

REHOME

DESIGNED BY PULEI WANG

BACKGROUND

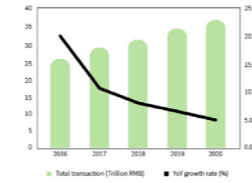
Whether on supply or demand side, used furniture is a huge market. Factors such as population movement, home renovations and so on are stimulating transactions in used furniture market.

Demand for used furniture is rising



The number of floating population in cities is increasing. These people usually rent houses in cities, so they prefer cheap used furniture to expensive new furniture.

E-commerce is developing rapidly



According to the "China E-Commerce Report" issued by the Ministry of Commerce of PRC, China's e-commerce transaction volume has been on an upward trend in the past five years.

"Old ≠ Cheapness"



Nowadays, with transformation of Chinese consumption concepts, the consumption of used products no longer represents "cheapness", but represents a lifestyle that pays more attention to economy, application and environmental protection. In this context, used furniture has a lot of imagination.

PROBLEM STATEMENT

Although used furniture market has a good development prospect in China, the development of China's used furniture market is not very good at present.



01 Not Everyone Accept

Although people's consumption concepts are changing, not everyone is willing to consider used furniture at first time.



02 Low Efficiency

For a long time, the circulation of Chinese used furniture has been mainly offline, channel is single, efficiency is not high, and the circulation is difficult.



03 Bad Experience

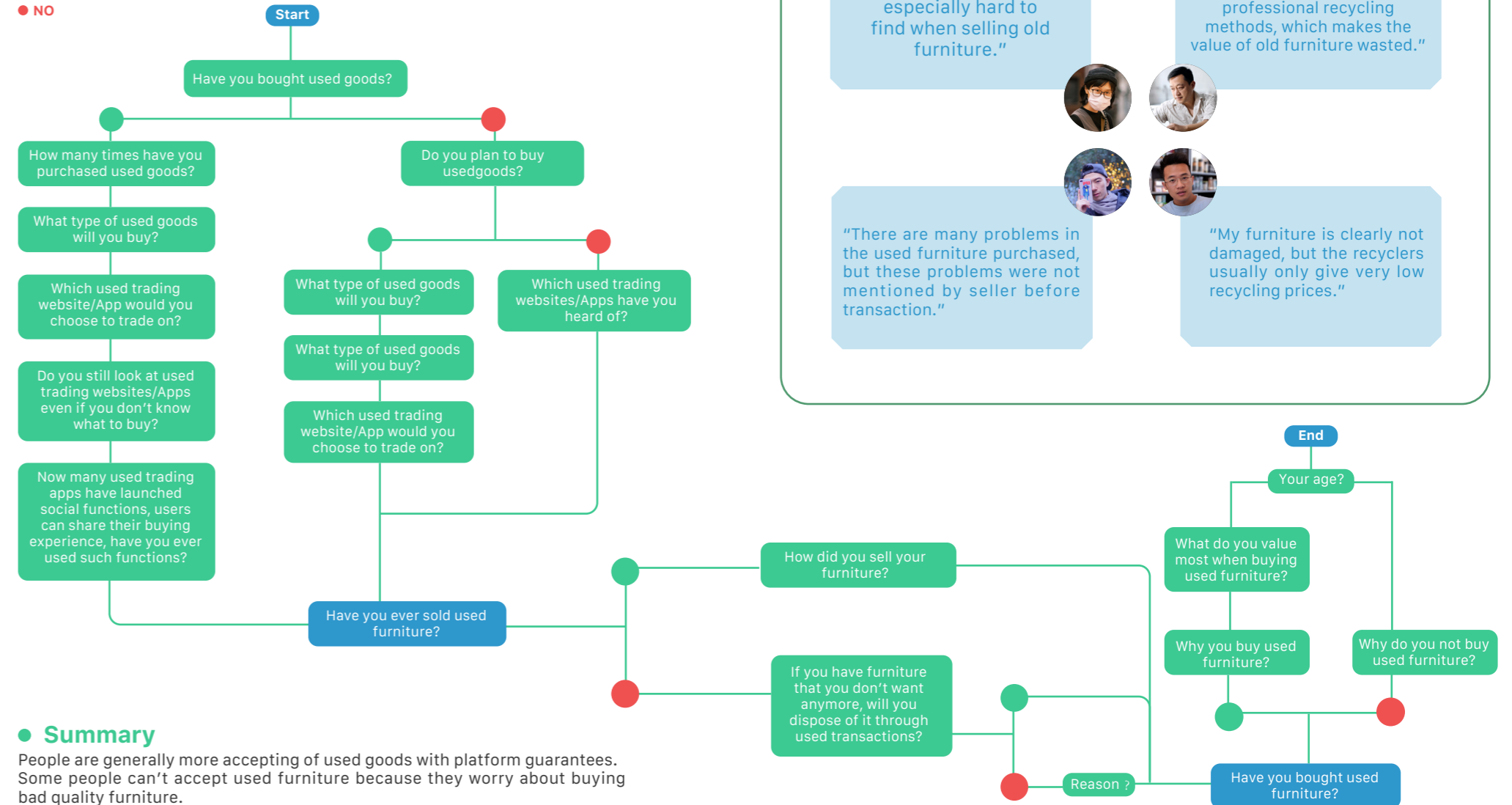
People have a bad experience when trading used furniture, which makes their impression of used furniture worse and forms a vicious cycle for the used market.

PRIMARY RESEARCH

● Questionnaire

In order to understand people's attitudes towards used furniture, I made a questionnaire and read many articles about the consumption of used goods in China.

● YES
● NO



● Summary

People are generally more accepting of used goods with platform guarantees. Some people can't accept used furniture because they worry about buying bad quality furniture.

● Interview

Then I interviewed some people who have sold, bought or recycled used furniture.

"Reliable buyers are especially hard to find when selling old furniture."

"Many old furniture recycling stations that do not use professional recycling methods, which makes the value of old furniture wasted."


"There are many problems in the used furniture purchased, but these problems were not mentioned by seller before transaction."

"My furniture is clearly not damaged, but the recyclers usually only give very low recycling prices."

ReHome is a platform dedicated to recycling and reuse of used furniture. Relying on online app and offline stores, we can create better used furniture services for users, greatly increase the circulation rate of used furniture in Chinese market and realize secondary use of resources.

PERSONA

Yi Zheng




Age: 25
Work: Animator

BACKGROUND

Yi Zheng is an animator who has just worked for three years. She rented a house near the company for work convenience. In order to save money, part of furniture in her home is used furniture she bought from Xianyu.

Yongqi Yang




Age: 32
Work: Bank Manager

BACKGROUND

Yongqi Yang is a bank manager who has just bought a new house. Because he felt that the money he could get from recycling furniture was too little, he chose to sell his old furniture to other people in need.

Junping Liu



Age: 44
Work: Engineer

BACKGROUND

Junping Liu is a relatively conservative person. He does not trust emerging used trading platform, so he chose to find a recycling station to recycle his old furniture.

JOURNEY

Steps	Find Buyer	Bargain	Mail Furniture	Transaction Finished
DOING	Seller confirms condition of furniture Publish furniture sales information on internet Waiting for buyer Find furniture sales information on internet	Discuss with different buyers Considering Agree with counter offer(or not) Discuss with different sellers Bargain Get feedback from seller, then thinking Pay	Find suitable courier company Submit furniture to company Waiting for delivery Waiting for delivery	Waiting for buyer to confirm the condition of the furniture Get money Receive the courier and confirm the condition of furniture Confirm transaction completion
THINKING	Careful Hope someone will ask Why nobody ask? Will there be suitable furniture? Disappointed because few suitable furniture	Business is coming The bid is lower than I thought Expecting The furniture is not good as I thought Worried seller disagree Very nice! He agreed! Wish to receive the furniture early.	Which courier company should I choose? Why hasn't the delivery arrived yet? Why hasn't the delivery arrived yet? Look forward to the transaction The furniture is difficult to move When will the seller arrive?	Worried furniture being damaged by courier Transaction complete, feel happy Transaction complete, feel happy I don't need to move the furniture anymore The furniture is difficult to move
FEELING				
OPPORTUNITY	Online trading platform is complicated and difficult to choose Seller waits too long Buyer has few choose	The transaction experience of both buyers and sellers is not good. Need to reduce the cost(time) and difficulty of users in transaction.	Whether it's mailing or handing furniture in person, have brought certain troubles to both buyers and sellers.	

PAIN SPOTS

After a series of interviews and one-on-one analysis, I came to some pain spots in China's used furniture market:



Market pain spot: "Resource waste"

Price is not transparent, trading experience is poor. The number of used furniture available on online trading platform is small and the quality varies. Buyers can't conduct on-site identification of furniture.



Trading pain spot: "Poor experience, hard to trade"

Price is not transparent, trading experience is poor. The number of used furniture available on online trading platform is small and the quality varies. Buyers can't conduct on-site identification of furniture.



Recovery pain spot: "Not professional"

Used goods markets and recycling stations are the main channels for furniture recycling. Most of them are self-employed, with insufficient production capacity, small scale, and low recycling efficiency.

Summary

Used furniture market is still a traditional market. From recycling to refurbishment to sale, the transaction link is opaque, the standardization is low, and basic services are lacking, resulting in low circulation efficiency and difficulty in forming scale effects.

Steps	Find Recycler	Recycler Visit	Recycler Tske Furniture
DOING	Owner looks for furniture recycler and makes appointment Recycler provides initial quote Owner waits recycler to come	Recycler comes to check furniture appearance Recycler provide a final quote	Recycler pays owner the recycled money and takes furniture away
THINKING	Hope to find a good recycler The initial quote is very attractive to me When will the recycler come?	Is furniture eligible for recycling? Is something wrong with the furniture? Why the final quote lower than initial quote? I think this small problem will not affect recycling price.	In order to dispose of the old furniture early, I have to agree to a lower recycling price than I thought. Finally I solve the old furniture
FEELING			
OPPORTUNITY	urniture recycling prices need to have a standard to prevent the initial quote from being too high. And reclaimer need more ways to confirm the basic situation of furniture and give initial quote.		

FEASIBILITY

Although there are many problems, I still see the feasibility of development of China's used furniture market, **there is a huge market demand.**



1
People's acceptance and demand for used furniture is rising

According to the results of our questionnaire survey, people do not hate old furniture, they just don't want to buy problematic old furniture by themselves, they want the transaction to be transparent.



2
New types of furniture are easier to circulate in the used market

manufacturing has accelerated innovation in materials and processes, and new types of furniture are more durable, environmentally friendly, and recyclable, and are gradually becoming the basis for circulation of used furniture.



3
Online trading of used furniture has deep development prospect.

According to "China Used E-commerce Market Insights Report" released by Analysys, since 2017, the penetration rate of active users and mobile shopping in used e-commerce industry has grown rapidly in past few years. People's recognition of online used transactions is gradually increasing.

CASE STUDY

I searched for several representative brands related to the sale, purchase, and recycling of used goods or furniture, and analyzed them.



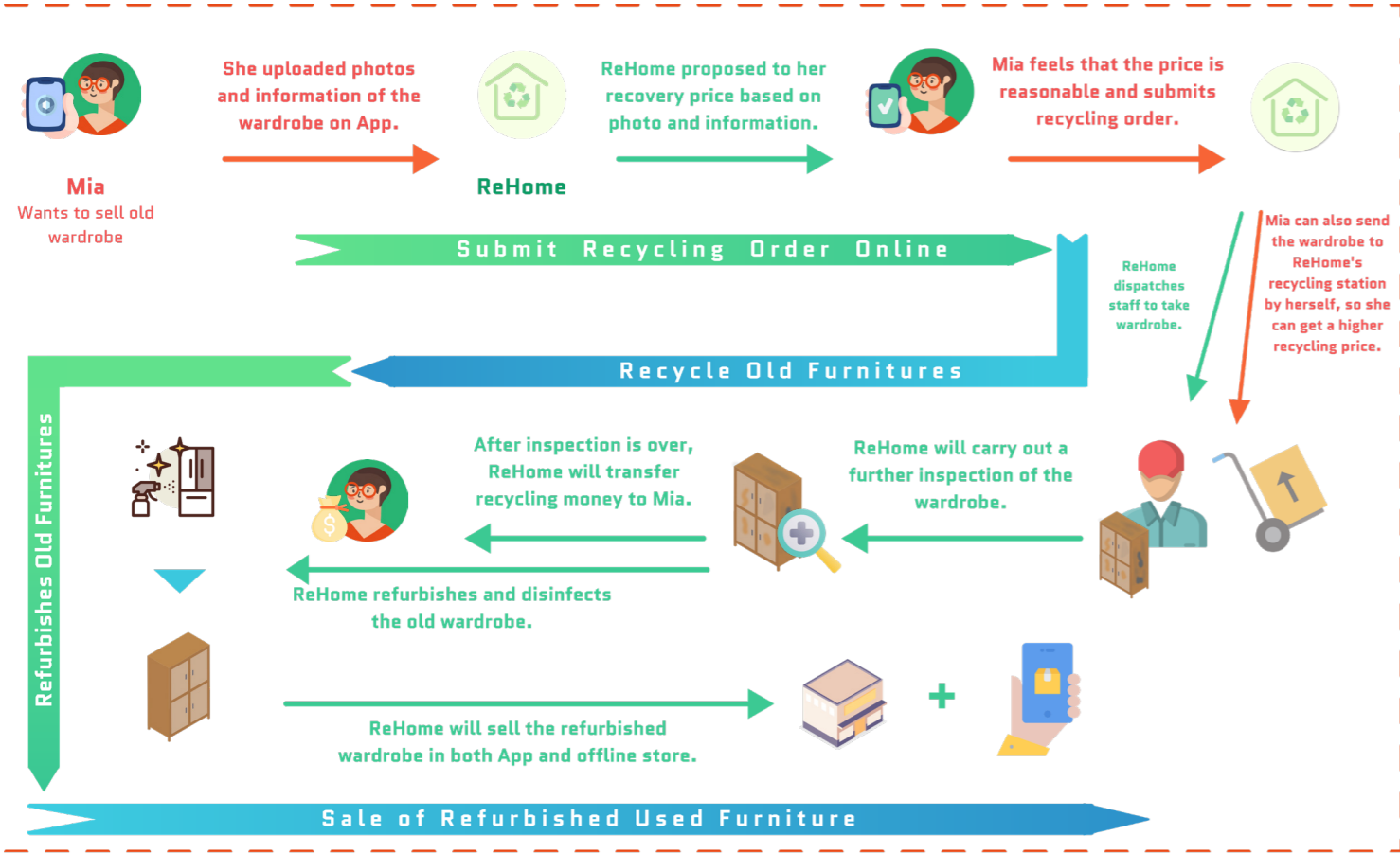
CONCEPT DEVELOPMENT

Main Product -- ReHome

According to the results of research, I found that market needs a professional and orderly system to operate, so I designed the brand ReHome, a platform that specializes in used furniture.



Furniture Recycling Process

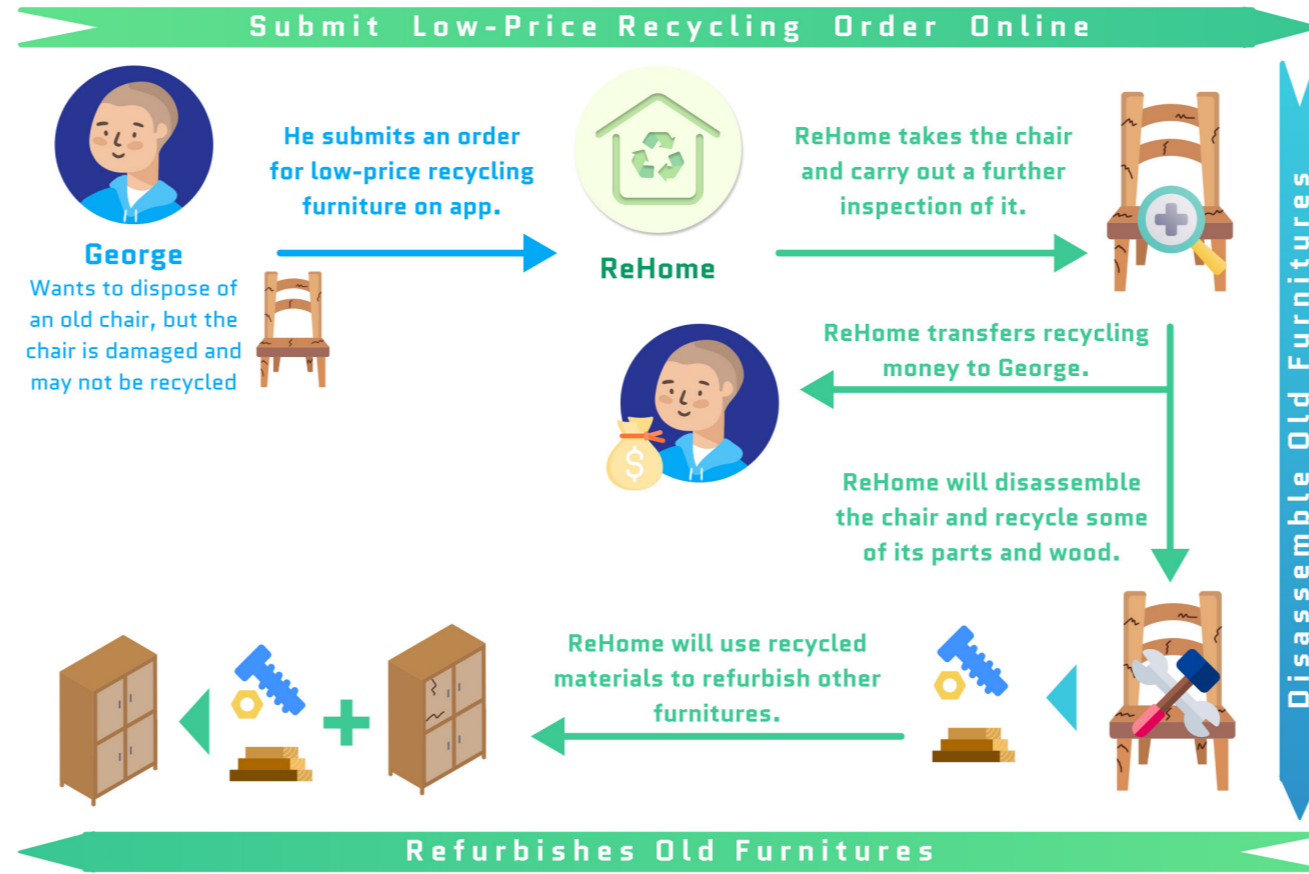


Furniture Purchase Process



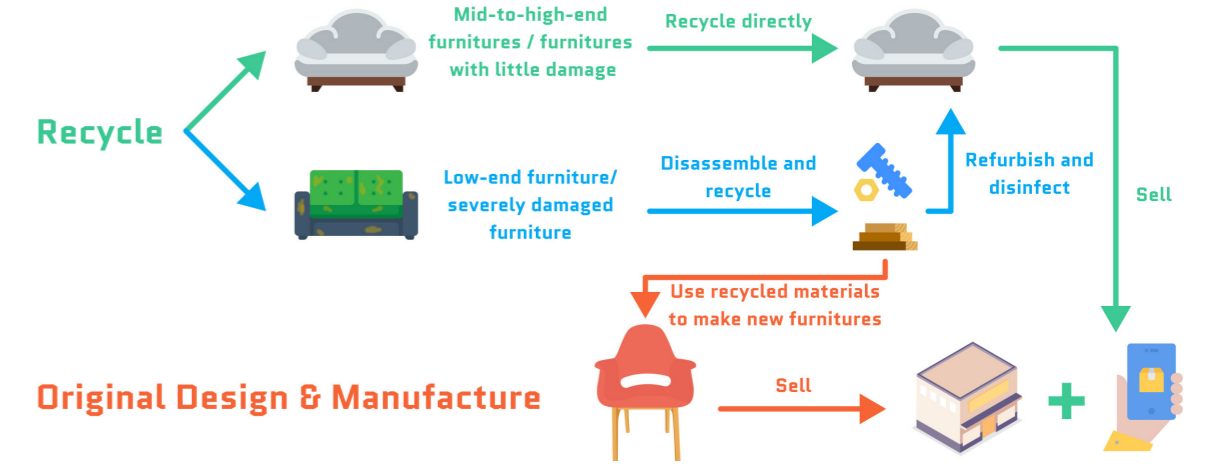
At the same time, I also noticed that some furniture may not be sold twice because of the serious damage, so I designed a low-price recycling service:

Low-Price Recycling Process



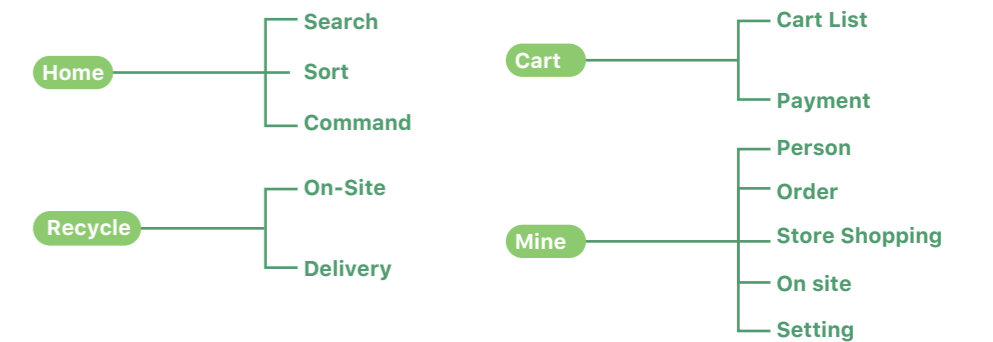
In addition to second-hand furniture, ReHome can also develop its own original furniture brand. So far, the complete service framework of ReHome is like this:

ReHome Service Framework

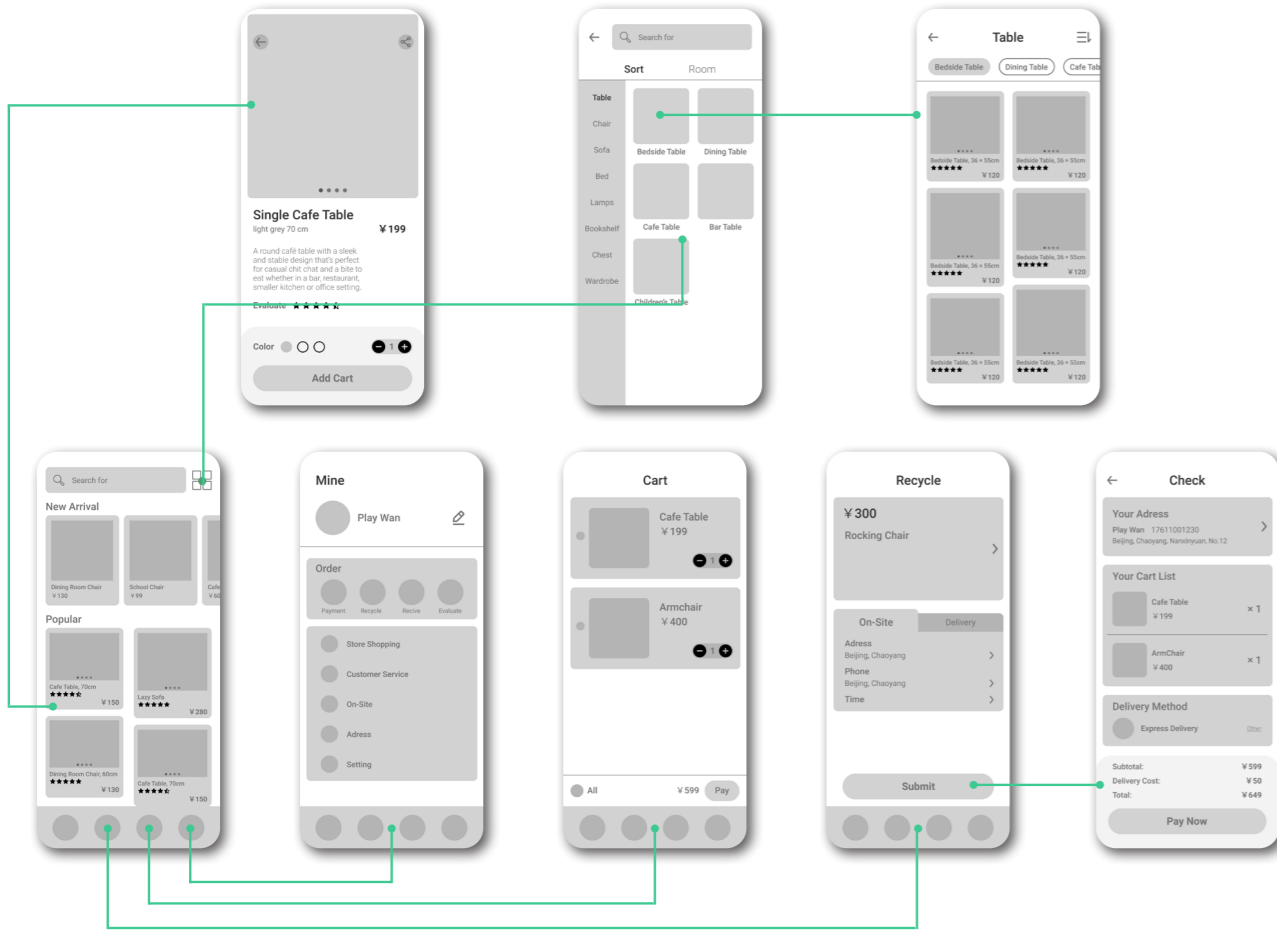


APP DESIGN

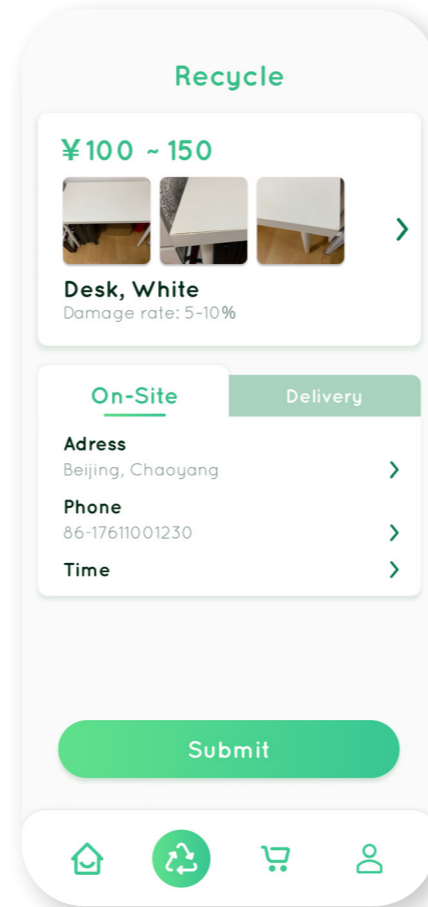
APP STRUCTURE



WIREFRAME

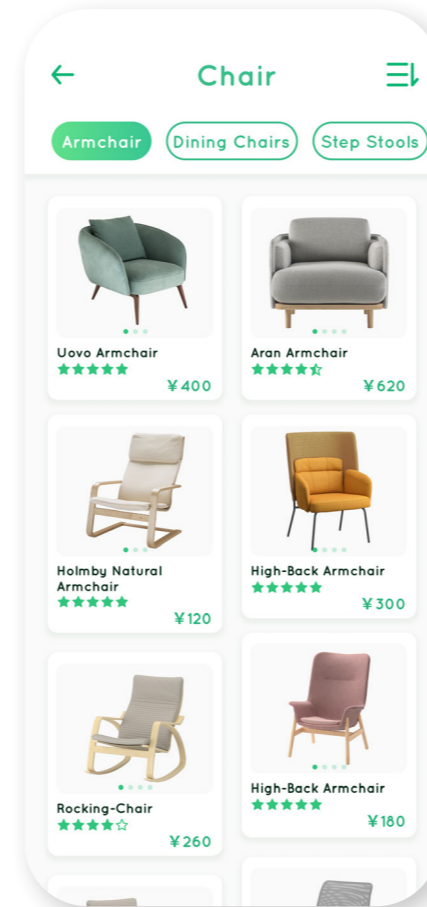


PAGES SHOW



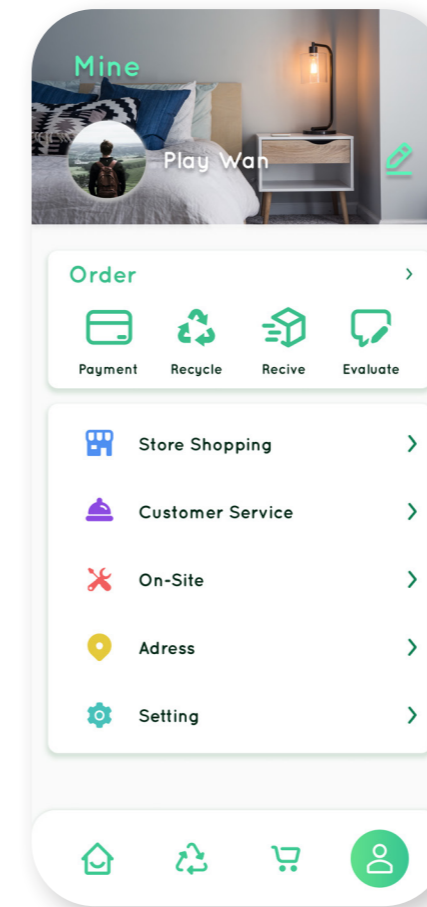
● Furniture Recycle

Users can **submit recycling application through Recycling page of App**. After uploading furniture photos and basic information, App background will provide users with a price. In addition, users can choose On-Site or Delivery to complete furniture recycling.



● Home

On homepage, users can directly view platform's new furniture (including used furniture and self-developed furniture) as well as current hot-selling furniture.



● Mine

On Mine page, there are many functions that are used when buying and recycling furniture, such as checking **recycling progress**, call staff to **install furniture**, and **picking up goods in offline stores**.



ReHome will use scientific methods to recycle old furniture so that old furniture can have a new look.



Users can directly buy the used furniture they want on App.



Users can also choose to go to an offline store to see the actual situation of the used furniture they want to buy.



After purchasing furniture at ReHome, users can choose to have ReHome staff come to install it.