

The company

Mission:

Helps you maintain your clothes by providing proper cleaning techniques and tips.

Values:

- Sustainability
- Save Resources

Vision:

Make people happier by having cleaner and fresh things.

Value proposition

We want to make people:

- Learn how to clean their clothes;
- Remove stains without ruining their clothes;
- Learn about techniques and products;
- Learn how to read labels;

Customer Segments

- College students;
- Housewives;
- Newly wed couples;
- Single parents;
- People struggling with allergies;
- Maids.

Key Features

- Intelligent search bar that can be used to search for types of stain, fabric or product.
- Camera to scan for garment labels and tell how to clean that clothes.
- Content Management System (CMS) with articles to help people learn.
- Stain page with tips + link to product (but buying is not the focus).
- Fabric page with tips + link to product (but buying is not the focus).
- Save favorite pages.

How we make money

- By ads on the app;
- By people clicking on the link and buying a product over Amazon or other affiliate program.
- By partnerships with brands that want to showcase products.

Main concepts

- Minimalistic and Simple: has to be easy to use and make things more simple.
- No accounts or log ins.
- There are stain, fabric and products pages;
- Pages can be rated.

App design blocks

Splash screen

- Minimalistic splash screen

Log-in screen

- **No** login/sign up screen

Home screen

- Intelligent Search bar: this is the most important aspect of our business. People can search for a specific stain (like, how to remove red wine stain from sweater), they can search about a fabric (how to clean cotton) or a product to see how to use it (Vanish).
We could have it as separate search bars inside categories (stain, fabric or product) or one super powerful search bar. Whatever makes it easier to use.
- Button to open camera with image recognition that reads the label of the clothes and suggest best way to clean it.
- Articles so users can read about products or news.

Content Pages

There are 3 types of content pages on the app but all of them are stored in the same way.

- **Stain pages:** these pages contains all the different ways to clean that type of stain according to each kind of fabric.
- **Fabric pages:** it contains information about how to clean that specific fabric and tips in case something go wrong.
- **Product pages:** it contains specifications on the product and instructions on how to use. It should also contain the types of fabric that it fits, so a user can easily click and go to the fabric pages, or types of stains that is most commonly used and user can click on those as well.

All these pages should be easily linked to each other and a product suggestion should always happen at the end of the screen so users can click and buy the product on Amazon website.

Pages should have a 👍👎 so users can rate the information.