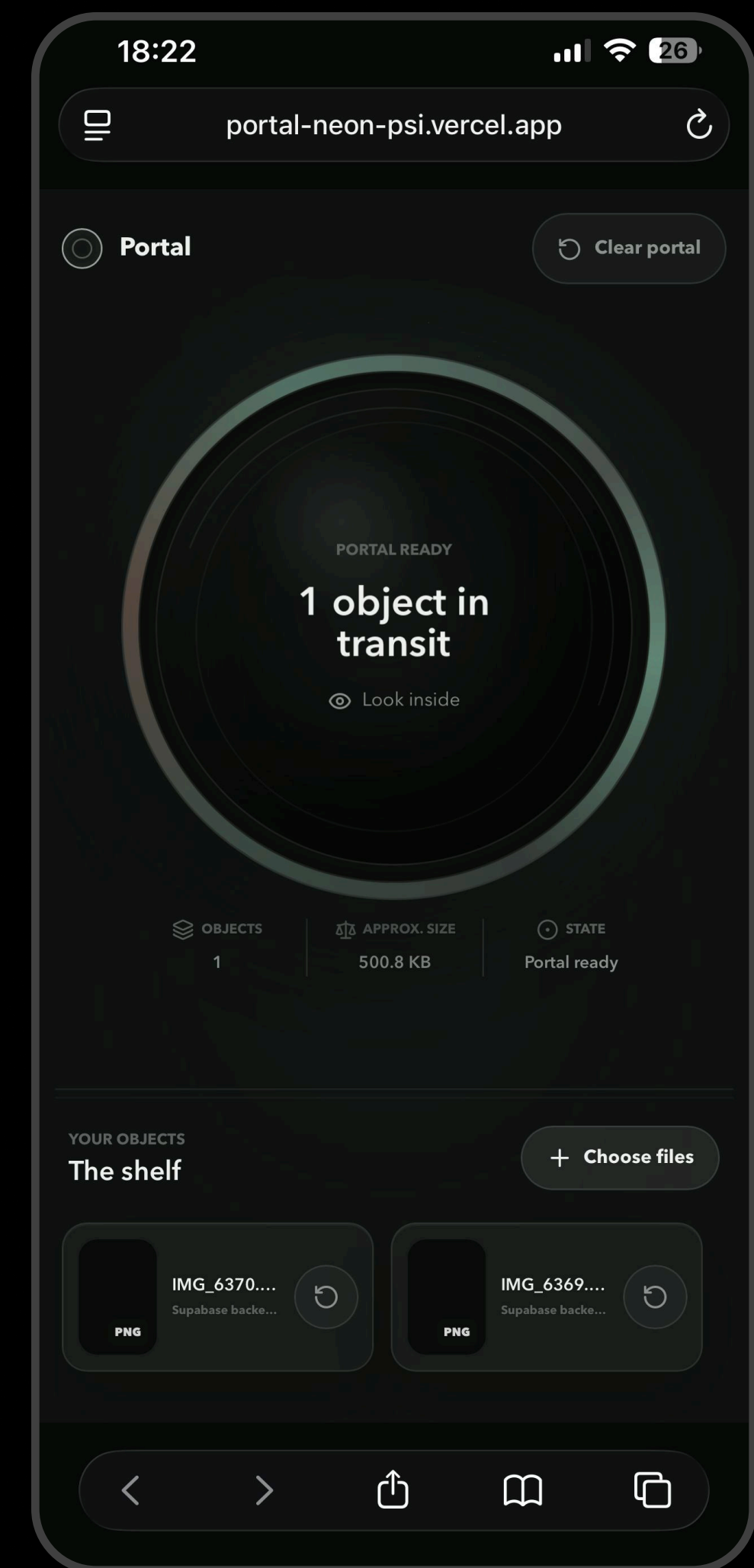


Product Roadmap

Codex // Vercel // Github // Supabase // Figma

STASH-TRANSFER



You got AirDrop?...nah

Real Conversations that I experience on the daily.

HIGH-RES

The qualities no good when
I send the a vid on IG or
Whatsapp

IG

Send those pics through
Instagram?

nah I'm taking a break,
anyways the quality sucks.

AIRDROP !

Is your Airdrop on? I can't
see you.

Turn on airplane mode,
sometimes that works.

IPHONE?

Erm.... Android

LINK

hey I'm on my mac now can
I get those vids?

I'll have to send another
Link, give me sec :(

TIMING

Airdrops taking ages, can
we just do it later?

I'm off G sorry :(

Research & market position

Unlike WeTransfer and other cloud-based platforms, Portal is designed around quick, simple device-to-device sharing. Upload your files, scan a QR code or share a link, download them at full quality, and the Portal disappears when it expires.

There are no complicated dashboards, subscription plans or unnecessary storage features. Portal focuses purely on moving files from one place to another.

Where Portal genuinely stands apart is in the experience and business model: a faster, more direct way to transfer files, with less friction, less clutter and no need for an ongoing subscription.

QR-first sharing



Designed around “I have this on my Mac, I want it on my phone right now.”

Receiver experience



Make photos, videos, PDFs and mobile downloading feel native rather than treating everything as a generic downloadable package.

Purposefully minimal



WeTransfer now includes contacts, transfer management, paid transfers, branded pages, teams, workspaces and other professional tools. Portal can deliberately avoid becoming that.

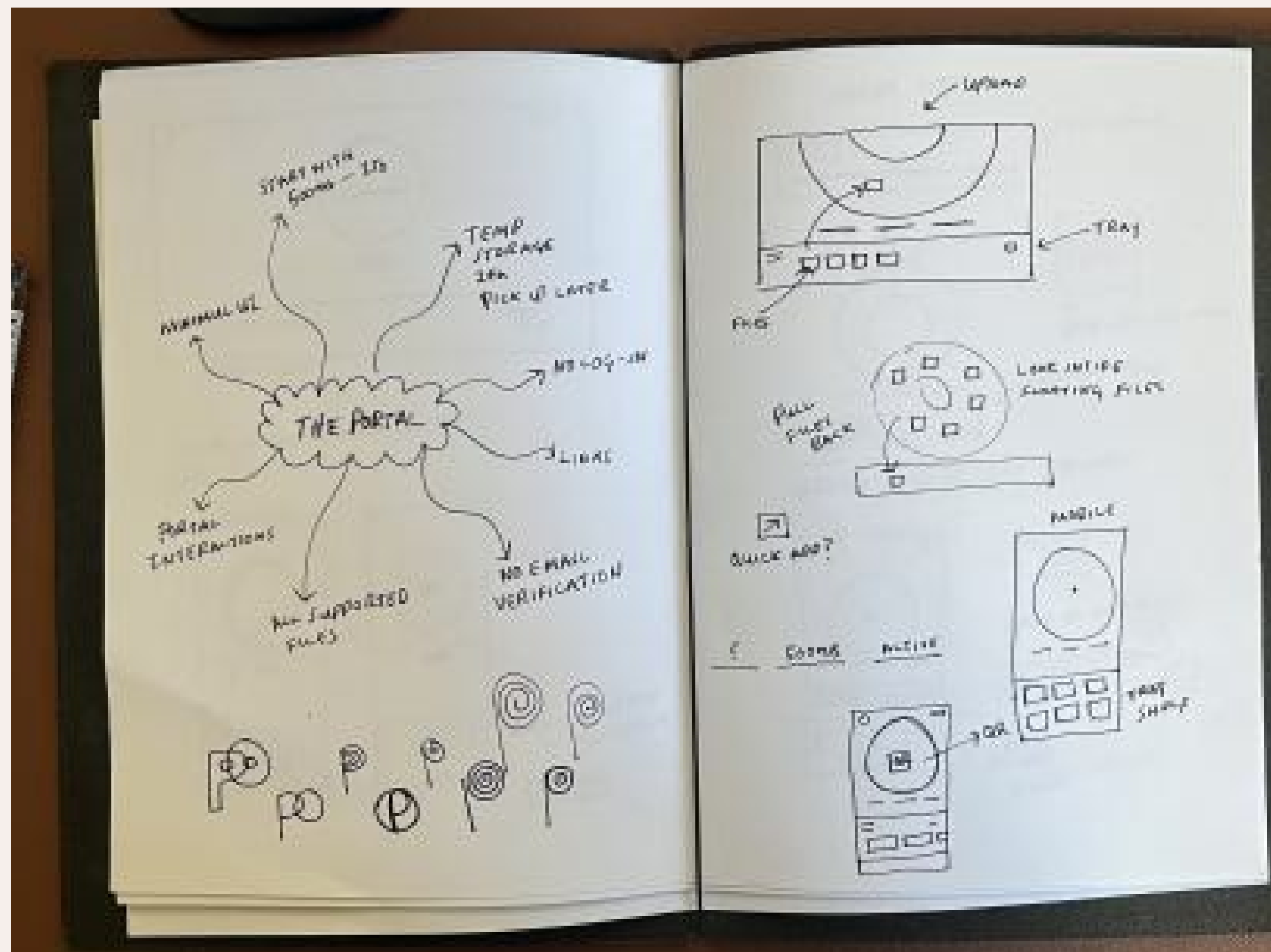
One-off upgrade



the lifetime tier is a major difference. WeTransfer’s higher-capacity offerings are subscription plans.

Concept

The aim was to keep the product friction free ios to android transfer, mac to windows while on different networks, that meant building a back-end database.



Notes:

Temp Storage

QR codes

No log-in required

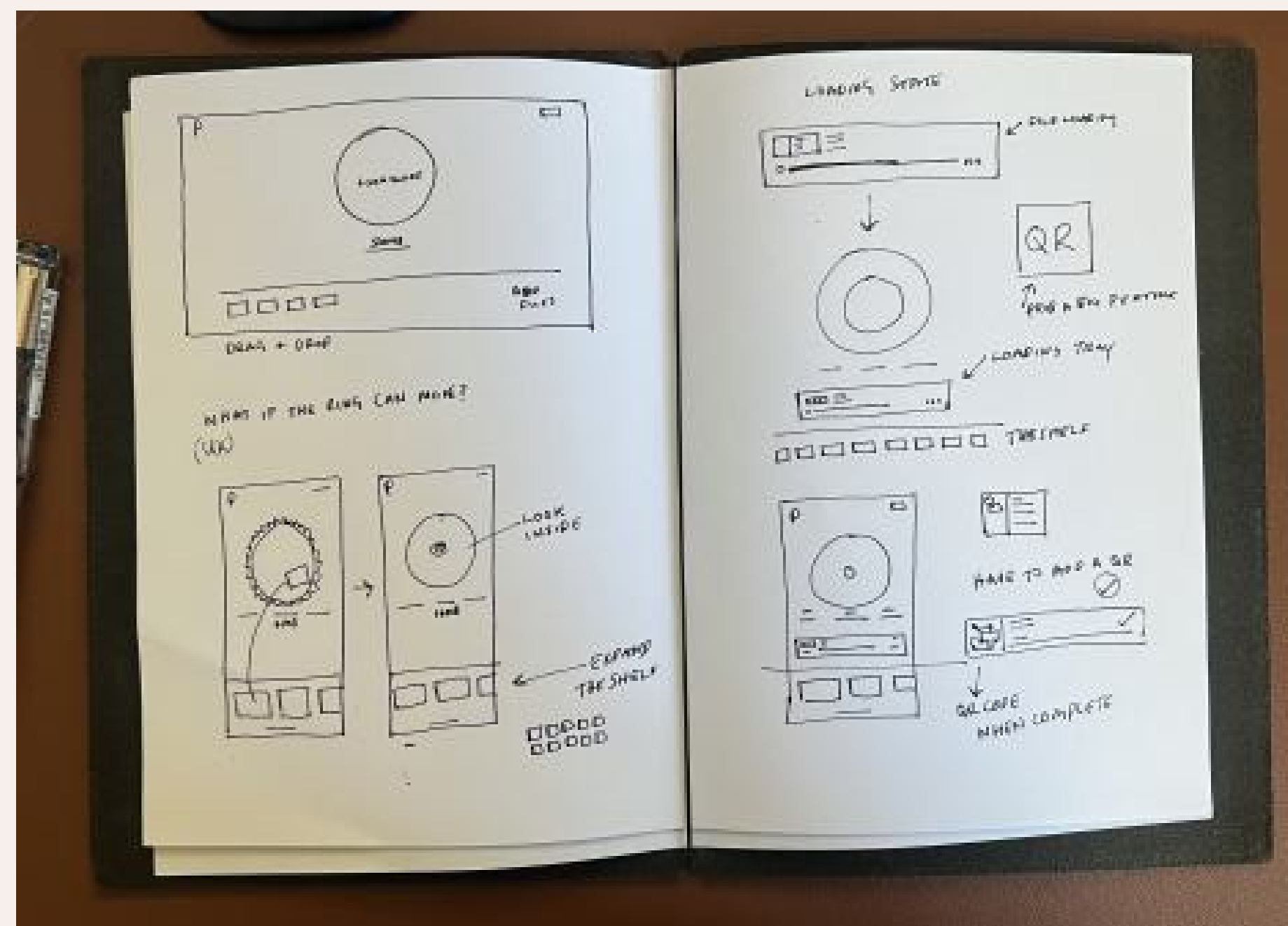
ios to android

uphold quality

originally it was named Portal or Portal-Share. however to give it a better brand I recently renamed it to Stash Transfer.

Concept

The plan was to build something organic looking, think of it as a portal interacting with the files and grew bigger.



Notes:

Darg & Drop

Interactive

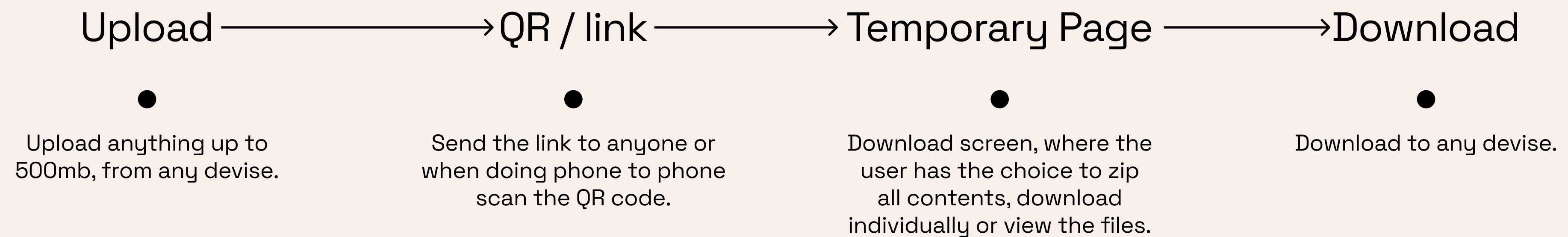
Quick File Drops

Expanded Tray

Look inside the Portal

What the product needs to prove

The beta is about proving the transfer moment, not adding unnecessary features.



Designing to shape the product

Not just a visual refresh but a product strategy, brand behaviour
and interaction designing working together.

Notes:

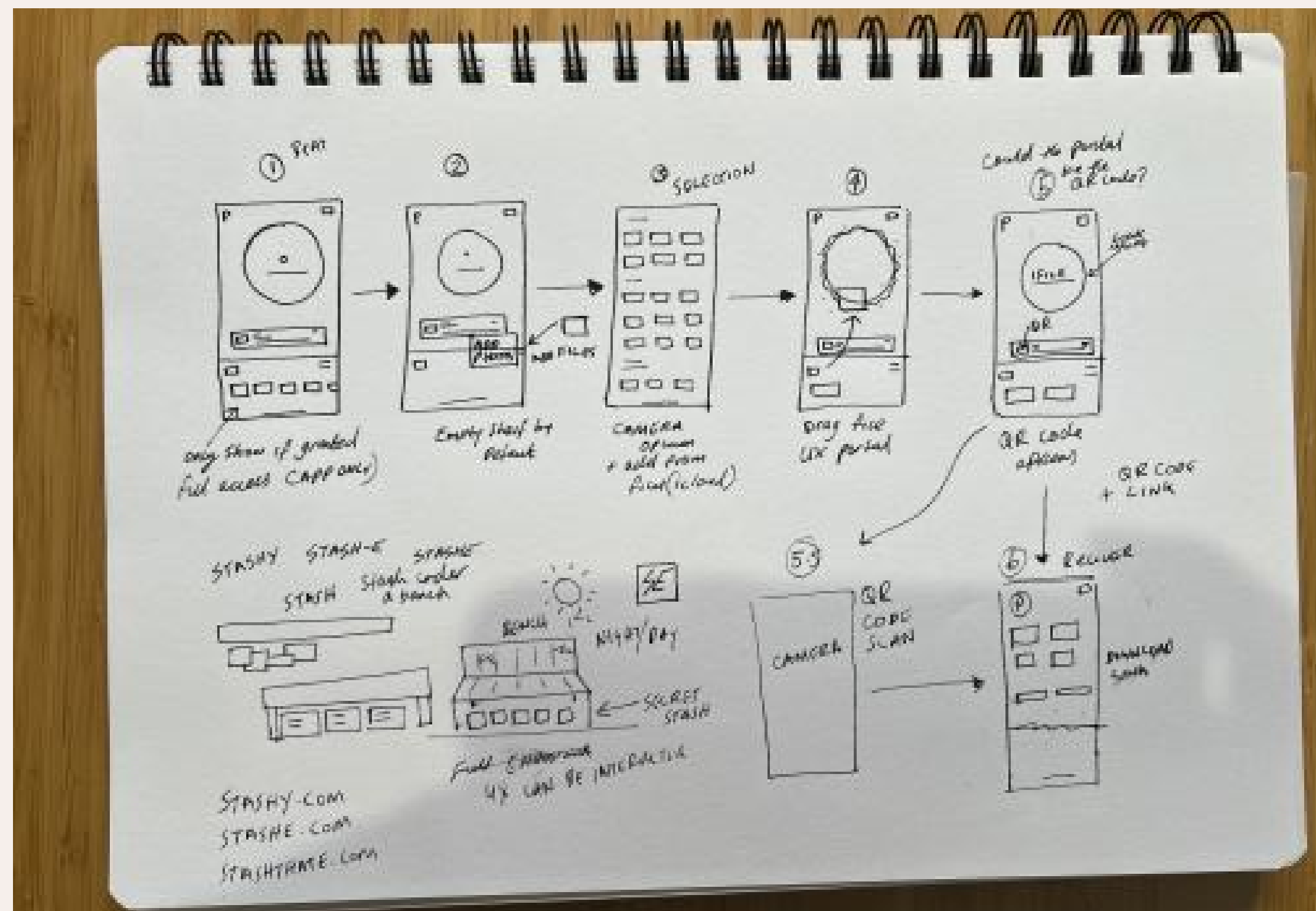
One single Loop, no login

100% need a QR code and link

Might be to tech with the Portal

App only can have automatic access to files pre populated in the shelf

Explore 'Stash' - Stashing a file



The product became clearer through testing

The concept moved from a broad “portal” metaphor into a sharper 24hr temporary file downloader.



Testing the expanding shelf



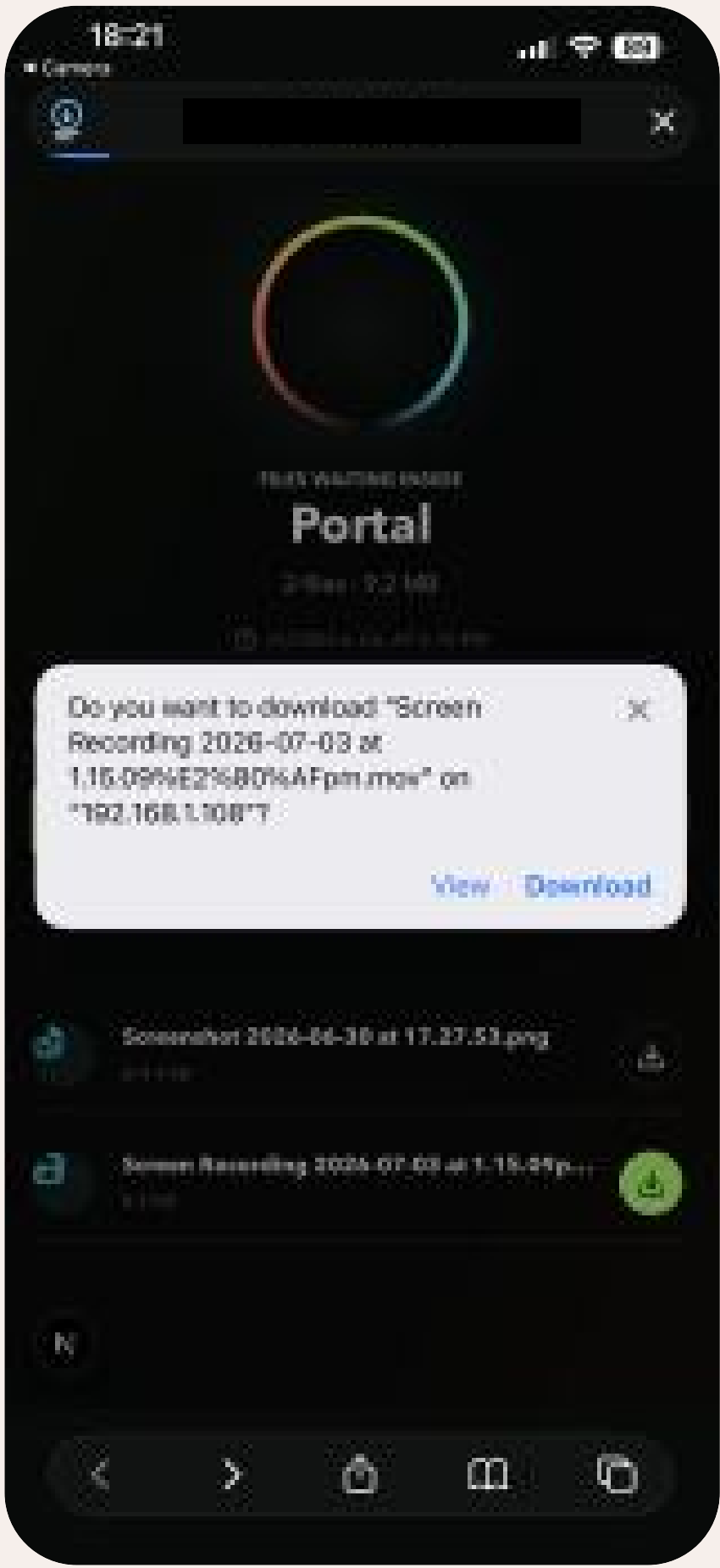
Testing the bento
UI adaptive file shelf



Testing choose files



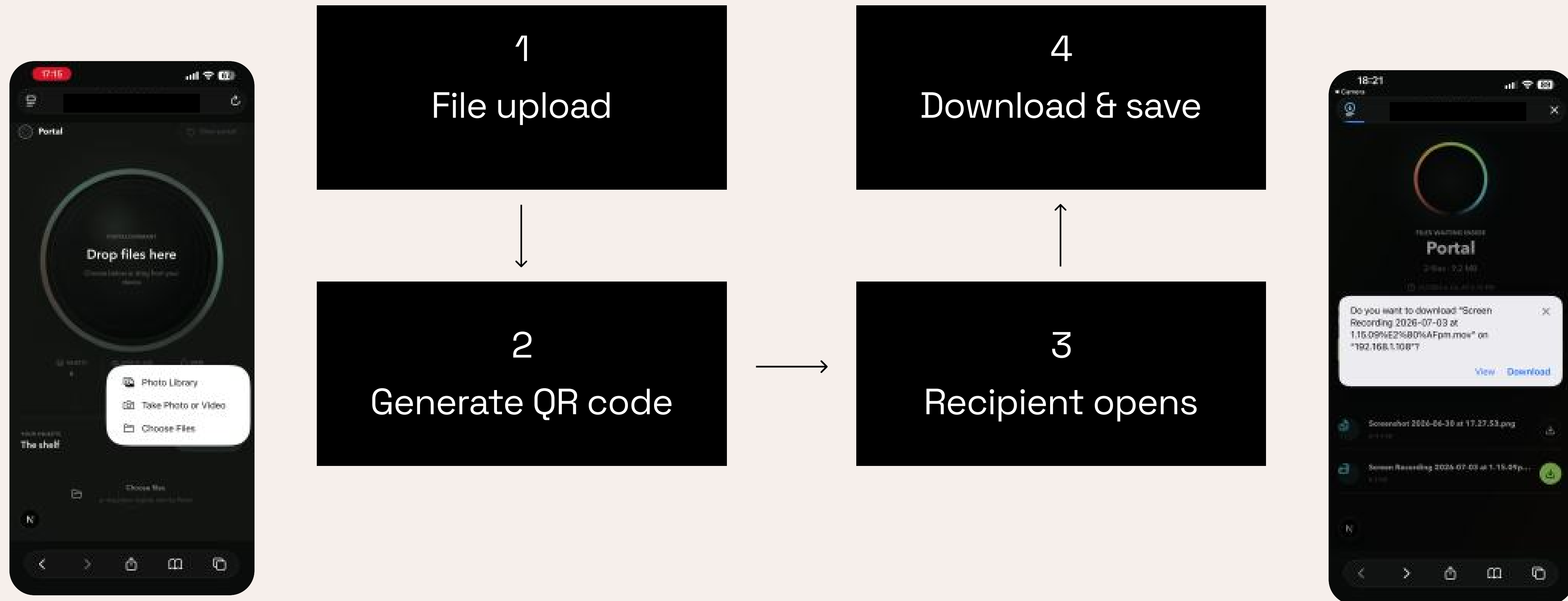
Testing adaptive file shelf



Testing receiving files

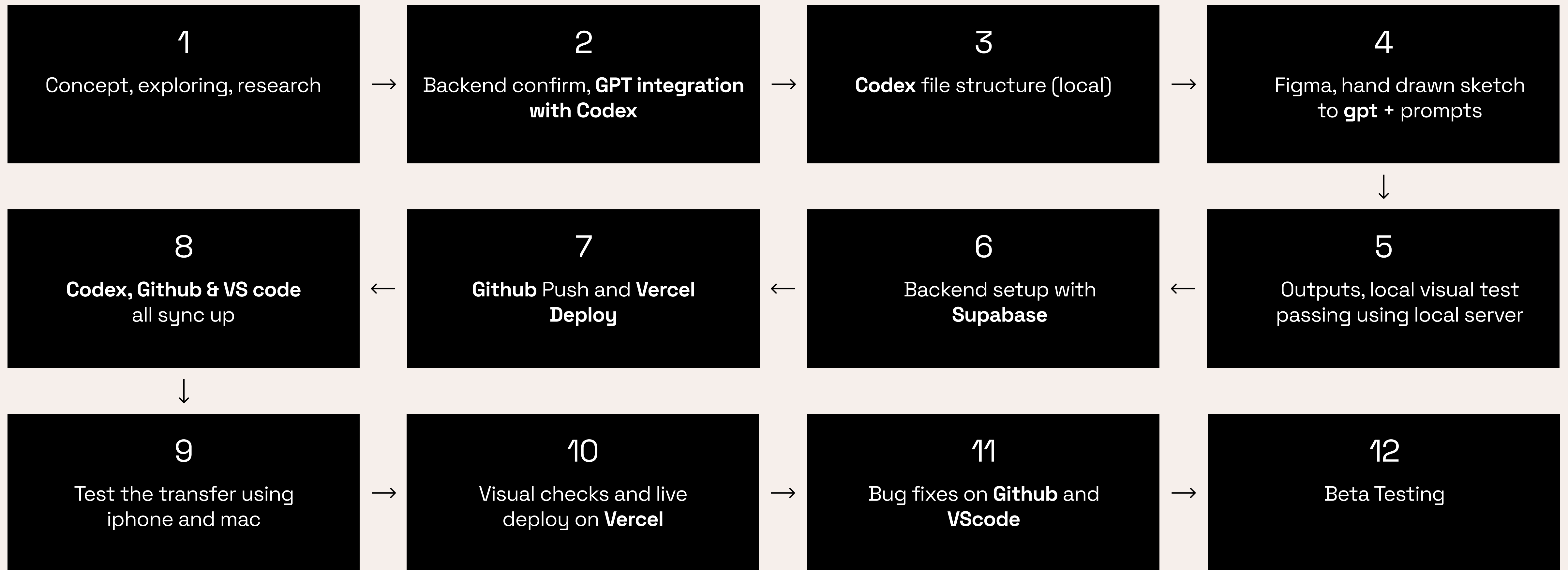
One clean loop

The experience is one clean loop. The UI goal was to reduce uncertainty, every touch point needs a clear status, action and visible expiry window.



The Tech Stack

The Tech stack journey from concept to backend setup to beta testing.



What the product needs to prove.

The early product was 'drop it into the portal' but it felt to si-fi, although it helped define the foundation interactions it only solved the utility not the personality.

Speed beats storage

Trust comes from expiry

Mobile is the make or break

Portal is quickly evolving into StashTransfer.

Unique visual identity that's recognisable, scalable, and deeply connected to the idea of "putting something aside for someone else to collect."

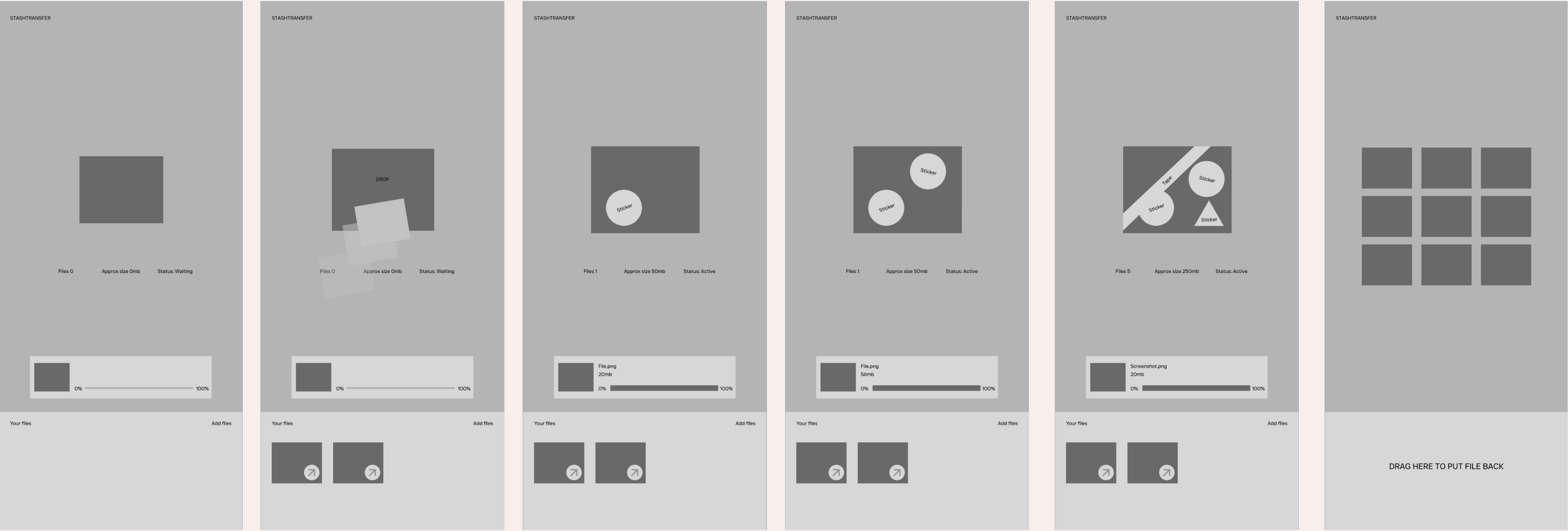


Paper.
Tape.
Stickers.
Sharpie.
Film labels.

The parcel reacts.
Drop file...
↓
Tape wraps around.
Next file...
↓
New sticker lands.
Next file...
↓
Label flips on.
Next file...
↓
Parcel compresses slightly.
It starts feeling alive

StashTransfer Product

Designed in Figma, below are some screens from the 20+ states I did for Codex to pull data from.



Default state

Drag file into the box

Box evolves with files being
dropped in

Look inside the box

StashTransfer Product

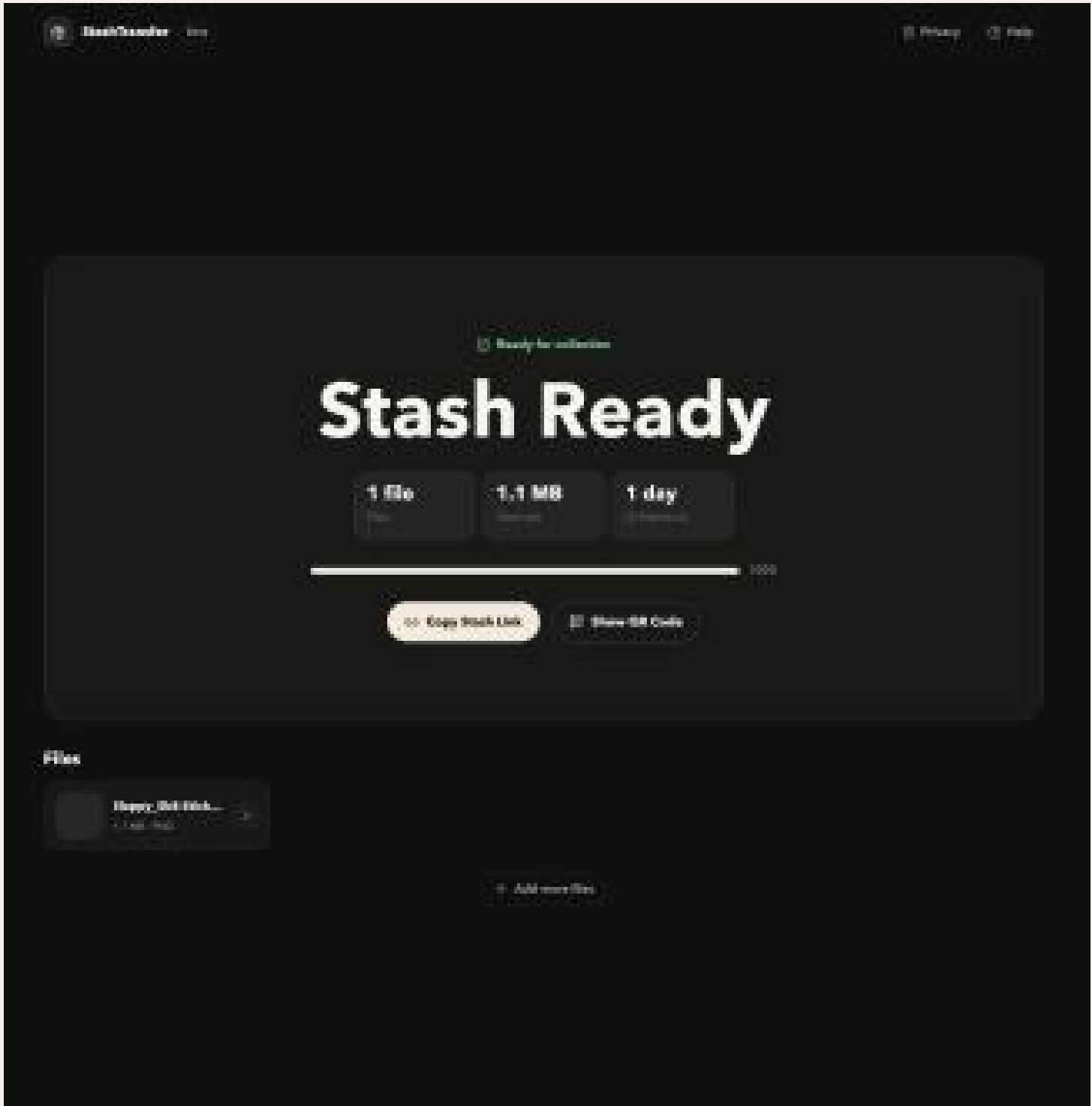
Tested the parcel UI. Although the parcel idea was evolving, it may of lost its simplicity of ‘send a file without the clutter’



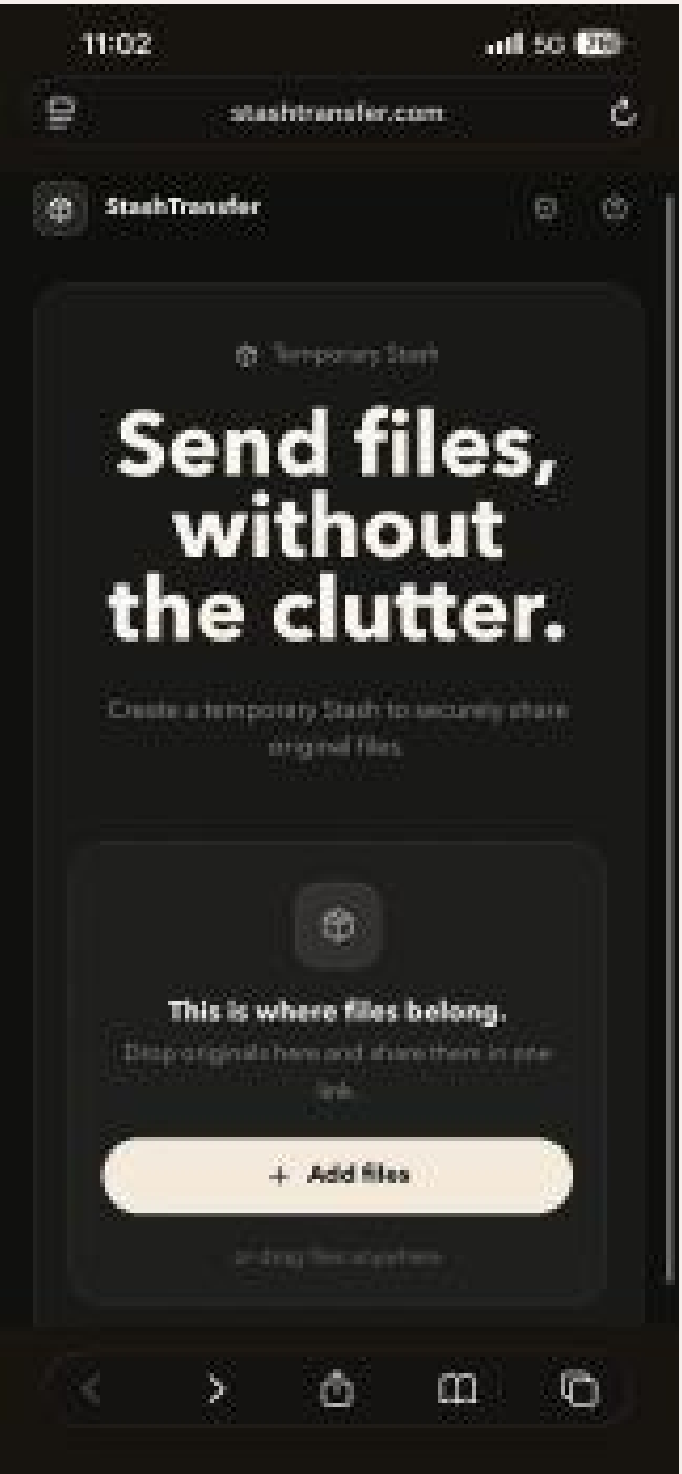
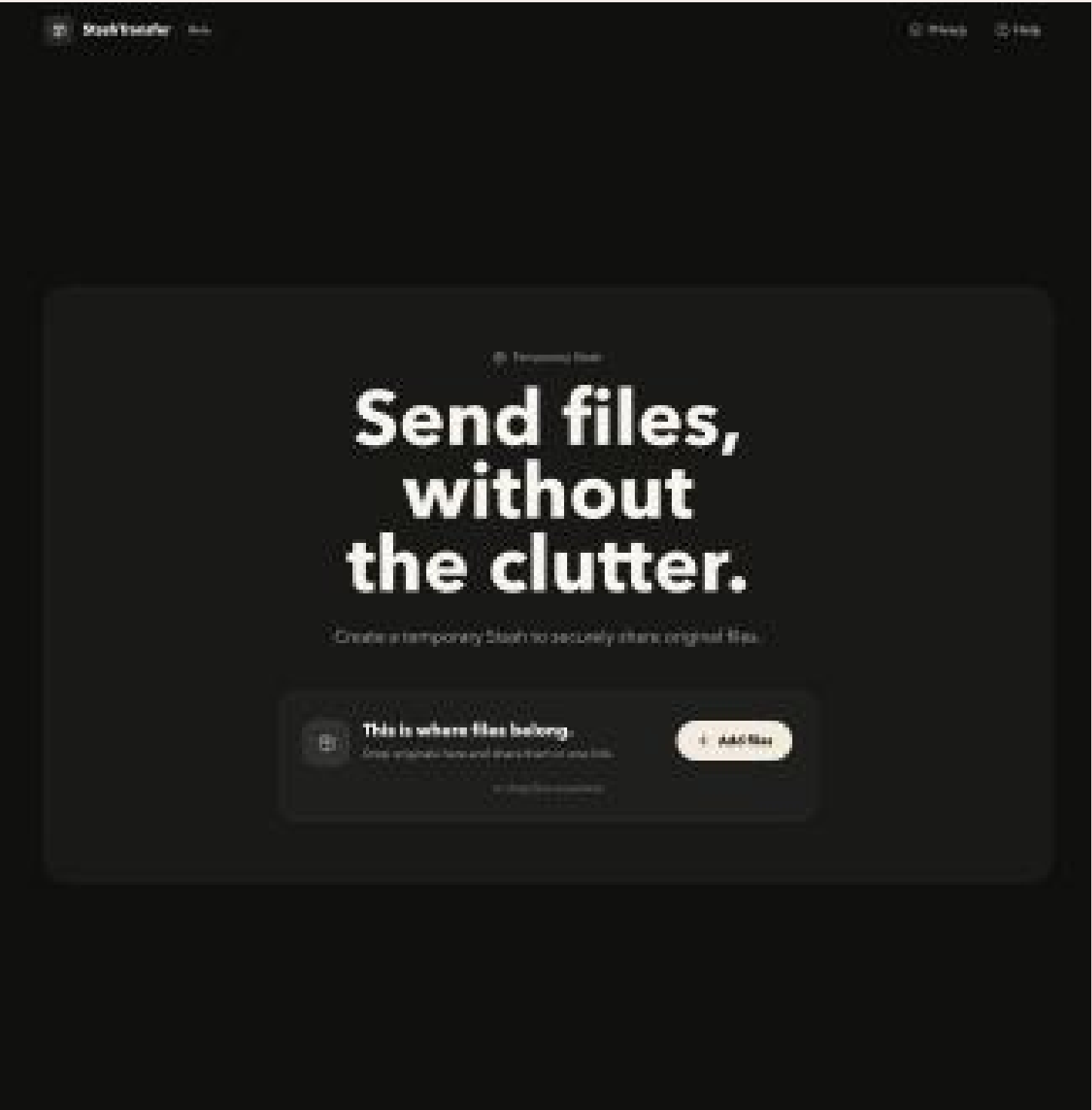
Concept for how the product could evolve visually

StashTransfer Product

Stripping back the product to it’s core use, while keeping some of the UI from the previous version such as the box shape and colours



Desktop



Mobile

EVOLUTION

Testing on multiple devices.

Testing different file sizes and formats across networks and devices.

STASH-TRANSFER

[illegible][illegible][illegible][illegible]

Testing Results

I reviewed all four test sheets. The issues, in priority order:

1

Critical:

Upload limit is far below 500 MB
Files at 32 MB and 44 MB worked, but failures began around 61 MB with “Payload too large.” Larger PDF, FIG, PSD and 288 MB mixed transfers also failed.

This appears to be one shared infrastructure or Storage limit, not separate file-format bugs.

2

High:

iOS media collection has an extra step
MOV and MP4 transfer successfully, but recipients are pushed through Safari Downloads instead of getting a smooth video-opening experience. MP3 behaves similarly.

3

High:

Valid formats are being rejected
AVIF and JSON are confirmed as unsupported. InDesign was also noted as unsupported but needs a complete retest.
Stash should ideally transfer non-previewable files unchanged using a generic file card.

4

Medium:

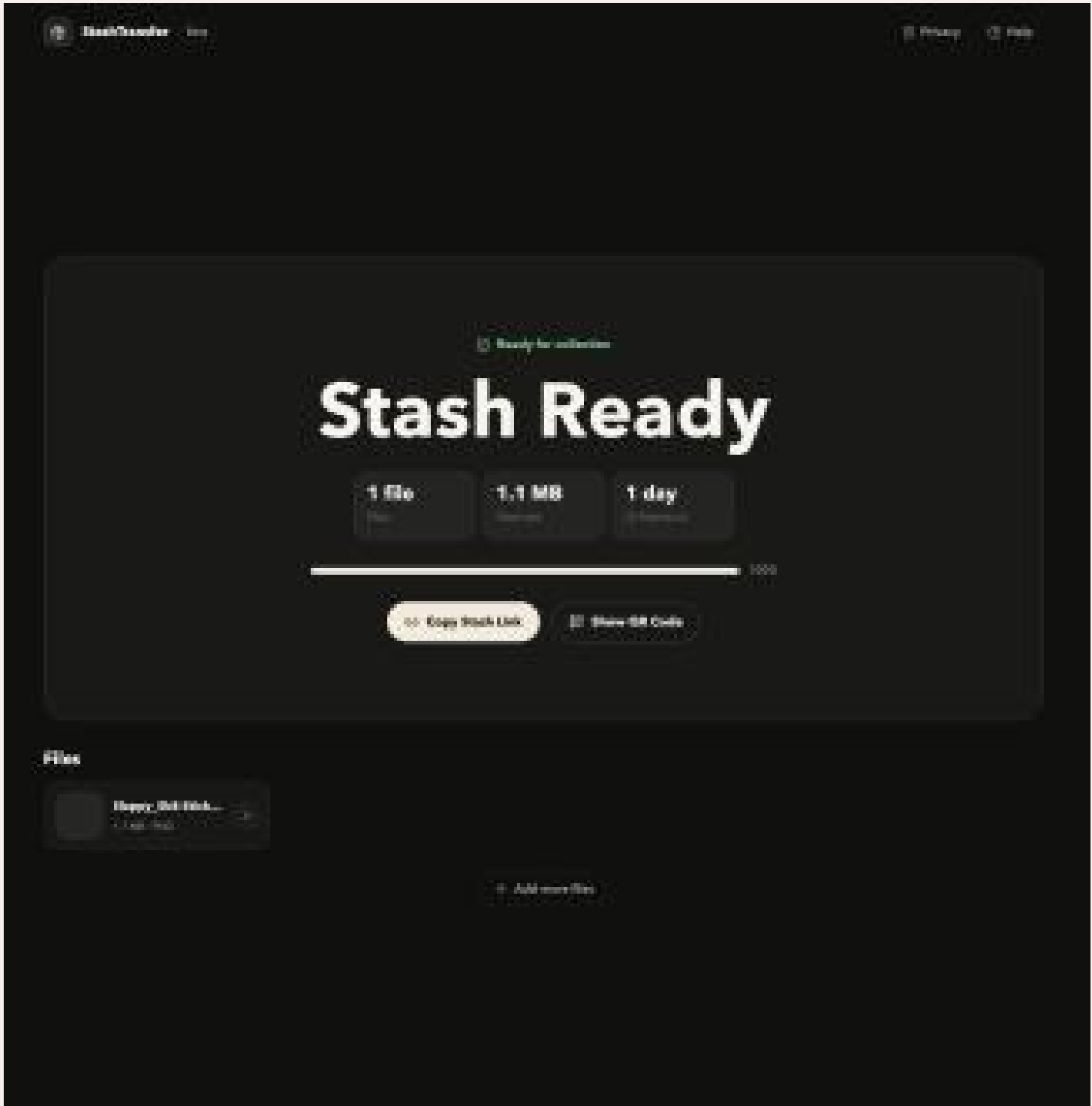
A single PNG may download as ZIP
The long-filename test says “Gets zipped only one file.” This needs a focused reproduction before changing anything.

UI Note: Add “Remove all files” This will be especially useful when a large batch fails and the creator needs to rebuild the Stash.

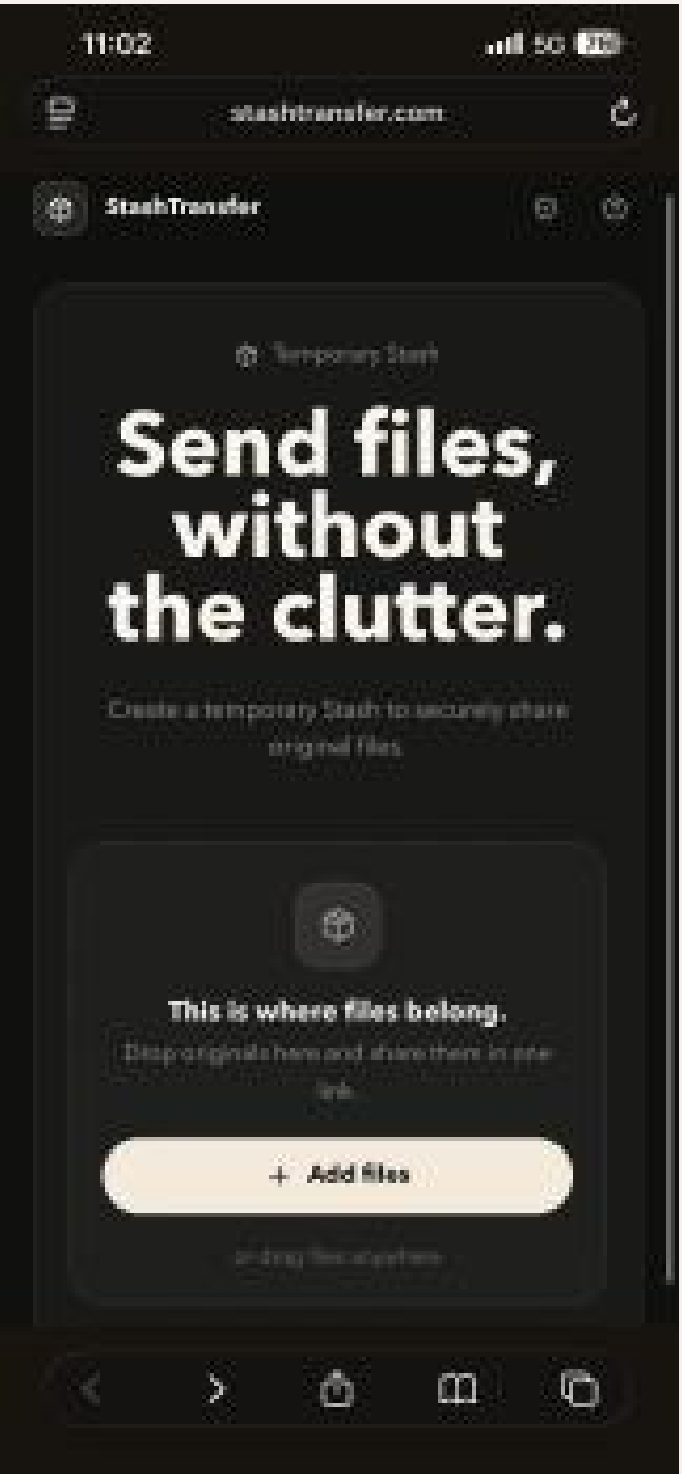
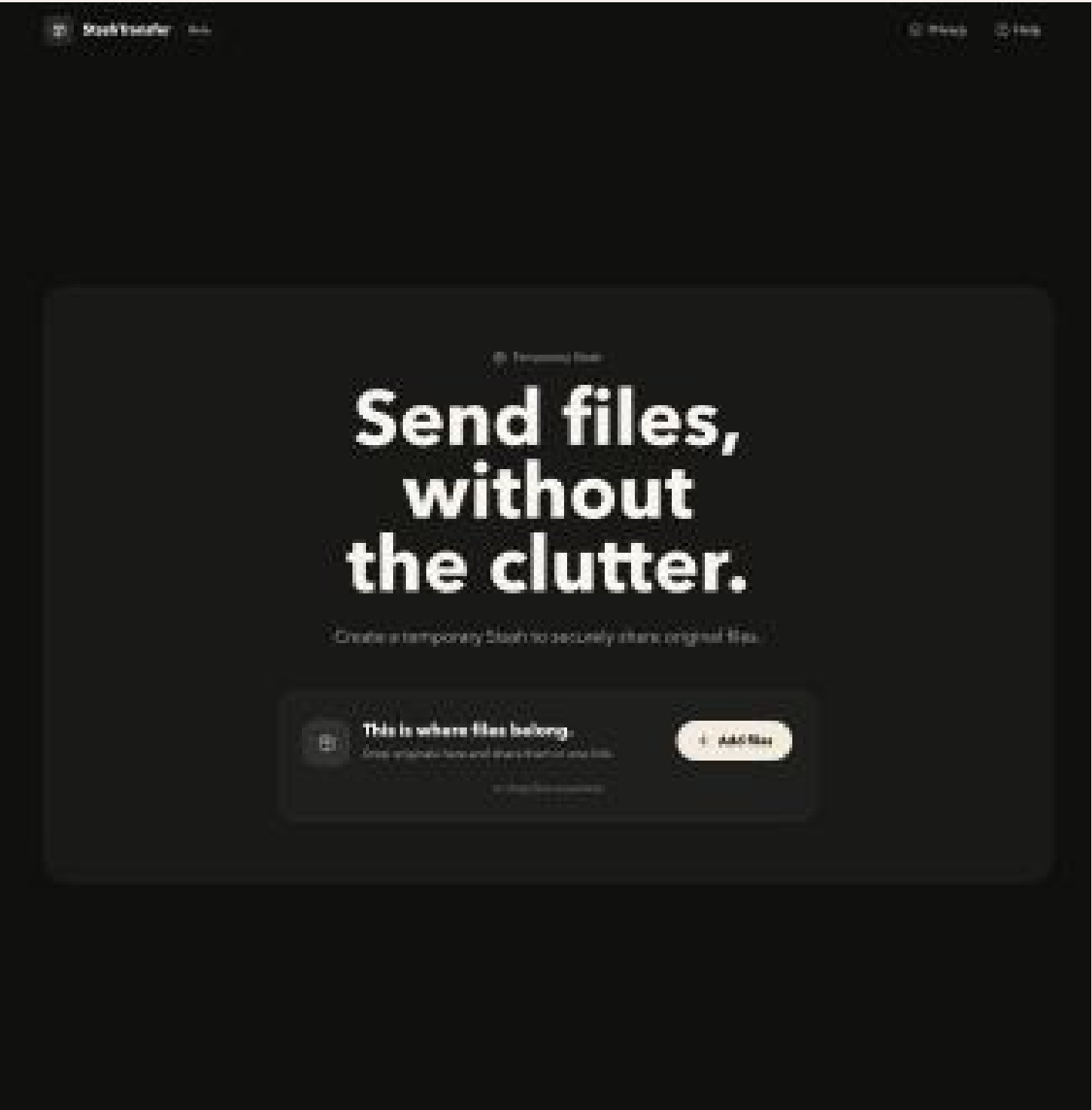
Critical Product Infrastructure note: use cloudflare R2 for file uploads that exceed 500mb

StashTransfer Product

Stripping back the product to it’s core use, while keeping some of the UI from the previous version such as the box shape and colours



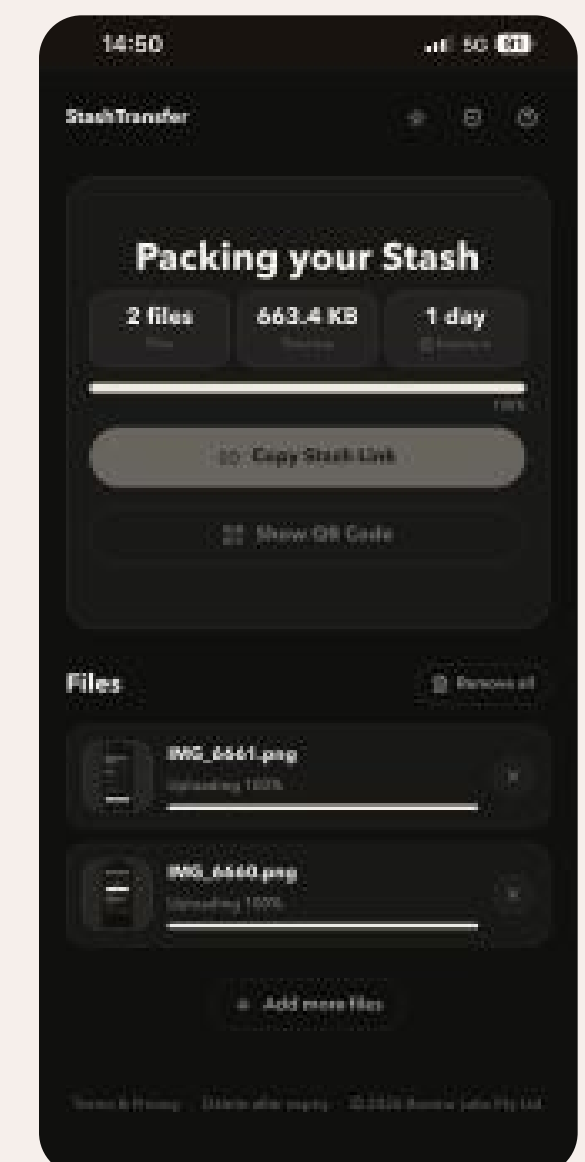
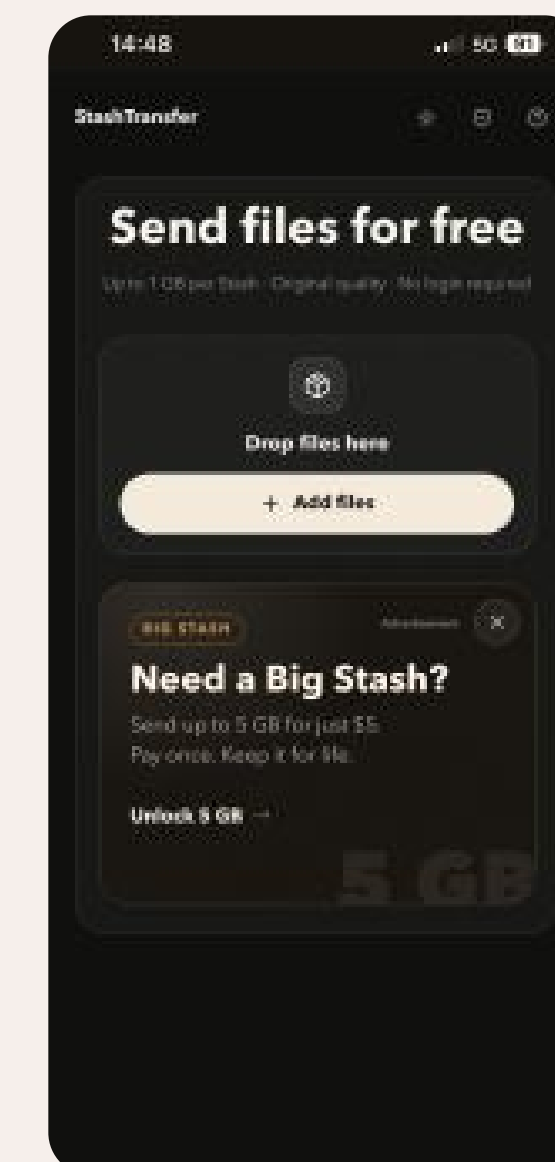
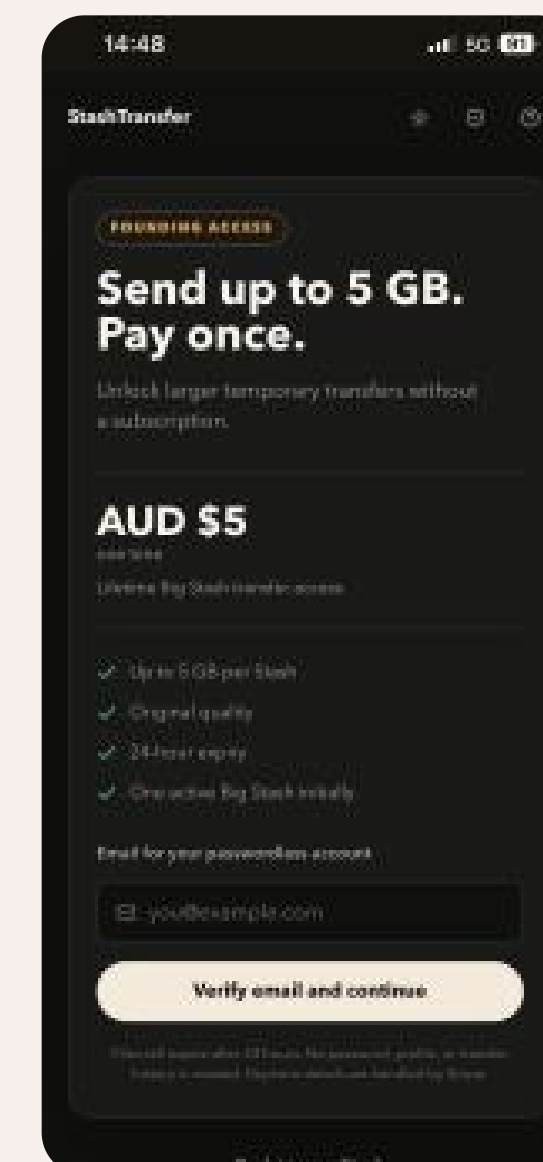
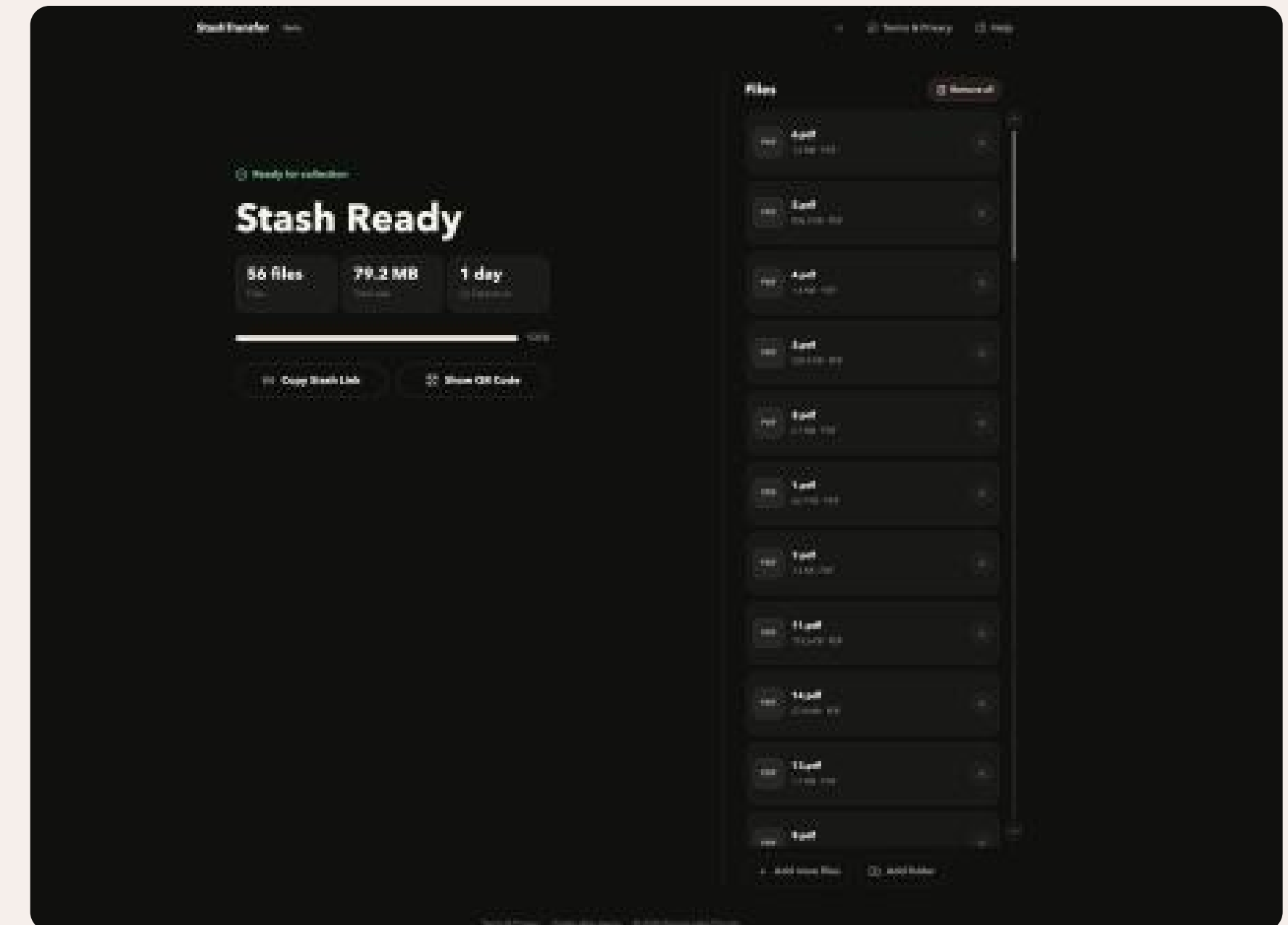
Desktop



Mobile

8 week milestone

A lot has happened!! we've got light & dark mode. introduced Cloudflare for larger uploads. Building a one time log-in for power users with stripe integration that need to send up to 5GB. Added a new upload folder action.



“Create.
Stash.
Keep moving.”

currently still building

STASHTRANSFER.com