

RentIT

Nouman Wajid

Project overview



The product:

Rentit is a P2P product renting marketplace.



Project duration:

April - may 2022

The screenshot displays the RentIT website interface. At the top, there's a navigation bar with the RentIT logo, location (Bangalore), and links for Rent, List Item, Sign in, and Sign up. Below this is a category menu: Cameras, Mobile phones, Gaming, Computers, Ipad, TV, and Others. The main banner features the headline "Say Bye to Buy" with the subtext "Rent the latest tech and feel the magic of owning less and experience more". A search bar is present with the placeholder "Search any product".

Below the banner, a section titled "Products you will love to rent" showcases four items in a grid:

- iPhone 12 (128GB)**: Rs 250/day, 4.4 (9)
- Canon 800D**: Rs 1499/day, 5.0 (7)
- Macbook Air (2020)**: Rs 2500/month, 4.7 (3)
- Dell xps360**: Rs 600/day, 4.9 (5)

Each item has a "See more" button. Below this, a section titled "Reasons to rent on RentIT" highlights three benefits:

- Quality Checked**: The product is checked by our side before sending it to you.
- Cancel Anytime**: Pay only for the time you use the product and close your subscription without any hassle.
- Easy return on delivery**: If you don't like the product on delivery, you can return it right away—no questions asked.

The footer contains a table of links:

Categories	About	Information	Policies	Need Help?
Cameras	Careers	FAQs	Shipping Policy	Chat with us (9AM-6PM)
Mobile phones	Press & News	Blog	Cancellation & Return	
Gaming	Partnership	Documents Required	Privacy Policy	
Computers	Investors		Rental Terms & Conditions	
Ipad	Terms of Service		Referral Terms & Conditions	
TV				
Others				

At the bottom center, it says "© 2022, RentIT Pvt.Ltd".

Project overview



The problem:

One of the major gaps in the p2p renting marketplaces is that, they are not really P2P. Rentit allows users to connect with the seller and negotiate.



The goal:

Is to design a website which will allow users to connect with sellers and select the matching product they need.

Project overview



My role:

UX design (solo project)



Responsibilities:

User research, user flow, Ideate, wireframing, lo-fi prototype, High-fi prototype.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I asked few people that if they have rented any products and share their experience about it. I also did the competitive analysis and came up with the problems and gaps

User research: pain points

1

Pain point

Users feel it's hard and frustrating to find a product to rent for only days

2

Pain point

There are no website which really provides P2P product service.

Persona: Swapan Viswanathan

Problem statement:

[Swapan] is a disciplined front end developer who needs to rent a laptop for 2 days because he has given his laptop for repair

Swapan Viswanathan



AGE	24
EDUCATION	Jain university
STATUS	Single
OCCUPATION	Front end developer
LOCATION	Bangalore, India

Personality

Introvert Thinker Hard working

“ It would be really helpful if i could rent a laptop for just 2 days. ”

Brief story

Swapan works as a front end developer in an IT company. He is currently working from home because of covid regulation. The laptop from which he works had stopped working and he has given it for repair. But unfortunately it's gonna take 2 days for him to get his laptop back and he has deadline from office work. Now he is searching to rent a laptop.

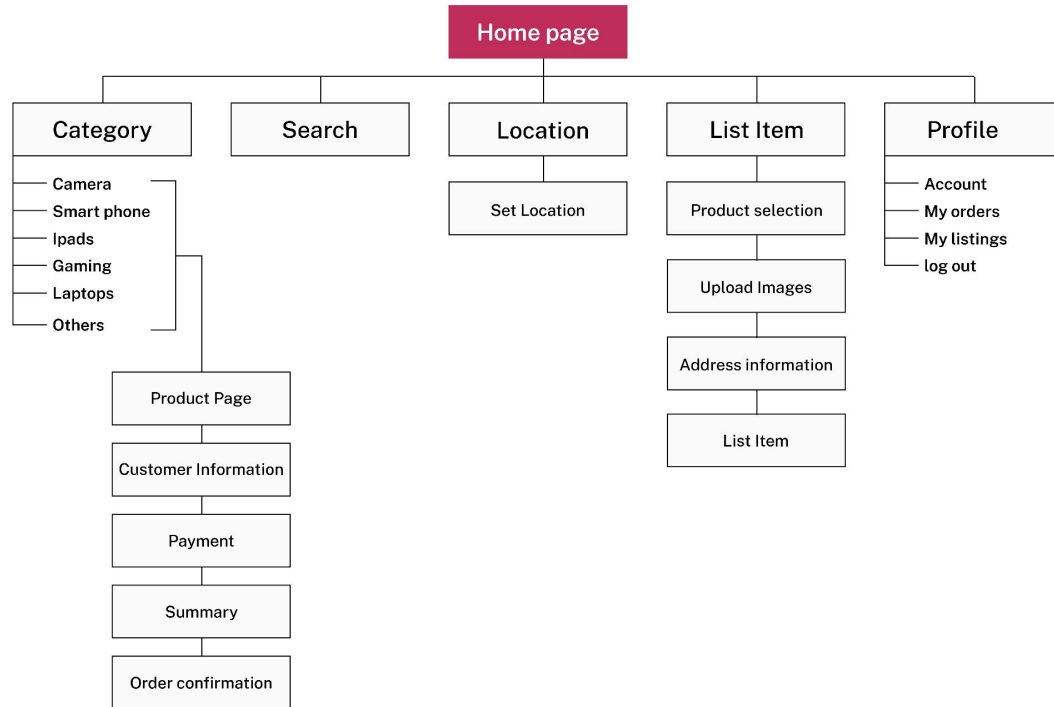
Goals

- Wants to rent a laptop
- Wants to rent it for only 2 days
- Wants to deal with seller directly

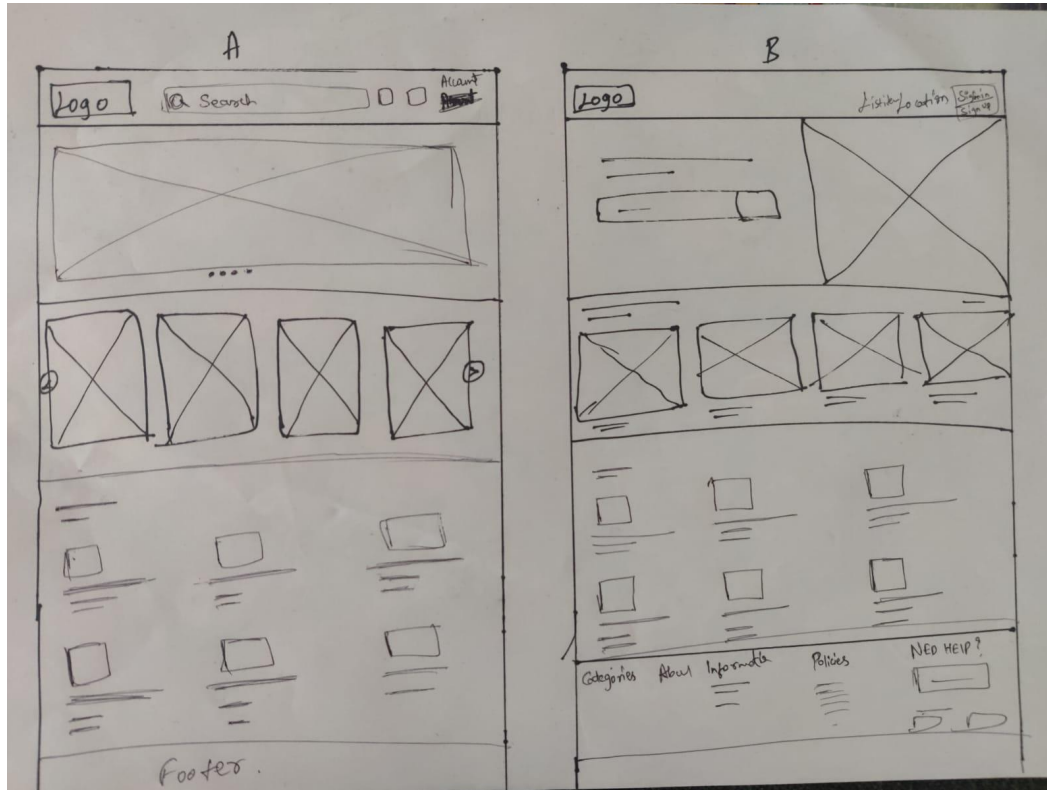
Frustrations

- There is no proper website where he could rent the product
- the other websites only provide monthly renting services
- No website provides P2P service.

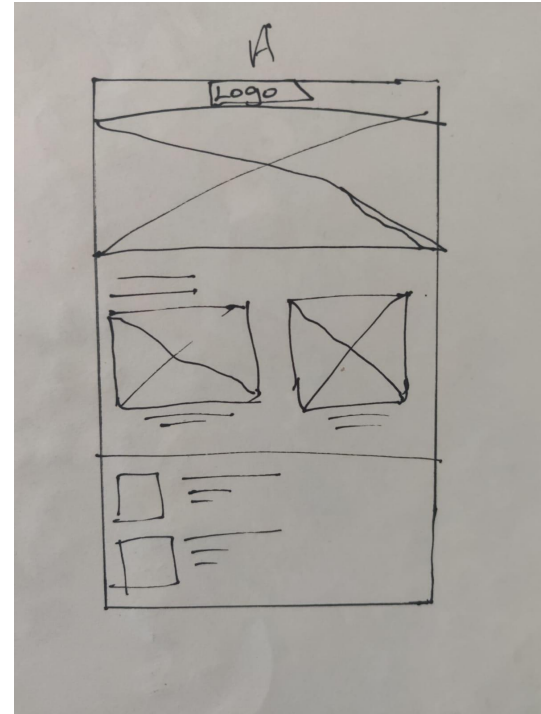
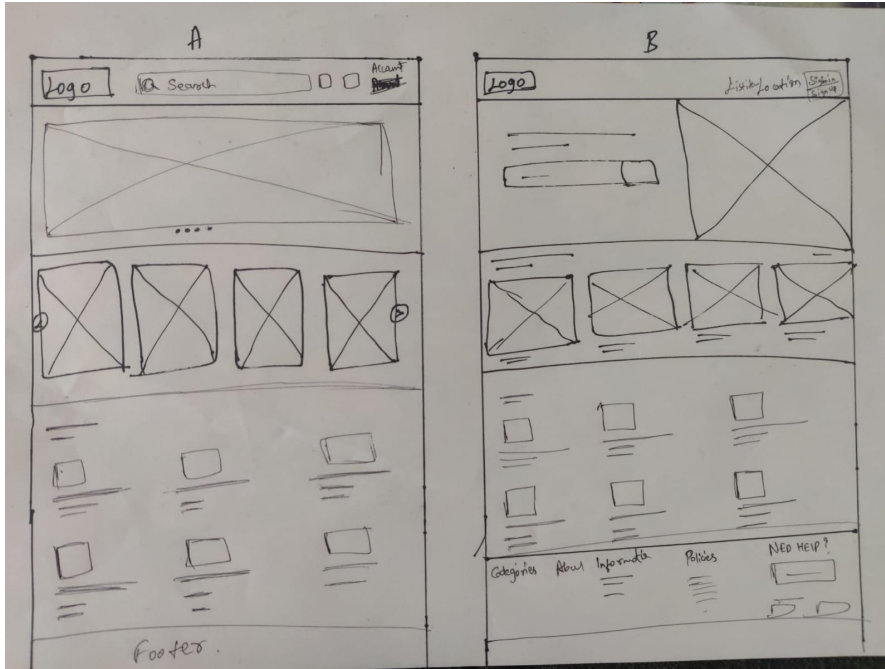
Sitemap



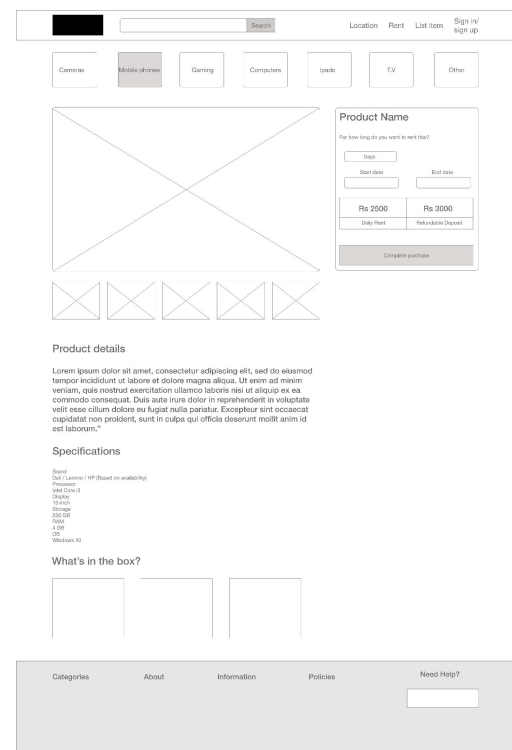
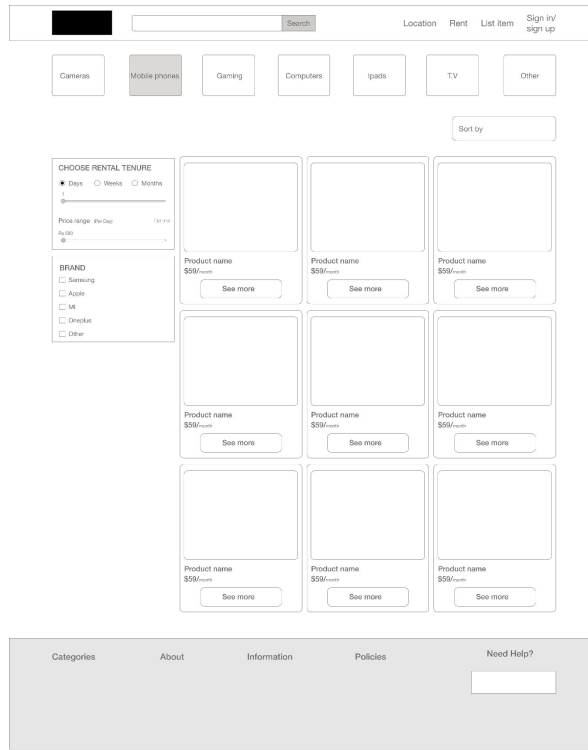
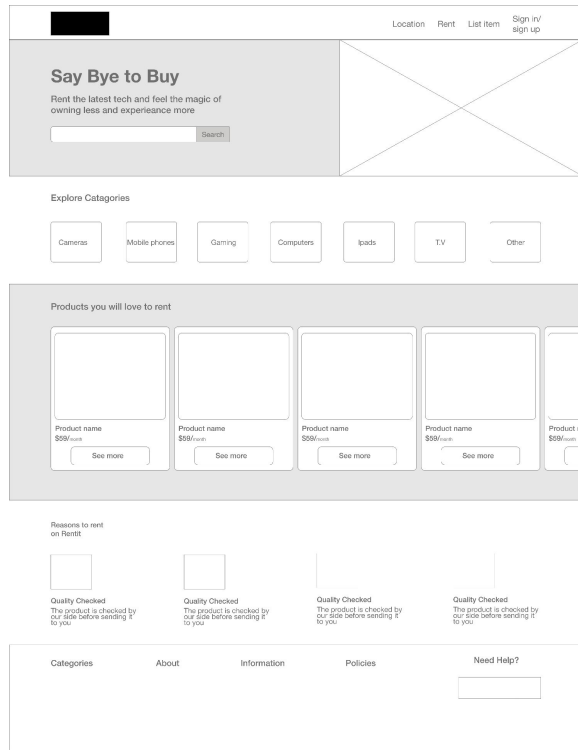
Paper wireframes



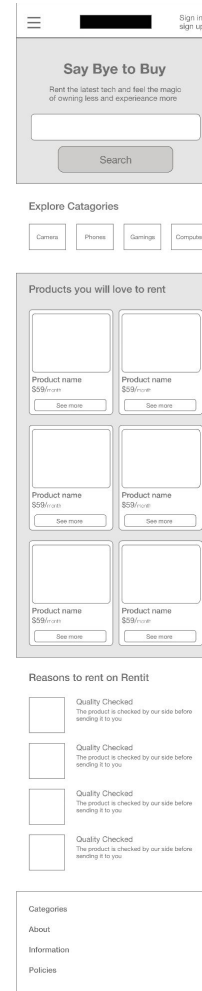
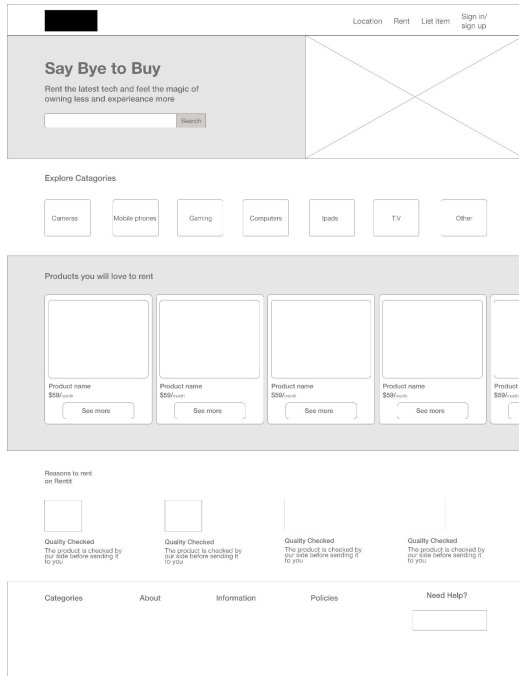
Paper wireframe screen size variation(s)



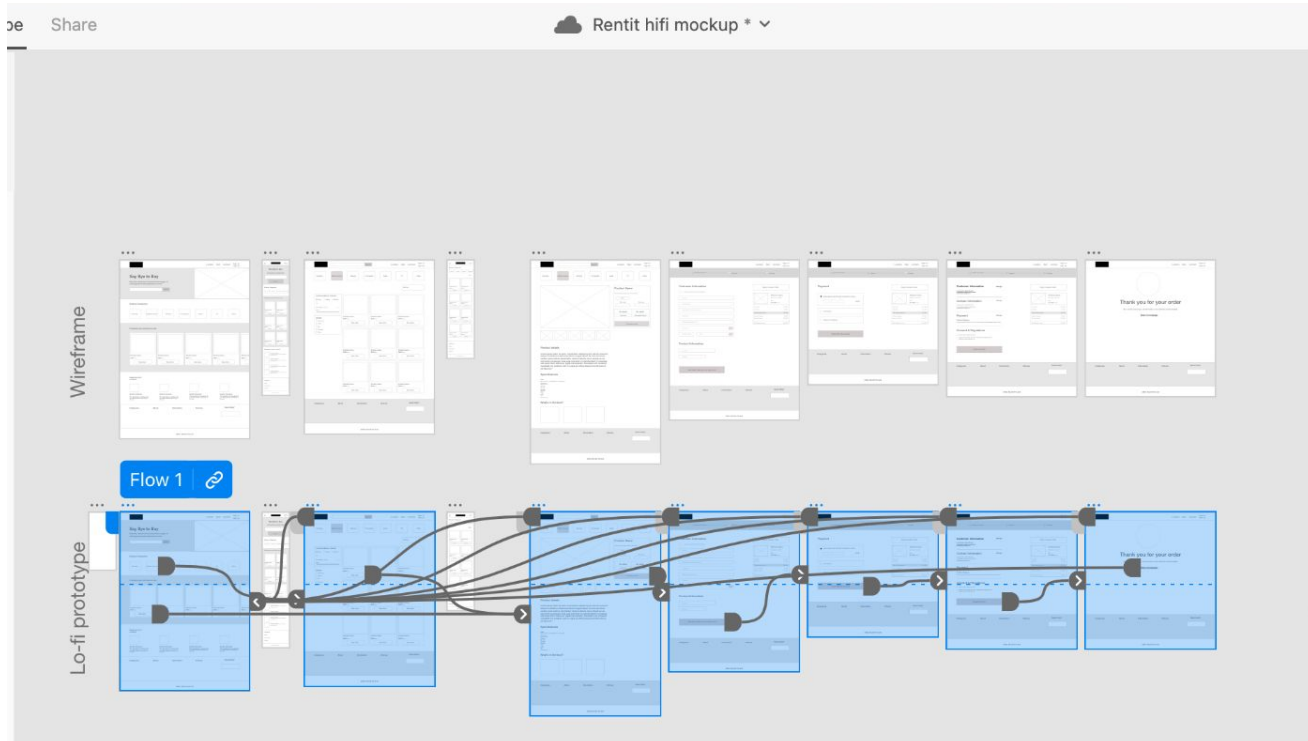
Digital wireframes



Digital wireframe screen size variation(s)



Low-fidelity prototype



Usability study: parameters



Study type:

moderated usability study



Location:

Bengalore, Zoom



Participants:

4 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

User need an option to
contact seller directly to
negotiate

2

Finding

Adding navigation above
the page to have an idea
where they are

3

Finding

Users wants the category
option to be fixed to
postion

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Added contact seller button

Before usability study

The mockup shows a header with a black profile picture placeholder, a search bar with a 'Search' button, and navigation links for 'Location', 'Rent', 'List item', and 'Sign in/sign up'. Below the header is a category bar with buttons for 'Cameras', 'Mobile phones' (highlighted), 'Gaming', 'Computers', 'Ipads', 'T.V', and 'Other'. The main content area is divided into two sections: a large placeholder box on the left with a large 'X' and five smaller placeholder boxes below it, and a 'Product Name' section on the right. The 'Product Name' section includes a question 'For how long do you want to rent this?' with a 'Days' button, 'Start date' and 'End date' input fields, a table with 'Rs 2500' (Daily Rent) and 'Rs 3000' (Refundable Deposit), and a 'Complete purchase' button.

Product details

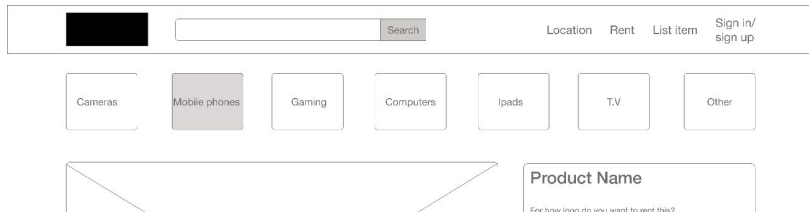
After usability study

The updated mockup features a more polished design. The header includes the 'RentIT' logo, a search bar, a location dropdown set to 'Bangalore', and navigation links for 'Rent', 'List item', and a user profile icon. The category bar is more prominent, with 'Mobile phones' selected. The product listing for 'Iphone 12' by 'Noorman Waqidi' (5.0 rating) is shown with a large image of the phone and a carousel of smaller images below. To the right of the image, the product details are clearly laid out: 'Iphone 12 (128gb)', rental duration options (Days, Weeks, Months), 'Start date' and 'End date' fields, and pricing ('Rs 250' Daily Rent, 'Rs 3499' Refundable Deposit). A prominent pink 'Continue' button is present. At the bottom right, a new 'Contact Seller' button has been added, addressing the usability feedback.

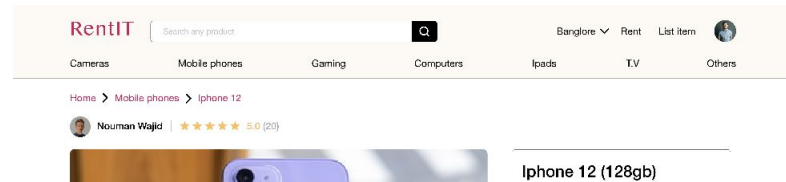
Mockups

Fixed the position of category

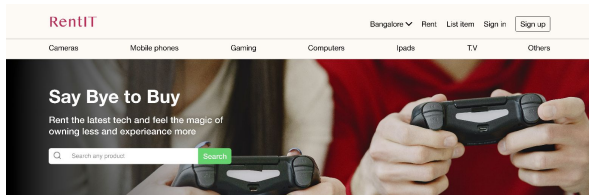
Before usability study



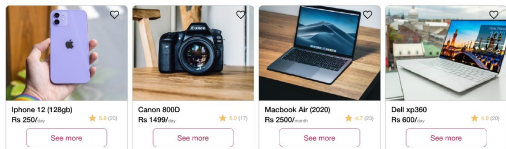
After usability study



Mockups: Original screen size



Products you will love to rent



Reasons to rent on RentIT



Quality Checked

The product is checked by our side before sending it to you



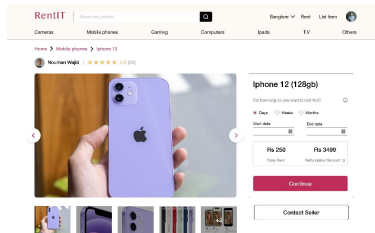
Cancel Anytime

Pay only for the time you use the product and cancel your subscription without any hassle.



Easy return on delivery

If you don't like the product on delivery, you can return it right away—no questions asked.



Product Details

iPhone 12, 128GB was the iPhone 12 series was launched on October 14, 2020. The smartphone features an innovative 6.1-inch touchscreen display that has a resolution of 1170x2532 pixels at a pixel density of 460 pixels per inch.

Specifications

- 6.1 inch (15.5 cm) diagonal Super Retina XDR display
- Ceramic Shield, superfast 5G wireless cellular
- A14 Bionic chip, the fastest chip ever in a smartphone
- Advanced dual-camera system with 12MP Ultra Wide and Wide cameras, Night mode, Deep Fusion, Smart HDR 3, 4K Dolby Vision HDR recording
- 12MP TrueDepth front camera with Night mode, 4K Dolby Vision HDR recording
- Industry-leading IP68 water resistance
- Supports MagSafe accessories for easy attach and faster wireless charging
- 100% recycled aluminum on the frame, screen, all new Apple Silicon, and more

20 Reviews



Other Questions

"Excellent service and an amazing place to get the products on rent!"
Hitesh Not replied

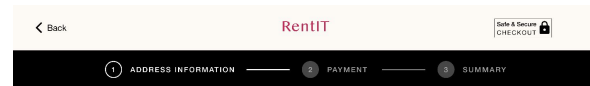
Customer Query

The process of writing stuff is good. The product is up to the mark, I got my money today. Will update my review according to the experience. The review is good.

Categories

Categories	About	Information	Policies
Cameras	Careers	FAQs	Shipping Policy
Mobile phones	Press & News	Blog	Cancellation & Return
Gaming	Partnership	Documents Required	Privacy Policy
Computers	Investors	Rental Terms & Conditions	Referral Terms & Conditions
Laptop	Terms of Service		
TV			
Others			

2022. RentIT Pvt.Ltd



Customer Information

☐ Use Account Information

Name

Last Name

Company name (optional)

Address

Address second line

Country

Postal code

City

☐ Have a coupon code?

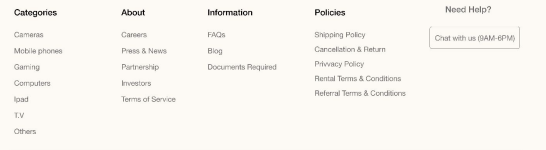
Item total	Rs 1700
Discount	Rs 0
Total monthly payment	Rs 530
Delivery charges	Rs 40
Security Deposit	Rs 3400
Total Payable amount	Rs 4470

Contact Information

Email

Phone

NEXT STEP (PAYMENT)

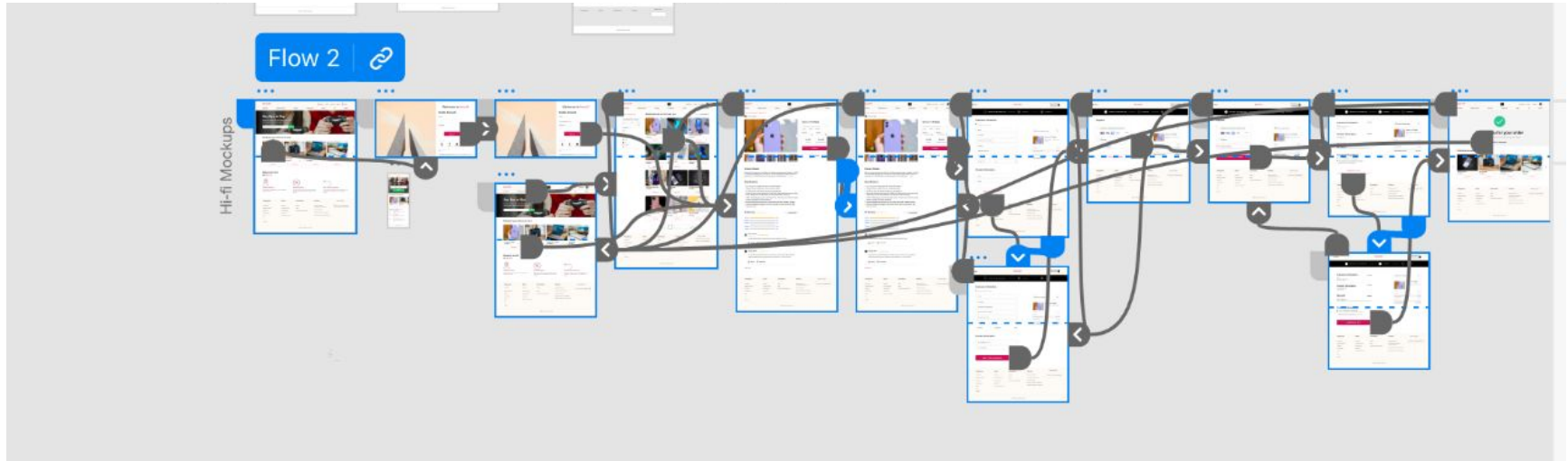


2022. RentIT Pvt.Ltd



High-fidelity prototype

<https://xd.adobe.com/view/56935e71-788a-4d79-8789-ebee720c28ca-03c0/>



Accessibility considerations

1

Use of main color and
contrast

2

Text size is large

3

Adding of filter option on
search

Let's connect!



Check out my portfolio on noumanwajid.com