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Writing 1: Anyshare Proposal

Whether it be infrastructure maintenance, EMS support, or Uber, services are essential for daily life. These services have one thing in common: they provide something that is needed by many. Many services today have an Internet connection, allowing unprecedented access. Anyshare aims to capitalize on this untapped potential by providing users with the products they need, with the added benefit of reducing consumerism. Using Anyshare, users can make their seldom-needed items available for rent by others. Similar to a bike-share docking station, Anyshare would be composed of a geographical array of small form factor lockers that house the items to be rented. Using the application, one can rent or make available for rent, an item of their choice. Once an item is selected, a map of available lockers containing the desired item in relatively close proximity will be displayed to the user. After selecting a locker, the user will receive a code to access the item in the locker. After the predetermined rental period, the user will return the item to the locker and be on their way. This process is Anyshare and it aims to upend consumeristic culture.

Even though this seems foolproof, there are some problems that may arise and we have devised remedies to solve them. One of these problems stems from the action of renting and returning. Suppose that upon return of an item, the user attempts to return a different item. Even though the nature of this service is to benefit others, we expect this may still happen. To remedy this, we have installed a camera within the locker, which uses a webcam alongside machine vision algorithms to ensure that the rented item is the item being returned. If an issue is detected, a message will be sent to the owner of the item, and the account of that user will be flagged. It may seem unnecessary to flag a user returning an incorrect item, but the security and confidence of all Anyshare users is of the utmost importance.

Another problem for the Anyshare application is a potential lack of items made available to rent. After all, a service claiming to rent items can't fulfill its claim if it has no items to rent. In an attempt to prevent this problem, Anyshare implements a system of 'altruism', a leaderboard where those with the most items available to rent are placed. As a result, this system aims to encourage users to rent more of their items by competing in a friendly competition between Anyshare users. Additionally, we found that this 'altruism' leaderboard could increase the number of daily users in tandem with the overall number of users. Having a higher number of active users differentiates Anyshare from other apps that are downloaded once, and then not used for another 6 months, like Uber. With the consideration of potential problems, we intend to portray Anyshare as a serious investment opportunity.

While Anyshare has been designed to cope with its self-made problems, the nature of the application also aims solves another problem, consumerism. Many developed nations have a fascination with possession of material goods. Many people, typically located above or within middle-class, like to have their own things and never share, even if they don't need them all the time. This is the case with most household appliances, tools, sports equipment, etc. This excess desire for possession drives global production of these items. Manufacturing is a detriment to our environment, regardless of improvements over time. By using Anyshare, we can reduce the amount of production dedicated to these seldom-used products. Anyshare isn't just an application to save money by renting, or facilitate a competition of

altruism, it is an application that can, and will, change the world.