MARKET

Rental and sharing market on app store and iOS is quite abundant, from lavish dresses to party equipment to cars on demand. People belonging to a community or a particular neighborhood believe in sharing things first than buying new.

Ref image.
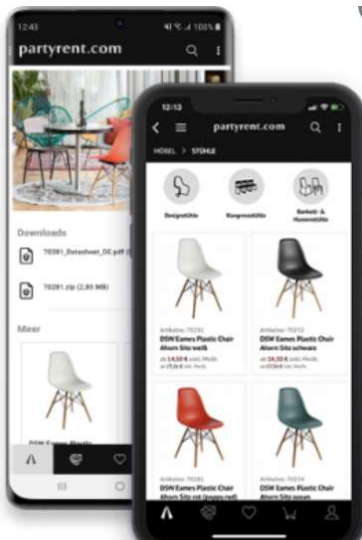
DEVELOPMENT TIME

It could take around 3 months of development time to launch the game.

OBSERVATION / TREND / PROBLEM

Observation
- Most of the new generation believe in sharing of things than buying it
- People always want surety about their products when they handover. However, it is reduced when it comes to relative and known people than unknown.
- People don't want to dispose their things soon, as they are sentimentally attached or has an ancestral value or could excite a memory, hence people like to collect or at least keep an item for a long time, long even after it is not working sometimes.

OVERVIEW OF THE IDEA

The app is designed for making people share their objects and things to people with surety. The app promotes the culture of less buying and more rental. It is also having a new element that creates a new way to handle, deliver the whole process.

VALUE
The consumption and 'buying for single use' mentality is addressed and more friendly exchange of items happen. Bringing the community and neighborhood closer.

VARIANTS
Numerous variations can be brought in, and the platform is scalable to numerous countries and would ensure a smooth transaction of items across the globe, promoting reduce and reuse mentality.