Improving the **moving** experience

Sophia Lau BI Application, Fall 2018

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Prompt

Imagine the experience of someone moving their belongings into a new living environment.

Please identify a specific experience that someone may have during the moving process, and present a design solution for how you might improve this particular experience.

02

Valid Assumptions

○ Person has already found and secured a "suitable" place to live
  – already signed the lease, have roommates
  – no need to conduct a "search"

○ Target location is "familiar"
  – person knows how to get there, the amount of available space, room layouts, etc.

○ Person has all needed belongings to be moved into target location
  – furniture, appliances, clothes, personal items, etc.
  – no need to purchase new items to bring along.

Journey Mapping

These assumptions *shift* the focus of the prompt to the **physical hassle of moving one's personal belongings.**

More specifically, this involves:

1 **Packing** all of belongings from old household
  ❏ Organizing items in boxes by room

2 **Loading** and **moving** belongings to the new target location.
  ❏ Finding available friends/family to help
  ❏ Renting moving vehicles

3 **Unpacking** belongings.
  ❏ Taking out all belongings from boxes
  ❏ Cleaning up resulting mess

4 **Settling** into the new location
  ❏ having everything be set up in the way that the user wants it to be
  ❏ having the most reasonable layout of furniture

Questions to Consider

○ Least favorite part about the moving experience? (of the 4 listed to the left)

○ Biggest concern, worry, or stress factor when moving?

○ How much total time do you think you spend moving, from initial preparation → finally being settled in?

○ If you could guarantee any one thing when moving, what would it be?

Case Studies

02

Name	Catherine	Phallyn	Nikita
Age	54	22	19
Occupation	Freelance Business Owner	Professional Ballet Dancer	Full-time University Student
Most Recent Moving Experience	○ San Jose, CA → Denver, CO ○ suburban house → suburban house	○ SF, CA → Portland, OR ○ city apartment → suburban apartment	○ Fremont, CA → Berkeley, CA ○ suburban house → urban house
Moving Frustrations	○ Packing/initial organization ○ Almost impossible to distribute work because other people can't organize your stuff in a way that makes it easy to find when unpacking ○ Even one misplaced item → hours of looking through boxes to find it	○ The process of organizing one's entire life into boxes. ○ Constant worry about leaving something behind or misplacing something in a different box.	○ Ensuring that I pack everything that I need ○ Determining what is important enough to bring with me ○ Oftentimes, I find myself missing items because of lack of organization while I'm packing.

02

Defining the Problem

The most problematic aspect of the moving experience is:

The **initial organization** of one's belongings when **packing** & its effect on one's ability to easily **retrieve** desired items in a **time-efficient** manner.

Creating an Objective

Solving this problem requires an effort to:

Invest more time in **preparation before moving** to **minimize stress while moving.**

03

Addressing Issues

Initial Organization		Item Retrieval	
Physically color coding all items	Separating items into physically labeled boxes	Looking in boxes with relevant label	Place items immediately while unpacking → no need to "retrieve"
Category based on room of utility	Adding to a digital checklist while packing	Referring to a checklist mapping item to box	Put the boxes in the location of where they need to be unpacked.
Making virtual "boxes" corresponding to physical	List all items, categorize into boxes, then pack them accordingly.	Arbitrarily choose a box and unpack it.	Unpack items/boxes in the order of immediate importance.

Feasible Ideas

○ Online web application to make a virtual checklist of items in each physical storage box
○ Visual model of items in old residence tagged with box they reside in
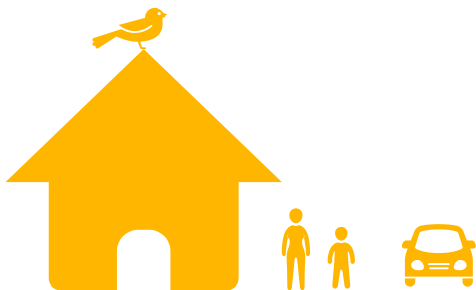○ Create "objects" → drag and drop feature into corresponding boxes

Constraints & Considerations

○ Visual features
  – Difficulty to implement might not be worth the marginal effect on user experience
  – Aids in presentability, but contributes little to ameliorating core experience or reducing final user anxiety
○ What types of "items" are worth labeling & categorizing?
  – How does the user ensure listed objects are specific/descriptive enough to refer to when unpacking?
○ Web vs. Mobile application
  – Web application = easier to maneuver
  – Mobile application = easier to use while physically moving

Final Solution

An all-in-one mobile application used to virtually list and map personal belongings to their corresponding physical storage boxes.
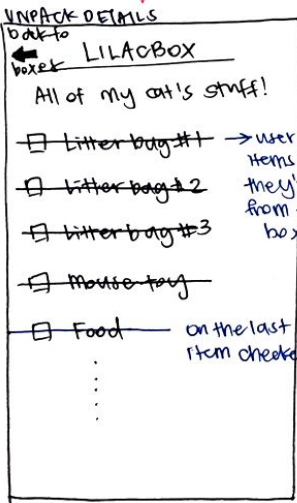
03
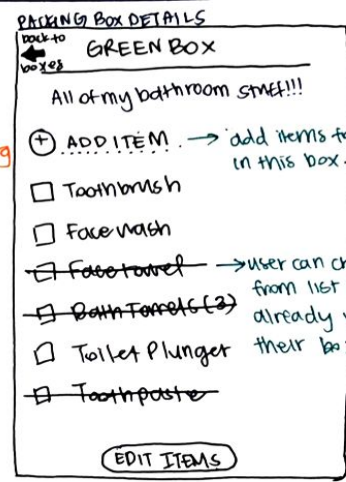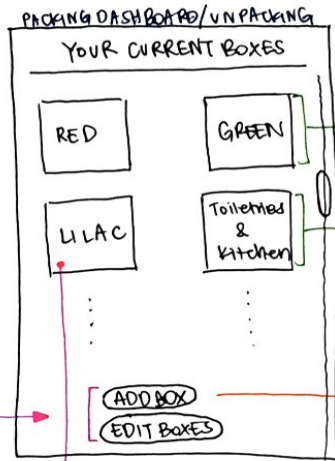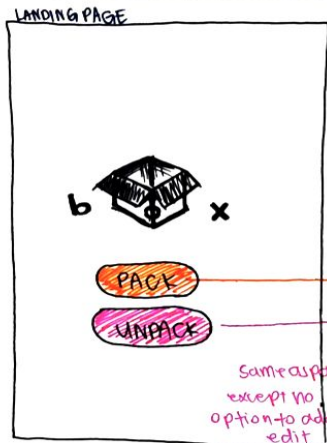
How it improves the moving experience

Creates a universal platform for the user to precisely document and edit the items **while packing** to be **better equipped and prepared to unpack** items in new environment.

04

LANDING PAGE

PACK

UNPACK

Same as pack except no option to add/edit

choose a box to unpack

PACKING DASHBOARD/UNPACKING

YOUR CURRENT BOXES

RED

GREEN

LILAC

Toiletries & kitchen

ADD BOX

EDIT BOXES

User can rename boxes using their preferred "theme" (i.e. colors, personal names, etc.)

on double tap

selecting a box to view

User can set description of contents of box available on force touch/tap

PACKING BOX DETAILS

back to boxes

GREEN BOX

All of my bathroom stuff!!!

⊕ ADD ITEM → add items to be packed in this box

☐ Toothbrush

☐ Face wash

☐ Face towel → user can cross off items from list if they have already packed it in their box

☐ Bath Towels (2)

☐ Toilet Plunger

☐ Toothpaste

EDIT ITEMS

UNPACK DETAILS

back to boxes

LILAC BOX

All of my cat's stuff!

☐ Litter bag #1 → user crosses off items from list when they've removed it from the corresponding box.

☐ Litter bag #2

☐ Litter bag #3

☐ Mouse toy

☐ Food — on the last item checked off...

progress/checkpoint popup!

COMPLETED BOX/CHECKPOINT

Look at you go!

3 BOXES DOWN...

2 MORE TO GO!

RETURN TO BOXES

ADD BOX

YOUR BOX NAME

what kind of stuff are you putting in me???

YOUR BOX IS CURRENTLY EMPTY!!!

ADD ITEM

DELETE BOX

SAVE FOR LATER

04

Potential Problems

○ Not all items are worth labeling or categorizing
  – User may experience anxiety in feeling the need to list everything, or in not being specific enough in labeling

○ Speed & convenience of unpacking may be compromised
  – Users may become too rigid in retrieving items and checking off the list
  – Difficult to get into the unpacking "flow," if constantly needing to refer to application

○ Moving experience is affected by whether or not there are room/housemates present
  – Application doesn't take into consideration the space allotted for other household members

Potential Solutions

○ Application can come with built-in templates for the user to start off with. These can be:
  – made by app developer
  – uploaded by other users on the platform
  – tagged based on occupation, residency, etc. (i.e: student, artist, athlete, city, suburban, collector, apartment, house)

○ Implement an option to have "checkpoints" when the user is unpacking
  – User can decide to unpack by room or by box
  – Can do a mass check-off of an entire category in one go, rather than one item at a time.

○ Transform application to online and account-based
  – Can add housemates to a "move-in" for a collaborative move-in experience
  – This would minimize conflicts in space allocation and perhaps allow for better communication on move-in times