A man with a beard and a blue button-down shirt is smiling as he carries a large, flat cardboard box. He is standing in a storage room with metal shelving units in the background. The shelves are filled with various items, including stacks of books and papers. The lighting is warm and focused on the man and the box.

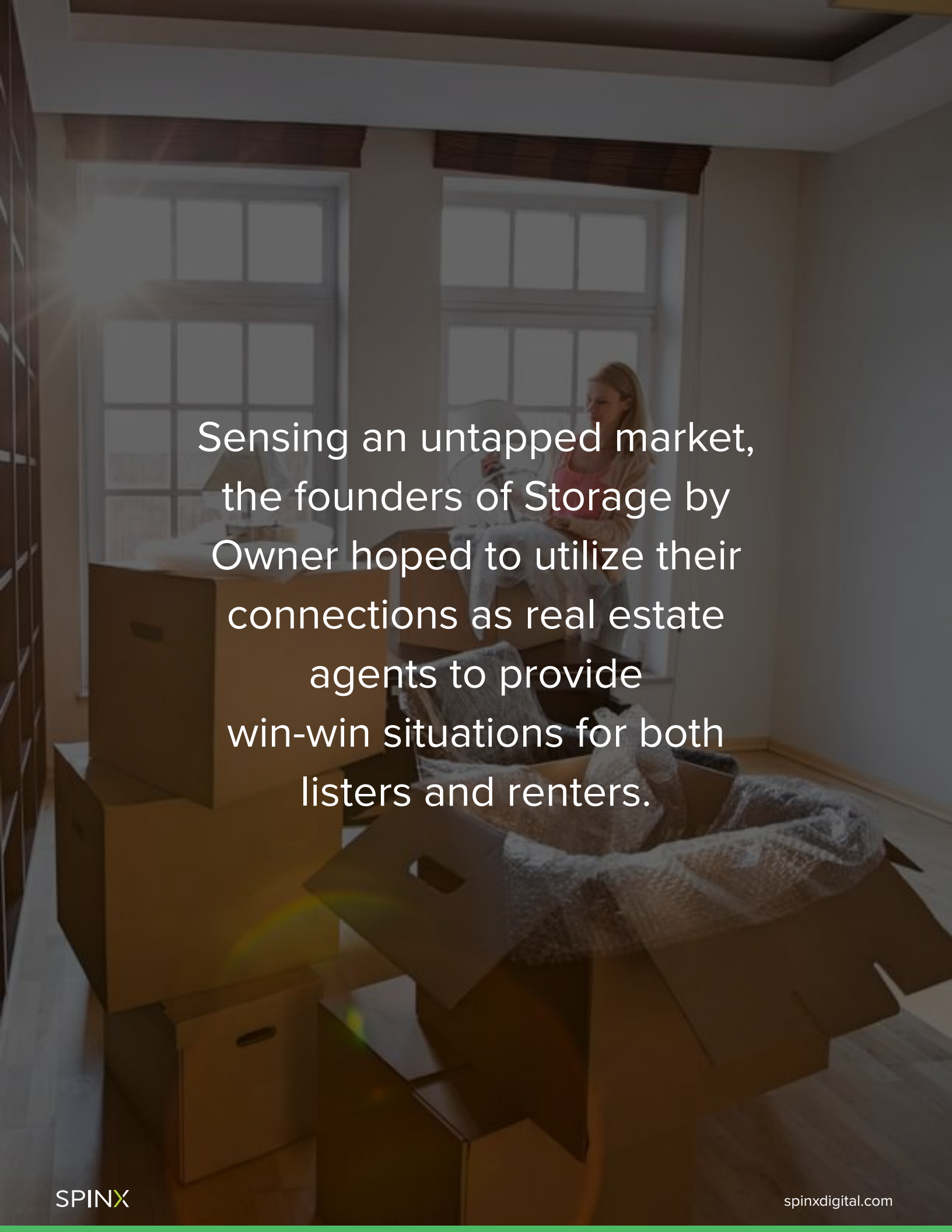
A PLATFORM BUILT TO TURN ONE PERSON'S CLUTTER INTO ANOTHER PERSON'S CASH

Storage By Owner Web App Design & Development

SPINX

Overview

Storage By Owner is a startup who approached us with an idea to merge the sharing economy with storage. They wanted to build a platform that connected people who had space with people who had stuff. They envisioned it as the perfect meeting place between those who had clutter and those who had a garage/attic/shed/room they weren't using, a retail stores with extra space, or even a mall that had unrented suites.

A woman with blonde hair, wearing a pink top and a light-colored cardigan, is standing in a room filled with cardboard boxes. She is looking down at a box in front of her. The room has large windows with white frames and dark wood trim. The floor is light-colored. The overall scene suggests a moving or storage process.

Sensing an untapped market, the founders of Storage by Owner hoped to utilize their connections as real estate agents to provide win-win situations for both listers and renters.

KEY TEAM MEMBERS



Sukesh Jakharia
CEO



Greg Szimonisz
Account Executive



Keyur Ajmera
Lead Developer



Nilesh Macwan
Project Manager



Lisa Steward
Director of Projects &
Strategy



Ryan Gould
Project Manager



Lauren Jordan
Lead Designer

Discovery

Our discovery process was kicked off with interviews with the key stakeholders. During the interviews, we learned who Storage By Owner was, what their goals were with the web application, and what they thought their competitive advantage would be.

After conducting the stakeholder interview, we dove into performing a competitive analysis. While direct competition was scarce, we learned a lot about the market by looking at several indirect competitors.

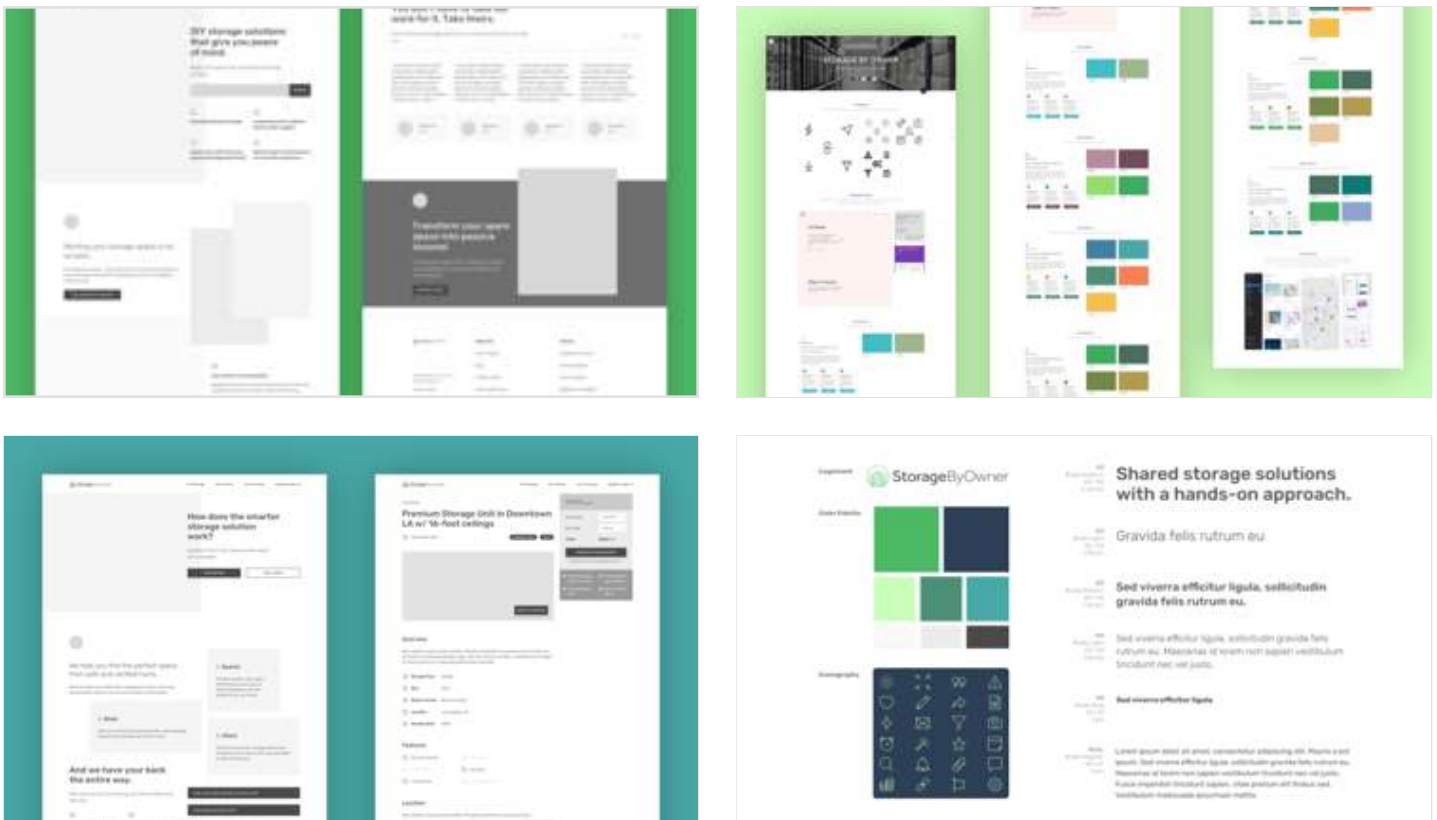
The results of the interviews and competitive analysis culminated in the creation of a mood board that explored various directions for the look and feel. Since Storage by Owner was a startup, they did not have strong branding in place and the mood board helped us solidify the foundation for the look and feel of the brand.

UX Strategy

When approaching the UX strategy for Storage By Owner, we first took into account what potential users would be looking for from the web app. For users who wanted to list their space, the site was architected in a way that made the process simple and straightforward. For users looking for space, we planned out quick and easy ways to jump into the property search, no matter where they landed on the site.

During the wireframe phase, we utilized a concept known as chunking to break the registration into smaller, digestible steps. Studies have shown that by breaking things down, users are less likely to feel overwhelmed and are more willing to complete a signup flow (and list their space).

Another area we focused on during the wireframe phase was the account management pages. While being able to manage information such as billing, rental histories, and property details are not the sexiest parts of the site, we recognized how important well-planned account management pages would be for providing an continuously delightful experience for power users.





Build

During the design phase, we applied the design styles from the mood boards to the wireframes. The typography, colors, and imagery were all hand-selected to convey friendliness and trust to those using the platform.

The Storage By Owner web application was built on a custom .Net platform for ultimate scalability for future growth. We did not use any pre-built modules for the site, giving us free reign on the design and functionality of each feature, which allowed us to build the website exactly how Storage By Owner envisioned it without restrictions.

One nifty feature we integrated during development was geolocation by IP address. When users initially loaded a page, the site will ask them to enable their location settings. Once this has been accepted, the user's zip code will automatically be filled in the location field, giving them one less step to complete as they search for a space to rent.

On the listing results page, we also programmed a wide variety of filters to help user find the ideal storage space for their items, making the search easier and the results more precise.

And we have your back the entire way.

Rest assured you are storing your items safely and securely.



Conveniently book with a click of a button



Local presence for optimal host & renter experience

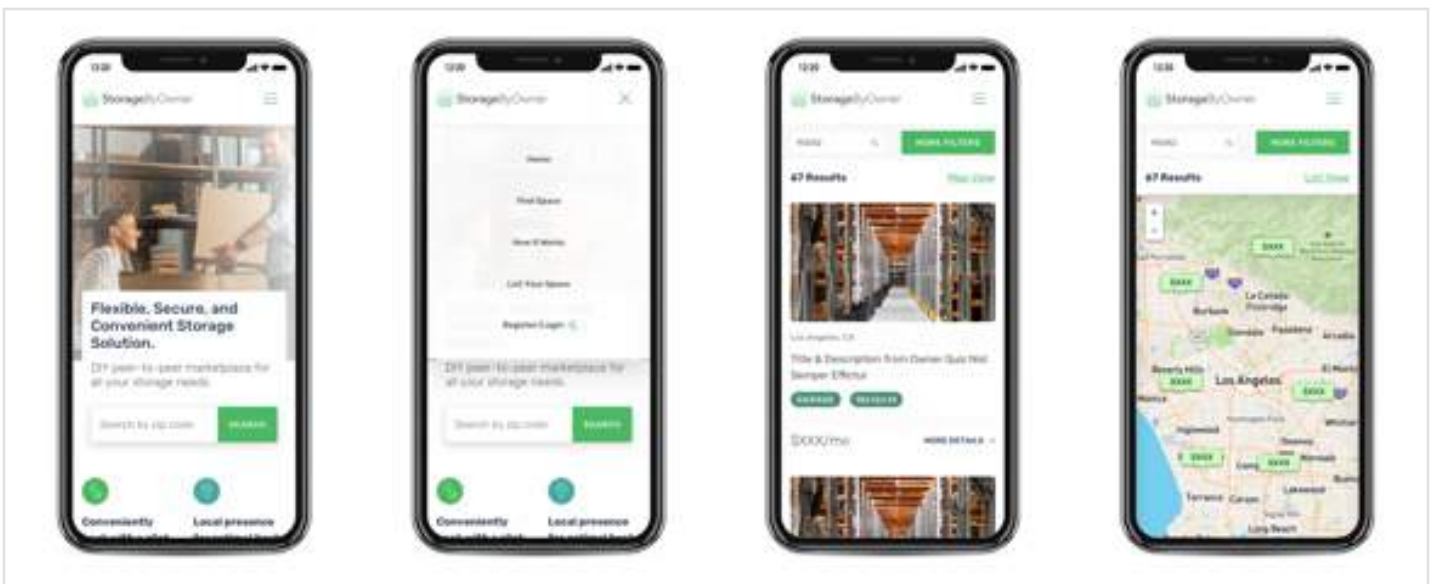
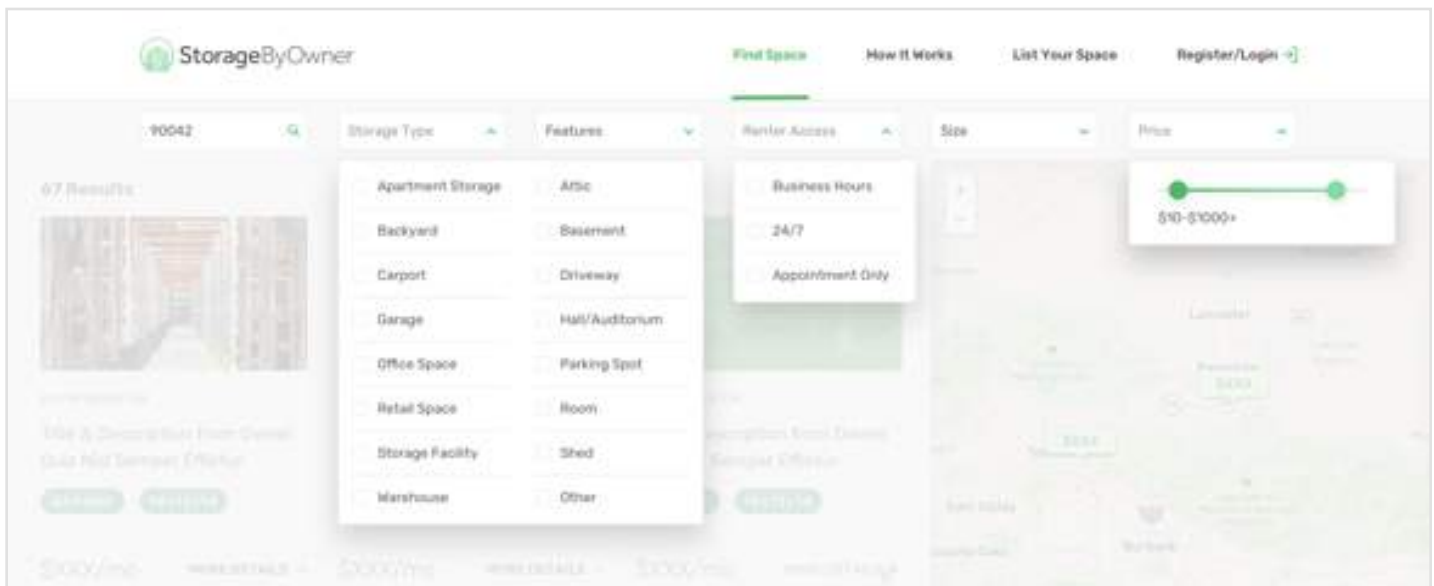


Safe storage & transactions with insurance policies, verified spaces & secure checkout



Optimize unused room, garage, or parking space & make extra income

- How much does storing my items cost?
 - How does payment work?
 - How do I know my items are safe?
 - How do I access my items after I store them?
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Test & Launch

Testing this web application was an intense process!

When conducting our tests, we needed to test from multiple zip code locations to make sure that the location settings were working properly. We also needed to make sure all of the tagging and filters for a storage space were working correctly to ensure accurate search results.

In addition, we had to make sure the registration flow, rental listing process, rental request processes, and payment collection (with recurring payments) were bulletproof before fully launching the website for the public to use.

After thoroughly testing the site on multiple devices and browsers, we were confident things were working as they should, scheduled a launch date, and launched the web app live for the sharing economy community to enjoy.

A photograph of a green wooden shed in a backyard. The shed has vertical siding and a dark roof. A red umbrella is visible inside the shed. The shed is surrounded by trees and a gravel path. The text is overlaid in the center of the image.

With a sparkly new online application in place, all that's left is to get the word out about the new storage kid on the block.

Results

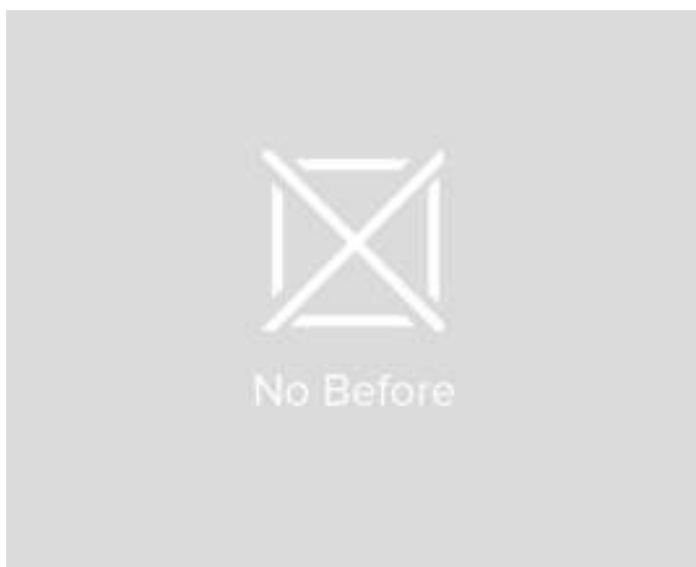
With a solid web application in place, Storage by Owner can confidently spread the word about their storage solutions for sharing economy enthusiasts interested in a DIY peer-to-peer storage marketplace.



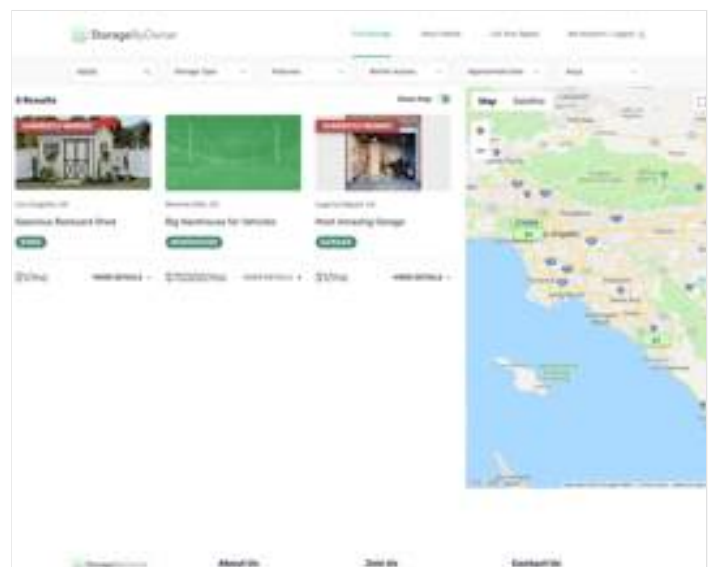
Before



After



Before

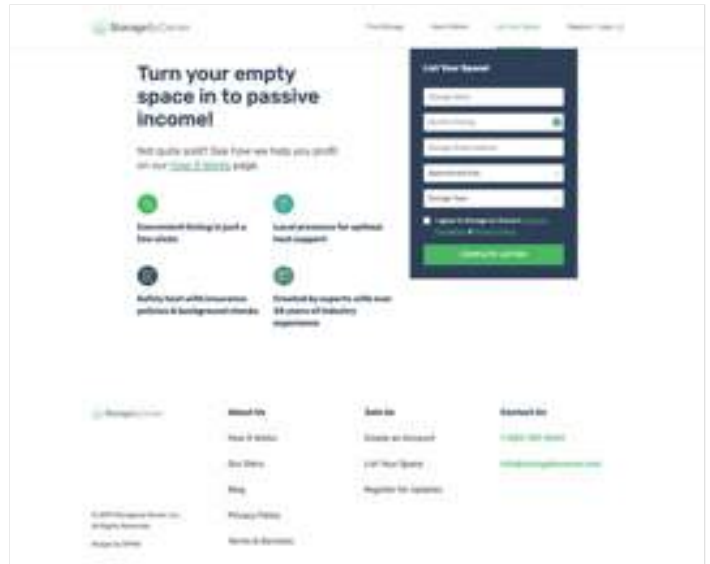


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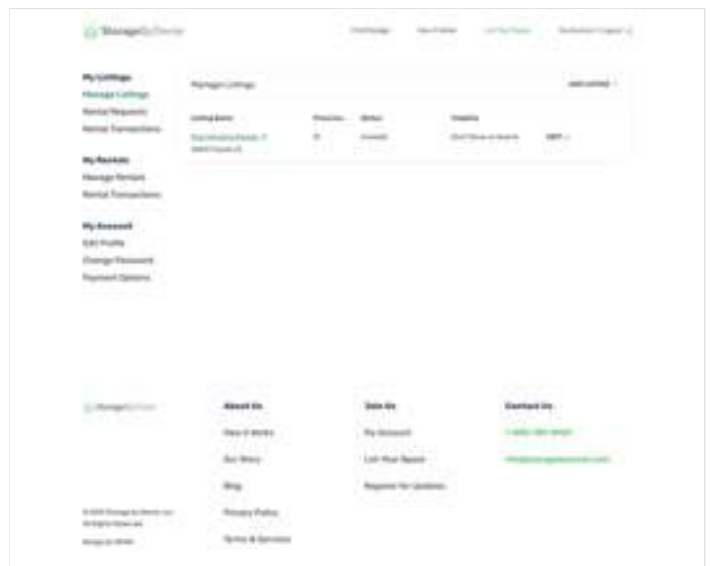
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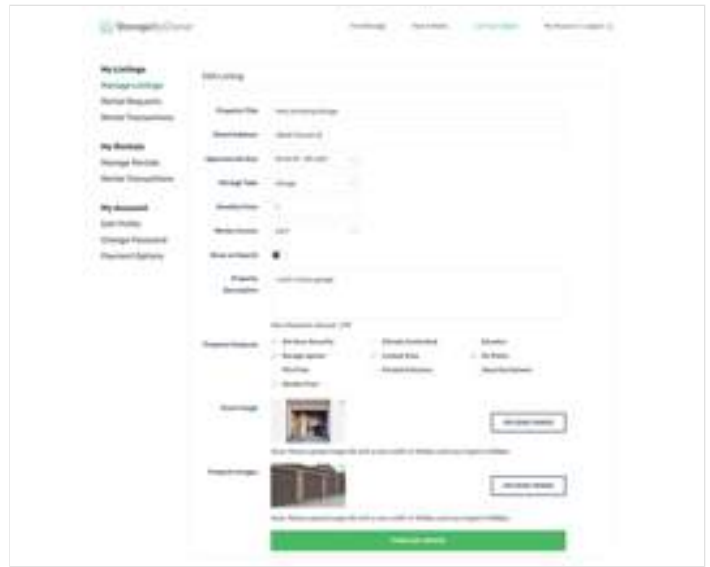
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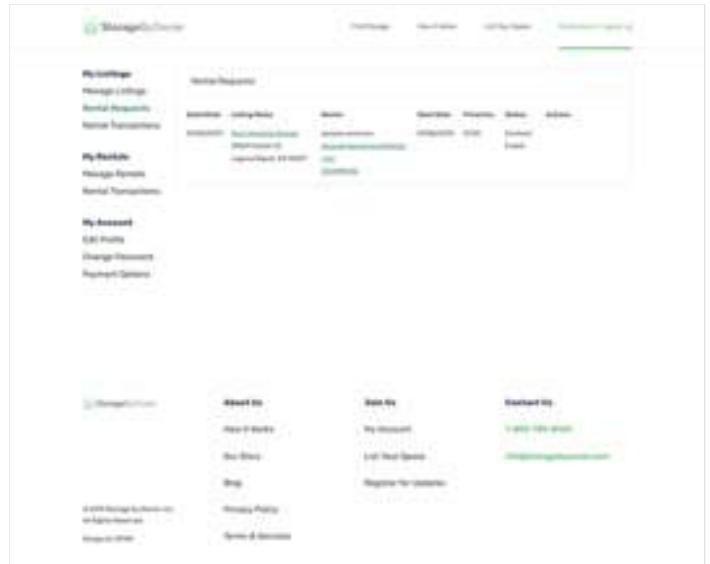
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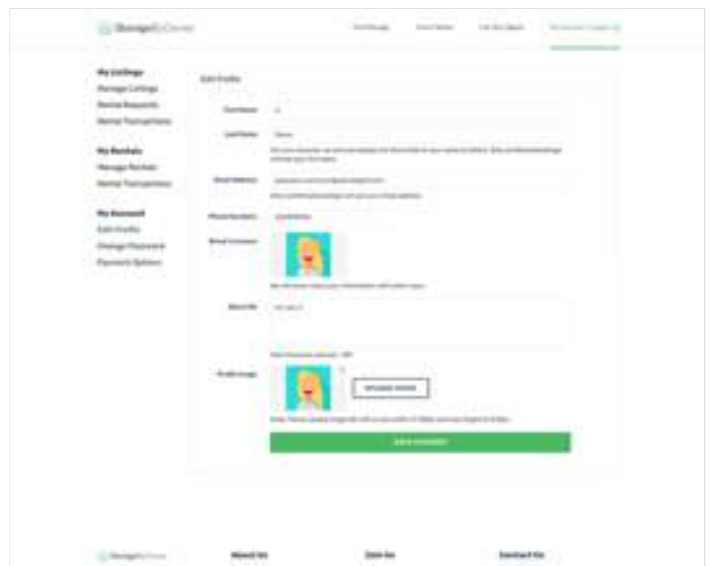
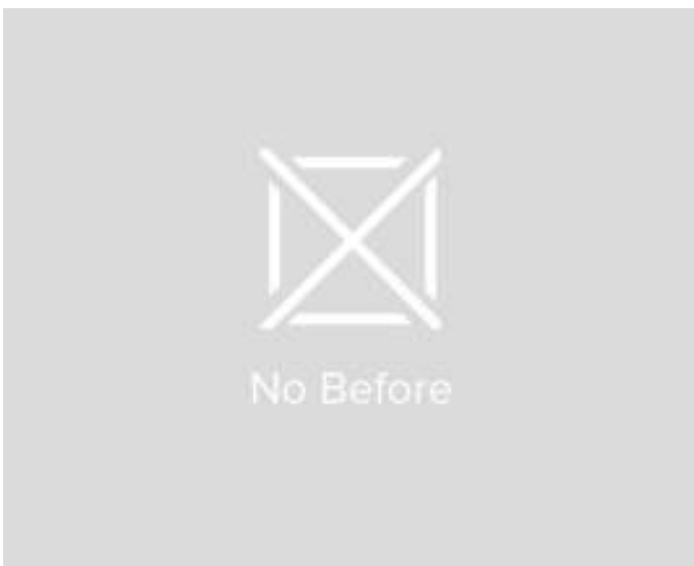
Before

After



Before

After



Before

After



Closing Thoughts

Storage By Owner's web application gives their startup a solid foundation and sets them up for success as they grow and acquire users. With a user-friendly design that conveys 'next-door' friendliness and trust, it's now a piece of cake for users to transform their spare space into passive income, thanks to Storage by Owner.

A man in a light blue button-down shirt is laughing heartily, holding a pair of glasses. He is sitting at a desk in an office, with two other men (one with glasses) looking at him and smiling. The background shows office desks and a whiteboard.

FINDING AN AGENCY WHO UNDERSTANDS YOUR DIGITAL NEEDS IS HARD.

Let our amazing team help you craft your digital strategy today.

Contact us now at hello@spinxdigital.com