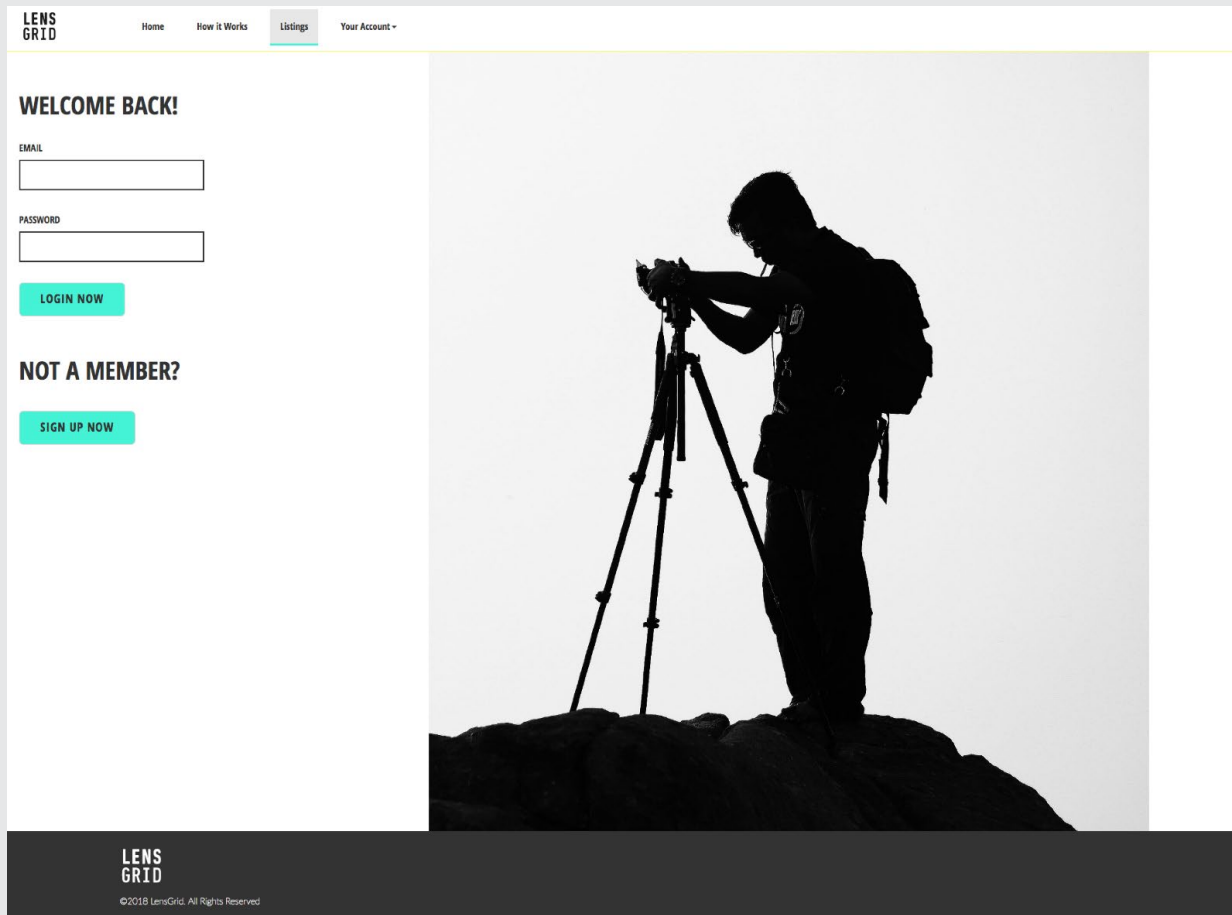
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PART
05

DEVELOPMENT
(FINAL)

HOME



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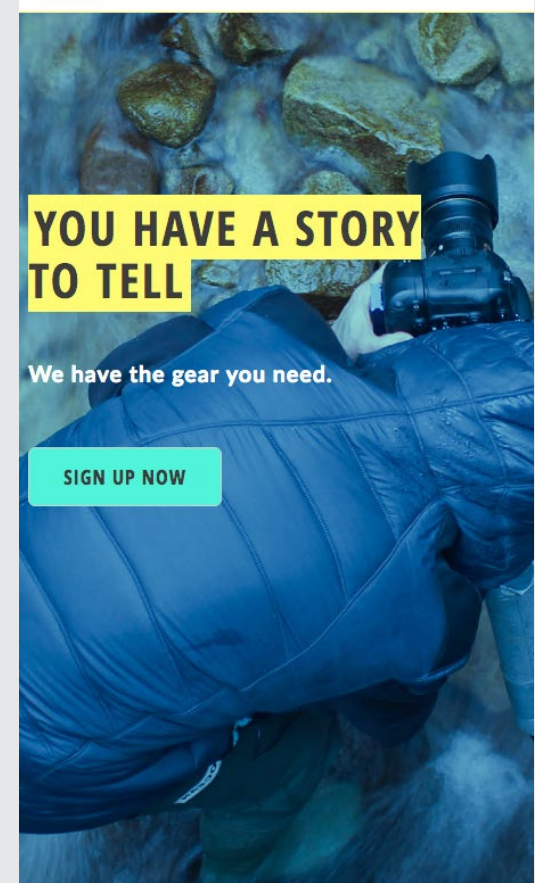
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HOW IT WORKS

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MAKE SOMETHING BIG.

PLAY VIDEO

HOW IT WORKS

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- 01 LIST YOUR GEAR**
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- 02 MAKE A DEAL**
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- 03 DROP OFF GEAR**
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- 04 GET PAID**
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THE FEATURES

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- SPECIALTY GEAR
- EASY INSURANCE
- EARN MONEY
- GET GEAR FAST
- TRUSTED USERS




GET THE GEAR YOU NEED

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START NOW

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MAKE SOMETHING BIG.

PLAY VIDEO

HOW IT WORKS


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- 01 LIST YOUR GEAR**
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GET THE GEAR YOU NEED

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LISTINGS

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Home View & Works Listings Your Account

THE PERFECT GEAR AWAITS.

Get Started Now.

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CURRENT LISTINGS

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GET THE GEAR YOU NEED

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
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SIGNUP 2

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Home How it Works Listings Your Account

ALMOST DONE!

FIRST NAME


LAST NAME

PHONE NUMBER

COMMUNICATION PREFERENCE

Email Phone

SEND CONFIRMATION



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☰

ALMOST DONE!

FIRST NAME

LAST NAME

PHONE NUMBER

COMMUNICATION PREFERENCE

Email Phone

SEND CONFIRMATION

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THANK YOU PAGE


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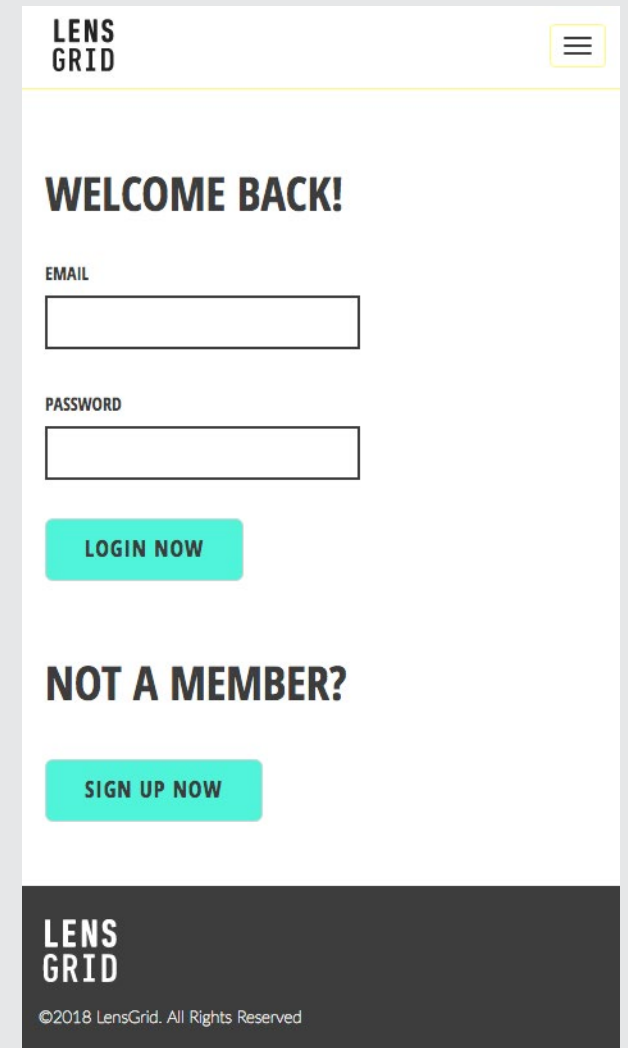
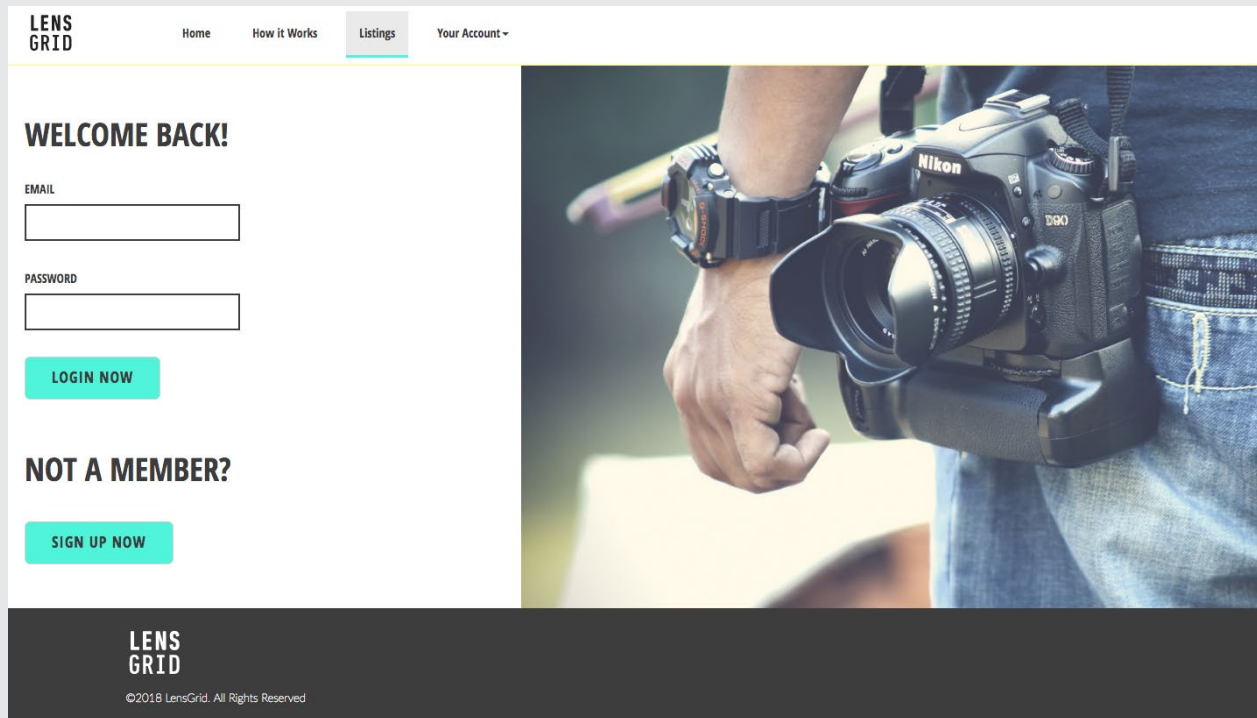
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LOGIN PAGE



DETAILS PAGE

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Michael Williams (+24)

SONY A7 CAMERA BODY WITH KIT LENS

DESCRIPTION
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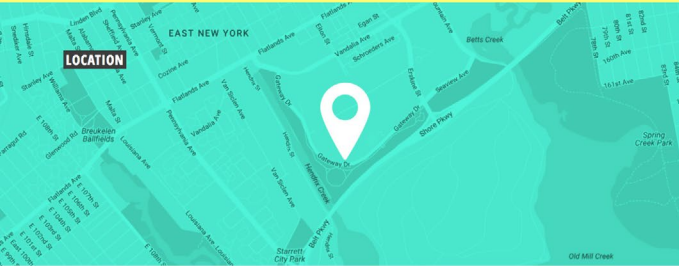
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COST
\$56/day



SPECIFICATIONS

MODEL NUMBER	Sony A7s S89881HJ M
LENS MAXIMUM APERTURE	f/2.8-4.5
LENS FOCAL LENGTH	28mm-70mm equivalent
CAMERA TYPE	Full Frame Mirrorless Camera
COLOR	Black
MEDIA TYPE	Dual SD / SDHC / SDXC Card Slots



BOOK GEAR

RENTAL TERM (START)

RENTAL TERM (END)

ACCESSORIES
 Include Manual Extra Battery

INSURANCE
 Add Insurance Add Damage Coverage

TOTAL COST
\$240.60

[SEND RENTAL REQUEST](#)

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Michael Williams (+24)



SONY A7 CAMERA BODY WITH KIT LENS

DESCRIPTION
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INCLUDED
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BOOK GEAR

RENTAL TERM (START)

RENTAL TERM (END)

ACCESSORIES
 Include Manual Extra Battery

INSURANCE
 Add Insurance Add Damage Coverage

TOTAL COST
\$240.60

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USER DASHBOARD

LENS GRID


Home How It Works Settings Your Account

BALANCE SUMMARY


ACCOUNT BALANCE	PENDING BALANCE	INCOME THIS MONTH
\$185.41	\$71.50	\$365.18

[REQUEST CASHOUT](#)

GEAR YOU'VE RENTED




FUJIFILM X-T10 & LANDSCAPE KIT
RENTED TO Anthony1392
RENTAL RETURN DATE March 16, 2018
[MANAGE RENTAL >>](#)




FUJIFILM X-T10 & LANDSCAPE KIT
RENTED TO Anthony1392
RENTAL RETURN DATE March 16, 2018
[MANAGE RENTAL >>](#)


YOUR LISTINGS




FUJIFILM X-T10 & LANDSCAPE KIT
Lenses: 18mm-55mm f/3.5-5.6 OIS lens, connector adapter ring, and gear insurance.
\$78/day
[VIEW GEAR >>](#)



FUJIFILM X-T10 & LANDSCAPE KIT
Lenses: 18mm-55mm f/3.5-5.6 OIS lens, connector adapter ring, and gear insurance.
\$78/day
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FUJIFILM X-T10 & LANDSCAPE KIT
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\$78/day
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[CREATE NEW LISTING](#)

GEAR YOU'RE RENTING



FUJIFILM X-T10 & LANDSCAPE KIT
RENTED FROM Anthony1392
RENTAL RETURN DATE March 16, 2018
[MANAGE RENTAL >>](#)



FUJIFILM X-T10 & LANDSCAPE KIT
RENTED FROM Anthony1392
RENTAL RETURN DATE March 16, 2018
[MANAGE RENTAL >>](#)

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LENS GRID

BALANCE SUMMARY

ACCOUNT BALANCE	\$185.41
PENDING BALANCE	\$71.50
INCOME THIS MONTH	\$365.18

[REQUEST CASHOUT](#)

GEAR YOU'VE RENTED



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[VIEW GEAR >>](#)



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\$78/day
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[CREATE NEW LISTING](#)

GEAR YOU'RE RENTING



FUJIFILM X-T10 & LANDSCAPE KIT
RENTED FROM Anthony1392
RENTAL RETURN DATE March 16, 2018
[MANAGE RENTAL >>](#)



FUJIFILM X-T10 & LANDSCAPE KIT
RENTED FROM Anthony1392
RENTAL RETURN DATE March 16, 2018
[MANAGE RENTAL >>](#)

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THANK YOU!

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