



# This House

## iOS Application

---

To help users sync purchases, manage household inventory, and store infrequently purchased item details.

[Learn More](#)

# Competitive Analysis: Around The Home Overview

- Encircle
- Nest Egg Inventory
- My Stuff 2 Lite
- Memory
- Hard Notes/Lists



	A	B	C	D	E	F	G	H
1	<b>Company name</b>							
2	<b>Feature</b>	Shit around the house	Encircle	nest egg inventor, my stuff 2 lite		Hard notes/inventory list	memory	
3	overview							
4	website		n	n	n	n	n	
5	responsive		n	n	n	n	n	
6	iOS app		y	y	n	y	n	
7	android app		?	?	?	n	n	
8	windows app		?	?	?	n	n	
9								
10	effort to entry		sign up	none, start worki	none, start adding your inventor	growing up	free	
11	up front training		y	n	n	none	none	
12	ability to take pictures of your space/item		y	y	y	drawn/notes app pic	mental pics count?	
13	add notes		y	y	y	y	n	
14	add data tag (model, serial #'s)		y	y	n	y	n	
15	auto fill text		y	n	n	n	n	
16	search for replacement with retailers		y	n	n	n	n	
17	cost		free	free	free	free	free	
18	simple lists		n	n	n	n	n	
19	exportable lists		y	n	n	n	n	
20	can add categories		y	y	y	y	y	
21	library options (lend, borrow)		n	y	y	n	y	
22	summary/dashboard		n	y	n	n	n	
23	alerts		n	y	n	n	n	
24	prebuilt categories		n	y	n	n	n	
25								
26								
27								
28								
29	<b>why I fucking hate it</b>							
30			UI doesn't fit to iphone 7		list of text	could lose the notes		
31			not very intuitive once I take a pic		seems more like a list of stuff	poor handwriting others might not be able to read		
32			data concerns		can only search stuff added, I cannot search and add something I know I have (xbox)			
33			cannot replace icons with actual images		not visually pleasing			
34					ui seems too big	not intuitive at all.		

# Meet Our Competition.



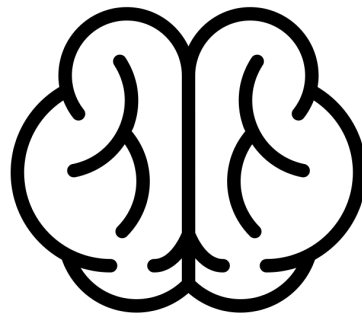
Encircle



MyStuff 2 Lite



Nest Egg Lite



Memory



Hard Copy Notes

## Pros

## Cons

- Cost: Free
- Exportable Lists
- Upfront training

- Cost: Free
- Summary/Dashboard
- Alerts

- Cost: Free
- Custom Categories
- Library option

- No network issues
- Nearly unlimited storage

- Can share paper between individuals

- UI doesn't fit
- Not intuitive once I take a pic
- Large data use potential
- Cannot replace icons with images

- UI Seems too big
- Overwhelming list options
- Horrible color scheme
- No exportable lists

- List of text
- Long list of stuff
- Search, limited to added elements
- Not visually pleasing
- Not intuitive

- Humans are forgetful - NO

- Humans lose shit- NO



**Kai**

I have a problem remembering my shirt sizes. Not all shirts are the same sizes.



**Jeff**

My wife and I will each buy the same stuff and sometimes we will buy the same things. We didn't communicate, so there's no real, I haven't found a good app to track that.



**Sara-Beth**

Something for the home, work, or the kids. That's where I would normally use this type of app.



**Armando**

Sometimes, half-assed works.

# Affinity Mapping





---

# Crunching The Data Section (and curls)

---

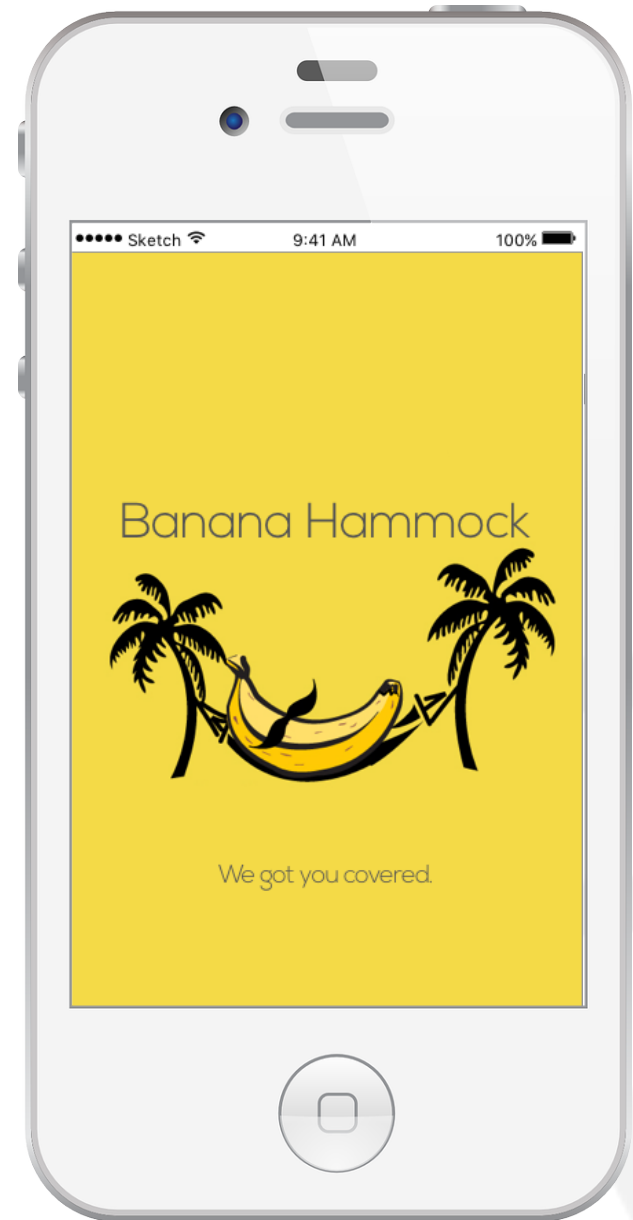


## Banana Hammock

---

We got you covered.

“To help men sync purchases, manage wardrobe inventory, and store infrequently purchased item details.”



# Edward Fisher



"There's got to be a better way for my wife and I to purchase household items regularly."

AGE 42

OCCUPATION Technical Sales  
Enablement Specialist

MARITAL STATUS Married

LOCATION Santa Clara, CA

EDUCATION BS- MCS  
UT- Austin

## BIO:

Edward works for a security company in Santa Clara, Ca. He's a tech "junkie" and an early adopter of technology. He's a tinkerer who has a passion for home automation and is on a hunt for the best "Texas Style Barbecue" in the SF/Santa Clara area.

## GOALS

- To make sure his pets do not die
- His wife and him are on the same page
- Alert when he's in range of a store
- Alerts of sales



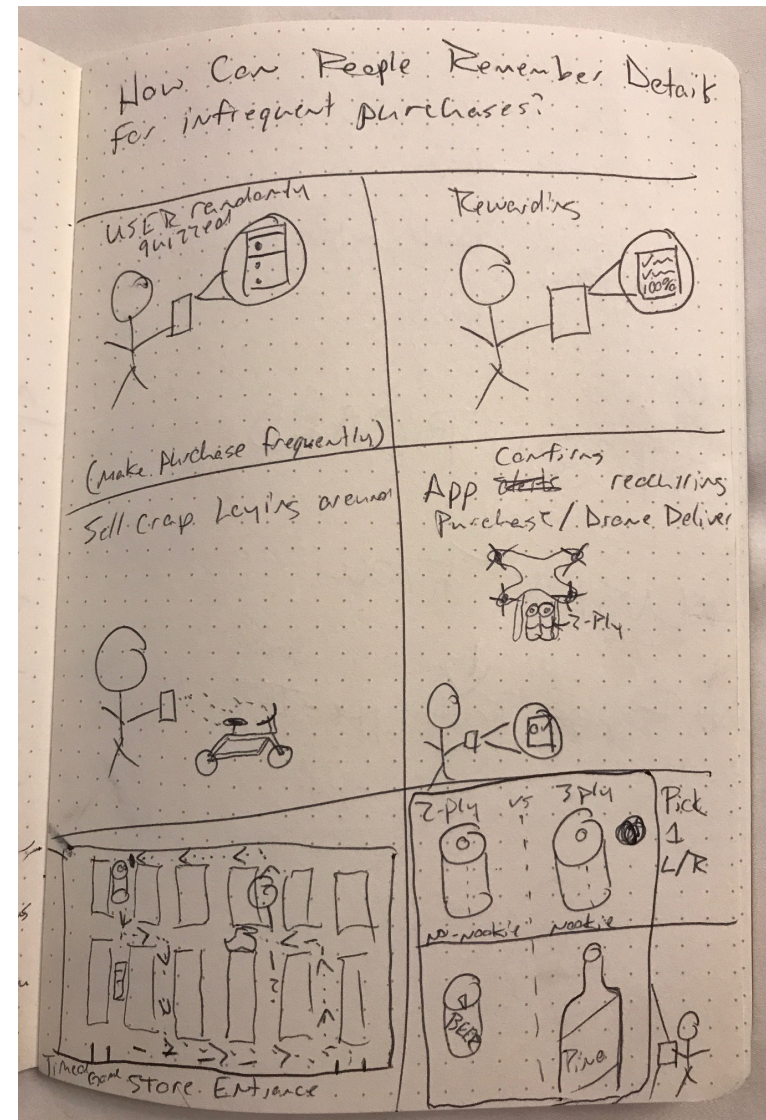
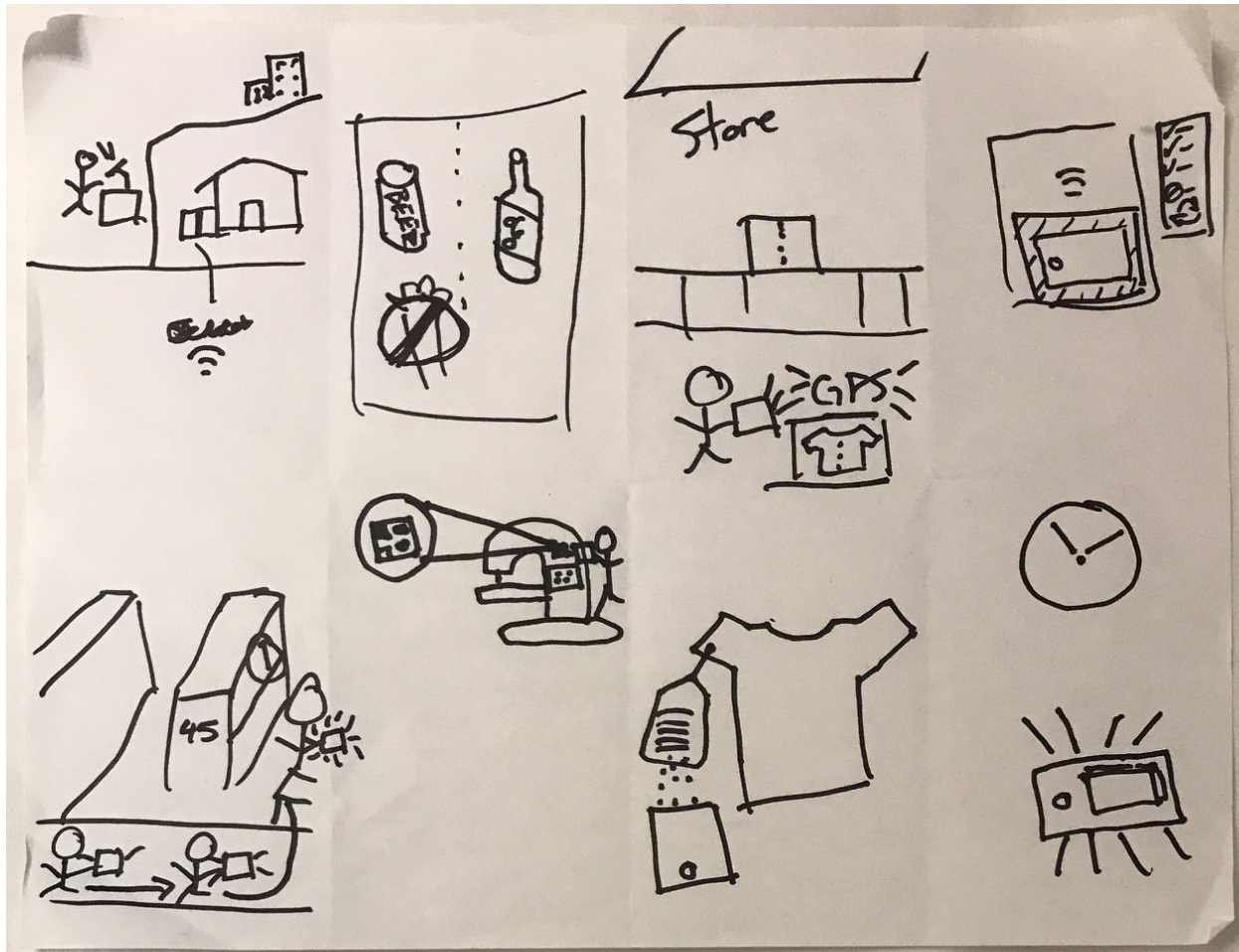
- COMMUTING
- AT WORK SITTING AT DESK
- AT WORK MEETING
- FAMILY TIME
- HOBBIES
- SLEEP

## TECH SKILLS

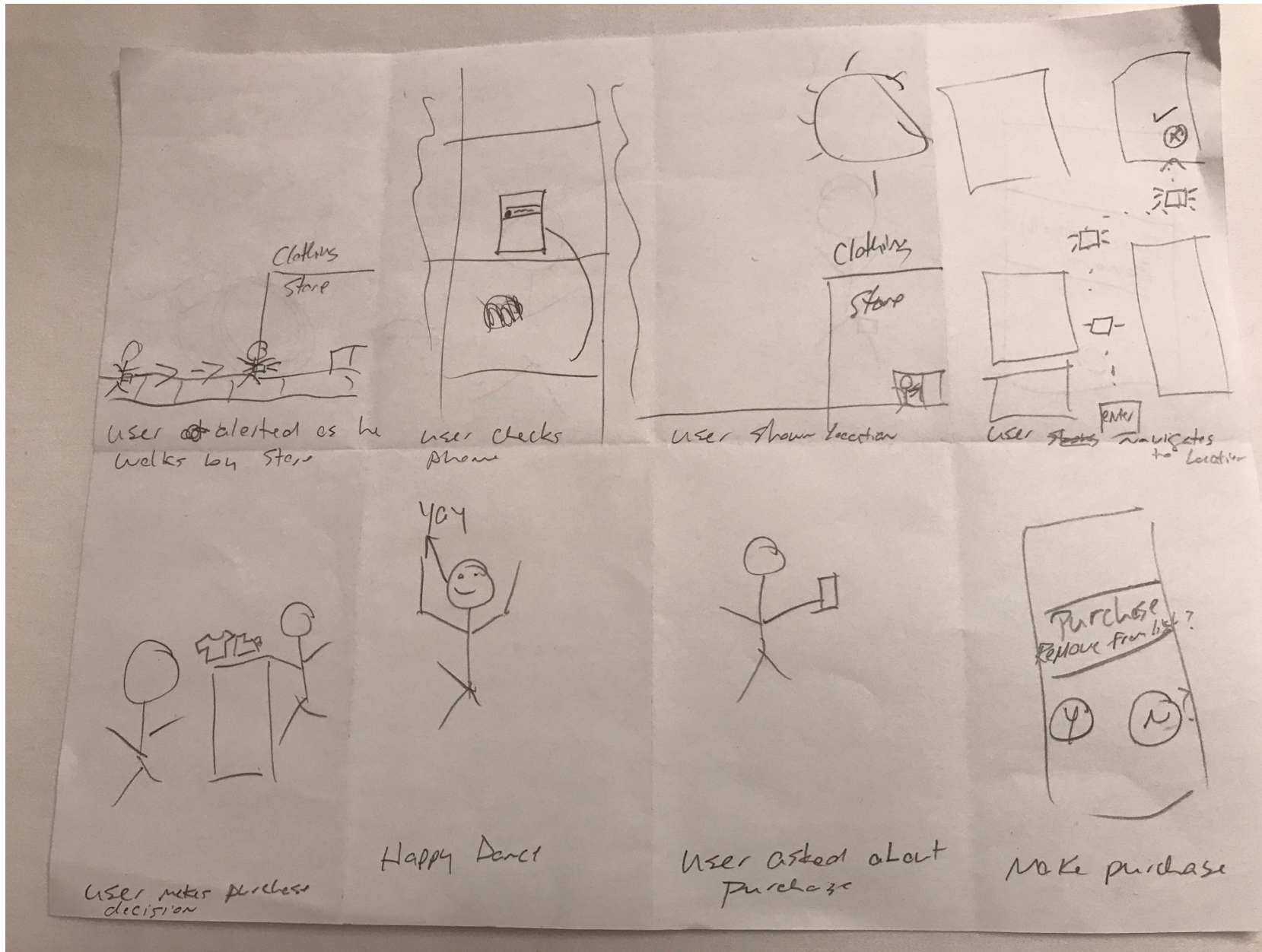




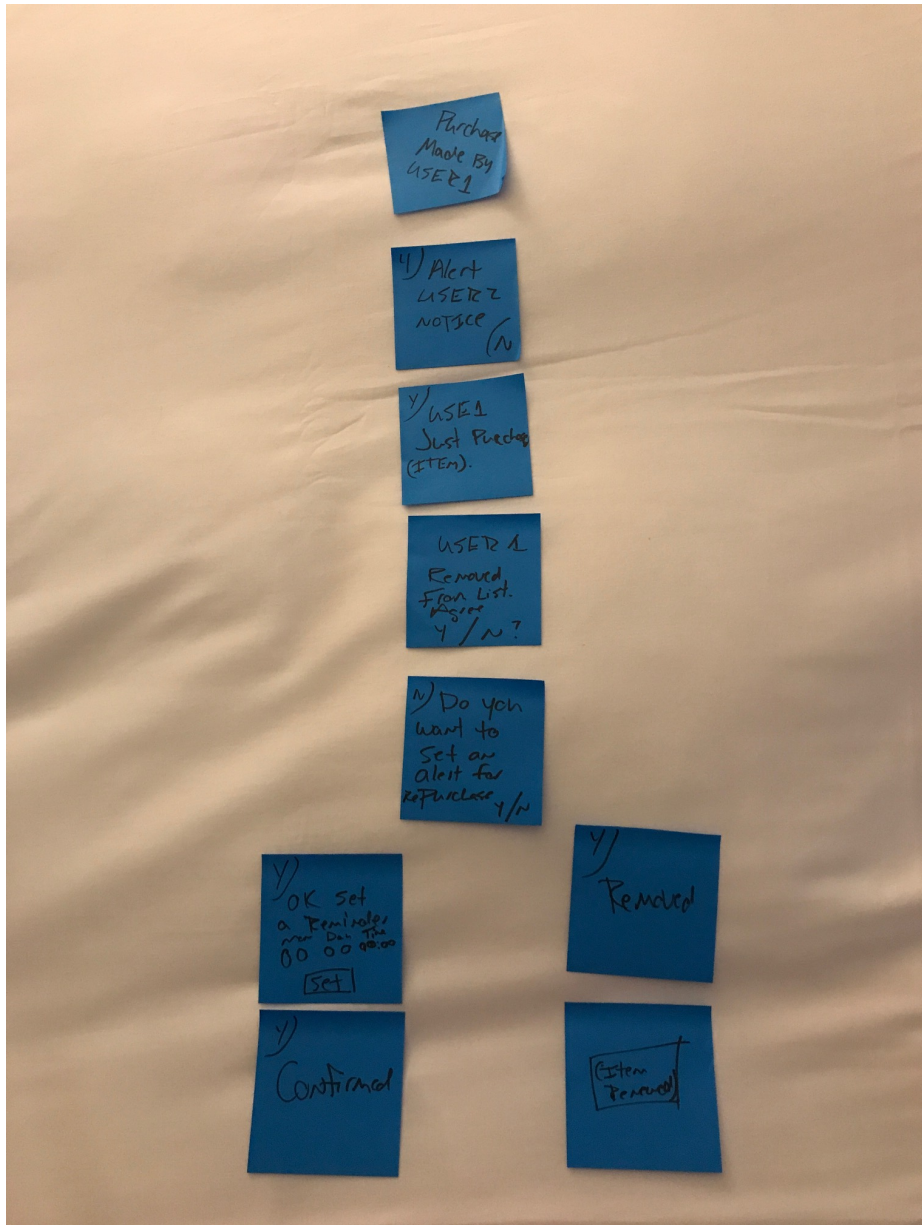
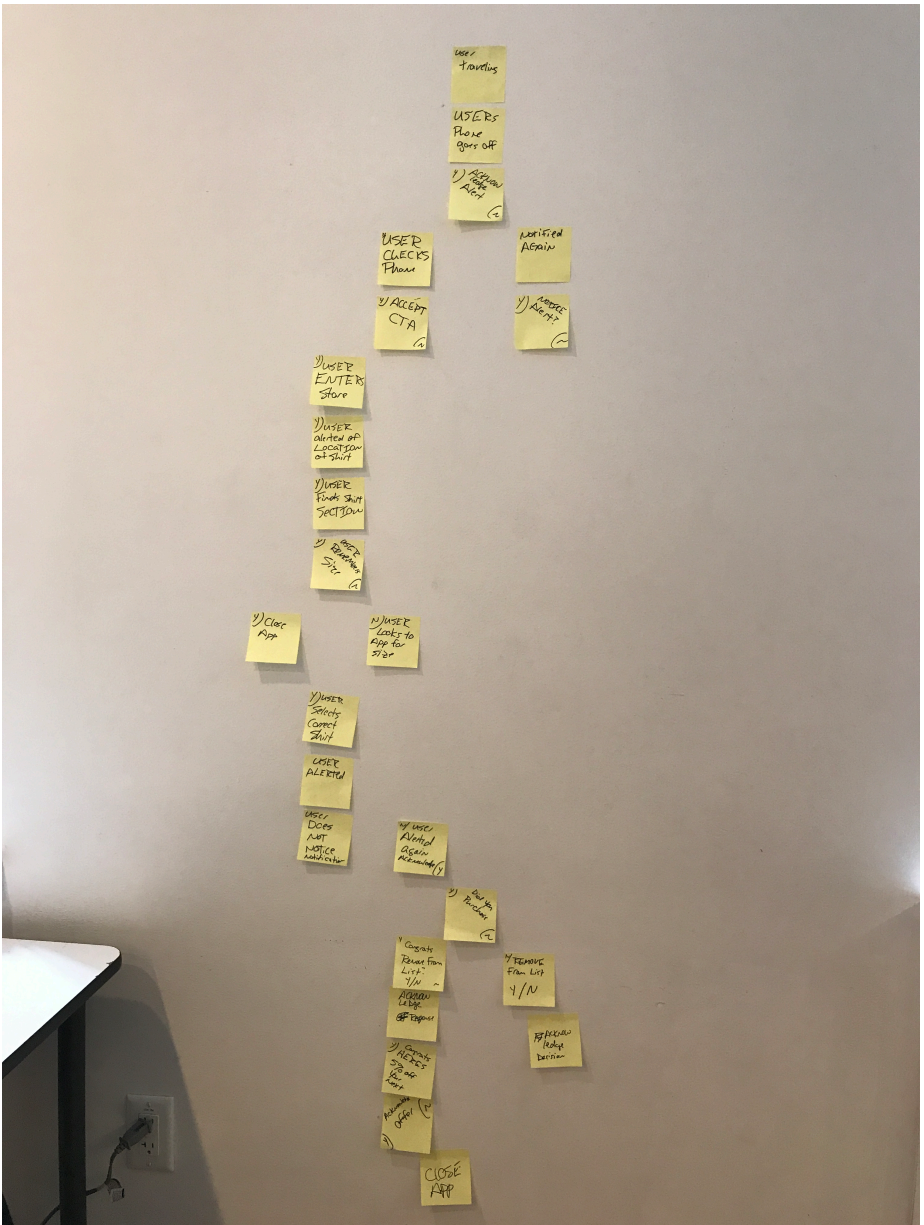
# INTERACTIONS



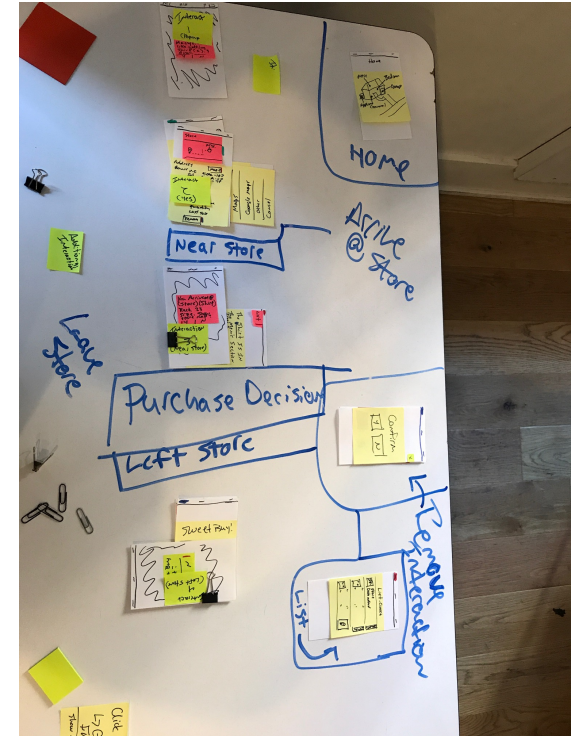
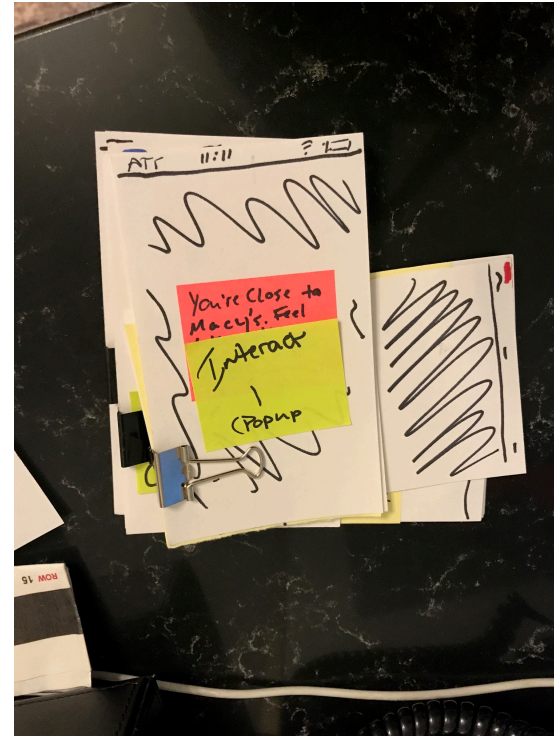
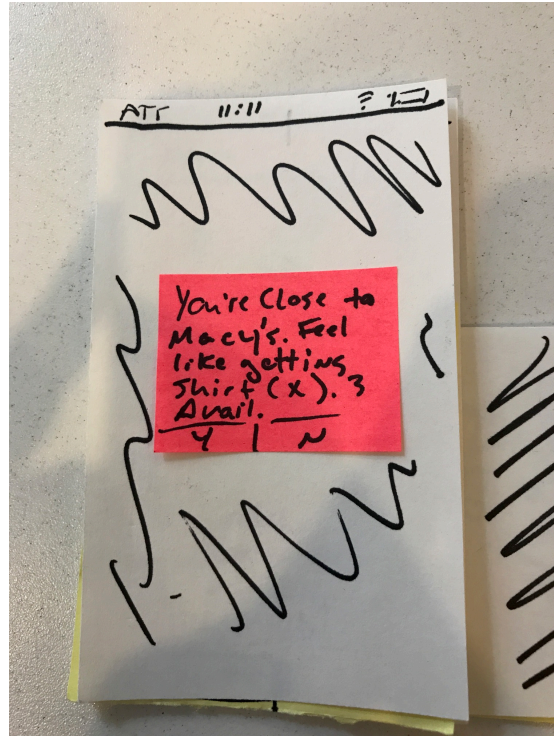
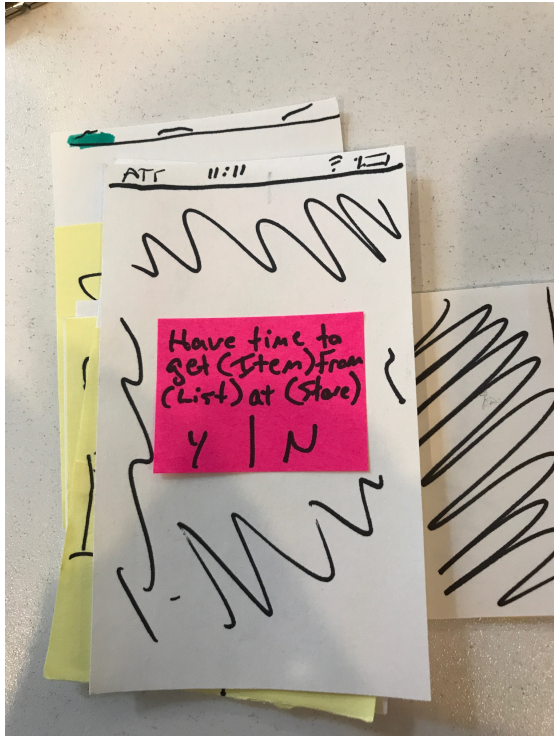
# STORYBOARD



# USER FLOW



# PAPER PROTOTYPE



# WHAT'S NEXT/FEATURES

## User Goal - Features To Address



Private

### Goal to address



User wants to be on the same page with purchases as wife

Add a card...

### Now



Linking the accounts so they update in real time. There's an alert to the other user that "x" was off the list.

Add a card...

### Features to Address



Recommendations for matching clothing with your dog

Price scrape other websites for price match.

Add a card...

### Done



That weird thing the VP wants

Human/animal matching outfits

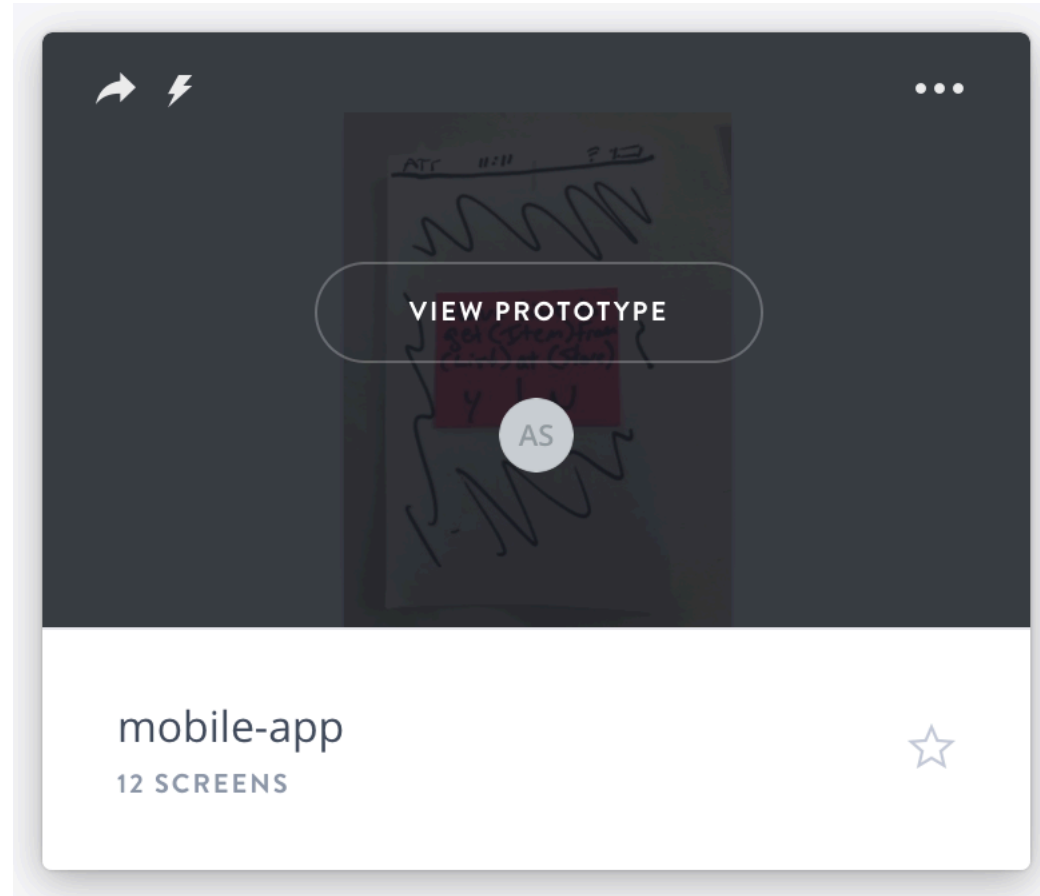
Scrub sites to find best deal

Offsite backup

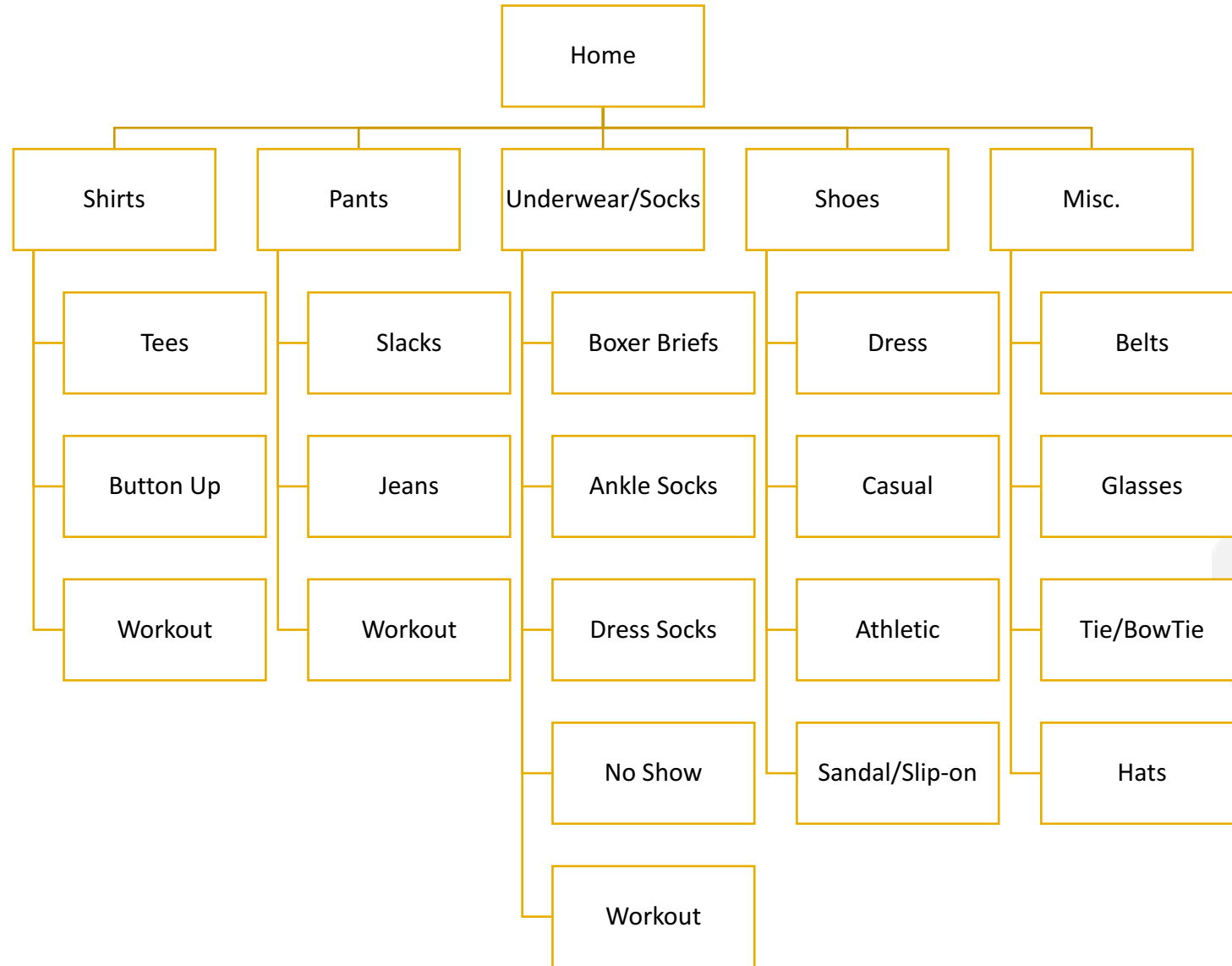
Spending Alerts (too much/too little)

Add a card...

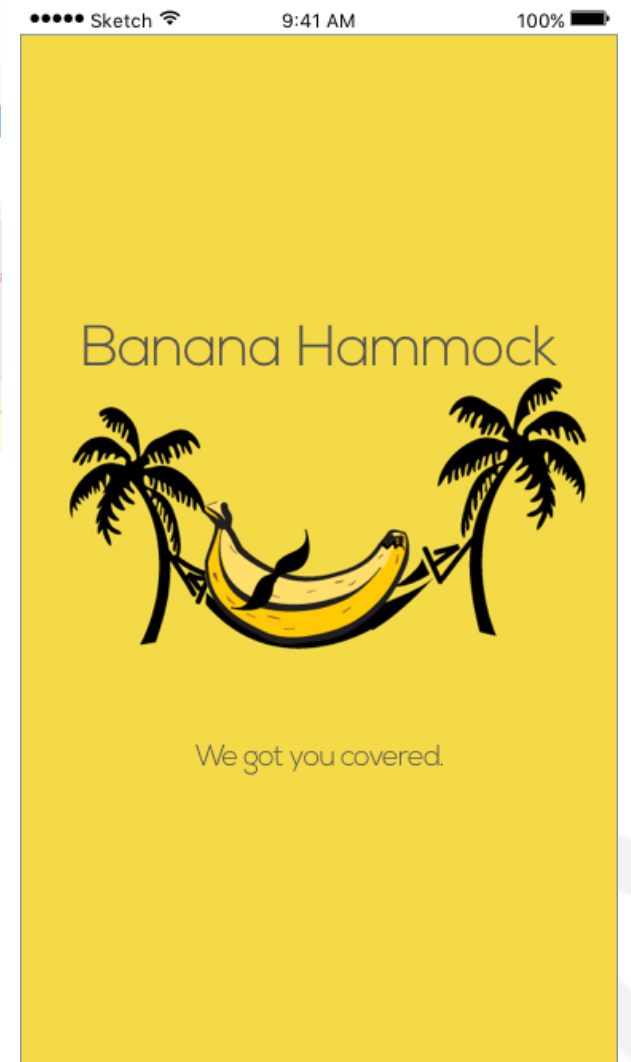
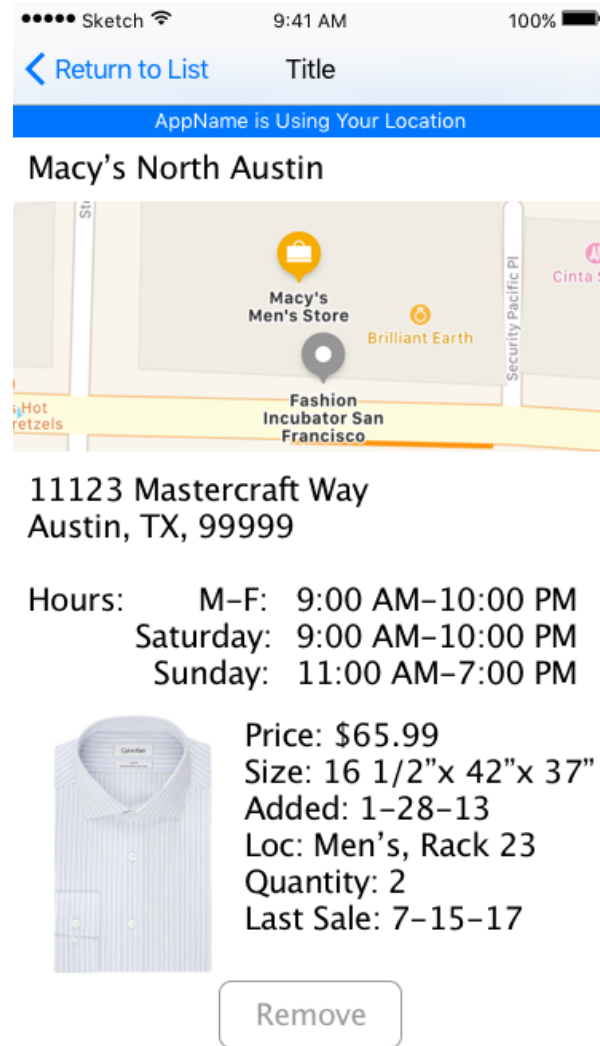
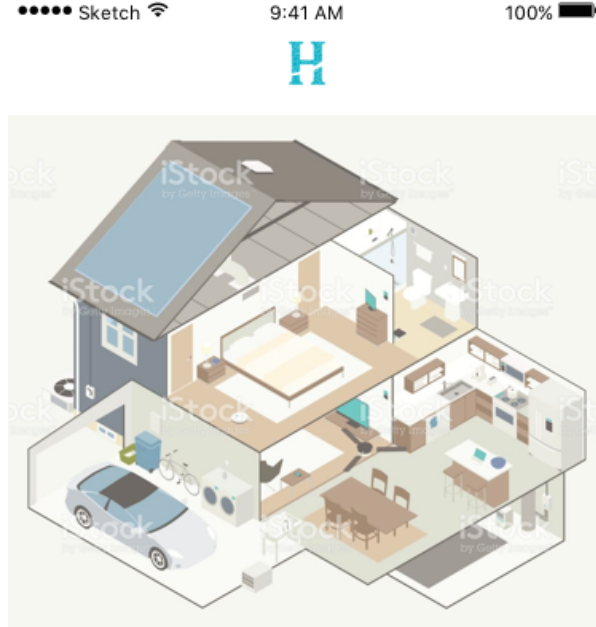
# PROTOTYPE



# SITEMAP



# HIGH FIDELITY WIREFRAMES





# THANK YOU!

